

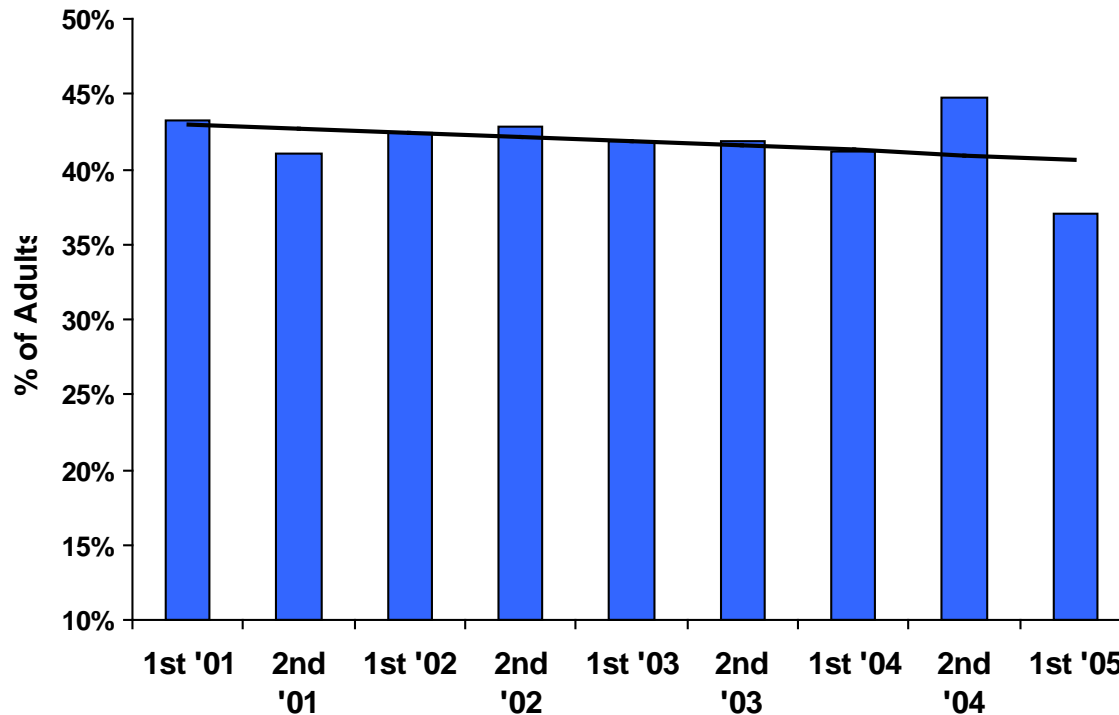
Winning Newspaper Dollars In the Dallas/Ft. Worth Market



Newspaper Readership in Dallas/Ft. Worth 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.



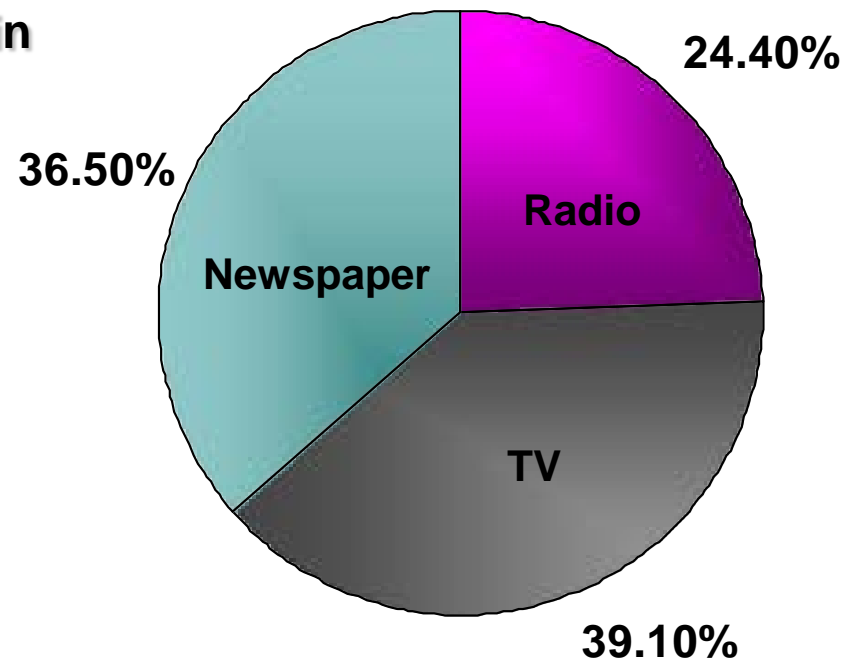
Market Revenue Shares

In a comparison of major media, Dallas/Ft. Worth Market newspapers carve out the lions share at nearly 37%.

