



# Taking Newspaper Dollars In the Greensboro Market

## **The Media Audit**

Greensboro-Winston Salem-High Point Dec '03-Jan '04

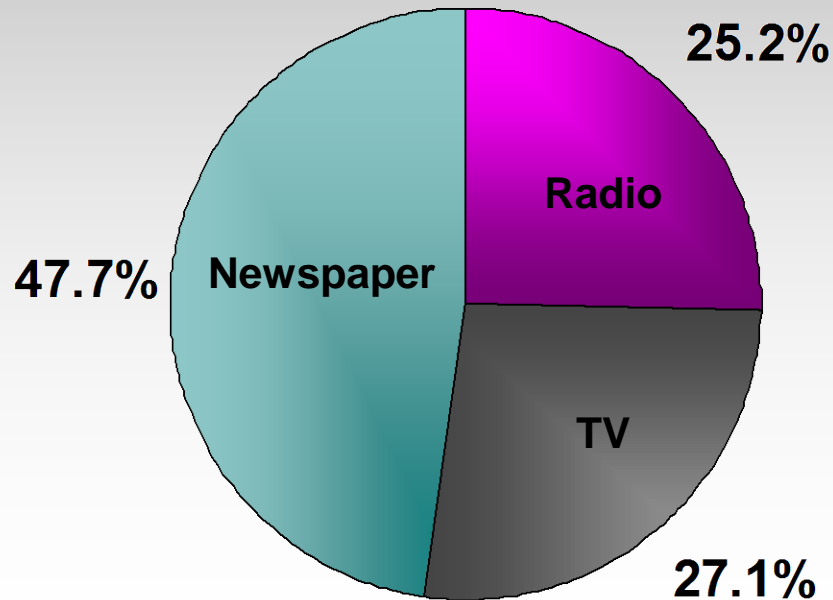
# Market Revenue Shares

In a comparison of major media (radio, TV, newspaper) Greensboro Market newspapers carve out the lions share at nearly 48%.

This means ENTERCOM GREENSBORO's Greatest Revenue Opportunity is in

**TAKING  
NEWSPAPER  
DOLLARS.**

## Greensboro Advertising Revenue



# INTRODUCTION

## THE MEDIA AUDIT

is uniquely suited to help ENTERCOM 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.

