



Guide to the Traffic Audit Bureau records, 1935-2001

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Summary

Collection Title:

Traffic Audit Bureau records, 1935-2001

Creator:

Traffic Audit Bureau (New York, N.Y.); Kevin P. Reilly Sr. Outdoor Advertising Archives

Source:

John W. Hartman Center for Sales, Advertising & Marketing History

Abstract:

The Traffic Audit Bureau for Media Measurement Inc. (TAB) is a nonprofit organization focused on out-of-home media circulation research, founded in 1933. TAB rebranded as Geopath in 2016 and is headquartered in New York. The collection includes annual reports; financial data; instructional manuals; meeting records; newsletters; traffic survey and statistical research reports; and other printed materials that document ongoing developments and changing priorities at TAB especially for the years 1983-1996. Topics addressed include business relationships with plant operators; construction standards; education and training; outdoor poster design and visibility standards; public relations and outreach; research and reporting methodology; strategic planning and institutional reorganization. Individuals and organizations represented include A.C. Nielsen, Ad Council, American Association of Advertising Agencies, Anna Fountas, Association of National Advertisers, Byron Chandler, John Miller, Ken Sammon, Larry Hennessy, Market Information Services of America, Outdoor Advertising Association of America, and Wilbur Smith and Associates. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History and the Kevin P. Reilly Sr. Outdoor Advertising Archives.

Extent:

3.3 Linear Feet

Language:

Materials in English.

Collection ID:

RL.11998

Permalink:

<https://idn.duke.edu/ark:/87924/m1zj0g>

Preferred Citation

[Identification of item], Traffic Audit Bureau records, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

The collection includes annual reports; financial data; instructional manuals; meeting records; newsletters; traffic survey and statistical research reports; and other printed materials that document ongoing developments and changing priorities at TAB especially for the years 1983-1996. Topics addressed include business relationships with plant operators; construction standards; education and training; outdoor poster design and visibility standards; public relations and outreach; research and reporting methodology; strategic planning and institutional reorganization. Individuals and organizations represented include A.C. Nielsen, Ad Council, American Association of Advertising Agencies, Anna Fountas, Association of National Advertisers, Byron Chandler, John Miller, Ken Sammon, Larry Hennessy, Market Information Services of America, Outdoor Advertising Association of America, and Wilbur Smith and Associates.

Biographical/Historical

Established in 1933, the Traffic Audit Bureau for Media Measurement Inc. (TAB) is a not-for-profit organization governed by a tripartite board comprised of advertisers, agencies, and media companies. The Traffic Audit Bureau's historical mission was to audit the circulation of out of home media in the United States (Source: <https://geopath.org/our-org/>). TAB rebranded itself as Geopath in 2016.

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Arrangement

Organized into the following series: Board of Directors, Annual Reports, Conferences, Load Factor, Manuals, Newsletters, Research, Summary of Audited Reports, and Financial Records.

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Administrative Information

Publication Statement

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Access Restrictions

Collection is open for research.

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the Rubenstein Library's Citations, Permissions, and Copyright guide.

Acquisition Information

The Traffic Audit Bureau records were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift from Traffic Audit Bureau in 2015.

Processing Information

Processed by Blake Beaver and Rick Collier, October, 2022

Accessions described in this collection guide: 2015-0173.

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Related Materials

Related Material

Related materials may be found in the following Hartman Center collections:

Burr L. Robbins papers; J. Walter Thompson Company. Rena Bartos papers; J. Walter Thompson Company. Ronald B. Kaatz papers; J. Walter Thompson Company. Vergil D. Reed and Lubertus Smilde papers; J. Walter Thompson Company. Writings and Speeches; John O'Toole papers; John Paver papers; Naegele Outdoor Advertising records; Outdoor Advertising Association of America (OAAA) Archives; Ralph Rydholm papers; Wilkins Media Company records.

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Names and Subjects

- Strategic Planning
- Public relations
- Traffic surveys
- Advertising -- Research -- United States
- Advertising, Outdoor -- United States
- Advertising -- Handbooks, manuals, etc.
- Advertising media planning -- United States
- Advertising, Outdoor -- Design and construction -- Standards
- Advertising, Outdoor -- Posters
- Advertising, Outdoor -- United States -- Statistics
- Advertising, Outdoor -- United States -- Surveys
- John W. Hartman Center for Sales, Advertising & Marketing History
- American Association of Advertising Agencies
- Outdoor Advertising Association of America
- A.C. Nielsen Company. Media Research Group
- Wilbur Smith and Associates
- Association of National Advertisers
- Advertising Council

Collection Inventory

Board of Directors, 1972-1996

Scope and Contents

Series includes board of director meeting agendas, briefings, minutes, and other references materials.