Dallas/Ft. Worth Advertising Revenue

This means INFINITY Dallas/Ft. Worth's Greatest Revenue Opportunity is in

**WINNING
NEWSPAPER
DOLLARS.**

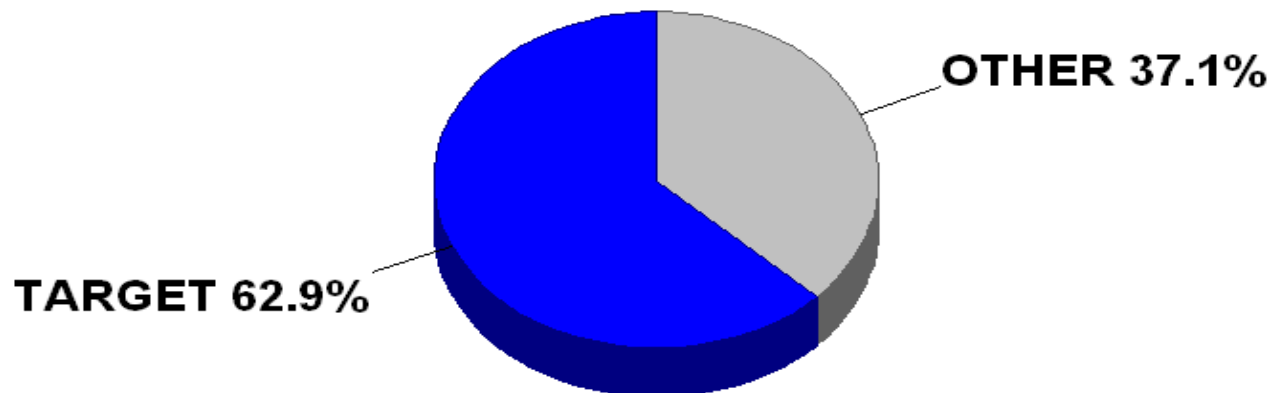


The Media Audit Research shows...

Nearly 63% of Dallas/Ft. Worth Market Adults are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.

That's 2,167,900 ADULTS!

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.**

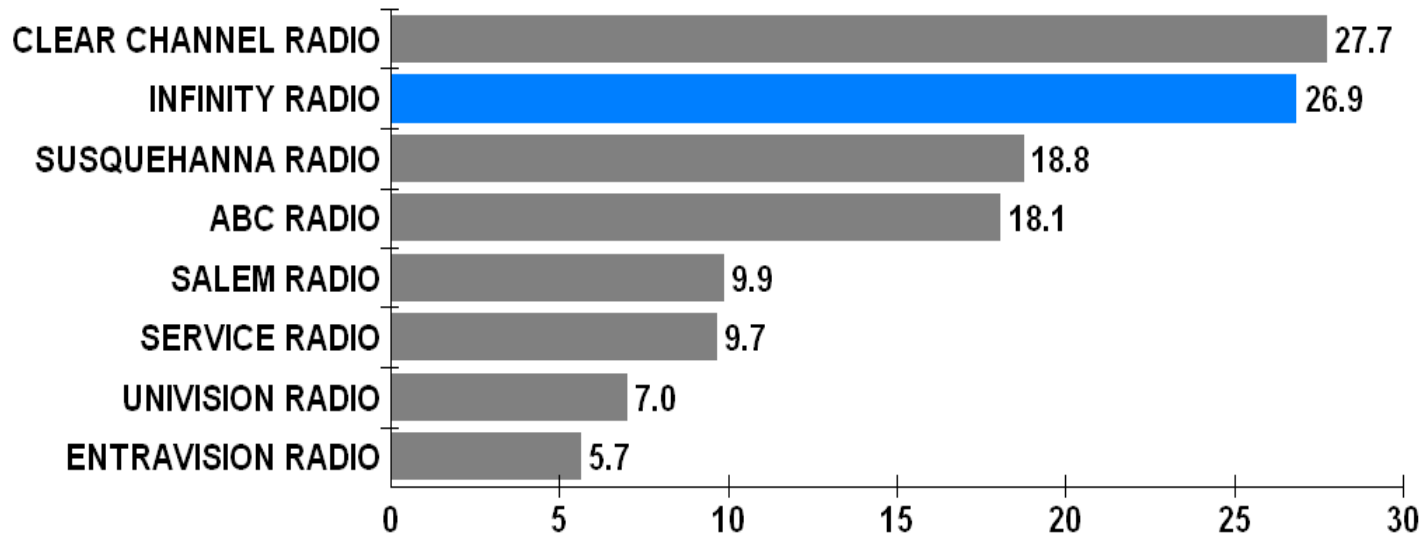
The following brief presentation shows a powerful application of this data.

