



CPP for Windows - Version 2.27 - QuickTrend Report
Third Party Source



Source: NSI TV Issue: March, '05 Level: Average Pop Base: DMA (CPP)
Target: Adults 25-54

MARKET	POPULATION	RANK DP	1%	CPP 1Q '05	CPM 1Q '05	MM CPP 1Q '05	MM CPM 1Q '05
NEW YORK	8,813,359	88,134	1 EM	929	\$10.54	\$372	\$4.22
	8,813,359	88,134	1 DAY	919	\$10.43	\$368	\$4.17
	8,813,359	88,134	1 EF	1157	\$13.13	\$463	\$5.25
	8,813,359	88,134	1 EN	1184	\$13.43	\$474	\$5.37
	8,813,359	88,134	1 PA	2038	\$23.12	\$815	\$9.25
	8,813,359	88,134	1 PR	3545	\$40.22	\$1,418	\$16.09
	8,813,359	88,134	1 LN	1732	\$19.65	\$693	\$7.86
	8,813,359	88,134	1 LF	1332	\$15.11	\$533	\$6.05
NEW YORK		1		\$1,605	\$18.21	\$642	\$7.28
LOS ANGELES	7,377,573	73,776	2 EM	823	\$11.16	\$329	\$4.46
	7,377,573	73,776	2 DAY	1036	\$14.04	\$414	\$5.62
	7,377,573	73,776	2 EF	1268	\$17.19	\$507	\$6.87
	7,377,573	73,776	2 EN	1118	\$15.15	\$447	\$6.06
	7,377,573	73,776	2 PA	2112	\$28.63	\$845	\$11.45
	7,377,573	73,776	2 PR	3943	\$53.45	\$1,577	\$21.38
	7,377,573	73,776	2 LN	1559	\$21.13	\$624	\$8.45
	7,377,573	73,776	2 LF	1436	\$19.46	\$574	\$7.79
LOS ANGELES		2		\$1,662	\$22.53	\$665	\$9.01
CHICAGO	4,106,679	41,067	3 EM	352	\$8.57	\$141	\$3.43
	4,106,679	41,067	3 DAY	426	\$10.37	\$170	\$4.15
	4,106,679	41,067	3 EF	683	\$16.63	\$273	\$6.65
	4,106,679	41,067	3 EN	744	\$18.12	\$298	\$7.25
	4,106,679	41,067	3 PA	1042	\$25.37	\$417	\$10.15
	4,106,679	41,067	3 PR	1791	\$43.61	\$716	\$17.44
	4,106,679	41,067	3 LN	993	\$24.18	\$397	\$9.67
	4,106,679	41,067	3 LF	440	\$10.71	\$176	\$4.29
CHICAGO		3		\$809	\$19.70	\$324	\$7.88
PHILADELPHIA	3,190,110	31,901	4 EM	239	\$7.49	\$96	\$3.00
	3,190,110	31,901	4 DAY	399	\$12.51	\$160	\$5.00
	3,190,110	31,901	4 EF	401	\$12.57	\$160	\$5.03
	3,190,110	31,901	4 EN	467	\$14.64	\$187	\$5.86
	3,190,110	31,901	4 PA	561	\$17.59	\$224	\$7.03
	3,190,110	31,901	4 PR	1183	\$37.08	\$473	\$14.83
	3,190,110	31,901	4 LN	598	\$18.75	\$239	\$7.50
	3,190,110	31,901	4 LF	395	\$12.38	\$158	\$4.95
PHILADELPHIA		4		\$530	\$16.63	\$212	\$6.65

