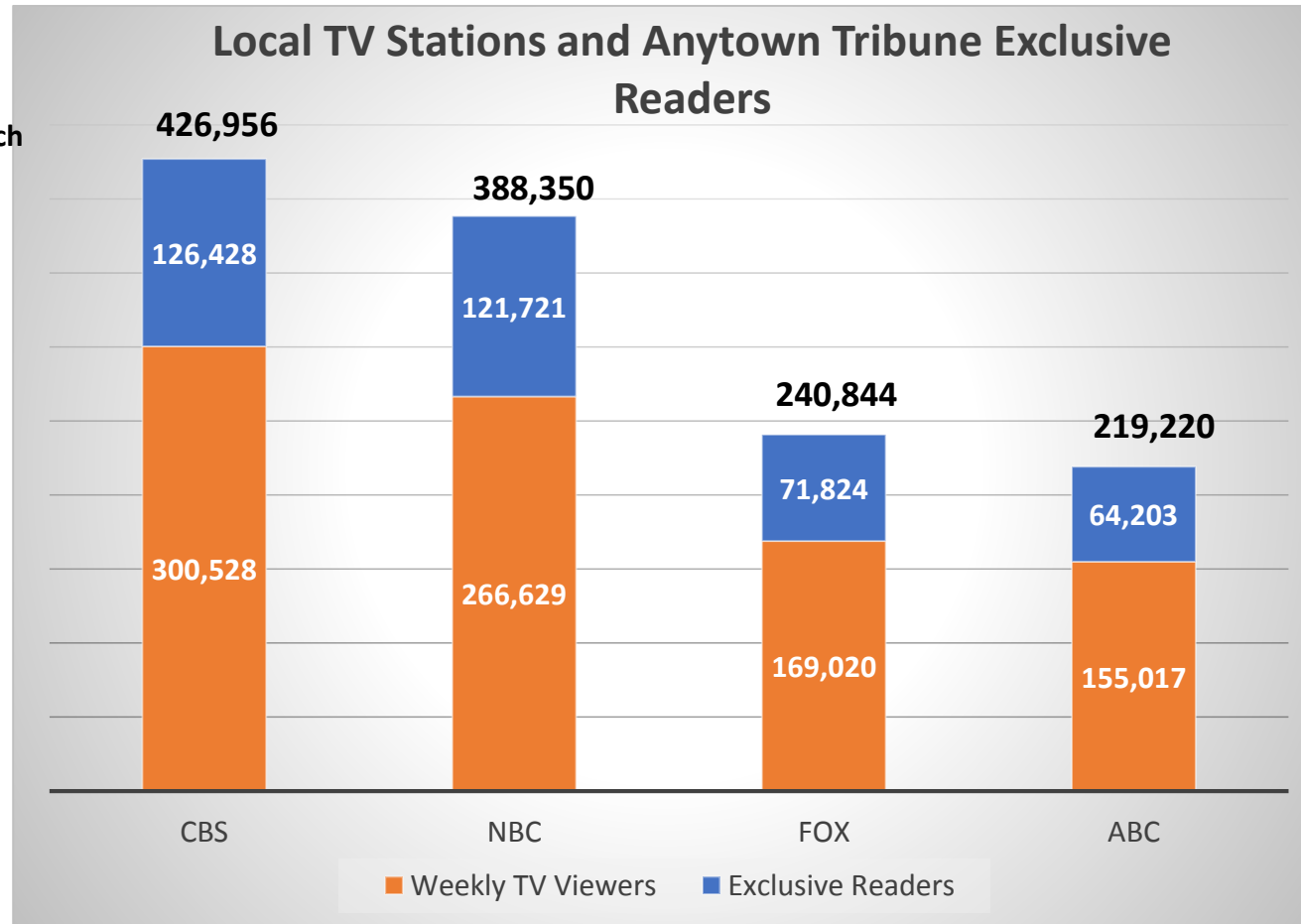


# Anytown Tribune *ADDS MORE* Exclusive Newspaper Readers to Local TV Stations in the Anytown DMA Every Week

Anytown Tribune adds additional weekly audience to Local TV stations:

- ✓ **+19%** more to CBS
- ✓ **+18%** more to NBC
- ✓ **+11%** more to FOX
- ✓ **+10%** more to ABC

