



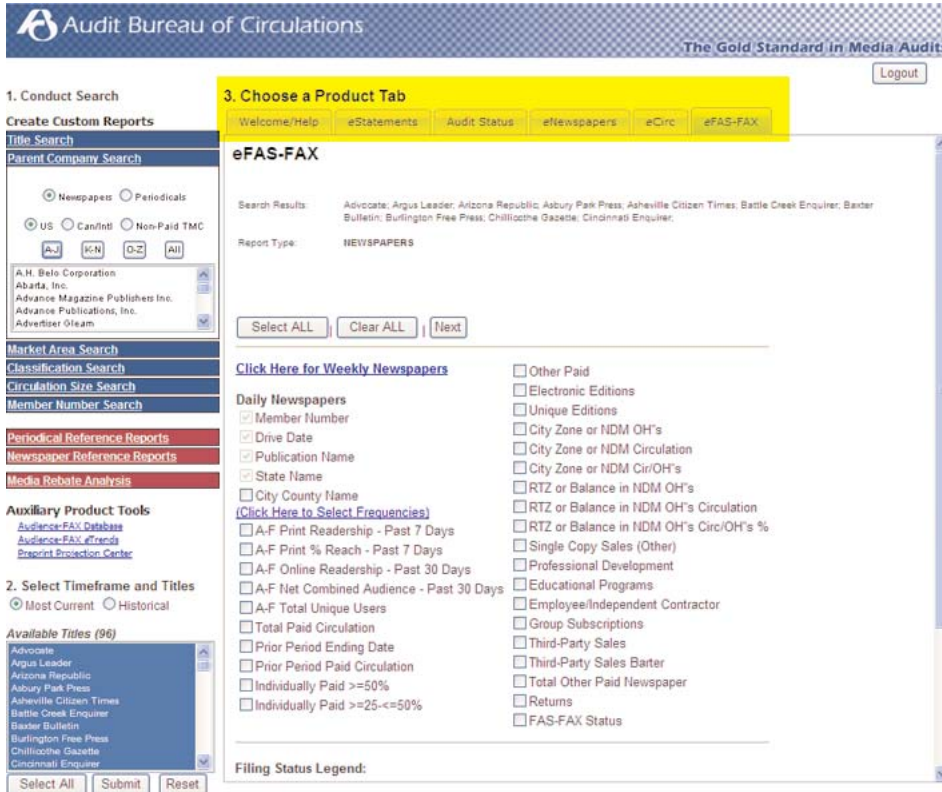
Using Search Methods to Customize eFAS-FAX

Presented by:
Gladys Searcy
Director, Marketing and Sales

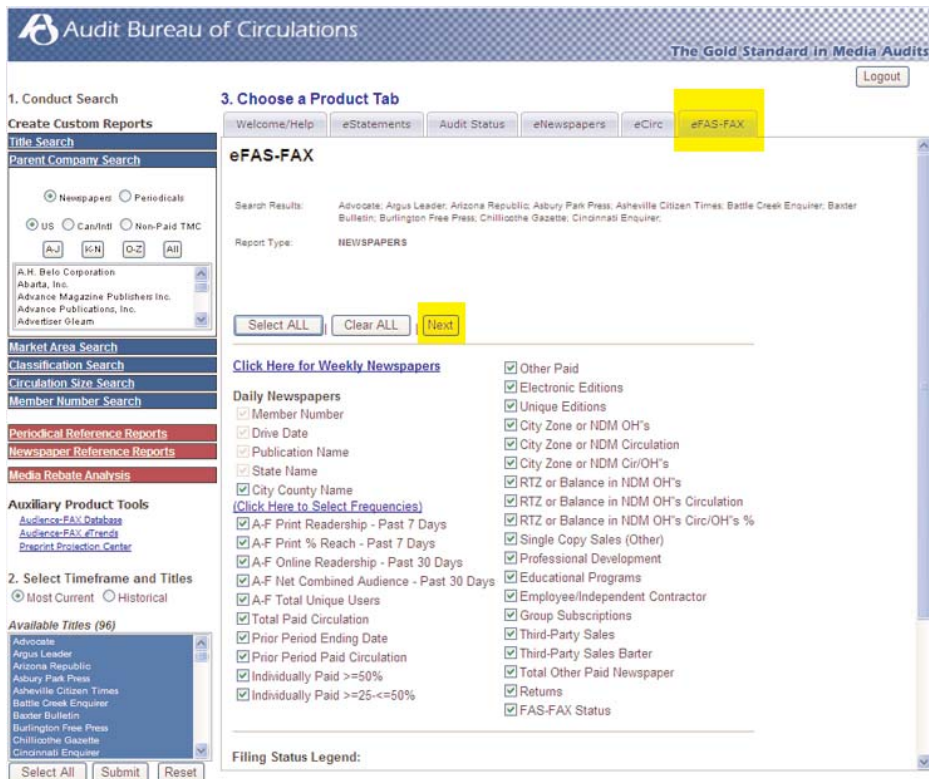
Gladys begins her analysis by starting with a “Parent Company Search.” She first chooses “Newspapers,” then the US market, and then a listing of parent companies A - J. From the scrolling box, she chooses “Gannett Company Inc.” The titles that match her search criteria then appear at the bottom of the page in the “Available Titles” box.