The Media Audit Research shows...

INFINITY RADIO is a market leader, reaching NEARLY 27% of Dallas/Ft. Worth Market adults each week who are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.

INFINITY reaches nearly 703,000 Adults who are not reached by newspaper!

Not Exposed to Daily Newspaper



INFINITY DALLAS/FT. WORTH

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

INFINITY



INFINITY DALLAS/FT. WORTH

VS.

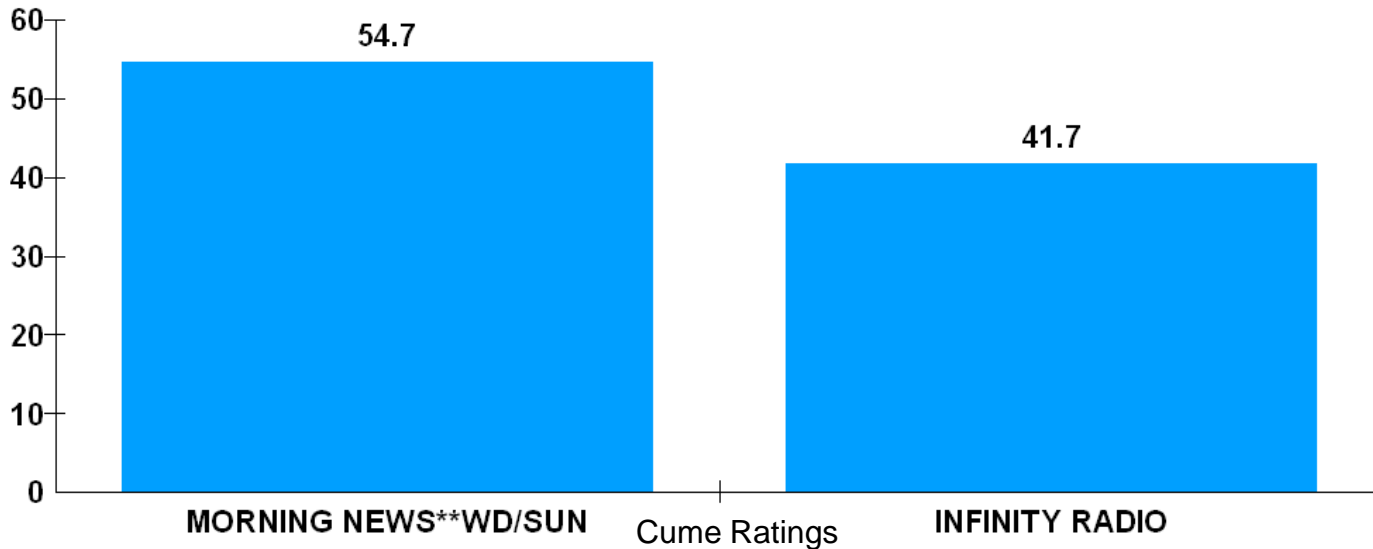
The Dallas Morning News

The Media Audit Research shows...

The Morning News reaches 55% of those Metroplex Market adults planning to purchase a new vehicle this year.

INFINITY reaches 42% of planned new vehicle purchasers.

