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# Special Information

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## **Advertising Expenditure Data**

For anyone involved with trade magazine advertising, it should come as no surprise that there are an infinite number of rate structures and discount formulas in existence among the varying publications serving the trucking industry. In order to provide the most uniform means of compiling advertising expenditure data, the Truck Tracks data base will use only the one-time published rates for each publication, in gross dollars. A set formula will be used to calculate rates for Regional, Demographic and Insert ads. By approaching space costs in this manner, the Truck Tracks data base will contain totally relative expenditure information. The Annual Report can be adjusted to account for frequency.

## **Marketing Data Resource**

Truck Tracks isn't just for developing competitive spending information. The detailed product data for each ad contained in the data base can provide a wealth of other insightful competitive information for truck industry marketers. Through Truck Tracks Custom Report or Full Data Base services, you can analyse in detail the marketing strategies of your competitors. The Truck Tracks data base can tell you what products your competitors are promoting and, more importantly, where. If you plan to launch a new product, Truck Tracks can tell you which manufacturers are promoting similar products, how much they are spending and which markets they are targeting. By obtaining Custom Reports or Full Data Access, you can monitor all competitive activity on a timely basis. In today's climate, can you afford not to know what the competition is doing in marketing his products? All Truck Tracks reports are available over the internet in Adobe Acrobat format documents.

## **Custom Reports**

Take a moment to study Truck Tracks data base composition. The structure of the data base allows for significant cross-tabulation possibilities. As an agency, you can produce detailed expenditure reports, as well as analyze the positions given your clients by each publication. As a marketer, you can evaluate competitive activity more efficiently and effectively than ever before.

## **Full Data Base Access**

Do you want full flexibility to analyze and tabulate the Truck Tracks data base for yourself? The Truck Tracks data base, compiled for your direct competitors, is available on a monthly basis, either via an email attachment from Truck Tracks computer system or on diskette, in most popular file formats. If this is the way you choose to access Truck Tracks, state your service preference on the Subscription Order Form.

## **Publisher Services**

The Truck Tracks data base was designed with the special needs of publishers in mind. We can assign Sales Territory codes to Advertisers and provide you with complete Competitive Activity reports by Sales Territory. If you want Full Data Access, we can arrange to include the linked data bases containing the information on Advertisers, product codings and all Truck Tracks magazines.

