



## Intel

Welcome to IMI

**For assistance please contact <salesperson> at <salesperson number>**

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Login



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Advertising Space

**The conditional display of system, account and user alerts should be conducted at this point via pop out.**



## Forgot Username or Password?

For assistance please contact <salesperson> at <salesperson number>

[Back to Login](#)

After <number of attempts to be determined by biz rules> the “Back to Login” button disappears.



## Your Session Expired

Etiam luctus urna vitae dui. Suspendisse aliquam nisl lobortis diam nonummy volutpat. Phasellus non ipsum ac ligula imperdiet fringilla. Vestibulum lacus purus, euismod sed, suscipit at, condimentum nec, magna. Curabitur id metus eu mauris consequat semper. Ut turpis ligula, commodo in, accumsan vel, cursus sed, erat.

Username

Password

[Forgot Username or Password?](#)

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## **Your Session Has Been Terminated**

Etiam luctus urna vitae dui. Suspendisse aliquam nisl lobortis diam nonummy volutpat. Phasellus non ipsum ac ligula imperdiet fringilla. Vestibulum lacus purus, euismod sed, suscipit at, condimentum nec, magna. Curabitur id metus eu mauris consequat semper. Ut turpis ligula, commodo in, accumsan vel, cursus sed, erat.

**Contact VMS at <1-800-555-1212>**

**The single seat boot page is identical to the session expiration, except the wording and the addition of VMS contact info.**



Search

Advanced Search

System Folders

All Coverage (201)

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Dec. 06 (23)

Good Coverage (12)

All Coverage



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Selected Articles

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Sunday Oregonian

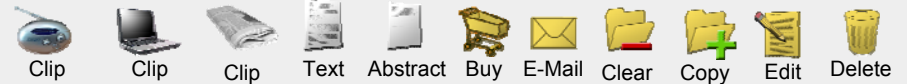
Portland, OR 01/21/2007

"People's Pharmacy"

Joe Graedon, Teresa Graedon

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Audience: Buy; Media Value: Buy; MPI: Buy;



Channel 4 News Weekend

KNBC-TV (NBC) Ch./Freq. 4 Los Angeles, CA 05/08/2005 4:30 PM - 5:30 PM

"Pain Medicine"

Kelly Mack

00:17:14 TZ; Pain Medicine: American Pharmacist Assoc sends out survey for rating of pain medicine. V; Aleve. V; Bayer. V; Advil. V; Ibuprofen. V; 2004 Pharmacist Survey of OTC Products. I; Pain sufferers, talk about being in pain. V; Tylenol Sinus. Tylenol Sinus picked for help with sinus headaches. Advil chosen to deal with menstrual pain. V; Motrin. V; Tylenol. Tylenol chosen for adult headaches, beat Advil and Motrin. I; Bruce Hensel, MD, NBC4 Chief Medical Editor, says Tylenol is good for headaches. V; Excedrin Migraine. Excedrin Migraine beat out Extra Strength Tylenol. Excedrin Migraine and Excedrin are the same. GR; Best Over the Counter Painkillers: Tylenol-Sinus, Tylenol, Excedrin Migraine, Advil.

00:19:44

Audience: Buy; Media Value: Buy; MPI: Buy;



New York Times

New York, NY 01/22/2007

"Using The Newsroom To Represent Honesty"

Stuart Elliott

The gossip columnist Walter Winchell delivered commercials for brands like Jergens lotion on his radio and television shows in the 1930s through 1950s. From 1937 to 1956, a drama series, "Big Town," about a crusading newspaper editor, ran on radio and TV, sponsored by products like Bayer aspirin and Lifebuoy soap.

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South Florida Sun-Sentinel

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"Tiny New Thrips Have A Big Appetite For Roses"

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- Dec. 06 (23)
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**All Coverage** [E-Mail] [Copy] [Report] [Print]

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- Other Reports
- Manage Folders**
- Delete Folder
- Rename Folder
- New Folder
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**New** **Sunday Oregonian**  
**Portland, OR 01/21/2007**  
*"People's Pharmacy"*  
 Joe Graedon, Teresa Graedon  
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[Clip] [Clip] [Clip] [Text] [Abstract] [Buy] [E-Mail] [Clear] [Copy] [Edit] [Delete]

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[QV Clip] [HQ Clip] [Buy] [E-Mail] [Clear] [Copy] [Edit] [Delete]

**New York Times**  
**New York, NY 01/22/2007**  
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[Clip] [Buy] [E-Mail] [Clear] [Copy] [Edit] [Delete]

**South Florida Sun-Sentinel**  
**Fort Lauderdale, FL 01/19/2007**  
*"Tiny New Thrips Have A Big Appetite For Roses"*  
 Christine Winter Huneau  
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Advanced Search

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- Reports
- E-Mail
- Clipbook
- Media Coverage
- Other Reports
- Manage Folders
- Duplicate Folder
- New Folder

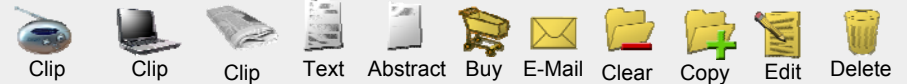
### Coverage



Select All Selected Articles Sort Filter Display All Prev Page 2 of 21 Go Next

#### Sunday Oregonian

Portland, OR 01/21/2007  
"People's Pharmacy"  
Joe Graedon, Teresa Graedon



**Dropdown menus should only show viable options. E.g. Since system folders can't be renamed or deleted, those options are not shown.**

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Buy:



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Shopping Cart ? Help

System Folders

All Coverage (201)

Inbox (120)

New (2)

Selected (0)

My Folders

Dec. 06 (23)

Good Coverage (12)

Saved Search 1

- Reports
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- Edit Search
- Delete Search
- Rename Search
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- Duplicate Search

### All Coverage



Select All Selected Articles Sort Filter Display All Prev Page 2 of 21 Go Next



#### Sunday Oregonian

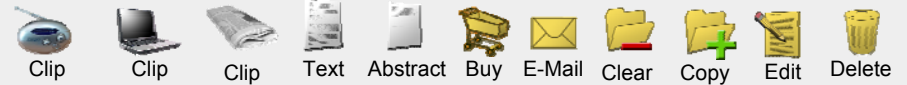
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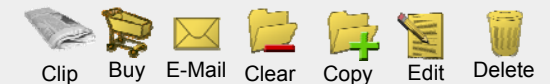
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#### South Florida Sun-Sentinel

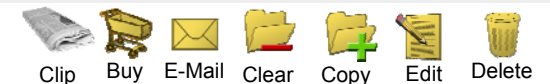
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Dec. 06 (23)

Good Coverage (12)

### All Coverage



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#### Sunday Oregonian

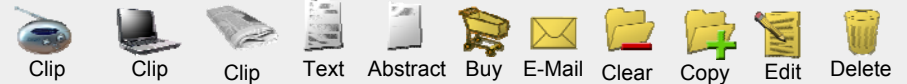
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## Coverage

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### Sunday Oregonian

Portland, OR 01/21/2007

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New 

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The New York Times

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Sun-Sentinel

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Fort Lauderdale, FL 01/19/2007

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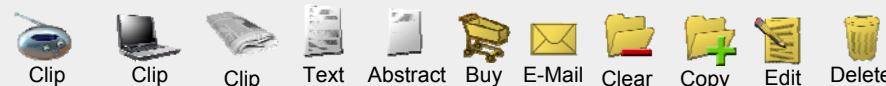
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New Folder

Folder Name

Cancel Create

; **Aleve** . V; **Bayer** . V; **Advil** . V; **Ibuprofen** . V; **Tylenol** Sinus picked for help with sinus headaches , beat Advil and Motrin. I; Bruce Excedrin Migraine beat out Extra Strength Tylenol.



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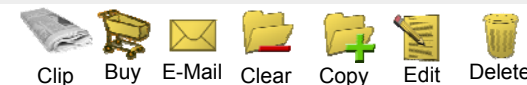
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 2004 Pha  
 headach  
 Hensel, M  
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 00:19:44

**New Folder**  
 Name already in use. Please choose a different name..  
 Folder Name   
 Cancel Create

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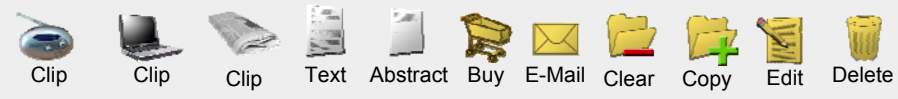
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 New York, NY 01/22/2007  
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of 21

[Go](#)[Next](#)**New** **Sunday Oregonian**

Portland, OR 01/21/2007

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**The Oregonian****New** **Channel 4 News Weekend**

KNBC-TV (NBC) Ch./Freq. 4 Los Angeles, CA 05/08/2005 4:30 PM - 5:30 PM

*"Pain Me"*

Kelly Ma

00:17:14

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Hensel, M

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; **Aleve** . V; **Bayer** . V; **Advil** . V; **Ibuprofen** . V;  
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**The New York Times****South Florida Sun-Sentinel**

Fort Lauderdale, FL 01/19/2007

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 Portland, OR 01/21/2007  
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Sunday Oregonian

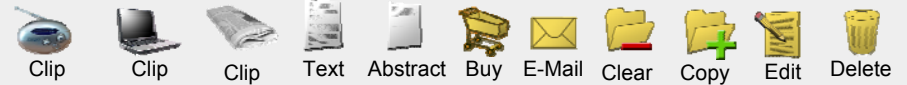
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#### Sunday Oregonian

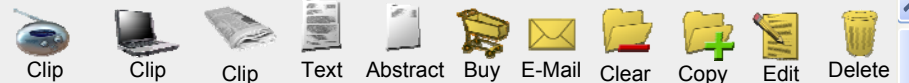
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#### New York Times

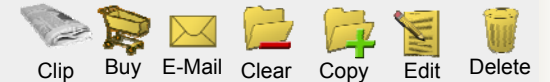
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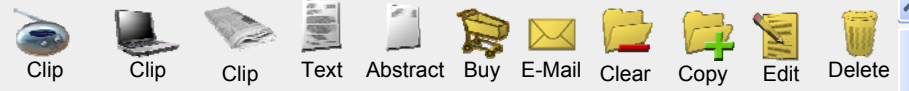
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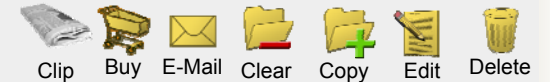
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Media Outlet

## ▼ Location

- All Countries [Select Countries](#)
- All DMAs [Select DMAs](#) From
- All States [Select States](#)
- All Counties [Select Counties](#)
- All Cities [Select Cities](#)

## ▼ Media Type

- Print**
- Newspaper  Magazine
- Weekly
- Broadcast**
- Network  Cable
- Local  Radio
- Internet**
- Web  Podcast
- Blogs

## ► Values

## ► Limit Coverage to

## Advanced Query Builder

## Find results

with **all** of the wordswith the **exact phrase**with **at least one** of the words**without** the words

where the word

is  

to the word

Cancel

Save

## Specify Countries

## Countries

Use the text entry field to shorten the list of countries.  
Select the countries from the list below and move them to the list on right with the arrow button, then choose to include or exclude them.

Include These Countries  
 Exclude These Countries

A

- Abkhazia
- Afghanistan
- Akrotiri and Dhekelia
- Åland
- Albania
- Algeria
- Andorra
- Angola
- Anguilla
- Antigua
- Argentina
- Armenia
- Aruba
- Ascension Island
- Australia
- Austria
- Azerbaijan

Note that the countries in the list on the left will be included if the countries on the right are excluded and vice versa.

Cancel

Save

Tip: You can match an exact phrase by putting it in "double quotes"

## Specify States

## States

Use the text entry field to shorten the list of States.  
Select the states from the list below and move them to the list on right with the arrow button, then choose to include or exclude them.

Include These States  
 Exclude These States

- Alabama
- Alaska
- American Samoa
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- District of Columbia
- Florida
- Georgia
- Guam
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky

Note that the states in the list on the left will be included if the states on the right are excluded and vice versa.

Cancel

Save

▶ Values

▶ Limit Coverage to

## Advanced Search

## Specify Counties

## Counties

Use the text entry field to shorten the list of Counties.  
Select the Counties from the list below and move them to the list on right with the arrow button, then choose to include or exclude them.

- Include These Counties  
 Exclude These Counties

Ada

- Ada County, ID
- Adair County, IA
- Adair County, KY
- Adair County, MO
- Adair County, OK
- Adams County, CO
- Adams County, ID
- Adams County, IL



Note that the Counties in the list on the left will be included if the Counties on the right are excluded and vice versa.

Cancel

Save

Cancel

Search

## Specify Cities

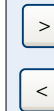
## Cities

Use the text entry field to generate a list of matching cities.  
Select the cities from the list and move them to the list on right with the arrow button, then choose to include or exclude them.

- Include These Counties  
 Exclude These Counties

Ad

- Ada, MN
- Adair, IA
- Adair, GA
- Adams, MN
- Addison, TX
- Adel, IA
- Adel, GA
- Adelanto, CA
- Adrian, OH



Note that the Counties in the list on the left will be included if the Counties on the right are excluded and vice versa.

Cancel

Save

## Advanced Search

## Keyword(s)

Search In:   

## ▼ Time

## Publication Date



From

To

## ▼ Media Origin

Media Outlet

Program

## ▼ Location

 All Countries [Select Countries](#) All DMAs [Select DMAs](#) From  All States [Select States](#) All Counties [Select Counties](#) All Cities [Select Cities](#)

## ▼ Media Type

 Print Newspaper Magazine Weekly Broadcast Network Local

## ► Values

## ► Limit Coverage to

## Specify Designated Market Areas (DMAs)

## DMAs

Use the text entry field to shorten the list of DMAs.  
Select the DMAs from the list below and move them to the list on right with the arrow button, then choose to include or exclude them.

- A
- Abilene-Sweetwater TX 163
  - Albany, GA 147
  - Albany-Schenectady-Troy 55
  - Albuquerque-Santa Fe NM 47
  - Alexandria, LA 176
  - Alpena MI 208
  - Amarillo TX 130
  - Anchorage AK 155
  - Atlanta GA 9
  - Augusta GA 115
  - Austin TX 54



- Include These DMAs  
 Exclude These DMAs

Note that the DMAs in the list on the left will be included if the countries on the right are excluded and vice versa.

Cancel

Save

Cancel

Search

## Advanced Search

Cancel

Search

## Keyword(s)

## Include User Folders

## Exclude User Folders

Select the User Folders from the list below that you wish to exclude from your search.  
Note that including a folder takes precedence over excluding a folder.

## Exclude

<input type="checkbox"/>	Dec. 06
<input type="checkbox"/>	Good Coverage
<input type="checkbox"/>	User folder 3
<input type="checkbox"/>	User folder 4
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

 [User Folders](#)

## Include User Folders

## Include User Folders

Select the User Folders from the list below that you wish to include in your search.  
Note that including a folder takes precedence over excluding a folder.

## Include

<input type="checkbox"/>	Dec. 06
<input type="checkbox"/>	Good Coverage
<input type="checkbox"/>	User folder 3
<input type="checkbox"/>	User folder 4
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

Cancel

Save

Clicking on "User Folders" brings up a dialog to include or exclude user folders.

## Advanced Search

Cancel

Search

## Keyword(s)

Tip: You can match an exact phrase by putting it in "double quotes"  
[Help me search more effectively](#)

Search In:    

## ▼ Time

## Publication Date

From

## Release Date

To

From

For the popup items  
"Location" and "Limit  
Coverage to", echo the  
choices in a string  
below the search when  
the dialog is closed.  
After character limit is  
reached, use ellipsis.

## ▶ Media Origin

## ▶ Location

Include: Chicago, IL; Dallas, TX; Des Moines, IA; Zanesville, PA; Zurich, ...

## ▶ Media Type

## ▼ Values

## Audience

From

To

## MPI

From

To

## Ad Value

From

To

## ▼ Limit Coverage

Include: User folder 1; User folder 2; User folder 3 Exclude: User Folder 4; User Folder 5

 All Coverage Select Coverage

## Include

 Inbox New Selected - [User Folders](#)

## Exclude

 Inbox New Selected - [User Folders](#)



Search

Advanced Search

## Advanced Search

**Rename Folder**

Your search will return more than <big number> results. Do you wish to continue?

Do not show this notice again.

[Edit Search](#) [Continue](#)



## System Folders

- All Coverage (201)
- Inbox (120)
- New (2)
- Selected (0)

## My Folders

- Dec. 06 (23)
- Good Coverage (12)



## Search Results

Edit Search

Save Search

 Select All

Selected Articles

Sort

Filter

Save Search button is conditional. If search is saved at advanced search screen, it won't show up.



E-Mail



Copy



Print

 Prev Page  of 21 Go Next


Buy E-Mail Clear Copy Edit Delete

New 

## Sunday Oregonian

Portland, OR 01/21/2007

"People's Pharmacy"

Joe Graedon, Teresa Graedon



The official prescribing information for Plavix warns that combining this drug with the anticoagulant warfarin (Coumadin) requires caution due to an increased risk of hemorrhage. Doctors are also warned that combining NSAID **pain relievers** (such as **ibuprofen**, **naproxen**) with Plavix or warfarin can lead to a bleeding ulcer.

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;New 

## Channel 4 News Week

KNBC-TV (NBC) Ch./Freq. 4 Los

"Pain Medicine"

Kelly Mack



00:17:14 TZ; **Pain** Medicine: American Pharmacist Survey of OTC Products for Headaches. **Advil** chosen to deal with pain. Hensel, MD, NBC4 Chief Medical Editor. Excedrin Migraine and Excedrin are top painkillers. 00:19:44

Audience: **Buy**; Media Value: **Buy**;

To re-edit a search, the user can click on "Edit Search" at top.



QV Clip HQ Clip Buy E-Mail Clear Copy Edit Delete

PM

rating of **pain** medicine. V; **Aleve**. V; **Bayer**. V; **Advil**. V; **Ibuprofen**. V; **pain**. V; **Tylenol** Sinus. **Tylenol** Sinus picked for help with sinus **Tylenol** chosen for adult headaches, beat Advil and Motrin. I; Bruce V; Excedrin Migraine. Excedrin Migraine beat out Extra Strength Tylenol. painkillers: Tylenol-Sinus, Tylenol, Excedrin Migraine, Advil.

