



MEMBERSHIP

discover the advantage

Since 1933, the Traffic Audit Bureau for Media Measurement has acted as an independent provider of standardized and valid circulation measures for Out of Home media for both buyers and sellers.

TAB is a not-for-profit organization whose support comes from three major industry segments: advertisers, advertising agencies, and OOH media companies.

TAB's tripartite membership and management principles ensure buyer control over the governing policies of auditing practices, as well as all TAB audience measures.

For information about the new EYES ON Ratings, the comprehensive training program being developed in conjunction with the OAAA and the advantages of TAB membership, go to:

eyesonratings.com

A better way of
buying and selling
Out of Home media is
just around the corner.

The Traffic Audit Bureau for Media Measurement, Inc.
271 Madison Ave., Suite 1504
New York, NY 10016



Out of Home will be the first advertising medium to report true commercial audiences.

The Traffic Audit Bureau for Media Measurement is creating a first of its kind, world-class audience measurement system. It will enhance the current ad industry standard of reporting the number of consumers passing by an OOH ad by also reporting the number of consumers that actually notice an ad. We call these measures EYES ON Ratings and they are likely to revolutionize the buying and selling of OOH media.

A comprehensive training program and preliminary EYES ON Ratings results will be available in the spring of 2008.

EYES ON Ratings will be released in all 200+ markets in the 4th quarter of 2008.

Get ready to

LEARN

EYES ON Ratings are a new and powerful measurement currency. Out of Home will be the first medium to report true commercial audiences, offering more precise measures than available for any other media.

COMPETE

EYES ON Ratings will include demographics and reach and frequency critical to assess the power of OOH in multimedia campaigns. Advertisers and agencies will be able to use EYES ON Ratings in budget setting and ROI analyses.

GROW

Wachovia Capital Markets forecasts that EYES ON Ratings will bring a potential \$7 billion increase in OOH advertising revenues.

- ▶ Demographic audiences and reach and frequency comparable to other media.
- ▶ EYES ON Ratings based on the number of persons likely-to-see an ad as they pass a display.
- ▶ All ratings reporting at a board-by-board level.
- ▶ Ratings available in all 200+ DMA's with plants audited by the TAB.
- ▶ Ratings based on both vehicular and pedestrian audiences.
- ▶ Integration of Out of Home in agency multimedia planning systems



EYES ON ▶▶▶