

Ad Reader Service

廣告追蹤服務

Provides instant advertisement information and market analysis
助您掌握最新廣告資訊及市場推廣分析

Our Service

Advertisements can be monitored in the terms of specific advertiser, brand name product or media. Every morning, client can browse the summary report over the web.

可根據特定的廣告商、品牌、產品或媒體作為監察目標。每天一早，用戶可以通過我們的網站，即時瀏覽當日的廣告撮要報告，內容井井有條。

Advertisement acts as the important start of the product promotion for end-users to get the most up-to-date product/ service news. Your marketing team is made aware of corporation promotion strategy by the latest published advertisement. News Power launched an "AD Reader Service" with advertisement monitoring which covers hundreds of newspapers & magazines, and are classified into different categories. Other than statistical reports, our reports not only consist of the advertisement images and related publishing data, but also the advertisers' contact details your marketing team's information. The "Advertiser Contact Report" helps you directly reach prospective clients and broaden the business network without extra cost & time consumption.

廣告為產品宣傳掀開序幕，要得知市場上各式各樣的推廣策略，就不得不從廣告統計著手。News Power 推出的「廣告監察服務」，為您收集本港百多份刊物的廣告及廣告商資料，並加以分類及統計，讓您隨時隨地瀏覽最新的資訊作策略研究。有別一般統計報告，除可獲得廣告圖像及媒體分佈資料外，我們專業的調查隊伍，進一步為您搜尋廣告商的通訊及背景資料，助您簡易直接聯繫潛在客戶羣，拓展商機。

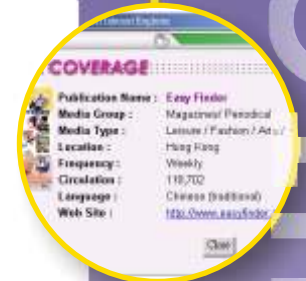
Ad Reader Report

Ad Reader reports contain the detailed information about the advertisement includes the following:

廣告報告巨細無遺地詳列各項資訊，包括：

- Category / Industry 廣告種類/行業
- Advertisement Headline 廣告主題
- No. of Spot 刊登次數
- Advertiser Name 廣告商名稱
- Brand Name 品牌名稱
- Advertisement Image 廣告圖像
- Media allocation 媒介分佈
- Published Date 出版日期
- Publication Name 刊物名稱
- Media Information 媒體資料
- Location 版位
- Size 刊登尺寸
- Color 顏色

Date	Publication	Ref	Page	Position	Color	Size
2005/11/19	Days Press	NC-277	B-2P	4	Color	Full Page
2005/11/19	HO Starline	NC-278	B-2	HO-2	Color	Full Page
2005/11/19	HO Starline	NC-278	B-2	HO-2	Color	Full Page



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Awarded by The Hong Kong Council of Social Service
多港社會服務機構評選

NEWS POWER



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Service Functions 服務功能

- Report Output 報告輸出

Instantly outputs the advertisement image and statistics into a comprehensive excel report for your record.
即時把有關廣告的圖像及數據輸出成 Excel 報表，方便存案。



- Advertiser Contact Info 廣告商通訊資料

Provides advertiser's contact information such as company name, brand, address, contact person, title, email, phone and fax. Helping you to reach the right person easily.



提供廣告商的通訊名錄，包括：中英名公司名、品牌、地址、聯絡人名稱、職銜、電話、傳真、電郵等，助您簡易地聯絡有關負責人。

- Media Information 傳媒資料

Provides detailed media background information, Such as circulation etc.

提供詳盡的媒體背景資料，包括其發行量等。



- Image Zoom In 圖像瀏覽

You can use zoom in function to view full size color advertisements for your reference.

用戶可以隨時可放大瀏覽廣告圖像。

Other Support Services 其他支援服務



Clipping Service
剪報服務



Direct Marketing Service
直效行銷服務



Telemarketing Service
電話行銷服務



Business Contact Database
工商通訊名錄



eMail Marketing Service
電郵發送服務



Press Release Distribution
新聞稿發佈服務



Fax Marketing Service
傳真發送服務



Marketing Research
市場調查

