Media Buyers

Welcome Home

AdPro®

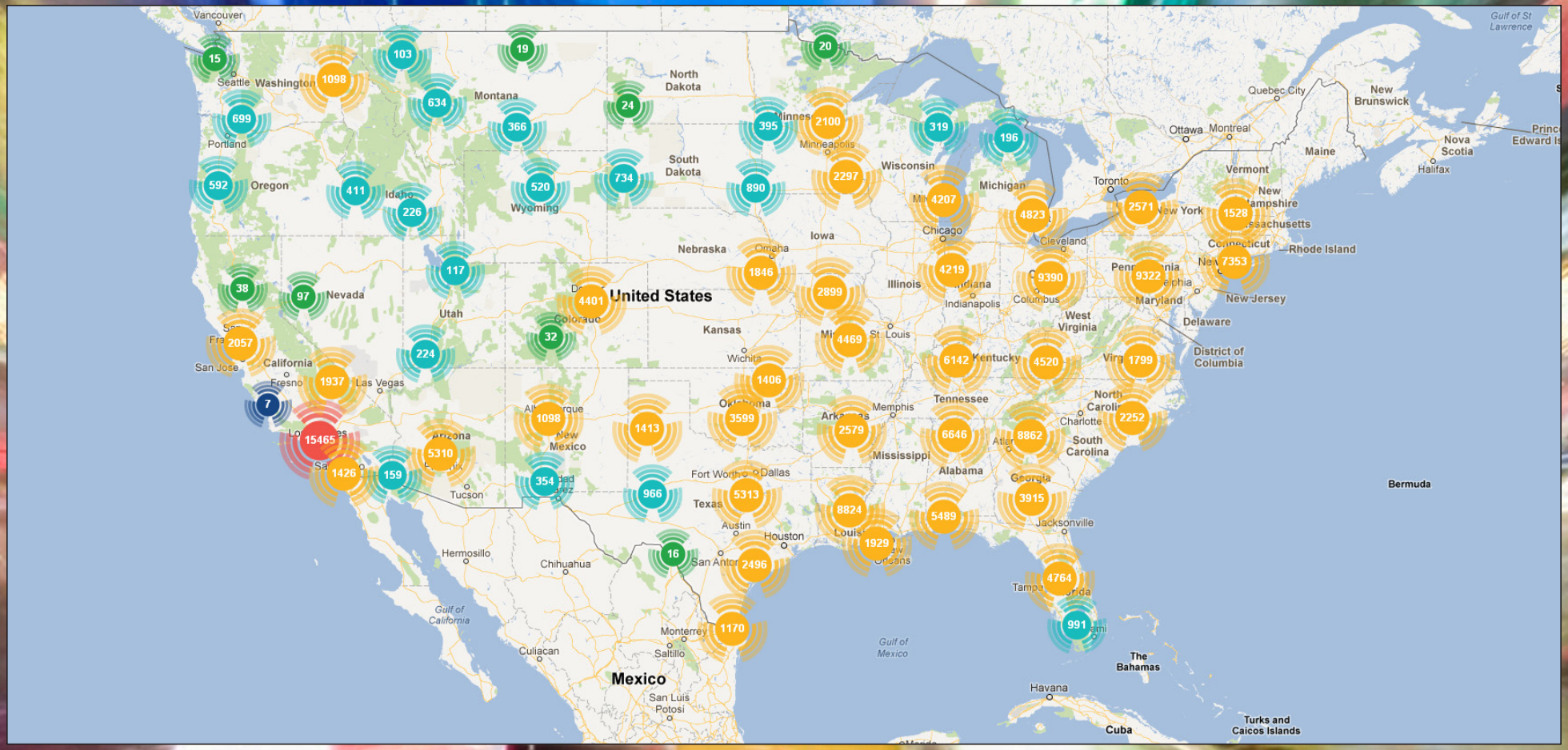
AdPro revolutionizes the outdoor advertising industry by combining best-of-class elevation, demographic, and traffic data into one convenient and easy-to-use Web application.

With AdPro, Media Owners better manage and price their out-of-home (OOH) media locations, and Media Buyers make better advertising campaign decisions.

Everyone benefits from AdPro's:

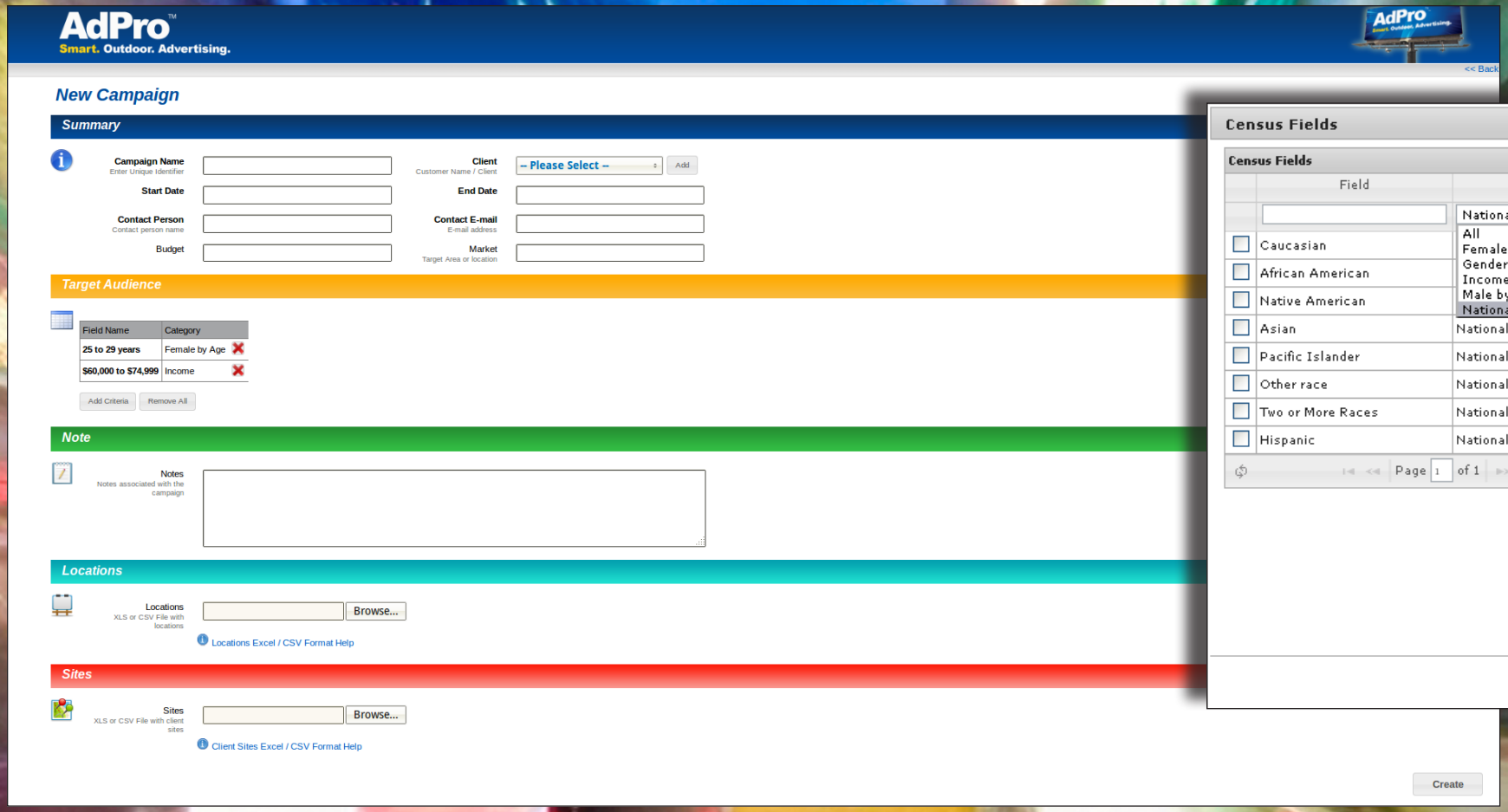
- Demographic ranking that identifies what media locations best address campaign targets.
- Exposure calculation that identifies a location's visibility — from where and how long it is in sight.
- Traffic speed and congestion data that is aggregated and averaged to continuously provide historical patterns around media locations.
- Proximity analyzer that helps determine points of interest around a location.
- 24/7 accessibility — view your data and maps anytime, from anywhere.
- Simple point-and-click proposal generation tool that makes it easy to communicate information to end customers.
- Scalable, pay-as-you go service with a quick and easy startup.

