



Same Budget-Better Results

Maximizing Current Radio Program
With Online



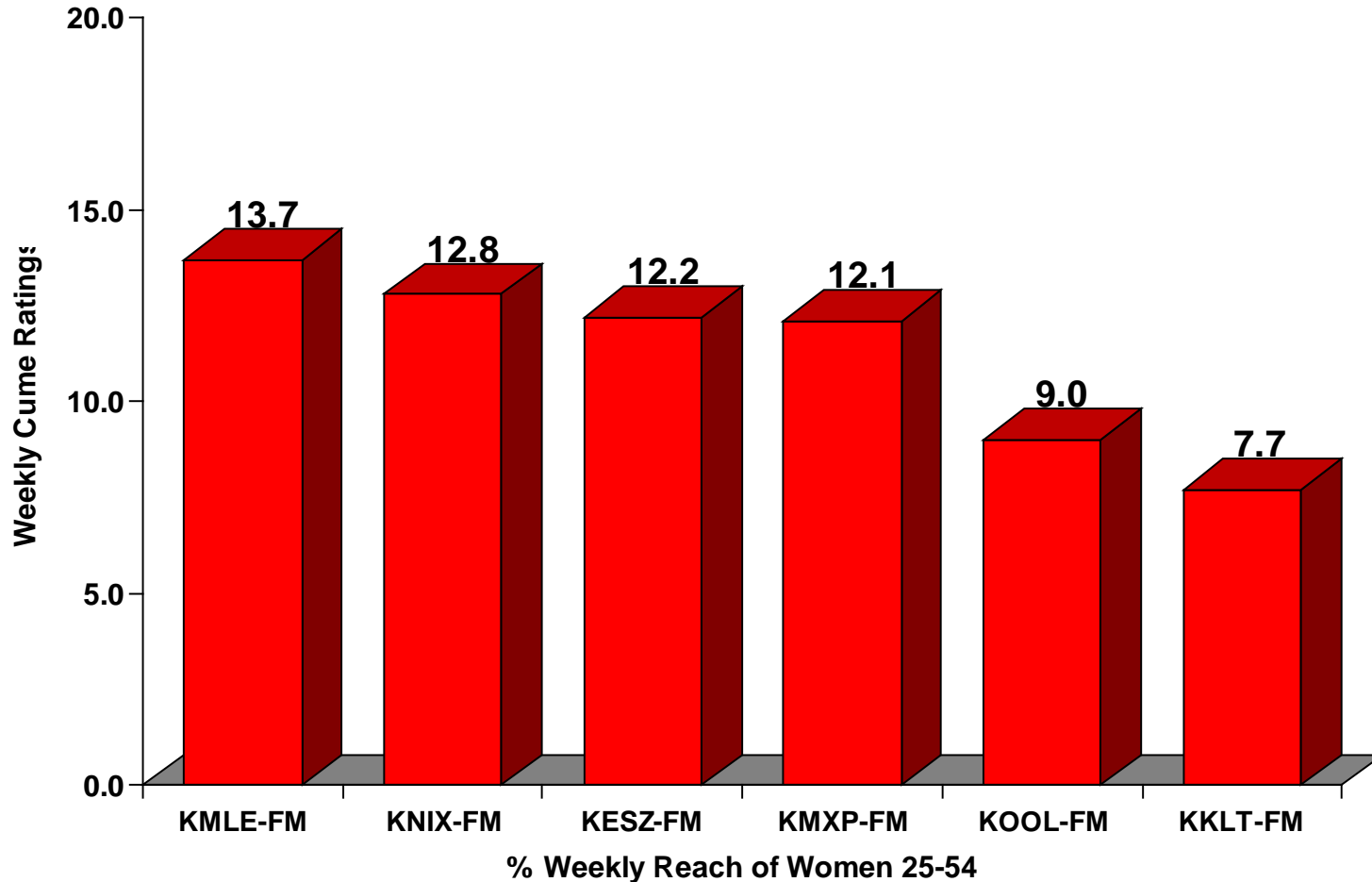
Objective Of This Proposal.....

