



LexisNexis®  
**Advertising Red Books™**  
Defines Agency-to-Advertiser Relationships

OVERVIEW

# LexisNexis® Advertising Red Books™ defines beneficial agency-to-advertiser relationships for prospecting and competitive intelligence research, plus more relevant and in-depth information for advertising industry research.

## Choose a trusted source

For over 100 years, LexisNexis Advertising Red Books has been providing competitive intelligence and prospecting data to media companies, advertising agencies, manufacturers, advertising services and suppliers, libraries and more. And with LexisNexis Advertising Red Books, you can make confident decisions, knowing that the data is compiled and published by the LexisNexis Group, a global leader in comprehensive and authoritative legal, news and business information.

## Empower your organization

Making swift, sound decisions is a daily part of business. People throughout your organization must be armed with the knowledge needed to make informed, strategic decisions to achieve goals and stay ahead of the competition.

The uniqueness of LexisNexis Advertising Red Books is in our advertisers-to-agencies “linkage,” our in-depth agency database and our up-to-date agency and advertiser content. What kinds of research can you do with The Advertising Red Books and Redbooks.com™?

- Use our agency “linkage” to help pitch your media
- Find advertisers that use your specific types of services to identify opportunities
- Check-out your competition (agency or advertiser – we include billings, expenditures or sales) and explore potential conflicting accounts
- Find the most current names in advertiser and agency personnel for telemarketing, direct marketing, creating lead lists, populating your CRM and recruiting
- Locate the ‘owner’ of a brand for cross-promotion or co-op initiatives

## Conduct effortless searches

Your organization can choose to access Advertising Red Books in four different formats: Web, CD-ROM, raw data and print. By choosing the format that best fits your needs, you can get exactly the information you need—quickly and all in one place.

All of the different formats provide you access to over 16,000 U.S. and international agency profiles and nearly 21,000 global advertiser profiles. The Web version is updated twice weekly, the print version is published twice a year with supplements, and the CD-ROM version is updated quarterly.

The Advertising Red Books provide current, detailed data, including:

- Agency accounts, specializations, gross billings by media, and contact information for agency personnel
- Advertisers with significant spend on advertising annually
- Specific advertising data such as approximate annual advertising spend by media and agencies retained by the Advertiser
- Information on nearly 125,000 brand names



## Leverage your technology investment

Redbooks.com delivers quick and easy desktop access to current, comprehensive, and credible information. It ensures that you get the most relevant results without lengthy, complicated information searches. Download specific Agency and Advertiser data identified through custom searches. For example, narrow a search to find all marketing executives for companies within a specific state. Choose from two different formats that allow you to download Red Books data for Direct Mail, CRM Imports or Customized Lead Generation.

Since Redbooks.com is updated twice weekly, you can be confident that you have current, relevant data on this ever-changing industry. And you can stay informed of recent changes and important events that can affect your strategies or business relationships with RedBooks Alert!, an e-mail newsletter sent to our website subscribers highlighting new companies, people, accounts and name changes.

## Accurate data is critical

The Advertising Red Books maintains the integrity of our content by several means: direct contact to company contacts, automated processes and targeted campaigns designed to keep information as relevant and up-to-date as possible. In addition to a dedicated team which contacts each advertising agency, public relations firm, sales promotion firm, media buying company and house agency by phone at least once a year, we rely on direct feedback from agency leaders. Each year, thousands of self-update emails are sent to agencies and then returned with revised information. Agencies may update their data online using the Update Your Listing function on the home page. A team of content analysts review hundreds of Web sites, online press releases and industry magazines for breaking news from the ever-changing media world. Another focused team updates key advertiser data such as personnel and the contact data for agencies which work for each advertiser. Advertiser expenditures are updated monthly.

### Our Data Accuracy Strategies

100% Database Update	Our data maintenance strategy includes a comprehensive update on each and every unique record in the database at least once per year. The data on Redbooks.com is refreshed twice a week.
Duplicate Prevention Program	Automatic program to flag potential duplicate records from entering the database.
Monthly Analyst Accuracy Evaluations	Random samples of recently updated records, called back, verified and researched.
Database Edits & Validations	Prevents errors at the analyst workstation. Over 40 in place.
Regularly Scheduled Quality Assurance Programs	Analyzed for inconsistencies, spelling errors, etc.
Independent First Class Mail Deliverability Evaluation	Performed to measure the quality of our first class mailing addresses.
U.S. Post Office National Change Of Address Hygiene and Address Standardization Program	Performed twice a year on U.S. records to catch business moves and potential out of business records. This process standardizes the formats of addresses to improve deliverability.
WebCheck – URL Evaluation	Performed quarterly to validate that company URLs are working and to screen for potential out of business records.