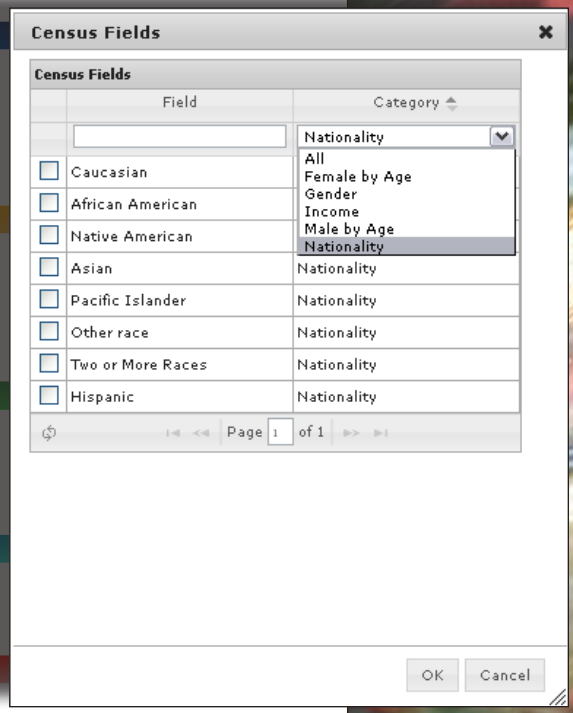
Explore.
Get Informed.



By selecting Explore from AdPro's home page, you can clearly see the bright and color-coordinated clusters that represent the number of OOH locations in your area. The simple user interface is designed to make your planning extremely intuitive and fun.

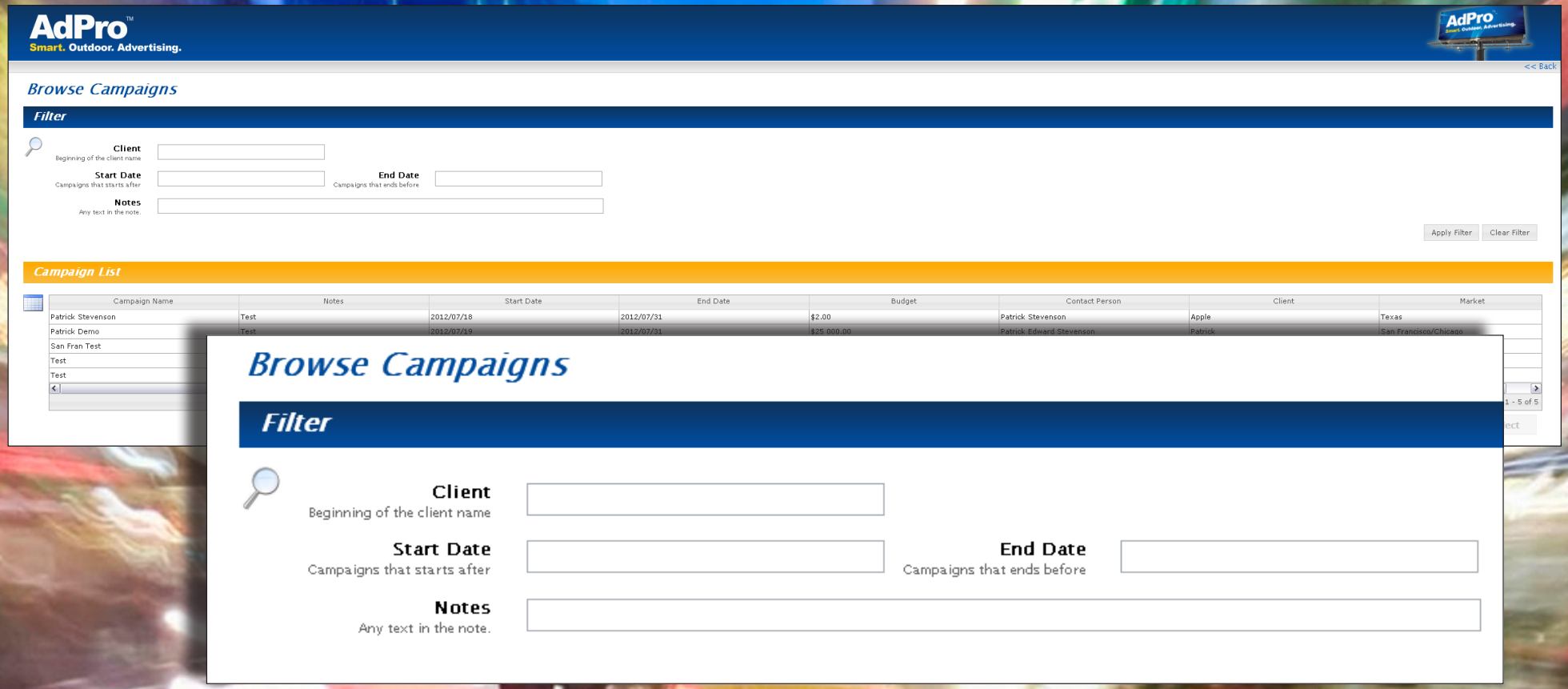
Target.
Customers.





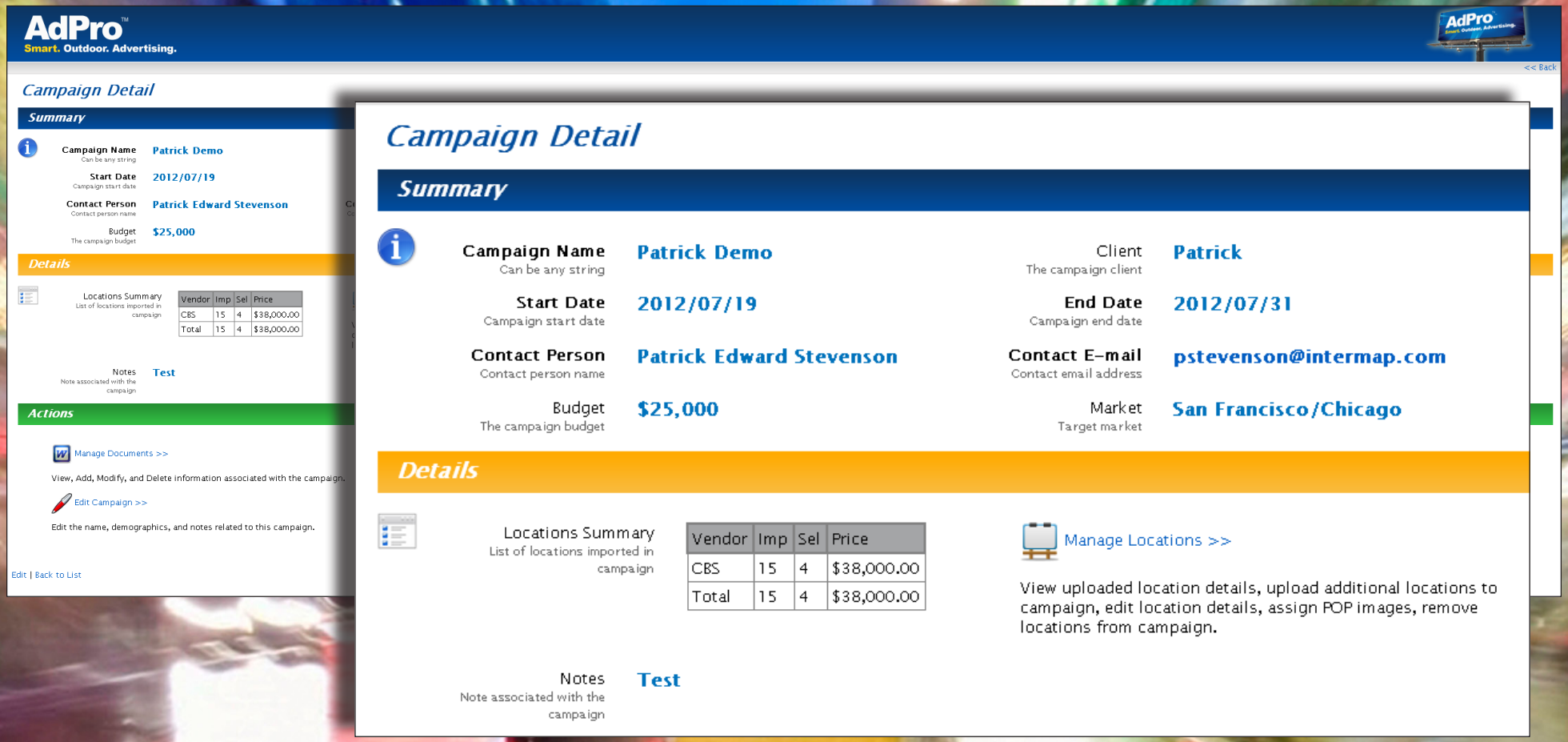
When creating a new campaign, you will be prompted to fill out a summary of the projected campaign, target audience, and personal notes. You will also have the ability to investigate your uploaded locations.

