

Winning Newspaper Dollars In the Charlotte Market



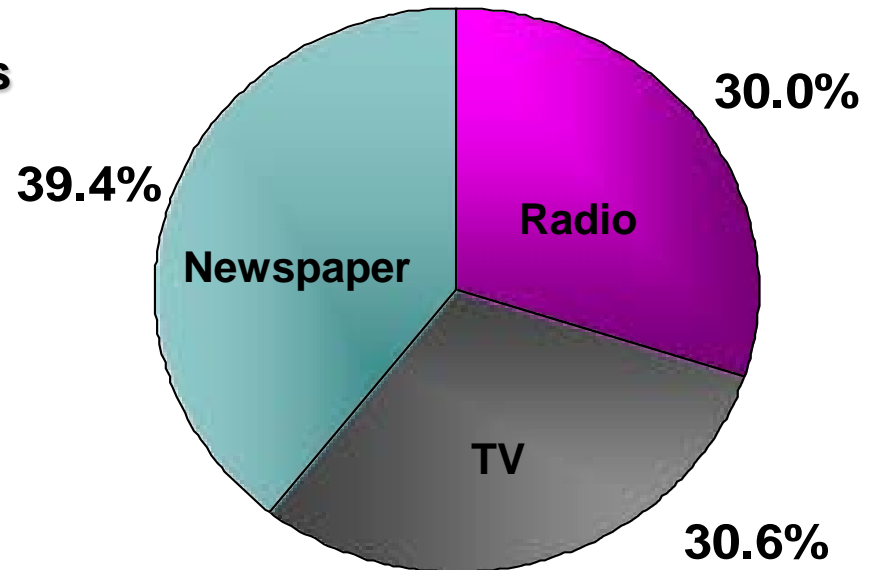
Market Revenue Shares

In a comparison of major media, Charlotte Market newspapers carve out the lions share at nearly 40%.

This means INFINITY CHARLOTTE's Greatest Revenue Opportunity is in

**WINNING
NEWSPAPER
DOLLARS.**

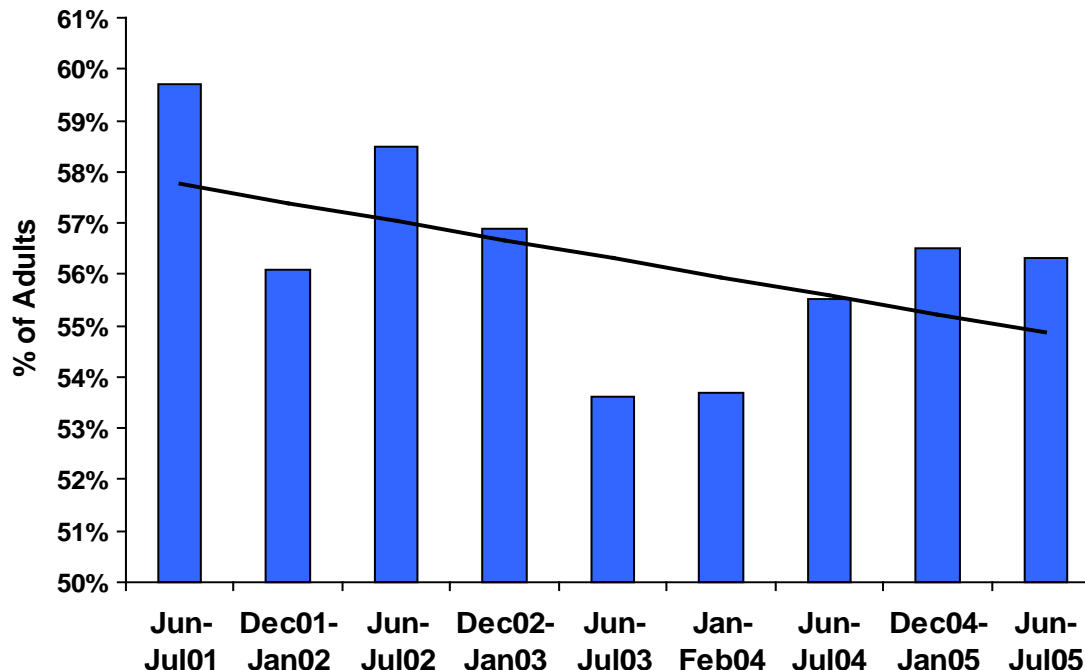
Charlotte Advertising Revenue



Newspaper Readership in Charlotte 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.