Plan to Buy New Vehicle Next 12 Months

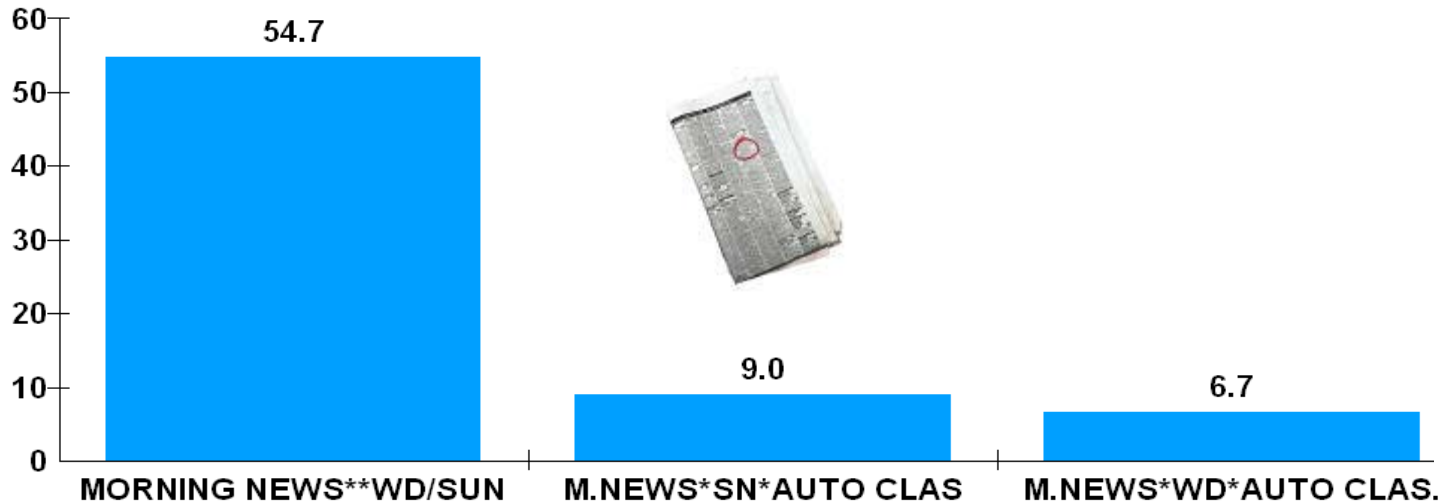


The Media Audit Research shows...

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

While the Morning News does reach 55% of those Metroplex adults planning to purchase a new vehicle, the Sunday auto section only reaches only 9.0% of planned purchasers and the weekday auto section reaches only 6.7%.

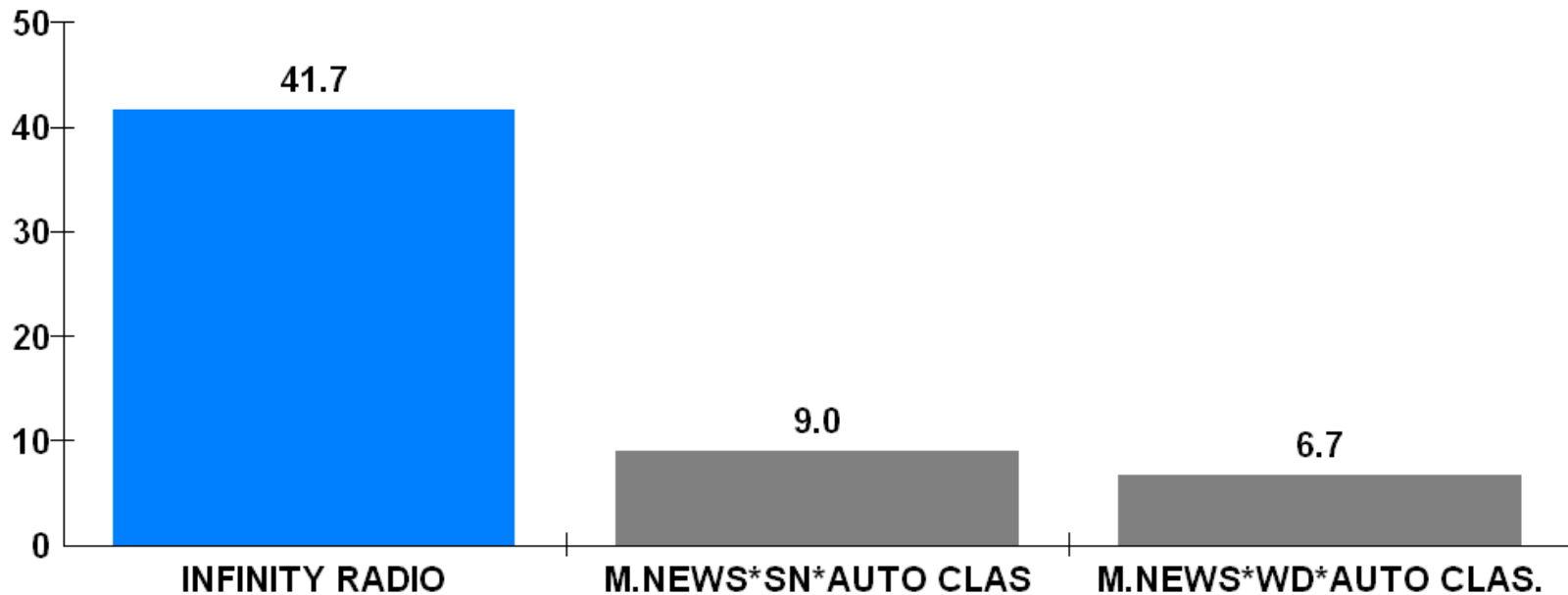
Plan to Purchase New Vehicle Next 12 Months



