

Winning Newspaper Dollars In the Philadelphia Market



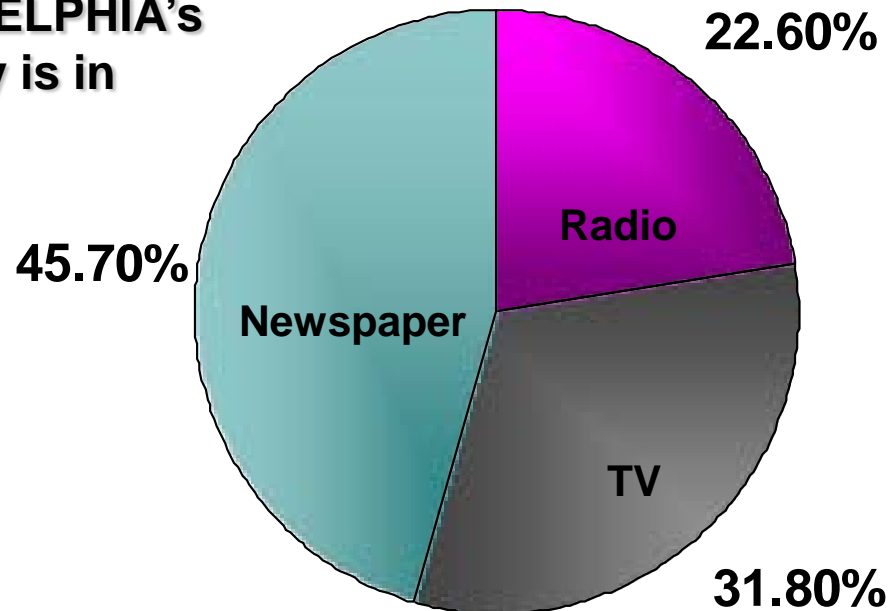
Market Revenue Shares

In a comparison of major media, Philadelphia Market newspapers carve out the lions share at nearly 46%.

Philadelphia Advertising Revenue

This means INFINITY PHILADELPHIA's
Greatest Revenue Opportunity is in

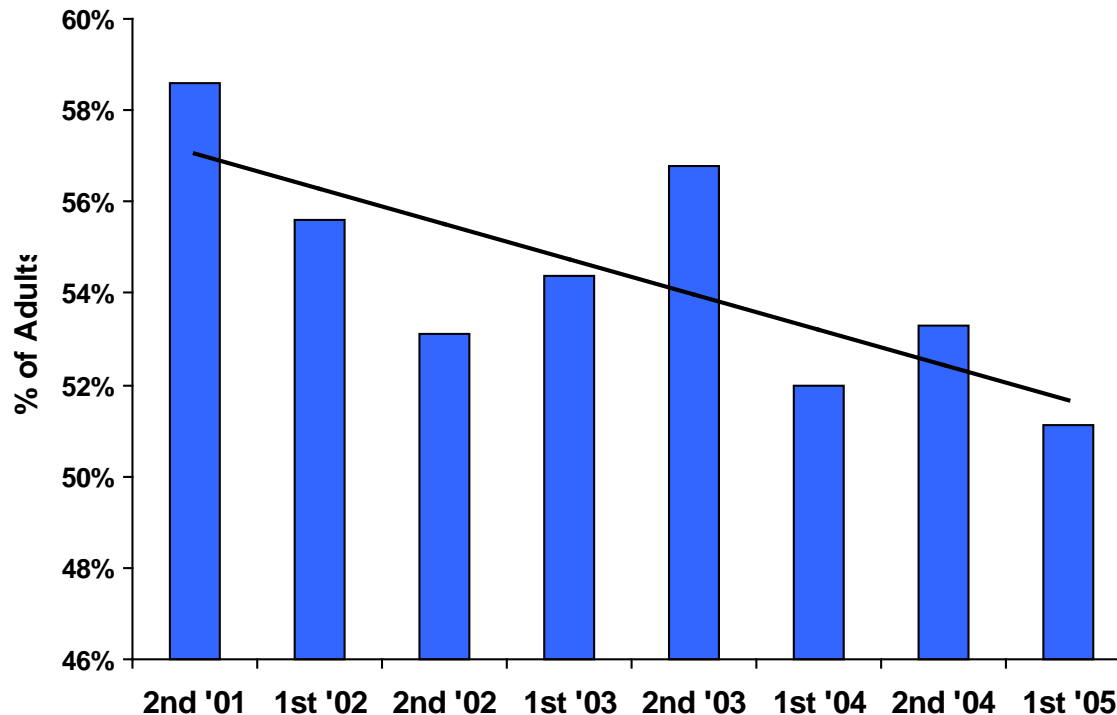
**WINNING
NEWSPAPER
DOLLARS.**



Newspaper Readership in Philadelphia 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.

