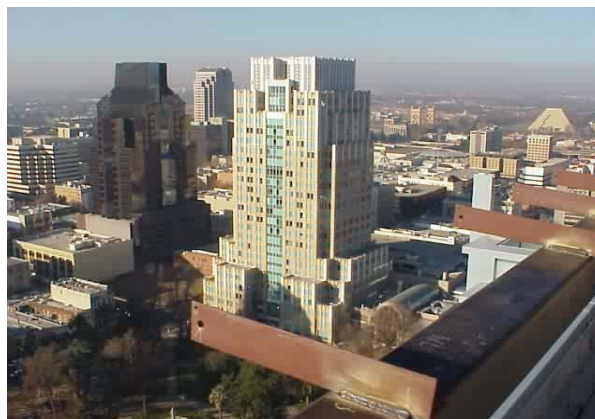


Winning Newspaper Dollars In the Sacramento Market



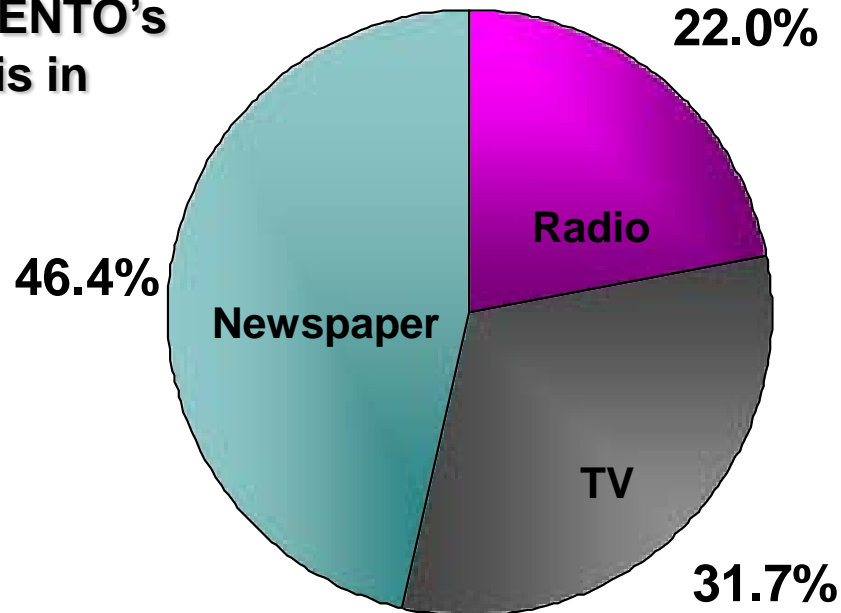
Market Revenue Shares

In a comparison of major media, Sacramento newspapers carve out the lions share at over 46%.

