



the Cutting Edge®
media evaluation software



The Cutting Edge v3.5 Lite Edition

Cutting Edge Lite Features

- 2 qualitative units
- 7 quantitative units
- Choose from 45 analyses
- Directory of over 9,000 titles
- Runs on your desktop PC
- Colour printing
- Simple to upgrade to Full Edition

Cutting Edge Lite is the starter package. It is the ideal solution for anyone who is starting to evaluate their media coverage for the first time or needs a sound evaluation of their media coverage without the in-depth analysis of more expensive packages.

With the Lite version you can use your desktop computer to see how much coverage you have received about a 'client', a division of the client, a campaign or an individual key message. If you work in-house, 'clients' can be divisions or departments that use your services.

Cutting Edge Lite uses the same quantitative and qualitative units as the Full Edition. All information you enter can be transferred into the Full Edition at a later date if you want to.

The directory of titles holds advertising rates, circulations and readerships for 9,000 print titles and broadcast stations. There is no need for you to search through directories or find the information yourself. Just choose the title from the directory and the information is inserted for you.

Easy to use, but still powerful, Cutting Edge Lite can help you manage your PR effort. Its reports and graphs enable you to measure the results of your PR work and demonstrate the impact of any media coverage.

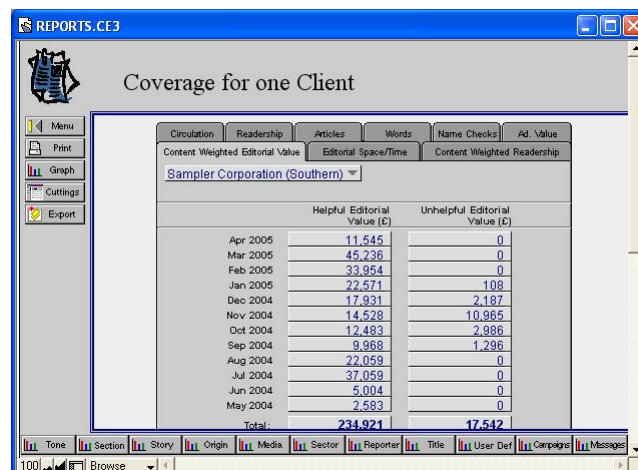
Your strategies can be supported with hard facts from the Cutting Edge. The facts are reported in a variety of units, including cash: terms easily understood by non-PR managers.

From the cuttings screen, details can be entered about each of your cuttings or broadcast transcripts. A printout can be produced for each cutting which shows information from this screen along with a space to clip the cutting.

The screenshot shows the 'CUTTINGS.CE3' window with the 'Cutting Details' form. The form includes fields for Title, Date, Headline, Reporter, Client, Section, Story, Origin, User Def, Length, and Premium Positions. The 'Premium Positions' section shows a table with columns for position, percentage, and cost.

Premium Positions:			
Page Lead	4	%	
Accompanying a photograph	5	%	
		% Add: 9	1,133.60

Features	Benefits
Powerful reports	
<i>Measure the impact of your media coverage</i>	Helps you to manage your PR effort. You can't manage what you can't measure.
<i>Track coverage on each of your key messages</i>	Shows which messages are being communicated successfully and whether resources need to be re-focused.
<i>Range of 45 different analyses</i>	Pinpoints where your coverage comes from, what it is about and where it appears.
<i>2 qualitative units (Content Weighted Editorial Value & Content Weighted Readership)</i>	Incorporates the tone of your coverage. Shows how well your key messages were communicated to your target audience.
<i>7 quantitative units (circulation, readership, advertising value, no. of name checks, no. of articles, no. of column centimetres/broadcast seconds & no of words)</i>	You can supplement your qualitative analysis with a number of factual reports.
Ease of use	
<i>Runs on your desktop PC</i>	You have immediate access to all of your cuttings data. You can produce reports at any time. You have control.
<i>Editorial Multiplier for each client</i>	Editorial and advertising have different impacts depending on the circumstances. You can assign a different weighting for each client. The ad value of their coverage is automatically weighted by this value.
<i>Directory of over 9,000 UK titles inc. equivalent advertising values</i>	No need to search through directories to get the ad rate, circulation or readership for publications. The Cutting Edge directory even includes BBC TV & radio and publications that don't take advertising.
Presentation	
<i>Choice of chart styles</i>	Summarise your data in a range of bar and stacked bar charts.
<i>Print all analyses</i>	Supplement your reports with bar charts (printed in colour if you have a colour printer).



Coverage can be analysed at four levels: all coverage, for one client, for one campaign or for one key message. A range of reports and graphs can be produced to analyse the coverage. You gain an in-depth understanding of what it was about, where it appeared, etc.

FOR WINDOWS

Minimum Requirements

- Intel compatible Pentium 90 or higher
- 32Mb RAM
- Hard disk drive
- Windows 98, ME, NT4.0 (SP6), 2000, XP
- a mouse or other pointing device
- CD-ROM drive to install the software

FOR MACINTOSH OS

Minimum Requirements

- Power Macintosh computer or higher (G3 or higher for OS X)
- Mac OS 8.6 through 9.2.2 or OS X 10.1 or higher
- 32 Mb RAM (128 Mb for OS X)
- Hard disk drive
- a mouse or other pointing device
- CD-ROM drive to install the software

To get your free demo disk or talk to one of our consultants:

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CUTTING EDGE
SOFTWARE

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