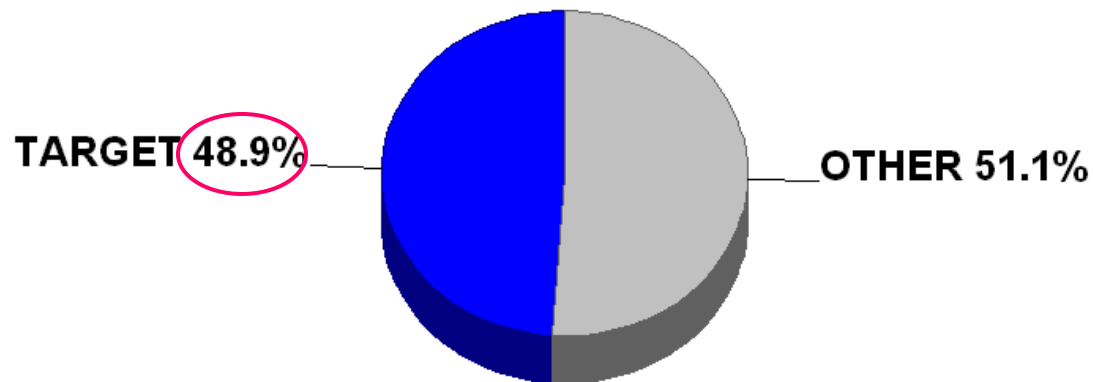


The Media Audit Research shows...

Nearly 49% of Philadelphia Market Adults are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.

That's 1, 903,400 ADULTS!

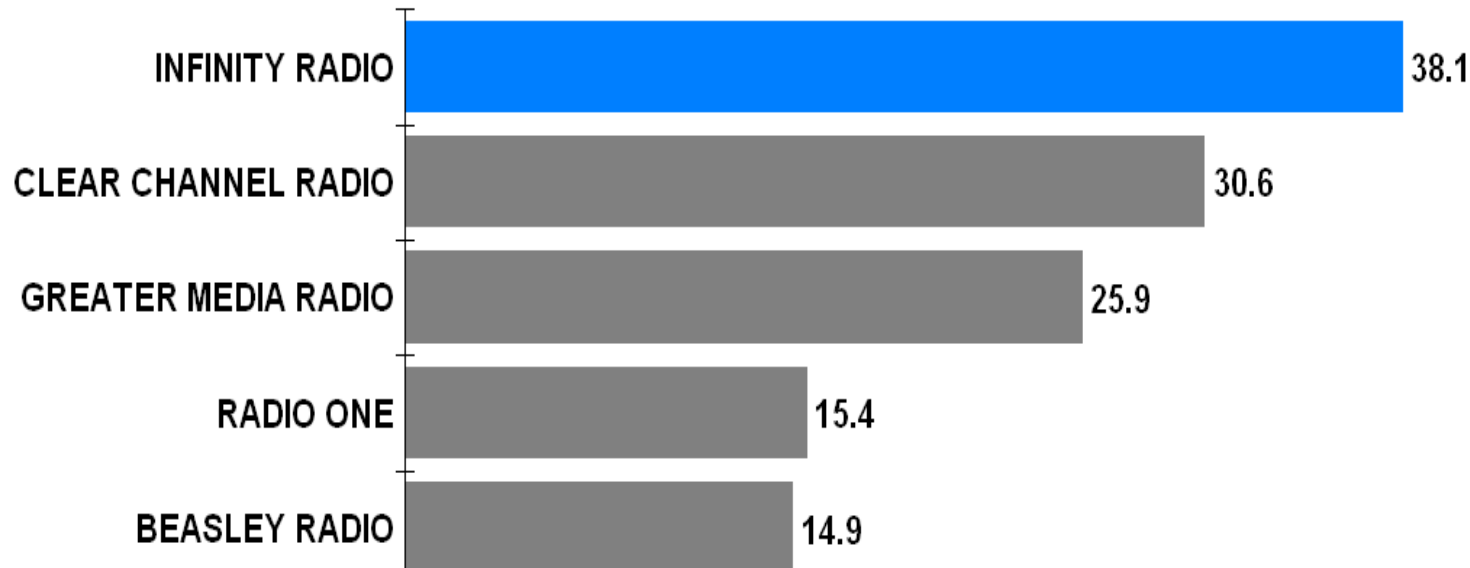
Target Analysis - Not Exposed to Daily Newspaper



The Media Audit Research shows...

