



# Highlights & Sales Stories for Sinclair - Columbus

## **The Media Audit**

Columbus, OH April-May 2007

# First...

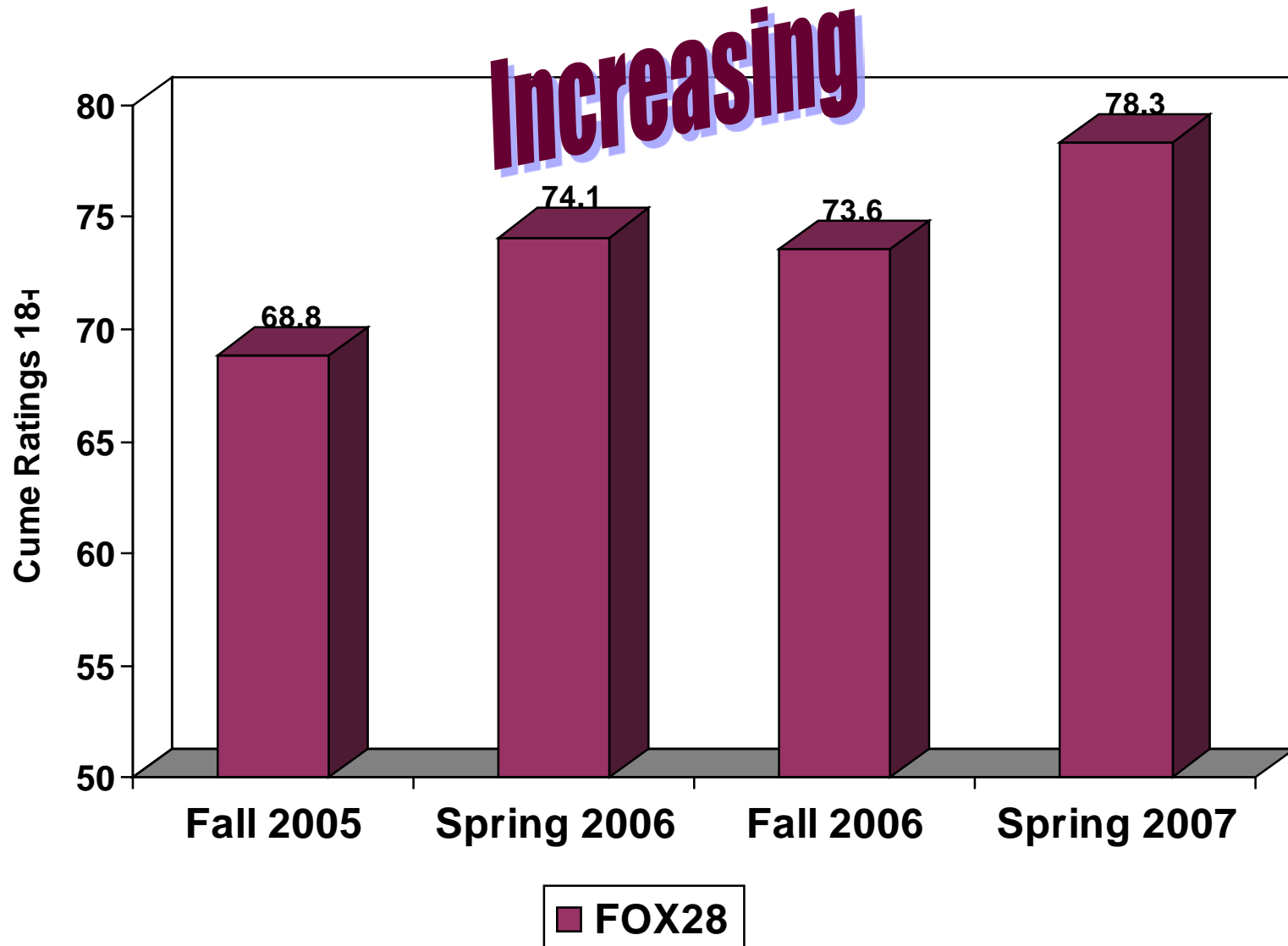
## The Highlights



## The Media Audit

Columbus, OH April-May 2007

## FOX28 Reaches 78.3% of Columbus Adults





# FOX28 IS NUMBER 1

## Reaching MORE Adults 18+ than Any TV Station

Report: RANKER REPORT  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: ADULTS AGE 18+

THE MEDIA AUDIT

Time Ratings

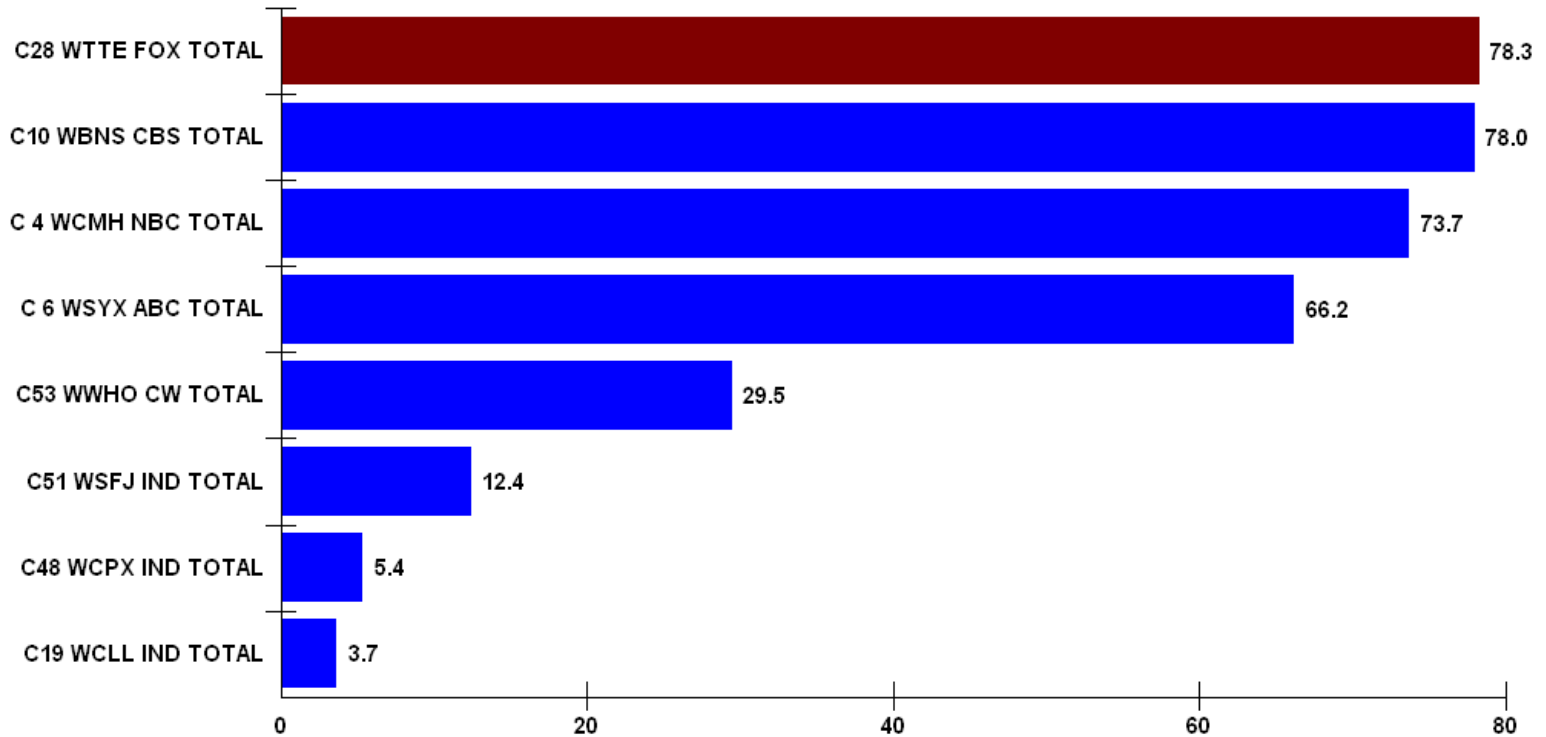
Base Population: 1,281,900

% In Target: 100.0%

Target Persons: 1,281,900

# Adults 18+

ADULTS 18+





# Vs. Other TV

## THE SINCLAIR TV COMBO

### Has a Net Reach of 1,106,000 Adults...86.3% of the Market

Report: RANKER REPORT  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: ADULTS AGE 18+

THE MEDIA AUDIT

Cume Ratings

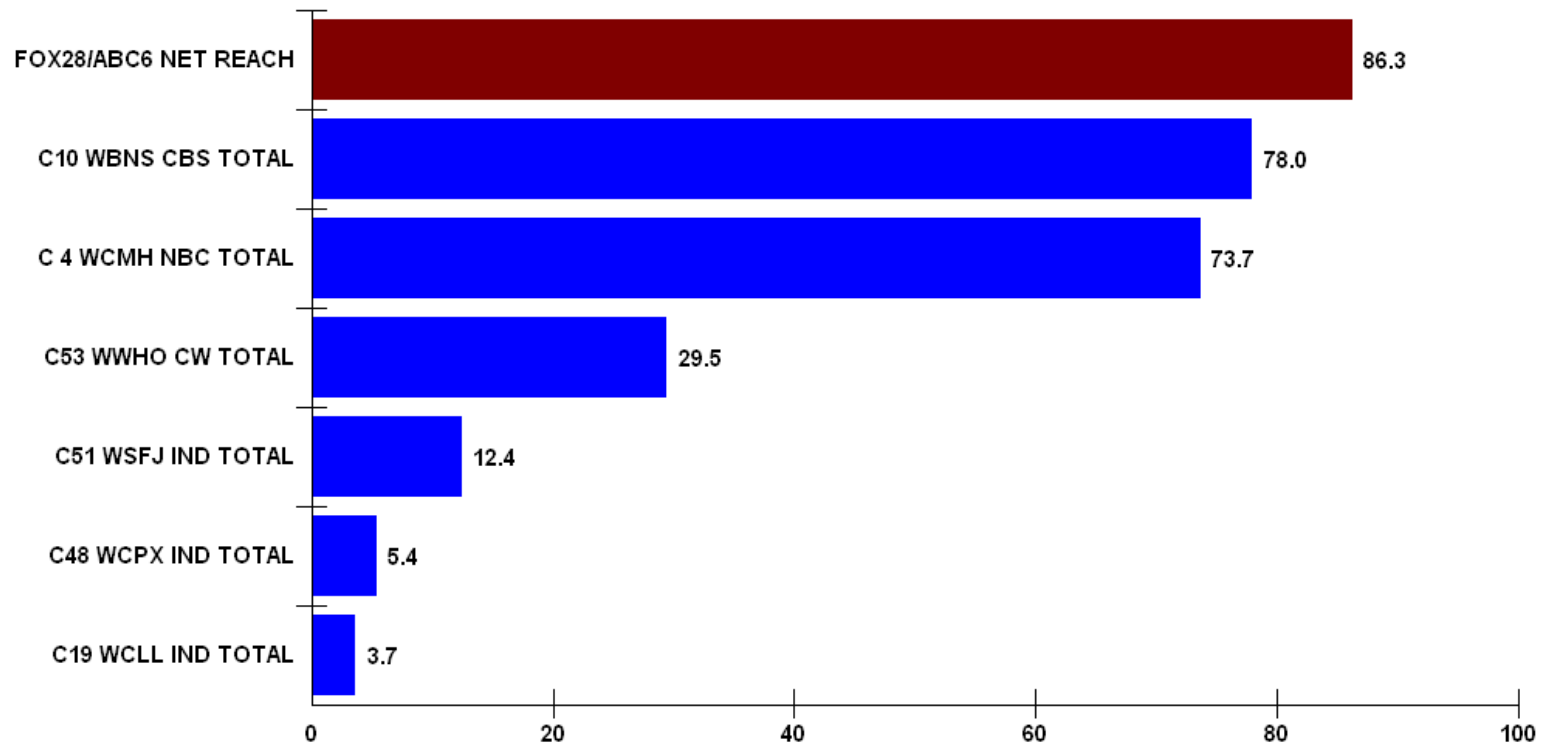
Base Population: 1,281,900

% In Target: 100.0%

Target Persons: 1,281,900

# THE Reach Medium

ADULTS 18+





# Vs. Newspaper & Radio

**THE SINCLAIR TV COMBO:**

**Greater Reach than Any other TV, Print, or Radio Station.**

Report: RANKER REPORT  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: ADULTS AGE 18+

THE MEDIA AUDIT

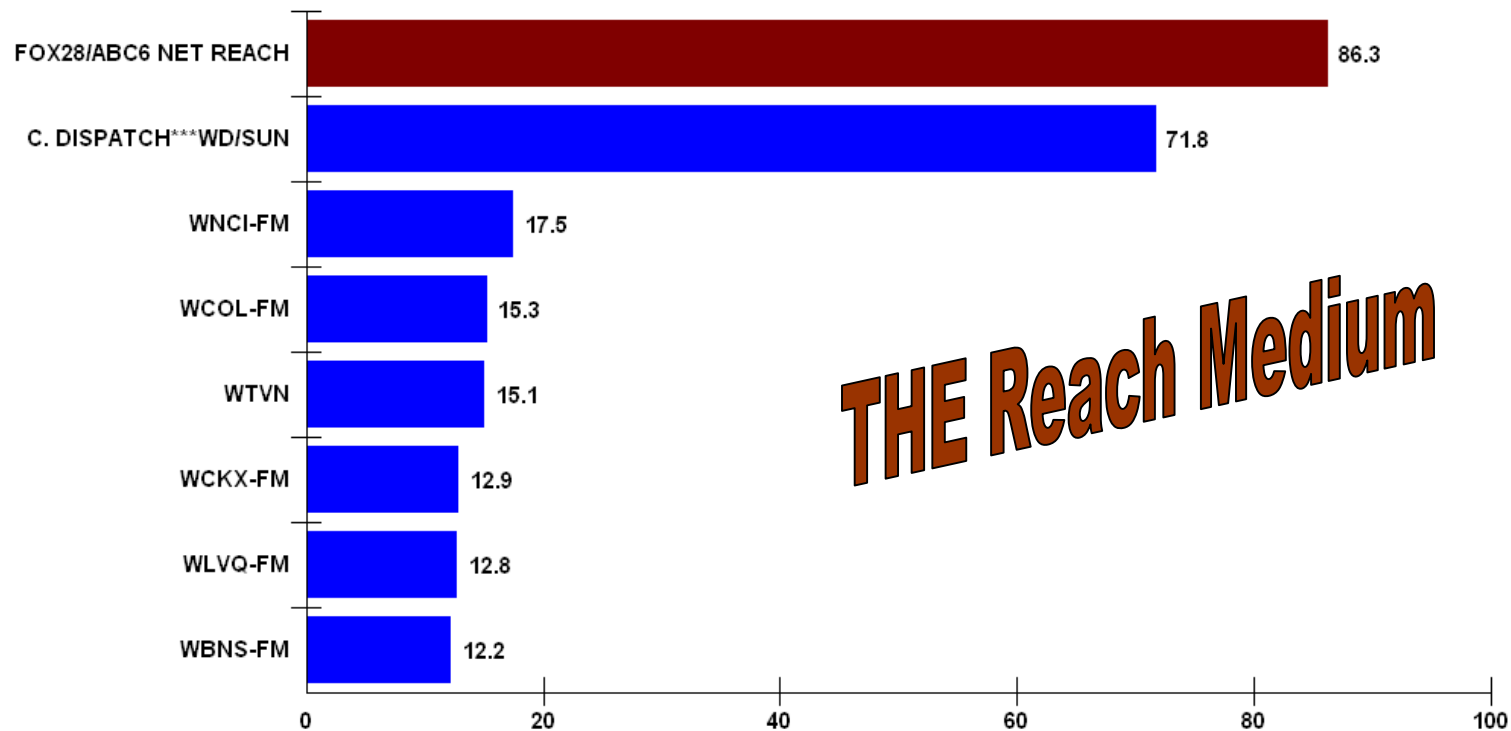
Cume Ratings

Base Population: 1,281,900

% In Target: 100.0%

Target Persons: 1,281,900

**Mult-Media Ranker on Adults 18+**



**THE Reach Medium**



# FOX28 IS NUMBER 1 in Reaching The Sweetheart Demo of 25-54

**Adults 25-54**

Report: RANKER REPORT  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: ADULTS--AGE 25-54

THE MEDIA AUDIT

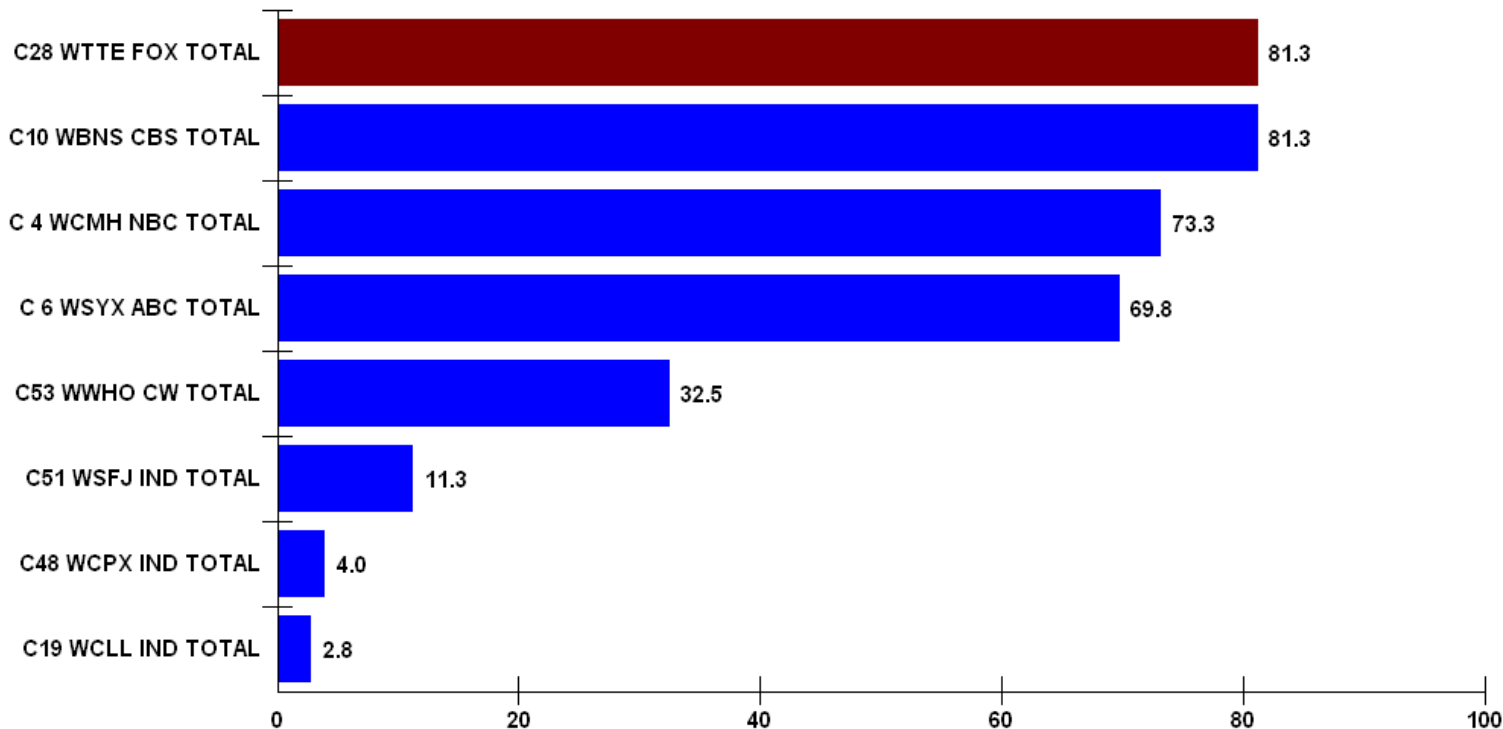
Share Ratings

Base Population: 1,281,900

% In Target: 59.1%

Target Persons: 757,500

Adults 25-54



# abc6 Early Evening News



Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
 Market: COLUMBUS, OH for APR-MAY 2007  
 Bases: ADULTS AGE 18+  
 Media: EARLY NEWS\*WSYX C 6