- Explore some ways to maximize **Fry's** current Radio buy
- Increase **Fry's** overall Reach and Frequency among W25-54
- Increase **Fry's** Exposure and Impact of their messages
- Create more consistent exposure to Phoenix's online market (71% of the Phoenix market is now online according to 8/03 Nielsen NetRatings Survey)

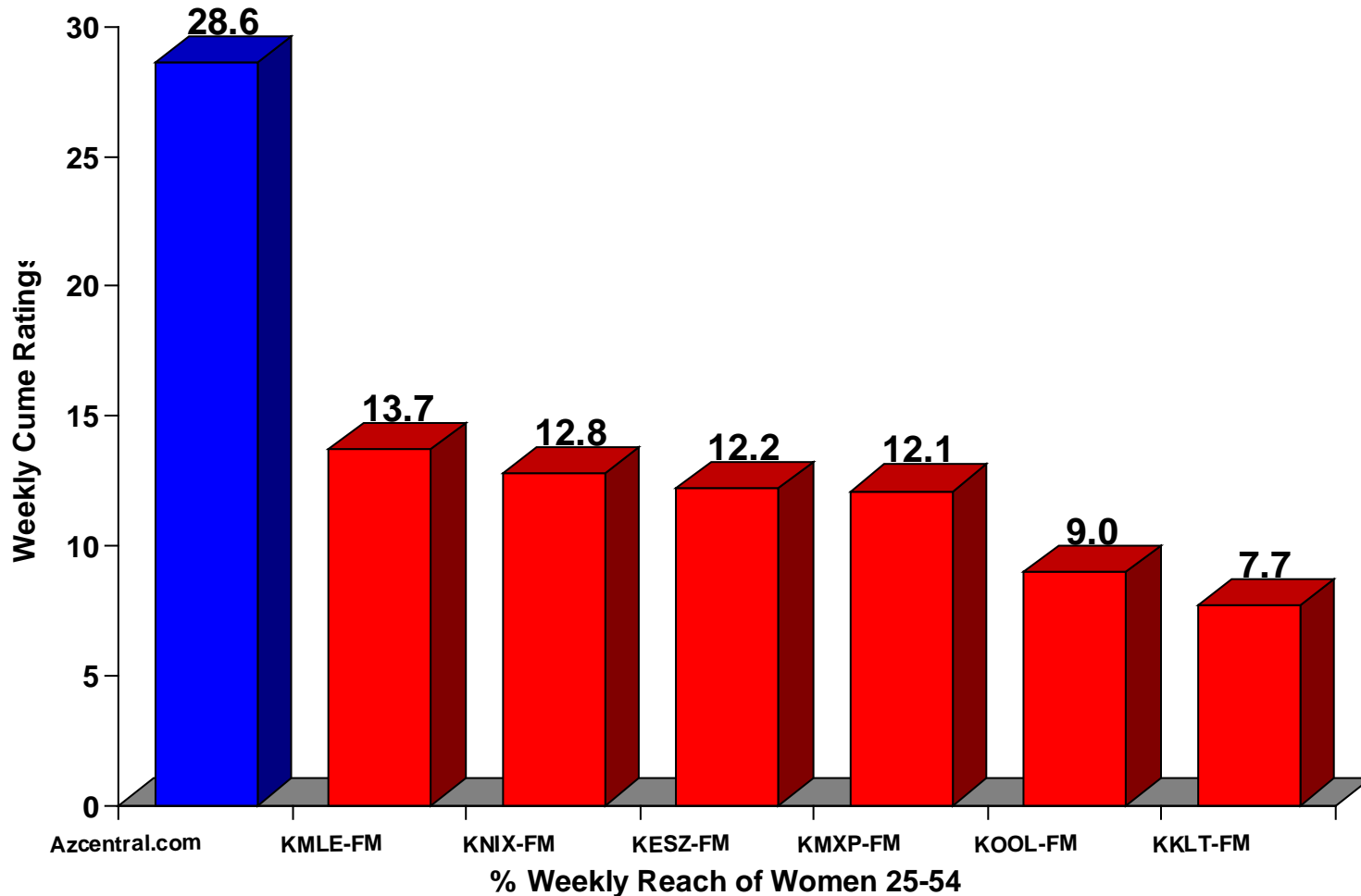
All Of This With.....

