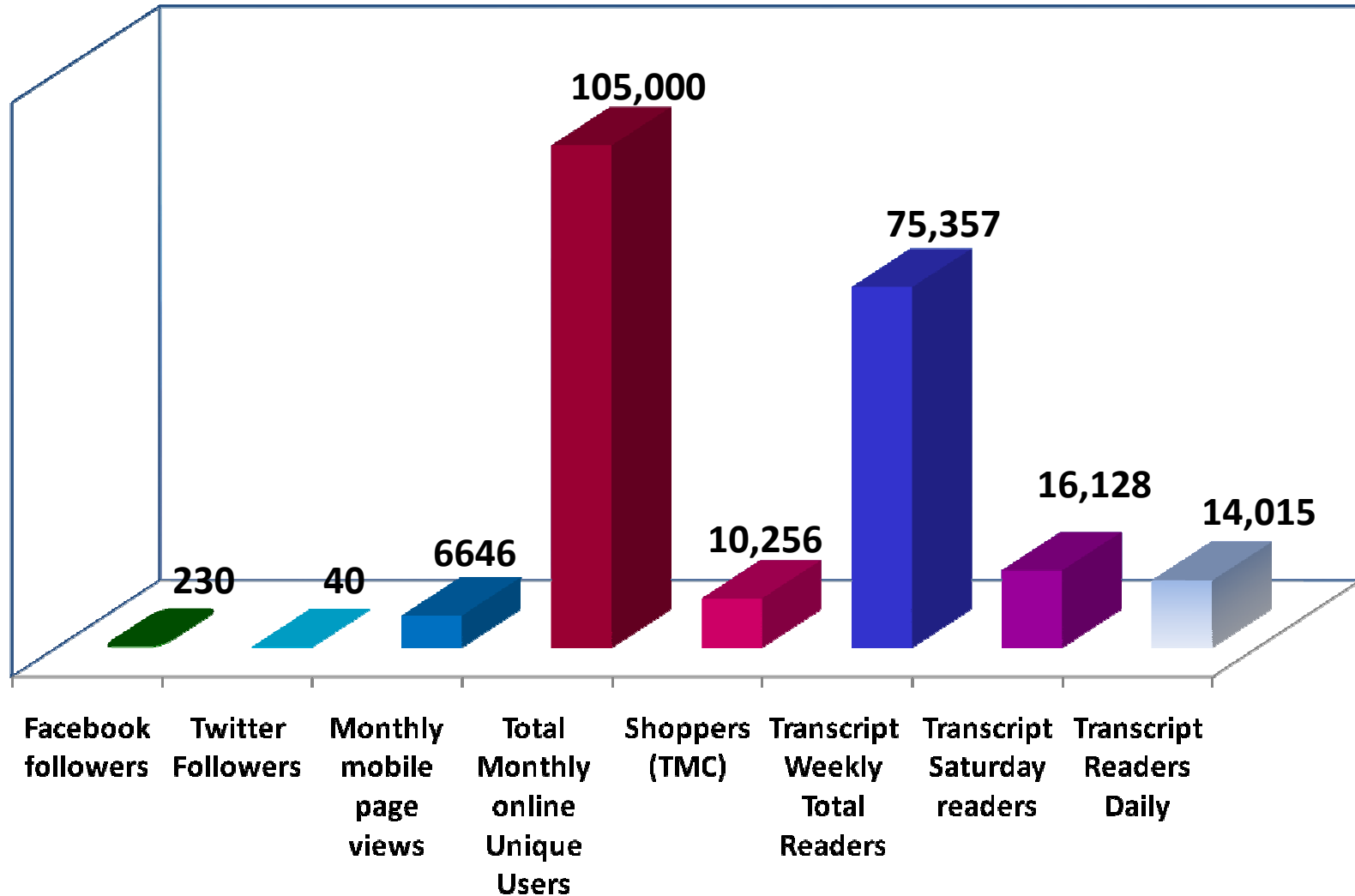


# Total Brand Audience

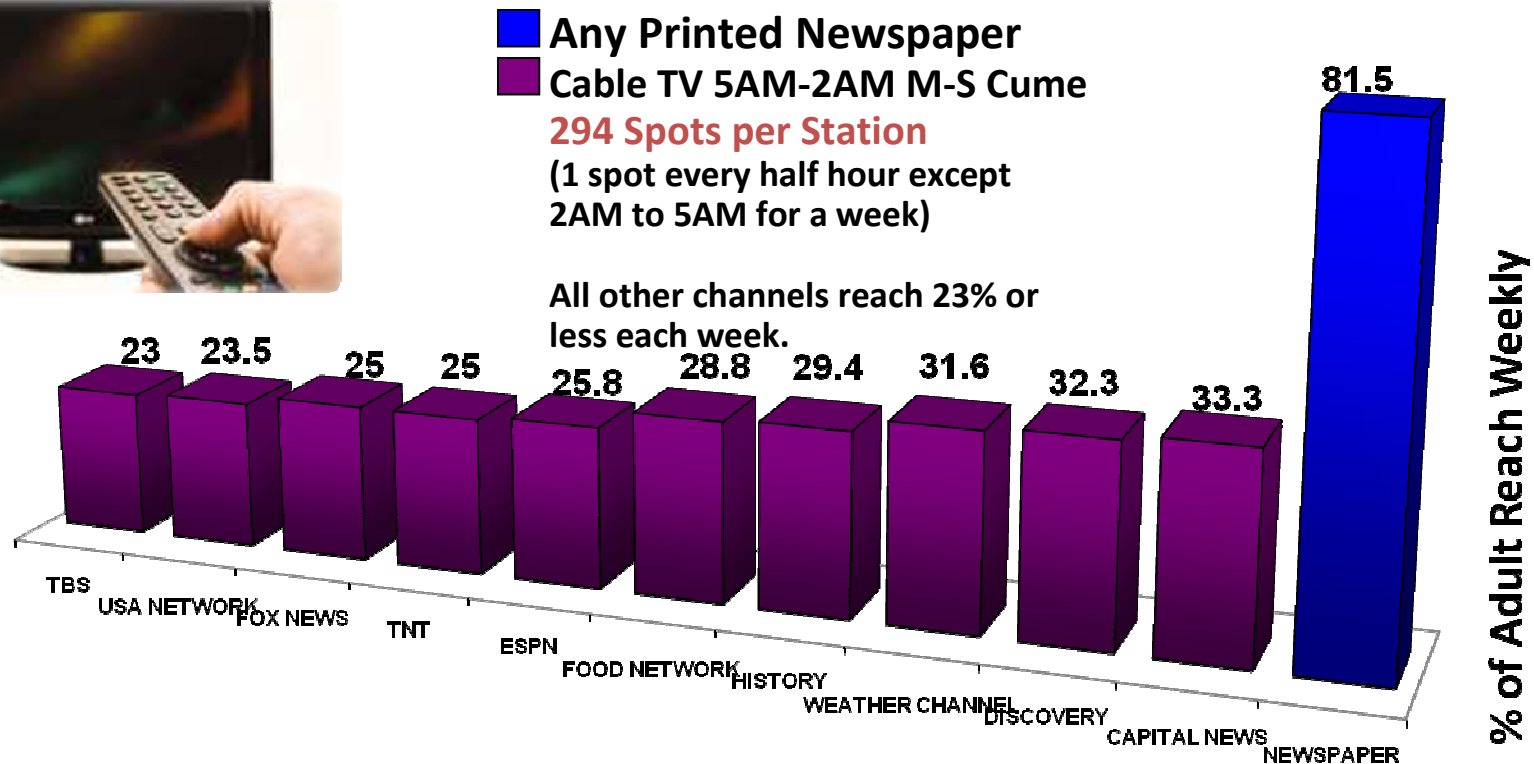


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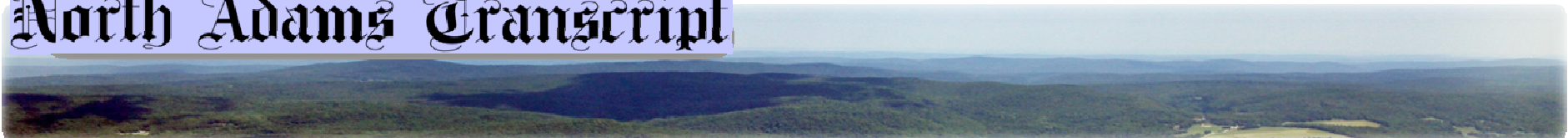


# Regionally, Newspapers Beat Every Cable TV Channel: *Weekly Reach Comparison*

Source: 2009 Albany Scarborough Report  