## New York Times

New York, NY 01/22/2007

"Using The Newsroom To Represent Honesty"

Stuart Elliott



The New York Times

The gossip columnist Walter Winchell delivered commercials for brands like Jergens lotion on his radio and television shows in the 1930s through 1950s. From 1937 to 1956, a drama series, "Big Town," about a crusading newspaper editor, ran on radio and TV, sponsored by products like **Bayer** aspirin and Lifebuoy soap.

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

Clip Buy E-Mail Clear Copy Edit Delete

## South Florida Sun-Sentinel

Fort Lauderdale, FL 01/19/2007

"Tiny New Thrips Have A Big Appetite For Roses"

Christine Winter Huneau



Sun-Sentinel

Chilli thrips may be the cause of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

Clip Buy E-Mail Clear Copy Edit Delete

## System Folders

- All Coverage (201)
- Inbox (120)
- New (2)
- Selected (0)

## My Folders

- Dec. 06 (23)
- Good Coverage (12)
- My cool search (150)**

## Search Results

E-Mail
 Copy
 Print

 [Select All](#)
 Selected Articles
 Sort
 Filter
 [Display All](#)
[Prev](#) Page **2** of 21 [Go](#) [Next](#)
**New**  **Sunday Oregonian**

Portland, OR 01/21/2007

"People's Pharmacy"

Joe Graedon, Teresa Graedon

The official prescribing information for Plavix warns that combining this drug with the anticoagulant warfarin (Coumadin) requires caution due to an increased risk of hemorrhage. Doctors are also warned that combining NSAID **pain relievers** (such as **ibuprofen**, **naproxen**) with Plavix or warfarin can lead to a bleeding ulcer.

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

Clip
 Clip
 Clip
 Text
 Abstract
 Buy
 E-Mail
 Clear
 Copy
 Edit
 Delete

**New** **Channel 4 News Weekend**

KNBC-TV

"Pain Me"

Kelly Ma

00:17:14

2004 Pha

headach

Hensel, M

Excedrin

00:19:44

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

Clip
 Clip
 Buy
 E-Mail
 Clear
 Copy
 Edit
 Delete

**Save Search**

Your saved search will be represented by a saved search icon under "My Folders" section. Each time you click on that icon, your search will be performed.

Search Name 

Cancel

Create

; **Aleve** . V; **Bayer** . V; **Advil** . V; **Ibuprofen** . V; **Tylenol** Sinus picked for help with sinus headaches, beat Advil and Motrin. I; Bruce Edrin Migraine beat out Extra Strength Tylenol, Excedrin Migraine, Advil.

**When user chooses to save search, they get the Save Search dialog**

**Times**

01/22/2007

"Newsroom To Represent Honesty"

Columnist Walter Winchell delivered commercials for brands like Jergens lotion on his radio and television shows in the 1930s through 1950s. In 1956, a drama series, "Big Town," about a crusading newspaper editor, ran on radio and TV, sponsored by products like **Bayer** aspirin and

; Media Value: **Buy**; MPI: **Buy**;

Clip
 Buy
 E-Mail
 Clear
 Copy
 Edit
 Delete

**Florida Sun-Sentinel**

Tampa, FL 01/19/2007

"Tiny new thrips Have A Big Appetite For Roses"

Christine Winter Huneau

Chilli thrips may be the cause of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

Clip
 Buy
 E-Mail
 Clear
 Copy
 Edit
 Delete

**Rollover explanation of  
"Purchase with  
Defaults"**[Home](#) [Folders](#) [Preferences](#) [Search](#)[Advanced Search](#)[Shopping Cart](#) [? Help](#) **Shopping Cart****Purchase with Defaults**[Remove Selected Items](#)[Continue](#)**Eyewitness News 7**

Los Angeles, CA 01/21/2007

*"People's Pharmacy"* Joe Graedon, Teresa Graedon

Chilli thrips may be the cause of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.

**Digital**

- CD-Rom
- Digital File
- DVD
- Quickview

**Evening News 4**

KNBC-TV (NBC) Ch./Freq. 4 Los Angeles, CA 05/08/2005 4:30 PM - 5:30 PM

*"Pain Medicine"*, Kelly Mack

Chilli thrips may be the cause of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.

**Digital**

- CD-Rom
- Digital File
- DVD
- Quickview

**LiveNews**

Sacramento, CA 01/22/2007

*"Using The Newsroom To Represent Honesty"*, Stuart Elliott

Chilli thrips may be the cause of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.

**All items product types  
populate based on  
preferences.****Digital**

- CD-Rom
- Digital File
- DVD
- Quickview

**Evening News**

Providence, RI

*"Tiny New Thrips"*

Chilli thrips may be the cause of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.

**Digital**

- CD-Rom
- Digital File
- DVD
- Quickview
- Transcript

**Analog**

- 1/2 Inch VHS
- 3/4 Inch Tape
- Betacam
- Audio Cassette
- Transcript

**Digital**

- CD-Rom
- Digital File
- DVD
- Quickview



## Shopping Cart

[Purchase with Defaults](#)[Remove Selected Items](#)[Continue](#)

### Eyewitness News 7

**Los Angeles, CA 01/21/2007***"People's Pharmacy"* Joe Graedon, Teresa Graedon

Chilli thrips may be the cause of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.



#### Digital

- CD-Rom
- Digital File
- DVD
- Quickview



### Evening News 4

**KNBC-TV (NBC) Ch./Freq. 4 Los A***"Pain Medicine"*, Kelly Mack

Chilli thrips may be the cause of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.



#### Format Needed

An item in your Shopping Cart does not have a chosen delivery format. Please choose a format or remove it from your Shopping Cart.

[Close](#)

#### Digital

- CD-Rom
- Digital File
- DVD
- Quickview



### LiveNews

**Sacramento, CA 01/22/2007***"Using The Newsroom To Represent Honesty"*, Stuart Elliott

Chilli thrips may be the cause of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.



#### Digital

- CD-Rom
- Digital File
- DVD
- Quickview



### Evening News

**Providence, RI 01/19/2007***"Tiny New Thrips Have A Big Appetite For Roses"*, Christine Winter Huneau

Chilli thrips may be the cause of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.



#### Digital

- DVD
- CD-Rom
- File Transfer
- E-Mail

### Shopping Cart

Purchase with Defaults

Back Continue

Quantity  1/2" VHS Tape Title

**Eyewitness News 7**  
Los Angeles, CA 01/21/2007  
"People's Pharmacy" Joe Graedon, Teresa Graedon

**4**

**KCRA-TV3**  
Sacramento, CA 01/22/2007  
"Using The Newsroom To Represent Honesty", Stuart Elliott  
Chilli thrips may be the cuase of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.

for home owners, Bayer Advanced can help.

**Evening News**  
Providence, RI 01/19/2007  
"Tiny New Thrips Have A Big Appetite For Roses", Christine Winter Huneau  
Chilli thrips may be the cuase of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.

Quantity  Printed Transcript Title

**Eyewitness News 7**  
Los Angeles, CA 01/21/2007  
"People's Pharmacy" Joe Graedon, Teresa Graedon  
Chilli thrips may be the cuase of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.

**Evening News**  
Providence, RI 01/19/2007  
"Tiny New Thrips Have A Big Appetite For Roses", Christine Winter Huneau

## Shopping Cart

[Purchase with Defaults](#)[Back](#)[Continue](#)

## Address

**NY Office (Default)**

False Front, INC  
New York, NY 10029  
123 Fake St #456  
New York, NY 10029

**Cleveland Office**

False Front, INC

[Add New Address](#)

## Attention To

**Bob Loblaw (Default)**

**Title** Ship manager  
**E-Mail** bobL@mycompany.com  
**Phone** 212-123-4567  
**Fax** 212-456-1234

**Barry Zuckercorn**

**Title** Technical Assistant

[Add New Recipient](#)

## Carrier

Carrier 

## Service

Service Quantity  1/2" VHS Tape (4 Articles)Title Due Date Delivery Delivery Notes 

Due date is filled in based on Carrier/ Service, but still editable. There should be a reality check when due date is user edited. If they put a due date in that is impossible, the form should not validate.

Delivery detail on item change to reflect carrier and service chosen above

## Shopping Cart

[Purchase with Defaults](#)[Back](#)[Continue](#)

## Address

 NY O

Attention to fills in based on user preference setting.

 Cleve[Add New Address](#)

## Attention To

 Bob Loblaw (Default)

Title Ship manager  
E-Mail bobL@mycompany.com  
Phone 212-123-4567  
Fax 212-456-1234

 Barry Zuckercorn

Title Technical Assistant

[Add New Recipient](#)

Deliver via Fax / Deliver via Carrier either show the instructions ("Use carrier details above") OR it echos the details when they are chosen.

## Carrier

Carrier 

## Service

Service Quantity 

Transcript (2 Articles)

Title 

- Deliver Via E-Mail
- Deliver Via Fax Use Attention To details above <name>. <fax number>
- Deliver Via Carrier Use carrier details above <carrier>, <service>
- Post copy to Site

Due Date  Due Time  Delivery Notes 

Each delivery method for Transcript has due date and time in an expandable window. They fill in based on order time but are editable.

**Shopping Cart**[Purchase with Defaults](#)[Back](#)[Continue](#)

**Cleveland Office**

[Add New Address](#)

Quantity  **Transcript (2 Articles)** Title

▼  **Deliver Via E-Mail**

Format

Text  HTML

Due Date  Due Time  To: Subject: Message: 

▶  **Deliver Via Fax** Use Attention To details above <name>. <fax number>

▼  **Deliver Via Carrier** Use carrier details above <carrier>, <service>

 CD-Rom DVD PrintDue Date  Due Time



**Shopping Cart**[Purchase with Defaults](#)[Back](#)[Continue](#)**Address**

**NY Office (Default)**

False Front, INC  
New York, NY 10029  
123 Fake St #456  
New York, NY 10029

**Cleveland Office**

False Front, INC

[Add New Address](#)**Attention To**

**Bob Loblaw (Default)**

**Title** Ship manager  
**E-Mail** bobL@mycompany.com  
**Phone** 212-123-4567  
**Fax** 212-456-1234

**Barry Zuckercorn**

**Title** Technical Assistant

[Add New Recipient](#)**Carrier**Carrier **Service**Service Quantity 

DVD (4 Articles)

Title ▼ **File Format**

- MPEG
- Real Video
- Quicktime
- WMV
- Other (Please specify in Delivery Notes below)

**Size / Quality**

- Best Quality (1024 x 768 No Compression, 7MB/sec.)
- High Quality (640 x 480 Light Compression 4MB/sec.)
- Medium Quality (320 x 240 Compressed 2.5MB/sec.)
- Streaming Quality (320 x 240 Heavy Compression 1MB/sec.)
- Other (Please specify in Delivery Notes below)

Due Date 

Delivery &lt;carrier&gt;, &lt;service&gt;

▶  **Post copy to Site****Delivery Notes**

## Shopping Cart

[Purchase with Defaults](#)[Back](#)[Continue](#)

False Front, INC

Quantity  Digital File (3 Articles) Title 

## File Format

- MPEG  
 Real Video  
 Quicktime  
 WMV  
 Other (Please specify in Delivery Notes below)

## Size / Quality

- Best Quality  
 High Quality  
 Medium Quality  
 Streaming Quality  
 Other (Please specify in Delivery Notes below)

**If possible, each delivery method would collapse to a single line unless clicked on.**

▼  Deliver via File Transfer (FTP)

Please provide all needed details for a file transfer, such as the server address (domain name or IP address), username and password

Server   
Username   
Password   
Due Date    
Due Time

▶  Deliver via E-Mail▼  Deliver Via VMS Digital

Notify via E-mail when complete   
Due Date    
Due Time

▶  Post copy to SiteDelivery Notes

## Shopping Cart

[Purchase with Defaults](#)[Back](#)[Continue](#)

False Front, INC

Quantity  Digital File (3 Articles) Title 

## File Format

- MPEG  
 Real Video  
 Quicktime  
 WMV  
 Other (Please specify in Delivery Notes below)

## Size / Quality

- Best Quality  
 High Quality  
 Medium Quality  
 Streaming Quality  
 Other (Please specify in Delivery Notes below)

If possible, each delivery method would collapse to a single line unless clicked on.

 Deliver via File Transfer (FTP) Deliver via E-Mail

## Format

- Text  HTML

Due Date Due Time To: Subject: Message: 

E-Mail uses same form as in Transcript page. VMS digital uses Attention To as default e-mail address

 Deliver Via VMS Digital Post copy to SiteDelivery Notes



Search

[Advanced Search](#)

Shopping Cart

Purchase with Defaults

Back

Continue

### Payment

**Bill (Default)**  
 False Front Industries  
 123 Fake Street  
 New York, NY 10029  
 212-123-4567

**Bill**  
 False Front Industries

Add New Billing Address

**Account, Prepaid**

**Account Balance**

## of ## CD-Roms Remaining  
 ## of ## DVDs Remaining  
 ## of ## Quickviews Remaining  
 ## of ## VHS Tapes Remaining

**Credit Card**  
 Joe Cardholder  
 Visa ##### 1234  
 123 Fake Street  
 New York, NY 10029  
 212-123-4567

**Credit Card**  
 Joe Cardholder  
 Visa ##### 5618

Add New Credit Card

### Attention To

**Bob Loblaw (Default)**  
 Title Ship manager  
 E-Mail bobL@mycompany.com  
 Phone 212-123-4567  
 Fax 212-456-1234

**Barry Zuckercorn**  
 Title Technical Assistant

Add New Recipient

Purchase Order

**Only viable (set up by VMS) payment methods are shown. For example, if the account has no prepaid agreement with VMS, the prepaid column doesn't exist.**

### Payment Notes





Search

[Advanced Search](#)

## Shopping Cart

Remove purchased items from Shopping Cart

[Back](#)

### Billing Address

False Front Industries  
123 Fake Street  
New York, NY 10029  
212-123-4567

### Shipping Address

False Front Industries  
123 Fake Street  
New York, NY 10029  
212-123-4567

### Attention

Name: **(Default Person Name)**  
Title: **(Default Title)**  
E-Mail: **(Default Title)**  
Phone: **(Default Phone)**  
Fax: **(Default Title)**

Quantity  **1/2" VHS Tape (4 Articles)** Title



### Eyewitness News 7

Los Angeles, CA 01/21/2007

"People's Pharmacy" Joe Graedon, Teresa Graedon

Chilli thrips may be the cuase of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.



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Sacramento, CA 01/22/2007

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Chilli thrips may be the cuase of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.

[Complete Purchase](#)





### Shopping Cart

Remove purchased items from Shopping Cart

Back

#### Billing Address

False Front Industries  
123 Fake Street  
New York, NY 10029  
212-123-4567

#### Shipping Address

False Front Industries  
123 Fake Street  
New York, NY 10029  
212-123-4567

Carrier: **FedEx**

Service Level: **Next Day**

Due Date: **2/17/2007**

#### Attention

Name: **(Default Person Name)**

Title: **(Default Title)**

E-Mail: **(Default Title)**

Phone: **(Default Phone)**

Fax: **(Default Title)**

#### Digital Delivery

Delivery: **FTP to yourdomain.com, post to site**

Due Date: **2/17/2007**

Quantity

1/2" VHS Tape (4 Articles)

Title



#### Eyewitness News 7

Los Angeles, CA 01/21/2007

"People's Pharmacy" Joe Graedon, Teresa Graedon

Chilli thrips may be the cause of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.



#### KQRA-TV3

Sacramento, CA 01/22/2007

"Using The Newsroom To Represent Honesty", Stuart Elliott

Chilli thrips may be the cause of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.



#### Evening News 4

KNBC-TV (NBC) Ch./Freq. 4 Los Angeles, CA 05/08/2005 4:30 PM - 5:30 PM

"Pain Medicine", Kelly Mack

Chilli thrips may be the cause of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.



#### Evening News

Providence, RI 01/19/2007

"Tiny New Thrips Have A Big Appetite For Roses", Christine Winter Huneau

Chilli thrips may be the cause of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.

Complete Purchase





Search

[Advanced Search](#)

Orders

## Open Orders



- Open Orders (6)
- 2/2007 (12)
- 1/2007 (13)

### Billing Address

False Front Industries  
 Attn: Karen  
 123 Fake Street  
 New York, NY 10000  
 212-123-4567

### Shipping Address

False Front Industries  
 123 Fake Street  
 New York, NY 10029

### Attention

Name: **(Default Person Name)**  
 Title: **(Default Title)**  
 E-Mail: **(Default Title)**

### Digital Delivery

Delivery: **FTP to yourdomain.com, post to site**

Due Date: **2/17/2007**

#### Legal Notice

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer et nunc vitae diam tristique suscipit. Nulla facilis malesuada dolor. Maecenas tortor leo, elementum in, elementum sit amet, accumsan ut, eros. Praesent condimentum congue ipsum. Aenean consectetur, justo a placerat tempor, augue elit tincidunt justo, nec sagittis arcu sem vitae purus. Quisque cursus semper urna. Nam porta, neque non volutpat sodales, tellus eros commodo lorem, in lacinia nisl magna eget turpis. Suspendisse eros nisi, pulvinar id, sollicitudin at, mollis a, nisi. Nullam at erat. Morbi congue viverra nibh. Ut non augue malesuada lacus volutpat sollicitudin. Sed blandit lacinia dolor.

Quantity 1

Summary: MF

Notes: None

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vestibulum pede. Donec neque lorem, sagittis eget, ultrices vel, dictum eu, risus. Fusce euismod imperdiet nulla. Ut varius consectetur dui. Morbi sit amet libero. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris imperdiet interdum diam. Pellentesque dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Duis pretium. Suspendisse at nisi sit amet lorem ornare bibendum. In lacinia blandit sem. Suspendisse potenti. In hac habitasse platea dictumst. Aenean placerat, leo eget facilis facilis, urna risus ultrices dolor, non luctus lacus dolor ac ligula.

Quantity 1

Notes: None

Do not show this notice again.

