

Winning Newspaper Dollars In the St. Louis Market



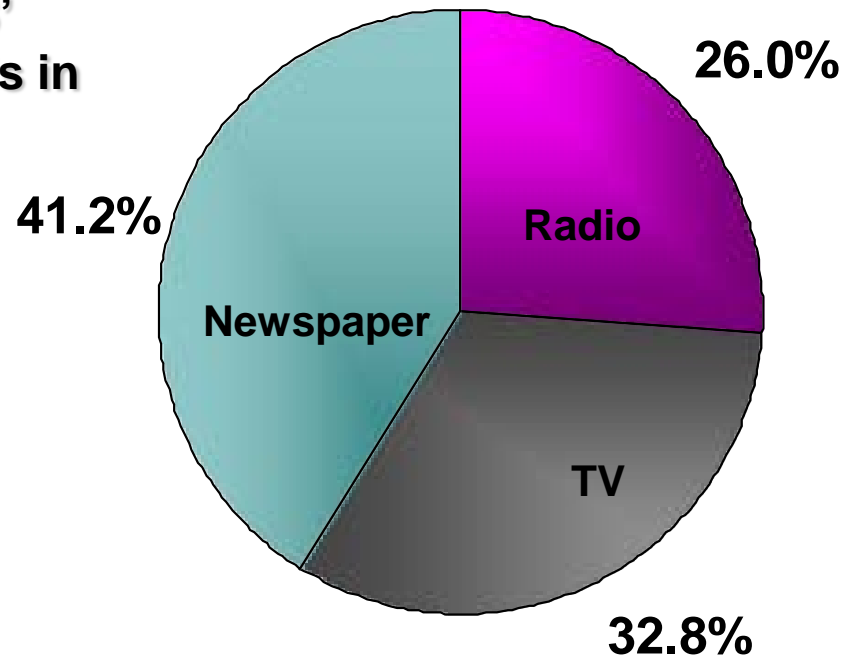
Market Revenue Shares

In a comparison of major media, St. Louis Market newspapers carve out the lions share at over 41%.