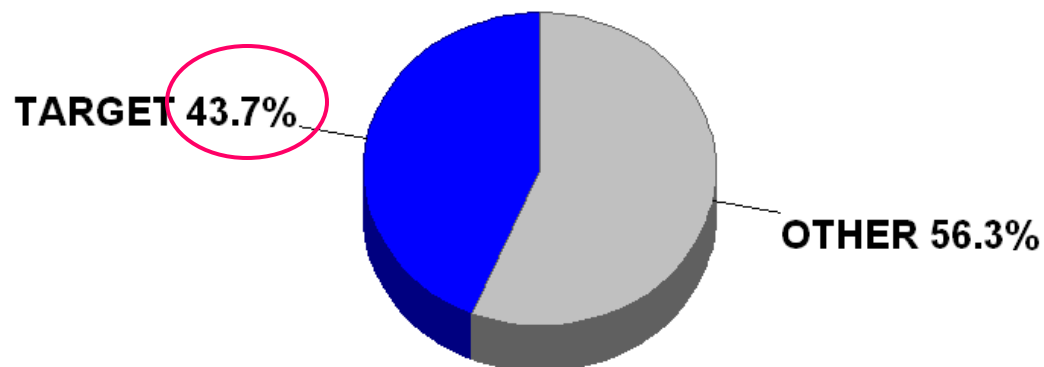


The Media Audit Research shows...

Nearly 44% of Charlotte Market Adults are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.

That's 541,700 ADULTS!

Not Exposed to Daily Newspaper

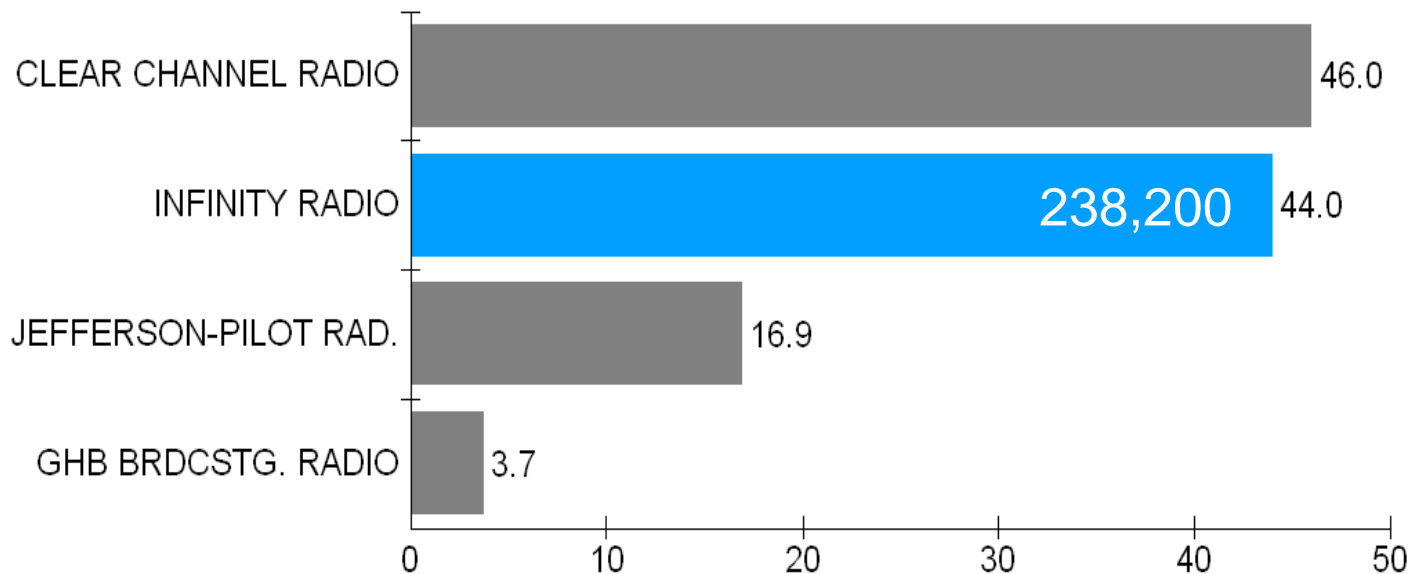


The Media Audit Research shows...

