

**\* Media Director Series \***  
**Newspaper Ad Analysis II**

PUBLICATION:	NEWSPAPER AAA	DATE:	12-Nov-08
CIRCULATION:	192,176	FILE:	NAA II
AVG TARGET DEMO CIRC:	142,996	74.41%	ADVERTISER: SAMPLE CLIENT
FORMAT WIDTH:	6	NOTING CATEGORY:	INSURANCE
FORMAT HEIGHT:	21.5	TARGET DEMO:	ADULTS 25-54
AD COLUMN WIDTH:	5	TAR DEMO POP:	362,000
AD INCH HEIGHT:	11.5	TOT MARKET POP 18+:	486,500
TOT COL/INCHES:	57.5	READERS PER COPY:	1.333
		REMARKS:	ARB METRO POP FIGURES

	RATE #1	RATE #2	RATE #3	
COLUMN/INCH RATE:	\$42.00	\$36.00	\$18.00	
WEEKLY INSERTIONS [MAX 5]:	0	1	1	
ADD'L CHARGES (color,etc):	\$0.00	\$0.00	\$0.00	
COSTS:	\$0.00	\$2,070.00	\$1,035.00	\$3,105.00

-SINGLE INSERTION ANALYSIS -						
PERCENT OF PAGE	DEMO NOTING SCORE	NET DEMO READERSHIP	NOTED DEMO READERSHIP	AVG AD COST	AVG AD CPM	NET REACH
44.6%	28.0%	190,614	53,372	\$1,552.50	\$8.14	

-MULTIPLE WEEKLY INSERTION ANALYSIS-		
# WEEKLY INSERTIONS-	1	2
<b>NET</b> DEMO REACH %-	52.7%	66.3%
<b>NET</b> DEMO READERSHIP-	190,614	240,174
<b>NET</b> GRPs-	52.7	105.3
<b>NOTED</b> DEMO REACH %-	14.7%	18.6%
<b>NOTED</b> DEMO READERSHIP-	53,372	67,249
<b>NOTED</b> GRPs-	14.7	29.5
AVERAGE FREQUENCY-	1.0	1.6

-TOTAL MONTH ANALYSIS-			
# WEEKLY INSERTIONS-	2		
# of SCHED WEEKS-	2		
TOTAL INSERTIONS-	4		
TOTAL <b>NET</b> GRPs-	210.6	59.0	-TOTAL <b>NOTED</b> GRPs
<b>NET</b> DEMO REACH %-	88.7%	24.8%	- <b>NOTED</b> DEMO REACH %
AVERAGE FREQUENCY-	2.4	2.4	-AVERAGE FREQUENCY
TOTAL COST-	\$6,210.00		

**REPORT PREPARED BY: XYZ AGENCY**  
**CONFIDENTIAL**