St. Louis Advertising Revenue

This means INFINITY St. LOUIS' Greatest Revenue Opportunity is in

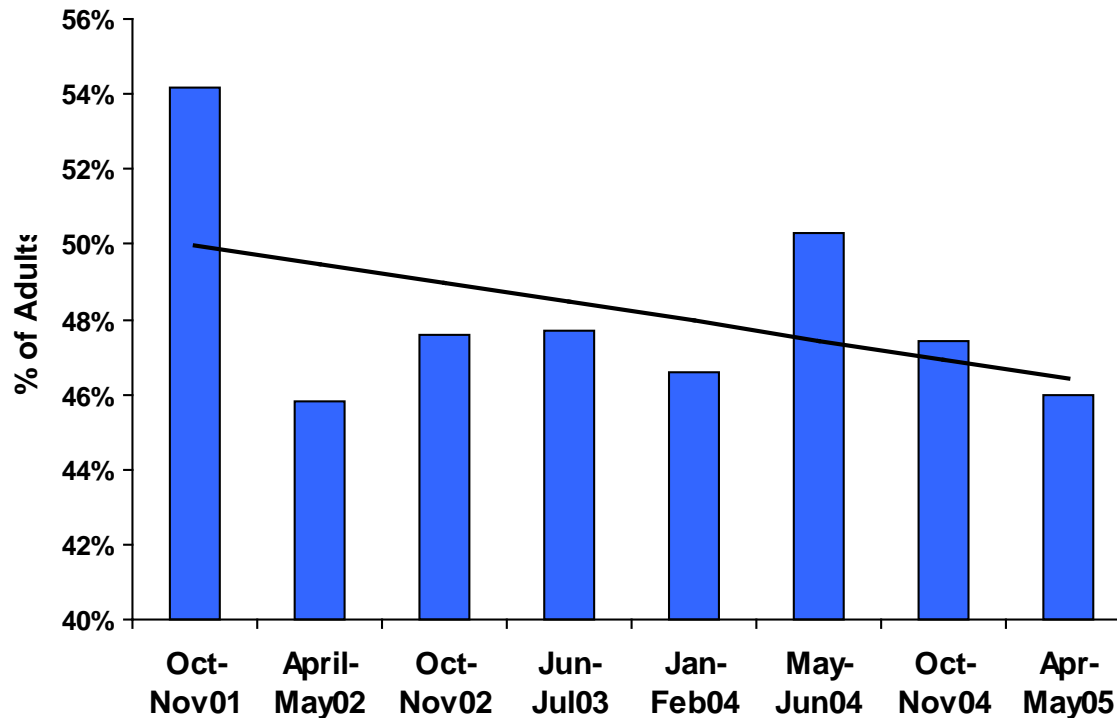
**WINNING
NEWSPAPER
DOLLARS.**



Newspaper Readership in St. Louis 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.

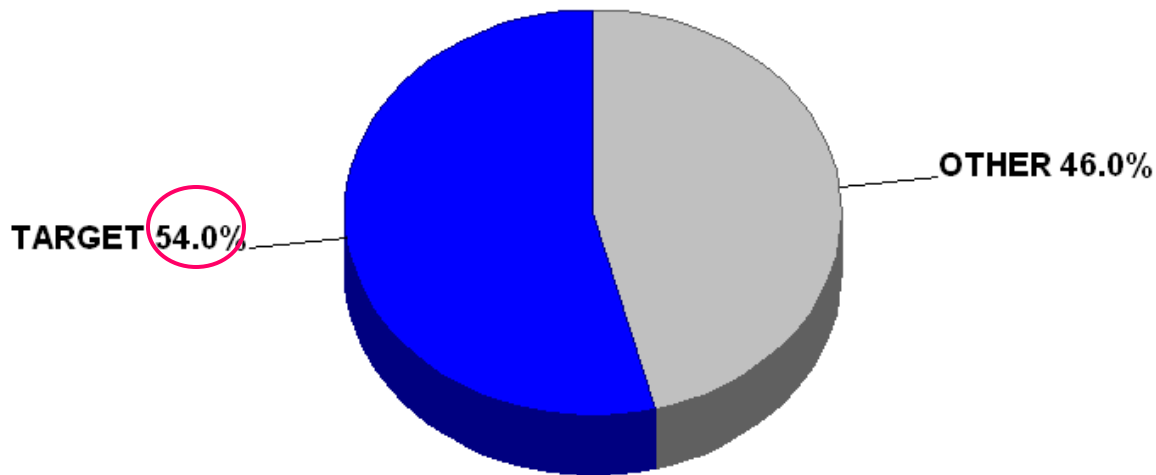


The Media Audit Research shows...

54% of St. Louis Market Adults are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.

That's 1,081,900 ADULTS!