INFINITY RADIO is the leader, reaching OVER 38% of Philadelphia Market adults each week who are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.

INFINITY reaches nearly 725,900 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 PHILADELPHIA

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

INFINITY PHILADELPHIA

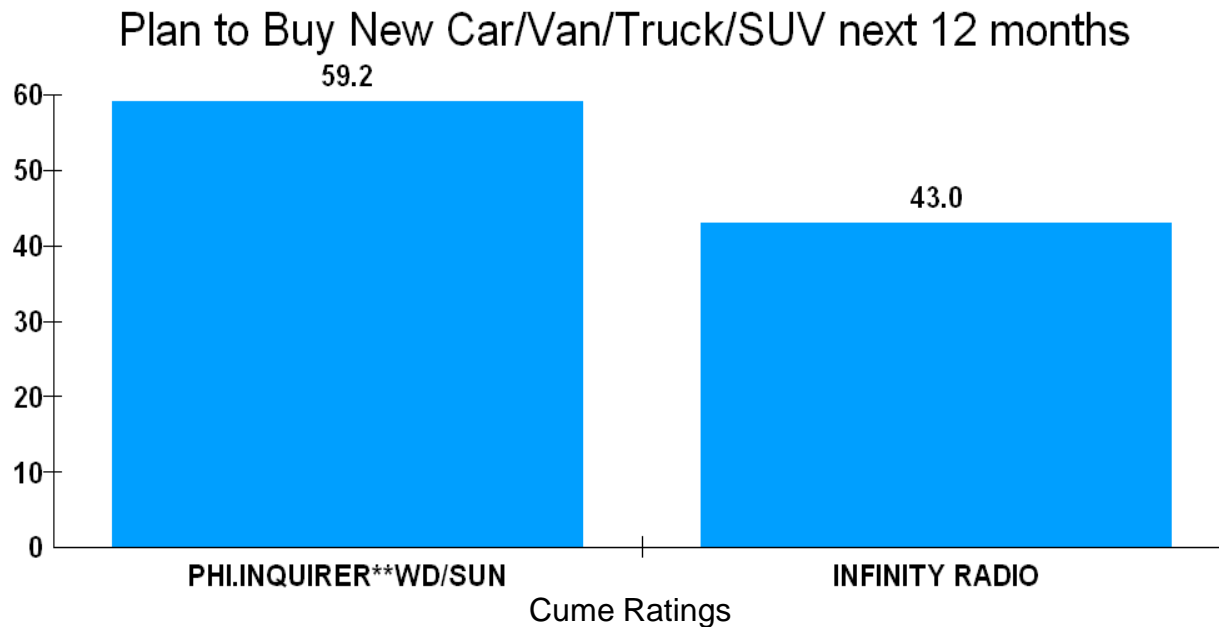
VS.

The Philadelphia Inquirer

The Media Audit Research shows...

The Inquirer reaches nearly 60% of those Philadelphia Market adults planning to purchase a new vehicle this year.

INFINITY reaches 43% of planned new vehicle purchasers.

