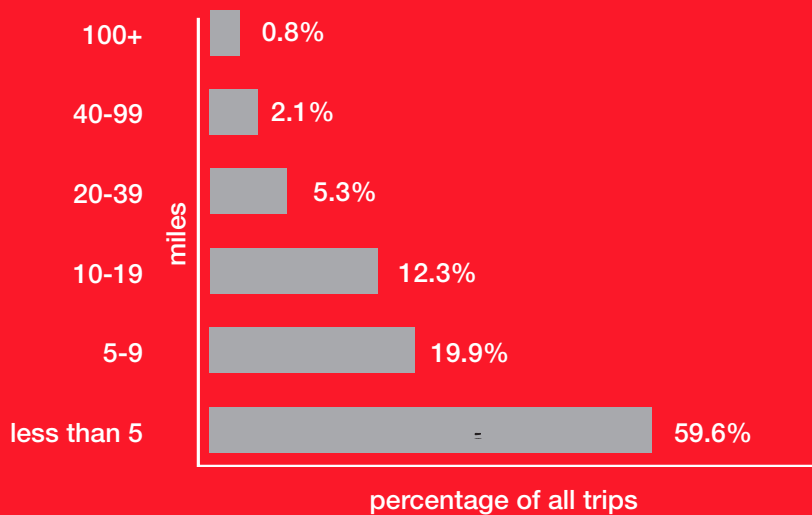


Out-of-home is an investment that pays.

Burkhart

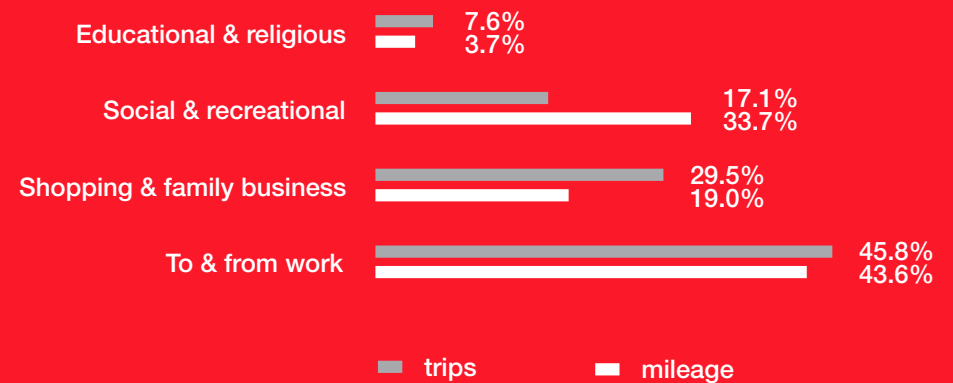
Advertise close to home

Six out of ten trips are less than 5 miles long, and eight out of ten trips are less than 10 miles long. On average there are 1.7 occupants per car.



Reasons for driving

79.5% of all trips are 10 miles or less. On average there are 1.7 occupants per car.



Sources include: *The Arbitron National In-Car Study*, Arbitron, 2003; *The Arbitron Outdoor Study*, Arbitron, 2001; *National Public Transportation Survey*, Outdoor Advertising Association of America

Out-of-home is a valuable investment.



CPM Comparison

		Men 18+	Women	18+ Adults
Outdoor (Top 100 Markets)	30-sheet poster 350 Weekly GRPs	\$3.32	\$4.02	\$1.71
	Rotary Bulletins	\$5.61	\$6.80	\$3.07
Radio	:30 network	\$10.85	\$9.05	—
	:30 spot	\$11.95	\$11.55	—
Magazines	Newsweeklies (4-color page)	\$11.76	—	—
	Women's Fashion	—	\$11.91	—
Newspapers	Dailies (1/3 page black & white)	\$25.65	\$24.25	—
TV	:30 early AM network	\$19.15	\$12.05	—
	:30 primetime network	\$29.95	\$23.20	—
	:30 late fringe network	\$29.75	\$25.65	—
	:30 primetime cable	\$10.85	\$10.55	—

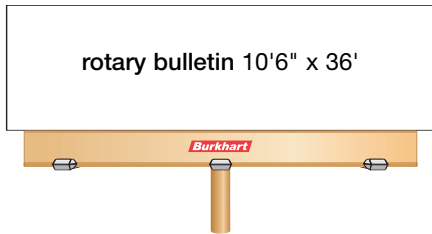
COST PER 1000 ADVERTISING IMPRESSIONS
ADULTS 18+ (CALENDAR YEAR 2005)

Source: SQAD (Winter 2005), Media Dynamics, Inc.

