

Winning Newspaper Dollars In the Pittsburgh Market



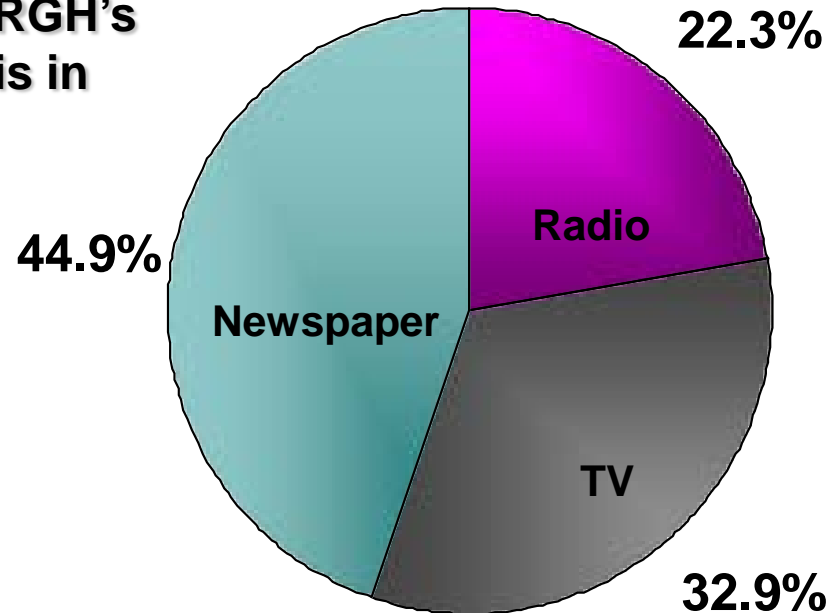
Market Revenue Shares

In a comparison of major media, Pittsburgh Market newspapers carve out the lions share at nearly 45%.

Pittsburgh Advertising Revenue

This means INFINITY PITTSBURGH's
Greatest Revenue Opportunity is in

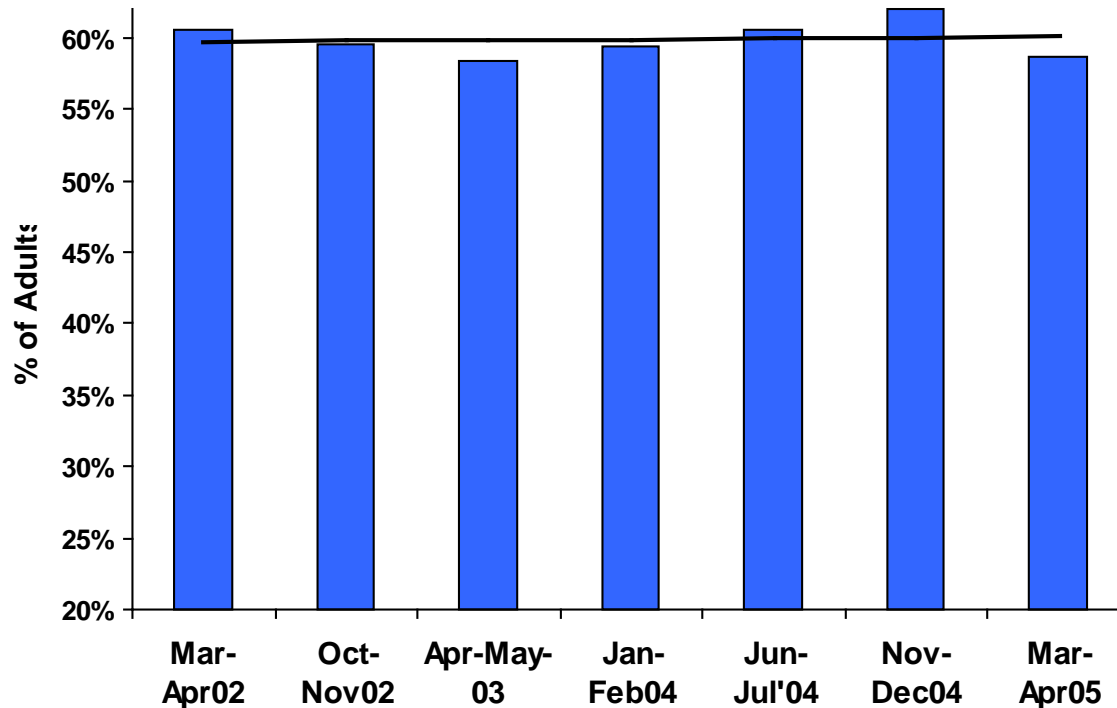
**WINNING
NEWSPAPER
DOLLARS.**



Newspaper Readership in Pittsburgh 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.