Target Analysis - Not Exposed to Daily Newspaper Average Weekday

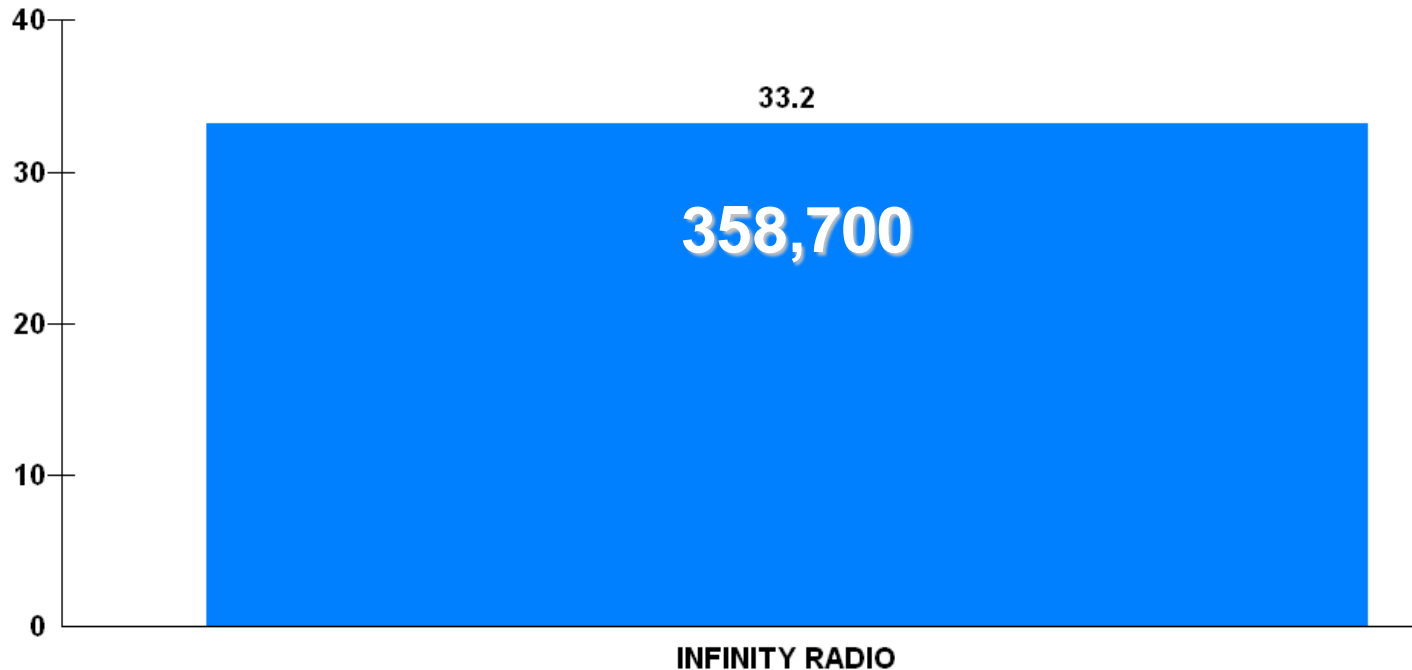


The Media Audit Research shows...

INFINITY RADIO reaches OVER 33% of St. Louis Market adults each week who are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.

INFINITY reaches 358,700 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 ST. LOUIS

**The Best Way
to Reach the
St. Louis Market
Auto Purchasers**

INFINITY ST. LOUIS

VS.