## Prospect List

THE MEDIA AUDIT

Targets	Audience Profile Index	0	100	200	300
MARKET INDEX = 100	100				
MAKE OF VEHICLES NOW OWNED--INFINITI	339				
MAKE OF VEHICLES NOW OWNED--JAGUAR	252				
SHOP FURNITURE/MATTRESS--JC PENNEY	251				
SHOP SUPERMARKET PAST WEEK--ALDI	237				
SHOPPED PAST 6-MONTHS--STEIN MART	219				
SHOP ELECTRONICS/APPLIANCES--APPLIANCE MART	205				
SHOPPED PAST 6-MONTHS--SCHOTTENSTEIN'S	198				
ATE FAST FOOD PAST 4-WEEKS--KFC	188				
ATE FAST FOOD PAST 4-WEEKS--RALLY'S HAMBURGERS	185				
ATE FAST FOOD PAST 4-WEEKS--WHITE CASTLE	180				
PLAN NEXT 12 MONTHS--LASIK EYE SURGERY	170				
DRUG STORE SHOP PAST 6 MONTHS--DISCOUNT DRUG MART	170				
CONSUMED PAST 7-DAYS--7-UP	169				
SHOPPED PAST 6-MONTHS--BIG LOTS	163				
CONSUMED PAST 7-DAYS--SPRITE	159				
SHOPPED PAST 6-MONTHS--JC PENNEY	159				
SHOPPED PAST 6-MONTHS--MARSHALLS	159				
MARITAL STATUS--SEPARATED	158				
MAKE OF VEHICLES NOW OWNED--BUICK	157				
HOME REPAIRS--IN HOME 20YR+ & HOME EQUITY LOAN	156				
SINGLE--NEVER MARRIED/M/D./DIV./SEP.--AGE 55 PLUS	156				
SHOP FURNITURE/MATTRESS--MATTRESS MART	156				
MALLS SHOPPED OFTEN--WESTLAND MALL	155				
MAKE OF VEHICLES NOW OWNED--GEO	153				
MARITAL STATUS--WIDOWED	153				
MAKE OF VEHICLES NOW OWNED--VOLVO	152				
LIVE IN--UNION COUNTY	149				
SHOP SUPERMARKET PAST WEEK--SAVE-A-LOT	148				
MAKE OF VEHICLES NOW OWNED--ACURA	148				
RACE--BLACK [NOT HISPANIC]	146				

•High End Vehicles

•Fast Food

•Lasik Eye Surgery

•Soft Drinks

•Home Repairs

And the List goes on for 20 pages

# abc6 Late Evening News



Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
 Market: COLUMBUS, OH for APR-MAY 2007  
 Bases: ADULTS AGE 18+  
 Media: LATE NEWS\*WVSX C 6

THE MEDIA AUDIT

## Prospect List

Targets	Audience Profile Index	0	100	200	300
MARKET INDEX = 100	100				
MAKE OF VEHICLES NOW OWNED--INFINITI	486				
SHOPPED PAST 6-MONTHS--STEIN MART	239				
RACE--BLACK [NOT HISPANIC]	239				
SHOP FURNITURE/MATTRESS--JC PENNEY	236				
MARITAL STATUS--ENGAGED	229				
LIVE IN--UNION COUNTY	228				
MAKE OF VEHICLES NOW OWNED--GEO	220				
PLAN NEXT 12 MONTHS--LASIK EYE SURGERY	218				
MAKE OF VEHICLES NOW OWNED--ACURA	211				
SHOPPED PAST 6-MONTHS--SCHOTTENSTEIN'S	206				
MAKE OF VEHICLES NOW OWNED--SUBARU	188				
SHOP ELECTRONICS/APPLIANCES--APPLIANCE MART	188				
CONSUMED PAST 7-DAYS--7-UP	183				
ATE FAST FOOD PAST 4-WEEKS--WHITE CASTLE	180				
MAKE OF VEHICLES NOW OWNED--VOLVO	179				
SHOPPED PAST 6-MONTHS--SPORTS AUTHORITY	172				
ATE FAST FOOD PAST 4-WEEKS--KFC	171				
PAST 2 YEARS USED ATTORNEY TO COLLECT DAMAGES	170				
LIVE IN--PICKAWAY COUNTY	169				
DRUG STORE SHOP PAST 6 MONTHS--DISCOUNT DRUG MART	167				
HEAVY EXPOSURE TELEVISION	164				
ATE FAST FOOD PAST 4-WEEKS--TACO BELL	164				
SHOPPED PAST 6-MONTHS--JC PENNEY	163				
VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR	163				
MARKET VALUE OF HOME--UNDER \$100,000	163				
PLAN BUY NEXT 12 MOS--PERSONAL COMPUTER/EQUIPMENT	161				
CUSTOMER--US BANK	161				
PLAN BUY NEXT 12 MONTHS--VIDEO CAMERA/VCR/DVD	160				
SHOPPED PAST 6-MONTHS--THE LIMITED	160				
CUSTOMER--HUNTINGTON NATIONAL BANK	159				
STAGE IN LIFE CYCLE--SINGLE,U/35,NO CHILDREN	158				
SHOPPED PAST 6-MONTHS--FAMILY DOLLAR	158				

- High End Vehicles
- Engaged-Wedding Products
- Lasik Eye Surgery
- Schottenstein's
- Appliance Mart
- Attorneys
- Gamblers
- Computers

And the List goes on for 20 pages

# FOX28 Prime Time News



Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
 Market: COLUMBUS, OH for APR-MAY 2007  
 Bases: ADULTS AGE 18+  
 Media: PRIME NEWS\*WTTTE C 28

THE MEDIA AUDIT

## Prospect List

Targets	Audience Profile Index	0	100	200	300
MARKET INDEX = 100	100				
MARKET VALUE OF HOME--\$1,000,000 PLUS	263				
MAKE OF VEHICLES NOW OWNED--LEXUS	236				
MAKE OF VEHICLES NOW OWNED--CADILLAC	232				
ATE FAST FOOD PAST 4-WEEKS--TIM HORTON'S	225				
MAKE OF VEHICLES NOW OWNED--GEO	210				
LIVE IN--PICKAWAY COUNTY	193				
PLAN HOSPITAL STAY NEXT YEAR & HAVE MEDICAL INS.	188				
CUSTOMER--US BANK	186				
HOME REPAIRS--IN HOME 20YR+ & HOME EQUITY LOAN	185				
PLAN NEXT 12 MONTHS--LASIK EYE SURGERY	185				
LUXURY CAR OWNERS--CADILLAC/LINCOLN	185				
MAKE OF VEHICLES NOW OWNED--BUICK	184				
MALLS SHOPPED OFTEN--WESTLAND MALL	176				
SHOPPED PAST 6-MONTHS--NORDSTROM	172				
SHOP FURNITURE/MATTRESS--KITTLE'S FURNITURE	170				
DRUG STORE SHOP PAST 6 MONTHS--MEIJER	170				
PLAN BUY NEXT 12 MONTHS--NEW FURNITURE	165				
PLAN BUY NEXT 12 MOS--COMPUTER SOFTWARE	161				
MAKE OF VEHICLES NOW OWNED--INFINITI	158				
SHOP FURNITURE/MATTRESS--JC PENNEY	158				
ART PATRONS--ADVANCED DEGREE/\$100K/ATTND OP/SY/TH	155				
ADULTS--AGE 55-64	155				
OWN RV/MOTOR HOME	151				
ATE FAST FOOD PAST 4-WEEKS--WHITE CASTLE	151				
SHOPPED PAST 6-MONTHS--STEIN MART	151				
MAKE OF VEHICLES NOW OWNED--CHRYSLER	151				
SHOP FURNITURE/MATTRESS--MATTRESS MART	149				
PLAN NEXT 12 MONTHS--COSMETIC SURGERY OR PROCEDURE	149				
PLAN BUY NEXT 12 MONTHS--BED/MATTRESS/ETC.	148				
SHOP ELECTRONICS/APPLIANCES--H H GREGG	148				
VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR	148				
PLAN BUY--CAR	148				

- Million-Dollar Home Owners
- Luxury Vehicles
- Hospitals
- Lasik Eye Surgery
- High-End Dept. Stores
- Furniture
- Cultural Events
- Cosmetic Surgery
- Gamblers

And the List goes on for 20 pages

# Sales Stories



## The Media Audit

Columbus, OH April-May 2007



**Delivering Huntington's Best Prospects**

## HUNTINGTON BANK CUSTOMERS SPEND MORE OF THEIR MEDIA DAY WITH TELEVISION THAN WITH ANY OTHER MEDIUM.

Report: MEDIA DAY ANALYSIS  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: CUSTOMER--HUNTINGTON NATIONAL BANK

THE MEDIA AUDIT

Target Market

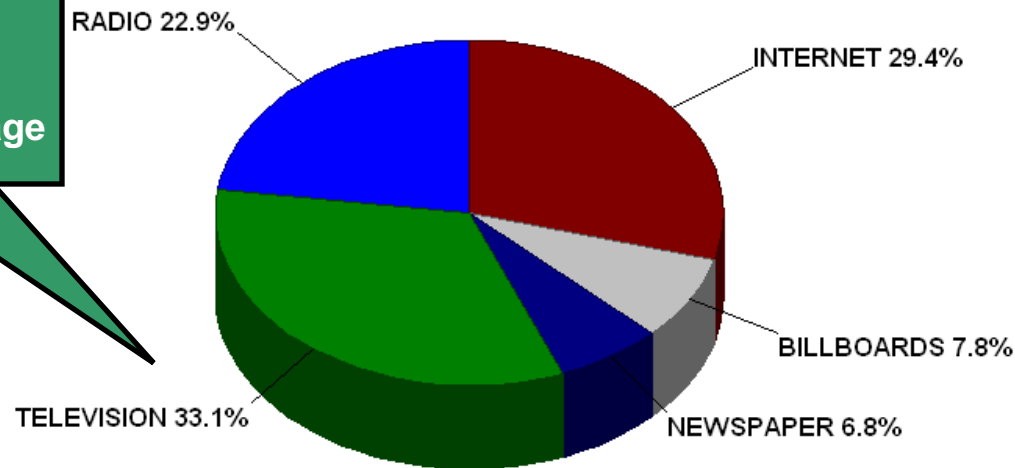
Base Population: 1,281,900

% In Target: 17.1%

Target Persons: 219,600

### MEDIA DAY ANALYSIS OF HUNTINGTON NATIONAL BANK CUSTOMERS

Television  
Is THE medium  
To carry  
Huntington's Message





## HUNTINGTON BANK CUSTOMERS ARE HEAVY TV USERS.

Report: RANKER REPORT  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: CUSTOMER--HUNTINGTON NATIONAL BANK

THE MEDIA AUDIT

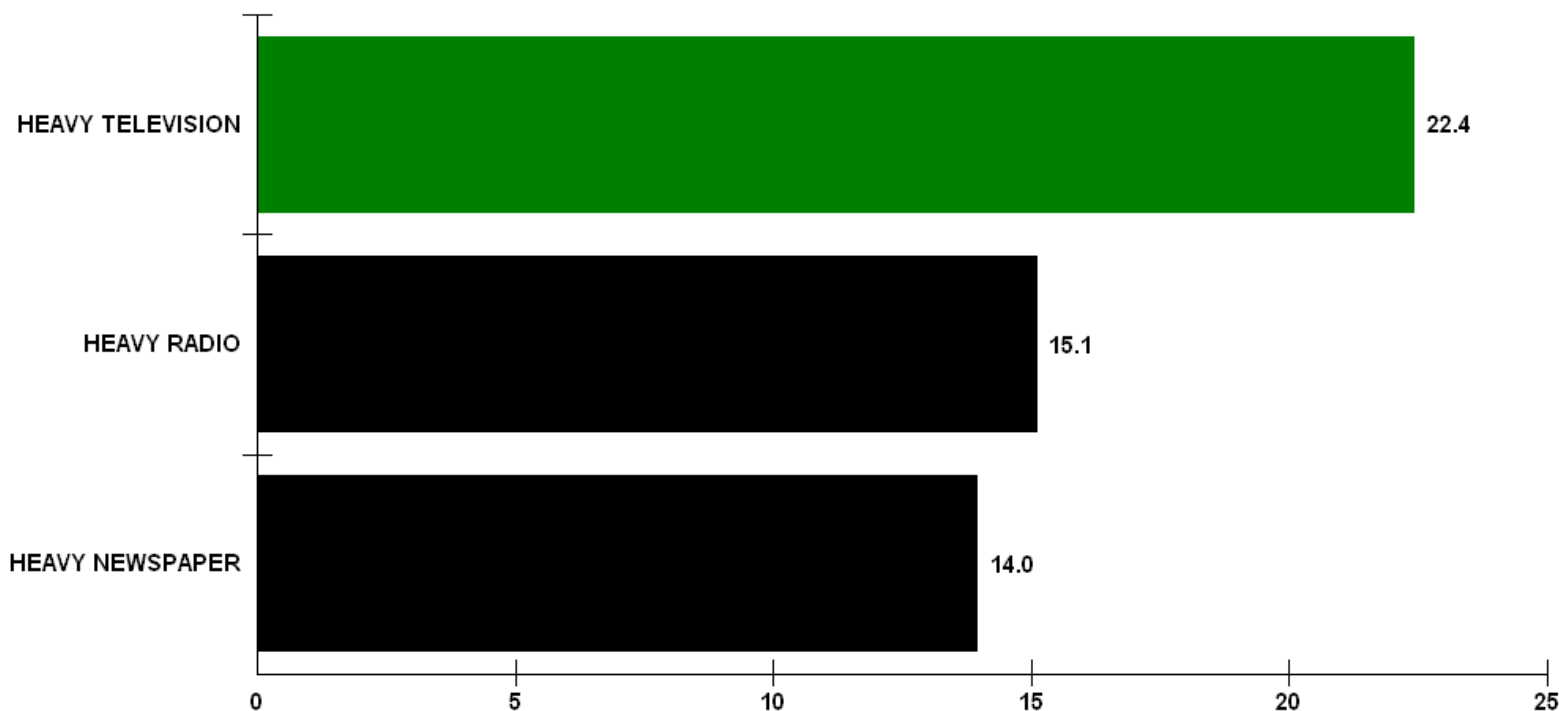
Most Often Ratings

Base Population: 1,281,900

% In Target: 17.1%

Target Persons: 219,600

### MORE HUNTINGTON BANK CUSTOMERS ARE HEAVILY EXPOSED TO TV THAN TO OTHER MEDIA



## **Huntington is a Market Leader... Garnering 17.1% of Columbus MSA as Customers**

MARKET: COLUMBUS, OH FOR APR-MAY 2007

BASE: ADULTS AGE 18+

PRIMARY TARGET: ADULTS AGE 18+

Base Persons: 1,281,892

Targets	Primary Persons	Vertical Percent
CUSTOMER--CHASE BANK	232,310	18.1
CUSTOMER--NATIONAL CITY BANK	220,170	17.2
CUSTOMER--HUNTINGTON NATIONAL BANK	219,597	17.1
CUSTOMER--FIFTH THIRD BANK	168,037	13.1
CUSTOMER--US BANK	56,413	4.4
CUSTOMER--PARK NATIONAL BANK	41,173	3.2

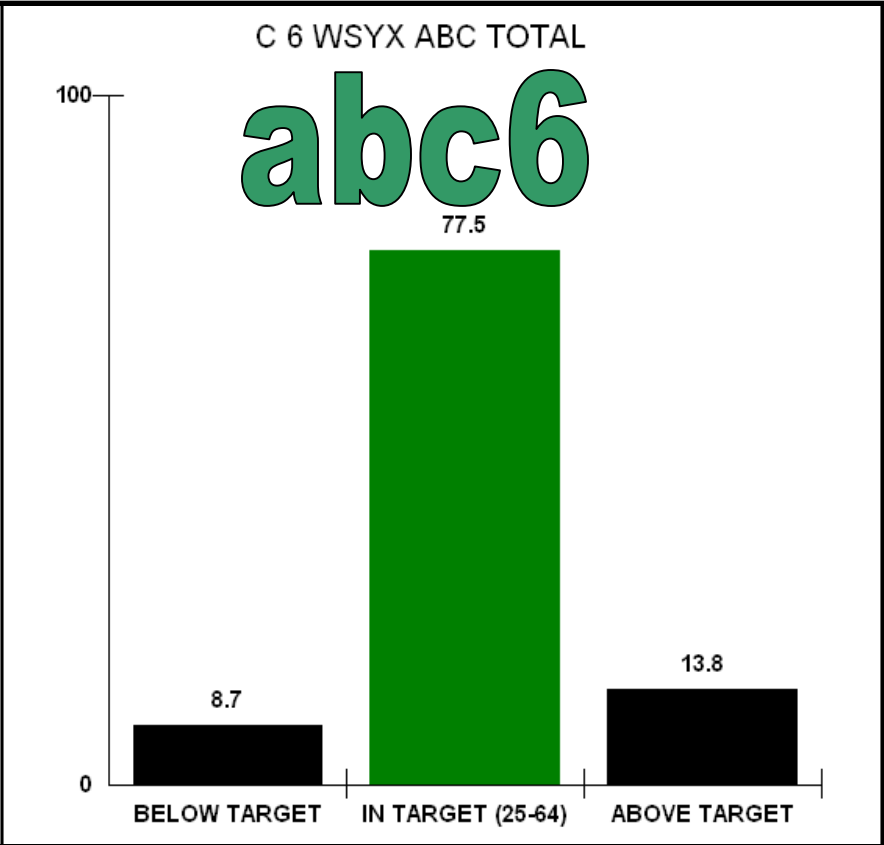
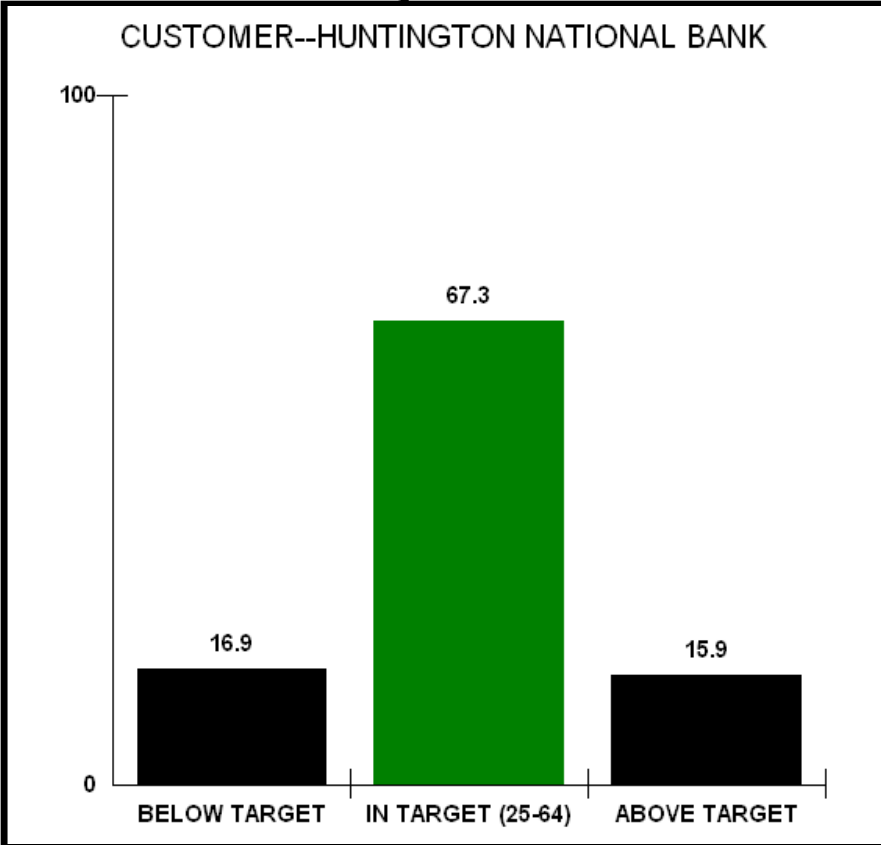
**Huntington National Bank** Customers are more likely than the average adult in the market to be INVESTORS.

