

Winning Newspaper Dollars In the Washington DC Market



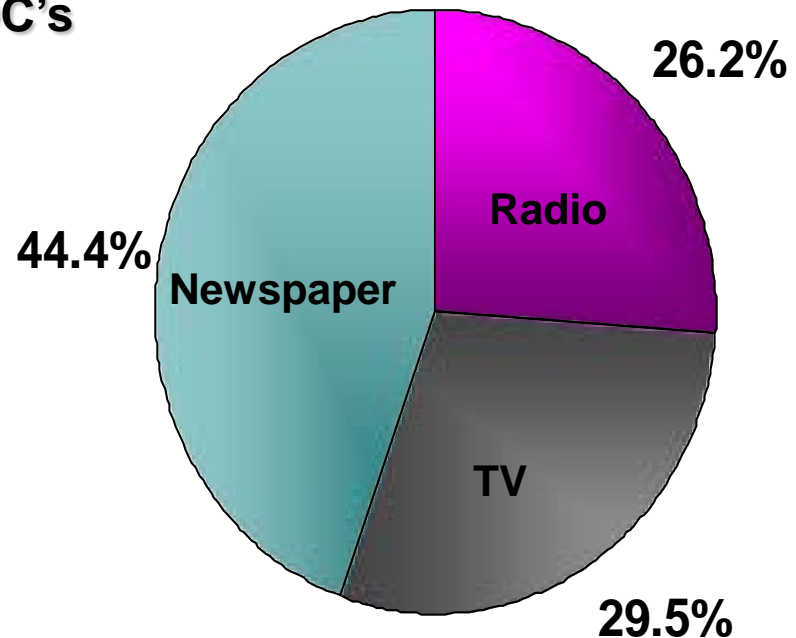
Market Revenue Shares

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

Washington DC Advertising Revenue

This means INFINITY Washington DC's
Greatest Revenue Opportunity is in

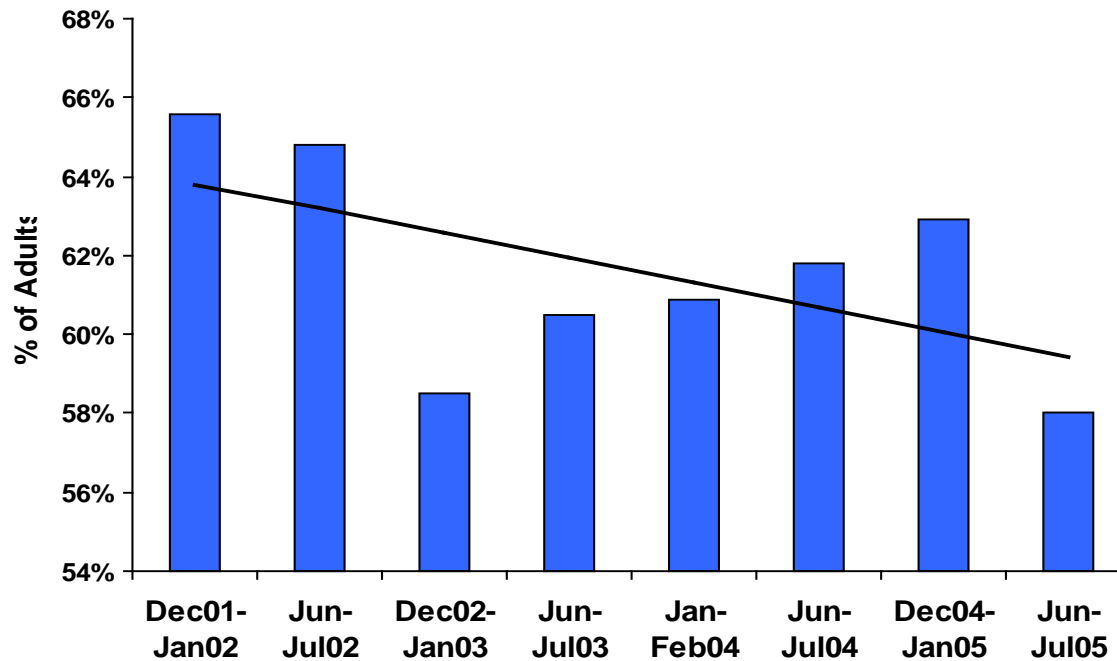
**WINNING
NEWSPAPER
DOLLARS.**



Newspaper Readership in Washington DC 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.

