

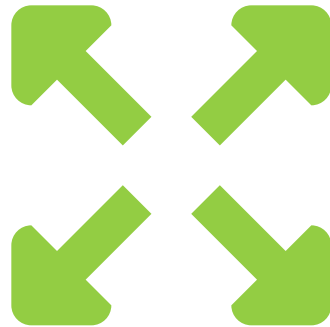
# PHAROS<sup>o</sup>

Explore 19 million contract rows, from more than 1,100 broadcast stations and 1,200 cable stations, with the only fully searchable rate database in existence.



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# ACCESS INFORMATION FROM MORE THAN 540,000 CONTRACTS AT THE TOUCH OF A BUTTON



## BREADTH

Sift through 540,000 broadcast, cable, and satellite contracts and explore rate-level data from more than 15,000 advertisers and \$9.5 billion in spending. Discover real-time ad prices for specific programs or find the average cost per point in all 210 media markets with intuitive dashboards that update every 24 hours.

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## Orlando-Daytona Beach-Melbourne, FL Upload Report

In the Orlando-Daytona Beach-Melbourne, FL market, 31 contracts were uploaded on 6/14/2018 into the FCC Public File for a total of \$1,464,163.00.

Station	Advertiser	Agency	#	Start Date	Total Spots	Total Dollars
Cable	AFSCME	WATERFRONT STRATEGIES	1	6/11/2018	78	\$1,548.00
				<a href="#">Contract</a>		
Cable	NEW REPUBLICAN PAC	MATSON MEDIA	1	6/11/2018	183	\$2,749.00
				<a href="#">Contract</a>		
Cable	SENATE MAJORITY PAC	WATERFRONT STRATEGIES	3	5/21/2018	472	\$12,730.00
				<a href="#">Contract</a> <a href="#">Contract</a> <a href="#">Contract</a>		
!!!	Cable	GRAYSON FOR FL CD-09	1	6/18/2018	115	\$3,690.00
				<a href="#">Contract</a>		
Cable	SOTO FOR FL CD-09	BUYING TIME	1	6/11/2018	167	\$3,210.00
				<a href="#">Contract</a>		
WESH	AFSCME PEOPLE	WATERFRONT STRATEGIES	2	6/14/2018	101	\$135,075.00
				<a href="#">Contract</a> <a href="#">Contract</a> <a href="#">Contract</a>		
WESH	LEVINE FOR FL GOVERNOR	CANAL PARTNERS MEDIA	1	6/16/2018	47	\$60,900.00
				<a href="#">Contract</a>		
WESH	SENATE MAJORITY PAC	WATERFRONT STRATEGIES	2	6/21/2018	70	\$85,385.00
				<a href="#">Contract</a> <a href="#">Contract</a>		
WFTV	GRAHAM FOR FL GOVERNOR	SCREEN STRATEGIES MEDIA	2	6/20/2018	101	\$226,615.00
				<a href="#">Contract</a> <a href="#">Contract</a>		
WFTV	NATIONAL LIBERTY FEDERATION	MCLAUGHLIN & ASSOCIATES	1	6/18/2018	32	\$80,200.00
				<a href="#">Contract</a>		
WFTV	NEW REPUBLICAN PAC	MATSON MEDIA	1	6/11/2018	133	\$238,310.00

# INSIGHT

- View media activity across the country and dive into specific market activity with dashboards that highlight both broad trends and rate-level data.
- Monitor station shares by market, track the performance of a buy, and identify new business with a share report that reveals station underperformance and opportunities for growth.

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- Discover client leads before they enter the market with a new advertiser report and email alerts about new contract uploads that

include links to actual contract PDFs.

- Never undervalue your programming – pace yourself against competing stations, historical market pricing, and your audience’s buying power.



## EASE

Mine all the information the FCC Public File has to offer in seconds with search criteria that you control. Drastically reduce the time and cost it takes to find the rates and market intelligence you need with dashboards that put all the most important information at your fingertips.

## SIREN REPORT

Experience total market awareness. Gain advanced notice about political spending activity in your market and never miss your share of a buy. Receive alerts about new expenditures with advertiser and agency details, and access share information from past quarters and future

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buys.



2016 Cycle	2015 Q1	2015 Q2	2015 Q3	2015 Q4	2016 Q1	2016 Q2	2016 Q3	2016 Q4
2018 Cycle	2017 Q1	2017 Q2	2017 Q3	2017 Q4	2018 Q1	2018 Q2	2018 Q3	2018 Q4
2020 Cycle	2019 Q1	2019 Q2	2019 Q3	2019 Q4				

SHARE REPORT

Share Intelligence and Reported Expenditure Notifications

Select Geography Type

State

Select Geography

(All)

Select Race Level

(Multiple values)

Agency	Advertiser	Our Dollars	Other Dollars	Shares
American Media and Advocacy Group (AMAG)	Reeves for MS Governor	\$111,415	\$1,047,346	10% 90%
Greer, Margolis, Mitchell, Burns (GMMB)	Western Values Project	\$5,250	\$49,808	10% 90%
Greer, Margolis, Mitchell, Burns (GMMB)	Western Values Project	\$5,250	\$57,595	8% 92%
Medium Buying LLC	McRae for MS Treasurer	\$21,643	\$275,591	7% 93%
Target Enterprises (LA)	Putting Kentucky First	\$27,625	\$987,256	97%
Greer, Margolis, Mitchell, Burns (GMMB)	Edelen for KY Governor	\$31,209	\$1,421,104	98%
Null	314 Action	\$0	\$300	100%
Direct	AARP	\$0	\$8,059	100%
Mayes Media	Ablon for Dallas Mayor	\$0	\$213,172	100%
Magnolia Media	Abraham for LA Governor	\$0	\$10,910	100%
Magnolia Media	Abraham for LA Governor	\$0	\$1,330	100%
Null	Abraham for LA Governor	\$0	\$1,815	100%
Null	ACLU	\$0	\$52,771	100%
Beacon Media	Act Now on Climate	\$0	\$19,785	100%
Beacon Media	Act Now on Climate	\$0	\$5,160	100%

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The New York Times  
 The Washington Post  
 THE WALL STREET JOURNAL.

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PHAROS TRACKING

FAQs (<https://advertisinganalyticsllc.com/wp-content/themes/advan/files/Pharos%20FAQs.pdf>)

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