BASE:	ADULTS AGE 18+		
PRIMARY TARGET:	CUSTOMER--HUNTINGTON NATIONAL BANK		
Base Persons: 1,281,892			% In Target: 17.1
Targets	Primary Persons	Vertical Percent	Target Index
INVESTORS--HAVE CD'S/MRA'S/401K'S--AGE 55 PLUS	50,631	23.1	141
TRADED STOCKS/BONDS/SECURITIES DURING PAST YEAR	51,516	23.5	122
HAVE IRA/KEOGH ACCOUNT	100,290	45.7	121
LIQUID ASSETS [CASH/STOCKS/CD'S/ETC]--\$100K PLUS	47,851	21.8	120
INVESTORS--HAVE CD'S/MRA'S/401K'S	142,445	64.9	118
HAVE CD'S/SAVINGS CERTIFICATES	67,000	30.5	117
INVESTORS--HAVE CD'S/MRA'S/401K'S--AGE 18-34	38,545	17.6	117
HAVE A 401K ACCOUNT	88,039	40.1	106
HAVE HOME EQUITY LOAN	56,353	25.7	105
HAVE CAR LOAN	83,022	37.8	105
INVESTORS--HAVE CD'S/MRA'S/401K'S--AGE 35-54	53,270	24.3	103
LIQUID ASSETS [CASH/STOCKS/CD'S/ETC]--\$250K PLUS	10,030	4.6	65



**67.3% of Huntington Bank Customers are Age 25-64.**

**77.5% of ABC6 Viewers Are Age 25-64, Super-Serving the Prime Demo**





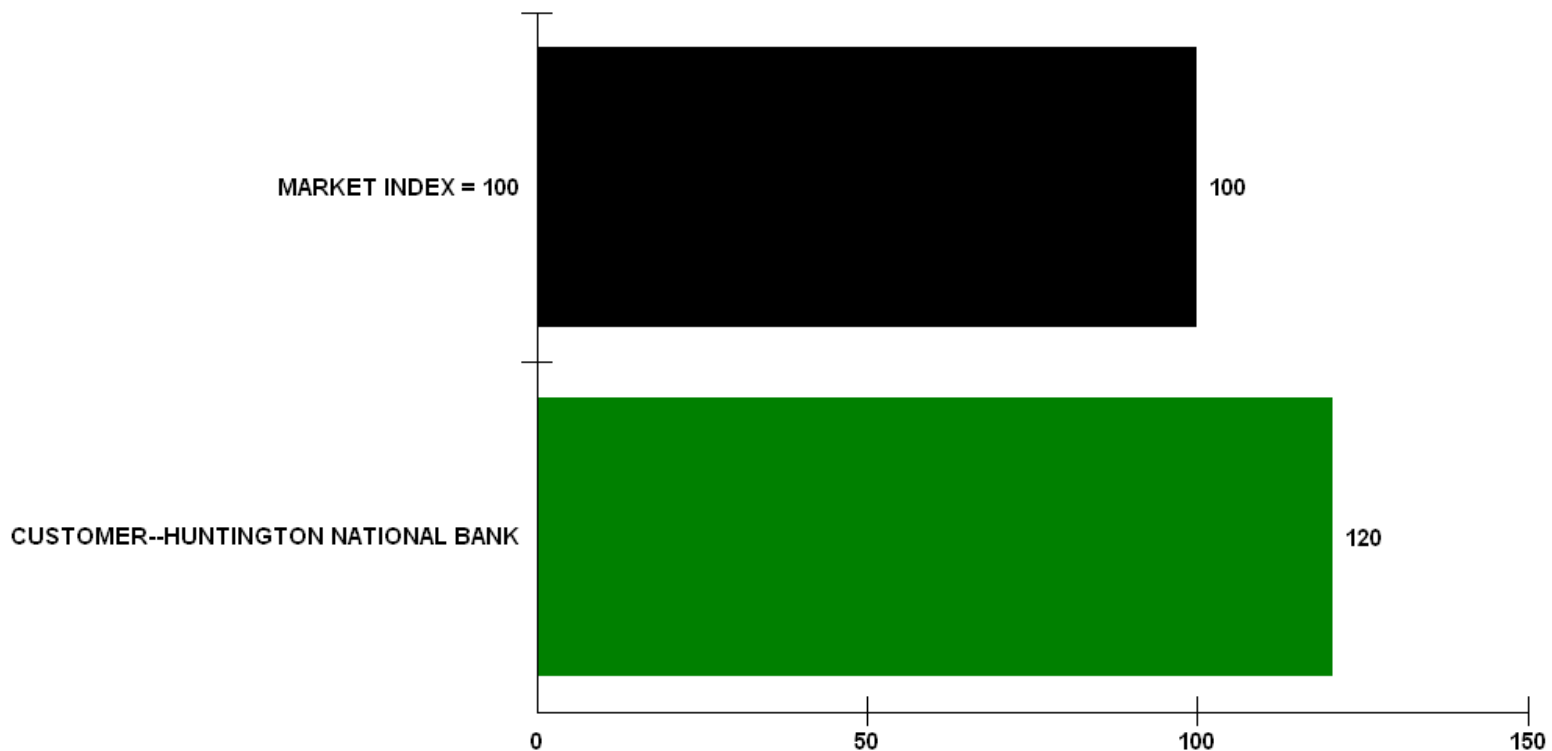
# abc6 Early Eve News

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Media: EARLY NEWS\*WSYX C 6

THE MEDIA AUDIT

Cume Index

## ABC6 Early Evening News Viewers are 20% More Likely to Be Huntington Customers



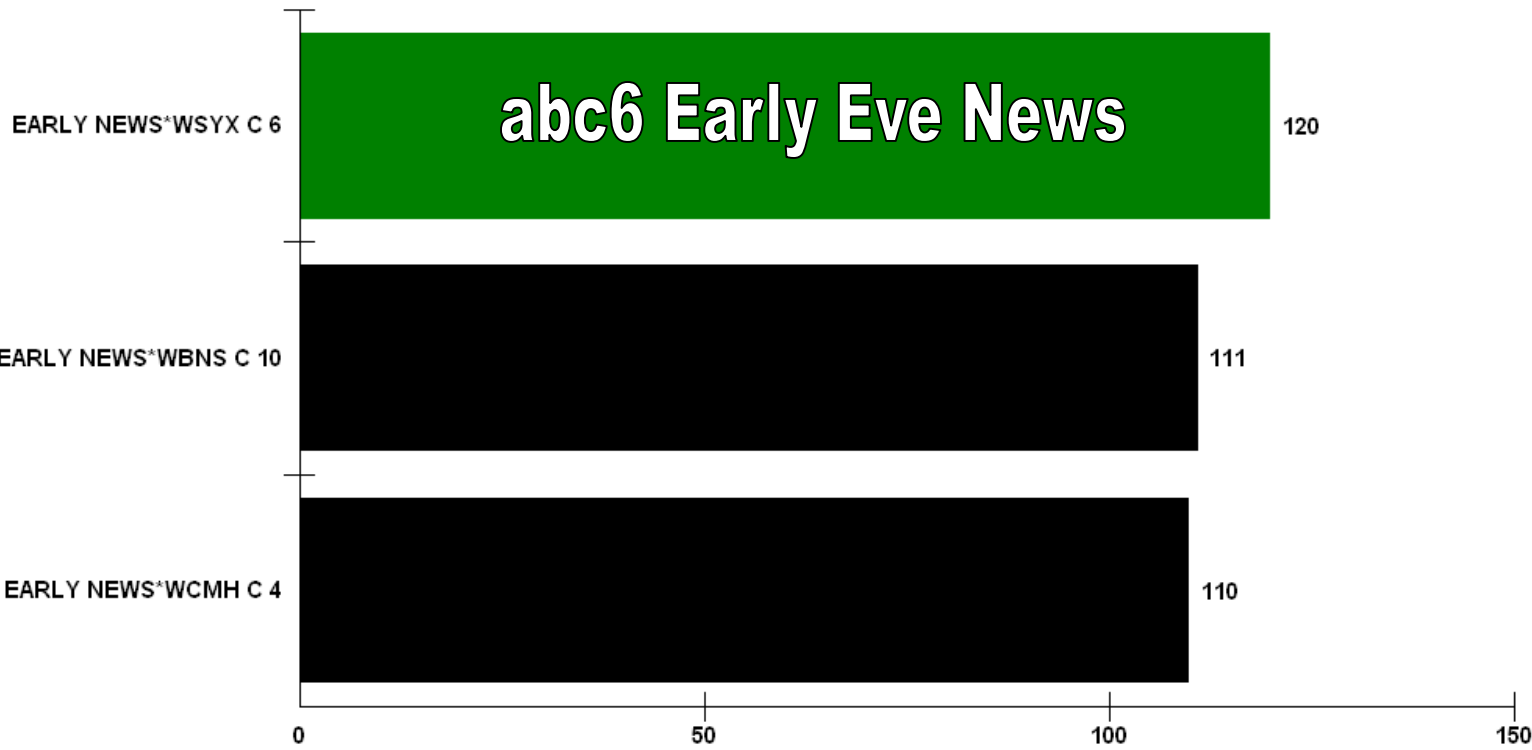


## ABC6 is the Most Highly Targeted Early Evening Newscast in Reaching Huntington National Bank Customers.

Report: RANKER REPORT THE MEDIA AUDIT Cume Index  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: CUSTOMER--HUNTINGTON NATIONAL BANK

Base Population: 1,281,900 % In Target: 17.1% Target Persons: 219,600

### HUNTINGTON NATIONAL BANK CUSTOMERS



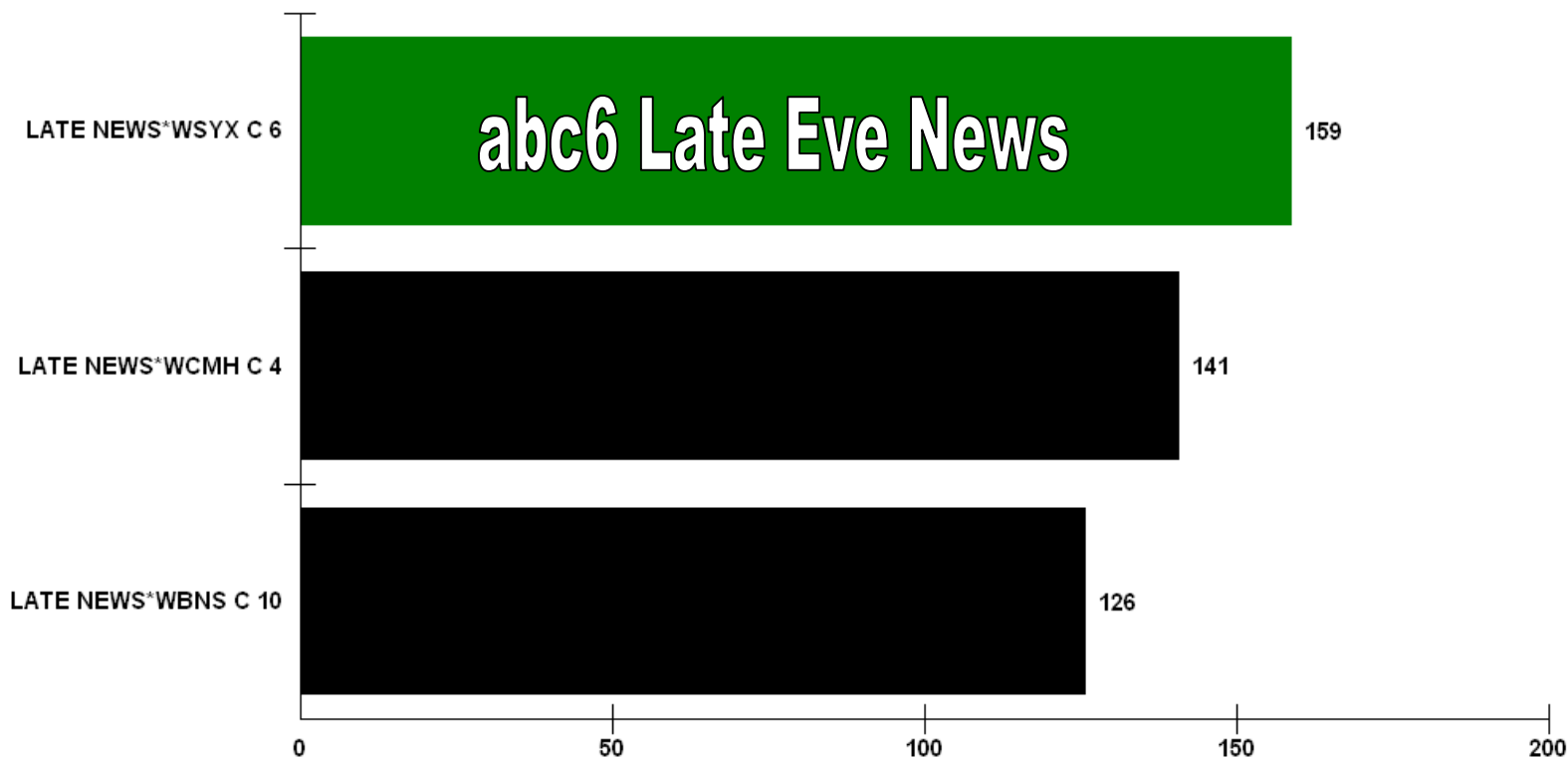


# ABC6 is the Most Highly Targeted 11:00 PM Newscast in Reaching Huntington National Bank Customers.

Report: RANKER REPORT THE MEDIA AUDIT Cume Index  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: CUSTOMER--HUNTINGTON NATIONAL BANK

Base Population: 1,281,900 % In Target: 17.1% Target Persons: 219,600

## HUNTINGTON NATIONAL BANK CUSTOMERS





# ABC6 Early Eve News Reaches MORE Customers than The Columbus Dispatch Business Sections

Report: RANKER REPORT  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: CUSTOMER--HUNTINGTON NATIONAL BANK

THE MEDIA AUDIT

Cume Ratings

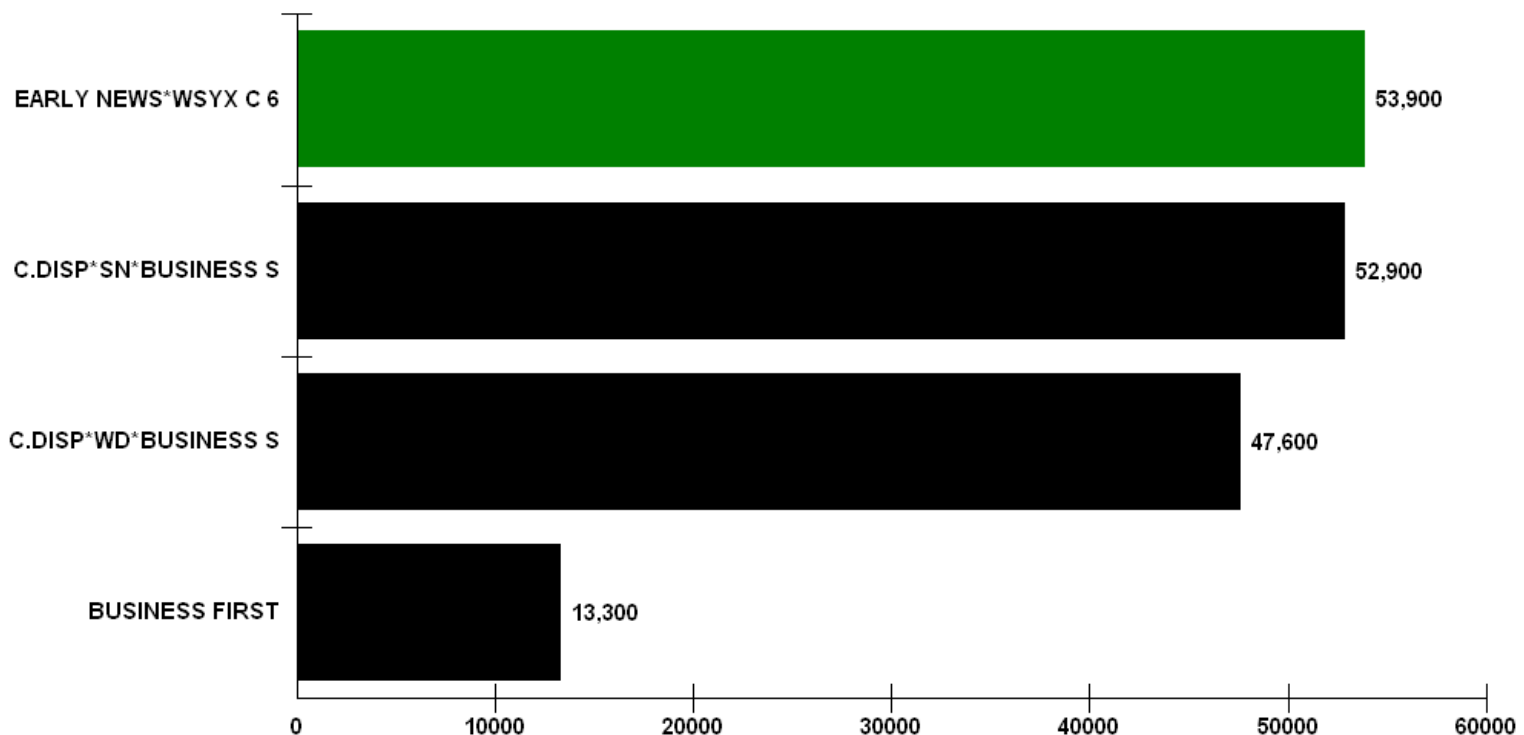
## abc6 Early Eve News vs. Print

Base Population: 1,281,900

% In Target: 17.1%

Target Persons: 219,600

### HUNTINGTON NATIONAL BANK CUSTOMERS





ABC6, ABC6 Early Eve News, ABC6Late Eve News  
Each Reach MORE Huntington Customers than ANY Radio Station