The Media Audit Research shows...

Comparing potential to potential, INFINITY's nearly 42% reach of planned new vehicle purchasers is nearly 5x the potential reach of the Morning News' auto sections!





Plan to Purchase New Vehicle Next 12 months



Cume Ratings







The Media Audit Research shows...

Together, the Morning News auto sections reach only 9% of Metroplex planned new vehicle purchasers.

THE MEDIA AUDIT				
AD CAMPAIGN PLANNER				
GENERAL BASE = ADULTS AGE 18+				
Report Market:	DALLAS/FT. WORTH, TX			
Report Period:	JUN-AUG 2005			
TARGET:	PLAN BUY--NEW CAR/VAN/TRUCK/SUV			
BASE POPULATION: 4,161,780	% IN TARGET: 9.6%			
MEDIA	CUME PERSONS	CUME RATING	NET CUME REACH	
M.NEWS*SN*AUTO CLAS	36,169	9.0	9.0	
M.NEWS*WD*AUTO CLAS.	26,630	6.7	9.0	
Print	36,169	9.0	9.0	
Total	36,169	9.0	9.0	

The Media Audit Research shows...

Adding INFINITY'S reach of planned new vehicle purchasers to the Morning News auto sections will increase the reach potential of planned new vehicle purchasers by over 5 times to nearly 50%!

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M.NEWS*WD*AUTO CLAS.	26,630	6.7	9.0	
INFINITY RADIO	166,588	41.6	41.6	
Print	36,169	9.0	9.0	
Radio	166,588	41.6	41.6	
Total	193,219	48.3	48.3	

