

Winning Newspaper Dollars In the Los Angeles Market



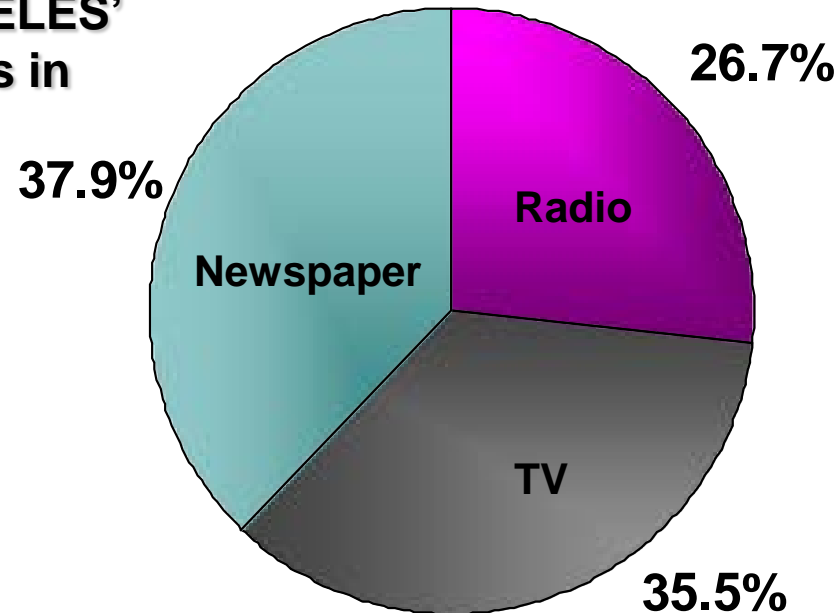
Market Revenue Shares

In a comparison of major media, Los Angeles Market newspapers carve out the lions share at nearly 38%.

Los Angeles Advertising Revenue

This means INFINITY LOS ANGELES' Greatest Revenue Opportunity is in

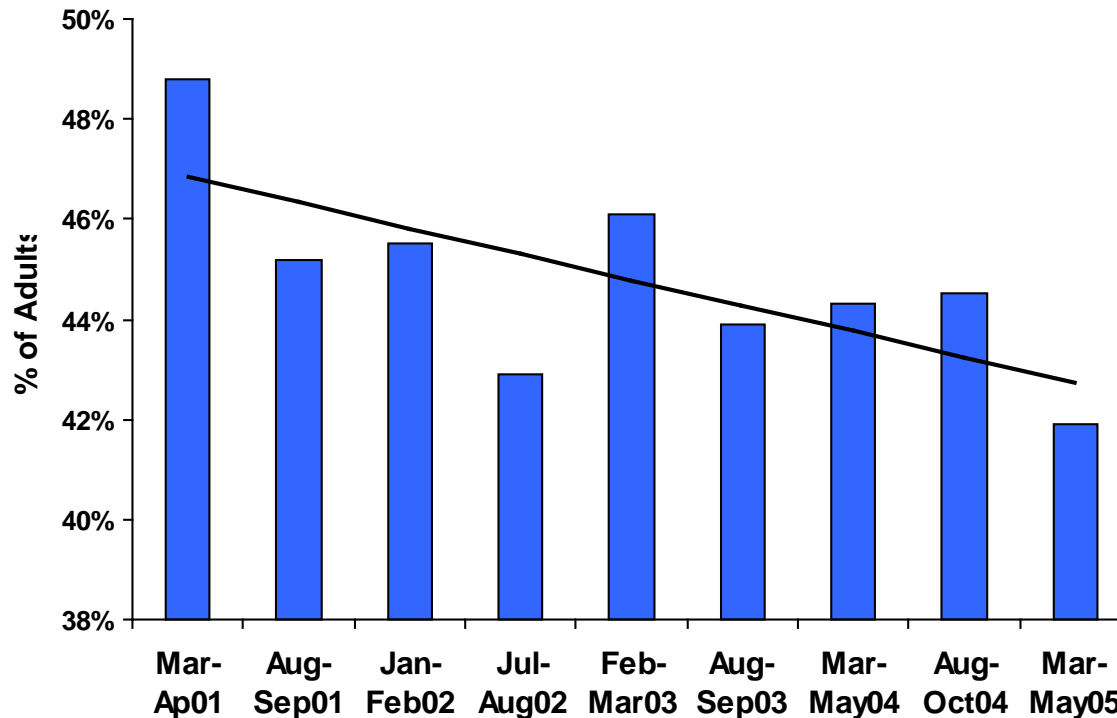
**WINNING
NEWSPAPER
DOLLARS.**



Newspaper Readership in Los Angeles 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.