INFINITY RADIO is a market leader, reaching 44% of Charlotte Market adults each week who are **NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.**

INFINITY reaches 238,200 Adults who are not reached by newspaper!

Not Exposed to Daily 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 CHARLOTTE

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

INFINITY



INFINITY CHARLOTTE

VS.

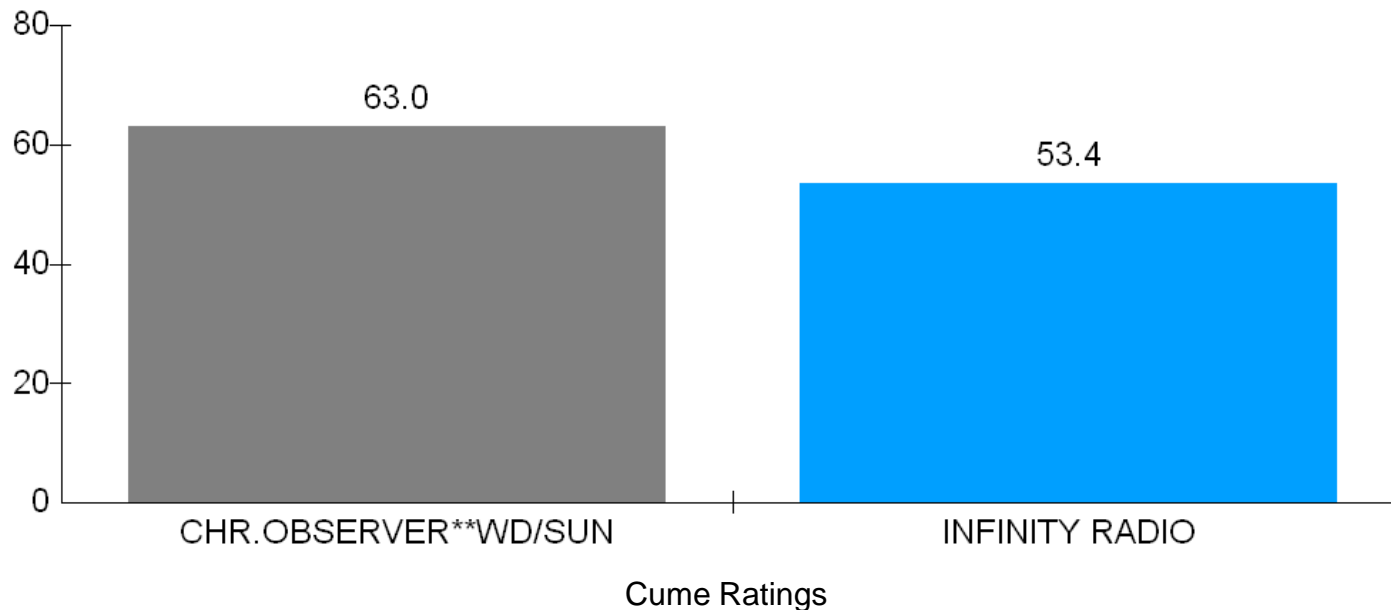
The Charlotte Observer

The Media Audit Research shows...

The Charlotte Observer reaches 63% of those Charlotte Market adults planning to purchase a new vehicle this year.

INFINITY reaches nearly 54% of planned new vehicle purchasers.