Browse.
Find What You Need Fast.



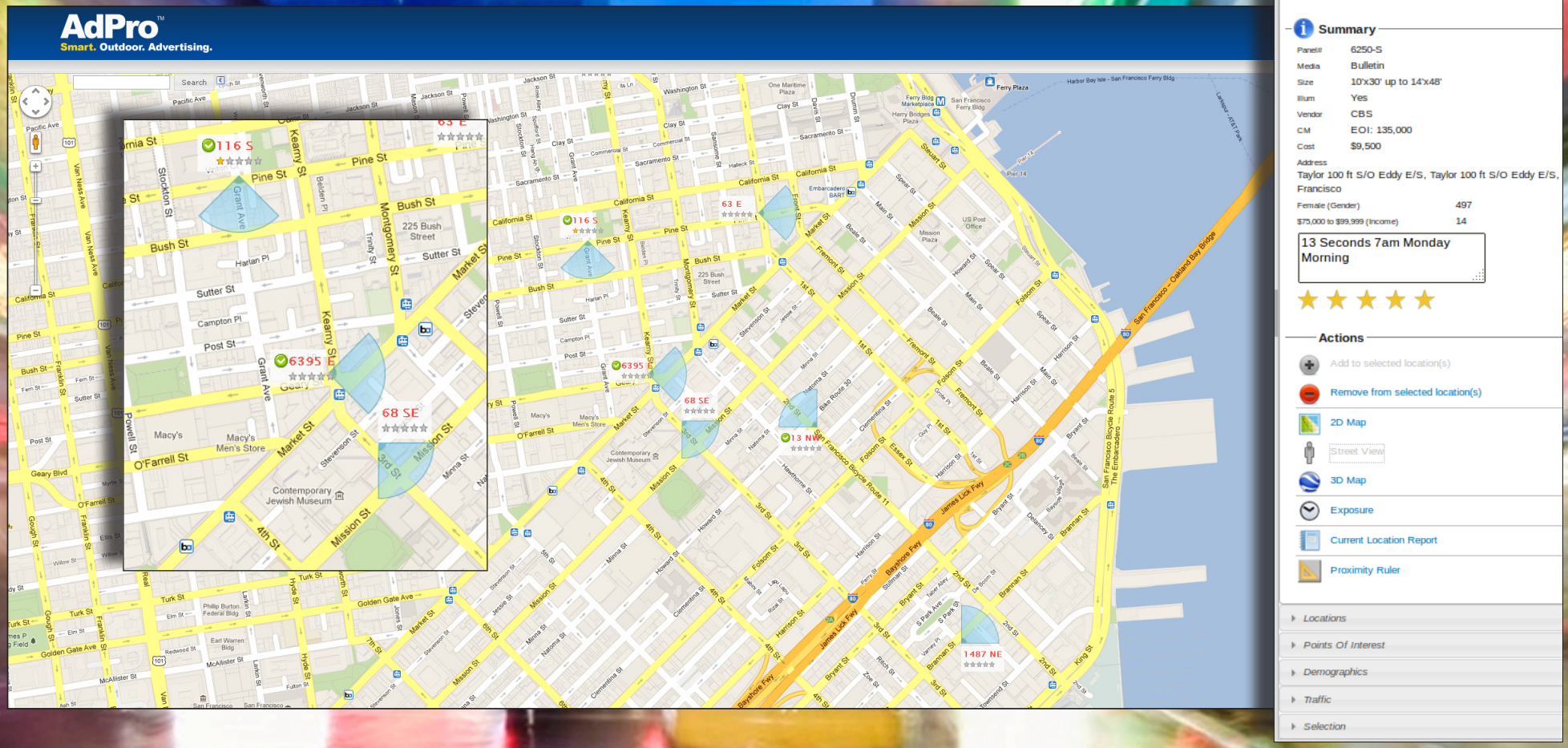
From your Campaigns page, you can browse existing campaigns and edit associated documents in order to analyze and improve campaign management.

Organize.
Everything in One Place.



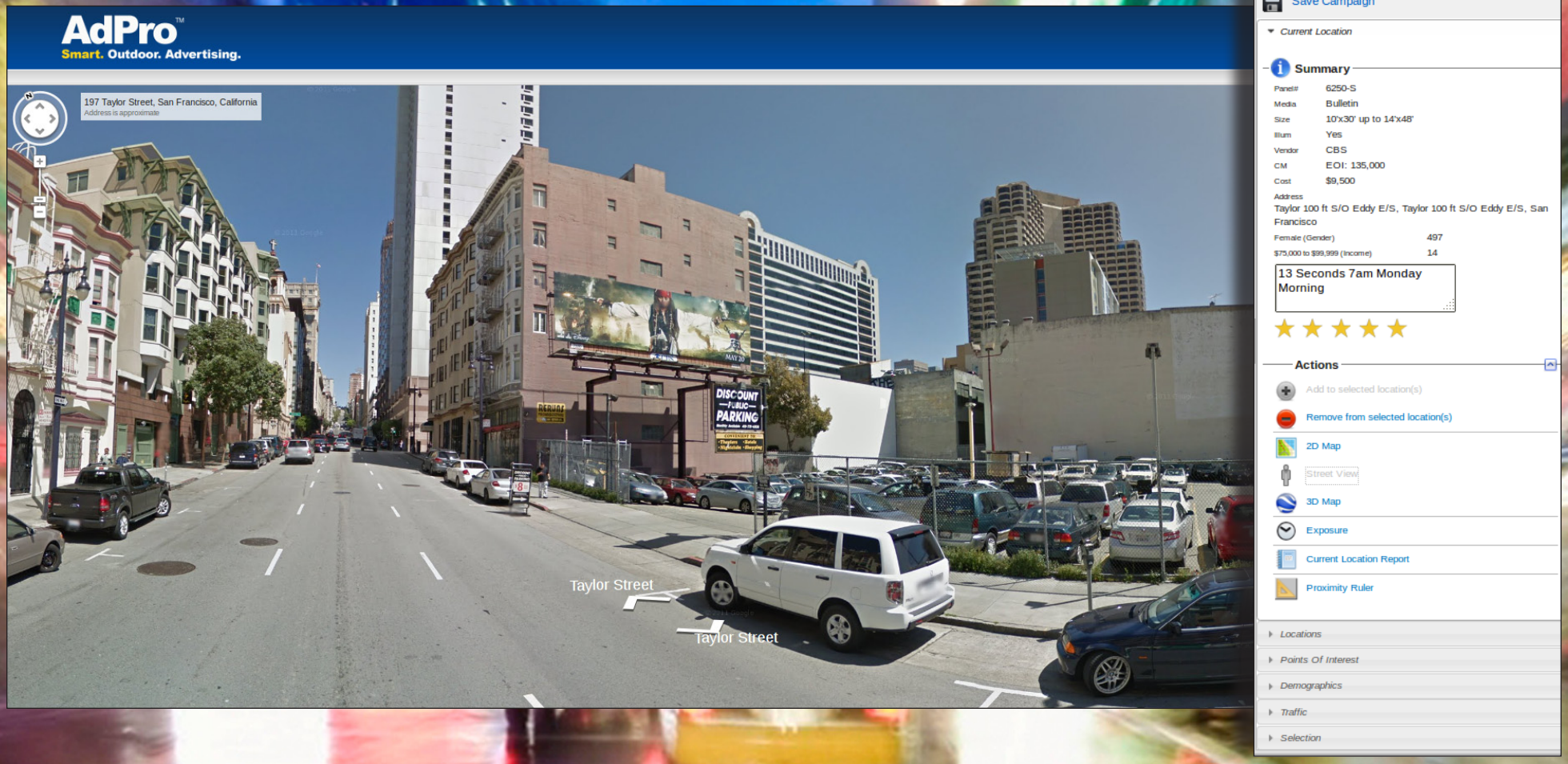
No more sorting through papers. AdPro's campaign management function keeps all details right where they are needed.

