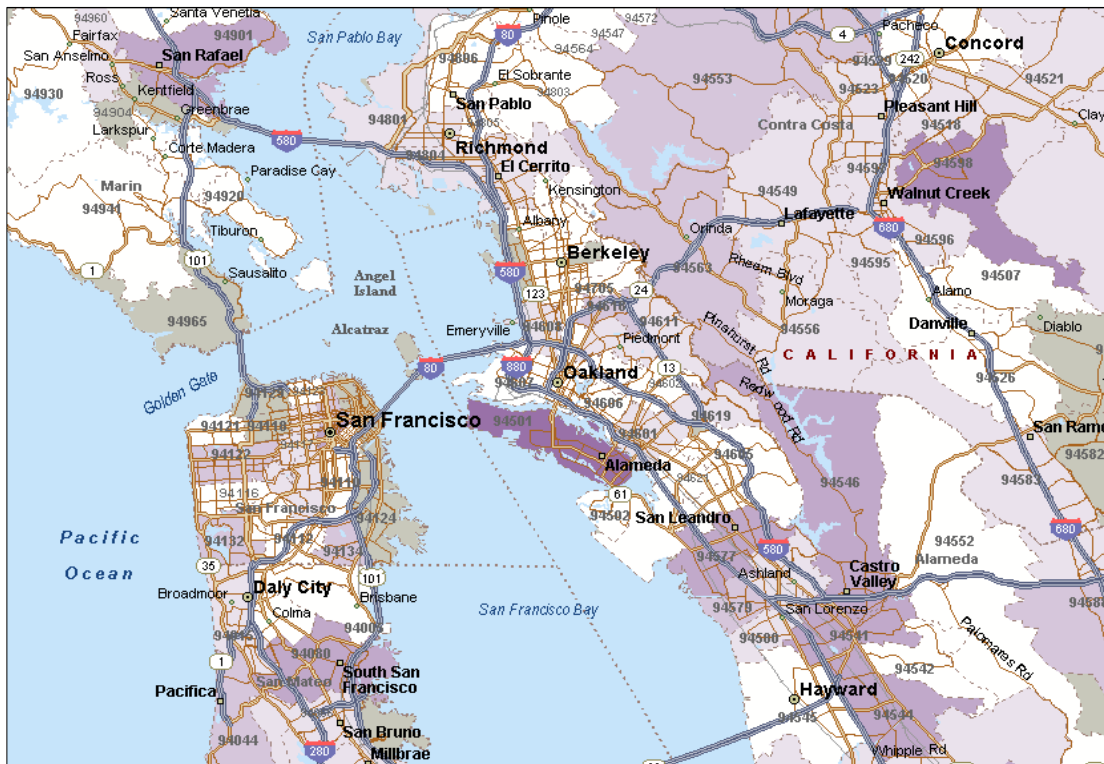


The Media Audit

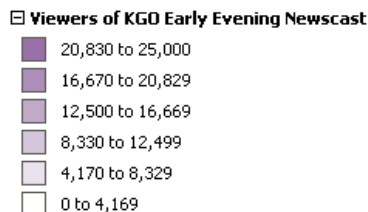
Software

Zip Code Mapper

- **The Media Audit Software**...can provide competitive media analyses that no other media software program can easily duplicate...and which is the most user friendly software of any qualitative media software program available anywhere.
 - **Zip Code Mapper** can be used to:
 - Produce a zip code map of the market, shading those zip codes where the media's audience lives...with light to dark shading depicting the density of the media's audience in different zip codes.
 - Similar zip code maps can be done for target audience groups.
 - By overlaying the media audience map with the target audience map, you can use the Zip Code Mapper to demonstrate any given media's strength in reaching any target audience.
 - It only takes three clicks of your mouse to get a graph. To overlay one map over the other, you export the second map to Excel and then clip the second map and export it to the first map, and it will overlay it perfectly...as defined on the back of this page.



