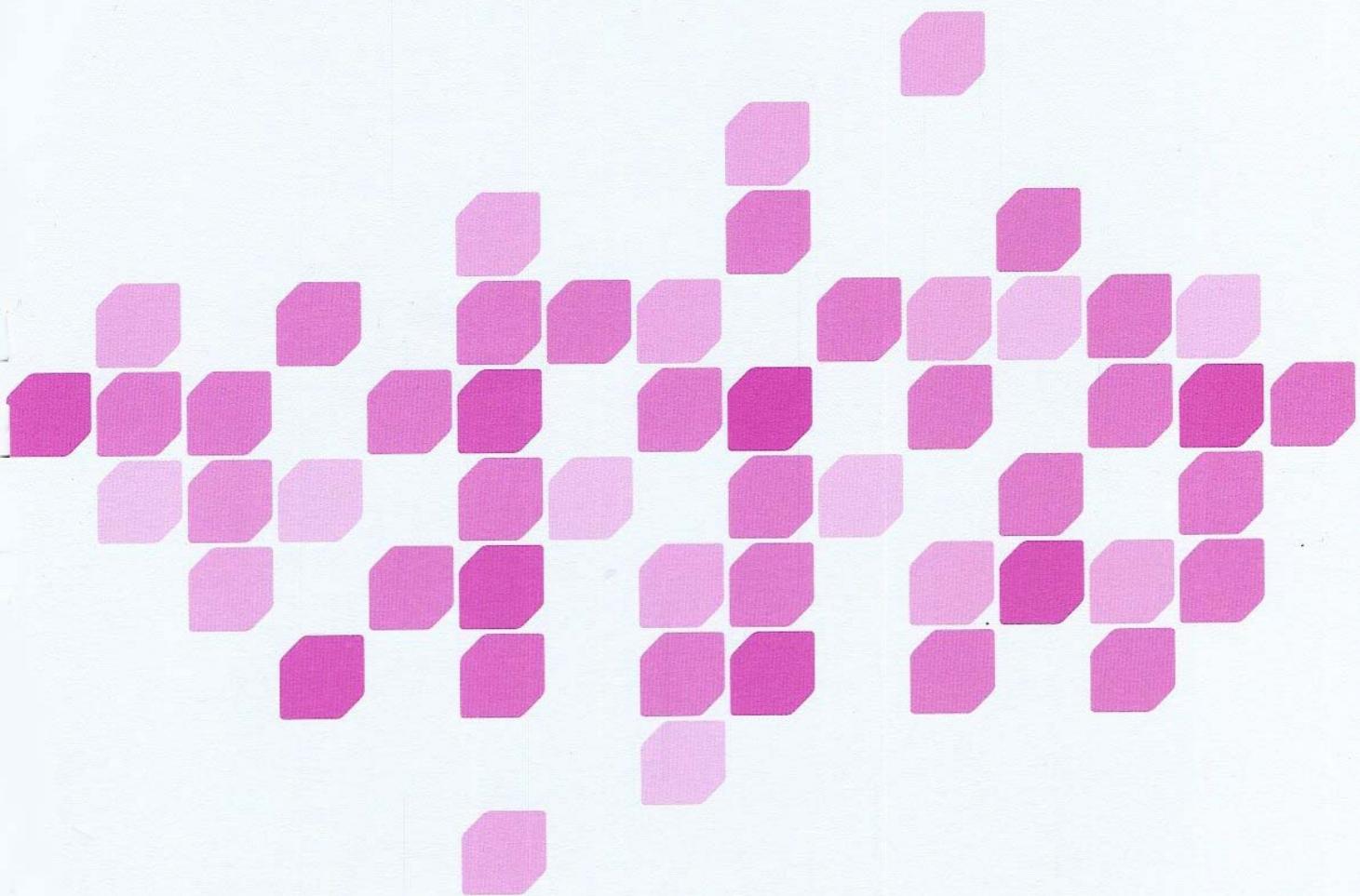


**AD \$ SUMMARY**  
Multi-Media Service

**January – December 2007**



tns media intelligence



## PIB and TNSMI

## AD\$ SUMMARY

For the eleven media, including:

MAGAZINES  
SUNDAY MAGAZINES  
NEWSPAPER  
NATIONAL NEWSPAPER  
OUTDOOR  
NETWORK TELEVISION  
SPOT TELEVISION  
SYNDICATED TELEVISION  
CABLE TV NETWORKS  
NETWORK RADIO  
NATIONAL SPOT RADIO

### SALES OFFICES

#### New York

100 Park Avenue, 4<sup>th</sup> Floor  
New York, NY 10017  
212-991-6000

#### Atlanta

4170 Ashford Dunwoody Road, Suite 250  
Atlanta, GA 303919  
404-236-7500

#### Chicago

625 N. Michigan Avenue, Suite 2450  
Chicago, IL 60611  
312-397-1600

#### Dallas

1999 Bryan St. Suite 3305  
Dallas, TX 75201  
972-733-3580

#### Los Angeles

3619 Motor Avenue  
Los Angeles, CA  
310-840-5800

Warning/ All TNS Media Intelligence data and estimates are copyrighted. The will, unauthorized use of the TNSMI data or estimates constitutes copyright infringement, which could subject the infringer to civil damages of up to \$100,000 and criminal penalties of up to one year imprisonment and a \$25,000 fine pursuant to Chapter 5, Sections 504 and 506 of Title 17 of the U.S. Code.

Copyright 2008 by Magazine Publishers of America Inc. All rights reserved.

## The Service

The Multi-Media Service is published quarterly by TNS Media Intelligence, a wholly owned subsidiary of Taylor Nelson Sofres Company (TNS). This service reports expenditures in eleven major media: Magazines, Sunday Magazines, Newspaper, National Newspaper, Outdoor, Network Television, Spot Television, Syndicated Television, Cable Television Networks, Network Radio and National Spot Radio.

For the following list of categories, brands whose parent companies are unknown will be collapsed into the appropriate “not-itemized” brand for that category. These brands will appear at the end of the class to which they belong.

B129 FINANCIAL PRODUCTS & SVCS: COMB & NEC  
B190 FINANCIAL: COMB COPY & NEC  
B329 ORGANIZATION ADVERTISING: NEC  
B450 REAL ESTATE  
G300 RESTAURANTS  
T420 TRAVEL SERVICES  
T431 HOTELS & RESORTS, DOMESTIC  
T432 HOTELS & RESORTS, FOREIGN  
V110 APPAREL SERVICES  
V120 BUSINESS SERVICES  
V130 BEAUTY, HEALTH & MEDICAL SERVICES  
V140 FOOD & BEVERAGE SERVICES  
V150 MISC SERVICES  
V170 HOME & BUILDING SERVICES  
V180 TRANSIT SERVICES, LOCAL  
V190 MISC SERVICES: COMB COPY  
V241 AUTOMOTIVE REPAIR SERVICES  
V300 RETAIL  
V400 DEPARTMENT STORES  
V500 DISCOUNT DEPARTMENT & VARIETY STORES  
V600 SHOPPING CENTERS & CATALOG SHOWROOMS  
V800 DIRECT RESPONSE COMPANIES  
V900 MISC SVC,AMUSE,RETAIL,DIR RESP:COMB&NEC

Brands of companies spending less than \$250,000 year-to-date in the eleven media measures will be collapsed into the appropriate “not-itemized” brand for that category. If parent company identification is known, the threshold is applied at the brand level.

All brands in the Multi-Media Service are grouped according to the PIB classification. Network Television, Spot Television, Syndicated Television, Cable Television Networks, Network Radio and National Spot Radio data are edited to conform to PIB classifications. TNSMI is solely responsible for any changes in brand/product identification and any difference in the figures resulting from such changes.

## **Consumer Magazines**

TNSMI measures and compiles all paid advertising space and expenditure data for Publishers Information Bureau, Inc. Publications measured must be members of PIB, and currently number 350+ consumer magazines. Throughout the years, certain magazines are added and deleted from the service. The full list is can be found by selecting Consumer Magazines within the Media Set step and visiting the Properties tab.

House ads, contributed space and public service advertising are not credited in the service.

### Rates:

All full run revenues reported are based on current one-time open rates, excluding commissions, frequency, volume, remnant, spreads, category or multiple page discounts. No premiums are allowable, with the exception of bleed, color or cover premiums where applicable. Gross one-time rates are used to compute revenues for demographic editions; regional rates are supplied by publishers. Each member publication is required to supply a current rate card and marked issues of national editions. Marked issues give detailed information about each advertisement. Tear sheets of all ads appearing in regional/demographic editions must also be submitted. All new members are required to provide prior year issues of their publications for measurement.

### Not-Itemized Advertising:

Advertising in less than full run or sectional editions (regional, state, metro, demographic) with less than 5% of the publication's total circulation.

Advertising in directories including Schools & Camps, Financial, Kennels, Game Breeders, Where-to-Go, Real Estate, Restaurants, Hotels & Resorts, Postage Stamps & Coins, Business Propositions, etc.

Classified advertising (sold at the word rate).

Magazine buying networks (e.g. Media Networks, Inc., Women's marketing Inc.) advertising.

## **Sunday Magazines**

TNSMI measures Seven PIB Sunday Magazines:

American Profile

Life Magazine

New York Times Magazine

Parade

Relish

USA Weekend

West

## **Newspaper**

TNSMI Newspaper measures advertising space in over 250 Daily and Sunday Newspaper editions and Sunday Magazines.

Data for the Sunday magazines distributed with these newspapers are included with the exception of New York Times Magazine, Los Angeles Times Magazine, Parade, American Profile, and USA Weekend. (See [Sunday Magazine methodology](#))

Display advertising is initially classified into four areas: Retail, General, Automotive or Financial. General, Automotive and Financial are defined as national advertising. For Retail, newspaper data is collected on two levels. Regular Level 1 service includes all categories listed under Retail. Regular Level 4 service only includes selected retail categories. For each newspaper, data is collected as either a Level 1 service or a Level 4 service.

Data from the four newspaper-defined areas and categories are mapped into TNSMI harmonized brands along with the TNSMI harmonized category structure.

### **Newspaper Continued**

Display advertising expenditures are based on national open inch rates for General, Automotive and Financial. For Retail, volume contact rates are used. Where available, days of week or section specific rates are used.

Each month, TNSMI updates local newspaper rate card information so that our reporting system is utilizing the most current rate information available to us. Due to the late receipt of some rate card information, we create rate change effective dates that start prior to month the data was inputted. These changes are retroactively applied to the effective date.

### **Syndication**

National Syndicated programs and commercials are collected through a combined process of automated software comparisons and manual editing of National Syndicated activity in the TNSMI Spot TV Markets. The new methodology relies on frequency of program airings and a degree of consistency between Spot TV markets to identify Syndicated commercials.

A major advantage of this new methodology is that it is more reactive to industry changes than the former methodology. Since the data is collected from Spot TV markets, it represents commercial activity that actually cleared and is not 'idealized' as data from the satellites.

Effective with June 27, 2005 data reporting, we expanded our definition of a paid advertisement to include paid credit ads. Paid credit ads are typically 10 seconds in length but can be up to 15 seconds. They generally appear in pods containing only national ads and they tend to be placed at the end of these pods. Syndicators have referred to credits as being "built into the program." Our research has shown that these ads are considered paid activity and should be included in our reportable databases. Revenue estimates for these ads follows our established estimation process for all ad activity. The impact of these additional data represents an approximate 12.5% increase in ad time over comparable periods in 2004.

Prior to October 1, 2001 the methodology is as follows:

Under the former syndication methodology, TNSMI collected commercial activity and expenditure information for more than 200 programs per month through the 24-hour videotaped monitoring of four satellites and twelve transponders. TNSMI monitored as many top syndicated programs as possible given the configuration of our satellite receivers. Occurrence time was reported as the satellite transmission time, which did not necessarily correspond to any actual airing of the syndicated program. Therefore, Strategy custom dayparts and daypart reporting should not be used for Syndication reporting prior to October 2001.

### **Rates Sources**

The rates used to estimate advertising expenditures are developed from confidential information provided by ad agencies.

### **Rate Determination Process**

Agency information is received monthly and reflects buys from the prior month. Typically, agencies provide internal reports that list the program title, spot length, average cost (or grand total dollars) and the number of spots purchased. A computerized rates system averages all input by program, adjusting for differences in spot lengths to produce a final monthly rate for a syndicated program.

### **Cable Television**

The Cable Television Network Service provides commercial occurrences and expenditure information for 52 cable television networks. Cable Television is monitored via satellite 24 hours a day, 365 days a year.

#### Rates Sources

A combination of cable networks and agencies supply preliminary daypart and/or program rates. Each monitored cable network is contacted to solicit rate card information with varying degrees of success. Cable network submissions vary from monthly submissions to quarterly, yearly or none. Currently several cable networks do not supply TNSMI with rate card information. For these networks, agency submissions are used.

At the end of the month, the networks are again contacted for actual revenue totals. Revenue totals for networks that do not submit data are estimated.

### **Network Radio**

TNSMI currently receives data from the following networks:

ABC, American Urban, Premier and Westwood. The AM/FM Network (since merged with Premier) was collected in 2000.

Radio networks supply monthly brand/product-level expenditures for each of their Networks. TNSMI applies the given expenditures directly to the Network summaries.

Reports display summarized monthly expenditure information for parent, brand and category derived from the following radio formats: RADAR, Sports, Short Form, and Long Form programming (where provided). Network promotions and public service announcements are not reported in our Network Radio Service.

### **National Spot Radio**

TNSMI's National Spot Radio Service provides nationally placed spot radio data for approximately 4,000 stations in more than 225 markets.

Reported expenditures are based on audited billings from contract information provided by the following major national station representative organizations:

- ABC
- Allied
- Christal
- Clear Channel
- Cumulus
- D&R
- Infinity
- Katz
- KHM
- Lotus
- McGavren

Summarized monthly expenditure information is collected by market, and is classified according to parent, brand and category. Radio data are mapped to the 100 monitored TV markets, and to the All Other designation when appearing outside these markets. Monthly expenditures are pro-rated across broadcast calendar weeks, according to the number of days in each week that fall within the standard calendar month.

**Outdoor**

The TNSMI Outdoor Advertising Service reports billboard expenditures (poster and paint) in over 200 plant operator markets in the United States. Effective with January 1999, Outdoor Data Collection reports other types of out-of-home advertising beyond posters and paints; our current coverage includes 8 sheets, 30 sheets, bulletins, painted walls, transit/bus shelters, in-store displays, convenience stores, shopping malls, spectaculairs, taxi displays and truck/mobile advertising.

Brand expenditure data are provided by participating plant operators. The market-by-market dollar figures are not projected and represent actual gross sales volume for participating plant operators only.

Markets are defined according to Standard Metropolitan Statistical Areas (SMSAs). Outdoor data are mapped to the 100 monitored TV markets, and to the All Other designation when appearing outside these markets.

Plant operators submit information each quarter. Some operators provide data allocated by month. When data are provided as a quarterly aggregate the total is prorated into each month of the quarter.

If a participating plant operator provides data after a quarterly deadline, data will be reflected with the next quarterly update.

**Network Television**

The Network Television Service provides commercial occurrence and expenditure information for seven broadcast networks:

ABC effective January 1981

CBS effective January 1981

FOX effective January 1993

NBC effective January 1981

PAX/i effective September 1998 - Discontinued December 2005

MNTV effective September 2006

CW effective September 2006

This service continuously monitors the East Coast satellite feeds of these seven networks. TNSMI relies on networks to supply information on regional advertising. The networks provide the regional positions, the advertisers sharing each position and each advertiser's percent share of the buy. The information provided by the networks does not specify the particular regions covered by each share. Through the application, this activity can be shown separately by choosing the option in the sorts section.

The networks do not supply, nor does TNSMI report, information on sectional advertising.

## **Network Television Continued**

### **Rates Sources**

The rates used to estimate advertising expenditures are supplied primarily by the networks. TNSMI may also use information from other sources such as agencies and advertisers to determine the program rate. TNSMI maintains the confidentiality of the rates information received and their respective sources.

### **Rate Determination Process**

The networks send TNSMI average 30-second program rates by program title on a monthly basis after the completion of the monitored month. Once this information is received, rates specialists check it for consistency, completeness and special episode titling. Any discrepancies are resolved with the respective networks prior to publication.

### **Regional Buys**

Network provided percentages for each advertiser are applied to the program rate to estimate dollars for regional advertising.

### **Specials**

TNSMI normally applies a single rate to all commercials airing in a program during a given month. However, occasionally a network will dictate special rates for certain programs or spots within a program. TNSMI will apply specific rates to occurrences as directed by the networks, however, will not apply different rates for occurrences within the same commercial pod.

### **Spot Length Conversions**

Estimated advertising expenditures are assigned to every commercial based on the average 30-second rate for the program. When the commercial is longer or shorter than 30 seconds, the reported dollars are automatically converted in proportion to the number of seconds in the spot.

## **Spot Television**

TNSMI's Spot Television Service provides commercial occurrence and expenditure information for more than 600 English speaking stations and 35 Spanish speaking stations in 100 major markets. Spot Television is monitored 21 hours a day (5 a.m. to 2 a.m.) utilizing MediaWatch Technology. The monitored stations constitute the principal stations in each market and typically include the network affiliates, major independents, and Spanish affiliates. Public Broadcasting stations are not monitored.

TNSMI reports commercial occurrence activity as monitored. Atypical situations, of which TNSMI is aware, may be reported differently. TNSMI will not assign activity aired on one station to another station in cases where the second station buys the time slot and sells the spots. However, adjustments may be made to expenditures when a program or slot of time is simulcast. If this is a permanent arrangement, the units will be reported on both stations, but expenditures will be reported only for the primary station.

Network, Spanish Language Network, and Nationally Syndicated spots that air in the local markets are removed from the Spot TV medium.

### **Affiliations**

When affiliations change, only the current affiliation will be stored in the detail and summary records within the database, therefore, all reports will only show the current affiliation.

**National Newspapers**

TNSMI measures three National Newspapers: New York Times, USA Today and Wall Street Journal. All national and regional editions are measured.

Data for the Wall Street Journal and USA Today are measured within TNSMI's Magazine Service. Refer to the magazine tab for data collection and rates methodology. Data for the New York Times are measured In TNSMI's Newspaper Service. Refer to the newspaper tab for data collection and rates methodology. Because these services use different methodologies, advertising occurrence and expenditure information for these publications may be reported differently within each service.

Please note: Category B999 is exclusive to Wall Street Journal and includes all brands that ran 50 lines or less, too small to be classified elsewhere. All such brands are identified with "(W)" after the brand name.

## 2007 PIB TNS MI PARTICIPATING PUBLICATIONS

AARP-THE MAGAZINE	COUNTRY HOME	GOLF DIGEST
ABA JOURNAL-THE LAWYERS M	COUNTRY LIVING	GOLF FOR WOMEN
ADVOCATE	COUNTRY WEEKLY	GOLF MAGAZINE
ALL YOU	CYCLE WORLD	GOLF WORLD
ALLURE	DEPARTURES	GOOD HOUSEKEEPING
AMERICAN BABY	DETAILS	GOURMET
AMERICAN PHOTO	DIABETES FOCUS	GQ
AMERICAN PROFILE <sup>1</sup>	DIABETES FORECAST	GUIDEPOSTS
AMERICAN WAY	DISCOVER	HARPER'S BAZAAR
ARCHITECTURAL DIGEST	DISNEY ADVENTURES	HARVARD BUSINESS REVIEW
ARTHUR FROMMERS BDGT TRVL	DOMINO	HEALTH
ATLANTIC MONTHLY THE	DUCKS UNLIMITED	HEMISPHERES
AUDUBON	DWELL	HOME
AUTOMOBILE MAGAZINE	EBONY	HOT ROD
AUTOWEEK	ECONOMIST	HOUSE BEAUTIFUL
BABY TALK	ELEGANT BRIDE	IN STYLE
BACKPACKER	ELLE	IN TOUCH WEEKLY
BARRONS	ELLE DECOR	INC.
BASSMASTER	ENDLESS VACATION	J-14
BESTLIFE	ENTERTAINMENT WEEKLY	JET
BETTER HOMES & GARDENS	ENTREPRENEUR	KIPLINGERS PERSNL FINANCE
BICYCLING	ESPN MAGAZINE	LADIES' HOME JOURNAL
BLACK ENTERPRISE	ESQUIRE	LATINA <sup>2</sup>
BLENDER	ESSENCE	LIFE & STYLE WEEKLY
BOATING	EVERYDAY FOOD	LOS ANGELES TIMES MAG <sup>1</sup>
BON APPETIT	EVERYDAY W/ RACHEL RAY	LUCKY
BOYS' LIFE	EXECUTIVETRAVEL SKYGUIDE	M MAGAZINE
BRIDAL GUIDE	FAMILY CIRCLE	MARIE CLAIRE
BRIDE'S	FAMILY FUN	MARTHA STEWART LIVING
BUSINESS WEEK	FAMILY HANDYMAN	MARTHA STEWART WEDDINGS
CAR AND DRIVER	FAST COMPANY	MAXIM
CELEBRATED LIVING	FIELD & STREAM	MEDIZINE HEALTHY LIVING
COASTAL LIVING	FIRST FOR WOMEN	MEN'S FITNESS
CONDE NAST PORTFOLIO	FIT PREGNANCY	MEN'S HEALTH
CONDE NAST TRAVELER	FITNESS	MEN'S JOURNAL
COOKIE	FLYING	MEN'S VOGUE
COOKING LIGHT	FOOD & WINE	METROPOLITAN HOME
COOKING WITH PAULA DEEN	FORBES	MIDWEST LIVING
COSMOGIRL	FORTUNE	MODERN BRIDE
COSMOPOLITAN	FORTUNE SMALL BUSINESS	MONEY
COTTAGE LIVING	GLAMOUR	MORE

## 2007 PIB TNS MI PARTICIPATING PUBLICATIONS

MOTOR TREND	REDBOOK	THE WEEK
MOTORBOATING	RELISH <sup>1</sup>	THIS OLD HOUSE
MUSCLE & FITNESS	REMEDY	TIME
NATIONAL ENQUIRER	RENOVATION STYLE	TIME OUT NEW YORK
NATIONAL GEOGRAPHIC	RIDE BMX	TOWN & COUNTRY
NATIONAL GEOGRAPHIC ADVNT	ROAD & TRACK	TRADITIONAL HOME
NATIONAL GEOGRAPHIC KIDS	ROBB REPORT	TRANSWORLD MOTOCROSS
NATIONAL GEOGRAPHIC TRVLR	ROLLING STONE	TRANSWORLD SKATEBOARDING
NATIONAL JOURNAL	RUNNERS WORLD	TRANSWORLD SNOWBOARDING
NATURAL HEALTH	SALT WATER SPORTSMAN	TRANSWORLD SURF
NATURAL HISTORY	SATURDAY EVENING POST	TRAVEL + LEISURE GOLF
NEW YORK MAGAZINE	SAVEUR	TRAVEL+LEISURE
NEW YORK TIMES MAGAZINE <sup>1</sup>	SCHOLASTIC PARENT & CHILD	TV GUIDE
NEW YORKER	SCIENTIFIC AMERICAN	TWIST
NEWSWEEK	SELF	U S NEWS & WORLD REPORT
NEXOS <sup>2</sup>	SER PADRES <sup>2</sup>	US AIRWAYS MAGAZINE
NICKELODEON	SEVENTEEN	US WEEKLY
O-THE OPRAH MAGAZINE	SHAPE MAGAZINE	USA WEEKEND <sup>1</sup>
OK WEEKLY	SI FOR KIDS	VANITY FAIR
ORGANIC GARDENING	SIEMPRE MUJER <sup>2</sup>	VERANDA
OUT	SKI	VIBE
OUTDOOR LIFE	SKIING	VOGUE
OUTSIDE MAGAZINE	SKY MAGAZINE	W
PARADE <sup>1</sup>	SMARTMONEY	WEIGHT WATCHERS
PARENTING	SMITHSONIAN	WIRED
PARENTS	SOAP OPERA DIGEST	WOMAN'S DAY
PC MAGAZINE	SOUND & VISION	WOMANS WORLD
PEOPLE	SOUTHERN ACCENTS	WOMEN'S HEALTH
PEOPLE EN ESPANOL <sup>2</sup>	SOUTHERN LIVING	WONDERTIME
PLAYBOY	SOUTHWEST AIRLINES SPIRIT	WOOD
POPULAR MECHANICS	SPECTRUM	WORKING MOTHER
POPULAR PHOTOGRAPHY&IMGNG	SPIN	YACHTING
POPULAR SCIENCE	SPORTING NEWS	YANKEE
POWER & MOTORYACHT	SPORTS ILLUSTRATED	
PREVENTION	STAR	<hr/>
QUICK & SIMPLE	STYLE WATCH	<sup>1</sup> Sunday Magazines
RD LARGE EDITION/ESR RDNG	SUNSET	<sup>2</sup> Hispanic PIB Members
RD SELECCIONES <sup>2</sup>	TECHNOLOGY REVIEW	
READER'S DIGEST	TEEN VOGUE	
READYMADE	TENNIS	
REAL SIMPLE	TEXAS MONTHLY	

# PIB CLASSIFICATIONS

<b>PIB CLASSIFICATIONS</b>		B211	Wired Home Phone Equipment & Systems	B540	<b>Internet NEC</b>
G100-INDUSTRY CLASS		B212	Wired Business Phone Equipment & Systems	B541	Web Design, Domain & Hosting Services
G110 Major Class		B213	Wireless Home/Business Phone Equip & Sys	B543	Internet Business & Home Office Svcs NEC
G111 Sub Class		B219	Telephone Equipment: Comb Copy & NEC	B544	Offline Internet Support Services NEC
<b>SPECIAL CLASSES</b>		B220	<b>Telecommunications Providers/Services</b>	B549	Internet Sites NEC
As a supplement to the above classifications, special codings are indicated as follows:		B221	Long Distance Telecom Providers	B590	<b>Computers &amp; Software: Comb Copy &amp; NEC</b>
1 Men's	6 Internet/Online	B222	Local Telecom Providers	B600-MEDIA & ADVERTISING	
2 Women's	7 Industrial	B223	Wireless Telecom Providers	B610	<b>Books</b>
3 Men's & Women's & Family	8 Corporate (General Promotion)	B224	Internet Telecom Providers	B620	<b>Print Media (Except Books)</b>
4 Infant's & Children's	9 Association Advertising	B225	Internet Service Providers (ISP)	B621	Newspapers, National
5 Home		B229	Telecom Providers/Services:Comb Copy&NEC	B622	Newspapers, Local
Example: H612-7 "Lumber & Woodwork" for Industrial Use		B230	<b>Communications Products &amp; Systems</b>	B623	Magazines
		B231	Telephone Calling Cards	B624	TV Magazines
<b>APPAREL &amp; ACCESSORIES</b>		B232	Telephone Directories	B629	Print Media: Comb Copy & NEC
A100-READY-TO-WEAR		B233	Communications Networking Systems & Svcs	B630	<b>Radio</b>
A110 Blouses & Dress Shirts		B239	Communications Products & Sys: Comb&NEC	B640	<b>Television &amp; Cable Television</b>
A120 Outerwear		B240	<b>Cable &amp; Satellite Providers/Services</b>	B641	TV Networks, Stations & Production Cos
A130 Dresses, Suits & Formalwear		B241	Cable TV Providers & Systems	B642	Cable Networks & Programs & Satellite TV
A140 Sportswear & Jeans		B242	Satellite Providers, Systems & Services	B649	Television & Cable TV: Comb Copy & NEC
A141 Sportswear & Athleticwear		B250	Bundled Telecommunication Products/Svcs	B650	<b>Advertising, Mktg, Printing, Coupon Mktg</b>
A142 Sportswear Jeans		B260	Communications Companies, Corporate	B651	Advertising, Marketing & Printing Svcs
A150 Bathing Suits & Beachwear		B290	Communications: Comb Copy & NEC	B652	Coupon Marketing Organizations
A190 Ready-to-Wear: Comb Copy & NEC		B300-GOVERNMENT, POLITICS & ORGANIZATIONS		B660	<b>Motion Pictures</b>
A200-UNDERCLOTHING & HOSIERY		B310	<b>Government (Non-Political)</b>	B670	Internet Commun,Cntnt Prvdrs,Prtls,Engns
A210 Underwear & Lingerie		B313	Foreign & U.S. Government	B680	Internet Broadcasts:Radio/TV/Music/Film
A220 Bras & Shapewear		B314	Lotteries	B690	Publishing & Media: Comb Copy & NEC
A230 Hosiery		B315	Local Government	B700-OFFICE MACHINES, FURNITURE & SUPPLIES	
A290 Underclothing, Hosiery & Slpwr: Comb&NEC		B319	Government: Comb Copy & NEC	B710	<b>Office Machines &amp; Equipment</b>
A300-FOOTWEAR		B320	<b>Organizations</b>	B711	Copiers & Duplicating Equipment
A310 Shoes & Boots, Regular & Casual		B321	Unions	B712	Facsimile Equipment & Accessories
A320 Sport Shoes		B322	Religious, Charitable & Humanitarian	B719	Office Machines & Equipment: NEC
A321 Sneakers		B329	Organization Advertising: NEC	B720	<b>Office Furniture, Stationery &amp; Supplies</b>
A322 Sport Shoes (Except Sneakers)		B330	<b>Political</b>	B721	Office Furniture & Accessories
A390 Footwear & Shoe Care Pdts: Comb & NEC		B331	Presidential Campaigns	B722	Stationery,Greeting Cards&Misc Paper Gds
A400-APPAREL ACCESSORIES		B332	National Campaigns (Non-Presidential)	B723	Pens, Pencils & Markers
A410 Handbags, Gloves, Wallets & Belts		B333	State & Local Campaigns	B729	Office Furnitr,Stationery&Suppl:Comb&NEC
A420 Ties & Neckwear		B334	Ballot Issues	B800-MANUFACTRG: MTRLS&EQUIP/FREIGHT/IND DEV	
A430 Sunglasses		B339	Political & Political Parties: Comb&NEC	B810	<b>Manufactrg Materials &amp; Supplies</b>
A490 Apparel Accessories: Comb Copy & NEC		B400-INSURANCE & REAL ESTATE		B811	Manufactrg Metals & Fabrictd Metal Parts
A500-JEWELRY & WATCHES		B410	<b>Life &amp; Medical Insurance</b>	B812	Manufactrg Packaging & Paper Products
A510 Jewelry		B411	Life Insurance	B813	Manufactrg Chemicals & Plastics
A520 Watches		B412	Medical & Dental Insurance	B819	Manufactrg Materials & Supplies:Comb&NEC
A900-APPAREL NEC		B420	<b>Property &amp; Casualty</b>	B820	<b>Manufactrg Equip/Electrnics/Engineering</b>
A910 Notions & Sewing Supplies		B421	Homeowners & Personal Property Insurance	B821	Manufactrg Machinery, Equipment & Tools
A920 Apparel Fabrics & Finishes		B422	Automobile Insurance	B822	Electronics & Electronic Components
A990 Apparel: Comb Copy & NEC		B423	Business Insurance	B829	Manfactrg/Electronics/Engineering:NEC
<b>BUSINESS &amp; TECHNOLOGY</b>		B429	Insurance: Comb Copy & NEC	B830	<b>Freight</b>
B100-FINANCIAL		B430	<b>Insurance Agencies &amp; Brokers</b>	B831	Railroad (Incl Industrial Dev)
B110 Credit Cards & Travelers Checks		B450	<b>Real Estate</b>	B832	Airline Freight (Incl Industrial Dev)
B111 Credit Cards		B451	Real Estate Agents, Agencies & Brokers	B833	Ship, Truck, & Other Freight
B112 Travelers Checks		B452	Real Estate Developers & Developments	B839	Freight: Comb Copy & NEC
B120 Financial Products & Services		B459	Real Estate: Comb Copy & NEC	B840	<b>Industrial &amp; Agricultural Area Developmt</b>
B121 Banks, S&Ls		B500-COMPUTERS, SOFTWARE, INTERNET NEC		B870	<b>In-Store Fixtures &amp; Equipment</b>
B122 Investment Brokers		B510	<b>Computers</b>	B890	<b>Manufactrg-Mtrls&amp;Equip/Frgt/Ind Dev: NEC</b>
B123 Accounting, Auditing & Tax Prep Svcs		B511	Computers & Computer Systems	B900-BUSINESS & TECHNOLOGY NEC	
B124 Finance & Mortgage Companies		B512	Computers, Corporate	B910	<b>Business Propositions&amp;Emplymnt Recrtmnt</b>
B125 Mutual Funds		B520	<b>Computer Components,Access &amp; Peripherals</b>	B911	Business Propositions
B128 Credit Counseling Services		B521	Computer Printers	B912	Employment Recruitment: Clsfld/Excl Agate
B129 Financial Products & Svcs: Comb & NEC		B522	Computer Components (Excl Printers)	B913	Employment Agencies
B130 Tombstone Adv, Security & Tender Offers		B523	Computer Accessories	B914	Employment Recruitment: Agate/Excl Clsfld
B140 Financial Exchanges & Boards of Trade		B529	Computer Components,Accss&Perph:Comb&NEC	B920	<b>Military Equipment</b>
B190 Financial: Comb Copy & NEC		B530	<b>Computer Software</b>	B930	<b>Consulting Services</b>
B200-COMMUNICATIONS		B531	Computer Games & Educational Software	B990	<b>Business &amp; Technology: Comb Copy &amp; NEC</b>
B210 Telephone Equipment		B532	Computer Software (Excl Games & Educ)	B999	WSJ-ADS Under 50 Lines

# PIB CLASSIFICATIONS

DRUGS, TOILETRIES & FITNESS			
D100-COSMETICS & BEAUTY AIDS-WMN,M&W,UNISEX		D558	Womens Health Care Products
D110 Skin Care Creams, Lotions & Oils		D559	Medicated Pdts&Remedies-Non-RX:Comb&NEC
D120 Lip Color		D560	Prescription Medications
D130 Eye Makeup		D570	Anti-Smoking Products & Programs
D140 Face Makeup		D590	Medicines&Proprietary Remedies:Comb Copy
D150 Manicure Preparations & Implements		D600	EYE GLASSES, MEDICAL EQUIP & SUPPLIES
D160 Face Cleansers & Makeup Removers		D610	Medical Appliances & Equipment
D170 Sunscreens & Tanning Products		D620	In-Home Medical Tests
D180 Scents,Fragrances & Perfms-Wmn,M&W,Unsx		D630	Eye Glasses & Corrective Lenses
D190 Cosmetics&Bty Aids-Wmn,M&W,Unsx:Comb&NEC		D690	Medical Supplies NEC
D200-PERSONAL HYGIENE & HEALTH-WMN,M&W,UNISEX		D700	PHARMACEUTICAL HOUSES
D210 Dental Supplies		D800	FITNESS & DIET PROGRAMS & SPAS
D211 Toothpaste & Whiteners		D900	DRUGS, TOILETRIES & FITNESS: COMB & NEC
FOOD & BEVERAGES			
D212 Mouthwashes & Breath Fresheners		F100	INGREDIENTS, MIXES & SEASONINGS
D219 Dental Supplies: Comb Copy & NEC		F110	Sugar, Syrup & Artificial Sweetener
D220 Bath Soaps & Toiletries		F120	Shortening, Oil, Margarine&No-Stick Pdts
D221 Bath Soaps		F130	Salad Dressing & Mayonnaise
D223 Bath Toiletries & Powders		F140	Dessert Ingredients & Fillings
D229 Bath Toiletries: Comb Copy & NEC		F141	Baking Mix,Crust,Topping,Filling&Ingred
D230 Feminine Hygiene Products		F142	Gelatins & Puddings (Mixes & Prepared)
D240 Depilatories, Face & Body Hair Bleaches		F149	Dessert Ingredients & Fillings: Comb&NEC
D250 Shaving Equipment & Supplies-Women		F150	Seasonings, Spices, Extracts & Marinades
D260 Deodorants & Anti-Perspirants		F160	Condiments, Pickles & Relishes
D270 Diapers (Adult, Infant and Toddler)		F170	Sauces, Gravies & Dips
D280 Personal Care & Grooming Appliances		F190	Ingredients, Mixes & Seasonings:Comb&NEC
D290 Personal Hygn&Hlth-Wmn,M&W,Unsx:Comb&NEC		F200	PREPARED FOODS
D300-HAIR PRODUCTS & ACCESS-WMN,M&W,UNISEX		F210	Soups
D310 Hair Coloring Products		F220	Cereals
D320 Shampoos, Conditioners & Rinses		F240	Infant Foods
D330 Hair Styling & Holding Products		F250	Pasta Products & Pasta Product Dinners
D340 Home Perms & Relaxers		F260	Prepared Dinners&Entrees NEC(Incl Pizza)
D350 Hair Restoration Pdts, Wigs & Hairpcs		F270	Jellies, Jams & Preserves
D390 Hair Pdts & Access-Wmn,M&W,Unsx:Comb&NEC		F280	Peanut Butter & Sandwich Spreads
D400-TOILETRIES, HYGienIC GDS & SKIN CARE-MEN		F290	Prepared Foods: Comb Copy & NEC
D410 Scents, Fragrances & Aftershaves-Men		F300	DAIRY, PRODUCE, MEAT & BAKERY GOODS
D420 Hair Care Products-Men		F310	Dairy Products & Substitutes
D430 Shaving Equip & Supplies-Unisex & Men		F311	Milk,Butter,Cream,Eggs,Yogurt&Sour Cream
D490 Toiletries,Hygnc Gds&Skn Cr-Men:Comb&NEC		F312	Cheese
D500-MEDICINES & PROPRIETARY REMEDIES		F313	Ice Cream, Frozen Novelties & Sherbet
D510 Pain Relievers, Sedatives&Sleeping Pdts		F314	Dairy Product Substitutes
D511 Pain Remedies		F319	Dairy Products & Substitutes: Comb & NEC
D512 Sedatives & Sleep Products		F320	Fruits, Vegetables, Grains & Beans (All)
D520 Cold, Cough, Sinus & Asthma Remedies		F321	Citrus Fruits
D521 Cold & Sinus Remedies		F322	Other Fruits
D522 Cough Drops, Sprays & Medicines		F323	Vegetables
D523 Asthma Remedies		F324	Beans & Grains
D529 Cold,Cough,Sinus&Asthma Remedies:Comb&NEC		F329	Fruits,Vegetables,Grains&Beans: Comb&NEC
D530 Digestive Aids, Antacids & Laxatives		F330	Meat, Poultry & Fish
D531 Digestive Aids & Antacids		F331	Lunch Meat, Hot Dogs, Bacon & Sausage
D532 Laxatives		F332	Meat
D540 Vitamins, Nutrition Supps, Reducing Aids		F333	Poultry
D541 Vitamins & Minerals		F334	Fish & Seafood
D542 Weight Loss & Gain Aids		F339	Meat, Poultry & Fish: Comb Copy & NEC
D543 Nutritional Supplements		F340	Bakery Goods (Fresh, Frozen, Refrig etc)
D550 Medicated Products & Remedies-Non-RX		F341	Breads, Rolls, Waffles & Pancakes
D551 Muscle Rubs & Liniments		F342	Cakes, Pies, Pastries & Donuts
D552 Acne Products		F343	Cookies & Crackers
D553 Lip & Skin Preparations		F349	Bakery Goods: Comb Copy & NEC
D554 Foot Medications		F390	Dairy, Produce, Meat & Bakery Gds:Comb&NEC
D555 Eye Medications		F400	BEVERAGES
D556 Hemorrhoid Remedies		F410	Coffee, Tea, Cocoa & Milk Additives
D557 Childrens Skin Care Products		F411	Coffee
GENERAL			
G100-MISC MERCHANTISE		G100	MISC MERCHANTISE
G120 Luggage & Briefcases		G120	Luggage & Briefcases
G130 Optical Goods, Navigational&Precsn Instr		G130	Optical Goods, Navigational&Precsn Instr
G140 Cameras & Photographic Supplies		G140	Cameras & Photographic Supplies
G141 Cameras (Excl Video)		G141	Cameras (Excl Video)
G142 Camera Accessories		G142	Camera Accessories
G143 Film, Slides & Photographic Paper		G143	Film, Slides & Photographic Paper
G149 Cameras & Photographic Suppl: Comb & NEC		G149	Cameras & Photographic Suppl: Comb & NEC
G190 Misc Merchandise: Comb Copy & NEC		G190	Misc Merchandise: Comb Copy & NEC
G200 Cigarettes, Tobacco & Accessories		G200	Cigarettes, Tobacco & Accessories
G210 Cigarettes		G210	Cigarettes
G220 Cigars & Tobacco		G220	Cigars & Tobacco
G290 Smoking Materials & Accessories NEC		G290	Smoking Materials & Accessories NEC
G300-RESTAURANTS		G300	RESTAURANTS
G310 Restaurants, Local		G310	Restaurants, Local
G320 Restaurants, National		G320	Restaurants, National
G400-SPORTING GOODS		G400	SPORTING GOODS
G410 Fishing Tackle & Equipment		G410	Fishing Tackle & Equipment
G420 Hunting Equipment		G420	Hunting Equipment
G430 Boats, Boat Motors & Accessories		G430	Boats, Boat Motors & Accessories
G440 Bicycles & Accessories		G440	Bicycles & Accessories
G450 Ski Equipment		G450	Ski Equipment

# PIB CLASSIFICATIONS

G460	Golf Equipment	H122	Mattresses & Box Springs	H519	Electronic Entertainment Equip: Comb&NEC
G470	Tennis Equipment	H130	Floor Coverings & Fibers	H520	Electronic Entertainment Supplies
G480	Exercise Equipment	H131	Carpets, Rugs & Pads	H530	Pre-Recorded Audio & Video
G490	Sporting Goods: Comb Copy & NEC	H132	Vinyl Flooring&Misc Hard Surf Flr Cvrags	H531	Pre-Recorded Audio
G500-GAMES, TOYS & HOBBYCRAFT		H133	Carpet Fibers & Materials	H532	Pre-Recorded Video
G510	Games	H140	Wall,Window,Bed&Bath,Fabrics&Coverings	H590	Audio & Video Equip & Supplies: Comb&NEC
G511	Elec & Video Games & Sftwr (Excl PC&NET)	H141	Wall & Window Coverings & Hsehld Fabrics	H600-BUILDING MATERIALS, EQUIPMENT & FIXTURES	
G512	Games (Non-Computerized)	H142	Bedding & Linens	H610	Building Materials & Pre-Fab Homes
G513	Online Games	H143	Household Fibers & Finishes	H611	Insulation, Wallboard, Roofing & Siding
G520	Dolls & Action Figures	H150	Household Furnishings,Access&Mtrls,Misc	H612	Lumber & Woodwork
G521	Dolls (Excl Stuffed)	H151	Lamps, Lighting Fixtures & Supplies	H613	Doors & Windows
G522	Doll Accessories	H152	Prints, Framing & Sculpture	H614	Pre-Fabricated Homes & Buildings
G523	Action Figures & Accessories	H190	Household Furnishings & Access: Comb&NEC	H615	Concrete, Paving, Masonry (Metals-See B811)
G529	Dolls & Action Figures: Comb Copy & NEC	H200-HOUSEHOLD APPLIANCES, EQUIP & UTENSILS	H619	Building Mtrls & Pre-Fab Homes: Comb&NEC	
G530	Hobbycraft	H210	Major Appliances	H620	Building Equipment, Fixtures & Systems
G540	Toys	H211	Refrigerators & Freezers	H621	Plumbing&Sanitation Equip Fixtrs&Systems
G541	Stuffed Toys	H212	Stoves & Ranges (Incl Microwave)	H622	Heating&Cooling Equip, Fixtrs&Systems
G542	Arts/Crafts/Activity Toys	H213	Laundry Equipment	H623	Fireplaces & Heating Stoves
G543	Toy Vehicles	H214	Dishwashers	H624	Portable Hand & Power Tools
G544	Infant & Preschool Toys NEC	H219	Major Appliances: Comb Copy & NEC	H625	Security & Fire Safety Systems
G549	Toys: Comb Copy & NEC	H220	Small Appliances	H626	Heavy Construction Equipment
G590	Games, Toys & Hobbycraft: Comb & NEC	H221	Small Appliances, Kitchen	H627	Pollution/Hazardous/Waste/Recyclg Sysyms
G600-PETS, PET FOODS & SUPPLIES		H222	Small Appliances, General Household	H629	Building Equip,Fixtrs&Systems: Comb&NEC
G610	Cat & Dog Food	H223	Vacuums & Electric Brooms	H630	Paint, Varnishes & Misc Coatings
G611	Dog Food	H230	Household Equipment & Utensils	H690	Building Materials,Equip&Fixtrs:Comb&NEC
G612	Cat Food	H231	Cookware & Cutlery	H900-HOME & BUILDING: COMB COPY & NEC	
G613	Cat & Dog Food Combination	H232	Household Equipment & Utensils NEC		<b>TRANSPORTATION &amp; TRAVEL</b>
G630	Pet Food NEC	H290	Household Applncts,Equip&Utnsils:Comb&NEC	T100-AUTOMOTIVE,AUTOMOTIVE ACCESS & EQUIP	
G640	Pets & Pet Supplies	H300-HOUSEHOLD SUPPLIES		T110	Cars & Light Trucks, Factory: Sls & Lsg
G690	Pets, Pet Foods & Supplies: Comb & NEC	H310	Household Batteries	T111	Cars, Domestic Factory: Sales & Leasing
G700-HORTICULTURE & FARMING		H320	Minor Home Repair Products	T112	Cars, Asian Factory: Sales & Leasing
G710	Horticulture	H330	Household Paper Products	T113	Cars, European & NEC Factory: Sls & Lsg
G711	Garden Machinery, Implements & Fixtures	H331	Paper Towels	T114	Cars&Lt Trucks, Dmstc Factory: Sls&Lsg
G712	Lawn & Garden Seeds,Bulbs & Nursery Stk	H332	Facial Tissues	T115	Cars&Lt Trucks, Asian Factory: Sls&Lsg
G713	Lawn & Garden Fertilizers & Seed Trtmnts	H333	Bathroom Tissue	T116	Cars&Lt Trucks,Eurpn&NEC Factry: Sls&Lsg
G714	Lawn & Garden Pest Controls	H339	Household Paper Products: Comb & NEC	T117	Light Trucks, Domestic Factory: Sls&Lsg
G715	House Plants & Supplies	H340	Food Wraps, Foils & Bags	T118	Light Trucks, Asian Factory: Sls&Lsg
G719	Horticulture: Comb Copy & NEC	H350	Insecticides,Disinfectants&Deodorizers	T119	Light Trucks, Eurpn&NEC Factory: Sls&Lsg
G720	Agriculture, Farming & Livestock	H351	Home Pest Controls	T120	Car & Truck Dlr Assn: Sls&Lsg (Consumer)
G721	Farm & Livestock Machinery & Equipment	H352	Home Disinfectants	T121	Car & Truck Dealer Assn: Domestic
G722	Poultry,Livestk:Feeds,Supplmnts&Remedies	H353	Deodorizers, Air Fresheners & Purifiers	T122	Car & Truck Dealer Assn: Asian
G723	Farm Chemicals & Fertilizers	H359	Insecticides,Disinfctnts&Ddrzrs:Comb&NEC	T123	Car & Truck Dealer Assn: European & NEC
G724	Farm Pest Controls	H360	Barbecue Cooking Supplies	T130	Motorcycles,Comm&Vehicles NEC: Sls&Lsg
G725	Farm Seeds	H390	Household Supplies: Comb Copy & NEC	T131	Motorcycls,Mtr Bikes,ATVs,Factry:Sls&Lsg
G729	Agriculture,Farming&Livestock: Comb&NEC	H400-HOUSEHOLD SOAPS, CLEANERS & POLISHES	T132	Comm Trucks,Fleet Vehicles:Sls&Lsg	
G800-SCHOOLS, CAMPS, SEMINARS		H410	Dishwashing Soaps & Preparations	T139	Vehicles, Sales & Leasing: Comb Copy&NEC
G810	Colleges & Universities	H420	Laundry Soaps & Preparations	T140	Vehicle Accessories & Equipment
G820	Seminars & Lectures	H421	Fine Fabric Washes,Stain Remvrs,Presoaks	T141	Automotive Batteries
G830	Schools & Camps Not-Itemized	H422	Heavy Duty Laundry Detergents	T142	Anti-Freeze & Automotive Additives
G840	Vocational & Training Schools	H423	Bleach & Fabric Softeners	T143	Car Cleaners, Waxes & Polishes
G850	Schools NEC	H429	Laundry Soaps & Preparations: Comb & NEC	T144	Car & Truck Parts, Accessories & Kits
G890	Schools & Camps: Comb Copy & NEC	H430	Cleaners & Cleansers (Genl Hsehld Use)	T145	Car & Truck Tires & Tubes, Manufacturers
G900-GENERAL NEC		H440	Cleaners, Cleansers & Polishes (Spcl Use)	T149	Vehicle Access & Equip & Auto NEC
G910	Misc NEC: Agate/Classified	H441	Floor & Furniture Polish & Wax	T150	Car & Truck Rental Companies
G920	Misc NEC: Not Itemized	H442	Drain & Septic Cleaners	T151	Car Rental Companies, National, Consumer
G930	Corporate Advertising NEC	H443	Bath & Kitchen Cleaners	T152	Car Rental Companies, Local, Consumer
	<b>HOME &amp; BUILDING</b>	H449	Cleaners,Clnrs,Plshs(Spcl Use):Comb&NEC	T190	Automotive, Auto Access&Equip: Comb&NEC
H100-HOUSEHOLD FURNISHINGS & ACCESSORIES		H490	Household Soaps,Clnrs&Plshs: Comb&NEC	T200-GASOLINE, LUBRICANTS (TRANS) & FUELS	
H110	Dinnerware, Glassware & Flatware	H500-AUDIO & VIDEO EQUIPMENT & SUPPLIES		T210	Gasoline & Motor Oil
H111	Dinnerware, Glassware & Pottery	H510	Electronic Entertainment Equipment	T211	Gasoline
H112	Silverware & Metalware	H511	Video Equip & Access	T212	Motor Oil
H120	Furniture & Mattresses	H512	Home Audio Equipment & Accessories	T220	Petroleum Companies, Corporate
H121	Furniture	H513	Automotive Electronic Entertainmnt Equip	T290	Gas,Lubricants(Transport)&Fuels:Comb&NEC

# PIB CLASSIFICATIONS

---

T300-AVIATION (EXCL FREIGHT)	V200-AUTOMOTIVE DEALERS & SERVICES	V400-DEPARTMENT STORES
T400-PUBLIC TRANSPORTATION, HOTELS & RSRTS	V210 Car & Truck Dealers: Sales & Leasing	V410 Apparel-Dept Store
T410 Public Transportation	V211 Car & Lt Truck Local Dealers: Domestic	V420 Business-Dept Store
T411 Railroad Travel	V212 Car & Lt Truck Local Dearlers: Asian	V430 Drug & Toiletry-Dept Store
T412 Cruise Ship Travel	V213 Car & Lt Truck Local Dealers: European	V440 Food & Beverage-Dept Store
T413 Airline Passenger Travel, Domestic	V219 Car & Truck Dlrs, Sales & Lsg: Comb&NEC	V450 General-Dept Store
T414 Airline Passenger Travel, Foreign	V230 Vehicles Dealers & Services NEC	V470 Home & Building-Dept Store
T419 Public Transporton (Excl Local)&Comb	V231 Mobile Homes Dealers,Services & Sites	V480 Automotive & Travel-Dept Store
T420 Travel Services	V232 Camper & RV Dealers & Services	V490 Department Stores: Comb Copy
T430 Resorts & Travel Accommodations	V233 Motorcycles,Motor Bikes&ATV Dlrs & Svcs	V500-DISCOUNT DEPARTMENT & VARIETY STORES
T431 Hotels & Resorts, Domestic	V240 Automotive Services & Gas Stations	V510 Apparel-Discount Dept Store
T432 Hotels & Resorts, Foreign	V241 Automotive Repair Services	V520 Business-Discount Dept Store
T433 Tourism Promotion, Domestic (Area)	V242 Gasoline Service Stations	V530 Drug & Toiletry-Discount Dept Store
T434 Tourism Promotion, Foreign (Area)	V290 Automotive Dealers & Services: Comb&NEC	V540 Food & Beverage-Discount Dept Store
T440 Amusement, Water & Theme Parks	V300-RETAIL	V550 General-Discount Dept Store
T490 Public Transport,Hotels&Resorts:Comb&NEC	V310 Apparel Retailers	V570 Home & Building-Discount Dept Store
T900-TRANSPORTATION & TRAVEL NEC: COPY&NEC	V311 Clothing Stores	V580 Auto & Travel-Discount Dept Store
T990 Transportation & Travel: Comb Copy & NEC	V312 Fur Salons	V590 Discount Dept&Variety Stores: Comb Copy
<b>MISC SERVICES, AMUSE, RETAIL, DIR RESP</b>	V313 Shoe Stores	V600-SHOPPING CENTERS & CATALOG SHOWROOM
<b>V100-MISC SERVICES &amp; AMUSEMENTS</b>	V314 Jewelry Stores	V610 Catalog Showrooms
V110 Apparel Services	V319 Apparel Retailers: Comb Copy & NEC	V620 Shopping Centers & Associations
V120 Business Services	V320 Business Retailers	V630 Wholesale Clubs
V121 Manufacturing & Industrial Services	V321 Computer & Software Stores & Services	V800-DIRECT RESPONSE COMPANIES
V122 Auctioneers & Auction Houses	V322 Office Equipment, Furntr & Supply Stores	V810 Apparel-Direct Response
V129 Business Services NEC	V329 Business Retailers: Comb Copy & NEC	V820 Business-Direct Response
<b>V130 Beauty, Health &amp; Medical Services</b>	V330 Pharmacies,Health & Bty Supply Retailers	V821 Computers, Softwr & Home Office-Dir Rsp
V131 Beauty Shops	V340 Food & Beverage Retailers	V823 Publishers & Book Clubs-Dir Rsp
V132 Doctors, Nurses, Chiropractors, Dentists	V341 Liquor & Wine Stores	V829 Business-Direct Response: NEC
V133 Hospitals, Clinics & Medical Centers	V342 Bake Shops	V830 Drug & Toiletry-Direct Response
V134 Convalescent, Retirement & Nursing Homes	V343 Dairy, Ice Cream & Yogurt Stores	V840 Food & Beverage-Direct Response
V135 Optical Goods & Services	V344 Meat, Fish & Poultry Stores	V850 General-Direct Response
V139 Beauty, Health & Medical Svcs: Comb&NEC	V345 Food Stores & Supermarkets (Chain)	V851 Crafts,Hobbies,Sportg Gds&Toys-Dir Rsp
<b>V140 Food &amp; Beverage Services</b>	V346 Food Stores & Supermarkets (Independent)	V852 Collectibles & Art-Dir Rsp
<b>V150 Misc Services</b>	V349 Food & Beverage Retailers: Comb & NEC	V853 Lawn & Garden Seeds & Bulbs-Dir Rsp
V151 Legal Services	V350 Retailers NEC	V854 Correspondence Schools-Dir Rsp
V152 Photographers & Photo Studios	V351 Florists	V859 General-Direct Response: NEC
V153 Rental Services	V352 Collectible Stores & Galleries	<b>V870 Home &amp; Building-Direct Response</b>
V154 Agricultural & Horticultural Services	V353 Fabric & Sewing Machine Stores	V871 Audio Supplies & Equipment-Dir Rsp
V155 Dating Services	V354 Pet Stores & Services	V872 Household Furniture & Appliances-Dir Rsp
V156 Phone Services (1-800/1-900) NEC	V355 Card, Gift & Book Stores	V873 Video Supplies & Equipment-Dir Rsp
V157 Funeral Homes & Services	V357 Luggage & Leather Shops	V879 Home & Building-Direct Response: NEC
V158 Veterinarians & Pet Services	V358 Nurseries, Lawn & Garden Stores	<b>V880 Automotive &amp; Travel-Direct Response</b>
V159 Misc Services: Comb Copy & NEC	V359 Retailers: Comb Copy & NEC	V890 Direct Response: Comb Copy & NEC
<b>V160 Amusements &amp; Events</b>	V360 Consumer Elect,Sprt,Toy,Hobby Retailers	V891 Direct Response Not Itemized
V161 Live Theater, Opera, Music, Dance	V361 Consumer Electronic Stores	V899 Direct Response: Comb Copy
V162 Participatory Sports	V362 Video Rental, CD, Tape & Record Stores	<b>V900-MISC SVC,AMUSE,RETAIL,DIR RESP:COMB&amp;NEC</b>
V163 Spectator Sporting Events	V363 Toy Stores	
V164 Conventions, Trade & Hobby Shows	V364 Hobby & Craft Stores	
V165 Movie Theaters, Cinemas, Drive-ins	V365 Sporting Goods Stores	
V166 Parks,Fairgrnds,Zoos,Museums,Cnvntn Ctrs	V369 Cons Elec,Sprt,Toy,Hobby Rtlrs:Comb&NEC	
V167 Night Clubs & Discos	<b>V370 Home &amp; Building Retailers</b>	
V169 Amusements & Events: Comb Copy & NEC	V371 Appliance & Phone Stores	
<b>V170 Home &amp; Building Services</b>	V372 Home Furnishing Stores	
V171 Architects, Contractors, Engineers	V373 Carpet & Floor Covering Stores	
V172 Exterminators	V374 Drapery & Window Covering Stores	
V173 Power, Electric & Water Companies	V375 Furniture Stores	
V174 Fuel Suppliers,Plumbing,Heating & AC Svc	V376 Home Centers & Hardware Stores	
V175 Pool Contractors, Supplies & Services	V377 Bedding Stores/Sleep Centers	
V179 Home & Building Services: Comb & NEC	V378 Lighting & Light Fixture Stores	
<b>V180 Transit Services, Local</b>	V379 Home & Building Retailers: Comb & NEC	
V190 Misc Services: Comb Copy	<b>V380 Automotive Supply Retailers</b>	
	V390 Retail: Comb Copy	

**FIVE YEAR MEDIA TOTALS**

**JANUARY - DECEMBER 2003 - 2007**

(\$000)

MEDIA	2007	2006	2005	2004	2003
<b>MAGAZINES</b>	<b>25,523,058.1</b>	<b>24,037,892.9</b>	<b>23,124,082.7</b>	<b>21,522,870.4</b>	<b>19,314,352.7</b>
SUNDAY MAGS	1,997,977.2	1,918,877.4	1,739,368.0	1,529,155.2	1,383,760.1
NEWSPAPER	22,833,187.2	24,112,523.1	25,044,809.4	24,823,672.5	23,275,194.8
NATL NEWSP	3,346,628.3	3,540,049.7	3,427,467.7	3,252,536.5	3,050,051.1
OUTDOOR	3,943,725.8	3,831,190.9	3,528,815.4	3,213,024.1	2,674,436.5
NETWORK TV	23,754,568.2	24,169,197.8	23,634,580.2	23,472,793.8	21,224,001.4
SPOT TV	17,237,903.3	19,058,857.3	17,101,833.4	18,792,205.9	16,842,617.4
SYNDICATION	4,172,932.4	4,235,061.0	4,222,485.3	3,930,873.2	3,395,791.9
CABLE TV	19,123,698.2	17,420,901.6	16,454,644.9	14,816,532.9	12,695,637.0
NETWORK RADIO	1,002,162.7	1,004,485.4	1,009,927.3	1,027,778.0	1,000,678.6
NAT SPOT RADIO	2,472,023.6	2,695,006.8	2,604,102.2	2,616,542.1	2,635,231.1
<b>GRAND TOTAL</b>	<b>125,407,864.9</b>	<b>126,024,044.0</b>	<b>121,892,116.6</b>	<b>118,997,984.6</b>	<b>107,491,752.7</b>

Copyright 2008. TNS Media Intelligence Copyright 2007. Magazine Publishers of America Inc.

MAGAZINE TOTALS FOR 2003 - 2007

	2007		2006		2005		2004		2003	
Pub	Pages	Dollars								
AARP-THE MAGAZINE	329.39	176,775,497	340.83	166,210,034	306.30	143,527,527	282.62	125,747,772	251.02	100,795,765
ABA JOURNAL-THE LAWYERS M	244.73	7,631,470	260.59	7,839,336	298.35	8,919,932	337.77	9,467,741	352.75	8,540,652
ADVOCATE	572.00	10,239,208	790.30	11,104,490	953.31	11,516,880	925.10	10,471,881	864.73	9,431,015
ALL YOU	1,079.32	22,460,330	1,061.67	15,327,445	898.14	12,357,427	251.67	3,430,754	0.00	0
ALLURE	1,734.97	185,986,908	1,559.75	160,516,078	1,428.94	139,293,671	1,380.74	117,566,870	1,288.57	104,091,897
AMERICAN BABY	672.81	113,426,034	670.75	106,055,206	731.50	109,856,696	714.06	101,555,331	648.20	85,655,681
AMERICAN HERITAGE	50.66	2,026,133	148.51	5,596,440	144.84	5,256,536	174.93	5,802,437	167.31	5,113,205
AMERICAN PHOTO	287.09	12,969,680	278.42	12,252,309	316.14	14,700,674	314.05	12,975,939	296.34	11,351,844
AMERICAN WAY	1,622.81	47,861,051	1,761.78	49,661,826	1,533.93	42,322,735	1,300.57	33,953,162	1,107.60	28,438,977
AMERICAN WOODWORKER	38.81	1,129,982	287.81	8,118,182	327.80	9,231,975	325.11	8,745,083	334.53	8,284,615
ARCHITECTURAL DIGEST	1,637.02	166,849,396	1,708.71	167,127,073	1,711.54	160,660,031	1,714.80	146,848,207	1,696.47	132,474,838
ARTHUR FROMMERS BDGT TRVL	706.71	30,357,054	686.37	27,783,507	764.20	26,663,409	709.26	24,164,422	712.81	22,343,296
ATLANTIC MONTHLY THE	636.68	33,243,359	643.02	30,821,954	649.54	26,440,256	743.21	26,368,608	639.50	31,727,924
AUDUBON	295.56	11,775,735	238.80	9,078,729	220.91	7,883,143	170.91	5,752,357	183.12	5,923,515
AUTOMOBILE MAGAZINE	922.58	79,604,656	859.63	70,022,678	772.97	59,842,282	852.64	60,559,773	846.96	63,492,911
AUTOWEEK	1,262.80	42,938,529	1,180.80	50,998,856	1,203.41	49,958,966	1,237.29	42,369,378	1,193.34	31,554,160
BABY TALK	501.72	70,389,861	519.42	70,408,059	585.73	74,761,080	498.42	61,067,590	481.92	57,987,535
BACKPACKER	494.89	23,760,686	492.08	21,511,624	494.76	19,763,626	475.05	17,023,784	470.41	15,565,360
BARRONS	1,523.91	62,463,740	1,396.41	53,674,974	1,375.32	51,356,943	1,555.68	54,525,050	1,434.82	47,957,734
BASSMASTER	357.15	13,341,082	411.86	15,668,564	462.00	17,485,378	446.49	16,794,797	472.17	16,696,341
BESTLIFE	584.14	35,419,030	425.42	21,981,102	259.04	9,954,325	86.67	1,937,505	0.00	0
BETTER HOMES & GARDENS	2,051.05	857,593,385	1,957.34	776,798,978	2,133.18	800,006,489	2,057.83	715,335,224	2,116.80	663,390,831
BICYCLING	780.01	41,256,828	730.63	36,740,462	550.41	26,157,155	420.69	18,318,135	465.21	16,351,613
BIOGRAPHY	0.00	0	0.00	0	0.00	0	0.00	0	356.33	18,086,622
BLACK ENTERPRISE	994.36	41,710,260	1,057.50	44,803,794	1,135.49	46,873,886	1,112.50	44,171,297	970.57	36,878,152
BLENDER	752.09	64,767,570	794.66	57,825,035	706.88	41,685,126	745.14	34,482,627	672.77	22,798,606
BOATING	1,090.11	44,690,872	1,146.88	45,268,877	1,287.87	48,518,734	1,218.33	42,976,535	1,167.91	39,094,274
BON APPETIT	1,041.53	120,167,840	959.80	105,596,618	976.74	101,615,618	1,150.45	107,541,544	1,174.57	98,606,550
BOYS' LIFE	133.28	5,338,956	144.39	5,779,069	141.55	6,046,677	141.80	5,917,108	144.87	5,158,571
BRIDAL GUIDE	2,326.35	89,919,506	2,555.89	95,951,979	2,735.75	97,378,565	2,797.74	94,287,086	3,128.05	97,613,277
BRIDE'S	2,669.11	188,891,043	2,825.55	190,821,957	2,379.61	151,520,348	2,473.01	147,154,405	2,956.50	168,152,187
BUDGET LIVING	0.00	0	0.00	0	397.54	16,642,504	416.89	16,419,059	361.45	12,329,973
BUSINESS 2.0 MAGAZINE	396.36	27,069,097	755.77	48,688,094	796.52	49,231,911	863.02	46,308,041	696.88	36,224,946
BUSINESS WEEK	2,243.71	270,460,663	2,741.79	310,378,796	2,759.45	332,400,613	3,163.54	365,291,429	3,034.66	336,786,493
CABLE GUIDE THE	0.00	0	0.00	0	0.00	0	0.00	0	82.75	1,426,600
CAR AND DRIVER	1,162.25	219,934,948	1,141.93	204,998,067	1,239.38	221,572,036	1,195.86	187,791,065	1,169.27	154,377,798
CARGO	0.00	0	191.61	11,227,625	717.20	34,947,012	642.06	25,096,430	0.00	0
CELEBRATED LIVING	220.00	4,473,176	229.33	4,440,788	223.33	4,198,699	181.00	3,402,800	151.67	2,168,667
CHILD	404.64	28,923,235	914.47	61,542,855	1,078.57	83,697,248	1,022.68	74,126,030	995.21	68,534,889
COASTAL LIVING	991.37	50,271,878	1,009.86	48,040,364	923.61	41,362,259	878.20	35,768,472	750.50	27,885,561
CONDE NAST PORTFOLIO	656.00	28,064,161	0.00	0	0.00	0	0.00	0	0.00	0
CONDE NAST TRAVELER	1,842.26	187,566,052	1,672.28	153,740,491	1,572.71	136,907,274	1,586.82	127,509,662	1,424.99	107,633,200

MAGAZINE TOTALS FOR 2003 - 2007

Pub	2007		2006		2005		2004		2003	
	Pages	Dollars								
COOKIE	703.75	38,515,067	485.99	19,663,964	93.15	3,740,959	0.00	0	0.00	0
COOKING LIGHT	1,563.96	148,457,699	1,522.14	135,702,611	1,507.86	125,867,854	1,472.03	112,067,476	1,387.41	94,704,688
COOKING WITH PAULA DEEN	122.08	7,380,769	114.10	4,944,598	0.00	0	0.00	0	0.00	0
COSMOGIRL	738.78	78,700,879	826.39	83,895,927	771.36	72,297,348	746.23	66,210,115	701.24	57,328,184
COSMOPOLITAN	1,815.98	405,669,998	1,739.92	367,435,198	1,811.40	362,357,474	1,868.59	347,048,575	1,784.25	310,371,123
COTTAGE LIVING	577.28	38,946,688	587.92	34,155,793	564.13	23,413,487	287.58	8,751,460	0.00	0
COUNTRY HOME	840.64	162,430,911	926.94	170,879,689	915.38	162,096,927	956.62	151,609,188	961.82	130,661,604
COUNTRY LIVING	1,118.77	151,051,166	1,112.20	145,049,081	1,235.39	160,852,618	1,180.90	140,528,612	1,175.46	126,459,027
COUNTRY LIVING GARDENER	0.00	0	0.00	0	0.00	0	108.56	4,031,143	132.62	4,699,426
COUNTRY WEEKLY	805.89	30,665,365	811.72	29,060,641	769.32	24,340,924	762.52	20,404,096	733.51	15,354,032
CYCLE WORLD	978.81	46,853,574	961.39	44,179,704	995.57	43,727,646	939.39	37,036,462	917.94	32,589,841
DEPARTURES	1,158.19	85,525,118	1,093.14	75,264,069	964.17	62,976,219	876.58	54,351,762	786.80	47,225,087
DETAILS	1,372.68	78,894,999	1,241.82	65,721,428	1,177.03	57,914,534	1,159.75	53,130,561	1,019.18	43,400,466
DIABETES FOCUS	92.52	7,877,667	101.64	8,188,387	65.77	5,709,484	77.66	4,983,195	0.00	0
DIABETES FORECAST	490.17	10,616,264	480.53	9,798,533	477.14	9,255,359	550.26	10,205,533	678.31	11,084,295
DISCOVER	281.39	14,419,086	234.26	13,620,789	256.57	14,583,869	307.29	16,380,908	281.77	14,594,398
DISNEY ADVENTURES	181.09	13,934,700	263.73	18,981,290	274.41	18,805,482	245.77	16,136,410	231.76	14,568,752
DOMINO	724.93	48,411,804	752.62	38,601,133	375.34	15,329,169	0.00	0	0.00	0
DUCKS UNLIMITED	253.17	6,532,902	259.24	6,681,403	289.86	7,442,003	281.58	6,884,676	248.52	5,804,173
DWELL	1,325.76	45,381,946	1,327.78	38,025,741	951.23	23,781,843	233.14	5,031,590	0.00	0
EBONY	1,135.57	64,767,751	1,221.19	68,291,221	1,258.67	76,198,580	1,135.33	67,252,960	1,181.22	68,323,107
ECONOMIST	2,364.06	104,843,922	2,179.00	84,558,109	2,155.33	72,467,871	2,198.09	65,117,192	2,142.50	54,627,813
ELEGANT BRIDE	497.85	16,755,578	516.87	16,874,620	504.83	15,563,176	401.58	12,130,759	0.00	0
ELLE	2,498.08	292,880,302	2,364.09	259,208,502	2,066.94	214,814,060	1,867.26	181,934,027	1,656.18	150,102,379
ELLE DECOR	1,265.84	93,994,307	1,119.17	79,372,616	1,163.89	78,780,733	1,113.89	68,677,704	1,079.07	56,775,457
ELLE GIRL	0.00	0	387.14	19,169,530	749.27	33,705,691	512.90	19,032,712	397.43	11,695,730
ENDLESS VACATION	166.90	12,881,144	261.71	22,198,343	393.08	27,250,813	436.95	24,563,166	439.74	22,362,230
ENTERTAINMENT WEEKLY	1,527.06	230,317,855	1,748.90	246,451,280	1,893.23	253,854,232	1,998.23	253,398,898	1,929.76	232,961,642
ENTREPRENEUR	1,156.77	94,519,252	1,238.74	94,576,401	1,248.61	89,707,581	1,333.56	84,216,140	1,352.13	77,653,239
ESPN MAGAZINE	1,641.99	318,286,253	1,504.34	269,327,267	1,620.16	275,482,355	1,657.38	252,113,219	1,550.64	214,176,231
ESQUIRE	1,153.95	121,973,658	1,188.09	118,414,286	1,141.19	107,050,165	1,095.19	95,779,633	982.68	78,614,373
ESSENCE	1,471.55	111,609,924	1,457.34	104,317,410	1,454.99	97,369,266	1,494.17	94,209,943	1,389.07	81,446,311
EVERYDAY FOOD	708.34	34,702,696	609.28	27,574,101	434.98	18,322,343	333.31	10,229,384	0.00	0
EVERY DAY W/ RACHAEL RAY	717.08	78,335,425	450.92	20,441,138	0.00	0	0.00	0	0.00	0
EXECUTIVE TRAVEL SKYGUIDE	280.30	7,080,220	254.72	6,422,495	233.96	5,589,126	230.15	5,226,368	215.17	5,313,428
FAMILY CIRCLE	1,808.52	406,256,973	1,635.37	347,336,068	1,502.01	333,620,350	1,371.59	300,274,637	1,464.04	318,107,572
FAMILY FUN	719.65	104,241,131	683.53	94,526,484	722.07	90,056,519	642.73	76,146,851	710.51	76,870,526
FAMILY HANDYMAN	561.31	52,304,462	575.03	49,795,956	631.25	51,025,857	641.68	49,679,357	606.47	43,202,977
FAST COMPANY	497.29	35,405,755	412.20	28,043,390	476.97	30,926,157	594.78	36,672,271	755.95	45,925,398
FHM	90.14	9,611,491	731.07	72,972,975	936.19	88,549,928	910.56	78,755,589	854.50	64,117,656
FIELD & STREAM	619.26	80,047,941	605.08	74,674,345	697.98	80,273,325	732.90	75,202,837	667.42	62,223,794
FIRST FOR WOMEN	673.20	43,181,839	574.98	35,319,981	594.83	33,174,866	576.55	29,691,319	562.82	28,734,699

MAGAZINE TOTALS FOR 2003 - 2007

	2007		2006		2005		2004		2003	
Pub	Pages	Dollars								
FIT PREGNANCY	612.14	31,446,894	530.00	25,615,177	534.40	22,841,767	514.30	17,733,927	696.89	17,063,908
FITNESS	871.87	110,045,192	782.55	92,805,355	812.80	90,685,569	1,002.39	117,040,240	962.84	94,683,808
FLYING	680.90	16,507,475	756.04	18,237,500	781.73	18,885,041	756.79	17,577,219	760.73	18,721,021
FOOD & WINE	1,446.41	102,742,266	1,382.57	93,679,380	1,305.54	83,932,954	1,385.41	83,715,698	1,310.86	74,721,530
FORBES	3,232.78	369,227,623	3,394.65	342,080,841	3,359.36	323,314,500	3,460.12	324,357,719	3,116.57	269,568,453
FORTUNE	2,376.37	269,446,328	2,874.55	300,902,945	3,069.80	312,698,995	3,404.81	326,254,817	3,054.15	283,063,985
FORTUNE SMALL BUSINESS	477.46	51,218,727	553.98	61,524,354	603.91	53,660,301	556.92	47,183,753	514.96	43,101,321
GARDEN DESIGN	0.00	0	259.29	7,800,180	250.17	7,022,369	204.68	5,139,549	186.42	4,913,423
GLAMOUR	2,089.56	365,550,912	1,889.65	309,280,335	1,757.62	270,633,261	1,649.30	236,196,290	1,542.78	206,005,394
GOLF DIGEST	1,493.80	176,255,644	1,510.40	170,651,678	1,568.74	166,326,963	1,557.18	149,669,413	1,512.08	130,915,680
GOLF FOR WOMEN	551.15	30,695,938	586.00	27,878,345	574.07	25,235,885	500.32	20,498,559	459.49	17,069,431
GOLF MAGAZINE	1,209.21	188,157,982	1,198.10	174,806,462	1,292.13	178,931,564	1,458.43	186,934,436	1,367.08	159,373,149
GOLF WORLD	1,173.02	38,015,542	1,117.58	33,116,128	1,135.42	31,889,512	1,128.32	26,766,835	917.70	20,328,539
GOOD HOUSEKEEPING	1,682.71	526,954,408	1,704.50	497,420,245	1,742.96	477,701,232	1,671.83	435,063,745	1,687.74	415,695,191
GOURMET	1,251.64	125,916,431	1,352.31	129,244,926	1,259.91	113,848,479	1,364.12	113,446,467	1,264.99	94,750,142
GQ	1,868.93	212,542,269	1,763.96	190,072,289	1,666.60	164,971,023	1,633.37	144,430,807	1,612.86	131,118,230
GUIDEPOSTS	598.82	47,263,164	521.40	39,330,696	408.90	33,352,299	374.69	29,145,830	341.54	25,648,443
HARPER'S BAZAAR	2,071.63	209,854,039	1,771.84	165,519,545	1,620.30	142,565,849	1,521.14	127,133,165	1,160.90	89,510,765
HARVARD BUSINESS REVIEW	456.33	18,172,197	463.64	17,782,904	485.09	18,046,245	447.47	16,600,650	407.60	15,062,843
HEALTH	1,100.54	99,342,900	1,044.04	89,513,905	1,104.28	89,392,044	1,018.59	79,133,249	1,037.77	76,047,876
HEMISPHERES	1,229.59	61,566,130	1,212.93	60,755,577	905.29	45,634,253	744.29	36,877,752	595.61	29,312,111
HOME	605.01	62,457,374	654.07	67,753,665	736.00	73,082,104	765.63	67,678,665	739.59	58,402,295
HOT ROD	738.02	68,991,613	755.54	66,654,415	747.77	62,193,299	612.89	46,669,469	561.62	39,616,854
HOUSE & GARDEN	850.63	92,887,612	845.97	83,536,705	733.41	68,636,130	830.65	72,099,500	866.95	64,031,280
HOUSE BEAUTIFUL	725.63	93,195,542	672.10	81,227,784	796.56	90,017,233	869.51	90,260,866	940.40	86,777,593
IN STYLE	3,220.79	404,128,629	3,486.60	410,050,090	3,503.09	391,093,357	3,368.94	356,063,531	3,045.65	292,947,379
IN TOUCH WEEKLY	1,065.12	140,189,330	886.43	106,533,431	652.67	60,379,887	471.50	20,364,134	556.81	15,781,567
INC.	824.51	82,170,073	774.92	74,943,950	817.43	77,022,310	927.82	83,040,418	810.59	70,089,297
J-14	249.31	7,121,880	226.67	7,506,100	236.00	6,955,577	185.33	5,243,610	0.00	0
JANE	350.04	23,680,521	592.78	39,002,015	749.63	45,475,154	814.67	46,363,431	875.84	45,715,686
JET	1,115.07	32,824,146	1,171.27	34,421,766	1,159.95	33,173,098	1,064.68	30,963,379	1,046.94	29,483,622
KIPLINGERS PERSNL FINANCE	497.33	35,851,700	530.96	36,635,142	616.52	42,820,006	619.37	44,178,234	523.72	39,602,014
LADIES' HOME JOURNAL	1,546.39	356,393,316	1,542.34	356,258,095	1,549.68	339,434,353	1,451.23	293,971,226	1,510.83	278,004,901
LATINA	913.22	36,572,468	1,000.63	33,079,886	975.30	30,809,650	938.61	24,851,365	883.32	17,764,620
LIFE & STYLE WEEKLY	660.78	45,997,004	472.76	27,447,940	402.33	13,294,009	0.00	0	0.00	0
LIFETIME	0.00	0	0.00	0	0.00	0	360.40	13,370,485	362.47	11,080,735
LUCKY	1,842.43	183,673,893	1,850.49	172,202,381	1,858.84	156,151,909	1,777.79	126,188,131	1,478.00	88,359,497
M MAGAZINE	201.33	4,542,827	177.19	3,752,770	151.50	2,821,835	116.00	1,778,113	0.00	0
MARIE CLAIRE	1,379.31	145,296,846	1,340.63	132,710,907	1,347.32	125,803,892	1,481.08	125,197,506	1,569.82	121,264,383
MARTHA STEWART LIVING	1,475.43	202,926,833	1,286.87	163,694,475	910.69	104,623,081	658.82	71,692,376	1,233.68	161,517,448
MARTHA STEWART WEDDINGS	1,037.47	32,898,151	969.56	29,161,446	846.26	24,585,677	830.20	22,683,827	0.00	0
MAXIM	932.90	207,744,826	930.64	193,134,863	998.85	194,281,126	1,064.71	186,588,941	1,124.39	184,467,286

MAGAZINE TOTALS FOR 2003 - 2007

Pub	2007		2006		2005		2004		2003	
	Pages	Dollars								
MEDIZINE HEALTHY LIVING	299.25	47,479,784	323.37	48,456,348	226.20	32,008,177	238.64	33,030,855	284.90	37,181,014
MEN'S FITNESS	913.52	72,766,677	732.54	52,605,580	710.43	44,332,047	840.78	45,903,962	731.82	38,377,487
MEN'S HEALTH	1,176.09	178,099,101	1,051.83	149,106,103	1,117.04	149,168,151	1,109.42	135,774,323	973.06	110,420,137
MEN'S JOURNAL	1,251.58	107,853,952	1,080.72	88,936,562	1,024.96	76,699,239	900.44	60,912,604	888.13	48,999,695
MEN'S VOGUE	799.48	38,563,164	397.38	17,370,597	0.00	0	0.00	0	0.00	0
METROPOLITAN HOME	1,042.79	94,096,178	953.78	87,882,124	984.62	86,938,741	861.50	65,785,844	720.17	45,934,542
MIDWEST LIVING	756.25	83,412,423	827.75	85,369,648	863.64	85,024,151	923.17	75,172,725	913.79	61,570,614
MODERN BRIDE	2,091.24	147,669,227	2,187.26	147,720,033	1,975.41	126,168,953	2,044.59	121,170,446	2,116.88	119,812,789
MONEY	800.75	149,555,810	961.41	161,073,518	1,063.23	171,446,704	1,090.39	162,482,480	990.91	143,226,601
MORE	1,301.55	143,339,035	1,093.44	114,302,765	969.18	91,418,518	840.87	70,107,626	748.63	52,352,863
MOTOR TREND	1,242.92	181,343,379	1,234.74	170,302,735	1,192.67	156,272,020	1,148.48	137,611,564	1,088.82	133,805,662
MOTORBOATING	655.60	19,345,738	720.93	20,605,478	880.37	23,866,438	1,013.17	25,771,552	1,068.85	25,373,448
MOVIELINE	0.00	0	0.00	0	0.00	0	0.00	0	50.00	1,177,189
MUSCLE & FITNESS	1,855.08	89,418,921	1,894.51	88,169,032	1,645.10	72,024,212	1,559.12	62,839,923	1,417.50	53,532,353
MY GENERATION	0.00	0	0.00	0	0.00	0	0.00	0	21.75	3,766,596
NATIONAL ENQUIRER	902.84	58,089,608	874.03	54,366,917	953.22	72,997,201	889.81	63,489,436	968.27	68,264,831
NATIONAL GEOGRAPHIC	468.70	103,606,158	421.31	87,261,968	423.75	85,322,849	520.69	99,074,587	436.19	78,369,575
NATIONAL GEOGRAPHIC ADVNT	534.48	37,146,442	577.27	33,775,963	532.76	28,237,733	444.10	18,839,470	497.82	19,076,078
NATIONAL GEOGRAPHIC KIDS	148.61	14,388,043	148.11	13,296,599	143.91	12,193,239	142.31	10,623,205	117.56	6,437,226
NATIONAL GEOGRAPHIC TRVLR	571.85	38,233,899	504.89	31,962,052	502.38	29,881,054	466.22	26,616,275	549.92	29,326,715
NATIONAL JOURNAL	929.31	12,752,827	928.12	12,056,493	820.10	10,143,633	799.98	9,264,789	789.08	8,504,075
NATURAL HEALTH	581.82	25,059,296	488.44	19,898,286	502.87	16,619,274	0.00	0	0.00	0
NATURAL HISTORY	257.59	5,122,894	272.13	7,198,424	261.45	7,020,567	241.77	6,109,830	287.02	6,771,102
NEW YORK MAGAZINE	3,343.05	227,694,051	3,200.75	195,571,863	3,041.79	176,013,546	2,651.68	135,977,534	2,457.44	106,682,619
NEW YORKER	2,019.60	226,152,740	1,941.32	204,552,669	2,219.80	215,365,534	2,288.12	200,854,752	2,280.31	182,253,475
NEWSWEEK	1,858.61	474,733,782	1,990.45	483,183,242	1,989.46	473,079,221	2,230.67	502,046,119	2,088.05	445,425,797
NEXOS	207.39	4,294,648	245.73	4,814,393	209.66	3,932,340	245.17	4,547,485	188.83	3,444,960
NFL INSIDER	0.00	0	0.00	0	0.00	0	0.00	0	49.00	2,743,923
NICK JR FAMILY MAGAZINE	93.67	7,481,770	412.53	31,638,566	514.39	36,103,663	468.08	30,078,925	357.89	21,023,683
NICKELODEON	301.43	19,565,624	359.38	24,919,349	421.33	27,813,145	422.52	26,675,609	412.47	24,977,208
O-THE OPRAH MAGAZINE	2,111.88	311,347,634	2,028.57	287,358,495	1,797.72	244,131,116	1,591.07	207,184,382	1,445.54	180,837,647
OK WEEKLY	608.85	45,179,623	422.93	21,421,750	206.33	6,110,870	0.00	0	0.00	0
ORGANIC GARDENING	198.70	3,011,008	121.93	1,783,570	111.79	1,481,929	143.25	1,903,598	130.57	2,362,357
ORGANIC STYLE	0.00	0	0.00	0	427.27	25,949,799	524.05	27,903,809	289.47	13,408,052
OUT	576.20	18,323,319	699.63	17,682,750	796.77	18,477,027	802.48	16,252,703	636.57	12,468,377
OUTDOOR LIFE	480.31	35,272,826	425.20	29,899,440	499.39	31,380,243	578.53	32,871,525	541.36	28,018,811
OUTSIDE MAGAZINE	1,011.27	88,468,124	878.19	72,574,970	923.13	75,205,618	931.78	66,191,769	867.51	59,071,883
PARENTING	1,059.90	154,061,713	1,225.42	169,031,473	1,533.51	198,379,121	1,467.73	182,595,631	1,308.31	156,821,270
PARENTS	1,509.13	223,242,922	1,461.48	202,989,558	1,484.51	194,717,564	1,466.77	180,299,431	1,571.95	179,608,081
PC MAGAZINE	1,022.71	82,358,363	1,512.51	115,775,660	1,612.22	129,885,402	1,998.37	173,262,697	1,969.94	162,281,198
PEOPLE	3,889.35	979,792,908	3,741.18	872,662,736	3,852.98	850,407,655	3,622.83	768,985,887	3,705.31	751,027,280
PEOPLE EN ESPANOL	898.67	49,473,567	972.44	48,217,264	866.09	39,044,056	844.29	34,849,339	771.72	29,305,815

**MAGAZINE TOTALS FOR 2003 - 2007**

	2007		2006		2005		2004		2003	
Pub	Pages	Dollars								
PLAYBOY	491.18	85,805,064	493.30	83,007,164	572.80	92,448,623	684.81	103,280,447	569.01	80,769,448
POPULAR MECHANICS	828.26	102,653,386	757.04	89,850,816	859.31	95,037,649	902.06	90,889,713	890.75	81,721,165
POPULAR PHOTOGRAPHY&IMGNG	958.62	87,778,588	1,018.07	90,297,934	1,274.24	119,293,126	1,550.17	131,992,974	1,560.28	124,524,354
POPULAR SCIENCE	709.19	83,407,488	729.84	75,989,795	751.82	81,236,305	872.62	82,350,649	748.49	62,750,109
POWER & MOTORYACHT	2,683.28	74,405,000	2,548.83	68,701,844	2,424.10	63,293,765	2,358.92	57,444,714	2,248.07	51,871,956
PREMIERE	135.81	8,294,165	487.25	28,984,115	646.82	36,634,332	560.11	29,079,334	440.52	21,465,667
PREVENTION	1,250.14	168,627,260	1,170.92	149,076,055	1,211.54	141,773,435	1,181.10	129,421,216	1,018.35	103,865,415
QUICK & SIMPLE	347.59	4,827,121	349.65	3,119,300	0.00	0	0.00	0	0.00	0
RD LARGE EDITION/ESR RDNG	319.06	16,393,541	266.65	13,983,609	187.15	9,824,751	190.78	10,092,014	200.13	9,228,878
RD SELECCIONES	399.68	15,284,836	449.14	15,784,130	482.29	15,426,442	521.80	15,473,061	482.33	12,555,699
READER'S DIGEST	986.48	312,579,834	994.86	289,537,876	1,061.52	301,017,171	1,019.86	270,174,488	931.19	250,238,541
READYMADE	168.20	3,212,840	0.00	0	0.00	0	0.00	0	0.00	0
REAL SIMPLE	2,090.15	304,785,393	1,814.03	248,274,398	1,743.82	221,033,475	1,512.69	163,797,368	1,229.80	101,512,600
RED HERRING	0.00	0	0.00	0	0.00	0	0.00	0	83.31	2,864,763
REDBOOK	1,650.26	226,061,663	1,532.03	199,734,754	1,475.13	181,689,918	1,278.19	149,944,389	1,446.67	160,089,486
REMEDY	364.56	46,330,930	360.44	39,974,670	332.32	34,027,523	292.61	28,357,540	234.23	20,010,235
RENOVATION STYLE	191.19	15,575,697	207.79	15,949,965	165.45	11,895,361	185.78	12,650,517	269.07	12,910,879
RIDE BMX	523.32	4,638,187	754.96	6,545,774	834.58	6,921,525	849.34	7,203,707	987.72	6,923,768
ROAD & TRACK	1,196.52	132,660,929	1,130.02	119,282,042	1,214.60	132,254,767	1,236.67	115,088,766	1,225.69	100,751,609
ROBB REPORT	1,762.84	45,973,395	1,752.22	42,358,341	1,586.75	35,740,935	1,437.25	29,770,418	1,249.08	24,511,802
ROLLING STONE	1,510.85	223,298,997	1,584.76	222,155,423	1,704.06	215,505,705	1,752.40	199,392,533	1,633.21	176,866,338
RUNNERS WORLD	731.71	72,028,716	735.80	66,568,179	694.19	58,005,544	589.60	43,931,915	515.57	30,690,684
SALT WATER SPORTSMAN	802.16	25,178,825	916.10	27,099,544	1,014.25	28,802,861	1,113.63	29,365,068	1,105.09	27,492,894
SATURDAY EVENING POST	304.64	4,263,143	328.14	4,098,249	323.69	4,045,653	288.73	3,596,320	267.20	3,284,860
SAVEUR	349.55	14,527,777	353.71	14,159,627	389.00	14,600,201	371.97	12,990,622	288.77	9,505,253
SCHOLASTIC PARENT & CHILD	414.37	34,674,652	258.37	20,755,790	293.98	21,658,941	272.80	18,704,760	277.67	17,875,378
SCIENTIFIC AMERICAN	495.45	33,682,900	437.22	28,314,793	452.83	27,642,033	443.63	25,484,277	305.08	17,136,478
SELF	1,365.79	187,916,925	1,255.34	164,103,469	1,204.22	143,146,717	1,158.83	124,072,115	1,156.92	114,804,041
SER PADRES	189.93	9,460,196	0.00	0	0.00	0	0.00	0	0.00	0
SEVENTEEN	893.67	103,176,310	936.65	101,866,972	972.30	99,338,871	950.78	94,064,711	1,072.03	111,975,548
SHAPE MAGAZINE	1,546.84	216,857,237	1,374.55	179,345,112	1,351.60	156,696,797	1,381.88	143,242,632	1,113.70	110,426,501
SHOP ETC.	0.00	0	522.11	23,500,535	699.31	22,741,109	270.64	7,699,606	0.00	0
SI FOR KIDS	260.68	21,195,488	286.79	21,948,329	272.57	20,182,221	268.68	18,616,313	357.48	23,640,577
SIEMPRE MUJER	361.76	13,221,810	0.00	0	0.00	0	0.00	0	0.00	0
SIERRA	114.59	4,703,245	116.24	4,785,320	123.83	5,072,865	118.50	4,810,700	121.50	4,687,045
SKI	674.98	39,470,309	712.44	40,107,322	889.15	47,129,179	957.87	46,186,136	948.32	41,814,074
SKIING	384.59	20,177,436	431.86	21,830,630	513.17	24,651,672	642.32	28,962,038	659.57	27,980,879
SKY MAGAZINE	988.16	50,173,440	918.70	46,583,463	964.97	48,936,413	824.11	41,182,934	741.95	35,458,701
SMARTMONEY	713.57	57,593,881	710.40	54,135,472	739.30	52,863,774	783.37	53,366,902	768.69	49,077,275
SMITHSONIAN	582.55	76,303,399	524.63	64,796,864	563.53	65,487,942	584.65	63,307,566	558.49	56,022,302
SOAP OPERA DIGEST	1,118.35	23,013,253	1,192.01	23,891,458	1,168.91	22,971,825	980.49	18,659,716	1,099.45	19,537,048
SOUND & VISION	556.30	25,121,118	530.12	23,783,624	566.83	35,425,903	559.65	32,492,679	600.57	34,839,308

MAGAZINE TOTALS FOR 2003 - 2007

	2007		2006		2005		2004		2003	
Pub	Pages	Dollars								
SOURCE	0.00	0	0.00	0	0.00	0	1,040.62	34,401,657	1,172.92	37,864,519
SOUTHERN ACCENTS	532.06	29,359,409	626.83	32,807,637	664.31	33,694,585	677.37	32,752,163	629.98	29,458,837
SOUTHERN LIVING	1,310.15	206,300,210	1,384.92	207,445,671	1,577.04	218,101,443	1,404.64	176,293,870	1,522.54	171,221,795
SOUTHWEST AIRLINES SPIRIT	1,612.86	54,664,819	1,650.44	51,201,099	1,457.00	40,744,225	1,128.10	29,410,439	1,045.42	24,867,660
SPECTRUM	382.30	7,967,990	394.48	9,370,547	414.95	9,170,270	453.93	9,569,009	431.15	6,952,101
SPIN	645.97	33,751,548	519.52	28,752,997	580.90	33,838,389	605.13	33,850,039	660.53	34,785,386
SPORTING NEWS	719.26	41,535,051	871.97	48,401,384	826.92	44,533,533	853.36	43,872,887	791.86	39,027,453
SPORTS ILLUSTRATED	2,113.45	683,676,992	2,031.53	617,961,322	2,104.45	623,539,349	2,528.18	721,246,244	2,338.10	642,753,184
STAR	1,254.46	194,239,044	1,010.34	153,842,519	966.03	127,600,613	742.40	69,220,346	823.33	57,554,889
STUFF	501.05	55,605,002	615.21	63,995,222	715.26	69,422,428	733.86	65,918,554	745.46	57,441,670
SUNSET	971.68	91,632,055	1,060.03	107,340,717	1,051.57	101,059,797	1,022.50	90,764,268	1,065.03	86,454,829
SYNC	0.00	0	0.00	0	312.85	6,553,514	215.77	4,396,500	0.00	0
TECHNOLOGY REVIEW	125.04	2,719,227	93.90	1,984,775	211.02	8,463,720	298.98	12,917,174	273.09	11,364,491
TEEN PEOPLE	0.00	0	521.58	44,380,504	824.25	66,919,285	863.83	66,638,712	955.89	76,246,055
TEEN VOGUE	1,233.59	111,341,095	1,223.44	101,827,446	1,000.36	77,669,567	782.63	35,596,474	468.42	17,276,300
TENNIS	544.49	29,677,633	521.38	27,587,332	487.92	29,481,543	477.75	35,072,940	453.41	30,139,276
TEXAS MONTHLY	2,359.27	88,216,151	2,440.61	89,418,826	2,371.49	83,663,421	1,972.90	63,353,154	1,815.15	55,176,236
THE WEEK	602.70	27,662,253	572.33	23,882,917	568.48	17,784,960	523.36	10,945,766	417.00	6,581,990
THIS OLD HOUSE	673.68	52,748,006	670.86	50,358,186	859.98	61,037,741	928.32	60,623,323	909.83	56,330,504
TIME	2,160.37	542,563,429	2,311.48	661,333,556	2,292.91	631,755,584	2,612.48	687,379,947	2,368.20	601,701,393
TIME OUT NEW YORK	3,079.08	54,722,750	3,189.61	53,063,712	2,917.51	47,316,798	2,832.25	42,527,832	923.87	11,815,834
TOWN & COUNTRY	1,736.80	140,391,835	1,785.92	140,328,779	1,775.78	132,371,102	1,865.95	128,796,089	1,598.03	102,610,904
TRADITIONAL HOME	824.21	110,994,747	941.73	118,431,597	954.65	114,699,605	919.13	99,971,306	918.20	86,665,544
TRANSWORLD BMX	0.00	0	0.00	0	0.00	0	515.37	2,859,852	632.32	3,019,514
TRANSWORLD MOTOCROSS	1,303.92	14,986,581	1,298.73	14,364,465	1,320.17	7,716,041	1,132.59	5,866,290	0.00	0
TRANSWORLD SKATEBOARDING	1,536.01	30,907,444	1,701.43	31,911,010	1,894.16	35,810,145	2,098.31	35,808,572	2,496.38	39,643,281
TRANSWORLD SNOWBOARDING	1,280.88	13,824,607	1,236.54	15,565,721	1,244.51	21,254,351	1,333.67	21,929,364	1,357.23	22,401,373
TRANSWORLD STANCE	0.00	0	0.00	0	0.00	0	0.00	0	266.94	1,758,735
TRANSWORLD SURF	1,234.36	12,349,324	1,164.61	11,297,452	1,106.54	10,400,344	1,036.72	8,120,523	836.17	6,078,441
TRAVEL + LEISURE GOLF	508.21	38,356,997	503.02	35,662,191	531.39	35,826,379	529.36	32,939,574	535.44	31,025,262
TRAVEL HOLIDAY	0.00	0	0.00	0	0.00	0	0.00	0	499.38	24,180,020
TRAVEL+LEISURE	1,587.05	156,105,823	1,796.60	166,806,324	1,628.48	144,188,724	1,700.72	139,356,456	1,648.82	125,835,765
TV GUIDE	1,138.21	212,595,267	925.57	159,266,843	171.86	28,531,639	0.00	0	0.00	0
TV GUIDE (DIGEST)	0.00	0	0.00	0	1,427.68	254,294,457	2,276.72	377,571,190	2,453.88	375,489,339
TWIST	216.48	3,140,918	174.53	2,395,740	171.00	2,087,093	148.67	1,734,242	0.00	0
U S NEWS & WORLD REPORT	1,639.67	270,186,387	1,718.33	267,592,445	1,686.98	257,340,394	1,691.18	234,906,379	1,448.90	202,243,572
US AIRWAYS MAGAZINE	1,429.18	38,621,928	1,778.88	45,646,852	827.72	31,176,559	694.19	26,087,829	598.97	21,118,146
US WEEKLY	1,949.21	309,921,951	1,931.18	276,238,077	1,803.20	200,957,526	1,638.21	144,342,206	1,283.99	90,814,675
VANITY FAIR	2,263.64	311,025,731	1,938.92	252,888,354	2,071.70	258,765,142	2,273.07	256,533,162	2,079.00	212,078,329
VERANDA	922.29	47,536,072	845.58	41,271,325	804.71	37,490,769	750.74	32,567,867	700.42	28,340,482
VIBE	962.10	90,500,275	1,201.23	111,973,083	1,242.09	111,237,759	1,174.74	101,278,238	1,266.78	101,781,072
VIBE VIXEN	208.74	9,806,130	0.00	0	0.00	0	0.00	0	0.00	0

**MAGAZINE TOTALS FOR 2003 - 2007**

Pub	2007		2006		2005		2004		2003	
	Pages	Dollars								
VICTORIA	0.00	0	0.00	0	0.00	0	0.00	0	165.62	10,271,803
VITALS MAN	0.00	0	0.00	0	140.25	4,129,110	121.32	3,463,479	0.00	0
VITALS WOMAN	0.00	0	0.00	0	149.85	4,496,495	0.00	0	0.00	0
VOGUE	3,201.66	419,036,800	3,057.12	380,865,776	2,958.23	345,472,109	3,011.11	315,865,219	2,958.12	284,653,730
W	2,216.25	176,544,099	1,984.12	151,133,482	1,962.06	142,617,947	2,015.00	136,932,111	1,965.11	123,586,674
WEIGHT WATCHERS	588.33	37,592,291	521.20	31,932,543	462.81	25,830,447	460.69	24,684,980	379.39	18,713,364
WIRED	1,313.12	93,329,814	1,256.41	81,814,967	1,083.34	64,511,024	1,170.50	60,339,098	1,013.58	47,465,182
WOMAN'S DAY	1,688.62	398,466,220	1,761.80	417,555,922	1,788.48	408,379,768	1,620.67	352,747,717	1,671.77	335,713,024
WOMANS WORLD	369.45	29,454,385	362.97	27,523,325	347.01	24,991,545	355.85	21,885,376	351.25	21,535,914
WOMEN'S HEALTH	645.58	49,338,124	435.31	20,087,697	203.83	4,263,225	0.00	0	0.00	0
WONDERTIME	449.56	15,058,306	280.37	6,809,577	0.00	0	0.00	0	0.00	0
WOOD	323.93	26,457,436	344.49	26,002,034	340.82	24,432,061	345.74	23,386,879	390.94	20,404,080
WORKING MOTHER	561.80	35,443,392	554.50	33,306,198	556.05	31,800,873	554.08	29,505,696	559.04	27,141,501
WORTH	0.00	0	0.00	0	0.00	0	0.00	0	86.05	3,860,015
YACHTING	2,235.52	69,739,085	2,197.65	65,567,830	2,222.36	64,211,499	2,318.78	63,039,423	2,096.19	53,308,898
YANKEE	474.70	8,120,505	500.90	16,241,496	560.64	17,714,572	552.92	16,517,978	560.06	15,307,581
YM	0.00	0	0.00	0	0.00	0	558.15	52,609,008	964.88	101,980,093
<b>MAGAZINES TOTAL</b>	<b>245,536.14</b>	<b>25,537,826,707</b>	<b>246,119.92</b>	<b>24,037,360,609</b>	<b>245,269.70</b>	<b>23,124,081,179</b>	<b>242,326.77</b>	<b>21,522,870,395</b>	<b>228,616.89</b>	<b>19,314,352,734</b>
american profile	631.02	228,028,602	576.15	167,756,739	547.70	139,622,445	517.54	106,079,025	475.41	75,289,145
life magazine	98.84	37,236,406	395.53	129,071,638	375.06	119,858,567	99.50	31,735,087	0.00	0
los angeles times mag	502.54	24,112,427	801.69	37,776,852	668.81	48,649,433	742.76	50,259,429	681.57	46,257,775
new york times magazine	3,881.03	434,383,751	3,964.60	427,154,630	3,783.69	373,777,852	3,467.89	308,724,268	3,363.20	264,802,155
parade	786.68	696,399,177	732.73	642,536,154	690.43	626,020,294	683.51	616,086,836	694.61	617,165,630
relish	206.12	82,746,064	131.19	37,926,089	0.00	0	0.00	0	0.00	0
usa weekend	735.90	495,070,785	744.69	476,655,331	708.19	431,439,398	695.55	416,270,551	635.46	380,245,438
<b>SUNDAY MAGAZINES TOTAL</b>	<b>6,842.13</b>	<b>1,997,977,212</b>	<b>7,346.58</b>	<b>1,918,877,433</b>	<b>6,773.88</b>	<b>1,739,367,989</b>	<b>6,206.75</b>	<b>1,529,155,196</b>	<b>5,850.25</b>	<b>1,383,760,143</b>
<b>GRAND TOTAL</b>	<b>252,378.27</b>	<b>27,535,803,922</b>	<b>253,466.52</b>	<b>25,956,238,031</b>	<b>252,043.62</b>	<b>24,863,449,164</b>	<b>248,533.40</b>	<b>23,052,025,592</b>	<b>234,467.17</b>	<b>20,698,112,877</b>

Copyright 2008. TNS Media Intelligence Copyright 2008. Magazine Publishers of America Inc.

**Multi-Media Service**  
**AD \$ Summary Industry Class**  
**January - December 2007**

INDUSTRY	CLASS	YEAR	Two Year Ranking Industry Class Dollars (000)											
			11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP.	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
AUTOMOTIVE, AUTOMOTIVE ACCESS & EQUIP	T100	2007	11,629,005.2	1,961,563.4	17,816.1	1,065,796.0	258,651.5	186,849.3	2,763,236.4	3,651,077.6	145,369.8	1,203,857.4	115,799.4	258,988.2
AUTOMOTIVE, AUTOMOTIVE ACCESS & EQUIP	T100	2006	12,611,843.5	2,003,408.8	16,199.5	1,231,768.8	343,524.6	172,429.5	2,924,138.2	4,091,075.9	137,028.4	1,297,227.1	85,286.0	309,756.7
RETAIL	V300	2007	11,264,739.7	1,357,722.2	120,182.6	4,376,026.6	244,995.7	318,182.9	1,231,032.9	2,123,016.3	191,865.1	769,619.2	182,476.2	349,620.0
RETAIL	V300	2006	11,547,440.2	1,215,750.5	126,282.6	4,505,364.1	284,153.2	342,880.7	1,267,162.9	2,244,281.6	221,948.3	766,267.7	154,895.4	418,473.3
MEDIA & ADVERTISING	B600	2007	7,940,463.6	1,777,783.1	63,703.5	1,919,901.6	432,521.9	326,484.5	1,363,042.3	576,354.6	204,939.5	981,950.9	57,190.3	236,591.3
MEDIA & ADVERTISING	B600	2006	7,738,856.7	1,593,232.7	78,918.7	1,855,369.6	438,151.7	336,164.4	1,399,400.4	598,754.6	181,858.6	896,358.1	63,573.5	297,074.3
MEDICINES & PROPRIETARY REMEDIES	D500	2007	7,639,340.1	2,314,565.0	225,366.9	90,879.7	24,333.8	6,028.2	2,639,087.1	201,313.6	769,893.2	1,262,085.2	73,287.4	32,499.9
MEDICINES & PROPRIETARY REMEDIES	D500	2006	7,264,573.9	2,111,411.8	268,470.0	132,721.0	36,836.0	14,431.7	2,518,099.2	170,302.7	684,391.0	1,179,229.6	113,866.7	34,814.0
COMMUNICATIONS	B200	2007	7,597,879.4	396,937.5	22,605.7	1,677,789.3	200,388.4	355,365.7	1,971,353.8	1,396,412.8	141,154.9	1,045,711.7	20,193.6	369,966.0
COMMUNICATIONS	B200	2006	7,923,540.9	445,995.2	65,826.6	1,831,924.5	258,879.4	271,964.9	1,914,889.5	1,328,009.6	283,145.2	1,139,549.5	32,648.8	350,707.7
DIRECT RESPONSE COMPANIES	V800	2007	6,946,979.8	1,815,303.2	655,734.7	408,889.7	142,357.5	2,223.9	175,763.1	202,018.8	240,355.4	3,268,767.2	35,199.8	368.9
DIRECT RESPONSE COMPANIES	V800	2006	5,685,164.8	1,765,234.6	600,999.4	364,433.4	118,909.6	1,862.6	262,263.1	186,606.4	215,786.8	2,125,647.6	42,879.8	541.4
FINANCIAL	B100	2007	6,441,964.5	972,065.3	49,022.3	1,424,237.3	404,893.8	230,723.3	1,393,034.7	523,356.7	163,263.8	1,046,847.1	55,703.4	178,816.9
FINANCIAL	B100	2006	6,348,251.9	851,028.1	61,205.8	1,492,148.6	368,816.3	245,231.0	1,447,379.6	573,102.7	143,664.9	930,275.1	62,453.1	172,946.7
MISC SERVICES & AMUSEMENTS	V100	2007	6,381,666.1	521,417.4	67,763.0	2,222,544.9	188,303.1	585,745.6	188,175.9	1,946,048.8	105,448.2	375,561.6	49,345.3	131,312.4
MISC SERVICES & AMUSEMENTS	V100	2006	6,299,852.7	504,652.9	58,504.3	2,052,575.5	182,607.2	581,792.3	226,529.4	1,955,387.9	114,101.7	456,776.1	43,647.9	123,277.6
INSURANCE & REAL ESTATE	B400	2007	5,416,327.1	407,823.5	98,425.9	1,551,588.4	312,497.3	390,560.1	723,490.9	699,309.0	163,286.6	863,857.4	50,826.8	154,661.1
INSURANCE & REAL ESTATE	B400	2006	5,713,402.4	408,713.3	97,862.8	1,904,658.3	337,220.6	371,320.2	698,356.9	762,782.7	219,051.4	713,636.3	53,557.2	146,242.8
RESTAURANTS	G300	2007	4,633,931.3	99,456.7	2,808.4	188,137.3	13,218.2	234,193.3	1,500,750.7	1,333,803.6	207,938.1	875,201.8	29,262.9	149,160.3
RESTAURANTS	G300	2006	4,692,424.8	97,024.1	5,524.1	172,289.7	10,923.9	245,789.2	1,541,741.7	1,418,947.7	227,729.3	810,739.8	24,844.3	136,871.0
AUTOMOTIVE DEALERS & SERVICES	V200	2007	4,582,814.0	44,372.5	1,043.8	3,079,584.5	37,689.4	195,665.8	18,511.3	1,102,523.7	21,287.4	53,494.4	3,552.4	25,088.8
AUTOMOTIVE DEALERS & SERVICES	V200	2006	4,943,715.7	46,081.8	372.3	3,368,698.6	37,286.7	203,167.0	45,585.6	1,137,753.7	26,483.4	52,011.8	1,986.5	24,287.3
PUBLIC TRANSPORTATION, HOTELS & RESORTS	T400	2007	4,234,622.4	1,162,430.8	65,725.8	1,069,369.0	237,176.8	332,957.3	321,303.2	428,043.2	23,273.6	476,986.0	32,374.2	84,982.4
PUBLIC TRANSPORTATION, HOTELS & RESORTS	T400	2006	4,313,386.1	1,085,909.6	75,162.1	1,128,129.1	243,656.2	329,029.5	417,252.9	396,820.8	28,671.5	508,012.9	28,685.4	72,055.9
GOVERNMENT, POLITICS & ORGANIZATIONS	B300	2007	3,951,130.7	374,161.3	27,271.0	450,000.5	54,427.8	158,579.0	1,536,717.3	819,192.6	52,996.9	368,990.9	21,485.7	87,307.7
GOVERNMENT, POLITICS & ORGANIZATIONS	B300	2006	4,788,179.0	346,208.9	24,234.6	457,671.4	58,945.1	148,877.2	1,470,253.6	1,692,704.5	42,112.9	385,827.2	20,198.7	141,145.0
DEPARTMENT STORES	V400	2007	2,663,258.1	349,695.6	30,579.0	1,222,122.7	91,803.3	5,418.5	515,387.4	139,755.5	67,713.7	137,149.1	41,186.7	62,446.7
DEPARTMENT STORES	V400	2006	2,763,077.7	297,774.1	24,743.2	419,926.8	98,892.7	7,356.4	411,167.8	210,779.0	51,537.4	122,096.8	38,608.0	80,195.6
COSMETICS & BEAUTY AIDS-WMN,M&W,UNISEX	D100	2007	2,448,898.5	1,317,828.8	22,362.8	5,747.3	6,193.9	5,218.7	552,683.6	55,229.2	212,404.6	264,160.3	2,670.9	4,404.7
COSMETICS & BEAUTY AIDS-WMN,M&W,UNISEX	D100	2006	2,131,142.3	1,157,402.0	17,254.1	2,618.3	4,505.8	9,299.4	503,608.1	49,863.0	165,211.6	214,766.6	2,055.7	4,557.7
PERSONAL HYGIENE & HEALTH-WMN,M&W,UNISEX	D200	2007	1,786,566.3	531,136.5	24,157.8	17,552.3	2,777.6	1,473.2	579,130.1	48,348.6	188,719.1	381,018.5	6,594.9	5,627.6
PERSONAL HYGIENE & HEALTH-WMN,M&W,UNISEX	D200	2006	1,551,824.2	432,859.2	17,944.7	13,886.4	3,078.7	1,680.4	552,210.6	46,590.7	167,472.3	305,464.9	7,843.4	2,793.0
DAIRY, PRODUCE, MEAT & BAKERY GOODS	F300	2007	1,708,111.4	650,178.7	44,972.2	8,615.4	2,803.2	15,395.1	325,692.7	199,173.8	72,154.3	318,094.9	7,160.7	63,870.4
DAIRY, PRODUCE, MEAT & BAKERY GOODS	F300	2006	1,547,712.5	481,771.1	15,782.8	12,568.4	3,198.9	19,104.5	333,673.0	200,150.6	85,385.5	316,977.8	14,047.2	65,052.7
PREPARED FOODS	F200	2007	1,686,186.7	474,079.2	40,523.6	3,832.2	376.8	1,041.6	457,126.1	141,243.5	114,594.2	433,965.5	14,976.5	4,427.5
PREPARED FOODS	F200	2006	1,570,217.4	421,230.1	34,783.9	3,272.0	1,047.5	1,270.5	432,393.8	117,114.8	120,799.4	420,685.9	11,862.2	5,757.5
AUDIO & VIDEO EQUIPMENT & SUPPLIES	H500	2007	1,640,124.3	321,070.2	15,637.7	34,258.1	53,166.1	20,808.7	533,744.6	105,504.2	57,987.8	463,811.8	13,488.6	20,646.6
AUDIO & VIDEO EQUIPMENT & SUPPLIES	H500	2006	1,635,075.5	362,805.9	18,632.8	50,771.5	33,520.4	21,636.4	490,348.7	141,143.3	52,994.2	406,173.0	15,318.9	41,730.6
BEVERAGES	F400	2007	1,582,482.2	324,501.8	13,175.7	17,285.5	7,345.8	54,427.7	662,769.7	91,081.0	85,388.1	302,894.6	13,529.6	10,082.7
BEVERAGES	F400	2006	1,660,885.5	312,838.6	12,526.1	18,074.3	4,411.7	48,851.2	100,245.1	103,048.0	123,072.1	314,897.0	14,514.6	8,676.8
DISCOUNT DEPARTMENT & VARIETY STORES	V500	2007	1,369,358.7	155,182.3	55,298.8	304,337.7	11,466.5	12,135.0	410,521.6	153,237.1	58,654.6	150,910.2	26,640.9	30,974.0
DISCOUNT DEPARTMENT & VARIETY STORES	V500	2006	1,321,741.3	177,693.3	9,268.0	313,879.9	15,494.5	10,634.1	405,536.0	162,677.7	50,990.0	142,227.0	15,033.2	18,307.6
COMPUTERS, SOFTWARE, INTERNET NEC	B500	2007	1,274,530.0	379,412.6	14,293.0	94,378.2	88,249.9	74,589.6	354,281.2	24,348.9	460,967.8	18,579.8	195,701.4	17,089.8
COMPUTERS, SOFTWARE, INTERNET NEC	B500	2006	1,382,016.2	466,199.6	28,139.9	111,212.4	129,147.7	51,902.6	337,842.8	47,042.6	4,447.5	176,521.9	14,279.1	15,280.2
SCHOOLS, CAMPS, SEMINARS	G800	2007	1,216,977.5	136,580.4	10,549.3	257,353.8	30,808.1	78,652.6	24,348.9	460,967.8	31,520.8	167,093.1	1,950.1	17,152.6
SCHOOLS, CAMPS, SEMINARS	G800	2006	1,271,414.5	133,394.1	10,196.1	304,388.5	29,568.8	74,582.8	2,387.0	505,149.2	28,581.5	166,909.0	1,641.8	14,615.7
HAIR PRODUCTS & ACCESS-WMN,M&W,UNISEX	D300	2007	1,186,706.3	475,552.1	2,531.0	1,249.9	205.6	1,838.0	330,717.0	34,944.1	160,405.7	174,478.8	1,972.0	2,812.1
HAIR PRODUCTS & ACCESS-WMN,M&W,UNISEX	D300	2006	1,142,074.3	467,105.1	743.1	938.1	297.8	2,155.9	330,375.1	24,042.7	130,778.5	176,914.7	4,085.6	4,637.6
BUSINESS & TECHNOLOGY NEC	B900	2007	1,151,446.2	142,630.5	2,675.8	739,221.9	46,231.6	26,400.1	65,584.3	24,367.4	6,561.8	75,136.8	8,254.1	14,382.1
BUSINESS & TECHNOLOGY NEC	B900	2006	1,111,971.7	111,008.0	3,839.7	724,689.9	49,324.6	20,497.4	63,227.6	28,640.6	10,959.6	75,542.9	6,080.8	18,160.6
CONFECIONERY & SNACKS	F500	2007	1,149,771.5	357,691.1	15,179.6	2,270.2	990.5	8,101.0	284,596.0	15,527.5	128,514.3	322,975.5	8,194.8	5,731.0
CONFECIONERY & SNACKS	F500	2006	1,150,850.5	301,420.6	7,816.3	2,078.2	1,045.3	7,214.6	328,544.3	25,248.3	158,090.6	300,036.5	12,936.6	6,419.2
GAMES, TOYS & HOBBYCRAFT	G500	2007	1,109,011.1	108,359.7	2,752.4	4,905.7	2,003.4	540.5						

**Multi-Media Service**  
**AD \$ Summary Industry Class**  
**January - December 2007**

INDUSTRY	CLASS	YEAR	Two Year Ranking Industry Class Dollars (000)											
			11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HOUSEHOLD APPLIANCES, EQUIP & UTENSILS	H200	2007	723,122.4	259,088.9	40,942.8	5,636.2	5,022.6	1,011.6	122,258.7	44,653.9	47,316.3	195,147.4	2,036.5	7.6
HOUSEHOLD APPLIANCES, EQUIP & UTENSILS	H200	2006	723,120.6	254,892.4	33,539.9	11,085.5	7,680.2	421.7	138,559.6	40,377.5	39,693.2	190,519.9	4,644.5	1,706.2
JEWELRY & WATCHES	A500	2007	709,547.6	569,918.0	10,960.5	6,591.8	31,518.6	8,907.0	54,003.4	4,737.0	11.6	22,490.6	179.0	230.0
JEWELRY & WATCHES	A500	2006	643,412.9	519,695.4	13,529.4	6,947.3	26,661.2	7,056.9	43,652.1	4,979.8	77.0	18,626.8	2,174.0	13.0
INGREDIENTS, MIXES & SEASONINGS	F100	2007	609,881.6	253,290.8	35,689.4	1,147.4	1,552.8	339.6	146,299.7	30,043.9	28,116.4	97,270.1	10,921.6	5,209.8
INGREDIENTS, MIXES & SEASONINGS	F100	2006	589,833.5	251,019.6	20,400.6	3,097.7	179.5	310.9	144,250.1	30,855.5	29,449.1	98,212.6	5,139.4	6,918.6
HOUSEHOLD FURNISHINGS & ACCESSORIES	H100	2007	576,156.2	379,335.1	7,872.5	18,850.6	3,439.3	998.3	61,760.2	17,738.2	22,074.6	61,081.2	2,575.4	430.8
HOUSEHOLD FURNISHINGS & ACCESSORIES	H100	2006	568,340.2	390,893.1	12,083.8	14,439.2	2,726.8	689.6	59,073.0	26,310.7	20,681.2	40,000.3	948.3	494.5
LIQUOR	F700	2007	535,765.6	319,625.6	7,495.0	17,332.1	17,207.2	48,825.9	1,576.1	116,649.8	282.8	6,771.0		
LIQUOR	F700	2006	450,126.9	254,247.6	3,904.1	7,902.1	14,754.1	39,348.8	2,524.5	116,092.8	345.5	11,007.6		
SPORTING GOODS	G400	2007	524,885.8	399,146.2	623.2	8,289.8	4,676.6	4,976.2	64,091.9	4,723.4	1,063.5	35,708.6	985.3	601.3
SPORTING GOODS	G400	2006	538,289.2	374,413.3	1,776.3	23,584.7	4,457.9	4,922.0	71,732.5	7,252.4	440.3	48,130.1	1,138.5	441.4
PETS, PET FOODS & SUPPLIES	G600	2007	488,826.9	145,392.7	3,440.4	4,163.9	1,119.8	1,199.1	150,284.0	29,040.5	29,550.9	115,088.4	7,182.5	2,364.9
PETS, PET FOODS & SUPPLIES	G600	2006	466,695.5	145,805.5	3,803.8	2,861.5	297.5	100.2	141,565.4	30,502.3	37,350.8	98,069.2	5,256.4	1,082.9
TOILETRIES, HYGIENIC GDS & SKIN CARE-MEN	D400	2007	457,920.0	239,548.6	5,388.6	651.5	922.4	94,858.1	15,118.9	13,767.6	78,783.5	5,803.1	3,077.6	
TOILETRIES, HYGIENIC GDS & SKIN CARE-MEN	D400	2006	539,410.6	227,383.3	1,990.1	1,285.2	2,771.0	315.5	146,860.6	20,162.4	28,333.8	98,642.8	7,711.4	3,954.4
FOOTWEAR	A300	2007	446,642.1	255,346.6	3,826.1	4,023.8	4,375.7	9,371.8	74,270.4	12,017.0	11,485.2	69,823.7	887.6	1,214.3
FOOTWEAR	A300	2006	510,480.6	277,890.4	4,341.2	2,709.7	4,738.2	5,731.6	91,318.4	11,486.5	9,385.5	98,710.4	1,035.8	3,132.9
MISC MERCHANDISE	G100	2007	442,788.1	259,353.4	5,769.1	15,245.6	16,358.0	4,955.4	53,017.3	3,721.9	87.3	75,400.8	7,957.1	922.3
MISC MERCHANDISE	G100	2006	490,828.1	241,720.5	7,499.3	17,011.1	29,670.1	7,473.0	39,947.7	13,022.1	5,155.9	120,152.6	8,040.4	1,135.3
GASOLINE, LUBRICANTS (TRANS) & FUELS	T200	2007	431,256.5	103,894.3	1,424.0	27,443.5	45,097.5	2,925.0	84,976.9	32,854.9	2,645.6	88,767.5	11,593.1	29,634.3
GASOLINE, LUBRICANTS (TRANS) & FUELS	T200	2006	393,709.5	99,471.2	2,062.1	23,721.2	41,173.2	2,586.2	88,218.3	27,557.5	5,972.3	72,463.3	4,513.7	25,970.7
EYE GLASSES, MEDICAL EQUIP & SUPPLIES	D600	2007	426,539.6	105,017.4	7,724.7	25,518.8	6,753.2	2,631.6	108,939.4	28,863.9	27,465.0	104,025.7	3,569.1	6,030.8
EYE GLASSES, MEDICAL EQUIP & SUPPLIES	D600	2006	399,594.1	96,255.7	7,002.7	19,219.0	3,949.6	556.3	137,249.7	21,957.9	19,253.9	89,869.3	803.5	3,476.3
MANUFACTRG: MTRLRS&EQUIP/FREIGHT/IND DEV	B800	2007	405,356.8	135,309.9	4,632.9	11,889.4	45,842.8	16,028.9	141,400.5	3,620.4	160.9	36,051.9	1,331.1	9,088.2
MANUFACTRG: MTRLRS&EQUIP/FREIGHT/IND DEV	B800	2006	376,525.1	97,946.5	988.7	14,315.7	34,696.5	14,114.9	143,186.5	4,928.4	1,385.9	44,893.1	4,474.2	15,594.7
APPAREL NEC	A900	2007	353,232.2	277,620.6	11,841.1	1,883.2	7,611.0	12,334.9	21,598.3	2,696.9	311.8	17,150.3	49.0	135.0
APPAREL NEC	A900	2006	338,583.3	252,139.9	12,747.8	805.0	3,956.2	8,234.0	37,506.6	1,297.9	1,366.6	19,682.2	250.0	597.0
FITNESS & DIET PROGRAMS & SPAS	D800	2007	329,531.4	54,128.6	3,699.0	31,250.3	796.5	8,753.2	27,315.2	110,580.9	14,329.6	73,168.8	96.8	5,412.6
FITNESS & DIET PROGRAMS & SPAS	D800	2006	287,429.4	28,732.1	2,824.9	31,258.6	471.0	7,503.0	6,848.9	154,312.5	4,947.6	36,647.6	3,076.0	10,807.2
OFFICE MACHINES, FURNITURE & SUPPLIES	B700	2007	275,961.2	102,876.8	7,047.6	16,823.1	14,093.8	4,723.2	47,063.1	5,929.3	26,317.7	38,422.2	7,156.9	5,507.4
OFFICE MACHINES, FURNITURE & SUPPLIES	B700	2006	277,797.6	100,921.8	950.8	11,743.4	13,321.5	2,175.0	67,843.3	3,401.0	24,340.2	38,738.4	5,423.1	8,938.2
HORTICULTURE & FARMING	G700	2007	243,546.0	18,127.9	1,545.2	61,503.8	14,146.7	2,107.0	41,223.5	33,168.1	8,835.0	35,826.4	1,993.5	25,068.7
HORTICULTURE & FARMING	G700	2006	262,797.0	18,593.1	779.4	64,775.6	10,411.5	2,027.5	43,791.0	46,390.2	9,751.4	41,358.0	3,599.7	21,319.8
PHARMACEUTICAL HOUSES	D700	2007	217,885.5	112,803.6	19,108.7	16,339.1	6,012.5	3.1	22,922.0	1,381.8	6,094.0	28,081.2	354.6	4,784.9
PHARMACEUTICAL HOUSES	D700	2006	544,720.0	177,654.4	27,199.2	37,927.3	15,972.4		136,970.4	8,558.4	50,406.4	76,797.5	4,931.4	8,302.7
APPAREL ACCESSORIES	A400	2007	201,761.6	184,457.4	6,682.9	2,044.3	2,352.3	910.9		146.9	311.6	4,855.2		
APPAREL ACCESSORIES	A400	2006	138,886.3	126,288.6	6,633.7	1,728.1	2,758.0	661.1		26.9	337.6	452.4		
SHOPPING CENTERS & CATALOG SHOWROOMS	V600	2007	194,282.7	19,595.9	11,309.4	57,587.2	789.7	17,979.2	1,246.2	49,696.8	5,366.5	22,632.9	3,462.2	4,616.7
SHOPPING CENTERS & CATALOG SHOWROOMS	V600	2006	164,105.0	12,702.6	2,804.5	57,883.6	1,663.3	21,246.2	1,092.5	50,313.6	1,825.2	6,353.6	1,930.6	6,289.2
UNDERCLOTHING & HOSIERY	A200	2007	158,142.5	85,506.8	1,548.7	16.4	69.1	986.0	23,687.7	815.9	15,682.9	29,477.3	183.6	168.1
UNDERCLOTHING & HOSIERY	A200	2006	155,387.7	96,608.8	4,357.0	63.9	176.2	279.4	16,190.0	1,072.9	10,806.5	24,789.6	48.5	995.0
FOOD & BEVERAGES: COMB COPY & NEC	F900	2007	146,739.8	59,757.3	10,903.5	4,150.4	611.9	10,111.7	18,691.3	12,541.9	12,277.8	13,263.0	1,617.9	2,813.2
FOOD & BEVERAGES: COMB COPY & NEC	F900	2006	117,132.3	48,256.6	4,910.4	4,273.1	248.0	10,580.5	18,920.0	6,789.0	5,906.8	11,552.8	4,130.6	1,564.4
CIGARETTES, TOBACCO & ACCESSORIES	G200	2007	115,881.0	103,533.6	446.7	1,339.4		433.3	5,812.9	518.4	1,223.4	2,016.1	52.2	505.0
CIGARETTES, TOBACCO & ACCESSORIES	G200	2006	135,714.5	101,300.5	521.7	1,250.1	223.4	514.9	18,585.4	1,924.2	5,238.7	5,731.6	117.0	307.1
AVIATION (EXCL FREIGHT)	T300	2007	89,047.3	37,389.1	793.6	8,517.9	12,013.5	4,987.6	11,414.9	5,374.8	7,892.3		663.5	
AVIATION (EXCL FREIGHT)	T300	2006	81,173.2	35,180.3	56.5	10,848.2	15,260.6	4,275.7	4,880.2	2,924.0	7,366.7		381.0	
HOME & BUILDING: COMB COPY & NEC	H900	2007	8,524.3	6,660.7	851.1	16.5			680.3	1.6		313.9		
HOME & BUILDING: COMB COPY & NEC	H900	2006	23,317.2	23,302.5				4.8		0.5		9.5		
MISC SVC,AMUSE,RETAIL,DIR RESP:COMB&NEC	V900	2007	6,129.3	87.8		6,041.5								
MISC SVC,AMUSE,RETAIL,DIR RESP:COMB&NEC	V900	2006	7,157.2			7,157.2								
DRUGS, TOILETRIES & FITNESS: COMB & NEC	D900	2007	3,497.5	1,927.0	1,050.9	227.7		166.8		0.3	64.7		60.0	
DRUGS, TOILETRIES & FITNESS: COMB & NEC	D900	2006	2,590.6	1,434.5	468.6	64.0		216.8		41.0	30.2	335.0	0.5	
TRANSPORTATION & TRAVEL NEC	T900	2007	32.1	15.5				16.4		0.2				
TRANSPORTATION & TRAVEL NEC	T900	2006	545.6	22.0	523.6									
GRAND TOTAL		2007	125,407,864.9	25,523,058.1	1,997,977.2	22,833,187.2	3,346,628.3	3,943,725.8	23,754,568.2	17,237,903.3	4,172,932.4	19,123,698.2	1,002,162.7	2,472,023.6
GRAND TOTAL		2006	126,024,044.0	24,037,892.9	1,918,877.4	24,112,523.1	3,540,049.7	3,831,190.9	24,169,197.8	19,058,857.3	4,235,061.0	17,420,901.6	1,004,485.4	2,695,006.8

**Multi-Media Service**  
**AD \$ Summary Industry Class**  
**January - December 2003 - 2007**

INDUSTRY	CLASS	Five Year Industry Total Class Dollars (000)				
		2007	2006	2005	2004	2003
READY-TO-WEAR	A100	951,674.4	968,937.1	985,320.6	1,016,694.9	871,117.1
UNDERCLOTHING & HOSIERY	A200	158,142.5	155,387.7	105,466.1	111,793.0	139,573.2
FOOTWEAR	A300	446,642.1	510,480.6	489,362.1	492,127.8	506,658.5
APPAREL ACCESSORIES	A400	201,761.6	138,886.3	135,476.6	158,484.8	111,041.5
JEWELRY & WATCHES	A500	709,547.6	643,412.9	574,320.9	487,577.1	404,913.7
APPAREL NEC	A900	353,232.2	338,583.3	287,435.3	148,318.8	171,983.4
FINANCIAL	B100	6,441,964.5	6,348,251.9	6,579,124.0	6,118,756.2	5,086,247.2
COMMUNICATIONS	B200	7,597,879.4	7,923,540.9	7,087,096.3	6,907,649.6	6,306,768.0
GOVERNMENT, POLITICS & ORGANIZATIONS	B300	3,951,130.7	4,788,179.0	3,635,304.4	4,113,093.7	3,014,171.8
INSURANCE & REAL ESTATE	B400	5,416,327.1	5,713,402.4	4,744,011.4	3,832,720.2	3,037,246.1
COMPUTERS, SOFTWARE, INTERNET NEC	B500	1,274,530.0	1,382,016.2	1,119,364.0	1,386,905.6	1,717,797.6
MEDIA & ADVERTISING	B600	7,940,463.6	7,738,856.7	7,617,859.8	7,064,387.4	6,613,078.1
OFFICE MACHINES, FURNITURE & SUPPLIES	B700	275,961.2	277,796.7	308,950.8	263,453.9	215,438.4
MANUFACTRG: MTRLS&EQUIP/FREIGHT/IND DEV	B800	405,356.8	376,525.1	379,074.7	411,979.1	359,432.5
BUSINESS & TECHNOLOGY NEC	B900	1,151,446.2	1,111,971.7	1,039,135.6	785,686.9	722,080.4
COSMETICS & BEAUTY AIDS-WMN,M&W,UNISEX	D100	2,448,898.5	2,131,142.3	2,103,611.4	1,940,834.9	1,834,563.9
PERSONAL HYGIENE & HEALTH-WMN,M&W,UNISEX	D200	1,786,566.3	1,551,824.2	1,785,936.1	1,770,250.9	1,654,753.5
HAIR PRODUCTS & ACCESS-WMN,M&W,UNISEX	D300	1,186,706.3	1,142,074.3	987,903.4	1,063,793.7	1,041,555.7
TOILETRIES, HYGIENIC GDS & SKIN CARE-MEN	D400	457,920.0	539,410.6	463,904.0	509,790.4	342,376.2
MEDICINES & PROPRIETARY REMEDIES	D500	7,639,340.1	7,264,573.9	6,527,098.5	6,520,225.0	5,644,343.0
EYE GLASSES, MEDICAL EQUIP & SUPPLIES	D600	426,539.6	399,594.1	460,028.7	439,268.7	398,472.8
PHARMACEUTICAL HOUSES	D700	217,885.5	544,720.0	495,710.1	332,947.5	242,811.3
FITNESS & DIET PROGRAMS & SPAS	D800	329,531.4	287,429.4	246,081.5	257,491.7	223,952.9
DRUGS, TOILETRIES & FITNESS: COMB & NEC	D900	3,497.5	2,590.6	15,662.9	10,287.6	18,959.5
INGREDIENTS, MIXES & SEASONINGS	F100	609,881.6	589,833.5	621,111.7	581,230.0	541,602.1
PREPARED FOODS	F200	1,686,186.7	1,570,217.4	1,545,985.2	1,379,922.5	1,411,755.7
DAIRY, PRODUCE, MEAT & BAKERY GOODS	F300	1,708,111.4	1,547,712.5	1,542,093.1	1,634,403.0	1,450,027.7
BEVERAGES	F400	1,582,482.2	1,660,855.5	1,768,426.0	1,629,654.8	1,487,782.5
CONFECTIONERY & SNACKS	F500	1,149,771.5	1,150,850.5	1,162,447.3	1,206,658.2	1,133,846.3
BEER & WINE	F600	1,091,825.3	1,156,222.6	1,284,811.8	1,291,928.2	1,204,499.9
LIQUOR	F700	535,765.6	450,126.9	444,419.5	441,505.2	395,379.8
FOOD & BEVERAGES: COMB COPY & NEC	F900	146,739.8	117,132.3	131,973.7	132,101.4	58,670.3
MISC MERCHANDISE	G100	442,788.1	490,828.1	534,651.4	598,041.0	607,828.9
CIGARETTES, TOBACCO & ACCESSORIES	G200	115,881.0	135,714.5	143,455.6	268,016.8	363,588.5

**Multi-Media Service  
AD \$ Summary Industry Class  
January - December 2003 - 2007**

INDUSTRY	CLASS	Five Year Industry Total Class Dollars (000)				
		2007	2006	2005	2004	2003
RESTAURANTS	G300	4,633,931.3	4,692,424.8	4,483,061.8	4,250,206.1	3,989,725.2
SPORTING GOODS	G400	524,885.8	538,289.2	515,931.5	480,166.1	436,559.7
GAMES, TOYS & HOBBYCRAFT	G500	1,109,011.1	996,891.9	1,048,838.2	944,574.2	976,370.1
PETS, PET FOODS & SUPPLIES	G600	488,826.9	466,695.5	454,465.6	432,963.3	450,456.5
HORTICULTURE & FARMING	G700	243,546.0	262,797.0	221,533.9	216,913.0	238,186.8
SCHOOLS, CAMPS, SEMINARS	G800	1,216,977.5	1,271,414.5	1,101,779.2	1,009,808.9	887,504.2
GENERAL NEC	G900	984,777.2	945,123.5	926,685.7	776,381.4	612,439.6
HOUSEHOLD FURNISHINGS & ACCESSORIES	H100	576,156.2	568,340.2	530,871.0	516,583.1	472,853.5
HOUSEHOLD APPLIANCES, EQUIP & UTENSILS	H200	723,122.4	723,120.6	662,262.6	767,409.2	691,393.5
HOUSEHOLD SUPPLIES	H300	894,740.9	929,439.4	924,802.9	959,346.1	753,153.7
HOUSEHOLD SOAPS, CLEANSERS & POLISHES	H400	921,137.1	866,573.8	818,780.9	895,657.1	852,169.8
AUDIO & VIDEO EQUIPMENT & SUPPLIES	H500	1,640,124.3	1,635,075.5	1,736,959.5	1,755,804.9	1,380,229.8
BUILDING MATERIALS, EQUIPMENT & FIXTURES	H600	806,533.9	822,546.2	789,031.4	735,650.7	665,779.0
HOME & BUILDING: COMB COPY & NEC	H900	8,524.3	23,317.2	30,997.9	40,007.6	33,280.3
AUTOMOTIVE, AUTOMOTIVE ACCESS & EQUIP	T100	11,629,005.2	12,611,843.5	13,649,283.3	14,023,668.0	12,639,624.5
GASOLINE, LUBRICANTS (TRANS) & FUELS	T200	431,256.5	393,709.5	382,876.4	288,583.5	246,465.6
AVIATION (EXCL FREIGHT)	T300	89,047.3	81,173.2	83,210.2	72,325.3	56,790.6
PUBLIC TRANSPORTATION, HOTELS & RESORTS	T400	4,234,622.4	4,313,386.1	4,254,325.1	4,250,751.5	3,897,402.7
TRANSPORTATION & TRAVEL NEC	T900	32.1	545.6	475.0	213.4	189.8
MISC SERVICES & AMUSEMENTS	V100	6,381,666.1	6,299,852.7	5,581,095.4	5,273,094.2	4,608,133.4
AUTOMOTIVE DEALERS & SERVICES	V200	4,582,814.0	4,943,715.7	5,405,343.5	5,811,890.5	5,447,285.7
RETAIL	V300	11,264,739.7	11,547,440.2	11,312,564.2	11,213,755.7	10,595,182.7
DEPARTMENT STORES	V400	2,663,258.1	2,763,077.7	2,798,341.0	2,923,086.5	2,958,088.7
DISCOUNT DEPARTMENT & VARIETY STORES	V500	1,369,358.7	1,321,741.3	1,330,746.3	1,323,768.3	1,178,991.5
SHOPPING CENTERS & CATALOG SHOWROOMS	V600	194,282.7	164,105.0	148,933.7	148,063.4	121,408.3
DIRECT RESPONSE COMPANIES	V800	6,946,979.8	5,685,164.8	5,344,967.8	4,578,489.6	3,966,462.1
MISC SVC,AMUSE,RETAIL,DIR RESP:COMB&NEC	V900	6,129.3	7,157.2	1,338.1	842.5	1,307.9
GRAND TOTAL		125,407,864.9	126,024,043.5	121,892,116.6	118,997,984.6	107,491,753.2

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2003 - 2007**

**Top 100 Companies Ranked by 11 Media Dollars (000)**

RANK	PARENT	2007	2006	2005	2004	2003
1	PROCTER & GAMBLE CO	3,303,619.0	3,120,840.4	3,012,227.7	3,151,646.9	2,724,428.8
2	AT&T INC	1,894,112.6	1,914,491.5	1,581,148.0	2,075,375.1	2,045,606.5
3	VERIZON COMMUNICATIONS INC	1,785,277.3	1,646,641.4	1,466,103.1	1,400,015.7	1,467,012.9
4	GENERAL MOTORS CORP	1,784,559.3	2,037,279.0	2,733,335.2	2,606,466.5	2,214,652.6
5	PUBLIC SERVICE ANN	1,779,362.0	1,800,013.1	1,693,845.0	1,528,382.9	1,380,824.0
6	TIME WARNER INC	1,540,922.3	1,620,377.1	1,765,777.3	1,693,335.8	1,574,793.6
7	FORD MOTOR CO	1,422,373.3	1,532,610.9	1,444,165.0	1,446,074.2	1,296,964.1
8	JOHNSON & JOHNSON	1,241,061.1	1,253,834.0	1,573,527.3	1,626,268.3	1,511,814.2
9	SPRINT NEXTEL CORP	1,138,594.4	1,176,248.8	1,227,631.3	1,186,284.5	1,042,504.1
10	WALT DISNEY CO	1,092,335.8	1,126,745.4	1,173,853.6	1,296,573.2	1,296,163.0
11	NEWS CORP	1,074,622.9	1,174,308.9	1,192,919.9	1,031,226.0	927,892.6
12	CERBERUS CAPITAL MGT LP	1,037,850.0	1,153,719.6	1,340,628.1	1,520,565.0	1,385,231.9
13	KRAFT FOODS INC	947,989.0	904,624.8	971,413.3	858,187.5	779,683.2
14	GLAXOSMITHKLINE PLC	944,064.8	1,079,933.1	1,023,997.6	887,826.3	780,649.5
15	MACYS INC	936,639.4	1,007,781.9	1,052,890.1	1,100,018.2	1,122,370.5
16	TOYOTA MOTOR CORP	935,238.3	1,076,547.2	972,666.3	1,013,987.9	912,430.1
17	NISSAN MOTOR CO LTD	868,507.1	878,738.8	989,589.1	1,078,016.2	955,228.4
18	GE GENERAL ELECTRIC CO	836,308.4	908,609.7	1,009,434.4	922,798.4	786,958.8
19	NATIONAL AMUSEMENTS INC	812,030.6	752,472.4	915,353.9	945,947.2	838,570.5
20	SONY CORP	806,200.6	986,816.6	892,350.6	835,958.4	906,234.9
21	HONDA MOTOR CO LTD	792,962.6	818,178.8	816,042.0	750,870.1	679,802.8
22	UNILEVER	786,244.7	735,877.7	679,681.1	493,457.9	516,238.6
23	PEPSICO INC	776,908.4	845,630.0	981,887.0	783,830.9	789,236.8
24	PFIZER INC	719,763.3	576,837.2	422,411.4	569,207.9	580,432.3
25	LOREAL SA	702,789.5	669,203.9	721,727.2	703,970.7	618,156.9
26	YUM BRANDS INC	685,790.3	701,216.2	675,787.9	636,453.5	637,892.5
27	BERKSHIRE HATHAWAY INC	669,369.6	620,052.4	528,571.1	409,535.2	300,904.2
28	GENERAL MOTORS CORP DLR ASSN	657,749.8	780,105.6	798,381.0	769,199.1	653,092.0
29	MCDONALDS CORP	646,105.8	631,748.4	610,114.4	561,863.3	570,692.6
30	SEARS HOLDINGS CORP	638,408.8	663,260.4	707,820.9	830,707.1	825,226.1
31	TARGET CORP	624,589.6	578,160.2	539,321.9	481,159.1	443,186.4

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2003 - 2007**

**Top 100 Companies Ranked by 11 Media Dollars (000)**

RANK	PARENT	2007	2006	2005	2004	2003
32	NESTLE SA	580,514.6	586,377.6	565,931.8	541,076.3	550,158.8
33	HYUNDAI CORP	561,941.6	653,594.9	581,674.9	586,086.3	461,980.0
34	GENERAL MILLS INC	546,985.3	475,547.0	497,580.1	551,356.5	599,084.6
35	US GOVT	535,873.1	559,407.8	606,051.3	630,254.1	598,256.7
36	GENERAL MOTORS CORP LOC DLR	530,446.8	573,125.5	650,791.4	783,194.7	725,926.9
37	DEUTSCHE TELEKOM AG	519,227.1	517,616.3	475,877.3	400,901.0	325,193.6
38	KELLOGG CO	517,259.3	449,332.2	414,673.7	391,803.3	348,339.1
39	FORD MOTOR CO DLR ASSN	511,331.6	645,909.5	681,750.9	804,757.1	709,882.7
40	TOYOTA MOTOR CORP DLR ASSN	498,367.4	607,020.4	566,961.9	521,967.3	471,197.5
41	HOME DEPOT INC	492,222.9	452,021.2	463,357.8	501,589.6	536,523.9
42	CAMPBELL SOUP CO	489,647.1	380,226.0	299,240.9	299,240.6	294,560.5
43	SCHERING-PLOUGH CORP	481,267.4	396,212.1	347,215.7	239,961.9	271,548.7
44	TOYOTA MOTOR CORP LOC DLR	448,440.2	475,701.8	497,651.1	498,230.3	428,690.9
45	WAL-MART STORES INC	433,188.2	406,788.5	479,355.5	494,794.5	439,242.0
46	CLOROX CO	426,649.5	454,604.1	459,423.2	423,237.8	467,874.9
47	DELL INC	421,357.3	572,320.2	597,165.6	487,798.7	385,674.4
48	CITIGROUP INC	421,316.9	390,686.8	574,307.0	552,536.4	226,091.8
49	KOHLS CORP	416,455.6	415,476.8	385,399.0	336,610.2	293,345.4
50	FORD MOTOR CO LOC DLR	407,607.0	471,770.9	556,176.7	652,229.8	595,094.7
51	AMERICAN EXPRESS CO	405,643.4	427,612.5	540,155.6	366,681.0	357,577.5
52	JC PENNEY CO INC	404,981.1	392,028.2	367,977.7	382,051.8	390,766.7
53	VALASSIS COMMUNICATIONS INC	400,916.0	337,558.7	361,274.2	314,021.4	249,525.9
54	RECKITT BENCKISER PLC	398,802.4	307,309.7	255,098.5	291,832.3	223,345.9
55	ANHEUSER-BUSCH COS INC	397,806.7	431,843.0	548,888.4	491,737.4	450,976.9
56	LOWES COS INC	370,482.3	376,322.5	357,212.1	321,076.4	301,642.4
57	COMCAST CORP	347,308.0	327,672.6	286,978.3	252,253.5	164,902.5
58	MARS INC	344,917.5	322,822.2	322,554.3	395,152.3	416,899.7
59	MERCK & CO INC	341,249.8	486,693.6	257,687.8	335,887.5	356,055.4
60	VISA USA INC	332,882.3	365,197.2	304,284.4	306,749.2	291,452.7
61	DOCTORS ASSOC INC	327,888.4	338,876.3	303,148.1	299,769.0	259,871.8
62	BAYER AG GROUP	327,168.6	290,428.1	310,715.9	259,164.7	228,633.9

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2003 - 2007**

**Top 100 Companies Ranked by 11 Media Dollars (000)**

RANK	PARENT	2007	2006	2005	2004	2003
63	SC JOHNSON & SON INC	324,313.2	365,923.6	365,507.2	380,872.1	268,814.2
64	COCA-COLA CO	323,966.0	388,199.7	392,670.7	350,882.6	248,890.9
65	GAP INC	323,499.5	390,296.7	311,331.1	380,519.3	358,115.9
66	BEST BUY CO INC	322,533.2	323,409.9	321,750.6	348,318.5	314,463.7
67	WYETH	321,012.4	272,769.0	283,993.0	289,009.5	304,233.7
68	JPMORGAN CHASE & CO	316,823.4	333,536.0	302,790.3	178,582.0	190,231.2
69	ALLSTATE CORP	292,107.6	271,877.4	233,404.2	255,138.1	190,495.0
70	BOEHRINGER INGELHEIM GMBH	290,722.3	113,730.3	38,047.3	34,207.5	33,708.4
71	HEWLETT-PACKARD CO	285,097.1	308,156.6	350,502.2	360,704.0	426,881.3
72	BANK OF AMERICA CORP	282,727.8	169,185.7	215,047.1	290,767.5	241,349.2
73	APPLE COMPUTER INC	274,374.4	264,492.2	144,341.8	113,293.3	110,033.0
74	PROGRESSIVE CORP	273,718.3	250,319.4	246,504.9	180,182.9	148,329.2
75	SEPRACOR INC	270,964.9	299,452.7	216,555.7		10.0
76	MASTERCARD INTL INC	270,130.7	285,681.6	295,698.1	297,444.5	292,921.0
77	WENDYS INTL INC	266,057.1	329,151.8	348,163.5	343,022.0	306,470.8
78	DIRECTV GROUP INC	256,597.6	234,015.5	212,555.5	195,691.8	145,067.2
79	BOSE CORP	252,832.8	178,221.6	164,667.9	170,948.2	129,704.3
80	DARDEN RESTAURANTS INC	251,532.0	231,311.0	227,835.5	198,587.8	187,147.1
81	NUTRISYSTEM INC	250,736.6	158,317.5	68,278.7	4,028.3	401.1
82	NOVARTIS AG	249,643.5	369,494.4	396,637.5	544,260.6	391,541.7
83	CERBERUS CAPITAL MGT LP LOC DLR	247,886.2	275,555.2	346,097.7	403,047.9	384,332.5
84	ASTRAZENECA PLC	242,859.2	473,291.6	403,992.7	447,517.7	261,284.8
85	STATE FARM MUTUAL AUTO INS CO	238,329.7	207,960.2	281,437.5	221,124.3	193,711.3
86	CADBURY SCHWEPPES PLC	238,256.9	267,398.0	276,101.2	239,690.4	216,513.5
87	PROVIDENCE EQUITY PARTNERS INC	237,716.4	150,739.0	92,989.2	126,148.6	207,376.2
88	SANOFI-AVENTIS	237,577.6	235,577.3	265,487.6	259,591.9	209,347.3
89	MICROSOFT CORP	236,257.1	285,898.2	268,691.0	249,370.2	456,393.9
90	TEXAS PACIFIC GROUP	233,107.4	251,857.2	236,801.2	290,461.4	273,825.1
91	FRYS ELECTRONICS INC	232,445.6	220,464.9	207,887.5	186,225.1	143,114.8
92	DILLARDS INC	230,330.6	212,735.8	202,900.2	232,904.4	234,899.9
93	LVMH MOET HENNESSY LOUIS VUITTON SA	227,231.6	199,516.8	149,898.1	128,826.6	126,743.2



**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2003 - 2007**

**Top 100 Companies Ranked by 11 Media Dollars (000)**

RANK	PARENT	2007	2006	2005	2004	2003
94	HONDA MOTOR CO LTD LOC DLR	226,336.3	232,057.9	263,694.6	277,033.1	270,475.8
95	CERBERUS CAPITAL MGT LP DLR ASSN	217,652.5	191,528.7	208,121.1	251,171.4	287,975.6
96	CIRCUIT CITY STORES INC	216,229.0	240,295.9	193,133.2	196,581.1	220,011.9
97	MAZDA MOTOR CORP	215,876.2	215,053.0	193,906.4	284,784.5	228,505.8
98	MATTEL INC	214,275.7	197,123.7	183,769.8	191,867.6	190,999.6
99	NISSAN MOTOR CO LTD LOC DLR	214,176.6	220,189.0	264,306.0	267,226.0	208,802.9
100	ELI LILLY & CO	213,756.7	174,487.5	73,179.2	72,735.5	75,746.5
	<b>Grand Total</b>	<b>57,342,187.7</b>	<b>58,450,282.1</b>	<b>58,679,840.8</b>	<b>58,151,980.1</b>	<b>53,464,063.3</b>

**Multi-Media Service**  
**AD \$ Summary Industry Class**  
**January - December 2007**

INDUSTRY	CLASS	Year-To-Date Industry Class Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
READY-TO-WEAR	A100	951,674.4	807,521.0	23,030.6	5,276.9	8,910.3	7,699.4	37,057.2	1,895.3	4,398.8	50,384.0	3,263.6	2,237.5	
UNDERCLOTHING & HOSIERY	A200	158,142.5	85,506.8	1,548.7	16.4	69.1	986.0	23,687.7	815.9	15,682.9	29,477.3	183.6	168.1	
FOOTWEAR	A300	446,642.1	255,346.6	3,826.1	4,023.8	4,375.7	9,371.8	74,270.4	12,017.0	11,485.2	69,823.7	887.6	1,214.3	
APPAREL ACCESSORIES	A400	201,761.6	184,457.4	6,682.9	2,044.3	2,352.3	910.9		146.9	311.6	4,855.2			
JEWELRY & WATCHES	A500	709,547.6	569,918.0	10,960.5	6,591.8	31,518.6	8,907.0	54,003.4	4,737.0	11.6	22,490.6	179.0	230.0	
APPAREL NEC	A900	353,232.2	277,620.6	11,841.1	1,883.2	7,611.0	12,334.9	21,598.3	2,696.9	311.8	17,150.3	49.0	135.0	
FINANCIAL	B100	6,441,964.5	972,065.3	49,022.3	1,424,237.3	404,893.8	230,723.3	1,393,034.7	523,356.7	163,263.8	1,046,847.1	55,703.4	178,816.9	
COMMUNICATIONS	B200	7,597,879.4	396,937.5	22,605.7	1,677,789.3	200,388.4	355,365.7	1,971,353.8	1,396,412.8	141,154.9	1,045,711.7	20,193.6	369,966.0	
GOVERNMENT, POLITICS & ORGANIZATIONS	B300	3,951,130.7	374,161.3	27,271.0	450,000.5	54,427.8	158,579.0	1,536,717.3	819,192.6	52,996.9	368,990.9	21,485.7	87,307.7	
INSURANCE & REAL ESTATE	B400	5,416,327.1	407,823.5	98,425.9	1,551,588.4	312,497.3	390,560.1	723,490.9	699,309.0	163,286.6	863,857.4	50,826.8	154,661.1	
COMPUTERS, SOFTWARE, INTERNET NEC	B500	1,274,530.0	379,412.6	14,293.0	94,378.2	88,249.9	74,589.6	354,281.2	24,675.9	18,579.8	195,701.4	17,089.8	13,278.7	
MEDIA & ADVERTISING	B600	7,940,463.6	1,777,783.1	63,703.5	1,919,901.6	432,521.9	326,484.5	1,363,042.3	576,354.6	204,939.5	981,950.9	57,190.3	236,591.3	
OFFICE MACHINES, FURNITURE & SUPPLIES	B700	275,961.2	102,876.8	7,047.6	16,823.1	14,093.8	4,723.2	47,063.1	5,929.3	26,317.7	38,422.2	7,156.9	5,507.4	
MANUFACTRG: MTRLS&EQUIP/FREIGHT/IND DEV	B800	405,356.8	135,309.9	4,632.9	11,889.4	45,842.8	16,028.9	141,400.5	3,620.4	160.9	36,051.9	1,331.1	9,088.2	
BUSINESS & TECHNOLOGY NEC	B900	1,151,446.2	142,630.5	2,675.8	739,221.9	46,231.6	26,400.1	65,584.3	24,367.4	6,561.8	75,136.8	8,254.1	14,382.1	
COSMETICS & BEAUTY AIDS-WMN,M&W,UNISEX	D100	2,448,898.5	1,317,828.8	22,362.8	5,747.3	6,193.9	5,218.7	552,683.6	55,222.9	212,404.6	264,160.3	2,670.9	4,404.7	
PERSONAL HYGIENE & HEALTH-WMN,M&W,UNISEX	D200	1,786,566.3	531,136.5	24,157.8	17,582.3	2,777.6	1,473.2	579,130.1	48,348.6	188,719.1	381,018.5	6,594.9	5,627.6	
HAIR PRODUCTS & ACCESS-WMN,M&W,UNISEX	D300	1,186,706.3	475,552.1	2,531.0	1,249.9	205.6	1,838.0	330,717.0	34,944.1	160,405.7	174,478.8	1,972.0	2,812.1	
TOILETRIES, HYGIENIC GDS & SKIN CARE-MEN	D400	457,920.0	239,548.6	5,388.6	651.5	922.4		94,858.1	15,118.9	13,767.6	78,783.5	5,803.1	3,077.6	
MEDICINES & PROPRIETARY REMEDIES	D500	7,639,340.1	2,314,565.0	225,366.9	90,879.7	24,333.8	6,028.2	2,639,087.1	201,313.6	769,893.2	1,262,085.2	73,287.4	32,499.9	
EYE GLASSES, MEDICAL EQUIP & SUPPLIES	D600	426,539.6	105,017.4	7,724.7	25,518.8	6,753.2	2,631.6	108,939.4	28,863.9	27,465.0	104,025.7	3,569.1	6,030.8	
PHARMACEUTICAL HOUSES	D700	217,885.5	112,803.6	19,108.7	16,339.1	6,012.5	3.1	22,922.0	1,381.8	6,094.0	28,081.2	354.6	4,784.9	
FITNESS & DIET PROGRAMS & SPAS	D800	329,531.4	54,128.6	3,699.0	31,250.3	796.5	8,753.2	27,315.2	110,580.9	14,329.6	73,168.8	96.8	5,412.6	
DRUGS, TOILETRIES & FITNESS: COMB & NEC	D900	3,497.5	1,927.0	1,050.9	227.7		166.8		0.3		64.7	60.0		
INGREDIENTS, MIXES & SEASONINGS	F100	609,881.6	253,290.8	35,689.4	1,147.4	1,552.8	339.6	146,299.7	30,043.9	28,116.4	97,270.1	10,921.6	5,209.8	
PREPARED FOODS	F200	1,686,186.7	474,079.2	40,523.6	3,832.2	376.8	1,041.6	457,126.1	141,243.5	114,594.2	433,965.5	14,976.5	4,427.5	
DAIRY, PRODUCE, MEAT & BAKERY GOODS	F300	1,708,111.4	650,178.7	44,972.2	8,615.4	2,803.2	15,395.1	325,692.7	199,173.8	72,154.3	318,094.9	7,160.7	63,870.4	
BEVERAGES	F400	1,582,482.2	324,501.8	13,175.7	17,285.5	7,345.8	54,427.7	662,769.7	91,081.0	85,388.1	302,894.6	13,529.6	10,082.7	
CONFECTIONERY & SNACKS	F500	1,149,771.5	357,691.1	15,179.6	2,270.2	990.5	8,101.0	284,596.0	15,527.5	128,514.3	322,975.5	8,194.8	5,731.0	
BEER & WINE	F600	1,091,825.3	179,581.0	2,256.5	18,873.8	6,668.8	121,614.1	417,443.6	90,170.3	20,109.7	216,049.9	5,036.0	14,021.8	
LIQUOR	F700	535,765.6	319,625.6	7,495.0	17,332.1	17,207.2	48,825.9		1,576.1		116,649.8	282.8	6,771.0	
FOOD & BEVERAGES: COMB COPY & NEC	F900	146,739.8	59,757.3	10,903.5	4,150.4	611.9	10,111.7	18,691.3	12,541.9	12,277.8	13,263.0	1,617.9	2,813.2	
MISC MERCHANDISE	G100	442,788.1	259,353.4	5,769.1	15,245.6	16,358.0	4,955.4	53,017.3	3,721.9	87.3	75,400.8	7,957.1	922.3	
CIGARETTES, TOBACCO & ACCESSORIES	G200	115,881.0	103,533.6	446.7	1,339.4		433.3	5,812.9	518.4	1,223.4	2,016.1	52.2	505.0	
RESTAURANTS	G300	4,633,931.3	99,456.7	2,808.4	188,137.3	13,218.2	234,193.3	1,500,750.7	1,333,803.6	207,938.1	875,201.8	29,262.9	149,160.3	
SPORTING GOODS	G400	524,885.8	399,146.2	623.2	8,289.8	4,676.6	4,976.2	64,091.9	4,723.4	1,063.5	35,708.6	985.3	601.3	
GAMES, TOYS & HOBBYCRAFT	G500	1,109,011.1	108,359.7	2,752.4	4,905.7	2,003.4	540.5	245,669.8	9,975.4	51,066.9	677,716.5	863.4	5,157.5	
PETS, PET FOODS & SUPPLIES	G600	488,826.9	145,392.7	3,440.4	4,163.9	1,119.8	1,199.1	150,284.0	29,040.5	29,550.9	115,088.4	7,182.5	2,364.9	
HORTICULTURE & FARMING	G700	243,546.0	18,127.9	1,545.2	61,503.8	14,146.7	2,107.0	41,223.5	33,168.1	8,835.0	35,826.4	1,993.5	25,068.7	
SCHOOLS, CAMPS, SEMINARS	G800	1,216,977.5	136,580.4	10,549.3	257,353.8	30,808.1	78,652.6	24,348.9	460,967.8	31,520.8	167,093.1	1,950.1	17,152.6	
GENERAL NEC	G900	984,777.2	522,798.1	13,297.6	124,359.5	181,401.5	8,577.9	71,865.2	13,208.6	1,388.9	43,238.1	2,680.4	1,961.4	
HOUSEHOLD FURNISHINGS & ACCESSORIES	H100	576,156.2	379,335.1	7,872.5	18,850.6	3,439.3	998.3	61,760.2	17,738.2	22,074.6	61,081.2	2,575.4	430.8	
HOUSEHOLD APPLIANCES, EQUIP & UTENSILS	H200	723,122.4	259,088.9	40,942.8	5,636.2	5,022.6	1,011.6	122,258.7	44,653.9	47,316.3	195,147.4	2,036.5	7.6	
HOUSEHOLD SUPPLIES	H300	894,740.9	149,205.0	13,919.4	2,365.1	925.7	445.5	298,879.0	43,092.8	87,764.1	283,644.2	6,535.0	7,965.1	
HOUSEHOLD SOAPS, CLEANSERS & POLISHES	H400	921,137.1	138,098.8	9,900.1	7,284.1	655.0	2,712.6	289,703.2	58,920.4	92,148.4	312,871.4	8,358.9	484.3	
AUDIO & VIDEO EQUIPMENT & SUPPLIES	H500	1,640,124.3	321,070.2	15,637.7	34,258.1	53,166.1	20,808.7	533,744.6	105,504.2	57,987.8	463,811.8	13,488.6	20,646.6	
BUILDING MATERIALS, EQUIPMENT & FIXTURES	H600	806,533.9	307,596.5	10,797.6	82,596.9	9,806.3	7,392.9	94,054.0	72,556.1	7,289.5	190,019.4	14,687.4	9,737.3	
HOME & BUILDING: COMB COPY & NEC	H900	8,524.3	6,660.7	851.1	16.5			680.3	1.6		313.9			
AUTOMOTIVE, AUTOMOTIVE ACCESS & EQUIP	T100	11,629,005.2	1,961,563.4	17,816.1	1,065,796.0	258,651.5	186,849.3	2,763,236.4	3,651,077.6	145,369.8	1,203,857.4	115,799.4	258,988.2	
GASOLINE, LUBRICANTS (TRANS) & FUELS	T200	431,256.5	103,894.3	1,424.0	27,443.5	45,097.5	2,925.0	84,976.9	32,854.9	2,645.6	88,767.5	11,593.1	29,634.3	
AVIATION (EXCL FREIGHT)	T300	89,047.3	37,389.1	793.6	8,517.9	12,013.5	4,987.6	11,414.9	5,374.8		7,892.3		663.5	
PUBLIC TRANSPORTATION, HOTELS & RESORTS	T400	4,234,622.4	1,162,430.8	65,725.8	1,069,369.0	237,176.8	332,957.3	321,303.2	428,043.2	23,273.6	476,986.0	32,374.2	84,982.4	
TRANSPORTATION & TRAVEL NEC	T900	32.1	15.5				16.4		0.2					
MISC SERVICES & AMUSEMENTS	V100	6,381,666.1	521,417.4	67,763.0	2,222,544.9	188,303.1	585,745.6	188,175.9	1,946,048.8	105,448.2	375,561.6	49,345.3	131,312.4	
AUTOMOTIVE DEALERS & SERVICES	V200	4,582,814.0	44,372.5	1,043.8	3,079,584.5	37,689.4	195,665.8	18,511.3	1,102,523.7	21,287.4	53,494.4	3,552.4	25,088.8	
RETAIL	V300	11,264,739.7	1,357,722.2	120,182.6	4,376,026.6	244,995.7	318,182.9	1,231,032.9	2,123,016.3	191,865.1	769,619.2	182,476.2	349,620.0	
DEPARTMENT STORES	V400	2,663,258.1	349,695.6	30,579.0	1,222,127.7	91,803.3	5,418.5	515,387.4	139,755.5	67,713.7	137,149.1	41,186.7	62,446.7	
DISCOUNT DEPARTMENT & VARIETY STORES	V500	1,369,358.7	155,182.3	55,298.8	304,337.7	11,466.5	12,135.0	410,521.6	153,237.1	58,654.6	150,910.2	26,640.9	30,974.0	
SHOPPING CENTERS & CATALOG SHOWROOMS	V600	194,282.7	19,595.9	11,309.4	57,587.2	789.7	17,979.2	1,246.2	49,696.8	5,366.5	22,632.9	3,462.2	4,616.7	
DIRECT RESPONSE COMPANIES	V800	6,946,979.8	1,815,303.											

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 1000 Companies Ranked by 11 Media Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
1	PROCTER & GAMBLE CO	3,303,619.0	899,870.8	47,408.5	54,721.6	9,232.6	1,772.1	937,920.1	135,446.5	313,355.6	884,728.9	13,637.6	5,524.8	
2	AT&T INC	1,894,112.6	48,846.3	-	289,391.8	36,861.2	108,554.6	755,880.4	348,802.1	4,779.2	185,344.3	7,228.9	108,423.7	
3	VERIZON COMMUNICATIONS INC	1,785,277.3	80,125.4	3,605.6	623,069.1	60,689.7	63,672.0	445,898.7	235,125.6	35,851.8	139,113.4	1,420.2	96,705.8	
4	GENERAL MOTORS CORP	1,784,559.3	359,451.9	571.8	118,328.4	40,386.8	47,063.1	672,305.3	191,288.6	37,763.4	259,244.6	44,384.8	13,770.6	
5	PUBLIC SERVICE ANN	1,779,362.0	185.2	-	18.9	-	-	1,323,890.1	333,952.4	-	121,315.4	-	-	
6	TIME WARNER INC	1,540,922.3	243,364.6	8,139.1	236,381.8	73,843.4	54,251.9	397,556.4	155,450.7	62,096.6	276,339.6	6,975.8	26,522.3	
7	FORD MOTOR CO	1,422,373.3	285,372.5	5,774.7	88,749.0	41,819.5	18,197.5	516,826.5	224,253.4	34,553.5	170,362.2	30,375.0	6,089.4	
8	JOHNSON & JOHNSON	1,241,061.1	358,551.7	34,964.2	142.9	4,125.7	4,834.7	470,457.9	22,091.9	104,614.9	215,897.3	16,988.3	8,391.7	
9	SPRINT NEXTEL CORP	1,138,594.4	39,239.7	1,080.7	397,403.4	61,335.4	60,530.0	302,423.7	36,685.7	967.2	195,368.3	937.5	42,623.0	
10	WALT DISNEY CO	1,092,335.8	181,843.9	7,513.5	137,251.8	44,400.8	48,026.7	277,761.6	105,092.0	27,178.7	200,984.9	10,543.4	51,738.5	
11	NEWS CORP	1,074,622.9	66,148.8	1,438.5	536,875.3	81,802.5	20,110.8	138,657.4	38,082.2	13,335.0	128,536.7	3,341.4	46,294.3	
12	CERBERUS CAPITAL MGT LP	1,037,850.0	172,890.4	-	100,844.7	18,843.7	8,116.5	217,376.0	391,390.6	2,381.9	107,007.6	5,092.2	13,906.4	
13	KRAFT FOODS INC	947,989.0	449,860.7	44,431.9	971.7	-	870.2	162,618.6	67,975.9	31,158.6	183,534.1	5,039.0	1,528.2	
14	GLAXOSMITHKLINE PLC	944,064.8	299,497.5	25,929.1	8,830.2	3,701.2	899.6	331,825.2	27,223.8	114,639.2	123,414.8	1,567.5	6,536.8	
15	MACYS INC	936,639.4	80,659.7	1,655.2	555,015.1	51,424.7	2,211.8	131,917.5	20,025.6	24,623.4	38,733.5	587.1	29,785.9	
16	TOYOTA MOTOR CORP	935,238.3	178,754.0	-	10,946.3	23,353.3	23,202.6	367,251.6	231,945.8	4,375.1	91,034.8	987.9	3,386.9	
17	NISSAN MOTOR CO LTD	868,507.1	189,534.5	737.6	30,611.3	7,217.4	16,310.0	239,504.2	298,927.5	4,373.0	80,326.1	321.5	644.1	
18	GE GENERAL ELECTRIC CO	836,308.4	94,276.9	5,135.3	144,973.3	48,954.0	28,420.6	225,039.2	36,344.9	31,583.0	171,708.4	7,062.9	42,809.9	
19	NATIONAL AMUSEMENTS INC	812,030.6	98,876.7	14,238.8	93,674.4	40,897.8	42,547.8	217,569.4	82,067.9	17,471.7	177,461.9	9,018.5	20,205.7	
20	SONY CORP	806,200.6	110,854.4	3,863.3	88,624.0	31,188.3	19,875.4	267,861.9	56,078.3	39,109.5	170,073.6	2,227.0	16,444.8	
21	HONDA MOTOR CO LTD	792,962.6	186,396.6	5,902.9	37,448.9	19,264.7	5,513.9	142,537.0	307,327.3	5,923.0	72,191.6	9,808.5	648.3	
22	UNILEVER	786,244.7	245,444.9	29,291.4	117.3	630.3	372.0	299,709.0	7,125.4	74,073.2	124,538.7	2,853.3	2,089.2	
23	PEPSICO INC	776,908.4	168,726.6	5,094.2	6,611.7	791.6	13,750.3	324,249.8	49,764.1	47,860.7	154,075.8	253.9	5,729.5	
24	PFIZER INC	719,763.3	188,953.7	34,012.5	23,724.1	9,223.3	1,160.6	281,818.4	35,163.8	59,443.2	80,021.3	2,599.5	3,643.0	
25	LOREAL SA	702,789.5	318,092.3	218.3	1,838.0	909.5	842.2	195,072.4	4,254.6	95,794.4	84,215.0	269.8	1,283.1	
26	YUM BRANDS INC	685,790.3	3,985.6	-	1,209.0	443.6	5,543.8	293,278.4	189,609.7	4,536.0	176,650.0	298.5	10,235.7	
27	BERKSHIRE HATHAWAY INC	669,369.6	84,664.7	11,540.3	21,163.3	8,298.4	23,318.0	58,248.3	150,651.4	43,864.3	182,847.4	11,556.3	73,217.2	
28	GENERAL MOTORS CORP DLR ASSN	657,749.8	349.3	-	172,004.2	4,055.8	454.3	-	443,135.0	0.0	-	-	37,751.3	
29	MCDONALDS CORP	646,105.8	47,315.2	1,375.1	2,962.5	1,005.3	45,770.6	251,941.8	153,450.6	38,603.7	93,036.5	5,825.6	4,819.0	
30	SEARS HOLDINGS CORP	638,408.8	39,882.0	21,757.9	189,342.8	377.7	1,129.6	212,021.9	20,724.3	49,171.7	82,218.0	15,701.6	6,081.5	
31	TARGET CORP	624,589.6	105,674.9	1,127.3	144,748.2	9,517.4	8,890.7	202,113.5	73,787.5	13,607.6	57,518.8	-	7,603.7	
32	NESTLE SA	580,514.6	155,478.7	859.7	2,753.9	-	2,892.5	152,241.4	52,882.3	44,331.0	162,495.4	1,891.2	4,688.5	
33	HYUNDAI CORP	561,941.6	124,602.6	-	2,162.5	4,261.1	3,602.9	179,766.2	99,916.3	43,096.5	102,984.8	756.3	792.3	
34	GENERAL MILLS INC	546,985.3	82,256.4	2,675.0	194.2	89.0	99.7	121,476.9	129,033.6	543.8	208,306.5	2,204.8	105.4	
35	US GOVT	535,873.1	104,619.1	11,137.8	23,290.1	5,624.2	8,486.4	140,837.5	25,685.5	26,634.5	159,303.6	17,705.1	12,549.3	
36	GENERAL MOTORS CORP LOC DLR	530,446.8	579.0	-	371,830.7	1,126.2	20,764.6	-	135,976.0	-	15.8	-	154.5	
37	DEUTSCHE TELEKOM AG	519,227.1	3,169.4	-	132,722.3	19,330.7	8,258.3	139,301.4	81,336.7	55,541.4	72,315.7	-	7,251.2	
38	KELLOGG CO	517,259.3	137,960.8	1,812.6	1,656.3	511.7	3,217.6	134,650.8	10,194.9	64,846.5	161,673.7	302.5	432.1	
39	FORD MOTOR CO DLR ASSN	511,331.6	902.0	-	107,226.2	12,937.8	4,548.0	-	363,957.5	-	28.5	-	21,731.6	
40	TOYOTA MOTOR CORP DLR ASSN	498,367.4	-	-	146,233.9	8,237.7	13,730.3	-	310,829.5	-	0.8	-	19,335.3	
41	HOME DEPOT INC	492,222.9	63,196.3	435.1	88,807.8	5,959.1	1,756.4	177,895.3	5,640.3	1,360.2	63,461.4	46,502.3	37,208.7	
42	CAMPBELL SOUP CO	489,647.1	168,142.4	27,968.6	2,052.5	575.7	1,290.7	157,406.3	7,262.6	33,645.7	79,645.5	10,075.7	1,581.3	
43	SCHERING-PLOUGH CORP	481,267.4	47,804.0	5,789.3	648.5	503.1	-	264,900.3	12,137.9	57,969.2	85,866.9	5,121.2	527.1	
44	TOYOTA MOTOR CORP LOC DLR	448,440.2	-	-	241,308.7	4,038.6	14,569.3	-	187,654.8	-	56.0	-	812.8	
45	WAL-MART STORES INC	433,188.2	51,150.5	62,361.0	27,100.4	1,597.1	1,223.0	142,155.7	12,760.3	26,503.2	69,450.8	27,160.1	11,726.2	
46	CLOROX CO	426,649.5	170,007.2	11,810.5	92.7	461.7	709.4	79,408.9	21,392.2	18,362.8	117,939.9	5,288.9	1,175.3	
47	DELL INC	421,357.3	52,007.3	114,442.4	78,320.1	45,767.0	891.7	52,510.7	5,664.9	4,491.2	66,845.6	-	416.3	
48	CITIGROUP INC	421,316.9	152,535.8	644.4	38,241.9	13,544.5	5,725.5	164,520.4	305.5	4,640.5	36,597.3	1,101.2	3,460.0	
49	KOHLS CORP	416,455.6	31,368.1	-	136,559.6	11,760.3	358.6	149,016.8	29,150.5	14,253.3	22,193.8	12,469.3	9,325.2	
50	FORD MOTOR CO LOC DLR	407,607.0	36.8	-	299,341.4	3,408.4	13,098.0	-	91,289.5	-	173.0	-	260.0	
51	AMERICAN EXPRESS CO	405,643.4	91,184.3	4,507.5	31,942.2	24,904.9	7,788.3	130,305.4	27,138.5	3,031.9	83,155.1	609.0	1,076.3	
52	JC PENNEY CO INC	404,981.1	54,673.9	16,109.7	149,638.4	7,820.3	275.8	113,863.1	2,164.4	1,869.0	32,134.0	16,399.0	10,033.7	
53	VALASSIS COMMUNICATIONS INC	400,916.0	-	-	394,478.5	6,437.6	-	-	-	-	-	-	-	
54	RECKITT BENCKISER PLC	398,802.4	37,548.2	3,866.1	31.2	109.7	-	182,157.2	26,181.6	33,800.5	115,102.0	-	5.9	
55	ANHEUSER-BUSCH COS INC	397,806.7	35,061.0	-	8,786.8	1,465.2	36,837.9	211,105.7	42,766.8	2,684.6	58,482.0	327.1	289.6	
56	LOWES COS INC	370,482.3	38,080.7	246.4	78,966.0	6,872.3	757.8	132,984.0	39,810.4	19,908.4	48,060.0	1,601.0	3,195.3	

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 1000 Companies Ranked by 11 Media Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
57	COMCAST CORP	347,308.0	25,254.4	114.4	75,106.8	3,645.9	17,968.1	49,689.2	139,888.4	5.4	1,564.1	446.7	33,624.6	
58	MARS INC	344,917.5	92,876.2	12,693.7	949.6	413.3	1,388.6	78,972.5	2,384.4	43,239.7	103,628.1	8,137.7	233.7	
59	MERCK & CO INC	341,249.8	110,574.8	13,773.7	11,701.6	1,035.1	-	130,614.4	3,286.7	33,308.1	36,865.3	90.0	-	
60	VISA USA INC	332,882.3	100,052.0	986.3	11,470.3	10,232.4	3,634.7	150,402.0	2,334.7	3,963.8	45,358.4	1,222.6	3,225.0	
61	DOCTORS ASSOC INC	327,888.4	624.2	-	714.8	81.9	4,842.2	135,607.4	95,376.3	32,221.1	49,622.5	5,440.7	3,357.4	
62	BAYER AG GROUP	327,168.6	28,038.2	793.6	2,806.8	1,697.2	885.7	141,004.7	12,017.0	29,424.3	96,708.0	10,294.2	3,498.9	
63	SC JOHNSON & SON INC	324,313.2	15,028.6	3,046.2	-	-	154,386.5	16,530.7	48,685.3	84,335.6	1,211.1	1,089.3		
64	COCA-COLA CO	323,966.0	57,819.4	-	2,262.1	4,288.5	27,436.9	184,363.1	3,452.8	4,946.6	38,033.7	1,250.3	112.5	
65	GAP INC	323,499.5	86,046.0	4,903.1	9,575.1	6,290.1	11,885.8	119,861.7	1,820.2	52,926.3	21,311.2	-	8,880.0	
66	BEST BUY CO INC	322,553.2	26,691.2	230.1	113,240.9	8,305.9	757.9	89,394.6	6,473.8	2,632.0	72,046.0	515.2	2,245.7	
67	WYETH	321,012.4	78,363.8	2,063.7	586.6	-	355.9	93,834.3	1,443.9	71,914.5	55,958.1	13,034.7	3,457.0	
68	JPMORGAN CHASE & CO	316,823.4	3,579.0	-	81,707.5	11,210.6	15,675.5	109,060.0	34,673.3	50,689.2	125.0	10,103.4		
69	ALLSTATE CORP	292,107.6	37,892.3	1,252.9	10,440.6	7,816.4	12,014.9	73,474.8	5,514.8	18,602.0	97,393.2	3,709.8	23,996.0	
70	BOEHRINGER INGELHEIM GMBH	290,722.3	55,798.1	5,927.7	482.9	612.9	80.1	132,491.9	5,484.6	45,852.5	42,024.8	1,966.8		
71	HEWLETT-PACKARD CO	285,097.1	45,262.6	34,676.1	63,918.4	22,744.2	105.0	37,780.4	2,686.5	2,756.6	73,995.3	-	1,172.0	
72	BANK OF AMERICA CORP	282,727.8	16,031.7	2,843.7	85,908.7	27,854.5	8,024.0	59,953.6	34,933.0	1,893.9	26,875.5	-	18,409.2	
73	APPLE COMPUTER INC	274,374.4	13,729.7	1,140.9	38.6	519.3	23,260.4	198,575.4	416.3	4.3	35,476.6	29.4	1,183.4	
74	PROGRESSIVE CORP	273,718.3	1,800.4	-	747.0	224.6	4,949.2	47,792.2	48,696.0	34,825.5	128,090.1	5,587.9	1,005.5	
75	SEPRACOR INC	270,964.9	77,168.1	23,985.5	2.5	-	-	113,539.2	159.4	10.3	56,099.8	-	-	
76	MASTERCARD INTL INC	270,130.7	22,551.7	2,711.2	4,021.5	5,568.0	4,284.5	160,300.9	1,800.5	23,190.2	36,020.9	577.0	9,104.3	
77	WENDYS INTL INC	266,057.1	8,902.7	-	157.4	379.6	4,774.4	133,145.5	46,891.4	14,472.3	52,942.5	405.6	3,985.7	
78	DIRECTV GROUP INC	256,597.6	14,540.5	134.4	6,780.4	8,850.2	590.0	126,711.0	31,693.9	3,164.6	59,848.7	765.0	3,518.9	
79	BOSE CORP	252,832.8	93,089.3	61,507.2	24,479.8	13,382.0	1,963.0	-	4,017.1	661.4	45,637.1	7,361.1	734.7	
80	DARDEN RESTAURANTS INC	251,532.0	718.1	-	507.5	185.6	4,250.9	156,290.3	19,169.0	18,547.5	46,296.3	-	5,566.8	
81	NUTRISYSTEM INC	250,736.6	45,354.5	76,261.1	336.7	132.0	-	2,691.7	1,377.3	1,136.6	122,296.7	1,150.0	-	
82	NOVARTIS AG	249,643.5	61,024.8	2,183.0	8,302.3	84.8	145.3	83,094.8	2,763.5	31,863.7	53,164.0	4,537.6	2,479.8	
83	CERBERUS CAPITAL MGT LP LOC DLR	247,886.2	46.5	-	189,925.8	31.2	6,872.0	-	50,896.7	-	-	-	114.0	
84	ASTRAZENECA PLC	242,859.2	174,005.1	20,794.3	2,207.3	925.8	73.2	19,897.4	3,379.5	2,884.2	17,655.5	-	1,037.0	
85	STATE FARM MUTUAL AUTO INS CO	238,329.7	9,888.3	-	13,177.8	986.9	21,512.3	84,376.7	16,817.2	570.1	84,526.6	4,836.6	1,637.2	
86	CADBURY SCHWEPPES PLC	238,256.9	31,182.6	-	319.7	497.5	7,193.1	112,260.3	2,543.6	12,772.9	70,112.1	787.7	587.4	
87	PROVIDENCE EQUITY PARTNERS INC	237,716.4	2,151.3	114.4	56,434.1	11,951.9	1,311.7	55,671.0	23,294.6	23,745.2	60,183.7	337.6	2,521.0	
88	SANOFI-AVENTIS	237,577.6	94,538.1	18,514.1	28.0	1,741.7	103.2	48,272.5	6,274.4	38,228.6	29,667.5	19.6	189.9	
89	MICROSOFT CORP	236,257.1	104,623.9	-	8,064.6	17,766.8	12,048.6	39,352.7	12,155.1	13.4	39,854.5	-	2,377.5	
90	TEXAS PACIFIC GROUP	233,107.4	11,920.0	686.1	324.5	205.6	6,953.9	102,431.4	9,335.6	8,019.8	66,266.8	774.9	26,188.9	
91	FRRYS ELECTRONICS INC	232,445.6	-	-	229,194.4	-	-	-	2,918.0	-	333.2	-	-	
92	DILLARDS INC	230,330.6	82,128.3	-	140,624.6	6,176.4	252.4	921.6	117.5	-	-	-	109.8	
93	LVMH MOET HENNESSY LOUIS VUITTON SA	227,231.6	189,868.8	4,253.9	5,390.8	9,474.3	5,481.3	2,252.4	1,799.6	238.9	8,250.4	-	221.2	
94	HONDA MOTOR CO LTD LOC DLR	226,336.3	171.3	-	169,688.8	3,423.1	5,431.5	-	46,905.6	-	-	638.7	77.2	
95	CERBERUS CAPITAL MGT LP DLR ASSN	217,652.5	38.7	-	64,109.7	-	4,736.0	-	93,702.1	-	-	-	55,066.0	
96	CIRCUIT CITY STORES INC	216,229.0	319.9	-	98,774.5	7,311.7	0.4	63,680.2	19,175.4	57.4	26,878.9	-	30.7	
97	MAZDA MOTOR CORP	215,876.2	19,523.3	-	164.7	516.1	52.4	95,802.6	73,830.0	-	25,987.1	-	-	
98	MATTEL INC	214,275.7	10,341.6	957.7	3,098.4	1,115.1	204.1	42,915.1	2,700.8	4,177.9	148,065.7	124.8	574.6	
99	NISSAN MOTOR CO LTD LOC DLR	214,176.6	-	-	156,048.2	606.7	4,161.5	-	53,088.2	-	-	-	272.0	
100	ELI LILLY & CO	213,756.7	36,577.6	8,505.9	682.6	311.5	112.0	99,961.2	5,521.6	38,561.4	22,191.3	1.6	1,330.0	
101	IHOP CORP	211,000.2	525.0	-	706.2	168.6	4,198.6	110,732.0	17,334.2	27,961.3	40,606.8	-	8,767.6	
102	WALGREEN CO	207,030.5	23,271.6	56.5	86,905.1	101.0	103.1	16,707.9	5,908.4	16,016.9	43,641.9	11,449.2	2,869.0	
103	HYUNDAI CORP LOC DLR	206,728.2	-	-	137,922.3	-	3,350.7	-	65,160.4	-	-	-	294.7	
104	MACANDREWS & FORBES HOLDINGS INC	202,800.1	88,518.0	-	490.5	22.2	1,149.4	68,512.4	1,624.2	29,507.9	12,975.5	-	-	
105	CAPITAL ONE FINANCIAL CORP	197,359.9	5,465.0	-	4,856.9	433.4	532.7	97,533.2	4,444.2	25,228.7	54,648.0	6.1	4,211.7	
106	CONAGRA FOODS INC	195,862.3	48,425.6	10,248.4	940.1	168.6	1,167.6	53,532.0	6,988.8	24,120.4	46,697.2	1,326.4	2,247.3	
107	FMR CORP	192,610.5	37,677.1	907.5	31,954.6	25,942.8	1,542.7	74,822.5	3,821.5	-	15,738.7	-	203.1	
108	BRISTOL-MYERS SQUIBB CO	189,820.4	98,977.2	1,470.8	1,884.7	1,336.9	1,026.3	16,957.2	14,575.1	11,081.2	42,451.2	-	59.7	
109	KIMBERLY-CLARK CORP	185,678.2	77,276.9	9,643.2	94.3	20.9	16.8	43,915.7	4,300.4	16,022.7	32,821.2	857.1	709.0	
110	VOLKSWAGEN AG	185,055.3	25,241.8	-	8,195.2	16,167.3	9,024.6	63,044.3	13,658.8	11,332.6	35,995.7	1.1	2,394.0	
111	ALLTEL CORP	180,658.3	-	-	37,238.5	-	4,632.3	857.7	74,352.1	14.7	60,476.1	-	3,087.0	
112	GUTHY-RENKER CORP	180,551.0	26,299.3	1,692.7	39.3	-	-	22,803.2	21,664.3	23,670.6	84,111.4	81.7	188.3	

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 1000 Companies Ranked by 11 Media Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
113	ENERGIZER HOLDINGS INC	178,794.8	63,500.7	-	614.0	743.0	-	68,741.6	734.6	7,555.6	35,684.0	60.9	1,160.5	
114	ZURICH FINANCIAL SERVICES GROUP	178,073.4	42,135.0	218.3	3,650.9	10,413.8	2,051.3	79,503.1	8,316.1	2,713.0	21,614.3	3,003.2	4,454.4	
115	ADVANCE PUBLICATIONS INC	177,588.5	156,408.1	16,092.9	870.4	855.9	2,444.4	0.0	73.3	-	29.4	5.0	809.0	
116	IAC/INTERACTIVECORP	175,956.9	19,232.5	-	2,886.6	772.3	1,429.8	75,553.6	4,369.3	11,273.9	42,657.7	16,551.4	1,229.8	
117	JOH A BENCKISER GMBH	175,596.7	149,269.2	228.7	2.2	23.4	275.4	10,806.4	926.6	-	13,422.4	167.3	475.2	
118	SABMILLER PLC	174,998.8	18,131.2	-	944.1	374.2	13,571.6	70,538.1	23,776.0	4,615.0	41,617.4	595.4	835.9	
119	BRISTOL-MYERS SQUIBB/SANOFI-AVENTIS	174,506.3	51,662.5	5,152.4	333.3	1,042.6	-	98,717.0	239.1	10,900.1	6,459.5	-	-	
120	NIKE INC	174,262.9	83,929.7	1,670.0	955.6	483.9	3,884.3	51,226.3	452.6	1,088.0	30,251.9	-	320.5	
121	AARP	173,056.5	35,065.9	6,859.5	26,008.5	2,492.7	356.5	17,841.5	16,180.6	11,825.6	55,387.2	2.6	1,036.0	
122	LIONS GATE ENTERTAINMENT CORP	172,798.5	6,378.0	324.9	31,773.7	4,822.2	5,346.7	34,990.9	9,911.9	11,313.1	56,634.2	2,111.7	9,191.3	
123	DAIMLER AG	171,500.5	30,415.2	-	7,383.8	9,252.6	5,002.1	49,237.8	38,165.2	77.4	31,086.5	744.0	135.9	
124	REALOGY CORP	169,713.0	4,367.3	3,145.3	105,397.3	4,010.9	3,875.9	26,488.9	1,517.7	5,678.3	13,875.4	1,330.5	25.6	
125	ABBOTT LAB	166,254.9	85,491.5	3,688.8	151.1	52.0	633.5	43,004.0	2,065.0	13,728.3	16,698.3	413.9	328.6	
126	CHURCH & DWIGHT CO INC	165,812.3	63,342.6	1,175.5	20.7	-	0.3	25,476.0	1,767.3	11,170.4	62,292.1	427.9	139.5	
127	ROOMS TO GO INC	157,304.1	-	-	90,373.6	-	155.0	-	66,662.7	-	-	-	112.8	
128	ESTEE LAUDER COS INC	157,282.8	127,688.1	1,881.1	387.8	684.0	1,471.6	7,650.9	10,439.2	3,351.5	3,260.2	-	468.4	
129	HASBRO INC	155,365.0	14,094.7	1,408.0	734.3	60.9	25.1	38,461.8	1,812.2	3,012.9	95,635.5	-	119.5	
130	WILLIAM WRIGLEY JR CO	154,570.0	37,802.1	-	126.6	58.1	2,520.4	56,798.4	2,629.8	16,658.2	37,655.0	266.6	55.0	
131	TAKEDA PHARMACEUTICAL CO LTD	153,562.9	54,144.5	1,505.7	9,231.3	1,691.2	31.8	59,287.9	2,168.7	1,452.6	24,045.2	-	4.1	
132	SIGNET GROUP PLC	153,385.2	267.2	-	543.4	7,667.8	1,547.1	98,161.0	6,610.1	-	28,778.2	2,627.1	7,183.4	
133	MOLSON COORS BREWING CO	152,815.2	1,237.3	-	484.1	205.6	25,826.7	78,698.0	8,788.3	34.1	35,607.1	530.4	1,403.5	
134	LEONARD GREEN & PARTNERS LP	151,528.8	34,479.0	-	93,736.2	1.5	85.5	6,059.0	306.4	12,472.7	4,286.0	-	102.4	
135	TEMPUR-PEDIC INTL INC	148,187.2	30,990.7	975.8	677.6	194.0	-	2,572.7	3,535.3	3,201.4	101,368.2	4,671.6	-	
136	FAIRFIELD LANGUAGE TECHNOLOGIES	144,533.9	23,196.7	1,693.2	3,143.9	901.7	45.5	278.9	107.8	5,410.4	109,743.4	12.4	-	
137	EHOSTAR COMMUNICATIONS CORP	143,913.4	6,893.3	14,812.8	48,729.4	4,173.2	4,237.8	13,617.6	13,981.4	37.4	13,946.3	3,867.6	19,616.6	
138	ALBERTO-CULVER CO	143,308.2	88,275.1	1,017.2	2,400.0	320.5	7.1	18,995.0	1,170.8	16,983.2	14,086.2	32.5	20.6	
139	SELECT COMFORT CORP	143,093.4	34,030.1	30,296.6	8,120.6	3,811.1	478.0	3,616.3	5,431.4	8,308.8	34,909.7	4,750.5	9,340.3	
140	FEDEX CORP	142,357.5	19,346.1	-	1,773.5	11,073.5	418.2	93,714.0	569.9	-	15,041.4	-	421.0	
141	NATIONWIDE MUTUAL INSURANCE CO	141,063.8	17,557.0	-	10,340.3	2,604.0	4,999.4	10,598.9	43,584.0	-	39,269.1	-	12,111.0	
142	MITSUBISHI MOTORS CORP	140,845.2	3,092.6	-	334.6	-	110.5	10,134.2	103,488.2	-	23,600.8	-	84.3	
143	KAO CORP	140,724.2	56,925.1	693.3	-	-	-	34,265.6	655.5	37,652.1	10,463.7	-	68.8	
144	SOUTHWEST AIRLINES	140,649.0	4,843.4	-	7,972.5	2,288.4	7,394.3	68,687.3	29,728.9	523.8	9,329.9	2,895.2	6,985.2	
145	CARNIVAL CORP & PLC	139,388.9	56,110.4	2,047.2	36,685.9	3,243.3	248.0	29,472.0	80.2	-	9,885.2	-	1,616.7	
146	SCOOTER STORE INC	138,833.5	38.7	-	283.5	1,231.3	-	8,591.2	2,940.8	13,219.3	112,517.7	-	10.9	
147	BERKELEY PREMIUM NUTRACEUTICALS INC	136,937.2	-	-	37.5	-	-	-	6,770.4	7,003.4	123,125.8	-	-	
148	CVS CORP	136,543.0	5,322.7	950.2	65,474.5	60.8	3,467.6	26,485.2	11,880.7	9,430.5	5,929.5	-	7,541.3	
149	DIAGEO PLC	135,163.4	39,730.1	763.9	3,013.3	663.8	17,382.0	1,635.1	2,244.7	-	68,650.4	-	1,080.1	
150	FUJI HEAVY INDUSTRIES LTD	133,489.8	39,037.3	-	485.0	3,627.4	579.1	13,613.4	28,169.9	-	46,916.5	-	1,061.3	
151	HALLMARK CARDS INC	133,378.9	18,573.5	4,308.3	1,327.9	1,095.7	317.4	37,087.1	1,328.4	31,663.4	29,580.8	5,371.0	2,725.3	
152	WOMENS MARKETING INC	132,216.1	132,028.5	187.6	-	-	-	-	0.8	-	-	-	-	
153	ROYAL BANK OF SCOTLAND PLC	131,375.9	12,436.6	-	8,389.9	4,931.0	2,943.5	10,888.3	5,429.9	376.4	85,619.5	254.6	106.3	
154	BRADFORD EXCHANGE LTD	130,452.4	83,645.6	42,624.4	3,577.7	603.3	-	-	-	-	-	-	1.4	
155	IOVATE HEALTH SCIENCES INC	129,365.8	66,934.8	-	-	205.6	-	-	272.8	9,132.2	51,928.2	892.1	-	
156	BANKRATE INC	127,167.0	-	-	126,495.6	670.6	-	-	0.8	-	-	-	-	
157	ELI LILLY & CO/ICOS CORP	126,544.9	1,543.4	-	-	-	-	91,794.2	155.6	-	32,983.9	-	67.8	
158	BMW AG	124,741.3	47,299.4	236.0	1,558.2	4,319.1	17,899.6	4,758.4	16,690.2	-	28,873.2	1,307.6	1,799.7	
159	ITT EDUCATIONAL SERVICES INC	124,396.8	-	-	62.8	-	47.4	216.0	60,814.8	273.8	62,982.0	-	-	
160	WASHINGTON MUTUAL INC	124,061.0	665.3	-	51,932.5	13.6	9,721.8	-	34,702.7	-	16,174.5	-	10,850.6	
161	WHIRLPOOL CORP	123,996.5	26,046.5	31,784.4	8,778.7	2,450.1	75.5	22,084.5	7,556.9	9,847.3	15,372.6	-	-	
162	NAUTILUS INC	123,812.7	23,687.8	296.1	0.0	-	-	6,774.5	820.0	2,411.2	89,761.6	59.1	2.4	
163	VOLKSWAGEN AG DLR ASSN	123,548.7	751.7	-	13,529.6	2,293.9	31.1	-	94,881.7	-	2.9	-	12,057.7	
164	WHITE MTN INSURANCE GROUP LTD	122,862.2	1,309.0	114.4	24.7	7.9	1,529.8	24,007.9	2,092.8	28,064.0	65,081.7	150.0	480.0	
165	CANON INC	122,335.8	61,225.0	-	4,612.7	23,216.4	1,472.4	17,052.0	1,444.9	17.5	10,302.1	-	2,992.9	
166	HYUNDAI CORP DLR ASSN	121,859.8	-	756.0	35,237.7	344.2	72.0	-	71,783.1	-	5.4	-	13,661.5	
167	EXPEDIA INC	121,117.8	4,399.0	-	1,729.3	2,225.7	523.7	35,151.9	13,022.3	213.5	56,305.9	-	7,546.5	
168	UNITED PARCEL SERVICE/AMERICA INC	120,487.0	15,527.5	-	537.3	3,802.6	1,174.4	66,438.7	2,213.4	758.6	21,479.7	893.6	7,661.3	

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 1000 Companies Ranked by 11 Media Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
169	EMPIRE TODAY LLC	119,651.6	-	-	55.1	-	-	-	113,912.4	2,695.5	-	-	-	2,988.5
170	BP PLC	119,595.1	30,390.5	311.9	5,094.5	5,603.7	2,140.8	23,290.9	6,884.4	2,610.1	33,977.2	4,886.8	4,404.3	
171	SCHERING AG	117,029.3	67,788.4	-	-	-	-	4,236.8	0.0	-	44,544.0	-	460.1	
172	HANESBRANDS INC	116,730.6	40,469.7	4,869.8	-	-	274.4	28,009.2	926.1	15,570.9	26,610.5	-	-	
173	SONIC CORP	116,307.6	-	-	288.7	-	650.5	11,422.9	53,785.4	8.3	49,737.6	-	414.1	
174	LUXOTTICA GROUP SPA	115,839.1	53,533.0	549.4	3,143.1	-	820.6	20,457.5	13,683.8	7,879.7	13,997.4	-	1,774.6	
175	MERCK & CO INC/SCHERING-PLOUGH CORP	114,394.2	33,783.1	-	72.1	1,314.6	-	50,436.2	3,145.6	12,176.4	13,272.6	193.6	-	
176	VF CORP	113,568.7	72,701.6	4,289.4	879.5	580.3	1,079.4	13,506.0	432.8	812.3	15,633.9	3,134.5	519.1	
177	DOMINOS PIZZA INC	113,424.3	410.3	-	899.7	-	323.9	64,585.4	14,814.8	-	31,846.2	162.6	381.4	
178	MORGAN STANLEY	112,879.1	50,547.0	5,521.9	1,906.3	11,238.2	1,335.5	20,845.7	41.0	2,185.4	18,964.4	-	293.7	
179	IBM CORP	112,095.8	19,757.3	-	2,758.8	7,454.3	6,348.9	53,658.7	69.9	70.0	20,424.2	9.4	1,544.5	
180	HONDA MOTOR CO LTD DLR ASSN	111,786.2	-	-	35,027.4	812.4	149.4	-	72,713.1	-	-	-	3,083.9	
181	STAPLES INC	111,452.3	2,570.0	-	22,948.6	1,762.5	37.4	53,510.6	6,659.0	4,102.5	13,920.9	3,911.6	2,029.2	
182	PRUDENTIAL FINANCIAL INC	110,484.3	23,742.2	479.1	45,812.8	3,778.8	2,282.5	28,334.1	1,074.2	636.6	2,091.3	2,230.0	22.7	
183	ALLERGAN INC	109,895.9	37,738.5	-	33.4	-	32.4	49,530.5	2,987.4	957.8	18,568.4	25.2	22.3	
184	SUZUKI MOTOR CO LTD	107,468.7	29,611.5	-	116.5	205.6	51.0	8,938.1	36,590.9	649.5	31,302.8	-	2.8	
185	GLAXOSMITHKLINE PLC/ROCHE HOLDINGS	107,079.6	35,316.2	6,317.1	-	-	-	40,386.0	736.2	11,898.6	11,124.6	-	1,301.0	
186	TJX COS INC	106,724.1	3,760.9	252.4	17,137.8	615.5	969.6	1,201.8	54,327.9	53.7	13,820.2	-	14,584.3	
187	CHATTEM INC	106,642.6	7,660.8	92.0	-	-	-	24,482.8	14,220.1	41,771.6	16,461.4	1,953.9	-	
188	HEINEKEN NV	106,460.3	12,152.0	-	1,294.6	934.5	23,032.5	31,855.8	11,298.0	3,146.4	20,843.9	-	1,902.6	
189	HARRAHS ENTERTAINMENT INC	106,349.6	11,778.3	-	36,760.6	349.5	21,803.1	909.1	23,137.8	-	3,453.3	99.3	8,058.5	
190	ARTAL GROUP SA	106,254.9	34,570.6	4,309.3	501.7	-	446.0	23,018.4	2,219.9	9,683.5	31,243.2	80.3	182.0	
191	CHARLES SCHWAB CORP	105,949.3	25,582.2	1,351.4	289.7	9,894.2	12,342.6	41,115.6	3,765.8	-	11,607.7	-	-	
192	WACHOVIA CORP	105,943.1	8,184.7	-	23,069.5	4,148.4	10,574.9	13,518.3	11,260.1	5.8	19,751.3	5,204.1	10,226.0	
193	CARLSON COS INC	105,286.5	6,350.6	584.2	974.4	820.0	2,537.3	47,522.2	711.6	16,575.6	27,370.3	1,809.7	30.7	
194	BEIERSDORF AG	104,296.6	39,149.8	-	25.3	285.8	63.2	24,292.4	2,722.7	21,644.0	13,716.2	2,397.3	-	
195	AIG AMERICAN INTL GROUP INC	103,656.9	10,680.8	264.0	1,941.0	1,477.5	2,178.7	25,644.8	2,377.9	1,002.8	57,902.6	-	186.7	
196	DIRECT HOLDINGS WORLDWIDE LLC	103,148.3	572.6	267.7	13.8	49.7	-	937.4	1,701.0	1,164.6	98,441.7	-	-	
197	VONGAGE HOLDINGS CORP	102,898.7	1,195.4	541.7	1,154.2	1,710.8	-	35,521.2	9,304.9	12,797.1	40,673.4	-	-	
198	SAFEWAY INC	102,694.8	610.3	-	16,718.0	-	5,257.7	-	37,384.2	-	49.8	-	42,674.7	
199	SAMSUNG GROUP	102,469.0	50,103.9	1,886.8	962.5	8,774.7	7,163.4	21,012.5	2,551.6	-	9,289.1	-	724.5	
200	HILTON HOTELS CORP	101,881.4	31,082.2	728.4	5,836.3	25,979.2	11,716.3	970.2	381.7	-	25,114.6	-	72.6	
201	TRIARC COS INC	101,569.6	-	-	284.3	-	2,127.4	1,140.1	77,020.3	-	20,567.0	-	430.6	
202	AVON PDT'S INC	101,165.1	55,026.3	-	18.8	519.3	873.5	29,860.4	2,809.4	-	11,214.8	-	842.6	
203	KROGER CO	100,938.1	475.0	-	59,511.9	-	8,666.9	-	32,253.2	-	18.7	-	12.4	
204	ROYAL PHILIPS ELECTRONICS NV	100,068.8	40,890.9	3,935.3	828.7	1,461.2	17.0	25,062.4	1,257.2	1,771.4	21,444.6	1,136.6	2,263.5	
205	DAIMLER AG DLR ASSN	100,027.3	811.6	46.0	29,377.8	2,907.8	555.2	-	54,774.4	-	-	-	11,554.5	
206	LIFE ALERT	99,691.4	908.2	2,257.0	-	-	-	1,452.5	-	626.6	94,447.1	-	-	
207	NINTENDO CO LTD	98,586.3	12,867.2	-	495.3	295.7	38.1	30,532.9	583.7	2,010.3	49,225.0	-	2,538.2	
208	MARRIOTT INTL INC	97,821.5	41,687.7	2,664.1	10,855.5	8,616.6	8,710.6	5,981.9	945.5	-	18,359.5	-	-	
209	DUNKIN BRANDS INC	97,384.8	4,702.5	1,509.0	1,431.5	374.2	4,164.5	3,561.0	66,503.2	840.6	7,915.2	-	6,383.1	
210	POLYMEDICA CORP	97,320.2	6,249.7	2,623.1	311.8	-	-	13,614.3	5,201.9	20,961.4	48,358.1	-	-	
211	RE/MAX INTL INC	97,173.6	3,683.9	-	32,467.8	9.6	9,540.0	27,510.0	10,071.3	-	11,403.0	2,488.0	-	
212	RADIO SHACK CORP	97,088.7	249.5	1,137.2	9,585.2	2,375.5	145.4	37,964.0	1,466.7	5,354.0	13,379.8	22,575.0	2,856.6	
213	ROYAL CARIBBEAN INTL	96,230.8	5,198.0	-	23,277.2	2,814.0	990.1	46,830.3	6,849.2	-	8,047.2	290.0	1,934.8	
214	VIVENDI UNIVERSAL SA	96,001.3	18,703.5	291.2	7,117.4	3,155.8	3,270.1	20,617.9	3,704.5	3,674.4	34,001.3	234.6	1,230.6	
215	HEARST CORP	95,280.2	90,206.5	1,103.4	751.1	368.8	548.8	-	2,017.9	-	270.0	-	13.8	
216	POLITICAL ADV	94,407.2	-	-	10,606.3	285.8	6,461.2	45.4	66,948.5	-	1.8	109.7	9,948.5	
217	FORTUNE BRANDS INC	94,010.6	48,864.5	-	769.8	2,591.8	3,191.3	32,257.8	135.0	-	6,051.6	-	148.7	
218	INTERBOND CORP OF AMERICA	93,640.6	-	-	83,696.5	-	-	-	9,944.1	-	-	-	-	
219	HERSHEY CO	93,608.7	34,329.0	767.9	72.1	345.5	2,244.2	21,195.5	483.1	20,677.1	13,454.9	31.3	8.1	
220	DANONE GROUPE SA	93,484.6	1,706.6	-	170.8	-	148.0	52,783.0	6,881.2	9,078.8	22,694.7	-	21.6	
221	SYNERGISTICS MARKETING INC	93,021.1	93,021.1	-	-	-	-	-	-	-	-	-	-	
222	H&R BLOCK INC	92,641.2	2,575.2	-	586.2	-	1,101.1	33,995.5	20,741.9	13,454.2	16,418.9	1,673.6	2,094.7	
223	KOCH INDUSTRIES INC	91,693.9	37,107.6	2,718.1	588.5	42.7	137.0	21,970.1	257.9	2,113.1	25,756.6	543.7	458.6	
224	COMPAGNIE FINANCIERE RICHEMON AG	91,257.5	70,483.6	3,279.4	1,982.5	14,891.7	620.3	-	-	-	-	-	-	

