

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.