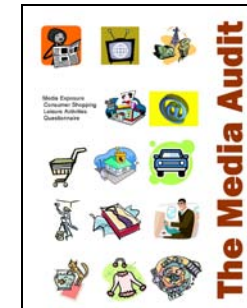
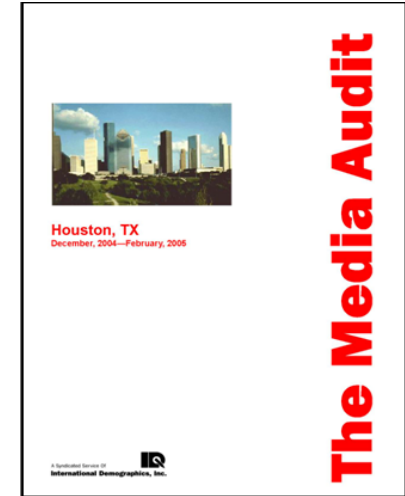


The Media Audit



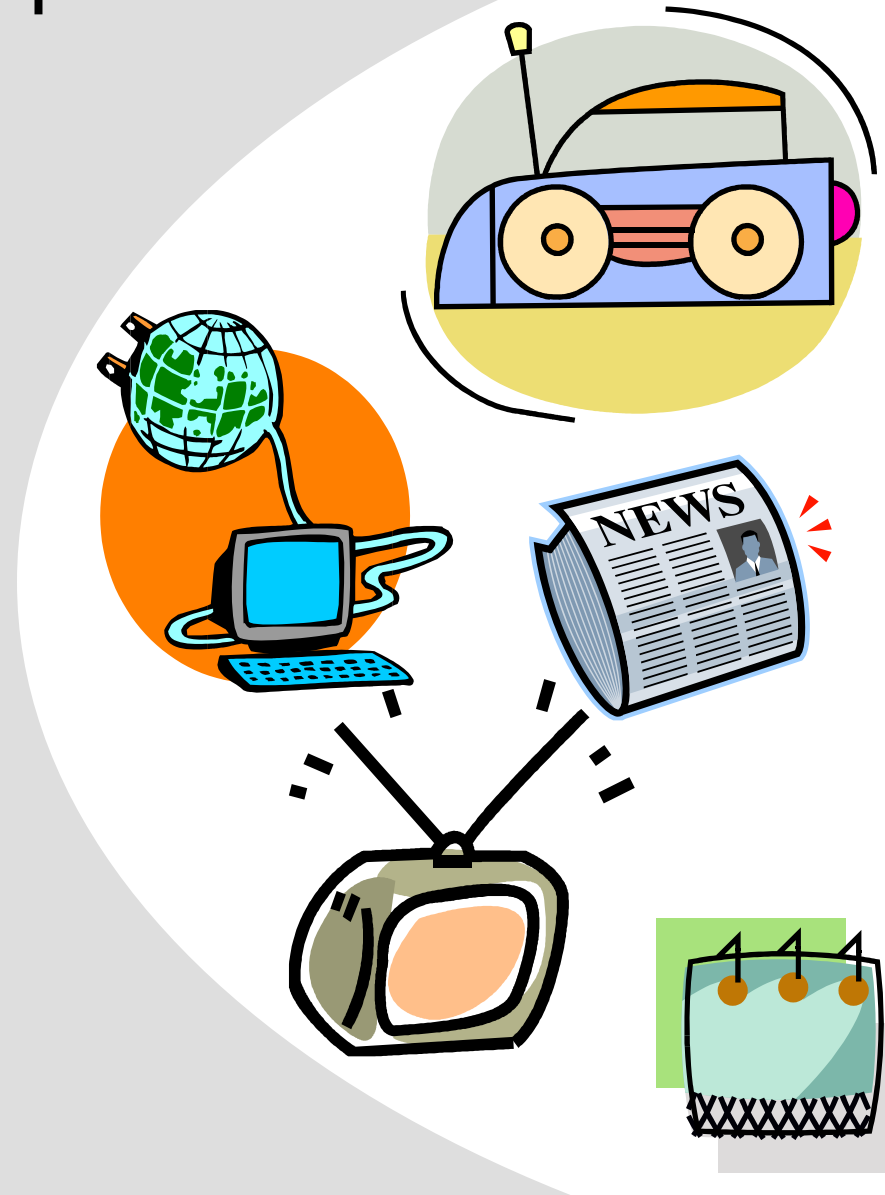
AGENDA

- WHAT IS THE MEDIA AUDIT
- HOW THE DATA IS COLLECT
- WHAT IT PROVIDES
 - A FEW EXAMPLES



THE MEDIA AUDIT

- **THE MEDIA AUDIT** is a syndicated, local market, multimedia, qualitative audience survey covering radio, radio dayparts, television channels viewed in total and by dayparts, television newscast viewing, cable TV channel viewing, daily newspapers and other local and regional print publications. Measurement of exposure to other media includes: outdoor billboards, direct mail, and local market internet web sites. Ten different types of local market media are measured. In addition to media exposure information, The Media Audit covers an extensive array of demographic, socioeconomic and consumer shopping information. This consumer information can be used to analyze the quality of each media audience as well as define the composition of each consumer-shopping category covered in the survey.