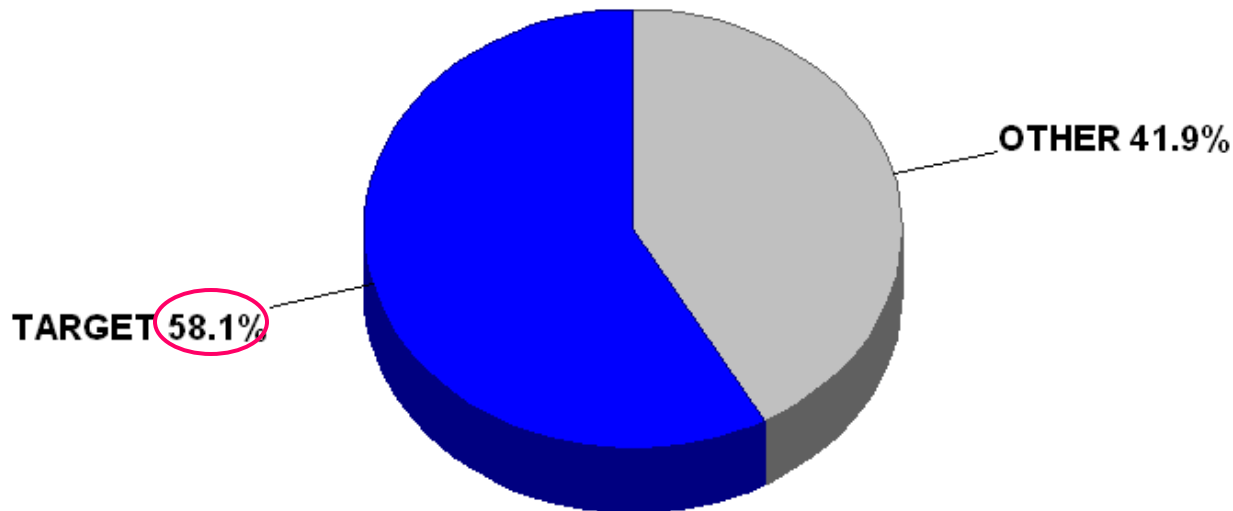


The Media Audit Research shows...

Over 58% of Los Angeles Market Adults are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.

That's 5,568,000 ADULTS!

