



TRUE RESPONSE

Making sure publishers get all the credit for leads that emanate from their publication - both in hardcopy & online formats.



With the ever growing reality of magazine readers turning directly to the web rather than mailing a reader service card, publishers do not get their due credit for bringing an advertiser and reader together. That is until now! IMS introduces True Response, a method for allowing publishers to reclaim that credit.

Here's how it works

- A coded URL is placed under each ad or editorial piece; it's as easy as stripping in RS numbers.
- The URL is unique to each advertiser and is issue specific.
- The reader will enter this URL into their web browser.
- Our IMS server will record the hit, including the time and date it occurred.
- The reader will seamlessly get redirected to the advertiser's "true" website.

Leads are delivered to the advertisers in a single, easy-to-use lead package, either electronically or via printed labels.

Results are also posted over our award winning eBasket technology providing publishers and sales reps with a comprehensive report package for each of the program sources on an advertiser-by-advertiser basis, as well as in a summary format.

When combined with data from other services provided by IMS, you have a complete picture of each advertiser's promotional activity.

SAMPLE

Search for a specific show exhibitor, and once selected, go directly to all the show data pertaining to it.

Data in this launch page provides an instant summary analysis.

Export reports to excel.

Tradeshow Tracking

Exhibitor Quick Search:

[Tradeshow List](#)
[Hot List](#)

Tradeshow List

Filter By Market:

5 record(s) found

| Market | Trade Show | Owner | Square Feet | Revenue | Start Date | End Date | Show Venue | Show City | Select Shows (Clear) |
|-----------------------|--|-------------------------------|-------------|---------|------------|-----------|----------------------------------|----------------------|--------------------------|
| CANDY | ALL CANDY EXPO | NTL CONFECTIONERS ASSOCIATION | 79,800 | 1,369 | 6/6/2000 | 6/8/2000 | NAVY PIER | CHICAGO, IL, USA | <input type="checkbox"/> |
| CANDY | ALL CANDY EXPO | NTL CONFECTIONERS ASSOCIATION | 113,700 | 850 | 5/6/2001 | 7/6/2001 | MCCORMICK PLACE | CHICAGO, IL, USA | <input type="checkbox"/> |
| DRUG STORE | NACDS MARKETPLACE - CL | NACS | 154,300 | 1,845 | 6/25/2000 | 6/28/2000 | ERNEST N MORIAL CONVENTION CTR | NEW ORLEANS, LA, USA | <input type="checkbox"/> |
| GIFT | NY GIFT MARKET DIRECTORY | GEORGE LITTLE MANAGEMENT INC | 171,500 | 1,130 | 8/14/1999 | 8/19/1999 | JACOB K JAVITS CONVENTION CENTER | NEW YORK, NY, USA | <input type="checkbox"/> |
| DESIGN COMMERCIAL ART | GLOBALSHOP | VNU | 96,600 | 1,978 | 3/22/2004 | 3/24/2004 | SANDS EXPO & CONVENTION CTR | LAS VEGAS, NV, USA | <input type="checkbox"/> |

Click here to view selected shows

5 record(s) found

Click a show name and you will be provided with an exhibitor listing of that show.

You can view one or more shows at a time by selecting the corresponding box.

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ABOUT IMS

With offices in Toronto, New York and London, IMS has served magazine publishing professionals since 1979. Over 2,300 magazine titles utilize our array of products that help sell additional pages of advertising, increase lead results for advertisers and produce creative web solutions.

Proud of our high-tech reputation, our leading software technology continues to gain industry-wide recognition. Industry Canada, recognizing our 'advancing-the-science' contribution, has rewarded our company with substantial research and development grants over a number of years to encourage us to continue our leading edge developments.

Here are the facts:

- IMS is privately owned, shared by all employees through an innovative employee benefit program that transcends profit sharing to include full equity sharing.
- Headquartered in Toronto, occupying a 38,000 sq ft facility.
- 200+ full-time employees work out of offices in Toronto, New York and London.
- 18 account representatives focus 100% on serving the needs of our 2,000+ client base.
- 25+ programmers on staff respond to our clients' needs quickly.
- With 28+ years under our belts, we have yet to have a single year pass without introducing something new (often value-added) to our clients.
- Our single largest database grows at over 180 million records per month, to a projected size of 2.2 billion records a year.
- \$2,000,000 invested in infrastructure and co-location facilities ensures 24/7 access to your sales-generating information.

