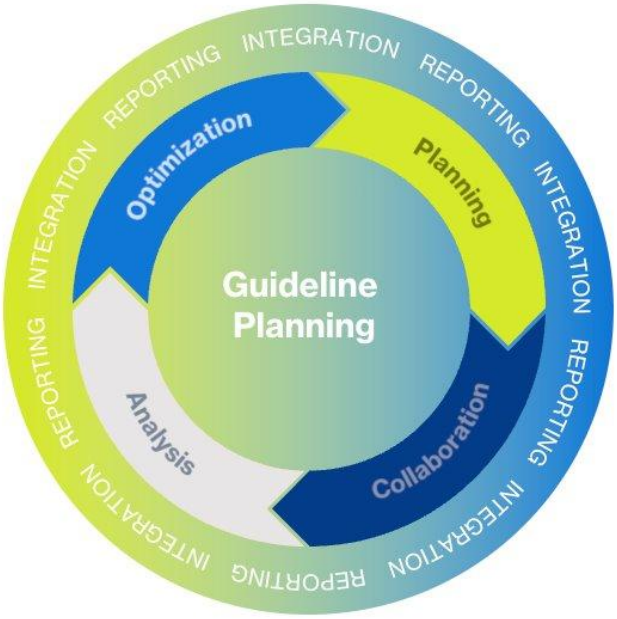
Guideline

Guideline Planning

See across media plans to drive better decision making through a powerful, centralized media planning and analytics platform.

Guideline Planning knocks down the media planning silos for agencies and advertisers creating speed and efficiency. Plan, allocate, visualize, analyze and optimize your media plans in a single, collaborative environment to deliver unprecedented insight to ensure to get most out of your advertising spend.



Addressing Fragmented Planning Operations

Lack of data ownership or clarity

In the dark on media performance

Disconnected systems + workflows

Slow to insight, slower to react

Media Planning Evolved

Guideline Planning empowers brands and agencies to make smarter, faster advertising decisions.

Clarity.

Unlock the power of your data with consistency in plan templates, taxonomies, permissions, workflows and KPIs.

Visibility.

Knock down the silos across media plans, giving you confidence in your media spend, and the ability to act when correction is needed.

Integration.

Unify your media planning in one platform, that connects disparate systems across the planning journey to drive faster optimization.

Speed.

Remove tedious, manual processes that currently plague media plan management, and enable near real-time decision making.

Guideline

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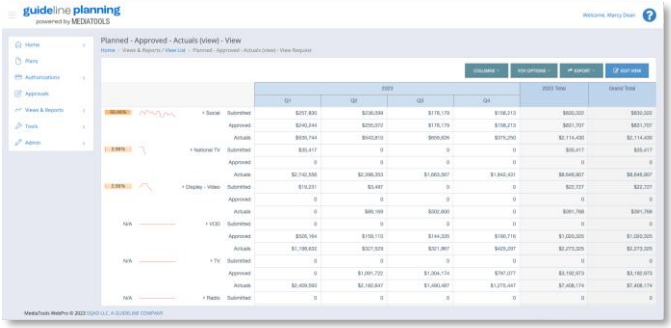
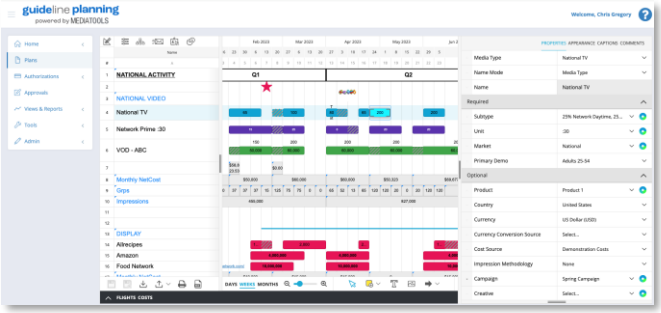
How does Guideline Planning help advertisers and agencies?

Guideline Planning provides a centralized plan management solution for advertisers and all their partners.

- Introduce standard templates, taxonomies, and KPIs to ensure they can capture and report on a consistent set of data
- Roles and Permission settings allow for multiple agencies and partners to work in a single system without exposing their specific plans and strategies to competitors
- Brand is the owner of all data. Changes in partnerships do not result in disruption to data availability or historical context





Guideline Planning provides agencies a common tool set and can be configured with standard templates and KPIs to ensure consistency across teams

- Movement of resources across client teams requires little to no ramp time as planners are familiar with both the tooling and the planning approach
- Agency leadership can get consolidated reporting across teams

Guideline Planning is only solution that focuses this critical step in the planning journey.