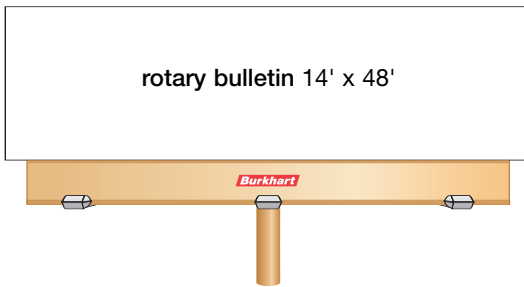
The language of out-of-home

For more information, call your Burkhart sales manager at 800.777.8122 or 574.233.2101, or visit www.burkhartadv.com

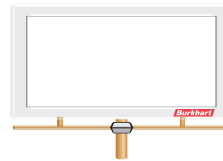
DISPLAY OPTIONS



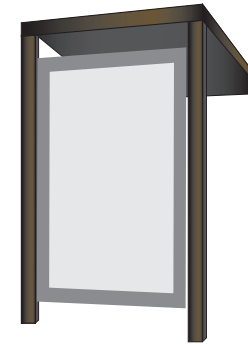
rotary bulletin 10'6" x 36'



rotary bulletin 14' x 48'



Poster panels 9'7" x 21'7" or 10'5" x 22'8"



Bus Shelter Poster 4' x 6'



Transit Advertising

Bulletins are large advertising signs that are located primarily on major highways, expressways and other main roadways. Bulletin sizes vary by market.

With **rotary bulletins** (14' x 48' and 10'6" x 36'), your message is moved to a different location approximately every 60 days, maximizing the number of people your message reaches.

With **permanent bulletins**, your message stays in a fixed location, ideal for reaching audiences traveling in a specific direction, traveling to or from a specific region, or who are members of a specific demographic.

TriVision bulletins use moving panels to display three different messages in a pre-determined sequence, attracting greater attention from your audience.

Panels are advertising signs located chiefly in commercial and industrial areas on primary and secondary roadways.

Poster panels (9'7" x 21'7" or 10'5" x 22'8") have frames.

Premier panels (up to 30 percent larger than poster panels) have no frames and can include extensions.

Squares are vertical displays of two stacked panels jointly covered with one advertising message.

Bus shelter posters are 4' x 6' backlit displays that can be seen by bus passengers, motorists and pedestrians.

In **transit advertising**, messages are displayed on buses and other forms of public transportation.

Full vinyl wraps cover all viewable sides of a bus: driver's side and curb side (including windows), front, rear and top.

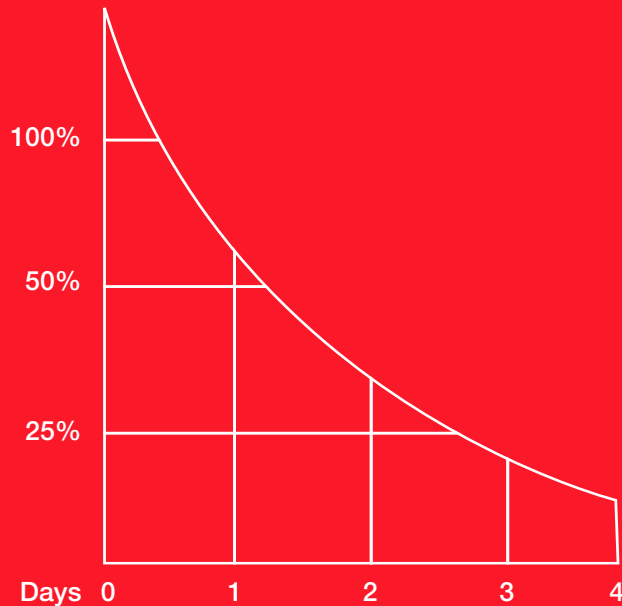
- **Full bus sides:** approximately 9' x 19', driver's side
- **King displays:** 30" x 144", driver's side
- **Queen displays:** 30" x 72" or 30" x 108", curb side
- **Taillight displays:** 21" x 72"
- **Headlight displays:** 21" x 38"
- **Interior cards:** 11" x 28", displayed inside the bus

More time in the car, more exposure to out-of-home advertising

- Americans spend an average of **15 hours each week driving or riding in cars.**
- **Americans travel, on average, more than 300 miles in a vehicle each week.**
- **More than 125 million Americans commute to work each day.**
- **The average daily commute is 54 minutes round trip, an increase of 20% since 1990.**
- **62 percent of American workers “frequently” or “sometimes” shop on the way home from work.**
- **29 percent of Americans say outdoor advertising caused them to visit a retail store within a week.**

The importance of frequency

Within 48 hours, we forget the majority of all information received 48 hours previous. Frequency in advertising is critical to reinforcing messages in the minds of your audience.