Report: RANKER REPORT  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: CUSTOMER--HUNTINGTON NATIONAL BANK

THE MEDIA AUDIT

Cume Ratings

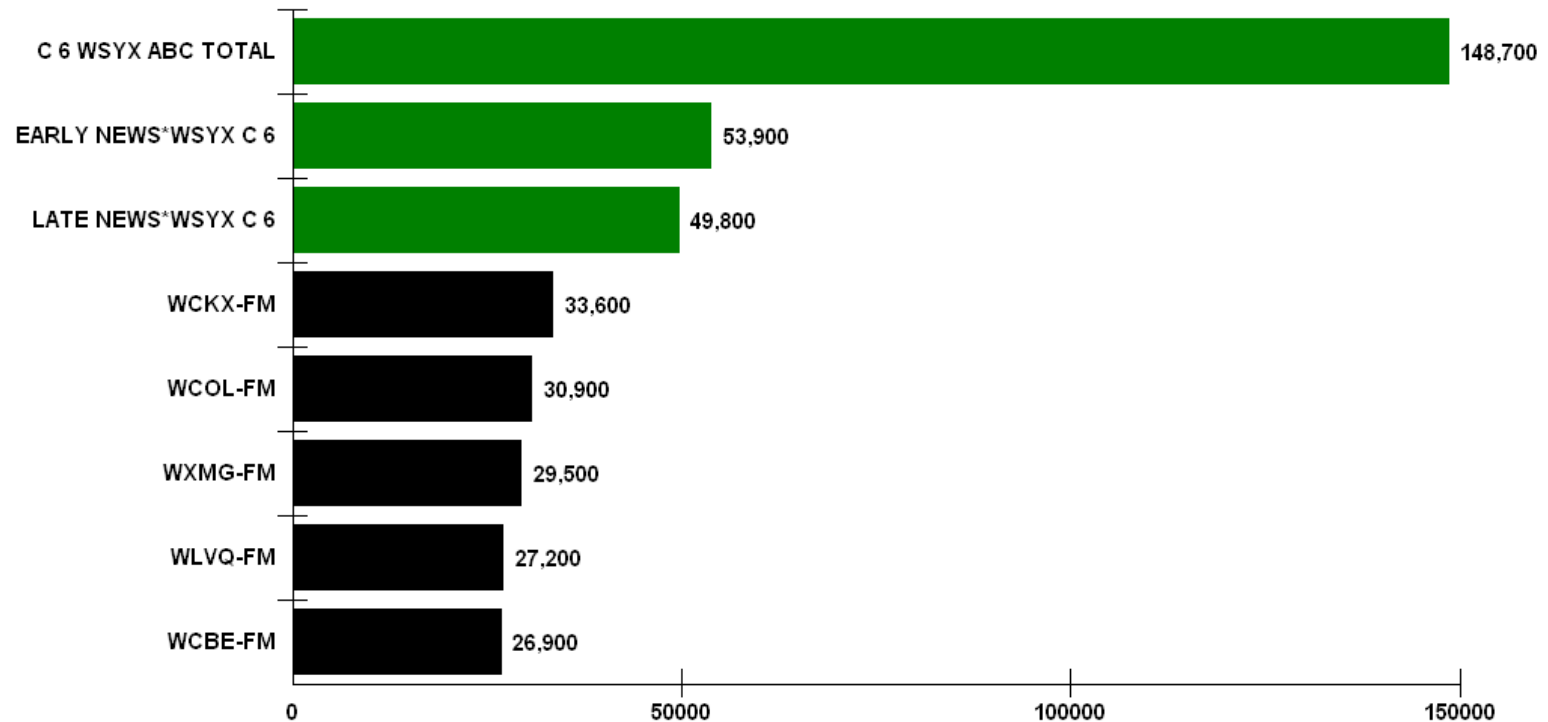
# abc6 vs. Radio

Base Population: 1,281,900

% In Target: 17.1%

Target Persons: 219,600

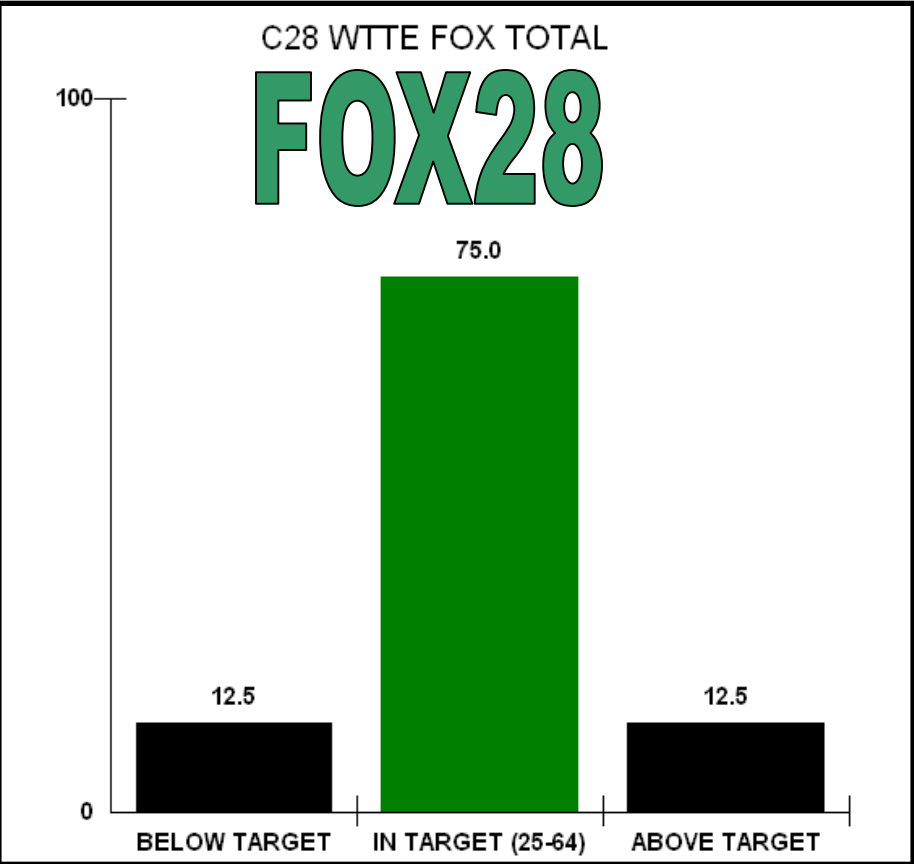
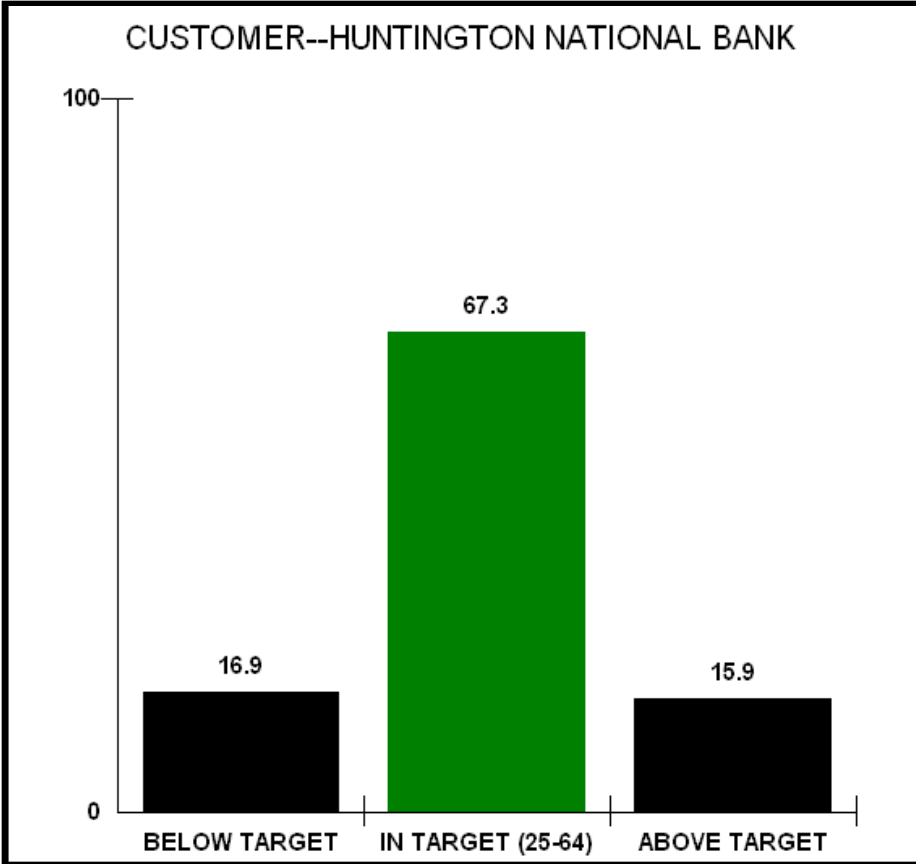
## HUNTINGTON NATIONAL BANK CUSTOMERS





67.3% of Huntington Bank Customers are Age 25-64.

75% of FOX28 Viewers Are Age 25-64, Super-Serving the Prime Demo





# FOX28 Reaches MORE Huntington Customers than ANY Radio Station

Report: RANKER REPORT  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: CUSTOMER--HUNTINGTON NATIONAL BANK

THE MEDIA AUDIT

Cume Ratings

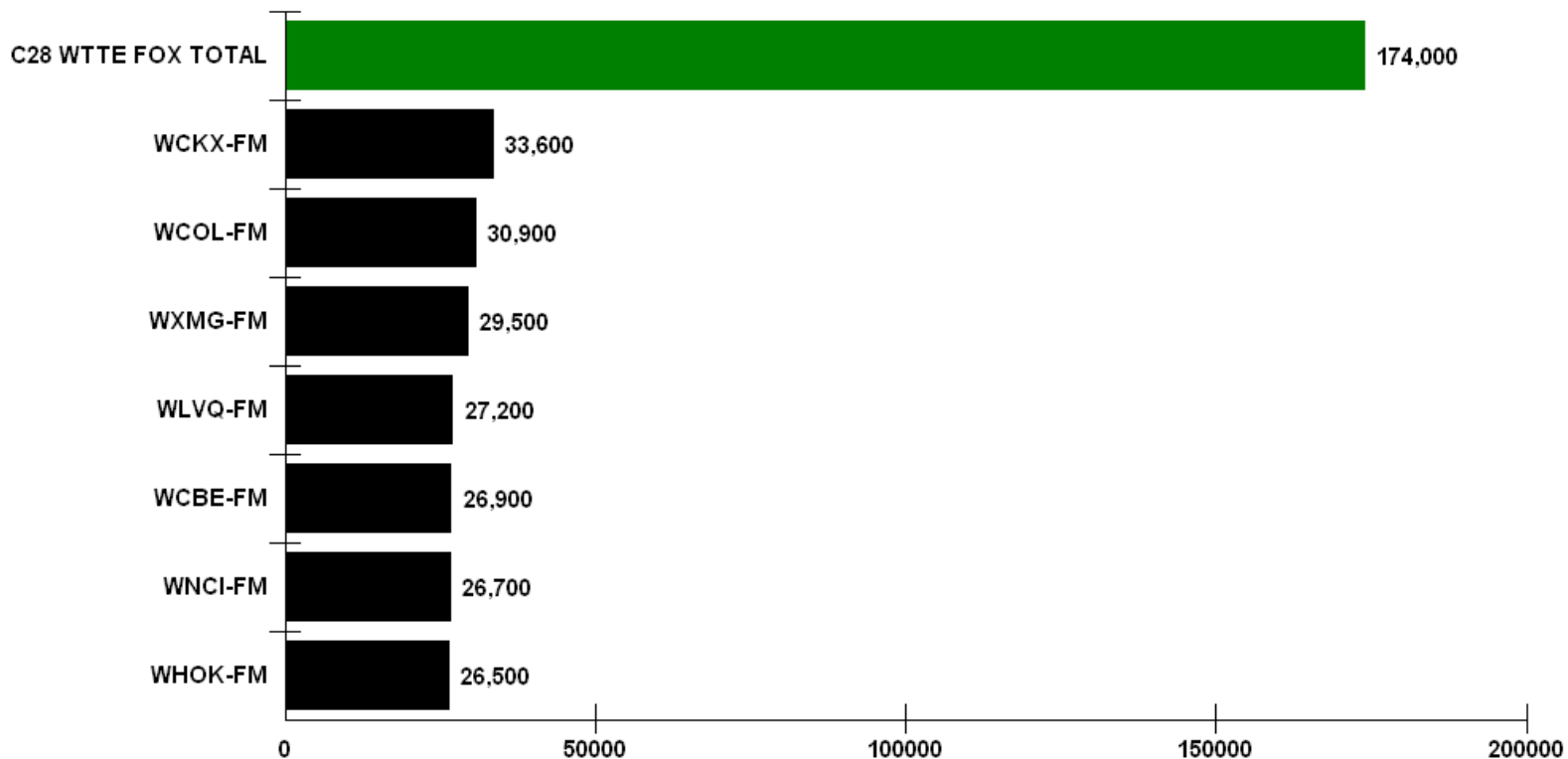
## FOX28 vs. Radio

Base Population: 1,281,900

% In Target: 17.1%

Target Persons: 219,600

### HUNTINGTON NATIONAL BANK CUSTOMERS





# FOX28 Reaches MORE Huntington Bank Customers than The Columbus Dispatch

Report: RANKER REPORT  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: CUSTOMER--HUNTINGTON NATIONAL BANK

