Joyce Julius & Associates

On-Line Portal Walk-Through
ACCURATE. DETAILED. ACCESSIBLE.

Welcome to Joyce Julius & Associates

Where software meets expertise
METRICS SOLUTIONS THAT WORK FOR YOU

JiA is the industry source for accurate exposure value measurement of all sponsorship programs and branding efforts. A fully customizable approach allows us to provide our clients with exactly the information they need, when they need it.
Enter your log-in information.
- Click the **series** button and select the year and series you are interested in viewing
- Click the **telecasts** button to choose the broadcasts you want to view
- Click the **sources** button and choose the sources you want to view or select the add all button
- Click the **sponsors** button and choose the sponsors you want to view top-line data on
- Click **vehicles** button and choose the vehicle number you want view detailed exposure data on
Main On-Line Portal Dashboard

Under Data Type:
- Overall Totals: Breakdown by sponsor – showcases their bottom line total
- Vehicle Details: Breakdown of exposure and sources for all sponsors associated with the car
- Vehicle Totals: Breakdown of top-line exposure information for each sponsor affiliated with the car
- Vehicle by Event: Provides exposure and sources for each sponsor associated with the car on a per event basis
- Vehicle Summary: Breakdown of top-line exposure information for each sponsor affiliated with the car on a per event basis
- Driver Interviews: Highlights the mentions, interviews, as well as interview length for each driver
Pulling Exposure Data for the #9 Car for One Race

<table>
<thead>
<tr>
<th>Data Type</th>
<th>Vehicle</th>
<th>Sponsor/Entity</th>
<th>Source</th>
<th>Exp. Time</th>
<th>Mentions</th>
<th>Exp. Value</th>
<th>RG Value</th>
<th>Sightings</th>
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<tbody>
<tr>
<td>Overall Totals</td>
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<td>BBMC Mortgage</td>
<td>Rear Quarter Panel Identity</td>
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<td>DK-LOK</td>
<td>Crew Member Uniforms</td>
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<tr>
<td>Vehicle Totals</td>
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<td>Vehicle By Events</td>
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</table>

Step One: Click the **Series** button and choose 20 ARCA  
Step Two: Select the **Telecasts** button and choose the telecast(s) you would like to view  
Step Three: Click the **Sources** button and select add all and then save  
Step Four: Click on the **Sponsors** button and select the sponsors you are interested in viewing data on  
Step Five: Click the vehicles button and choose the car(s) you would like to see exposure data on  
Step Six: Below data type, click on **Vehicle Details** button
Pulling Exposure Data for the #9 Car and Viewing the Exposure by Race

Step One: Click the **Series** button and choose 20 ARCA
Step Two: Select the **Telecasts** button and choose add all and save
Step Three: Click the **Sources** button and choose add all and then save
Step Four: Click on the sponsors button and select add all and then save
Step Five: Click on the Vehicles button and select the car you are interested in viewing data on
Step Six: Below data type, click Vehicle by Event button
Create a report showcasing the exposure data for Honda surrounding the Watkins Glen WeatherTech Sports Car Series race.

Step One: Click the Series button and choose 20 ARCA
Step Two: Select the Telecasts button and choose the race telecast(s) you are interested in
Step Three: Click the Sponsors button and select add all and then save
Step Four: Below data type, click on the Overall Totals button
Click on the Excel logo and save the information to your desktop.