Same Budget-Better Results

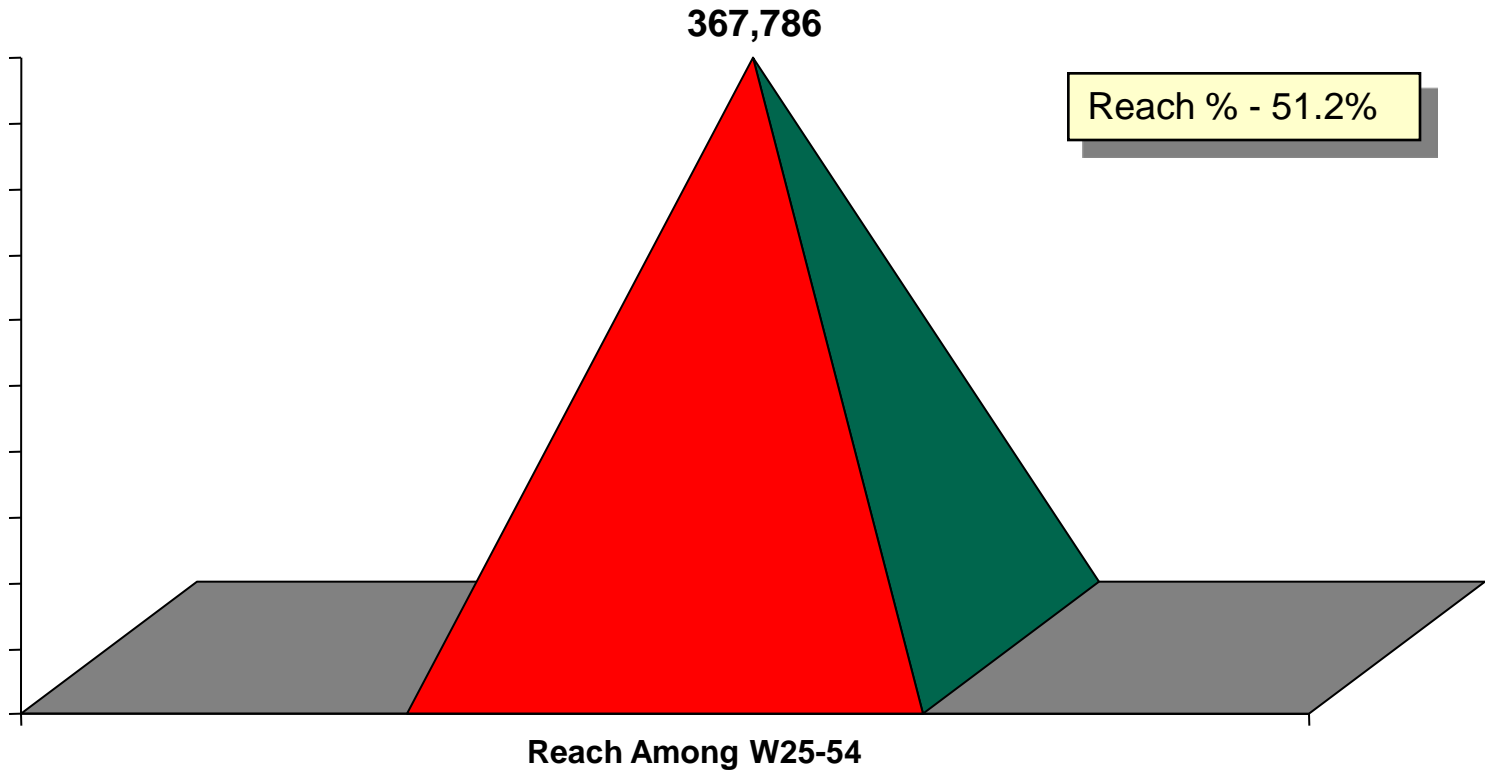
Reach percentage of stations used by **Fry's** in the target demo of Women 25-54