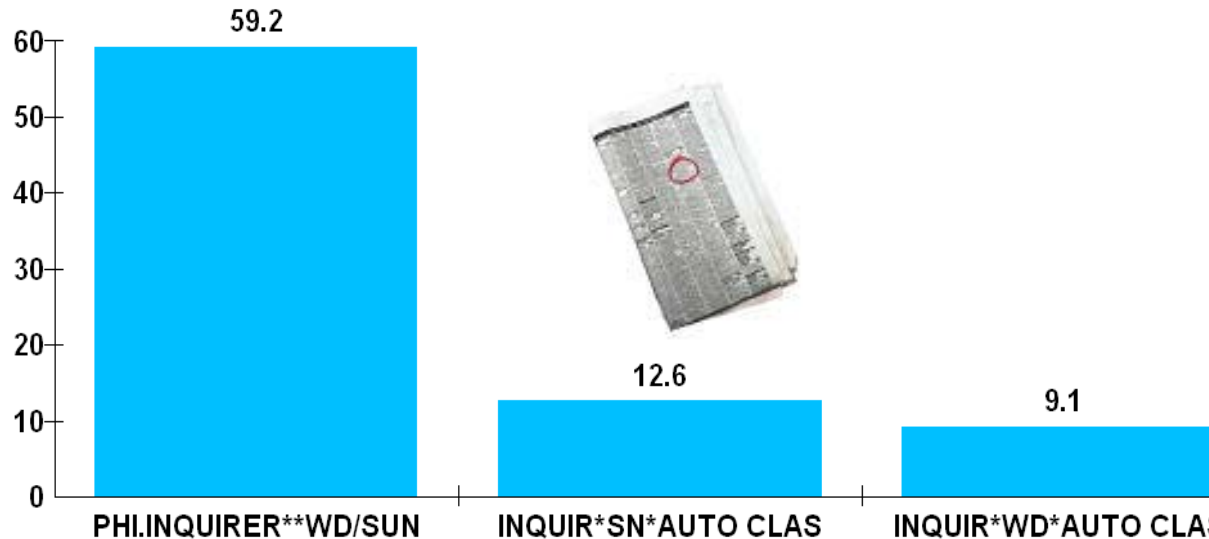


The Media Audit Research shows...

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

While the Inquirer does reach nearly 60% of those Philadelphia adults planning to purchase a new vehicle, the Sunday auto section only reaches only 12.6% of planned purchasers and the weekday auto section reaches only 9.1%.

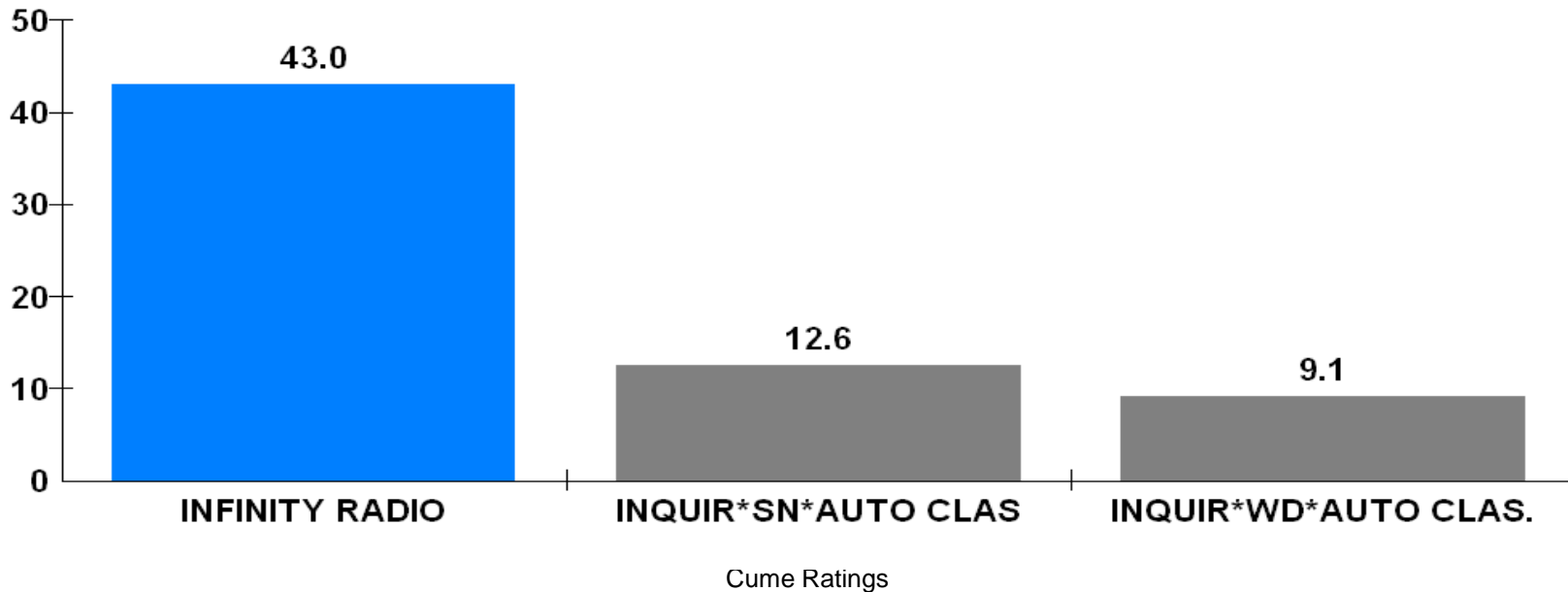
Plan to Buy New Car/Van/Truck/SUV in next 12 months



The Media Audit Research shows...