Strategic Planning → **Plan Management** → Buying & Activation → Reporting & Analytics → ROI & Attribution

1. Allocate

Control budgets across markets, media plans, products, flights dates, vendors, and media types.

2. Approve

Pre-defined approval workflows ensure nothing is missed with clear audit trail.

3. Authorize

Manage the entire authorization process in one interface, enabling transparency and accuracy.

4. Report

Create reports across markets, media plans, products, flights dates, vendors, and media types.

To learn more about all the ways Guideline empowers advertisers and agencies to compete in this ever-changing and evolving market, go to **Guideline.ai**

Guideline

Guideline Spend

To better understand your business, you need real, actionable intelligence. Depending on slow, unreliable data is putting your competitive edge at risk. Obtaining a clear and accurate view of media spend is critical to making better decisions.

Guideline Spend aggregates actual ad spend from all six major agency holding groups and the largest US independents across all digital and traditional media. It enables a wide-range of use cases for media owners, agencies, consulting companies, brands and financial investors as they optimize their media trading operations and drive new business.

Single-sourced. Real spend data ($100B/Year) coming from the single source of the largest US agencies' systems.

Incomparable accuracy. No rate cards, no estimates, no panels – just buy side actual, granular spend data.

Cross-platform. The only true view of cross-platform media intelligence, capturing all digital & traditional media (TV, Radio, OOH, Print).

Superior timeliness. Our subscribers access data two weeks after a month's end, every month.

Unlock Intelligence, Drive Action

- Understanding Macro Media Trends
- Building New Ad Products
- New Business Prospecting
- Budgeting + Market Sizing
- Growing Share of Wallet
- Uncover acquisition opportunities

Media Agency Data Contributors

PUBLICIS GROUPE
dentsu
groupm
STAGWELL
horizon media
EMPOWER
IPG MEDIABRANDS
OMG Omnicom MediaGroup
havas media
rpa
ICON MEDIA DIRECT

Guideline

Guideline Spend

Guideline Spend provides agencies and advertisers with unparalleled access to media spend at a global scale, with local granularity. Through our partnership with leading agencies in the US and across the globe, you gain access to real spend data covering all major advertiser categories. Get access to Guideline Spend the way that works best for your organization with flexible format options.

Availability by Market*	TV	Digital	Print	OOH	Radio
USA	✓	✓	✓	✓	✓
Canada	✓	✓	✓	✓	✓
UK	✓	✓	✓	✓	✓
Australia	✓	✓	✓	✓	✓
New Zealand	✓	✓	✓	✓	✓

* Specific availability will vary by product

Availability by Format

- Dashboard
- Flat Files
- Reports

Turn Data into Intelligence

Insight becomes action through the most accurate and comprehensive intelligence platform available.

Guideline's intelligence solutions are built on actual billing data from major holding groups and leading independent agencies.

It is harmonized and structured as highly-granular data sets that are leveraged by the industry to achieve unparalleled levels of insight into advertising investments.

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Guideline Pricing

Lack of reliable and accurate digital and local CPM data creates uncertainty for your advertising business. Being able to benchmark against the market is critical to growing your revenue. Stop wondering about how your price stacks up against the market.

Guideline Pricing can help you compete better with real insight into actual and negotiated CPMs at the national and local level. Accurate cross-media actual pricing data from buyers provides deep levels of granularity at the publisher and target audience levels, including key dimensions such as ad type (Digital) and Program (TV).

Single-sourced. Real pricing data coming from the single source of the largest US agencies' systems.

Incomparable accuracy. Actual data coming from buying systems, leading to strong accuracy.

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- Understanding Pricing Trends
- Build & Price New Ad Products
- Optimizing Yield
- Competitive Pricing Analysis
- Growing Share of Wallet
- New Business Pricing & Proposals

Media Agency Data Contributors*

PUBLICIS GROUPE, dentsu, groupm, STAGWELL, horizon media, EMPOWER, IPG MEDIABRANDS, OMG Omnicom MediaGroup, havas media, rpa, ICON MEDIA DIRECT

* Specific contributors vary by product

Guideline Pricing

Guideline Pricing provides agencies and advertisers with unparalleled access to real pricing data across the media landscape. Through our partnership with leading agencies in the US and across the globe, you gain access to real pricing data covering digital and TV media types.