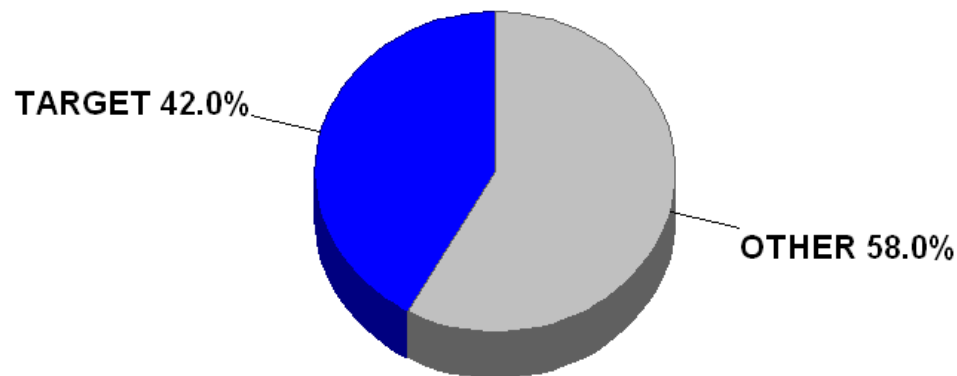


The Media Audit Research shows...

42% of Washington DC Market Adults are NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.

That's 1,555,900 ADULTS!

Not Exposed to Daily Newspaper

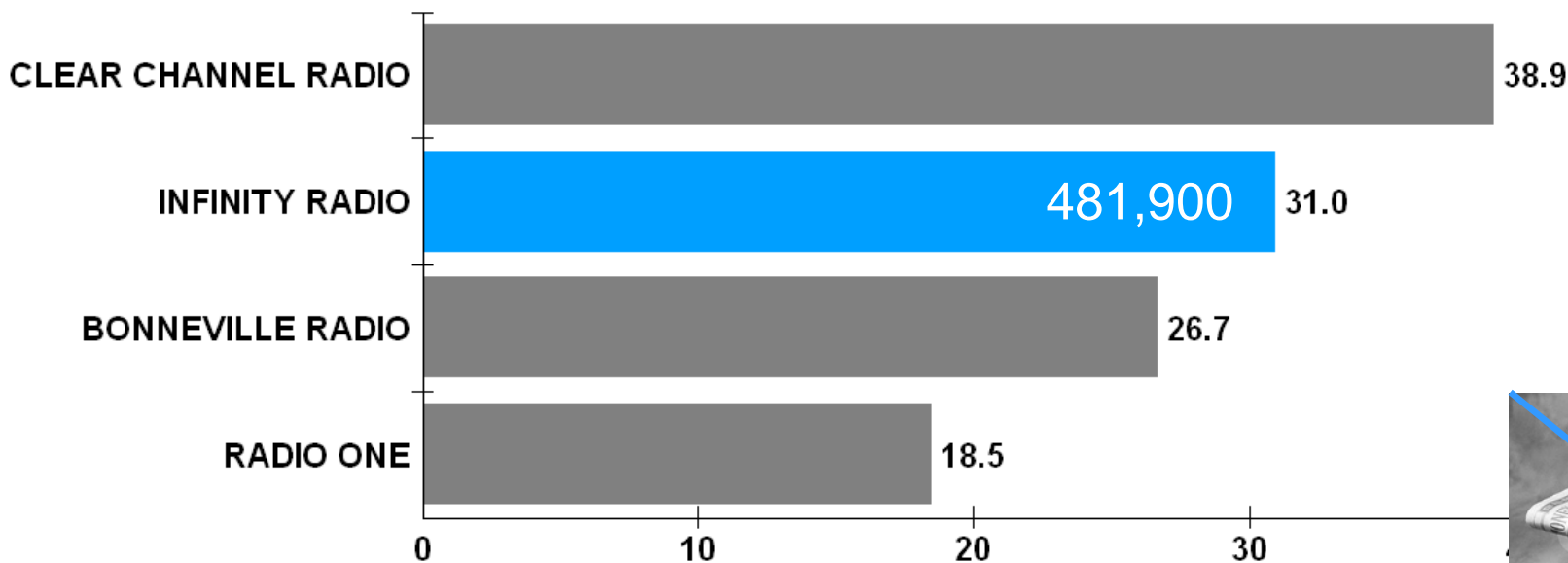


The Media Audit Research shows...

