



PLEASE NOTE: The AAAA maintains this list of recognized consultants and/or suppliers to the agency industry as a service to its members. A listing here should not be construed as an AAAA endorsement or approval.

AD MEASURING SERVICES

SUBJECT INDEX

Agriculture:

- BUSINESS INFORMATION NETWORK (print only)

Banks:

- COMPETITRACK
- VOICETRAK (VMS) (local spending)

Business Magazines:

- AD FACTS, INC.
- BIZADVISOR (TNS-MI)
- BUSINESS 1200 (TNS-MI)
- BUSINESS INFORMATION NETWORK
- COMPETITRACK
- PAR
- VOICETRAK (VMS) (local spending)

Consumer Magazines:

- AD FACTS, INC.
- COMPETITRACK
- MIS
- MAGADVISOR (TNS-MI)
- NIELSEN MONITOR-PLUS
- PAR
- PRINT PLUS (VMS)
- VOICETRAK (VMS) (local spending)

Entertainment:

- MOVIEADVISOR
- SPECIALTY MARKETPLACES
- TES (TNS-MI)

Ethnic Media:

- COMPETITRACK
- TNS MEDIA INTELLIGENCE (Hispanic TV, Newspaper, Magazines)
- VOICETRAK (VMS) (local spending)

High-Tech:

- COMPETITRACK

Interactive:

- BORRELL ASSOCIATES
- @PLAN (NIELSEN/NETRATINGS)
- ADRELEVANCE (NIELSEN/NETRATINGS)
- EVALIANT MEDIA RESOURCES (TNS-MI)
- NIELSEN/NETRATINGS

International:

- TARGET INTERNATIONAL (TNS-MI) (magazines)

Local Media:

- BORRELL ASSOCIATES
- NIELSEN MONITOR-PLUS
- TNS MEDIA INTELLIGENCE (local cable – Boston & San Francisco only)
- VOICETRAK (VMS) (local spending)

Medical/Pharmaceutical:

- PERQ/HCI
- VOICETRAK (VMS) (local spending)

Multiple Media:

- ADSCOPE (TNS-MI)
- AD SPENDER (TNS-MI)
- AD TELLIGENCE (TNS-MI)
- BORRELL ASSOCIATES
- COMPETITRACK
- MULTI-MEDIA SERVICE (TNS-MI)
- NIELSEN MONITOR-PLUS
- STRADEGY² (TNS-MI)
- VOICETRAK (VMS) (local spending)

Newspapers:

- COMPETITRACK
- MARKETSPY
- PRINT PLUS (VMS)
- TNS MEDIA INTELLIGENCE (national, local)
- VOICETRAK (VMS) (local spending)

Outdoor:

- NIELSEN MONITOR-PLUS
- OUTDOOR ADVERTISING SERVICE
- TNS MEDIA INTELLIGENCE
- VOICETRAK (VMS) (local spending)

Political:

- CMAG (TNS-MI)
- SPECIALTY MARKETPLACES

Product Placement:

- BRANDED ENTERTAINMENT
- IAG
- ITVX
- JOYCE JULIUS AND ASSOCIATES
- PQ MEDIA REPORT

Public Relations:

- COISION
- COMPETITIVE INSIGHTS
- JOYCE JULIUS AND ASSOCIATES
- MEDIA ANALYSIS
- MILLWARD BROWN PRECIS
- ROI MEDIA RELATIONS

Radio:

- COMPETITRACK
- NIELSEN MONITOR-PLUS (network)
- TNS MEDIA INTELLIGENCE (network, national spot, local)
- VOICETRAK (VMS) (local spending)

Real Estate:

- BORRELL ASSOCIATES

Recruitment:

- BORRELL ASSOCIATES

Regional Editions (Consumer Mags., Newspaper Supplements, Sunday Mags.):

- NIELSEN MONITOR-PLUS
- VOICETRAK (VMS)

Sales Promotion:

- ADVERTISING CHECKING BUREAU
- MARX PROMOTION (TNS-MI)
- NIELSEN MONITOR-PLUS (FSIs)
- SPECIALTY MARKETPLACES

Television:

- ADDETECTOR
- ADFLASH
- COMPETITRACK
- MIS (New York only)
- NIELSEN MONITOR-PLUS
- TNS MEDIA INTELLIGENCE
- VMS
- VOICETRAK (VMS) (local spending)

Ad Facts, Inc.

