



Furniture Category...Tangible Results Before '03 to After '04



Period '03	Sales	Percentage	Media (\$)	Percentage	GRP's	Percent	A2554 Impressions	A2554 CPP	A2554 CPM	Value Per Impression	ROI Yield
January	\$250,330	4.4%	\$24,400	5.2%	342	7.3%	5,657,022	\$71.35	\$4.31	\$0.04	\$10.26
February	\$243,370	4.3%	\$24,150	5.1%	322	6.8%	5,326,202	\$75.00	\$4.53	\$0.05	\$10.08
March	\$268,150	4.7%	\$28,000	6.0%	398	8.5%	6,583,318	\$70.35	\$4.25	\$0.04	\$9.58
April	\$344,580	6.0%	\$24,650	5.2%	336	7.1%	5,557,776	\$73.36	\$4.44	\$0.06	\$13.98
May	\$569,940	10.0%	\$43,300	9.2%	321	6.8%	5,309,661	\$134.89	\$8.15	\$0.11	\$13.16
June	\$714,640	12.5%	\$51,480	11.0%	489	10.4%	8,088,549	\$105.28	\$6.36	\$0.09	\$13.88
July	\$644,740	11.3%	\$40,980	8.7%	206	4.4%	3,407,446	\$198.93	\$12.03	\$0.19	\$15.73
August	\$205,600	3.6%	\$36,995	7.9%	440	9.4%	7,278,040	\$84.08	\$5.08	\$0.03	\$5.56
September	\$576,150	10.1%	\$37,740	8.0%	454	9.7%	7,509,614	\$83.13	\$5.03	\$0.08	\$15.27
October	\$642,350	11.2%	\$74,610	15.9%	529	11.2%	8,750,189	\$141.04	\$8.53	\$0.07	\$8.61
November	\$678,890	11.9%	\$58,985	12.5%	559	11.9%	9,246,419	\$105.52	\$6.38	\$0.07	\$11.51
December	\$581,320	10.2%	\$24,780	5.3%	308	6.5%	5,094,628	\$80.45	\$4.86	\$0.11	\$23.46
Totals	\$5,720,060	100.0%	\$470,070	100.0%	4704	100.0%	77,808,864	\$99.93	\$6.04	\$0.07	\$12.17

By Quarter	Sales	Percentage	Media	Percentage	GRP's	Percent
1st Quarter	\$761,850	13.3%	\$76,550	16.3%	1062	22.6%
2nd Quarter	\$1,629,160	28.5%	\$119,430	25.4%	1146	24.4%
3rd Quarter	\$1,426,490	24.9%	\$115,715	24.6%	1100	23.4%
4th Quarter	\$1,902,560	33.3%	\$158,375	33.7%	1396	29.7%
Totals	\$5,720,060		\$470,070	100.0%	4704	100.0%

Proven Results!
Parity Standards™ / Value Per Impression™
 a superior media buying process!

Period '04	Sales	Percentage	Media (\$)	Percentage	GRP's	Percent	A2554 Impressions	A2554 CPP	A2554 CPM	Value Per Impression	ROI Yield
January	\$519,000	5.4%	\$10,000	2.1%	132	2.1%	2,183,412	\$75.76	\$4.58	\$0.24	\$51.90
February	\$829,937	8.6%	\$24,750	5.2%	303	4.8%	5,011,923	\$81.68	\$4.94	\$0.17	\$33.53
March	\$775,032	8.0%	\$36,850	7.8%	504	7.9%	8,336,664	\$73.12	\$4.42	\$0.09	\$21.03
April	\$873,134	9.1%	\$36,950	7.8%	433	6.8%	7,162,253	\$85.33	\$5.16	\$0.12	\$23.63
May	\$817,822	8.5%	\$43,550	9.2%	559	8.8%	9,246,419	\$77.91	\$4.71	\$0.09	\$18.78
June	\$835,849	8.7%	\$30,040	6.4%	329	5.2%	5,441,989	\$91.31	\$5.52	\$0.15	\$27.82
July	\$684,028	7.1%	\$33,350	7.1%	463	7.3%	7,658,483	\$72.03	\$4.35	\$0.09	\$20.51
August	\$769,906	8.0%	\$47,500	10.1%	572	9.0%	9,461,452	\$83.04	\$5.02	\$0.08	\$16.21
September	\$730,014	7.6%	\$50,200	10.6%	938	14.7%	15,515,458	\$53.52	\$3.24	\$0.05	\$14.54
October	\$1,025,903	10.6%	\$52,630	11.2%	617	9.7%	10,205,797	\$85.30	\$5.16	\$0.10	\$19.49
November	\$783,862	8.1%	\$51,550	10.9%	621	9.8%	10,271,961	\$83.01	\$5.02	\$0.08	\$15.21
December	\$1,001,076	10.4%	\$54,500	11.5%	893	14.0%	14,771,113	\$61.03	\$3.69	\$0.07	\$18.37
Totals	\$9,645,563	100.0%	\$471,870	100.0%	6364	100.0%	105,266,924	\$74.15	\$4.48	\$0.09	\$20.44

By Quarter	Sales	Percentage	Media	Percentage	GRP's	Percent
1st Quarter	\$2,123,969	22.0%	\$71,600	15.2%	939	14.8%
2nd Quarter	\$2,526,805	26.2%	\$110,540	23.4%	1321	20.8%
3rd Quarter	\$2,183,948	22.6%	\$131,050	27.8%	1973	31.0%
4th Quarter	\$2,810,841	29.1%	\$158,680	33.6%	2131	33.5%
Totals	\$9,645,563	100.0%	\$471,870	100.0%	6364	100.0%

How to Read: in '03 Mega Media took over the media for a furniture chain and developed a model to negotiate more efficient rates and track advertising in a new manner from traditional agency. We conducted a thorough post-analysis and set aggressive goals to increase audience opportunities. In addition we utilized our superior method to media buying **Parity Standards™** to create a more consistent model to negotiate rates and **Value Per Impression™** to track the ROI efficiency of advertising, below you can see the bottom line improvement with our innovative methodology.

Difference	+\$3,745,503		+\$1800		+1660		+27,458,060	-\$25.78	-\$1.56	+\$0.2	+\$8.27
								+25%	+25%	+29%	+68%