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 1000 Companies Ranked by 11 Media Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
225	BRINKER INTL INC	90,367.4	-	-	1,441.5	595.8	1,100.6	36,445.4	7,796.2	13,705.7	12,530.7	2,414.5	14,337.0	
226	ROYAL DUTCH SHELL PLC	89,996.0	20,233.4	977.2	2,400.3	2,895.4	3,582.2	17,027.4	4,474.2	-	27,998.9	2,766.8	7,640.1	
227	SCHOTTENSTEIN STORES CORP	87,982.8	-	-	23,220.7	169.1	750.3	-	62,648.2	-	3.4	-	1,191.2	
228	CHEVRONTEXACO CORP	87,675.9	25,561.4	-	7,034.8	13,494.7	7,270.3	9,476.2	13,665.7	35.5	3,988.7	924.5	6,224.1	
229	QWEST COMMUNICATIONS INTL INC	86,712.6	4,993.6	-	18,746.1	-	4,677.2	-	57,245.6	-	-	-	1,050.1	
230	BLUE CROSS & BLUE SHIELD ASSN	86,612.7	729.4	-	18,153.5	762.7	12,466.5	-	49,469.1	-	4.8	-	5,026.8	
231	OSI RESTAURANT PARTNERS INC	86,351.5	4,674.2	-	969.5	5,582.1	2,496.6	34,165.2	18,898.4	1,313.0	8,996.6	6,044.7	3,211.2	
232	TOYS-R-US INC	86,276.1	8,074.0	-	25,632.1	1,836.7	69.7	18,146.0	138.7	1,358.2	18,492.7	6,875.6	5,652.3	
233	INGKA HOLDINGS AB	86,195.3	7,048.6	46.0	23,557.1	1,720.9	2,577.7	-	40,808.7	-	8,128.9	-	2,307.3	
234	PAPA JOHNS INTL INC	86,003.5	576.2	-	1,368.6	38.2	435.2	25,559.4	38,986.9	12.4	18,980.3	-	46.3	
235	T ROWE PRICE GROUP INC	85,960.3	46,629.0	1,295.3	10,886.9	661.7	-	14,006.5	419.4	-	12,061.5	-	-	
236	COX ENTERPRISES INC	85,788.4	20.3	-	22,087.0	58.6	6,735.9	3,416.8	37,562.0	-	14,990.8	-	917.0	
237	MAZDA MOTOR CORP LOC DLR	83,622.3	-	-	74,486.5	25.1	730.1	-	8,370.2	-	-	-	10.2	
238	E-TRADE FINANCIAL CORP	83,544.6	27,554.1	738.1	1,646.1	9,980.4	-	29,495.7	547.3	-	13,582.8	-	-	
239	CONSECO INC	83,465.4	51.3	176.9	60.9	-	10.0	9,710.2	3,560.6	2,973.2	66,922.2	-	-	
240	ASHLEY FURNITURE INDUSTRIES INC	83,244.5	-	-	35,193.4	-	1,346.5	-	46,704.6	-	-	-	-	
241	COLGATE-PALMOLIVE CO	83,036.0	15,291.5	-	3,430.5	212.6	54.9	32,201.7	4,146.9	7,334.9	18,203.4	994.5	1,165.2	
242	ANGLO AMERICAN PLC	82,891.4	27,065.9	-	-	14.6	2,411.7	265.0	37,731.2	125.0	-	15,277.2	0.9	
243	BRIDGESTONE CORP	82,879.5	28,263.2	-	11,815.7	639.6	263.0	21,558.3	945.5	-	14,836.6	19.4	4,538.2	
244	QUIZNOS MASTER LLC	82,021.1	-	-	2,831.8	27.8	233.9	28,068.0	8,980.9	6,794.2	34,167.4	-	917.0	
245	AFLAC INC	80,346.2	12,587.5	-	326.3	388.0	134.3	51,303.2	708.1	-	11,294.7	3,578.4	12.6	
246	SHARP CORP	80,040.2	18,636.4	1,550.0	2,776.5	6,747.7	1,215.0	20,678.8	13,116.7	-	15,129.5	-	189.6	
247	JACK IN THE BOX INC	80,003.7	4,902.7	-	140.2	-	1,831.8	-	62,014.9	-	8,428.7	-	2,685.3	
248	SABRE INC	79,444.7	11,918.6	-	11,032.2	12,569.7	5.5	9,283.7	277.8	24.8	30,247.9	4,084.6	-	
249	EXXON MOBIL CORP	79,274.1	13,003.9	-	5,347.8	15,713.6	6,796.9	20,733.4	343.2	-	9,635.7	1,803.9	5,895.7	
250	COLLECTIVE BRANDS INC	79,067.6	23,175.8	228.7	985.1	554.0	20.4	30,940.6	187.1	6,760.8	14,933.0	816.0	466.2	
251	BROWN-FORMAN CORP	78,826.1	45,665.6	6,656.3	3,612.6	142.9	5,746.1	1,509.6	227.0	-	14,323.5	-	942.5	
252	LIBERTY TRAVEL INC	78,009.8	-	479.0	64,718.1	11,534.2	-	-	1,070.2	-	7.8	-	200.5	
253	COMBE INC	77,994.4	1,572.5	-	1.2	-	-	36,693.1	15,075.7	9,325.1	14,893.2	417.2	16.4	
254	TELEPHONE & DATA SYSTEMS INC	77,955.5	116.1	-	24,533.4	-	6,423.9	-	41,502.7	-	-	-	5,379.5	
255	CABLEVISION SYSTEMS CORP	77,540.5	4,774.5	182.4	12,133.3	5,452.4	2,564.4	-	48,141.8	290.4	387.2	164.3	3,449.8	
256	LG GROUP LTD	77,313.7	41,460.2	-	591.6	471.4	1,631.7	18,044.1	292.7	-	14,747.8	-	74.3	
257	COLDWATER CREEK INC	76,259.1	73,163.3	640.5	74.9	-	-	-	2,380.4	-	-	-	-	
258	CONSTELLATION BRANDS INC	75,983.8	15,422.7	-	-	9,210.4	17,556.9	7,040.0	-	9,639.0	14,744.9	-	2,369.9	
259	SCOTTS CO	75,955.8	4,347.6	1,164.8	118.3	1,081.0	46.7	31,563.7	11,058.6	2,480.6	15,710.9	658.6	7,725.1	
260	BACARDI CORP	74,815.0	35,872.1	612.6	2,384.8	1,540.6	6,571.4	-	556.9	-	26,593.4	-	683.3	
261	LIMITED BRANDS INC	74,569.0	6,468.0	-	228.5	313.7	141.2	51,000.5	136.8	6,393.2	9,209.4	605.4	72.4	
262	ELECTRONIC ARTS INC	73,893.9	3,820.3	-	-	167.3	20,583.3	357.3	-	678.9	48,005.1	40.5	241.2	
263	NETFLIX INC	73,356.2	1,514.7	732.2	570.7	54.0	-	24,665.8	209.8	7,677.1	32,211.5	5,585.6	134.8	
264	ADIDAS AG	73,006.1	28,978.3	883.2	1,060.1	315.6	4,483.0	12,097.8	7,587.1	1,936.8	15,064.3	-	599.8	
265	LEVI STRAUSS & CO	72,320.4	40,741.9	324.9	1,517.8	205.6	161.6	15,979.8	643.2	3,450.1	9,156.2	-	139.3	
266	EBAU INC	71,597.3	14,951.1	-	3,384.5	97.4	3,870.0	31,883.9	349.8	8,347.7	8,260.6	-	452.3	
267	RED BULL GMBH	71,001.1	1,466.2	-	-	-	268.2	44,104.8	570.4	4,741.7	19,829.9	-	19.8	
268	EARTHLINK INC	70,855.3	2,789.2	-	106.3	-	1,219.8	70.0	14,797.7	11,469.2	40,403.1	-	-	
269	LA-Z-BOY INC	70,775.3	12,615.1	31.9	35,284.0	184.7	355.6	3,023.5	14,308.8	-	4,780.9	-	190.8	
270	AMERIPRISE FINANCIAL INC	70,409.0	19,437.9	114.4	222.0	3,136.6	147.5	20,314.0	82.4	5.1	24,781.0	1,996.7	171.3	
271	SUNSETTER PDT'S LP	70,274.3	5,060.9	1,398.6	2,104.8	281.1	-	778.0	378.4	496.0	59,776.4	-	-	
272	SARA LEE CORP	70,029.0	14,664.6	3,362.4	168.8	-	725.9	19,743.4	3,285.9	5,127.8	20,356.3	1,004.2	1,589.6	
273	MERVYN'S DEPT STORES	70,012.6	-	-	29,983.9	-	77.5	-	33,583.3	-	-	-	6,367.9	
274	OFFICE DEPOT INC	69,750.4	868.2	633.0	35,540.3	294.5	-	8,449.8	327.3	-	7,771.8	15,770.8	94.8	
275	COUNTRYWIDE FINANCIAL CORP	69,691.2	-	-	29,449.5	1,647.1	181.6	4,547.6	1,201.1	7,451.4	24,858.4	303.0	51.5	
276	METLIFE INC	68,962.1	14,359.4	351.9	7,093.5	748.4	227.6	32,297.5	4,044.4	3,302.4	4,365.9	713.0	1,458.2	
277	LIBERTY MUTUAL INSURANCE CO	68,108.9	16,645.5	1,160.7	1,238.1	2,490.8	98.4	25,525.1	2,040.3	-	18,489.8	350.6	69.7	
278	BLOCKBUSTER INC	68,066.2	371.5	-	172.9	254.4	161.9	48,159.4	484.4	-	17,682.4	-	779.3	
279	GOODYEAR TIRE & RUBBER CO	67,645.0	16,081.9	-	7,261.0	1,377.9	29.2	24,301.1	141.2	557.0	12,550.9	4,840.7	504.0	
280	INTEL CORP	67,441.2	20,365.6	686.1	853.1	6,394.7	4,028.1	24,403.8	26.0	-	9,452.0	-	1,231.7	

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 1000 Companies Ranked by 11 Media Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
281	TD AMERITRADE HOLDING CORP	67,440.7	7,649.5	-	1,979.6	6,725.8	-	33,454.5	18.1	174.5	17,438.7	-	-	-
282	EHARMONY.COM INC	67,306.1	-	-	-	-	-	3,348.5	720.5	1,700.8	59,160.8	2,375.5	-	-
283	SPIN MASTER LTD	67,280.4	-	-	-	-	-	3,711.2	38.9	177.8	63,352.5	-	-	-
284	JM SMUCKER CO	66,966.2	22,809.1	2,379.9	2,738.2	376.8	12.0	14,987.0	5,311.5	8,125.3	7,156.6	1,701.6	-	1,368.3
285	MEDIA NETWORKS INC	66,864.8	66,776.0	88.8	-	-	-	-	-	-	-	-	-	-
286	INTUIT INC	66,261.0	1,157.4	-	37.9	-	344.6	33,823.3	1,956.0	11,651.4	9,285.6	7,595.3	-	409.6
287	MOBILITY PDT'S UNLTD LLC	66,144.6	-	-	-	-	-	877.5	1,212.2	4,578.2	59,476.6	-	-	-
288	FURNITURE BRANDS INT'L INC	65,804.1	25,430.3	122.4	28,092.0	164.1	237.8	-	7,450.1	-	4,285.6	-	-	21.9
289	WYNDHAM WORLDWIDE CORP	65,279.6	17,497.4	1,306.5	4,094.8	3,869.5	14,993.8	4,970.6	829.0	1,907.4	14,258.5	1,030.7	-	521.5
290	INTERCONTINENTAL HOTELS GROUP PLC	64,952.6	9,119.2	615.9	3,314.2	5,880.9	15,070.4	15,953.1	1,031.6	-	13,842.3	125.0	-	-
291	SHERWIN-WILLIAMS CO	64,602.7	17,625.7	815.0	532.5	-	47.4	19,890.6	468.2	1,987.7	19,929.1	2,790.9	-	515.6
292	CKE RESTAURANTS INC	64,154.8	129.2	-	518.0	-	3,670.7	-	56,587.1	-	-	-	-	3,249.8
293	AMGEN INC/WYETH	64,061.3	5,967.7	7,095.0	27.8	-	-	8,006.0	2,687.8	3,534.6	36,742.4	-	-	-
294	CISCO SYSTEMS INC	63,580.1	11,195.7	738.1	55.5	2,402.2	-	41,870.0	171.4	137.6	7,009.5	-	-	-
295	LAGARDERE SCA	63,363.2	53,034.0	46.1	1,520.7	4,273.4	827.4	81.7	594.2	138.1	1,999.3	467.9	-	380.4
296	BERTELSMANN AG/TIME WARNER INC	63,042.0	55,052.7	7,678.8	-	310.4	-	-	-	-	-	-	-	-
297	BMW AG DLR ASSN	63,041.1	1,811.9	218.3	6,196.7	4,307.8	0.9	-	40,424.8	-	-	-	-	10,080.7
298	POLO/RALPH LAUREN CORP	62,669.0	50,659.7	2,001.1	1,765.4	8,210.8	32.0	-	-	-	-	-	-	-
299	TRAVELERS COS INC	62,610.0	16,398.6	-	495.6	1,620.9	226.4	30,820.3	597.2	25.7	12,391.4	-	-	33.8
300	AMERICAN PETROLEUM INSTITUTE	62,420.1	11,866.6	1,069.3	12,002.4	6,429.0	117.6	20,164.7	1,317.7	-	4,337.7	1,813.7	-	3,301.4
301	ENTERPRISE RENT-A-CAR CO	62,008.3	651.7	2,638.6	479.5	3,012.1	277.6	46,859.3	451.7	-	7,612.7	-	-	25.0
302	CHANEL SA	61,963.8	43,549.2	1,775.9	351.0	3,214.3	307.3	4,679.1	6,127.2	1,255.5	704.3	-	-	-
303	DENNYS CORP	61,760.5	42.1	-	33.8	168.6	2,045.1	27,006.3	5,457.4	19,981.4	6,738.8	-	-	287.1
304	RAYMOURS & FLANIGAN FURNITURE CO	61,440.9	8,577.8	-	5,179.4	-	115.5	-	47,568.2	-	-	-	-	-
305	AMR CORP	61,439.4	22,880.6	1,360.5	11,179.1	3,624.7	2,797.6	1,520.1	8,736.1	25.0	7,388.5	770.4	-	1,156.8
306	CHOICE HOTELS INT'L INC	61,207.2	9,270.5	-	506.8	4,849.6	11,650.4	15,680.8	126.6	115.0	15,657.0	3,255.8	-	94.8
307	CALIFORNIA STATE OF	61,080.8	2,461.2	-	10,561.9	723.0	7,238.7	1,236.3	22,820.4	-	7,865.2	-	-	8,174.1
308	COMPAGNIE GENERALE DES MICHELIN	60,830.8	8,945.5	-	630.2	342.8	28.9	26,118.6	1,282.2	22.6	11,154.2	8,067.4	-	4,238.2
309	MCCORMICK & CO INC	60,407.9	38,600.0	4,950.8	-	-	113.9	8,120.9	103.4	1,937.7	6,581.2	-	-	-
310	MENS WEARHOUSE INC	59,634.2	5,347.9	-	236.6	-	26.0	1,058.4	49,872.3	-	2,944.6	-	-	148.4
311	CARMAX INC	59,628.8	-	-	14,184.0	-	583.5	-	42,707.2	-	-	-	-	2,154.1
312	DAIMLER AG LOC DLR	59,308.8	-	-	42,453.8	3,001.1	858.3	-	12,686.8	-	159.7	-	-	149.1
313	PHILLIPS-VAN HEUSEN CORP	59,304.9	40,028.0	3,591.8	65.5	2,719.5	2,763.0	7,960.6	481.2	-	1,695.3	-	-	-
314	VENTURA ENTERTAINMENT ENTERPRISES	58,840.5	-	-	-	-	-	-	21,201.9	-	37,630.9	-	-	7.7
315	PUBLIX SUPERMARKETS INC	58,808.3	4,934.6	-	19,435.3	-	1,821.7	-	32,365.4	-	-	-	-	251.3
316	DICKS SPORTING GOODS INC	58,657.3	4,190.0	-	21,689.7	1,882.4	511.4	12,546.3	3,337.2	-	13,214.7	1,176.0	-	109.6
317	FLORIDA STATE OF	58,313.2	8,436.3	261.0	4,396.3	221.8	6,353.1	9,541.2	14,676.1	-	12,780.2	516.2	-	1,130.8
318	BMW AG LOC DLR	57,889.9	410.7	-	38,324.0	3,296.2	1,542.3	-	14,033.3	-	-	-	-	283.4
319	INT'L DAIRY FOODS ASSN	57,779.5	54,606.2	1,530.4	-	1,591.4	-	-	-	-	-	-	-	51.5
320	ZALE CORP	56,590.3	1,703.4	-	1,385.8	590.7	1,666.6	38,275.3	4,623.6	-	8,323.8	-	-	21.2
321	BLACKSTONE GROUP LP	56,318.7	11,022.2	2,485.8	240.6	18.3	889.1	4,170.3	735.0	-	31,938.9	4,818.1	0.4	-
322	UBS AG	56,204.2	11,076.7	1,049.9	1,364.0	9,826.2	873.0	25,482.8	23.2	5.4	6,465.5	-	-	37.4
323	STIHL HOLDING AG & CO KG	56,161.4	427.6	-	40,155.6	14,376.0	16.2	-	805.2	56.5	303.3	-	-	21.0
324	DIRECTBUY INC	56,029.9	2,378.7	857.0	11,086.5	-	95.8	731.0	15,308.7	5,362.2	19,564.1	608.8	-	37.1
325	AUTOZONE INC	56,012.7	386.8	-	130.5	-	-	13,928.1	373.0	-	15,447.9	25,225.3	-	521.1
326	LIZ CLAIBORNE INC	56,006.6	53,390.1	2,150.4	218.9	132.4	114.8	-	-	-	-	-	-	-
327	MEREDITH CORP	55,796.9	53,287.0	1,598.5	25.1	333.4	195.5	-	349.9	4.3	2.5	0.9	-	-
328	HENKEL KGAA	55,281.1	13,012.3	781.7	28.0	-	95.6	11,031.0	335.4	1,509.6	27,528.9	926.7	-	32.0
329	PPR SA	55,011.8	43,101.2	2,153.2	572.9	3,166.2	333.2	-	146.5	538.7	4,999.9	-	-	-
330	SLEEPY'S INC	54,845.9	-	-	40,473.7	50.0	1,409.8	-	12,912.4	-	-	-	-	-
331	PETMED EXPRESS INC	54,747.8	245.6	-	-	-	-	1,103.3	4.1	-	53,394.8	-	-	-
332	EXPERIAN GROUP LTD	54,591.5	-	-	103.8	386.9	225.0	2,893.5	38.1	878.3	41,553.7	8,512.1	-	-
333	SAFE AUTO GROUP INC	54,557.7	-	-	1.2	-	1,476.7	25.6	52,988.9	37.6	-	-	-	27.7
334	REYNOLDS AMERICAN INC	54,536.2	53,735.3	-	372.3	-	-	-	428.6	-	-	-	-	-
335	UNITEDHEALTH GROUP INC	54,378.4	8,398.0	2,740.6	16,593.1	650.6	2,330.8	1,154.8	14,416.8	5,328.4	696.1	2.4	-	2,066.7
336	SUPERVALU INC	54,363.4	56.0	-	33,577.9	-	1,001.7	-	14,730.2	-	7.2	-	-	4,990.4

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 1000 Companies Ranked by 11 Media Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
337	NEW YORK STATE OF	53,629.7	1,993.8	1,025.8	6,032.2	1,371.6	5,346.0	40.0	34,470.5	-	49.7	-	3,300.1	
338	SUN CAPITAL PARTNERS INC	53,537.8	84.1	-	13,574.7	-	768.5	-	28,723.3	-	6,995.5	-	3,391.7	
339	VOLKSWAGEN AG LOC DLR	53,283.8	-	-	40,745.9	2,969.5	1,688.4	-	7,880.0	-	-	-	-	
340	DEL LAB INC	52,849.1	42,203.0	-	84.4	-	-	2,948.4	53.8	2,739.0	4,725.4	-	95.1	
341	BAIN CAPITAL INC	52,790.3	2,589.4	-	7,431.9	88.3	165.4	25,392.2	1,124.6	4,155.6	11,834.7	-	8.4	
342	PERNOD RICARD SA	52,763.4	29,512.3	842.7	1,731.5	487.3	8,658.8	-	196.2	-	8,047.7	128.8	3,158.2	
343	TIRE RACK INC	52,644.3	52,644.3	-	-	-	-	-	-	-	-	-	-	
344	DYSON INC	52,590.1	7,097.3	782.7	2.7	-	-	32,422.4	34.8	3,030.7	9,219.5	-	-	
345	HOVEROUND CORP	52,111.3	1,301.0	-	-	-	-	7,597.4	930.6	25,067.3	17,215.0	-	-	
346	STARBUCKS CORP	52,086.6	7,150.2	1,257.9	8,700.4	3,178.1	4,346.7	4,899.2	681.8	-	11,180.7	436.6	10,255.1	
347	SHIRE PHARMACEUTICALS GROUP PLC	52,071.8	42,654.0	-	16.2	-	-	1,638.2	301.9	6,613.6	847.9	-	-	
348	DELAWARE CORP	51,784.6	-	92.8	6,616.2	496.7	3.4	446.0	106.7	939.2	43,083.6	-	-	
349	CDW COMPUTER CENTERS INC	51,351.9	19,939.6	-	79.8	11,770.0	7.4	9,111.6	47.6	-	9,676.2	-	719.5	
350	ACCENTURE	51,338.6	25,776.8	-	381.7	7,981.9	9,767.3	4,737.0	259.8	27.0	2,284.5	-	122.6	
351	MATSUSHITA ELECTRIC IND CO LTD	51,327.4	15,227.4	-	5,867.5	7,486.3	3,608.6	2,340.9	12,279.9	-	3,368.3	100.0	1,048.5	
352	CCMG HOLDINGS INC	51,148.7	12,018.9	-	5,357.6	6,637.7	742.5	17,318.1	229.9	-	8,844.0	-	-	
353	SUAREZ CORP	50,868.8	1,744.1	11,812.7	35,166.6	1,101.9	0.7	-	24.3	-	-	1,015.5	3.1	
354	ING GROEP NV	50,743.4	7,144.5	-	423.2	403.2	2,429.2	15,800.8	12,591.1	-	10,972.7	-	978.7	
355	PRADA HOLDINGS NV	50,324.7	47,164.3	2,603.6	37.8	487.5	31.5	-	-	-	-	-	-	
356	GARMIN LTD	50,287.3	23,129.6	-	4.8	3,635.0	-	13,410.4	24.9	-	6,438.6	3,627.3	16.6	
357	WELLS FARGO & CO	49,951.2	2,593.9	-	11,412.4	3,348.4	7,288.6	41.7	17,616.2	-	3.8	4,367.2	3,278.9	
358	ORLANDO FL	49,937.8	28,252.2	-	1,754.1	212.9	315.6	11,045.7	256.4	-	4.3	8,096.5	-	
359	RUBY TUESDAY INC	49,651.5	-	-	9.7	-	541.9	18,755.8	166.8	4,746.2	25,431.1	-	-	
360	MENARD INC	49,274.6	-	-	13,181.8	-	2,368.5	-	33,724.3	-	-	-	-	
361	SUCAMPO PHARMACEUTICALS INC	49,071.5	27,379.7	10,830.2	1,818.3	249.3	-	5,767.6	107.9	654.4	2,264.0	-	-	
362	BERTELSMANN AG	48,871.4	19,440.2	2,071.5	2,531.9	20,338.7	188.0	185.8	122.4	57.2	2,877.5	1,053.7	4.4	
363	MONSTER WORLDWIDE INC	48,740.5	651.2	-	93.2	-	26.7	28,158.4	563.8	848.3	18,397.3	-	1.6	
364	HUMANA INC	48,536.6	36.9	-	28,331.2	-	1,507.5	-	13,303.4	-	4,634.1	-	723.6	
365	TIFFANY & CO	48,273.3	23,423.6	828.0	15,181.2	7,465.2	1,375.4	-	-	-	-	-	-	
366	ITTIERRE SPA	47,995.8	39,896.4	1,372.2	519.7	512.2	1,358.5	-	2,147.2	-	2,189.7	-	-	
367	SKECHERS USA INC	47,931.1	26,184.2	114.4	1.2	-	2,807.1	4,379.9	2,849.2	3,452.8	7,705.7	-	436.7	
368	DEAN FOODS CO	47,716.3	28,545.0	-	130.5	-	1,473.4	5,758.4	3,575.3	991.9	6,840.3	40.0	361.5	
369	ROLEX WATCH CO SA	47,566.4	36,925.9	834.8	118.8	678.6	1,210.6	5,780.9	1,156.9	-	750.6	109.4	-	
370	ACCESS DIABETIC SUPPLY	47,123.8	116.6	-	-	-	-	309.3	2,224.7	1,053.8	43,419.4	-	-	
371	DOW CHEMICAL CO	46,923.1	30,552.0	-	51.4	1,995.4	340.4	2,512.8	227.1	-	10,586.2	346.1	311.7	
372	CRAFTMATIC INDUSTRIES INC	46,839.2	-	-	-	-	-	9.0	1,181.9	110.4	45,537.9	-	-	
373	HARTFORD FIN SVC GROUP INC	46,817.3	21,352.6	911.6	3,492.8	3,039.0	186.0	17,323.0	35.5	-	36.4	237.1	203.3	
374	ROCHE HOLDING LTD	46,773.9	25,175.1	-	866.2	-	182.4	9,094.5	4,437.7	3,423.4	3,377.6	-	217.0	
375	TECHNOBRANDS INC	46,664.4	25,650.7	20,915.0	7.7	90.9	-	-	-	-	-	-	-	
376	MOBIT INC	46,500.3	-	-	-	-	-	33.3	196.1	514.0	45,756.9	-	-	
377	SPORTS AUTHORITY INC	46,364.5	-	-	34,979.1	1,452.5	69.1	1,650.8	6,006.5	-	901.3	205.0	1,100.1	
378	WORLD RESERVE MONETARY EXCHANGE	46,290.0	-	-	41,352.2	4,937.8	-	-	-	-	-	-	-	
379	BIG LOTS INC	46,189.8	-	-	6,847.5	-	124.5	10,393.3	11,558.5	676.2	16,561.5	-	28.3	
380	ELIZABETH ARDEN INC	46,007.1	33,663.2	228.7	116.8	33.0	55.1	3,522.1	80.6	3,275.3	4,724.2	-	308.2	
381	MERCK & CO INC/SANOFI-AVENTIS	45,751.4	6,809.9	689.8	5.8	-	-	18,070.0	7,305.2	4,098.7	8,771.9	-	-	
382	STARWOOD HOTELS&RESORTS WRLDWD INC	45,591.2	23,112.6	3,121.2	6,840.9	5,151.7	6,137.0	-	622.8	-	604.9	-	-	
383	SIX FLAGS INC	45,567.0	15.4	-	1,819.7	-	3,449.4	-	38,995.5	-	51.9	-	1,235.0	
384	SAKS INC	45,299.8	23,442.3	965.6	12,622.2	7,473.1	79.4	-	346.9	-	-	118.0	252.3	
385	DISCOVERY COMMUNICATIONS LLC	45,259.2	29,143.6	870.3	672.3	3,229.8	2,085.1	453.4	974.1	87.0	5,312.4	986.4	1,444.9	
386	HSBC HOLDINGS PLC	45,167.1	2,015.2	-	9,883.0	1,452.1	16,785.4	842.8	2,009.0	85.1	11,657.9	-	436.6	
387	CONAIR CORP	45,080.6	24,273.5	-	128.2	-	16.5	1,816.4	753.8	4,771.4	13,320.9	-	-	
388	PEP BOYS MANNY MOE & JACK	44,973.6	-	-	36,604.7	-	-	1,682.8	192.9	314.2	3,013.2	2,468.5	697.4	
389	NIKON CORP	44,970.2	29,905.8	-	4,910.0	979.8	19.2	6,248.7	3.1	-	2,903.5	-	-	
390	ORECK CORP	44,583.9	5,789.1	8,859.5	9,709.6	41.1	77.2	1,348.3	3,083.1	6,710.4	6,955.1	2,010.6	-	
391	STANLEY STEEMER INTL	44,349.5	-	-	170.3	-	4.6	4,617.7	31,352.2	4,929.8	3,275.0	-	-	
392	EASTMAN KODAK CO INC	44,290.7	31,079.2	5,772.2	2,241.8	1,150.6	2,375.0	1,665.8	-	-	-	-	6.1	

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 1000 Companies Ranked by 11 Media Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
393	WARNER CHILCOTT ACQUISITION LTD	44,205.7	2,084.6	-	-	-	-	28,552.8	246.4	6,928.1	6,393.8	-	-	
394	BAYER CORP/GLAXOSMITHKLINE PLC	44,062.3	1,146.0	-	73.3	-	-	17,494.1	1,662.4	415.8	23,270.6	-	-	
395	SYLVAN LEARNING SYSTEMS INC	43,727.4	-	-	78.9	-	201.4	3,510.5	19,297.7	50.4	20,408.4	-	-	180.1
396	CORINTHIAN COLLEGES INC	43,667.0	168.5	-	342.7	-	245.8	864.5	30,581.8	4,776.9	6,676.8	-	-	10.0
397	OTSUKA AMERICA PHARM INC	43,131.2	4,522.6	-	1.2	-	-	1,357.8	1,296.4	3,024.2	32,928.9	-	-	
398	UNITED ONLINE INC	43,087.0	-	-	-	168.6	-	9.6	831.3	14,393.9	27,130.6	552.9	-	
399	TEXAS INSTRUMENTS INC	42,970.9	-	-	4.6	-	47.4	30,914.7	39.5	-	10,618.1	800.0	-	546.5
400	JW CHILDS ASSOC LP	42,669.2	3,645.9	24.9	974.1	264.3	479.4	4,343.5	1,875.8	697.4	29,252.4	941.3	-	170.4
401	HORMEL FOODS CORP	42,651.4	27,367.5	-	5.0	2.1	267.9	1,783.9	2,438.3	-	9,934.2	-	-	852.6
402	CHOCOLADEFABRIKEN LINDT&SPRNG AG	42,597.8	9,425.4	476.8	113.2	-	-	9,741.0	192.5	14,092.4	8,556.5	-	-	
403	AMERICAN STANDARD COS INC	42,579.2	7,932.7	-	17,648.2	-	545.9	5,973.4	4,355.3	-	5,052.4	-	-	1,071.4
404	SUNTRUST BANKS INC	42,489.0	738.5	-	25,429.4	1,429.4	219.7	-	4,292.6	27.0	0.0	-	-	10,352.3
405	LONDON INSURANCE GROUP	42,288.5	-	-	-	-	-	-	98.2	-	42,190.3	-	-	
406	RITE AID CORP	42,247.8	3,260.1	-	38,051.9	59.4	157.9	-	562.2	-	21.3	-	-	135.0
407	ROCK HOLDINGS INC	42,199.2	-	-	2,042.3	-	228.5	1,548.9	2,174.8	10,798.1	20,423.7	4,951.0	-	31.9
408	VACATIONS ONLY INC	41,952.1	-	-	-	-	172.3	-	2,415.5	2,523.8	36,840.5	-	-	
409	MITSUBISHI MOTORS CORP LOC DLR	41,621.6	-	-	33,574.9	-	576.4	-	7,470.3	-	-	-	-	
410	SENIOR LENDING NETWORK	41,332.3	-	-	-	-	-	105.1	5,560.8	1,264.6	34,401.8	-	-	
411	BISELL INC	41,151.3	5,493.5	485.4	-	278.3	-	5,171.4	171.5	538.3	29,012.9	-	-	
412	INAMED CORP	41,002.7	-	-	718.2	-	-	20,738.9	3,144.9	1,369.8	15,031.0	-	-	
413	MOVADO GROUP	40,974.9	37,910.4	182.4	323.1	1,910.9	646.3	-	1.9	-	-	-	-	
414	ROSS STORES INC	40,875.6	-	-	49.0	-	103.5	-	40,690.9	-	-	-	-	32.3
415	KOHLER CO	40,417.8	20,833.0	1,735.3	443.9	11.8	147.5	5,377.9	1,260.1	-	9,712.7	-	-	895.7
416	INBEV	40,276.7	13,598.6	-	152.6	168.6	5,843.6	1,627.9	7,494.2	-	6,766.5	-	-	4,624.7
417	JG WENTWORTH SECURITIES INC	40,170.8	-	-	-	-	-	902.3	5,660.2	16,149.9	17,458.5	-	-	
418	PC RICHARD & SON INC	39,869.8	-	-	35,564.9	81.9	-	-	4,223.0	-	-	-	-	
419	NEWELL RUBBERMAID INC	39,850.0	11,287.9	-	6.9	-	12.8	1,137.8	3,252.1	3,921.8	20,183.9	0.9	-	46.0
420	BERTELSMANN AG/SONY CORP	39,762.3	10,689.6	343.0	253.8	793.0	85.3	660.9	1,661.2	-	328.3	24,535.5	289.5	122.4
421	REGIONS FINANCIAL CORP	39,579.9	2,815.4	-	14,858.4	78.0	2,418.3	31.5	11,177.9	-	1,575.5	-	-	6,624.9
422	NORDSTROM INC	39,569.5	22,951.7	2,442.1	10,185.5	820.2	214.1	-	-	-	-	-	313.6	2,642.3
423	DAIRY MGT INC	39,425.1	-	-	5.7	711.4	187.3	15,323.4	3,946.8	4,039.1	9,202.5	-	-	6,009.0
424	FUJI HEAVY INDUSTRIES LTD LOC DLR	39,413.8	-	-	31,373.0	529.9	303.8	-	7,149.3	-	-	-	-	57.7
425	PPG INDUSTRIES INC	39,346.4	7,233.3	-	33.5	-	-	14,589.7	8,119.1	5,343.6	4,027.2	-	-	
426	ASTELLAS US LLC/GLAXOSMITHKLINE PLC	39,120.6	14,715.5	1,370.8	-	-	-	13,600.3	396.3	4,082.8	4,954.9	-	-	
427	DELTA AIRLINES INC	38,759.8	14,031.9	-	3,268.3	8,493.3	7,705.6	83.0	4,337.1	12.9	611.0	-	-	216.8
428	H J HEINZ CO	38,677.5	26,356.1	1,105.7	477.8	623.0	137.6	4,920.5	3,040.4	1,586.2	31.6	-	398.6	-
429	NATIONAL ASSN OF REALTORS	38,677.4	-	-	2,536.8	259.8	85.4	22,241.1	886.3	-	4,708.7	7,959.2	-	
430	PETSMART INC	38,649.7	-	-	415.4	-	-	13,830.6	1,063.2	8,059.5	10,856.3	3,235.7	-	1,189.0
431	LISTEN UP INC	38,619.6	1,357.4	2,182.8	733.5	-	-	4,370.6	105.3	1,826.8	28,043.1	-	-	
432	WEINSTEIN CO INC	38,502.8	726.9	-	7,777.3	2,376.1	202.8	8,477.8	1,150.7	3,550.0	10,838.2	160.8	-	3,242.2
433	AMERICAN AUTOMOBILE ASSN	38,275.1	605.4	417.3	15,077.8	447.3	2,575.0	-	17,076.9	474.8	24.8	121.3	1,454.4	-
434	LOEWS CORP	37,867.9	33,692.1	478.3	505.6	82.6	365.7	205.1	134.3	413.2	1,856.5	68.8	-	65.9
435	MAZDA MOTOR CORP DLR ASSN	37,568.9	-	-	8,949.1	-	-	-	24,530.6	-	-	-	-	4,089.1
436	VALENTINO FASHION GROUP SPA	37,521.2	36,354.5	616.1	135.1	71.5	344.0	-	-	-	-	-	-	
437	PNC FINANCIAL SERVICES GROUP INC	37,295.9	371.6	-	15,737.0	1,328.6	207.6	-	13,752.4	-	-	-	-	5,898.8
438	LA WEIGHT LOSS CENTERS	37,279.3	2,186.7	-	828.3	109.7	-	-	33,444.6	-	190.6	-	27.0	492.3
439	FIFTH THIRD BANCORP	37,160.7	869.2	-	29,043.8	-	1,810.8	-	4,539.2	-	-	-	-	897.7
440	A&E TV NETWORKS INC	37,067.4	15,749.1	1,828.4	650.7	1,525.1	6,515.9	1,318.6	356.0	-	2,702.1	2,450.0	-	3,971.6
441	TYCO INTL LTD	37,018.5	893.5	-	1,646.2	1,075.1	587.7	15,125.5	161.2	-	17,520.0	-	-	9.4
442	SIRIUS SATELLITE RADIO INC	36,953.9	2,069.9	-	4,462.1	3,285.4	71.2	17,423.9	96.3	-	8,045.0	-	-	1,500.1
443	COMPUSA INC	36,774.4	747.3	-	26,899.8	4,508.1	41.6	-	-	-	-	-	165.9	4,411.6
444	TOSHIBA CORP	36,724.5	15,424.5	-	249.6	5,597.2	596.9	4,888.8	3,368.9	252.5	5,301.8	-	-	1,044.3
445	LAS VEGAS NV	36,673.1	8,910.8	-	607.4	451.3	9.0	10,156.9	3,719.6	10.8	12,807.4	-	-	
446	MACNEIL AUTOMOTIVE PDTS	36,512.7	36,512.7	-	-	-	-	-	-	-	-	-	-	
447	CAREERBUILDER LLC	36,429.0	1,927.8	-	315.1	463.5	36.9	29,006.5	820.0	-	3,841.8	-	17.4	-
448	OCEAN SPRAY CRANBERRIES INC	36,302.9	-	-	33.6	-	8.5	21,133.5	4,992.8	566.2	9,568.3	-	-	

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 1000 Companies Ranked by 11 Media Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
449	BARCLAYS PLC	36,248.9	8,334.3	800.5	456.5	13,011.1	1,231.5	8,186.6	611.1	-	3,617.3	-	-	-
450	NORWEGIAN CRUISE LINES	36,173.1	11,788.5	-	6,603.8	145.9	-	8,325.4	49.5	88.7	6,000.4	-	-	3,170.9
451	COUNTRY HOME PDT'S INC	36,169.6	3,179.1	910.3	127.6	-	-	-	436.5	1,444.8	30,071.3	-	-	-
452	NATIONAL CITY CORP	35,959.8	15.4	-	13,154.7	265.5	5,708.2	60.0	7,793.2	37.2	3,793.1	-	-	5,132.4
453	CLEAR CHANNEL COMMUNICATIONS INC	35,920.3	111.7	-	2,146.3	7,755.6	21,396.6	-	4,465.8	-	-	44.3	-	-
454	MASSACHUSETTS MUTUAL LIFE INS CO	35,871.5	8,807.1	-	145.6	5,190.6	55.4	12,517.9	1,019.5	47.2	7,886.7	-	-	201.5
455	MEDA AB	35,748.7	17,777.3	-	-	-	-	5,028.6	1,822.6	6,164.9	4,955.4	-	-	-
456	3M CO	35,603.0	11,920.5	120.7	763.2	-	79.4	886.3	8,076.0	1,730.4	11,942.4	-	-	84.1
457	CHAMPION WINDOW MFG CO	35,315.8	561.1	88.7	26,238.4	-	247.4	-	8,180.1	-	-	-	-	-
458	NEIMAN MARCUS GROUP INC	35,289.7	25,166.9	1,172.7	4,636.6	3,358.7	296.0	-	9.2	17.2	-	-	-	632.5
459	NRDC EQUITY PARTNERS LLC	35,287.5	11,340.8	457.4	14,941.6	7,723.3	495.0	-	0.6	-	-	-	-	328.8
460	YELL GROUP PLC	35,006.7	-	-	67.4	-	1,534.8	24,623.6	21.5	-	8,608.3	-	-	151.1
461	MGM MIRAGE	34,954.0	16,708.7	993.2	3,278.7	1,700.2	6,796.7	125.2	3,238.1	-	1,236.1	-	-	877.1
462	FURNITURE ROW CO	34,904.7	-	-	8,556.2	-	109.0	-	26,239.4	-	-	-	-	-
463	SUZUKI MOTOR CO LTD LOC DLR	34,844.2	-	-	11,749.5	-	685.4	-	21,247.1	-	-	-	-	1,162.3
464	MEDIFAST INC	34,740.9	31,795.5	-	53.6	-	-	-	156.5	112.6	2,549.0	6.0	-	67.8
465	H GROUP HOLDING INC	34,629.1	10,556.3	545.9	2,912.6	8,228.1	4,079.9	636.4	9.7	-	5,138.2	2,443.5	78.5	-
466	PITTSTON CO	34,618.4	-	-	246.6	-	2.5	-	1,363.1	982.6	32,018.3	-	-	5.3
467	AVIS BUDGET GROUP INC	34,584.7	5,833.0	-	2,673.3	3,251.3	327.1	6,087.6	1,287.1	-	13,801.9	726.7	-	596.6
468	HELIO LLC	34,201.7	14,065.9	-	239.7	-	4,941.4	-	0.2	-	13,670.0	989.0	-	295.5
469	MAKE-A-WISH FOUNDATION	34,170.9	846.5	-	1,449.7	-	22.7	31,686.5	165.1	-	0.5	-	-	-
470	MAXODERM	34,152.6	5,121.6	974.7	3,265.4	341.6	-	4,641.0	225.0	2,947.1	16,599.8	-	-	36.3
471	GOLDENWEST DIAMOND CORP	34,117.1	-	-	395.8	-	-	203.0	27,827.1	91.5	5,599.8	-	-	-
472	ST MAARTEN SPIRITS LTD	34,035.9	29,560.4	-	15.8	-	1,836.7	-	-	-	2,622.9	-	-	-
473	MEIJER COMPANIES LTD	33,964.3	18.0	-	18,471.5	-	402.8	-	15,072.1	-	-	-	-	-
474	PHARMACEUTICAL RESEARCH&MFR/AMERICA	33,762.2	302.2	-	943.6	634.8	22.5	16,079.9	1,229.0	6,363.9	8,169.9	-	-	16.4
475	ACTIVISION PUBLISHING INC	33,703.0	2,618.7	-	-	-	5.7	6,709.0	129.3	5,927.3	18,313.0	-	-	-
476	MIRALUS HEALTHCARE	33,643.8	-	-	-	-	-	-	416.0	17,659.7	15,568.1	-	-	-
477	PORSCHE AG	33,544.0	21,463.3	104.0	451.3	11,105.8	-	384.0	1.8	-	33.9	-	-	-
478	ROYAL AHOULD NV	33,501.7	181.8	-	6,429.2	-	933.9	-	19,622.1	-	2.6	-	-	6,332.0
479	CALLAWAY GOLF CO	33,482.1	25,779.4	114.4	80.6	221.8	-	3,232.5	285.5	-	3,679.8	88.2	-	-
480	ALTRIA GROUP INC	33,451.0	2,676.3	-	18.9	41.1	320.7	17,479.8	2,054.1	4,057.5	5,649.3	1,091.0	62.2	-
481	NBTY INC	33,400.8	13,325.2	285.1	97.7	-	10.1	-	110.4	154.0	19,353.8	46.9	-	17.7
482	BROADCASTING MEDIA PARTNERS INC	33,306.4	215.6	-	1,296.9	1,316.1	1,112.8	-	25,083.3	-	4,281.8	-	-	-
483	FRANKLIN RESOURCES INC	33,164.8	11,610.9	-	924.2	4,259.2	117.2	11,847.0	46.7	-	3,793.9	513.0	52.8	-
484	BALLY TOTAL FITNESS HOLDINGS CORP	33,157.5	586.1	-	316.6	16.1	75.9	-	15,071.3	2,580.0	14,030.5	-	-	481.0
485	PRINCIPAL FINANCIAL GROUP	33,104.8	11,772.6	368.0	15.7	1,588.1	656.8	13,252.3	164.7	-	5,286.7	-	-	-
486	XEROX CORP	33,031.6	14,493.1	-	21.1	2,708.8	1,581.1	10,170.9	31.6	25.2	3,887.4	112.5	-	-
487	RENT-A-CENTER INC	33,011.6	-	-	33.8	-	7.9	8,230.0	3,827.2	9,485.9	7,706.5	3,571.4	149.0	-
488	LL BEAN INC	32,991.3	11,824.8	298.6	2,239.6	55.2	5.6	13,911.9	1,085.0	-	2,354.3	-	-	1,216.3
489	BON-TON STORES INC	32,987.3	133.3	-	19,054.5	-	208.4	-	13,591.1	-	-	-	-	-
490	DEVRY INC	32,961.7	15.2	52.0	216.7	26.3	100.7	33.2	1,788.0	14,278.2	15,979.6	-	-	471.9
491	TEXAS STATE OF	32,921.1	12,852.0	333.3	1,529.7	-	6,096.9	-	8,687.3	-	2,455.9	-	-	966.0
492	SEIKO CORP	32,862.0	22,798.4	-	1,574.7	659.8	555.7	2,893.7	371.1	-	4,008.7	-	-	-
493	HEILIG-MEYERS CO	32,836.8	-	-	13,189.4	-	-	-	19,051.2	-	-	-	-	596.2
494	GUESS INC	32,675.5	32,237.6	-	-	437.9	-	-	-	-	-	-	-	-
495	DEUTSCHE POST AG	32,662.9	12,092.6	-	712.2	3,202.5	320.9	11,998.6	123.5	-	4,193.4	-	-	19.2
496	MBI INC	32,656.6	13,628.2	18,462.4	556.0	-	-	-	-	-	-	10.0	-	-
497	ACE HARDWARE CORP	32,655.7	235.2	-	7,782.7	205.6	1,507.5	9,809.2	1,908.3	38.0	8,163.1	2,177.1	829.1	-
498	APOLLO MGT LP	32,626.1	11,028.8	-	2,541.8	3,246.4	30.8	7,278.7	54.3	5.0	8,440.2	-	0.1	-
499	MERRILL LYNCH & CO INC	32,566.9	13,120.4	275.6	3,586.4	5,538.7	15.1	5,797.3	6.2	-	4,227.2	-	-	-
500	XM SATELLITE RADIO HOLDINGS INC	32,367.0	7,966.9	-	42.4	1,539.5	979.0	7,751.9	1,470.4	98.6	12,284.7	-	-	233.6
501	HAVERTY FURNITURE COS INC	32,317.1	4,235.9	-	13,309.2	-	20.4	-	14,751.7	-	-	-	-	-
502	1-800 CONTACTS INC	32,096.3	360.7	-	53.8	-	-	-	212.4	6,535.0	23,484.3	1,450.1	-	-
503	YARI FILM GROUP	32,010.6	123.2	122.4	6,622.8	794.2	1,326.9	6,081.1	4,103.1	446.6	10,924.7	310.0	1,155.7	-
504	JELD-WEN INC	31,549.2	11,565.1	-	1,715.6	-	1,542.6	8,370.0	5,567.3	157.8	1,532.9	-	1,097.9	-

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 1000 Companies Ranked by 11 Media Dollars (000)											
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
505	VALSPAR CORP	31,360.0	6,833.2	-	1.5	-	-	17,271.1	14.7	-	7,239.6	-	-
506	JONES FINANCIAL COS LLLP	31,148.8	8,830.2	-	1,815.0	-	378.8	8,823.7	68.8	-	10,854.8	-	377.4
507	YAMAHA CORP OF JAPAN	31,139.5	7,341.7	-	618.3	538.3	29.5	10,188.5	1,609.4	209.3	10,523.7	-	80.9
508	VTECH INDUSTRIES LLC	31,135.3	4,181.2	-	-	-	-	9,415.1	180.7	5,894.0	11,464.3	-	-
509	TYSON FOODS INC	31,014.1	2,714.4	-	29.8	311.5	243.0	11,415.9	5,599.1	-	6,766.9	-	3,933.6
510	NISSAN MOTOR CO LTD DLR ASSN	30,975.9	207.1	-	20,203.3	4,035.4	154.8	-	2,483.2	-	-	-	3,892.0
511	GIORGIO ARMANI SPA	30,965.5	25,678.0	1,312.3	303.8	1,414.8	2,256.6	-	-	-	-	-	-
512	TVATLAS.COM	30,742.9	-	-	-	-	-	2,154.5	617.0	348.0	27,623.4	-	-
513	UNIVERSAL MEDIA SYNDICATE	30,692.8	582.8	23,635.8	6,474.3	-	-	-	-	-	-	-	-
514	NATIONAL FOOTBALL LEAGUE PROP INC	30,641.5	5,449.7	-	1,094.0	6,159.9	261.1	1,381.6	2,597.7	34.3	13,235.0	87.8	340.4
515	KAISER PERMANENTE	30,523.5	101.0	158.7	4,892.3	217.6	2,432.5	-	19,121.7	-	1.6	-	3,598.2
516	MIDAS INC	30,430.5	-	-	261.9	-	95.1	10,459.7	3,918.0	6,204.2	7,564.0	-	1,927.7
517	SWATCH GROUP LTD	30,290.3	20,059.6	788.2	663.1	5,514.9	1,338.7	393.2	48.8	-	1,483.8	-	-
518	SIEMENS AG	30,289.6	13,777.9	-	2,001.7	5,037.0	1,360.7	2,936.8	463.4	4.4	4,167.4	518.8	21.6
519	TEACHERS INSURANCE & ANNUITY ASSN	30,209.7	8,531.3	-	838.1	239.9	242.5	15,921.3	1,427.3	50.3	2,020.5	-	938.6
520	SUN-DIAMOND GROWERS OF CA	30,141.1	1,591.6	-	31.0	-	35.2	8,950.5	628.1	3,731.4	15,173.4	-	-
521	US RARE COIN & BULLION RESERVE	29,931.2	1,993.8	31.9	27,408.0	488.5	9.1	-	-	-	-	-	-
522	APOLLO GROUP	29,847.4	-	-	373.2	72.4	186.0	18,041.0	758.4	2,086.0	8,007.8	-	322.7
523	AMC ENTERTAINMENT INC	29,792.4	-	-	29,652.6	0.9	124.3	-	-	-	-	-	14.6
524	FERRERO SPA	29,653.1	5,753.6	-	-	-	-	9,043.4	167.7	8,621.7	6,066.6	-	-
525	RAZOR & TIE DIRECT LLC	29,590.1	17.6	-	31.6	-	1.2	95.0	654.2	1,048.4	27,742.1	-	-
526	RODALE INC	29,513.3	26,501.8	218.3	1,806.9	856.6	92.1	-	-	-	-	37.5	-
527	CHECKERS DRIVE-IN RESTAURANTS INC	29,037.1	760.1	-	50.0	-	1,311.8	-	26,912.0	-	3.2	-	-
528	BOSTON BEER CO	29,030.8	139.2	-	80.1	-	607.1	1,366.7	497.5	-	25,886.7	-	453.5
529	PINNACLE FOODS GROUP INC	28,957.5	5,142.7	1,744.5	-	-	0.6	8,866.4	161.0	4,639.4	8,080.6	23.8	298.6
530	FOOT LOCKER INC	28,716.8	16,279.7	-	142.3	-	2,208.1	234.4	1,645.1	11.6	7,257.8	-	937.8
531	ACADEMY CORP	28,621.3	-	-	20,933.9	-	1,079.6	-	6,607.8	-	-	-	-
532	MEXICO REPUBLIC OF	28,578.3	12,864.0	697.5	7,259.2	728.2	2,940.6	76.1	2,517.9	-	683.8	-	811.0
533	METRO PCS INC	28,484.8	-	-	975.3	-	7,669.0	-	15,818.2	-	-	-	4,022.3
534	GUILLEMOT INTL	28,344.2	5,198.5	-	-	-	-	6,934.3	96.3	425.3	15,689.9	-	-
535	NEW YORK NY	28,314.0	2,333.6	493.0	9,066.0	2,303.1	3,450.1	-	9,883.7	-	214.3	-	570.1
536	JONES APPAREL GROUP INC	28,228.6	22,878.0	-	1,988.5	2,691.5	257.5	-	302.7	-	-	-	110.3
537	BOSCOVS DEPT STORES INC	28,202.4	454.3	-	19,817.3	-	-	-	7,859.7	-	-	-	71.1
538	V&S VIN-SPIRIT	28,182.9	19,157.0	1,299.0	624.9	-	2,569.0	-	17.5	-	4,465.6	-	50.0
539	FISHER INVESTMENTS INC	28,146.9	1,095.6	482.2	18,060.2	5,995.9	29.9	-	521.0	75.2	1,886.9	-	-
540	BOEING CO	28,117.8	2,079.9	-	2,945.9	584.9	687.9	10,989.5	3,386.1	-	7,393.3	-	50.4
541	STEIN MART INC	28,083.8	1,679.6	-	16,248.3	-	-	-	3,378.7	-	4,756.9	250.1	1,770.2
542	HHGREGG SUPER STORES	28,015.2	-	-	12,377.5	-	1,980.3	-	13,657.5	-	-	-	-
543	UNITED TECHNOLOGIES CORP	27,882.8	5,115.6	233.3	2,592.8	5,877.3	497.3	1,739.1	3,533.1	38.5	5,884.4	512.2	1,859.2
544	COTTON INC	27,809.8	11,768.2	-	-	2,522.7	540.2	733.7	570.1	116.6	206.4	7,550.4	-
545	SANDALS RESORTS INTL	27,601.8	15,361.8	-	-	-	-	13.0	9,863.1	0.9	-	6,164.7	-
546	BLUEHIPPO FUNDING LLC	27,569.3	240.1	1,088.0	54.4	-	-	-	2,018.4	5,549.5	18,618.9	-	-
547	ETHAN ALLEN INTERIORS INC	27,511.6	71.3	1,654.9	5,019.3	149.8	428.9	7,397.2	2,112.0	3,370.5	7,259.0	-	48.6
548	AMERICAN LEGACY FOUNDATION	27,509.9	1,796.1	-	0.3	-	-	-	5,049.9	5.5	20,051.4	326.8	280.0
549	LIPPINCOTT INC	27,498.8	44.1	-	14.5	-	-	61.0	1,467.3	3,259.7	22,652.3	-	-
550	ARMSTRONG HOLDINGS INC	27,455.7	24,102.7	-	61.2	-	-	-	13.4	165.2	3,113.2	-	-
551	MAACO ENTERPRISES INC	27,413.1	-	-	855.6	-	31.6	-	26,515.4	10.5	-	-	-
552	LINENS N THINGS INC	27,400.6	69.9	-	20,731.0	1,501.1	-	2,865.6	380.5	1,071.3	781.2	-	-
553	BASF AG	27,342.8	20,386.2	-	-	3,786.6	30.5	-	1,019.9	-	254.6	363.5	1,501.6
554	LEAP WIRELESS INTL INC	27,248.3	-	-	573.8	-	2,664.1	-	13,654.1	29.4	-	-	10,327.0
555	PRICELINE.COM INC	27,181.7	698.1	-	176.8	2,236.2	-	1,027.0	17.7	859.9	22,166.1	-	-
556	BREITLING SWITZERLAND	27,018.2	25,520.5	-	12.8	1,126.7	202.6	-	155.6	-	0.0	-	-
557	BIC SOCIETE	27,007.0	10,367.0	-	21.1	-	-	8,107.8	165.2	5,041.0	2,792.9	-	512.2
558	APPLIANCE FACTORY OUTLET	26,967.7	-	-	26,703.3	-	-	-	264.4	-	-	-	-
559	EVERCORE PARTNERS INC	26,967.6	26,298.6	92.2	-	-	574.4	0.0	2.4	-	-	-	-
560	OBESITY RESEARCH INSTITUTE LLC	26,954.0	108.9	-	-	-	-	2,418.0	872.4	2,753.4	20,801.3	-	-

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 1000 Companies Ranked by 11 Media Dollars (000)											
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
561	PENNSYLVANIA COMMONWEALTH OF	26,508.9	1,044.0	-	8,167.7	68.0	3,679.9	-	13,493.1	-	-	-	56.1
562	SIT N SLEEP CENTERS INC	26,491.6	-	-	14,693.3	-	24.4	-	11,774.0	-	-	-	-
563	AMERICAN CANCER SOCIETY	26,337.6	7,903.3	353.5	972.0	320.8	250.7	9,958.6	1,315.9	483.0	4,258.7	-	521.2
564	JACKSON HEWITT TAX SERVICE INC	26,323.4	419.3	-	103.9	-	1,197.3	6,527.2	10,965.2	2,826.6	950.0	-	3,333.9
565	UNIVERSAL ORLANDO	26,321.3	-	-	1,984.9	-	-	87.5	3,330.1	1,034.3	19,884.6	-	-
566	BOISE CASCADE PDTS CORP	26,231.1	529.0	-	19,728.9	2,617.7	-	133.6	1,205.4	-	42.6	1,900.3	73.6
567	JOSEPH ENTERPRISES INC	26,090.7	187.0	-	96.2	-	-	682.6	15,115.3	2,099.3	7,841.7	68.5	-
568	NATIONAL CONSUMER MARKETING LLC	26,085.0	876.8	24,642.4	114.4	16.0	-	-	13.3	241.6	180.5	-	-
569	CANCER TREATMENT CENTER	25,992.2	-	-	243.8	-	26.9	1,629.8	9,420.1	8,146.3	6,525.4	-	-
570	PETROLEOS DE VENEZUELA SA	25,876.5	5,863.0	1,035.4	1,796.0	1,399.5	1,521.6	1,109.9	8,546.7	-	2,549.1	937.5	1,117.8
571	PUBLIC STORAGE MGT INC	25,770.6	-	-	3.9	-	6.8	9.5	23,819.8	-	1,537.4	-	393.2
572	UST INC	25,718.7	24,786.4	-	903.8	-	20.0	-	8.5	-	-	-	-
573	MICHAELS STORES INC	25,639.5	9,036.2	-	14,098.9	856.8	173.4	-	1,411.1	44.0	-	-	19.1
574	ASSET MARKETING SERVICES INC	25,567.9	23,051.1	1,517.7	820.5	178.6	-	-	-	-	-	-	-
575	BURBERRY LTD	25,565.2	24,013.9	1,019.2	219.2	312.9	-	-	-	-	-	-	-
576	VIDEO PROFESSOR INC	25,349.5	-	-	-	-	-	494.4	883.3	821.5	23,150.3	-	-
577	CREDIT SUISSE GROUP	25,305.1	8,703.1	-	54.0	5,659.2	-	353.3	365.8	813.7	9,356.1	-	-
578	AMERICAN CHEMISTRY COUNCIL INC	25,215.3	17,111.0	1,086.0	-	777.3	396.6	831.6	569.0	-	4,404.6	-	39.2
579	NATIONAL CATTLEMEN'S BEEF ASSN	25,183.5	21,817.1	-	-	-	133.1	-	-	35.4	-	2,952.0	246.0
580	JOHNSON & JOHNSON/MERCK & CO	25,081.8	-	-	-	-	-	17,056.9	957.7	3,424.3	2,998.0	644.8	-
581	LAND O LAKES INC	25,074.0	11,608.3	5,297.0	-	-	22.7	-	340.7	-	299.0	-	7,506.4
582	PELLA CORP	25,056.3	11,169.7	1,559.5	6,155.2	-	76.9	-	202.6	-	283.6	5,608.9	-
583	NATIONAL AMUSEMENTS/TIME WARNER INC	25,030.4	8,560.5	-	9,719.6	-	5,531.0	0.0	2.8	-	447.2	-	769.3
584	BEST WESTERN INTL INC	24,940.9	1,487.1	201.2	324.8	1,449.1	7,069.5	157.2	162.2	1,095.0	12,994.7	-	-
585	BARR PHARMACEUTICALS INC	24,752.1	12,255.8	-	5.1	-	-	169.6	9,180.2	-	3,130.4	2.0	8.9
586	KLEIN-BECKER USA	24,746.7	13,315.0	8,981.6	92.9	-	-	-	44.2	1,542.6	770.3	-	-
587	MAXIMIZER HEALTH PDTs	24,634.7	3,301.2	-	-	-	-	-	419.4	6,878.2	14,035.9	-	-
588	AEON GROUP	24,575.8	7,937.0	-	3,668.3	1,469.2	-	11,380.2	31.1	-	-	-	90.0
589	MATRIXX INITIATIVES INC	24,571.3	1,721.7	631.0	-	-	-	11,538.3	316.3	3,449.5	5,365.0	1,549.5	-
590	GENUINE PARTS CO	24,554.4	-	-	283.0	1,820.6	393.5	12,198.6	681.7	-	3,601.7	5,164.6	410.6
591	CONTINENTAL AIRLINES INC	24,516.3	4,602.6	992.6	6,164.0	4,573.6	5,645.9	92.7	2,056.4	7.7	19.4	-	361.5
592	ASICS CORP	24,382.6	23,509.2	114.4	0.6	250.4	507.8	-	0.2	-	-	-	-
593	MASCO CORP	24,288.4	19,665.8	-	261.1	-	12.1	-	818.8	-	3,530.6	-	-
594	MEDIAMAX NETWORK	24,228.0	-	-	-	-	-	-	-	-	-	-	-
595	ART VAN FURNITURE	24,147.5	-	-	6,278.2	-	12.7	-	17,856.6	-	-	-	-
596	BUCHANAN GROUP	24,098.7	-	-	-	-	-	9,331.2	6,334.4	4,999.6	3,433.5	-	-
597	IMPRESSION BRIDAL INC	24,093.2	23,957.7	-	33.1	-	102.4	-	-	-	-	-	-
598	APPLE VACATIONS	24,062.4	517.4	-	21,676.4	-	610.2	-	1,238.0	-	20.5	-	-
599	BOSLEY MEDICAL INSTITUTE	24,029.1	393.5	-	-	132.0	-	1,024.9	1,750.4	3,867.4	16,860.9	-	-
600	GUITAR CENTER INC	24,022.3	-	-	318.2	-	-	-	112.0	-	-	227.1	23,365.0
601	NEW YORK LIFE INSURANCE CO	23,888.9	10,929.3	-	619.0	602.3	631.8	4,689.8	629.9	237.1	420.8	2,825.2	2,303.8
602	CENTEX CORP	23,862.2	2,836.6	130.8	10,684.8	498.1	8,033.0	-	1,308.6	-	-	-	370.3
603	MONGOOSE INC	23,817.8	23,817.8	-	-	-	-	-	-	-	-	-	-
604	ALBERTSONS LLC/SUPERVALU INC	23,623.5	-	-	5,720.2	-	1,980.6	-	9,072.6	-	12.5	-	6,837.6
605	RANK GROUP PLC	23,563.3	4,756.3	-	12,690.2	68.2	2,658.9	8.0	3,381.7	-	-	-	-
606	SLIMQUICK LAB	23,536.0	2,590.7	-	-	-	-	1,852.1	960.8	11,071.5	7,060.9	-	-
607	THERMOSPAZ INC	23,464.9	-	-	-	-	-	-	5,826.4	194.8	17,443.7	-	-
608	RIPLEWOOD HOLDINGS LLC	23,448.1	21,079.9	324.9	3.7	-	-	-	521.0	19.5	1,449.2	-	678.0
609	AFC ENTERPRISES	23,384.2	-	-	309.2	-	967.3	-	19,981.4	-	1,448.2	-	-
610	UNITED INSURANCE COS INC	23,098.4	-	-	46.4	-	1.5	-	1,557.6	21.8	21,277.7	193.4	-
611	THOMAS H LEE PARTNERS LP	22,994.6	256.5	-	1,319.9	-	480.5	-	20,889.3	-	-	-	48.5
612	TECHTRONIC INDUSTRIES CO LTD	22,975.5	1,673.2	-	3.7	-	-	-	14,806.5	1,533.5	4,958.6	-	-
613	NOLET SPIRITS USA INC	22,964.4	19,857.3	521.1	105.7	2,000.1	422.1	-	58.2	-	-	-	-
614	IDEARC INC	22,941.9	223.4	-	756.7	-	1,323.3	-	9,600.7	-	8,622.9	-	2,415.0
615	THQ INC	22,940.9	1,993.2	-	3.2	-	-	4,305.4	99.3	1,938.6	14,536.5	64.7	-
616	PACIFIC LIFE INSURANCE CO	22,936.1	139.5	-	19.9	-	-	19,131.6	92.1	-	3,553.0	-	-

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 1000 Companies Ranked by 11 Media Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
617	PEARSON PLC	22,914.0	10,125.1	186.8	1,137.8	10,085.3	22.7	-	110.4	-	1,135.8	83.1	27.0	
618	CITIZENS BANK	22,906.1	-	-	20,689.6	-	1,905.5	-	144.2	-	-	-	166.9	
619	HLTH CORP	22,836.4	-	-	34.9	-	6.0	18,902.0	93.8	1,869.4	1,930.3	-	-	
620	PIONEER CORP	22,808.5	10,206.1	-	5.2	758.9	3.0	5,550.0	512.6	11.6	5,761.1	-	-	
621	RESEARCH IN MOTION LTD	22,797.4	21,490.0	-	779.5	255.3	11.4	-	21.6	-	-	-	239.6	
622	LCA-VISION INC	22,665.8	928.7	881.5	6,009.1	-	77.7	-	4,696.5	50.4	1,921.3	-	8,100.6	
623	BASIC RESEARCH	22,539.7	19,813.8	2,725.9	-	-	-	-	-	-	-	-	-	
624	NATIONAL BASKETBALL ASSN	22,497.4	2,054.3	275.6	77.8	3,240.0	348.4	851.7	2,078.8	-	12,754.8	558.8	257.2	
625	MGA ENTERTAINMENT INC	22,492.6	96.0	-	-	-	-	3,854.3	20.2	223.0	18,299.0	-	-	
626	TOMMY HILFINGER CORP	22,487.8	19,465.9	883.2	138.9	934.7	1,065.2	-	-	-	-	-	-	
627	AFFLUENT MEDIA	22,447.8	22,447.8	-	-	-	-	-	-	-	-	-	-	
628	DELHAIZE GROUP	22,368.8	128.3	-	2,310.6	-	145.1	-	15,524.7	-	2.8	-	4,257.2	
629	MONSANTO CO	22,348.3	-	-	4.2	-	55.4	6,933.8	5,649.0	3,410.3	3,274.4	-	3,021.4	
630	CHRISTIAN CHILDRENS FUND	22,314.5	-	-	-	-	-	387.8	4,119.4	15,034.4	2,772.9	-	-	
631	PT METRICS LLC	22,227.6	604.9	-	-	-	-	140.0	162.6	45.4	21,267.1	7.6	-	
632	DEN-MAT CORP	22,219.9	11,093.8	360.0	45.4	-	-	90.8	685.9	9,844.0	100.0	-	-	
633	BUY THE SHARK	22,120.9	-	-	-	-	-	57.6	67.7	115.2	21,880.4	-	-	
634	ALIGN TECHNOLOGY INC	22,055.5	2,010.1	-	54.7	-	3.0	16.8	926.7	1,665.4	17,378.8	-	-	
635	MICHIGAN STATE OF	22,054.0	1,272.0	-	5,343.4	27.7	3,166.0	0.0	6,771.4	-	281.0	-	5,192.6	
636	MIRACLE BLADE LLC	22,019.2	-	-	-	-	-	-	438.4	-	22.2	21,558.6	-	
637	SERVICEMASTER CO	21,913.8	395.5	-	397.2	-	270.3	1,614.9	8,852.6	1,787.9	7,244.9	-	1,350.6	
638	ENDLESS POOLS INC	21,899.9	1,526.6	877.1	13.7	-	-	100.0	550.9	91.8	18,739.9	-	-	
639	GALLERY FURNITURE STORE INC	21,868.4	77.8	-	13,643.8	-	617.9	-	7,528.9	-	-	-	-	
640	WESTWOOD COLLEGE	21,841.7	-	-	89.4	-	-	-	18,140.6	2,103.5	1,151.2	-	357.1	
641	BRITISH AIRWAYS	21,742.5	9,215.9	228.7	3,648.3	3,547.3	1,351.4	-	2,543.4	-	0.0	-	1,207.6	
642	LINCOLN NATIONAL CORP	21,740.3	657.2	-	80.5	2,547.9	19.4	15,491.0	177.5	41.9	2,725.0	-	-	
643	CALIFORNIA MILK PRDCRS ADVSRY BRD	21,730.0	282.1	168.2	1,599.9	168.6	1,121.4	6,018.9	3,539.0	536.4	6,751.4	-	1,544.0	
644	HEARST CORP/WALT DISNEY CO	21,581.0	13,908.9	-	101.4	48.6	1,344.1	-	354.9	82.4	665.6	4,342.8	732.2	
645	JOHN HANCOCK MUTUAL LIFE INS CO	21,454.9	6,067.0	-	209.0	1,734.9	-	4,911.2	134.6	41.7	7,874.6	-	481.9	
646	ST JUDE CHILDRENS RESEARCH HOSPITAL	21,413.2	1,028.4	-	941.2	503.0	326.4	7,645.3	1,564.8	3,639.6	5,727.0	37.5	-	
647	LIBERTY MEDIA CORP	21,304.0	16,798.3	-	1,941.7	-	60.9	1,097.9	11.1	-	1,020.7	81.9	291.6	
648	RECREATIONAL EQUIP INC	21,287.3	4,882.0	-	4,593.6	-	522.3	-	-	-	-	1,935.7	9,353.7	
649	TELEBRANDS	21,180.6	-	553.9	8.4	-	-	132.2	157.6	2,134.2	18,194.3	-	-	
650	FUJI HEAVY INDUSTRIES LTD DLR ASSN	21,157.5	-	-	8,970.1	-	-	-	6,641.5	-	-	-	5,545.8	
651	MARATHON OIL CORP	21,155.5	-	-	645.8	502.5	102.1	-	16,008.5	-	2,441.3	-	1,455.5	
652	PIER 1 IMPORTS INC	21,123.9	796.0	-	299.0	70.6	95.9	13,702.8	30.6	1,231.6	4,897.4	-	-	
653	NORTHWEST AIRLINES CORP	21,119.2	401.6	-	16,602.5	1,721.7	2,218.8	-	121.2	8.8	-	-	44.6	
654	RECREATION VEHICLE INDUSTRY ASSN	21,082.9	12,786.7	-	4.8	-	-	4,157.0	41.2	88.0	4,005.3	-	-	
655	REGAL ENTERTAINMENT GROUP	21,015.9	-	-	20,918.5	-	5.0	-	92.4	-	-	-	-	
656	GTCR GOLDER RAUNER LLC	20,989.6	6,042.9	-	1.0	-	-	2,552.9	123.0	5,531.1	6,738.7	-	-	
657	VANGUARD GROUP INC	20,888.4	11,694.6	1,175.7	870.5	6,941.8	-	-	-	-	-	-	205.8	
658	ALMOND BOARD OF CA	20,876.8	20,876.8	-	-	-	-	-	-	-	-	-	-	
659	PREMIER BATHROOMS NY INC	20,875.9	12,909.5	4,647.1	1,099.8	-	-	-	1,585.8	-	633.7	-	-	
660	HOBBY LOBBY STORES INC	20,800.6	-	-	20,743.1	57.5	-	-	-	-	-	-	-	
661	SIMON PROPERTY GROUP INC	20,760.5	4,202.5	413.0	8,004.6	331.0	1,938.2	-	4,727.9	-	-	-	1,143.3	
662	TAKE-TWO INTERACTIVE SOFTWARE INC	20,731.1	5,171.2	-	-	-	-	4,315.8	44.2	732.7	10,406.0	61.2	-	
663	ILLINOIS STATE OF	20,701.0	1,096.1	-	4,015.5	83.2	1,305.3	15.1	14,028.4	-	70.2	-	87.3	
664	PRENTICE CAPITAL MGT LP	20,682.7	-	-	9,961.1	72.9	10.7	-	9,388.8	-	-	-	1,249.1	
665	JOHN PAUL MITCHELL SYSTEMS	20,581.9	17,673.7	156.8	3.1	-	-	2,431.3	64.5	177.0	75.4	-	-	
666	BUSH BROS & CO	20,572.3	5,165.1	542.2	-	-	-	4,330.2	49.9	1,957.3	8,527.6	-	-	
667	BASS PRO SHOPS	20,570.5	1,155.3	-	5,932.7	168.6	4,053.7	218.3	162.0	-	6,207.1	-	2,672.9	
668	PUBLISHING GROUP OF AMERICA	20,570.4	-	20,545.8	24.6	-	-	-	-	-	-	-	-	
669	TRIBUNE CO	20,536.4	292.5	230.5	9,123.2	-	3,691.4	-	5,807.3	-	215.7	604.8	570.9	
670	CASHCALL INC	20,491.2	-	-	-	-	255.4	-	90.5	4,111.8	10,818.8	5,164.7	-	
671	HARLEY-DAVIDSON MOTOR CO	20,478.9	14,992.6	-	100.0	84.4	519.8	108.0	167.8	-	3,845.2	-	11.1	
672	SHOWBIZ PIZZA TIME INC	20,452.3	-	-	4.4	-	-	1,568.4	38.1	503.8	18,337.7	-	-	

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 1000 Companies Ranked by 11 Media Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
673	JENNIFER CONVERTIBLES INC	20,312.5	-	1,173.5	11,108.1	97.6	110.0	-	370.0	7,002.9	450.3	-	-	757.6
674	WASHINGTON POST CO	20,287.3	4,509.5	-	1,193.4	1,523.3	304.2	-	11,999.4	-	-	-	-	2,186.3
675	AETNA INC	20,134.7	2,166.9	-	7,069.4	2,260.7	1,429.6	-	4,987.8	15.0	19.0	-	-	16.0
676	UAL CORP	20,126.3	7,645.8	-	3,638.0	6,146.0	793.1	-	349.7	-	1,530.5	-	7.2	3,062.8
677	EGGLANDS BEST INC	20,074.3	9,867.8	-	-	-	-	665.0	908.8	6,758.8	1,874.0	-	-	5,055.8
678	JETBLUE AIRWAYS CORP	20,017.0	1,486.4	114.4	9,122.4	1,792.1	2,403.0	-	2,035.9	-	-	-	-	1,806.5
679	BUFFALO WILD WINGS INC	19,949.2	-	-	92.2	-	39.1	6,494.2	1,734.0	-	4,727.4	-	-	3,756.6
680	KNOWLEDGE KIDS ENTERPRISES INC	19,933.6	163.1	-	34.9	-	-	4,185.7	57.0	1,894.4	13,598.5	-	-	181.0
681	CITIZEN WATCH CO LTD	19,793.0	12,602.8	-	4.6	-	-	6,963.3	41.3	-	-	-	-	-
682	CITRUS WORLD INC	19,762.0	15,956.4	-	-	-	49.0	-	-	-	-	-	-	-
683	LEONARD GREEN & PARTNERS/TX PACIFIC	19,698.7	-	-	6,092.1	478.3	-	3,630.6	358.9	1,543.9	5,921.6	-	598.3	1,074.9
684	H&M HENNES & MAURITZ AB	19,621.0	17,133.6	-	823.2	73.2	1,510.0	-	-	-	-	-	-	81.0
685	NYSE GROUP INC	19,587.7	2,265.4	-	-	11,211.1	324.5	2,365.2	8.6	-	3,412.9	-	-	-
686	COMMERCE BANCORP INC	19,547.9	-	-	13,493.9	1,070.0	724.8	-	4,236.2	-	22.9	-	-	-
687	GFA BRANDS INC	19,541.3	-	-	-	-	-	8,721.7	3,106.0	8.4	4,826.1	-	2,820.4	58.8
688	FELD ENTERTAINMENT INC	19,437.9	282.0	-	3,493.1	66.1	1,290.9	-	14,250.9	-	-	-	-	1.1
689	HOME MEDICAL SPECIALTY EQUIP INC	19,396.3	29.2	-	-	-	-	4,137.4	515.4	8,875.7	5,838.6	-	-	53.9
690	ASSOCIATED BRITISH FOODS PLC	19,385.5	9,117.4	1,055.3	11.2	-	93.5	361.1	300.7	4,195.5	1,413.9	-	2,722.7	114.1
691	ANN TAYLOR STORES CORP	19,317.5	18,873.2	114.4	248.7	81.2	-	-	-	-	-	-	-	-
692	ASHLAND INC	19,299.7	8,163.0	-	23.1	268.0	89.1	1,634.7	176.7	-	8,074.2	-	-	870.8
693	HOVNANIAN ENTERPRISES INC	19,274.1	181.9	259.0	13,121.2	485.4	3,725.4	-	534.2	-	-	-	-	967.0
694	BIO-ENG SUPPLEMENTS & NUTRITION	19,257.3	19,249.8	-	-	7.5	-	-	-	-	-	-	-	-
695	BAUSCH & LOBM INC	19,250.1	9,158.8	-	4.8	134.0	2.1	6,497.5	39.0	-	3,327.6	-	-	86.2
696	SUSAN G KOMEN BREAST CANCER FNDTN	19,243.6	8,341.7	192.0	638.7	177.0	605.6	-	3,450.7	-	444.9	-	-	5,392.9
697	PERRY ELLIS INTL INC	19,134.3	16,574.5	894.0	152.2	512.6	998.9	-	2.1	-	-	-	-	-
698	BUY OWNER INC	19,112.8	-	-	2.9	-	3,866.8	-	15,233.3	9.8	-	-	-	-
699	INVERNESS MEDICAL INNOVATIONS INC	19,052.6	1,614.0	-	-	-	-	8,510.6	138.2	3,357.4	4,912.0	-	520.4	-
700	CARGILL INC	19,022.8	7,675.5	-	-	3,310.4	94.2	292.6	2,957.0	69.5	3,888.8	-	-	734.8
701	LACOSTE SA	18,968.6	16,108.5	1,131.6	272.2	703.7	289.7	432.0	0.4	-	30.5	-	-	-
702	800CREDITCARDDEBT.COM	18,923.4	-	-	-	-	-	3,497.4	5,278.9	2,634.4	7,512.6	-	-	-
703	UNITED INTERNET AG	18,923.3	18,923.3	-	-	-	-	-	-	-	-	-	-	-
704	BUILD-A-BEAR WORKSHOP	18,666.1	3,326.5	191.4	11.4	-	127.5	5,637.6	621.3	1,486.1	6,461.4	-	803.0	-
705	MERCURY GENERAL CORP	18,601.2	-	-	23.1	-	-	-	18,578.1	-	-	-	-	-
706	SMILE TRAIN ORG	18,512.9	8,618.8	2,740.9	5,648.4	1,484.7	20.1	-	-	-	-	-	-	-
707	THOMSON CORP	18,471.7	2,530.9	-	7.9	-	16.9	-	-	228.5	4,149.6	11,537.8	-	-
708	COLLINS & AIKMAN GROUP INC	18,452.4	-	-	4,906.4	-	-	-	-	13,368.2	-	-	-	177.8
709	BLACK & DECKER CORP	18,446.5	332.9	-	83.7	-	165.1	10,234.4	29.3	-	7,597.5	-	-	3.5
710	BOBS DISC FURNITURE INC	18,437.9	-	-	620.6	3.9	31.0	-	17,782.4	-	-	-	-	-
711	PUERTO RICO COMMONWEALTH OF	18,434.8	13,596.0	-	86.6	137.3	53.5	223.0	2.9	-	4,335.5	-	-	-
712	ARIZONA STATE OF	18,410.0	6,151.3	160.4	4,338.9	101.6	3,525.7	-	3,905.9	-	125.9	-	-	100.3
713	JLM COUTURE INC	18,384.6	18,384.6	-	-	-	-	-	-	-	-	-	-	-
714	MOHEGAN SUN CASINO HOTEL	18,295.5	799.8	-	4,863.2	94.5	942.1	63.4	6,991.5	-	94.9	-	-	4,446.1
715	YURMAN DESIGNS INC	18,256.4	15,096.7	1,366.5	217.5	421.9	1,153.9	-	-	-	-	-	-	-
716	WATSONS POOLS SPAS BILLIARDS	18,253.9	-	-	1,182.3	-	-	-	17,071.6	-	-	-	-	-
717	ANDERSEN CORP	18,206.9	6,814.3	-	6,314.0	-	69.7	2,684.8	1,051.8	-	1,272.2	-	-	-
718	AMGEN INC	18,204.1	4,320.5	-	271.9	-	8.0	2,753.2	25.1	-	10,819.5	-	-	6.0
719	AKAVAR 20/50	18,198.8	11,416.8	6,781.9	-	-	-	-	-	-	-	-	-	-
720	ANNAS LINENS	18,171.2	-	-	972.2	-	-	-	17,199.1	-	-	-	-	-
721	MEINEKE CAR CARE CENTERS INC	18,141.7	-	-	80.8	-	16.6	0.0	1,536.2	14,492.5	1,714.3	37.3	-	264.1
722	IDP DISTRIBUTION	18,121.4	111.4	-	8,092.1	1,278.6	-	4,617.3	996.5	1,097.5	1,860.0	-	-	68.0
723	BRUNSWICK CORP	18,104.3	15,719.4	-	187.2	-	2.4	221.2	143.6	-	1,793.1	-	-	37.4
724	AB ELECTROLUX	18,102.0	12,929.0	-	197.2	-	14.2	1,039.1	298.2	524.8	3,098.7	0.9	-	-
725	NORTHWESTERN MUTUAL LIFE INS CO	18,079.0	8,543.4	-	98.3	657.8	79.0	3,315.9	30.5	-	5,351.6	2.4	-	-
726	DEERE & CO	18,072.8	2,320.5	-	5,867.1	173.5	292.9	4,053.0	799.9	157.2	3,144.8	1,000.0	-	264.1
727	BATH FITTER FRANCHISING INC	18,070.7	31.4	842.4	1,283.5	-	3.0	-	15,814.4	96.1	-	-	-	-
728	BBE BEBE	18,070.2	15,561.6	-	247.0	-	2,261.7	-	-	-	-	-	-	-

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 1000 Companies Ranked by 11 Media Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
729	MOHAWK INDUSTRIES INC	18,030.8	13,711.6	-	3,170.1	-	1.4	-	189.4	-	958.4	-	-	-
730	WHATABURGER INC	18,030.1	-	-	73.9	-	3,247.1	-	12,467.8	-	-	-	-	2,241.3
731	CAMPARI GROUP	18,012.5	16,388.8	686.1	12.5	17.8	907.4	-	-	-	-	-	-	-
732	JARDEN CORP	17,942.3	4,085.4	-	117.8	-	194.8	560.8	749.8	-	11,238.6	681.3	-	313.8
733	UTAH STATE OF	17,939.7	10,901.6	467.0	627.7	25.2	218.8	153.6	2,808.0	-	2,737.8	-	-	-
734	KEYCORP	17,927.0	2,874.2	-	9,156.9	2,885.8	1,434.2	-	1,002.8	-	-	-	-	573.1
735	PEACHTREE SETTLEMENT FUNDING	17,915.3	-	-	1,440.2	57.4	106.3	-	609.4	9,255.9	6,150.6	-	-	295.4
736	CLASSIFIED VENTURES INC	17,874.0	-	-	1,129.3	-	460.4	859.7	3,935.9	-	11,064.8	15.0	-	408.9
737	CRACKER BARREL OLD COUNTRY STORES	17,869.8	72.5	-	248.9	-	15,283.6	-	840.4	-	-	-	-	1,424.4
738	EW SCRIPPS CO	17,829.9	6,570.0	-	5,588.6	-	1,820.2	-	1,180.3	935.6	1,447.3	-	-	287.9
739	SYMANTEC CORP	17,801.1	14,563.4	-	439.6	141.0	2,657.1	-	-	-	-	-	-	-
740	LIVING ESSENTIALS	17,777.0	224.1	-	-	-	-	178.9	2.4	-	16,910.8	400.8	-	60.0
741	GOLDEN WEST FINANCIAL CORP	17,760.8	-	-	17,621.4	139.4	-	-	-	-	-	-	-	-
742	DISCOUNT TIRE CO/AMERICAS TIRE CO	17,760.4	1,208.1	-	10,589.7	-	1,796.9	-	4,011.6	-	154.1	-	-	-
743	BELK INC	17,716.2	927.0	-	11,357.2	-	-	-	5,391.5	-	-	-	-	40.6
744	AMERICAN FURNITURE WAREHOUSE	17,700.7	-	-	13,806.7	-	-	-	3,894.0	-	-	-	-	-
745	ZAPPOS.COM	17,689.5	14,793.5	881.6	19.7	1,723.2	119.2	-	59.6	-	92.6	-	-	-
746	ASHWORTH UNIVERSITY	17,688.6	256.8	-	-	-	-	98.0	104.7	180.6	16,912.0	-	-	136.6
747	HONEYWELL INTL INC	17,684.0	3,338.6	-	13.8	-	27.1	2,484.9	75.3	344.7	8,069.8	2,749.7	-	580.0
748	MOTOROLA INC	17,659.0	10,058.9	114.4	177.7	1,097.4	4,192.6	1,564.2	329.8	-	81.3	-	-	42.8
749	NATIONCOR	17,605.5	-	-	-	-	-	-	39.7	-	17,565.9	-	-	-
750	CONSOLIDATED RESORTS	17,553.6	-	-	-	-	27.9	409.8	456.4	5,017.2	4,406.6	6,577.6	-	658.1
751	LENNAR CORP	17,530.7	28.8	-	6,493.8	266.7	10,191.6	-	545.1	-	-	-	-	4.7
752	COST PLUS WORLD MARKET	17,509.9	-	-	17,499.0	-	-	-	10.8	-	-	-	-	-
753	OPI PDT'S INC	17,410.5	17,410.5	-	-	-	-	-	-	-	-	-	-	-
754	DAR GROUP INVESTMENTS INC	17,358.8	-	-	993.0	-	126.7	-	12,040.6	-	-	-	-	4,198.4
755	ROLL INT'L CORP	17,312.8	3,379.4	9,502.5	9.3	-	3,610.9	-	0.4	-	782.4	-	-	27.8
756	ASSURANT INC	17,232.3	-	-	80.8	-	66.2	-	722.9	-	16,135.7	-	-	226.7
757	TOTAL FINA ELF SA	17,223.4	16,035.8	829.9	55.6	302.1	-	-	-	-	-	-	-	-
758	STATE STREET CORP	17,221.6	7,913.4	-	383.2	6,156.9	108.7	-	1,672.3	-	286.0	-	-	701.1
759	ULTA SALON COSMETICS & FRAG INC	17,199.4	8,383.2	-	8,795.8	-	-	-	20.4	-	-	-	-	-
760	JEP MGT INC	17,194.7	12.0	-	131.3	-	-	-	397.7	188.4	16,465.3	-	-	-
761	ARCAPITA INC	17,192.1	2,660.1	13.3	151.6	217.0	1,986.2	-	11,412.5	-	-	-	-	751.4
762	CICI ENTERPRISES INC	17,177.1	-	-	17.7	-	142.8	-	870.8	-	13,071.0	2,925.9	148.9	-
763	AMERICAN HEART ASSN	17,149.8	10,839.8	655.8	381.5	623.8	228.0	1,928.6	481.7	-	1,289.6	539.5	181.5	-
764	NEW YORK TIMES CO	17,146.1	41.5	890.2	265.9	1,822.2	416.2	25.2	3,549.2	1,691.1	8,114.4	-	-	330.1
765	WASTE MGT INC	17,130.6	4,654.1	-	332.5	-	1.5	3,798.1	315.0	-	7,992.5	-	-	36.9
766	TIVO INC	17,128.7	3,590.7	-	-	-	-	705.7	-	-	12,282.0	-	300.0	250.2
767	COACH INC	17,127.1	10,387.4	588.9	3,967.9	1,777.5	405.5	-	-	-	-	-	-	-
768	YAHOO INC	17,113.3	777.8	-	282.5	1,849.8	779.0	8,099.7	108.1	-	2,115.0	-	2,855.6	245.7
769	CONN APPLIANCE INC	17,110.6	-	-	12,194.7	-	15.4	-	4,900.4	-	-	-	-	-
770	MEDTRONIC INC	17,102.3	8,122.0	-	844.6	2,854.9	92.0	-	2,599.1	-	2,587.2	2.4	-	-
771	KYOCERA CORP	17,049.9	11,242.4	-	1.5	375.2	-	642.6	6.5	163.3	2,764.6	1,160.7	-	693.1
772	ALLIANZ SE	17,029.7	11,168.0	-	68.3	3,094.7	1,410.5	-	-	-	1,277.4	-	-	10.9
773	JOHNSON PUBLISHING CO INC	17,024.2	16,998.6	-	23.4	-	0.9	-	1.3	-	-	-	-	-
774	TREE CLASSICS INC	16,995.3	9,511.3	5,944.3	25.7	846.2	-	-	0.5	-	-	667.4	-	-
775	COCA-COLA CO/NESTLE SA	16,945.2	15,749.0	-	32.8	168.6	1.5	-	75.9	-	268.3	-	-	649.1
776	Premier Bathrooms LTD	16,917.8	2,181.5	226.9	436.9	-	-	-	4,973.8	-	9,098.7	-	-	-
777	KAWASAKI HEAVY INDUSTRIES LTD	16,844.6	11,084.1	-	0.3	-	81.5	206.0	100.6	-	5,372.0	-	-	-
778	SAP AG	16,833.5	1,392.2	-	1,047.6	2,931.8	4,316.6	4,757.8	848.1	-	1,539.4	-	-	-
779	INVESTORS MGT CORP	16,805.5	-	-	182.5	168.6	2,106.3	-	14,348.1	-	-	-	-	-
780	MERZ GMBH & CO	16,792.2	8,690.6	-	-	-	-	1,516.1	94.3	4,771.3	1,680.7	-	-	39.2
781	JOHNSONVILLE SAUSAGE LLC	16,734.5	4,845.9	-	0.1	-	-	241.1	2,979.3	317.5	6,107.9	-	-	2,242.6
782	DR FRANKS JOINT & MUSCLE	16,700.5	-	-	-	-	-	51.2	632.7	217.6	15,799.1	-	-	-
783	CHILDRENS PLACE RETAIL STORES INC	16,694.0	16,680.7	-	9.6	-	3.6	-	-	-	-	-	-	-
784	MCGRAW-HILL COS INC	16,686.1	14,305.2	167.5	629.9	1,074.8	136.8	-	301.1	-	19.2	-	-	51.7

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 1000 Companies Ranked by 11 Media Dollars (000)											
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
785	PEQUOT INDIAN NATION	16,663.4	655.7	-	11,482.5	-	819.0	-	3,651.9	-	-	-	54.3
786	CHICOS FAS INC	16,636.7	15,294.1	-	341.5	40.3	7.5	-	953.3	-	-	-	-
787	GEMSTAR-TV GUIDE INTL INC	16,548.6	10,671.8	13.8	332.1	-	29.3	3,120.7	845.7	57.4	1,458.0	19.8	-
788	P&E CORP	16,547.1	28.7	-	6,425.6	34.2	1,103.0	-	7,979.2	-	-	-	976.4
789	AMPLIFON SPA	16,530.6	-	2.0	12,123.2	-	7.2	2,862.9	364.9	282.0	737.3	-	151.0
790	IDEAVILLAGE PDT'S CORP	16,488.1	-	2,194.8	-	-	-	1,874.3	162.6	1,801.4	10,449.5	-	5.5
791	PULTE HOMES INC	16,475.8	35.8	-	5,929.3	96.4	8,720.2	-	705.7	-	-	494.0	494.5
792	COLORADO STATE OF	16,465.5	7,099.4	695.5	1,919.8	117.5	1,290.8	-	4,485.1	-	240.2	-	617.3
793	WHITES ELECTRONICS INC	16,458.6	-	-	22.8	-	-	-	433.2	106.3	15,896.2	-	-
794	AEGON NV	16,457.9	7,393.3	114.4	314.1	2,182.9	91.4	5,624.9	3.1	-	733.9	-	-
795	LEGO SYSTEMS A/S	16,362.7	-	-	196.1	-	290.3	341.2	2,528.0	-	13,007.1	-	-
796	NATIONAL EXPRESS INC	16,312.2	28.5	-	62.6	-	-	513.2	44.7	40.0	15,623.1	-	-
797	WAKEFERN FOOD CORP	16,309.0	-	-	8,740.8	-	243.6	-	6,780.8	-	14.9	-	528.9
798	INFOUSA INC	16,298.8	1,897.1	-	62.3	-	-	11,844.6	0.5	-	2,494.4	-	-
799	CEDAR FAIR LP	16,288.3	121.1	-	744.8	-	1,656.5	-	13,610.7	-	-	-	155.2
800	REALNETWORKS INC	16,202.4	715.8	-	-	-	-	-	0.1	-	15,486.5	-	-
801	CITRIX SYSTEMS INC	16,149.1	2,723.6	-	3,140.1	587.6	100.5	-	727.1	-	5,411.2	2,783.9	675.1
802	STAR FURNITURE	16,109.8	-	-	9,653.1	-	34.4	-	6,422.3	-	-	-	-
803	SOVEREIGN BANCORP INC	16,077.4	-	-	11,810.2	-	1,185.2	-	1,085.1	-	-	-	1,997.0
804	LUMBER LIQUIDATORS INC	16,059.2	2,270.8	6,393.3	877.0	96.5	915.9	-	112.1	267.4	2,925.3	2,201.0	-
805	ENERGY FUTURE HOLDINGS	16,055.3	288.1	-	4,653.3	-	1,331.3	-	9,060.1	-	-	-	722.4
806	ART INSTITUTE INTL INC	15,984.9	-	-	17.8	-	6.8	-	15,054.3	16.0	769.0	-	120.9
807	SYNTAX-BRILLAIN CORP	15,982.9	1,812.8	-	-	-	-	3,106.8	134.6	-	9,686.9	1,241.8	-
808	LONGS DRUG STORES CORP	15,966.6	94.8	-	15,431.5	-	263.8	-	115.3	-	54.0	-	7.1
809	JAKKS PACIFIC INC	15,944.8	349.3	-	-	103.5	-	1,284.0	40.2	-	14,167.8	-	-
810	ALBERT BONNIE AB	15,841.7	15,841.7	-	-	-	-	-	-	-	-	-	-
811	KELLWOOD CO	15,805.1	15,625.8	-	6.0	-	147.2	-	1.0	-	-	25.0	-
812	ALCOA INC	15,791.4	2,975.2	635.6	280.3	-	-	3,811.7	1,487.5	1,934.2	4,236.9	-	430.1
813	JOHNSON CONTROLS INC	15,741.9	3,688.3	-	3,957.9	13.7	40.5	2,839.9	4,129.1	17.6	1,054.9	-	-
814	PUBLIC BROADCASTING SERVICE	15,684.7	10,530.3	218.3	2,290.2	1,021.3	136.4	115.4	215.3	27.3	598.1	278.8	253.3
815	FUTUREDONTICS INC	15,674.6	-	-	-	-	148.7	0.0	13,214.3	2,028.4	247.2	-	36.0
816	AMICA MUTUAL INSURANCE CO	15,668.0	11.6	-	2.3	-	95.8	-	15,558.3	-	-	-	-
817	ABUNDANT FORESTS ALLIANCE	15,656.8	15,656.8	-	-	-	-	-	-	-	-	-	-
818	EMBARQ HOLDINGS CO LLC	15,654.7	-	-	2,640.2	104.3	1,726.7	-	10,342.4	-	-	-	841.1
819	KINSELLA	15,625.8	8,364.7	6,468.0	-	793.1	-	-	-	-	-	-	-
820	WINDERMERE RE SERVICES CO	15,625.8	-	-	15,462.4	-	49.9	-	113.5	-	-	-	-
821	STATION CASINOS INC	15,617.7	925.8	-	11,920.3	-	1,350.4	-	1,421.1	-	-	-	-
822	TRUSERV CORP	15,605.5	7,132.2	696.8	1,009.1	-	132.8	-	200.2	-	6,434.3	-	-
823	HE BUTT GROCERY CO	15,569.1	304.8	-	6,540.7	-	1,583.6	-	5,752.6	-	-	-	1,387.4
824	SERTA INT'L	15,552.1	9,728.6	-	4.5	1,028.0	-	1,007.8	83.2	1,351.6	2,348.2	-	-
825	OVERSTOCK.COM INC	15,545.9	947.2	248.0	-	-	-	1,623.6	250.4	4,220.2	7,276.7	823.4	156.4
826	STORCK INT'L GMBH	15,528.4	6,506.5	-	-	-	-	6,830.5	369.7	900.4	921.2	-	-
827	WEICHERT REALTORS	15,514.8	-	-	14,747.6	145.5	315.4	-	306.2	-	-	-	-
828	SALVATORE FERRAGAMO	15,514.1	14,035.0	1,029.2	139.0	191.3	119.6	-	-	-	-	-	-
829	ROBERT BOSCH GMBH/SIEMENS AG	15,472.0	6,252.9	3,894.5	1,090.4	2,624.2	0.2	-	424.6	41.5	1,143.8	-	-
830	ADORAMA	15,454.8	15,454.8	-	-	-	-	-	-	-	-	-	-
831	GEORGE WESTON LTD	15,400.7	9,302.3	776.2	343.0	-	82.1	-	3,909.7	-	-	-	987.4
832	JOSEPH A BANKS CLOTHIER INC	15,371.8	-	-	119.2	-	3.7	-	-	-	6,761.0	-	8,487.9
833	JAMES SOKOLOVE & AFFILIATES	15,359.7	355.4	-	38.1	59.7	-	-	2,949.1	327.7	11,624.7	-	4.8
834	VIRGIN GROUP LTD	15,352.6	1,330.3	-	1,804.3	331.9	1,693.0	840.4	272.5	-	8,471.0	-	609.3
835	NAMCO BANDAI HOLDINGS INC	15,299.4	1,082.5	-	-	-	-	1,532.4	96.1	1,367.3	11,165.5	-	55.5
836	HAUTÉ MEDIA INC	15,284.8	15,284.8	-	-	-	-	-	-	-	-	-	-
837	MAJESTIC ENTERPRISES INC	15,250.8	-	-	-	-	-	-	698.8	8,018.2	6,533.8	-	-
838	UNITRIN DIRECT	15,245.0	-	-	-	-	-	-	1,402.8	-	13,838.5	-	3.7
839	HITACHI LTD	15,244.1	9,475.4	-	32.5	3,596.2	852.6	206.8	7.6	-	1,073.0	-	-
840	ACCOR SA	15,237.2	924.5	-	261.8	-	9,647.8	541.8	3.0	-	2,976.0	427.1	455.3

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 1000 Companies Ranked by 11 Media Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
841	WARNACO GROUP INC	15,159.5	14,717.6	-	19.6	282.0	-	140.0	0.3	-	-	-	-	-
842	US WIRELESS CORP	15,104.6	-	-	15,104.6	-	-	-	-	-	-	-	-	-
843	ALFRED ANGELO INC	15,080.0	14,574.3	-	25.8	-	467.6	-	12.3	-	-	-	-	-
844	DIABETES CARE CLUB LLC	15,060.8	-	-	-	-	-	-	419.5	571.0	14,070.3	-	-	-
845	AMERICAN CENTURY COS INC	15,042.4	1,611.1	-	95.3	4,012.3	-	5,194.8	170.0	87.4	3,871.6	-	-	-
846	TRITON PCS HOLDINGS INC	15,023.3	-	-	6,518.6	-	204.3	-	8,263.0	-	-	-	-	37.4
847	LIFELOCK	15,002.8	546.1	-	1,130.0	467.6	-	128.0	16.5	963.6	4,585.8	7,042.7	122.6	-
848	UNDER ARMOUR ATHLETIC APPAREL	14,990.4	8,416.2	-	70.4	-	102.7	1,310.5	147.4	-	4,859.7	83.5	-	-
849	DISCOUNT TIRE DIRECT	14,977.5	14,977.5	-	-	-	-	-	-	-	-	-	-	-
850	CHICK-FIL-A INC	14,953.0	-	-	230.6	-	3,017.8	6,051.9	4,356.5	-	603.3	-	-	692.9
851	V INC	14,908.7	565.5	-	-	-	-	7,360.4	1,071.2	-	4,911.7	1,000.0	-	-
852	OLYMPUS CORP	14,898.9	14,815.6	-	20.8	-	-	-	-	-	62.5	-	-	-
853	BROWN SHOE CO INC	14,854.6	2,664.0	-	2,612.5	-	-	-	4,768.1	-	-	1,564.6	-	3,245.5
854	INTERCURE INC	14,784.6	533.1	221.7	6,613.3	7,416.4	-	-	-	-	-	-	-	-
855	NATIONAL GRAPE COOPERATIVE ASSN	14,760.8	4,671.8	-	641.6	-	-	2,767.5	1,004.8	21.6	2,200.1	3,453.3	-	-
856	CONSOLIDATED CREDIT COUNSELING	14,755.8	-	-	-	-	-	905.6	7,608.3	512.9	3,679.2	-	-	2,049.8
857	VIRGINIA COMMONWEALTH OF	14,744.3	3,580.4	228.7	1,566.2	53.3	2,866.5	54.4	6,348.5	26.3	2.3	-	-	17.6
858	LINCOLN TECHNICAL INSTITUTE	14,716.3	-	-	641.1	-	112.4	-	13,876.6	-	86.2	-	-	-
859	FRANK BRUNCKHORST CO	14,670.0	813.0	-	90.2	25.4	-	-	3,890.6	-	1,334.7	-	-	8,516.1
860	LUTZ FILE & TOOL CO	14,664.2	5,220.9	609.2	6,733.6	2,073.6	26.9	-	-	-	-	-	-	-
861	CONOCOPHILLIPS	14,659.5	6,467.3	-	247.7	981.1	505.5	1,791.4	2,000.0	-	1,938.8	-	-	727.6
862	GEORGIA STATE OF	14,622.5	1,973.0	-	443.0	9.4	2,249.9	0.0	7,904.6	-	641.5	-	-	1,401.1
863	KARSTEN MFG CORP	14,617.6	9,388.0	-	5.8	-	-	4,116.2	0.1	-	1,107.5	-	-	-
864	LEXICON MARKETING CORP	14,608.5	225.0	-	-	-	-	-	3,519.9	-	10,863.5	-	-	-
865	JK HARRIS & CO	14,605.4	-	-	2,036.5	-	-	-	3,514.9	-	9,054.1	-	-	-
866	RITZ CAMERA CENTERS	14,562.0	89.4	-	6,860.1	11.9	-	-	5,780.2	-	1,800.3	-	-	20.1
867	J&R ELECTRONICS INC	14,529.7	993.9	-	2,184.4	9,377.3	2.3	-	1,971.9	-	-	-	-	-
868	MARYLAND STATE OF	14,515.4	3,628.3	1,091.9	2,128.5	25.7	1,707.5	20.0	3,921.6	-	733.5	-	-	1,258.4
869	LIFE WIN INC	14,511.9	-	-	14,450.4	-	-	-	-	-	-	-	-	61.5
870	TRACTOR SUPPLY CO	14,508.8	-	-	1,032.4	-	-	-	2,119.1	-	10,325.0	-	-	1,032.3
871	PRICEWATERHOUSECOOPERS LLP	14,446.7	1,613.2	-	88.9	1,124.2	4.8	10,739.7	5.4	-	870.5	-	-	-
872	SINCLAIR INTIMACY INSTITUTE	14,431.8	10,391.4	679.9	2,061.9	1,296.3	-	-	-	-	-	-	2.3	-
873	RIVERSIDE CO	14,423.2	13,012.9	-	104.8	-	47.4	-	448.7	-	779.3	-	-	30.0
874	SEGA SAMMY HOLDINGS INC	14,381.3	1,387.6	-	-	-	115.5	2,361.6	109.3	767.8	9,488.3	-	-	151.2
875	TORONTO-DOMINION BANK	14,377.1	-	-	10,567.2	-	243.7	-	2,625.7	-	9.3	-	-	931.2
876	COMPASS BANKSHARES INC	14,373.9	-	-	4,604.3	-	187.1	-	2,327.9	-	-	-	-	7,254.6
877	MANDALAY RESORT GROUP	14,367.4	1,082.2	-	2,437.0	-	4,190.0	214.2	3,100.8	-	3,343.1	-	-	-
878	CIT GROUP INC	14,338.9	11,025.8	-	77.5	3,030.2	37.2	-	168.3	-	-	-	-	-
879	YELLOWPAGES.COM INC	14,336.7	-	-	15.9	7.3	-	4,088.6	1,355.0	-	8,869.9	-	-	-
880	PHARMAVITE LLC	14,330.7	8,328.3	-	-	-	4.0	679.6	-	-	5,052.1	-	-	266.7
881	OTTO GMBH & CO KG	14,306.3	6,684.1	2,033.1	926.0	245.3	434.7	-	281.1	-	3,696.8	-	-	5.3
882	MARSH & MCLENNAN COS INC	14,296.2	6,128.3	372.4	86.7	6,336.4	1,269.3	-	-	-	103.0	-	-	-
883	GAMEFLY INC	14,209.6	102.5	-	-	-	-	481.1	65.5	1,306.2	12,180.7	-	-	73.6
884	BARILLA G&R FRATELLI SPA	14,185.3	8,869.5	340.6	15.0	-	-	58.0	4,892.9	9.3	-	-	-	-
885	NATIONAL COLLECTORS MINT	14,167.8	46.5	-	492.6	-	-	-	26.8	143.8	13,458.1	-	-	-
886	FIRSTSERVICE CORP	14,151.1	9,664.0	240.1	1,853.6	521.7	178.3	-	809.8	-	883.6	-	-	-
887	LEARNING ANNEX HOLDINGS LLC	14,139.5	1,043.2	-	9,617.3	463.4	880.2	-	1,690.1	-	-	-	-	445.2
888	PARTECIPAZIONI BULGARI SPA	14,120.5	10,661.7	457.4	118.4	2,606.4	276.6	-	-	-	-	-	-	-
889	DIEGO DELLA VALLE	14,111.9	12,858.9	914.8	-	338.2	-	-	-	-	-	-	-	-
890	US BANCORP	14,089.9	-	-	10,868.2	22.6	774.6	-	1,886.5	-	198.4	-	-	339.6
891	ORACLE CORP	14,082.5	2,253.0	-	565.5	4,636.7	6,568.4	-	11.7	-	-	-	-	47.2
892	COMPAGNIE NATIONAL AIR FRANCE	14,051.5	4,704.8	-	4,517.5	3,953.0	1.6	-	-	-	847.3	-	-	27.3
893	MY CHOICE MEDICAL INC	14,000.3	12,606.4	-	1,394.0	-	-	-	-	-	-	-	-	-
894	WHITE CASTLE SYSTEM INC	13,993.2	-	-	68.1	-	380.8	-	11,022.6	-	-	-	-	2,521.7
895	ICON HEALTH & FITNESS INC	13,976.7	299.5	44.7	2.8	-	-	-	106.9	41.8	13,481.1	-	-	-
896	INCHARGE INSTITUTE/AMERICA INC	13,956.4	-	-	-	-	-	-	1,199.7	483.1	12,273.5	-	-	-

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 1000 Companies Ranked by 11 Media Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
897	CURVES INTL INC	13,936.4	2,137.8	-	860.5	-	81.2	4,225.2	1,465.9	2,117.4	3,040.2	-	8.2	
898	THINKFILM INC	13,912.4	445.2	248.6	9,405.5	2,580.4	-	95.4	69.3	14.4	897.8	-	155.9	
899	QUOTESMITH CORP	13,902.2	1,611.6	677.7	20.1	9,452.3	-	-	-	-	-	-	2,140.5	-
900	ADVANCE AUTO PARTS INC	13,874.8	224.8	-	1,079.1	-	586.1	84.8	763.1	-	5,109.2	5,282.4	745.2	
901	BON CHIC BON GENRE	13,861.3	13,098.8	457.4	-	-	-	305.1	-	-	-	-	-	-
902	AMERICAN POWER CONVERSION CORP	13,837.5	12,238.9	1,123.8	-	397.3	77.6	-	-	-	-	-	-	-
903	MITSUBISHI MOTORS CORP DLR ASSN	13,783.4	-	-	11,983.8	-	-	-	61.0	-	-	-	1,738.6	
904	CITY FURNITURE CO INC	13,734.0	-	-	5,909.7	-	-	-	7,824.3	-	-	-	-	-
905	BAHAMAS ISLANDS OF	13,723.8	3,745.2	-	1,128.6	534.2	795.3	1,356.7	1,455.3	536.8	2,599.6	-	1,572.0	
906	FOUR SEASONS HOTELS INC	13,680.2	5,916.6	1,205.5	4,425.3	2,132.7	-	-	-	-	-	-	-	-
907	BRIGHT HOUSE NETWORKS LLC	13,679.2	-	-	1,575.9	-	2,947.4	-	9,080.2	-	75.7	-	-	-
908	EMI NETWORK INC	13,641.7	13,641.7	-	-	-	-	-	-	-	-	-	-	-
909	MAGGIE SOTTERO	13,591.3	13,591.3	-	-	-	-	-	-	-	-	-	-	-
910	SEALY CORP	13,583.3	9,737.2	-	161.6	-	4.5	-	3,643.5	-	36.5	-	-	-
911	CACHE CREEK CASINO RESORT	13,562.9	5.4	-	8,036.5	-	1,475.5	-	4,045.6	-	-	-	-	-
912	RYAN HOMES	13,559.8	-	-	11,994.0	-	1,477.4	-	88.4	-	-	-	-	-
913	AXA GROUP	13,540.3	3,309.4	98.8	425.2	344.9	-	-	8,009.4	37.1	1,315.5	-	-	-
914	NEW BALANCE ATHLETIC SHOE INC	13,523.1	6,714.5	-	3,015.5	184.2	427.9	765.3	705.9	32.2	1,677.7	-	-	-
915	NEW JERSEY STATE OF	13,500.1	7.1	467.0	6,887.3	99.4	2,032.7	30.0	2,207.5	-	59.7	-	1,709.5	-
916	EBRO PULEVA SA	13,499.9	8,818.9	-	-	-	36.5	-	326.8	194.1	-	3,252.4	-	871.2
917	MEDIA BRANDS LLC	13,493.4	51.3	-	13,442.1	-	-	-	-	-	-	-	-	-
918	CHARTER COMMUNICATIONS INC	13,454.4	-	-	6,562.3	-	1,630.8	-	5,074.0	-	-	-	187.2	-
919	MARKS & SPENCER PLC	13,422.5	9,779.4	81.1	1,586.4	1,974.4	1.3	-	-	-	-	-	-	-
920	VERMONT TEDDY BEAR CO INC	13,382.3	670.7	-	-	-	-	33.6	-	-	9,881.2	2,796.8	-	-
921	HAGGAR CLOTHING CO	13,368.2	10,494.8	82.7	41.2	-	-	284.8	-	-	2,248.1	-	216.6	-
922	OHIO STATE OF	13,365.5	1,279.5	-	715.2	3,209.0	1,668.8	0.0	6,411.0	-	77.0	-	5.2	-
923	FUJITSU LTD	13,320.9	11,956.8	-	4.8	1,359.3	-	-	-	-	-	-	-	-
924	PROFESSIONAL GOLFERS ASSN	13,284.5	3,697.1	50.6	279.4	5,749.2	141.7	462.1	340.0	-	2,564.5	-	-	-
925	MASSACHUSETTS COMMONWEALTH OF	13,278.5	182.7	152.8	7,041.0	1,773.7	911.2	-	2,860.5	-	-	-	356.7	-
926	QUEST CHATLINE	13,256.0	-	-	-	-	-	-	12,716.3	539.7	-	-	-	-
927	RENART LTD	13,243.9	-	-	-	-	-	106.2	8.7	-	13,129.1	-	-	-
928	DEUTSCHE LUFTHANSA AG	13,227.8	9,766.9	-	490.1	659.9	1,305.1	-	1.8	-	-	-	1,003.9	-
929	WINDOW WORLD INTL	13,217.1	-	-	9,897.4	-	348.9	-	2,970.9	-	-	-	-	-
930	GIANT EAGLE INC	13,183.3	30.6	-	1,850.5	-	1,227.2	-	9,920.7	-	-	-	154.4	-
931	GAMESTOP CORP	13,161.1	3,693.7	-	1,261.6	240.6	40.6	1,165.9	142.9	-	5,797.8	418.2	399.9	-
932	LOUISIANA STATE OF	13,159.0	7,540.7	332.7	182.7	-	1,686.7	189.0	1,221.7	42.6	1,789.4	29.4	144.1	-
933	ICELAND HEALTH INC	13,144.6	906.2	-	9,535.1	42.7	-	452.0	32.9	1,008.0	382.2	-	785.4	-
934	PROVENTUS AB	13,117.8	11,524.4	-	1.1	-	698.2	-	0.0	1.1	-	858.6	-	34.3
935	JAMSTER INTL	13,116.1	4,374.8	-	-	-	-	-	7.4	-	8,733.9	-	-	-
936	MARINEMAX INC	13,106.2	11,856.6	-	334.8	690.4	45.7	-	10.8	-	-	-	167.9	-
937	ROBERT BOSCH GMBH	13,069.2	6,863.5	-	-	-	-	-	24.5	405.9	4,865.8	909.4	-	-
938	CYTODYNE TECHNOLOGIES INC	13,043.6	11,389.9	-	-	-	-	318.3	260.7	-	1,074.7	-	-	-
939	NEW WEST PDT'S INC	13,035.4	-	-	-	-	-	1,281.4	49.0	2,887.0	8,818.0	-	-	-
940	CARDI FURNITURE & WATERBD GALLERIES	13,003.2	-	-	9,059.0	-	267.2	-	3,677.0	-	-	-	-	-
941	BOB EVANS FARMS INC	12,972.3	1,556.5	-	40.1	-	1,324.1	-	9,947.3	-	-	-	104.2	-
942	DECKERS OUTDOOR CORP	12,926.3	12,545.4	-	12.0	35.7	311.8	-	1.5	20.0	-	-	-	-
943	TENNESSEE STATE OF	12,924.5	2,381.9	-	998.6	-	944.8	14.1	5,768.8	2.1	2,814.3	-	-	-
944	DIESEL SPA	12,920.6	12,691.9	228.7	-	-	6.3	78.0	840.9	3,249.1	8,728.0	-	-	-
945	OASIS LEGAL FINANCE	12,902.3	-	-	-	-	-	60.0	-	-	-	-	-	-
946	TIMEX CORP	12,890.6	12,468.7	-	69.2	292.7	-	-	0.7	-	12,884.8	-	-	-
947	WILDLIFE EDUCATION LTD	12,885.5	-	-	-	-	-	-	-	-	-	-	-	-
948	AMERICAS BEST CONTACTS&EYGLS INC	12,883.3	-	-	69.9	-	-	-	12,613.9	69.4	-	-	130.0	-
949	GIANNI VERSACE	12,873.5	12,027.1	665.3	5.4	165.7	10.1	-	-	-	-	-	-	-
950	AVIVA LIFE INSURANCE CO	12,858.2	-	-	-	-	-	8,176.4	-	-	4,681.8	-	-	-
951	FATHEAD INC	12,829.3	475.7	-	-	168.6	-	4,158.8	57.6	537.9	7,295.7	135.0	-	-
952	GREEN DOT CORP	12,817.9	-	-	-	-	-	559.9	121.7	5,881.5	6,254.8	-	-	-

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 1000 Companies Ranked by 11 Media Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
953	UNIVERSAL TECHNICAL INSTITUTE	12,790.2	1,861.3	-	1.6	-	0.8	55.6	1,502.6	1,851.8	7,479.8	-	-	36.8
954	WAWA INC	12,760.3	-	-	377.8	-	2,144.8	-	1,255.5	-	-	-	-	8,982.2
955	AMERICA MOVIL SA	12,747.3	6,394.0	924.0	771.1	195.0	-	35.6	205.7	-	416.2	3,783.8	22.0	
956	FORSTMANN LITTLE & CO	12,740.9	-	-	614.2	-	420.8	15.1	10,429.4	32.3	1.3	-	-	1,227.7
957	INFOTRAK CORP	12,729.7	-	-	12,729.7	-	-	-	-	-	-	-	-	
958	PC MARYS INC	12,680.9	12,680.9	-	-	-	-	-	-	-	-	-	-	
959	CABELAS INC	12,661.8	2,550.2	-	5,475.7	-	1,909.9	-	1,806.0	-	834.3	-	-	85.6
960	IDT CORP	12,653.8	6,325.6	-	840.0	978.4	-	-	1,323.8	-	2,922.4	-	-	263.5
961	BARMENSEN LABS LLC	12,652.9	8,505.5	682.2	641.0	-	-	64.0	55.0	296.8	2,405.6	2.8	-	
962	POLARIS INDUSTRIES INC	12,631.6	3,612.5	-	9.1	-	23.9	53.4	2,967.4	-	5,236.1	723.6	5.7	
963	LA QUINTA CORP	12,612.8	551.0	-	676.7	2,132.1	3,127.0	-	5,152.6	-	-	-	-	973.5
964	CRAZYFOX	12,605.3	-	-	-	-	-	738.5	1,654.1	2,385.9	7,826.9	-	-	
965	SOUTHERN CO	12,582.2	3,667.8	-	1,139.6	185.1	1,543.6	1,282.2	3,993.0	-	58.4	-	-	712.5
966	ALERT USA	12,569.9	-	-	-	-	-	-	527.4	599.7	11,442.8	-	-	
967	BAERS FURNITURE CO INC	12,564.7	-	-	8,945.8	-	-	-	3,618.9	-	-	-	-	
968	WISCONSIN STATE OF	12,562.9	653.6	-	7,737.6	151.7	608.4	174.6	3,166.1	-	70.9	-	-	
969	JASMINE ENTERPRISE INC	12,547.0	12,547.0	-	-	-	-	-	-	-	-	-	-	
970	SUN INTL LTD	12,543.0	924.6	-	1,672.2	7,430.9	-	-	1,420.3	-	1,002.1	-	-	92.9
971	HEAVEN HILL DISTILLERIES LTD	12,536.9	12,298.7	-	-	57.3	166.3	-	-	-	14.6	-	-	
972	CONSOLIDATED PDT'S INC	12,455.6	-	-	56.9	-	2,303.1	-	10,086.0	-	-	-	-	9.5
973	FIRST DATA CORP	12,435.6	-	-	3.9	-	2,244.6	-	2,938.9	-	439.0	-	-	6,809.3
974	SUMITOMO CORP	12,383.1	23.5	-	5,741.5	68.5	684.5	-	5,362.4	-	-	-	-	502.7
975	FORTUNOFF INC	12,332.6	418.6	-	6,248.1	3,881.6	151.0	-	1,483.8	-	-	-	-	149.5
976	VIKING RANGE CORP	12,312.6	11,412.3	-	18.4	-	-	-	223.8	-	658.0	-	-	
977	MORGAN & MORGAN GROUP	12,292.5	-	-	-	-	1,430.3	-	10,862.2	-	-	-	-	
978	UNITED SERVICES AUTOS ASSN	12,272.8	4,566.2	-	3,350.0	-	4,286.2	-	70.5	-	-	-	-	
979	B&H PHOTO-VIDEO-PRO AUDIO CORP	12,240.6	12,169.4	-	-	71.3	-	-	-	-	-	-	-	
980	BANQUE NATIONALE DE PARIS	12,235.9	-	-	8,925.1	109.2	314.1	-	466.7	-	34.4	-	-	2,386.3
981	BASSETT FURNITURE INDUSTRIES INC	12,227.8	-	34.6	5,270.4	-	77.4	-	6,845.5	-	-	-	-	
982	NUCOR CORP	12,218.4	886.0	-	28.3	11,041.9	198.4	-	63.9	-	-	-	-	
983	WORLD GOLD COUNCIL	12,169.4	12,165.0	-	4.4	-	-	-	-	-	-	-	-	
984	DAISY BRAND OF TX INC	12,161.7	2,602.7	-	-	-	-	3,908.6	1,371.1	-	4,279.3	-	-	
985	ITO-YOKADO CO LTD	12,145.3	-	-	490.8	699.2	597.7	-	1,130.9	-	30.5	-	-	9,196.2
986	BLUE BUFFALO CO	12,106.6	11,728.6	-	3.8	374.2	-	-	-	-	-	-	-	
987	WINN DIXIE STORES INC	12,105.8	-	-	1,648.7	-	202.7	-	10,191.3	-	-	-	-	63.1
988	PLAYMATES INT'L HOLDINGS LTD	12,089.7	513.0	-	-	-	-	1,351.8	32.4	60.8	10,103.8	-	-	27.9
989	STONEBRIDGE LIFE INS CO	12,082.9	59.3	-	-	-	-	826.0	1,718.6	2,658.2	6,820.8	-	-	
990	LIVE LINKS INC	12,056.0	-	-	80.7	-	-	-	10,244.7	12.6	1,718.0	-	-	
991	EMI GROUP PLC	12,026.5	2,996.8	218.3	45.9	116.8	48.7	179.4	5,076.7	5.3	3,108.4	110.9	119.3	
992	COLUMBIA SPORTSWEAR CO	12,010.4	8,155.1	-	33.6	-	3.0	280.0	7.8	-	3,530.9	-	-	
993	PUBLISHERS CLEARING HOUSE	11,990.8	-	-	1.8	-	-	4,563.9	225.4	5,124.2	2,075.5	-	-	
994	TRUMP ORG	11,969.0	2,351.9	297.9	4,824.4	871.0	2,158.8	60.0	1,398.9	-	0.4	-	-	5.6
995	PALM INC	11,943.2	6,394.2	92.0	3.0	2,071.0	3,382.9	-	-	-	-	-	-	
996	SAGITTARIUS BRANDS INC	11,908.4	-	-	297.6	-	457.3	-	9,631.4	-	-	-	-	1,522.1
997	AMERICAN RED CROSS	11,902.0	8,099.9	-	1,535.5	209.1	231.5	-	1,121.0	-	693.9	7.5	3.6	
998	KOREAN AIRLINES	11,846.5	5,292.9	-	320.6	2,443.6	29.4	474.0	0.1	-	3,285.9	-	-	
999	MUTUAL OF OMAHA INS CO	11,846.4	-	-	112.2	-	620.0	8,648.2	19.1	-	2,401.8	-	-	45.0
1000	LEADER CO INC	11,810.2	207.6	11,334.4	268.2	-	-	-	-	-	-	-	-	
	TOP 1000 TOTAL	97,560,130.6	18,860,993.7	1,543,172.4	12,971,503.3	2,180,134.8	2,085,077.8	23,447,078.7	12,460,610.0	3,980,674.2	17,246,717.5	846,621.3	1,937,555.9	
	All Other	27,847,733.2	6,662,063.5	454,806.6	9,861,685.4	1,166,493.8	1,858,648.9	307,489.5	4,777,292.6	192,261.5	1,876,981.4	155,541.5	534,468.0	
	GRAND TOTAL	125,407,863.8	25,523,057.2	1,997,979.0	22,833,188.7	3,346,628.6	3,943,726.7	23,754,568.2	17,237,902.6	4,172,935.7	19,123,698.9	1,002,162.8	2,472,023.9	

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 100 Companies Ranked by Magazines Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
1	PROCTER & GAMBLE CO	3,303,619.0	899,870.8	47,408.5	54,721.6	9,232.6	1,772.1	937,920.1	135,446.5	313,355.6	884,728.9	13,637.6	5,524.8	
2	KRAFT FOODS INC	947,989.0	449,860.7	44,431.9	971.7	-	870.2	162,618.6	67,975.9	31,158.6	183,534.1	5,039.0	1,528.2	
3	GENERAL MOTORS CORP	1,784,559.3	359,451.9	571.8	118,328.4	40,386.8	47,063.1	672,305.3	191,288.6	37,763.4	259,244.6	44,384.8	13,770.6	
4	JOHNSON & JOHNSON	1,241,061.1	358,551.7	34,964.2	142.9	4,125.7	4,834.7	470,457.9	22,091.9	104,614.9	215,897.3	16,988.3	8,391.7	
5	LOREAL SA	702,789.5	318,092.3	218.3	1,838.0	909.5	842.2	195,072.4	4,254.6	95,794.4	84,215.0	269.8	1,283.1	
6	GLAXOSMITHKLINE PLC	944,064.8	299,497.5	25,929.1	8,830.2	3,701.2	899.6	331,825.2	27,223.8	114,639.2	123,414.8	1,567.5	6,536.8	
7	FORD MOTOR CO	1,422,373.3	285,372.5	5,774.7	88,749.0	41,819.5	18,197.5	516,826.5	224,253.4	34,553.5	170,362.2	30,375.0	6,089.4	
8	UNILEVER	786,244.7	245,444.9	29,291.4	117.3	630.3	372.0	299,709.0	7,125.4	74,073.2	124,538.7	2,853.3	2,089.2	
9	TIME WARNER INC	1,540,922.3	243,364.6	8,139.1	236,381.8	73,843.4	54,251.9	397,556.4	155,450.7	62,096.6	276,339.6	6,975.8	26,522.3	
10	LVMH MOET HENNESSY LOUIS VUITTON SA	227,231.6	189,868.8	4,253.9	5,390.8	9,474.3	5,481.3	2,252.4	1,799.6	238.9	8,250.4	-	221.2	
11	NISSAN MOTOR CO LTD	868,507.1	189,534.5	737.6	30,611.3	7,217.4	16,310.0	239,504.2	298,927.5	4,373.0	80,326.1	321.5	644.1	
12	PFIZER INC	719,763.3	188,953.7	34,012.5	23,724.1	9,223.3	1,160.6	281,818.4	35,163.8	59,443.2	80,021.3	2,599.5	3,643.0	
13	HONDA MOTOR CO LTD	792,962.6	186,396.6	5,902.9	37,448.9	19,264.7	5,513.9	142,537.0	307,327.3	5,923.0	72,191.6	9,808.5	648.3	
14	WALT DISNEY CO	1,092,335.8	181,843.9	7,513.5	137,251.8	44,400.8	48,026.7	277,761.6	105,092.0	27,178.7	200,984.9	10,543.4	51,738.5	
15	TOYOTA MOTOR CORP	935,238.3	178,754.0	-	10,946.3	23,353.3	23,202.6	367,251.6	231,945.8	4,375.1	91,034.8	987.9	3,386.9	
16	ASTRAZENECA PLC	242,859.2	174,005.1	20,794.3	2,207.3	925.8	73.2	19,897.4	3,379.5	2,884.2	17,655.5	-	1,037.0	
17	CERBERUS CAPITAL MGT LP	1,037,850.0	172,890.4	-	100,847.4	18,843.7	8,116.5	217,376.0	391,390.6	2,381.9	107,007.6	5,092.2	13,906.4	
18	CLOROX CO	426,649.5	170,007.2	-	11,810.5	92.7	461.7	709.4	79,408.9	21,392.2	18,362.8	117,939.9	5,288.9	1,175.3
19	PEPSICO INC	776,908.4	168,726.6	5,094.2	6,611.7	791.6	13,750.3	324,249.8	49,764.1	47,860.7	154,075.8	253.9	5,729.5	
20	CAMPBELL SOUP CO	489,647.1	168,142.4	27,968.6	2,052.5	575.7	1,290.7	157,406.3	7,262.6	33,645.7	79,645.5	10,075.7	1,581.3	
21	ADVANCE PUBLICATIONS INC	177,588.5	156,408.1	16,092.9	870.4	855.9	2,444.4	0.0	73.3	-	29.4	5.0	809.0	
22	NESTLE SA	580,514.6	155,478.7	-	859.7	2,753.9	-	2,892.5	152,241.4	52,882.3	44,331.0	162,495.4	1,891.2	4,688.5
23	CITIGROUP INC	421,316.9	152,535.8	644.4	38,241.9	13,544.5	5,725.5	164,520.4	305.5	4,640.5	36,597.3	1,101.2	3,460.0	
24	JOH A BENCKISER GMBH	175,596.7	149,269.2	228.7	2.2	23.4	275.4	10,806.4	926.6	-	13,422.4	167.3	475.2	
25	KELLOGG CO	517,259.3	137,960.8	1,812.6	1,656.3	511.7	3,217.6	134,650.8	10,194.9	64,846.5	161,673.7	302.5	432.1	
26	WOMENS MARKETING INC	132,216.1	132,028.5	187.6	-	-	-	-	-	-	-	-	-	
27	ESTEE LAUDER COS INC	157,282.8	127,688.1	1,881.1	-	387.8	684.0	1,471.6	7,650.9	10,439.2	3,351.5	3,260.2	-	468.4
28	HYUNDAI CORP	561,941.6	124,602.6	-	-	2,162.5	4,261.1	3,602.9	179,766.2	99,916.3	43,096.5	102,984.8	756.3	792.3
29	SONY CORP	806,200.6	110,854.4	3,863.3	88,624.0	31,188.3	19,875.4	267,861.9	56,078.3	39,109.5	170,073.6	2,227.0	16,444.8	
30	MERCK & CO INC	341,249.8	110,574.8	13,773.7	11,701.6	1,035.1	-	130,614.4	3,286.7	33,308.1	36,865.3	90.0	-	
31	TARGET CORP	624,589.6	105,674.9	1,127.3	144,748.2	9,517.4	8,890.7	202,113.5	73,787.5	13,607.6	57,518.8	-	7,603.7	
32	MICROSOFT CORP	236,257.1	104,623.9	-	-	8,064.6	17,766.8	12,048.6	39,352.7	12,155.1	13.4	39,854.5	-	2,377.5
33	US GOVT	535,873.1	104,619.1	11,137.8	23,290.1	5,624.2	8,486.4	140,837.5	25,685.5	26,634.5	159,303.6	17,705.1	12,549.3	
34	VISA USA INC	332,882.3	100,052.0	986.3	11,470.3	10,232.4	3,634.7	150,402.0	2,334.7	3,963.8	45,358.4	1,222.6	3,225.0	
35	BRISTOL-MYERS SQUIBB CO	189,820.4	98,977.2	1,470.8	1,884.7	1,336.9	1,026.3	16,957.2	14,575.1	11,081.2	42,451.2	-	59.7	
36	NATIONAL AMUSEMENTS INC	812,030.6	96,876.7	14,238.8	93,674.4	40,897.8	42,547.8	217,569.4	82,067.9	17,471.7	177,461.9	9,018.5	20,205.7	
37	SANOFI-AVENTIS	237,577.6	94,538.1	18,514.1	28.0	1,741.7	103.2	48,272.5	6,274.4	38,228.6	29,667.5	19.6	189.9	
38	GE GENERAL ELECTRIC CO	836,308.4	94,276.9	5,135.3	144,973.3	48,954.0	28,420.6	225,039.2	36,344.9	31,583.0	171,708.4	7,062.9	42,809.9	
39	BOSE CORP	252,832.8	93,089.3	61,507.2	24,479.8	13,382.0	1,963.0	-	4,017.1	661.4	45,637.1	7,361.1	734.7	
40	SYNERGISTICS MARKETING INC	93,021.1	93,021.1	-	-	-	-	-	-	-	-	-	-	
41	MARS INC	344,917.5	92,876.2	12,693.7	949.6	413.3	1,388.6	78,972.5	2,384.4	43,239.7	103,628.1	8,137.7	233.7	
42	AMERICAN EXPRESS CO	405,643.4	91,184.3	4,507.5	31,942.2	24,904.9	7,788.3	130,305.4	27,138.5	3,031.9	83,155.1	609.0	1,076.3	
43	HEARST CORP	95,280.2	90,206.5	1,103.4	751.1	368.8	548.8	-	2,017.9	-	270.0	-	13.8	
44	MACANDREWS & FORBES HOLDINGS INC	202,800.1	88,518.0	-	490.5	22.2	1,149.4	68,512.4	1,624.2	29,507.9	12,975.5	-	-	
45	ALBERTO-CULVER CO	143,308.2	88,275.1	1,017.2	2,400.0	320.5	7.1	18,995.0	1,170.8	16,983.2	14,086.2	32.5	20.6	
46	GAP INC	323,499.5	86,046.0	4,903.1	9,575.1	6,290.1	11,885.8	119,861.7	1,820.2	52,926.3	21,311.2	-	8,880.0	
47	ABBOTT LAB	166,254.9	85,491.5	3,688.8	151.1	52.0	633.5	43,004.0	2,065.0	13,728.3	16,698.3	413.9	328.6	
48	BERKSHIRE HATHAWAY INC	669,369.6	84,664.7	11,540.3	21,163.3	8,298.4	23,318.0	58,248.3	150,651.4	43,864.3	182,847.4	11,556.3	73,217.2	
49	NIKE INC	174,262.9	83,929.7	1,670.0	955.6	483.9	3,884.3	51,226.3	452.6	1,088.0	30,251.9	-	320.5	
50	BRADFORD EXCHANGE LTD	130,452.4	83,645.6	42,624.4	3,577.7	603.3	-	-	-	-	-	-	1.4	
51	GENERAL MILLS INC	546,985.3	82,256.4	2,675.0	194.2	89.0	99.7	121,476.9	129,033.6	543.8	208,306.5	2,204.8	105.4	
52	DILLARDS INC	230,330.6	82,128.3	-	140,624.6	6,176.4	252.4	921.6	117.5	-	-	-	109.8	
53	MACYS INC	936,639.4	80,659.7	1,655.2	555,015.1	51,424.7	2,211.8	131,917.5	20,025.6	24,623.4	38,733.5	587.1	29,785.9	
54	VERIZON COMMUNICATIONS INC	1,785,277.3	80,125.4	3,605.6	623,069.1	60,689.7	63,672.0	445,898.7	235,125.6	35,851.8	139,113.4	1,420.2	96,705.8	
55	WYETH	321,012.4	78,363.8	2,063.7	586.6	-	355.9	93,834.3	1,443.9	71,914.5	55,958.1	13,034.7	3,457.0	
56	KIMBERLY-CLARK CORP	185,678.2	77,276.9	9,643.2	94.3	20.9	16.8	43,915.7	4,300.4	16,022.7	32,821.2	857.1	709.0	

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 100 Companies Ranked by Magazines Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
57	SEPRACOR INC	270,964.9	77,168.1	23,985.5	2.5	-	-	113,539.2	159.4	10.3	56,099.8	-	-	-
58	COLDWATER CREEK INC	76,259.1	73,163.3	640.5	74.9	-	-	-	2,380.4	-	-	-	-	-
59	VF CORP	113,568.7	72,701.6	4,289.4	879.5	580.3	1,079.4	13,506.0	432.8	812.3	15,633.9	3,134.5	-	519.1
60	COMPAGNIE FINANCIERE RICHEMONT AG	91,257.5	70,483.6	3,279.4	1,982.5	14,891.7	620.3	-	-	-	-	-	-	-
61	SCHERING AG	117,029.3	67,788.4	-	-	-	-	4,236.8	0.0	-	44,544.0	-	-	460.1
62	IOVATE HEALTH SCIENCES INC	129,365.8	66,934.8	-	-	205.6	-	-	272.8	9,132.2	51,928.2	892.1	-	-
63	MEDIA NETWORKS INC	66,864.8	66,776.0	88.8	-	-	-	-	-	-	-	-	-	-
64	NEWS CORP	1,074,622.9	66,148.8	1,438.5	536,875.3	81,802.5	20,110.8	138,657.4	38,082.2	13,335.0	128,536.7	3,341.4	-	46,294.3
65	ENERGIZER HOLDINGS INC	178,794.8	63,500.7	-	614.0	743.0	-	68,741.6	734.6	7,555.6	35,684.0	60.9	-	1,160.5
66	CHURCH & DWIGHT CO INC	165,812.3	63,342.6	1,175.5	20.7	-	0.3	25,476.0	1,767.3	11,170.4	62,292.1	427.9	-	139.5
67	HOME DEPOT INC	492,222.9	63,196.3	435.1	88,807.8	5,959.1	1,756.4	177,895.3	5,640.3	1,360.2	63,461.4	46,502.3	-	37,208.7
68	CANON INC	122,335.8	61,225.0	-	4,612.7	23,216.4	1,472.4	17,052.0	1,444.9	17.5	10,302.1	-	-	2,992.9
69	NOVARTIS AG	249,643.5	61,024.8	2,183.0	8,302.3	84.8	145.3	83,094.8	2,763.5	31,863.7	53,164.0	4,537.6	-	2,479.8
70	COCA-COLA CO	323,966.0	57,819.4	-	2,262.1	4,288.5	27,436.9	184,363.1	3,452.8	4,946.6	38,033.7	1,250.3	-	112.5
71	KAO CORP	140,724.2	56,925.1	693.3	-	-	-	34,265.6	655.5	37,652.1	10,463.7	-	-	68.8
72	CARNIVAL CORP & PLC	139,388.9	56,110.4	2,047.2	36,685.9	3,243.3	248.0	29,472.0	80.2	-	9,885.2	-	-	1,616.7
73	BOEHRINGER INGELHEIM GMBH	290,722.3	55,798.1	5,927.7	482.9	612.9	80.1	132,491.9	5,484.6	45,852.5	42,024.8	1,966.8	-	-
74	BERTELSMANN AG/TIME WARNER INC	63,042.0	55,052.7	7,678.8	-	310.4	-	-	-	-	-	-	-	-
75	AVON PDTS INC	101,165.1	55,026.3	-	18.8	519.3	873.5	29,860.4	2,809.4	-	11,214.8	-	-	842.6
76	JC PENNEY CO INC	404,981.1	54,673.9	16,109.7	149,638.4	7,820.3	275.8	113,863.1	2,164.4	1,869.0	32,134.0	16,399.0	-	10,033.7
77	INT'L DAIRY FOODS ASSN	57,779.5	54,606.2	1,530.4	-	1,591.4	-	-	-	-	-	-	-	51.5
78	TAKEDA PHARMACEUTICAL CO LTD	153,562.9	54,144.5	1,505.7	9,231.3	1,691.2	31.8	59,287.9	2,168.7	1,452.6	24,045.2	-	-	4.1
79	REYNOLDS AMERICAN INC	54,536.2	53,735.3	-	372.3	-	-	-	428.6	-	-	-	-	-
80	LUXOTTICA GROUP SPA	115,839.1	53,533.0	549.4	3,143.1	-	820.6	20,457.5	13,683.8	7,879.7	13,997.4	-	-	1,774.6
81	LIZ CLAIBORNE INC	56,006.6	53,390.1	2,150.4	218.9	132.4	114.8	-	-	-	-	-	-	-
82	MEREDITH CORP	55,796.9	53,287.0	1,598.5	25.1	333.4	195.5	-	349.9	4.3	2.5	0.9	-	-
83	LAGARDERE SCA	63,363.2	53,034.0	46.1	1,520.7	4,273.4	827.4	81.7	594.2	138.1	1,999.3	467.9	-	380.4
84	TIRE RACK INC	52,644.3	52,644.3	-	-	-	-	-	-	-	-	-	-	-
85	DELL INC	421,357.3	52,007.3	114,442.4	78,320.1	45,767.0	891.7	52,510.7	5,664.9	4,491.2	66,845.6	-	-	416.3
86	BRISTOL-MYERS SQUIBB/SANOFIG-AVENTIS	174,506.3	51,662.5	5,152.4	333.3	1,042.6	-	98,717.0	239.1	10,900.1	6,459.5	-	-	-
87	WAL-MART STORES INC	433,188.2	51,150.5	62,361.0	27,100.4	1,597.1	1,223.0	142,155.7	12,760.3	26,503.2	69,450.8	27,160.1	-	11,726.2
88	POLO/RALPH LAUREN CORP	62,669.0	50,659.7	2,001.1	1,765.4	8,210.8	32.0	-	-	-	-	-	-	-
89	MORGAN STANLEY	112,879.1	50,547.0	5,521.9	1,906.3	11,238.2	1,335.5	20,845.7	41.0	2,185.4	18,964.4	-	-	293.7
90	SAMSUNG GROUP	102,469.0	50,103.9	1,886.8	962.5	8,774.7	7,163.4	21,012.5	2,551.6	-	9,289.1	-	-	724.5
91	FORTUNE BRANDS INC	94,010.6	48,864.5	-	-	769.8	2,591.8	3,191.3	32,257.8	135.0	-	6,051.6	-	148.7
92	AT&T INC	1,894,112.6	48,846.3	-	289,391.8	36,861.2	108,554.6	755,880.4	348,802.1	4,779.2	185,344.3	7,228.9	-	108,423.7
93	CONAGRA FOODS INC	195,862.3	48,425.6	10,248.4	940.1	168.6	1,167.6	53,532.0	6,988.8	24,120.4	46,697.2	1,326.4	-	2,247.3
94	SCHERING-PLough CORP	481,267.4	47,804.0	5,789.3	648.5	503.1	-	264,900.3	12,137.9	57,969.2	85,866.9	5,121.2	-	527.1
95	MCDONALDS CORP	646,105.8	47,315.2	1,375.1	2,962.5	1,005.3	45,770.6	251,941.8	153,450.6	38,603.7	93,036.5	5,825.6	-	4,819.0
96	BMW AG	124,741.3	47,299.4	236.0	1,558.2	4,319.1	17,899.6	4,758.4	16,690.2	-	28,873.2	1,307.6	-	1,799.7
97	PRADA HOLDINGS NV	50,324.7	47,164.3	2,603.6	37.8	487.5	31.5	-	-	-	-	-	-	-
98	T ROWE PRICE GROUP INC	85,960.3	46,629.0	1,295.3	10,886.9	661.7	-	14,006.5	419.4	-	12,061.5	-	-	-
99	BROWN-FORMAN CORP	78,826.1	45,665.6	6,656.3	3,612.6	142.9	5,746.1	1,509.6	227.0	-	14,323.5	-	-	942.5
100	NUTRISYSTEM INC	250,736.6	45,354.5	76,261.1	336.7	132.0	-	2,691.7	1,377.3	1,136.6	122,296.7	1,150.0	-	-
<b>Top 100 Total</b>		<b>45,398,924.9</b>	<b>11,600,162.0</b>	<b>944,853.3</b>	<b>4,125,121.7</b>	<b>946,700.1</b>	<b>765,673.7</b>	<b>12,552,564.1</b>	<b>4,006,308.2</b>	<b>2,149,712.3</b>	<b>7,198,936.1</b>	<b>382,947.6</b>	<b>725,946.8</b>	
<b>Total All Companies</b>		<b>125,407,863.8</b>	<b>25,523,057.2</b>	<b>1,997,979.0</b>	<b>22,833,188.7</b>	<b>3,346,628.6</b>	<b>3,943,726.7</b>	<b>23,754,568.2</b>	<b>17,237,902.6</b>	<b>4,172,935.7</b>	<b>19,123,698.9</b>	<b>1,002,162.8</b>	<b>2,472,023.9</b>	

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

Top 100 Companies Ranked by Sunday Magazines Dollars (000)													
RANK	PARENT	11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
1	DELL INC	421,357.3	52,007.3	114,442.4	78,320.1	45,767.0	891.7	52,510.7	5,664.9	4,491.2	66,845.6	-	416.3
2	NUTRISYSTEM INC	250,736.6	45,354.5	76,261.1	336.7	132.0	-	2,691.7	1,377.3	1,136.6	122,296.7	1,150.0	-
3	WAL-MART STORES INC	433,188.2	51,150.5	62,361.0	27,100.4	1,597.1	1,223.0	142,155.7	12,760.3	26,503.2	69,450.8	27,160.1	11,726.2
4	BOSE CORP	252,832.8	93,089.3	61,507.2	24,479.8	13,382.0	1,963.0	-	4,017.1	661.4	45,637.1	7,361.1	734.7
5	PROCTER & GAMBLE CO	3,303,619.0	899,870.8	47,408.5	54,721.6	9,232.6	1,772.1	937,920.1	135,446.5	313,355.6	884,728.9	13,637.6	5,524.8
6	KRAFT FOODS INC	947,989.0	449,860.7	44,431.9	971.7	-	870.2	162,618.6	67,975.9	31,158.6	183,534.1	5,039.0	1,528.2
7	BRADFORD EXCHANGE LTD	130,452.4	83,645.6	42,624.4	3,577.7	603.3	-	-	-	-	-	-	1.4
8	JOHNSON & JOHNSON	1,241,061.1	358,551.7	34,964.2	142.9	4,125.7	4,834.7	470,457.9	22,091.9	104,614.9	215,897.3	16,988.3	8,391.7
9	HEWLETT-PACKARD CO	285,097.1	45,262.6	34,676.1	63,918.4	22,744.2	105.0	37,780.4	2,686.5	2,756.6	73,995.3	-	1,172.0
10	PFIZER INC	719,763.3	188,953.7	34,012.5	23,724.1	9,223.3	1,160.6	281,818.4	35,163.8	59,443.2	80,021.3	2,599.5	3,643.0
11	WHIRLPOOL CORP	123,996.5	26,046.5	31,784.4	8,778.7	2,450.1	75.5	22,084.5	7,556.9	9,847.3	15,372.6	-	-
12	SELECT COMFORT CORP	143,093.4	34,030.1	30,296.6	8,120.6	3,811.1	478.0	3,616.3	5,431.4	8,308.8	34,909.7	4,750.5	9,340.3
13	UNILEVER	786,244.7	245,444.9	29,291.4	117.3	630.3	372.0	299,709.0	7,125.4	74,073.2	124,538.7	2,853.3	2,089.2
14	CAMPBELL SOUP CO	489,647.1	168,142.4	27,968.6	2,052.5	575.7	1,290.7	157,406.3	7,262.6	33,645.7	79,645.5	10,075.7	1,581.3
15	GLAXOSMITHKLINE PLC	944,064.8	299,497.5	25,929.1	8,830.2	3,701.2	899.6	331,825.2	27,223.8	114,639.2	123,414.8	1,567.5	6,536.8
16	NATIONAL CONSUMER MARKETING LLC	26,085.0	876.8	24,642.4	114.4	16.0	-	-	13.3	241.6	180.5	-	-
17	SEPRACOR INC	270,964.9	77,168.1	23,985.5	2.5	-	-	113,539.2	159.4	10.3	56,099.8	-	-
18	UNIVERSAL MEDIA SYNDICATE	30,692.8	582.8	23,635.8	6,474.3	-	-	-	-	-	-	-	-
19	SEARS HOLDINGS CORP	638,408.8	39,882.0	21,757.9	189,342.8	377.7	1,129.6	212,021.9	20,724.3	49,171.7	82,218.0	15,701.6	6,081.5
20	TECHNOBRANDS INC	46,664.4	25,650.7	20,915.0	7.7	90.9	-	-	-	-	-	-	-
21	ASTRAZENECA PLC	242,859.2	174,005.1	20,794.3	2,207.3	925.8	73.2	19,897.4	3,379.5	2,884.2	17,655.5	-	1,037.0
22	PUBLISHING GROUP OF AMERICA	20,570.4	-	20,545.8	24.6	-	-	-	-	-	-	-	-
23	SANOFI-AVENTIS	237,577.6	94,538.1	18,514.1	28.0	1,741.7	103.2	48,272.5	6,274.4	38,228.6	29,667.5	19.6	189.9
24	MBI INC	32,656.6	13,628.2	18,462.4	556.0	-	-	-	-	-	-	10.0	-
25	JC PENNEY CO INC	404,981.1	54,673.9	16,109.7	149,638.4	7,820.3	275.8	113,863.1	2,164.4	1,869.0	32,134.0	16,399.0	10,033.7
26	ADVANCE PUBLICATIONS INC	177,588.5	156,408.1	16,092.9	870.4	855.9	2,444.4	0.0	73.3	-	29.4	5.0	809.0
27	ECHOSTAR COMMUNICATIONS CORP	143,913.4	6,893.3	14,812.8	48,729.4	4,173.2	4,237.8	13,617.6	13,981.4	37.4	13,946.3	3,867.6	19,616.6
28	NATIONAL AMUSEMENTS INC	812,030.6	96,876.7	14,238.8	93,674.4	40,897.8	42,547.8	217,569.4	82,067.9	17,471.7	177,461.9	9,018.5	20,205.7
29	MERCK & CO INC	341,249.8	110,574.8	13,773.7	11,701.6	1,035.1	-	130,614.4	3,286.7	33,308.1	36,865.3	90.0	-
30	MARS INC	344,917.5	92,876.2	12,693.7	949.6	413.3	1,388.6	78,972.5	2,384.4	43,239.7	103,628.1	8,137.7	233.7
31	SUAREZ CORP	50,868.8	1,744.1	11,812.7	35,166.6	1,101.9	0.7	-	24.3	-	-	1,015.5	3.1
32	CLOROX CO	426,649.5	170,007.2	11,810.5	92.7	461.7	709.4	79,408.9	21,392.2	18,362.8	117,939.9	5,288.9	1,175.3
33	BERKSHIRE HATHAWAY INC	669,369.6	84,664.7	11,540.3	21,163.3	8,298.4	23,318.0	58,248.3	150,651.4	43,864.3	182,847.4	11,556.3	73,217.2
34	LEADER CO INC	11,810.2	207.6	11,334.4	268.2	-	-	-	-	-	-	-	-
35	US GOVT	535,873.1	104,619.1	11,137.8	23,290.1	5,624.2	8,486.4	140,837.5	25,685.5	26,634.5	159,303.6	17,705.1	12,549.3
36	SUCAMPO PHARMACEUTICALS INC	49,071.5	27,379.7	10,830.2	1,818.3	249.3	-	5,767.6	107.9	654.4	2,264.0	-	-
37	CONAGRA FOODS INC	195,862.3	48,425.6	10,248.4	940.1	168.6	1,167.6	53,532.0	6,988.8	24,120.4	46,697.2	1,326.4	2,247.3
38	KIMBERLY-CLARK CORP	185,678.2	77,276.9	9,643.2	94.3	20.9	16.8	43,915.7	4,300.4	16,022.7	32,821.2	857.1	709.0
39	ROLL INTL CORP	17,312.8	3,379.4	9,502.5	9.3	-	3,610.9	-	0.4	-	782.4	-	27.8
40	KLEIN-BECKER USA	24,746.7	13,315.0	8,981.6	92.9	-	-	-	44.2	1,542.6	770.3	-	-
41	ORECK CORP	44,583.9	5,789.1	8,859.5	9,709.6	41.1	77.2	1,348.3	3,083.1	6,710.4	6,955.1	2,010.6	-
42	ELI LILLY & CO	213,756.7	36,577.6	8,505.9	682.6	311.5	112.0	99,961.2	5,521.6	38,561.4	22,191.3	1.6	1,330.0
43	SSCA SPORTS COLLECTIONS	9,292.4	459.4	8,504.8	242.8	85.4	-	-	-	-	-	-	-
44	TIME WARNER INC	1,540,922.3	243,364.6	8,139.1	236,381.8	73,843.4	54,251.9	397,556.4	155,450.7	62,096.6	276,339.6	6,975.8	26,522.3
45	BERTELSMANN AG/TIME WARNER INC	63,042.0	55,052.7	7,678.8	-	310.4	-	-	-	-	-	-	-
46	WALT DISNEY CO	1,092,335.8	181,843.9	7,513.5	137,251.8	44,400.8	48,026.7	277,761.6	105,092.0	27,178.7	200,984.9	10,543.4	51,738.5
47	AMGEN INC/WYETH	64,061.3	5,967.7	7,095.0	27.8	-	-	8,006.0	2,687.8	3,534.6	36,742.4	-	-
48	IOS BRANDS CORP	7,786.3	733.1	6,991.7	-	6.4	-	-	0.7	54.4	-	-	-
49	AARP	173,056.5	35,065.9	6,859.5	26,008.5	2,492.7	356.5	17,841.5	16,180.6	11,825.6	55,387.2	2.6	1,036.0
50	AKAVAR 20/50	18,198.8	11,416.8	6,781.9	-	-	-	-	-	-	-	-	-
51	BROWN-FORMAN CORP	78,826.1	45,665.6	6,656.3	3,612.6	142.9	5,746.1	1,509.6	227.0	-	14,323.5	-	942.5
52	KINSELLA	15,625.8	8,364.7	6,468.0	-	793.1	-	-	-	-	-	-	-
53	LUMBER LIQUIDATORS INC	16,059.2	2,270.8	6,393.3	877.0	96.5	915.9	-	112.1	267.4	2,925.3	2,201.0	-
54	GLAXOSMITHKLINE PLC/ROCHE HOLDINGS	107,079.6	35,316.2	6,317.1	-	-	-	40,386.0	736.2	11,898.6	11,124.6	-	1,301.0
55	TREE CLASSICS INC	16,995.3	9,511.3	5,944.3	25.7	846.2	-	-	0.5	-	-	667.4	-
56	BOEHRINGER INGELHEIM GMBH	290,722.3	55,798.1	5,927.7	482.9	612.9	80.1	132,491.9	5,484.6	45,852.5	42,024.8	1,966.8	-

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 100 Companies Ranked by Sunday Magazines Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
57	HONDA MOTOR CO LTD	792,962.6	186,396.6	5,902.9	37,448.9	19,264.7	5,513.9	142,537.0	307,327.3	5,923.0	72,191.6	9,808.5	648.3	
58	SCHERING-PLough CORP	481,267.4	47,804.0	5,789.3	648.5	503.1	-	264,900.3	12,137.9	57,969.2	85,866.9	5,121.2	527.1	
59	FORD MOTOR CO	1,422,373.3	285,372.5	5,774.7	88,749.0	41,819.5	18,197.5	516,826.5	224,253.4	34,553.5	170,362.2	30,375.0	6,089.4	
60	EASTMAN KODAK CO INC	44,290.7	31,079.2	5,772.2	2,241.8	1,150.6	2,375.0	1,665.8	-	-	-	-	6.1	
61	HABAND CO	9,324.2	3,644.3	5,679.9	-	-	-	-	-	-	-	-	-	
62	MORGAN STANLEY	112,879.1	50,547.0	5,521.9	1,906.3	11,238.2	1,335.5	20,845.7	41.0	2,185.4	18,964.4	-	293.7	
63	LAND O LAKES INC	25,074.0	11,608.3	5,297.0	-	-	22.7	-	340.7	-	299.0	-	7,506.4	
64	BRISTOL-MYERS SQUIBB/SANOFI-AVENTIS	174,506.3	51,662.5	5,152.4	333.3	1,042.6	-	98,717.0	239.1	10,900.1	6,459.5	-	-	
65	GE GENERAL ELECTRIC CO	836,308.4	94,276.9	5,135.3	144,973.3	48,954.0	28,420.6	225,039.2	36,344.9	31,583.0	171,708.4	7,062.9	42,809.9	
66	PEPSICO INC	776,908.4	168,726.6	5,094.2	6,611.7	791.6	13,750.3	324,249.8	49,764.1	47,860.7	154,075.8	253.9	5,729.5	
67	MCCORMICK & CO INC	60,407.9	38,600.0	4,950.8	-	-	113.9	8,120.9	103.4	1,937.7	6,581.2	-	-	
68	GAP INC	323,499.5	86,046.0	4,903.1	9,575.1	6,290.1	11,885.8	119,861.7	1,820.2	52,926.3	21,311.2	-	8,880.0	
69	HANESBRANDS INC	116,730.6	40,469.7	4,869.8	-	-	274.4	28,009.2	926.1	15,570.9	26,610.5	-	-	
70	SELFWORX INC	7,208.4	2,348.2	4,854.9	-	-	-	-	5.3	-	-	-	-	
71	PREMIER BATHROOMS NY INC	20,875.9	12,909.5	4,647.1	1,099.8	-	-	-	1,585.8	-	633.7	-	-	
72	EXTELL DEVELOPMENT CO	7,686.6	1,251.1	4,567.4	286.0	1,582.2	-	-	-	-	-	-	-	
73	AMERICAN EXPRESS CO	405,643.4	91,184.3	4,507.5	31,942.2	24,904.9	7,788.3	130,305.4	27,138.5	3,031.9	83,155.1	609.0	1,076.3	
74	WORLD WILDLIFE FUND	7,179.7	2,815.3	4,364.4	-	-	-	-	-	-	-	-	-	
75	ARTAL GROUP SA	106,254.9	34,570.6	4,309.3	501.7	-	446.0	23,018.4	2,219.9	9,683.5	31,243.2	80.3	182.0	
76	HALLMARK CARDS INC	133,378.9	18,573.5	4,308.3	1,327.9	1,095.7	317.4	37,087.1	1,328.4	31,663.4	29,580.8	5,371.0	2,725.3	
77	VF CORP	113,568.7	72,701.6	4,289.4	879.5	580.3	1,079.4	13,506.0	432.8	812.3	15,633.9	3,134.5	519.1	
78	LVMH MOET HENNESSY LOUIS VUITTON SA	227,231.6	189,868.8	4,253.9	5,390.8	9,474.3	5,481.3	2,252.4	1,799.6	238.9	8,250.4	-	221.2	
79	DISCOUNT DIABETIC	4,681.2	526.9	4,060.8	93.6	-	-	-	-	-	-	-	-	
80	DK & ASSOC INC	11,397.7	7,407.9	3,989.8	-	-	-	-	-	-	-	-	-	
81	ROYAL PHILIPS ELECTRONICS NV	100,068.8	40,890.9	3,935.3	828.7	1,461.2	17.0	25,062.4	1,257.2	1,771.4	21,444.6	1,136.6	2,263.5	
82	ROBERT BOSCH GMBH/SIEMENS AG	15,472.0	6,252.9	3,894.5	1,090.4	2,624.2	0.2	-	424.6	41.5	1,143.8	-	-	
83	LITTLETON COIN CO INC	9,287.9	1,294.0	3,869.6	3,618.9	505.4	-	-	-	-	-	-	-	
84	RECKITT BENCKISER PLC	398,802.4	37,548.2	3,866.1	31.2	109.7	-	182,157.2	26,181.6	33,800.5	115,102.0	-	5.9	
85	SONY CORP	806,200.6	110,854.4	3,863.3	88,624.0	31,188.3	19,875.4	267,861.9	56,078.3	39,109.5	170,073.6	2,227.0	16,444.8	
86	ABBOTT LAB	166,254.9	85,491.5	3,688.8	151.1	52.0	633.5	43,004.0	2,065.0	13,728.3	16,698.3	413.9	328.6	
87	DREAM PDT'S INC	8,764.9	4,954.7	3,636.4	173.9	-	-	-	-	-	-	-	-	
88	VERIZON COMMUNICATIONS INC	1,785,277.3	80,125.4	3,605.6	623,069.1	60,689.7	63,672.0	445,898.7	235,125.6	35,851.8	139,113.4	1,420.2	96,705.8	
89	PHILLIPS-VAN HEUSEN CORP	59,304.9	40,028.0	3,591.8	65.5	2,719.5	2,763.0	7,960.6	481.2	-	1,695.3	-	-	
90	AMI	4,976.1	1,496.2	3,444.2	-	35.7	-	-	-	-	-	-	-	
91	ECUADOR REPUBLIC OF	3,494.2	19.7	3,404.5	-	70.0	-	-	-	-	-	-	-	
92	SARA LEE CORP	70,029.0	14,664.6	3,362.4	168.8	-	725.9	19,743.4	3,285.9	5,127.8	20,356.3	1,004.2	1,589.6	
93	COMPAGNIE FINANCIERE RICHEMONTE AG	91,257.5	70,483.6	3,279.4	1,982.5	14,891.7	620.3	-	-	-	-	-	-	
94	INTL HOME SHOPPING	5,883.0	175.3	3,161.0	2,255.0	291.6	-	-	-	-	-	-	-	
95	REALOGY CORP	169,713.0	4,367.3	3,145.3	105,397.3	4,010.9	3,875.9	26,488.9	1,517.7	5,678.3	13,875.4	1,330.5	25.6	
96	STARWOOD HOTELS&RESORTS WRLDWD INC	45,591.2	23,112.6	3,121.2	6,840.9	5,151.7	6,137.0	-	622.8	-	604.9	-	-	
97	AMERICAN KENNEL CLUB	3,575.4	10.7	3,110.8	121.2	-	8.7	123.0	30.9	-	170.1	-	-	
98	RELATED COS LP	6,218.4	1,513.7	3,084.9	376.3	807.9	359.0	-	76.6	-	-	-	-	
99	SC JOHNSON & SON INC	324,313.2	15,028.6	3,046.2	-	-	-	154,386.5	16,530.7	48,685.3	84,335.6	1,211.1	1,089.3	
100	IKE BEHAR	3,265.8	407.1	2,858.8	-	-	-	-	-	-	-	-	-	
<b>Top 100 Total</b>		<b>30,463,280.8</b>	<b>7,318,870.4</b>	<b>1,387,378.6</b>	<b>2,476,557.2</b>	<b>609,532.9</b>	<b>410,702.6</b>	<b>8,339,164.3</b>	<b>1,991,551.8</b>	<b>1,800,913.9</b>	<b>5,370,140.5</b>	<b>279,109.9</b>	<b>479,359.7</b>	
<b>Total All Companies</b>		<b>125,407,863.8</b>	<b>25,523,057.2</b>	<b>1,997,979.0</b>	<b>22,833,188.7</b>	<b>3,346,628.6</b>	<b>3,943,726.7</b>	<b>23,754,568.2</b>	<b>17,237,902.6</b>	<b>4,172,935.7</b>	<b>19,123,698.9</b>	<b>1,002,162.8</b>	<b>2,472,023.9</b>	

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 100 Companies Ranked by Newspaper Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
1	VERIZON COMMUNICATIONS INC	1,785,277.3	80,125.4	3,605.6	623,069.1	60,689.7	63,672.0	445,898.7	235,125.6	35,851.8	139,113.4	1,420.2	96,705.8	
2	MACY'S INC	936,639.4	80,659.7	1,655.2	555,015.1	51,424.7	2,211.8	131,917.5	20,025.6	24,623.4	38,733.5	587.1	29,785.9	
3	NEWS CORP	1,074,622.9	66,148.8	1,438.5	536,875.3	81,802.5	20,110.8	138,657.4	38,082.2	13,335.0	128,536.7	3,341.4	46,294.3	
4	SPRINT NEXTEL CORP	1,138,594.4	39,239.7	1,080.7	397,403.4	61,335.4	60,530.0	302,423.7	36,685.7	967.2	195,368.3	937.5	42,623.0	
5	VALASSIS COMMUNICATIONS INC	400,916.0	-	-	394,478.5	6,437.6	-	-	-	-	-	-	-	
6	GENERAL MOTORS CORP LOC DLR	530,446.8	579.0	-	371,830.7	1,126.2	20,764.6	-	135,976.0	-	15.8	-	154.5	
7	FORD MOTOR CO LOC DLR	407,607.0	36.8	-	299,341.4	3,408.4	13,098.0	-	91,289.5	-	173.0	-	260.0	
8	AT&T INC	1,894,112.6	48,846.3	-	289,391.8	36,861.2	108,554.6	755,880.4	348,802.1	4,779.2	185,344.3	7,228.9	108,423.7	
9	TOYOTA MOTOR CORP LOC DLR	448,440.2	-	-	241,308.7	4,038.6	14,569.3	-	187,654.8	-	56.0	-	812.8	
10	TIME WARNER INC	1,540,922.3	243,364.6	8,139.1	236,381.8	73,843.4	54,251.9	397,556.4	155,450.7	62,096.6	276,339.6	6,975.8	26,522.3	
11	FRYS ELECTRONICS INC	232,445.6	-	-	229,194.4	-	-	-	2,918.0	-	333.2	-	-	
12	CERBERUS CAPITAL MGT LP LOC DLR	247,886.2	46.5	-	189,925.8	31.2	6,872.0	-	50,896.7	-	-	-	114.0	
13	SEARS HOLDINGS CORP	638,408.8	39,882.0	21,757.9	189,342.8	37.7	1,129.6	212,021.9	20,724.3	49,171.7	82,218.0	15,701.6	6,081.5	
14	GENERAL MOTORS CORP DLR ASSN	657,749.8	349.3	-	172,004.2	4,055.8	454.3	-	443,135.0	-	0.0	-	37,751.3	
15	HONDA MOTOR CO LTD LOC DLR	226,336.3	171.3	-	169,688.8	3,423.1	5,431.5	-	46,905.6	-	-	-	77.2	
16	NISSAN MOTOR CO LTD LOC DLR	214,176.6	-	-	156,048.2	606.7	4,161.5	-	53,088.2	-	-	-	272.0	
17	JC PENNEY CO INC	404,981.1	54,673.9	16,109.7	149,638.4	7,820.3	275.8	113,863.1	2,164.4	1,869.0	32,134.0	16,399.0	10,033.7	
18	TOYOTA MOTOR CORP DLR ASSN	498,367.4	-	-	146,233.9	8,237.7	13,730.3	-	310,829.5	-	0.8	-	19,335.3	
19	GE GENERAL ELECTRIC CO	836,308.4	94,276.9	5,135.3	144,973.3	48,954.0	28,420.6	225,039.2	36,344.9	31,583.0	171,708.4	7,062.9	42,809.9	
20	TARGET CORP	624,589.6	105,674.9	1,127.3	144,748.2	9,517.4	8,890.7	202,113.5	73,787.5	13,607.6	57,518.8	-	7,603.7	
21	DILLARDS INC	230,330.6	82,128.3	-	140,624.6	6,176.4	252.4	921.6	117.5	-	-	-	109.8	
22	HYUNDAI CORP LOC DLR	206,728.2	-	-	137,922.3	-	3,350.7	-	65,160.4	-	-	-	294.7	
23	WALT DISNEY CO	1,092,335.8	181,843.9	7,513.5	137,251.8	44,400.8	48,026.7	277,761.6	105,092.0	27,178.7	200,984.9	10,543.4	51,738.5	
24	KOHLS CORP	416,455.6	31,368.1	-	136,559.6	11,760.3	358.6	149,016.8	29,150.5	14,253.3	22,193.8	12,469.3	9,325.2	
25	DEUTSCHE TELEKOM AG	519,227.1	3,169.4	-	132,722.3	19,330.7	8,258.3	139,301.4	81,336.7	55,541.4	72,315.7	-	7,251.2	
26	BANKRATE INC	127,167.0	-	-	126,495.6	670.6	-	-	0.8	-	-	-	-	
27	GENERAL MOTORS CORP	1,784,559.3	359,451.9	571.8	118,328.4	40,386.8	47,063.1	672,305.3	191,288.6	37,763.4	259,244.6	44,384.8	13,770.6	
28	BEST BUY CO INC	322,533.2	26,691.2	230.1	113,240.9	8,305.9	757.9	89,394.6	6,473.8	2,632.0	72,046.0	515.2	2,245.7	
29	FORD MOTOR CO DLR ASSN	511,331.6	902.0	-	107,226.2	12,937.8	4,548.0	-	363,957.5	-	28.5	-	21,731.6	
30	REALOGY CORP	169,713.0	4,367.3	3,145.3	105,397.3	4,010.9	3,875.9	26,488.9	1,517.7	5,678.3	13,875.4	1,330.5	25.6	
31	CERBERUS CAPITAL MGT LP	1,037,850.0	172,890.4	-	100,844.7	18,843.7	8,116.5	217,376.0	391,390.6	2,381.9	107,007.6	5,092.2	13,906.4	
32	CIRCUIT CITY STORES INC	216,229.0	319.9	-	98,774.5	7,311.7	0.4	63,680.2	19,175.4	57.4	26,878.9	-	30.7	
33	LEONARD GREEN & PARTNERS LP	151,528.8	34,479.0	-	93,736.2	1.5	85.5	6,059.0	306.4	12,472.7	4,286.0	-	102.4	
34	NATIONAL AMUSEMENTS INC	812,030.6	96,876.7	14,238.8	93,674.4	40,897.8	42,547.8	217,569.4	82,067.9	17,471.7	177,461.9	9,018.5	20,205.7	
35	ROOMS TO GO INC	157,304.1	-	-	90,373.6	-	155.0	-	66,662.7	-	-	-	112.8	
36	HOME DEPOT INC	492,222.9	63,196.3	435.1	88,807.8	5,959.1	1,756.4	177,895.3	5,640.3	1,360.2	63,461.4	46,502.3	37,208.7	
37	FORD MOTOR CO	1,422,373.3	285,372.5	5,774.7	88,749.0	41,819.5	18,197.5	516,826.5	224,253.4	34,553.5	170,362.2	30,375.0	6,089.4	
38	SONY CORP	806,200.6	110,854.4	3,863.3	88,624.0	31,188.3	19,875.4	267,861.9	56,078.3	39,109.5	170,073.6	2,227.0	16,444.8	
39	WALGREEN CO	207,030.5	23,271.6	56.5	86,905.1	101.0	103.1	16,707.9	5,908.4	16,016.9	43,641.9	11,449.2	2,869.0	
40	BANK OF AMERICA CORP	282,727.8	16,031.7	2,843.7	85,908.7	27,854.5	8,024.0	59,953.6	34,933.0	1,893.9	26,875.5	-	18,409.2	
41	INTERBOND CORP OF AMERICA	93,640.6	-	-	83,696.5	-	-	-	9,944.1	-	-	-	-	
42	JPMORGAN CHASE & CO	316,823.4	3,579.0	-	81,707.5	11,210.6	15,675.5	109,060.0	34,673.3	-	50,689.2	125.0	10,103.4	
43	LOWES COS INC	370,482.3	38,080.7	246.4	78,966.0	6,872.3	757.8	132,984.0	39,810.4	19,908.4	48,060.0	1,601.0	3,195.3	
44	DELL INC	421,357.3	52,007.3	114,442.4	78,320.1	45,767.0	891.7	52,510.7	5,664.9	4,491.2	66,845.6	-	416.3	
45	COMCAST CORP	347,308.0	25,254.4	114.4	75,106.8	3,645.9	17,968.1	49,689.2	139,888.4	5.4	1,564.1	446.7	33,624.6	
46	MAZDA MOTOR CORP LOC DLR	83,622.3	-	-	74,486.5	25.1	730.1	-	8,370.2	-	-	-	10.2	
47	CVS CORP	136,543.0	5,322.7	950.2	65,474.5	60.8	3,467.6	26,485.2	11,880.7	9,430.5	5,929.5	-	7,541.3	
48	LIBERTY TRAVEL INC	78,009.8	-	479.0	64,718.1	11,534.2	-	-	1,070.2	-	7.8	-	200.5	
49	CERBERUS CAPITAL MGT LP DLR ASSN	217,652.5	38.7	-	64,109.7	-	4,736.0	-	93,702.1	-	-	-	55,066.0	
50	HEWLETT-PACKARD CO	285,097.1	45,262.6	34,676.1	63,918.4	22,744.2	105.0	37,780.4	2,686.5	2,756.6	73,995.3	-	1,172.0	
51	KROGER CO	100,938.1	475.0	-	59,511.9	-	8,666.9	-	32,253.2	-	18.7	-	12.4	
52	PROVIDENCE EQUITY PARTNERS INC	237,716.4	2,151.3	114.4	56,434.1	11,951.9	1,311.7	55,671.0	23,294.6	23,745.2	60,183.7	337.6	2,521.0	
53	PROCTER & GAMBLE CO	3,303,619.0	899,870.8	47,408.5	54,721.6	9,232.6	1,772.1	937,920.1	135,446.5	313,355.6	884,728.9	13,637.6	5,524.8	
54	WASHINGTON MUTUAL INC	124,061.0	665.3	-	51,932.5	13.6	9,721.8	-	34,702.7	-	16,174.5	-	10,850.6	
55	ECHOSTAR COMMUNICATIONS CORP	143,913.4	6,893.3	14,812.8	48,729.4	4,173.2	4,237.8	13,617.6	13,981.4	37.4	13,946.3	3,867.6	19,616.6	
56	PRUDENTIAL FINANCIAL INC	110,484.3	23,742.2	479.1	45,812.8	3,778.8	2,282.5	28,334.1	1,074.2	636.6	2,091.3	2,230.0	22.7	

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 100 Companies Ranked by Newspaper Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP.	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
57	DAIMLER AG LOC DLR	59,308.8	-	-	42,453.8	3,001.1	858.3	-	12,686.8	-	159.7	-	149.1	
58	WORLD RESERVE MONETARY EXCHANGE	46,290.0	-	-	41,352.2	4,937.8	-	-	-	-	-	-	-	
59	VOLKSWAGEN AG LOC DLR	53,283.8	-	-	40,745.9	2,969.5	1,688.4	-	7,880.0	-	-	-	-	
60	SLEEPYS INC	54,845.9	-	-	40,473.7	50.0	1,409.8	-	12,912.4	-	-	-	-	
61	STIHL HOLDING AG & CO KG	56,161.4	427.6	-	40,155.6	14,376.0	16.2	-	805.2	56.5	303.3	-	21.0	
62	BMW AG LOC DLR	57,889.9	410.7	-	38,324.0	3,296.2	1,542.3	-	14,033.3	-	-	-	283.4	
63	CITIGROUP INC	421,316.9	152,535.8	644.4	38,241.9	13,544.5	5,725.5	164,520.4	305.5	4,640.5	36,597.3	1,101.2	3,460.0	
64	RITE AID CORP	42,247.8	3,260.1	-	38,051.9	59.4	157.9	-	562.2	-	21.3	-	135.0	
65	HONDA MOTOR CO LTD	792,962.6	186,396.6	5,902.9	37,448.9	19,264.7	5,513.9	142,537.0	307,327.3	5,923.0	72,191.6	-	9,808.5	
66	ALLTEL CORP	180,658.3	-	-	37,238.5	-	4,632.3	857.7	74,352.1	14.7	60,476.1	-	3,087.0	
67	HARRAHS ENTERTAINMENT INC	106,349.6	11,778.3	-	36,760.6	349.5	21,803.1	909.1	23,137.8	-	3,453.3	99.3	8,058.5	
68	CARNIVAL CORP & PLC	139,388.9	56,110.4	2,047.2	36,685.9	3,243.3	248.0	29,472.0	80.2	-	9,885.2	-	1,616.7	
69	PEP BOYS MANNY MOE & JACK	44,973.6	-	-	36,604.7	-	-	1,682.8	192.9	314.2	3,013.2	2,468.5	697.4	
70	PC RICHARD & SON INC	39,869.8	-	-	35,564.9	81.9	-	-	4,223.0	-	-	-	-	
71	OFFICE DEPOT INC	69,750.4	868.2	-	35,540.3	294.5	-	8,449.8	327.3	-	7,771.8	15,770.8	94.8	
72	LA-Z-BOY INC	70,775.3	12,615.1	31.9	35,284.0	184.7	355.6	3,023.5	14,308.8	-	4,780.9	-	190.8	
73	HYUNDAI CORP DLR ASSN	121,859.8	-	-	756.0	35,237.7	344.2	72.0	-	71,783.1	-	-	13,661.5	
74	ASHLEY FURNITURE INDUSTRIES INC	83,244.5	-	-	35,193.4	-	1,346.5	-	46,704.6	-	-	-	-	
75	SUAREZ CORP	50,868.8	1,744.1	11,812.7	35,166.6	1,101.9	0.7	-	24.3	-	-	1,015.5	3.1	
76	HONDA MOTOR CO LTD DLR ASSN	111,786.2	-	-	35,027.4	812.4	149.4	-	72,713.1	-	-	-	3,083.9	
77	SPORTS AUTHORITY INC	46,364.5	-	-	34,979.1	1,452.5	69.1	1,650.8	6,006.5	-	901.3	205.0	1,100.1	
78	SUPERVALU INC	54,363.4	56.0	-	33,577.9	-	1,001.7	-	14,730.2	-	7.2	-	4,990.4	
79	MITSUBISHI MOTORS CORP LOC DLR	41,621.6	-	-	33,574.9	-	576.4	-	7,470.3	-	-	-	-	
80	RE/MAX INTL INC	97,173.6	3,683.9	-	32,467.8	9.6	9,540.0	27,510.0	10,071.3	-	11,403.0	2,488.0	-	
81	FMR CORP	192,610.5	37,677.1	907.5	31,954.6	25,942.8	1,542.7	74,822.5	3,821.5	-	15,738.7	-	203.1	
82	AMERICAN EXPRESS CO	405,643.4	91,184.3	4,507.5	31,942.2	24,904.9	7,788.3	130,305.4	27,138.5	3,031.9	83,155.1	609.0	1,076.3	
83	LIONS GATE ENTERTAINMENT CORP	172,798.5	6,378.0	324.9	31,773.7	4,822.2	5,346.7	34,990.9	9,911.9	11,313.1	56,634.2	2,111.7	9,191.3	
84	FUJI HEAVY INDUSTRIES LTD LOC DLR	39,413.8	-	-	31,373.0	529.9	303.8	-	7,149.3	-	-	-	57.7	
85	NISSAN MOTOR CO LTD	868,507.1	189,534.5	737.6	30,611.3	7,217.4	16,310.0	239,504.2	298,927.5	4,373.0	80,326.1	321.5	644.1	
86	MERVYN'S DEPT STORES	70,012.6	-	-	29,983.9	-	77.5	-	33,583.3	-	-	-	6,367.9	
87	AMC ENTERTAINMENT INC	29,792.4	-	-	29,652.6	0.9	124.3	-	-	-	-	-	14.6	
88	COUNTRYWIDE FINANCIAL CORP	69,691.2	-	-	29,449.5	1,647.1	181.6	4,547.6	1,201.1	7,451.4	24,858.4	303.0	51.5	
89	DAIMLER AG DLR ASSN	100,027.3	811.6	46.0	29,377.8	2,907.8	555.2	-	54,774.4	-	-	-	11,554.5	
90	FIFTH THIRD BANCORP	37,160.7	869.2	-	29,043.8	-	1,810.8	-	4,539.2	-	-	-	897.7	
91	HUMANA INC	48,536.6	36.9	-	28,331.2	-	1,507.5	-	13,303.4	-	4,634.1	-	723.6	
92	FURNITURE BRANDS INTL INC	65,804.1	25,430.3	122.4	28,092.0	164.1	237.8	-	7,450.1	-	4,285.6	-	21.9	
93	US RARE COIN & BULLION RESERVE	29,931.2	1,993.8	31.9	27,408.0	488.5	9.1	-	-	-	-	-	-	
94	WAL-MART STORES INC	433,188.2	51,150.5	62,361.0	27,100.4	1,597.1	1,223.0	142,155.7	12,760.3	26,503.2	69,450.8	27,160.1	11,726.2	
95	COMPUSA INC	36,774.4	747.3	-	26,899.8	4,508.1	41.6	-	-	-	-	165.9	4,411.6	
96	APPLIANCE FACTORY OUTLET	26,967.7	-	-	26,703.3	-	-	-	264.4	-	-	-	-	
97	CHAMPION WINDOW MFG CO	35,315.8	561.1	88.7	26,238.4	-	247.4	-	8,180.1	-	-	-	-	
98	AARP	173,056.5	35,065.9	6,859.5	26,008.5	2,492.7	356.5	17,841.5	16,180.6	11,825.6	55,387.2	2.6	1,036.0	
99	TOYS-R-US INC	86,276.1	8,074.0	-	25,632.1	1,836.7	69.7	18,146.0	138.7	1,358.2	18,492.7	6,875.6	5,652.3	
100	SUNTRUST BANKS INC	42,489.0	738.5	-	25,429.4	1,429.4	219.7	-	4,292.6	27.0	0.0	-	10,352.3	
<b>Top 100 Total</b>		<b>37,883,328.7</b>	<b>4,330,772.8</b>	<b>410,260.5</b>	<b>10,315,864.3</b>	<b>1,066,822.4</b>	<b>809,467.4</b>	<b>8,311,471.0</b>	<b>5,815,096.7</b>	<b>957,448.5</b>	<b>4,586,500.1</b>	<b>326,952.2</b>	<b>952,674.2</b>	
<b>Total All Companies</b>		<b>125,407,863.8</b>	<b>25,523,057.2</b>	<b>1,997,979.0</b>	<b>22,833,188.7</b>	<b>3,346,628.6</b>	<b>3,943,726.7</b>	<b>23,754,568.2</b>	<b>17,237,902.6</b>	<b>4,172,935.7</b>	<b>19,123,698.9</b>	<b>1,002,162.8</b>	<b>2,472,023.9</b>	

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 100 Companies Ranked by Natl Newspaper Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP.	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
1	NEWS CORP	1,074,622.9	66,148.8	1,438.5	536,875.3	81,802.5	20,110.8	138,657.4	38,082.2	13,335.0	128,536.7	3,341.4	46,294.3	
2	TIME WARNER INC	1,540,922.3	243,364.6	8,139.1	236,381.8	73,843.4	54,251.9	397,556.4	155,450.7	62,096.6	276,339.6	6,975.8	26,522.3	
3	SPRINT NEXTEL CORP	1,138,594.4	39,239.7	1,080.7	397,403.4	61,335.4	60,530.0	302,423.7	36,685.7	967.2	195,368.3	937.5	42,623.0	
4	VERIZON COMMUNICATIONS INC	1,785,277.3	80,125.4	3,605.6	623,069.1	60,689.7	63,672.0	445,898.7	235,125.6	35,851.8	139,113.4	1,420.2	96,705.8	
5	MACYS INC	936,639.4	80,659.7	1,655.2	555,015.1	51,424.7	2,211.8	131,917.5	20,025.6	24,623.4	38,733.5	587.1	29,785.9	
6	GE GENERAL ELECTRIC CO	836,308.4	94,276.9	5,135.3	144,973.3	48,954.0	28,420.6	225,039.2	36,344.9	31,583.0	171,708.4	7,062.9	42,809.9	
7	DELL INC	421,357.3	52,007.3	114,442.4	78,320.1	45,767.0	891.7	52,510.7	5,664.9	4,491.2	66,845.6	-	416.3	
8	WALT DISNEY CO	1,092,335.8	181,843.9	7,513.5	137,251.8	44,400.8	48,026.7	277,761.6	105,092.0	27,178.7	200,984.9	10,543.4	51,738.5	
9	FORD MOTOR CO	1,422,373.3	285,372.5	5,774.7	88,749.0	41,819.5	18,197.5	516,826.5	224,253.4	34,553.5	170,362.2	30,375.0	6,089.4	
10	NATIONAL AMUSEMENTS INC	812,030.6	96,876.7	14,238.8	93,674.4	40,897.8	42,547.8	217,569.4	82,067.9	17,471.7	177,461.9	9,018.5	20,205.7	
11	GENERAL MOTORS CORP	1,784,559.3	359,451.9	571.8	118,328.4	40,386.8	47,063.1	672,305.3	191,288.6	37,763.4	259,244.6	44,384.8	13,770.6	
12	AT&T INC	1,894,112.6	48,846.3	-	289,391.8	36,861.2	108,554.6	755,880.4	348,802.1	4,779.2	185,344.3	7,228.9	108,423.7	
13	SONY CORP	806,200.6	110,854.4	3,863.3	88,624.0	31,188.3	19,875.4	267,861.9	56,078.3	39,109.5	170,073.6	2,227.0	16,444.8	
14	BANK OF AMERICA CORP	282,727.8	16,031.7	2,843.7	85,908.7	27,854.5	8,024.0	59,953.6	34,933.0	1,893.9	26,875.5	-	18,409.2	
15	HILTON HOTELS CORP	101,881.4	31,082.2	-	728.4	5,836.3	25,979.2	11,716.3	970.2	381.7	-	25,114.6	-	72.6
16	FMR CORP	192,610.5	37,677.1	907.5	31,954.6	25,942.8	1,542.7	74,822.5	3,821.5	-	15,738.7	-	203.1	
17	AMERICAN EXPRESS CO	405,643.4	91,184.3	4,507.5	31,942.2	24,904.9	7,788.3	130,305.4	27,138.5	3,031.9	83,155.1	609.0	1,076.3	
18	TOYOTA MOTOR CORP	935,238.3	178,754.0	-	10,946.3	23,353.3	23,202.6	367,251.6	231,945.8	4,375.1	91,034.8	987.9	3,386.9	
19	CANON INC	122,335.8	61,225.0	-	4,612.7	23,216.4	1,472.4	17,052.0	1,444.9	17.5	10,302.1	-	2,992.9	
20	HEWLETT-PACKARD CO	285,097.1	45,262.6	34,676.1	63,918.4	22,744.2	105.0	37,780.4	2,686.5	2,756.6	73,995.3	-	1,172.0	
21	BERTELSMANN AG	48,871.4	19,440.2	2,071.5	2,531.9	20,338.7	188.0	185.8	122.4	57.2	2,877.5	1,053.7	4.4	
22	DEUTSCHE TELEKOM AG	519,227.1	3,169.4	-	132,722.3	19,330.7	8,258.3	139,301.4	81,336.7	55,541.4	72,315.7	-	7,251.2	
23	HONDA MOTOR CO LTD	792,962.6	186,396.6	5,902.9	37,448.9	19,264.7	5,513.9	142,537.0	307,327.3	5,923.0	72,191.6	9,808.5	648.3	
24	CERBERUS CAPITAL MGT LP	1,037,850.0	172,890.4	-	100,844.7	18,843.7	8,116.5	217,376.0	391,390.6	2,381.9	107,007.6	5,092.2	13,906.4	
25	MICROSOFT CORP	236,257.1	104,623.9	-	8,064.6	17,766.8	12,048.6	39,352.7	12,155.1	13.4	39,854.5	-	2,377.5	
26	VOLKSWAGEN AG	185,055.3	25,241.8	-	8,195.2	16,167.3	9,024.6	63,044.3	13,658.8	11,332.6	35,995.7	1.1	2,394.0	
27	EXXON MOBIL CORP	79,274.1	13,003.9	-	5,347.8	15,713.6	6,796.9	20,733.4	343.2	-	9,635.7	1,803.9	5,895.7	
28	COMPAGNIE FINANCIERE RICHEMONT AG	91,257.5	70,483.6	3,279.4	1,982.5	14,891.7	620.3	-	-	-	-	-	-	
29	STIHL HOLDING AG & CO KG	56,161.4	427.6	-	40,155.6	14,376.0	16.2	-	805.2	56.5	303.3	-	21.0	
30	CITIGROUP INC	421,316.9	152,535.8	644.4	38,241.9	13,544.5	5,725.5	164,520.4	305.5	4,640.5	36,597.3	1,101.2	3,460.0	
31	CHEVRONTEXACO CORP	87,675.9	25,561.4	-	7,034.8	13,494.7	7,270.3	9,476.2	13,665.7	35.5	3,988.7	924.5	6,224.1	
32	BOSE CORP	252,832.8	93,089.3	61,507.2	24,479.8	13,382.0	1,963.0	-	4,017.1	661.4	45,637.1	7,361.1	734.7	
33	BARCLAYS PLC	36,248.9	8,334.3	800.5	456.5	13,011.1	1,231.5	8,186.6	611.1	-	3,617.3	-	-	
34	FORD MOTOR CO DLR ASSN	511,331.6	902.0	-	107,226.2	12,937.8	4,548.0	-	363,957.5	-	28.5	-	21,731.6	
35	SABRE INC	79,444.7	11,918.6	-	11,032.2	12,569.7	5.5	9,283.7	277.8	24.8	30,247.9	4,084.6	-	
36	PROVIDENCE EQUITY PARTNERS INC	237,716.4	2,151.3	114.4	56,434.1	11,951.9	1,311.7	55,671.0	23,294.6	23,745.2	60,183.7	337.6	2,521.0	
37	CDW COMPUTER CENTERS INC	51,351.9	19,939.6	-	-	79.8	11,770.0	7.4	9,111.6	47.6	-	9,676.2	-	719.5
38	KOHL'S CORP	416,455.6	31,368.1	-	136,559.6	11,760.3	358.6	149,016.8	29,150.5	14,253.3	22,193.8	12,469.3	9,325.2	
39	LIBERTY TRAVEL INC	78,009.8	-	479.0	64,718.1	11,534.2	-	-	1,070.2	-	7.8	-	200.5	
40	MORGAN STANLEY	112,879.1	50,547.0	5,521.9	1,906.3	11,238.2	1,335.5	20,845.7	41.0	2,185.4	18,964.4	-	293.7	
41	NYSE GROUP INC	19,587.7	2,265.4	-	-	11,211.1	324.5	2,365.2	8.6	-	3,412.9	-	-	
42	JPMORGAN CHASE & CO	316,823.4	3,579.0	-	81,707.5	11,210.6	15,675.5	109,060.0	34,673.3	-	50,689.2	125.0	10,103.4	
43	PORSCHE AG	33,544.0	21,463.3	104.0	451.3	11,105.8	-	384.0	1.8	-	33.9	-	-	
44	FEDEX CORP	142,357.5	19,346.1	-	1,773.5	11,073.5	418.2	93,714.0	569.9	-	15,041.4	-	421.0	
45	NUCOR CORP	12,218.4	886.0	-	28.3	11,041.9	198.4	-	63.9	-	-	-	-	
46	ZURICH FINANCIAL SERVICES GROUP	178,073.4	42,135.0	218.3	3,650.9	10,413.8	2,051.3	79,503.1	8,316.1	2,713.0	21,614.3	3,003.2	4,454.4	
47	VISA USA INC	332,882.3	100,052.0	986.3	11,470.3	10,232.4	3,634.7	150,402.0	2,334.7	3,963.8	45,358.4	1,222.6	3,225.0	
48	PEARSON PLC	22,914.0	10,125.1	186.8	1,137.8	10,085.3	22.7	-	110.4	-	1,135.8	83.1	27.0	
49	E-TRADE FINANCIAL CORP	83,544.6	27,554.1	738.1	1,646.1	9,980.4	-	29,495.7	547.3	-	13,582.8	-	-	
50	CHARLES SCHWAB CORP	105,949.3	25,582.2	1,351.4	289.7	9,894.2	12,342.6	41,115.6	3,765.8	-	11,607.7	-	-	
51	UBS AG	56,204.2	11,076.7	1,049.9	1,364.0	9,826.2	873.0	25,482.8	23.2	5.4	6,465.5	-	37.4	
52	TARGET CORP	624,589.6	105,674.9	1,127.3	144,748.2	9,517.4	8,890.7	202,113.5	73,787.5	13,607.6	57,518.8	-	7,603.7	
53	LVMH MOET HENNESSY LOUIS VUITTON SA	227,231.6	189,868.8	4,253.9	5,390.8	9,474.3	5,481.3	2,252.4	1,799.6	238.9	8,250.4	-	221.2	
54	QUOTESMITH CORP	13,902.2	1,611.6	677.7	20.1	9,452.3	-	-	-	-	-	2,140.5	-	
55	J&R ELECTRONICS INC	14,529.7	993.9	-	2,184.4	9,377.3	2.3	-	1,971.9	-	-	-	-	
56	DAIMLER AG	171,500.5	30,415.2	-	7,383.8	9,252.6	5,002.1	49,237.8	38,165.2	77.4	31,086.5	744.0	135.9	

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 100 Companies Ranked by Natl Newspaper Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP.	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
57	PROCTER & GAMBLE CO	3,303,619.0	899,870.8	47,408.5	54,721.6	9,232.6	1,772.1	937,920.1	135,446.5	313,355.6	884,728.9	13,637.6	5,524.8	
58	PFIZER INC	719,763.3	188,953.7	34,012.5	23,724.1	9,223.3	1,160.6	281,818.4	35,163.8	59,443.2	80,021.3	2,599.5	3,643.0	
59	DIRECTV GROUP INC	256,597.6	14,540.5	134.4	6,780.4	8,850.2	590.0	126,711.0	31,693.9	3,164.6	59,848.7	765.0	3,518.9	
60	SAMSUNG GROUP	102,469.0	50,103.9	1,886.8	962.5	8,774.7	7,163.4	21,012.5	2,551.6	-	9,289.1	-	724.5	
61	MARRIOTT INTL INC	97,821.5	41,687.7	2,664.1	10,855.5	8,616.6	8,710.6	5,981.9	945.5	-	18,359.5	-	-	
62	DELTA AIRLINES INC	38,759.8	14,031.9	-	3,268.3	8,493.3	7,705.6	83.0	4,337.1	-	12.9	611.0	-	
63	BEST BUY CO INC	322,553.2	26,691.2	230.1	113,240.9	8,305.9	757.9	89,394.6	6,473.8	2,632.0	72,046.0	515.2	2,245.7	
64	BERKSHIRE HATHAWAY INC	669,369.6	84,664.7	11,540.3	21,163.3	8,298.4	23,318.0	58,248.3	150,651.4	43,864.3	182,847.4	11,556.3	73,217.2	
65	TOYOTA MOTOR CORP DLR ASSN	498,367.4	-	-	146,233.9	8,237.7	13,730.3	-	310,829.5	-	0.8	-	19,335.3	
66	H GROUP HOLDING INC	34,629.1	10,556.3	545.9	2,912.6	8,228.1	4,079.9	636.4	9.7	-	5,138.2	2,443.5	78.5	
67	POLO/RALPH LAUREN CORP	62,669.0	50,659.7	2,001.1	1,765.4	8,210.8	32.0	-	-	-	-	-	-	
68	ACCENTURE	51,338.6	25,776.8	-	381.7	7,981.9	9,767.3	4,737.0	259.8	27.0	2,284.5	-	122.6	
69	JC PENNEY CO INC	404,981.1	54,673.9	16,109.7	149,638.4	7,820.3	275.8	113,863.1	2,164.4	1,869.0	32,134.0	16,399.0	10,033.7	
70	ALLSTATE CORP	292,107.6	37,892.3	1,252.9	10,440.6	7,816.4	12,014.9	73,474.8	5,514.8	18,602.0	97,393.2	3,709.8	23,996.0	
71	CLEAR CHANNEL COMMUNICATIONS INC	35,920.3	111.7	-	2,146.3	7,755.6	21,396.6	-	4,465.8	-	-	44.3	-	
72	NRDC EQUITY PARTNERS LLC	35,287.5	11,340.8	457.4	14,941.6	7,723.3	495.0	-	0.6	-	-	-	328.8	
73	SIGNET GROUP PLC	153,385.2	267.2	-	543.4	7,667.8	1,547.1	98,161.0	6,610.1	-	28,778.2	2,627.1	7,183.4	
74	MATSUSHITA ELECTRIC IND CO LTD	51,327.4	15,227.4	-	5,867.5	7,486.3	3,608.6	2,340.9	12,279.9	-	3,368.3	100.0	1,048.5	
75	SAKS INC	45,299.8	23,442.3	965.6	12,622.2	7,473.1	79.4	-	346.9	-	-	118.0	252.3	
76	TIFFANY & CO	48,273.3	23,423.6	828.0	15,181.2	7,465.2	1,375.4	-	-	-	-	-	-	
77	IBM CORP	112,095.8	19,757.3	-	2,758.8	7,454.3	6,348.9	53,658.7	69.9	70.0	20,424.2	9.4	1,544.5	
78	SUN INTL LTD	12,543.0	924.6	-	1,672.2	7,430.9	-	-	1,420.3	-	1,002.1	-	92.9	
79	INTERCURE INC	14,784.6	533.1	221.7	6,613.3	7,416.4	-	-	-	-	-	-	-	
80	CIRCUIT CITY STORES INC	216,229.0	319.9	-	98,774.5	7,311.7	0.4	63,680.2	19,175.4	57.4	26,878.9	-	30.7	
81	SUN LIFE FINANCIAL SERVICES INC	8,650.7	1,238.9	-	27.9	7,225.6	24.0	-	-	-	-	-	134.3	
82	NISSAN MOTOR CO LTD	868,507.1	189,534.5	737.6	30,611.3	7,217.4	16,310.0	239,504.2	298,927.5	4,373.0	80,326.1	321.5	644.1	
83	VANGUARD GROUP INC	20,888.4	11,694.6	1,175.7	870.5	6,941.8	-	-	-	-	-	-	205.8	
84	LOWES COS INC	370,482.3	38,080.7	246.4	78,966.0	6,872.3	757.8	132,984.0	39,810.4	19,908.4	48,060.0	1,601.0	3,195.3	
85	SHARP CORP	80,040.2	18,636.4	1,550.0	2,776.5	6,747.7	1,215.0	20,678.8	13,116.7	-	15,129.5	-	189.6	
86	TD AMERITRADE HOLDING CORP	67,440.7	7,649.5	-	1,979.6	6,725.8	-	33,454.5	18.1	174.5	17,438.7	-	-	
87	CCMG HOLDINGS INC	51,148.7	12,018.9	-	5,357.6	6,637.7	742.5	17,318.1	229.9	-	8,844.0	-	-	
88	VALASSIS COMMUNICATIONS INC	400,916.0	-	-	394,478.5	6,437.6	-	-	-	-	-	-	-	
89	AMERICAN PETROLEUM INSTITUTE	62,420.1	11,866.6	1,069.3	12,002.4	6,429.0	117.6	20,164.7	1,317.7	-	4,337.7	1,813.7	3,301.4	
90	INTEL CORP	67,441.2	20,365.6	686.1	853.1	6,394.7	4,028.1	24,403.8	26.0	-	9,452.0	-	1,231.7	
91	MARSH & MCLENNAN COS INC	14,296.2	6,128.3	372.4	86.7	6,336.4	1,269.3	-	-	-	103.0	-	-	
92	GAP INC	323,499.5	86,046.0	4,903.1	9,575.1	6,290.1	11,885.8	119,861.7	1,820.2	52,926.3	21,311.2	-	8,880.0	
93	DILLARDS INC	230,330.6	82,128.3	-	140,624.6	6,176.4	252.4	921.6	117.5	-	-	-	109.8	
94	NATIONAL FOOTBALL LEAGUE PROP INC	30,641.5	5,449.7	-	1,094.0	6,159.9	261.1	1,381.6	2,597.7	34.3	13,235.0	87.8	340.4	
95	STATE STREET CORP	17,221.6	7,913.4	-	383.2	6,156.9	108.7	-	1,672.3	-	286.0	-	701.1	
96	UAL CORP	20,126.3	7,645.8	-	3,638.0	6,146.0	793.1	-	349.7	-	1,530.5	7.2	16.0	
97	FISHER INVESTMENTS INC	28,146.9	1,095.6	482.2	18,060.2	5,995.9	29.9	-	521.0	75.2	1,886.9	-	-	
98	HOME DEPOT INC	492,222.9	63,196.3	435.1	88,807.8	5,959.1	1,756.4	177,895.3	5,640.3	1,360.2	63,461.4	46,502.3	37,208.7	
99	INTERCONTINENTAL HOTELS GROUP PLC	64,952.6	9,119.2	615.9	3,314.2	5,880.9	15,070.4	15,953.1	1,031.6	-	13,842.3	125.0	-	
100	UNITED TECHNOLOGIES CORP	27,882.8	5,115.6	233.3	2,592.8	5,877.3	497.3	1,739.1	3,533.1	38.5	5,884.4	512.2	1,859.2	
<b>Top 100 Total</b>		<b>36,386,329.0</b>	<b>5,965,314.3</b>	<b>434,903.1</b>	<b>6,175,196.4</b>	<b>1,612,286.4</b>	<b>878,512.0</b>	<b>9,662,095.5</b>	<b>4,348,171.3</b>	<b>1,009,325.8</b>	<b>5,173,738.0</b>	<b>282,550.9</b>	<b>844,236.5</b>	
<b>Total All Companies</b>		<b>125,407,863.8</b>	<b>25,523,057.2</b>	<b>1,997,979.0</b>	<b>22,833,188.7</b>	<b>3,346,628.6</b>	<b>3,943,726.7</b>	<b>23,754,568.2</b>	<b>17,237,902.6</b>	<b>4,172,935.7</b>	<b>19,123,698.9</b>	<b>1,002,162.8</b>	<b>2,472,023.9</b>	