Focus.
Pin-Point the Perfect Location.



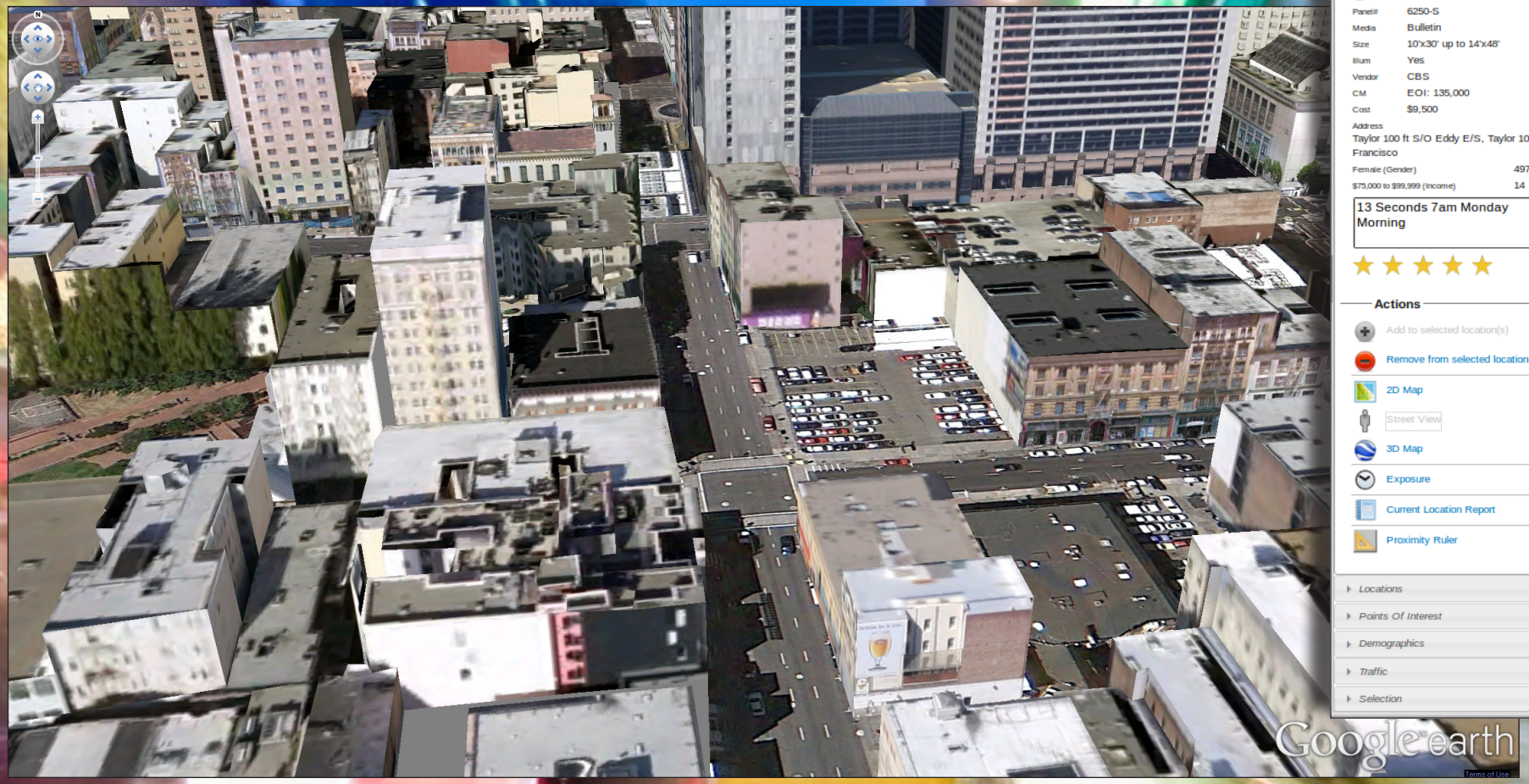
After creating/duplicating your campaign, you will be driven to AdPro's 2D Map view. From here you can select which location to focus on by clicking on one of the blue visibility sectors. You will then be able to access the Actions menu bar located on the right side of the screen.

Assess.
From Your Desk.



Under **Actions**, you can choose from several icons that perform different tasks. In the comfort of your desk chair, view OOH locations and their surroundings with the click of a mouse using the **Street View** icon.

Evaluate.
Without Leaving the Office.



SF_Test2 (Patrick)
Locations selected: 3
Total: $28,500.00
Save Campaign

Current Location

Summary

Panel#	6250-S
Media	Bulletin
Size	10'x30' up to 14'x48'
Illum	Yes
Vendor	CBS
CM	EOI: 135,000
Cost	$9,500
Address	Taylor 100 ft S/O Eddy E/S, Taylor 100 ft S/O Eddy E/S, San Francisco
Female (Gender)	497
$75,000 to $99,999 (Income)	14

13 Seconds 7am Monday Morning

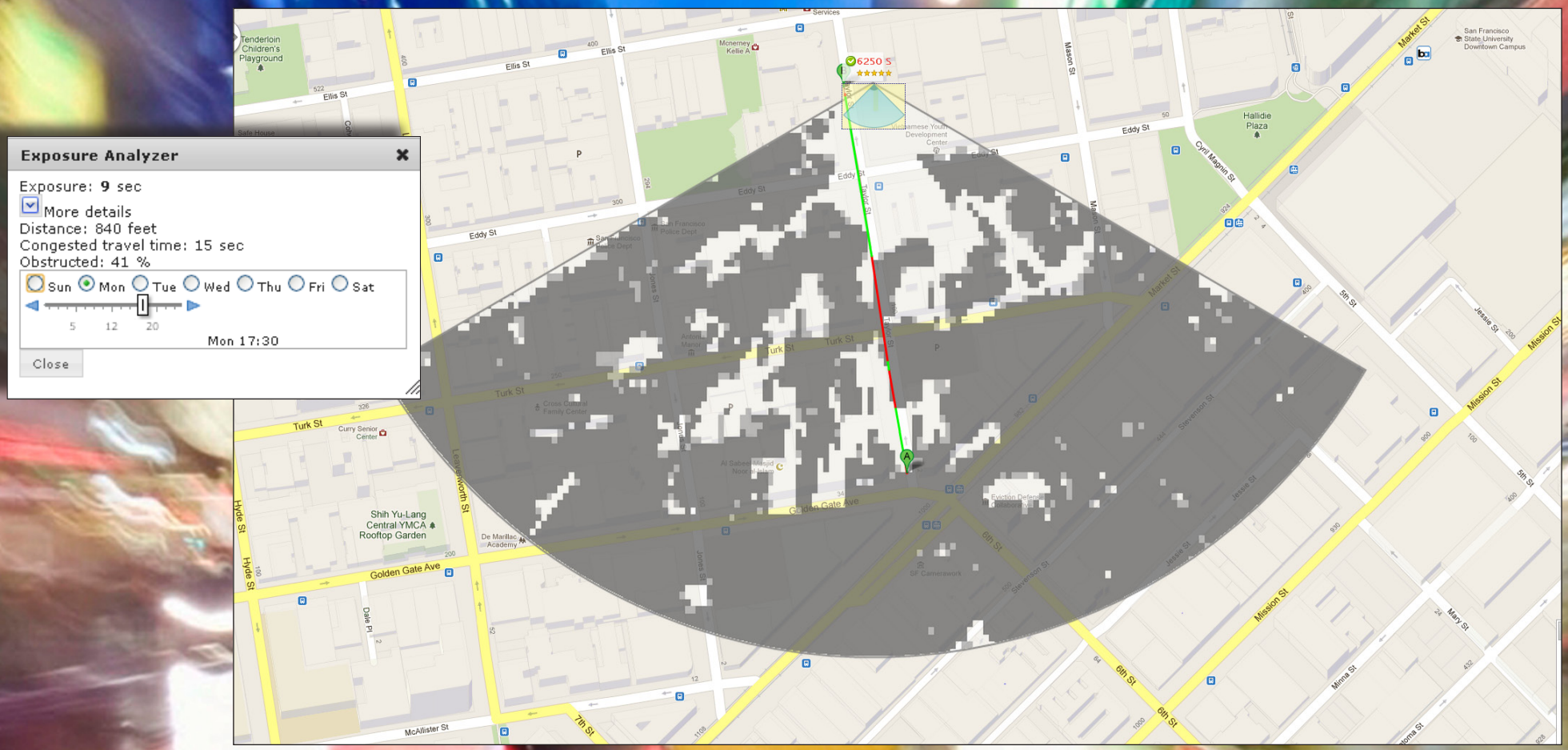
Actions

- Add to selected location(s)
- Remove from selected location(s)
- 2D Map
- Street View
- 3D Map
- Exposure
- Current Location Report
- Proximity Ruler