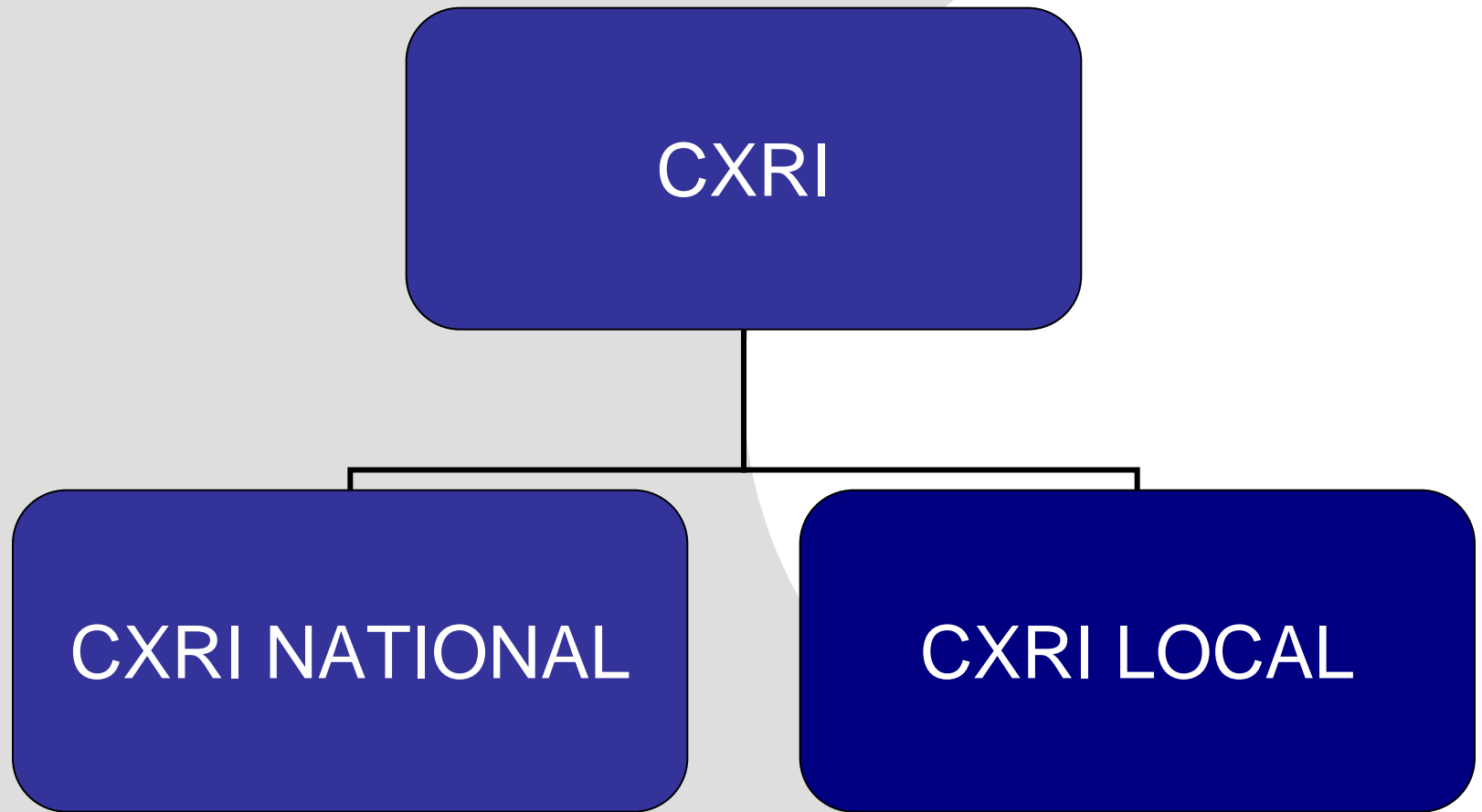


THE MEDIA AUDIT

- **INTERVIEWING METHODOLOGY:** All interviews are conducted by telephone--five days a week, Tuesday through Saturday, during the day and evening. A minimum of six call attempts are made to reach each designated respondent in an effort to include in the survey those people who are frequently away from home.
- **SAMPLING METHODOLOGY:** A random-digit-dialing sample selection process is used to select telephone households to be surveyed. This sample selection methodology insures that all telephone households, both those with listed and those with unlisted phone numbers, have an equal opportunity of being included in the survey sample.
- **RESPONDENT SELECTION:** One person age 18+ in each survey household is selected at random to be interviewed for this study. The adult 18 years or older with the most recent birthday is used to achieve random selection.
- **ACCURACY OF DATA IN REPORT:** At a 95% confidence level, percentages based on total respondents in this report have a maximum accuracy range of plus or minus 3 percentage points.