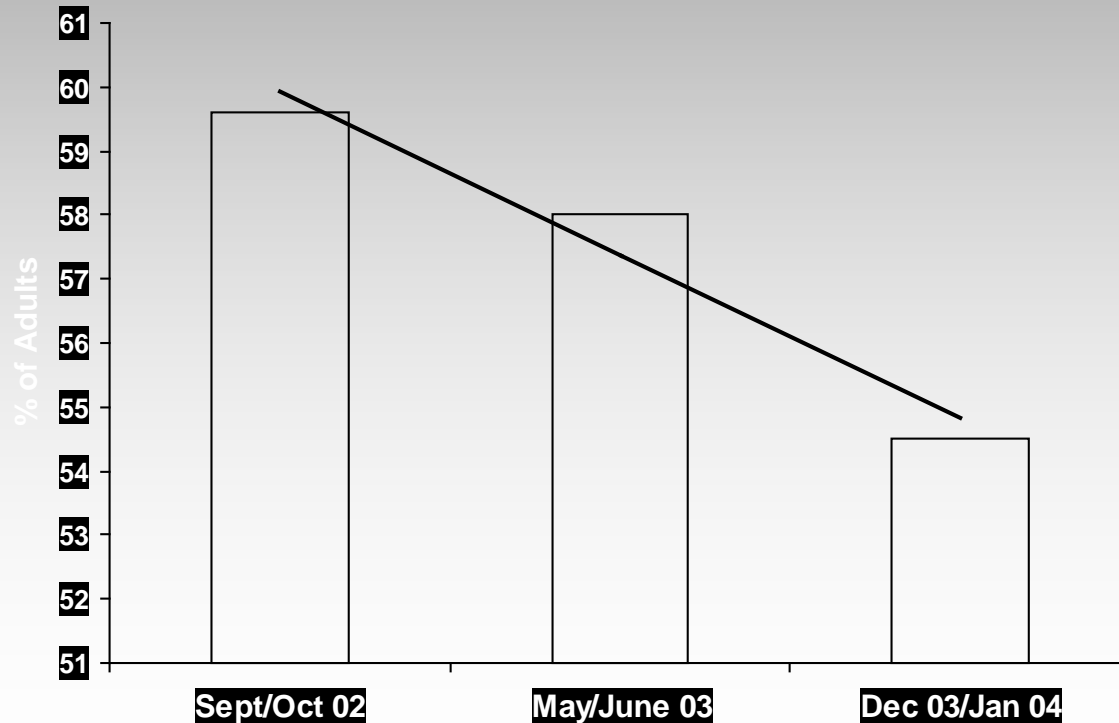
## *ENTERCOM GREENSBORO*

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

## Newspaper Readership in Greensboro is on the decline.

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

Unique to **The Media Audit** is the ability to trend every six months based on a snapshot of the market taken twice each year. This enables you to quickly take advantage of market changes.

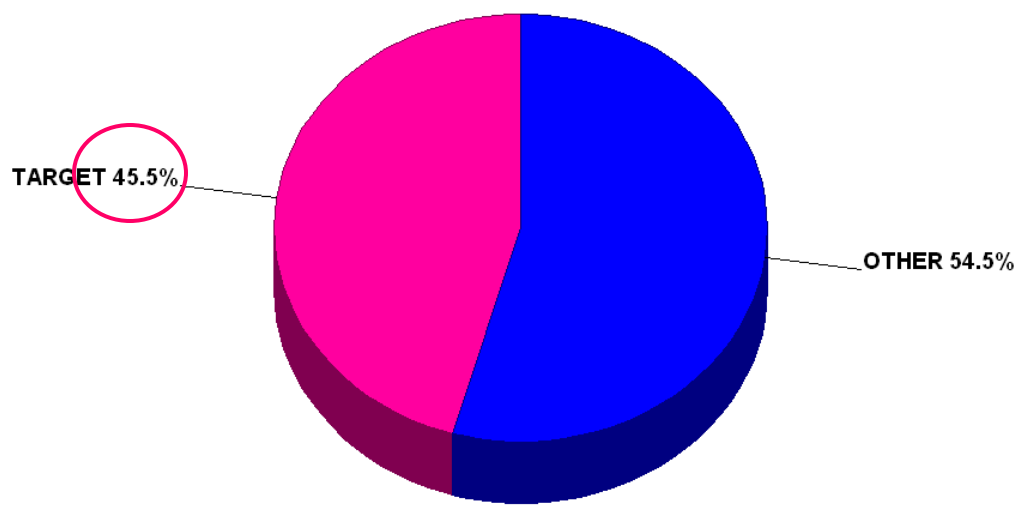


# The Media Audit Research shows...

Nearly One-Half of Greensboro Market Adults are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.

That's 447,700 ADULTS!

Target Analysis - Not Exposed to Daily Newspaper Avg. Weekday

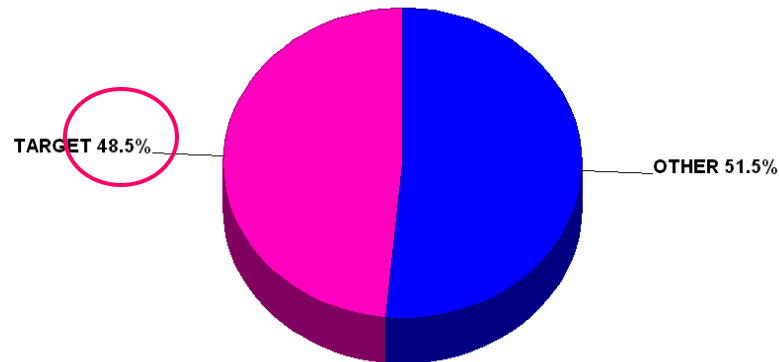


## The Media Audit Research shows...

Nearly HALF of ENTERCOM listeners are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.