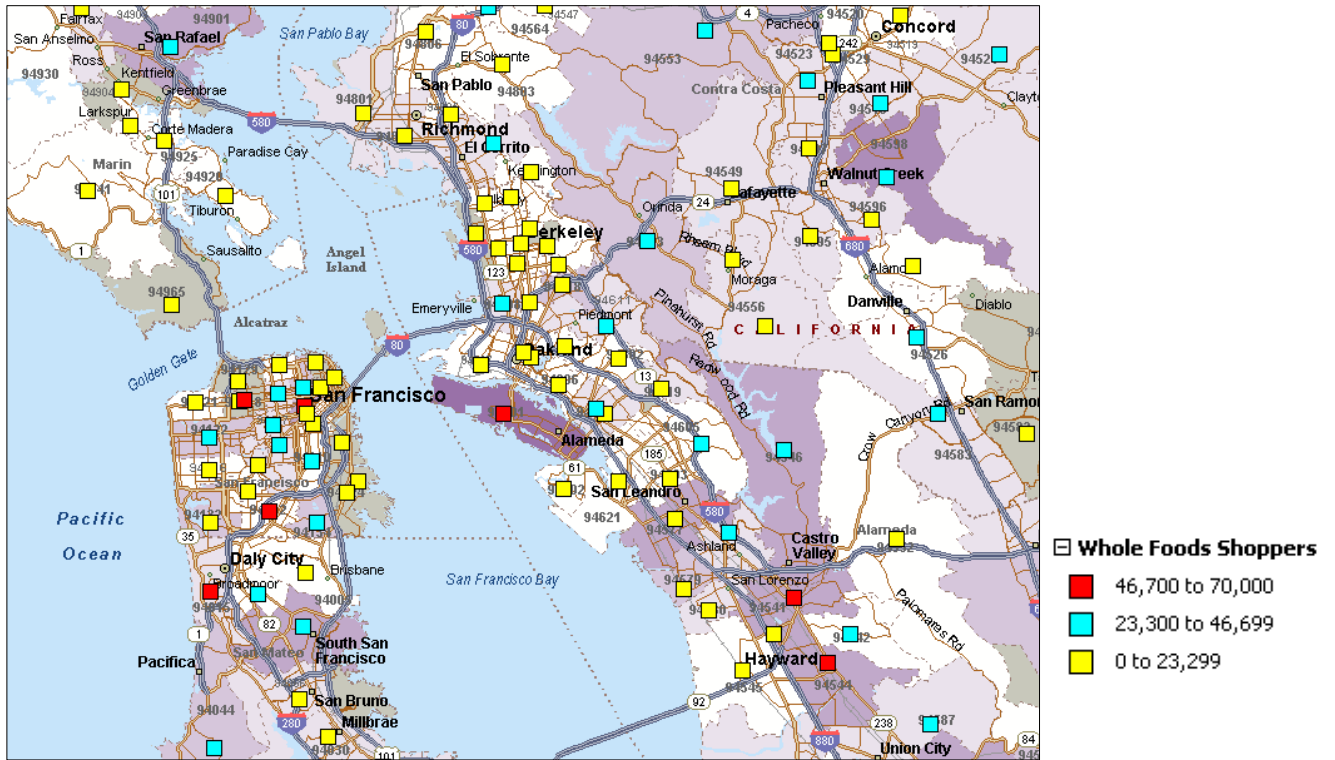
This map shows the geographical location of KGO-TV's early evening news audience. The density of the audience in any given zip code is defined by the legend below. Also, this map was created using Microsoft MapPoint, and can be saved in Word, Excel and Power Point. Also, the maps can easily be screened into a PDF file.



All you need to do to get the map is click on Zip Code Mapper in The Media Audit Software and then select the media you want to map...then click on the target audience you want to measure...then size the map... then click on the "Print" button in The Media Audit Software tool bar to get your map.

If you want to overlay the media's audience map with a different target audience that will show you the media's reach geographically in conjunction with the density of that target audience... simply follow the instructions defined at the bottom of this page.

KGO-TV's Geography In Terms of Whole Foods Customer Geographic Density



The shaded area is the location of KGO-TV's audience. The colored squares are the location of Whole Foods' customers. The density of Whole Food customers geographically are defined in the legend above.

If you want to do a map of Whole Food Shoppers or another target, you would follow the same procedures as defined for mapping KGO-TV's audience. The process for this overlay step is:

- Right Click on the Media Audience Label in the Legend
- Click "Export to Excel" and save the Excel File to a name of your choice.
- Create the Target Audience map, then...
- Using the Target Audience Map created in MapPoint, Click on Data in the Tool Bar...
- Then Click "Import Data Wizard" and select the Excel file you previously saved...
- Under "Sheets", select the sheet that does not say MapPoint.
- Click "Next" then...
- Click "Finish" and it will overlay both maps into a single map...
- To convert this new map to look like the map above
- Right Click on the Target Audience Label in the Legend...
- Select "Map Type and then Select "Multiple Symbol"...
- Click "Next" and then Click "Next" again
- The Default Symbol is a circle. To change to a Box Symbol or other Symbol and change colors, select the down arrow key next to Data Range and make the selections.
- Now Click "Finish"