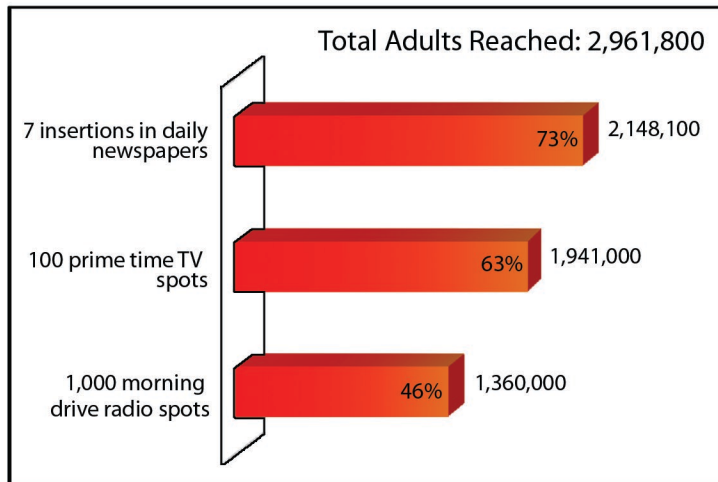
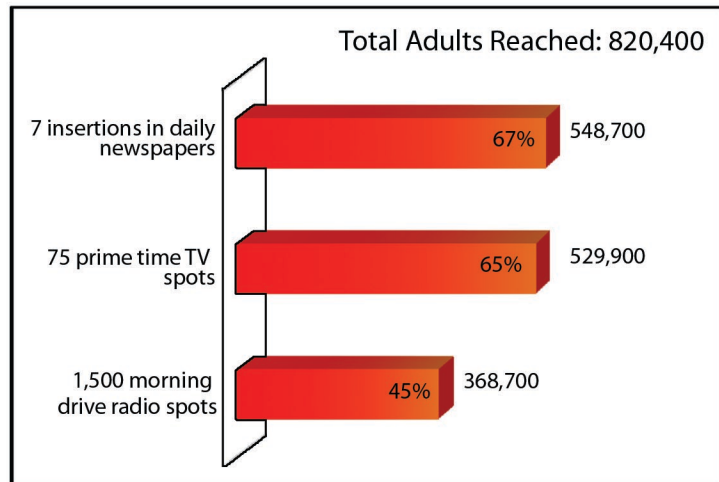


In all five DMAs, a week's worth of newspaper ads reaches a larger audience than prime time TV spots or radio spots in top-rated morning drive.

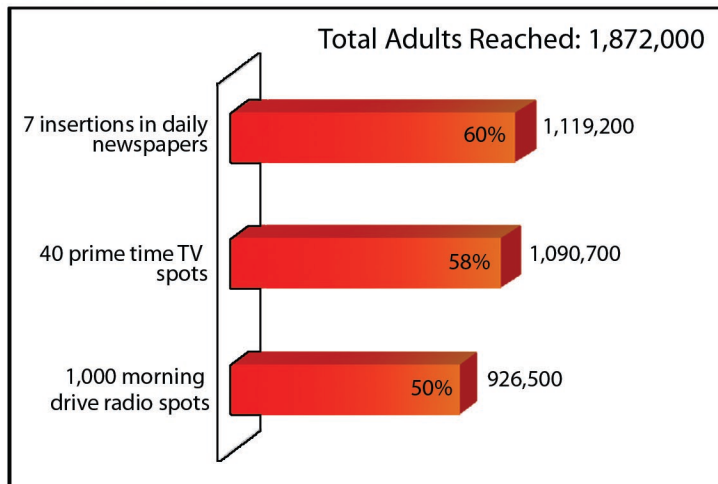
Cleveland



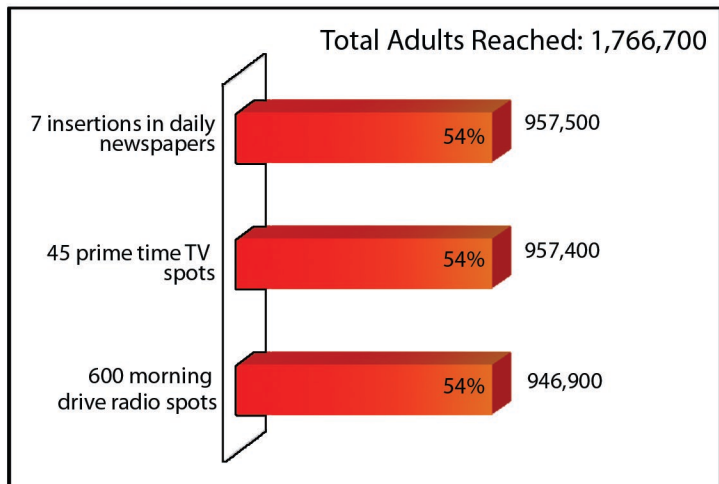
Toledo



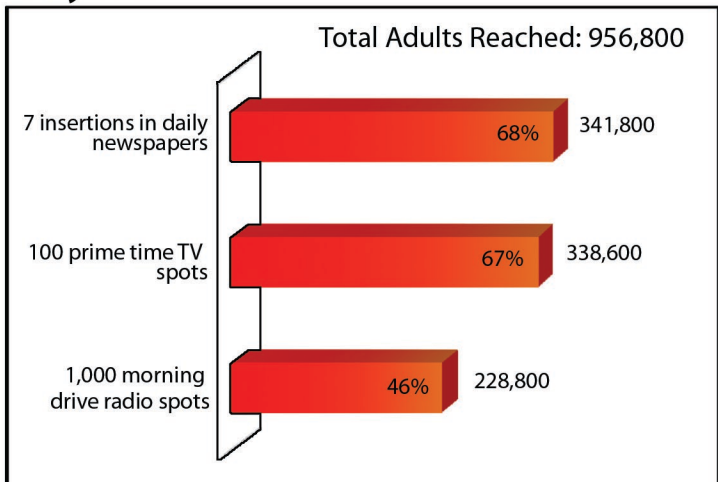
Columbus



Cincinnati



Dayton



Cleveland: 20 spots on the top five TV stations in prime time: WEWS, WJW, WKYC, WOIO, WUAB; 100 spots on the top 10 radio stations in morning drive: WDOK, WGAR, WHLK, WMJI, WMMS, WNCX, WQAL, WQMX, WTAM, WZAK

Toledo: 15 spots on the top five TV stations in prime time: WGTE, WNWO, WTOL, WTVG, WUPW; 150 spots on the top 10 radio stations in morning drive: WCKY, WIMX, WIOT, WKKO, WPFX, WRQN, WRVF, WSPD, WVKS, WXXR

Columbus: 10 spots on the top five TV stations in prime time: WBNS, WCMH, WOSU, WSYX, WTTE; 100 spots on the top 10 radio stations in morning drive: WBNS, WBWR, WCKX, WCOL, WCVO, WLWQ, WNCI, WODC, WSNY, WTVN

Cincinnati: 9 spots on the top five TV stations in prime time: WCPO, WKRC, WLWT, WSTR, WXIX; 60 spots on the top 10 radio stations in morning drive: WEBN, WGRR, WIZF, WKFS, WKRQ, WLW, WOFX, WREW, WRRM, WUBE

Dayton: 20 spots on the top five TV stations in prime time: WBDT, WDTN, WHIO, WKEF, WRGT; 100 spots on the top 10 radio stations in morning drive: WCHD, WDHT, WDSJ, WGTZ, WHIO, WHKO, WLW, WMMX, WROU, WTUE