

Winning Newspaper Dollars In the Baltimore Market



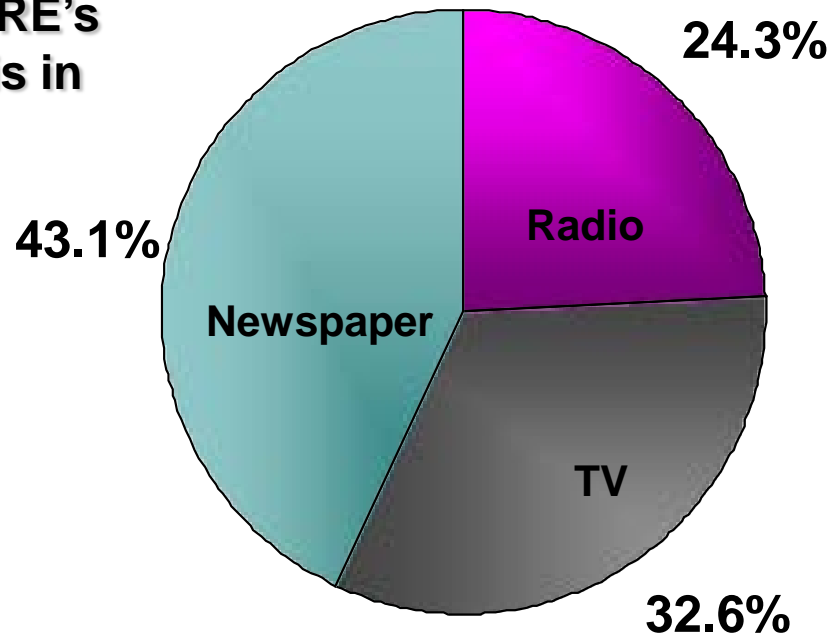
Market Revenue Shares

In a comparison of major media, Baltimore Market newspapers carve out the lions share at over 43%.

This means INFINITY BALTIMORE's Greatest Revenue Opportunity is in

**WINNING
NEWSPAPER
DOLLARS.**

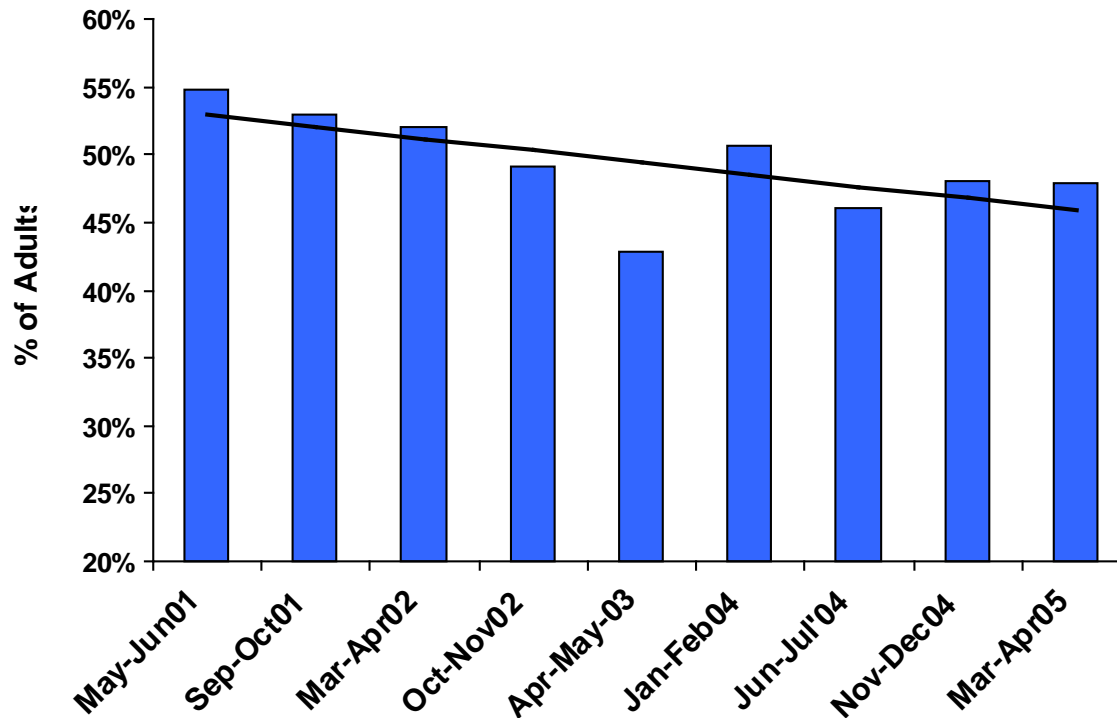
Baltimore Advertising Revenue



Newspaper Readership in Baltimore is on the decline.