975 Walnut Street, Suite 232
Cary, North Carolina 27511
Phone: (800) 923-3228
Web site: www.adfacts.com

Advertising Checking Bureau

2 Park Avenue, 18th floor
New York, NY 10016
Phone: (212) 684-3377
Web site: www.acbcoop.com

Other locations:

- Memphis, TN: (901) 346-9941
- Tempe, AZ: (602) 438-2320

Borrell Associates Inc.

1643 Merrimac Trail
Williamsburg, VA 23185
Phone: (747) 221-6641
Web site: www.borrellassociates.com

Business Information Network

American Business Media
675 Third Avenue
New York, NY 10017
Phone: (212) 661-6360
Web site: www.americanbusinessmedia.com

Competitive Insights

200 E. Randolph Drive, 63rd Fl.
Chicago, IL 60601
Phone: (312) 396-9770
Web site: www.competitiveinsights.net

Competitrack

36-36 33rd St., 5th Fl.
Long Island City, NY 11106
Phone: (718) 482-4200
Web site: www.competitrack.com

IAG

Intermedia Advertising Group
345 Avenue South, 12th Fl.
New York, NY 10010
Phone: (212) 871-5200
Web site: www.iagr.net

ITVX

240 North Avenue, Suite 210
New Rochelle, NY 10801
Phone: (914) 633-9111
Web site: www.itvx.com

Joyce Julius and Associates

525 Avis Drive, Suite 3
Ann Arbor, MI 48108
Phone: (734) 971-1900 ex. 22
Web site: www.joycejulius.com

Marketspy

National System, Inc
2300 Locust
St. Louis, MO 63103
Phone: (314) 783-2300
Web site: www.nationalsystem.com

Media Analysis

75 East Northfield Rd.
Livingston, NJ 07039
Phone: (800) 631-8883 / (973) 992-6600
Web site: www.burrellesluce.com

Media Economics Group

Fort Lauderdale, FL
Phone: (954) 762-6517
Web site: www.media-economics.com
E-mail: info@media-economics.com

Millward Brown PreciS

535 E. Diehl Rd., 4th Fl.
Naperville, IL 60563
Phone: (630) 955-8689
Web site: www.mbprecis.com

MIS (formerly AIS-Advertising Information Services)

Media Information Services
353 Lexington Ave.
New York, NY 10016
Phone: (212) 683-9113
Web site: www.misnyc.com

Nielsen Monitor-Plus

Nielsen/Netratings
Nielsen Media Research
770 Broadway
New York, NY 10003
Phone: (646) 654-8300
Web site: <http://www.nielsenmedia.com>

PAR

Patterson Advertising Reports
640 Adademy Drive
Northbrook, IL 60062
Phone: (847) 513-6555
Web site: www.ipar4.com

PERQ/HCI

P.O. Box 5273
Princeton, NJ 08543
Phone: (609) 630-6440 or (800) 243-2702
Web site: www.perqhciresearch.com

PQ Media Report

Two Stamford Landing, Suite 100
Stanford, CT 06902
Phone: (203) 921-0368
Web site: www.pqmedia.com

ROI Media Relations

Phone: (818) 744-1851

www.roimediarelations.com

TNS Media Intelligence

- AdDetector
- AdFlash
- AdScope
- AdSpender
- Branded Entertainment
- BizAdvisor
- BVS
- CMAG
- Evaliant
- Local Cable
- Marx Promotion
- MagAdvisor
- MovieAdvisor
- Outdoor Advertising Service
- Specialty Marketplaces
- Stradegy
- Target International
- TES

100 Park Avenue, 4th Fl.

New York, NY 10017

Phone: (212) 991-6000

Web site: www.tns-mi.com

VMS

- VoiceTrak
- Print Plus

1500 Broadway

New York, NY 10036

Phone: (800) VMS-2002

Web site: www.vmsinfo.com