



Media Buyers

Welcome Home



AdPro[®]

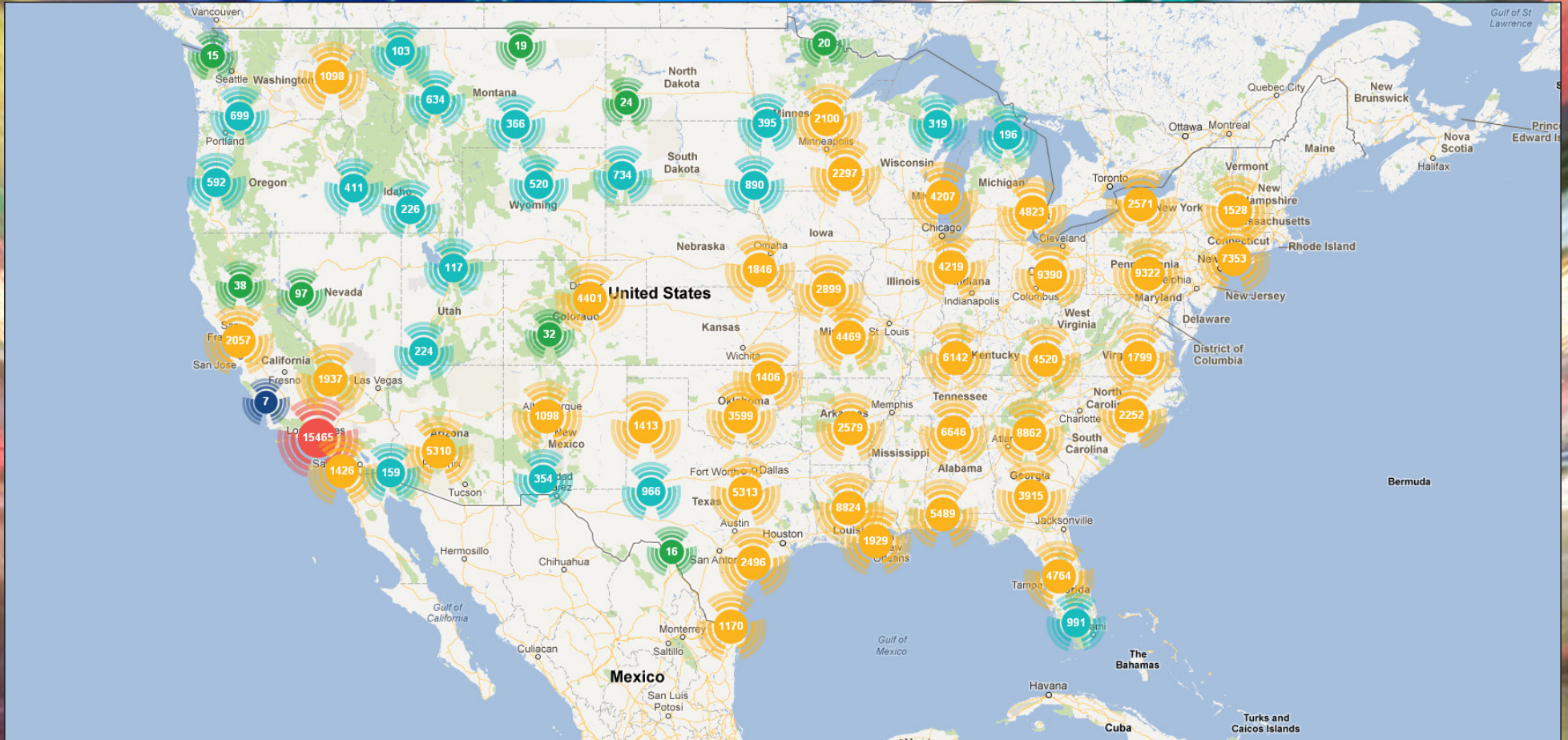
AdPro revolutionizes the outdoor advertising industry by combining best-of-class elevation, demographic, and traffic data into one convenient and easy-to-use Web application.

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.

AdPro
Smart. Outdoor. Advertising.

