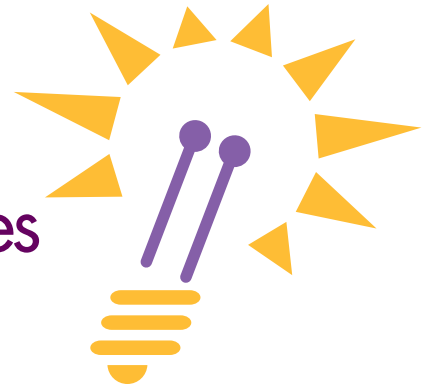


SmartReports

Brilliant Reporting That Makes You Look Smarter Too



SmartReportsSM is reporting made easy—the first in a series of advanced Arbitron services for agencies and advertisers.

SmartReports is a browser-based application designed to provide management reporting on the comprehensive broadcast campaigns created with SmartPlus[®] and the print campaigns created with PrintPlus[®].

SmartReports assembles broadcast and print into easily customizable reports that you create and design.

Eliminate the Learning Curve

SmartReports was designed with the help of Arbitron's customers just like you. The user-friendly application steps you through the process of quickly creating reports.

Establish Your Own Report Library

SmartReports allows you to save any report you create so that you can readily recall the report or report layout. You can also recall the report templates of your colleagues.



Achieve Reporting Independence

SmartReports gives you a complete picture at your fingertips so that you can spend less time re-creating and collating your data and more time analyzing information to guide and ensure the smartest business decisions.

It does the hard work for you, eliminating the need for rekeying information, cross-checking numbers and keeping up with multiple printed reports.

Explore and Manage the Data

Robust features allow you to go as detailed or as topline as you like with your broadcast and print data.

continued...

Select from a Variety of Reports

SmartReports offers all the reports you expect and then some! And not only can every report be customized, but you can choose from daily, weekly, weekday, monthly, quarterly and annual calendar reports. You also have the ability to pull goal reports.

- Advertiser Reports
- Market Reports
- Vendor Reports
- Daypart Reports
- Brand Reports
- Product Reports

Export to PDF, Excel™ and More

SmartReports provides the capability to extract formatted reports to PDF, Excel, Word and plain text files. If you want to just extract the report data, you can export them to Excel, comma-delimited text, tab-delimited text or XML. For any export, the system is designed to display grids, patterns and columns for simplified data exportation and manipulation.

Type	Est. Ads	Approved Ads	Est. Gross Cost	Approved Gross Cost	Est. Net Cost	Approved Net Cost	Est. GRPs	Approved GRPs/000s
<input type="checkbox"/> BOSTON	164	160	\$23,020.00	\$22,720.00	\$19,567.00	\$15,550.75	201.0	195.6
<input type="checkbox"/> Radio	26	26	\$5,450.00	\$5,450.00	\$4,632.50	\$4,632.50	43.0	43.7
<input type="checkbox"/> Melinda's Stampin' Up	26	26	\$5,450.00	\$5,450.00	\$4,632.50	\$4,632.50	43.0	43.7
<input type="checkbox"/> Daily buy - one week long	26	26	\$5,450.00	\$5,450.00	\$4,632.50	\$4,632.50	43.0	43.7
<input type="checkbox"/> WBCN-FM	6	6	\$1,800.00	\$1,800.00	\$1,530.00	\$1,530.00	17.4	22.3
<input type="checkbox"/> AM	6	6	\$1,800.00					
<input type="checkbox"/> :60	6	6	\$1,800.00					
<input type="checkbox"/> WJMN-FM	10	10	\$1,500.00					
<input type="checkbox"/> WYKS-FM	10	10	\$2,150.00					

Give Printed Reports a New Look

You have the ability to create default print options, allowing for even more customization. You can print your own logos, give your own names to reports, add in your specific comments and much more.

Contact Your Arbitron Representative for More Details

We'll be happy to schedule a live demo and provide sample reports to show you just how smart "SmartReporting" can be!

PrintPlus®, SmartPlus® and SmartReportsSM are marks of Arbitron Inc. Excel™ is a trademark of Microsoft Corporation.

© 2006 Arbitron Inc. Printed in the USA 06-AAS-270 500 9/06

www.arbitron.com



New York
142 West 57th Street
New York, NY 10019
(212) 887-1300

Chicago
222 South Riverside Plaza
Suite 630
Chicago, IL 60606
(312) 542-1900

Atlanta
9000 Central Parkway
Suite 300
Atlanta, GA 30328
(770) 668-5400

Los Angeles
10877 Wilshire Boulevard
Suite 1600
Los Angeles, CA 90024
(310) 824-6600

Dallas
13355 Noel Road
Suite 1120
Dallas, TX 75240
(972) 385-5388

Washington/Baltimore
9705 Patuxent Woods Drive
Columbia, MD 21046
(410) 312-8000

Birmingham
3500 Colonnade Parkway
Suite 400
Birmingham, AL 35243