

## **Guideline Announces New Innovation in its Data Product for Capital Markets**

*Offering empowers more efficient media investments with higher-frequency ad spend data*

**NEW YORK, XX, 2025** – Guideline, a leader in media planning technology and advertising data, has launched a major enhancement to its ad spend product that delivers data across top company tickers at a higher, weekly frequency. The solution enables investors to draw data-driven insights into advertising revenue trends, supporting more informed decisions in a fast-moving media landscape.

"For investors, our high-frequency ad spend data reduces information lag, providing an early indicator of shifts in the ad market," said Joseph Berger, Managing Director of Capital Markets at Guideline. "Clients can now make investment decisions faster and with confidence."

Covering public traditional and digital media companies, the advanced ad spend provides Guideline's capital market clients with a near real-time view across the entire ad market, empowering more timely investment decisions.

More specifically, the dataset includes both historical and future committed ad spend data. The product is delivered weekly, reflecting the most up-to-date spend from Guideline's Ad Spend Pool, represented by all the leading six (6) major agency holding groups and several large independent agencies.

The product is the latest addition to Guideline's robust suite of ad market offerings, spanning publisher ad spending, forward bookings, sector category spend, and placement level insights. To learn more about Guideline and its product suite, visit [guideline.ai](https://guideline.ai).

### **About Guideline**

Guideline, a leading provider of advertising data and planning technology, has become the world's most trusted authority on media investment and intelligence. The company was formed through the acquisitions of Standard Media Index, MediaTools, and Lumina. With its market-leading media planning platform, industry-best ad market data, and unrivaled customer service, Guideline effectively meets the evolving needs of today's marketing, media, and investment professionals. To learn more about Guideline, visit [guideline.ai](https://guideline.ai) or follow us on [LinkedIn](#).