

Your media presence at a glance

The Clipping Index provides you with a quick overview of the **results** of your current media monitoring. Presented in table form, it clearly and concisely lists all the **important data from your search results** from German print and online media, weblogs, TV stations, teletext channels and news agencies.

- | Complete overview of all search results in table form, including coloured charts showing the number of mentions and audience reach by media type
- | Individual overview of all search results with all relevant key data, such as media type, publication date, edition, media title, media category, media sector, federal state, circulation, audience reach and page impressions as well as headlines and URLs for online media and weblogs
- | **The Clipping Index is available in four versions:**
 - | Standard: as a general overview of your order or
 - | Option A: as an overview for a single keyword in your order
 - | Option B: as a separate overview for each keyword in your order
 - | Option C: as a complete overview of your order, including additional information on the distribution of the individual keywords in your order
- | You can optionally order advertising equivalent values on the basis of whole articles and whole TV recordings
- | You will receive your Clipping Index as an Excel file by email on a monthly basis or for longer time periods. You can additionally access your Clipping Index in the AUSSCHNITT Portal Archive. Also retrospectively from april 2006

We would be happy to help you optimise your PR evaluation and can provide information on other solutions for monitoring, analysis, editing services and reporting of classic media and social media. Use the fax order form, call us at **+ 49 30 203987-0**, or write to us at sales@ausschnitt.de.