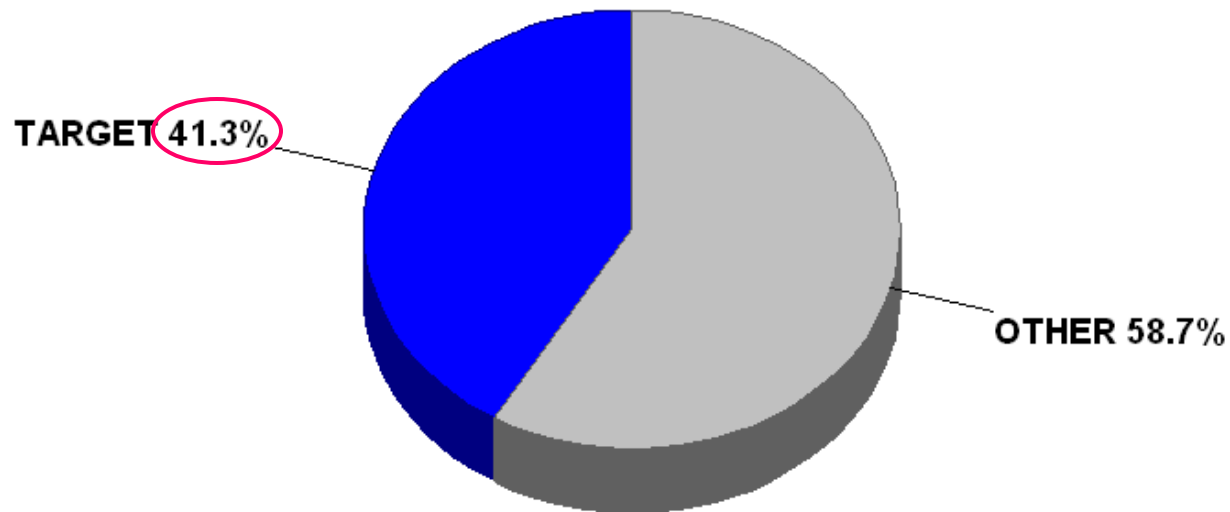


The Media Audit Research shows...

Over 41% of Pittsburgh Market Adults are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.

That's 760,500 ADULTS!

