



# 30-Sheet Eyes On Ratings

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

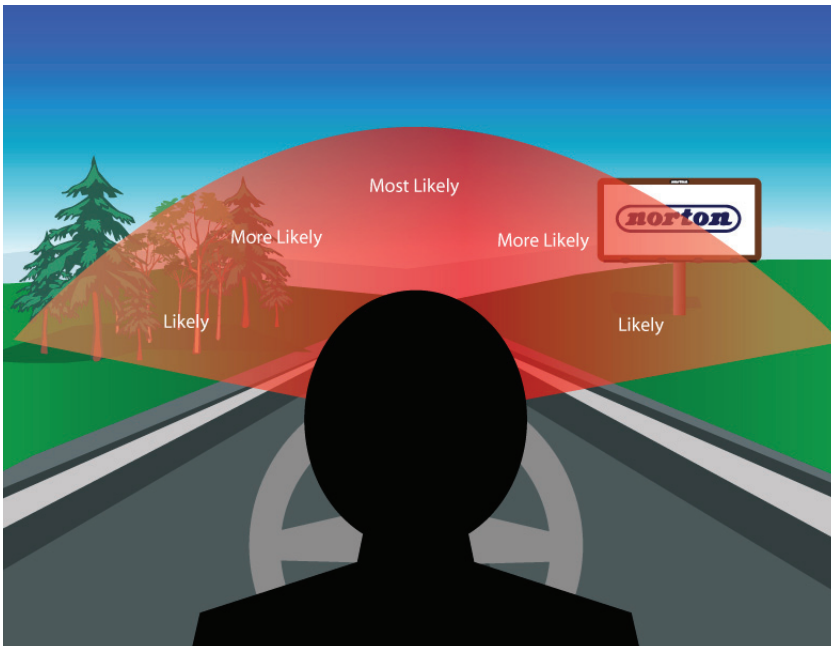
	All Adults 18+	Adults 25-54	African-American Adults 25-54	Adults 18+, HHI <\$50K	Adults 18+, HHI \$50-75K	Adults 18-49, HHI \$75K+	Adults 18+, HHI \$75K+	Adults 18+, HHI \$100K+	Adults 18+, HHI \$150K+
<b>norton</b>	51,611	29,655	4,317	20,583	10,238	13,434	20,790	13,503	5,310
Lamar	44,902	25,922	3,184	18,446	9,289	11,188	17,167	10,797	4,172
Norton Advantage	14.9%	14.4%	35.6%	11.6%	10.2%	20.1%	21.1%	25.1%	27.3%

## 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) in every HHI group
- Norton Outdoor Advertising 30-Sheet displays have 25%+ higher ratings 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)