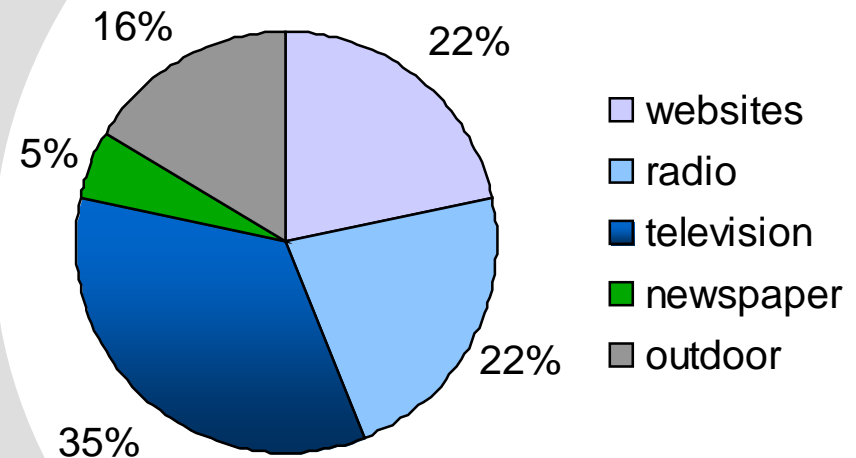
THE MEDIA AUDIT



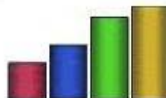
POSITIONING THE INTERNET

- Share of total media exposure in minutes spent with each media per average weekday
- Upper income households spend 22% of their time with the Internet

Media Day Analysis \$150,000+ Income



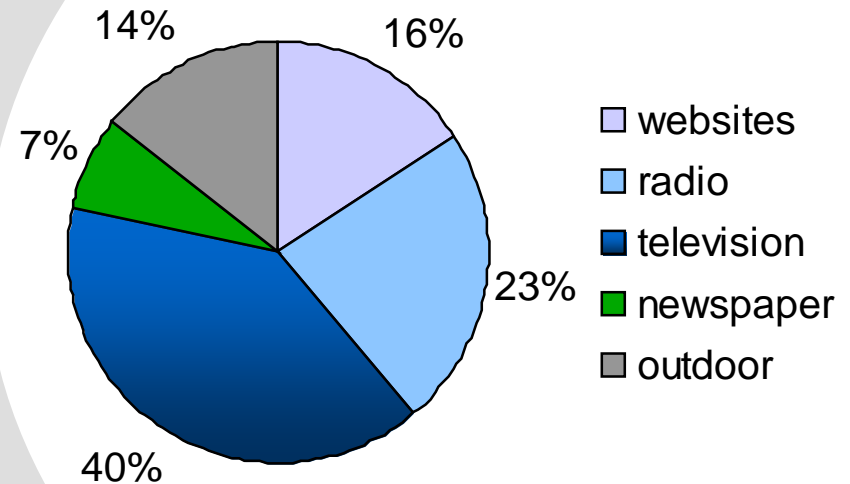
Source: The Media Audit January-October 2006 CXRI



POSITIONING THE INTERNET

- Share of total media exposure in minutes spent with each media per average weekday
- Those adults with homes valued at \$500,000 or more spend 16% of their media time with the Internet.

Media Day Analysis
Home Value \$500,000+



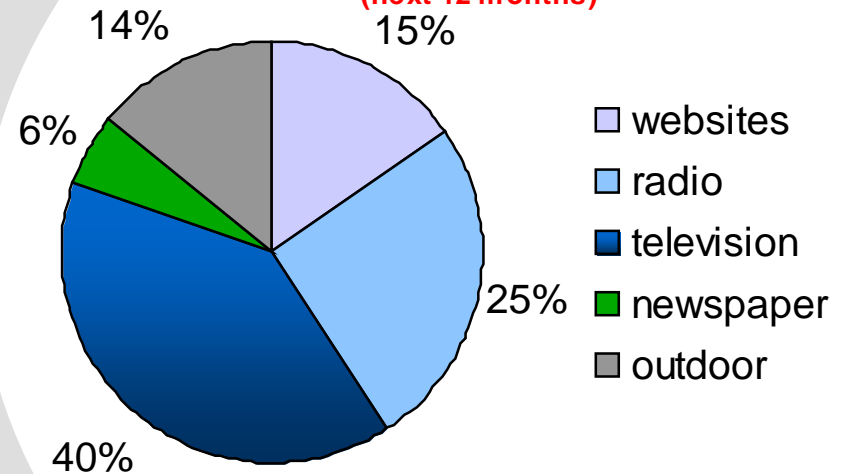
Source: The Media Audit January-October 2006 CXRI