## It's all in the details

**Our records are extensive.** Advertiser and Agency records may include all or some of the following data:

Data Content for Advertisers:	Data Content for Advertising Agencies:
<ul style="list-style-type: none"> <li>• Company Name</li> <li>• Advertising Expenditures &amp; Breakdown by Media</li> <li>• Company Address</li> <li>• Telephone</li> <li>• Business Description</li> <li>• Fax</li> <li>• S.I.C. &amp; N.A.I.C.S. Codes</li> <li>• Company e-mail</li> <li>• Advertising Agency, Account Executives &amp; Products Advertised</li> <li>• Company Website</li> <li>• E-mail for Key Personnel</li> <li>• Year Founded</li> <li>• Brand Names &amp; Product Descriptions</li> <li>• Number of Employees</li> <li>• Sales Figure or Sales Range</li> <li>• Enhanced Company Profiles – A quick synopsis that fills you in on big picture details about a corporation. This easy-to-read paragraph will fill you in on these facts &amp; more:               <ul style="list-style-type: none"> <li>- Is it public or private?</li> <li>- Where's the headquarters?</li> <li>- What industry? What exactly do they do?</li> <li>- Where else do they have main offices globally?</li> <li>- Company size by number of employees &amp; annual revenue</li> <li>- Recent news</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Company Name</li> <li>• Annual Billings</li> <li>• Company Address</li> <li>• Breakdown of Billings by Media</li> <li>• Telephone</li> <li>• Accounts</li> <li>• Fax</li> <li>• New Accounts</li> <li>• Company e-mail</li> <li>• Industry Specialization</li> <li>• Company Website</li> <li>• Creative Blogs/URL</li> <li>• Key Personnel</li> <li>• E-mail for Key Personnel</li> <li>• Account Executives</li> <li>• Year Founded</li> <li>• National Agency Associations</li> <li>• Number of Employees</li> <li>• Branch Offices</li> <li>• S.I.C. &amp; N.A.I.C.S. Codes</li> </ul>

## Today's marketplace is always changing

**We keep pace.** Our dedicated staff monitors nearly 6,600 worldwide agency parent companies, over 5,750 U.S. publicly traded companies, the top 2,000 global companies and the 300 largest U.S. private companies. Our team uses LexisNexis technology to comb 13,000 worldwide news sources daily for executive and key staff member changes, account wins and losses merger and acquisition activity.

### What are the strengths of the LexisNexis Advertising Red Books data?

- Over 200,000 personnel are listed
- Daily combing of 13,000+ news sources to catch executive changes, account wins and losses and M&A activity as they occur
- Customers can easily map personnel to their unique responsibility code or responsibility groups for easy searching
- 35 search functions are available on Redbooks.com
- Over 130,000 agency accounts are listed
- Media usage breakdowns are provided
- Data can be delivered in a raw format that allows the customer to build critical content within their own infrastructure
- Redbooks.com allows potential customers a 7-day free trial to examine the database
- Part of the LexisNexis Group and Reed Elsevier Company corporate families

## You need in-depth content

We ensure content completeness.

Our Completeness Strategies	
Individual Schedule Ownership	Content analysts have individual ownership and accountability for a portion of the database.
Aggressive Goals and Objectives	ADMV... add, delete, modify and verify. Key data elements are monitored and evaluated for each analyst monthly.
Annual Report Mining	Sourced for up-to-date key data (e.g. executives, subsidiaries, financials, etc.).
Sec.gov Mining	Executives and other data elements pulled from latest annual reports: 10K's, 20F's and 40F's.
Internet Research	Internal team and content collection partners research PDF annual reports, press releases and corporate Web sites for key changes in personnel, clients and more.
Monthly Key Data Point Review	Snapshot of opportunities where coverage is less than complete.
List Comparison	Comparisons against widely circulated company rankings (e.g. Fortune 500).

## Content timeliness counts

We ensure our information is up-to-date.

Our Timeliness Strategies	
News Source Monitoring	Daily monitoring from over 13,000 news sources for important company changes. We have a dedicated staff to monitor over 13,000 worldwide news sources every single day for executive and board member changes, merger and acquisition activity, IPO's, delistings and bankruptcy filings on our most significant listings.
Average Age of File	Monthly snapshot of the average time since last comprehensive update measured against all records in the database.
Multiple Touch Record Strategy	Content collection partners review for file hygiene.
10K/20F/40F Mining	Key data from latest annual report obtained within three days of availability on SEC.gov.
Foreign Annual Report PDF Mining	Executives and other data elements taken from latest annual report findings, scheduled to pull by fiscal year end date.
Internal Database Automatic Diagnostic Reports	Flag those records that no longer meet date parameters.



## Choose your data delivery format

**Integrate LexisNexis Advertising Red Books data with your own content.** Our integration solutions give you the flexibility to design and manipulate the data to meet your specific requirements. We understand that not all infrastructures are the same. Every organization has the information and strategies that are unique to their business. The Advertising Redbooks direct data feed is ideal for the integration within a corporate database to augment other sources of information into a complete research solution. This can be integrated through your company's web site, CRM application, Knowledge Management system, Sales Force Automation platform, corporate intranet or ERP.

The most common and recognized data delivery format is our Tab Delimited ASCII format. This file format will also come with an easy to follow file layout. The layout will show you all the data elements and will provide a clear interpolation on how we build the corporate linkage of our data. The ASCII format will ensure you easy integration into your database systems.


Direct data feeds can be delivered monthly, quarterly, semi-annually or annually. This will ensure that you have the most complete data to help you make accurate and confident decisions.

## About LexisNexis

For over 30 years, LexisNexis has been synonymous with innovation in the information industry. In 1973, LexisNexis actually pioneered the field of online research by introducing the Lexis® service. The companion Nexis® service launched in 1979 with its extensive collection of news and business information.

As a world-leading provider of enhanced information services and information management tools, LexisNexis combines our experience and innovation to offer you:

- Groundbreaking information technology solutions for multiple platforms
- Easy-to-use products and advanced information-sharing tools
- High-quality public records, news, business, legal, financial, market, and intellectual property information
- Access to more than 35,900 reputable sources and 4.8 billion documents
- A powerful search engine for precise recall of targeted results
- Customizable features that simplify research and meet your specific information needs
- Cost-effective pricing plans
- Exceptional customer support 24 hours a day, 7 days a week



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