Close

Close





Search

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Orders

## Open Orders



- Open Orders (6)
- 2/2007 (12)
- 1/2007 (13)

◀ [Prev](#) Page **2** of 21 [Go](#) [Next](#) ▶

### Billing Address

False Front Industries  
 Attn: Karen  
 123 Fake Street  
 New York, NY 10029  
 212-123-4567

### Shipping Address

False Front Industries  
 123 Fake Street  
 New York, NY 10029  
 212-123-4567

### Attention

Name: **(Default Person Name)**  
 Title: **(Default Title)**  
 E-Mail: **(Default Title)**  
 Phone: **(Default Phone)**  
 Fax: **(Default Title)**

### Digital Delivery

Delivery: **FTP to yourdomain.com, post to site**

Quantity	File Transfer	Title
1		Untitled
<b>File:</b> MPEG, Streaming Quality		
<b>Delivery:</b> Post to Site, yourdomain.com/pathVariable/		
<b>Due Date:</b> 2/17/2007		
<b>Notes:</b> None		

Quantity	1/2" VHS Tape	Title
1		Untitled
<b>Carrier:</b> FedEx		
<b>Service Level:</b> Next Day		
<b>Due Date:</b> 2/17/2007		
<b>Notes:</b> None		

Close







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Shopping Cart ? Help

Orders

### Open Orders



- Open Orders (6)
- 2/2007 (12)
- 1/2007 (13)

◀ Prev Page **2** of 21 Go Next ▶

Date	Order #	Status	Cancel Order
MM/DD/YY	<a href="#">#123456789A</a>	Pending	<input type="button" value="Cancel"/>
MM/DD/YY	<a href="#">#123456789A</a>	Pending	<input type="button" value="Cancel"/>
MM/DD/YY	<a href="#">#123456789A</a>	In Progress	<input type="button" value="Cancel"/>
MM/DD/YY	<a href="#">#123456789A</a>	In Progress	<input type="button" value="Cancel"/>
MM/DD/YY	<a href="#">#123456789A</a>	In Progress	<input type="button" value="Cancel"/>
MM/DD/YY	<a href="#">#123456789A</a>	In Progress	<input type="button" value="Cancel"/>



Search

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Orders

Open Orders (6)

2/2007 (12)

1/2007 (13)

## Order #123456789A



### Billing Address

False Front Industries  
Attn: Karen  
123 Fake Street  
New York, NY 10029  
212-123-4567

### Shipping Address

False Front Industries  
123 Fake Street  
New York, NY 10029  
212-123-4567

### Attention

Name: **(Default Person Name)**  
Title: **(Default Title)**  
E-Mail: **(Default Title)**  
Phone: **(Default Phone)**  
Fax: **(Default Title)**

### Digital Delivery

Delivery: **FTP to yourdomain.com, post to site**

**Quantity** 1      **File Transfer**      **Title** Untitled

**File:** MPEG, Streaming Quality  
**Delivery:** Post to Site, yourdomain.com/pathVariable/  
**Due Date:** 2/17/2007  
**Due Time:** 5:00AM  
**Notes:** None

**Quantity** 1      **½" VHS Tape**      **Title** Untitled

**Carrier:** FedEx  
**Service Level:** Next Day  
**Due Date:** 2/17/2007  
**Due Time:** 5:00AM  
**Notes:** None

Close





Search

[Advanced Search](#)

Orders

- Open Orders (6)
- 2/2007 (12)
- 1/2007 (13)

### Open Orders



Date	Order #	Status	Cancel Order
MM/DD/YY	<a href="#">#123456789A</a>	Pending	<input type="button" value="Cancel"/>
MM/DD/YY	<a href="#">#123456789A</a>	Pending	<input type="button" value="Cancel"/>
MM/DD/YY	<a href="#">#123456789A</a>	In Progress	<input type="button" value="Cancel"/>
MM/DD/YY	<a href="#">#123456789A</a>	In Progress	<input type="button" value="Cancel"/>
MM/DD/YY	<a href="#">#123456789A</a>	In Progress	<input type="button" value="Cancel"/>
MM/DD/YY	<a href="#">#123456789A</a>	In Progress	<input type="button" value="Cancel"/>

**Cancel Order #123456789A**

To cancel this order, please call 1-800-XXX-XXXX to speak with a service representative.



Search

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Shopping Cart ? Help

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1/2007 (13)

2/2007



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Date	Order #	Status
MM/DD/YY	<a href="#">#123456789A</a>	Closed
MM/DD/YY	<a href="#">#123456789A</a>	Closed
MM/DD/YY	<a href="#">#123456789A</a>	Billed
MM/DD/YY	<a href="#">#123456789A</a>	Billed
MM/DD/YY	<a href="#">#123456789A</a>	Billed
MM/DD/YY	<a href="#">#123456789A</a>	Billed



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Open Orders (6)

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1/2007 (13)

## Order #123456789A



◀ [Prev](#) Page **2** of 21 [Go](#) [Next](#) ▶

### Billing Address

False Front Industries  
Attn: Karen  
123 Fake Street  
New York, NY 10029  
212-123-4567

### Shipping Address

False Front Industries  
123 Fake Street  
New York, NY 10029  
212-123-4567

### Attention

Name: **(Default Person Name)**  
Title: **(Default Title)**  
E-Mail: **(Default Title)**  
Phone: **(Default Phone)**  
Fax: **(Default Title)**

### Digital Delivery

Delivery: **FTP to yourdomain.com, post to site**

**Quantity** 1      **File Transfer**      **Title** Untitled  
**File:** MPEG, Streaming Quality  
**Delivery:** Post to Site, yourdomain.com/pathVariable/  
**Due Date:** 2/17/2007  
**Due Time:** 5:00AM  
**Date Delivered:** 2/17/2007  
**Time Delivered:** 5:00AM  
**Notes:** None

**Quantity** 1      **½" VHS Tape**      **Title** Untitled  
**Carrier:** FedEx  
**Service Level:** Next Day  
**Due Date:** 2/17/2007  
**Due Time:** 5:00AM  
**Date Delivered:** 2/17/2007  
**Time Delivered:** 5:00AM  
**Tracking Number:** [Z123456789](#)  
**Notes:** None

Close



## System Folders

All Coverage (201)

Inbox (120)

New (2)

Selected (0)

## My Folders

Dec. 06 (23)

Good Coverage (12)

## All Coverage

E-Mail Copy Report Print

 Select All

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Filter

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**Sunday Oregonian**

Portland, OR 01/21/2007

*"People's Pharmacy"*

Joe Graedon, Teresa Graedon

The official prescribing information for Plavix warns that combining this drug with the anticoagulant warfarin (Coumadin) requires caution due to an increased risk of hemorrhage. Doctors are also warned that combining NSAID **pain relievers** (such as **ibuprofen**, **naproxen**) with Plavix or warfarin can lead to a bleeding ulcer.

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

Clip Clip Text Abstract Buy E-Mail Clear Copy Edit Delete

**Channel 4 News Weekend**

KNBC-TV (NBC) Ch./Freq. 4 Los Angeles, CA 05/08/2005 4:30 PM - 5:30 PM

*"Pain Me"*

Kelly Mar

00:17:14

2004 Pha

headach

Hensel, M

Excedrin

00:19:44

**Items in Your Cart**

Are you sure you want to close your session?

There are unpaid items in your cart.

 Do not show this notice again.[Go to Cart](#)[Continue](#)Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

QV Clip HQ Clip Buy E-Mail Clear Copy Edit Delete

**New York Times**

New York, NY 01/22/2007

*"Using The Newsroom To Represent Honesty"*

Stuart Elliott

The gossip columnist Walter Winchell delivered commercials for brands like Jergens lotion on his radio and television shows in the 1930s through 1950s. From 1937 to 1956, a drama series, "Big Town," about a crusading newspaper editor, ran on radio and TV, sponsored by products like **Bayer** aspirin and Lifebuoy soap.

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

Clip Buy E-Mail Clear Copy Edit Delete

**South Florida Sun-Sentinel**

Fort Lauderdale, FL 01/19/2007

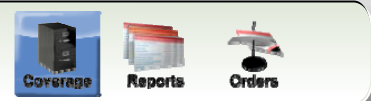
*"Tiny New Thrips Have A Big Appetite For Roses"*

Christine Winter Huneau

Chilli thrips may be the cause of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

Clip Buy E-Mail Clear Copy Edit Delete



Search

Advanced Search

System Folders

- All Coverage (201)
- Inbox (120)
- New (2)
- Selected (0)
- My Folders
- Dec. 06 (23)
- Good Coverage (12)

All Coverage



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Sunday Oregonian

Portland, OR 01/21/2007

"People's Joe Grae The offic increased lead to a Audience

Help

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Keyword Search

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  - Renaming Folder
  - Delete Folder
  - Duplicating a Folder
  - Selecting a Folder
  - Deselecting a Folder
  - Searching
    - Basic Searching
    - Advanced Searching
    - Saving Searching
  - eCom
    - Quick Purchase
    - Checkout
    - Record Orders
    - Displaying Orders
  - Help
    - Preference Management
      - Appearance
      - Default Sorting Order
      - Payment Preferences

You can always call VMS Help at 1-800-XXX-XXXX

Close



Chan

KNBC-T "Pain Me Kelly Ma 00:17:14 2004 Pha headach Hensel, M Excedrin 00:19:44 Audience



New Y

New Yor "Using T Stuart El The goss From 1937 to 1956, a drama series, "Big Town," about a crusading newspaper editor, ran on radio and TV, sponsored by products like Bayer aspirin and Lifebuoy soap. Audience: Buy; Media Value: Buy; MPI: Buy;



South Florida Sun-Sentinel

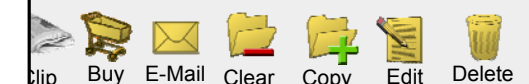
Fort Lauderdale, FL 01/19/2007

"Tiny New Thrips Have A Big Appetite For Roses"

Christine Winter Huneau

Chilli thrips may be the cuase of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.

Audience: Buy; Media Value: Buy; MPI: Buy;



and television shows in the 1930s through 1950s.

; Aleve . V; Bayer . V; Advil . V; Ibuprofen . V; Tylenol Sinus picked for help with sinus headaches , beat Advil and Motrin. I; Bruce edrin Migraine beat out Extra Strength Tylenol. enol, Excedrin Migraine, Advil.





Search

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Shopping Cart ? Help

System Folders

All Coverage (201)

Inbox (120)

New (2)

Selected (0)

My Folders

Dec. 06 (23)

Good Coverage (12)

All Coverage



Select All

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of 21

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Next



Sunday Oregonian

Portland, OR 01/21/2007

"People's Joe Grae The offic increased lead to a Audience

Help

Back to Help Index

Keyword

Search

1.7.2. Advanced Searching

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras rutrum, nisi et posuere egestas, enim urna posuere neque, in tempus mauris nisl eget mi. Phasellus non dui. Maecenas pulvinar urna hendrerit est. Sed vel est. Mauris sodales nibh id lectus. Nunc ut nibh ut lorem tincidunt eleifend. Cras elementum, justo non gravida pellentesque, est ligula molestie nibh, ac molestie felis felis eu lacus. Nullam rhoncus orci a erat. Curabitur in enim. Morbi volutpat lacus nec felis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam gravida gravida turpis. Aliquam non sapien eu felis adipiscing posuere.

Fusce posuere elit ut ante. Vestibulum et elit ac purus luctus iaculis. Suspendisse potenti. Sed ac enim. Vivamus sit amet tortor ut tellus faucibus dignissim. Aliquam porttitor ligula at metus. Curabitur quis neque. Sed dolor. Aenean gravida convallis lectus. Vivamus ullamcorper, nulla eget faucibus auctor, urna quam interdum leo, nec gravida enim neque vel mi. Vestibulum ac sem non risus venenatis consectetur. In malesuada, sem ut consectetur iaculis, ligula urna nonummy metus, eget aliquet arcu ante at lorem. Nulla et purus. Proin cursus cursus velit. Sed augue dolor, ultrices non, semper ut, facilisis id, mi. Sed accumsan. Suspendisse potenti. Nam tempor gravida eros. Curabitur posuere consectetur arcu.

You can always call VMS Help at 1-800-XXX-XXXX

Close



Chan

KNBC-T "Pain Me Kelly Ma 00:17:14 2004 Pha headach Hensel, M Excedrin 00:19:44 Audience



New Y

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Audience: Buy; Media Value: Buy; MPI: Buy;



South Florida Sun-Sentinel

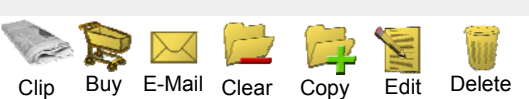
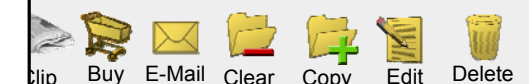
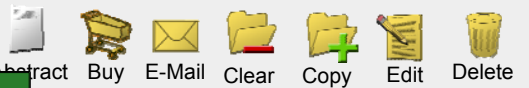
Fort Lauderdale, FL 01/19/2007

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Audience: Buy; Media Value: Buy; MPI: Buy;



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sponsored by products like Bayer aspirin and

Bayer







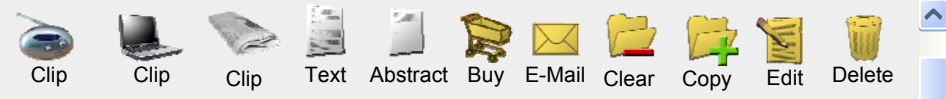
- System Folders
- All Coverage (201)
- Inbox (120)
- New (2)
- Selected (0)
- My Folders
- Dec. 06 (23)
- Good Coverage (12)

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- Articles
- User
- E-Mail Contacts
- Order Preferences
- Payment
- Shipping
- Digital Delivery
- Media Formats

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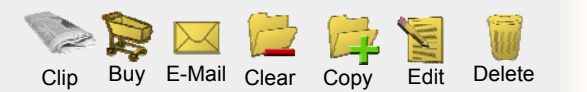
**Oregonian**  
 1/21/2007  
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 Media Value: **Buy**; MPI: **Buy**;



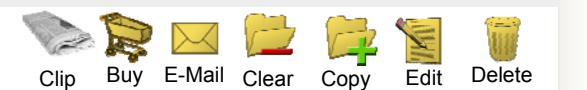
**Channel 4 News Weekend**  
 KNBC-TV (NBC) Ch./Freq. 4 Los Angeles, CA 05/08/2005 4:30 PM - 5:30 PM  
 "Pain Medicine"  
 Kelly Mack  
 00:17:14 TZ; **Pain** Medicine: American Pharmacist Assoc sends out survey for rating of **pain** medicine. V; **Aleve**. V; **Bayer**. V; **Advil**. V; **Ibuprofen**. V; 2004 Pharmacist Survey of OTC Products. I; **Pain** sufferers, talk about being in **pain**. V; **Tylenol** Sinus. **Tylenol** Sinus picked for help with sinus headaches. **Advil** chosen to deal with menstrual pain. V; **Motrin**. V; **Tylenol**. **Tylenol** chosen for adult headaches, beat Advil and Motrin. I; Bruce Hensel, MD, NBC4 Chief Medical Editor, says Tylenol is good for headaches. V; Excedrin Migraine. Excedrin Migraine beat out Extra Strength Tylenol. Excedrin Migraine and Excedrin are the same. GR; Best Over the Counter Painkillers: Tylenol-Sinus, Tylenol, Excedrin Migraine, Advil.  
 00:19:44  
 Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;



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 New York, NY 01/22/2007  
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 Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;



## Preferences - Joe User, Generic Account Name

## User Preferences

## Order Preferences

## ▼ Default Home

- All Coverage
- Inbox
- New
- Selected
- Dec. 06
- Good Coverage

Pick the starting page from the following options  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed blandit, lacus eu iaculis malesuada, erat lorem blandit erat, in dictum turpis est mattis lacus. Morbi tincidunt, leo vitae interdum tempus, augue elit ornare ante, vel condimentum orci pede ac elit.

▶ **Appearance:** Font, Arial; Font-Size, 80%

▶ **Articles:** Sort, Release Date, State,...; Display, Body, Abstract

▶ **User:** Password, Set; Reply-To Address, myaddress@email.com

▶ **E-Mail Contacts:** 32 Contacts, 4 groups

**Note that even though the diagrams here show only one accordion panel open at one time, the accordion should allow any number of panels to be open at one time.**

Cancel

Save

## Preferences - Joe User, Generic Account Name

User Preferences

Order Preferences

▶ Home: Inbox

## ▼ Default Appearance

## Default Font Family

Current Font Family

Arial, Verdana, Sans-serif ▼

## Default Font Size

Current Font Size

80%

80% is approximately 10pt. for normal text.

**Font Family choices:**  
Arial, Verdana, Sans-serif  
Verdana, Arial, Sans-serif  
Helvetica, Arial, Sans-serif  
Times New Roman, Times, Serif  
Georgia, Times, Serif  
Courier, Monospace

▶ **Articles:** Sort, Release Date, State,...; Display, Body, Abstract▶ **User:** Password, Set; Reply-To Address, myaddress@email.com▶ **E-Mail Contacts:** 32 Contacts, 4 groups

Cancel

Save

## Preferences - Joe User, Generic Account Name

User Preferences

Order Preferences

▶ Home: Inbox

▶ Appearance: Font, Arial; Font-Size, 80%

## ▼ Articles

## Default Article List Sort Order

Release Date  
Publication Date  
Audience  
Media Outlet  
Media Type  
Length  
Country  
DMA  
State  
City

[Add >](#)[< Remove](#)

Release Date ▲



This is the sort order in which all article lists appear by default. Clicking on item in the right column will switch it from ascending to descending and vice versa.  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed blandit, lacus eu iaculis malesuada, erat lorem blandit erat, in dictum turpis est mattis lacus.

## Articles

Display

 [Headline](#)  [Abstract](#)  [Text](#)  [Notes](#)

Number of Articles per Page

▶ User: Password, Set; Reply-To Address, myaddress@email.com

Cancel

Save

## Preferences - Joe User, Generic Account Name

## User Preferences

## Order Preferences

- ▶ **Home:** Inbox
- ▶ **Appearance:** Font, Arial; Font-Size, 80%
- ▶ **Articles:** Sort, Release Date, State,...; Display, Body, Abstract

▼ **User****Change Password**

New Password

Confirm new password

**Contact Info**

**Bob Loblaw (Default)**

**Title** Ship manager  
**E-Mail** bobL@mycompany.com  
**Phone** 212-123-4567  
**Fax** 212-456-1234

**Barry Zuckercorn**

**Title** Technical Assistant

[Add New Contact](#)**Address**

**New York Office**

False Front, INC  
New York, NY 10029  
123 Fake St #456  
New York, NY 10029

**Cleveland Office**

False Front, INC

[Add New Address](#)▶ **E-Mail Contacts:** 32 Contacts, 4 groups[Cancel](#)[Save](#)

## Preferences - Joe User, Generic Account Name

User Preferences

Order Preferences

- ▶ Home: Inbox
- ▶ Appearance: Font, Arial; Font-Size, 80%
- ▶ Articles: Sort, Release Date, State, ...; Display, Body, Abstract
- ▶ User: Password, Set; Reply-To Address, myaddress@email.com

## ▼ E-Mail Contacts

## All Contacts

Delete Contact

Update Contact

Add Contact

Bob Smith, <person@person.com>  
Bob Smith, <person@person.com>  
Bob Smith, <person@person.com>  
Bob Smith, <person@person.com>  
Bob Smith, <person@person.com>  
Bob Smith, <person@person.com>

## Group Name

New York Marketing ▼

Delete Group

Add New Group

Rename Group

Add >< Remove

Bob Smith, <person@person.com>  
Bob Smith, <person@person.com>  
Bob Smith, <person@person.com>  
Bob Smith, <person@person.com>  
Bob Smith, <person@person.com>  
Bob Smith, <person@person.com>

Cancel

Save

## Preferences - Joe User, Generic Account Name

User Preferences

Order Preferences

- ▶ Home: Inbox
- ▶ Appearance: Font, Arial; Font-Size, 80%
- ▶ Articles: Sort, Release Date, State,...; Display, Body, Abstract
- ▶ User: Password, Set; Reply-To Address, ...