Base: Albany DMA



North Adams Transcript



# Regionally, Newspapers Beat Every Radio Station: Weekly Reach Comparison

Source: 2009 Albany Scarborough Report  
Base: Albany DMA



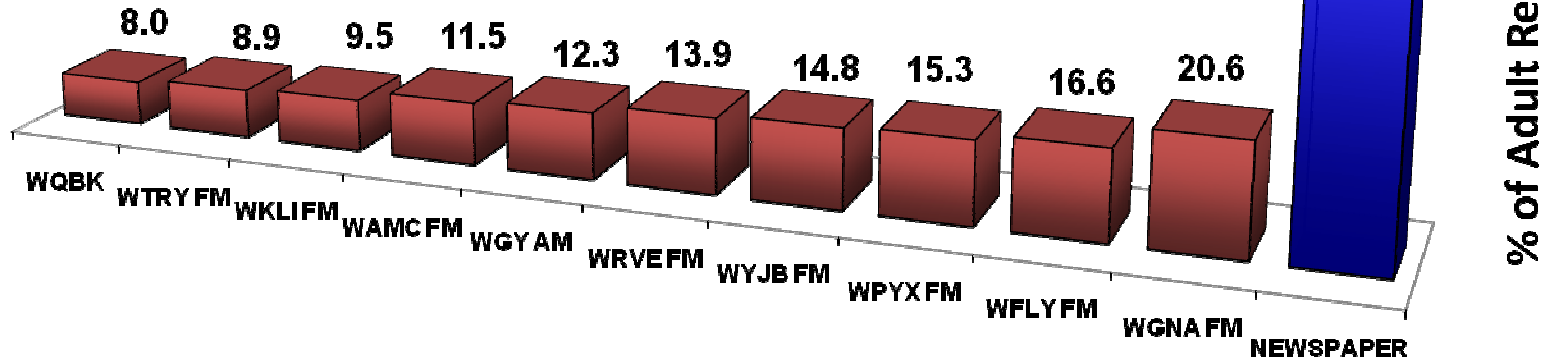
- Any Printed Newspaper
- Radio 6AM-MID M-S Cume