POSITIONING THE INTERNET

- Share of total media exposure in minutes spent with each media per average weekday
- While daily newspapers command large shares of the dealership budgets consumers are only spending 6% of their time reading the paper. The time spent with the Internet is more than double!

Media Day Analysis Plan to Buy a New Vehicle (next 12 months)



Source: The Media Audit January-October 2006 CXRI



POSITIONING THE INTERNET

Plan to Buy a New Vehicle

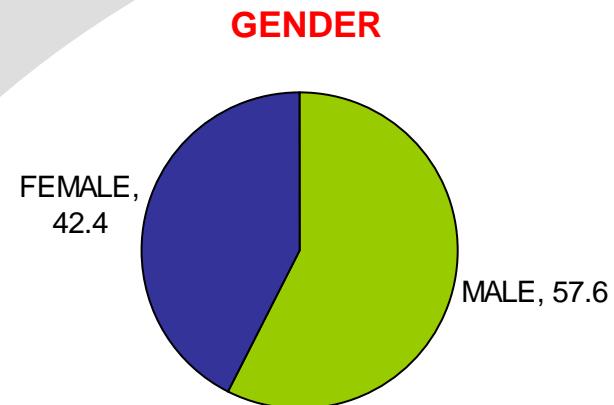
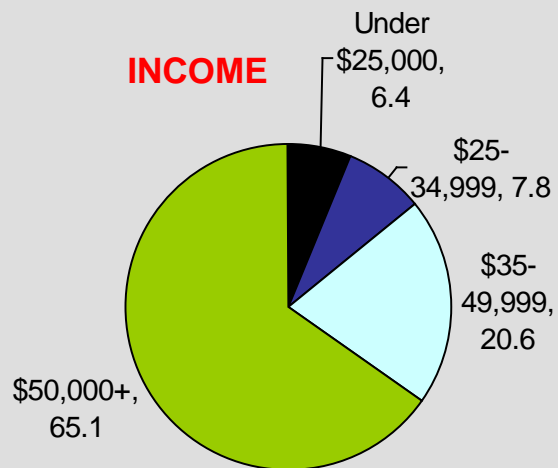
Media	Cume Composition	Cume Index
HEAVY INTERNET USERS	11.1	124
HEAVY OUTDOOR	10.6	119
HEAVY RADIO	9.9	111
HEAVY NEWSPAPER	9.8	110
HEAVY DIRECT MAIL	8.3	93
HEAVY TELEVISION	7.2	81

Those who spend the most time on the Internet, Heavy Internet Users, are 24% more likely to buy a new vehicle in the next year. Indexing 19% below market average, television is one of the least efficient mediums to spend ad dollars when targeting potential buyers.

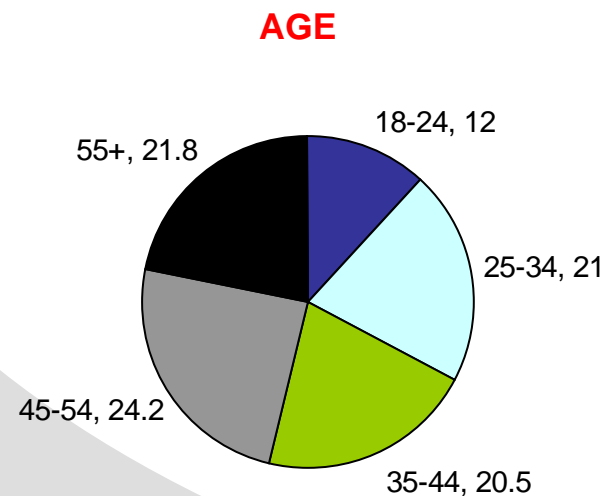
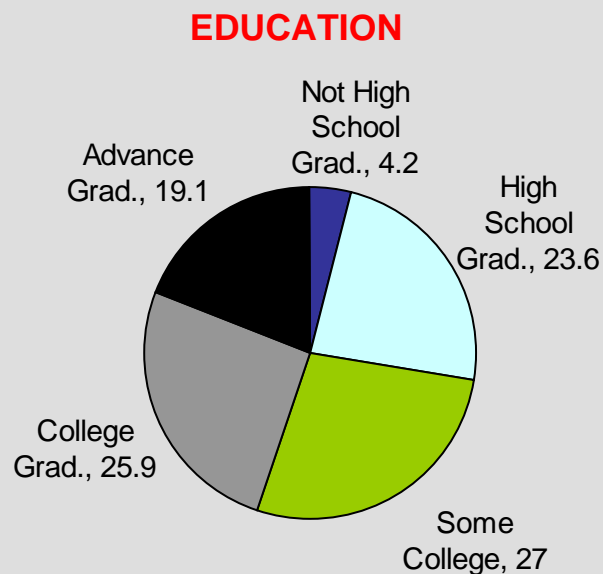
Source: The Media Audit January-October 2006 CXRI



