

MARKETPLACE

SQAD Cost Per Point Radio Monitor

RADIO P18-49	AM DRIVE	MIDDAY	PM DRIVE
January	\$350	\$341	\$372
December	370	348	381
September	401	362	375
June	366	336	367

SOURCE: SQAD Q1 2008

SQAD Cost Per Point TV Monitor

TV P25-54	EARLY AM	EARLY NEWS	PRIME	LATE NEWS
Jan	\$341	\$414	\$1,187	\$734
Dec	404	516	1469	867
Sep	366	458	1295	767
Jun	371	506	1347	815

SOURCE: SQAD Q1 2008

Local Ad Revenue (Mil)

	2006	JAN- OCT 06	JAN- OCT 07	YTD%
Spot TV	\$585.8	\$439.4	\$414.4	-5.7%
Newsp	\$388.3	\$279.4	\$258.7	-7.4%
Radio	\$182.3	\$136.7	\$128.8	-5.8%
Outdoor	\$66.0	\$49.5	\$52.9	6.8%
Loc Mag	\$20.6	\$15.5	\$16.0	3.2%
TOTAL	\$1,243.0	\$920.5	\$870.7	-5.4%

SOURCE: NIELSEN MONITOR-PLUS

COLOR KEY

TRENDING
UPWARD

TRENDING
DOWNWARD

Local Online Ad Revenue (Mil)

	LOCAL	NAT'L	TOTAL	SHARE
Pureplay	\$69.8	\$379.5	\$449.4	66.4%
Newspaper	\$46.9	\$42.3	\$89.2	13.2%
Magazines	\$1.3	\$49.7	\$51.0	7.5%
Television	\$12.3	\$33.4	\$45.7	6.7%
Directories	\$16.6	\$18.1	\$34.8	5.1%
Radio	\$3.9	\$0.7	\$4.6	0.7%
Other Print	\$2.4	\$0.3	\$2.6	0.4%
TOTAL	\$153.2	\$524.0	\$677.3	

SOURCE: BORRELL ASSOCIATES 2007