INFINITY RADIO is a market leader, reaching 31% of Washington DC Market adults each week who are **NOT EXPOSED TO NEWSPAPER ON AN AVERAGE WEEKDAY.**

INFINITY reaches 481,900 Adults who are not reached by newspaper!

Not Exposed to Daily 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 WASHINGTON DC

**The Best Way
to Reach the
Washington DC Market
Auto Purchasers**

INFINITY



INFINITY WASHINGTON, DC

VS.

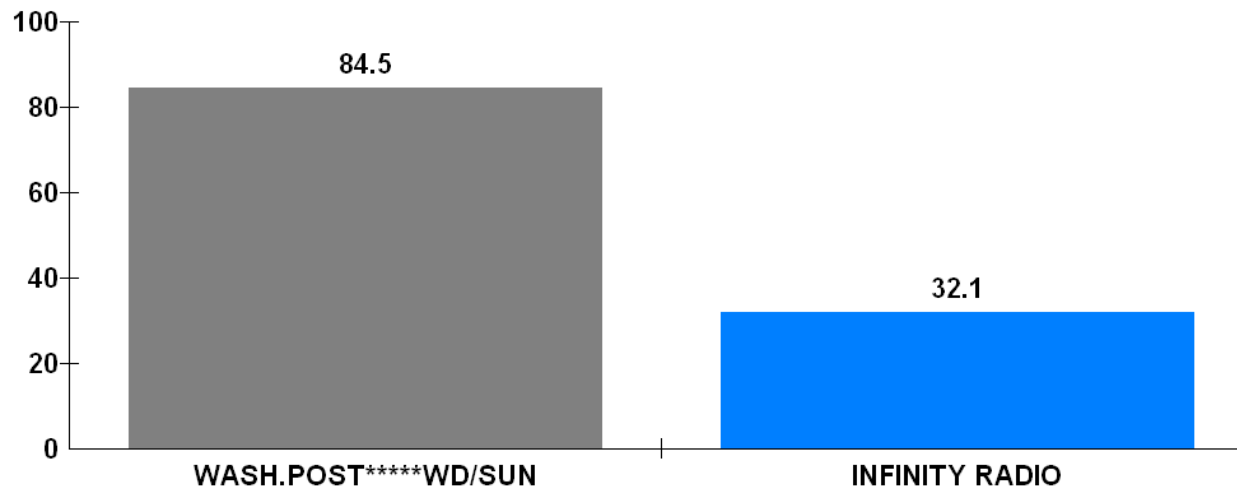
The Washington Post

The Media Audit Research shows...

The Post reaches over 84% of those Washington DC Market adults planning to purchase a new vehicle this year.

INFINITY reaches over 32% of planned new vehicle purchasers.