ENTERCOM reaches nearly 183,200 Adults who are not reached by newspaper!

48.5% OF ENTERCOM LISTENERS ARE NOT EXPOSED TO NEWSPAPER ON AVERAGE WEEKDAY



ENTERCOM LISTENERS ADULTS 18+

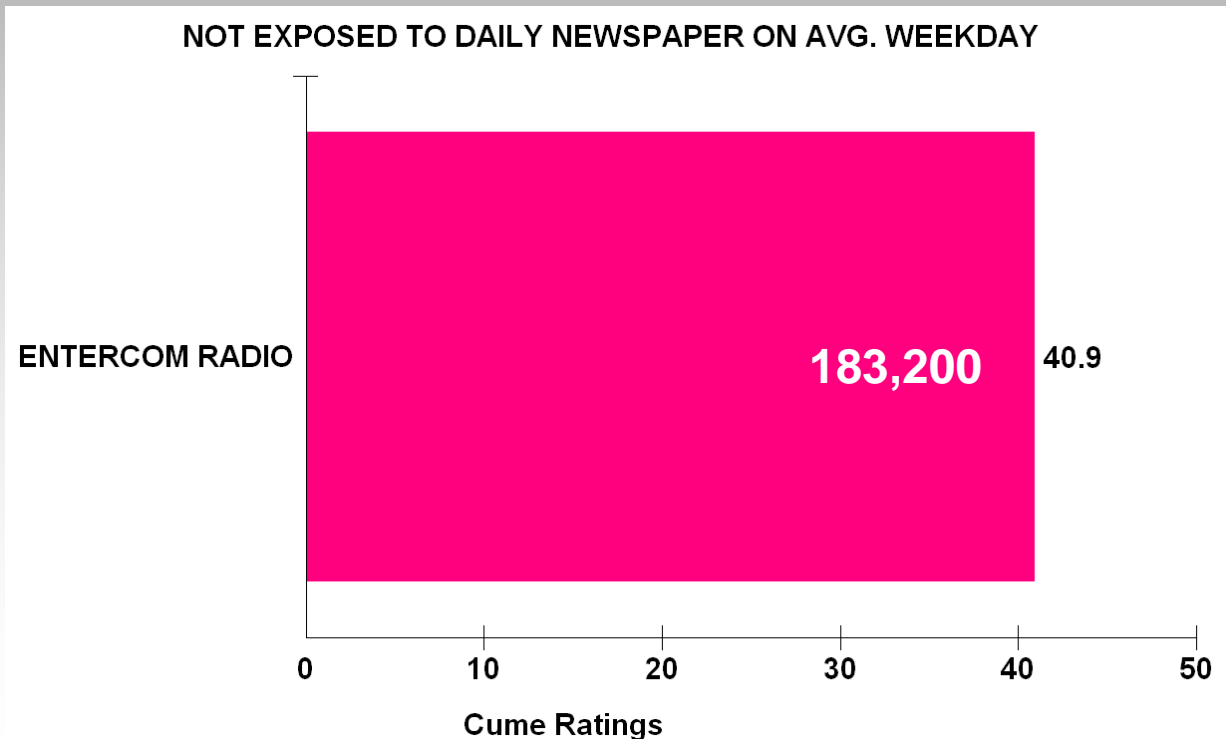
The Media Audit Greensboro, NC Dec 03-Jan 04



## The Media Audit Research shows...

ENTERCOM RADIO is the leader, reaching nearly 41% of Greensboro Market adults each week who are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.

ENTERCOM reaches nearly 183,200 Adults who are not reached by newspaper!



# INTRODUCTION

## THE MEDIA AUDIT

is uniquely suited to help *ENTERCOM* 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.