San Francisco Advertising Revenue

This means INFINITY SACRAMENTO's
Greatest Revenue Opportunity is in

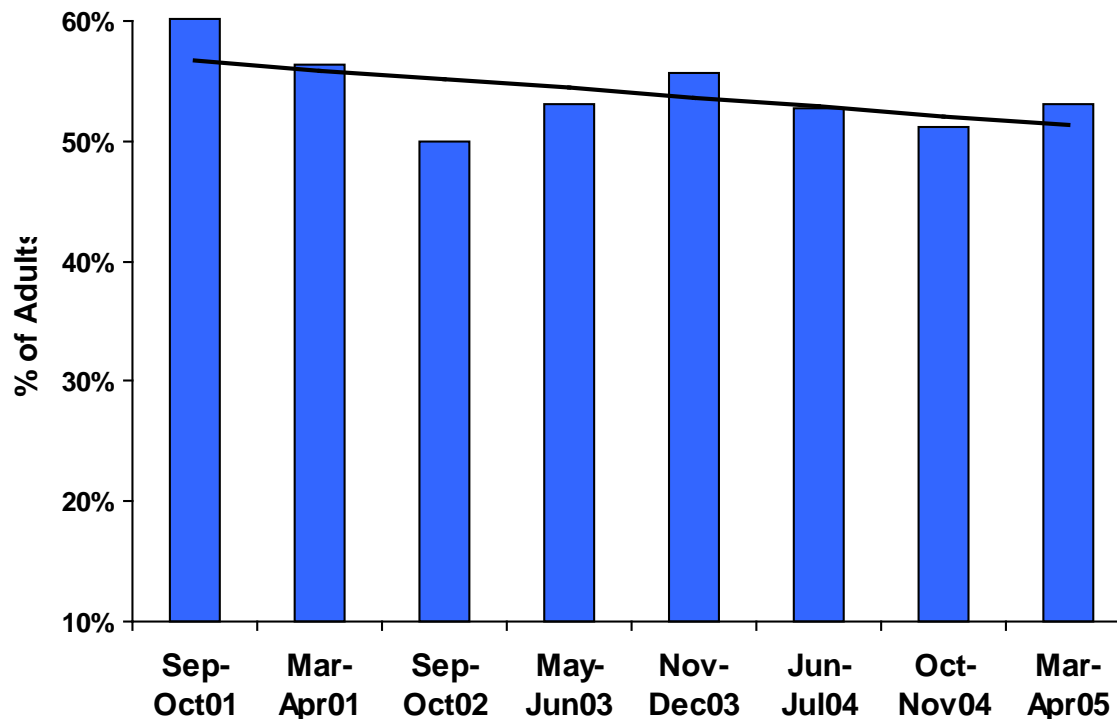
**WINNING
NEWSPAPER
DOLLARS.**



Newspaper Readership in Sacramento 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.

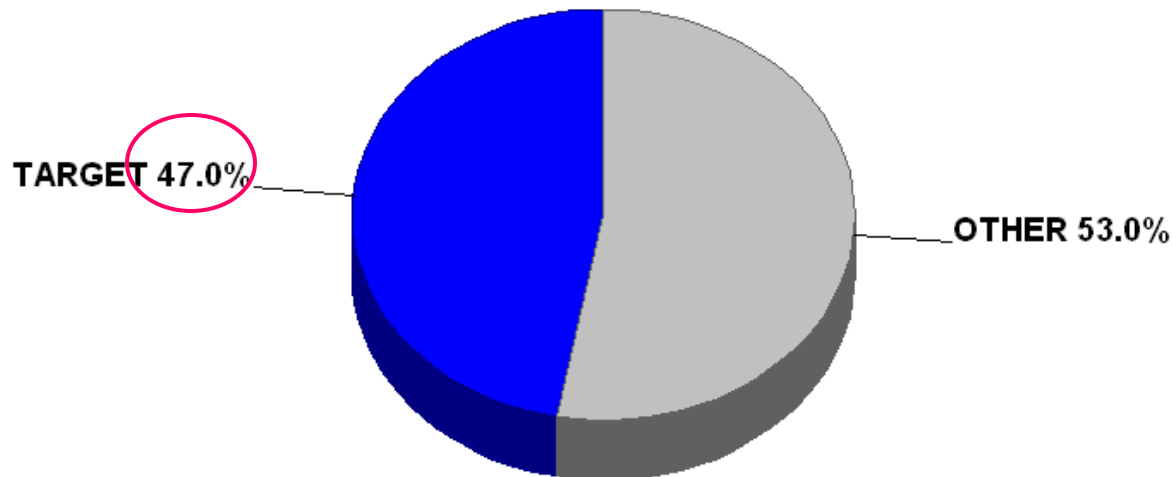


The Media Audit Research shows...

47% of Sacramento Market Adults are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.

That's 742,600 ADULTS!

