

PreparedFoods.com

Online TRAFFIC REPORTING

Finally, there is an initiative to provide online marketers like you accurate, transparent, non-manipulated web traffic metrics.

We at **Prepared Foods** are proud to pave the way in the food and beverage industry to give you website analytics that ignore the plethora of non-human traffic. No one wants to pay for an ad just to have a robot view it!



Stop Exaggerated Traffic Reports: Prepared Foods is Paving a Clear Road for the Future

Search engines generate an enormous amount of non-human traffic on ALL websites, which are referred to as spiders or robots. They constantly "crawl" websites and can be counted as traffic. But we know a robot can't click on your ads or buy your products and services. Nor should you have to pay for automated, useless traffic.

The Interactive Advertising Bureau (IAB)



recently announced its Audience Reach Measurement Guidelines. Their goal? To establish a set of measurement standards that give online marketers metrics that reflect REAL LIFE traffic.....

traffic with eyeballs.

IAB measurement guidelines goals

1. Filtration procedures are required to exclude non-human traffic from measurement counts
2. Caching must be appropriately accounted for
3. Web providers internal traffic should be excluded from counts
4. Accountability should remain the purview of the measuring /selling organization

To learn more, go to www.iab.net

Numbers You Can Count On



Prepared Foods is proud to be a part of an initiative born

out of IAB's guidelines and executed by credibility powerhouses Nielsen Online and BPA Worldwide. By choosing to participate in their SiteCensus tracking program our website traffic data is independently collected, reported and audited. Can other publications' websites say the same?

Contact your sales representative to get information on how to view the BPA audited traffic data.



"By submitting to an independent, third party audit of site traffic, BNP Media is showing a commitment to providing the online media buying community with standardized and reliable measurement of audience reach within the markets they serve." - Glenn Hansen, BPA Worldwide President and CEO



PREPARED FOODS IS PROUD TO IMPLEMENT THE IAB AUDIENCE REACH MEASUREMENT GUIDELINES ESTABLISHED BY CREDIBLE COMPANIES SUCH AS BPA WORLDWIDE, NIELSON ONLINE AND THESE COMPANIES:

AccuWeather.com	Disney Interactive Media Group	PricewaterhouseCoopers LLP
AMC Group Online Media Services	DoubleClick, Inc.	Reed Business Information US
AOL	Ernst & Young LLP	Scarborough Research
Audit Bureau of Circulations (ABC)	Feeva Technology	Scripps Network
BPA Worldwide	Google, Inc.	SourceForge Inc.
Broadband Enterprises	ImServices Group	The Wall Street Journal Digital Network
BuzzLogic	Meredith Interactive Media	TheStreet.com
CBS Interactive	Microsoft Advertising	Univision Online
CNN.com	Millward Brown USA Inc.	Weather Channel Interactive (Weather.com)
comScore	MTV Networks	Yahoo!, Inc.
Cox Newspapers, Inc.	Nielsen Online	YuMe Networks
Deloitte & Touche, LLP	Operative	Zango

Want to learn how IAB defines common terms?

Check out BPA Worldwide/Nielson Online Website Auditing Terminology

Unique Browsers

Each user visiting a site instrumented with the BPA/Nielson Online SiteCensus code has a unique cookie id assigned to their browser to determine browser uniqueness. If a browser does not accept cookies, User-Agent Strings and IP Addresses or other BPA approved methods may be used to identify unique browsers.

Page Impressions

A Page Impression is recorded each time a page instrumented with the BPA/Nielson Online code is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache. Auto refresh activity –activity that results from auto refresh mechanisms is not activity that contributes to the determination of page impressions, page duration, user sessions or other measurements.

User Sessions

When a user visits a site, views various pages (with no less than 30 minutes between pages) and then leaves the site,

this is defined as a User Session. A pause which causes a period of inactivity of more than 30 minutes is considered to be the start of a new User Session.

Unique Browser Frequency

Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

User Session Duration

The average time visitors remain on a site per session.

Page Duration

The time spent viewing any page on a website.



www.preparedfoods.com



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If you would like more information, please contact your regional sales representative.

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