

MARKETPLACE

Local Ad Revenue (Mil)

	2006	JAN- OCT 06	JAN- OCT 07	YTD%
Newspaper	\$101	\$82	\$84	1.6%
Spot TV	209	167	169	0.9%
Radio	51	43	41	-2.8%
Outdoor	30	25	25	-0.9%
Local Mag	5	4	4	-5.7%
TOTAL:	\$396	\$167	\$169	0.9%

SOURCE: NIELSEN MONITOR-PLUS

Local Online Ad Revenue (Mil)

	LOCAL	NAT'L	TOTAL	SHARE
Pureplay	\$28.5	\$160.5	\$189.0	66.1%
Newspaper	32.6	5.9	38.5	13.5%
Magazines	1.1	24.4	25.5	8.9%
Television	3.8	13.4	17.3	6.0%
Directories	10.2	3.1	13.3	4.7%
Other Print	1.0	0.2	1.2	0.4%
Radio	1.0	0.1	1.1	0.4%
TOTAL:	\$78.3	\$207.6	\$285.9	

SOURCE: BORRELL ASSOCIATES 2007

COLOR KEY

TRENDING
UPWARD

TRENDING
DOWNWARD

SQAD Cost Per Point TV Monitor

TV P25-54	EARLY AM	EARLY NEWS	PRIME	LATE NEWS
Dec	\$151	\$210	\$388	\$215
Nov	151	207	387	216
Sep	156	205	383	223
Jun	151	202	362	229

SOURCE: SQAD Q4 2007

SQAD Cost Per Point Radio Monitor

RADIO P18-49	AM DRIVE	MID-DAY	PM DRIVE
December	\$145	\$142	\$169
November	143	141	168
September	131	120	156
June	152	147	169

SOURCE: SQAD Q4 2007