New Campaign

Summary

Campaign Name
Enter Unique Identifier

Client
Customer Name / Client

Start Date

End Date

Contact Person
Contact person name

Contact E-mail
E-mail address

Budget

Market
Target Area or location

Target Audience

Field Name	Category
25 to 29 years	Female by Age <input type="checkbox"/>
\$60,000 to \$74,999	Income <input type="checkbox"/>

Note

Notes associated with the campaign

Locations

[Locations Excel / CSV Format Help](#)

Sites

[Client Sites Excel / CSV Format Help](#)

Census Fields

Field	Category
	Nationality
<input type="checkbox"/>	All
<input type="checkbox"/>	Female by Age
<input type="checkbox"/>	Gender
<input type="checkbox"/>	Income
<input type="checkbox"/>	Male by Age
<input type="checkbox"/>	Nationality
<input type="checkbox"/>	Nationality
<input type="checkbox"/>	Nationality
<input type="checkbox"/>	Nationality
<input type="checkbox"/>	Nationality
<input type="checkbox"/>	Nationality
<input type="checkbox"/>	Nationality
<input type="checkbox"/>	Nationality
<input type="checkbox"/>	Nationality

Page 1 of 1

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.


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<< Back

Browse Campaigns

Filter

 **Client**
Beginning of the client name

Start Date **End Date**
Campaigns that starts after Campaigns that ends before

Notes
Any text in the note.

Apply Filter Clear Filter


Campaign List

Campaign Name	Notes	Start Date	End Date	Budget	Contact Person	Client	Market
Patrick Stevenson	Test	2012/07/18	2012/07/31	\$2.00	Patrick Stevenson	Apple	Texas
Patrick Demo	Test	2012/07/19	2012/07/31	\$25,000.00	Patrick, Edward Stevenson	Patrick	San Francisco/Chicago
San Fran Test							
Test							
Test							
Test							

1 - 5 of 5
Next

Browse Campaigns

Filter


 **Client**
Beginning of the client name


Start Date **End Date**
Campaigns that starts after Campaigns that ends before

Notes
Any text in the note.

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.


Smart. Outdoor. Advertising.


<< Back

Campaign Detail

Summary

Campaign Name Patrick Demo
Can be any string

Start Date 2012/07/19
Campaign start date

Contact Person Patrick Edward Stevenson
Contact person name

Budget \$25,000
The campaign budget


Details


Locations Summary
List of locations imported in campaign

Vendor	Imp	Sel	Price
CBS	15	4	\$38,000.00
Total	15	4	\$38,000.00

Notes Test
Note associated with the campaign

Actions

 [Manage Documents >>](#)
View, Add, Modify, and Delete information associated with the campaign.

 [Edit Campaign >>](#)
Edit the name, demographics, and notes related to this campaign.

[Edit](#) | [Back to List](#)

Campaign Detail

Summary

Campaign Name Patrick Demo
Can be any string

Start Date 2012/07/19
Campaign start date

Contact Person Patrick Edward Stevenson
Contact person name

Budget \$25,000
The campaign budget

Client Patrick
The campaign client

End Date 2012/07/31
Campaign end date


Contact E-mail pstevenson@intermap.com
Contact email address

Market San Francisco/Chicago
Target market

Details

Locations Summary
List of locations imported in campaign

Vendor	Imp	Sel	Price
CBS	15	4	\$38,000.00
Total	15	4	\$38,000.00

 [Manage Locations >>](#)

View uploaded location details, upload additional locations to campaign, edit location details, assign POP images, remove locations from campaign.

Notes Test
Note associated with the campaign

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

Focus. Pin-Point the Perfect Location.

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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, 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

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.

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197 Taylor Street, San Francisco, California
Address is approximate

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 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'
Blum	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