Plan to Buy New Vehicle Next 12 Months



Cume Ratings

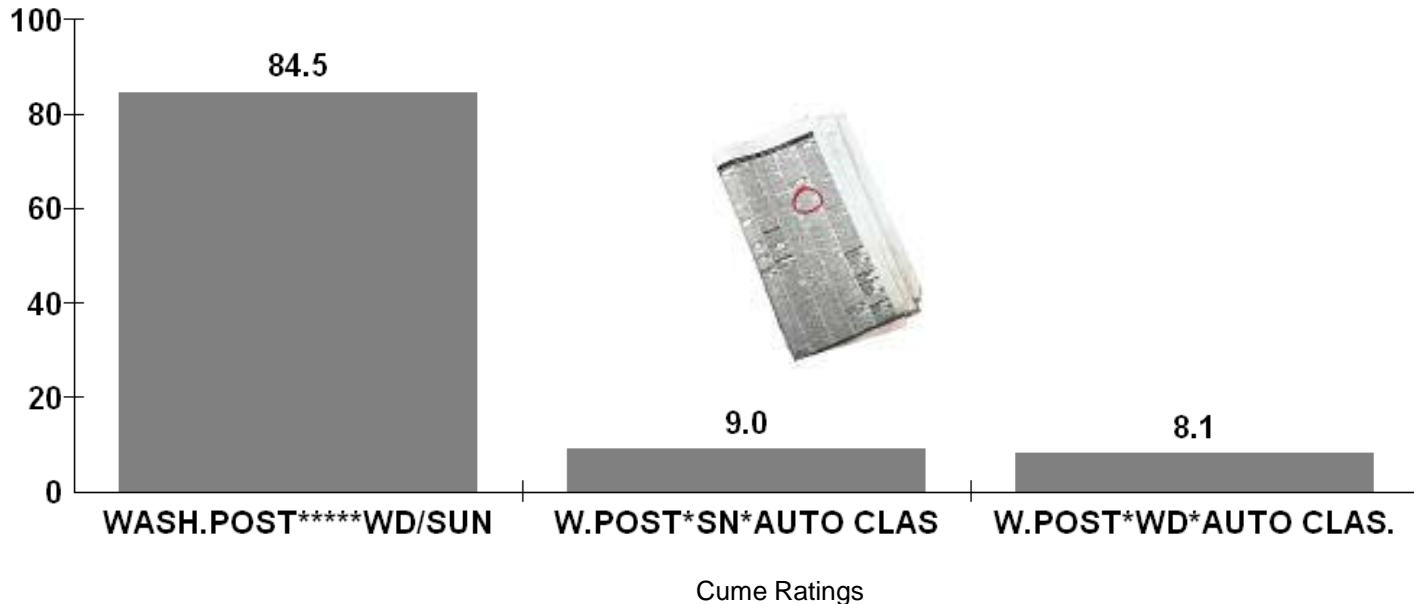


The Media Audit Research shows...

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

While the Post does reach 84% of those Washington DC adults planning to purchase a new vehicle, the Sunday auto section only reaches only 9% of planned purchasers and the weekday auto section reaches only 8%.