Target Analysis - Not Exposed to Daily Newspaper Avg. Weekday

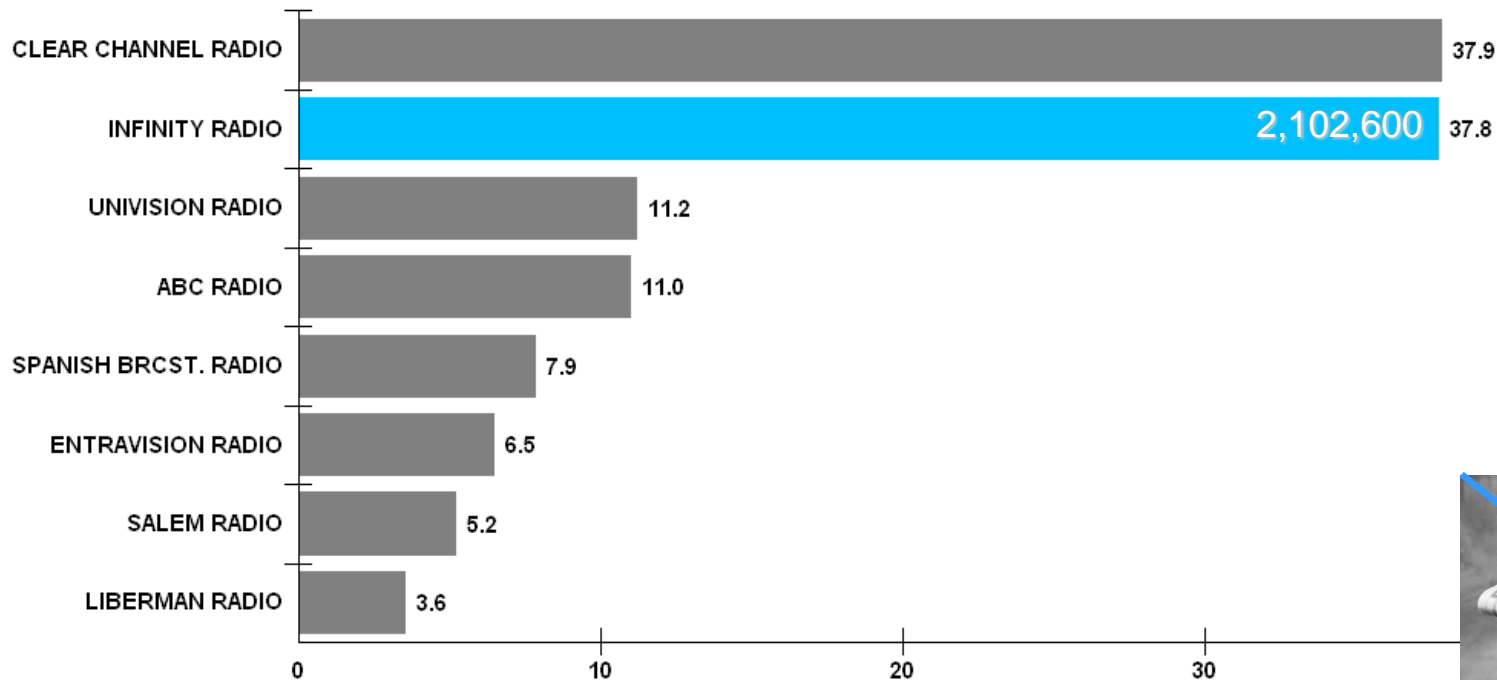


The Media Audit Research shows...

INFINITY RADIO is a market leader, reaching nearly 38% of LA Market adults each week who are **NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.**

INFINITY reaches 2,102,600 Adults who are not reached by newspaper!

NOT EXPOSED TO DAILY NEWSPAPER AVG. WEEKDAY



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 LOS ANGELES

**The Best Way
to Reach the
Los Angeles Market
Auto Purchasers**

INFINITY



INFINITY LOS ANGELES

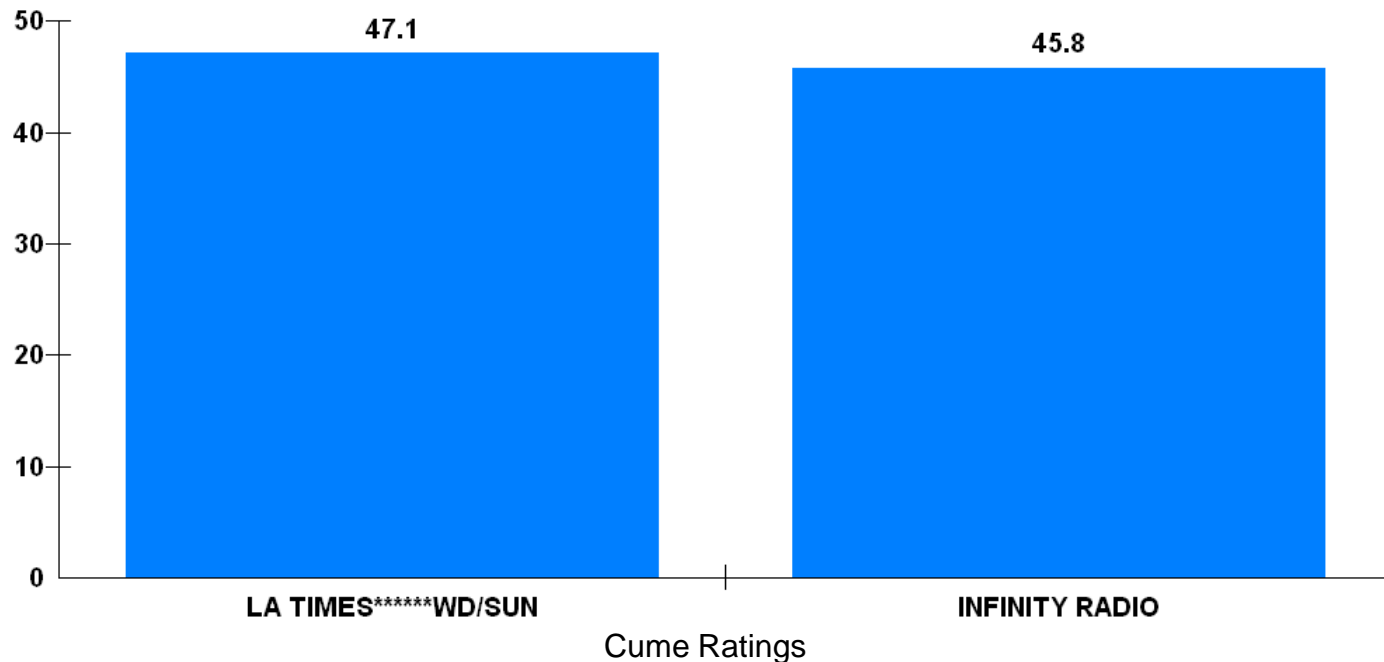
VS.

