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**Comparison of San Diego Clipping Service to:
Other Clipping Bureaus,
Search Engine Alerts like Google Alerts™,
and In-House/Do-it-Your-Self Efforts**

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Introduction

San Diego Clipping Service, Inc. (San Diego Clipping) is a media management company that monitors approximately 250 online and print publications in the San Diego, Imperial Valley, Inland Empire and Tijuana/Baja regions (*see Figure 3 on pg. 7*). San Diego Clipping processes news articles for clients in marketing, public relations and other industries by reading those publications, processing relevant articles, ads, mentions and listings, and sending them electronically via e-mail.

San Diego Clipping set out to find how its services compare to competitors, including other companies (Clipping Bureaus), Search Engine Alerts, such as Google Alerts™, and the efforts of companies to manage media without a professional service (In-House/Do-It-Yourself).

Problem Statement

The problem with media management companies is they are perceived as old fashioned, managing a media industry (print publications) that is rapidly changing by going online or, in some cases, out of business. San Diego Clipping wanted to know how it stacked up against other Clipping Bureaus, Search Engine Alerts and In-House/Do-It-Yourself efforts.

Previous Options

Regardless of the situation with the media, individuals and companies need to track articles, mentions, trends and advertising in online and print media. Many companies, organizations and individuals continue to use Clipping Bureaus, which read and process articles for a fee. Others use Search Engine Alerts or do the work in-house. Each option has its merits but, as we've proven, San Diego Clipping provides the best, most comprehensive and affordable service in the San Diego region.

San Diego Clipping Solution

San Diego Clipping looked at competitors in these three areas and found that, in terms of monitoring San Diego regional print and online news media,

San Diego Clipping is best. San Diego Clipping provides the least expensive, most comprehensive coverage and provides the most relevant results.

Case Study 1: San Diego Clipping Service vs. Other Clipping Bureaus

All of the Clipping Bureaus surveyed offer service for San Diego but none monitors as many San Diego area publications as San Diego Clipping. All of the competing Clipping Bureaus surveyed offered San Diego service as part of a National or California package and, as such, only monitored the “major” newspapers. If major news papers are determined by a circulation of 20,000+, there are ten such San Diego Publications (*see Figure 1 on pg. 5 and Figure 3 on pg. 7*). In head-to-head competition, San Diego Clipping not only managed more media in the San Diego region than its competitors (250 publications vs. 10), it did so more cost effectively, by charging \$.26 per month per publication monitored (*see Figure 2 on pg. 6*).

Methodology:

This study compares the cost and coverage for media management service in the San Diego region (which includes San Diego County, Tijuana and Baja). San Diego Clipping got information from Allen’s Press Clipping, Burrells/Luce, CisionPoint and PR Newswire, via e-mail and on the telephone, in 2009, and inquired about the cost and coverage for the San Diego region. These companies would not divulge their reading lists so the number of publications, and which publications they read, are estimates (*see Figure 1 on pg. 5 for details*). The information in Figures 1 and 2 is accurate as of September, 2009.

Findings:

San Diego Clipping is the most comprehensive and cost effective company when it comes to monitoring media in the San Diego region.

Case Study 2: San Diego Clipping vs. Google Alerts™

Google Alerts™ has become a popular way for individuals and organizations to track information online. Google Alerts™ is a Search Engine Alert, which means it only shows Google subscribers information that has been indexed by their own search engine. This means that there is a lot of

information that Google Alerts™ misses. In a one-week and a three-month comparison, San Diego Clipping found 600% more relevant articles than Google Alerts™ (*see Figure 4, Sections A and B on pg. 8*). There is also a discrepancy in how the information is delivered. Using identical search terms, Google Alerts™ sent different information to each of the two e-mail addresses we used for the study (*see Figure 4, Section C on pg. 8*).

Methodology:

For the purposes of this study, “relevant” refers to an article from one of the publications on the San Diego Clipping Reading List (*Figure 3 on pg. 7*) captured using keywords supplied to San Diego Clipping by current clients. In the first part of the study (*Figure 4, Section A on pg. 8*), San Diego Clipping staff placed Google Alerts™ for four current clients and monitored them over a seven day period in November, 2009. At the end of the week, staff counted the relevant Google Alerts™ (those that actually pointed to news articles about the client) and compared them to the number of articles found in that same week by San Diego Clipping readers. In the second part of the study (*Figure 4, Section B on pg. 8*), San Diego Clipping staff set a Google Alert for a local politician and compared it to San Diego Clipping readers’ efforts in September, October and November, 2009. The third part of the study (*Figure 4, Section C on pg. 8*) shows identical Google Alerts™ sent to two separate e-mail address and the variance between articles, useless alerts and dead links, which were termed “clutter”.

