

Media monitoring & media analysis exclusively for ITB Exhibitors in 2007!

The ITB 2007 offers all kinds of new developments – before, during and after such an important sector-event. Media such as news agencies, magazines, trade publications, TV broadcasters, online media and web logs pick up on new developments and interesting stories and report about them.

We monitor these media daily. Our work provides you with an up-to-date overview of **your own resonance in the national and international media**, offers a market overview through services such as competition monitoring and provides new impulses through targeted product monitoring.

This is what we're offering you:

- | Are you an **early riser**? Do you require all of the most relevant information at breakfast time? No problem! From as early as 5:30 a.m., our **express service** can serve you all the information you want from the most important players in the German media.
- | You want all publications online? Our online Internet service AUSSCHNITT-Portal provides articles and other search results – at any time and where ever you are. With this online editor's system you are able to sample your own press reviews and to integrate the data into your own data systems.
- | You need a compressed information-summary for your managing board? With our **press summaries** you'll have a compressed information tool at your disposal, which you can refer to online for all of the latest media information, including translations.
- | You want to know what themes are going to determine tomorrow's agenda or the kind of image you, the competitors or a sector have? Our global **media impact analysis** will tell you everything you need to know.

What can we do for you, what's important to you? Our fax reply service caters to the fast approach. Simply fill out the short enquiry form, fax it over, and we do the rest.

Our team of advisors are looking forward to getting to know you and wish you a successful ITB 2007!

PS: Use our special offer and save 10% on your first order!

You'll receive a 10% welcome bonus* valid for three months on your first (national) media monitoring order. This offer is available from now until March 1st, 2007 and for orders with a duration of max. three months.

* Excluding license fee for digital delivery of articles from print media

Fax Reply No.: +49 (0) 30/20 39 87-77

**AUSSCHNITT Medienbeobachtung
Sales
Gneisenaustraße 66**

D-10961 Berlin

- Yes, we are an exhibitor at ITB 2007 and would like to make use of the 10% welcome bonus,
- please send us a national media monitoring offer.
Please monitor the following keywords:
1. _____
2. _____
3. _____
- Please send us information regarding to the above products/
 please call us, we need information regarding to the following products:
- national/international media monitoring
 - express service (Germany)
 - press summaries & translations
 - AUSSCHNITT-Portal
 - media impact analysis
 - _____

Please answer a couple of questions which will help us to provide you with better advice and to handle your inquiry promptly:

1. Do you already use media monitoring and / or media impact analysis? yes no
2. Are you already familiar with our range of products and services? yes partly no

Sender

Company

First name and surname

Position

Number / street

Zip code / location

Phone

Fax

Email

Internet

Date, signature

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