### ▼ E-Mail Contacts

#### All Contacts

Delete Contact Update Contact Add Contact

- Bob Smith, <person@person.com>
- Bob Smith, <person@person.com>
- Bob Smith, <person@person.com>
- Bob Smith, <person@person.com>
- Bob Smith, <person@person.com>
- Bob Smith, <person@person.com>

### New E-Mail Group

Group Name

Cancel Save

### New E-Mail Contact

First Name

Last Name

E-Mail Address

Cancel Save

Cancel Save

## Preferences - Joe User, Generic Account Name

User Preferences

Order Preferences

## ▼ Payment

## Default Payment Method

Choose one payment method to be your default.

Bill Me

## Default Billing Address

Choose your default billing address.

- New York Office**  
False Front Industries  
123 Fake Street  
New York, NY 10029
- Sanfran office**  
False Front Industries

[Add New Billing Address](#)

## Default Purchase Order Number

## Default Billing Attention To

Choose contact person for billing

- Bob Loblaw**  
**Title** Ship manager  
**E-Mail** bobL@mycompany.com  
**Phone** 212-123-4567  
**Fax** 212-456-1234
- Barry Zuckercorn**  
**Title** Technical Assistant

[Add New Attention To](#)

Options for dropdown  
Bill Me  
Prepaid  
Credit Card

Once a choice is made,  
the scroll window  
populates with the  
appropriate options.

Lorem ipsum dolor  
adipiscing elit. Sed  
malesuada, erat  
turpis est mattis lac  
interdum tempus, augue eit ornare ante, vel  
condimentum orci pede ac elit.

Only populated values  
will be selected on the  
order form. Other  
options will be present  
but not populated by  
default.

Cancel

Save



## Preferences - Joe User, Generic Account Name

User Preferences

Order Preferences

## ▼ Payment

## Default Payment Method

Choose one payment method to be your default.

 Bill Me

## Default Billing Address

Choose your default billing address.

 New York OfficeFalse Front Industries  
123 Fake Street  
New York, NY 10029 Sanfran office

False Front Industries

[Add New Billing Address](#)

## Default Purchase Order Number

## New Credit Card

## Enter New Credit Card

Card Holder's Name Address Address City  State  Zip Phone Fax E-Mail Card Type Card Number Expiration Date  MM/YYSecurity Code 

Where is security code? Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Cancel

Save

ipsum dolor sit amet, consectetur  
ing elit. Sed blandit, lacus eu iaculis  
ada, erat lorem blandit erat, in dictum  
est mattis lacus. Morbi tincidunt, leo vitae  
m tempus, augue elit ornare ante, vel  
entum orci pede ac elit.

Cancel

Save



Search

[Advanced Search](#)

## Preferences - Joe User, Generic Account Name

User Preferences

Order Preferences

### ▼ Payment

#### Default Payment Method

Choose one payment method to be your default.

Bill Me

#### Default Billing Address

Choose your default billing address.

- New York Office**  
False Front Industries  
123 Fake Street  
New York, NY 10029
- Sanfran office**  
False Front Industries

[Add New Billing Address](#)

#### Default Billing Attention To

Choose contact person for billing.

**New Billing Address**

**Enter New Billing Address**

Address Reference

Company

Address

Address

City  State  Zip

[Cancel](#) [Save](#)

[Add New Attention To](#)

#### Default Purchase Order Number

ipsum dolor sit amet, consectetur  
ing elit. Sed blandit, lacus eu iaculis  
ada, erat lorem blandit erat, in dictum  
est mattis lacus. Morbi tincidunt, leo vitae  
m tempus, augue elit ornare ante, vel  
entum orci pede ac elit.

[Cancel](#)

[Save](#)





### Preferences - Joe User, Generic Account Name

User Preferences

Order Preferences

#### ▼ Payment

##### Default Payment Method

Choose one payment method to be your default.

##### Default Billing Address

Choose your default billing address.

**New York Office**  
False Front Industries  
123 Fake Street  
New York, NY 10029

**Sanfran office**  
False Front Industries

Add New Billing Address

##### Default Billing Attention To

**New Attention To**

Enter New Attention To

First Name

Last Name

Title

E-Mail

Phone

Fax

Add New Attention To

ipsum dolor sit amet, consectetur  
ing elit. Sed blandit, lacus eu iaculis  
ada, erat lorem blandit erat, in dictum  
est mattis lacus. Morbi tincidunt, leo vitae  
m tempus, augue elit ornare ante, vel  
entum orci pede ac elit.

##### Default Purchase Order Number



## Preferences - Joe User, Generic Account Name

User Preferences

Order Preferences

▶ **Payment:** Bill, False Front Industries▼ **Shipping****Default Shipping Address**

**NY Office**  
False Front, INC  
123 Fake St #456  
New York, NY 10029

**Cleveland Office**  
False Front, INC

[Add New Address](#)**Default Attention To**

**Bob Loblaw**  
**Title** Ship manager  
**E-Mail** bobL@mycompany.com  
**Phone** 212-123-4567  
**Fax** 212-456-1234

**Barry Zuckercorn**  
**Title** Technical Assistant

[Add New Attention To](#)**Default Carrier**

Carrier

**Default Service**

Service

**Default Shipping Notes**

**Carrier is FedEx, UPS,  
courier, etc.  
Service is populated  
by services offered by  
the carrier chosen.**

▶ **Digital Delivery:** MPEG, High Quality; Transcripts, Undefined▶ **Media Format(s):** Analog Video, 1/2" VHS; Digital Video, MPEG, High Quality; Transcripts, Undefined[Cancel](#)[Save](#)

## Preferences - Joe User, Generic Account Name

[User Preferences](#)[Order Preferences](#)

## ▼ Default Digital Delivery

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed blandit, lacus eu iaculis malesuada, erat lorem blandit erat, in dictum turpis est mattis lacus. Morbi tincidunt, leo vitae interdum tempus, augue elit ornare ante, vel condimentum orci pede ac elit.

**Post Copy to Site** Post to site Morbi tincidunt, leo vitae interdum tempus, augue elit ornare ante, vel condimentum orci pede ac elit.

▼ Deliver via File Transfer (FTP)  Make this the Default Digital Delivery Method

Please provide all needed details for a file transfer, such as the server address (domain name or IP address), username and password

Server

Username

Password

**Only those methods  
filled in will be options  
in delivery menu in  
Media Formats**

▼ Deliver Via E-Mail  Make this the Default Digital Delivery Method

E-Mail Address(es)

▼ Deliver Via VMS Digital  Make this the Default Digital Delivery Method

Notify via E-mail when complete

## Default Digital Delivery Notes

▶ **Media Format(s):** Analog Video, 1/2" VHS; Digital Video, MPEG, High Quality; Transcripts, Undefined

[Cancel](#)[Save](#)



Preferences - Joe User, Generic Account Name

User Preferences

Order Preferences

▶ **Payment:** Bill, False Front Industries

▶ **Shipping:** New York Office; Attention, Bob Loblaw; FedEx, Next Day

▶ **Digital Delivery:** E-mail to blah@blah.com

▼ **Media Format(s)**

Physical items will be shipped to the New York Office, Attention Bob Loblaw via FedEx e-mail to blah@blah.com.

**Video**

**Tape**

- 1/2" VHS Tape
- 3/4" Inch Tape
- Betacam

**Digital**

**File Type**

**Quality**

- |  |                    |                               |
|--|--------------------|-------------------------------|
| <input type="checkbox"/> CD-Rom                  | Choose File Type ▼ | Choose Quality ▼              |
| <input checked="" type="checkbox"/> DVD          | MPEG ▼             | Largest File / Best Quality ▼ |
| <input checked="" type="checkbox"/> Digital File | MPEG ▼             | Largest File / Best Quality ▼ |
| <input type="checkbox"/> Quickview               |                    |                               |

**Transcripts**

- CD-Rom
- DVD
- E-Mail
- Fax
- Print

Other

**Menus:**  
Delivery Method is populated by the digital methods they completed in Delivery Preferences.

**Video :**

- MPEG
- Real Video
- Quicktime
- WMV
- Other (Please specify)

**Size/Quality:**

- Largest File/Best Quality
- Large File/High Quality
- Small File/Medium Quality
- Smallest File/Streaming Quality
- Other (Please specify)

**Audio :**

- AIFF
- MP3
- WMV
- Other (Please specify)

Cancel

Save





Search

[Advanced Search](#)

[Shopping Cart](#) [? Help](#)

## Preferences - Joe User, Generic Account Name

User Preferences

Order Preferences

▶ **Payment:** Bill, False Front Industries

▶ **Shipping:** Default, New York Office; Attention To, Bob Loblaw; Digital, FTP to domain.com

### ▼ Media Format(s)

Morbi tincidunt, leo vitae interdum tempus, augue elit ornare ante, vel condimentum orci pede ac elit. Physical items will be shipped to the New York Office, Attention Bob Loblaw via FedEx Next Day. Digital items will be sent via e-mail to blah@blah.com.

#### Audio

##### Tape

Audio Cassette

##### Digital

##### File Type

##### Quality

CD-Rom

Choose File Type ▼

Choose Quality ▼

DVD

MP3 ▼

Largest File / Best Quality ▼

Digital File

Choose File Type ▼

Choose Quality ▼

##### Transcripts

CD-Rom

DVD

E-Mail

Fax

Print and Send

Other

Cancel

Save



## System Folders

All Coverage (201)

**Inbox (120)**

New (2)

Selected (0)

## My Folders

Dec. 06 (23)

Good Coverage (12)

**Inbox**

E-Mail Copy Report Print

 **Select All****Selected Articles**

Sort

Filter

**Display All** **Prev**Page **2**of 21 **Go****Next** **New** **Sunday O****The Oregonian****Portland, OR***"People's Pharmacy"*

Joe Graedon,

The official pre

increased risk o

lead to a bleed

Audience: **Buy**

Folders

Copy To ...

Move to ...

Clear

Delete

Reports

E-Mail

Clipbook

Media Coverage

Other Reports

Order



Clip



Clip



Clip



Text



Abstract



Buy



E-Mail



Clear



Copy



Edit



Delete

Plavix warns that combining this drug with the anticoagulant warfarin (Coumadin) requires caution due to an increased risk of bleeding. Physicians are also warned that combining NSAID **pain relievers** (such as **ibuprofen**, **naproxen**) with Plavix or warfarin canMPI: **Buy**;**New** **Channel 4****KNBC-TV (NBC)***"Pain Medicine"*

Kelly Mack

00:17:14 TZ; **P**2004 Pharmacist Survey of OTC Products. I; **Pain** sufferers, talk about being in **pain** . V; **Tylenol** Sinus. **Tylenol** Sinus picked for help with sinus headaches . **Advil** chosen to deal with menstrual pain . V; **Motrin** . V; **Tylenol** . **Tylenol** chosen for adult headaches , beat Advil and Motrin. I; Bruce Hensel, MD, NBC4 Chief Medical Editor, says Tylenol is good for headaches . V; Excedrin Migraine. Excedrin Migraine beat out Extra Strength Tylenol. Excedrin Migraine and Excedrin are the same. GR; Best Over the Counter Painkillers: Tylenol-Sinus, Tylenol, Excedrin Migraine, Advil.

00:19:44

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

Add to Cart

Other Reports

Media Coverage

Other Reports

Order

Add to Cart

Other Reports

Media Coverage

Other Reports

Order

Add to Cart

Other Reports

Media Coverage

Other Reports

Order

Add to Cart

Other Reports

Media Coverage

Other Reports

Order

Add to Cart

Other Reports

Media Coverage

Other Reports

Order

Add to Cart

Other Reports

Media Coverage

Other Reports

Order

Add to Cart

**Los Angeles, CA 05/08/2005 4:30 PM - 5:30 PM**

QV Clip



HQ Clip



Buy



E-Mail



Clear



Copy



Edit



Delete

**New York Times****The New York Times****New York, NY 01/22/2007***"Using The Newsroom To Represent Honesty"*

Stuart Elliott

The gossip columnist Walter Winchell delivered commercials for brands like Jergens lotion on his radio and television shows in the 1930s through 1950s. From 1937 to 1956, a drama series, "Big Town," about a crusading newspaper editor, ran on radio and TV, sponsored by products like **Bayer** aspirin and Lifebuoy soap.Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

Clip



Buy



E-Mail



Clear



Copy



Edit



Delete

**South Florida Sun-Sentinel****Sun-Sentinel****Fort Lauderdale, FL 01/19/2007***"Tiny New Thrips Have A Big Appetite For Roses"*

Christine Winter Huneau

Chilli thrips may be the cause of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

Clip



Buy



E-Mail



Clear



Copy



Edit



Delete





Search

Advanced Search

Shopping Cart ? Help

System Folders

All Coverage (201)

Inbox (120)

New (2)

Selected (0)

My Folders

Dec. 06 (23)

Good Coverage (12)

All Coverage



Select All

Selected Articles

Sort

Filter

Display All

Prev

Page

2

of 21

Go

Next



Sunday Oregonian

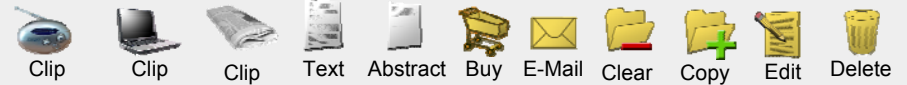
Portland, OR 01/21/2007

"People's Pharmacy"

Joe Graedon, Teresa Graedon

The official prescribing information for Plavix warns that combining this drug with the anticoagulant warfarin (Coumadin) requires caution due to an increased risk of hemorrhage. Doctors are also warned that combining NSAID pain relievers (such as ibuprofen, naproxen) with Plavix or warfarin can lead to a bleeding ulcer.

Audience: Buy; Media Value: Buy; MPI: Buy;



Channel 4 News Weekend

KNBC-TV (NBC) Ch./Freq. 4 Los Angeles, CA 05/08/2005 4:30 PM - 5:30 PM

"Pain Medicine"

Kelly Mack

00:17:14 TZ; Pain Medicine: American Pharmacist Assoc sends out survey for rating of pain medicine. V; Aleve. V; Bayer. V; Advil. V; Ibuprofen. V; 2004 Pharmacist Survey of OTC Products. I; Pain sufferers, talk about being in pain. V; Tylenol Sinus. Tylenol Sinus picked for help with sinus headaches. Advil chosen to deal with menstrual pain. V; Motrin. V; Tylenol. Tylenol chosen for adult headaches, beat Advil and Motrin. I; Bruce Hensel, MD, NBC4 Chief Medical Editor, says Tylenol is good for headaches. V; Excedrin Migraine. Excedrin Migraine beat out Extra Strength Tylenol. Excedrin Migraine and Excedrin are the same. GR; Best Over the Counter Painkillers: Tylenol-Sinus, Tylenol, Excedrin Migraine, Advil.

00:19:44

Audience: Buy; Media Value: Buy; MPI: Buy;



New York Times

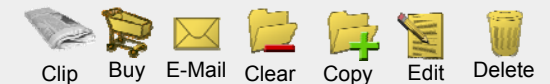
New York, NY 01/22/2007

"Using The Newsroom To Represent Honesty"

Stuart Elliott

The gossip columnist Walter Winchell delivered commercials for brands like Jergens lotion on his radio and television shows in the 1930s through 1950s. From 1937 to 1956, a drama series, "Big Town," about a crusading newspaper editor, ran on radio and TV, sponsored by products like Bayer aspirin and Lifebuoy soap.

Audience: Buy; Media Value: Buy; MPI: Buy;



South Florida Sun-Sentinel

Fort Lauderdale, FL 01/19/2007

"Tiny New Thrips Have A Big Appetite For Roses"

Christine Winter Huneau

Chilli thrips may be the cause of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.

Audience: Buy; Media Value: Buy; MPI: Buy;





System Folders

- All Coverage (201)
- Inbox (120)
- New (2)
- Selected (0)
- My Folders
- Dec. 06 (23)
- Good Coverage (12)

**All Coverage** [E-Mail] [Copy] [Report] [Print]

Select All Selected Articles Sort Filter Display All [Prev] Page **2** of 21 [Go] [Next]

**New**  **Sunday Oregonian**  
 Portland, OR 01/21/2007  
 "People's Pharmacy"  
 Joe Graedon, Teresa Graedon  
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 Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**

[Clip] [Clip] [Clip] [Text] [Abstract] [Buy] [E-Mail] [Clear] [Copy] [Edit] [Delete]

**Send Folder to Report**

Send contents of folder to report.  
Please choose which sort of report.

- Clipbook
- Media Coverage Report
- E-Mail
- Print

[Cancel] [Continue]

**New**  **Chan**  
 KNBC-TV  
 "Pain Me"  
 Kelly Ma  
 00:17:14  
 2004 Pha  
 headach  
 Hensel, M  
 Excedrin  
 00:19:44  
 Audience

[Clip] [Buy] [E-Mail] [Clear] [Copy] [Edit] [Delete]

; **Aleve** . V; **Bayer** . V; **Advil** . V; **Ibuprofen** . V;  
**Tylenol** Sinus picked for help with sinus  
 headaches , beat Advil and Motrin. I; Bruce  
 edrin Migraine beat out Extra Strength Tylenol.  
 enol, Excedrin Migraine, Advil.

