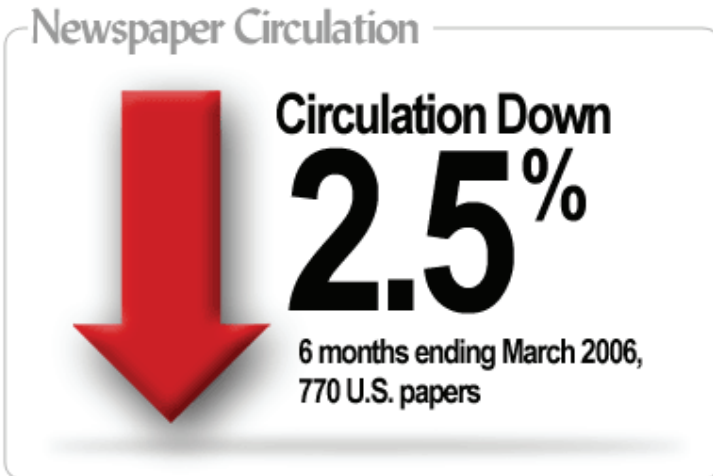


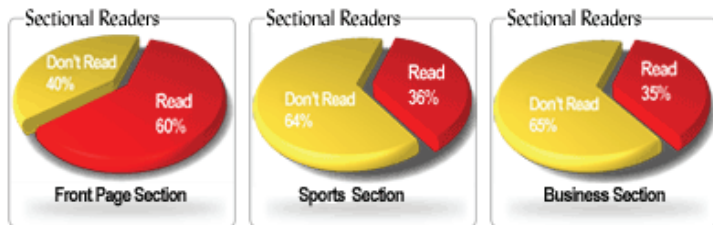


media comparisons

Newspaper



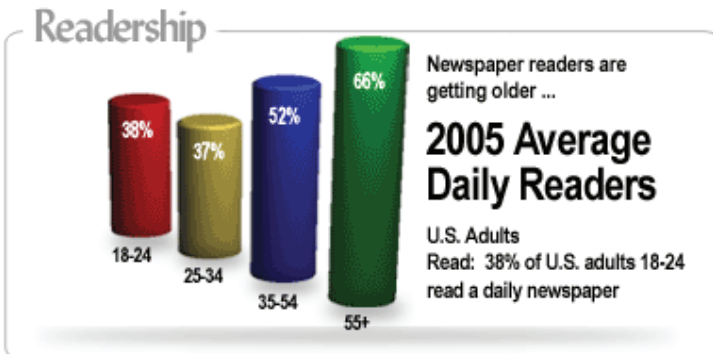
ABC, 2006



NAA, 2005

NAA, 2005

NAA, 2005



NAA, 2005

QUICK FACTS

For the six-month period ending March 2006, daily circulation declined 2.5%, while Sunday circulation dropped 3.1%. (*Newspaper Association of America, 2006*)

The average weekday readership among adults fell to 51.6% in 2005. (*Newspaper Association of America, 2005*)

In the top 50 markets, 77.3% of adults read a newspaper over the course of a typical week in 2005, down from 78.6% a year earlier. (*Newspaper Association of America, 2005*)

A 2005 study found the average age of a newspaper reader was 55. (*Smart Money, 2005*)

Ad sales for the traditional newspaper industry rose 1.5% in 2005 to \$47.408 billion. (*Newspaper Association of America, 2006*)

ADVANTAGES

HISTORY: One of the oldest, most highly regarded media in the U.S. Among its loyal readers and advertisers, it enjoys a high degree of familiarity, acceptance, credibility and respect.

VISUALS: The newspaper's combination of text and graphics, when used effectively, can create visual appeal that reinforces the messages of its advertising.

GEOGRAPHIC TARGETING: Zoned editions of newspapers in large metro areas allow for less than full-run advertising.

DISADVANTAGES

DECREASING PENETRATION: Gone are the days when almost every American household subscribed



media comparisons

Newspaper

to at least one newspaper. Today, newspaper's household penetration is right around 50%. (RAB Newspaper Performance Reports, based on ABC data, are available for most U.S. markets.) (*Editor & Publisher, 2005*)

PASSIVE: The paper provides information once consumers decide to buy, but it does not build brand awareness or create product demand. Newspaper advertising thus works mainly for comparing prices.

BROWSERS, NOT READERS: Most people don't read all sections of the paper every day. Ads in a given section reach only those who read that section.

PLUS RADIO

RADIO EXCELS: Where newspaper is deficient, Radio excels. Combining the two in a media mix capitalizes on the advantages of both media.

LINEAR MEDIUM: Commercials featured one at a time: Radio is a linear medium, unlike newspaper where the reader can skip past ads. The listener hears commercials between other programming elements.

RADIO ADVERTISING EFFECTIVENESS LABORATORY: Additionally, information in the 2004 RAEL study on Synergy shows when used in conjunction with newspaper, the use of Radio added 100% of total brand recall when compared to newspaper alone.

Source: Radio Advertising Bureau www.rab.com