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 100 Companies Ranked by Outdoor Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
1	AT&T INC	1,894,112.6	48,846.3	-	289,391.8	36,861.2	108,554.6	755,880.4	348,802.1	4,779.2	185,344.3	7,228.9	108,423.7	
2	VERIZON COMMUNICATIONS INC	1,785,277.3	80,125.4	3,605.6	623,069.1	60,689.7	63,672.0	445,898.7	235,125.6	35,851.8	139,113.4	1,420.2	96,705.8	
3	SPRINT NEXTEL CORP	1,138,594.4	39,239.7	1,080.7	397,403.4	61,335.4	60,530.0	302,423.7	36,685.7	967.2	195,368.3	937.5	42,623.0	
4	TIME WARNER INC	1,540,922.3	243,364.6	8,139.1	236,381.8	73,843.4	54,251.9	397,556.4	155,450.7	62,096.6	276,339.6	6,975.8	26,522.3	
5	WALT DISNEY CO	1,092,335.8	181,843.9	7,513.5	137,251.8	44,400.8	48,026.7	277,761.6	105,092.0	27,178.7	200,984.9	10,543.4	51,738.5	
6	GENERAL MOTORS CORP	1,784,559.3	359,451.9	571.8	118,328.4	40,386.8	47,063.1	672,305.3	191,288.6	37,763.4	259,244.6	44,384.8	13,770.6	
7	MCDONALDS CORP	646,105.8	47,315.2	1,375.1	2,962.5	1,005.3	45,770.6	251,941.8	153,450.6	38,603.7	93,036.5	5,825.6	4,819.0	
8	NATIONAL AMUSEMENTS INC	812,030.6	96,876.7	14,238.8	93,674.4	40,897.8	42,547.8	217,569.4	82,067.9	17,471.7	177,461.9	9,018.5	20,205.7	
9	ANHEUSER-BUSCH COS INC	397,806.7	35,061.0	-	8,786.8	1,465.2	36,837.9	211,105.7	42,766.8	2,684.6	58,482.0	327.1	289.6	
10	GE GENERAL ELECTRIC CO	836,308.4	94,276.9	5,135.3	144,973.3	48,954.0	28,420.6	225,039.2	36,344.9	31,583.0	171,708.4	7,062.9	42,809.9	
11	COCA-COLA CO	323,966.0	57,819.4	-	2,262.1	4,288.5	27,436.9	184,363.1	3,452.8	4,946.6	38,033.7	1,250.3	112.5	
12	MOLSON COORS BREWING CO	152,815.2	1,237.3	-	484.1	205.6	25,826.7	78,698.0	8,788.3	34.1	35,607.1	530.4	1,403.5	
13	BERKSHIRE HATHAWAY INC	669,369.6	84,664.7	11,540.3	21,163.3	8,298.4	23,318.0	58,248.3	150,651.4	43,864.3	182,847.4	11,556.3	73,217.2	
14	APPLE COMPUTER INC	274,374.4	13,729.7	1,140.9	38.6	519.3	23,260.4	198,575.4	416.3	4.3	35,476.6	29.4	1,183.4	
15	TOYOTA MOTOR CORP	935,238.3	178,754.0	-	10,946.3	23,353.3	23,202.6	367,251.6	231,945.8	4,375.1	91,034.8	987.9	3,386.9	
16	HEINEKEN NV	106,460.3	12,152.0	-	1,294.6	934.5	23,032.5	31,855.8	11,298.0	3,146.4	20,843.9	-	1,902.6	
17	HARRAHS ENTERTAINMENT INC	106,349.6	11,778.3	-	36,760.6	349.5	21,803.1	909.1	23,137.8	-	3,453.3	99.3	8,058.5	
18	STATE FARM MUTUAL AUTO INS CO	238,329.7	9,888.3	-	13,177.8	986.9	21,512.3	84,376.7	16,817.2	570.1	84,526.6	4,836.6	1,637.2	
19	CLEAR CHANNEL COMMUNICATIONS INC	35,920.3	111.7	-	2,146.3	7,755.6	21,396.6	-	4,465.8	-	-	44.3	-	
20	GENERAL MOTORS CORP LOC DLR	530,446.8	579.0	-	371,830.7	1,126.2	20,764.6	-	135,976.0	-	15.8	-	154.5	
21	NEWS CORP	1,074,622.9	66,148.8	1,438.5	536,875.3	81,802.5	20,110.8	138,657.4	38,082.2	13,335.0	128,536.7	3,341.4	46,294.3	
22	SONY CORP	806,200.6	110,854.4	3,863.3	88,624.0	31,188.3	19,875.4	267,861.9	56,078.3	39,109.5	170,073.6	2,227.0	16,444.8	
23	FORD MOTOR CO	1,422,373.3	285,372.5	5,774.7	88,749.0	41,819.5	18,197.5	516,826.5	224,253.4	34,553.5	170,362.2	30,375.0	6,089.4	
24	COMCAST CORP	347,308.0	25,254.4	114.4	75,106.8	3,645.9	17,968.1	49,689.2	139,888.4	5.4	1,564.1	446.7	33,624.6	
25	BMW AG	124,741.3	47,299.4	236.0	1,558.2	4,319.1	17,899.6	4,758.4	16,690.2	-	28,873.2	1,307.6	1,799.7	
26	DIAGEO PLC	135,163.4	39,730.1	763.9	3,013.3	663.8	17,382.0	1,635.1	2,244.7	-	68,650.4	-	1,080.1	
27	HSBC HOLDINGS PLC	45,167.1	2,015.2	-	9,883.0	1,452.1	16,785.4	842.8	2,009.0	85.1	11,657.9	-	436.6	
28	NISSAN MOTOR CO LTD	868,507.1	189,534.5	737.6	30,611.3	7,217.4	16,310.0	239,504.2	298,927.5	4,373.0	80,326.1	321.5	644.1	
29	JPMORGAN CHASE & CO	316,823.4	3,579.0	-	81,707.5	11,210.6	15,675.5	109,060.0	34,673.3	-	50,689.2	125.0	10,103.4	
30	CRACKER BARREL OLD COUNTRY STORES	17,869.8	72.5	-	248.9	-	15,283.6	-	840.4	-	-	-	1,424.4	
31	INTERCONTINENTAL HOTELS GROUP PLC	64,952.6	9,119.2	615.9	3,314.2	5,880.9	15,070.4	15,953.1	1,031.6	-	13,842.3	125.0	-	
32	WYNDHAM WORLDWIDE CORP	65,279.6	17,497.4	1,306.5	4,094.8	3,869.5	14,993.8	4,970.6	829.0	1,907.4	14,258.5	1,030.7	521.5	
33	TOYOTA MOTOR CORP LOC DLR	448,440.2	-	-	241,308.7	4,038.6	14,569.3	-	187,654.8	-	56.0	-	812.8	
34	PEPSICO INC	776,908.4	168,726.6	5,094.2	6,611.7	791.6	13,750.3	324,249.8	49,764.1	47,860.7	154,075.8	253.9	5,729.5	
35	TOYOTA MOTOR CORP DLR ASSN	498,367.4	-	-	146,233.9	8,237.7	13,730.3	-	310,829.5	-	0.8	-	19,335.3	
36	SABMILLER PLC	174,998.8	18,131.2	-	944.1	374.2	13,571.6	70,538.1	23,776.0	4,615.0	41,617.4	595.4	835.9	
37	FORD MOTOR CO LOC DLR	407,607.0	36.8	-	299,341.4	3,408.4	13,098.0	-	91,289.5	-	173.0	-	260.0	
38	BLUE CROSS & BLUE SHIELD ASSN	86,612.7	729.4	-	18,153.5	762.7	12,466.5	-	49,469.1	-	4.8	-	5,026.8	
39	CHARLES SCHWAB CORP	105,949.3	25,582.2	1,351.4	289.7	9,894.2	12,342.6	41,115.6	3,765.8	-	11,607.7	-	-	
40	MICROSOFT CORP	236,257.1	104,623.9	-	8,064.6	17,766.8	12,048.6	39,352.7	12,155.1	13.4	39,854.5	-	2,377.5	
41	ALLSTATE CORP	292,107.6	37,892.3	1,252.9	10,440.6	7,816.4	12,014.9	73,474.8	5,514.8	18,602.0	97,393.2	3,709.8	23,996.0	
42	GAP INC	323,499.5	86,046.0	4,903.1	9,575.1	6,290.1	11,885.8	119,861.7	1,820.2	52,926.3	21,311.2	-	8,880.0	
43	HILTON HOTELS CORP	101,881.4	31,082.2	728.4	5,836.3	25,979.2	11,716.3	970.2	381.7	-	25,114.6	-	72.6	
44	CHOICE HOTELS INTL INC	61,207.2	9,270.5	-	506.8	4,849.6	11,650.4	15,680.8	126.6	115.0	15,657.0	3,255.8	94.8	
45	WACHOVIA CORP	105,943.1	8,184.7	-	23,069.5	4,148.4	10,574.9	13,518.3	11,260.1	5.8	19,751.3	5,204.1	10,226.0	
46	LENNAR CORP	17,530.7	28.8	-	6,493.8	266.7	10,191.6	-	545.1	-	-	-	4.7	
47	ACCENTURE	51,338.6	25,776.8	-	381.7	7,981.9	9,767.3	4,737.0	259.8	27.0	2,284.5	-	122.6	
48	WASHINGTON MUTUAL INC	124,061.0	665.3	-	51,932.5	13.6	9,721.8	-	34,702.7	-	16,174.5	-	10,850.6	
49	ACCOR SA	15,237.2	924.5	-	261.8	-	9,647.8	541.8	3.0	-	2,976.0	427.1	455.3	
50	RE/MAX INTL INC	97,173.6	3,683.9	-	32,467.8	9.6	9,540.0	27,510.0	10,071.3	-	11,403.0	2,488.0	-	
51	CONSTELLATION BRANDS INC	75,983.8	15,422.7	-	-	9,210.4	17,556.9	7,040.0	-	9,639.0	14,744.9	-	2,369.9	
52	VOLKSWAGEN AG	185,055.3	25,241.8	-	8,195.2	16,167.3	9,024.6	63,044.3	13,658.8	11,332.6	35,995.7	1.1	2,394.0	
53	TARGET CORP	624,589.6	105,674.9	1,127.3	144,748.2	9,517.4	8,890.7	202,113.5	73,787.5	13,607.6	57,518.8	-	7,603.7	
54	PULTE HOMES INC	16,475.8	35.8	-	5,929.3	96.4	8,720.2	-	705.7	-	-	494.0	494.5	
55	MARRIOTT INTL INC	97,821.5	41,687.7	2,664.1	10,855.5	8,616.6	8,710.6	5,981.9	945.5	-	18,359.5	-	-	
56	KROGER CO	100,938.1	475.0	-	59,511.9	-	8,666.9	-	32,253.2	-	18.7	-	12.4	

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 100 Companies Ranked by Outdoor Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
57	PERNOD RICARD SA	52,763.4	29,512.3	842.7	1,731.5	487.3	8,658.8	-	196.2	-	8,047.7	128.8	3,158.2	
58	US GOVT	535,873.1	104,619.1	11,137.8	23,290.1	5,624.2	8,486.4	140,837.5	25,685.5	26,634.5	159,303.6	17,705.1	12,549.3	
59	KB HOME CORP	11,411.1	-	-	2,386.1	-	8,453.2	-	488.8	-	-	-	83.0	
60	DEUTSCHE TELEKOM AG	519,227.1	3,169.4	-	132,722.3	19,330.7	8,258.3	139,301.4	81,336.7	55,541.4	72,315.7	-	7,251.2	
61	CERBERUS CAPITAL MGT LP	1,037,850.0	172,890.4	-	100,844.7	18,843.7	8,116.5	217,376.0	391,390.6	2,381.9	107,007.6	5,092.2	13,906.4	
62	CENTEX CORP	23,862.2	2,836.6	130.8	10,684.8	498.1	8,033.0	-	1,308.6	-	-	-	370.3	
63	BANK OF AMERICA CORP	282,727.8	16,031.7	2,843.7	85,908.7	27,854.5	8,024.0	59,953.6	34,933.0	1,893.9	26,875.5	-	18,409.2	
64	AMERICAN EXPRESS CO	405,643.4	91,184.3	4,507.5	31,942.2	24,904.9	7,788.3	130,305.4	27,138.5	3,031.9	83,155.1	609.0	1,076.3	
65	DELTA AIRLINES INC	38,759.8	14,031.9	-	3,268.3	8,493.3	7,705.6	83.0	4,337.1	-	611.0	-	216.8	
66	METRO PCS INC	28,484.8	-	-	975.3	-	7,669.0	-	15,818.2	-	-	-	4,022.3	
67	SOUTHWEST AIRLINES	140,649.0	4,843.4	-	7,972.5	2,288.4	7,394.3	68,687.3	29,728.9	523.8	9,329.9	2,895.2	6,985.2	
68	WELLS FARGO & CO	49,951.2	2,593.9	-	11,412.4	3,348.4	7,288.6	41.7	17,616.2	-	3.8	4,367.2	3,278.9	
69	CHEVRONTEXACO CORP	87,675.9	25,561.4	-	7,034.8	13,494.7	7,270.3	9,476.2	13,665.7	35.5	3,988.7	924.5	6,224.1	
70	CALIFORNIA STATE OF	61,080.8	2,461.2	-	10,561.9	723.0	7,238.7	1,236.3	22,820.4	-	7,865.2	-	8,174.1	
71	CADBURY SCHWEPPES PLC	238,256.9	31,182.6	-	319.7	497.5	7,193.1	112,260.3	2,543.6	12,772.9	70,112.1	787.7	587.4	
72	SAMSUNG GROUP	102,469.0	50,103.9	1,886.8	962.5	8,774.7	7,163.4	21,012.5	2,551.6	-	9,289.1	-	724.5	
73	BEST WESTERN INTL INC	24,940.9	1,487.1	201.2	324.8	1,449.1	7,069.5	157.2	162.2	1,095.0	12,994.7	-	-	
74	TEXAS PACIFIC GROUP	233,107.4	11,920.0	686.1	324.5	205.6	6,953.9	102,431.4	9,335.6	8,019.8	66,266.8	774.9	26,188.9	
75	CERBERUS CAPITAL MGT LP LOC DLR	247,886.2	46.5	-	189,925.8	31.2	6,872.0	-	50,896.7	-	-	-	114.0	
76	EXXON MOBIL CORP	79,274.1	13,003.9	-	5,347.8	15,713.6	6,796.9	20,733.4	343.2	-	9,635.7	1,803.9	5,895.7	
77	MGM MIRAGE	34,954.0	16,708.7	993.2	3,278.7	1,700.2	6,796.7	125.2	3,238.1	-	1,236.1	-	877.1	
78	COX ENTERPRISES INC	85,788.4	20.3	-	22,087.0	58.6	6,735.9	3,416.8	37,562.0	-	14,990.8	-	917.0	
79	BACARDI CORP	74,815.0	35,872.1	612.6	2,384.8	1,540.6	6,571.4	-	556.9	-	26,593.4	-	683.3	
80	ORACLE CORP	14,082.5	2,253.0	-	565.5	4,636.7	6,568.4	-	11.7	-	-	-	47.2	
81	A&E TV NETWORKS INC	37,067.4	15,749.1	1,828.4	650.7	1,525.1	6,515.9	1,318.6	356.0	-	2,702.1	2,450.0	3,971.6	
82	POLITICAL ADV	94,407.2	-	-	10,606.3	285.8	6,461.2	45.4	66,948.5	-	1.8	109.7	9,948.5	
83	TELEPHONE & DATA SYSTEMS INC	77,955.5	116.1	-	24,533.4	-	6,423.9	-	41,502.7	-	-	-	5,379.5	
84	FLORIDA STATE OF	58,313.2	8,436.3	261.0	4,396.3	221.8	6,353.1	9,541.2	14,676.1	-	12,780.2	516.2	1,130.8	
85	IBM CORP	112,095.8	19,757.3	-	2,758.8	7,454.3	6,348.9	53,658.7	69.9	70.0	20,424.2	9.4	1,544.5	
86	HARLEY-DAVIDSON INC LOC DLR	9,965.2	85.3	-	1,285.0	-	6,327.5	-	2,254.9	-	12.6	-	-	
87	STARWOOD HOTELS&RESORTS WRLDWD INC	45,591.2	23,112.6	3,121.2	6,840.9	5,151.7	6,137.0	-	622.8	-	604.9	-	-	
88	HOMEVESTORS OF AMERICA INC	10,187.7	115.8	-	78.1	-	6,100.8	-	2,422.4	-	5.9	-	1,464.6	
89	TEXAS STATE OF	32,921.1	12,852.0	333.3	1,529.7	-	6,096.9	-	8,687.3	-	2,455.9	-	966.0	
90	INBEV	40,276.7	13,598.6	-	152.6	168.6	5,843.6	1,627.9	7,494.2	-	6,766.5	-	4,624.7	
91	BROWN-FORMAN CORP	78,826.1	45,665.6	6,656.3	3,612.6	142.9	5,746.1	1,509.6	227.0	-	14,323.5	-	942.5	
92	CITIGROUP INC	421,316.9	152,535.8	644.4	38,241.9	13,544.5	5,725.5	164,520.4	305.5	4,640.5	36,597.3	1,101.2	3,460.0	
93	NATIONAL CITY CORP	35,959.8	15.4	-	13,154.7	265.5	5,708.2	60.0	7,793.2	37.2	3,793.1	-	5,132.4	
94	CONTINENTAL AIRLINES INC	24,516.3	4,602.6	992.6	6,164.0	4,573.6	5,645.9	92.7	2,056.4	7.7	19.4	-	361.5	
95	YUM BRANDS INC	685,790.3	3,985.6	-	1,209.0	443.6	5,543.8	293,278.4	189,609.7	4,536.0	176,650.0	298.5	10,235.7	
96	NATIONAL AMUSEMENTS/TIME WARNER INC	25,030.4	8,560.5	-	9,719.6	-	5,531.0	0.0	2.8	-	447.2	-	769.3	
97	DR HORTON INC	11,081.2	-	-	4,563.6	-	5,514.5	-	1,003.0	-	-	-	-	
98	HONDA MOTOR CO LTD	792,962.6	186,396.6	5,902.9	37,448.9	19,264.7	5,513.9	142,537.0	307,327.3	5,923.0	72,191.6	9,808.5	648.3	
99	LVMH MOET HENNESSY LOUIS VUITTON SA	227,231.6	189,868.8	4,253.9	5,390.8	9,474.3	5,481.3	2,252.4	1,799.6	238.9	8,250.4	-	221.2	
100	HONDA MOTOR CO LTD LOC DLR	226,336.3	171.3	-	169,688.8	3,423.1	5,431.5	-	46,905.6	-	-	638.7	77.2	
<b>Top 100 Total</b>		<b>33,075,683.9</b>	<b>4,421,475.4</b>	<b>134,149.7</b>	<b>5,525,550.0</b>	<b>1,014,192.9</b>	<b>1,535,849.1</b>	<b>8,829,644.3</b>	<b>5,187,083.1</b>	<b>695,430.9</b>	<b>4,621,499.3</b>	<b>218,809.0</b>	<b>892,000.9</b>	
<b>Total All Companies</b>		<b>125,407,863.8</b>	<b>25,523,057.2</b>	<b>1,997,979.0</b>	<b>22,833,188.7</b>	<b>3,346,628.6</b>	<b>3,943,726.7</b>	<b>23,754,568.2</b>	<b>17,237,902.6</b>	<b>4,172,935.7</b>	<b>19,123,698.9</b>	<b>1,002,162.8</b>	<b>2,472,023.9</b>	

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 100 Companies Ranked by Network TV Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
1	PUBLIC SERVICE ANN	1,779,362.0	185.2	-	18.9	-	-	1,323,890.1	333,952.4	-	121,315.4	-	-	
2	PROCTER & GAMBLE CO	3,303,619.0	899,870.8	47,408.5	54,721.6	9,232.6	1,772.1	937,920.1	135,446.5	313,355.6	884,728.9	13,637.6	5,524.8	
3	AT&T INC	1,894,112.6	48,846.3	-	289,391.8	36,861.2	108,554.6	755,880.4	348,802.1	4,779.2	185,344.3	7,228.9	108,423.7	
4	GENERAL MOTORS CORP	1,784,559.3	359,451.9	571.8	118,328.4	40,386.8	47,063.1	672,305.3	191,288.6	37,763.4	259,244.6	44,384.8	13,770.6	
5	FORD MOTOR CO	1,422,373.3	285,372.5	5,774.7	88,749.0	41,819.5	18,197.5	516,826.5	224,253.4	34,553.5	170,362.2	30,375.0	6,089.4	
6	JOHNSON & JOHNSON	1,241,061.1	358,551.7	34,964.2	142.9	4,125.7	4,834.7	470,457.9	22,091.9	104,614.9	215,897.3	16,988.3	8,391.7	
7	VERIZON COMMUNICATIONS INC	1,785,277.3	80,125.4	3,605.6	623,069.1	60,689.7	63,672.0	445,898.7	235,125.6	35,851.8	139,113.4	1,420.2	96,705.8	
8	TIME WARNER INC	1,540,922.3	243,364.6	8,139.1	236,381.8	73,843.4	54,251.9	397,556.4	155,450.7	62,096.6	276,339.6	6,975.8	26,522.3	
9	TOYOTA MOTOR CORP	935,238.3	178,754.0	-	10,946.3	23,353.3	23,202.6	367,251.6	231,945.8	4,375.1	91,034.8	987.9	3,386.9	
10	GLAXOSMITHKLINE PLC	944,064.8	299,497.5	25,929.1	8,830.2	3,701.2	899.6	331,825.2	27,223.8	114,639.2	123,414.8	1,567.5	6,536.8	
11	PEPSICO INC	776,908.4	168,726.6	5,094.2	6,611.7	791.6	13,750.3	324,249.8	49,764.1	47,860.7	154,075.8	253.9	5,729.5	
12	SPRINT NEXTEL CORP	1,138,594.4	39,239.7	1,080.7	397,403.4	61,335.4	60,530.0	302,423.7	36,685.7	967.2	195,368.3	937.5	42,623.0	
13	UNILEVER	786,244.7	245,444.9	29,291.4	117.3	630.3	372.0	299,709.0	7,125.4	74,073.2	124,538.7	2,853.3	2,089.2	
14	YUM BRANDS INC	685,790.3	3,985.6	-	1,209.0	443.6	5,543.8	293,278.4	189,609.7	4,536.0	176,650.0	298.5	10,235.7	
15	PFIZER INC	719,763.3	188,953.7	34,012.5	23,724.1	9,223.3	1,160.6	281,818.4	35,163.8	59,443.2	80,021.3	2,599.5	3,643.0	
16	WALT DISNEY CO	1,092,335.8	181,843.9	7,513.5	137,251.8	44,400.8	48,026.7	277,761.6	105,092.0	27,178.7	200,984.9	10,543.4	51,738.5	
17	SONY CORP	806,200.6	110,854.4	3,863.3	88,624.0	31,188.3	19,875.4	267,861.9	56,078.3	39,109.5	170,073.6	2,227.0	16,444.8	
18	SCHERING-PLOUGH CORP	481,267.4	47,804.0	5,789.3	648.5	503.1	-	264,900.3	12,137.9	57,969.2	85,866.9	5,121.2	527.1	
19	MCDONALDS CORP	646,105.8	47,315.2	1,375.1	2,962.5	1,005.3	45,770.6	251,941.8	153,450.6	38,603.7	93,036.5	5,825.6	4,819.0	
20	NISSAN MOTOR CO LTD	868,507.1	189,534.5	737.6	30,611.3	7,217.4	16,310.0	239,504.2	298,927.5	4,373.0	80,326.1	321.5	644.1	
21	GE GENERAL ELECTRIC CO	836,308.4	94,276.9	5,135.3	144,973.3	48,954.0	28,420.6	225,039.2	36,344.9	31,583.0	171,708.4	7,062.9	42,809.9	
22	NATIONAL AMUSEMENTS INC	812,030.6	96,876.7	14,238.8	93,674.4	40,897.8	42,547.8	217,569.4	82,067.9	17,471.7	177,461.9	9,018.5	20,205.7	
23	CERBERUS CAPITAL MGT LP	1,037,850.0	172,890.4	-	100,844.7	18,843.7	8,116.5	217,376.0	391,390.6	2,381.9	107,007.6	5,092.2	13,906.4	
24	SEARS HOLDINGS CORP	638,408.8	39,882.0	21,757.9	189,342.8	377.7	1,129.6	212,021.9	20,724.3	49,171.7	82,218.0	15,701.6	6,081.5	
25	ANHEUSER-BUSCH COS INC	397,806.7	35,061.0	-	8,786.8	1,465.2	36,837.9	211,105.7	42,766.8	2,684.6	58,482.0	327.1	289.6	
26	TARGET CORP	624,589.6	105,674.9	1,127.3	144,748.2	9,517.4	8,890.7	202,113.5	73,787.5	13,607.6	57,518.8	-	7,603.7	
27	APPLE COMPUTER INC	274,374.4	13,729.7	1,140.9	38.6	519.3	23,260.4	198,575.4	416.3	4,3	35,476.6	29.4	1,183.4	
28	LOREAL SA	702,789.5	318,092.3	218.3	1,838.0	909.5	842.2	195,072.4	4,254.6	95,794.4	84,215.0	269.8	1,283.1	
29	COCA-COLA CO	323,966.0	57,819.4	-	2,262.1	4,288.5	27,436.9	184,363.1	3,452.8	4,946.6	38,033.7	1,250.3	112.5	
30	RECKITT BENCKISER PLC	398,802.4	37,548.2	3,866.1	31.2	109.7	-	182,157.2	26,181.6	33,800.5	115,102.0	-	5.9	
31	HYUNDAI CORP	561,941.6	124,602.6	-	2,162.5	4,261.1	3,602.9	179,766.2	99,916.3	43,096.5	102,984.8	756.3	792.3	
32	HOME DEPOT INC	492,222.9	63,196.3	435.1	88,807.8	5,959.1	1,756.4	177,895.3	5,640.3	1,360.2	63,461.4	46,502.3	37,208.7	
33	CITIGROUP INC	421,316.9	152,535.8	644.4	38,241.9	13,544.5	5,725.5	164,520.4	305.5	4,640.5	36,597.3	1,101.2	3,460.0	
34	KRAFT FOODS INC	947,989.0	449,860.7	44,431.9	971.7	-	870.2	162,618.6	67,975.9	31,158.6	183,534.1	5,039.0	1,528.2	
35	MASTERCARD INTL INC	270,130.7	22,551.7	2,711.2	4,021.5	5,568.0	4,284.5	160,300.9	1,800.5	23,190.2	36,020.9	577.0	9,104.3	
36	CAMPBELL SOUP CO	489,647.1	168,142.4	27,968.6	2,052.5	575.7	1,290.7	157,406.3	7,262.6	33,645.7	79,645.5	10,075.7	1,581.3	
37	DARDEN RESTAURANTS INC	251,532.0	718.1	-	507.5	185.6	4,250.9	156,290.3	19,169.0	18,547.5	46,296.3	-	5,566.8	
38	SC JOHNSON & SON INC	324,313.2	15,028.6	3,046.2	-	-	154,386.5	16,530.7	48,685.3	84,335.6	1,211.1	1,089.3		
39	NESTLE SA	580,514.6	155,478.7	859.7	2,753.9	-	2,892.5	152,241.4	52,882.3	44,331.0	162,495.4	1,891.2	4,688.5	
40	VISA USA INC	332,882.3	100,052.0	986.3	11,470.3	10,232.4	3,634.7	150,420.0	2,334.7	3,963.8	45,358.4	1,222.6	3,225.0	
41	KOHL'S CORP	416,455.6	31,368.1	-	136,559.6	11,760.3	358.6	149,016.8	29,150.5	14,253.3	22,193.8	12,469.3	9,325.2	
42	HONDA MOTOR CO LTD	792,962.6	186,396.6	5,902.9	37,448.9	19,264.7	5,513.9	142,537.0	307,327.3	5,923.0	72,191.6	9,808.5	648.3	
43	WAL-MART STORES INC	433,188.2	51,150.5	62,361.0	27,100.4	1,597.1	1,223.0	142,155.7	12,760.3	26,503.2	69,450.8	27,160.1	11,726.2	
44	BAYER AG GROUP	327,168.6	28,038.2	793.6	2,806.8	1,697.2	885.7	141,004.7	12,017.0	29,424.3	96,708.0	10,294.2	3,498.9	
45	US GOVT	535,873.1	104,619.1	11,137.8	23,290.1	5,624.2	8,486.4	140,837.5	25,685.5	26,634.5	159,303.6	17,705.1	12,549.3	
46	DEUTSCHE TELEKOM AG	519,227.1	3,169.4	-	132,722.3	19,330.7	8,258.3	139,301.4	81,336.7	55,541.4	72,315.7	-	7,251.2	
47	NEWS CORP	1,074,622.9	66,148.8	1,438.5	536,875.3	81,802.5	20,110.8	138,657.4	38,082.2	13,335.0	128,536.7	3,341.4	46,294.3	
48	DOCTORS ASSOC INC	327,888.4	624.2	-	714.8	81.9	4,842.2	135,607.4	95,376.3	32,221.1	49,622.5	5,440.7	3,357.4	
49	KELLOGG CO	517,259.3	137,960.8	1,812.6	1,656.3	511.7	3,217.6	134,650.8	10,194.9	64,846.5	161,673.7	302.5	432.1	
50	WENDYS INTL INC	266,057.1	8,902.7	-	157.4	379.6	4,774.4	133,145.5	46,891.4	14,472.3	52,942.5	405.6	3,985.7	
51	LOWES COS INC	370,482.3	38,080.7	246.4	78,966.0	6,872.3	757.8	132,984.0	39,810.4	19,908.4	48,060.0	1,601.0	3,195.3	
52	BOEHRINGER INGELHEIM GMBH	290,722.3	55,798.1	5,927.7	482.9	612.9	80.1	132,491.9	5,484.6	45,852.5	42,024.8	1,966.8	-	
53	MACYS INC	936,639.4	80,659.7	1,655.2	555,015.1	51,424.7	2,211.8	131,917.5	20,025.6	24,623.4	38,733.5	587.1	29,785.9	
54	MERCK & CO INC	341,249.8	110,574.8	13,773.7	11,701.6	1,035.1	-	130,614.4	3,286.7	33,308.1	36,865.3	90.0	-	
55	AMERICAN EXPRESS CO	405,643.4	91,184.3	4,507.5	31,942.2	24,904.9	7,788.3	130,305.4	27,138.5	3,031.9	83,155.1	609.0	1,076.3	
56	DIRECTV GROUP INC	256,597.6	14,540.5	134.4	6,780.4	8,850.2	590.0	126,711.0	31,693.9	3,164.6	59,848.7	765.0	3,518.9	

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 100 Companies Ranked by Network TV Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
57	GENERAL MILLS INC	546,985.3	82,256.4	2,675.0	194.2	89.0	99.7	121,476.9	129,033.6	543.8	208,306.5	2,204.8	105.4	
58	GAP INC	323,499.5	86,046.0	4,903.1	9,575.1	6,290.1	11,885.8	119,861.7	1,820.2	52,926.3	21,311.2	-	8,880.0	
59	JC PENNEY CO INC	404,981.1	54,673.9	16,109.7	149,638.4	7,820.3	275.8	113,863.1	2,164.4	1,869.0	32,134.0	16,399.0	10,033.7	
60	SEPRACOR INC	270,964.9	77,168.1	23,985.5	2.5	-	-	113,539.2	159.4	10.3	56,099.8	-	-	
61	CADBURY SCHWEPPES PLC	238,256.9	31,182.6	-	319.7	497.5	7,193.1	112,260.3	2,543.6	12,772.9	70,112.1	787.7	587.4	
62	IHOP CORP	211,000.2	525.0	-	706.2	168.6	4,198.6	110,732.0	17,334.2	27,961.3	40,606.8	-	8,767.6	
63	JPMORGAN CHASE & CO	316,823.4	3,579.0	-	81,707.5	11,210.6	15,675.5	109,060.0	34,673.3	-	50,689.2	125.0	10,103.4	
64	TEXAS PACIFIC GROUP	233,107.4	11,920.0	686.1	324.5	205.6	6,953.9	102,431.4	9,335.6	8,019.8	66,266.8	774.9	26,188.9	
65	ELI LILLY & CO	213,756.7	36,577.6	8,505.9	682.6	311.5	112.0	99,961.2	5,521.6	38,561.4	22,191.3	1.6	1,330.0	
66	BRISTOL-MYERS SQUIBB/SANOFI-AVENTIS	174,506.3	51,662.5	5,152.4	333.3	1,042.6	-	98,717.0	239.1	10,900.1	6,459.5	-	-	
67	SIGNET GROUP PLC	153,385.2	267.2	-	543.4	7,667.8	1,547.1	98,161.0	6,610.1	-	28,778.2	2,627.1	7,183.4	
68	CAPITAL ONE FINANCIAL CORP	197,359.9	5,465.0	-	4,856.9	433.4	532.7	97,533.2	4,444.2	25,228.7	54,648.0	6.1	4,211.7	
69	MAZDA MOTOR CORP	215,876.2	19,523.3	-	164.7	516.1	52.4	95,802.6	73,830.0	-	25,987.1	-	-	
70	WYETH	321,012.4	78,363.8	2,063.7	586.6	-	355.9	93,834.3	1,443.9	71,914.5	55,958.1	13,034.7	3,457.0	
71	FEDEX CORP	142,357.5	19,346.1	-	1,773.5	11,073.5	418.2	93,714.0	569.9	-	15,041.4	-	421.0	
72	ELI LILLY & CO/ICOS CORP	126,544.9	1,543.4	-	-	-	-	91,794.2	155.6	-	32,983.9	-	67.8	
73	BEST BUY CO INC	322,533.2	26,691.2	230.1	113,240.9	8,305.9	757.9	89,394.6	6,473.8	2,632.0	72,046.0	515.2	2,245.7	
74	STATE FARM MUTUAL AUTO INS CO	238,329.7	9,888.3	-	13,177.8	986.9	21,512.3	84,376.7	16,817.2	570.1	84,526.6	4,836.6	1,637.2	
75	NOVARTIS AG	249,643.5	61,024.8	2,183.0	8,302.3	84.8	145.3	83,094.8	2,763.5	31,863.7	53,164.0	4,537.6	2,479.8	
76	ZURICH FINANCIAL SERVICES GROUP	178,073.4	42,135.0	218.3	3,650.9	10,413.8	2,051.3	79,503.1	8,316.1	2,713.0	21,614.3	3,003.2	4,454.4	
77	CLOROX CO	426,649.5	170,007.2	11,810.5	92.7	461.7	709.4	79,408.9	21,392.2	18,362.8	117,939.9	5,288.9	1,175.3	
78	MARS INC	344,917.5	92,876.2	12,693.7	949.6	413.3	1,388.6	78,972.5	2,384.4	43,239.7	103,628.1	8,137.7	233.7	
79	MOLSON COORS BREWING CO	152,815.2	1,237.3	-	484.1	205.6	25,826.7	78,698.0	8,788.3	34.1	35,607.1	530.4	1,403.5	
80	IAC/INTERACTIVECORP	175,956.9	19,232.5	-	2,886.6	772.3	1,429.8	75,553.6	4,369.3	11,273.9	42,657.7	16,551.4	1,229.8	
81	FMR CORP	192,610.5	37,677.1	907.5	31,954.6	25,942.8	1,542.7	74,822.5	3,821.5	-	15,738.7	-	203.1	
82	ALLSTATE CORP	292,107.6	37,892.3	1,252.9	10,440.6	7,816.4	12,014.9	73,474.8	5,514.8	18,602.0	97,393.2	3,709.8	23,996.0	
83	SABMILLER PLC	174,998.8	18,131.2	-	944.1	374.2	13,571.6	70,538.1	23,776.0	4,615.0	41,617.4	595.4	835.9	
84	ENERGIZER HOLDINGS INC	178,794.8	63,500.7	-	614.0	743.0	-	68,741.6	734.6	7,555.6	35,684.0	60.9	1,160.5	
85	SOUTHWEST AIRLINES	140,649.0	4,843.4	-	7,972.5	2,288.4	7,394.3	68,687.3	29,728.9	523.8	9,329.9	2,895.2	6,985.2	
86	MACANDREWS & FORBES HOLDINGS INC	202,800.1	88,518.0	-	490.5	22.2	1,149.4	68,512.4	1,624.2	29,507.9	12,975.5	-	-	
87	UNITED PARCEL SERVICE/AMERICA INC	120,487.0	15,527.5	-	537.3	3,802.6	1,174.4	66,438.7	2,213.4	758.6	21,479.7	893.6	7,661.3	
88	DOMINOS PIZZA INC	113,424.3	410.3	-	899.7	-	323.9	64,585.4	14,814.8	-	31,846.2	162.6	381.4	
89	CIRCUIT CITY STORES INC	216,229.0	319.9	-	98,774.5	7,311.7	0.4	63,680.2	19,175.4	57.4	26,878.9	-	30.7	
90	VOLKSWAGEN AG	185,055.3	25,241.8	-	8,195.2	16,167.3	9,024.6	63,044.3	13,658.8	11,332.6	35,995.7	1.1	2,394.0	
91	BANK OF AMERICA CORP	282,727.8	16,031.7	2,843.7	85,908.7	27,854.5	8,024.0	59,953.6	34,933.0	1,893.9	26,875.5	-	18,409.2	
92	TAKEDA PHARMACEUTICAL CO LTD	153,562.9	54,144.5	1,505.7	9,231.3	1,691.2	31.8	59,287.9	2,168.7	1,452.6	24,045.2	-	4.1	
93	BERKSHIRE HATHAWAY INC	669,369.6	84,664.7	11,540.3	21,163.3	8,298.4	23,318.0	58,248.3	150,651.4	43,864.3	182,847.4	11,556.3	73,217.2	
94	WILLIAM WRIGLEY JR CO	154,570.0	37,802.1	-	126.6	58.1	2,520.4	56,798.4	2,629.8	16,658.2	37,655.0	266.6	55.0	
95	PROVIDENCE EQUITY PARTNERS INC	237,716.4	2,151.3	114.4	56,434.1	11,951.9	1,311.7	55,671.0	23,294.6	23,745.2	60,183.7	337.6	2,521.0	
96	IBM CORP	112,095.8	19,757.3	-	2,758.8	7,454.3	6,348.9	53,658.7	69.9	70.0	20,424.2	9.4	1,544.5	
97	CONAGRA FOODS INC	195,862.3	48,425.6	10,248.4	940.1	168.6	1,167.6	53,532.0	6,988.8	24,120.4	46,697.2	1,326.4	2,247.3	
98	STAPLES INC	111,452.3	2,570.0	-	22,948.6	1,762.5	37.4	53,510.6	6,659.0	4,102.5	13,920.9	3,911.6	2,029.2	
99	DANONE GROUPE SA	93,484.6	1,706.6	-	170.8	-	148.0	52,783.0	6,881.2	9,078.8	22,694.7	-	21.6	
100	DELL INC	421,357.3	52,007.3	114,442.4	78,320.1	45,767.0	891.7	52,510.7	5,664.9	4,491.2	66,845.6	-	416.3	
	<b>Top 100 Total</b>	<b>53,592,454.3</b>	<b>8,805,473.0</b>	<b>687,482.2</b>	<b>5,374,512.8</b>	<b>1,091,157.7</b>	<b>1,001,795.0</b>	<b>18,426,645.2</b>	<b>5,307,269.9</b>	<b>2,547,080.2</b>	<b>8,939,203.6</b>	<b>459,310.3</b>	<b>952,527.2</b>	
	<b>Total All Companies</b>	<b>125,407,863.8</b>	<b>25,523,057.2</b>	<b>1,997,979.0</b>	<b>22,833,188.7</b>	<b>3,346,628.6</b>	<b>3,943,726.7</b>	<b>23,754,568.2</b>	<b>17,237,902.6</b>	<b>4,172,935.7</b>	<b>19,123,698.9</b>	<b>1,002,162.8</b>	<b>2,472,023.9</b>	

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 100 Companies Ranked by Spot TV Dollars (000)											
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
1	GENERAL MOTORS CORP DLR ASSN	657,749.8	349.3	-	172,004.2	4,055.8	454.3	-	443,135.0	-	0.0	-	37,751.3
2	CERBERUS CAPITAL MGT LP	1,037,850.0	172,890.4	-	100,844.7	18,843.7	8,116.5	217,376.0	391,390.6	2,381.9	107,007.6	5,092.2	13,906.4
3	FORD MOTOR CO DLR ASSN	511,331.6	902.0	-	107,226.2	12,937.8	4,548.0	-	363,957.5	-	28.5	-	21,731.6
4	AT&T INC	1,894,112.6	48,846.3	-	289,391.8	36,861.2	108,554.6	755,880.4	348,802.1	4,779.2	185,344.3	7,228.9	108,423.7
5	PUBLIC SERVICE ANN	1,779,362.0	185.2	-	18.9	-	-	1,323,890.1	333,952.4	-	121,315.4	-	-
6	TOYOTA MOTOR CORP DLR ASSN	498,367.4	-	-	146,233.9	8,237.7	13,730.3	-	310,829.5	-	0.8	-	19,335.3
7	HONDA MOTOR CO LTD	792,962.6	186,396.6	5,902.9	37,448.9	19,264.7	5,513.9	142,537.0	307,327.3	5,923.0	72,191.6	9,808.5	648.3
8	NISSAN MOTOR CO LTD	868,507.1	189,534.5	737.6	30,611.3	7,217.4	16,310.0	239,504.2	298,927.5	4,373.0	80,326.1	321.5	644.1
9	VERIZON COMMUNICATIONS INC	1,785,277.3	80,125.4	3,605.6	623,069.1	60,689.7	63,672.0	445,898.7	235,125.6	35,851.8	139,113.4	1,420.2	96,705.8
10	TOYOTA MOTOR CORP	935,238.3	178,754.0	-	10,946.3	23,353.3	23,202.6	367,251.6	231,945.8	4,375.1	91,034.8	987.9	3,386.9
11	FORD MOTOR CO	1,422,373.3	285,372.5	5,774.7	88,749.0	41,819.5	18,197.5	516,826.5	224,253.4	34,553.5	170,362.2	30,375.0	6,089.4
12	GENERAL MOTORS CORP	1,784,559.3	359,451.9	571.8	118,328.4	40,386.8	47,063.1	672,305.3	191,288.6	37,763.4	259,244.6	44,384.8	13,770.6
13	YUM BRANDS INC	685,790.3	3,985.6	-	1,209.0	443.6	5,543.8	293,278.4	189,609.7	4,536.0	176,650.0	298.5	10,235.7
14	TOYOTA MOTOR CORP LOC DLR	448,440.2	-	-	241,308.7	4,038.6	14,569.3	-	187,654.8	-	56.0	-	812.8
15	TIME WARNER INC	1,540,922.3	243,364.6	8,139.1	236,381.8	73,843.4	54,251.9	397,556.4	155,450.7	62,096.6	276,339.6	6,975.8	26,522.3
16	MCDONALDS CORP	646,105.8	47,315.2	1,375.1	2,962.5	1,005.3	45,770.6	251,941.8	153,450.6	38,603.7	93,036.5	5,825.6	4,819.0
17	BERKSHIRE HATHAWAY INC	669,369.6	84,664.7	11,540.3	21,163.3	8,298.4	23,318.0	58,248.3	150,651.4	43,864.3	182,847.4	11,556.3	73,217.2
18	COMCAST CORP	347,308.0	25,254.4	114.4	75,106.8	3,645.9	17,968.1	49,689.2	139,888.4	5.4	1,564.1	446.7	33,624.6
19	GENERAL MOTORS CORP LOC DLR	530,446.8	579.0	-	371,830.7	1,126.2	20,764.6	-	135,976.0	-	15.8	-	154.5
20	PROCTER & GAMBLE CO	3,303,619.0	899,870.8	47,408.5	54,721.6	9,232.6	1,772.1	937,920.1	135,446.5	313,355.6	884,728.9	13,637.6	5,524.8
21	GENERAL MILLS INC	546,985.3	82,256.4	2,675.0	194.2	89.0	99.7	121,476.9	129,033.6	543.8	208,306.5	2,204.8	105.4
22	EMPIRE TODAY LLC	119,651.6	-	-	55.1	-	-	-	113,912.4	2,695.5	-	-	2,988.5
23	WALT DISNEY CO	1,092,335.8	181,843.9	7,513.5	137,251.8	44,400.8	48,026.7	277,761.6	105,092.0	27,178.7	200,984.9	10,543.4	51,738.5
24	MITSUBISHI MOTORS CORP	140,845.2	3,092.6	-	334.6	-	110.5	10,134.2	103,488.2	-	23,600.8	-	84.3
25	HYUNDAI CORP	561,941.6	124,602.6	-	2,162.5	4,261.1	3,602.9	179,766.2	99,916.3	43,096.5	102,984.8	756.3	792.3
26	DOCTORS ASSOC INC	327,888.4	624.2	-	714.8	81.9	4,842.2	135,607.4	95,376.3	32,221.1	49,622.5	5,440.7	3,357.4
27	VOLKSWAGEN AG DLR ASSN	123,548.7	751.7	-	13,529.6	2,293.9	31.1	-	94,881.7	-	2.9	-	12,057.7
28	CERBERUS CAPITAL MGT LP DLR ASSN	217,652.5	38.7	-	64,109.7	-	4,736.0	-	93,702.1	-	-	-	55,066.0
29	FORD MOTOR CO LOC DLR	407,607.0	36.8	-	299,341.4	3,408.4	13,098.0	-	91,289.5	-	173.0	-	260.0
30	NATIONAL AMUSEMENTS INC	812,030.6	96,876.7	14,238.8	93,674.4	40,897.8	42,547.8	217,569.4	82,067.9	17,471.7	177,461.9	9,018.5	20,205.7
31	DEUTSCHE TELEKOM AG	519,227.1	3,169.4	-	132,722.3	19,330.7	8,258.3	139,301.4	81,336.7	55,541.4	72,315.7	-	7,251.2
32	TRIARC COS INC	101,569.6	-	-	284.3	-	2,127.4	1,140.1	77,020.3	-	20,567.0	-	430.6
33	ALLTEL CORP	180,658.3	-	-	37,238.5	-	4,632.3	857.7	74,352.1	14.7	60,476.1	-	3,087.0
34	MAZDA MOTOR CORP	215,876.2	19,523.3	-	164.7	516.1	52.4	95,802.6	73,830.0	-	25,987.1	-	-
35	TARGET CORP	624,589.6	105,674.9	1,127.3	144,748.2	9,517.4	8,890.7	202,113.5	73,787.5	13,607.6	57,518.8	-	7,603.7
36	HONDA MOTOR CO LTD DLR ASSN	111,786.2	-	-	35,027.4	812.4	149.4	-	72,713.1	-	-	-	3,083.9
37	HYUNDAI CORP DLR ASSN	121,859.8	-	-	756.0	35,237.7	344.2	72.0	-	71,783.1	-	5.4	-
38	KRAFT FOODS INC	947,989.0	449,860.7	44,431.9	971.7	-	870.2	162,618.6	67,975.9	31,158.6	183,534.1	5,039.0	1,528.2
39	POLITICAL ADV	94,407.2	-	-	10,606.3	285.8	6,461.2	45.4	66,948.5	-	1.8	109.7	9,948.5
40	ROOMS TO GO INC	157,304.1	-	-	90,373.6	-	155.0	-	66,662.7	-	-	-	112.8
41	DUNKIN BRANDS INC	97,384.8	4,702.5	1,509.0	1,431.5	374.2	4,164.5	3,561.0	66,503.2	840.6	7,915.2	-	6,383.1
42	HYUNDAI CORP LOC DLR	206,728.2	-	-	137,922.3	-	3,350.7	-	65,160.4	-	-	-	294.7
43	SCHOTTENSTEIN STORES CORP	87,982.8	-	-	23,220.7	169.1	750.3	-	62,648.2	-	3.4	-	1,191.2
44	JACK IN THE BOX INC	80,003.7	4,902.7	-	140.2	-	1,831.8	-	62,014.9	-	8,428.7	-	2,685.3
45	ITT EDUCATIONAL SERVICES INC	124,396.8	-	-	62.8	-	47.4	216.0	60,814.8	273.8	62,982.0	-	-
46	QWEST COMMUNICATIONS INTL INC	86,712.6	4,993.6	-	18,746.1	-	4,677.2	-	57,245.6	-	-	-	1,050.1
47	CKE RESTAURANTS INC	64,154.8	129.2	-	518.0	-	3,670.7	-	56,587.1	-	-	-	3,249.8
48	SONY CORP	806,200.6	110,854.4	3,863.3	88,624.0	31,188.3	19,875.4	267,861.9	56,078.3	39,109.5	170,073.6	2,227.0	16,444.8
49	DAIMLER AG DLR ASSN	100,027.3	811.6	46.0	29,377.8	2,907.8	555.2	-	54,774.4	-	-	-	11,554.5
50	TJX COS INC	106,724.1	3,760.9	252.4	17,137.8	615.5	969.6	1,201.8	54,327.9	53.7	13,820.2	-	14,584.3
51	SONIC CORP	116,307.6	-	-	288.7	-	650.5	11,422.9	53,785.4	8.3	49,737.6	-	414.1
52	NISSAN MOTOR CO LTD LOC DLR	214,176.6	-	-	156,048.2	606.7	4,161.5	-	53,088.2	-	-	-	272.0
53	SAFE AUTO GROUP INC	54,557.7	-	-	1.2	-	1,476.7	25.6	52,988.9	37.6	-	-	27.7
54	NESTLE SA	580,514.6	155,478.7	859.7	2,753.9	-	2,892.5	152,241.4	52,882.3	44,331.0	162,495.4	1,891.2	4,688.5
55	CERBERUS CAPITAL MGT LP LOC DLR	247,886.2	46.5	-	189,925.8	31.2	6,872.0	-	50,896.7	-	-	-	114.0
56	MENS WEARHOUSE INC	59,634.2	5,347.9	-	236.6	-	26.0	1,058.4	49,872.3	-	2,944.6	-	148.4

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 100 Companies Ranked by Spot TV Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
57	PEPSICO INC	776,908.4	168,726.6	5,094.2	6,611.7	791.6	13,750.3	324,249.8	49,764.1	47,860.7	154,075.8	253.9	5,729.5	
58	BLUE CROSS & BLUE SHIELD ASSN	86,612.7	729.4	-	18,153.5	762.7	12,466.5	-	49,469.1	-	4.8	-	5,026.8	
59	PROGRESSIVE CORP	273,718.3	1,800.4	-	747.0	224.6	4,949.2	47,792.2	48,696.0	34,825.5	128,090.1	5,587.9	1,005.5	
60	CABLEVISION SYSTEMS CORP	77,540.5	4,774.5	182.4	12,133.3	5,452.4	2,564.4	-	48,141.8	290.4	387.2	164.3	3,449.8	
61	RAYMOURS & FLANIGAN FURNITURE CO	61,440.9	8,577.8	-	5,179.4	-	115.5	-	47,568.2	-	-	-	-	
62	HONDA MOTOR CO LTD LOC DLR	226,336.3	171.3	-	169,688.8	3,423.1	5,431.5	-	46,905.6	-	-	638.7	77.2	
63	WENDYS INTL INC	266,057.1	8,902.7	-	157.4	379.6	4,774.4	133,145.5	46,891.4	14,472.3	52,942.5	405.6	3,985.7	
64	ASHLEY FURNITURE INDUSTRIES INC	83,244.5	-	-	35,193.4	-	1,346.5	-	46,704.6	-	-	-	-	
65	NATIONWIDE MUTUAL INSURANCE CO	141,063.8	17,557.0	-	10,340.3	2,604.0	4,999.4	10,598.9	43,584.0	-	39,269.1	-	12,111.0	
66	ANHEUSER-BUSCH COS INC	397,806.7	35,061.0	-	8,786.8	1,465.2	36,837.9	211,105.7	42,766.8	2,684.6	58,482.0	327.1	289.6	
67	CARMAX INC	59,628.8	-	-	14,184.0	-	583.5	-	42,707.2	-	-	-	2,154.1	
68	TELEPHONE & DATA SYSTEMS INC	77,955.5	116.1	-	24,533.4	-	6,423.9	-	41,502.7	-	-	-	5,379.5	
69	INGKA HOLDINGS AB	86,195.3	7,048.6	46.0	23,557.1	1,720.9	2,577.7	-	40,808.7	-	8,128.9	-	2,307.3	
70	ROSS STORES INC	40,875.6	-	-	49.0	-	103.5	-	40,690.9	-	-	-	32.3	
71	BMW AG DLR ASSN	63,041.1	1,811.9	218.3	6,196.7	4,307.8	0.9	-	40,424.8	-	-	-	10,080.7	
72	LOWES COS INC	370,482.3	38,080.7	246.4	78,966.0	6,872.3	757.8	132,984.0	39,810.4	19,908.4	48,060.0	1,601.0	3,195.3	
73	SIX FLAGS INC	45,567.0	15.4	-	1,819.7	-	3,449.4	-	38,995.5	-	51.9	-	1,235.0	
74	PAPA JOHNS INTL INC	86,003.5	576.2	-	1,368.6	38.2	435.2	25,559.4	38,986.9	12.4	18,980.3	-	46.3	
75	DAIMLER AG	171,500.5	30,415.2	-	7,383.8	9,252.6	5,002.1	49,237.8	38,185.2	77.4	31,086.5	744.0	135.9	
76	NEWS CORP	1,074,622.9	66,148.8	1,438.5	536,875.3	81,802.5	20,110.8	138,657.4	38,082.2	13,335.0	128,536.7	3,341.4	46,294.3	
77	COX ENTERPRISES INC	85,788.4	20.3	-	22,087.0	58.6	6,735.9	3,416.8	37,562.0	-	14,990.8	-	917.0	
78	SAFEWAY INC	102,694.8	610.3	-	16,718.0	-	5,257.7	-	37,384.2	-	49.8	-	42,674.7	
79	SPRINT NEXTEL CORP	1,138,594.4	39,239.7	1,080.7	397,403.4	61,335.4	60,530.0	302,423.7	36,685.7	967.2	195,368.3	937.5	42,623.0	
80	SUZUKI MOTOR CO LTD	107,468.7	29,611.5	-	116.5	205.6	51.0	8,938.1	36,590.9	649.5	31,302.8	-	2.8	
81	GE GENERAL ELECTRIC CO	836,308.4	94,276.9	5,135.3	144,973.3	48,954.0	28,420.6	225,039.2	36,344.9	31,583.0	171,708.4	7,062.9	42,809.9	
82	PFIZER INC	719,763.3	188,953.7	34,012.5	23,724.1	9,223.3	1,160.6	281,818.4	35,163.8	59,443.2	80,021.3	2,599.5	3,643.0	
83	BANK OF AMERICA CORP	282,727.8	16,031.7	2,843.7	85,908.7	27,854.5	8,024.0	59,953.6	34,933.0	-	26,875.5	-	18,409.2	
84	WASHINGTON MUTUAL INC	124,061.0	665.3	-	51,932.5	13.6	9,721.8	-	34,702.7	-	16,174.5	-	10,850.6	
85	JPMORGAN CHASE & CO	316,823.4	3,579.0	-	81,707.5	11,210.6	15,675.5	109,060.0	34,673.3	-	50,689.2	125.0	10,103.4	
86	NEW YORK STATE OF	53,629.7	1,993.8	1,025.8	6,032.2	1,371.6	5,346.0	40.0	34,470.5	-	49.7	-	3,300.1	
87	MENARD INC	49,274.6	-	-	13,181.8	-	2,368.5	-	33,724.3	-	-	-	-	
88	MERVYN'S DEPT STORES	70,012.6	-	-	29,983.9	-	77.5	-	33,583.3	-	-	-	6,367.9	
89	LA WEIGHT LOSS CENTERS	37,279.3	2,186.7	-	828.3	109.7	-	-	33,444.6	-	190.6	27.0	492.3	
90	PUBLIX SUPERMARKETS INC	58,808.3	4,934.6	-	19,435.3	-	1,821.7	-	32,365.4	-	-	-	251.3	
91	KROGER CO	100,938.1	475.0	-	59,511.9	-	8,666.9	-	32,253.2	-	18.7	-	12.4	
92	DIRECTV GROUP INC	256,597.6	14,540.5	134.4	6,780.4	8,850.2	590.0	126,711.0	31,693.9	3,164.6	59,848.7	765.0	3,518.9	
93	STANLEY STEEMER INTL	44,349.5	-	-	170.3	-	4.6	4,617.7	31,352.2	4,929.8	3,275.0	-	-	
94	CORINTHIAN COLLEGES INC	43,667.0	168.5	-	342.7	-	245.8	864.5	30,581.8	4,776.9	6,676.8	-	10.0	
95	SOUTHWEST AIRLINES	140,649.0	4,843.4	-	7,972.5	2,288.4	7,394.3	68,687.3	29,728.9	523.8	9,329.9	2,895.2	6,985.2	
96	KOHLS CORP	416,455.6	31,368.1	-	136,559.6	11,760.3	358.6	149,016.8	29,150.5	14,253.3	22,193.8	12,469.3	9,325.2	
97	SUN CAPITAL PARTNERS INC	53,537.8	84.1	-	13,574.7	-	768.5	-	28,723.3	-	6,995.5	-	3,391.7	
98	FUJI HEAVY INDUSTRIES LTD	133,489.8	39,037.3	-	485.0	3,627.4	579.1	13,613.4	28,169.9	-	46,916.5	-	1,061.3	
99	GOLDENWEST DIAMOND CORP	34,117.1	-	-	395.8	-	-	203.0	27,827.1	91.5	5,599.8	-	-	
100	GLAXOSMITHKLINE PLC	944,064.8	299,497.5	25,929.1	8,830.2	3,701.2	899.6	331,825.2	27,223.8	114,639.2	123,414.8	1,567.5	6,536.8	
<b>Top 100 Total</b>		<b>43,216,542.4</b>	<b>5,329,853.8</b>	<b>239,830.2</b>	<b>6,585,316.3</b>	<b>847,095.8</b>	<b>989,435.6</b>	<b>11,411,447.4</b>	<b>9,232,901.2</b>	<b>1,271,029.2</b>	<b>6,042,937.8</b>	<b>217,102.9</b>	<b>1,049,592.5</b>	
<b>Total All Companies</b>		<b>125,407,863.8</b>	<b>25,523,057.2</b>	<b>1,997,979.0</b>	<b>22,833,188.7</b>	<b>3,346,628.6</b>	<b>3,943,726.7</b>	<b>23,754,568.2</b>	<b>17,237,902.6</b>	<b>4,172,935.7</b>	<b>19,123,698.9</b>	<b>1,002,162.8</b>	<b>2,472,023.9</b>	

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 100 Companies Ranked by Syndication Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
1	PROCTER & GAMBLE CO	3,303,619.0	899,870.8	47,408.5	54,721.6	9,232.6	1,772.1	937,920.1	135,446.5	313,355.6	884,728.9	13,637.6	5,524.8	
2	GLAXOSMITHKLINE PLC	944,064.8	299,497.5	25,929.1	8,830.2	3,701.2	899.6	331,825.2	27,223.8	114,639.2	123,414.8	1,567.5	6,536.8	
3	JOHNSON & JOHNSON	1,241,061.1	358,551.7	34,964.2	142.9	4,125.7	4,834.7	470,457.9	22,091.9	104,614.9	215,897.3	16,988.3	8,391.7	
4	LOREAL SA	702,789.5	318,092.3	218.3	1,838.0	909.5	842.2	195,072.4	4,254.6	95,794.4	84,215.0	269.8	1,283.1	
5	UNILEVER	786,244.7	245,444.9	29,291.4	117.3	630.3	372.0	299,709.0	7,125.4	74,073.2	124,538.7	2,853.3	2,089.2	
6	WYETH	321,012.4	78,363.8	2,063.7	586.6	-	355.9	93,834.3	1,443.9	71,914.5	55,958.1	13,034.7	3,457.0	
7	KELLOGG CO	517,259.3	137,960.8	1,812.6	1,656.3	511.7	3,217.6	134,650.8	10,194.9	64,846.5	161,673.7	302.5	432.1	
8	TIME WARNER INC	1,540,922.3	243,364.6	8,139.1	236,381.8	73,843.4	54,251.9	397,556.4	155,450.7	62,096.6	276,339.6	6,975.8	26,522.3	
9	PFIZER INC	719,763.3	188,953.7	34,012.5	23,724.1	9,223.3	1,160.6	281,818.4	35,163.8	59,443.2	80,021.3	2,599.5	3,643.0	
10	SCHERING-PLough CORP	481,267.4	47,804.0	5,789.3	648.5	503.1	-	264,900.3	12,137.9	57,969.2	85,866.9	5,121.2	527.1	
11	DEUTSCHE TELEKOM AG	519,227.1	3,169.4	-	132,722.3	19,330.7	8,258.3	139,301.4	81,336.7	55,541.4	72,315.7	-	7,251.2	
12	GAP INC	323,499.5	86,046.0	4,903.1	9,575.1	6,290.1	11,885.8	119,861.7	1,820.2	52,926.3	21,311.2	-	8,880.0	
13	SEARS HOLDINGS CORP	638,408.8	39,882.0	21,757.9	189,342.8	377.7	1,129.6	212,021.9	20,724.3	49,171.7	82,218.0	15,701.6	6,081.5	
14	SC JOHNSON & SON INC	324,313.2	15,028.6	3,046.2	-	-	-	154,386.5	16,530.7	48,685.3	84,335.6	1,211.1	1,089.3	
15	PEPSICO INC	776,908.4	168,726.6	5,094.2	6,611.7	791.6	13,750.3	324,249.8	49,764.1	47,860.7	154,075.8	-	253.9	
16	BOEHRINGER INGELHEIM GMBH	290,722.3	55,798.1	5,927.7	482.9	612.9	80.1	132,491.9	5,484.6	45,852.5	42,024.8	1,966.8	-	
17	NESTLE SA	580,514.6	155,478.7	859.7	2,753.9	-	2,892.5	152,241.4	52,882.3	44,331.0	162,495.4	1,891.2	4,688.5	
18	BERKSHIRE HATHAWAY INC	669,369.6	84,664.7	11,540.3	21,163.3	8,298.4	23,318.0	58,248.3	150,651.4	43,864.3	182,847.4	11,556.3	73,217.2	
19	MARS INC	344,917.5	92,876.2	12,693.7	949.6	413.3	1,388.6	78,972.5	2,384.4	43,239.7	103,628.1	8,137.7	233.7	
20	HYUNDAI CORP	561,941.6	124,602.6	-	2,162.5	4,261.1	3,602.9	179,766.2	99,916.3	43,096.5	102,984.8	756.3	792.3	
21	CHATTEM INC	106,642.6	-	92.0	-	-	-	24,482.8	14,220.1	41,771.6	16,461.4	-	1,953.9	
22	SONY CORP	806,200.6	110,854.4	3,863.3	88,624.0	31,188.3	19,875.4	267,861.9	56,078.3	39,109.5	170,073.6	2,227.0	16,444.8	
23	MCDONALDS CORP	646,105.8	47,315.2	1,375.1	2,962.5	1,005.3	45,770.6	251,941.8	153,450.6	38,603.7	93,036.5	5,825.6	4,819.0	
24	ELI LILLY & CO	213,756.7	36,577.6	8,505.9	682.6	311.5	112.0	99,961.2	5,521.6	38,561.4	22,191.3	1.6	1,330.0	
25	SANOFI-AVENTIS	237,577.6	94,538.1	18,514.1	28.0	1,741.7	103.2	48,272.5	6,274.4	38,228.6	29,667.5	19.6	189.9	
26	GENERAL MOTORS CORP	1,784,559.3	359,451.9	571.8	118,328.4	40,386.8	47,063.1	672,305.3	191,288.6	37,763.4	259,244.6	44,384.8	13,770.6	
27	KAO CORP	140,724.2	56,925.1	693.3	-	-	-	34,265.6	655.5	37,652.1	10,463.7	-	68.8	
28	VERIZON COMMUNICATIONS INC	1,785,277.3	80,125.4	3,605.6	623,069.1	60,689.7	63,672.0	445,898.7	235,125.6	35,851.8	139,113.4	1,420.2	96,705.8	
29	PROGRESSIVE CORP	273,718.3	1,800.4	-	747.0	224.6	4,949.2	47,792.2	48,696.0	34,825.5	128,090.1	5,587.9	1,005.5	
30	FORD MOTOR CO	1,422,373.3	285,372.5	5,774.7	88,749.0	41,819.5	18,197.5	516,826.5	224,253.4	34,553.5	170,362.2	30,375.0	6,089.4	
31	RECKITT BENCKISER PLC	398,802.4	37,548.2	3,866.1	31.2	109.7	-	182,157.2	26,181.6	33,800.5	115,102.0	-	5.9	
32	CAMPBELL SOUP CO	489,647.1	168,142.4	27,968.6	2,052.5	575.7	1,290.7	157,406.3	7,262.6	33,645.7	79,645.5	10,075.7	1,581.3	
33	MERCK & CO INC	341,249.8	110,574.8	13,773.7	11,701.6	1,035.1	-	130,614.4	3,286.7	33,308.1	36,865.3	90.0	-	
34	DOCTORS ASSOC INC	327,888.4	624.2	-	714.8	81.9	4,842.2	135,607.4	95,376.3	32,221.1	49,622.5	5,440.7	3,357.4	
35	NOVARTIS AG	249,643.5	61,024.8	2,183.0	8,302.3	84.8	145.3	83,094.8	2,763.5	31,863.7	53,164.0	4,537.6	2,479.8	
36	HALLMARK CARDS INC	133,378.9	18,573.5	4,308.3	1,327.9	1,095.7	317.4	37,087.1	1,328.4	31,663.4	29,580.8	5,371.0	2,725.3	
37	GE GENERAL ELECTRIC CO	836,308.4	94,276.9	5,135.3	144,973.3	48,954.0	28,420.6	225,039.2	36,344.9	31,583.0	171,708.4	7,062.9	42,809.9	
38	KRAFT FOODS INC	947,989.0	449,860.7	44,431.9	971.7	-	870.2	162,618.6	67,975.9	31,158.6	183,534.1	5,039.0	1,528.2	
39	MACANDREWS & FORBES HOLDINGS INC	202,800.1	88,518.0	-	490.5	22.2	1,149.4	68,512.4	1,624.2	29,507.9	12,975.5	-	-	
40	BAYER AG GROUP	327,168.6	28,038.2	793.6	2,806.8	1,697.2	885.7	141,044.7	12,017.0	29,424.3	96,708.0	10,294.2	3,498.9	
41	WHITE MTN INSURANCE GROUP LTD	122,862.2	1,309.0	114.4	-	24.7	7.9	1,529.8	24,007.9	2,092.8	28,064.0	65,081.7	150.0	
42	IHP CORP	211,000.2	525.0	-	706.2	168.6	4,198.6	110,732.0	17,334.2	27,961.3	40,606.8	-	8,767.6	
43	WALT DISNEY CO	1,092,335.8	181,843.9	7,513.5	137,251.8	44,400.8	48,026.7	277,761.6	105,092.0	27,178.7	200,984.9	10,543.4	51,738.5	
44	US GOVT	535,873.1	104,619.1	11,137.8	23,290.1	5,624.2	8,486.4	140,837.5	25,685.5	26,634.5	159,303.6	17,705.1	12,549.3	
45	WAL-MART STORES INC	433,188.2	51,150.5	62,361.0	27,100.4	1,597.1	1,223.0	142,155.7	12,760.3	26,503.2	69,450.8	27,160.1	11,726.2	
46	CAPITAL ONE FINANCIAL CORP	197,359.9	5,465.0	-	4,856.9	433.4	532.7	97,533.2	4,444.2	25,228.7	54,648.0	6.1	4,211.7	
47	HOVEROUND CORP	52,111.3	1,301.0	-	-	-	-	7,597.4	930.6	25,067.3	17,215.0	-	-	
48	MACYS INC	936,639.4	80,659.7	1,655.2	555,015.1	51,424.7	2,211.8	131,917.5	20,025.6	24,623.4	38,733.5	587.1	29,785.9	
49	CONAGRA FOODS INC	195,862.3	48,425.6	10,248.4	-	940.1	168.6	1,167.6	53,532.0	6,988.8	24,120.4	46,697.2	1,326.4	
50	PROVIDENCE EQUITY PARTNERS INC	237,716.4	2,151.3	114.4	56,434.1	11,951.9	1,311.7	55,671.0	23,294.6	23,745.2	60,183.7	337.6	2,521.0	
51	GUTHY-RENKER CORP	180,551.0	26,299.3	1,692.7	-	39.3	-	22,803.2	21,664.3	23,670.6	84,111.4	81.7	188.3	
52	MASTERCARD INTL INC	270,130.7	22,551.7	2,711.2	4,021.5	5,568.0	4,284.5	160,300.9	1,800.5	23,190.2	36,020.9	577.0	9,104.3	
53	BEIERSDORF AG	104,296.6	39,149.8	-	25.3	285.8	63.2	24,292.4	2,722.7	21,644.0	13,716.2	2,397.3	-	
54	POLYMEDICA CORP	97,320.2	6,249.7	2,623.1	-	311.8	-	13,614.3	5,201.9	20,961.4	48,358.1	-	-	
55	HERSHEY CO	93,608.7	34,329.0	767.9	72.1	345.5	2,244.2	21,195.5	483.1	20,677.1	13,454.9	31.3	8.1	
56	DENNYS CORP	61,760.5	42.1	-	33.8	168.6	2,045.1	27,006.3	5,457.4	19,981.4	6,738.8	-	287.1	

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 100 Companies Ranked by Syndication Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
57	LOWES COS INC	370,482.3	38,080.7	246.4	78,966.0	6,872.3	757.8	132,984.0	39,810.4	19,908.4	48,060.0	1,601.0	3,195.3	
58	ALLSTATE CORP	292,107.6	37,892.3	1,252.9	10,440.6	7,816.4	12,014.9	73,474.8	5,514.8	18,602.0	97,393.2	3,709.8	23,996.0	
59	DARDEN RESTAURANTS INC	251,532.0	718.1	-	507.5	185.6	4,250.9	156,290.3	19,169.0	18,547.5	46,296.3	-	5,566.8	
60	CLOROX CO	426,649.5	170,007.2	11,810.5	92.7	461.7	709.4	79,408.9	21,392.2	18,362.8	117,939.9	5,288.9	1,175.3	
61	MIRALUS HEALTHCARE	33,643.8	-	-	-	-	-	-	416.0	17,659.7	15,568.1	-	-	
62	NATIONAL AMUSEMENTS INC	812,030.6	96,876.7	14,238.8	93,674.4	40,897.8	42,547.8	217,569.4	82,067.9	17,471.7	177,461.9	9,018.5	20,205.7	
63	ALBERTO-CULVER CO	143,308.2	88,275.1	1,017.2	2,400.0	320.5	7.1	18,995.0	1,170.8	16,983.2	14,086.2	32.5	20.6	
64	WILLIAM WRIGLEY JR CO	154,570.0	37,802.1	-	126.6	58.1	2,520.4	56,798.4	2,629.8	16,658.2	37,655.0	266.6	55.0	
65	CARLSON COS INC	105,286.5	6,350.6	584.2	974.4	820.0	2,537.3	47,522.2	711.6	16,575.6	27,370.3	1,809.7	30.7	
66	JG WENTWORTH SECURITIES INC	40,170.8	-	-	-	-	-	902.3	5,660.2	16,149.9	17,458.5	-	-	
67	KIMBERLY-CLARK CORP	185,678.2	77,276.9	9,643.2	94.3	20.9	16.8	43,915.7	4,300.4	16,022.7	32,821.2	857.1	709.0	
68	WALGREEN CO	207,030.5	23,271.6	56.5	86,905.1	101.0	103.1	16,707.9	5,908.4	16,016.9	43,641.9	11,449.2	2,869.0	
69	HANESBRANDS INC	116,730.6	40,469.7	4,869.8	-	274.4	28,099.2	926.1	15,570.9	26,610.5	-	-	-	
70	CHRISTIAN CHILDRENS FUND	22,314.5	-	-	-	-	-	387.8	4,119.4	15,034.4	2,772.9	-	-	
71	MEINEKE CAR CARE CENTERS INC	18,141.7	-	-	80.8	-	16.6	0.0	1,536.2	14,492.5	1,714.3	37.3	264.1	
72	WENDYS INTL INC	266,057.1	8,902.7	-	157.4	379.6	4,774.4	133,145.5	46,891.4	14,472.3	52,942.5	405.6	3,985.7	
73	UNITED ONLINE INC	43,087.0	-	-	-	168.6	-	9.6	831.3	14,393.9	27,130.6	552.9	-	
74	DEVRY INC	32,961.7	15.2	52.0	216.7	26.3	100.7	33.2	1,788.0	14,278.2	15,979.6	-	471.9	
75	KOHLS CORP	416,455.6	31,368.1	-	136,559.6	11,760.3	358.6	149,016.8	29,150.5	14,253.3	22,193.8	12,469.3	9,325.2	
76	CHOCOLADEFABRIKEN LINDT&SPRNG AG	42,597.8	9,425.4	476.8	113.2	-	-	9,741.0	192.5	14,092.4	8,556.5	-	-	
77	ABBOTT LAB	166,254.9	85,491.5	3,688.8	151.1	52.0	633.5	43,004.0	2,065.0	13,728.3	16,698.3	413.9	328.6	
78	BRINKER INTL INC	90,367.4	-	-	1,441.5	595.8	1,100.6	36,445.4	7,796.2	13,705.7	12,530.7	2,414.5	14,337.0	
79	TARGET CORP	624,589.6	105,674.9	1,127.3	144,748.2	9,517.4	8,890.7	202,113.5	73,787.5	13,607.6	57,518.8	-	7,603.7	
80	H&R BLOCK INC	92,641.2	2,575.2	-	586.2	-	1,101.1	33,995.5	20,741.9	13,454.2	16,418.9	1,673.6	2,094.7	
81	NEWS CORP	1,074,622.9	66,148.8	1,438.5	536,875.3	81,802.5	20,110.8	138,657.4	38,082.2	13,335.0	128,536.7	3,341.4	46,294.3	
82	SCOOTER STORE INC	138,833.5	38.7	-	283.5	1,231.3	-	8,591.2	2,940.8	13,219.3	112,517.7	-	10.9	
83	VONAGE HOLDINGS CORP	102,898.7	1,195.4	541.7	1,154.2	1,710.8	-	35,521.2	9,304.9	12,797.1	40,673.4	-	-	
84	CADBURY SCHWEPPES PLC	238,256.9	31,182.6	-	319.7	497.5	7,193.1	112,260.3	2,543.6	12,772.9	70,112.1	787.7	587.4	
85	LEONARD GREEN & PARTNERS LP	151,528.8	34,479.0	-	93,736.2	1.5	85.5	6,059.0	306.4	12,472.7	4,286.0	-	102.4	
86	MERCK & CO INC/SCHERING-PLough CORP	114,394.2	33,783.1	-	72.1	1,314.6	-	50,436.2	3,145.6	12,176.4	13,272.6	193.6	-	
87	GLAXOSMITHKLINE PLC/ROCHE HOLDINGS	107,079.6	35,316.2	6,317.1	-	-	-	40,386.0	736.2	11,898.6	11,124.6	-	1,301.0	
88	AARP	173,056.5	35,065.9	6,859.5	26,008.5	2,492.7	356.5	17,841.5	16,180.6	11,825.6	55,387.2	2.6	1,036.0	
89	INTUIT INC	66,261.0	1,157.4	-	37.9	-	344.6	33,823.3	1,956.0	11,651.4	9,285.6	7,595.3	409.6	
90	EARTHLINK INC	70,855.3	2,789.2	-	106.3	-	1,219.8	70.0	14,797.7	11,469.2	40,403.1	-	-	
91	VOLKSWAGEN AG	185,055.3	25,241.8	-	8,195.2	16,167.3	9,024.6	63,044.3	13,658.8	11,332.6	35,995.7	1.1	2,394.0	
92	LIONS GATE ENTERTAINMENT CORP	172,798.5	6,378.0	324.9	31,773.7	4,822.2	5,346.7	34,990.9	9,911.9	11,313.1	56,634.2	2,111.7	9,191.3	
93	IAC/INTERACTIVECORP	175,956.9	19,232.5	-	2,886.6	772.3	1,429.8	75,553.6	4,369.3	11,273.9	42,657.7	16,551.4	1,229.8	
94	CHURCH & DWIGHT CO INC	165,812.3	63,342.6	1,175.5	20.7	-	0.3	25,476.0	1,767.3	11,170.4	62,292.1	427.9	139.5	
95	BRISTOL-MYERS SQUIBB CO	189,820.4	98,977.2	1,470.8	1,884.7	1,336.9	1,026.3	16,957.2	14,575.1	11,081.2	42,451.2	-	59.7	
96	SLIMQUICK LAB	23,536.0	2,590.7	-	-	-	-	1,852.1	960.8	11,071.5	7,060.9	-	-	
97	BRISTOL-MYERS SQUIBB/SANOBI-AVENTIS	174,506.3	51,662.5	5,152.4	333.3	1,042.6	-	98,717.0	239.1	10,900.1	6,459.5	-	-	
98	CASHCALL INC	20,491.2	-	-	-	-	255.4	90.5	4,111.8	10,818.8	5,164.7	-	49.9	
99	ROCK HOLDINGS INC	42,199.2	-	-	2,042.3	-	228.5	1,548.9	2,174.8	10,798.1	20,423.7	4,951.0	31.9	
100	WHIRLPOOL CORP	123,996.5	26,046.5	31,784.4	8,778.7	2,450.1	75.5	22,084.5	7,556.9	9,847.3	15,372.6	-	-	
<b>Top 100 Total</b>		<b>40,548,903.9</b>	<b>7,783,153.9</b>	<b>605,976.6</b>	<b>3,873,843.0</b>	<b>691,922.0</b>	<b>578,416.0</b>	<b>12,267,426.9</b>	<b>2,865,629.4</b>	<b>3,190,933.0</b>	<b>7,640,738.2</b>	<b>393,399.0</b>	<b>657,468.1</b>	
<b>Total All Companies</b>		<b>125,407,863.8</b>	<b>25,523,057.2</b>	<b>1,997,979.0</b>	<b>22,833,188.7</b>	<b>3,346,628.6</b>	<b>3,943,726.7</b>	<b>23,754,568.2</b>	<b>17,237,902.6</b>	<b>4,172,935.7</b>	<b>19,123,698.9</b>	<b>1,002,162.8</b>	<b>2,472,023.9</b>	

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 100 Companies Ranked by Cable TV Dollars (000)													
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO		
1	PROCTER & GAMBLE CO	3,303,619.0	899,870.8	47,408.5	54,721.6	9,232.6	1,772.1	937,920.1	135,446.5	313,355.6	884,728.9	13,637.6	5,524.8		
2	TIME WARNER INC	1,540,922.3	243,364.6	8,139.1	236,381.8	73,843.4	54,251.9	397,556.4	155,450.7	62,096.6	276,339.6	6,975.8	26,522.3		
3	GENERAL MOTORS CORP	1,784,559.3	359,451.9	571.8	118,328.4	40,386.8	47,063.1	672,305.3	191,288.6	37,763.4	259,244.6	44,384.8	13,770.6		
4	JOHNSON & JOHNSON	1,241,061.1	358,551.7	34,964.2	142.9	4,125.7	4,834.7	470,457.9	22,091.9	104,614.9	215,897.3	16,988.3	8,391.7		
5	GENERAL MILLS INC	546,985.3	82,256.4	2,675.0	194.2	89.0	99.7	121,476.9	129,033.6	543.8	208,306.5	2,204.8	105.4		
6	WALT DISNEY CO	1,092,335.8	181,843.9	7,513.5	137,251.8	44,400.8	48,026.7	277,761.6	105,092.0	27,178.7	200,984.9	10,543.4	51,738.5		
7	SPRINT NEXTEL CORP	1,138,594.4	39,239.7	1,080.7	397,403.4	61,335.4	60,530.0	302,423.7	36,685.7	967.2	195,368.3	937.5	42,623.0		
8	AT&T INC	1,894,112.6	48,846.3	-	289,391.8	36,861.2	108,554.6	755,880.4	348,802.1	4,779.2	185,344.3	7,228.9	108,423.7		
9	KRAFT FOODS INC	947,989.0	449,860.7	44,431.9	971.7	-	870.2	162,618.6	67,975.9	31,158.6	183,534.1	5,039.0	1,528.2		
10	BERKSHIRE HATHAWAY INC	669,369.6	84,664.7	11,540.3	21,163.3	8,298.4	23,318.0	58,248.3	150,651.4	43,864.3	182,847.4	11,556.3	73,217.2		
11	NATIONAL AMUSEMENTS INC	812,030.6	96,876.7	14,238.8	93,674.4	40,897.8	42,547.8	217,569.4	82,067.9	17,471.7	177,461.9	9,018.5	20,205.7		
12	YUM BRANDS INC	685,790.3	3,985.6	-	1,209.0	443.6	5,543.8	293,278.4	189,609.7	4,536.0	176,650.0	298.5	10,235.7		
13	GE GENERAL ELECTRIC CO	836,308.4	94,276.9	5,135.3	144,973.3	48,954.0	28,420.6	225,039.2	36,344.9	31,583.0	171,708.4	7,062.9	42,809.9		
14	FORD MOTOR CO	1,422,373.3	285,372.5	5,774.7	88,749.0	41,819.5	18,197.5	516,826.5	224,254.3	34,553.5	170,362.2	30,375.0	6,089.4		
15	SONY CORP	806,200.6	110,854.4	3,863.3	88,624.0	31,188.3	19,875.4	267,861.9	56,078.3	39,109.5	170,073.6	2,227.0	16,444.8		
16	NESTLE SA	580,514.6	155,478.7	859.7	2,753.9	-	2,892.5	152,241.4	52,882.3	44,310.1	162,495.4	1,891.2	4,688.5		
17	KELLOGG CO	517,259.3	137,960.8	1,812.6	1,656.3	511.7	3,217.6	134,650.8	10,194.9	64,846.5	161,673.7	302.5	432.1		
18	US GOVT	535,873.1	104,619.1	11,137.8	23,290.1	5,624.2	8,486.4	140,837.5	25,685.5	26,634.5	159,303.6	17,705.1	12,549.3		
19	PEPSICO INC	776,908.4	168,726.6	5,094.2	6,611.7	791.6	13,750.3	324,249.8	49,764.1	47,860.7	154,075.8	253.9	5,729.5		
20	MATTEL INC	214,275.7	10,341.6	957.7	3,098.4	1,115.1	204.1	42,915.1	2,700.8	4,177.9	148,065.7	124.8	574.6		
21	VERIZON COMMUNICATIONS INC	1,785,277.3	80,125.4	3,605.6	623,069.1	60,689.7	63,672.0	445,898.7	235,125.6	35,851.8	139,113.4	1,420.2	96,705.8		
22	NEWS CORP	1,074,622.9	66,148.8	1,438.5	536,875.3	81,802.5	20,110.8	138,657.4	38,082.2	13,335.0	128,536.7	3,341.4	46,294.3		
23	PROGRESSIVE CORP	273,718.3	1,800.4	-	747.0	224.6	4,949.2	47,792.2	48,696.0	34,825.5	128,090.1	5,587.9	1,005.5		
24	UNILEVER	786,244.7	245,444.9	29,291.4	117.3	630.3	372.0	299,709.0	7,125.4	74,073.2	124,538.7	2,853.3	2,089.2		
25	GLAXOSMITHKLINE PLC	944,064.8	299,497.5	25,929.1	8,830.2	3,701.2	899.6	331,825.2	27,223.8	114,639.2	123,414.8	1,567.5	6,536.8		
26	BERKELEY PREMIUM NUTRACEUTICALS INC	136,937.2	-	-	37.5	-	-	-	6,770.4	7,003.4	123,125.8	-	-		
27	NUTRISYSTEM INC	250,736.6	45,354.5	76,261.1	336.7	132.0	-	2,691.7	1,377.3	1,136.6	122,296.7	1,150.0	-		
28	PUBLIC SERVICE ANN	1,779,362.0	185.2	-	18.9	-	-	1,323,890.1	333,952.4	-	121,315.4	-	-		
29	CLOROX CO	426,649.5	170,007.2	11,810.5	92.7	461.7	709.4	79,408.9	21,392.2	18,362.8	117,939.9	5,288.9	1,175.3		
30	RECKITT BENCKISER PLC	398,802.4	37,548.2	3,866.1	31.2	109.7	-	182,157.2	26,181.6	33,800.5	115,102.0	-	5.9		
31	SCOOTER STORE INC	138,833.5	38.7	-	283.5	1,231.3	-	8,591.2	2,940.8	13,219.3	112,517.7	-	10.9		
32	FAIRFIELD LANGUAGE TECHNOLOGIES	144,533.9	23,196.7	1,693.2	3,143.9	901.7	45.5	278.9	107.8	5,410.4	109,743.4	12.4	-		
33	CERBERUS CAPITAL MGT LP	1,037,850.0	172,890.4	-	100,844.7	18,843.7	8,116.5	217,376.0	391,390.6	2,381.9	107,007.6	5,092.2	13,906.4		
34	MARS INC	344,917.5	92,876.2	12,693.7	949.6	413.3	1,388.6	78,972.5	2,384.4	43,239.7	103,628.1	8,137.7	233.7		
35	HYUNDAI CORP	561,941.6	124,602.6	-	2,162.5	4,261.1	3,602.9	179,766.2	99,916.3	43,096.5	102,984.8	756.3	792.3		
36	TEMPUR-PEDIC INTL INC	148,187.2	30,990.7	975.8	677.6	194.0	-	2,572.7	3,535.3	3,201.4	101,368.2	4,671.6	-		
37	DIRECT HOLDINGS WORLDWIDE LLC	103,148.3	572.6	267.7	13.8	49.7	-	937.4	1,701.0	1,164.6	98,441.7	-	-		
38	ALLSTATE CORP	292,107.6	37,892.3	1,252.9	10,440.6	7,816.4	12,014.9	73,474.8	5,514.8	18,602.0	97,393.2	3,709.8	23,996.0		
39	BAYER AG GROUP	327,168.6	28,038.2	793.6	2,806.8	1,697.2	885.7	141,004.7	12,017.0	29,424.3	96,708.0	10,294.2	3,498.9		
40	HASBRO INC	155,365.0	14,094.7	1,408.0	734.3	60.9	25.1	38,461.8	1,812.2	3,012.9	95,635.5	-	119.5		
41	LIFE ALERT	99,691.4	908.2	2,257.0	-	-	-	-	1,452.5	626.6	94,447.1	-	-		
42	MCDONALDS CORP	646,105.8	47,315.2	1,375.1	2,962.5	1,005.3	45,770.6	251,941.8	153,450.6	38,603.7	93,036.5	5,825.6	4,819.0		
43	TOYOTA MOTOR CORP	935,238.3	178,754.0	-	10,946.3	23,353.3	23,202.6	367,251.6	231,945.8	4,375.1	91,034.8	987.9	3,386.9		
44	NAUTILUS INC	123,812.7	23,687.8	296.1	0.0	-	-	6,774.5	820.0	2,411.2	89,761.6	59.1	2.4		
45	SCHERING-PLough CORP	481,267.4	47,804.0	5,789.3	648.5	503.1	-	264,900.3	12,137.9	57,969.2	85,866.9	5,121.2	527.1		
46	ROYAL BANK OF SCOTLAND PLC	131,375.9	12,436.6	-	8,389.9	4,931.0	2,943.5	10,888.3	5,429.9	376.4	85,619.5	254.6	106.3		
47	STATE FARM MUTUAL AUTO INS CO	238,329.7	9,888.3	-	13,177.8	986.9	21,512.3	84,376.7	16,817.2	570.1	84,526.6	4,836.6	1,637.2		
48	SC JOHNSON & SON INC	324,313.2	15,028.6	3,046.2	-	-	-	154,386.5	16,530.7	48,685.3	84,335.6	1,211.1	1,089.3		
49	LOREAL SA	702,789.5	318,092.3	218.3	1,838.0	909.5	842.2	195,072.4	4,254.6	95,794.4	84,215.0	269.8	1,283.1		
50	GUTHY-RENKER CORP	180,551.0	26,299.3	1,692.7	39.3	-	-	22,803.2	21,664.3	23,670.6	84,111.4	81.7	188.3		
51	AMERICAN EXPRESS CO	405,643.4	91,184.3	4,507.5	31,942.2	24,904.9	7,788.3	130,305.4	27,138.5	3,031.9	83,155.1	609.0	1,076.3		
52	SEARS HOLDINGS CORP	638,408.8	39,882.0	21,757.9	189,342.8	377.7	1,129.6	212,021.9	20,724.3	49,171.7	82,218.0	15,701.6	6,081.5		
53	NISSAN MOTOR CO LTD	868,507.1	189,534.5	737.6	30,611.3	7,217.4	16,310.0	239,504.2	298,927.5	4,373.0	80,326.1	321.5	644.1		
54	PFIZER INC	719,763.3	188,953.7	34,012.5	23,724.1	9,223.3	1,160.6	281,818.4	35,163.8	59,443.2	80,021.3	2,599.5	3,643.0		
55	CAMPBELL SOUP CO	489,647.1	168,142.4	27,968.6	2,052.5	575.7	1,290.7	157,406.3	7,262.6	33,645.7	79,645.5	10,075.7	1,581.3		
56	HEWLETT-PACKARD CO	285,097.1	45,262.6	34,676.1	63,918.4	22,744.2	105.0	37,780.4	2,686.5	2,756.6	73,995.3	-	1,172.0		

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 100 Companies Ranked by Cable TV Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
57	DEUTSCHE TELEKOM AG	519,227.1	3,169.4	-	132,722.3	19,330.7	8,258.3	139,301.4	81,336.7	55,541.4	72,315.7	-	-	7,251.2
58	HONDA MOTOR CO LTD	792,962.6	186,396.6	5,902.9	37,448.9	19,264.7	5,513.9	142,537.0	307,327.3	5,923.0	72,191.6	9,808.5	648.3	
59	BEST BUY CO INC	322,533.2	26,691.2	230.1	113,240.9	8,305.9	757.9	89,394.6	6,473.8	2,632.0	72,046.0	515.2	2,245.7	
60	CADBURY SCHWEPPES PLC	238,256.9	31,182.6	-	319.7	497.5	7,193.1	112,260.3	2,543.6	12,772.9	70,112.1	787.7	587.4	
61	WAL-MART STORES INC	433,188.2	51,150.5	62,361.0	27,100.4	1,597.1	1,223.0	142,155.7	12,760.3	26,503.2	69,450.8	27,160.1	11,726.2	
62	DIAGEO PLC	135,163.4	39,730.1	763.9	3,013.3	663.8	17,382.0	1,635.1	2,244.7	68,650.4	-	-	1,080.1	
63	CONSECO INC	83,465.4	51.3	176.9	60.9	-	10.0	9,710.2	3,560.6	2,973.2	66,922.2	-	-	
64	DELL INC	421,357.3	52,007.3	114,442.4	78,320.1	45,767.0	891.7	52,510.7	5,664.9	4,491.2	66,845.6	-	-	416.3
65	TEXAS PACIFIC GROUP	233,107.4	11,920.0	686.1	324.5	205.6	6,953.9	102,431.4	9,335.6	8,019.8	66,266.8	774.9	26,188.9	
66	WHITE MTN INSURANCE GROUP LTD	122,862.2	1,309.0	114.4	24.7	7.9	1,529.8	24,007.9	2,092.8	28,064.0	65,081.7	150.0	480.0	
67	HOME DEPOT INC	492,222.9	63,196.3	435.1	88,807.8	5,959.1	1,756.4	177,895.3	5,640.3	1,360.2	63,461.4	46,502.3	37,208.7	
68	SPIN MASTER LTD	67,280.4	-	-	-	-	-	3,711.2	38.9	177.8	63,352.5	-	-	
69	ITT EDUCATIONAL SERVICES INC	124,396.8	-	-	62.8	-	47.4	216.0	60,814.8	273.8	62,982.0	-	-	
70	CHURCH & DWIGHT CO INC	165,812.3	63,342.6	1,175.5	20.7	-	0.3	25,476.0	1,767.3	11,170.4	62,292.1	427.9	139.5	
71	ALLTEL CORP	180,658.3	-	-	37,238.5	-	4,632.3	857.7	74,352.1	14.7	60,476.1	-	-	3,087.0
72	PROVIDENCE EQUITY PARTNERS INC	237,716.4	2,151.3	114.4	56,434.1	11,951.9	1,311.7	55,671.0	23,294.6	23,745.2	60,183.7	337.6	2,521.0	
73	DIRECTV GROUP INC	256,597.6	14,540.5	134.4	6,780.4	8,850.2	590.0	126,711.0	31,693.9	3,164.6	59,848.7	765.0	3,518.9	
74	SUNSETTER PDT'S LP	70,274.3	5,060.9	1,398.6	2,104.8	281.1	-	778.0	378.4	496.0	59,776.4	-	-	
75	MOBILITY PDT'S UNLTD LLC	66,144.6	-	-	-	-	-	877.5	1,212.2	4,578.2	59,476.6	-	-	
76	EHARMONY.COM INC	67,306.1	-	-	-	-	-	3,348.5	720.5	1,700.8	59,160.8	2,375.5	-	
77	ANHEUSER-BUSCH COS INC	397,806.7	35,061.0	-	8,786.8	1,465.2	36,837.9	211,105.7	42,766.8	2,684.6	58,482.0	327.1	289.6	
78	AIG AMERICAN INT'L GROUP INC	103,656.9	10,680.8	264.0	1,941.0	1,477.5	2,178.7	25,644.8	2,377.9	1,002.8	57,902.6	-	186.7	
79	TARGET CORP	624,589.6	105,674.9	1,127.3	144,748.2	9,517.4	8,890.7	202,113.5	73,787.5	13,607.6	57,518.8	-	7,603.7	
80	LIIONS GATE ENTERTAINMENT CORP	172,798.5	6,378.0	324.9	31,773.7	4,822.2	5,346.7	34,990.9	9,911.9	11,313.1	56,634.2	2,111.7	9,191.3	
81	EXPEDIA INC	121,117.8	4,399.0	-	1,729.3	2,225.7	523.7	35,151.9	13,022.3	213.5	56,305.9	-	7,546.5	
82	SEPRACOR INC	270,964.9	77,168.1	23,985.5	2.5	-	-	113,539.2	159.4	10.3	56,099.8	-	-	
83	WYETH	321,012.4	78,363.8	2,063.7	586.6	-	355.9	93,834.3	1,443.9	71,914.5	55,958.1	13,034.7	3,457.0	
84	AARP	173,056.5	35,065.9	6,859.5	26,008.5	2,492.7	356.5	17,841.5	16,180.6	11,825.6	55,387.2	2.6	1,036.0	
85	CAPITAL ONE FINANCIAL CORP	197,359.9	5,465.0	-	4,856.9	433.4	532.7	97,533.2	4,444.2	25,228.7	54,648.0	6.1	4,211.7	
86	PETMED EXPRESS INC	54,747.8	245.6	-	-	-	-	1,103.3	4.1	-	53,394.8	-	-	
87	NOVARTIS AG	249,643.5	61,024.8	2,183.0	8,302.3	84.8	145.3	83,094.8	2,763.5	31,863.7	53,164.0	4,537.6	2,479.8	
88	WENDY'S INT'L INC	266,057.1	8,902.7	-	157.4	379.6	4,774.4	133,145.5	46,891.4	14,472.3	52,942.5	405.6	3,985.7	
89	IOVATE HEALTH SCIENCES INC	129,365.8	66,934.8	-	-	205.6	-	-	272.8	9,132.2	51,928.2	892.1	-	
90	JPMORGAN CHASE & CO	316,823.4	3,579.0	-	81,707.5	11,210.6	15,675.5	109,060.0	34,673.3	-	50,689.2	125.0	10,103.4	
91	SONIC CORP	116,307.6	-	-	288.7	-	650.5	11,422.9	53,785.4	8.3	49,737.6	-	414.1	
92	DOCTORS ASSOC INC	327,888.4	624.2	-	714.8	81.9	4,842.2	135,607.4	95,376.3	32,221.1	49,622.5	5,440.7	3,357.4	
93	NINTENDO CO LTD	98,586.3	12,867.2	-	495.3	295.7	38.1	30,532.9	583.7	2,010.3	49,225.0	-	2,538.2	
94	POLYMEDICA CORP	97,320.2	6,249.7	2,623.1	311.8	-	-	13,614.3	5,201.9	20,961.4	48,358.1	-	-	
95	LOWES COS INC	370,482.3	38,080.7	246.4	78,966.0	6,872.3	757.8	132,984.0	39,810.4	19,908.4	48,060.0	1,601.0	3,195.3	
96	ELECTRONIC ARTS INC	73,893.9	3,820.3	-	-	-	167.3	20,583.3	357.3	678.9	48,005.1	40.5	241.2	
97	FUJI HEAVY INDUSTRIES LTD	133,489.8	39,037.3	-	485.0	3,627.4	579.1	13,613.4	28,169.9	-	46,916.5	-	1,061.3	
98	CONAGRA FOODS INC	195,862.3	48,425.6	10,248.4	940.1	168.6	1,167.6	53,532.0	6,988.8	24,120.4	46,697.2	1,326.4	2,247.3	
99	DARDEN RESTAURANTS INC	251,532.0	718.1	-	507.5	185.6	4,250.9	156,290.3	19,169.0	18,547.5	46,296.3	-	5,566.8	
100	MOBIT INC	46,500.3	-	-	-	-	-	33.3	196.1	514.0	45,756.9	-	-	
	<b>Top 100 Total</b>	<b>49,869,490.6</b>	<b>7,991,588.7</b>	<b>754,682.7</b>	<b>4,359,732.5</b>	<b>898,101.1</b>	<b>877,427.8</b>	<b>15,420,676.6</b>	<b>5,327,345.7</b>	<b>2,368,553.9</b>	<b>10,620,307.9</b>	<b>410,049.9</b>	<b>841,025.4</b>	
	<b>Total All Companies</b>	<b>125,407,863.8</b>	<b>25,523,057.2</b>	<b>1,997,979.0</b>	<b>22,833,188.7</b>	<b>3,346,628.6</b>	<b>3,943,726.7</b>	<b>23,754,568.2</b>	<b>17,237,902.6</b>	<b>4,172,935.7</b>	<b>19,123,698.9</b>	<b>1,002,162.8</b>	<b>2,472,023.9</b>	

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 100 Companies Ranked by Network Radio Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
1	HOME DEPOT INC	492,222.9	63,196.3	435.1	88,807.8	5,959.1	1,756.4	177,895.3	5,640.3	1,360.2	63,461.4	46,502.3	37,208.7	
2	GENERAL MOTORS CORP	1,784,559.3	359,451.9	571.8	118,328.4	40,386.8	47,063.1	672,305.3	191,288.6	37,763.4	259,244.6	44,384.8	13,770.6	
3	FORD MOTOR CO	1,422,373.3	285,372.5	5,774.7	88,749.0	41,819.5	18,197.5	516,826.5	224,253.4	34,553.5	170,362.2	30,375.0	6,089.4	
4	WAL-MART STORES INC	433,188.2	51,150.5	62,361.0	27,100.4	1,597.1	1,223.0	142,155.7	12,760.3	26,503.2	69,450.8	27,160.1	11,726.2	
5	AUTOZONE INC	56,012.7	386.8	-	130.5	-	-	13,928.1	373.0	-	15,447.9	25,225.3	521.1	
6	RADIO SHACK CORP	97,088.7	249.5	1,137.2	9,585.2	2,375.5	145.4	37,964.0	1,466.7	5,354.0	13,379.8	22,575.0	2,856.6	
7	US GOVT	535,873.1	104,619.1	11,137.8	23,290.1	5,624.2	8,486.4	140,837.5	25,685.5	26,634.5	159,303.6	17,705.1	12,549.3	
8	JOHNSON & JOHNSON	1,241,061.1	358,551.7	34,964.2	142.9	4,125.7	4,834.7	470,457.9	22,091.9	104,614.9	215,897.3	16,988.3	8,391.7	
9	IAC/INTERACTIVEVCORP	175,956.9	19,232.5	-	2,886.6	772.3	1,429.8	75,553.6	4,369.3	11,273.9	42,657.7	16,551.4	1,229.8	
10	JC PENNEY CO INC	404,981.1	54,673.9	16,109.7	149,638.4	7,820.3	275.8	113,863.1	2,164.4	1,869.0	32,134.0	16,399.0	10,033.7	
11	OFFICE DEPOT INC	69,750.4	868.2	633.0	35,540.3	294.5	-	8,449.8	327.3	-	7,771.8	15,770.8	94.8	
12	SEARS HOLDINGS CORP	638,408.8	39,882.0	21,757.9	189,342.8	377.7	1,129.6	212,021.9	20,724.3	49,171.7	82,218.0	15,701.6	6,081.5	
13	PROCTER & GAMBLE CO	3,303,619.0	899,870.8	47,408.5	54,721.6	9,232.6	1,772.1	937,920.1	135,446.5	313,355.6	884,728.9	13,637.6	5,524.8	
14	WYETH	321,012.4	78,363.8	2,063.7	586.6	-	355.9	93,834.3	1,443.9	71,914.5	55,958.1	13,034.7	3,457.0	
15	KOHL'S CORP	416,455.6	31,368.1	-	136,559.6	11,760.3	358.6	149,016.8	29,150.5	14,253.3	22,193.8	12,469.3	9,325.2	
16	BERKSHIRE HATHAWAY INC	669,369.6	84,664.7	11,540.3	21,163.3	8,298.4	23,318.0	58,248.3	150,651.4	43,864.3	182,847.4	11,556.3	73,217.2	
17	WALGREEN CO	207,030.5	23,271.6	56.5	86,905.1	101.0	103.1	16,707.9	5,908.4	16,016.9	43,641.9	11,449.2	2,869.0	
18	WALT DISNEY CO	1,092,335.8	181,843.9	7,513.5	137,251.8	44,400.8	48,026.7	277,761.6	105,092.0	27,178.7	200,984.9	10,543.4	51,738.5	
19	BAYER AG GROUP	327,168.6	28,038.2	793.6	2,806.8	1,697.2	885.7	141,004.7	12,017.0	29,424.3	96,708.0	10,294.2	3,498.9	
20	CAMPBELL SOUP CO	489,647.1	168,142.4	27,968.6	2,052.5	575.7	1,290.7	157,406.3	7,262.6	33,645.7	79,645.5	10,075.7	1,581.3	
21	HONDA MOTOR CO LTD	792,962.6	186,396.6	5,902.9	37,448.9	19,264.7	5,513.9	142,537.0	307,327.3	5,923.0	72,191.6	9,808.5	648.3	
22	NATIONAL AMUSEMENTS INC	812,030.6	96,876.7	14,238.8	93,674.4	40,897.8	42,547.8	217,569.4	82,067.9	17,471.7	177,461.9	9,018.5	20,205.7	
23	EXPERIAN GROUP LTD	54,591.5	-	-	103.8	386.9	225.0	2,893.5	38.1	878.3	41,553.7	8,512.1	-	
24	MARS INC	344,917.5	92,876.2	12,693.7	949.6	413.3	1,388.6	78,972.5	2,384.4	43,239.7	103,628.1	8,137.7	233.7	
25	COMPAGNIE GENERALE DES MICHELIN	60,830.8	8,945.5	-	630.2	342.8	28.9	26,118.6	1,282.2	22.6	11,154.2	8,067.4	4,238.2	
26	CHECK N GO	8,271.0	-	-	10.9	-	-	-	-	-	-	8,022.3	237.8	
27	NATIONAL ASSN OF REALTORS	38,677.4	-	-	2,536.8	259.8	85.4	22,241.1	886.3	-	4,708.7	7,959.2	-	
28	INTUIT INC	66,261.0	1,157.4	-	37.9	-	344.6	33,823.3	1,956.0	11,651.4	9,285.6	7,595.3	409.6	
29	BOSE CORP	252,832.8	93,089.3	61,507.2	24,479.8	13,382.0	1,963.0	-	4,017.1	661.4	45,637.1	7,361.1	734.7	
30	AT&T INC	1,894,112.6	48,846.3	-	289,391.8	36,861.2	108,554.6	755,880.4	348,802.1	4,779.2	185,344.3	7,228.9	108,423.7	
31	GE GENERAL ELECTRIC CO	836,308.4	94,276.9	5,135.3	144,973.3	48,954.0	28,420.6	225,039.2	36,344.9	31,583.0	171,708.4	7,062.9	42,809.9	
32	LIFELOCK	15,002.8	546.1	-	1,130.0	467.6	-	128.0	16.5	963.6	4,585.8	7,042.7	122.6	
33	TIME WARNER INC	1,540,922.3	243,364.6	8,139.1	236,381.8	73,843.4	54,251.9	397,556.4	155,450.7	62,096.6	276,339.6	6,975.8	26,522.3	
34	TOYS-R-US INC	86,276.1	8,074.0	-	25,632.1	1,836.7	69.7	18,146.0	138.7	1,358.2	18,492.7	6,875.6	5,652.3	
35	CONSOLIDATED RESORTS	17,553.6	-	-	-	-	27.9	409.8	456.4	5,017.2	4,406.6	6,577.6	658.1	
36	OSI RESTAURANT PARTNERS INC	86,351.5	4,674.2	-	969.5	5,582.1	2,496.6	34,165.2	18,898.4	1,313.0	8,996.6	6,044.7	3,211.2	
37	MCDONALDS CORP	646,105.8	47,315.2	1,375.1	2,962.5	1,005.3	45,770.6	251,941.8	153,450.6	38,603.7	93,036.5	5,825.6	4,819.0	
38	PROGRESSIVE CORP	273,718.3	1,800.4	-	747.0	224.6	4,949.2	47,792.2	48,696.0	34,825.5	128,090.1	5,587.9	1,005.5	
39	NETFLIX INC	73,356.2	1,514.7	732.2	570.7	54.0	-	24,665.8	209.8	7,677.1	32,211.5	5,585.6	134.8	
40	DOCTORS ASSOC INC	327,888.4	624.2	-	714.8	81.9	4,842.2	135,607.4	95,376.3	32,221.1	49,622.5	5,440.7	3,357.4	
41	HALLMARK CARDS INC	133,378.9	18,573.5	4,308.3	1,327.9	1,095.7	317.4	37,087.1	1,328.4	31,663.4	29,580.8	5,371.0	2,725.3	
42	CLOROX CO	426,649.5	170,007.2	11,810.5	92.7	461.7	709.4	79,408.9	21,392.2	18,362.8	117,939.9	5,288.9	1,175.3	
43	ADVANCE AUTO PARTS INC	13,874.8	224.8	-	1,079.1	-	586.1	84.8	763.1	-	5,109.2	5,282.4	745.2	
44	WACHOVIA CORP	105,943.1	8,184.7	-	23,069.5	4,148.4	10,574.9	13,518.3	11,260.1	5.8	19,751.3	5,204.1	10,226.0	
45	GENUINE PARTS CO	24,554.4	-	-	283.0	1,820.6	393.5	12,198.6	681.7	-	3,601.7	5,164.6	410.6	
46	SCHERING-PLOUGH CORP	481,267.4	47,804.0	5,789.3	648.5	503.1	-	264,900.3	12,137.9	57,969.2	85,866.9	5,121.2	527.1	
47	CERBERUS CAPITAL MGT LP	1,037,850.0	172,890.4	-	100,844.7	18,843.7	8,116.5	217,376.0	391,390.6	2,381.9	107,007.6	5,092.2	13,906.4	
48	KRAFT FOODS INC	947,989.0	449,860.7	44,431.9	971.7	-	870.2	162,618.6	67,975.9	31,158.6	183,534.1	5,039.0	1,528.2	
49	LEGALZOOM.COM	7,773.2	-	-	25.4	4.2	-	-	0.0	-	2,742.2	4,995.9	5.5	
50	ROCK HOLDINGS INC	42,199.2	-	-	2,042.3	-	228.5	1,548.9	2,174.8	10,798.1	20,423.7	4,951.0	31.9	
51	BP PLC	119,595.1	30,390.5	311.9	5,094.5	5,603.7	2,140.8	23,290.9	6,884.4	2,610.1	33,977.2	4,886.8	4,404.3	
52	GOODYEAR TIRE & RUBBER CO	67,645.0	16,081.9	-	7,261.0	1,377.9	29.2	24,301.1	141.2	557.0	12,550.9	4,840.7	504.0	
53	STATE FARM MUTUAL AUTO INS CO	238,329.7	9,888.3	-	13,177.8	986.9	21,512.3	84,376.7	16,817.2	570.1	84,526.6	4,836.6	1,637.2	
54	BLACKSTONE GROUP LP	56,318.7	11,022.2	2,485.8	240.6	18.3	889.1	4,170.3	735.0	-	31,938.9	4,818.1	0.4	
55	SELECT COMFORT CORP	143,093.4	34,030.1	30,296.6	8,120.6	3,811.1	478.0	3,616.3	5,431.4	8,308.8	34,909.7	4,750.5	9,340.3	
56	TEMPUR-PEDIC INTL INC	148,187.2	30,990.7	975.8	677.6	194.0	-	2,572.7	3,535.3	3,201.4	101,368.2	4,671.6	-	

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 100 Companies Ranked by Network Radio Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
57	HI HEALTH VITAMINS	4,591.0	-	-	-	-	-	-	-	-	-	4,591.0	-	
58	NOVARTIS AG	249,643.5	61,024.8	2,183.0	8,302.3	84.8	145.3	83,094.8	2,763.5	31,863.7	53,164.0	4,537.6	2,479.8	
59	WELLS FARGO & CO	49,951.2	2,593.9	-	11,412.4	3,348.4	7,288.6	41.7	17,616.2	-	3.8	4,367.2	3,278.9	
60	HEARST CORP/WALT DISNEY CO	21,581.0	13,908.9	-	101.4	48.6	1,344.1	-	354.9	82.4	665.6	4,342.8	732.2	
61	TOMTOM NV	10,268.8	-	-	-	-	-	-	1,756.9	-	4,209.3	4,302.6	-	
62	WW GRAINGER INC	4,578.4	-	-	-	-	-	97.3	-	-	-	4,281.3	199.9	
63	MERISANT CO	5,085.3	-	-	-	205.6	-	-	-	-	-	4,107.3	772.5	
64	SABRE INC	79,444.7	11,918.6	-	11,032.2	12,569.7	5.5	9,283.7	277.8	24.8	30,247.9	4,084.6	-	
65	STAPLES INC	111,452.3	2,570.0	-	22,948.6	1,762.5	37.4	53,510.6	6,659.0	4,102.5	13,920.9	3,911.6	2,029.2	
66	ECHOSTAR COMMUNICATIONS CORP	143,913.4	6,893.3	14,812.8	48,729.4	4,173.2	4,237.8	13,617.6	13,981.4	37.4	13,946.3	3,867.6	19,616.6	
67	AMERICA MOVIL SA	12,747.3	6,394.0	924.0	771.1	195.0	-	35.6	205.7	-	416.2	3,783.8	22.0	
68	ALLSTATE CORP	292,107.6	37,892.3	1,252.9	10,440.6	7,816.4	12,014.9	73,474.8	5,514.8	18,602.0	97,393.2	3,709.8	23,996.0	
69	GARMIN LTD	50,287.3	23,129.6	-	4.8	3,635.0	-	13,410.4	24.9	-	6,438.6	3,627.3	16.6	
70	AFLAC INC	80,346.2	12,587.5	-	326.3	388.0	134.3	51,303.2	708.1	13.2	11,294.7	3,578.4	12.6	
71	RENT-A-CENTER INC	33,011.6	-	-	33.8	-	7.9	8,230.0	3,827.2	9,485.9	7,706.5	3,571.4	149.0	
72	NATIONAL GRAPE COOPERATIVE ASSN	14,760.8	4,671.8	-	641.6	-	-	2,767.5	1,004.8	21.6	2,200.1	3,453.3	-	
73	BOCA JAVA CORP	3,457.3	-	-	-	-	-	-	-	-	36.2	3,421.1	-	
74	NEWS CORP	1,074,622.9	66,148.8	1,438.5	536,875.3	81,802.5	20,110.8	138,657.4	38,082.2	13,335.0	128,536.7	3,341.4	46,294.3	
75	CHOICE HOTELS INTL INC	61,207.2	9,270.5	-	506.8	4,849.6	11,650.4	15,680.8	126.6	115.0	15,657.0	3,255.8	94.8	
76	LASERSHIELD SYSTEMS INC	3,689.1	-	-	-	-	-	-	-	-	452.7	3,236.3	-	
77	PETSMART INC	38,649.7	-	-	415.4	-	-	13,830.6	1,063.2	8,059.5	10,856.3	3,235.7	1,189.0	
78	VF CORP	113,568.7	72,701.6	4,289.4	879.5	580.3	1,079.4	13,506.0	432.8	812.3	15,633.9	3,134.5	519.1	
79	ROBERT HALF INTL INC	6,217.7	15.3	-	152.7	765.2	2,019.0	-	67.8	-	-	3,048.5	149.1	
80	ZURICH FINANCIAL SERVICES GROUP	178,073.4	42,135.0	218.3	3,650.9	10,413.8	2,051.3	79,503.1	8,316.1	2,713.0	21,614.3	3,003.2	4,454.4	
81	GENERAL STEEL CORP	3,088.3	-	-	-	-	-	-	100.0	-	-	2,988.2	-	
82	NATIONAL CATTLEMEN'S BEEF ASSN	25,183.5	21,817.1	-	-	-	133.1	-	35.4	-	-	2,952.0	246.0	
83	CICI ENTERPRISES INC	17,177.1	-	-	17.7	-	142.8	-	870.8	-	-	2,925.9	148.9	
84	SOUTHWEST AIRLINES	140,649.0	4,843.4	-	7,972.5	2,288.4	7,394.3	68,687.3	29,728.9	523.8	9,329.9	2,895.2	6,985.2	
85	YAHOO INC	17,113.3	777.8	-	282.5	1,849.8	779.0	8,099.7	108.1	-	2,115.0	2,855.6	245.7	
86	UNILEVER	786,244.7	245,444.9	29,291.4	117.3	630.3	372.0	299,709.0	7,125.4	74,073.2	124,538.7	2,853.3	2,089.2	
87	NEW YORK LIFE INSURANCE CO	23,888.9	10,929.3	-	619.0	602.3	631.8	4,689.8	629.9	237.1	420.8	2,825.2	2,303.8	
88	GFA BRANDS INC	19,541.3	-	-	-	-	-	8,721.7	3,106.0	8.4	4,826.1	2,820.4	58.8	
89	VERMONT TEDDY BEAR CO INC	13,382.3	670.7	-	-	-	-	33.6	-	-	9,881.2	2,796.8	-	
90	SHERWIN-WILLIAMS CO	64,602.7	17,625.7	815.0	532.5	-	47.4	19,890.6	468.2	1,987.7	19,929.1	2,790.9	515.6	
91	CITRIX SYSTEMS INC	16,149.1	2,723.6	-	3,140.1	587.6	100.5	-	727.1	-	5,411.2	2,783.9	675.1	
92	ROYAL DUTCH SHELL PLC	89,996.0	20,233.4	977.2	2,400.3	2,895.4	3,582.2	17,027.4	4,474.2	-	27,998.9	2,766.8	7,640.1	
93	HONEYWELL INTL INC	17,684.0	3,338.6	-	13.8	-	27.1	2,484.9	75.3	344.7	8,069.8	2,749.7	580.0	
94	ASSOCIATED BRITISH FOODS PLC	19,385.5	9,117.4	1,055.3	11.2	-	93.5	361.1	300.7	4,195.5	1,413.9	2,722.7	114.1	
95	SIGNET GROUP PLC	153,385.2	267.2	-	543.4	7,667.8	1,547.1	98,161.0	6,610.1	-	28,778.2	2,627.1	7,183.4	
96	PROFLOWERS	5,528.7	-	-	-	-	-	16.8	224.4	-	118.9	2,603.0	2,565.6	
97	PFIZER INC	719,763.3	188,953.7	34,012.5	23,724.1	9,223.3	1,160.6	281,818.4	35,163.8	59,443.2	80,021.3	2,599.5	3,643.0	
98	RE/MAX INTL INC	97,173.6	3,683.9	-	32,467.8	9.6	9,540.0	27,510.0	10,071.3	-	11,403.0	2,488.0	-	
99	PEP BOYS MANNY MOE & JACK	44,973.6	-	-	36,604.7	-	-	1,682.8	192.9	314.2	3,013.2	2,468.5	697.4	
100	A&E TV NETWORKS INC	37,067.4	15,749.1	1,828.4	650.7	1,525.1	6,515.9	1,318.6	356.0	-	2,702.1	2,450.0	3,971.6	
<b>Top 100 Total</b>		<b>31,356,968.8</b>	<b>5,683,557.4</b>	<b>555,460.2</b>	<b>2,970,215.1</b>	<b>629,864.3</b>	<b>603,270.2</b>	<b>9,170,876.3</b>	<b>2,961,718.6</b>	<b>1,547,021.2</b>	<b>5,798,758.5</b>	<b>758,200.6</b>	<b>678,027.3</b>	
<b>Total All Companies</b>		<b>125,407,863.8</b>	<b>25,523,057.2</b>	<b>1,997,979.0</b>	<b>22,833,188.7</b>	<b>3,346,628.6</b>	<b>3,943,726.7</b>	<b>23,754,568.2</b>	<b>17,237,902.6</b>	<b>4,172,935.7</b>	<b>19,123,698.9</b>	<b>1,002,162.8</b>	<b>2,472,023.9</b>	

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

Top 100 Companies Ranked by National Spot Radio Dollars (000)													
RANK	PARENT	11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP.	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
1	AT&T INC	1,894,112.6	48,846.3	-	289,391.8	36,861.2	108,554.6	755,880.4	348,802.1	4,779.2	185,344.3	7,228.9	108,423.7
2	VERIZON COMMUNICATIONS INC	1,785,277.3	80,125.4	3,605.6	623,069.1	60,689.7	63,672.0	445,898.7	235,125.6	35,851.8	139,113.4	1,420.2	96,705.8
3	BERKSHIRE HATHAWAY INC	669,369.6	84,664.7	11,540.3	21,163.3	8,298.4	23,318.0	58,248.3	150,651.4	43,864.3	182,847.4	11,556.3	73,217.2
4	CERBERUS CAPITAL MGT LP DLR ASSN	217,652.5	38.7	-	64,109.7	-	4,736.0	-	93,702.1	-	-	-	55,066.0
5	WALT DISNEY CO	1,092,335.8	181,843.9	7,513.5	137,251.8	44,400.8	48,026.7	277,761.6	105,092.0	27,178.7	200,984.9	10,543.4	51,738.5
6	NEWS CORP	1,074,622.9	66,148.8	1,438.5	536,875.3	81,802.5	20,110.8	138,657.4	38,082.2	13,335.0	128,536.7	3,341.4	46,294.3
7	GE GENERAL ELECTRIC CO	836,308.4	94,276.9	5,135.3	144,973.3	48,954.0	28,420.6	225,039.2	36,344.9	31,583.0	171,708.4	7,062.9	42,809.9
8	SAFEWAY INC	102,694.8	610.3	-	16,718.0	-	5,257.7	-	37,384.2	-	49.8	-	42,674.7
9	SPRINT NEXTEL CORP	1,138,594.4	39,239.7	1,080.7	397,403.4	61,335.4	60,530.0	302,423.7	36,685.7	967.2	195,368.3	937.5	42,623.0
10	GENERAL MOTORS CORP DLR ASSN	657,749.8	349.3	-	172,004.2	4,055.8	454.3	-	443,135.0	-	0.0	-	37,751.3
11	HOME DEPOT INC	492,222.9	63,196.3	435.1	88,807.8	5,959.1	1,756.4	177,895.3	5,640.3	1,360.2	63,461.4	46,502.3	37,208.7
12	COMCAST CORP	347,308.0	25,254.4	114.4	75,106.8	3,645.9	17,968.1	49,689.2	139,888.4	5.4	1,564.1	446.7	33,624.6
13	MACY'S INC	936,639.4	80,659.7	1,655.2	555,015.1	51,424.7	2,211.8	131,917.5	20,025.6	24,623.4	38,733.5	587.1	29,795.9
14	TIME WARNER INC	1,540,922.3	243,364.6	8,139.1	236,381.8	73,843.4	54,251.9	397,556.4	155,450.7	62,096.6	276,339.6	6,975.8	26,522.3
15	TEXAS PACIFIC GROUP	233,107.4	11,920.0	686.1	324.5	205.6	6,953.9	102,431.4	9,335.6	8,019.8	66,266.8	774.9	26,188.9
16	ALLSTATE CORP	292,107.6	37,892.3	1,252.9	10,440.6	7,816.4	12,014.9	73,474.8	5,514.8	18,602.0	97,393.2	3,709.8	23,996.0
17	GUITAR CENTER INC	24,022.3	-	-	318.2	-	-	-	112.0	-	-	227.1	23,365.0
18	FORD MOTOR CO DLR ASSN	511,331.6	902.0	-	107,226.2	12,937.8	4,548.0	-	363,957.5	-	28.5	-	21,731.6
19	NATIONAL AMUSEMENTS INC	812,030.6	96,876.7	14,238.8	93,674.4	40,897.8	42,547.8	217,569.4	82,067.9	17,471.7	177,461.9	9,018.5	20,205.7
20	ECHOSTAR COMMUNICATIONS CORP	143,913.4	6,893.3	14,812.8	48,729.4	4,173.2	4,237.8	13,617.6	13,981.4	37.4	13,946.3	3,867.6	19,616.6
21	TOYOTA MOTOR CORP DLR ASSN	498,367.4	-	-	146,233.9	8,237.7	13,730.3	-	310,829.5	-	0.8	-	19,335.3
22	BANK OF AMERICA CORP	282,727.8	16,031.7	2,843.7	85,908.7	27,854.5	8,024.0	59,953.6	34,933.0	1,893.9	26,875.5	-	18,409.2
23	SONY CORP	806,200.6	110,854.4	3,863.3	88,624.0	31,188.3	19,875.4	267,861.9	56,078.3	39,109.5	170,073.6	2,227.0	16,444.8
24	TJX COS INC	106,724.1	3,760.9	252.4	17,137.8	615.5	969.6	1,201.8	54,327.9	53.7	13,820.2	-	14,584.3
25	BRINKER INTL INC	90,367.4	-	-	1,441.5	595.8	1,100.6	36,445.4	7,796.2	13,705.7	12,530.7	2,414.5	14,337.0
26	CERBERUS CAPITAL MGT LP	1,037,850.0	172,890.4	-	100,844.7	18,843.7	8,116.5	217,376.0	391,390.6	2,381.9	107,007.6	5,092.2	13,906.4
27	GENERAL MOTORS CORP	1,784,559.3	359,451.9	571.8	118,328.4	40,386.8	47,063.1	672,305.3	191,288.6	37,763.4	259,244.6	44,384.8	13,770.6
28	HYUNDAI CORP DLR ASSN	121,859.8	-	-	756.0	35,237.7	344.2	72.0	71,783.1	-	5.4	-	13,661.5
29	US GOVT	535,873.1	104,619.1	11,137.8	23,290.1	5,624.2	8,486.4	140,837.5	25,685.5	26,634.5	159,303.6	17,705.1	12,549.3
30	NATIONWIDE MUTUAL INSURANCE CO	141,063.8	17,557.0	-	10,340.3	2,604.0	4,999.4	10,598.9	43,584.0	-	39,269.1	-	12,111.0
31	VOLKSWAGEN AG DLR ASSN	123,548.7	751.7	-	13,529.6	2,293.9	31.1	-	94,881.7	-	2.9	-	12,057.7
32	WAL-MART STORES INC	433,188.2	51,150.5	62,361.0	27,100.4	1,597.1	1,223.0	142,155.7	12,760.3	26,503.2	69,450.8	27,160.1	11,726.2
33	DAIMLER AG DLR ASSN	100,027.3	811.6	46.0	29,377.8	2,907.8	555.2	-	54,774.4	-	-	-	11,554.5
34	WASHINGTON MUTUAL INC	124,061.0	665.3	-	51,932.5	13.6	9,721.8	-	34,702.7	-	16,174.5	-	10,850.6
35	SUNTRUST BANKS INC	42,489.0	738.5	-	25,429.4	1,429.4	219.7	-	4,292.6	27.0	0.0	-	10,352.3
36	LEAP WIRELESS INTL INC	27,248.3	-	-	573.8	-	2,664.1	-	13,654.1	29.4	-	-	10,327.0
37	STARBUCKS CORP	52,086.6	7,150.2	1,257.9	8,700.4	3,178.1	4,346.7	4,899.2	681.8	-	11,180.7	436.6	10,255.1
38	YUM BRANDS INC	685,790.3	3,985.6	-	1,209.0	443.6	5,543.8	293,278.4	189,609.7	4,536.0	176,650.0	298.5	10,235.7
39	WACHOVIA CORP	105,943.1	8,184.7	-	23,069.5	4,148.4	10,574.9	13,518.3	11,260.1	5.8	19,751.3	5,204.1	10,226.0
40	JPMORGAN CHASE & CO	316,823.4	3,579.0	-	81,707.5	11,210.6	15,675.5	109,060.0	34,673.3	-	50,689.2	125.0	10,103.4
41	BMW AG DLR ASSN	63,041.1	1,811.9	218.3	6,196.7	4,307.8	0.9	-	40,424.8	-	-	-	10,080.7
42	JC PENNEY CO INC	404,981.1	54,673.9	16,109.7	149,638.4	7,820.3	275.8	113,863.1	2,164.4	1,869.0	32,134.0	16,399.0	10,033.7
43	POLITICAL ADV	94,407.2	-	-	10,603.3	285.8	6,461.2	45.4	66,948.5	-	1.8	109.7	9,948.5
44	RECREATIONAL EQUIP INC	21,287.3	4,882.0	-	4,593.6	522.3	-	-	-	-	-	1,935.7	9,353.7
45	SELECT COMFORT CORP	143,093.4	34,030.1	30,296.6	8,120.6	3,811.1	478.0	3,616.3	5,431.4	8,308.8	34,909.7	4,750.5	9,340.3
46	KOHLS CORP	416,455.6	31,368.1	-	136,559.6	11,760.3	358.6	149,016.8	29,150.5	14,253.3	22,193.8	12,469.3	9,325.2
47	ITO-YOKADO CO LTD	12,145.3	-	-	490.8	699.2	597.7	-	1,130.9	-	30.5	-	9,196.2
48	LIONS GATE ENTERTAINMENT CORP	172,798.5	6,378.0	324.9	31,773.7	4,822.2	5,346.7	34,990.9	9,911.9	11,313.1	56,634.2	2,111.7	9,191.3
49	MASTERCARD INTL INC	270,130.7	22,551.7	2,711.2	4,021.5	5,568.0	4,284.5	160,300.9	1,800.5	23,190.2	36,020.9	577.0	9,104.3
50	WAWA INC	12,760.3	-	-	377.8	-	2,144.8	-	1,255.5	-	-	-	8,982.2
51	GAP INC	323,499.5	86,046.0	4,903.1	9,575.1	6,290.1	11,885.8	119,861.7	1,820.2	52,926.3	21,311.2	-	8,880.0
52	IHOP CORP	211,000.2	525.0	-	706.2	168.6	4,198.6	110,732.0	17,334.2	27,961.3	40,606.8	8,767.6	-
53	FRANK BRUNCKHORST CO	14,670.0	813.0	-	90.2	25.4	-	-	3,890.6	-	1,334.7	-	8,516.1
54	JOSEPH A BANKS CLOTHIER INC	15,371.8	-	-	119.2	-	3.7	-	-	-	6,761.0	-	8,487.9
55	JOHNSON & JOHNSON	1,241,061.1	358,551.7	34,964.2	142.9	4,125.7	4,834.7	470,457.9	22,091.9	104,614.9	215,897.3	16,988.3	8,391.7
56	CALIFORNIA STATE OF	61,080.8	2,461.2	-	10,561.9	723.0	7,238.7	1,236.3	22,820.4	-	7,865.2	-	8,174.1

**Multi-Media Service**  
**AD \$ Summary Company Rankings**  
**January - December 2007**

RANK	PARENT	Top 100 Companies Ranked by National Spot Radio Dollars (000)												
		11 MEDIA TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
57	LCA-VISION INC	22,665.8	928.7	881.5	6,009.1	-	77.7	-	4,696.5	50.4	1,921.3	-	8,100.6	
58	HARRAHS ENTERTAINMENT INC	106,349.6	11,778.3	-	36,760.6	349.5	21,803.1	909.1	23,137.8	-	3,453.3	99.3	8,058.5	
59	GANDER MTN INC	10,698.0	1,066.9	-	1,438.7	-	215.3	-	17.5	-	137.8	-	7,821.7	
60	SCOTTS CO	75,955.8	4,347.6	1,164.8	118.3	1,081.0	46.7	31,563.7	11,058.6	2,480.6	15,710.9	658.6	7,725.1	
61	UNITED PARCEL SERVICE/AMERICA INC	120,487.0	15,527.5	-	537.3	3,802.6	1,174.4	66,438.7	2,213.4	758.6	21,479.7	893.6	7,661.3	
62	ROYAL DUTCH SHELL PLC	89,996.0	20,233.4	977.2	2,400.3	2,895.4	3,582.2	17,027.4	4,474.2	-	27,998.9	2,766.8	7,640.1	
63	TARGET CORP	624,589.6	105,674.9	1,127.3	144,748.2	9,517.4	8,890.7	202,113.5	73,787.5	13,607.6	57,518.8	-	7,603.7	
64	EXPEDIA INC	121,117.8	4,399.0	-	1,729.3	2,225.7	523.7	35,151.9	13,022.3	-	213.5	56,305.9	-	7,546.5
65	CVS CORP	136,543.0	5,322.7	950.2	65,474.5	60.8	3,467.6	26,485.2	11,880.7	9,430.5	5,929.5	-	7,541.3	
66	LAND O LAKES INC	25,074.0	11,608.3	5,297.0	-	-	22.7	-	340.7	-	299.0	-	7,506.4	
67	COMPASS BANKSHARES INC	14,373.9	-	-	4,604.3	-	187.1	-	2,327.9	-	-	-	7,254.6	
68	DEUTSCHE TELEKOM AG	519,227.1	3,169.4	-	132,722.3	19,330.7	8,258.3	139,301.4	81,336.7	55,541.4	72,315.7	-	7,251.2	
69	AMERICAN EQUITY MORTGAGE INC	8,974.6	-	-	-	-	-	-	1,753.3	-	-	-	7,221.3	
70	SIGNET GROUP PLC	153,385.2	267.2	-	543.4	7,667.8	1,547.1	98,161.0	6,610.1	-	28,778.2	2,627.1	7,183.4	
71	SOUTHWEST AIRLINES	140,649.0	4,843.4	-	7,972.5	2,288.4	7,394.3	68,687.3	29,728.9	523.8	9,329.9	2,895.2	6,985.2	
72	ALBERTSONS LLC/SUPERVALU INC	23,623.5	-	-	5,720.2	-	1,980.6	-	9,072.6	-	12.5	-	6,837.6	
73	FIRST DATA CORP	12,435.6	-	-	3.9	-	2,244.6	-	2,938.9	-	439.0	-	6,809.3	
74	PORTFOLIO MEDIA MGT	6,741.0	-	-	-	-	-	-	-	-	-	-	6,741.0	
75	REGIONS FINANCIAL CORP	39,579.9	2,815.4	-	14,858.4	78.0	2,418.3	31.5	11,177.9	-	1,575.5	-	6,624.9	
76	GLAXOSMITHKLINE PLC	944,064.8	299,497.5	25,929.1	8,830.2	3,701.2	899.6	331,825.2	27,223.8	114,639.2	123,414.8	1,567.5	6,536.8	
77	TYRELL INC	10,847.2	4,274.5	-	-	-	-	58.0	-	-	25.1	-	6,489.6	
78	DUNKIN BRANDS INC	97,384.8	4,702.5	1,509.0	1,431.5	374.2	4,164.5	3,561.0	66,503.2	-	840.6	7,915.2	-	6,383.1
79	MERVYN'S DEPT STORES	70,012.6	-	-	29,983.9	-	77.5	-	33,583.3	-	-	-	6,367.9	
80	ROYAL AHOHOLD NV	33,501.7	181.8	-	6,429.2	-	933.9	-	19,622.1	-	2.6	-	6,332.0	
81	GREAT CLIPS INC	10,389.9	62.7	-	139.8	7.7	12.9	139.7	3,619.6	-	93.5	-	6,314.1	
82	CHEVRONTEXACO CORP	87,675.9	25,561.4	-	7,034.8	13,494.7	7,270.3	9,476.2	13,665.7	-	35.5	3,988.7	924.5	
83	FORD MOTOR CO	1,422,373.3	285,372.5	5,774.7	88,749.0	41,819.5	18,197.5	516,826.5	224,253.4	34,553.5	170,362.2	30,375.0	6,089.4	
84	SEARS HOLDINGS CORP	638,408.8	39,882.0	21,757.9	189,342.8	377.7	1,129.6	212,021.9	20,724.3	49,171.7	82,218.0	15,701.6	6,081.5	
85	DAIRY MGT INC	39,425.1	-	-	5.7	711.4	187.3	15,323.4	3,946.8	4,039.1	9,202.5	-	6,009.0	
86	PNC FINANCIAL SERVICES GROUP INC	37,295.9	371.6	-	15,737.0	1,328.6	207.6	-	13,752.4	-	-	-	5,898.8	
87	EXXON MOBIL CORP	79,274.1	13,003.9	-	5,347.8	15,713.6	6,796.9	20,733.4	343.2	-	9,635.7	1,803.9	5,895.7	
88	PEPSICO INC	776,908.4	168,726.6	5,094.2	6,611.7	791.6	13,750.3	324,249.8	49,764.1	47,860.7	154,075.8	253.9	5,729.5	
89	TOYS-R-US INC	86,276.1	8,074.0	-	25,632.1	1,836.7	69.7	18,146.0	138.7	1,358.2	18,492.7	6,875.6	5,652.3	
90	HESS EXPRESS	7,374.5	-	-	371.5	-	30.6	-	1,395.0	-	-	-	5,577.4	
91	DARDEN RESTAURANTS INC	251,532.0	718.1	-	507.5	185.6	4,250.9	156,290.3	19,169.0	18,547.5	46,296.3	-	5,566.8	
92	FUJI HEAVY INDUSTRIES LTD DLR ASSN	21,157.5	-	-	8,970.1	-	-	-	6,641.5	-	-	-	5,545.8	
93	PROCTER & GAMBLE CO	3,303,619.0	899,870.8	47,408.5	54,721.6	9,232.6	1,772.1	937,920.1	135,446.5	313,355.6	884,728.9	13,637.6	5,524.8	
94	SUSAN G KOMEN BREAST CANCER FNDTN	19,243.6	8,341.7	192.0	638.7	177.0	605.6	-	3,450.7	-	444.9	-	5,392.9	
95	TELEPHONE & DATA SYSTEMS INC	77,955.5	116.1	-	24,533.4	-	6,423.9	-	41,502.7	-	-	-	5,379.5	
96	TWEETER HOME ENTER GROUP INC	10,727.4	3,128.9	-	521.8	-	-	-	1,809.7	-	-	-	5,267.0	
97	MICHIGAN STATE OF	22,054.0	1,272.0	-	5,343.4	27.7	3,166.0	0.0	6,771.4	-	281.0	-	5,192.6	
98	NATIONAL CITY CORP	35,959.8	15.4	-	13,154.7	265.5	5,708.2	60.0	7,793.2	37.2	3,793.1	-	5,132.4	
99	BUFFALO WILD WINGS INC	19,949.2	-	-	92.2	-	39.1	6,494.2	1,734.0	-	4,727.4	1,806.5	5,055.8	
100	BLUE CROSS & BLUE SHIELD ASSN	86,612.7	729.4	-	18,153.5	762.7	12,466.5	-	49,469.1	-	4.8	-	5,026.8	
<b>Top 100 Total</b>		<b>36,139,396.9</b>	<b>4,585,264.5</b>	<b>362,329.6</b>	<b>5,820,501.4</b>	<b>901,331.7</b>	<b>873,191.3</b>	<b>9,740,670.6</b>	<b>5,228,041.4</b>	<b>1,353,901.8</b>	<b>5,369,789.2</b>	<b>357,476.2</b>	<b>1,546,900.4</b>	
<b>Total All Companies</b>		<b>125,407,863.8</b>	<b>25,523,057.2</b>	<b>1,997,979.0</b>	<b>22,833,188.7</b>	<b>3,346,628.6</b>	<b>3,943,726.7</b>	<b>23,754,568.2</b>	<b>17,237,902.6</b>	<b>4,172,935.7</b>	<b>19,123,698.9</b>	<b>1,002,162.8</b>	<b>2,472,023.9</b>	

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
#1 RICART AUTO DLR	V219	368.0			368.0								
1 HOTEL & RESIDENCES	B452	894.4		340.9	542.3				11.2				
1&1 INTERNET ISP	B225	1,157.6	1,157.6										
1&1 WEB HOSTING INTERNET SERVICES	B541	17,765.7	17,765.7										
10 CANE RUM	F732	3,106.6	2,039.7		270.3	736.6	60.0						
10 MINUTE SOLUTION VIDEO	H532	477.1	477.1										
10 WEST END AVENUE DEV	B452	268.5		83.5		185.0							
100 PERCENT LOVE FRAGRANCE MEN & W	D410	251.4	251.4										
100 WEST 18TH RE DEV	B452	254.2			198.7	55.6							
10000 RV SALES	V232	742.7			742.7								
101 WARREN STREET CONDO	B452	824.2	273.3	551.0									
10-10-123 LONG DISTANCE INTL RES	B221	753.2							85.6		667.6		
10WORK.COM BP ONLINE	B911	485.9							1.5		484.4		
110 CENTRAL PARK STH DEV	B452	484.2		350.1		134.1							
1100 WILSHIRE RE DEV	B452	377.3			377.3								
112 AUTO SALES	V219	554.6			554.6								
11WORK.COM BP ONLINE	B911	585.3							19.2		566.1		
120 GREENWICH ST RE DEV	B452	334.5			261.7	72.9							
123 FIT BP	B911	346.4	313.5		31.3				1.6				
123 LUMP SUM FUNDING CONSUMER SVC	B124	1,688.2					5.0		33.0	182.0	1,468.1		
128 SAAB &128 VOLVO	V213	431.2			431.2								
13 DRUG SAFETY RECRUITMENT	B912	368.9			368.9								
133 WEST 22ND CONDOS	B452	600.0	282.5	317.5									
133 WEST 22ND STREET DEV	B452	415.3				415.3							
13MAKETHEMONEY.COM BP ONLINE	B911	1,811.7							1.3		1,810.4		
1400 LAKESHORE DRIVE DEV	B452	265.2			265.2								
1408 VIDEO	H532	4,118.8	145.2					1,618.5	68.5	966.6	1,320.0		
15NEWFUTURE.COM BP ONLINE	B911	285.3									285.3		
17WORK.COM BP ONLINE	B911	361.1							3.6		357.5		
1-800 CONTACTS DRUGS/TOILETRIES DR	V830	32,037.8	360.7		51.9				212.4	6,535.0	23,427.7	1,450.1	
1-800-345-CASH CONSUMER SERVICES	B124	349.1							349.1				
1-800-411-PAIN ATTY	V151	2,122.5							2,122.5				
1-800-4-A-PHONE RESIDENTIAL	B222	551.1							551.1				
1-800-4BRACES	V133	1,518.7							1,518.7				
1-800-4-MY CHILD ATTY	V151	2,117.8							2,117.8				
1-800-656-9020 TAX INFO	V129	365.8									365.8		
1-800-901-7291 MISC DR	V859	365.5							65.4		300.1		
1-800-905-GEEK CMPTR SVC	V321	301.6					1.1		148.4		152.1		
1-800-941-6724 TAX INFO	V159	978.9									978.9		
1-800-957-1657 TAX INFO	V159	575.7									575.7		
1-800-961-1838 TAX INFO	V129	485.4							0.1		485.2		
1-800-ABOGADO	V151	664.1							664.1				
1-800-ASK DAVE RFRL SVC	V151	752.3							752.3				
1-800-ASK-GARY RFRL SVC	V151	3,731.8							3,731.8				
1-800-BAR NONE CONSUMER SERVICES	B124	5,411.9							3,542.8	4.5	1,864.6		
1-800-BETS OFF PHONE SERVICE	V156	828.6									828.6		
1-800-BUY-KWAN REALTORS	B451	672.3									672.3		
1-800-CANTASO ATTY	V151	498.1							498.1				
1-800-CP-NEEDS ATTY	V151	1,830.9							51.5	1,772.2	7.2		
1-800-DEMANDA ATTY	V151	668.4							668.4				
1-800-DENTIST	V139	15,674.6					148.7	0.0	13,214.3	2,028.4	247.2		36.0
1800DIAPERS.COM ONLINE	B549	1,952.4	1,952.4										
1-800-FLOWERS FLRST DLVY	V351	5,313.4	132.9		196.9	28.7	774.7	183.5	18.5		224.1		3,754.1
1-800-FLOWERS.COM STORE ONLINE	V351	3,457.1	332.0		383.6		21.5	1,046.2	273.2	2.6	1,398.1		
1-800-FREE LOVE PHONE SERVICE	V156	384.9							97.5		287.4		
1-800-FREE-411 PHONE SERVICE	V156	1,020.9											1,020.9
1-800-GOT-JUNK RMVL SVC	V179	285.4			54.1		55.3		97.2				78.7
1-800-LAW SUIT	V151	1,219.2							28.3	1,188.1	2.7		
1-800-LAW-FIRM	V151	2,844.1							94.3	2,705.1	44.7		
1-800-LAWYERS	V151	527.1							527.1				
1-800-MATTRESS STORE	V377	724.3			118.3	13.9	132.7		103.6		200.2		155.6
1-800-MY-CHILD ATTY	V151	274.0							56.2	196.3	21.5		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
1-800-MY-RIGHTS ATTY	V151	568.8							568.8				
1-800-OK-CABLE ISP/PHONE/TV	B250	521.0							521.0				
1-800-PAY-CASH REALTY	B451	336.3							336.3				
1-800-RADIATOR SALES&SVC	V380	426.2	426.2										
1-800-THE-LAW2 ATTY	V151	908.9							908.9				
1-800-WE ARE 18 PHONE SERVICE	V156	974.9							155.6	819.2			
1-800-YES-GIRL PHONE SERVICE	V156	1,154.6							235.0	919.6			
1-866-PAIN 911 ATTY	V151	305.9							305.9				
1-888-290-9251	V159	1,008.9							3.6	1,005.3			
1-888-SMILE-INFO DNTL NT	V133	1,295.4							1,295.4				
192 FLEA MKT PRICES STR	V359	333.3					333.3						
1ST AMERICAN RESERVE COINS DR	V859	584.9	584.9										
1ST BANK CONSUMER SERVICES	B121	779.7			779.7								
1ST BANK/CO CONSUMER SERVICES	B121	964.1							964.1				
1ST NATIONAL RESERVE COINS DR	V859	578.3	578.3										
1ST NATL BANK/SOUTH FL CONSUMER SVC	B121	484.8			484.8								
1STDIBS.COM ONLINE	V321	938.7	938.7										
20 PINE STREET RE DEV	B452	762.6	321.8	114.4		326.4							
20/20 INST LASIK EYE CTR	V135	832.0			295.6				536.4				
200 WEST END AVE RE DEV	B452	710.8		317.5		393.4							
2007 COUNTRY HOME SHW HM	B623	394.0	394.0										
2028 JEWELRY	A510	565.7	565.7										
20TH CENTURY FOX 27 DRESSES MOVIE	B660	6,048.7			697.5	247.1		2,804.1	756.6		1,543.4		
20TH CENTURY FOX 28 WEEKS LATER MV	B660	9,459.3	5.3		506.3	31.2		3,374.3	907.4	908.6	3,542.0		184.2
20TH CENTURY FOX ALIEN VS PRDTR RQM	B660	10,689.5			932.1			3,857.8	1,282.3	582.7	4,034.6		
20TH CENTURY FOX ALVIN&CHIPMUNKS MV	B660	20,059.0			4,068.7	791.2	306.9	6,456.6	2,046.9	554.1	5,501.0	330.0	3.5
20TH CENTURY FOX COMEBACKS MOVIE	B660	11,170.5						3,548.0	1,224.8	1,800.7	4,597.0		
20TH CENTURY FOX DEATH SENTENCE MV	B660	7,336.8			186.2			1,700.9	1,257.7	324.4	3,609.6		258.0
20TH CENTURY FOX EPIC MOVIE	B660	11,293.3	20.5					4,285.1	2,815.1	1,077.2	3,095.4		
20TH CENTURY FOX ERAGON MOVIE	B660	1,177.5			835.1	201.6		140.5	0.3				
20TH CENTURY FOX FANTASTIC FR RS/SRF	B660	30,668.3			4,613.6	927.2	227.2	14,304.6	1,749.8	719.1	7,338.8	184.9	603.3
20TH CENTURY FOX FILM TV PROGRAM	B641	831.4					831.4						
20TH CENTURY FOX FIREHOUSE DOG MOVIE	B660	14,164.5	188.0		2,483.0	356.7		5,174.1	1,673.7	351.0	3,938.1		
20TH CENTURY FOX HILLS/EYES II MV	B660	4,081.6			495.0	24.7		1,487.7	538.4	307.3	1,228.5		
20TH CENTURY FOX HITMAN MOVIE	B660	16,082.4			1,352.4	181.0	104.2	7,301.3	1,024.5	1,186.3	4,932.7		
20TH CENTURY FOX JUMPER MOVIE	B660	1,102.3						794.3			308.0		
20TH CENTURY FOX LAST SIN EATER MV	B660	741.5			469.3						272.2		
20TH CENTURY FOX LIVE FREE/DIE HARD	B660	31,962.0			6,088.2	1,460.6	246.8	13,828.3	2,214.4	764.6	6,116.8		1,242.3
20TH CENTURY FOX MEET THE SPARTANS	B660	1,122.9						247.3	429.1		446.5		
20TH CENTURY FOX MISC MERCHANDISE	G190	434.4	434.4										
20TH CENTURY FOX MR MGRMS WNDR EMPRM	B660	24,026.4			4,377.1	1,018.1	222.3	8,190.3	2,871.0	357.5	6,369.4	620.7	
20TH CENTURY FOX NIGHT/MUSEUM MOVIE	B660	6,077.1			2,759.3	835.0		1,264.2	420.0		798.6		
20TH CENTURY FOX PATHFINDER MOVIE	B660	4,604.1			896.8			432.6	1,196.5		2,078.2		
20TH CENTURY FOX SEEKER/DRK/RSNG MV	B660	9,691.3			1,103.3	105.8		3,374.8	1,304.5	511.4	2,852.3	439.2	
20TH CENTURY FOX SIMPSONS MOVIE	B660	30,167.4	8.8		7,285.0	1,426.8	301.9	10,693.1	1,617.4	997.9	6,832.4		1,004.2
20TH CENTURY FOX THR3E MOVIE	B660	1,017.6			620.9			107.9			288.8		
20TH CENTURY FOX VAR MOVIES	B660	9,734.0			1,295.9	141.1	8,297.0						
20TH CENTURY FOX VAR VIDEOS	H532	2,613.5	2,601.5		12.1								
212 EAST 47TH ST RE DEV	B452	442.7			73.9	368.7							
21ST CENTURY AUTO INSURANCE	B422	14,859.6			14.6				342.0		14,503.1		
21ST CENTURY INSURANCE DR	V829	1,840.2							7.5		1,832.7		
21ST CENTURY VAR INSURANCE	B429	2,046.1					2,046.1						
23 CONDOMINIUM	B452	269.6			252.4	17.2							
23 DODGE	V211	2,237.0			2,220.2		16.8						
23GETMONEY.COM BP ONLINE	B911	313.2							0.3		312.9		
24 HOUR FITNESS CENTER	D800	12,183.8			535.9		18.2	15.1	10,353.4	32.3	1.3		1,227.7
24 SERIES VIDEOS	H532	1,304.1	290.4					136.4	24.9	36.8	815.7		
25 BROAD CONDOMINIUM	B452	1,658.3	635.6	1,022.7									
25 BROAD ST RE DEV	B452	1,416.6			106.3	1,079.9	230.4			0.1		360.7	
26GAIN.COM BP ONLINE	B911	360.7											
2700 NORTH OCEAN RE DEV	B452	664.6	303.4		22.8	333.4	5.1		394.4		606.6		
28 WEEKS LATER VIDEO	H532	1,001.0											

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
29GAIN.COM BP ONLINE	B911	1,958.2									1,958.2		
2BE BRIDE BRIDAL GOWNS WOMEN	A130	934.9	934.9										
2SECOND STAGE THEATRE	V161	452.0	5.3			446.7							
2K GAMES BIOSHOCK VIDEO GAME	G511	5,345.9	1,014.0					1,478.4	9.6	255.2	2,588.6		
2K GAMES DARKNESS VIDEO GAME	G511	800.7									800.7		
2K GAMES FANTASTIC/RS/SLVR SRFR	G511	1,670.5	94.1					494.2	12.7	477.5	592.0		
2K SPORTS ALL PRO FOOTBALL 2K8 GM	G511	1,353.3	303.3					32.8			1,017.2		
2K SPORTS BIGS VIDEO GAME	G511	2,048.4	443.5					675.0	2.7		927.3		
2K SPORTS MAJOR LG BSBL 2K7 VD GM	G511	4,354.6	1,400.6					1,437.7	14.2		1,502.1		
2K SPORTS MLB POWER PROS VIDEO GM	G511	324.1	324.1										
2K SPORTS NBA 2K8 VIDEO GAME	G511	3,077.4	1,087.6					109.4	4.9		1,875.5		
2K SPORTS NHL 2K8 VIDEO GAME	G511	344.0									344.0		
2MAKETHEMONEY.COM VAR VIDEOS DR	V873	1,751.5									1,751.5		
2ND SOURCE FUNDING CONSUMER SERVICES	B124	398.3			372.5								25.8
2ND WIND EXER EQUIP STR	V365	4,294.3			2,183.3				2,049.7				61.3
2XIST UNDERWEAR MEN	A210	324.4	95.7	228.7									
3 CREEK RANCH RE DEV	B452	514.8	171.7	343.1									
3 DAY BLINDS STORE	V374	3,954.9			717.3				3,143.9				93.7
3 DAY SUIT BROKER STORE MEN	V311	395.1			153.5				241.6				
3 MUSKeteers CANDY BAR	F510	12,508.8	2,087.7					3,218.3	28.5	2,129.4	5,044.9		
3 MUSKeteers MINT CANDY BAR	F510	9,628.6	694.6					3,115.9	20.3	1,899.6	3,898.2		
3:16 STORIES OF HOPE VIDEO	H532	352.7	352.7										
300 VIDEO	H532	9,823.5	78.8					4,041.1	442.9	873.3	4,387.4		
30DAYSOFFASHION.COM ONLINE	B651	604.8	604.8										
310 MOTORING BOOTS MEN	A310	546.1	546.1										
310 MOTORING SNEAKERS MEN	A321	269.4									269.4		
310 THE GAME SNEAKERS MEN	A321	292.4	292.4										
3121 FRAGRANCE	D180	415.1	415.1										
322 W 57TH ST APARTMENTS	B452	410.3			410.3								
323 RESIDENCES RE DEV	B452	620.9		448.9		172.0							
355 TOYOTA & DARCARS TOYOTA	V212	1,297.1			1,297.1								
360 VODKA LIQUOR	F722	875.1	154.8		530.2	107.2	83.0						
3700 ASSOCIATES RE DEV	B452	297.9					297.9						
3M CAR CARE PDTS	T143	1,160.4	582.0		563.6				14.7				
3M COMMAND ADHESIVE HOOKS	H232	4,066.3						836.3	1,605.9		1,624.1		
3M FILTRETE AIR FILTER	H622	5,487.8						30.0	5,415.8		41.9		
3M POST-IT ARROW FLAGS	B722	422.4	422.4										
3M POST-IT EASEL PADS	B722	2,113.6									2,113.6		
3M POST-IT FLAG HIGHLIGHTER&TP FLGS	B723	613.7	547.0								66.7		
3M POST-IT PICTURE PAPER	B722	293.0	275.7								17.3		
3M POST-IT TABS	B729	474.7	474.7										
3M POST-IT TAPE FLAGS	B722	288.1	288.1										
3M PRIVACY FILTERS	B523	4,744.0	2,882.4								1,861.6		
4 SEASONS WINE BEVERAGES DR	V840	1,255.5	1,166.6	88.9									
40 BOND RE DEV	B452	1,391.0	141.2	984.6		265.2							
40 BOND RE DEV &50 GRAMERCY PARK DEV	B452	275.6				275.6							
401K MAGIC VAR BOOKS DR	V823	412.4			412.4								
4321 DIET WEIGHT LOSS SUPPLEMENT	D543	277.3	277.3										
49MONEY.COM BP ONLINE	B911	1,262.2						0.5		1,261.7			
4D ULTRASOUND SERVICE	V139	389.6	339.5								50.1		
4KIDZ INC ELECT TEST TUBE ALIENS	G549	1,067.1									1,067.1		
4TH OF JULY EVENT/PSA	B323	273.5							273.5				
4X MADE EASY SEMINAR	G820	553.0			552.2				0.8				
5 POINTS KASSIE DEPAIVA I WNT/YOU	H531	310.7	298.5						12.2				
50 COWBOY CLASSICS VAR VIDEOS DR	V873	306.6									306.6		
50 HORROR CLASSICS VAR VIDEOS DR	V873	377.9									377.9		
50 MILLION PND CH/ST FRM	B430	2,503.5	273.4						344.3	40.0	79.5	1,766.3	
525 AMERICA SWEATERS WOMEN	A141	340.3	340.3										
59E59 THEATER	V161	362.9	232.3			130.7							
5TH AVE THEATRE	V161	546.3	6.6		539.7								
600 LAKE SHORE DRIVE DEV	B452	1,097.1		975.3	121.8								
650 6TH AVENUE RE DEV	B452	482.8				482.8							

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
650 SIXTH AVENUE RE DEV	B452	926.5	822.5	104.0									
67 WINE & SPIRITS MRCNT	V341	1,940.5			717.6	1,222.9							
6TH AVE ELECTRONICS CITY	V361	8,171.7			8,083.7		88.0						
7 CEDARS CASINO	V169	261.9							261.9				
7 ELEVEN FOOD STORES	V345	11,918.8			264.3	699.2	597.7		1,130.9		30.5		9,196.2
7 FOR ALL MANKIND JEANS MEN & WOMEN	A142	1,260.8	1,260.8										
7 FOR ALL MANKIND JEANS WOMEN	A142	1,220.8	1,220.8										
7 UP SOFT DRINK	F441	16,275.8			131.1	168.6	100.0	9,970.4	18.9		5,886.8		
730AUTO INSURANCE DR	V829	688.6							688.6				
75 WALL STREET RE DEV	B452	999.1	343.9	381.5		273.7							
77 HUDSON STREET RE DEV	B452	665.7		169.6	353.1	142.9							
7-R RANCH RE DEV	B452	423.1	82.4		238.8		101.9						
800 CREDIT CARD DEBT CONSUMER SVC	B124	18,790.5						3,497.4	5,278.9	2,634.4	7,379.8		
80STEES.COM STORE ONLINE	V311	517.7	319.7			198.0							
84 LUMBER CO	V376	309.8			74.9		194.1		31.9		9.0		
8TH CONTINENT FLAVORED SOY MILK	F314	1,314.1	1,314.1										
8TH CONTINENT LT FLAVORED SOY MILK	F314	7,700.8	7,700.8										
911 EMERGENCY/PSA	B323	300.5							300.5				
92ND ST Y CULTURAL CTR	V166	768.6	66.3			702.3							
95 FM/SAN FRANCISCO RD S	B630	437.0							437.0				
99 CENT STORE	V359	299.6			299.6								
99 CENTS ONLY STORES	V359	8,940.2			8,541.3				398.8				
995 FIFTH AVE RE DEV	B452	1,781.8	15.1	1,766.7									
A BETTER COMMUNITY/PSA	B323	1,993.7						786.6	1,207.1				
A CALL TO CHANGE ORG	B329	738.0							738.0				
A CHORUS LINE PLAY	V161	405.8	5.3						400.5				
A CHRISTMAS CAROL PLAY	V161	489.2			255.6				233.6				
A GOOD YEAR VIDEO	H532	1,716.6						1,152.8			563.8		
A JAFFE JEWELRY	A510	852.4	848.8						3.5				
A LANGE & SOHNE WATCHES	A520	1,885.8	583.7			1,302.0							
A LINK DIAMONDS	A510	599.3	599.3										
A PEA IN/POD MTRNTY STR WOMEN	V311	738.5	737.0			1.5							
A PROF HTG & COOLING SVC	V174	422.5		422.5									
A STRANGERS HEART PAID PROMO	B642	272.4						3.4	19.0	249.9			
A WOODEN DUCK FURN STR	V375	272.6		272.6									
A&B TV STORE	V361	312.1			312.1								
A&D DIAPER RASH CREAM&ONTMNT	D557	1,449.7	1,449.7										
A&E CABLE TV	B642	13,856.9	7,389.2	1,487.8	81.9	568.2	2,617.2						1,712.8
A&E CABLE TV PAID PROMO	B642	1,790.9						39.4				1,751.5	
A&E-INTERVENTION PAID PROMO	B642	349.3						12.7					336.6
A&E-PARANORMAL STATE PAID PROMO	B642	1,135.7	499.0	340.6				74.2		220.4			1.6
A&G FRESH MARKET	V346	377.2			377.2								
A&P FOOD STORES	V345	1,739.0			1,718.8	20.1							
A&W RESTAURANT	G320	5,971.2			18.5		166.4		1,387.8		4,398.5		
A-1 APPL&ELECT STR	V371	781.3							781.3				
A-1 CARPET MARKET	V373	2,053.0			2,053.0								
A-1 HOME APPL & TV STR	V371	1,686.4			1,686.4								
A-1 STEAK SAUCE	F160	7,225.4						792.7		6,432.7			
AA LASER&SKIN RJVNNT CTR	V133	291.4			291.4								
AA.COM AIRLINES ONLINE	T413	3,782.0	2,367.4			48.9	120.0		967.4	5.8	272.6		
AAA AUTO & HOMEOWNERS INS	B422	585.1							585.1				
AAA AUTO CLUB/STHRN CA	B430	1,307.3			85.5				1,221.8				
AAA AUTO INSURANCE	B422	11,408.6			806.5				10,248.1	354.0			
AAA AUTOMOBILE CLUB AUTO INSURANCE	B422	708.1			188.2		458.8						61.0
AAA MI MOTOR CLUB	V159	437.1											437.1
AAA MID-ATLANTIC TRAVEL	T420	482.3			427.3		55.0						
AAA MO MOTOR CLUB	V159	426.5											426.5
AAA MOTOR CLUB	V159	6,851.9	282.2	417.3	437.3		1,141.6		3,874.5	120.8	24.8	121.3	432.1
AAA TRAVEL	T420	667.1	112.1		217.4	337.6							
AAA VAR INSURANCE	B429	793.9			127.9		195.6		470.4				
AAA WINDOWS&DOORS CONTR	V171	915.5			915.5								
AAA WORLD WIDE TRAVEL	T420	12,216.8			11,711.7		8.2		496.8				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
AAAAA RENT-A-SPACE STRG	V179	357.8			127.7		2.4		227.7				
AAI ARIZONA ATM-TV INST	G840	263.3			0.0				263.3				
AAMCO TRANSMISSIONS SVC	V241	4,153.9			23.8			64.9		4,045.2			19.9
AARON BASHA JEWELERS	V314	470.0	460.2				9.8						
AARON BASHA JEWELRY	A510	1,645.3	1,530.7	114.4					0.2				
AARON BROS ART MART	V364	1,636.0	28.4		1,607.6								
AARON M LEVINE&ASSOC ATY	V151	277.4	236.1		41.2								
AARON RENTS&SELLS FURN	V153	429.9					179.5		0.4			250.0	
AARON WM SACHS ATTY	V151	523.2							523.2				
AARONS CORP FRNSHNG STR	V372	282.5	168.6		113.9								
AARONS FINE FURN STR	V375	352.7			309.5				43.2				
AARONS SALES&LEASE OWNRS	V153	10,068.1					13.8	1,413.4	3,205.0		3,722.6		1,713.2
AARP	B329	41,972.3	16,619.9	1,927.5	3,265.6	2,034.8	164.1	4,493.6	2,260.6	124.2	10,043.4	2.6	1,036.0
AARP ANDRUS FOUNDATION	B329	1,882.2	1,882.2										
AARP AUTO INS AGENCY	B430	1,251.0			1,251.0								
AARP AUTO INSURANCE	B422	37,509.7	118.5		16,675.4			3,263.6	689.1	10,138.0	6,625.1		
AARP CP	B430	1,108.5	369.8	233.3	96.8	408.6							
AARP FINANCIAL PLANNING CONSUMER SVC	B129	2,463.3	1,329.4		1,119.5	14.4							
AARP HEALTH CARE OPTION	B412	47,353.7	5,776.5	3,581.1	7.6			6,076.1	9,113.9	759.4	22,039.1		
AARP HEALTH TRUST MED & DENTAL INS	B412	512.1			512.1								
AARP LIFE INS PROGRAM MISC DR	V859	709.5			709.5								
AARP LIFE INSURANCE	B411	10,186.3						1,150.5	491.8	749.4	7,794.6		
AARP MAGAZINE	B623	796.7	786.2				10.5						
AARP MDCRCMPLT INS	B412	7,888.0			7,812.7	75.3							
AARP MEDICARE COMPLETE	B412	12,397.7	302.4	449.7	476.8			2,857.7	3,437.5		4,873.6		
AARP MEDICARE RX PLAN	B412	3,991.2	78.5	668.0	742.5				5.2	54.6	2,442.5		
AARP PHARMACY SERVICES DRUGS/TOIL DR	V830	277.5	271.1						6.5				
AARP SEMINAR	G820	1,517.7			1,517.7								
AARP TRAVEL	T420	749.1	749.1										
AARP VISA	B111	337.9	337.9										
AARP/PSA	B323	608.8						484.6	124.2				
AB LOUNGE EXERCISE EQUIP DR	V851	16,449.5						1,197.5	670.0	14,582.0			
AB ROCKET EXERCISE EQUIP DR	V851	319.4							0.0		319.3		
ABB ASEA BROWN BOVERI CP	G930	485.5	461.1						24.4				
ABB INC	B821	895.5					895.5						
ABB SPEED&TRIBULUS SHOT ENERGY DRINK	F450	383.1	383.1										
ABBEY CARPET & FLOOR STR	V373	672.4			160.0				24.3		488.1		
ABBEY CARPET STORES	V373	766.9			540.3		41.4		185.2				
ABBEY RESORT/LAKE GENEVA	T431	476.6			438.2		38.4						
ABBOTT HEARING CENTER	V139	412.4			412.4								
ABBOTT LAB PSORIASIS	D700	1,739.5	1,739.5										
ABBOTT LAB RHEUMATOID ARTHRITIS	D700	850.3	850.3										
ABBOTT LAB VAR REMEDIES	D590	444.9					444.9						
ABC AWNING CO	V171	368.8			368.8								
ABC CARPET & HOME STORE	V373	8,785.3	1,682.3	1,332.1	923.5	4,791.6			48.5			7.3	
ABC CARPET STORE	V373	277.6	62.5		79.5	135.7							
ABC FAM CHANNEL CABLE TV	B642	17,562.7	12,329.9	360.0			2,311.6					2,561.1	
ABC FAM CHANNEL CABLE TV PAID PROMO	B642	1,180.4						68.7			644.1	467.6	
ABC FINE WINE&SPRTS STR	V341	398.4			79.5		183.9		135.1				
ABC HEARING AID SVC CTR	V139	1,133.1			1,133.1								
ABC HEATING & AC CONTR	V174	1,259.4			1,259.4								
ABC JEOPARDY PAID PROMO	B641	252.9				252.9							
ABC PEST & LAWN SERVICE	V172	1,457.1							1,457.1				
ABC PEST POOL&LAWN SVC	V172	637.0							637.0				
ABC RADIO NETWORK	B630	764.8	448.5				316.3						
ABC SEAMLESS SIDING CO	V171	800.1			54.8				745.3				
ABC TV NETWORK	B641	7,207.0					7,133.7					73.3	
ABC TV NETWORK & ESPN CABLE TV	B641	559.9	137.9			422.0							
ABC TV NETWORK ENTERTAINMENT DIV	B641	30,820.2	9,950.4	1,188.9	1,892.2	1,186.2						16,602.4	
ABC TV NETWORK NEWS DIV	B641	3,089.4	579.4		571.5	311.6						1,626.9	
ABC TV NETWORK PAID PROMO	B641	1,322.4	137.9		473.6	314.7	396.3						
ABC TV NETWORK SPORTS DIV	B641	1,601.8	574.6		39.9	987.4							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ABC TV NETWORK TV PROGRAM	B641	452.6					452.6						
ABC VAR PROGRAMS PAID PROMO	B641	1,681.9										1,681.9	
ABC WAREHOUSE APP STR	V371	1,789.1							1,789.1				
ABC WAREHOUSE ELECT/STR	V361	3,251.6			3,251.6								
ABC WINDOW FSHNS&INTRS	V374	332.5			332.5								
ABC-10 MST FSCNTNG PL/07 PAID PROMO	B641	268.3	268.3										
ABC-20 20 PAID PROMO	B641	415.5	242.0			84.4							89.1
ABC-AMER MUSIC AWARDS PAID PROMO	B641	1,712.5	1,708.5								4.0		
ABC-BIG SHOTS PAID PROMO	B641	2,066.9	1,964.5								102.4		
ABC-BROS&STRS/DSPT HSWV PAID PROMO	B641	284.3	284.3										
ABC-BROTHERS & SISTERS PAID PROMO	B641	2,687.6	971.8	1,568.0			20.1				127.7		
ABC-CAVEMEN PAID PROMO	B641	471.8	230.5								241.3		
ABC-CMA AWARDS SHOW PAID PROMO	B641	2,636.9	1,220.3	622.2							335.9		458.6
ABC-COLLEGE FOOTBALL PAID PROMO	B641	1,097.3				1,097.3							
ABC-DANCING/STARS PAID PROMO	B641	2,089.3	2,034.0								55.3		
ABC-DESPERATE HOUSEWIVES PAID PROMO	B641	2,131.2	2,101.5								29.7		
ABC-DIRTY SEXY MONEY PAID PROMO	B641	2,220.8	1,957.4			126.4					137.0		
ABC-DSPT HSWVS/UGLY BT PAID PROMO	B641	294.0	294.0										
ABC-DUEL PAID PROMO	B641	2,853.8	1,392.1		496.8						155.6		809.2
ABC-FOR ONE MORE DAY PAID PROMO	B641	2,026.2	620.0	1,402.4							3.9		
ABC-GREYS ANATOMY PAID PROMO	B641	1,250.6	1,206.6								43.9		
ABC-GREYS ANTMY/PRVT PRC PAID PROMO	B641	1,619.9	1,593.3								26.5		
ABC-NASCAR RACING PAID PROMO	B641	2,245.0	1,473.5			771.5							
ABC-NEWS PAID PROMO	B641	295.0			295.0								
ABC-OPRAH MOVIE 1 MR DY PAID PROMO	B641	362.4											362.4
ABC-PRIVATE PRACTICE PAID PROMO	B641	1,568.0	1,475.7								92.2		
ABC-PUSHING DAISIES PAID PROMO	B641	1,554.5	1,045.5								509.0		
ABC-SAMANTHA WHO PAID PROMO	B641	2,571.8	1,841.2		106.9						623.7		
ABC-UGLY BETTY PAID PROMO	B641	1,576.2	1,395.7								82.6		97.9
ABC-VAR PROGRAMS PAID PROMO	B641	839.8	838.5								1.3		
ABC-VIEW PAID PROMO	B641	273.4	273.4										
ABC-WHEEL OF FORTUNE PAID PROMO	B641	628.0	628.0										
ABC-WOMENS MURDER CLUB PAID PROMO	B641	1,944.9	1,292.6		202.0	184.0					266.2		
AB-DOER EXERCISE EQUIP DR	V851	946.4							55.0		891.4		
ABERCROMBIE & FITCH RTW MEN & WOMEN	A190	1,111.1					1,111.1						
ABERCROMBIE & FITCH STR MEN & WOMEN	V311	1,378.9					1,378.9						
ABERCROMBIE&KENT TRAVEL	T420	840.4	726.0	114.4									
ABERNATHY MACGREGOR GRP CP	V159	397.3				397.3							
ABERNATHY MACGREGORY GRP TENDER OFF	B130	397.3				397.3							
ABES OF ME MULTI-PDTS DR	V899	1,198.8	1,198.8										
ABF U-PACK MOVING SVC	V179	481.9			30.4				451.6				
ABILITY RX	D560	91,726.5	59,064.1	572.2			85.2		11,627.3	1,248.4	19,129.4		
ABILITY HEARING CENTER	V139	733.1			733.1								
ABINGTON BANK CONSUMER SERVICES	B121	510.5			510.5								
ABINGTON MEMORIAL HOSP	V133	393.2			350.7		5.8		36.6				
ABLE ROOFING INC	V171	392.9							392.9				
ABLITT & CHARLTON ATTY	V151	720.6			720.6								
ABOFFS HOME CENTER	V376	358.2			287.6	70.6							
ABOUT.COM ONLINE	B670	441.9			151.2	243.7	47.0						
ABRAHAM & ROSE ATTY	V151	304.2			304.2								
ABREVA COLD SR&FVR BLSTR TRTMNT	D559	22,992.6	8,231.3					8,743.5	204.6	2,851.2	2,962.1		
ABS COMPUTER COMPUTER PDTS DR	V821	313.7	313.7										
ABSOLUT 100 VODKA	F734	920.1	920.1										
ABSOLUT NEW ORLEANS FLAVORED VODKA	F734	1,019.0	1,019.0										
ABSOLUT PEARS FLAVORED VODKA	F734	5,113.3	3,748.4								1,364.9		
ABSOLUT VODKA	F734	16,273.0	10,119.6	133.8	624.9		2,276.6		17.5		3,100.7		
ABSOLUTE DENTAL CLINIC	V133	461.1							461.1				
ABSOLUTE HYUNDAI	V212	345.9			345.9								
ABSOLUTEPOKER.NET ONLINE	V169	2,732.6							98.0		2,599.6	35.0	
ABSORBER CAR DRYER	T144	333.8	333.8										
ABSORBINE JR LIQUID	D554	1,103.8							1,103.8				
ABT ELECTRONICS STORE	V361	3,170.4	2,656.4						513.9				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ABT KITCHEN APPL STR	V371	588.0	588.0										
ABT TV & APPLIANCE STORE	V371	5,571.9	124.1		5,317.5				130.3				
ABUELITA CHOCOLATE SYRUP	F413	282.6							282.6				
ABUELITA HOT CHOCOLATE MIX	F413	787.3							540.3		17.3		229.7
ABUNDANT FORESTS ALNC	B329	15,656.8	15,656.8										
AC COLLINS FORD	V211	291.1							291.1				
AC DENTAL OFFICE	V133	684.8			684.8								
AC EUROPEAN AUTO	V219	303.1			303.1								
AC INTL CASINO	V169	346.1					346.1						
AC MOORE ARTS&CRFTS STR	V364	2,739.7			2,739.7								
AC/DC PLUG ME IN VIDEOS	H532	347.9	201.1								146.7		
ACA SALES & FINANCE DLR	V219	294.5			294.5								
ACACIA FED SAVINGS BANK CONSUMER SVC	B121	301.8			255.4				46.4				
ACADEMIA BARILLA	G840	348.0	348.0										
ACADEMY OF HEALING ARTS	G850	452.8							452.8				
ACADEMY SPORTS&OTDR STR	V365	28,571.8			20,884.4		1,079.6		6,607.8				
ACADEMY/ART UNIVERSITY	G810	3,878.7	2,385.5	162.7	202.1				703.1		425.3		
ACADEMY/COURT REPORTING	G840	576.0			9.7				566.3				
ACADEMY/HEALTH CARE PROF	G840	598.2							598.2				
ACC ATLANTIC COAST CONF	V162	728.7	136.0			146.7		0.0	108.7		337.3		
ACCELERADE RTS SPORTS BEVERAGE	F450	16,208.9	3,127.9					8,881.6	5.0		4,194.4		
ACCELERADE SPORTS ENERGY BEV MIX	F450	742.2	150.6				591.7						
ACCELIS DIETARY SUPPLEMENT	D543	2,507.6	650.5						0.1		1,857.1		
ACCENT WINDOWS RPLCMN CO	V171	671.7							671.7				
ACCENTURE CONSULTING SVC	B930	10,253.3	373.4		7.9		9,758.1						113.8
ACCENTURE CP	B930	40,547.3	25,167.4		354.0	7,717.8		4,737.0	259.8	27.0	2,284.5		
ACCENTURE MTCH/GLF CHMPN	B930	503.8	236.1		3.5	264.2							
ACCEPTANCE INS AGENCY	B430	2,945.9							2,945.9				
ACCESS DIABETIC SUPPLY DRUGS/TOIL DR	V830	47,123.8	116.6					309.3	2,224.7	1,053.8	43,419.4		
ACCESS GROUP CONSUMER SERVICES	B124	487.3	436.3										51.0
ACCESS HOME/TRDTNL HM	B623	708.4	708.4										
ACCESSORY ROW MULTI-PDTS DR	V899	1,198.3	1,198.3										
ACCIDENT & INJURY CHIRO	V133	494.6							494.6				
ACCOR HOTELS	T431	2,740.4					2,740.4						
ACCORDION SHUTTERS STORE	V374	277.8			277.8								
ACCOUNTTEMPS TEMP SERVICE	B913	3,313.2			15.8		132.9		67.8			3,048.5	48.0
ACCU-CHEK AVIVA GLUCOSE METER	D620	597.7	380.0						28.0		189.7		
ACCU-CHEK COMPACT PLUS GLUCOSE MNTR	D620	348.4	196.9						10.4		141.1		
ACCU-CHEK DRUGS/TOILETRIES DR	V830	1,122.0									1,122.0		
ACCUFLORA DIETARY SUPPLEMENTS	D543	290.0	290.0										
ACCUQUOTE INSURANCE SVC	B430	296.5	202.8		51.6				42.1				
ACCURATE FENCE CONTR	V171	268.4			260.8				7.6				
ACCURATE KITCHENS CONTR	V171	396.6			395.3		1.3						
ACCUSTRON WATCHES	A520	1,777.5	1,716.3					49.5	11.7				
ACDC HOME & DESIGN CTR	V376	258.9							258.9				
ACE BUSINESS INSURANCE	B423	871.0				871.0							
ACE CASH EXPRESS CONSUMER SERVICES	B129	2,297.1			18.0		484.9		8.2				1,786.0
ACE DIAMOND JEWELERS	V314	417.8			417.8								
ACE GROUP/INSURANCE CO	B430	427.8	427.8										
ACE HARDWARE STORES	V376	28,375.5			4,519.7	205.6	1,440.5	9,809.2	1,349.0	38.0	8,007.4	2,177.1	829.1
ACE OUTDOOR PWR EQUIP ST	V358	250.1			250.1								
ACE VAR INSURANCE	B429	462.3					438.0	24.3					
ACELA EXPRESS RAILROAD	T411	2,112.4	33.7				280.3			1,798.4			
ACER ASPIRE COMPUTER	B511	563.4					563.4						
ACER PORTABLE COMPUTER	B511	753.1					753.1						
ACER TRAVELMATE PORTABLE COMPUTER	B511	1,556.6	603.2				953.4						
ACH VAR FOOD PDTS	F900	370.6			324.9	11.2		34.5					
ACHIEVA CREDIT UNION CONSUMER SVC	B124	272.9				132.3		140.7					
ACIPHEX RX	D560	8,919.6	4,196.6	2,668.6						2,054.4			
ACKER MERRALL&CONDIT CO	V349	316.3					316.3						
ACKERMAN TOYOTA	V212	490.4					448.5	5.0		36.9			
ACLD RECRUITMENT	B912	660.3					660.3						

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ACME FRESH MKT FD&PHARM	V345	1,029.8			1,029.8								
ACME MARKETS	V345	2,243.4			232.2		1.5		1,222.8				787.0
ACNEFREE ACNE PDT'S	D552	565.7	565.7										
ACQUA DI GIO FRAGRANCE M & TOIL	D410	6,530.4	6,530.4										
ACQUA DI GIO FRAGRANCE MEN	D410	2,869.6	597.5									2,272.1	
ACQUA PANNA MINERAL WATER	F460	1,840.6	1,279.3	561.4									
ACQUA PANNA&S PELLEGRINO MINERAL WTR	F460	545.2	430.9	114.4									
ACRYSOF RESTOR IMPLANTABLE LENSES RX	D560	350.7	102.1	217.3	29.3				2.0				
ACS SERVICES	V129	877.0					877.0						
ACT ADVANCED CAREER TRNG	G840	536.5			1.3				535.3				
ACT RESTORING MOUTHWASH	D212	11,130.7						1,448.6	2,686.4	4,671.7	2,324.0		
ACT THEATRE	V161	318.4			318.4				5.3				
ACTIFADE DRUGS/TOILETRIES DR	V830	7,208.4	2,348.2	4,854.9									
ACTION AGAINST HNGR/FEST	V169	349.5			349.5								
ACTION FLOORING INC	V373	388.8			388.8								
ACTIONCOACH BP	B911	940.6	940.6										
ACTIONVILLAGE.COM STORE ONLINE	V365	287.9	287.9										
ACTITRAINER MONITORING TOOL	D610	488.6	488.6										
ACTIV ON ARTHRITIS PAIN RELIEF RB	D551	6,362.9						28.1	2,864.3	3,470.4			
ACTIV ON BACK PAIN RUB	D551	458.2						1.8	163.3	293.2			
ACTIV ON JOINT&MUSCLE PN RLF RUB	D551	4,162.4						92.6	1,888.6	2,181.2			
ACTIVE INT'L	V159	319.3					0.9	302.6	11.4		4.5		
ACTIVISION BARBIE/ISLND PRNCS VD GM	G511	333.3	333.3										
ACTIVISION BEE MOVIE GAME VIDEO GM	G511	874.9						236.0			638.9		
ACTIVISION CALL/DUTY 4 MODERN WRFR	G511	7,958.7						2,020.7	11.7	1,782.7	4,143.6		
ACTIVISION DANCING WITH/STARS VD GM	G511	958.1	266.7					641.9			49.4		
ACTIVISION GUITAR HERO III VIDEO GM	G511	4,996.8	84.0					1,412.3	24.8	1,291.3	2,184.4		
ACTIVISION HOT WHEELS BEAT THAT GM	G511	329.8	329.8										
ACTIVISION MONSTER JAM VIDEO GAME	G511	355.5	132.5					94.1			128.9		
ACTIVISION SHREK/THIRD VIDEO GAME	G511	1,473.2	78.3					392.7	0.6		1,001.6		
ACTIVISION SPIDER-MAN 3 VIDEO GM	G511	4,497.2						649.6	14.7	1,046.1	2,786.8		
ACTIVISION SPIDER-MAN FRIEND/FOE/GM	G511	960.3	70.0					261.1			629.3		
ACTIVISION TONY HAWKS PRVNG GRND/GM	G511	3,764.8	143.3					425.7	29.2	1,198.6	1,968.0		
ACTIVISION TRANSFORMERS/GAME VD GM	G511	2,588.9						294.9	5.2	608.6	1,680.2		
ACTIVISION WORLD SERIES/PKR 08 GM	G511	410.4	159.1								251.3		
ACTIVISION WORLD SERIES/POKER VD GM	G511	484.5							0.1		484.4		
ACTIVISION WORLD SRS/PKR TRNMNT/CHM	G511	417.4						280.0	0.4		137.0		
ACTONE OSTEOPOROSIS RX	D560	56,973.0	13,409.6	4,345.1	2,237.0				16,907.0	65.1	4,873.2	15,136.0	
ACTOS DIABETES RX	D560	12,687.0	2,050.0		9,136.1	1,487.6	13.1						
ACTRON AUTOSCANNERS DIAGNOSTIC EQUIP	G130	1,321.5	1,321.5										
ACURA AUTO DIV CP	T112	1,320.5	104.1			854.1		342.8			19.5		
ACURA AUTO&TRK PRE-OWNED	T115	876.2										876.2	
ACURA AUTO&TRK VAR	T115	16,086.0			76.6	843.7	780.6	1,990.3	8,693.5	4.4	2,840.2	719.6	137.0
ACURA AUTO&TRK VAR LEASING	T115	1,939.4			260.3	104.3		552.8	482.2		539.8		
ACURA AUTOS RL	T112	12,640.3	8,711.7	834.8	82.8			1,050.1	1,315.3			645.8	
ACURA AUTOS RL LEASING	T112	1,056.2			35.2				1,007.9			13.1	
ACURA AUTOS TL	T112	28,698.4	10,189.4	571.8	4,287.4	2,096.3		2,401.1	8,132.0			1,020.4	
ACURA AUTOS TL LEASING	T112	34,041.0			4,709.6	1,410.5		2,065.4	23,324.2			2,531.2	
ACURA AUTOS TSX	T122	12,048.6	6,810.8		2,757.0						2,324.4		156.5
ACURA AUTOS TSX LEASING	T122	12,030.3			4,231.9	1,532.4		12.5	5,407.7			845.8	
ACURA AUTOS VAR	T122	2,521.3			1,719.9	285.8		261.2	191.2			63.3	
ACURA AUTOS VAR LEASING	T122	1,766.1			1,694.6	71.4							
ACURA BY EXECUTIVE	V212	400.9			383.0					17.8			
ACURA CLASSIC TENNIS TRN	T115	270.5				243.7				26.8			
ACURA DLR ASSN MDX	T122	339.8								339.8			
ACURA DLR ASSN MDX LEASING	T122	1,515.8								1,515.8			
ACURA DLR ASSN TL	T122	327.9								327.9			
ACURA DLR ASSN TSX	T122	1,608.1								1,608.1			
ACURA DLR ASSN VAR AUTO&TRK	T122	250.2								250.2			
ACURA DLR ASSN VAR AUTO&TRK LEASING	T122	2,689.0			234.4					2,454.6			
ACURA OF LIBERTYVILLE	V212	764.5								764.5			
		448.0			448.0								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ACURA OF MANHATTAN	V212	698.0			686.1	11.9							
ACURA OF RAMSEY	V212	990.9			990.9								
ACURA OF RAMSEY & MAHWAH HONDA	V212	439.1			439.1								
ACURA OF WESTCHESTER	V212	297.0			60.0	237.0							
ACURA TRUCKS MDX	T118	38,583.3	11,004.9	457.4	258.9			3,735.6	20,392.5	4.4	2,729.5		
ACURA TRUCKS MDX LEASING	T118	20,743.5			834.4	244.8		3,489.0	14,175.8		1,999.5		
ACURA TRUCKS RDX	T118	27,090.2	13,053.5	739.8	2,141.0	2,108.9		2,168.4	4,142.8		2,735.7		
ACURA TRUCKS RDX LEASING	T118	10,633.5			2,297.5	1,107.0		2,520.0	3,119.9	8.8	1,580.3		
ACUVUE 1 DAY DISPOSABLE CONTACT LENS	D630	863.2											863.2
ACUVUE ADVANCE CONTACT LENS	D630	23,954.3						9,210.8	397.8	2,971.6	11,374.2		
ACUVUE OASYS CONTACT LENS	D630	7,155.8						2,765.7	91.4	968.1	3,079.9		250.7
ACUVUE VAR CONTACT LENSES	D630	281.8					281.8						
ACUVUE/CONTACT LENS & CLEAN&CLR/CLNSR	D630	542.5	542.5										
AD INK SERVICES	B651	5,951.4	5,951.4										
ADA RECORDS VAR RECORDINGS	H531	252.0	252.0										
ADAM & EVE VAR VIDEOS DR	V873	573.1	573.1										
ADAM AIRCRAFT	T300	276.3	276.3										
ADAM GINSBERG INTRNT INC SEMINAR	G820	1,996.9			1,996.9								
ADAM S KUTNER ATTY	V151	2,194.0						2,194.0					
ADAMECS HARLEY-DAVIDSON	V233	348.1					191.6		156.5				
ADAMEVE.COM ONLINE	V159	456.1	195.8								244.8		15.5
ADAMM AREA AUTO DLRS	V219	604.1			604.1								
ADAMS FLEA & TICK PDT'S	G640	3,053.4	3,053.4										
ADAMS GOLF CLUBS	G460	903.1	297.5		20.8			421.5			163.3		
ADAMS HOMES RE DEV	B452	840.7			71.3		769.3						
ADAMS IDEA A3 BOXER GOLF CLUBS	G460	1,190.9						866.3			324.6		
ADAMS IDEA GOLF CLUBS	G460	1,042.9	973.8		69.1								
ADAMS IDEA PRO GOLF CLUBS	G460	1,144.7	307.1					829.0	6.8		1.7		
ADAMS IDEA TECH OS GOLF CLUBS	G460	908.6	908.6										
ADAMS INSIGHT GOLF CLUBS	G460	1,071.8	74.8			331.7		564.7			100.6		
ADAMS SUPER FOOD STORES	V346	335.6			335.6								
ADAMS TOYOTA	V212	491.8			115.8				376.0				
ADAMSON FORD	V211	1,724.0			1,724.0								
ADAMSONS UNIV AUTOPLEX	V241	301.5			301.5								
ADELE WECHSLER BRIDAL GOWNS WOMEN	A130	290.1	290.1										
ADELPHI UNIVERSITY	G810	800.0		114.4	637.9	47.7							
ADHDROADMAP.COM ONLINE	B670	9,390.4						1,638.2	290.7	6,613.6	847.9		
ADIAMONDISFOREVER.COM ONLINE	B670	874.7				874.7							
ADIDAS 30 DET SNEAKERS MEN	A321	377.0	377.0										
ADIDAS ACTION 3 TECH AP/DEOD	D260	738.9	738.9										
ADIDAS ADISTAR CONTROL SNEAKERS M&W	A321	1,111.5	1,111.5										
ADIDAS ADISTAR SNEAKERS MEN & WOMEN	A321	375.5	375.5										
ADIDAS APPAREL	A990	1,201.5			282.1		862.0				57.4		
ADIDAS GOLF SHOES	G460	1,866.1	1,683.9					16.6			165.6		
ADIDAS GOLF SHOES & SHIRTS MEN	G460	266.4	266.4										
ADIDAS MOVES FRAGRANCE MEN	D410	1,477.1	1,477.1										
ADIDAS MOVES FRAGRANCE MEN & WOMEN	D180	668.4	668.4										
ADIDAS SHOE STORE FAMILY	V313	577.1				36.8						540.3	
ADIDAS SNEAKERS MEN	A321	19,262.3	462.7					4,895.7	2,213.9	1,850.4	9,839.6		
ADIDAS SNEAKERS MEN & WOMEN	A321	1,560.4	98.1						1,350.9		102.4		9.0
ADIDAS SNEAKERS WOMEN	A321	2,506.7	40.8					448.9	587.8	86.4	1,342.8		
ADIDAS SNEAKERS&SPORTSWEAR M&W	A321	458.8				425.9							32.8
ADIDAS SOCCER SHOES	G490	556.6						99.3	6.0		451.4		
ADIDAS SUPERNOVA CUSHION SNEAKERS M	A321	455.9	455.9										
ADIDAS SUPERNOVA CUSHION SNEAKERS W	A321	471.4	471.4										
ADIDAS SUPERNOVA FRMTN SHRTS&SNKRS W	A141	272.0	272.0										
ADIDAS SUPERNOVA FRMTN SNEAKERS M&W	A321	399.3	399.3										
ADIDAS SUPERSTAR II SNEAKERS WOMEN	A321	455.0	455.0										
ADIDAS SUPERSTAR SNEAKERS MEN & W	A321	279.3	279.3										
ADIDAS TOUR 360 GOLF SHOES	G460	924.1	924.1										
ADIDAS TRACK SHOES WOMEN	A322	296.9								296.9			
ADIDAS VAR SNEAKERS MEN	A321	278.8	278.8										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ADIDAS Y-3 SNEAKERS & SPORTSWEAR W	A321	620.0	162.6	457.4									
ADIDAS Y-3 SNEAKERS MEN	A321	466.6	237.9	228.7									
ADLER & ASSOC ATTY/LAW	V151	649.2			649.2								
ADLERS JEWELERS	V314	648.5			416.7		178.8		53.1				
ADMINISTAFF BUSINESS SVC	V129	378.8									378.8		
ADMINISTAFF RECRUITMENT	B912	267.4			14.7								252.7
ADMINISTAFF SML BUS CLSC	B913	330.5			13.9				31.7			285.0	
ADMINISTAFF TEMP SVC	B913	1,694.8			5.3	4.7	17.2				193.0	520.0	954.6
ADMIRALTY YACHT SALES	G430	271.4	271.4										
ADMIT 1 TICKETS SVC	V169	1,788.4	151.2			1,637.2							
ADOLPH COORS CO CORP PSA	F611	807.4									807.4		
ADOPT US KIDS/PSA	B323	23,038.4						21,476.8	797.5		764.0		
ADOPT-A-CHILD/PSA	B323	801.1							799.5		1.6		
ADOPTION&FOSTER CARE/PSA	B323	488.6							488.6				
ADORAMA MISC DR	V859	12,897.8	12,897.8										
ADORAMA STORE ONLINE	V372	2,557.0	2,557.0										
ADRIANAS INS AGENCY	B430	835.4							835.4				
ADRIANO GOLDSCHMIED JEANS M & W	A142	293.9					293.9						
ADRIANO GOLDSCHMIED STR MEN & WOMEN	V311	2,068.7	2,068.7										
ADRIANO GOLDSCHMIED STR WOMEN	V311	1,016.3	1,016.3										
ADSSERTS MEDIA SERVICES	B651	7,304.5	7,304.5										
ADT COMPANION SERVICES MED ALRT SYS	D610	1,460.3							2.1		1,458.2		
ADT QUIETCARE SECURITY SYSTEM & SVC	H625	314.3							2.1		312.2		
ADT SAFEWATCH SECURITY SYSTEM & SVC	H625	2,133.5							120.0	3.2		2,010.3	
ADT SECURE SYSTEM & SVC	H625	29,522.9			655.3				14,990.5	137.9		13,739.2	
ADULT 55 COMMUNITES MAG	B623	349.7			349.7								
ADVAIR ASTHMA RX	D560	124,396.2	55,497.2	5,774.1	1,882.8				36,658.9	7,247.8	8,393.2	8,942.1	
ADVANCE AMERICA CASH ADV CON SVC	V129	2,994.3							2,994.3				
ADVANCE AUTO PARTS STORE	V380	13,460.1	224.8		1,075.7		585.1	84.8	643.1		5,068.8	5,282.4	495.4
ADVANCE BUSINESS SYSTEMS	V322	361.7							361.7				
ADVANCE CARPET ONE	V373	443.3							443.3				
ADVANCED & GOODYEAR AUTO	V241	345.1			345.1								
ADVANCED AMERICA CONSUMER SERVICES	B124	1,219.7					50.3						1,169.4
ADVANCED FOUNDATION RPR	V171	786.1							756.1				30.0
ADVANCED HEARING AID CTR	V139	1,201.8			1,199.6				2.2				
ADVANCED HEARING CENTER	V139	423.2			262.5		8.0		152.6				
ADVANCED LASER CENTER	V133	342.0			21.5		11.5		309.1				
ADVANCED LIPO DSDLV CTR	V133	1,245.9			2.2				1,243.6				
ADVANCED MEDICAL INST	V133	276.5			276.5								
ADVANCED MICRO DVCS INC CP	B512	1,952.8	42.8		813.9	1,096.1							
ADVANCED TECHNOLOGY SVC	V129	493.3	493.3										
ADVARSTAR MOTORCYCLE SHW	V164	608.6	608.6										
ADVANTA BANK CONSUMER SERVICES	B211	448.2			448.2								
ADVANTA PLATINUM BUS MASTERCARD	B111	627.1	627.1										
ADVANTAGE AUTO DLR	V219	515.0			495.9		19.1						
ADVANTAGE CAT & DOG RX	G640	404.6	404.6										
ADVANTAGE CAT RX	G640	565.3	565.3										
ADVANTAGE CHEVROLET	V211	1,821.2			1,761.2		60.0						
ADVANTAGE FINANCIAL CONSUMER SVC	B129	831.4			818.4		13.0						
ADVANTAGE HLTH SLTS INS	B430	410.8					185.1		225.6				
ADVANTAGE HYUNDAI	V212	776.5			776.5								
ADVANTAGE MULTI CAT RX	G640	4,010.2						2,990.8			1,019.4		
ADVANTAGE MULTI DOG RX	G640	4,772.3						3,782.2	0.0		990.0		
ADVANTAGE NISSAN	V212	828.6			828.6								
ADVANTAGE PREFERRED PLUS MEDICAL INS	B412	274.2			274.2								
ADVANTAGE RENT-A-CAR	T151	297.7			110.7		143.4		43.6				
ADVANTAGE SUZUKI	V212	414.7			182.2				232.5				
ADVANTAGE TAX RESOLUTION CON SVC	B129	6,138.6						70.0	37.6	742.8	5,288.3		
ADVANTAGE TOYOTA	V212	1,279.8			671.8				608.0				
ADVANTRA MEDICARE ADVANTAGE PLAN	B412	252.0							252.0				
ADVENT PDTS DEV MISC DR	V859	858.7							858.7				
ADVENT PDTS DEVELOPMENT	V129	1,714.9							1,714.9				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ADVENTURE AQUARIUM	V166	970.5			207.6				762.9				
ADVENTURE ISLAND PARK	T440	339.1					14.3		324.8				
ADVENTURELAND PARK	T440	638.4							638.4				
ADVENTURES BY DISNEY	T420	3,042.4	3,041.0						1.3				
ADVENTURES/INDN JNS SRS VIDEOS	H532	251.2	251.2										
ADVENTURES/TRAVEL EXPO	V164	1,192.5	380.5		812.0								
ADVERTISING MINDS SVC	B651	262.2	262.2										
ADVERTISING WEEK EVENT	V169	308.6				259.7			49.0				
ADVIL COLD & SINUS LIQUI-GELS	D521	9,353.7						4,277.1	45.5	3,306.8	1,709.1	15.2	
ADVIL COLD & SINUS REMEDIES	D521	255.0										255.0	
ADVIL PAIN RELIEVER LIQUI-GELS	D511	4,092.6						1,971.2	20.8	1,424.6	676.1		
ADVIL PAIN RELIEVER TABLETS	D511	50,974.3	6,842.1					19,657.6	208.9	11,905.3	11,785.8	574.6	
ADVIL PAIN REMEDIES	D511	1,902.4										1,902.4	
ADVIL PM LIQUI-GELS	D511	1,431.6	1,431.1						0.0		0.5		
ADVIL PM PAIN CAPLETS	D511	33,303.7	4,118.8					14,023.5	174.3	9,665.1	4,624.2	697.8	
ADVOCATE CHRIST MED CTR	V133	326.7		262.2			64.5						
ADVOCATE GD SHPHRD HOSP	V133	267.4		267.4									
ADVOCATE HEALTHCARE	V133	480.3	41.8		29.8		347.6		61.1				
AEG CONCERTS	V161	732.8	61.6				663.9						7.4
AEG LIVE ENTERTAINMENT	V161	681.1	337.9			200.3	142.9						
AEGON INSURANCE GROUP	B430	528.0	310.4		126.2		91.4						
AEP AMER ELECT POWER CO	V173	812.2			71.0		9.3		711.3				20.5
AER LINGUS AIRLINES INTL	T414	6,649.1			6,217.1	432.1							
AERO DRAPERY STORE	V374	1,017.3			1,017.3								
AEROBED INFLATABLE MATTRESS	H122	1,686.2	690.2							996.0			
AEROGARDEN MISC DR	V859	3,774.0							6.9	277.4	3,489.8		
AEROGROW INTL INC HOUSEHOLD DR	V872	259.1			116.5	142.6							
AEROMEXICO AIRLINES INTL	V853	388.5	322.7	65.8									
AEROMOTIVE AUTOMOTIVE DR	T414	1,452.0		227.3	190.5	83.9	22.1		890.8				37.5
AEROPOSTALE CLOTHING STR WOMEN	V880	606.6	606.6										
AEROSOLES BOOTS WOMEN	V311	835.5	835.5										
AEROSOLES SHOE STORE MEN & WOMEN	A310	1,434.6	1,434.6										
AEROSOLES SHOES WOMEN	V313	833.3					833.3						
AETNA INC CP	A310	1,650.1	1,650.1										
AETNA LIFE INSURANCE VAR INSURANCE	B411	804.0	795.9		8.1								
AETNA LIFE&CASUALTY MEDICAL INS	B429	262.8					262.8						
AETNA LIFE&CASUALTY VAR INSURANCE	B412	761.9						183.0				578.9	
AETNA MEDICAL INSURANCE	B429	729.5					729.5						
AETNA MEDICARE INSURANCE	B412	2,285.4	504.1		856.3		95.3						829.8
AETNA PERSONAL HEALTH RECORD	B412	1,144.0			18.1				1,110.9	15.0			
AETNA US HEALTHCARE HEALTHFUND	B429	661.2						661.2					
AETNA US HEALTHCARE MEDICAL INS	B412	1,386.0	533.9			852.1							
AETNA US HEALTHCARE MEDICARE	B412	3,176.6	333.1		498.8	1,380.5			260.5			703.8	
AETNA US HEALTHCARE VAR INSURANCE	B412	6,037.1			3,182.8	28.1			2,772.1			54.0	
AETRIS CLN HM CMFRT SVC	B429	2,006.1			1,839.1		167.0						
AFAM-13 NIGHTS/HLWN PAID PROMO	V179	303.9			303.9								
AFAM-25 DAYS/CHRISTMAS PAID PROMO	B642	627.2	627.2										
AFAM-BIG SHOTS PAID PROMO	B642	2,418.6	1,964.5	454.1									
AFAM-HOLIDAY/HANDCUFS PAID PROMO	B642	287.5		287.5									
AFAM-LINCOLN HEIGHTS PAID PROMO	B642	665.0	565.5							99.5			
AFAM-NATURE OF/BEAST PAID PROMO	B642	1,600.6	1,600.6										
AFFINITY BANK RECRUITMENT	B642	1,521.5	1,161.5	360.0									
AFFINITY MEDICAL INSURANCE	B912	437.3			437.3								
AFFINITY TRUMPET MOBILE WIRELESS SVC	B412	2,083.9			1,954.4				129.6				
AFFLUENT MEDIA	B223	268.6											268.6
AFFORDABLE DENTURES	B651	22,447.8	22,447.8										
AFFORDABLE HEARING CTR	V133	2,860.3			193.8		230.5		2,436.0				
AFFORDABLE PRTBLRS ELECT	V139	358.5			358.5								
AFI AMERICAN FILM INST	V361	575.0			575.0								
AFICIONADO PRE-PAID PHONE CARD	B329	273.0	242.0		31.0								
AFLAC ALL AMER/BSBL CLSC	B231	335.6							335.6				
	B429	296.8			77.4	219.4							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
AFLAC CONSUMER SERVICES	B129	11,048.5	11,048.5						1.5				
AFLAC INC CP	B429	1,774.0	1,539.0		61.4	168.6					3.6		
AFLAC MEDICAL INSURANCE	B412	66,742.0						51,179.8	691.5	13.2	11,279.1	3,578.4	
AFL-CIO UNION	B321	917.1		205.9	623.7				30.9		48.1		8.5
AFRIN ALL NIGHT NASAL SPRAY	D521	3,320.1						1,706.2	216.9	242.9	1,154.1		
AFRIN NO DRIP NASAL SPRAY	D521	11,580.4						7,768.7	86.9	1,464.6	2,260.3		
AFSCME UNION	B321	723.1			88.4	41.1	65.6		222.1				6.3
AFTER DARK CAPTIVITY MOVIE	B660	3,757.1			657.0	116.6		1,120.7	3.3	92.6	1,766.8		
AFTER DARK FIERCE PEOPLE MOVIE	B660	510.1			238.8	271.3							
AFTER DARK FILMS VAR MOVIES	B660	2,872.2						2,872.2					
AFTER DARK HORRORFEST	V169	1,296.3							100.1	0.0		1,196.2	
AFTER DARK HORRORFEST VAR VIDEOS	H532	1,001.8								4.8		997.0	
AFTER DARK SKINWALKERS MOVIE	B660	1,811.1				12.3			76.6	4.8	56.8	1,660.6	
AFTER DARK WRISTCUTTERS MOVIE	B660	1,194.2			347.7	187.9				288.7		309.5	
AFTER HOURS FRMLWR STR FAMILY	V311	279.3	279.3										
AFTER HOURS FRMLWR STR MEN	V311	3,444.5	3,442.2		2.3								
AFTER HOURS PHONE SERVICE	V156	860.3							860.3				
AFTER SIX FORMALWEAR WOMEN	A130	704.3	704.3										
AFTERMATH 50 CENT CURTIS RC	H531	384.1				16.1					368.0		
AG EDWARDS & SONS CONSUMER SERVICES	B122	10,564.1	3,385.7		722.8	732.5	87.5		150.6		5,485.0		
AGA CORREA JEWELRY DR	V810	3,110.0	3,110.0										
AGENDA/PSA	B323	950.0							950.0				
AGENTI MEDIA SERVICES	B651	4,956.9	4,956.9										
AGILITY LOGISTICS SVC	V121	298.4				1.6		182.0			114.8		
AGIO DESIGNS OUTDOOR FURNITURE	H121	2,547.5	2,547.5										
AGNONA COATS & GLOVES WOMEN	A120	293.3	293.3										
AGOSTINO ANTIQUES LTD	V379	364.8	298.7			47.5	18.6						
AGRIBANK VIETNAM BANK INTL	B121	297.9					297.9						
AGRISURE CORN SEEDS	G725	839.6							207.6	534.3	0.0		97.6
AGUA CALIENTE BAND/ORG	B329	318.3	318.3										
AGUA CALIENTE CASINO	V169	845.7				113.9		723.7		8.1			
AGUA CALIENTE CASINO & SPA RESORT CSN	T431	1,268.1		46.0	800.2					421.8			
AGUA DULCE VINEYARDS WINE	F620	1,786.0				1,786.0							
AHARTS MARKET FOOD STORE	V346	310.0				310.0							
AHAVAH SKIN CARE PDTS	D110	1,506.7	1,506.7										
AHMANSON THEATRE	V161	408.7				370.8	38.0						
AHMANSON THEATRE & CTR THEATRE GROUP	V161	1,074.4				1,074.4							
AHRC RECRUITMENT	B912	471.3				471.3							
AHQ AGNCY/HLTH/QLTY/PSA	B323	1,812.8							227.3		1,585.5		
AIA AMER INST/ARCHITECTS	V171	2,391.8	476.7		22.0							1,893.0	
AICON USA YACHTS	G430	363.9	363.9										
AID AUTO STORES	V380	693.5				693.5							
AIDS AWARENESS/PSA	B323	1,933.0							137.8	864.6	930.6		
AIDS TEST/EARLY INTR/PSA	B323	2,564.6								813.2		1,751.4	
AIDS WALK BENEFIT/PSA	B323	776.0								776.0			
AIG ADVISOR GROUP CONSUMER SERVICES	B129	352.3			137.5	168.6			44.5		1.7		
AIG AMERICAN INTL GROUP CP	B429	7,429.2	6,823.2	264.0		308.5			7.8		25.8		
AIG AUTO INSURANCE	B422	27,376.6			10.2		49.0	0.0	1,467.5	817.4	24,992.6		40.0
AIG BUSINESS INSURANCE	B423	1,428.4	755.1			673.4							
AIG CONSUMER SERVICES	B124	2,245.6	1,951.6			294.0							
AIG INSURANCE & FIN SVC	B429	29,324.6	51.6						25,013.8	377.6	3,881.7		
AIG INSURANCE DR	V829	13,345.9								72.6	121.2	13,152.1	
AIG ONLINE	B429	1,202.2										1,202.2	
AIG RETIREMENT INSURANCE	B429	1,015.5	1,015.5										
AIG TRAVEL GUARD TRAVEL INSURANCE	B429	432.7			432.7								
AIG VAR INSURANCE	B429	820.1	25.8		101.5		59.8	631.0			1.9		
AIMPOINT ELECTRONIC GUN SIGHTS	G420	314.2	314.2										
AINSWORTH NOAH&ASSOC	V379	483.5	483.5										
AIPTEK DIGITAL CAMCORDER	H511	452.4	452.4										
AIR ARND/CLK AC&APPL SV	V174	258.5						77.3		181.2			
AIR CANADA AIRLINES INTL	T414	2,130.2	2,040.3		90.0								
AIR CHEK WINDOW DEPOT	V376	264.4			218.7		45.6						