THE MEDIA AUDIT

Cume Ratings

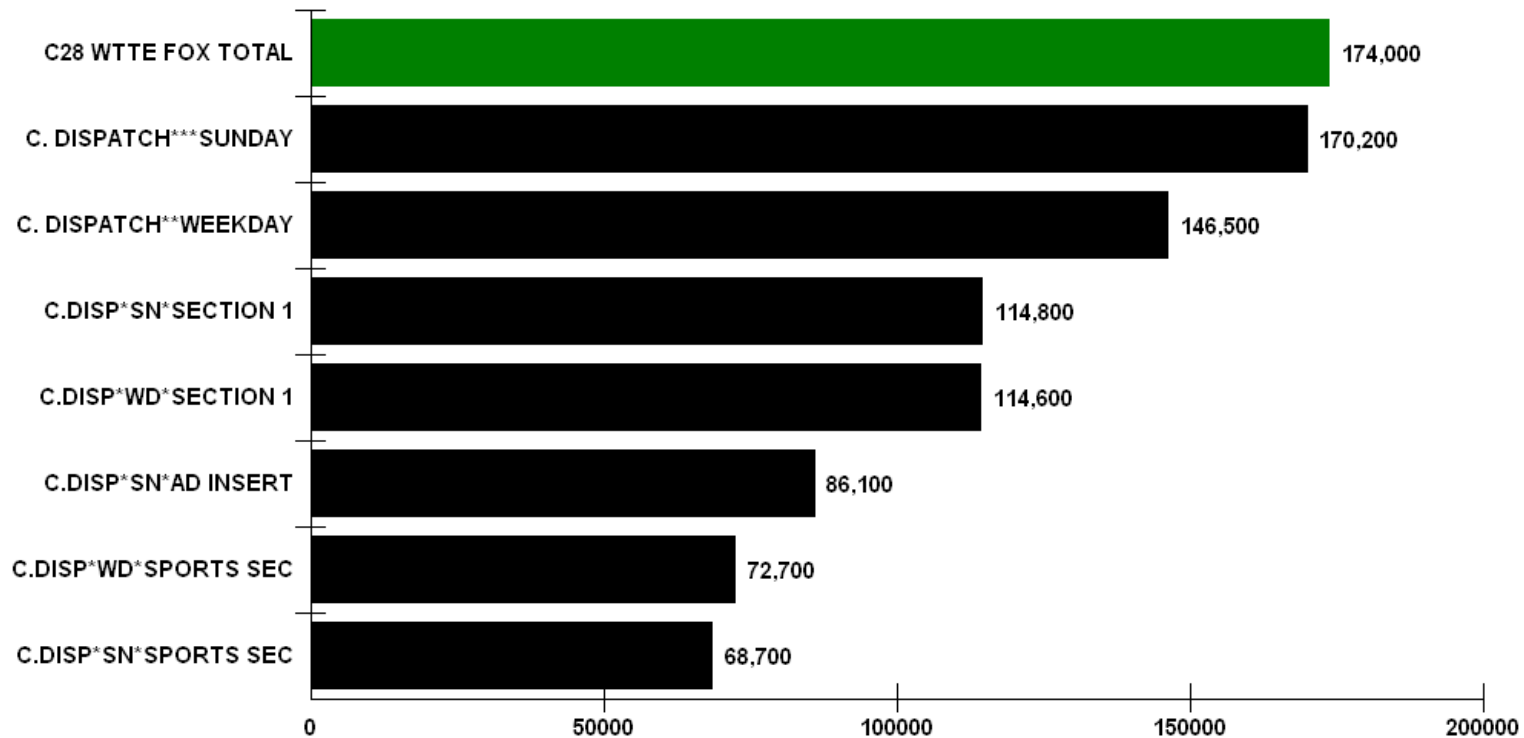
## FOX28 vs. Newspaper

% In Target: 17.1%

Base Population: 1,281,900

Target Persons: 219,600

### HUNTINGTON NATIONAL BANK CUSTOMERS



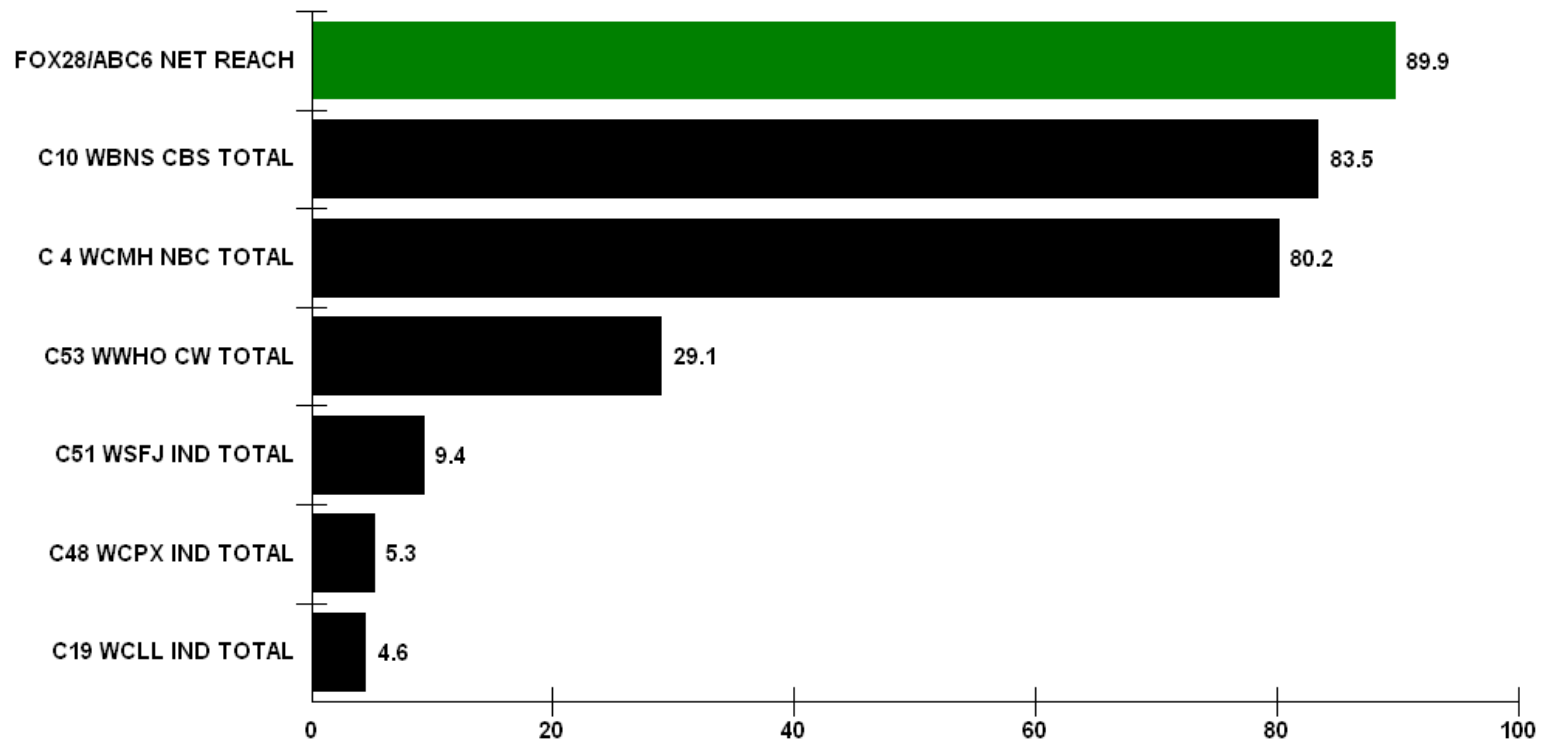


# ABC6 / FOX28... **THE** REACH MEDIUM FOR HUNTINGTON NATIONAL BANK

Report: RANKER REPORT THE MEDIA AUDIT Cume Ratings  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: CUSTOMER--HUNTINGTON NATIONAL BANK

Base Population: 1,281,900 % In Target: 17.1% Target Persons: 219,600

## FOX28 / ABC6 REACH 89.9% OF ALL HUNTINGTON BANK CUSTOMERS





# ABC6 / FOX28... **THE** REACH MEDIUM FOR TARGETING INVESTORS

Report: RANKER REPORT  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: INVESTORS--HAVE CD'S/IRA'S/401K'S

THE MEDIA AUDIT

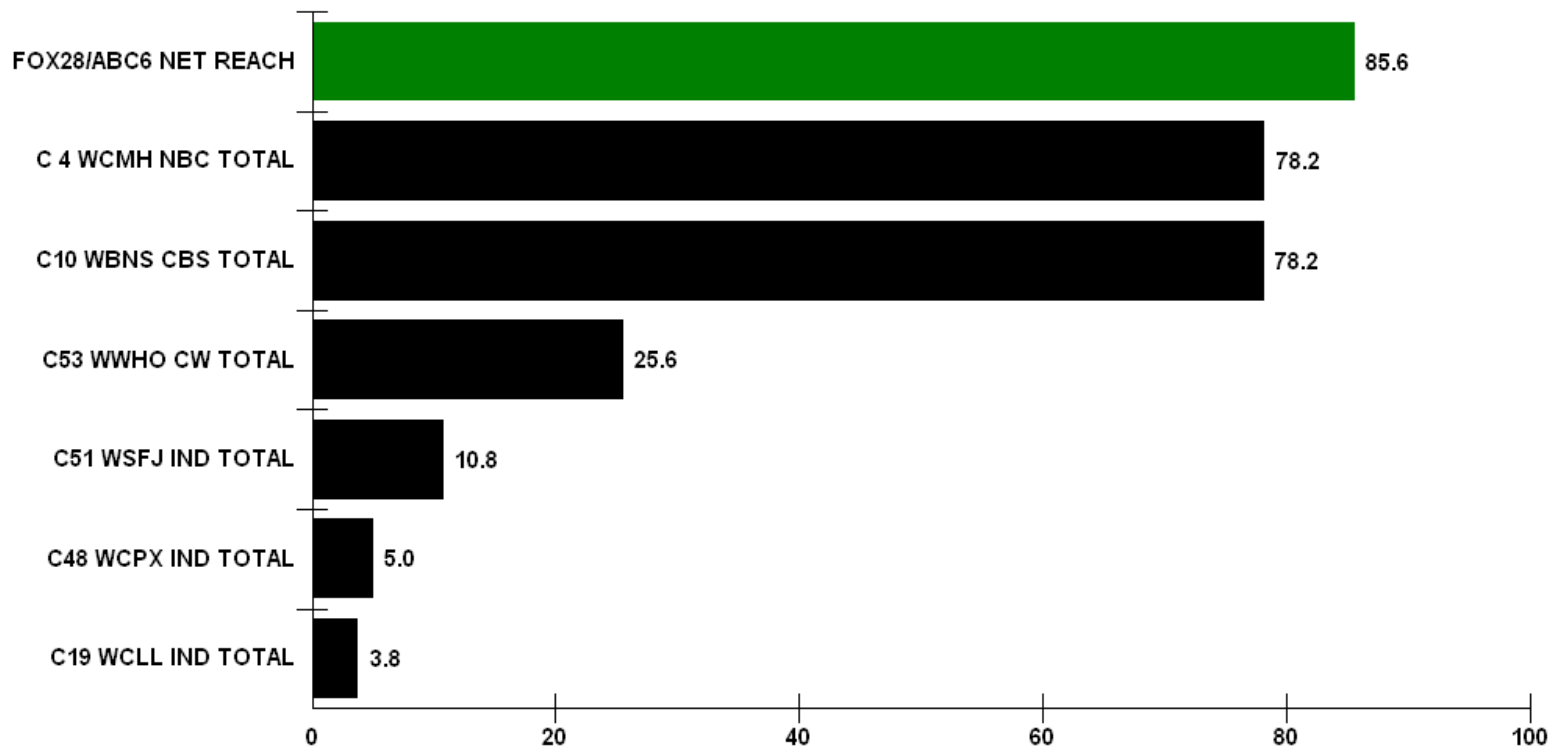
Cume Ratings

Base Population: 1,281,900

% In Target: 54.8%

Target Persons: 702,800

## INVESTORS -- HAVE CD'S/IRA'S/401K'S





# ABC6 / FOX28... **THE** REACH MEDIUM FOR TARGETING STOCK INVESTORS

Report: RANKER REPORT  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: TRADED STOCKS/BONDS/SECURITIES DURING PAST YEAR

THE MEDIA AUDIT

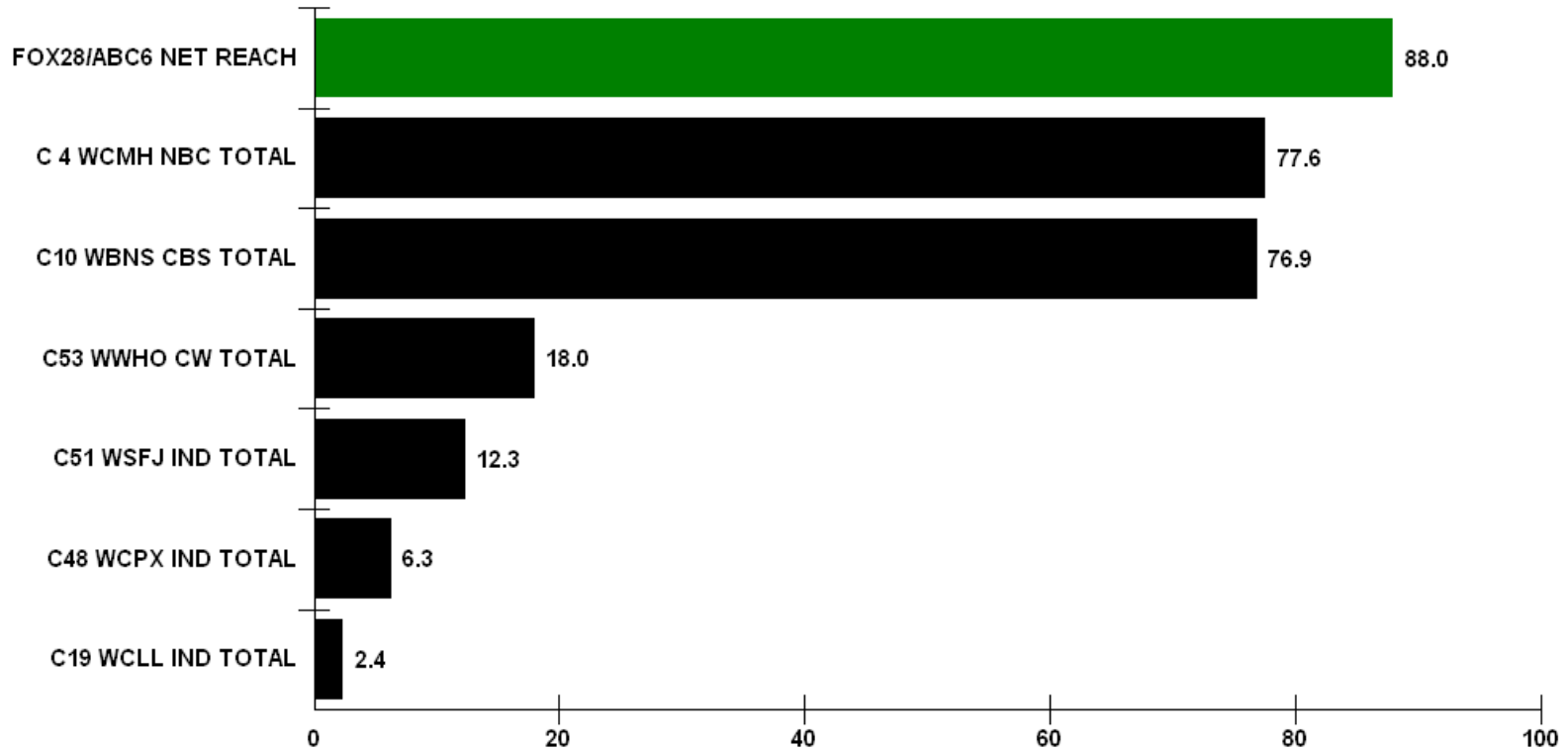
Cume Ratings

Base Population: 1,281,900

% In Target: 19.2%

Target Persons: 245,700

## TRADE STOCKS/BONDS/SECURITIES





# Delivering Donatos Customer Prospects



# FOX28 & ABC6 Have the Most Highly Targeted and Efficient Late Newscasts in Delivering **Fast Food Frequent Customers**



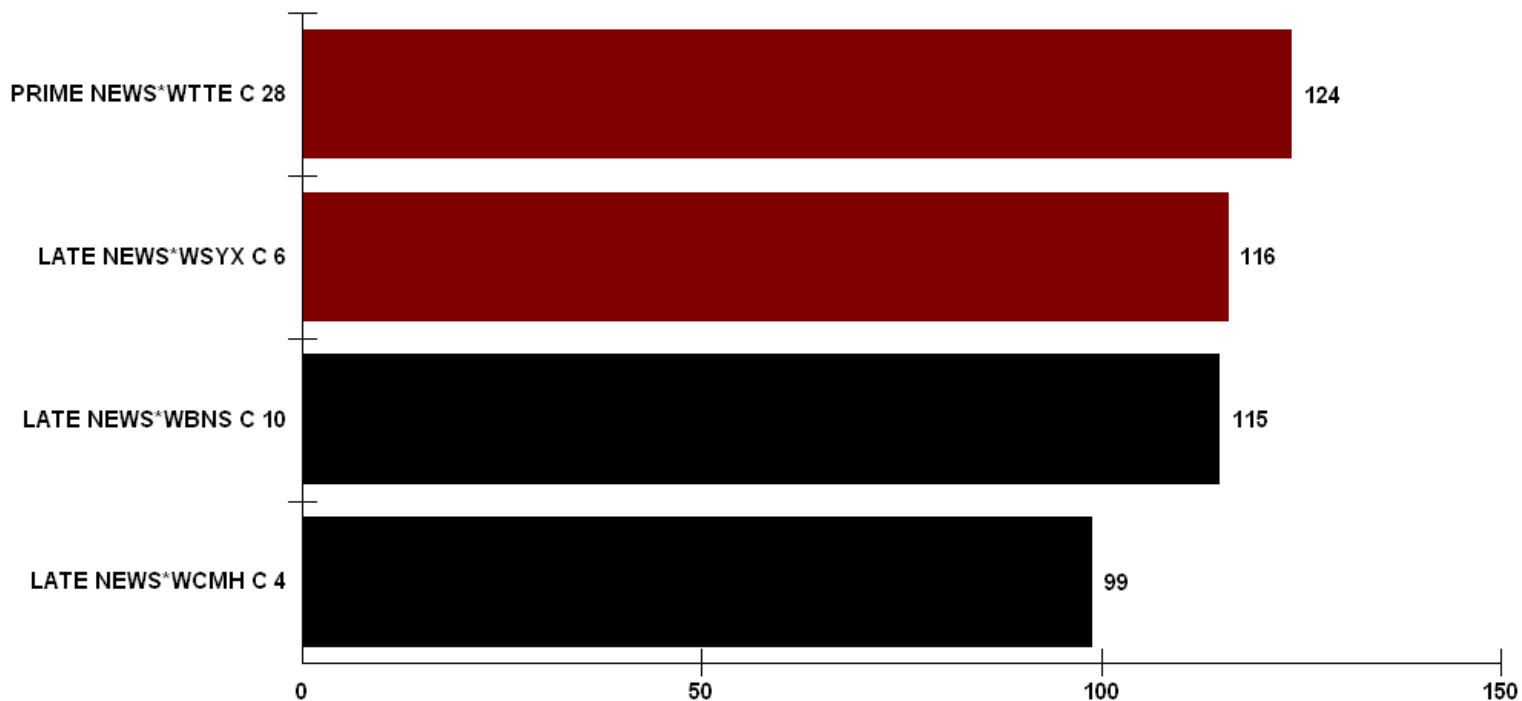
Report: RANKER REPORT  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: FAST FOOD RESTAURANT--3 + PURCHASES PAST WEEK

THE MEDIA AUDIT

Base Population: 1,281,900

% In Target: 30.1%

## FAST FOOD FREQUENT CUSTOMERS





# ABC6 Has the Most Highly Targeted and Efficient Early Evening Newscast in Delivering **Fast Food Frequent Customers**

Report: RANKER REPORT  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: FAST FOOD RESTAURANT--3 + PURCHASES PAST WEEK

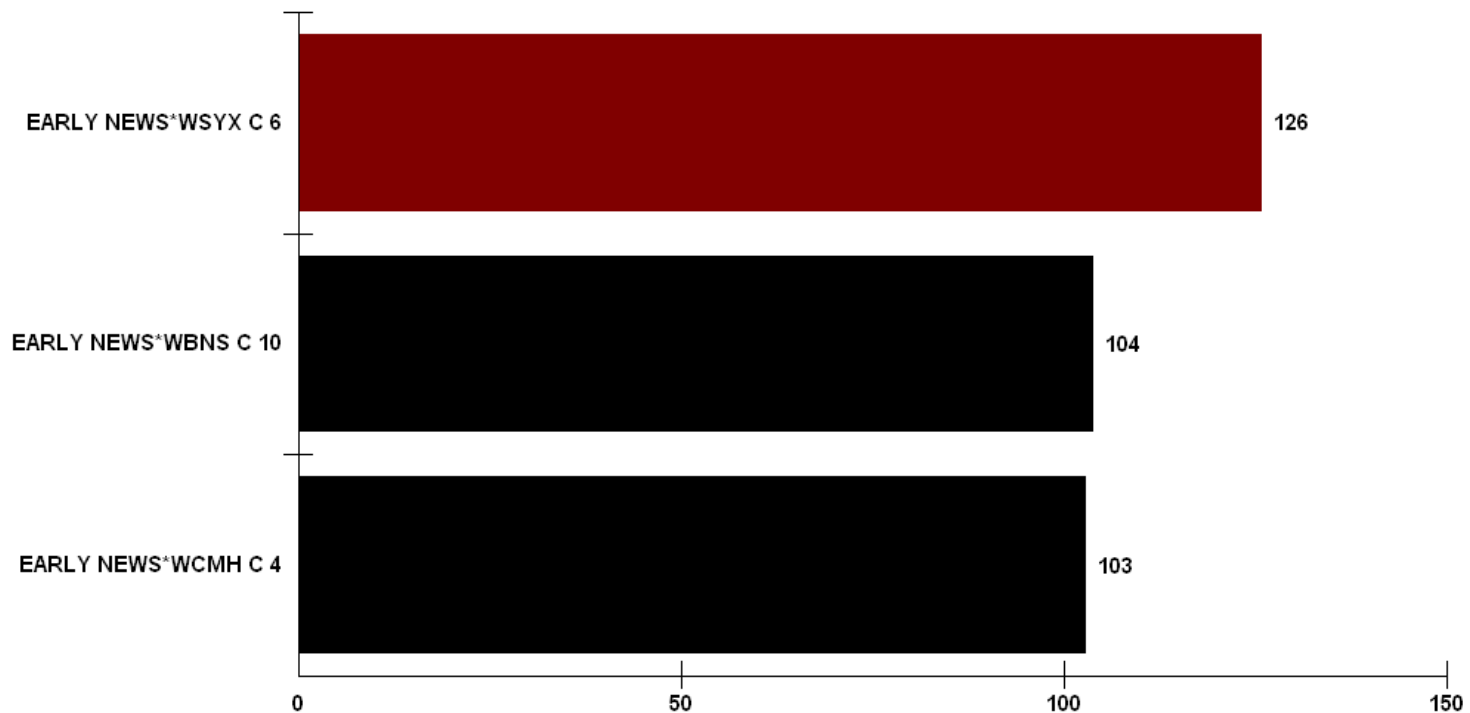
THE MEDIA AUDIT

Base Population: 1,281,900

% In Target: 30.1%



## FREQUENT FAST FOOD CUSTOMERS





# ABC6/FOX28 Reach 92% of All Frequent Fast Food Customers... The Market Leader.

Report: RANKER REPORT  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: FAST FOOD RESTAURANT--3 + PURCHASES PAST WEEK

