

TAB is an independent, not-for-profit organization. Its membership is comprised of advertisers, advertising agencies, and out of home media companies.

TAB currently audits the circulation of nearly 500,000 out of home units; primarily consisting of 30-sheet and 8-sheet posters, bulletins, walls, bus shelters, and truckside throughout the United States.

**Are you  
a member?**

**Visit our website  
[tabonline.com](http://tabonline.com)**

**The Traffic Audit Bureau  
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**Building  
accountability  
for out of home  
media.**



## Out of home advertising delivers!

As advertisers are demanding results, more and more savvy advertisers are turning to out of home media.

Advertisers recognize the medium's ability to deliver mobile consumers who are often difficult to reach in other media. They also recognize the medium's ability to deliver messages near the point-of-purchase or other desirable locations.

Out of home is becoming an increasingly important part of action-oriented media plans. But savvy advertisers also demand accountability, and that is what TAB delivers.

## Accountability counts.

Media planners and buyers require the reliable and verifiable measurement of audience delivery in order to buy any medium with confidence. TAB has been providing audited circulation data for the out of home industry for nearly 75 years. And in today's marketplace, the need for audited circulation data is more critical than ever.

## Introducing a new audit methodology.

In 2005, TAB will introduce circulation data derived from a new audit methodology. The new "market-centric" audit methodology is based on several years of extensive research and effort. As a result, TAB's audits will be more accurate, consistent, and timely. The critical bottom line: media buyers and sellers will be able to use the Daily Effective Circulation (DEC) estimates we deliver —with greater confidence than ever before.

## What TAB delivers.

Now we can deliver more information about each plant operator and his inventory, all from one national database. This information is available to members from our website, [tabonline.com](http://tabonline.com).

At [tabonline.com](http://tabonline.com), members can access *Plant Operator Statements*, which summarize the number of panels and average DEC by out of home media format for each of our media company members' plants. The Operator's circulation can also be examined at specific locations, by counties, Metropolitan Statistical Areas (MSA's), and Designated Market Areas (DMA's). This facilitates the ability to compare out of home delivery with other media in the market.

The next time you're considering an out of home buy, *ask if it's audited*. If the answer is no, ask why not. You just might be getting less than you bargained for!

## TAB's vision.

As the out of home industry continues to grow and demand more information, TAB remains committed to fulfilling the vital audit function – the baseline for out of home accountability. Its membership has directed TAB to take more responsibility in overseeing and/or assisting in the development of several new research initiatives that promise to enhance the value of the out of home industry. TAB remains committed to working with the industry to bring innovation and value to our membership.



## YOUR MEMBERSHIP MATTERS.

By joining TAB, you are getting more than our audited DEC data. As a member of TAB, you and your company are supporting the foundation for accountability in the out of home industry. You are demonstrating your leadership. Demand accountability and settle for nothing less.

For information on becoming a TAB member, call us at 212-972-8075, or visit us at [tabonline.com](http://tabonline.com) and click on **membership**.