## *ENTERCOM BUFFALO*

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

# ***ENTERCOM GREENSBORO***

**VS.**



***ENTERCOM GREENSBORO***

**VS.**

**WINSTON-SALEM JOURNAL**

***ENTERCOM GREENSBORO***

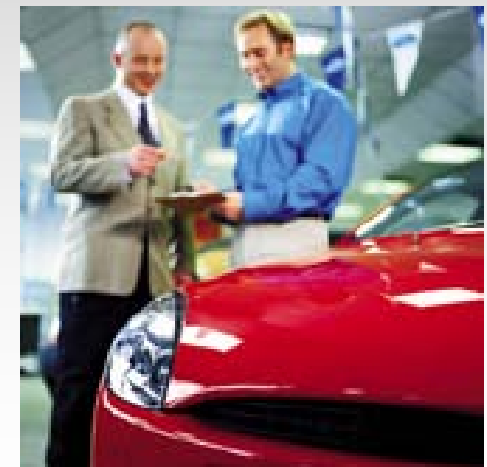
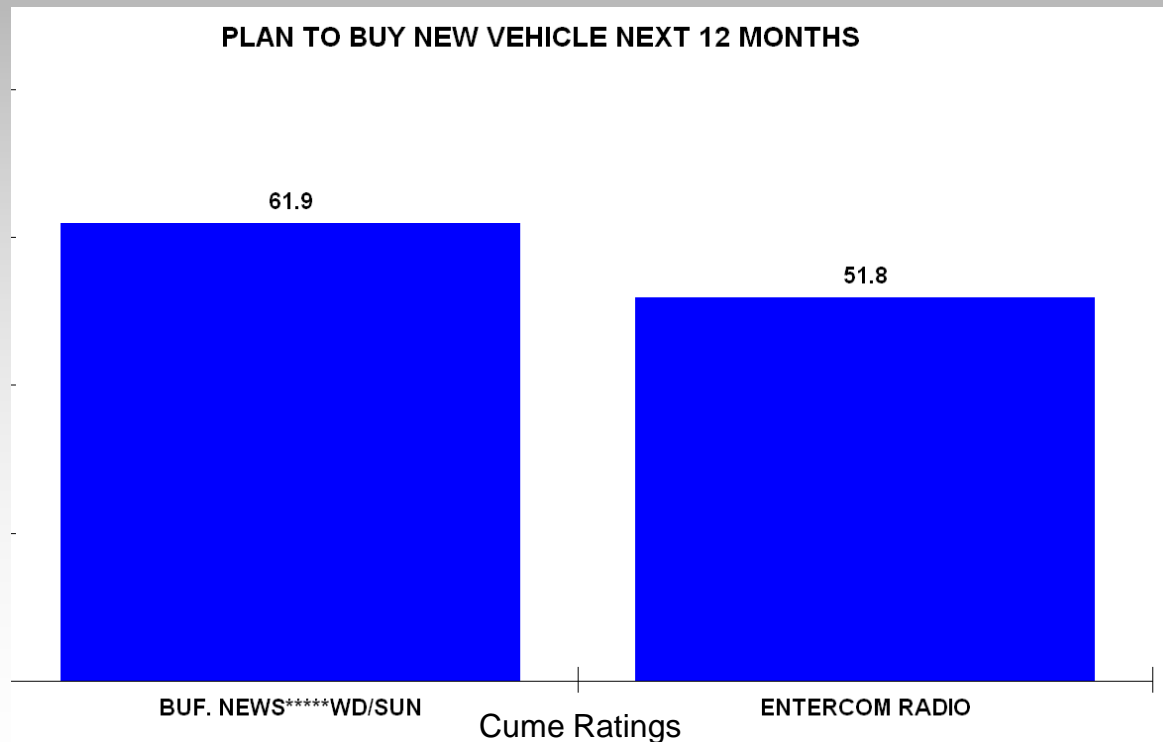
**VS.**

**High Point Enterprise**

## The Media Audit Research shows...

The Buffalo News reaches nearly 62% of those Buffalo Market adults planning to purchase a new vehicle this year.