Locations
Points Of Interest
Demographics
Traffic
Selection

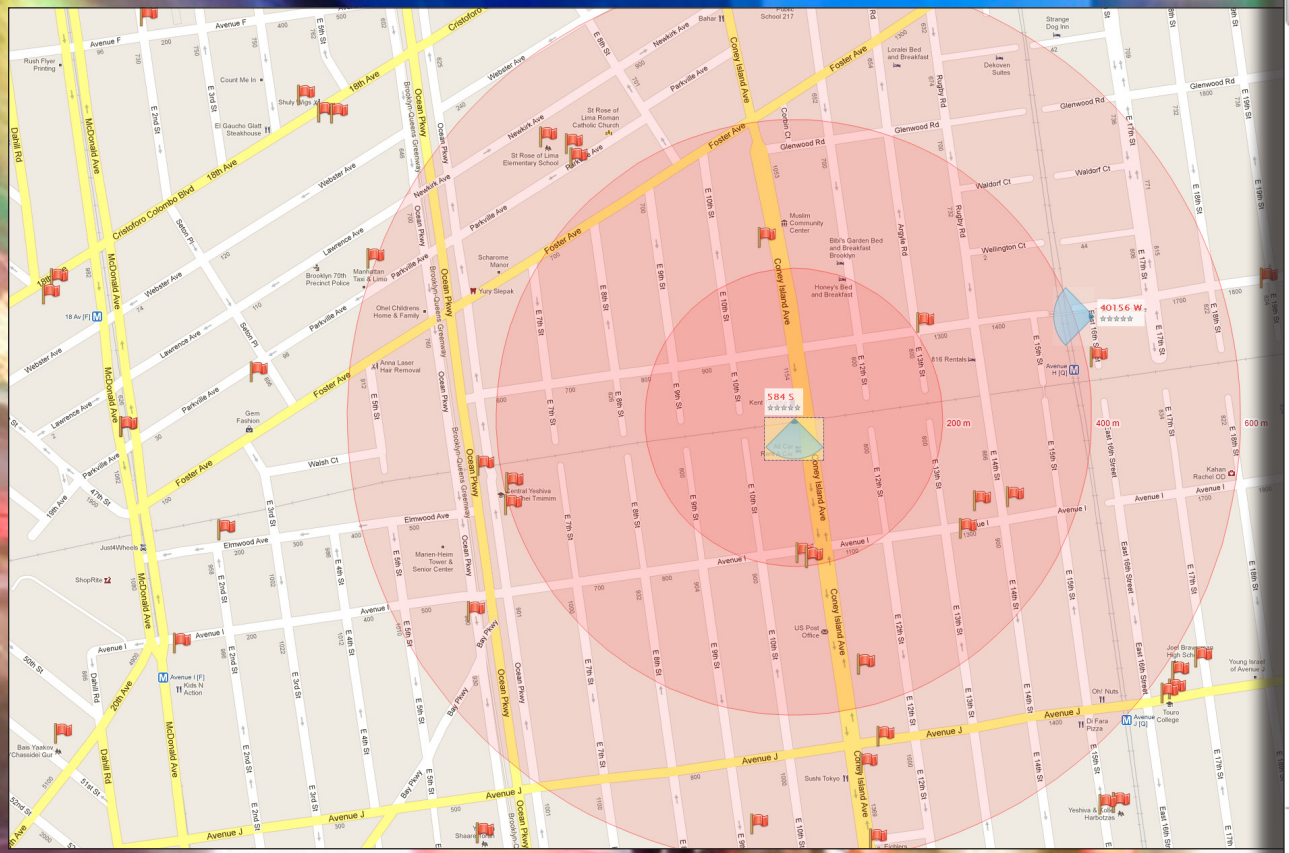
Under Actions, you will also find the option to view OOH locations using a 3D map with Google™ earth (globe icon). This allows a view of surrounding businesses, intersections, and more.

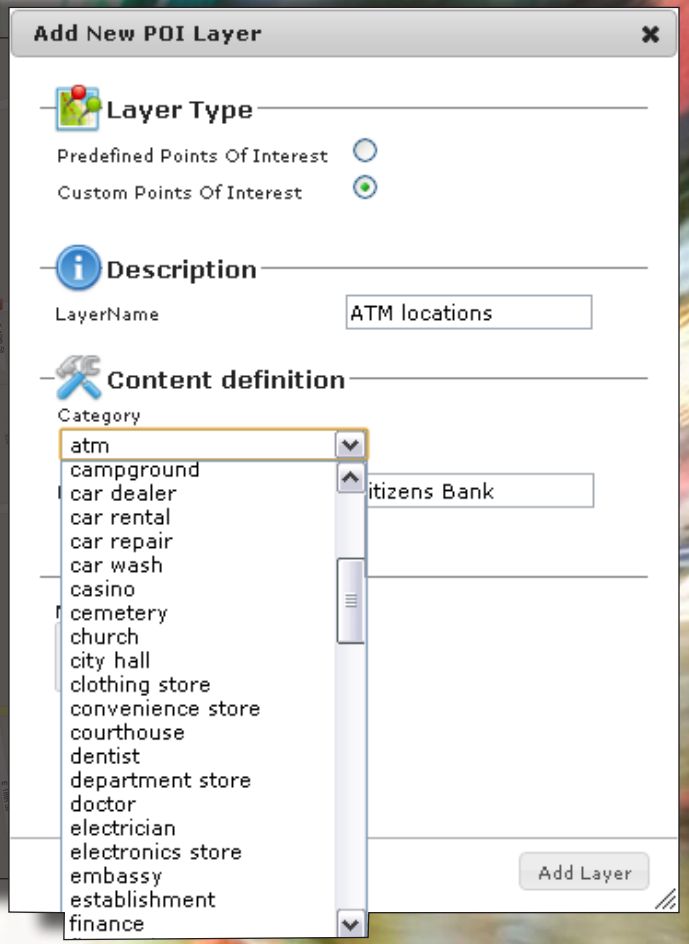
Measure.
With a Click of Your Mouse.



AdPro's Exposure Analyzer saves you time and money. The exposure tool allows you to see from where the media location is visible and how long the location remains in your sight.

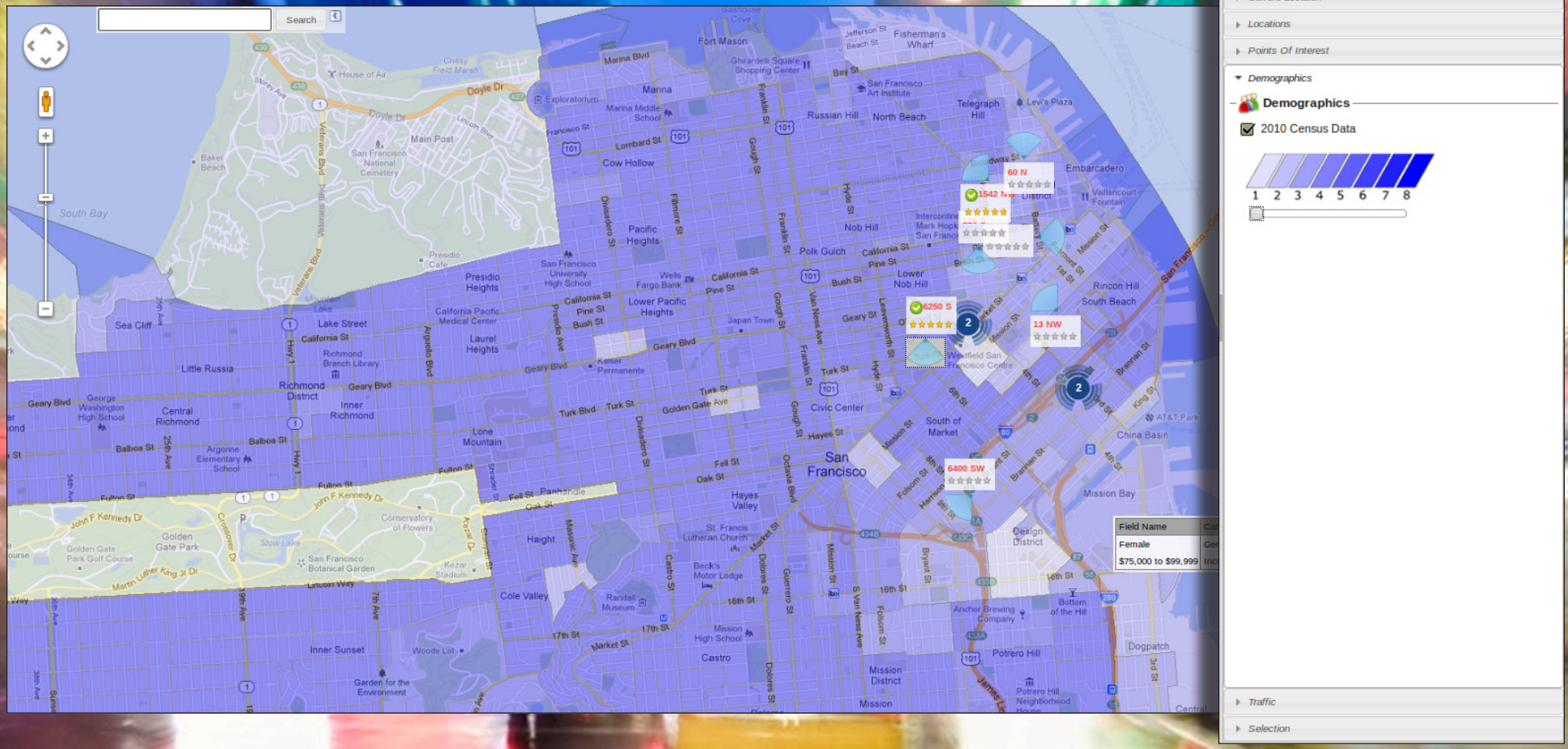
Discover.
Meet Your Neighbors.