TARGET ANALYSIS - NOT EXPOSED TO DAILY NEWSPAPER AVERAGE WEEKDAY

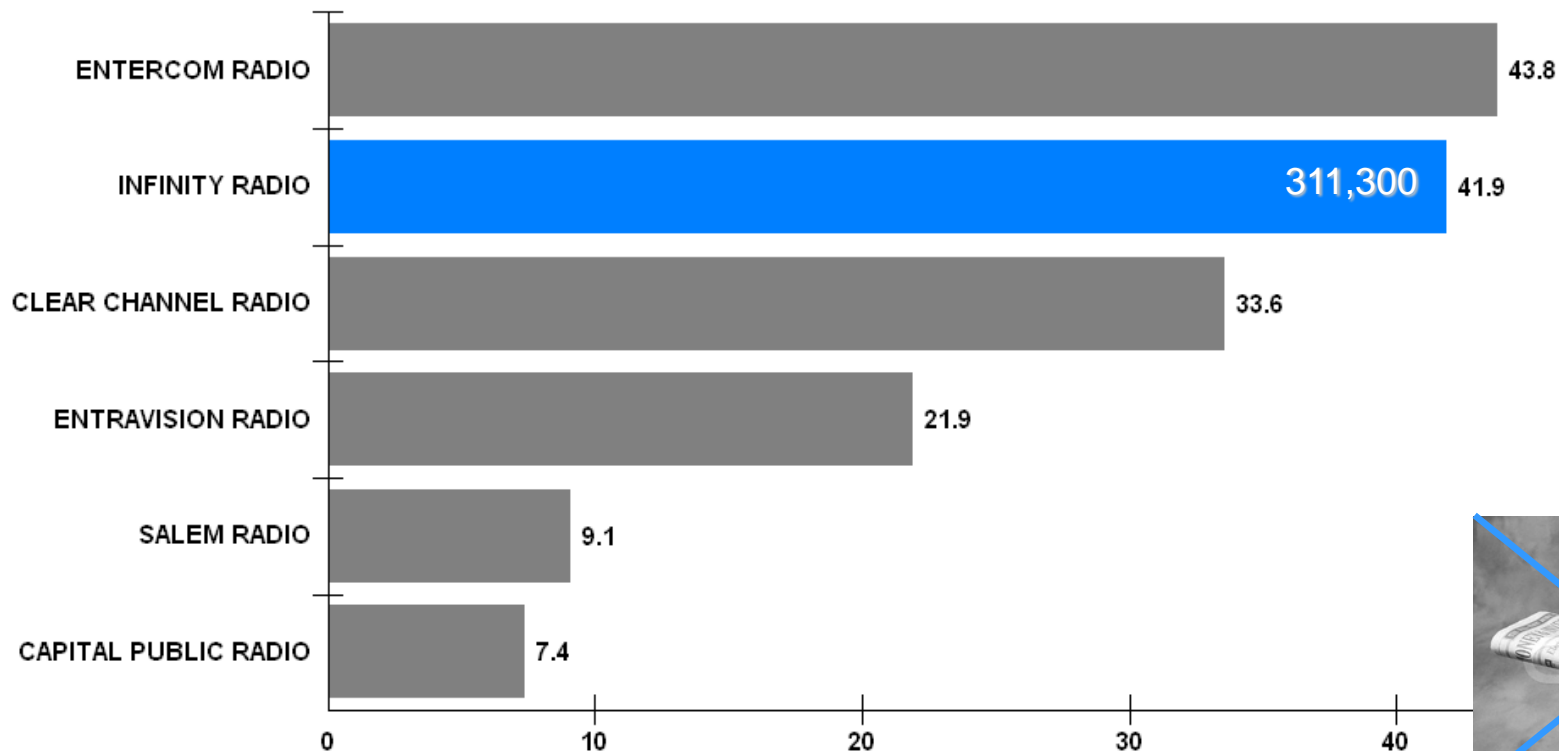


The Media Audit Research shows...

INFINITY RADIO is a market leader, reaching nearly 42% of Sacramento Market adults each week who are **NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY**.

INFINITY reaches 311,300 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 SAN FRANCISCO

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

INFINITY SACRAMENTO

VS.