Los Angeles Times

The Media Audit Research shows...

The LA Times reaches 47% of those LA Market adults planning to purchase a vehicle this year.
INFINITY reaches nearly 46% of planned vehicle purchasers.

PLAN TO BUY A VEHICLE DURING NEXT 12 MONTHS

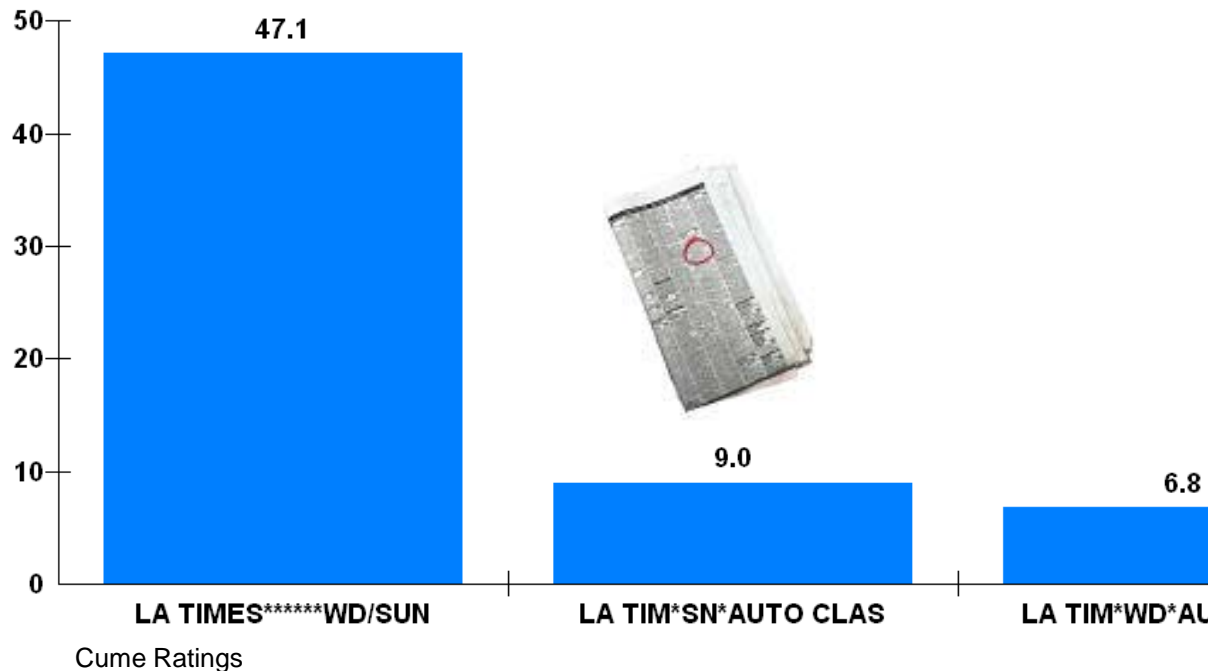


The Media Audit Research shows...