Total Weekly Audience Reach

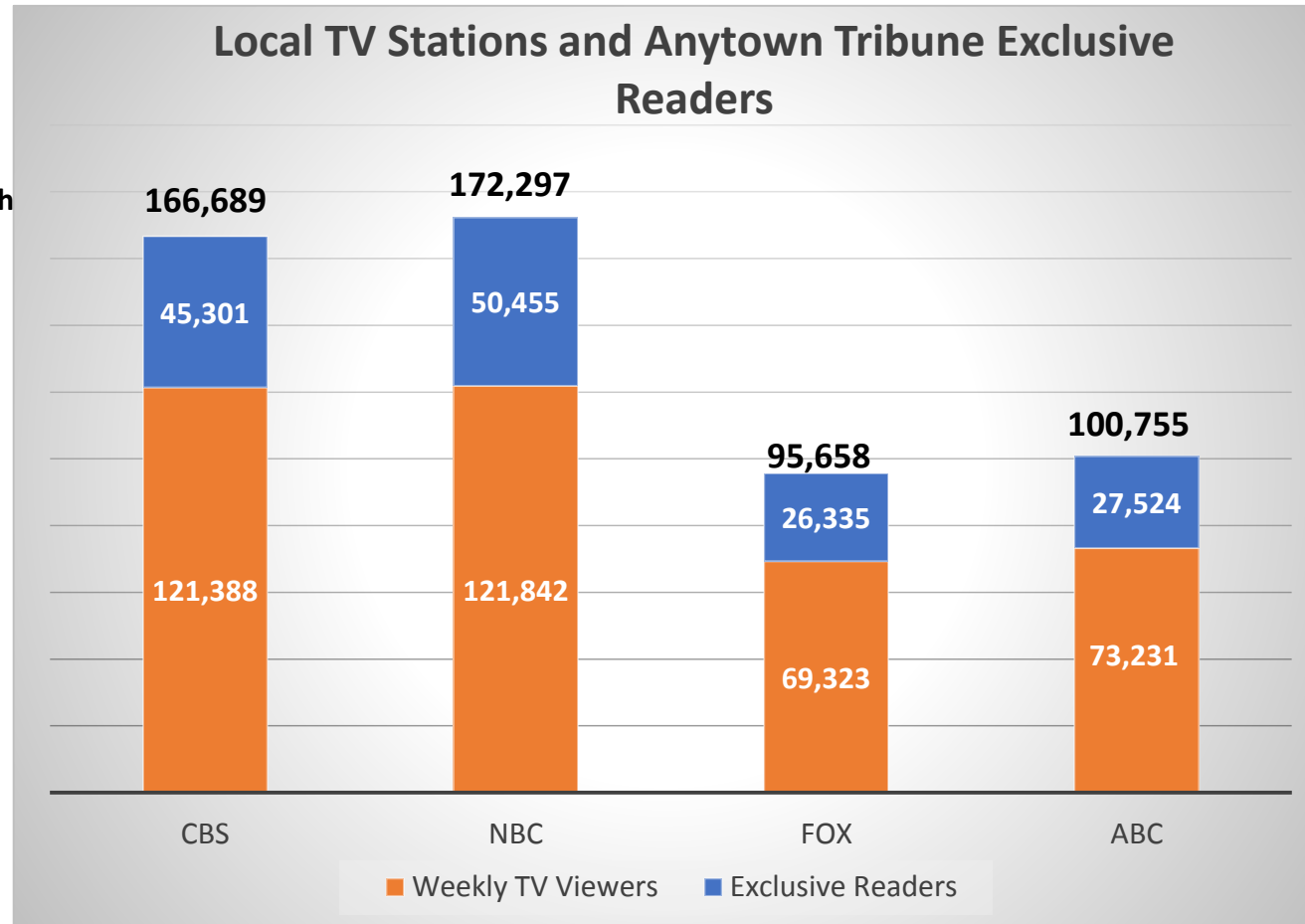


# Anytown Tribune *ADDS MORE* Exclusive Newspaper Readers to Local TV Stations in Adults 18-49 Every Week

Anytown Tribune adds additional weekly audience to Local TV stations:

- ✓ **+13%** more to CBS
- ✓ **+14%** more to NBC
- ✓ **+7%** more to FOX
- ✓ **+8%** more to ABC