TARGET ANALYSIS: NOT EXPOSED TO DAILY NEWSPAPER AVERAGE WEEKDAY

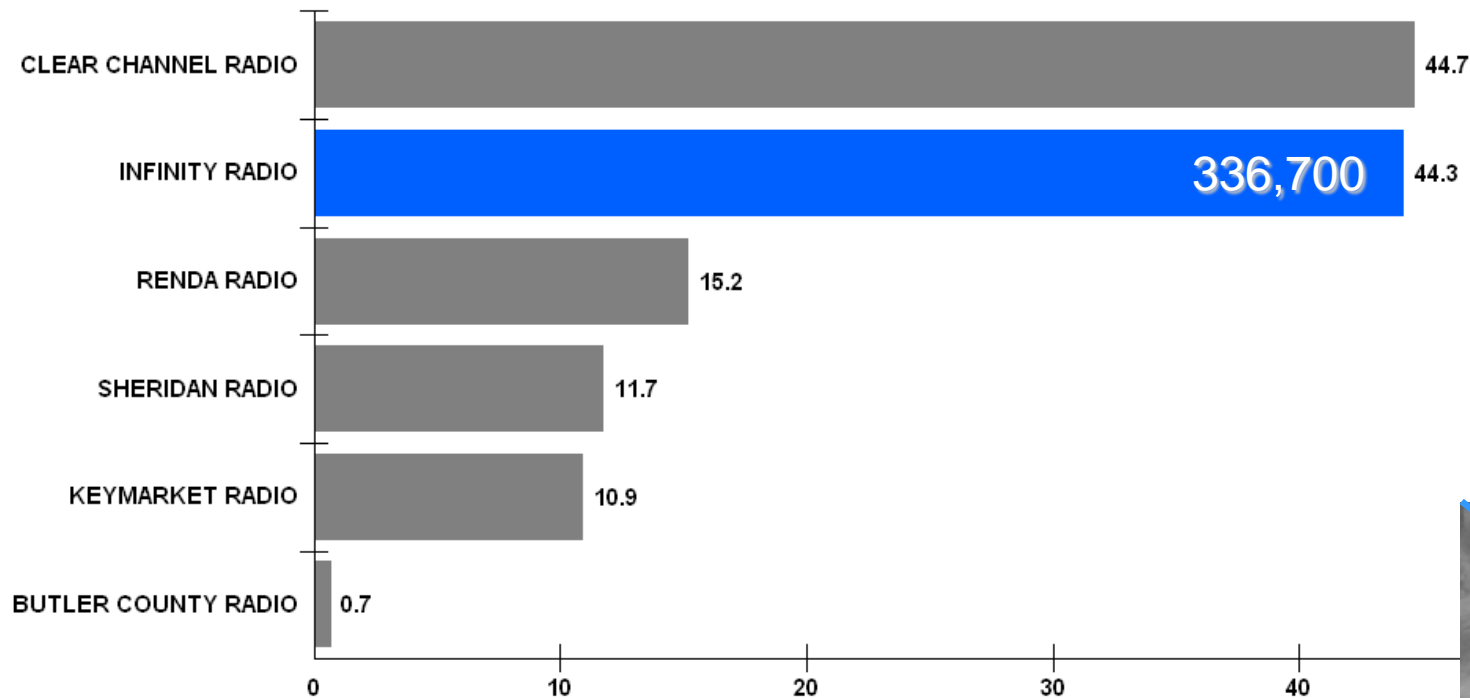


The Media Audit Research shows...

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

INFINITY reaches 336,700 Adults who are not reached by newspaper!

NOT EXPOSED TO DAILY NEWSPAPER AVERAGE 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 BALTIMORE

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

INFINITY



INFINITY PITTSBURGH

VS.

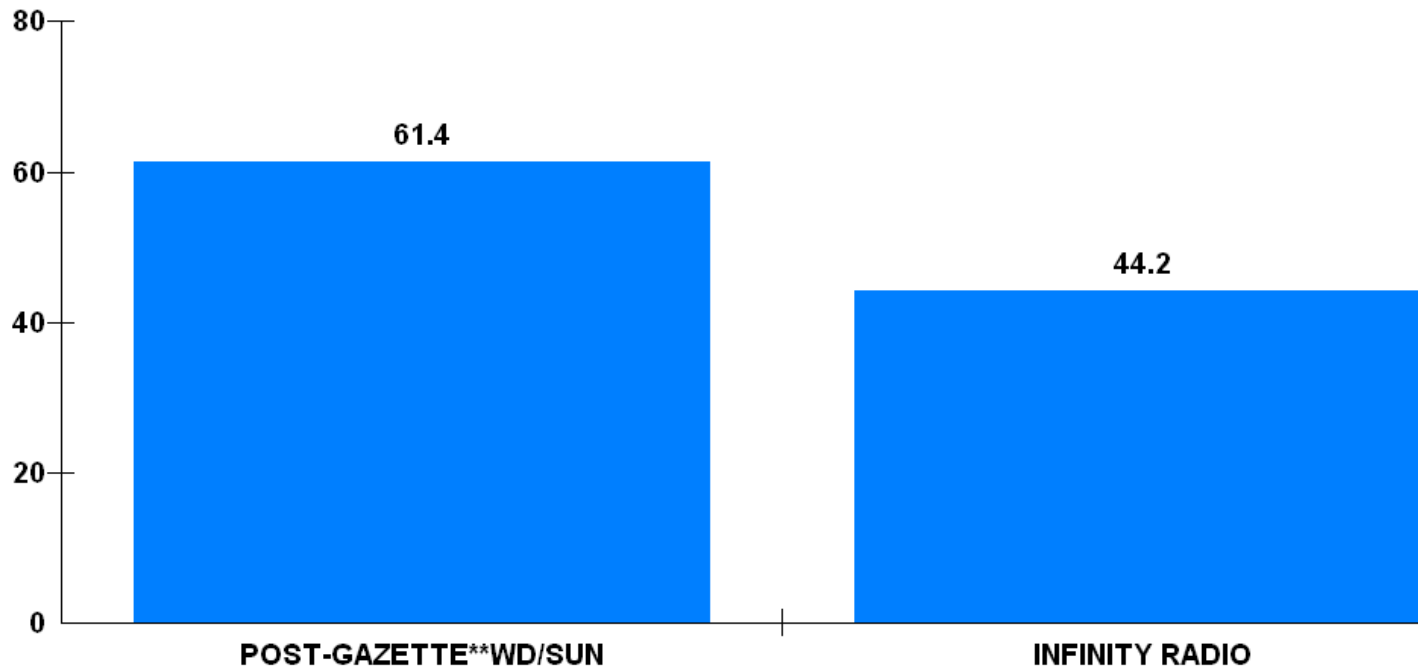
Pittsburgh Post-Gazette®

The Media Audit Research shows...