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

While the LA Times does over 47% of those LA adults planning to purchase a vehicle, the Sunday auto section only reaches only 9% of planned purchasers and the weekday auto section reaches only 6.8%.

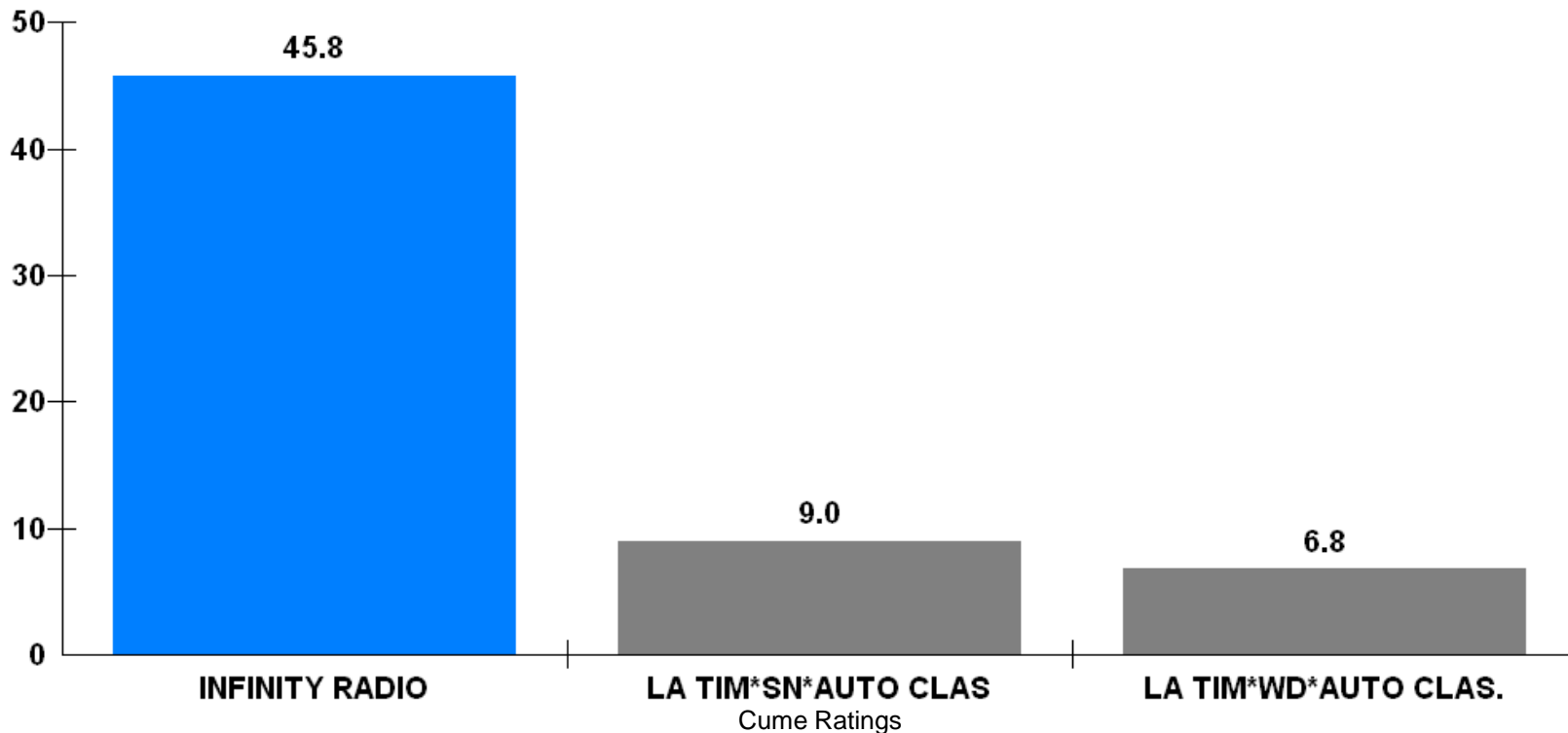
PLAN TO BUY VEHICLE DURING THE NEXT 12 MONTHS



The Media Audit Research shows...