GLOSSARY OF TERMS

Build-outs are three-dimensional elements that are attached to a bulletin or panel.

A **demographic** is a group of people who share a common characteristic. Typical demographic groupings include age, gender, marital status, race, income, education, occupation and geographic region. Demographic data informs decisions about audiences for and placement of advertising messages.

The audience for outdoor is called the **Daily Effective Circulation (DEC)** and is calculated using the following formula:

$$24\text{-hour traffic count} = 36,000$$

For nonilluminated posters the traffic count is multiplied by .45; therefore, $.45 \times 36,000 = 16,200$ adult DEC

For illuminated posters the traffic count is multiplied by .64; therefore,
 $.64 \times 36,000 = 23,040$

Extensions are two-dimensional additions that extend a bulletin or panel beyond its normal size.

Frequency is the average number of times an individual is exposed to an advertising message during a 30-day period.

Gross Rating Points (GRP): One GRP is equal to one percent of the population. GRPs are packaged in units of 50 or 100 and measure the duplicated audience reached by a poster allotment.

$$GRPs = \frac{\text{Daily effective circulation}}{\text{Market population}}$$

An **impression** occurs when a person is exposed to an advertising message.

Reach is the percentage of the market population or demographic segment that is exposed to an advertising message during a 30-day period. Reach is calculated from individual impressions, the number of people who have been exposed to a message at least once.

A **showing** is a package of bulletins and/or poster panels designed to create advertising impressions equal to a specific percentage of the population in a market. A 50 showing, for example, produces advertising impressions equal in number to 50 percent of the market population. Showings are calculated from a total number of impressions, including duplicate impressions that result when a person is exposed to a message several times.

Spectaculars are billboards that combine three-dimensional elements, movement, lights, sound and/or other special effects.

For more information about the outdoor advertising industry, visit www.oaaa.org

Ten Core Assets

With the words of O A A National Convention attendees and speakers fresh in my mind, it seemed not just important but appropriate that this month's column be devoted to the abundance of assets that define outdoor advertising. The convention reinforced what is obvious to many – that outdoor is a terrific medium. Anyone in attendance could attest to that. But do those who need to know – those making decisions about which medium to choose – realize this?

Outdoor advertising works on so many levels, for so many reasons. So rather than wait for advertisers, legislators, or the general public to figure it out, let's make it easy. Let's spell it out and repeat it as often as possible. As my first boss, R.O. Naegele, always said: "Repetition establishes the fact!"

So what are outdoor's Core Assets?

Here's Ten to Live By –

1. Outdoor advertising today is more than billboards. The variety, diversity, and flexibility of outdoor today are greater than ever. The choices are limited only by one's imagination.
2. Outdoor advertising plays well with others. Outdoor has a way of enhancing every other media choice by providing reminder, reinforcement, and consistent presence.
3. Outdoor is still the quickest way to reach a large audience. The promise of outdoor being the last mass medium holds true. Television viewing is down, so is magazine reading; but cars on the road, passengers in the car, and number of trips taken have increased steadily, providing more opportunities to see an outdoor ad.
4. With some of the new and more targeted outdoor media formats, the medium is remarkably effective in reaching a target audience.
5. The medium IS the message. Outdoor is not a content delivery device, which means noticing scores = advertising awareness. No other media can make this claim.
6. Outdoor is becoming one of the best measured, most accountable media forms out there. Now this is news, and while some might be skeptical, it's absolutely true. With the new TAB audit, electronic planning tools, digital maps, and VAI research, outdoor is soon head and shoulders above the rest...and a force to be reckoned with.
7. Outdoor continues to be at the forefront of technological advancements. Want message placement by daypart? We've got that. Want interactive signs? We've got that, too. Think it up and outdoor will deliver... you can count on it!
8. Outdoor provides continuous presence and that's a good thing. Each consumer's buying cycle is unique and outdoor is there at the right time with the right information to capture the buy.
9. Outdoor provides powerful creative options. This year's OBIE Awards underlined just how far the industry has come in embracing innovation without losing simplicity and impact. No matter what the category, outdoor does it well.
10. Finally, outdoor advertising is still a great value! And I don't mean cheap... it's not about low cost but about the incredible bang for the buck that outdoor delivers time and again.