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MARKET	POPULATION	RANK	DP	CPP 1Q '05	CPM 1Q '05	MM CPP 1Q '05	MM CPM 1Q '05
BOSTON (MANCHESTER)	2,711,352	27,114	5 EM	345	\$12.72	\$138	\$5.09
	2,711,352	27,114	5 DAY	303	\$11.18	\$121	\$4.47
	2,711,352	27,114	5 EF	364	\$13.43	\$146	\$5.37
	2,711,352	27,114	5 EN	419	\$15.45	\$168	\$6.18
	2,711,352	27,114	5 PA	682	\$25.15	\$273	\$10.06
	2,711,352	27,114	5 PR	1563	\$57.65	\$625	\$23.06
	2,711,352	27,114	5 LN	792	\$29.21	\$317	\$11.68
	2,711,352	27,114	5 LF	533	\$19.66	\$213	\$7.86
BOSTON (MANCHESTER)		5		\$625	\$23.06	\$250	\$9.22
SAN FRANCISCO-OAK-SAN JOS	3,011,774	30,118	6 EM	383	\$12.72	\$153	\$5.09
	3,011,774	30,118	6 DAY	467	\$15.51	\$187	\$6.20
	3,011,774	30,118	6 EF	941	\$31.24	\$376	\$12.50
	3,011,774	30,118	6 EN	572	\$18.99	\$229	\$7.60
	3,011,774	30,118	6 PA	833	\$27.66	\$333	\$11.06
	3,011,774	30,118	6 PR	1481	\$49.17	\$592	\$19.67
	3,011,774	30,118	6 LN	846	\$28.09	\$338	\$11.24
	3,011,774	30,118	6 LF	645	\$21.42	\$258	\$8.57
SAN FRANCISCO-OAK-SAN JOS		6		\$771	\$25.60	\$308	\$10.24
DALLAS-FT. WORTH	2,813,007	28,130	7 EM	255	\$9.07	\$102	\$3.63
	2,813,007	28,130	7 DAY	254	\$9.03	\$102	\$3.61
	2,813,007	28,130	7 EF	448	\$15.93	\$179	\$6.37
	2,813,007	28,130	7 EN	461	\$16.39	\$184	\$6.56
	2,813,007	28,130	7 PA	652	\$23.18	\$261	\$9.27
	2,813,007	28,130	7 PR	1111	\$39.50	\$444	\$15.80
	2,813,007	28,130	7 LN	637	\$22.64	\$255	\$9.06
	2,813,007	28,130	7 LF	303	\$10.77	\$121	\$4.31
DALLAS-FT. WORTH		7		\$515	\$18.31	\$206	\$7.32
WASHINGTON, DC (HAGRSTWN)	2,688,132	26,881	8 EM	273	\$10.16	\$109	\$4.06
	2,688,132	26,881	8 DAY	272	\$10.12	\$109	\$4.05
	2,688,132	26,881	8 EF	387	\$14.40	\$155	\$5.76
	2,688,132	26,881	8 EN	426	\$15.85	\$170	\$6.34
	2,688,132	26,881	8 PA	705	\$26.23	\$282	\$10.49
	2,688,132	26,881	8 PR	1240	\$46.13	\$496	\$18.45
	2,688,132	26,881	8 LN	662	\$24.63	\$265	\$9.85
	2,688,132	26,881	8 LF	531	\$19.75	\$212	\$7.90
WASHINGTON, DC (HAGRSTWN)	2,688,132	26,881	8	\$562	\$20.91	\$225	\$8.36