**New York Times**  
 New York, NY 01/22/2007  
 "Using The Newsroom To Represent Honesty"  
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 Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**

[Clip] [Buy] [E-Mail] [Clear] [Copy] [Edit] [Delete]

**South Florida Sun-Sentinel**  
 Fort Lauderdale, FL 01/19/2007  
 "Tiny New Thrips Have A Big Appetite For Roses"  
 Christine Winter Huneau  
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 Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**

[Clip] [Buy] [E-Mail] [Clear] [Copy] [Edit] [Delete]





Search

Advanced Search

System Folders

All Coverage (201)

Inbox (120)

New (2)

Selected (0)

My Folders

Dec. 06 (23)

Good Coverage (12)

All Coverage



Select All

Selected Articles

Sort

Filter

Display All

Prev

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2

of 21

Go

Next



Sunday Oregonian

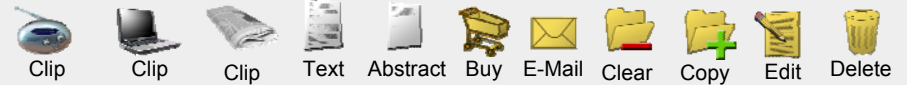
Portland, OR 01/21/2007

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Audience: Buy; Media Value: Buy; MPI: Buy;



Channel 4 News Weekend

KNBC-TV (NBC) Ch /Freq 4 Los Angeles, CA 05/08/2005 4:30 PM - 5:30 PM

"Pain Me

Kelly Ma

00:17:14

2004 Pha

headach

Hensel, M

Excedrin

00:19:44

Audience

Media Coverage Report Options

Give your new Media Coverage Report a name.

Name

Report Title

Report Subtitle

Cancel Create



; Aleve . V; Bayer . V; Advil . V; Ibuprofen . V; Tylenol Sinus picked for help with sinus headaches , beat Advil and Motrin. I; Bruce edrin Migraine beat out Extra Strength Tylenol. enol, Excedrin Migraine, Advil.



New York Times

New York, NY 01/22/2007

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Audience: Buy; Media Value: Buy; MPI: Buy;



South Florida Sun-Sentinel

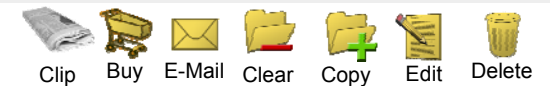
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Audience: Buy; Media Value: Buy; MPI: Buy;





Search

Advanced Search

System Folders

All Coverage (201)

Inbox (120)

New (2)

Selected (0)

My Folders

Dec. 06 (23)

Good Coverage (12)

### All Coverage



Select All Selected Articles Sort Filter Display All Prev Page 2 of 21 Go Next



#### Sunday Oregonian

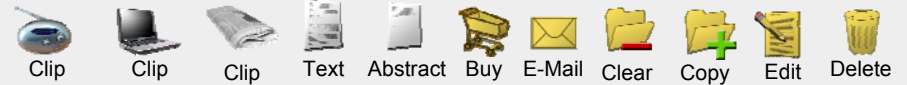
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#### Channel 4 News Weekend

KNBC-TV

"Pain Me

Kelly Ma

00:17:14

2004 Pha

headach

Hensel, M

Excedrin

00:19:44

Audience

#### Report Name

Name already in use. Choose Create to allow duplicate name.

Name

Report Title

Report Subtitle

Cancel

Create



; **Aleve** . V; **Bayer** . V; **Advil** . V; **Ibuprofen** . V; **Tylenol** Sinus picked for help with sinus headaches , beat Advil and Motrin. I; Bruce edrin Migraine beat out Extra Strength Tylenol. enol, Excedrin Migraine, Advil.



#### New York Times

New York, NY 01/22/2007

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Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;



#### South Florida Sun-Sentinel

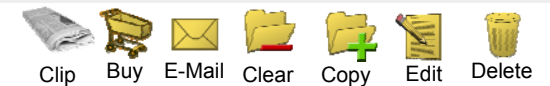
Fort Lauderdale, FL 01/19/2007

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Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;





Search

Advanced Search

System Folders

- All Coverage (201)
- Inbox (120)
- New (2)
- Selecte
- My F
- Dec. 06
- Good C

All Coverage



Select All Selected Articles Sort Filter

Display All Prev Page 2 of 21 Go Next

New  Sunday Oregonian  
Portland, OR 01/21/2007



Since MCR is nearly instant, there is no need for processing icon. Take user to Reports/View Report/ immediately.



**Fort Lauderdale, FL 01/19/2007**  
*"Tiny New Thrips Have A Big Appetite For Roses"*  
 Christine Winter Huneau  
 Chilli thrips may be the cuase of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.  
 Audience: Buy; Media Value: Buy; MPI: Buy;





Search

Advanced Search

Shopping Cart



? Help

System Folders

All Coverage (201)

Inbox (120)

New (2)

Selected (0)

My Folders

Dec. 06 (23)

Good Coverage (12)

### All Coverage



Select All Selected Articles Sort Filter Display All Prev Page 2 of 21 Go Next



#### Sunday Oregonian

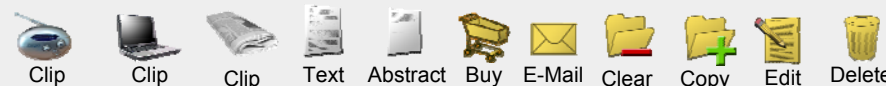
Portland, OR 01/21/2007

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Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;



#### Channel 4 News Weekend

KNBC-TV

"Pain Me

Kelly Ma

00:17:14

2004 Pha

headach

Hensel, M

Excedrin

00:19:44

Audience

**Report Name**

Name already in use. Choose Create to allow duplicate name.

Name	<input type="text"/>
Report Title	<input type="text"/>
Report Subtitle	<input type="text"/>

Cancel Create



; **Aleve** . V; **Bayer** . V; **Advil** . V; **Ibuprofen** . V; **Tylenol** Sinus picked for help with sinus headaches , beat Advil and Motrin. I; Bruce edrin Migraine beat out Extra Strength Tylenol. enol, Excedrin Migraine, Advil.



#### New York Times

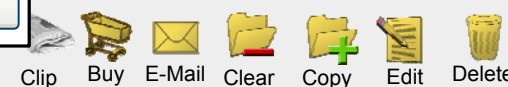
New York, NY 01/22/2007

"Using The Newsroom To Represent Honesty"

Stuart Elliott

The gossip columnist Walter Winchell delivered commercials for brands like Jergens lotion on his radio and television shows in the 1930s through 1950s. From 1937 to 1956, a drama series, "Big Town," about a crusading newspaper editor, ran on radio and TV, sponsored by products like **Bayer** aspirin and Lifebuoy soap.

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;



#### South Florida Sun-Sentinel

Fort Lauderdale, FL 01/19/2007

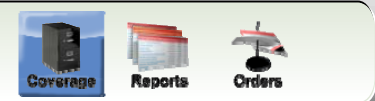
"Tiny New Thrips Have A Big Appetite For Roses"

Christine Winter Huneau

Chilli thrips may be the cuase of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;





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**New York Times**  
 New York, NY 01/19/2007  
 "Using The News"  
 Stuart Elliott  
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 From 1937 to 19...  
 Lifebuoy soap.  
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**South Florida Sun-Sentinel**  
 Fort Lauderdale, FL 01/19/2007  
 "Tiny New Thrips Have A Big Appetite For Roses"  
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 Chilli thrips may be the cuase of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.  
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**Fort Lauderdale, FL 01/19/2007**  
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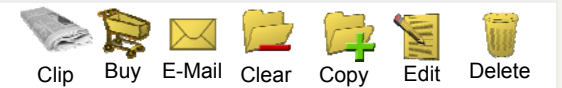
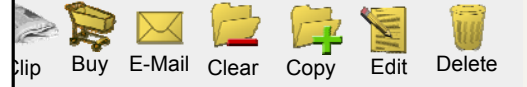
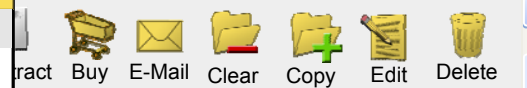
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## Sunday Oregonian

Portland, OR 01/21/2007

"People's Pharmacy"

Joe Graedon, Teresa Graedon

The official prescribing information for Plavix warns that combining this drug with the anticoagulant warfarin (Coumadin) requires caution due to an increased risk of hemorrhage. Doctors are also warned that combining NSAID [pain relievers](#) (such as [ibuprofen](#), [naproxen](#)) with Plavix or warfarin can lead to a bleeding ulcer.



Clip



## Channel 4 News Weekend

KNBC-TV (NBC) Ch./Freq. 4 Los Angeles, CA 05/08/2005 4:30 PM - 5:30 PM

"Pain Medicine"

Kelly Mack

00:17:14 TZ; [Pain](#) Medicine: American Pharmacist Assoc sends out survey for rating of [pain](#) medicine. V; [Aleve](#). V; [Bayer](#) . V; [Advil](#). V; [ibuprofen](#) . V; 2004 Pharmacist Survey of OTC Products. I; [Pain](#) sufferers, talk about being in [pain](#) . V; [Tylenol](#) Sinus. [Tylenol](#) Sinus picked for help with sinus headaches . [Advil](#) chosen to deal with menstrual pain . V; [Motrin](#). V; [Tylenol](#). [Tylenol](#) chosen for adult headaches , beat Advil and Motrin. I; Bruce Hensel, MD, NBC4 Chief Medical Editor, says Tylenol is good for headaches . V; Excedrin Migraine. Excedrin Migraine beat out Extra Strength Tylenol. Excedrin Migraine and Excedrin are the same. GR; Best Over the Counter Painkillers: Tylenol-Sinus, Tylenol, Excedrin Migraine, Advil.  
00:19:44



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## New York Times

New York, NY 01/22/2007

"Using The Newsroom To Represent Honesty"

Stuart Elliott

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**Sunday Oregonian**  
 Portland, OR 01/21/2007  
 "People's Pharmacy"  
 Joe Graedon, Teresa Graedon  
 The official prescribing information for Plavix warns that combining this drug with the anticoagulant warfarin (Coumadin) requires caution due to an increased risk of hemorrhage. Doctors are also warned that combining NSAID pain relievers (such as ibuprofen, naproxen) with Plavix or warfarin can lead to a bleeding ulcer.  
 Audience: 358,665 ; Media Value: ### ; MPI: ### Length: 300 words;

**Channel 4 News Weekend**  
 KNBC-TV (NBC) Ch./Freq. 4 Los Angeles, CA 05/08/2005 4:30 PM - 5:30 PM  
 "Pain Medicine"  
 Kelly Mack  
 00:17:14 TZ; Pain Medicine: American Pharmacist Assoc sends out survey for rating of pain medicine. V; Aleve. V; Bayer . V; Advil. V; Ibuprofen . V; 2004 Pharmacist Survey of OTC Products. I; Pain sufferers, talk about being in pain . V; Tylenol Sinus. Tylenol Sinus picked for help with sinus headaches . Advil chosen to deal with menstrual pain . V; Motrin. V; Tylenol. Tylenol chosen for adult headaches , beat Advil and Motrin. I; Bruce Hensel, MD, NBC4 Chief Medical Editor, says Tylenol is good for headaches . V; Excedrin Migraine. Excedrin Migraine beat out Extra Strength Tylenol. Excedrin Migraine and Excedrin are the same. GR; Best Over the Counter Painkillers: Tylenol-Sinus, Tylenol, Excedrin Migraine, Advil.  
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 Audience: 358,665 ; Media Value: ### ; MPI: ### Length: 3:56;

**New York Times**  
 New York, NY 01/22/2007  
 "Using The Newsroom To Represent Honesty"  
 Stuart Elliott  
 The gossip columnist Walter Winchell delivered commercials for brands like Jergens lotion on his radio and television shows in the 1930s through 1950s. From 1937 to 1956, a drama series, "Big Town," about a crusading newspaper editor, ran on radio and TV, sponsored by products like Bayer aspirin and Lifebuoy soap.  
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### Sunday Oregonian

Portland, OR 01/21/2007

"People's Pharmacy"

Joe Graedon, Teresa Graedon

The official prescribing information

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### Channel 4 News V

KNBC-TV (NBC) Ch./Freq. 4

"Pain Medicine"

Kelly Mack

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New York, NY 01/22/2007

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Sunday Oregonian

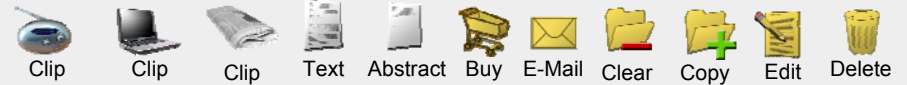
Portland, OR 01/21/2007

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Channel 4 News Weekend

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South Florida Sun-Sentinel

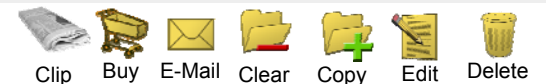
Fort Lauderdale, FL 01/19/2007

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New

## Sunday Oregonian

Portland, OR 01/21/2007

"People's Pharmacy"

Joe Graedon, Teresa Graedon

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New York, NY 01/22/2007

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New

## South Florida Sun-Sentinel

Fort Lauderdale, FL 01/19/2007

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Portland, OR 01/21/2007

*"People's Pharmacy"*

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**Channel 4 News Weekend**

KNBC-TV (NBC) Ch./Freq. 4 Los Angeles, CA 01/21/2007

*"Pain Medicine"*

Kelly Mack

00:17:14 TZ; Pain Medicine: American Pharmacist Assoc sends out survey for rating of pain medicine. V; Aleve . V; Bayer . V; Advil . V; Ibuprofen . V; 2004 Pharmacist Survey of OTC Products. I; Pain sufferers, talk about being in pain . V; Tylenol Sinus. Tylenol Sinus picked for help with sinus headaches . Advil chosen to deal with menstrual pain . V; Motrin. V; Tylenol. Tylenol chosen for adult headaches , beat Advil and Motrin. I; Bruce Hensel, MD, NBC4 Chief Medical Editor, says Tylenol is good for headaches . V; Excedrin Migraine. Excedrin Migraine beat out Extra Strength Tylenol. Excedrin Migraine and Excedrin are the same. GR; Best Over the Counter Painkillers: Tylenol-Sinus, Tylenol, Excedrin Migraine, Advil.

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New York, NY 01/22/2007

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- New**  **Sunday Oregonian**  
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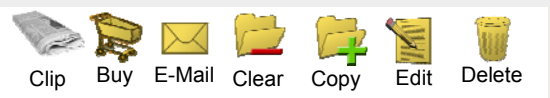
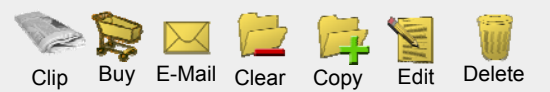
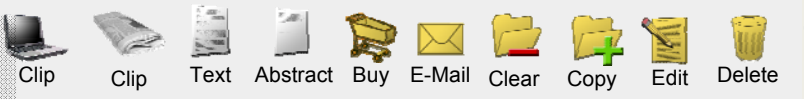
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 Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

**New**  **Channel 4 News Weekend**  
 KNBC-TV (NBC) Ch./Freq. 4 Los Angeles, CA  
*"Pain Medicine"*  
 Kelly Mack  
 00:17:14 TZ; **Pain** Medicine: American Pharmacist Assoc sends out survey for rating of **pain** medicine. V; **Aleve**. V; **Bayer**. V; **Advil**. V; **Ibuprofen**. V; 2004 Pharmacist Survey of OTC Products. I; **Pain** sufferers, talk about being in **pain**. V; **Tylenol** Sinus. **Tylenol** Sinus picked for help with sinus headaches. **Advil** chosen to deal with menstrual pain. V; **Motrin**. V; **Tylenol**. **Tylenol** chosen for adult headaches, beat Advil and Motrin. I; Bruce Hensel, MD, NBC4 Chief Medical Editor, says Tylenol is good for headaches. V; Excedrin Migraine. Excedrin Migraine beat out Extra Strength Tylenol. Excedrin Migraine and Excedrin are the same. GR: Best Over the Counter Painkillers: Tylenol-Sinus, Tylenol, Excedrin Migraine, Advil.  
 00:19:44  
 Audience:

**New York Times**  
 New York  
*"Using The ..."*  
 Stuart Ellie  
 The gossip...  
 From 193...  
 Lifebuoy s...  
 Audience:

**South Florida Sun-Sentinel**  
 Fort Lauderdale, FL 01/19/2007  
*"Tiny New Thrips Have A Big Appetite For Roses"*  
 Christine Winter Huneau  
 Chilli thrips may be the cuase of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.  
 Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

- Clear
- Clear Filter
- Common Filters
- Today's Posting
- This Week
- Month to Date
- Last Quarter
- Year to Date
- Customize
- Custom Filter ...



**If a filter is in place, the "Custom Filter" calls the filter dialog with the current filter values prefilled in the form.**

mercials for brands like Jergens lotion on his radio and television shows in the 1930s through 1950s. at a crusading newspaper editor, ran on radio and TV, sponsored by products like **Bayer** aspirin and





## System Folders

All Coverage (201)

Inbox (120)

New (2)

Selected (0)

## My Folders

Dec. 06 (23)

Good Coverage (12)

## Custom Filter

Filter Name

Cancel

Filter

## Keyword(s)

Tip: You can match an exact phrase by putting it in "double quotes"

[Help me search more effectively](#)Search In:    

## ▼ Time

## Publication Date

From

To

## Release Date

From

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Program Name

Author(s)

ountries [Select Countries](#)As [Select DMAs](#) From  To ites [Select States](#)unties [Select Counties](#)es [Select Cities](#)

## ▼ Media Type

 Print Newspaper Weekly Magazine Broadcast Network Local Cable Radio Internet Web Blogs Podcast

## ► Values

Custom filter is the same as advanced search minus the folder scoping.



Search

Advanced Search

System Folders

All Coverage (201)

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My Folders

Dec. 06 (23)

Good Coverage (12)

All Coverage



Select All

Selected Articles

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Sunday Oregonian

Portland, OR 01/21/2007

"People's Pharmacy"

Joe Graedon, Teresa Graedon

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00:19:44

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New York Times

New York, NY 01/22/2007

"Using The Newsroom To Represent Honesty"

Stuart Elliott

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Audience: Buy; Media Value: Buy; MPI: Buy;



South Florida Sun-Sentinel

Fort Lauderdale, FL 01/19/2007

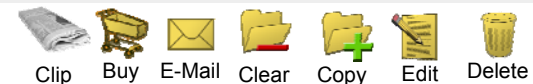
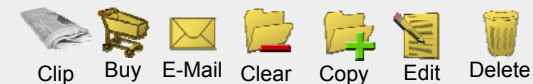
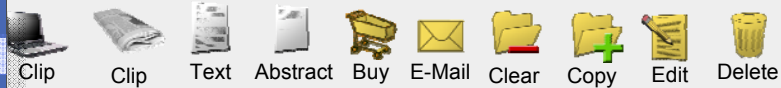
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- Clear
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  - Today's Posting
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  - Month to Date
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- Customize
- Custom Filter ...