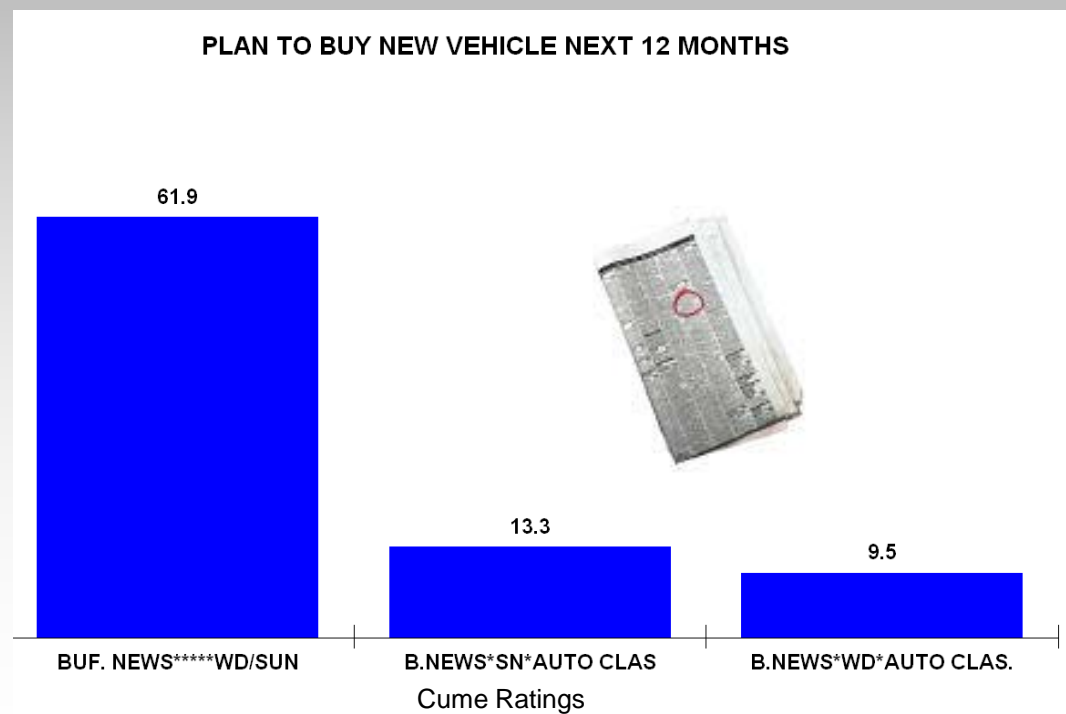
ENTERCOM reaches nearly 52% of planned new vehicle purchasers.