Lists of Directors

1972-1990 Director Lists

Box 1

Physical Description: 5 folders

Meeting Materials, 1983-1996

Scope and Contents

Includes agendas, attendance, ballots, briefings, budgets, business plans, circulation audits, competitive advertisements, computerization charts, conference programs, correspondence, creative specifications, membership dues, education brochure, financial records, minutes, newsletters, nominations, organizational charts, panel ratings, postponed audits, press releases, board proposals, resolutions, rosters, standard completion report, storyboards, strategic plans, surveys, votes.

1983 March-1995 November

Box 1

Physical Description: 43 folders

1996 April-1996 December

Box 2

Physical Description: 3 folders

Annual Membership, 1984-1995

Scope and Contents

Includes certificate of incorporation, minutes, purpose clause, schedules, speeches.

1984 March-1995 April

Box 2

Physical Description: 10 folders

Committees, 1983-1996

Audit Development--Minutes, 1990 Sept.-Oct.

Box 2

Physical Description: 2 folders

Bulletin, 1990-1991	Box 2
Physical Description: 2 folders	
Scope and Contents	
Includes attendance, correspondence, minutes, plant lists, recommendations, rosters.	
<hr/>	
Conference, 1983 July-1990 April	Box 2
Physical Description: 3 folders	
Scope and Contents	
Buyer-seller dialogue; minutes; list of officers, Executive Committee, and Directors.	
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Councils, 1992 March 18	Box 2
Scope and Contents	
Agenda, plant operator letter, surveys.	
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Evaluation, 1985	Box 2
Scope and Contents	
Audit, proof of performance proposal.	
<hr/>	
Executive, 1984 June 21-1996 December 5	Box 2
Physical Description: 30 folders	
Scope and Contents	
Agendas, attendance, budget projections, delayed audits, fax cover sheets, invitations, job posting, load factor action plan, minutes, newsletters, organizational charts, press release, research reports, standard completion report.	
<hr/>	
Long-Range Planning--Summary, 1996 April 12-1996 April 13	Box 2
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New Directions--Minutes, 1983 August 11	Box 2
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Performance Audit--Minutes, 1990 September 27	Box 2
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Performance, Reporting, and Audit System (PRAS)--Minutes, 1990 May 15	Box 2

Research--Minutes, 1989 June 15	Box 2
Special Outsourcing--Minutes, 1994 June 1	Box 2
Subcommittee--Minutes, 1984 June 21	Box 2

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Annual Reports, 1975-1992

Scope and Contents

Annual reports are directed at TAB members and include letters from the chairman, president, and secretary/treasurer; balance sheets; income and expenditure statements; and lists of chairmen, officers, directors, councils, committees, and members.

1975-1992 Annual Reports	Box 2
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Conferences, 1969-1995

1969, 1987, and 1995 Conference Programs, 1969 January 21-1995 April 26	Box 2
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Load Factor, 1988-1991

Scope and Contents

TAB undertook an initiative between 1988 and 1991 to update load factors (the number of adult passengers per vehicle) by region and roadway type to more accurately capture panel circulation. The existing load factor number, 1.75, was based on outdated research from the 1930s. TAB sent requests for proposals and received research proposals from Market Information Services of America Inc. (MISA) and Wilbur Smith and Associates, eventually contracting the former. The series also contains the final research study and follow-up reports from MISA.

Market Information Services of America (MISA), 1988-1991

Research, 1988-1991	Box 3
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Physical Description: 2 folders

Scope and Contents

Contracts, correspondence, load factor studies, proposals, requests for proposals, sampling methodology

Wilbur Smith Associates, 1988-1989

Research, 1988-1989

Box 3

Scope and Contents

Correspondence, proposals, rejection notice, requests for proposals

Research, 1988-1991

Box 2

Physical Description: 3 folders

Scope and Contents

Brochures, correspondence, minutes, studies

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Manuals, 1958-2001

General Media, 1976

Media Planning--Manuals, 1976

Box 3

Out of Home Advertising, 1958-2001

Media Planning--Manuals, 1958-2001

Box 3

Physical Description: 2 folders

Traffic Analysis, 1975-1979

Projection and Statistics--Manuals, 1975-1979

Box 3

Visual Communication, 1974-1976

Signage--Manuals, 1974-1976

Box 3

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Newsletters, 1987-2001

Scope and Contents

Includes two newsletters: Factsletter, containing facts relevant to out of home advertising; and Inside Out of Home, which aims at educating and informing industry stakeholders about developments in out of home advertising.

Factsletter and Inside Out of Home--
Newsletters, 1987 August-2001 June

Box 3

Physical Description: 7 folders

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Research, 1935

Principles of Poster Advertising--Study, 1935

Box 3

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Summary of Audited Markets, 1993-2000

Scope and Contents

Includes spiralized notebooks with authenticated out-of-home media circulation for 30-sheet posters, eight-sheet posters, bulletins, shelters, and metropolitan parking displays by state and market.

1993-1998 Circulation Audits

Box 3

Physical Description: 6 Files

1999-2000 Circulation Audits

Box 4

Physical Description: 2 folders

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Financial Records, 1984-1995

1984-1995 Financial Records, 1984 June
21-1995 November 30

Box 5

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