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 [Select All](#)

Selected Articles

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of 21

[Go](#)[Next](#) **Sunday Oregonian**

Portland, OR 01/21/2007

*"People's Pharmacy"*

Joe Graedon, Teresa Graedon

The official prescribing information for P... increased risk of hemorrhage. Doctors a... lead to a bleeding ulcer.

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- Clear
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- (3<sup>rd</sup> last used sort)
- (4<sup>th</sup> last used sort)
- (5<sup>th</sup> last used sort)
- Customize
- Custom Sort ...

Clip Clip Clip Text Abstract Buy E-Mail Clear Copy Edit Delete

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 combining NSAID [pain relievers](#) (such as [ibuprofen](#), [naproxen](#)) with Plavix or warfarin can

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Audience: [Buy](#); Media Value: [Buy](#); MPI: [Buy](#)

4:30 PM - 5:30 PM

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**New York Times**

New York, NY 01/22/2007

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Audience: [Buy](#); Media Value: [Buy](#); MPI: [Buy](#)

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**South Florida Sun-Sentinel**

Fort Lauderdale, FL 01/19/2007

*"Tiny New Thrips Have A Big Appetite For Roses"*

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Audience: [Buy](#); Media Value: [Buy](#); MPI: [Buy](#)

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## System Folders

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## My Folders

Dec. 06 (23)

Good Coverage (12)

## All Coverage

 Select All

Selected Articles

Sort

Filter

Clear

Default Sort

Recent Sorts

(Last used sort)

(2<sup>nd</sup> last used sort)(3<sup>rd</sup> last used sort)(4<sup>th</sup> last used sort)(5<sup>th</sup> last used sort)

Customize

Custom Sort ...

Each time the user creates a custom sort it is placed in the menu in the (Last used sort) spot.

If "Custom Sort" is chosen while a sort is in place, the settings for that sort should be pre-filled in the custom sort form.

**New**  **Sunday Oregonian**  
 Portland, OR 01/21/2007  
 "People's Pharmacy"  
 Joe Graedon, Teresa Graedon  
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**New**  **Weekend**  
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E-Mail Copy Report Print

Prev Page 2 of 21 Go Next

Buy E-Mail Clear Copy Edit Delete

(Coumadin) requires caution due to an  
**profen, naproxen** with Plavix or warfarin can

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y; MPI: **Buy**;

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Clip Buy E-Mail Clear Copy Edit Delete

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All Coverage (201)

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## My Folders

Dec. 06 (23)

## All Coverage

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 Report
 Print

 [Select All](#) Selected Articles **Sort** Filter [Display All](#) [Prev](#) Page **2** of 21 [Go](#) [Next](#)
**Sunday Oregonian**

Portland, OR 01/21/2007

"People's Pharmacy"

Joe Graedon, Teresa Graedon

The official prescribing information for Plavix warns that combining this drug with the anticoagulant warfarin (Coumadin) requires caution due to an increased risk of bleeding. The risk of bleeding may be further increased if you are taking ibuprofen, naproxen) with Plavix or warfarin can lead to a serious or fatal bleed. Audience: [Buy](#); Media: [Buy](#); [E-Mail](#); [Clear](#); [Copy](#); [Edit](#); [Delete](#)

## Custom Sort

Release Date  
Publication Date  
Audience  
Media Outlet  
Media Type  
Length  
Country  
DMA  
State  
City

Release Date ^

[Add >](#)[< Remove](#)Sort Name  (optional)

Cancel

Sort

Clicking on the parameter in the right column switches from ascending to descending or vice versa

Sort Name should fill in with abbreviations for the parameters chosen in the columns above. User can edit filename at any time.

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Audience: [Buy](#); Media**South Florida**

Fort Lauderdale, FL

"Tiny New Thrips Have

Christine Winter Hune

Chilli thrips may be the

can help.

Audience: [Buy](#); Media

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Dec. 06 (23)

Good Coverage (12)

## All Coverage

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New

**Sunday Oregonian**

Portland, OR 01/21/2007

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- Clear
- Default Sort
- Recent Sorts
- (Last used sort)
- (2<sup>nd</sup> last used sort)
- (3<sup>rd</sup> last used sort)
- (4<sup>th</sup> last used sort)
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- Customize
- Custom Sort ...

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**Channel 4 News Weeken**

KNBC-TV (NBC) Ch./Freq. 4 Los Ang

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4:30 PM - 5:30 PM

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**New York Times**

New York, NY 01/22/2007

*"Using The Newsroom To R*  
Stuart ElliottThe gossip columnist Walter  
From 1937 to 1956, a drama  
Lifebuoy soap.Audience: [Buy](#); Media Value:

**Sort name in status bar is clickable. Clicking brings up the sort dialog box with the current sort prefilled.**

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like Jergens lotion on his radio and television shows in the 1930s through 1950s. spaper editor, ran on radio and TV, sponsored by products like [Bayer](#) aspirin and**South Florida Sur**

Fort Lauderdale, FL 01/19/

*"Tiny New Thrips Have A Big*  
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[Go](#)[Next](#) **Sunday Oregonian**

Portland, OR 01/21/2007

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The official prescribing information for P...  
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- Clear
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- Customize
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4:30 PM - 5:30 PM

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**New York Times**

New York, NY 01/22/2007

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**South Florida Sun-Sentinel**

Fort Lauderdale, FL 01/19/2007

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**New** **Sunday Oregonian**

Portland, OR 01/21/2007

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of 21

[Go](#)[Next](#) **Sunday Oregonian**

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KNBC-TV (NBC) Ch./Freq. 4 Los Angeles, CA 05/08/2005 4:30 PM - 5:30 PM

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 Select All Selected Articles Sort Filter

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**Sunday Oregonian**

Portland, OR 01/21/2007

*"People's Pharmacy"*

Joe Graedon, Teresa Graedon

The official prescribing information for Plavix warns that combining this drug with the anticoagulant warfarin (Coumadin) requires caution due to an increased risk of hemorrhage. Doctors are also warned that combining NSAID **pain relievers** (such as **ibuprofen**, **naproxen**) with Plavix or warfarin can lead to a bleeding ulcer.

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**Channel 4 News Weekend**

KNBC-TV (NBC) Ch./Freq. 4 Los Angeles, CA 05/08/2005 4:30 PM - 5:30 PM

*"Pain Medicine"*

Kelly Mack

00:17:14 TZ; **Pain** Medicine: American Pharmacist Assoc sends out survey for rating of **pain** medicine. V; **Aleve**. V; **Bayer**. V; **Advil**. V; **Ibuprofen**. V; 2004 Pharmacist Survey of OTC Products. I; **Pain** sufferers, talk about being in **pain**. V; **Tylenol** Sinus. **Tylenol** Sinus picked for help with sinus headaches. **Advil** chosen to deal with menstrual pain. V; **Motrin**. V; **Tylenol**. **Tylenol** chosen for adult headaches, beat Advil and Motrin. I; Bruce Hensel, MD, NBC4 Chief Medical Editor, says Tylenol is good for headaches. V; Excedrin Migraine. Excedrin Migraine beat out Extra Strength Tylenol. Excedrin Migraine and Excedrin are the same. GR; Best Over the Counter Painkillers: Tylenol-Sinus, Tylenol, Excedrin Migraine, Advil.

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**New York Times**

New York, NY 01/22/2007

*"Using The Newsroom To Represent Honesty"*

Stuart Elliott

The gossip columnist Walter Winchell delivered commercials for brands like Jergens lotion on his radio and television shows in the 1930s through 1950s. From 1937 to 1956, a drama series, "Big Town," about a crusading newspaper editor, ran on radio and TV, sponsored by products like **Bayer** aspirin and Lifebuoy soap.

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**South Florida Sun-Sentinel**

Fort Lauderdale, FL 01/19/2007

*"Tiny New Thrips Have A Big Appetite For Roses"*

Christine Winter Huneau

Chilli thrips may be the cause of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.

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Portland, OR 01/21/2007

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New York, NY 01/22/2007

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Fort Lauderdale, FL 01/19/2007

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00:17:14

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New York, NY 01/22/2007

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Portland, OR 01/21/2007

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New York, NY 01/22/2007

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Sunday Oregonian

Portland, OR 05/08/2005 4:30 PM - 5:30 PM  
 "People's Pharmacy" by Joe Graedon, The Oregonian  
 The official press release for the new book, "Pain Medicines: How to Choose the Right One for You" by Joe Graedon, MD. The book is available at [www.painrelievers.com](#). Audience: [Buy](#); Media Value: [Buy](#); MPI: [Buy](#);

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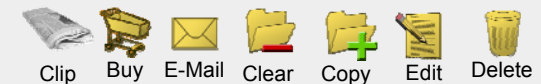
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New York Times

New York, NY 01/22/2007  
 "Using The Newsroom To Represent Honesty" by Stuart Elliott, The New York Times  
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South Florida Sun-Sentinel

Fort Lauderdale, FL 01/19/2007  
 "Tiny New Thrips Have A Big Appetite For Roses" by Christine Winter Huneau, Sun-Sentinel  
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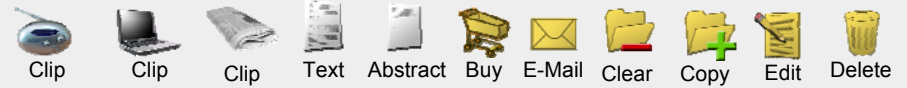
Portland, OR 01/21/2007

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### Channel 4

KNBC-TV (K)

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Kelly Mack

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New York, NY 01/22/2007

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Fort Lauderdale, FL 01/19/2007

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New York, NY 01/22/2007

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## New York Times

New York, NY 01/22/2007

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Pharmacist Assoc sends out survey for rating of **pain** medicine. V; **Aleve**. V; **Bayer**. V; **Advil**. V; **Ibuprofen**. V; **Tylenol** Sinus picked for help with sinus headaches. I; **Pain** sufferers, talk about being in **pain**. V; **Tylenol** Sinus. **Tylenol** Sinus picked for help with sinus headaches. I; **Advil** chosen to deal with menstrual pain. V; **Motrin**. V; **Tylenol**. **Tylenol** chosen for adult headaches, beat Advil and Motrin. I; Bruce Hensel, MD, NBC4 Chief Medical Editor, says Tylenol is good for headaches. V; Excedrin Migraine. Excedrin Migraine beat out Extra Strength Tylenol. Excedrin Migraine and Excedrin are the same. GR; Best Over the Counter Painkillers: Tylenol-Sinus, Tylenol, Excedrin Migraine, Advil.

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**South Florida Sun-Sentinel****Fort Lauderdale, FL 01/19/2007**

"Tiny New Thrips Have A Big Appetite For Roses"  
Christine Winter Huneau  
Chilli thrips may be the cause of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.

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**Portland, OR 01/21/2007**

*"People's Pharmacy"*

Joe Graedon, Teresa Graedon

The official prescribing information for Plavix warns that combining this drug with the anticoagulant warfarin (Coumadin) requires caution due to an increased risk of hemorrhage. Doctors are also warned that combining NSAID **pain relievers** (such as **ibuprofen**, **naproxen**) with Plavix or warfarin can lead to a bleeding ulcer.

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**New York Times**

**New York, NY 01/22/2007**

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New York, NY 01/22/2007

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Fort Lauderdale, FL 01/19/2007

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Kelly Mack

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Portland, OR 01/21/2007

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New York, NY 01/22/2007

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Sunday Oregonian

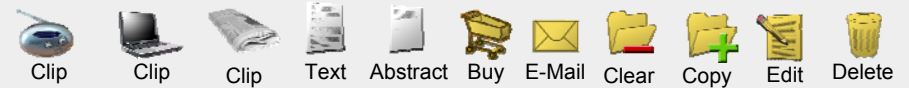
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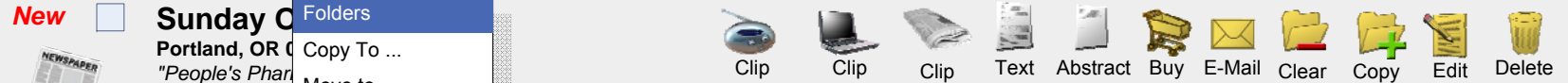
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 Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

**South Florida Sun-Sentinel**  
**Fort Lauderdale, FL 01/19/2007**  
*"Tiny New Thrips Have A Big Appetite For Roses"*  
 Christine Winter Huneau  
 Chilli thrips may be the cuase of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced  
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**South Florida Sun-Sentinel**  
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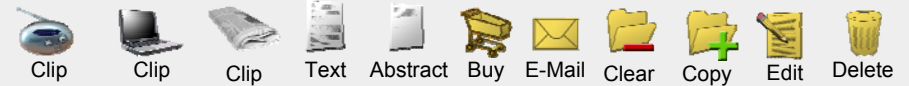
Portland, OR 01/21/2007

"People's Pharmacy"

Joe Graedon, Teresa Graedon

The official prescribing information for Plavix warns that combining this drug with the anticoagulant warfarin (Coumadin) requires caution due to an increased risk of hemorrhage. Doctors are also warned that combining NSAID pain relievers (such as ibuprofen, naproxen) with Plavix or warfarin can lead to a bleeding ulcer.

Audience: Buy; Media Value: Buy; MPI: Buy;



Channel 4 News Weekend

KNBC-TV (NBC) Ch./Freq. 4 Los Angeles, CA 05/08/2005 4:30 PM - 5:30 PM

"Pain Me"

Kelly Ma

00:17:14

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Hensel, M

Excedrin Migraine and Excedrin are the same. GR; Best Over the Counter Painkillers: Tylenol-Sinus, Tylenol, Excedrin Migraine, Advil.

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New York Times

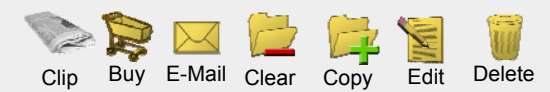
New York, NY 01/22/2007

"Using The Newsroom To Represent Honesty"

Stuart Elliott

The gossip columnist Walter Winchell delivered commercials for brands like Jergens lotion on his radio and television shows in the 1930s through 1950s. From 1937 to 1956, a drama series, "Big Town," about a crusading newspaper editor, ran on radio and TV, sponsored by products like Bayer aspirin and Lifebuoy soap.

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South Florida Sun-Sentinel

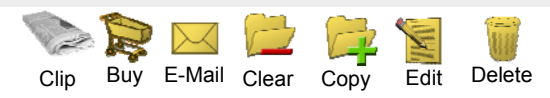
Fort Lauderdale, FL 01/19/2007

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**Sunday Oregonian**

Portland, OR 01/21/2007

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KNBC-TV (NBC) Ch./Freq. 4 Los Angeles, CA 05/08/2005 4:30 PM - 5:30 PM

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Kelly Mack

00:17:14 TZ; **Pain** Medicine: American Pharmacist Assoc sends out survey for rating of **pain** medicine. V; **Aleve**. V; **Bayer**. V; **Advil**. V; **Ibuprofen**. V; 2004 Pharmacist Survey of OTC Products. I; **Pain** sufferers, talk about being in **pain**. V; **Tylenol** Sinus. **Tylenol** Sinus picked for help with sinus headaches. **Advil** chosen to deal with adult headaches, beat Advil and Motrin. I; Bruce Excedrin Migraine beat out Extra Strength Tylenol. Tylenol, Excedrin Migraine, Advil.

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;**New York Times**

New York, NY 01/22/2007

*"Using The Newsroom To Represent"*  
Stuart Elliott

The gossip columnist Walter Winchell... From 1937 to 1956, a drama series, "B... Lifebuoy soap.

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;**South Florida Sun-Sentinel**

Fort Lauderdale, FL 01/19/2007

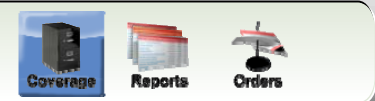
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Sunday Oregonian

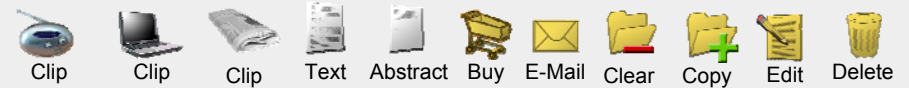
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Channel 4 News Weekend

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New York Times

New York, NY 01/22/2007

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South Florida Sun-Sentinel

Fort Lauderdale, FL 01/19/2007

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**New**  **Sunday Oregonian**

Portland, OR 01/21/2007

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KNBC-TV

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**New York Times**

New York, NY 01/22/2007

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**South Florida Sun-Sentinel**

Fort Lauderdale, FL 01/19/2007

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**Sunday Oregonian**  
Portland, OR 01/21/2007

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... picked for help with sinus  
... beat Advil and Motrin. I; Bruce  
... beat out Extra Strength Tylenol.  
... rin Migraine, Advil.



**South Florida Sun-Sentinel**

Fort Lauderdale, FL 01/19/2007  
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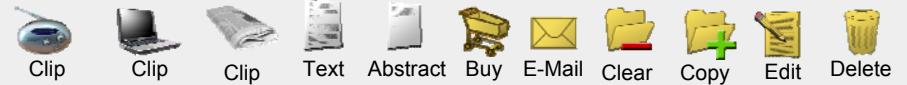
Sunday Oregonian

Portland, OR 01/21/2007

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Hensel, M

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New York Times

New York

"Using T

Stuart Ellro

The gossip columnist Walter Winchell delivered commercials for brands like Jergens lotion on his radio and television shows in the 1930s through 1950s. From 1937 to 1956, a drama series, "Big Town," about a crusading newspaper editor, ran on radio and TV, sponsored by products like Bayer aspirin and Lifebuoy soap.