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
AIR CHINA AIRLINES INTL	T414	368.7	338.4								30.3		
AIR CLIMBER EXERCISE EQUIP DR	V851	327.6							235.0		92.6		
AIR FRANCE AIRLINES INTL	T414	11,973.2	4,662.4		2,483.2	3,953.0					847.3		27.3
AIR GREENLAND INTL	T414	329.8	153.1		123.3	53.4							
AIR GROUP HTG & AC CONTR	V174	580.9			580.9								
AIR HEADS CANDY	F510	2,289.2							1,141.6	0.4	1,147.2		
AIR HEADS XTREMES CANDY	F510	1,679.1							832.4	0.4	846.3		
AIR HOGS TOYS DR	V851	38,495.3							2,165.2	10.8	122.2	36,197.1	
AIR JAMAICA AIRLINES INTL	T414	2,909.2	22.7		2,170.3		413.1			303.0			
AIR JAMAICA VACATIONS	T420	337.8	260.5		77.4								
AIR LINE PILOTS ASSN	B329	314.4			196.2	106.4	11.8						
AIR NEW ZEALAND AIRLINES INTL	T414	2,729.5	1,279.8	98.9	974.7	66.7	309.3		0.1				
AIR SHOW/VAR SPON	V169	321.6								321.6			
AIR ZOO MUSEUM	V166	455.7	19.2	316.0	14.5					106.0			
AIRBORNE COLD REMEDY	D521	400.0	28.5	366.2			5.3						
AIRBORNE COLD TABLETS	D521	6,448.1							2,594.2	117.6	2,511.2	1,225.1	
AIRBORNE NIGHTTIME IMMUNE BSTNG TABS	D521	924.1							482.9	15.7	357.2	68.3	
AIRBORNE ON/GO IMMUNITY BSTNG PKCT	D521	445.7	445.7										
AIRBORNE SEASONAL DIETARY SUPPLEMENT	D543	418.1	418.1										
AIRBUS INDUSTRIE AIRCRAFT	T300	1,490.9	982.4			508.5							
AIRCRAFT SPRUCE&SPCLTY MULTI-PDTS DR	V899	276.3	276.3										
AIRLINE PILOTS ASSN INTL	B329	419.4				301.0	118.4						
AIRMAR WEATHER STATION	G130	293.3	293.3										
AIROOM CONTRACTOR	V171	2,033.1			2,033.1								
AIRPARK CHRYSLER JEEP	V211	932.1			932.1								
AIRPORT HOME APPLIANCE	V371	2,990.0			2,509.9				480.1				
AIRPORT HONDA	V212	700.4					27.2		673.2				
AIRPORT MARINA HONDA	V212	1,092.1			1,092.1								
AIRPORT MARINA HONDA &MRN DLRY TOY	V212	894.4			894.4								
AIRPORT PLAZA JEWELERS	V314	582.5							582.5				
AIRPORT TOYOTA	V212	289.3			228.5				60.8				
AIRTRAN AIRWAYS & WALT DISNEY WORLD	T413	458.4			458.4								
AIRTRAN AIRWAYS DOM	T413	9,007.5	365.1		1,706.8	165.2	2,141.0		3,520.2	18.6	35.7		1,054.8
AIRTRAN AIRWAYS INC CP	T413	262.0	241.4						20.7				
AIRTRAN AIRWAYS ONLINE	T413	782.9			118.0				664.9				
AIRWICK FRESHMATIC AIR FRESHNER SYS	H353	2,713.6						1,600.3	152.6	229.3	731.4		
AIRWICK FRESHMATIC MINI AIR FRSHNR	H353	11,111.3						4,561.1	810.8	1,447.5	4,291.9		
AIRWICK FRESHMATIC ULTRA AIR FRSHNR	H353	16,463.9						7,704.1	772.6	2,364.6	5,622.6		
AIRWICK HIDDEN PLEASURES SCENTED OIL	H353	15,164.5						6,333.6	1,398.0	2,319.3	4,913.6		
AIRWICK NITE LIGHT SCENTED OIL	H353	2,336.8						1,081.2	175.1	113.3	967.2		
AIRWICK SCENTED OIL	H353	10,446.1						5,205.3	831.7	837.6	3,571.5		
AIS AUTO INS SPECIALISTS	B430	1,766.9							1,766.9				
AIU AMER INTRCNTNTL UNIV	G810	1,735.5			18.0		3.7		1,713.7				
AIU AMER INTRCNTNTL UNIV ONLINE	G810	1,780.0					2.0		0.5	17.8	1,759.7		
AJ BILLIG&CO AUCTIONEER	V122	297.9			292.3	1.6	4.0						
AJ WRIGHT CLOTHING STORE CHILDREN	V311	466.1							356.5				109.6
AJ WRIGHT CLOTHING STORE FAMILY	V311	3,150.5			190.5	26.5	179.9		2,753.7				
AJ WRIGHT CLOTHING STORE MEN	V311	365.0							365.0				
AJ WRIGHT CLOTHING STORE MEN & WOMEN	V311	4,122.0			2.3		142.1		1,573.9				2,403.7
AJ WRIGHT CLOTHING STORE WOMEN	V311	610.6							610.6				
AJC.COM ONLINE	B622	315.8							315.8				
AJS FINE FOOD MARKET	V345	1,093.4				801.3			292.2				
AJS LANDSCAPING & DESIGN	V154	280.1							280.1				
AK ANNE KLEIN APPAREL	A990	351.5	351.5										
AKA RE DEV	B452	421.8	193.1	228.7				245.4					
AKADEMIKS APPAREL	A990	2,390.2	2,144.8										
AKADEMIKS RTW & ACCESSORIES WOMEN	A190	966.0	966.0										
AKADEMIKS RTW WOMEN	A190	410.9	410.9										
AKADEMIKS SHOES WOMEN	A310	320.3	320.3										
AKAVAR 20/50 DRUGS/TOILETRIES DR	V830	18,198.8	11,416.8	6,781.9									
AKAVAR DRUGS/TOILETRIES DR	V830	2,729.9			50.3				197.3		2,482.3		
AKC AMERICAN KENNEL CLUB	V158	1,569.9	10.7	1,244.3	56.2		8.7	123.0	30.9		96.1		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
AKEENA SOLAR CONTRACTOR	V174	633.7	89.0		521.4		23.3						
AKRAPOVIC MOTORCYCLE EXHAUST SYS	T149	276.5	276.5										
AKRIS CLOTHING STR WOMEN	V311	1,411.3	1,150.1	248.4	3.0	9.8							
AKRIS RTW WOMEN	A190	1,400.8	1,385.0			15.9							
AKRON CHILDRENS HOSPITAL	V133	364.2			60.3		42.7		261.2				
AKRON GENERAL HOSPITAL	V133	499.5					2.3		497.2				
AKRON GENERAL MED CTR	V133	561.9			370.0		134.3		57.6				
AKRON-CANTON RGNL ARPRT	T300	1,076.1	11.6		114.5				950.0				
AL DEEBY DODGE & BILL SNETHKAMP AUTO	V219	378.5			378.5								
AL FRESCO SAUSAGE	F331	639.5	639.5										
AL HENDRICKSON TOYOTA	V212	4,471.8			4,388.1				83.7				
AL HIRSCHFELD THEATRE	V161	1,148.7			557.2	591.5							
AL MEYERS FURN STORE	V375	316.1			316.1								
AL OTRO LADO VIDEO	H532	4,418.7							4,178.8		239.9		
AL PIEMONTE CAD CHEV	V211	300.9			300.9								
AL PIEMONTE CADILLAC	V211	1,248.3			1,222.6				25.6				
AL PIEMONTE FORD	V211	1,018.9			4.2				1,014.6				
AL SERRA AUTO PLAZA	V219	439.3			18.8				420.5				
ALA MOANA HOTEL HI	T432	626.1	403.2		154.0	68.8							
ALABAMA ADVENTURE THM PR	T440	572.4					60.5		512.0				
ALABAMA GULF COAST TP	T433	435.7	182.2						251.6		1.9		
ALABAMA POWER CO	V173	1,951.6	156.6		4.4		418.8		1,371.7				
ALABAMA STATE TP	T433	2,507.6	1,193.4						1,250.3		64.0		
ALABAMA TITLE LOANS CONSUMER SVC	B124	284.0					45.4		238.6				
ALADDIN BAIL BONDS	V159	2,299.4							2,256.9				42.5
ALADDIN RESORT & CASINO	T431	729.7			191.3		488.2		50.2				
ALAGIO HAIR CARE PDTs	D320	888.7	888.7										
ALAIN PINEL REALTORS	B451	2,750.5			2,750.5								
ALAMEDA COUNTY AUCTION	V122	1,076.5			1,076.5								
ALAMEDA SUPERIOR COURT	B315	546.5			546.5								
ALAMO COMMUNITY COLLEGES	G810	285.2			58.9				226.2				
ALAMO RENT-A-CAR	T151	6,114.5	509.1				61.5	5,534.3	9.7				
ALAMO SHOES STORE WOMEN	V313	317.5			317.5								
ALAMOSA PCS WIRELESS SERVICE	B223	1,852.5											1,852.5
ALAN BITTNER MD	V132	292.5			292.5								
ALAN FURS STORE	V312	329.0			121.5				207.5				
AL-ANON&ALATEEN/PSA	B323	258.3							161.8		96.4		
ALARMFORCE SECURITY SYSTEM	H625	927.1							927.1				
ALASKA & HORIZON AIRLINES INTL	T414	1,135.9			1,135.9								
ALASKA AIRLINES DOM & INTL	T413	2,051.3	68.1		9.8	28.9	861.3		77.7	5.8			999.7
ALASKA AIRLINES INTL	T414	4,413.7			4,342.8				44.7	26.1			
ALASKA AIRLINES SGNTR VS & BANK/AMER	T413	1,165.9			1,165.9								
ALASKA AIRLINES SIGNATURE VISA CARD	T413	757.4			757.4								
ALASKA AIRLINES VISA	B111	1,511.0			1,511.0								
ALASKA CRUISE TOURS	T420	348.3			348.3								
ALASKA EVENTS	V169	287.6					287.6						
ALASKA NATIVE ISP	B225	1,210.2											1,210.2
ALASKA SEAFOOD MKTG SEAFOOD	F334	826.6	826.6										
ALASKA SEAFOOD PROMO	F334	1,220.7								1,220.7			
ALASKA STATE TP	T434	2,374.8	1,224.8		67.9			0.0	401.8	292.7	387.6		
ALASKAN FUR CO	V312	297.8			178.5				119.4				
ALAVERT ALLERGY TABLETS	D521	7,273.4							3,593.8	42.8	1,919.0	1,474.9	242.9
ALBANY DODGE	V211	405.2			345.5				59.7				
ALBANY MEDICAL CENTER	V133	387.3	15.4		362.2		9.6						
ALBERHILL RANCH RE DEV	B452	306.2			129.8		176.5						
ALBERT EINSTEIN MED CTR	V133	266.2			221.0		45.2						
ALBERTA CANADA TP	T434	3,876.8	1,156.8	469.6	1,632.5	534.2	51.0		3.7	29.0			
ALBERTA FERRETTI DRESSES & SHOES W	A130	265.0	265.0										
ALBERTA FERRETTI DRESSES WOMEN	A130	1,368.3	1,368.3										
ALBERTA FERRETTI RTW WOMEN	A190	654.9	550.9	104.0									
ALBERTO VO5 HAIR STYLING&HLDNG PDTs	D330	561.8									561.8		
ALBERTO VO5 POWER CNTRL STYLING GEL	D330	2,817.4							667.9	28.2	1,702.8	418.4	

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ALBERTS JEWELERS	V314	970.2			756.2		214.0						
ALBERTSONS FOOD STORES	V345	21,693.5			3,821.0		1,980.6		9,041.8		12.5		6,837.6
ALBERTSONS FOOD STORES & OSCO DRUG	V345	682.3			682.3								
ALBERTSONS FOOD STORES & SAV ON DRUG	V345	1,188.9			1,188.9								
ALBERTVILLE PREMIUM OTLT	V620	422.6			107.4		88.4		174.2				52.6
ALBIN MARINE BOATS	G430	746.6	746.6			705.8							
ALBO DISC APPL&ELECT STR	V371	705.8											
ALBOLENE MOISTURIZING CLEANSER	D160	527.4							10.3	517.1			
ALBUQUERQUE NM TP	T433	1,414.7	1,359.5		16.8		27.2				11.3		
ALCATEL-LUCENT COMM SVC	B290	628.4	628.4										
ALCATEL-LUCENT CP	G930	1,152.4	1,152.4										
ALCOHOL ABUSE AWRNS/PSA	B323	794.5						36.1	599.4		159.0		
ALCOHOLICS ANONYMOUS/PSA	B323	56,457.5						55,691.5	701.3		64.8		
ALDEN YACHT BROKERAGE	G430	369.9	369.9										
ALDI FOOD STORE	V345	3,615.7			3,267.7				348.0				
ALDI GROCERY STORE RECRUITMENT	B912	261.8			261.8								
ALDILA NV & VS PROTO GOLF SHAFTS	G460	365.4	365.4										
ALDILA VS PROTO GOLF SHAFTS	G460	692.2	692.2										
ALDO SHOE STORE MEN	V313	1,435.7	1,435.7										
ALDO SHOE STORE MEN & WOMEN	V313	2,045.1	732.2				1,312.9						
ALDO SHOE STORE WOMEN	V313	1,738.1	1,738.1										
ALEGENT HEALTH CARE SYS	V133	295.6					85.9		209.6				
ALERT USA MISC DR	V859	12,569.9							527.4	599.7	11,442.8		
ALEVE COLD & SINUS CAPLETS	D521	1,652.6						1,012.9	8.5	200.8	430.5		
ALEVE PAIN RELIEF CAPLETS	D511	16,739.8						9,742.0	1,133.4	1,122.9	3,568.1	1,173.5	
ALEVE PAIN RELIEF LIQUI-GELS	D511	35,541.6	2,478.2					21,253.3	264.2	4,438.7	7,107.3		
ALEVE PAIN REMEDIES	D511	31,813.3	308.3					24,417.8	1,018.1	1,715.4	4,353.6		
ALEVE-D SINUS & COLD CAPLETS	D521	1,761.9						950.4	2.4	73.4	261.7	474.1	
ALEX COOPER AUCTIONS	V122	3,169.2			3,038.2	0.8			130.1				
ALEX COOPER ORIENTAL RUG	V373	330.9			211.8					119.2			
ALEX HANNA ATTY	V151	374.9								374.9			
ALEXANDER AUTO ENTRPRS	V219	258.3			251.9					6.4			
ALEXANDER WNDW SPCLT/CTR	V376	327.4			327.4								
ALEXANDER&CATALANO ATTY	V151	2,189.5					47.9		2,141.6				
ALEXANDRIA TOYOTA	V212	468.3			185.6					282.8			
ALEXANDRIA VA TP	T433	272.8	147.4		113.5		11.9						
ALEXIAN BROS HOSP NTWRK	V133	351.9			308.4		43.5						
ALEXIAN BROS HOSPITAL	V133	260.0							260.0				
ALEXS LEMONADE STAND/PSA	B323	3,586.0						3,573.3	12.7				
ALFA AUTO INSURANCE	B422	522.6	49.7							472.9			
ALFA DRUGS/TOILETRIES DR	V830	1,551.4								1,551.4			
ALFA INSURANCE SERVICES	B430	265.5	14.8		84.1					166.6			
ALFA VAR INSURANCE	B429	718.6					510.4		208.2				
ALFRED ANGELO BRIDAL GOWNS WOMEN	A130	287.6	287.6										
ALFRED ANGELO FORMAL GOWNS WOMEN	A130	310.6	310.6										
ALFRED ANGELO STORE FAMILY	V311	8,632.2	8,630.7						1.5				
ALFRED ANGELO STORE MEN & WOMEN	V311	464.4					456.3		8.1				
ALFRED ANGELO STORE WOMEN	V311	3,808.7	3,782.9		25.8								
ALFRED SUNG BRIDAL GOWNS WOMEN	A130	768.5	768.5										
ALGONQUIN HOTEL	T431	257.0			257.0								
ALHAMBRA AUTO DLR	V219	1,881.7			1,881.7								
ALHAMBRA COIN CENTER	V352	366.6			366.6								
ALIANTE COMMUNITY	B452	349.2					349.2						
ALIBABA.COM ONLINE	B670	264.2				264.2							
ALIGN DIGESTIVE AID CAPSULE	D531	980.9	122.0		858.9								
ALISON HAGGERTY AUTO	V219	1,608.8			1,608.8								
ALISON HAGGERTY CHEV	V211	3,270.0			3,270.0								
ALIVIO LEGAL ATTY	V151	632.3						632.3					
ALIZE LIQUEUR	F722	1,251.0	1,251.0										
ALK-A-SELTZER ANTACID TABS	D531	6,427.3	434.4					415.6	3.0	211.1	4,724.2	561.2	77.9
ALK-A-SELTZER PLS MCS&CNG COLD TABS	D521	2,174.5						1,342.2	3.5	351.1	457.6	20.2	
ALK-A-SELTZER PLUS COLD TABLETS	D521	14,311.4						7,836.7	39.1	1,894.6	4,242.5	298.5	

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ALK-A-SELTZER PLUS IMNTY COLD TABLETS	D521	6,345.1	40.8					3,361.1	5.0	301.4	2,636.8		
ALL ACCESS/GMQ	B623	6,056.8	6,056.8										
ALL AMER RECREATION STR	V359	279.2			279.2								
ALL AMERICAN FORD	V211	6,474.1			6,466.8		7.3						
ALL AMERICAN FORD & GREAT AMER CHEVY	V211	3,036.3			3,036.3								
ALL AMERICAN SIDING CO	V171	467.0			467.0								
ALL BABY & CHILD EXPO	V164	391.6	391.6										
ALL BORO WR WHLSLR STR MEN	V311	253.3			253.3								
ALL CITY DOORS CONTR	V171	791.5			791.5								
ALL KIDS CHILD HLTH/PRGM	B315	382.7						382.7					
ALL MY SONS MOVING&STRG	V179	517.0			0.4			516.5					
ALL NIPPON ARWYS CO LTD CP	T414	254.2				254.2							
ALL PROF PAINTING CONTR	V179	346.2			346.2								
ALL SEASONS SUNROOMS	V171	442.7			211.9			230.8					
ALL SHOOK UP PLAY	V161	303.6			10.1			293.6					
ALL SMALL & MIGHTY LIQ LAUNDRY DET	H422	16,377.2	1,143.9					9,687.3	86.7	2,819.9	2,639.5		
ALL SMALL&MIGHTY &WISK LIQ LNDRY DET	H429	378.0	378.0										
ALL SMILES DENTAL	V133	275.9			6.2			269.7					
ALL STAR NISSAN	V212	272.6			252.9			19.7					
ALL TEMP HTG & AC	V174	1,884.1			1,846.3		4.5		33.3				
ALL THINGS RED/PEOPLE	B623	260.8	260.8										
ALL YEAR CLNG&HTG CONTR	V174	1,053.6			1,053.6								
ALL YOU MAGAZINE ONLINE	B623	318.8	318.8										
ALL/GLITTERS/IN STYLE	B623	617.0	617.0										
ALL-AMERICAN DAYLILIES NURSERY STOCK	G712	340.8	340.8										
ALLCARE DENTAL&DENTURES	V133	3,584.8			752.0			2,832.8					
ALL-CLAD COOKWARE	H231	1,671.2	1,590.5		80.7								
ALLEGANT AIRLINES DOM	T413	1,965.0			898.0		23.1		891.1				152.9
ALLEN ALLEN ALN&ALN ATTY	V151	620.6					38.3		582.3				
ALLEN ANDERSON CONTR	V171	1,276.7			1,276.7								
ALLEN BROS STEAKS	F332	1,035.6	139.2										896.4
ALLEN CARPET STORES	V373	991.1			977.4		13.7						
ALLEN EDMONDS SHOE STORE MEN	V313	747.1	252.9		46.5	421.3	24.8		1.7				
ALLEN EDMONDS SHOE STORE MEN & WOMEN	V313	551.7			212.9	226.2	37.3						75.4
ALLEN EDMONDS SHOES MEN	A310	1,439.2	1,255.8		153.3	20.1							10.0
ALLEN GWYNNE CHEVROLET	V211	1,010.0						1,010.0					
ALLEN L ROTHEBERG ATTY	V151	493.2							493.2				
ALLEN PREMIUM OUTLETS	V620	421.7			181.2			240.6					
ALLEN SAMUELS AUTO ENTRP	V219	922.4			816.5			105.9					
ALLEN SAMUELS CHEVROLET	V211	294.2			238.6		53.3		2.4				
ALLEN SAMUELS DODGE	V211	1,063.3			918.3			145.0					
ALLEN SAMUELS DODGE HYND	V219	1,497.6			1,477.4			20.3					
ALLEN SAMUELS HYUNDAI	V212	868.8			678.7			190.1					
ALLEN SCHOOL	G850	1,130.9			958.2			172.7					
ALLEN TATE REALTY	B451	3,933.9			3,656.1		115.9		161.8				
ALLEN TIRE CO	V241	392.0			392.0								
ALLERGAN INC CHRONIC DRY EYE	D700	259.4	259.4										
ALLERGY CARE CENTER	V133	663.5			117.6			545.9					
ALLERGY MD IMMUNE SYSTEM SUPPORT	D543	1,546.3	726.8					0.2		819.3			
ALLGOOD CONSTRUCTION CO	V171	867.5			649.2		5.0		213.3				
ALLGOOD HOME IMPRVMNTS	V171	503.0						503.0					
ALLI REDUCING CAPSULE	D542	75,938.4	34,659.8					21,226.2	913.4	14,570.0	4,108.3		460.6
ALLIANCE COUPONS	B652	365.6			365.6								
ALLIANCE CREDIT UNION CONSUMER SVC	B124	463.9			409.3		54.7						
ALLIANCE FOR A NEW AMER	B329	377.7							87.2				290.5
ALLIANCE/QLTY NRSNG HMCR	V139	331.3			83.4				247.9				
ALLIANCE/QLTY NRSNG HMCR & AMER HLTHC	V139	352.4						352.4					
ALLIANZ AG CP	B429	6,110.5	4,614.2			1,108.4					388.0		
ALLIANZ LIFE INSURANCE	B411	1,453.9			55.9		1,398.0						
ALLIANZ SE CONSUMER SVC	B129	6,157.5	6,157.5										
ALLIANZ VAR INSURANCE & FIN SVC	B429	2,298.2	151.9			1,936.6				209.6			
ALLIANZ VIGNETTE	B429	337.4								337.4			

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ALLIE BETH ALLMAN RE	B451	692.2			692.2								
ALLIED AUTO INSURANCE	B422	327.3							327.3				
ALLIED COLLEGE	G810	453.2							453.2				
ALLIED INSURANCE AGENCY	B430	478.6			2.6		320.8		155.3				
ALLIED POOLS & SPAS STR	V175	321.9							321.9				
ALLIED POWDER COATING SV	V179	283.1			282.7				0.5				
ALLIED RICHARD BRTRM MRN	G430	1,463.4	1,441.1		14.3		8.0						
ALLISON CONDOMINIUMS	B452	694.5			694.5								
ALLISON SCOTT HANDBAGS WOMEN	A410	856.8	285.0	571.8									
ALL-PRO BAIL BONDS	V159	451.8							451.8				
ALLSTATE AGENCY BP	B911	604.1	597.7		6.4								
ALLSTATE ARENA	V166	335.0			335.0								
ALLSTATE AUTO INSURANCE	B422	198,978.8	19,220.1	1,252.9	1,944.0	1,840.4	114.5	67,159.9	3,576.5	16,099.9	80,658.4	51.4	7,060.8
ALLSTATE BOAT OWNERS INSURANCE	B429	774.9	774.9										
ALL-STATE CAREER SCHOOL	G840	517.1			25.6				491.4				
ALLSTATE CORP CP	B429	7,502.8	3,968.7		38.0	3,248.0		0.0	241.6				6.5
ALLSTATE FOUNDATION & JUNIOR ACHVMNT	B329	1,288.9			1,288.9								
ALLSTATE HOMEOWNERS INSURANCE	B421	2,741.5			130.5		53.1		0.1		1.9		2,555.9
ALLSTATE INS CO BP	B911	1,043.3	1,043.3										
ALLSTATE INSURANCE CO RECRUITMENT	B912	981.9	970.0		11.9								
ALLSTATE INSURANCE CONSUMER SERVICES	B129	4,375.1	4,062.7		312.4								
ALLSTATE INSURANCE ONLINE	B429	1,532.0	722.4			809.6							
ALLSTATE LIFE INSURANCE	B411	2,784.1	2,320.2		24.8				2.7				436.4
ALLSTATE MOTORCYCLE INSURANCE	B429	1,740.3	1,698.5		7.2								34.5
ALLSTATE PROPERTY & CASUALTY INS	B421	9,484.5											9,484.5
ALLSTATE RETIREMENT PLANS	B129	1,216.0	384.7			831.3							
ALLSTATE SUGAR BOWL GAME	B429	463.1						450.0	13.1				
ALLSTATE VAR INSURANCE	B429	36,852.8	1,764.2		5,919.1	1,087.1	11,838.7	1,366.5	1,078.5	617.2	5,105.7	3,658.4	4,417.4
ALLSTATE VIGNETTE	B429	808.2						437.5	87.2		283.5		
ALLSTATE.COM INS ONLINE	B422	10,820.0						3,416.5	412.9	1,884.9	5,105.8		
ALLTEL BUSINESS & RESIDENTIAL	B721	1,102.4	1,102.4										
ALLTEL CELLULAR STORE	B222	1,078.8			26.9		1,051.9						
ALLTEL CORP CP	V329	636.4			575.9		60.5						
ALLTEL PRE-PAID WIRELESS SVC	B260	298.2			298.2								
ALLTEL VIGNETTE	B223	948.6									948.6		
ALLTEL WIRELESS SERVICE	B213	383.6							24.5		359.1		
ALLURE ACCESS	B223	175,215.1			36,256.6		2,730.6	857.7	73,465.2	14.7	58,900.4		2,989.9
ALLURE BRIDALS BRIDAL GOWNS WOMEN	B623	3,193.1	3,193.1										
ALLURE BRIDALS BRIDAL GOWNS&FRMLWR W	A130	5,516.4	5,516.4										
ALLURE BRIDALS BRIDAL&FORMAL GOWNS W	A130	387.8	387.8										
ALLURE HOMME SPORT FRAGRANCE MEN	A130	1,120.1	1,120.1										
ALLURE MAGAZINE ONLINE	D410	1,511.6	1,377.8	133.8									
ALLURE MAGAZINE TV PROGRAM	B623	555.3	555.3										
ALLURE MEDICAL SPA	V133	1,527.5	9.6		1,343.3		170.3		4.2				
ALM LAW BUSINESS SERVICE	V151	11,803.1	10,330.5	1,472.6									
ALM MEDIA ADV SERVICE	B651	3,015.9	3,015.9										
ALMADEEN MAZDA	V212	824.2			824.2								
ALMASED TURBO NUTRITIONAL DRINK	D543	280.6	280.6										
ALMAY HYDRACOLOR LIPSTICK	D120	25,853.8	9,659.1					9,501.6	212.0	4,505.6	1,975.6		
ALMAY INTENSE I-COLOR EYE MAKEUP	D130	7,104.8						4,143.9	33.2	2,182.4	745.3		
ALMAY PURE BLENDS MINERAL MAKEUP	D140	6,768.9	6,768.9										
ALMAY SMART SHADE CREAM BLUSH	D140	1,187.7	1,187.7										
ALMAY SMART SHADE LIQUID FOUNDATION	D140	21,483.3	6,963.3					9,064.9	441.5	3,405.0	1,608.6		
ALMOND RESORTS BARBADOS	T432	631.3	452.9			20.0			1.0		157.4		
ALMOST GOLF SPORTING GOODS DR	V851	530.3									530.3		
ALMOST HITCHED/MDRN BRD	B623	619.3	619.3										
ALMOST SKATEBOARDS	G490	265.1	265.1										
ALNO CABINETS	H619	635.0	635.0										
ALOHA AIRLINES INTL	T414	448.3			122.8		75.3		250.2				
ALPERTS FURN SHOWPLACE	V375	452.8							452.8				
ALPERTS FURN WRHS&SHWRM	V375	898.8			761.6				137.2				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ALPHA BETIC MULTI VITAMIN SUPPLEMENT	D541	304.1	304.1										
ALPHA OMEGA JEWELERS	V314	1,455.5			1,337.5			118.0					
ALPHA PUBLISHING HOUSE VAR BOOKS DR	V823	584.7	508.8	75.9									
ALPHA WINDOW FACTORY	V171	590.4			590.4								
ALPHASMART NEO PORTABLE COMPUTER	B511	368.4	368.4										
ALPHATRADE QUOTE SERVICE ONLINE	B690	325.6						325.6					
ALPINE BUICK PONTIAC GMC	V211	574.6							574.6				
ALPINE CAR AUDIO SYSTEM	H513	620.2	620.2										
ALPINE JAGUAR	V213	601.6			601.6								
ALPINE LACE	F312	359.7											359.7
ALPINE LACE CHEESE	F312	1,370.4											1,370.4
ALPINE TOURIST COMMISSN TP	T434	323.9	323.9										
ALPO CHOPHOUSE ORGNLS CANNED DG FD	G611	702.7	469.2	233.5									
ALS ASSN/PSA	B323	1,228.6						1,096.8	109.2		22.6		
ALSTOM ENERGY CO	V173	2,953.5	2,953.5										
ALTA BATES SUMMIT MED CT CP	G930	332.6			332.6								
ALTAIR TRAVEL & CRUISE	T420	745.0			745.0								
ALTEC LANSING SPEAKERS	H512	436.8	436.8										
ALTER TRADING RECYCLING SYSTEMS	H627	347.9					57.8						290.1
ALTERED STATE SUPPLEMENT TABLETS	D541	383.1	383.1										
ALTERIL DRUGS/TOILETRIES DR	V830	576.6									576.6		
ALTERMAN AUDIO STEREO ST	V361	352.4			262.4		5.7		84.2				
ALTIGEN BUSINESS PHONES	B212	386.8	386.8										
ALTIMA YACHTS	G430	342.9	342.9										
ALTITUDE 2 TV NETWORK	B641	316.6			316.6								
ALTITUDE SPRT&ENTER CHNL	B642	927.0			927.0								
ALTOIDS CHOCOLATE DIPPED MINTS	F510	17,221.3	4,901.0					8,462.2	53.1	214.8	3,590.2		
ALTOIDS MINTS	F510	3,585.4	3,100.3				360.4				124.8		
ALTRIA GROUP INC CP	G930	1,269.7	1,269.7										
ALURE HOME CENTER	V376	743.0			743.0								
ALVAREZ LAW FIRM	V151	315.4							315.4				
ALVERNO COLLEGE	G810	380.8				305.7		75.1					
ALVIERO MARTINI HANDBAGS WOMEN	A410	1,046.3	1,046.3										
ALVIERO MRTN HNDBGS STR	V357	859.0	859.0										
ALVIN GOLDFARB JEWELER	V314	328.1	68.4		242.0		7.8		9.4		0.5		
ALVINA VALENTA BRIDAL GOWNS WOMEN	A130	3,680.4	3,680.4										
ALVINA VALENTA BRIDAL&FORMAL GOWNS W	A130	311.2	311.2										
ALVINA VALENTA FORMAL GOWNS WOMEN	A130	431.5	431.5										
ALVINA VALENTA FORMAL GOWNS&FRMLWR W	A130	287.6	287.6										
ALWAND VAHAN JEWLERY	A510	293.9	293.9										
ALWAYS CLEAN ULTRA THIN PAD & WIPE	D230	22,228.6	13,170.9					3,883.0	44.6	2,583.5	2,546.6		
ALWAYS DRI-LINERS PANTY LINERS	D230	3,868.2	3,868.2										
ALWAYS MAXI PADS	D230	22,471.2	9,579.6					6,724.5	136.3	3,090.0	2,940.9		
ALWAYS THIN PANTY LINERS	D230	5,151.0	5,151.0										
ALYCE DESIGNS FORMAL GOWNS WOMEN	A130	2,688.8	2,688.8										
ALYCE DESIGNS FORMAL GOWNS&FRMLWR W	A130	2,084.5	2,084.5										
ALZHEIMERS ASSN	B322	6,716.8	4,755.1	1,271.6	230.1		22.1		103.3		2.2		332.3
ALZHEIMERS RESEARCH STDY	V139	343.7							343.7				
ALZHEIMERS STUDY	V139	655.0							655.0				
AM MED DIRECT DRUGS/TOILETRIES DR	V830	8,674.9						106.0	2,797.4	3,434.4	2,337.1		
AM PM MINI MARKET	V345	5,386.8	78.3		1.7		56.7	11.3	3,234.1				2,004.7
AMAC FORMAL GOWNS WOMEN	A130	275.9	275.9										
AMALIA CARRARA BRIDAL GOWNS WOMEN	A130	2,274.7	2,274.7										
AMARULA CREAM LIQUEUR	F722	767.6	682.8				84.8						
AMATOKIN DRUGS/TOILETRIES DR	V830	2,817.9	2,474.8	343.1									
AMAZING AWAITS ORG	B329	605.4	605.4										
AMAZING GRACE MOVIE VIDEO	H532	1,947.0							996.7	48.3	95.7	806.3	
AMAZING SIDING CONTR	V171	1,041.1			600.7					440.4			
AMAZING STONE CONTRACTOR	V171	378.2			366.9					11.3			
AMAZON.COM STORE ONLINE	V355	1,844.6	537.8	471.5	85.0	93.8	0.4		5.5		284.3		366.2
AMBASSADOR THEATRE	V161	743.0			367.8	375.2							
AMBI EVEN & CLEAR ACNE TREATMENT	D552	1,219.9	1,219.9										

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
AMBI EVEN & CLEAR DAILY MOISTURIZER	D110	5,304.6	1,013.9					515.0	376.8	2,641.2	757.8		
AMBEN CR SLEEP RX	D560	190,455.7	59,084.0	12,978.2				48,082.1	5,718.9	38,176.2	26,396.8		19.6
AMBOY NATIONAL BANK CONSUMER SVC	B121	754.9			754.9								
AMC CABLE TV	B642	2,114.5	374.6		508.7	519.3	319.5						392.5
AMC FUNDING CORP LOAN CONSUMER SVC	B124	313.4			313.4								
AMC THEATRES	V165	29,734.8			29,609.6	0.9	124.3						
AMC-MAD MEN PAID PROMO	B642	879.7			122.9	142.9			323.5	290.4			
AMCORE BANK CONSUMER SERVICES	B121	363.9			361.0		3.0						
AMD OPTERON PROCESSORS	B522	1,749.5	280.4		275.7	1,193.4							
AMDEGA & MACHIN CONSERVATORIES	H614	327.5	327.5										
AMDRO ANT BLOCK ANT BAIT	H351	364.0							0.5			363.5	
AMDRO FIRE ANT INSECTICIDE	H351	2,344.1											2,344.1
AMEAL BP DIETARY SUPPLEMENT	D543	2,123.6	1,962.5		137.3	23.8							
AMEAL S NUTRITIONAL SUPPLEMENT	D543	1,504.1	1,476.8		27.3								
AMEGY BANK CONSUMER SERVICES	B121	313.0						228.5	84.5				
AMELIA ISLAND FL TP	T433	315.1	176.1		139.1								
AMELIA ISLAND PLANTATION	T431	1,321.3	551.5	235.1	320.8	81.7	132.2						
AMELIA ISLAND PLNTN DEV	B452	283.3	283.3										
AMENDOLAS FENCE CENTER	V376	601.3			601.3								
AMENITI TRAVEL CLUB	T420	467.0	467.0										
AMER GLOBAL YACHT GROUP	G430	424.2	424.2										
AMEREN ELECTRIC CO	V173	743.0			625.4				117.5				
AMERI CASH TITLE LOANS CON SVC	B124	417.2			417.2								
AMERICA DIRECTO DRUGS/TOILETRIES DR	V830	299.2							299.2				
AMERICA FIRST CREDIT UN CONSUMER SVC	B124	1,183.2			455.3		361.5		366.4				
AMERICAN ACADEMY/DRMTLGY	V133	4,548.6	4,514.3		33.8				0.4				
AMERICAN ACADEMY/FAM PHY	V133	1,058.3	409.8		13.4	496.4						138.7	
AMERICAN AIRLINES & AMER EAGLE DOM	T413	307.2			307.2								
AMERICAN AIRLINES ARENA	V166	271.1			271.1								
AMERICAN AIRLINES CENTER	V166	383.3			383.3								
AMERICAN AIRLINES DOM	T413	4,122.6	884.2		1,562.6	369.3		310.0	311.7		259.4		425.4
AMERICAN AIRLINES DOM & INTL	T413	19,475.0	5,883.0		40.1	502.7	2,618.2	569.5	3,933.6	13.5	4,508.9	770.4	635.3
AMERICAN AIRLINES INC CP	T413	1,328.5	193.5	233.3	901.6								
AMERICAN AIRLINES INTL	T414	28,199.0	11,992.0	1,127.2	6,628.9	2,623.7		640.6	2,848.6	5.7	2,332.3		
AMERICAN AIRLINES VCTNS	T420	1,148.5	505.6		461.9				181.0				
AMERICAN APPAREL LEGGINGS WOMEN	A230	342.0	342.0										
AMERICAN APPAREL STORE WOMEN	V311	1,781.3	1,781.3										
AMERICAN APPAL STORE	V371	2,024.7							2,024.7				
AMERICAN ASSN/ORL&MLX SG	V139	822.4				822.4							
AMERICAN ASSN/ORTHDTSTS	V139	2,083.7	1,611.3		0.4				73.9		398.1		
AMERICAN BABY MAGAZINE ONLINE	B623	2,347.9	2,347.9										
AMERICAN BALLET THEATRE	V161	2,773.4	1,294.7		257.6	1,214.8							6.3
AMERICAN BAR ASSN	V151	481.8	479.8		2.1								
AMERICAN BEAUTY WNDRFL FRAGRANCE W	D180	870.2	870.2										
AMERICAN BEV INSTITUTE	F739	397.7	397.7										
AMERICAN BIOSCIENCES DRUGS/TOIL DR	V830	525.5	525.5										
AMERICAN BLACK FILM FEST	V165	401.4	394.1										7.3
AMERICAN CANCER SOC/PSA	B323	1,980.1							1,623.5		356.6		
AMERICAN CANCER SOCIETY	B322	25,765.3	7,524.6	353.5	883.1	320.8	250.7	9,958.6	1,315.9	483.0	4,154.0		521.2
AMERICAN CAREER COLLEGE	G810	2,060.8			23.0					2,037.8			
AMERICAN CARPETS STORE	V373	353.9							353.9				
AMERICAN CELLULAR STORE	V329	526.3			517.0		9.3						
AMERICAN CENTURY INV CONSUMER SVC	B122	9,082.3	73.0		21.4	99.3		4,994.8	106.8	87.4	3,699.7		
AMERICAN CENTURY INV FUNDS	B125	5,771.9	1,538.1			3,799.8		200.0	63.2		170.8		
AMERICAN CHARTERED BANK CONSUMER SVC	B121	259.1			259.1								
AMERICAN CHEMISTRY CNCL	B329	25,211.3	17,111.0	1,086.0		777.3	396.6	831.6	569.0		4,400.6		39.2
AMERICAN CHILD SOC ORG	B322	1,754.2			1,754.2				809.2				
AMERICAN CHOPPER PAID PROMO	B642	809.2											
AMERICAN CLUB HOTEL RSRT	T431	868.6			56.2		66.0	738.4			8.0		
AMERICAN CNSRVTRY THTR	V161	1,160.1			1,085.2		75.0						
AMERICAN COLLECTIBLES CLCTBLS DR	V852	400.4			357.7	42.7							
AMERICAN CREMATION SOC	V157	283.2			283.2								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
AMERICAN CRUISES	T412	6,056.5	6,056.5						540.1		8.6		556.6
AMERICAN DAIRY ASSN DAIRY PDT\$	F319	1,110.9			5.7								
AMERICAN DAIRY ASSN MILK	F311	31,924.1					43.4	15,323.4	3,358.7	4,039.1	9,159.5		
AMERICAN DBTS ASSN/PSA	B323	816.7							787.4		29.2		
AMERICAN DENTAL ASSN	V139	1,541.9	1,179.7	104.0	19.9		80.1		158.2				
AMERICAN DENTAL ASSN/PSA	B323	756.4							756.4				
AMERICAN DENTAL CARE	V133	882.9					38.3		844.6				
AMERICAN DENTAL CARE INC INS DR	V829	505.8							505.8				
AMERICAN DENTAL CENTERS	V133	324.0			33.9		4.5		285.6				
AMERICAN DIABETES ASSN	B322	4,746.9	2,751.7		644.2	54.0	171.2		896.1		100.2		129.4
AMERICAN DREAM MORTGAGE CONSUMER SVC	B124	334.4			334.4								
AMERICAN EAGLE FED CR UN CON SVC	B124	1,263.7			1,246.7		17.0						
AMERICAN EAGLE OUTFITTER MEN	V311	1,457.8	1,457.8										
AMERICAN EAGLE OUTFITTER MEN & WOMEN	V311	1,547.3	1,541.4				5.9						
AMERICAN EAGLE OUTFITTER WOMEN	V311	1,974.7	1,974.7										
AMERICAN EAGLE SHOES & SNEAKERS MEN	A310	328.3	328.3										
AMERICAN EGG BOARD	F311	9,003.0	1,304.0				64.9	3,186.4	104.4	2,071.5	1,274.0	997.8	
AMERICAN ELECT POWER CO	V173	285.9	261.2				24.7						
AMERICAN ELECT&APPL STR	V361	535.5							535.5				
AMERICAN ELECTRIC POWER RECRUITMENT	B912	273.9	270.9		3.0								
AMERICAN EQUITY MORTGAGE CON SVC	B124	8,973.5							1,752.2				7,221.3
AMERICAN EXPRESS & EUROPE TP	B111	579.0	579.0										
AMERICAN EXPRESS & FL STATE TP	B111	259.4	259.4										
AMERICAN EXPRESS & MEXICO TP	B111	341.4	341.4										
AMERICAN EXPRESS BLUE CREDIT CARD	B111	5,564.4						40.0	416.1	313.2	4,795.1		
AMERICAN EXPRESS BLUE SKY CREDIT CRD	B111	4,856.9		22.7					398.8		4,435.4		
AMERICAN EXPRESS BUS CREDIT CARD	B111	18,625.4	3,660.4		10,405.5	3,689.5			263.4	93.0	438.0		75.7
AMERICAN EXPRESS BUS GOLD CREDIT CRD	B111	23,733.6	1,184.7		262.4			1,323.5	6,360.2	590.6	13,478.9		533.4
AMERICAN EXPRESS BUSINESS SERVICES	B129	708.0	698.6						9.4				
AMERICAN EXPRESS CENTURION&PLTNM CRD	B111	2,793.0	2,793.0										
AMERICAN EXPRESS CLEAR CREDIT CARD	B111	3,659.2							583.4		3,075.8		
AMERICAN EXPRESS CO CP	B111	549.2	139.6		77.7	331.9							
AMERICAN EXPRESS CREDIT CARD	B111	236,097.3	44,675.4	2,723.6	11,319.1	17,492.0		123,230.1	7,235.3	150.1	28,774.5		497.2
AMERICAN EXPRESS DELTA SKYMILES CARD	B111	452.1	104.9		268.4		60.6				18.3		
AMERICAN EXPRESS DELTA SKYMILES GOLD	B111	10,175.4	712.3	302.5	299.9				929.4	499.0	7,432.3		
AMERICAN EXPRESS GIFT CARD	B111	3,915.7			984.1	80.1			2,468.8	16.6			366.1
AMERICAN EXPRESS GOLD CARD	B111	5,316.0	14.7						720.7	230.6	4,350.0		
AMERICAN EXPRESS JETBLUE AIRWAYS CRD	B111	697.9	372.9		130.7								194.3
AMERICAN EXPRESS ONE CREDIT CARD	B111	3,272.8									3,272.8		
AMERICAN EXPRESS PLATINUM CARD	B111	8,860.4	6,702.1	311.9	16.3	1,830.2							
AMERICAN EXPRESS PLUM BUS CREDIT CRD	B111	11,925.8	2,502.4		1,634.0	849.0		1,050.3	2,441.8		3,448.2		
AMERICAN EXPRESS REWARDS GOLD CARD	B111	2,776.7						80.0	80.1	231.6	2,385.1		
AMERICAN EXPRESS SIMPLY CASH/BUS CRD	B111	14,002.6	117.7		1,601.3	22.1		1,171.2	3,406.6	907.2	6,776.5		
AMERICAN EXPRESS T CREDIT CARD	B111	495.9	323.1		172.8								
AMERICAN EXPRESS TRAVEL	T420	3,626.8	1,108.6		2,311.8	206.4							
AMERICAN EXPRESS TRAVELERS CHEQUES	B112	2,289.7			965.9				1,323.8				
AMERICAN EXPRESS VAR CREDIT CARDS	B111	7,623.7	27.2				7,596.5						
AMERICAN EXPRESS VIGNETTE	B111	3,115.6							2,940.4	69.7	105.5		
AMERICAN EXPRESS/BUS SVC	V129	800.7	522.5		261.8	16.4							
AMERICAN EXPRS CRDT CRD &PLTNM/CRD	B111	11,187.5	10,132.3	1,055.1									
AMERICAN EXPRS SMPLYCSH BUS CARD	B111	580.5	580.5										
AMERICAN EXPRS STRWD/GST CREDIT CARD	B111	3,544.4	3,544.4										
AMERICAN FAM FITNESS CTR	D800	366.9					71.0		295.9				
AMERICAN FAM INS AGENCY	B430	3,800.4					321.9		3,478.5				
AMERICAN FAMILY AUTO INSURANCE	B422	295.7	293.1		0.7				1.9				
AMERICAN FAMILY MUTUAL VAR INSURANCE	B429	2,583.1	2,583.1										
AMERICAN FAMILY VAR BOOKS DR	V823	1,316.0		1,316.0									
AMERICAN FAMILY VAR INSURANCE	B429	6,250.9			1,452.9		2,834.0		1,773.8				190.2
AMERICAN FAMILY VAR RECORDINGS DR	V871	275.6		275.6									
AMERICAN FAMILY VAR VIDEOS DR	V873	733.9		733.9									
AMERICAN FDRTN/ST/MNCPLT	B329	345.0					345.0						
AMERICAN FDRTN/TCHR\$	B321	608.0			168.9								439.1

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
AMERICAN FNDTN/SCD PREV	B329	253.0					31.9						221.2
AMERICAN FREIGHT FURN	V375	1,803.1							1,803.1				
AMERICAN FURN CLRNC CTR	V375	259.9			259.9								
AMERICAN FURN GALLERIES	V375	923.6			881.0				42.6				
AMERICAN FURN WAREHOUSE	V375	17,700.7			13,806.7				3,894.0				
AMERICAN FURN&APPL STORE	V375	582.9							582.9				
AMERICAN FURNITURE DEPOT	V375	354.6							354.6				
AMERICAN FURNITURE STORE	V375	2,077.0			1,225.2				851.8				
AMERICAN GAMING ASSN	B329	273.7									273.7		
AMERICAN GANGSTER SERIES VIDEOS	H532	393.4									393.4		
AMERICAN GAS ASSN	V174	550.9	81.6				0.6		468.7				
AMERICAN GENERAL FINANCE CON SVC	B124	1,004.9			1,004.9								
AMERICAN GIRL BTQ&BSTR	V363	862.0	193.5		148.7								519.8
AMERICAN GIRL PLACE	V363	1,099.6	44.0		304.6	121.7	204.1		241.4	4.3		124.8	54.7
AMERICAN GREETINGS GREETING CARDS	B722	5,611.2	5,118.7		53.9				3.6				435.1
AMERICAN GRNTY RVRS MTG CONSUMER SVC	B124	642.1			642.1								
AMERICAN HEART ASSN	B322	16,054.7	10,084.0	655.8	139.3	619.3	227.9	1,928.6	390.5		1,288.3	539.5	181.5
AMERICAN HEART ASSN &AMER STRK ASSN	B322	567.7	512.2		55.5								
AMERICAN HEART ASSN/PSA	B323	1,510.6							1,438.4		72.2		
AMERICAN HERITAGE ACTNR	V122	348.8				348.8							
AMERICAN HISTORIC SOC COINS DR	V859	2,258.9		2,252.0	2.9	4.0							
AMERICAN HISTORIC SOC COLLECTIBLS DR	V852	314.1		193.0	111.4	9.6							
AMERICAN HOME DESIGN STR	V375	564.6			10.8				553.7				
AMERICAN HOME FITNESS ST	V365	1,296.6			1,036.1				260.6				
AMERICAN HOME FRNSHNGS	V372	786.0							786.0				
AMERICAN HOME FURN STR	V375	1,275.6			47.9				1,227.6				
AMERICAN HOME MORTGAGE CONSUMER SVC	B124	1,035.4			971.0	34.3	22.3		6.6				1.1
AMERICAN HOME PARTNERS	V129	1,864.2						466.0	1,340.2		58.0		
AMERICAN HOME STORE	V372	2,307.3		2,307.3									
AMERICAN HONDA	V212	638.7										638.7	
AMERICAN IDL LV/POP TRTS	F342	321.8							321.8				
AMERICAN INDIAN CLG FUND	B322	1,580.2	46.9	1,479.5					10.5		40.8		2.5
AMERICAN INST/GSTRC BNDG	V133	685.2			531.4				153.8				
AMERICAN INVSTR NTWRK SV	V129	688.7			688.7								
AMERICAN JEWISH CMT	B322	1,839.2			72.1	101.9						1,644.4	20.8
AMERICAN KENNEL CLUB CP	V158	1,867.0		1,866.5	0.5								
AMERICAN KENNEL CLUB/PSA	B323	323.7							323.7				
AMERICAN LANGUAGE ACDMY	G850	643.5				643.5							
AMERICAN LASER CENTERS	V133	2,949.5	1,863.5	108.6	607.4		27.4		86.4		66.5		189.7
AMERICAN LE MANS SRS RC	V163	1,089.2	905.7			179.2		0.0	4.3				
AMERICAN LE MANS/PORSCHE	T113	1,296.4				1,296.4							
AMERICAN LEATHER FURNITURE	H121	869.8	869.8										
AMERICAN LEGACY FNDTN	B329	1,395.6	488.1		0.3				551.3		75.8		280.0
AMERICAN LUNG ASSN	B322	778.5			439.8		80.2		198.2		56.2		4.0
AMERICAN LUNG ASSN/PSA	B323	400.1							399.9		0.2		
AMERICAN MATTRESS STORE	V377	7,549.6			6,063.2		11.1		1,475.2				
AMERICAN MED SUPP DRUGS/TOIL DR	V830	286.0	286.0										
AMERICAN MEDIA PUBLISHING & MEDIA	B690	507.7					507.7						
AMERICAN MEDICAL ASSN	V139	3,385.8	1,415.6		10.9	226.1	481.8		712.1				539.4
AMERICAN MEDICAL ASSN & AARP	V139	512.2							512.2				
AMERICAN MGT ASSN SVC	V129	281.0	166.2		100.4	14.4							
AMERICAN MORTGAGE CO CONSUMER SVC	B124	682.4			682.4								
AMERICAN MSCL THTR/SN JS	V161	284.0			257.7				26.3				
AMERICAN MSG THRPY ASSN	V139	543.0	539.5		3.5								
AMERICAN MUSEUM/NAT HST	V166	1,301.9	538.9	236.6	61.4	346.0	119.0						
AMERICAN NATIONAL INSURANCE DR	V829	3,381.4						56.0	196.9	1,694.5	1,434.1		
AMERICAN PAYROLL ASSN	B329	503.9	396.1			102.1					5.6		
AMERICAN PETROFINA INC CP	T220	264.2				264.2							
AMERICAN PETROLEUM INST	T220	15,290.6	123.4		829.9	168.6	117.6	7,161.8	763.0		1,011.2	1,813.7	3,301.4
AMERICAN PETROLEUM INST CP	T220	10,561.9	67.6		6,408.0	4,086.3							
AMERICAN PHOTO MAGAZINE CONTEST	B623	1,531.1	1,531.1										
AMERICAN PIE 6 VIDEO	H532	709.9											709.9

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
AMERICAN PIE/BETA HOUSE VIDEO	H532	5,443.7						2,029.9	14.3	1,075.9	2,323.6		
AMERICAN POWER CNVRSN POWER PDTVS	B822	483.5	405.9				77.6						
AMERICAN PROFILE MAG COLLECTIBLES DR	V852	340.6		340.6									
AMERICAN PROFILE MAG CONTEST	B623	353.7		353.7									
AMERICAN PROFILE MAG MULTI-PDTS DR	V899	1,441.1		1,441.1									
AMERICAN PROFILE MAG ONLINE	B623	1,037.7		1,037.7									
AMERICAN PROFILE MAG VAR BOOKS DR	V823	3,684.5		3,684.5									
AMERICAN PROFILE MAG VAR RC DR	V871	6,947.8		6,947.8									
AMERICAN PROFILE MAG VAR VIDEOS DR	V873	4,358.7		4,358.7									
AMERICAN RACING EQUIP WHEELS	T144	1,253.8	1,253.8										
AMERICAN RAG RTW WOMEN	A190	274.3	274.3										
AMERICAN RAG SPORTSWEAR WOMEN	A141	388.1	388.1										
AMERICAN RED CROSS	B322	11,600.6	8,099.9		1,399.2	57.5	231.5		1,107.6		693.9	7.5	3.6
AMERICAN RED CROSS/PSA	B323	9,423.1						6,738.5	2,430.6		254.0		
AMERICAN RESEARCH INST DRUGS/TOIL DR	V830	5,028.7		2,370.8	2,657.9								
AMERICAN SALES CO STORE	V359	1,026.9							1,026.9				
AMERICAN SAVINGS/HI CONSUMER SVC	B121	283.4							283.4				
AMERICAN SGNTR FURN STR	V375	305.0			305.0								
AMERICAN SIGNATURE FURN	V375	9,579.1							9,579.1				
AMERICAN SIGNATURE HM ST	V375	889.7			508.4				381.3				
AMERICAN SL HM REC SPRST	V365	676.1			676.1								
AMERICAN SOC/PLSTC SRGNS	V133	364.0	112.6		1.4							250.0	
AMERICAN STANDARD CENTRAL AC	H622	1,170.8			51.3				484.2		635.3		
AMERICAN STANDARD CENTRAL AC&HTG SYS	H622	4,648.2	3,146.0		7.7		89.7		565.4		839.5		
AMERICAN STANDARD HTG&AC	V174	550.4			550.4								
AMERICAN STANDARD PLUMBING SUPPLIES	H621	305.2	182.2		121.9		1.1						
AMERICAN STATIONERY CO PRNTD PDTS DR	V829	259.1	259.1										
AMERICAN STEEL SPAN HOME&BLDG PDT DR	V879	874.8							1.7		873.1		
AMERICAN TAX RELIEF CONSUMER SVC	B129	4,834.8			1,832.8				411.0	199.5	2,391.5		
AMERICAN THERMAL WINDOW	V171	418.5			418.5								
AMERICAN TRUST MORTGAGE CONSUMER SVC	B124	271.9			240.4		31.6						
AMERICAN TV APP& FURN	V371	4,420.9					3.7		4,417.2				
AMERICAN VISION WNDW CTR	V376	2,008.2			2,008.2								
AMERICAN WAY HMS/NRTHSTR	B452	632.2			632.2								
AMERICAN WEDDING ALBUM PRNTD PDTS DR	V829	1,524.0	1,524.0										
AMERICAN&IMPORT FLRS STR	V373	309.1			309.1								
AMERICANA MANHASSET MALL	V620	800.7	451.9	207.9	21.4	119.6							
AMERICANA/MANHAST SH CTR	V620	660.4	452.5	207.9									
AMERICANEXPRESS.COM ONLINE	B111	903.3				365.1		342.0	19.1		177.1		
AMERICANS FOR THE ARTS	B329	497.5	497.5										
AMERICANS FOR/ARTS/PSA	B323	297.3						20.8	207.8		68.7		
AMERICANS UNITED/CHANGE	B329	488.1							363.8		124.3		
AMERICANS/BLNCD ENRG/ORG	B329	3,248.1				88.1		699.8	244.3		1,398.2		817.7
AMERICANS/CHILD HEALTH	B322	552.2							552.2				
AMERICANS/CHLD HLTH ORG	B329	891.4			891.4								
AMERICAS BEST CNTCTS&EYE	V135	12,883.3			69.9				12,613.9	69.4			130.0
AMERICAS BEST VI INN&STS	T431	944.7	338.2				606.5						
AMERICAS BST VCTNS TR BR	B629	481.6			481.6								
AMERICAS DRY FRMRS/PRCS MILK	F311	711.4				711.4							
AMERICAS FINEST CARPET	V373	864.8			864.8								
AMERICAS HEALTH CHC/PLN	B430	529.7			529.7								
AMERICAS HEALTH INS PLNS	B322	871.3							596.0		275.3		
AMERICAS LENDING PRTNRS CONSUMER SVC	B124	511.1							32.8		478.3		
AMERICAS MATTRESS STORE	V377	993.8			650.4		23.4		320.0				
AMERICAS MTRS/FURN FR &FURNITURE FR	V377	634.6			634.6								
AMERICAS OIL&NAT GAS IND	G930	35,043.5	11,675.6	1,069.3	3,446.1	1,968.4		13,002.9	554.7		3,326.5		
AMERICAS TIRE CO	V241	2,327.6			2,068.5				259.1				
AMERICAS WINDOW SHOP	V376	403.6			403.6								
AMERICAS WINDOWS CONTR	V171	330.1							330.1				
AMERICATEL LONG DISTANCE INTL RES	B221	256.7							46.3		210.4		
AMERICINN MOTEL & SUITES	T431	1,517.2	535.4		8.0		973.7						
AMERICLEAN CRPT&DCT/SVC	V179	432.3			432.3								

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
AMERICORPS NATL SVC/PSA	B323	32,125.2						32,010.7	114.5				
AMERICUS DIAMOND JWLRS	V314	652.5			65.0		120.7		466.9				
AMERIFIRST DIRECT CO CONSUMER SVC	B124	2,020.0			2,020.0								
AMERIGROUP CMNTY CR SVC	V139	280.6							280.6				
AMERIGROUP MEDICAL INSURANCE	B412	281.2					225.1		4.6				51.5
AMERIHEALTH MEDICAL INSURANCE	B412	633.5			11.6		621.9						
AMERIMERCHANT BUSINESS SERVICES	B124	627.2							147.4		479.9		
AMERIPRIZE FINANCIAL CONSUMER SVC	B129	68,157.6	18,463.9	114.4	145.4	2,018.9	147.5	20,314.0	68.4	5.1	24,712.0	1,996.7	171.3
AMERIPRIZE FINANCIAL INC CP	B129	2,063.3	887.9		57.7	1,117.7							
AMERIQUEST MORTGAGE CONSUMER SVC	B124	421.9						41.5			380.4		
AMERISTAR CASINO HOTEL	T431	9,195.7			5,118.2		1,153.6		2,903.8				20.2
AMERISUITES HOTELS	T431	914.1	420.9		4.5	169.6	319.0						
AMERITEL CELLULAR STORE	V329	2,387.5			2,372.0		15.5						
AMERITEL WIRELESS SERVICE	B223	1,073.8			924.2		149.7						
AMERITRADE BROKERAGE ONLINE	B122	1,777.5	631.0		771.9	374.6							
AMGEN TOUR OF CA EVENT	D700	296.9	104.8		192.0								
AMI HOUSEHOLD DR	V872	4,976.1	1,496.2	3,444.2		35.7							
AMI MORGENSTERN ATTY	V151	853.2							853.2				
AMICA AUTO INSURANCE	B422	15,447.6	11.6						15,436.0				
AMIDREN DRUGS/TOILETRIES DR	V830	325.2									325.2		
AMIGO ENERGY	V173	301.8			61.2		235.8		4.8				
AMIGO HOME CORR SCH DR	V854	566.3									566.3		
AMINIS GALLERIA FURN STR	V375	1,323.8			1,138.6				185.2				
AMINO VITAL NUTRITIONAL SUPPLEMENT	D543	584.8	584.8										
AMISH FURNITURE GALLERY	V375	877.8			866.6		11.2						
AMISH FURNITURE SHOWCASE	V375	317.4			254.0				63.5				
AMITIZA CHRONIC CONSTIPATION RX	D560	49,071.5	27,379.7	10,830.2	1,818.3	249.3		5,767.6	107.9	654.4	2,264.0		
AMITY NISSAN	V212	632.5			632.5								
AMNESTY INTL USA	B322	416.1	1,694.1		1.0	341.0	65.2		7.5		1.4		
AMOCO ULTIMATE MOTOR OIL	T212	1,694.1	1,694.1										
AMODIOS GARDEN CENTER	V358	361.2			361.2								
AMOR A LA MUSICA/VAR SPN	V161	322.1							322.1				
AMOR REAL VIDEO	H532	412.3							390.6		21.7		
AMORE PACIFIC TM RSPNS SKN RNWL SRM	D110	319.5	319.5										
AMP ENERGY BEVERAGE	F450	9,511.0	292.2			168.6		359.8			8,690.4		
AMPAS EVENT	V169	527.3					527.3						
AMPD MOBILE PRE-PAID WIRELESS SVC	B223	1,300.9						390.4			910.5		
AMPD MOBILE WIRELESS SERVICE	B223	6,238.5	46.6		31.1			179.2	5.7		5,975.9		
AMPD MOBILE/SPRCRS/VR SP	V163	1,336.5							1,336.5				
AMPLI-EAR ULTRA MISC DR	V859	1,048.5			1,048.5								
AMRIT RESORT & RES	T431	255.0	58.5		196.5								
AMSALE BRIDAL & FORMAL GOWNS W	A130	518.5	518.5										
AMSALE BRIDAL GOWNS STR WOMEN	V311	894.2	894.2										
AMSALE BRIDAL GOWNS WOMEN	A130	575.6	575.6										
AMSCOT CHECK CASHERS CONSUMER SVC	B129	2,529.4							2,529.4				
AMSCOT PAYDAY ADVANCE CONSUMER SVC	B129	1,288.4							1,288.4				
AMSCOT TAX SERVICE CONSUMER SERVICES	B123	1,094.1							1,094.1				
AMSOUTH BANK CONSUMER SERVICES	B121	2,864.1			2,076.0		0.9		787.2				
AMSTEL LIGHT BEER	F612	8,163.0	1,055.2					324.4	4,653.3		2,130.0		
AMSTEL VAR BEERS	F611	310.8					310.8						
AMTRAK RAILROAD	T411	13,345.7	1,387.4		3,585.7	1,578.4	1,572.8		2,886.7		460.5	994.4	879.7
AMTRUST BANK CONSUMER SERVICES	B121	6,239.8			5,954.3	3.7			281.7				
AMY MICHELSON BRIDAL GOWNS WOMEN	A130	696.0	696.0										
ANA AIRLINES INTL	T414	882.1	251.2		49.6		149.7		431.5				
ANABOLIC SWITCH NUTRITIONAL DRINK MX	D543	574.7	574.7										
ANADROX PUMP&BURN FAT BURNING CPSLS	D542	729.3	729.3										
ANAHEIM ANGELS BSBL TM	V163	770.4			301.0		285.0		184.4				
ANAHEIM CONVENTION CTR	V166	355.9			350.0				5.9				
ANAHEIM DUCKS HOCKEY TM	V163	571.8			551.7		20.1						
ANAHEIM MITSUBISHI	V212	1,340.0			1,340.0								
ANAHEIM PATIO & FIRESIDE	V375	452.8							452.8				
ANASTASIA BVRLY/HLLS CSMTCS/BTY AIDS	D190	303.0	303.0										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ANATOR P70 DIETARY SUPPLEMENT	D543	1,739.8	1,739.8										
ANCESTRY.COM ONLINE	B670	7,711.4	3,194.4	527.6				66.9			2,447.3	1,475.2	
ANCHOR & PANTHEON VAR BOOKS	B610	282.5				282.5							
ANCHOR & VINTAGE VAR BOOKS	B610	334.8	38.7			296.1							
ANCHOR BANK CONSUMER SERVICES	B121	1,512.0				1,189.3		322.6					
ANCHOR BAY ENTER VAR VIDEOS	H532	1,344.6	1,164.3	180.3									270.8
ANCHOR BLUE CLOTHING STR MEN & WOMEN	V311	276.2					5.4						
ANCIRA AUTO ENTERPRISES	V219	1,216.3				351.5	114.5		750.2				
ANCIRA CHEVROLET	V211	352.9				352.9							
ANCIRA CHRYSLER JEEP	V211	1,843.0				1,414.5	24.7		403.9				
ANCIRA DODGE	V211	1,564.8				1,309.6	27.3		227.8				
ANCIRA FORD MERCURY	V211	727.5				727.5							
ANCIRA KIA	V212	304.9				85.1			219.8				
ANCIRA KIA VOLKSWAGEN	V219	364.7				364.7							
ANCIRA NISSAN	V212	1,654.2				1,139.2				515.0			
ANCIRA RV SALES	V232	515.3						66.1		449.2			
ANCIRA WINTON CHEVROLET	V211	2,295.6				1,420.2	19.7		855.7				
AND 1 SPORTSWEAR MEN	A141	377.0	377.0										
ANDALUCIA SPAIN TP	T434	1,666.9	1,574.8			92.1							
ANDALUCIA TOWN HOMES	B452	412.2				412.2							
ANDERSEN WINDOWS	H613	10,870.5	6,814.3			58.1		2,684.8	74.2		1,239.0		
ANDERSON AUTO ENTRPRS	V219	1,147.5				1,147.1			0.4				
ANDERSON CRTR TR&EST BY	V359	3,047.6				3,047.6							
ANDERSON ERICKSON DAIRY PDT'S	F319	311.0						209.0		72.5			29.4
ANDERSON FORD	V211	342.7				134.4		57.5		150.7			
ANDERSON HEMMAT&LVN ATTY	V151	890.3								890.3			
ANDERSON HONDA	V212	428.6				397.3		3.4		28.0			
ANDERSON HONDA & COURTESY CHEVROLET	V212	2,352.6				2,352.6							
ANDERSON HONDA HUMMER	V219	386.6				386.6							
ANDERSON&COLLINS/RSRCH RECRUITMENT	B912	306.2				306.2							
ANDERSONS CON ELECT STR	V361	1,327.8				1,327.8							
ANDERSONS FURNITURE STR	V375	331.8				108.8				223.0			
ANDOVER COLLEGE	G810	477.4								477.4			
ANDRE RIEU PRSNL APPR	V161	368.9								368.9			
ANDRE RIEU VAR RECORDINGS DR	V871	485.4									485.4		
ANDREA CANDELA JEWELRY	A510	419.8	419.8										
ANDREW MARC APPAREL	A990	1,560.5	1,560.5										
ANDREW&PTR FBRKNJ JWLRY	V314	336.1				336.1							
ANDREWS FED CREDIT UNION CON SVC	B124	726.4				686.5	36.0		3.9				
ANDRIANA FURS	V312	1,572.8				1,004.9			567.9				
ANDY GRIFFITH SHOW SRS VIDEOS	H532	336.0	108.6	227.4									
ANDY MOHR BUICK PONT GMC	V211	737.9					100.8		637.1				
ANDY MOHR CHEVROLET	V211	914.0				181.5	48.2		684.3				
ANDY MOHR FORD	V211	258.7				24.0	8.2		226.5				
ANDY MOHR FORD LINC MERC	V211	916.4				327.2			589.1				
ANDY MOHR NISSAN	V212	486.4				9.9			476.5				
ANDY MOHR TOYOTA	V212	792.8				42.6			750.2				
ANDYS FOOD TOWN SPRMKT	V346	294.8				294.8							
ANGEL SOFT BATHROOM TISSUE	H333	11,694.6	40.8					6,319.3	24.5		5,310.0		
ANGEL TREE/PSA	B323	691.9									691.9		
ANGEL/WINDS CASINO	V169	578.3				1.0	117.0		460.3				
ANGELICA GRAND RE DEV	B452	349.3				349.3							
ANGELIKA FILM CENTER	V165	506.5				91.0	415.6						
ANGELO CAPUTOS SPRMKT	V346	434.0				434.0							
ANGELOS LEATHER & FURS	V312	553.4				519.3	34.2						
ANGIES LIST SERVICE	B651	7,183.2	496.0			4,012.2	75.6		479.1			2,120.4	
ANGLER BOATS	G430	264.8											253.5
ANHEUSER-BUSCH COS INC BEER	F611	253.5											
ANHEUSER-BUSCH COS INC CORP PSA	F611	4,630.1	1,395.2							1,936.3	271.6		1,026.9
ANHEUSER-BUSCH COS INC CP	F611	10,745.2	3,823.0			151.0	843.0			4,865.6	312.8		749.8
ANHEUSER-BUSCH VAR BEERS	F611	18,672.5	13.6			116.0		18,520.4					22.5
ANICHINI BEDDING	H142	451.4	451.4										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ANIMAL PAK VAR NUTRITIONAL SPLMNTS	D543	484.5	484.5										
ANIMAL PLANET CABLE TV	B642	1,706.0	1,641.6		22.0			42.4					
ANIMAL PLNT-MEERKAT MNR PAID PROMO	B642	312.5	312.5										
ANIMAL PLNT-WILD/CNTDWN PAID PROMO	B642	454.9	454.9										
ANJOLIQUE BRIDAL GOWNS WOMEN	A130	2,390.9	2,390.9										
ANKASA DECORATIVE PILLOWS	H190	388.2	273.9	114.4									
ANN & HOPE DISC MISC	V550	313.2			313.2								
ANN GISH HM FRNSHNG STR	V372	382.4	382.4										
ANN SACKS TILE	H619	1,637.2	1,591.2	46.0									
ANN SACKS TILE & STONE	H619	1,161.4	772.3	389.1									
ANN TAYLOR APPAREL	A990	1,086.5	1,086.5										
ANN TAYLOR CLOTHING STR WOMEN	V311	858.3	417.1	114.4	245.6	81.2							
ANN TAYLOR DRESSES & SHOES WOMEN	A130	265.0	265.0										
ANN TAYLOR DRESSES WOMEN	A130	2,004.9	2,004.9										
ANN TAYLOR LOFT ACCESSORIES WOMEN	A490	1,547.7	1,547.7										
ANN TAYLOR LOFT APPAREL	A990	2,937.0	2,937.0										
ANN TAYLOR LOFT BLOUSES & PANTS W	A110	260.8	260.8										
ANN TAYLOR LOFT COATS WOMEN	A120	740.0	740.0										
ANN TAYLOR LOFT DRESSES & HANDBAGS W	A130	618.4	618.4										
ANN TAYLOR LOFT DRESSES WOMEN	A130	1,337.9	1,337.9										
ANN TAYLOR LOFT HANDBAGS & RTW WOMEN	A410	409.3	409.3										
ANN TAYLOR LOFT RTW WOMEN	A190	2,356.1	2,356.1										
ANN TAYLOR LOFT SWEATERS WOMEN	A141	1,140.1	1,140.1										
ANN TAYLOR RTW WOMEN	A190	2,358.3	2,358.3										
ANNA GRIFFIN WEDDING INVITATIONS	B722	324.5	324.5										
ANNABELLES FURN STORE	V375	263.1			259.6		3.5						
ANNAS LINENS STORE	V372	18,169.0			969.9			17,199.1					
ANNE BARGE BRIDAL GOWNS WOMEN	A130	1,947.0	1,923.7		23.3								
ANNE KLEIN BOUTIQUES STR WOMEN	V311	265.0	265.0										
ANNE KLEIN COATS WOMEN	A120	265.0	265.0										
ANNE KLEIN DRESSES WOMEN	A130	277.4	277.4										
ANNE KLEIN EYEWEAR	D630	379.3	379.3										
ANNE KLEIN RTW WOMEN	A190	2,075.8	1,896.6	179.2									
ANNE KLEIN SUNGLASSES	A430	265.0	265.0										
ANNE KLEIN WATCHES	A520	2,275.4	2,275.4										
ANNE MICHELLE SHOES WOMEN	A310	284.5	284.5										
ANNIE PLAY	V161	418.1					418.1						
ANNISTON SUZUKI	V212	312.6				32.0	280.6						
ANNS CHOICE RTRMTN CMNTY &MRS GRV SN	V134	752.8		437.2				315.6					
ANSCA HOMES	B452	335.8		157.7		178.1							
ANSWER WIRELESS STORE	V329	289.8		289.8									
ANSWERS/SPINAL STENOSIS	B629	311.4		311.4									
ANTARES HOMES	B452	499.8		385.6		114.2							
ANTHEM BL CRS&BL SHL/CT MEDICAL INS	B412	411.4		411.4									
ANTHEM BLUE CRS&BL SHLD BLUE MDCR AC	B412	430.3					430.3						
ANTHEM BLUE CRS&BL SHLD MDCR PRFRD	B412	280.9					280.9						
ANTHEM BLUE CRS&BL SHLD MEDICAL INS	B412	4,124.6		25.0		3.3	3,858.7						237.7
ANTHEM BLUE CRS&BL SHLD SR ADVNT INS	B412	578.2						578.2					
ANTHEM BLUE CRS&BL SHLD VAR INS	B429	2,089.7		1,940.3		149.3							
ANTHEM JEWELERS	V314	264.3					264.3						
ANTHONY & SYLVAN POOLS	V175	804.5		165.0		69.6	569.9						
ANTHONY'S LADIES APRL STR WOMEN	V311	532.6		532.6									
ANTHRO OFFICE FURNITURE	B721	493.6	493.6										
ANTI-DEFAMATION LEAGUE	B322	294.5		119.7	140.8		34.0						
ANTIDOTE FRAGRANCE MEN	D410	288.0	288.0										
ANTIGUA RE DEV	B452	636.6		636.6									
ANTIOCH AUTO DLR	V219	6,658.9		6,658.9									
ANTIOCH MAZDA	V212	1,499.4		1,499.4									
ANTIOCH NISSAN	V212	2,987.4		2,987.4									
ANTIOCH SCION TOYOTA	V212	3,402.4		3,402.4									
ANTIQUE SHOW & SALE	V164	501.6		82.0			419.6						
ANTONIO ANTONIO BNDRS &SPRT FRAG M	D410	365.4	365.4										

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ANTONIO BNDRS BL SDCTN FRAGRANCE MEN	D410	1,320.0	1,320.0										
ANTWERPEN HYUNDAI	V212	574.6			341.5				233.1				
ANTWERPEN JEEP	V211	318.4			318.4								
ANTWERPEN MOTORCARS	V219	7,796.8			7,796.8								
ANTWERPEN TOYOTA	V212	327.1			266.2				60.9				
ANY MTN SPORTING GOODS	V365	427.0			389.9		37.1						
AOL LATINO ISP	B225	1,394.5											1,394.5
AOL TOP ISP	B225	3,382.8											3,382.8
AOL VIDEO ONLINE	B680	2,962.0						319.2	24.0	508.2	2,110.7		
APARTMENTS.COM ONLINE	B452	778.6			766.1		12.5						
APATRIM DRUGS/TOILETRIES DR	V830	689.3			689.3								
APC AV POWER CONDITIONERS	B822	2,381.2	1,257.4	1,123.8									
APC BACK-UPS SRG PRTCT &BACK-UPS SYS	B822	1,013.5	1,013.5										
APC BACK-UPS XS UPS SYSTEMS	B822	1,587.6	1,587.6										
APC COMPUTER COMPONENTS	B522	1,264.1	866.9			397.3							
APC MOBILE PACKS	B719	1,158.3	1,158.3										
APC POWER PDTS	B822	1,529.3	1,529.3										
APC SMART-UPS SURGE PROTECTORS	B822	4,017.6	4,017.6										
APEAM VAR FOOD PDTS	F900	262.6					262.6						
APELIAN CARPETS&ORNTLS	V373	1,067.1			1,067.1								
APEX SCHOOL	G850	1,133.4			1,133.4								
APEX TECHNICAL SCHOOL	G840	1,304.8					577.8		727.0				
APHTHASOL RX	D560	651.8							0.1		651.8		
APLODAN MUSCLE FIBER ACTVTN CPLT	D541	2,303.4	2,303.4										
APOCALYPTO VIDEO	H532	3,493.6						2,493.2	43.0		957.4		
APOLLO CLG MED&DENTAL	G810	2,106.0			78.6				2,027.4				
APOLLO THEATRE	V161	502.9	37.5		432.9	32.5							
APPALACHIAN POWER CO	V173	364.1							286.5				77.6
APPEARANCE IMPLNT&FAM DN	V133	397.5			397.5								
APPEAREX NAIL GROWTH SUPPLEMENT	D541	3,568.3	2,565.7					551.3	6.1	275.0	170.2		
APPLE APERTURE SOFTWARE	B532	328.2	328.2										
APPLE BANK FOR SAVINGS CONSUMER SVC	B121	2,592.1			2,592.1								
APPLE BLOSSOM MLDNG&MLWK	V171	257.6			257.6								
APPLE BOTTOMS APPAREL	A990	413.1	413.1										
APPLE BOTTOMS SPORTSWEAR WOMEN	A141	907.1	907.1										
APPLE CHEVROLET	V211	1,309.3			1,128.0		141.9		39.5				
APPLE COMPUTER STORE	V321	5,468.0	229.8				5,238.2						
APPLE FORD	V211	533.7			445.5		29.9		58.3				
APPLE IMAC COMPUTER	B511	13,685.3	1,732.7	243.3				9,194.8	1.6		2,482.3		30.7
APPLE IPHONE WIRELESS PHONES	B213	16,296.4	5,622.2	535.2	13.9			9,337.1	0.1		788.0		
APPLE IPOD MP3 PLAYER	H512	46,802.4				311.5	1,645.1	36,852.0	1.3		7,992.5		
APPLE IPOD MP3 PLAYER & NIKE SHOES	H512	6,891.1						4,666.5	215.3		2,009.3		
APPLE IPOD NANO MP3 PLAYER	H512	33,960.1	2,946.4	362.5				25,240.6	28.1		5,382.5		
APPLE IPOD TOUCH MP3 PLAYER	H512	22,860.0	1,566.6					19,295.7	0.0		1,997.7		
APPLE ISP	B225	494.1					494.1						
APPLE MACBOOK PORTABLE COMPUTER	B511	496.2	457.2										39.0
APPLE MACINTOSH COMPUTER	B511	96,903.4						83,712.1	167.8		13,004.2		19.3
APPLE ORTHODONTIX	V133	807.4							807.4				
APPLE TV REMOTE CONTROL WRLS SYS	H519	12,067.3						10,257.4			1,809.9		
APPLE VACATIONS TRAVEL	T420	23,799.5	329.2		21,601.7		610.2		1,238.0		20.5		
APPLE VAR COMPUTERS	B511	16,387.5			10.4		16,377.1						
APPLEBEE'S NGHBRHD GRL&BR	G320	151,900.0	459.4		482.9		2,658.5	102,139.5	4,835.9	10,280.2	22,948.6		8,095.0
APPLEJACK LIQUOR STORE	V341	3,308.9			3,308.9								
APPLEJACK WINE&SPRTS STR	V341	284.4			212.7				71.7				
APPLEVACATIONS.COM TRVL ONLINE	T420	262.9	188.2		74.7								
APPLIANCE DIRECT STORE	V371	787.8			257.3		124.6		405.9				
APPLIANCE FACTORY OUTLET	V371	26,967.7			26,703.3				264.4				
APPLIANCE WORLD STORE	V371	5,617.6			5,230.4	13.1	13.8		360.3				
APPLIANCESMART FCTY OTLT	V371	2,142.5							2,142.5				
APPLIANCESMART STORE	V371	637.0			630.7		6.3						
APPROVE 67 ORG	B329	950.2							950.2				
APRILIA MOTORCYCLE	T131	266.9	266.9										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
APS AZ PUBLIC SVC CO	V173	1,841.7	121.5		537.3		64.0		1,093.9				25.0
APSCO APPLIANCE CENTER	V371	3,365.0			3,188.6		3.9		172.5				
APT FURNITURE STORE	V375	325.2	325.2										
AQUA PELICAN ISL/CLB DEV	B452	270.6	229.7						41.0				
AQUA POOLS & SPAS	V175	317.6			317.6								
AQUA RE DEV	B452	260.1	88.5		171.6								
AQUA SYSTEM PDTS & PLUMBING SUPPLIES	H621	338.6			338.6								
AQUA VELVA ICE BLUE AFTER SHAVE MEN	D410	3,294.7						857.0	2,098.1	249.1	90.6		
AQUADOODLE TOYS DR	V851	1,473.5							0.6	70.6	1,402.3		
AQUADOTS TOYS DR	V851	7,621.2						124.3	5.4	144.0	7,347.5		
AQUAFINA ADVANCED HYDRTN SKN CR PDTS	D110	590.0	590.0										
AQUAFINA ALIVE VITAMIN FLAVORED WTR	F460	5,462.3	1,890.9	1,104.0				875.0	12.8		1,579.6		
AQUAFINA PURIFIED WATER	F460	7,072.0			186.9			5,391.4	17.5		952.3		523.8
AQUAFRESH ADVANCED TOOTHPASTE	D211	15,460.7	4,854.1	522.9				6,000.6	42.8	2,246.1	1,794.2		
AQUAFRESH EXTREME CLEAN TOOTHPASTE	D211	7,422.3						4,530.0	169.6	695.5	1,924.9		102.3
AQUAFRESH EXTREME CLEAN WHTNG PASTE	D211	4,806.2	3,469.2					105.1	714.3	404.4	113.2		
AQUAFRESH GEL-FLEX TOOTHBRUSH	D219	801.4	801.4										
AQUAFRESH WHITE TRAYS DNTL WHTNG SYS	D211	31,045.9	11,162.0					13,223.0	746.7	2,053.4	3,714.8		146.0
AQUAFRESH WHITE TRY'S & NCDRM CQ/PTCH	D211	687.2	687.2										
AQUAPHOR/OINTMENT & EUCERIN SKN/PDTS	D110	1,135.6	1,135.6										
AQUAPOD BOTTLED SPRING WATER	F460	3,052.5							15.3		3,037.3		
AQUARIUM OF THE PACIFIC	V166	1,077.7	7.7		169.8				900.2				
AQUARIUS CASINO RESORT	T431	596.7			496.4		23.8		76.6				
AQUASANA WATER FLTR SYS HOUSEHOLD DR	V872	491.2	491.2										
AQUOS TV	H511	69,194.4	14,513.8	1,257.9	2,641.1	4,557.6		20,028.8	12,950.7		13,116.0		128.4
AR KRAMER FLOORING STR	V373	336.5			6.7				329.8				
ARAI MOTORCYCLE HELMETS	T149	322.5	322.5										
ARAMINGO CARPET WRHS	V373	380.9			380.9								
ARAPAHOE HYUNDAI	V212	404.0			404.0								
ARAVON SHOES WOMEN	A310	360.6	352.0		8.6								
AR-BE GARAGE DOORS&GRGS	V171	391.6			391.6								
ARBOR MIST WINE	F620	4,200.7						2,906.3	0.8		1,293.6		
ARBOR MORTGAGE CO CONSUMER SERVICES	B124	591.6							591.6				
ARBYS RESTAURANT	G320	100,990.0			248.6		2,099.2	1,140.1	76,548.2		20,523.4		430.6
ARBYS RESTAURANT VIGNETTE	G320	285.1							241.5		43.6		
ARCELOR MISC FIN	B129	254.2			254.2								
ARCELOR MITTAL STEEL CO	V121	5,745.6	4,480.2			1,265.4							
ARCELOR MITTAL STEEL CO MISC FIN	B129	364.1				364.1							
ARCHADECK DECK BUILDERS	V171	449.8			301.0				44.7		104.1		
ARCHER AUTO DLR	V219	919.1			919.1								
ARCHER DANIELS MIDLAND CP	G930	3,923.3	650.4			88.2		2,691.8	39.1	165.3	288.4		
ARCHITECTS & DESIGNERS BOOK CLUBS DR	V823	1,012.7	1,012.7			287.4							
ARCHITECTS & DSGNRS BLDG	V379	287.4											
ARCHITECTURAL DGST GRNRM	B623	1,103.9	1,103.9										
ARCHITECTURAL DIGEST MAG ONLINE	B623	251.5	251.5										
ARCHITECTURAL DIGEST/SHW	B623	265.7	256.0			9.8							
ARCHITECTURAL PDTS/OTWT MISC DR	V859	263.9			263.9								
ARCHITECTURAL/HM DSGN SH	B623	1,333.2	1,229.3	104.0									
ARCHITECTURE DYS/ARCH DG	B623	662.4	662.4										
ARCHSTONE CLINTON RE DEV	B452	394.2			192.8	201.4							
ARCHWAY CONSTRUCTION CO	V171	802.6			802.4				0.3				
ARCLIGHT CINEMAS & PACIFIC THEATRES	V165	7,874.6			7,874.6								
ARCLINEA CABINETS	H619	342.2	342.2										
ARCTIC AIR AC & HEATING	V174	294.8			294.8								
ARCTIC CAT ATVS	T131	1,126.9	636.0		382.0		6.5		38.9		63.5		
ARCTIC CIRCLE RESTAURANT	G310	780.8							780.8				
ARCTIC TALE VIDEO	H532	388.9	388.9										
ARDELL YACHT&SHIP BROKER	G430	955.6	955.6										
ARDEN B APPAREL	A990	630.7	630.7										
ARDEN B CLOTHING STORE WOMEN	V311	585.1	573.5		11.6								
ARDEN B COATS WOMEN	A120	276.5	276.5										
ARDEN B DRESSES WOMEN	A130	1,278.2	1,278.2										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ARDIENTE RE DEV	B452	455.8	276.5		179.2								
ARDLEIGH-ELLIOTT COLLECTIBLES DR	V852	14,482.4	10,811.6	3,670.8									
ARE WE DONE YET VIDEO	H532	3,422.1	228.9					1,464.0	150.1	385.5	1,100.1		93.5
ARE YOU GAME/W HEALTH	B623	419.9	419.9										
ARENA FOOTBALL	V163	500.5			2.3							131.4	366.8
ARENA STAGE THEATRE	V161	329.5			314.5		15.0						
AREVA GROUP CP	G930	1,966.5						111.7			1,854.8		
AREVA NUCLEAR ENERGY CO	V173	616.2			606.5		9.8						
ARGENT MORTGAGE CONSUMER SERVICES	B124	673.7					673.7						
ARGENTINA TP	T434	652.2	643.3			8.9							
ARGON SPORTING GOODS DR	V851	404.5									404.5		
ARGONAUT WINE & LIQUORS	V341	1,138.0			1,138.0								
ARGOSY HOTEL & CASINO	T431	5,840.1			3,568.5		1,242.0		1,029.6				
ARGOSY UNIVERSITY	G810	1,402.9			693.5		61.6		368.6				279.2
ARHAUS FURNITURE STORE	V375	1,371.3	427.9		818.0		59.3		59.0				7.0
ARI REMODELING CONTR	V171	756.4		710.7	45.7								
ARIA BRIDESMAIDS FORMALWEAR WOMEN	A130	582.2	582.2										
ARIA ORIENTAL RUGS	V373	851.3			836.4		14.0		0.9				
ARIA RE DEV	B452	296.2			211.5				84.7				
ARIA THE CONDOMINIUM	B452	285.4			285.4								
ARICEPT ALZHEIMERS RX	D560	29,569.7	2,980.7					12,865.0	1,288.2	3,331.2	9,104.6		
ARIEL CAPITAL MGT INC FUNDS	B125	2,422.2	2,318.7			103.5							
ARIEL CONDOMINIUMS	B452	1,170.6	61.4	381.5	140.7	587.0							
ARIENS LAWN & GARDEN EQUIP	G711	612.4			1.6	610.9							
ARIENS LAWN MOWER	G711	853.9		216.4	637.5								
ARIENS SNO THRO SNOWTHROWER	G711	530.1			530.1								
ARIMIDEX BREAST CANCER RX	D560	33,152.0	33,152.0										
ARISTA ANNIE LNKS/MS DSTRCT	H531	560.9	462.4						16.2		82.3		
ARISTA CARRIE UNDRWD CRNVL RD	H531	754.5	754.5										
ARISTA SANTANA ULTIMATE SNTN RC	H531	1,238.6	1,232.1						3.8		2.7		
ARISTA VAR RECORDINGS DR	V871	271.0							0.2		270.8		
ARISTOCRAT GAMING	V169	499.0				499.0							
ARIZONA CHARLIES HTL&CSN	T431	1,205.8		461.3	425.4		319.1						
ARIZONA CLG/ALLIED HLTH	G810	315.4					315.4						
ARIZONA COLD AIR HTG&AC	V174	495.2			495.2								
ARIZONA CTR/IMPLNT DNTST	V133	977.4			977.4								
ARIZONA DEPT/HEALTH SVC	B315	1,561.9			183.9	214.3		1,163.6					
ARIZONA DMNDBCKS BSSL TM	V163	1,271.6			467.6	51.7		752.4					
ARIZONA DODGE DLR ASSN	T121	1,324.5			1,071.5	253.0							
ARIZONA FED CREDIT UNION CON SVC	B124	1,248.6				95.7		1,152.9					
ARIZONA FORD DLR ASSN	T121	7,325.7			5,539.0								1,786.7
ARIZONA LEATHER CO STORE	V375	868.8			841.1				27.7				
ARIZONA METH PROJECT ORG	B322	531.8			180.8	351.1							
ARIZONA MILLS MALL	V620	268.4			230.4			38.0					
ARIZONA SCH/MSG THRPY	G850	780.5			5.1			775.5					
ARIZONA SCIENCE CTR	V169	785.7			307.1	144.1		334.5					
ARIZONA STATE FAIR	V166	272.2			238.5	33.7							
ARIZONA STATE LOTTERY	B314	4,409.0			1,119.6	1,912.0		1,377.4					
ARIZONA STATE TP	T433	7,570.9	5,970.1	160.4	625.9	126.9		575.9		11.4			100.3
ARIZONA STATE UNIVERSITY	G810	1,548.9			709.9	721.2		3.3		114.5			
ARIZONA SUPERBOWL EVENT	V169	486.2				486.2							
ARIZONA UNCLM PRPTY UNT	B315	338.6			338.6								
ARKANSAS CAREER PATHWAY	B329	286.9						286.9					
ARKANSAS ECONOMIC DEVELOPMENT	B840	426.4	426.4										
ARKANSAS FED CREDIT UNN CONSUMER SVC	B124	579.8			292.6	92.5		194.7					
ARKANSAS STATE TP	T433	6,490.1	2,952.0		151.2			1,710.2	2.1	1,674.5			
ARKETIPO FURNITURE STR	V375	431.7	431.7										
ARLINGTON ACURA	V212	497.4			344.0	62.7		90.7					
ARLINGTON AUTO DLR	V219	657.4			657.4								
ARLINGTON CNTY PLNG CMSN	B315	272.7			272.7								
ARLINGTON HEIGHTS FORD	V211	1,055.1			1,013.7	36.3		5.1					
ARLINGTON LEXUS	V212	479.2			372.7			106.5					

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ARLINGTON NISSAN	V212	334.6			334.6								
ARLINGTON TOYOTA	V212	360.3			114.4		125.5		120.5				
ARLINGTON TOYOTA SCION	V212	699.3			387.7				311.6				
ARM & HAMMER BAKING SODA	F141	1,978.1	1,922.6										55.5
ARM & HAMMER LIQ DET & FAB SOFTENER	H422	2,802.2	2,802.2										
ARM & HAMMER LIQ DETERGENT/SOFTENER	H422	350.5	350.5										
ARM & HAMMER LIQUID LAUNDRY DET	V163	2,039.4	1,208.8	830.6									
ARM & HAMMER MISC MERCHANDISE	G190	1,916.7	1,916.7										
ARM & HAMMER MULTI-CAT CAT LITTER	G640	4,972.4	4,002.9				619.1	0.1	27.2	323.0			
ARM & HAMMER ODOR ALERT LITTER	G640	13,418.6	7,221.5				2,995.2	72.5	266.8	2,862.6			
ARM & HAMMER PET FRESH &ARM/VAC FR	H353	4,212.7	4,212.7										
ARM & HAMMER POWDER LAUNDRY DET	H422	2,689.9	2,689.9										
ARM&HAMMER ADVANCE WHITE TOOTHPASTE	D211	17,494.4	3,885.3					0.3		13,608.8			
ARM&HAMMER FRIDGE FRESH RFRG AR FLTR	H353	10,886.6	4,478.5							6,408.1			
ARM&HAMMER HIGH PRFRMNC LITTER	G640	539.7					121.8	0.6	47.3	370.0			
ARM&HMR ESNTLS FB SFTR SHT&LQ LND DT	H423	3,975.7	3,975.7										
ARMACLAD HM IMPRVMNT CNT	V171	600.9			600.9								
ARMADILLO HOMES BUILDERS	V171	509.1			121.2		388.0						
ARMANI ATTITUDE FRAGRANCE MEN	D410	3,703.5	3,703.5										
ARMANI CASA FURN STR	V375	1,742.7	1,038.1	469.4	18.9	216.3							
ARMANI CODE FRAGRANCE MEN	D410	6,527.2	6,010.3					1.4		515.6			
ARMANI CODE FRAGRANCE WOMEN	D180	3,720.5	3,166.5					1.4		552.7			
ARMANI COLLEZIONI SUITS MEN	A130	279.4	259.3			20.1							
ARMANI EXCHANGE A/X APPAREL	A990	869.3	869.3										
ARMANI EXCHANGE A/X RTW MEN & WOMEN	A190	465.6	465.6										
ARMANI EXCHANGE A/X STR MEN	V311	563.9	563.9										
ARMANI EXCHANGE A/X SUNGLASSES	A430	1,091.2	1,091.2										
ARMANI EXCHNG CLTHNG STR MEN & WOMEN	V311	701.0				701.0							
ARMENTA JEWELRY	A510	326.7	326.7										
ARMITRON WATCHES	A520	386.6	364.1			22.5							
ARMKEA INC CONTRACTOR	V171	342.4			342.4								
ARMOR ALL CAR CARE PDTS	T143	8,779.5	2,153.8	601.7		56.0	786.3	1,362.5	6.7	3,570.3		242.3	
ARMORY CHRYSLER JEEP	V211	309.1			278.3			30.7					
ARMORY SHOW INTL FR/ART	V164	286.5	114.7	114.4		57.5							
ARMOUR VAR FOOD PDTS	F900	390.4						390.4					
ARMS REACH CO-SLEEPER BABY FURNITURE	H121	396.1	396.1										
ARMSTRONG CEILINGS	H611	448.0	397.2			50.8							
ARMSTRONG HARDWOOD FLOORING	H132	15,102.4	11,814.3					9.7	165.2	3,113.2			
ARMSTRONG HARDWOOD&LAMINATE FLOORS	H132	6,024.1	6,024.1										
ARMSTRONG LAMINATE FLOORING	H132	5,697.9	5,697.9										
ARMY NAVY SURPLUS STORE	V359	330.4			294.3		14.9		21.2				
ARNELL AUTO	V219	523.6			523.6								
ARNIES ARMY BATTLES/CNCR	V169	960.0	959.9		0.1								
ARNOLD BRANT SPORTCOATS & SWEATERS M	A130	425.8		425.8									517.8
ARNOLD NATURAL BREAD	F341	517.8											
AROMASIN RX	D560	1,474.0			1,474.0								
ARONOFF CENTER THEATER	V161	337.1			337.1								
ARRABELLE/VAIL SQR RSRT	T431	338.8	338.8										
ARRANGEMENT FURN STORE	V375	1,079.1	560.6		2.0			516.4					
ARRIBA MEXICAN GRILL	G310	710.1						710.1					
ARRIGO AUTO	V219	6,539.0			6,539.0								
ARRINGTON PLACE CONDO	B452	356.7			356.7								
ARROW APPAREL	A990	298.3	298.3										
ARROW AUTO DLR	V219	482.8			458.9		23.9						
ARROW CT50 CORDLESS STAPLE GUN	H624	467.3						430.4		36.9			
ARROW NAIL MASTER 2 NAIL GUN	H624	359.2	359.2										
ARROW RTW MEN & WOMEN	A190	2,398.2	2,169.5	228.7									
ARROW SHIRTS MEN	A141	678.9	395.6	228.7			54.5						
ARROW T50 STAPLE GUN	H624	428.9	428.9										
ARROW UPHOLSTERY	V179	259.9						259.9					
ARROW VIGNETTE	A990	2,165.7						191.0		1,974.7			
ARROWHEAD BOTTLED WATER	F460	3,498.4	1,378.3		8.7				1,504.0				607.3

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ARROWHEAD CLINICS	V133	913.9				1,104.1			913.9				
ART DLR ASSN OF AMERICA	V352	1,104.1											
ART EXHIBIT/PSA	B323	256.7							213.9		42.8		
ART FOR EVERYDAY BUILDING MATERIALS	H619	953.5	953.5										
ART INSTITUTE	G850	2,238.1	1,670.6	81.3			44.7						441.5
ART INSTITUTE INTL	G850	15,963.6			10.1		6.8		15,040.7	16.0	769.0		120.9
ART INSTITUTE OF CA	G850	555.1			1.0				554.1				
ART INSTITUTE OF CHICAGO	G850	562.3	300.5	114.4	60.5	86.9							
ART INSTITUTES	G850	763.1	763.1										
ART INSTRUCTION SCHOOLS	G850	3,086.5							872.3	78.6	2,135.6		
ART LEAGUE THEATER	V161	261.8			261.8								
ART OF ROBERT SEXTON ART DR	V852	490.5	490.5										
ART VAN FURNITURE STORE	V375	23,902.4			6,278.2		12.7		17,611.4				
ARTCARVED JEWELRY	A510	422.1	422.1										
ARTE DE MEXICO STORE	V379	1,862.5	1,862.5										
ARTE INTL FURNISHING STR	V372	544.2	61.6		482.6								
ARTEFACTO FURNITURE STR	V375	257.8			203.8		54.0						
ARTESIA RE DEV	B452	973.3			973.3								
ARTESIAN FACTORY OUTLET	V175	260.2			23.7		17.5		219.0				
ARTHURITIS FOUNDATION	B322	354.7			84.9		25.9		122.9		120.9		
ARTHROMEDIX DRUGS/TOILETRIES DR	V830	371.5	371.5										
ARTHUR & THE INVISIBLES VIDEO	H532	686.1						247.2	0.0		278.1	160.8	
ARTHUR FROMMERS BDGTRVL ONLINE	T420	697.5	697.5										
ARTHUR MURRAY DANCE STD'S	G850	1,198.5			566.6		86.6		545.3				
ARTIFACTS INTL HOME FURN	V372	293.1	293.1										
ARTIOLI DODGE	V211	544.8			544.8								
ARTIOLI KIA	V212	390.7			390.7								
ARTISAN LOFTS	B452	376.2	43.1	176.1		157.0							
ARTISTIC TILE STORE	V373	942.3	321.5	457.4	13.9	149.5							
ARTS & CRAFTS SHOW&SALE	V164	716.9			98.2		11.8		607.0				
ARTS CONDOMINIUM	B452	2,422.9			2,422.9								
ART-WAVE WAREHOUSE	V352	316.7			316.7								
ARUBA TP	T434	6,266.3	1,830.4		171.3						4,264.6		
ARUNDEL MILLS SHPNG CTR	V620	281.7			28.9		252.8						
ARVEST BANK CONSUMER SERVICES	B121	321.5			30.9		245.5		45.1				
ASA INST CLG/ADVNCD TECH	G810	2,062.9			1,854.4				208.5				
ASAHI GLASS CO LTD CP	B819	1,559.8	704.7			855.1							
ASCENSLA BREEZE & CNTR BLD GLCS MNTR	D620	1,947.0	1,324.8	622.2									
ASCENSLA BREEZE 2 BLOOD GLUCOSE MTR	D620	2,408.0						3.9	883.4		1,520.8		
ASCENSLA BREEZE BLOOD GLUCOSE MNTR	D620	535.4	535.4										
ASCENSLA BREEZE DRUGS/TOILETRIES DR	V830	9,985.6						576.0	937.0	16.0	8,456.6		
ASCENSLA CONTOUR BLOOD GLUCOSE METER	D620	16,045.4	954.9	171.5	1,362.3	157.3		7,745.2	1,630.9	55.7	3,967.6		
ASCOT CHANG CLOTHING STR MEN	V311	579.4	579.4										
ASGROW FARM SEEDS	G725	289.4							0.8				288.6
ASGROW SOYBEAN FARM SEEDS	G725	1,639.3							1,299.8	339.5	0.0		
ASHCRAFT & GEREL ATTY	V151	983.6			24.3						959.3		
A-SHED USA SHEDS&GARAGES	V376	285.0			182.0				103.0				
ASHEVILLE NC TP	T433	1,546.8	641.4		10.1		53.1		842.3				
ASHEVILLE SAVINGS BANK CONSUMER SVC	B121	592.7			569.9				22.8				
ASHLEY FURN HOME STR	V375	82,350.6			34,713.3		1,273.3		46,363.9				
ASHMEAD COLLEGE	G810	956.0								956.0			
ASHTON CIGARS	G220	330.7	330.7										
ASHTON RE DEV	B452	341.8					341.8						
ASHTON WOODS HOMES	B452	1,164.9			600.2		564.7						
ASHTON-DRAKE GALLERIES CLCTBLS DR	V852	16,420.1	14,039.7	2,379.0									1.4
ASHTON-DRAKE GALLERIES JEWELRY DR	V810	1,836.0	1,296.0	540.1									
ASHWORTH CP	G930	297.4	297.4										
ASHWORTH UNIVERSITY CORR SCH DR	V854	17,552.0	256.8					98.0	104.7	180.6	16,912.0		
ASI HASTINGS AC & HTG	V174	344.2			344.2								
ASI HEATING & AC	V174	335.3			335.3								
ASIA ADVERTORIAL	T434	663.4				663.4							
ASIAN ART MUSEUM	V166	339.4			250.9	39.7	48.6		0.2				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ASIANA AIRLINES INTL	T414	298.9	235.3		2.3	3.8	57.5						
ASICS ATHLETICWEAR MEN	A141	886.6	886.6										
ASICS ATHLETICWEAR WOMEN	A141	256.7	256.7										
ASICS CORP CP	A990	1,663.5	1,441.1	114.4	0.6	107.5							
ASICS CYPRESS SNEAKERS MEN & WOMEN	A321	1,630.5	1,630.5										
ASICS GEL-1120 SNEAKERS MEN	A321	1,425.6	1,425.6										
ASICS GEL-1120 SNEAKERS WOMEN	A321	1,760.7	1,760.7										
ASICS GEL-CUMULUS &GL-NMBS SNKRS M&W	A321	785.1	785.1										
ASICS GEL-CUMULUS SNEAKERS MEN	A321	762.6	762.6										
ASICS GEL-CUMULUS SNEAKERS WOMEN	A321	2,152.8	2,152.8										
ASICS GEL-FRANTIC SNEAKERS MEN	A321	1,288.1	1,288.1										
ASICS GEL-FRANTIC SNEAKERS WOMEN	A321	1,109.1	1,109.1										
ASICS GEL-KAYANO SNEAKERS MEN	A321	975.0	975.0										
ASICS GEL-KAYANO SNEAKERS WOMEN	A321	790.0	790.0										
ASICS GEL-KINSEI 2 SNEAKERS WOMEN	A321	518.2	518.2										
ASICS GEL-NIMBUS 9 SNEAKERS MEN	A321	823.9	823.9										
ASICS GEL-NIMBUS 9 SNEAKERS WOMEN	A321	634.5	634.5										
ASICS GT-2120 SNEAKERS MEN	A321	2,287.4	2,287.4										
ASICS GT-2120 SNEAKERS MEN & WOMEN	A321	1,925.3	1,925.3										
ASICS SNEAKERS MEN & WOMEN	A321	1,182.9	675.1			507.8							
ASICS SNEAKERS WOMEN	A321	738.0	738.0										
ASID AMER SOC/INTR DSGNR	V179	343.8	337.0		6.8								
ASK.COM ONLINE	B670	46,774.9			18.6	193.1	1,356.9	29,564.1	3,734.2	1,609.6	9,242.5		1,055.9
ASKCHESAPEAKE.COM ONLINE	V173	353.0			353.0								
ASKLISTENLEARN.COM ONLINE	B670	260.0	260.0										
ASKO DISHWASHER	H214	733.1	733.1										
ASKTHEOZARKS.COM ONLINE	B670	284.8						284.8					
ASMANEX ASTHMA RX	D560	52,508.6	1,780.0					21,015.3	3,902.7	7,765.8	18,044.9		
ASMARA RUGS	H131	293.1	293.1										
ASPCA	V158	916.1			110.5		26.4		77.0	162.6	539.7		
ASPCA AMER SOC/CR/AN/PSA	B323	2,731.0						2,214.4	102.4		414.2		
ASPEN DENTAL CENTER	V133	3,208.8								3,208.8			
ASPEN DENTAL GROUP	V133	1,242.0			1,242.0								
ASPEN POINTE RE DEV &CHELSEY CRSNG	B452	297.0			297.0								
ASPEN SNOWMASS AREA TP	T433	635.2	550.7					44.1	10.6	29.0	0.8		
ASPEN SNOWMASS LODGING	T431	905.8			905.8								
ASPERCREME PAIN RUB	D551	2,027.8						0.0	188.4	1,191.1	648.3		
ASPIRA THE SPA	V131	280.4			280.4								
ASPIRE 36 DRUGS/TOILETRIES DR	V830	475.6			243.5	232.1							
ASPIRE36 DRUGS/TOILETRIES DR	V830	3,300.5			3,300.5								
ASSAEL BMW	V213	398.6			398.6								
ASSIST 2 SELL REALTY	B451	848.0			721.9		5.2		120.9				
ASSOCIATED BANK CONSUMER SERVICES	B121	1,925.4			1,762.9		162.4						
ASSOCIATED BANK/WI CONSUMER SERVICES	B121	395.3							395.3				
ASSOCIATED CREDIT UNION CONSUMER SVC	B124	1,299.7			518.2		131.1		650.5				
ASSOCIATED FOOD STORES	V345	1,185.0			1,164.6				20.4				
ASSOCIATION OF AMER PUB	B690	621.2	621.2										
ASSOCIATION/AMER PUB/PSA	B323	39,735.3						39,735.3					
ASSOCIATION/AMER RAILRDS	B329	1,691.1	81.6				166.2		840.8				602.5
ASSOCIATION/CA WATER AG	B329	2,229.6							2,220.6				9.0
ASSURANT HEALTH INSURANCE DR	V829	16,363.8							572.9		15,790.9		
ASSURANT HEALTH MEDICAL INSURANCE	B412	673.8			3.2				111.5		344.7		214.3
ASTA AMER SOC/TRVL AGNTS	T420	1,379.2				1,379.2							
ASTELIN NASAL SPRAY RX	D560	35,748.7	17,777.3						5,028.6	1,822.6	6,164.9	4,955.4	
ASTON MARTIN AUTOS VANTAGE	T113	1,436.3	1,436.3										
ASTORIA FED SAVINGS BANK CON SVC	B121	6,111.1			6,092.4	18.6							
ASTORIA FED SAVINGS BANK RECRUITMENT	B912	1,822.1			1,822.1								
ASTOUND BROADBAND CBL CO	B241	731.7			520.7		211.0						
ASTRAZENECA MEDICARE PRSCRPTN CRD	B412	1,178.7	604.8		573.9								
ASTRAZENECA PLC CHOLESTEROL	D700	1,327.8	1,327.7						0.2				
ASTRAZENECA PLC CP	D700	11,681.2	9,273.4		1,415.0	925.8							67.1
ASTRAZENECA VAR RX	D560	747.6	695.6					52.0					

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ASTRIVE ATLANTA CONSUMER SERVICES	B121	277.7											277.7
ASTRIVE STUDENT LOAN CONSUMER SVC	B124	79,697.6	147.1					662.5	5.4	268.0	78,614.6		
ASTROGLIDE LUBRICANTS	D558	2,564.4	2,564.4										
ASTRONAUT FARMER VIDEO	H532	331.3	26.6									304.7	
AT HOME CARPETS SHOP	V373	423.5			244.7				178.9				
AT PROPERTIES REALTY	B451	1,425.7				1,425.7							
AT&T AUSTIN MRTHN/RNTX	V365	588.8	588.8										
AT&T BLUE ROOM ONLINE	B670	4,149.6	1,169.3					2,362.1	507.1		111.2		
AT&T BROADBAND DIGITAL NTWRKNG SVC	B233	455.0	438.6		16.4								
AT&T BUNDLE PDTS	B250	16,821.5			16,604.5	101.3	115.5		0.2				
AT&T BUSINESS	B222	30,830.1	1,186.7			1,141.8	733.0		17,523.4	6.9	21.6	10,216.6	
AT&T BUSINESS & RESIDENTIAL	B222	1,382.5				55.2							1,327.3
AT&T BUSINESS ISP	B225	767.2			479.6	287.7							
AT&T CABLE SERVICE	B241	1,274.2			1,249.1		25.2						
AT&T CENTER	V166	356.8	13.6		225.8		117.4						
AT&T COMMUNICATIONS CP	B260	552.7	547.8		4.9								
AT&T COMMUNICATIONS RESIDENTIAL	B222	1,022.9					265.6						757.3
AT&T CORP CP	B260	28,871.8	336.3		5,078.5	2,446.1						3,158.6	17,852.2
AT&T CORP MA	B130	2,110.4				2,110.4							
AT&T DIRECTORIES	B232	5,082.0					2,944.2						2,137.8
AT&T INC CP	B260	75,689.7	6,134.2		89.8	368.5		50,888.6	12,855.7		5,352.9		
AT&T INC RECRUITMENT	B912	1,114.0	679.8		207.9				30.5				195.9
AT&T ISP	B225	83,067.8	156.4		1,286.0		304.2	2,801.7	77,439.5	740.8	227.9		111.2
AT&T ISP & SATELLITE SERVICE	B225	5,987.1			114.3				5,855.6	15.5		1.7	
AT&T ISP & WIRELESS SERVICE	B225	25,045.7							9,093.2	15,908.3	32.0	12.2	
AT&T ISP/PHONE	B225	5,532.7				175.9				5,356.8			
AT&T ISP/PHONE/TV	B250	25,307.0			238.9				24,726.0		328.0		14.1
AT&T ISP/PHONE/TV/WIRELESS	B250	55,503.8	64.3					186.3	54,621.3	627.3	4.6		
AT&T ISP/PHONE/WIRELESS	B250	9,541.7			157.1				160.0	7,018.2	10.0	20.2	2,176.3
AT&T ISP/TV/WIRELESS	B250	7,159.4	140.6		70.9	791.4		5,124.0	957.4		75.0		
AT&T LOCAL & LONG DISTANCE	B222	269.7			107.4					112.9			49.4
AT&T LONG DISTANCE BUS & INTL BUS	B221	564.0				564.0							
AT&T LONG DISTANCE BUSINESS & RES	B221	58,693.7				49,860.7							8,833.0
AT&T LONG DISTANCE RESIDENTIAL	B221	28,415.2			122.4								28,292.8
AT&T MILIFE WIRELESS SERVICE	B223	253.5			253.5								
AT&T NETWORKING SERVICES	B233	1,301.0				1,301.0							
AT&T NETWORKING SYSTEMS	B233	1,105.4	637.0					457.1	9.6		1.7		
AT&T PHONE & WIRELESS	B222	12,973.7						3,448.9	9,499.4		25.3		
AT&T PRE-PAID WIRELESS SVC	B223	34,273.0						20,163.1	5,664.1		8,445.9		
AT&T RESIDENTIAL	B222	15,023.3			5,821.2	469.9							8,732.3
AT&T SATELLITE TV	B242	22,528.8						22,513.7		14.7	0.4		
AT&T SMALL BUS HOSTING INTERNET SVC	B541	3,680.8	1,826.4		1,805.8	48.6							
AT&T SMALL BUSINESS SVC ONLINE	V129	518.3	518.3										
AT&T UNIVERSAL MASTERCARD	B111	422.5	422.5										
AT&T UNIVERSAL REWARDS MASTERCARD	B111	385.4	385.4										
AT&T VIGNETTE	B260	884.3					322.5	336.8		225.0			
AT&T WIRELESS PHONES	B213	384.3		90.4	294.0								
AT&T WIRELESS SERVICE	B223	1,059,989.8	22,477.5		156,091.0	13,775.4	27,217.9	597,347.5	78,569.2	2,993.3	155,507.8	1,522.3	4,488.0
AT&T WIRELESS STORE	V329	29,467.2			27,661.0	1,765.3	4.2		36.7				
AT&T YAHOO ISP	B225	1,443.0			1,443.0								
AT&T YELLOW PAGES	B232	43,384.2			899.3		2,695.7	80.0	22,953.4				16,755.8
ATA AMERICAN TRANS AIR DOM	T413	786.9				541.5	245.4						
ATA AMERICAN TRANS AIR INTL	T414	658.7	96.7		562.0								
ATARI ARTHUR/INVISIBLES/GAME	G511	437.7								437.7			
ATARI DRAGONBALL Z BDK TNKCH 3	G511	901.7							134.4	15.4	543.2	208.7	
ATARI GODZILLA UNLEASHED VD GM	G511	513.5							67.2	1.6	350.4	94.3	
ATARI TIMESHIFT VIDEO GAME	G511	1,681.6							68.7	6.5	416.0	1,190.4	
ATCHLEY FORD	V211	284.1			284.1								
ATELIER AIMEE BRIDAL GOWNS WOMEN	A130	499.6	499.6										
ATELIER AIMEE SALON WOMEN	V311	451.9	451.9										
ATELIER RE DEV	B452	516.2			16.3	499.8							
ATHENA INSTITUTE DRUGS/TOILETRIES DR	V830	489.6	489.6										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ATHLETA APPAREL WOMEN DR	V810	270.3	86.2	184.1									
ATI ASSOCIATED TECH INST	G850	1,389.3			58.9				1,330.4				
ATI CAREER INSTITUTE	G840	347.8			347.8								
ATKINS ADVANTAGE BARS	D543	2,906.4	1,403.1		1,408.0	95.3							
ATKINS ADVANTAGE BARS & SHAKE	D543	337.2				337.2							
ATKINS DIET AID	D542	334.4			143.9	190.5							
ATLANTA AREA VOLVO DA	T123	549.1			549.1								
ATLANTA AREA VOLVO DA S40&S60 LSG	T123	630.7			630.7								
ATLANTA AREA VOLVO DA S80 LEASING	T123	370.2			370.2								
ATLANTA AREA VOLVO DA XC90 LEASING	T123	407.3			407.3								
ATLANTA BRAVES BSBL TM	V163	1,440.0	7.5		542.0		71.1		813.3		6.0		
ATLANTA CTR/CSMTC DNSTRY	V133	755.1	729.7							25.4			
ATLANTA FALCONS FTBL TM	V163	1,334.6			17.6		1,316.3		0.8				
ATLANTA GA TP	T433	329.1	69.7		245.5				14.0				
ATLANTA GAS LIGHT CO	V173	484.0			106.7		368.4		8.8				
ATLANTA HISTORY CENTER	V166	431.5			279.3		152.2						
ATLANTA JRNL CNSTN NWSPR	B622	552.2					379.9		172.3				
ATLANTA LINC MERC DA	T121	386.7											386.7
ATLANTA MOTOR SPEEDWAY	V163	705.1	45.8		49.9		123.5	49.1	248.1		139.3	40.0	9.3
ATLANTA SYMPHONY ORCHSTR	V161	479.5			454.9				24.6				
ATLANTA TITLE LOANS CONSUMER SVC	B124	277.0							277.0				
ATLANTA TOYOTA	V212	707.7					91.6		616.1				
ATLANTA VOLVO DLR ASSN VAR AUTO&TRK	T123	302.9			302.9								
ATLANTA VOLVO DLR ASSN XC70 & XC90	T123	378.9			378.9								
ATLANTA/HYND DLR ASSN SONATA	T122	1,670.1			1,670.1								
ATLANTIC ALUMINUM HM CTR	V376	279.9			279.9								
ATLANTIC AUDI	V213	678.3			404.0	274.3							
ATLANTIC AUTO DLR	V219	353.1			353.1								
ATLANTIC AUTOMALL	V219	778.3			778.3								
ATLANTIC BANK OF NY CONSUMER SVC	B121	973.8			45.0	928.7							
ATLANTIC BAY MTG GROUP CONSUMER SVC	B124	260.5			239.6				20.9				
ATLANTIC CADILLAC	V211	297.7			297.7								
ATLANTIC CADILLAC CHEV	V211	441.8			441.8								
ATLANTIC CHEVROLET	V211	732.4			732.4								
ATLANTIC CITY NJ TP	T433	321.7			39.4		231.9		50.4				
ATLANTIC CITY/PWR BT SHW	V164	533.5	533.5										
ATLANTIC COAST BANK CONSUMER SVC	B121	280.5			280.5								
ATLANTIC HEALTH SYSTEM	V133	291.4			272.4	19.0							
ATLANTIC HONDA	V212	471.9			471.9								
ATLANTIC HYUNDAI	V212	1,801.6			1,801.6								
ATLANTIC INFINITI	V212	533.6			533.6								
ATLANTIC KIA	V212	526.1			526.1								
ATLANTIC MED IMAGING CTR	V133	270.5			270.5								
ATLANTIC MEDIA MARKETING	B651	1,958.1	1,958.1										
ATLANTIC NISSAN	V212	424.4			424.4								
ATLANTIC SPAS&BLRDS STR	V376	269.8			257.9				11.9				
ATLANTIC STATION RE DEV	B452	340.2	271.2		52.3				16.8				
ATLANTIC TOYOTA	V212	1,346.7			868.2		46.3		432.2				
ATLANTIC YACHT&SHIP YCHT	G430	1,233.0	1,233.0										
ATLANTIS CASINO RESORT	T431	3,246.4	331.6		1,918.7	303.2	283.1		404.4	5.5			
ATLANTIS EVENTS TRAVEL	T420	407.5	407.5										
ATLANTIS PARADISE ISLAND	T432	471.6											471.6
ATLANTIS RESORT BAHAMAS	T432	12,543.0	924.6		1,672.2	7,430.9			1,420.3		1,002.1		92.9
ATLANTIS TP	T434	1,148.3							515.8		632.5		
ATLANTIS YACHTS	G430	910.5	910.5										
ATLAS TRILLO HTG & AC	V174	512.4			512.4								
ATLASS INSURANCE GROUP	B430	614.2	614.2										
ATMOS ENERGY CORP	V173	459.6			405.5		52.0		2.0				
ATRADIUS TRADE CREDIT BUSINESS INS	B423	297.9	297.9										
ATRIA VAR BOOKS	B610	817.2					817.2						
ATRIPLA HIV RX	D560	1,177.5	862.4					315.1					
ATRIUM MEDICAL CENTER	V133	335.2			29.0		26.2		280.0				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ATRO-PHEX WEIGHT LOSS PILLS	D542	2,645.9	2,645.9										
ATS ADVANCED TECH SVC	V121	261.1	261.1										
ATTORNEY GENERALS OF/PSA	B323	393.2							393.2				
ATTORNEYS TITLE INS FUND BUS INS	B423	2,037.5					11.2						2,026.3
ATTORNEYS TRIAL GROUP	V151	500.0					78.0		422.1				
ATWOODS RANCH & HOME STR	V358	285.6			2.3				283.3				
AU FURNITURE	H121	262.0	262.0										
AUBURN GMC PONTIAC	V211	503.0			503.0								
AUBURN NISSAN & BURIEN NISSAN	V212	511.2			402.0				109.3				
AUBURN UNIVERSITY	G810	366.3	126.7		8.3		82.9	0.0	8.3		140.1		
AUBURN VALLEY AUTO ENT	V219	1,283.3			1,283.3								
AUBURN VALLEY HYUNDAI	V212	626.3			626.3								
AUBURN VALLEY KIA	V212	634.2			634.2								
AUBURN VALLEY MAZDA	V212	648.2			648.2								
AUBURN VALLEY MITSUBISHI	V212	335.2			335.2								
AUCOIN HART JEWELRY STR	V314	633.0			274.5		33.1		325.4				
AUCTION BLOCK LOCAL ONLINE	V122	476.7			476.7								
AUCTION DIR USA AUTO DLR	V219	836.9							836.9				
AUCTION DIRECT USA AUTO	V219	774.2			559.5		14.2		200.5				
AUCTION OUTLET HOME CTR	V376	839.8			839.8								
AUDEMARS PIGUET JEWELERS	V314	5,826.7	4,748.9		58.1	1,019.8							
AUDEMARS PIGUET WATCHES	A520	1,347.0	1,034.3		19.2						293.5		
AUDEO PERSONAL COMM HEARING AID	D610	848.3	254.3		350.7						243.2		
AUDI AUTO DIV CP	T113	508.7			154.9	353.8							
AUDI AUTO&TRK A4 & Q7	T116	1,333.3				1,333.3							
AUDI AUTO&TRK A4 & Q7 LEASING	T116	868.2				868.2							
AUDI AUTO&TRK VAR	T116	551.5						79.4	458.2		13.9		
AUDI AUTO&TRK VAR LEASING	T116	2,834.9				2,834.9							
AUDI AUTOS A4	T113	360.9				222.6		75.7	34.0		28.6		
AUDI AUTOS A4 & A6 LEASING	T113	482.6				482.6							
AUDI AUTOS A4 LEASING	T113	278.0				227.3		40.0	2.6		8.2		
AUDI AUTOS A6 LEASING	T113	323.9						20.0	296.2		7.7		
AUDI AUTOS PRE-OWNED	T113	790.7				790.7							
AUDI AUTOS R10	T113	308.9	96.1			212.8							
AUDI AUTOS R8	T113	2,963.8	1,621.3			1,342.5							
AUDI AUTOS RS 4	T113	544.4	544.4										
AUDI AUTOS S SERIES	T113	412.2	412.2										
AUDI AUTOS TT	T113	2,804.1	1,509.6		22.3	337.7		95.4	440.3		398.8		
AUDI AUTOS VAR	T113	1,227.0	258.0		84.3	539.0	345.7						
AUDI AUTOS VAR LEASING	T113	1,503.4			105.0	1,398.5							
AUDI DLR ASSN A3 LEASING	T123	2,506.5							2,506.5				
AUDI DLR ASSN A4	T123	2,778.1							2,778.1				
AUDI DLR ASSN A4 LEASING	T123	18,721.5							18,721.5				
AUDI DLR ASSN A6 LEASING	T123	1,937.5							1,937.5				
AUDI DLR ASSN Q7	T123	1,859.2							1,859.2				
AUDI DLR ASSN Q7 LEASING	T123	15,296.0							15,293.1		2.9		
AUDI DLR ASSN TT	T123	2,694.4							2,694.4				
AUDI DLR ASSN TT LEASING	T123	1,118.4							1,118.4				
AUDI DLR ASSN VAR AUTO&TRK	T123	8,723.4							7,555.4				1,168.0
AUDI DLR ASSN VAR AUTO&TRK LEASING	T123	292.9			292.9								
AUDI DLR ASSN VAR AUTOS	T123	4,668.0			4,573.5		31.1						63.4
AUDI LOC DLR	V213	552.1							552.1				
AUDI LOC DLR LEASING	V213	636.8							636.8				
AUDI OF CHARLOTTE	V213	311.0				251.9			59.1				
AUDI OF DOWNTOWN LA	V213	699.6				699.6							
AUDI OF HUNTINGTON & AUDI/SMITHTOWN	V213	419.7				345.6	74.1						
AUDI TRUCKS Q7	T119	530.6	419.4						79.1	2.3	29.9		
AUDI TRUCKS Q7 LEASING	T119	1,350.4				26.4	1,238.0		74.4	0.2	11.4		
AUDI WEST COVINA	V213	321.1				321.1							
AUDIBEL HEARING AID	D610	5,790.2				5,778.0				12.2			
AUDIBEL HEARING AID CTR	V139	1,117.2				980.4				136.8			
AUDIBLE.COM STORE ONLINE	V359	388.5	261.8		30.3	36.4	60.0						

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
AUGUST WILSON THEATRE	V161	407.9			197.9	210.0							
AUNGATE VAR SOFTWARE	B532	339.8	276.6			63.2							
AUNT JEMIMA PANCAKE MIX	F141	1,040.2											1,040.2
AURORA HEALTH CARE SYS	V133	1,387.6			207.1		144.3		1,036.2				
AUSSIE HAIR CARE & STYLING PDT'S	D320	7,467.4	7,467.4										
AUSSIE HAIR CARE PDT'S	D320	3,731.6	3,635.0						28.2	8.2	32.6	27.7	
AUSSIE MOIST HAIR CARE&STYLING PDT'S	D320	7,640.7							3,219.9	49.1	2,321.8	2,050.0	
AUSSIE SUN TCHD SHN HR CR&STYL PDT'S	D320	1,120.2	1,120.2										
AUSSIE SUN TOUCHED SHINE HAIR SPRAY	D330	14,048.6	3,912.6						4,941.0	155.8	1,650.4	3,388.8	
AUSSIEBUM UNDERWEAR MEN	A210	473.9	473.9										
AUSTIN AREA CHEVROLET DA	T121	469.1			469.1								
AUSTIN AREA DODGE DA	T121	485.1			485.1								
AUSTIN AREA MAZDA DA	T122	795.0			795.0								
AUSTIN ENERGY SERVICES	V173	477.7			424.2		17.5		36.1				
AUSTIN HYUNDAI DLR ASSN	T122	671.2			671.2								
AUSTIN INFINITI	V212	354.1			264.9		89.3						
AUSTIN METRO CHRY DA	T122	982.2			982.2								
AUSTIN METRO DODGE DA	T121	1,262.6			1,262.6								
AUSTIN SUBARU	V212	256.4			256.4								
AUSTIN TELCO FED CRDT UN CON SVC	B124	278.8			278.8								
AUSTIN TX TP	T433	963.5	945.5					18.0					
AUSTIN-WESTON CTR/CSMTC	V133	664.4			664.4								
AUSTRALIA TP	T434	6,678.2	5,230.4						551.8		896.0		
AUSTRALIAN DREAM ARTHRITIS CREAM	D551	487.3			487.3								
AUSTRIAN AIRLINES INT'L	T414	937.8	223.1		435.2	279.5							
AUTHORHOUSE PUB VAR BOOKS	B610	968.3			429.7	538.6							
AUTISM AWARENESS/PSA	B323	708.7							219.8	233.0		255.9	
AUTISM CLNCL RSRCH TRL	V139	951.3								951.3			
AUTISM SPEAKS ORG/PSA	B323	3,276.6							983.0	1,692.5		601.0	
AUTO ADVANTAGE CAR SALES	V219	255.7								255.7			
AUTO ALLIANCE	B329	817.8	81.6		6.1								730.1
AUTO BARN STORES	V380	1,243.7			1,243.7								
AUTO CARS & TRUCKS	V219	307.6			307.6								
AUTO CENTER NORTHWEST	V219	438.3			276.0					162.4			
AUTO COLLECTION/CL SPRNG	V219	585.0			326.0					259.0			
AUTO CONNECTION	V219	731.0			95.9		0.8			634.3			
AUTO GALLERY	V219	292.0			292.0								
AUTO INS DISCOUNTERS	B430	546.8								546.8			
AUTO INSURANCE AMERICA	B430	527.1						126.5		400.6			
AUTO MASTER AUTO SALES	V219	564.5						92.0		472.5			
AUTO MAXX CAR SALES	V219	1,047.1			3.2					1,043.9			
AUTO METER AUTOMOTIVE GAUGES	T144	513.2	222.5								290.7		
AUTO SHOW EVENT	V164	2,243.7			713.5		47.4			1,482.7			
AUTO SHOW/VAR SPOON	V164	475.7								475.7			
AUTO TECHNICAL INC ORG	B329	287.1			270.1					17.0			
AUTO TRADE CENTER AUTO	V219	303.1			303.1								
AUTOBAHN MERCEDES	V213	618.5			618.5								
AUTOBAHN MOTORS	V219	756.6			8.8		747.8						
AUTOBAHN MOTORS & MRCDS-BNZ WLNT CRK	V219	292.9			292.9								
AUTOBARN MAZDA	V212	279.4			279.4								
AUTOCENTERS NISSAN	V212	429.3			429.3								
AUTODESK INVENTOR SOFTWARE	B532	787.6	787.6										
AUTODESK REVIT SOFTWARE	B532	605.4	605.4										
AUTODESK VAR SOFTWARE	B532	312.2	245.4					66.8					
AUTOFAIR CHEVROLET	V211	1,090.2			1,020.9					69.3			
AUTOHAUS OF CLAYTON BMW	V213	383.7			84.2					299.5			
AUTOHAUS/EDENS AUTO DLR	V219	955.5			955.5								
AUTOLAND & TOYOTALAND	V219	1,324.6			1,324.6								
AUTOLAND AUTO ENTRPRS	V219	825.7			733.9		0.3			91.5			
AUTOLENDERS LQDTN CTR	V219	2,438.8			2,438.8								
AUTOLITE PARTS & ACCESSORIES	T144	425.1										425.1	
AUTOLITE SPARK PLUGS	T144	977.6	389.5									588.1	

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
AUTOLITE XP XTREME SPARK PLUGS	T144	269.6	269.6										
AUTOMAX HYUNDAI	V212	1,651.1			237.4				1,413.7				
AUTOMOTIVE RACING PDTS AUTOMOTIVE DR	V880	445.0	445.0										
AUTONATION USA	V219	555.4			79.4		474.3		0.3				1.4
AUTONOMY VAR SOFTWARE	B532	966.8	74.8				892.0						
AUTO-OWNERS VAR INSURANCE	B429	479.4					3.0		476.4				
AUTOPILOT SYSTEM SEMINAR	G820	787.5			787.5								
AUTORE PEARLS	A510	265.6	265.6										
AUTOS REPOSEIDOS SALE	V219	376.1							376.1				
AUTOTIRE CAR CARE STORE	V380	993.7			300.2		23.0		670.5				
AUTOTRADER.COM DLR & AUTOTRADER MAG	V219	4,843.3									4,843.3		
AUTOTRADER.COM DLR ONLINE	V219	19,073.9					611.6	3,179.7	5,068.0		9,695.4		519.3
AUTOWAY AUTO ENTERPRISES	V219	571.1			380.5				190.6				
AUTOWAY CHEVROLET	V211	1,012.2			969.0		43.2						
AUTOWAY DODGE HONDA	V219	364.2			364.2								
AUTOWAY HONDA	V212	295.6			233.9		52.3		9.4				
AUTOWAY NISSAN & NISSAN OF BRANDON	V212	363.6			363.6								
AUTOWAY TOYOTA	V212	967.2			967.2								
AUTOWEST AUTO ENTRPS	V219	993.9			869.7		24.6		99.7				
AUTOWEST HONDA	V212	770.9			770.9								
AUTOWEST.COM ONLINE	V219	314.1							314.1				
AUTOWORLD AUTO DLR	V219	1,259.5			1,259.5								
AUTOWORLD KIA	V212	701.4			701.4								
AUTOZONE PARTS STORE	V380	55,817.0	386.8					13,928.1	368.8		15,386.9	25,225.3	521.1
AVACOR DRUGS/TOILETRIES DR	V830	1,037.3		42.1					4.0		237.8	519.9	233.5
AVADA AUDIOLOGY&HRNG CTR	V139	1,538.5			1,260.4				278.0				
AVALANCHE BAY/WATERPARK	T440	359.5							359.5				
AVALANCHE MCHNCL HTG&AC	V174	377.6			369.7				8.0				
AVALAR RE NETWORK	B451	300.1			300.1								
AVALON CARPET TL&FLR STR	V373	1,107.7			735.3	4.8	165.2		202.5				
AVALONBAY COMMUNITIES	B452	267.5			4.6		263.0						
AVANDIA DIABETES RX	D560	15,790.6	8,945.9	1,062.0	4,664.3	1,118.4							
AVANTAIR FRACTIONAL OWNRSHP PRGRM	T300	3,400.8	2,450.1			950.7							
AVANTI DESIGNS FORMAL GOWNS WOMEN	A130	431.5	431.5										
AVATAR/LAST ARBNDR VOL 1 VIDEO	H532	470.5									470.5		
AVATAR/LAST ARBNDR VOL 3 VIDEO	H532	700.6									700.6		
AVATAR/LAST ARBNDR/VOL 2 VIDEO	H532	751.8	81.0								670.7		
AVAYA COMMUNICATION SYSTEMS	B233	1,479.0	758.0			61.5	659.5						
AVAYA DATA NETWORK	B233	285.8				285.8							
AVAYA RESIDENTIAL	B222	1,232.3					1,232.3						
AVAYA VAR SOFTWARE	B532	1,544.8	814.9			730.0							
AVEDA BE CURLY HAIR CARE PDTS	D320	1,402.6	1,402.6										
AVEDA CP	D190	646.9	646.9										
AVEDA SMOOTH INFUSION SHAMP & COND	D320	263.4	263.4										
AVEENO ACTIVE NAT/RDNC MSTRZNG LTN	D110	10,381.0	4,013.8					4,302.5	138.0	546.2	1,380.6		
AVEENO ACTIVE NATURALS BODY WASH	D223	1,658.4	1,658.4										
AVEENO ACTIVE NATURALS MSTRZNG LTN	D110	18,903.0	6,454.1					8,013.3	311.5	1,438.3	2,685.9		
AVEENO ACTIVE NATURALS SKIN CR PDTS	D110	3,220.6	3,220.6										
AVEENO ACTV NTRLS/AGLS ANTI-ANG SRM	D110	20,704.4	189.3					11,781.8	576.2	1,837.9	6,319.2		
AVEENO ADVANCE RELIEF COLD SR TRTMNT	D559	834.9	834.9										
AVEENO BABY SOOTHING RELIEF CRM&WSH	D557	1,164.3	1,164.3										
AVEENO BABY SOOTHING RLF DPR RSH CRM	D557	1,596.3	1,596.3										
AVEENO BABY WASH & SHAMPOO	D557	558.4	558.4										
AVEENO CLEAR COMPLEXION BLMSH TRTMNT	D552	359.0	359.0										
AVEENO CLEAR COMPLEXION FMNG CLNSR	D160	2,454.6	2,454.6										
AVEENO CNTNS PRTCTN SUN BLOCK LOTION	D170	12,081.1	5,365.2					4,372.4	62.3	766.2	1,515.0		
AVEENO ESSENTIAL MSTR LIP COND	D553	1,192.0	1,192.0										
AVEENO INTENSE RELIEF OVERNIGHT CRM	D110	613.3	613.3										
AVEENO MOISTURIZING LOTION	D110	1,392.7	1,232.7						6.0		154.0		
AVEENO POSITIVELY AGLS NIGHT CRM&SRM	D110	9,865.5	9,751.1	114.4									
AVEENO POSITIVELY RDNT BODY WASH	D223	587.6	587.6										
AVEENO POSITIVELY RDNT DLY CLNSNG PD	D160	3,082.4	3,082.4										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
AVEENO POSITIVELY RDNT DLY FCL MSTRZ	D110	4,568.3	1,178.4					2,263.8	94.7	452.0	579.5		
AVEENO POSITIVELY RDNT EYE BRGHT CRM	D110	938.3	938.3										
AVEENO POSITIVELY RDNT MSTRZNG LTN	D110	5,555.0	4,315.6					809.7	34.2	168.0	227.5		
AVEENO POSITIVELY SMTH SHWR & SHV CRM	D250	1,226.6	1,226.6										
AVEENO SKIN CARE PDTs	D110	1,450.2	677.4				762.0	10.7					
AVEENO SKIN RELIEF MSTRZRNG LTN	D110	8,598.9	4,081.8					2,291.3	142.8	1,228.2	854.8		
AVEENO STRESS RELIEF BODY WASH	D223	1,777.7	1,777.7										
AVEENO ULTRA-CALMING DAILY MSTRZR	D110	3,838.8	1,733.2					1,117.0	15.9	463.9	508.8		
AVEENO ULTRA-CALMING DAILY/&NIGHT CRM	D110	1,688.3	1,688.3										
AVEENO/ECZEMA CARE BDY WSH&MSTRZG CR	D223	950.1	950.1										
AVENT BABY BOTTLES	H232	2,060.5	2,060.5										
AVENT BABY FEEDING PDTs	H232	485.3	485.3										
AVENT ISIS IQ DUO ELECT BREAST PUMP	H232	416.4	416.4										
AVENT MAGIC SPILL-PROOF CUP	H232	1,078.6	1,078.6										
AVENT TEMPO DISPOSABLE NURSERS	H232	2,182.9	2,182.9										
AVENTINE AT MIRAMAR DEV	B452	399.6			399.6								
AVENTIS SA DIABETES	D700	754.9	754.6								0.4		
AVENUE ONE RE DEV	B452	482.0			482.0								
AVENUE Q PLAY	V161	615.2	37.0		31.4			75.6		471.2			
AVERY FISHER HALL	V161	721.8			0.7		721.0						
AVERY HESS REALTORS	B451	256.8			256.8								
AVERY RE DEV &RUSHMORE RIVERSIDE DEV	B452	507.0			507.0								
AVERY RIVERSIDE RE DEV	B452	766.8	423.7	343.1									
AVERY RIVERSIDE RE DEV & 65TH RE DEV	B452	1,533.5		474.6	243.8		815.2						
AVIA SNEAKERS MEN	A321	294.4	294.4										
AVIATION INST OF MAINT	G840	661.3			191.1				470.3				
AVICTA COMPLETE PAK COTTON SD TRTMNT	G724	397.7							102.2				295.5
AVIREX APPAREL	A990	438.6	438.6										
AVIS BP	B911	327.9	327.9										
AVIS FORD	V211	293.7			257.7		36.0						
AVIS RENT-A-CAR	T151	26,635.8	4,364.8		40.2	2,195.8	113.4	6,087.6	37.7		13,796.3		
AVIS RENT-A-CAR & BUDGET RENT-A-CAR	B912	278.2			2.6								275.6
AVIVA INSURANCE CO	B430	1,321.6			1,321.6								
AVIVA LIFE INSURANCE	B411	12,858.2						8,176.4			4,681.8		
AVMED MEDICAL INSURANCE	B412	1,678.9			316.3		891.5		471.2				
AVMED MEDICARE PREFERRED	B412	959.2			230.8						728.4		
AVOCADOS FROM MEXICO AVOCADOS	F323	2,715.5					207.5		1,307.9				1,200.1
AVODART ENLARGED PROSTATE RX	D560	93,777.2	14,811.3					51,347.6	922.7	1,011.4	25,401.9		282.3
AVOID CRACKING/NEST EGG SEMINAR	G820	276.8			276.8								
AVON ANEW ALTERNATIVE AGE TREATMENT	D110	1,996.1	1,996.1										
AVON ANEW ALTERNATIVE EYE CREAM	D110	5,541.1						4,083.1	0.9		1,457.2		
AVON ANEW CLINICAL ADVNCD WRNLK CRCT	D110	3,588.4	3,473.8					110.0			4.6		
AVON ANEW CLINICAL EYE LIFT	D110	3,985.2	27.5					3,485.2	2.5		470.0		
AVON ANEW CLINICAL INST FACE LFT LTN	D110	443.7	443.7										
AVON ANEW CLINICAL LINE&WRNLK CRCTR	D110	4,497.9						3,417.7	8.3		1,072.0		
AVON ANEW CLINICAL PLUMP&SMTH LP SYS	D110	5,037.2	221.9					3,275.6	4.3		1,535.4		
AVON ANEW RETROACTIVE SKIN CREAM	D110	8,378.9	221.9					5,972.6	0.3		2,184.1		
AVON ANEW RTRCTV YTH EXTNNG CRM	D110	429.1	429.1										
AVON ANEW ULTIMATE AGE RPR ELXR SRM	D110	4,256.7	4,256.7										
AVON ANEW ULTIMATE NIGHT AGE RPR CRM	D110	8,023.7						6,164.1	1.8		1,857.8		
AVON COSMETICS	D190	7,262.8	6,453.6				720.6	88.6					
AVON FAR AWAY PARADISE FRAGRANCE W	D180	443.7	443.7										
AVON FOUNDATION	B329	1,029.9	1,029.8		0.1								
AVON GLAZEWEAR LIPSTICK	D120	1,946.7	1,946.7										
AVON LIPSTICK	D120	584.4	584.4										
AVON PDTs INC CP	G930	749.9	230.6			519.3							
AVON PDTs INC RECRUITMENT	B912	4,757.3	1,591.9					1,158.7	0.1		2,006.6		
AVON ULTRA COLOR RICH LIPSTICK	D120	7,189.2	4,587.5					2,086.2	0.4		515.2		
AVON UPLIFTING MASCARA	D130	1,107.0	1,107.0										
AVON WALK/BREAST CANCER	G930	7,180.2	3,380.6		0.6		77.9		2,790.8		87.7		842.6
AVONDALe AUTO DLR	V219	1,796.5			1,796.5								
AVONDALe CHRYSLER JEEP	V211	304.9			139.3				165.6				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
AVONDALE DODGE	V211	589.9			293.7				296.2				
AVONDALE HYUNDAI	V212	458.9			427.4								31.5
AVONDALE KIA	V212	530.8			529.2				1.6				
AVONDALE MITSUBISHI	V212	429.2			429.2								
AW MEYER HOME CENTER	V376	261.7			261.7								
AWAY FROM HER VIDEO	H532	268.9	268.9										
AWEsomeauger LAWN & GARDEN PDTS DR	V853	2,219.3						101.8	1.7	51.2	2,064.6		
AWI WIRELESS SERVICE	B223	325.3			325.3								
AXA EQUITABLE CONSUMER SERVICES	B124	9,953.5	612.0		1.5	254.2			7,955.2	31.8	1,098.7		
AXA EQUITABLE LIFE INSURANCE	B411	334.2	334.2										
AXA FOUNDATION ORG	B329	1,342.9	1,342.9										
AXA GROUP CP	B129	726.0	726.0										
AXE BOOST SHOWER GEL	D223	4,807.8						1,273.2	23.8	1,223.5	2,287.4		
AXE CLIX FRAGRANCE MEN	D410	355.6	355.6										
AXE DEOD BODY SPRAY	D260	15,469.1						2,779.8	97.6	2,429.6	9,649.5	512.6	
AXE ESSENCE DEOD BODY SPRAY	D260	534.3										534.3	
AXE LAB FRAGRANCE MEN	D410	952.9	952.9										
AXE SHOWER GEL	D223	10,690.3	145.3					907.1	457.1	2,896.7	6,284.1		
AXE VICE DEOD BODY SPRAY	D260	2,620.2							30.3	1,707.9	882.0		
AXIS EYE INSTITUTE	V135	320.1			183.9		20.8		96.4				18.9
AXXESS LATINO CHAT/SVC	V155	852.1							852.1				
AYER ON WA SQUARE RE DEV	B452	368.2			368.2								
AYERS CHEVROLET	V211	308.3			308.3								
AZAMARA CRUISES	T412	1,212.7			705.1	507.5							
AZEK TRIM	H611	599.0	265.2		33.1								300.7
AZERBAIJAN INDUSTRIAL DEVELOPMENT	B840	413.3	413.3										
AZHARS ORIENTAL RUGS	V373	345.4			345.4								
AZIMUT YACHTS	G430	1,509.3	1,509.3										
AZIZI RUG DEPOT	V373	450.2			450.2								
AZO STANDARD PAIN TABLETS	D511	1,915.4	436.6						44.4	1,389.7	44.7		
AZO YEAST INFECTION PILL	D558	472.6							14.9	437.9	19.8		
AZO-CRANBERRY VITAMINS	D541	799.6							18.9	758.0	22.7		
AZTECA AMER TV NETWORK	B641	486.8		2.2		219.4							265.3
AZTECA TORTILLAS	F349	935.3	935.3										
AZTEC AMERICA BANK CONSUMER SERVICES	B121	368.7			388.7								
AZURE CONDOMINIUMS	B452	340.6			340.6								
AZURE RE DEV	B452	344.5			204.5	139.9			0.1				
B&B APPLIANCE STORE	V371	308.5			246.3				62.1				
B&B ITALIA FURNITURE CTR	V375	2,142.7	1,557.0	566.0	19.7								
B&B LIQUEUR	F722	618.7	618.7										
B&H DOORS & WINDOWS STR	V376	708.4			708.4								
B&H PHOTO & VIDEO STORE ONLINE	V361	1,017.4	1,017.4										
B&H PHOTO CORP MULTI-PDTS DR	V899	11,152.0	11,152.0										
B&M BAKED BEANS	F324	366.3											366.3
B&W HITCHES	T144	486.5						347.6	0.5	138.4			
B2 FORMAL GOWNS WOMEN	A130	359.6	359.6										
B2 FORMAL GOWNS&FRMLWR W	A130	1,725.9	1,725.9										
B2 MIJAM ELECT INSTR & ACCESS	H519	641.3								641.3			
BABEL VIDEO	H532	1,309.2	259.7		3.7	22.1		569.2		454.5			
BABIES R US STORE	V359	8,099.1	7,769.2		184.5								145.4
BABIES R US STORE & TOYS R US STORE	V359	297.6	272.0		6.3								19.2
BABOLAT PROPULSE SNEAKERS MEN	A321	387.6	387.6										
BABY BJORN BABY CARRIER	H121	1,093.6	1,093.6										
BABY BOTTLE POP CANDY	F510	1,188.9								1,188.9			
BABY EINSTEIN DSCVRNG SH VIDEO	H532	942.0						288.7	43.7	245.0	364.7		
BABY EINSTEIN LULLABY TM VIDEO	H532	1,656.1	25.8					566.8	0.6	4.4	1,058.4		
BABY EINSTEIN MISC MERCHANDISE	G190	4,068.9	4,068.9										
BABY EINSTEIN MLTM LN CUTLERY&DNRWR	H231	953.8	953.8										
BABY EINSTEIN MY/SIGNS VIDEO	H532	2,475.7						1,133.4	12.1	244.7	1,085.6		
BABY EINSTEIN VAR VIDEOS	H532	1,113.4	880.8						14.7	2.7	26.5	188.7	
BABY G WATCHES	A520	274.3	274.3										
BABY GAP CLOTHING STORE CHILDREN	V311	620.4	551.3		69.0								

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BABY GAP DRESSES CHILDREN	A130	927.2	927.2										
BABY GAP RTW CHILDREN	A190	745.9	745.9										
BABY GAS-X INFANT DROPS	D531	554.0	554.0										
BABY GENIUS VAR TOYS	G549	838.0	838.0										
BABY HEALTHTEX RTW CHILDREN	A190	335.9	335.9										
BABY ORAJEL TEETHING RELIEF PDTs	D219	2,329.7	2,329.7										
BABY PHAT APPAREL	A990	3,922.4	3,916.4		6.0								
BABY PHAT CLOTHING STORE WOMEN	V311	782.5	782.5										
BABY PHAT DRESSES WOMEN	A130	404.9	404.9										
BABY PHAT GODDESS FRAGRANCE WOMEN	D180	765.5	765.5										
BABY PHAT GOLDEN GODDESS FRAGRANCE W	D180	861.6	861.6										
BABY PLANET STROLLER	H121	263.6	263.6										
BABY PLUS PRENATAL EDUCATION SYS	G544	284.9	284.9										
BABY RUTH CANDY BAR	F510	2,910.2						314.1	0.8		2,116.6	475.3	3.5
BABY TALK MAGAZINE ONLINE	B623	2,344.0	2,344.0										
BABYLON HONDA	V212	410.2			410.2								
BABYS DREAM BABY FURNITURE	H121	824.3	824.3										
BACARA RESORT & SPA	T431	1,381.4	572.4		737.9	71.1							
BACARDI ALCOHOLIC BEVERAGES	F739	366.3					366.3						
BACARDI COCKTAIL MIXERS	F739	262.5	262.5										
BACARDI CORP PSA	F732	1,327.5						104.1		1,223.5			
BACARDI FLAVORED RUM	F732	829.5	730.7		21.9								76.9
BACARDI FROZEN MIXERS	F690	1,135.7	1,030.3		105.4								
BACARDI LIMON FLAVORED RUM	F732	2,653.0	495.1								2,157.9		
BACARDI O FLAVORED RUM	F732	1,125.9	549.8								576.1		
BACARDI PEACH RED FLAVORED RUM	F732	1,381.1	33.2		90.6						1,257.3		
BACARDI RUM	F732	9,090.1	634.6		402.2		5,241.1		80.0		2,725.1		7.0
BACARDI SILVER MALT LIQUOR	F611	460.7			10.6		450.0						
BACARDI SILVER MOJITO MALT LIQUOR	F611	2,248.7	2,248.7										
BACARDI SILVER VAR MALT LIQUORS	F611	349.8				349.8							
BACARDI SUPERIOR RUM	F732	10,103.3	2,756.0				216.8		64.3		6,623.7		442.6
BACCARAT BOUTIQUES	V359	1,019.5	1,019.5										
BACCARAT FURNISHINGS STR	V372	421.5	421.5										
BACCARAT JEWELRY	A510	643.7	643.7										
BACHENDORFS JEWELRY STR	V314	1,250.6	833.2		411.2		6.2						
BACHMAN CHEVROLET	V211	468.3			303.2			165.1					
BACHMANS GARDEN CENTER	V358	844.6			844.6								
BACK BAY VAR BOOKS	B610	412.3			150.1	262.3							
BACK COVE YACHTS	G430	494.7	494.7										
BACK JOY DRUGS/TOILETRIES DR	V830	290.4	198.4	92.0									
BACK PAIN INSTITUTE	V133	724.4			307.2	22.0		395.2					
BACK PAIN RELIEF BOOKLET	B629	393.9			393.9								
BACK TO MATTRESS STORE	V377	344.6			344.6								
BACK TO NATURE BAKERY SQUARES	F343	2,002.2	1,087.6	914.7									
BACK TO NATURE FRUIT & GRAIN BARS	D543	5,814.8	5,007.3	807.5									
BACK TO NATURE HOME & BLDG PDTs DR	V879	379.6						37.4	83.6	258.6			
BACK YARD BURGERS REST	G310	638.1			5.5		188.4		444.2				
BACK/ACTION SPNL DCMPRSN	V133	1,362.4			1,362.4								
BACK/BED MTRS BDNG STR	V377	9,836.9			9,836.9								
BACK/NATURE ORGANIC CHERRY VNL CRLS	F220	938.4	938.4										
BACKAID MAX STR PN RLF TAB	D511	283.9						0.0		283.9			
BACKPACKER MAGAZINE ONLINE	B623	390.1	390.1										
BACKYARD SPLASH SPA STR	V376	336.6			336.6								
BACKYARDIGANS INTO/DEEP VIDEO	H532	351.0	351.0										
BACKYARDIGANS MISC MERCHANDISE	G190	262.3	262.3										
BACKYARDIGANS MVR&SHKRS VIDEO	H532	391.8	391.8										
BACKYARDIGANS SUPER/SPY VIDEO	H532	760.9	407.4								353.5		
BADCOCK FURN & APPL STR	V375	343.9					52.3	291.6					
BADCOCK HOME FURN&MR STR	V375	3,956.7			425.2		22.5		3,509.0				
BADGLEY MISCHKA APPAREL	A990	598.7	598.7										
BADGLEY MISCHKA BRIDAL GOWNS WOMEN	A130	1,745.0	1,745.0										
BADGLEY MISCHKA BRIDAL&FORMAL GWNS W	A130	451.7	451.7										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BADGLEY MISCHKA FLRS/NT FRAGRANCE W	D180	336.6	336.6										
BADGLEY MISCHKA FORMAL GOWNS WOMEN	A130	868.5	868.5										
BADLAND BADLAND MOVIE	B660	292.3	5.9		129.2	157.2							
BAERS FURNITURE STORE	V375	12,564.7			8,945.8				3,618.9				
BAG BORROW OR STEAL STR	V319	311.2	268.8	42.4									
BAG BORROW OR STEAL STR ONLINE	V319	284.5	184.7			99.9							
BAG N SAVE SUPERMARKET	V346	600.5			600.5								
BAGEL BITES FROZEN SNACKS	F260	7,470.1	7,466.0						4.1				
BAGEL BITES TO GO FROZEN SNACKS	F260	340.4	340.4										
BAGSTER BAG SYSTEM	T190	544.5							544.5				
BAHAMA BREEZE RESTAURANT	G320	951.3					951.3						
BAHAMAS INDUSTRIAL DEVELOPMENT	B840	391.8	391.8										
BAHAMAS TP	T434	9,935.9	3,253.2		239.8		551.4	1,301.0	1,381.9	536.8	2,248.6		423.1
BAIERL ACURA	V212	364.6			301.5				63.0				
BAIERL AUTO ENTERPRISE	V219	2,187.1			2,068.0				119.0				
BAIERL BUICK	V211	256.6			177.5				79.1				
BAIERL CADILLAC	V211	296.0			247.0				49.0				
BAIERL CHEVROLET	V211	430.2			349.2		40.5		40.5				
BAIERL HONDA	V212	432.2			418.5				13.6				
BAIERL KIA	V212	448.1			360.3				87.7				
BAIERL SUBARU	V212	486.7			402.9				83.8				
BAIERL TOYOTA	V212	478.6			392.3				86.3				
BAIERL.COM ONLINE	V219	250.9			59.4				191.6				
BAILEY & GALYEN ATTY	V151	283.0					269.0		14.1				
BAILEY BANKS&BIDDLE JWLR	V314	2,510.5	612.9		179.1	550.5	1,168.1						
BAILEYS FINE JEWELRY STR	V314	663.6			404.3		207.0		52.3				
BAILEYS IRISH CREAM LIQUEUR	F722	8,566.5			60.7		424.7		50.9		8,030.2		
BAILLIOLS ELECTRONICS STR	V361	536.7			36.3				500.4				
BAIRD & WARNER RE DEV	B452	3,193.0			3,132.1				60.8				
BAJA CA SUR MEXICO TP	T434	599.1	75.2		523.9								
BAJA CA TP	T433	339.0	78.9	92.0	150.6		17.5						
BAJA FRESH MEXICAN GRILL	G320	399.3			29.2		336.9		33.3				
BAKED CHEE-TOS CHEESE SNACKS	F530	5,002.1	197.4					652.3	0.3		4,152.1		
BAKED CHEE-TOS FLAMIN HT SNACKS	F530	3,986.6						884.9	0.7		3,101.0		
BAKED NATURALS BAKERY GOODS	F349	358.6											358.6
BAKED TOSTITOS SCOOPS TORTILLA CHIPS	F530	7,382.9						5,272.4	0.2		2,110.3		
BAKELIFESWEETER.COM ONLINE	F900	859.2						558.9			300.3		
BAKER BROS FLOOR CVRGS	V373	624.2			624.2								
BAKER COLLEGE	G810	596.8			139.7		181.0		276.0				
BAKER FURNITURE	H121	2,012.6	1,532.4	480.3									
BAKER FURNITURE STORE	V375	1,366.4	1,241.9		123.4				1.2				
BAKER JACKSON NISSAN	V212	359.3			356.6				2.7				
BAKERS FURN&ACCESS STR	V375	595.3			440.7	154.7							
BAKERS SQUARE RESTAURANT	G320	2,653.1			16.5				2,636.6				
BAKERS SUPER MARKET	V345	877.3			318.6				558.7				
BAL HARBOUR FL TP	T433	552.6	209.5	343.1									
BAL HARBOUR SHOPS	V620	1,344.2	733.0	457.4	11.8		142.0						
BALABAN FURNITURE STORE	V375	262.0			262.0								
BALANCE BARE NUTRITIONAL BARS	D543	6,266.5	4,849.5	1,416.9									
BALANCING/ASIAS PTNL SEMINAR	G820	417.1				417.1							
BALDUCCIS FOOD STORE	V345	660.2	61.6		598.6								
BALDWIN CO RE DEV	B452	282.6			282.6								
BALDWIN PIANOS	G190	327.5			326.5				1.0				
BALE CHEVROLET	V211	1,067.1			1,067.1								
BALE CHEVROLET HONDA	V219	481.4			342.8				138.6				
BALENCIAGA CLOTHING STR WOMEN	V311	1,949.5	1,949.5										
BALES AUTOMALL	V219	283.1			228.2				54.9				
BALI BRAS & PANTIES WOMEN	A220	7,280.2	2,828.4					2,800.6	3.8	481.0	1,166.5		
BALI BRAS WOMEN	A220	4,917.8	3,651.6					326.8	3.2	695.3	240.9		
BALISE AUTO DLR	V219	696.8			696.8								
BALISE CHEVROLET	V211	402.3							402.3				
BALISE TOYOTA	V212	310.4							310.4				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BALISE TOYOTA SCION	V212	380.3			80.8				299.5				
BALKIN & EISBROUCH ATTY	V151	1,018.6							750.8		267.8		
BALL PARK HOT DOGS	F331	5,920.4	78.0					278.8			5,563.6		
BALL STATE UNIVERSITY	G810	593.8			45.9		106.7		430.3		11.0		
BALL WATCHES	A520	1,121.9	804.2		141.1	176.5							
BALLANTINE VAR BOOKS	B610	848.2				824.1						24.1	
BALLARDS APPL&CBNT STR	V371	499.8			466.5				33.4				
BALLATORE CHAMPAGNE	F620	779.2			340.4	438.8							
BALLOON TIME PORTABLE HELIUM KIT	G590	1,198.0	1,198.0										
BALLS OF FURY VIDEO	H532	2,727.9						740.4	4.6	336.7	1,646.2		
BALLY HANDBAGS & SHOES WOMEN	A410	320.0	320.0										
BALLY HANDBAGS WOMEN	A410	1,064.9	836.2	228.7									
BALLY SHOE STORE WOMEN	V313	1,597.4	1,368.7	228.7									
BALLY SHOES MEN	A310	253.0	253.0										
BALLY SHOES MEN & WOMEN	A310	265.0	265.0										
BALLY TOTAL FITNESS CLUB	D800	32,993.2	492.0		300.7	16.1	75.9		15,038.8	2,580.0	14,009.4		480.2
BALLY/SWITZERLAND STORE MEN	V311	2,018.1	1,789.4	228.7									
BALLY/SWITZERLAND STORE MEN & WOMEN	V311	1,070.8	1,052.4		18.4								
BALLY/SWITZERLAND STORE WOMEN	V311	1,432.5	1,432.5										
BALLYS CASINO HOTELS	T431	1,267.6			281.1		839.0						147.4
BALLYS CASINO HOTELS ATLANTIC CITY	T431	580.2			580.2								
BALLYS CASINO HOTELS LAS VEGAS	T431	921.5	675.8		40.0		110.3		95.4				
BALMEX DIAPER RASH CREAM	D557	988.4	988.4										
BALSAM HILL XMAS TREE CO	V358	1,161.3	293.5	788.9	62.8	16.2							
BALTIMORE GAS & ELECTRIC	V173	506.6					72.0		434.6				
BALTIMORE MD TP	T433	268.3				31.8	185.1	20.0	4.8		2.1		24.5
BALTIMORE ORIOLES BSBL	V163	880.6			302.9		208.1		369.6				
BALTIMORE SYMPHONY ORCHST	V161	702.2			687.3		8.7		6.2				
BALVENIE DOUBLEWOOD SCOTCH WHISKEY	F713	2,166.6				2,166.6							
BAM ROSE CINEMAS	V165	348.6	236.7			111.8							
BAMBOO HAND HELD COMPUTER	B511	254.7	254.7										
BAMBOO SHOES WOMEN	A310	453.9	453.9										
BAMZU.COM ONLINE	V359	8,469.0							227.2		8,241.9		
BAMZU.COM TOYS DR	V851	17,802.2						51.0	18.7		17,732.5		
BAMZU.COM VAR RECORDINGS DR	V871	14,026.8							26.7		14,000.2		
BAMZU.COM VAR VIDEOS DR	V873	6,518.3							16.2		6,502.1		
BAN ANTIPERS	D260	1,707.4	1,707.4										
BAN BARBAT DDS	V132	253.9			253.9								
BAN SOLID ANTIPERS	D260	2,889.7	2,242.8						7.8	617.6	21.5		
BANANA BOAT BABY & KIDS SUNBLOCK	D170	2,066.1	2,066.1										
BANANA BOAT BABY SUN BLOCK	D170	921.2	921.2										
BANANA BOAT SPORT SUN BLOCK SPRAY	D170	5,732.7						2,601.6	36.5	1,861.4	1,233.2		1,043.1
BANANA BOAT SUN CARE PDTs	D170	1,846.1			491.6	311.5							
BANANA BOAT SUN DIAL SELF-TNG MSTRZR	D170	5,113.0	5,113.0										
BANANA REPUBLIC APPAREL	A990	13,946.1	10,144.3	1,606.1	139.5	2,056.2							
BANANA REPUBLIC CORDOVAN FRAGRANCE M	D410	620.5	620.5										
BANANA REPUBLIC DRESSES & HANDBAGS W	A130	265.0	265.0										
BANANA REPUBLIC DRESSES WOMEN	A130	1,402.8	1,402.8										
BANANA REPUBLIC HANDBAGS & RTW M & W	A410	259.3	259.3										
BANANA REPUBLIC HANDBAGS & RTW WOMEN	A410	2,414.2	2,414.2										
BANANA REPUBLIC HANDBAGS WOMEN	A410	3,370.2	3,266.2	104.0									
BANANA REPUBLIC MLCHT FRAGRANCE W	D180	5,016.2	4,856.0			160.3							
BANANA REPUBLIC RTW & TIES MEN	A190	536.1	536.1										
BANANA REPUBLIC RTW MEN	A190	3,115.5	2,803.6	311.9									
BANANA REPUBLIC RTW MEN & WOMEN	A190	2,431.1	2,431.1										
BANANA REPUBLIC RTW WOMEN	A190	1,448.4	1,136.5	311.9									
BANANA REPUBLIC SHIRTS & SKIRTS W	A141	814.4	710.5	104.0									
BANANA REPUBLIC STORE MEN	V311	1,443.7	1,407.8		35.9								
BANANA REPUBLIC STORE MEN & WOMEN	V311	8,414.6	1,328.6		1,424.6	504.5	5,156.8						
BANANA REPUBLIC SUITS MEN	A130	1,016.9	799.9	114.4		102.6							
BANANA REPUBLIC VAR FRAGRANCES MEN	D410	811.8	811.8										
BANC FIRST/OK CONSUMER SERVICES	B121	913.5			49.7				863.8				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BANC/AMER INVESTMENT CONSUMER SVC	B122	1,505.1	1,438.7		66.3								
BANCFIRST CP	B121	389.3							389.3				
BANCO POPULAR CONSUMER SERVICES	B121	1,916.5			1,575.9		7.0		47.1				286.5
BANCO SANTANDER CP	B121	4,858.8				4,858.8							
BANCO SANTANDER INTL	B121	324.6					324.6						
BANCORPSOUTH BANK CONSUMER SERVICES	B121	1,195.5	115.4		445.0		255.9		379.1				
BAND OF BROS VIDEO	H532	802.5									802.5		
BANDAI BEN 10 ALIEN VOICE CHNGR	G549	418.0						38.1			379.9		
BANDAI BEN 10 ALN/CHNCR&DNA/HRS	G549	652.6						35.9	0.1		616.6		
BANDAI BEN 10 DELUXE OMNITRIX	G549	529.2						43.9			485.3		
BANDAI BEN 10 VILGAX BATTLESHIP	G523	509.4						63.1			446.3		
BANDAI GIRLZ CONNECT LOCKETPAL	G511	730.6						38.6			692.0		
BANDAI NARUTO CRS/SND TRDNG CRD	G512	261.4									261.4		
BANDAI NARUTO ETERNAL RVLRY/GM	G512	346.5									346.5		
BANDAI POWER RANGERS MEGA/HLMT	G549	554.9						44.5			510.4		
BANDAI POWER RNGRS OPRTN OVRDRV	G523	1,466.9						21.9			1,445.0		
BANDAI POWER RNGRS/MSN RSPNS VH	G523	540.0						46.4			493.6		
BANDAI PWR RNG OPRTN/TRNSTK ARM	G523	604.7						8.4			596.3		
BANDAI PWR RNGRS DL/MGZRD&DRV MX	G523	609.5						41.2			568.3		
BANDAI TAMAGOTCHI CONNECT V4 5	G511	773.6						35.0	0.1		738.5		
BANDAI TAMAGOTCHI CONNECTION V4	G511	1,023.5						178.3	0.2		844.9		
BAND-AID ADVNC'D HLNG &BLSTR/BNDGS	D690	419.0	419.0										
BAND-AID ANTIBIOTIC BANDAGES	D690	10,741.5	2,579.8					4,889.8	103.8	1,457.2	1,710.9		
BAND-AID BLISTER BLOCK BANDAGES	D690	862.1	862.1										
BAND-AID TOUGH-STRIPS BANDAGES	D690	1,667.8	1,667.8										
BANDOLINO DRESSES & SHOES WOMEN	A130	440.7	440.7										
BANDOLINO SHOES WOMEN	A310	316.7	316.7										
BANFI WINE	F620	350.5	299.3				49.0						2.3
BANG & OLUFSEN AUDIO CTR	V361	1,563.2	896.7		97.1	569.5							
BANG & OLUFSEN BEOLAB SPEAKERS	H512	497.4	497.4										
BANG & OLUFSEN STEREO	H512	825.4			222.1	603.3							
BANG & OLUFSEN TV	H511	261.2	261.2										
BANK CONSUMER SERVICES	B121	274.3			274.3								
BANK MIDWEST CONSUMER SERVICES	B121	1,861.5			1,861.5								
BANK OF AMERICA & LASALLE BANK	B121	2,853.5			2,853.5								
BANK OF AMERICA & US TRUST	G930	778.8			564.4	214.3							
BANK OF AMERICA BUSINESS SERVICES	B121	6,344.4	3,528.4		2,206.8	601.2			7.9				
BANK OF AMERICA CHECK CARD	B111	1,982.0						330.0	441.9		1,210.1		
BANK OF AMERICA CONSUMER SERVICES	B121	173,926.6	3,076.0		53,012.9	9,984.0	6,773.2	42,795.1	16,149.3	1,871.7	22,163.4		18,101.0
BANK OF AMERICA CORP MA	B130	294.0				294.0							
BANK OF AMERICA CP	B121	15,919.0	1,363.6		2,578.8	2,512.0		8,103.1	1,019.0		342.4		
BANK OF AMERICA ONLINE	B121	8,655.9						7,025.4	927.1		703.4		
BANK OF AMERICA REWARDS VISA	B111	12,952.9							12,952.9				
BANK OF AMERICA VIGNETTE	B121	326.4						0.0	40.9	22.2	263.4		
BANK OF AMERICA VISA	B111	3,790.3	685.5		441.0				2,662.7		1.1		
BANK OF HI CONSUMER SERVICES	B121	306.2							306.2				
BANK OF KANSAS CITY CONSUMER SVC	B121	361.4			361.4								
BANK OF NY CO CP	B121	1,251.4	555.3	686.1		10.0							
BANK OF NY CONSUMER SERVICES	B121	1,403.9	70.6		977.3	330.9	25.0						
BANK OF NY MELLON CONSUMER SERVICES	B121	1,970.4	337.3		73.9	1,158.9			156.5	10.2	233.7		
BANK OF NY MELLON CORP CP	B121	402.1	108.2			294.0							
BANK OF NY MISC FIN	B129	572.1			49.4	522.7							
BANK OF OK CONSUMER SERVICES	B121	855.1	32.2		597.9		217.7		4.1		3.1		
BANK OF RICHMOND CONSUMER SERVICES	B121	250.1			215.2				34.9				
BANK OF STOCKTON CONSUMER SERVICES	B121	280.1			7.9		272.2						
BANK OF TAMPA CONSUMER SERVICES	B121	636.8			636.8								
BANK OF TANZANIA INTL	B121	333.2		231.6	101.7								
BANK OF THE COMMONWEALTH CON SVC	B121	459.4			317.0				142.4				
BANK OF THE WEST BUSINESS SERVICES	B121	512.9			209.1	109.2							194.6
BANK OF THE WEST CONSUMER SERVICES	B121	11,700.0			8,698.2		314.1		461.6		34.4		2,191.7
BANK OF TX CONSUMER SERVICES	B121	884.1			884.1								
BANK ON YOURSELF CONSUMER SERVICES	B121	307.7											307.7

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BANK ONE CREDIT CARD	B111	275.5					275.5						
BANK RI CONSUMER SERVICES	B121	825.5			721.3		104.1						
BANK WEST CONSUMER SERVICES	B121	403.3					403.3						
BANKATLANTIC/FL CONSUMER SERVICES	B121	6,564.5			6,564.5								
BANKCREDIT MORTGAGE CONSUMER SVC	B124	1,509.4			1,507.9				1.5				
BANKERS HOME LENDING CO CONSUMER SVC	B124	299.5			299.5								
BANKNORTH GROUP CONSUMER SERVICES	B121	2,350.6			2,329.7		21.0						
BANKRATE CONSUMER SERVICES	B124	119,500.2			118,869.8	630.4							
BANKRATE.COM ONLINE	B129	6,278.2			6,237.3	40.2			0.8				
BANKSTON CHEVROLET AUTO	V211	1,830.4			1,768.6		61.8						
BANKSTON FORD	V211	306.8			283.8		23.1						
BANKSTON HONDA	V212	659.9			644.9		15.0						
BANKSTON MOTORS	V219	1,126.1			1,126.1								
BANKSTON NISSAN	V212	1,416.1			1,416.1								
BANKUNITED CONSUMER SERVICES	B121	4,377.1			4,350.1				27.0				278.2
BANNER BANK CONSUMER SERVICES	B121	1,323.2			42.8				1,002.2				
BANNER CHEVROLET	V211	1,093.8			989.8				104.0				
BANNER HEALTH HOSPITAL	V133	452.4			133.1				319.3				
BANNER MATTRESS FCTRY OT	V377	1,238.8			1,238.8								
BANNER MATTRESS&FURN STR	V377	1,464.0							1,464.0				
BANQUET CROCK-POT CLSCS FRZN ENTREE	F260	4,279.7							1,516.8	261.2	534.0	1,967.7	
BANTAM DARKEST EVENING/YEAR BK	B610	796.1	128.2	406.9		109.5		67.0	29.6		54.9		
BANTAM GOOD GUY BOOK	B610	800.3	546.9			170.2		45.3			37.9		
BANTAM VAR BOOKS	B610	2,624.1	20.4		562.5	1,578.8							462.3
BAPCO DIRECTORY	B232	475.5					475.5						
BAPCO ORG	B329	4,407.6					4,407.6						
BAPTIST HEALTH CARE CTR	V133	403.0	40.1		9.1				353.8				
BAPTIST HEALTH SYS FL	V133	855.6	120.2		621.3				114.0				
BAPTIST HEALTH SYSTEM	V133	1,096.7	40.1					636.8	419.8				
BAPTIST HOSPITAL	V133	1,086.3			199.8		530.8		355.8				
BAPTIST HOSPITAL EAST	V133	673.7			40.1				633.7				
BARBADOS TP	T434	4,201.6	1,830.6	114.4	92.5	140.3	163.0		1,344.3				516.5
BARBARA BARRY FURNITURE	H121	469.6	469.6										
BARBASOL SHAVING CREAM	D430	755.3											755.3
BARBASOL ULTRA SHAVE CREAM & GEL MEN	D430	256.4	256.4										
BARBASOL ULTRA SHAVING FOAM MEN	D430	393.4						0.1		393.3			
BARBEQUES GALORE STORE	V376	746.6	143.8	46.0	426.2			21.2					109.4
BARBER AUTO GROUP	V219	439.4			439.4								
BARBERINO PONTIAC NISSAN	V219	1,087.1						1,087.1					
BARBIE FAIRYTOPIA MGC/RN VIDEO	H532	3,511.7						1,499.2	0.5	16.6	1,995.5		
BARBIE/ISLAND PRINCESS VIDEO	H532	2,686.4						481.8	6.5	391.5	1,806.7		
BARCLAY BUTERA HOME STR	V375	416.2	333.7		82.5								
BARCLAY TOWERS RE DEV	B452	1,757.3	211.4	69.4	25.3	1,451.2							
BARCLAYS BANK CONSUMER SERVICES	B121	10,153.3	34.2			142.9	1,215.3	7,198.1	172.0		1,390.8		
BARCLAYS BANK DE CONSUMER SVC	B121	1,056.5					1,056.5						
BARCLAYS BANK PLC CP	B121	778.0	176.5			601.5							
BARCLAYS CAPITAL CONSUMER SERVICES	B129	480.4	215.5			264.9							
BARCLAYS CAPITAL CP	B129	4,972.1	303.2		101.7	3,922.7		589.8	2.1		52.7		
BARCLAYS CAPITAL MISC FIN	B129	355.5				355.5							
BARCLAYS CLSC GLF TRNMNT	B121	579.3						398.7	40.3		140.2		
BARCLAYS GLOBAL INVSTRS BUSINESS SVC	B129	292.0				292.0							
BARCLAYS GLOBAL INVSTRS CONSUMER SVC	B129	1,479.5	209.4		28.6	472.4			8.7		760.3		
BARCLAYS GLOBAL INVSTRS FUNDS	B125	1,461.9	43.1		101.7	1,317.1							
BARCLAYS IPATH ETN CONSUMER SERVICES	B129	2,513.2	1,206.6			901.4					405.2		
BARDON QUALITY CABINETRY	V376	303.0			303.0								
BARE ESCENTUALS/MNRLS SKN RVL TRTMNT	D110	456.6	456.6										
BAREFOOT RESORT GLF RSRT	T431	266.4	266.4										
BARELY THERE BRAS WOMEN	A220	5,204.1	5,204.1										
BAREMINERALS DRUGS/TOILETRIES DR	V830	4,019.0						50.0	130.2	167.4	3,671.4		
BARGAIN NETWORK AUCTIONS	V122	9,763.7							6,771.8	2,402.1	589.8		
BARGAIN OUTLET	V359	1,532.4			1,532.4								
BARIATRICEDGE.COM ONLINE	B670	4,026.1	1,516.5								2,509.6		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BARI-JAY FORMAL GOWNS WOMEN	A130	647.2	647.2										
BARI-JAY FORMAL GOWNS&FRMLWR W	A130	431.5	431.5										
BARILE FORD LINC MERC	V211	370.6			370.6								
BARILLA PASTA	F250	6,583.6	2,795.9						58.0	3,720.4	9.3		
BARILLA PASTA & SAUCE	F250	340.6		340.6						1,162.9			
BARILLA PLUS PASTA	F250	6,519.8	5,356.9										
BARLETT FRESH MARKET	V346	505.4			505.4								
BARLOW AUTO DLR	V219	364.4			364.4								
BARLOW CHEVROLET	V211	601.0			601.0								
BARLOW TYRIE OUTDOOR FURNITURE	H121	621.1	621.1										
BARMAKIAN JEWELERS	V314	295.5			295.5								
BARMENSEN DRUGS/TOILETRIES DR	V830	612.7	612.7										
BARN FURNITURE MART	V375	351.4			351.4								
BARN FURNITURE STORE	V375	456.0			456.0								
BARNES FIRM ATTY	V151	2,622.6					241.0		2,381.6				
BARNES JEWISH HOSPITAL &WA UNIV/MED	V133	355.5			354.8				0.7				
BARNES LAW FIRM	V151	513.9					129.7		384.3				
BARNES&NOBLE BOOKSELLERS	V355	5,759.1	1,401.1		1,807.9	2,515.3	16.2		2.3		7.2		9.1
BARNES&NOBLE INC RECRUITMENT	B912	953.1			953.1								
BARNET DLNY PRKNS EY CTR	V133	519.9			519.9								
BARNETT AUTO GROUP	V219	634.8			634.8								
BARNEY LETS GO/FIRE HS &WGLS RCNG/RN	H532	349.4							349.4				
BARNEYS NY CLOTHING STR MEN	V311	1,278.7	1,265.2		13.5								
BARNEYS NY CLOTHING STR MEN & WOMEN	V311	4,899.6	87.0		1,733.2	2,462.7	257.5		248.9				110.3
BARNEYS NY CLOTHING STR WOMEN	V311	552.9	552.9										
BARNHILLS BUFFET	G320	499.5					344.1		155.4				
BARON & BUDD ATTY	V151	1,307.0	602.7				231.7		472.6				
BARON AUTOMALL	V219	341.3			341.3								
BARONA CASINO	V169	1,727.2					89.9		1,637.3				
BARONA RESORT & CASINO	T431	348.9	348.9										
BARONA VLY RNCH RSRT&CSN	T431	4,624.8	250.8		1,658.0		2,500.1		208.2				7.7
BARONET FURNITURE	H121	253.5	253.5										
BARRACUDA NETWORKING EQUIP	B233	562.3	78.4				483.8						
BARRACUDA NETWORKS SPAM FIREWALL SOF	B532	2,013.3	156.8						42.7			1,813.8	
BARRACUDA NETWORKS VAR COMPUTERS	B511	4,108.3					4,108.3						
BARRATT BUILDERS	V171	267.9					267.9						
BARRETT JACKSON CAR AUC	V122	343.1	251.9						80.9		10.3		
BARRETT JAGUAR	V213	254.7			254.7								
BARRETT'S HOME THTR STR	V369	464.2			464.2								
BARRIER MOTORS	V219	397.4			2.1				395.3				
BARRIER VOLVO	V213	796.3			796.3								
BARRON & STADFIELD ATTY	V151	881.3			881.3								
BARRONS MAGAZINE	B623	334.7	237.4		97.3								
BARRONS MAGAZINE ONLINE	B623	1,063.1	68.1			995.0							
BARRONS MAGAZINE SUBS DR	V823	2,004.3	538.2						50.3		1,415.8		
BARRY AUTO DLR	V219	326.6			326.6								
BARRY FEINSTEIN ATTY	V151	327.1							327.1				
BARRY KAYE ASSOC CONSUMER SERVICES	B129	835.8			835.8								
BARRY MANILOW PRSNL APPR	V161	560.9			20.1				540.9				
BARRY UNIVERSITY	G810	382.4			181.5				200.9				
BART DURHAM LEGAL CLNC	V151	599.2							599.2				
BARTELL DRUG STORE	V330	2,433.6			1,903.2				530.4				
BARTH WIND ELAN FUR STR &ELAN FURS	V312	250.9			250.9								
BARTHELAY WATCHES	A520	1,007.6	1,007.6										
BARTO APPLIANCE	V371	340.0			237.3				102.8				
BARTON CREEK RESORT	T431	1,121.0	80.8		1,040.2								
BARTON DRUGS/TOILETRIES DR	V830	408.9							408.9				
BARTON VAR BEERS	F611	1,053.4					1,053.4						
BARTONS GOLD HEAVENLY DARK CANDY	F510	630.1							62.2		567.9		
BARTRAM&BRKNHF YCHT BRKR	G430	432.9	432.9										
BASCOM PALMER EYE INST	V135	381.5			371.5		10.0						
BASF AG CP	G930	23,257.7	20,262.6			2,929.3					65.7		

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BASF MFG MATERIALS	B819	921.8	64.5			857.3							
BASHAS FOOD STORE	V345	3,030.3			1,746.4		284.2		999.8				
BASIC RESEARCH DRUGS/TOILETRIES DR	V830	15,379.2	14,047.2	1,332.0									
BASIL FORD	V211	667.2			226.8		6.0		434.3				
BASIL RESALE CENTER	V219	773.3			571.9				201.4				
BASISTA FURNITURE STORE	V375	461.6			389.1				72.5				
BASKIN ROBBINS INC BP	B911	429.6			429.6								
BASKIN ROBBINS STORE	V343	6,173.0			101.9		39.1		3,139.4	8.0	2,770.5		114.2
BASQUE COUNTRY INDUSTRIAL DEV	B840	1,098.5	1,098.5										
BASS ALE	F611	787.9	777.7		10.2								
BASS ANGLERS SPRSMN SOC	V162	496.2	231.1								265.1		
BASS CAT BOATS	G430	311.0	311.0										
BASS PRO SHOP OTDR WRLD	V365	17,601.4	850.4		3,554.6		4,053.7	218.3	140.9		6,120.8		2,662.7
BASS PRO SHOP SPRSMN WR	V365	2,343.2			2,343.2								
BASSARA & DIAMANA GOLF SHAFTS	G460	264.6	264.6										
BASSETT FURN GALLERY STR	V375	1,496.1			1,451.0		14.0		31.1				
BASSETT FURNITURE DIRECT	V375	10,218.1		34.6	3,523.6		63.3		6,596.6				
BASSETT FURNITURE STORE	V375	1,072.8			1,072.8								
BASSETT HM FRNSHNG STR &THMSVL/FRNSH	V372	793.6			793.6								
BATH & BODY WORKS	V330	1,056.9	230.9		220.6	9.8					526.7		68.9
BATH FITTER BATHTUB LINER	H621	2,128.8			842.4	1,283.5		3.0					
BATH FITTER HOME CENTER	V376	921.0	91.1		784.2		45.8						
BATH FITTER TUB LINERS	V171	15,901.5							15,805.4	96.1			
BATON ROUGE GEN MED CTR	V133	259.0					138.5		120.6				
BATON ROUGE LA TP	T433	475.1	327.7				141.9		5.5				
BATTERIES PLUS STORE	V380	1,548.2			214.3		25.7		1,294.7				13.5
BATTERY PARK CITY RE DEV	B452	370.6	353.1		17.5								
BATTIATA RE GROUP	B451	356.0							356.0				
BAUDER COLLEGE	G810	503.5							503.5				
BAUER JAGUAR	V213	332.1			332.1								
BAUMAN RARE BOOK STORE	V355	1,289.0				1,289.0							
BAUME & MERCIER WATCHES	A520	3,263.3	2,534.6		37.3	649.1	42.3						
BAUSCH & LOMB ALAWAY EYE DROPS	D555	2,543.9	2,206.2						337.7				
BAUSCH & LOMB OCUVITE VITAMINS	D541	2,171.2	2,171.2										
BAUSMAN & CO FURNITURE	H121	283.3	283.3										
BAX GLOBAL & SCHENKER CORP CP	G930	426.1	351.6			74.5							
BAX GLOBAL SHIPPING SERVICE	B833	343.3	343.3										
BAXTER AUTO DLR	V219	564.5			564.5								
BAY 101 CASINOS	V169	419.8			419.8								
BAY ALARM SECURITY SVC	V179	1,087.1					189.4		380.9				516.8
BAY AREA AUDI DLR ASSN	T123	477.7			477.7								
BAY AREA HUMMER DLR ASSN	T121	453.1			453.1								
BAY AREA VINYL SHTRS STR	V376	402.1			402.1								
BAY AREA VOLVO DLR ASSN	T123	3,103.2			3,103.2								
BAY CARPET STORE	V373	361.7			359.6			2.2					
BAY HOME & WINDOW FCTRY	V376	565.6			565.6								
BAY MEADOWS RACE COURSE	V163	987.6			294.9			692.8					
BAY NEWS CHANNEL 9	B641	369.3			39.6		329.7						
BAY OF FUNDY TP	T434	411.0			320.5				90.4				
BAY RIDGE AUTO DLR	V219	980.2			912.3	67.8							
BAY RIDGE HONDA	V212	727.3			727.3								
BAY RIDGE LEXUS & MANHATTAN QNS LXS	V213	3,012.9			1,706.8	1,306.1							
BAY RIDGE NISSAN & NISSAN/MANHATTAN	V212	1,744.4			1,744.4								
BAY RIDGE SCION TOYOTA	V212	667.1			667.1								
BAY STATE AUCTION CO	V122	368.0			368.0								
BAY STATE FORD & CLARK&WHT LINC MERC	V211	368.9			368.9								
BAY2BAY FUNDING CO CONSUMER SERVICES	B124	511.0			511.0								
BAYADA NURSES	V133	695.4			16.2		24.6		654.6				
BAYER ADVANCED ALL/ONE ROSE&FLWR CR	G714	389.7							26.5		363.2		
BAYER ADVANCED COMPLETE INSECT KLR	G714	1,839.6							754.6		574.9		510.0
BAYER ADVANCED FERTILIZERS&TRTMNTS	G713	751.5	532.1			219.4							
BAYER ADVANCED GRUB CNTRL PSTCD	G714	573.8							438.6		135.2		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BAYER ADVANCED HORTICULTURE	G719	452.1										452.1	
BAYER ADVANCED LAWN ALL/ONE WEED KLR	G714	1,513.1							550.1		963.0		
BAYER ADVANCED TERMITE INSECTICIDE	G714	845.4							584.9		260.5		
BAYER ADVANCED TREE&SHRB INSTN CTNTRL	G714	500.1							35.5		464.7		
BAYER ADVANTAGE FLEA TREATMENT	G640	445.8	445.8										
BAYER AG CP	G930	1,117.7	254.9			801.4			52.7		8.6		
BAYER ASPIRIN LOW DOSE CHEWABLE/TABS	D511	1,042.2						478.9	1.4	253.7	308.1		
BAYER ASPIRIN LOW DOSE PAIN RLF TABS	D511	19,484.0	3,663.6					7,419.7	88.9	2,137.5	6,174.4		
BAYER ASPIRIN PAIN REMEDIES	D511	1,297.4					36.2	12.1	3.9		62.8	1,182.4	
BAYER ASPIRIN PAIN TABLETS	D511	17,928.3	1,024.4					6,880.2	53.2	2,215.6	6,849.5	905.4	
BAYER BACK & BODY EX STR PAIN CPLTS	D511	2,350.5						1,191.4	12.0	351.9	795.2		
BAYER CORP CP	G930	1,628.9	1,628.9										
BAYER CROP SCIENCE FARM SEEDS	G725	282.2				282.2							
BAYER HEALTHCARE ANGELIQ STUDY	V139	1,595.2											1,595.2
BAYER HEALTHCARE LLC CP	G722	1,781.3			1,406.0	357.2							18.1
BAYER HEALTHCARE MENORRHAGIA STUDY	V139	1,135.9											1,135.9
BAYER LIVESTOCK REMEDIES	G722	257.5				257.5							
BAYER NUTRITIONAL SCNC SUPPLEMENT	D543	11,275.4	101.8					5,479.2	433.5	295.5	4,538.4	427.0	
BAYLINER BOATS	G430	430.1	429.2						0.9				
BAYLOR ALL ST MED CTR	V133	280.2	14.4		142.6		123.2						
BAYLOR COLLEGE	G810	317.7	43.5		170.4				103.8				
BAYLOR HEALTH CARE SYS	V133	2,392.1	111.2		52.3		1,486.7		741.9				
BAYLOR HEALTH CARE SYS RECRUITMENT	B912	320.8			304.4								16.4
BAYLOR UNIV MED CTR	V133	1,646.8	1,297.5		276.1		6.0		64.8				2.4
BAYLOR UNIVERSITY	G810	683.4	441.3		36.3	44.0	145.0		10.5		6.4		
BAYMONT INNS & SUITES	T431	1,808.4	963.8		1.5	493.5	349.5						
BAYPORT YACHT SALES	G430	352.2	352.2										
BAYS ENGLISH MUFFINS	F341	486.2								486.2			
BAYWOOD VILLAS RE DEV	B452	318.0			318.0								
BAZAAR/SPOTLIGHT	B623	789.8	789.8										
BB BARNs GARDEN STORE	V358	354.7			354.7								
BB DAKOTA APPAREL	A990	392.2	392.2										
BB DAKOTA DRESSES WOMEN	A130	435.8	435.8										
BB DAKOTA RTW WOMEN	A190	277.2	277.2										
BB KING BLUES CLUB&GRILL	V167	362.2	293.8		13.8	54.6							
BB&T BANK BUSINESS SERVICES	B121	292.7			138.9				153.8				
BB&T BANK CONSUMER SERVICES	B121	7,991.0			4,963.3		903.8		370.2				1,753.7
BB&T CAPITAL MARKETS CONSUMER SVC	B122	272.7				272.7							
BB&T CORP CP	B121	904.9			882.3	22.6							
BBC AMERICA CABLE TV	B642	4,870.7	3,368.4		123.1	522.4	853.1						3.7
BBC DODGE ISUZU	V219	303.2			303.2								
BBC VAR VIDEOS	H532	754.7	754.7										
BBC VIDEO VAR VIDEOS	H532	821.0	821.0										
BBCARDS.COM ONLINE	V159	1,026.3						86.2	0.1		939.9		
BCBCA-TORCHWOOD PAID PROMO	B642	754.4	754.4										
BBS WHEELS	T144	419.0	419.0										
BC CLARK JEWELERS	V314	322.7			135.2		40.5		147.0				
BC INTL GROUP FURS WOMEN	A120	316.3	316.3										
BC LIFE & HEALTH INS CO FRDM BL PPO	B412	697.5							697.5				
BC PAIN RELIEF POWDER	D511	2,045.0					65.0		614.6		493.0	872.4	
BC REMEDY COLD POWDER	D521	295.0									295.0		
BCBG MAX AZRIA APPAREL	A990	397.8	92.7					305.1					
BCBG MAX AZRIA BOUTIQUES WOMEN	V311	6,470.6	6,013.2	457.4									
BCBG MAX AZRIA CLTHNG ST WOMEN	V311	3,854.4	3,854.4										
BCBG MAX AZRIA DRESSES WOMEN	A130	297.9	297.9										
BCBG MAX AZRIA HANDBAGS WOMEN	A410	275.5	275.5										
BCBGIRLS APPAREL	A990	908.1	908.1										
BCBGIRLS SHOES & SPORTSWEAR WOMEN	A310	379.3	379.3										
BCBGIRLS SHOES WOMEN	A310	530.4	530.4										
BCX RTW WOMEN	A190	466.5	466.5										
BDI FURNITURE	H121	1,706.8	1,706.8					31.8	471.0				
B-DRY WATERPROOFING CO	V171	502.8											

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BE A MENTOR/PSA	B323	2,005.3						1,147.5	856.4		1.3		
BE DELICIOUS FRAGRANCE MEN & WOMEN	D180	469.7	225.2						2.4		242.1		
BE DELICIOUS FRAGRANCE WOMEN	D180	3,093.8	3,093.8										
BE FINE FOOD SKIN CARE EXFLTNG CLNSR	D160	1,795.0	1,795.0										
BE FINE FOOD SKIN CARE LIP SERUM	D110	1,024.0	1,024.0										
BE FINE FOOD SKIN CARE NIGHT CREAM	D110	1,025.4	1,025.4										
BE FINE FOOD SKN CR EYE/TRTMNT&LP CR	D110	746.9	746.9										
BE ICED JEWELRY STORE	V314	291.3		291.3									
BE YOURSELF/PSA	B323	506.5						424.0	82.5				
BEACH CAMERA MULTI-PDTS DR	V899	1,017.4	1,017.4										
BEACH CAMERA OF ME ELECT	V361	458.9	458.9										
BEACH FORD & BARTON FORD LINC MERC	V211	302.8						302.8					
BEACH VILLAS/KO OLN DEV	B452	620.5	620.5										
BEACHES RESORTS CARIBBEAN	T432	3,168.9	1,064.8				6.3	83.3	12.4	7.7	1,994.4		
BEACHES/FRT MYRS&SNBL FL TP	T433	1,821.2									1,795.1		26.1
BEACON HILL HOUSEHOLD FABRICS	H141	1,247.1	1,247.1										
BEACON PLMBNG HTG&MCHNL	V174	330.4		330.4									
BEACON PLUMBING SERVICES	V174	463.0					101.2		361.8				
BEACON RE DEV	B452	394.1		68.6	319.1	6.4							
BEALE ST MERCHANTS ASSN	B621	1,089.4		1,067.8		21.7							
BEALLS DEPT APPAREL FAMILY	V410	713.1		34.5					678.6				
BEALLS DEPT APPAREL MEN & WOMEN	V410	1,358.1		7.3					1,350.9				
BEALLS DEPT APPAREL WOMEN	V410	291.3		15.7					275.6				
BEALLS DEPT HOUSEHOLD	V470	454.0		454.0									
BEALLS DEPT MISC	V450	251.5		88.4					163.1				
BEALLS DEPT SALES ANNOUNCEMENT	V490	2,980.7		972.1					1,967.4				41.3
BEALLS DEPT/FL APPAREL MEN & WOMEN	V410	317.4		20.6					296.7				
BEALLS DEPT/FL MISC	V450	427.8		279.1					148.7				
BEALLS DEPT/FL MULTI-PDTS	V490	2,342.4		2,342.4									
BEALLS DEPT/FL SALES ANNOUNCEMENT	V490	2,751.7		908.7					1,843.0				
BEAM&RAYMOND ASSOC ATTY	V151	301.0							301.0				
BEAMAN PONTIAC GMC	V211	270.8							270.8				
BEAMAN TOYOTA SCION	V212	522.8							522.8				
BEAN EXERCISE EQUIP DR	V851	355.5		264.4				0.6		90.5			
BEANO ANTI GAS TABLETS	D531	8,738.9	4,304.7					2,257.8	21.4	563.9	1,551.5		39.6
BEAR LAKE RESERVE RE DEV	B452	958.2	83.8	4.3	861.4	8.7							
BEAR RIVER LODGE RE DEV	B452	277.7			269.3	8.4							
BEAR STEARNS & CO CONSUMER SERVICES	B122	477.6		254.6	223.0								
BEAR STEARNS & CO CP	B122	410.2			410.2								
BEARINGPOINT BUS SVC	V129	1,987.5	1,893.8										93.8
BEATY CHEVROLET	V211	385.8							385.8				
BEATYOURRISK.COM ONLINE	B670	5,448.5			109.7		5,338.8						
BEAU RIVAGE CASINO RSRT	T431	766.0	230.8	535.1									
BEAU RIVAGE RESORT	T431	1,473.8	106.2	21.5		863.9		482.2					
BEAU TOWNSEND FORD	V211	1,003.4		912.4				91.0					
BEAU TOWNSEND FORD NSN	V219	321.1		321.1									
BEAU TOWNSEND NISSAN	V212	607.3		588.1				19.2					
BEAUCOUP WEDDING FVRS MULTI-PDTS DR	V852	256.2	256.2										
BEAUDRY JEWELRY	A510	701.0	701.0										
BEAUDRY RV DLR	V232	406.0		136.9		216.2		52.9					
BEAUMONT HOSPITAL	V133	2,111.2		199.9	46.5	586.7		1,278.0					
BEAUTIFUL FINDS/HS BTFL	B623	627.2	627.2										
BEAUTIFUL FRAGRANCE WOMEN	D180	11,188.0	4,290.5					2,840.6	3,266.4	483.6	306.8		
BEAUTIFUL FRAGRANCE WOMEN & TOIL	D180	2,876.5	2,876.5										
BEAUTIFUL LOVE FRAGRANCE WOMEN	D180	3,392.0	2,917.5	474.6									
BEAUTIFUL MUSIC CO VAR RECORDINGS DR	V871	1,028.9	21.8	1,007.1									
BEAUTIFUL SOUND PIANO & CHCG PN SPRST	V369	272.1		272.1									
BEAUTIFUL SOUND STORES	V329	341.3		341.3									
BEAUTY & THE BEAST PLAY	V161	262.0	17.6	36.5				207.9					
BEAUTY BANNER/PARENTING	B623	462.5	462.5										
BEAUTYREST MATTRESSES	H122	360.7	58.0	130.6				172.1					
BEAVER CREEK CO TP	T433	1,545.8	1,429.5	116.3									

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BEAVER CREEK RESORT	T431	1,972.6	1,819.1		141.9				11.6				
BEAVER CREEK TIMESHARES	T431	283.0			283.0								
BEAVER TOYOTA	V212	1,044.7							1,044.7				
BEAVER TOYOTA SCION	V212	255.9							255.9				
BEAVERTON AUTO DLR	V219	266.3			266.3								
BEAVERTON HONDA	V212	394.6			165.7		51.6		177.4				
BEAVERTON TOYOTA	V212	337.8			47.5		63.0		227.3				
BEAZER HOMES	B452	6,598.4			3,475.0		2,698.8						424.6
BEAZER HOMES BUILDERS	V171	1,121.3					488.3		63.6				569.4
BEBE APPAREL	A990	5,770.7	5,714.6				56.1						
BEBE AU LAIT NURSING COVERS WOMEN	A490	291.6	291.6										
BEBE CLOTHING STORE MEN & WOMEN	V311	2,205.5					2,205.5						
BEBE CLOTHING STORE WOMEN	V311	1,824.3	1,577.3		247.0								
BEBE COATS WOMEN	A120	631.9	631.9										
BEBE DRESSES & SHOES WOMEN	A130	450.3	450.3										
BEBE DRESSES WOMEN	A130	2,176.9	2,176.9										
BEBE JEANS WOMEN	A142	325.9	325.9										
BEBE RTW & SHOES WOMEN	A190	1,183.4	1,183.4										
BEBE SOUNDS MEDICAL APPL & EQUIP	D610	586.4	586.4										
BEBE SOUNDS MOVEMENT SENSOR/MONITOR	D610	454.4	454.4										
BEBE SOUNDS PRENATAL HEART LISTENER	D610	893.6	893.6										
BEBE SPORT APPAREL	A990	291.9	291.9										
BEBE SPORT ATHLETICWEAR WOMEN	A141	450.3	450.3										
BEBE SPORT JACKETS & SHORTS WOMEN	A120	1,046.5	1,046.5										
BEBE SPORT RTW WOMEN	A190	739.1	739.1										
BEBE SPORT SPORTSWEAR WOMEN	A141	395.4	395.4										
BEBE SPORT UNDERCLOTHING WOMEN	A290	450.3	450.3										
BECK & MASTEN AUTO DLR	V219	615.1			318.0		297.1						
BECK & MASTEN GMC PONT	V211	450.7			392.0				58.7				
BECK TOYOTA	V212	305.1			25.3		62.2		217.6				
BECKER FURN WORLD STR	V375	2,028.9			656.5		25.2		1,347.1				
BECKER LAW OFFICE	V151	1,538.6							1,538.6				
BECKER SUBARU	V212	652.4			652.4								
BECKS BEER	F611	6,215.1	2,096.3		23.5		164.2	91.9		3,839.2			
BECKS FURNITURE STORE	V375	744.8			623.5				121.3				
BECKYS CARPET & TILE	V373	396.4							396.4				
BECKYS CARPET&TL SPRSTR	V373	583.9			583.9								
BECTON DICKINSON & CO CP	D690	2,643.9	2,643.9										
BECU-BOEING EMPLYS CR UN CON SVC	B124	1,439.2			1,439.2								
BED & BATH STORE	V372	297.2	293.4		3.8								
BED & FURN WAREHOUSE	V377	282.3							282.3				
BED BATH & BEYOND STORE	V372	6,202.3	3,955.5		2,121.6		125.2						
BED HEAD AFTER PARTY CRM &HOOK-UP/WX	D330	1,015.1	1,015.1										
BED HEAD BRUNETTE GDS SHAMP & COND	D320	837.8	837.8										
BED HEAD HAIR STYLING&LDNG PDTs	D330	252.0	252.0										
BED HEAD PERSONAL CARE PDTs	D280	4,591.1	1,843.9					202.8		2,544.3			
BED HEAD SUPERSTAR HR CR&STYLNG PDTs	D320	2,995.0	2,995.0										
BED MART BEDDING STORE	V377	5,645.1			5,645.1								
BED PROS BEDDING STORE	V377	565.4			565.4								
BEDAT & CO WATCHES	A520	3,365.0	3,109.9		54.3		200.8						
BEDAZZLER CRAFTS DR	V851	4,368.3						174.4	11.6	4,182.4			
BEDCO MOBILITY STORE	V330	321.4			321.4								
BEDDING BARN FURN STORE	V377	307.1			203.2				103.9				
BEDDING EXPERTS BDNG STR	V377	8,491.2			7,776.1				715.1				
BEDDING PLUS & DOERR FURNITURE STR	V377	481.2			481.2								
BEDDING PLUS STORE	V377	1,291.7			850.7				441.0				
BEDFORD SPRINGS RESORT	T431	346.9			346.9								
BEDMART CMFRT/BDNG STR	V377	606.3			606.3								
BEDMART MATTRESS SPR STR	V377	529.5							529.5				
BEDROOM STORE	V377	798.7							798.7				
BEDROOMS TODAY STORE	V377	642.6			642.6								
BEDZZZ BEDDING STORE	V377	686.1			686.1								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BEE-ALIVE INC DRUGS/TOILETRIES DR	V830	1,235.9	1,122.5	113.4									
BEECHMONT FORD & MONTGOMERY FORD	V211	444.7			96.0				348.8				
BEECHMONT TOYOTA	V212	268.9			222.9				45.9				
BEECH-NUT BABY FOOD	F240	5,441.1	5,441.1										
BEEF INDUSTRY COUNCIL BEEF	F332	3,355.0	396.3						6.7			2,952.0	
BEEF OBRADYS SPORTS PUB	V167	332.8							332.8				
BEEFEATER GIN	F731	2,546.7	2,493.4			53.3							
BEELINE FURNITURE STORE	V375	289.4			205.8				81.5				2.1
BEHEALTHY.COM ONLINE	B670	403.9							403.9				
BEHR COLOR SMART PAINTS ONLINE	H630	2,403.8	2,403.8										
BEHR PREMIUM PLUS PAINT	H630	967.1	967.1										
BEHR WET-LOOK SEALER	H630	316.2	316.2										
BEHR WOOD FINISH & SEALER	H630	501.3	501.3										
BEIJING ECNMC TECH DEV IND DEV	B840	403.8	403.8										
BEINGGIRL.COM ONLINE	B670	547.7	547.5						0.2				
BEISBOL MUNDIAL MAGAZINE	B623	363.6			363.6								
BEITMAN LASER EYE INST	V133	989.5			989.5								
BEL AIR CAMERA & VIDEO	V361	820.8			820.8								
BEL AIR MARKETS & RALEYS SUPERSTORE	V345	1,086.0			1,086.0								
BEL AIRE BRIDAL VEILS WOMEN	A490	1,114.9	1,114.9										
BEL AIRE CAKE DECORATING PDTS	F141	269.0	269.0										
BEL FURNITURE STORE	V375	6,621.5			6,331.6				290.0				
BELASCO THEATRE	V161	333.9				333.9							
BELAY HEALTH MEDICAL INSURANCE	B412	262.1			262.1								
BELFORT FURNITURE STORE	V375	1,218.6			416.8				801.8				
BELGARD INTRLCKNG CNCRT PVMNTS	H615	385.3			385.3								
BELGARD PAVING STONES	H626	515.2							338.7		176.5		
BELGIAN SHOES	B999	306.8				306.8							
BELGIUM TP	T434	384.6	384.6										
BELIEVERS VIDEO	H532	321.8							4.7	85.1	232.0		
BELIZE TP	T434	1,661.7	1,433.0	228.7									
BELK DEPT APPAREL MEN	V410	352.0			352.0								
BELK DEPT APPAREL WOMEN	V410	1,656.0			937.9				718.1				
BELK DEPT DRUGS/TOILETRIES	V430	1,271.0			1,258.6				12.4				
BELK DEPT HOUSEHOLD	V470	345.4			345.4								
BELK DEPT JEWELRY	V410	1,163.6	309.0		255.4				599.2				
BELK DEPT MISC	V450	6,632.0	309.0		6,210.9				112.1				
BELK DEPT MULTI-PDTS	V490	478.9	309.0		112.7				16.6				40.6
BELK DEPT SALES ANNOUNCEMENT	V490	4,897.1			1,027.5				3,869.6				
BELL & HOWELL AUDIO PDTS DR	V871	446.5	377.9		68.6								
BELL & HOWELL DRUGS/TOILETRIES DR	V830	3,248.6							12.0		3,236.6		
BELL & HOWELL ELECT PDTS & EQUIP DR	V829	1,006.8									1,006.8		
BELL & ROSS WATCHES	A520	2,722.0	2,475.5	228.7		17.8							
BELL BLADDER CNTRL & PRST EZ FLW TEA	F412	282.4	268.9		13.5								
BELL FORD	V211	1,402.4			1,090.9		6.0		305.5				
BELL HONDA	V212	1,533.2			1,533.2								
BELL LIFESTYLE MEDICATED PDTS & REM	D559	438.1			438.1								
BELL LIFESTYLE PDTS DRUGS/TOIL DR	V830	573.4	126.6		446.8								
BELL PROSTATE EZZEE FLOW TEA	F412	251.4			251.4								
BELL ROAD KIA	V212	1,132.9			1,132.9								
BELL ROAD TOYOTA	V212	547.6			501.9				45.7				
BELLA & BIRCH WALLPAPER	H141	613.7							613.7				
BELLA SERA MERLOT WINE	F620	378.9									378.9		
BELLA SERA WINE	F620	311.4									298.9		12.5
BELLA VISTA VLG DEV RE	B452	367.2			261.7				97.9		7.6		
BELLA VITA RE DEV	B452	388.9			375.2				13.7				
BELLACHS LEATHER FURN ST	V375	540.9			243.0				297.9				
BELLAGIO GALLERY	V352	683.8	489.8				194.0						
BELLAGIO HOTEL & CASINO	T431	1,742.4	1,437.7	228.7			75.9						
BELLAGIO HOTEL & CASINO LAS VEGAS	T431	2,268.8	2,040.1	228.7									
BELLARI JEWELRY	A510	1,568.7	1,568.7										
BELLAVIA BUICK CHEVROLET	V211	890.2			890.2								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BELLWOOD HARDWOOD FLOORING	H132	2,419.8							4.1	122.2	2,293.5		
BELLE ARTS CONDO RE DEV	B452	269.3			269.3								
BELLE ARTS RE DEV	B452	281.5			281.5								
BELLE TIRE STORE	V241	3,704.7			1,225.1		25.2		1,907.0				547.5
BELLE/BATON ROUGE CASINO	V169	335.8					335.8						
BELLEVUE CMNTS RE DEV	B452	813.4			813.4								
BELLEVUE BAPTIST CHURCH	B322	366.9			0.6		43.4		322.9				
BELLEVUE CADILLAC	V211	1,047.0			1,047.0								
BELLEVUE UNIVERSITY	G810	548.5	245.2		1.5		44.8		257.0				
BELLIN HEALTH SYSTEMS	V133	275.1					8.1		195.9				71.2
BELLINGHAM MT BAKER WA TP	T433	304.8	28.5		276.3								
BELLMARC REALTY	B451	3,971.7				3,971.7							
BELLO FURNITURE	H121	1,339.8	1,339.8										
BELLSOUTH BUNDLE PDTS	B250	1,128.7			478.8				649.9				
BELLSOUTH BUSINESS & RESIDENTIAL	B222	1,787.1					54.5						1,732.6
BELLSOUTH CORP CP	B260	1,340.8	263.2		69.7								1,007.9
BELLSOUTH DIRECTORY	B232	1,353.4					44.6						1,308.7
BELLSOUTH ISP	B225	4,994.4			1,604.0				3,389.3				
BELLSOUTH ISP/PHONE/TV/WIRELESS	B250	1,994.4							1,994.4				
BELLSOUTH LONG DISTANCE BUS&RES	B221	700.0					700.0						
BELLSOUTH RESIDENTIAL	B222	5,905.7											5,905.7
BELLSOUTH YELLOW PAGES	B232	3,147.3					781.9		1,310.4				1,055.0
BELLTEL LOFTS RE DEV	B452	603.6			146.9	456.7							
BELMONT PARK RACE TRACK	V163	650.1	76.2		300.8				273.1				
BELMONT VLG ASST LVNG	V134	322.3	16.3		306.0								
BEL-REA INST/ANIMAL TECH	G840	716.4							381.5		334.9		
BELRON USA AUTO GLASS	V241	254.3											254.3
BELSOIE FORMAL GOWNS WOMEN	A130	1,582.1	1,582.1										
BELSOIE FORMAL GOWNS&FRMLWR W	A130	575.3	575.3										
BELSTAFF APPAREL	A990	370.7	288.0	82.7									
BELTERRA CASINO RESORT	T431	2,884.3			2,158.3		419.4		306.7				
BELTONE HEARING AID	D610	777.1			672.8				53.9	16.0		34.4	
BELTONE HEARING AID CTR	V139	7,387.4			6,027.5		6.7	724.7	349.2		279.3		
BELTRONICS VECTOR 995 RADAR DTCTRS	T144	1,010.7	1,010.7										
BELTWAY FINE WN&SPRT STR	V341	445.4			445.4								
BELTZ & RUTH ATTY	V151	920.3							920.3				
BELVEDERE VODKA	F734	11,414.7	6,675.2	289.1	1,112.4	994.7	185.7				2,157.6		
BEMOREPRODUCTIVE.COM ONLINE	B670	2,432.8							2,262.2	128.5		42.1	
BEN 10 SERIES VIDEOS	H532	681.4										681.4	
BEN BRIDGE JEWELERS	V314	9,418.0	737.5		1,171.1	317.8	1,467.8		1,647.5				4,076.3
BEN SUTTON GOLF SCHOOL	G850	650.9	650.9										
BENADRYL ALLERGY CAPLETS	D521	26,878.4							19,948.1	691.2	2,450.9	3,587.8	200.4
BENADRYL ALLERGY QUICK DSVL STRPS	D521	1,274.9							966.8	4.6	182.4	121.1	
BENADRYL CHILD COLD&SINUS RMDS	D521	1,261.3	1,261.3										
BENADRYL D ALLERGY & SINUS TABLETS	D521	2,086.2							1,466.2	40.7	199.2	380.1	
BENADRYL DECONGESTANT REMEDY	D521	870.4											870.4
BENADRYL FASTMELT CHILD ALLERGY TAB	D521	2,632.1							1,831.6	28.5	203.8	568.1	
BENADRYL PERFECT MEASURE CHLD ALR LQ	D521	8,719.1							5,782.2	203.5	1,188.1	1,545.3	
BENADRYL REMEDIES	D529	1,337.2										3.5	1,333.7
BENCHMARK AUTO DLR	V219	411.4			411.4								
BENCHMARK JEWELRY	A510	332.4	332.4										
BENDER BALL EXERCISE EQUIP DR	V851	9,077.9							156.0	20.7	390.0	8,511.2	
BENEDUM CENTER	V161	558.0			558.0								
BENEFIBER FIBER LAXATIVE	D532	1,890.0							872.1	4.7	250.4	762.8	
BENEFIBER INSTANT FIBER MIX	D532	2,014.7	2,014.7										
BENEFIBER PLS B VTNN&FLC FIBER LAX	D532	8,848.3							5,946.3	5.5	409.2	2,487.4	
BENEFICIAL BANK CONSUMER SERVICES	B121	375.1								375.1			
BENEFICIAL SAVINGS BANK CONSUMER SVC	B121	1,386.6			1,293.9		92.8						
BENEFIT COSMETICS LIQUID FOUNDATION	D140	291.9	291.9										
BENEFIT EVENT/PSA	B323	2,626.7								2,626.7			
BENEFIT SOME/GORGEOUS FOUNDATION	D140	348.6	348.6										
BENEFIT THAT GAL BRIGHTENING FC PRMR	D140	1,300.1	1,300.1										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BENELLI SHOTGUNS	G420	610.0	473.8								136.2		
BENETTI YACHTS	G430	1,053.2	1,053.2										
BENETTON APPAREL	A990	440.1	440.1										
BENETTON CLOTHING STORE WOMEN	V311	1,047.7	1,047.7										
BENETTON RTW MEN & WOMEN	A190	415.6	415.6										
BENGAY ULTRA STR PN RLVNG PTCH	D551	5,961.8						3,832.8	94.1	901.6	1,133.3		
BENIHANA JAPANESE STKHS	G320	2,727.6	308.8		567.9		354.2		614.2				882.5
BENIN INDUSTRIAL DEVELOPMENT	B840	529.3		529.3									
BENJAMIN EICHHOLZ ATTY	V151	364.4							364.4				
BENJAMIN FRANKLIN PLMBNG	V174	284.1			0.9					283.3			
BENJAMIN MOORE PAINT	H630	11,690.5	4,432.0	457.4	5,281.7	792.7			652.5				74.3
BENJAMIN MOORE PAINT STR	V376	3,137.0	1,697.2	228.7	973.9	114.9	111.8		10.6				
BENJAMIN MOORE WOOD STAIN	H630	315.4	300.9						14.5				
BENNETT AUTO DLR	V219	680.3			680.3								
BENNETT CHEVROLET	V211	519.7			519.7								
BENNETT MARINE VAR VIDEOS DR	V873	462.8	462.8										
BENNIGANS RESTAURANT	G320	318.9			73.4		126.3		119.3				
BENNOTI HOUSEHOLD DR	V872	344.5							18.7		325.8		
BENNYS GENERAL MDSE STR	V359	428.2			428.2								
BENS KOSHER DL REST&CTRN	G310	258.3			241.2	17.1							
BENSON AUTOMOTIVE WORLD	V219	1,100.0			1,100.0								
BENSON FORD MERCURY	V211	301.6			298.1				3.5				
BENSON HONDA	V212	299.4			262.6				36.9				
BENSON NISSAN	V212	575.7			544.4				31.2				
BENTLEY COLLEGE	G810	2,824.7	2,498.0	114.4	157.7		51.0		3.6				
BENTLEY DLR ASSN CONTINENTAL GTC	T123	494.4	494.4										
BENTWOOD KITCHEN CABINETS	H619	545.8	545.8										
BENZACLIN ACNE RX	D560	3,178.8	3,178.8										
BENZEL BSCH MYBCH MRC BN	V213	290.1			161.8	128.3							
BERDAN MED/DENTAL INST	G810	272.7			268.9		3.8						
BERG INJURY LAWYERS	V151	905.3							905.3				
BERGAMO FABRICS STORE	V353	365.6	365.6										
BERGAMO HOUSEHOLD FABRICS	H141	441.5	441.5										
BERGDORF GOODMAN DEPT APPAREL MEN	V410	655.4	100.5	554.9									
BERGDORF GOODMAN DEPT APPAREL WOMEN	V410	2,806.7	1,062.2		206.1	1,538.4							
BERGDORF GOODMAN DEPT DRUGS/TOIL	V430	286.4	208.1		59.9	18.5							
BERGDORF GOODMAN DEPT JEWELRY	V410	412.3	281.6		29.8	100.9							
BERGDORF GOODMAN DEPT SALES ANNC	V490	284.5			125.8	158.7							
BERGE FORD	V211	746.5			526.3			220.2					
BERGEN COMMUNITY COLLEGE	G810	495.1			495.1								
BERGEN COUNTY DODGE	V211	1,678.6			1,678.6								
BERGEN JAGUAR & ENGLEWOOD JAGUAR	V213	300.7			283.7	17.0							
BERGEN PERFORMING ARTS	V161	550.5			490.4	60.1							
BERGENFIELD NISSAN	V212	1,106.9			1,106.9								
BERGER & GREEN ATTY	V151	1,935.1					6.0		1,929.1				
BERGER CHEVROLET	V211	849.8			810.6		6.0		33.2				
BERGERON CHRYSLER JEEP	V211	1,650.4			1,650.4								
BERGERON VOLVO	V213	663.6			663.6								
BERINGER WINE	F620	2,421.3	1,273.7		5.9					1,140.1		1.6	
BERKELEY COLLEGE	G810	2,331.7			652.6		181.2		1,497.8				
BERKELEY FINER FOODS STR	V346	500.4			500.4								
BERKELEY MILLS FURN STR	V375	281.7	281.7										
BERKELEY REPERTORY THTR	V161	375.2			354.5				20.8				
BERKLEY VAR BOOKS	B610	446.2				429.7						16.4	
BERKS PATIO FURNITURE	V375	311.4			311.4								
BERKSHIRE BANK CONSUMER SERVICES	B121	650.8			260.8		351.3		38.7				
BERLEX LAB MENORRHAGIA STUDY	V139	318.4											318.4
BERLEX LAB PMDD STUDY	V139	2,055.0								2,055.0			
BERLITZ LANGUAGE CENTER	G850	334.0								334.0			
BERLITZ LANGUAGE COURSES CORR SCH DR	V854	338.4								338.4			
BERMUDA TP	T434	5,191.0	2,787.8		382.1	284.5	239.1		503.4	96.1	211.0	687.1	
BERNARD B JACOBS THEATRE	V161	574.9	20.9			554.0							