Findings:

It is hard to quantify how well Google Alerts™ works when it sends different information to separate addresses for identical alerts. Google Alerts™ are nowhere near as good as having a human reader. If you use only Google Alerts™, you will never know what information it misses. San Diego Clipping recommends the best way to use Google or other Search Engine Alerts is as an addition to San Diego Clipping’s services.

Case Study 3: San Diego Clipping vs. In-House/Do-It-Yourself Efforts

Many people would be tempted to monitor media themselves or delegate a staff member to do so.

The perceived benefit is a time and cost savings but our findings indicate that the cost and time associated with reading even one newspaper a day are hundreds of times more expensive than having San Diego Clipping do it (*see Figure 5 on pg. 9*). The average person who knows where and what to look for would take ½ an hour to read one edition of the San Diego Union Tribune. A San Diego company would pay a minimum-wage-earner, \$122 to read that newspaper every day for an average month, when San Diego Clipping can read it – and 249 more – for \$65 (\$55 for nonprofits) per month.

Methodology:

We asked a PR professional how much time it takes her to process the San Diego Union Tribune (½ an hour to read and another ½ an hour to clip, copy, scan and distribute an article.) We extrapolated these figures over 250 publications and processing 100 articles in one year. We set the processing of articles at ¼ of an hour and the reading time for 250 publications at 125 hours. The reading and processing times, as well as the number of annually processed articles, are conservative estimates based on San Diego Clipping client records.

Findings:

San Diego Clipping does it better for less. Reading time and hourly rates may vary but San Diego Clipping definitely saves time and up to \$4,000.00 over In-House/Do-It-Your-Self Efforts.

Summary

San Diego Clipping Service is the most comprehensive and cost effective company when it comes to monitoring media in the San Diego region.

Our readers have 58 years of combined experience reading and processing San Diego regional news media, which means we will do a better job faster and cheaper than Google Alerts™, other Clipping Bureaus and In-House/Do-It-yourself Efforts. We save valuable time and money and present a better end product.

But don't take our word for it, take advantage of our low-cost 3/30 Promotion [here](#).

Implementation

- San Diego Clipping monitors 250+ publications throughout San Diego and the Tijuana/Baja region.
- We process and e-mail articles in electronic format daily, seven days a week.
- Our monthly fee is \$65 (\$55 for nonprofit clients).
- Additional fees are charged for
 - Article Processing (.50/article)
 - Additional Subjects
 - Inland Empire Coverage
 - Imperial Valley Coverage.
- There is a minimum two-month sign up, after which service is month-to-month.

Three Ways to Order

1. Telephone: 619-685-1155 or 866-395-8794
2. E-Mail: info@sandiegoclipping.com
3. Online: www.SanDiegoClipping.com.

Figure 1: San Diego's Top Ten Publications

A: Based on readership

Source: San Diego Business Journal Book of Lists

Rank	Publication	Average Circulation
1	San Diego Union-Tribune	261,253
2	San Diego Reader	155,000
3	Living In Style Magazine	150,000
4	SD The Place	100,675
5	North County Times	78,181
6	San Diego City Beat	50,000
7	San Diego Magazine	46,995
8	The Southern Cross Newspaper	50,000
9	San Diego Home/Garden Lifestyles Magazine	26,330
10	San Diego Downtown News	20,562

Note: Competing Clipping Bureaus don't reveal their reading lists to potential clients and, possibly, even paying customers. Many San Diego Clipping Service clients – and at least one competitor – have said that we cover more publications in San Diego than any other service.