Comparing potential to potential, INFINITY's nearly 43% reach of planned new vehicle purchasers is nearly **3.5 times** the potential reach of the Inquirer's auto sections!

Plan to Buy New Vehicle Next 12 Months









The Media Audit Research shows...

Together, the Inquirer auto sections reach less than 13% of Philadelphia planned new vehicle purchasers.

| THE MEDIA AUDIT | | | | |
|-------------------------------|---------------------------------|-------------|----------------|---|
| AD CAMPAIGN PLANNED | | | | |
| GENERAL BASE = ADULTS AGE 18+ | | | | |
| Report Market: | PHILADELPHIA, PA | | | |
| Report Period: | JUN-AUG 2005 | | | |
| TARGET: | PLAN BUY--NEW CAR/VAN/TRUCK/SUV | | | |
| BASE POPULATION: | 3,890,908 | | % IN TARGET: | 7.3% |
| MEDIA | CUME PERSONS | CUME RATING | NET CUME REACH | |
| INQUIR*SN*AUTO CLAS | 35,608 | 12.6 | 12.6 |  |
| INQUIR*WD*AUTO CLAS. | 25,776 | 9.1 | 12.6 |  |
| Print | 35,609 | 12.6 | 12.6 |  |
| Total | 35,609 | 12.6 | 12.6 |  |

The Media Audit Research shows...

Adding INFINITY'S reach of planned new vehicle purchasers to the Inquirer's auto sections will increase the reach potential of planned new vehicle purchasers by 4 times to over 50%!

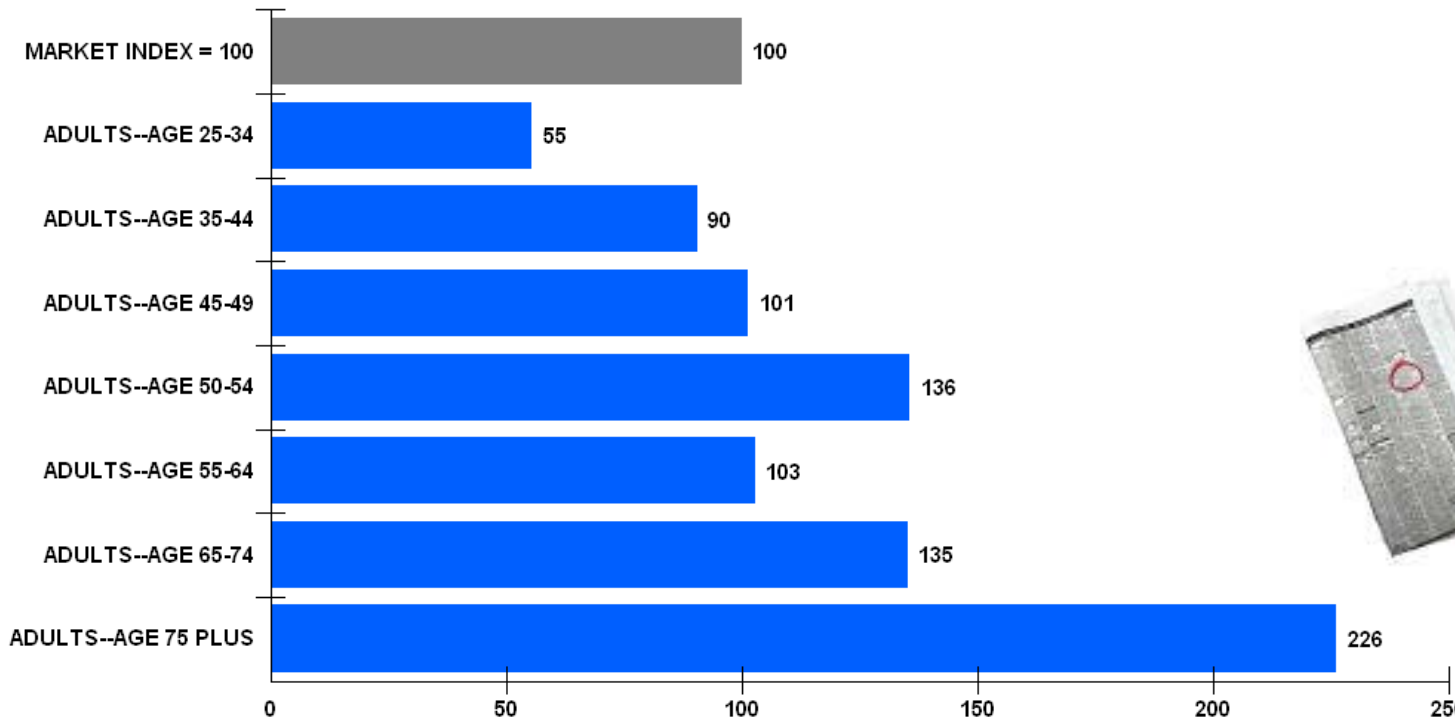
| | | | | THE MEDIA AUDIT | |
|----------------------|---------------------------------|-------------|----------------|---|------|
| | | | | AD CAMPAIGN PLANNER | |
| | | | | GENERAL BASE = ADULTS AGE 18+ | |
| Report Market: | PHILADELPHIA, PA | | | | |
| Report Period: | JUN-AUG 2005 | | | | |
| TARGET: | PLAN BUY--NEW CAR/VAN/TRUCK/SUV | | | | |
| BASE POPULATION: | 3,890,908 | | | % IN TARGET: | 7.3% |
| MEDIA | CUME PERSONS | CUME RATING | NET CUME REACH | 0 | 50 |
| INQUIR*SN*AUTO CLAS | 35,608 | 12.6 | 12.6 |  | |
| INQUIR*WD*AUTO CLAS. | 25,776 | 9.1 | 12.6 |  | |
| INFINITY RADIO | 121,826 | 43.0 | 43.0 |  | |
| Print | 35,609 | 12.6 | 12.6 |  | |
| Radio | 121,827 | 43.0 | 43.0 |  | |
| Total | 142,116 | 50.2 | 50.2 |  | |