**504 Spots per Station**  
(1 spot every quarter hour except MID to 6AM for a week)

**81.5**

All other stations reach 8% or less each week.

Local WUPE: 1.5% - 16,400 total weekly listeners  
Local WBEC: 1.4% - 14,700 total weekly listeners



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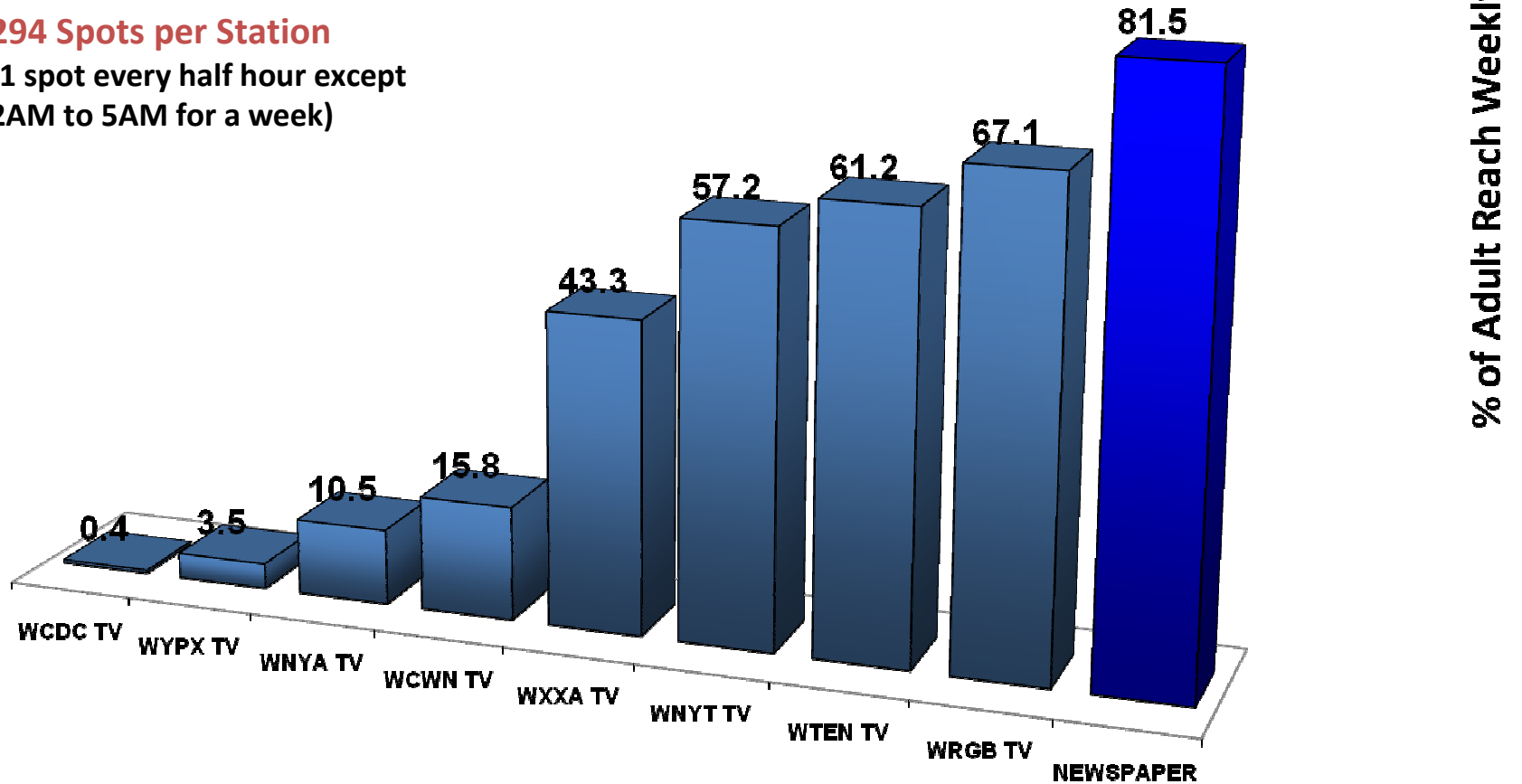


# Regionally, Newspapers Beat Every TV Station: Weekly Reach Comparison

Source: 2009 Albany Scarborough Report

Base: Albany DMA

- Any Printed Newspaper
  - Television 5AM-2AM M-S Cume
- 294 Spots per Station**  
(1 spot every half hour except 2AM to 5AM for a week)



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