

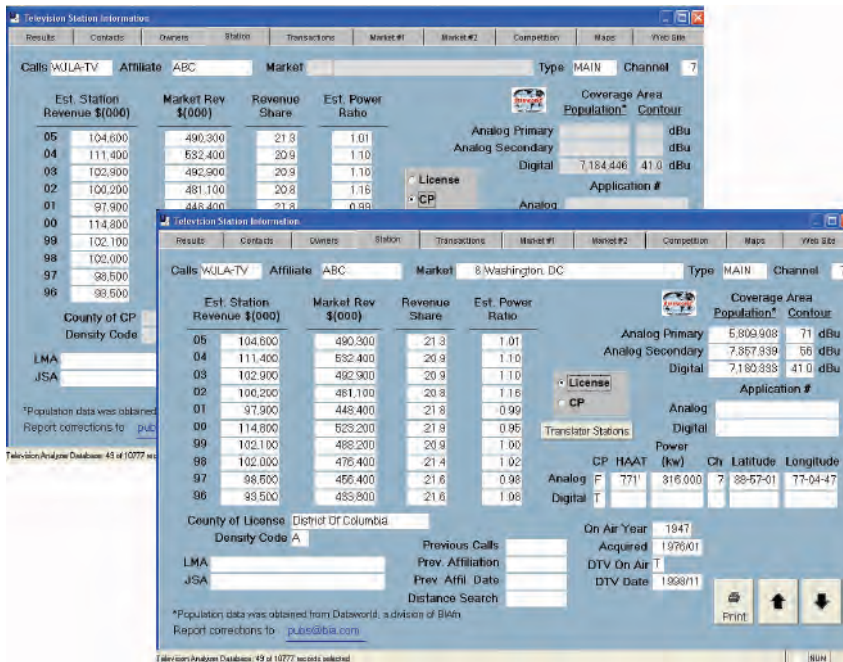
Instant access to timely and comprehensive information on the media industry

In the business world of media, the only thing that is constant is change. To stay competitive, access to accurate and up-to-date information is essential. MEDIA Access Pro™ is a data service and analytical software application delivering the most comprehensive, accurate and in-depth data available for Radio, Television and Newspaper. Over 1,200 data fields deliver revenues, ratings, circulation, ownership, transactions, demographics, technical stats, multi-level contact information, and more, making MAPro the industry standard for cross-media analysis essential for financial, operational, and marketing decision-making.



MEDIA Access Pro Enhances Your Ability To:

- Assess competition for audience-share and advertising revenue in any market
- Identify the number of CPs in a market
- Determine when a CP will move-in to a local market
- Find HD programming opportunities within a market
- Compare performance against other media
- Visualize coverage for multiple industries simultaneously on the same map
- Locate reliable sales and marketing leads
- Create detailed, customized searches and reports for multiple industries
- Measure a coverage area
- Determine ownership opportunities
- Identify adjacent market coverage and crossover markets



COMPREHENSIVE.

Covering both rated and non-rated markets, our databases encompass 14,000 commercial and non-commercial Radio stations, 10,000 Television full and low power stations, and 7,500 daily and weekly Newspapers in the U.S., Canada and Mexico. MAPro is offered in either single, two-media or multi-media packages. Information is updated and verified by our staff daily using multiple sources to include regular direct contact with station and newspaper owners and operators.

CROSS-MEDIA.

The only business application that provides a fully integrated view of markets, ownership, revenues and coverage for competitive and comparative information and analysis on the media industry. MAPro allows you to compare cross-media data on one screen and plot coverage for multiple industries on the same map.

Media Access Pro

Radio | Television | Newspaper

TRUSTED.

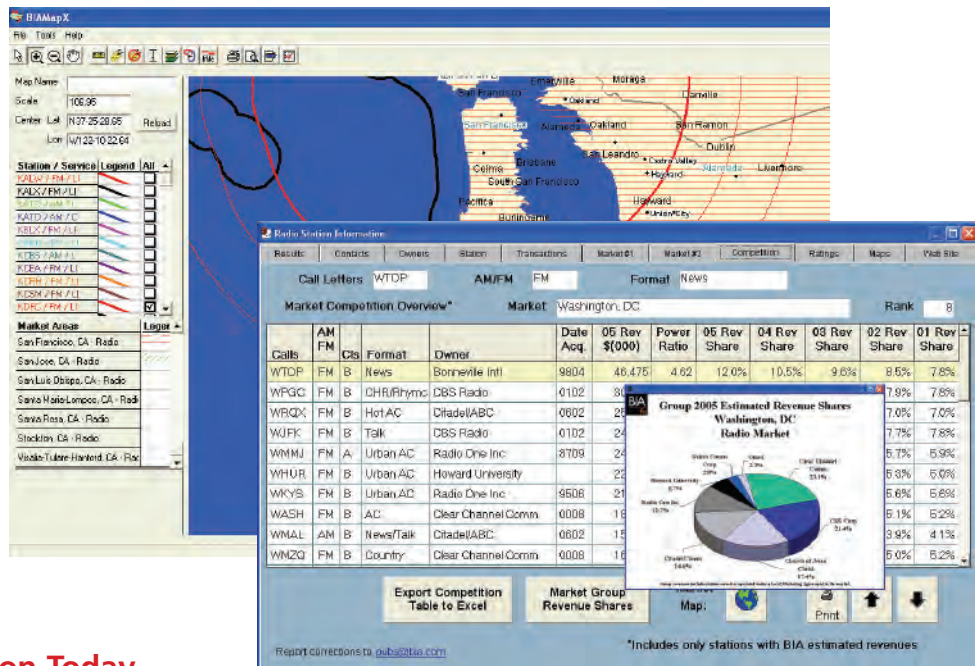
MAPro is relied upon daily by the nation's top media companies, investment and lending institutions, brokers, law firms, research analysts and consultants, government agencies, service providers, industry organizations and trade press. There is no other source in the market with information as comprehensive, tested and accurate.

Flexible Functionality

- Quick and easy searches, such as CP Comparisons and Digital Data searches
- Built in custom reports through saved searches to create reports on HD Radio stations, move-ins and total stations in a market
- Cross-media data by County, Owner, Parent, MSA®, DMA® or Coverage
- Total Line Reporting (TLR)
- Customized mailing labels
- Sophisticated mapping program to create station coverage maps along with Newspaper coverage areas
- Viewable map legends to identify adjacent market coverage and crossover markets
- Diverse query features to accomplish simple to complex research analyses using any combination of data
- Customizable contact fields
- Exportable data

More than 1,200 fields updated daily!

- Estimated revenues for properties, owners and markets
- Transactions and deal terms
- Stations licensed or will be licensed to air HD Radio programming
- Current CP data for a station
- Performance statistics and ratios
- Comprehensive coverage maps
- Market growth data and demographic make-up
- Cross media views on markets, revenues, ownership and coverage
- Searchable low power FM's and CP's "not on air"
- Competitive overview of local Television and Radio Markets
- Major group revenue shares by market displayed graphically (TV and Radio)
- Historical and projected market financial performance displayed graphically for the past 5 years and 5 years in the future (TV and Radio)
- Accurate sales and marketing contact information, including seven-plus contacts at each facility and executive personnel at ownership level



Call for an Online Demonstration Today

Whether you are just looking for industry contacts or need the comprehensive information contained in any of our industry databases, BIAfn offers a package to fit your unique needs.

Call 800.331.5086, visit www.bia.com or email: info@bia.com for more information on BIAfn's full array of services.

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