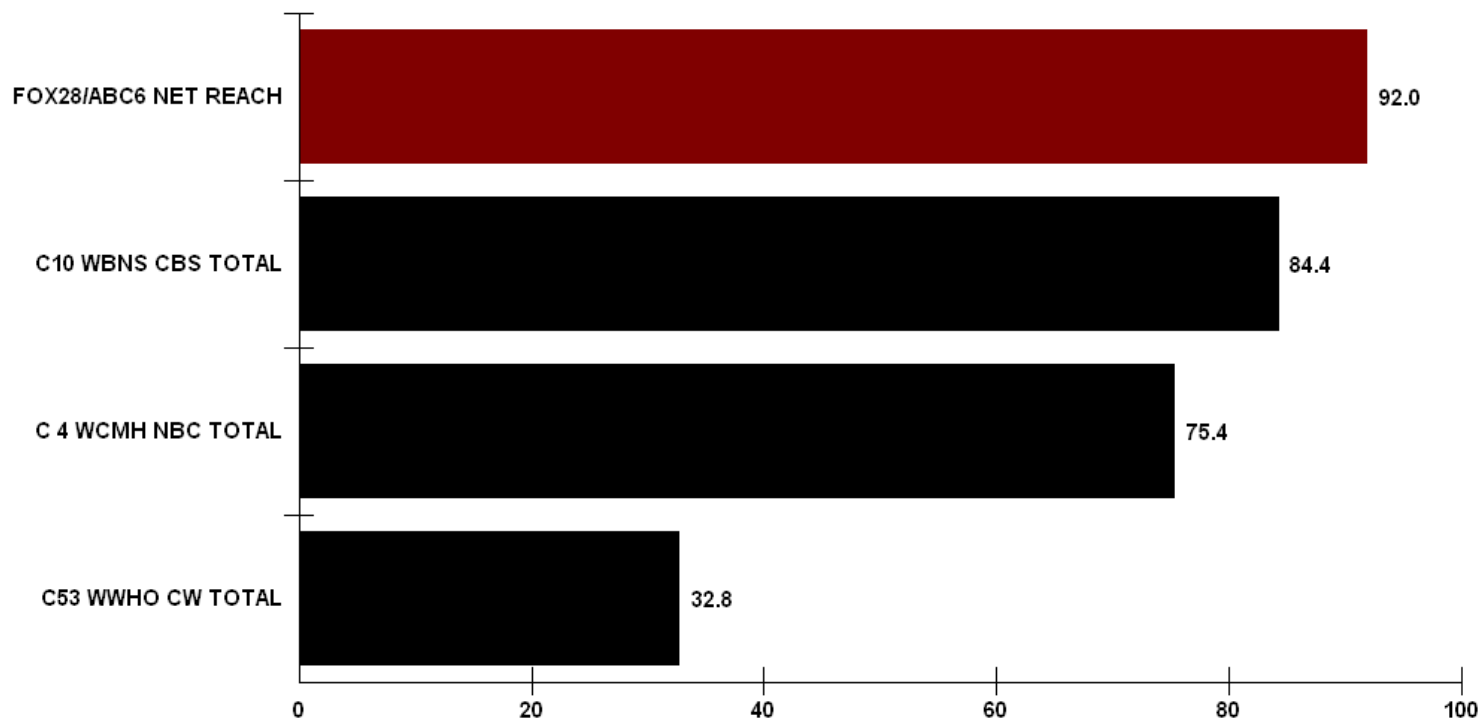
THE MEDIA AUDIT

Base Population: 1,281,900

% In Target: 30.1%



## FREQUENT FAST FOOD CUSTOMERS





# ABC6 & FOX28 are Targeted & Efficient in Delivering **Donatos Pizza** Customers... Outperforming the Market.

Report: MARKET INDEX, MULTIPLE MEDIA SINGLE TARGET REPORT  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: ATE FAST FOOD PAST 4-WEEKS--DONATOS PIZZA

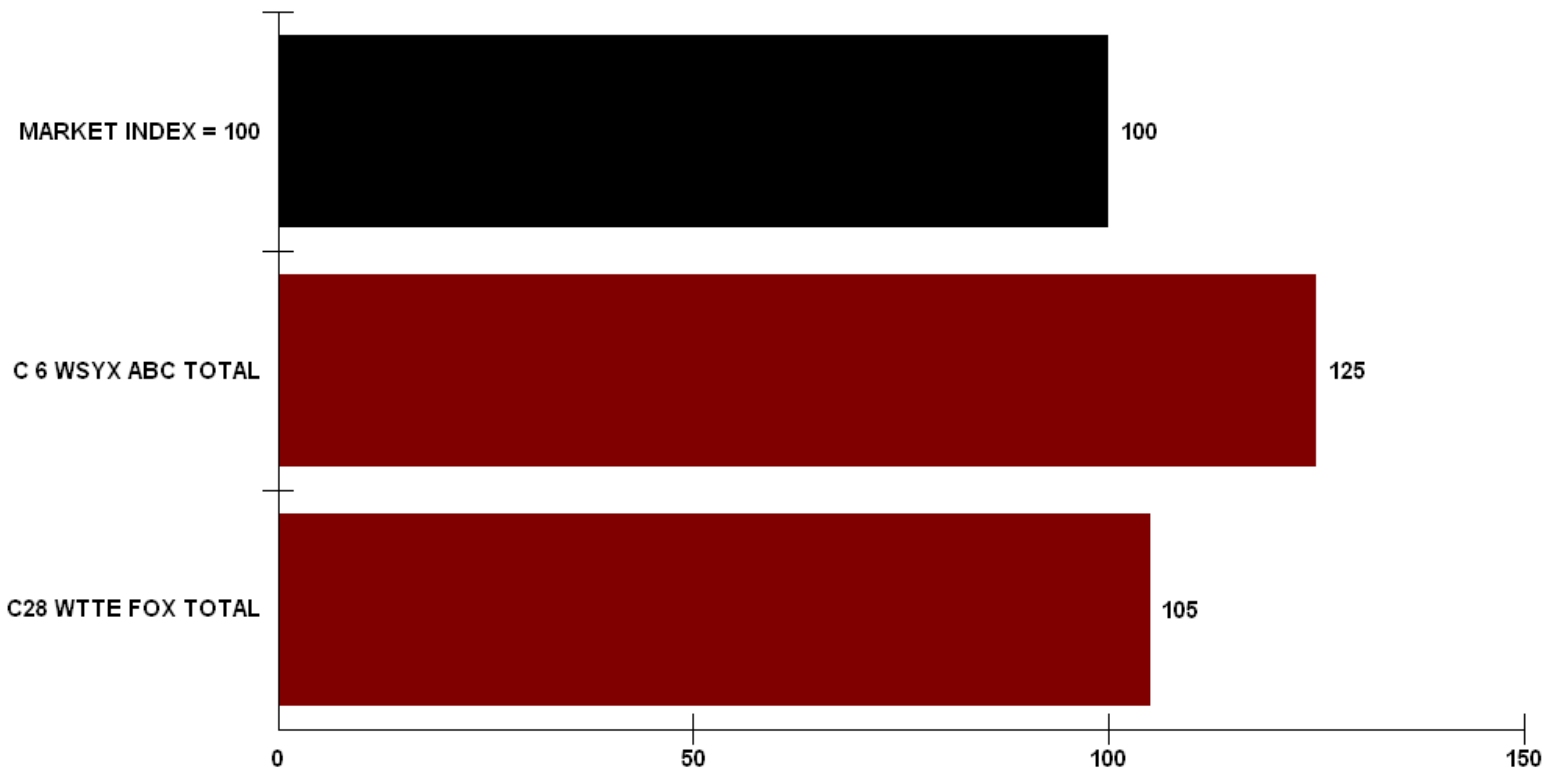
THE MEDIA AUDIT



Base Population: 1,281,900

% In Target: 3.5%

## DONATOS PIZZA CUSTOMERS





# ABC6/FOX28 Reach 92.6% of All DONATOS PIZZA CUSTOMERS... The Market Leader.



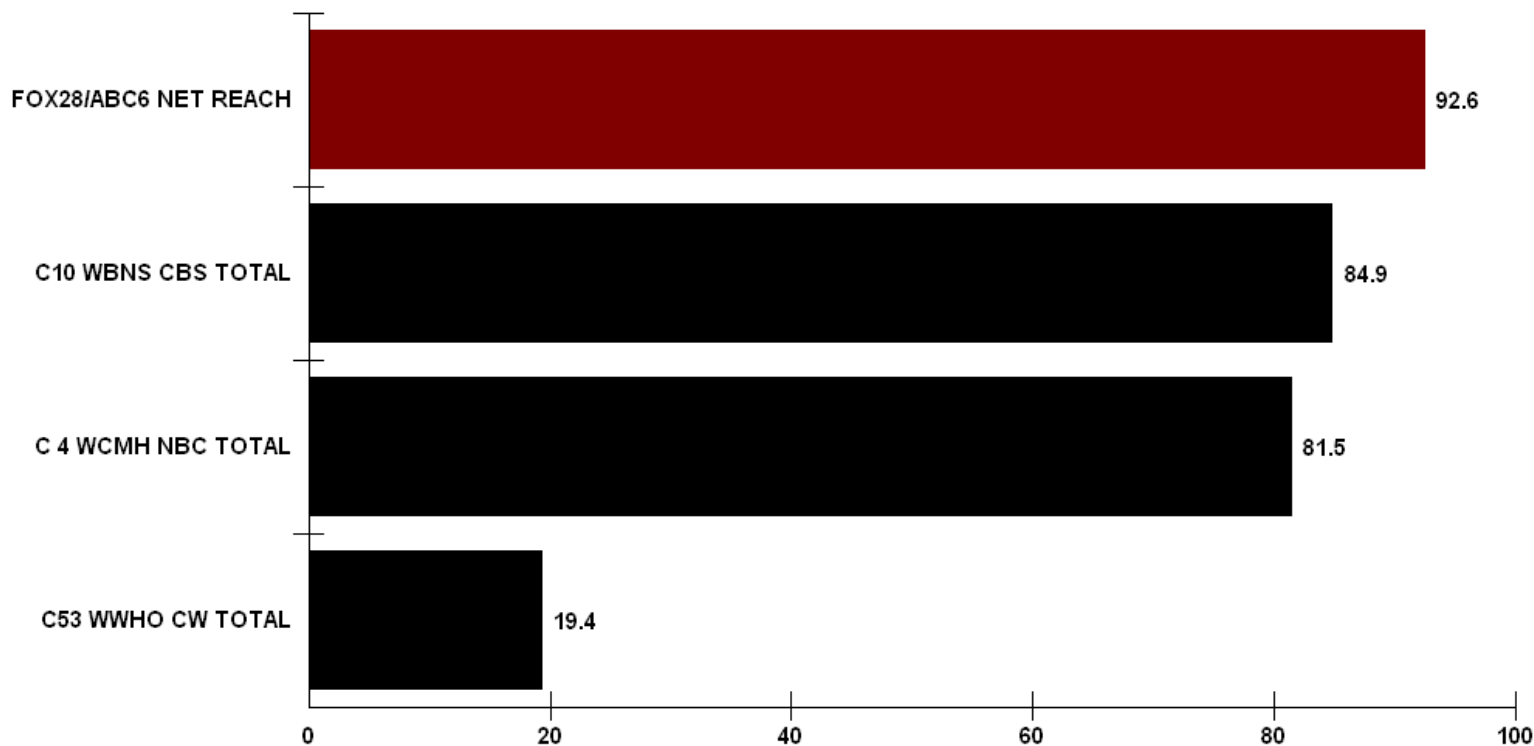
Report: RANKER REPORT  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: ATE FAST FOOD PAST 4-WEEKS--DONATOS PIZZA

THE MEDIA AUDIT

Base Population: 1,281,900

% In Target: 3.5%

## DONATOS PIZZA CUSTOMERS





# Versus Radio

## ABC6 & FOX28 Reach Dramatically More Donatos Pizza Customers Than Any Radio Station.



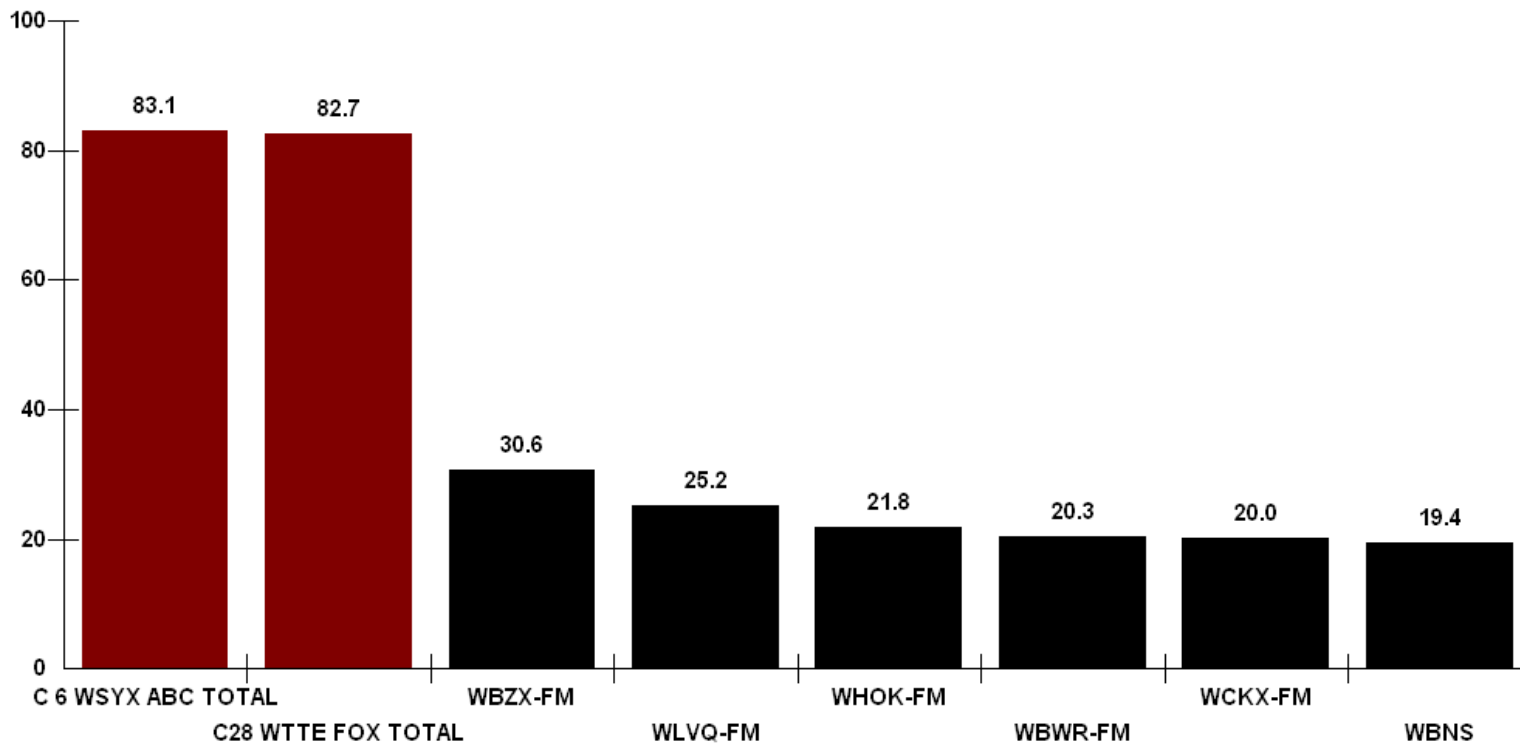
Report: RANKER REPORT  
 Market: COLUMBUS, OH for APR-MAY 2007  
 Bases: ADULTS AGE 18+  
 Target: ATE FAST FOOD PAST 4-WEEKS--DONATOS PIZZA

THE MEDIA AUDIT

Base Population: 1,281,900

% In Target: 3.5%

### DONATOS PIZZA CUSTOMERS





# Versus Newspaper

## ABC6 & FOX28 Reach Dramatically More Donatos Pizza Customers Than The Columbus Dispatch



Report: RANKER REPORT  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: ATE FAST FOOD PAST 4-WEEKS--DONATOS PIZZA

