

Using yesterday's news profitably!

Do you lack information about recent current affairs or past events in your business sector? Do you have to go into a pitch meeting and therefore need a reliable basis of information? Or did you forget to book media impact monitoring while you were planning your event? If so, Backsearch Monitoring could be the ideal answer. We offer you a **flexible solution** to obtain information from archive database searching.

- | The Backsearch media list contains a selection of up to 3,000 national and international newspapers, magazines and online media as well as 11 German news agencies, from which you can compile your own individual selection:
 - | Top Germany: the most important German print and online media
 - | Germany Complete: all print and online media available via backsearch
 - | Top International: the most important international print media
 - | 11 German news agencies
- | If you want us to monitor additional media that are not included in the Top International list, simply state the titles you need. We can search your keyword in every title that is available via backsearch.
- | If you require monitoring of individual media, the media list allows you to restrict the search to the media and news agencies of your choice.
- | Search results will be delivered by email* in full text as a word document no later than 5 working days after placement of your order or after expiry of the latest publication date. The results are displayed in chronological order and can also be categorised on request according to keywords or search profile, country or media and news agencies. Images and original layouts cannot be either monitored or delivered.
- | **New: online research!** This service provides you with results of all available content on the internet – an overview of trends recording to your topic. You receive an Excel list, including media title, date of publication, headline and deeplinks to the articles.

* Due to copyright laws news agency articles are sent exclusively by email.

Our tip: You can also book our **Backsearch TV Monitoring** service (individual reports or whole programmes) – for broadcasts up to four weeks old!

For a more comprehensive evaluation of the search results we recommend a Media Impact Analysis. That way you receive a differentiated overview of past media presence and image, and a reliable basis for comparison with your current data. Our sales team would be happy to provide you with further details about the Backsearch Monitoring service. Call us at **+49 (0) 30/20 39 87-0** or send us an email at **sales@ausschnitt.de**.



Deutsche Medienbeobachtungs Agentur GmbH | Media Monitoring Agency | Agence d'Observation des Médias
Gneisenaustraße 66 | D-10961 Berlin, Germany | Tel.: +49(0)30/20 39 87-0 | Fax: +49(0)30/20 39 87-77
sales@ausschnitt.de | www.ausschnitt.de

Backsearch Monitoring

Fax answer: +49 30 203987-77

AUSSCHNITT Medienbeobachtung
Deutsche Medienbeobachtungs
Agentur GmbH
Postfach 11 03 80
D – 10833 Berlin

Sender:	_____

Telephone:	_____
Fax:	_____
Email:	_____
Contact person:	_____

Yes, I would like to order Backsearch Monitoring as described in the product information:

My topics/keywords:

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

Period of Backsearch Monitoring: _____

to _____

My media list:

- Top Germany
- Germany Complete
- Top International
- plus news agencies

	price print an online media	Price news agencies
Basic fee incl. 1 keyword, per order	150.00	50.00
Basic fee incl. 1 search profile, per order	170.00	60.00
Per result/report	4.90	5.90
Flat rate for delivery in Germany (Deutsche Post)		3.00

Optional

Translation of keyword, per language and keyword	25.00
For each additional keyword, print and online media	25.00
For each additional search profile*, print and online media	40.00
For each additional keyword, news agencies	10.00
For each additional search profile*, news agencies	10.00
<input type="checkbox"/> Categorisation, per category	10.00
<input type="checkbox"/> Including company logo (one-time payment)	100.00
<input type="checkbox"/> Online search, per started hour	60.00
Please ask for your tailored offer!	

Place, Date _____

Signature/Company Stamp _____

All prices are quoted in Euro, excluding VAT, and are listed in conjunction with the price list of 01.06.2006 and our General Terms and Conditions.

* Keywords with a maximum of three restrictions



Deutsche Medienbeobachtungs Agentur GmbH | Media Monitoring Agency | Agence d'Observation des Médias
Gneisenaustraße 66 | D-10961 Berlin, Germany | Tel.: +49(0)30/20 39 87-0 | Fax: +49(0)30/20 39 87-77
sales@ausschnitt.de | www.ausschnitt.de