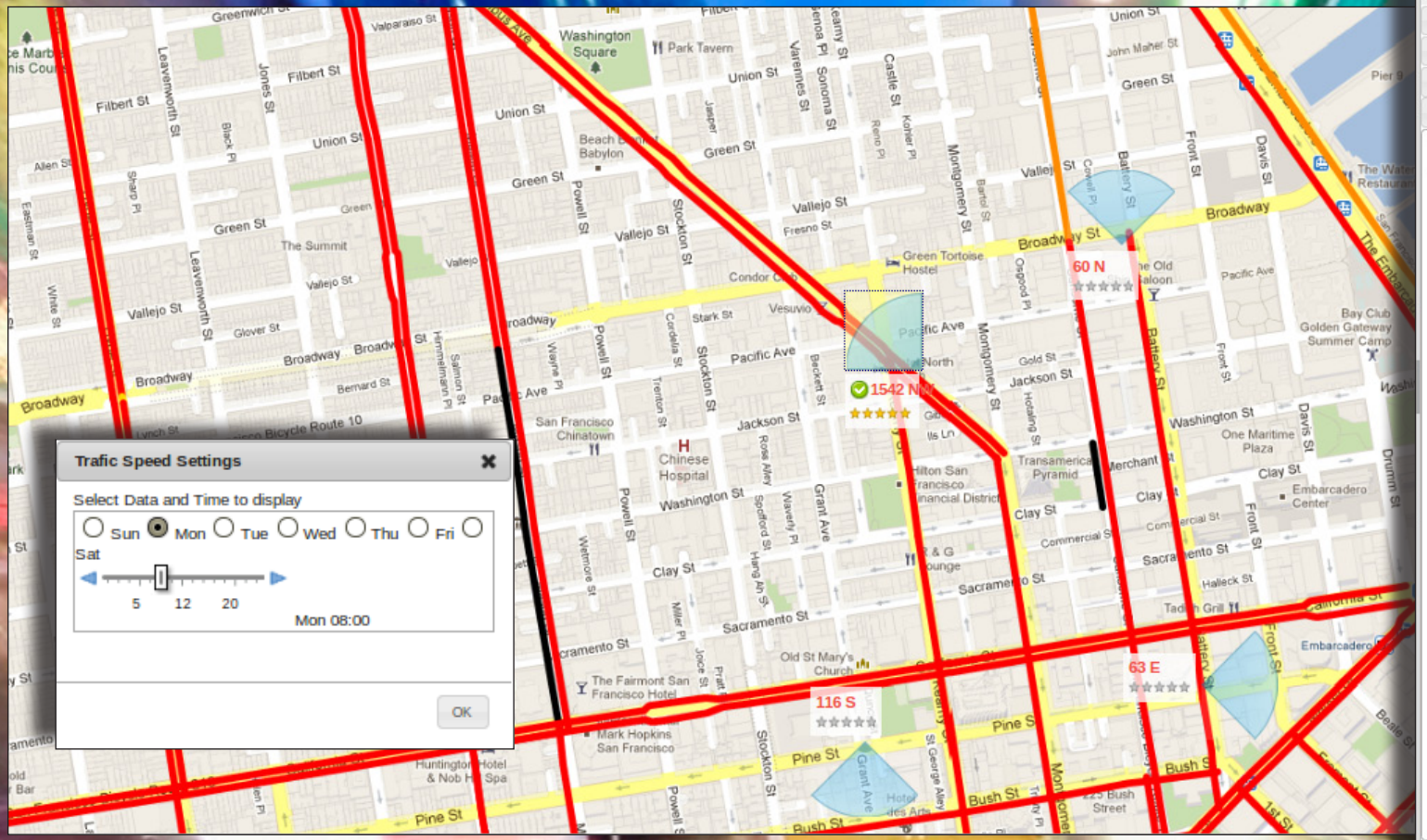
Want to scope out your potential neighborhood? With AdPro's Proximity Tool combined with our Points of Interest layers, you can view the surrounding locale.

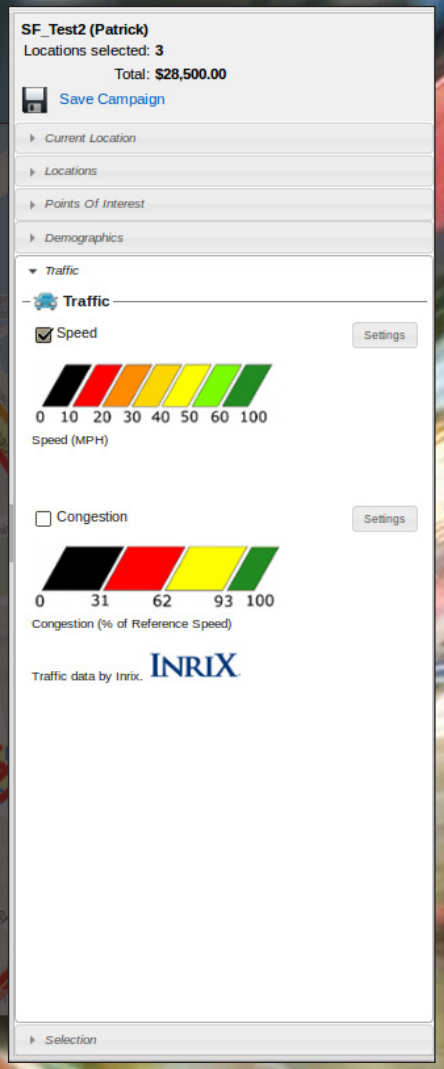
Empower.
Leverage Census Data.



Select from thousands of demographic combinations that are targeted at specific campaigns. The easy-to-read heat map darkens the area around the locations where your target audience is the most populated, relative to your media location.