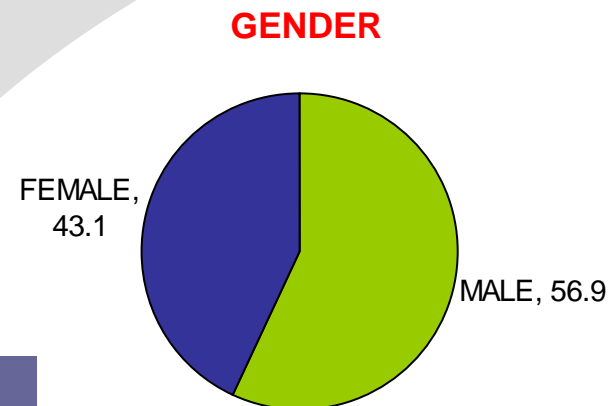
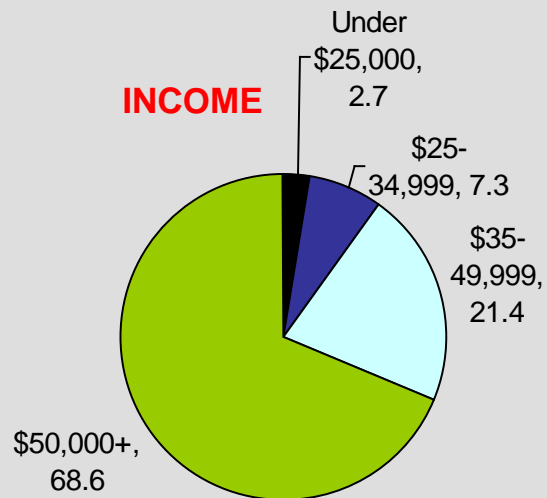
PROFILING CLIENTS



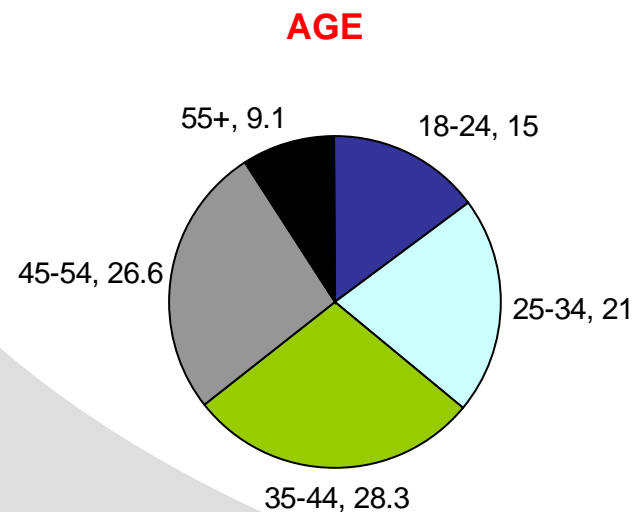
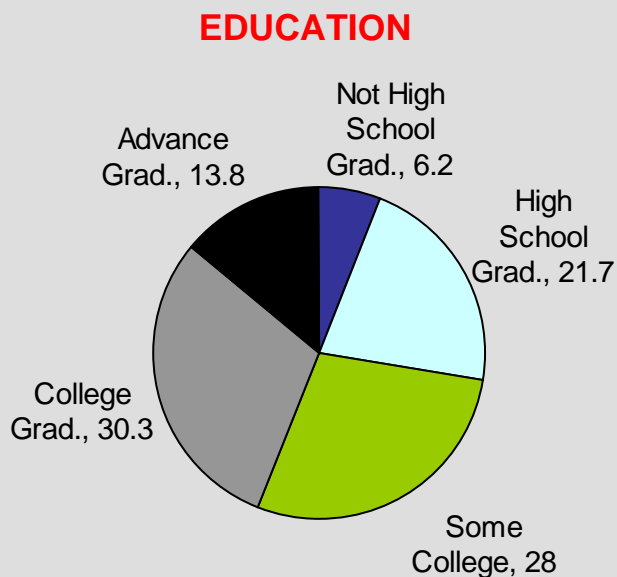
PLAN TO BUY A NEW VEHICLE IN THE NEXT 12 MONTHS—CUSTOMER PROFILE