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BERNARD LAW GROUP	V151	523.0							523.0				
BERNARD/ALLISON MGT RLTY	B451	549.8			549.8								
BERND GOECKLER ANTIQUES	V379	314.9	314.9										
BERNHARDT FURNITURE	H121	5,743.0	5,743.0										
BERNHARDT HM FRNSHNG STR	V372	664.2	394.0		270.2								
BERNHARDT LEATHER FURNITURE	H121	460.8	460.8										
BERNIE & PHYLS DISC FURN	V375	6,279.0			284.8				5,994.2				
BERNIE ROBBINS JEWELER	V314	414.5			69.3	107.8	92.8		144.7				
BERNIES APPLIANCE STORE	V371	2,963.9			1,030.2				1,933.7				
BERNSTEIN & ASSOC ATTY	V151	990.8						196.1		794.7			
BERNSTEINS SALAD DRESSING	F130	273.2	273.2										
BERTOLLI EXTRA VIRGIN OLIVE OIL	F120	1,272.7	932.1	340.7									
BERTOLLI FROZEN DINNERS	F260	15,921.1						5,616.3	44.8	2,433.8	7,826.1		
BERTOLLI FROZEN ENTREES	F260	16,792.4	15,651.3	1,141.1									
BERTOLLI PASTA SAUCE	F170	6,895.0	5,635.9	1,259.2									
BERTOLLI VINEYARD PASTA SAUCE	F170	4,976.2	4,635.6	340.6									
BERTOLUCCI WATCHES	A520	2,671.4	2,671.4										
BERTRAM YACHTS	G430	868.6	868.6										
BERTUCCIS RESTAURANT	G320	2,803.0			39.1		4.0		1,714.1				1,045.9
BERWYN FINER FOOD STORE	V346	520.6			520.6								
BESSEMER TRUST CO CONSUMER SERVICES	B121	1,186.4			9.5	1,176.9							
BESSEMER TRUST CO CP	B121	382.8		142.6		25.2		135.4			79.7		
BEST BANK CONSUMER SERVICES	B121	289.9			289.9								
BEST BUY CO CP	G930	1,291.7			1,029.5	262.2							
BEST BUY ELECT STR	V361	296,309.8	16,765.3		106,576.8	8,043.8	757.9	89,094.6	5,204.3	2,632.0	64,474.3	515.2	2,245.7
BEST BUY FURNITURE STORE	V375	314.0			300.7		9.0		4.3				
BEST CHEVROLET	V211	739.8			739.8								
BEST FOODS MAYONNAISE	F130	2,677.3	2,522.1					49.4	105.8				
BEST FRIENDS ANIMAL SOC	V158	527.7			2.0		7.8		3.2		514.8		
BEST FRIENDS ANML SNCTRY	V158	562.9									562.9		
BEST HOMES SERVICE CONTR	V171	258.5			258.5								
BEST KITCHENS & BATHS	V171	421.5			421.5								
BEST MARBLE & GRANITE CO	V376	299.1			299.1								
BEST MATTRESS STORE	V377	1,109.7			648.1				461.6				
BEST PERSONALIZED BOOKS BP	B911	376.3	376.3										
BEST VOLVO	V213	306.2			282.3				23.9				
BEST WESTERN HOTELS	T431	21,210.9	1,343.4	201.2	103.5	1,449.1	6,356.3	157.2	106.1	474.5	11,019.6		
BEST WESTERN HOTELS WORLDWIDE	T432	2,663.1	78.9							13.9	620.4	1,949.8	
BEST YET MARKET	V346	1,111.4			1,111.4								
BESTJOBSUSA.COM ONLINE	B913	928.7				928.7							
BESTLIFE PERSONAL TRNR ONLINE	B670	259.4	259.4										
BESTRENTNJ.COM RLTY ONLINE	B452	790.2			790.2								
BESTSELLERDEALS.COM ONLINE	B610	883.8				883.8							
BET CABLE TV	B642	865.5	91.7			158.8	371.5						243.6
BET MOBILE PHONE CUSTOMIZATION SVC	B229	5,907.0								5,907.0			
BETHPAGE FED CREDIT UN CONSUMER SVC	B124	1,658.1			1,645.5	12.6							
BETRAS HARSHMAN ATTY	V151	350.2					60.1		290.1				
BETSEY JOHNSON FRAGRANCE WOMEN	D180	632.2	632.2										
BETSEY JOHNSON SHOES WOMEN	A310	290.3	290.3										
BETTENHAUSEN DODGE	V211	2,042.9			2,036.5				6.4				
BETTER BASKETBALL VAR VIDEOS DR	V873	596.8	302.2					63.5	5.0		226.1		
BETTER BEDDING SHOP	V377	1,672.1			838.2		67.5		766.4				
BETTER BUILT GARAGES CO	V171	625.8			625.8								
BETTER BUSINESS BUREAU	B329	4,565.6			1,846.7	172.4	497.6		2,049.0				
BETTER DENVER ORG	B329	368.2								368.2			
BETTER HEARING AID CTR	V139	440.9			395.3				45.6				
BETTER HOMES & GARDENS FURNITURE	H121	1,218.7	1,213.8						4.9				
BETTER HOMES REALTY	B451	250.2			192.4		5.3		52.6				
BETTER HOMES&GARDENS COOKBOOK	B610	405.8	404.6						1.2				
BETTER HOMES&GARDENS MAG ONLINE	B623	12,406.5	12,406.5										
BETTER HOMES&GARDENS MAG SWEEPSTAKES	B623	4,147.2	4,147.2										
BETTER HOMES&GARDENS MULTI-PDTS DR	V899	320.5	320.5										

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BETTER THAN EARS MISC DR	V859	420.5							0.8		419.7		
BETTER WOMAN DRUGS/TOILETRIES DR	V830	1,046.9		538.2	462.1				3.0		43.5		
BETTER.TV ONLINE	B549	1,460.8	1,368.6						85.5	4.3	2.5		
BETTERIDGE FINE JEWELERS	V314	517.2	332.6	114.4	46.6	23.7							
BETTERLIVING PATIO ROOMS	V171	956.5			483.2				473.3				
BETTERPHOTO.COM TRAINING ONLINE	G840	271.0	271.0										
BETTERWOMAN DRUGS/TOILETRIES DR	V830	868.6			868.6								
BETTINGONNEVADA.COM ORG ONLINE	B329	338.6							338.6				
BETTY CROCKER COOKIE MIX	F141	3,069.6	52.5					1,614.6			1,402.5		
BETTY CROCKER FRUIT BY/FOOT SNACKS	F590	3,474.5									3,474.5		
BETTY CROCKER FRUIT ROLL-UPS	F590	4,238.8									4,238.8		
BETTY CROCKER FRUIT STACKERS	F590	2,902.0									2,902.0		
BETTY CROCKER GUSHERS FRUIT SNACK	F590	6,436.8									6,436.8		
BETTY CROCKER HMBRGR HLP DINNER	F260	25,447.0	5,298.3	1,396.1				5,371.1	583.1	120.5	11,411.2	1,266.8	
BETTY CROCKER HMBRGR HLP MICRO SNGLS	F260	4,277.7	142.8					760.5	0.0		3,374.3		
BETTY CROCKER PACKAGED POTATO DISHES	F323	373.8	40.8	333.0									
BETTY CROCKER WRM DLGHTS DESSERTS	F141	11,562.0	3,296.3						5,393.1		2,868.5	4.2	
BETTYS AZALEA RANCH	V154	261.7			261.7								
BEV SMITH FORD	V211	748.4			183.0				565.4				
BEV SMITH TOYOTA	V212	678.6					8.3		670.3				
BEVERAGE BARN STORES	V349	277.9			277.9								
BEVERAGES&MORE WINE SHOP	V341	3,815.7					21.0						3,794.7
BEVERLY CRAFT&FAB STR	V353	668.5			668.5								
BEVERLY HILLS 90210 SRS &MLRS PLC/VD	H532	613.1							11.1	351.0	251.0		
BEVERLY HILLS 90210 SRS VIDEOS	H532	621.0	368.2						0.0	41.2	211.6		
BEVERLY HILLS ADVNCD LSR	V133	685.6			685.6								
BEVERLY HILLS BMW	V213	520.6			520.6								
BEVERLY HILLS CA TP	T433	998.0	953.0				45.0						
BEVERLY HILLS HOTEL PLAZA	T431	1,131.7		1,131.7									
BEVERLY HILLS JEWELERS	V314	1,383.8		1,383.8									
BEVERLY HILLS REALTY &GRTR LA ASN	B451	255.3		255.3									
BEVERLY HOSPITAL	V133	612.2		184.4		185.6			242.1				
BEVERLY-HANKS RE	B451	372.4		356.9					15.5				
BEVMAX WINE&LIQUOR STORE	V341	271.7		258.1	13.6								
BEVMO BEV & MORE STR	V341	3,417.1		1,226.9					2,190.2				
BEVOLO OUTDOOR LIGHTING	H151	464.2	464.2										
BEWLEYS FURNITURE CENTER	V375	279.4					19.2		260.2				
BEXAR COUNTY INDUSTRIAL DEVELOPMENT	B840	257.9	257.9										
BEXAR RGNL WTRSHD MGT	B315	257.2		229.5		27.7							
BEYER CHIRO&PHYSCL THRPY	V133	305.2		305.2									
BEZ AMBAR JEWELRY	A510	335.9	335.9										
BF GOODRICH AUTO & TRUCK TIRES	T145	14,547.9						8,834.0	10.7		1,260.8	295.0	4,147.4
BF GOODRICH AUTO TIRES	T145	3,993.2	2,120.6	109.3				1,466.8	0.3		296.2		
BF GOODRICH TRUCK TIRES	T145	300.4	300.4										
BG SERVICE SHOPS	V241	710.9							47.4		663.4		
BG US CHALLENGE	V162	599.9	599.9										
BGE BALTIMORE GAS&ELECT	V173	863.3		863.3									
BGE HOME PDTS & SERVICES	V371	653.6					18.7		634.9				
BHINDI JEWELLERS	V314	277.0		247.5	15.5	14.0							
BIBLES ON DVD VAR VIDEOS DR	V873	1,388.3							91.7		1,296.6		
BIC LUMINERE UTILITY LIGHTER	H390	806.7	806.7										
BIC MARK IT MARKERS	B723	3,443.3	3,443.3										
BIC SOLEIL SHAVER WOMEN	D250	19,553.3	3,155.7					8,107.8	164.5	5,034.5	2,792.9		298.0
BIC WITE-OUT CORRECTION PDTS	B729	2,020.1	2,020.1										
BIC WITE-OUT CORRECTION TAPE	B729	711.1	711.1										
BICYCLE VILLAGE SPRT GDS	V365	375.2		375.2									
BID4PRIZES AUCTION TEXT MESSAGING	B229	845.4							7.0		838.4		
BIDBUYAUCTION ONLINE	V122	419.9		419.9									
BIDE-A-WEe PET ADOPTION HOMES&CLNC	V158	346.0	306.6					39.4					
BIDEN FOR PRESIDENT	B331	468.6								468.6			
BIDIC AUTO DLR	V219	1,717.0		1,717.0									
BIE HEALTH DRUGS/TOILETRIES DR	V830	477.1	477.1										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BIELLA FABRIC IN APPAREL	A920	638.5	638.5										
BIENER NISSAN	V212	255.0			255.0								
BIERMAN GEESING&WRD ATTY	V151	909.6			909.6								
BIG 10 CONF FOOTBALL	V163	337.9							174.6	13.6		149.7	
BIG 10 TIRE STORE	V241	1,406.2			1,379.9					26.2			
BIG 5 SPORTING GOODS STR	V365	93,113.4			93,113.4								
BIG ALS MUFFLERS&BRAKES	V241	309.2			309.2								
BIG APPLE CIRCUS	V169	1,714.6	125.9		456.9	90.3				1,041.5			
BIG APPLE GREETER	V190	622.2								622.2			
BIG ASS FAN CEILING FANS	H190	294.4	293.7					0.7					
BIG BEAR MTN RESORT	T431	402.0						92.4		309.6			
BIG BOBS FLOORING OUTLET	V373	929.2								929.2			
BIG BOY RESTAURANT	G320	907.9			6.6		379.2			522.1			
BIG BRANDON DODGE	V211	251.2			251.2								
BIG BROS & BIG SISTERS	B322	453.3			153.9		299.4						
BIG BROS&BIG SISTERS/PSA	B323	18,163.4							16,763.1	1,308.0		92.4	
BIG DADDYS LIQUORS&WINES	V341	264.6			264.6								
BIG EAST CONFERENCE	V163	644.8							0.0	99.5		545.2	
BIG GREEN EGG BBQ GRL ST	V375	334.6			334.6								
BIG IDEA VAR VIDEOS DR	V873	311.0										311.0	
BIG ISLAND HI TP	T434	649.2	597.6		51.5								
BIG LOT CAR CRDT AT SLS	V219	390.9								390.9			
BIG LOTS STORE	V359	45,287.0			6,715.1				10,393.3	11,527.1	676.2	15,947.0	28.3
BIG LOTS STORE VIGNETTE	V359	625.0								10.5		614.5	
BIG O TIRES STORE	V241	4,110.6			1,675.6			598.8		1,836.2			
BIG RED SPORTS IMPORTS	V219	594.7			99.6					495.0			
BIG SANDY SUPERSTORE	V375	2,356.5								2,356.5			
BIG SCREEN STORE	V361	4,056.6			3,060.4					996.2			
BIG SEXY HAIR SPRAY	D330	761.7	761.7										
BIG SKY MT SKI RESORT	T431	448.6	428.4		11.4		8.8						
BIG SKY WHAT LOVE IS MOVIE	B660	431.0			431.0								
BIG SUR INTL MARATHON	V162	281.6	281.6										
BIG TEN CONFERENCE	V163	809.6						0.0	62.7		746.9		
BIG TEN NETWORK CABLE TV	B642	2,529.5			2,360.4	168.6	0.5						
BIG TEN NETWORK PAID PROMO	B642	2,524.6							87.1	1,863.1		574.5	
BIG TIME MOON SHOES	G549	723.7										723.7	
BIG VALLEY AUTO SALES	V219	1,848.5			1,848.5								
BIG VALLEY DODGE	V211	1,002.2			986.8					15.4			
BIG Y SUPERMARKET	V345	3,746.9			1,349.5		115.3			2,104.5			177.6
BIGDOG MOTORCYCLE DLR	V233	409.8			409.8								
BIGELOW GREEN TEA TEA BAGS	F412	3,375.4	3,375.4										
BIGGS SUPERMARKET	V345	702.9			702.9								
BIJAN CLOTHING STORE MEN & WOMEN	V311	340.2					340.2						
BIJAN NUDE FRAGRANCE MEN & WOMEN	D410	1,621.1	1,621.1										
BIKINI ZONE MEDICATED CREAM	D558	960.6							118.6	13.6	432.5	395.9	
BILL BARTMANN VAR RECORDINGS DR	V871	862.5				862.5							
BILL BLASS FRAGRANCE WOMEN	D180	1,817.2	1,817.2										
BILL COLLINS FRD LNC MRC	V219	688.3			594.3					94.0			
BILL CURRIE FORD	V211	847.3			814.8					32.5			
BILL DELUCA AUTO ENTRPRS	V219	410.9			410.9								
BILL ENGVALL SHOW PAID PROMO	B642	807.9						2.6		158.2	643.4	3.7	
BILL FOX CHEVROLET	V211	349.4			329.8					19.6			
BILL GRAY AUTOMOTIVE	V219	430.2			430.2								
BILL GRAY VOLVO	V213	394.7			394.7								
BILL GREEN ATTY	V151	255.1								255.1			
BILL HEARD CHEV & TOM JUMPER CHEV	V211	6,264.8			6,264.8								
BILL HEARD CHEVROLET	V211	11,060.4			9,741.8		277.2			1,041.4			
BILL HEARD CHEVROLET & LANDMARK CHEV	V211	290.4			290.4								
BILL HEARD CHEVROLET & VISTA CHEV	V211	252.1			221.4					30.7			
BILL HOWE PLUMBING SVC	V174	271.9							59.7		212.2		
BILL JACOBS BMW	V213	310.8			310.8								
BILL JACOBS CAD CHEV	V211	300.9			300.9								

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BILL JACOBS CHEVROLET	V211	365.3			365.3								
BILL KAY AUTO DLR	V219	1,300.8			1,300.8								
BILL KAY CHEVROLET	V211	969.1			923.1		46.0						
BILL KAY NISSAN	V212	1,448.4			1,448.4								
BILL KOLB JR SUBARU	V212	823.1			783.5	39.7							
BILL LEVKOFF BRIDAL GOWNS WOMEN	A130	974.3	974.3										
BILL LEVKOFF FORMAL GOWNS WOMEN	A130	4,459.4	4,459.4										
BILL LUKE AUTO DLR	V219	1,214.0			1,175.7			38.3					891.5
BILL ME LATER PYMNT SVC CONSUMER SVC	B129	891.5											
BILL NELSON CHEVROLET	V211	1,640.2			1,501.2			139.0					
BILL PENNEY TOYOTA	V212	329.4					30.0	299.4					
BILL PIERRE AUTOS	V219	1,336.4			1,336.4								
BILL PIERRE FORD	V211	1,632.8			1,625.2			7.6					
BILL RAY NISSAN	V212	487.1			29.6			457.5					
BILL SEIDLERS MTSBSH SZK	V212	1,927.6			1,927.6								
BILL SEIDLERS NISSAN	V212	298.1			4.4		30.0	263.7					
BILL SEIDLERS NISSAN LEASING	V212	267.2						267.2					
BILL SMITH APPL & ELECT	V371	347.8						347.8					
BILL STASEK CHEVROLET	V211	1,691.7			1,691.7								
BILLABONG BATHING SUITS WOMEN	A150	569.7	569.7										
BILLABONG DRESSES WOMEN	A130	250.9	250.9										
BILLABONG SHIRTS WOMEN	A141	250.9	250.9										
BILLBOARD HOT 100 TEXT MESSAGING	B229	5,723.5							5,723.5				
BILLBOARD TOP 100 TEXT MESSAGING	B229	1,918.9							1,918.9				
BILLIARD FACTORY	V365	746.0			628.8		55.8	58.7					2.7
BILLIARDEX POOL TBL STR	V365	349.4			346.6			2.8					
BILLIARDS & BARSTOOLS	V359	343.8			304.0		22.1	17.6					
BILLS CARPET FAIR STORE	V373	422.6			25.0			397.6					
BILLS CARPET WAREHOUSE & CARPET FAIR	V373	906.1			906.1								
BILLS DISC CRPT&FLRG ST	V373	1,213.9			1,212.8			1.1					
BILLY BOBS TX NIGHTCLUB	V167	303.3	68.0		185.6		49.7						
BILLY GRAHAM VAR BOOKS DR	V823	1,335.4						1,335.4					
BILLY GRHM EVNGLSTC ASSN	B322	834.0				285.9	81.5	459.7					6.9
BILLY HORK GALLERIES LTD	V352	449.1			449.1								
BILLY JOEL PRS AP	V161	566.3			10.1			556.2					
BILLY&MANDYS BIG BGY ADV VIDEO	H532	311.5							311.5				
BI-LO FOOD STORE	V345	1,694.7			900.7		102.3	474.6					214.4
BILSTEIN SHOCK ABSORBERS	T144	1,853.0	1,587.1					100.0					165.9
BILTMORE EST ASHVL NC	V166	5,456.8	1,349.4	336.7	208.8		171.7		3,390.2				
BILTMORE ESTATE	B452	582.6					582.6						
BILTMORE ESTATE HH FURNISHINGS	H190	490.3	490.3										
BILTMORE ESTATE RESORT	T431	271.2		271.2									
BILTMORE ESTATE WINE	F620	394.6	387.3				7.3						
BILTMORE HOTELS	T431	385.2	324.0		11.6		49.7						
BILTRITE FURN LTHR/STR	V375	373.9						373.9					
BI-MART DISC STORE	V359	1,415.6			905.3			347.1					163.2
BIMBO BAKERIES	V342	875.5											875.5
BINDER & BINDER ATTY	V151	6,555.8						1,118.9		5,380.0		56.9	
BINGHAM EQUIP STORE	V358	281.8			281.8								
BINGHAM MCCUTCHEON ATTY	V151	2,390.4	682.6			1,335.2	372.5						
BINGHAM TOYOTA	V212	1,119.9			1,118.6			1.2					
BINNYS BEVERAGE DEPOT	V349	1,601.6			1,601.6								
BINYONS OPTICAL CO	V135	616.4						616.4					
BIO SPOT FLEA KILLER	H351	760.6						8.9	0.6	4.4	746.7		
BIOGENETIX SUPPLEMENT KIT	D543	745.7	745.7										
BIOGRAPHY CHANNEL CBL TV	B642	1,142.7	1,142.7										
BIOGRAPHY-FINAL 24 PAID PROMO	B642	435.4	435.4										
BIOKOLINE USA DRUGS/TOILETRIES DR	V830	897.5	897.5										
BIOLOGIC SOLUTIONS DRUGS/TOIL DR	V830	4,496.0	588.8		3,675.4				0.0		231.7		
BIMARIN PHARM INC MPS VI	D700	484.0	484.0										
BIMED SA CP	V330	257.9	257.9										
BIOMET HIP IMPLANTS	D610	1,462.5	1,462.5										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BIOMET KNEE IMPLANTS	D610	1,750.2	1,750.2										
BIOMET SURGICAL IMPLANT	D610	6,143.1					144.7	3,057.4	1,756.6	1,184.4			
BIONIC SPORTING GOODS DR	V851	895.4	771.1						0.0		124.2		
BIONICLESTORY.COM ONLINE	B549	1,222.2						82.9			1,139.3		
BIO-OIL MULTI-PURPOSE OIL	D590	8,986.1	5,146.0						1,021.2	203.9	1,738.8	876.3	
BIORE FCL CLNSRS&SKN CR PDTS	D160	257.9	257.9										
BIORE PORE PRFCT DP CLNSNG PR STRPS	D160	294.4	294.4										
BIORE PORE PRFCT MNMZNG SKIN CR PDTS	D110	2,844.1	2,844.1										
BIORE PORE/DP/STRPS &WRMNG/CRM CLNSR	D160	1,811.0	1,811.0										
BIORE PR PRFCT BLMSH/IC CLNSR/CLTH	D160	1,412.4	1,412.4										
BIORE PR PRFCT DP CLNSNG/STRPS/SCRB	D160	1,377.7	1,377.7										
BIORE PR PRFCT PR MNMZNG SKN CR PDTS	D110	3,454.9									3,454.9		
BIORE SKIN CARE PDTS	D110	781.8	781.8										
BIOSPHERE MEDICAL CENTER	V133	466.1			12.6		453.5						
BIOTECH RESEARCH APPLIANCES DR	V872	11,042.0	1,591.3	8,374.0	970.2	106.4							
BIOTECH RESEARCH DRUGS/TOILETRIES DR	V830	31,437.4	109.3		30,473.9	854.3							
BIOTECH RESEARCH MISC DR	V859	698.9			698.9								
BIOTECHNOLOGY IND ORG	B329	250.4			220.6				29.9				
BIPOLAROPTIONS.COM ONLINE	B549	14,319.0							1,130.5	644.4	12,544.1		
BIRDS EYE FROZEN VEGETABLES	F323	1,977.2	1,977.2										
BIRDS EYE STEAMFRESH FRZN VEGETABLES	F323	5,419.2						653.7	107.4		4,582.5		75.6
BIRGER CHRISTENSEN FURS WOMEN	A120	368.4	368.4										
BI-RITE FURNITURE STORE	V375	1,508.0			25.9				1,482.0				
BIRKENSTOCK SANDALS WOMEN	A310	695.3	649.3	46.0									
BIRMINGHAM AL TP	T433	408.7	386.8						21.8				
BIRMINGHAM CHRYSLER JEEP	V211	276.3			271.0		3.1		2.3				
BIRMINGHAM SUZUKI	V212	1,522.0			6.1		132.8		1,383.1				
BIRMINGHAM SUZUKI & ANNISTON SUZUKI	V212	538.8							538.8				
BIRNBAUM&BULLOCK BRIDAL WOMEN	V311	411.9	411.9										
BISAZZA MOSAIC TILES	H619	1,481.4	1,481.4										
BISCUIT SPINE INSTITUTE	V133	379.9			379.9								
BISQUICK BAKING MIXES	F141	3,163.6	3,163.6										
BISQUICK HEART SMART BAKING MIXES	F141	1,351.4	20.4					733.2	0.1		597.7		
BISQUICK SHAKE N POUR BAKING MIXES	F141	677.7	633.7					24.1	2.0		18.0		
BISSELL APPLIANCES DR	V872	9,854.0							3.1	198.8	9,652.1		
BISSELL HEALTHY HOME VACUUM CLEANER	H223	12,747.3	4,886.3			109.7		4,347.6	6.2	2.1	3,395.5		
BISSELL HOUSEHOLD DR	V872	2,715.0									2,715.0		
BISSELL PET HAIR ERASER VACUUM CLNR	H223	2,660.8						123.0	150.1		2,387.7		
BISSELL PROHEAT CARPET CLEANING MCHN	H223	3,864.2						30.0	1.1		3,833.1		
BISSELL SPOTBOT HANDSFREE CRPT CLNR	H223	2,255.2							0.6		2,254.6		
BISSELL VACUUM CLEANER	H223	724.0	122.0	485.4							116.6		
BIZFLINGS BUSINESS SVC ONLINE	V129	437.3									437.3		
BIZHUB MULTI FUNCTION OFC MCHN	B711	8,493.0						7,985.2	104.4		403.4		
BJORNS AUDIO VIDEO STORE	V362	297.9			11.8				286.1				
BJS WHOLESALE CLUB	V630	994.6			609.8	36.7	50.7						297.4
BLACK & DECKER ALLIGATOR LOPPER	G711	1,269.1									1,269.1		
BLACK & DECKER AUTO WRENCH	H624	2,458.4						1,661.1	1.1		796.1		
BLACK & DECKER CORDLESS POWER SCSRS	H624	418.2						336.5	0.6		81.1		
BLACK & DECKER CRDLS SCM BSTR EXTRM	H222	559.5						438.2	0.0		121.3		
BLACK & DECKER GEKO GRIP LEVELS	H624	1,339.5						990.3	0.6		348.6		
BLACK & DECKER HANDY SAW	H624	830.3						440.7	0.1		389.5		
BLACK & DECKER POWER PDTS	B822	1,765.4		1,765.4									
BLACK & DECKER VAR PDTS	H900	976.5						662.2	0.4		313.9		
BLACK & MILD CIGARS	G220	1,227.8	739.7		72.6								415.4
BLACK ANGUS RESTAURANT	G320	409.5			255.3		34.6						119.6
BLACK BEAR CASINO&HOTEL	T431	424.5			354.3		23.5		46.7				
BLACK BY PIERRE CARDIN FRAGRANCE MEN	D410	522.1	522.1										
BLACK ENTERPRISE MAG ONLINE	B623	1,064.2	1,064.2										
BLACK ENTERPRISE MAG RADIO PROGRAM	B623	252.5	252.5										
BLACK ENTERPRISE MAG TV PROGRAM	B623	757.4	757.4										
BLACK ENTRPRS ENTRPNRS CONFERENCE	G820	757.4	757.4						0.1				
BLACK ENTRPRS/PPS/CHLNG	B623	589.1	589.1										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BLACK EXPRESSIONS BOOK CLUB DR	V823	2,602.4	2,602.4										
BLACK FAM REUNION/EBONY	B623	451.5	451.5										
BLACK HISTORY EVENTS/PSA	B323	3,255.0							103.6	1,055.4		2,096.0	
BLACK JACK PIZZA REST	G310	1,229.2								1,229.2			
BLACK MAGIC TITANIUM CAR CARE PDTS	T143	580.2	580.2										
BLACK MAGIC TITANIUM WHEEL CLEANER	T143	430.1	430.1										
BLACK MAGIC TMN TR WT/GL&WHL CLNR	T143	1,365.0	1,365.0										
BLACK OAK CASINO	V169	1,804.9			527.6		342.3		935.0				
BLACK SEA GALLERY STORE	V375	1,089.8			1,089.8								
BLACK STALLION WINERY	V140	355.9			355.9								
BLACK XMAS UNRATED VIDEO	H532	894.7							125.2	55.4	115.7	598.4	
BLACK&DECKER CRDLS CLTCTR&CRDLS TRMR	H624	746.9										746.9	
BLACK&DECKER FIRESTORM CRDLS MLT TL	H624	894.9							630.0	3.0		261.9	
BLACK&DECKER PIVOT VAC HAND VAC	H223	1,021.6							724.5	0.6		296.6	
BLACK&DECKER SIMPLE STRT BTRY CHRGR	T144	1,771.5	76.6						1,099.2	0.5		595.1	
BLACK&DECKER VPX LITHIUM-ION BTR SYS	H624	5,152.0							3,141.2	0.9		2,009.9	
BLACKBERRY HAND HELD COMPUTER	B511	5,802.5	5,072.3		730.2								
BLACKBERRY PEARL SMARTPHONE	B219	335.4	335.4										
BLACKBERRY WIRELESS PHONES	B213	16,412.6	15,981.4			205.6							225.6
BLACKBURN & GREEN ATTY	V151	359.0								359.0			
BLACK-EYED PEA REST	G320	258.4			5.1			54.1		199.2			
BLACKMAN KITCHN&BTH SHWRM	V376	541.4		158.9	106.9		275.5						
BLACKMAN PLUMBING SUPPLY	V376	250.1		250.1									
BLACKMON MRNG CRPT SVC	V179	453.0								453.0			
BLACKMON MRNG HTG&AC SVC	V174	507.3								507.3			
BLACKPLANET.COM ONLINE	B670	1,147.2	1,147.2										
BLACKROCK CP	B129	510.1	510.1										
BLACKROCK FUNDS	B125	301.7	301.7										
BLACKSINGLES.COM DATING ONLINE	V155	348.9										166.7	182.2
BLACKSTONE WINE	F620	545.9	431.5	114.4									
BLACKSTONE WINERY	V140	682.7			5.7	677.0							
BLACKTHORN EST BYRS JWLR	V314	629.5			629.5								
BLACKTHORN EST/ACTNR	V122	335.3			335.3								
BLADE HOUSE OF CHTHON VIDEO	H532	409.3								409.3			
BLADE RUNNER/FINALCUT VIDEOS	H532	2,116.2							307.4	5.2	192.4	1,611.2	
BLADERUNNER VIDEO	H532	251.6	72.0									179.6	
BLADES OF GLORY VIDEO	H532	6,598.2	466.2						2,779.8	67.4	289.4	2,647.2	348.1
BLAINE HAIR & BEAUTY SCH	G840	627.0								622.4			4.6
BLAIR APPAREL WOMEN DR	V810	3,724.7	2,345.6	1,379.2									
BLANCHARD & CO COINS DR	V859	1,950.0										1,950.0	
BLANCO FAUCETS & SINKS	H621	255.7	255.7										
BLANC PAIN JEWELRY BTQ	V314	397.0	25.8			291.2	80.0						
BLANC PAIN WATCHES	A520	515.9	515.9										
BLASTINGACTION.COM ONLINE	B549	412.5									412.5		
BLATT BILLIARDS STORE	V365	636.8	564.7	46.0	26.1								
BLENDER MAGAZINE ONLINE	B623	652.2	652.2										
BLIMPIE SUBS & SALADS	G320	1,575.4			95.8		28.6	105.7	529.8				815.5
BLIND&SONS HTG&AC SVC &TR-CTY HTG&AC	V174	361.8			361.8								
BLINDS TO GO SUPERSTORE	V374	7,257.7			88.7				7,169.0				
BLINK CAR CLEANING PDTS	H449	9,488.4	2,362.6						1,112.7	7.0	298.3	3,971.3	1,736.5
BLISTEX COMPLETE MSTR LIP BALM	D553	1,061.0							547.0	25.6	481.4	7.0	
BLISTEX GENTLE SENSE LIP BALM	D553	1,897.9							609.8	44.3	764.2	479.6	
BLISTEX LIP INFUSION LIQUID LIP BALM	D553	4,399.3							2,218.1	46.8	1,143.1	991.3	
BLISTEX MEDICATED LIP COND	D553	432.8										432.8	
BLISTEX SILK & SHINE LIP BALM	D553	948.6							449.1	16.5	477.7	5.3	
BLIZZARD ENTER WORLD/WARCRAFT GM SOF	B531	4,465.5							1,085.2	23.1	440.6	2,916.6	
BLOKKADE RUNNER RSRT HTL	T431	519.8			517.7		2.1						
BLOCKBUSTER VIDEO STORE	V362	5,164.9	371.5		134.0	254.4	161.9	855.9	235.3		2,494.0		658.1
BLOCKBUSTER.COM STORE ONLINE	V362	62,727.7			28.6				47,303.5	249.1		15,025.2	121.2
BLOCKER & SPAHR ATTY	V151	290.0								290.0			
BLOOD CENTER	V133	275.9							16.2		259.7		
BLOOD DIAMOND VIDEO	H532	2,496.1							1,287.0	18.5		1,190.6	

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BLOOD TIES PAID PROMO	B641	362.2							211.5		150.8		
BLOOM BROS FURN STORE	V375	531.1			79.4				451.7				
BLOOM FLORIST	V351	506.4											506.4
BLOOM FOOD STORE	V345	1,260.2							573.6				686.6
BLOOM GROCERY STORES	V346	1,087.4							1,087.4				
BLOOMBERG CABLE TV	B642	519.2	466.8			52.4							
BLOOMBERG PRESS VAR BOOKS	B610	311.5				15.9	295.6						
BLOOMBERG RADIO STATION	B630	303.8					303.8				0.0		
BLOOMBERG TV PAID PROMO	B642	955.5	314.9			49.3			103.2		488.0		
BLOOMINGDALES DEPT APPAREL FAMILY	V410	693.5			575.4	103.8			14.3				
BLOOMINGDALES DEPT APPAREL M & W	V410	466.4	230.3			120.5	115.6						
BLOOMINGDALES DEPT APPAREL MEN	V410	7,715.2	5,817.2	343.1	924.9	630.1							
BLOOMINGDALES DEPT APPAREL WOMEN	V410	18,009.9	7,006.9	503.4	3,588.4	6,603.7			307.4				
BLOOMINGDALES DEPT APPLIANCES	V470	313.7				114.5	199.2						
BLOOMINGDALES DEPT DRUGS/TOILETRIES	V430	9,783.5	949.6		4,699.0	3,987.5					2.5		144.9
BLOOMINGDALES DEPT HOUSEHOLD	V470	10,394.2	1,735.8	228.7	5,507.7	2,235.2							686.7
BLOOMINGDALES DEPT JEWELRY	V410	1,461.2				238.2	1,223.0						
BLOOMINGDALES DEPT MISC	V450	8,379.1	1,258.9			5,302.3	1,817.9						
BLOOMINGDALES DEPT MULTI-PDTS	V490	3,804.3	191.2	228.7	2,806.0	308.3	104.3						165.8
BLOOMINGDALES DEPT SALES ANNC	V490	25,955.1			20,341.4	4,913.4			4.3				696.0
BLOOMINGTON ACURA SUBARU	V212	278.4				278.4							
BOSSOM CHEVROLET	V211	325.1				157.3		49.5		118.3			
BLU DOT FURNITURE STORE	V375	366.6	366.6										
BLUE BEACON SVC STATION	V242	953.5						953.5					
BLUE BEACON TRK WASHING	V290	405.8						405.8					
BLUE BELL FURN STORE	V375	449.2							449.2				
BLUE BELL ICE CREAM	F313	4,510.9				3.9				4,507.0			
BLUE BELL ICE CREAM & NOVELTIES	F313	483.5							483.5				
BLUE BUFFALO CO PET STR	V354	854.7	850.9		3.8								
BLUE CANNED CAT & DOG FOOD	G613	1,193.9	819.7			374.2							
BLUE CHIP CASINO HOTEL	T431	1,642.3			688.7		266.3		666.1		21.2		
BLUE CLIFF COLLEGE	G810	753.4								753.4			
BLUE CROSS BLUE SHLD/MI MEDICAL INS	B412	968.4			968.4								
BLUE CROSS OF CA MEDICAL INSURANCE	B412	4,291.1			1,447.4				2,843.7				
BLUE CROSS OF TX	B412	384.7											384.7
BLUE CROSS&BLUE SHIELD BASIC BLUE	B412	287.1							287.1				
BLUE CROSS&BLUE SHIELD BLUE ADVNTG	B412	1,834.9							1,834.9				
BLUE CROSS&BLUE SHIELD BLUE OPTIONS	B412	2,439.2							2,439.2				
BLUE CROSS&BLUE SHIELD BLUE RX	B412	410.0							410.0				
BLUE CROSS&BLUE SHIELD C PLUS PLAN	B412	658.3							658.3				
BLUE CROSS&BLUE SHIELD FRDM BL MDCR	B412	679.0			39.5				639.5				
BLUE CROSS&BLUE SHIELD HMO PLANS	B412	286.4							286.4				
BLUE CROSS&BLUE SHIELD LONG TERM/INS	B412	477.5							477.5				
BLUE CROSS&BLUE SHIELD MDCR SPLMNT	B412	948.5							948.5				
BLUE CROSS&BLUE SHIELD MED&DNTL INS	B412	8,146.8			685.2	150.3	7,309.5		1.9				
BLUE CROSS&BLUE SHIELD MEDICAL INS	B412	15,187.4			49.6		23.9		14,726.7		2.4		384.7
BLUE CROSS&BLUE SHIELD MY BLUE PLAN	B412	378.7							378.7				
BLUE CROSS&BLUE SHIELD PREMIER BLUE	B412	655.2							655.2				
BLUE CROSS&BLUE SHIELD VIGNETTE	B412	399.5							399.5				
BLUE CROSS&BLUE SHLD ASN CP	B412	2,493.1	431.1		159.7	612.4			458.2		2.4		829.2
BLUE CROSS&BLUE SHLD/AL MEDICAL INS	B412	261.5	29.7			231.8							
BLUE CROSS&BLUE SHLD/FL MEDICAL INS	B412	3,668.5	5.3			2,406.6							1,256.6
BLUE CROSS&BLUE SHLD/MA MEDICAL INS	B412	401.0				390.7							10.3
BLUE CROSS&BLUE SHLD/M MEDICAL INS	B412	930.0				900.8			29.2				
BLUE CROSS&BLUE SHLD/NC MEDICAL INS	B412	448.0				448.0							
BLUE CROSS&BLUE SHLD/R MEDICAL INS	B412	642.9				642.9							
BLUE CROSS&BLUE SHLD/SC MEDICAL INS	B412	308.0	15.4			292.6							
BLUE CROSS&BLUE SHLD/TN MEDICAL INS	B412	829.0	31.2			793.7	4.2						
BLUE CROSS&BLUE SHLD/TX MEDICAL INS	B412	370.9				50.1							320.8
BLUE CRS&BL SHLD/KNS CTY MEDICAL INS	B412	1,954.3				1,954.3							
BLUE CRS&BL SHLD/WSTN NY MEDICAL INS	B412	521.4				521.4							
BLUE DIAMOND ALMONDS	F530	8,389.0	6,505.5						39.1	1,224.5		620.0	

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BLUE DIAMOND NUTS	F530	353.9											353.9
BLUE DRY DOG FOOD	G611	6,281.1	6,281.1										
BLUE DRY DOG FOOD & SP SLCT DRY CT FD	G613	536.3	536.3										
BLUE FIN MTG BANKER CONSUMER SVC	B124	609.7							609.7				
BLUE HARBOR RESORT&CONF	T431	462.9	23.7				7.9						431.3
BLUE HAVEN POOLS & SPAS	V175	3,194.6	121.6	1,725.3	1,283.1		24.0		40.7				
BLUE MAN GROUP PLAY	V161	638.9	612.3		6.6		20.0						
BLUE MAN GROUP PRSNL APR	V161	3,422.4			2.7		1,230.6		2,189.2				
BLUE MOON BEER	F611	408.0	360.0				48.0						
BLUE MT AIR CONTRACTOR	V174	1,973.5			1,973.5								
BLUE NILE.COM STORE ONLINE	V314	797.5			724.6	72.9							
BLUE NOTE NIGHT CLUB	V167	477.9	186.8		59.3	231.7							
BLUE NOTE NORAH JONES NOT/LATE RC	H531	266.9	196.3						57.9		12.8		
BLUE PLANET RUN 07/DOW	B813	1,764.0	470.7					132.8	8.8		1,151.7		
BLUE SEDUCTION FRAGRANCE MEN	D410	2,049.2							5.9		562.6	1,480.7	
BLUE SHIELD 65 PLUS	B412	812.7								812.7			
BLUE SHIELD MEDICAL INSURANCE	B412	1,144.5								1,144.5			
BLUE SHIELD MEDICARE SUPPLEMENT	B412	362.0								362.0			
BLUE SHIELD OF CA MEDICAL INSURANCE	B412	1,798.8			23.1				1,733.5				42.2
BLUE SPA SELECT DRY CAT FOOD	G612	2,653.9	2,653.9										
BLUE SPA SELECT DRY DOG FOOD	G611	360.8	360.8										
BLUE STAR OINTMENT	D553	449.9						0.0	376.8	73.1			
BLUE WATER YACHT BROKER	G430	298.5	298.5										
BLUE WORLD POOLS HOME & BLDG PDTS DR	V879	2,967.1							2,812.3	154.8			
BLUEAIR AIR PURIFIER	H222	312.3			240.9	71.4							
BLUEBONNET AUTO DLR	V219	253.4			253.4								
BLUEBONNET CHRY DODGE	V211	1,829.2			1,743.2				86.0				
BLUEBONNET FORD	V211	1,896.9			1,780.5				116.4				
BLUEBONNET JEEP	V211	674.1			650.2				24.0				
BLUE-EMU DRUGS/TOILETRIES DR	V830	620.4											620.4
BLUEFLY OUTLET STORE ONLINE	V359	4,565.0	1,876.6		8.5			948.6	10.1	533.3	1,188.0		
BLUEGRASS FAMILY HEALTH MEDICAL INS	B412	363.1					360.4		2.7				
BLUEGRASS FREEDOM FUND	B322	667.5							667.5				
BLUEHIPPO FUNDING COMPUTER PDTS DR	V821	27,514.9	240.1	1,088.0					2,018.4	5,549.5	18,618.9		
BLUEPRINT FURNITURE STR	V375	401.2		355.6	45.6								62.1
BLUES IN THE NIGHT PLAY	V161	298.3					9.7		226.5				
BLUEWATER YACHT SALES	G430	358.3	352.8				5.5						
BLUMARINE APPAREL	A990	1,345.4	1,345.4										
BLUMARINE DRESSES & HANDBAGS WOMEN	A130	265.0	265.0										
BLUMARINE DRESSES WOMEN	A130	1,295.0	1,295.0										
BLU-RAY DISC ASSN	V321	5,890.5	841.8					3,985.9	37.6		1,025.3		
BM&F BRASIL CP	G930	578.0	80.7			497.3							
BCM BUSINESS SERVICE MGT SOF	B532	1,653.7	1,389.5			264.2							
BMC HEALTHNET PLAN VAR INSURANCE	B429	906.8					906.8						
BMG MUSIC SERVICE VAR RECORDINGS DR	V871	362.4	362.4										
BMO CAPITAL MARKETS BUSINESS SERVICE	B129	1,468.9				1,468.9							
BMW AG CORP DIV CP	T116	2,175.2	1,947.7		58.9	168.6							
BMW AUTO DIV CP	T113	2,051.9	1,932.7								119.2		
BMW AUTO&TRK DIV CP	T116	4,338.6	2,863.6					1,030.0	0.2		444.7		
BMW AUTO&TRK PRE-OWNED	T116	2,735.0				329.3			2,405.7				
BMW AUTO&TRK VAR	T116	21,544.9	640.8				14,739.1	166.2	245.7		5,752.6		0.5
BMW AUTOS 335	T113	5,407.4	5,407.4										
BMW AUTOS 3-SERIES	T113	12,797.9	1,010.8	121.6	81.4			1,191.4	3,300.2		7,092.5		
BMW AUTOS 3-SERIES LEASING	T113	630.8	26.9		9.5				594.4				
BMW AUTOS 5-SERIES	T113	13,894.6	4,065.2			599.9		1,213.8	2,250.6		5,765.2		
BMW AUTOS 5-SERIES LEASING	T113	1,229.1							1,229.1				
BMW AUTOS 6-SERIES	T113	3,504.9	3,234.9					250.0			20.0		
BMW AUTOS 750 LEASING	T113	998.1				998.1							
BMW AUTOS 7-SERIES	T113	923.6	48.8			185.4			402.0	6.7		280.7	
BMW AUTOS 7-SERIES HYDROGEN	T113	286.3	286.3										
BMW AUTOS PRE-OWNED	T113	4,877.1	2,670.3		784.7	1,340.6			81.5				
BMW AUTOS VAR	T113	566.0	90.6		34.2	264.2	29.2		142.9		5.0		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BMW CENTER	V213	336.8	101.2		235.6								
BMW DLR ASSN 328 LEASING	T123	350.4			350.4								
BMW DLR ASSN 3-SERIES	T123	3,403.2	70.6						3,332.6				
BMW DLR ASSN 3-SERIES & 5-SERIES	T123	413.2							413.2				
BMW DLR ASSN 3-SERIES LEASING	T123	15,231.4							15,231.4				
BMW DLR ASSN 5-SERIES	T123	2,166.3	585.0	114.4					1,467.0				
BMW DLR ASSN 5-SERIES LEASING	T123	5,327.0			116.8				5,210.2				
BMW DLR ASSN 7-SERIES	T123	294.3							294.3				
BMW DLR ASSN 7-SERIES LEASING	T123	465.2							465.2				
BMW DLR ASSN PRE-OWNED AUTO&TRK	T123	5,193.9			116.8				5,077.1				
BMW DLR ASSN VAR AUTO&TRK	T123	14,281.9		104.0			0.9		4,797.1				9,379.9
BMW DLR ASSN VAR AUTOS	T123	6,009.1			2,461.7	3,483.8			63.7				
BMW DLR ASSN X3	T123	657.9							657.9				
BMW DLR ASSN X3 LEASING	T123	973.9			350.4				623.5				
BMW DLR ASSN X5	T123	1,220.2	129.3						1,091.0				
BMW DLR ASSN X5 LEASING	T123	1,357.8			116.8				1,241.0				
BMW GALLERY	V213	285.7			187.8				97.9				
BMW GOLF CHAMPIONSHIP	T116	631.6	78.0		513.0				40.6				
BMW LOC DLR	V213	1,087.7							1,087.7				
BMW LOC DLR LEASING	V213	1,529.7							1,529.7				
BMW MERCEDES/ORLAND PARK	V213	514.5			514.5								
BMW MOTOR RAD	V233	279.3	277.5		1.8								
BMW MOTORCYCLE	T131	708.5	697.4		1.7				9.4				
BMW NORTH SCOTTSDALE	V213	500.8			500.8								
BMW OF BAYSIDE	V213	289.3			277.6	11.7							
BMW OF BEL AIR	V213	517.5			517.5								
BMW OF BEL AIR & BMW OF TOWSON	V213	658.4			658.4								
BMW OF BLOOMFIELD	V213	504.0			504.0								
BMW OF FREEHOLD	V213	285.0			285.0								
BMW OF GREENWICH & PLACE BMW	V213	513.3			10.7	502.6							
BMW OF MANHATTAN	V213	1,105.3			167.4	855.9			82.1				
BMW OF MT VIEW	V213	255.3			255.3								
BMW OF NORTH HAVEN	V213	858.0			734.6				123.4				
BMW OF SAN DIEGO	V213	443.1			443.1								
BMW OF TOWSON	V213	1,662.3			1,252.5				409.8				
BMW OF TOWSON & MINI OF TOWSON	V213	757.2			757.2								
BMW TRUCKS PRE-OWNED	T119	999.2	999.2										
BMW TRUCKS X5	T119	21,198.1	6,642.5	114.4	45.8	264.2		505.0	6,069.4		7,557.0		
BMW TRUCKS X5 LEASING	T119	291.4				168.8				122.6			
BNET ONLINE	B670	998.0	998.0										
BO BECKMAN FORD	V211	1,178.4			1,178.4								
BO CONCEPT FURNITURE	V375	1,021.6	903.3		101.2		17.0						
BOARD/ELECTIONS CMSNRS	B315	1,207.7			1,207.7								
BOARDWALK AUTO CENTER	V219	632.8			510.2		87.0		35.5				
BOARS HEAD CHEESE & LUNCH MEAT	F312	1,187.3							1,187.3				
BOARS HEAD CHICKEN&TURKEY LUNCH MT	F331	784.7	784.7										
BOARS HEAD HAM	F331	405.6								405.6			
BOARS HEAD LUNCH MEAT	F331	12,155.2			90.2				2,703.3		929.1		8,432.6
BOAT SHOW	V164	2,244.4			227.8		90.3		1,926.2				
BOAT SHOW/VAR SPON	V169	292.9							292.9				
BOATERS WORLD MARINE CTR	G430	1,712.4	1,673.8				28.5				10.2		
BOATMANS I-NET MARINE MISC DR	V859	303.8	303.8										
BOATWORKS YACHT SALES	G430	373.4	369.9		3.5								
BOB BAKER AUTO GROUP	V219	1,158.5			1,130.9				27.5				
BOB BAKER TOYOTA	V212	475.9			475.9								
BOB BELL AUTO GROUP	V219	2,846.9			2,837.4				9.5				
BOB BELL CHEV NISSAN	V219	604.3			604.3								
BOB BELL CHEVROLET	V211	416.2			240.8				175.4				
BOB BELL FORD	V211	464.8			348.7				116.1				
BOB BELL KIA	V212	404.6			363.5				41.1				
BOB BELL NISSAN	V212	566.8			435.3				131.4				
BOB BYERS VOLVO	V213	288.4			288.4								

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BOB DANCE AUTO DLR	V219	841.9			815.3		24.9		1.7				
BOB DANCE DODGE	V211	352.9			220.3				132.7				
BOB DANCE HYUNDAI	V212	330.2			209.7				120.6				
BOB DANCE KIA	V212	553.2			426.0				127.2				
BOB EVANS FARMS REST	G320	10,808.1			37.3		1,324.1		9,445.2				1.5
BOB EVANS SAUSAGE	F331	1,889.1	1,354.3						432.1				102.7
BOB HOWARD ACURA HONDA	V212	682.3			475.5				206.8				
BOB HOWARD AUTOMALL	V219	3,473.7			3,473.7								
BOB HOWARD CHEVROLET	V211	625.1			497.0				128.1				
BOB HOWARD FRD LINC MERC	V211	403.0			400.8		2.2						
BOB HOWARD NISSAN	V212	450.5			430.8		19.7						
BOB HOWARD TOYOTA	V212	662.1			453.0				209.0				
BOB JOHNSON CHEVROLET	V211	1,049.1			957.6				91.5				
BOB KING HYUNDAI	V212	323.1							323.1				
BOB KING KIA	V212	484.9							484.9				
BOB MILLS FURNITURE CO	V375	1,482.0			241.5				1,240.5				
BOB MONTGOMERY CHEVROLET	V211	304.0			304.0								
BOB MONTGOMERY HONDA	V212	335.8			335.8								
BOB MOORE AUTO DLR	V219	1,596.2			1,594.5		1.7						
BOB MOORE FORD	V211	352.8			333.1		19.6						
BOB MOORE NISSAN	V212	329.2			329.2								
BOB PARKS AUCTION CO	V122	260.9			260.9								
BOB RICHARDSON ATTY	V151	280.1					3.7		276.4				
BOB ROHRMANS AUTO GROUP	V219	545.6			347.0		136.1		62.5				
BOB ROHRMANS INDY HONDA	V212	453.0			177.7				275.3				
BOB ROHRMANS INDY SUZUKI	V212	264.3			108.4				155.9				
BOB SMITH TOYOTA	V212	632.3			632.3								
BOB STALL CHEVROLET	V211	265.1			253.9				11.2				
BOB STEELE CHEVROLET	V211	390.2			390.2								
BOB TURNERS FORD COUNTRY	V211	658.8			27.4				631.3				
BOB TYLER TOYOTA	V212	257.1					13.6		243.5				
BOB WILSON DODGE	V211	452.8			451.4				1.4				
BOBBI BLU SHOES WOMEN	A310	296.4	296.4										
BOBBY JONES GOLF CLUBS	G460	337.6	231.5		58.2				47.8				
BOBBY JONES SPORTING GOODS DR	V851	2,431.5					49.8	33.4	2,348.3				
BOBBY RAHAL AUTO DLR	V219	753.9			732.3		21.6						
BOBBY RAHAL BMW/STH HLS	V219	260.2			260.2								
BOBBY VIDEO	H532	815.2					401.5	38.9	144.9	230.0			
BOBCAT UTILITY VEHICLE	T131	281.7	281.7										
BOBS CARPET MART	V373	1,122.4			47.3				1,075.2				
BOBS DISC FURN OTLT	V375	541.9							541.9				
BOBS DISC FURNITURE STR	V375	18,258.5			445.3		31.0		17,782.3				
BOBS DODGE	V211	1,088.0							1,088.0				
BOBS STORES CLOTHING STR FAMILY	V311	789.6							789.6				
BOBS STORES CLOTHING STR MEN & WOMEN	V311	3,488.9	56.0		3,059.5		81.8		176.1				115.5
BOBS STORES CLOTHING STR WOMEN	V311	303.3							303.3				
BOCA BARGOONS/FAB OUTLET	V353	775.7			775.7								
BOCA BURGER FROZEN MEATLESS BURGERS	F332	6,645.9	6,645.9										
BOCA DEVELOPERS	B452	267.3					267.3						
BOCA FROZEN BREAKFAST WRAPS	F260	1,647.2	1,647.2										
BOCA JAVA COFFEE	F411	1,797.7								1,797.7			
BOCA RATON RESORT & CLUB	T431	892.2	198.2	131.0	319.4	243.6							
BOCAJAVA.COM STORE BEVERAGE DR	V840	1,659.6							36.2	1,623.4			
BOCH AUTO DLR	V219	2,836.2			2,836.2								
BOCH DODGE	V211	786.8			786.8								
BOCH HONDA	V212	3,748.3			3,384.8				363.5				
BOCH KIA	V212	1,044.5			870.1				174.4				
BOCH TOYOTA	V212	4,535.9			3,838.8				697.1				
BOCH TOYOTA SOUTH	V212	294.7							294.7				
BOCHIC JEWELRY DR	V810	519.8		519.8									
BOCONCEPT FURNITURE STR	V375	1,013.9	792.4	18.3	197.8	5.4							
BOD BODY SPRAY MEN	D410	3,328.4						2,302.2	0.2	1,026.0			

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BODIES THE EXHIBITION	V164	1,437.8	174.4		109.4	3.9	664.5		485.5				
BODOG BATTLE/BANDS CNTST	V169	319.4	319.4										
BODOG FIGHT EVENT	V169	687.3	366.6				309.0		11.7				
BODOG FIGHT PAID PROMO	B641	664.5						73.5					
BODOG COM ONLINE	V169	375.8	312.3				3.1				591.0		60.4
BODOGFANTASY.NET ONLINE	V169	438.7							10.7	30.9	397.2		
BODOGFIGHT.COM ONLINE	V163	437.4	149.1			70.3		8.1	0.0				209.9
BODUM CHAMBORD COFFEEMAKER	H221	312.3	312.3										
BODY BEAUTE CLINIC	V133	276.5			272.2		4.4						
BODY FORTRESS WHEY SUPPLEMENT DRINK	D543	1,044.8	1,044.8										
BODYBUILDING.COM ONLINE	D800	2,095.2	1,983.3		2.1	109.7							
BOEING 787 AIRCRAFT	T300	264.2				264.2							
BOEING AIRCRAFT	T300	3,848.0	1,124.8		1,930.4	311.5	481.3						
BOEING CO CP	T300	21,858.2	242.8		931.9				10,989.5	2,370.5	7,323.6		
BOEING EMP CREDIT UNION CONSUMER SVC	B124	1,010.7					121.1			889.5			
BOEING MILITARY AIRCRAFT	B920	294.8	285.6			9.2							
BOFFI KITCHEN&BATH STR	V372	347.9	36.4	311.4									
BOGIN MUNNS&MUNNS ATTY	V151	1,382.8					37.9		1,344.9				
BOGOTA SAVINGS BANK CONSUMER SVC	B121	303.2			303.2								
BOHN BROS TOYOTA	V212	1,052.5			995.8				56.7				
BOI NA BRAZA RESTAURANT	G310	318.7	312.1		6.6								
BOILING SPRINGS SAVINGS CONSUMER SVC	B121	1,074.1			1,074.1								
BOIRON ARNICA ANALGESIC GEL	D551	862.9	862.9										
BOJANGLES RESTAURANT	G320	3,999.0			161.5		446.8		3,143.6			247.1	
BOLLE SUNGLASSES	A430	1,282.1	1,249.6			32.5							
BOLLES MOTORS AUTO DLR	V219	251.3				251.3							
BOLLINGER CHAMPAGNE	F620	494.6	494.6										
BOLLMAN YACHT&SHIP BRKR	G430	659.7	659.7										
BOMBARDIER AIRCRAFT	T300	591.0	591.0										
BOMBARDIER FLEXJET FRACTIONAL OWNER	T300	2,900.0	2,259.2			638.8							2.0
BOMBARDIER LEARJET RACE	T300	258.9						230.6			28.3		
BOMBARDIER SKYJET FRCTNL OWNRSHP	T300	602.7	602.7										
BOMBAY SAPPHIRE GIN	F731	4,146.2	1,329.6		28.2		415.0				2,373.4		
BOMMARITO AUDI	V213	517.7			517.7								
BOMMARITO AUTO GROUP	V219	1,365.6			1,317.6				48.0				
BOMMARITO BUICK GMC	V211	451.6			451.6								
BOMMARITO CADILLAC	V211	429.0			429.0								
BOMMARITO CHEVROLET	V211	731.3			694.6				36.7				
BOMMARITO INFINITI	V212	759.9			759.9								
BOMMARITO MAZDA	V212	1,988.9			1,857.3				131.6				
BOMMARITO NISSAN	V212	1,492.4			1,492.4								
BOMMARITO VOLKSWAGEN	V213	415.1			415.1								
BON APPETIT MAGAZINE ONLINE	B623	1,620.5	1,620.5										
BON APPETIT MAGAZINE VAR BOOKS DR	V823	409.6	409.6										
BON APPETIT NOW	B623	877.6	877.6										
BON APPETIT SPR CLB&CF	B623	534.2	534.2										
BON APPETIT/DIVERSIONS	B623	331.4	331.4										
BON JOVI PRS AP	V161	361.1			40.8				320.3				
BON SECOURS HLTHCR SYS	V133	758.7	15.4	22.3	95.7		291.0		334.3				
BON TON DEPT MISC	V450	1,399.5	79.0		1,303.7					16.8			
BON TON DEPT SALES ANNOUNCEMENT	V490	2,012.7			503.2				1,509.5				
BOND DINETTES FURN STR	V375	306.7			306.7								
BOND NO 9 FRAGRANCE WOMEN	D180	1,302.8	667.1	311.9		323.9							
BONDURANT DRIVING SCHOOL	G850	968.0	913.9		6.1		48.0						
BONEFISH GRILL	G320	2,307.9	2,082.8		186.8		38.3						
BONFILS BLOOD CENTER	V133	516.7			291.5		69.5		155.6				
BONGO JEANS & SHIRTS WOMEN	A142	755.1	755.1										
BONGO SPORTSWEAR WOMEN	A141	449.7	449.7										
BONHAM AUTO & GREENVILLE AUTO	V219	289.0			289.0								
BONHAMS&BUTTERFIELDS AUC	V122	677.1	47.8		501.7	127.6							
BONIFACE HIERS AUTO DLR	V219	1,387.5			1,387.5								
BONIFACE-HIERS CHRY DDG	V211	1,070.3			1,070.3								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BONIFACE-HIERS KIA MAZDA	V212	443.0			443.0								
BONIVA OSTEOPOROSIS RX	D560	107,079.6	35,316.2	6,317.1				40,386.0	736.2	11,898.6	11,124.6		1,301.0
BONNE BELL SMACKERS LIP GLOSS	D120	337.8	161.4					88.8	0.0		87.6		
BONNE BELL SMACKERS LIQUID LIP GLOSS	D120	749.6	192.2					159.0	0.0		398.4		
BONNIE NURSERY STOCK	G712	531.9									531.9		
BONNY BRIDAL GOWNS WOMEN	A130	832.5	832.5										
BONRO MEDICAL DRUGS/TOILETRIES DR	V830	1,032.3	388.5	617.5	26.3								
BONTEMPI FURNITURE	H121	626.3	626.3										
BONTERRA VINEYARDS WINE	F620	300.0			157.6	142.4							
BONTON FASHION STORE WOMEN	V311	604.7			604.7								
BONUS SAVER COUPON BOOK	B629	1,390.1			1,390.1								
BOOKMARKS/NEW YORKER MAG	B623	863.7	863.7										
BOOK-OFF-THE-MONTH CLUB DR	V823	371.8	330.7			41.1							
BOOKS INC BOOK STORE	V355	273.2			273.2								
BOOKS-A-MILLION BOOK STR	V355	250.8			245.9				4.9				
BOOMERTOWNE.COM ONLINE	B670	1,350.5				487.4		422.3	42.5	18.2	380.1		
BOOMTOWN CASINO HOTEL	T431	1,442.3			134.9		1,179.7		127.7				
BOONE & SONS JEWELERS	V314	317.2			317.2								
BOOST GLUCOSE CONTROL NTRTNL DRNK	D543	1,891.3	1,891.3										
BOOST MOBILE & NEXEL WIRELESS SVC	B223	393.8				393.8							
BOOST PRE-PAID WIRELESS SVC	B223	22,663.0	1,127.0		9.0			6,812.8	6,276.2		8,438.1		
BOOST UP ORG/PSA	B323	1,005.5							915.5		90.1		
BOOST WIRELESS SERVICE	B223	10,411.1	434.5		213.8		9,284.7						478.0
BOOSTER SEATS/PSA	B323	1,550.0						49.8	1,455.1		45.2		
BOOTH THEATRE	V161	575.5			65.0	510.6							
BOOTHE EYE CARE&LSR CTR	V133	2,138.5			1,303.9				834.6				
BOOTS COSMETICS	D190	423.4			338.9								84.5
BOOZ-ALLEN+HAMILTON INC CP	B190	292.0	57.5	233.3					1.3				
BOPPY NURSING PILLOW	H232	3,485.3	3,485.3										
BORAL BRICKS	H615	316.4	316.4										
BORAT VIDEO	H532	7,045.9	711.9					3,210.9	412.4	41.4	2,448.2		221.1
BORBA SKIN BALANCE WATER	F460	711.6	711.6										
BORDEN MILK	F311	671.0				57.0			614.0				
BORDEN SINGLE CHEESE SLICES	F312	3,700.7	3,700.7										
BORDERS BOOKS&MUSIC CAFE	V355	1,613.5	594.0		688.8	241.7	30.0		17.4		24.0		17.6
BORGATA HOTEL CASINO&SPA	T431	3,687.0	1,247.2	230.7	1,511.1	20.4	677.5						
BORGESS MEDICAL CENTER	V133	430.0			9.3				420.7				
BORGHESE SKIN CARE PDT'S	D110	860.4	746.0	114.4									
BORGMAN FORD	V211	275.2			242.1				33.2				
BORLA AUTO EXHAUST SYS&MFLRS	T144	3,912.3	3,912.3										
BORLA AUTO PARTS	T144	305.7	305.7										
BORMAN AUTOPLEX	V219	600.2					58.7		541.4				
BORN BOOTS WOMEN	A310	400.1	400.1										
BORN LEARNING ORG/PSA	B323	4,130.0						2,974.1	1,039.2		116.7		
BORN SANDALS WOMEN	A310	479.1	479.1										
BORN SHOES MEN	A310	481.9	481.9										
BOROUGH CHRYSLER JEEP	V211	1,697.0			1,697.0								
BOROUGH OF MANHATTAN	B315	502.0					502.0						
BORSHEIM JEWELERS	V314	319.2			125.3		194.0						
BOSCH AQUA STAR WATER HEATER	H621	1,263.2	1,263.2										
BOSCH DISHWASHER	H214	1,001.8	160.1		111.4				144.0		586.2		
BOSCH HOME APPL STR	V371	1,259.2			137.9	1,121.3							
BOSCH ICON WIPER BLADES	T144	1,208.7	1,208.7										
BOSCH KITCHEN CENTER	V376	252.7	252.7										
BOSCH MAJOR APPLIANCES	H219	4,828.1	251.9	3,353.8		1,185.6			4.2	32.7			
BOSCH PLATINUM IR FUSION SPARK PLUGS	T144	424.4	424.4										
BOSCH PLATINUM SPARK PLUGS	T144	703.3											909.4
BOSCH POWER TOOLS	H624	909.4											
BOSCH PREMIUM CABIN FILTER	T144	435.8	435.8										
BOSCH SPARK PLUGS	T144	2,317.1	2,317.1										
BOSCH WASHER & DRYER	H213	693.4							135.8		557.5		
BOSCOVS DEPT APPAREL MEN	V410	666.3			245.3				420.9				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BOSCOVS DEPT APPAREL MEN & WOMEN	V410	898.9			543.4				355.4				
BOSCOVS DEPT APPAREL WOMEN	V410	1,119.1	289.5						829.6				
BOSCOVS DEPT APPLIANCES	V470	613.8			134.7				479.1				
BOSCOVS DEPT ELECTRONICS	V470	267.2			57.4				209.9				
BOSCOVS DEPT HOUSEHOLD	V470	1,352.5			761.0				591.4				
BOSCOVS DEPT JEWELRY	V410	1,128.4			136.2				992.2				
BOSCOVS DEPT MISC	V450	11,227.0			10,999.2				227.7				
BOSCOVS DEPT MULTI-PDTS	V490	1,929.5	164.8		1,725.3				36.6				2.8
BOSCOVS DEPT SALES ANNOUNCEMENT	V490	8,488.6			4,882.2				3,600.9				5.5
BOSE 321 GSX AUDIO PDTS DR	V871	4,887.9								73.8	4,814.1		
BOSE ACOUSTIC WAVE AUDIO PDTS DR	V871	7,964.1	2,693.6	3,987.8	40.7						1,242.0		
BOSE ACOUSTIC WAVE II AUDIO PDTS DR	V871	16,327.7	5,092.0	9,141.5	1,377.6	716.6							42.0
BOSE ACOUSTIC WAVE MUSIC SYSTEM	H512	444.3			324.9	77.4							391.6
BOSE AUDIO EQUIP	H512	7,386.4			256.9	5,944.0	793.9						
BOSE CAR STEREO	H513	972.0	972.0										
BOSE COMPANION 5 AUDIO PDTS DR	V871	2,449.6	2,449.6										
BOSE COMPANION SPEAKER SYSTEM	H512	381.0	354.6		26.4								
BOSE CORP AUDIO PDTS DR	V871	4,465.9	200.3	52.9	1,244.4	474.8			1.6		1,312.2	1,179.7	
BOSE CORP CP	G930	539.0	400.8			138.2							
BOSE ELECTRONIC ENTER EQUIP	H519	2,484.0	110.9		1,196.9		1,176.2						
BOSE ELECTRONIC STORES	V361	454.9			14.2		440.7						
BOSE EXPRESS MUSIC VAR RECORDINGS DR	V871	1,346.5			1,346.5								
BOSE HEADPHONES	H512	1,164.9	1,114.4		50.5								
BOSE HEADSET X AUDIO PDTS DR	V871	252.5	201.7		50.8								260.2
BOSE HEADSETS	B829	4,086.4	69.1		2,592.4	1,164.7							
BOSE HOME THEATER SYSTEM	H519	557.1			271.3	285.8							
BOSE IN EAR AUDIO PDTS DR	V871	12,246.4	10,019.4			125.3			2,100.2				1.5
BOSE IN EAR HEADPHONES	H512	441.8	73.7		191.1		177.0						
BOSE LIFESTYLE AUDIO PDTS DR	V871	11,938.1	5,347.3	457.7	16.2	1,189.8			186.5	14.4	4,726.2		
BOSE LIFESTYLE DVD SYS&HOME THTR SYS	H511	254.2				254.2							
BOSE LIFESTYLE HOME THEATER SYSTEM	H519	372.6	344.7		27.9								
BOSE MEDIA SYSTEM CAR STEREO	H513	955.6	955.6										
BOSE MUSICMONITOR COMPUTER SPEAKERS	B522	2,706.6	738.7	1,510.0	187.9	270.1							
BOSE QC 2 & QC 3 AUDIO PDTS DR	V871	69,624.9	24,050.5	9,478.6	4,839.1	5,039.7			1,279.3	14.4	22,643.3	2,280.0	
BOSE QUIETCOMFORT 2 AUDIO PDTS DR	V871	2,876.8							18.6		2,588.3	270.0	
BOSE QUIETCOMFORT 3 AUDIO PDTS DR	V871	8,216.0	4,104.8	2,194.3		1,137.2							779.8
BOSE QUIETCOMFORT 3 HEADPHONES	H512	2,846.9			2,846.9								
BOSE RADIO & HEADPHONES	H512	2,447.1			1,304.0	1,143.1							
BOSE SOUNDDOCK AUDIO PDTS DR	V871	3,558.4						404.3	517.0	2,637.1			
BOSE SOUNDDOCK DIGITAL MUSIC SYSTEM	H512	13,025.6	11,734.6	486.0		648.7	156.3						
BOSE WAVE AUDIO PDTS DR	V871	61,926.7	20,313.7	32,908.2	112.2				26.6	41.8	5,674.0	2,850.2	
BOSE WAVE MUSIC SYSTEM	H512	2,127.0	1,725.9		401.2								
BOSE WAVE/PC AUDIO SYSTEM	B522	708.4		708.4									
BOSLEY MED INST/HAIR RPL	V131	23,488.7						1,024.9	1,735.5	3,867.4	16,860.9		
BOSLEY MEDICAL GROUP DRUGS/TOIL DR	V830	258.7	126.7			132.0							
BOSOM MAX DRUGS/TOILETRIES DR	V830	537.7							537.7				
BOSS HUGO BOSS APPAREL	A990	11,342.0	11,342.0										
BOSS HUGO BOSS RTW MEN & WOMEN	A190	541.1	541.1										
BOSS HUGO BOSS STORE MEN	V311	661.7	661.7										
BOSS HUGO BOSS STORE MEN & WOMEN	V311	8,691.8	8,691.8										
BOSS HUGO BOSS STORE WOMEN	V311	494.2	494.2										
BOSS HUGO BOSS SUNGLASSES	A430	508.8	508.8										
BOSS SELECTION FRAGRANCE MEN	D410	2,720.5	2,720.5										
BOSTON BALLET	V161	498.7			304.2		6.8		187.7				
BOSTON BEER VAR BEERS	F611	769.3					555.2						214.1
BOSTON BRUINS HOCKEY TM	V163	353.6			303.2				50.3				
BOSTON CELTICS BSKTBL TM	V163	268.6			266.8				1.8				
BOSTON GLOBE NEWSPAPER SUBS DR	V823	315.9							315.9				
BOSTON INTERIORS FURN	V375	2,011.7	23.5		133.4				1,854.8				
BOSTON MARKET RESTAURANT	G320	17,410.1			3.3				10,411.3		6,995.5		
BOSTON MEDICAL GROUP	V133	8,343.7			7,517.6	810.4							15.7
BOSTON PRIVATE B&T CONSUMER SERVICES	B121	449.7			331.0	118.8							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BOSTON PROPERTIES RE	B452	261.7				261.7							
BOSTON RDVLPMT AUTH	B315	423.7			423.7								
BOSTON RED SOX BSBL TM	V163	634.1			464.0		137.6		32.5				
BOSTON SPORTS CLUB FTNS	D800	771.2			246.3								524.9
BOSTON STORE/WI DEPT SALES ANNC	V490	884.5							884.5				
BOSTON STORES DEPT SALES ANNC	V490	302.2			302.2								
BOSTON SYMPHONY ORCHSTR	V161	316.5	32.8		251.5		12.2		20.1				
BOSTON UNIVERSITY	G810	593.9	40.3	92.2	461.4				3.1				
BOSTON WHALER BOATS	G430	538.3	535.2										
BOSTON WINE FEST /BOSTON HARBOR HTL	V169	533.2	533.2										
BOSTON/MERCEDES BNZ DA	T123	355.6			355.6								
BOSTONCOACH RECRUITMENT	B912	283.6			283.6								
BOTOX COSMETIC WRINKLE RX	D560	40,146.7	15,594.1		28.6		8.5	21,906.5	5.5		2,592.3	10.2	1.0
BOTSFORD GENERAL HOSP	V133	374.8					22.2		352.6				
BOTTEGA VENETA APPAREL	A990	1,812.8	1,566.3	228.7		17.8							
BOTTEGA VENETA JEWELRY	A510	390.2	390.2										
BOTTEGA VENETA STORE MEN & WOMEN	V311	2,424.9	2,081.8	343.1									
BOTTEGA VENETA STORE WOMEN	V311	5,057.9	4,714.8	343.1									
BOTTLE SMRT WN&SPRTS STR	V341	387.5			387.5								
BOTTOMDOLLAR.COM ONLINE	B670	339.7										339.7	
BOUCHER CHEVROLET &FRANK BCHR CHEV	V211	300.0			300.0								
BOUCHER HYUNDAI	V212	398.2			398.2								
BOUCHERON JEWELRY STORE	V314	505.9	483.6		22.3								
BOULDER COMMUNITY HOSP	V133	260.9			228.6				32.2				
BOULDER STATION HTL&CSN	T431	342.0			66.3		275.7						
BOULDERS DINNER THEATRE	V161	288.0			288.0								
BOULDERS RESORT & GOLDEN DOOR SPA	T431	389.4	170.2		139.8	79.4							
BOULEVARD AUTO DLR	V219	830.7			830.7								
BOUNCE FABRIC SOFTENER SHEETS	H423	6,505.0	1,864.9	1,484.1				100.5	2.0	40.0	3,013.5		
BOUNCE PURE ESNTLS FAB SFTNR SHTS	H423	4,076.3						874.9	25.5	372.1	2,803.8		
BOUNCE WITH FEBREZE FAB SFTNR SHTS	H423	1,579.0	433.4						2.3		1,143.4		
BOUNTY PAPER NAPKINS	H339	306.6	306.6										
BOUNTY PAPER TOWELS	H331	45,009.4	15.5					17,458.3	5,222.9	5,889.7	14,306.0	1,777.3	339.8
BOURGAULT & HARDING ATTY	V151	338.9							338.9				
BOURNE ULTIMATUM VIDEO	H532	10,864.7	149.2	266.4		168.6		5,089.6	18.3	736.0	3,574.4		862.1
BOURSIN CHEESE & MIAILLE MUSTARD	F312	649.3	649.3										
BOVA SCNDNVN FURN STR	V375	284.3			284.3								
BOWEN FAMILY HOMES	B452	399.4			18.7		324.3		56.4				
BOWERY BALLROOM NGHT CLB &MERC LNG	V167	258.6	258.6										
BOWFLEX EXERCISE EQUIP	G480	1,771.8	1,771.8							0.0			
BOWFLEX EXERCISE EQUIP DR	V851	122,030.4	21,916.0	296.1	0.0			6,774.5	820.0	2,411.2	89,753.5	59.1	
BOWLING GREEN STATE UNIV	G810	324.9			5.6		128.9		190.4				
BOWL MOR LANES	V169	919.5	919.5										
BOWMORE ISLAY SCOTCH WHISKEY	F713	1,255.8	1,255.8										
BOWSER AUTO DLR	V219	2,767.5			2,767.5								
BOWSER HYUNDAI	V212	557.3			511.3				46.0				
BOWTECH BOWS	G420	251.1	203.4						3.0		44.7		
BOXEO PHONE CARD	B231	483.8											483.8
BOY SCOUTS/AMERICA/PSA	B323	587.3							587.3				
BOYDS CLOTHING STORE MEN & WOMEN	V311	299.3			299.3								
BOYERS COFFEE SHOP	V349	254.1							254.1				
BOYETT OSTAR PRODUCTIONS	V161	351.3					351.3						
BOYLES DISTINCTIVE FURN	V375	368.9							368.9				
BOYLES FURNITURE STORE	V375	1,107.4			912.2		119.2		76.0				
BOYS & GIRLS CLUB/PSA	B323	16,393.3						14,613.3	1,710.0		70.1		
BOYS&GIRLS CLUBS/AMER	B322	514.6			394.5	19.7	55.6		44.7				
BP AMERICA INC CP	T220	443.3			443.3								
BP AMOCO GAS STN&CNVNC	V242	418.3	288.1		75.3		54.9						
BP AMOCO GASOLINE	T211	1,592.9	217.0						1.1			65.5	1,309.3
BP AMOCO PLC CP	T220	15,671.0	7,171.5	207.9	3,197.3	4,744.0		22.0			19.8		308.4
BP AMOCO TV PROGRAM	T220	294.0				294.0							
BP GASOLINE	T211	23,066.5			641.6	142.9		13,476.1	2,827.8	2,451.4	2,928.1		598.6

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BP PLC CP	T220	29,971.9	10,001.9	104.0	71.4	168.6		8,401.6	513.9	158.7	7,057.9		3,494.0
BP SERVICE STATION	V242	1,859.0			48.6		1,810.4						
BP SUCCESS ZONE PROGRAM	D800	1,295.2	1,295.2										
BPHINFO.COM ONLINE	D700	7,567.7						5,468.2	139.2	1,165.1	795.2		
BR 111 EXOTIC HARDWOOD FLOORING	H132	2,326.9	2,322.8						4.1				
BR-111 IMPORTS HARDWOOD FLOORING	H132	2,608.5	2,608.5										
BRACANALYSIS CANCER RSRC	V139	1,412.3							1,412.3				
BRAD BRADSHAW ATTY	V151	269.1			4.2				264.9				
BRAD PAISLEY/HERSHEYS	F510	640.1	441.3		10.8	139.9			47.5		0.6		
BRAD PLUCKHAN DC	V132	807.7			807.7								
BRADFIELD PROPERTIES	B452	462.6			390.2				72.4				
BRADFORD & KENT CONTR	V171	455.8			455.8								
BRADFORD AUTHENTICATED CLCTBLS DR	V852	489.7		489.7									
BRADFORD EDITIONS COLLECTIBLES DR	V852	6,450.5	4,636.8	1,813.7									
BRADFORD EXCHANGE COLLECTIBLES DR	V852	18,435.7	10,536.8	7,883.8	15.1								
BRADFORD EXCHANGE HOUSEHOLD DR	V872	2,649.0	404.6	2,244.4									
BRADFORD EXCHANGE JEWELRY DR	V810	23,474.7	15,552.5	7,922.2									
BRADFORD EXCHANGE PRINTED PDTS DR	V829	436.6	436.6										
BRADFORD HEALTH SERVICES	V133	638.1			2.2		102.1		533.8				
BRADFORD MEDICAL HOSP	V133	331.0					331.0						
BRADLEY RE AGENCY	B451	1,491.0			1,491.0								
BRADSHAW AUTO GROUP	V219	1,245.9			1,149.9				96.0				
BRAHMIN HANDBAGS WOMEN	A410	2,483.8	2,483.8										
BRAIN MATTERS MED CTR	V133	371.6							371.6				
BRAINCANDY SERIES RECORDINGS&VIDEOS	H531	580.5	580.5										
BRAINERD LAKES CHMBR/CMR	B315	412.9			412.9								
BRAKE CHECK BRAKE CENTER	V241	1,087.4					36.5		1,050.9				
BRAKE CHECK BRAKE CENTER ONLINE	V241	882.9							882.9				
BRAKE MASTERS	V241	437.4		2.4			48.6		386.4				
BRAKES PLUS STORE	V380	350.9							350.9				
BRAMAN AUDI DLR	V213	305.6			305.6								
BRAMAN HONDA	V212	1,009.9			814.6		0.8		194.5				
BRAMAN MOTORCARNS	V219	3,763.6			2,949.2		273.2		541.2				
BRANCH BROOK POOLS&SPAS	V175	971.3			766.5				204.8				
BRAND POWER ADV PLAN	B651	23,914.6						9,331.2	6,150.3	4,999.6	3,433.5		
BRAND SOURCE DLR LCTR SV	V159	1,372.7			139.1				135.1	69.3	1,029.2		
BRANDFON HONDA	V212	423.8			423.8								
BRANDON AUTO DLR	V219	1,542.5			1,542.5								
BRANDON FN FRNSHNGS&ACS	V375	1,425.6			1,366.1				59.6				
BRANDON FORD	V211	5,261.5			5,261.5								
BRANDON FURNITURE KING	V375	1,482.6			1,482.6								
BRANDSMART USA ELECT STR	V361	93,027.6			83,642.6				9,385.1				
BRANDSMART USA ELECT STR VIGNETTE	V361	522.7							522.7				
BRANDYS SHOES STORE MEN & WOMEN	V313	499.3			476.3		23.0						
BRANFORD HALL CR INST	G850	1,165.7			307.5		39.1		819.0				
BRANHAVEN MOTORS AT SLS	V219	252.0			252.0								
BRANNON HONDA	V212	281.7			232.2		31.1		18.4				
BRANSON MO TP	T433	4,581.0	443.5		97.4				1,912.8		1,857.3		270.0
BRANSON THEATRE	V161	279.6							279.6				
BRANTLEY JNKNS RD/LATTY	V151	287.9					46.2		241.7				
BRASH ENTER ALVIN&CHIPMUNKS/VD GM	G511	662.7						21.0			640.9	0.9	
BRASKEM CP	B813	264.2				264.2							
BRATZ FASHION PIXIES VIDEO	H532	1,712.6	286.9					429.6	0.2		845.9	150.0	
BRATZ KDZ SLP OVR ADVNTR VIDEO	H532	851.3	354.7					163.1	0.7		332.8		
BRATZ SUPER BABYZ VIDEO	H532	387.3						58.9	6.4		322.1		
BRATZ THE MOVIE VIDEO	H532	1,359.1						185.9	0.2		1,048.0	125.0	
BRAUMS ICE CREAM&DRY STR	V343	734.0			13.9		342.3		377.8				
BRAUN 360 DEGREES CMPLT SHAVER MEN	D430	3,462.3						1,962.2	528.5	22.4	949.3		
BRAUN ELECTRIC SHAVER MEN	D430	298.3	298.3						0.0				
BRAUN PULSONIC ELECTRIC SHAVER MEN	D430	21,989.3	4,112.3					9,847.1	154.4	1,374.8	6,500.6		
BRAUN SHAVER MEN	D430	457.5										457.5	
BRAUN TASSIMO HOT BEVERAGE MACHINE	H221	5,731.1	5,049.4	571.8	109.9								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BRAVA DRUGS/TOILETRIES DR	V830	440.3	439.9								0.4		
BRAVA MEDICAL APPL & EQUIP	D610	450.3	450.3										
BRAVO BY ELDER HEALTH MED&DENTAL INS	B430	257.3			223.3		34.0						
BRAVO CABLE TV	B642	10,349.3	8,289.7		180.7	306.2	1,537.8						35.0
BRAVO SUPERMARKET	V345	1,064.0			1,026.2				33.4				4.3
BRAV-REAL HSWS-ORG CNTY PAID PROMO	B642	1,402.5	1,127.2						22.2	153.0	100.1		
BRAV-TIM GUNNS GD/STYL PAID PROMO	B642	1,164.8	1,164.8										
BRAV-TOP CHEF PAID PROMO	B642	272.4	272.4										
BRAWNY PAPER TOWELS	H331	5,435.8	4,617.2	818.6									
BRAY & SCARF APPL STR	V371	837.8			837.8								
BRAZIL TP	T434	1,202.1	199.1	457.4	198.8	152.4	170.0				24.4		
BREACH VIDEO	H532	2,716.0							1,230.2	10.9	169.4	1,305.5	
BREAK THE ADDICTION/PSA	B323	1,244.8										1,244.8	
BREAKAWAY HONDA	V212	1,056.3			1,008.9		30.4		16.9				
BREAKERS HOTELS	T431	1,317.7	274.6	69.4	871.0	102.7							
BREAKERS RESORT PALM BEACH	T431	1,132.3	1,132.3										
BREAKSTONE LIVE ACTIVE COTTAGE CHS	F312	1,962.7							1,962.7				
BREAKSTONES COTTAGE DBLS COTTAGE CHS	F312	2,736.7	135.0						2,601.7				
BREAKSTONES SOUR CREAM	F311	4,967.5	4,364.9	602.6									
BREAST CANCER 3-DAY EVNT	V169	10,101.6	1,250.7		1.8				3,126.4		444.9		5,277.7
BREAST CANCER ACTION ORG	B322	319.5			319.5								
BREAST CANCER AWRNS/PSA	B323	1,451.2						47.9	1,172.5		230.8		
BREAST CANCER BNFT/PSA	B323	1,056.0							1,056.0				
BREAST CANCER MARATHON	V162	307.3	307.3										
BREAST CANCER RSRCH/PSA	B323	367.3	185.2						87.3		94.9		
BREAST CNCR RSRCH FNDTN	V139	6,841.8	6,511.4		120.5	208.6			1.3				
BREATHE RIGHT NASAL STRIP	D529	14,454.1			0.7				6,432.1	863.1	1,906.0	5,252.2	
BREATHE RIGHT NASAL STRIP&VAPOR STRP	D529	1,791.4							758.2	65.5	175.2	792.5	
BREATHE RIGHT NSL STRPS&SNR RLF RNS	D529	3,978.3							1,040.7	1,060.3		1,877.4	
BREATHE RIGHT SNORE/THROAT STRIPS	D529	988.9							410.6	114.4	82.4	381.4	
BREATHRX BREATH CONTROL SYSTEM	D212	3,960.0								36.1		3,923.9	
BREATHRX DRUGS/TOILETRIES DR	V830	619.2	225.2									394.0	
BRECKENRIDGE CO TP	T433	354.9	123.0		231.9								
BRECKENRIDGE SKI AREA	T431	274.8	274.8										
BRECKENRIDGE SKI RESORT	T431	608.7	543.6		21.1								43.9
BREDEMANN AUTO DLR	V219	806.4			806.4								
BREDEMANN CHEVROLET	V211	315.8			315.8								
BREEDERS CUP CHALLENGE	V169	409.3			409.3								
BREEDERS CUP RACE	V163	384.5	19.1		190.3		63.3	37.2	70.8		3.8		
BREEDERS CUP/WRLD/CHMPSP	V163	1,463.0	729.1		289.5	444.4							
BREEZES RESORT CARIBBEAN	T432	781.9	781.9										
BREGUET BTQ JWLRY STR	V314	3,922.0	2,104.9	133.8	229.3	1,453.9							
BREGUET WATCHES	A520	2,445.7	1,705.5	608.4		131.8							
BREIL WATCHES	A520	639.4	513.4				126.0						
BREITLING WATCHES	A520	26,838.9	25,520.5		12.8	1,126.7	23.3		155.6		0.0		
BREMER BANK CONSUMER SERVICES	B121	490.1			166.7		300.7		22.6				
BRENT BROWN AUTO GROUP	V219	409.6							409.6				
BRENTWOOD AUTO OUTLET	V219	647.5			647.5								
BRENTWOOD BAY LODGE&SPA	T431	290.9			290.9								
BRETHE AIR REVITALIZER	H222	1,134.3							1,134.3				
BREUNERS HOME FRNSHNGS	V372	605.7			434.3				171.4				
BREVARD COUNTY HYND DA	T122	5,192.6			5,192.6								
BREVILLE BLENDER	H221	1,608.1	1,129.7								478.4		
BREWSTER HONDA	V212	743.0			740.9		2.1						
BREWSTER POINT RE DEV	B452	281.6	281.6										
BREYERS ALL NATURAL ICE CREAM	F313	6,575.8	4,380.6	2,195.2									
BREYERS FREE DOUBLE CHURNED/CRM	F313	6,740.8							4,009.1	32.1	1,740.2	959.4	
BREYERS LT DOUBLE CHURNED IC CRM	F313	3,087.5							314.9	43.9	2,458.9	269.8	
BRIAN LONCAR&ASSOC ATTY	V151	1,612.8								1,612.8			
BRIAN REGAN/ALLTEL	B223	267.9										267.9	
BRIARCLIFFE COLLEGE	G810	840.5			30.1					810.4			
BRIARS CREEK GLF CLB DEV	B452	336.3	323.6		12.6								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BRICK FURNITURE STORE	V375	533.7			0.7				533.0				
BRICKELL MOTORS	V219	252.2							252.2				
BRIDAL FILES/BRIDES MAG	B623	437.6	437.6										
BRIDAL REFLECTIONS BRIDAL GOWNS W	A130	255.5	255.5										
BRIDAL REFLECTIONS STORE WOMEN	V311	876.9	874.6			2.3							
BRIDAL RSRC GD/MRTH/WDNG	B623	254.6	254.6										
BRIDAL SHOW	V169	1,347.4	781.7		189.3		95.1		281.4				
BRIDAL SHOWS & EXPO	V169	290.4			290.4								
BRIDAL STYLIST/ELEGANT	B623	316.1	316.1										
BRIDES BY DEMETROIS STR WOMEN	V311	1,040.5	930.4		7.7		102.4						
BRIDES.COM ONLINE	B670	4,404.4	4,404.4										
BRIDGE CINEMA DE LUX	V165	1,346.8			1,346.8								
BRIDGE POINTE RE DEV	B452	307.7			13.6	266.7			27.5				
BRIDGE TO TERABITHIA VIDEO	H532	6,420.5						3,615.2	24.5	435.4	2,224.4	121.0	
BRIDGELAND RE DEV	B452	376.7			213.2		114.5						49.1
BRIDGEPORT HOSPITAL	V133	358.0			241.1	27.2	89.6						
BRIDGES/PARK RE DEV	B452	281.5	281.5										
BRIDGESTONE AIRCRAFT TIRES	T300	328.9	328.9										
BRIDGESTONE AUTO TIRES	T145	37,343.3	12,874.5		25.9	532.9		12,449.3	670.9		10,789.8		
BRIDGESTONE AUTO TIRES & GOLF BALLS	T145	2,704.6						2,621.8	36.1		46.7		
BRIDGESTONE GOLF BALLS	G460	316.8	93.7								223.1		
BRIDGESTONE GOLF BALLS & GOLF CLUBS	G460	415.9	415.9										
BRIDGESTONE TIRE CO LTD CP	T145	1,352.3	1,245.6			106.7							
BRIDGESTONE TOUR B330 GOLF BALLS	G460	1,916.6						1,605.0			311.6		
BRIDGESTONE TOUR B330S GOLF BALLS	G460	636.2						421.0	1.5		213.7		
BRIDGESTONE TR B330-S/BL &J33P/CLUBS	G460	394.0	394.0										
BRIDGESTONE TRUCK TIRES	T145	2,132.3	2,131.9								0.5		
BRIDGESTONE VAR TIRES	T145	514.3	334.7				26.7				152.9		
BRIDGESTONE/FIRESTONE CP	T145	3,458.6			265.0			2,386.5	0.5		806.5		
BRIDGESTONE/FIRESTONE TIRES	T145	2,877.8					122.5					19.4	2,736.0
BRIDGEVIEW BANK CONSUMER SERVICES	B121	409.1			409.1								
BRIDGEVIEW VILLAGE DEV	B452	361.9					361.9						
BRIDGEVIEW/HYDN FRY LKSD	B452	328.1	328.1										
BRIDGING COMMUNITIES/PSA	B323	322.1							322.1				
BRIGGS & STRATTON BUILDING EQUIP	H629	607.2											607.2
BRIGGS & STRATTON ENGINES	G711	429.6			63.4		58.1	15.1					293.0
BRIGGS & STRATTON LAWN MOWER PARTS	G711	843.9											843.9
BRIGGS FREEMAN RE BRKRG	B451	714.8			714.8								
BRIGGS RANCH RE DEV	B452	464.4	464.4										
BRIGHAM & WOMENS HOSP	V133	416.2			11.1		0.5		404.7				
BRIGHT HOUSE NTWRKS CBL	B241	7,798.5			1,512.0		2,947.4		3,263.3		75.7		
BRIGHT HOUSE NTWRKS CBL ISP	B225	833.0							833.0				
BRIGHT HOUSE NTWRKS CBL ISP/PHONE/TV	B250	2,685.8							2,685.8				
BRIGHT HOUSE NTWRKS CBL LOC&LNG DIST	B222	2,172.4							2,172.4				
BRIGHT NOW DENTAL CENTER	V133	353.6			13.0		340.6						
BRIGHTER CONCEPTS STORE	V378	297.9			297.9								
BRIGHTIDEAS.COM ONLINE	B670	1,629.7	1,629.7										
BRIGHTON HOMES BUILDERS	V171	357.3					357.3						
BRIGHTSTAR CREDIT UNION CONSUMER SVC	B124	486.5			486.5								
BRILLIANCE HND/CRYSTL LK	V212	1,731.9			1,731.9								
BRILLIANT BRUNETTE SHAMPOO&COND	D320	9,127.5						3,038.3	105.8	5,138.1	845.4		
BRING IT ON 4 VIDEO	H532	471.6											471.6
BRING IT ON IN IT/WIN IT VIDEO	H532	3,645.8						1,191.5	67.5	705.1	1,681.7		
BRINKER INTL RESTAURANTS	G320	1,237.0			9.1		831.6						396.4
BRINKS SECURITY SYSTEM & SVC	H625	34,381.9			10.1		2.5		1,363.1	982.6	32,018.3		5.3
BRIONI CLOTHING STORE MEN	V311	869.4	755.1	114.4									
BRIONI CLOTHING STORE MEN & WOMEN	V311	634.0	209.8				424.2						
BRIONI CLOTHING STORE WOMEN	V311	982.2	982.2										
BRIONI SUITS MEN	A130	659.0	544.7	114.4									
BRIONI SUITS WOMEN	A130	390.9	390.9										
BRISTOL FARMS FOOD STORE	V345	975.1			954.8		20.3						
BRISTOL MOTOR SPEEDWAY	V163	613.6			0.7		97.0	61.8	182.1	61.2	161.8	49.0	

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BRISTOL-MYERS SQUIBB CO CANCER	D700	489.6	447.7	36.7							5.2		
BRISTOL-MYERS SQUIBB CO CP	D700	15,952.2	1,503.3			908.3		11,540.6	19.0	25.8	1,955.2		
BRISTOL-MYERS SQUIBB CO HIV	D700	1,010.8	911.2		72.6						27.0		
BRISTOL-MYERS SQUIBB CO PAD/ARTRY DS	D700	28,704.1	13,115.9	314.4					152.8	5.9	263.6	14,851.4	
BRISTOL-MYERS SQUIBB CO RECRUITMENT	B912	262.1	246.4		15.7							5.7	
BRISTOL-MYERS SQUIBB DEPRESSION STDY	V139	363.5							363.5				
BRISTOL-MYERS SQUIBB RHMTD ARHTRS	D700	408.0	402.4										
BRISTOL-MYERS SQUIBB TYPE 2 DBTS STD	V139	849.9							849.9				
BRISTOL-MYERS SQUIBB VAR RX	D560	2,627.1			1,787.7	428.7	410.8						
BRISTOLS GARDEN CENTER	V358	299.2			299.2								
BRITA FAUCET FILTER	H621	1,555.0							437.3	8.5	397.4	711.8	
BRITA PITCHER & WATER FILTERS	H232	15,430.8	131.8		88.5				1,565.9	148.2	232.8	13,263.7	
BRITAIN TP	T434	885.7	885.7										
BRITISH AIRWAYS INTL	T414	21,740.7	9,215.9	228.7	3,646.5	3,547.3	1,351.4			2,543.4		0.0	1,207.6
BRITISH COLUMBIA CANADA TP	T434	2,356.1	683.8		1,022.2						650.1		
BRITISH COLUMBIA VCTR TP	T434	439.4			439.4								
BRITISH PETROLEUM CO CP	T220	254.2				254.2							
BRITISH TOURIST AUTH TP	T434	431.4	413.4					18.0					
BRITISH VIRGIN ISLANDS TP	T434	1,763.9	1,655.2		72.5	36.1							
BRITNEY SPEARS BELIEVE FRAGRANCE W	D180	2,953.2	2,953.2										
BRIZO FAUCETS	H621	2,306.9	2,306.9										
BROADHURST THEATRE	V161	747.6	5.3		588.2	154.1							
BROADMOOR RESORT	T431	1,687.8	994.7	114.4	574.0		4.7						
BROADWALK CHEV NISSAN	V219	421.7			421.7								
BROADWAY ACROSS AMERICA	V161	750.6			588.2		60.5			101.9			
BROADWAY DODGE	V211	2,451.7			2,451.7								
BROADWAY ENTER HLYWD MN	V169	998.9										998.9	
BROADWAY IN CHICAGO	V161	1,549.0			642.5		901.2			5.3			
BROADWAY PALM DNR THTR	V161	371.8			360.2		6.1			5.5			
BROADWAY SERIES PLAYS	V161	261.8			156.0					105.8			
BROADWAY THEATRE	V161	1,252.5			1,088.6	152.1				11.8			
BROADWAY TOYOTA	V212	401.6			7.6					394.0			
BROADWAY VAR BOOKS	B610	995.4	124.4		69.1	801.8							
BROAN VENTILATION FAN	H622	1,282.8	585.7						6.9	84.9	605.3		
BROCADE COMM SYS INC CP	B260	504.3	295.8			208.6							
BROCK BUILT RE DEV	B452	371.1			9.0		104.0			258.1			
BROKEN BRIDGES VIDEO	H532	1,019.7	296.3						172.7	101.0		363.4	86.3
BROMPTON CONDOMINIUMS	B452	935.0	248.9	686.1									
BRONX IS BURNING SERIES VIDEO	H532	2,079.1	377.0		59.2						1,642.9		
BRONX ZOO	V166	673.3			325.7	8.9			311.4				27.3
BRONX-LEBANON HOSPITAL	V133	273.2			273.2								
BROOKDALE AUTOS	V219	1,674.1			1,674.1								
BROOKDALE MAZDA MTSBSH	V212	857.5			857.5								
BROOKE AUTO INSURANCE	B422	265.3			0.4	264.9							
BROOKFIELD HOMES	B452	1,873.6	491.8		1,123.7		258.1						
BROOKFIELD ZOO	V166	275.9	40.2		13.1		171.8			50.8			
BROOKHAVEN MEMORIAL HOSP RECRUITMENT	B912	741.1			741.1								
BROOKHAVEN MRKTPLC STR	V346	362.7			362.7								
BROOKLINE SAVINGS BANK CONSUMER SVC	B121	423.3			423.3								
BROOKLYN ACADEMY/MUSIC	G850	350.0	340.8			3.9	5.3						
BROOKLYN CYCLNS BSBL TM	V163	268.5			268.5								
BROOKLYN DODGE	V211	1,226.5			1,226.5								
BROOKLYN PARK SUBARU	V212	255.3			255.3								
BROOKLYN PRMNT RCK/R'L CN	V161	359.0			359.0								
BROOKS ADRENALINE GTS 7 SNEAKERS MEN	A321	335.4	335.4										
BROOKS ADRENALINE GTS SNEAKERS M & W	A321	490.7	490.7										
BROOKS ATKINSON THEATRE	V161	698.9			383.7	315.1							
BROOKS BROS APPAREL	A990	738.3	58.0			680.3							
BROOKS BROS CLOTHING STR FAMILY	V311	6,420.4	4,339.0		1,385.5	695.9							
BROOKS BROS CLOTHING STR MEN	V311	572.0	491.2	35.0	5.6	40.1							
BROOKS BROS CLOTHING STR MEN & WOMEN	V311	5,004.6	4,655.3	46.0	145.9	156.1	1.3						
BROOKS BROS CLOTHING STR WOMEN	V311	296.1	235.9			60.2							

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BROOKS BROS CP	V311	308.1			6.5	301.6							
BROOKS COLLEGE	G810	469.6			2.1				467.5				
BROOKS DEVELOPMENT AUTH	B315	257.9	257.9										
BROOKS GLYCERIN5 SNEAKERS WOMEN	A321	265.8	265.8										
BROOKS INST/PHOTO	G850	335.8			10.4				125.0		200.4		
BROOKS PHARMACY	V330	1,266.0			1,128.8		17.2						120.0
BROOKS REALTY	B451	872.8	107.9			764.9							
BROOKSHIRE FOOD STORE	V346	564.9			73.4				491.5				
BROOKSIDE EQUIP SALES	V359	265.3			265.3								
BROOKSTONE GENERAL	V372	1,534.3											1,534.3
BROOKSTONE STORE	V359	1,573.8				1,391.5			5.0	172.6	4.6		
BROOKSTONE.COM STORE ONLINE	V355	1,134.4	141.2			993.1							
BROOKWOOD MEDICAL CENTER	V133	264.7							264.7				
BROTHER LABELING SYSTEM	B719	2,707.3	354.8						0.3				2,352.2
BROTHER MULTI FNCTN/MCHNS&PRNTRS	B719	1,595.5	1,595.5										
BROTHER PRINTERS	B521	3,221.8	624.7			388.0		523.0	0.1		1,686.0		
BROTHER TYPEWRITERS	B719	810.2											810.2
BROTHERHOOD B&T CONSUMER SERVICES	B121	351.4			351.4								
BROTHERS & SISTERS SRS VIDEOS	H532	939.0							127.5	6.6	259.5	545.4	
BROTHERS AIR & HTG CONTR	V174	272.6			15.9		109.0		147.7				
BROTHERS HOME IMPRVMNT	V171	2,516.5			2,516.5								
BROWARD COMMUNITY CLG	G810	389.4			141.2		14.8		233.4				
BROWARD COUNTY SCH BOARD	B315	332.6			332.6								
BROWARD COUNTY SHRF OFC	B315	271.7			271.7								
BROWARD CTR/PRFRMNG ARTS	V161	880.6			850.2				30.4				
BROWARD GENERAL MED CTR	V133	559.0			105.4		220.0		223.9				9.7
BROWN & BROWN CHEVROLET	V211	1,205.8			1,205.8								
BROWN & BROWN NISSAN	V212	259.0			259.0								
BROWN & CO JEWELERS	V314	415.0			344.1								
BROWN & CROUPPEN ATTY	V151	1,077.5						22.8	1,054.8				
BROWN & GLYNN CONST	V171	414.9			414.9								
BROWN & TOLAND MED GROUP &HEALTH NET	V133	369.2			369.2								
BROWN AUTO ENTERPRISES	V219	267.5			116.6		134.9		16.0				
BROWN CHEVROLET	V211	1,056.4			588.2				468.2				
BROWN COLLEGE	G810	957.7			0.4		60.4		854.5		42.4		
BROWN FORMAN ALCOHOLIC BEVERAGES	F739	2,042.5	43.0		7.2		1,992.3						
BROWN HARRIS STEVENS RE	B451	518.9	70.6	448.3									
BROWN HRS STVNS RE DEV	B452	1,090.0			31.7	1,058.3							
BROWN JORDAN OUTDOOR FURNITURE	H121	388.4	388.4										
BROWN MACKIE COLLEGE	G810	2,713.3			10.1		14.6		2,680.6				8.0
BROWNBERRY BREAD	F341	440.7											440.7
BROWN-DAUB AUTO ENTRPRS	V219	378.5			324.4		54.2						
BROWN-DAUB CHRYSLER JEEP	V211	500.8			463.2		37.6						
BROWN-DAUB KIA	V212	412.1			372.4				39.7				
BROWNING MAZDA	V212	1,034.1			1,034.1								
BROWNING RIFLES	G420	292.5	269.1							23.4			
BROWNING'S CERRITOS DODGE	V211	1,167.4			1,167.4								
BROWNLEE JEWELERS	V314	292.1			281.5				10.6				
BROWNS AUTO	V219	253.7			253.7								
BROYHILL FURN GALLERIES	V375	384.0			384.0								
BROYHILL FURNITURE	H121	4,028.6	3,828.6						200.0				
BROYHILL HM FRNSHNG STR	V372	252.6	154.5		38.4		19.9		39.9				
BROYHILL HM FRNSHNG/FURN	V372	281.4			281.4								
BROYHILL HOME CLCTNS STR	V375	281.7			97.5				184.2				
BRUCE A BERMAN MULTI-PDTS DR	V899	967.5									967.5		
BRUCE A BERMAN VAR RECORDINGS DR	V871	331.6									331.6		
BRUCE BENNETT NISSAN	V212	400.2			330.6		20.4		49.2				
BRUCE CAMPBELL DODGE	V211	394.2			277.7		116.5						
BRUCE CHEVROLET	V211	266.4			38.9				227.5				
BRUCE G WEBER JEWELER	V314	434.1			286.9		127.8		19.4				
BRUCE L SCHEINER&ASSOC	V151	686.9					104.4		582.5				
BRUCE LOWRIE CHEVROLET	V211	2,087.7			1,957.9		129.8						

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BRUCE ROSSMEYER TOYOTA	V212	267.9					267.9						
BRUCETTES SHOE STORE WOMEN	V313	336.0			336.0								
BRUMBAUGHS LEATHER GLRY	V375	483.2	474.1		9.1								
BRUMOS MTR CRS MCDS BNZ	V213	764.5			764.5								
BRUNELLO CUCINELLI RTW MEN & WOMEN	A190	458.2	458.2										
BRUNOS HOME FURNISHINGS	V372	280.8			129.8				151.0				
BRUNSWIG & FILS FURNITURE	H121	262.3	262.3										
BRUNSWIG & FILS FURNITURE & HH FAB	H121	373.8	373.8										
BRUNSWIG & FILS HOUSEHOLD FABRICS	H141	712.0	712.0										
BRUNSWIG & FILS HH FAB&WALLCOVERINGS	H141	317.4	317.4										
BRUNSWICK AUTOS	V219	1,960.8			1,960.8								
BRUNSWICK FOREST RE DEV	B452	607.6	590.6		5.0		12.0						3.4
BRUNSWICK HOME&BLRD STR	V365	1,332.0			1,328.6								
BRUNSWICK ISLAND NC TP	T433	311.3	182.0						45.2		84.1		
BRUSH T SPORTING GOODS DR	V851	2,517.1									2,517.1		
BRUT DEOD	D260	711.6	711.6										
BRUT FRAGRANCE MEN	D410	565.0						405.6			159.4		
BRUT REVOLUTION FRAGRANCE MEN	D410	281.5	281.5										
BRUT STICK AP/DEOD	D260	2,114.3	2,114.3										
BRYAN CHEVROLET	V211	993.3			805.1				188.2				
BRYAN COLLEGE	G810	320.8			6.0		0.4		314.4				
BRYAN EASLER TOYOTA	V212	290.2			241.6				48.6				
BRYAN MITSUBISHI	V212	273.4			265.2				8.2				
BRYAN MOORE ATTY	V151	255.3							255.3				
BRYAN SUZUKI	V212	344.4			246.9				97.5				
BRYANT & STRATTON CLG	G810	2,513.2			123.5		63.9		2,325.8				
BRYANT AC & HEATING SYSTEM	H622	1,012.8						43.2			969.6		
BRYANT CENTRAL AC	H622	1,345.1			1.1			228.4		262.4		853.2	
BRYANT FURNACE	H622	328.9			0.7				328.2				
BRYANT HEATING & AC SVC	V174	273.0			94.4		46.7		131.9				
BRYANT UNIVERSITY	G810	271.9	147.1	114.4			10.5						
BRYCO FUNDING INC CONSUMER SERVICES	B124	1,475.3							1,372.3		102.4	0.6	
BRYLANE HOME HOUSEHOLD DR	V872	288.4	288.4										
BRYMAN COLLEGE	G810	2,698.7			1.6		135.0		2,562.0				
BRYMAN SCHOOL	G850	373.0			3.2				369.8				
BRYN MAWR TRUST CO CONSUMER SERVICES	B121	266.7			266.7								
BRYNER CHEVROLET	V211	355.4			355.4								
BSI CON CREDIT CNSLNG CONSUMER SVC	B128	6,461.1						70.2	147.4	8.6	6,234.9		
BSN DRUGS/TOILETRIES DR	V830	261.5	254.0				7.5						
BSN VAR SUPPLEMENTS	D543	1,394.5	1,394.5										
BUBBA BURGER HAMBURGERS	F332	536.1					468.8		37.9				29.4
BUBBLICIOUS BURSTS BUBBLE GUM	F520	1,636.6									1,636.6		
BUBBLICIOUS INKD BUBBLE GUM	F520	1,605.5									1,605.5		
BUCA DI BEPPO RESTAURANT	G320	2,535.7			2,093.9	438.8			2.9				
BUCA DINNERS & ENTREES	F260	317.2			317.2								
BUCCANEERS FANATICAL MAG	B623	763.0			763.0								
BUCHANANS SCOTCH WHISKEY	F713	912.6					289.9				523.0		99.8
BUCK STOVE POOLS & SPA	V175	255.2			225.6				29.5				
BUCKALEW CHEVROLET	V211	318.9			184.9		45.7		88.3				
BUCKEYE CORNER STORE FAMILY	V311	447.9			447.9								
BUCKEYE ISP/PHONE/TV	B250	262.5							262.5				
BUCKLE UP CAMPAIGN/PSA	B323	2,037.7						25.9	1,908.3		103.5		
BUCKLEYS COMPLETE COUGH CLD&FLU SYRP	D521	512.5										512.5	
BUCKLEYS MIXTURE COUGH SUPPRESSANT	D522	1,267.0	304.1								533.4	429.4	
BUD LIGHT BEER	F612	143,795.2	3,718.5		3,978.8	285.8	4,397.0	98,900.1	12,451.2	307.5	19,506.4	250.0	
BUDDY CHECK/PSA	B323	671.8							671.8				
BUDDYS CARPET STORE	V373	1,118.9							1,118.9				
BUDGET BLINDS STORE	V374	9,478.9	7,917.3		420.1				74.3		1,067.3		
BUDGET BRAKES	V241	926.1							926.1				
BUDGET CAR SALES	V219	289.0			5.8		7.9		244.4				30.9
BUDGET CAR SALES & BUDGET-RENT-A-CAR	V219	1,153.2			1,153.2								
BUDGET CAR&TRCK RNTL SLS	V219	1,262.5			336.2				926.3				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BUDGET CAR&TRUCK RENTAL	T151	1,172.3			842.8	16.7	32.7		42.5			237.5	
BUDGET CLOSET STORE	V372	402.6			402.6								
BUDGET CONSTRUCTION CO	V171	270.8			270.8								
BUDGET RENT-A-CAR	T151	2,879.7	1,140.3			1,038.8	140.0						560.6
BUDGET TRAVEL ONLINE	T420	940.4	940.4										
BUDWEISER BEER	F611	67,871.6	3,427.7		1,355.6	160.3	1,048.8	48,187.7	5,575.4		8,039.1	77.1	
BUDWEISER BEER CORP PSA	F611	3,018.3						2,255.4	72.7	40.4	649.9		
BUDWEISER BEER CP	F611	332.0	330.1		0.7				1.2				
BUDWEISER DRAFT BEER	F611	535.0						535.0					
BUDWEISER SELECT BEER	F612	43,355.8	5,804.2		124.7		1,249.6	28,348.7	2,781.4	1,828.8	3,218.5		
BUDWEISER VAR BEERS	F611	2,990.9					2,990.9						
BUEHLERS BUY LOW FD STR	V345	412.2			362.2				50.0				
BUELL MOTORCYCLE	T131	464.1	368.0						33.5		62.6		
BUENA PARK HONDA	V212	1,643.2			1,643.2								
BUENA VISTA APOCALYPTO MOVIE	B660	727.5			700.7	26.5			0.3				
BUENA VISTA CARS MOVIE	B660	25,293.8	26.3		6,163.6	823.7		7,552.0	4,948.0	616.2	5,035.3	128.7	
BUENA VISTA ENCHANTED MOVIE	B660	881.3			356.3								525.0
BUENA VISTA HOME VIDEOS VAR VIDEOS	B660	1,525.4					132.5						1,382.9
BUENA VISTA INVISIBLE MOVIE	H532	997.2	233.5			80.5	391.1					292.0	
BUENA VISTA MEET THE ROBINSONS MOVIE	B660	12,920.6	14.7		2,560.8	379.6	56.5	5,501.8	1,259.7		1,707.3		1,440.3
BUENA VISTA NATIONAL TREASURE MOVIE	B660	36,209.2	607.7		7,924.2	864.0	102.0	13,171.6	4,402.1	820.2	7,534.7	160.3	622.5
BUENA VISTA NIGHTMARE BEFORE XMAS MV	B660	881.0					21.5	858.0	1.5				
BUENA VISTA PIRATES III MOVIE	B660	1,150.6	7.0		3.0								1,140.6
BUENA VISTA PIRATES/CRBN/WRLDS END	B660	1,895.6					304.0						1,591.5
BUENA VISTA PRIMEVAL MOVIE	B660	30,080.1	26.0		8,190.3	1,625.3		12,167.3	3,202.4	622.5	4,087.0	159.2	
BUENA VISTA PRODUCTIONS TV PROGRAM	B660	8,284.9	9.4		1,267.7		26.8	4,004.2	836.6		275.1		1,865.0
BUENA VISTA RATATOUILLE&UNDERDOG MV	B641	403.6	352.9				50.7						
BUENA VISTA SPECTROBES VIDEO GAME	B660	885.8											885.8
BUENA VISTA THTRCL GRP	G511	1,769.3	793.9					228.1			747.4		
BUENA VISTA TIM BURTONS NGTMR BFR CH	V161	331.7					331.7						
BUENA VISTA VAR MOVIES	B660	1,998.3			1,763.3	234.9							
BUENA VISTA WILD HOGS MOVIE	B660	6,840.9			239.2		6,471.7					130.0	
BUERGE AUTO DLR	B660	31,969.6	41.9		7,468.6	1,244.6	55.6	11,357.0	5,325.7	658.8	5,022.5		794.8
BUERGE CHRYSLER JEEP	V219	794.5			794.5								
BUERKLE HYUNDAI	V211	256.4			256.4								
BUFF WHELAN CHEVROLET	V212	595.5			595.5								
BUFFALO BILLS FTBLL TM	V211	1,968.4			1,851.5		89.2		27.7				
BUFFALO ROCK BTLNG CO	V163	332.8					10.3		322.5				
BUFFALO TERA STATION NTWRK STRG SLTN	F449	452.0					440.3		11.6				
BUFFALO WILD WINGS GRILL	B522	277.5	277.5										
BUFFALO WIRELESS-N NFNT ROUTERS	G320	19,945.3			92.2		39.1	6,494.2	1,730.0		4,727.4	1,806.5	5,055.8
BUFFET CITY RESTAURANT	B522	313.7	313.7										
BUFFETS INC RESTAURANTS	G310	330.4			281.2		21.7		27.5				1,517.5
BUFFETT KING RESTAURANT	G320	1,801.8					284.3						269.7
BUG MOVIE VIDEO	G310	269.7											
BUG VIDEO	H532	389.7					65.9	0.2		323.6			
BUGABOO CAMELEON STROLLER	H121	419.8	419.8				33.9	0.8		226.2			
BUGABOO CREEK STEAKHOUSE	G320	922.7			90.1		120.3						712.4
BUGABOO STROLLER	H121	484.2	484.2										
BUGS.COM ONLINE	V121	304.7						304.7					
BUICK AUTO DIV CP	T111	1,413.5	885.1			528.4							
BUICK AUTO&TRK DIV CP	T114	1,043.5						682.9	267.5		93.1		
BUICK AUTO&TRK VAR	T114	15,330.9			56.7	2,542.7	243.2	6,970.9	1,072.8	15.5	3,462.6		966.7
BUICK AUTOS LACROSSE	T111	4,439.8	2,781.2		11.2	1,304.7			342.7				
BUICK AUTOS LACROSSE & LUCERNE	T111	2,191.1							2,087.6		103.5		
BUICK AUTOS VAR	T111	9,664.2	719.9		215.1	1,186.5	114.2	2,748.0	2,567.2	104.9	2,008.4		
BUICK DLR ASSN ENCLAVE	T121	901.4			729.0	142.9	14.7		7.2		7.5		
BUICK DLR ASSN LACROSSE	T121	268.6							268.6				
BUICK DLR ASSN LACROSSE & LUCERNE	T121	730.1							730.1				
BUICK DLR ASSN LACROSSE LEASING	T121	11,304.4			1,224.4				10,079.9				
	T121	1,111.2							1,111.2				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BUICK DLR ASSN LUCERNE	T121	9,111.0							9,111.0				
BUICK DLR ASSN LUCERNE LEASING	T121	2,328.6							2,328.6				
BUICK DLR ASSN PRE-OWNED AUTOS&TRK	T121	1,321.9							1,321.9				
BUICK DLR ASSN VAR AUTO&TRK	T121	3,293.4		26.0			9.5		1,437.1				1,820.8
BUICK DLR ASSN VAR AUTOS	T121	431.2		431.2									
BUICK GMC/THOUSAND OAKS	V211	452.5		452.5									
BUICK OPEN	T114	288.7	79.0	142.4			26.1		41.2				
BUICK TRUCKS ENCLAVE	T117	50,907.5	22,101.9		588.1	2,962.7		16,478.1	1,395.2	272.2	6,773.9		335.4
BUILD THE DREAM/PSA	B23	376.8							195.4		181.4		
BUILD YOUR OWN POOL CO	V175	345.3		317.5					27.8				
BUILD-A-BEAR WRKSHP STR	V364	18,605.9	3,326.5	191.4	11.4		127.5	5,637.6	621.3	1,486.1	6,401.2	803.0	
BUILD-A-STOCKING.COM ONLINE	V359	261.1	148.6	59.6	3.3	49.7							
BUILDERS ASSN/TWN CITIES	V171	259.4		30.3			229.1						
BUILDERS BANK CONSUMER SERVICES	B121	294.5		294.5									
BUILDERS SURPLUS	V376	1,124.0		195.0			3.0		926.0				
BUILDERS SVC CO CONTR	V171	611.6		611.6									
BUILDING IND ASN/ORN CTY	V171	431.5		431.5									
BUILDING IND ASSN/SE MI	V171	1,996.7		1,996.7									
BUILDING INDUSTRY ASSN	V171	266.4		148.0			3.5		89.5				25.4
BUILDING NUMBER 19 DISC MISC	V550	1,378.9		1,378.9									
BUITONI BRUSCHETTA	F170	3,433.1	3,433.1										
BUITONI FETTUCCINE & PESTO SAUCE	F250	317.1	317.1										
BUITONI PASTA	F250	637.1	637.1										
BUITONI RAVIOLI	F250	1,830.7	1,830.7										
BUITONI VAR PASTA & PASTA SAUCE	F250	10,640.2	233.8					2,150.5	2,128.2	3,166.5	2,906.0		55.2
BULFINCH CONFESSIONS/BTY EDTR BK	B610	670.2	670.2										
BULGARI JEWELRY	A510	1,251.3	859.5	228.7			163.1						
BULGARI JEWELRY STORE	V314	7,895.6	5,171.2	228.7	86.8	2,409.0							
BULGARI SUNGLASSES	A430	801.5	801.5										
BULGARI WATCHES	A520	3,641.0	3,609.4		31.6								
BULLEIT BOURBON WHISKEY	F711	623.3	528.6				94.6						
BULLFROG MARATHON MIST SNSCRN SPRY	D170	1,181.9						180.0	360.1	452.5	36.8	152.5	
BULLFROG MOSQUITO COAST SN BLCK/RPLN	D170	1,339.9						159.3	370.7		534.8	275.1	
BULOVA WATCHES	A520	8,720.8	7,864.7				283.1	131.6	101.6	11.6	213.7	68.8	45.8
BULTHAUPT KITCHEN CABINETS	H619	683.7	579.8	104.0									
BULTHAUPT KTCHN DSGN CTR	V376	256.6	256.6										
BUMBLE & BUMBLE UNIV	G840	754.0	754.0										
BUMBLE BEE PRIME FILLET CHICKEN PCH	F333	2,535.9	2,535.9										
BUNNIN AUTO	V219	1,694.0			1,589.9		104.0						
BURBERRY APPAREL	A990	8,649.5	8,058.3	591.2									
BURBERRY BRIT FRAGRANCE M & TOIL	D410	626.9	626.9										
BURBERRY BRIT FRAGRANCE MEN & WOMEN	D180	2,169.0	2,054.7	114.4									
BURBERRY CLOTHING STORE FAMILY	V311	501.5			188.7	312.9							
BURBERRY CLOTHING STORE MEN & WOMEN	V311	3,015.2	2,827.9	156.8	30.5								
BURBERRY CLOTHING STORE WOMEN	V311	2,140.7	1,983.9	156.8									
BURBERRY EYEWEAR	D630	411.6	411.6										
BURBERRY LONDON FRAG M & TOIL	D180	1,060.1	1,060.1										
BURBERRY LONDON FRAGRANCE M & W	D180	980.9	980.9										
BURBERRY LONDON FRAGRANCE MEN & TOIL	D410	953.2	953.2										
BURBERRY LONDON FRAGRANCE W & TOIL	D180	900.0	900.0										
BURBERRY LONDON FRAGRANCE WOMEN	D180	332.1	332.1										
BURBERRY SUNGLASSES	A430	513.9	513.9										
BURBERRY VAR FRAGRANCE MEN	D410	1,124.5	1,124.5										
BURBERRY WATCHES	A520	1,548.5	1,548.5										
BURCH FORD	V211	336.8			336.8								
BURD FORD	V211	428.6			26.7		91.6		310.3				
BURGER KING RESTAURANT	G320	224,154.8	4,106.7		248.8		6,953.9	102,431.4	9,319.9	8,019.8	66,110.6	774.9	26,188.9
BURGER YACHT SALES	G430	895.3	895.3										
BURKE & HERBERT B&T CONSUMER SVC	B121	252.3			252.3								
BURLINGTON COAT FACTORY CHILDREN	V311	4,292.1	2,589.4					915.2	5.6	145.6	636.3		
BURLINGTON COAT FACTORY FAMILY	V311	27,486.2					15.2	16,186.8	595.8	2,862.8	7,825.6		
BURLINGTON COAT FACTORY MEN	V311	1,817.4						1,375.3	0.8	91.2	350.1		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BURLINGTON COAT FACTORY MEN & WOMEN	V311	10,655.5			6,828.1	88.3	150.1	2,241.5	506.1	196.5	636.6		8.4
BURLINGTON COAT FACTORY WOMEN	V311	7,932.2						4,673.4	13.1	859.6	2,386.1		
BURN FOR MEN FAT BURNING CAPSULES	D542	852.1	852.1										
BURNETTI PA ATTY	V151	1,967.3					108.8		1,858.5				
BURNS AUTO DLR	V219	1,359.2			1,242.0		117.1						
BURNS HONDA	V212	520.2			520.2								
BURNS HYUNDAI	V212	389.0			389.0								
BURT AUTO ENTERPRISES	V219	1,248.8			1,213.4				35.4				
BURT CHEVROLET	V211	523.8			461.1				62.7				
BURT FORD	V211	323.1			323.1								
BURT GREENWALD CHEVROLET	V211	306.5			240.3		66.3						
BURT KUNI HONDA	V212	251.3				59.0		192.3					
BURT SUBARU	V212	438.2			438.2								
BURT TOYOTA	V212	401.4			396.0				5.4				
BURTON ASSOC RE AGENCY	B451	331.6			331.6								
BUSCANO A LETI VIDEO	H532	5,661.4							5,661.4				
BUSCH BEER	F611	1,897.4					1,335.6	165.1			396.7		
BUSCH ENTERTAINMENT CORP	V161	509.3					509.3						
BUSCH GARDENS	T440	10,545.6	38.4		113.1		1,152.9	160.0	3,817.4		5,263.8		
BUSCH GARDENS & WATER COUNTRY USA	T440	869.6							869.6				
BUSCH LIGHT BEER	F612	474.7					4.3	257.2	21.2		192.1		
BUSHMILLS IRISH WHISKEY	F719	2,081.1	1,913.3			142.9							24.9
BUSHMILLS VAR WHISKEY	F719	262.7	128.9	133.8									
BUSHNELL BINOCULARS	G130	293.9	290.5								3.4		
BUSHNELL GPS NAVIGATION SYSTEM	G130	897.5	897.5										
BUSHNELL RANGEFINDER	G130	896.8	851.1								45.7		
BUSHNELL THEATRE	V161	725.9			711.7				14.2				
BUSHS BAKED BEANS	F324	13,091.5	675.8					2,744.3	31.8	1,957.3	7,682.3		
BUSHS CANNED BEANS	F324	3,364.9	3,052.1	312.8									
BUSHS HOMESTYLE CHILI	F260	4,101.9	1,437.2	229.4				1,585.9	18.0		831.3		
BUSINESS COMMITTEE/ARTS	B329	349.2	217.1		4.0	128.1							
BUSINESS COMMITTEE/ARTS CP	B329	266.0				266.0							
BUSINESS OBJECTS SA CP	B532	424.6	424.6										
BUSINESS OBJECTS/ONDMDN ONLINE	B670	373.1	373.1										
BUSINESS OF INSURANCE ADVERTORIAL	B429	357.2				357.2							
BUSINESS SOF ALLIANCE	B329	967.0	78.4		22.4							24.8	841.3
BUSINESS WEEK MAGAZINE ONLINE	B623	1,724.8	1,724.8										
BUSINESS WEEK MAGAZINE TV PROGRAM	B623	2,767.3	2,767.3										
BUSINESS&HLTHCR NWS ADV	B651	874.2	874.2										
BUSINESSWEEK 50 FORUM	G820	359.8	359.8										
BUSY BODY EQUIP STORE	V365	1,937.3			1,289.2								648.2
BUSY BODY GYMS TO GO STR	V365	404.3			404.3								
BUTERA FOOD STORE	V345	886.4			886.4								
BUTLER CHRYSLER JEEP	V211	2,148.0			2,148.0								
BUTLER KIA	V212	300.2			8.9				291.4				
BUTLER MFG CO CP	V121	255.4	248.4		7.0								
BUTLER SCION TOYOTA DLR	V212	270.9			270.9								
BUTLER TOYOTA SCION	V212	644.6							644.6				
BUTTER BUDS MIX & SPRINKLES	F319	306.6	306.6										
BUTTERFINGER CANDY BAR	F510	1,189.3	1,188.2						1.2				
BUTTERFINGER CRISP CANDY BAR	F510	3,129.8						759.1	135.6		2,235.1		
BUTTERFLY LIFE FITNESS BP	B911	1,028.3	94.1		66.5	52.0			707.3	66.8	41.7		
BUXTON APPAREL WOMEN DR	V810	11,002.4						66.4	6.6	96.4	10,833.0		
BUY OWNER REALTY	B451	12,571.5					364.7		12,197.0	9.8			
BUY RITE LIQUOR STORE	V341	693.6			693.6								
BUY.COM STORE ONLINE	V390	7,237.1						299.7	405.1	719.3	5,813.0		
BUYATOYOTA.COM ONLINE	V212	3,320.1							3,320.1				
BUYCHEAPCIGARETTES.COM ONLINE	V359	541.2	166.1	286.9	88.2								
BUYDIG.COM STORE ONLINE	V361	277.5	277.5										
BUYING TIME MEDIA	B651	393.4					393.4						
BUYOLYMPIA ENDICIA SOFTWARE	B532	497.0			401.8	95.3							
BUYOWNER.COM ONLINE	B451	6,537.8			2.9		3,502.1		3,032.8				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BUZZ BEE TOYS TOMMY MECH 20 BLASTER	G549	1,197.4									1,197.4		
BUZZ WORTHY/COSMOPOLITAN	B623	3,564.6	3,564.6										
BUZZI UNICEM STCKHLDRS MISC FIN	B129	629.0				629.0							
BV WINE	F620	447.5	290.0		155.7				1.8				
BVD UNDERSHIRTS&UNDERWEAR M	A210	1,405.4	1,405.4										
BVD UNDERWEAR MEN	A210	479.7	479.7										
BY INVITATION ONLY/ESQ	B623	1,329.7	1,329.7										
BYERLYS GROCERS & LUNDS GROCERY STR	V345	335.7			335.7								
BYETTA DIABETES RX	D560	31,383.5	2,846.1	5,516.1	9.5			12,703.7	1,858.3	4,004.6	4,445.3		
C CRANE CO AUDIO PDT'S DR	V871	911.2										905.2	6.0
C HARPER AUTOPLEX	V219	404.9					8.5		396.4				
C HARPER AUTOS	V219	306.4			306.4								
C TOWN SUPERMARKET	V346	1,934.6			1,919.4				15.2				
C&D SCRAP METAL CO	V121	486.6					15.1		471.5				
CABARET THEATRE	V161	321.2			321.2								
CABBAGE PATCH KIDS BABIES DOLLS	G521	955.6						155.6	0.1		799.9		
CABBAGE PATCH KIDS BIG KIDS DOLLS	G521	252.5						3.3			249.2		
CABBAGE PATCH KIDS LIL SPROUTS DOLL	G521	610.3						119.4	0.8		490.1		
CABBAGE PATCH KIDS MAGIC GLW SRPS DL	G521	892.6						117.2	0.0		775.4		
CABELAS CLOTHING STORE MEN	V311	522.3	345.7				176.5						
CABELAS INC SPORTING GOODS DR	V851	1,993.8	1,613.7						4.9		375.2		
CABELAS SPRT GDS STR	V365	9,936.9	508.6		5,475.7		1,733.4		1,768.8		450.5		
CABELL HUNTINGTON HOSP	V133	550.0					58.5		491.5				
CABINET CENTER	V376	761.0			761.0								
CABINETS FLOORING&MR STR	V376	297.7							297.7				
CABLE BEACH RESORT	T431	363.6			6.7		356.9						
CABLE DAHMER CHEVROLET	V211	444.4			88.5				355.9				
CABLE DAHMER CHEVROLET & CITY CHEV	V211	386.3							386.3				
CABLE ONE CABLE TV	B642	556.7					556.7						
CABLE POSITIVE ORG/PSA	B323	1,501.7							7.1		1,494.6		
CABLE TV PROMO	B241	1,632.3							1,632.3				
CABLE TV PROMO ISP/PHONE/TV	B250	2,949.3								2,949.3			
CABLEVISION CABLE TV	B241	1,208.5			183.1	142.9	488.0		0.0				394.4
CABLEVISION RECRUITMENT	B912	3,603.2			3,553.8	49.4							
CABO UNO TEQUILA	F733	1,018.0	1,018.0										
CABO YACHTS	G430	1,434.4	1,434.4										
CABOT CREAMERY CHEESE	F312	1,195.1			66.8				1,128.3				
CABOT HOUSE FURN STR	V375	1,337.9			1,270.8				67.0				
CABOT STAINS WOOD PROTECTANT	H630	2,360.0	2,360.0										
CABOT STAINS WOOD STAIN	H630	2,692.7									2,692.7		
CABOT-VT VAR CHEESE	F312	1,211.3	1,211.3										
CACAO RESERVE CANDY BAR	F510	8,677.9	8,677.9										
CACHE CLOTHING STORE WOMEN	V311	430.0			2.6				131.2		296.2		
CACHE CREEK CASINO RSRT	T431	13,562.9	5.4		8,036.5		1,475.5		4,045.6				4,236.1
CACIQUE CHEESE	F312	4,236.1											
CADBURY SCHWEPPES VAR BEVERAGES	F900	432.6	202.9				147.0		82.7				
CADBURY SCHWEPPES VAR SOFT DRINKS	F441	1,706.6	28.5				1,678.1						
CADILLAC AUTO DIV CP	T111	558.0				558.0							
CADILLAC AUTO&TRK VAR	T114	19,022.9	590.3		136.7	425.0	1,778.2	4,759.2	8,344.6	65.3	2,770.9	152.8	
CADILLAC AUTOS CTS	T111	113,438.3	35,796.4		1,951.1	3,189.2		52,705.1	7,535.0	135.1	11,970.2	156.3	
CADILLAC AUTOS CTS LEASING	T111	12,522.2			145.3			3,680.2	4,331.2	139.6	4,226.0		
CADILLAC AUTOS DTS	T111	2,591.8	400.8		70.4			654.5	617.0	5.6	843.5		
CADILLAC AUTOS DTS LEASING	T111	400.4							400.4				
CADILLAC AUTOS STS	T111	1,280.6	1,100.8						179.8				
CADILLAC AUTOS STS LEASING	T111	309.2							309.2				
CADILLAC AUTOS VAR	T111	12,918.1	1,702.9		488.0		337.2	21.9	9,022.5	4.1	35.1	1,306.4	
CADILLAC AUTOS V-SERIES	T111	313.9	313.9										
CADILLAC DLR ASSN CTS	T121	6,422.9			408.7				6,014.2				
CADILLAC DLR ASSN CTS LEASING	T121	7,799.3							7,799.3				
CADILLAC DLR ASSN DTS	T121	1,074.6							1,074.6				
CADILLAC DLR ASSN DTS LEASING	T121	518.7							518.7				
CADILLAC DLR ASSN ESCALADE	T121	2,720.8	154.8						2,566.0				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CADILLAC DLR ASSN ESCALADE & SRX	T121	1,043.4							1,043.4				
CADILLAC DLR ASSN ESCALADE LEASING	T121	1,832.7							1,832.7				
CADILLAC DLR ASSN SRX	T121	1,047.6							1,047.6				
CADILLAC DLR ASSN SRX LEASING	T121	983.2							983.2				
CADILLAC DLR ASSN STS	T121	424.6							424.6				
CADILLAC DLR ASSN VAR AUTO&TRK	T121	9,185.0			93.3		6.7		5,895.3				3,189.8
CADILLAC DLR ASSN VAR AUTOS	T121	3,633.0			3,633.0								
CADILLAC DLR ASSN VAR TRUCKS	T121	1,623.4							1,623.4				
CADILLAC DLR ASSN VIGNETTE	T121	1,154.9							1,154.9				
CADILLAC HUMMER VLG/NRWD	V211	442.6			442.6								
CADILLAC LOC DLR	V211	264.2							264.2				
CADILLAC OF WHITTIER	V211	345.9			345.9								
CADILLAC PALACE THEATRE	V161	2,484.8			2,484.8								
CADILLAC TRUCKS ESCALADE	T117	30,242.7	14,946.1		143.1			9,154.9	3,812.6	128.0	2,058.0		
CADILLAC TRUCKS ESCALADE & SRX	T117	507.6							507.6				
CADILLAC TRUCKS ESCALADE LEASING	T117	782.2							782.2				
CADILLAC TRUCKS SRX	T117	9,147.7	3,876.1		40.4			3,781.7	680.8		768.7		
CADILLAC TRUCKS SRX LEASING	T117	1,046.1			87.7				958.4				
CADILLAC TRUCKS VAR	T117	2,336.6							2,330.4		6.2		
CADUET RX	D560	89,059.2	8,649.8	8,527.1		178.6		47,678.5	3,266.6	6,130.9	14,627.6		
CAESARS HOTELS&CASINOS	T431	1,675.6			592.4		827.9		255.3				
CAESARS HOTELS&CASINOS ATLANTIC CITY	T431	2,781.1	141.2		378.2				2,251.5				10.1
CAESARS HOTELS&CASINOS IN	T431	2,546.5			1,661.3		44.9		635.4				205.0
CAESARS HOTELS&CASINOS LAS VEGAS	T431	1,311.8	1,148.8		163.1								
CAESARS HOTELS&CASINOS PALACE	T431	5,505.6	1,686.6				661.9	280.0	806.2		2,070.9		
CAESARS HOTELS&CASINOS POCONO RESORT	T431	1,264.6	1,094.3		127.7		42.7						
CAESARS PALACE ARENA	V166	1,206.8	688.0		299.2	219.6							
CAESARS PALACE NIGHT CLB	V167	878.7	122.5		756.3								
CAESARSTONE QRTZ SRFCT	V376	695.9	695.9										
CAESARSTONE SURFACING MATERIAL	H619	1,615.6	1,615.6										
CAFE DE COLOMBIA COFFEE	F411	4,636.4	4,201.0				92.4		2.4	89.7	250.8		
CAL HOME SOLUTIONS CONTR	V171	288.1			288.1								
CAL SPAS & BILLIARD STR	V376	820.1			820.1								
CAL SPAS & POOLS STORE	V376	269.6					257.0		12.6				
CAL STATE 9 CREDIT UNION CON SVC	B124	329.7			329.7								
CALABASAS MITSUBISHI	V212	367.6			367.6								
CALABRIA RE DEV	B452	462.6			462.6								
CALDER RACE COURSE	V163	482.4			170.1				312.4				
CALDWELL & OBER ATTY	V151	494.0							494.0				
CALDWELL TOYOTA	V212	744.9			744.9								
CALEDONIA GLF&FSH CLB & TR BL GLF CRS	V162	284.2	284.2										
CALEDONIA RE DEV	B452	279.4	103.5		61.9	114.0							
CALENDAR PDT S NRM CONTR	V171	338.7			338.7								
CALENDARIO CMNTR/PSA	B323	2,361.2							2,361.2				
CALENDARIO DE/CMND/PSA	B323	501.8							501.8				
CALENDARIO/EVENTOS/PSA	B323	338.5							338.5				
CALGARO JEWELRY	A510	276.1	276.1										
CALHOUN CO BUSINESS SVC	V129	393.5			393.5								
CALIBER TRAINING INST	G840	1,301.7			1,301.7								
CALICO CORNERS FAB SHOP	V353	3,572.6	2,113.0	46.0	988.3	47.9	9.0		368.3				
CALICO CORNERS HM FRNSHG	V372	616.1	428.3		187.8								
CALIFORNIA ALMOND BOARD ALMONDS	F530	20,876.8	20,876.8										
CALIFORNIA AVOCADO CMSN AVOCADOS	F322	3,128.7	83.9				920.6						2,124.3
CALIFORNIA BACKYARD FURN	V375	455.7			400.4				55.3				
CALIFORNIA CAR COVER AUTOMOTIVE DR	V880	298.6	298.6										
CALIFORNIA CAR COVER CO	V380	313.0	313.0										
CALIFORNIA CARPET OUTLET	V373	302.0			302.0								
CALIFORNIA CASUAL DNG ST	V375	869.6			869.6								
CALIFORNIA CLINICAL TRLS SCHZPHRN ST	V139	377.8							377.8				
CALIFORNIA CLOSET/INSTLT	V171	1,720.4					38.8		798.0		883.6		
CALIFORNIA CLOSETS CONTR	V171	8,204.2	5,565.5	240.1	1,773.3	521.7	103.6						
CALIFORNIA COAST CRDT UN CON SVC	B124	843.5			805.0				38.5				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CALIFORNIA COAST UNIV CORR SCH DR	V854	267.3	267.3										
CALIFORNIA COMMUNITY CLG	G810	1,863.5							167.4				1,696.1
CALIFORNIA COUNCIL/BLIND	B329	462.2			462.2								
CALIFORNIA CRD UN LG ORG	B329	473.6											473.6
CALIFORNIA CULINARY ACDM	G840	2,558.9			2.6				2,556.4				
CALIFORNIA DENTAL ASSN	V139	321.9					24.3						297.7
CALIFORNIA DEPT/BOATING	B315	282.1											282.1
CALIFORNIA DEPT/BTNG&WTR	B315	1,695.9			14.1		28.3		13.1				1,640.4
CALIFORNIA DEPT/CNSR/RCY	B315	3,193.6				7.1		397.1					3,193.6
CALIFORNIA DEPT/CNSRVTN	B315	498.4											94.2
CALIFORNIA DEPT/CON AFR	B315	4,180.7					112.1		4,068.6				
CALIFORNIA DEPT/CRCTN	B315	469.5			144.6		324.9						554.1
CALIFORNIA DEPT/HEALTH	B315	554.1											
CALIFORNIA DEPT/HLTH SVC	B315	9,359.9			19.5		27.6		9,124.5				188.3
CALIFORNIA DEPT/TRANS	B315	374.4			353.2		21.2						
CALIFORNIA DONOR RGSTRY	B322	324.4											324.4
CALIFORNIA ENDWMNT FNDTN	B329	2,736.6			719.0				2,017.6				
CALIFORNIA ENERGY SVC	V174	2,034.2				2,034.2							
CALIFORNIA FAM FITNESS	D800	252.4				138.8		113.6					
CALIFORNIA FAUCETS	H621	426.4	426.4										
CALIFORNIA FLD MLK PRCSR MILK	F311	10,329.7							10,329.7				
CALIFORNIA FURN GLRS	V375	440.1			440.1								
CALIFORNIA GRAND CASINO	V169	343.6			343.6								
CALIFORNIA GRANT EDFUND	B315	667.4											667.4
CALIFORNIA HOSPITAL ASSN	V133	617.7							617.7				
CALIFORNIA MILK ADVR BRD CHEESE	F312	12,460.7					239.6	3,765.7	2,449.6	536.4	3,925.4		1,544.0
CALIFORNIA MILK ADVR BRD MILK	F311	7,960.5	97.2	168.2	1,375.2		522.1	2,253.2	1,086.0		2,458.6		
CALIFORNIA MILK ADVR BRD VIGNETTE	F900	528.3				168.6	359.7						
CALIFORNIA MILK PRODUCER MILK	F900	370.9							3.4		367.5		
CALIFORNIA NATL BANK CONSUMER SVC	F311	409.6	184.9		224.7								
CALIFORNIA OFC/PRBLM GMB	B121	2,786.1				1,837.0							949.1
CALIFORNIA PBLC UTLT CM	B315	1,145.3											1,145.3
CALIFORNIA PCFC MED CTR	B315	2,148.6			1,381.9		195.8		558.2				12.8
CALIFORNIA PERFORMANCES	V133	343.6			73.2		225.9						44.5
CALIFORNIA PIZZA KITCHEN	V161	503.7			486.3	12.6	4.8						
CALIFORNIA PIZZA KITCHEN FROZEN PZ	G320	549.0			328.2	61.8	152.3		6.7				
CALIFORNIA RAISIN ADV BD	F260	3,266.7	3,266.7										
CALIFORNIA SCH/CLNRY ART	F322	3,266.1	3,266.1										
CALIFORNIA SPEEDWAY	G840	610.9							610.9				
CALIFORNIA ST TRSRS OFC MISC FIN	V163	1,269.1			382.5		64.0	0.0	664.0		158.5		
CALIFORNIA STATE LOTTERY	B315	574.7			550.4	24.2							
CALIFORNIA STATE TP	B314	14,847.3				289.9		3,972.2		7,084.2			3,501.0
CALIFORNIA STATE UNIV	T433	11,621.3	1,476.8		280.3	168.6		1,236.3	677.4		7,781.9		
CALIFORNIA SUPERIOR CRT	G810	262.1	11.1			92.6	28.0	70.9		59.5			
CALIFORNIA TABLE GRAPES	B315	342.7			342.7								
CALIFORNIA TBL GRP CMSN GRAPES	F322	300.1					300.1						
CALIFORNIA TEACHERS ASSN	F322	548.4					548.4						
CALIFORNIA THTR/PRFRM AR	G890	366.1			63.3		9.1		1.3				292.3
CALIFORNIA TOURS&TRAVEL	V161	379.2				379.2							
CALIFORNIA UNIV OF PA	T420	314.2				153.9	160.3						
CALIFORNIA/EMP RTRMT SYS CP	G810	392.5				54.4		57.4		280.7			
CALIFORNIANS/FIRE SAFETY	B329	397.3					397.3						
CALISTOGA RANCH RESORT	B329	405.8				283.7				122.1			
CALL BEFORE/DIG/LAW/PSA	T431	705.0	185.2	519.8									
CALLAWAY APPAREL & GOLF EQUIP	B323	474.5							474.5				
CALLAWAY BIG BERTHA 460 GOLF CLUBS	A990	2,620.7	2,620.7										
CALLAWAY BIG BERTHA GOLF CLUBS	G460	1,574.2	1,484.2				66.0				24.0		
CALLAWAY BIG BIRTH FSN & FSN GLF CLBS	G460	587.2	587.2										
CALLAWAY FT-5 GOLF CLUBS	G460	494.2	494.2										
CALLAWAY FT-I GOLF CLUBS	G460	3,527.5	1,662.1						1,390.6	86.6	388.3		
CALLAWAY GARDENS	V169	5,000.1	3,167.7	114.4					1,293.2	49.6	375.2		
	V169	281.7								281.7			

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CALLAWAY GARDENS RESORT	T431	287.8	175.9		94.9		17.0						
CALLAWAY GOLF BALLS & CLUBS	G460	962.5	697.7								264.8		
CALLAWAY GOLF CLUBS	G460	391.3	115.8								275.4		
CALLAWAY GOLF EQUIP	G460	882.7	882.7										
CALLAWAY GOLF OUTLET	V365	375.8			4.6						371.2		
CALLAWAY GOLF SHOES	G460	693.1	693.1										
CALLAWAY HX HOT GOLF BALLS	G460	776.2	595.5						86.7		94.0		
CALLAWAY HX TOUR &HX TOUR 56 GLF BL	G460	1,678.1	1,678.1										
CALLAWAY HX TOUR 56 GOLF BALLS	G460	312.8	312.8										
CALLAWAY HX TOUR GOLF BALLS	G460	625.1	79.2								545.9		
CALLAWAY RANGEFINDER	G420	683.8	679.6								4.2		
CALLAWAY VAR GOLF CLUBS	G460	606.6	606.6										
CALLAWAY X-20 & X-20 TOUR GOLF CLUBS	G460	1,556.6	1,296.4								260.3		
CALLEX OINTMENT	D553	1,257.1	1,257.1										
CALLIGARIS FURNITURE	H121	782.1	782.1										
CALLIGARIS FURNITURE STR	V375	657.4	657.4										
CALLOWAYS NURSERY	V358	378.8			378.8								
CAL-PAC ROOFING	V171	342.1			342.1								
CALPHALON COOKWARE	H231	2,123.2					4.2		289.7	504.7	1,324.6		
CALSTAR MOTORS MRCDS BNZ	V213	1,327.4			1,327.4								
CALTRATE 600 PLUS D CALCIUM TABLETS	D541	5,573.2	5,260.0						18.9	43.8	27.3	223.1	
CALTRATE 600-D CALCIUM TABLETS	D541	6,870.1							4,193.4	39.1	841.6	1,796.1	
CALUMET PHOTOGRAPHIC MULTI-PDTS DR	V899	2,512.4	2,512.4										
CALUMET PHOTOGRAPHIC PHOTO SVC DR	V859	359.0	277.5			81.6							
CALVARY HOSPITAL	V133	438.8				180.6	82.1			176.1			
CALVERT GROUP FUNDS	B125	725.1	676.6				48.5						
CALVERT WOODLEY LQR STR &INTL DELI	V341	872.4			872.4								
CALVIN KLEIN APPAREL	A990	16,973.9	14,772.6	415.8				53.0	1,353.2	379.2			
CALVIN KLEIN BATHING SUITS WOMEN	A150	759.9	759.9										
CALVIN KLEIN BEDDING	H142	685.5	685.5										
CALVIN KLEIN BRAS & PANTIES WOMEN	A220	969.1	969.1										
CALVIN KLEIN CLTHNG STR MEN	V311	1,896.1	1,668.1	207.9			20.1						
CALVIN KLEIN CLTHNG STR MEN & WOMEN	V311	2,069.1	891.4			13.0	270.1		894.6				
CALVIN KLEIN CLTHNG STR WOMEN	V311	3,208.0	2,669.4	498.5			40.1						
CALVIN KLEIN FURN STR	V375	682.2	322.0	360.2									
CALVIN KLEIN HOUSEHOLD FURNISHINGS	H190	658.3	429.6	228.7									
CALVIN KLEIN JACKETS & JEANS WOMEN	A120	277.4	277.4										
CALVIN KLEIN JEANS & SHIRTS WOMEN	A142	2,041.3	2,041.3										
CALVIN KLEIN JEANS JEANS WOMEN	A142	443.4	443.4										
CALVIN KLEIN JEANS MEN & WOMEN	A142	727.3	710.7			16.5							
CALVIN KLEIN JEANS RTW WOMEN	A190	355.9	355.9										
CALVIN KLEIN JEANS WOMEN	A142	988.2	988.2										
CALVIN KLEIN MAN FRAGRANCE MEN	D410	7,053.0	5,773.0	228.7							1,051.4		
CALVIN KLEIN RTW & SHOES WOMEN	A190	1,534.1	1,534.1										
CALVIN KLEIN RTW MEN	A190	370.1	370.1										
CALVIN KLEIN RTW MEN & WOMEN	A190	4,076.2	2,233.0			16.5	1,185.1	641.5					
CALVIN KLEIN RTW WOMEN	A190	1,068.0	1,068.0										
CALVIN KLEIN SHIRTS MEN & WOMEN	A141	298.3	298.3										
CALVIN KLEIN SPORTSWEAR MEN	A141	687.8	290.4	397.5									
CALVIN KLEIN SUITS MEN	A130	292.8	249.5				43.3						
CALVIN KLEIN SUNGLASSES	A430	917.1	917.1										
CALVIN KLEIN UNDERWEAR MEN	A210	3,124.4	3,124.4										
CAMARILLO &DESERT HILLS PRM OTLTS	V620	646.9							646.9				
CAMBRIA RADON DETECTOR	H625	554.8									554.8		
CAMBRIA SUITES HOTEL	T431	277.7			221.8		56.0				7.3	801.4	
CAMBRIA SURFACING MATERIAL	H619	1,646.3	577.6						200.0	60.0			
CAMBRIDGE BIOMARKETING	B651	351.2							351.2				
CAMBRIDGE COLLEGE	G810	803.4			308.2		60.3			434.9			
CAMBRIDGE CREDIT CONS CONSUMER SVC	B128	457.2	220.0							221.8	1.6	13.8	
CAMBRIDGE EYE DOCTORS	V135	1,324.1				27.2				1,296.9			
CAMBRIDGE HLTH ALNC CTR	V133	256.4				8.3			248.1				
CAMBRIDGE HOMES	B452	1,689.9			217.9		866.6			605.4			

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CAMBRIDGE HOMES RE DEV & HORTON DEV	B452	1,344.9			1,344.9								
CAMBRIDGE MEDICAL CLINIC	V133	504.5			504.5								
CAMBRIDGE PAVERS	H615	428.9							428.9				
CAMBRIDGE PAVINGSTONES	V376	250.2	184.7		65.5								
CAMEL LIGHT CIGARETTES	G210	918.5	918.5										
CAMEL NO 9 100S REG & MENTHOL CIG	G210	5,854.5	5,854.5										
CAMEL NO 9 REG & MENTHOL CIGARETTES	G210	11,596.9	11,596.9										
CAMEL SIGNATURE BLEND S CIGARETTES	G210	5,856.5	5,856.5										
CAMEL VAR CIGARETTES	G210	1,502.4	1,367.5		134.9								
CAMELBACK SCION TOYOTA	V212	889.9			889.9								
CAMELBACK TOYOTA	V212	1,363.6			1,363.6								
CAMELOT COMM SVC GRP	V129	448.0					448.0						
CAMELOT JEWELERS	V314	4,268.5			4,268.5								
CAMELOT PLAY	V161	489.2			4.4				484.7				
CAMERA WHOLESALERS/CTR	V361	257.3			71.7	185.6							
CAMERON BLAKE FORMAL GOWNS WOMEN	A130	423.1	423.1										
CAMINO REAL CHEVROLET	V211	320.6			102.0				218.7				
CAMP BOW WOW KENNELS	V158	580.8	541.2		35.7		3.0		0.9				
CAMPAIGN/DEFEND AMERICA	B329	254.1							254.1				
CAMPARI LIQUEUR	F722	2,228.4	1,542.2	686.1									
CAMPBELL & ASSOC ATTY	V151	500.6							500.6				
CAMPBELL SOUP CO CP	F900	3,275.3	2,523.2	744.1					8.0				
CAMPBELLS CHUNKY CHILI	F260	2,586.6	2,586.6										
CAMPBELLS CHUNKY FLY LD SOUP	F210	11,243.6	935.9						6,392.8	30.3	1,322.9	2,036.9	524.7
CAMPBELLS CHUNKY SOUP	F210	34,199.0	5,455.0	1,610.2	553.4				18,134.9	150.0	2,098.2	5,256.2	941.3
CAMPBELLS CHUNKY VAR SOUP	F210	952.2	952.2										
CAMPBELLS HEALTHY RQST MICRO SOUP	F210	692.6							24.9	163.6	504.2		
CAMPBELLS HEALTHY RQST SOUP	F210	14,566.1	7,859.8	372.1					3,878.0	97.5	888.6	1,490.2	
CAMPBELLS HLTHY RQST CHN MICRO SOUP	F210	2,179.3							1,617.9	24.6	328.4	208.5	
CAMPBELLS LOW SODIUM SOUP	F210	2,475.2	2,475.2										
CAMPBELLS LOW SODIUM&REDUCED FT SP	F210	532.0	387.3	144.7									
CAMPBELLS MICROWAVE SOUP	F210	2,796.9	22.5						1,853.8	26.7	194.5	699.5	
CAMPBELLS REG & LOW SODIUM SOUP	F210	14,044.2	10,586.6	3,457.6									
CAMPBELLS REG & REDUCED FAT SOUP	F210	10,807.2	8,523.9	2,283.4									
CAMPBELLS SELECT GLD LBL RTS SOUP	F210	16,278.1	3,183.9	5,087.5					5,066.0	128.6	870.4	1,941.7	
CAMPBELLS SELECT MICROWAVE SOUP	F210	3,360.4							2,086.3	52.1	492.1	729.8	
CAMPBELLS SELECT RTS SOUP	F210	8,734.4							6,027.6	38.8	910.9	1,757.1	
CAMPBELLS SELECT SOUP	F210	10,343.6	181.7	678.1					5,250.4	170.3	2,119.8	1,943.3	
CAMPBELLS SOUP	F210	99,149.1	16,214.8	2,866.3	168.1		9.2		39,397.4	1,999.9	8,409.4	23,310.7	6,702.6
CAMPBELLS SOUP AT HAND MICRO SOUP	F210	11,264.1	3,372.5						5,617.0	65.6	151.3	2,057.8	
CAMPBELLS SPAGHETTI OS PASTA	F250	2,249.6	2,249.6										
CAMPBELLS VAR FOOD PDTS	F900	4,312.6	4,021.7	119.1	18.6		153.2						
CAMPBELLS VAR MICROWAVE SOUPS	F210	13,541.2	5,558.2						5,672.1	8.1	288.3	2,014.5	
CAMPBELLS VAR SOUP	F210	14,482.5	1,212.5	3,835.2					7,192.0	38.6	316.5	1,455.4	408.7
CAMPERNCHLSNS/CHRTR&SLS	T420	2,515.3	2,515.3										
CAMPING & RV SHOW	V164	353.9			2.0					351.8			
CAMPING TIME RV CENTER	V232	379.1					43.2			335.8			
CAMPING WORLD RV SALES	V232	645.6								11.3	634.3		
CAMPING WRLD OTDR/ACCESS	V365	700.3								346.9	181.6	171.8	
CAMPMOR MULTI-PDTS DR	V899	304.3	304.3										
CAMPMOR SPORTING GOODS	V365	514.4			492.1	22.2							
CAMPTON PLACE HOTEL	T431	532.0			353.3	178.6							
CAMPUSDOOR PRVT EDUC LN CONSUMER SVC	B124	469.6										469.6	
CAMPUSDOOR SERVICES	V129	559.8	559.8										
CAMPUSDOOR.COM CON SVC ONLINE	B124	250.6										250.6	
CAN CAN FRAGRANCE WOMEN	D180	5,672.9	5,672.9										
CANADA DRY VAR SOFT DRINKS	F441	515.7					515.7						
CANADA TP	T434	6,602.7	5,577.5		490.5	487.9	18.0		20.2	8.6			
CANADIAN CLUB CANADIAN WHISKEY	F712	3,357.6	3,198.6		159.0								
CANADIAN MIST WHISKEY	F712	4,744.5	2,294.8	491.0	1,581.9		295.2						81.5
CANALI CLOTHING STORE MEN	V311	1,740.8	1,708.7		32.0								
CANALS DISC LIQUOR MART	V341	610.5			610.5								

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CAN-AM ATV	V233	284.9	282.8		1.8		0.4						
CAN-AM ATVS	T131	3,261.0						2,051.5	18.1		1,191.4		
CANANDAIGUA NATL B&T CONSUMER SVC	B121	420.3			336.3				83.9				
CAN-CAN VIDEO	H532	284.0	139.9	144.1									
CANCER AWARENESS/PSA	B323	321.4							314.3		7.1		
CANCER BENEFIT/PSA	B323	281.4							281.4				
CANCER FUND OF AMERICA	B322	328.8			328.8								
CANCER PRVNTN&NTRTN SCTN	B322	320.7					320.7						
CANCER TREATMENT CENTERS	V133	25,992.2			243.8		26.9	1,629.8	9,420.1	8,146.3	6,525.4		
CANCERANDCAREERS.ORG ONLINE	B322	273.0	273.0										
CANCUN MEXICO TP	T434	612.8	39.4		21.2	186.0	80.5		6.8		3.7		275.3
CANDIES APPAREL	A990	997.2	997.2										
CANDIES DRESSES & SHOES WOMEN	A130	426.5	426.5										
CANDIES FOUNDATION	B322	1,778.6	1,570.6						12.9		195.1		
CANDIES SHOES WOMEN	A310	596.9	596.9										
CANDLEWICK PRESS VAR BOOKS	B610	392.2	151.3		66.2	174.7							
CANDLEWOOD SUITES HOTELS	T431	342.5				229.8	112.7						
CANDY BOUQUET INTL INC BP	B911	479.8	479.8										
CANINE CMPNS/INDPND/PSA	B323	32,097.3						31,990.9	106.4				
CANINE COMPANIONS/INPNDC	B322	5,816.4			31.9			5,628.1	156.4				
CANNERY CASINO HOTEL	T431	535.4			372.3		159.0		4.2				
CANNON & DUNPHY ATTY	V151	297.3							297.3				
CANOBIE LAKE PARK	T440	509.6			47.3		114.3		348.0				
CANON CAMCORDER	H511	1,498.5	1,498.5										
CANON CAMERA & PRINTER	G141	771.9	771.9										
CANON COPIER	B711	1,879.0			16.1	1,547.7	315.2						
CANON DC DIGITAL CAMCORDER	H511	1,063.3	1,063.3										
CANON DIGITAL CAMERA & CANON PRINTERS	G141	303.1			303.1								
CANON DIGITAL LRNG CTR ONLINE	G840	366.4	366.4										
CANON DIGITAL PRESS	B719	594.2				594.2							
CANON DIGITAL PRESS & PRINTER	B711	396.1				396.1							
CANON EF CAMERA LENSES	G142	2,753.6	2,631.6		50.5	71.4							
CANON EOS CAMERA	G141	2,478.2	2,258.8			219.4							
CANON EOS CAMERA & LENSES	G141	3,138.4	3,028.7			109.7							
CANON EOS DIGITAL CAMERA	G141	8,655.6			169.4								
CANON EOS REBEL XTI DIGITAL CAMERA	G141	14,251.1	2,361.4					9,667.5	37.3	17.5	2,167.4		
CANON HV DIGITAL CAMCORDER	H511	1,374.9	1,374.9										
CANON IMAGEPRESS DIGITAL PRESS	B821	4,879.9	4,879.9										
CANON INC CP	G930	7,399.6	6,849.7			549.9							
CANON INK CARTRIDGES	B729	811.4	641.8			169.6							
CANON MULTI FUNCTION OFC MCHN	B719	5,711.3	4,902.3		523.2	285.8							
CANON OFFICE MACHINES	B719	3,340.4	2,848.5			426.8	65.1						
CANON OFFICE MCHNS&CON ELECT	B719	1,855.7			417.0	504.4	934.3						
CANON PIXMA PHOTO LAB PRINTER	G142	1,751.0	1,751.0										
CANON POWERSHOT DIGITAL CAMERA	G141	24,817.7	7,634.9			440.7		7,247.5	1,372.0		7,975.1		147.6
CANON POWERSHOT G DIGITAL CAMERA	G141	1,767.6	1,767.6										
CANON POWERSHOT S DIGITAL CAMERA	G141	696.8	554.0			142.9							
CANON PRINTERS	B521	9,734.9	2,861.9		1,649.5	2,443.7							2,779.8
CANON SCANNERS	B522	422.9	422.9										
CANON USA CP	G930	884.0	209.6			674.4							
CANON VAR CAMERA LENSES	G142	2,224.9	1,515.9		115.4	593.6							
CANON VAR CAMERAS	G141	1,764.3	42.9		1,093.6	627.8							
CANON VAR/CAMCORDER&PRINTERS	H511	12,862.4				12,862.4							
CANON VIDEO SYSTEM	H511	257.1			144.5	112.6							
CANONGATE GOLF CLUB	V162	422.3			422.3								
CANTERBURY PARK	V163	298.5			69.8		127.4		101.2				
CANTONI FURNITURE STORE	V375	1,001.9	403.1		361.6				237.2				
CANYON HILLS RE DEV	B452	405.7			405.7								
CANYON RANCH HEALTH RSRT	T431	2,058.3	1,659.6	343.1	19.9	35.7							
CANYON RANCH LIVING DEV	B452	1,612.3	631.8	905.7	61.2	13.7							
CANYON RANCH RE DEV	B452	639.8	296.7	343.1									
CANYON RE DEV	B452	626.6			626.6								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CANYONS RESORTS PARK CITY	T431	551.5	551.5										
CAP CANA DOMINICAN RPBLIC TP	T434	1,369.5	97.7			180.5	248.0	522.9			320.5		
CAP CANA RE DEV	B452	2,184.8	1,145.2	437.2	132.4	469.9							
CAP GEMINI AMERICA CONS	B930	2,374.9	267.6			84.4	2,022.9						
CAPACCIO BROS FURN STR	V375	806.6			780.0		26.6						
CAPCOM LOST PLANET EXTRM CNDTN	B531	4,176.8	572.1					1,686.2	0.1		1,918.3		
CAPE FEAR VALLEY MED CTR	V133	255.8							255.8				
CAPE SANTA MARIA RESORT	T431	366.2			225.5	140.7							
CAPEL RUGS	H131	537.2	537.2										
CAPEL RUGS STORE	V373	955.7			490.8		48.5		416.5				
CAPELLA UNIVERSITY ONLINE	G810	995.2	509.4		126.4	359.5							
CAPGEMINI BUSINESS CONS	B930	1,997.6	900.2		29.3	1,068.1							
CAPISTRANO AUTOS	V219	619.8			619.8								
CAPISTRANO FORD	V211	315.0			315.0								
CAPITAL ADVANTAGE INS	B430	339.8					339.8						
CAPITAL AREA VOLVO DA	T123	1,416.7			1,416.7								
CAPITAL AT BRICKELL DEV	B452	256.4		39.1	187.4	29.9							
CAPITAL AUTO DLR	V219	541.1			541.1								
CAPITAL BLUE CROSS MED & DENTAL INS	B412	600.2			463.0		137.2						
CAPITAL BLUE CROSS MEDICAL INSURANCE	B412	3,361.4					855.6		2,505.9				
CAPITAL BLUE CROSS VIGNETTE	B412	342.7							342.7				
CAPITAL COMM FED CRDT UN CON SVC	B124	510.4			450.2		9.4		50.9				
CAPITAL FORD	V211	651.1			217.1				433.9				
CAPITAL GRILLE	G320	715.1	561.7		12.7	17.0	77.0						46.7
CAPITAL IMAGING ASSOC	V133	306.3			273.6		32.8						
CAPITAL NISSAN	V212	708.6			708.6								
CAPITAL ONE BUSINESS SERVICES	B121	22,822.3	4,415.5		75.1	433.4		335.4			17,563.0		
CAPITAL ONE CONSUMER SERVICES	B121	40,037.1	963.8		360.1		284.5	12,952.2	3,630.3	5,270.7	12,387.4		4,188.0
CAPITAL ONE FED SVNG BNK CON SVC	B121	3,710.6			3,710.6								
CAPITAL ONE FIN CORP CP	B129	335.5					335.5						
CAPITAL ONE FINANCIAL CONSUMER SVC	B124	273.9			39.7		229.3				4.9		
CAPITAL ONE MASTERCARD & VISA	B111	126,714.8						83,898.3	788.8	19,958.0	22,063.6	6.1	
CAPITAL ONE VIGNETTE	B111	383.8							8.9		374.9		
CAPITAL ONE.COM ONLINE	B111	303.3			303.3								
CAPITAL PACIFIC HOMES	B452	644.4			284.6		344.2		15.6				
CAPITALONEBOWL.COM ONLINE	B121	2,256.4						11.8			2,244.6		
CAPITOL BEATLES LOVE RECORDINGS	H531	290.4	290.4										
CAPITOL CARPET & TILE	V373	321.1			70.1				251.0				
CAPITOL CHEVROLET	V211	469.9			286.0		19.5		164.5				
CAPITOL CITY CAREERS SCH	G840	257.1							257.1				
CAPITOL CITY NISSAN	V212	673.5			130.7				542.8				
CAPITOL CITY NISSAN & STONE MTN NSN	V212	418.0			418.0								
CAPITOL HONDA	V212	360.2			348.0		12.1						
CAPITOL HYUNDAI	V212	1,273.0					3.0		1,270.0				
CAPITOL HYUNDAI KIA	V212	4,688.5			4,688.5								
CAPITOL KEITH URBAN GREATEST HTS	H531	251.4	37.2	114.3				13.0	5.5		81.4		
CAPITOL KIA	V212	3,418.8			493.5		130.1		2,795.1				
CAPITOL KIA & HYUNDAI AUTOMALL	V212	447.1			447.1								
CAPITOL LIGHTING STORE	V378	1,616.1	82.1		1,119.2	380.5	34.2						
CAPITOL MAZDA	V212	673.4			673.4								
CAPITOL MITSUBISHI	V212	1,125.0			1,125.0								
CAPITOL NISSAN & STEVENS CREEK NISSAN	V212	284.0			284.0								
CAPITOL SUBARU	V212	457.9			457.9								
CAPITOL TOYOTA	V212	1,825.8			1,813.3		12.5						
CAPRI SUN ROARING WATERS FLAVORED/WTR	F460	3,990.2						298.9	2.6		3,688.7		
CAPRI SUN ROARING WATERS VIGNETTE	F460	358.3							24.8		333.5		
CAPRI SUN RTS FRUIT DRINK	F420	14,135.3	6,133.2					3,171.2	102.4	210.0	4,518.6		
CAPRI SUN VAR RTS FRUIT DRINKS	F420	1,766.0	1,243.1	522.9									
CAPRICO RE DEV	B452	264.0	180.8	83.2									
CAPTAIN BLACK CIGARS	G220	591.5	591.5										
CAPTAIN DS RESTAURANT	G320	5,998.9			175.0		190.6		5,633.3				
CAPTAIN MORGAN SPICED RUM	F732	13,856.5					460.7		91.0	13,304.8			

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CAPTIVITY VIDEO	H532	264.5									264.5		
CAPZASIN-P ARTHRITIS CREAM	D551	1,570.2							178.6	1,170.6	221.0		
CAPZASIN-P ARTHRITIS PAIN ROLL-ON	D551	1,231.6							43.2	999.7	188.7		
CAR & DRIVER MAG PHONE SERVICE	V156	474.9	474.9										
CAR & DRIVER MAG PRINTED PDTS DR	V829	291.7	291.7										
CAR & DRIVER MAG VAR BOOKS DR	V823	685.8	685.8										
CAR & DRIVER MAG VAR VIDEOS DR	V873	270.8	270.8										
CAR & DRIVER MAGAZINE RADIO PROGRAM	B623	816.4	816.4										
CAR & DRIVER RACE SERIES	B623	354.6	354.6										
CAR CASH LOANS CONSUMER SERVICES	B124	332.6							332.6				
CAR CITY AUTOS	V219	326.6						19.5		307.1			
CAR CREDIT CENTER	V219	1,504.5			119.5					1,385.0			
CAR CREDIT CITY AUTO SLS	V219	661.0						51.5		609.6			
CAR FACTORY OUTLET	V219	1,782.5			1,401.8					380.6			
CAR HOP AUTO SALES & SVC	V219	1,096.9			22.0					1,074.9			
CAR MART AUTO SALES	V219	311.8								311.8			
CAR OUTLET	V219	439.8								439.8			
CAR PROS CHRYSLER JEEP	V211	330.1			330.1								
CAR PROS HYUNDAI	V212	369.9			101.1					268.9			
CAR PROS KIA	V212	1,238.7			501.2					737.5			
CAR PROS SALES	V219	656.5			656.5								
CAR SENSE AUTO DLR	V219	307.8						19.0		288.8			
CAR SHOE SHOES WOMEN	A310	259.5	30.8	228.7									
CAR TOYS ACCESSORIES STR	V380	5,247.1			1,496.6					3,697.7			52.9
CAR X CAR CARE CENTER	V241	2,004.4			122.8					1,881.6			
CARANDDRIVER.COM MAG ONLINE	B623	2,267.6	2,233.1		34.5								
CARAVAN TOURS	T420	2,564.2	2,034.4		91.0	438.8							
CARAVELLE LIQUEUR	F722	764.3	764.3										
CARAVELLE WATCHES	A520	2,191.7	2,191.7										
CARBONITE BACKUP SOF ONLINE	B532	1,819.9							9.1		515.0	1,173.0	122.7
CARCRAZYCENTRAL.COM ONLINE	V219	371.1							132.0			239.1	
CARDINAL BANK CONSUMER SERVICES	B121	875.8			768.8		107.0						
CARDINAL WINE & SPIRITS	V341	897.1			897.1								
CARDINAL YACHT SALES	G430	255.7	255.7										
CARDINALE WAY AUTO	V219	312.3			312.3								
CARDIO MED LTD	V133	407.2			407.2								
CARDIS FURNITURE STORE	V375	12,995.2			9,059.0		267.2			3,669.0			
CARDO S-800 WIRELESS HEADSETS	B213	488.2	488.2										
CARDSCAN HOME OFFICE EQUIP DR	V821	2,710.8	895.7			1,815.1							
CARDSCAN SOFTWARE	B532	1,575.6	412.6								1,131.6		31.4
CARDSCAN VAR SOFTWARE DR	V821	575.1									575.1		
CARDWORKS TOYS DR	V851	439.4									439.4		
CARE BEARS BABY FURNITURE & ACCESS	H121	345.0	220.9									124.1	
CARE ORG	B322	1,125.9	842.0			205.6			70.7		7.6		
CARE ORG/PSA	B323	5,841.2							5,782.1	55.9		3.2	
CAREER CENTERS OF TX	G840	700.0			15.1					684.9			
CAREER CENTERS OF TX &STHSTRN/INST	G840	458.6			4.3					454.3			
CAREER COLLEGES OF AMER	G810	282.2							126.1		156.1		
CAREER FAIR	V164	545.9			440.0						105.9		
CAREER POINT INSTITUTE	G840	2,578.0			2.1					2,510.1			
CAREERBUILDER ONLINE	B913	36,059.3	1,927.8		12.9	463.5	10.0	29,006.5	782.7		3,838.5	17.4	
CAREERBUILDERS JOBS 4U	B913	302.2			302.2								
CAREFIRST BLCRS BLSHD MEDICAL INS	B412	2,602.0			718.9				10.7		1,273.4		
CAREFREE HAIR REMOVER&MOISTURIZER	D240	5,400.6									3,209.8	46.2	73.3
CAREFREE PRE-FAB BUILDINGS	H614	393.6			393.6							2,071.2	
CAREFREE SENIOR LIVING	V134	253.6			253.6								
CAREMARK RX INC CP	V129	939.2		263.9					675.3				
CAREMORE MEDICAL GROUP MEDICAL INS	B412	482.0									482.0		
CARENOW MEDICAL CLINIC	V133	442.8									381.8		
CAREONE CREDIT CNSLNG CONSUMER SVC	B128	3,281.0									578.8	411.1	2,291.2
CAREPLUS HEALTH PLANS MED&DNTL INS	B412	5,860.0			5,860.0								
CAREPLUS HEALTH PLANS MEDICAL INS	B412	931.3			931.3								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CAREPLUS HEALTH PLANS MEDICARE INS	B412	599.9							599.9				
CARESOURCE MEDICAL INSURANCE	B412	347.3							347.3				
CARESS EXOTIC OIL INFNS BODY WASH	D223	463.5	325.7						72.1		65.6		
CARESS EXTC OL INFNS CRM/BR&BDY WSH	D221	7,718.2	5,238.8					1,764.1	10.3	216.8	488.2		
CARESA JEWELRY	A510	255.8	255.8										
CAREY CONSTRUCTION	V171	270.4			270.4								
CARFAX.COM ONLINE	V290	10,351.6						332.9	105.9		9,025.7	887.1	
CARGILL INC CP	G930	16,668.5	7,069.5			3,078.7		292.6	2,827.4	63.4	3,336.9		
CARGILL WATER CONDITIONING SALT	H621	270.3											270.3
CARHARTT JACKETS MEN & WOMEN	A120	481.5	481.5										
CARHARTT SPORTSWEAR MEN & WOMEN	A141	581.7	111.6		0.8		15.9						453.5
CARIBBEAN ISLANDS TP	T434	587.7			454.4	133.3							
CARIBBEAN JOE SPORTSWEAR MEN & WOMEN	A141	369.5	369.5										
CARIBBEAN JOE SPORTSWEAR WOMEN	A141	779.8	779.8										
CARIBOU COFFEE BARS	D543	2,498.8	2,498.8										
CARIBOU COFFEE SHOP ONLINE	G320	304.5	135.9				168.6						
CARIBOU VAR COFFEE	F411	258.9			7.3		251.6						
CARINOS ITALIAN GRILL	G320	1,229.0			95.3		19.8		749.4		364.5		
CARL CHEVROLET	V211	543.1			521.4				21.6				
CARL F BUCHERER WATCHES	A520	3,745.9	2,867.7			878.3							
CARL HANSEN&SON FURN STR	V375	250.9	250.9										
CARL HARZ FURNITURE STR	V375	595.3			595.3			272.2					
CARL KARCHER FST FD REST	G310	272.2											
CARL KIA	V212	344.3			344.3								
CARL MOORE ANTIQUES	V379	342.0	342.0										
CARLETON H SHTS RL PRFTS WORKSHOP	G820	738.8			738.8								
CARLISLE RSTRTN LMBR FLOORING	H132	558.3	558.3										
CARLISLE RTW WOMEN	A190	554.8	554.8										
CARLISLE WIDE PLANK FLRS	V373	1,239.7	1,239.7										
CARLITE AUTO GLASS	T144	289.5					141.1						148.4
CARLOAN.COM ONLINE	B124	456.7							280.8		175.9		
CARLOS OKELLYS MEX CAFE	G320	283.3							283.3				
CARLS FURNITURE STORE	V375	9,495.6			7,431.1				2,064.5				
CARLS FURNITURE STORE & CARLS PATIO	V375	275.0			275.0								
CARLS GOLFLAND SHOP	V365	890.1			581.4				308.7				
CARLS JR RESTAURANT	G320	37,568.5	129.2		468.9		814.5		35,105.3				1,050.7
CARLS JR RESTAURANT VIGNETTE	G320	331.6							331.6				
CARLS PATIO FURN STORE	V375	2,659.2			1,838.3				821.0				
CARLSEN SUBARU	V212	547.0			512.6				34.4				
CARLSON HOTELS WORLDWIDE	T432	637.4				196.2						441.2	
CARLSON WAGONLIT TRAVEL	T420	1,168.1			1,026.1		2.6		139.3				
CARLSONS PIANO WORLD STR	V369	366.3			366.3								
CARLYLE & CO JEWELERS	V314	1,125.7			30.3		1,095.4						
CARLYLE FURNITURE	H121	595.9	16.7	579.2									
CARMAX AUTO SUPERSTORE	V219	50,811.8			14,014.3		583.5		35,108.0				1,106.1
CARMAX AUTO SUPERSTORE ONLINE	V219	7,593.6							7,593.6				
CARMAX CP	V219	1,048.1											1,048.1
CARMD AUTO DIAGNOSTIC TOOL	T144	482.5	482.5										
CARMELA SUTERA BRIDAL GOWNS WOMEN	A130	321.9	321.9										
CARMICHAEL TRAINING SYS	D800	556.7	556.7										
CARMIKE CINEMAS	V165	1,220.3			1,220.3								
CARNATION INST BRKFST DRNK MX&RTS	D543	5,835.0	5,835.0										
CARNATION INSTANT BREAKFST DRNK MX	D543	827.7	813.2						0.8				13.6
CARNEGIE ABBEY/NARGNST	B452	302.4	106.2	41.2	154.2	0.8							
CARNEGIE HALL	V161	4,515.2	2,829.0		54.4	1,631.8							
CARNEGIE MSM/NAT HSTRY	V166	271.4			208.5		5.7		57.2				
CARNEGIE SCIENCE CENTER	V166	523.3			385.9		23.3		114.2				
CARNIVAL CRUISE LINES CRUISES	T412	70,254.1	12,199.1	274.7	15,846.4	1,000.6		29,472.0	39.3		9,832.2		1,589.8
CARNIVAL CTR/PRFRMNG ART	V161	626.4			609.0				17.4				
CAROL HOUSE FURN STR	V375	653.6			6.4				647.1				
CAROLE HOUSEHOLD FABRICS	H141	447.4	447.4										
CAROLEE JEWELRY	A510	387.2	387.2										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CAROLINA CLRNGHS FURN&IN	V375	251.5			251.5								
CAROLINA FIRST BANK CONSUMER SVC	B121	938.4			863.0		61.6		13.7				
CAROLINA FURN CNCPTS STR	V375	614.5			328.4		10.4		275.7				
CAROLINA HERRERA FURS WOMEN	A120	1,134.5	1,134.5										
CAROLINA HERRERA STORE WOMEN	V311	1,603.6	1,576.5		4.7	22.5							
CAROLINA HYUNDAI	V212	309.8			309.8								
CAROLINA HYUNDAI & LAKE NORMAN HYND	V212	767.0			767.0								
CAROLINA INTERIORS FURN	V375	361.3			346.3		15.0						
CAROLINA KIA	V212	286.1							286.1				
CAROLINA LANTERNS&ACCESS	V378	1,297.9	1,297.9										
CAROLINA MEDICAL CENTER	V133	435.8					418.9		16.9				
CAROLINA PANTHERS FTBL	V163	385.1					16.5		368.6				
CAROLINA PREMIUM OUTLETS	V359	290.6	31.1		86.8		2.8		104.4				65.6
CAROLINA RICE	F324	575.4	78.5						192.0				305.0
CAROLINAS MEDICAL CENTER	V133	568.6			327.3		51.7		189.6				
CAROLINES COMEDY CLUB	V167	279.8	279.8										
CAROWINDS AMUSEMENT PARK	T440	755.9							755.9				
CARPENTER RE AGENCY	B451	258.7			204.3		54.4						
CARPET BARN	V373	638.3			274.6		3.8		359.9				
CARPET CITY USA	V373	400.2			400.2								
CARPET CLUB CARPET STR	V373	542.8			531.7				11.1				
CARPET CLUB CARPET STR & CONST CLUB	V373	913.3			913.3								
CARPET CORNER CARPET STR	V373	1,248.8			1,038.9				209.8				
CARPET DEPOT CARPET STR	V373	274.0			101.7		16.1		156.2				
CARPET EXCHANGE STORE	V373	2,297.4			172.2				2,125.3				
CARPET KING	V373	426.6			91.4		120.2		215.0				
CARPET LAND	V373	1,769.0			1,769.0								
CARPET LIQUIDATORS STORE	V373	450.0			125.0				325.0				
CARPET MART CARPET STORE	V373	283.8			90.4				193.3				
CARPET MILL OUTLET	V373	2,029.9			2,029.9								
CARPET MILLS OF AMERICA	V373	278.4			278.4								
CARPET N DRAPES STORE	V373	316.6			309.7				6.8				
CARPET ONE FLOOR&HM STR	V373	1,008.2			244.2				764.0				
CARPET ONE FLOORING CTR	V373	679.4	613.2		46.8		19.5						
CARPET ONE STORE	V373	2,215.7	1,226.3		444.0				538.6	6.7			
CARPET ONE WRLD/CRPTS/ST	V373	420.6			420.6								
CARPET ONE/LIVERMORE STR & SAN RAMON	V373	314.1			314.1								
CARPET WORLD CARPET STR	V373	409.8			176.5		3.1		230.2				
CARPET & FLOORING EMPORIUM	V373	1,123.8			1,123.8								
CARPET & TILE LDTRS STR	V359	551.6			438.4				113.2				
CARPETERIA CARPET STORE	V373	1,380.1			1,093.9		46.7		239.4				
CARPETLAND USA	V373	1,271.8			325.8				946.0				
CARPETS & MORE STORE	V373	483.5			445.1				38.3				
CARPETS N MORE STORE	V373	3,371.0			3,216.8				154.1				
CARPETS OF DALTON CAMPUS	V373	966.0							966.0				
CARQUEST AUTO PARTS STR	V380	2,101.9	1,981.4		2.9				92.3		25.4		
CARQUEST MULTI-PDTS DR	V899	4,123.5	4,123.5										
CARR & CARR ATTY	V151	530.9							530.9				
CARR CHEVY WORLD	V211	468.9							468.9				
CARRABBAS ITALIAN GRILL	G320	8,076.1	77.4		59.6		261.2		5,912.2		212.0		1,553.7
CARRERA Y CARRERA JEWELRY	A510	1,612.4	1,612.4										
CARRIER CENTRAL & ROOM AC	H622	402.6							0.4		158.9		243.4
CARRIER CENTRAL AC	H622	596.5			310.6		30.5		82.5		23.4		149.6
CARRIER CENTRAL AC & FURNACE	H622	868.2			850.4				17.8				
CARRIER HEATING & COOLING EQUIP	H622	8,129.2	131.6		52.8		235.7		1,480.2		1,978.0		212.9
CARRIER HEATING SYSTEM	H622	335.9								109.2			62.1
CARRIER INFINITY HTG & COOLING EQUIP	H622	1,239.7	1,216.6		18.9								4.2
CARROLL CHEVROLET	V211	891.3			891.3								
CARROLLS TIRE WAREHOUSE	V241	549.2			506.8		17.3		25.1				
CARROWS RESTAURANT	G320	835.4			22.6		41.1		771.7				
CARRS HONDA	V212	449.9			449.9								
CARS 101 AUTO SALES	V219	1,284.8			1,284.8								

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CARS FOR COURAGE ORG	B322	254.7			254.7								
CARS FOR KIDS ORG	B322	356.1			162.8				193.4				
CARS VIDEO	H532	930.6									930.6		
CARS.COM ONLINE	V219	17,050.6			323.1		447.9	859.7	3,935.9		11,064.8		10.2
CARSMART AUTOS	V219	323.5			277.1				46.5				408.9
CARSON HONDA	V212	280.5			271.4				9.1				
CARSON PIRIE SCOTT DEPT APPAREL MEN	V410	277.8			277.8								
CARSON PIRIE SCOTT DEPT APPAREL W	V410	1,113.1			706.6				406.5				
CARSON PIRIE SCOTT DEPT DRUGS/TOIL	V430	430.5			333.0				97.4				
CARSON PIRIE SCOTT DEPT HOUSEHOLD	V470	1,927.0			655.0				1,272.0				
CARSON PIRIE SCOTT DEPT MISC	V450	6,712.8			6,511.5				201.3				
CARSON PIRIE SCOTT DEPT MULTI-PDTS	V490	253.1			194.3		58.8						
CARSON PIRIE SCOTT DEPT SALES ANNC	V490	5,083.5			1,891.9				3,191.6				
CARSON TOYOTA	V212	277.4			2.4				275.0				
CARSOUP ONLINE	V219	2,319.0							2,293.4		25.7		
CARSTAR COLLISION REPAIR	V241	306.5			7.0		39.3		260.2				
CARTER BLOOD CARE	V139	444.5						10.8		433.7			
CARTER EYE CENTER	V135	304.3								304.3			
CARTER MARIO ATTY	V151	730.0						10.8		719.2			
CARTER PRSCT TR&ASSOC ES	V159	267.0			267.0								
CARTER SUBARU	V212	360.0						14.7		345.3			
CARTERET CMPRHNSV MED CR	V133	413.9			413.9								
CARTERS BEDDING&INFANT ACCESS	H142	301.5	301.5										
CARTERS COUNTRY SPRT STR	V365	559.8			559.8								
CARTERS OUTLET STORE CHILDREN	V311	577.5	574.2		3.3								
CARTIER JEWELERS	V314	6,438.8	1,091.7	839.3	736.6	3,382.6	388.6						
CARTIER JEWELRY	A510	14,215.3	14,123.3		18.2	73.8							
CARTIER WATCHES	A520	14,871.3	12,626.7	362.5		1,882.1							
CARTOON NETWORK CABLE TV	B642	2,240.4			42.9		2,197.5						
CARTOON NETWORK CABLE TV PAID PROMO	B642	1,716.8									5.2	1,711.7	
CARTOONBANK.COM ONLINE	V352	1,264.8	1,264.8										
CARTRIDGE WORLD BP	B911	601.8	600.0		1.7								
CARTRIDGE WORLD OFC SUPP	V322	1,217.9	1,136.2		81.8								
CARTRIDGE WORLD SUPP STR	V322	1,066.5			2.6		24.2		444.7			595.0	
CARTRONIX WIRELESS STORE	V329	412.3			412.3								
CARUSO CHRYSLER JEEP	V211	375.0			375.0								
CARVEL ICE CREAM STORE	V343	487.3			30.3		24.8		327.2			105.0	
CARVER YACHTS	G430	436.2	436.2										
CASA AUTOMOTIVE GROUP	V219	1,658.4			1,649.8				8.5				
CASA BELLA RE DEV	B452	301.1			301.1								
CASA CHEVROLET	V211	293.6			1.1				292.5				
CASA COURT APNTD/CHLDPSA	B323	2,185.4						2,046.0	139.4				
CASA CTR/ADCTN&SBSTN/PSA	B323	401.2							139.8	261.4			
CASA DE CAMPO RESORT	T431	331.6	328.5						3.1				
CASA DEL MAR HOTEL	T431	327.8	325.1		2.7								
CASA FIORA DRAPES	H141	983.9	983.9										
CASA FORD LINCOLN MERC	V211	444.4							444.4				
CASA NISSAN	V212	493.7							493.7				
CASA OLE MEXICAN REST	G320	451.5					11.1		440.5				
CASA/CERAMICA FLRNG STR	V373	1,085.4							1,085.4				
CASA/COURT APT/AD/CH/PSA	B323	1,352.7						773.2	579.5				
CASABLANCA BRIDAL GOWNS WOMEN	A130	5,822.3	5,822.3										
CASABLANCA CEILING FANS	H190	2,245.8	2,221.5		24.1				0.1				
CASABLANCA MIKA LIFE/CARTOON MOTION	H531	275.5							4.6		270.9		
CASABLANCA RESORT&CASINO	T431	416.3			68.0		348.3			262.2			
CASAS/CERAMICA FLRNG STR	V373	262.2											
CASATO JEWELRY	A510	335.9	335.9										
CASC ORG	B329	268.3	268.3										
CASCADE 2 IN 1 ACTN PAC DSHWSHR DET	H410	7,169.7						1,833.8	68.2	1,005.6	4,262.1		
CASCADE COMPLETE/BLEACH LIQ DHWS DET	H410	15,695.8						3,771.6	738.8	1,394.3	9,791.1		
CASCADE DISHWASHER DETERGENT	H410	4,568.2						530.6	31.5	292.5	3,713.6		
CASCADE HONDA & WHITE PLAINS HONDA	V212	436.2			436.2								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CASCADE LIQ&POWDER DSHWSHR DET	H410	3,960.9					49.8		1,963.5	223.0	518.9	1,255.5	
CASCADES RE DEV	B452	616.5	566.7										
CASCADIAN FARM FROZEN VEGETABLES	F323	1,879.9	1,879.9										
CASCADIAN FARM ORGNC CNMN RSN&OAT/GR	F220	3,078.6	3,078.6										
CASCADIAN FARM VAR CEREAL	F220	4,618.9	4,618.9										
CASEY AUTO ENTERPRISES	V219	419.3			323.6					95.7			
CASEY CHEVROLET	V211	874.8			789.2					85.6			
CASEY KIA	V212	315.5			217.9					97.6			
CASEYS GENERAL STORE	V359	854.0					8.3		845.8				
CASH AMER PAYDAY ADVANCE CON SVC	B124	523.1								523.1			
CASH FLOW GENERATOR WORKSHOP	G820	357.4			308.0					49.4			
CASH REGISTER INS AGENCY	B430	542.0								542.0			
CASH STORE CONSUMER SERVICES	B129	383.4					287.8		95.7				
CASH TIME TITLE LOANS CONSUMER SVC	B124	513.5					268.9		244.5				
CASH4GOLD MISC DR	V859	2,870.3							32.1	501.7	2,336.5		
CASHCALL CASH CONSUMER SERVICES	B124	20,491.2					255.4	90.5	4,111.8	10,818.8	5,164.7		49.9
CASHFLOW TECHNOLOGIES VAR BOOKS	B610	261.6		261.6									
CASHLAND CHECK CASHING CONSUMER SVC	B129	746.3					284.8			461.5			
CASHMERE MIST &DONNA KRN GLD FRAG W	D180	2,155.0						689.1	55.7	615.5	794.7		
CASHMERE MIST FRAGRANCE W & TOIL	D180	3,253.3	3,253.3										
CASHPOINT CONSUMER SERVICES	B129	1,652.0								1,652.0			
CASINO ARIZONA	V169	2,546.1								2,546.1			
CASINO AZ AT SALT RIVER	V169	2,457.9	25.8		2,107.1		325.0						
CASINO AZ HOTEL	T431	1,387.4			13.9		1,373.4						
CASINO AZTAR	V169	785.6			269.0		500.9			15.7			
CASINO DEL SOL & CASINO OF THE SUN	V169	694.7								694.7			
CASINO FILIPINO	V169	301.9		301.9									
CASINO MONTE LAGO RESORT	T431	500.2			500.2								
CASINO OF THE SUN	V169	539.6					537.1			2.5			
CASINO PAUMA	V169	705.1			534.1					170.9			
CASINO QUEEN HOTEL	T431	2,347.6			2,250.0					97.6			
CASINO QUEEN STEAMBOAT	T431	299.6					299.6						
CASINO ROYALE VIDEO	H532	9,924.4	858.2					6,728.2	23.8	667.2	1,646.9		
CASINO WINDSOR HOTEL	T431	4,166.9			1,932.0		1,395.0		638.3				201.7
CASIO COMPUTER CO LTD CP	G930	258.3			184.7	73.6							
CASIO ELECTRONIC INSTRUMENTS	G190	582.5					582.5						
CASIO EXILIM DIGITAL CAMERA	G141	3,336.9	3,171.0		130.9	35.0							
CASIO INC CP	B512	285.0			137.4	147.6							
CASIO MUSICAL KEYBOARD	G190	1,081.4			1,063.5	17.9							
CASIO WATCHES	A520	976.0	976.0										
CASPERS SCARE SCHOOL VIDEO	H532	387.5	199.9					106.2	0.0		81.3		
CASSANOS PIZZA&SUBS REST	G310	685.5							685.5				
CASSARA BROS CLOTHIERS MEN	V311	641.7			641.7								
CASSIDY TIRE & SERVICE	V241	1,554.5			1,554.5								
CASSINA FURNITURE	H121	447.5	333.1	114.4									
CASSIS JEWELRY	A510	846.5	846.5										
CASTALIAN MUSIC VAR RECORDINGS DR	V871	3,761.0						849.5	131.0	5.3	2,775.2		
CASTLE & COOKE RE DEV	B452	486.1	147.6				338.5						
CASTLE AUTO DLR	V219	460.3			244.3		216.0						
CASTLE FORD	V211	1,981.5			1,981.5								
CASTLE HONDA	V212	481.8			481.8								
CASTLE JEWELRY&PAWN STR	V314	350.5								350.5			
CASTLE LAW OFFICES&ASSN	V151	352.7								352.7			
CASTLE MITSUBISHI	V212	334.8			258.5					76.3			
CASTLE ROCK REMODELING	V171	505.8			303.0		202.8						
CASTLE TOYOTA	V212	1,882.0			1,693.4					188.6			
CASTLE WINDOWS CO	V171	589.0			589.0								
CASTLEBERRYS CP	F900	743.9			674.8	69.1							
CASTRIOTA CHEVROLET	V211	415.2			171.4		46.0			197.8			
CASTROL GTX HIGH MILEAGE MOTOR OIL	T212	11,524.0	4,149.6						348.1	14.5	6,011.8	1,000.0	
CASTROL GTX MOTOR OIL	T212	13,751.1	3,390.4						912.1	80.2	9,340.2		28.1
CASTROL SYNTEC MOTOR OIL	T212	11,541.3	2,954.1						51.7	3.2	8,453.1		79.1

