



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.

What you should know about the new TAB Audit

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TAB's 2005 audits are based on a new audit methodology that is the culmination of a four year effort and represents several significant enhancements over prior audits.

Under the new audit methodology nearly 500,000 OOH (out of home) units across the United States have been integrated into a single standardized database, more than doubling the size of the previous audits database. The combination of a solid new audit methodology combined with a significant expansion of units being measured puts out of home measurement on a firm foundation.

What are the benefits of the new audit methodology?

- **Greater accuracy:** All DEC's have been standardized to reflect Average Annual Daily Traffic. They also have been statistically projected to reflect the current year.
- **Greater timeliness:** Audit data will be updated annually to reflect any traffic pattern changes.
- **Greater consistency:** The new audits provide market level consistency, with all plants in a DMA sharing DEC's derived from a common method. Also all data has been independently gathered by TAB.
- **Greater utility:** All inventory will now be geocoded with standardized descriptions standardized across all markets, thus enabling the data to be easier to analyze and more readily incorporated into multi-media planning systems.

What is DEC?

- The Daily Effective Circulation, also known as DEC is the average number of persons 18+ potentially exposed to an out of home advertising display for either 12 hours (if un-illuminated: 6:00am – 6:00pm); 18 hours (if illuminated till midnight) or 24 hours (if illuminated continuously).

How and when are DEC's measured under the new system?

- DEC's are determined by matching OOH inventory submitted by plant operators against nearby traffic counts published by the local departments of transportation (DOTs).
- DEC's are measured annually. For existing inventory, a DEC changes every year either through a statistically-derived growth factor or an updated DOT statistic.
- Additionally, new inventory submitted to TAB can now be integrated into current audits rather than waiting until a new audit is initiated.

Why are some of the new DEC's lower?

- The new methodology has replaced the vast majority of hand counts with independently derived DOT statistics. Plant operators with a heavy use of hand counts historically will see the greatest discrepancies in the new results.
- TAB has also moved from ADT (average daily traffic) counts to AADT (average annual daily traffic). This method provides a truer reading of average day delivery. However with any change of method, variances may occur.

Why is some inventory marked as "pending"?

- When inventory data is marked as "pending" in the TAB audited database it means that the DEC data for that location has not been approved for release. In these cases TAB is either waiting for plant operator compliance or the DEC is under review. Please contact TAB for the specific reason per market.

How will TAB's new audit methodology make buying an outdoor market easier than before?

- All inventory will be organized by both DMA (Designated Market Area) and MSA (Metropolitan Statistical Area), the geographic standards for the media buying industry. Managing inventory by these breaks allows out of home to be planned and purchased in tandem with other media.

When and how can I access the new TAB Audit?

- The release of the new audit began in January 2005. The initial focus is on the top 25 markets. The release of all markets should be completed mid-year.
- TAB members can access audit information two ways:
 - Through TAB's website: www.tabonline.com.
 - By consulting official audit statements, called Plant Operator Statements either on-line or directly through individual operators.

What happens to the old audit data in a market when the new audit data are released?

- Be advised that in any market where a new audit is available, DEC data from any other audit, for any TAB member issued prior to January 1, 2005 should be considered outdated and not endorsed by TAB.
- TAB will be refreshing and updating inventory levels and counts during the course of the year. Therefore, please contact TAB if you have any questions concerning the status of a plant or its inventory.

Why is it important to use TAB Audited Data?

- Before buying out of home, make sure the media are TAB audited and the DEC numbers reflect the new Audit methodology.
- TAB audits provide accountability for the out of home advertising industry. Audited DEC's form a foundation for the planning, buying and selling process.

How can I get more information on the new Audit?

- TAB is committed to working with plants, advertisers and their agencies during this process to allow a fuller understanding of and greater use of the new Audit. Please contact Jeff Casper at jcasper@tabonline.com or by calling 212-972-8075.
- By being a TAB member, you are issued the inside track to the latest developments and information surrounding out of home media measurement. For information about how to join, please call Larry Hennessy at 212-972-8075.