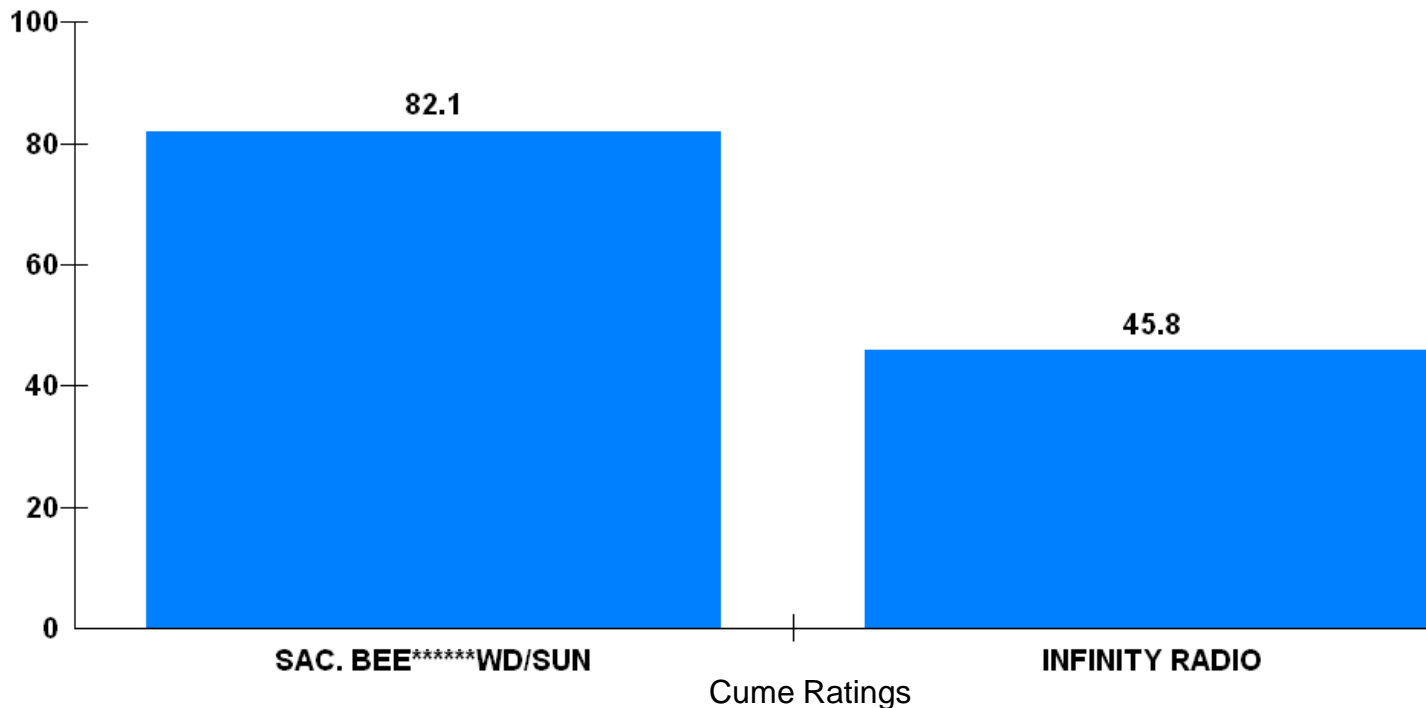
The Sacramento Bee

The Media Audit Research shows...

The Sacramento Bee reaches 82% of those Sacramento Market adults planning to purchase a new car this year.

INFINITY reaches nearly 46% of planned new car purchasers.