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CASUAL CONCEPTS FURN ST	V375	312.6			312.6								
CASUAL LIVING HOUSEHOLD DR	V872	252.3			252.3								
CASUAL MALE XL CLTHNG ST MEN	V311	431.3							90.0	23.2		318.1	
CAT ATTRACT LITTER	G640	1,473.6	1,473.6										
CAT CAR FERRY	V180	418.2			8.2	3.1				406.9			
CAT EYE BICYCLE COMPUTERS	G130	262.1	262.1										
CAT GENIE MISC DR	V859	1,782.6								3.4	126.2	1,653.0	
CATALINA ISLAND CA TP	T433	338.9	18.0		320.9								
CATALOG MUSIC CO MULTI-PDTS DR	V899	604.6	343.2	261.5									
CATALOG MUSIC VAR RECORDINGS DR	V871	390.7	376.3		14.3								
CATANIA & CATANIA ATTY	V151	929.9								929.9			
CATCH & RELEASE VIDEO	H532	2,278.4	826.2						429.2	28.0	515.8	479.2	
CATCH 47 TV SPORTS PAID PROMO	B641	489.0			489.0								
CATERPILLAR INC RECRUITMENT	B912	1,249.0	1,249.0										
CATFISH INSTITUTE CATFISH	F334	714.9	321.1										393.8
CATHAY PACIFIC AIRWAYS INTL	T414	3,924.0	1,578.6	114.4	268.4	596.3	1,363.4		2.9		0.1		
CATHERINE MALANDRINO STR	V359	571.8		571.8									
CATHOLIC CEMETERIES	V157	350.9			310.6		36.5			3.8			
CATHOLIC CHARITIES	B322	691.4			461.6	14.4	69.9			145.6			
CATHOLIC COMM CMPGN/PSA	B323	589.0								589.0			
CATHOLIC HEALTH SERVICES	V133	271.9								271.9			
CATHOLIC HEALTHCARE WEST	V133	714.0			75.5	140.0	498.4						
CATHOLIC HLTHCR WST CTR	V133	487.1			334.6	151.2	1.3						
CATHOLIC SCHOOLS	G850	422.2			71.5		61.0			289.6			
CATHOUSE ANTIQUE IRN BDS	V375	470.6	470.6										
CATHYS CONCEPTS MISC MERCHANDISE	G190	256.9	256.9										
CATO FSHNS CLTHNG STR WOMEN	V311	2,067.8			36.3					2,031.5			
CATS PLAY	V161	535.9			15.7					520.2			
CAUTION ALLERGEN PROGRAM	V139	1,297.5								1,297.5			
CAVALIER FINE ART	V352	265.8	265.8										
CAVALIER HOTEL	T431	502.9			502.9								
CAVALIER TELEPHONE BUSINESS & RES	B222	2,073.4			31.1		96.3						1,946.0
CAVALIER TELEPHONE ISP	B225	458.2								458.2			
CAVALIER TELEPHONE ISP & LOCAL	B225	545.0								545.0			
CAVALIER TELEPHONE ISP/PHONE	B250	2,129.3								2,129.3			
CAVALIER TELEPHONE ISP/PHONE/TV	B250	419.5								419.5			
CAVALIER TELEPHONE LOCAL & LONG DIST	B222	749.7								749.7			
CAVALIER TELEPHONE RESIDENTIAL	B222	1,013.9								143.0			870.9
CAVEMANSKRIB.COM ONLINE	B670	642.9							29.9	188.0	425.0		
CAVENDER AUTO DLR	V219	550.3			550.3								
CAVENDER SUZUKI	V212	369.7			230.9					138.8			
CAVENDER TOYOTA	V212	1,066.3			581.2					485.1			
CAVENDERS WESTERN WR STR FAMILY	V311	400.0			364.3		35.7						
CAVENDISH WHITE YACHTS	G430	729.1	729.1										
CAVIT WINE	F620	3,519.4	1,594.3						156.8		688.0	388.8	691.4
CAYMAN AIRWAYS INTL	T414	534.1		282.7		71.4	25.6		149.4	4.9			
CAYMAN ISLANDS TP	T434	5,716.4	3,469.1	472.3	41.3	214.3			1,075.0	4.9	439.5		
CAYMAN JAZZ FEST	V161	405.6	405.6										
CAZADORES TEQUILA	F733	1,106.2					1,106.2						
CB RICHARD ELLIS CP	B451	634.1	39.9	287.0	0.7	306.5							
CB RICHARD ELLIS REALTY	B451	2,708.7	1,419.1	104.0	262.5	714.2	12.1				196.8		
CB2 FURNITURE STORE	V375	704.5	70.6	457.4		176.5							
CBR CORD BLOOD REGISTRY	V139	515.3	515.3										
CBS 2 TV NETWORK NEWS DIV	B641	363.8		363.8									
CBS CARES/PSA	B323	127,856.2							126,953.5	902.7			
CBS PARAMOUNT TV PROGRAM	B641	1,211.0		28.6									1,182.4
CBS PROMO & VICTORIAS SECRET	B641	869.2							866.9	2.3			
CBS PROMO & XBOX 360	B641	406.2							406.2	0.0			
CBS RADIO NETWORK	B630	1,559.7			26.0		1,533.7						
CBS TV NETWORK	B641	4,308.0							4,284.3				23.7
CBS TV NETWORK ENTERTAINMENT DIV	B641	18,737.7	7,450.7	3,779.3	801.0	4,162.4	26.8						2,517.6
CBS TV NETWORK NEWS DIV	B641	2,774.8		37.6		2,524.1	142.9						70.3

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CBS TV NETWORK PAID PROMO	B641	2,758.5			2,675.9		10.6						71.9
CBS TV NETWORK SPORTS DIV	B641	1,323.1	338.2		558.3	372.7							53.9
CBS VAR PROGRAMS PAID PROMO	B641	5,716.4										5,716.4	
CBS-CANE PAID PROMO	B641	3,727.6	2,537.0	1,101.6	20.1		49.5				19.4		
CBS-CANE/MOONLIGHT PAID PROMO	B641	467.9	467.9										
CBS-CRIMINAL MINDS PAID PROMO	B641	513.9	513.9										
CBS-CSI & VIVA LAUGHLIN PAID PROMO	B641	265.8			122.9	142.9							
CBS-CSI MIAMI PAID PROMO	B641	1,415.2	1,415.2										
CBS-CSI/WITHOUT A TRACE PAID PROMO	B641	689.1	620.0			69.1							
CBS-DR PHIL & JUDGE JUDY PAID PROMO	B641	377.8											377.8
CBS-FASHION ROCKS PAID PROMO	B641	2,293.4	2,200.7	92.7									
CBS-INSIDE EDITION PAID PROMO	B641	422.6	422.6										414.6
CBS-INSIDER/ET PROMO	B641	414.6											
CBS-KID NATION PAID PROMO	B641	652.0	565.3			69.1					17.6		
CBSLA CABLE TV	B642	4,020.8					4,020.8						
CBS-MOONLIGHT PAID PROMO	B641	306.2	306.2										
CBS-MOVIES ROCK PAID PROMO	B641	680.6	680.6										
CBSNY CABLE TV	B642	2,546.7					2,546.7						
CBS-PICTURES/HOLLIS WOOD PAID PROMO	B641	1,964.6	242.0	1,514.3							208.4		
CBS-PRICE/RIGHT/YNG/RSTL PAID PROMO	B641	351.8	351.8										
CBS-VAR PROGRAMS PAID PROMO	B641	6,235.8	5,875.0			360.8							
CBS-VICTORIAS SECRET/SHW PAID PROMO	B641	902.8	851.1								51.7		
CBS-VIVA LAUGHLIN PAID PROMO	B641	1,660.5	1,603.6								56.9		
CBS-YOUNG & THE RESTLESS PAID PROMO	B641	287.5	287.5										
CC CARPET STORE	V373	495.1			320.5				174.6				
CCC CREDIT CNSLRS CORP CONSUMER SVC	B128	617.3			2.0		41.8		573.5				
CD PEACOCK JEWELERS	V314	1,000.2			772.6		227.6						
CD STRIPPER MISC DR	V859	1,262.9							3.3		1,259.6		
CDC CENTERS/DISEASE/PSA	B323	972.4						79.5	668.9		224.0		
CDI COLLEGE	G810	824.9							300.4		524.4		
CDI DISNEY MGCL TLKING THRN	G542	381.6									381.6		
CDI DSNY PRNCS TLKN CSH RGST	G549	1,393.1						11.7			1,381.4		
CDPHP MEDICAL & DENTAL INS	B412	281.1			247.7		33.5						
CDPHP MEDICAL INSURANCE	B412	812.2	15.4		13.9		476.8		306.1				
CDW COMPUTER CENTER	V321	6,280.8	3,361.6		76.0	144.4	7.4	1,196.6			775.3		719.5
CDW COMPUTER CTR INC CMPTR PDTS DR	V821	25,874.2	15,431.3			10,442.9							
CDW COMPUTER CTR INC CP	V321	1,396.2	458.4			937.8							
CDW COMPUTER CTR INC MULTI-PDTS DR	V899	933.3	688.3			245.0							
CDW SOLUTIONS PROVIDER	V129	16,858.6						7,915.0	47.6		8,895.9		
CEDAR HILL FURN STORE	V375	303.0			267.5				35.4				
CEDAR POINT AMUSE PARK	T440	3,297.8	62.4		16.3		301.0		2,918.1				
CELADRIN DRUGS/TOLTRIES DR	V830	525.9			525.9								
CELADRIN JOINT CREAM	D553	558.9	259.1	274.9	24.9						262.9		
CELEBRATION OF GOSPEL VIDEO	H532	262.9											
CELEBREX ARTHRITIS RX	D560	57,955.3	19,767.6	5,713.6				32,474.1					
CELEBRITY CHEF CLASSIC	V169	272.8	272.8										
CELEBRITY CRUISES	T412	19,093.0	3,707.8		6,009.3	694.5		142.1	5,814.7		2,724.6		
CELEBRITY FITNESS	D800	259.4	259.4										
CELEBRITY THEATRE	V161	252.6			252.6								
CELESTIAL SEASONINGS FLAVORED TEA	F412	321.1	316.8		4.3								
CELESTIAL SEASONINGS GREEN TEA BAGS	F412	273.5	273.5										
CELESTIAL SEASONINGS VAR TEAS	F412	253.9	253.9										
CELINE APPAREL	A990	1,361.1	1,361.1										
CELINE DION ENCHANTING FRAGRANCE W	D180	1,654.0	1,654.0										
CELINE DION PRSLN APPR	V161	597.4			166.7				430.6				
CELINE DION/NEW DY CNCRT	V161	380.2	380.2										
CELINE DRESSES & HANDBAGS WOMEN	A130	709.0	709.0										
CELINE HANDBAGS & RTW WOMEN	A410	382.7	382.7										
CELINE HANDBAGS & SHOES WOMEN	A410	545.1	545.1										
CELL CLIX PHONE CUSTOMIZATION SVC	B229	6,339.1	6,339.1										
CELLCLIX VAR SOFTWARE	B532	424.6	424.6										
CELLINI JEWELRY STORE	V314	3,299.4	2,881.2		56.8	334.0	27.3						

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CELLINO & BARNES ATTY	V151	2,843.3					405.8		2,437.5				
CELLMASS CREATINE SUPPLEMENT	D543	1,745.9	1,745.9										
CELL-TECH & NITRO-TECH PRTN SHK	D543	315.3	315.3										
CELL-TECH HARDCORE PROTEIN DRINK MIX	D543	3,244.4	3,244.4										
CELL-TECH HRDCR &NTR-TCH/PRTN DRNK	D543	315.3	315.3										
CELLULAR CENTER	V329	251.8			251.8								
CELLULAR IMAGES STORE	V329	2,521.5			2,521.5								
CELLULAR NTWRK COMM GRP WIRELESS SVC	B223	796.4			796.4								
CELLULAR ONE WIRELESS SERVICE	B223	995.6			8.4		202.0		785.2				
CELLULAR SALES	V329	1,386.8			1,244.2		142.6						
CELLULAR SOUTH CELL STR	V329	4,214.8			3,450.3				764.5				
CELLULAR SOUTH WIRELESS SERVICE	B223	4,996.6			89.0		806.5		3,241.0				860.1
CELLULESS DRUGS/TOILETRIES DR	V830	276.2							276.2				
CEL-NET WIRELESS SERVICE	B223	1,309.4			1,309.4								
CEMEX CP	H619	968.3	525.2		5.0		438.0						
CENEGENICS MEDICAL INST	V133	3,507.2	697.7		2,021.2		788.3						
CENEX FUELS & LUBRICANTS	T290	361.0							361.0				
CENTEGA HEALTH SYSTEM	V133	621.2			481.2		140.1						
CENTENNIAL WIRELESS SERVICE	B223	3,492.6					205.6		2,292.1				994.9
CENTENNIAL WIRELESS STR	V329	465.4			34.5		20.1		410.7				
CENTER FOR AUDIT QUALITY	B329	310.7					228.6		82.1				
CENTER FOR CULINARY ARTS	G840	648.3			9.7				638.6				
CENTER FOR LASER SURGERY	V133	303.9			303.9								
CENTER FOR UNION FACTS	B329	691.6			51.9		114.9		133.2		313.4		12.3
CENTER HILL LKFRNT DEV	B452	284.5			284.5								
CENTER THEATRE GROUP	V161	563.3			563.3								
CENTER THEATRE GROUP &MARK TAPER FRM	V161	271.9			271.9								
CENTER/AMERICAN PROGRESS	B329	388.9							388.9				
CENTER/COLORECTAL HLTH	V133	1,045.2			1,001.0		9.3						35.0
CENTER/FACIAL RJNTN	V133	304.4			304.4								
CENTER/INDIVIDUAL FRDM	B329	595.3							595.3				
CENTER/MEDICAL WGHT LSS	D800	2,852.7			2,837.6		6.4		8.8				
CENTER/MEDICARE&MDCC SVC	V133	333.4											333.4
CENTER/REGENERATIVE MDCN	V133	1,099.9	1,099.9										
CENTERCARE MEDICAL INSURANCE	B412	363.1			363.1								
CENTERLINE HOMES	B452	254.7			5.6		249.1						
CENTERPOINT ENERGY	V173	2,233.8			791.0		164.1		1,278.7				
CENTERS/DISEASE CNTRL&PR	V133	1,594.1	990.9		11.3		104.3		28.7				133.6
CENTERSTAGE PRFRMG ARTS	V161	298.7			298.7								325.5
CENTEX DSTNTN PRPTS DEV	B452	639.1	639.1										
CENTEX HOMES	B452	17,058.9	141.3		8,146.3		7,490.4		910.6				370.3
CENTRAL AUTO CENTER	V219	322.9			322.9								
CENTRAL AVE NISSAN	V212	491.7			491.7								
CENTRAL BANK CONSUMER SERVICES	B121	259.6			124.0		135.7						
CENTRAL BANK/LEXINGTON CONSUMER SVC	B121	319.0							319.0				
CENTRAL BAPTIST HOSPITAL	V133	664.8					245.6		419.2				
CENTRAL CHEVROLET	V211	435.3			169.1		3.6		262.6				
CENTRAL CHRYSLER JEEP	V211	375.1			350.8				24.3				
CENTRAL DUPAGE HOSPITAL	V133	1,086.7			593.2		282.5		98.1				112.9
CENTRAL FL CHRY JEEP DG	V211	1,899.3							1,899.3				
CENTRAL FL TOYOTA	V212	1,205.6			597.1				608.5				
CENTRAL FURNITURE MART	V375	346.0			346.0								
CENTRAL INTLGNC AGNCY	B313	1,335.8					1,335.8						
CENTRAL INTLGNC AGNCY RECRUITMENT	B912	582.1	60.1										522.0
CENTRAL JERSEY POOLS&PTS	V175	908.8			908.8								
CENTRAL KIA	V212	2,654.7			17.3				2,637.4				
CENTRAL MARKET FOOD STR	V345	1,133.6			714.9		418.7						
CENTRAL MI UNIVERSITY	G810	691.3			12.4		139.7		514.0		25.3		
CENTRAL OH ACURA DA	T122	732.8			732.8								
CENTRAL OH CHEVROLET DA	T121	681.2			681.2								
CENTRAL OH FORD DLR ASSN	T121	428.9			346.2								82.7
CENTRAL OH HONDA DA	T122	726.4			726.4								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CENTRAL OH TOYOTA DA	T122	864.5			818.5		46.0						
CENTRAL OR TP	T433	632.7	618.0		9.8				4.9				
CENTRAL PACIFIC BANK CONSUMER SVC	B121	318.6							318.6				
CENTRAL TX CHEVROLET DA	T121	791.7			791.7								
CENTRASTATE HLTHCR SYS RECRUITMENT	B912	340.0			336.8								3.2
CENTRELLA FOOD STORE	V345	296.2			296.2								
CENTRICA UTILITY CO	V173	664.6					452.1						212.5
CENTRIS FED CREDIT UNION CON SVC	B124	565.9			473.6		19.9		72.4				
CENTRO DE CREDITO TOYOTA CON SVC	B124	1,394.4							1,394.4				
CENTRO DE JUSTICIA ATTY	V151	623.8							623.8				
CENTRUM CARDIO VITAMINS	D541	7,783.6	20.4					3,814.4	27.5	1,528.0	2,288.0	105.3	
CENTRUM PROPERTIES RLTRS	B451	466.6					466.6						
CENTRUM SILVER VITAMINS	D541	13,663.4						7,143.1	48.7	2,362.7	3,473.4	655.4	
CENTRUM VIGNETTE	D541	255.7							1.1		254.5		
CENTRUM VITAMINS	D541	29,475.5	40.8		13.3			7,028.0	239.6	13,882.1	7,372.1	899.6	
CENTURA HEALTH GROUP MEDICAL INS	B412	295.0			295.0								
CENTURION AMERICAN HOMES	B452	269.1					269.1						
CENTURY 21 1ST CLS RLTY	B451	585.8			585.8								
CENTURY 21 ADAMS & BARNES REALTY	B451	382.8			382.8								
CENTURY 21 AGNT/CHNG AGN	B451	311.6			311.6								
CENTURY 21 ALLIANCE RLTY	B451	1,467.5			1,430.0		1.9		35.6				
CENTURY 21 BCHSD RLTY	B451	1,124.9			1,124.9								
CENTURY 21 CHGLND/AGNCY	B451	306.5			306.5								
CENTURY 21 DEPT VR TY STR	V359	2,428.2	238.8		2,111.2		78.1						
CENTURY 21 FINE HMS RLTY	B451	657.1			162.9		494.2						
CENTURY 21 JUDGE FITE	B451	499.9			499.9								
CENTURY 21 LOIS LAUER RE	B451	471.7			471.7								
CENTURY 21 NORTH SHR RE	B451	265.4			265.4								
CENTURY 21 PRO-TEAM RE	B451	420.3			420.3								
CENTURY 21 REAL ESTATE	B451	37,035.8	32.6		4,550.5		1,323.8	17,069.7	513.4	4,389.2	9,131.1		25.6
CENTURY 21 REAL ESTATE ONLINE	B451	4,333.2		560.3				1,340.6	71.2	1,289.1	1,072.0		
CENTURY 21 REALTORS RECRUITMENT	B912	263.4			228.2				35.1				
CENTURY 21 SUSSEX & REILLY RE AGENCY	B451	759.1			759.1								
CENTURY AUTO DLR	V219	375.6			375.6								
CENTURY BANK CONSUMER SERVICES	B121	868.4			822.7		45.7						
CENTURY CASINOS	V169	287.2					287.2						
CENTURY CONDOMINIUM	B452	580.4	539.9	40.5									
CENTURY COUNCIL	B329	962.1	650.6						52.9		199.1		59.5
CENTURY III CHEVROLET	V211	650.9							650.9				
CENTURY KIA	V212	570.9			485.8		21.0		64.1				
CENTURY THEATRES	V165	4,180.5			4,180.5								
CENTURY TILE & SUPPLY	V373	559.3							559.3				
CENTURY VINTAGE HOMES	B452	785.1			534.4		250.7						
CENTURY WEST BMW	V213	935.6			935.6								
CENTURYTEL WIRELESS SERVICE	B223	352.6					352.6						
CEO FORUM SEMINAR	G820	1,079.5		1,079.5									
CEPACOL DUAL RELIEF SORE THROAT SPRY	D522	4,346.6						3,075.6	782.4		488.5		
CEPACOL SORE THROAT EX STR LOZENGES	D522	1,124.5							458.9	578.8	21.0	65.8	
CEPACOL SORE THROAT MAX STR/LZNGS	D522	2,013.6							1,504.1	12.3	265.5	231.7	
CEPACOL SR THRT PLS CTNG LOZENGES	D522	2,605.0							684.6	896.0	654.1	370.3	
CEPHALON PHARMACEUTICALS VAR RX	D560	613.2			598.0		15.2						
CEPIA TIM THIS IS ME DOLLS	G521	558.2							61.6	20.0		476.6	
CERAMIC SKIN SMOOTHER FINISHING SRM	D110	1,356.3	1,356.3										
CERAMIC TILES/ITALY TILE	H619	1,663.9	1,206.5	457.4									
CERA WEEK 2007 CONFERENCE	G820	383.0	25.5				357.5						
CERINATE DENTAL VENEERS	D219	10,046.2	10,046.2										
CERNER HEALTH CARE MEDICAL INSURANCE	B412	368.3			305.3		62.9						
CERRITOS ACURA	V212	315.2			315.2								
CERRITOS AUTO DLR	V219	1,403.5			1,403.5								
CERRITOS AUTO SQUARE	V219	767.6							767.6				
CERRITOS AUTO SQUARE ONLINE	V219	585.0								585.0			
CERRITOS BROWNING MAZDA	V212	699.2			699.2								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CERRITOS CTR/PRFRMG ARTS	V161	641.3			641.3								
CERRITOS DODGE	V211	1,927.2			1,927.2								
CERRITOS FORD LINC MERC	V211	362.7			362.7								
CERRITOS NISSAN	V212	1,341.7			1,131.7				85.5				124.4
CERRITOS SUZUKI	V212	1,050.0			807.4				242.6				
CERRONE CAD BCK PNT GMC	V211	286.2							286.2				
CERTAIN DRI ROLL ON ANTIPERS	D260	1,669.9							44.5	1,185.9	439.4		
CERTAINTEED INSULATION	H611	255.9	232.1						23.8				
CERTAINTEED SIDING	H611	488.4	488.4										
CERTAPRO PAINTERS BP	B911	940.6	940.6										
CERTAPRO PAINTERS SVC	V179	3,161.2	3,126.6		23.8		10.8						
CERTIFIED FLDR DSPLY SVC	V129	365.0	365.0			312.7			178.7				
CERTIFIED TRANSMISSIONS	V241	491.4											
CERTIFIEDFIRST NTWRK SVC	V129	306.6	306.6										
CERVELO BICYCLE FRAMES	G440	524.2	524.2										
CERVELO BICYCLES	G440	367.4	157.3						36.4		173.7		
CESAR CANNED DOG FOOD	G611	20,528.2	5,372.5						11,165.8	4.7	112.0	3,873.2	
CESAR CANNED PUPPY FOOD	G611	3,326.0	3,326.0										
CESARE PACIOTTI HANDBAGS & SHOES W	A410	533.4	533.4										
CESARE PACIOTTI STORE MEN & WOMEN	V311	292.3	292.3										
CESARE PACIOTTI STORE WOMEN	V311	2,030.0	1,801.3	228.7									
CESSNA AIRCRAFT	T300	1,027.8	1,004.8				23.0						
CESSNA CITATION AIRCRAFT	T300	719.5	207.5			506.5	5.5						
CFA INSTITUTE CP	G850	419.5				419.5							
CFLCARLS.COM AUTOS ONLINE	V219	843.2							843.2				
CFSA COMMUNITY FIN/ASSN	B329	7,137.7			25.4	337.2		169.1	56.5	10.3	6,539.2		
CFSA COMMUNITY FIN/ASSN CONSUMER SVC	B129	542.2	201.6		340.6								
CH PREMIER JEWELERS	V314	616.4	38.6		502.8		75.0						
CHACON SUZUKI	V212	1,463.7			379.5				1,084.3				
CHAD ALLISON DESIGNS JEWELRY	A510	493.6	493.6										
CHAD FRANKLIN SUZUKI	V212	995.4							995.4				
CHAD GOLIGHTLY ATTY	V151	309.9							309.9				
CHADWICKS OF BOSTON APPAREL WOMEN DR	V810	585.3	579.1		6.2								
CHAIR KING FURNITURE STR	V375	2,299.6			2,299.6								
CHALKS LANDING RE DEV	B452	319.4			1.5	317.9							
CHALLENGE DAIRY BUTTER	F311	1,695.8	1,695.8										
CHALLENGER FARM EQUIP	G721	346.2							9.7	283.7	0.0		52.8
CHAMBERLAIN GARAGE DOOR OPENER	H629	554.8							137.2	8.8		408.8	
CHAMBERS WINE&LIQUOR STR	V341	838.6			838.6								
CHAMILIA JEWELRY	A510	318.5	306.6		11.9								
CHAMP CAR WORLD SERIES	V169	677.6	431.6						245.8	0.2			
CHAMPION ATHLETICWEAR MEN	A141	1,053.0	1,053.0										
CHAMPION ATHLETICWEAR WOMEN	A141	1,579.4	1,579.4										
CHAMPION AUDI	V213	1,418.1			1,418.1								
CHAMPION AUTO DLR	V219	885.2			874.7		10.5						
CHAMPION BANK CONSUMER SERVICES	B121	1,383.1			1,383.1								
CHAMPION BILLIARDS STORE	V365	258.2			133.2		125.0						
CHAMPION BILLIARDS&BRSTL	V365	490.7			39.4				451.3				
CHAMPION CHEV NISSAN	V219	378.8			378.8								
CHAMPION CHEVROLET	V211	766.0			671.0		1.4		93.6				
CHAMPION DODGE	V211	4,039.1			3,983.0				56.1				
CHAMPION FCTRY DRCT HM	V376	687.3	374.0	29.8	230.4				53.1				
CHAMPION FORD	V211	1,024.0			741.2		49.9		232.9				
CHAMPION FORD TOYOTA	V219	469.0			469.0								
CHAMPION HILLS RE DEV	B452	346.6	310.7			34.4	1.5						
CHAMPION SPARK PLUGS	T144	1,275.2	1,275.2										
CHAMPION SPORTSWEAR MEN & WOMEN	A141	2,389.3	2,389.3										
CHAMPION TOYOTA	V212	511.0			491.8		19.2						
CHAMPION TOYOTA & SLOANE TOYOTA	V212	335.0			214.9				120.0				
CHAMPION WINDOWS&SIDING	V171	2,548.8		29.2	2,440.7		78.9						
CHAMPION WNDW SDNG&PT RM	V376	32,048.5	187.0	29.8	23,567.4		145.5		8,118.8				
CHAMPIONS ON ICE SHOW	V161	988.6			224.8				763.8				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CHAMPIONS TOUR	V163	359.5	236.1					0.0	72.6		50.9		
CHAMPIONSHIP OFF/RC/LCS	T212	371.6							370.7		0.8		
CHAMPIONSHIP TENNIS TRS	T420	359.3	359.3										
CHAMPS SPORTS STORE	V365	5,000.7	4,333.6		55.7		179.8	94.4	64.5	11.6	181.1		80.0
CHAMPS-ELYSEES MAG VAR RECORDINGS DR	V871	323.5	241.3			82.3							
CHANDLER GARAGE DOOR SVC	V171	725.8			706.2				19.6				
CHANDLER HILL PARTNERS RECRUITMENT	B912	324.6			324.6								
CHANDLER PARC CONDO	B452	395.0			395.0								
CHANDON CHAMPAGNE	F620	1,281.1							1,225.2		56.0		
CHANEL BOUTIQUE	V359	15,461.6	11,154.3	839.3	351.0	2,899.6	217.3						
CHANEL CHANCE FRAGRANCE WOMEN	D180	3,187.4	3,187.4										
CHANEL EYEWEAR	D630	1,503.1	1,503.1										
CHANEL HANDBAGS WOMEN	A410	550.9	550.9										
CHANEL INIMITABLE MASCARA	D130	2,131.0	2,131.0										
CHANEL JEWELRY	A510	1,531.1	1,531.1										
CHANEL LEVRES SCNTLNTS GLSMR LP GLS	D120	2,056.9	2,056.9										
CHANEL LIPSTICK	D120	1,085.2							1,085.2				
CHANEL NO 5 FRAGRANCE WOMEN	D180	8,351.3	4,311.2	133.8						3,906.3			
CHANEL ROUGE ALLURE LIPSTICK	D120	2,352.0	2,218.2	133.8									
CHANEL SUNGLASSES	A430	2,247.2	2,247.2										
CHANEL TEINT INNOCENCE LIQ FNDTN	D140	1,788.2	1,788.2										
CHANEL WATCHES	A520	5,585.6	5,168.4	401.4		15.9							
CHANHASSEN DINNER THTR	V161	581.9			538.2				43.6				
CHANNEL 4 TV STATION	B641	353.1	353.1										
CHANNELLOCK BLUE HAND TOOLS	H624	2,061.4	1,581.4			480.0							
CHANNELLOCK HAND TOOLS	H624	1,005.5	199.2										806.3
CHANNELLOCK PLIERS	H624	621.9	621.9										
CHANTELE BRAS & PANTIES WOMEN	A220	1,169.4	1,169.4										
CHANTELE BRAS WOMEN	A220	718.7	718.7										
CHANTIX STOP SMOKING RX	D560	53,357.4	17,633.0					20,984.0	1,357.6	7,091.0	6,291.8		
CHAPARRAL BOATS	G430	462.8	462.8										
CHAPARRAL FORD	V211	911.1			891.2		2.5		17.3				
CHAPARRAL MOTORSPORTS MULTI-PDTS DR	V899	1,011.9	1,011.9										
CHAPLINS CHEVROLET	V211	298.1			298.1								
CHAPLINS SUBARU	V212	932.6			857.4				75.2				
CHAPLINS SUBARU VW	V219	375.0			375.0								
CHAPLINS VOLKSWAGEN	V213	522.9			522.9								
CHAPMAN AUTO ENTERPRISES	V219	715.9			715.9								
CHAPMAN BMW	V213	1,413.4			1,315.0				98.4				
CHAPMAN BMW DG OLDS VW	V219	497.0			229.7				267.3				
CHAPMAN CHEVROLET ISUZU	V219	322.3			312.9				9.3				
CHAPMAN CHRYSLER JEEP	V211	448.4			208.5				240.0				
CHAPMAN FORD	V211	555.0			515.8				39.1				
CHAPMAN HYUNDAI	V212	349.0			343.4				5.6				
CHAPMAN LAS VEGAS DODGE	V211	613.5			613.5								
CHAPMAN LINCOLN MERC	V211	413.4			406.9				6.5				
CHAPMAN UNIVERSITY	G810	470.5	78.4		299.3	92.8							
CHAPS APPAREL	A990	486.8	486.8										
CHAPS RTW MEN	A190	1,608.0	1,608.0										
CHAPS RTW MEN & WOMEN	A190	544.7	544.7										
CHAPS SHIRTS & SHORTS MEN	A141	544.1	544.1										
CHAPS SHIRTS MEN	A141	491.2	491.2										
CHAPS SPORTSWEAR MEN	A141	302.7	302.7										
CHAPSTICK 100 PRCNT NAT LIP BALM	D553	4,123.3	4,123.3										
CHAPSTICK ALL NATURAL LIP BALM	D553	408.8	388.5							20.3			
CHAPSTICK LIP BALM	D553	4,897.3	265.6					912.4	36.4	2,457.3	1,101.5	124.1	
CHAPSTICK LIP MOISTURIZER	D553	4,427.5	2,160.4					666.9	22.4	849.4	673.7	54.8	
CHARCO CONSTRUCTION	V171	271.8			8.7		217.3		45.8				
CHARCOCAPS ANTI GAS CPSL	D531	355.2								355.2			
CHARISMA BATH LINENS & BEDDING	H142	282.1	282.1										
CHARISMA BEDDING	H142	365.6	365.6										
CHARITY MOTORS ORG	B322	326.2			161.0		37.5		127.8				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CHARLES BARKER LEXUS	V212	262.2			19.9				242.2				
CHARLES BARKER TOYOTA	V212	340.8			94.0				246.8				
CHARLES BOYD CADILLAC	V211	381.1							381.1				
CHARLES DAVID SHOE STORE WOMEN	V313	922.6	922.6										
CHARLES EDWARDS ANTIQUES	V379	441.4	441.4										
CHARLES FINE FURN STR	V375	913.8			913.8								
CHARLES HOME FURNISHINGS	V372	538.8			333.8				204.9				
CHARLES KRYPELL JEWELRY	A510	963.5	963.5										
CHARLES MAUND TOYOTA	V212	1,201.2			1,201.2								
CHARLES MAUND VOLKSWAGEN	V213	478.6			478.6								
CHARLES P ROGERS BED STR	V377	4,272.5	3,473.9	304.0	42.6	452.0							
CHARLES SCHWAB & CO INC CP	B122	3,223.2	2,751.7		9.0	462.5							
CHARLES SCHWAB BANK CONSUMER SVC	B121	9,637.5	557.7	104.0	45.0	2,636.7		4,965.4	324.6		1,004.2		
CHARLES SCHWAB BUSINESS SERVICES	B122	509.2	247.4			261.8							
CHARLES SCHWAB CONS SVC	B930	668.5				668.5							
CHARLES SCHWAB CONSUMER SERVICES	B122	85,238.5	20,070.5	1,247.5	135.7	3,786.4	11,674.1	36,150.2	3,394.0		8,780.1		
CHARLES SCHWAB FUNDS	B125	992.6	158.8		11.8	821.9							
CHARLES TOWN RACES&LOTS	V163	2,169.8					370.2		1,798.7		1.0		
CHARLES TYRWHITT APPAREL MEN DR	V810	1,241.5	1,241.5										
CHARLES TYRWHITT STORE MEN	V311	641.2	466.1		30.8	144.2							
CHARLES WORTHINGTON RSLT HR CR/PDTS	D320	1,130.3	579.9									550.4	
CHARLES WRTHNGTN BG / HR CR&STYL PDTS	D320	469.8	469.8										
CHARLESTON RE DEV	B452	421.7	65.7	185.9	75.2	80.9	14.0						
CHARLESTON SC TP	T433	1,404.9	903.0	71.0	184.5	30.0		211.9		4.5			
CHARLESTONS RESTAURANT	G310	576.0	40.5		4.3								
CHARLIE BROWNS STKHS	G310	680.8			575.4		42.1		63.2				
CHARLOTTE APPL ELECT/STR	V371	807.1			682.6			124.5					
CHARLOTTE AREA HYND DA	T122	1,260.5			1,260.5								
CHARLOTTE BOBCATS BSKTBL	V163	362.8		250.3		20.0		92.4					
CHARLOTTES WEB MOVIE VIDEO	H532	6,308.8						3,238.2	2.8	495.8	2,572.0		
CHARLOTTES WEB VIDEO	H532	1,352.7	1,062.6									290.1	
CHARMED SERIES VIDEOS	H532	493.3										493.3	
CHARMIN BATHROOM TISSUE	H333	1,669.6			122.9	142.9		649.4	377.7	47.9	328.7		
CHARMIN ULT SOFT &ULTRA STRNG/TISSUE	H333	14,116.4	327.0	454.1		168.6		6,026.9	1,050.9	1,666.8	4,422.1		
CHARMIN ULTRA BATHROOM TISSUE	H333	20,881.9	360.2					8,384.7	1,824.3	4,002.0	6,310.7		
CHARMIN ULTRA SOFT BATHROOM TISSUE	H333	10,092.7						3,226.3	1,008.9	1,803.2	4,054.3		
CHARMIN ULTRA STRONG BATHROOM TISSUE	H333	8,446.0						4,417.4	199.4	1,057.3	2,772.0		
CHARRIOL JEWELRY	A510	1,320.4	1,295.9				24.5						
CHARRIOL JEWELRY & WATCHES	A510	1,253.8	1,244.8		8.9								
CHARRIOL WATCHES	A520	319.0	319.0										
CHARTER BUS SVC	T420	457.9			417.9		23.3					16.8	
CHARTER CLUB HH FURNISHINGS&RTW M&W	H190	869.3	869.3										
CHARTER COMM CABLE	B241	5,078.7			3,193.5		1,473.5		224.5			187.2	
CHARTER COMM CABLE BUNDLE PDTS	B250	3,297.4			3,207.9				89.6				
CHARTER COMM CABLE CABLE & ISP	B241	276.3			13.5				262.8				
CHARTER COMM CABLE ISP/PHONE/TV	B250	3,456.5			100.3				3,356.1				
CHARTER COMM CABLE LOCAL & LONG DIST	B222	1,062.4					85.8		976.5				
CHARTER FURN GLRS STR	V375	379.1		379.1									
CHARTER ONE BANK CONSUMER SERVICES	B121	9,408.3			7,996.6		360.3		945.1			106.3	
CHARTER TELEPHONE CO RESIDENTIAL	B222	401.1			401.1								
CHASE BANK BUSINESS & CONSUMER SVC	B121	335.7			335.7								
CHASE BANK BUSINESS SERVICES	B121	2,616.5			1,673.9	723.7			218.9				
CHASE BANK CONSUMER SERVICES	B121	135,059.1	613.3		76,698.0	9,944.1	1,106.5	2,035.2	29,584.7		14,911.7	125.0	40.5
CHASE BANK CREDIT CARD	B111	769.4			360.7				242.0			166.7	
CHASE BANK ONLINE	B121	1,038.3				175.6		153.0	709.7				
CHASE BANK VAR CREDIT CARDS	B111	8,662.3					8,516.9		1.9				143.5
CHASE BP VISA	B111	1,385.0			2.9				1,382.0				
CHASE CHEVROLET	V211	281.4							281.4				
CHASE FINANCIAL CONSUMER SERVICES	B129	532.3	166.2				366.1						
CHASE FREEDOM CREDIT CARD	B111	144,121.9						106,871.8	1,851.1		35,398.9		
CHASE FREEDOM VISA	B111	534.7			534.7								
CHASE HOME FINANCE CONSUMER SERVICES	B124	347.2	230.4		32.4		42.0				42.3		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CHASE MANHATTAN BANK CONSUMER SVC	B121	313.1			313.1								
CHASE PARK PLAZA HOTEL	T431	375.0	240.8		127.5		6.7						
CHASE WAWA VISA	B111	365.1			62.4								302.7
CHASEN & BOSCOLO ATTY	V151	298.6							298.6				
CHASER 5-HOUR ENERGY DRINK	F450	17,519.3	224.1					178.9			16,715.5	400.8	
CHATEAU ST JEAN WINE	F620	1,077.5	1,024.2		53.4								
CHATEAU STE MICHELLE WINE	F620	1,911.4	1,911.4										
CHATFIELD FARMS RE DEV	B452	414.4			58.8	355.6							
CHATHAM PARKWAY LEXUS	V212	250.2						250.2					
CHATTANOOGA TN TP	T433	2,469.5	61.2						597.1		1,811.3		
CHAVEZ SUPER MARKET	V346	421.2							421.2				
CHAYANNE PRS APVAR SPON	V161	482.7							482.7				
CHEAP TICKETS TRAVEL ONLINE	T420	5,447.1	2,961.3	2,485.8									
CHEAPCARIBBEAN.COM TRLV ONLINE	T420	665.5	272.3		375.8		17.4						
CHEAPTICKETS.COM ONLINE	T420	1,595.2										1,595.2	
CHECK CITY CHECK CASHING CON SVC	B129	935.6					61.3		874.3				
CHECK INTO CASH CONSUMER SERVICES	B129	6,866.0							5,584.5		262.0		1,019.6
CHECK IT OUT/AMER BABY	B623	864.9	864.9										
CHECK IT OUT/SEVENTEEN	B623	2,428.4	2,428.4										
CHECK MAX & TITLE MAX	B129	611.6						611.6					
CHECK N GO CHECK CSH SVC CON SVC	B129	8,270.0			9.9							8,022.3	237.8
CHECK SMART CHECK CSHNG CONSUMER SVC	B129	3,387.5					5.1		3,382.4				
CHECKER AUTO PARTS STORE	V380	1,170.5			601.1		100.0		161.2				308.2
CHECKERED FLAG AUTO DLR	V219	417.5			250.6				166.9				
CHECKERED FLAG TOYOTA	V212	466.1			466.1								
CHECKERS RESTAURANT	G320	19,294.7			26.8		987.8		18,278.6		1.5		
CHECKERS RESTAURANT & RALLY'S HMBRGRS	G320	763.0	760.1				1.3		0.5		1.2		
CHECK-GO SPORTING GOODS DR	V851	318.6	318.6										
CHECKS IN THE MAIL PRINTED PDT'S DR	V829	283.8	283.8										
CHEEBURGER CHBRGR REST	G310	300.0			162.2		117.7		20.0				
CHEECA LODGE	T431	337.0	38.7	68.9	21.2		173.2				35.1		
CHEER LIQ LAUNDRY DET/CLR GRD	H422	2,797.1						1,279.8	24.0	947.1	546.2		
CHEER LIQUID LAUNDRY DETERGENT	H422	3,657.8		3,507.0				66.9	0.9	41.7	41.4		
CHEER TRUE FIT LIQUID LAUNDRY DET	H422	1,021.7	1,020.8								0.9		
CHEER ULTRA LIQUID LAUNDRY DETERGENT	H422	11,219.8						2,476.8	60.5	1,147.5	7,535.1		
CHEESEBURGER CHSBRGR RST	G310	572.1			5.4								566.8
CHEESEBURGERS/PRDS REST	G310	311.8											311.8
CHEESECAKE FACTORY INC RECRUITMENT	B912	283.2			219.6	5.2							58.4
CHEE-TOS CHEESE SNACKS	F530	1,120.0					45.6						1,074.4
CHEF BOYARDEE MACARONI&CHEESE DINNER	F250	2,412.0	2,412.0										
CHEF BOYARDEE MICROWAVE MEALS	F250	2,530.7						129.3			2,401.4		
CHEF BOYARDEE RAVIOLI	F250	4,919.4						579.2	100.4		4,239.8		
CHEFS CATALOG HOUSEHOLD DR	V872	273.7		273.7									
CHEFS CHOICE KNIFE SHARPENER	H221	343.1	343.1										
CHEFS DIET	D800	1,154.7	1,099.7	35.3									19.7
CHEFS DIET FOOD DR	V840	320.4						320.4					
CHELDAN HOMES RE DEV	B452	349.2				349.2							
CHELSEA MODERN RE DEV	B452	425.8	70.6	194.7		160.4							
CHELSEA PIERS SPORTS CTR	V162	597.8	397.1		24.9	17.4	158.4						
CHELSEA STRATUS RE DEV	B452	578.3	49.3	203.1	57.0	268.9							
CHEMISTRY.COM DATING SVC ONLINE	V155	19,130.6	1,104.3					11,243.4	40.0	2,179.8	4,563.3		
CHEYO LEE YACHTS	G430	712.2	712.2										
CHEROKEE CASINO	V169	1,152.4					506.4		645.9				
CHEROKEE CASINO RESORT	T431	975.9	32.2		943.7								
CHEROKEE NATION	B329	515.1						16.2		498.8			
CHEROKEE NC TP	T433	291.4	248.6		11.2				31.7				
CHERRY BOMB EXHAUST SYSTEMS	T144	665.8	665.8										
CHERRY BOMB MUFFLERS	T144	429.9							429.9				
CHERRY COKE SOFT DRINK	F441	1,608.2						992.7	615.5				
CHERRY CREEK ARTS FEST	V164	295.3			295.3								
CHERRY CREEK TR FRMS SLS	V154	541.4			541.4								
CHERRY HILL AUTO DLR	V219	578.9			578.9								

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CHEERY HILL NISSAN	V212	281.5			12.5		9.8		259.2				
CHEERY HILL SUBARU	V212	308.9			308.9								
CHEERY HILL TRIPLEX	V219	3,046.3			0.1				3,046.2				
CHEERY HILL VOLVO	V213	398.1			398.1								
CHEERY HOUSE FURN GLLRY	V375	424.5			2.8				421.7				
CHEERY TREE FEIST/REMINDER RC	H531	268.7	84.0					6.6	6.4	79.9	91.9		
CHESAPEAKE ENERGY CORP CP	V173	2,129.3							2,129.3				
CHESAPEAKE ENERGY UTLTY	V174	2,285.5			1,478.3		807.2						
CHESAPEAKE HOMES LTD DEV	B452	300.6			300.6								
CHESAPEAKE NAT GAS CO	V173	1,310.5			1,310.5								
CHESTER COUNTY HOSPITAL	V133	342.6			170.5		56.2		115.9				
CHEVROLET 73	V211	2,234.3			2,213.3		21.0						
CHEVROLET AUTO DIV CP	T111	7,286.7	1,944.8		681.8	3,563.2		1,096.8					
CHEVROLET AUTO&TRK DIV CP	T114	46,702.7	19,865.7	571.8	9,218.8	1,247.5		11,052.2	1,350.4	47.1	3,184.8	164.5	
CHEVROLET AUTO&TRK LEASING	T114	4,485.5			4,485.5								
CHEVROLET AUTO&TRK VAR	T114	117,843.0	19,323.2		11,913.6	1,433.6	10,818.1	47,094.1	8,224.3	5,234.0	9,529.4	2,598.6	1,674.0
CHEVROLET AUTO&TRK VIGNETTE	T114	725.3						415.9	265.5		43.9		
CHEVROLET AUTOS AVEO	T111	3,391.3			296.4			2,482.8	243.7	130.7	237.7		
CHEVROLET AUTOS CAMARO	T111	491.1	491.1										
CHEVROLET AUTOS COBALT	T111	9,450.9	5,533.2		258.2			1,866.8	1,494.5		298.2		
CHEVROLET AUTOS COBALT LEASING	T111	1,146.5			20.7				1,125.8				
CHEVROLET AUTOS CORVETTE	T111	5,953.9	5,907.3		46.6								
CHEVROLET AUTOS HHR	T111	21,522.7	9,541.3					8,545.4	260.6	1,980.7	1,194.7		
CHEVROLET AUTOS IMPALA	T111	25,451.0	10,598.9		457.0			10,135.8	850.5	544.7	2,864.1		
CHEVROLET AUTOS IMPALA LEASING	T111	3,503.7			2,229.6				1,274.1				
CHEVROLET AUTOS MALIBU	T111	82,409.8	25,075.1		827.9	3,082.7		39,290.1	665.2	4,796.1	8,672.8		
CHEVROLET AUTOS MALIBU HYBRID	T111	2,713.8	2,713.8										
CHEVROLET AUTOS VAR	T111	4,853.4	142.8		1,057.4			3,481.1	25.6	13.1	133.4		
CHEVROLET DLR ASSN AVALANCHE	T121	322.7							322.7				
CHEVROLET DLR ASSN AVALANCHE&SLVRD	T121	1,368.4							1,368.4				
CHEVROLET DLR ASSN AVEO	T121	1,067.8							1,067.8				
CHEVROLET DLR ASSN COBALT	T121	23,094.5							23,094.5				
CHEVROLET DLR ASSN COBALT LEASING	T121	7,395.4							7,395.4				
CHEVROLET DLR ASSN COBALT&SILVERADO	T121	1,162.6							1,162.6				
CHEVROLET DLR ASSN CP	T121	1,277.5							1,277.5				
CHEVROLET DLR ASSN EQUINOX	T121	6,016.4							6,016.4				
CHEVROLET DLR ASSN EQUINOX & HHR	T121	1,512.3							1,512.3				
CHEVROLET DLR ASSN EQUINOX LEASING	T121	930.5							930.5				
CHEVROLET DLR ASSN HHR	T121	5,258.9							5,258.9				
CHEVROLET DLR ASSN HHR LEASING	T121	440.6							440.6				
CHEVROLET DLR ASSN IMPALA	T121	13,165.7							13,165.7				
CHEVROLET DLR ASSN IMPALA LEASING	T121	13,730.4							13,730.4		0.0		
CHEVROLET DLR ASSN MALIBU	T121	340.7							340.7				
CHEVROLET DLR ASSN SILVERADO	T121	87,094.6		34.8					87,059.8				
CHEVROLET DLR ASSN SILVERADO & TAHOE	T121	1,448.8							1,448.8				
CHEVROLET DLR ASSN SILVERADO LEASING	T121	10,202.0							10,202.0				
CHEVROLET DLR ASSN SUBURBAN	T121	624.3							624.3				
CHEVROLET DLR ASSN SUBURBAN & TAHOE	T121	3,126.4							3,126.4				
CHEVROLET DLR ASSN TAHOE	T121	13,746.1							13,746.1				
CHEVROLET DLR ASSN TAHOE LEASING	T121	3,588.5							3,588.5				
CHEVROLET DLR ASSN TRAILBLAZER	T121	4,257.0							4,257.0				
CHEVROLET DLR ASSN TRAILBLAZER LSG	T121	3,133.0							3,133.0				
CHEVROLET DLR ASSN VAR AUTO&TRK	T121	60,377.7		6,549.3		223.1		30,757.1					22,848.2
CHEVROLET DLR ASSN VAR AUTO&TRK LSG	T121	608.7		608.7									
CHEVROLET DLR ASSN VAR AUTOS	T121	1,039.1							1,039.1				
CHEVROLET DLR ASSN VAR TRUCKS	T121	15,053.0							15,053.0				
CHEVROLET IN EATONTOWN	V211	361.3		361.3					1,310.6				
CHEVROLET THEATRE	V161	318.3			315.3	3.0							
CHEVROLET THEATRE &NW ENGLND DG MSC	V161	416.1			416.1								
CHEVROLET TRUCK DIV CP	T117	2,046.6	902.1		1,144.5				35.7	34.0	75.9		
CHEVROLET TRUCKS AVALANCHE	T117	1,438.3	1,292.7										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CHEVROLET TRUCKS EQUINOX	T117	1,876.2	1,469.8		102.9				302.8		0.7		
CHEVROLET TRUCKS EQUINOX LEASING	T117	337.5							337.5				
CHEVROLET TRUCKS EXPRESS VAN	T117	1,599.2	1,594.9		4.2								
CHEVROLET TRUCKS SILVERADO	T117	190,157.8	27,002.5		6,251.7	3,085.2		113,148.4	15,927.9	2,328.1	20,913.0	1,191.1	310.0
CHEVROLET TRUCKS SILVERADO & TAHOE	T117	288.4							288.4				
CHEVROLET TRUCKS SILVERADO LEASING	T117	3,217.3			734.7				1,048.5	1,182.8	28.4	222.8	
CHEVROLET TRUCKS SUBURBAN	T117	5,964.5	5,964.5						0.0				
CHEVROLET TRUCKS SUBURBAN & TAHOE	T117	736.7				48.2			688.5				
CHEVROLET TRUCKS TAHOE	T117	19,974.9	8,920.4		317.7				3,989.6	1,641.9	2,953.3	2,152.0	
CHEVROLET TRUCKS TAHOE HYBRID	T117	6,059.7	2,451.8		9.5				1,787.9	314.9	502.7	992.8	
CHEVROLET TRUCKS TRAILBLAZER	T117	577.6			30.1				547.4				
CHEVROLET TRUCKS TRAILBLAZER LEASING	T117	660.8							660.8				
CHEVROLET TRUCKS VAR	T117	2,670.3	20.6		1,230.3	279.5			1,117.2		22.8		
CHEVROLET TRUCKS VIGNETTE	T117	560.3						520.0	40.3				
CHEVROLET/NEW ENGLAND DA	T121	422.7			422.7								
CHEVROLET/UPPER SLD RVR & JEEP 17	V211	580.7			580.7								
CHEVROLETCOUPON.COM ONLINE	B549	317.9			317.9								
CHEVRON CORP CP	T220	34,633.1	17,112.9		4,454.3				6,371.4	2,717.3	15.9	3,961.2	
CHEVRON CORP RECRUITMENT	B912	512.8			258.6	254.2							
CHEVRON GASOLINE	T211	10,748.2			2,149.9				5,994.9		2.2		2,601.2
CHEVRON GASOLINE & MOTOR OIL	T211	2,085.8											2,085.8
CHEVRON GASOLINE CO	V242	1,857.5				1,857.5							268.3
CHEVRON MOTOR OIL	T212	268.3											
CHEVRON SERVICE STATION	V242	6,517.8			13.7		6,504.1						
CHEVRON TECHRON FUEL SYSTEM CLEANER	T142	3,594.0	2,089.1						1,504.9				
CHEVRONTEXACO CORP CP	T220	12,284.0				11,383.0			901.0				
CHEVY CHASE BANK CONSUMER SERVICES	B121	5,142.3			2,952.6			374.7		1,815.1			
CHEVY.COM ONLINE	T114	1,272.5	32.0		360.5	880.0							
CHEVYLAND CHEVROLET	V211	255.3					32.9		222.5				
CHEVYS FREEDOM/TX/VAR SP	V169	261.7			4.5				257.3				
CHEX MIX SELECT SNACK MIX	F530	432.3	432.3										
CHEX MIX SNACK MIX	F530	8,292.6	8,199.4						93.2				
CHI INSTITUTE	G810	490.5			0.2			9.9		480.3			
CHI INSTITUTE & THOMPSON INSTITUTE	G840	739.7			9.4				730.3				
CHIA PLANT KITS	G715	8,904.6						243.6	4,107.1	761.4	3,773.3	19.3	
CHICAGO AREA FORD DA	T121	1,526.7			1,526.7								
CHICAGO AREA VOLVO DA	T123	3,142.5			3,142.5								
CHICAGO AUTO SHOW	V164	376.9			342.8				34.1				
CHICAGO BEARS FTBL TM	V163	395.9			57.0				338.9				
CHICAGO BLCKHWKS HCKY	V163	660.2			363.4		224.7		72.0				
CHICAGO BOARD/TRADE & CHCG MRCNTL EXC	B140	809.6			809.6								
CHICAGO BOTANIC GARDEN	V166	338.1	23.7		263.1	8.8	40.8		1.7				
CHICAGO BRD OPTNS EXCHNG	B140	1,971.2	437.7			1,437.1					96.4		
CHICAGO BULLS BSKTBL TM	V163	2,694.1			781.8		426.2		1,486.0				
CHICAGO CLCTN SHPG GD	B629	334.7				334.7							
CHICAGO CUBS BASEBALL TM	V163	1,721.7			413.3			92.2		1,216.1			
CHICAGO FIRE SOCCER TEAM	V163	412.0			198.4			29.7		183.8			
CHICAGO HOME FITNESS CTR	V365	3,763.7			3,288.4					475.3			
CHICAGO HUMMER DLR ASSN &NW IN HMR	T121	1,365.9			1,365.9								
CHICAGO IL TP	T433	490.2	69.3		11.5	167.4			214.4				27.6
CHICAGO LAKE LIQUOR STR	V341	330.5			330.5								
CHICAGO LIFE MAGAZINE	B623	3,012.5				3,012.5							
CHICAGO MERCANTILE EXCHG	B140	3,400.7	366.3		107.8	2,745.1	181.5						
CHICAGO PICTURES REDLINE MOVIE	B660	5,485.9			86.1				1,071.0	743.6		3,585.2	
CHICAGO PLAY	V161	397.7			4.0					393.7			
CHICAGO PREMIUM OUTLETS &LGHTHS PLC	V620	595.8			595.8								
CHICAGO SHAKESPEARE THTR	V161	2,427.6			2,374.6	53.0							
CHICAGO SPIRE CONDO	B452	639.9	498.3		141.6				582.4				
CHICAGO SUN-TIMES NWSPR	B622	585.5			3.0								
CHICAGO SYMPHONY ORCHSTR	V161	1,847.4			1,697.4	150.1							
CHICAGO THEATRE	V161	327.2			274.2	53.0							
CHICAGO TOYOTA DLR ASSN	T122	303.6											303.6

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CHICAGO TRANSIT AUTH	V180	557.3			557.3				0.0				
CHICAGO TRIBUNE NWSPR	B622	726.4			16.0		227.1		483.2				
CHICAGO WHITE SOX BSL	V163	2,604.0			516.4		785.5		1,302.1				
CHICAGO WOLVES HOCKEY TM	V163	805.0			534.2		270.8						
CHICAGOLAND CADILLAC DA	T121	2,977.2			2,977.2								
CHICAGOLAND DRPRY&BLNDS	V374	297.9			297.9								
CHICAGOLAND FORD DA	T121	1,467.1			1,467.1								
CHICAGOLAND GMC DA	T121	345.9			345.9								
CHICAGOLAND INFINITI DA	T122	357.2			357.2								
CHICAGOLAND MRCDS BNZ DA	T123	452.0			452.0								
CHICAGOLAND NW IN KIA DA	T122	396.1			396.1								
CHICAGOLAND NW/CHEV DA	T121	6,742.2			6,742.2								
CHICAGOLAND SPDWY RCTRCK	V163	462.5			200.5			0.0	153.4		108.5		
CHICAGOLAND WNDW&DR CNTR	V171	332.2			332.2								
CHICAGOS FNST CRPT CLNG	V179	506.3			506.3								
CHICCLIQUE/TEEN VOGUE	B623	3,678.0	3,678.0										
CHICCO BABY FURNITURE	H121	1,402.2	1,402.2										
CHICCO KEYFIT CHILDRENS CAR SEAT	H121	673.6	673.6										
CHI-CHIS SALSA	F170	1,768.9	1,768.9										
CHICKASAW NATION	B329	1,244.6	318.1						917.3		9.2		
CHICK-FIL-A RESTAURANT	G320	14,874.6			158.3		3,017.8	6,051.9	4,350.4		603.3		692.9
CHICKS SPORTING GOODS	V365	279.6			260.1		19.5						
CHICOS CLOTHING STR WOMEN	V311	11,462.4	10,434.4				67.2	7.5		953.3			
CHILD ABUSE/PSA	B323	367.0								367.0			
CHILD SAFETY CMPGN/PSA	B323	644.8							89.1	555.7			
CHILDHOOD LUKEMIA FNDTN	V139	317.8			317.8								
CHILDREN FIRST/PSA	B323	757.8							757.8				
CHILDREN INC	B322	332.6	272.9			0.4				59.3			
CHILDREN INTL	B322	7,163.6							750.0	852.1	2,543.6	2,945.3	72.6
CHILDREN OF MEN VIDEO	H532	2,933.2							1,548.1	8.5	11.3	1,204.6	160.7
CHILDRENS BOOK/MONTH CLB DR	V823	408.1	408.1										
CHILDRENS CLARITIN & CLARITIN	D521	4,464.3							3,588.5	0.3		875.4	
CHILDRENS CLARITIN & CLARITIN RDTBS	D521	470.9	470.9										
CHILDRENS CLARITIN ALLERGY REMEDY	D521	2,430.9							1,544.4	0.1		106.5	779.9
CHILDRENS CLARITIN ALRGY CHWBL&SYRP	D521	2,841.4	2,841.4										
CHILDRENS CLARITIN CHWBL ALRGY TABS	D521	2,471.1	2,471.1										
CHILDRENS DEFENSE FUND	B322	325.0	13.6		56.2		28.7	57.0		78.0		87.8	3.6
CHILDRENS HEALTH CR CTR	V133	760.9						760.9					
CHILDRENS HEALTH CR/ATLN	V133	503.4	13.3							490.1			
CHILDRENS HEALTHCARE/ATL	V133	277.6	244.6		33.0								
CHILDRENS HOSP & CLINICS	V133	396.2					129.7			265.9		0.6	
CHILDRENS HOSP & REGIONAL MED CTR	V133	941.7	332.4		254.4		27.0			327.9			
CHILDRENS HOSP BNFT/PSA	B323	553.2								553.2			
CHILDRENS HOSP MED CTR	V133	415.2						405.2		10.0			
CHILDRENS HOSP/BOSTON	V133	432.5					289.8			142.7			
CHILDRENS HOSP/KNGS DGHT	V133	508.6					291.4		12.5		204.7		
CHILDRENS HOSP/LOS ANGLS	V133	478.1					176.4				301.6		
CHILDRENS HOSP/PHLDLPH	V133	285.8					285.8						
CHILDRENS HOSPITAL	V133	3,760.5					245.7		1,000.0		1,806.8		708.1
CHILDRENS HOSPITAL OF WI	V133	304.5	183.0	6.3	32.2	55.3				27.8			
CHILDRENS HOSPITAL RECRUITMENT	B912	296.3			283.8								12.5
CHILDRENS INSTITUTE	V133	470.9			4.3			53.8		412.8			
CHILDRENS MEDICAL CENTER	V133	1,292.9	10.2		111.8			591.0		519.0		12.9	48.0
CHILDRENS MEMORIAL HOSP	V133	1,815.8	11.6		569.2			201.6		1,033.4			
CHILDRENS MERCY HOSPITAL	V133	366.3			46.4			101.5		218.5			
CHILDRENS MIRACLE NTWRK	B322	3,062.8	1,788.2		211.6			160.9		551.1		351.0	
CHILDRENS MOTRIN PAIN LIQUID	D511	3,333.1							2,424.1	47.7	320.6	540.7	
CHILDRENS MRCL NTWRK/PSA	B323	334.4								179.2		155.2	
CHILDRENS MUSEUM	V166	388.9	4.5		147.2			103.0		134.2			
CHILDRENS MUSEUM/INDNPLS	V166	453.0			149.6			115.7		187.6			
CHILDRENS NATL MED CTR	V133	513.7	332.4		27.9					153.4			
CHILDRENS PLACE STORE CHILDREN	V311	16,686.1	16,680.7		1.8			3.6					

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CHILDRENS THEATRE	V161	397.3			300.5		37.7		59.1				
CHILDRENS TRUST FUND/PSA	B323	2,139.8							2,139.8				
CHILDRENS TRUST ORG	B322	433.9					82.8		351.2				
CHILDRENS TYLENOL PLUS COLD LIQUID	D521	9,777.7						6,291.4	435.7	676.1	2,374.5		
CHILDRENS TYLENOL PLUS MLT-SYMP CLD	D521	2,566.0	89.0					1,561.5	45.0	307.1	563.4		
CHILDRENS WISH FNDTN	B322	706.6			706.6								
CHILEAN HAAS AVOCADOS	F322	1,171.8							1,171.8				
CHILIS GRILL&BAR REST	G320	75,998.8			527.3	595.8	172.5	36,445.4	6,511.7	13,705.7	12,435.2		5,605.2
CHILL OUT SCOOBY-DOO VIDEO	H532	375.5						213.0	22.6	29.4	110.5		
CHILTON MEMORIAL HOSP	V133	496.2			390.8		105.5						
CHINA ADVERTORIAL	B313	1,016.8			1,016.8								
CHINA BUFFET RESTAURANT	G310	257.0			89.4		128.3		39.3				
CHINA DAILY NEWSPAPER	B622	1,859.3			1,859.3								
CHINA FINANCIAL MARKETS CONFERENCE	G820	403.7	43.1			360.6							
CHINA SEA BUFFET REST	G310	252.8			60.4		177.5		14.8				
CHINA TOWNE FURN STR	V375	466.1							466.1				
CHINA TP	T434	1,554.6	526.3	280.7	35.9	464.2	225.0				22.5		
CHINA WALL BUFFET	G310	331.3				331.3							
CHINET PAPER PLATES	H339	2,680.3									2,680.3		
CHINO VALLEY SUBARU	V212	661.9			661.9								
CHINOOK WINDS CASINO	V169	291.3					243.3		47.9				
CHIP CHILD HLTH INS PRGM	B315	1,527.8					16.4		1,511.4				
CHIP CHLDRN HLTH INS/PSA	B323	484.0							484.0				
CHIPAINS FINER FOODS STR	V346	611.3			611.3								
CHIPOTLE MEXICAN GRILL	G320	4,717.6	143.7		306.5		4,264.9		2.6				
CHIQUITA BANANAS	F322	399.6							222.8				176.8
CHIRO MED CHIROPRACTIC	V139	604.6							604.6				
CHIVAS REGAL 12 SCOTCH WHISKEY	F713	916.4	916.4										
CHIVAS REGAL 18 SCOTCH WHISKEY	F713	1,621.7	1,621.7										
CHIVAS REGAL SCOTCH WHISKEY	F713	2,683.7					2,004.8			550.2	128.8		
CHLOE & CO CLOTHING STR FAMILY	V311	260.2				260.2							
CHLOE BOUTIQUE WOMEN	V311	15,555.5	14,824.4	686.1	45.0								
CHLORASEPTIC COUGH PDTs	D522	963.4						170.5	3.2	385.9	403.8		
CHLORASEPTIC DEFENSE DAILY HLTH STRP	D529	819.2						129.4	3.4	290.8	395.6		
CHLORASEPTIC LIQUID LOZENGES	D522	1,593.1						138.8	7.1	772.5	674.7		
CHLOR-TRIMETON ALLERGY TABLETS	D521	5,402.0						3,545.9	26.1	996.5	833.6		
CHOCK FULL O NUTS COFFEE	F411	344.1											344.1
CHOCOLATE DROP MTN DEV	B452	829.0			15.2	813.7							
CHOCTAW CASINO	V169	1,380.9	22.9		505.0		546.6		297.9				8.6
CHOCTAW INDIAN BINGO	V169	295.3					295.3						
CHOICE CELLULAR STORE	V329	787.0			787.0								
CHOICE HOMES BUILDER	V171	660.8					660.8						
CHOICE HOTELS INTL	T431	41,516.2	4,283.8		14.7	2,509.9	67.2	15,680.8	94.7	115.0	15,461.0	3,255.8	33.3
CHOICE HOTELS INTL WORLDWIDE	T432	1,462.7	1,462.7										
CHOICE PDTs&SVC CELL BRK WRLS SVC	B223	4,370.6			4,370.6								
CHOICEDEK DECKING MATERIAL	H619	687.0	687.0										
CHOLESTERBLOCK DRUGS/TOILETRIES DR	V830	428.9			427.4								1.4
CHOLESTEROL MD DIETARY SUPPLEMENT	D543	588.2	588.2										
CHONG HING JEWELERS	V314	481.8			280.1		201.8						
CHOPARD BOUTIQUE JEWELRY	V314	3,422.5	2,410.6		5.8	952.0	54.0						
CHOPARD JEWELRY	A510	1,095.4	1,095.4										
CHOPARD JEWELRY & WATCHES	A510	1,277.6	1,277.6										
CHOPARD WATCHES	A520	1,152.4	1,152.4										
CHRIS AUFFENBERG CHEV	V211	325.4			305.5				19.9				
CHRIS LEITH AUTO	V219	367.5			367.5								
CHRIS LEITH KIA&IMPRT CT	V212	306.0			306.0								
CHRIS NIKELS AUTO	V219	297.8			297.8								
CHRIS SARE STORE ONLINE	V359	1,310.4	1,310.4										
CHRIS-CRAFT BOATS	G430	740.7	740.7										
CHRIST HOSPITAL	V133	1,108.1			601.9		21.9		484.3				
CHRISTENBURY EYE CENTER	V135	553.6			463.9				89.7				
CHRISTENSEN YACHTS	G430	581.6	581.6										

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CHRISTENSON CHEVROLET	V211	1,191.7			1,130.2		61.5						
CHRISTIAN BROS BRANDY	F721	272.5	272.5										
CHRISTIAN CHILDRENS FUND	B322	22,314.5							387.8	4,119.4	15,034.4	2,772.9	
CHRISTIAN DIOR COSMETICS	D190	342.4	342.4										
CHRISTIAN DIOR HANDBAGS WOMEN	A410	1,030.9				1,030.9							
CHRISTIAN LACROIX ROUGE FRAGRANCE W	D180	1,788.5	1,788.5										
CHRISTIAN ST FURN STR	V375	382.7			90.5				292.2				
CHRISTIAN&TIMBERS EMP SV	B913	312.8	312.8										
CHRISTIANA CARE HLTH SYS	V133	354.7	120.8				176.2		57.7				
CHRISTIANIA VODKA	F734	498.8	289.6				209.2						
CHRISTIES AUCTIONEERS	V122	1,943.3	184.1	114.4	63.4	1,581.5							
CHRISTIES CABARET NT CLB	V167	687.4			687.4								
CHRISTIES GREAT EST CH	B451	422.7		156.7	216.0	50.1							
CHRISTIES GREAT EST RLTY	B451	560.5	123.3	176.1	261.1								
CHRISTIES GRT EST ESLNGR	B451	1,469.0			1,469.0								
CHRISTIES GRT EST LNDVST	B451	325.3				325.3							
CHRISTIES GRT EST/LWRNC	B451	1,293.7			387.2	906.5							
CHRISTIES GRT/HLTN &CHRSTS GRT/HYLND	B451	614.0			614.0								
CHRISTINA WU BRIDAL GOWNS WOMEN	A130	2,353.4	2,353.4										
CHRISTMAS CRAFT SHOW	V164	308.2			13.8				294.3				
CHRISTMAS EVENTS/PSA	B323	384.1							384.1				
CHRISTMAS TREE SHOP	V359	2,567.4			1,036.7		60.0		1,382.5				88.1
CHRISTMAS TV FAVORITES VIDEOS	H532	968.9						497.1			471.8		
CHRISTOFLÉ JEWELRY	A510	649.6	515.6	92.0	41.9								
CHRISTOFLÉ JEWELRY STORE	V314	1,020.1	386.2	542.3	9.1		82.5						
CHRISTOPHER DESIGNS JEWELRY	A510	2,431.7	2,431.7										
CHRISTOPHER FARR STORE	V373	294.9	294.9										
CHRISTOPHER KIA	V212	287.8			287.8								
CHRISTOPHER LIGORI ATTY	V151	286.8							286.8				
CHRISTOPHER PCK CBNTRY	V376	446.1	444.3		1.8								
CHRISTOPHER PEACOCK KITCHEN CABINETS	H619	703.6	703.6										
CHRISTOPHERS DODGE WORLD	V211	3,342.7			3,264.2				78.4				
CHRISTS SOON RETURN MISC DR	V859	342.2			124.7	217.4							
CHRISTUS SANTA ROSA HOSP	V133	304.7	35.5		248.3		19.9		1.0				
CHRISTYS SPRT SKI&PATIO	V365	395.8			395.8								
CHROMAX MINERAL SUPPLEMENT	D541	831.3											831.3
CHROMAX NUTRITIONAL SUPPLEMENTS	D543	1,162.6	286.8									405.6	470.2
CHROME FRAGRANCE MEN	D410	1,927.7	1,927.7										
CHROME LEGEND FRAGRANCE MEN	D410	1,088.6	1,088.6										
CHRYSLER AUTO&TRK 300 & ASPEN	T114	1,044.8							1,044.8				
CHRYSLER AUTO&TRK ASPEN & SEBRING	T114	370.9							370.9				
CHRYSLER AUTO&TRK DIV CP	T114	914.3	914.3										
CHRYSLER AUTO&TRK VAR	T114	97,070.8			43,730.1	713.0	686.6	7,697.8	29,917.8	13.2	5,778.4	2,526.6	6,007.3
CHRYSLER AUTO&TRK VAR & JEEP PATRIOT	T114	360.6							360.6				
CHRYSLER AUTO&TRK VAR & JEEP VAR	T114	2,330.1			606.7		99.8		1,432.7				190.9
CHRYSLER AUTO&TRK VAR LEASING	T114	1,602.8			1,602.8								
CHRYSLER AUTOS 300	T111	13,451.3	1,109.4						574.3	10,702.7		1,064.9	
CHRYSLER AUTOS 300 LEASING	T111	6,208.3								6,208.3			
CHRYSLER AUTOS 300C	T111	2,408.8	2,089.9		54.7	264.2							
CHRYSLER AUTOS PT CRUISER LEASING	T111	406.3								406.3			
CHRYSLER AUTOS SEBRING	T111	73,882.5	25,181.1		605.3	3,192.1		27,774.3	6,518.7	178.9	8,330.0	922.5	1,179.6
CHRYSLER AUTOS SEBRING &JP VHCLS VAR	T111	316.8								316.8			
CHRYSLER AUTOS SEBRING LEASING	T111	4,425.3				1,740.1				2,529.7		155.5	
CHRYSLER AUTOS VAR	T111	17,020.3			1,426.1				57.7	13,973.4		1,563.1	
CHRYSLER CLUB CHMPNSHP	T111	995.9	976.7									19.2	
CHRYSLER CORP DIV CP	T114	1,342.8	808.4		6.0	528.4							
CHRYSLER CORP LOC DLR LEASING	V211	3,788.3			3,788.3								
CHRYSLER CORP VAR AUTO&TRK	T114	2,131.4	76.8		1,470.2	528.4			55.9				
CHRYSLER CORP VAR AUTOS	T111	4,272.5			4,129.6	142.9							
CHRYSLER CORP VAR AUTOS&VEHICLES	T114	1,196.7											1,196.7
CHRYSLER CORP VAR DA VAR AUTO&TRK	T121	2,271.0			509.9		51.6		985.2				724.2
CHRYSLER DA PACIFICA & JEEP DA VAR	T121	380.3							380.3				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CHRYSLER DA/VAR AUTO&TRK & JEEP DA	T121	917.9			368.3				549.6				
CHRYSLER DA/VAR AUTO&TRK & JP DA LSG	T121	2,050.1			2,050.1								
CHRYSLER DA/VR AT&TK LSG & JEEP DA	T121	991.3			991.3								
CHRYSLER DLR ASSN 300	T121	469.4							469.4				
CHRYSLER DLR ASSN 300 LEASING	T121	2,965.6							2,965.6				
CHRYSLER DLR ASSN ASPEN	T121	318.6							318.6				
CHRYSLER DLR ASSN PACIFICA LEASING	T121	358.7							358.7				
CHRYSLER DLR ASSN SEBRING	T121	489.0							448.5				40.6
CHRYSLER DLR ASSN SEBRING LEASING	T121	576.4							576.4				
CHRYSLER DLR ASSN TOWN & COUNTRY	T121	597.8			68.8					528.9			
CHRYSLER DLR ASSN TOWN & COUNTRY LSG	T121	1,808.0								1,808.0			
CHRYSLER DLR ASSN VAR AUTO&TRK	T121	21,453.6			8,612.8		1,583.4		3,098.4				8,159.0
CHRYSLER DLR ASSN VAR AUTOS	T121	2,417.3							2,417.3				
CHRYSLER DODGE/PARAMUS	V211	1,545.3			1,545.3								
CHRYSLER TRUCKS ASPEN	T117	9,662.8	5,969.8		157.5			1,469.8	1,095.7	40.9	929.1		
CHRYSLER TRUCKS ASPEN&TOWN&COUNTRY	T117	6,059.6							5,499.9		559.7		
CHRYSLER TRUCKS PACIFICA	T117	2,911.5	127.1			264.2			1,151.4		1,368.7		
CHRYSLER TRUCKS PACIFICA LEASING	T117	1,065.8							1,065.8				
CHRYSLER TRUCKS TOWN & COUNTRY	T117	70,969.4	16,184.8		248.2	168.6		20,448.9	22,634.7	123.0	11,161.2		
CHRYSLER TRUCKS TOWN & COUNTRY LSG	T117	5,587.4			158.3				5,429.1				
CHRYSLER TRUCKS VAR & JEEP VAR	T117	571.2			19.5				551.7				
CHUBB GROUP OF INS COS VAR INSURANCE	B429	3,107.7	3,107.7										
CHUBB INSTITUTE	G850	1,253.8			149.8				1,104.0				
CHUBB INSURANCE COS CP	B429	252.6											252.6
CHUCK E CHEESE REST	G320	20,234.0			4.4			1,568.4	38.1	503.8	18,119.4		
CHUCK HUTTON AUTO DLR	V219	452.1			141.4				310.6				
CHUCK HUTTON CHEVROLET	V211	340.2			211.4				128.8				
CHUCK-A-RAMA BUFFET	G310	348.5							348.5				
CHUKCHANSI GOLD RSRT&CSN	T431	3,803.6			2,312.6		665.5		825.6				
CHULA VISTA RESORT	T431	2,473.3			1,959.6		199.6		314.1				
CHULITA PRE-PAID PHONE CARD	B231	403.4							403.4				
CHUMASH CASINO HOTEL	T431	825.1				825.1							
CHUMASH CASINO RESORT	T431	2,427.6	279.5	230.1	1,918.0								
CHURCH/LATTER-DAY ST	B322	2,495.7				14.0		2,150.3		331.4			
CHURCH/LATTER-DAY ST VAR VIDEOS DR	V873	1,390.4						204.4		1,186.0			
CHURCH/LATTER-DY ST/PSA	B323	1,399.8						1,184.5		215.3			
CHURCHILL DOWNS RACE TRK	V163	930.3	440.6		115.7		22.1		352.0				
CHURCHILL YACHT PARTNERS	G430	563.6	563.6										
CHURCH'S FRIED CHCKN REST	G320	13,557.1			24.7		1,484.2		11,392.0				656.2
CHURRASCARIA PLTRFM REST	G310	301.7	301.7										
CI TRAVEL AGENCY	T420	320.8			320.8								
CIA RECRUITMENT	B912	3,582.7								2,263.1		1,319.7	
CIALIS ERECTILE DYSFUNCTION RX	D560	126,307.5	1,543.4					91,794.2	150.5	32,819.4			
CICIS PIZZA RESTAURANT	G320	17,177.1			17.7		142.8		870.8		13,071.0	2,925.9	148.9
CIE TOURS	T420	282.3			245.4	36.9							
CIGAR AFICIONADO &WINE SPECTATOR MAG	B623	1,478.6			49.8	1,428.8							
CIGAR AFICIONADO MAG & INTL WINE	B623	838.0			266.5	571.5							
CIGARREST DRUGS/TOILETRIES DR	V830	2,757.2							276.8	2,031.8	448.7		
CIGARS INTL CLUB MISC DR	V859	838.9	785.6	53.3									
CIGNA HEALTH PLAN/AZ MEDICAL INS	B412	319.6			319.6								
CIMARRON HILLS RE DEV	B452	465.7	465.7										
CINCINNATI BELL BUNDLE PDT'S	B250	443.6			443.6								
CINCINNATI BELL ISP	B225	477.4			182.5				294.9				
CINCINNATI BELL PHN STR	V371	1,108.9			1,108.9								
CINCINNATI BELL PREPAID WIRELESS SVC	B223	379.7							379.7				
CINCINNATI BELL RESIDENTIAL	B222	451.7			451.7								
CINCINNATI BELL WIRELESS SERVICE	B223	3,500.9			2,531.8		161.8		807.3				
CINCINNATI CHILD HOSP	V133	681.9			112.5		174.0		395.4				
CINCINNATI MUSEUM CENTER	V166	891.8			211.4		10.0		670.4				
CINCINNATI OH TP	T433	449.4							449.4				
CINCINNATI REDS BASEBALL	V163	509.2			382.1				127.2				
CINCINNATI WGHT LS CTR	D800	251.1							233.8				17.3

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CINCINNATI ZOO	V166	285.8				55.1		230.7					
CINCINNATI&KY TOY DA	T122	20,875.2			20,875.2								
CINCINNATI-N KY HONDA DA	T122	11,159.3			11,159.3								
CINCO DE MAYO/VAR SPON	V169	403.4						403.4					
CINCYAUTOS.COM ONLINE	V219	345.2						345.2					
CINDERELLA III A TWST/TM &PTR PN/VS	H532	725.5					273.4	1.4	209.9	240.8			
CINDERELLA III A TWST/TM VIDEO	H532	10,199.3					184.5	6,041.1	580.8	953.6	2,439.3		
CINDERELLA VIDEO	H532	773.8						303.8	0.0		358.5	111.5	
CINEMA GREATS COLLECTION VIDEOS	H532	288.1	288.1										
CINEMARK THEATRES	V165	7,197.8			7,186.3		10.4		1.0				
CINEMAX CABLE TV	B642	1,316.6	1,315.7		0.9								
CINERGY HEALTH INSURANCE DR	V829	9,094.1						155.4	1,737.5	1,165.2	6,036.0		
CINEVEGAS FILM FESTIVAL	V165	288.6	288.6										
CINGULAR LAPTOP CONNECT CARD	B532	558.1				558.1							
CINGULAR WIRELESS SERVICE	B912	493.0			65.3				10.6				417.1
CINGULAR WIRELESS STORE	B223	161,464.7	12,094.0		61,564.0	10,981.5	22,009.5	40,066.4	1,881.5	11.6	5,038.8	371.7	7,445.7
CINNAMON SHORE RE DEV	V329	3,535.8			2,640.1	480.6	393.4		21.7				
CINTAS UNIFORMS MEN & WOMEN	B452	338.9	335.7		3.1								363.4
CINZIA ROCCA COATS WOMEN	A190	363.4							0.1				
CIPRIANI OCN RSRT&CL RES	A120	751.5	751.5										
CIRCA APPAREL	B452	454.3			41.1	175.5	237.7						
CIRCA JEWELRY STORE	A990	326.3	326.3										
CIRCA LIGHTING STORE	V314	7,984.2	2,767.2	606.1	2,961.1	1,649.9							
CIRCLE AUDI	V378	833.5	833.5										
CIRCLE BANK CONSUMER SERVICES	V213	421.8			421.8								
CIRCLE FURNITURE STORE	B121	316.6			316.6								
CIRCLE IN/SQUARE THEATER	V375	448.5	40.3		253.9		18.1		136.3				
CIRCLE INFINITI	V161	288.1			59.0	229.1							
CIRCLE K CONVENIENCE STR	V212	472.4			338.6	71.2	62.6						
CIRCLE K FOOD STORE	V345	1,095.4			1.6				1,032.1				61.7
CIRCLE LENDING MORTGAGE CONSUMER SVC	V345	1,531.5			205.5		1,314.7		2.2				9.0
CIRCLE PONTIAC GM	B124	327.8											327.8
CIRCO/HERMANOS VAZQUEZ	V211	1,295.5			1,295.5								
CIRCUIT CITY STORES	V161	445.8						445.8					
CIRCUIT CITY STORES ONLINE	V361	194,831.0	319.9		98,523.7	7,311.7	0.4	48,045.4	16,782.4		23,816.8		30.7
CIRCUIT COUNTRY COMPUTER PDT	V361	19,563.9						14,146.4	2,356.6		3,060.9		
CIRCULON COOKWARE	V821	4,625.7							211.4		4,372.2		42.1
CIRCUS CIRCUS CASINO	H231	5,318.9	5,318.9										
CIRCUS CIRCUS HOTEL&CSN	V169	425.3				425.3							
CIRCUS CIRCUS HOTEL&CSN RENO	T431	2,190.7	115.5		164.2		378.4		367.3		1,165.2		
CIROC VODKA	T431	253.4	189.8		63.6								
CIRQUE DU SOLEIL	F734	3,213.5	2,373.2	228.7	41.6						507.2		62.8
CIRQUE DU SOLEIL CIRCUS	V161	1,624.0	1,184.9		391.9		47.2						
CIRQUE DU SOLEIL/DELTA	V169	4,264.1			3.4		410.0		3,648.0	10.8	2.8		189.1
CIRQUE DU SOLEIL/ISHARES	T413	524.2							524.2				
CIRQUE DU SOLEIL/LVAR SPN	B125	385.4							385.4				
CIRRO ENERGY	V169	3,130.9							3,130.9				
CIRRUS DESIGN AIRCRAFT	V173	759.0				218.9			540.1				
CIRRUS DESIGN HELICOPTER	T300	1,894.8	1,884.9			9.9							
CISCO NETWORKING SYSTEMS	T300	326.1	326.1										
CISCO SYS COMPUTER CTR	B233	61,033.8	9,603.8	738.1		1,676.4		41,848.0	164.9	120.2	6,882.4		
CISCO SYSTEMS INC CP	V321	367.9			27.5	340.5							
CISCO SYSTEMS LINKSYS NETWORK PDT	B260	512.1	137.6			205.6		22.0	5.9	17.4	123.6		
CIT BUSINESS SERVICE	B233	310.6	310.6										
CIT GROUP BUSINESS SERVICES	V129	1,416.5	1,416.5										
CIT GROUP INC CP	B129	6,575.6	4,516.8			1,934.9			123.9				
CITADEL BRDCSTNG RD STNS	B129	7,476.0	6,422.2			1,045.7			8.1				
CITATIONSHARES AVTN SVC	B630	260.8					260.8						
CITATIONSHARES FRCNTL OWNRSHP PRGRM	V180	265.0	164.5			100.5							
CITGO GASOLINE	T300	2,210.5	2,082.2			128.3							
CITGO GASOLINE & MOTOR OIL	T211	2,109.6							2,075.6		8.6		25.3
	T211	1,092.4											1,092.4

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CITGO PETROLEUM CORP CP	T220	19,309.1	5,863.0		1,147.4	1,399.5		1,109.9	6,336.3		2,515.5		937.5
CITGO PETROLEUM CORP GASOLINE	T211	599.4			599.4								
CITGO SERVICE STATION	V242	2,591.4		1,035.4	48.9		1,507.0						
CITI AADVANTAGE &PLTNM SLT BS MSTRCD	B111	349.0	349.0										
CITI AADVANTAGE WORLD MASTERCARD	B111	481.7	200.3				281.4						
CITI AMER ARLNS ADVNTG MASTERCARD	B111	455.9	455.9										
CITI CREDIT CARD	B111	28,473.2	28,467.3				5.9						
CITI DIAMOND PREFERRED MASTERCARD	B111	3,209.7	3,209.7										
CITI FINANCIAL CONSUMER SERVICES	B124	1,953.6	1,561.3		309.9	77.9				4.6			
CITI INDENTITYMONITOR ONLINE	B129	468.4								468.4			
CITI PREMIERPASS CREDIT CARD	B111	22,424.4	22,182.0		118.4	123.9							
CITI PROF CREDIT CARDS	B111	347.6			327.2	20.4							
CITI/CITIBUS &PLTNM SLCT MSTRCD	B111	9,892.9	9,892.9										
CITIBANK AADVANTAGE CREDIT CARD	B111	2,634.5	821.0		267.1	463.4	1,083.0						
CITIBANK BUSINESS SERVICES	B121	34,397.9	5,252.6					21,818.5	39.1	669.4	6,618.2		
CITIBANK CONSUMER SERVICES	B121	148,402.9	23,563.8	289.4	35,595.8	6,992.0	1,294.3	65,523.6	68.3	2,532.5	12,473.7		69.4
CITIBANK CP	B121	27,569.9			85.2	846.5		19,540.9	8.4	549.4	6,539.4		
CITIBANK MASTERCARD & VISA	B111	55,252.1						46,004.7	85.7	882.6	8,279.2		
CITIBANK RECRUITMENT	B912	379.4			225.5				29.7				124.2
CITIBANK VAR CREDIT CARDS	B111	1,275.5	450.0				825.5						
CITIBANK VIGNETTE	B111	320.0						285.8	28.4		5.7		
CITIGROUP FINANCIAL BUSINESS SVC	B129	881.9				881.9							
CITIGROUP FINANCIAL CONSUMER SVC	B129	1,200.9	735.5		311.2	9.8	44.7						99.8
CITIGROUP INC CP	G930	39,138.3	37,273.9		1.1	968.4						894.9	
CITIGROUP INC RECRUITMENT	B912	306.2			302.5	3.8							
CITIGROUP SECURITY OFFER	B130	310.1				310.1							
CITIPRO BANK CONSUMER SERVICES	B121	373.1											373.1
CITIZEN WATCHES	A520	19,793.0	12,602.8		4.6			6,963.3	41.3		181.0		
CITIZENS B&T CONSUMER SVC	B121	500.7			118.3		17.4		365.1				
CITIZENS BANK CONSUMER SERVICES	B121	22,600.5			20,528.2		1,905.5						166.9
CITIZENS BANK/NEW ENGLND CON SVC	B121	1,313.1							1,313.1				
CITIZENS BANK/PA CONSUMER SERVICES	B121	1,776.2							1,776.2				
CITIZENS BUSINESS BANK CONSUMER SVC	B121	539.4			209.8		329.6						
CITIZENS CHOICE HLTHPLN MEDICAL INS	B412	316.1							316.1				
CITIZENS ENERGY CORP	V173	5,944.1					31.8		5,572.8				339.6
CITIZENS FIRST MORTGAGE CONSUMER SVC	B124	913.3			820.3				13.2				79.8
CITIZENS GAS	V173	367.8					367.8						
CITIZENS GAS CO	V173	391.9			15.5				376.4				
CITIZENS NATIONAL BANK CONSUMER SVC	B121	455.3			222.8		200.9		31.7				
CITIZENS/TULSA COUNTY	B329	328.1							328.1				
CITIZENSHIP INFO/PSA	B323	1,553.2							1,553.2				
CITRACAL CALCIUM SUPPLEMENT	D541	3,790.5							0.1			3,790.4	
CITRIX SYSTEMS INC CP	B532	508.5			508.5								
CITRUCEL FIBER LAXATIVE	D532	3,708.5						2,905.1	16.1	224.7	562.7		
CITRUCEL LAXATIVES	D532	1,962.4	1,962.1						0.3				
CITRUS HEALTH CARE MED & DENTAL INS	B412	2,836.7			2,389.1		447.5						
CITRUS HEALTH CARE MEDICARE INS	B412	612.4			519.4				93.1				
CITTONE INSTITUTE	G850	475.9							475.9				
CITY AUTO DLR	V219	673.9			406.6	267.3							
CITY CENTER RE DEV	B452	286.1			286.1								
CITY CHEVROLET	V211	551.4			547.7				3.7				
CITY COLLEGES OF CHICAGO	G810	328.9			23.3		50.5		255.2				
CITY COUNCIL/CITY/DLS TX	B315	352.4			352.4								
CITY FURNITURE STORE	V375	13,732.7			5,909.7				7,823.0				
CITY HARVEST ORG	B322	662.9			318.2	344.7							
CITY HARVEST/PSA	B323	426.9							274.2		152.6		
CITY KITCHENS	V375	407.0			407.0								
CITY LEATHER FURN CO STR	V375	476.2			476.2								
CITY LIGHTS BROOKLYN RULES MOVIE	B660	743.1	12.9		552.9	177.3							
CITY LQDTRS FURN WRHS	V375	301.5			301.5								
CITY MATTRESS CO	V377	5,575.1			2,322.7				3,252.5				
CITY MITSUBISHI	V212	260.6			260.6								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CITY NATIONAL BANK CONSUMER SERVICES	B121	1,363.3	189.0		102.1		221.7						850.5
CITY OF ADDISON TX	B315	305.5			305.5								
CITY OF ARLINGTON TX	B315	450.7			450.7								
CITY OF BALTIMORE MD	B315	774.4			768.4		6.0						
CITY OF BOSTON MA	B315	2,523.7			2,523.7								
CITY OF BRIDGEPORT CT	B315	270.3			270.3								
CITY OF CHANDLER AZ	B315	394.8			379.7		15.1						
CITY OF CHICAGO IL	B315	2,881.1			2,808.9		72.2						
CITY OF DALLAS TX	B315	5,340.4			5,255.3		85.1						
CITY OF EAST ORANGE NJ	B315	526.2			526.2								
CITY OF ELIZABETH NC	B315	305.8			305.8								
CITY OF FORT WORTH TX	B315	2,264.1			2,234.6		29.5						
CITY OF GRAND RAPIDS MI	B315	360.0			360.0								
CITY OF HARTFORD CT	B315	269.1			269.1								
CITY OF HIALEAH	B315	325.2			325.2								
CITY OF HOPE CANCER CTR	V133	590.5		40.5					66.9		3.0		480.0
CITY OF HOPE ORG	B322	327.9			165.3		162.6						
CITY OF HOUSTON	B315	1,003.7			994.6		9.1						
CITY OF IRVING TX	B315	252.0			252.0								
CITY OF JACKSONVILLE FL	B315	349.0			337.8		11.2						
CITY OF LONG BEACH CA	B315	546.6	348.4		156.6		41.6						
CITY OF LOS ANGELES CA	B315	684.4			684.4								
CITY OF MEMPHIS TN	B315	264.3			264.3								
CITY OF MIAMI BEACH FL	B315	457.0			403.9		53.2						
CITY OF MIAMI FL	B315	1,078.6			1,078.6								
CITY OF MIAMI GARDENS	B315	330.5			330.5								
CITY OF NEW YORK NY	B315	259.8			256.6	3.2							
CITY OF NEWARK NJ	B315	1,400.5			1,395.4		5.1						
CITY OF NORFOLK VA	B315	493.4			453.9		39.5						
CITY OF OXNARD	B315	469.9			468.7		1.2						
CITY OF PHILADELPHIA PA	B315	2,064.5			2,064.5								
CITY OF PLAINFIELD	B315	600.2			600.2								
CITY OF RICHMOND VA	B315	343.4			343.4								
CITY OF ROCHESTER	B315	1,028.6	25.8		1,002.9								
CITY OF SAN ANTONIO	B315	590.4	15.2		539.0		36.2						
CITY OF SAN JOSE CA	B315	763.4			731.0		32.5						
CITY OF SANTA CLARITA CA	B315	289.2			276.2		13.0						
CITY OF SOULARD	B315	388.1			388.1								
CITY OF SUNRISE	B315	286.9			286.9								
CITY OF TAMPA FL	B315	480.0			480.0								
CITY OF THOUSAND OAKS CA	B315	279.0			279.0								
CITY OF WHITE PLAINS NY	B315	283.3			283.3								
CITY OUTDOOR EVENT	V169	2,612.1					2,612.1						
CITY PLN CMNS/CTY/DALLAS	B315	319.3			319.3								
CITY TOYOTA	V212	728.8			728.8								
CITY UNIVERSITY OF NY	G810	2,335.9	19.3	228.7	925.4	150.2	990.0		22.3				
CITY WORLD FRD LINC MERC	V211	488.7			488.7								
CITY WORLD HYUNDAI	V212	888.7			888.7								
CITY&COUNTY CREDIT UNION CON SVC	B124	484.0			381.2		102.8						
CITY&SHORE HOME DSGN/PUB	B629	772.7			772.7								
CITY/CHICAGO CMNTY DV CM	B315	594.7			594.7								
CITY/CHICAGO DEPT/PLNG	B315	274.3			274.3								
CITY/CHICAGO DEPT/PRCRMN	B315	994.0			994.0								
CITY/CITRUS HEIGHTS CA	B315	296.5			296.5								
CITY/FORT LAUDERDALE FL	B315	256.7			256.7								
CITY/HOPE NATL MED CTR	V133	1,359.1	919.7		408.2		31.2						
CITY/NORTH MIAMI BCH FL	B315	367.1			367.1								
CITY/PALM BEACH GARDENS	B315	338.7			338.7								
CITY/VIRGINIA BEACH VA	B315	261.6			261.6								
CITYCENTER CONDO HOTEL	T431	434.5	147.0	192.8	94.8								
CITYCENTER LAS VEGAS CND	B452	5,824.8	4,202.9	860.9	42.6	718.5							
CITYMEALS-ON-WHEELS	B322	307.7	16.7			291.1							

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CIVIC THEATRE	V161	598.0			595.6				2.4				
CIVIC TOUR/HONDA	T115	1,564.7	1,564.7										
CK IN2U FRAGRANCE M&W & TOIL	D410	717.0	717.0										
CK IN2U FRAGRANCE MEN & WOMEN	D180	8,680.1	7,507.6						109.0		1,063.5		
CK ONE SUMMER FRAGRANCE MEN & WOMEN	D180	287.3	287.3										
CK ONE SUMMER FRAGRANCE W & LOTION	D180	904.2	904.2										
CK ONE SUMMER FRAGRANCE WOMEN	D180	1,728.9	1,728.9										
CK ONE SUMMER SKIN MOISTURIZER	D110	303.6	303.6										
CLAIBORNE APPAREL	A990	567.7	567.7										
CLAIBORNE COATS MEN & WOMEN	A120	536.1	536.1										
CLAIBORNE RTW MEN	A190	1,420.9	1,420.9										
CLAIBORNE SHIRTS MEN	A141	261.2	261.2										
CLAIBORNE SPORTSWEAR MEN	A141	320.3	320.3										
CLAIR AUTO ENTERPRISE	V219	337.5		7.5					330.0				
CLAIR HONDA	V212	294.4			255.8		21.8		16.9				
CLAIRE PETTIBONE BRIDAL GOWNS WOMEN	A130	1,071.0	1,071.0										
CLAIROL BALSAM HAIR COLOR	D310	1,326.0	960.1										365.9
CLAIROL BEAUTIFUL CLLCTN HAIR COLOR	D310	825.2	825.2										
CLAIROL NAT INSTINCTS HAIR COLOR	D310	30,871.8	7,709.8						12,485.8	1,505.0	4,475.1	4,696.1	
CLAIROL NICE N EASY HAIR COLOR	D310	18,423.2	1,013.6						9,775.4	575.6	3,292.2	3,766.4	
CLAIROL NICE/EASY RT/UP HAIR COLOR	D310	13,353.9	2,440.9						5,940.1	57.1	2,316.0	2,599.8	
CLAIROL NICE/ESY GRY SLT HAIR COLOR	D310	11,771.3	8,125.0						1,756.3	589.9	613.7	686.5	
CLAIROL TEXTURES&TONES HAIR COLOR	D310	513.1	513.1										
CLAIROL VAR HAIR COLOR	D310	1,379.7	1,379.7										
CLAPPER & CLAPPER PLUS	H190	2,668.0							22.8	1,985.5	131.3	528.4	
CLAPPER ON & OFF ACTIVATOR	H190	625.5							52.4	208.7	159.6	204.8	
CLAPPER PLUS ON & OFF ACTIVATOR	H190	1,829.7							79.2	1,059.7	73.6	567.9	49.2
CLAREMONT FORD MAZDA	V219	1,037.0		1,037.0									
CLAREMONT RUG CO	V373	848.4	848.4										
CLAREMONT SCION TOYOTA	V212	426.1			426.1								
CLAREMONT TOYOTA	V212	532.2			532.2								
CLARENCE HOUSE HOUSEHOLD FABRICS	H141	585.9	585.9										
CLARIAN HEALTH PARTNERS	V133	405.6	77.3		28.2		289.5		10.6				
CLARIAN HEALTH SYSTEM	V133	750.3	11.8		51.4		340.4		346.7				
CLARINS BRIGHT PLUS SKIN CARE PDT'S	D110	329.6	329.6										
CLARINS DOUBLE SERUM GNRTN 6 CRM	D110	431.7	431.7										
CLARINS EX FIRMING DAY&NIGHT CREAM	D110	641.2	641.2										
CLARINS EXPERTISE 3P SCREEN MIST	D110	1,296.1	1,296.1										
CLARINS SELF-TANNING GEL&LOTION	D170	422.6	422.6										
CLARINS SKIN SPA	V131	257.2	107.5	114.4		35.3							
CLARINS SUPER RSTRTV SERUM	D110	554.1	554.1										
CLARINS UV PLUS PROTECTIVE DAY CREAM	D110	1,333.8	1,333.8										
CLARION HOTELS	T431	1,416.0	31.4		187.2	545.4	652.1						
CLARITIN ALLERGY REMEDY	D521	84,866.8	9,011.6	786.1					54,515.2	462.2	8,709.3	9,265.4	1,615.4
CLARITIN REDITABS ALLERGY REMEDY	D521	666.8							637.6		29.2		
CLARITIN VIGNETTE	D560	1,397.1							1,397.1				
CLARITIN-D ALLERGY REMEDY	D521	40,526.8							30,426.6	185.9	5,756.6	4,157.6	
CLARK ENTERPRISES EXERCISE EQUIP DR	V851	2,497.1	2,497.1										
CLARK PEST CONTROL	V172	403.5							403.5				
CLARKS ISLAND PLNTN DEV	B452	445.7			3.3	442.4							
CLARKS SHOE STORE MEN & WOMEN	V313	292.0	230.3		61.7								
CLARKS SHOES MEN	A310	542.3	542.3										
CLARKS SHOES WOMEN	A310	468.2	468.2										
CLARKSON POTTER VAR BOOKS	B610	1,025.1				1,025.1							
CLASS ACTION LAWSUIT MESOTHELIOMA	V151	467.9							62.8	361.4	43.8		
CLASS ACTION LAWSUIT MISC FIN	B129	683.4	683.4										
CLASS ACTION LAWSUIT PAXIL	V151	1,491.0							1,447.1		44.0		
CLASS ACTION LAWSUIT SEROQUEL	V151	265.2							265.2				
CLASS ACTION LAWSUIT TRASYLOL	V151	255.5							240.8		14.7		
CLASSIC AIR CARE HTG&AIR	V174	292.2			280.5				11.7				
CLASSIC AUDI	V213	398.2			225.8		172.4						
CLASSIC AUTO DLR	V219	4,521.2			4,521.2								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CLASSIC AUTO GROUP	V219	321.4				3.9		317.5					
CLASSIC AUTO/ARLINGTON	V219	368.8			368.8								
CLASSIC AUTOMOTIVE GROUP	V219	575.7			575.7								
CLASSIC BMW	V213	698.3			607.7			90.6					
CLASSIC CADILLAC	V211	711.7			670.2		26.6		14.9				
CLASSIC CADILLAC CHEV	V211	297.0			297.0								
CLASSIC CHEVROLET	V211	822.7			466.2		109.4		247.1				
CLASSIC CHEVROLET HUMMER	V211	531.7			531.7								
CLASSIC CNTRY KITCHNS/FRN	V372	282.5			282.5								
CLASSIC GALLERIES FURN	V375	788.9		37.7	138.8	483.0		129.3					
CLASSIC INDUSTRIES MULTI-PDTS DR	V899	1,003.2	1,003.2										
CLASSIC KIA	V212	494.6			320.9		50.4		123.4				
CLASSIC LINC MERC MAZDA	V219	510.1			510.1								
CLASSIC LINCOLN MERCURY	V211	565.2			565.2								
CLASSIC MAZDA	V212	1,010.5			942.0			68.5					
CLASSIC OAK DESIGNS	V379	1,224.7			1,224.7								
CLASSIC PEN SET	B723	3,092.6						69.1	2,357.7	28.4	637.5		
CLASSIC QUALITY HMS DEV	B452	434.7			434.7								
CLASSIC REALTY	B451	433.8			433.1		0.7						
CLASSIC RES/HYATT RE DEV	B452	823.4	34.3		693.0	96.2							
CLAUSSEN REFRIGERATED PICKLES	F160	8,008.9	8,008.9										
CLAWSON HONDA	V212	314.6			234.1			80.5					
CLAY COOLEY BCK PONT GMC	V211	423.0						423.0					
CLAY SUBARU	V212	306.3			306.3								
CLAYS NISSAN	V212	586.0			586.0								
CLAYTON CLG/NAT HEALTH	G810	316.0	316.0										
CLAYTONS MASONRY CENTER	V376	280.1			280.1								
CLE DE PEAU BEAUTE EYE SHADOW&LPSTCK	D130	485.4	485.4										
CLEAN & CLEAR ADVANTAGE ACNE/RTMNT	D552	7,189.1	2,988.8				1,275.7	25.4	1,884.0	1,015.2			
CLEAN & CLEAR OXYGENATING FZNG CLNSR	D160	313.4						0.3		313.1			
CLEAN & SHIELD HOUSEHOLD DR	V872	596.9						17.2		579.7			
CLEAN AIR CAMPAIGN/PSA	B323	302.3						302.2		0.1			
CLEAN CRAWLSPACE CONTR	V171	454.4		454.4									
CLEAN NET USA BP	B911	397.4		397.4									
CLEAN SKY COALITION ORG	B329	421.5	13.6		192.6	56.6	158.7						
CLEAN UP CAMPAIGN/PSA	B323	536.7						536.7					
CLEAN WATER CAMPAIGN/PSA	B323	443.8						443.8					
CLEAN&CLEAR ADVANTAGE ACNE CARE PDTS	D552	2,651.4	2,651.4										
CLEAN&CLEAR ADVANTAGE ACNE CNTRL KIT	D552	5,662.4								5,662.4			
CLEAN&CLEAR MORNING BRST CLEANSER	D160	15,127.5					5,728.2	98.7	5,811.0	3,489.6			
CLEAN&CLEAR MORNING BRST SHINE CNTRL	D160	322.2						7.2	16.8	298.2			
CLEAR CHANNEL BRDCSTNG	B641	298.1				298.1							
CLEAR CHANNEL COMM INC CP	B690	7,774.3		18.7	7,755.6								
CLEAR CHANNEL ENTER	V169	533.4		6.2		527.2							
CLEAR CHANNEL RADIO STNS	B630	17,603.6		21.9		17,581.7							
CLEAR CHC USA WNDW CONTR	V171	2,672.7		2,672.7									
CLEAR CHNL OUTDR AD CO	B651	631.9				624.3		7.6					
CLEAR CHOICE USA BP	B911	377.8	351.0		26.8								
CLEAR EYES MAXIMUM REDNESS RLF DRPS	D555	1,862.7					112.3	4.8	657.5	1,088.2			
CLEAR EYES TRPL ACTN RLF EYE DROPS	D555	2,763.6					571.6	6.1	1,042.1	1,143.9			
CLEAR LAKE DODGE	V211	633.2			101.0			532.2					
CLEAR20 MISC DR	V859	745.2								745.2			
CLEARASIL DAILY FACE WASH	D160	913.3						5.7	137.5	770.1			
CLEARASIL ULTRA ACNE CREAM	D552	5,062.1					2,522.6	21.4	658.3	1,859.9			
CLEARASIL ULTRA ACNE/SYS ACNE PDTS	D552	5,003.4					2,716.3	16.8	237.5	2,032.8			
CLEARASIL ULTRA GEL WASH	D552	2,898.4					1,662.2	16.3	337.1	882.8			
CLEARBLUE EASY DIGITAL OVLTN TST	D620	1,532.4											
CLEARBLUE EASY DIGITAL PREGNANCY TST	D620	16,883.5	1,532.4					8,510.6	138.2	3,357.4	4,877.3		
CLEARCHOICE DENTAL/CTR	V133	625.6			372.2		20.0		233.3				
CLEARINGHOUSE FURN STR	V375	316.8			316.8								
CLEARLY NATURAL SOAP	D221	374.9	374.9										
CLEARPOINTDIRECT.COM MULTI-PDTS DR	V899	453.8		453.8									

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CLEARVIEW FED CREDIT UN CONSUMER SVC	B124	277.7			111.2				166.5				
CLEARWATER MATTRESS STR	V377	3,342.0			2,820.0		11.0		511.0				
CLEARWATER POOLS&SPA STR	V175	290.2			1.3		3.2		285.8				
CLEARWAY MN ORG	B329	394.6			228.9		13.3		152.4				
CLEARWIRE COMMUNICATIONS	B229	479.5					479.5						
CLEARWIRE ISP	B225	3,085.2			529.4		327.3		449.5				1,779.0
CLEMENT CLARKE CONDO	B452	496.3	148.5	203.1		144.7							
CLEMENTINES FRUIT/SPAIN CLEMENTINES	F321	278.3							278.3				
CLEOS FURNITURE STORE	V375	610.6			414.8				195.9				
CLEVELAND AUTO CHRY DA	T121	605.6			605.6								
CLEVELAND BROWNS FTBL	V163	487.5			170.6				316.9				
CLEVELAND CAVALIER BSKBL	V163	1,047.3			675.9				371.3				
CLEVELAND CG GOLD&CG RED GOLF CLUBS	G460	743.6	743.6										
CLEVELAND CG12 GOLF CLUBS	G460	466.5	466.5										
CLEVELAND CG4 GOLF CLUBS	G460	306.6	306.6										
CLEVELAND CLINIC	V133	8,265.5	4,905.6		1,105.3	52.3			253.5		1,948.8		
CLEVELAND CLINIC FL	V133	540.0			355.9				184.1				
CLEVELAND CLINIC FNDTN	V133	275.1	241.4				33.8						
CLEVELAND CLINIC RECRUITMENT	B912	527.4			507.4								20.0
CLEVELAND HIBORE GOLF CLUBS	G460	2,970.0	2,970.0										
CLEVELAND HIBORE XL GOLF CLUBS	G460	669.0	669.0										
CLEVELAND INDIANS/TEAM	V163	666.3			483.8		30.0		152.5				
CLEVELAND METROPARK ZOO	V166	447.0			119.8		24.7		302.4				
CLEVELAND ORCHESTRA	V161	253.5			229.2				24.3				
CLEVELAND PLAYHOUSE THTR	V161	270.3			220.6		3.8		45.9				
CLEVELAND STATE UNIV	G810	711.6			148.2		167.7		395.7				
CLEVELAND VAR GOLF CLUBS	G460	1,070.4	1,070.4										
CLEVER CLASP MISC DR	V859	8,975.2		998.0				1,169.2	71.3	76.0	6,660.7		
CLICK IT OR TICKET CMPGN	B315	11,806.1			30.8		43.7	4,962.2	4,190.5	22.3	2,081.2		475.5
CLICKINCOME.COM SEMINAR ONLINE	G820	3,084.6			3,084.6								
CLICKONDETROIT.COM ONLINE	B670	613.3							613.3				
CLIENT OUTREACH CENTER	B322	303.5				303.5							
CLIFF CASTLE CASINO	V169	516.5				323.3			193.2				
CLIFFORD MICHAEL DESIGN MEN & WOMEN	V311	285.7			285.7								
CLIFFORD/BIG RED DOG SRS VIDEO	H532	567.1	567.1										
CLIFFS AT MT PARK RE DEV	B452	261.5	144.1		28.3	89.1							
CLIFFS COMMUNITIES	B452	3,886.4	1,967.6		272.1	827.7	47.9	657.4	0.6		113.0		
CLIFFS RESORT	T431	375.8	66.5		306.0				3.2				
CLIFFS/HIGH CRLNS RE DEV	B452	322.4	322.4										
CLIFFS/KEOWEE FALLS DEV	B452	1,412.1	1,338.0		29.6	44.5							
CLIFFS/MTN PARK RE DEV	B452	441.9	186.0			255.9							
CLIFTON SAVINGS BANK CONSUMER SVC	B121	498.7			498.7								
CLIFTY FARMS HAM	F332	347.3							347.3				
CLIMATECH HEATING & AC	V174	687.3			627.7				59.6				
CLINICA DE ACCIDENTES	V133	453.3							453.3				
CLINICA MEDICA GENERAL	V133	1,504.1							1,504.1				
CLINICA MEDICA SN MIGUEL	V133	1,269.2					8.4		1,260.8				
CLINICAL SITE SERVICES GOUT STUDY	V139	281.2											281.2
CLINICAL SITE SERVICES ULCRTV CLTS	V139	513.0											513.0
CLINICAL WEIGHT MGT CTR	D800	870.5			870.5								
CLINIQUE ACNE SOLUTIONS SKIN CR PDTs	D552	637.9	629.5				8.4						
CLINIQUE ALL ABOUT EYES EYE CREAM	D110	256.0	256.0										
CLINIQUE ALL/EYES RICH EYE CREAM	D110	1,336.0	1,336.0										
CLINIQUE BEAUTY PDTs	D190	258.8					30.2		228.6				
CLINIQUE CLARIFYING LOTION	D160	548.8	548.8										
CLINIQUE CNTNS RSC ANTXDNT MSTRZR	D110	4,240.8	4,240.8										
CLINIQUE COSMETICS	D190	590.3	275.3			195.9	119.2						
CLINIQUE CTY BLCK SHR OIL/FC PRTCTR	D170	421.0	421.0										
CLINIQUE DRAMATIC DIFF MSTRZNG LTN	D110	668.0	668.0										
CLINIQUE EYE CREAM	D110	394.2	394.2										
CLINIQUE FACIAL LOTION & SOAP	D110	3,144.7	3,144.7										
CLINIQUE FRESH BLOOM/CLR MAKEUP	D140	2,237.6	2,237.6										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CLINIQUE HAPPY FRAGRANCE W & TOIL	D180	913.6	913.6										
CLINIQUE HAPPY FRAGRANCE WOMEN	D180	2,669.5	2,669.5										
CLINIQUE HIGH DFNTN LSHS MASCARA	D130	1,437.3	1,437.3										
CLINIQUE LIPSTICK	D120	1,529.8	1,529.8										
CLINIQUE PERFECTLY REAL COMPACT MU	D140	2,039.0	2,039.0										
CLINIQUE PRFCTLY RL CMPCT&LIQ FNNDTN	D140	2,311.3	2,311.3										
CLINIQUE SKIN CARE PDTs	D110	3,499.7							2,975.7	401.6			122.4
CLINIQUE SUPERDEFENSE TRIPLE/MSTRZR	D110	1,387.9	1,387.9										
CLINIQUE SUPERMOISTURE LIQUID MAKEUP	D140	2,098.4	2,098.4										
CLINIQUE ZERO GRVTY/LFT FIRMING CRM	D110	2,138.7	2,138.7										
CLINTON FOR PRESIDENT	B331	4,116.3							4,087.9				28.4
CLIPPER VACATIONS	T420	2,188.6	7.8		2,180.8								
CLIPPINGER AUTO DLR	V219	268.0			268.0								
CLIPPINGER CHEV HUMMER	V211	401.7			401.7								
CLIPPINGER CHEVROLET	V211	359.3			27.6				331.7				
CLIVE CHRISTIAN SHOWROOM	V379	2,054.0	2,054.0										
CLOPAY GARAGE DOOR	H613	2,485.5	2,485.1						20.4				
CLOROX 2 LIQUID BLEACH	H423	1,899.2	386.4						564.5	0.8	164.1	783.4	
CLOROX ANYWHERE HARD SURFACE SPRAY	H352	8,663.8	161.2						2,276.8	6.7	503.4	5,715.7	
CLOROX BATHROOM CLEANERS	H443	10,745.0							3,777.1	1,671.8	769.2	4,526.9	
CLOROX BATHROOM&TOILET BWL CLNR	H443	2,626.8							725.1	436.5	79.6	1,385.5	
CLOROX CLEAN-UP CLEANER W/BLEACH	H430	1,093.3	1,093.3										
CLOROX CLEAN-UP SPRAY CLEANER	H430	4,574.7							1,177.6	361.1	221.7	2,814.4	
CLOROX CO CP	H423	292.6	292.6										
CLOROX DEOD & HH CLEANING PDTs	H359	2,732.8	2,555.9	176.9									
CLOROX DEOD PDTs&SPECIAL CLNRS	H353	2,364.0	2,364.0										
CLOROX DISINFECTANT WIPES	H430	28,219.4	5,720.5	646.1	3.2				6,843.8	3,287.5	1,703.3	8,011.1	2,003.9
CLOROX DISINFECTANTS	H352	624.6	506.1										118.5
CLOROX DISINFECTING KTCHN CLNR	H443	407.1	407.1										
CLOROX DISINFECTING/FLR&SRFC CL	H430	1,067.5							427.5	0.7	53.9	585.4	
CLOROX DSNFCTNG LIO KTCHN&FLR C	H443	15,722.8	3,138.0						3,914.3	706.6	1,268.2	6,695.8	
CLOROX FOOD PDTs&HM&BLDG SUPP	F190	2,566.1	2,566.1										
CLOROX HH CLEANING PDTs &EVR CLN LTR	H490	326.3	326.3										
CLOROX HH CLEANING PDTs&HH SUPP	H490	1,454.1	906.5	547.6									
CLOROX HH CLNG PDTs &FRSH STP SCP LT	H490	618.1	618.1										
CLOROX HH CLNG PDTs &GLADWARE/CNTNRS	H490	2,337.3	2,337.3										
CLOROX HH CLNG PDTs &GLD FRCFLX BGS	H490	1,476.9	1,476.9										
CLOROX HH CLNG PDTs &HDN VLY RNCH/DR	H490	650.6	650.6										
CLOROX HH SUPP &FRESH STEP SCPBL LTR	H390	3,872.3	3,769.4						102.9				
CLOROX HH SUPP &HDN VLY RNCH SLD DRS	H390	7,351.6	7,351.6										
CLOROX HM&BLDG SUPP &FRSH STP SCPBL	H900	2,968.3	2,968.3										
CLOROX HOME & BUILDING SUPPLIES	H900	2,791.9	2,791.9										
CLOROX HOME&BLDG SUPP &HDN VLY/SLD	H900	675.8	675.8										
CLOROX HOUSEHOLD CLEANERS	H430	594.6							594.6				
CLOROX HOUSEHOLD CLEANING PDTs	H490	28,096.9	7,909.2	844.3					6,588.5	651.1	1,555.9	10,255.9	292.0
CLOROX LIQ & CLOROX 2 LIQUID BLEACH	H423	12,924.1	6,035.5						2,308.6	457.8	785.0	3,337.2	
CLOROX LIQ BLEACH	H423	19,304.2	3,482.1						4,827.9	1,478.8	1,617.4	7,573.7	141.7
CLOROX MISC MERCHANDISE	G190	47,398.8	43,838.7	3,560.2									
CLOROX TOILETWAND DSPSBTL TL CLNG SYS	H443	2,250.8	2,233.5							14.4		2.8	
CLOROX ULTIMATE CARE LIQUID BLEACH	H423	3,440.3	1,774.8						57.8	98.1	87.9	1,421.7	
CLOROX VIGNETTE	H423	303.0										303.0	
CLOS DU BOIS WINE	F620	616.3	572.1		1.9				42.3				
CLOSE ENCOUNTERS/3RD KND VIDEO	H532	288.5							186.1			102.3	
CLOSER PAID PROMO	B641	1,105.6										335.7	674.1
CLOSET FACTORY CONTR	V171	1,435.6			1,114.7							320.9	
CLOSET WORLD STORE	V372	1,759.7			759.7							1,000.0	
CLOSETS BY DESIGN BP	B911	301.9	188.1		113.8								
CLOSETS BY DESIGN CONTR	V171	2,968.4			2,971.3	17.1						69.4	
CLOUD 9 MATTRESS&MR STR	V377	251.2			181.8								
CLOUD B MISC MERCHANDISE	G190	895.4	895.4										
CLOUD CARPET&DRAPERYES	V373	299.1										299.1	
CLOVE HILL MANOR RE DEV	B452	265.4			265.4								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CLOVER FARMS DAIRY STORE	V343	350.5					350.5						
CLOVER HOME LEISURE CTR	V175	1,293.6			3.7				1,289.9				
CLOVIS RV SALES	V232	300.5			3.0				297.4				
CLR ALL-PURPOSE CLEANER	H430	3,939.9						152.4	1,971.2	687.4	1,128.9		
CLR BATHROOM&KITCHEN SPRY CLNR	H443	1,223.6							478.5	152.4	592.8		
CLUB 2828 PHONE CUSTOMIZATION SVC	B229	579.3	579.3										
CLUB DE VIDEO/ESPAÑOL VAR VIDEOS DR	V873	819.7							70.3		749.3		
CLUB FITNESS CENTER	D800	410.4			8.6		77.6		324.1				
CLUB FOR GROWTH	B329	418.5				90.4			310.0		18.1		
CLUB MED RESORTS	T431	280.6	250.5										30.2
CLUB MED RESORTS FOREIGN	T432	698.4			477.5	220.9							
CLUB MED RESORTS WORLDWIDE	T432	3,217.3	2,010.5	555.6	263.7	320.5			1.0				65.9
CLUB VILLAS/WLNT CRK DEV	B452	253.1			253.1								
CLUBUBT.COM ONLINE	V169	1,677.7						1,653.6	2.9		21.2		
CLYDE UCHIDA DDS	V132	552.8					552.8						
CMA AWARDS	V169	930.2	242.0	682.2		6.0							
CMA MUSIC FESTIVAL	V161	275.2	157.1		42.2				38.0		37.9		
C-MAP USA ELECTRONIC CHARTING SYS	G430	605.7	605.7										
C-MART DISC STORE	V359	1,583.8			482.4				1,101.4				
CMJ 07 MUSIC MRTHN&FEST	V161	336.0	336.0										
CMS CTR/MEDICARE&MDCD	B313	395.4											395.4
CMT CABLE TV	B642	5,862.6	1,209.2	3,624.8	1.6	369.3	226.1						431.7
CMT-DALE PAID PROMO	B642	2,485.1	1,694.4	622.2		168.6							
CMT-DALLAS CWBYS CHRLDRS PAID PROMO	B642	611.0	496.7	114.3									
CNBC CABLE TV	B642	2,980.8			27.7	2,549.6	403.5						
CNBC CABLE TV PAID PROMO	B642	747.8	39.7		53.3	654.3				0.5			
CNBC TV NETWORK CP	B641	412.7				412.7							
CNBC-BUSINESS NATION PAID PROMO	B641	397.3				397.3							
CNBC-OCTOBER 87 CRSH&CMB PAID PROMO	B642	397.3				397.3							
CNN CABLE TV	B642	11,160.1	2,669.8		1,328.3	3,229.5	3,804.7						127.8
CNN CABLE TV PAID PROMO	B642	4,036.6	241.4	104.0	141.9	2,286.4	97.3		11.8		882.1		271.7
CNN HEADLINE NEWS CBL TV PAID PROMO	B642	525.2	385.2		140.0								
CNN.COM ONLINE	B642	371.5			2.5	369.0							
CNN-HEROES PAID PROMO	B642	1,178.1	859.3			318.8							
CNNMONEY ONLINE	B670	1,006.1	1,006.1										
CNN-PLANET IN PERIL PAID PROMO	B642	1,545.8	1,298.6			163.6			1.0		82.6		
CNN-POLITICS PAID PROMO	B642	298.7	298.7										
CNN-YOUTUBE DEBATE PAID PROMO	B642	542.2	283.0		101.7	151.7							5.8
CNS HEALTHCARE DEPRESSION STUDY	V139	284.5							284.5				
COACH ACCESSORIES WOMEN	A490	279.3				279.3							
COACH APPAREL	A990	4,420.1	4,242.5	114.4			63.3						
COACH EYEWEAR	D630	1,528.6	1,528.6										
COACH FRAGRANCE WOMEN	D180	2,388.6	1,617.6	474.6	136.2	160.3							
COACH HANDBAG STORE	V357	1,735.1			1,684.1	51.1							
COACH HANDBAGS & SHOES WOMEN	A410	2,740.4	2,664.0		76.5								
COACH HANDBAGS WOMEN	A410	1,888.7	977.2	474.6	436.9								
COACH HOUSE NIGHTCLUB & GALAXY THTR	V167	549.2			549.2								
COACH JEWELRY & WATCHES	A510	821.7	821.7										
COACH LEATHER STORE	V357	3,479.5	733.0		1,356.9	1,389.6							
COACH REALTORS	B451	263.7			259.2	4.5							
COACH RETAIL STORE	V390	698.2			355.9		342.2						
COACH USA BUS TOUR	T420	312.4			296.8		15.6						
COACH WATCHES	A520	837.6	821.7			15.9							
COALITION TO PROTECT	B329	450.3											450.3
COALITION/DMCRTC WRKPLC	B329	543.9							141.0				402.9
COALITION/PRCTCT AMER HLT	B329	487.8	70.0		6.8				47.0		363.9		
COALITION/PRCTCT CA/ECNMY	B329	5,459.1							5,459.1				
COAST CADILLAC	V211	374.4			366.1				8.3				
COAST CASINO HOTEL	T431	1,369.5			1,369.5								
COAST DIAMONDS	A510	493.3	493.3										
COAST HONDA	V212	734.6			734.6								
COAST HOTELS & CASINOS	T431	854.2						854.2					

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
COAST TO COAST MORTGAGE CONSUMER SVC	B124	1,232.5			1,232.5								
COASTAL COMMUNITIES DEV	B452	323.9					323.9						
COASTAL EMPIRE EXTERIORS	V171	320.8							320.8				
COASTAL FED CREDIT UNION CON SVC	B124	531.5			531.5								
COASTAL HYUNDAI	V212	645.9			645.8				0.1				
COASTAL HYUNDAI & COCOA HYUNDAI	V212	378.2			378.2								
COASTAL HYUNDAI & COCOA HYUNDAI CP	V212	522.4			522.4								
COASTAL LIVING MAGAZINE ONLINE	B623	964.3	964.3										
COASTAL MITSUBISHI	V212	933.0			933.0								
COASTAL PROPERTIES RLTY	B451	813.1		800.5	12.7				249.6	578.6			
COAT DRIVE/PSA	B323	828.2											
COATS & TODD ATTY	V151	270.5								270.5			
COATS FOR KIDS DRIVE/PSA	B323	785.8								785.8			
COBB COUNTY TOYOTA	V212	1,061.6			1,061.6								
COBBLESTONE MILLS ROLLS	F341	783.4	783.4										
COBORNS GROCERY STORE	V346	2,875.6			2,864.4		11.2						
COBRA MOTORCYCLE ACCESSORIES	T149	461.5	461.5										
COBRA MOTORCYCLE PARTS	T149	659.8	659.8										
COBY DIGITAL PICTURE FRAME	B522	628.3	628.3										
COBY MP3 PLAYER	H512	1,371.0	1,371.0										
COCA-COLA BOTTLERS	F449	1,194.0			261.9		932.1						
COCA-COLA BOTTLERS VAR SOFT DRINKS	F449	1,237.0					1,237.0						
COCA-COLA CLASSIC & COCA-COLA ZERO	F449	1,783.4	1,783.4										
COCA-COLA CLASSIC SOFT DRINK	F441	97,288.9	989.6				430.9	87,475.0	1,318.8	3,771.8	2,716.3	586.6	
COCA-COLA CO CP	F449	2,483.2	442.9		369.9	757.5		690.9	1.9	4.9	215.1		
COCA-COLA SOFT DRINK	F441	1,125.2			751.0	374.2							
COCA-COLA VAR SOFT DRINKS	F441	21,124.4			30.0		21,094.4						
COCA-COLA ZERO SOFT DRINK	F441	26,482.7	575.0				205.6	398.3	19,827.0	127.1	4,914.7	428.8	6.2
COCCAS APPL & TV	V371	539.1			475.4					63.7			
COCCIA FORD LINCOLN MERC	V211	304.6			304.6								
COCHRAN AUTO DLR	V219	7,847.1			7,826.5		20.6						
COCHRAN LAW FIRM	V151	6,088.7					123.3		4,831.8	1,133.3	0.3		
COCO KEY WATER RESORT	T431	1,199.1			868.0		206.2		124.9				
COCO MADEMOISELLE FRAGRANCE WOMEN	D180	12,231.7	4,323.3	133.8				4,679.1	1,135.7	1,255.5	704.3		
COCOA BEACH AREA HOTEL	T431	293.6					293.6						
COCOA HYUNDAI	V212	1,014.4			1,014.1				0.3				
COCONUT CREEK AUTO	V219	357.3			357.3								
COCONUT CREEK CASINO	V169	337.6					337.6						
COCONUT CREEK HYUNDAI	V212	1,598.1			1,598.1								
COCORAN.COM ONLINE	B549	348.1			63.2	284.8							
COCOS RESTAURANT	G320	1,174.1			24.5				1,149.6				
CODE NAME: THE CLEANER VIDEO	H532	373.5									373.5		
CODEMASTERS CLIVE BARKERS JERICHO GM	G511	947.6	174.9								772.8		
CODEMASTERS DIRT VIDEO GAME	G511	1,020.8							42.4		978.4		
COEUR DALENE CASINO	V169	491.7							491.7				
COFACE NORTH AMERICA BUSINESS INS	B423	250.7							250.7				
COFFEE-MATE LIQUID NON-DAIRY CREAMER	F314	15,712.5	4,239.3					6,801.5	588.8	1,168.4	2,914.5		
COFFEE-MATE NON-DAIRY CREAMER	F314	6,246.4	5,434.4						0.2		0.2		811.6
COFFEE-MATE REG & LIQ NON-DAIRY CRM	F314	660.2						354.5	6.5	104.2	195.1		
COFMAN TOWNSLEY ATTY	V151	952.4					36.0		711.4		205.0		
COGDILL DODGE	V211	797.8								797.8			
COGGIN AUTO ENTERPRISES	V219	728.8			552.6					176.2			
COGGIN CHEVROLET	V211	425.0			422.0					3.0			
COGGIN HONDA	V212	378.2			274.3				56.7	47.3			
COGGIN TOYOTA	V212	541.1			255.2					285.9			
COGNOS PERFORMANCE MGT SOFTWARE	B532	2,355.0	1,461.2				893.8						
COGNOS VAR SOFTWARE	B532	900.5	831.4					69.2					
COHEN SNYDER&ASSOC ATTY	V151	286.0								286.0			
COHEN'S FASHION OPTICAL	V135	972.3			175.8				147.0	649.4			
COHIBA CIGARS	G220	299.6	299.6										
COINSTAR COIN EXCHNG SVC	V159	4,092.2							2,351.8	0.7	1,739.7		
COINTREAU LIQUEUR	F722	6,466.6	6,451.6						15.0				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
COIT CARPET&DRAPERY CLNR	V179	2,352.7			164.6				2,188.1				
COIT HOME CLEANING SVC	V179	5,028.1			5,028.1								
COKER TIRE AUTOMOTIVE DR	V880	1,003.2	1,003.2										
COLACE & SENOKOT LAXATIVES	D532	3,279.8	3,279.8										
COLACE LAXATIVE CAPSULES	D532	1,370.4						629.3	4.6	88.2	648.4		
COLAVITA OLIVE OIL	F120	860.0	860.0				680.2						
COLBY COLLEGE	G810	680.2											
COLD LASER/CPRL TNL/BKLT	B629	278.5			278.5								
COLD MD COLD REMEDY	D521	4,424.2	2,244.9								2,179.3		
COLD MD RAPID-TABS	D521	1,523.6									1,523.6		
COLD STONE CREAMERY SHOP	V343	3,787.4			118.6		42.6		84.9		3,310.2	183.8	47.3
COLD-EZE COLD LOZENGE	D521	895.1									895.1		
COLDERS FURN&APPL STORE	V375	2,751.1			2.5				2,748.6				
COLD-FX SUPPLEMENT	D541	452.1	444.9								7.2		
COLDWATER CREEK APPAREL	A990	1,298.6							1,298.6				
COLDWATER CREEK APPAREL WOMEN DR	V810	62,139.7	61,499.2	640.5									
COLDWATER CREEK RE DEV	B452	373.2	344.1		6.4	22.7							
COLDWATER CREEK STORE	V359	1,611.9	1,544.0				68.0						
COLDWATER CREEK STORE WOMEN	V311	12,777.7	11,664.0		31.8				1,081.8				
COLDWELL BANKER BAIN	B451	3,004.7			3,004.7								
COLDWELL BANKER BURNET	B451	1,476.2			1,445.7				30.6				
COLDWELL BANKER CMRCL RE	B451	276.0			276.0								
COLDWELL BANKER CMRCL RE &CLDWL/RES	B451	1,467.0			1,467.0								
COLDWELL BANKER GNDKR RE	B451	1,159.5			1,159.5								
COLDWELL BANKER HERITAGE	B451	835.7			835.7								
COLDWELL BANKER HNG-BLL	B451	564.7			564.7								
COLDWELL BANKER HNTR RE	B451	634.1			634.1								
COLDWELL BANKER KASEY&AS	B451	1,663.1			1,650.9				12.2				
COLDWELL BANKER MORTGAGE CON SVC	B124	339.8			204.8		44.1					90.9	
COLDWELL BANKER PREVIEWS & RES B	B451	3,388.2			3,388.2								
COLDWELL BANKER PRFRD	B451	534.9			534.9								
COLDWELL BANKER PROF GRP	B451	364.6			364.6								
COLDWELL BANKER RE	B451	6,238.0			2,979.4	11.5	1,734.3		273.3			1,239.5	
COLDWELL BANKER RE ONLINE	B451	10,876.2						8,078.6	217.7		2,579.8		
COLDWELL BANKER RES BRKR	B451	531.9			531.9								
COLDWELL BANKER RES RE	B451	1,661.1			1,615.4		45.6						
COLDWELL BANKER UNITED	B451	893.5			893.5								
COLDWELL BNKR HRTHSD RE	B451	305.3			305.3								
COLDWELL BNKR HWD&WLSTN	B451	346.0			346.0								
COLDWELL BNKR MTG&RES RL	B451	405.6			405.6								
COLDWELL BNKR PRIMUS RE	B451	828.0			828.0								
COLDWELL BNKR PRM PPRTS	B451	282.3			281.6	0.7							
COLDWELL BNKR PRWS INTL	B451	9,523.8	1,423.1	37.7	7,340.1	722.8							
COLDWELL BNKR RES BRKRG	B451	32,950.3			31,461.3	1,489.0							
COLDWELL BNKR SCHMDT RE	B451	949.6			949.6								
COLDWELL BNKR/HRPR RLTY	B451	489.9			489.9								
COLE EUROPEAN AUTO DLR	V213	499.5			499.5								
COLE HAAN CLOTHING STORE MEN & WOMEN	V311	569.6	543.4				26.2						
COLE TAYLOR BANK CONSUMER SERVICES	B121	289.4			289.4								
COLEFAK & FOWLER HH FAB&WLCVRNGS	H141	363.9	363.9										
COLE-HAAN HANDBAGS & SHOES WOMEN	A410	856.3	648.4	207.9									
COLE-HAAN SHOE SHOPS MEN	V313	3,019.4	2,549.2	349.8		120.4							
COLE-HAAN SHOE SHOPS MEN & WOMEN	V313	1,401.5	402.4		688.4	293.2	17.6						
COLE-HAAN SHOE SHOPS WOMEN	V313	5,632.3	5,284.2	228.7	54.3	65.1							
COLE-HAAN SHOES WOMEN	A310	389.4	389.4										
COLE-HAAN W CLOTHING STR WOMEN	V311	837.8	837.8										
COLEMAN CAMPING EQUIP	G490	4,300.5					66.6		10.9		3,602.9	306.3	313.8
COLEMAN COLLEGE	G810	700.3			85.7				614.6				
COLEMAN HOMES	B452	260.5			260.5								
COLEMAN PROPANE GRILL STOVE	H360	350.0										350.0	
COLES CARPETS&FINE/STR	V373	319.2			20.0		11.5		458.4				
COLFAX FURNITURE STORE	V375	489.9											

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
COLGATE 360 TOOTHBRUSH	D219	5,084.4						2,863.2	134.9	620.1	1,466.2		
COLGATE MAXFRESH BURST TOOTHPASTE	D211	7,677.4	1,389.5					2,602.7	302.9	1,057.8	2,324.5		
COLGATE TOTAL ADVNC'D CLN TOOTHPASTE	D211	11,902.8						7,479.8	1,575.2	1,438.2	1,409.6		
COLGATE TOTAL TOOTHPASTE	D211	30,165.9	5,407.7		51.1			14,536.7	1,162.3	2,808.2	5,205.4	994.5	
COLGATE TOTAL VIGNETTE	D211	756.8							747.5		9.3		
COLGATE VAR TOOTHPASTE	D211	2,981.7			2,780.4	201.3							
COLLECTIBLE AMERICA COINS DR	V859	553.8				553.8							
COLLECTIBLE AMERICA JEWELRY DR	V810	250.5			250.5								
COLLECTIBLESTODAY COLLECTIBLES DR	V852	556.0	556.0										
COLLECTORS ALLIANCE COINS DR	V859	874.7		248.6		626.1				1,003.4			
COLLECTORS ART SALE	V352	1,003.4							1,003.4				
COLLEGE AMERICA	G840	328.2			2.2					326.0			
COLLEGE EDUCATION/PSA	B323	327.7								327.7			
COLLEGE FOUNDATION OF NC	B329	1,555.7	13.5					271.4		1,270.8			
COLLEGE FOUNDATION/NC CONSUMER SVC	B124	1,205.4			1,205.4								
COLLEGE HILL SERIES VIDEO	H532	836.7									836.7		
COLLEGE IL PPRD TUITION	G810	642.2							627.7		14.5		
COLLEGE INN BROTH	F210	405.3			355.9				49.3				
COLLEGE LOAN CORP CONSUMER SERVICES	B129	514.5										514.5	
COLLEGE OF MARIN	G810	314.1			314.1								
COLLEGE PARK HONDA	V212	252.9			252.9								
COLLEGECOLORADO.ORG ONLINE	B329	448.2							448.2				
COLLIN STREET BAKERY FOOD DR	V840	754.7		379.8	13.7	361.1							
COLLING GLBRT&WRGHT ATTY	V151	256.3						86.7		169.6			
COLLINS CMFR'T MSTR'S SVC	V174	254.0			254.0								
COLLINS COLLEGE	G810	2,053.3			6.0			22.0		1,517.6		507.8	
COLLINS NISSAN	V212	252.6			224.4					28.2			
COLLINS PUBLISHERS VAR BOOKS	B610	641.2				641.2							
COLLINSON PUB TRAVEL SVC	T420	403.4	403.4										
COLON CANCER AWRNS/PSA	B323	543.5						9.1	524.6		9.9		
COLON CLEANSE & SUPER COLON CLNS LAX	D532	1,405.5	1,405.5										
COLONIAL AUTO & WELLESLEY VOLKSWAGEN	V219	275.5			275.5								
COLONIAL BANK CONSUMER SERVICES	B121	4,157.6			3,719.7		162.6						275.3
COLONIAL CHEVROLET	V211	370.7			290.7				80.0				
COLONIAL HONDA	V212	629.2			505.8				123.4				
COLONIAL HYUNDAI	V212	407.6			358.7				48.9				
COLONIAL NISSAN	V212	746.4			604.8				141.6				
COLONIAL PENN INSURANCE DR	V829	82,830.2						9,594.5	3,539.7	2,941.6	66,754.4		
COLONIAL PENN LIFE INSURANCE	B411	392.8	51.3	176.9				115.7	4.2	31.6	13.0		
COLONIAL TOYOTA	V212	922.3			447.0				475.2				
COLONIAL WILLIAMSBURG VA TP	T433	8,973.4	2,527.3		3,082.9	641.1			2,444.1		21.6		256.4
COLONIAL WLMSBRG FNDTN	B329	326.3			326.3								
COLONIAL WLMSBRG RSRT	T431	283.5			243.4	40.1							
COLONIAL YACHT SALES	G430	495.9	495.9										
COLONNADE RESIDENCES DEV	B452	452.0			452.0								
COLONY HOTELS & RESORTS	T431	513.3	289.6	159.8	63.8								
COLONY HOUSE FURN STR	V375	381.6			360.6				21.0				
COLONY TIRE STORE	V241	308.9			6.6				302.4				
COLOPLAST MEDICAL SVC	V139	960.3			960.3								
COLOR OOPS HAIR COLOR REMOVER	D310	1,388.4	1,388.4										
COLOR PURPLE PLAY	V161	1,433.8	302.7		24.5		15.0		1,091.6				
COLOR PURPLE/VAR SPON	V161	775.2							775.2				
COLOR STORY JEWELRY	A510	481.4	481.4										
COLORADO ATHLETIC CLUB	D800	302.3			272.4		9.6		20.3				
COLORADO AVALANCHE HCKY	V163	448.2			373.1				75.2				
COLORADO BALLET	V161	321.8			12.7		10.7		298.4				
COLORADO BELLE HOTEL&CSN &EDGWTR HTL	T431	250.7			250.7								
COLORADO BUICK DLR ASSN	T121	2,093.6			2,093.6								
COLORADO CRUSH ARN FTBL	V163	837.8			710.9		11.0		115.9				
COLORADO DEPT/HEALTH	B315	459.2			89.1		16.2		353.9				
COLORADO DIV OF WILDLIFE	B313	422.8	85.0				5.1		332.7				
COLORADO GMC TRUCK DA	T121	377.3			377.3								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
COLORADO PONT DLR ASSN	T121	384.2			384.2								
COLORADO RAPIDS SCR TM	V163	258.9			154.1		50.6		54.2				
COLORADO ROCKIES BSBL TM	V163	1,412.2			1,222.0		54.4		135.8				
COLORADO SKI & GOLF STR	V365	1,254.5			1,028.2				226.3				
COLORADO SKI COUNTRY TP	T433	3,770.1	792.9		2,932.5								44.7
COLORADO STATE B&T CONSUMER SVC	B121	338.8			338.8								
COLORADO STATE LOTTERY	B314	2,988.5			334.2		1,081.3		1,573.1				
COLORADO STATE TP	T433	10,911.4	6,861.8	695.5	1,258.9	111.1	75.2		1,066.4		240.2		602.2
COLORADO TECH UNIVERSITY	G810	722.0			68.1		40.5		613.4				
COLORADO TECHNICAL UNIV ONLINE	G810	506.2										506.2	
COLORADO VOLVO DLR ASSN	T123	749.0			749.0								
COLORLOCO CRAFTS DR	V851	13,243.9						106.2	8.7		13,129.1		
COLORTYME RENTALS	V153	468.1					2.4		464.1				1.6
COLOSSEUM/CAESARS PALACE	V161	353.6			353.6								
COLUMBIA AIRCRAFT	T300	293.8	293.8										
COLUMBIA AQUATOOTH SNEAKERS M & W	A321	731.4	731.4										
COLUMBIA BANK CONSUMER SERVICES	B121	1,917.1			1,911.6		5.5						
COLUMBIA BANK/SEATTLE CONSUMER SVC	B121	425.6							425.6				
COLUMBIA BEYONCE BDAY RECORDING	H531	354.8	75.9									278.9	
COLUMBIA BUGABOOTOO BOOTS M & W	A310	1,067.5	1,067.5										
COLUMBIA BUGABOOTRES BOOTS MEN	A310	277.4	277.4										
COLUMBIA BUSINESS SCHOOL	G810	1,117.5	378.0		6.2	733.3							
COLUMBIA CHEVROLET	V211	351.2			281.4				69.9				
COLUMBIA COLLEGE	G810	616.2			105.7		60.3		450.2				
COLUMBIA FALMOUTH II SOCKS M & W	A230	408.7	408.7										
COLUMBIA HOUSE DVD CLUB VAR VDS DR	V873	4,092.4	3,371.7	720.7									
COLUMBIA HOUSE VAR VIDEOS DR	V873	819.9	626.7						1.7		191.5		
COLUMBIA HOUSE VIDEO CLB VAR VDS DR	V873	340.4	235.2								105.2		
COLUMBIA HYUNDAI	V212	250.8			27.9				222.9				
COLUMBIA JACKETS MEN	A120	3,202.0						130.0	7.8		3,064.3		
COLUMBIA LANDER PANTS MEN	A141	821.4	821.4										
COLUMBIA MGT CO BUSINESS SERVICES	B122	5,019.4			5,019.4								
COLUMBIA MGT CO CONSUMER SERVICES	B122	430.9	430.9										
COLUMBIA MORTGAGE CO CONSUMER SVC	B124	1,939.7							1,939.7				
COLUMBIA PANTS MEN	A141	616.7					150.0			466.7			
COLUMBIA SPORTSWEAR CO JACKETS WOMEN	A120	784.9	784.9										
COLUMBIA ST MARYS HOSP	V133	775.8							775.8				
COLUMBIA TAMiami SHIRTS MEN	A141	802.5	802.5										
COLUMBIA UNIVERSITY	G810	893.7	316.1	106.5	43.2	425.4	2.5						
COLUMBIA WHIRLIBIRD COATS M & W	A120	431.4	431.4										
COLUMBIA WILDCARD COATS MEN & WOMEN	A120	657.5	657.5										
COLUMBUS AR LINC MERC DA	T121	458.4			458.4								
COLUMBUS ST COMMUNITY CLG	G810	251.3					1.5		249.8				
COLUMBUS ZOO	V166	256.5					9.2		247.3				
COLUSA CASINO	V169	328.6					310.0		18.6				
COMANCHE TRACE RE DEV	B452	472.5	472.5										
COMCAST BUNDLE PDTs	B250	27,576.4			25,147.7							2,428.7	
COMCAST BUS COMM ISP	B225	343.4			317.1				26.3				
COMCAST CABLE	B241	110,766.3	3,781.2		30,462.2	1,838.7	16,094.0	14,075.4	30,928.8	5.4	148.1	125.0	13,307.5
COMCAST CABLE & SIX FLAGS AMERICA	B241	978.4			978.4								
COMCAST CABLE & SPRINT	B241	635.6							635.6				
COMCAST CABLE CABLE & ISP	B241	2,200.6					150.2		2,050.3				
COMCAST CABLE CP	B260	931.2	605.4		325.8								
COMCAST CORP CP	B260	1,116.7			1,116.3				0.4				
COMCAST CORP RECRUITMENT	B912	546.1			543.4								2.7
COMCAST DIGITAL CABLE	B241	4,774.8	3,230.1		206.8								1,338.0
COMCAST DIGITAL TLPHN RESIDENTIAL	B222	5,535.7			5,535.7								
COMCAST INTERNET PHONE SERVICE	B224	623.9											623.9
COMCAST ISP	B225	41,903.8	4,013.4		2,306.7		236.7	15,893.1	17,237.1		11.2		2,205.6
COMCAST ISP/PHONE	B250	3,174.0							3,174.0				
COMCAST ISP/PHONE/TV	B250	67,529.7			527.9			13,596.3	53,405.4				
COMCAST LOCAL & LONG DISTANCE	B222	20,102.3			63.9			1,542.4	18,496.0				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
COMCAST PHONE/TV	B250	3,692.1							3,692.1				
COMCAST RESIDENTIAL	B222	12,419.2						4,337.2	8,029.4		52.5		
COMCAST SPECTACOR EVENT	B260	349.9					349.9						
COMCAST SPORTSNET CBL TV	B642	3,227.9			2,796.2		425.8		5.9				
COMCAST SPORTSNET CBL TV PAID PROMO	B642	438.2			268.0				170.2				
COMCAST VIGNETTE	B241	389.7							389.7				
COMCAST WORKPLACE ISP	B225	950.6	950.6										
COMCAST WORKPLACE ISP/TV	B250	912.5	903.7		8.8								12.8
COMDATA SERVICE	V129	520.3	137.3							383.0			
COMED CP	V173	620.0	21.3		598.7								
COMED ELECTRIC UTILITY	V173	3,440.7			1,853.1			30.2	1,448.9		4.8		103.7
COMEDY CENTRAL CABLE TV	B642	1,509.0	1,035.0		5.2		456.0						453.9
COMEDY CENTRAL CABLE TV PAID PROMO	B642	455.1											1.2
COMEDY CNTRL-SRH SLVRMN PAID PROMO	B642	911.9	911.9										
COMEDY CONNECTION CLUB	V167	656.4			651.8				4.6				
COMERICA BANK BUSINESS SERVICES	B121	463.4			243.9				219.5				
COMERICA BANK CONSUMER SERVICES	B121	2,872.9			1,805.7		441.4		413.7				212.2
COMET SPRAY GEL MILDEW STN RMV	H443	3,603.6						653.3	91.7	1,341.5	1,517.2		
COMFORT INN HOTELS	T431	6,619.6	1,214.1		30.4	893.0	4,480.1					2.0	
COMFORT PLUS BEDDING STR	V377	252.9			252.9								
COMFORT SUITES	T431	3,157.8	949.0		23.9	676.5	1,508.4						
COMFORT WNDWS&DRS CONTR	V171	595.2							595.2				
COMFORTABLE RETIREMENT MULTI-PDTS DR	V859	3,804.2							435.3	75.6	3,293.3		
COMIX COMEDY CLUB	V167	278.7	278.7										
COMMERCE BANCORP CONSUMER SERVICES	B121	18,964.3			12,992.7	1,070.0	724.8		4,153.8		22.9		
COMMERCE BANCORP INC &TD BNKNRTH CP	B121	498.0			498.0								
COMMERCE BANCSHARES BUSINESS SVC	B121	250.8							250.8				
COMMERCE BANCSHARES CONSUMER SVC	B121	5,979.4			2,422.3		497.5		3,059.6				
COMMERCE BANK CONSUMER SERVICES	B121	710.6	44.0		27.6								639.0
COMMERCE CASINO	V169	621.9			3.2		495.1		123.5				
COMMERCE ENERGY GROUP	V173	442.9					442.9						
COMMERCEBANK/MIAMI CONSUMER SVC	B121	467.9			137.5		172.5		157.9				
COMMIT NICOTINE LOZENGE	D570	31,611.3	11,488.9	975.6				12,035.0	224.9	3,258.2	3,628.7		
COMMIT NICOTINE LOZENGE &NCDRM&NCRT	D570	8,715.1						2,934.9	238.7	3,871.1	1,670.4		
COMMON SENSE CMPGN/PSA	B323	271.0						49.4			221.6		
COMMONHEALTH FLUVIRIN STUDY	V139	859.3				138.2							721.1
COMMONHEALTH MYRIAD STUDY	V139	327.5											327.5
COMMONHEALTH SUBOXONE STUDY	V139	2,039.3											2,039.3
COMMONWEALTH AUC ASSOC	V122	638.0			638.0								
COMMONWEALTH AUDI	V213	308.0			308.0								
COMMONWEALTH HONDA	V212	380.3			380.3								
COMMONWEALTH SUBOXONNE	V139	425.9											425.9
COMMONWEALTH/MA JVNL CRT	B315	2,958.2			2,958.2								
COMMONWEALTH/MA LAND CRT	B315	1,793.1			1,793.1								
COMMONWEALTH/MA/FAM CRT	B315	559.0			559.0								
COMMUNICATIONS WRKRS/AMR	B321	296.7			207.4	89.3							
COMMUNITIES IN SCH/PSA	B323	468.8							377.5		91.3		
COMMUNITIES MAGAZINE	B623	2,102.4			2,102.4								
COMMUNITY AMER CREDIT UN CON SVC	B124	1,234.6			759.0		124.1		351.5				
COMMUNITY BANK CONSUMER SERVICES	B121	799.4			415.8		377.2						6.4
COMMUNITY BANK/NV CONSUMER SERVICES	B121	315.6			148.1		167.5						
COMMUNITY CALENDAR/PSA	B323	3,357.0						20.7	3,336.3				
COMMUNITY CARE COLLEGE	G810	277.0					106.2		170.7				
COMMUNITY CARE HMO SNR MEDICAL INS	B412	508.5			463.7				44.8				
COMMUNITY CARE MEDICAL INSURANCE	B412	252.0			70.8		127.5		53.7				
COMMUNITY CLG/PHLDPLH	G810	292.5			138.2		113.1		41.2				
COMMUNITY COFFEE	F411	1,667.5			167.2				1,427.5				72.8
COMMUNITY CONNECTION/PSA	B323	685.5							685.5				
COMMUNITY DEV COMMISSION	B315	252.9			252.9								
COMMUNITY FIN ASSN/AMER CON SVC	B129	357.2			38.0	319.2							
COMMUNITY FIRST CRDT UN CONSUMER SVC	B124	392.0			303.9		22.7		65.3				
COMMUNITY GMC PONTIAC	V211	732.8			693.6		39.2						

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
COMMUNITY HEALTH NETWORK	B412	385.6			41.9		132.6		211.1				110.6
COMMUNITY HEALTH PLAN MEDICAL INS	B412	343.5					64.7		168.3				
COMMUNITY HOSP/LOS GATOS	V133	333.0			333.0								
COMMUNITY HOSPICE	V139	281.6			43.9				237.7				
COMMUNITY HOSPITAL	V133	422.6			38.1		296.3		88.2				
COMMUNITY MAZDA	V212	250.5			229.7		20.9						
COMMUNITY MEMORIAL HOSP	V133	632.1			10.8		94.5		526.7				
COMMUNITY/SOUTH B&T CONSUMER SERVICES	B121	396.5			396.5								
COMPANHIA VALE DO RIO DC CP	G930	349.1	349.1										
COMPANY 81 RTW MEN & WOMEN	A190	254.6	218.1				36.6						
COMPANY PAID PROMO	B642	262.4							262.4				
COMPANY PLAY	V161	363.1	363.1										
COMPANY STORE HOUSEHOLD DR	V872	2,161.9	2,161.9										
COMPAREFORD.COM ONLINE	V211	342.3							342.3				
COMPASS BANK CONSUMER SERVICES	B121	14,234.2			4,468.3		187.1		2,324.2				7,254.6
COMPASS MKTG TRAVEL SVC	T420	1,972.6	1,938.0		34.5								
COMPASSIONATE CARE HSPC	V139	285.9			0.2		122.0		163.6				
COMPETITION ACCESS STORE ONLINE	V380	338.3	338.3										
COMPETITION BMW/SMTHTWN	V213	755.8			280.0	475.8							
COMPETITION CAMS AUTOMOTIVE DR	V880	936.5	936.5										
COMPLETE BACKYARD STORE	V375	277.4			208.1				69.4				
COMPLETE CHOICE PLANS INSURANCE DR	V829	462.3						17.8	3.4		427.7	13.4	
COMPLETE CLM SLTNS ATTY	V151	297.6	261.1	26.9	9.6								
COMPLETE NEW YORKER VIDEO	H531	2,097.8	2,097.8										
COMPLETEAUTO BP	B911	258.7			258.7								
COMPLETELY BARE	V131	270.8	214.8						55.9				
COMPOSTUMBLER LAWN & GARDEN PDTS DR	V853	261.0	47.9						22.7	13.2	177.2		
COMPOUND STOCK EARNINGS CONSUMER SVC	B129	726.3											726.3
COMPOUND W FREEZE OFF WART RMVR SYS	D559	1,797.6						505.4	4.9	618.9	668.4		
COMPOUND W WART REMOVER LIQUID	D559	1,473.9						271.6	1.5	355.4	845.4		
COMPREHENSIVE NRSCNC RECRUITMENT	B912	256.0			256.0								
COMPUSA COMPUTER PDTS DR	V821	568.7			568.7								
COMPUSA COMPUTER SPRSTR	V321	35,401.4	747.3	26,863.5	3,171.5	41.6						165.9	4,411.6
COMPUSA DIRECT COMPUTER PDTS DR	V821	767.9			767.9								
COMPUTACION PARA TODOS VAR VIDEOS DR	V873	1,677.6						8.0		1,669.5			
COMPUTACION/BARRERAS VAR SOFTWARE DR	V821	5,689.4						702.2		4,987.2			
COMPUTER ASSOC CO	V321	1,100.4					937.0			149.3			14.1
COMPUTER ASSOC ENTERPRISE IT MGT SOF	B532	1,196.2	1,196.2										
COMPUTER ASSOC IT MGT SOFTWARE	B532	5,278.2	1,833.3					3,032.6		412.3			
COMPUTER CAREER CENTER	B532	825.9			825.9								
COMSTOCK HOMES	G840	296.8					34.6	262.2					
CON EDISON ENERGY CO	B452	393.4			289.4		104.0						
CONAGRA GROCERY STORE	V173	9,486.9		5,613.5	2,910.5	902.0							61.0
CONAGRA VAR FOOD PDTS	V346	646.4					646.4						
CONAIR APPLIANCES DR	F900	1,819.0	268.7				746.8						803.5
CONAIR DRUGS/TOILETRIES DR	V872	8,319.0						5.9		8,313.1			
CONAIR GEL GRIPS HAIR BRUSHES	V830	677.6						18.1	53.6	605.9			
CONAIR INFINITI HAIR BRUSHES	D390	663.0	663.0										
CONAIR INFINITI HAIR DRYER	D390	3,535.0	3,147.7										
CONAIR INFINITI HAIR STRAIGHTENER	D280	275.8	275.8										
CONAIR INFINITI HAIR STYLING APPL	D280	912.4	912.4										
CONAIR TOURMALINE GL GRP HAIR BRSHS	D280	5,753.4	198.2					1,816.4	118.9	2,780.6	839.4		
CONCEPT BOATS	G430	344.8	344.8										
CONCERTA ADHD RX	D560	4,480.0	4,806.7	1,673.3									
CONCESSION RE DEV	B452	275.9	275.9										
CONCORD BELTONE HRNG CTR	V139	453.4			453.4								
CONCORD HONDA	V212	1,852.6			1,852.6								
CONCORD HYUNDAI	V212	307.9			307.9								
CONCORD MITSUBISHI	V212	595.3			595.3								
CONCORD TOYOTA	V212	1,230.1			1,230.1								
CONCORD WATCHES	A520	962.8	699.7				263.1						

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CONCORDE CAREER COLLEGE	G810	1,346.4			480.2				866.2				
CONCORDE CAREER INST	G840	3,865.8			155.3				3,710.6				
CONCORDE COLLECTION JEWELRY DR	V810	1,671.5	1,625.0	46.5									
CONCORDIA UNIVERSITY	G810	268.3	11.1		84.9		71.7		100.7				
CONCOURS D ELEGANCE SHOW	V164	253.1	187.1						66.0				
CON-CRET NUTRITIONAL DRINK MIX	D543	335.2	335.2										
CONCRETE BLOCK HOMES ADV	V121	261.9							261.9				
CONCRETE CRWLSPCS CONTR	V171	344.0			302.2		41.8						
CONCRETE TECHNOLOGY INC BP	B911	564.3	564.3										
CONDE NAST ART DR	V852	3,747.2	3,747.2										
CONDE NAST JOHANSENS RCMDN HTL&IRLN	B610	289.1	289.1										
CONDE NAST JOHANSENS VAR BOOKS DR	V823	616.0	616.0										
CONDE NAST PUBLICATIONS	B629	1,115.2	100.8		53.3	571.5	389.6						
CONDE NAST TRAVELER MAG ONLINE	B623	2,243.0	2,243.0										
CONDE NAST VAR MAGAZINES	B623	719.4					15.8						703.6
CONDENMED VIDEO	H532	1,541.5	438.6						569.0	39.6	71.1	396.0	27.3
CONDITIONED AIR AC & HTG	V174	491.5			490.9				0.7				
CONNEXION MAGAZINE	B623	352.1			352.1								
CONFERENCE USA SPORTS	V163	256.3							5.0			251.3	
CONICELLI AUTO DLR	V219	1,652.0			1,652.0								
CONICELLI HONDA	V212	591.6			406.4				185.2				
CONICELLI HONDA NISSAN	V212	336.2			336.2								
CONICELLI HYUNDAI	V212	429.1			417.1				12.0				
CONICELLI NISSAN	V212	421.0			248.2				172.9				
CONICELLI SCION TOYOTA	V212	995.1			995.1								
CONICELLI TOYOTA	V212	617.6			342.4				275.2				
CONKLIN BROS CARPET STR	V373	499.5			499.5								
CONNECT WIRELESS STORE	V329	299.2			299.2								
CONNECT WITH KIDS/PSA	B323	677.6							677.6				
CONNECTICARE GROUP MEDICAL INSURANCE	B412	949.2			924.6	24.6							
CONNECTICARE MEDICAL INSURANCE	B412	795.2					47.3		747.9				
CONNECTICUT DEPT/TRANS	B315	1,124.8			832.9				291.9				
CONNECTICUT DEPT/TRSRY	B315	1,618.4			1,615.5	2.9							
CONNECTICUT EDUC ASSN	G890	315.4							315.4				
CONNECTICUT ENRGY EFCNY	B329	808.7			661.5	107.0			40.2				
CONNECTICUT HOME INTRS	V375	513.2			343.4				169.8				
CONNECTICUT LIGHTING CTR	V378	380.5			380.3				0.3				
CONNECTICUT LT&POWER CO	V173	1,406.2			739.6				666.5				
CONNECTICUT NJ NY VLV DA	T123	502.4			502.4								
CONNECTICUT SLANT MAG	B623	257.9			257.9								
CONNECTICUT ST LOTTERY	B314	2,524.4			123.9		7.4		2,393.2				
CONNECTICUT STATE TP	T433	2,144.0	929.8	238.1	136.4	464.4							375.3
CONNECTICUT SUN W BSKTBL	V163	258.9			30.3				228.6				
CONNECTICUT WGHT&WLNS CT	D800	378.6			369.1	9.5							
CONNECTION DRUGS/TOILETRIES DR	V830	610.4	610.4										
CONNEX CREDIT UNION CONSUMER SVC	B124	327.2			327.2								
CONNOISSEURS JEWELRY CLEANER	H449	613.2	613.2										
CONNS APPLIANCE STORE	V371	16,797.5			12,194.7		15.4		4,587.4				
CONNS APPLIANCE STORE ONLINE	V371	302.4							302.4				
CONOCO SERVICE STATION	V242	266.9			4.3		262.6						
CONOCOPHILLIPS CP	T220	10,942.7	6,379.3			981.1		1,791.4	0.2		1,790.7		
CONQUER HA DRUGS/TOILETRIES DR	V830	782.0			782.0								
CONRAD C RTW WOMEN	A190	331.0	331.0										
CONRAD INTL HOTELS	T431	323.4	319.4		4.0								
CONRAD WINDOW TREATMENTS	H141	395.7	395.7										
CONRAN SHOP FURN STR	V375	319.2	52.7	228.7		37.8							
CONSEJO/PROM TRST/MEX	T431	283.4					173.2						110.3
CONSOL ENERGY UTILITY	V173	786.1	114.3		39.1		234.2		398.6				
CONSOLIDATED CREDIT CONS CON SVC	B128	14,755.8						905.6	7,608.3	512.9	3,679.2		2,049.8
CONSOLIDATED EDISON CO/NY	V173	488.3					488.3						
CONSOLIDATED EDISON INC CP	V173	787.5				787.5							
CONSOLIDATED MORTGAGE CONSUMER SVC	B124	1,756.2			1,756.2								

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CONSOLIDATED RESORTS	T431	7,236.0									0.3	6,577.6	658.1
CONSOLIDATED THEATRE	V161	601.7			601.7								
CONSTANT CONTACT MKTG	B651	1,417.1				42.4							1,374.7
CONSTELLATION ENERGY GRP	V173	422.7			21.8		299.7						101.2
CONSTELLATION ENERGY GRP CP	V173	4,466.6							1,236.4	4.2		3,226.0	
CONSTELLATION MOVIE	B660	761.5			542.1			102.3	3.5	15.6	98.0		
CONSTRUCTION LTS HMWRHS	V376	419.2							419.2				
CONSUMER CELLULAR WIRELESS SERVICE	B223	1,383.7	1,317.8	66.0									
CONSUMER CREDIT CNSLNG CONSUMER SVC	B128	1,296.2			6.6		69.6		1,022.0				198.1
CONSUMER FIRST TEXT MESSAGING	B229	270.5	270.5										
CONSUMER HLTHCR PDT ASSN CP	V139	2,313.3	744.1	1,462.8		106.4							
CONSUMER HLTHCR PDTS ASN	V139	431.5			27.9	403.6							
CONSUMER REPORT MAGAZINE	B623	560.1			417.2	142.9							
CONSUMER REPORTS BEST BABY PDTS BOOK	B610	307.2	307.2										
CONSUMER RESOURCE NTWRK	B459	5,208.7							663.5	4,188.6	356.6		
CONSUMER TECH INNOVATION SEMINAR	G820	686.5				686.5							
CONSUMERS CREDIT UN BNK CONSUMER SVC	B121	285.3			285.3								
CONSUMERS KITCHENS&BATH	V376	3,955.9			3,955.9								
CONSUMERS ORGNZD/RBL EL	B329	2,104.5			154.0				1,118.9				831.6
CONSUMERS UNION	B321	300.2				106.4							193.8
CONSUMERS UNION AUTO INFORMATION SVC	B690	491.3										491.3	
CONSUMERS/HIGHER INS RTS	B329	2,839.7						2,074.2					765.5
CONTAINER STORE	V359	7,379.5	2,184.6	491.7	984.6	1,455.6	2,228.6		15.2				19.3
CONTEMPORARY DNTL IMPLNT	V133	677.5			677.5								
CONTEMPORARY MTR/MRCDS	V213	326.2			326.2								
CONTESSA FROZEN ENTREES	F260	4,804.6	3,230.5							1,574.1			
CONTINENTAL AIRLINES	T413	679.6	12.7		222.5			25.0	400.0		19.4		
CONTINENTAL AIRLINES DOM	T413	4,025.5	142.5		2,775.2	1,006.8							101.1
CONTINENTAL AIRLINES DOM & INTL	T413	9,312.1	1,738.4	496.3	80.4	85.1	5,645.9	55.2	942.7	7.7			260.4
CONTINENTAL AIRLINES INC CP	T413	1,101.8			434.4	667.4							
CONTINENTAL AIRLINES INTL	T414	7,908.0	2,638.4	496.3	1,689.2	2,575.9		12.5	495.7				
CONTINENTAL AIRLINES ONLINE	T413	521.5			343.5				178.1				
CONTINENTAL AIRLN ARENA	V166	442.5			435.1	7.3							
CONTINENTAL AUTO TIRES	T145	5,411.4	5,411.4										
CONTINENTAL HOME LOANS CONSUMER SVC	B124	573.6			573.6								
CONTINENTAL PACIFIC CONSUMER SVC	B129	1,264.8			1,264.8								
CONTINENTAL SIDING SUPP	V376	883.5					48.0		835.5				
CONTINENTAL TRDN&HDWR ST	V376	264.8							264.8				
CONTOUR PDTS HOUSEHOLD DR	V872	261.5		261.5									
CONTOURS EXPRESS GYM	D800	250.3			33.7		17.0		15.9		183.8		
CONTRA COSTA DOOR	V171	476.3			476.3								
CONTRA COSTA FED CRDT UN CON SVC	B124	447.1			447.1								
CONTREX BOTTLED WATER	F460	697.8	697.8										
CONTROL YOUR CABLE/PSA	B323	2,006.4								2,006.4			
CONTROL4 CORP HOME AUTOMATION SYSTEM	H629	413.3	353.3				60.0						
CONVERSE APPAREL	A990	522.0	522.0										
CONVERSE ATHLETICWEAR&SNEAKERS M	A141	377.0	377.0										
CONVERSE BOOTS & RTW WOMEN	A310	581.7	353.0	228.7									
CONVERSE CHUCK TAYLOR SNEAKERS M & W	A321	5,191.4	4,962.7	228.7									
CONVERSE CHUCK TAYLOR SNEAKERS WOMEN	A321	627.5	627.5										
CONVERSE FOOTWEAR MEN & WOMEN	A390	620.8					620.8						
CONVERSE RED SNEAKERS MEN	A321	2,840.8	2,840.8										
CONVERSE RED SNEAKERS WOMEN	A321	1,143.0	1,143.0										
CONVERSE RTW & SHOES WOMEN	A190	930.3	712.0	218.3									
CONVERSE SNEAKERS CHILDREN	A321	963.1						712.6		250.5			
CONVERSE SNEAKERS FAMILY	A321	3,237.6						425.9	0.1	2,811.6			
CONVERSE SNEAKERS MEN	A321	3,672.0	169.7					884.5	2.6	2,615.3			
CONVERSE SNEAKERS MEN & WOMEN	A321	777.7						278.6		499.1			
CONVERSE WADE 2/0 SNEAKERS M & W	A321	867.1	867.1										
CONVERSE WADE 2/0 SNEAKERS MEN	A321	377.0	377.0										
CONVERSE WADE 3 SNEAKERS MEN	A321	754.0	754.0										
COOK BROS WHOLESALE STR	V359	1,908.3			1,589.3				318.9				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
COOK CHILD HEALTH CR SYS RECRUITMENT	B912	319.3			319.3								
COOK CHILDRENS MED CTR	V133	1,482.0	261.9		31.6		543.1		645.4				
COOK COUNTY CLERK	B315	3,218.9			3,218.9								
COOK COUNTY COLLECTOR	B315	1,724.5			1,724.5								
COOK OUT RESTAURANT	G310	596.0			512.8		83.2						
COOKFORTHECURE.COM ONLINE	B670	739.2	739.2										
COOKIE ASSORTMENT	B623	580.5	580.5										
COOKIE CRAVINGS	B623	305.4	305.4										
COOKIES BY DESIGN	V342	451.3			3.5		2.7	0.0	56.1	373.0	16.1		
COOKIES CLOTHING STORE CHILDREN	V311	966.2			922.6		43.6						
COOKING LIGHT FIT HOUSE	B623	497.3	497.3										
COOKING LIGHT MAG EVENT	B623	996.7	996.7										
COOKING LIGHT MAG TRAVEL	T420	997.1	997.1										
COOKING LIGHT MAGAZINE CONTEST	B623	283.8	283.8										
COOKING LIGHT MAGAZINE ONLINE	B623	2,898.3	2,898.3										
COOKING LIGHT SUPPER CLB	B623	580.4	580.4										
COOKING LT SHP SHP CRS	B623	562.0	562.0										
COOKING&HOSPITALITY INST	G840	469.6							469.6				
COOKING&HSPTLTY INST/CHG	G840	289.1							275.2				13.9
COOKS HAMS	F332	3,662.7	3,396.1									266.7	
COOKS PEST CONTROL SVC	V172	571.2							571.2				
COOKS VIGNETTE	F332	297.3										297.3	
COOL RIVER CAFE	G310	271.4					14.1		13.0				244.4
COOL WATER FRAGRANCE M & TOILETRIES	D410	433.9	433.9										
COOL WATER FRAGRANCE MEN	D410	1,282.1	1,282.1										
COOL WHIP LITE TPNG &JELL-O SGR/GLTN	F141	1,326.1	1,326.1										
COOL WHIP TOPPING	F141	10,128.8							4,641.9	985.9	467.4	2,838.6	1,194.9
COOL WHIP TOPPING & JELL-O GELATIN	F141	700.4	462.9	237.5									
COOL WHIP TOPNG &JELL-O INSTNT PDNG	F141	3,205.4	2,734.4	471.0									
COOLER HTG & AC CONTR	V174	370.7			370.7								
COOLEY LAW SCHOOL	G810	278.3					278.3						
CO-OP SVC CREDIT UNION CONSUMER SVC	B129	457.0			457.0								
COOPER AUTO & TRUCK TIRES	T145	1,472.9						6.0	1,166.2	55.5		245.2	
COOPER AUTO TIRES	T145	1,212.6			2.0				960.1	30.8		219.8	
COOPER HAND TOOLS	H624	251.0	251.0										
COOPER HEALTH SYSTEM	V133	379.9			0.1		80.0		299.7				
COOPER TRUCK TIRES	T145	1,055.4							872.6	39.8		143.1	
COOPER UNIVERSITY HOSP	V133	2,197.5								2,197.5			
COOPER-HEWITT NATL/MSM	V166	250.8	85.2		26.4	132.5	6.7						
COORS BANQUET BEER	F611	1,653.6					1,653.6						
COORS BEER	F611	15,752.7			9.9		912.1	11,940.2	242.5		2,558.7		89.2
COORS LIGHT BEER	F612	121,623.8	719.2		227.9	205.6	18,210.3	66,496.1	4,969.6	29,194.8		286.0	1,314.3
COORS LIGHT VIGNETTE	F612	762.0							35.6			726.3	
COORS VAR BEERS	F611	1,368.9					1,368.9						
COPD RESEARCH STUDY	V139	763.3							763.3				
COPDGUIDE.COM ONLINE	B549	3,148.7							3.6	195.6		2,949.5	
COPE SMOKELESS TOBACCO	G220	3,999.5	3,999.5										
COPENHAGEN CHEWING TOBACCO	G220	3,610.2	3,610.2										
COPENHAGEN CHEWING TOBACCO & SNUFF	G220	1,901.9	1,901.9										
COPENHAGEN CNTMPRY/STR	V375	905.2			905.2								
COPENHAGEN FURNITURE STR	V375	1,015.2			412.1					603.1			
COPPERTONE KIDS LOTION SPRAY	D170	6,995.9							4,189.3	31.9	1,508.2	1,266.5	
COPPERTONE OIL FREE SNSCRN LTN SPRY	D170	1,773.6	1,773.6										
COPPERTONE SPORT SUNSCREEN	D170	8,472.1	1,252.9						4,013.3	323.8	1,309.9	1,572.2	
COPPERTONE ULTRA GUARD SUNBLOCK/SPRY	D170	3,165.4							1,652.4	5.1	708.1	799.9	
COPPERTONE WATER BABIES SUN BLCK LTN	D170	1,296.2	1,296.2										
COPPS FOOD CENTER	V345	438.7								438.7			
CORBETT CANYON WINE	F620	1,304.6										1,304.6	
CORBETT LAW FIRM ATTY	V151	261.5								261.5			
CORCORAN GROUP REALTY	B451	3,848.4	561.6	475.4	779.9	2,026.4	5.0						
CORD BLOOD REGISTRY	V139	1,026.0	1,026.0										
CORD CAMERA SHOP	V361	435.2			364.9					70.3			

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CORDILLERA RE DEV	B452	331.0			219.0		112.0						
CORDIS CORP CYPHER STENTS	D610	1,964.7	933.8			1,031.0							
CORE RHYTHMS VAR VIDEOS DR	V873	2,583.8						180.0	9.0		2,394.9		
CORE4LIFE ADVNCED MRY FRM VITAMINS	D541	3,279.5	973.7		1,191.6	145.7							968.5
COREG CR HEART RX	D560	8,378.4	7,714.2	664.2									
COREG HEART RX	D560	17,092.1	6,643.5					6,035.9	1,605.5	1,696.8	1,110.4		
CORELLE DINNERWARE	H111	4,736.8	4,581.6						155.2				
COREX CARDSCAN SCANNERS	B522	471.9	471.9										
COREY B TROTZ ATTY	V151	1,525.2					5.6		1,519.6				
CORICIDIN HBP COLD & FLU TABLETS	D521	3,752.9							1,546.1	320.7	485.3	1,012.5	388.3
CORICIDIN HBP COUGH & COLD TABLETS	D521	3,404.2	1,025.8					883.5	95.4	580.3	766.3	52.8	
CORICIDIN HBP VAR COLD & FLU MED	D521	1,078.2	1,078.2										
CORINTHIAN CONDOMINIUMS	B452	591.9			584.8	7.2							
CORKY MCMILLIN RE DEV	B452	357.9			87.4		270.5						
CORMAN LEIGH CMNT RE DEV	B452	320.9			17.6		303.3						
CORMIER CHEVROLET	V211	280.5			280.5								
CORNELIANI SUITS MEN	A130	538.1	538.1										
CORNELL UNIVERSITY	G810	580.2	48.1		1.4	492.1	5.3		10.6				22.7
CORNER HEATING&AC SVC	V174	379.1			379.1								
CORNERSTONE MORTGAGE CO CONSUMER SVC	B124	270.5			232.0		13.6		25.0				
CORNERSTONE NATL BANK CONSUMER SVC	B121	283.9			283.9								
CORNERSTONE RE DEV	B452	270.0	122.2		110.3		37.4						
CORNING MUSEUM OF GLASS	V166	387.5					101.1		283.2		3.2		
COROMEGA NUTRITIONAL SUPPLEMENT	D543	593.4	593.4										
CORONA BEER	F611	3,200.4	402.3				2,727.4		1.6				69.1
CORONA CHEVROLET	V211	722.1			722.1								
CORONA EXTRA BEER	F611	32,821.9	2,612.0				63.2	10,115.1	4,310.3	6,023.7	8,230.1		1,467.4
CORONA EXTRA BEER & CORONA LIGHT BEER	F611	14,125.1	5,306.6					3,107.2	458.3	2,169.3	3,083.7		
CORONA LIGHT BEER	F612	4,857.5	78.8					1,428.3	78.7	1,446.0	1,825.7		
CORONA VAR BEERS	F611	3,954.5					3,954.5						
CORPORATE SCL RSPNSBLTY ADVERTORIAL	G930	436.6				436.6							
CORPORATE TURNAROUND BUSINESS SVC	B124	442.5						274.2	22.3	146.0			
CORPUS CHRISTI TX TP	T433	567.7	183.1		302.2		82.5						
CORRAL CONSTRUCTION CO	V171	853.4			853.4								
CORRIDOR WINE & SPIRITS	V341	313.7			313.7								
CORT FURN CLEARANCE CTR	V375	468.4							468.4				
CORT FURNITURE RENTALS	V153	6,821.5	4,220.5		623.3		84.0		16.9	5.4	1,866.3		5.0
CORT THEATRE	V161	406.1			52.2	353.9							
CORTAID ADVANCED ANTI-ITCH CREAM	D553	2,542.0	1,842.0						4.0	680.4	15.5		
CORTAID POISON IVY CARE TXN/CLTH	D553	2,036.5	2,036.5										
CORTAID POISON IVY CARE/KIT	D553	3,583.6	3,550.4		33.2								
CORTESE AUTO ENTERPRISE	V219	314.9			179.9				135.0				
CORTIZONE 10 PLUS MAX STR SKIN CREAM	D553	7,851.7	1,439.0					3,117.1	1,317.1	1,337.6	640.9		
CORTIZONE 10 SKIN CREAM	D553	275.6										275.6	
CORUM WATCHES	A520	1,186.2	1,182.5				3.8						
CORVETTE.CARANDDRIVER ONLINE	T111	288.1	288.1										
CORY FAIRBANKS MAZDA	V212	876.0			536.3				339.6				
COSAMIN DS JOINT HEALTH SUPPLEMENT	D541	554.0	554.0										
COSAMIN DS NUTRITIONAL SUPPLEMENT	D543	1,916.7	617.7						3.1	202.5	1,093.4		
COSMETIC SRGRY INFO CTR	V133	453.8			453.8								
COSMO GIRL MAGAZINE ONLINE	B623	2,215.1	2,215.1										
COSMO GIRL MOST WANTED	B623	629.8	629.8										
COSMO HOT SPOT	B623	2,824.8	2,824.8										
COSMO.GLAM.COM ONLINE	B623	853.5	853.5										
COSMOBELLA BRIDAL GOWNS WOMEN	A130	670.0	670.0										
COSMOPOLITAN MAGAZINE ONLINE	B623	779.6	779.6										
COSMOPOLITAN MAGAZINE SUBS DR	V823	1,203.6							934.5		269.1		
COSMOPOLITAN RSRT/CONDO	B452	1,492.6	1,273.3		66.7		152.6						
COSMOS DESIGNER-DRCT STR MEN	V311	970.2			928.6		41.5						
COST CUTTERS BEAUTY SLN	V131	943.1			24.1		79.8		431.9				407.3
COST PLUS WORLD MKT STR	V359	17,509.9			17,499.0				10.8				
COSTA CRUISES	T412	6,488.4		212.8	5,726.1	549.5							

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
COSTA DEL MAR SUNGLASSES	A430	371.0	226.4								144.5		
COSTA FINANCIAL INS	B430	302.0			302.0								
COSTA RICA ECONOMIC DEVELOPMENT	B840	263.9	263.9										
COSTA RICA TP	T434	1,085.9	773.9		311.9								
COSTAMAR TRAVEL AGENCY	T420	744.2			392.3				351.9				
COSTCO WHOLESALE STORE	V630	328.3	45.4		282.9								
COTTAGE LIVING CNCNT	B623	590.1	590.1										
COTTAGE LIVING MAGAZINE ONLINE	B623	746.5	746.5										
COTTMAN TRANSMISSION	V241	1,810.7			187.9		49.8	996.2	321.5				255.3
COTTON FIBERS IN APPAREL	A920	6,875.4	6,868.9				6.5						
COTTON INC CP	A920	20,874.4	4,868.8					9,863.1	0.9		6,141.6		
COTTON PATCH CAFE	G310	305.0							305.0				
COTTONELLE BATHROOM TISSUE	H333	1,734.6	54.9	1,639.5				28.4	11.8				
COTTONELLE ULTRA BATHROOM TISSUE	H333	8,671.1	1,776.2	681.2				420.4	514.5	2,626.3	2,652.5		
COTTONELLE/AL&E BATHROOM TISSUE	H333	15,401.0	4,616.4	357.3				7,486.1	19.2	1,341.9	1,580.0		
COTY BEAUTY PDT'S	D190	260.3	248.6				11.7						
COTY VAR FRAGRANCE M & W	D180	4,336.7	4,269.5				67.2						
COULTER CADILLAC	V211	627.9			488.3				139.6				
COUNCIL/ALCHL&SBSTNC/PSA	B323	309.8							309.8				
COUNT BASIE THEATRE	V161	528.8			526.4	2.5				422.5			
COUNTRY BUFFET REST	G320	422.5											
COUNTRY CLUB RECEPTIONS	V166	381.5	381.5										
COUNTRY CROCK PREPARED FOODS	F290	375.2											375.2
COUNTRY CURTAINS HOUSEHOLD DR	V872	1,035.7	1,029.6		6.1								
COUNTRY CURTAINS ML ORDR CP	V872	406.3	406.3										
COUNTRY CURTAINS STORE	V374	899.3	35.0		758.5	88.8	3.4		13.5				
COUNTRY FLOORS STORE	V373	849.3	849.3										
COUNTRY HOME MAGAZINE ONLINE	B623	1,895.1	1,895.1										
COUNTRY HOME PDT'S LAWN&GRDN PDT'S DR	V853	1,408.4	929.9	477.3	1.2								
COUNTRY INNS & SUITES	T431	2,862.0	111.7		59.7	122.2	1,288.8		365.1		914.4		
COUNTRY INS & FIN SVC	B430	2,940.4			31.9		147.6		2,761.0				
COUNTRY LINCOLN MERC	V211	443.5			443.5								
COUNTRY LIVING ASSOC RE	B451	765.7		167.7	389.6	208.4							
COUNTRY LIVING FAIR	V164	412.1	402.9		9.2								
COUNTRY LIVING MAG PHONE SERVICE	V156	411.5	411.5										
COUNTRY LIVING MAG SWEEPSTAKES	B623	297.0	297.0										
COUNTRY LIVING MAG VAR BOOKS DR	V823	387.9	387.9										
COUNTRY NEWS/CTRY LVNG	B623	1,864.9	1,864.9										
COUNTRY ROAD ASSOC LTD	V171	340.8			340.8								
COUNTRY SQUIRE FOOD MART	V346	401.4			401.4								
COUNTRY SQUIRE/FOODS STR	V346	286.4			286.4								
COUNTRY TIME LITE PRSWTND LMND/MIX	F420	1,606.5						401.8	0.8	18.2	1,185.7		
COUNTRY TIME PRSWTND LMND DRNK MIX	F420	727.8										727.8	
COUNTRYWIDE BANK BUSINESS & CON SVC	B121	312.8			312.8								
COUNTRYWIDE BANK CONSUMER SERVICES	B121	29,058.2			27,380.7	1,647.1						30.4	
COUNTRYWIDE BANK CP	B121	341.2			341.2								
COUNTRYWIDE FINANCIAL RECRUITMENT	B912	629.1			629.1								
COUNTRYWIDE HOME LOANS CONSUMER SVC	B124	39,016.8			570.9		114.7	4,547.6	1,201.1	7,451.4	24,828.0	303.0	
COUNTY FAIR	V166	2,405.2			28.7		4.9		2,371.7				
COUNTY FAIR SUPERMARKET	V346	315.6			315.6								
COUNTY LINE FORD	V211	290.3			237.7		52.6						
COUNTY MARKET FOOD STORE	V346	2,582.3			2,473.6		14.5		94.2				
COUNTY OF BEXAR	B315	349.1			349.1								
COUNTY OF BREVARD FL	B315	515.6			515.6								
COUNTY OF BROWARD FL	B315	273.6			273.6								
COUNTY OF COOK IL	B315	3,769.2			3,769.2								
COUNTY OF DALLAS TX	B315	1,128.1			1,046.1		82.0						
COUNTY OF ESSEX NY	B315	1,496.9			1,496.9								
COUNTY OF HILLSBOROUGH	B315	486.1			486.1								
COUNTY OF KING	B315	262.5			262.5								
COUNTY OF LOS ANGELES CA	B315	390.8	348.5		42.3								
COUNTY OF TARRANT TX	B315	404.2			404.2								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
COUNTY OF UNION	B315	373.1			373.1								
COUNTY TV APPL AUDIO CTR	V361	291.0			257.4	33.7							
COUPLES RESORTS JAMAICA	T432	1,839.6	1,825.1		14.5								
COUPON BOOK	B629	393.6			393.6								
COUPONBUG.COM ONLINE	B652	2,317.9							2,317.9				
COURISTAN RUG STORE	V373	254.0	245.2		8.8								
COURISTAN RUGS	H131	1,853.2	1,853.2										
COURT APPOINTED SPCL ADV	B315	525.6			525.6								
COURT ORDERED NOTICE	B329	1,286.0						1,042.1	11.0	231.3	1.7		
COURT TV CABLE TV	B642	1,883.3	576.9		17.9	95.3	315.1						878.2
COURTESY AUTO DLR	V219	3,411.8			3,254.1		137.3		20.5				
COURTESY AUTO ENTERPRISE	V219	258.5								258.5			
COURTESY AUTO GROUP	V219	826.1			689.0		17.8		119.3				
COURTESY CHEVROLET	V211	1,733.1			1,088.4		191.4		453.3				
COURTESY CHRYSLER JEEP	V211	1,157.2			1,149.8				7.4				
COURTESY DODGE	V211	585.9			350.8				235.1				
COURTESY FORD	V211	558.2			451.3		4.0		102.9				
COURTESY HYUNDAI	V212	1,390.8			1,315.7		44.9		30.2				
COURTESY IMPORT AUTO DLR	V219	918.8			302.4				616.4				
COURTESY INFINITI	V212	1,204.5			1,204.5								
COURTESY ISUZU	V212	450.4			450.4								
COURTESY KIA OF BRANDON	V212	367.7			367.7								
COURTESY MAZDA & PEOPLES MAZDA	V212	834.8			329.2				505.6				
COURTESY MERCEDES BENZ	V213	626.5			494.5		132.0						
COURTESY MITSUBISHI &PEOPLES MTSBSH	V212	311.4							311.4				
COURTESY NISSAN	V212	1,527.3			1,420.4		65.0		41.9				
COURTESY SUZUKI	V212	1,032.1			834.8		2.2		195.1				
COURTESY TOYOTA	V212	1,045.6			950.2				95.4				
COURTESYDEALERS.COM ONLINE	V219	371.3			259.9				371.3				
COURTYARD HONDA	V212	259.9											
COURTYARD BY MARRIOTT	T431	26,280.0	8,049.5		188.4	1,485.5	1,735.8	5,981.9	2.1		8,836.7		
COURVOISIER COGNAC	F721	399.1	399.1										
COUSHATTA CASINO RESORT	T431	3,877.1			2,224.9		579.7		1,072.5				
COUSINS SUB SHOP	G320	608.6			1.2				607.4				
COUTURE COLLECTION FORMAL GOWNS W	A130	582.2	582.2										
COVANCE RESEARCH SVC NON-SMKNG STDY	V139	378.6							378.6				
COVE ATLANTIS RESORT	T431	6,854.4	1,866.1		962.1	3,915.9							110.3
COVENANT FURNITURE STORE	V375	319.1			319.1								
COVENANT HEALTHCARE SYS	V133	478.8			10.8		210.5		257.5				
COVENANT MORTGAGE CONSUMER SERVICES	B124	460.7			456.7		3.9						
COVENANT VIDEO	H532	716.8						499.8	2.1	43.5	171.4		
COVENANT VLG/CO NRSNG HM	V134	441.1			441.1								
COVENTRY HEALTH CARE LIFE INSURANCE	B411	589.4			589.4								
COVER CA KIDS	B322	340.8											340.8
COVER GIRL ADVANCED RDNC CMPT FNDTN	D140	267.6	267.6										
COVER GIRL ADVANCED RDNC CREAM FNDTN	D140	22,486.3	16,278.1					3,630.9	84.4	1,530.8	962.1		
COVER GIRL ADVANCED RDNC LIQ FNDTN	D140	911.0	667.3					109.3	0.8	79.0	54.5		
COVER GIRL CLEAN MAKEUP LQ&PWD FNDTN	D140	4,876.0	4,876.0										
COVER GIRL COSMETICS	D190	3,025.2	731.5	1,326.0				962.3			5.4		
COVER GIRL EYE ENHANCERS EYE SHADOW	D130	305.7						305.7					
COVER GIRL INCREDIFULL LIPSTICK	D120	6,806.4	6,806.4										
COVER GIRL LASH EXACT &CVR/VLM EXCT	D130	1,779.2						713.3	1.3	188.4	876.2		
COVER GIRL LASH EXACT MASCARA	D130	1,174.8	1,131.5						9.0		34.2		
COVER GIRL LASHBLAST MASCARA	D130	6,116.2	2,115.3					2,440.3	51.2	801.8	707.5		
COVER GIRL NAT HUE COMPACT FNDTN	D140	936.0	936.0										
COVER GIRL OTLST DBL/SHN LIP COLOR	D120	3,433.6	2,397.5					346.5	4.5	402.8	282.3		
COVER GIRL OUTLAST LIP COLOR	D120	10,887.6	1,533.9					4,907.5	981.6	705.7	2,758.9		
COVER GIRL QUEEN CLCTN COSMETICS	D190	1,716.4	1,054.7					41.0	1.3	105.4	339.4		174.6
COVER GIRL QUEEN CLCTN LIQUID MAKEUP	D140	505.2	505.2										
COVER GIRL QUEEN CLCTN NAT HUE FNDTN	D140	4,002.4	2,821.8					243.0	194.0	160.0	583.7		
COVER GIRL TR BLND LQ FNDTN&PRSD PWD	D140	8,397.5						4,402.5	76.9	1,377.3	2,540.8		
COVER GIRL TR BLND MNRLS FACIAL MKP	D140	5,460.2	64.5					2,889.2	31.0	857.2	1,618.4		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
COVER GIRL TR BLND MNRLS PWD FNDTN	D140	6,061.2	6,061.2					535.0	15.4	259.8	858.4		
COVER GIRL TRU BLEND FACIAL MAKEUP	D140	1,668.5											
COVER GIRL TRU BLEND PWD FOUNDATION	D140	253.1	253.1										
COVER GIRL TRU SHINE LIPSTICK	D120	11,259.5	7,343.1					2,147.5	25.2	562.8	1,180.9		
COVER GIRL VOLUME EXACT MASCARA	D130	30,519.0	13,938.8					7,189.8	1,016.9	2,976.2	5,397.3		
COVER GIRL WETSICKS FRT SPRTZRS/GLS	D120	8,787.3	8,522.0					265.3					
COVER GIRL WETSICKS LIP GLOSS	D120	1,221.4	209.9					415.3	4.9	267.3	323.9		
COVER GIRL WTSLCK CRYSTL LIP GLOSS	D120	2,627.0	2,627.0										
COVER THE UNINSURED ORG	B329	524.8			75.0	109.2			144.6		196.0		
COVER TN HEALTH INSURANCE	B412	757.9							757.9				
COVERALL CLEANING CNCPTS BP	B911	272.1	84.2		187.9								
COVERT AUTO	V219	2,724.2			2,724.2								
COVERT BUICK CADILLAC	V211	388.3			388.3								
COVERT CADILLAC	V211	772.8			529.4				243.4				
COVERT FORD	V211	937.1			899.2				38.0				
COVET SARAH JESSICA PRKR FRAGRANCE W	D180	5,852.0	5,103.6						146.3		602.2		
COVIDIEN HEALTHCARE SVC	V139	2,763.6	581.7		228.6	1,953.3							
COWBOY MALONEYS ELECT CT	V361	637.0							637.0				
COWBOY TOYOTA	V212	427.6			427.6								
COWTAN & TOUT HOUSEHOLD FABRICS	H141	653.4	653.4										
COX AT HOME ISP	B225	408.8			408.8								
COX CHEVROLET	V211	266.4							266.4				
COX COMM CABLE	B241	19,574.3			8,270.6		3,157.4		8,146.3				
COX COMM CABLE & SPRINT	B241	973.1							973.1				
COX COMM CABLE BUNDLE PDTs	B250	5,996.0			5,996.0								
COX COMM CABLE ISP	B225	6,070.3							5,672.5				397.8
COX COMM CABLE ISP/PHONE	B250	728.3							728.3				
COX COMM CABLE ISP/PHONE/TV	B250	7,556.5			12.8				7,543.7				
COX COMMUNICATIONS CO CP	B642	535.4	20.3		64.5				450.7				
COX DIGITAL CABLE	B241	1,040.1			1,040.1								
COX DIGITAL TELEPHONE CO BUSINESS	B222	3,336.5			3,336.5								
COX DIGITAL TELEPHONE CO LOC&LNG DST	B222	3,173.6							3,173.6				
COX DIGITAL TELEPHONE CO RESIDENTIAL	B222	3,189.5			607.3				2,582.2				
COX HEALTH SYSTEMS	V133	363.6					77.7		285.9				
CP MORGAN HOME BUILDER	V171	1,779.4					1,779.4						
CPAP PRO HOUSEHOLD DR	V872	300.7			37.9							262.8	
CPC BEHAVIORAL HLTHCR RECRUITMENT	B912	265.2			265.2								
CPI SECURITY SERVICE	V179	1,258.2			1,258.2								
CPI SECURITY SYSTEMS	V179	1,286.3					75.1		1,211.3				
CPS ENERGY	V173	1,378.7	232.9		546.3		130.4		469.1				
CRABTREE DODGE SUBARU	V219	270.3			270.3								
CRABTREE SUBARU	V212	623.8			599.2				24.6				
CRACKER BARREL OLD CNTRY	G320	17,805.4	72.5		234.2		15,283.6		840.4				1,374.5
CRAFT-LITE CUTTER CRAFTS DR	V851	10,689.8						12.0	142.4	188.6	10,346.8		
CRAFTMATIC/CONTOUR IND HOUSEHOLD DR	V872	46,820.0						9.0	1,162.8	110.4	45,537.8		
CRAFTSMAN AXS TOOL STORAGE SYSTEM	B821	2,495.9	589.6					990.9	1.7	90.3	823.4		
CRAFTSMAN C3 SYSTEM POWER SOURCE	H624	681.0									681.0		
CRAFTSMAN CROSS-FORCE WRENCH	H624	1,512.8	1,512.8										
CRAFTSMAN CROSSFORCE WRENCH SET	H624	588.2									588.2		
CRAFTSMAN DIGITAL LVLS&LASER MSRNG	H624	622.5									622.5		
CRAFTSMAN HOME & BUILDING PDTs DR	V879	3,185.8									3,185.8		
CRAFTSMAN KEYLESS ENTRY PAD	H625	1,400.3	110.7					920.4	1.6	53.1	314.5		
CRAFTSMAN LAWN & GARDEN EQUIP	G711	2,342.6						1,790.1	66.8	135.2	350.5		
CRAFTSMAN POWER TOOLS	H624	1,467.3	1,467.3										
CRAFTSMAN POWER WASHER	H624	442.5									442.5		
CRAFTSMAN PROF TOOL CHEST & CABINET	H624	302.7	302.7										
CRAFTSMAN RIDING MOWER	G711	558.3									558.3		
CRAFTSMAN TOOLBOX	H624	1,402.6	1,402.6										
CRAFTSMAN TOOLS	H624	19,927.4	5,551.7		68.0			7,763.3	108.8	559.4	5,876.3		
CRAFTSTAR HOMES	B452	251.7			251.7								
CRAFTY BEAVER CENTERS	V376	616.7			616.7								
CRAGUNS RESORT	T431	281.0			275.8				5.2				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CRAIG GOLDENFARB ATTY	V151	336.7			3.6				333.1				
CRAIG SWAPP ATTY	V151	865.8							865.8				
CRAIG ZINN AUTO ENTRPRS	V219	314.7			126.9				187.8				
CRAIN AUTOMOTIVE	V219	352.6			17.3				335.3				
CRAIN FORD	V211	485.4			8.6				476.8				
CRAIN HYUNDAI	V212	426.6			12.4				414.2				
CRAIN KIA	V212	331.3			8.6				322.6				
CRAIN PONTIAC BUICK GMC	V211	290.5							290.5				
CRANCHI BOATS	G430	693.1	693.1										
CRANE CHEVROLET	V211	652.4			574.2		78.2						
CRANIUM CARIBOO GAME	G512	253.1	263.1										
CRANIUM HULLABALOO GAME	G512	366.6	366.6										
CRANIUM JAM PACK JAM GAME	G512	432.6					38.1			394.5			
CRANIUM SUPER FORT CRNVL CLBHS	G549	581.2					106.4			474.8			
CRANIUM VAR GAMES	G512	1,316.2	975.6	340.6							1,002.3		
CRANIUM WOW BOARD GAME	G512	1,002.3											
CRANK VIDEO	H532	2,091.9						1,048.5	4.3	113.0	757.9	168.2	
CRATE & BARREL HOUSEHOLD DR	V872	666.2	551.8	114.4									
CRATE & BARREL STORE	V372	11,390.3	4,807.6	1,349.9	757.4	57.5	434.7		281.1		3,696.8		5.3
CRAVE PURR PALS VIDEO GAME	G511	386.3	386.3										
CRAWFORD AUTO TEAM	V219	382.6							382.6				
CRAY VAR COMPUTERS	B511	268.3	268.3										
CRAYOLA ARTS & CRAFTS TOYS	G542	1,814.3						23.4		817.4	973.5		
CRAYOLA BEGINNINGS TADODDLES MRKRS	G542	1,519.3									1,519.3		
CRAYOLA BEGINNINGS VAR PDT	G542	1,038.9	1,038.9										
CRAYOLA BGNGS TADODDLES CRAYONS	G542	365.5	365.5										
CRAYOLA COLOR EXPLOSION GLO BOARD	G542	2,943.6						5.1		734.1	2,204.4		
CRAYOLA COLOR EXPLSN WHT DRAWING KIT	G542	2,204.8						9.3		622.9	1,572.6		
CRAYOLA COLOR WONDER MESS FREE PNT	G542	2,764.6									2,764.6		
CRAYOLA COLOR WONDER MESS FREE SPRYR	G542	2,715.0						18.7		791.9	1,904.4		
CRAYOLA CUTTER	G590	2,622.5							13.5		903.3	1,705.7	
CRAYOLA MODEL MAGIC FUSION	G542	2,964.6						7.5		718.5	2,238.7		
CRAYOLA OUTDOORS VAR OUTDOOR TOYS	G542	2,348.6						6.7		656.6	1,685.3		
CRAYOLA TOTAL TOOLS VAR TOOLS	G542	2,921.6						23.9		1,042.2	1,855.5		
CRAZY FREDDYS MTR SPRTS	V233	406.6			295.5								111.0
CRAZYFOX.COM BP ONLINE	B911	12,605.3						738.5	1,654.1	2,385.9	7,826.9		
CREAKIC & LEUKIC SUPPLEMENT CPSLS	D541	287.3	287.3										
CREAKIC MUSCLE GROWTH SUPPLEMENT	D543	1,358.1	1,358.1										
CREATING WEALTH WITH RE WORKSHOP	G820	2,142.8			2,142.8								
CREATION MUSEUM	V166	271.7			10.8		74.1		186.8				
CREATIVE CUSTOM BLINDS	V374	394.7			394.7								
CREATIVE ENERGY/TBS&SPA	V376	425.2			425.2								
CREATIVE LABS VAR SOFTWARE	B532	268.7					268.7						
CREATIVE LEATHER FURN ST	V375	1,169.3			1,169.3								
CREATIVE MIRROR & SHOWER	V372	2,102.1			1,949.5				152.6				
CREATIVE PLYTHNGS FCTRY	V365	978.6			942.8	35.8							
CREATIVE PRPRTY MKTG RE	B451	288.2			288.2								
CREATIVE WINDOW CO	V171	311.0			311.0								
CRE-C DRUGS/TOILETRIES DR	V830	302.4						302.4					
CREDIT ANSWERS CONSUMER SERVICES	B128	2,104.9			8.0				75.5		1,497.9	496.7	26.8
CREDIT ANSWERS PRINTED PDTS DR	V829	629.9						0.5			629.4		
CREDIT CARD RELIEF CONSUMER SERVICES	B128	1,857.8			10.5	1,788.8			57.2		1.3		
CREDIT EXCHANGE CORP SVC	V129	428.0							2.3		425.6		
CREDIT GUARD/AMERICA CONSUMER SVC	B128	2,000.1			49.3				112.4	632.8	1,205.6		
CREDIT SEMINAR	G820	483.8			483.8								
CREDIT SUISSE BANK CONSUMER SERVICES	B121	320.2	320.2										
CREDIT SUISSE CP	B121	518.4				518.4							
CREDIT SUISSE GROUP CP	B121	11,526.4	7,947.4			2,516.6			23.6	46.9	991.8		
CREDIT SUISSE INTL	B121	2,021.5	252.9		54.0	1,714.6							
CREDIT UNION PROMO CONSUMER SERVICES	B124	488.6							488.6				
CREDIT UNION/JHNSN CNTY CONSUMER SVC	B124	862.5			862.5								
CREDIT UNIONS OF WA CONSUMER SVC	B124	250.0							250.0				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CREDITCARDS.COM ONLINE	B111	2,501.2							0.3		2,501.2		
CREDITREPORT.COM ONLINE	B128	626.8									626.5		
CREDIT-SUISSE CONSUMER SERVICES	B129	792.5				792.5							
CREEK NATION CASINO	V169	643.8					123.0		520.7				
CREFLO DOLLAR MINISTRIES	B322	443.3					105.5		131.7		206.2		
CREIG & NORTHROP REALTY	B451	314.5			154.0		20.8		139.7				
CREMA INTL DRUGS/TOILETRIES DR	V830	2,527.7							2,527.7				
CREME OF NATURE HAIR PDT'S	D390	646.6	428.6									218.0	
CRESCENT COMMUNITIES	B452	388.9	41.9		43.6		303.5						
CRESCENT JEWELERS	V314	1,533.0			448.1				1,084.9				
CRESCENT SCH/GMNG&BRTNDN	G840	252.0							252.0				
CRESCENT TOOLS	H624	278.3	276.1								2.2		
CRESCO EQUIP RENTALS SVC	V153	375.9							375.9				
CRESENT HOME FRNSHNG STR	V375	252.2							252.2				
CRESPO & ASSOC REHAB CTR	V133	301.4							301.4				
CREST AUTO ENTERPRISES	V219	786.3			785.1				1.2				
CREST CHEVROLET	V211	488.3			230.2				258.1				
CREST EXTRA WHT PLS SCP &SCOPE WHITE	D211	1,938.3	433.0					988.6	58.6	90.6	367.5		
CREST EXTRA WHT PLS SCP TOOTHPASTE	D211	10,795.7						5,575.5	91.0	2,762.6	2,366.6		
CREST GLIDE COMFORT PLS DENTAL FLOSS	D219	426.3			378.6	47.6							
CREST LINCOLN MERCURY	V211	795.8			335.6				460.2				
CREST NATURES EXPRSNS TOOTHPASTE	D211	34,620.1	8,458.4	1,624.6				11,638.4	3,571.2	4,030.3	5,297.2		
CREST PRO-HEALTH NIGHT ORAL RINSE	D212	8,210.0	1,002.7					4,071.5	1,101.2	949.1	1,085.5		
CREST PRO-HEALTH NIGHT TOOTHPASTE	D211	17,623.9	3,292.2	840.6				5,947.9	1,991.2	2,677.9	2,874.1		
CREST PRO-HEALTH ORAL RINSE	D212	9,276.1	2,449.4	266.6	117.4			2,585.4	96.5	759.2	3,001.7		
CREST PRO-HEALTH TOOTHPASTE	D211	48,310.8	8,101.7	1,265.9	3,933.8	102.1		17,777.2	4,156.8	5,154.3	7,493.3		325.8
CREST SPINBRUSH ELECTRIC TOOTHBRUSH	D280	1,881.8	1,536.9	344.9									
CREST SPINBRUSH PRO ELECT TOOTHBRUSH	D280	8,916.1	3,670.8					2,461.1	54.3	828.5	1,901.4		
CREST SPINBRUSH PRO-CLN ELECT THBRSH	D280	6,509.1						3,769.2	12.5	717.6	2,009.8		
CREST TOOTHPASTE	D211	1,218.2			306.8	201.3	2.8						707.3
CREST WHITENING MOUTH RINSE	D212	7,329.4						1,648.7	13.6	934.8	4,732.3		
CREST WHITENING RNS &WHTSTRPS PRM PL	D211	343.6			138.0	205.6							
CREST WHITESTRIPS DENTAL WHTNG SYS	D211	1,362.7			1,154.5		13.7	58.0	134.3				2.1
CREST WHITESTRIPS PREM DNTL WHTNG SY	D211	17,557.1	2,536.6			205.6		5,777.3	3,360.1	1,937.3	3,740.2		
CREST WHTNG MTH RNS &CRST WHTSTRP PR	D212	2,672.6			2,386.9	285.8							
CREST WHTSTRPS DLY MLTCR WHTNG STRPS	D211	46,920.1	11,404.9					18,604.3	4,108.9	7,181.1	5,620.9		
CREST WHTSTRPS PREM PLS DNTL/SYS	D211	6,714.3	2,107.0	266.6				2,222.8	22.0	1,460.1	635.8		
CRESTED BUTTE MT RSRT CO	T431	787.2	326.2		432.2	2.3	26.5						
CRESTMONT TOYOTA	V212	362.4			272.9	16.8	44.0		28.7				
CRESTMONT TOYOTA VW	V219	498.7			498.7								
CRESTOR CHOLESTEROL RX	D560	52,732.1	31,433.4	5,692.8				4,968.5	33.4	2,809.4	7,794.5		
CRESTVIEW CADILLAC	V211	408.9			358.9		50.0						
CRESTWOOD DODGE	V211	508.5			508.5								
CREVIER BMW	V213	429.4			429.4								
CRICKET COMMUNICATIONS PRE-PAID WRLS	B223	13,348.3							13,318.9	29.4			
CRICKET COMMUNICATIONS WIRELESS SVC	B223	12,677.8			573.8		2,664.1						9,440.0
CRIME PREVENTION/PSA	B323	3,236.3						1,732.4	1,094.4		409.6		
CRIME STOPPERS SERVICE	V179	303.5			64.7		238.8						
CRIMESTOPPERS/PSA	B323	1,191.7							1,191.7				
CRISCO COOKING SPRAY	F120	5,456.6	4,282.1	1,174.5									
CRISCO PILLSBURY FLOUR COOKING SPRAY	F120	463.5	463.5										
CRISCO VAR OLIVE OILS	F120	1,283.1	1,003.5	279.5									
CRISCO VEGETABLE OIL	F120	345.1	345.1										
CRITERION COLLECTION VAR VIDEOS	H532	629.4	138.1	437.6		53.7							
CRIZAL EYE GLASS LENSES	D630	1,271.0	649.1						463.7				158.2
CRIZAL EYEWEAR	D630	294.1											294.1
CROATIA INDUSTRIAL DEVELOPMENT	B840	694.6	694.6										
CROCK POT CRAZE HOUSEHOLD DR	V872	662.0	662.0										
CROCK-POT CRAZE STORE ONLINE	V371	705.8	705.8										
CROCK-POT SLOW COOKER	H221	1,056.3	369.1							687.2			
CROCODILE CUTTER MISC DR	V859	1,406.3								1,406.3			
CROCS FOOTWEAR CHILDREN	A390	408.1	408.1										