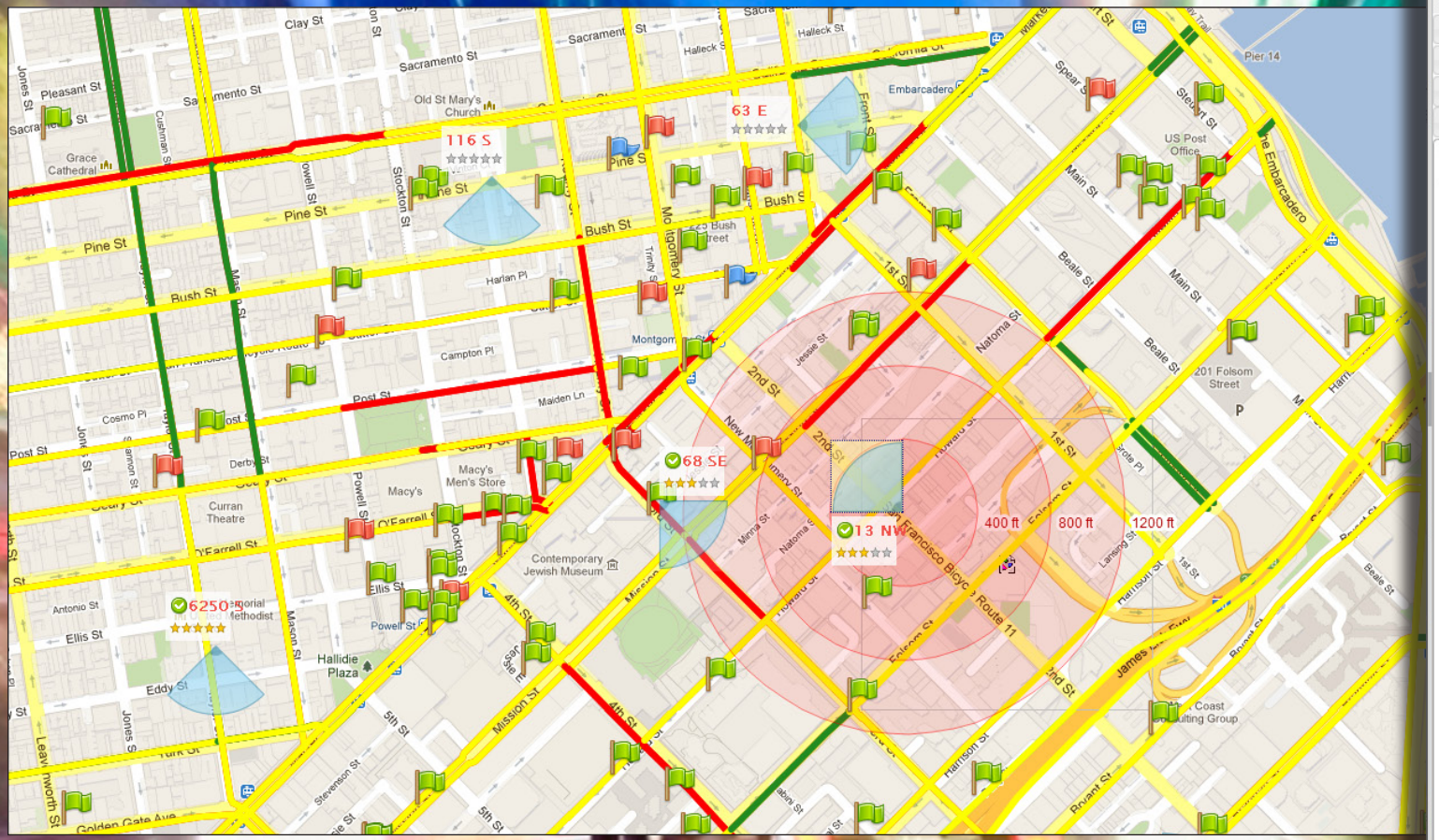
Target.
Maximize Impressions.

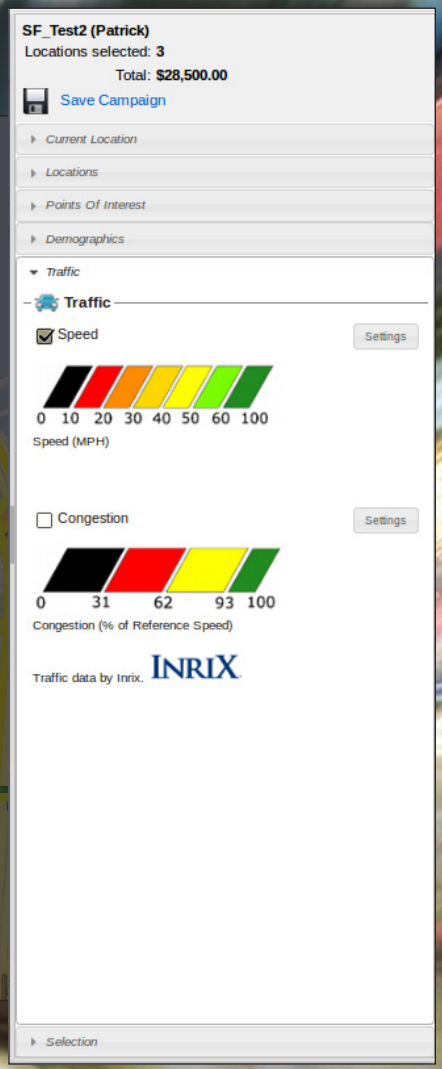




AdPro provides historical traffic speed and congestion percentages surrounding potential locations. Red indicates congestion and also signifies higher exposure rates with AdPro's traffic speed layer.

Simplify.
Easy Answers.



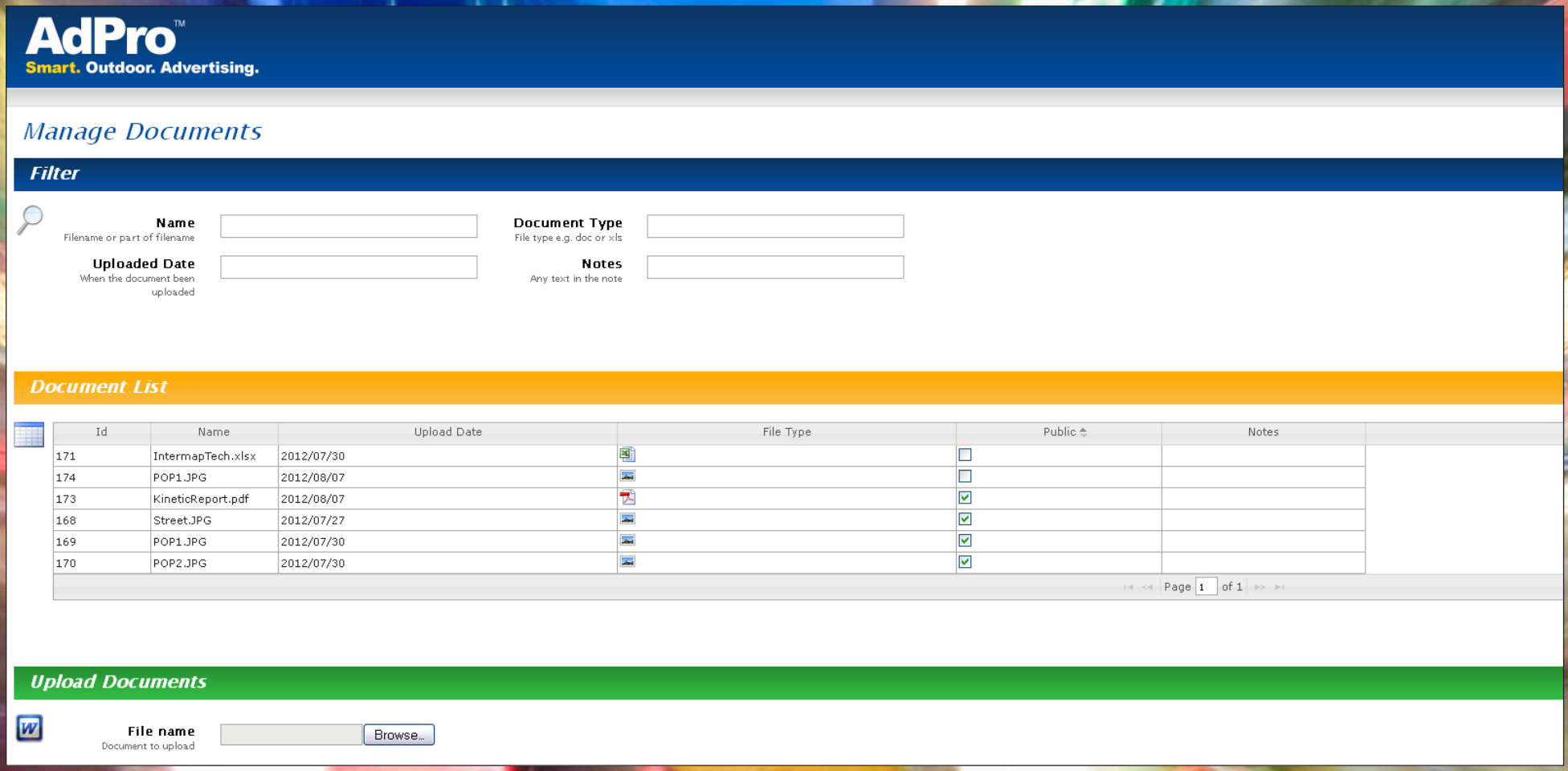


Bright colors make AdPro's congestion map easy to understand and makes your placement decisions equally as simple.

