

Winning Newspaper Dollars In the San Francisco Market



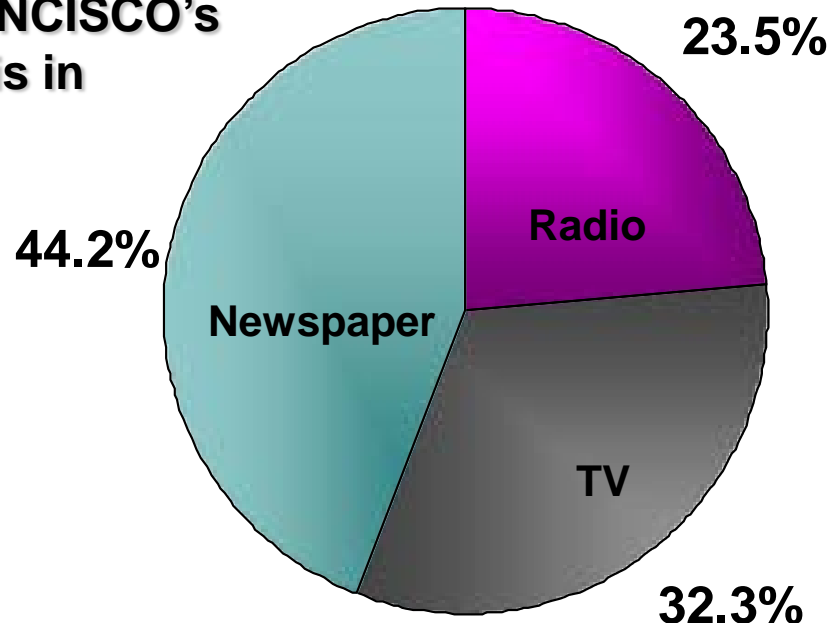
Market Revenue Shares

In a comparison of major media, San Francisco Market newspapers carve out the lions share at over 44%.

San Francisco Advertising Revenue

This means INFINITY SAN FRANCISCO's
Greatest Revenue Opportunity is in

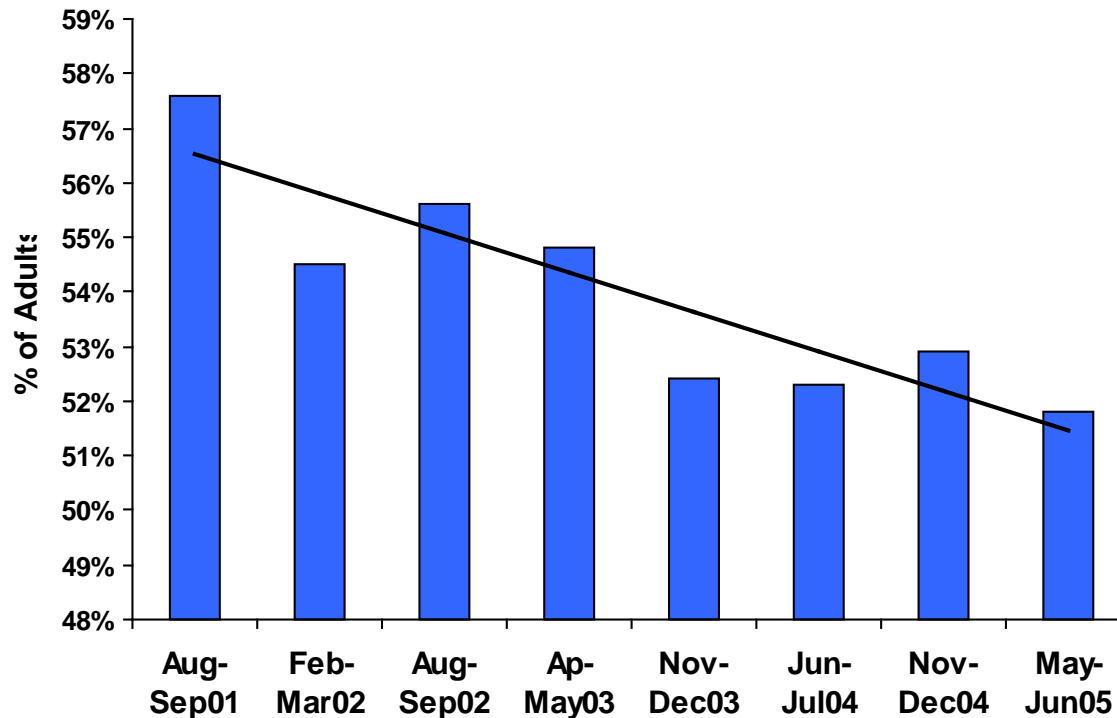
**WINNING
NEWSPAPER
DOLLARS.**



Newspaper Readership in San Francisco 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.