Comparing potential to potential, INFINITY's nearly 46% reach of planned vehicle purchasers is over **5 times** the potential reach of the LA Times' auto sections!

PLAN TO BUY A VEHICLE DURING NEXT 12 MONTHS



The Media Audit Research shows...

Together, the LA Times auto sections reach slightly more than 15% of LA planned vehicle purchasers.

THE MEDIA AUDIT AD CAMPAIGN PLANNER ADULTS			
Report Market:	LOS ANGELES, CA		
Report Period:	MAR-MAY 2005		
TARGET:	PLAN BUY--CAR/VAN/TRUCK/SUV		
BASE POPULATION: 9,579,500	% IN TARGET: 15.4%		
MEDIA	CUME PERSONS	CUME RATING	NET CUME REACH
LA TIM*SN*AUTO CLAS	157,900	9.0	9.0
LA TIM*WD*AUTO CLAS.	119,400	6.8	15.1
Print	277,300	16	15.1
Total Net Cume Reach	277,300	16	15.1

The Media Audit Research shows...

Adding INFINITY'S reach of planned vehicle purchasers to the LA Times auto sections

will increase the reach potential of planned new vehicle purchasers by 3 times...to **54%**.

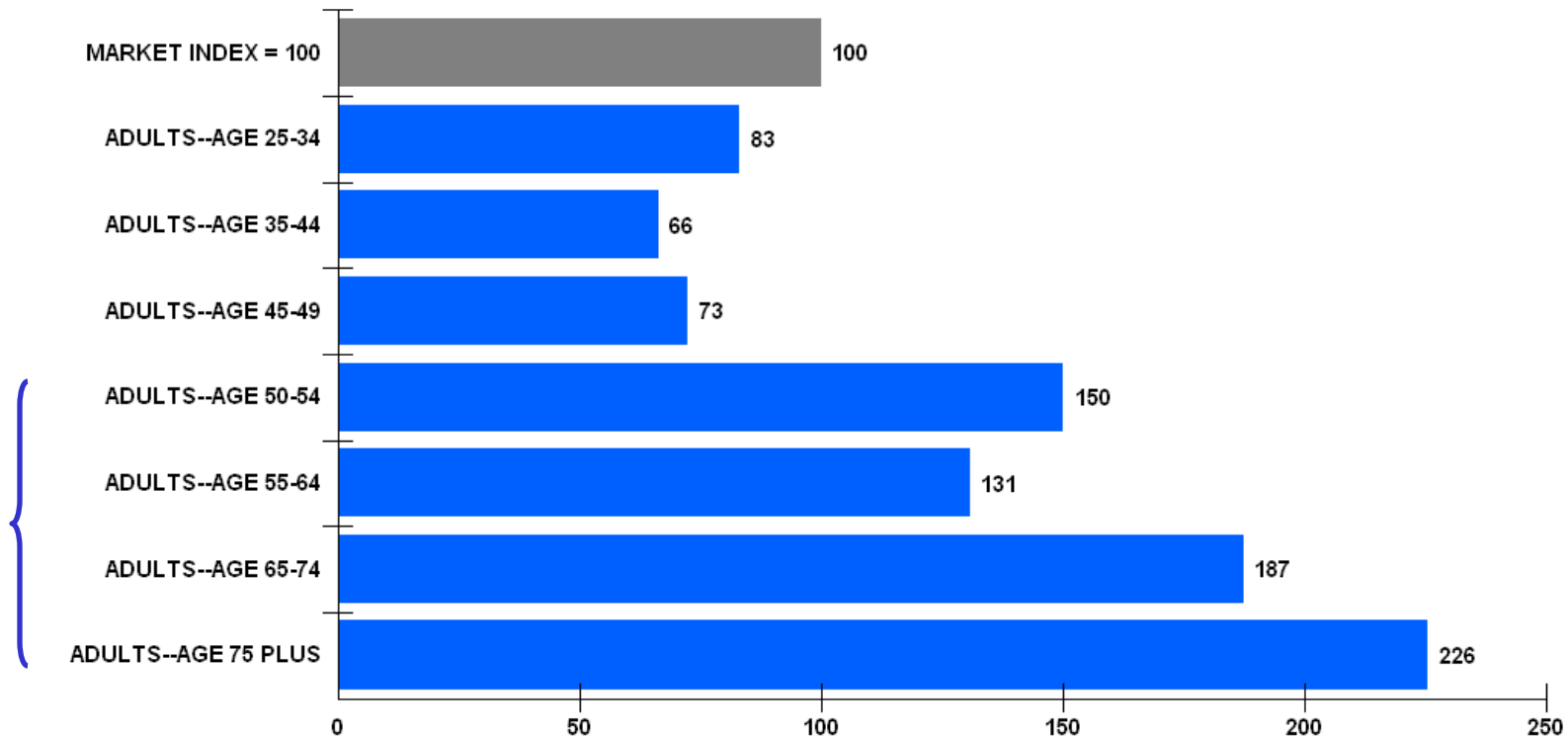
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Report Market:	LOS ANGELES, CA		
Report Period:	MAR-MAY 2005		
TARGET:	PLAN BUY--CAR/VAN/TRUCK/SUV		
BASE POPULATION: 9,579,500	% IN TARGET: 18.4%		
MEDIA	CUME PERSONS	CUME RATING	NET CUME REACH
LA TIM*SN*AUTO CLAS	157,900	9.0	9.0
LA TIM*WD*AUTO CLAS.	119,400	6.8	15.1
INFINITY RADIO	806,700	45.8	45.8
Radio	806,700	46	45.8
Print	277,300	16	15.1
Total Net Cume Reach	1,084,000	62	54.0

