

COMMERCIAL MONITORS

...advertising information, monitoring & resources

ADALERT: BREAKING CAMPAIGN ALERT

Advertisers, advertising agencies, media agencies, marketing managers, product managers, PR firms and many others see AdAlert of vital importance to stay abreast of breaking campaigns.

AdAlert service allows you to monitor any brand and category across print, magazines, television, radio and internet media. Detail your competitive set and whenever a new ad is monitored that matches your profile, we alert you by email. You can then select which ads you want to order and/or view online.

We deliver only data specific to your requirements - whether specific advertisers, products, key words or one of our 250 categories suited to your industry. Delivered hourly, daily, weekly, or once a month, your alert can be timed to suit regular meetings or morning reviews.

Once advised, you have the immediate ability to preview creative online through your **AdReview** subscription, wait for your **AdCompile** monthly update, or establish an **AdExpress** standing order to receive the ads automatically in your choice of format.

FEATURES:

- Review new product launches
- Track product or service pricing
- Preview creativity
- Trigger competitive tracking
- Check legal or regulatory compliance
- Analyze industry activity
- Which advertisers are active
- What product they are advertising
- Whether spots are 'live to air'
- The duration or format
- Date of first air or publish
- Market details; and much more...

FORMATS:

Your AdAlert is available in three formats with varying levels of detail. The levels of detail include:

- Basic – snapshot details about the breaking creative.
- Standard – full descriptions about the creative execution and offer.
- Professional – full creative details plus market placement details by State.
- Enterprise – full creative information alongside source publisher or broadcaster.

The screenshot shows the AdAlert website interface. At the top, it says 'ADALERT - see advertising campaigns'. Below this, there's a table of advertisements with columns for 'Advertiser', 'Product', 'Description', 'Duration', 'First Aired', 'Line Reads', 'Phone No', and 'Web Site'. The first row shows an advertisement for 'Frank Photos - Home Loans' with a duration of 1 spot. Below the table, there's a 'DETAILS' section for a specific advertisement, showing its description, duration, first aired date, line reads, phone number, and website. The details section also includes a small image of the advertisement and a 'click to preview creative' button.

The screenshot shows the Commercial Monitors software interface. At the top, it says 'COMMERCIAL MONITORS'. Below this, there's a table of advertisements with columns for 'Advertiser', 'Product', 'Description', 'Duration', 'First Aired', 'Line Reads', 'Phone No', and 'Web Site'. The table shows data for 'Frank Photos - Home Loans' and 'Frank Photos - Corporate'. Below the table, there's a pie chart showing the distribution of advertisements by duration. The pie chart has three segments: '1 spot' (blue), '2 spots' (red), and '3 spots' (green). Below the pie chart, there's a table showing the details of the advertisements, including their duration, first aired date, line reads, phone number, and website.

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SUBSCRIBE:

Commercial Monitors will create a personal and confidential profile based on the competitive set or key words you provide. Once matched against our database of advertising information, you will be notified shortly after a new commercial appears. Key words can be companies, brands, products or people with broad alerts encompassing whole categories or industry sectors. (Be as specific as Telstra MobileNet, or as broad as Mobile Phones.)

The more information you tell us about your competitors, the more refined your AdAlert will be. Please complete the details below and return this form to us. Should you have any questions, or would like to set up your AdAlert over the phone, contact our office on (03) 9555 9850.

Company: _____ Address: _____
Name: _____
Title: _____
Phone: (_____) _____ Suburb: _____
Fax: (_____) _____ State: _____
E-mail: _____ P/Code: _____

Preferred Password: _____

Account / Client: _____

Brands / Products: _____

Competitors: _____

Industry: _____

Comments: _____

Format:	Text	HTML	Excel
Delivery:	Hourly		
	Daily	@ _____	AM/PM
	Weekly - Day	_____ @ _____	AM/PM
	Monthly - Date	_____	

Please return this form to 'customer.service@commercialmonitors.com.au'

All information detailed will remain the confidential property of the **Commercial Monitors Pty Ltd** and group of trading companies. It will not be passed to any third party under any circumstances, but may be used to contact you regarding this service. Commercial Monitors retains the right to cancel subscription at any time subject to the Terms and Conditions of service usage. **AdAlert** requires no special software.