The above list leaves out a number of important publications such as business publications that cater to a small but vital readership. Below is our estimate of publications (in no particular order) based on where we see ad revenue being spent:

B: Based on Estimated Ad Revenue and Reader Demographics

Source: San Diego Clipping Service, San Diego Business Journal and publication websites

Publication	Average Circulation
San Diego Union Tribune	261,253
North County Times	78,181
La Jolla Village News	19,961
Carmel Valley News	19,805
La Jolla Light	19,290
Gay and Lesbian Times	15,900
San Diego Business Journal	13,698
Rancho Santa Fe Review	8,500
Del Mar Times	6,455
San Diego Daily Transcript	6,215

Figure 2: Head-To-Head Comparison vs. Other Clipping Bureaus

	SD Clipping	Allen's PCB	Burrells/Luce	CisionPoint	PR Newswire
Coverage	SD Only	SD/California	Cal. Only	Nat. Only	Nat. Only
Pubs Read	250	n/a*	n/a*	n/a*	n/a*
Baja/Tijuana	Yes	No	No	No	No
Adspionage~	Yes	No	No	No	No
Contract Term~*	2 Months	One Year	One Year	One Year	One Year
Monthly Fee	65.00	32.00	99.00	550.00	416.25
Cost per Pub.*	0.26	3.20	9.90	55.00	41.63
Per Article Fee	.50/Article	.32/Article	\$2.95/Article	Included	Included
Annual Est.**	830.00	416.00	1,285.00	6,600.00	4,995.00
~ Adspionage is tracking your competitors' ads.					
~*San Diego Clipping requires a two-month commitment and is month-to-month after that.					
* These companies wouldn't tell us which publications they read in San Diego or how many...					
(our guess is the top 10 publications based on circulation).					
** The annual estimate is based on 12 months and 100 articles. Your results may vary.					

Figure 3: San Diego Clipping Service Reading List

Revised 12/29/2009

San Diego County		
944 Magazine	La Voz de San Diego	SD The Place
Alpine Sun	Life After 50	Sentinel Magazine
Alpine Sun/Sun Spot Shopper	Living In Style	Smart Business San Diego
Animal Magazine of San Diego	Military Press	Solana Beach Sun
Asia	Mira Mesa/Scripps Ranch Sentinel	Southern Cross
Asian Journal	Mission Times Courier	Star-News
Asian Reader	Mission Valley News & Views	The BottomLine Magazine
Back Country Messenger	Navy Dispatch	The Boulevard Magazine
Beach & Bay Press	North County Times (all editions)	The Light Connection
BIA Builder	North Park News	The Log - San Diego Edition
BizSanDiego	Oceanside Magazine	The Paper (online)
Borrego Sun	Our City San Diego	The Rage Monthly
California Catholic Daily (online)	Out & About Magazine	The Sun Signature
California Real Estate Journal	Pacific San Diego magazine	Tierra Times
Carlsbad Business Journal	Peninsula Beacon	Under The Sun
Carlsbad Magazine	Philippine Mabuhay News	University Heights News
Carlsbad Sun	Philippines & Asian Report	Valley Roadrunner
Carmel Valley News	Poway News Chieftain	Vision Magazine
Christian Examiner	Presidio Sentinel	Vista News
Clairemont Community News	Prime	Voice of San Diego (online)
Coast News	Race Place	Western Real Estate News
Coronado Eagle & Journal	Ramona Home Journal	Where Magazine
Coronado Lifestyle Magazine	Ramona Sentinel	Zengers Newsmagazine
Coronado Magazine	Ranch & Coast Magazine	
Daily Aztec (online)	Rancho Bernardo News Journal	Los Angeles County
Daily Business Report (SD metro)	Rancho Magazine	Los Angeles Times
Del Mar Times	Rancho Santa Fe News	
Dining Out	Rancho Santa Fe Review	Tijuana/Baja
Downtown Today	Riviera Magazine	Diario San Diego
East County Business News	San Diego Business Journal	El Mexicano
East County Californian	San Diego City Beat	El Sol de Tijuana
East County Gazette	San Diego Daily Transcript	Frontera
East County Herald-News	San Diego Downtown Magazine	La i
East County Magazine (online)	San Diego Downtown News	La Prensa
El Latino	San Diego Entertainer (online)	Zeta
Encinitas First	San Diego Family Magazine	
Encinitas Magazine	San Diego Home & Garden	Imperial Valley
Enlace	San Diego Jewish Journal	Calexico Chronicle
Fallbrook/Bonsall Village News (online)	San Diego Magazine	Holtville Tribune
Filipino Press	San Diego Metropolitan	Imperial Valley Press
Gaming Guide/Southern CA	San Diego Monitor News	Valley Women Magazine
Gay & Lesbian Times	San Diego News Network (online)	
Gente Bien	San Diego Pets Magazine	Inland Empire
Good News, etc.	San Diego Physician	Christian Examiner
Hispanos Unidos	San Diego Reader	Inland Empire Business Journal
Housing & Comm. Development News	San Diego Realtor	Inland Empire Daily
Impacto Internacional	San Diego Social	Inland Empire Daily Bulletin
Imperial Beach Eagle & Times	San Diego This Week	Inland Empire Magazine
Julian Journal	San Diego Troubadour	Inland Valley Daily Bulletin
Julian News	San Diego Union-Tribune (all editions)	Temecula Valley News
La Jolla Light	San Diego Uptown News	The Business Press
La Jolla Today	San Diego Voice & Viewpoint	The Californian
La Jolla Village News	San Diego Woman	The Press Enterprise (all editions)