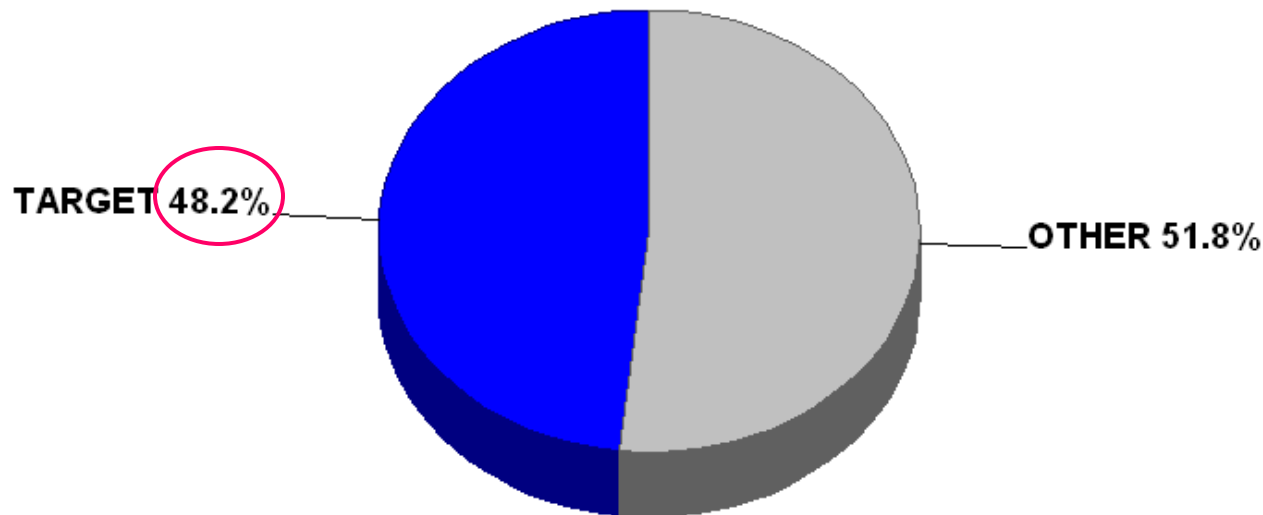


The Media Audit Research shows...

Over 48% of San Francisco Market Adults are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.

That's 2,563,200 ADULTS!