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South Florida Sun-Sentinel

Fort Lauderdale, FL 01/19/2007

"Tiny New Thrips Have A Big Appetite For Roses"

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"Tiny New Thrips Have A Big Appetite For Roses"  
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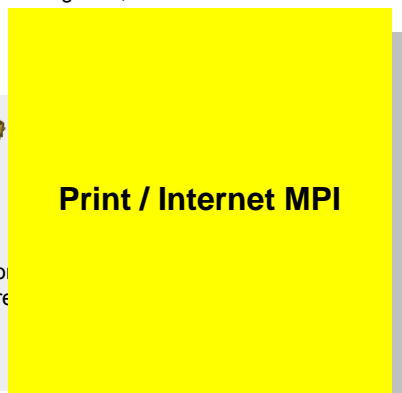
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orticulturist says that for home owners, Bayer Advanced

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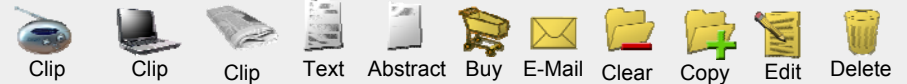
Portland, OR 01/21/2007

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### New York Times

New York, NY 01/22/2007

"Using The Newsroom To Represent Honesty"

Stuart Elliott

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### South Florida Sun-Sentinel

Fort Lauderdale, FL 01/19/2007

"Tiny New Thrips Have A Big Appetite For Roses"

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Sunday Oregonian

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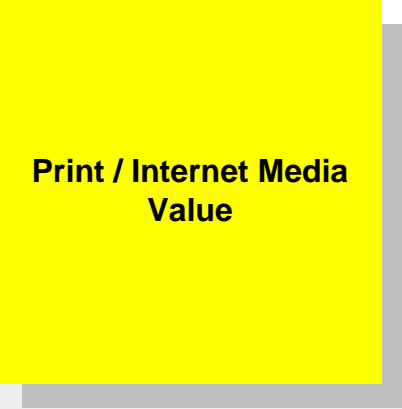


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New York Times

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Stuart Elliott

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South Florida Sun-Sentinel

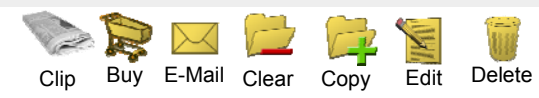
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### Sunday Oregonian

Portland, OR 01/21/2007

"People's Pharmacy"  
 Joe Graedon, Pharm.D.  
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### New York Sun

New York, NY

"Using The News"

Stuart Elliott

The gossip column

From 1937 to

Lifebuoy soap.

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

Print / Internet Media Value

### South Florida Sun-Sentinel

Fort Lauderdale, FL 01/19/2007

"Tiny New Thrips Have A Big Appetite For Roses"

Christine Winter Huneau

Chilli thrips may be the cause of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;



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New **Sunday Oregonian**

Portland, OR 01/21/2007

*"People's Pharmacy"*

Joe Graedon, Teresa Graedon

The official prescribing information for Plavix warns that combining this drug with the anticoagulant warfarin (Coumadin) requires caution due to an increased risk of hemorrhage. Doctors are also warned that combining NSAID **pain relievers** (such as **ibuprofen**, **naproxen**) with Plavix or warfarin can lead to a bleeding ulcer.

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

The Oregonian

New **Channel 4 News Weeker**

KNBC-TV (NBC) Ch./Freq. 4 Los Angeles

*"Pain Medicine"*

Kelly Mack

00:17:14 TZ; **Pain** Medicine: American 2004 Pharmacist Survey of OTC Products for headaches. **Advil** chosen to deal with pain. Hensel, MD, NBC4 Chief Medical Editor. Excedrin Migraine and Excedrin are the top choices. 00:19:44

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;**IMPORTANT! Purchase option(s) should only be available for valid media outlets.**

ing of **pain** medicine. V; **Aleve**. V; **Bayer**. V; **Advil**. V; **Ibuprofen**. V; **Advil**. V; **Tylenol** Sinus. **Tylenol** Sinus picked for help with sinus headaches. **Tylenol** Sinus picked for adult headaches, beat Advil and Motrin. I; Bruce Hensel, MD, NBC4 Chief Medical Editor. Excedrin Migraine and Excedrin are the top choices. Tylenol-Sinus, Tylenol, Excedrin Migraine, Advil.

**New York Times**

New York, NY 01/22/2007

*"Using The Newsroom To Represent Honesty"*

Stuart Elliott

The gossip columnist Walter Winchell delivered commercials for brands like Jergens lotion on his radio and television shows in the 1930s through 1950s. From 1937 to 1956, a drama series, "Big Town," about a crusading newspaper editor, ran on radio and TV, sponsored by products like **Bayer** aspirin and Lifebuoy soap.

Audience: **358,665**; Media Value: **\$34,543**; MPI: **Buy**;

The New York Times

**South Florida Sun-Sentinel**

Fort Lauderdale, FL 01/19/2007

*"Tiny New Thrips Have A Big Appetite For Roses"*

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Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

Sun-Sentinel



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[Go](#)[Next](#) **Sunday Oregonian**

Portland, OR 01/21/2007

*"People's Pharmacy"*

Joe Graedon, Teresa Graedon

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Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;**Channel 4 News Weekend**

KNBC-TV (NBC) Ch./Freq. 4 Los Angeles, CA 05/08/2005 4:30 PM - 5:30 PM

*"Pain Medicine"*

Kelly Mack

00:17:14 TZ; **Pain** Medicine: American Pharmacist Assoc sends out survey for rating of **pain** medicine. V; **Aleve**. V; **Bayer**. V; **Advil**. V; **Ibuprofen**. V; 2004 Pharmacist Survey of OTC Products. I; **Pain** sufferers, talk about being in **pain**. V; **Tylenol** Sinus. **Tylenol** Sinus picked for help with sinus headaches. **Advil** chosen to deal with menstrual pain. V; **Motrin**. V; **Tylenol**. **Tylenol** chosen for adult headaches, beat Advil and Motrin. I; Bruce Hensel, MD, NBC4 Chief Medical Editor, says Tylenol is good for headaches. V; Excedrin Migraine. Excedrin Migraine beat out Extra Strength Tylenol. Excedrin Migraine and Excedrin are the same. GR; Best Over the Counter Painkillers: Tylenol-Sinus, Tylenol, Excedrin Migraine, Advil.

00:19:44

Audience: **345,678**; Media Value: **Buy**; MPI: **Buy**;**New York Times**

New York, NY 01/22/2007

*"Using The Newsroom To Represent Honesty"*

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The gossip columnist Walter Winchell delivered commercials for brands like Jergens lotion on his radio and television shows in the 1930s through 1950s. From 1937 to 1956, a drama series, "Big Town," about a crusading newspaper editor, ran on radio and TV, sponsored by products like **Bayer** aspirin and Lifebuoy soap.

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;**South Florida Sun-Sentinel**

Fort Lauderdale, FL 01/19/2007

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Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;



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Sunday Oregonian

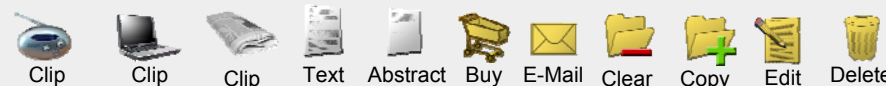
Portland, OR 01/21/2007

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Audience: Buy; Media Value: Buy; MPI: Buy;



Channel 4 News Weekend

KNBC-TV (NBC) Ch./Freq. 4 Los Angeles, CA 05/08/2005 4:30 PM - 5:30 PM

"Pain Me Values Not Available"

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Excedrin Migraine and Excedrin are the same. GR; Best Over the Counter Painkillers: Tylenol-Sinus, Tylenol, Excedrin Migraine, Advil.

00:19:44

Audience: Buy; Media Value: Buy; MPI: Buy;



**Values Not Available**

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Close

; Aleve . V; Bayer . V; Advil . V; Ibuprofen . V; Tylenol Sinus picked for help with sinus headaches , beat Advil and Motrin. I; Bruce edrin Migraine beat out Extra Strength Tylenol.



New York Times

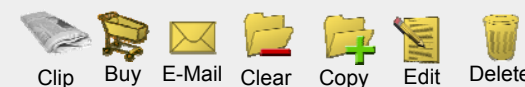
New York, NY 01/22/2007

"Using The Newsroom To Represent Honesty"

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The gossip columnist Walter Winchell delivered commercials for brands like Jergens lotion on his radio and television shows in the 1930s through 1950s. From 1937 to 1956, a drama series, "Big Town," about a crusading newspaper editor, ran on radio and TV, sponsored by products like Bayer aspirin and Lifebuoy soap.

Audience: Buy; Media Value: Buy; MPI: Buy;



South Florida Sun-Sentinel

Fort Lauderdale, FL 01/19/2007

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Audience: Buy; Media Value: Buy; MPI: Buy;



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anticoagulant warfarin (Coumadin) requires caution due to an **believers** (such as **ibuprofen**, **naproxen**) with Plavix or warfarin can

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of pain medicine. V; **Aleve**. V; **Bayer**. V; **Advil**. V; **Ibuprofen**. V; . V; **Tylenol Sinus**. **Tylenol Sinus** picked for help with sinus **ol** chosen for adult headaches, beat Advil and Motrin. I; Bruce cedrin Migraine. Excedrin Migraine beat out Extra Strength Tylenol. s: Tylenol-Sinus, Tylenol, Excedrin Migraine, Advil.

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otion on his radio and television shows in the 1930s through 1950s. r, ran on radio and TV, sponsored by products like **Bayer** aspirin and

Embroid Soap.  
Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

**South Florida Sun-Sentinel**  
Fort Lauderdale, FL 01/19/2007  
"Tiny New Thrips Have A Big Appetite For Roses"  
Christine Winter Huneau  
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**South Florida Sun-Sentinel**  
**FORT LAUDERDALE, FL 01/28/2007**  
**"Consumer Tips Week In Review"**

CONSUMER TIPS I

WEEK IN REVIEW

Your guide to the best consumer advice and recommendations published in the South Florida SunSentinel

Is your nail salon safe?

A special Help Team report found dozens of South Florida nail salons have been cited during the past three years for failing to maintain health and safety standards. Read all about it, and search our database to see if your local salon has been cited, at Sun-Sentinel.com/nails.

At least three babies have died after being given over-the-counter cough and cold medicines, and more than 1,500 needed hospital treatment during 2004 and 2005, federal health officials said in warning parents against using the products in very young children. If your child is younger than 2 has a cold or cough, the Centers for Disease Control and Prevention recommend parents not give remedies without checking with a doctor or nurse. Instead of those drugs, which have not been proven to work in young children: Use a saline nasal spray to help clear the mucus, or use a suction bulb with a rubber tip to draw out the mucus, keep a humidifier close to the bed, which also might help the child breathe easier. If your child has a fever, give children's acetaminophen such as Tylenol, or ibuprofen such as Motrin, but not both. Read the directions for

Close

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warfarin (Coumadin) requires caution due to an interaction with **ibuprofen**, **naproxen** with Plavix or warfarin can

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ne. V; **Aleve**. V; **Bayer**. V; **Advil**. V; **ibuprofen**. V; **Tylenol** Sinus picked for help with sinus adult headaches, beat Advil and Motrin. I; Bruce Excedrin Migraine beat out Extra Strength Tylenol, Tylenol, Excedrin Migraine, Advil.

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radio and television shows in the 1930s through 1950s.

From 1937 to 1956, a drama series, "Big Town," about a crusading newspaper editor, ran on radio and TV, sponsored by products like **Bayer** aspirin and Lifebuoy soap.  
Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

**South Florida Sun-Sentinel**  
**Fort Lauderdale, FL 01/19/2007**  
*"Tiny New Thrips Have A Big Appetite For Roses"*  
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 Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

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**New**  **Sunday Oregonian**  
 Portland, OR 01/22/2007  
 "People's Pharmacy" by Joe Graedon, The Oregonian  
 The official prescription for ibuprofen is an increased risk of bleeding. The drug can lead to a bleeding problem, says Dr. Dean Edell. Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;



**New**  **Channel 4**  
 KNBC-TV (NBC) 01/19/2007  
 "Pain Medicine" by Kelly Mack  
 00:17:14 TZ; Pain relievers: 2004 Pharmacist's Choice for headaches. Advil, Tylenol, Excedrin Migraine. Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;



**New York Times**  
 New York, NY 01/22/2007  
 "Using The Newsroom To Represent Honesty" by Stuart Elliott  
 The gossip columnist Walter Winchell delivered commercials for brands like Jergens lotion on his radio and television shows in the 1930s through 1950s. From 1937 to 1956, a drama series, "Big Town," about a crusading newspaper editor, ran on radio and TV, sponsored by products like Bayer aspirin and Lifebuoy soap. Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;



**South Florida Sun-Sentinel**  
 Fort Lauderdale, FL 01/19/2007  
 "Tiny New Thrips Have A Big Appetite For Roses" by Christine Winter Huneau  
 Chilli thrips may be the cause of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help. Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

http://insight.vmsinfo.com/newdemo/index.cf...  
 00:56:30 Dr Dean Edell Edell comments about working out, says caffeine may reduce delayed onset muscle soreness, explains, says **ibuprofen** may do the same thing. 00:57:30  
 Close

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anticoagulant warfarin (Coumadin) requires caution due to an increased risk of bleeding. **ibuprofen**, **naproxen** with Plavix or warfarin can increase the risk of bleeding.

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... pain medicine. V; **Aleve**. V; **Bayer**. V; **Advil**. V; **Ibuprofen**. V; **Tylenol** Sinus. **Tylenol** Sinus picked for help with sinus headaches, beat Advil and Motrin. I; Bruce Hensel, MD, NBC's "Dr. Oz" says Excedrin Migraine beat out Extra Strength Tylenol. Tylenol-Sinus, Tylenol, Excedrin Migraine, Advil.

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Sunday Oregonian

Portland, OR  
"People's Pharmacy"  
Joe Graedon,  
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lead to a bleed  
Audience: **Buy**

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Plavix warns that combining this drug with the anticoagulant warfarin (Coumadin) requires caution due to an increased risk of bleeding. Doctors are also warned that combining NSAID pain relievers (such as ibuprofen, naproxen) with Plavix or warfarin can

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Channel 4

KNBC-TV (NBC)  
"Pain Medicine"  
Kelly Mack  
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Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**

Los Angeles, CA 05/08/2005 4:30 PM - 5:30 PM

Pharmacist Assoc sends out survey for rating of pain medicine. V; Aleve. V; Bayer. V; Advil. V; Ibuprofen. V; Tylenol Sinus picked for help with sinus headaches. Tylenol chosen for adult headaches, beat Advil and Motrin. I; Bruce Hensel, MD, NBC4 Chief Medical Editor, says Tylenol is good for headaches. V; Excedrin Migraine. Excedrin Migraine beat out Extra Strength Tylenol. Excedrin Migraine and Excedrin are the same. GR; Best Over the Counter Painkillers: Tylenol-Sinus, Tylenol, Excedrin Migraine, Advil.

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New York Times

New York, NY 01/22/2007  
"Using The Newsroom To Represent Honesty"  
Stuart Elliott  
The gossip columnist Walter Winchell delivered commercials for brands like Jergens lotion on his radio and television shows in the 1930s through 1950s. From 1937 to 1956, a drama series, "Big Town," about a crusading newspaper editor, ran on radio and TV, sponsored by products like Bayer aspirin and Lifebuoy soap.  
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South Florida Sun-Sentinel

Fort Lauderdale, FL 01/19/2007  
"Tiny New Thrips Have A Big Appetite For Roses"  
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**Aleve** . V; **Bayer** . V; **Advil** . V; **Ibuprofen** . V; **Tylenol** Sinus picked for help with sinus headaches , beat Advil and Motrin. I; Bruce Drin Migraine beat out Extra Strength Tylenol. Tylenol, Excedrin Migraine, Advil.

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... television shows in the 1930s through 1950s. ... sponsored by products like **Bayer** aspirin and

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**Sun-Sentinel**

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Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

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**South Florida Sun-Sentinel**  
**Fort Lauderdale, FL 01/19/2007**  
"Tiny New Thrips Have A Big Appetite For Roses"  
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Audience: [Buy](#); Media Value: [Buy](#); MPI: [Buy](#);

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Current Sort is (current view abbreviation)

- Manual Sort

Custom Sort

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- Release Date ^

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Sort

- Default Sort
- (Last used sort)
- (2<sup>nd</sup> last used sort)
- (3<sup>rd</sup> last used sort)
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Sort options menu is the same as the sort dropdown. Custom sort calls up the custom sort dialog. Manual sort calls up 3.8.1.5

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## Manual Sort

Pittsburgh Post-Gazette  
Pittsburgh, PA 01/28/2007  
"The Week That Was"

ChicagoLand News At 10  
CLTV (IND) Ch.51  
Chicago, IL 01/29/2007  
"Paxil"

## Sunday Oregonian

Portland, OR 01/21/2007

"People's Pharmacy"

Joe Graedon, Teresa Graedon

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Audience: **358,665** ; Media Value: **Buy**; MPI: **Buy**;

1

## Channel 4 News Weekend

KNBC-TV (NBC) Ch./Freq. 4 Los Angeles, CA 05/08/2005 4:30 PM - 5:30 PM

"Pain Medicine"

Kelly Mack

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Advil. V; Ibuprofen. V;

Tylenol Sinus. V;

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00:19:44

Audience:



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## New York Times

New York, NY 01/22/2007

"Using The Newsroom To Represent Honesty"

Stuart Elliott

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3

## South Florida Sun-Sentinel

Fort Lauderdale, FL 01/19/2007

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Audience: **358,665** ; Media Value: **Buy**; MPI: **Buy**;

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Aleve. V; Bayer. V;  
Ibuprofen. V; Tylenol Sinus.  
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Tylenol is good for  
and Excedrin are the same.

Dock



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### All Coverage

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**New**  **Sunday Oregonian**  
 Portland, OR 01/21/2007  
 "People's Pharmacy"  
 Joe Graedon, Teresa Graedon

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**4**  
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 Kelly Ma  
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 00:19:44  
 Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

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Do not show this notice again.

