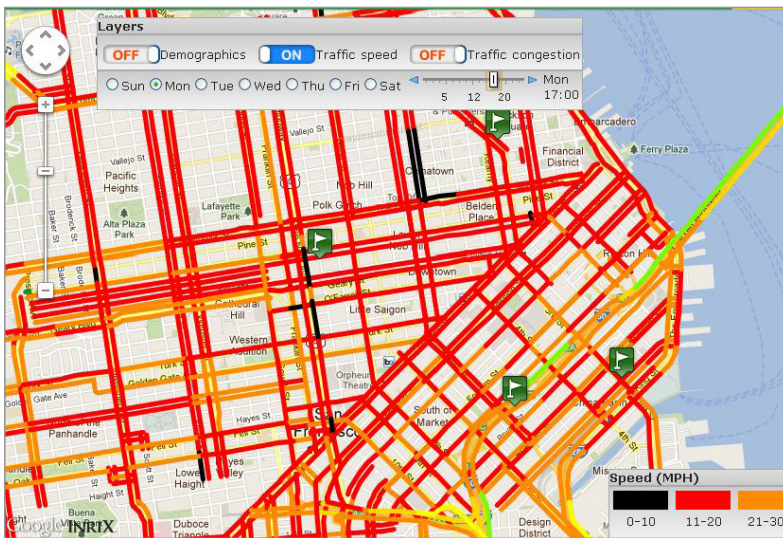


These days, outdoor advertising is more important than ever to your clients. When used correctly, this compelling medium creates more impressions and more sales than any other advertising format. Period.

In 2012, the outdoor advertising market is expected to reach \$28 billion in worldwide revenue. Are you and your agency getting your fair share of this large and growing revenue stream?

If not, ask yourself why. Is it because your margins are razor thin? Is it because there isn't reliable demographic data? Is it because the traffic information is too hard to verify? Is it because there isn't a unified database of all available outdoor properties? Is it because it's just too manual of a process?



INTRODUCING ADPRO™: MAKE YOUR OUTDOOR ADVERTISING MORE PROFITABLE

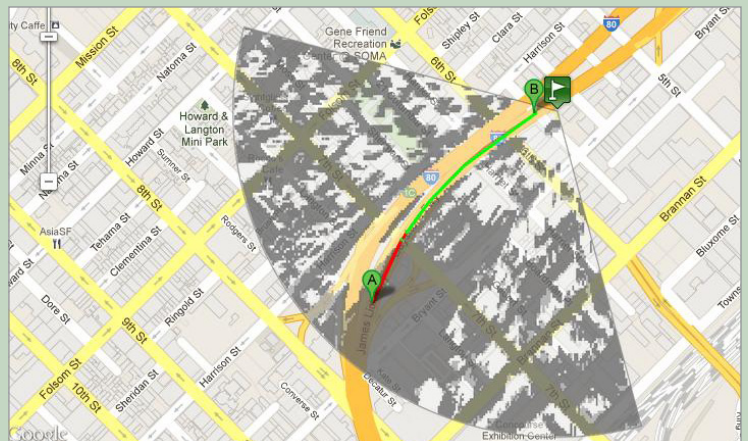
Intermap, a leading provider of location-based information solutions for over 15 years, has developed an all-in-one Web-based application called AdPro that will revolutionize the way you manage and grow your outdoor advertising business. AdPro combines best of breed demographic, traffic and mapping data into one easy-to-use Web interface.

Subscribers can visualize their area of interest in a 3D view as depicted in the top image to the left. This function in AdPro allows both media owners and buyers to better visualize a current or potential billboard location. Additionally, AdPro's Market Overview, as shown in the image to the immediate left, allows the user to view their location, or proposed location, and examine the historical traffic speed values on a day-by-day and hour-by-hour analysis.

EXPOSURE

"AdPro does it all. And that's important to a small advertising firm like us. My team now spends a fraction of the time they used to in managing our advertising campaigns, and we can see a path to increasing the revenue we do in this segment of our business."

– Bernard Sandoval, President, Sandia Advertising



The exposure functionality of AdPro allows the user to determine where a billboard location can be seen from. Also, subscribers can see the exposure for a location based on traffic patterns and speed.

All subscribers to AdPro will benefit from:

- Access to AdPro’s demographic ranking functionality, identifying where media locations best fit campaign targets.
- AdPro’s exposure calculation, identifying where a media location can be seen from and for how long that media location will remain in sight.
- Traffic speed and congestion data from INRIX. This traffic data is aggregated and averaged constantly to provide historical speed and congestion patterns surrounding media locations.
- Batch import functionality, 3D and street view imaging, and AdPro API integration.
- NEXTMap® 3D city models, unlimited media location reports, and private labeling.
- Access to a designated support specialist.

ADPRO
MAKES IT EASY

The dashboard interface includes a sidebar with 'Billboard Info' (Id: 50, Location: Hwy 101 & Potrero Ave & Vermont St & Cesar Chavez St, San Francisco, CA 94110, USA, Coordinates: 37.75086, -122.40376), 'Geometry' (Facing: S, Height: 55, Dimension (WxH): 22x18), and 'Attributes'. The main area features a satellite view and a street view of the billboard location. Below the maps is a table of billboards.

id	vendor	facing	size (W)	size (H)	heigh	illum	media	location	lat	lng
49	Clear Chann	SW	32	14	66	Yes	Billboard	1-99 Morris St, San Francisco, CA 94107, USA	37.777186712368485	-122.40243328619476
50	Clear Chann	S	22	18	55	Yes	Billboard	Hwy 101 & Potrero Ave & Vermont St & Cesar Chave	37.75086185460177	-122.40375985290899
51	Clear Chann	SE	32	14	60	Yes	Billboard	James Lick Fwy, San Francisco, CA 94134, USA	37.7065722488668	-122.39550409986327
52	Clear Chann	SE	32	14	75	Yes	Billboard	2985-2987 San Bruno Ave, San Francisco, CA 94134	37.7243358931852	-122.40190722495822
53	Clear Chann	S	32	14	44	Yes	Billboard	699 3rd St, San Francisco, CA 94107, USA	37.77920375138126	-122.39279635554453
54	Clear Chann	W	32	14	30	Yes	Billboard	42 Columbus Ave, San Francisco, CA 94111, USA	37.79618694560785	-122.40398877857507
55	CBS	SW	32	14	82	Yes	Billboard	1900-1920 Market St, San Francisco, CA 94102, USA	37.77065097778192	-122.42537744047547
56	CBS	SW	12	25	15	No	Poster	466 Brannan St, San Francisco, CA 94107, USA	37.77893043958783	-122.3959427116394

The dashboard is an inward-facing tool where subscribers, such as media owners, can view the content of a billboard, how long a campaign will run on the billboard (availability), and the rate being charged for the campaign. This is part of AdPro’s Account Management functionality.

ABOUT INTERMAP

Headquartered in Denver, Colorado, Intermap (www.intermap.com) is a leading provider of location-based information solutions. For over fifteen years, the company has set the industry standard for creating high-resolution 3D digital models of the earth’s surface.



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