Telmar’s TOPS OOH Planning system is the leading multi-market, multi-media analysis system for detailed site level and market average reach and frequency evaluation using Geopath OOH ratings.

TOPS key features include:

- All Geopath measured OOH formats
- Digital and static
- Transit Packages and Transit Planning
- Plan by GRPS - determine how many sites are needed
- Plan by Panels - determine GRPS delivered
- Plan by Reach Goal - seamlessly determine the number of panels by operator and format needed
- Integrated mapping at the site level- show sites and import custom POI
- Combine TOPS results with other media schedules for media mix evaluation
- Pre-formatted reports available that are client-ready
- Roll up campaign analysis across multiple markets

To request a demonstration of TOPS, email Anna Fountas at afountas@Telmar.com, or call 212 725-3000 x283

www.telmar.com