The percent of adults exposed to newspaper on an average weekday is steadily trending down.

Therefore, advertisers need media that deliver their message to those whose busy lifestyles do not lend themselves to newspaper readership.

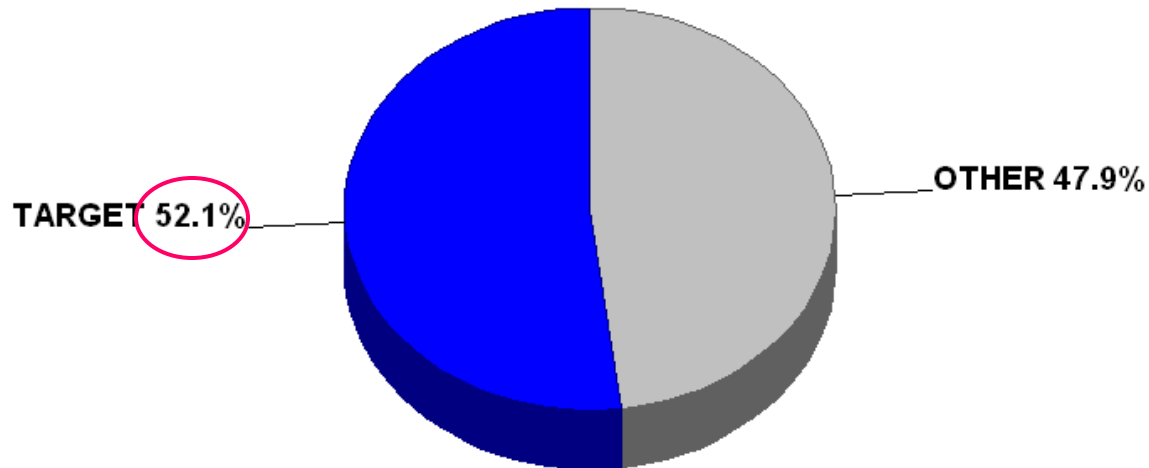


The Media Audit Research shows...

Over 52% of Baltimore Market Adults are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.

That's 1,040,900 ADULTS!

