TABLE OF CONTENTS

I. Introduction ---------- 3

II. National Television CPM Estimates ---------- 4
Estimated Adult CPMs For Broadcast/Syndication/Cable By Daypart: 1960-61 to 2009-10 ---------- 7
Estimated Adult CPMs For Broadcast/Syndication/ Cable By All Daypart Average: 1960-61 to 2009-10 ---------- 8
Season-by-Season TV CPM Estimates For Broadcast/Syndication/ Cable By Daypart And Demographics (A/M/W; 18+, 18-34, 18-49, 25-54): 1994-95 to 2009-10 ---------- 9

III. Radio CPM Estimates ---------- 25
Estimated Adult CPMs For Network & National Spot Radio: 1960 to 2009 ---------- 27

IV. Consumer Magazines CPM Estimates ---------- 28
Estimated Page 4-Color Ad CPMs For Top 150 Magazines (Average): 1960 to 2009 ---------- 30
Year-by-Year CPM Analysis For Adults/Selected Demos (Sex, 18-34, 18-49, 25-54, Prof./Mgr., H.H. Inc. $75K+) For 23 Magazine Genres: 2002-2009 ---------- 31

Copyright © 2010 by Media Dynamics, Inc. Materials may not be reproduced or distributed in any format without written consent. Violators will be prosecuted to the fullest extent of the law.