Target Analysis - Not Exposed to Daily Newspaper Average Weekday

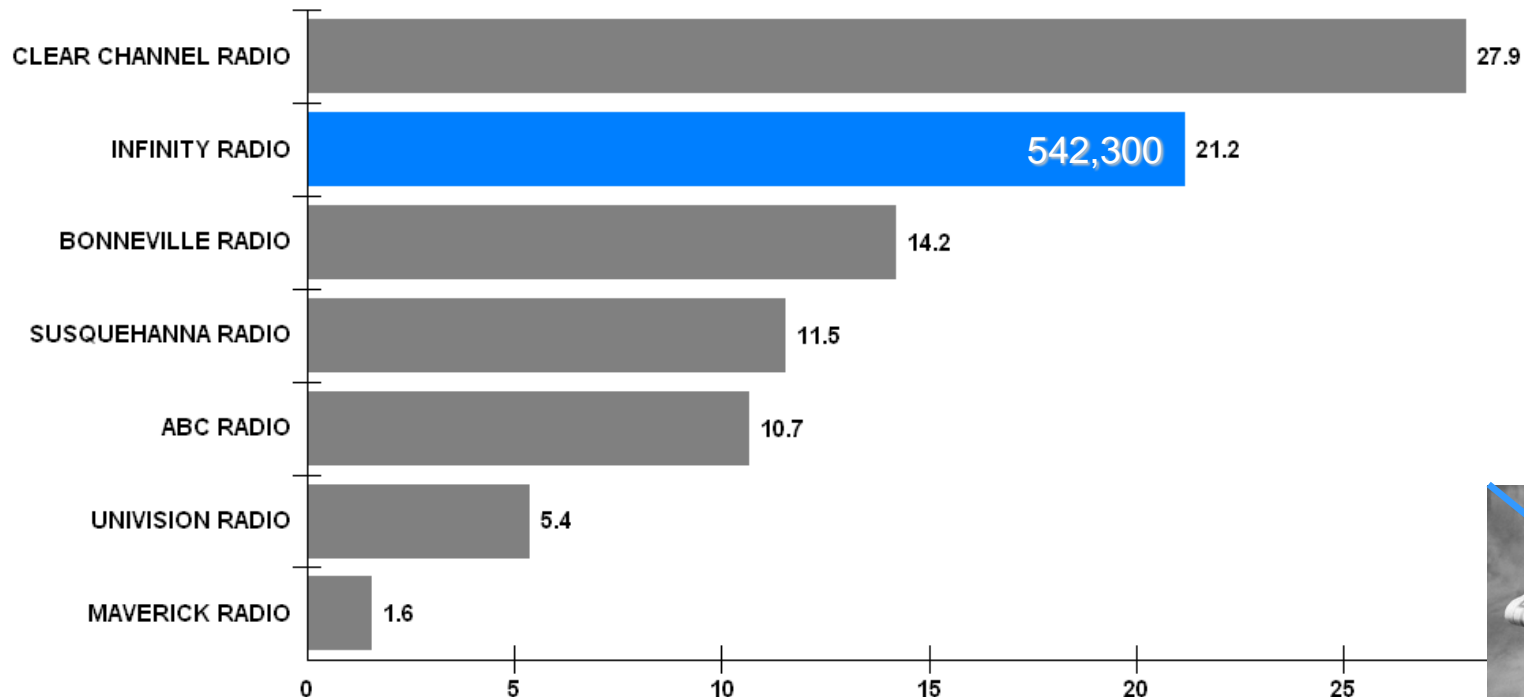


The Media Audit Research shows...

INFINITY RADIO is the leader, reaching **OVER 21%** of San Francisco Market adults each week who are **NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.**

INFINITY reaches 542,300 Adults who are not reached by newspaper!

NOT EXPOSED TO DAILY NEWSPAPER ON 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 SAN FRANCISCO

**The Best Way
to Reach the
San Francisco Market
Auto Purchasers**

INFINITY



INFINITY SAN FRANCISCO

VS.