Compared to **Fry's** selected radio stations,
Azcentral.com
is the leader in reaching Women 25-54

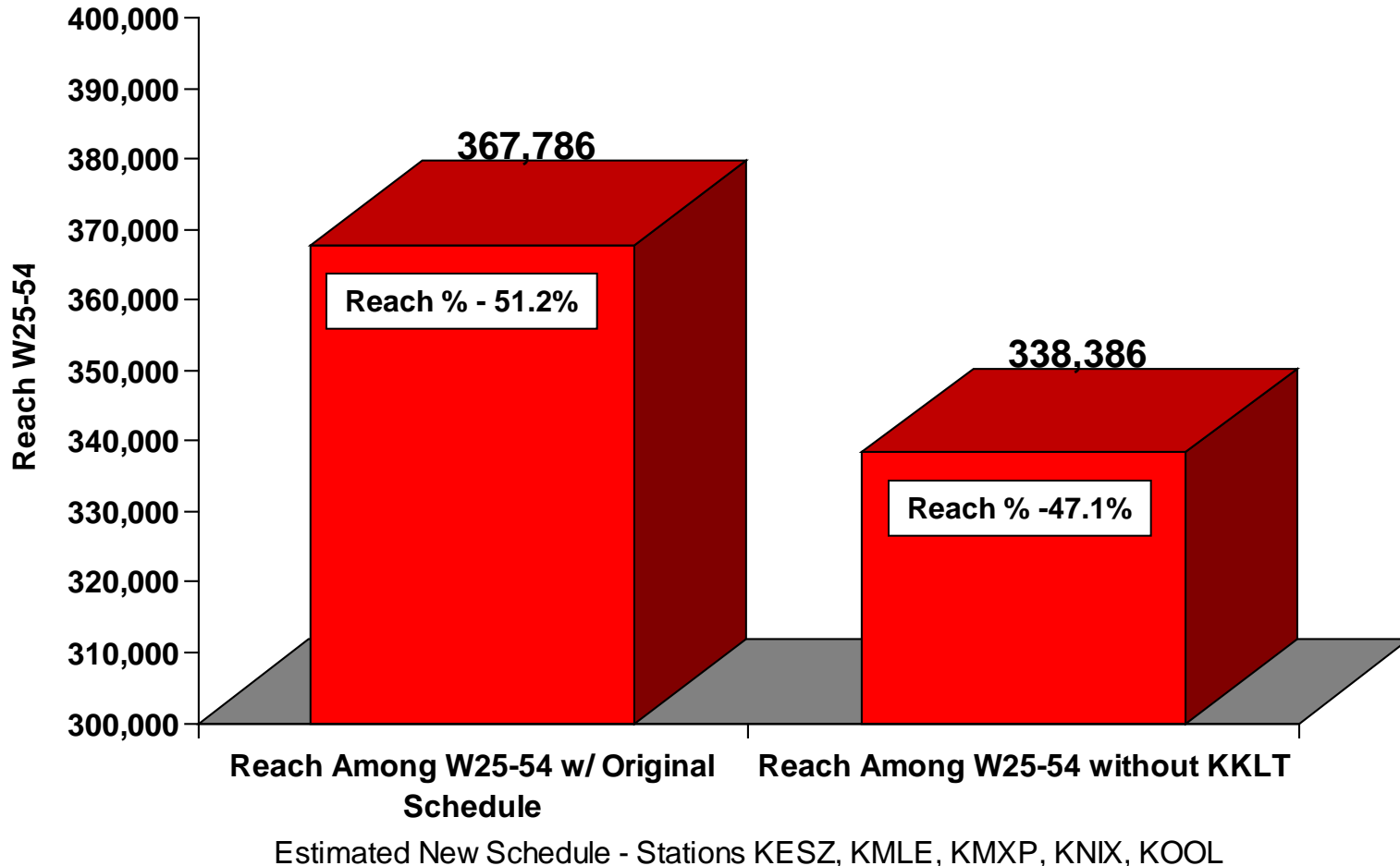


Fry's maximum net cume reach among Women 25-54 using 6 Radio Stations

