

RECENTLY RELEASED AND UPCOMING PUBLICATIONS FROM MEDIA DYNAMICS, INC.
A complete guide to all of our publications and discount offers

RESEARCH ANNUALS—AVAILABLE NOW:

Radio Dimensions 2008

<http://www.mediadynamicsinc.com/products/radioDimensions.cfm>

Magazine Dimensions 2009

Order by 10/31/08 and save \$35 off the cover price

<http://www.mediadynamicsinc.com/products/magazineDimensions.cfm>

SPECIAL REPORTS—AVAILABLE NOW:

National TV ACES 2008-09: Upfront CPM-CPP Estimates

<http://www.mediadynamicsinc.com/aces.cfm>

CPMTrack: Multi-Media CPM Trending

Intermedia Dimensions subscribers save \$25 off the cover price

<http://www.mediadynamicsinc.com/publications/CPMTrack.cfm>

Magazine Research & Ad Sales At A Crossroads: Is The TV Model A Better Approach

Magazine Dimensions 2009 subscribers save \$35 off the cover price

<http://www.mediadynamicsinc.com/publications/crossroads.cfm>

Spot Radio CPP Estimates For The Top 100 Markets

<http://www.mediadynamicsinc.com/publications/top100.cfm>

How Radio Can Use Its New PPM Ratings Most Effectively

<http://www.mediadynamicsinc.com/publications/newPPM.cfm>

Selling Spot Radio To National Advertisers

<http://www.mediadynamicsinc.com/publications/sellingSpotRadio.cfm>

Save 10% when you order any of these radio reports in conjunction with **Radio Dimensions 2008**

UPCOMING RESEARCH ANNUALS:

TV Dimensions 2009

Pre-order by 12/31/08 and save \$35 off the cover price

<http://www.mediadynamicsinc.com/products/tvDimensions.cfm>

Intermedia Dimensions 2009

Pre-order by 2/15/09 and save \$35 off the cover price

<http://www.mediadynamicsinc.com/products/intermediaDimensions.cfm>

UPCOMING SPECIAL REPORTS:

Maximizing The Magazine Medium's Appeal To Advertisers

Order in conjunction with Magazine Dimensions and save 10%

http://www.mediadynamicsinc.com/userfiles/file/Magazine_report_ad.pdf

Closing Cable's CPM Gap With Broadcast

Reshaping Spot Television As A National Advertising Medium

Save up to 30% when you order these reports in conjunction with **TV Dimensions 2009**

http://www.mediadynamicsinc.com/userfiles/file/tv_reports_ad_color.pdf