San Francisco Chronicle

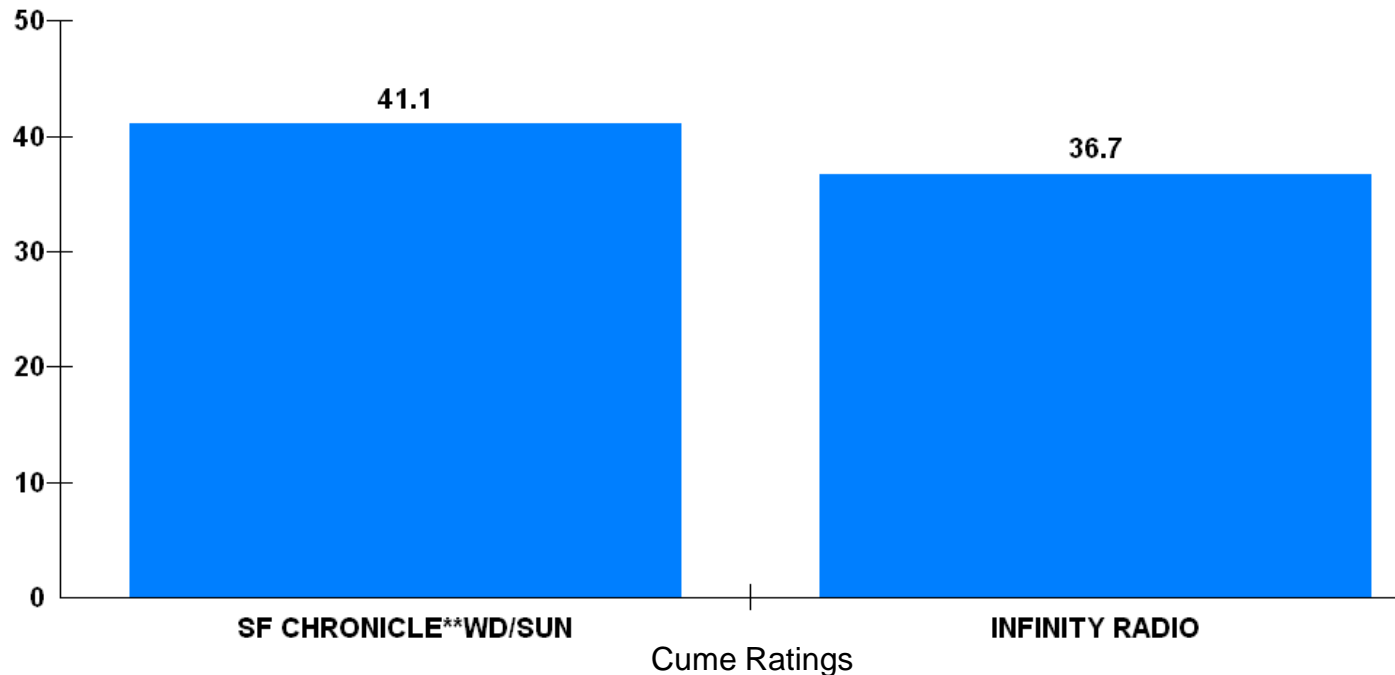
NORTHERN CALIFORNIA'S LARGEST NEWSPAPER

The Media Audit Research shows...

The San Francisco Chronicle reaches 41% of those San Francisco Market adults planning to purchase a car this year.

INFINITY reaches nearly 37% of planned car purchasers.

PLAN TO BUY A CAR IN THE NEXT 12 MONTHS

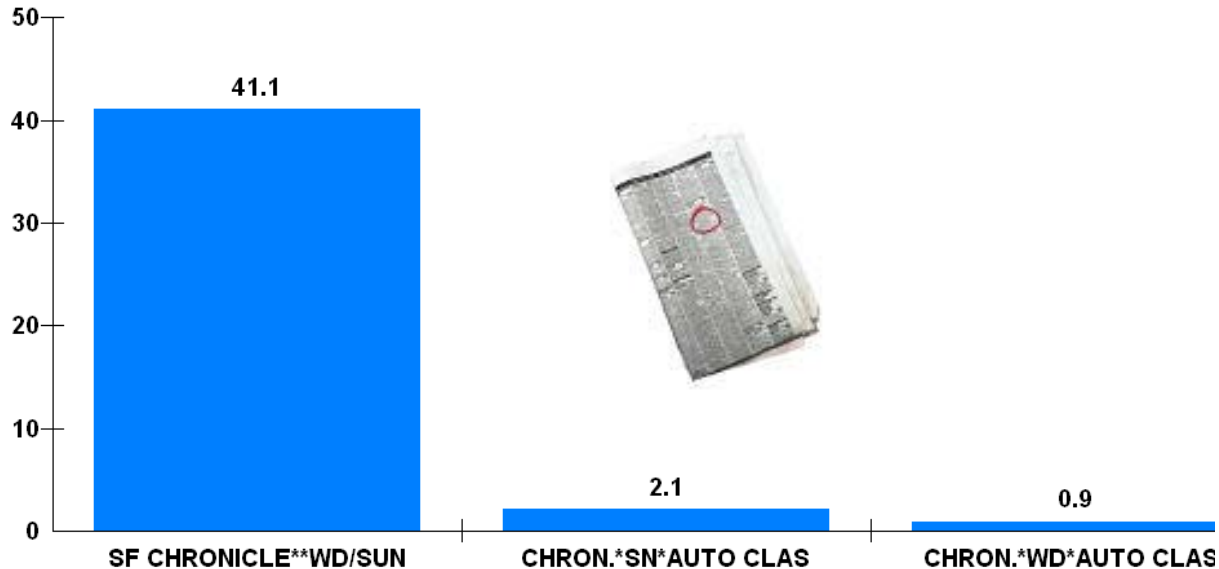


The Media Audit Research shows...