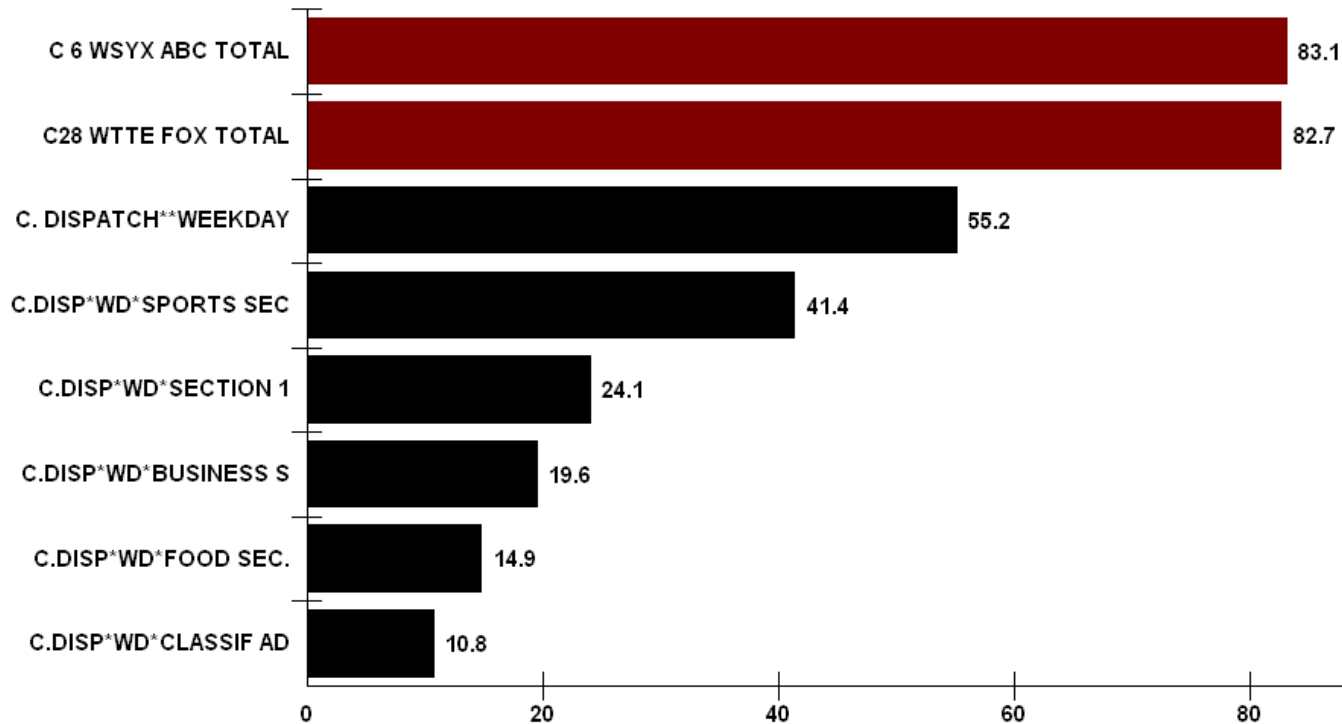
THE MEDIA AUDIT

Base Population: 1,281,900

% In Target: 3.5%

Target Persons: 44,400

### DONATOS PIZZA CUSTOMERS





# GERMAIN

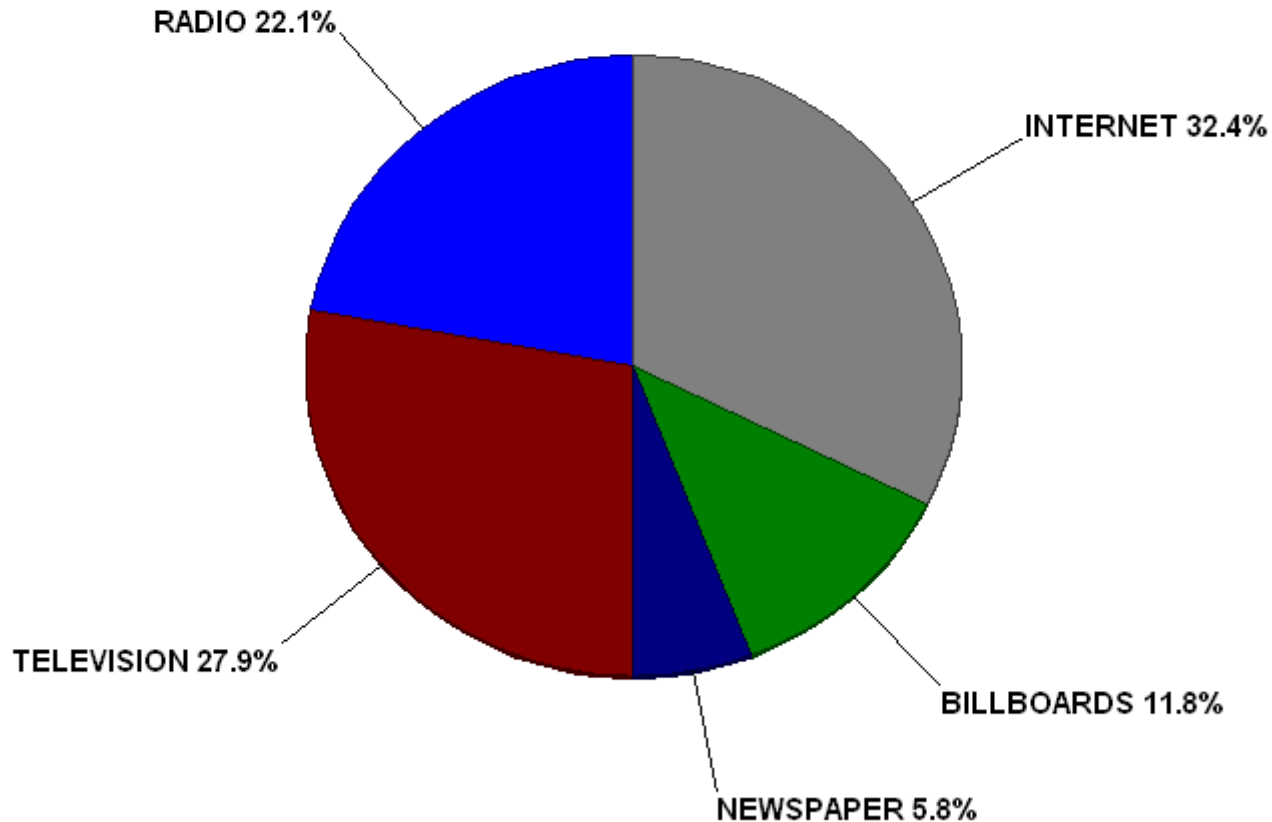
MOTOR COMPANY





**Columbus Adults Planning to Buy a Vehicle this Year  
Spend 28% of their Media Day with Television...only 5.8% with Newspaper.**

## MEDIA DAY ANALYSIS OF VEHICLE PURCHASER





# FOX28 &

# GERMAIN MOTOR COMPANY

## FOX28 REACHES FAR MORE DOMESTIC CAR BUYER THAN THE COLUMBUS DISPATCH

Report: RANKER REPORT  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: PLAN BUY--DOMESTIC CAR/VAN/TRUCK/SUV

THE MEDIA AUDIT

Cume Ratings

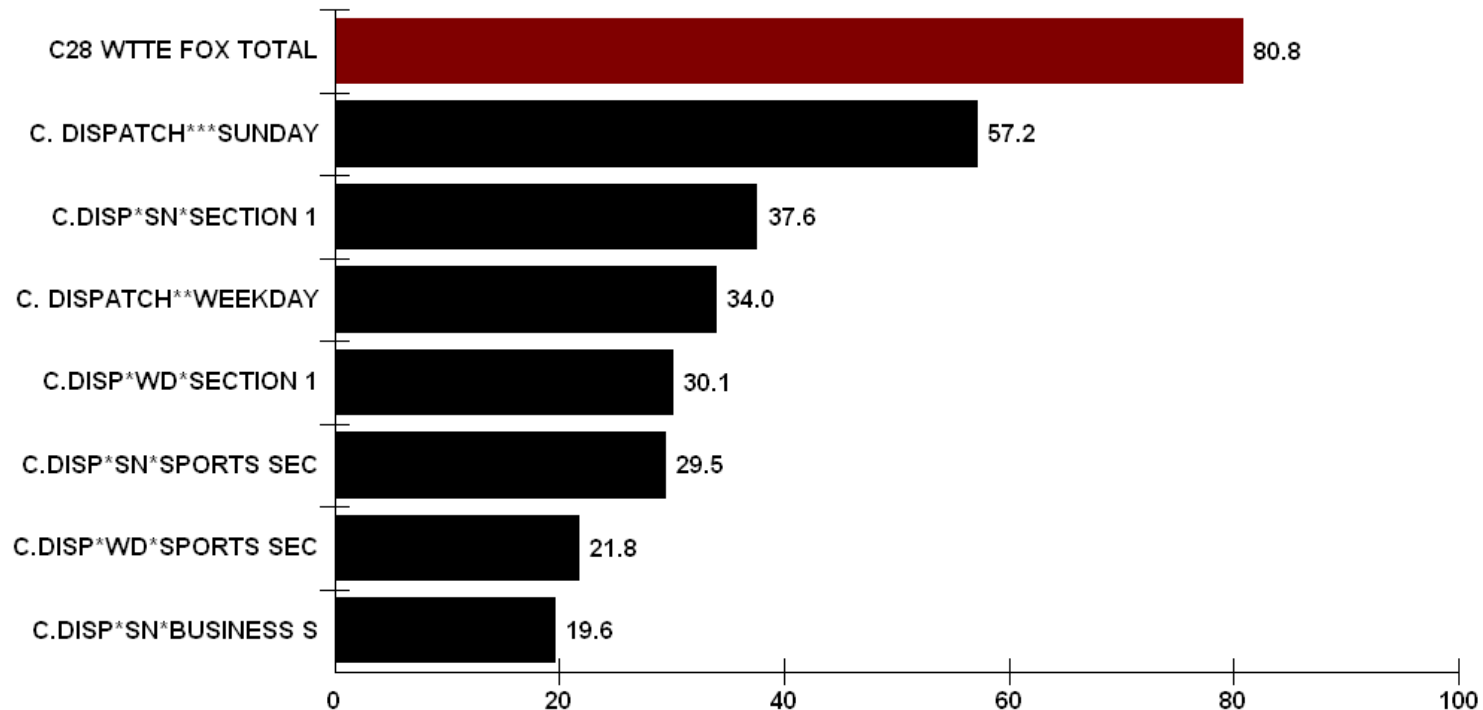
# Vs. Newspaper

Base Population: 1,281,900

% In Target: 8.4%

Target Persons: 107,900

### PLAN TO BUY DOMESTIC VEHICLE DURING NEXT 12 MONTHS





# FOX28 &

# GERMAIN MOTOR COMPANY

## FOX28 REACHES FAR MORE DOMESTIC CAR BUYER THAN ANY RADIO STATION

Report: RANKER REPORT  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: PLAN BUY--DOMESTIC CAR/VAN/TRUCK/SUV

THE MEDIA AUDIT

Cume Ratings

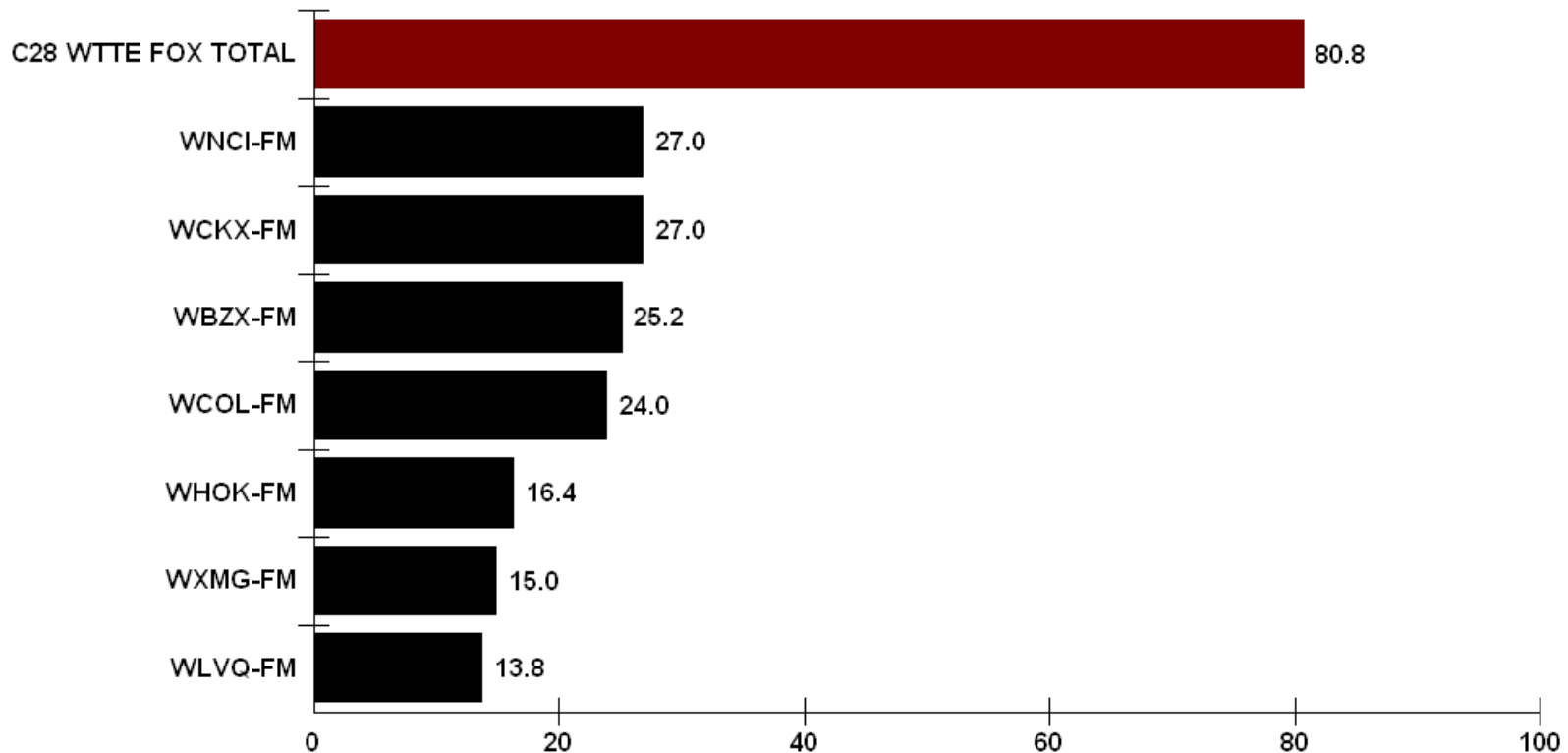
Base Population: 1,281,900

% In Target: 8.4%

# Vs. Radio

Target Persons: 107,900

### PLAN TO BUY A DOMESTIC VEHICLE DURING NEXT 12 MONTHS





# FOX28 &

# GERMAIN MOTOR COMPANY

## FOX28 REACHES 81% OF ALL DOMESTIC CAR BUYERS... MORE THAN ANY OTHER STATION

Report: RANKER REPORT  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: PLAN BUY--DOMESTIC CAR/VAN/TRUCK/SUV

THE MEDIA AUDIT

Cume Ratings

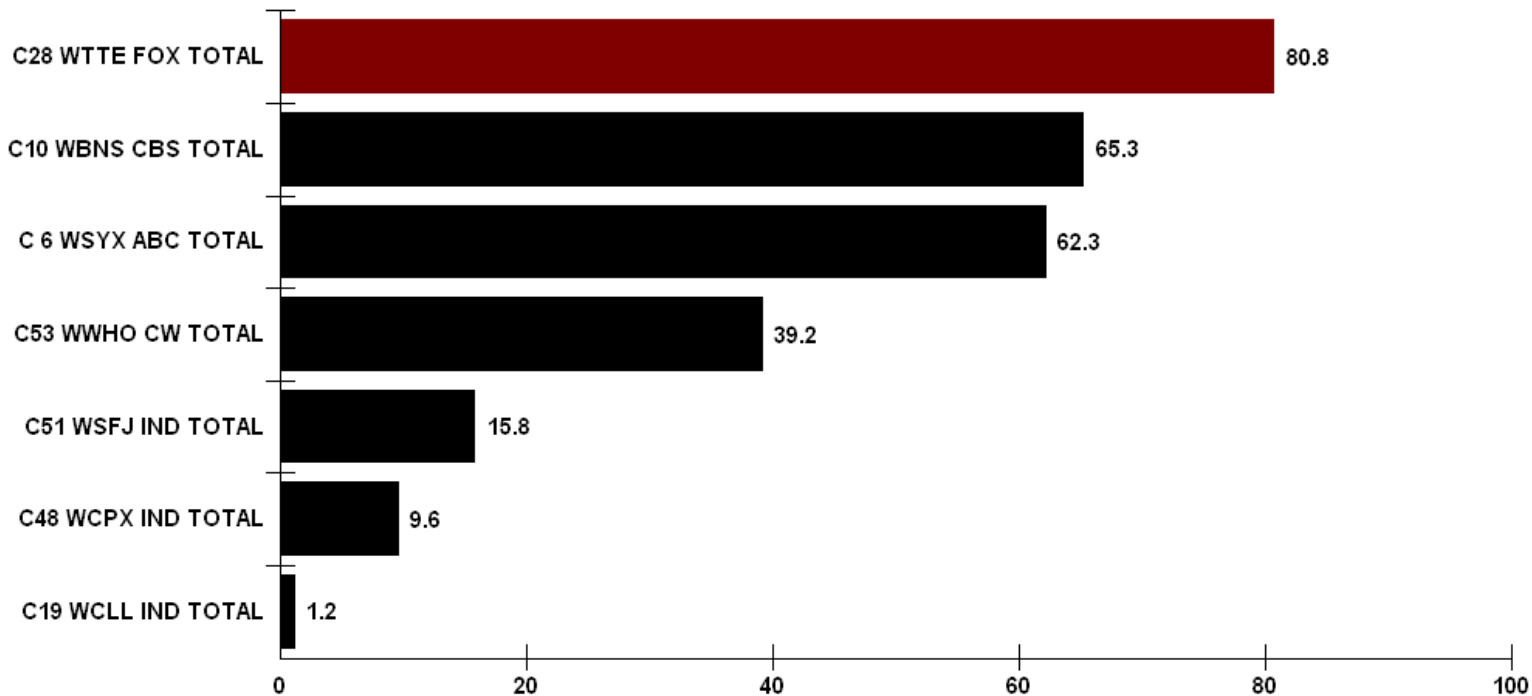
# Vs. Other TV

Base Population: 1,281,900

% In Target: 8.4%

Target Persons: 107,900

### FOX28 REACHES MORE ADULTS PLANNING TO BUY A DOMESTIC VEHICLE THIS YEAR





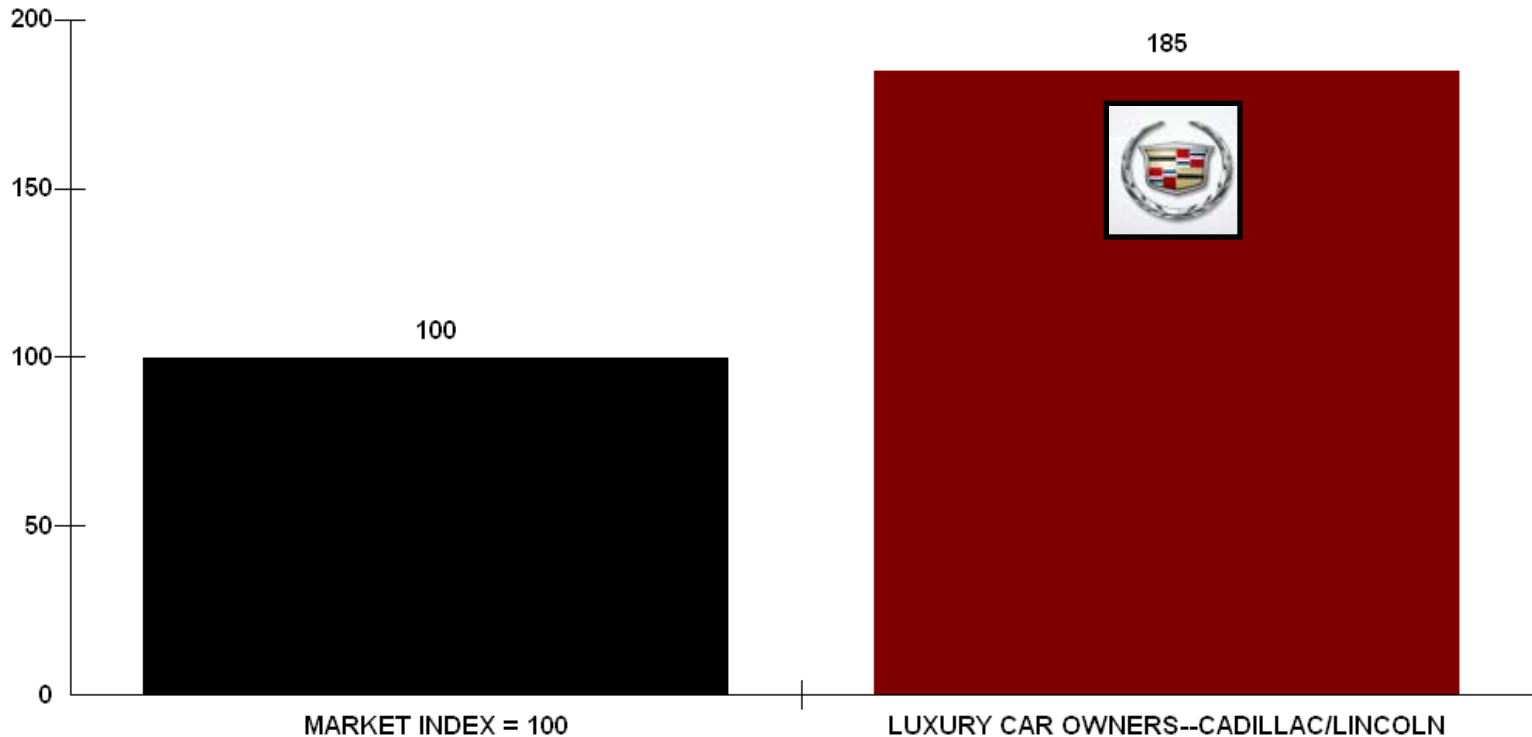
## FOX28 Prime News is Highly Targeted & Efficient In Reaching Luxury Domestic Vehicle Owners