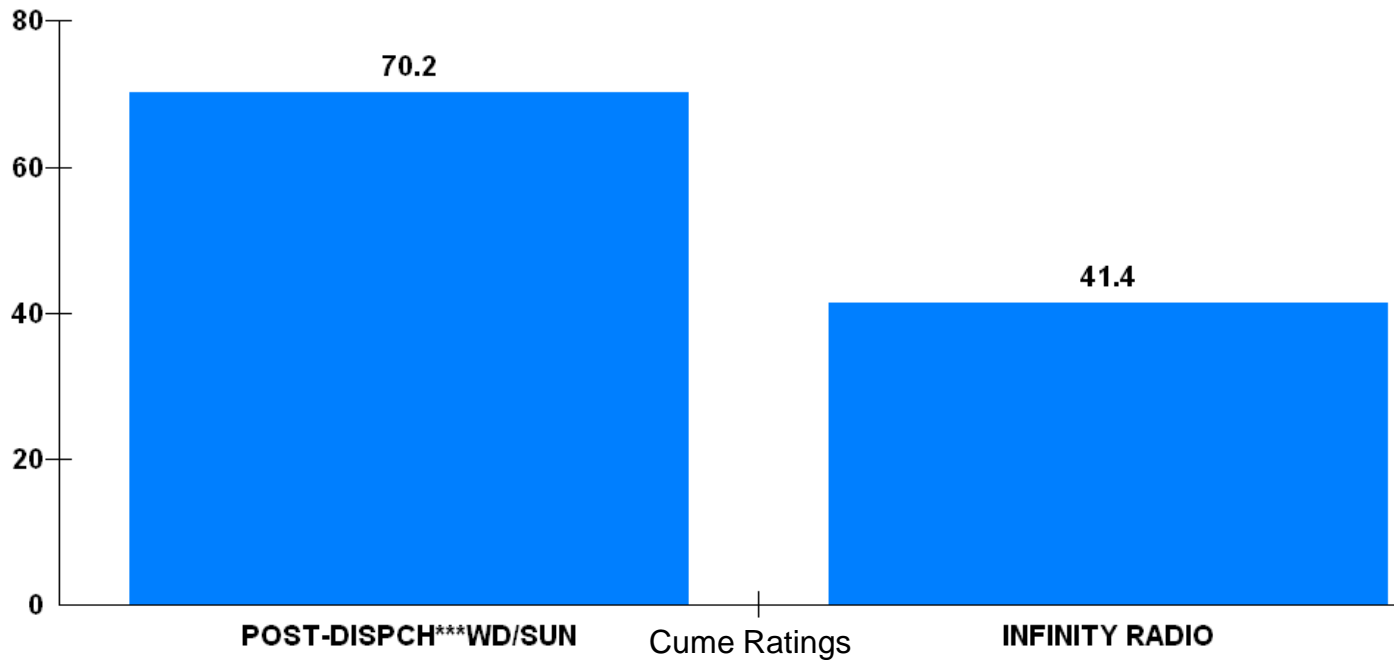
ST. LOUIS POST-DISPATCH

The Media Audit Research shows...

The Post-Dispatch reaches 70% of those St. Louis Market adults planning to purchase a new vehicle this year.

INFINITY reaches over 41% of planned new vehicle purchasers.

PLAN TO BUY NEW VEHICLE DURING NEXT 12 MONTHS

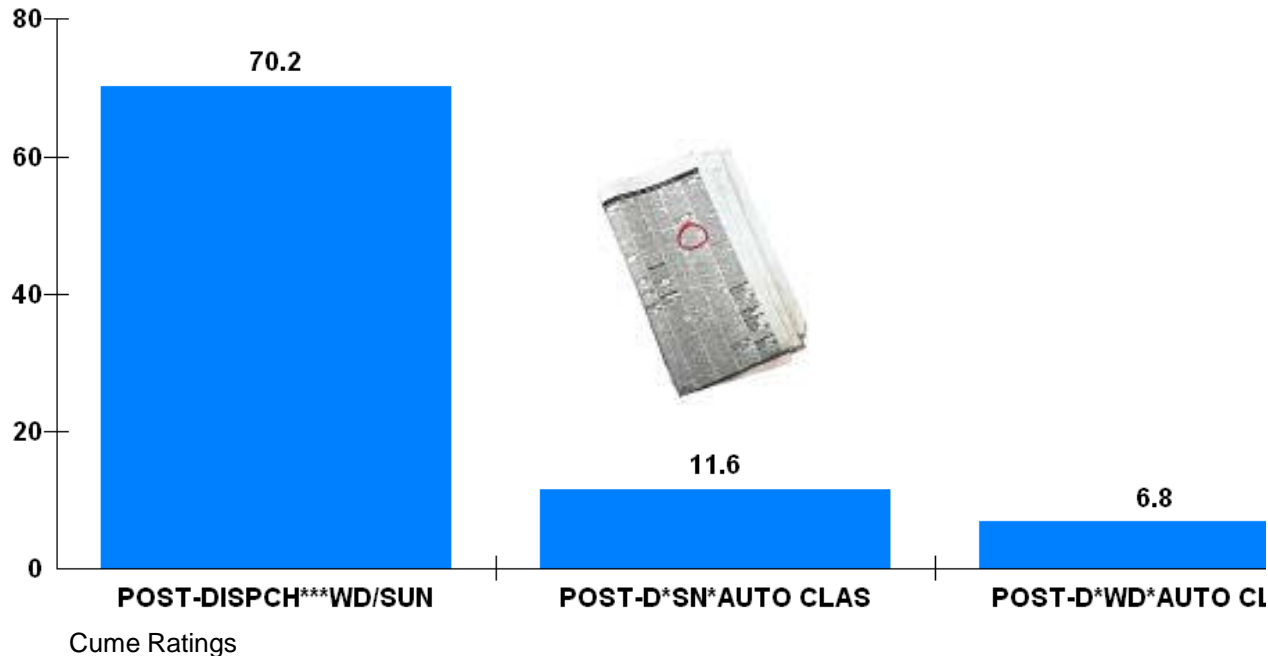


The Media Audit Research shows...

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

While the Post-Dispatch does reach 70% of those St. Louis adults planning to purchase a new vehicle, the Sunday auto section only reaches only 11.6% of planned purchasers and the weekday auto section reaches less than 7%.