The Post-Gazette reaches over 61% of those Pittsburgh Market adults planning to purchase a new vehicle this year.

INFINITY-PITTSBURGH reaches over 44% of planned new vehicle purchasers.

PLAN TO BUY NEW 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 Post-Gazette does reach 61.4% of those Pittsburgh adults planning to purchase a new vehicle, the Sunday auto section only reaches only 6.3% of planned purchasers and the weekday auto section reaches only 3.8%.

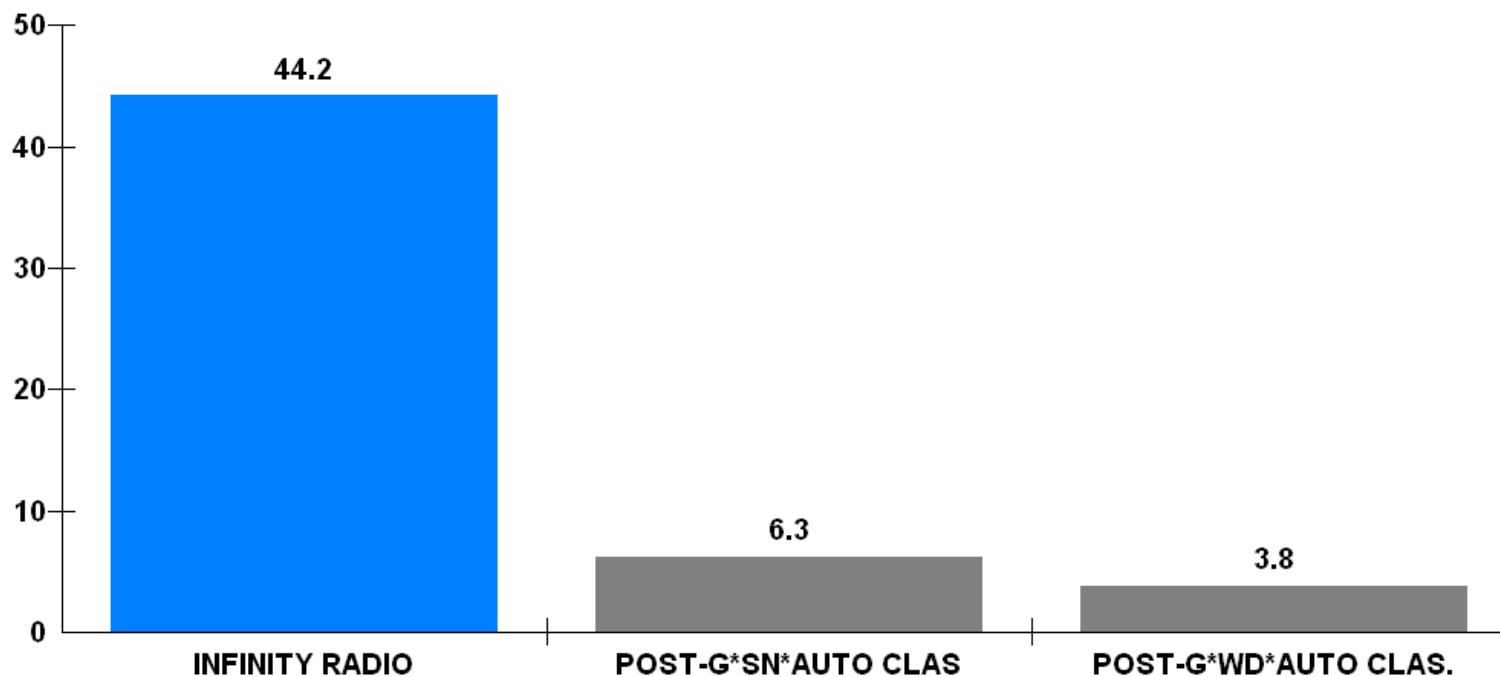
PLAN TO BUY NEW VEHICLE DURING NEXT 12 MONTHS



The Media Audit Research shows...