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
 Market: COLUMBUS, OH for APR-MAY 2007  
 Bases: ADULTS AGE 18+  
 Media: PRIME NEWS\*WTTTE C 28

THE MEDIA AUDIT

Cume Index

**FOX28 PRIME NEWS VIEWERS ARE 85% MORE LIKELY TO BE  
LUXURY DOMESTIC CAR OWNERS**





## FOX28 Prime News Reaches the MOST LUXURY DOMESTIC VEHICLE OWNERS

Report: RANKER REPORT  
 Market: COLUMBUS, OH for APR-MAY 2007  
 Bases: ADULTS AGE 18+  
 Target: LUXURY CAR OWNERS--CADILLAC/LINCOLN



THE MEDIA AUDIT

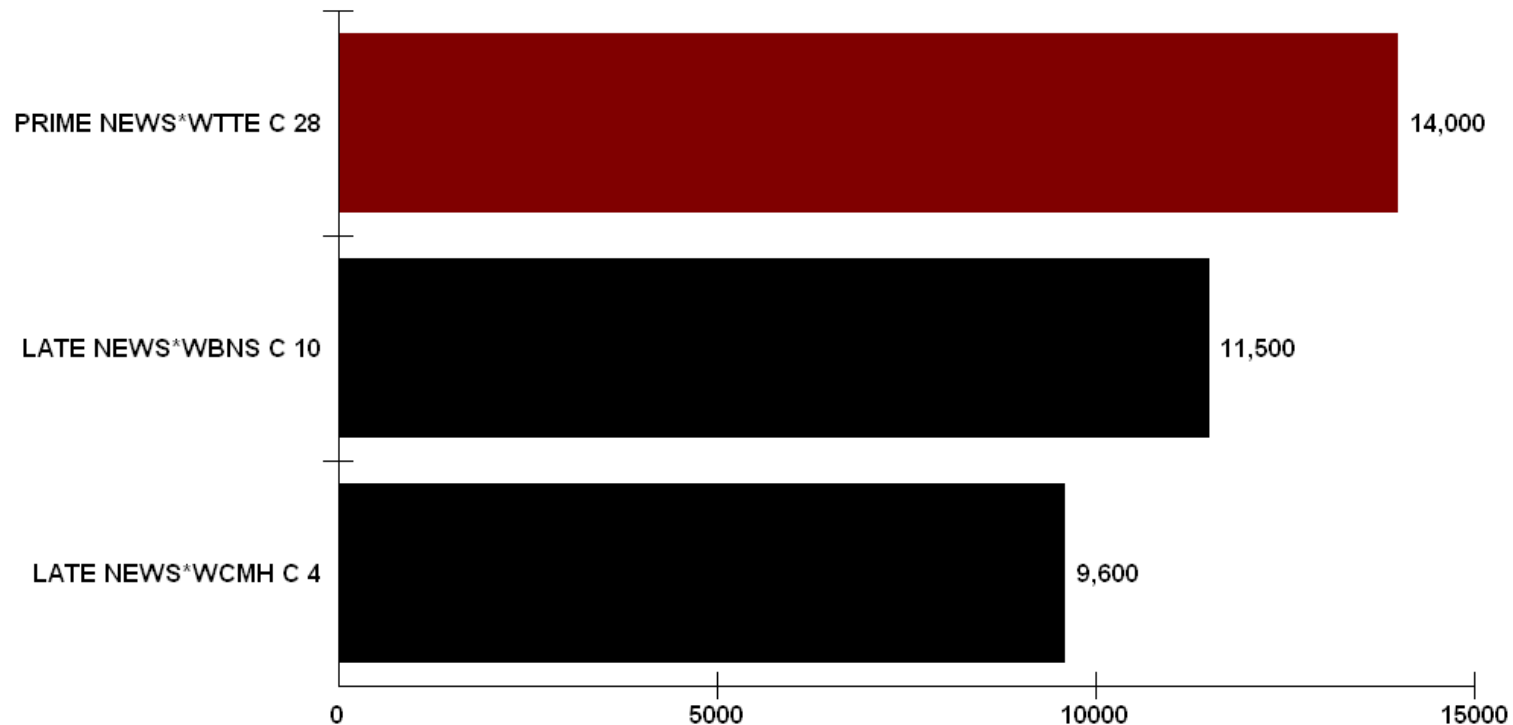
Cume Ratings

Base Population: 1,281,900

% In Target: 4.0%

Target Persons: 51,000

### LUXURY DOMESTIC VEHICLE OWNERS





# FOX28 &

# GERMAIN MOTOR COMPANY

## FOX28 Prime News Reaches the MOST FOREIGN VEHICLE BUYERS

Report: RANKER REPORT  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: PLAN BUY--FOREIGN CAR/VAN/TRUCK/SUV

THE MEDIA AUDIT

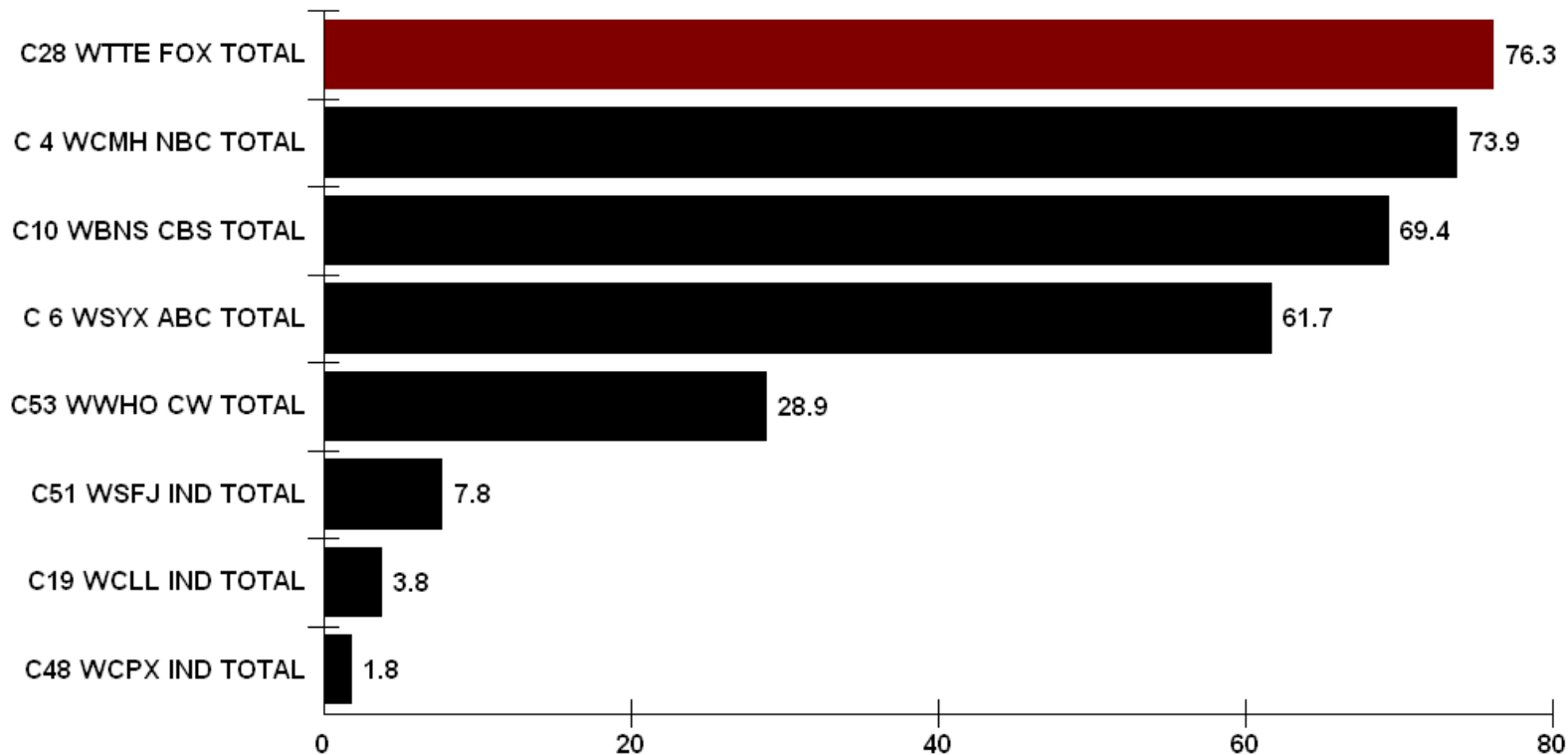
Cume Ratings

Base Population: 1,281,900

% In Target: 5.9%

Target Persons: 75,800

### PLAN TO BUY A FOREIGN VEHICLE DURING THE NEXT 12 MONTHS





# ABC6 NEWS IS THE MOST **TARGETED & EFFICIENT** EARLY EVENING NEWSCAST IN REACHING BMW, LEXUS, INFINITI, JAGUAR, PORSCHE OWNERS

Report: RANKER REPORT  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: LUXURY CAR OWNERS--BMW/MER/LEX/INF/JAG/PORSCHE

THE MEDIA AUDIT

Most Often Index

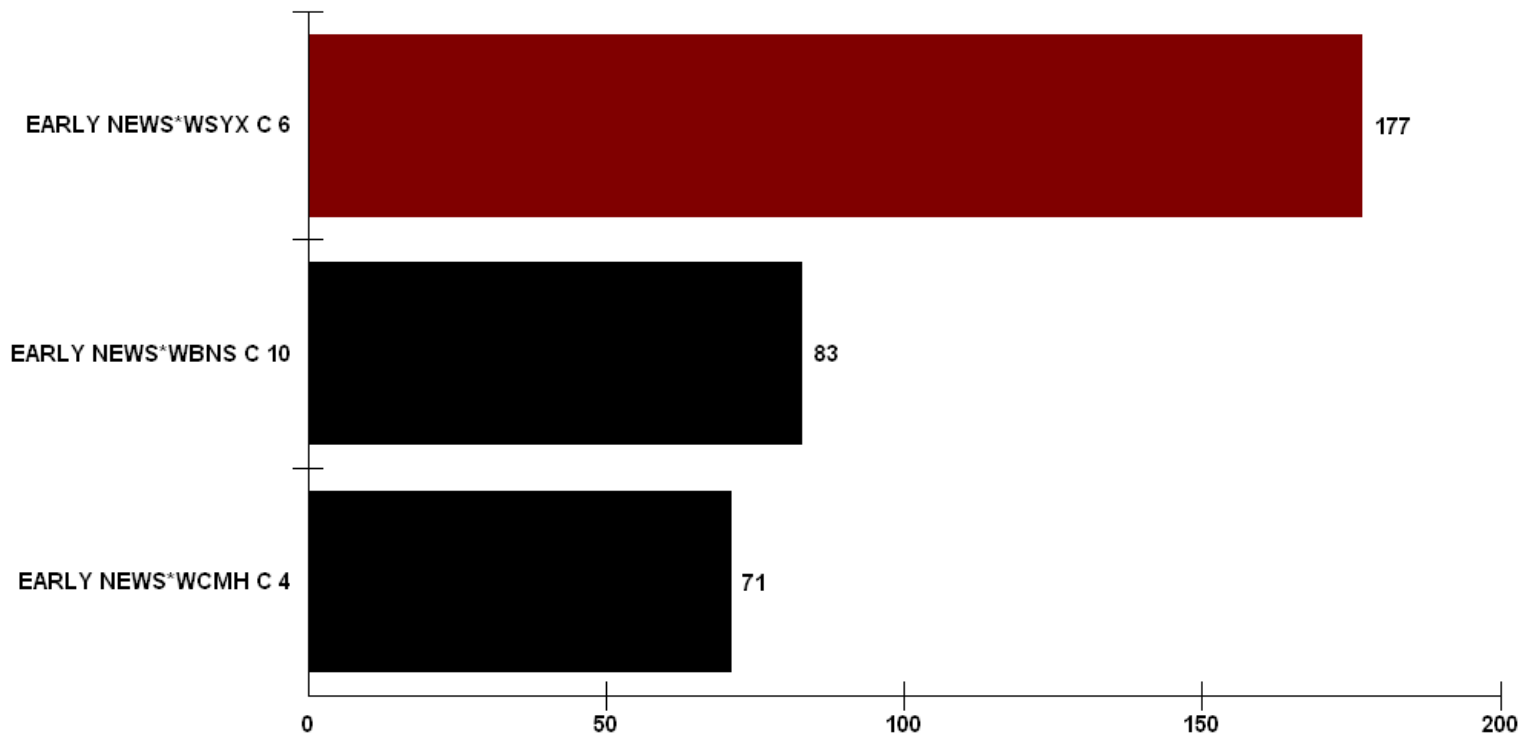
## Early Eve News

Base Population: 1,281,900

% In Target: 4.6%

Target Persons: 58,400

### LUXURY FOREIGN VEHICLE OWNERS





# FOX28 & ABC6 ARE THE MOST TARGETED & EFFICIENT LATE NEWSCASTS IN REACHING BMW, LEXUS, INFINITI, JAGUAR, PORSCHE OWNERS

Report: RANKER REPORT  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: LUXURY CAR OWNERS--BMW/MER/LEX/INF/JAG/PORSCHE

THE MEDIA AUDIT

Cume Index

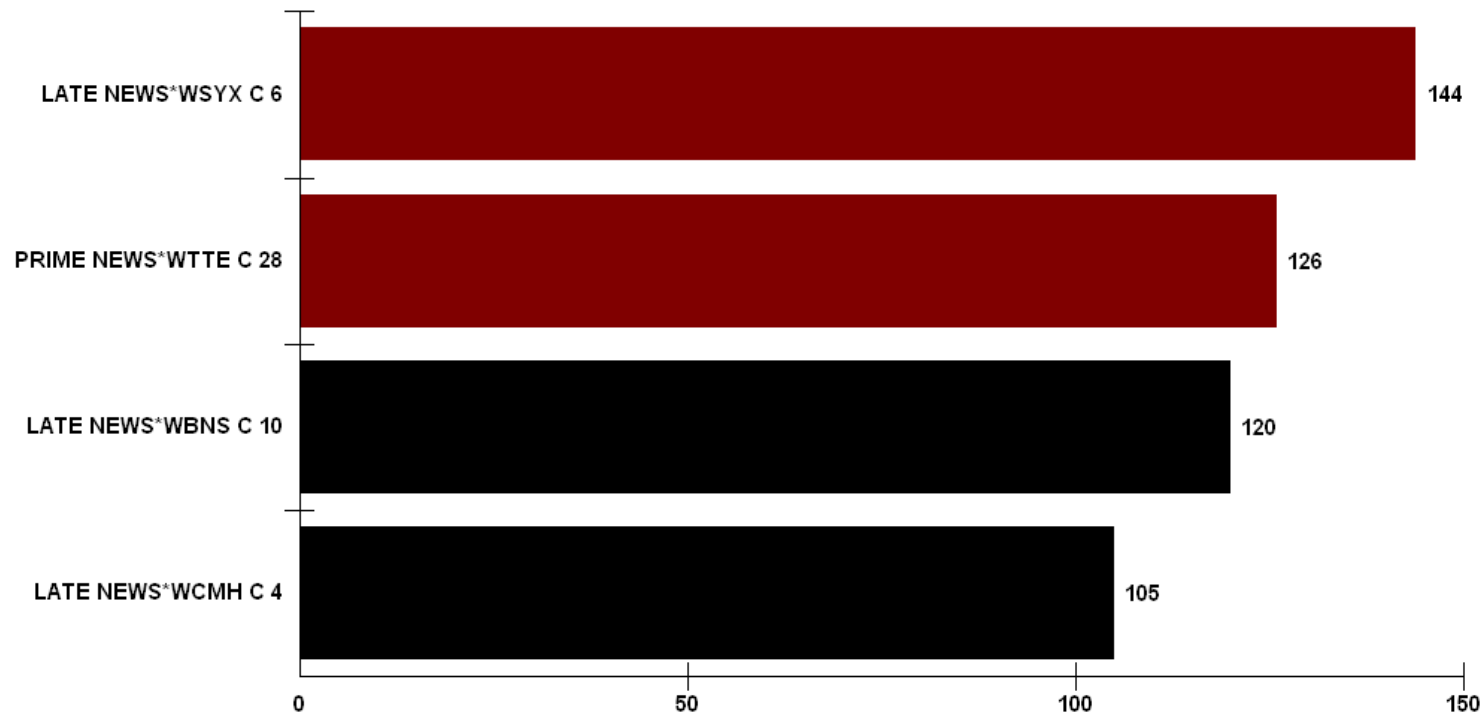
## Late News

Base Population: 1,281,900

% In Target: 4.6%

Total Persons: 58,400

### LUXURY FOREIGN VEHICLE OWNERS





# FOX28 / ABC6 REACH THE MOST BMW, LEXUS, INFINITI, JAGUAR, PORSCHE OWNERS

Report: RANKER REPORT  
Market: COLUMBUS, OH for APR-MAY 2007  
Bases: ADULTS AGE 18+  
Target: LUXURY CAR OWNERS--BMW/MER/LEX/INF/JAG/PORSCHE

THE MEDIA AUDIT

Cume Ratings

# Vs. Other TV

Base Population: 1,281,900

% In Target: 4.6%

Target Persons: 58,400

## LUXURY FOREIGN CAR OWNERS