# The Media Audit Research shows...

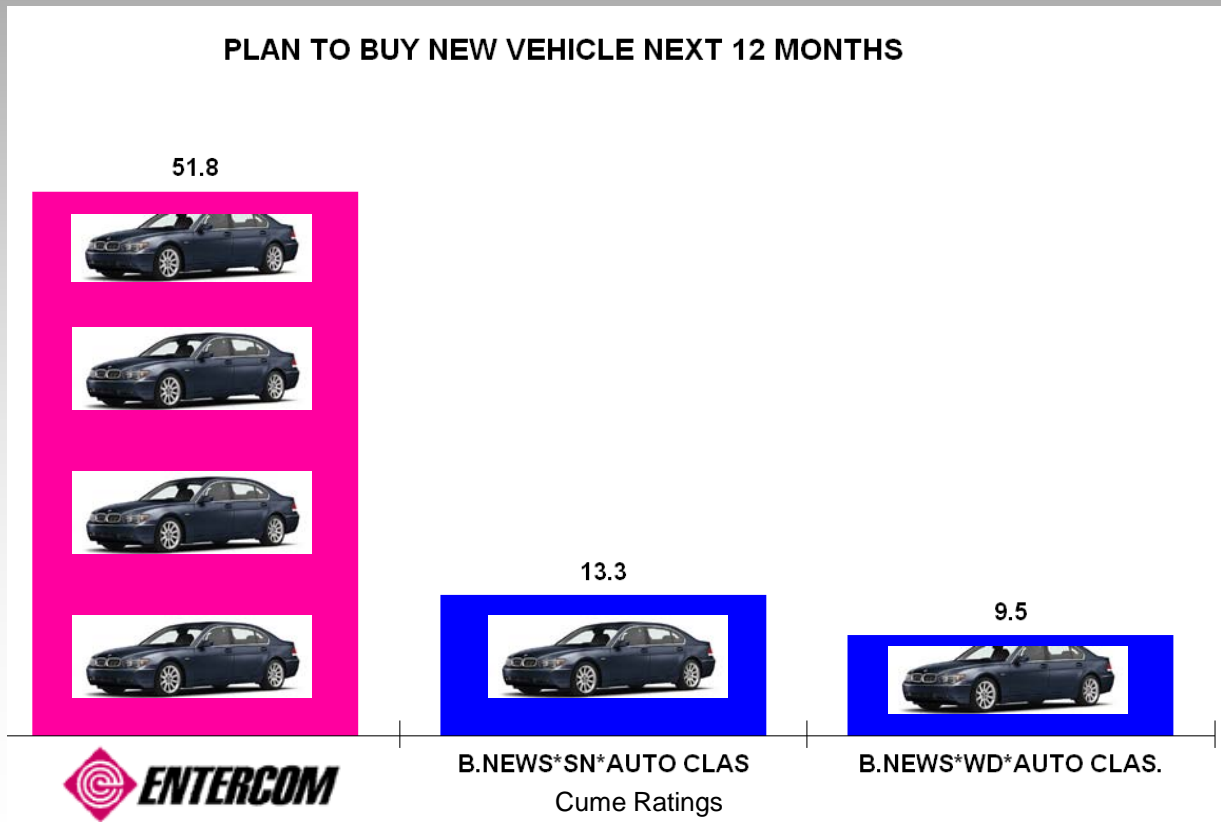
People read specific sections of the newspaper that are of interest to them. Few read the newspaper cover to cover.

While the Buffalo News does reach nearly 62% of those Buffalo adults planning to purchase a new vehicle, the Sunday auto section only reaches about 13% of planned purchasers and the weekday auto section reaches less than 10%.



# The Media Audit Research shows...

Comparing potential to potential, **ENTERCOM's** 52% reach of planned new vehicle purchasers is nearly **400%** the potential reach of the Buffalo News auto sections!



# The Media Audit Research shows...

Together, the Buffalo News auto sections reach less than 22% of Buffalo planned new vehicle purchasers.

<b>Report:</b>	<b>AD CAMPAIGN PLANNING REPORT</b>	<b>ADULTS AGE 18 +</b>	
<b>Target:</b>	<b>PLAN BUY--NEW CAR/VAN/TRUCK/SPORT UTILITY</b>		
<b>Market:</b>	<b>BUFFALO, NY for NOV-DEC 2003</b>		
	<b>CUME PERSONS</b>	<b>CUME RATING</b>	<b>NET CUME REACH</b>
<b>MEDIA TYPE</b>			<b>0%</b>
B.NEWS*SN*AUTO CLAS	9,100	13.3	13.3
B.NEWS*WD*AUTO CLAS.	6,500	9.5	21.5
<b>MEDIA SUMMARY</b>			
PRINT MEDIA	15,600	23	21.5
TOTAL	15,600	23	21.5

## The Media Audit Research shows...

Adding **ENTERCOM'S** reach of planned new vehicle purchasers to the Buffalo News auto sections will nearly TRIPLE the reach potential of planned new vehicle purchasers to over 62%.