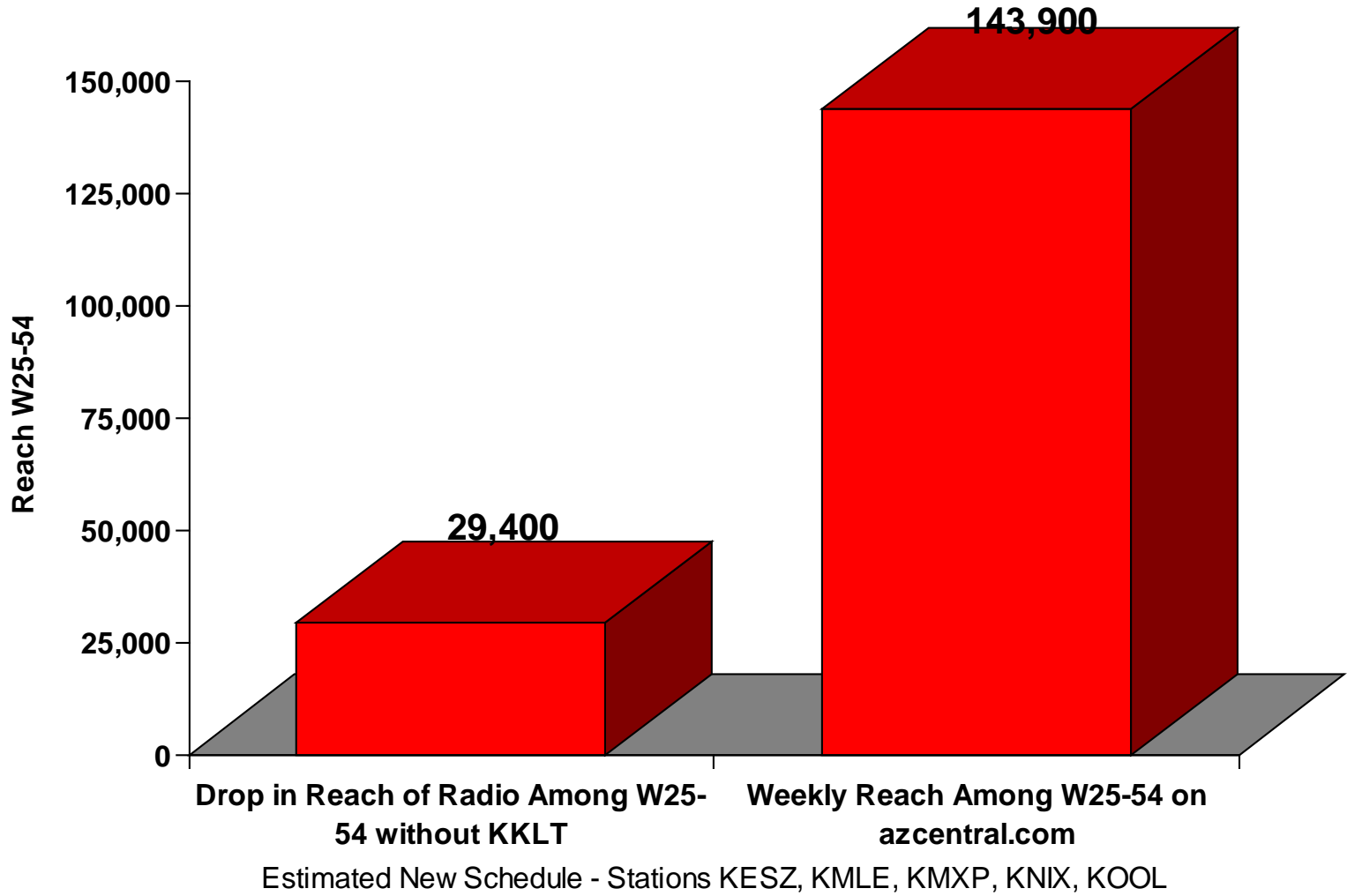


Maximum Net Cume Unduplicated Reach Using – Stations: KESZ, KKLK, KMLE, KMXR, KNIX, KOOL

By dropping KKLTV from the radio buy, **Fry's** loses only 29,400 Women 25-54 Net Cume Unduplicated Reach

