



## 30-Sheet Eyes On Ratings

Cincinnati, OH DMA 30-Sheet Poster EYES ON Ratings\*

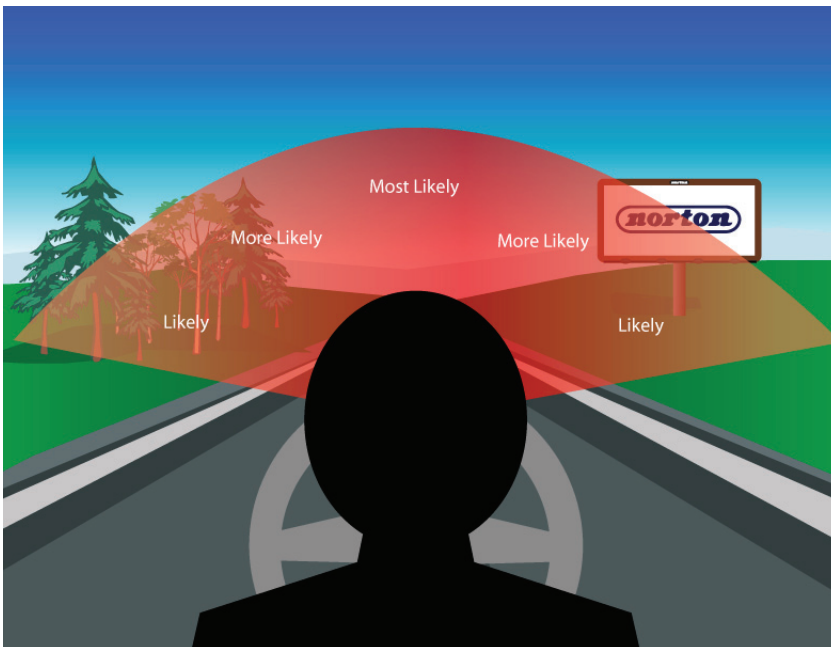
All Adults 18+	Adults 25-54	African-American Adults 25-54	Adults 18-49, HHI \$75K+	Adults 18+, HHI \$75K+	Adults 18+, HHI \$100K+	Adults 18+, HHI \$150K+
51,611	29,655	4,317	13,434	20,790	13,503	5,310

### About Eyes On Ratings:

- EYES ON measures audience
- EYES ON breaks down demographics for each display in a given market
- Norton Outdoor Advertising 30-Sheet Displays provide more EOIs (Eyes On Impressions) than our competition in every HHI group
- Norton Outdoor Advertising 30-Sheet displays have 25%+ higher ratings than our competition in the \$100K+ and \$150K+ HHI demographic



\*Eyes On Impressions are reported as weekly measurements.



EYES ON reports people actually noticing ads...

- Larger displays that are closer to the center of one's field of vision attract a higher % of the circulation
- This percentage likelihood is a Visibility Adjustment Index (VAI)