POSITIONING CXRI



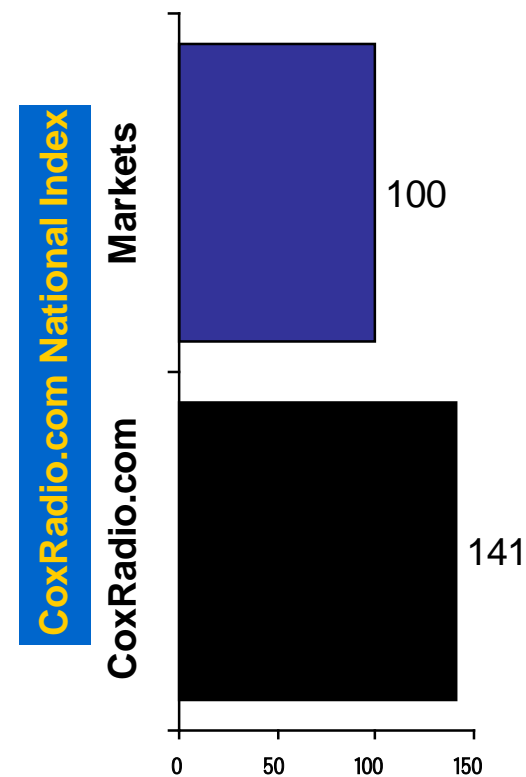
**COXRADIO.COM
USER PROFILE**
TOTAL MARKETS



POSITIONING CXRI

- The Media Audit provides CXRI profile information for hundreds of categories.
- Cox Radio websites users are 41% more likely to be in the market for a new vehicle in the next year!

Plan to Buy a New Vehicle (next 12 months)



Source: The Media Audit January-October 2006 CXRI



CXRI's NATURAL PROSPECTS

Target	Target Index
MAKE OF VEHICLES NOW OWNED--LAND ROVER	387
OPINION LEADER	373
MAKE OF VEHICLES NOW OWNED--ISUZU	358
STORE SHOP FOR FURNITURE--SLEEPY'S MATTRESS	330
LIVE IN METRO--ATLANTA, GA	330
ATE FAST FOOD PAST 4-WEEKS--CHICK-FIL-A	325
HDTV--PLAN TO BUY NEXT 12-MONTHS	300
HEAVY EXPOSURE INTERNET	296
BUSINESS OWNER/PARTNER/CORPORATE OFFICER	283
SHOPPED PAST 6-MONTHS--GAP	282
HOME INTERNET CONNECTION--DSL	271
INFLUENCE BUSINESS BANKING DECISIONS	264
SHOPPED PAST 6-MONTHS--BURLINGTON COAT FACTORY	255
HOME INTERNET CONNECTION--DSL OR CABLE	251
MARKET VALUE OF HOME--\$200,000-\$299,999	247
FOLLOW SPORT ON RADIO--COLLEGE BASEBALL	236
OCCUPATION--PROPRIETORS,MANAGERS	236
DIGITAL RECORDING DEVICE NOW HAVE--DVR	235
SHOPPED PAST 6-MONTHS--OLD NAVY	231