PLAN TO BUY NEW VEHICLE DURING THE NEXT 12 MONTHS

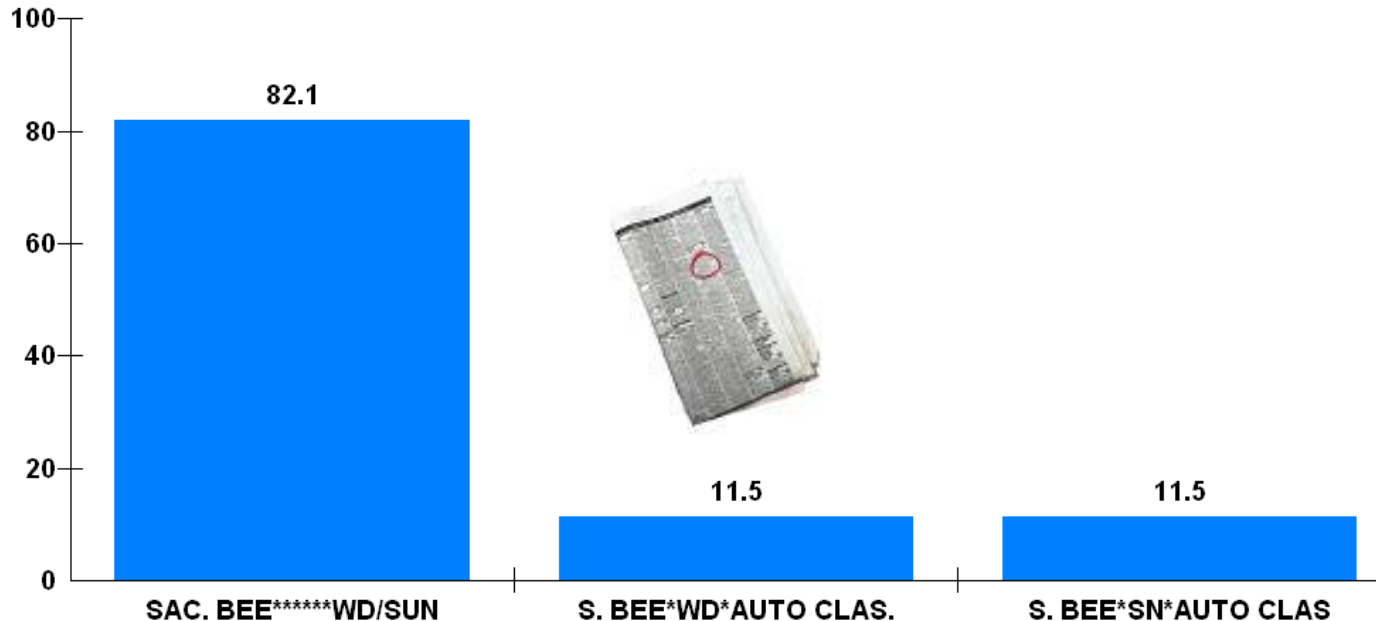


The Media Audit Research shows...

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

While the Bee does reach 82% of those Sacramento adults planning to purchase a new car, the Auto Sections reach only 11.5% of planned purchasers.

PLAN TO BUY NEW VEHICLE DURING NEXT 12 MONTHS



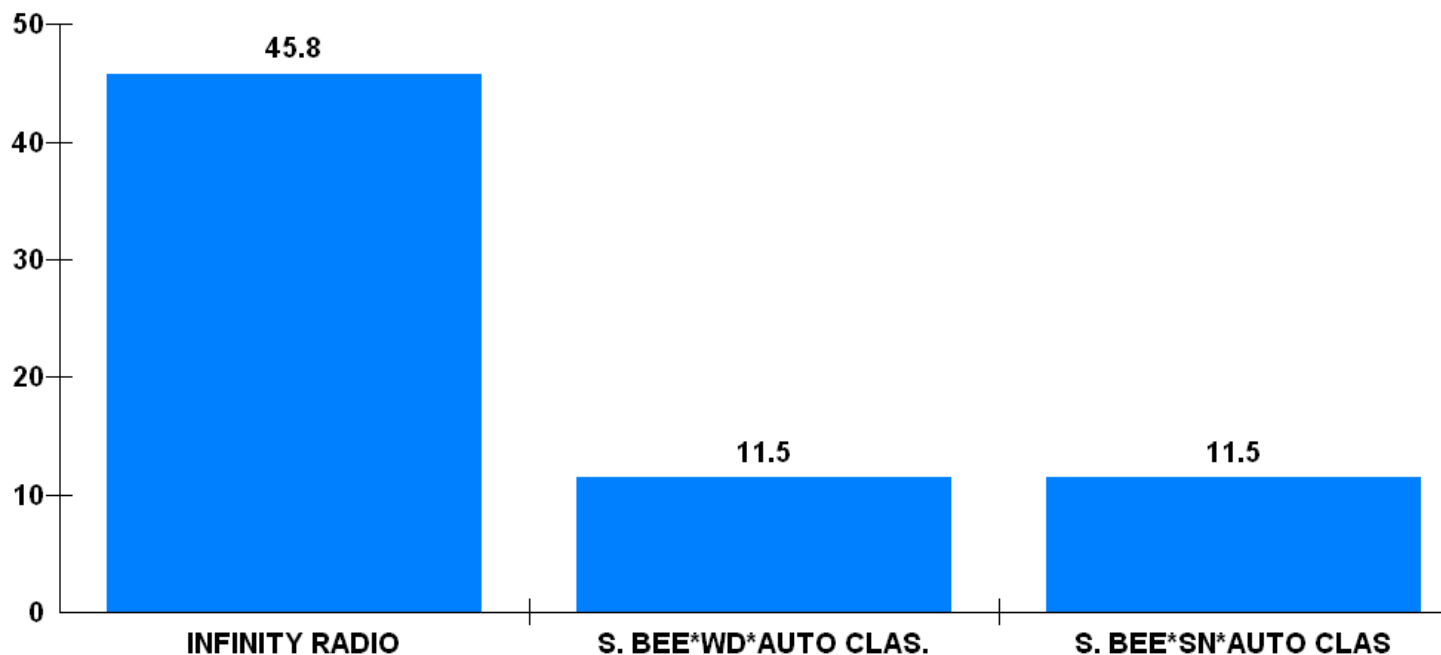
Cume Ratings



The Media Audit Research shows...

