



Measurement that shows the true value of your PR efforts.

BurrellesLuce Media Measurement gives you the clearest picture of the coverage your company or clients receive from all media outlets — Web, blog, print, television, and radio.

PR professionals have relied on our services for over 25 years. We combine expert analysis, new technology, and streamlined processes to efficiently produce the measurement information you require.

BurrellesLuce Media Measurement provides the vital details you need to demonstrate your contribution to the attainment of strategic corporate goals. Those details are presented in easy-to-read executive reports and charts that offer valuable insight into the results of your communications activities.

You can select from three measurement packages to meet your information and budget requirements:

- » **Essential** » **Impact** » **Custom**

Essential

This package provides the measurement basics, and is the foundation for more comprehensive measurement.

Data Provided

- » Headline, byline, date of publication or airing
- » Name of media outlet and city in which the outlet is based
- » Impressions (visitors, circulation, viewers, or listeners)
- » Length (of portion of story about the client)
- » Media value (of portion of story about the client)
- » Number of black-and-white and color photographs

Results can be grouped by a category that reflects your primary reporting need, such as business divisions, product lines, sponsors, events, competitors, or media types.

Reports and Charts

- » Issued monthly, quarterly, or other requested frequency
- » Reports are produced in your choice of Word or Excel, and charts are produced in PowerPoint
- » Six full-color charts
 - Stories delivered in current and recent report periods (typically, up to 13 months or 5 quarters)
 - Impressions delivered in current and recent report periods
 - Media value amassed in current and recent report periods
 - Stories by grouping category in the current report period
 - Impressions by grouping category in the current report period
 - Media value by grouping category in the current report period

Turn the page for more options

Impact

Impact builds on the Essential package by providing **human** analysis of the tone of each story, as well as identification of other story attributes that help you gauge the impact of the coverage.

Data Provided

All information shown for Essential, PLUS:

- ▶▶ Tone of story (favorable, neutral, or unfavorable)
- ▶▶ **One** of the following:
 - Call to action (whether a web address or toll-free number was included)
 - Location of the initial mention (of your company or client, or competitor)
 - Exclusivity (whether your company or client was the only industry player mentioned)

Reports

Frequency and format options are the same as in the Essential package.

Charts

All charts shown for Essential, PLUS:

- ▶▶ Tone by stories delivered in current and recent report periods
- ▶▶ Tone by impressions delivered in current and recent report periods
- ▶▶ Call to action, location of initial mention, or exclusivity by stories delivered in the current report period

Custom

When your measurement needs take you beyond Impact, BurrellesLuce is ready to move right along with you.

Data Provided

All story attributes that are included in the Impact package, PLUS other elements that can provide the most meaningful depiction of your media coverage. Here are just some of the attributes you can add to a Custom measurement package:

- ▶▶ Key messages
- ▶▶ Prominence
- ▶▶ Marketing power
- ▶▶ Mention of spokespersons

Reports

Frequency and format options are the same as in the Impact package.

Charts

You'll receive all charts provided in the Impact package, along with charts for each Custom story attribute you select.

■ ■ **Contact us today for a free consultation at 800.631.1160 to discuss ways you can obtain maximum advantage from our media measurement services or visit http://www.burrellesluce.com/measurement_packages**