CXRI's NATURAL PROSPECTS

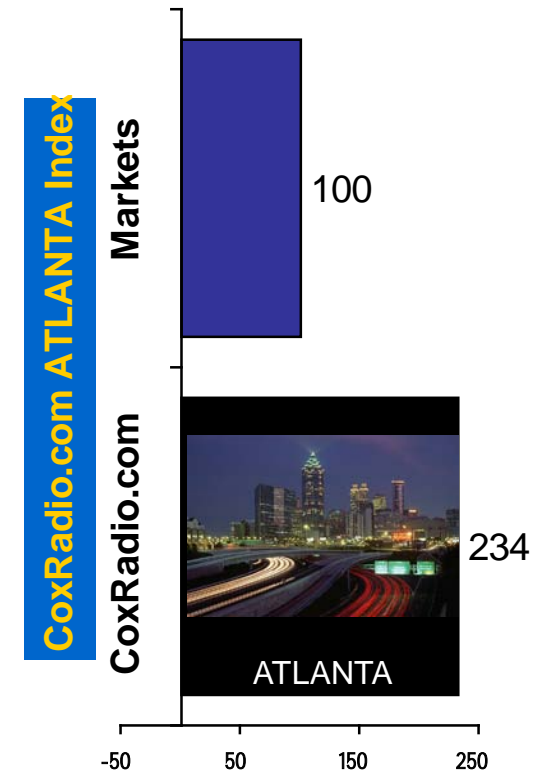
Target	Target Index
CUSTOMER--WACHOVIA BANK	229
MAKE OF VEHICLES NOW OWNED--LEXUS	222
DIGITAL RECORDING DEVICE NOW HAVE--DVR OR TIVO	221
MAKE OF VEHICLES NOW OWNED--CHRYSLER	220
DIGITAL RECORDING DEVICE NOW HAVE--ANY TYPE	220
STORE SHOP FOR FURNITURE--BOSCOV'S	217
ATTENDED PAST 12 MONTHS--COUNTRY MUSIC CONCERT	216
MAKE OF VEHICLES NOW OWNED--MAZDA	216
FOLLOW SPORT ON RADIO--NASCAR	216
PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE	214
HOME INTERNET CONNECTION--CABLE	214
FIVE WEEKDAY CUME--WALL STREET JOURNAL	213
SHOP ELECTRONICS/APPLIANCES--TARGET	211
HOME INTERNET CONNECTION--DIAL-UP	211
PLAN TO BUY A HOME NEXT 2 YEARS--\$50K+ INCOME	207
DOMESTIC AIR TRAVEL--FLEW 6 PLUS TIMES PAST YEAR	206
USE OF INTERNET TYPICAL DAY--BETWEEN MIDNIGHT AND 8 00 AM	203
SHOP SUPERMARKET PAST WEEK--WAL-MART	200
MAKE OF VEHICLES NOW OWNED--SATURN	198



CXRI ATLANTA

- Cox Radio websites in Atlanta are more than double the market average for targeting adults who plan to buy a new vehicle in the next year.
- For every dollar you spend on CoxRadio.com in Atlanta you get \$2.34 towards targeting potential buyers!

Plan to Buy a New Vehicle (next 12 months)



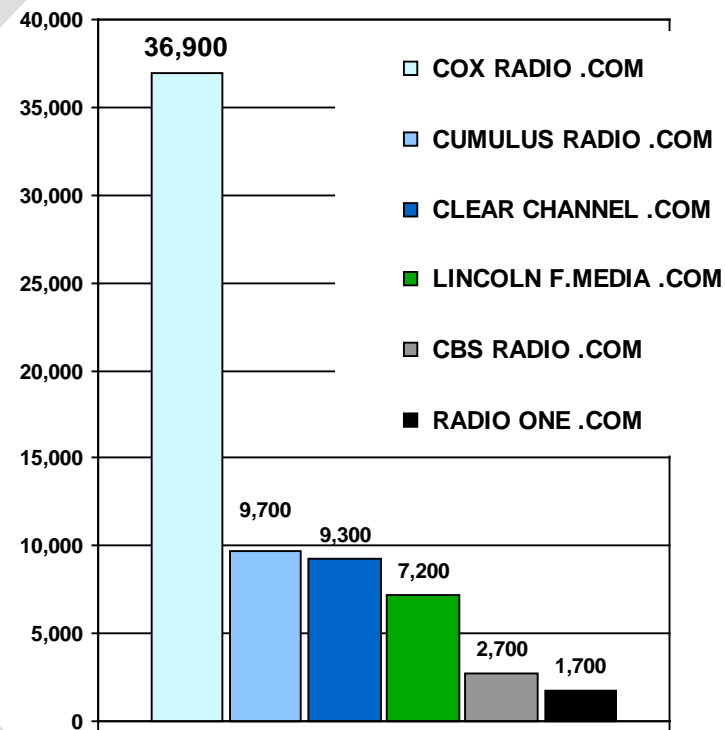
Source: The Media Audit June-Aug 2006 Atlanta



CXRI ATLANTA

CoxRadio.com delivers 36,900 adults who plan to purchase a new vehicle in the next year.

That's four to twenty times more potential buyers than any other radio group's websites!