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

The Media Audit Research shows...

Los Angeles 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.

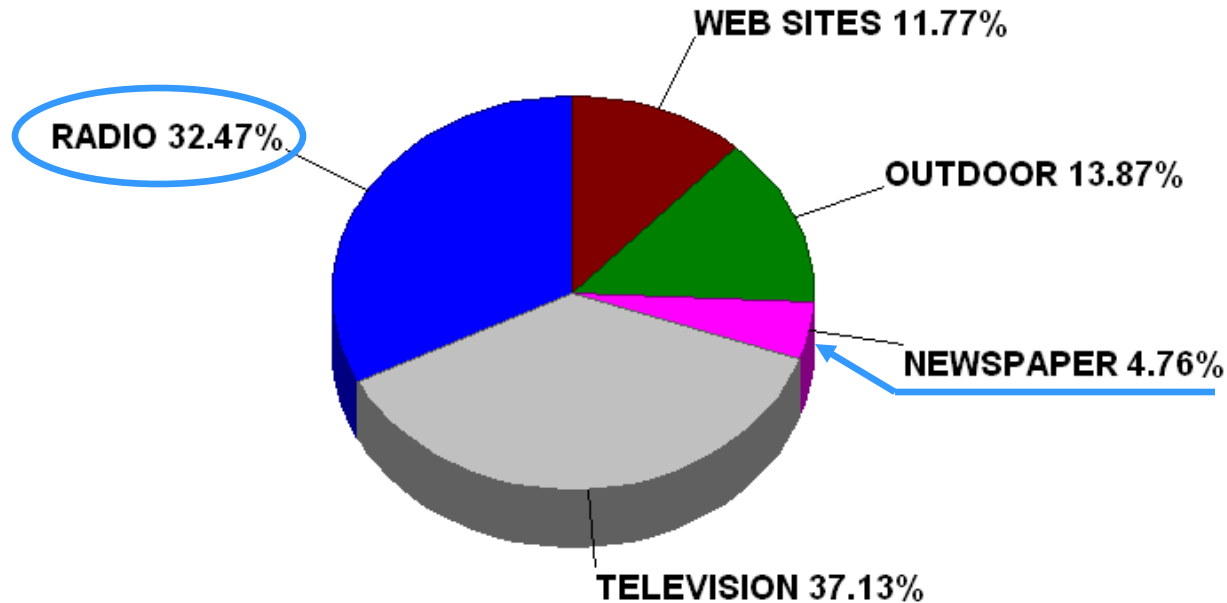
HEAVY NEWSPAPER READERS



The Media Audit Research shows...

L.A. Vehicle Buyers spend over **32% 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 OF VEHICLE PURCHASERS



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 Los Angeles Times, 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.