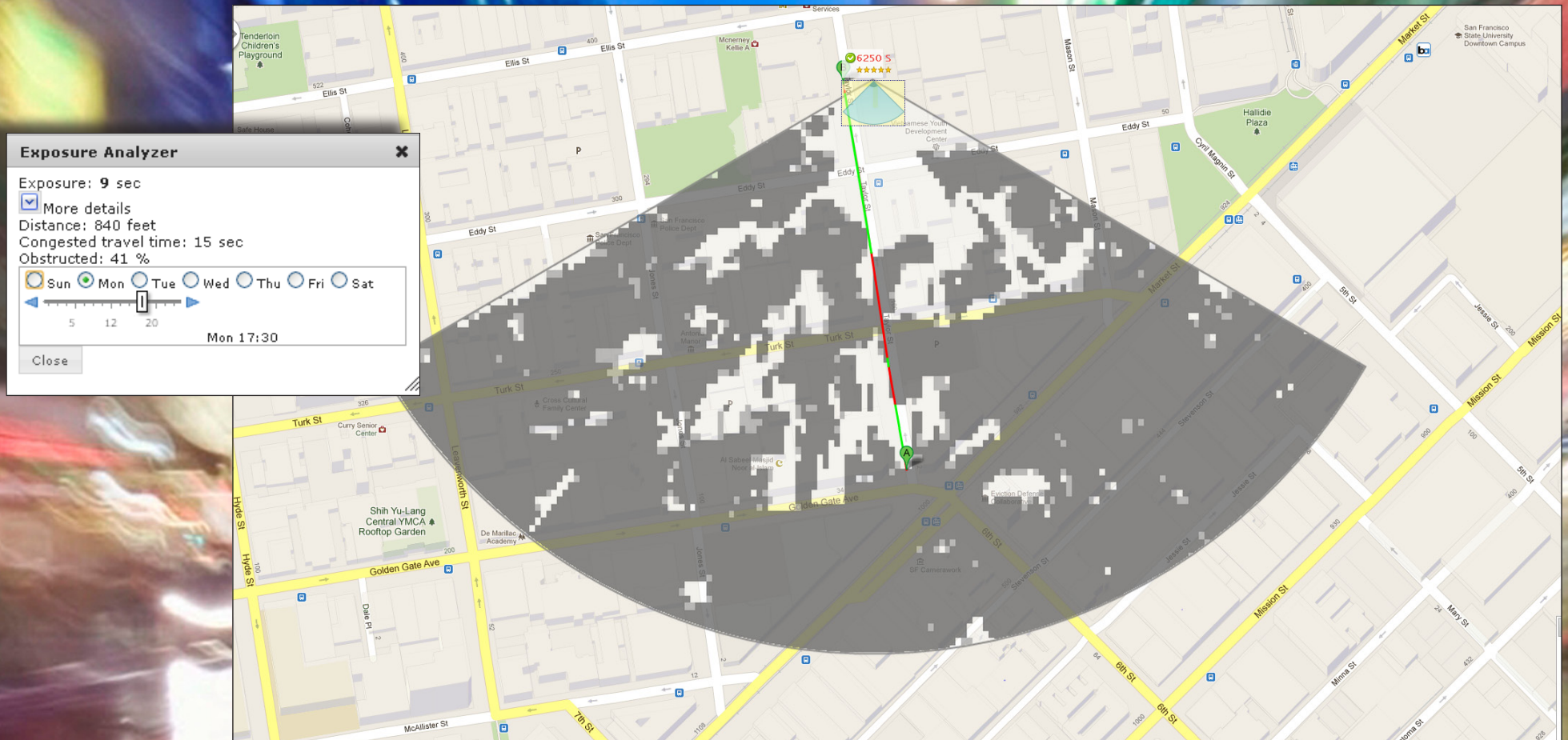
► Traffic

► Selection

Google earth
Terms of Use

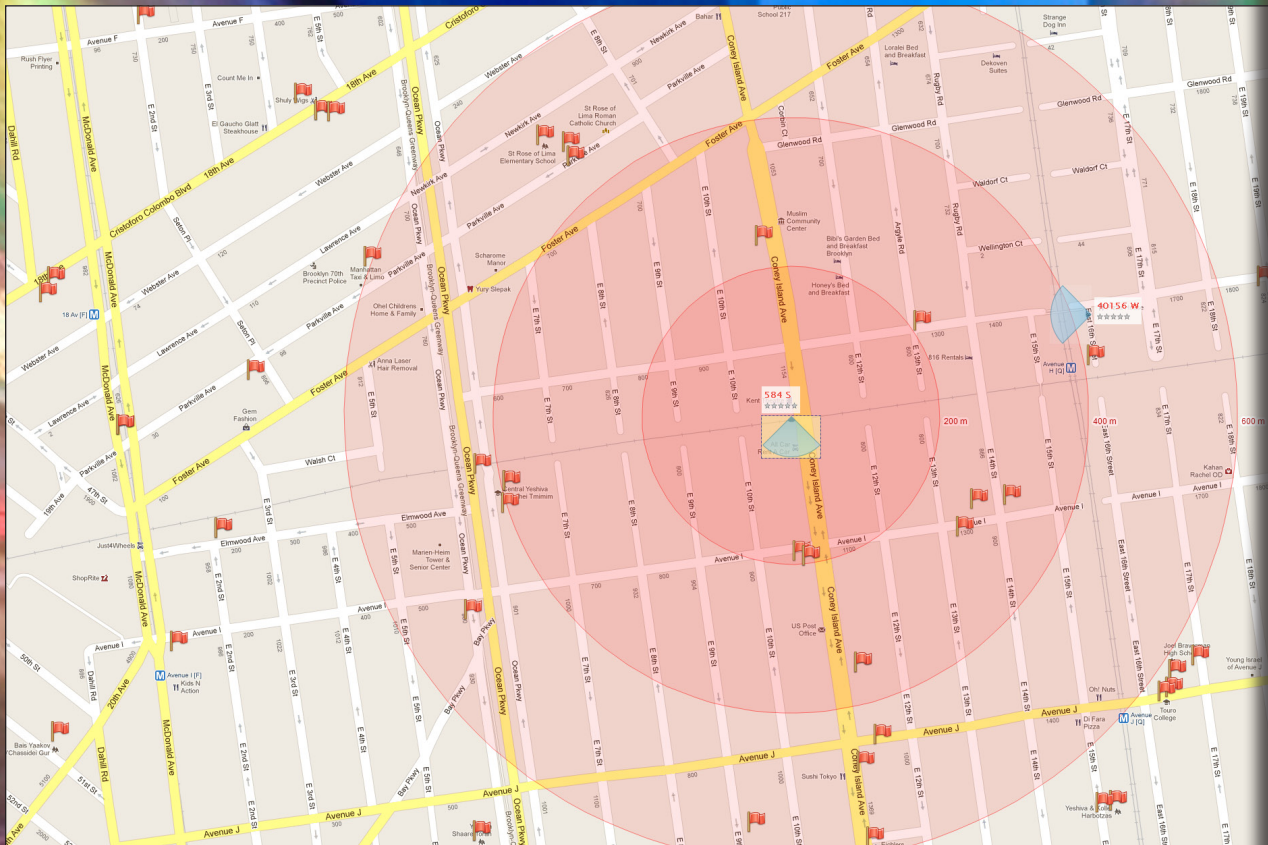
Under **Actions**, you will also find the option to view OOH locations using a 3D map with Google™ earth (globe icon). This allows a view of surrounding businesses, intersections, and more.

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.



