SmartPlus
The Smarter Media Planning and Buying System

SmartPlus® gives media planners and buyers access to powerful analytic and reporting tools and simplifies the buy process. A robust package that covers broadcast, print and online buying, the SmartPlus suite of software is the package of choice for agencies.

Learn more about why agencies choose SmartPlus to manage their media planning and buying.

A More Productive Workday With SmartPlus

SmartPlus was designed specifically for agencies, from a buyer and agency management perspective. It houses one database for broadcast media with all buying, posting and reporting in one system.

- Intuitive and easy-to-use—six easy steps to creating a buy
- Saves you time and money by streamlining your buy management processes
- Research your buy as you work, then e-mail it easily to your rep
- Export to Excel® for customization if needed
- User-friendly cut, copy and paste capabilities
- Remote access available—work from home or the road
- Online access to your data updates through my.arbitron.com
- Links to Advantage, Workamajig®, QuickBooks® and other financial systems

- SmartPlus is licensed per site—no additional fees per user
- No extra fees charged for processing your data—you subscribe, you get access

Smarter Data for Smart Decisions

Know your buy is reaching not only the right number of people, but also the right types of people.

- Access subscription currency data from Arbitron and Nielsen in one package
- View an adjusted rating, based on qualitative criteria
- Create custom geographies, dayparts and demos with Arbitron Respondent-Level Data
- Open the QUALITAP™ application from the SmartPlus toolbar and import Scarborough data into SmartPlus
- Evaluate multi-media Reach/Frequency through integration with IMS MediaMix®

E-Business Functionality

SmartPlus is integrated with TVB ePort, the television industry standard for eBusiness transactions, allowing you to send orders electronically to stations and national rep firms at no additional charge.

- Build TV or cable schedules by importing avails using the Proposal XML specification
- Send TV orders electronically
- Import avails electronically for local cable, TV and radio through Electronic Data Interchange (EDI)
- Import TV, radio and cable invoices electronically

* Separate license agreements(s) required to access additional services.

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Easy Broadcast Television and Cable Buying

SmartPlus gives you access to the data and functionality you need to make informed television buying decisions—and then execute them with ease.

- Access Cable DMA® Impressions and schedule broadcast and cable together in one worksheet for an easy comparison of the two media
- Choose DMA or HDMA estimates for cable
- Post broadcast and cable TV together
- Apply cable zone files to your cable buys based on the subscriber counts within those zones for scheduling and posting

Focused on the Customer—You

Arbitron is committed to providing superior customer service, all the way through the customer relationship. Knowledgeable account reps begin their relationship with you, then continue as your primary contact throughout the partnership. They team with experienced trainers and customer service representatives to ensure that your needs are met.

- Arbitron 24/7 customer service
- First-class training from consultants with buying/planning experience

Contact Us

Let Arbitron show you why SmartPlus is the smarter choice for media planning and buying. Contact us today at (888) 880-7810.

SmartPlus Software Suite

**SmartReports℠**

On top of the reports built into SmartPlus, the SmartReports module gives you even more reporting choices. This browser-based application provides comprehensive management reporting. SmartReports takes broadcast buys created with SmartPlus and print or other non-broadcast buys created with PrintPlus® and outputs them into easily customizable reports for agency management or client reporting.

- Customized reporting through SmartReports allows you to pull summary reports on the fly or pull more detailed custom reports based on your agency or client’s needs
- Look at activity across multiple advertisers, not just one
- Pull reports in real time, and ensure that your updates to your worksheets and analysis are included

**PrintPlus**

PrintPlus simplifies print, online, out-of-home and other non-broadcast buying letting you do more work in less time. Automate ordering with publication groups, automatically calculate material and space closing dates, track cumulative column inches by publication and campaign, design custom insertion orders—you can even e-mail orders in a secure PDF format. Create reports for internal campaign management and client presentation, and store your preferences for repeated use. PrintPlus connects directly to your billing database and allows file transfer to all popular agency accounting systems.

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