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

While the Chronicle does reach 41% of those San Francisco adults planning to purchase a car, the Sunday auto section only reaches only 2.1% of planned purchasers and the weekday auto section reaches less than 1%.

PLAN TO BUY A CAR DURING THE NEXT 12 MONTHS

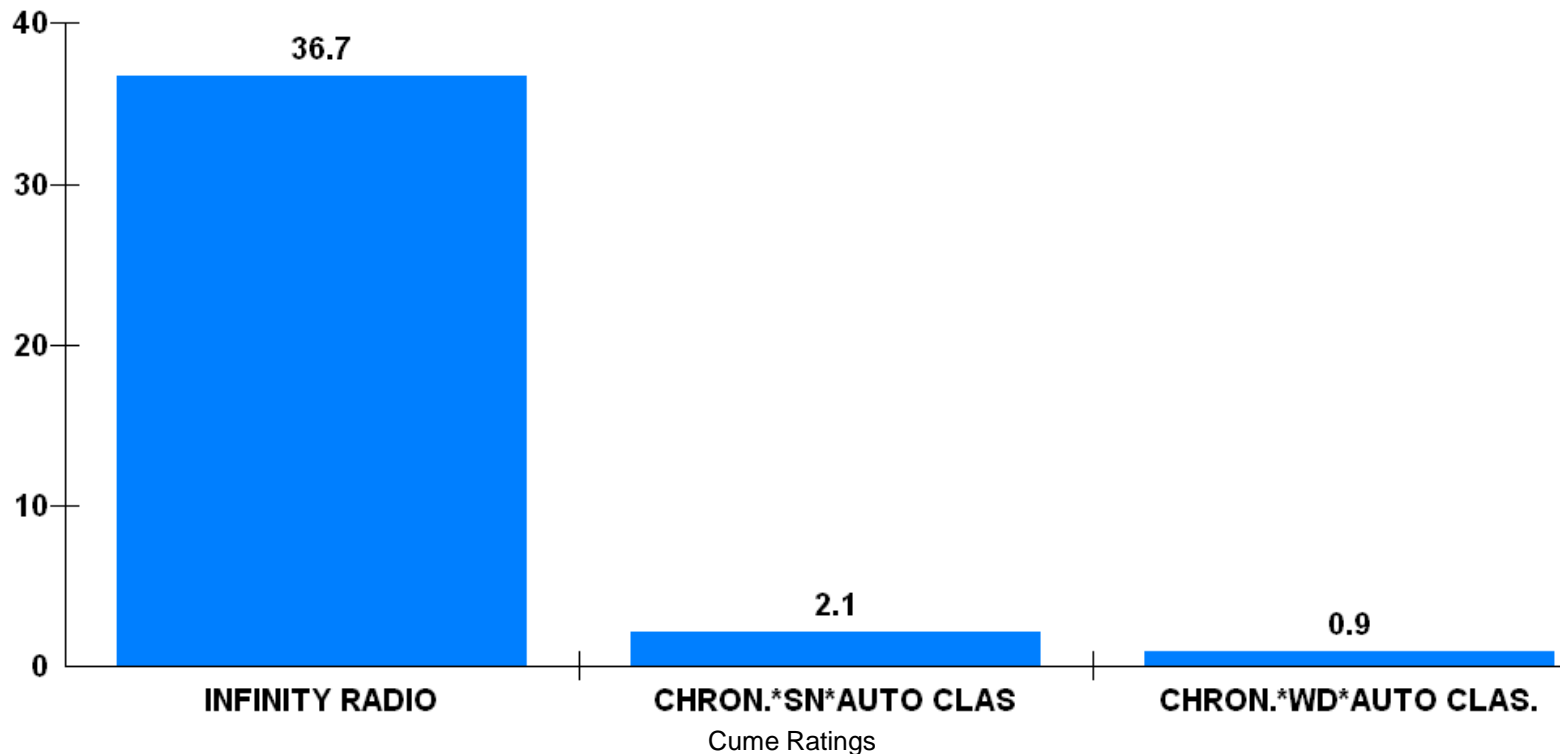


Cume Ratings

The Media Audit Research shows...