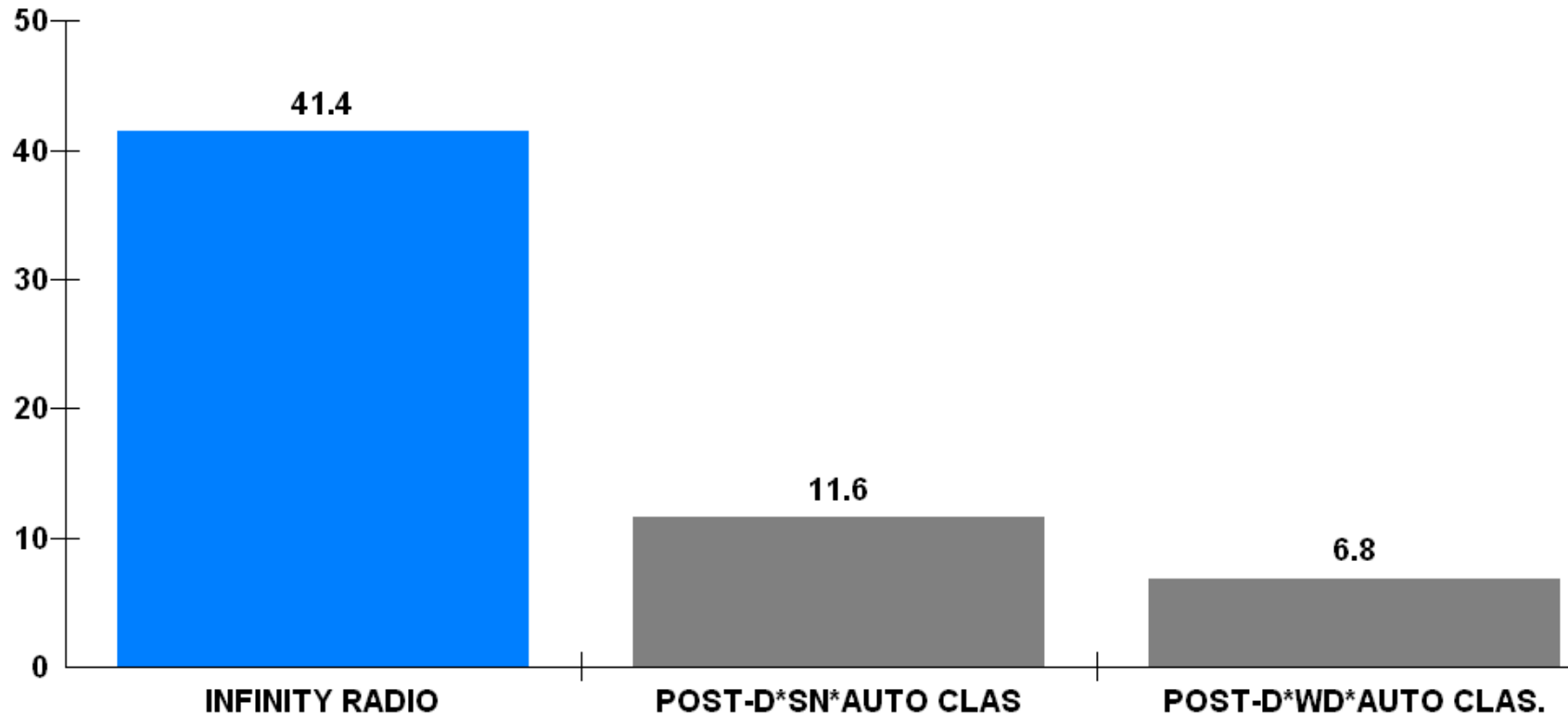
PLAN TO BUY NEW VEHICLE DURING NEXT 12 MONTHS



The Media Audit Research shows...

Comparing potential to potential, INFINITY's over 41% reach of planned new vehicle purchasers is nearly **4 times** the potential reach of the Post-Gazette's auto sections!

PLAN TO BUY NEW VEHICLE DURING NEXT 12 MONTHS



Cume Ratings

The Media Audit Research shows...

