The Broadcast Industry Relies *on* MEDIA Access Pro™

For Newspaper

Instant Access to Multi-Media Industry Data

MAPro™ delivers the most comprehensive information available for the radio, television and newspaper industries. Updated daily, MAPro™ contains more than 2,200 fields of data on 30,000-plus broadcast and newspaper organizations in the United States, Canada and Mexico.
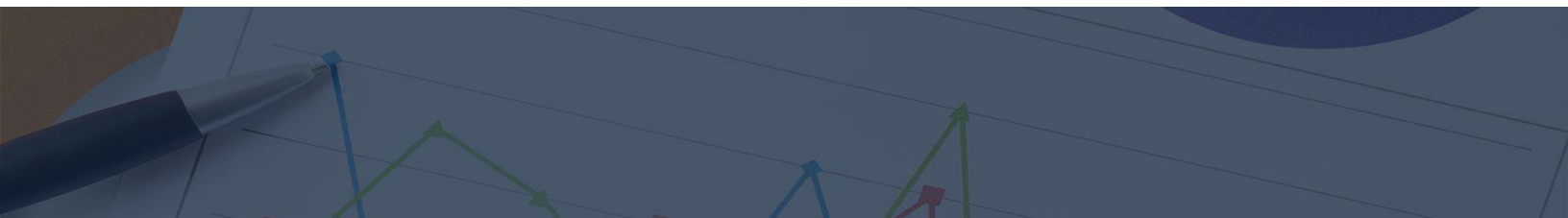
Media Access Pro is available for:

Media Access Pro for Radio

Media Access Pro for TV

Media Access Pro for Newspaper

MEDIA Access Pro™ (MAPro) provides the most comprehensive data service and analytical software application available for tracking the newspaper industry. In a time of great change, MAPro provides comprehensive insight into the activities and updates within the industry.

Delivering Exceptional, Comprehensive Data

Data on 1,450 U.S. daily newspapers, 6,095 weekly newspapers and 3,400 owners of daily and weekly newspapers throughout the United States, as well as each of their holdings

More than 600 fields of data for every newspaper covering personnel, technical information, subscriber revenues, market statistics and more

Estimated advertising and circulation revenues for each daily, Sunday and weekly newspaper, as well as summary revenues for each owner

Contact data for more than 8,700 key newspaper personnel and owner execs

Tracking of newspaper mergers and acquisitions

Historic daily and Sunday circulation as reported to the Audit Bureau of Circulation

Coverage maps defining county contours that can display coverage for one newspaper or multiple newspapers in the same market Coverage maps showing DTV, analog (primary and secondary) and construction permit (CP) contours for television markets; display coverage for one station or multiple stations in the same market

Coverage area population available for DTV, analog (primary and secondary) as well as CP

15 detailed "CP-only" digital and analog data fields, which now contain FCC application numbers

15 detailed "Licensed-only" digital and analog data fields; group revenue market shares, age-based population breakouts, secondary and DTV population counts and coverage

- o Toggle button for easy viewing of license vs. CP changes

MEDIA Access Pro™ allows you to customize your search.

MAPro is built and maintained with customer needs in mind.

MAPro provides detailed custom reports and saved searches to make data extraction easy. Users can quickly generate information about digital stations, total stations in a market, CP detailed reporting, move-in reports and more. The saved search feature allows users to find a station's digital details, run market analysis and export mailing labels with the click of a button. Users can view multiple markets simultaneously – compare information across markets.

MAPro provides comprehensive digital information updated daily:

- Digital station information (historical analog information)
- Analog coverage area with population estimates
- Digital contour coverage area with population estimates
- Affiliation and DTV channel TV
- DTV on-air date

MAPro provides detailed custom reports and saved searches to make data extraction easy.

For reports, users can easily generate information about newspapers such as total number of newspapers in a market, CP and much more. The saved searches in MAPro make finding a newspaper's circulation details, doing market analysis and exporting mailing labels as simple as clicking a button.

For customization, take advantage of the multimedia functionality of MEDIA Access Pro™, this includes all three industry databases. Database packages are also offered for single or two-industry functionality as well.

Sit back and relax.
Let MAPro work for you.

Why subscribers use MAPro on a daily basis:

★★★   Tracking ownership and ratings

💲   Tracking on-air and digital revenues

📊   Monitoring transactions

🎯   Building coverage maps

🐕   Locating sales and marketing leads

Success Stories

MAPro is an industry standard, boasting an exceptionally high client retention rate of over 90% every year.

Our clients include the nation's top broadcast and newspaper groups, station managers and owners, government agencies, program suppliers, consultants and manufacturers. **Here's how one satisfied client describes MAPro:**

JACKIE DREBES

Supervisor, Harris Corporation, Broadcast Communications Division

"The data integrity of MAPro is top-notch and the customer service is beyond compare."

CHRISTINE BORGER

Executive Vice President, Holt Media Corporation

"We are a long time user of MAPro. It's a great tool that provides us the ability to spend our time analyzing data, not compiling it from a variety of sources. The flexibility in query options, the multimedia aspects and the mapping programs combine for a superior product from one source. The product just keeps getting better."

GEORGE BARBER

VP of Membership Services, National Association of Broadcasters

"MEDIA Access Pro™ data is extremely reliable and one of our main sources for verifying personnel changes in the industry. It's also an easy system to use and update."

MEDIA ACCESS PRO™

READY TO PUT THIS TOOL TO WORK FOR YOUR BUSINESS?

Get Started Today | Call (703) 818-2425 or e-mail sales@biakelsey.com.