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CROCS FOOTWEAR MEN	A390	302.7	302.7										
CROCS FOOTWEAR MEN & WOMEN	A390	398.8	398.8										
CROCS SANDALS & SHOES WOMEN	A310	726.7	726.7										
CROCS SANDALS MEN & WOMEN	A310	799.5	799.5										
CROCS SANDALS WOMEN	A310	495.2	495.2										
CROCS SHOES WOMEN	A310	807.2	807.2										
CROCS SPORTS SANDALS M & W	A322	1,071.1						1,037.9	23.8	8.6	0.8		
CROFT & LITTLE HOUSEHOLD DR	V872	315.0	315.0										
CROHNS&COLITIS FNFTN/AMR	B322	378.9		15.9			0.4		16.9		345.7		
CROSS ROAD CHRYSLER JEEP	V211	302.4		252.3					50.0				
CROSS ROADS APPLIANCE	V371	416.4		416.4									
CROSSING/WILLOW BAY DEV	B452	459.9	77.1	57.4	325.3								
CROSSINGS BOOK CLUB DR	V823	351.9	351.9										
Crossover Video	H532	692.4						241.7	2.5	190.5	257.8		
CROSSROADS FORD	V211	3,031.8		48.5					2,983.3				
CROSSROADS NISSAN	V212	429.4								429.4			
CROSSROADS RE DEV	B452	477.0		469.3			7.7						
CROSSROADS/WEST GUN SHOW	V164	271.9		100.4			143.6		27.9				
CROSSWINDS COMMUNITIES	B452	343.1		128.5	52.3		162.3						
CROW CREEK CONDOMINIUMS	B452	790.3			790.3								
CROWLEY AUTO DLR	V219	505.3		505.3									
CROWLEY FURNITURE STORE	V375	540.7		0.7					540.0				
CROWN ACURA	V212	432.8		392.8			13.8		26.2				
CROWN AUDI	V213	389.6		379.8			9.8						
CROWN AUTO DLR	V219	2,296.1		2,296.1									
CROWN BANK CONSUMER SERVICES	B121	601.5		601.5									
CROWN BEDROOMS STORE	V377	466.2							466.2				
CROWN COSMETIC SRGRY CTR	V133	322.7		322.7									
CROWN DODGE	V211	1,719.9		1,642.9					77.0				
CROWN DUBLIN AUTO DLR	V219	505.8		505.8									
CROWN EVERYDAY FOOD GREAT/FST	B610	316.5	316.5										
CROWN HONDA	V212	374.2		243.8					130.3				
CROWN INFINITI	V212	669.9		669.9									
CROWN JAGUAR	V213	279.9		279.9									
CROWN KIA	V212	722.3		722.3									
CROWN KIA RV	V219	390.0		390.0									
CROWN MERCEDES BENZ	V213	1,439.2		1,379.7					59.5				
CROWN ROYAL CANADIAN WHISKEY	F712	13,730.4	5,172.7		291.3	168.6	581.2		7.0		7,045.1		464.5
CROWN ROYAL CASK NO 16 CNDN WHSKY	F712	1,282.7	1,217.1		65.6								
CROWN RV SALES	T139	389.5		389.5									
CROWN VAR BOOKS	B610	993.6		188.5	805.1								
CROWN WINE&SPIRITS STORE	V341	1,161.3		1,161.3									
CROWNE PLAZA HOTELS	T431	10,820.0	2,161.9		413.6	109.7	811.7	7,043.5	42.8		236.8		
CROWNE PLAZA INVTLN/CLNL	V163	3,170.2					22.0	2,967.8	63.3		117.1		
CROZER KEYSTONE HLTH SYS	V133	262.9		107.0			155.9						
CRUEL GIRL JEANS WOMEN	A142	269.6	269.6										
CRUISE CONNECTION TRAVEL	T420	754.2		754.2									
CRUISE HOLIDAYS TRAVEL	T420	689.6		678.5			9.9		1.2				
CRUISE PLANNERS TRAVEL BP	B911	347.5	347.5										
CRUISE SPECIALISTS TRVL	T420	838.7	826.7		12.0								
CRUISE VALUE CENTER & TOUR VALUE CTR	T420	599.8		599.8									
CRUISE WEST CRUISES	T412	439.4	92.5	343.1	3.9								
CRUISE.COM TRAVEL SVC ONLINE	T420	6,859.4	38.6		5,843.1	946.8	30.8						
CRUISE411.COM TRAVEL SVC ONLINE	T420	289.0		289.0									
CRUISEONE TRAVEL AGENCY	T420	543.2		536.8					6.4				
CRUISEONE TRAVEL AGENCY BP	B911	464.4	463.6		0.8								541.1
CRUISERMAXX BEANS FUNGICIDE	G714	541.1											
CRUISERS YACHTS	G430	1,321.9	1,321.9										
CRUISES INC TRAVEL	T420	475.4		474.6									0.7
CRUISES OF VALUE CRUISES	T412	442.3		442.3									
CRUISESONLY TRAVEL AGNCY	T420	12,168.2	212.8		11,955.4								
CRUMLEY & ASSOC ATTY	V151	1,133.3							1,133.3				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CRUNCH FITNESS CENTER	D800	1,674.2	750.4		37.8		886.0						
CRUSADER MARINE ENGINES	G430	296.6	296.6										
CRUSHPAD WINERY	V140	293.7	293.7										
CRUTCHFIELD CORP AUDIO PDTS DR	V871	1,591.5	1,591.5										
CRUTCHFIELD CORP MULTI-PDTS DR	V899	414.5	414.5										
CRUZAN FLAVORED RUM	F732	841.5	191.7		132.7	168.6	348.4						
CRUZAN SINGLE BARREL RUM	F732	749.2	87.0				662.1						
CRYE-LEIKE REALTOR & MTG	B451	2,752.4			2,350.1		340.6		61.8				
CRYO-CELL INTL	V139	636.7	636.7										
CRYPTON HOUSEHOLD FABRICS	H141	657.7	657.7										
CRYSTAL AUTO MALL DLR	V219	690.4			690.4								
CRYSTAL CLEAR INFORMATION SERVICES	B690	342.2	342.2										
CRYSTAL CLEAR WATER PURIFIER	H621	490.5	490.5										
CRYSTAL COAST NC TP	T433	573.3	85.4		72.4				218.6		2.6		194.3
CRYSTAL CRUISES	T412	8,708.5	6,531.9	692.4	300.1	1,184.1							
CRYSTAL CRUISES TRVL SVC	T420	799.9	561.8	114.4		123.8							
CRYSTAL LAKE CHRY JEEP	V211	384.9			384.9								
CRYSTAL LGHT ENRGY RTS&ON/FLVRD PCKT	F420	4,003.2	4,003.2										
CRYSTAL LIGHT FRUIT DRINK MIX	F420	1,193.6	1,193.6										
CRYSTAL LIGHT HYDRNT FRT DRNK MX&RTS	F420	2,643.9	2,643.9										
CRYSTAL LIGHT ON THE GO FLVRD PCKTS	F420	2,893.4	2,519.0						7.3		367.1		
CRYSTAL LIGHT RTS & PRESWEETENED MIX	F420	17,175.5						5,618.0	861.5	2,136.2	8,559.9		
CRYSTAL LIGHT VAR FRT DRNKS&TEA MXS	F420	733.5	733.5										
CRYSTAL LIGHT VAR FRUIT DRINK MIXES	F420	2,364.1	2,364.1										
CRYSTAL LT IMMUNITY ON/GO&RTS/DRNKS	F420	3,181.4	3,181.4										
CRYSTAL LT ON/GO GREEN&WHITE TEA MXS	F412	1,804.6	1,804.6										
CRYSTAL LT SNRS PRSWTND DRNK MX&RTS	F420	1,555.5	1,555.5										
CRYSTAL SKY BRATZ MOVIE	B660	1,715.2			1,470.9	244.2							
CRYSTAL-PIERZ MARINE	G430	324.0			263.0		38.4		22.6				
CSAA INSURANCE CO	B429	270.4					270.4						
CSEA CIVIL SVC EMP ASSN	B321	255.4			41.9				105.9				107.5
CSEPP/PSA	B323	268.8							268.8				
CSI MIAMI & CSI NY&CSI SERIES VDS	H532	890.9							2.3	134.6	754.0		
CSI MIAMI SERIES VIDEOS	H532	618.1	34.2						0.0	10.6	573.3		
CSI SERIES VIDEOS	H532	320.0	320.0						0.0				
CSK AUTO	V380	629.9					228.2						401.6
CSL CREOSOTE SWEEPING LG CLNG LOGS	H190	5,876.6						87.6	3,855.9	488.7	1,444.4		
CSN CABLE TV	B241	919.8					9.2						910.6
C-SPAN CABLE TV	B642	969.2	48.9		536.1	186.4	197.8						
CSX CORP CP	G930	2,649.4	506.2			2,143.2							
CSX TRANSPORTATION RAIL FREIGHT	B831	2,686.0			451.1	428.7	208.1	45.4	3.4		1,292.8		256.5
CTAP CA TELEPHONE/PRGRM	B229	624.6							624.6				
C-THRU SUNROOMS CONTR	V171	289.3			289.3								
CTIA CELL TELECOM/ASSN	B223	1,833.9	40.8		198.2	159.8	15.5		1,419.7				
CTIA WIRELESS 2007 SHOW	V164	971.2	232.3			738.9							
CTX MORTGAGE CO CONSUMER SERVICES	B124	658.9			273.4		26.0		359.5				
CUB CADET LAWN MOWER	G711	278.7			278.7								
CUB CADET LAWN MOWER & TRACTOR	G711	477.9			477.9								
CUB CADET RIDING MOWER	G711	878.2							0.4		877.8		
CUB CADET TRACTOR	G711	3,500.7			563.8	541.8		1,104.9	80.2		1,210.0		
CUB CADET TRACTOR&UTILITY VEHICLE	G711	406.2			392.9				13.3				
CUB FOOD STORE	V345	5,552.3			3,321.4		736.0		1,144.6				350.3
CUBAVERA APPAREL	A990	621.0	468.1		152.2				0.7				
CUBAVERA RTW MEN	A190	344.6	230.3	114.4									
CUENTAS CLARAS/PSA	B323	5,167.1							5,167.1				
CUILLO CTR/PRFRMNG ARTS	V161	267.5			267.5								
CUISINART APPLIANCES DR	V872	311.3							0.6		310.7		
CUISINART FOOD PROCESSOR	H221	908.1	908.1							24.2	1,926.2	645.6	
CUISINART GRIDDLER	H221	4,504.1	1,908.1										
CUISINART GRIDDLER&SMRTPWR BLNDR	H221	602.3	602.3										
CUISINART GRIND & BREW THERMAL CFMKR	H221	2,345.6	1,146.4						582.9		616.3		
CUISINART KITCHEN APPL	H221	1,525.1	1,511.7		13.3								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CUISINART MIXER	H221	1,201.6	1,201.6										
CUISINART POWERPREP PLUS FOOD PRCSR	H221	932.4	932.4										
CUISINART RESORT & SPA ANGUILLA	T432	982.4	982.4										
CUISINART STANDMIXER MIXER	H221	636.6	636.6										
CULINARY ACADEMY OF NY	G850	273.4		273.4									
CULLIGAN WATER SERVICES	V174	3,331.1	616.2		82.1		86.0		2,546.7				
CULPEPPER KURLAND ATTY	V151	976.9					102.2		874.8				
CULVER CITY VOLVO	V213	477.6		477.6									
CULVERS FRZN CSTRD&BTRBR	G310	274.8		108.5					166.3				
CULVERS RESTAURANT	G320	6,966.0		96.3		1,029.3			5,167.4				672.9
CUMBERLAND HARBOUR DEV	B452	1,322.0		254.0	951.5	96.7							19.7
CUMMINGS PROPERTIES RE	B452	403.0		403.0					523.2				
CUMMINS MFG MACHINERY	B821	998.8		998.8									
CUMMINS TOOL WAREHOUSE	V376	483.6		483.6									
CUMULUS BRDCSTNG RD STN	B630	652.3				652.3							
CUNARD CRUISES	T412	5,835.6	4,423.7	1,143.5	72.3	108.1	88.0						
CURACAO TP	T434	1,379.0	709.6	394.9	120.5	151.6			2.5				
CURE AUTO INSURANCE	B422	523.2							523.2				
CUREL MOISTURIZING LOTION	D110	8,564.2	8,564.2										
CUREL SKIN CARE LOTION	D110	273.0	273.0										
CUREL TARGETED THERAPY FOOT&HAND CRM	D110	5,244.9	5,244.9										
CURIOS FRAGRANCE WOMEN	D180	1,167.0						307.9	6.1	295.7	557.3		
CURRAN THEATRE	V161	1,001.6		994.2	7.3								
CURRENT INC MULTI-PDTS DR	V899	439.4	439.4										
CURRIE MOTORS	V219	399.2		314.8		84.4							
CURRIE MOTORS CHEV CHRY	V211	336.7		336.7									
CURRIE MOTORS FORD	V211	752.4		749.3		3.2							
CURRITUCK OUTER BANKS NC TP	T433	610.2	577.6		32.6								
CURRY ACURA	V212	486.8		251.8	235.1								
CURRY AUTO DLR	V219	298.3		192.2	106.1								
CURRY CHEVROLET	V211	301.1		301.1									
CURRY HONDA	V212	366.3		336.1		25.5		4.6					
CURSE/GOLDEN FLOWER VIDEO	H532	1,082.9	93.6					544.5	53.2	57.6	334.0		
CURTAIN EXCHANGE STORE	V374	896.6	628.5	104.0	58.5				105.6				
CURTAINS PLAY	V161	379.5	69.1						304.2		6.1		
CURTISS RYAN HONDA	V212	521.7		477.9					43.8				
CURVATION BRAS WOMEN	A220	1,883.5	1,883.5										
CURVE & CURVE CRUSH FRAG M & W	D180	1,871.7	1,871.7										
CURVE CRUSH FRAGRANCE MEN & WOMEN	D180	681.8	681.8										
CURVE CRUSH FRAGRANCE WOMEN & TOIL	D180	786.2	786.2										
CURVES FOR W FITNESS CTR	D800	13,919.1	2,137.8	843.3		81.2	4,225.2	1,465.9	2,117.4	3,040.2			8.2
CUSHMAN FRUIT CO FOOD DR	V840	836.2	48.6	381.8	405.8								
CUSHMAN&WAKEFIELD/BROKER	B451	646.7		120.7	451.0		75.0						
CUSHMANS FOOD STORE	V346	860.7		666.2	194.5								
CUSTOM CARPET CENTERS	V373	285.7		90.8				194.9					
CUSTOM COMFORT MATTRESS	V377	1,039.1		46.0	993.1								
CUSTOM EXTRS WNDW&DR CTR	V376	262.9		262.9									
CUSTOM LINE YACHTS	G430	306.5	306.5										
CUSTOM MKTG GROUP SVC	B651	2,766.5	2,766.5										
CUSTOM MKTG GROUP TRAVEL	T420	1,733.2	1,733.2										
CUSTOM YACHTS INTL YACHTS	G430	668.4	668.4										
CUSTOMIZED GIRL APPAREL WOMEN DR	V810	321.0	321.0										
CUSTOMIZEDGIRL.COM STORE ONLINE	V311	1,217.0	1,217.0										
CUTLER CAY RE DEV & GREENS/DORAL DEV	B452	318.4		318.4									
CUT-RITE WAX PAPER	H340	372.1		372.1									
CUTTER AUTO ENTERPRISES	V219	335.0						335.0					
CUUR DRUGS/TOILETRIES DR	V830	397.1						30.0	1.6	261.2	104.3		
CUUR WEIGHT LOSS SUPPLEMENT	D542	2,202.0	2,202.0										
CUYAHOGA COMMUNITY CLG	G810	1,078.8		416.4		139.9		522.5					
CUYAHOGA COUNTY AUDITOR	B315	1,534.3		1,534.3									
CVS CORP CP	V330	953.9											953.9
CVS DRUG STORE	V330	133,240.6	4,545.2	950.2	64,656.9	60.8	3,467.6	26,485.2	11,198.9	9,430.5	5,924.5		6,520.7

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CVS DRUG STORE VIGNETTE	V330	473.1			588.8				468.2		5.0		
CVS PHARMACY CP	V330	1,366.2	777.5										
CVSTOS WATCHES	A520	1,007.6	1,007.6										
CVT PRE-PAID PHONE CARD	B231	295.8											295.8
CW CO CONTRACTOR	V171	389.6			389.6								
CW TV NETWORK	B641	15,262.6	2,396.3		6,988.0		5,402.6		0.2				475.7
CW-ALIENS IN AMERICA PAID PROMO	B641	405.4	317.0		88.2								
CW-AMERICAS NEXT TP MDL PAID PROMO	B641	687.2	593.1		58.6								
CW-BEAUTY & THE GEEK PAID PROMO	B641	646.6	593.1										53.5
CW-CROWNED PAID PROMO	B641	981.2	696.4		204.4				0.8		37.0		42.5
CW-Gossip Girl PAID PROMO	B641	2,165.6	1,847.7		152.6						83.3		82.0
CW-LIFE IS WILD PAID PROMO	B641	2,316.6	1,827.7		306.5				0.2		120.3		62.0
CW-REAPER PAID PROMO	B641	643.9	289.2		208.8				1.2		49.6		95.2
CW-TWO & A HALF MEN PAID PROMO	B641	260.1			260.1								
CW-X BRAS WOMEN	A220	1,125.7	1,125.7										
CW-X FABRIC IN APPAREL	A920	1,132.0	1,132.0										
CYBERBINGO ONLINE	V169	1,329.9	1,103.0	226.9									
CYBERPOWER COMPUTER PDTS DR	V821	2,032.8	2,032.8										
CYCLE WORLD MAG ONLINE	B623	533.9	533.9										
CYCLE WORLD MAG VAR BOOKS DR	V823	266.3	266.3										
CYCLE WORLD MTRCYCL SHW	V164	864.4	864.4										
CYCLOPS SPORTING EQUIP	G490	293.6	293.6										
CYENCE L-TRYPTOPHAN SLEEP AID	D512	2,191.4	1,683.4		508.0								
CYLARIS WEIGHT LOSS FORMULA	D542	10,867.6	3,887.6						2.8		6,977.1		
CYMBALTA RX	D560	179,529.8	33,317.5	2,989.8	17.8			87,257.5	3,644.5	34,556.8	17,745.9		
CYMEDIA MKTG ONLINE	B651	415.1											415.1
CYPHER SIROLIMUS-ELUTING CRNRY STNT	D610	8,476.8	2,853.7		118.6			4,761.8	38.2		704.5		
CYPHER USA MEDICAL APPL & EQUIP	D610	353.9			353.9								
CYPRESS GARDENS AMUSE PK	T440	668.3					177.2						
CYPRUS CREDIT UNION CON SVC	B124	487.0			52.0								434.9
CYRUS RUG STORE	V373	851.0			835.3								15.8
CYSTEX URINARY PAIN RELIEF TAB	D559	507.8							10.4	413.4	83.9		
CYTOLEAN REDUCING AID	D542	554.0	554.0										
CYTOMAX DRINK	D543	477.3	477.3										
CYTOMAX ENERGY DRINK	F450	550.6	550.6										
CZAIA & GALLAGHER ATTY	V151	292.8					48.8		244.0				
CZECH REPUBLIC AREA INDUSTRIAL DEV	B840	1,716.4	1,716.4										
D SOKOLIN WINES MRCHNTS	V341	448.8	51.6		397.3								
D&C HONDA	V212	2,439.6			2,439.6								
D&D ORIENTAL RGS&FURN ST	V373	294.0			272.8	21.2							
D&G WATCHES	A520	4,259.7	410.6						2,147.2		1,701.9		
D&H GRANITE&MRBL SUPP CN	V171	539.1			539.1								
D&W FOOD CENTER	V345	304.9			304.9								
D2-DESIGN QUEST FURN STR	V375	283.6							283.6				
DA VINCI BRIDAL GOWNS WOMEN	A130	4,602.4	4,602.4										
DA VINCI BRIDAL GOWNS&FRMLWR W	A130	575.3	575.3										
DA VINCI DRESSWEAR WOMEN	A130	575.3	575.3										
DA VINCI FORMAL GOWNS&FRMLWR W	A130	431.5	431.5										
DACOR MAJOR APPLIANCES	H219	328.3					328.3						
DACOR OVEN	H212	3,472.0	3,472.0										
DACOR RANGE	H212	4,179.6	4,179.6										
DADDARIO AUTO	V219	339.0			339.0								
DADDARIO BUICK GMC NSN	V219	477.2			461.0				16.3				
DADE CHRYSLER JEEP	V211	288.3			288.3								
DAEDALUS VAR BOOKS DR	V823	458.9	458.9										
DAFFYS CLOTHING STORE MEN & WOMEN	V311	521.9					521.9						
DAGOSTINOS MATTRESS OTLT	V377	292.3			292.3								
DAIICHI SANKYO CO LTD CP	D700	264.2					264.2						
DAIMLER AG CP	G930	1,852.5			245.9	1,606.7							
DAIMLERCHRYSLER AG VAR AUTO&TRK	T116	4,702.1	1,764.9		648.8	711.4	833.0						744.0
DAIMLERCHRYSLER VAR DA PARTS & SVC	T144	504.2			504.2								
DAIRY BARN	V343	377.8			377.8								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DAIRY FARMERS OF WA	F319	250.0							22.4				227.6
DAIRY MAX DAIRY PDT'S	F319	767.0											767.0
DAIRY QUEEN RESTAURANT	G320	56,469.8	38.7		65.2		1,532.4	1,447.8	24,020.7		28,814.0		551.1
DAISY COTTAGE CHEESE	F312	1,362.6							1,362.6				
DAISY MARC JACOBS FRAGRANCE WOMEN	D180	5,816.9	5,816.9										
DAISY SOUR CREAM	F311	10,799.1	2,602.7					3,908.6	8.4		4,279.3		
DALCO HOME REMODELING CO	V171	432.6			20.1		21.0		391.5				
DALE & THOMAS POPCORN FOOD DR	V840	2,867.0	123.4		15.9			45.8	20.5	396.2	2,265.3		
DALE BUCHANAN ATTY	V151	580.4							580.4				
DALE CARNEGIE TRAINING	G840	684.2	591.0		38.0				55.2				
DALE JARRETT FORD	V211	945.8			602.5		8.9		334.4				
DALE&THOMAS POPCORN STR ONLINE	V349	251.5							0.2		251.3		
DALES SEASONING SAUCES	F160	294.5							294.5				
DALIO FAM FOUNDATION ORG	B329	612.9			194.7	418.3							
DALLAS AREA AUTO DLRS	V219	2,262.5			2,262.5								
DALLAS AREA RAPID TRANS	V180	360.8			360.8								
DALLAS BAPTIST UNIV	G810	291.6	80.1		131.4								80.1
DALLAS BOARD/ADJUSTMENTS	B315	509.9			509.9								
DALLAS BOAT SHOW	V164	314.1			294.6		19.5						
DALLAS CITY COUNCIL	B315	470.7			470.7								
DALLAS COUNTY CMNTY CLG	G810	865.0			49.6		148.0		667.4				
DALLAS COWBOYS FTBLL TM	V163	511.7			209.3		19.2		283.2				
DALLAS DESPERADOS FTBL	V163	291.0			266.1				17.3				7.6
DALLAS DODGE	V211	638.1			590.9		8.1		39.1				
DALLAS DODGE CHRY JEEP	V211	286.3			165.8				120.5				
DALLAS FT WORTH VOLVO DA	T123	4,864.4			4,864.4								
DALLAS FT WORTH VW DA	T123	345.3			345.3								
DALLAS FT WRTH INTL ARPT	T300	357.7	256.5		47.5	21.2	32.6						
DALLAS GOLD&SILVER EXCHG	V314	306.0					55.0		251.0				
DALLAS INFINITI DLR ASSN	T122	671.0			671.0								
DALLAS MAVERICKS BSKTBL	V163	403.3			75.2		63.4		264.7				
DALLAS MORNING NEWS	B622	2,040.8	31.6			49.5	888.7		1,071.0				
DALLAS PLANNING CMSN	B315	277.6			277.6								
DALLAS POLICE DEPT RECRUITMENT	B912	320.1			320.1								
DALLAS REGIONAL MED CTR	V133	254.3			155.6		93.6		5.0				
DALLAS REGIONAL MED CTR RECRUITMENT	B912	289.8			289.8								
DALLAS STARS HOCKEY TEAM	V163	699.5			479.6		66.2		153.6				
DALLAS SYMPHONY ORCHSTR	V161	937.5			539.3		175.3		222.9				
DALLAS TX TP	T433	565.4	190.5		45.0		5.4	160.0	2.3				162.2
DALLAS/FT WORTH HMR DA	T121	343.3			343.3								
DALLAS/FT WORTH HMR DA H3	T121	426.7			426.7								
DALLAS-FT WORTH VOLVO DA XC70 & XC90	T123	345.3			345.3								
DALTON CARPET OUTLET	V373	318.5					26.6		291.8				
DALTON LUMBER DO IT CTR	V376	447.6			413.5				34.2				
DALWORTH CARPET CLEANING	V179	457.6	43.1						414.5				
DMBROSIO AUTO DLR	V219	732.1			728.4		3.7						
DMBROSIO CHRYSLER JEEP	V211	331.7			331.7								
DMBROSIO DODGE	V211	629.7			629.7								
DAMIANI JEWELLERS	V314	789.4	789.4										
DAMIANI JEWELRY	A510	2,150.3	2,082.9			67.4				0.0			
DAMP RID MOISTURE REMOVER	H232	1,130.6	1,130.6										
DAN DAVIS ATTY	V151	305.4							305.4				
DAN PATRICK RADIO PROGRAM	B630	302.7	302.7										
DAN PERKINS CHEVROLET	V211	1,137.1			1,137.1								
DAN PERKINS SUBARU	V212	525.6			525.6								
DAN WOLF CHEVROLET	V211	253.1			253.1								
DAN WOLF DLR	V219	438.6			438.6								
DAN WOLF TOYOTA	V212	497.7			497.7								
DANA-FARBER CANCER INST	V133	393.2	362.4		0.6		30.1						
DANBURY HOSPITAL	V133	413.9			110.5		205.6		97.8				
DANBURY MINT APPAREL WOMEN DR	V810	1,432.5		1,432.5									
DANBURY MINT COLLECTIBLES DR	V852	13,668.9	4,147.8	9,197.7	313.4							10.0	

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DANBURY MINT HOUSEHOLD DR	V872	906.9	498.5	408.5									
DANBURY MINT JEWELRY DR	V810	13,519.7	6,225.5	7,294.2									
DANBURY MINT MULTI-PDTS DR	V899	1,624.3	1,577.3	47.0									
DANCING BEAR LODGE	T431	264.5	264.5										
DANCING BULL WINE	F620	652.1										372.6	279.5
DANCING DEER BAKING CO FOOD DR	V840	493.6		387.7	39.9	66.0							
DANCING/STARS CARDIO DNC VIDEO	H532	391.2	391.2										
DANCING/STARS TOUR/VAR	V161	319.2			4.4				314.7				
DANE COOK RGH/EDGS/GRDN RECORDINGS	H531	785.4	576.3								209.1		
DANE DECOR SCNDN FURN ST	V375	324.4			140.2				184.2				
DANE SHULMAN ASSOC ATTY	V151	306.6						17.4		289.3			
DANGELO SANDWICH SHOP	G320	688.1			4.7					683.4			
DANIA FURNITURE STORE	V375	1,269.6			38.5			109.2		1,077.5			44.4
DANIA HOME&OFC INTR STR	V375	590.9			590.9								
DANIA INTL DESIGN FURN	V375	1,102.0			1,102.0								
DANIEL DECARO RE AUC	B451	291.2			214.9	17.2			59.1				
DANIEL GALE REAL ESTATE	B451	650.8			532.0	118.8							
DANIEL ISLAND RE DEV	B452	1,264.3	950.1		107.7	206.5							
DANIEL J NEWLIN ATTY	V151	1,486.6						222.5		1,264.2			
DANIEL K JEWELRY	A510	375.3	375.3							439.3			
DANIEL L CRANDALL ATTY	V151	439.3											
DANIELLE FRAGRANCE WOMEN	D180	2,696.4	2,696.4										
DANIELS JEWELERS	V314	320.6			65.8				254.8				
DANKER FURNITURE	H121	1,177.9			1,177.9								
DANLEY'S GARAGE WORLD CO	V171	1,331.0			1,099.8				231.3				
DANMER SHUTTERS	H619	577.5							577.5				
DANNON ACTIVIA YOGURT	F311	45,577.6						27,556.9	1,858.7	5,385.3	10,755.1		21.6
DANNON DANACTIVE DAIRY DRINK	F311	33,030.3						20,184.9	3,820.4	2,900.7	6,124.3		
DANNON DANIMALS DRINKABLE YOGURT	F311	3,966.0						902.5	642.8		2,420.6		
DANNON DANIMALS XTREME DRNKBL YGRT	F311	2,101.4						516.9	0.0		1,584.5		
DANNON LIGHT N FIT YOGURT	F311	6,772.8						3,620.4	553.8	792.8	1,805.9		
DANNY CLINE ATTY	V151	467.7							467.7				
DANNY GANS PRSNL APPR	V161	769.5					768.7		0.8				
DANS COMPETITION SPORTING GOODS DR	V851	393.9	393.9										
DANS FAN CITY	V378	568.8			496.9		69.8		2.1				
DANSKIN WMNS TRTHLN SRS	A190	408.1	408.1										
DANSKO SANDALS & SHOES WOMEN	A310	576.9	576.9										
DANSKO SHOES WOMEN	A310	557.1	557.1										
DANZIGER & DE LLANO ATTY	V151	494.7	136.0						358.7				
DAPTACEL RX	D560	1,326.2	1,326.2										
DARCARS AUTO DLR	V219	1,193.5			1,193.5								
DARCARS FORD	V211	788.7			788.7								
DARCARS NISSAN/ROCKVILLE	V212	389.6			369.2				20.5				
DARCARS TOYOTA	V212	1,126.4			1,126.4								
DARDEN UNIVERSITY OF VA	G810	526.1	526.1										
DARIEN LAKE AMUSE PARK	T440	895.0							895.0				
DARIGOLD DAIRY PDTS	F319	334.3					1.8					332.6	
DARK & LOVELY HAIR COLOR	D310	1,463.4	1,463.4										
DARK & LOVELY KIDS/BGNGS HAIR RLXR	D340	450.6	450.6										
DARK & LOVELY MOISTURIZING RELAXER	D340	1,061.3	1,061.3										
DARK & LOVELY NATURALLY HAIR PDTS	D390	466.2										466.2	
DARK&LOVELY FADE RESTNT HAIR COLOR	D310	314.5	314.5										
DARLING HOMES RE DEV	B452	628.4			149.3		479.1						
DARLINGTON PARK RE DEV	B452	631.8			631.8								
DARNER CHRYSLER JEEP	V211	268.3			101.8			121.2		45.2			
DARRYL ISAACS ATTY	V151	1,834.5						15.5		1,818.9			
DART DALLAS/RAPID TRNST	V180	755.3			15.1			86.1		654.1			
DARVIN FURNITURE STORE	V375	7,221.1			5,747.7			14.2		1,459.2			
DASANI BOTTLED WATER	F460	1,428.5	1,422.3							6.2			
DASHERS INS SERVICES	B430	2,147.5								2,147.5			
DASSAULT 3D SOFTWARE	B532	1,782.9									1,782.9		
DATA VSN COM VIDEO ELECT	V362	411.0			184.9	226.1							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DATAPIPE WEB HOSTING INTERNET SVC	B541	780.3	780.3										
DATEBOOK/ARCHITECTURAL	B623	1,247.8	1,247.8										
DAUFUSKIE ISLND CLB&RSRT	T431	479.5	397.1		23.1	59.3							
DAVANTE STORE	V359	288.1					288.1						
DAVE & BUSTERS REST	G320	11,407.0			439.5	17.7	15.2		111.0		10,751.4		72.2
DAVE CROFT AUTO	V219	419.3			419.3								
DAVE DENNIS AUTO GROUP	V219	353.2			328.6		24.2		0.3				
DAVE EDWARDS HYUNDAI	V212	354.5			354.5								
DAVE EDWARDS TOYOTA	V212	1,091.2			843.5		9.0		238.7				
DAVE PELZ GOLF SCHOOL	G850	791.5	791.5										
DAVE SINCLAIR LINC MERC	V211	291.7			102.2				189.5				
DAVE THOMAS FNDTN/PSA	B323	528.0						34.8	441.0		52.2		
DAVE THOMAS FOUNDATION	B329	329.1							312.9		16.2		
DAVECO LIQUORS STORE	V341	1,774.2			1,755.2				18.9				
DAVENPORT UNIVERSITY	G810	391.4			43.5		173.4		174.5				
DAVID BACH MILLIONAIRE SEMINAR	G820	364.8										364.8	
DAVID BECKHAM INSTINCT &INTNS/FRAG M	D410	5,248.6	5,248.6										
DAVID BECKHAM INSTINCT FRAGRANCE MEN	D410	4,196.4	4,196.4										
DAVID CLARK HEADSETS	B829	253.3	253.3										
DAVID COPPERFIELD PRS AP	V161	250.9							250.9				
DAVID GORBERG ATTY	V151	1,309.9							1,309.9				
DAVID GRAY INSURANCE CO	B430	770.7			770.7								
DAVID LEADBETTER GLF ACD	G850	551.0	551.0										
DAVID LERNER ASSOC INC RECRUITMENT	B912	615.3			517.4	97.9							
DAVID LERNER INVESTMENTS CON SVC	B122	277.9			227.0	5.0							45.9
DAVID M BRIAN STORE	V379	495.3			495.3								
DAVID MAUS TOYOTA	V212	889.5							889.5				
DAVID MAUS TOYOTA SCION	V212	2,009.8							2,009.8				
DAVID MICHAEL HONDA	V212	290.6			290.6								
DAVID MICHAEL MRCDS BNZ	V213	324.5			324.5								
DAVID MORRIS JEWELRY ST	V314	380.5	380.5										
DAVID OGILVY & ASSOC RE	B451	587.3			587.3								
DAVID ORGELL JWLRY&STR	V314	479.4			479.4								
DAVID STANLEY CHEVROLET	V211	1,033.9			198.4				835.5				
DAVID STANLEY DODGE	V211	1,442.0			195.8		17.2		1,229.1				
DAVID WALTERS YACHTS	G430	369.9	369.9										
DAVID WEEKLY HOME BLDR	V171	2,966.2			794.8		2,164.0		7.4				
DAVID YURMAN JEWELERS	V314	15,164.4	12,644.0	1,366.5				1,153.9					
DAVID YURMAN JEWELRY	A510	2,728.5	2,106.9		217.5	404.1							
DAVID YURMAN WATCHES	A520	363.5	345.7			17.8							
DAVIDOFF CIGAR SHOP	V359	531.0	531.0										
DAVIDOFF CIGARS	G220	654.4	645.3						9.1				
DAVIDOFF COOL WATER &WAVE FRAG M&W	D410	288.8	288.8										
DAVIDOFF COOL WATER FRAG M & TOIL	D410	680.8	680.8										
DAVIDOFF COOL WATER WAVE FRAGRANCE W	D180	4,407.8	4,407.8										
DAVIDS BRIDAL BRIDAL GOWNS WOMEN	A130	894.2	894.2										
DAVIDS BRIDAL STORE FAMILY	V311	32,655.4	11,293.3					5,934.6	267.4	11,150.4	4,009.8		
DAVIDS BRIDAL STORE WOMEN	V311	18,610.3	16,789.7		46.6		20.0	124.4	31.2	1,322.3	276.2		
DAVIDSON & LICHT JEWELRY	V314	1,632.4			1,491.8				140.7				
DAVIDSONS LIQUOR STORE	V341	1,423.9			1,423.9								
DAVIS & WARSHOW	V379	608.7		275.6	146.1	187.1							
DAVIS CHEVROLET	V211	415.2			12.6		39.4		363.2				
DAVIS HOME FURNISHINGS	V372	551.2			551.2								
DAVIS HOMES	B452	432.3			110.5		321.8						
DAVITA DIALYSIS CENTER	V133	417.1	27.2		95.1		109.6		185.2				
DAWN DIRECT FOAM DISHWASHING LIQUID	H410	5,674.1	37.3					2,034.6	371.5	582.1	2,648.6		
DAWN DISHWASHING LIQUID	H410	3,945.4	35.3	851.1	2,514.3	178.6		139.2	61.1	9.9	44.5		111.5
DAWN PLUS VAR DISHWASHING LIQUIDS	H410	5,669.9	3,363.9		464.6			1,163.1	5.6	171.0	501.8		
DAWN PLUS/POWER SCRBR DSHWSHNG LIQ	H410	14,638.6	698.1					4,232.0	46.9	1,636.9	8,024.7		
DAWN SIMPLE PLEASURES DSHWSHNG LIQ	H410	9,746.1	9,694.5						51.7				
DAWN ULTRA/BLCN ALTRNTV DSHWSHNG LIQ	H410	5,682.8						1,923.3	6.9	383.7	3,368.8		
DAY APOLLO SUBARU & DAY SUBARU	V212	351.7			309.7				42.0				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DAY AUTOMOTIVE GROUP	V219	2,761.8			2,675.0				86.8				
DAY ONE HEALTH SYSTEMS	V133	253.5							253.5				
DAY SUBARU	V212	276.2			198.8		4.5		72.9				
DAYMAR COLLEGE	G810	266.0							266.0				
DAYMOR COUTURE FORMAL GOWNS WOMEN	A130	978.5	978.5										
DAYMOR COUTURE FORMALWEAR WOMEN	A130	261.9	261.9										
DAYONE HEALTH MED CTR	V133	269.4			269.4								
DAYQUIL & NYQUIL COLD&SINUS REM	D521	1,206.4				1,041.3						165.1	
DAYQUIL & NYQUIL SINUS CAPLETS	D521	2,968.1		2,968.1									
DAYQUIL &NYQUIL COLD&FLU REMEDY	D521	10,088.9						5,002.9	2,036.8	1,325.7	1,723.5		
DAYQUIL COLD & FLU REMEDY	D521	14,620.6			14,178.8	285.8							156.0
DAYQUIL COLD&FLU LIQUICAPS&LQD	D521	4,267.7			3,341.5							926.2	
DAYQUIL SINUS CAPLETS	D521	528.8			314.5	214.3							
DAYS INN HOTELS	T431	14,391.5	1,896.9	368.0	120.6	761.1	4,685.9	1,484.5	17.0		4,223.7	629.5	204.4
DAYTON ANDREWS DDG CITY	V211	351.7			351.7								
DAYTON AREA TOYOTA DA	T122	270.1			270.1								
DAYTON DAILY NEWS	B622	331.8					175.0		156.9				
DAYTONA 500 FRAGRANCE MEN	D410	512.9						322.2	0.7		190.0		
DAYTONA 500 RACE	V163	676.1			9.6			150.3	419.4		96.8		
DAYTONA AUTO MALL	V219	319.3					118.4		200.8				
DAYTONA BEACH FL TP	T433	6,270.5	1,000.0		158.7		15.1	173.1	717.4		4,206.2		
DAYTONA HARLEY-DAVIDSON	V233	881.6			0.2		881.4						
DAYTONA INTL AUTO MALL	V219	342.5			4.9		114.3		223.2				
DAYTONA INTL SPEEDWAY	V163	269.5			2.5		45.2		165.5		6.4		49.9
DAYTONA MITSUBISHI	V212	536.8			536.8								
DAYTONA TOYOTA	V212	418.2			232.9		16.6		168.6				
DAYTONA USA AMUSE CTR	T440	253.2					249.7				3.5		
DAYTRANA ADHD RX	D560	10,049.5	10,049.5										
DC ENCLOSURES STR&CONTR	V379	689.7			689.7								
DC TOBACCO FREE FAM PRTN	B322	464.2					184.0		280.2				
DCH AUTOMOTIVE GROUP DLR	V219	1,010.3			1,010.3								
DCH GARDENA HONDA	V212	528.1			528.1								
DCH HONDA	V212	903.2			903.2								
DCH MNTCLR LINC MERC VLV	V219	316.5			316.5								
DCH PARAMUS HONDA	V212	1,764.3			1,673.4				91.0				
DCH SCION TOYOTA	V212	306.6			199.4	107.2							
DCH TOYOTA OF OXNARD	V212	894.8			894.8								
DCH TOYOTA/SIMI VALLEY	V212	1,526.5			1,526.5								
D-CON MOUSE & RAT BAIT	H351	2,695.1						459.3	493.3	244.7	1,497.9		
D-CON MOUSE & RAT KILLERS	H351	296.7	187.0			109.7							
D-CON NO VIEW NO TOUCH MOUSE TRAP	H351	1,285.5					244.8	173.4	96.3	771.1			
DCU DIGITAL FED CU CONSUMER SERVICES	B124	785.8			8.0				610.6				167.2
DDC FURNITURE STORE	V375	1,160.2	588.4	571.8									
DDF MESOJECTION HEALTHY CELL SERUM	D110	2,290.1	2,290.1										
DDF SKIN CARE PDTS	D110	640.1	640.1										
DE BEERS DIAMONDS	A510	80,543.2	26,848.5		13.4	529.4	60.0	37,731.2	121.5		15,239.2		
DE BEERS JEWELRY STORE	V314	6,337.3	5,034.6		255.5	1,023.7							23.4
DE BOUILLE JEWELERS	V314	411.6	77.4		148.5	29.2	156.6						
DE GRISOGONO JEWELRY	A510	313.1	309.2			3.9							
DE GRISOGONO JEWELRY STR	V314	2,597.1	2,378.2			218.9							
DE HAGO JEWELRY	A510	466.3	466.3										
DE LA ESPADA FURN STR	V375	483.6	483.6										
DE LA PENA EYE CLINIC	V135	343.6							343.6				
DE SEDE OF SWITZERLAND FURNITURE	H121	324.3	324.3										
DE YOUNG MUSEUM	V166	699.9	75.1		607.9				16.9				
DEACON JONES NISSAN	V212	509.2							509.2				
DEACON JONES PRE-OWNED	V219	274.8							274.8				
DEACONESS HOSPITAL	V133	584.9			41.2		188.2		355.5				
DEADWOOD SD TP	T433	1,118.6			1,082.7		35.9						
DEADWOOD SERIES VIDEOS	H532	2,582.5	700.8			168.6		870.7	34.3		808.0		
DEALMAKER FORD	V211	297.6							297.6				
DEALS & DEAL MAKERS CONFERENCE	G820	1,015.0	16.8			998.2							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DEALS GENERAL MDSE STR	V359	540.6			540.6								
DEAN ANDERSON CHIRO	V133	272.0			272.0								
DEAN HONDA	V212	297.5			297.5								
DEAN TEAM AUTO DLR	V219	637.4			637.4								
DEAN TEAM MORTGAGE GROUP CON SVC	B124	704.7			704.7								
DEANS MILK	F311	294.4							294.4				
DEARBORN COUNTY IN TP	T433	289.6			289.6								
DEARDENS FURNITURE STORE	V375	1,974.0							1,974.0				
DEARFOAMS SLIPPERS WOMEN	A390	289.8	289.8										
DEASY/PENNER&PRTNRS RLTY	B451	425.6	28.8		396.8								
DEATH PROOF VIDEO	H532	1,850.0											213.7
DEBBIE MEYER GREEN BAGS HOUSEHOLD DR	V872	17,616.4											
DEBT CONSOLIDATION GROUP CON SVC	B128	595.0											595.0
DEBT CONSULTANTS/AMERICA CON SVC	B128	871.2											871.2
DEBT GROUP CONSUMER SERVICES	B129	3,041.8											
DEBT LINE CONSUMER SERVICES	B128	251.5											251.5
DEBT MGT CENTER CONSUMER SERVICES	B128	1,061.1											
DEBT REDUCTION LAW CTR	V151	1,404.4											
DEBT RELIEF OF AMERICA CONSUMER SVC	B128	3,159.9			732.0								
DEBT RELIEF SOLUTIONS CONSUMER SVC	B129	1,285.5	13.7		12.0								
DEBT SETTLEMENT USA CONSUMER SVC	B128	3,598.4				1,686.6							
DEBT STOPPERS BANKRUPTCY CON SVC	B128	595.5											6.0
DEBUNKIFY.COM ANTI SMKNG	B322	2,728.8							2,728.8				
DECATUR VEIN CLINIC	V133	431.1			184.1				247.0				
DECK THE HALLS VIDEO	H532	2,572.0							796.7	1.1	215.7	1,558.5	
DECOR ONE FURNITURE STR	V375	446.8			446.8								
DECORATING DEN INTERIORS	V179	691.8	648.5		43.0				0.2				
DECORATION & DESIGN BLDG	V359	306.5	306.5										
DECORATIVE CRAFTS FURNITURE	H121	497.9	497.9										
DECORATORS RUG WAREHOUSE	V373	852.8			852.8								
DECORATORS WAREHOUSE	V372	552.8			504.5		40.6		7.6				
DEDAR HOUSEHOLD FABRICS	H141	272.9	272.9										
DEEL AUTO DLR	V219	647.4			647.4								
DEEPDISCOUNT.COM ONLINE	B670	544.2	89.6	258.5		196.1							
DEEPDISCOUNTDVD.COM STR ONLINE	V362	405.1		204.4	0.1								200.6
DEER CNY PRSRV RE DEV	B452	278.6	278.6										
DEER PARK SPRING WATER	F460	4,485.1							4,485.1				
DEER POINT RE DEV	B452	286.8			20.0		266.7						
DEER VALLEY RESORT	T431	1,411.2	1,330.7		34.5		45.2		0.9				
DEERFIELD TIRE CO	V241	528.8			528.8								
DEF JAM RIHANNA GOOD GIRL/BAD RC	H531	298.8	216.5										
DEFENDER DOOR CO	V376	284.1			284.1								
DEFENDERS/WILDLIFE/PSA	B323	258.6							258.6				
DEFINITIONS PERSONAL FIT	D800	514.5	465.9		48.6								
DEFINITIVE TECHNOLOGY SPEAKERS	H512	1,901.8	1,901.8										
DEGREE CLINICAL PRTCTN SOLID AP/DEOD	D260	5,174.1							1,630.1	15.3	1,060.2	2,468.5	
DEGREE FOR MEN AP/DEOD	D260	19,427.5							13,372.6	132.8	2,525.1	3,397.0	
DEGREE FOR WOMEN AP/DEOD	D260	11,550.0							5,633.8	50.4	1,671.8	4,194.0	
DEGREE ULTRA CLEAR SOLID DEODORANT	D260	16,320.4	374.3						6,567.5	246.7	3,398.8	5,733.2	
DEGREE/MEN CLNCL PRTCTN SLD AP/DEOD	D260	6,223.3							4,626.8	496.2	328.9	771.4	
DEGREE/MEN ULTRA CLEAR GEL AP/DEOD	D260	3,694.0							1,238.5	181.1	796.0	1,478.5	
DEJA VU VIDEO	H532	5,830.1							3,845.9	11.7	288.5	1,684.0	
DEJAUN JEWELERS	V314	334.9			71.5		263.4						
DEJOPE GAMING CASINO	V169	991.2								713.7			277.5
DEKALB CORN SEEDS	G725	2,025.0								1,441.3	583.7	0.0	
DEKALB FARM SEEDS	G725	429.4											429.4
DEKALB MEDICAL CENTER	V133	482.8			18.0		116.9		347.9				
DEKUYPER PUCKER LIQUEURS	F722	588.9			446.0	142.9							
DEL MAR RACE TRACK	V163	684.8			18.9					665.9			
DEL PRADO PUBLISHERS COLLECTIBLES DR	V852	1,694.7	839.4	855.2									
DEL SUR RE DEV	B452	522.9			331.0		191.9						
DEL TACO RESTAURANT	G320	5,837.2			56.7		266.7		3,991.9				1,522.1

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DEL WEBB COMMUNITIES	B452	1,112.3	159.5		82.3		77.7	728.2	64.6				
DEL WEBB RE DEV	B452	1,733.4	191.4		1,186.2		355.8						
DEL WEBB RE DEV & PULTE HOMES	B452	1,195.6			1,137.2		58.5						
DEL WEBB THE CLUB RE DEV	B452	284.5			284.5								
DEL WEBBS SUN CITIES DEV	B452	484.3	161.7		27.9		294.7						
DELACORTE VAR BOOKS	B610	1,201.4	61.0		258.5	881.9							
DELAWARE PARK RACE TRACK	V163	482.1			8.8		473.3						
DELAWARE PLACE BANK CONSUMER SVC	B121	325.6			325.6								
DELAWARE STATE LOTTERY	B314	491.3			11.4		479.8						
DELAWARE VALLEY VOLVO DA	T123	871.9			871.9								
DELAWARE VLY RGNL PLNG	B315	316.4			316.4								
DELIGHTFUL DELIVERIES FOOD DR	V840	287.3	17.5		162.6	107.2							
DELIVERANCE VIDEO	H532	306.8	306.8										
DELKIN MISC DR	V859	366.4	366.4										
DELL COMPUTER CORP CP	B512	21,098.4	2,630.4		167.3	254.1		11,046.1	1,596.2		5,404.4		
DELL COMPUTER CORP MINORITY VENDOR	B512	315.8	315.8										
DELL COMPUTER CORP MULTI-PDTS DR	V899	3,960.9	1,383.4		246.0	2,313.8		15.4			2.3		
DELL COMPUTER CORP RECRUITMENT	B912	631.6	625.4		0.7								5.5
DELL COMPUTER SVC STR	V321	559.5				496.6	63.0						
DELL DIMENSION&INSPIRON CMPTR PDT DR	V821	60,651.1		57,360.2	2,434.6	856.3							
DELL INC CP	B512	3,528.9	156.4			3,372.5							
DELL INSPIRON COMPUTER PDTS DR	V821	120,790.1	16,943.2	57,082.1		311.5		16,741.2	328.6	3,438.6	25,944.8		
DELL LATITUDE COMPUTER PDTS DR	V821	3,348.6	3,348.6										
DELL LATITUDE&OPTIPLEX CMPTR PDTS DR	V821	1,068.5	1,068.5										
DELL OPTIPLEX COMPUTER PDTS DR	V821	385.6	385.6										
DELL POWEREDGE COMPUTER PDTS DR	V821	3,819.6	2,203.2		144.4	530.2		922.2	0.1		19.5		
DELL POWEREDGE&VOSTRO CMPTR PDTS DR	V821	3,946.4			2,196.4	1,750.0							
DELL POWERVAULT&VOSTRO CMPTR PDTS DR	V821	267.7				267.7							
DELL PRECISION COMPUTER PDTS DR	V821	708.1	708.1										
DELL SMALL BUSINESS SVC	V129	2,591.3	2,591.3										
DELL VAR BOOKS	B610	690.2	170.7		23.3	420.6						75.5	
DELL VAR COMPUTERS & SERVERS	B511	1,177.7			132.5	595.9	270.0						179.3
DELL VAR COMPUTERS &MICROSOFT SERVER	B511	1,136.2			1,136.2								
DELL VAR COMPUTERS COMPUTER PDTS DR	V821	119,485.2	3,318.4		69,380.8	28,983.5	520.5	5,015.4	1,351.0		10,684.0		231.5
DELL VOSTRO COMPUTER PDTS DR	V821	19,613.8	1,866.8		2,434.7	4,221.7		425.0	2,333.0		8,332.5		
DELL XPS COMPUTER PDTS DR	V821	51,628.4	14,272.9			1,551.4		18,270.1	23.9	1,052.6	16,457.5		
DELLA RUSSO LSR VSN CTR	V133	275.0			275.0								
DELLIS CAY RE DEV	B452	1,718.7	326.5	1,392.1									
DELO RUSSO LASER CENTER	V133	391.6							391.6				
DELO ENTERPRISE DRUGS/TOILETRIES DR	V830	2,474.4		2,474.4									
DELOITTE & TOUCHE BUSINESS SERVICES	B123	564.8	288.8		44.0		231.9						
DELOITTE & TOUCHE LLC CP	B123	861.1	861.1										
DELONGHI ESPRESSO CAPPUCCINO MKR	H221	1,432.8	1,432.8										
DELOREME EARTHIMATE GPS	G130	512.6	512.6										
DELRAY MAZDA	V212	1,969.5			1,969.5								
DELSEY LUGGAGE	G120	700.9	580.0				120.9						
DELSYM COUGH SYRUP	D522	24,817.8	3,628.2					14,347.6	45.8	1,559.9	5,236.3		
DELTA AIRELITE AIR TRAVEL CARD	B111	744.8				744.8							
DELTA AIRELITE DOM	T413	250.2	250.2										
DELTA AIRELITE DOM & INTL	T413	361.8	283.0										78.8
DELTA AIRLINES DOM	T413	5,022.2	927.5		1,721.7	2,311.9			14.9		46.3		
DELTA AIRLINES DOM & INTL	T413	16,601.3	4,456.4		101.3	236.8	7,705.6	83.0	3,326.6	12.9	564.7		114.0
DELTA AIRLINES INC CP	T413	3,232.6	1,776.2		244.3	1,052.9			159.3				
DELTA AIRLINES INTL	T414	7,810.0	2,827.7		738.3	3,967.0			276.9				
DELTA AIRLINES ONLINE	T413	1,344.9	986.4		179.1	178.9			0.4				
DELTA AIRLINES SKYMILES PROGRAM	T413	1,400.7	1,356.5		44.2								
DELTA COMMUNITY CRDT UN CONSUMER SVC	B124	591.5			99.3			65.0		427.3			
DELTA CONNECTION ACADEMY	G840	734.1	734.1										
DELTA DENTAL INSURANCE	B412	6,609.7	308.1		1,224.9	121.1	213.9		2,895.5				1,846.2
DELTA DENTAL PLAN ASSN	B412	3,333.4			1,187.0	1,636.4	92.3						417.7
DELTA DENTAL PLAN OF MI DENTAL INS	B412	252.8			210.6								42.2
DELTA DENTAL PLAN OF RI DENTAL INS	B412	581.1			581.1								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DELTA DOWNS RACE TRACK	V163	1,042.2			430.1			468.2		143.9			
DELTA FARCE VIDEO	H532	1,232.2		324.9					50.0	3.1	181.7	643.5	29.1
DELTA FAUCETS	H621	6,289.4	6,236.8		52.6								
DELTA SONIC CAR WSH&SVC	V290	514.4					299.3		215.1				
DELTRAN AUTO BATTERY TENDER	T144	497.4	467.3								30.2		
DELUCA & ASSOC ATTY	V151	283.1							283.1				
DELUCEA RE DEV	B452	978.5			978.5								
DEMETRIOS BRIDAL GOWNS WOMEN	A130	9,699.4	9,693.2		6.2								
DEMETRIOS BRIDAL SALON WOMEN	V311	3,097.4	3,078.1		19.2								
DEMILEC FOAM INSULATION	H611	375.0	290.4						84.6				
DEMOCRATIC NATL CMT	B339	275.3			161.7		35.4				16.0		62.1
DEMONTROND AUTO COUNTRY	V219	1,416.9			1,334.8		81.9		0.3				
DENALI COMPUTER SVC &HP VAR CMPTRS	V321	267.8			267.8								
DENISE AUSTIN VAR VIDEOS	H532	574.4	574.4										
DENNIS BASSO FUR COATS WOMEN	A120	1,917.8	1,900.0			17.8							
DENNIS FUSI ATTY	V151	1,556.5							1,556.5				
DENNIS KIRK AUTOMOTIVE DR	V880	561.0	561.0										
DENNIS KIRK STORE	V365	302.0	301.7				0.3						
DENNIS THE MENACE XMAS VIDEO	H532	312.3								312.3			
DENNY DENNIS SPRT GDS	V365	254.6			174.2				80.4				
DENNY GUESTS STH OK AUTO	V219	1,581.9			1,581.9								
DENNY HECKER.COM ONLINE	V219	267.4							267.4				
DENNY HECKERS AUTO ENT	V219	2,662.4			2,049.6		3.7		609.1				
DENNY HECKERS DODGE HYND	V219	312.6			312.6								
DENNY HECKERS FRD LNC MR	V211	376.5			376.5								
DENNY HECKERS HYUNDAI	V212	642.9			601.8		5.2		35.9				
DENNYS CHILDRENS WR STR CHILDREN	V311	388.2			388.2								
DENNYS CLOTHING STORE MEN & WOMEN	V311	258.7			258.7								
DENNYS RESTAURANT	G320	61,728.4	42.1		33.8	168.6	2,045.1	27,006.3	5,442.4	19,981.4	6,721.7		287.1
DENOoyer CHEVROLET	V211	251.1			160.3				90.8				
DENSARMOR DRYWALL	H619	1,863.4	1,863.4										
DENSARMOR PLUS WALLBOARD	H611	2,057.0	304.3						1.4	112.8	1,638.5		
DENSO SPARK PLUGS	T144	312.3					20.0				292.3		
DENTAL CENTER	V133	281.1			103.1		8.0		170.0				
DENTAL GROUP	V133	297.9			297.9								
DENTAL HEALTH AWRNS/PSA	B323	1,241.2							1,241.2				
DENTAL IMPLANT CENTER	V133	310.6			236.4				74.3				
DENTAL LIFE PUBLICATION	B629	1,020.1			1,020.1								
DENTAL ORG/CNSCNC SDTN	V139	3,680.9										3,680.9	
DENTAL WORKS	V133	1,431.4							1,431.4				
DENTALPLANS.COM DNTL INS ONLINE	B412	1,774.2							101.1		1,673.2		
DENTEK NIGHTGUARD TOOTH GUARD	D219	498.7							197.2		108.7	192.8	
DENTEMP OS CAP&FILLING REPLACEMENT	D219	499.0	267.4								231.6		
DENTURE CENTERS	V133	1,415.3			1,415.3								
DENTYNE BLAST GUM	F520	5,212.6						24.5	32.9	3,050.3	2,104.9		
DENTYNE FIRE GUM & DENTYNE ICE GUM	F520	301.1	301.1										
DENTYNE ICE GUM	F520	15,243.9						7,210.5	383.7	1,585.8	6,063.9		
DENVER BRONCOS FTBL TEAM	V163	336.9			240.5		55.2		41.2				
DENVER CIVIC THEATRE	V161	343.4			343.4								
DENVER CO TP	T433	724.7		80.9	298.7		179.6		165.4				
DENVER ISUZU SUZUKI	V212	308.9			297.6				11.3				
DENVER MATTRESS CO STORE	V377	7,485.6			3,419.2		23.1		4,043.2				
DENVER METRO CHMBR/CMRC	B315	623.0	31.7		565.1				26.2				
DENVER MINI-BONDS VAR INSURANCE	B429	511.2			511.2								
DENVER MUSEUM/NTR&SCNC	V166	284.7			19.4		187.5		77.8				
DENVER NUGGETS BSKTBL TM	V163	773.4			642.8				130.6				
DENVER SCH/MASSAGE THRPY	G840	675.6			18.9				656.7				
DENVER/MERCEDES-BENZ DA	T123	305.3			305.3								
DEPARTED VIDEO	H532	10,770.9	483.3	352.2				6,714.4	672.4	559.0	1,989.7		
DEPARTMENT/ENVRMNTL PRTC	B315	408.7			234.7				174.0				
DEPARTMENT/PUBLIC WORKS	V173	357.6			357.6								
DEPARTURES MAGAZINE ONLINE	B623	491.7	491.7										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DEPAUL UNIVERSITY	G810	543.8	11.6		142.4	51.6	125.1		213.1				
DEPAULA CHEVROLET HUMMER	V211	500.2			315.8		7.6		176.7				
DEPEND BLADDER CONTROL UNDRWR	D270	10,514.7	5,360.4	2,066.7				833.1	514.9	1,085.5	654.1		
DEPENDABLE DODGE	V211	323.0			323.0								
DEPOT CLOTHING STORE MEN	V311	304.9			304.9								
DEPRESSION RESEARCH STDY	V139	785.0							785.0				
DEPRESSION/PSA	B323	875.3						400.6	474.7				
DEPT/MOTOR VEHICLES/PSA	B323	442.1							442.1				
DEPUY KNEE REPLACEMENT SYSTEM	D690	9,359.2	3,943.1					3,514.9	962.2	338.0	601.0		
DERE KIANG BRIDAL GOWNS WOMEN	A130	1,053.1	1,053.1										
DEREK JETER DRIVEN BLACK FRAGRANCE M	D410	2,661.7	2,661.7										
DEREK JETER DRIVEN FRAG M & TOIL	D410	520.4	520.4										
DEREK JETER DRIVEN FRAGRANCE MEN	D410	1,392.0	1,392.0										
DEREK JETER DRIVEN TOILETRIES MEN	D490	2,567.6	2,567.6										
DEREON APPAREL	A990	1,411.7	1,396.7				15.0						
DEREON RTW & ACCESSORIES CHILD	A190	647.8	647.8										
DERMA E SKIN CARE PDTs	D110	748.1	748.1										
DERMACARE LSR&SKN CLNCS	V133	508.9	5.9		299.2				203.8				
DERMADOCTOR AINT MSBHVN ACN CLNS&SRM	M552	451.9	451.9										
DERMADOCTOR KP DUTY MOISTURIZING LTN	D110	1,034.0	1,034.0										
DERMADOCTOR PCTR PRFCT PR MNMZNG SLT	D110	1,277.2	1,277.2										
DERMADOCTOR/CHMSTRY MCRDRMBRSN SCRBN	D160	281.3	281.3										
DERMALASTYL DRUGS/TOILETRIES DR	V830	993.4	65.0		928.4								
DERMAN VAR FOOT MEDICATION	D554	397.0							397.0				
DERMASILK ANTI-AGING SUPPLEMENT	D543	471.2							80.0	390.5	0.7		
DESCENZA DIAMONDS	A510	270.3			270.3								
DESERET FIRST CREDIT UN CON SVC	B124	272.0					207.0		5.8				59.2
DESERET IND THRIFT STR	V359	318.3					198.5		119.8				
DESERT AUTO ENTERPRISE	V219	486.3							486.3				
DESERT DIAMOND CASINO	V169	1,172.9	44.8				219.7		908.4				
DESERT KIA	V212	521.8			139.9		72.9		308.9				
DESERT KING WINDOW CONTR	V171	809.1			809.1								
DESERT NISSAN	V212	341.8			99.6				242.2				
DESERT PASSAGE MRKPLC	V620	288.2					288.2						
DESERT SCH FED CRDT UN CONSUMER SVC	B124	1,110.1			125.9		135.1		849.2				
DESERT SCHOOL	G850	275.5					275.5						
DESERT SPRINGS POOLS&SPS	V175	364.8							364.8				
DESERT TOYOTA/LAS VEGAS	V212	405.1							405.1				
DESIGN CENTRO ITALIA STR	V379	305.6	252.5		53.1								
DESIGN INDSTRS FNDTR/ADS	B322	1,883.3	1,883.3										
DESIGN RI CTR FURN STR	V375	1,428.0			1,428.0								
DESIGN STUDIO FURN STR	V375	339.1			339.1								
DESIGN WITHIN REACH HOUSEHOLD DR	V872	1,925.1	590.4	104.0	273.9	956.8							
DESIGN WITHIN REACH STR	V372	1,931.4	1,327.3	551.0	7.0	36.1	10.0						
DESIGNATE A DRIVER/PSA	B323	374.4						15.7	358.7				
DESIGNER CHECKS INC PRINTED PDTs DR	V829	438.6			438.6								
DESIGNER PREVIEWS INT DS	V179	876.5	876.5										
DESIGNERS FURN OUTLT STR	V375	264.0			264.0								
DESIGNERS GUILD CONTR	V171	386.4	386.4										
DESIGNERS ORIGINALS SWEATERS WOMEN	A141	289.8	289.8										
DESIGNERS TO YOU STORE WOMEN	V311	420.5			420.5								
DESIMONE AUTO ENTERPRISE	V219	665.3			417.2		135.2		112.8				
DESIMONE BMW	V213	384.1			266.2				117.9				
DESIMONE CADILLAC	V211	478.6			389.7		35.1		53.7				
DESIMONE SUZUKI	V212	252.5			233.0				19.5				
DESTITIN &DESTITIN CREAMY/OINTMENT	D557	718.3	718.3										
DESTITIN CLEAR MULTI-PURPOSE OINTMENT	D557	1,538.7	1,538.7										
DESMOND HOTEL	T431	484.4			484.4								
DESPERATE HOUSEWIVES SRS VIDEOS	H532	742.8							5.8	247.2	489.8		
DESSY CREATIONS FORMALWEAR WOMEN	A130	507.9	507.9										
DESTINATION MTRNTY STR WOMEN	V311	798.9	798.9										
DESTINATION TRAVEL INC	T420	1,080.0			1,080.0								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DESTINATIONS/DNX TRVL AG	T420	297.6			297.6								
DESTINTA THEATRE	V161	315.3			315.3								
DESTINY HEARING AID	D610	1,028.3			452.7			452.0	123.6				
DETAILS BLACK CARD DISC CARD	B111	344.7	344.7										
DETAILS MAGAZINE ONLINE	B623	441.8	441.8										
DETAILS SHOPPING GUIDE	B623	770.0	770.0										
DETOX 7 DIETARY SUPPLEMENT	D543	407.2	407.2										
DETOXATRIM WEIGHT LOSS SUPPLEMENT	D542	1,679.1	1,679.1										
DETOXYKALL DRUGS/TOILETRIES DR	V830	9,117.0	5,127.2	3,989.8									
DETROIT EDISON ELEC CO	V173	670.2						670.2					
DETROIT HUMMER & HUMMER OF NOVI	V211	1,334.9			1,271.7				63.2				
DETROIT INSTITUTE/ARTS	V166	1,155.8			621.4	34.0	124.3		376.2				
DETROIT MEDICAL CENTER	V133	725.8			67.3		557.1		101.4				
DETROIT MI TP	T433	473.4	58.7						414.7				
DETROIT PISTONS BSKBL TM	V163	655.8	19.9		137.9				498.0				
DETROIT PRINCESS RVRBT	V169	767.7			56.9				710.7				
DETROIT RED WINGS HOCKEY	V163	739.7			423.0	6.1	158.5		152.1				
DETROIT SCIENCE CENTER	V166	600.6	9.6	268.8	87.0		55.2		180.1				
DETROIT SYMPHONY ORCHSTR	V161	424.6			327.5		14.1		83.0				
DETROIT TIGERS BSBL TM	V163	1,368.0			716.6	6.1	40.9		604.4				
DETROIT VOLVO DLR ASSN	T123	2,846.5			2,846.5								
DETROL LA BLADDER CONTROL RX	D560	72,444.1	16,832.7	4,004.6				27,856.3	2,385.9	15,542.9	5,821.7		
DEUCE BUS SERVICE	V180	269.4	269.4										
DEUTSCH&DEUTSCH JEWELRY	V314	597.0			218.1		378.9						
DEUTSCHE BANK AG CP	B121	2,197.9	43.1			2,110.2					44.7		
DEUTSCHE BANK CHMPNSHP	B121	1,197.2	1,184.6						12.5				
DEUTSCHE BANK CONSUMER SERVICES	B121	3,800.4	30.8					3,575.0	57.9		136.6		
DEUTSCHE BANK GOLF CHMPS	B121	283.3	120.0		110.0	18.3			35.0				
DEUTSCHE BANK VIGNETTE	B121	500.0						500.0					
DEV VALENCIA JEWELRY	A510	251.9	251.9										
DEVON ENERGY CO	V173	626.6			372.9		61.2		192.5				
DEVON MARKET	V346	495.1			495.1								
DEVON SHOPS	V379	360.0	101.2	252.1		6.7							
DEVONS JEWELRY STORE	V314	624.2			283.3		89.5					251.4	
DEVOS CHILDRENS HOSPITAL	V133	360.7							360.7				
DEVRY UNIVERSITY	G810	32,578.0			123.6		100.7	33.2	1,747.4	14,229.2	15,926.7		417.3
DEWALT POWER TOOLS	H624	254.9	104.4				150.6						
DEWAR'S 12 SCOTCH WHISKEY	F713	457.9			457.9								
DEWARS WHITE LABEL SCOTCH WHISKEY	F713	3,373.8	119.8		1,049.5	733.7			120.0		1,350.7		
DEWEY BARBER CHEVROLET	V211	1,055.3			1,045.7		8.5		1.1				
DEWITT WATCHES	A520	381.9	366.1			15.8							
DEWMOCRACY.COM ONLINE	B549	2,641.8								2,641.8			
DEWORKIN CHEVROLET	V211	474.2			474.2								
DEX MEDIA SERVICE	V159	486.1					486.1						
DEX OFFICIAL DIRECTORY	B232	1,238.0					1,238.0						
DEXATRIM MAX 20 REDUCING AID	D542	3,061.6							851.4	1,522.6	687.6		
DEXATRIM MAX EVE APT CNT REDUCING AD	D542	2,231.7						0.0	108.5	1,701.3	421.9		
DEXATRIM MAX REDUCING AID	D542	2,526.5	1,213.0						264.1	841.9	207.5		
DEXKNOWS.COM ONLINE	B232	763.0							763.0				
DEXONLINE.COM ONLINE	B232	2,250.2							2,250.2				
DF KING & CO INC TENDER OFF	B130	3,189.8				3,189.8							
DFWVEHICLES.COM ONLINE	V219	353.3							353.3				
DGP DOG SUPPLEMENT	G640	303.1	303.1										
DHC DRUGS/TOILETRIES DR	V830	411.3	411.3										
DHC SKIN CARE PDTS	D110	270.0	270.0										
DHL ALL-STAR FAN FEST	B832	516.5			427.5				88.9				
DHL DOM	B832	3,774.7	3,159.7			615.0							
DHL DOM & INTL	B832	22,726.7	4,836.6		14.2	1,353.0	320.9	11,998.6	6.4	4,193.4		3.6	
DHL INTL	B832	2,021.8	1,093.4			922.5							6.0
DHL INTL LTD CP	G930	3,220.0	3,002.9			189.0			28.1				
DHL RECRUITMENT	B912	256.0			256.0								
DHS-CPNS AFRICAN AMER	B315	260.5										260.5	

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DI MODOLO JEWELRY	A510	2,661.3	2,661.3										
DI MODOLO JEWELRY STORE	V314	1,562.7	1,562.7										
DIA DE LA FAMILIA/PSA	B323	338.1							338.1				
DIABETES AWARE ORG	B329	643.1	643.1										
DIABETES AWARENESS/PSA	B323	829.3							706.7		122.6		
DIABETES CARE CENTER	V133	277.3			9.9				0.6		266.9		
DIABETES CARE CLUB DRUGS/TOIL DR	V830	15,060.8							419.5	571.0	14,070.3		
DIABETES RESEARCH STUDY	V139	461.2							461.2				
DIABETES STUDY	V139	250.5							250.5				
DIABETESWEBSITE.COM ONLINE	B670	640.2	640.2										
DIABETIC CARE SERVICES DRUGS/TOIL DR	V830	286.0	286.0										
DIABETIC EXPERTS/AMER DRUGS/TOIL DR	V830	1,810.0						28.6			1,781.4		
DIABETIC NEUROPATHIC/STD	V139	343.5							343.5				
DIABETIC SUPPLY/AMER DRUGS/TOIL DR	V830	258.3							0.1		258.2		
DIABLO FUNDING GROUP CONSUMER SVC	B124	548.0			548.0								
DIABLO SUBARU	V212	280.4			280.4								
DIACHROME NUTRITIONAL SUPPLEMENT	D543	458.1	458.1										
DIAGEO PLC VAR BEVERAGES	V140	11,272.0					11,272.0						
DIAL A MATE PHONE SERVICE	V156	307.7							307.7				
DIAL BODY WASH	D223	378.7	378.7										
DIAL DAILY CARE BODY WASH	D223	446.5	446.5										
DIAL FOR MEN BODY WASH	D490	3,223.3							173.1	91.6	2,958.6		
DIAL GLOBAL COMM SVC	B229	307.9											307.9
DIAL LIQUID SOAP	D221	516.2											516.2
DIAL ONE HOUR HTG & AC	V174	283.4							283.4				
DIAL ONE WINDOW RPLCMNT	V171	351.7			351.7								
DIAL PRESS VAR BOOKS	B610	712.6			75.2	637.4							
DIAL YOGURT HAND WASH	D221	829.7	829.7										
DIAL-7-CAR&LIMOUSINE SVC	V180	823.1					823.1						
DIAL-A-MATTRESS	V377	608.0					141.6		70.2		396.1		
DIAMOND AIRCRAFT	T300	276.3	276.3										
DIAMOND AUTO GLASS RPR	V241	872.2							872.2				
DIAMOND BAR HONDA	V212	1,117.9			1,117.9								
DIAMOND CELLAR JWLRY STR	V314	286.0			90.7		33.0		162.4				
DIAMOND CRTFD/RTNGS SVC	V129	6,738.6			6,738.6								
DIAMOND CRYSTAL SALT PELLETS	H621	334.2	334.2										
DIAMOND DISTRICT JEWELRY	V314	250.0					136.4		113.6				
DIAMOND ESSENCE CO JEWELRY DR	V810	6,188.3		663.7	4,002.5	1,522.1							
DIAMOND FORD	V211	294.9			294.9								
DIAMOND FURN WAREHOUSE	V375	1,119.5			558.4				561.1				
DIAMOND IN THE ROUGH JEWELRY	A510	1,400.8	1,400.8										
DIAMOND IND POOL CONTR	V175	377.6			377.6								
DIAMOND JACKS HOTEL&CSN	T431	1,392.6					1,130.1		262.5				
DIAMOND JO CASINO	V169	268.7			88.5	180.2							
DIAMOND KITCHEN&BTH CBNT	V376	581.3			581.3								
DIAMOND SOURCE JWLRY STR	V314	332.6	183.6		9.3				139.8				
DIAMOND TRADING CO STORE	V212	357.5			354.6		2.9						
DIAMOND VALLEY HONDA	V135	1,152.6			1,094.9		57.7						
DIAMOND VISION OPTICAL	F530	316.5	238.6							77.8			
DIAMOND WALNUTS	V314	2,416.1			2,416.1								
DIAMOND&JEWELRY GALLERY	A510	618.9	618.9										
DIANA CLASSIC JEWELRY	A190	256.6					256.6						
DIANE VON FURSTENBERG RTW WOMEN	F313	5,382.4						2,552.4	192.6	1,198.5	1,438.9		
DIBS ICE CREAM SNACKS	B913	321.6			50.9		270.7						
DICE.COM EMPLOYMENT SVC ONLINE	V212	400.3					63.6		336.7				
DICK DYER TOYOTA	V219	299.0			244.2				54.8				
DICK HANNAH AUTOS	V219	872.5			872.5								
DICK HUVAERES AUTO	V212	431.0			193.6		37.5		199.9				
DICK IDE HONDA CENTER	V219	862.7			862.7								
DICK MILHAM AUTO DLR	V219	516.4			421.9		94.4						
DICK NORRIS AUTO	A190	3,999.8	1,658.2					127.1	2.2		2,212.3		
DICKIES WORK CLOTHES MEN													

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DICKINSONS WITCH HAZEL ASTRNGNT CLNR	D160	858.4	858.4										
DICKS SPORTING GOODS STR	V365	58,526.6	4,190.0		21,618.3	1,882.4	511.4	12,546.3	3,334.1		13,211.6	1,176.0	56.6
DICKSON PODLEY REALTORS	B451	875.7			875.7								
DIEHARD AUTOMOTIVE BATTERIES	T141	2,246.6									46.9	2,199.7	
DIEHARD PLATINUM AUTO BATTERIES	T141	629.5									629.5		
DIERBERGS FOOD MARKET	V346	1,273.1			1,242.9				30.2				
DIESEL APPAREL	A990	5,893.5	5,664.8	228.7									
DIESEL BOOTS WOMEN	A310	1,431.1	1,431.1										
DIESEL CLOTHING STORE MEN	V311	632.1	632.1										
DIESEL CLOTHING STORE MEN & WOMEN	V311	304.3	304.3										
DIESEL CLOTHING STORE WOMEN	V311	919.6	919.6										
DIESEL FUEL FOR LIFE FRAGRANCE MEN	D410	7,087.0	5,346.1								1,741.0		
DIESEL FUEL FOR LIFE FRAGRANCE WOMEN	D180	5,447.2	5,106.3								340.9		
DIESEL JEANS WOMEN	A142	484.1	484.1										
DIESEL RTW MEN & WOMEN	A190	700.0	700.0										
DIESEL RTW WOMEN	A190	583.8	583.8										
DIESEL SNEAKERS MEN	A321	262.3	262.3										
DIESEL SNEAKERS WOMEN	A321	260.2	260.2										
DIESEL WATCHES	A520	692.8	692.8										
DIET 7 UP SOFT DRINK	F442	2,851.8	815.7					1,234.7			801.5		
DIET CHERRY VNL DR PR SOFT DRINK	F442	4,785.2						3,042.6	58.7		1,683.9		
DIET COKE CAFFEINE FREE SOFT DRINK	F442	3,777.4	3,777.4										
DIET COKE PLUS SOFT DRINK	F442	14,286.5	9,770.1		9.8			3,743.4	0.0		763.1		
DIET COKE SOFT DRINK	F442	43,572.0	14,196.7		3.9	160.3	376.8	26,689.9	15.2		2,129.2		
DIET DR PEPPER SOFT DRINK	F442	12,499.9			20.0			8,537.1	357.6		3,585.2		
DIET PEPSI JAZZ SOFT DRINK	F442	2,320.4						1,151.5	940.5		228.4		
DIET PEPSI MAX SOFT DRINK	F442	27,932.7			135.0			20,470.4	2,726.3		4,601.0		
DIET PEPSI SOFT DRINK	F442	27,575.9	416.6		173.8		78.4	21,195.1	3,178.6	290.8	1,888.8		353.8
DIET TO GO PREPARED MLS	V349	381.0									381.0		
DIETA INTL DRUGS/TOILETRIES DR	V830	1,344.0									1,344.0		
DIETZ & WATSON LUNCH MEAT	F331	426.7											426.7
DIETZ & WATSON VAR MEAT	F332	320.4		0.6							319.8		
DIETZ & WATSON VAR MEAT & CHEESE	F390	980.2									749.6	230.6	
DIFEO BMW	V213	384.7		213.4									171.3
DIFFERIN ACNE RX	D560	4,351.4	962.6					51.3			3,337.5		
DIGAME PRE-PAID PHONE CARD	B231	432.2											432.2
DIGENE CORP CP	D690	5,788.1									5,758.6		29.5
DIGENE HPV TEST	D690	250.9											250.9
DIGESTIVE ADVANTAGE IBS DGSTV AIDS	D531	401.8	401.8										
DIGI COMBOS MULTI-PDTS DR	V899	739.9	739.9			209.2			204.2				
DIGIORGI ROOFING&SIDING	V171	413.4											
DIGIORNO FROZEN PIZZA	F260	18,993.6	35.0					6.1	10,732.7	1,518.3	815.3	5,886.2	
DIGIORNO HARVEST WHEAT FROZEN PIZZA	F260	2,062.2	2,062.2										
DIGIORNO ULTIMATE FROZEN PIZZA	F260	10,831.8							4,374.5	554.7	430.8	5,471.8	
DIGITAL BLUE DISNEY MX-MX DGTL/PLY	H519	561.0										561.0	
DIGITAL MILLENNIUM STLT	B242	252.3									252.3		
DIGITALLIFE SEMINAR	G820	427.4	427.4										
DIGNITY MEMORIAL FNRL HM	V157	269.2			193.8						75.4		
DILLARDS APPAREL MEN DR	V810	4,898.6	240.0			4,658.6							
DILLARDS DEPT APPAREL CHILDREN	V410	2,014.3			2,014.3								
DILLARDS DEPT APPAREL FAMILY	V410	4,268.3	120.0		4,168.3								
DILLARDS DEPT APPAREL MEN	V410	20,867.3	10,398.3		9,200.0	1,268.9							
DILLARDS DEPT APPAREL MEN & WOMEN	V410	12,324.9	7,955.7		3,384.9	40.1			921.6	22.6			
DILLARDS DEPT APPAREL WOMEN	V410	84,874.6	43,889.6		40,985.0								
DILLARDS DEPT APPLIANCES	V470	628.2			628.2								
DILLARDS DEPT DRUGS/TOILETRIES	V430	23,899.9	13,487.1		10,283.7						19.3		109.8
DILLARDS DEPT HOUSEHOLD	V470	10,939.7	5,967.6		4,972.1								
DILLARDS DEPT JEWELRY	V410	512.1			492.0	20.1							
DILLARDS DEPT JEWELRY/OPTICAL	V410	1,548.8			1,548.8								
DILLARDS DEPT MISC	V450	16,937.5			16,918.6			17.9			1.0		
DILLARDS DEPT MULTI-PDTS	V490	4,241.5			3,838.0	168.6	234.5				0.4		
DILLARDS DEPT SALES ANNOUNCEMENT	V490	41,939.0			41,939.0								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DILLONS FOOD STORES	V346	675.3			144.8				530.5				
DILUSSO HAM LUNCH MEAT	F331	436.4											436.4
DIMESPORTS ONLINE	G513	256.0	147.5	46.0									62.5
DIMETAPP CHILD COLD&ALLERGY ELXR	D521	3,270.1	3,269.9						0.2				
DIMMITT CHEVROLET	V211	377.7			325.6		52.1						
DINERS CLUB INTL CREDIT CARD	B111	1,252.7					1,252.7						
DINING FURN SHOWROOM	V375	316.1			307.8		8.3						
DINOVITE DOG SUPPLEMENT	G640	1,351.7											1,351.7
DINTY MOORE STEW	F260	1,471.5	1,471.5										
DIOGUARDI AUTO SALES	V219	839.9							839.9				
DIOR APPAREL	A990	2,177.1	2,177.1										
DIOR COATS & HANDBAGS WOMEN	A120	679.4	679.4										
DIOR COSMETICS	D190	1,774.9	1,774.9										
DIOR DRESSES & SHOES WOMEN	A130	520.4	520.4										
DIOR DRESSES WOMEN	A130	726.2	726.2										
DIOR EYEWEAR	D630	720.7	720.7										
DIOR FORMAL GOWNS&FRMLWR W	A130	432.9	432.9										
DIOR FORMAL GOWNS&HANDBAGS W	A130	709.0	709.0										
DIOR HANDBAGS & RTW WOMEN	A410	1,534.9	1,306.2	228.7									
DIOR HANDBAGS & SHOES WOMEN	A410	363.0	363.0										
DIOR HANDBAGS WOMEN	A410	5,408.2	5,179.5	228.7									
DIOR JEWELRY	A510	818.1	703.7	114.4									
DIOR LOR DE VIE LA CREME & LEXTRAIT	D110	417.2	417.2										
DIOR SHOES STORE WOMEN	V313	400.6				400.6							
DIOR SHOES W & SUNGLASSES	A310	277.4	277.4										
DIOR SHOES WOMEN	A310	292.6	292.6										
DIOR SUITS MEN	A130	1,167.3	1,084.5	82.7									
DIOR SUITS MEN & SUNGLASSES	A130	487.4	330.6	156.8									
DIOR SUNGLASSES	A430	1,101.3	1,101.3										
DIOR WATCHES	A520	3,626.5	3,599.8			26.7							
DIORSHOW MASCARA	D130	2,288.3	2,288.3										
DIORSKIN FOREVER EXTREME WR FLWLS MU	D140	471.5	471.5										
DOVAN HIGH BLOOD PRESSURE RX	D560	1,611.9	43.6						1,559.5	8.8			
DIPPIN DOTS ICE CREAM	F313	972.9	969.8	3.1									
DIR ACCOUNTING ADTN&TAX SVC	B123	268.4		268.4									
DIR AGRCLTRL&HRTCLRL SVC	V154	1,302.8		1,302.8									
DIR AMUSEMENTS & EVENTS	V169	1,929.7		1,870.3	59.4								
DIR ANTIQUE STORES	V379	2,431.7		2,148.9	282.8								
DIR ARCHITECTS/CONTR/ENG	V171	7,889.4		7,889.4									
DIR AUCTIONEERS & AUCTIONS	V122	2,469.7		2,433.7	36.0								
DIR BANKS & S&Ls	B121	273.4		273.4									
DIR BEAUTY HEALTH & MED SVC	V139	24,190.5		23,974.3	216.2								
DIR BEAUTY SHOPS	V131	611.4		611.4									
DIR BOAT DLRS	G430	1,581.4		1,581.4									
DIR BOATING ACCESSORIES	G430	847.7		847.7									
DIR BOOKS	B610	4,608.1		4,594.5	13.6								
DIR BP	B911	1,498.1		1,498.1									
DIR CAMPS	G890	2,643.1		2,643.1									
DIR CAR & TRUCK DLR	V219	226,685.3		224,802.2	1,883.2								
DIR CARD GIFT & BOOK STORES	V355	674.8		674.8									
DIR CLOTHING STORES	V311	889.6		889.6									
DIR COLLECTIBLE STR&GLRS	V352	776.8		227.0	549.8								
DIR COLLEGES & UNIVERSITIES	G810	808.9		804.7	4.2								
DIR COMPUTER STORES & SVC	V321	1,137.5		966.4	171.1								
DIR CONV/TRADE/HOBBY SHOWS	V164	494.9		494.9									
DIR CONVALESCENT/NURSING HMS	V134	6,185.5		6,185.5									
DIR CRUISE SHIP TRAVEL	T412	2,953.7		2,953.7									
DIR DATING SERVICES	V155	3,901.4		3,901.4									
DIR DAY CARE/CHILD CARE CTR	G850	1,129.7		1,129.7									
DIR DOCTORS/DENTIST/NURSES	V132	3,428.0		3,428.0									
DIR FINANCE & MORTGAGE COS	B124	29,142.8		29,142.8									
DIR FINANCIAL ADV	B190	702.8		702.8									

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DIR FINANCIAL NOTICES	B129	466.0			466.0								
DIR FUNERAL HOMES & SERVICES	V157	8,836.9			8,836.9								
DIR FURNITURE STORES	V375	499.5			499.5								
DIR GAS & SERVICE STATIONS	V241	5,429.8			5,429.8								
DIR GENERAL RETAILERS	V359	2,139.5			2,139.5								
DIR GENERAL SERVICES	V159	144,743.6			144,050.1	693.5							
DIR HOBBY & CRAFT STORES	V364	1,132.6			1,132.6								
DIR HOME & BUILDING SERVICES	V179	7,635.3			7,635.3								
DIR HOME CTR/HARDWARE STR	V376	1,014.0			1,014.0								
DIR HOME FURNISHINGS STORES	V372	1,546.8			1,527.6	19.2							
DIR HOSPITALS/CLNCS/MED CTR	V133	2,672.0			2,672.0								
DIR HOTELS & RESORTS	T431	81,101.7			76,523.3	4,578.4							
DIR INFORMATION SERVICES	B690	635.0			635.0								
DIR LAWN & GARDEN STORES	V358	464.4			464.4								
DIR LEGAL SERVICES	V151	4,762.8			4,762.8								
DIR LIVE THEATER/MUSIC/DANCE	V161	44,263.2			34,419.4	9,843.8							
DIR LOCAL GOVT	B315	3,146.2			3,146.2								
DIR LOCAL RESTAURANTS	G310	42,660.5			42,175.6	484.9							
DIR MISC	G920	54,555.8			54,555.8								
DIR MISC DR	V859	259.9			259.9								
DIR MOVIE THEATERS/CINEMAS	V165	146,336.5			146,336.5								
DIR MOVIES	B660	5,685.9			5,685.9								
DIR NIGHT CLUBS & DISCOS	V167	1,687.5			1,596.5	91.0							
DIR PARTICIPATORY SPORTS	V162	11,452.8			11,452.8								
DIR PET STORES & SERVICES	V354	981.4			971.6	9.8							
DIR POOL CONTRACTORS	V175	724.9			724.9								
DIR PROF SERVICES	V129	10,951.4			10,951.4								
DIR REAL ESTATE AGENCIES	B451	105,118.7			103,601.6	1,517.1							
DIR REAL ESTATE DEV	B452	134,305.5			132,576.9	1,728.6							
DIR RECRUITMENT	B912	34,763.1			20,525.2	14,238.0							
DIR RELIGIOUS&CHARITABLE ORG	B322	19,359.8			19,158.1	201.7							
DIR RETAIL STORES	V390	17,734.0			17,366.2	367.8							
DIR SCHOOLS NEC	G850	2,030.7			2,013.8	16.9							
DIR SEMINARS & LECTURES	G820	1,134.8			1,134.8								
DIR SHOPPING CENTERS	V620	915.7			915.7								
DIR TP DOM	T433	12,465.3			12,136.1	329.1							
DIR TP FOREIGN	T434	1,917.0			1,917.0								
DIR TRAVEL SERVICES	T420	78,517.0			77,189.4	1,327.7							
DIR VETERINARIANS & PET SVC	V158	2,101.9			1,951.7	150.2							
DIR VOCATIONAL&TRAINING SCH	G840	5,024.1			5,019.8	4.3							
DIR WINE & WINE COOLERS	F620	702.9			702.9								
DIRECT APPLIANCE CENTER	V371	383.1			383.1								
DIRECT BUYING SERVICE	V359	372.1			247.6		124.5						
DIRECT ENERGY ELECT CO	V173	1,987.9			109.6		1,878.3						
DIRECT GENERAL INS AGNCY	B430	1,190.7					1,190.7						
DIRECT INSURANCE CO	B430	9,145.9					9,143.6	2.3					
DIRECT LINE TRAVEL&CRS	T420	873.0			873.0								
DIRECT SATELLITE TV SVC	B242	2,766.5	2,597.9		54.2		88.5	18.8	7.1				
DIRECT SELLING ASSN	B329	2,897.5	2,897.5										
DIRECT SOURCE APPAREL MEN & WOMEN DR	V810	584.6	60.0	248.4	276.2								
DIRECT SOURCE APPAREL WOMEN DR	V810	533.7	441.7		92.1								
DIRECT SOURCE MISC DR	V859	1,038.7	385.3	561.4	92.1								
DIRECTBUY SHWRM&DSGN CTR	V610	55,304.5	2,378.7	857.0	10,784.3	95.8	731.0	15,308.2	5,362.2	19,564.1	186.0	37.1	
DIRECTBUY.COM ONLINE	V610	422.8										422.8	
DIRECTORS MTG LOAN CORP CON SVC	B124	363.7			363.7								
DIRECTV SATELLITE SYSTEM	B242	256,218.0	14,540.5	134.4	6,614.9	8,850.2	590.0	126,711.0	31,658.0	3,164.6	59,759.3	765.0	3,430.0
DIRITO BROS AUTO DLR	V219	378.4			368.4	10.0							
DIRT CHEAP BEER & LIQUOR	V341	312.7					312.7						
DIRT DEVIL BROOM VAC	H223	8,197.5	40.8						8,021.0	135.7			
DIRT DEVIL I VACUUM CLEANER	H223	3,083.3							2,382.7		700.6		
DIRT DEVIL KONE HAND VACUUM	H223	4,906.3	327.0						825.6	1,365.6	2,388.1		
DIRT DEVIL KRUZ VACUUM CLEANER	H223	306.6	306.6										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DIRT DEVIL KURV HAND VAC	H223	306.6	306.6						3,577.3	32.2	1,819.9		
DIRT DEVIL REACTION VACUUM CLEANER	H223	6,042.6	613.2										
DIRT SERIES VIDEO	H532	652.1	288.6						7.3	117.6	238.6		
DIRTY DANCING VAR VIDEO DR	V873	394.0									394.0		
DIRTY ROTTEN SCOUNDRELS PLAY	V161	637.9			44.8				593.1				
DISABLED AMER VETERANS	B322	362.6	168.0			180.6			14.0				
DISARONNO AMARETTO LIQUEUR	F722	6,426.9									6,426.9		
DISC-LAST ONE STANDING PAID PROMO	B642	646.8							131.7		515.1		
DISC-MAN VS WILD PAID PROMO	B642	682.3	330.1			16.1			10.0		326.1		
DISCOUNT BOXES MISC DR	V859	522.3							5.6		516.7		
DISCOUNT CRD PRTY&GFT ST	V355	262.8				262.8							
DISCOUNT DIABETIC DRUGS/TOIL DR	V830	4,681.2	526.9	4,060.8		93.6							
DISCOUNT ELECT STORE	V361	264.8				264.8							
DISCOUNT HOME REMODELERS	V171	1,741.1				1,741.1							
DISCOUNT MATTRESS BARN	V377	857.3				756.5		100.8					
DISCOUNT TIRE CO INC	V241	15,424.4	1,208.1			8,512.8		1,796.9		3,752.5		154.1	
DISCOUNT TIRE DIRECT	V241	13,935.0	13,935.0										
DISCOUNT TIRE DIRECT STR ONLINE	V241	1,042.5	1,042.5										
DISCOUNT TIRE STORE	V241	1,743.2				1,453.3		289.8					
DISCOUNT WHEEL&TIRE STR	V380	290.5				286.9				3.5			
DISCOVER BANK CONSUMER SERVICES	B121	653.8	412.1				241.8						
DISCOVER BOATING ONLINE	B670	4,020.0	4,020.0										
DISCOVER CARD BUSINESS CARD	B111	591.5							192.4	3.5	97.9	297.7	
DISCOVER CARD CREDIT CARD	B111	19,423.2	14,496.2	409.2		150.2			2,509.0	6.9	490.1	1,117.9	243.7
DISCOVER MILES CREDIT CARD	B111	2,724.3	2,716.5			7.8							
DISCOVER MORE CREDIT CARD	B111	5,215.2	4,049.7			1,165.5							
DISCOVER MOTIVA CREDIT CARD	B111	32,110.0	10,154.3			1,165.5			12,277.4	28.2	1,525.1	6,959.4	
DISCOVER OPEN ROAD CREDIT CARD	B111	1,929.7	621.1			1,308.6							
DISCOVERBOATING.COM ONLINE	G430	4,665.0							109.3		739.5	3,816.2	
DISCOVERING FRCLSR PRFTS SEMINAR	G820	4,965.6				4,965.6							
DISCOVERY CHANNEL ANIMAL PLANET SOF	B532	333.7	333.7										
DISCOVERY CHANNEL BOOK CLUB DR	V823	345.1	345.1										
DISCOVERY CHANNEL CBL TV	B642	10,470.6	7,982.9	73.8		387.3	1,214.9	515.8					295.9
DISCOVERY CHANNEL CBL TV PAID PROMO	B642	1,758.7							100.0	409.2		22.2	790.6
DISCOVERY COVE PARK	T440	2,578.8				201.6	176.1					2,201.0	
DISCOVERY CRUISE LINE	T420	984.2				458.2		387.3		138.6			
DISCOVERY CRUISES	T412	2,300.2				2,247.7		7.7		44.8			
DISCOVERY HEALTH CBL TV	B642	2,059.0	1,205.9	682.2			170.9						
DISCOVERY HEALTH CBL TV PAID PROMO	B642	493.5							332.0	105.4		56.2	
DISCOVERY KINGDOM	T440	433.4						271.4					162.0
DISCOVERY LAND CO DEV	B452	309.6	309.6										
DISCOVERY PALMS RE DEV	B452	448.3				97.3	351.0						
DISCOVERY PLACE	V169	407.3				47.2				360.1			
DISCOVERY TIMES CABLE TV	B642	285.8					285.8						
DISCOVERY-LST ONE STNDNG PAID PROMO	B642	1,614.6	1,614.6										
DISC-PLANET EARTH PAID PROMO	B642	1,082.2	913.9				160.3					8.0	
DISC-SMASH LAB PAID PROMO	B642	391.7	391.7										
DISH ACTIVATION SERVICE	B242	584.6								584.6			
DISH NETWORK DVR	H511	629.8	40.4			589.4							
DISH NETWORK SATELLITE SYSTEM	B242	142,914.1	6,779.0	14,812.8		47,936.9	4,173.2	4,228.0	13,617.6	13,898.7	37.4	13,946.3	3,867.6
DISKEEPER DISKEEPER 2007 SOFTWARE	B532	1,548.4	1,548.4										19,616.6
DISNEY CHANNEL CABLE TV	B642	5,931.2	4,092.0			4.2		331.9	114.7	9.1		1.2	1,378.2
DISNEY CRUISES	T412	2,223.5	1,264.5			958.9							
DISNEY EPCOT CENTER	T440	272.9							270.7	2.2			
DISNEY FLIX VIDEO CAMERA	H511	865.3										865.3	
DISNEY HANNAH MT2 MEET MLY CYRS	H531	560.8	321.7						104.4			134.6	
DISNEY HIGH SCH MSCL 2 SNDTRCK	H531	768.4	268.8						139.0	17.4		343.1	
DISNEY HOTELS	T431	684.9											684.9
DISNEY HOTELS & RESORTS	T431	269.2											269.2
DISNEY HOTELS VACATION CLUB	T431	781.6	738.8					42.8					
DISNEY INTERACTIVE HIGH SCH MSCL/IT	G511	721.9	721.9										
DISNEY INTERACTIVE PIRATES/CRBN/END	G511	2,051.2									2,051.2		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DISNEY MEET/ROBINSONS/VIDEO GM	G511	475.7						93.7			382.0		
DISNEY MICKEYS TALKIN BN CLBHS	G544	861.0									861.0		
DISNEY MISC MERCHANDISE	G190	283.8	283.8										
DISNEY MOBILE WIRELESS SERVICE	B223	6,904.6	624.2		2,926.3			284.0	1,479.9	80.8	1,261.5	247.9	
DISNEY ON BROADWAY VAR PLAYS	V161	581.0	63.8		356.4	123.4			37.4				
DISNEY ON ICE SHOW	V161	6,822.3	242.0		1,331.7		228.1		5,020.5				
DISNEY PRESS HIGH SCH MUSICAL BOOK	B610	657.7	431.1	226.6									
DISNEY PRINCESS ROYAL TALKING VANITY	G549	992.7									992.7		
DISNEY PRNCS ENCHNTD TLS VIDEO	H532	3,233.2	532.8					701.0	5.2	265.7	1,728.5		
DISNEY VACATION CLUB DEV	B452	659.7	224.5	46.0	40.2				348.9				
DISNEY VAR RECORDINGS	H531	491.8	491.8										
DISNEY VAR RECORDINGS DR	V871	479.7									479.7		
DISNEY VAR VIDEOS DR	V873	629.8									629.8		
DISNEY.COM ONLINE	B670	9,407.1	979.4					4,230.2	126.2		3,678.1	393.2	
DISNEYFAMILY.COM ONLINE	B670	298.7	50.4						248.3				
DISNEYLAND 1/2 MARATHON	V162	294.4	294.4										
DISNEYLAND RESORT	T431	14,977.9	310.1		5,554.4		947.7		8,125.2	34.5	6.0		
DISNEYLAND THEME PARK	T440	15,300.2			150.6		2,434.1	41.3	9,853.1	7.4			2,813.6
DISNEYMOVIEREWARDS.COM ONLINE	B670	342.7									342.7		
DISNEYPARKS.COM ONLINE	B670	27,595.4	2,149.0					15,676.4	403.0	3,276.9	6,090.1		
DISNEYS HOTELS/RESORTS	T431	1,195.4			1,195.4								
DISN-MY FRIENDS TGR&PH PAID PROMO	B642	1,680.0	1,680.0										
DISN-WIZARDS/WAVERY PLC PAID PROMO	B642	367.3	366.8						0.5				
DISTANCE LEARNING	G850	346.4				346.4							
DISTRICT CRT/JHNSN CNTY	B315	333.7		333.7									
DISTRICT RE DEV	B452	254.9	254.9										
DISTRICT/COLUMBIA LTRY	B314	2,274.3			1,715.5		228.3		330.5				
DISTURBIA VIDEO	H532	2,964.1	196.5					1,202.2	193.6	362.8	751.4		257.6
DITECH.COM CONSUMER SERVICES	B124	47,204.8	670.3		572.8	432.8			229.8	174.7	45,056.9		67.6
DITECH.COM ONLINE	B124	3,387.6			41.9		1,541.2		0.0		1,804.5		
DITTMAR CO RE DEV	B452	289.4			289.4								
DITTRICH FURS STORE	V312	293.1			231.0				62.2				
DIUREX WATER PILLS	D559	1,031.7						58.1	10.7	38.9	924.0		
DIVERSIFIED MORTGAGE CON SVC	B124	1,082.3			1,076.6				5.7				
DIVI RESORTS CARIBBEAN	T432	415.7	415.7										
DIVIDED WE FAIL ORG	B329	1,591.0			44.6			0.0	90.7		1,455.8		
DIVIDEND HOMES	B452	410.5			341.0								69.5
DIVORCE CENTER	V151	306.6			306.6								
DIVOSTA HOMES RE	B452	425.1			407.3		3.3		14.5				
DIXIE CRYSTAL SUGAR	F110	504.4	88.2										416.2
DIXIE DISPOSABLE PLATES	H339	2,321.9						751.4	7.2	245.9	1,317.4		
DIXIE HOMECAFTERS CONTR	V171	697.3		697.3									
DIXIE NISSAN	V212	838.2			702.8		27.6		107.8				
DIXIE PAPER CUPS	H339	7,422.4	2,076.1	907.6				1,487.0	3.3	534.3	2,414.0		
DIXIE PAPER CUPS & PLATES	H339	599.4	541.8								57.6		
DIXIE STAMPEDE DNR&SHW	V161	730.7					148.9		581.8				
DIXIE ULTRA PAPER PLATES	H339	7,441.2	3,488.3	907.6				1,676.8	9.3	207.1	1,152.2		
DIY NETWORK CABLE TV	B642	2,909.8	93.5		2,816.3					67.6	663.3	282.3	
DIY NETWORK CABLE TV PAID PROMO	B642	1,013.2								107.2	31.0	83.9	
DIY-COOL TOOLS PAID PROMO	B642	311.8	89.8										
DKNY APPAREL	A990	8,391.2	8,391.2										
DKNY BRAS & PANTIES WOMEN	A220	931.2	931.2										
DKNY BRAS WOMEN	A220	830.1	830.1										
DKNY DELICIOUS NIGHT FRAGRANCE WOMEN	D180	2,784.5	2,784.5										
DKNY JACKETS & JEANS M & W	A120	656.5	656.5										
DKNY JACKETS & JEANS MEN	A120	353.0	353.0										
DKNY JACKETS & JEANS WOMEN	A120	1,823.6	1,823.6										
DKNY JEANS MEN	A120	626.2	626.2										
DKNY JEANS WOMEN	A142	298.3	298.3										
DKNY RED DELICIOUS FRAGRANCE M & W	A142	571.4	571.4										
DKNY RED DELICIOUS FRAGRANCE WOMEN	D410	450.3	450.3										
D180	470.8	470.8											

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DKNY RTW MEN & WOMEN	A190	1,637.0	1,637.0										
DKNY STORE FAMILY	V311	517.3			58.7	458.7							
DKNY STORE MEN & WOMEN	V311	639.7	277.4				362.3						
DKNY STORE WOMEN	V311	1,512.2	1,512.2										
DKNY SUITS MEN	A130	1,637.0	1,408.3	228.7									
DKNY SUNGLASSES	A430	655.0	655.0										
DKNY WATCHES	A520	2,690.1	2,690.1										
DLA PIPER ATTY	V151	857.4	190.4		83.1	584.0							
DLA PIPER RDNCK GRY CRY CP	V151	688.4			109.7	578.7							
DOA DEAD OR ALIVE VIDEO	H532	321.2						18.2	0.3	83.7	218.9		
DOAN AUTO DLR	V219	379.9			379.9								
DOBBS FORD	V211	530.8			512.1				18.7				
DOBBS TIRE & AUTO CTR	V241	1,415.9			129.8		67.5		1,218.6				
DOC OPTICAL CENTERS	V135	2,051.8			115.0				1,936.8				
DOCKERS APPAREL	A990	4,932.0	4,842.0				90.0						
DOCKERS CLOTHING STORE MEN	V311	648.7	648.7										
DOCKERS PANTS & SHIRTS MEN	A141	278.4	278.4										
DOCKERS PANTS & SHIRTS WOMEN	A141	613.4	613.4										
DOCKERS PANTS & SHORTS MEN	A141	2,583.4	2,583.4										
DOCKERS PANTS MEN	A141	294.5	234.5				60.0						
DOCKERS RTW & ACCESSORIES MEN	A190	5,182.8	5,182.8										
DOCKERS RTW MEN	A190	2,689.4	2,689.4										
DOCKERS RTW WOMEN	A190	677.3	677.3										
DOCKERS SPORTSWEAR WOMEN	A141	299.1	299.1										
DOCKERS.COM ONLINE	A190	302.0	242.0				60.0						
DOCTOR BRNSTN HLTH&DT CL	D800	254.3		254.3									
DOCTOR STRANGE VIDEO	H532	558.9						3.8	89.3	465.9			
DOCTORS CARE CENTER	V133	467.4		1.8		457.7		7.9					
DOCTORS CHOCOLATE FOOD DR	V840	569.6	569.6										
DOCTORS FOSTER & SMITH MISC DR	V859	1,837.4					105.6	225.1	187.6	1,319.0			
DOCTORS HOSPITAL	V133	275.4		47.8		166.7		61.0					
DOCTORS NIGHTGUARD MOUTH GUARD	D219	1,799.3						2.1	149.6	1,647.7			
DOCTORS SAY YES CONSUMER SERVICES	B124	11,540.3	11,540.3										
DOCTORS VALU VISION CTR	V135	1,004.1		2.0				1,002.1					
DOCTORS VISION WORKS CTR	V135	351.1		351.1									
DOCTORS VISIONWORKS	V135	474.5		22.9				451.6					
DOCTORSSAYYES FINANCIAL CONSUMER SVC	B129	1,904.7	510.7	1,394.0									
DODD CAMERA & VIDEO STR	V361	612.3		612.3									
DODD FOR PRESIDENT	B331	551.7						547.5		4.1			
DODGE AUTO&TRK AVENGER & RAM PKUP	T111	298.3						298.3					
DODGE AUTO&TRK CALIBER&RAM PICKUP	T114	459.3						459.3					
DODGE AUTO&TRK DIV CP	T114	2,250.4	6.5					1,741.6	0.2	502.1			
DODGE AUTO&TRK VAR	T114	81,303.2		31,221.4	546.7	5,309.4	8,212.2	29,782.1	35.4	4,391.6		1,804.4	
DODGE AUTO&TRK VAR LEASING	T114	2,945.4		2,414.7	530.7								
DODGE AUTOS AVENGER	T111	57,061.7	23,415.0	55.9	700.4		21,587.1	2,012.4	489.0	8,801.9			
DODGE AUTOS AVENGER & CALIBER	T111	421.5											
DODGE AUTOS AVENGER & CHARGER	T111	2,867.3						1,181.3	1,657.0	29.0			
DODGE AUTOS CALIBER	T111	11,391.1	1,735.4	952.9	134.0			1,681.2	4,494.5	2,393.1			
DODGE AUTOS CALIBER LEASING	T111	2,287.5								2,287.5			
DODGE AUTOS CHARGER	T111	11,729.5	2,953.7	323.7	895.0			2,853.9	2,877.3	1,826.0			
DODGE AUTOS CHARGER & MAGNUM	T111	330.8								330.8			
DODGE AUTOS VAR	T111	15,694.5		838.9						14,855.6			
DODGE BUSINESSLINK ONLINE	B543	352.6	352.6										
DODGE CARGO VANS SPRINTER	T132	1,444.6	1,444.6										
DODGE CITY OF MCKINNEY	V211	1,325.0		1,325.0									
DODGE DLR ASSN AVENGER LEASING	T121	444.3							444.3				
DODGE DLR ASSN CALIBER LEASING	T121	382.3							382.3				
DODGE DLR ASSN CARAVAN	T121	1,179.7	38.7	319.6					821.4				
DODGE DLR ASSN CARAVAN & NITRO	T121	1,004.2							1,004.2				
DODGE DLR ASSN CARAVAN & RAM PICKUP	T121	1,014.5							1,014.5				
DODGE DLR ASSN CARAVAN LEASING	T121	1,098.3							1,098.3				
DODGE DLR ASSN CHARGER LEASING	T121	392.8							392.8				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DODGE DLR ASSN DAKOTA & RAM PICKUP	T121	2,927.8							2,927.8				
DODGE DLR ASSN DURANGO & PICKUPS	T121	3,460.8							3,460.8				
DODGE DLR ASSN NITRO	T121	4,069.2							4,069.2				
DODGE DLR ASSN NITRO LEASING	T121	2,569.7							2,569.7				
DODGE DLR ASSN RAM PICKUP	T121	18,837.3							18,837.3				
DODGE DLR ASSN RAM PICKUP LEASING	T121	1,358.2							1,358.2				
DODGE DLR ASSN VAR AUTO&TRK	T121	48,952.3			4,954.5		2,525.6		4,688.8				36,783.5
DODGE DLR ASSN VAR AUTOS	T121	1,833.0							1,833.0				
DODGE DLR ASSN VAR TRUCKS	T121	3,755.7			164.7				3,591.1				
DODGE OF BURNSVILLE	V211	530.5				530.5							
DODGE OF WINTER PARK	V211	283.1				283.1							
DODGE THEATRE	V161	492.2				492.2							
DODGE TRUCKS CARAVAN	T117	83,934.2	22,703.5		414.2	411.2		26,828.3	23,622.2	12.9	9,941.9		
DODGE TRUCKS CARAVAN & NITRO	T117	1,562.5							1,562.5				
DODGE TRUCKS CARAVAN & RAM PICKUP	T117	1,158.4			573.2				585.2				
DODGE TRUCKS CARAVAN LEASING	T117	2,067.0						235.4	1,831.6				
DODGE TRUCKS DAKOTA	T117	777.5	605.4						172.1				
DODGE TRUCKS DAKOTA & DURANGO	T117	786.5							786.5				
DODGE TRUCKS DURANGO & PICKUPS	T117	10,147.2						243.1	9,625.3		278.8		
DODGE TRUCKS NITRO	T117	35,078.3	10,588.7		117.2	1,213.7		13,762.0	5,461.6	231.8	3,703.3		
DODGE TRUCKS NITRO LEASING	T117	1,225.4			284.4				940.9				
DODGE TRUCKS RAM PICKUP	T117	80,479.7	3,487.7		1,301.4	884.4		25,583.8	39,226.6	225.9	7,660.8		2,109.1
DODGE TRUCKS RAM PICKUP LEASING	T117	2,004.4							2,004.4				
DODGE TRUCKS VAR	T117	21,286.6			1,403.5				1,069.8	17,245.5	33.8	1,534.0	
DODGE TRUCKS VIGNETTE	T117	578.7							324.6			254.0	
DODGELAND	V211	408.2							408.2				
DOERR FURNITURE CO	V375	583.6			149.8				433.8				
DOGS DESERVE BETTER/PSA	B323	424.4							34.9		389.5		
DOGWOOD HOMES REALTY	B451	460.2			460.2								
DOITFORYOURBABY.COM ONLINE	B670	4,950.4	4,950.4										
DOLANS LUMBER WINDOWS&DR	V376	419.3			399.9				19.5				
DOLCE & GABBANA APPAREL	A990	19,559.0	18,251.8	228.7			1,078.5						
DOLCE & GABBANA APPAREL & EYEWEAR	A990	1,109.6	1,109.6										
DOLCE & GABBANA COATS & SUITS MEN	A120	607.8	379.1	228.7									
DOLCE & GABBANA COATS WOMEN	A120	566.2	566.2										
DOLCE & GABBANA DRESSES & SHOES W	A130	363.0	363.0										
DOLCE & GABBANA DRESSES WOMEN	A130	636.9	408.2	228.7									
DOLCE & GABBANA EYEWEAR	D630	3,604.6	3,179.6	228.7	41.8	154.5							
DOLCE & GABBANA FRAGRANCE MEN	D410	2,069.4	1,821.0	114.4	74.1								
DOLCE & GABBANA FRAGRANCE WOMEN	D180	425.2	265.0			160.3							
DOLCE & GABBANA HANDBAGS & SHOES W	A410	387.3	387.3										
DOLCE & GABBANA HANDBAGS WOMEN	A410	1,413.3	1,370.3		42.9								
DOLCE & GABBANA JEANS MEN	A142	290.4	290.4										
DOLCE & GABBANA JEWELRY	A510	327.5	215.8							111.7			
DOLCE & GABBANA RTW MEN	A190	856.2	856.2										
DOLCE & GABBANA RTW MEN & WOMEN	A190	1,676.3	1,553.6			122.7							
DOLCE & GABBANA SPORTSWEAR MEN	A141	588.9	588.9										
DOLCE & GABBANA SUITS MEN	A130	604.0	375.3	228.7									
DOLCE & GABBANA SUNGLASSES	A430	4,549.1	3,959.8	228.7	152.7	207.9							
DOLCE & GABBANA THE ONE FRAGRANCE W	D180	9,315.4	7,472.3						1,843.1				
DOLCE & GABBANA WATCHES	A520	1,492.5	1,116.4								376.1		
DOLCE VITA MISC DR	V859	459.1							1.2	224.8	233.1		
DOLCE&GABBANA CLTHNG STR FAMILY	V311	322.5	16.7		278.8	27.1							
DOLCE&GABBANA CLTHNG STR MEN & WOMEN	V311	280.4			0.4		280.0						
DOLCE&GABBANA LIGHT BLUE FRAGRANCE M	D410	5,870.3	4,563.4	737.6	88.5	480.8			0.1				
DOLCE&GABBANA LIGHT BLUE FRAGRANCE W	D180	9,229.7	9,229.7										
DOLE BANANAS	F322	522.5						520.0			2.5		
DOLE FRUIT PARFAITS	F322	861.6	861.6										
DOLE FRUITS	F322	2,185.8	2,110.2	66.9		8.7							
DOLIVEIRA & ASSOC ATTY	V151	521.0							521.0				
DOLL HOSP&TOY SLDR SHP	V363	339.8			339.8								
DOLLAR BANK CONSUMER SERVICES	B121	2,863.0			2,522.3		338.9		1.7				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DOLLAR GENERAL STORE	V359	6,319.2			942.9		4.4	700.4	2.1		3,032.9	1,513.3	123.2
DOLLAR LOAN CENTER CONSUMER SERVICES	B124	439.2					58.6		380.6				
DOLLAR RENT-A-CAR	T151	2,772.8	1,670.3		19.9	852.1	205.5		24.9				
DOLLAR STORE	V359	404.6			404.6								
DOLLAR TREE STORE	V359	834.9			556.4								278.6
DOLLHOUSE APPAREL	A990	777.7	663.3	114.4									
DOLLHOUSE SHOES & SPORTSWEAR WOMEN	A310	1,048.9	934.5	114.4									
DOLLYWOOD AMUSEMENT PARK	T440	1,609.7					91.2		1,518.5				
DOLPHIN CARPET& TILE STR	V373	2,305.2			844.8		16.0		1,444.4				
DOLPHIN DISCOVERY	T440	482.5	482.5										
DOM PERIGNON CHAMPAGNE	F620	595.1	593.5		1.6								
DOMAIN HOME FASHIONS STR	V372	1,611.8		343.1	1,262.3	6.4							
DOMAIN STORE	V379	267.4	38.7	228.7									
DOMESTICATIONS HOUSEHOLD DR	V872	263.1	263.1										
DOMICILE FURNITURE STORE	V375	1,004.5			1,004.5								
DOMINICAN REPUBLIC INDUSTRIAL DEV	B840	585.1	585.1										
DOMINICAN REPUBLIC TP	T434	2,861.1	938.7		108.2	231.9	45.0		834.6		702.7		
DOMINICKS GROCERY STORE	V345	7,590.8			3,946.1				3,639.9		4.8		
DOMINION CHEVROLET	V211	262.4			23.0				239.4				
DOMINION ENERGY SERVICE	V173	1,601.5			7.9				1,593.6				
DOMINION HOMES RE DEV	B452	464.8					229.9		234.9				
DOMINION RESOURCES CP	V173	258.5			258.5								
DOMINION UTILITY CO	V173	2,745.6			2,602.7	142.9							
DOMINION VA POWER CO	V173	847.9			846.0		1.9						
DOMINO 2 GO	B623	256.7	256.7										
DOMINO BAZAAR	V164	763.5	763.5										
DOMINO HOME REGISTER	V129	300.5	300.5										
DOMINO SUGAR	F110	309.0	309.0										
DOMINOS PIZZA RESTAURANT	G320	113,249.2	410.3		893.8		323.9	64,585.4	14,803.3		31,688.6	162.6	381.4
DOMTAR PAPER	B722	302.3	301.6		0.7								
DOMUS DESIGN CENTER	V129	391.6	331.9			59.7							
DOMUS DESIGN FURN STR	V375	2,022.0	1,221.5	800.5									
DON BOHN AUTO DLR	V219	453.5			453.5								
DON BOHN FORD	V211	314.0			211.7		47.4		54.9				
DON BOHN LINCOLN MERCURY	V211	765.9			765.9								
DON BROWN CHEVROLET	V211	634.7			208.1				426.6				
DON CARLTON HYUNDAI	V212	348.5			162.8				185.7				
DON CHALMERS FORD	V211	514.9			143.1				371.8				
DON DAVIS AUTO GROUP	V219	2,022.8			1,486.1		92.8		443.8				
DON HERRING MITSUBISHI	V212	491.3			322.0				169.3				
DON HEWLETT BUICK CHEV	V211	590.3			590.3								
DON JOSEPH SCION/TOYOTA	V212	279.3			23.1				256.3				
DON JULIO TEQUILA	F733	1,090.6	1,016.6				73.9						
DON KNOT FORD LINC MERC	V211	432.4			432.4								
DON MASSEY CADILLAC	V211	879.5			854.4				25.1				
DON MCCUE CHEVROLET	V211	856.3			856.3								
DON MILLER MAZDA	V212	275.5							275.5				
DON MILLER SUBARU	V212	373.1							373.1				
DON PABLOS MEX KITCHN&CSN	G320	2,628.3			351.9								2,276.5
DONAHOO FORD	V211	1,358.2			1,322.0				36.2				
DONALD J PLINER HANDBAGS & SHOES W	A410	429.5	429.5										
DONALD J PLINER SHOE STR MEN	V313	385.5	385.5										
DONALD J PLINER SHOE STR WOMEN	V313	1,441.7	1,441.7										
DONALD T STERLING FNDTN	B329	605.5			605.5								
DONALD T STERLING FNDTN &LS ANGLS CL	B329	947.5			947.5								
DONALD T STERLING RE DEV	B452	3,099.0			2,554.6	544.4							
DONATE BLOOD/PSA	B323	3,192.7						1.0	3,054.6		137.1		
DONATE LIFE ORG	B322	943.8					277.5	23.1	643.2				
DONATE LOCAL ORG	B322	355.9			328.9		27.0						
DONATOS PIZZA RESTAURANT	G320	3,884.5			63.4		112.0		3,656.4				52.7
DON-A-VEE CHRYSLER JEEP	V211	1,591.6			1,591.6								
DONE VIDA ORG	B329	560.1							560.1				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DONGHIA HOUSEHOLD FURNISHINGS	H190	472.4	472.4										
DONLEN FLEET MGT SVC	V129	260.3	260.3										
DONNA KARAN BEDDING	H142	807.3	807.3										
DONNA KARAN BRAS WOMEN	A220	349.5	349.5										
DONNA KARAN CLOTHING STR MEN & WOMEN	V311	3,476.2	3,146.0	228.7			101.5						
DONNA KARAN CLOTHING STR WOMEN	V311	4,213.7	3,985.0	228.7									
DONNA KARAN GOLD FRAG & RTW WOMEN	D180	487.7	487.7										
DONNA KARAN GOLD FRAGRANCE WOMEN	D180	2,375.3	2,375.3										
DONNA NADEAU SLEEPWEAR WOMEN	A290	369.9	369.9										
DONNELLEY DIRECTORY	B232	2,784.6					213.9						2,570.7
DONNELLY DIRECTORY	B232	1,038.7					1,038.7						
DONNIE BRASCO & REVENGE VIDEOS	H532	318.9	318.9										
DONOHO'S FINE JEWELRY	V314	1,068.2	336.2		468.8		128.9		134.4				
DONORS CHOOSE ORG	B329	257.9							216.3		41.6		
DONORS CHOOSE ORG/PSA	B323	23,524.2						23,458.9	60.9		4.4		
DONT ALMOST GIVE/PSA	B323	1,262.1						131.5	394.9		735.7		
DONT DRINK & DRIVE/PSA	B323	2,451.6						120.9	2,238.3		92.3		
DONT LITTER/PSA	B323	290.5									290.5		
DONT PASS GAS ORG/PSA	B323	487.4						13.0	393.1		81.3		
DONT SMOKE/PSA	B323	534.2						89.1	445.1				
DONTSAYWHAT.ORG ONLINE	B549	545.4				545.4							
DONZI BOATS	G430	778.8	778.8										
DOO GRO MEGA THICK HAIR CARE PDT'S	D320	608.4	608.4										
DOONBEG GOLF CLUB	V162	719.6	719.6										
DOONEY & BOURKE HANDBAGS WOMEN	A410	2,962.6	2,737.9		206.8	17.8							
DOONEY & BOURKE STORE	V357	3,262.5	2,708.8	436.6	56.5	60.6							
DOOR STORE FURN STORE	V375	2,158.9	1,227.4		592.7	338.8							
DOORMASTERS/TX HOME CTR	V376	408.4			408.4								
DORA JEWELRY	A510	349.9	349.9										
DORA THE EXPLORER MISC MERCHANDISE	G190	833.9	329.9								504.0		
DORA/EXPLORER MSCL SCH D VIDEO	H532	335.7	335.7										
DORA/EXPLORER PUPPY PWR VIDEO	H532	294.2	294.2										
DORA/EXPLORER SVS/MRMD'S VIDEO	H532	410.5						51.9	0.0		358.6		
DORA/EXPLR DR SVS/MRMD'S VIDEO	H532	416.5	340.8								75.7		
DORAL BOATS	G430	576.6	576.6										
DORAL HYUNDAI	V212	301.0			301.0								
DORFMAN JEWELERS	V314	392.3	362.0		30.3								
DORIAN FORD	V211	863.5			863.5								
DORIGNACS FOOD CENTER	V346	1,046.6			1,046.6								
DORIS ITALIAN AMER MKT	V346	1,577.2			1,577.2								
DORIS LESLIE BLAU CARPETS	H131	491.9	491.9										
DORIS PANOS JEWELRY	A510	332.7	332.7										
DORITOS COLLISIONS TORTILLA CHIPS	F530	3,048.9								3,048.9			
DORITOS TORTILLA CHIPS	F530	12,345.8						7,551.8	35.8	482.0	4,275.6	0.7	
DORMIA BEDDING STORE	V377	1,809.7			1,795.3		14.4						
DORNA USA ADV	B651	355.0					355.0						
DORNEY PARK AMUSE PRK	T440	1,386.0			7.6		73.5		1,290.3				14.6
DOROTHY CHANDLER PVLN	V161	287.9			278.4	9.5							
DORSCHEL NISSAN	V212	264.4			50.2				214.1				
DORSCHEL TOYOTA	V212	259.5							259.5				
DORSCHEL VOLKSWAGEN	V213	275.7			201.4				74.3				
DORSEY SCHOOL/BUSINESS	G810	309.7							309.7				
DOS EQUIS BEER	F611	7,519.4	2,096.2				1,185.1		4,022.7				215.4
DOS GALLOS ANTIQUE FURN	V379	648.5	648.5										
DOTEN HYUNDAI	V212	960.6			960.6								
DOUBLECLICK ADV ONLINE	B651	285.6			3.5	282.1							
DOUBLEDAY BOOK CLUB DR	V823	20,265.1	19,814.5	375.2		75.4							
DOUBLEDAY ENTERTAINMENT MISC DR	V899	449.1		449.1									
DOUBLEDAY JESUS OF NAZARETH BOOK	B610	358.9	358.9										
DOUBLEDAY LARGE PRINT VAR BOOKS DR	V823	12,593.1	11,639.1	954.0									
DOUBLEDAY PLAYING/PIZZA BOOK	B610	259.9				195.1			60.3		4.5		
DOUBLEDAY VAR BOOKS	B610	2,318.7	686.8		45.2	1,586.7							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DOUBLETREE HOTELS	T431	15,252.6	5,522.6		186.4	5,131.2	638.9		33.3		3,740.3		
DOUG FOX TRAVEL & CRUISE	T420	387.9			387.9								
DOUG RUSSELL MARINE SPRT GDS DR	V851	925.6	925.6										
DOUG STANLEY FORD	V211	685.4			314.9		61.9		308.6				
DOUGLAS NISSAN	V212	1,367.6							1,367.6				
DOVE & DOVE HEARTS CANDY	F510	1,561.6	1,561.6										
DOVE ADVANCED COLOR CARE HAIR/PDTS	D320	2,239.6	1,185.4					883.9	1.0	30.1	139.3		
DOVE BEAUTY BAR SOAP	D221	15,504.9	6,721.3		10.3	381.0		6,124.9	158.6	1,177.6	931.2		
DOVE CANDY	F510	16,635.1	2,944.9					6,306.8	30.5	1,851.8	5,480.6		20.4
DOVE COOKIES	F343	639.0	639.0										
DOVE CREAM OIL BODY WASH	D223	35,136.3	9,128.9	1,692.1		243.6		17,332.1	282.0	3,586.4	2,871.2		
DOVE DARK CANDY	F510	3,103.6	3,103.6										
DOVE ENERGY GLOW BODY LOTION	D110	5,768.7	1,318.7					2,830.1	250.2	1,113.4	256.4		
DOVE ENERGY GLOW BODY LTN&FCL MSTRZR	D110	6,790.7	6,790.7										
DOVE HAIR CARE PDTS	D320	1,130.7	1,130.7										
DOVE ICE CREAM	F313	2,497.3	2,268.6	228.7									
DOVE ICE CREAM BARS	F313	3,818.9	3,590.2	228.7									
DOVE INTENSE DAMAGE HAIR CARE PDTS	D320	5,867.2	3,657.0	630.7				914.1	2.2	223.1	440.1		
DOVE INTENSE DAMAGE SHAMPOO & COND	D320	12,360.8						8,238.1	44.9	1,614.5	2,463.4		
DOVE MOISTURIZING SHAMPOO & COND	D320	14,432.1	2,508.5					7,364.6	70.7	1,938.1	2,550.3		
DOVE MTN RE DEV	B452	445.2											
DOVE NOURISHING LIQUID HANDWASH	D221	1,530.5	1,530.5										
DOVE PRO-AGE BODY CREAM OIL	D110	992.7	992.7										
DOVE PRO-AGE BODY LOTION	D110	5,693.4	5,693.4										
DOVE PRO-AGE HAIR & SKIN CARE PDTS	D320	10,896.6	10,464.6	432.0									
DOVE PRO-AGE HAIR CARE PDTS	D320	14,629.3	5,465.6					5,312.7	909.6	1,247.1	1,694.4		
DOVE SHEER MOISTURE HAIR CARE PDTS	D320	951.5	951.5										
DOVE SKIN VITALIZER	D160	13,019.7	4,027.3	454.1							8,538.3		
DOVE THERAPY HAIR CARE&STYLING PDTS	D320	1,001.0	1,001.0										
DOVE THERAPY SHAMPOO & CONDITIONER	D320	3,230.3						1,954.4	9.4	537.4	729.1		
DOVE ULTIMATE CLEAR AP/DEOD	D260	16,135.9						5,925.7	381.0	4,439.5	5,389.8		
DOVE VAR SHAMPOOS	D320	2,155.0	2,155.0										
DOVEPROAGE.COM ONLINE	B670	3,808.6	701.4					2,641.2	4.3	441.6	20.2		
DOVER AUTO DLR	V219	316.1		316.1									
DOVER BUSINESS COLLEGE	G810	277.0		277.0									
DOVER DOWNS GAMING&ENTER	V169	404.8				404.8							
DOW AUTOMOTIVE SERVICES	V129	259.1				259.1							
DOW CHEMICAL CO	B821	780.7	538.0		6.5	196.3	39.9						
DOW CHEMICAL CO CP	G930	40,267.3	26,740.8		36.9	1,799.1		2,380.0	94.2		9,216.4		
DOW JONES & CO INC CP	G930	1,049.3		103.3		946.0							
DOW JONES & CO INC RADIO PROGRAM	G930	3,550.5				3,550.5							
DOW JONES INDEXES CONSUMER SERVICES	B129	1,002.6				1,002.6							
DOW JONES NEWSPLUS ONLINE	B670	963.5	43.1			920.4							
DOW JONES NEWWIRES ONLINE	B670	4,227.9	154.7			4,073.2							
DOW JONES WEBREPRINT ONLINE	B670	1,784.0				1,784.0							
DOW XLA FIBERS IN APPAREL	A920	475.8	475.8										
DOWNERS GROVE DODGE	V211	272.3		272.3									
DOWNNEY SAVINGS BANK CONSUMER SVC	B121	3,669.7		3,663.3									6.5
DOWNSVIEW CABINETS	H619	1,877.7	1,877.7										
DOWNTOWN FORD	V211	393.7		244.7				149.0					
DOWNTOWN LA MERCEDES BNZ	V213	1,523.9		1,523.9									
DOWNTOWN LA NISSAN	V212	393.8						393.8					
DOWNTOWN LIVING EVENT	V169	289.0		289.0									
DOWNTOWN MERCHANTS ASSN	V620	257.2		1.0				256.2					
DOWNTOWN NASHVILLE NSN	V212	653.6						653.6					
DOWNTOWN RENO TP	T433	509.1		509.1									
DOWNY SIMPLE PLEASURES LIQ FAB SFTNR	H423	2,383.3	2,274.4					18.8		90.1			
DOWNY ULTRA LIQ FABRIC SOFTENER	H423	24,798.3		1,484.1				7,289.0	890.1	2,481.4	12,534.1		119.7
DOWNY ULTRA PURE ESENTLS LIQ FAB SFT	H423	8,302.4						1,743.2	199.9	1,533.1	4,826.2		
DOYLESTROOM.NET ONLINE	V169	346.5						1.4		290.0	55.2		
DOYLESTOWN HOSPITAL	V133	283.7		283.2				0.5					
DPI TELE-CONNECT RESIDENTIAL	B222	400.7						400.7					

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DR ANDREW WEIL/ORIGINS SKIN CR PDT\$	D110	348.4	348.4										
DR BIZERS VISION WORLD	V135	768.8			10.3				758.5				
DR BLAINES DRUGS/TOILETRIES DR	V830	2,593.2							0.2		2,593.0		
DR BROWNS NAT FLOW SPILL-PROOF CUPS	H232	591.7	591.7										
DR BROWNS NATURAL FLOW BABY BOTTLES	H232	1,966.3	1,966.3										
DR BROWNS NATURAL FLOW BREAST PUMP	H232	793.3	793.3										
DR COMFORT SHOES MEN & WOMEN	A310	602.7	602.7										
DR FRANKS DRUGS/TOILETRIES DR	V830	16,448.1						51.2	628.0	217.6	15,551.3		
DR FRANKS MISC DR	V859	252.5							4.6		247.8		
DR HORTON AMER HMBLDR DV &MLR SCN TY	B452	261.0		261.0									
DR HORTON HOME BLDR DEV	B452	8,768.7			3,791.3		4,607.3		370.1				
DR LAWN & GARDEN PDT\$ DR	V853	26,415.7			18.5				387.9	1,406.0	24,603.3		
DR MARTENS BOOTS WOMEN	A310	527.1	354.3	172.8									
DR MIRACLES HAIR PDT\$	D390	2,359.5	1,314.7								1,044.8		
DR PACHECO NTRLMTN DRUGS/TOIL DR	V830	9,049.6							9,049.6				
DR PEPPER SOFT DRINK	F441	34,104.0	1,073.5		16.0		3,801.0	19,936.4	821.6	44.1	7,898.0	450.0	63.4
DR POWER EQUIP LAWN & GARDEN PDT\$ DR	V853	1,595.8	1,322.8	165.1	107.9								
DR SCHOLLS BACK PAIN RLF INSERTS	A390	1,986.5	1,933.5						53.0				
DR SCHOLLS FOR HER INSOLES	A390	12,128.3	2,948.4						5,571.5	60.8	2,615.6	932.1	
DR SCHOLLS FREEZE AWAY WART REMOVER	D559	6,310.7							1,202.5	60.2	2,504.6	2,543.4	
DR SCHOLLS HEEL PAIN RLF INSOLES	A390	1,758.4	1,758.4										
DR SCHOLLS MASSAGING GEL INSOLES	A390	20,196.9							12,021.5	300.7	2,131.0	5,075.0	668.7
DR TAVEL ONE HOUR OPTCL	V135	417.6							417.6				
DR VARONS SKIN CARE PDT\$	D110	491.9	279.0	203.4					9.5				
DRAGONBALL Z SERIES VIDEOS	H532	339.8	248.9									90.9	
DRAMBIUE LIQUEUR	F722	1,005.3	1,005.3										
DRAPERY FACTORY	V374	411.7			411.7								
DRAPERY SOURCE	V374	490.9			490.9								
DRAUGHONS BUSINESS CLG	G810	364.2							364.2				
DREAM CATCHERS HAIR EXTENSIONS	D350	1,256.6	1,256.6										
DREAM CONCERT EVENT	V161	1,076.4							319.4		757.0		
DREAM DINNERS CATERING	V140	835.2	62.6	736.0	36.6								
DREAM HOUSE RAFFLE CNTST	V169	1,706.8			1,706.8								
DREAM HOUSE/MODERN BRIDE	B623	1,016.4	1,016.4										
DREAM PDT\$ APPAREL MEN & WOMEN DR	V810	1,834.5	955.1	879.4									
DREAM PDT\$ APPAREL WOMEN DR	V810	3,753.3	1,859.7	1,801.6	92.1								
DREAM PDT\$ DRUGS/TOILETRIES DR	V830	1,154.7	807.9	346.8									
DREAM PDT\$ MISC DR	V859	1,327.3	940.5	305.0	81.8								
DREAM PDT\$ SPORTING GOODS DR	V851	298.2	60.0	238.2									
DREAMFIELDS PASTA	F250	4,327.5	4,327.5										
DREAMGIRLS VIDEO	H532	7,040.8	897.3						3,755.3	538.2	413.4	1,153.1	283.6
DREAMS RESORTS & SPAS MEXICO	T432	1,016.6	787.9	228.7									
DREAMWORKS DISTURBIA MOVIE	B660	18,339.1	315.1		1,587.3	292.5	13.2	9,211.1	2,408.5	610.8	3,900.5		
DREAMWORKS DREAMGIRLS MOVIE	B660	8,632.2	183.0						3,614.8	2,353.1	176.6	2,304.7	
DREAMWORKS VAR MOVIES	B660	970.6			47.2	9.2	914.1						
DREAMWORKS VAR VIDEOS	H532	307.1	290.0		17.1								
DREES HOME BUILDERS	V171	679.3			405.7		97.9		175.8				
DREFT LIQ LAUNDRY DETERGENT	H422	2,068.4	2,042.4		26.0								
DREMEL DUO CORDLESS ROTARY TOOL	H624	2,670.9							0.1	246.0	2,424.8		
DRESS BARN CLOTHING STR WOMEN	V311	9,412.0	9,410.2		1.9								21.9
DREXEL HERITAGE FURN STR	V375	3,770.1	689.8		2,885.1	19.1			154.2				
DREXEL HERITAGE FURN STR &HENREDON	V375	374.9			374.9								
DREXEL HERITAGE FURNITURE	H121	5,898.6	5,828.7				13.6		56.3				
DREXEL HRTG FURN STR &THOMASVILLE	V375	450.1			450.1								
DREXEL INTERIORS	V376	460.4			135.1				325.3				
DREXEL PARK RE DEV	B452	361.4			361.4								
DREXEL UNIVERSITY	G810	668.1	81.3		352.3	19.0	149.5		66.0				
DREYER MEDICAL CLINIC	V133	309.9			33.2		226.9		49.9				
DREYFUS CORP CONSUMER SERVICES	B122	270.3	31.9			238.4							
DREYFUS CORP FUNDS	B125	2,766.4	521.9			2,244.5							
DRH CAMBRIDGE HMS CONTR	V171	269.0					269.0						
DRILL DOCTOR DRILL BIT SHARPENER	H624	668.4	663.1						0.0		5.3		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DRIVE CLEAN ACRS TX ORG	B329	386.2							386.2				
DRIVE SAFELY/PSA	B323	252.8							252.8				
DRIVE SMART/PSA	B323	258.9							218.2		40.7		
DRIVERS SELECT DLR	V219	474.0							474.0				
DRIVERS VILLAGE AUTO SLS	V219	290.6							290.6				
DRIVERS WAY DLR	V219	938.6			882.1		56.5						
DRIVERS WAY PRE-OWNED CR	V219	324.0							324.0				
DRIVERSSED.COM ONLINE	G850	570.4	341.3										229.2
DRIVERSSELECT/CREDIT SVC CON SVC	B124	348.4							348.4				
DRIVETIME AUTO SALES	V219	2,486.7			1.2		107.0		2,226.1				152.3
DRIVEWORLD AUTO	V219	2,412.8			2,412.8								
DRIVING AMERICAS FUTURE	B329	553.4											553.4
DROWSY CHAPERONE PLAY	V161	828.7	116.1		16.3		282.5		413.8				
DRS HEALTH PDTS DRUGS/TOILETRIES DR	V830	280.7			280.7								
DRUG ABUSE PRVNTN/PSA	B323	338.4						0.9	329.3		8.2		
DRUG FREE AZ ONLINE	B670	371.5							371.5				
DRUG-FREE AMER/PSA INHALANT	B323	437.0							375.2		61.8		
DRUG-FREE AMER/PSA MARIJUANA	B323	400.2							223.2		177.0		
DRUG-FREE AMER/PSA METH	B323	18,177.9						15,012.1	2,991.3		174.5		
DRUG-FREE AMER/PSA PRESCRIPTION DRGS	B323	7,112.7						5,948.7	1,133.4		30.6		
DRUG-FREE AMER/PSA STEROIDS	B323	3,964.0						1,414.2	427.6		2,122.2		
DRUG-FREE AMER/PSA UNSPECIFIED DRUG	B323	3,101.1						1,121.1	1,871.2		108.8		
DRUGSTORE.COM STORE ONLINE	V330	467.0	467.0										
DRUNK DRIVING PRVNTN/PSA	B323	3,951.0						993.1	2,532.0		425.9		
DRUNK DRIVING/PSA	B323	1,023.9						134.1	875.7		14.1		
DRURY INN	T431	385.5					385.5						
DRURY LANE THEATRES	V161	524.7			524.7								
DRX 9000 SPINAL DECOMPRESSION SYS	D610	2,192.4			1,887.8				304.6				
DRYEL DRY CLEANING FABRIC CARE	H429	685.8	684.6					1.3					
DRYEL HOUSEHOLD DR	V872	1,730.8						106.0	42.1	271.0	1,132.1		179.6
DRYJOYS GOLF SHOES	G460	1,981.2	1,981.2										
DRYJOYS OUTERWEAR MEN	A120	649.3	649.3										
DRYLOK WATERPROOFING	H630	1,071.1	582.5								488.6		
DSLEXTREME.COM ISP	B225	256.7										256.7	
DSQUARED2 RTW MEN & WOMEN	A190	561.5	561.5										929.3
DSW SHOE WAREHOUSE MEN & WOMEN	V313	1,305.4			284.9		91.3						
DSW SHOE WAREHOUSE WOMEN	V313	15,535.4			44.7				15,490.6				
DT MCCALL&SONS FURN STR	V375	1,602.7			1,450.3				152.4				
DT&F YACHT SALES	G430	488.5	488.5										
DTE ENERGY CO	V173	1,943.2			929.6		63.6		692.6				257.4
DTE ENERGY CO CP	V173	663.0			612.2								50.8
DTV ANSWERS/PSA	B323	12,690.4						11,552.3	1,118.2		19.9		
DTVANSWERS.COM ONLINE	B329	6,242.5						14.0	6,066.3	72.5	89.7		
DUANE READE DRUG STORE	V330	518.3			213.4		127.9		177.0				
DUB RICHARDSON TOYOTA	V212	469.5			459.1				10.4				
DUBAI DUTY FREE	V359	470.5	239.9	114.4	35.5	80.7							
DUBAI INDUSTRIAL DEVELOPMENT	B840	3,134.8	3,134.8										
DUBAI UNITED ARAB EMRTS TP	T434	428.0	330.5		26.0	71.4							
DUBLIN HONDA	V212	1,233.5			1,233.5								
DUBLIN HONDA NISSAN	V212	354.6			354.6								
DUBLIN NISSAN	V212	553.2			553.2								
DUBLIN TOYOTA	V212	1,886.9			1,875.0				11.9				
DUCATI MOTORCYCLE	T131	421.8	421.8										
DUCK TAPE	B729	1,380.0	598.3	781.7									
DUCKS UNLTD CNSRVTN GRP	B322	679.4	474.9						84.7		119.9		
DUCT PROS AIR DUCT SVC	V174	347.5			347.5								
DUFF & PHELPS CORP CP	B129	1,445.3	1,445.3										
DUGAN CHEVROLET PONTIAC	V211	307.9			90.2				217.7				
DUKE ENERGY	V173	300.2			295.7	4.5							
DUKE MEDICINE CENTER	V133	252.6			252.6								
DUKE UNIV MED CTR	V133	974.8	38.7		14.5		54.5		867.1				
DUKE UNIVERSITY	G810	1,975.4	1,829.8		31.0	36.4	73.8	0.0	4.4				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DUKES MAYONNAISE	F130	2,357.9	768.4						1,589.5				
DUKES/HAZZARD/BEGINNING VIDEO	H532	1,674.5	40.6					481.6	10.8	62.1	1,079.4		
DULCINEA FRUITS	F322	1,320.3					33.9						1,286.4
DULCOLAX LAXATIVE TABLETS	D532	7,707.2	56.1					3,943.3	178.9	899.4	2,629.4		
DULCOLAX STOOL SOFTENER	D532	11,385.4	3,926.6					3,282.7	131.2	1,921.0	2,123.9		
DUMP FURNITURE STORE	V375	4,875.0					136.8		4,738.2				
DUMPCUPID.COM ONLINE	D320	1,683.2						908.1	11.6	584.1	179.4		
DUN & BRADSTREET BUSINESS SERVICES	B129	1,559.3	1,559.3										
DUNCAN HINES BROWNIE MIX & FROSTING	F141	6,763.0	5,018.6	1,744.5									
DUNCAN HINES OVEN READY FRZN BRWNS	F342	3,872.9	70.6						14.5	219.5	3,568.3		
DUNCANVILLE FORD	V211	631.3			241.1				390.2				
DUNHAMS SPORTING GOODS	V365	1,302.8			1,295.3				7.5				
DUNHILL INTL VAR CIGARETTES	G210	618.8	618.8										
DUNHILL PURSUIT FRAGRANCE MEN	D410	2,025.4	1,600.4	285.1		139.9							
DUNK & BRIGHT FURN STR	V375	1,066.6					15.3		1,051.3				
DUNKIN DONUTS COFFEE	F411	8,917.0	1,280.9	1,509.0		205.6		3,051.0	285.2	827.6	1,357.8		399.9
DUNKIN DONUTS RESTAURANT	G320	81,023.7	3,175.4		696.0	168.6	4,057.1	510.0	62,849.7	5.0	3,786.9		5,775.1
DUNKINS DMND&GLD JWLR	V314	404.8					203.5		201.3				
DUNLOP AEROGEL TENNIS RACKET	G470	686.8	686.8										
DUNLOP AUTO & TRUCK TIRES	T145	402.4	402.4										
DUNLOP DRIVERS CUP EVENT	T145	275.7	275.7										
DUNLOP MOTORCYCLE TIRES	T149	467.3	391.8								75.5		
DUNN TIRE DISTRIBUTORS	V241	796.1			184.4		18.1		593.6				
DUNNION LAW FIRM	V151	254.5							254.5				
DUNWOODY COLLEGE OF TECH	G810	370.4							370.4				
DUPLI-COLOR CAR CARE PDTs	T143	301.2	301.2										
DUPLI-COLOR CAR PAINT	T149	301.2	301.2										
DUPONT CORIAN & ZODIAQ SURFACING MTRL	H619	741.2	741.2										
DUPONT CORIAN SURFACING MATERIAL	H619	2,533.2	2,484.2					49.0					
DUPONT LYCRA FIBERS CACIQUE	A920	466.4	466.4										
DUPONT LYCRA FIBERS IN APPAREL	A920	1,557.1	1,557.1										
DUPONT LYCRA FIBERS XFIT	A920	938.6	938.6										
DUPONT TEFLON HOUSEHOLD FINISHES	H143	1,239.5	1,239.5										
DUPONT TEFLON NON STICK COATINGS	B813	1,841.6	1,841.6										
DUPONT TYVEK HOMEWRAP INSULATION	H611	344.0	344.0										
DUQUESNE UNIVERSITY	G810	456.7			14.6	7.4	14.7		420.0				
DURACELL ALKALINE BATTERIES	H310	42,292.6						19,701.1	2,030.5	8,537.3	9,785.2	2,238.6	
DURACELL BATTERIES	H310	422.9		404.3	18.5								
DURACELL RECHARGEABLE BATTERIES	H310	25,423.6	6,156.5					10,119.9	255.4	3,457.7	5,434.2		
DURAFLAME FIRE LOGS	H390	602.5							57.2		545.3		
DURALEE FURNITURE	H121	349.8	349.8										
DURALEE HOUSEHOLD FABRICS	H141	1,517.8	1,517.8										
DURANT TOYOTA	V212	689.3			489.5		43.7		156.2				
DURAVIT BATHROOM FIXTURES	H621	547.6	547.6										
DUREX CONDOMS MEN	D490	600.0								1.0	462.2	136.8	
DUREX PLAY VIBRATING RING	D490	2,080.9								2,080.9			
DURINGDINNER.COM ONLINE	B670	672.1								672.1			
DURST ORG RE	B451	436.6		436.6									
DUSTYS CAMPER WORLD	V232	336.6			15.9				320.7				
DUTCH BOY PAINT	H630	1,477.8	1,477.8										
DUTTON VAR BOOKS	B610	790.0	80.4		16.0	693.6							
DUTY FREE SHOPPING CTR	V620	1,244.6	18.0				1,226.6						
DUVAL FORD	V211	583.5			583.5								
DUVAL MAZDA	V212	263.9			233.2		30.7						
DUXIANA BEDDING STORE	V377	451.3			300.8	150.5							
DW FISH REALTY CO	B451	332.9			332.9								
DWELL CMNTY EVNTS&PROMO	B623	857.5	857.5										
DWELL HOMES BY EMPYREAN	B623	308.0	308.0										
DWELL MAGAZINE ONLINE	B623	688.6	688.6										
DWELL ON DESIGN CONFERENCE	G820	437.2											
DWELLERS HAVEN HOME STR	V372	1,051.6			1,029.2				22.4				
DWORKIN CHEVROLET MAZDA	V219	467.7			460.5				7.2				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DWS SCUDDER CONSUMER SERVICES	B129	347.4	347.4										
DWS SCUDDER FUNDS	B125	411.0	119.0			292.0							
DYEABLES SHOES WOMEN	A310	407.5	407.5										
DYER & DYER VOLVO	V213	511.0			438.9		52.0		20.2				
DYER GRFL MN&SCHLTZ ATTY	V151	923.7			1.0				922.8				
DYMATIZE VAR NUTRITIONAL SPLMNTS	D543	383.1	383.1										
DYMO LABELMAKER	B719	1,789.0							0.6	228.7	1,559.6		
DYMO LABELWRITER LABEL PRINTERS	B719	3,174.4	1,618.0						0.0		1,556.3		
DYNAKOR PHARMACAL DRUGS/TOIL DR	V830	5,665.9	4,272.0	1,393.9									
DYNAMIC REHAB CTR	V133	883.1			360.2				522.8				
DYNAMITE PLANT FOOD	G713	1,204.3	1,203.7										0.6
DYNOMAX AUTOMOTIVE EXHAUST SYS	T144	299.1	299.1										
DYNTEK COMPUTER SVC &HP VAR CMPTRS	V321	309.5			309.5								
DYOUVILLE COLLEGE	G810	387.5			2.2				385.3				
DYSON DIRECT INC CP	G930	8,555.2						6,236.5	8.2	626.7	1,683.8		
DYSON ROOT 6 HANDHELD VACUUM	H223	1,591.3	1,477.0	114.4									
DYSON ROOT HAND VAC	H223	4,320.4						2,785.6	3.2	367.0	1,164.6		
DYSON SLIM VACUUM CLEANER	H223	25,252.1	4,009.6	228.7				14,978.1	17.5	1,263.2	4,755.0		
DYSON STOWAWAY VACUUM CLEANER	H223	717.2	277.5	439.7									
DYSON VACUUM CLEANER	H223	12,124.3	1,333.2		2.7			8,422.2	5.9	773.8	1,586.5		
E ENTERTAINMENT CABLE TV	B642	12,208.1	3,516.1		61.8		174.2						8,456.0
E ENTERTAINMENT CBL TV PAID PROMO	B642	2,046.1										173.7	1,872.4
E ERIC GUIRARD ATTY	V151	527.3					11.6		515.7				
E TRADE BANK ONLINE	B121	11,738.6	43.1	114.4				7,956.5	52.8		3,571.8		
E TRADE FINANCIAL CONSUMER SERVICES	B129	9,859.1	3,330.3	311.9	544.8	4,208.8		532.0	284.9		646.5		
E TRADE FINANCIAL ONLINE	B122	61,049.6	23,999.7	311.9	629.4	5,527.3		21,007.2	209.6		9,364.5		
E3 SPARK PLUGS	T144	440.5	337.1								103.4		
EA GAMES BOOGIE VIDEO GAME	G511	2,307.2						459.2	0.2		1,847.8		
EA GAMES DEF JAM ICON VIDEO GAME	G511	3,783.2	645.7					1,026.2			2,111.4		
EA GAMES MEDAL/HONOR AIRBORNE GM	G511	2,807.0						456.6			2,350.4		
EA GAMES ROCK BAND VIDEO GAME	G511	6,281.8	1,117.0					1,340.1	20.0		3,804.6		
EA GAMES SIMS 2 GAME SOFTWARE	B531	731.2									731.2		
EA SPORTS ARENA FOOTBALL RD/GLRY	G511	1,198.2						735.0	0.3		462.9		
EA SPORTS BIG NBA ST HOMECOURT VD GM	G511	2,742.6						436.5	1.0	16.5	2,288.7		
EA SPORTS GILBERT ARENAS/MVE VD GM	G511	377.0	377.0										
EA SPORTS MADDEN NFL 08 VIDEO GAME	G511	6,904.4						1,779.7	107.2	4.9	5,012.7		
EA SPORTS MADDEN NFL 2007 VIDEO GM	G511	421.0						421.0					
EA SPORTS NASCAR 08 VIDEO GAME	G511	1,337.6						98.8	4.4	9.8	1,224.6		
EA SPORTS NBA LIVE 08 VIDEO GAME	G511	3,897.5						1,090.6	0.1		2,806.8		
EA SPORTS NCAA FOOTBALL 2008 VD GM	G511	2,599.2						530.0	2.5	18.4	2,048.3		
EA SPORTS NCAA MARCH MDNS 07 VD GM	G511	431.8						124.1			307.7		
EA SPORTS SKATE VIDEO GAME	G511	3,930.7						1,468.4	16.0		2,446.3		
EA SPORTS TIGER WOODS PGA TOUR 07	G511	3,171.8						1,264.3	8.8	176.6	1,722.1		
EA SPORTS TIGER WOODS PGA TOUR 08	G511	2,852.3						1,017.1			1,835.2		
EA SPORTS VAR VIDEO GAMES	G511	2,934.7					13.4	669.9	1.2	4.3	2,205.4	40.5	
EAA EXPRMTL AVTN ASSN	B329	345.4	345.4										
EACCELERATION STOP SIGN SOFTWARE	B532	6,960.9						814.5	104.9	1,389.5	4,652.1		
EACCELERATION VELOZ SOFTWARE	B532	776.4									776.4		
EAGLE AUTO SALES	V219	681.7			680.3				1.4				
EAGLE CHEVROLET	V211	374.8			374.8								
EAGLE EQUIP AUTO LIFTS	T149	439.7	439.7										
EAGLE GATE COLLEGE	G810	764.4					36.3		728.1				
EAGLE NATIONAL STEEL	B821	267.0			267.0								
EAGLE ONE CAR CARE PDTS	T143	1,784.9	1,784.9										
EAGLE RIDGE RESORT & SPA	T431	304.7	31.8		268.8				4.1				
EAR MAN HEARING AID SVC	V139	790.6			790.6								
EARL STEWART SCION TOY	V212	255.0			0.7				254.3				
EARLY ADVANTAGE CORR SCH DR	V854	777.1	777.1										
EARLY ADVANTAGE VAR VIDEOS DR	V873	511.0									511.0		
EARN YOUR STRIPES ORG	B329	1,980.0						800.5	0.1		1,179.4		
EARNHARDT AUTO DLR	V219	508.0			508.0								
EARNHARDT CHRYSLER JEEP	V211	816.3			816.3								

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
EARNHARDT DODGE	V211	618.2			405.4				212.8				
EARNHARDT FORD	V211	928.1			588.1				340.0				
EARNHARDT FORD MAZDA	V219	453.9			453.9								
EARNHARDT HYUNDAI	V212	370.4			349.1				21.3				
EARNHARDT NISSAN	V212	718.6			531.6				187.0				
EARNHARDT RVS	V232	727.7			727.7								
EARNHARDT TOYOTA	V212	258.4			242.4				16.0				
EARPLANES EARPLUGS	D690	1,028.7		744.6									284.1
EARTH COMM OFC/PSA	B323	664.3							73.4		590.9		
EARTH DAY/PSA	B323	267.9							46.4	214.5	7.0		
EARTH SHARE CAMPAIGN/PSA	B323	261.3								225.4	35.9		
EARTH SHOE STORE MEN & WOMEN	V313	1,097.2	1,097.2										
EARTHJUSTICE LGL DEF FND	B322	1,753.2	424.2	1,186.7		57.5			51.1				33.7
EARTHLINK & TIME WARNER CABLE	B225	497.7											
EARTHLINK ISP	B225	3,239.7	109.0		42.8		1,199.1		1,888.7				
EARTHLINK ISP/PHONE	B250	2,105.3								2,105.3			
EARTHS BEST VAR BABY FOOD	F240	1,189.0	1,189.0										
EARTHWORKS CRFTS&JWLRY	V364	278.2			278.2								
EAS ADVANT EDGE NUTRITIONAL BAR	D543	404.6	404.6										
EAS ADVANT EDGE NUTRITIONAL SPLMNT	D543	277.9											277.9
EAS ADVANT EDGE REG&CRB CNTRL BR&SHK	D543	2,897.6	2,897.6										
EAS ENDURANCE TOUR	D543	516.1	516.1										
EASLEY CHEV CADILLAC	V211	799.2			687.8				111.4				
EAST ASIAS/US JPN RLTSN SEMINAR	G820	312.8				312.8							
EAST BAY KTCHN&BTH CONTR	V171	260.9			260.9								
EAST BAY MITSUBISHI	V212	255.7			255.7								
EAST BAY RGNL PARK DIST	B315	504.7			485.4				19.3				
EAST BAY RV	V232	1,133.8			1,052.7				81.1				
EAST CHARLOTTE NISSAN	V212	1,143.5							1,143.5				
EAST COAST AUTOMALL	V219	388.1			388.1								
EAST COAST JEWELRY STORE	V314	609.1	330.3		245.6		33.2						
EAST COAST NISSAN VW	V219	562.7			562.7								
EAST COAST TOYOTA	V212	2,430.2			1,868.9		133.7		427.6				
EAST COAST TV&APPL STR	V371	270.0			270.0								
EAST VILLAGE CONDO	B452	322.5				322.5							
EAST/WEST MORTGAGE CO CONSUMER SVC	B124	351.3			272.6				78.6				
EASTERN ACCENTS BEDDING & HH FAB	H142	768.7	768.7										
EASTERN BANK CONSUMER SERVICES	B121	1,399.6			368.4				1,015.3				15.8
EASTERN CT HEALTH NTWRK	V133	506.1			506.1								
EASTERN FIN FL CREDIT UN CON SVC	B124	486.3			447.5				38.9				
EASTERN FINANCIAL SVC CONSUMER SVC	B129	325.9			16.8		309.1						
EASTERN FURNITURE STORE	V375	669.3			635.7				33.6				
EASTERN JUNGLE/TOY STR	V363	500.3			500.3								
EASTERN LEXUS DLR ASSN	T122	338.2											338.2
EASTERN MONETARY RESERVE MISC DR	V859	1,621.9			1,621.9								
EASTERN MOTORS CENTER	V219	252.6						4.3	248.3				
EASTERN MTN SPORTS STORE	V365	865.0	47.7		241.5		35.5						540.4
EASTERN NUMISMATICS INC COINS DR	V859	440.6	172.5		49.1	219.0							
EASTERN NUMISMATICS INC CRFTS/HBS DR	V851	2,000.8			2,000.8								
EASTERN NW ENGLND VLV DA	T123	1,295.3			1,295.3								
EASTERN PROMISES VIDEO	H532	2,444.6						1,109.1	0.2	62.9	1,272.5		
EASTERNS AUTO GROUP	V219	1,723.8			690.5					1,033.3			
EASTERS MOTORS	V219	776.9								776.9			
EASTGATE CHRYSLER JEEP	V211	364.5			252.5					112.0			
EASTGATE POOLS	V175	254.7								254.7			
EASTLAND SHOES WOMEN	A310	1,109.7	1,109.7										
EASTMAN KODAK CAMERA	G141	2,375.0					2,375.0						
EASTON BASEBALL BATS	G490	260.4							78.7		181.7		
EASTON PRESS VAR BOOKS DR	V823	747.8	661.3	82.5	4.0								
EASTSIDE CHRYSLER JEEP	V211	491.7			491.7								
EASTSIDE HYUNDAI	V212	363.2			314.0					49.1			
EASTSIDE SUBARU	V212	681.7			406.7					275.0			

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
EASTSPORT BACKPACKS	G490	921.6	873.8				47.8						
EAST-WEST BANK CONSUMER SERVICES	B121	412.6			187.9		224.7						
EASTWICK COLLEGE	G810	893.6			893.6								
EASTWOOD HOMES	B452	294.2			2.1		292.1						
EASTWOOD INS AGENCY	B430	4,445.6							2,896.2		1,549.3		
EASTWOOD MALL SHPG CTR	V620	277.2					35.8		241.4				
EASY CURVES EXERCISE EQUIP DR	V851	505.4									505.4		
EASY SPIRIT SHOES WOMEN	A310	276.7	133.8			142.9							
EASY STREET PORTABLE GPS SYSTEM	G130	251.0	251.0										
EASY TURF SERVICE	V154	291.6							291.6				
EASYLIFE FURNITURE STR	V375	2,245.4			321.1				1,924.3				
EASY-OFF BAM GRIME & LIME REMOVER	H430	9,105.4						3,580.2	1,455.7	652.4	3,417.2		
EASY-OFF BAM HH CLEANERS	H430	5,963.4						1,553.2	875.9	1,012.9	2,521.4		
EASY-OFF FUME FREE MAX OVEN SPRAY	H443	4,558.3						1,521.4	328.2	641.1	2,067.6		
EAT N PARK RESTAURANT	G320	718.3			7.9		150.1		560.3				
EAT NUTRITIOUSLY/PSA	B323	1,128.6						954.2	171.4		2.9		
EAT RIGHT & EXERCISE/PSA	B323	795.1						30.5	764.6				
EAT WELL BE WELL/PSA	B323	253.8							253.8				
EATON AUTO PARTS	T144	269.6	269.6										
EATON VANCE DISTR FUNDS	B125	583.5				583.5							
EATSMART SNACKS	F530	538.8	538.8										
EB GAMES & GAMESTOP STORE	V363	329.1			195.3	24.5		39.9	49.6		19.9		
EB5 FACIAL CREAM	D110	605.9	214.8		391.2								
EBAGS STORE ONLINE	V357	556.7	87.6	81.6	43.0	344.4							
EBAY MONEY-MAKING SYSTEM SEMINAR	G820	820.1			820.1								
EBAY MOTORS AUCTION ONLINE	V219	11,453.2	11,428.1				25.1						
EBAY PROFITS MADE EASY SEMINAR	G820	1,907.1			1,907.1								
EBAY.COM AUCTIONS ONLINE	V122	54,908.1	1,726.3		447.2	16.2	3,733.6	31,883.9	163.5	8,347.7	8,137.5		452.3
EBBY HALLIDAY REALTORS	B451	2,519.6			2,400.2		119.4						
EBBY RE AGENCY	B451	608.0			608.0								
EBEL WATCHES	A520	5,941.0	5,502.9		104.1	334.0				415.5			
EBERSTEIN&WITHERITE ATTY	V151	415.5											
EBIZ MARKETING SYSTEMS BP	B911	548.7	548.7										
EBONY FASHION FAIR	V169	2,121.0	2,096.3		23.4				1.3				
EBONY GREETING CARDS	B722	747.2	747.2										
EBONY MAGAZINE VAR BOOKS DR	V823	530.0	530.0										
EBONYFASHIONFAIR.COM ONLINE	B670	279.5	278.6				0.9						
EBONY.JET.COM ONLINE	B623	281.5	281.5										
EBT HEART&BODY IMNG CTR	V133	623.8			623.8								
ECCO BOOTS & SHOES WOMEN	A310	703.5	703.5										
ECCO CLOTHING STORE WOMEN	V311	511.0	511.0										
ECCO FOOTWEAR MEN & WOMEN	A390	265.0	265.0										
ECCO GOLF SHOES	G460	972.2	470.5			69.1		403.5	14.0		15.0		
ECCO SANDALS WOMEN	A310	277.4	277.4										
ECCO SHOES MEN	A310	303.7	303.7										
ECCO SHOES WOMEN	A310	554.8	554.8										
ECCO SNEAKERS MEN & WOMEN	A321	302.4	302.4										
ECHELON FORD	V211	923.8			923.8								
ECHO CHAIN SAW	H624	400.8	400.8										
ECHO HEARING SYS&ADLGY	V139	1,659.2			1,659.2								
ECHO LAWN & GARDEN EQUIP	G711	315.3	76.5		238.7				0.1				
ECKERD DRUG STORE	V330	7,694.7			7,358.8		98.4		227.8		9.7		
ECKO RED SNEAKERS & SPORTSWEAR W	A321	979.9	979.9										
ECKO RED SNEAKERS WOMEN	A321	2,848.3	1,342.5					107.0	3.7		1,395.0		
ECKO UNLTD SNEAKERS MEN	A321	1,781.7	1,470.6					93.3	2.6		215.1		
ECKO UNLTD SNEAKERS MEN & WOMEN	A321	2,427.7						643.6	8.1	9.8	1,766.2		
ECKO UNLTD SNEAKERS WOMEN	A321	292.5						3.1	1.6		287.8		
ECKRICH SMOKED SAUSAGE	F331	414.7	414.7										
ECLIPSE AUDIO VISUAL/NVGTN SYS	H513	1,176.9	1,176.9										
ECLIPSE AVIATION AIRCRAFT	T300	607.5	526.5			71.4	9.6						
ECO NOMICS CONFERENCE	G820	749.4				749.4							
ECO-GOLD MISC DR	V859	317.0	156.0	161.0									

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ECOLOGY AUTO PARTS	V380	732.7							732.7				
ECONO AUTO PAINTING	V290	466.8			290.6				176.2				
ECONO LODGES	T431	1,690.2	200.1		9.5	96.8	1,321.4		1.0				61.5
ECONOMIST MAGAZINE	B623	862.1			260.6		296.9						304.6
ECONOMIST NEWSPAPER	B622	256.8					256.8						
ECONOMIST PUBLICATIONS SUBS DR	V823	555.1								555.1			
ECONOMY FURN GALLERIES	V375	354.2			354.2								
ECONOMY SURVEY CORP INDUSTRIAL DEV	B840	643.6	643.6										
ECOWATER FILTER SYSTEM	H621	278.8					109.6		34.5				134.8
ECPI PROGRAMMING CENTER	G840	3,728.6			62.1				3,666.5				
ECRUISES.COM AGENCY ONLINE	T420	534.1			534.1								
ED BOZARTH CHEVROLET	V211	1,663.0			1,357.0		6.0		300.0				
ED EDD N EDDY SERIES VIDEOS	H532	265.6								265.6			
ED MARSHALL JEWELERS	V314	654.8			654.8								
ED MARTIN AUTO DLR	V219	643.0			643.0								
ED MORSE AUTO ENTERPRISE	V219	1,745.6			1,745.6								
ED MORSE CADILLAC	V211	2,711.7			2,520.9				190.8				
ED MORSE CHEVROLET	V211	930.3			930.3								
ED MORSE HONDA	V212	748.1			748.1								
ED MORSE SATURN	V211	1,200.6			1,200.6								
ED MORSE SCION TOYOTA	V212	1,943.0			1,943.0								
ED NAPLETON DODGE	V211	267.3			267.3								
EDDIE ACCARDI AUTO DLR	V219	450.9			450.9								
EDDIE ACCARDI MAZDA	V212	334.6			334.6								
EDDIE BAUER CLOTHING STR FAMILY	V311	5,564.5	5,564.5										
EDDIE BAUER CLOTHING STR MEN & WOMEN	V311	2,644.9	2,572.4		56.9		15.5						
EDDIE BAUER INC MULTI-PDTS DR	V899	416.3	416.3										
EDDIE MURPHY DELIRIOUS VIDEO	H532	1,270.2						140.0	9.5	1,120.7			
EDDIE TRLS NRTHPRK NSN	V212	447.2			447.2								
EDDIE ZS EXPRESS BLINDS	V374	2,597.6			128.4				2,469.2				
DELBRICK CORP AUTOMOTIVE DR	V880	2,151.4	337.1								1,814.3		
DEDELMAN FINANCIAL CONSUMER SERVICES	B129	640.0										640.0	
DEDELMAN LEATHER HOUSEHOLD FABRICS	H141	523.1	523.1										
DEN BRIDAL & FORMAL GOWNS W	A130	528.4	528.4										
DEN BRIDAL & FORMALWEAR FAM	A130	901.0	901.0										
DEN BRIDAL GOWNS WOMEN	A130	1,789.8	1,789.8										
DEN BRIDAL&FORMAL GOWNS FAM	A130	787.9	787.9										
DEN MAIDS FORMALWEAR WOMEN	A130	394.0	394.0										
DEN VAR FOOD PDTS	F900	530.7	530.7										
EDENPURE MISC DR	V859	509.9			509.9								
EDENPURE PORTABLE HEATER	H622	907.9						4.1			903.8		
EDGAR SNYDER&ASSOC ATTY	V151	3,264.3			33.6		216.1		3,014.6				
EDGE ACTIVE CARE SHAVING CREAM	D430	2,171.8	698.4					424.2	5.1	17.1	1,027.0		
EDGE ADVANCED SHAVING GEL	D430	3,309.7	486.4					791.4	0.5	14.7	1,785.2		231.5
EDGE AUTOMOTIVE DR	V880	284.7								284.7			
EDGE PARK DRUGS/TOILETRIES DR	V830	3,886.2						105.2		3,781.1			
EDGEWATER BOATS	G430	506.8	506.8										
EDIBLE ARRANGEMENTS FOOD DR	V840	2,963.1	2,663.0		5.0				295.0				
EDIBLE ARRANGEMENTS STR	V349	1,825.6	134.4		1,281.6		98.0		311.7				
EDIETS EXPRESS FOOD DR	V840	1,066.7	699.0	367.7									
EDIETS.COM ONLINE	D800	2,582.4	421.1	329.6		4.0		49.5	7.7	40.2	1,730.4		
EDINA REALTY	B451	1,205.2			510.2		695.0		0.1				25.5
EDISON ELECTRIC INST	V173	600.8	532.1						43.2				
EDISON INTL CP	G930	1,023.1			37.2				986.0				
EDISON INTL UTILITY CORP	V173	611.6			611.6								
EDISON PRPTS RE AGNCY	B451	418.7					418.7						
EDMOND HYUNDAI	V212	1,547.3			1,547.3								
EDNA VALLEY VINEYARD	V140	291.1			291.1								
EDO CORP RECRUITMENT	B912	677.5			677.5								
EDS ELECT DATA SYS SVC	V129	1,035.2	1,035.2										
EDS ELECTRONIC DATA SYS CP	B512	4,940.5				292.0		4,515.2	0.2	133.2			
EDS WAY FOOD MART	V346	419.1			419.1								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
EDUCATION CAMPAIGN/PSA	B323	468.5						121.4	293.9		53.2		
EDUCATION CONNECTION SVC	V159	5,299.9			188.7	22.0		4.1	676.8	226.9	4,181.5		
EDUCATION CONNECTION SVC ONLINE	V159	5,068.9						3.2	538.8	1,445.0	3,081.9		
EDUCATIONAL EMP/UNION CONSUMER SVC	B124	1,771.1			1,687.1		47.4		36.5				
EVVEST WI CLG SVNGS PLN	B315	286.0			286.0								
EDWARD D JONES & CO CONSUMER SVC	B122	29,282.7	6,972.4		1,814.5		378.8	8,823.7	68.8		10,847.0		377.4
EDWARD D JONES & CO LP CP	B122	1,781.4	1,781.3		0.1								
EDWARDS CARPET STORE	V373	334.1							334.1				
EDWARDS CHEVROLET	V211	5,892.2			5,687.9		51.4		153.0				
EDWARDS FOR PRESIDENT	B331	2,168.4							2,168.4				
EDWIN WATTS GOLF SHOP	V365	3,336.1	421.1		1,606.0		419.0		682.0		207.9		
EDYS DBS ICE CREAM SNACKS	F313	3,678.5							2,975.2	167.8	403.0	132.5	
EDYS SLOW CHURNED LIGHT ICE CREAM	F313	15,492.1	283.3						14,608.5	9.7			590.6
EFAF.COM INTERNET FAXING ONLINE	B543	556.6			143.3							404.3	9.0
EFFEN VODKA	F734	294.2					294.2						
EFFEXOR XR ANTI DEPRESSION RX	D560	21,207.1	1,994.6						5,276.5	92.7	9,738.6	4,104.7	
EFFICIENCY PARTNERSHIP	V173	1,391.2											1,391.2
EFFICIENT ATTIC SYS SVC	V171	334.9							334.9				
EGG BEATERS EGG SUBSTITUTE	F314	20,329.3	12,951.3	5,655.3	782.7		288.2						651.9
EGGLANDS BEST EGGS	F311	20,074.3	9,867.8						665.0	908.8	6,758.8	1,874.0	
EGGO FROZEN MINI WAFFLES	F341	2,520.1							209.8	1.1	61.1	2,248.0	
EGGO FROZEN PANCAKES	F341	3,266.7							404.3			2,862.4	
EGGO FROZEN WAFFLES	F341	6,654.1	381.7						139.8	5.8		6,126.8	
EGGO FRZN STFD FRNCH TSTR STK	F341	2,508.9							180.7	3.6	50.3	2,274.3	
EGGO JUNGLE FROZEN MICRO PANCAKES	F341	1,545.6							148.9			1,396.7	
EGGO LEGO FROZEN WAFFLES	F341	546.4							43.9	4.7	34.4	463.5	
EGGO NUTRI-GRAIN FROZEN PANCAKES	F341	3,287.4	3,287.4										
EGGO NUTRI-GRAIN FROZEN WAFFLES	F341	8,256.5	8,256.5										
EHARMONY.CA ONLINE	V155	324.1									324.1		
EHARMONY.COM ONLINE	V155	66,971.5							3,348.5	720.5	1,700.8	58,826.2	2,375.5
EHEALTHINSURANCE.COM ONLINE	B412	3,179.2			3,179.2								
EHRMAN TAPESTRY CRAFTS/HOBBIES DR	V851	865.1	457.7	389.1	18.3								
EIDOS KANE & LYNCH DEAD MEN GM	G511	2,526.4	622.3						199.7	3.4	414.9	1,286.1	
EIDOS TOMB RDR ANVRSRV VD GM	G511	1,875.4	109.0						246.8	8.9	540.7	970.0	
EIGHT BIGGEST MSTKS INV\$	B629	310.5			310.5								
EIGHT OCLOCK COFFEE	F411	560.7							50.2	47.9	87.6	206.8	168.3
EILEEN FISHER CLTHNG STR WOMEN	V311	5,275.2	2,898.5	1,686.7	490.6	162.0	37.4						
EILEEN FISHER RTW WOMEN	A190	277.4	277.4										
EINSTEIN MOOMJY CRPT STR	V373	1,738.8	54.1	541.4	865.2	278.2							
EKORNES FURNITURE	H121	2,851.2	2,476.4		211.4	3.7					159.6		
EL CAMINO HOSPITAL	V133	394.6			217.0		177.6						
EL CANTANTE VIDEO	H532	464.2	133.1							117.8			213.3
EL CAPITAN THEATRE	V161	554.1			351.0					203.1			
EL CAPITAN THEATRE & PACIFIC THEATRES	V165	660.4			660.4								
EL CHAPARRAL NIGHTCLUB	V167	444.2								444.2			
EL CHICO RESTAURANTS	G320	362.3			11.9		328.8		3.3				18.2
EL CONQUISTADOR RESORT	T431	844.3			77.7	766.6							
EL CONQUISTADOR RESORT PUERTO RICO	T432	315.6	291.5		24.1								
EL CORRIDO DE LOS PEREZ VIDEO	H532	251.4								251.4			
EL CORTEZ HOTEL & CASINO	T431	440.4			152.5					287.9			
EL DORADO AUTO SALES	V219	949.8			949.8								
EL DORADO BOULEVARD FURN	V375	342.4								342.4			
EL DORADO FURNITURE CO	V375	9,532.1			279.4		337.4			8,915.3			
EL DORADO MAZDA	V212	547.6			547.6								
EL DORADO RESORT & SPA MEXICO	T432	320.4	320.4										
EL FENIX RESTAURANT	G320	257.7						127.9		129.8			
EL GUERO SUPERMARKET	V346	1,600.1								1,600.1			
EL MONTE AUTO DLR	V219	483.7			483.7								
EL NUEVO HERALD NEWSPAPR	B622	379.4								379.4			
EL PASO HONDA	V212	258.0								258.0			
EL PASO SADDLEBLANKET CO	V359	280.7						212.8		67.9			
EL POLLO LOCO RESTAURANT	G320	11,188.5			2.0		1.5		10,033.2				1,151.7

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
EL TORITO RESTAURANTS	G320	310.5	75.3		169.9		2.5		62.8				
ELAN FURS FURRIER	V312	262.1			244.0				18.2				
ELAN RESORT & SPA MEXICO	T432	263.2	263.2										
ELATIONS NUTRITIONAL DRINK	D543	2,983.5	484.0	649.8		168.6			50.9		1,630.2		
ELBOW BEACH HOTEL BERMUDA	T432	465.1	465.1										
ELCO CHEVROLET	V211	1,852.2			1,852.2								
ELDER BEERMAN DEPT SALES ANNC	V490	1,417.2			179.8				1,237.4				
ELDERPLAN MEDICAL INSURANCE	B412	5,800.0			3,946.8				1,853.2				
ELDORADO HOTEL CASINO	T431	1,312.2	27.1		9.1		912.6		315.6		2.7		45.1
ELDORADO RESORT & CASINO	T431	339.1								191.8			147.3
ELDORADO STONE & MASONRY	H615	2,848.4	2,848.4										
ELEBINI APPAREL CHILDREN DR	V810	316.8	316.8										
ELECTRA BICYCLES	G440	1,536.3	1,536.3										
ELECTRASOL 3/1/JT DRY PW DSHWSH/TABS	H410	12,906.6						5,532.2	2,285.5	1,283.0	3,805.8		
ELECTRIC EXPRESS CO	V173	682.3			682.3								
ELECTRIC FACTORY CNCRTS	V161	316.2			316.2								
ELECTROLUX COOKTOP	H212	454.8	454.8										
ELECTROLUX INTENSITY VACUUM CLEANER	H223	3,536.6	1,419.7					578.5	7.8	524.8	1,005.0		0.9
ELECTROLUX MAJOR APPLIANCES	H219	2,008.0	1,954.1				10.7		43.2				
ELECTROLUX RANGE	H212	3,114.2	3,114.2										
ELECTROLUX WALL OVEN	H212	2,141.1	2,141.1										
ELECTRONIC ARTS HELLGATE LONDON SOF	B531	1,021.1	1,021.1										
ELECTRONIC ARTS HRY PTR/ORDR/PHNX/GM	G511	2,825.2						1,117.9	0.0		1,707.3		
ELECTRONIC ARTS MYSIMS VIDEO GAME	G511	3,231.6						492.1	0.2		2,739.3		
ELECTRONIC ARTS NEED/SPEED PROSTREET	G511	4,871.8						2,034.0	1.0	8.7	2,828.0		
ELECTRONIC ARTS ORANGE BOX VIDEO GM	G511	3,779.5						999.2	0.1		2,780.2		
ELECTRONIC ARTS SIMPSONS GAME VD GM	G511	6,275.4						2,520.0	172.5	439.7	3,143.2		
ELECTRONIC ARTS SIMS 2 CSTWY VD GM	G511	1,942.4						502.6	20.9		1,418.9		
ELECTRONIC EXPRESS STORE	V361	2,451.7			2,071.2				380.5				
ELECTRONICS BEDDING&APPL	V361	1,168.1			1,168.1								
ELECTRONICS EXPO STORE	V361	3,091.0			3,091.0								
ELEGANT BRIDE MAGAZINE ONLINE	B623	476.4	476.4										
ELEGANT ENTRIES SHOWROOM	V376	351.1			351.1								
ELEMENT APPAREL	A990	349.4	349.4										
ELEMENT CONDOMINIUMS	B452	2,050.8	903.1	182.1	30.5	935.1		51.7			65.5		
ELEMENT SKATEBOARDS	G490	382.3	265.1										
ELF & NATIVITY STORY VIDEOS	H532	323.0	323.0										
ELGIN RIVERBOAT CASINO	V169	277.4					277.4						
ELGIN SCION TOYOTA	V212	796.5			796.5								
ELGIN TOYOTA	V212	363.6			363.6								
ELI LILLY & CO CP	D700	548.6	298.1		82.0	168.6							
ELI LILLY & CO DIABETES	D700	408.8	27.2		40.7				10.0			1.6	329.3
ELI LILLY HMEP OA OF THE KNEE	V139	276.1											276.1
ELIE TAHARI CLOTHING STR MEN & WOMEN	V311	1,856.2	1,856.2										
ELIE TAHARI CLOTHING STR WOMEN	V311	5,930.2	5,039.4	665.3		206.0	19.5						
ELIE TAHARI DRESSES WOMEN	A110	288.8	288.8										
ELITCH GARDEN AMUSE PARK	T440	811.7						811.7					
ELITE BICYCLE PARTS & ACCESS	G440	419.4	419.4										
ELITE FLOORS STORE	V373	280.9			280.9								
ELITE ISLAND RESORTS CARIBBEAN	T432	690.5	612.4		2.4	75.7							
ELITE LEATHER FURNITURE	H121	710.4	710.4										
ELITE MAGAZINE	B623	250.4			250.4								
ELITE MFG CORP	V121	322.0	322.0										
ELITE MODERN FURNITURE	H121	615.6	615.6										
ELITE RACING	V163	394.6	392.6					2.0					
ELIZABETH ARDEN CERAMIDE SKN BRGHTNR	D110	358.0	358.0										
ELIZABETH ARDEN INTRVN MSTR CRM&LTN	D110	2,687.6	2,687.6										
ELIZABETH ARDN CRMD GLD ULTRA/CPSLS	D110	1,767.1	1,767.1										
ELIZABETH ARDN INTRVN EY MSTR EY CRM	D110	1,486.9	1,486.9										
ELIZABETH FILMMORE BRIDAL GOWNS W	A130	823.0	823.0										
ELIZABETH GAGE JEWELRY	A510	375.6	375.6										
ELIZABETH GRADY FCL SLN	V131	383.4			383.4								

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ELIZABETH LOCKE JEWELS	V314	349.7	349.7										
ELIZABETH SHUTTERS STORE	V374	761.3			761.3								
ELIZABETHTOWN GAS CO	V173	606.3			606.3								
ELK & ELK CO ATTY	V151	1,940.7							1,940.7				
ELK & ELK CO ATTY VIGNETTE	V151	401.2							401.2				
ELK GROVE AUTO MALL	V219	612.4			87.5		114.9		410.1				
ELK GROVE CHRY JEEP & FOLSOM LAKE DG	V211	765.0			765.0								
ELK GROVE CHRYSLER JEEP	V211	320.6			302.3				18.3				
ELK GROVE FORD	V211	266.1			248.5				17.6				
ELK GROVE NISSAN	V212	401.9			365.8		36.1						
ELK GROVE TOYOTA	V212	440.8			86.0		41.4		313.4				
ELKAY FAUCETS & SINKS	H621	3,188.2	3,188.2										
ELKAY PLUMBING SUPPLIES	H621	270.8			266.7				4.1				
ELKAY SINK	H621	417.3	417.3										
ELKINS CHEVROLET	V211	336.3			336.3								
ELLE DECOR DESIGN LINE PHONE SERVICE	V156	371.9	371.9										
ELLE DECOR HAPPENINGS	B623	512.8	512.8										
ELLE GIRL MAGAZINE ONLINE	B623	348.4	348.4										
ELLE JEWELRY	A510	1,075.2	1,075.2										
ELLE MAGAZINE	B623	268.7					268.7						
ELLE PROMO	B623	4,680.7	4,680.7										
ELLE.COM MAGAZINE ONLINE	B623	3,164.8	3,164.8										
ELLEN TERRY REALTORS RE	B451	333.6			333.6								
ELLINGTON COURT RE DEV	B452	1,484.9			1,467.7	17.2							
ELLIOTT HOMES	B452	321.2			213.9		88.5		18.8				
ELLIOTTS ACE HARDWARE	V376	261.6			261.6								
ELMERS GO PAINT SET	G542	3,020.6	2,731.4								289.2		
ELMIRA RANGE	H622	742.5	742.5										
ELMORE TOYOTA	V212	1,389.3			1,293.8		95.5						
E-LOAN CONSUMER SERVICES	B124	11,155.8			260.9				2.2		10,892.7		
E-LOAN SERVICE ONLINE	B124	500.8									500.8		
ELRODS COST PLUS SPRMRKT	V345	718.6			382.2				336.4				
ELVIS VAR VIDEOS	H532	314.7	314.7										
EMBARQ HOLDINGS CO LLC CP	B260	474.2			369.9	104.3							
EMBARQ ISP	B225	3,959.2			248.6		439.9		3,114.8				155.9
EMBARQ ISP/PHONE	B250	995.9									995.9		
EMBARQ ISP/PHONE/TW/WIRELESS	B250	1,183.3					304.6				878.7		
EMBARQ LOCAL & WIRELESS	B222	946.3									946.3		
EMBARQ PHONE/WIRELESS	B250	1,748.8									1,748.8		
EMBARQ RESIDENTIAL	B222	3,003.6			1,726.8		591.7						685.2
EMBARQ VAR TELECOM SVC	B229	360.3					360.3						
EMBARQ WIRELESS SERVICE	B223	986.2			287.4		13.6		685.1				
EMBARQ YELLOW PAGES	B232	1,979.0					16.6		1,962.5				
EMBASSY BANK/LEHIGH VLY CONSUMER SVC	B121	448.7			395.3		53.4						
EMBASSY SUITES HOTELS	T431	16,474.8	6,036.3		251.9	7,591.2	728.8				1,859.6		7.0
EMBASSY SUITES HOTELS HI	T432	641.1	397.5	229.1	14.4								
EMBASSY SUITES HOTELS WORLDWIDE	T432	467.6				467.6							
EMBRAER AIRCRAFT	T300	346.5	339.0				7.5						
EMCOR GROUP INC CP	G930	1,557.4	1,321.4								236.0		
EMCOR GROUP SERVICES	V159	493.9	356.1								137.8		
EMELIN THEATRE	V161	344.8			343.6	1.2							
EMERALD BRIDAL BRIDAL GOWNS WOMEN	A130	1,078.7	1,078.7										
EMERALD BRIDAL BRIDAL&FRML GWNS FAM	A130	279.3	279.3										
EMERALD COAST FL TP	T433	1,556.6	569.7						119.8		867.0		
EMERALD DOWNS RACE TRACK	V163	339.9			152.9				187.1				
EMERALD ECOZONE RE DEV	B452	305.8		305.8									
EMERALD NUTS	F530	6,999.5							0.8		4,613.3		
EMERALD QUEEN CASINO HTL	T431	1,891.0			1,157.6				733.4				
EMERGEN-C SUPPLEMENT	D541	6,308.8	85.0						1,043.5	688.1	2,722.5	1,071.0	698.7
EMERGENCY CHIROPRACTIC	V133	939.5					234.1				705.4		
EMERGENCY PRPRDNS/PSA	B323	672.7								151.7	521.0		
EMERSON COLLEGE	G810	448.0			10.9		437.1						

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
EMERSON ELECTRIC CO	B821	2,377.7				1,585.1		38.1	2.4		920.8	442.3	
EMERSON ELECTRIC CO CP	V173	3,730.7	742.1			4.1	53.4						
EMERSON RESORT & SPA	T431	390.5	333.0			274.8							
EMG HOME SUPPLY CENTER	V376	274.8											
EMI CAPITOL NOW THATS WHAT/CL MSC 26	H531	646.0						10.0	28.6	5.3	602.2		
EMI NETWORK SERVICES	B651	13,641.7	13,641.7										
EMI TELEVISA MUSIC AB QNTNL/KMB ALST	H531	698.4							611.8		86.6		
EMI TELEVISA MUSIC BELINDA UTOPIA RC	H531	497.5							394.7		102.8		
EMI TELEVISA MUSIC INTOCABLES CRC/CM	H531	555.8							444.9		110.8		
EMI TELEVISA MUSIC JUAN/GR/LV/CRZN	H531	458.6							376.0		82.5		
EMI TELEVISA MUSIC RBD CELESTIAL RC	H531	324.3							240.7		83.7		
EMICH VOLKSWAGEN	V213	384.2			110.5		64.1		209.6				
EMIRATES AIRLINES INTL	T414	4,477.7	1,473.8	228.7	412.0	1,305.3	397.9	410.6	1.6		193.6		54.1
EMJOI DRUGS/TOILETRIES DR	V830	46,500.3						33.3	196.1	514.0	45,756.9		
EMMA GARDNER RUGS	H131	320.5	320.5										
EMMIS BRDCSTG RADIO STNS	B630	292.9					292.9						
EMORY HEALTHCARE SERVICE	V133	253.2			178.6		74.6						
EMOVIL TEXT MESSAGING	B229	5,456.3							4,576.9		879.4		
EMPIRE AUTO DLR	V219	253.2			252.3		0.9						
EMPIRE BEAUTY SCHOOL	G840	1,102.6			10.7				1,069.0				22.9
EMPIRE BLUE CRSS&BL SHLD MEDICAL INS	B412	2,131.2	421.0		1,044.2	142.9			523.1				
EMPIRE CITY CASINO	V169	1,843.4			174.5		1,668.9						211.7
EMPIRE CITY/YONKERS RCWY	V169	271.6			59.9								
EMPIRE COMMUNITIES/RE	B452	256.2			95.3		89.1		71.9				
EMPIRE DIAMOND JEWELRY DR	V810	274.5											274.5
EMPIRE DOORS & WINDOWS	V376	1,327.1			1,327.1								
EMPIRE HEALTH CARE MEDICAL INSURANCE	B412	1,172.4			1,172.4								
EMPIRE HYUNDAI	V212	959.6			865.4		41.4		52.8				
EMPIRE LAKEWOOD NISSAN	V212	1,016.5			1,016.5								
EMPIRE NISSAN	V212	914.9			696.4		19.8		198.8				
EMPIRE PLAN MEDICAL INSURANCE	B412	391.2			92.5		23.0		275.7				
EMPIRE STATE COLLEGE	G810	414.8	31.6		316.0		67.2						
EMPIRE SUZUKI	V212	304.4							304.4				
EMPIRE TODAY HOME SVCS	V179	119,636.0			45.1				113,906.9	2,695.5			2,988.5
EMPIRE VISION CENTER	V135	666.7			37.8				628.9				
EMPIRE WINDOW CO	V171	329.5			261.8				67.6				
EMPLOYEE OF THE MONTH VIDEO	H532	1,851.1						674.9	7.4	321.1	818.0	29.8	
EMPORIO ARMANI APPAREL	A990	497.3	497.3										
EMPORIO ARMANI DIAMONDS FRAGRANCE W	D180	6,676.5	4,336.7								2,339.8		
EMPORIO ARMANI RTW MEN & WOMEN	A190	277.4	277.4										
EMPORIO ARMANI RTW WOMEN	A190	711.0	711.0										
EMPORIO ARMANI STORE MEN	V311	978.7	978.7										
EMPORIO ARMANI STORE WOMEN	V311	2,200.6	2,194.6		6.0								
EMPORIO ARMANI SUNGLASSES	A430	643.3	643.3										
EMPORIO ARMANI WATCHES	A520	1,129.6	1,129.6										
EMPRESS CASINO	V169	593.9			12.4		477.0		104.6				
EMPRESS CASINO HOTEL	T431	1,100.2			1,100.2								
EMPRESS HAIR CARE DRUGS/TOIL DR	V830	327.3							0.7	148.4	178.2		
EMPYREAN ARCHITECTURE CO	V171	539.9	516.8		23.1								
EMROCH & KILDUFF ATTY	V151	469.9							469.9				
EMSON INC DRUGS/TOILETRIES DR	V830	2,394.9							0.2		2,394.6		
EMU AUSTRALIA BOOTS WOMEN	A310	528.0	528.0										
EMUSIC STORE ONLINE	V362	2,569.9	1,860.4	394.4	3.7		39.3		7.5		264.6		
EMW CARPETS & FURN STR	V375	525.0			505.6				19.4				
ENABLEX OVERACTIVE BLADDER RX	D560	50,990.5	20,696.4		6,304.6			10,694.0	14.6	2,000.4	11,280.6		
ENBREL RX	D560	57,542.4	5,967.7	7,095.0				8,006.0	2,560.5		33,913.2		
ENCANTERRA COUNTRY CLUB	V162	559.6			440.7		7.5		111.3				
ENCHANTMENT RESORT	T431	301.6	301.6										
ENCINITAS FORD	V211	623.9			363.6				260.3				
ENCLAVE RE DEV	B452	268.8			212.9		55.9						
ENCORE AZALEA NURSERY STOCK	G712	326.0	326.0										
ENCORE DENTAL INSURANCE DR	V829	3,908.1	59.3						971.0	457.0	2,420.7		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ENCORE DRUGS/TOILETRIES DR	V830	562.6		562.6									
ENCORE STARZ CABLE TV	B642	277.8			276.5			1.3					
ENDESA UTILITY CO MISC FIN	B129	3,736.5				3,736.5							
ENDICOTT NISSAN	V212	723.2			702.9				20.3				
ENDLESS HIGHWAY VAR RECORDINGS DR	V871	258.1							2.5		255.5		
ENDLESS POOLS PERSONAL POOLS	H629	21,886.2	1,526.6	877.1				100.0	550.9	91.8	18,739.9		
ENDLESS SUMMER NURSERY STOCK	G712	1,012.9	1,012.9										
ENDORUSH ENERGY DRINK	F450	1,410.7	1,410.7										
ENDOTHIL-CR SUPPLEMENT TABLETS	D542	1,494.6	1,494.6										
ENDUST DISPOSABLE DUST CLOTHS	H232	2,160.0									2,160.0		
ENELOOP RECHARGEABLE BATTERIES	H310	1,528.0	1,526.0		2.0								
ENERGETIX UTILITY CO	V173	357.1			89.1	37.7	175.4		54.9				
ENERGIE CLOTHING STORE MEN	V311	255.8	255.8										
ENERGIZER E2 LITHIUM BATTERIES	H310	50,084.5				205.6		38,208.3	68.2	854.9	10,746.7	0.9	
ENERGIZER E2 TITANIUM BATTERIES	H310	290.4	290.4										
ENERGIZER ENERGI TO GO CL PHN CHRGR	H310	2,646.1	2,459.1			187.0							
ENERGIZER ENERGI TO GO IPOD CHARGER	H310	1,346.9	1,346.9										
ENERGIZER FLASHLIGHT	H222	375.1	375.1										
ENERGIZER HARD CASE FLASHLIGHT	H222	554.4	554.4										
ENERGIZER HEARING AID BATTERIES	D610	1,105.6						0.0	13.6	1,085.1	6.8		
ENERGIZER HOUSEHOLD BATTERIES	H310	1,287.3	1,163.9		81.4	35.0			7.0				
ENERGIZER MAX HOUSEHOLD BATTERIES	H310	8,351.0						5,481.5	2.3	124.2	2,743.1		73.8
ENERGIZER VAR BATTERIES	H310	654.5	580.7										
ENERGY ASSISTANCE/PSA	B323	285.5							285.5				
ENERGY AWARENESS/PSA	B323	336.3							29.7	306.6			
ENERGY CONSERVATION/PSA	B323	1,350.5								376.9	973.6		
ENERGY HOG CAMPAIGN/PSA	B323	1,775.0								1,237.1	537.8		
ENERGY SAVERS VINYL WNDWS	V171	1,316.7			1,292.0				24.7				
ENERGY SAVINGS EXTERIORS	V171	1,312.2			1,312.2								
ENERGY SMART ORG/PSA	B323	1,214.9							1,214.9				
ENERGY STAR GAS	V174	461.6	422.0		4.0		35.5						
ENERGY STAR/PSA	B323	21,481.1						20,990.4	470.2		20.5		
ENERGYTOMORROW.ORG ONLINE	B329	1,524.0			1,318.4	205.6							
ENFAMIL EXPECTA LIPIL SUPPLEMENT	D543	351.1	351.1										
ENFAMIL LIPIL FORMULA	F240	1,869.3	1,869.3										
ENFAMIL VAR BABY FOOD	F240	1,013.3	1,013.3										
ENGENDERHEALTH ORG	B329	306.6	306.6										
ENGLE HOMES	B452	2,511.2			1,974.3		536.9						
ENGLERT LEAFGUARD GUTTERS	H611	8,621.7	214.7		5,790.6				2,616.5				
ENGLEWOOD AUTO DLR	V219	1,643.4			1,547.9		95.5						
ENGLEWOOD HOSP & MED CTR	V133	699.9			648.5	51.3							
ENGLISH GARDEN FURN CO	V375	291.3			291.3								
ENGLISH GARDENS NURSERY	V358	395.2			360.0				35.2				
ENKEBOLL DESIGNS MISC DR	V859	279.8	279.8										
ENOVA OIL	F120	743.9	741.3						2.6				
ENSURE NUTRITIONAL SUPPLEMENT	D543	17,633.2	1,206.5					12,358.8	339.9	1,684.3	2,043.6		
ENT & ALLERGY ASSOC	V139	299.1			51.8		247.3						
ENT FEDERAL CREDIT UNION CON SVC	B124	306.9					202.1		104.8				
ENTENMANN'S BAKED GOODS	F342	316.3	180.8	20.0					105.7				9.8
ENTENMANN'S BAKERY GOODS	F349	286.2		283.5	2.8								
ENTENMANN'S LITTLE BITES BAKED GOODS	F342	928.8	173.3	472.7					282.8				
ENTERCOM RADIO STATION	B630	310.1					310.1						
ENTERPRISE RENT-A-CAR	T151	60,376.0	651.7	2,638.6	330.3	1,890.7	277.6	46,700.3	346.0		7,515.8		25.0
ENTERPRISE RENT-A-CAR CO CP	T151	1,264.7			143.3	1,121.4							
ENTERPRISE RENT-A-CAR VIGNETTE	T151	256.2							159.0	0.3	96.9		
ENTERTAINMENT IND FNFTN	B329	1,710.0	1,709.6							0.5			
ENTERTAINMENT WEEKLY MAG ONLINE	B623	5,053.9	5,053.9										
ENTERTAINMENT WEEKLY MAG TV PROGRAM	B623	288.1	288.1										
ENTERTAINMENT WKLY EVNTS	B623	432.2	432.2										
ENTOURAGE SERIES VIDEOS	H532	759.8							43.0		716.9		
ENTREPRENEUR ENTREPRENEUR DIET BOOK	B610	286.0	286.0										
ENTREPRENEUR FINDING FORECLOSURES BK	B610	313.5	313.5										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ENTREPRENEUR MAGAZINE VAR BOOKS	B610	368.1	368.1										
ENTREPRENEUR MAGAZINE VAR BOOKS DR	V823	2,505.6	2,505.6										
ENTREPRENEUR VAR RECORDINGS DR	V871	338.0	338.0										
ENTREPRENEUR.COM MAG ONLINE	B623	1,034.6	1,034.6										
ENTREPRENEURS SOURCE BP	B911	374.8	288.3		86.5								
ENVIGA RTS GREEN TEA	F412	5,505.7	5,470.6		32.8		1.5		0.8				
ENVIRONMENTAL AWRNS/PSA	B323	1,528.7						298.8	1,032.2		197.7		
ENVIRONMENTAL DFN FN/PSA	B323	592.1							589.2		2.9		
ENVIRONMENTAL DFNS FND	B322	504.3			118.2	28.7				357.3			
ENVIRONMENTAL SYS PDTS	B819	560.1											560.1
ENVOY HEALTH DRUGS/TOILETRIES DR	V830	917.2	60.0		857.2								
ENVYGIRLS VAR VIDEOS DR	V873	735.5									735.5		
ENYCE APPAREL	A990	292.3	183.4				108.9						
ENYCE SPORTSWEAR MEN & WOMEN	A141	1,213.0	1,213.0										
ENYCE SPORTSWEAR WOMEN	A141	342.1	342.1										
ENZOANI BRIDAL GOWNS WOMEN	A130	1,203.7	1,203.7										
ENZYTE DRUGS/TOILETRIES DR	V830	136,862.2							6,764.3	7,003.4	123,094.5		
EONS ONLINE	B670	284.3							0.2	13.4	270.7		
EOS AIRLINES INTL	T414	3,210.4	774.3			2,346.1	90.0						
EP HENRY PAVING STN&HRD SCPG PDTS	H615	661.3							661.3				
EPA ENERGY STAR PROGRAM	B313	965.7	269.3		632.1	28.9			35.5				
EPA ENVRNMNTL PRT AG/PSA	B323	1,135.8							698.6	434.9	2.3		
EPB ELECTRIC POWER BOARD	V173	288.7	7.2						281.4				
EPCO PAINT & WALLPAPER	V376	411.4			389.2				22.2				
EPCON COMMUNITIES	B452	791.6	767.8		15.9		7.8						
EPCOT INTL FOOD&WN FEST	V140	628.1						355.7	272.4				
EPIC DURAN DURAN RD CRPT MSCR	H531	372.3	372.3										
EPIC GOLF SHAFTS	G460	508.7	427.2							81.5			
EPIC MOVIE UNRATED VIDEO	H532	1,634.0						606.0	0.2	36.7	991.1		
EPIC PHARMACY ASSOC	V330	998.6							998.6				
EPICURIOS.COM ONLINE	B670	1,215.2	949.7	243.0	22.4								
EPILOG LASER SYSTEM	B822	292.6	292.6										
EPIL-STOP CREME HAIR REMOVER	D240	1,765.1	1,765.1										
EPIL-STOP DRUGS/TOILETRIES DR	V830	1,662.8								1,662.8			
EPIPHONE AUDIO EQUIP & GUITARS	H512	382.5							236.1		146.5		
EPSON MOVIEМАTE PROJECTOR	B719	3,193.5	3,193.5										
EPSON PICTUREMATE PERSONAL PHOTO LAB	G142	816.2	816.2										
EPSON PRINTER ACCESSORIES	B521	433.6	433.6										
EPSON PRINTERS	B521	11,716.4	7,841.7		1,292.2	659.8					1,922.7		
EPSON PROJECTOR	B719	1,927.4	1,927.4										
EPSON VAR COMPUTERS & PRINTERS	B511	499.4				499.4							
EPT CERTAINTY PREGNANCY TEST	D620	2,176.3						1,212.2	29.5	321.8	612.7		4,107.3
EQUAL SWEETENER	F110	5,085.3			205.6								772.5
EQUIBAL INC DRUGS/TOILETRIES DR	V830	1,578.8	1,578.8										
EQUIFAX CREDIT WATCH CONSUMER SVC	B129	312.6	200.9	109.0					2.7				
EQUINAIRE-WEALTH SEMINAR	G820	525.4		525.4									
EQUINOX FITNESS CLUBS	D800	1,873.3	579.0	24.9	619.5	264.3	375.5		10.1				
EQUITABLE RE GROUP INC	B451	330.5			330.5								
EQUITY BANK CONSUMER SERVICES	B121	354.7			354.7								
EQUITY BANK MORTGAGE CO CONSUMER SVC	B124	4,335.9			3,592.6	743.4							
ERA AMERICAN REALTY	B451	330.8							1.3		329.5		
ERA BURGDORFF REALTY	B451	1,907.9			1,894.3	13.6							
ERA PROPERTY WORLD RLTRS	B451	786.9			786.9								
ERA REAL ESTATE	B451	1,818.4			1,147.7	4.6	234.7		23.2		408.2		
ERA REALTY GROUP	B451	259.8			16.8		243.0						
ERAGON VIDEO	H532	6,308.8							3,594.1	338.4	115.2	2,261.1	
EREHWON MTN OUTFTR STR	V365	317.7			317.7								
ERGO/COMFORT SLEEP CTR	V377	374.9			374.9								
ERIC CHAFIN HMBLDRS DEV	B452	290.9			236.0		54.9						
ERIC GINTER DC	V132	321.1			321.1								
ERIC HILL NISSAN	V212	734.2			718.9		2.4		13.0				
ERIC JAVITS HANDBAGS WOMEN	A410	478.0	135.0	343.1									

