



Using eStatements

Presented by:
Gladys Searcy
Director, Marketing and Sales

Gladys begins her analysis by starting with a “Title Search.” She first chooses “Newspapers,” then the US market, and then a listing of titles A – J.

The screenshot shows the 'e-Data' suite interface. On the left is a navigation menu with sections like '1. Conduct Search', 'Create Custom Reports', and 'Periodical Reference Reports'. The 'Title Search' section is active, showing radio buttons for 'Newspapers', 'Periodicals', and 'Web', and another set for 'US', 'Can/Intl', and 'Non-Paid TMC'. Below these are buttons for 'A-J', 'IGN', 'OZ', and 'All', and a search box. The main content area has a 'Welcome/Help' tab and a 'Welcome to ABC's Suite of e-Data Products' banner. It includes sections for 'Getting Started', 'Learn how to...' (with search criteria like title, parent company, market area, classification, and circulation size), 'What's New?' (listing updates like a non-paid module for eNewspapers), and 'Featured Tutorials'. A 'Logout' button is in the top right.

After clicking on the “A – J” button, a listing of titles matching her criteria appears at the bottom of the page. Gladys wants to do an analysis on the first five publications. To do this, she holds down the left mouse button and scrolls down through the first five titles. If she had wanted to choose publications that weren’t adjacent to each other, she would have held down the “CTRL” key as she clicked on titles.

Audit Bureau of Circulations
The Gold Standard in Media Audits

1. Conduct Search
Create Custom Reports

Title Search

Newspapers Periodicals Web

US Can/Intl Non-Paid TMC

A-J K-N O-Z All

Enter Title: _____

Contains Begins Ends

Parent Company Search
Market Area Search
Classification Search
Circulation Size Search
Member Number Search

Periodical Reference Reports
Newspaper Reference Reports

2. Select Timeframe and Titles

Most Current Historical

Available Titles (618)

Aberdeen American News, Aberdeen, Sc
Abilene Reporter-News, Abilene, Tx
Ada Evening News, Ada, Ok
Advance Of Bucks County, Newton, Pa
Advertiser-Clean, Guntersville, Al
Advertiser-Tribune, Tiffin, Oh
Advocate Messenger, The Kentucky Adv
Advocate, Baton Rouge, La
Advocate, Newark, Oh
Advocate, The Sunday Advocate, Stamford, Ct

Links
[Audience-FAX](#)
[Preprint Projection Center](#)

Welcome/Help

e-Data Welcome to ABC's Suite of e-Data Products

Getting Started

ABC's new e-Data suite of products may look different, but it still contains the same in-depth data and custom reporting options.

To get started:

- Conduct a Search
- Select Publications
- Click on Available Product Tabs

Learn how to...

- search by **title**
- search by **parent company**
- search by **market area**
- search by **classification**
- search by **circulation size**

What's New?

- eNewspapers now includes a non-paid module
- eFAS-FAX is now searchable
- New Audience-FAX Trending tool

Featured Tutorials

- An overview of the new e-Data suite of products
- Using search methods to customize eFAS-FAX
- Using eStatements

For questions or comments, please contact [eData](#) at 877-222-0932.

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Please be sure to logout at the end of your session.

After selecting her five titles, all of the e-Data products that include those titles appear at the top of the page as tabs.

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3. Choose a Product Tab

Welcome/Help [eStatements](#) [Audit Status](#) [eNewspapers](#) [eCirc](#) [eFAS-FAX](#)

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For this example, Gladys is going to choose the “eStatements” tab.

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The Gold Standard in Media Audits

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Create Custom Reports
Title Search
Newspapers Periodicals Web
US Can/Intl Non-Paid TMC
Enter Title:
Contains Begins Ends
Search

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Most Current Historical
Available Titles (618)

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

eStatements
Search Criteria: Title Search: US Newspapers
A thru J
Search Results: Aberdeen American News; Abilene Reporter-News; Ada Evening News; Advance Of Bucks County; Advocate-Clearm.
To download one report at a time, click on the desired statement date. To download several reports at one time, check off the boxes in the "Batch Reports" column and click the "Create Batch PDF" button.

Publication Name	Statement Date	Report Type	City	Note	Batch Reports
ABERDEEN AMERICAN NEWS	03/31/07	PS	Aberdeen		<input type="checkbox"/>
	03/30/08	PS	Aberdeen		<input type="checkbox"/>
	03/30/08	AR	Aberdeen		<input type="checkbox"/>
	03/31/08	PS	Aberdeen		<input type="checkbox"/>
	03/30/08	PS	Aberdeen		<input type="checkbox"/>
ABILENE REPORTER-NEWS	03/31/07	PS	Abilene		<input type="checkbox"/>
	12/31/08	AR	Abilene		<input type="checkbox"/>
	03/30/08	PS	Abilene		<input type="checkbox"/>
	03/31/08	PS	Abilene		<input type="checkbox"/>
	12/31/08	AR	Abilene		<input type="checkbox"/>

Create Batch PDF

All Audit Periods
Make selections to filter results and then click "Refresh Page".

Refresh Page

ARS = Audit Report
ARS2 = 2nd Audit Report for the same period ending
BRU = Bulletin Report
CMS = Consolidated Media Report
DAR = Database Audit Report
IA = Interactive Audit Report
IAA = Interactive Advertiser Activity Report
IAAS = Interactive Advertiser Activity Summary
IP = Interim Publisher's Statement
ISA = Interactive Supplemental Data Report
IVS = Insert Verification Service
PAS = Pass-Along Research Study
PS = Publisher's Statement
PSTR = Publisher's Statement Transition Report
RPRD = Reader Profile Report
SDR = Magazine County Data Report
SP = Subscriber Profile Report
SPLS = Statement Plus

To view one statement at a time, click on the statement date.

To view more than one statement at a time, click in the boxes next to the desired statements and then select the “Create Batch PDF” button.

Scrolling down the page...

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	03/30/08	PS	Aberdeen		<input type="checkbox"/>
ABILENE REPORTER-NEWS	03/31/07	PS	Abilene		<input type="checkbox"/>
	12/31/08	AR	Abilene		<input type="checkbox"/>
	03/30/08	PS	Abilene		<input type="checkbox"/>
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IP = Interim Publisher's Statement
ISA = Interactive Supplemental Data Report
IVS = Insert Verification Service
PAS = Pass-Along Research Study
PS = Publisher's Statement
PSTR = Publisher's Statement Transition Report
RPRD = Reader Profile Report
SDR = Magazine County Data Report
SP = Subscriber Profile Report
SPLS = Statement Plus

To filter your results by audit period, make a selection from the drop-down menu.

To filter your results by statement type, click in the box(es) next to the desired statement type(s) and click on the “Refresh Page” button.

To return the screen to your original list of statements, click on the “Refresh Page” button again.

For more information about e-Data’s suite of products, please contact e-Data at edata@accessabc.com or 877-222-0932.