Plan to Buy New Vehicle Next 12 Months

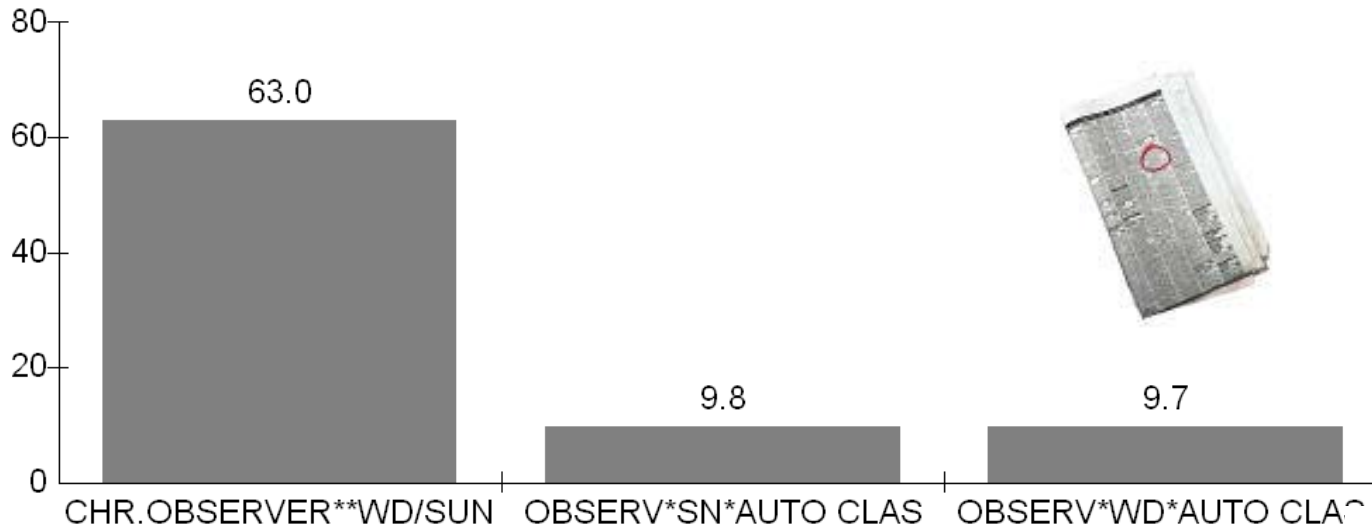


The Media Audit Research shows...

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

While the Observer does reach 63% of those Charlotte adults planning to purchase a new vehicle, the Sunday auto section only reaches only 9.8% of planned purchasers and the weekday auto section reaches only 9.7%.

