

TABLE OF CONTENTS

- I. Introduction ----- 3

- II. National Television CPM Estimates ----- 4
 - Estimated Adult CPMs For Broadcast/Syndication/Cable By
Daypart: 1960-61 to 2008-09 ----- 7
 - Estimated Ad Dollars & Adult CPMs For Broadcast/Syndication/
Cable By All Daypart Average: 1960-61 to 2008-09 ----- 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 2008-09 ----- 9

- III. Radio CPM Estimates ----- 24
 - Estimated Ad Dollars & Adult CPMs For Network & National
Spot Radio: 1960 to 2008 ----- 26

- IV. Consumer Magazines CPM Estimates ----- 27
 - Estimated Ad Dollars & Page 4-Color Ad CPMs For Top 150
Magazines (Average): 1960 to 2008 ----- 29
 - 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: 2002-2008 ----- 30