Add New POI Layer

Layer Type

Predefined Points Of Interest

Custom Points Of Interest

Description

LayerName

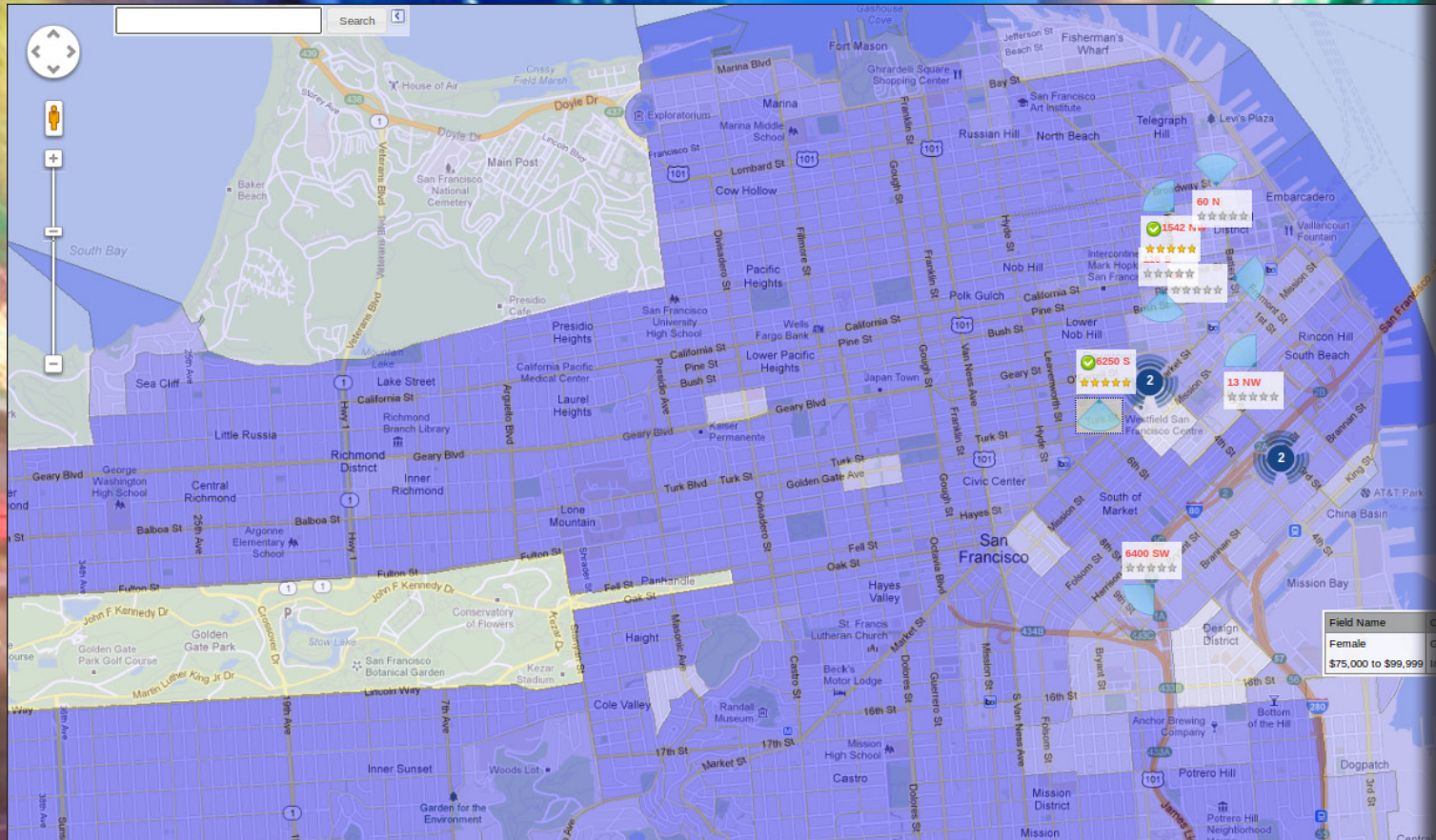
Content definition

Category

- atm
- campground
- car dealer
- car rental
- car repair
- car wash
- casino
- cemetery
- church
- city hall
- clothing store
- convenience store
- courthouse
- dentist
- department store
- doctor
- electrician
- electronics store
- embassy
- establishment
- finance

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.