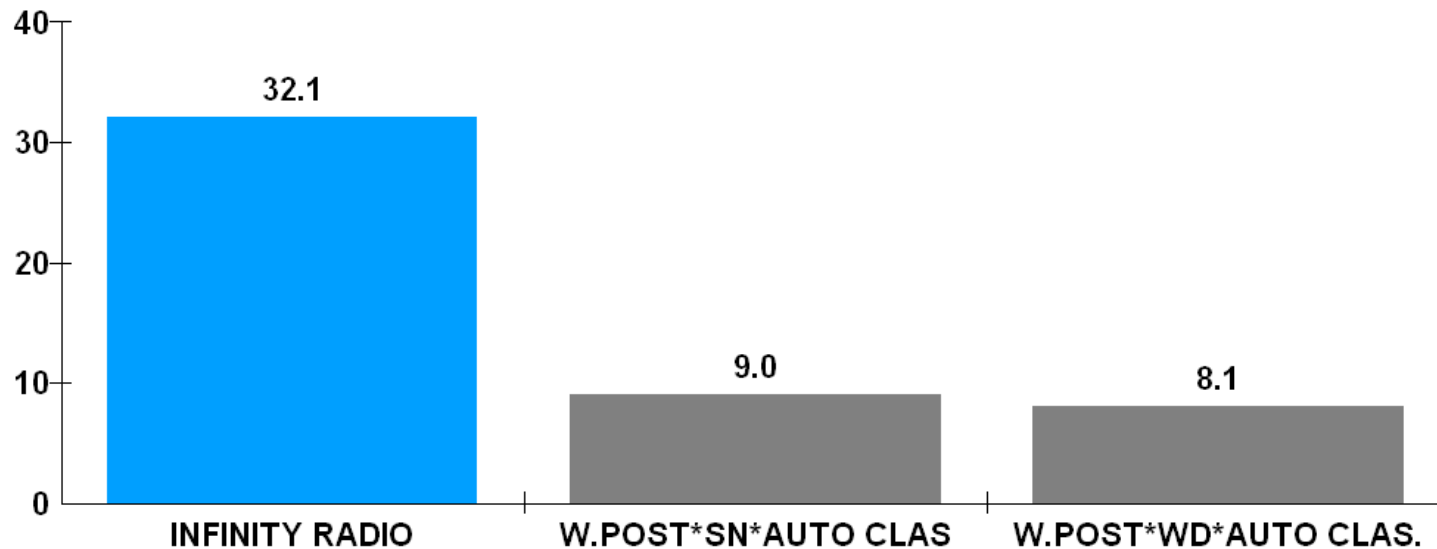
Plan to Buy New Vehicle Next 12 Months



The Media Audit Research shows...

Comparing potential to potential, INFINITY's nearly 33% reach of planned new vehicle purchasers is nearly **3.5 times** the potential reach of the Post's auto sections!





Plan to Buy New Vehicle Next 12 Months



Cume Ratings







The Media Audit Research shows...

Together, the Washington Post auto sections reach less than 10% of DC planned new vehicle purchasers.

THE MEDIA AUDIT				
AD CAMPAIGN PLANNER				
GENERAL BASE = ADULTS AGE 18+				
Report Market:	WASHINGTON, DC			
Report Period:	MAR-APR 2005			
TARGET:	PLAN BUY--NEW CAR/VAN/TRUCK/SUV			
BASE POPULATION: 3,708,523	% IN TARGET: 7.4%			
MEDIA	CUME PERSONS	CUME RATING	NET CUME REACH	0
W.POST*SN*AUTO CLAS	24,845	9.0	9.0	
W.POST*WD*AUTO CLAS.	22,314	8.1	9.9	
Print	27,387	9.9	9.9	
Total	27,387	9.9	9.9	

The Media Audit Research shows...

Adding INFINITY'S reach of planned new vehicle purchasers to the Washington Post auto sections will increase the reach potential of planned new vehicle purchasers by nearly 4 times to over **37%**.