Impress.
Instant Results.

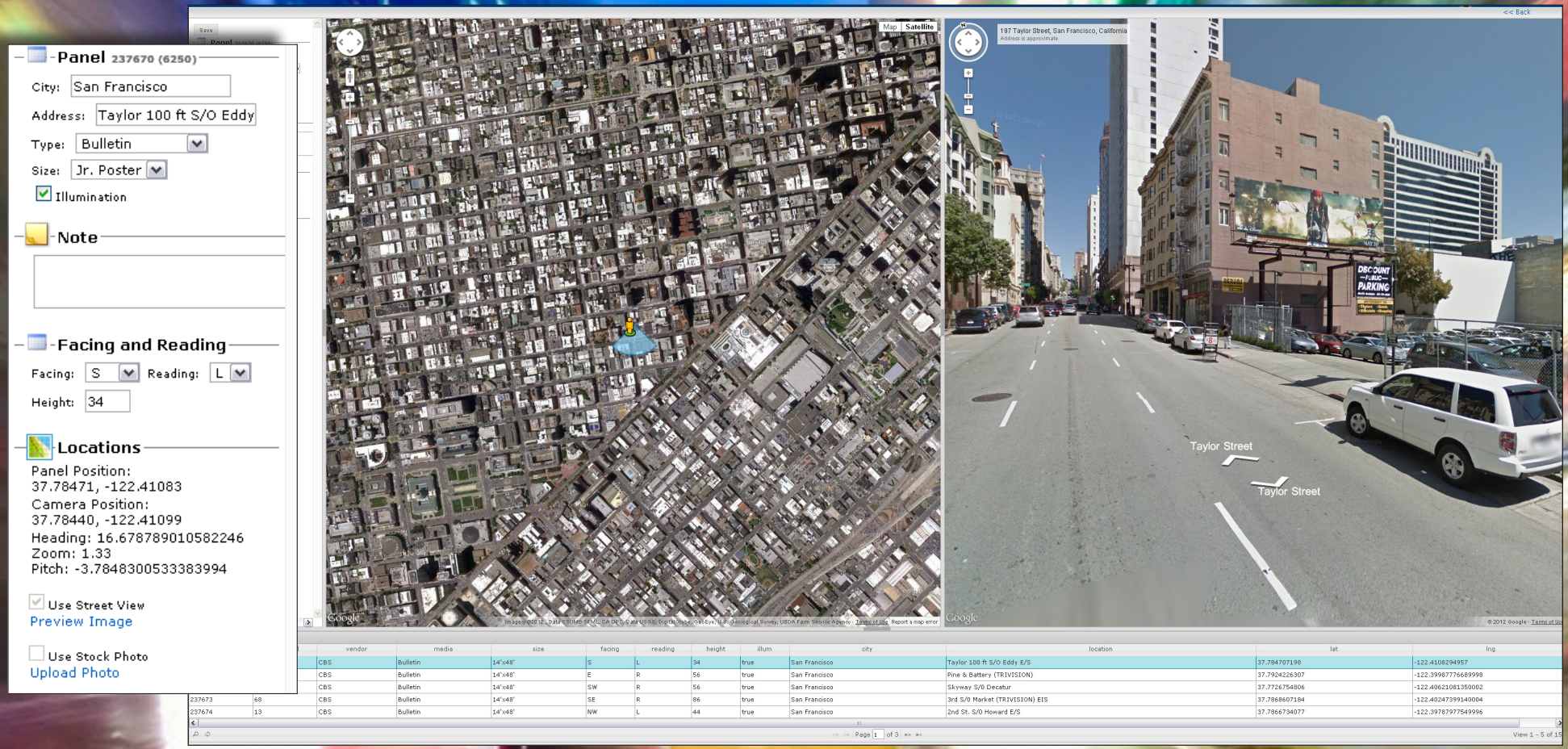
Another tool under the Actions menu is the Current Location Report, which generates an individual report for each media location showcasing demographics, attributes, and approach views.

Organized.
Everything Online.



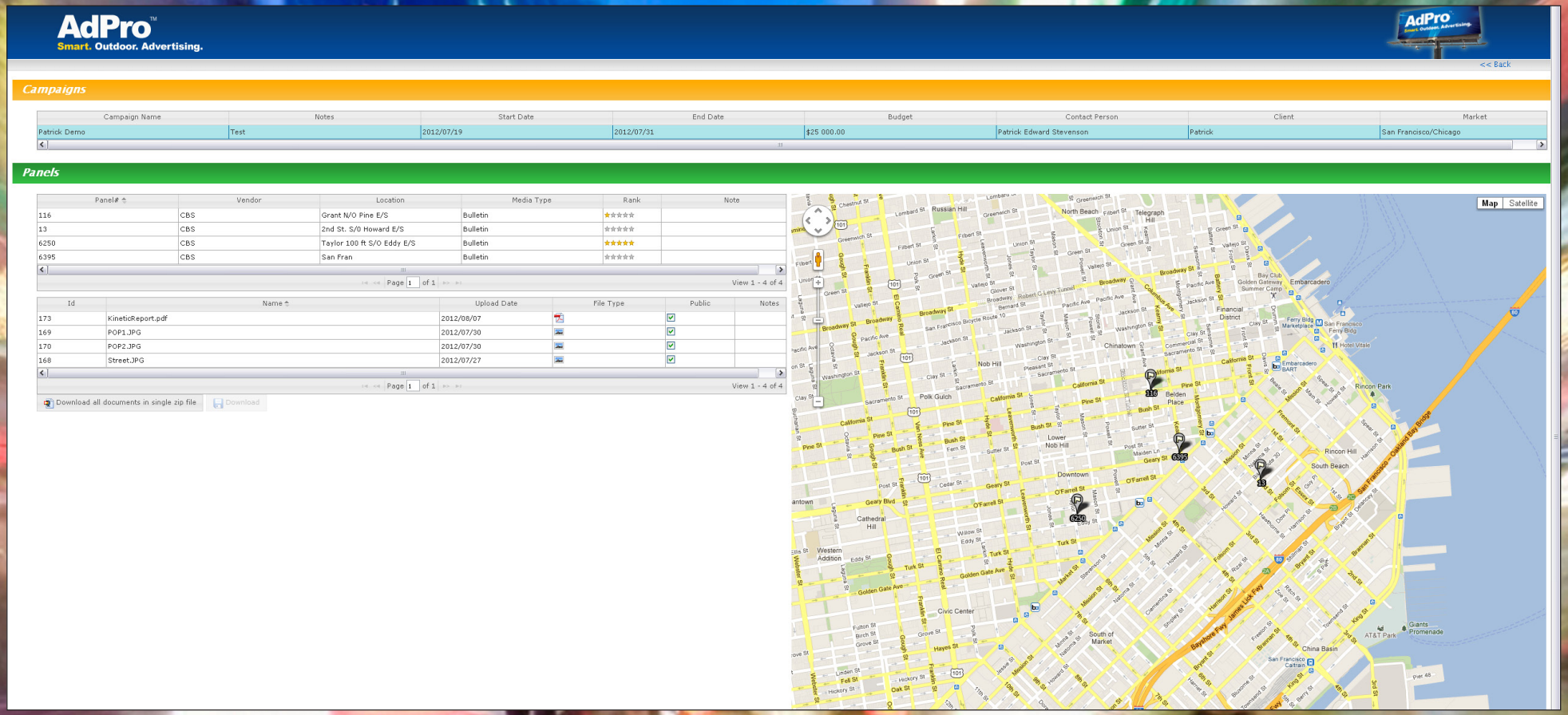
The Manage Documents page is the central location that hosts all documents and correspondence associated with your campaign.

Inventory.
Easy to Manage.



Another function you'll find useful under Campaign Details is the Edit Inventory icon. This feature allows you to easily investigate and edit the locations delivered by media owners. You can also edit and save approach views of the locations.

Share.
Impress Your Customers.



Impress your customers by easily sharing all campaign details, maps, and documents from the Campaign Detail Page. The recipient will be able to investigate the location details, how they are dispersed across the market, and any associated documents.

www.UseAdPro.com

For more information about the benefits and features of AdPro to both Media Owners and Media Buyers, contact (720) 382-7174.

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