

AdTrak

Each time a listing is scheduled in the AdWriter system, it is recorded and tracked using AdTrak. A quick summary of the number of times a listing has been scheduled as well as the number of different publications the listing has appeared in is shown to the left of the address. **AdTrak can track your advertising by listing, by agent or by office.** Below is an example of AdTrak by listing.

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Office Name:
 Agent Name:
 Format:
 Show Sta:

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Scheduled Information		Added On Date	Office Name
1 times, in 1 publications	2299 South Beaver Creek Rd	09/04/2006 02:02:52	Boulder - 28th
Has never been scheduled.	4945 Twin Lakes Rd	09/01/2006 02:04:54	Boulder - 28th
Has never been scheduled.	901 17th Ave	08/30/2006 02:05:08	Boulder - 28th
7 times, in 2 publications	6300 West 95th Ave	08/21/2006 02:04:04	Boulder - 28th
Has never been scheduled.	3250 Oneal Cir H-10	07/27/2006 02:04:49	Boulder - 28th
1 times, in 1 publications	30 Carroll	07/03/2006 02:03:18	Boulder - 28th
Has never been scheduled.	3492 North 109th St	06/30/2006 02:04:46	Boulder - 28th
Has never been scheduled.	0 109th St	06/30/2006 02:04:46	Boulder - 28th

This text is also a link to a set of reports. Click the text and you can view a summary report by publication. Also, within AdTrak there an optional field available to track your advertising cost per ad.

Re/Ad - AdTrak
Address: 6300 West 95th Ave - MLS #: 410166

Publication: Boulder Daily Camera

Publication Issue	Publication Section	Published Listing Price	Open House	Cost
September 10, 2006 Deadline: 09/10/2006	Small Features	\$200,000		(not recorded)
October 8, 2006 Deadline: 10/08/2006	Small Features	\$200,000		(not recorded)
October 29, 2006 Deadline: 10/29/2006	Small Features	\$200,000		(not recorded)
November 12, 2006 Deadline: 11/12/2006	Small Features	\$200,000		(not recorded)
November 19, 2006 Deadline: 11/19/2006	Small Features	\$200,000		(not recorded)
December 2, 2006 Deadline: 12/02/2006	Small Features	\$200,000		(not recorded)

Publication: RMN Saturday Opens

Publication Issue	Publication Section	Published Listing Price	Open House	Cost
October 14, 2006 Deadline: 12/02/2006	RMN Sat. Opens - Publication B	\$200,000	Saturday 12:00 PM to 3:00 PM	(not recorded)

Clicking on the Detailed Report button will provide additional information as seen below.

Publication: RMN Saturday Opens

Publication Issue	Publication Section	Published Listing Price	Open House	Cost
October 14, 2006 Deadline: 12/02/2006	RMN Sat. Opens - Publication B	\$200,000 A Timeless Appeal Fascinating 3/2 two-story on a corner lot. Woodburning stove. Walk-in closets, central air.	Saturday 12:00 PM to 3:00 PM	(not recorded)