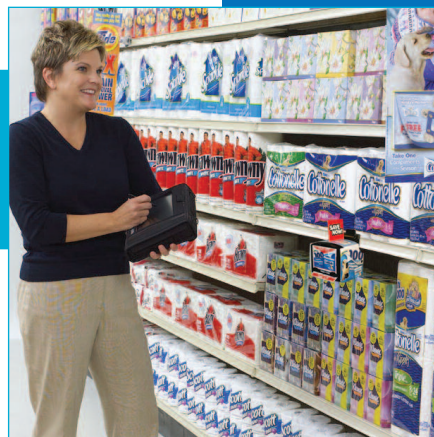


SmartSource® SmartAuditSM



While most manufacturers have access to a range of syndicated in-store data, that data can be inadequate and lack depth. And filling the data gap can be very expensive.

Now there's a solution: **SmartAudit!** It's the easiest and most cost-effective way to get the accurate information you need on your product's in-store presentation—including the information you can't learn about from typical in-store data, such as:

- Were the displays for my product present at the shelf?
- What specific display was used?
- How many facings does my new item have?

What is SmartAudit?

SmartAudit allows you to take advantage of News America Marketing's regularly scheduled store visits AND the power of our state-of-the-art handheld technology to get the data you want. You can ask:

4 close-ended questions, such as:

- Is my product on the shelf? *Yes/No*
- Where is my product on the shelf?
A) Top, B) Bottom, C) Middle

OR 2 open-ended questions, such as:

- What was the price on my product?
- How many facings did my product have?

OR a **combination of the two**: 1 open-ended question and 2 close-ended questions.

You receive two levels of reporting with your audit. A **summary report**, which provides an overall snapshot of the audit and a **store-detail report**, which provides detailed responses to each question by store.

SmartAudit is affordable—AND flexible.

Choose our **standard option** to have SmartAudit executed when your in-store program is installed.

Not running in-store? Choose our **solo option** and we'll direct field rep visits to your section just to execute your audit.

And, don't forget, if you have more questions you need answered, you can always take advantage of our full-service audit programs, which are just as simple to schedule.

For more information on adding SmartAudit to your program contact your News America Marketing sales representative at 800-462-0852.

How does it work?

There are 3 easy steps:

- 1 Lock in your date.
- 2 Work with News America Marketing to design your questions.
- 3 We take care of the rest!*

*All SmartAudit programs take place during ad change of the in-store cycle.

