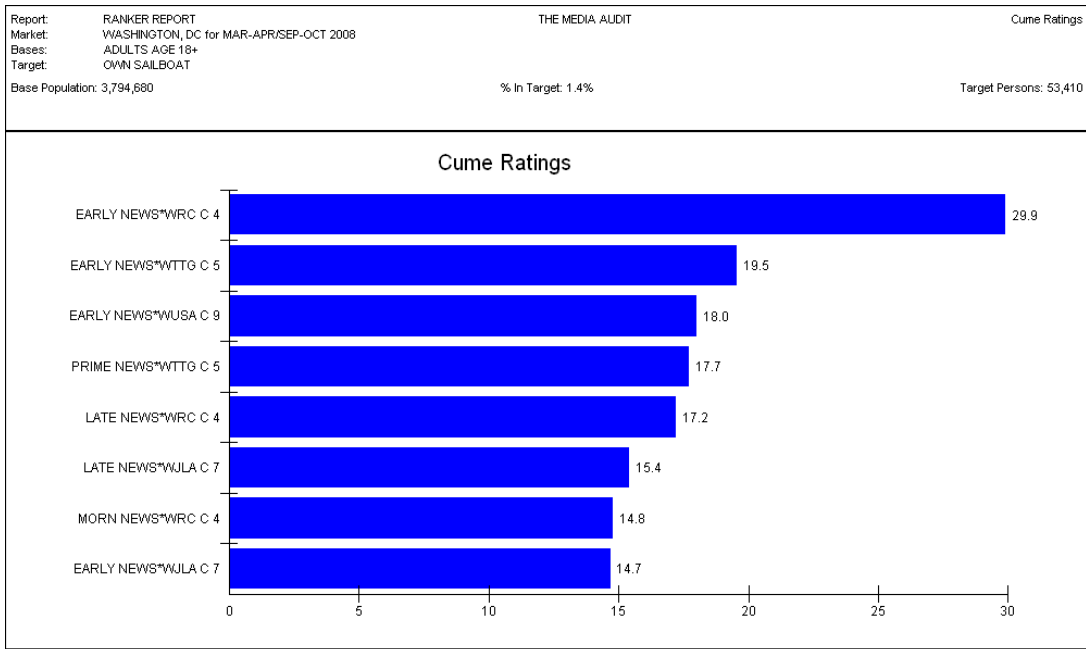


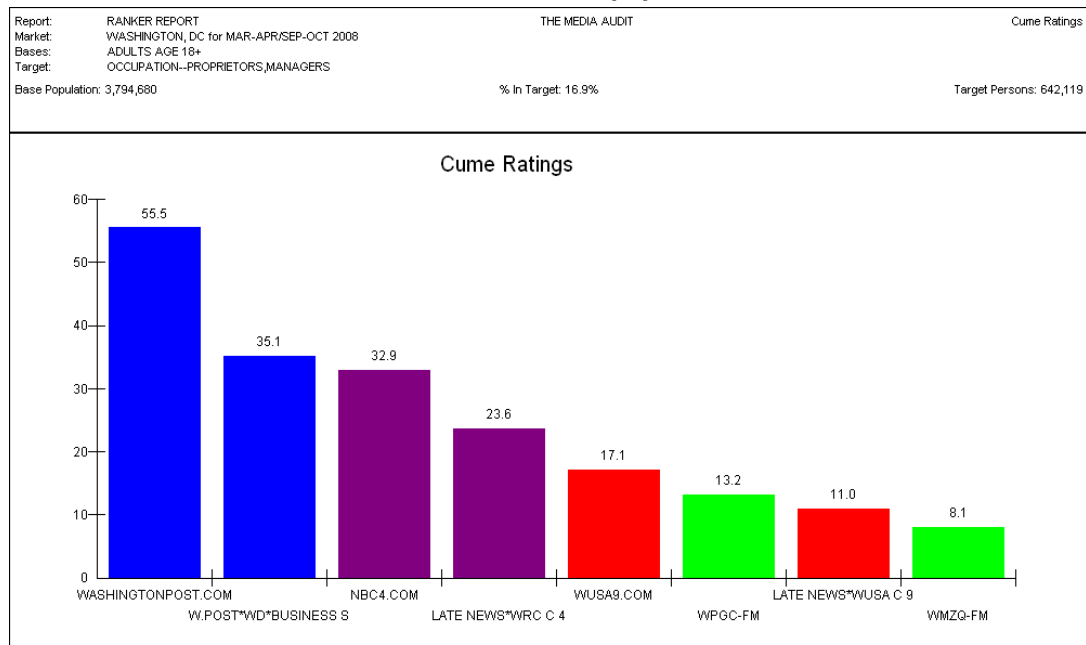
The Media Audit

Software Ranker

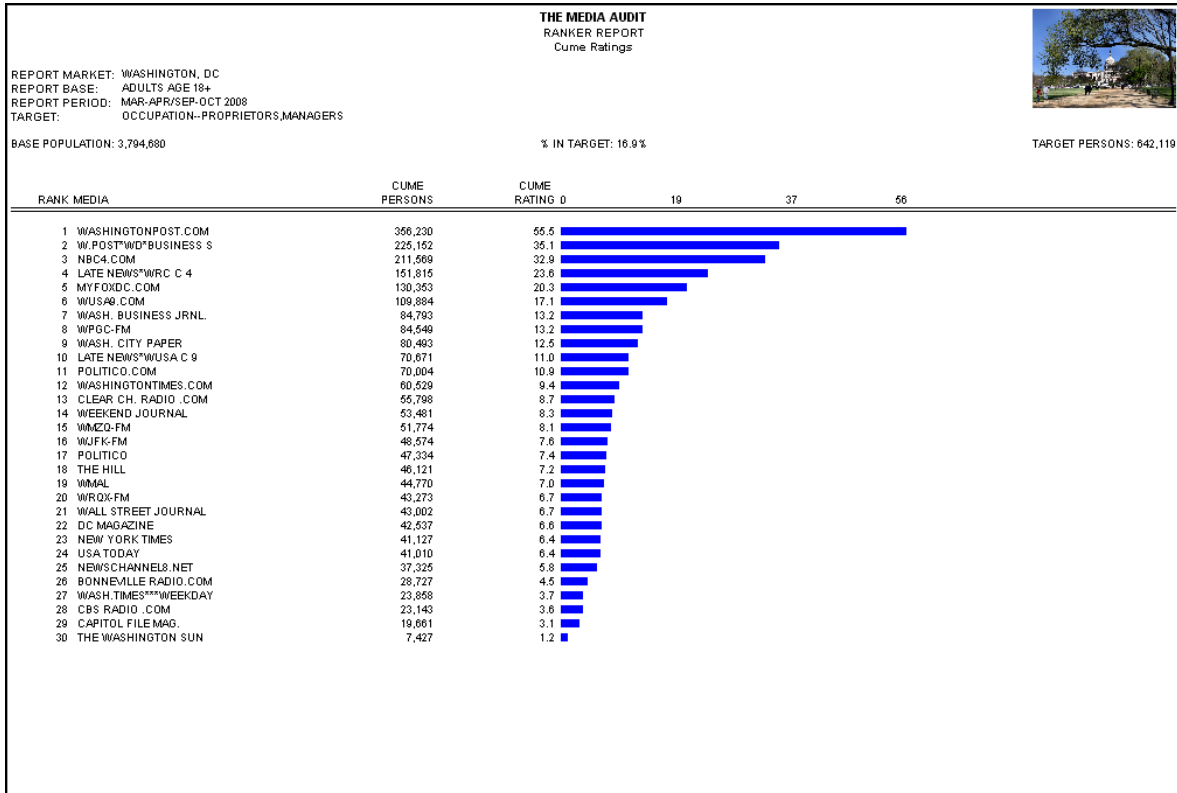
- **The Media Audit Software...** can provide competitive media analyses that no other media software program can easily duplicate...and which is the most user friendly software of any qualitative media software program available anywhere.
 - **Rankers** can be used to:
 - Rank any given number of individual media from the same media platform or media from different platforms.
 - **Single Media Platform Ranker...Television**



- **Cross Media Platform Ranker...Newspaper, TV, Radio and Websites**



- Rankers are probably the most used software programs in graphic numerical or graphic presentations...
 - They do not show the amount of duplication between each of the media in the analysis, only the relative position via ranked ratings or number of people reached.
 - There is no limit as to the number of media that can be compared in a ranker unless you choose a bar graph as depicted in the graphs above...in which case there are limits.
 - The limit in the number of media that will print in the graphs above is eight no matter how many media you select.
 - To print all of the media you select is possible but it may print them on multiple pages if you select too many.



- Thirty media have been selected here. If all of the media were selected, which you could do, the printer would print them but on multiple pages.