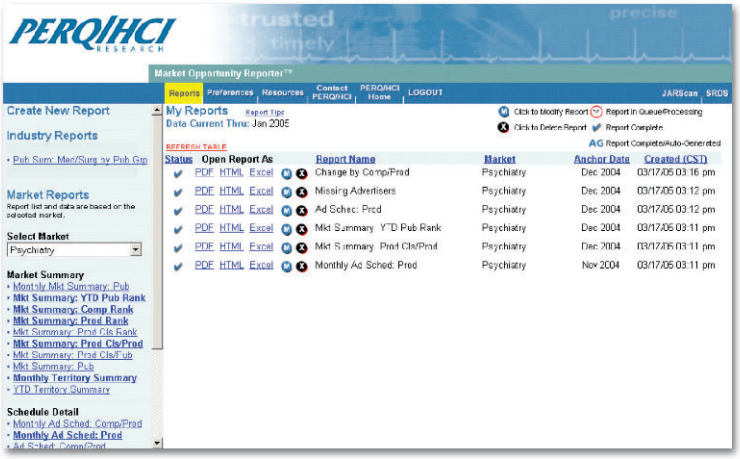
PERQ/HCI
Market Opportunity Reporter™

Online Market Share and Territory Reports for Good Measure

Expect "MORe" from Your Market Share Data

Market Opportunity Reporter™ is an advanced online system designed to give you fast access to **PERQ/HCI Market Share and Territory Report data.**

Market Opportunity Reporter™ will give you the flexibility to generate **more than 20 different reports** based on your defined competitive market, each using **powerful Journal Ad Review™ data.**



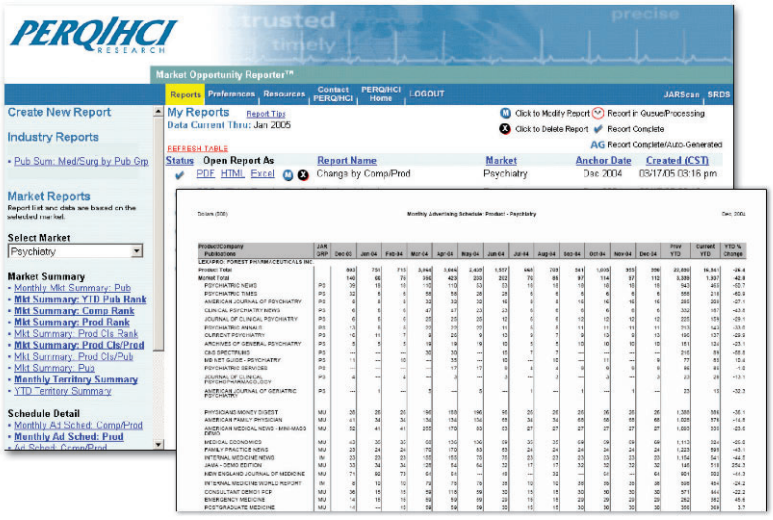
With Market Opportunity Reporter, you get "MORe":

MORe timely data

Electronic delivery of your reports guarantees that you receive your data as soon as they are available. Many reports can even be set to auto-generate when new data are available; the system will e-mail you when your reports are ready.

MORe data

Generate historical reports based on your market, with access to more than 3 years of Journal Ad Review data. Ranking reports include 3 years of trending data.



MORe flexibility

More than 20 reports are available, each with multiple options for how to sort and view the data.

- Alphabetical
- Current YTD Totals
- Current YTD Rank
- Current YTD % Change
- Current Month Total
- Current Month % Change

Reports can be viewed as an Adobe Acrobat PDF, Microsoft Excel spreadsheet or in HTML format.

For more information, call
800.243.2702 ext. 235!

PERQ/HCI RESEARCH

www.PERQ-HCI.com