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MARKET	POPULATION	RANK	DP	CPP 1Q '05	CPM 1Q '05	MM CPP 1Q '05	MM CPM 1Q '05
ATLANTA	2,582,134	25,821	9 EM	197	\$7.63	\$79	\$3.05
	2,582,134	25,821	9 DAY	236	\$9.14	\$94	\$3.66
	2,582,134	25,821	9 EF	291	\$11.27	\$116	\$4.51
	2,582,134	25,821	9 EN	315	\$12.20	\$126	\$4.88
	2,582,134	25,821	9 PA	457	\$17.70	\$183	\$7.08
	2,582,134	25,821	9 PR	909	\$35.20	\$364	\$14.08
	2,582,134	25,821	9 LN	510	\$19.75	\$204	\$7.90
	2,582,134	25,821	9 LF	308	\$11.93	\$123	\$4.77
ATLANTA	2,582,134	25,821	9	\$403	\$15.60	\$161	\$6.24
DETROIT	2,149,119	21,491	10 EM	128	\$5.96	\$51	\$2.38
	2,149,119	21,491	10 DAY	204	\$9.49	\$82	\$3.80
	2,149,119	21,491	10 EF	225	\$10.47	\$90	\$4.19
	2,149,119	21,491	10 EN	194	\$9.03	\$78	\$3.61
	2,149,119	21,491	10 PA	305	\$14.19	\$122	\$5.68
	2,149,119	21,491	10 PR	502	\$23.36	\$201	\$9.34
	2,149,119	21,491	10 LN	391	\$18.19	\$156	\$7.28
	2,149,119	21,491	10 LF	224	\$10.42	\$90	\$4.17
DETROIT	2,149,119	21,491	10	\$272	\$12.64	\$109	\$5.06
HOUSTON	2,383,956	23,840	11 EM	187	\$7.84	\$75	\$3.14
	2,383,956	23,840	11 DAY	218	\$9.14	\$87	\$3.66
	2,383,956	23,840	11 EF	292	\$12.25	\$117	\$4.90
	2,383,956	23,840	11 EN	320	\$13.42	\$128	\$5.37
	2,383,956	23,840	11 PA	435	\$18.25	\$174	\$7.30
	2,383,956	23,840	11 PR	745	\$31.25	\$298	\$12.50
	2,383,956	23,840	11 LN	452	\$18.96	\$181	\$7.58
	2,383,956	23,840	11 LF	231	\$9.69	\$92	\$3.88
HOUSTON	2,383,956	23,840	11	\$360	\$15.10	\$144	\$6.04
SEATTLE-TACOMA	1,928,146	19,281	12 EM	188	\$9.75	\$75	\$3.90
	1,928,146	19,281	12 DAY	199	\$10.32	\$80	\$4.13
	1,928,146	19,281	12 EF	226	\$11.72	\$90	\$4.69
	1,928,146	19,281	12 EN	233	\$12.08	\$93	\$4.83
	1,928,146	19,281	12 PA	301	\$15.61	\$120	\$6.24
	1,928,146	19,281	12 PR	581	\$30.13	\$232	\$12.05
	1,928,146	19,281	12 LN	379	\$19.66	\$152	\$7.86
	1,928,146	19,281	12 LF	302	\$15.66	\$121	\$6.27
SEATTLE-TACOMA	1,928,146	19,281	12	\$301	\$15.62	\$120	\$6.25

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MARKET	POPULATION	RANK	DP	CPP		CPM		MM CPP		MM CPM	
				1Q	'05	1Q	'05	1Q	'05	1Q	'05
TAMPA-ST. PETE (SARASOTA)	1,494,208	14,942	13	EM	133	\$8.90		\$53	\$3.56		
	1,494,208	14,942	13	DAY	261	\$17.47		\$104	\$6.99		
	1,494,208	14,942	13	EF	212	\$14.19		\$85	\$5.68		
	1,494,208	14,942	13	EN	238	\$15.93		\$95	\$6.37		
	1,494,208	14,942	13	PA	268	\$17.94		\$107	\$7.17		
	1,494,208	14,942	13	PR	578	\$38.68		\$231	\$15.47		
	1,494,208	14,942	13	LN	346	\$23.16		\$138	\$9.26		
	1,494,208	14,942	13	LF	215	\$14.39		\$86	\$5.76		
TAMPA-ST. PETE (SARASOTA)	1,494,208	14,942	13		\$281	\$18.83		\$113	\$7.53		
MINNEAPOLIS-ST. PAUL	1,874,810	18,748	14	EM	182	\$9.71		\$73	\$3.88		
	1,874,810	18,748	14	DAY	183	\$9.76		\$73	\$3.90		
	1,874,810	18,748	14	EF	260	\$13.87		\$104	\$5.55		
	1,874,810	18,748	14	EN	273	\$14.56		\$109	\$5.82		
	1,874,810	18,748	14	PA	359	\$19.15		\$144	\$7.66		
	1,874,810	18,748	14	PR	551	\$29.39		\$220	\$11.76		
	1,874,810	18,748	14	LN	321	\$17.12		\$128	\$6.85		
	1,874,810	18,748	14	LF	218	\$11.63		\$87	\$4.65		
MINNEAPOLIS-ST. PAUL	1,874,810	18,748	14		\$293	\$15.65		\$117	\$6.26		