Get access to Guideline Pricing the way that works best for your organization with flexible format options.

Availability by Market	Digital CPM	National CPM	Local CPM
USA	✓	✓	✓
Canada	✓	✓	

Availability by Format

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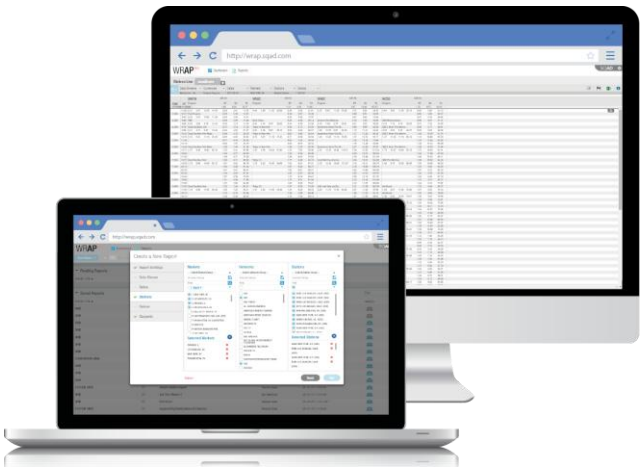
Guideline Reach

Say goodbye to the countless hours spent sifting through Nielsen data. Quickly access ratings reports, drill down to granular data and reporting all in a single interface.

Wrap is the premier application for data analysis of Nielsen audience viewership data. Wrap, powered by MediaLogic, is trusted by the major networks, broadcast stations across the country, program syndicators and television rep firms. Strategize, forecast, and negotiate in the ever-changing industry, all in one tool.



Unlock Intelligence, Drive Action

Program Performance Analysis

Sales Strategy & Negotiation

Budget Planning & Forecasting

Station Performance Reviews

Syndication Program Planning

Broadcast Schedule Analysis

Key Dimensions

- Wrap Overnights:
  - 56 Metered markets
  - 11 single market reports
  - 13 multi-market reports
- Wrap Sweeps:
  - 208 measured markets
  - 8 multi-market reports
- All Nielsen demographics
- Custom Dayparts
- Auto-Scheduler

Ultimate Report Flexibility

- Several formats for Grid reports comparing market performance
- Create Custom SM and MM Trend Reports
- Program reports that show history, competition and quarter hour breakdown
- Sport and Special programming tracking reports

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Guideline

Guideline Insights Reports

Making sense of media spend and pricing data is not an easy task. There are countless sources and tools, with most being unreliable. Being able to get to insight, instead of just more data, is critical to making better, faster decisions.

Through **Guideline Insights Reports**, you can immediately take advantage of the most accurate and comprehensive advertising data available in the market. Tap into a wide range of reports and dashboards across Guideline's Spend and Pricing data that brings together the need-to-know insights to power your advertising decisions.

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Flexible Reports. Access our insights the way that best fits your needs – PDF, dashboard or flat file.

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Guideline Insights Reports

Guideline Insights Reports deliver ready-to-use insights across multiple media types and channels. You can leverage one of our monthly All Media Market Briefs or log into one of our many dashboards.

Guideline Spend & Pricing subscribers can also access custom reporting, ad hoc data extracts, and tailored dashboards developed for their specific needs. We also have specialty reports that cover some of the biggest trends in the media and advertising industry.

Insight Options	Frequency	Format	Purchase Availability
All Media Market Insights Brief (US)	Monthly	PDF	$/Report
All Media Market Insights Brief (CAN)	Monthly	PDF	$/Report
US Linear TV Market Insights Brief	Monthly	PDF	$/Report
Spotlight Report	Monthly	PDF	$/Report
International Report	Quarterly	PDF	$/Report
Pro Football (NFL) Report	Monthly Excel + Annual PDF	PDF + Excel	Subscription
Video Pricing Guide / Media Inflation Report	Quarterly	Excel	Subscription
Pacing Report	Monthly	PDF	$/Report
Video Convergence Dashboard	Quarterly	Dashboard	Subscription

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