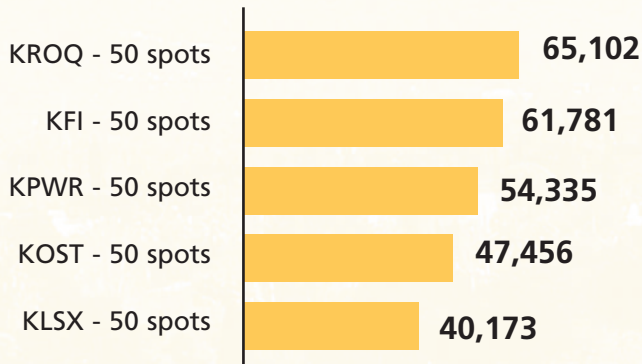


San Gabriel Valley Newspaper Group vs. Radio and TV



morning drive-time radio

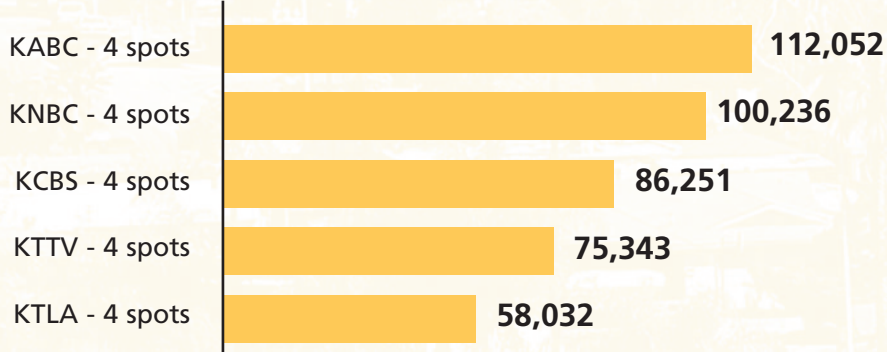
One insertion in the daily or Sunday San Gabriel Valley Newspaper Group reaches more adults than 50 morning drive-time radio spots with each of the top 5 radio stations



prime time television

One insertion in the daily or Sunday San Gabriel Valley Newspaper Group reaches more adults than 4 **prime time** television spots with each of the top 5 TV stations

Every Quarter Hour



Source: 2006 Scarborough Report, Rel. 1.
Base: San Gabriel Valley Newspaper Group Market
Morning Drive Time = MON-FRI 6am-10am; 50 spots
Prime Time TV = avg. 1/2hr: 8-11pm M-SAT+7pm-11pm SUN

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