INTERMAP®
Solutions on Demand®

ADPRO®
Simplify Decision Making

Fast Location-Based Answers

The more you know about the location of outdoor media, the easier it is to make effective decisions for your client's advertising campaign. AdPro is revolutionizing the out-of-home (OOH) advertising industry with an easy-to-use online software solution that minimizes the time your team spends selecting, managing, and presenting campaigns.

Comprehensive Intelligence

By combining Intermap's proprietary NEXTMap® digital surface model with demographic, census, and INRIX traffic data into one simple Web application, AdPro enables advertising agencies and media owners to make the most of their time and money. AdPro also integrates with Traffic Audit Bureau (TAB) ratings* for reach, frequency, and impression data of over 330,000 locations.

*Requires existing TAB account.

Key Features and Benefits

Mapping Capabilities
Quickly select, analyze, map, and present out-of-home advertising campaigns leveraging advanced mapping software.

Demographic Data
Understand the people living and working around a location to make effective choices for your client's target audience.

Exposure Analysis
Elevation and traffic data help you better understand the exposure — and therefore influence — of a particular advertisement.

TAB Ratings
Enjoy access to TAB ratings* such as reach, frequency, and impression data for over 330,000 locations.