

Design breakthrough advertising campaigns

DialogPRO Advertising

Everything your agency needs to understand the products, the markets and the media



When to use it >>

- Stay abreast of product placement trends
- Advise your clients more effectively with facts and figures about media selection
- Gain competitive intelligence on other agencies
- Search by companies or brand names for news and product announcements
- Run preliminary trademark searches
- Tailor your pitch to specific audiences
- Build prospective client lists

Who uses it >>

- Advertising agency executives
- Business and financial analysts
- Marketing specialists
- Product and brand managers
- Public relations professionals
- Creative directors, media analysts
- Sales executives and staff

Research from the top industry sources

DialogPRO Advertising provides access to market research, industry news, trademarks and product announcements to sharpen your competitive edge from top industry sources, including:

- > ABI/INFORM®
- > Advertiser and Agency Red Books™
- > Advertising Age
- > AdWeek
- > BrandWeek
- > Crain's Business Journals
- > Dialog NewsRoom
- > EIU Market Research
- > TRADEMARKSCAN®

Big business information at a small business price

DialogPRO Advertising works within your requirements and your budget. As a subscriber, simply "pick and choose" the channels that meet your needs – all under a single flat rate price. Plus, you'll have the opportunity to

access *Dialog's* complete collection of nearly 600 databases for transactional purchases, ensuring that you have access to the world's largest collection of premium content.

Get results fast

Developed by top research professionals in the industry, the *DialogPRO* Advertising interface is comprised of user-friendly search forms that search premium content. Your search will

retrieve relevant documents quickly – eliminating the need to sort through thousands of useless hits.

What is PRO?

PRO stands for Predictable Research Online:

Predictable

Research Options are available for small businesses. Not all organizations are the same. Choose the *DialogPRO* channel that fits your needs. Pay one fixed rate and use *DialogPRO* as often as you want.

Research

DialogPRO contains the information to monitor industry trends, prepare for client presentations

and also make informed decisions. When it comes to content, *Dialog* is your connection.

Online

DialogPRO is fast. The interface is a collection of intuitive fill-in-the-blank search forms. Behind-the-scenes search queries ensure that you retrieve the most relevant documents, eliminating the need to sort through thousands of useless hits.

Get DialogPRO Advertising now

DialogPRO Advertising makes advertising research accessible and affordable. Contact us today to build your competitive advantage.

To learn more about *DialogPRO* Advertising, visit www.dialog.com/products/dialogpro/.

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