Plan to Buy a New Vehicle

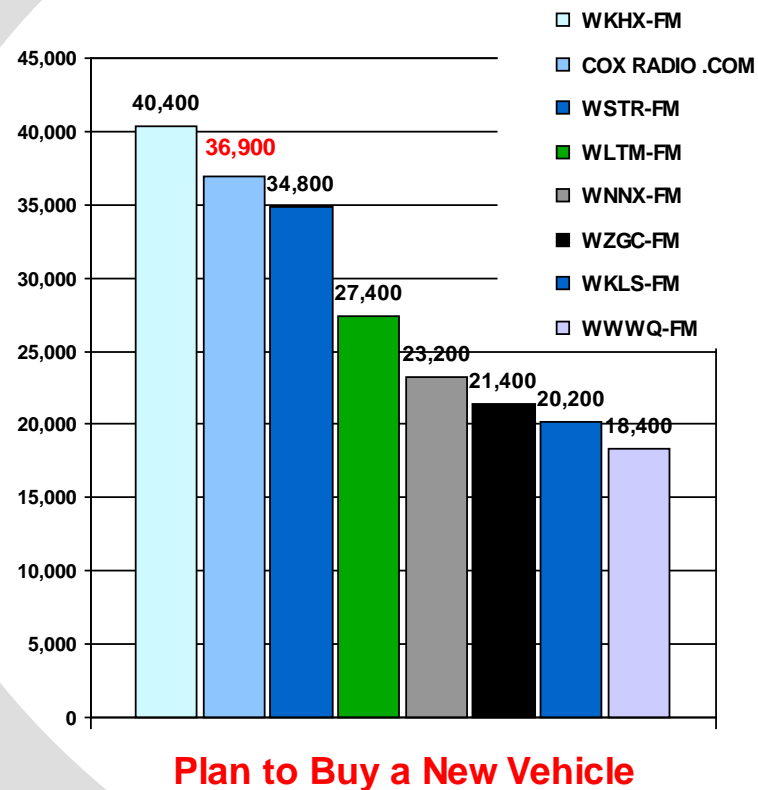
Source: The Media Audit Atlanta June-August 2006



CXRI ATLANTA

You can reach more potential vehicle buyers with CoxRadio.com than most Atlanta radio stations.

Reach 36,900 adults who plan to buy a vehicle in the next year with CoxRadio.com or reach 34,800 listeners with Star 94, 27,400 with Lite, 23,200 with 99X, ...



Source: The Media Audit Atlanta June-August 2006



CXRI ATLANTA

PLAN TO BUY A NEW VEHICLE

Media	Cume Persons	Cume Rating
JRNL-C*WD*AUTO CLAS.	17,071	6
JRNL-C*SN*AUTO CLAS	26,576	10
AUTOTRADER.COM	20,157	7.2
NET MEDIA REACH	48,453	17.3 ←
JRNL-C*WD*AUTO CLAS.	17,071	6
JRNL-C*SN*AUTO CLAS	26,576	10
WSB-AM .COM	23,956	9
AUTOTRADER.COM	20,157	7
NET MEDIA REACH	72,410	26 ←

The Media Audit will provide you with the ammunition you need to show what your websites can add to the media mix.

If a dealer was buying the AJC Classifieds and Autotrader.com they could reach 17.3% of those who plan to buy a new vehicle in the next year. If they included **WSBRADIO.COM** they would increase their reach to 26%!

Source: The Media Audit Atlanta June-August 2006



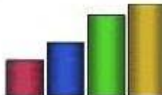
www.bztoons.com

THE MEDIA AUDIT

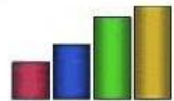
THANK
YOU FOR
YOUR
TIME



I got you a bunch of stuff. This is just the tip of the iceberg.



The Media Audit



CXRI 13 Market Proposal

•2006	\$294,956
•2007	\$312,000
•2008	\$328,644

The rates defined above include 26 copies of The Media Audit CXRI National printed reports, two printed copies of each local market study, The Media Audit Software and a minimum of two on-site sales training sessions per year throughout the full term of the agreement. Unlimited access to client services training via 800 number will be provided during the course of the contract.

Atlanta

Birmingham

Dayton

Greenville

Hartford-New Haven

Houston

Jacksonville

Long Island

Louisville

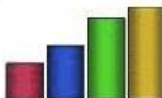
Miami

Orlando

San Antonio

Tampa

Tulsa



THE MEDIA AUDIT

Target	Market Persons	Audience Composition	Target Index
ATLANTA, GA	3,459,100	33.5	330
BIRMINGHAM, AL	780,500	3.7	160
DAYTON, OH	754,700	1.9	86
GREENVILLE-SPARTANBURG, SC	737,500	2.9	133
HOUSTON-GALVESTON, TX	3,805,600	12.2	109
JACKSONVILLE, FL	946,200	3.6	128
LOUISVILLE, KY	839,100	1.4	56
MIAMI-FT. LAUDERDALE, FL	3,163,500	14.7	158
NEW YORK, NY	14,230,900	8.6	21
ORLANDO, FL	1,260,200	7.3	197
SAN ANTONIO, TX	1,374,400	4.8	118
TAMPA-ST. PETERSBURG, FL	2,060,800	3.1	51
TULSA, OK	649,100	2.4	128