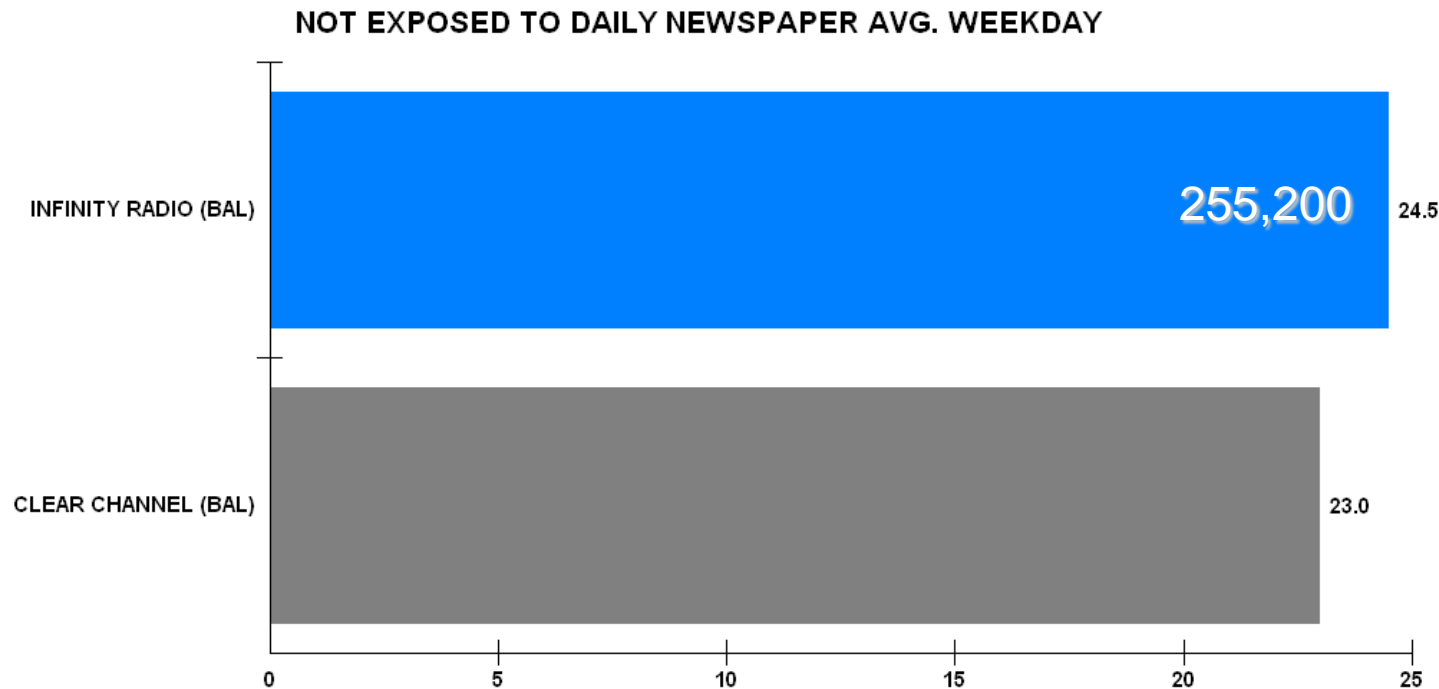
TARGET ANALYSIS: NOT EXPOSED TO DAILY NEWSPAPER AVG. WEEKDAY



The Media Audit Research shows...

INFINITY RADIO is a market leader, reaching nearly 25% of Baltimore Market adults each week who are **NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.**

INFINITY reaches 255,200 Adults who are not reached by newspaper!



INTRODUCTION

THE MEDIA AUDIT

is uniquely suited to help INFINITY go after those newspaper dollars, as **THE MEDIA AUDIT** is the only multi-media qualitative service to cover the readership (or lack of readership) of **15 sections of the newspaper.**

The following brief presentation shows a powerful application of this data.

INFINITY BALTIMORE

**The Best Way
to Reach the
Baltimore Market
Auto Purchasers**

INFINITY BALTIMORE

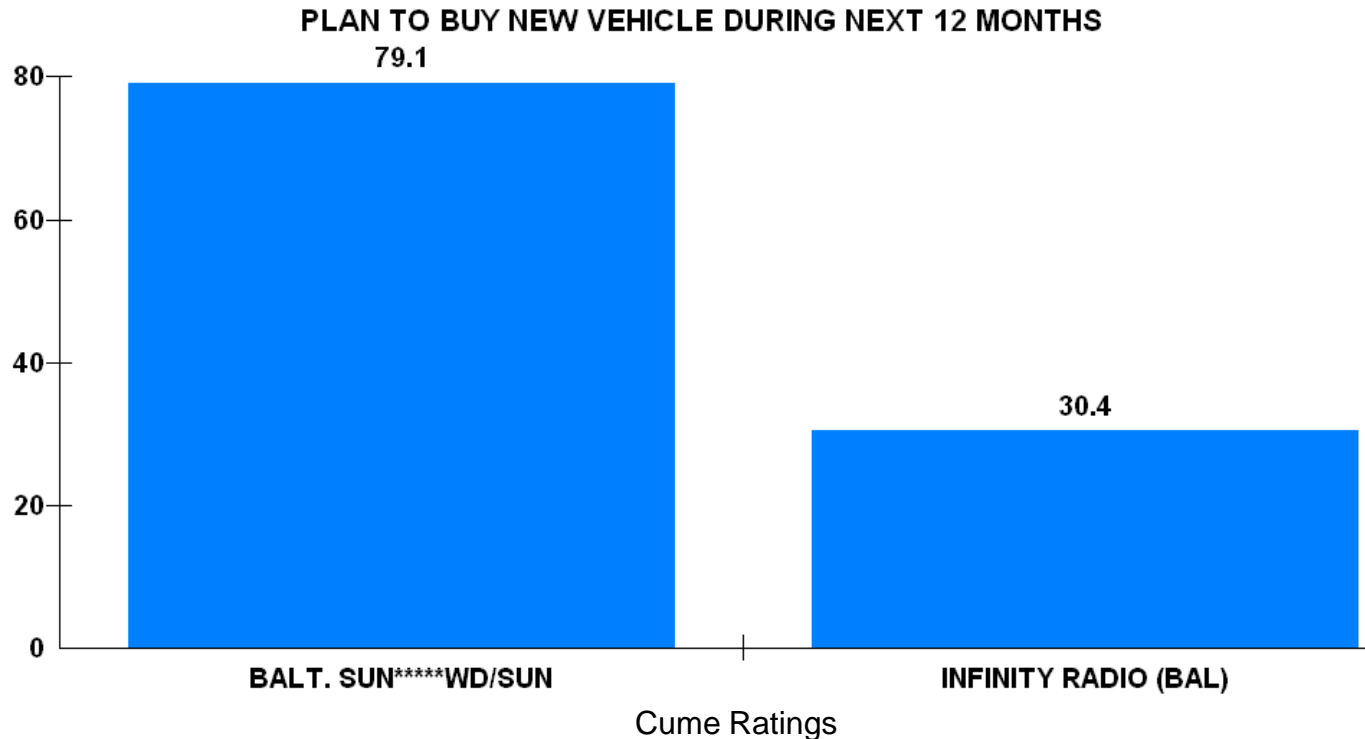
VS.



