

MARKETPLACE

SQAD Cost Per Point Radio Monitor

RADIO P18-49	AM DRIVE	MIDDAY	PM DRIVE
Feb	\$502	\$453	\$520
Jan	\$502	\$440	\$499
Dec	\$495	\$478	\$537
Sept	\$463	\$452	\$506

SOURCE: SQAD Q1 2008

SQAD Cost Per Point TV Monitor

TV P25-54	EARLY AM	EARLY NEWS	PRIME	LATE NEWS
Feb	\$538	\$977	\$2,105	\$1,151
Jan	\$523	\$960	\$2,023	\$1,126
Dec	\$603	\$1,215	\$2,543	\$1,341
Sept	\$528	\$1,131	\$2,336	\$1,305

SOURCE: SQAD Q1 2008

Local Ad Revenue (Mil)

	2006	JAN- SEP 06	JAN- SEP 07	YTD%
Spot TV	\$1,515.0	\$837.5	\$859.9	3%
Newspaper	\$929.6	\$670.9	\$654.3	-2%
Radio	\$499.6	\$244.1	\$279.0	14%
Outdoor	\$225.8	\$163.5	\$158.8	-3%
Loc Mag	\$38.9	\$28.6	\$27.8	-3%
TOTAL	\$3,209.0	\$1,944.5	\$1,979.9	2%

SOURCE: NIELSEN MONITOR-PLUS

COLOR KEY

TRENDING
UPWARD

TRENDING
DOWNWARD

Local Online Ad Revenue (Mil)

	LOCAL	NAT'L	TOTAL	SHARE
Pureplay	\$132.3	\$442.6	\$574.9	64.5%
Newspaper	\$75.7	\$49.6	\$125.3	14.1%
Television	\$32.6	\$39.5	\$72.1	8.1%
Magazines	\$0.1	\$63.5	\$63.6	7.1%
Directories	\$1.7	\$44.5	\$46.2	5.2%
Radio	\$0.3	\$4.2	\$4.5	0.5%
Other Print	\$0.5	\$3.8	\$4.3	0.5%
TOTAL	\$243.2	\$647.8	\$891.0	

SOURCE: BORRELL ASSOCIATES 2007