<b>Report:</b>	<b>AD CAMPAIGN PLANNING REPORT</b>	<b>ADULTS AGE 18 +</b>	
<b>Target:</b>	<b>PLAN BUY--NEW CAR/VAN/TRUCK/SPORT UTILITY</b>		
<b>Market:</b>	<b>BUFFALO, NY for NOV-DEC 2003</b>		
	<b>CUME PERSONS</b>	<b>CUME RATING</b>	<b>NET CUME REACH</b>
<b>MEDIA TYPE</b>			
ENTERCOM RADIO	35,500	51.8	51.8
B.NEWS*SN*AUTO CLAS	9,100	13.3	13.3
B.NEWS*WD*AUTO CLAS.	6,500	9.5	21.5
<b>MEDIA SUMMARY</b>			
RADIO	35,500	52	51.8
PRINT MEDIA	15,600	23	21.5
<b>TOTAL</b>	<b>51,100</b>	<b>75</b>	<b>62.2</b>

Why

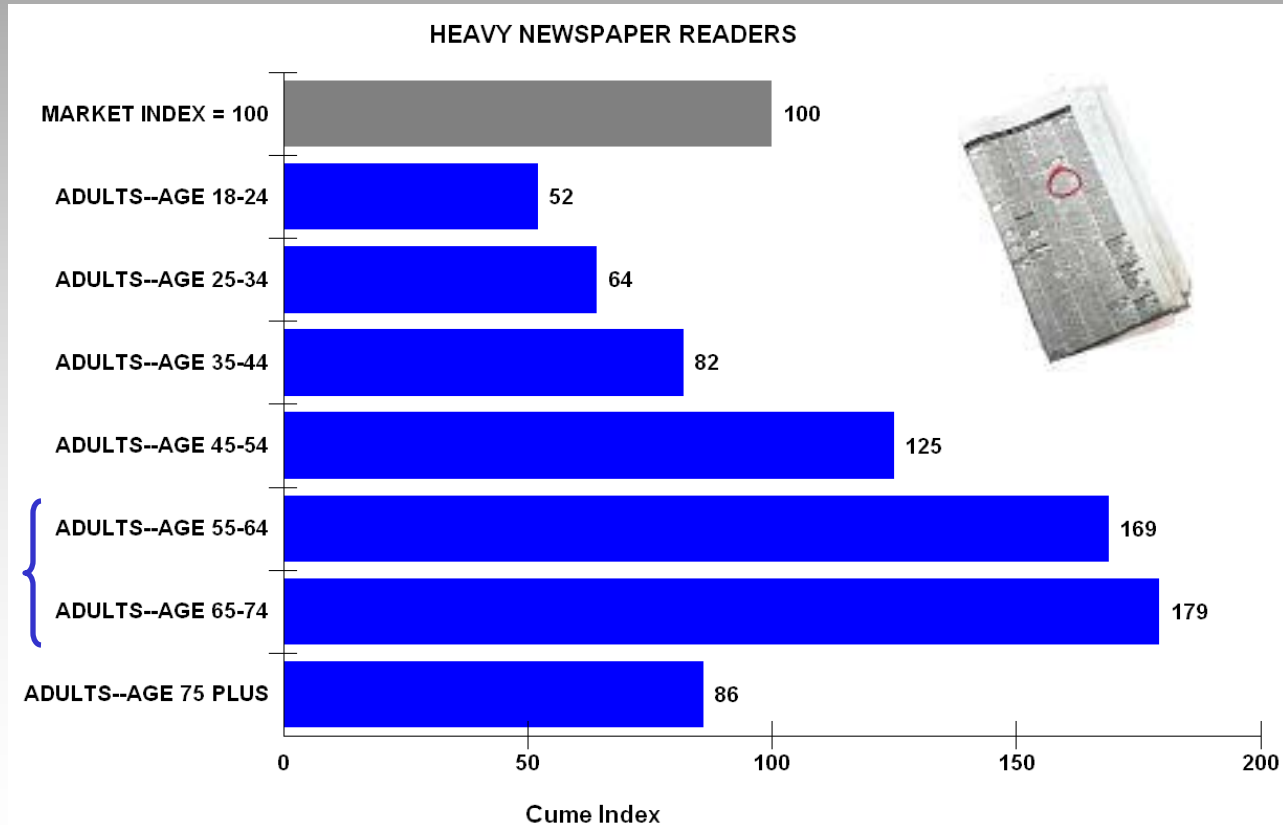
does

***ENTERCOM BUFFALO***

add so dramatically to the reach of newspaper?

