



IMS COUNTING METHODOLOGY

Outlined below is the SYNDICATED counting methodology employed by IMS.

Standard Publications - Page Values

IMS counts all ad units in standard issues as a percentage of a page. A full page being 1.00 and all ads less than a page are counted as a percentage of the page. IE: a half page ad will be counted as 0.50 page value.

Tabloid Publications - Page Values

IMS counts tabloid issues by a page is a page formula, therefore all units less than a TAB page are then a % of a page. The size of a tabloid publication varies so the % of a page unit will vary among different tabloid publications.

Classified Advertising

Classified advertising pages are sections with word advertising. IMS counts the number of pages of classified advertising in a publication.

Section Advertising

Sections of advertising contain both word ads and small display ads. These sections are a fixed format and consist of a title. If they are reported as such, the small display ads can be captured and distinguished under the data field called SECTIONS. The default is that these ads are added to the ROP page counts.

Supplements

Supplements are distinguished from ROP ads. Ads found within the supplement are entered and identified as being part of a supplement.

Inserts/Outserts/Wraps

Advertising inserts that are bound into the magazine are distinguished from ROP ads. Ads that are poly-bagged with a magazine and are not bound into the issue are outserts. Cover wraps are identified as such. In each case IMS counts the number of pages and reports it at its face value.

BRC

Business Reply Cards are identified as BRC's and are counted as a standard page.



Advertorial

Editorial sections marked as special advertising are counted as advertising pages. IMS identifies these by assigning a certain advertiser and product category. These are counted page for page as in the ad count.

House Ads

IMS counts all ads within an issue and makes no distinction for free ads or make goods. House Ads are not counted by IMS.

Conference/Event Ads

All conference and event ads are included in the counting. This is with the exception of those ads considered to be House.

Regional/Demographic/Split Run

When these ads are identified, IMS will count them as the size they represent and designate them as regional, demographic, etc. IMS has the capability to include or exclude regional ads in reports and IMS can run reports for regional ads only. Regional ads will typically be counted as a percentage of the circulation as provided by the publisher. We accept that any demographic/regional edition to more than 50% of the circulation will be counted at its face value.

Advertising Rates

IMS applies the one time, one page, black and white frequency rate to each ad. Color premiums are not added to the rate as they tend to overly inflate the revenue. Rates for ads less than a full page are calculated as a percentage of the full page rate.

Advertisers

IMS maintains addresses, telephone numbers, parent company, url and email for all advertisers where the information is available on the ad itself.

Brand - Product Description

The brand name of a product is recorded into each ad record when applicable. This detail of information is optional on many reports with the advertiser company.

**ROP=Run of Press*