Close

**New York Times**  
 New York, NY 01/22/2007

Clip Buy E-Mail Clear Copy Edit Delete

**The New York Times**  
 "Using The Newsroom To Represent Honesty"  
 Stuart Elliott  
 The gossip columnist Walter Winchell delivered commercials for brands like Jergens lotion on his radio and television shows in the 1930s through 1950s. From 1937 to 1956, a drama series, "Big Town," about a crusading newspaper editor, ran on radio and TV, sponsored by products like **Bayer** aspirin and Lifebuoy soap.  
 Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

**South Florida Sun-Sentinel**  
 Fort Lauderdale, FL 01/19/2007

Clip B

**Sun-Sentinel**  
 "Tiny New Thrips Have A Big Appetite For Roses"  
 Christine Winter Huneau  
 Chilli thrips may be the cuase of your problems with roses in you live in South Florida. Bill Schall, a horticulturist sa  
 can help.  
 Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

**The processing icon appears in the status bar.**



## System Folders

All Coverage (201)

Inbox (120)

New (2)

Selected (0)

## My Folders

Dec. 06 (23)

Good Coverage (12)

## All Coverage

E-Mail Copy Report Print

 Select All

Selected Articles

Sort

Filter

Display All

Next

**Sunday Oregonian**

Portland, OR 01/21/2007

*"People's Pharmacy"*

Joe Graedon, Teresa Graedon

The official prescribing information for Plavix warns that combining this drug with the anticoagulant warfarin (Coumadin) increases the risk of hemorrhage. Doctors are also warned that combining NSAID **pain relievers** (such as **ibuprofen**) can lead to a bleeding ulcer.Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;**Sending selected articles to MCR will follow the same flow as 2.2.2****Channel 4 News Weekend**

KNBC-TV

*"Pain Me"*

Kelly Mar

00:17:14

2004 Pha

headach

Hensel, M

Excedrin

00:19:44

Audience

## Media Coverage Report Options

Give your new Media Coverage Report a name.

Name

Title

Subtitle

Cancel

Create

**New York Times**

New York, NY 01/22/2007

*"Using The Newsroom To Represent Honesty"*

Stuart Elliott

The gossip columnist Walter Winchell delivered commercials for brands like Jergens lotion on his radio and television shows in the 1930s through 1950s. From 1937 to 1956, a drama series, "Big Town," about a crusading newspaper editor, ran on radio and TV, sponsored by products like **Bayer** aspirin and Lifebuoy soap.Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;**South Florida Sun-Sentinel**

Fort Lauderdale, FL 01/19/2007

*"Tiny New Thrips Have A Big Appetite For Roses"*

Christine Winter Huneau

Chilli thrips may be the cause of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

System Folders

- All Coverage (201)
- Inbox (120)
- New (2)
- Selected (0)

My Folders

- Dec.
- Good

### All Coverage

E-Mail Copy Report Print

[Select All](#) Selected Articles Sort Filter

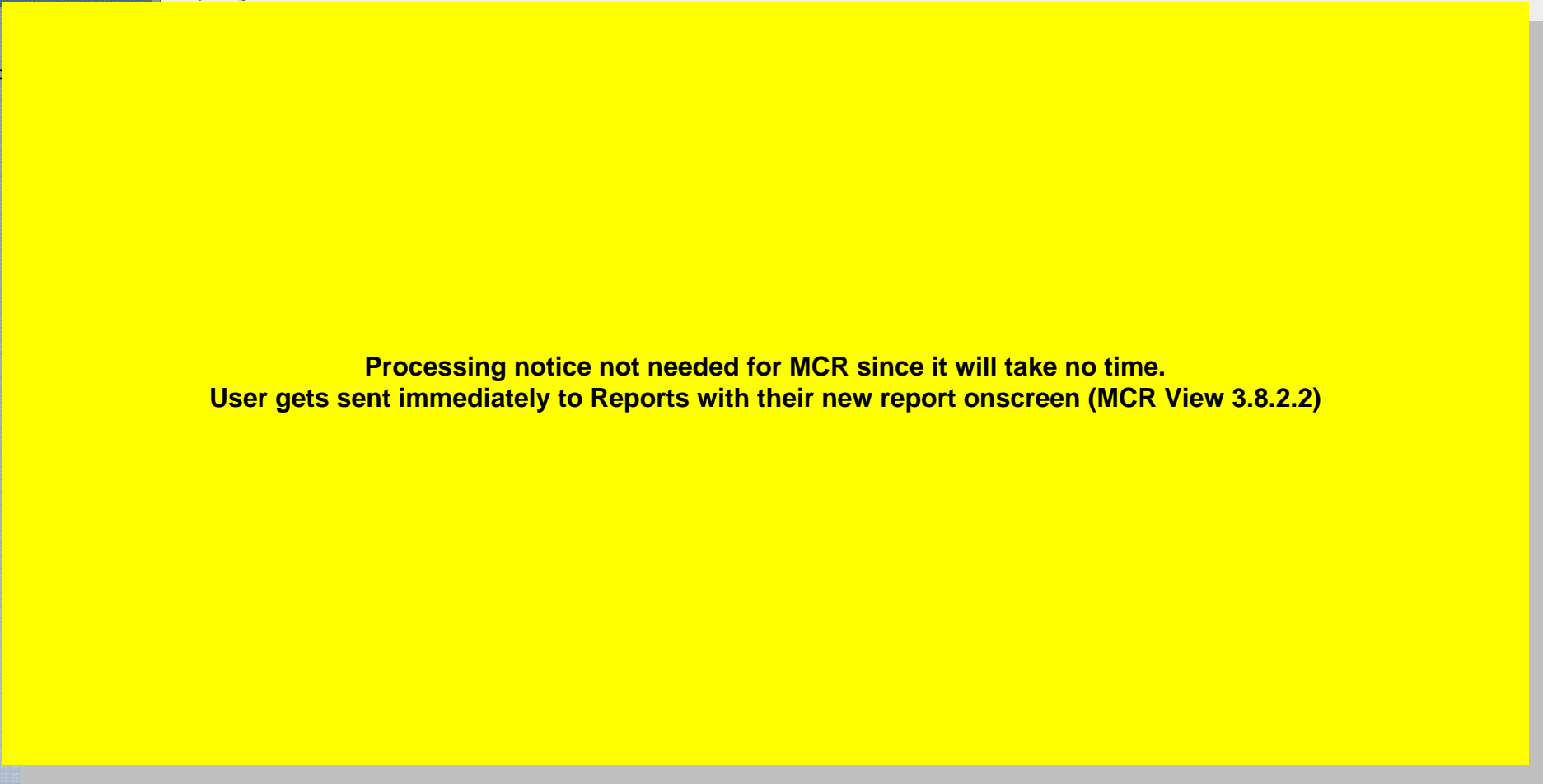
[Display All](#) [Prev](#) Page **2** of 21 [Go](#) [Next](#)

**New**  **Sunday Oregonian**

**Portland, OR 01/21/2007**  
"People's Pharmacy"

Joe Graedon, Teresa Graedon  
The official prescribing information for Plavix warns that combining this drug with the anticoagulant warfarin (Coumadin) requires caution due to an

Clip Clip Clip Text Abstract Buy E-Mail Clear Copy Edit Delete



**Processing notice not needed for MCR since it will take no time.  
User gets sent immediately to Reports with their new report onscreen (MCR View 3.8.2.2)**

can help.  
Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

System Folders

- Clipbooks (5)
- Media Coverage Reports (2)
- My Folders**
- Good Clipbooks (2)
- January MCRs (1)

<Report Title>



## <Report Title>

### <Report Subtitle>

Date	Media Outlet	Weight / Score	Title			Tone
03/21/07	The Philadelphia (PA) Daily News	15	She Blamed Herself			4
SaukValley.com (Sterling, IL)		03/19/07	Internet	61,201	122,402	N/A
New York Magazine		03/19/07	New York New York	432,094	1,080,235	\$75,640
OKLAHOMAN		03/19/07	Oklahoma City Oklahoma	215,102	537,755	\$5,886
St. Louis Post-Dispatch		03/19/07	St. Louis Missouri	277,842	694,605	\$14,775
St. Paul Pioneer Press		03/19/07	St. Paul Minnesota	191,136	477,840	\$4,863
TIMES		03/19/07	TRENTON New Jersey	73,354	183,385	\$2,993
KTVK-TV		03/18/07	Phoenix Arizona	53,850	107,700	\$4,676
Kansas City Star		03/18/07	Kansas City Missouri	367,712	919,280	\$37,736
Arkansas Democrat-Gazette		03/18/07	LITTLE ROCK Arkansas	275,991	689,978	\$14,556
Arkansas Democrat-Gazette		03/18/07	LITTLE ROCK Arkansas	275,991	689,978	\$6,633
Los Angeles Times		03/18/07	Los Angeles California	1,253,849	3,134,623	\$56,732
Toronto Star Sunday		03/18/07	TORONTO,ON CN	508,030	1,270,075	N/A
Detroit News		03/17/07	Detroit Michigan	224,215	560,538	\$10,483
About Pediatrics - Pediatric Parenting and Medical		03/17/07	Internet	N/A	N/A	N/A
VANCOUVER SUN		03/17/07	VANCOUVER,BC CN	206,239	515,598	N/A
CNN		03/16/07	National	566,000	1,132,000	\$42,183
American Family Physician (Kansas City, MO)		03/16/07	Internet	6,240	12,480	\$1,483
Blogcritics.org		03/16/07	Internet	3,640	7,280	\$2,667
Fort Myers (FL) News-Press		03/16/07	Internet	1,983	3,966	\$1,493
New York Times		03/16/07	New York New York	1,136,433	2,841,083	\$8,048
CNN		03/15/07	National	400,500	801,000	N/A
KRON-TV		03/15/07	San Francisco California	3,476	6,952	\$80
Fox News Channel		03/15/07	National	862,250	1,724,500	N/A

Close



Search

Advanced Search

System Folders

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Dec. 06 (23)

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All Coverage



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New Sunday Oregonian

Portland, OR 01/21/2007

"People's Pharmacy"

Joe Graedon, Teresa G

The official prescribing

increased risk of hemor

lead to a bleeding ulcer

Audience: Buy; Media V



New Channel 4 News

KNBC-TV (NBC) Ch./F

"Pain Medicine"

Kelly Mack

00:17:14 TZ; Pain Medi

2004 Pharmacist Surve

headaches. Advil chos

Hensel, MD, NBC4 Chie

Excedrin Migraine and

00:19:44

Audience: Buy; Media V



New York Times

New York, NY 01/22/20

"Using The Newsroom"

Stuart Elliott

The gossip columnist W

From 1937 to 1956, a d

Lifebuoy soap.

Audience: Buy; Media V



South Florida Sun-Sentinel

Fort Lauderdale, FL 01

"Tiny New Thrips Have

Christine Winter Huneat

Chilli thrips may be the

can help.

Audience: Buy; Media Value: Buy; MPI: Buy;



E-Mail Folder

Format

Text  HTML

Include

Abstracts  Clip Links  Text Links

Report

Title

Subtitle

Addressing

Separate multiple addresses with a semi-colon

Reply To

To

Subject

Message

Cancel

Send

Sending selected articles to E-Mail will follow the same flow as 2.2.4





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File Edit View Favorites Tools Help

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Address http://insight.vmsinfo.com/newdemo/index.cfm?go=article\_edit\_tool&article\_id=15272444

<Title>  
<Subtitle>

**Sunday Oregonian**  
**Portland, OR 01/21/2007**  
*"People's Pharmacy"*  
 Joe Graedon, Teresa Graedon  
 The official prescribing information for Plavix warns that combining this drug with the anticoagulant warfarin (Coumadin) requires caution due to an increased risk of hemorrhage. Doctors are also warned that combining NSAID pain relievers (such as ibuprofen, naproxen) with Plavix or warfarin can lead to a bleeding ulcer.  
 Audience: 358,665 ; Media Value: ### ; MPI: ### Length: 300 words;

**Channel 4 News Weekend**  
**KNBC-TV (NBC) Ch./Freq. 4 Los Angeles, CA 05/08/2005 4:30 PM - 5:30 PM**  
*"Pain Medicine"*  
 Kelly Mack  
 00:17:14 TZ; Pain Medicine: American Pharmacist Assoc sends out survey for rating of pain medicine. V; Aleve. V; Bayer . V; Advil. V; Ibuprofen . V; 2004 Pharmacist Survey of OTC Products. I; Pain sufferers, talk about being in pain . V; Tylenol Sinus. Tylenol Sinus picked for help with sinus headaches . Advil chosen to deal with menstrual pain . V; Motrin. V; Tylenol. Tylenol chosen for adult headaches , beat Advil and Motrin. I; Bruce Hensel, MD, NBC4 Chief Medical Editor, says Tylenol is good for headaches . V; Excedrin Migraine. Excedrin Migraine beat out Extra Strength Tylenol. Excedrin Migraine and Excedrin are the same. GR; Best Over the Counter Painkillers: Tylenol-Sinus, Tylenol, Excedrin Migraine, Advil.  
 00:19:44  
 Audience: 358,665 ; Media Value: ### ; MPI: ### Length: 3:56;

**New York Times**  
**New York, NY 01/22/2007**  
*"Using The Newsroom To Represent Honesty"*  
 Stuart Elliott  
 The gossip columnist Walter Winchell delivered commercials for brands like Jergens lotion on his radio and television shows in the 1930s through 1950s. From 1937 to 1956, a drama series, "Big Town," about a crusading newspaper editor, ran on radio and TV, sponsored by products like Bayer aspirin and Lifebuoy soap.  
 Audience: 358,665 ; Media Value: ### ; MPI: ### Length: 556 words;

Summary: Audience: #,###,###; Media Value: \$###,###; MPI: ###;

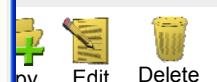
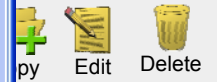
Cancel Print

Done Local intranet

**Print Preview**

**Sending selected articles to Print will follow the same flow as 2.2.5**

**This screen is a preview of the print.**





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- Good Coverage (12)

http://insight.vmsinfo.com/newdemo/index.cfm?go=article\_edit\_tool&article\_id=15272444 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address: http://insight.vmsinfo.com/newdemo/index.cfm?go=article\_edit\_tool&article\_id=15272444

### Edit Article

## Editing: Consumer Tips Week in Review

Audience: 358,665; Length: 169 words;

**Note:** Please use "Shift + Enter" key combination to go to the next line while editing. Using "Enter" key only forces a cursor to start a new paragraph.

**Headline:**

Consumer Tips Week In Review

**Abstract:**

At least three babies have died after being given over-the-counter cough and cold medicines, and more than 1,500 needed hospital treatment during 2004 and 2005. If the child has a fever, give children's acetaminophen such as **Tylenol**, or **ibuprofen** such as **Motrin**, but not both.

**Body:**

CONSUMER TIPS I

WEEK IN REVIEW

Your guide to the best consumer advice and recommendations published in the South Florida Sun.Sentinel \asX\Neek:

Cancel Save

Reports Orders

Shopping Cart ? Help

Report Print

2 of 21 Go Next

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caution due to an  
with Plavix or warfarin can

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**Advil**. V; **Ibuprofen** . V;  
r help with sinus  
and Motrin. I; Bruce  
Extra Strength Tylenol.  
. Advil.

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he 1930s through 1950s.  
ts like **Bayer** aspirin and

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ne owners, Bayer Advanced

can help.  
Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

Summary: Hits: 1,234,567; Audience: 2,907,134; Media Value: \$###,###; MPI: ###;





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All Coverage (201)

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Dec. 06 (23)

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## All Coverage

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 Copy
 Report
 Print

 Select All

Selected Articles

Sort

Filter

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of 21

[Go](#)[Next](#)**Sunday Oregonian**

Portland

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Audience

**Change**

KNBC-TV

"Pain Me

Kelly Ma

00:17:14

2004 Pha

headach

Hensel, M

Excedrin

00:19:44

Audience

**New York**

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"Using T

Stuart Elli



The gossip columnist Walter Winchell delivered commercials for brands like Jergens lotion on his radio and television shows in the 1930s through 1950s.

From 1937 to 1956, a drama series, "Big Town," about a crusading newspaper editor, ran on radio and TV, sponsored by products like Bayer aspirin and Lifebuoy soap.

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;**South Florida Sun-Sentinel**

Fort Lauderdale, FL 01/19/2007

"Tiny New Thrips Have A Big Appetite For Roses"

Christine Winter Huneau

Chilli thrips may be the cuase of your problems with roses in you live in South Florida. Bill Schall, a horticulturist says that for home owners, Bayer Advanced can help.

Audience: **Buy**; Media Value: **Buy**; MPI: **Buy**;

http://insight.vmsinfo.com/newdemo/index.cfm?go=article\_edit\_tool&amp;article\_id=15272444 - Microsoft Internet Explorer

## Edit Notes

## Editing Notes : Consumer Tips Week in Review

Audience: 896,663; Length: 169;

## Notes

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 es caution due to an  
with Plavix or warfarin can

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## System Folders

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**Clipbooks**

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1/21/2007

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**My Clip**

1/21/2007

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et vehicula**Reports Duration**

Note that reports that are in the system (yellow) folders are kept for (##) weeks. If you wish to keep a report, copy or move it into a user created (green) folder.

 Do not show this notice again.[Close](#)**My Clipbook**

1/21/2007

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- Rename Folder
- New Folder
- Duplicate Folder

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## System Folders

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[Good Clipbooks \(2\)](#) [January MCRs \(1\)](#) **Clipbooks**

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**Rename Report**Report Name

## System Folders

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## Media Coverage Reports (2)

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## January MCRs (1)

**Clipbooks**

E-Mail Copy

 [Select All](#) Selected Articles Sort Filter[Display All](#) [Prev](#) Page **2** of 21 [Go](#) [Next](#) **My Clipbook**  
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That name is already in use. Please choose another name or click Save to allow duplicate names.

Folder Name  Do not show this notice again.

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## System Folders

Clipbooks (5)

Media Coverage Reports (2)

## My Folders

Good Clipbooks (2)

January MCRs (1)

## My Cool Report

**AUTHOR: Judy Foreman**

2) Indianapolis Star  
Indianapolis, IN 02/05/07, (Impressions: 254,437 ; Gross Impressions: 636,093 ; AVE: \$13,920 ; Scorecard: 15)

**Liz Claiborne's New CEO Has Savvy, A Flair For Fashion And A Track Record Of Results****Author: Dana Knight**

3) resourz (Internet) 02/04/07, (Impressions: N/A)  
**"Back Pain Treatment: Variety Of Options Available"**

4) Living On Earth  
NPR National  
02/03/2007 6:00 AM - 7:00 AM (Impressions: N/A)

**"Counterfeit Drugs"**

5) Kansas Democrat-Gazette  
ROCK, AR 02/01/07, (Impressions: 180,661 ; Gross Impression  
Scorecard: 20)

**ing Time**  
**Author: Lisa Tucker McElroy**

6) an  
ated Radio National  
2007 6:55 AM - 6:56 AM (Impressions: N/A)

**ean Edell"**

7) ONAL ENQUIRER  
RATON, FL 01/29/07, (Impressions: 358,665 ; Gross Impressions: 896,663 ; AVE: N/A ; Scorecard: 15)

**Over-The-Counter Painkillers Can Be Deadly**

8) South Florida Sun-Sentinel

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