Comparing potential to potential, INFINITY's over 44% reach of planned new vehicle purchasers is over **7 times** the potential reach of the Post-Gazette's auto sections!

PLAN TO BUY A NEW VEHICLE DURING NEXT 12 MONTHS



The Media Audit Research shows...

Together, the Post-Gazette's auto sections reach 6.3% of Pittsburgh planned new vehicle purchasers.

			THE MEDIA AUDIT AD CAMPAIGN PLANNER GENERAL BASE = ADULTS AGE 18+	
Report Market:	PITTSBURGH, PA			
Report Period:	MAR-APR 2005			
TARGET:	PLAN BUY--NEW CAR/VAN/TRUCK/SUV			
BASE POPULATION:	1,839,426		% IN TARGET: 7.6%	
MEDIA		CUME RATING		NET CUME REACH
POST-G*SN*AUTO CLAS		6.3		6.3
POST-G*WD*AUTO CLAS.		3.8		6.3
Print		6.3		6.3
Total Net Cume Reach		6.3		6.3

The Media Audit Research shows...

Adding INFINITY'S reach of planned new vehicle purchasers to the Post-Gazette's auto sections will increase the reach potential of planned new vehicle purchasers by over **7 times**.

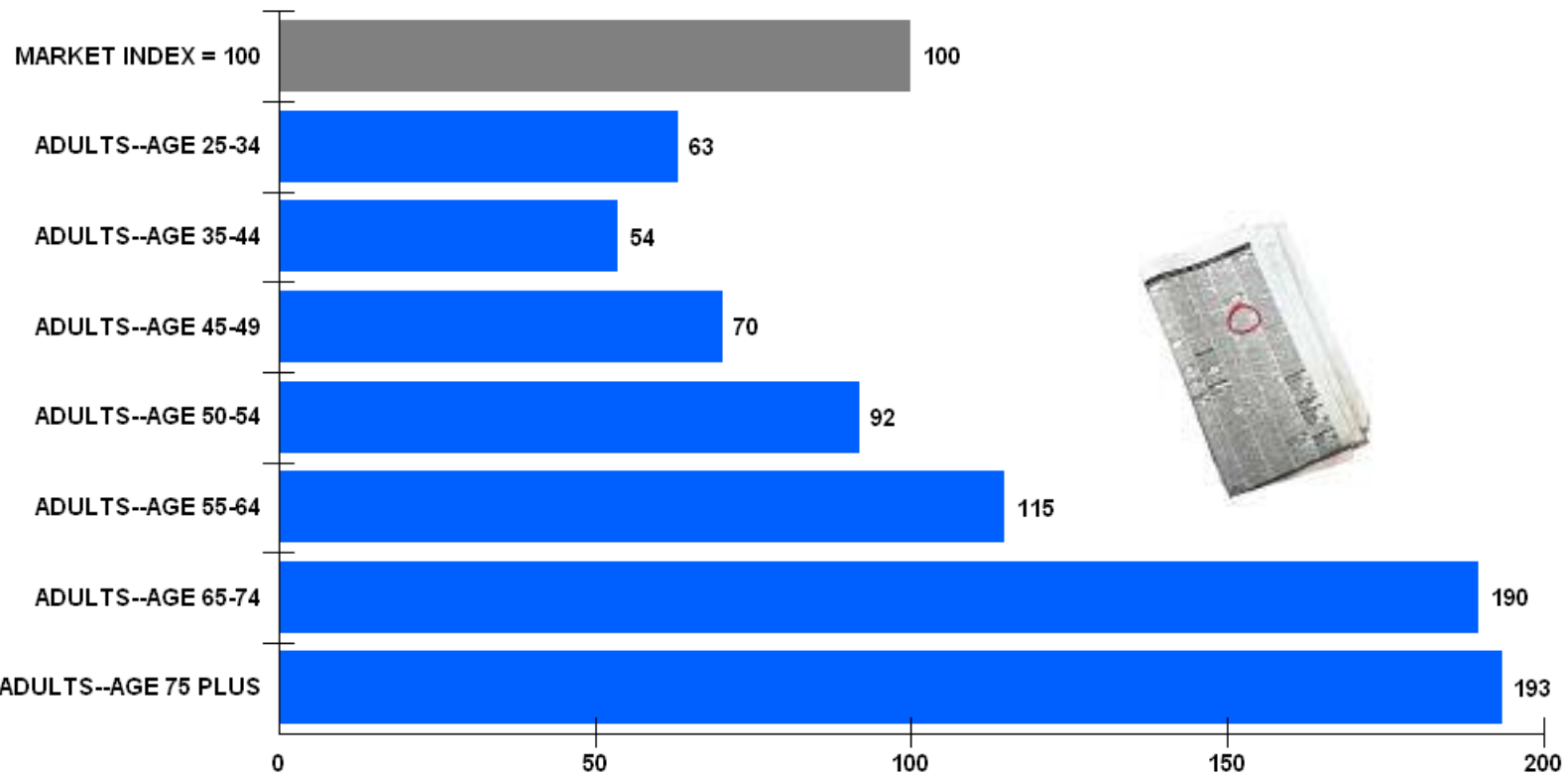
THE MEDIA AUDIT			
AD CAMPAIGN PLANNER			
GENERAL BASE = ADULTS AGE 18+			
Report Market:	PITTSBURGH, PA		
Report Period:	MAR-APR 2005		
TARGET:	PLAN BUY--NEW CAR/VAN/TRUCK/SUV		
BASE POPULATION: 1,839,426	% IN TARGET: 7.6%		
MEDIA	CUME RATING	NET CUME REACH	
INFINITY RADIO	44.2	44.2	
POST-G*SN*AUTO CLAS	6.3	6.3	
POST-G*WD*AUTO CLAS.	3.8	6.3	
Radio	44.2	44.2	
Print	6.3	6.3	
Total Net Cume Reach	47.0	47.0	