The Media Audit Research shows...

The Baltimore Sun reaches 79% of those Baltimore Market adults planning to purchase a new vehicle this year.

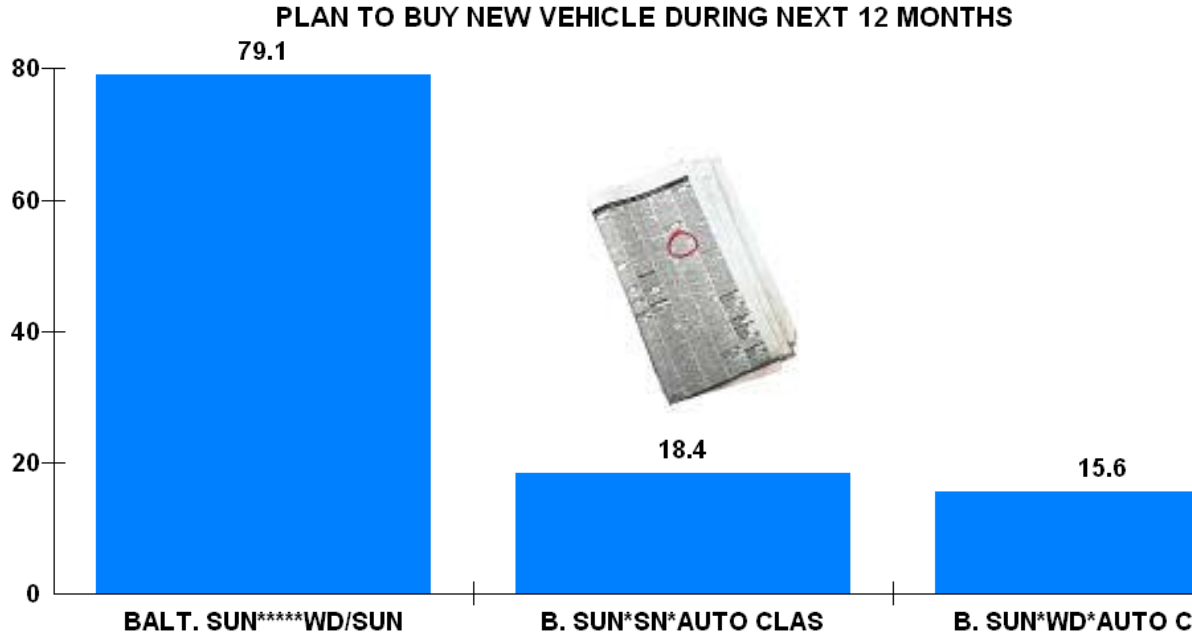
INFINITY-BALTIMORE reaches over 30% of planned new vehicle purchasers.



The Media Audit Research shows...

People read specific sections of the newspaper that are of interest to them. Few read the newspaper cover to cover.

