

Access to this application is available by contacting either **Jeff Beardsworth** or **Tiffany Teslyk** at **AdWest** at **1-866-669-2262 ext 1**.

You can also register on-line for a free 30 day trial offer at www.communitymediacanada.ca



The Community Media Canada Market Analyzer is an xViewMedia solution provided by AdWest and ROIMEDIA Solutions. Access to this application is provided under license to participating community newspaper associations and their member publications. Additional access is available through the license holder, AdWest. xView products including xViewMedia have been created by TRIMAP Communications Inc.



Make Informed Decisions



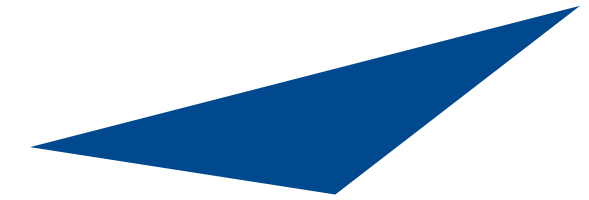
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Welcome to Canada's
newest on-line media
planning and buying tool

Community Newspapers. **more** MARKETS... **more** REACH... **more** POTENTIAL

Open Up a World of Information



The CMC Market Analyzer is a national web-based geographic information system (GIS) for Canada's 850+ community newspaper industry. By exploring the fundamental principle of geography – or those “locations” of importance to an advertiser's message, GIS technology provides a powerful tool for media planners and researchers to link circulation and penetration data with a comprehensive range of consumer, socio-economic and readership data.



How GIS Data Works for You

GIS software is a framework that essentially reveals patterns, pinpoints information, and connects to those untapped opportunities that exist in our regions. In addition to retrieving valuable, market specific information, the CMC Market Analyzer also maps the boundaries (coverage) of a community newspaper, and plots where the dispersed field of data appears within the footprint area.

Coverage Areas

The foundation from which CMC Market Analyzer has been constructed relies heavily on the consistency of coverage areas. Community newspapers offer the ability to target a specific message to a small, large, urban and rural market. With GIS technology, you are now empowered with the geographic knowledge and insight to work towards the optimum media buying recommendation in those markets across Canada most relevant to you.

Available Databases

The CMC Market Analyzer draws upon a number of different sources to provide you with the most up-to-date information on the markets covered by community newspapers. Currently, the CMC Market Analyzer houses over 3,000 fields of data culled from the most current Statistics Canada database and the Generation 5 2004 Enhanced Consumer Spending database. Additional datasets relating to readership (ComBase) and circulation (Verified Circulation) can also be made available to further refine your search.

Exporting and Using Reports

Each time you generate a report using this system, you can choose to export an excel spreadsheet to your own desktop. You can then modify this report by adding your own logo or even incorporate data from other sources into the report. Best of all, a user can access this system 24/7 from their own office or home, and save reports for future use.

Key functionality:

- Link newspapers and markets with some predefined target criteria
- Rank these newspapers and markets based on that selection criteria
- Determine the concentrations of desired customers or category spending within a publication's circulation via the one button mapping tool
- Market reports for each publication are based on a dynamic database that changes as often as any market or media data is updated
- Conduct in-depth market penetration analysis
- View and compare detailed coverage area maps for each newspaper
- Search for specific towns or geographic areas covered by member newspapers
- Cross-tabulate data from a number of different databases
- Generate cut & paste presentation ready reports and maps
- Calculate media campaign costs

If you are a first-time user of this application you might find it beneficial to download the CMC Market Analyzer User Guide or view the on-line Help feature before entering the application.