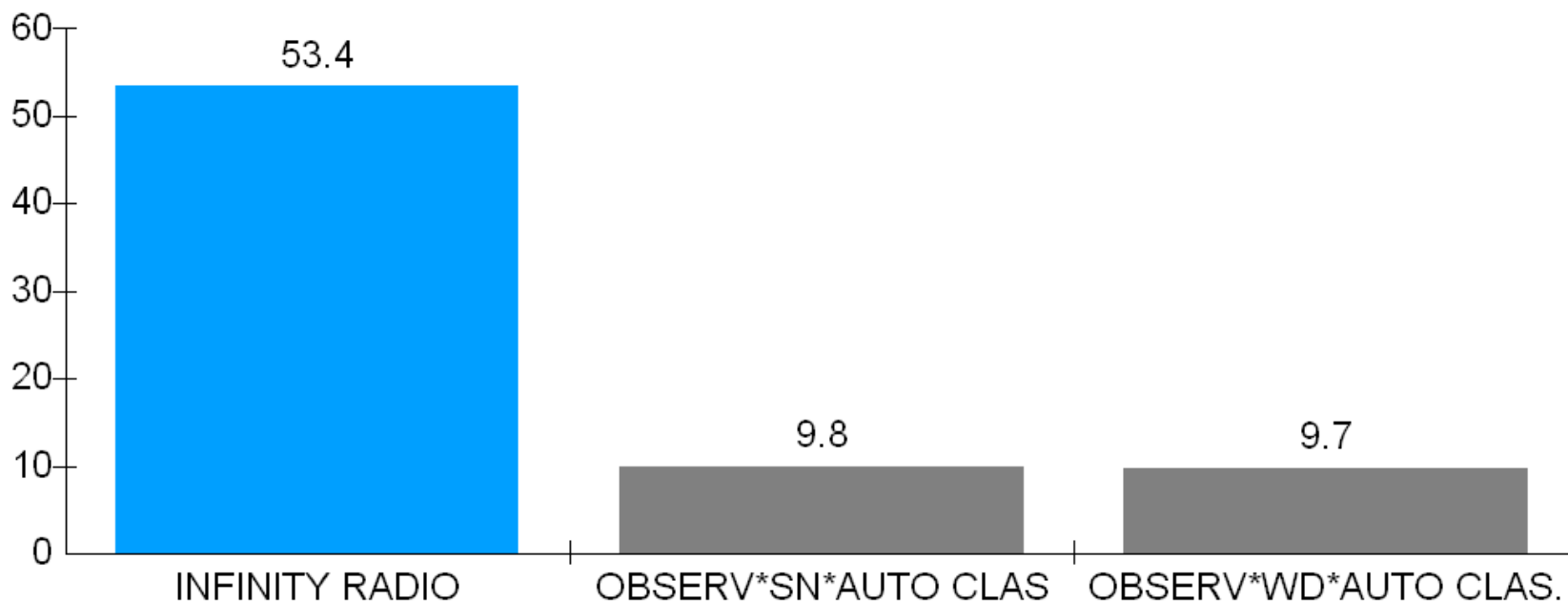
Plan to Buy New Vehicle Next 12 Months



The Media Audit Research shows...

Comparing potential to potential, INFINITY's 54% reach of planned new vehicle purchasers is nearly **5.5 times** the potential reach of the Observer's auto sections!





Plan to Buy New Vehicle Next 12 Months



Cume Ratings







The Media Audit Research shows...

Together, the Observer auto sections reach less than 11% of Charlotte planned new vehicle purchasers.

THE MEDIA AUDIT				
AD CAMPAIGN PLANNER				
GENERAL BASE = ADULTS AGE 18+				
Report Market:	CHARLOTTE, NC			
Report Period:	FEB-APR 2005			
TARGET:	PLAN BUY--NEW CAR/VAN/TRUCK/SUV			
BASE POPULATION:	1,239,388		% IN TARGET:	6.6%
MEDIA	CUME PERSONS	CUME RATING	NET CUME REACH	0
OBSERV*SN*AUTO CLAS	8,098	9.8	9.8	
OBSERV*WD*AUTO CLAS.	7,972	9.7	10.7	
Print	8,840	10.7	10.7	
Total Net Cume Reach	8,840	10.7	10.7	

The Media Audit Research shows...

Adding INFINITY'S reach of planned new vehicle purchasers to the Charlotte Observer auto sections will increase the reach potential of planned new vehicle purchasers by over 5 times to **55%**.

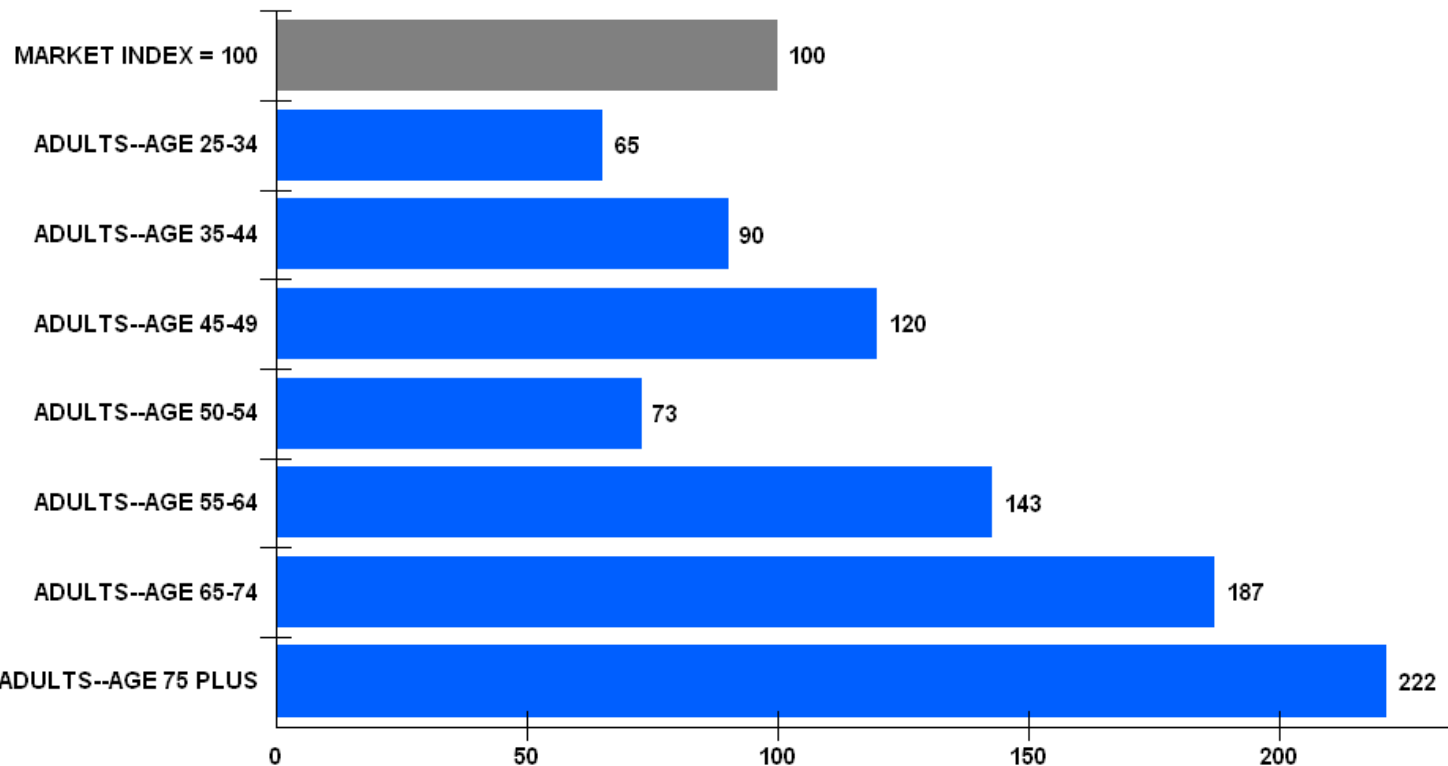
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BASE POPULATION:	1,239,388		% IN TARGET:	6.6%	
MEDIA	CUME PERSONS	CUME RATING	NET CUME REACH	0	50
INFINITY RADIO	43,967	53.4	53.4		
OBSERV'SN*AUTO CLAS	8,098	9.8	9.8		
OBSERV*WD*AUTO CLAS.	7,972	9.7	10.7		
Radio	43,968	53.4	53.4		
Print	8,840	10.7	10.7		
Total Net Cume Reach	45,255	55.0	55.0		