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

Save Campaign

▶ Current Location

▶ Locations

▶ Points Of Interest

▼ Demographics

Demographics

2010 Census Data

1 2 3 4 5 6 7 8

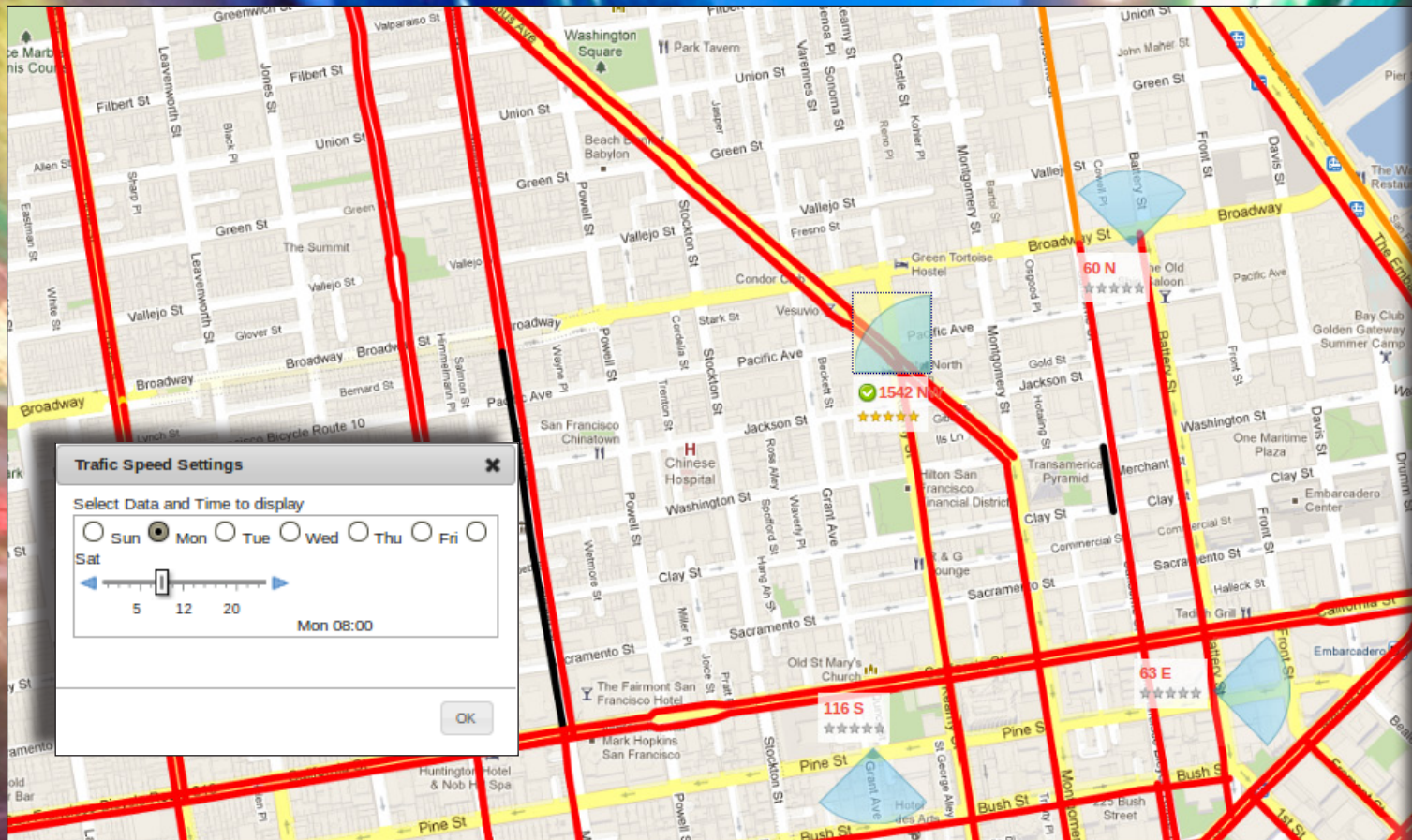
Field Name	Category
Female	Gen
\$75,000 to \$99,999	Inc

▶ Traffic

▶ Selection

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.



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

Current Location
Locations
Points Of Interest
Demographics

Traffic

Traffic

Speed Settings

0 10 20 30 40 50 60 100
Speed (MPH)