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

The Media Audit Research shows...

Pittsburgh 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.

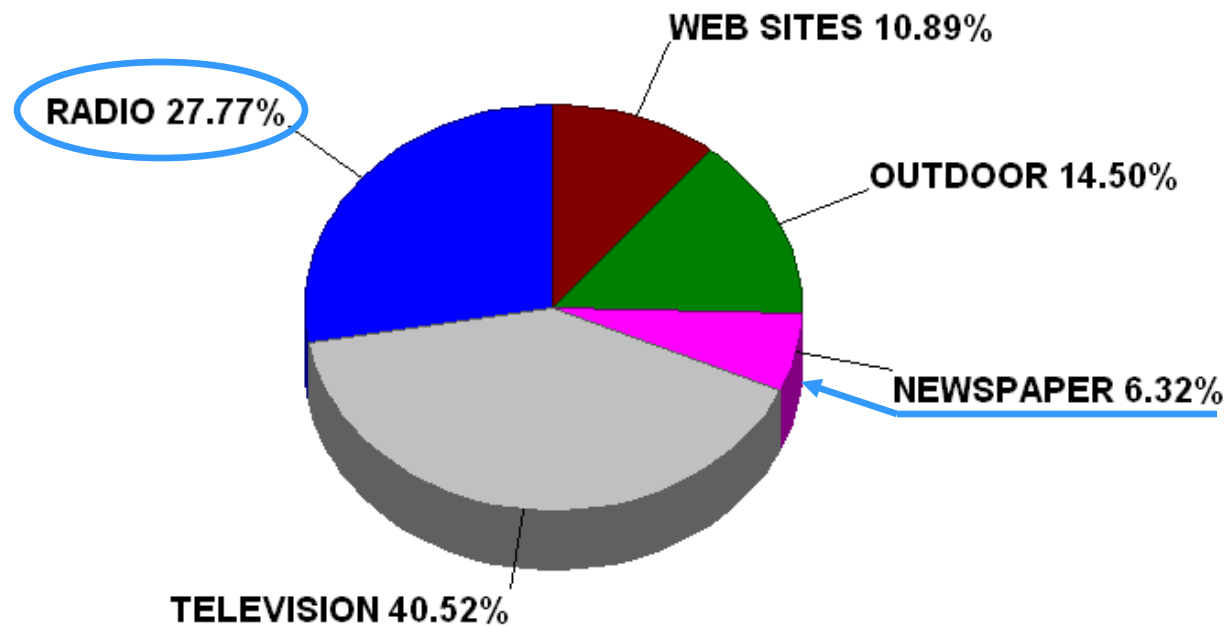
HEAVY NEWSPAPER READERS



The Media Audit Research shows...

New Vehicle Buyers spend nearly **28% of their Media Day with Radio**...compared to only 6% 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: Plan to Buy New Vehicle During 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 Post-Gazette, 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.