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

The Media Audit Research shows...

Philadelphia 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.

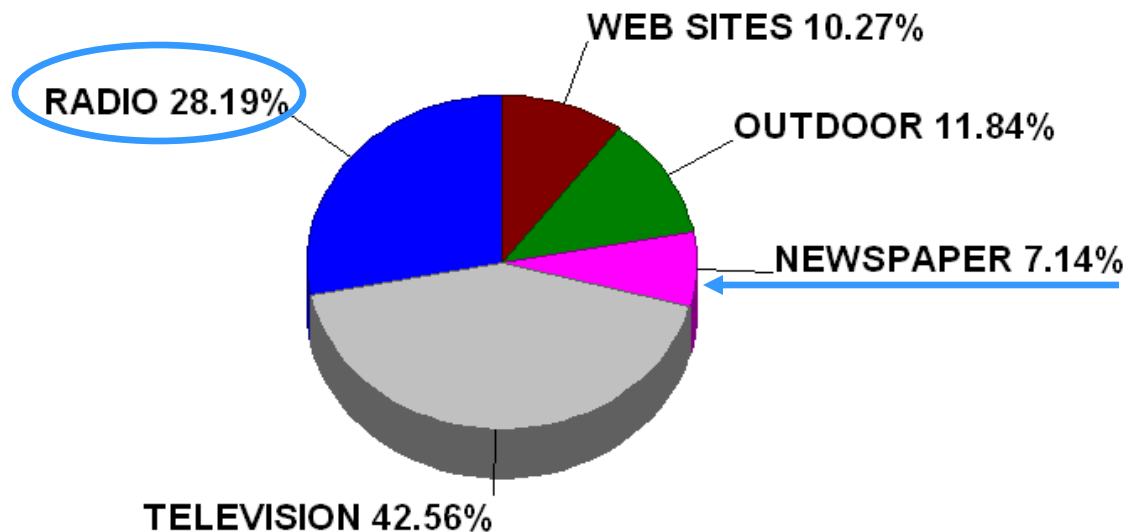
HEAVY NEWSPAPER READERS



The Media Audit Research shows...

New Vehicle Buyers spend over **28% of their Media Day with Radio**...compared to 7% 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 Vehicles 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 Philadelphia, 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.