

*** Media Director Series ***
Outdoor Reach & Frequency Analysis

MARKET: ANY METRO
 TOTAL MARKET POP (PERS 18+): 486,500
 *ADJUSTED MARKET POP (PERS 18+): 395,000
 TARGET DEMO: ADULTS 25-54
 TARGET DEMO POP: 362,000
 TARGET DEMO WEIGHTING FACTOR: 1.10

*ADJ MARKET COVERAGE: 81.19%
 *ADJ MARKET TAR DEMO POP: 293,916

DATE: 14-Dec-07
 FILE: MBA_OUTRF
 CLIENT: DEMO
 REMARKS: SAMPLE REPORT

SHOWING DAYS: 30

SHOWING TYPE	TOTAL BOARDS	AVG DEC PER UNIT	SHOWING COST	DAILY GRPs	AVG FREQ	NET REACH %	NET REACH PERSONS	CPM NET REACH	AVG CPP
POSTERS	5	15,300	\$5,600.00	23.2	10.6	65.9%	238,403	\$23.49	\$8.03
ROTARIES	1	55,000	\$7,600.00	16.7	10.2	49.3%	178,374	\$42.61	\$15.16
BULLETINS/PERMS	0	55,000	\$7,600.00	0.0	0.0	0.0%	0	\$0.00	\$0.00
TOTALS-			\$13,200.00	40.0	15.9	75.2%	272,093	\$48.51	\$11.01

QUINTILE FREQUENCY DISTRIBUTION-

HEAVY-	35.9
MED/HEAVY-	19.9
MEDIUM-	12.8
MED/LIGHT-	7.2
LIGHT-	4.0
	<hr/> 15.9

* POPULATION ADJUSTMENTS (IF ANY) REFLECT ACTUAL OUTDOOR MARKET COVERAGE.

REPORT PREPARED BY: XYZ AGENCY
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