

AD*VIEWS

LEARNING PATH: NEWSPAPER

This path is intended for those who are new to the industry and/or new to the Ad*Views application. These courses will give the foundation needed to get an understanding of how to navigate the system, recommended uses for the different report types available, and how to run basic reports.

In order to complete the Ad*Views: Newspaper Learning Path, complete all of the following list of learning activities.

Click a blue link to register for a course.

[AD*VIEWS: MONITOR-PLUS/AD*VIEWS OVERVIEW](#) – RECORDED SESSION

[AD*VIEWS: NEWSPAPER 101](#) – INSTRUCTOR-LED SESSION

[AD*VIEWS: PRODUCT SEARCH](#) – RECORDED SESSION

[AD*VIEWS: SUMMARY DATABASE FOR LOCAL CLIENTS](#) – INSTRUCTOR-LED SESSION

[AD*VIEWS: NEWSPAPER TV 201](#) – INSTRUCTOR-LED SESSION

[AD*VIEWS: AD*VIEWS IN ACTION!](#) – INSTRUCTOR-LED SESSION

For access to all Nielsen Ad*Views learning materials, and to register for upcoming classes, visit the [Ad*Views page](#) of the Client Learning Site.

To learn more, visit the [Nielsen Knowledge page](#) of the Client Learning Site.