



*Alliance for
Audited Media*

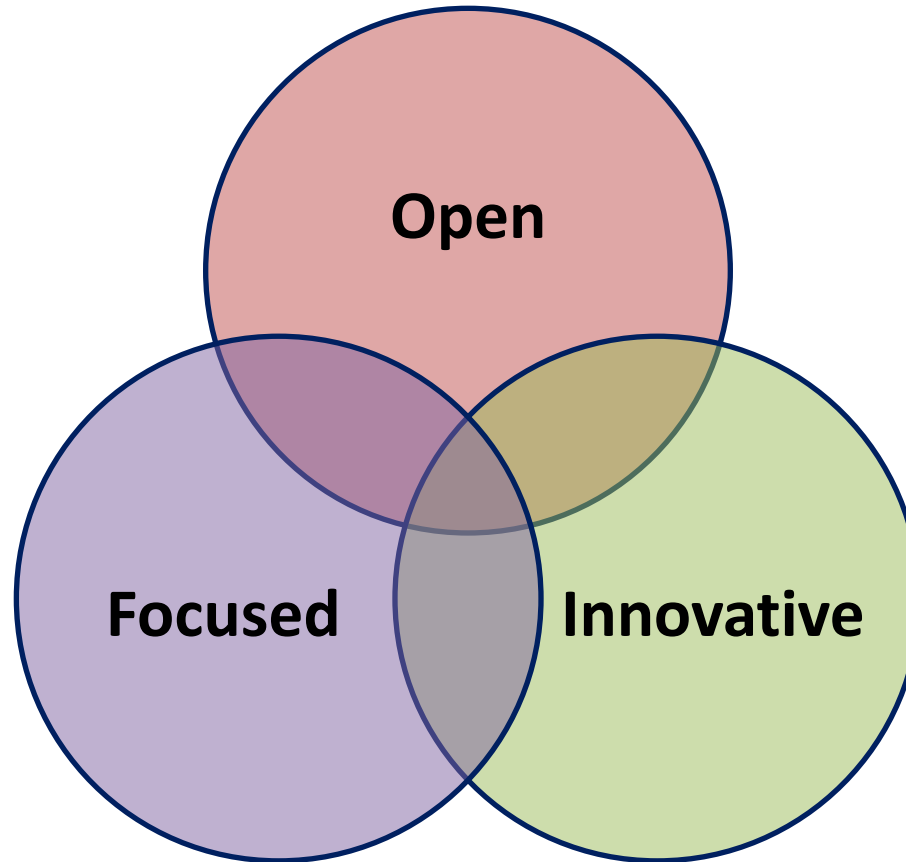
TRANSACTION WITH TRUST

Selling More: Communicating Your Full Brand Story

Tom Drouillard, AAM CEO

May 22, 2015

A New Orientation at AAM



Facilitating commerce for our clients

canadian advertising rates & data

CARDonline
www.cardonline.ca



5 million
queries



Independently verified AAM data is the foundation of assurance and trust, consistently relied upon by thousands of North American media planners and buyers.

Showcase Your Brand

**AAM All
Access**

Coming 2H 2015

- Transformational reporting
- Timely cross-channel data
- Consolidated brand portal
- Vast data dissemination network



Providing Digital Assurance, Too



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YAHOO!

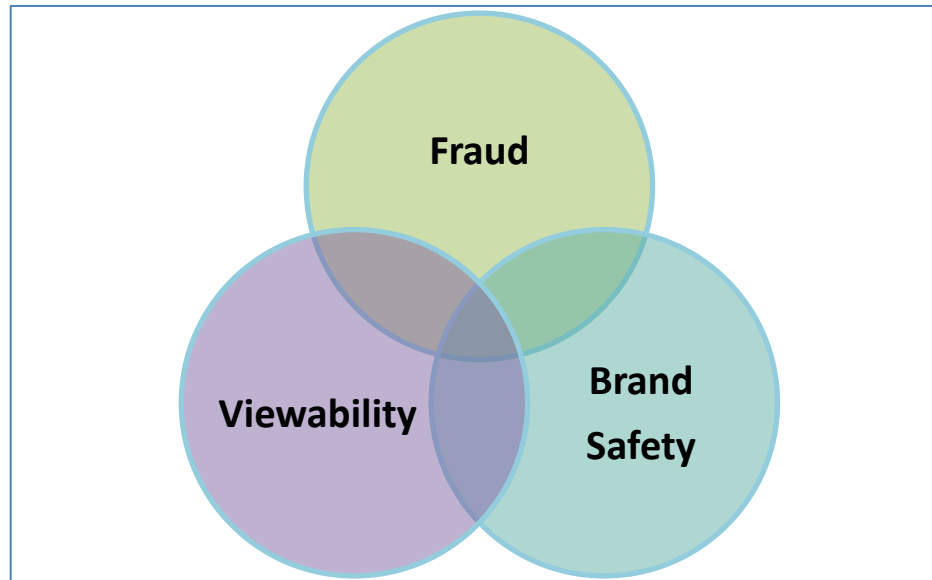


Transact with trust.



Big Focus on Industry Collaboration

Helping the industry address critical issues.



NEWSPAPERS CANADA

A JOINT INITIATIVE OF THE CANADIAN NEWSPAPER ASSOCIATION AND THE CANADIAN COMMUNITY NEWSPAPERS ASSOCIATION



What's Next?

AAM Site Certifier

- Allows you to sell with verified digital metrics

Dynamic Online Interface

- Tell your custom story visually to thousands of media buyers

Digital Trust and Transparency

- Fight fraud, malware and piracy with other industry bodies

Institutionalized through AAM information services