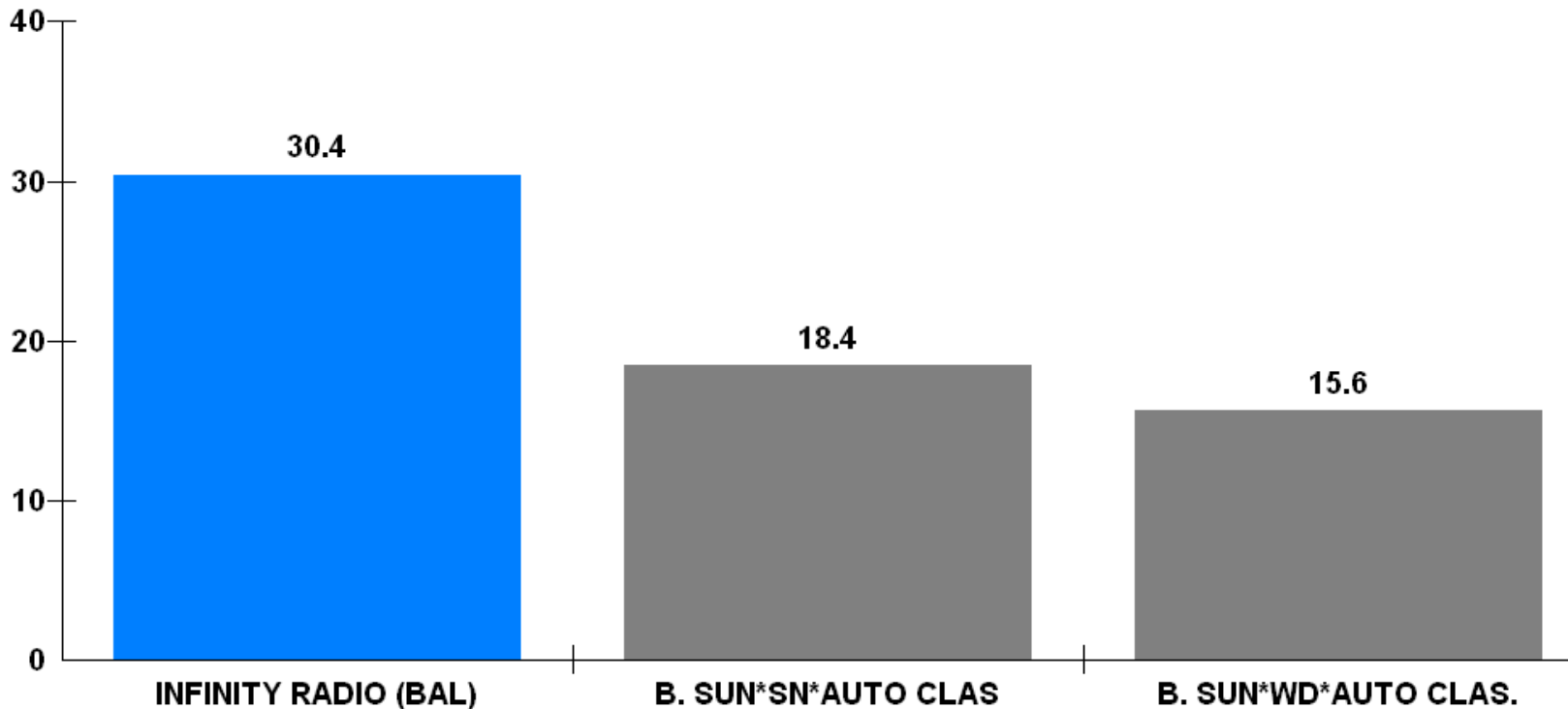
While the Baltimore Sun does reach 79% of those Baltimore adults planning to purchase a new vehicle, the Sunday auto section only reaches only 18.4% of planned purchasers and the weekday auto section reaches only 15.6%.



The Media Audit Research shows...

Comparing potential to potential, INFINITY's over 30% reach of planned new vehicle purchasers is nearly **1.8 times** the potential reach of the Baltimore Sun's auto sections!

PLAN TO BUY NEW VEHICLE DURING THE NEXT 12 MONTHS



The Media Audit Research shows...

Together, the Baltimore Sun's auto sections reach 31% of Baltimore planned new vehicle purchasers.