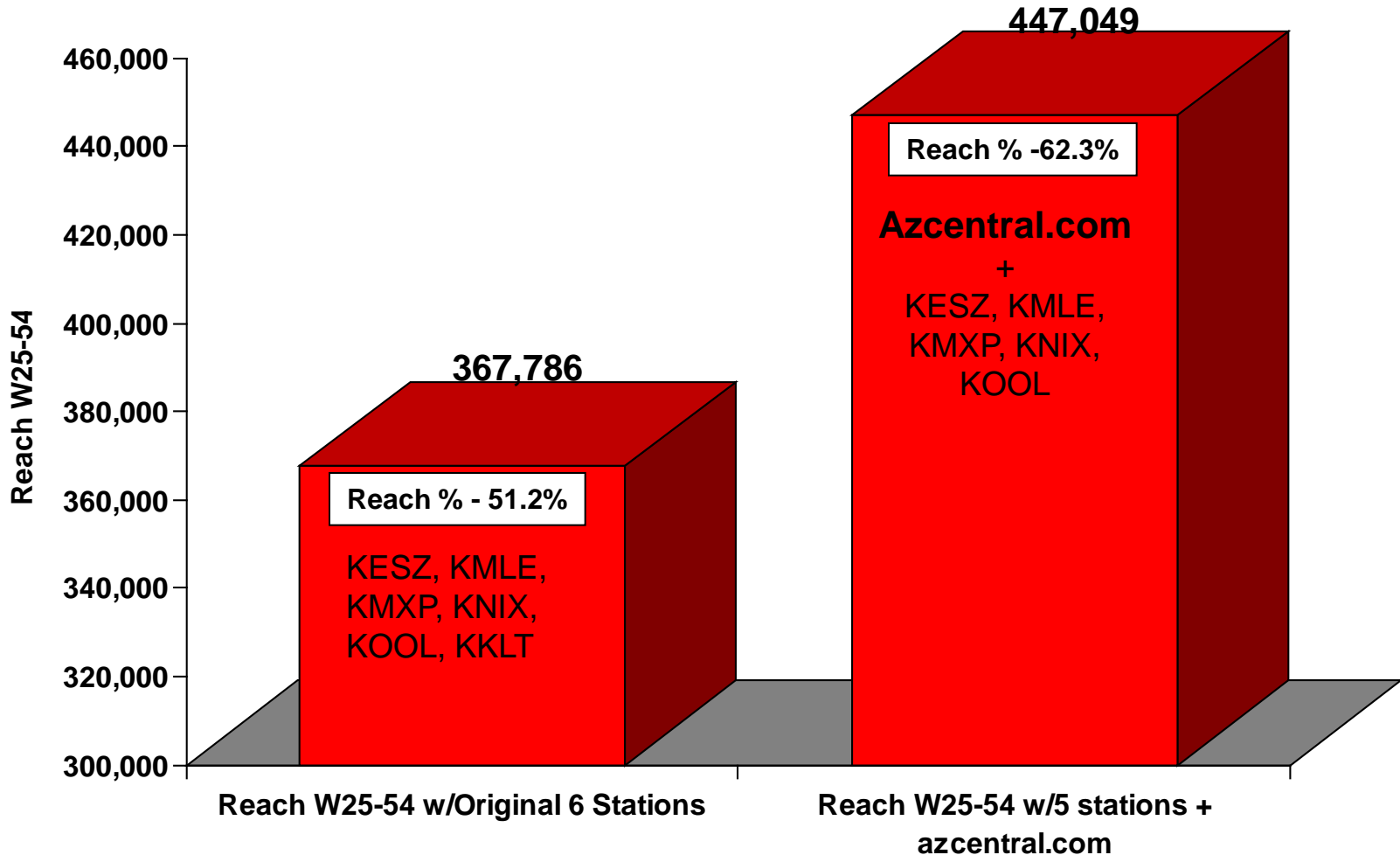


A weekly campaign on azcentral.com will replace KKLT's reach and gives **Fry's** a new means of reaching the target demo.



Source: **The Media Audit** Phoenix, AZ Aug-Sept 2004

Net Cume Unduplicated Reach Comparison Women 25-54



**Estimated Annual Spend For K-Lite
Radio Buy \$45,000 to \$55,000
(Four Flights Each Year)**

**Translates Into A 12-month Azcentral
Online Program**

- Increase **Fry's** overall Reach and Frequency among W25-54
- Increase **Fry's** Exposure and Impact of their messages
- Create more consistent exposure to Phoenix's online market

Sample Radio Schedule: Stations Utilized by **Fry's** in targeting W25-54

Report:	REACH & FREQUENCY REPORT						FEMALE ADULTS	The Media Audit Report
Market:	PHOENIX, AZ for AUG-SEP 2004							
Target:	ADULTS--AGE 25-54							
Total Audience: 1,263,600		% In Target Audience: 56.8%				Target Audience: 718,100		
Media	Ads Per Week	Total Cost of Ads	Rating	Reach	Freq.	GRPs	Cost Per GRP	
KESZ-FM	45	*	0.9	6.4	6.0	38.5	*	
KKLT-FM	45	*	0.5	4.0	6.1	24.4	*	