Figure 4: Head-To-Head Comparison vs. Google Alerts™

A: One Week Study: San Diego Articles				
Client	SD Clipping	Google Alerts	Variance	Increased Accuracy
A local service provider	6	0	6	600.00%
A local medical corporation	12	2	10	600.00%
A local developer	3	1	2	300.00%
A local media outlet	3	0	3	300.00%
Total One Week Study	24	3	21	800.00%
<i>San Diego Clipping Service's accuracy is 800% more than Google Alerts.</i>				
B: Three Month Study: San Diego Articles				
Client	SD Clipping	Google Alerts	Variance	Increased Accuracy
A local politician Sept. 2009	22	8	14	275.00%
A local politician Oct. 2009	14	3	11	466.67%
A local politician Nov. 2009	13	7	6	185.71%
Total Three Month Study	49	18	31	272.22%
<i>San Diego Clipping Service's accuracy is 272% more than Google Alerts.</i>				
C: Identical Google Alert Links Sent to Two Separate E-mail Addresses				
One Week Study	Google Links Sent		San Diego Clipping	
Client	E-mail One	E-mail Two	Relevant News	Clutter*
Local Arts Organization	4	20	12	12
Local Mall	19	19	5	33
Local Resort	7	7	4	10
Local Restaurant/Bar	11	9	4	16
Total One Week	41	55	25	71
* Clutter is the difference between Actual News articles and badlinks/irrelevant news sent by Google Alerts.				
<i>Only one of the actual local news stories was also picked up by Google Alerts.</i>				

Figure 5 In-House/Do-It-Yourself Cost Comparison

Your Cost to Do-It-Yourself			Min Wage	Your Cost	Our Fee	
Hourly Reading Rate	#Pubs	#Hrs	x\$8/Hr.	1 Month	SD Clipping	You Save
Read SDUT*	1	0.5	\$ 4.00	\$ 122.00	\$ 65.00	\$ 57.00
Publications we read	250	125	\$ 1,000.00	\$ 1,000.00	\$ 65.00	\$ 935.00
Hourly Processing Rate	#Articles	#Hrs	x\$8/Hr.	Your Cost	SD Clipping	You Save
Process SDUT*	1	0.25	\$ 2.00	2.00	\$ 0.50	\$ 1.50
One year average*	100	25	\$ 200.00	\$ 200.00	\$ 50.00	\$ 150.00
Your Savings With San Diego Clipping Service						
		#Hrs	x\$8/Hr.	1 Month	One Year	
Your Cost To Read 250 Publications		50	\$ 400.00	\$ 400.00	\$ 4,800.00	
Pay San Diego Clipping to read 250 Publications				\$ 65.00	\$ 780.00	
You Save				\$ 335.00	\$ 4,020.00	
Cost/Savings for Processing 100 Articles						
		#Hrs	x\$8/Hr.	1 Month	One Year	
Do-ItYourself		25	\$ 200.00	\$ 16.67	\$ 200.00	
Pay San Diego Clipping				\$ 4.17	\$ 50.00	
You Save				\$ 12.50	\$ 150.00	
Total Savings				\$ 347.50	\$ 4,170.00	
* One half hour to read the San Diego Union Tribune and 15 minutes to copy, scan and distribute one article is a conservative estimate based on one client's time, and does not include all zones. Your time, and hourly rate, may vary.						

Notices/Disclaimers:

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