Comparing potential to potential, INFINITY's nearly 37% reach of planned car purchasers is over **17 times** the potential reach of the San Francisco Chronicle's auto sections!

PLAN TO BUY A CAR DURING NEXT 12 MONTHS



The Media Audit Research shows...

Together, the Chronicle's auto sections reach only 3% of San Francisco planned car purchasers.

		THE MEDIA AUDIT AD CAMPAIGN PLANNER ADULTS	
Report Market:	SAN FRANCISCO, CA		
Report Period:	MAY-JUN 2005		
TARGET:	PLAN BUY--CAR		
BASE POPULATION: 5,314,600			% IN TARGET: 6.6%
MEDIA		CUME RATING	NET CUME REACH
CHRON.*SN*AUTO CLAS		2.1	2.1
CHRON.*WD*AUTO CLAS.		0.9	3.0
Print		3	3.0
Total Net Cume Reach		3	3.0

The Media Audit Research shows...

Adding INFINITY'S reach of planned car purchasers to the San Francisco Chronicle auto sections will increase the reach potential of planned new vehicle purchasers by over 12 times to nearly **39%**.

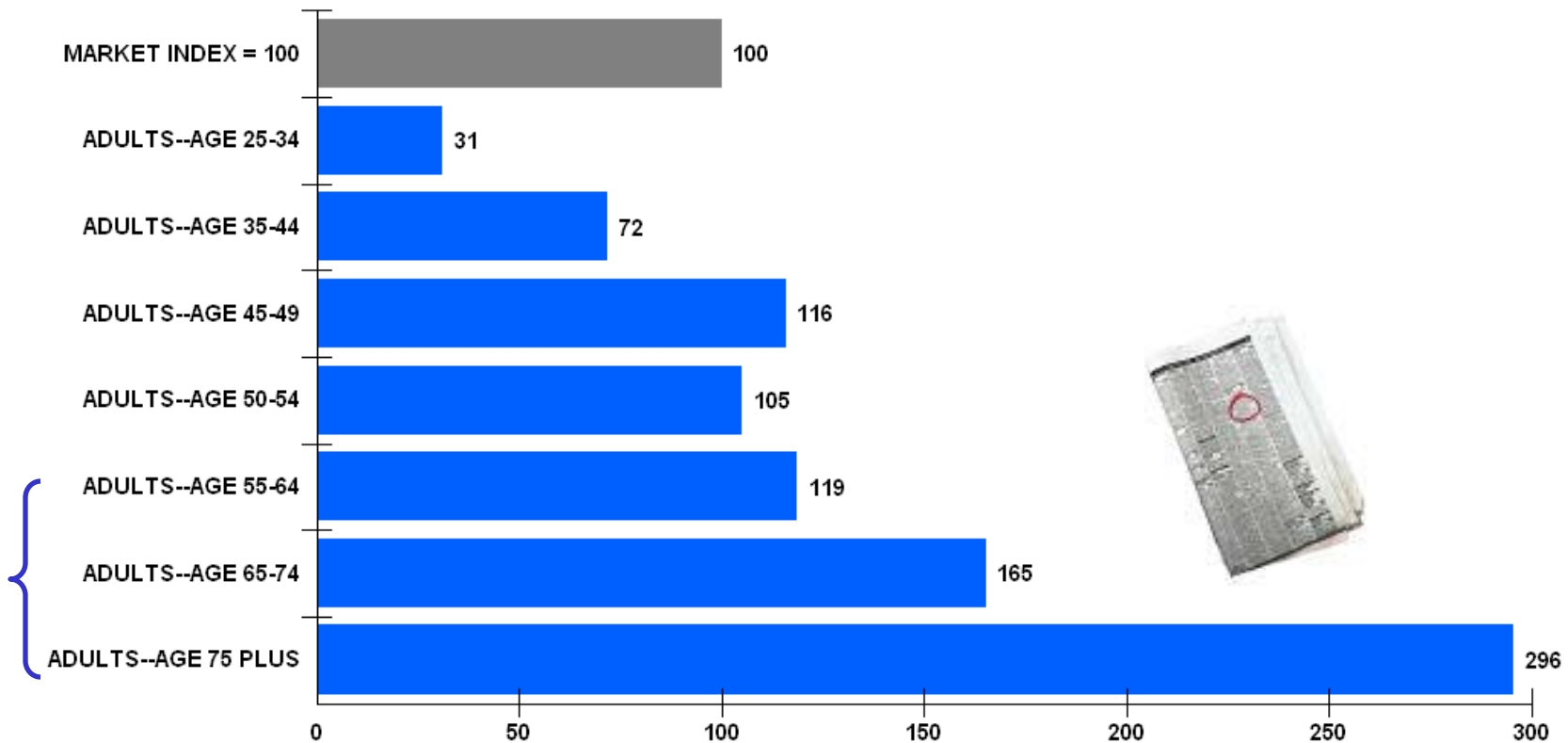
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BASE POPULATION: 5,314,600			% IN TARGET: 6.6%
MEDIA		CUME RATING	NET CUME REACH
CHRON.*SN*AUTO CLAS		2.1	2.1
CHRON.*WD*AUTO CLAS.		0.9	3.0
INFINITY RADIO		36.7	36.7
Radio		37	36.7
Print		3	3.0
Total Net Cume Reach		40	38.6