THE MEDIA AUDIT AD CAMPAIGN PLANNER ADULTS			
Report Market:	BALTIMORE, MD		
Report Period:	MAR-APR 2005		
TARGET:	PLAN BUY--NEW CAR/VAN/TRUCK/SUV		
BASE POPULATION: 1,998,500	% IN TARGET: 8.3%		
MEDIA	CUME PERSONS	CUME RATING	NET CUME REACH
B. SUN*SN*AUTO CLAS	30,500	18.4	18.4
B. SUN*WD*AUTO CLAS.	25,800	15.6	31.2
Print	56,300	34	31.2
Total Net Cume Reach	56,300	34	31.2

The Media Audit Research shows...

Adding INFINITY'S reach of planned new vehicle purchasers to the Baltimore Sun's auto sections will increase the reach potential of planned new vehicle purchasers by over two-thirds to nearly **52%**.

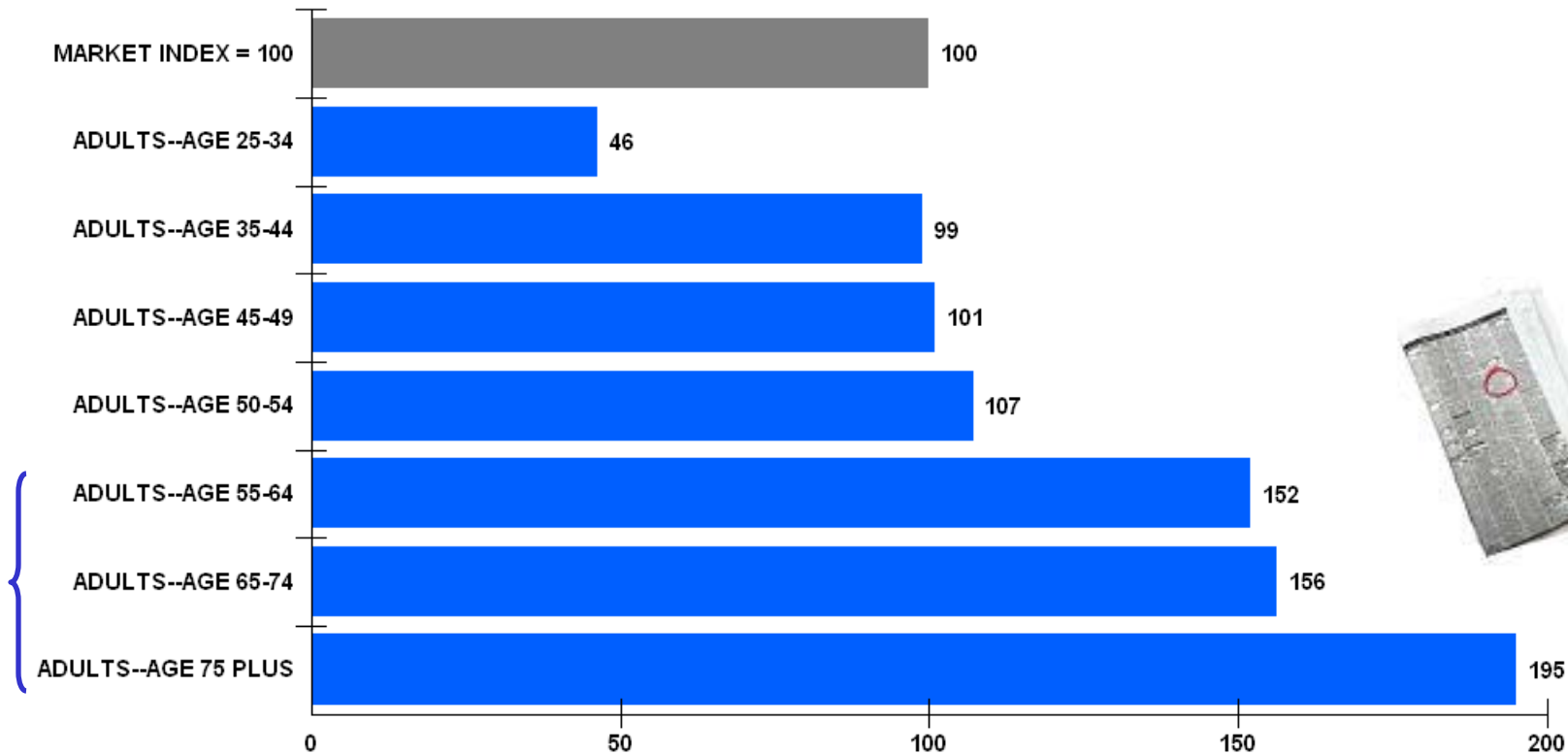
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INFINITY RADIO (BAL)	50,300	30.4	30.4
Radio	50,300	30	30.4
Print	56,300	34	31.2
Total Net Cume Reach	106,600	64	52.1