Congestion Settings

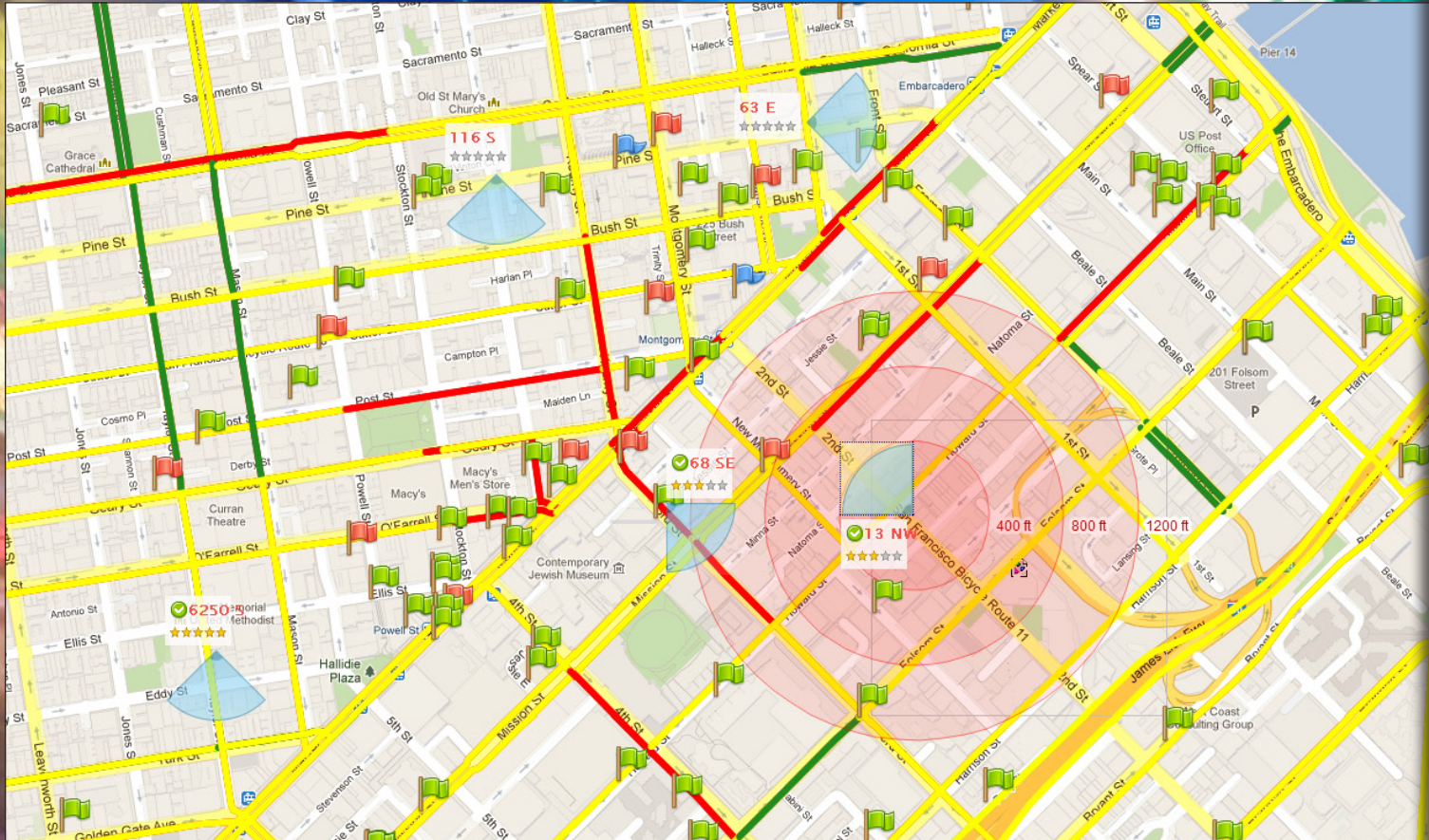
0 31 62 93 100
Congestion (% of Reference Speed)

Traffic data by Inrix. **INRIX**

Selection

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.



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

Save Campaign

- Current Location
- Locations
- Points Of Interest
- Demographics

Traffic

Speed Settings

Speed (MPH)

Congestion Settings

Congestion (% of Reference Speed)

Traffic data by Inrix. **INRIX**

[Selection](#)

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

Impress. Instant Results.

ADVERTISING LOCATION DATA

AD REPORT

LOCATION:	Taylor 100 ft S/O Eddy E/S	Value
Census 2010 Field		497
Gender (Female)		14
Income (\$75,000 to \$99,999)		

MARKET:

PANEL: #6250

- Facing: S
- Height: 34
- Dimension: 10'x30' up to 14'x48'
- Media Style: Bulletin
- Illumination: Yes
- City, State, Zip Code: San Francisco
- Circulation Measurement: EOI: 135,000
- Net Ratecard Cost: \$9,500
- Note: 13 Seconds 7am Monday Morning

EXPOSURE RESULT OVERVIEW

- Exposure Result:
- Exposure Time: 3 sec
- Congested Travel Time: 5 sec
- Total Distance: 512 feet
- Obstructed: 28 %
- Time of Day: 1:15 PM
- Day of Week: Wednesday

PHOTO:

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www.intermap.com

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.

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Manage Documents

Filter



Name

Filename or part of filename

Document Type

File type e.g. doc or xls

Uploaded Date

When the document been
uploaded

Notes

Any text in the note

Document List



Id	Name	Upload Date	File Type	Public	Notes
171	IntermapTech.xlsx	2012/07/30		<input type="checkbox"/>	
174	POP1.JPG	2012/08/07		<input type="checkbox"/>	
173	KineticReport.pdf	2012/08/07		<input checked="" type="checkbox"/>	
168	Street.JPG	2012/07/27		<input checked="" type="checkbox"/>	
169	POP1.JPG	2012/07/30		<input checked="" type="checkbox"/>	
170	POP2.JPG	2012/07/30		<input checked="" type="checkbox"/>	

Page 1 of 1

Upload Documents



File name

Document to upload

Browse...

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

Inventory. Easy to Manage.