Total Weekly Audience Reach

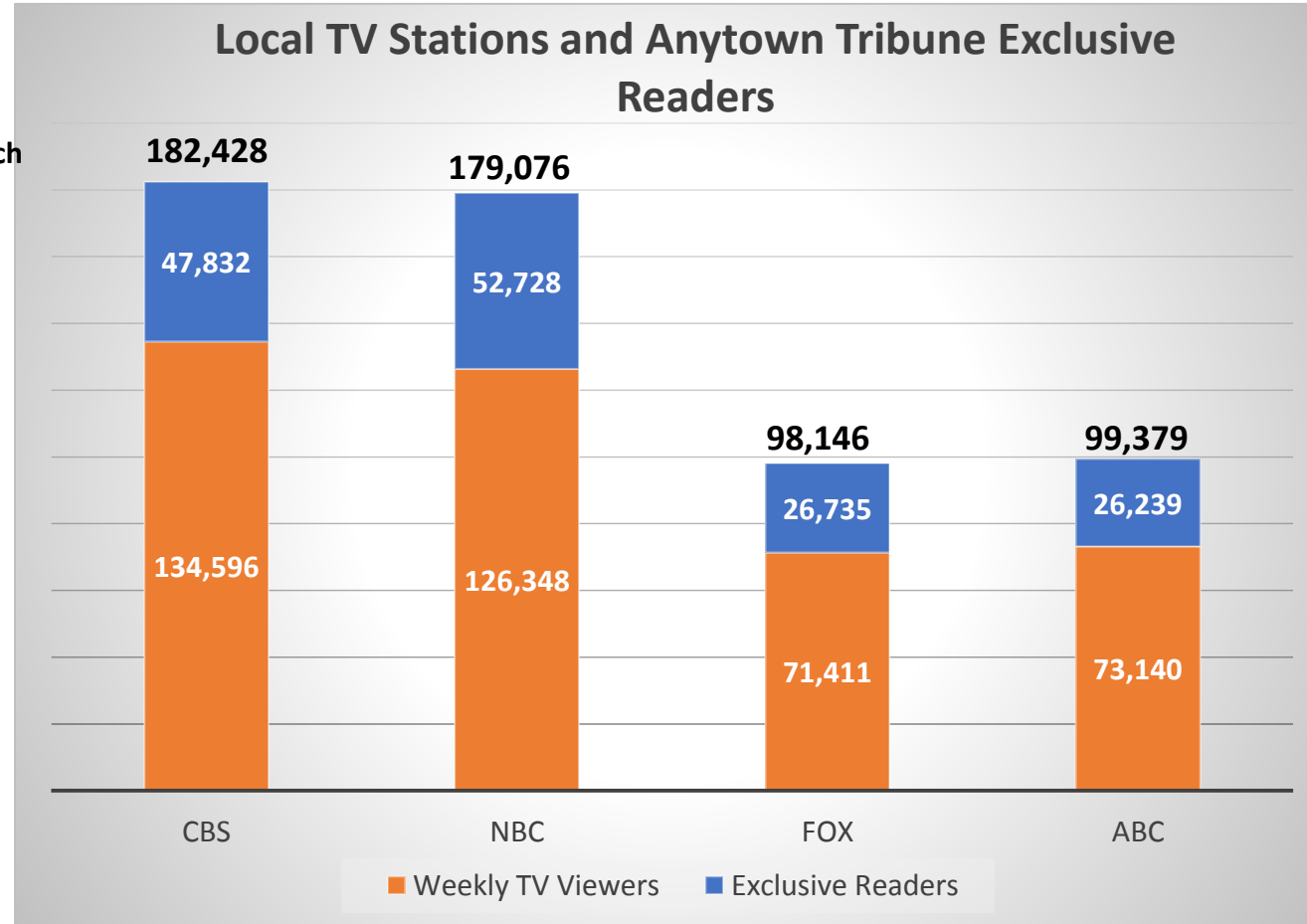


# Anytown Tribune *ADDS MORE* Exclusive Newspaper Readers to Local TV Stations in Adults 25-54 Every Week

Total Weekly Audience Reach

Anytown Tribune adds additional weekly audience to Local TV stations:

- ✓ **+14%** more to CBS
- ✓ **+16%** more to NBC
- ✓ **+8%** more to FOX
- ✓ **+8%** more to ABC



# Anytown Tribune *ADDS MORE* Exclusive Newspaper Readers to Local TV Stations in Households with \$50,000+ Income Every Week

Anytown Tribune adds additional weekly audience to Local TV stations:

- ✓ **+15%** more to CBS
- ✓ **+18%** more to NBC
- ✓ **+7%** more to FOX
- ✓ **+6%** more to ABC

Total Weekly Audience Reach