Why

does

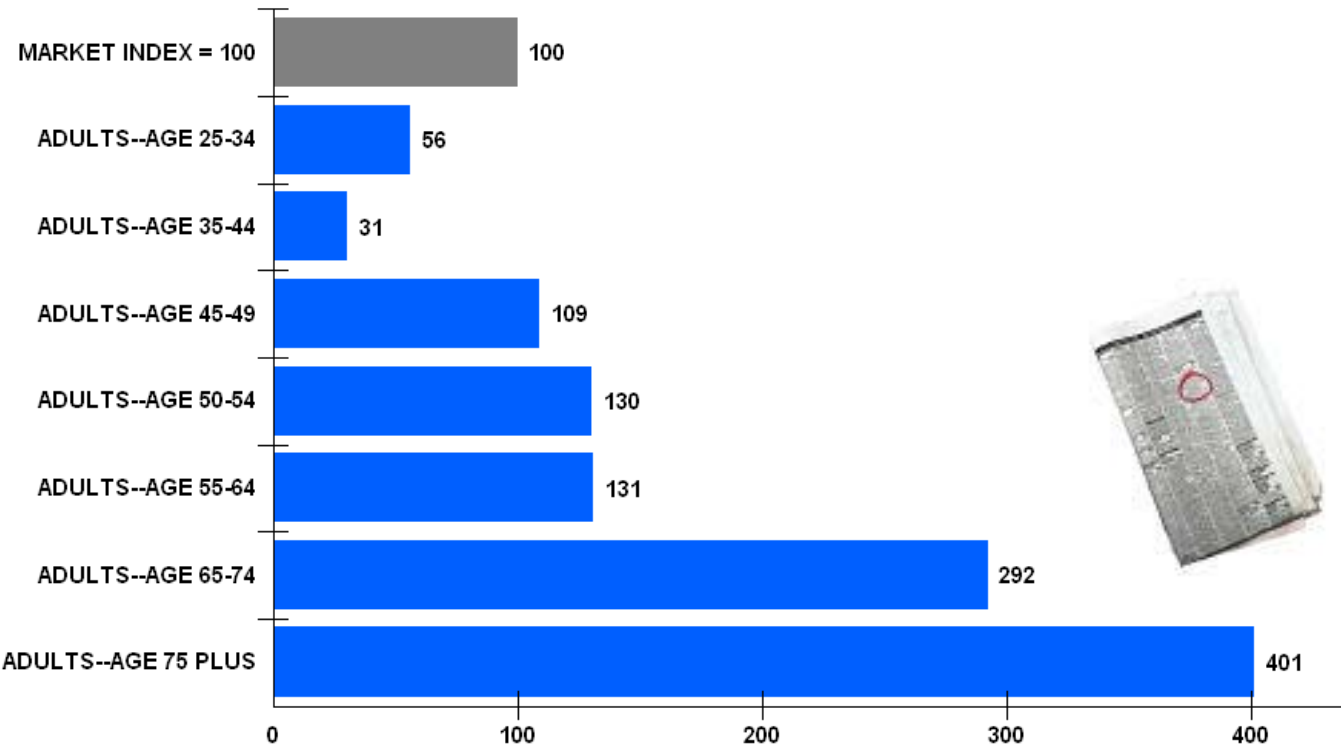
INFINITY DALLAS/FT. WORTH

**add so dramatically to the
reach of newspaper?**

The Media Audit Research shows...

Dallas/Ft. Worth Market adults who are heavily exposed to newspaper are the 50+ Crowd, who have fewer consumer needs and wants, and are very likely already brand loyal.

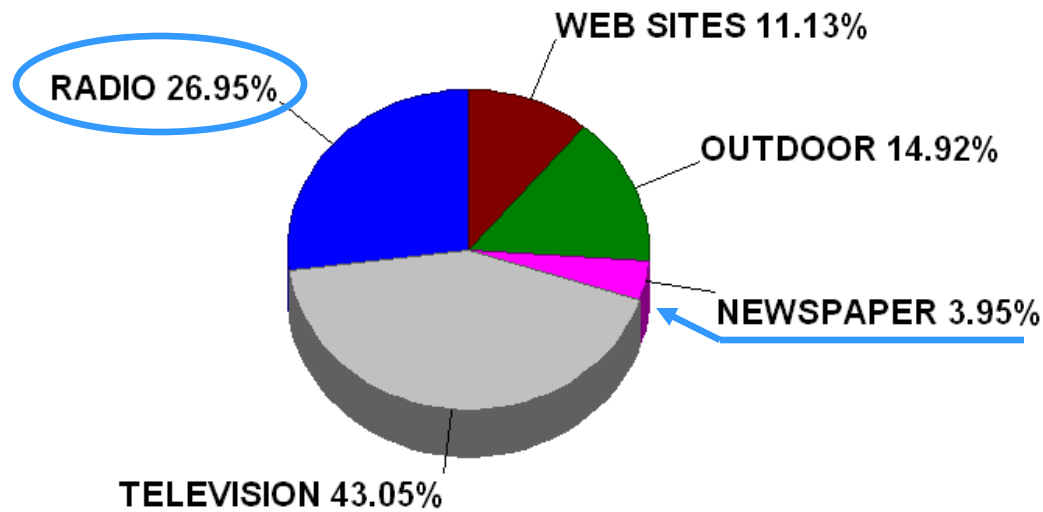
HEAVY NEWSPAPER READERS



The Media Audit Research shows...

New Vehicle Buyers spend nearly **27% of their Media Day with Radio**...compared to less than 4% 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 Dallas/Ft. Worth, 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.