Together, the Post-Dispatch auto sections reach less than 18% of St. Louis planned new vehicle purchasers.

THE MEDIA AUDIT			
AD CAMPAIGN PLANNER			
ADULTS			
Report Market:	ST. LOUIS, MO		
Report Period:	APR-MAY 2005		
TARGET:	PLAN BUY--NEW CAR/VAN/TRUCK/SUV		
BASE POPULATION: 2,002,200	% IN TARGET: 7.9%		
MEDIA	CUME PERSONS	CUME RATING	NET CUME REACH
POST-D*SN*AUTO CLAS	18,300	11.6	11.6
POST-D*WD*AUTO CLAS.	10,800	6.8	17.6
Print	29,100	18	17.6
Total Net Cume Reach	29,100	18	17.6

The Media Audit Research shows...

Adding INFINITY'S reach of planned new vehicle purchasers to the Post-Dispatch auto sections will increase the reach potential of planned new vehicle purchasers by almost 3 times to nearly **52%**.

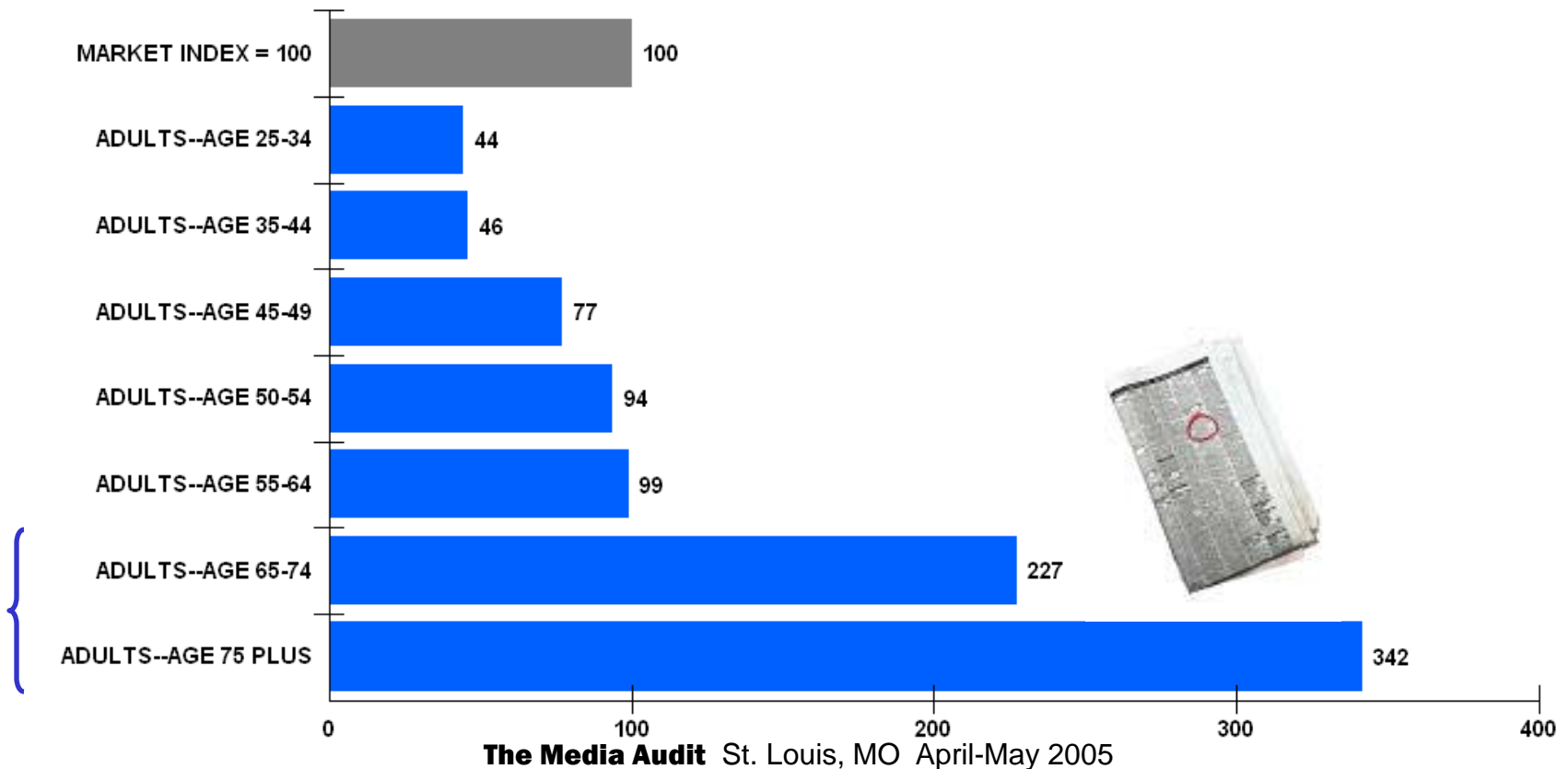
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INFINITY RADIO	65,400	41.4	41.4
Radio	65,400	41	41.4
Print	29,100	18	17.6
Total Net Cume Reach	94,500	60	51.8