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

The Media Audit Research shows...

San Francisco Market adults who are heavily exposed to newspaper are the Older Crowd, who have fewer consumer needs and wants, and are very likely already brand loyal.

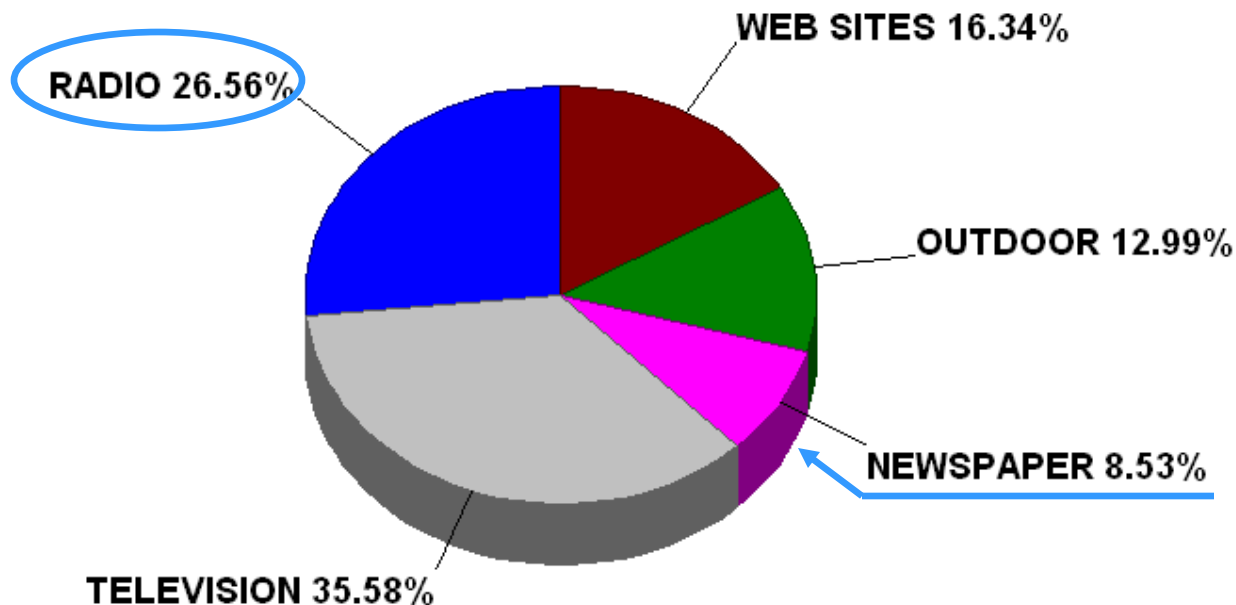
HEAVY NEWSPAPER READERS



The Media Audit Research shows...

San Francisco Vehicle Buyers spend nearly **27% of their Media Day with Radio**...compared to less than 9% 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 San Francisco Chronicle, 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.