Comparing potential to potential, INFINITY's nearly 46% reach of planned new car purchasers is nearly **4 times** the potential reach of the Sacramento Bee's auto sections.

PLAN TO BUY NEW VEHICLE DURING NEXT 12 MONTHS



Cume Ratings

The Media Audit Research shows...

Together, the Sacramento Bee's auto sections reach only 11.5
of Sacramento planned new car purchasers.

THE MEDIA AUDIT			
AD CAMPAIGN PLANNER			
GENERAL BASE = ADULTS AGE 18+			
Report Market:	SACRAMENTO, CA		
Report Period:	MAR-APR 2005		
TARGET:	PLAN BUY--NEW CAR/VAN/TRUCK/SUV		
BASE POPULATION: 1,581,269			% IN TARGET: 6.9%
MEDIA	CUME RATING	NET CUME REACH	
S. BEE*WD*AUTO CLAS.	11.5	11.5	
S. BEE*SN*AUTO CLAS	11.5	11.5	
Print	11.5	11.5	
Total Net Cume Reach	11.5	11.5	

The Media Audit Research shows...

Adding INFINITY'S reach of planned new car purchasers to the Sacramento Bee auto sections will increase the reach potential of planned new vehicle purchasers by nearly 5 times to over **53%**.

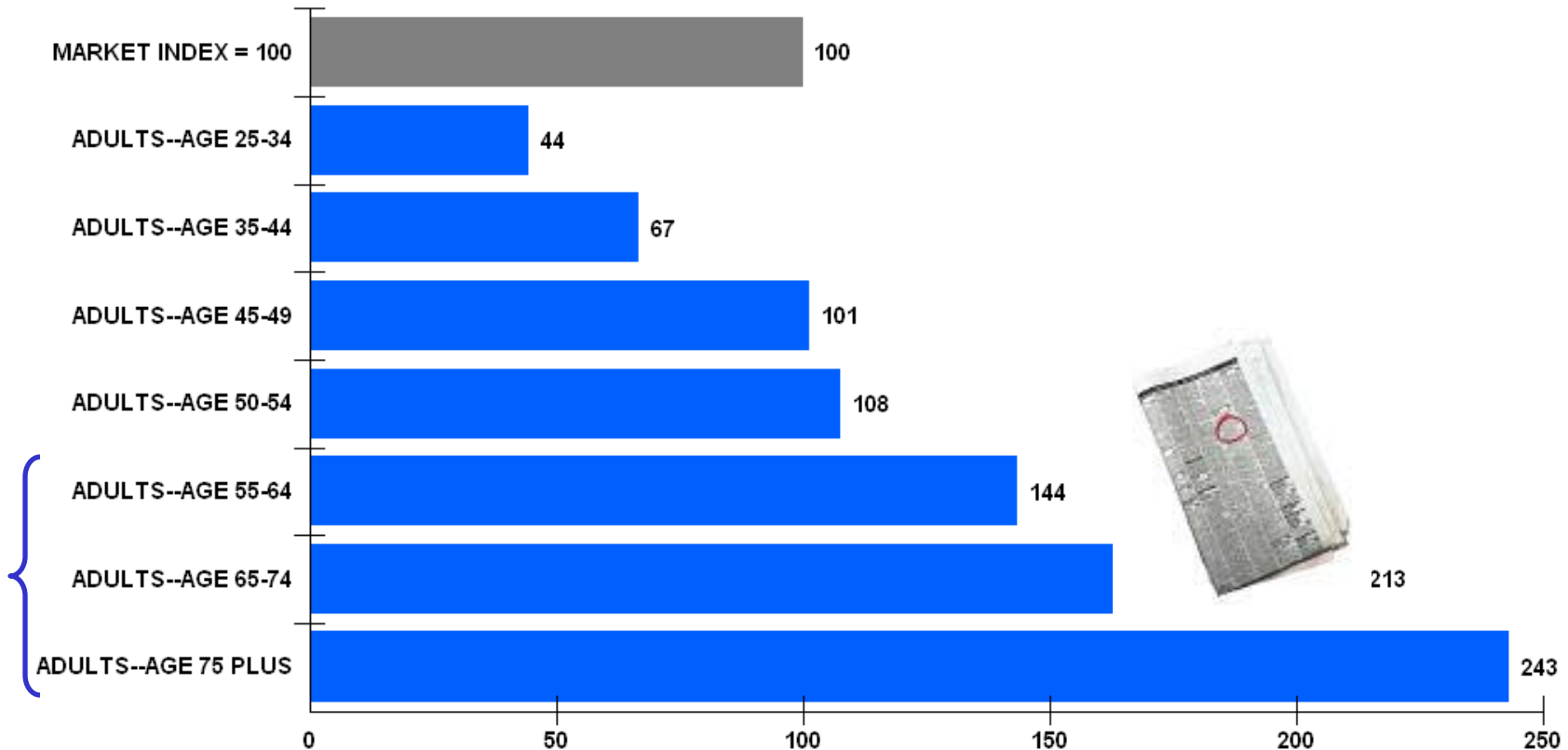
THE MEDIA AUDIT		
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Report Period:	MAR-APR 2005	
TARGET:	PLAN BUY--NEW CAR/VAN/TRUCK/SUV	
BASE POPULATION: 1,581,269		% IN TARGET: 6.9%
MEDIA	CUME RATING	NET CUME REACH
INFINITY RADIO	45.8	45.8
S. BEE*WD*AUTO CLAS.	11.5	11.5
S. BEE*SN*AUTO CLAS	11.5	11.5
Radio	45.8	45.8
Print	11.5	11.5
Total Net Cume Reach	53.4	53.4