The screenshot shows the Audit Bureau of Circulations e-Data Suite interface. The top navigation bar includes the ABC logo, the text "Audit Bureau of Circulations", and the tagline "The Gold Standard in Media Audits". A "Logout" button is in the top right. The main content area is titled "Welcome to ABC's Suite of e-Data Products" and features a "Getting Started" section with a numbered list: 1. Conduct a Search, 2. Select Timeframe & Publications, 3. Click on Available Product Tabs. There are also sections for "Learn how to..." (with links for search by title, parent company, market area, classification, and circulation size), "What's New?" (listing eNewspapers, eFAS-FAX, and Audience-FAX), and "Featured Tutorials". A sidebar on the left contains search filters: "1. Conduct Search", "Create Custom Reports", "Title Search", "Parent Company Search" (with radio buttons for Newspapers and Periodicals, and a dropdown for US, Canada, and Non-Paid TMC), "Market Area Search", "Classification Search", "Circulation Size Search", "Member Number Search", "Periodical Reference Reports", "Newspaper Reference Reports", "Media Rebate Analysis", and "Auxiliary Product Tools". Under "2. Select Timeframe and Titles", there are radio buttons for "Most Current" and "Historical". A yellow box at the bottom of the sidebar lists "Available Titles (96)" including Advocate, Argus Leader, Arizona Republic, Albany Press, Asheville Citizen Times, Battle Creek Enquirer, Baxter Bulletin, Burlington Free Press, Chillicothe Gazette, and Cincinnati Enquirer. A "Please be sure to logout at the end of your session." warning is displayed in the main content area.

Gladys chooses to select all of the titles that are visible in the window. All of the products associated with those titles then appear as tabs across the top of the page.



After selecting the eFAS-FAX tab, Gladys now chooses which columns she would like to appear in her final report. She selects the appropriate boxes and clicks “Next.”



The final report appears on the screen. Links for downloading the report into Excel or PDF are accessible at the top of the window.

Audit Bureau of Circulations The Gold Standard in Media Audits

1. Conduct Search
 Create Custom Reports
 Title Search
 Parent Company Search
 Newspapers / Periodicals
 US / Can/Int / Non-Paid TMC
 Market Area Search
 Classification Search
 Circulation Size Search
 Member Number Search
 Periodical Reference Reports
 Newspaper Reference Reports
 Media Rebate Analysis
 Auxiliary Product Tools
 Audience-FAX Database
 Audience-FAX #trends
 Preprint Projection Center

2. Select Timeframe and Titles
 Most Current / Historical
 Available Titles (96)
 Advocate
 Argus Leader
 Arizona Republic
 Asbury Park Press
 Asheville Citizen Times
 Battle Creek Enquirer
 Baxter Bulletin
 Burlington Free Press
 Chillicothe Gazette
 Cincinnati Enquirer

3. Choose a Product Tab
 Welcome/Help | eStatements | Audit Status | eNewspapers | eCirc | eFAS-FAX | eReference

eFAS-FAX
 Click Here To Download PDF Version
 Click Here To Download Excel Version

Search Criteria: Parent Company Search: US Newspapers
 A thru J
 Gannett Company Inc.
 Search Results: Advocate - Argus Leader - Arizona Republic - Asbury Park Press - Asheville Citizen Times - Battle Creek Enquirer - Baxter Bulletin - Burlington Free Press - Chillicothe Gazette - Cincinnati Enquirer
 Report Name: eFasfax Newspapers

| Member Number | Circ Avgs for 6 Months Ended | Publication Name | State Name | City County Name | Frequency | A - F Print Readership - Past 7 Days | A - F Print % Reach - Past 7 Days | A - F Online Readership - Past 30 Days |
|---------------|------------------------------|------------------|------------|------------------------|-------------|--------------------------------------|-----------------------------------|--|
| 100650 | 3/31/2008 | REPUBLIC | ARIZONA | PHOENIX (MARICOPA CO.) | SUN | | | |
| 100650 | 3/31/2008 | REPUBLIC | ARIZONA | PHOENIX (MARICOPA CO.) | AVG M (M-F) | | | |
| 100650 | 3/31/2008 | REPUBLIC | ARIZONA | PHOENIX (MARICOPA CO.) | MON M | | | |
| 100650 | 3/31/2008 | REPUBLIC | ARIZONA | PHOENIX (MARICOPA CO.) | TUE M | | | |
| 100650 | 3/31/2008 | REPUBLIC | ARIZONA | PHOENIX (MARICOPA CO.) | WED M | | | |
| 100650 | 3/31/2008 | REPUBLIC | ARIZONA | PHOENIX (MARICOPA CO.) | THU M | | | |
| 100650 | 3/31/2008 | REPUBLIC | ARIZONA | PHOENIX (MARICOPA CO.) | FRI M | | | |

If you would like to download the entire eFAS-FAX report, select your desired version from the “Newspaper Reference Reports” area. The eFAS-FAX reference report then appears as a tab titled “eReference.” From here you will be able to download to Excel or PDF, as well as access archived copies.

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2. Select Timeframe and Titles
 Most Current / Historical
 Available Titles (96)
 Advocate
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 Arizona Republic

3. Choose a Product Tab
 Welcome/Help | eStatements | Audit Status | eNewspapers | eCirc | eFAS-FAX | eReference

eFAS-FAX - U.S. Daily Newspapers

Excel: eFAS-FAX, Supplement, eFAS-FAX w/Supplement
 PDF: eFAS-FAX, Supplement
 Archive: September 2007 eFAS-FAX NEWS - PDF, Get Document

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Available Reference Reports:
 eFAS-FAX - US Daily Newspapers
 eFAS-FAX - US Weekly Newspapers
 eFAS-FAX - Canadian Newspapers
 eFAS-FAX - Historical Newspapers
 # of books
 # of books
 DVS Analysis

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