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

The Media Audit Research shows...

Charlotte 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.

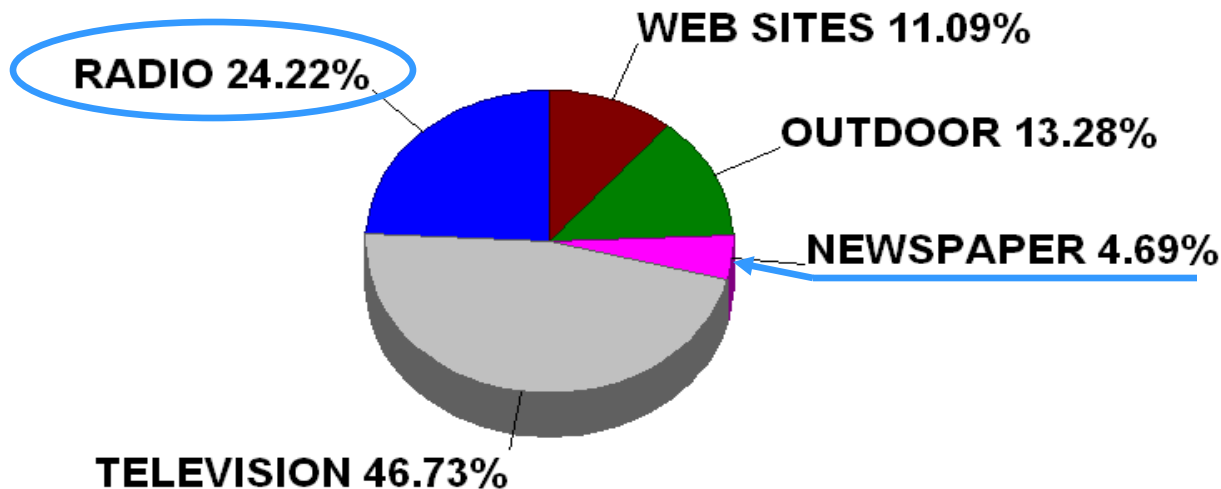
HEAVY NEWSPAPER READERS



The Media Audit Research shows...

New Vehicle Buyers spend over **24% 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.

Plan to Buy New Vehicle 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 Charlotte Observer, 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.