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PHOENIX (PRESCOTT)	1,784,563	17,846	15 EM	187	\$10.48	\$75	\$4.19
	1,784,563	17,846	15 DAY	206	\$11.54	\$82	\$4.62
	1,784,563	17,846	15 EF	287	\$16.08	\$115	\$6.43
	1,784,563	17,846	15 EN	254	\$14.23	\$102	\$5.69
	1,784,563	17,846	15 PA	384	\$21.52	\$154	\$8.61
	1,784,563	17,846	15 PR	580	\$32.50	\$232	\$13.00
	1,784,563	17,846	15 LN	287	\$16.08	\$115	\$6.43
	1,784,563	17,846	15 LF	241	\$13.50	\$96	\$5.40
PHOENIX (PRESCOTT)	1,784,563	17,846	15	\$303	\$16.99	\$121	\$6.80
CLEVELAND-AKRON (CANTON)	1,581,140	15,811	16 EM	107	\$6.77	\$43	\$2.71
	1,581,140	15,811	16 DAY	114	\$7.21	\$46	\$2.88
	1,581,140	15,811	16 EF	199	\$12.59	\$80	\$5.03
	1,581,140	15,811	16 EN	188	\$11.89	\$75	\$4.76
	1,581,140	15,811	16 PA	260	\$16.44	\$104	\$6.58
	1,581,140	15,811	16 PR	400	\$25.30	\$160	\$10.12
	1,581,140	15,811	16 LN	263	\$16.63	\$105	\$6.65
	1,581,140	15,811	16 LF	164	\$10.37	\$66	\$4.15
CLEVELAND-AKRON (CANTON)	1,581,140	15,811	16	\$212	\$13.40	\$85	\$5.36
MIAMI-FT. LAUDERDALE	1,747,782	17,478	17 EM	180	\$10.30	\$72	\$4.12
	1,747,782	17,478	17 DAY	331	\$18.94	\$132	\$7.58
	1,747,782	17,478	17 EF	293	\$16.76	\$117	\$6.71
	1,747,782	17,478	17 EN	312	\$17.85	\$125	\$7.14
	1,747,782	17,478	17 PA	491	\$28.09	\$196	\$11.24
	1,747,782	17,478	17 PR	1156	\$66.14	\$462	\$26.46
	1,747,782	17,478	17 LN	503	\$28.78	\$201	\$11.51
	1,747,782	17,478	17 LF	274	\$15.68	\$110	\$6.27
MIAMI-FT. LAUDERDALE	1,747,782	17,478		\$443	\$25.32	\$177	\$10.13
DENVER	1,654,149	16,541	18 EM	207	\$12.51	\$83	\$5.01
	1,654,149	16,541	18 DAY	165	\$9.97	\$66	\$3.99
	1,654,149	16,541	18 EF	253	\$15.29	\$101	\$6.12
	1,654,149	16,541	18 EN	263	\$15.90	\$105	\$6.36
	1,654,149	16,541	18 PA	323	\$19.53	\$129	\$7.81
	1,654,149	16,541	18 PR	494	\$29.86	\$198	\$11.95
	1,654,149	16,541	18 LN	313	\$18.92	\$125	\$7.57
	1,654,149	16,541	18 LF	229	\$13.84	\$92	\$5.54
DENVER	1,654,149	16,541	18	\$281	\$16.98	\$112	\$6.79

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SACRAMNTO-STKTON-MODESTO	1,550,067	15,501	19 EM	157	\$10.13	\$63	\$4.05
	1,550,067	15,501	19 DAY	156	\$10.06	\$62	\$4.03
	1,550,067	15,501	19 EF	166	\$10.71	\$66	\$4.28
	1,550,067	15,501	19 EN	238	\$15.35	\$95	\$6.14
	1,550,067	15,501	19 PA	231	\$14.90	\$92	\$5.96
	1,550,067	15,501	19 PR	400	\$25.81	\$160	\$10.32
	1,550,067	15,501	19 LN	224	\$14.45	\$90	\$5.78
	1,550,067	15,501	19 LF	178	\$11.48	\$71	\$4.59
SACRAMNTO-STKTON-MODESTO	1,550,067	15,501	19	\$219	\$14.11	\$88	\$5.64
ORLANDO-DAYTONA BCH-MELBR	1,312,188	13,122	20 EM	212	\$16.16	\$85	\$6.46
	1,312,188	13,122	20 DAY	204	\$15.55	\$82	\$6.22
	1,312,188	13,122	20 EF	248	\$18.90	\$99	\$7.56
	1,312,188	13,122	20 EN	260	\$19.81	\$104	\$7.93
	1,312,188	13,122	20 PA	272	\$20.73	\$109	\$8.29
	1,312,188	13,122	20 PR	395	\$30.10	\$158	\$12.04
	1,312,188	13,122	20 LN	330	\$25.15	\$132	\$10.06
	1,312,188	13,122	20 LF	201	\$15.32	\$80	\$6.13
ORLANDO-DAYTONA BCH-MELBR	1,312,188	13,122	20	\$265	\$20.21	\$106	\$8.09