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press release

TAB Releases “Eyes On” Data for Cincinnati Market

Cincinnati, OH, June 3, 2009: The Traffic Audit Bureau (TAB) has released the data for their new ratings system, dubbed “Eyes On,” for the Cincinnati market.

The new system of measurement, called “Eyes On Impressions” (EOI) will transition and eventually replace the current method of audience measurement used by the outdoor advertising industry – Daily Effective Circulation (DEC). The new ratings system has risen from a measurement of “opportunity to see,” which is what TV, radio, newspaper, etc. provide, to a measurement of “likely to see.” This new currency literally provides a measurement of the number of people that will see a given ad.

For information on Eyes On, visit the TAB’s website at www.eyesonratings.com.

Norton Outdoor Advertising is Cincinnati’s family owned and operated outdoor advertising company. In business since 1949, Norton offers more than 900 boards in the market to satisfy your advertising plan, including 8-sheets, 30-sheets, bulletins, trivisions and a network of digital displays. For more information, visit www.norton-outdoor.com

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