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

The Media Audit Research shows...

Sacramento 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.

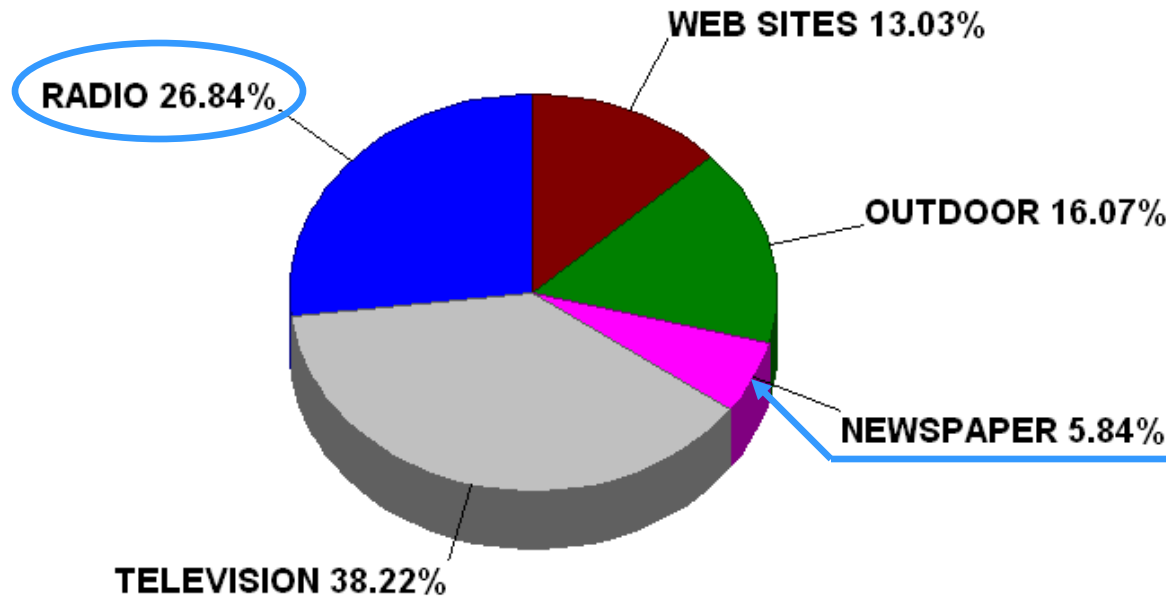
HEAVY NEWSPAPER READERS



The Media Audit Research shows...

Sacramento New Vehicle Buyers spend nearly **27% of their Media Day with Radio**...compared to less than 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 OF NEW 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 Sacramento Bee, 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.