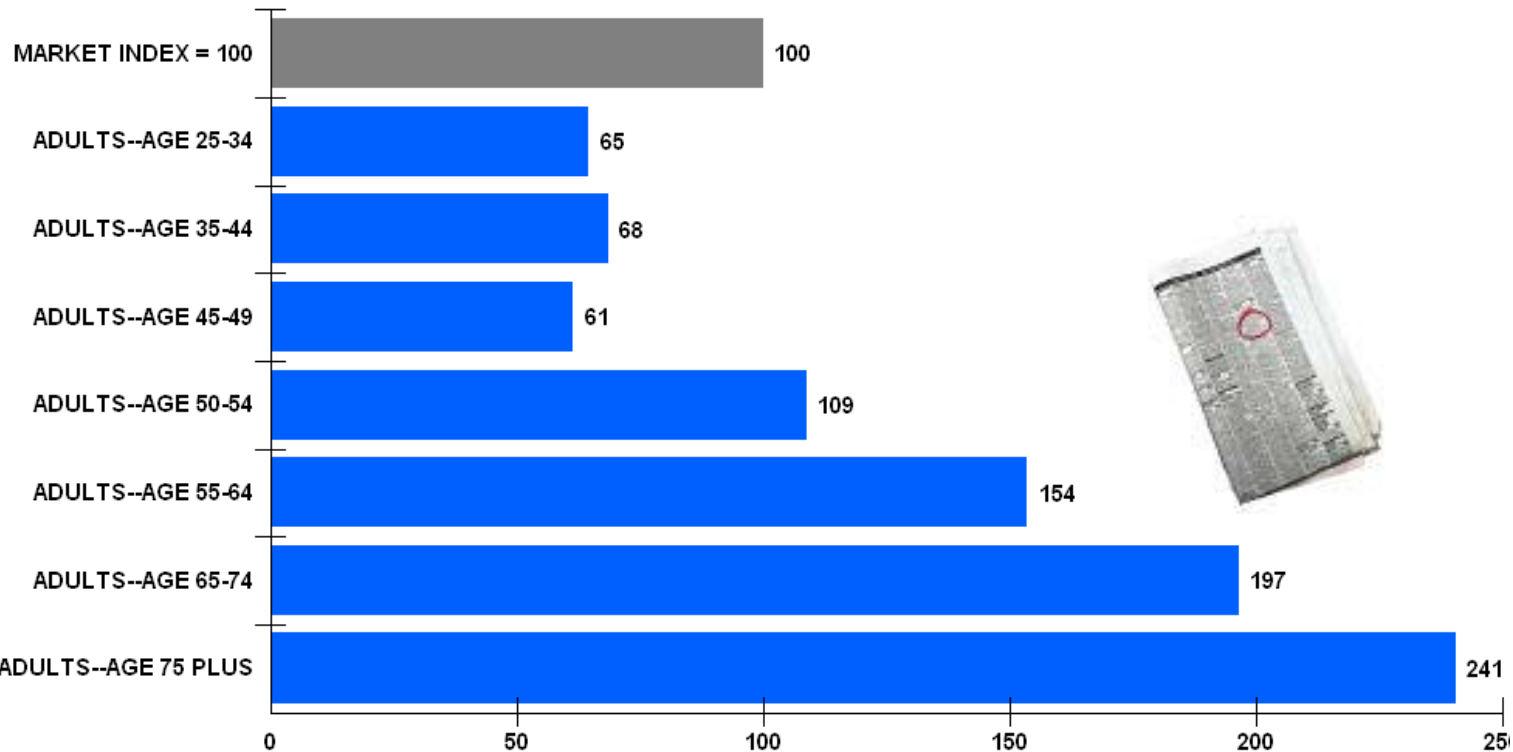
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INFINITY RADIO	88,398	32.1	32.1	
Print	27,387	9.9	9.9	
Radio	88,398	32.1	32.1	
Total	102,877	37.3	37.3	

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

The Media Audit Research shows...

Washington DC 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.

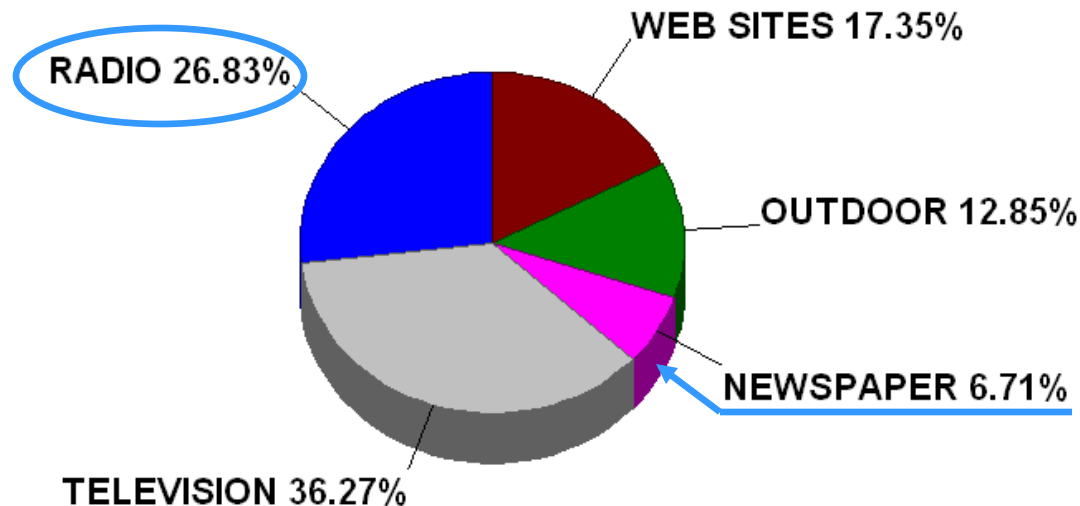
HEAVY NEWSPAPER READERS



The Media Audit Research shows...

New Vehicle Buyers spend nearly **27% of their Media Day with Radio**...compared to less than 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 Vehicle 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 Washington Post, 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.