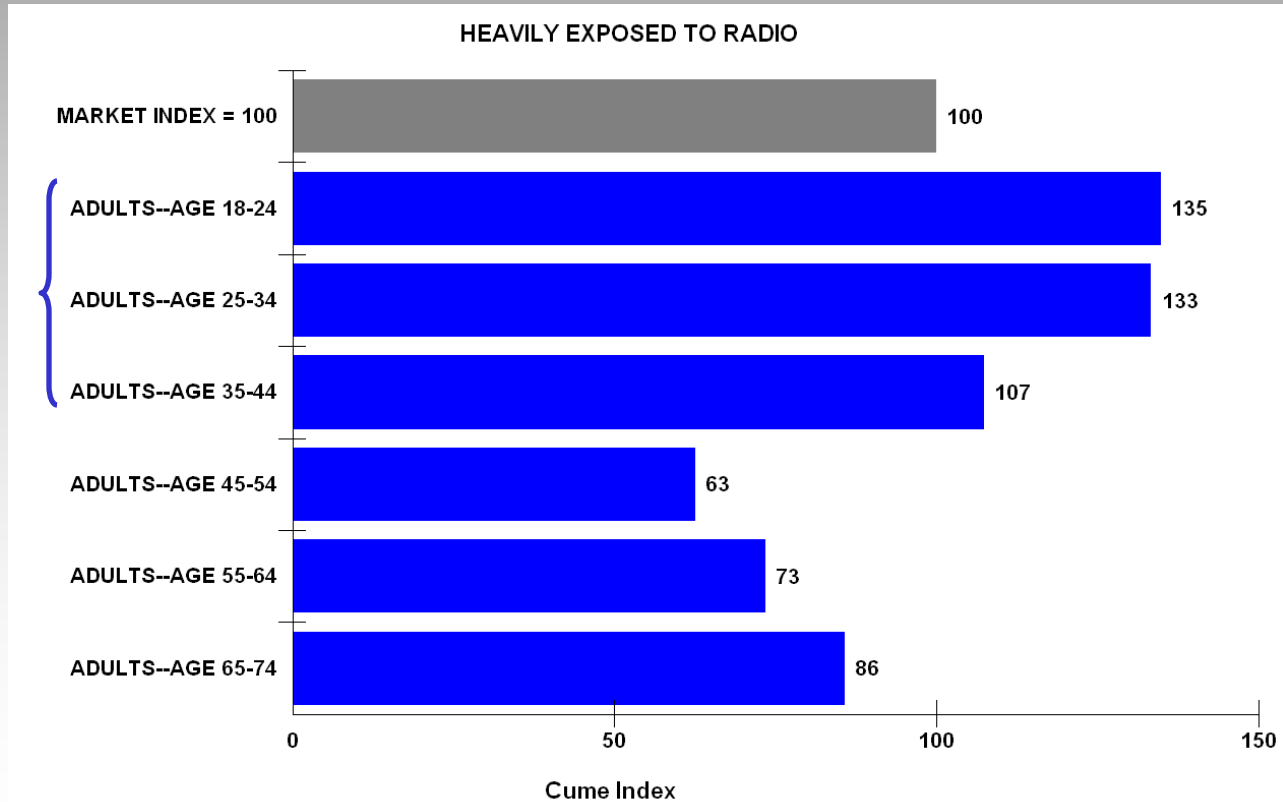
## The Media Audit Research shows...

Buffalo Market adults who are heavily exposed to newspaper are the 55-74 Crowd, who have fewer consumer needs and wants, and are very likely already brand loyal.



## The Media Audit Research shows...

Heavy Radio Listeners in Buffalo are younger and in the prime years of consumption. They lead active lifestyles, and depend on radio for information and entertainment.



## Auto Sections Exclusive to The Media Audit

**THE MEDIA AUDIT** offers *ENTERCOM* a unique opportunity to be more effective in going after the substantial automotive dollars in the Buffalo News, 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 *ENTERCOM* a level playing field to pursue the lucrative auto ad market.

With some minor modifications *ENTERCOM BUFFALO* can use this presentation with its auto dealers.