Panel 237670 (6250)

City:

Address:

Type:

Size:

Illumination

Note

-Facing and Reading-

Facing: Reading:

Height:

Locations

Panel Position:
37.78471, -122.41083

Camera Position:
37.78440, -122.41099

Heading: 16.678789010582246

Zoom: 1.33

Pitch: -3.7848300533383994

Use Street View
[Preview Image](#)

Use Stock Photo
[Upload Photo](#)

id	vendor	media	size	facing	reading	height	illum	city	location	lat	lng
237673	CBS	Bulletin	14'x48'	S	L	34	true	San Francisco	Taylor 100 ft S/O Eddy E/S	37.784707198	-122.4108294957
237674	CBS	Bulletin	14'x48'	E	R	56	true	San Francisco	Pine & Battery (TRIVISION)	37.7924226307	-122.39987776689998
237675	CBS	Bulletin	14'x48'	SW	R	56	true	San Francisco	Skyway S/O Decatur	37.7726754806	-122.40621081350002
237676	CBS	Bulletin	14'x48'	SE	R	86	true	San Francisco	3rd S/O Market (TRIVISION) EIS	37.7868607184	-122.40247399140004
237677	CBS	Bulletin	14'x48'	NW	L	44	true	San Francisco	2nd St. S/O Howard E/S	37.7866734077	-122.3978797549996

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.

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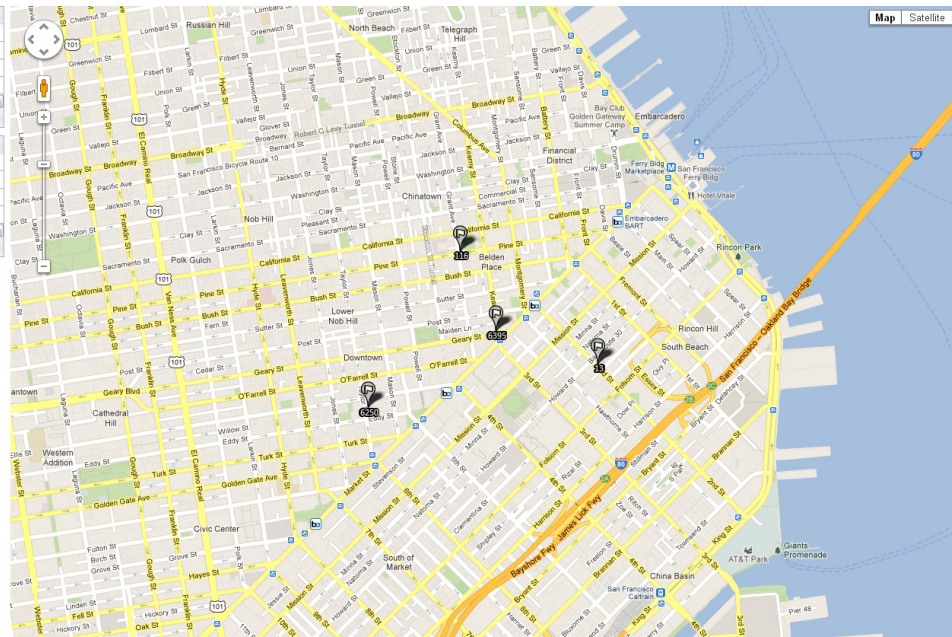
Campaigns

Campaign Name	Notes	Start Date	End Date	Budget	Contact Person	Client	Market
Patrick Demo	Test	2012/07/19	2012/07/31	\$25 000.00	Patrick Edward Stevenson	Patrick	San Francisco/Chicago

Panels

Panel#	Vendor	Location	Media Type	Rank	Note
116	CBS	Grant N/O Pine E/S	Bulletin	★★★★	
13	CBS	2nd St. S/O Howard E/S	Bulletin	★★★★	
6250	CBS	Taylor 100 ft S/O Eddy E/S	Bulletin	★★★★★	
6395	CBS	San Fran	Bulletin	★★★★	

Id	Name	Upload Date	File Type	Public	Notes
173	KineticReport.pdf	2012/08/07	PDF	<input checked="" type="checkbox"/>	
169	POP1.JPG	2012/07/30	JPG	<input checked="" type="checkbox"/>	
170	POP2.JPG	2012/07/30	JPG	<input checked="" type="checkbox"/>	
168	Street.JPG	2012/07/27	JPG	<input checked="" type="checkbox"/>	



Map | Satellite

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.



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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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