Impressed yet? Who wouldn't be? Outdoor advertising's assets are really spectacular. Sure, I might be a bit biased, but having just heard and seen what I did in Chicago, I'd say we all should be proud of where the industry is and make certain that the word is getting out.

Article by Nancy Fletcher from the OAAA June 6, 2005 newsletter "Outdoor Outlook".

2006 Rate Card



BULLETIN RATES							POSTER PANEL RATES							
ROTARY BULLETIN RATES							Market							
Approximate 60-day rotation cycle, 14' x 48' copy area 12-month showing rate							Population		4-Week Rate/Board		Showing Allotments			
Market		Population		4-Week Rate/Board		Showing Allotments								
						100	75	50	25					
St. Joseph County	268700	\$2,048.00	12	9	6	3								
Elkhart County	188000	\$1,943.00	11	8	5	3								
Allen County	46200	\$2,163.00	15	12	8	4								
Madison County	110700	\$1,192.00	7	6	4	2								
Delaware County	75200	\$1,218.00	8	6	4	2								
Grant County	71400	\$1,140.00	4	3	2	1								
PERMANENT BULLETINS							Locations, sizes and rates are available upon request.							
EXTENSIONS							Extensions can extend 4' above the copy area, 2' beyond either end of the copy area and 1' below the copy area. The extension fee is \$22 per square foot. This fee includes fabrication, maintenance and rotation. Extensions will be rebilled and refabricated after 12 months.							
CONTINUITY DISCOUNT PROGRAM							Available on published poster showings only 3-12 consecutive periods in the same market: 10% 13 consecutive periods in the same market: 15%							
Burkhart Advertising, Inc.							Corporate Office 1335 Mishawaka Avenue South Bend, Indiana 46615 www.burkhartadv.com Phone: 800-777-8122 Email: info@burkhartadv.com							
							Population		4-Week Rate/Board		Showing Allotments			
							100	75	50	25				
St. Joseph County	268700	\$756.00	32	24	16	8								
Elkhart County	188000	\$744.00	24	18	13	7								
Marshall County	46200	\$555.00	4	3	2	1								
LaPorte County	110700	\$555.00	8	6	4	2								
Kosciusko County	75200	\$534.00	7	5	4	2								
LaGrange County	35800	\$488.00	1	1	1	1								
Starke County	22700	\$513.00	2	1	1	1								
Blackford County	13700	\$420.00	4	3	2	1								
Delaware County	117700	\$609.00	24	18	12	6								
Grant County	71400	\$609.00	14	11	7	4								
Jay County	21500	\$420.00	4	3	2	1								
Madison County	131500	\$609.00	24	18	12	6								
Randolph County	27100	\$420.00	4	3	2	1								
Wabash County	34500	\$488.00	4	3	2	1								
Benton County	9100	\$441.00	1	1	1	1								
Carroll County	20300	\$475.00	1	1	1	1								
Cass County	40500	\$475.00	5	4	3	1								
Clinton County	34000	\$500.00	5	4	3	1								
Fountain County	17600	\$475.00	2	1	1	1								
Fulton County	20900	\$475.00	2	2	1	1								
Howard County	84800	\$609.00	20	15	10	5								
Jasper County	31400	\$454.00	1	1	1	1								
Miami County	36300	\$475.00	4	3	2	1								
Montgomery County	38200	\$513.00	5	4	2	1								
Newton County	14300	\$441.00	1	1	1	1								
Pulaski County	13700	\$475.00	2	1	1	1								
Tippecanoe County	154400	\$798.00	20	15	10	5								
Tipton County	16600	\$513.00	2	1	1	1								
White County	24800	\$475.00	2	2	1	1								
Adams County	33500	\$521.00	4	3	2	1								
Allen County	342000	\$794.00	32	24	16	8								
DeKalb County	40800	\$521.00	2	1	1	1								
Huntington County	38600	\$521.00	4	3	2	1								
Noble County	47600	\$521.00	2	1	1	1								
Steuben County	33400	\$521.00	2	2	1	1								
Wells County	28000	\$521.00	2	1	1	1								
Whitley County	31900	\$521.00	2	1	1	1								

Burkhart reaches more than 3 million people.



With more than 3,000 out-of-home locations, Burkhart media reach more than 3 million people.

- ① **SOUTH BEND**
Corporate office
Media branch - sign division
- ② **FORT WAYNE**
Media branch - sign division
- ③ **ALEXANDRIA**
Media branch
- ④ **LAFAYETTE**
Media branch - sign division
- ⑤ **TRI-STATE**
A Burkhart Company

