

PERQ/HCI Journal Ad Review™ (JAR)

Spending Audits for Good Measure

A Complete Picture of Ad Spending and Competitive Activity

Journal Ad Review is a monthly audit of spending that helps you understand where advertisers are spending and why. PERQ/HCI receives every issue of over 500 medical journals, and promotional campaigns are coded by PERQ/HCI data experts and entered at the ad unit level. Monthly editions of JAR list spending by month, by ad unit, by journal. Data are broken down by company as well as by individual products.

- **Track spending by message** as well as total dollars with data reported at the ad unit level
- **Accurate, reliable data**—costs based on rate cards, rather than averages
- **View and analyze messages** with the **JARScan™ Web system**, which includes full-color pictures of all new ads appearing each month
- **Weekly JARAlert e-mail** keeps you up-to-date with each week's additions to the JAR database

Available through the AIM™ System or the Market Opportunity Reporter™.

For more information, call 800.243.2702 ext. 235



www.PERQ-HCI.com