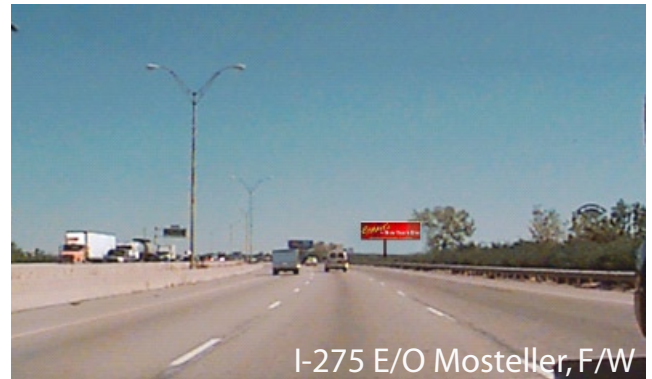


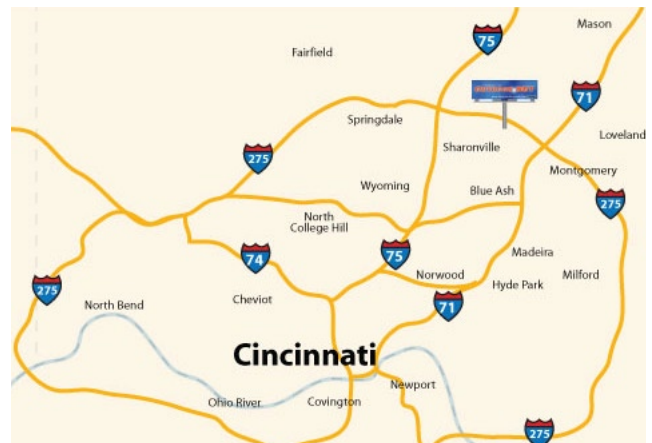
Individual Pricing for

I-275 East of Mosteller, Facing West

This outstanding display offers a long read to eastbound traffic en route from I-75 or the North and Northwest suburbs to the Northeast suburbs and I-71. This display provides a rare opportunity to reach audiences on I-275.



I-275 E/O Mosteller, F/W



- 88,640 DEC; 44,320 adjusted DEC*
- Prime-time location on I-275 F/W (reads to east-bound traffic)
- Target Northern Cincinnati traffic heading from I-75 to I-71
- No production costs
- Virtually limitless design scheduling options

# of Weeks	24 Hour D.E.C.	Adjusted 24 Hour D.E.C.	Guaranteed Campaign Spots	Campaign Reach %	Campaign Frequency (x)	Campaign GRP's	4-Week Cost	Campaign Cost	CPM	CPP
52	88,640	44,320	638,750	85.1	7.2	1,461	\$4,895	\$63,635	\$3.93	\$43.43
26	88,640	44,320	319,375	75.4	9.7	731	\$5,900	\$38,350	\$4.75	\$52.49
13	88,640	44,320	159,250	60.6	6.0	365	\$6,285	\$20,425	\$5.06	\$55.91
4	88,640	44,320	49,000	30.6	3.7	112	\$6,625	\$6,625	\$5.34	\$58.94

All Reach, Frequency, GRP, CPM and CPP estimates based on Adjusted D.E.C.

* Adjusted D.E.C. (Daily Effective Circulation) indicates that at least three (3) advertising spots may be viewed during each approach to this NortonHD display.