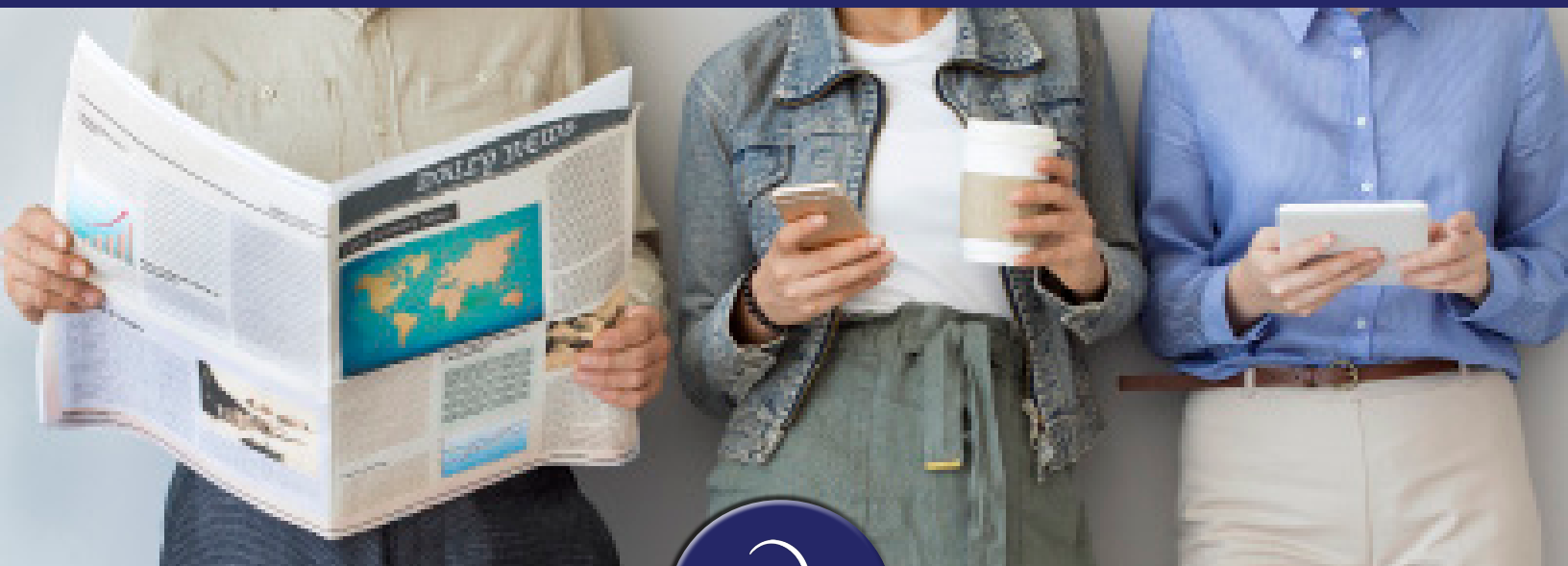


- Coda Audience Surveys -



Showcase the Power of Your Audience to Advertisers.

Consumers engage with your content and advertising across a number of traditional, digital and emerging media platforms. That's why demonstrating the size and value of your total audience to advertisers is more crucial than ever before.

Coda, an ROI-driven research and consulting firm, will measure your total audience across all of your advertising channels – print, web, broadcast, social, mobile, apps and more. Using your email list of subscribers, Coda employs a cost-effective, web-based method to prove that your media platforms deliver the consumers that advertisers want to reach. A *Coda Audience Survey* measures how engaged your audience is with your media brand and quantifies their purchasing power for 30+ advertising categories.

A host of professional, sales-ready reports are then delivered to your team. Plus, Coda's industry experts will train your staff and provide additional ongoing support for one year – updating your sales collateral and offering on-demand research consulting services.

With a *Coda Audience Survey*, your sales team will be equipped with a compelling and effective resource to successfully position your media brand for any advertising sales opportunity.

It's easy and cost-effective to showcase the power of your audience. Let's talk.

Quantifies your total audience delivery across all of your print and digital ad platforms

Reports audience engagement and purchase profiles for 30+ advertising categories

Provides you with on-site training and sales-ready reports

Supports your ad sales efforts for one year through material updates and on-demand consulting