Why
does
INFINITY ST. LOUIS
add so dramatically to the
reach of newspaper?

The Media Audit Research shows...

St. Louis Market adults who are heavily exposed to newspaper are the 65+ Crowd, who have fewer consumer needs and wants, and are very likely already brand loyal.

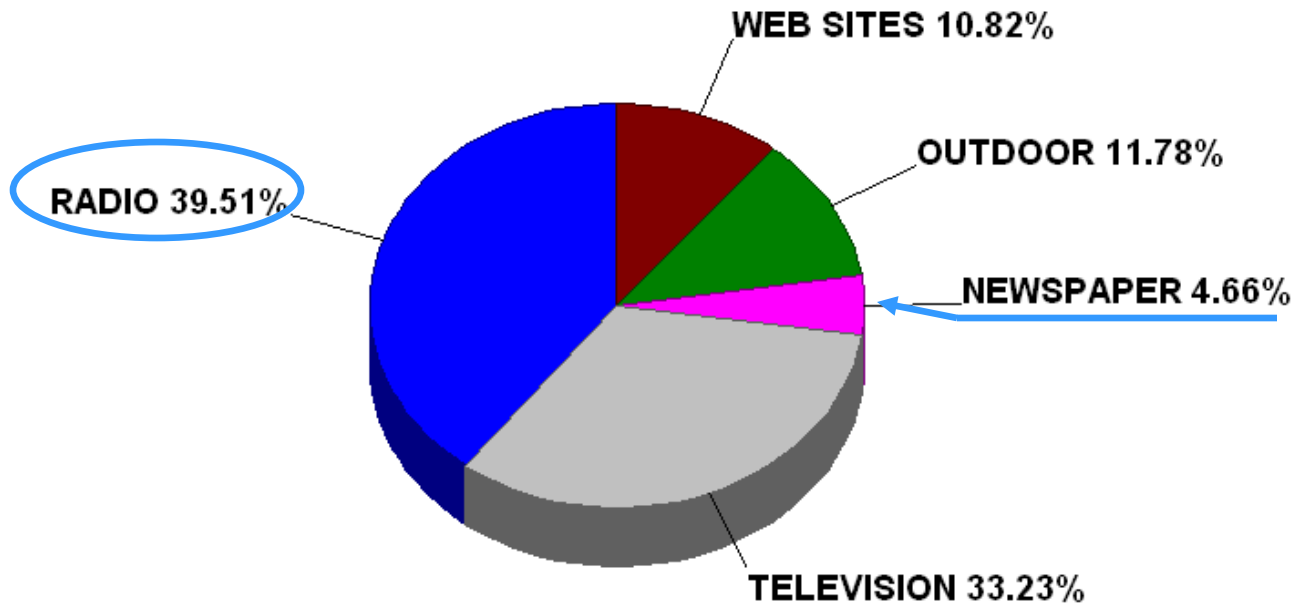
HEAVY NEWSPAPER READERS



The Media Audit Research shows...

New Vehicle Buyers spend nearly **40% of their Media Day with Radio**...compared to less than 5% 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 CAR BUYERS



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-Dispatch, 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.