Why
does
INFINITY BALTIMORE
add so dramatically to the
reach of newspaper?

The Media Audit Research shows...

Baltimore Market adults who are heavily exposed to newspaper are the 55+ Crowd, who have fewer consumer needs and wants, and are very likely already brand loyal.

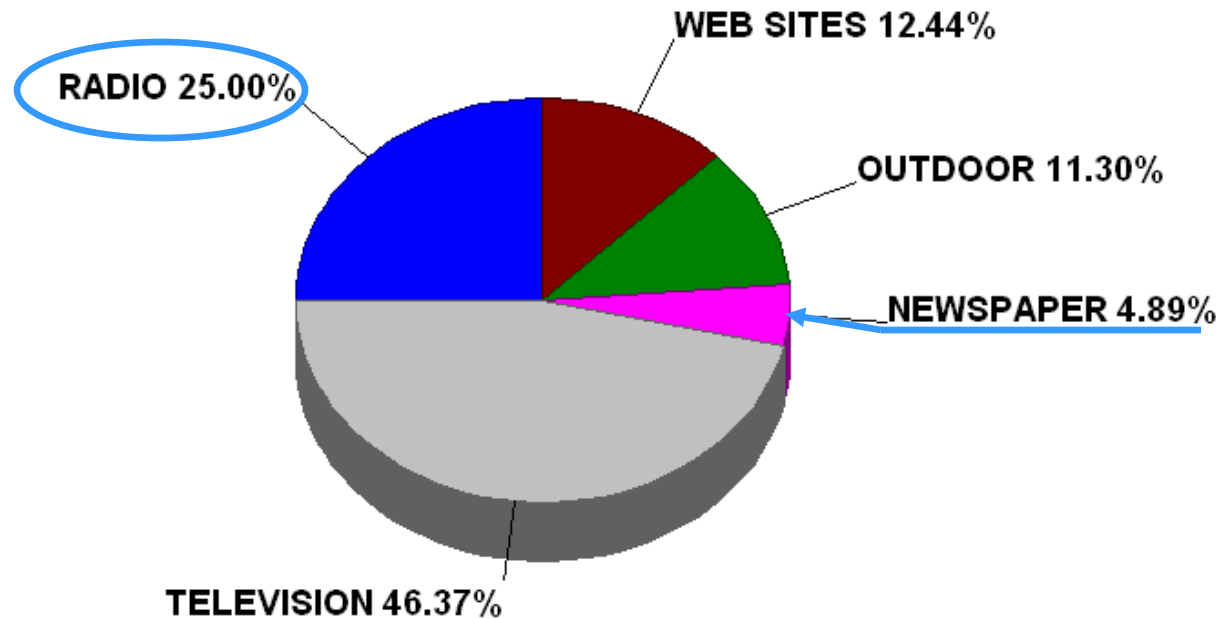
HEAVY NEWSPAPER READERS



The Media Audit Research shows...

New Vehicle Buyers spend over **25% of their Media Day with Radio**...compared to less than 5% of their Media Day with Newspaper. Radio is a medium that advertisers can depend on to reach today's consumers with busy lifestyles.

MEDIA DAY ANALYSIS: PLAN TO BUY NEW VEHICLE DURING NEXT 12 MONTHS



Auto Sections Exclusive to The Media Audit

THE MEDIA AUDIT offers INFINITY a unique opportunity to be more effective in going after the substantial automotive dollars in the Baltimore Sun, as **THE MEDIA AUDIT** is the ONLY local market qualitative service to have auto section readership.

Newspaper section information cuts readership to realistic levels and offers INFINITY a level playing field to pursue the lucrative auto ad market.