KMLE-FM	45	*	1.0	7.1	6.1	43.1	*	
KMXP-FM	45	*	0.8	6.3	6.1	38.1	*	
KNIX-FM	45	*	0.9	6.6	6.1	40.3	*	
KOOL-FM	45	*	0.6	4.7	6.0	28.2	*	
Total Media Schedule	270	*		30.4	7.0	212.6	0.00	

Reach: 30.4% of Women 25-54
Frequency: 7 times
212.6 TRP's

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Market: PHOENIX, AZ for AUG-SEP 2004								
Target: SHOP SUPERMARKET PAST WEEK--FRY'S FOOD & DRUG								
Total Audience: 1,263,600		% In Target Audience: 55.0%					Target Audience: 694,400	
Media	Ads Per Week	Total Cost of Ads	Rating	Reach	Freq.	GRPs	Cost Per GRP	
KESZ-FM	45	*	0.7	5.2	6.1	31.8	*	
KKLT-FM	45	*	0.4	2.9	6.1	17.6	*	
KMLE-FM	45	*	0.8	6.1	6.1	37.2	*	
KMXP-FM	45	*	0.7	5.0	6.0	30.0	*	
KNIX-FM	45	*	0.8	6.0	6.1	36.5	*	
KOOL-FM	45	*	0.6	4.5	6.1	27.3	*	
Total Media Schedule	270	*		26.3	6.9	180.4	0.00	
Reach: 26.3% of Female Fry's Customers Frequency: 6.9 times TRP's: 180.4								

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Net Cume Unduplicated Reach Comparison Women 25-54

azcentral.com increases potential reach by over 27%.

