

Instant Answersm for Your Ratings Questions

There is more and more ratings data available for programming decision making. Unfortunately, there is less and less time to produce and analyze all the reports necessary to make the data useful.

Instant Answersm gathers all the critical data letting the PD focus on the problems and opportunities rather than generating computer runs.

Instant Answersm digs into the ratings detail so that you don't have to spend hours printing reports.

Instant Answersm is visual for easy comprehension. Its graphic design makes for easy analysis.

Instant Answersm is fast, as the information is e-mailed to you the same day Arbitron delivers the data.

Instant Answersm comes to you in three phases: Arbitrends®, Maximi\$er® & the book, and a consultation with the Ratings Experts at Research Director, Inc.

- ▶▶ **Easy to use and understand**
- ▶▶ **Provides the detail necessary to make informed programming decisions**
- ▶▶ **Speedy delivery — same day as data release**
- ▶▶ **Expert analysis**

These three benefits make Instant Answersm unique and essential:

Speed of Delivery:

Radio executives need to have a good understanding of what happened in the latest ratings book as quickly as possible. A delay could result in lost opportunity. Instant Answersm is e-mailed to you shortly after Arbitron releases the data.

Complete and Easy to Understand:

Instant Answersm lets the user focus on decisions without wasting time running computer reports. Instant Answersm clearly shows the results of quarterly Arbitron reports in a useful graphical format. In just a few minutes, a reader will understand any audience shifts. One e-mail replaces hundreds of computer reports.

Expert Analysis:

The Ratings Experts at Research Director, Inc. have been helping programmers understand what happened to their ratings for over 10 years. Instant Answersm subscribers get ratings insight from the Research Director, Inc. team via conference call/Internet meeting with you and your key people. This invaluable service cannot be matched by any computer report or system.

Which service is right for your situation?

Say **YES** to our professional Diary Review if:

- ▶ You're concerned about diary editing errors and getting all of the credit you deserved
- ▶ You need diarykeeper comments
- ▶ You want to know how diarykeepers identify your station and level of station branding
- ▶ You're concerned about station name /call letter confusion with another station
- ▶ You need exact diary distribution by county, zip, month, week, age and gender for the market, your station, and two selected competitors
- ▶ You want to save travel costs and time away from the office

Contact us today...before your competition does.

Say **YES** to Instant Answersm if:

- ▶ You need ratings analysis quickly
- ▶ You don't want to spend your day running reports
- ▶ You need the ratings detail that answers real questions
- ▶ You want to see the ratings detail for your competitors
- ▶ You want to make sure Arbitron's sample was representative
- ▶ You want independent analysis of the data
- ▶ You want to instantly compare the current survey with the last book, last year and the 4-book average