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ERIC PALACIO ATTY	V151	260.4							260.4				
ERIC SHORE ATTY	V151	464.4			303.5				160.9				
ERICKSON BEAMON DIAMONDS JEWELRY	A510	256.9	256.9										
ERICKSON RTRMNT CMNTY	B452	909.5			147.3				762.1				
ERIE CONSTRUCTION CO	V171	423.6			11.5					412.1			
ERIKS BIKE SHOP	V365	491.2		25.8				123.5		346.3			21.4
ERLANGER MEDICAL CENTER	V133	301.2								275.4			
ERMENEGILDO ZEGNA EYEWEAR & RTW MEN	D630	1,374.1	1,374.1										
ERMENEGILDO ZEGNA LTHR JKCTS&PNTS M	A120	400.8	400.8										
ERMENEGILDO ZEGNA RTW MEN	A190	1,546.1	1,431.8	114.4									
ERMENEGILDO ZEGNA STORE MEN	V311	1,544.4	1,051.6		105.6		387.2						
ERMENEGILDO ZEGNA SUITS MEN	A130	1,068.8	1,068.8										
ERMENEGILDO ZEGNA SUNGLASSES	A430	474.0	474.0										
ERNIE GUZMAN HYUNDAI	V212	288.4			16.5				271.9				
ERNIE HAIRE AUTO DLR	V219	2,118.2			2,118.2								
ERNIE HAIRE FORD	V211	5,247.1			5,082.3				140.0				24.8
ERNIE PALMER USED/SPRSTR	V219	321.6							321.6				
ERNIE PALMERS TOY SCION	V212	430.1							430.1				
ERNST & YOUNG CONSULTANT	B930	575.4	419.7		155.7								
ERNST & YOUNG LLP CP	G930	307.3			25.2		282.1						
ERNST BENZ WATCHES	A520	309.6	309.6										
ESCADA BOUTIQUE WOMEN	V311	6,357.8	6,071.4	70.9	177.8		37.7						
ESCADA SUNSET HEAT FRAGRANCE M & W	D410	1,003.3	1,003.3										
ESCALA SUNSET HEAT FRAGRANCE WOMEN	D180	336.4	336.4										
ESCALA RE DEV	B452	781.0		376.0	388.5		5.3		11.2				
ESCAPE WITH MORE	B623	260.1	260.1										
ESCONDIDO RE DEV	B452	744.7	676.4		24.9		43.5						
ESCORT AUTOMOTIVE DR	V880	513.9								513.9			
ESCORT INC AUTOMOTIVE DR	V880	8,848.5	8,848.5										
E SIGNAL ADVANCED GET SOFTWARE	B532	287.1							287.1				
E SIGNAL BROKER SERVICES ONLINE	B122	488.8							488.8				
ESL FEDERAL CREDIT UNION CON SVC	B124	1,665.9			1,559.0		15.1		91.8				
ESMAS MOVIL PHONE CUSTOMIZATION SVC	B229	790.5							506.2		284.3		
ESMAS MOVIL TEXT MESSAGING	B229	529.2							340.9		188.3		
E-SNOO DOGG PAID PROMO	B642	1,128.1											1,128.1
E-SNOO DOGGS FATHER HD PAID PROMO	B642	821.9	370.0					220.5	0.2		231.3		
ESP HEATING & AC	V174	380.9			380.9								
ESP2-NASCAR PAID PROMO	B642	629.9	629.9										
ESPECIALLY YOURS MULTI-PDTS DR	V899	332.5	332.5										
ESPN & ESPN 2 CABLE TV	B642	2,996.8	2,680.6		63.8	252.3							
ESPN 2 CABLE TV	B642	8,695.8	7,222.0		22.7	1,439.0	12.0						
ESPN 360 ONLINE	B680	1,829.3				37.3			219.9		1,572.1		
ESPN CABLE TV	B642	27,450.6	17,378.4		288.1	3,167.3	3,934.9						2,681.9
ESPN CABLE TV & ESPN HD CABLE TV	B642	754.0	754.0										
ESPN CABLE TV PAID PROMO	B642	2,617.6	891.9		36.1				65.3			537.9	1,086.5
ESPN DEPORTES CABLE TV	B642	536.2	448.6			18.7	6.5		9.0		32.8		20.6
ESPN FANTASY GAMES ONLINE	G513	938.1	868.2						16.5		53.5		
ESPN GOLF SCHOOL	G850	2,466.8	1,797.8			668.4			0.6				
ESPN INC CP	B642	757.6	754.0		3.6								
ESPN MAGAZINE	B623	1,070.9						40.0		0.7		1,030.1	
ESPN MAGAZINE ONLINE	B623	3,126.5	3,126.5										
ESPN MAGAZINE SUBS DR	V823	2,292.8							586.2		1,706.6		
ESPN MAGAZINE VAR BOOKS	B610	1,319.5	1,319.5										
ESPN PAY PER VIEW CBL TV	B642	928.4	847.7			80.7							
ESPN RADIO NETWORK	B630	3,140.1	222.7		1,848.4	93.3	505.2		366.8		103.8		
ESPN VISA	B111	3,352.2	124.4								3,227.8		
ESPN.COM ONLINE	B642	5,540.6	1,375.5			108.3			14.0		4,042.8		
ESPN-COLLEGE FTBL GM PAID PROMO	B642	961.4	445.4			515.9							
ESPN-E 60 PAID PROMO	B642	1,131.3	1,056.7			74.6							
ESPNNEWS NETWORK CABLE TV	B642	271.3	252.6			18.7							
ESPN-FIFA W WORLD CUP PAID PROMO	B642	360.6	360.6										
ESPN-MONDAY NIGHT FTBL PAID PROMO	B642	5,482.9	4,755.5			279.9	163.1	277.2	7.2				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
ESPN-NASCAR RACING PAID PROMO	B642	1,657.5	1,657.5											
ESPN-NBA BASKETBALL PAID PROMO	B642	1,488.1	1,208.2			279.9								
ESPNSHOP.COM SPRTS STR ONLINE	V365	358.3	26.4						41.4		290.5			
ESPN-SUNDAY NFL CNTDWN PAID PROMO	B642	2,505.9	2,187.4			134.0					184.5			
ESPNU CABLE TV	B642	406.5											406.5	
ESPRIT APPAREL	A990	730.1					730.1							
ESPRIT DECOR FURN STR	V375	310.8			310.8									
ESPRIT MONOLIGHTS LIGHTING KITS	G142	319.2	319.2											
ESQUIRE BIG & TALL STORE MEN	V311	253.0	253.0											
ESQUIRE MAGAZINE ONLINE	B623	1,303.8	1,303.8											
ESQUIRE WATCHES	A520	9,316.3	9,316.3											
ESRB SERVICES	B329	297.2	38.3						25.6		233.3			
ESSENCE HEALTHCARE MEDICARE INS	B412	2,045.2			1,889.2				156.0					
ESSENCE MAGAZINE ONLINE	B623	531.3	531.3											
ESSENCE MUSIC FEST/COCA	F449	708.3	708.3											
ESSENCE MUSIC FESTIVAL	B623	2,850.7	2,588.7		0.1				5.2			28.0	228.7	
ESSENCE NOTICE	B623	1,352.4	1,352.4											
ESSENTIAL GROUP CONSTIPATION STUDY	V139	355.9							355.9					
ESSENTIAL GROUP GOUT STUDY	V139	275.8	275.8											
ESSENTIAL PATIENT ALZA STUDY	V139	311.4											311.4	
ESSERMAN NISSAN	V212	556.4							556.4					
ESSERMAN NISSAN LEASING	V212	610.0							610.0					
ESSEX PAIN MGT	V133	274.9			274.9									
ESSIE NAIL POLISH	D150	2,359.7	2,359.7											
ESTATE PLANNING SEMINAR	G820	460.1			460.1									
ESTATE PLANNING WORKSHOP	G820	318.1			309.9				8.1					
ESTATES CNSGNMNTS HM FRN	V372	461.4			461.4									
ESTEE LAUDER ADV NT RPR COMPLEX	D110	589.8	589.8											
ESTEE LAUDER ADV NT RPR CONCENTRATE	D110	1,144.2	291.5						852.7					
ESTEE LAUDER ADV NT RPR PRTCTV/CMLX	D110	2,811.2	2,811.2											
ESTEE LAUDER BEAUTY PDTs	D190	1,358.6	140.0			998.3		82.8					137.5	
ESTEE LAUDER COMPACT	D140	612.4	612.4											
ESTEE LAUDER COSMETICS	D190	1,795.4	1,701.4			93.5		0.5						
ESTEE LAUDER DAYWEAR PLS FACIAL LTN	D110	858.2	858.2											
ESTEE LAUDER DOUBLE WR PWD&LIQ FNDTN	D140	2,940.3	2,940.3											
ESTEE LAUDER EYE & LIP MAKEUP	D130	265.0	265.0											
ESTEE LAUDER FRAGRANCE WOMEN	D180	1,064.3	837.6		12.9	213.7								
ESTEE LAUDER IDLST PR MNMZNG/RFN SHR	D110	3,515.7	3,284.9						230.8					
ESTEE LAUDER PRJCTNST MASCARA	D130	2,984.4	2,984.4											
ESTEE LAUDER RE-NTRV SKIN CARE PDTs	D110	888.3	888.3											
ESTEE LAUDER RE-NTRV ULMT LTNG SRM	D110	794.2	794.2											
ESTEE LAUDER RSLNC LFT FACIAL CREAM	D110	968.4	902.3										66.1	
ESTEE LAUDER SIGNATURE LIPSTICK	D120	3,417.4	3,417.4											
ESTEE LAUDER SKIN CARE PDTs	D110	760.7	756.5										4.2	
ESTEE LDR BRNZ GDS/FNDTN & HGH/LP GLS	D140	291.5	291.5											
ESTEE LDR RSLNC LFT EXTR FIRMING CRM	D110	1,566.8	1,566.8											
ESTEE LDR RSLNC/EXTRM ULTR FRMNG MU	D140	4,294.7	4,048.9	245.9										
ESTER-BOL &XPLO-BOL SPLMNT CPSLS	D541	540.7	540.7											
ESTER-C VITAMIN C	D541	11,097.3	3,722.9			32.1		3,764.2	3.0		2,712.5	862.5		
ESTES PARK CO TP	T433	350.0	130.4		162.2				57.4					
ESTRELLA DEL MAR RE DEV	B452	263.3	245.0		18.3									
ESTRELLA RE DEV	B452	283.5			283.5									
ESTRIDGE HOME BUILDERS	V171	298.2							298.2					
ESTROVEN EXTRA STR SUPPLEMENT	D541	468.7							273.6		195.1			
ESTROVEN EXTRA STR&PM SUPPLEMENT	D541	262.8									262.8			
ESTROVEN PM SUPPLEMENT	D541	269.6									269.6			
ESTROVEN PMS SUPPLEMENT	D541	260.8			225.1	35.7				31.7	487.2	76.6		
ESTROVEN SUPPLEMENT	D541	595.5												
ESURANCE.COM ONLINE	B422	122,658.4	1,152.2	114.4				1,529.8	24,007.9	2,091.7	28,064.0	65,068.3	150.0	480.0
ETD DISC TIRE CENTER	V241	437.8			437.8									
ETERNITY FRAGRANCE M & TOILETRIES	D410	278.4												
ETERNITY FRAGRANCE M & W & TOIL	D180	719.9	719.9											

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ETERNITY FRAGRANCE MEN	D410	2,445.9	2,445.9										
ETERNITY FRAGRANCE MEN & WOMEN	D180	7,259.8	5,603.2						523.0		1,133.6		
ETERNITY SUMMER FRAGRANCE M & W	D180	1,310.7	1,310.7										
ETHAN ALLEN FURN STR	V375	26,446.0	71.3	1,654.9	3,978.5	148.1	428.9	7,397.2	2,112.0	3,370.5	7,235.9		48.6
ETHAN ALLEN FURN STR & THOMASVILLE	V375	395.4			395.4								
ETHANOL FUEL PROMO	T290	1,353.3							1,082.0	21.6		249.7	
ETHEL BARRYMORE THEATRE	V161	510.4			81.0	429.5							
ETHICON ENDO-SURGERY MED APPL&EQUIP	D610	500.1	497.5		2.5								
ETIENNE AIGNER APPAREL	A990	1,021.8	907.5	114.4									
ETIHAD AIRWAYS INTL	T414	410.5	190.9			71.4	148.2						
ETNIES RTW & SNEAKERS WOMEN	A190	507.5	507.5										
ETON FR300 AUDIO PDT'S DR	V871	645.6	619.8		25.8								
ETON RADIO	H512	3,102.0	897.4		419.0	1,785.5							
ETRO CLOTHING STORE MEN	V311	1,476.3	1,247.6	228.7									
ETRO CLOTHING STORE MEN & WOMEN	V311	1,391.4	1,391.4										
ETRO CLOTHING STORE WOMEN	V311	4,284.7	3,827.3	457.4									
ETRO HANDBAGS WOMEN	A410	325.1	325.1										
ETTLESON AUTO DLR	V219	260.9			260.9								
ETTLESON HYUNDAI	V212	452.8			91.4				361.5				
EUCERIN CALMING CREME	D110	911.0							239.1	7.0	63.7	601.3	
EUCERIN CALMING CREME&ITCH-RLF	D110	11,434.3	4,099.0						3,050.0	1,239.0	975.1	2,071.2	
EUCERIN DAILY RPLNSHNG LOTION	D110	5,164.2	2,418.4						1,320.5	27.8	120.6	1,277.0	
EUCERIN PLUS INTENSIVE REPAIR FT CRM	D110	290.9	290.9										
EUCERIN PLUS INTENSIVE RPR CRM&LTN	D110	3,478.3	3,478.3										
EUGENE ONEILL THEATER	V161	1,142.7			317.6	825.1							
EUKANUBA &IAMS CANNED&DRY DOG FD	G611	297.8			297.8								
EUKANUBA CANNED & DRY DOG FOOD	G611	678.3	678.3										
EUKANUBA DRY DOG FOOD	G611	2,419.5	2,216.7		175.8				16.3		10.7		
EUPHORIA BLOSSOM CLVN KL FRAGRANCE W	D180	2,517.2	2,517.2										
EUPHORIA CALVIN KLEIN FRAG M & W	D410	3,193.6	1,789.9						91.0		1,312.7		
EUPHORIA CALVIN KLEIN FRAG M&W&TOIL	D410	928.8	928.8										
EUPHORIA CALVIN KLEIN FRAG W & TOIL	D180	1,733.8	1,733.8										
EUPHORIA CALVIN KLEIN FRAG W&LOTION	D180	1,198.1	1,198.1										
EUPHORIA CALVIN KLEIN FRAGRANCE MEN	D410	5,118.4	5,118.4										
EUPHORIA CALVIN KLEIN FRAGRANCE W	D180	5,315.1	5,315.1										
EUREKA CAPTURE VACUUM CLEANER	H223	6,125.7	3,427.9					460.6	178.4		2,058.8		
EUROFRESH GROCERY STORE	V346	535.1			535.1								
EUROFURNITURE.COM STORE	V375	264.5	264.5										
EUROPE TP	T434	1,124.8	110.1		617.2	397.5							
EUROPEAN CO WATCHES	A520	1,007.6	1,007.6										
EUROPEAN FURN WAREHOUSE	V375	342.2	124.2		218.1								
EUROPEAN LEADERSHIP 2007 FORUM	G820	959.6	959.6										
EURWAY FURNITURE STORE	V375	491.7			14.0		122.7		355.0				
EVAN ALMIGHTY VIDEO	H532	3,511.3	24.1					1,576.5	2.4	355.9	1,473.4	24.8	54.2
EVAN WILLIAMS BOURBON WHISKEY	F711	5,837.8	5,713.2				110.0				14.6		
EVANSTON NRTHWSTRN HLTH	V133	921.8			921.8								
EVANSTON SUBARU	V212	417.5			417.5								
EVE OF MILADY BRIDAL GOWNS WOMEN	A130	3,979.7	3,979.7										
EVENFLO CHILDRENS CAR SEAT	H121	357.9	357.9										
EVENFLO ELAN BREAST PUMP	H232	392.2	392.2										
EVENFLO.COM ONLINE	B670	762.1	762.1										
EVENTS&ADVENTURES DATING	V155	780.0			459.2				19.0				301.8
EVER DRY WATERPROOFING	V171	343.6			343.6								
EVER GRAIN DECKING	H619	886.8	886.8										
EVERBANK CONSUMER SERVICES	B121	327.9			327.9								
EVERCARE INS MEDICAL INSURANCE	B412	2,476.8							2,454.5				22.4
EVERDRY WATERPROOFING CO	V171	1,410.5			116.0		52.0		1,242.4				
EVEREADY GOLD ALKALINE BATTERIES	H310	907.2	907.2										
EVEREST COLLEGE	G810	11,783.0			208.8		8.3		11,469.5	96.3			
EVEREST COLLEGE & EVEREST INSTITUTE	G810	11,749.6							850.3	1,672.8	4,680.6	4,545.9	
EVEREST HOME WORKS CONTR	V171	580.5			580.5								
EVEREST INSTITUTE	G840	8,570.5			8.9				8,561.5				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
EVEREST UNIVERSITY	G810	384.4					32.8		351.6				
EVERGLADES BOATS	G430	294.1	294.1										
EVERGREEN INVESTMENT CONSUMER SVC	B129	310.7	131.0			179.7							
EVERGREEN INVESTMENT FUNDS	B125	1,301.7	223.4			1,078.3							
EVERGREEN NURSERY	V358	318.3			318.0				0.3				
EVERLAST WORLDWIDE INC CP	G490	296.8	296.8										
EVERPURE WATER FILTER	H621	614.3	614.3										
EVERSLIM WEIGHT LOSS SUPPLEMENT	D542	707.0	707.0										
EVERY DAY/RACHAEL RY MAG ONLINE	B623	1,020.0	1,020.0										
EVERYBODY LOVES RMND SRS VIDEOS	H532	2,598.9	1,265.2						10.3	952.3	371.1		
EVERYDAYKIDZ ONLINE	B670	525.6	525.6										
EVERYTHING SALE	V359	299.0							299.0				
EVIAN SPRING WATER	F460	439.1	288.4				148.0				2.7		
EVINRUDE OUTBOARD MOTORS	G430	1,211.1	190.2						1.9	91.2	927.8		
EVOICE RCPTNST TLPHN CO RESIDENTIAL	B222	755.9		755.9									
EVOICE.COM VOICE MAIL ONLINE	B543	520.1	439.8		73.3								7.0
EWALD AUTOMOTIVE GROUP	V219	288.8			197.1		21.7		70.1				
EWING & ASSOC RE AGENT & STHBYS INTL	B451	333.6			333.6								
ews enviro waste sltns bp	B911	980.6	980.6										
EX VIDEO	H532	281.1							19.6		261.5		
EXAMINER NEWSPAPER	B622	549.0				342.0			207.0				
EXCALIBUR HOTEL & CASINO	T431	2,419.4			69.9		241.8		5.8		2,101.9		
EXCEDRIN BACK&BODY EX STR PAIN CAPS	D511	34,242.2	2,667.1						16,242.0	118.7	7,805.2	6,875.8	533.3
EXCEDRIN EXTRA STR PAIN CAPLETS	D511	9,478.8							3,704.6	45.0	2,311.7	3,417.5	
EXCEDRIN EXTRA STRENGTH PAIN TABS	D511	2,466.0	538.4						1,214.1	7.7	579.8	126.0	
EXCEDRIN MIGRAINE PAIN GELTAB	D511	2,488.9	2,488.9										
EXCEDRIN MIGRAINE PAIN TABLETS	D511	320.8	320.8										
EXCEDRIN TENSION HDCH PAIN REMEDIES	D511	11,543.5							4,981.2	91.0	2,919.6	3,551.8	
EXCEL CREDIT MRN FIN CONSUMER SVC	B124	462.8	462.8										
EXCEL ENERGYCENTRE	V169	444.6			444.1		0.5						
EXCELLUS BLUE CROSS/SHLD MDCR INS	B412	275.7								275.7			
EXCELLUS BLUE CROSS/SHLD MED INS	B412	775.9					184.7			591.2			
EXCELSIOR COLLEGE	G810	422.6	25.8			42.7	6.7			310.9			36.6
EXCELSIOR DESIGNS FURNITURE	H121	269.6	269.1		0.5								
EXCHANGE BANKS CONSUMER SERVICES	B121	397.7			254.4		143.3						
EXCLUSIVE FURNITURE STR	V375	445.5			38.0		8.0			399.5			
EXCLUSIVE RESORTS RE DEV	B452	1,685.6	1,421.4	104.0		160.3							
EXCLUSIVELY WEDDINGS MULTI-PDTS DR	V899	5,956.6	5,956.6										
EXECELLUS BLUE CROSS&BL MED&DNTL INS	B412	902.2			902.2								
EXECUTIVE AUTO GROUP	V219	485.7			461.1				24.6				
EXECUTIVE BRFNGS/BUSWK	B623	719.7	719.7										
EXECUTIVE DODGE JEEP	V211	307.5			307.5								
EXECUTIVE HONDA	V212	727.3			694.2				33.0				
EXECUTIVE JEEP EAGLE NSN	V219	1,011.9			1,011.9								
EXECUTIVE KIA	V212	355.9			339.6				16.4				
EXEL INN	T431	259.6				259.6							
EXELON CORP CP	V173	1,057.1	446.9		101.7	508.5							
EXELON ENERGY	V173	560.9	499.6		60.8				0.5				
EXERCISE/PSA	B323	1,079.5							987.7		91.8		
EXERGEN TEMPORAL SCANNER THERMOMETER	D610	1,148.8										1,148.8	
EXIDE AUTOMOTIVE BATTERIES	T141	590.8	590.8										
EXIDE MARATHON AUTOMOTIVE BATTERIES	T141	294.3	294.3										
EXIT REALTY	B451	440.0			127.8		289.2		23.1				
EXOTO AUTOMOTIVE DR	V880	445.7	445.7										
EXPEDIA.COM TRAVEL SVC ONLINE	T420	52,983.5	13.4		1,353.4	679.0	11.3	20,715.0	8,490.6		19,247.6		2,473.3
EXPERIENCEOLDSPICE.COM ONLINE	D410	1,183.0	1,183.0										
EXPERT INSIGHT CONS	B930	1,559.3	1,559.3										
EXPO DAILY HOME IDEA CTR	V376	705.9			705.9								
EXPO DESIGN CENTER	V376	9,598.8	2,746.2	435.1	4,979.3	497.5							940.8
EXPO FURNITURE STORE	V375	337.6			337.6								
EXPO MARKERS	B723	326.3	326.3										
EXPOSURES MULTI-PDTS DR	V899	260.0	260.0										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
EXPRESS COUPONS	B629	500.7			500.7								
EXPRESS CREDIT AUTOS	V219	525.9							525.9				
EXPRESS FURNITURE STORE	V375	496.4			492.4				4.1				
EXPRESS HOME SVC FLRNG	V373	3,722.0							3,722.0				
EXPRESS HOMEBUYERS	B451	580.3					22.8		557.5				
EXPRESS SCRIPTS MISC FIN	B129	776.7				776.7							
EXPRESSIONS FORMAL GOWNS FAMILY	A130	1,405.7	1,405.7										
EXPRESSJET AIRWAYS DOM	T413	8,703.5			5,298.7	358.9	785.3						2,260.7
EXPRESSWAY FORD	V211	375.6					47.4		328.3				
EXPRESSWAY TOYOTA	V212	293.3			8.9				284.4				
EXQUISITE SURFACES BLDG MATERIALS	H619	1,021.9	1,021.9										
EXQUISITE SURFACES FLOORING	H132	417.4	417.4										
EXTELL RE DEV	B452	1,645.5	282.7	1,231.9	25.0	105.9							
EXTENZE DRUGS/TOILETRIES DR	V830	24,634.7	3,301.2						419.4	6,878.2	14,035.9		
EXTRA SPACE STORAGE	V179	648.5			3.6		16.5		5.6	252.8	358.0		12.0
EXTREME CREDIT MAKEOVER &VL KIA AUTO	B129	387.0			387.0								
EXTREME CREDIT MAKEOVER CONSUMER SVC	B129	386.4			386.4								
EXTREME THERMO RUSH NUTRITIONAL DRNK	D543	253.4	253.4										
EXUBERA INSULIN RX	D560	26,868.9	7,707.1	2,523.5					9,824.8	2,561.5	1,610.0	2,642.0	
EXXON CREDIT CARD	B111	413.8											413.8
EXXON GASOLINE & MOTOR OIL	T211	565.7											565.7
EXXON MOBIL CORP CP	T220	41,348.0	3,596.7		4,924.0	15,545.0		15,584.3	142.0		611.1	944.9	
EXXON MOBIL GAS CARD	B111	712.5	712.5										
EXXON MOBIL GASOLINE	T211	5,207.5					301.9						4,905.6
EXXON MOBIL PERSONAL CREDIT CARD	B111	2,352.3	2,352.3										
EXXON SERVICE STATION	V242	1,209.8			62.0		1,147.8						
EXXONMOBIL SVC STATIONS	V242	3,200.7			150.7		3,050.0						
EYE SURGERY INSTITUTE	V133	263.2			263.2								
EYEGLASS WORLD	V135	1,041.9			1,031.9		10.0						
EYEMART EXPRESS	V135	2,990.5							2,990.5				
EYE-MART OPTICAL	V135	1,093.2			30.1				1,063.0				
EYEMASTERS OPTICAL CTR	V135	9,536.0			702.9				8,833.1				
EYES ON U CENTER	V135	830.6			830.6								
EYEWEAR EXPRESS OPTCNS	V135	354.1			348.4				5.7				
EZ HOME FURNISHING STORE	V372	462.2			462.2								
E-Z PASS ELECT TOLL SVC	V180	260.4					134.6		125.9				
EZ TO USE BIG BOOK YELLOW PAGES	B232	264.0					7.2		256.9				
F BY FERRAGAMO FRAGRANCE WOMEN	D180	488.6	488.6										
F2GOLF.COM SPORTING GOODS DR	V851	2,546.4	272.0			208.7			1.8		2,063.8		
FABRICUT HOUSEHOLD FABRICS	H141	966.8	966.8										
FACING THE GIANTS VIDEO	H532	495.6		485.4						10.2			
FACONNABLE APPAREL	A990	321.2	321.2										
FACONNABLE BOUTIQUE WOMEN	V311	271.2	271.2										
FACONNABLE JACKETS & SWEATERS WOMEN	A120	271.2	271.2										
FACTIVA CP	B129	412.7				412.7							
FACTIVA ONLINE	B670	1,449.3	43.1			1,406.2							
FACTORY DIRECT FURN&BDS	V375	836.8							836.8				
FACTORY DIRECT INSTLLN	V171	773.5			105.6				667.9				
FACTORY EFFEX MOTORCYCLE ACCESSORIES	T149	570.3	570.3										
FACTORY FIVE RACING AUTOMOTIVE DR	V880	662.3	662.3										
FACTORY MATTRESS SALES	V377	864.5			773.9		90.6		0.1				
FACTORY MATTRESS STORE	V377	316.3			316.3								
FACTORY SURPLUS SALES	V169	361.1							361.1				
FACTORY/FRNKLN SHPG ML	V620	255.4			255.4								
FACTS&LOGIC/MIDDLE EAST	B329	841.2	787.9		53.3								
FAGE TOTAL YOGURT	F311	1,358.6	1,228.2				130.3						
FAHRNEY AUTOMOTIVE GROUP	V219	269.5			139.8				129.7				
FAIR	V169	327.9							327.9				
FAIR FINANCIAL CONSUMER SERVICES	B129	313.0			313.0								
FAIR HOUSING/PSA	B323	260.6							219.8		40.9		
FAIR HSNG CNCL/SBRBN PHL	B315	296.0			296.0								
FAIR POINT COMMUNICATION CP	B260	1,764.7							185.7				1,578.9

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FAIR POINT COMMUNICATION ISP	B225	534.3							534.3				
FAIR SHARE FINER FDS STR	V345	634.5			634.5								
FAIRBANKS AUTO	V219	411.1			411.1								
FAIRBANKS MAZDA	V212	508.2			476.6				31.6				
FAIRFAX CNTY BRD/SPRVSRS	B315	626.1			626.1								
FAIRFAX COUNTY PLNG CMSN	B315	378.2			378.2								
FAIRFIELD INN/MARRIOTT	T431	2,927.6			39.9	898.7	1,989.0						
FAIRGROUNDS GAMING&RCWY	V169	263.0					150.1		112.8				
FAIRLEIGH DICKINSON UNIV	G810	660.2			642.3	2.6	15.3						
FAIRLINE MARINE	G430	1,351.9	1,351.9										
FAIRMONT HOTELS	T431	756.5	524.4		64.0	107.2	61.0						
FAIRMONT HOTELS CANADA	T432	317.2	317.2										
FAIRMONT HOTELS HI	T432	581.0	346.6	52.0	20.1	162.3							
FAIRMONT HOTELS SAN FRANCISCO	T431	559.1	559.1										
FAIRMONT HOTELS SCOTTSDALE	T431	539.6	460.6		78.9								
FAIRMONT HOTELS WORLDWIDE	T432	482.5	476.7						5.8				
FAIRMONT TAMARACK RE DEV	B452	320.7	257.2		63.5								
FAIRMONT TRNBRY ISL RSRT	T431	2,631.6	1,504.5	806.0	321.0								
FAIRPORT FED CREDIT UN CONSUMER SVC	B124	347.4			345.9				1.4				
FAIRVIEW HOSPITAL	V133	812.5			49.4		400.2		362.8				
FAIRWAY CHEVROLET	V211	695.0			33.8				661.3				
FAIRWAY CHEVROLET &HENDERSON CHEV	V211	332.6							332.6				
FAIRWAY FORD	V211	700.3			580.3		0.7		119.3				
FAIRWAY MARKET	V346	1,885.0			1,885.0								
FAIRWINDS FED CREDIT UN CONSUMER SVC	B124	283.6			217.3				66.4				
FAKECHECKS.ORG ONLINE	B313	14,526.2	5,202.9	1,966.9				2,988.8	7.9	977.0	3,382.7		
FALCON JET AIRCRAFT	T300	3,646.4	3,646.4										
FALCON TRACE RE DEV	B452	481.7			481.7								
FALCONIS MN TWP AT DLR	V219	800.6			800.6								
FALDO GOLF INSTITUTE	G850	285.0	233.6						29.8		21.7		
FALKEN AUTO TIRES	T145	1,985.7	1,985.7										
FALL SHOWCASE/NEW YORKER	B623	270.8	270.8										
FALLON COMMUNITY HLTH PL MEDICAL INS	B412	1,413.8					100.3		1,313.5				
FALLON RE DEV	B452	317.2					317.2						
FALLS AUTO DLR	V219	348.2			348.2								
FALLS ROAD ANIMAL HOSP	V158	456.6			456.6								
FAMILY 2 FAMILY/PSA	B323	682.6							682.6				
FAMILY ARENA	V166	275.8			170.6		93.8		11.4				
FAMILY CIRCLE MAGAZINE ONLINE	B623	940.7	940.7										
FAMILY CIRCLE MAGAZINE SWEEPSTAKES	B623	1,261.4	1,261.4										
FAMILY CONNECTION/PSA	B323	318.0							318.0				
FAMILY FARE FOOD MARKET	V346	356.7			356.7								
FAMILY FAVORITES/SCHLSTC	B623	897.2	897.2										
FAMILY FOOD IDEAS/BHG	B623	863.9	863.9										
FAMILY FORD	V211	267.0			178.1		47.9		41.1				
FAMILY FUN MAGAZINE ONLINE	B623	324.9	324.9										
FAMILY GUY SERIES VIDEOS	H532	824.8	40.6					138.1	6.4	124.2	515.5		
FAMILY HANDYMAN MAG ONLINE	B623	365.0	365.0										
FAMILY HEAR CARE CENTER	V139	905.4			905.4								
FAMILY HYUNDAI	V212	1,044.7			985.5				59.3				
FAMILY RESIDENCE&ESS ENT RECRUITMENT	B912	386.1			386.1								
FAMILY RSDNCS&ESNTL ENT RECRUITMENT	B912	593.3			593.3								
FAMILY TABLE/PSA	B323	615.1								615.1			
FAMILY TIES SERIES VIDEOS	H532	284.6	177.1							107.5			
FAMILYSECURE.COM ONLINE	B549	374.2								201.3	172.9		
FAMOUS DAVES BBQ REST	G320	3,039.3			137.5		310.6	1,050.0	765.1		251.6		524.5
FAMOUS FOOTWEAR STORE FAMILY	V313	1,576.7							1.0			1,564.6	11.1
FAMOUS FOOTWEAR STORE MEN	V313	779.7							779.7				
FAMOUS FOOTWEAR STORE MEN & WOMEN	V313	6,065.3			2,448.1				428.0				3,189.3
FAMOUS FOOTWEAR STORE WOMEN	V313	3,559.5							3,559.5				
FAMOUS MATTRESS STORE	V377	341.1			341.1								
FAMOUS SMOKE SHOP INC MISC DR	V859	662.4	246.8		415.6								

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FAMOUS TATE APPL&BDNG ST	V371	1,162.9			1,162.9								
FAMSA APPL & FURN STR	V371	9,872.0							9,857.0				14.9
FAMSA NATL FURNITURE STR	V375	587.7					8.3		579.5				
FAMVIR HERPES RX	D560	481.3	177.4										303.9
FANCY FEAST ELGNT MDLYS CANNED CT FD	G612	21,528.4	3,567.1					9,069.9	1,083.4	3,141.8	4,666.2		
FANCY FEAST GOURMET GOLD DRY CAT FD	G612	3,891.5						1,448.5	499.4	778.9	1,164.7		
FANNATION ONLINE	B670	503.1	503.1										
FANNIE MAE CONSUMER SERVICES	B124	399.4			369.4		30.0						
FANNIE MAY CANDY STORE	V349	593.3			593.3								
FANTASTIC 4 RS/SLVR SRFR VIDEO	H532	6,784.9						3,408.1	248.1		3,128.7		
FANTASTIC FLOORS STORE	V373	420.6			420.6								
FANTASTIC SAMS HAIR SLN	V131	2,634.8			73.5		20.0		1,826.2				715.0
FANTASTIK SIDING CONTR	V171	344.7			332.6				12.0				
FANTASY BRIDAL GOWNS WOMEN	A130	510.3	510.3										
FANTASY BRITNEY SPEARS FRAGRANCE W	D180	918.6						105.2	4.8	251.1	557.6		
FANTASY CASTLE NIGHT CLB & FNTSY GLD	V167	289.8			289.8								
FANTASY JOHN FOGERTY REVIVAL RC	H531	261.8	167.2						25.5		54.8		14.4
FANTASY SPRINGS CASINO	V169	338.6			74.5		264.0						
FAR EASTERN ECONOMIC RVW SUBS DR	V823	291.5				291.5							
FARACI LANGE ATTY	V151	250.6							250.6				
FARAH & FARAH ATTY	V151	1,576.4					63.6		1,512.9				
FARAONE MENNELLA JEWELRY	A510	252.2	252.2										
FAREWAY FOOD STORE	V346	911.5			408.0				503.5				
FARM & FLEET SUPPLIES	V154	6,305.5							6,305.5				
FARM BUREAU AUTO INSURANCE	B422	355.1							355.1				
FARM BUREAU FINANCIAL CONSUMER SVC	B129	687.4			0.4		144.0		543.0				
FARM BUREAU INSURANCE CP	B429	400.0							400.0				
FARM BUREAU VAR INSURANCE	B429	3,084.3			122.3		1,389.0		1,572.9				
FARM CREDIT CNTRY MTG CONSUMER SVC	B124	405.0	405.0										
FARM CREDIT SERVICE CONSUMER SVC	B124	300.1			2.6		86.9		29.3				181.3
FARM FRESH SUPERMARKET	V345	5,930.9			5,858.0				72.8				
FARMER JOHN VAR MEAT	F332	401.3	73.0					53.8		274.5			
FARMERS & MERCHANTS BANK CON SVC	B121	378.8			46.8		332.0						
FARMERS INS GROUP AUTO INSURANCE	B422	17,008.0					104.2	11,863.0	1,825.0		2,197.3		1,018.4
FARMERS INS GROUP BUSINESS INSURANCE	B423	973.7	971.8						1.8				
FARMERS INS GROUP CP	B429	2,119.2	239.9		41.0	1,316.6		235.4	1.2				285.1
FARMERS INS GROUP HOMEOWNERS INS	B421	3,475.9	629.1					1,660.0	233.9		222.5	692.2	38.3
FARMERS INS GROUP OF CO CONSUMER SVC	B129	25,556.5	25,556.5										
FARMERS INS GROUP RECRUITMENT	B912	353.6	229.2		43.9				4.7				75.7
FARMERS INS GROUP VAR INSURANCE	B429	86,604.3	79.2		3,004.1		1,880.2	54,553.1	6,138.0	2,570.9	13,030.9	1,292.6	4,055.3
FARMERS INSURANCE AGENCY	B430	306.8	268.6		38.2								2.6
FARMERS MARKET	V346	332.2			138.1		40.0		151.5				
FARMINGTON SAVINGS BANK CONSUMER SVC	B121	318.8			318.8				360.7				
FARMLAND TWISTER DOG HOT DOGS	F331	360.7											
FARNAM PET SUPPLIES	G640	268.6	268.6										
FARNSWORTH SUNLANDS/DEV	B452	274.3			256.7				17.6				
FARRAR STRAUS&GIROUX VAR BOOKS	B610	999.7			6.4	993.3							
FARROW & BALL PAINT & WALLCOVERINGS	H630	842.4	842.4										
FASHION BUG CLOTHING STR WOMEN	V311	1,160.9	1,029.6		105.1				26.1				
FASHION FAIR BLUSH	D140	364.3	364.3										
FASHION FAIR BOTANICAL CLAY MASQUE	D160	337.2	337.2										
FASHION FAIR BOTANICAL SKIN CR PDTs	D110	308.6	308.6										
FASHION FAIR COSMETICS	D190	1,100.3	1,100.3										
FASHION FAIR FINISHINGS LIP COLOR	D120	1,604.6	1,604.6										
FASHION FAIR HDN BTY FCL DYT MSTRZR	D110	304.1	304.1										
FASHION FAIR HIDDEN BTY FACIAL CLNSR	D160	365.8	365.8										
FASHION FAIR I-ENHANCER MASCARA	D130	535.8	535.8										
FASHION FAIR SPCL FRML LOTION	D110	337.2	337.2										
FASHION FAIR TRUE FINISH CONCEALER	D140	368.7	368.7										
FASHION FAIR TRUE FINISH FACIAL MU	D140	337.2	337.2										
FASHION FAIR TRUE FINISH LIQUID MU	D140	421.5	421.5										
FASHION FAIR TRUE FINISH PRESSED PWD	D140	281.5	281.5										

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FASHION FR HDN BTY MLT-VT CMPL&MNMZ	D110	281.5	281.5										
FASHION FURNITURE STORE	V375	351.8			106.2			15.8		229.8			
FASHION INST OF TECH	G840	253.5	253.5										
FASHION ROCKS	V161	3,259.8	2,736.6	523.2									
FASHION ROCKS/ALLURE	B623	259.9	259.9										
FASHION SHOP & HOME STR	V359	360.3			168.9			19.3		172.1			
FASHION SHOW MALL	V620	282.4						281.6		0.8			
FAST CO MAGAZINE ONLINE	B623	1,589.2	1,589.2										
FAST EXERCISE VAR VIDEOS DR	V873	376.8	376.8										
FASTENAL TOOL SUPPLY	V376	478.5							327.0	0.9		150.6	
FAST FIX JEWELRY REPAIR	V314	343.5			59.6			8.3		275.5			
FASTSIGNS STORE	B651	1,506.9			36.6			138.8		34.8		1,296.6	
FATHEAD MISC DR	V859	12,185.0							4,158.8	57.6	537.9	7,295.7	135.0
FATHEAD STORE ONLINE	V359	493.3	324.7			168.6							
FATHER JOES VILLAGES ORG	B329	475.4			8.7			4.4		462.3			
FATZ CAFE	G310	418.5						97.0		321.5			
FAULKNER HOSPITAL RECRUITMENT	B912	259.6			254.7								4.9
FAULKNER SUBARU	V212	295.3			273.3					22.1			
FAULTLESS SPRAY WRINKLE REMOVER	H429	276.6	276.6										
FAULTLESS STARCH/STAIN RSTNC	H429	513.6	309.0							204.6			
FAUS LAMINATE FLOORING	H132	957.8	957.8										
FAVERO JEWELRY	A510	335.9	335.9										
FAYETTEVILLE STATE UNIV	G810	277.6			0.5			110.4		166.7			
FAZELI MITSUBISHI	V212	317.6			310.7					6.9			
FAZOLIS ITALIAN REST	G320	2,421.8			13.2			254.9		2,153.7			
FBR OPEN GOLF TOURNAMENT	V163	273.1			169.6					103.5			
FC DALLAS SOCCER TEAM	V162	388.3			256.6			62.0		69.6			
FC KERBECK AUTO DLR	V219	3,879.1			3,879.1								
FC KERBECK AUTO GROUP	V219	273.6								273.6			
FC KERBECK BENTLEY	V213	420.2			398.6					21.6			
FC KERBECK BUICK	V211	384.6			384.6								
FC KERBECK CADILLAC	V211	297.1			297.1								
FC KERBECK CADILLAC CHEV	V211	426.1			426.1								
FC KERBECK CHEVROLET	V211	328.3			328.3								
FC KERBECK GMC	V211	653.8			596.8				57.0				
FC KERBECK MOTORS	V219	1,389.6			1,389.6								
FC KERBECK SUBARU	V212	280.7			280.7								
FC&A MULTI-PDTS DR	V899	2,271.3			2,271.3								
FC&A VAR BOOKS DR	V823	723.5	13.6	709.9									
FCC FOMENTO/CNSTRCNS CP	G930	380.9	239.9			141.0							
FEARNET CABLE CHANNEL ONLINE	B642	422.4								422.4			
FEARNET CABLE CHANNEL PAID PROMO	B642	346.0								346.0			
FEATHERLITE COACHES	T139	518.1	51.6					327.8		138.7			
FEATHERLITE TRAILERS	T139	1,673.6						1,126.0	4.6	542.9			
FEBREZE AIR EFFECTS AIR FRESHENER	H353	20,496.3	161.7					1,150.5	89.3	1,827.7	17,267.2		
FEBREZE ALLERGEN REDUCER FAB RFRSHR	H353	6,774.4						203.0	32.0	925.4	5,614.0		
FEBREZE ANTIMICROBIAL ODOR ELMNTR	H353	1,846.7						27.9	1.4	243.5	1,573.9		
FEBREZE CANDLES	H190	30,156.5	4,131.1		2,054.5	112.9		4,567.4	143.2	3,090.5	15,990.6	66.4	
FEBREZE FABRIC REFRESHER	H353	52,685.4	4,216.1		211.1			10,275.3	1,240.1	5,991.9	30,585.5	109.6	55.9
FEBREZE HOUSEHOLD DR	V872	483.7									483.7		
FEBREZE NOTICEABLES AIR FRESHENER	H353	32,321.6						2,810.3	125.9	3,845.0	25,540.4		
FEBREZE SCENTSTORES AIR FRESHENER	H353	306.8	306.6								0.3		
FEDERAL PREMIUM AMMUNITION	G420	270.6	165.6						0.1			104.9	
FEDERAL STUDENT AID	B313	1,318.4			11.3					1,114.7		192.4	
FEDERAL STUDENT AID/PSA	B323	697.3							522.2	175.1			
FEDERATED INSURANCE COS	B430	516.4			32.9			483.5					
FEDEX CORP CP	B833	17,709.4	1,158.6			3,961.7		12,078.7	1.3		509.1		
FEDEX CORP RECRUITMENT	B912	258.8	24.9		216.7					17.3			
FEDEX CUP GOLF TRNMNT	B833	21,023.7	3,136.8		48.1	1,344.7		14,975.6	190.1		1,328.4		
FEDEX DELIVERY SERVICE ONLINE	B832	313.6						88.6	225.0				
FEDEX DOM	B832	25,079.0	4,660.3			264.2		16,667.1	90.6		3,396.9		
FEDEX DOM & INTL	B832	29,703.9	252.5		134.7	1,421.1	329.6	23,046.6	113.8		4,004.1		401.6

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FEDEX GROUND SERVICE	V159	765.6			2.9	762.7							
FEDEX INTL	B832	9,814.0	5,358.0			1,921.9		1,143.2	20.9		1,370.0		
FEDEX KINKOS OFC&PRNT CT	V159	30,018.3	4,755.1			1,153.5	1,397.2		19,656.6	117.0		2,938.4	0.5
FEDEX KINKOS OFC&PRNT CT ONLINE	V159	7,362.1						5,921.2	7.8			1,433.1	
FEED THE CHILDREN FNDTN	B322	1,672.3			1.5	14.4		163.5	134.5	549.1	612.1		197.3
FEED THE PIG/PSA	B323	311.9							240.6		71.3		
FEEDERS SUPPLY CO	V154	284.5				187.6				96.9			
FEENY AUTO DLR	V219	286.4				286.4							
FEIN MULTIMASTER MULTI-FNCTN PWR TL	H624	808.8	808.8										
FEINSTEIN MD	V132	425.3							425.3				
FEINSTEINS NIGHT CLUB	V167	285.4			8.7	276.7							
FEKKAI FOR MEN HAIR CARE PDTS MEN	D320	265.0	265.0										
FELD CHEVROLET	V211	432.9				287.4			145.5				
FELD ENTERTAINMENT	V161	496.8				12.7		483.0				1.1	
FELDCO FACTORY TO YOU	V376	3,266.3				3,266.3							
FELDCO FACTORY/WNDWS STR	V376	2,185.7							2,185.7				
FELICIAN COLLEGE	G810	432.8	6.2			336.0		90.6					
FELINE PINE LITTER	G640	1,425.2							30.8		1,394.4		
FELLOWES OFFICE SUPPLIES	B729	465.0						465.0					
FELLOWES PAPER SHREDDER	B719	1,759.9	1,251.4				428.6						80.0
FELLOWSHIP VILLAGE	V134	288.4				230.3	58.1						
FELT BICYCLES	G440	316.5	316.5										
FEMARA BREAST CANCER RX	D560	6,560.0	6,560.0										
FEMCON FE BIRTH CONTROL RX	D560	14,923.7	728.0						9,597.0	82.2	2,339.3	2,177.2	
FEMSA GROUP CP	B812	595.6	595.6										
FENDER GUITARS	G190	341.9	341.9										
FENDI APPAREL	A990	1,874.0	1,848.9					25.1					
FENDI BOUTIQUE CLTHING STR MEN & WOMEN	V311	576.9					575.5	1.4					
FENDI BOUTIQUE CLTHING STR WOMEN	V311	9,602.8	9,023.3	571.8	7.7								
FENDI COATS WOMEN	A120	361.4	361.4										
FENDI HANDBAGS & SHOES WOMEN	A410	611.2	611.2										
FENDI HANDBAGS WOMEN	A410	347.0	347.0										
FENDI PALAZZO FRAGRANCE WOMEN	D180	2,487.6	2,487.6										
FENDI SUNGLASSES	A430	2,097.5	1,868.8	228.7									
FENDI WATCHES	A520	1,517.8	1,403.5	114.4									
FENTON NISSAN	V212	296.7				101.2			195.5				
FENWICK INN	T431	264.5				196.9		67.6					
FERAUD BOUTIQUE WOMEN	V311	477.5	477.5										
FERGUSON BATH&KTCHN GLR	V376	363.7	138.7			87.8		25.8		111.4			
FERIA/LOS NIÑOS/VAR SPOŃ	V169	250.8								250.8			
FERMAN ACURA	V212	321.9				321.9							
FERMAN AUTO ENTERPRISES	V219	2,332.7				1,885.2			447.5				
FERMAN AUTO GROUP	V219	273.0						273.0					
FERMAN CHEVROLET	V211	718.9				682.7			36.2				
FERMAN MAZDA	V212	323.0				272.5			50.5				
FERMAN ON FL AUTO	V219	641.2				641.2							
FERNANDEZ DENTAL CLINIC	V133	644.2							644.2				
FERNBANK MSM/NAT HSTRY	V166	557.2	65.4			306.5		185.3					
FERNDALE HONDA	V212	252.0				252.0							
FERRARI CARANO WINE	F620	831.1	827.4			3.7							
FERRARI DRIVING SCHOOL	G850	295.0							295.0				
FERRARI&MASERATI/SEATTLE	V213	577.4				577.4							
FERRAROS FAMOUS MARKET	V346	995.8				995.8							
FERRER POIROT WNSBR ATTY	V151	2,730.7				54.6			1,604.3	112.7	959.1		
FERRERO ROCHER CANDY	F510	14,189.1							5,482.1	118.2	5,998.4	2,590.5	
FERRETTI YACHTS	G430	801.6	801.6										
FERTELL FERTILITY TEST	D620	2,958.3	2,958.3										
FERTILITY PHYSCNS/N CA	V133	266.2				266.2				318.3			
FESTIVAL 5 DE MAYO/VAR	V169	318.3								343.7			
FESTIVAL FLEA MKT MALL	V620	407.6				63.9							
FESTIVAL OF CHILDREN	V169	550.6	459.6	46.0	45.0								
FESTIVAL OF MAPS	V169	272.1	55.0		200.2			16.9					

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FESTIVAL/CHILD FNDTN	B329	5,445.8	3,826.9	1,600.9	17.9								
FETTE FORD	V211	510.3			510.3								
FETTE FORD KIA	V219	994.1			994.1								
FETTE KIA	V212	792.0			792.0								
FEWERPERIODS.COM ONLINE	B670	2,133.2	1,550.0						583.3				
FIBER CHOICE CHEWABLE TABLETS	D532	7,555.3						2,367.1	2,082.0	146.5	2,959.7		
FIBER CHOICE WEIGHT MGT CHWBL TABS	D532	6,798.7						2,437.7	2,349.9		2,011.1		
FIBERSURE FIBER SUPPLEMENT	D532	15,808.3	6,463.3					3,977.0	394.4	1,501.7	1,969.5	1,501.1	1.2
FIBROHOPE.ORG ONLINE	B329	3,702.4						1,328.0	613.7	175.8	1,584.9		
FIBROMYALGIA RSRCH STDY	V139	1,273.4							1,273.4				
FIBROMYALGIA&FATIGUE CTR	V133	526.6			173.4								353.2
FIDELIS CARE HOSPITAL	V133	634.2			8.0		626.3						
FIDELIS CARE NY MEDICAL INSURANCE	B412	1,545.4			1,402.7	7.1	135.6						
FIDELIS MEDICARE ADVNTG MED&DNTL INS	B412	1,216.3			1,157.6	58.7							
FIDELITY BANK CONSUMER SERVICES	B121	491.9	43.1		344.2			49.9		54.8			
FIDELITY BROKERAGE SVC CONSUMER SVC	B122	5,393.3	173.5	104.0	2,132.4	2,983.5							
FIDELITY CHTBL GFT FND	B329	724.2	583.2			141.0							
FIDELITY HMSTD SVNGS BNK CON SVC	B121	424.7			309.6				115.0				
FIDELITY HOMESTEAD ASSN CONSUMER SVC	B121	324.9			324.9								
FIDELITY INVESTMENT COS RECRUITMENT	B912	332.5			251.1	3.8							77.6
FIDELITY INVESTMENT/PLNG CON SVC	B122	431.7	431.7										
FIDELITY INVESTMENTS BUSINESS SVC	B122	1,319.5	1,098.0		80.4	141.0							
FIDELITY INVESTMENTS CONSUMER SVC	B122	130,123.6	25,920.6	803.6	1,178.4	8,536.3	1,542.7	74,822.5	3,758.8		13,560.8		
FIDELITY INVESTMENTS FUNDS	B125	50,073.7	8,970.4		27,721.8	13,380.5					1.1		
FIDELITY INVESTMENTS ONLINE	B122	2,873.9				676.5			29.9		2,167.5		
FIDELITY INVESTOR CONSUMER SERVICES	B129	627.0											627.0
FIELD & STREAM MAGAZINE ONLINE	B623	941.8	941.8										
FIELD & STREAM MAGAZINE RADIO PRGRM	B623	555.9	555.9										
FIELD MUSEUM	V166	922.2			648.8	8.8	76.4		188.2				
FIELDS AUTO DLR	V219	782.5			716.4		57.2		8.9				
FIELDS BMW	V213	257.0			77.4				179.6				
FIELDS BMW LEASING	V213	458.8							458.8				
FIELDSTONE COMMUNITIES	B452	762.0				762.0							
FIELDSTONE HOMES	B452	448.3			46.0		402.3						
FIESTA AMERICANA HOTELS MEXICO	T432	1,213.6	453.3		506.5				253.7				
FIESTA AUTO	V219	594.8			594.8								
FIESTA CASINO HOTEL	T431	1,132.5			857.0		203.1		72.4				
FIESTA DODGE	V211	1,034.8			98.0				936.8				
FIESTA LINCOLN MERCURY	V211	714.0			163.7				550.3				
FIESTA MARKET	V346	1,662.1			1,662.1								
FIESTA MART GROCERY STR	V345	2,172.0					162.7		2,009.3				
FIESTA SUPERMERCADOS STR	V346	308.8							308.8				
FIESTA USED CARS	V219	284.3							284.3				
FIESTAS PATRIAS/VAR SPOON	V169	336.3							336.3				
FIFA MUNDIAL VIDEO	H532	603.9							603.9				
FIFA WOMENS WORLD CUP PAID PROMO	B642	272.0						26.3		245.7			
FIFTH THIRD BANK BUSINESS SERVICES	B121	814.5	814.5										
FIFTH THIRD BANK CONSUMER SERVICES	B121	35,924.2	54.7		28,692.2		1,810.8		4,468.8				897.7
FIFTIETH ANNIVERSARY/GQ	B623	512.6	512.6										
FIG LIPO DISSOLVE CLINIC	V133	9,763.3					66.7		9,696.6				
FIGHTMENGINITIS.COM ONLINE	B670	2,738.3								2,738.3			
FIJI BOTTLED WATER	F460	5,373.9	5,098.3				275.6						
FILCO DISC CENTERS	V371	1,356.6			1,356.6								
FILENES BASEMENT DISC APPAREL M & W	V510	287.6			89.1				198.5				
FILENES BASEMENT DISC APPAREL MEN	V510	1,089.8			1,028.4	61.4							
FILENES BASEMENT DISC APPAREL WOMEN	V510	1,816.1			1,577.5	61.4			67.7				109.4
FILENES BASEMENT DISC MISC	V550	1,184.3			1,179.8	4.6							
FILENES BASEMENT DISC MULTI-PDTS	V590	1,697.5			1,006.1	20.5	543.4						127.5
FILENES BASEMENT DISC SALES ANNC	V590	2,009.4			1,987.3								22.1
FILIPACCHI NEW WOMANS DAY COOKBOOK	B610	255.0	255.0										
FILIPPO BERIO EXTRA VIRGIN OLIVE OIL	F120	481.1	65.6	395.0			20.4						
FILIPPO BERIO OLIVE OIL	F120	483.5								483.5			

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FILM FORUM THEATER	V161	524.9	235.4			289.5							
FILTRAMAX HOUSEHOLD DR	V872	3,452.3						1,702.2		1,750.1			
FINALLY HEAR CENTER	V139	285.9			285.9								
FINANCIAL FRDM SNR FNDNG VAR VDS DR	V873	3,729.7						122.4	233.6	3,373.7			
FINANCIAL FREEDOM INC CONSUMER SVC	B128	1,747.1			7.8			405.9	84.2	1,249.2			
FINANCIAL FREEDOM MTG CONSUMER SVC	B124	371.0			371.0								
FINANCIAL FREEDOM/AMER CONSUMER SVC	B129	1,383.0			17.0			1.7	108.0	32.5	117.1		1,106.8
FINANCIAL HERITAGE MULTI-PDTS DR	V859	4,271.0						287.9	95.0	3,888.1			
FINANCIAL SUCCESS SYS SV	V129	284.0										87.5	196.5
FINANCING ALTERNATIVES CMPTR PDTS DR	V821	1,671.1						46.8	697.6	926.7			
FINDDCAPARTMENTS.COM ONLINE	B549	320.0			320.0								
FINDLAY ACURA	V212	374.0			2.5		131.0	240.5					
FINDLAY CHEVROLET	V211	974.0							974.0				
FINDLAY HONDA	V212	369.4			86.2				283.2				
FINDLAY TOYOTA	V212	1,136.2			0.8		100.0	1,035.4					
FINE ART LAMPS	H151	1,039.2	1,039.2										
FINE ART LIQUIDATORS SL	V169	1,063.9						1,063.9					
FINE FAIR SUPERMARKETS	V345	1,332.4			1,332.4								
FINE FINDS&HPNGS/VRND	B623	680.0	680.0										
FINE LIVING CABLE TV	B642	1,273.3	212.8		1,060.4								
FINESSE SHAMPOO & CONDITIONER	D320	316.7	296.1									20.7	
FINGERLAKES RACE TRACK	V163	292.1				292.1							
FINGERS FURNITURE STORE	V375	9,265.3		6,378.8		162.4		2,724.2					
FINISH LINE SHOE STORE MEN	V313	1,566.7								1,566.7			
FINISH LINE SHOE STORE MEN & WOMEN	V313	1,332.0			0.5					1,249.0			82.5
FINISHING TOUCH DRUGS/TOILETRIES DR	V830	1,613.6						48.4	22.2		1,543.0		
FINKELSTEIN&PRTNRS ATTY	V151	482.8						482.8					
FINKS JEWELERS	V314	2,399.5			1,154.5		1,239.2	5.8					
FINLANDIA FLAVORED VODKA	F734	1,863.7	1,565.1			298.6							
FINLANDIA VODKA	F734	5,905.3	5,785.6										119.7
FINRA FIN IND RGLTRY ATH CON SVC	B129	1,583.9	769.5		62.3	57.5		0.4	8.6	674.7		11.0	
FIRE DEPT/PSA	B323	411.1						411.1					
FIRE HOUSE CASUAL LV STR	V375	272.4			239.5			32.9					
FIRE SAFETY/PSA	B323	387.2						387.2					
FIRE UP VAR RECORDINGS DR	V871	622.0						518.8	97.6	5.7			
FIREDOG TECH SLTNS CONS	V129	1,563.4						1,488.4	17.6	57.4			
FIREHOUSE DOG VIDEO	H532	1,276.9						386.4	0.3		733.2	157.0	
FIREHOUSE RESTAURANT	G310	366.4	139.0		42.4		3.2		30.7				151.0
FIRELAKE GRAND CASINO	V169	483.5					80.4		403.1				
FIREMANS FUND VAR INSURANCE	B429	339.5								339.5			
FIREPLACE & PATIO PLACE	V376	281.6			163.5				118.1				
FIREPLACE CTR/SPA BRKRS	V376	270.5			270.5								
FIREPLACE&CHIMNEY/CONTR	V171	385.8			385.8								
FIRESIDE ANTIQUES&INTRS	V379	727.2	658.3				68.9						
FIRESIDE HEARTH&HOME/STR	V372	505.3			365.7		2.8		136.8				
FIRESTONE AUTO & TRUCK TIRES	T145	381.0	278.2					83.2	19.6				
FIRESTONE AUTO TIRES	T145	8,447.8	8,222.1		186.1			38.0	1.6				
FIRESTONE CMPLT AT/SVC	V241	2,754.4			802.7				154.5				1,797.2
FIRESTONE COMPLETE AUTO	V241	1,086.4			25.3								1,061.1
FIRESTONE TIRE & SVC CTR	V241	10,301.2			10,182.2		96.1		21.9		1.0		
FIRESTONE TIRE&RUBBER CO CP	T145	4,995.2	917.7		12.0			1,930.8	10.1		2,124.6		
FIREWORKS SUPERMARKET	V359	501.5					487.3		14.2				
FIRST 5 CA ORG	B329	4,496.8							2,839.3				1,657.4
FIRST 5 FOR KIDS/PSA	B323	826.4							826.4				
FIRST 5 PLAN MEDICAL & DENTAL INS	B412	2,272.3					2,272.3						
FIRST AG CREDIT CONSUMER SERVICES	B124	251.9					12.6		239.4				
FIRST ALERT TUNDRA FR EXTNGSNG SPRY	H625	867.4	242.0						625.4				
FIRST AMERICAN BANK CONSUMER SVC	B121	1,558.7			1,473.7		84.5		0.5				
FIRST ATLANTIC MTG CO CON SVC	B124	269.1			269.1								
FIRST ATLANTIC/CREDIT UN CON SVC	B124	338.9			338.9								
FIRST B&T CONSUMER SERVICES	B121	343.1			232.6		78.8		31.8				
FIRST BANK CONSUMER SERVICES	B121	1,921.3			1,777.0		139.7		4.6				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FIRST BAPTIST CHURCH	B322	342.2			31.4		179.2		131.6				
FIRST CA BANK CONSUMER SERVICES	B121	283.9			283.9								
FIRST CAPITAL FIN CORP CONSUMER SVC	B129	253.9					253.9						
FIRST CHARTER BANK CONSUMER SERVICES	B121	720.7			720.7								
FIRST CHOICE AC&HTG SVC	V174	687.5			312.7		374.9						
FIRST CHOICE FINANCIAL CONSUMER SVC	B129	354.6			0.3		354.3						
FIRST CITIZENS BANK CONSUMER SVC	B121	1,998.8			1,809.1		169.8		19.9				
FIRST COMMERCIAL BANK CONSUMER SVC	B121	643.5			553.8		89.7						
FIRST COMMONWEALTH BANK CONSUMER SVC	B121	564.9					204.1		360.7				
FIRST COMMUNITY BANK CONSUMER SVC	B121	677.1			370.3		157.6		149.2				
FIRST COMMUNITY CRDT UN CONSUMER SVC	B124	1,443.0			1,239.9				203.1				
FIRST CTZNS BNC SHRS INC CP	B121	268.1	268.1										
FIRST FED/BUCKS COUNTY CONSUMER SVC	B121	486.1			486.1								
FIRST FEDERAL BANK CONSUMER SERVICES	B121	386.9			108.1		212.0		66.8				
FIRST FEDERAL COIN CORP COINS DR	V859	2,799.1	2,243.1		114.5	441.4							
FIRST FEDERAL COIN STORE STAMPS DR	V859	2,687.1			2,544.2	142.9							
FIRST FIDELITY BANK CONSUMER SVC	B121	418.5			207.8		95.9		114.8				
FIRST FIDELITY CONSUMER SERVICES	B121	1,123.9			1,123.9								
FIRST FINANCIAL ADVISORS CON SVC	B129	638.5			638.5								
FIRST FINANCIAL BANK CONSUMER SVC	B121	558.3			170.3		296.4		91.7				
FIRST FINANCIAL LENDING CONSUMER SVC	B124	315.3			315.3								
FIRST FL FINANCIAL CONSUMER SVC	B129	490.9			490.9								
FIRST FUTURE CREDIT UN CONSUMER SVC	B124	325.4			300.4		25.0						
FIRST HAWAIIAN BANK CONSUMER SVC	B121	330.2							330.2				
FIRST IN BANK CONSUMER SERVICES	B121	558.6			399.8		158.7						
FIRST LOOK AQUA TEEN HNGR FRC CL MV	B660	875.0	5.9		433.7	43.6					391.9		
FIRST LOOK PARIS JE TAIME MOVIE	B660	1,506.9	7.0		1,260.6	203.2			36.0				
FIRST MAGNUS FINANCIAL CONSUMER SVC	B124	333.1					106.2		226.9				
FIRST MARINER BANK CONSUMER SERVICES	B121	284.4			7.9				276.4				
FIRST MIDWEST BANK CONSUMER SERVICES	B121	1,830.4			1,721.1		108.9		0.4				
FIRST MORTGAGE SOLUTIONS CON SVC	B124	290.0			290.0								
FIRST NATIONAL BANK CONSUMER SVC	B121	5,698.8			4,141.3		859.9		679.1				18.5
FIRST NATL BANK/OMAHA CONSUMER SVC	B121	336.5	92.5		57.3		182.8		3.9				
FIRST NATL BANK/PLMRTN CON SVC	B121	327.5			327.5								
FIRST NATL BANK/ST LOUIS CON SVC	B121	345.5			345.5								
FIRST NIAGARA BANK BUSINESS SERVICES	B121	441.0							441.0				
FIRST NIAGARA BANK CONSUMER SERVICES	B121	2,136.7			1,642.8		279.1		214.9				
FIRST NY FED CREDIT UN CON SVC	B124	264.3			213.1		28.1		23.1				
FIRST ON ANTI-ITCH RELIEF MED	D553	2,345.6						12.5	958.9	1,374.2			
FIRST OPTION MORTGAGE CONSUMER SVC	B124	308.3											308.3
FIRST PIEDMONT FED S&L CONSUMER SVC	B121	383.7			383.7								
FIRST PLATINUM CAPITAL CONSUMER SVC	B124	6,568.5			6,568.5								
FIRST PRESIDENTIAL CO CONSUMER SVC	B124	388.8			388.8								
FIRST REPUBLIC BANK CONSUMER SVC	B121	6,234.6	2,105.2	1,372.2	2,583.3	156.1							17.8
FIRST REPUBLIC MTG CONSUMER SVC	B124	889.9			889.9								
FIRST RESPONSE OVULATION PREDICTOR	D620	355.4									355.4		
FIRST RESPONSE PREGNANCY TEST	D620	14,866.4						7,407.5	103.8	1,032.4	6,342.8		
FIRST SAVERS BANK CONSUMER SERVICES	B121	587.9			587.9								
FIRST SAVINGS BANK CONSUMER SERVICES	B121	397.5			335.6		61.9						
FIRST SOUTH CREDIT UNION CON SVC	B124	498.9			410.4		78.6		9.9				
FIRST ST CELLULAR CO WIRELESS SVC	B223	844.8			680.3	164.5							
FIRST STREET AUDIO PDT'S DR	V871	356.9	271.3	85.6									
FIRST STREET HOME & BUILDING PDT'S DR	V879	330.4	330.4										
FIRST STREET HOME OFFICE EQUIP DR	V821	32,319.0	15,844.4	16,383.6		90.9							
FIRST STREET HOUSEHOLD DR	V872	10,508.6	6,281.0	4,219.9	7.7								
FIRST STREET JEWELRY DR	V810	1,402.3	1,402.3										
FIRST STREET MISC DR	V859	957.6	831.4	126.2									
FIRST STREET TV EARS AUDIO PDT'S DR	V871	447.3	438.4	8.9									
FIRST TEAM ESTATES	B452	1,229.2			1,229.2								
FIRST TEAM REALTY	B451	3,739.1			3,698.1		41.0						
FIRST TEE GOLF COURSE	V162	473.3	435.3				0.5		35.3		2.2		
FIRST TEE GOLF/KIDS/PSA	B323	771.5							668.6	32.0	70.9		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FIRST TEE OPEN GOLF	V163	252.3	240.0			12.4							
FIRST TEE ORG	B322	384.2						34.0	19.5		330.7		
FIRST TN BANK CONSUMER SERVICES	B121	1,833.9	11.7		1,471.4		269.6		81.2				
FIRST TRUST BANK CONSUMER SERVICES	B121	325.7			325.7								
FIRST WEBER REALTY	B451	341.8					70.9		270.8				
FIRSTMERIT BANK CONSUMER SERVICES	B121	4,453.6			3,684.5		769.1						
FIRSTTRUST BANK CONSUMER SERVICES	B121	443.2			362.1				81.1				
FIRSTSTREET BLNCD SPCTRM MISC DR	V859	968.2	15.0		388.2	565.0							
FISCHER HOMES BUILDERS	V171	448.0			150.7		68.5		228.8				
FISCHER SKIS	G450	261.0	261.0										
FISH EYE WINE	F620	2,944.6						1,635.6			1,309.0		
FISH FURNITURE SHOPS	V375	909.7			749.1				160.6				
FISHBECKS PATIO & STATS DCRTR FLRL&CR	V375	1,836.0			1,836.0								
FISHBECKS PATIO CENTER	V375	798.6			798.6								
FISHER & PAYKEL DISHWASHER	H214	2,135.6	391.6					85.2	0.2	14.6	1,644.0		
FISHER & PAYKEL MAJOR APPLIANCES	H219	485.6	485.0		0.6								
FISHER & PAYKEL WASHER	H213	859.9							0.2		859.7		
FISHER INVESTMENTS INC CONSUMER SVC	B122	21,087.0	1,031.7	339.6	17,754.4	424.1	29.9	518.9	8.8	979.7			
FISHER INVESTMENTS INC MULTI-PDTS DR	V899	267.4						2.2		66.4	198.8		
FISHER INVESTMENTS INC VAR BOOKS DR	V823	6,792.5	63.9	142.6	305.8	5,571.8					708.4		
FISHER NUTS	F530	299.7	299.6		0.1								
FISHER-PRICE 2 IN 1 LEARNING KITCHEN	G544	3,472.8					1,592.6	3.3	335.3	1,541.6			
FISHER-PRICE AMAZING ANML/CH&BNC/ZBR	G544	5,130.8					2,775.2	2.7	272.1	2,080.8			
FISHER-PRICE AMAZING ANMLS/CHOO-CHOO	G544	554.5					249.7			304.8			
FISHER-PRICE BABY FURN & MONITOR	H121	750.1	750.1										
FISHER-PRICE BABY GEAR BABY FURN	H121	1,192.0	1,192.0										
FISHER-PRICE BACKYARDIGANS MSCL/ADV	G544	1,021.6					61.0	0.0		960.6			
FISHER-PRICE CAR-NIVORES&KING CR-NVR	G543	1,235.1					13.4			1,221.7			
FISHER-PRICE DIEGOS MOBILE RSC UNT	G543	1,348.7					69.3	0.2		1,279.2			
FISHER-PRICE DIEGOS TALKING RSC CTR	G523	915.9					44.2	0.7		871.0			
FISHER-PRICE DIGITAL ARTS&CRFTS STD	G511	4,589.4					2,905.6	2.1	96.0	1,585.7			
FISHER-PRICE DISNEY'S LTL ENSTNS/RCKT	G543	361.4					26.9			334.5			
FISHER-PRICE DORA/EXP SPRKL&TVWL MRD	G521	2,738.8					162.4	0.6		2,575.8			
FISHER-PRICE DORA/EXPLORER TLKNG HS	G522	377.1					21.8	0.1		355.2			
FISHER-PRICE DORA/EXPLR DRGS TLK/RGST	G522	760.2					35.8	0.0		724.4			
FISHER-PRICE DORA/EXPLR LTS/RDY VNTY	G529	1,796.0					106.9	0.6		1,688.6			
FISHER-PRICE DORA/EXPLR TLKNG KTCHN	G522	660.9					38.7	0.0		622.2			
FISHER-PRICE DORA/EXPLR/TRVL&CR/TRLR	G522	1,032.6					50.9	1.9	11.4	968.4			
FISHER-PRICE EASY LINK INTRNTR LNCHPD	G544	1,801.5					693.5	5.7	132.5	969.8			
FISHER-PRICE ESPN BETTER BATTER BSSL	G549	868.2					95.0	0.1	17.8	755.3			
FISHER-PRICE ESY LNK&KD-TGH DGT'L CMR	G544	3,932.8					2,613.6	15.7	350.1	953.4			
FISHER-PRICE ESY LNK&KD-TGH FP3 PLYR	G544	1,506.7					838.4	1.0	177.8	489.6			
FISHER-PRICE GEOTRAX RAIL & ROAD SYS	G549	3,274.3					1,747.3	1.2	166.8	1,358.9			
FISHER-PRICE I CAN PLAY GUITAR	G542	3,156.9					233.1	0.3		2,923.5			
FISHER-PRICE I CAN PLAY PIANO	G542	885.3					43.0	7.0		835.3			
FISHER-PRICE IMAGINEXT PIRATE SHIP	G549	353.5						3.5		350.0			
FISHER-PRICE IMAGINEXT/SPINOSAURUS	G523	1,487.0					36.2	0.5		1,450.3			
FISHER-PRICE IMGNXT ADV CSTL&PRT SHP	G523	919.4					13.8	0.1		905.5			
FISHER-PRICE INFANT & PRESCHOOL TOYS	G544	2,397.2	2,397.2										
FISHER-PRICE LAUGH&LEARN COLLECTION	G544	2,515.9	2,515.9										
FISHER-PRICE LIGHT SKETCHER	G542	1,417.2					50.1	0.4		1,366.7			
FISHER-PRICE LITTLE MOMMY RL LVNG/DL	G521	2,728.9					145.8	0.1		2,582.9			
FISHER-PRICE LITTLE PEOPLE TOYS	G544	2,366.9					1,147.4	10.5	388.8	820.2			
FISHER-PRICE LITTLE PL IMGNNTN PLYSTS	G544	616.9					357.2	0.4	76.2	183.1			
FISHER-PRICE OCEAN WONDER AQRM TY	G544	1,971.8	87.6				958.9	2.5	162.1	760.8			
FISHER-PRICE PLANET HEROES FGRS&ACCS	G523	1,488.1					94.6	0.0		1,393.5			
FISHER-PRICE PLNT HRS TRB SHTL&FGRS	G523	765.1					22.3	0.0		742.8			
FISHER-PRICE POWER WHEELS FORD F-150	G543	1,763.1					26.3	0.4		1,736.4			
FISHER-PRICE POWER WHEELS JEEP HRCN	G543	1,411.9					51.4			1,360.5			
FISHER-PRICE POWER WHLS BRB JMN JP W	G543	1,531.9					50.5	0.4		1,481.0			
FISHER-PRICE PUPPY GROWS&KNOWS/NAME	G549	2,203.2					102.7	0.1		2,100.4			
FISHER-PRICE RAINFOREST BABY FURN	H121	326.2	326.2										

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FISHER-PRICE SESAME ST GL&GO PLY ST	G549	2,448.2						1,421.6	0.4	71.6	954.6		
FISHER-PRICE SESAME ST SNGNG PZ ELM	G541	669.8						50.7	0.9		618.2		
FISHER-PRICE SESAME ST TCKL/ELM TMX	G541	2,519.4						1,728.2	4.2	51.7	735.3		
FISHER-PRICE SESAME/TMX FRIENDS	G541	639.5						481.5			158.0		
FISHER-PRICE SHAKE N GO CRSH-UP SPDW	G543	2,257.2						45.9	0.1		2,211.3		
FISHER-PRICE SING ALONG STAGE	G542	4,228.2	103.5					2,105.2	2.7	417.3	1,599.6		
FISHER-PRICE SMART CYCLE	G549	5,312.2						3,316.1	3.2	88.8	1,904.1		
FISHER-PRICE SOOTHING MOTIONS GLIDER	G544	410.2	410.2										
FISHER-PRICE STAR STATION ENTER SYS	G511	1,663.7						1,047.8	0.6	23.9	591.4		
FISHER-PRICE TOYS	G549	2,446.2	242.0	842.2	1,290.5	71.4							
FISHER-PRICE TURBO TAIL TICKER	G549	378.5						25.9			352.6		
FISHER-PRICE TWIN TIME DOLLHOUSE	G544	1,624.6						1,018.0	0.8	71.9	533.9		
FISHER-PRICE VIGNETTE	G549	506.9									506.9		
FISHFULTHINKING.COM ONLINE	B549	2,208.5	2,163.0						45.5				
FISKARS GARDEN TOOLS	G711	941.7	819.8						2.1		119.8		
FIT PREGNANCY MAGAZINE ONLINE	B623	640.0	640.0										
FIT PREGNANCY MAGAZINE VAR VIDEOS DR	H532	470.1	470.1										
FITFEATURES/FITNESS MAG	B623	738.0	738.0										
FITNESS CAMPAIGN/PSA	B323	258.7							258.7				
FITNESS FACTORY OUTLET EXER EQUIP DR	V851	1,962.1	756.5		1,205.6								
FITNESS GALLERY SPRT GDS	V365	410.8			410.8								
FITNESS HOLDING INTL EXERCISE EQUIP	G480	376.8	376.8										
FITNESS MAGAZINE ONLINE	B623	496.9	492.0						4.9				
FITNESS ONE DRUGS/TOILETRIES DR	V830	335.2	335.2										
FITNESS RESOURCE STORE	V365	907.2			413.1				494.1				
FITNESS SHWCS SPRT GDS	V365	1,086.1			1,086.1								
FITNESS TOGETHER CENTER	D800	345.5			137.0			54.8		153.7			
FITWORKS FITNESS CENTER	D800	388.5			2.6			17.5		368.4			
FITZGERALD AUTO MALL	V219	960.2			138.2			32.0		790.0			
FITZGERALD&FTZGRD ATTY	V151	775.3			28.6			156.9		476.2		88.6	25.0
FITZGERALDS HOTEL&CASINO	T431	356.2			313.2			35.7		7.3			
FITZGERALDS SUPERMARKET	V346	542.7			542.7								
FITZPATRICK AUTO DLR	V219	2,092.0			2,092.0								
FITZPATRICK CHEV HUMMER	V211	855.0			855.0								
FIVE BELOW STORE	V359	570.6			570.6								
FIVE STAR FORD	V211	1,007.5			677.4		0.0		330.0				
FIVE STAR REALTY	B451	513.7			505.7		8.0						
FIVE TOWNS COLLEGE	G810	255.1			255.1								
FIVE TOWNS KIA	V212	717.0			717.0								
FIVE TOWNS MITSUBISHI	V212	689.8			689.8								
FIVE TOWNS NISSAN	V212	410.7			410.7								
FIX YOUR MARRIAGE BOOK BOOK CLUB DR	V823	479.0			479.0								
FIXODENT CONTROL DENTURE ADHESIVE	D219	7,798.1	2,873.6					3,264.6	48.3	498.1	1,113.5		
FIXODENT CONTROL/SCOPE DNTR ADHSV	D219	3,218.0						1,837.0	7.4	588.5	785.2		
FIXODENT DENTURE ADHESIVE	D219	284.0						179.2	1.4	51.2	52.1		
FIZOGEN NUTRITIONAL SUPPLEMENT	D541	251.3	251.3										
FIZOGEN VAR SUPPLEMENTS	D543	270.4	270.4										
FIZZIX.COM ONLINE	F510	725.1								725.1			
FIZZY FRUIT FRESH FRUIT CUPS	F322	294.7									294.7		
FJ HAKIMIAN CARPETS	V373	315.5	315.5										
FLADEBOE HONDA VW	V219	271.0			271.0								
FLAGS OF OUR FATHERS VIDEO	H532	1,434.9						1,019.5	0.0		415.4		
FLAGSTAR BANK CONSUMER SERVICES	B121	3,755.7			2,974.4			73.1		440.5			267.8
FLAIR FRAGRANCE WOMEN	D180	5,835.4	4,143.6					976.8	29.4	340.7	344.9		
FLAMINGO HOTEL & CASINO	T431	521.9						521.9					
FLAMINGO SOUTH BEACH DEV	B452	538.7	405.5		30.0	103.2							
FLASH-POINT BICYCLE WHEELS	G440	254.3	254.3										
FLAT EARTH BAKED FRUIT CRISPS	F590	487.7	487.7										
FLAT EARTH BAKED FRUIT&VEGGIE CHIPS	F590	1,045.8	990.2		53.1						2.5		
FLAT EARTH BAKED VEGGIE CHIPS	F590	11,867.5	11,526.7	340.6					0.2				
FLAWLESS AUCTIONEER	V122	853.5			853.5								
FLEETWOOD FUNDING CONSUMER SERVICES	B124	305.3			305.3								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FLEGELS/FRNSHNG/DSGN STR	V372	414.0			414.0								
FLEISCHMANN'S MARGARINE	F120	5,689.1	3,077.4	2,611.7									
FLEMINGS PRIME STKHS&WN	G320	2,090.8	1,930.7		56.2		103.9						
FLEMINGTON AUTO & TRUCK	V219	333.8					333.8						
FLEMINGTON FUR CO STORE	V312	413.5			78.4	25.5	161.0		148.6				
FLESCHNER STRK TNS/ATTY	V151	330.4							330.4				
FLETCHER AUTO GROUP	V219	757.4			725.4		32.0						
FLETCHER JONES IMPORTS	V219	499.7				4.5			495.3				
FLETCHER JONES MRCDS BNZ	V213	2,194.8			2,188.8		6.1						
FLEX YOUR POWER/PSA	B323	2,073.9							2,073.9				
FLEX/POWER/ENERGY PRGRM	V173	564.7			450.2		114.5						
FLEX-A-MIN JOINT SUPPORT FORMULA	D541	4,005.0	4,005.0										
FLEXFORM FURNITURE	H121	1,050.5	500.5	550.0									
FLEXITOL HEEL BALM	D554	721.1	30.6						4.0	160.4	526.1		
FLEXJET 25 AIR TRAVEL CARD	B111	1,051.7	512.3			539.4							
FLEXNOW JOINT FORMULA SUPPLEMENT	D543	348.9	348.9										
FLEXON EYEWEAR	D630	1,070.7							24.2		1,046.5		
FLEXYOURPOWER.ORG ONLINE	B329	972.4					972.4						
FLICKA VIDEO	H532	2,939.7							1,018.0	686.0	119.6	1,116.1	
FLICKS DESIGN CENTER STR	V376	283.7							283.7				
FLIGHT 93 NATL MRL/PSA	B323	672.4							1.9		670.6		
FLIGHT CENTER TRAVEL SVC	T420	3,591.1		3,591.1									
FLIGHT OPTIONS FRCTNL OWNRSHP ARCRFT	T300	3,810.0	2,833.7		73.4	902.9							
FLIGHT OPTIONS INC CP	T300	476.7				476.7							
FLIGHTSAFETY ACADEMY	G850	276.3	276.3										
FLINTSTONES COMPLETE CHILD VITAMINS	D541	708.7	708.7										
FLINTSTONES GUMMIES CHILD VITAMINS	D541	7,885.6	1,836.4						2,304.8	37.2	2,058.3	1,648.9	
FLIP VIDEO CAMCORDER	H511	2,737.1							606.7			2,030.4	100.0
FLIP.COM ONLINE	B670	2,059.2	2,059.2										
FLIR IMAGING SYSTEMS	G130	570.7	570.7										
FLITZ MISC DR	V859	495.8									495.8		
FLOAM TOYS DR	V851	5,417.1							100.0	0.6		5,316.5	
FLOMAX ENLARGED PROSTATE RX	D560	86,437.4	14,700.0						80.1	58,687.4	136.5	3,059.5	9,774.0
FLOMAX VIGNETTE	D560	485.9							485.9				
FLOOD AUTO GROUP	V219	272.6							38.3		234.3		
FLOOD FORD	V211	334.6		334.6									
FLOOR & DECOR OUTLET	V373	5,353.4		2,483.8						2,773.0			96.6
FLOOR CENTER STORE	V373	353.4								353.4			
FLOOR DE LIS FLRNG STR	V373	399.3		247.3						152.0			
FLOOR DIMENSIONS STORE	V373	280.8		28.0					28.5		224.3		
FLOOR PLACE STORE	V373	290.3		18.8							271.5		
FLOOR STORE	V373	576.3		551.8					1.3		1.7		21.6
FLOOR TRADER CARPET STR	V373	394.4									394.4		
FLOORING AMERICA STORE	V373	2,707.2		1,276.3					26.6	221.6	902.8	280.0	
FLOORING AMERICA STR & KPLS CRPT STR	V373	398.8		398.8									
FLOORING CENTER	V373	520.2		518.2					2.0				
FLOORING LIQUIDATORS CTR	V373	302.6		289.6						13.1			
FLORIDA ATLANTIC UNIV	G810	554.6		509.4					37.7	3.0		4.5	
FLORIDA CAREER COLLEGE	G810	1,209.7		13.6							1,196.1		
FLORIDA CENTRAL CRDT UN CON SVC	B124	433.7		303.6						5.6		124.5	
FLORIDA CHOICE BANK CONSUMER SVC	B121	392.2		392.2									
FLORIDA CIRCUIT COURT	B315	471.9		471.9									
FLORIDA CLG/NAT HEALTH	G810	536.5		0.7							535.8		
FLORIDA CNCL/CMPLSV GMBL	B329	525.4							498.5		26.9		
FLORIDA DEPT/HEALTH	B315	828.4								172.0		321.5	
FLORIDA DEPT/TRANS	B315	788.6		316.2						16.5		177.1	
FLORIDA EDUCATION CENTER	G850	410.1											278.7
FLORIDA HEALTHCARE MED & DENTAL INS	B412	520.9		520.9									
FLORIDA HM IMPRVMT ASC	V171	731.9		574.7								157.3	
FLORIDA HOSPITAL	V133	971.0								935.9		35.1	
FLORIDA INT'L UNIVERSITY	G810	374.9	61.7		254.7					48.4		10.1	
FLORIDA KEYS & KEY WEST FL TP	T433	2,260.6	819.7	83.0	442.9		142.5				65.6		706.9

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FLORIDA LEATHER GLRY STR	V375	494.8			254.5				240.3				
FLORIDA LIFESTYLE EXPO	V164	414.6			414.6								
FLORIDA MARLINS BSB TM	V163	1,248.9			877.5		155.9		215.5				
FLORIDA METRO UNIVERSITY	G810	4,684.6					363.1		4,321.5				
FLORIDA NATIONAL COLLEGE	G810	349.3							349.3				
FLORIDA NO FLT INS AGNCY	B430	1,933.4							1,933.4				
FLORIDA PANTHERS HCKY TM	V163	626.4			321.9		212.0		92.6				
FLORIDA PHOSPHATE CNCL	B329	690.8							690.8				
FLORIDA PNYSVR CPN BK	B629	2,723.7			2,723.7								
FLORIDA POWER & LIGHT CO	V173	3,042.7			486.0	11.9			2,251.4				293.4
FLORIDA PREPAID CLG BRD	B315	564.2							564.2				
FLORIDA SPACE COAST TP	T433	1,110.4	37.0				1.9				1,071.4		
FLORIDA STATE LOTTERY	B314	14,324.1			566.2		4,766.0		8,591.0				400.9
FLORIDA STATE TP	T433	17,641.9	7,225.9	66.4	1,403.9	71.2	238.3	221.8	1,063.9		6,834.3	516.2	
FLORIDA TECH COLLEGE	G810	319.9							319.9				
FLORIDA TOMATOES	F323	293.0									293.0		
FLORIDA VAR ORANGE JUICES	F420	14,564.3						9,302.9	6.9		5,254.5		
FLORIDA WATER CNSRVTN	B315	292.7							292.7				
FLORIDA WINDOW CO CENTER	V376	620.5			620.5								
FLORIDA YACHT CHRTRS&SLS	T420	393.6	391.4		2.2								
FLORIDAS GULF ISLANDS TP	T433	875.8	106.9	73.8	128.8				53.5		512.7		
FLORIDAS NATURAL RTS ORANGE JUICE	F420	19,660.7	15,956.4								3,704.3		
FLORIDAS TURNPIKE ENTRPR	B315	893.1			27.8		865.3						
FLORIDIANS/LWR INS CSTS	B329	1,202.1							388.6				813.5
FLORIN ROEBIG ATTY	V151	332.7			34.8		260.0		37.9				
FLOW AUTO	V219	481.0			481.0								
FLOW LEXUS	V212	691.2			373.6		74.2		243.4				
FLOWER CARPET NURSERY STOCK	G712	250.9	250.9										
FLOWERBOMB FRAGRANCE WOMEN	D180	2,089.6	2,089.6										
FLOWMASTER MUFFLERS	T144	761.4	383.8								377.6		
FLUFACTS.COM ONLINE	B670	19,241.1	4,610.6		44.9			9,094.5	1,380.2	3,423.4	687.4		
FLUIDJOINT DISPERSACREAM ARTHRTS/RLF	D551	372.6			372.6								
FLUIDJOINT REMEDY	D559	887.4			887.4								
FLUSH THE FAT DIETARY SUPPLEMENT	D543	1,341.8							99.6	5.8	1,236.3		
FLUSHED AWAY &1000 SING N SLUGS VDS	H532	324.9		324.9									
FLUSHED AWAY VIDEO	H532	7,975.8	1,066.4	638.6				3,482.8	5.5	486.2	2,184.6	111.7	
FLUSHING SAVINGS BANK CONSUMER SVC	B121	343.6			236.6		107.0						
FLUSHMATE TOILET SYSTEM	H621	3,497.5	448.8	162.4	2,886.3								
FLUSOURCE.COM ONLINE	B670	5,334.4						2,043.2	33.7	1,917.9	1,339.5		
FLY PENTOP COMPUTER	G511	6,279.8						1,744.9	0.0		4,534.8		
FLYBOYS VIDEO	H532	1,699.2						759.2	206.4	21.7	711.8		
FLYCLEAR.COM ONLINE	B549	271.1	74.4		28.1	168.6							
FLYGLOBESPAÑA AIRLINE INTL	T414	809.4			582.2	181.2	46.0						
FLYING DOLPHIN PRESS VAR BOOKS	B610	285.8				285.8							
FLYING J SERVICE STATION	V242	1,247.9					1,247.9						
FLYING J TRUCK STPS REST	G320	1,979.8					1,979.8						
FLYNNS CARPET CENTS CTR	V373	269.4							269.4				
FLYWHEEL VIDEO	H532	261.5		261.5									
FMS BONDS CONSUMER SERVICES	B129	564.3			564.3								
FNBO DIRECT ONLINE	B121	666.4							666.4				
FOCUS ATONEMENT MOVIE	B660	16,094.3	468.8	114.4	5,245.7	2,054.9		2,478.4	2,129.4	717.2	2,885.6		
FOCUS BALLS OF FURY MOVIE	B660	17,831.1	233.3		4,122.0	183.0			3,727.1	1,698.2	930.9	6,707.9	91.5
FOCUS DAILIES DISPOSABLE CONTACT LNS	D630	281.2	281.2										137.4
FOCUS EASTERN PROMISES MOVIE	B660	14,229.9	226.2		4,623.0	866.0		3,902.1	1,876.5	680.0	1,950.5		105.8
FOCUS EVENING MOVIE	B660	12,239.5	409.9		4,551.9	626.1			2,453.8	952.9	1,040.8	2,132.3	71.8
FOCUS FACTOR DRUGS/TOILETRIES DR	V830	3,635.1							84.3	1,766.2	99.0	1,685.6	
FOCUS HITCHER MOVIE	B660	13,676.1	38.1		2,455.0	85.9			6,671.4	1,087.6	911.0	2,326.2	32.4
FOCUS HOT FUZZ MOVIE	B660	12,479.8	39.9		4,171.2	272.4			2,428.1	1,532.5	233.7	3,741.4	60.7
FOCUS LUST CAUTION MOVIE	B660	3,115.9	261.9		2,392.8	456.8							4.4
FOCUS ON FORECLOSURE WORKSHOP	G820	1,413.7				1,207.7					198.5		7.5
FOCUS ON HOME/PSA	B323	528.1								528.1			
FOCUS RESERVATION ROAD MOVIE	B660	794.8	35.7		541.0	218.1							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FOCUS TALK TO ME MOVIE	B660	6,386.4	204.2		2,647.7	213.8		390.2	583.4	251.7	2,021.1	33.0	41.2
FOCUS VAR MOVIES	B660	2,043.8	76.5		155.9	901.9	720.2					189.3	
FODOR BILLIARDS STORE	V365	261.3			261.3								
FOGO DE CHAO STEAKHOUSE	G310	1,836.4	1,530.6		194.0		111.8						
FOGO VIVO RESTAURANT	G310	264.0			102.3				161.7				
FOLEY HOAG ATTY	V151	297.7			23.3	202.7	71.7						
FOLGER KIA	V212	1,370.5			646.4				724.1				
FOLGERS CLASSIC ROAST COFFEE	F411	4,790.8						3,055.2	5.8	349.8	1,380.0		
FOLGERS COFFEE	F411	7,813.4						4,727.2	59.1	1,420.7	1,606.4		
FOLGERS GOURMET SLCTNS COFFEE	F411	16,946.6	3,012.4					6,327.7	143.3	1,660.8	5,802.5		
FOLIO SOCIETY BOOK CLUB DR	V823	353.7	148.1			205.7							
FOLLICARE HAIR SPLMTN DRUGS/TOIL DR	V830	1,021.0							305.3	10.6	705.1		
FOLLOWTHEFABLE.COM ONLINE	B549	5,020.9	2,605.3					1,725.9	14.9	437.8	237.0		
FOLSOM AUTO MALL	V219	1,464.1			425.4				1,038.7				
FOLSOM LAKE DODGE	V211	644.2			577.8				66.4				
FOLSOM LAKE TOYOTA	V212	481.2			433.2				48.1				
FONOCHAT PHONE SERVICE	V156	1,585.5							1,058.2		527.4		
FONOVISA LOS TEMERARIOS RCRDS/ALM	H531	348.6							282.9		65.7		
FONOVISA VAR RECORDINGS	H531	298.7							163.4		135.3		
FONSECA PORTO WINE	F620	389.0			389.0								
FONTAINEBLEAU RESORT	T431	508.5			147.9	360.6							
FOOD & WINE FESTIVAL	V169	300.6	278.4		16.6				5.6				
FOOD & WINE MAGAZINE	B623	258.3	251.9				6.5						
FOOD & WINE MAGAZINE ONLINE	B623	424.7	424.7										
FOOD & WINE MAGAZINE TV PROGRAM	B623	393.9	393.9										
FOOD 4 LESS STORE	V345	1,310.7			891.9		82.9		336.0				
FOOD BANK/PSA	B323	1,139.7							1,027.4		112.3		
FOOD CITY FOOD STORE	V345	2,364.3			7.4		435.9		1,918.6		2.5		
FOOD DEPOT SUPERMARKET	V346	367.4			367.4								
FOOD DRIVE/PSA	B323	2,745.1						14.9	2,677.6		52.6		
FOOD EMPORIUM STORE	V345	881.2	61.4		139.7	680.2							
FOOD LION FOOD STORE	V345	11,900.8			499.4		14.2		7,816.6			3,570.6	
FOOD MAXX SUPERMARKET	V345	866.1			463.6		38.4		364.2				
FOOD NETWORK CABLE TV	B642	2,672.8	757.2		423.6		1,204.1						287.9
FOOD WORLD SUPER MKT	V346	415.1			200.1		212.8		2.2				
FOOD&WINE CLASSIC/ASPEN	B623	696.0	696.0										
FOOD&WINE MAG CLSC/ASP	B623	625.7	625.7										
FOODSAVER FOOD VACUUM SEALER	H221	1,872.4						211.5	2.7		1,658.2		
FOODSAVER HOUSEHOLD DR	V872	1,723.3							2.9		1,720.4		
FOODTOWN SUPER MARKETS	V345	2,172.8			2,172.8								
FOOT & ANKLE HEALTH CTR	V133	987.9			987.9								
FOOT JOY APPAREL	A990	1,129.2	1,129.2										
FOOT LOCKER INC CP	V313	580.7	580.7										
FOOT LOCKER SHOE STORE &KDS FT L&LDY	V313	1,059.7							193.5		866.2		
FOOT LOCKER SHOE STORE MEN	V313	9,755.9	5,531.5					50.0	894.1		3,280.3		
FOOT LOCKER SHOE STORE MEN & WOMEN	V313	3,098.4	236.9				2,028.3		0.5				832.7
FOOT SOLUTIONS CLINIC	V133	497.0			402.6		5.0		89.4				
FOOT SOLUTIONS SHOE STR FAMILY	V313	5,775.0			5,628.7	30.9	5.5		24.0				85.8
FOOT SOLUTIONS SHOE STR MEN & WOMEN	V313	843.0			546.4				285.5				11.1
FOOT ULCER CLINICAL TRL	V139	495.4							495.4				
FOOTJOY GOLF GLOVES	G460	701.9	701.9										
FOOTJOY GOLF SHOES	G460	4,286.6	1,522.7						2,510.2			253.7	
FOOTJOY REELFIT GOLF SHOES	G460	2,476.0	108.5						2,225.0	0.2		142.3	
FOOTPRINTS SHOE STORE WOMEN	V313	255.9			255.9								
FOR EYES OPTICAL CO	V135	3,775.5			866.8		50.9		2,857.8				
FOR YOUR CONSIDERATION VIDEO	H532	333.2							239.2			94.0	
FORBES CHEVROLET	V211	369.7			269.9		67.3		32.5				
FORBES CRUISE/INVESTORS SEMINAR	G820	1,509.4	1,509.4										
FORBES INC CP	B629	339.0	339.0										
FORBES MAGAZINE ONLINE	B623	1,035.6	1,035.6										
FORBES NEWSLETTERS ONLINE	B629	422.2	422.2										
FORBES STOCK MKT COURSE VAR BOOKS DR	V823	348.3	348.3										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FORBES TRAVELER.COM ONLINE	T420	2,066.5	2,066.5										
FORD AMPHITHEATRE	V166	576.6			51.9				524.7				
FORD AT FOX VIDEOS	H532	662.0	410.4	251.6									
FORD AUTO DIV CP	T111	889.1	75.9			813.2							
FORD AUTO&TRK DIV CP	T114	1,231.5	724.3				411.2		78.6	10.0		7.4	
FORD AUTO&TRK EDGE & FUSION	T114	12,383.6							12,004.8	0.4	243.6	134.8	
FORD AUTO&TRK EDGE & FUSION LEASING	T114	251.8								251.8			
FORD AUTO&TRK ESCAPE HYBRID&MUSTANG	T114	2,644.3							2,637.0			7.3	
FORD AUTO&TRK PRE-OWNED	T114	2,536.8	2,536.8										
FORD AUTO&TRK VAR	T114	76,844.2	864.1		13,773.4		2,799.1	7,410.3	27,962.1	6,276.9	859.2	1,292.1	13,788.0
FORD AUTO&TRK VAR LEASING	T114	9,630.4			9,279.3					351.1			
FORD AUTO&TRK VIGNETTE	T114	255.0							58.2	75.9		120.9	
FORD AUTOS FOCUS	T111	46,516.8	7,429.0			2,745.0	934.3		28,106.1	4,765.6	230.2	1,402.9	
FORD AUTOS FOCUS LEASING	T111	328.9								324.8		4.1	
FORD AUTOS FUSION	T111	116,841.6	29,083.1			8,729.3	5,461.1		54,835.8	12,190.0	471.8	4,881.0	1,189.5
FORD AUTOS FUSION LEASING	T111	25,321.1				354.1			7,143.1	17,080.2		743.6	
FORD AUTOS MUSTANG	T111	12,004.3	290.4			1,376.1			5,002.9	4,819.9	243.6	271.4	
FORD AUTOS MUSTANG LEASING	T111	3,099.5				1,714.0				1,385.5			
FORD AUTOS TAURUS	T111	31,438.4	8,338.2			640.7	1,358.6		17,394.4	150.8		2,427.5	1,128.2
FORD AUTOS VAR	T111	10,636.1				2,555.0	109.7		4,000.0	3,728.2		243.3	
FORD CARGO TRUCKS E-SERIES	T132	757.4	757.4										
FORD CARGO TRUCKS VAR	T132	928.9	928.9										
FORD CHAMPIONSHIP WKND	T114	1,083.3				57.7			520.2	60.6		444.7	
FORD COUNTRY FORD	V211	588.9				497.6				91.3			
FORD DLR ASSN CP	T121	2,205.6								2,205.6			
FORD DLR ASSN EDGE	T121	12,529.3								12,529.3			
FORD DLR ASSN EDGE & FUSION LEASING	T121	2,352.0								2,352.0			
FORD DLR ASSN EDGE LEASING	T121	24,484.8								24,484.8			
FORD DLR ASSN ESCAPE	T121	1,688.5								1,688.5			
FORD DLR ASSN ESCAPE & ESCAPE HYBRID	T121	2,126.7								2,126.7			
FORD DLR ASSN EXPEDITION & EXPEDITION	T121	1,993.4								1,993.4			
FORD DLR ASSN EXPLORE & EXPLORER	T121	393.8								393.8			
FORD DLR ASSN EXPLORE HYBRID	T121	999.3								999.3			
FORD DLR ASSN EXPLORE LEASING	T121	5,290.6								5,290.6			
FORD DLR ASSN EXPEDITION	T121	5,384.9								5,384.9			
FORD DLR ASSN EXPEDITION & EXPLORER	T121	10,830.6								10,830.6			
FORD DLR ASSN EXPEDITION LEASING	T121	1,778.5								1,778.5			
FORD DLR ASSN EXPLORER	T121	751.8								751.8			
FORD DLR ASSN EXPLORER LEASING	T121	4,294.4								4,294.4			
FORD DLR ASSN FIVE HUNDRED	T121	385.0								385.0			
FORD DLR ASSN FIVE HUNDRED&FREESTYLE	T121	711.1								711.1			
FORD DLR ASSN FOCUS	T121	6,399.5								6,399.5			
FORD DLR ASSN FOCUS & MUSTANG	T121	312.7								312.7			
FORD DLR ASSN FOCUS LEASING	T121	3,521.8								3,521.8			
FORD DLR ASSN F-SERIES	T121	85,200.8								85,198.6		2.2	
FORD DLR ASSN F-SERIES & RANGER	T121	8,976.7								8,976.7			
FORD DLR ASSN F-SERIES LEASING	T121	16,850.8								16,844.2		6.6	
FORD DLR ASSN FUSION	T121	10,916.7								10,916.7			
FORD DLR ASSN FUSION & MUSTANG	T121	253.7								253.7			
FORD DLR ASSN FUSION & MUSTANG LSG	T121	507.7								507.7			
FORD DLR ASSN FUSION LEASING	T121	30,716.6								30,716.6			
FORD DLR ASSN MUSTANG	T121	8,585.9								8,585.9			
FORD DLR ASSN MUSTANG & TAURUS	T121	423.0								423.0			
FORD DLR ASSN MUSTANG LEASING	T121	4,486.5								4,486.5			
FORD DLR ASSN TAURUS	T121	897.8								897.8			
FORD DLR ASSN TAURUS LEASING	T121	3,044.1								3,044.1			
FORD DLR ASSN VAR AUTO&TRK	T121	39,469.5				1,521.0		3,353.7		28,436.2		19.7	
FORD DLR ASSN VAR AUTO&TRK LEASING	T121	759.1				584.5				174.6			
FORD DLR ASSN VAR AUTOS	T121	14,469.7								11,448.7			3,021.0
FORD DLR ASSN VAR AUTOS LEASING	T121	390.8								390.8			
FORD DLR ASSN VAR TRUCKS	T121	10,468.7					550.6				9,918.2		
FORD DLR ASSN VAR TRUCKS LEASING	T121	1,231.2								1,231.2			

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FORD DLR ASSN VIGNETTE	T121	877.6							877.6				
FORD FIELD STADIUM	V166	311.0			311.0								
FORD GENUINE PARTS & SERVICE	T121	1,104.4							1,104.4				
FORD GN PRTS&SVC CTR	V241	424.9			424.9								
FORD LINC-MERC/SLIDELL	V211	389.5			389.5								
FORD MOBILTY MOTORING CON SVC	B124	409.5	409.5										
FORD MOTOR CO CORP DIV CP	T114	1,255.6	369.3		247.9	638.4							
FORD MOTOR CO CP	T114	6,347.0	3,360.6		1,577.1			258.0	105.1		59.1	987.0	
FORD MOTOR CO FLEET VEHICLES	T132	261.3	261.3										
FORD MOTOR CO PARTS & SERVICE	T144	917.4	226.1		691.3								
FORD MOTOR CO PRE-OWNED AUTOS&TRK	T114	14,162.4	8,629.0	1,644.4	517.9	534.3						2,836.8	
FORD MOTOR CO VAR AUTO&TRK	T114	7,542.4	5,214.8		1,910.4	84.4	13.2					319.6	
FORD MOTOR CO VAR AUTOS	T111	815.6	690.1		125.5								
FORD MOTOR CO VAR DA VAR AUTO&TRK	T121	545.2	326.7						33.8				184.7
FORD OF CLERMONT	V211	343.2			38.5		15.2		289.4				
FORD OF DUBLIN	V211	415.7			415.7								
FORD OF FRANKFORT	V211	309.6			309.6								
FORD OF KIRKLAND	V211	4,131.7			4,107.2				24.5				
FORD PLANTATION RE DEV	B452	674.0	445.3	228.7									
FORD STORE/MORGAN HILL	V211	423.2			423.2								
FORD TRUCKS EDGE	T117	166,254.2	34,207.0		2,145.2	1,643.0		97,907.6	17,413.9	4,688.5	7,601.1	648.0	
FORD TRUCKS EDGE LEASING	T117	4,725.8							4,721.4	4.4			
FORD TRUCKS ESCAPE	T117	3,103.4			2,007.1	303.2		249.2	533.4			10.6	
FORD TRUCKS ESCAPE & ESCAPE HYBRID	T117	12,995.6							1,471.0	502.3		11,022.3	
FORD TRUCKS ESCAPE HYBRID	T117	14,900.8	1,891.0		1,043.0	631.2		10,100.7	641.8			593.1	
FORD TRUCKS EXPEDITION	T117	12,417.7	59.3		33.1			1,871.2	8,744.5	147.4	561.7		1,000.6
FORD TRUCKS EXPEDITION & EXPLORER	T117	2,016.1							1,974.7			41.4	
FORD TRUCKS F-SERIES	T117	200,869.9	39,582.1	805.8	1,693.1	205.6		110,696.0	29,166.6	564.3	16,576.9		1,579.5
FORD TRUCKS F-SERIES & RANGER	T117	6,063.1									5,915.8	147.2	
FORD TRUCKS F-SERIES LEASING	T117	10,927.4			132.4			2,973.3	7,818.6			3.1	
FORD TRUCKS TAURUS X	T117	5,287.1	5,287.1										
FORD TRUCKS VAR	T117	13,564.5			7,300.5			2,586.8	3,175.7			501.5	
FORD TRUCKS VIGNETTE	T117	274.6							225.0	49.6			
FORDHAM MARBLE BLDG SUPP	V376	364.3			364.3								
FORDHAM TOYOTA	V212	835.9			774.0				61.8				
FORDHAM UNIVERSITY	G810	287.7	66.5		109.8	111.4							
FORDS JEWELERS	V314	1,048.2			684.9		363.2						
FORDS THEATER/EXXON MBL	T211	470.0						470.0					
FORDS THEATER/GENERAL DY	B329	683.4						470.0	213.4				
FOREARM FORKLIFT HOME & BLDG PDTS DR	V879	1,291.3							4.1	175.6	1,111.6		
FORECLOSURE RE EXPO SEMINAR	G820	479.0			479.0								
FORECLOSURE SEMINAR	G820	1,254.5			849.1				405.4				
FORECLOSURES DAILY SEMINAR	G820	873.9			873.9								
FOREMOST INS GROUP MOBILE HOME INS	B421	618.7	618.7										
FOREMOST INS GROUP MOTORCYCLE INS	B429	716.9	716.9										
FOREMOST LIQUOR STORES	V341	419.4			419.4								
FOREST FIRE PRVNTN/PSA	B323	619.6							527.1		92.5		
FOREST LAWN	V157	358.8			5.4		313.0		30.9			9.4	
FOREST PRSRV/COOK CNTY MISC FIN	B315	422.1			422.1								
FORESTRY FISH & GAME/PSA	B323	564.0							564.0				
FOREVER YOURS BRIDAL GOWNS WOMEN	A130	1,405.7	1,405.7										
FOREVER YOURS BRIDAL&FORMAL GOWNS W	A130	1,075.9	1,075.9										
FOREVER YOURS BRIDAL&FORMAL GWNS FAM	A130	2,543.8	2,543.8										
FOREX TRADING GROUP SEMINAR	G820	422.7			422.7								
FOREX.COM INVESTMENT SVC ONLINE	B122	1,003.7	331.0						2.2		670.5		
FORINSULIN.COM ONLINE	B549	2,377.8							205.8		2,171.9		
FORMAN MILLS FCTRY WRHS FAMILY	V311	902.4							879.9			22.5	
FORMAN MILLS FCTRY WRHS MEN & WOMEN	V311	2,119.3			1,284.2		15.0		19.7			800.5	
FORMULA 409 ALL-PURPOSE CLEANER	H430	5,808.7	4,762.0					486.6	3.6	138.2	418.4		
FORMULA BOATS	G430	1,264.5	1,264.5										
FORREST SAW BLADES	H624	262.5	262.5										
FORSHAW FURN&FIREPLACES	V375	764.4			654.7				109.7				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FORSHEY PIANO CO	V369	344.4			344.4								
FORSYTH MEDICAL CENTER	V133	388.0					79.4		303.8		4.9		
FORT ERIE RACETRACK	V163	281.6					165.7		116.0				
FORT LAUDERDALE HTL&RES	T431	290.6			280.1	10.5							
FORT McDOWELL CASINO	V169	1,016.0	82.9		375.7		39.1		518.4				
FORT MYERS TOYOTA	V212	2,105.0			303.1				2,105.0				
FORT MYERS TP & SANIBEL TP	T433	1,877.9	565.4	457.4	88.8				616.6		149.7		
FORT SALONGA MARKET	V346	303.1											
FORT SANDERS RGNL MED CT	V133	317.5							317.5				
FORT STREET STUDIO	V373	419.0	419.0				403.6						
FORT WORTH STAR TELEGRAM	B622	403.6											
FORT WORTH SYMPHONY	V161	310.1	38.7		266.7				4.7				
FORT WORTH TX TP	T433	404.9	210.1		194.8								
FORTH&TOWNE CLOTHING STR WOMEN	V311	1,350.7	880.2		413.1	57.5							
FORTUNE INTL REALTY	B451	388.1	19.7		162.8		205.6						
FORTUNE LEADERSHIP FORUM	G820	413.4	289.4			124.1							
FORTUNE MAGAZINE	B623	762.7			762.7								
FORTUNE VALLEY HOTEL&CSN	T431	503.1			154.6		190.3		158.2				
FORTUNOFF INC RECRUITMENT	B912	320.2			274.2	46.0							
FORTUNOFF JWLRY&HM FRNSH	V314	12,010.0	418.6		5,973.9	3,835.6	151.0		1,481.4				149.5
FORUM CREDIT UNION CONSUMER SERVICES	B124	717.4			318.3		244.7		154.4				
FOSAMAX PLUS D OSTEOFOPROSIS RX	D560	31,348.4	13,002.1	1,767.8				10,533.6	71.2	2,809.4	3,164.3		
FOSE INFO TECH EXPO	V164	259.9			259.9								
FOSTER CARE/PSA	B323	922.2							572.7		349.5		
FOSTER CHILDREN/PSA	B323	446.0							276.6		169.4		
FOSTER FARMS CHICKEN	F333	8,350.9							8,350.9				
FOSTER FARMS POULTRY	F333	432.1											432.1
FOSTER GRANT SUNGLASSES	A430	2,733.6							107.2		2,626.4		
FOSTER PARENTS/PSA	B323	336.7							336.7				
FOSTERREPRINTS SERVICES	B651	445.6	445.6										
FOSTER-GWIN ANTIQUES	V379	335.9	335.9										
FOSTERS BEER	F611	931.4	931.4										
FOSTERS HOME/IMGNY/SRS VIDEOS	H532	815.2								768.2		47.0	
FOSTERS WINE EST AMER RECRUITMENT	B912	251.6	251.6										
FOUNDATION/BETTER LF/PSA	B323	111,670.4						102,743.5	3,258.9		5,668.0		
FOUNDATION/BETTER LIFE	B329	2,578.1			23.4		42.9		1,285.5		1,226.3		
FOUNDATION/CHIRO PRGRS	B329	1,017.4	1,017.4										
FOUNDERS FED CREDIT UN CONSUMER SVC	B124	633.2			551.6		81.6						
FOUNTAIN BOATS	G430	2,401.0	2,382.0							19.1			
FOUNTAIN PWR BT RC/MRCRY	G430	1,052.6	1,052.6										
FOUNTAINS JEWELERS	V314	415.4			415.4								
FOUR POINTS HOTELS	T431	284.8	4.6			70.0	210.2						
FOUR SEASON RTRMNT/DEV	B452	360.5			360.5								
FOUR SEASONS HOTEL JACKSON HOLE	T431	328.2				328.2							
FOUR SEASONS HOTELS	T431	7,021.0	5,005.8	400.5		488.6	1,126.1						
FOUR SEASONS HOTELS AVR NRTH SN DG	T431	311.0				270.3	40.7						
FOUR SEASONS HOTELS HI	T432	644.9	50.8	46.0		457.3	90.7						
FOUR SEASONS HOTELS LANAI/MANALE BAY	T431	334.7				269.6	65.1						
FOUR SEASONS HOTELS WESTLAKE VLG CA	T431	689.9				666.7	23.2						
FOUR SEASONS HTG & AIR	V174	6,365.8				6,347.9		17.9					
FOUR SEASONS PRIVATE RES	B452	353.4				353.4							
FOUR SEASONS RE DEV	B452	1,387.7				1,387.7							
FOUR SEASONS RES RE	B452	288.6	141.6	52.3		94.7							
FOUR SEASONS SRNM CONTR	V171	1,273.6			139.5	1,134.1							
FOUR SEASONS SUNROOMS	H614	4,679.2	3,725.5	635.7	3.1				315.0				
FOUR SEASONS/BKRSFLD DEV	B452	263.5				263.5							
FOUR WINDS CASINO RESORT	T431	2,165.6	160.1		189.5		452.4		1,032.2				331.5
FOUR WINNS BOATS	G430	648.7	648.7										
FOWLER HONDA	V212	574.7			20.4		32.5		521.7				
FOWLER TOYOTA	V212	457.4							457.4				
FOWLERS FURNITURE STORE	V375	319.3							319.3				
FOX & FARMER ATTY	V151	269.6					27.0		242.6				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FOX AUTO DLR	V219	1,665.4			1,665.4								
FOX BROADCASTING CO CP	B641	633.9			8.3	625.7							
FOX BROADCASTING CO TV PROGRAM	B641	1,424.6					1,424.6						
FOX BUSINESS CABLE TV PAID PROMO	B642	577.4				407.0							
FOX CHASE CANCER INST	V133	965.4			79.1	28.7						170.5	
FOX CHEVROLET	V211	1,231.6			970.7								
FOX FAITH ULTIMATE GIFT MOVIE	B660	2,143.8			1,023.6	205.7		546.6	0.5	39.7	327.7		
FOX HILLS CHRYSLER JEEP	V211	341.7			341.7								
FOX HONDA	V212	374.9			289.5								
FOX INSTITUTE OF BUS	G810	316.7			279.4								
FOX LAKE SCION TOYOTA	V212	336.0			336.0								
FOX LAW FIRM	V151	1,364.5					0.9					1,363.6	
FOX NEWS CHANNEL CBL TV	B642	2,594.8	1,393.2		637.2	103.5	415.5						24.0
FOX PETROLEUM INC MISC FIN	B129	3,088.1	3,088.1										
FOX PROMO & AMERICAN EXPRESS	B641	295.3							294.5	0.8			
FOX RIDGE HOMES BUILDER	V171	280.4			280.4								
FOX RUN VLG RTRMNT CTR	V134	302.0											
FOX SEARCHLIGHT DARJEELING LTD MOVIE	B660	6,865.8	165.5		2,947.4	1,661.2		257.2	483.8				341.1
FOX SEARCHLIGHT DAY WATCH MOVIE	B660	290.5			276.2	14.3							
FOX SEARCHLIGHT I THINK/LOVE/WIFE MV	B660	9,127.4	14.1		1,968.2	367.7		3,188.6	1,328.9	65.3	1,997.7		197.0
FOX SEARCHLIGHT JOSHUA MOVIE	B660	294.2	8.8		249.8	35.7							
FOX SEARCHLIGHT JUNO MOVIE	B660	7,763.6	83.7		3,200.3	1,287.0		661.4	627.0			1,904.2	
FOX SEARCHLIGHT LAST KING/SCOTLAND	B660	6,691.3	19.4		3,409.9	1,266.5		483.0	702.2			810.4	
FOX SEARCHLIGHT LITTLE MISS SNSHN MV	B660	1,138.7	58.5		462.1	618.1							
FOX SEARCHLIGHT NAMESAKE MOVIE	B660	5,163.1	91.7		3,529.9	1,196.6							
FOX SEARCHLIGHT NOTES/SCANDAL MOVIE	B660	10,092.8	347.1		4,823.1	1,783.8		1,275.4	793.9	24.6	1,044.8		
FOX SEARCHLIGHT ONCE MOVIE	B660	3,160.1	14.1		2,216.7	497.9		10.2	21.8			251.6	147.7
FOX SEARCHLIGHT SAVAGES MOVIE	B660	2,305.3	31.7		1,300.4	877.8							
FOX SEARCHLIGHT SUNSHINE MOVIE	B660	254.8	43.4		38.3								
FOX SEARCHLIGHT VAR MOVIES	B660	6,799.0	313.8		3,269.9	3,215.3							
FOX SEARCHLIGHT VAR VIDEOS	H532	290.4	290.4										
FOX SEARCHLIGHT WAITRESS MOVIE	B660	8,457.9	31.7		5,066.4	758.0		336.1	669.7	8.8	1,478.5		108.7
FOX SPORTS NET CABLE TV	B642	2,260.2			416.3		653.3						1,190.6
FOX SPORTS NET CABLE TV PAID PROMO	B642	351.2							244.3		88.1		18.8
FOX SPORTS NEWS CBL CHNL PAID PROMO	B642	357.3											357.3
FOX THEATRE	V161	1,037.4			923.8		37.7						
FOX TOYOTA	V212	504.1					23.9						
FOX TV NETWORK	B641	3,247.9	727.9		289.1		2,148.6						82.1
FOX TV NETWORK ENTERTAINMENT DIV	B641	39,129.4	8,986.3	527.6	1,151.2	71.4							28,392.8
FOX TV NETWORK NEWS DIV	B641	629.9			611.8								18.2
FOX TV NETWORK PAID PROMO	B641	1,455.6					350.0						897.6
FOX TV NETWORK SPORTS DIV	B641	2,982.1			416.1	1,048.6							1,517.4
FOX VALLEY SUZUKI	V212	1,320.1					20.6						
FOX VAR PROGRAMS PAID PROMO	B641	458.7											458.7
FOX VAR VIDEOS	H532	537.9	352.9		2.2	119.8	62.9						
FOX WORLD TRAVEL AGENCY	T420	279.1			279.1								
FOX-BACK TO YOU PAID PROMO	B641	1,031.9			796.1								235.8
FOX-BACK TO YOU/TIL DTH PAID PROMO	B641	835.4	823.2										12.2
FOX-BONES PAID PROMO	B641	902.3			582.2								320.1
FOX-BONES/HOUSE PAID PROMO	B641	2,522.2	2,423.9										98.3
FOXBUSINESS.COM ONLINE	B549	402.9			85.0	317.9							
FOX-EMMY AWARDS PAID PROMO	B641	1,232.9	1,232.9										
FOX-HOUSE PAID PROMO	B641	709.7	367.3										342.4
FOX-KVILLE PAID PROMO	B641	550.8	251.9										298.9
FOX-NEWS PAID PROMO	B641	538.7			395.8	142.9							
FOX-NEXT GREAT AMER BAND PAID PROMO	B641	603.9	495.0										108.9
FOX-POST-BSBL&TBS-POST-B PAID PROMO	B641	421.5							0.2				421.4
FOX-POSTSEASON BASEBALL PAID PROMO	B641	816.4											816.4
FOX-PRISON BREAK PAID PROMO	B641	876.3	357.0		453.0								66.3
FOX-PRISON BRK/KVILLE PAID PROMO	B641	490.8	411.6										79.2
FOXSPORTS.COM TAILGATE ONLINE	B642	1,341.2						1,260.0	81.2				
FOXTONS RE AGENCY	B451	2,749.5			2,749.5								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FOX-VAR PROGRAMS PAID PROMO	B641	4,233.2	4,233.2										
FOXWOODS CASINO & RESORT	T431	16,584.6	584.6		11,482.5		819.0		3,644.1				54.3
FOXWOODS FOOD&WINE FEST	V169	378.1	208.8		169.3								
FOX-WORLD SERIES BSB'L PAID PROMO	B641	1,135.2											
FOXY VEGETABLES	F323	324.8					324.8						
FP JOURNE WATCHES	A520	397.8	219.0			178.8							
FRACTURE VIDEO	H532	1,725.5	516.3					259.0				950.1	
FRAGOLI LIQUEUR	F722	944.6	349.8	457.4	101.7	35.7							
FRAGRANCENET.COM STORE ONLINE	V330	1,201.0	406.9	213.5	131.0						442.6	7.1	
FRAM OIL FILTER	T144	3,803.2						1,147.2			2,656.0		
FRAM SYNWASH AIR FILTER	T144	999.4						225.0			774.4		
FRANCESCO BIASIA HANDBAGS WOMEN	A410	2,047.0	2,047.0										
FRANCESCO RINALDI PASTA SAUCE	F170	695.3	183.9						6.5	504.9			
FRANCHISE&BUS OPTY EXPO	V164	745.4			727.6	17.8							
FRANCHISE.ORG ONLINE	B670	745.7	745.7										
FRANCHISING SYSTEMS BP	B911	492.0	492.0										
FRANCISCAN COMMUNITIES	V134	624.0			624.0								
FRANCISCAN HEALTH SYSTEM	V133	329.9			256.4				73.5				
FRANCISCO BREAD	F341	603.8	603.8										
FRANCK MULLER WATCHES	A520	1,019.9	923.6			96.3							
FRANCOIS & CO MANTELS	H619	285.0	285.0										
FRANCOISE M HAASCH ATTY	V151	253.6					253.6						
FRANCOS WINE MERCHANTS	V341	1,126.1				1,126.1							
FRANGELICO LIQUEUR	F722	416.0									416.0		
FRANK ADAMS JEWELERS	V314	323.9			159.1		101.9			63.0			
FRANK ANCONA HONDA	V212	307.9			121.7					186.2			
FRANK DAMICO JR ATTY	V151	356.1								356.1			
FRANK FULLER CLASSIC HATS&SHIRTS M&W	A490	327.1	327.1										
FRANK HOWARD ALLEN RLTY	B451	1,315.6			1,315.6								
FRANK JENKINS ATTY	V151	337.9							337.9				
FRANK KENT AUTO	V219	913.7			748.2		165.5						
FRANK LETA HONDA	V212	258.3			17.9		37.1			203.4			
FRANK PARRA AUTOPLEX	V219	330.6			280.9					49.7			
FRANK PARRA CHEVROLET	V211	288.0			223.1					64.9			
FRANK SORRENTINO ATTY	V151	287.0								287.0			
FRANK STELLA LTD STORE MEN	V311	703.2			85.6	617.7							
FRANK TOYOTA	V212	305.9			301.9					4.0			
FRANK VINCENT HOME/CONTR	V171	276.8			276.8								
FRANK Z CHEVROLET	V211	368.8			293.7					75.1			
FRANK&CAMILLES MUSIC STR	V369	887.0			658.8	225.8	2.4						
FRANKE FAUCETS	H621	468.4	468.4										
FRANKENMUTH MI TP	T433	504.4	87.6	395.7	20.4					0.7			
FRANKFORD HOSPITAL	V133	378.2			156.8		221.4						
FRANKIES AUTO SALES	V219	2,800.2			2,713.5					86.7			
FRANKLIN AZAR&ASSOC ATTY	V151	1,791.8								1,791.8			
FRANKLIN BANK CONSUMER SERVICES	B121	1,084.1			868.2		117.2			46.0			52.8
FRANKLIN COUNTY AUDITOR	B315	1,611.8			1,611.8								
FRANKLIN COUNTY TRSR	B315	314.9			314.9								
FRANKLIN FOODS STORE	V346	272.5			272.5								
FRANKLIN INST SCIENT MSC	V166	489.6		114.4	375.3								
FRANKLIN INSTITUTE	G850	402.9			20.2					382.6			
FRANKLIN MINT COLLECTIBLES DR	V852	438.3	268.9	165.7	3.7								
FRANKLIN SQUARE HOSP CTR	V133	546.6			103.3					443.3			
FRANKLIN TEMPLETON CONSUMER SERVICES	B122	1,580.6	1,211.6			369.0							
FRANKLIN TEMPLETON FUNDS	B125	30,066.4	10,399.3		16.9	3,495.6		11,847.0	0.7		3,793.9	513.0	
FRANKLIN TMPLTN DIST CONSUMER SVC	B129	370.8				370.8							
FRANKLIN UNIVERSITY	G810	267.4						77.7		189.7			
FRANKS REDHOT BUFFALO WINGS SAUCE	F160	6,691.2	5,068.1	1,623.1									
FRANZOSO FACTOR CONTR	V171	1,641.2			1,641.2								
FRASER YACHT CHARTERS	T420	400.7	400.7										
FRASER YACHT&SHIP BROKRS	G430	493.2	493.2										
FRATELLI ROSSETTI BTQS WOMEN	V313	381.1	147.0	228.7		5.4							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FRAY MARTIN DE PORRES VIDEO	H532	2,235.6			105.9		11.2		2,143.2		92.4		
FRED ANDERSON TOYOTA	V212	990.4			349.4	0.7	0.9		873.3				
FRED ASTAIRE DANCE STD	G850	457.6			879.6				106.7				
FRED BEAN AUTO MALL	V219	879.6			687.7		8.6		100.1				
FRED HAAS TOYOTA	V212	796.4			5,022.7		516.5		4,506.2				
FRED LOYA INS AGENCY	B430	411.8			425.9								
FRED MARTIN DODGE	V211	425.9			2,838.8	1,899.4			939.3				
FRED MARTIN NISSAN	V212	425.9			550	610.7			1,553.5				
FRED MARTIN SUPERSTORE	V219	2,838.8			610.7	94.0			516.7				
FRED MEYER DISC GROCERIES	V540	1,553.5			8,472.3	7,257.8		846.3		368.2			
FRED MEYER DISC MISC	V550	610.7			446.0				446.0				
FRED MEYER DISC MULTI-PDTS	V590	8,472.3			446.0								
FRED MEYER DISC SALES ANNOUNCEMENT	V590	446.0			454.1	51.1							
FRED MEYER JEWELERS	V314	454.1			869.4	403.0							
FRED MEYER SUPERMARKET	V345	323.9			869.4	323.9							
FREDDIE MAC FNNDTN/PSA	B323	762.0			869.4				762.0				
FREDERICK L MC GUIRE ATTY	V151	361.9			358.4				361.9				
FREDS APPLIANCE STORE	V371	358.4			356.6			77.2		281.2			
FREDS VARIETY DISC MULTI-PDTS	V590	356.6			53,499.2				474.1				395.2
FREDS VARIETY DISC SALES ANNC	V590	589.1			53,499.2	211.3			196.0				393.2
FREE AGENT BICYCLES	G440	308.2	308.2		525.2	39.9							
FREE PRESS BECOME A BETTER YOU BOOK	B610	252.8	20.4		525.2	74.7	410.5		21.1				
FREE PRESS PUBLISHERS VAR BOOKS	B610	525.2	39.9		947.7					8.1		939.7	
FREECAREERINFO.COM ONLINE	B670	947.7			356.6								
FREECREDITREPORT.COM ONLINE	B129	53,499.2			417.5				2,893.5	38.1	878.3	41,352.4	8,336.9
FREEDOM BOAT CLUB	V162	356.6			337.6					149.9			
FREEDOM CHEVROLET	V211	417.5			2,635.2								
FREEDOM FORD	B412	337.6			356.6	206.7							
FREEDOM HEALTH MEDICAL & DENTAL INS	B412	2,635.2			337.6	259.2							
FREEDOM POINT DEBT RLF CONSUMER SVC	B128	360.9			356.6					51.5		309.4	
FREEDOM POWER CO	V173	533.1			360.9					533.1			
FREEDOM WRITERS VIDEO	H532	1,202.7			533.1								
FREEDOMS WATCH ORG	B329	6,150.4			1,202.7	98.6	385.2		559.3	6.3	206.3	430.8	
FREEDS HMFRNSHNGS MLL	V375	516.5			98.6				151.2	3,686.1	608.2	817.1	403.9
FREEHOLD AUTO DLR	V219	780.9			516.5					516.5			
FREEHOLD DODGE	V211	279.0			780.9								
FREEHOLD DODGE SUBARU	V219	251.5			175.1			103.9					
FREEHOLD HYUNDAI	V212	325.3			251.5								
FREEMAN AUTO DLR	V219	994.0			325.3								
FREEMAN HYUNDAI	V212	290.8			994.0								
FREEMAN LEXUS TOYOTA	V212	290.8			590.3								
FREEMAN TOYOTA	V212	590.3			590.3								
FREMONT ST EXPERIENCE	V169	423.4			423.4								
FREEPORT-MCMORN CPPR&GLD MA	B130	432.3			432.3								
FREESCALE SMCNDCTR INC CP	B522	508.5			508.5								
FREESTYLE MOTOCROSS	V163	1,586.4	1,264.6		508.5								
FREESTYLE MTRCR/VAR SPON	V163	420.1			321.8								
FREESTYLE RELEASING ABANDONED MOVIE	B660	90.7			420.1								
FREESTYLE RELEASING CIVIC DUTY MOVIE	B660	29.3			436.0								
FREESTYLE RELEASING DRAGON WARS MV	B660	599.9			90.7	26.5		710.0	1.0		1,099.1		
FREETRIPLE.COM CRDT RPRT ONLINE	B129	6,270.2	3.5		388.0	121.4			61.1				
FREEWAY AUTO INS AGENCY	B430	867.8			1,951.1	317.0			509.4	892.9		2,596.3	
FREEWAY CHEVROLET	V211	344.2			6,270.2						4.9	63.2	2,696.0
FREEWAY FORD	V211	644.3			344.2	208.0					867.8		
FREIGHT LDTRS FURN STR	V375	644.3			570.8			23.0			136.2		
FREIGHT RAIL WORKS ORG	B329	371.2			366.7						50.6		
FREIXENET CHAMPAGNE	F620	382.2			283.6						4.5		
FREIXENET WINE	F620	2,317.7	1,800.9	373.9	819.8	142.9					98.6		
FRELLENS FURN STORE	V375	369.5			819.8							369.5	
FREMARC DESIGNS FURNITURE	H121	639.9	639.9		297.8								
FREMONT BANK CONSUMER SERVICES	B121	967.0			297.8								
FREMONT INV & LOAN BANK CONSUMER SVC	B121	4,205.2			4,202.4								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FREMONT MAZDA	V212	339.6			339.6								
FREMONT TOYOTA	V212	583.1			517.6			9.6		55.8			
FRENCH COCKTAIL HOUR DAY	V169	457.4		457.4									
FRENCH CONNECTION SPORTSWEAR M & W	A141	356.3						356.3					
FRENCH CONNECTION STR MEN	V311	294.5	294.5										
FRENCH CONNECTION STR WOMEN	V311	1,654.7	1,654.7										
FRENCH CULINARY INST	G840	426.9	404.5				17.0					5.4	
FRENCH INST/ALNC FRNS	G850	340.7	340.7										
FRENCH LICK CASINO	V169	479.4					479.4						
FRENCH LICK SPRINGS RSRT	T431	557.7			502.1			7.4		48.2			
FRENCH TOAST RTW CHILDREN	A190	719.6	223.5		29.1			44.6					422.5
FRENCHS CLASSIC YELLOW MUSTARD	F160	2,056.5							1,391.5	66.2	60.0	538.9	
FRENCHS FRENCH FRIED ONIONS	F323	4,763.4	3,756.3	1,007.1									
FRENCHS SPICY BROWN MUSTARD	F160	3,272.4							1,764.8	153.4	104.0	1,250.3	
FRESARD AUTO	V219	285.0			285.0								
FRESCHETTA FROZEN PIZZA	F260	352.9	352.9										
FRESCHI AIR SYS CONTR	V174	263.8			263.8								
FRESH AIR FUND	B322	2,924.1	738.5	107.7	217.0	1,860.9							
FRESH EXPRESS PACKAGED SALADS	F323	833.3	805.8				27.5						
FRESH STEP FREE SCPBL LITTER	G640	268.9	268.9										
FRESH STEP LITTER	G640	2,620.8							685.3	349.2	95.2	1,491.1	
FRESH STEP SCOOP & HDN VLY RNCH/DRSNG	G640	1,591.4	1,591.4										
FRESH STEP SCOOPABLE & GLAD FORCEFLEX	G640	1,071.5	1,071.5										
FRESH STEP SCOOPABLE &PN-SL LIQ CLNR	G640	320.7	320.7										
FRESH STEP SCOOPABLE LITTER	G640	29,750.6	16,489.9						5,742.9	1,669.7	684.2	5,163.9	
FRESH STEP SCPBL &GLDWR/TRG CNTNRS	G640	357.6	357.6										
FRESHDIRECT.COM FOOD STR ONLINE	V346	786.7				153.0	609.4		24.4				
FRESHLINE SUPERMARKET	V346	416.9			416.9								
FRESNO INFINITI	V212	259.6			126.9				132.7				
FRESNO MITSUBISHI	V212	274.7			274.7								
FREUD SAW BLADES	H624	379.6	379.6										
FRICKEY LAW FIRM	V151	281.2							281.2				
FRIEDBRG PRPRTS&ASSOC RE	B451	1,471.6		1,471.6									
FRIEDMAN BILLING RMSY&CO CP	B122	443.6				198.6		200.0	0.5		44.5		
FRIEDMAN BLNGS RMSY GRP CONSUMER SVC	B122	3,169.3						3,158.0	0.2		11.1		
FRIEDMAN BLNGS RMSY GRP FUNDS	B125	533.0						530.0			3.0		
FRIEDMAN DIABETES INST	G850	457.4	457.4										
FRIEDMANS HM IMPRVT CTR	V376	887.0			887.0								
FRIEDMANS JEWELERS	V314	4,239.9			27.8		19.9		4,183.1				9.1
FRIEDRICH CENTRAL AC	H622	1,940.1			1,690.1	250.0							
FRIENDLY CHEVROLET	V211	2,276.3			1,279.9		222.2		774.2				
FRIENDLY FORD	V211	794.0			571.6		81.8		140.6				
FRIENDLYS RESTAURANT	G320	9,832.7			106.6		406.2		8,334.5				985.4
FRIENDS OF ANIMALS ORG	V158	708.8	708.8										
FRIENDSHIP SOUR CREAM	F311	724.6							724.6				
FRIENDSHIP VLG RTRMT CM	V134	448.4			288.1				160.3				
FRIENDSHIP YACHTS	G430	524.0	524.0										
FRIENDSWOOD RE DEV	B452	445.6			92.4		353.2						
FRIGGETTO FURNITURE	H121	337.0	337.0										
FRISCHS BIG BOY REST	G320	1,436.7			23.4				1,413.3				
FRISCO ROUGHRIDERS BSBL	V162	292.5			284.0				8.5				
FRISKIES DRY CAT FOOD	G612	8,322.5							4,663.0	921.9		2,737.6	
FRISKIES FELINE FVRTS DRY CAT FOOD	G612	5,118.7							2,851.8	49.5	702.1	1,515.4	
FRISKIES VAR DRY CAT FOOD	G612	3,929.3	2,680.9						7.6	194.9		1,045.9	
FRITO-LAY CHIPS & SNACKS	F530	359.0					359.0						
FRITO-LAY VAR SNACKS	F530	2,842.3					456.9	2,385.4					
FRITTS FORD	V211	296.3			102.0		194.2						
FRITZ HANSEN FURNITURE	H121	516.0	516.0										
FROEDTERT MRL LTHRN HOSP &MED CLG	V133	501.1								501.1			
FROMMERS VAR BOOKS	B610	346.8	346.8										
FRONT ROOM FRNSHNGS STR	V372	482.2							482.2				
FRONT ROOM HOME FRNSHNG	V372	327.4			288.0		39.4						

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FRONTENAC BANK CONSUMER SERVICES	B121	436.0			436.0								
FRONTGATE OUTDOOR FURNITURE	H121	424.7	424.7										
FRONTGATE.COM STORE ONLINE	V390	557.9	36.1	400.4		121.3							
FRONTIER AIRLINES CP	T413	341.7			341.7								
FRONTIER AIRLINES DOM	T413	5,030.2			2,893.8	207.3	444.3		1,476.9		8.1		
FRONTIER AIRLINES DOM & INTL	T413	1,486.3			72.8	138.2	461.3		814.0				
FRONTIER AUTO DLR	V219	307.9			261.6		46.3						
FRONTIER BANK CONSUMER SERVICES	B121	390.5			126.1				264.4				
FRONTIER CELLULAR WIRELESS SERVICE	B223	385.4			247.3		138.1						
FRONTIER COMM ISP	B225	440.7							440.7				
FRONTIER COMMUNICATIONS ISP/PHONE	B250	627.1							627.1				
FRONTIER COMMUNICATIONS ISP/PHONE/TV	B250	1,103.3			477.1				626.2				
FRONTIER CONNECTIONS BUNDLE PDTs	B250	546.9			546.9								
FRONTIER FORD	V211	1,113.8			252.4		1.5		859.9				
FRONTIER HOMES RE	B451	817.5			206.7		597.5		13.3				
FRONTIER MORTGAGE CONSUMER SERVICES	B124	261.8							261.8				
FRONTIER TOYOTA	V212	3,784.6			3,784.6								
FRONTIER YELLOW PAGES	B232	279.2			245.6				33.6				
FRONLINE PLUS CAT & DOG RX	G640	41,344.8	6,602.5	689.8				18,070.0	6,974.2	2,956.8	6,051.5		
FRONTSIGHT SUBS DR	V823	321.3									321.3		
FROST BANK CONSUMER SERVICES	B121	1,635.4	626.6		60.2	139.9	48.4		760.3				
FROSTEDFLAKES.COM ONLINE	B549	820.7	302.2						34.1	0.2	17.7	466.6	
FRS BEVERAGE DR	V840	1,007.8										1,007.8	
FRS PLUS HEALTH DRINK	D543	583.3	529.4										53.8
FRUIT FARMERS OF CHILE FRUITS	F322	2,399.3							2,399.3				
FRUIT OF THE LOOM APPAREL	A990	4,415.8							385.9	1.8	306.0	3,673.0	49.0
FRUIT OF THE LOOM BRAS & PANTIES W	A220	6,863.0	4,791.6						2.2	28.0	2,041.2		
FRUIT OF THE LOOM PANTIES WOMEN	A210	3,960.1	3,960.1										
FRUIT OF THE LOOM RTW FAMILY	A190	1,868.7										1,868.7	
FRUIT OF THE LOOM SPORTS BRAS WOMEN	A220	817.5	817.5										
FRUIT OF THE LOOM T-SHIRTS WOMEN	A141	280.8	280.8										
FRUIT OF THE LOOM UNDERCLOTHING MEN	A290	3,121.8							21.4			3,100.4	
FRUIT OF THE LOOM UNDERCLOTHING W	A210	2,317.4							144.8	2.4	28.0	2,142.1	
FRUIT OF THE LOOM UNDERWEAR CHILDREN	A210	781.6							308.1			429.4	44.1
FRUIT OF THE LOOM UNDERWEAR M & W	A210	715.2	67.7	479.4									168.1
FRUIT OF THE LOOM UNDERWEAR MEN	A210	2,366.1							709.3	0.2	56.0	1,600.6	
FRUIT/LOOM COTTON STRTCH BRS&PNTS W	A220	283.8	283.8										
FRUIT/LOOM FIT FOR ME BRAS&PNTS W	A220	3,072.5	3,072.5										
FRUIT/LOOM FIT FOR ME UNDRCLTHING W	A290	831.0	478.8							1.9		350.3	
FRUIT20 ENERGY & FRUIT20 HYDRTN/WTR	F460	1,135.0										1,135.0	
FRUIT20 FLAVORED WATER	F460	1,514.1	1,514.1										
FRUIT20 IMMUNITY FLAVORED WATER	F460	1,019.8	843.3									176.5	
FRUIT20 RELAX & FRUIT20 IMNTY VTMN/WT	F460	324.7										324.7	
FRUITABU SMOOSHED FRUIT FLATS	F590	3,219.3	1,916.7							1,302.7			
FRUITSIMPLE RTS FRUIT SMOOTHIE	F420	363.6	148.7		214.9								
FRUTEZIA WINE	F620	303.7	303.7										
FRYS ELECTRONICS STORE	V361	230,966.1			228,523.8					2,462.2			
FRYS FOOD STORE	V345	1,248.1			705.7		320.9		221.6				
FRYS FOOD STORE & FRY'S MARKETPLACE	V345	1,968.8			1,968.8								
FRYS MARKETPLACE	V345	865.0			825.8		39.3						
FRYS.COM ELECT STORE ONLINE	V361	1,379.4			617.3					428.9		333.2	
FSN CABLE TV CO	B642	256.8					244.8		12.0				
FSN TV NETWORK	B642	296.9			275.6		21.3						
FSN-CABLE TV NETWORK PAID PROMO	B642	2,919.7			2,919.7								
FT LAUDERDALE FL TP	T433	341.7			305.2							36.5	
FT LAUDERDALE INTL BT SH	V164	511.2	490.1		17.1	4.0							
FT McDOWELL CASINO	V169	644.9					644.9						
FTD FLORIST DELIVERY SVC	V351	7,786.3	733.1	6,991.7		6.4			0.7	54.4			
FTI CONSULTING SERVICE	B930	1,637.2	1,637.2										
FUCCILLO AUTO MALL	V219	1,138.9			222.3					916.6			
FUCCILLO BUICK PONT GMC	V211	345.8								345.8			
FUCCILLO CHEVROLET	V211	1,249.8							1,249.8				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FUCCILLO FORD	V211	455.5							455.5				
FUCCILLO HYUNDAI	V212	2,698.9							2,698.9				
FUCCILLO HYUNDAI LEASING	V212	308.9							308.9				
FUCCILLO TOYOTA	V212	326.5							326.5				
FUDDRUCKERS RESTAURANT	G320	989.9			109.6			399.3		481.0			
FUERZABRUTA PLAY	V161	568.5	568.5										
FUJIFILM FINEPIX DIGITAL CAMERA	G141	255.4	255.4										
FUJITSU ETERNUS STORAGE SYSTEMS	B522	4,815.5	3,456.2			1,359.3							
FUJITSU ETRNS STRG SYS &PRMQST SRVRS	B522	827.6	827.6										
FUJITSU LIFEBOOK PORTABLE COMPUTER	B511	1,654.4	1,654.4										
FUJITSU SCANSNAP SCANNERS	B522	4,187.7	4,187.7										
FUJITSU U PORTABLE COMPUTER	B511	307.9	307.9										
FULFILL SUGAR FREE DRINK MIX	F420	321.1	321.1										
FULL BRTH SLTN SNR TRTMN	V139	321.9			321.9								
FULL HOUSE SERIES VIDEOS	H532	992.4	304.7						92.4	2.1	113.7	479.6	
FULL SAIL SCHOOL	G850	1,814.7	1,018.1							182.8	613.8		
FULL SPECTRUM HOUSEHOLD DR	V872	574.9	574.9										
FULL THROTTLE ENERGY DRINK	F450	492.3					477.0		0.8		14.4		
FULLER FORD HONDA	V219	833.2			817.6					15.6			
FULLERTON DRAKE MED CTR	V133	549.1								549.1			
FULLERTON HOTELS SINGAPORE	T432	311.5	311.5										
FULLERTON SURGERY CENTER	V133	406.8								406.8			
FULLTILTPOKER.NET ONLINE	G513	6,251.8							4,106.3	1.8	11.6	2,132.1	
FULTON BANK CONSUMER SERVICES	B121	1,269.6			1,195.9			73.7					
FULTON HOMES	B452	444.9			48.3			396.6					
FULTON HOMES BUILDERS	V171	392.8								392.8			
FUN BIKE CENTER	V233	416.7								416.7			
FUN CARS LIQUIDATION CTR	V219	1,229.1								1,229.1			
FUN IN MOTION POOL STRS	V175	478.5		478.5									
FUN SPOT AMUSEMENT PARK	T440	374.4					163.2		211.2				
FUN TIME RV	V232	401.6			306.5			66.9		28.3			
FUND FOR PUBLIC SCHOOLS	B322	1,577.5	122.8		32.4	57.5				1,364.8			
FUNGICURE ANTI-FUNGAL LIQUID	D559	796.1								3.5	169.8	622.8	
FUNJET VACATIONS TRAVEL	T420	7,837.2	99.4		7,579.7					134.8			23.3
FUNRISE HEAD BANGERS BIG/FTBL GM	G512	532.4	181.5							0.1		350.8	
FUR COUNCIL OF CANADA	A120	562.1	562.1										
FUR VIDEO	H532	393.0	393.0										
FURI OZITECH HOUSEHOLD DR	V879	256.9								0.0		256.9	
FURLA HANDBAGS WOMEN	A410	2,529.1	2,529.1										
FURLONG VISION CRCTN CTR	V135	429.0			429.0								
FURN A KIT WHLSL FCTRY	V375	2,252.3			2,252.3								
FURNITURE 2000 FURN STR	V375	731.5			731.5								
FURNITURE CITY FURN STR	V375	547.0			275.6		8.1		263.3				
FURNITURE CLEARANCE CTR	V375	277.3			263.7					13.6			
FURNITURE DEALS & STEALS	V375	997.2								997.2			
FURNITURE FACTORY OUTLET	V375	3,575.8			416.3		11.6		3,147.9				
FURNITURE FACTORY WRHS	V375	571.7			75.6					496.2			
FURNITURE FAIR STORE	V375	2,227.4			1,047.7			21.3		1,158.4			
FURNITURE GALLERY	V375	298.0			282.9			15.1					
FURNITURE IN THE RAW STR	V375	260.4			129.0					131.5			
FURNITURE LIQUIDATORS	V375	1,270.0			919.1			69.3		281.6			
FURNITURE MART	V375	693.8			379.6			34.0		280.2			
FURNITURE MART &UNIQUE HOME FRNSHNGS	V375	257.8			257.8					413.2			
FURNITURE ON CONSIGNMENT	V375	435.2			22.0								
FURNITURE OUTLET FURN ST	V375	710.0			218.4			13.7		478.0			
FURNITURE OUTLET USA STR	V375	705.0								705.0			
FURNITURE ROOM FURN STR	V375	518.0			499.2					18.8			
FURNITURE ROW CENTER	V375	455.0								455.0			
FURNITURE ROW OUTLET	V375	4,993.7			988.9			85.9		3,919.0			
FURNITURE ROW SHPG CTR	V620	18,677.3			4,064.6					14,612.7			
FURNITURE SOLUTIONS STR	V375	358.8			281.8			7.1		69.9			
FURNITURE TRENDS STORE	V375	395.5			373.3			6.5		15.7			

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FURNITURE WAREHOUSE	V375	1,097.1			199.1		2.5		895.5				
FURNITURE WHSL LQDTRS	V375	273.1			273.1								
FURNITURE WORLD & LEATHER EXPRSNS	V375	345.5							345.5				
FURNITURE WORLD FURN STR	V375	272.5			78.3		81.3		113.0				
FURNITURE WORLD SPRSTRS	V375	256.8							256.8				
FURNITURE&MATTRESS LQDTN	V375	697.3			697.3								
FURNITURE&MTRS CLRNC STR	V375	321.0			321.0								
FURNITURELAND SOUTH STR	V375	989.0	662.8		50.0		276.1						
FURUNO MARINE RADAR	G130	394.2	394.2										
FURY MOTORS	V219	963.0			963.0								
FUSE CABLE TV	B642	749.4	268.4				481.0						
FUSE-VIDEOS/ROCKED/WORLD PAID PROMO	B642	658.0	658.0										
FUTON SHOP	V375	261.5			261.5								
FUTURE FORD	V211	3,730.1			3,301.7				428.5				
FUTURE FORD KIA	V219	436.4			436.4								
FUTURE NISSAN	V212	395.7			354.4				41.3				
FUTURE OF CARS ADVERTORIAL	V359	1,512.2				1,512.2							
FUTURE STEEL PRE-FAB BUILDINGS	H614	734.7							3.7		731.0		
FUTURE WEAPONS PAID PROMO	B642	986.2							986.2				
FUZE RTS LOW CARB FRUIT JUICE	F420	668.8	668.8										
FUZION SCOOTER	G440	876.6						81.7	0.0		794.9		
FWS FACTORY WAREHOUSE SL	V359	286.1			35.8				250.4				
FX CABLE TV	B642	14,040.3	4,836.0		677.2	391.0	1,701.2						6,435.0
FX CABLE TV PAID PROMO	B642	644.0					43.1				24.1		576.8
FX-ITS ALWAYS SNY/PHLDPH PAID PROMO	B642	712.0	84.8										627.2
FX-NIP TUCK PAID PROMO	B642	1,396.3	864.4		201.6						330.3		
FYE FOR YOUR ENTER STR	V362	5,540.6	3.5		534.4	1,012.3			60.8		2,639.5	1,290.1	
G DALLAS HORTON ATTY	V151	261.7							261.7				
G FRIED FLOORING STORE	V373	691.3			198.7	190.3			302.3				
G&G FITNESS EQUIP STORE	V365	381.9					153.1		131.5				97.2
G&G SUPERMARKETS	V346	1,158.3			1,158.3								
G&J STYLES FURNITURE STR	V375	622.5	610.5				12.0						
G&M MENS SUIT WAREHOUSE MEN	V311	470.5			470.5								
G4 TV NETWORK ONLINE	B641	378.4	378.4										
GABBERTS FURNITURE STORE	V375	500.7			452.7		48.0						
GABLES ANTIQUES	V379	327.2	317.7		9.5								
GABRIEL BROS VARIETY STR	V359	320.4			320.4								
GABRIELS WINES STORE	V341	271.8			271.8								
GADGET UNIVERSE MULTI-PDTS DR	V899	1,022.1	1,022.1										
GADGET UNIVERSE STORE ONLINE	V361	1,567.8	1,567.8										
GAF SHINGLE ROOFING	H611	360.8	360.8										
GAIN LIQ FAB SOFTENER&LIQ DET	H423	618.8							358.3		260.4		
GAIN LIQUID LAUNDRY DETERGENT	H422	17,212.7							5,808.6	854.6	3,268.8	7,280.8	
GAIN ULTRA LIQUID LAUNDRY DET	H422	3,016.2							41.8	2,972.1	2.3		
GAINES FURN OUTLET	V375	265.4							265.4				
GAKIC SUPPLEMENT	D543	1,045.9	1,045.9										
GALATI YACHT SALES	G430	1,777.1	1,777.1										
GALAXY SCION TOYOTA	V212	283.4			283.4								
GALAXY VEGGIE SHREDS &/SLICES CHEESE	F314	1,001.6	1,001.6										
GALE TOYOTA	V212	341.2			290.2				51.0				
GALEANA AUTO DLR	V219	613.6			613.6								
GALLAGHER & HENRY RE DEV	B452	410.0			410.0								
GALLAHANS HM FRNSHNG STR	V375	265.0			239.5				25.5				
GALLERIA FURNITURE STORE	V375	464.0			276.0		5.1		182.9				
GALLERY FURNITURE STORE	V620	281.0	154.8		108.6		17.6						
GALLERY OF HOMES REALTY	V375	21,547.5	77.8		13,643.8		617.9		7,208.0				
GALLERYFURNITURE.COM ONLINE	B451	1,253.1			1,253.1								
GALLES & DAVIS MOTOR CO	V219	277.6							277.6				
GALLES AUTO & DAVIS AUTO	V219	324.8			324.8								
GALLES CHEVROLET	V211	395.4			73.2		7.3		315.0				
GALLO WINE	F620	1,001.3					202.4				501.6	297.3	

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GALLUP ORG	B329	280.4	280.4						99.7				
GALPIN FORD	V211	652.5			552.7								
GALPIN JAGUAR	V213	440.2			440.2								
GALPIN MOTORS	V219	843.8			843.8								
GAMBLING AWARENESS/PSA	B323	552.8							355.9		197.0		
GAME CRAZY VIDEO GM STR	V363	322.8			317.6				5.2				
GAME STOP STORE	V363	9,037.3	1,477.0		137.3		7.8	1,126.0	93.0		5,777.9	418.2	54.7
GAMEFLY VIDEO GAME RNTLS ONLINE	V363	14,190.7	102.5					481.1	65.5	1,306.2	12,180.7		399.9
GAMESTOP VIDEO GAME STR	V362	3,794.5	2,216.7		929.0	216.1	32.8						151.2
GAMETAP.COM ONLINE	G513	1,682.4							6.7		1,675.7		
GAMEWORKS INDR AMUSE CTR	V169	317.2					67.3		98.7				
GAMO AIRGUNS	G420	460.0	401.3								58.7		7,761.5
GANDER MTN SPORT GOODS	V365	10,551.2	1,066.9		1,438.7		215.3		10.3		58.5		
GANDHI VIDEO	H532	335.0	335.0										
GANLEY AUTO DLR	V219	830.2			830.2								
GANLEY AUTO ENTERPRISES	V219	461.1							461.1				
GANLEY CHEV HYUNDAI	V219	397.0			397.0								
GANLEY CHRYSLER JEEP	V211	661.8			661.8								
GANLEY DODGE	V211	267.9			253.9				14.0				
GANLEY FORD	V211	913.6			913.6								
GANLEY MERCEDES BENZ & GANLEY TOYOTA	V213	271.6			271.6								
GAP APPAREL	A990	3,620.5	1,742.1	661.8	149.4	1,067.2							
GAP CLOTHING STORE MEN & WOMEN	V311	8,384.0			601.4	1,151.6	6,630.9		0.1				
GAP CLOTHING STORE WOMEN	V311	16,199.8	1,068.2	914.8				7,500.5	373.3	3,859.6	2,483.3		
GAP DRESSES WOMEN	A130	335.9	335.9										
GAP INC CP	G930	416.1	416.1										
GAP PANTS & SHIRTS MEN	A141	298.3	298.3										
GAP PANTS & SHIRTS WOMEN	A141	268.1	268.1										
GAP PANTS WOMEN	A141	928.0	928.0										
GAP RED JACKETS MEN	A120	261.7	261.7										
GAP RED RTW FAMILY	A190	4,281.4	4,281.4										
GAP RED RTW MEN	A190	426.5	426.5										
GAP RED RTW MEN & WOMEN	A190	1,598.9	1,598.9										
GAP RED RTW WOMEN	A190	1,940.7	1,940.7										
GAP RED SHIRTS WOMEN	A141	616.5	616.5										
GAP RED T-SHIRTS CHILDREN	A141	405.5	405.5										
GAP RED T-SHIRTS MEN	A141	469.4	469.4										
GAP RED T-SHIRTS WOMEN	A141	1,878.6	1,649.9	228.7									
GAP RTW & ACCESSORIES FAMILY	A190	3,636.8	3,205.4	431.4									
GAP RTW & SCARVES M & W	A142	852.3	852.3										
GAP RTW MEN	A190	4,059.0	4,059.0										
GAP RTW MEN & WOMEN	A190	3,120.6	3,045.9				74.7						
GAP RTW WOMEN	A190	10,734.2	10,734.2										
GAP SHIRTS WOMEN	A141	732.3	732.3										
GAP SWEATERS MEN	A141	1,335.4	1,335.4										
GARAVELLI JEWELRY	A510	349.2	349.2										
GARDASIL HPV RX	D560	91,993.1	29,040.4					39,451.8	215.0	9,979.0	13,306.9		
GARDEN CITY AUTO DLR	V219	636.5			636.5								
GARDEN CITY GROUP MISC FIN	B129	2,788.9	151.7	1,977.4		659.8							
GARDEN CITY HOTEL	T431	330.1			279.0	51.1					386.2		
GARDEN CLAW GOLD GARDEN TOOLS	G711	386.2											
GARDEN FACTORY LAWN STR	V358	617.9			617.9								
GARDEN FRESH MARKET	V346	941.0			605.9			335.0					
GARDEN GREENS ESNTL GRNS/&24 HR/CLNS	D543	254.3	254.3										
GARDEN PLATE MAGAZINE	B623	298.1			298.1								
GARDEN RIDGE PTRY&HM DCR	V372	9,949.8			530.7			9,419.0					
GARDEN SHOWCASE	V164	256.3			256.3								
GARDEN STATE AUTO	V219	435.9			435.9								
GARDEN STATE DISC LIQUOR	V341	347.3			347.3								
GARDEN STATE HONDA	V212	439.7			314.2			125.5					
GARDEN STATE HONDA NSN	V212	1,061.9			1,061.9								
GARDEN/LIFE FUCOTHIN DIETARY SPLMNT	D541	701.4	421.4	280.1									

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GARDENA NISSAN	V212	670.8			593.1				77.7				
GARDENERS CHOICE NURSERY STOCK DR	V853	806.4	182.5	188.6					13.3	241.6	180.5		
GARDENERS CNFDNC CLCTN NURSERY STOCK	G712	345.3	345.3										
GARDENS MALL	V620	295.4			63.3		130.4		101.7				
GARDENS MEMORIAL PARK	V157	294.3			191.7		8.0		94.7				
GARDINERS FURN&APPL STR	V375	519.9			9.3				510.6				
GARDINERS MARKET	V346	255.0			255.0								
GARDNER-WHITE FURN STR	V375	9,430.7			925.5				8,505.2				
GARLANDS/BRNGTN/RTRMNT	B452	259.8			259.8								
GARLIC JIMS FMS GRMT PZ BP	B911	445.3			445.3								
GARLIC JIMS/PIZZA REST	G310	272.2			40.4		5.9		225.9				
GARLIQUE NUTRITIONAL SUPPLEMENT	D543	2,269.6						0.0	683.4	1,265.5	320.7		
GARMIN CHARTPLOTTER	G130	344.9	344.9										
GARMIN EDGE BICYCLE COMPUTERS	G130	403.5	387.5			16.1							
GARMIN ETREX GPS	G130	362.6	362.6										
GARMIN FISH FINDERS	G130	297.3	271.9							25.5			
GARMIN FORERUNNER PERSONAL TRNR/GPS	G480	2,348.8	2,284.6			64.2							
GARMIN GOLF LOGIX GPS	G130	391.8	391.8										
GARMIN GPS	G130	21,263.7	1,494.1					13,371.4	24.9		6,373.3		
GARMIN GPS MAP HANDHELDS	T300	259.7	259.7										
GARMIN GPSMAP DEPTH SOUNDERS	G130	575.1	575.1										
GARMIN NAVIGATIONAL EQUIP	G130	3,296.5	1,360.6								1,935.9		
GARMIN NUVI GPS	G130	18,272.5	14,824.5			3,409.1		39.0					
GARMIN STREETPILOT GPS	G130	1,739.6				48.2					1,691.4		
GARNIER ZUMO GPS SYSTEMS	G130	335.7	335.7										
GARNIER FRCTS/BRLNTN SHN GLSNG SPRY	D330	755.4	755.4										
GARNIER FRCTS/SLK&SHN ANT-HMDTY/PDTS	D330	1,318.5	1,318.5										
GARNIER FRCTS/SLK&SHN ANT-HMDTY/SPRY	D330	1,657.7	1,657.7										
GARNIER FRUCTIS BODY&VLM FRTFYNG SHM	D320	8,261.8	120.6					4,887.5	63.7	2,087.5	1,102.5		
GARNIER FRUCTIS BODY&VLM HR CR PDTS	D320	576.1	576.1										
GARNIER FRUCTIS CLR SHLD FRTFYNG SHM	D320	16,207.8						7,649.3	67.9	5,810.9	2,679.8		
GARNIER FRUCTIS CLR SHLD HR CR PDTS	D320	2,376.3	2,376.3										
GARNIER FRUCTIS CRL&SHN FRTFYNG SHMP	D320	2,931.4						1,688.0	22.4	602.6	618.4		
GARNIER FRUCTIS CRL&SHN HAIR CR PDTS	D320	2,529.4	1,111.3					859.2	4.5	393.5	161.0		
GARNIER FRUCTIS FORTIFYING COND	D320	4,614.3	907.8					1,993.5	5.9	723.6	983.5		
GARNIER FRUCTIS FRTFYNG SHAMP&COND	D320	1,690.0	1,690.0										
GARNIER FRUCTIS HAIR CARE PDTS	D320	460.8	445.5		15.3								
GARNIER FRUCTIS HAIR CR&STYLNG PDTS	D320	1,389.1	1,389.1										
GARNIER FRUCTIS MSTR WRK FRTFYNG CND	D320	4,677.6						2,093.4	23.0	1,535.8	1,025.4		
GARNIER FRUCTIS MSTR WRK HR CR PDTS	D320	1,432.8	1,432.8										
GARNIER FRUCTIS SLK&SHR HR CR&PDTS	D320	4,063.3	4,063.3										
GARNIER FRUCTIS SLK&SHN CONDITIONER	D320	10,965.5						5,440.2	45.3	3,657.5	1,822.6		
GARNIER FRUCTIS SLK&SHN FRTFYNG SHMP	D320	7,211.8						4,432.1	46.0	1,291.5	1,421.2	21.0	
GARNIER FRUCTIS SLK&SHN HAIR CR PDTS	D320	9,939.5	5,247.2					2,357.8	11.1	1,807.4	516.0		
GARNIER FRUCTIS STYLE HAIR STYL PDTS	D330	455.0	455.0										
GARNIER FRUCTIS/BOLD IT GEL&PWR PTY	D330	1,532.0	1,532.0										
GARNIER FRUCTIS/PLY STYL LIQ/GL&PTY	D330	954.0	954.0										
GARNIER FRUCTIS/PLY STYL RSHPBL PTY	D330	911.9	911.9										
GARNIER NUTRISSE HAIR COLOR	D310	16,134.2	173.3					8,225.3	114.8	4,641.5	2,979.3		
GARNIER NUTRISSE NRSHNG HAIR COLOR	D310	6,284.9	6,284.9										
GARNIER NUTRISSE/MLT-LT HAIR HGLHGT	D310	510.9	510.9										
GARNIER NUTRITIONIST DAY CREAM	D110	2,186.3	2,186.3										
GARNIER NUTRITIONISTE SKIN CARE PDTS	D110	15,343.0	860.4					7,724.7	104.3	5,413.7	1,239.9		
GARNIER NUTRITIONISTE SKIN RNWL/LTN	D110	8,997.8	6,235.9					1,747.6	14.8	748.5	251.0		
GARNIER NUTRITIONISTE SKN RNW/RGN SR	D110	6,865.0	1,953.6					3,255.8	23.0	1,138.6	494.0		
GARNIER NUTRITIONISTE ULTRA-LIFT/CRM	D110	25,269.0	3,552.6					13,484.1	122.3	5,953.0	2,157.1		
GARRARD JEWELRY STORE	V314	538.2			498.2		40.0						
GARRETT LAW OFFICE	V151	274.3	41.7						166.5	64.7	1.4		
GARTNER AUTO DLR	V219	368.4			368.4								
GARTNER HYUNDAI	V212	1,539.8			1,473.7				66.1				
GARY BARBERA AUTO DLR	V219	1,152.9			1,152.9								
GARY CROSSLEY FORD	V211	297.7							297.7				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GARY FORCE ACURA	V212	630.0			504.0				125.9				
GARY GREEN ATTY	V151	272.1							272.1				
GARY LANG AUTO DLR	V219	544.6			332.2		212.4						
GARY MARTIN HAYS ATTY	V151	1,073.6							1,073.6				
GARY ROME HYUNDAI	V212	521.9						23.9		498.0			
GARY YEOMANS FORD	V211	521.4			455.1				66.3				
GAS CITY SERVICE STATION	V242	320.6					320.6						
GAS SOUTH CO	V173	336.8					290.4		46.4				
GASKOS FAM FARM GRNHS	V358	421.3			421.3								
GASPARI NUTRITION VAR SUPPLEMENTS	D543	826.1	826.1										
GAS-X ANTI GAS THIN STRIPS	D531	14,946.4	4,697.6						5,045.1	52.4	2,128.2	3,023.1	
GATE 1 INTL TRAVEL SVC	T420	1,070.7	1,070.7										
GATES AUTO ENTERPRISES	V219	330.3							330.3				
GATEWAY BANK CONSUMER SERVICES	B121	408.2			398.0		10.2						
GATEWAY CHEVROLET	V211	2,005.5			1,179.5					826.0			
GATEWAY COMMUNITY CLG	G810	449.4			62.6					386.8			
GATEWAY C-SERIES PORTABLE COMPUTER	B511	386.3	386.3										
GATEWAY HEALTH PLAN MEDICAL INS	B412	582.4					474.1						108.3
GATEWAY KIA	V212	582.4			480.1				102.4				
GATEWAY NISSAN	V212	329.6					118.7		210.9				
GATEWAY PORTABLE COMPUTER	B511	456.4	456.4										
GATEWAY S SERIES COMPUTER PDT'S DR	V821	261.3	261.3										
GATEWAY TIRE&SERVICE CTR	V241	431.7					9.8		421.9				
GATLINBURG TN TP	T433	2,099.8	102.9						14.1	1,104.4		878.4	
GATOR CHRY PLYM SUZUKI	V219	3,215.1			3,215.1								
GATOR FORD	V211	250.9			175.4		75.5						
GATOR SUZUKI	V212	398.7			398.7								
GATORADE AM RTS BEVERAGE	F450	17,970.0							11,748.2	919.2	3,228.4	2,074.2	
GATORADE ENDURANCE FRML MIX&RTS BEV	F450	700.4	700.4										
GATORADE G2 RTS BEVERAGE	F450	5,906.4			2,966.7	480.1		1,708.0	167.8	24.0	559.8		
GATORADE INSTANT & RTS BEVERAGE	F450	302.7	302.7										
GATORADE RTS BEVERAGE	F450	136,633.4	5,879.0		985.4	142.9	132.1	76,722.7	6,463.3	19,182.8	27,125.2		
GATORADE VIGNETTE	F450	1,149.2									1,149.2		
GATORLAND AMUSEMENT PARK	T440	262.2					262.2						
GATTI KLTNR BNVN&MNTS AT	V151	550.6							550.6				
GAUDIN FORD	V211	595.2			464.0				131.2				
GAUTHIER JEWELRY	A510	878.9	878.9										
GAVISCON ANTACID TABLETS	D531	3,170.0	2,623.8						0.0	30.9	515.2		
GAY MENS HEALTH CRISIS	B329	374.0					203.0		171.0				
GAY.COM ONLINE	B670	591.5	591.5										
GAYLORD OPRYLAND NSHVL	T431	1,186.7	131.8		568.6		129.7		317.2		39.3		
GAZELLES.COM TRAINING ONLINE	G840	300.2	300.2										
GAZZALIS SUPERMARKET	V346	576.9			576.9								
GBC OF BATON ROUGE	B229	470.4					470.4						
GBMC GREATER BALTIMORE CN	V133	415.5			53.8				361.6				
GC WATCHES	A520	671.9	671.9										
GCO FLOORING OUTLET	V373	447.6			71.1				376.5				
GDC HOME STORE	V359	250.7		142.9	107.8								
GE COMMERCIAL FINANCE BUSINESS SVC	B129	456.8				456.8							
GE DESALINATION SYSTEM	H621	527.6				527.6							
GE DISHWASHER	H214	1,026.0	1,025.0						1.0				
GE EDISON & REVEAL LIGHT BULBS	H151	3,088.2	3,088.2										
GE ENERGYSMART LIGHT BULBS	H151	650.5	650.5										
GE GENERAL ELECTRIC CO CP	G930	67,486.9	9,338.4	1,244.3	524.8	2,591.5		37,597.9	955.5		15,234.4		
GE HEALTHCARE CP	V139	499.8							373.5	25.9		100.4	
GE IMAGINATION THEATRE	V161	353.0							353.0				
GE LIGHT BULBS	H151	1,338.9	1,338.9										
GE LIGHTING	H151	651.4	651.4										
GE MAJOR APPLIANCES	H219	7,332.3	5,411.3		7.7		2.2		146.5	230.3	1,534.3		
GE OVEN	H212	793.5	497.2						17.2		279.0		
GE REFRIGERATOR	H211	3,220.1	2,299.3						86.5		834.3		
GE SILICONE CAULKS	H232	355.2								355.2			

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GE TRIVECTON OVEN	H212	558.2	335.7						1.7	220.8			
GE VIGNETTE	H219	481.3						450.2			31.1		
GEARUP SUCCESS PRTNRSHP	B329	900.9			900.9								
GEARYS FURNITURE STORE	V375	448.9			448.9								
GEARYS/BEVERLY HILLS STR	V359	1,463.2		92.0	1,259.7		111.5						
GEAUGA LAKE AMUSE PARK & WLDWTR KNGDM	T440	538.1			4.8				533.2				
GECU GREATER EL PASO/UN CONSUMER SVC	B124	313.6					89.2		224.5				
GEE WEST SEATTLE AUTO	V219	722.7			709.0				13.7				
GEEK SQUAD COMPUTER SVC	V321	18,060.7	9,925.9		38.8			300.0	448.7		7,347.3		
GEEEKS ON CALL CMPTR SVC	V321	486.5					116.9		209.4		111.0		49.2
GEFFEN MARY J BLIGE GRWNG PNS	H531	449.2	363.0								86.3		
GEFFEN PLAYHOUSE	V161	1,019.9			1,017.4		1.1						1.4
GEHA HEALTH PLAN MEDICAL INSURANCE	B412	326.5			157.5		169.0						
GEICO ATV INSURANCE	B429	259.9	259.9										
GEICO AUTO INSURANCE	B422	286,224.9	25,471.3	10,012.1	5,710.8	1,287.7	202.9	29,700.4	62,861.1	22,966.7	67,042.3	10,892.6	50,077.0
GEICO CORP RECRUITMENT	B912	1,437.0			1,437.0								
GEICO DIRECT AUTO INSURANCE	B422	18,483.9					52.9						18,430.9
GEICO INSURANCE VIGNETTE	B429	1,904.5							1,365.2	435.8		103.5	
GEICO MOTORCYCLE INSURANCE	B429	7,418.5	966.0						829.3	80.3		5,542.9	
GEICO VAR INSURANCE	B429	58,453.3	342.9		55.5		20,391.1	5,121.1	14,293.1	3,899.7	14,312.4		37.5
GEICO.COM ONLINE	B429	109,652.9	256.2	236.9					16,732.6	30,621.3	16,328.6	45,477.2	
GEISINGER GOLD MEDICARE INSURANCE	B412	256.8								256.8			
GEISINGER MEDICAL GROUP HEALTH PLAN	B412	457.7					6.0			451.7			
GEISSLERS SUPER MARKET	V346	526.9			276.3					250.5			
GELSONS SUPERMARKET	V346	598.2			579.2		19.0						
GEM JEWELRY STORE	V314	452.7			159.0		109.4			184.2			
GEMCRAFT HOMES	B452	938.7			821.2		117.5						
GEMINI AUTOMOTIVE CARE	V241	651.0			35.0					23.0	552.4	40.6	
GEMOLOGICAL INST/AMERICA	G810	1,354.7	1,334.0		7.6	13.1							
GEN ART ORG	B329	426.0	414.0						12.0				
GENENTECH INC CP	D700	503.6	173.3		330.3								
GENENTECH LUCENTIS DRUG	V330	1,077.2			1,077.2								
GENENTECH PHARMACEUTICAL CP	D700	336.1	61.6		274.5								
GENERAC POWER SYS BUILDING EQUIP	H629	1,070.6					26.0						1,044.6
GENERAL AUTO INS CO AUTO INSURANCE	B422	413.8			1.3								412.5
GENERAL AUTO INS SVC	B430	10,777.4			0.1				10,777.3				
GENERAL AUTO INS SVC ONLINE	B430	700.7							700.7				
GENERAL AUTO TIRES	T145	1,315.9	1,315.9										
GENERAL ELECT IND&POWER	V173	309.6				309.6							
GENERAL ELECTRIC CO RECRUITMENT	B912	639.2			13.5		12.9						612.8
GENERAL FOODS INTL INSTANT COFFEE	F411	6,432.1	6,431.9						0.2				
GENERAL INTL TABLE SAW	H624	303.7	303.7										
GENERAL MILLS BERRY LUCKY CHARMS CRL	F220	1,082.5								1,082.5			
GENERAL MILLS CHEERIOS CEREAL	F220	33,946.7	3,972.4	602.1				7,746.2	17,844.3	96.5	3,685.3		
GENERAL MILLS CHOC LUCKY CHARMS CRL	F220	1,127.5									1,127.5		
GENERAL MILLS CINNAMON TST CRNC CRL	F220	10,018.3									9,898.3		120.0
GENERAL MILLS COCOA PUFFS CEREAL	F220	3,154.1									3,154.1		
GENERAL MILLS COOKIE CRISP CEREAL	F220	8,193.7									8,193.7		
GENERAL MILLS CURVES BARS & CEREAL	F590	1,821.0	1,821.0										
GENERAL MILLS CURVES CEREAL	F220	11,367.0	132.7					1,367.8	7,626.4		2,240.1		
GENERAL MILLS FIBER ONE CEREAL	F220	5,398.9	2,230.0						3,168.8				
GENERAL MILLS FIBER ONE HONEY CLSTR	F220	1,682.4	1,420.3	262.1									
GENERAL MILLS FRUITY CHEERIOS CEREAL	F220	11,129.6						2,466.4	3,381.0		5,282.2		
GENERAL MILLS HONEY NUT CHEERIOS CRL	F220	39,789.4	248.4					13,728.2	14,972.2		10,840.5		
GENERAL MILLS INC HOUSEHOLD DR	V872	5,168.7						372.0	5.5		4,791.2		
GENERAL MILLS LUCKY CHARMS CEREAL	F220	2,692.5							221.3		2,471.2		
GENERAL MILLS LUCKY CHRMS&CHOC/CHRMS	F220	522.6									522.6		
GENERAL MILLS MULTI-GRN CHEERIOS CRL	F220	603.4							40.6	521.6		41.1	
GENERAL MILLS OAT CLUSTER CHRHS CRNC	F220	9,698.9	1,826.3						1,291.8	5,182.3		1,398.6	
GENERAL MILLS OATMEAL CRISP CEREAL	F220	1,746.7								1,746.7			
GENERAL MILLS REESES PF PNT BTR CRL	F220	9,003.0									9,003.0		
GENERAL MILLS TOTAL CEREAL	F220	5,098.2							1,296.0	2,646.4		1,155.8	

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GENERAL MILLS TRIX CEREAL	F220	7,662.9									7,662.9		
GENERAL MILLS VAR CEREAL	F220	17,015.0	20.4				9.0	5,860.2	4,589.7		5,721.8	813.9	
GENERAL MILLS VAR FOOD PDTS	F900	2,167.4	1,983.2		7.1		41.6		0.7		92.2		42.5
GENERAL MILLS VAR LUCKY CHARMS CRLS	F220	7,658.3									7,658.3		
GENERAL MILLS VAR TOTAL CEREALS	F220	5,039.3						2,610.1	1,643.4	53.6	732.2		
GENERAL MOTORS CORP CP	T114	19,157.4	553.4		3,129.7	170.0		9,726.1	3,766.5	106.9	922.1	782.8	
GENERAL MOTORS CORP DIV CP	T114	3,084.3	2,012.6			1,071.7							
GENERAL MOTORS CORP PRE-OWND AT&TRK	T114	3,729.1	1,805.3		1,365.0	558.5			0.3				
GENERAL MOTORS CORP PRE-OWND AUTOS	T111	377.6			377.6								
GENERAL MOTORS CORP VAR AUTO&TRK	T114	81,517.8	1,315.7		18,557.8	571.5	24,890.7	12,155.7	2,459.8		2,032.2	15,866.5	3,667.9
GENERAL MOTORS CORP VAR AUTO&TRK LSG	T114	6,005.8			5,784.1	221.7							
GENERAL MOTORS CORP VAR AUTOS	T111	1,038.6			1,009.4		29.2						
GENERAL MOTORS CORP VAR AUTOS LSG	T111	596.1			596.1								
GENERAL MOTORS CORP VAR TRUCKS	T117	1,042.2			1,042.2								
GENERAL MOTORS VAR DA CP	T121	880.6							880.6				
GENERAL MOTORS VAR DA VAR AUTO&TRK	T121	14,626.9			11,326.9				3,300.1				
GENERAL NUTRITION CENTER	V349	32,526.6	10,933.0		2,541.8	3,246.4	30.8	7,278.7	54.2	5.0	8,436.6		0.1
GENERAL SHALE BRICKS	H619	747.8	692.1				26.2				29.5		
GENERAL STEEL CORP PRE-FAB BUILDINGS	H614	3,088.3							100.0			2,988.2	
GENERATING WEALTH SEMINAR	G820	327.4			327.4								
GENERATION MARINE BRKRG	G430	369.9	369.9										
GENERATIONS HEALTHCARE MDCR RX PLN	B412	415.6							415.6				
GENESIS DISC INST CHIRO	V133	706.8			706.8								
GENESIS FIN MGT CRDT CNS CON SVC	B128	347.7							347.7				
GENETICS & IVF INSTITUTE	V133	466.2		356.4	90.3	19.6							
GENGRAS MOTORS	V219	407.1			275.5				131.5				
GENIE GARAGE DOOR OPENER	H629	305.7										305.7	
GENISPHERE DRUGS/TOILETRIES DR	V830	4,964.3	101.4	204.2	2,041.2				1.7		2,615.9		
GENIUS VAR VIDEOS	H532	521.6	521.6										
GENNAROS FARMERS MARKET	V346	966.0			966.0								
GENTLE DENTAL CENTER	V133	549.5			326.1		30.1		193.3				
GENTLE NATURALS BABY CARE PDTS	D557	2,910.3	2,910.3										
GENTLEMAN JACK BOURBON WHISKEY	F711	3,197.2	2,590.9		80.7		525.6						
GENTLEMENS FUND/GQ MAG	B623	1,762.5	1,762.5										
GENUARDIS SUPERMARKET	V345	4,962.0			675.4				569.1			3,717.5	
GENWORTH FIN PLANNING CONSUMER SVC	B129	593.2	319.0	78.4	17.0	178.7							
GENWORTH FINANCIAL CONSUMER SERVICES	B124	11,272.2	4,425.5	114.4		2,532.5					4,088.7		111.1
GENWORTH FINANCIAL LIFE INSURANCE	B411	3,658.2	265.5			49.7					3,343.0		
GENWORTH FINANCIAL LONG TERM CR INS	B412	3,069.3	718.5			99.3					2,251.5		
GENWORTH FINANCIAL MORTGAGE INS	B421	688.7									688.7		
GEOFFREY BEENE APPAREL	A990	1,424.2	1,189.4	114.4			120.4						
GEOFFREY BEENE TIES MEN	A420	469.9	355.6	114.4									
GEOFFREY FIEGER ATTY	V151	976.4							976.4				
GEOFFREYS TOYS R US STR	V363	1,083.8			1,083.8								
GEORG JENSEN JEWELER	V314	1,817.0	1,216.4	114.4	301.5	184.8							
GEORGE CHEVROLET	V211	741.4							741.4				
GEORGE FOREMAN NXT/G5 INTRCHNGBL GRL	H221	1,695.0						622.9		1,072.1			
GEORGE H LEWIS & SONS FNRL	V157	413.8	191.4		222.5								
GEORGE HARTE NISSAN	V212	408.6			298.9				109.7				
GEORGE IWANOW HRNG AD CT	V139	2,979.3			2,979.3								
GEORGE MORLAN PLUMBING	V174	827.7			640.6		30.6		156.5				
GEORGE SINK ATTY	V151	1,358.9							1,358.9				
GEORGE SMITH FURNITURE	H121	363.9	363.9										
GEORGE SMITH WRHS SLS	V371	801.6			801.6								
GEORGE WASHINGTON UNIV	G810	251.6	38.2		182.8	13.5			17.1				
GEORGE WESTON FOOD STORE	V346	947.8	947.8						26.7				
GEORGES GARAGE DR CONTR	V171	511.2			484.4								
GEORGESON & CO INC CONSUMER SVC	B122	484.3			44.6	439.7							
GEORGESON & CO INC TENDER OFFER	B130	2,988.1				2,988.1							
GEORGETOWN RE DEV	B452	278.0			278.0								
GEORGETOWN SUBARU	V212	312.5			312.5								
GEORGETOWN UNIVERSITY	G810	308.8	26.1	8.8	183.1	34.5	55.3	0.0	1.0				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GEORGI VODKA	F734	301.9			301.9								
GEORGIA AQUARIUM	V166	430.1	174.4		67.3				24.6				163.7
GEORGIA CARPET OUTLET	V373	555.2			0.4				554.8				
GEORGIA INSTITUTE/TECH	G810	402.4	148.8		7.0		151.0	0.0	27.7		66.6		1.3
GEORGIA MEDICAL INST	G810	287.5			0.9				286.6				
GEORGIA NATURAL GAS SVC	V173	1,011.2					680.7		330.5				
GEORGIA POOL DISTR STR	V175	320.2			320.2								
GEORGIA POWER CO	V173	3,849.5	197.6		866.7		642.3		2,140.2		0.9		1.8
GEORGIA RULE VIDEO	H532	1,650.5						600.1	6.5	395.0	648.9		
GEORGIA STATE LOTTERY	B314	11,251.4			133.6		2,061.2		7,664.5				1,392.1
GEORGIA STATE TP	T433	2,277.6	1,649.9		20.3				0.1		607.3		
GEORGIA-PACIFIC BUILDING PDTS	H611	615.0									615.0		
GEORGIA-PACIFIC CORP CP	H619	615.3			179.3				142.1		25.9	268.0	
GEORGIA-PACIFIC HOUSEHOLD PAPER PDTS	H339	922.2	174.7		33.3		21.2					275.8	417.2
GEORGIAS OWN CREDIT UN CONSUMER SVC	B124	310.7					55.0		255.7				
GEOX BOOTS WOMEN	A310	501.1	386.8	114.4									
GEOX FOOTWEAR WOMEN	A390	1,872.8			263.4	1,609.4							
GEOX SHOE STORE MEN & WOMEN	V313	1,454.1	228.3	800.5	425.4								
GEOX SHOES WOMEN	A310	466.0	466.0										
GERALD NISSAN	V212	691.7			691.7								
GERALD SCHOENFELD THTR	V161	867.7			496.0	371.7							
GERALD SUBARU	V212	553.2			553.2								
GERBER BABY FOOD	F240	1,850.9	40.8					404.3	116.3	967.1	322.4		
GERBER GRADUATES FRUIT STRIPS	F590	670.1	670.1										
GERBER GRADUATES LIL ENTREES	F240	3,507.2	1,370.0					630.7	33.5	202.5	1,270.6		
GERBER GRADUATES MINI FRUITS	F590	2,752.8	1,167.6					380.4	26.8	76.6	1,101.5		
GERBER GRADUATES PASTA PICK-UPS	F240	2,849.7						949.0	37.6	314.9	1,548.3		
GERBER GROW-UP PLAN LIFE INSURANCE	B411	438.3						13.6	57.0		367.7		
GERBER LIFE GROW-UP PLAN INS DR	V829	38,877.5	2,313.8					988.0	859.2	283.3	34,432.3	0.9	
GERBER LIFE INSURANCE	B411	1,754.0			1,754.0								
GERBER ORGANIC VAR BABY FOOD	F240	2,782.8	44.3					671.9	448.4	1,051.6	566.7		
GERBER PDTS CORP CP	F240	4,137.3						1,209.4	41.9	1,858.8	1,027.2		
GERBER WITH DHA BABY CEREAL & PUREES	F240	1,087.5	20.4					135.8	283.0	441.5	206.8		
GERBER WITH DHA BABY FOOD	F240	1,714.1						499.0	22.3	675.8	517.0		
GERDT FURN&INTERIORS	V375	1,072.2			475.3								
GERHARDS APPLIANCE STORE	V371	1,507.5			1,374.9								
GERLING LAW OFFICES	V151	671.1					21.8		649.3				
GERMAIN AUTOMOTIVE DLR	V219	280.4			280.4								
GERMAIN FORD	V211	291.1			137.3								
GERMAIN LEXUS	V212	348.9			20.1								
GERMAIN TOYOTA	V212	1,092.7			236.5								
GERMAIN TOYOTA OF NAPLES	V212	642.2											
GERO VITA LAB DRUGS/TOILETRIES DR	V830	326.8	51.3	275.5									
GERSHWIN THEATRE	V161	550.6			462.5	88.1							
GERTENS GARDEN CTR&NRSRV	V358	647.7			647.7								
GESTETNER OFFICE MACHINES	B719	1,298.7	1,298.7										
GET INVOLVED/PSA	B323	573.5						52.4	241.5		279.6		
GET MOTIVATED SEMINAR	G820	14,511.9			14,450.4								61.5
GETALLSTATE.COM ONLINE	B429	6,150.7									6,150.7		
GETANEDGE.COM TRNG PRGRM ONLINE	D800	262.7	262.7										
GETINSURED.COM MED INS ONLINE	B412	817.2							16.7	37.6	762.9		
GEVALIA KAFFE BEVERAGE DR	V840	7,190.0	6,542.3	642.8					4.9				
GEXA ENERGY CORP	V173	553.2			27.9		137.2		388.0				
GFS MARKETPLACE	V346	544.7			236.7		10.2		297.8				
GHI GROUP HEALTH INC MEDICAL INS	B412	2,196.9			53.5		277.2		1,866.2				
GHIRARDELLI BAKING CHOCOLATE	F141	2,871.8	2,871.8										
GHIRARDELLI CANDY	F510	14,931.6						4,808.4	76.1	5,751.0	4,296.1		
GHIRARDELLI INTNS DRK CH CANDY BAR	F510	6,998.2	6,521.4	476.8									
GHOST RIDER VIDEO	H532	6,692.2	290.4					3,590.2	56.9	560.8	1,749.0		445.0
GHOST VIDEO	H532	496.1	434.2								23.8	38.1	
GHP GROUP HEALTH PLAN MED&DENTAL INS	B412	464.4			464.4								
GI JOES SPORTS&AUTO STR	V365	1,689.3			1,378.1		282.6		28.6				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GIANT EAGLE SUPER MARKET	V345	13,044.6	30.6		1,751.6		1,227.2		9,880.9				154.4
GIANT FD ST/GIANT FD INC	V345	332.1							332.1				
GIANT FOOD STORE	V345	8,099.1	19.2		1,816.4		233.0		5,275.4				755.1
GIANT RV SALES	V232	317.2							317.2				
GIANTS STADIUM	V166	364.7			144.5	220.2							
GIATI OUTDOOR FURNITURE	H121	619.0	619.0										
GIBBS COLLEGE	G810	7,581.2					50.6		7,530.6				
GIBRALTAR TRADE CENTER	V359	374.0			117.3		61.2		195.6				
GICLEE GALLERY ART DR	V852	272.1	199.9	72.3									
GIEN DINNERWARE	H111	290.3	290.3										
GIFT SUBSCRIPTIONS SVC	V159	565.3	565.3										
GIFTS.COM STORE ONLINE	V355	884.7									563.4	321.3	
GIFTSCRIPTIONS STORE ONLINE	V355	375.2	375.2										
GILA RIVER CASINO	V169	2,551.6			584.8		660.9		838.5				467.5
GILARDI & CO MISC FIN	B129	2,352.9		1,446.0		906.9							
GILBERT HOSPITAL	V133	611.9			611.9								
GILEAD SCIENCES CP	D700	701.9											701.9
GILEAD SCIENCES HIV	D700	700.5											700.5
GILEAD SCIENCES SVC	V139	326.0					326.0						
GILKEY WINDOWS & DOORS	V376	529.1			237.5		12.0		279.7				
GILLESPIE FORD	V211	250.4			167.7				82.7				
GILLETTE 3X GEL AP/DEOD	D260	21,571.0	8,338.3					6,378.4	124.3	1,580.4	5,149.5		
GILLETTE CLEAR GEL ANTIPERS	D260	3,147.4						826.5	5.1	433.6	1,882.2		
GILLETTE CLNCL STRNGTH SOLID AP/DEOD	D260	8,306.6	2,079.3					4,674.8	37.0	558.7	956.8		
GILLETTE CO CP	G930	404.3	91.7		66.5	168.6		45.0	5.2		27.3		
GILLETTE DAISY 3 DISPOSABLE RAZOR W	D250	3,959.0	3,959.0										
GILLETTE FSN HDRSTH AFTR SHV BLM M	D410	712.3	712.3										
GILLETTE FSN PWR PHNTM RAZOR MEN	D430	28,453.4	2,850.1					15,688.8	393.8	5,745.0	3,775.7		
GILLETTE FUSION HYDRA GEL MEN	D430	3,885.9	2,338.1					618.4	34.6	256.4	638.4		
GILLETTE FUSION POWER RAZOR MEN	D430	39,120.3	8,054.0	485.4				16,699.9	258.5	2,491.0	11,131.5		
GILLETTE FUSION RAZOR MEN	D430	938.4	267.6		17.5			71.3	119.7		167.7	294.8	
GILLETTE FUSION SHAVING PDTS M & W	D430	743.7	743.7										
GILLETTE FUSION SHAVING PDTS MEN	D430	2,568.5	2,568.5										
GILLETTE VENUS BREEZE RAZOR WOMEN	D250	43,360.6	9,858.7	936.4				18,071.5	1,409.3	8,246.4	4,838.4		
GILLETTE VENUS DISPOSABLE RAZOR W	D250	4,780.8	4,780.8										
GILLMAN AUTO DLR	V219	313.5			300.0		13.5						
GILLMAN HONDA	V212	702.7			10.7				692.0				
GILLMAN HYUNDAI	V212	505.0			321.9				183.1				
GILLMAN MITSUBISHI	V212	365.4			12.7				352.7				
GILLMAN SUBARU	V212	360.4			101.7				258.7				
GILMAN YACHTS SALES	G430	1,761.1	1,761.1										
GILMORE GIRLS SERIES &OC SERIES VDS	H532	577.2	577.2					798.4		742.8			
GILMORE GIRLS SERIES VIDEOS	H532	1,541.2											
GILROY PREMIUM OUTLETS	V620	497.0			249.6		67.1						180.3
GILROY TOYOTA	V212	1,030.5			1,030.5								
GINN CLUBS & RESORTS	T431	2,061.9	1,202.5		292.5		55.6	228.5	21.0		85.8		176.0
GINN HAMMOCK BEACH RSRT	T431	585.5	359.9		225.5								
GINN LAURELMOR RE DEV	B452	437.4	261.1		37.0			75.4	1.1		62.8		
GINN REUNION RESORT	T431	1,385.6	1,150.5					170.8			64.3		
GINN SUR MER RE DEV	B452	563.1	302.2		35.0			133.1			92.8		
GIO TECH COMPUTER STORE	V321	282.3					282.3						
GIORDANA CYCLEWEAR MEN	A141	314.5	314.5										
GIORDANA CYCLEWEAR MEN & WOMEN	A141	471.8	471.8										
GIORDANOS RESTAURANT	G310	918.0			165.1		136.4		616.6				
GIORGIO ARMANI APPAREL	A990	525.4	525.4										
GIORGIO ARMANI BOUTIQUE FAMILY	V311	543.3			153.7	389.6							
GIORGIO ARMANI BOUTIQUE MEN	V311	3,681.6	3,206.8	228.7	5.4	240.8							
GIORGIO ARMANI BOUTIQUE MEN & WOMEN	V311	2,870.9	1,708.2	156.8	2.1	60.2	943.6						
GIORGIO ARMANI BOUTIQUE WOMEN	V311	5,896.3	5,384.5	457.4	14.3	40.1							
GIORGIO ARMANI CREMA NR BODY CREAM	D110	1,358.6	1,358.6										
GIORGIO ARMANI FRAGRANCE MEN	D410	486.7	486.7										
GIORGIO ARMANI RTW MEN & WOMEN	A190	640.4			10.6	17.8	612.0						

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GIORGIO ARMANI SUNGLASSES	A430	824.9	824.9										
GIORGIO BEV HILLS FRAGRANCE W	D180	1,175.5	1,175.5										
GIORGIO BRUTINI SHOES MEN	A310	288.5	288.5										
GIORGIO VISCONTI JEWELRY	A510	1,083.2	1,083.2										
GIOVANNI TRN INTL DSGNS	V375	251.3			243.2	4.4	3.8						
GIRARD-PERREGAUX WATCHES	A520	944.1	683.3			260.8							
GIRL AUTHORITY VAR RECORDINGS DR	V871	307.9								307.9			
GIRL CRUSH CRAFTS DR	V851	841.2								841.2			
GIRL SCOUTS/PSA	B323	1,060.3							606.2		454.2		
GIRL SKATEBOARDS	G490	326.3	326.3										
GIRL TECH DIGI-MAKEOVER ELECT GAME	G549	1,424.0							158.9		1,265.1		
GIRL TECH ELECT PASSWORD JRNL	G511	1,181.7							113.6	0.3	1,067.8		
GIRL TECH IM-ME PRTBL INSTNT MSG	G549	1,417.4							203.1	0.1	1,214.2		
GIRL TECH VIDEO JOURNAL	G511	1,818.7							151.2	0.2	1,667.3		
GIRLS GONE WILD VAR VIDEOS DR	V873	37,890.3							351.7		37,538.5		
GIRLS&BOYS TOWN HTLN/PSA	B323	99,734.4							95,743.5	2,133.1	1,857.8		
GIRO SNOWBOARD HELMET	G450	281.1	281.1										
GITANO JEANS WOMEN	A142	737.4	737.4										
GIUFFRE HYUNDAI	V212	698.6			698.6								
GIUFFRE KIA	V212	278.2			278.2								
GIUFFRE MAZDA	V212	410.1			410.1								
GIUFFRE MOTORS	V219	1,261.0			1,261.0								
GUILIANI FOR PRESIDENT	B331	1,316.5							45.4	1,171.3	1.8	98.0	
GIUNTAS MEAT FARM STORE	V344	678.8			678.8								
GIUSEPPE ZANOTTI STORE WOMEN	V313	1,245.6	1,242.9		2.7								
GIVE KIDS GOOD SCH/PSA	B323	413.1							210.0		203.2		
GIVE THE GIFT/SIGHT ORG	B322	580.4	580.4										
GIVENCHY BEAUTY PDT'S	D190	450.8	450.8										
GIVENCHY CLOTHING STR WOMEN	V311	524.3	524.3										
GIVENCHY COSMETICS	D190	596.7	596.7										
GIVI MOTORCYCLE ACCESSORIES	T149	276.6	276.6										
GL HOMES OF FL	B452	541.7	143.0		128.5		270.2						
GL HUNT CONTRACTORS	V171	363.8			363.8								
GLACEAU FLAVORED WATER	F460	360.4				324.1							36.3
GLACEAU SMARTWATER BOTTLED WATER	F460	7,438.6	7,082.3		80.1	205.6	70.5						17.6
GLACEAU VITAMIN WATER FLAVORED WATER	F460	26,798.9	2,972.6		222.9		859.9	11,315.5	2.6		11,407.7		
GLAD BAGS	H340	2,268.7						347.2	21.7	104.6	1,795.2		
GLAD BAGS & WRAPS&CONTAINERS	H340	484.6	484.6										
GLAD BAGS&WRAPS & GLADWARE/CNTNR'S	H340	666.0	666.0										
GLAD FORCEFLEX TRASH BAGS	H340	26,350.2	5,011.5	1,258.5		56.0		10,289.5	1,786.6	2,093.6	5,329.9	495.1	29.5
GLAD ODOR SHIELD TALL KITCHEN BAGS	H340	5,070.0						3,220.8	383.2	431.5	1,034.5		
GLAD PRESS N SEAL WRAP	H340	4,808.7	1,586.5					812.2	260.3	404.3	1,745.5		
GLAD PRESS/SEAL WRP & GLDWR FD/CNTNR	H340	264.7	264.7										
GLAD SIMPLY COOKING MICRO STMNG BGS	H340	5,501.0	623.7					1,547.9	576.3	560.8	2,192.3		
GLAD VIGNETTE	H340	383.9									383.9		
GLADE PLUG-INS	H353	631.0						213.1	10.3	307.7	99.9		
GLADE SCENTED CANDLES	H190	12,010.1						7,152.5	350.5	1,497.4	2,607.1	402.7	
GLADE SCENTED OIL FAN PLUG-INS	H353	25,719.7						14,484.4	360.9	4,323.9	6,550.6		
GLADE SCENTED OIL FLAMELESS CANDLES	H190	19,466.6						9,583.7	344.3	4,904.2	4,634.3		
GLADE SCENTED OIL LTSHW PLUG-INS	H353	14,099.3	3,948.5					6,175.2	36.4	1,399.9	2,539.3		
GLADE SCENTED OIL PLUG-INS	H353	5,649.1	4,943.2	466.9					2.4				236.6
GLADE SCENTED OIL SCENTED CANDLES	H190	28,491.0	1,721.7					14,814.0	861.4	5,574.0	5,520.0		
GLADSTONE HOMES RE DEV	B452	426.3			336.1		73.3						16.8
GLADWARE FOOD STORAGE CONTAINERS	H232	6,885.0	2,686.5	425.7		56.0		1,559.6	5.5	92.5	2,059.3		
GLADYS WILSON&ASSOC CPA CONSUMER SVC	B123	300.0						22.0		278.0			
GLAM ALERT/GLAMOUR MAG	B623	6,369.9	6,369.9										
GLAM ROCK WATCHES	A520	444.3	444.3										
GLAM.COM ONLINE	B670	450.3	450.3										
GLAMOUR MAGAZINE	B623	699.9						685.4					14.5
GLAMOUR MAGAZINE ONLINE	B623	1,451.7	1,451.7										
GLAMOUR SHOTS PHOTO	V152	726.8			344.1	132.0	43.4		207.4				
GLAMOURMOM APPAREL WOMEN DR	V810	519.2	519.2										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GLASHUTTE WATCHES	A520	486.7	300.4			186.3							
GLASS DOCTOR MOBILE RPR	V241	1,165.5	590.4				1.4		50.9		522.8		
GLASS DOCTOR SERVICES	V121	344.7					0.8		87.4		256.6		
GLASS MASTERS WNDSHLD RP	V241	864.4							864.4				
GLASS PLUS DISSOLVABLE REFILLS	H430	2,853.1						1,340.8	181.6	73.3	1,257.4		
GLASSMAN HYUNDAI	V212	282.0			282.0								
GLASTRON FACTORY BOATS	G430	268.3			268.3								
GLAXOSMITHKLINE ANTI-SMOKING PDT'S	D570	983.7		983.7									
GLAXOSMITHKLINE PLC CP	D700	14,825.4	10,531.0	1,538.7	1,075.7	1,550.3			129.8				
GLAXOSMITHKLINE PLC DIABETES	D700	1,425.8	1,425.8										
GLAXOSMITHKLINE PLC HIV	D700	432.3	432.3										
GLAXOSMITHKLINE VAR RX	D560	4,487.3	1,117.4	1,161.5	1,164.5	214.3	829.6						
GLAZERS CAMERA SUPPLY	V361	415.8			415.8								
GLEN CAMPBELL CHEVROLET	V211	306.6			74.7				231.9				
GLEN J LERNER ATTY	V151	2,328.3						179.0		2,149.3			
GLEN TOYOTA & SCION TOY HACKENSACK	V212	269.7			269.7								
GLENDALE CAREER COLLEGE	G810	452.9			9.9				443.0				
GLENDALE CHRYSLER JEEP	V211	500.1			493.6		6.5						
GLENDALE INFINITI	V212	630.9			630.9								
GLENDALE KIA NISSAN	V212	2,111.4			2,111.4								
GLENDALE MITSUBISHI	V212	390.1			374.0		16.1						
GLENDALE NISSAN	V212	4,519.7			4,228.4				291.3				
GLENDALE PONTIAC GMC	V211	1,135.8			1,135.8								
GLENDORA CHEVROLET	V211	259.4			259.4								
GLENFIDDICH SCOTCH WHISKEY	F713	2,545.9	1,733.9			353.3				458.7			
GLENLIVET ARCHIVE 21 SCOTCH WHISKEY	F713	331.3	331.3										
GLENLIVET SCOTCH WHISKEY	F713	5,673.5	4,356.3		820.1	228.3	268.8						
GLENN E THOMAS DODGE	V211	542.0			542.0								
GLENN HEATING & AIR	V174	464.7			464.7								
GLENWOOD APARTMENTS	B452	346.7	232.4	114.4									
GLENWOOD RE DEV	B452	1,888.5			13.6	1,874.9							
GLICKS MARKET	V346	269.4			269.4								
GLIDDEN PAINT	H630	2,642.3	2,611.3		31.0								
GLIMAN&CIOCIA FIN PLNG CONSUMER SVC	B129	355.2			355.2								
GLO E THE BEAR TOY	G541	360.2						66.4	0.1		293.7		
GLOBAL AUTO MALL	V219	2,586.0			2,473.0				112.9				
GLOBAL CONNECTION RESIDENTIAL	B222	267.6							267.6				
GLOBAL FUND/PSA	B323	464.6									464.6		
GLOBAL HYUNDAI JEEP	V219	406.8			406.8								
GLOBAL IMPORTS FURN STR	V375	255.2			255.2								
GLOBAL STAR CARNIVAL GAMES VIDEO GM	G511	610.1	162.6								447.4		
GLOBAL TRAVEL SHIELD TRAVEL INS	B429	277.9	277.9										
GLOBAL WARMING/PSA	B323	4,252.6						1,884.9	466.2		1,901.5		
GLOBALVIA INFSTRCTRNS	V171	1,100.9	954.9		146.0								
GLOBE INSURANCE DR	V829	3,170.5			0.0			811.3	214.4	218.2	1,926.5		
GLOBE MERCEDES BENZ	V213	457.2			457.2								
GLOBE SHOE STORE WOMEN	V313	333.9			333.9								
GLOBUS & COSMOS TOURS	T420	467.7	451.8		15.8								
GLOBUS TOURS	T420	2,651.7	2,595.3		56.4								
GLOMOBI TEXT MESSAGING	B229	7,298.4						985.0	32.7		6,280.6		
GLORIA FERRER CHAMPAGNE	F620	364.7	228.6		29.0	107.2							
GLORIAS MATTRESS KINGDOM	V377	996.9			996.9								
GLORY FOODS POTATOES	F323	483.4						55.1	233.1				483.4
GLORY FOODS VAR FOOD PDT'S	F900	288.3											
GLOSSER CAR CLEANER/WAXER	T143	743.1	743.1										
GLOSSER CAR WAX WIPES	T143	371.6	371.6										
GLOSTER OUTDOOR FURNITURE	H121	867.8	867.8										
GLOW BY JLO FRAGRANCE WOMEN	D180	1,021.1	1,021.1										
GLOW FUSION FACE & BODY TANNING MIST	D170	1,067.9	1,067.9										
GLUCERNA CRUNCHY FLAKES CEREALS	F220	5,034.2	5,034.2										
GLUCERNA RTS SHAKES	D543	308.0	308.0										
GM GOODWRENCH ONLINE	T144	1,581.2						1,463.3			117.9		

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GM GOODWRENCH PARTS & SERVICE	T144	6,844.5	445.7				85.2		586.6			3,745.2	1,981.7
GM PERFORMANCE PARTS	T144	515.1	515.1										
GM RENAISSANCE CENTER	V620	743.8			743.8								
GMAC BANK CONSUMER SERVICES	B121	3,113.5			955.6	431.4			93.3		1,633.2		
GMAC FINANCIAL CONSUMER SERVICES	B124	1,002.7	144.9		67.5				2.4		93.9	694.0	
GMAC GLORIA NILSN RLTY	B451	290.3			290.3								
GMAC KOENIG&STREY REALTY	B451	3,193.1			3,193.1								
GMAC PACIFIC UN RE AGNCY	B451	1,543.1			1,543.1								
GMAC RE DILBECK REALTORS	B451	1,416.9			1,416.9								
GMAC REALTY	B451	1,230.7	809.2		118.6	1.1	283.0				18.8		
GMC DLR ASSN ACADIA	T121	2,338.4			208.5				2,129.9				
GMC DLR ASSN ACADIA LEASING	T121	1,475.4							1,475.4				
GMC DLR ASSN CANYON & SIERRA	T121	1,113.8							1,113.8				
GMC DLR ASSN CP	T121	658.9							658.9				
GMC DLR ASSN ENVOY	T121	1,528.7							1,528.7				
GMC DLR ASSN ENVOY & SIERRA	T121	1,541.9							1,541.9				
GMC DLR ASSN ENVOY LEASING	T121	2,659.5							2,659.5				
GMC DLR ASSN SIERRA	T121	31,151.7			113.9				31,037.8				
GMC DLR ASSN SIERRA & YUKON	T121	506.0							506.0				
GMC DLR ASSN SIERRA LEASING	T121	2,256.8							2,256.8				
GMC DLR ASSN VAR TRUCKS	T121	15,317.3			824.8				10,728.2				3,764.4
GMC DLR ASSN YUKON	T121	16,542.0							16,542.0				
GMC DLR ASSN YUKON LEASING	T121	1,814.4							1,814.4				
GMC KEYS/VICTORY CONTEST	T117	2,285.7					2,285.7						
GMC TRUCK DIV CP	T117	3,316.9	2,294.7		8.3		779.0	229.5		5.4			
GMC TRUCKS ACADIA	T117	49,150.6	24,290.3		314.5		36.0	15,487.4	2,076.5	290.1	6,655.8		
GMC TRUCKS ENVOY	T117	316.5							316.5				
GMC TRUCKS SAVANA	T117	267.6	172.4		95.1								
GMC TRUCKS SIERRA	T117	104,597.7	25,093.1		4,621.8	253.6	45.9	42,603.6	10,004.5	4,543.9	17,431.2		
GMC TRUCKS SIERRA & SIERRA DENALI	T117	11,852.5						4,784.7	262.8	267.1	6,537.9		
GMC TRUCKS SIERRA DENALI	T117	8,842.5	5,236.3		31.1			2,812.0	110.3	6.7	646.1		
GMC TRUCKS SIERRA LEASING	T117	307.4						158.8	60.7	2.2	85.8		
GMC TRUCKS VAR	T117	27,961.9	2,791.2		2,946.1	85.0	1,125.4	8,458.7	1,102.4	146.4	10,023.3	1,283.5	
GMC TRUCKS VIGNETTE	T117	507.3						0.0	153.9		353.4		
GMC TRUCKS YUKON	T117	7,014.7			39.0			997.3	5,372.6		605.8		
GMC TRUCKS YUKON DENALI	T117	2,997.3	893.4					1,492.7	250.7		360.5		
GMC TRUCKS YUKON HYBRID	T117	3,004.1	3,004.1										
GMP INC COLLECTIBLES DR	V852	332.9	19.6								313.3		
GNARLY HEAD WINE	F620	448.2	448.2										
GNC LIVE WELL DRUGS/TOILETRIES DR	V830	459.7	437.2		22.5								
GO AUTO DLR	V219	4,905.4			4,905.4								
GO AUTOMOTIVE GROUP	V219	956.0							956.0				
GO CHEVROLET HONDA	V219	283.9			283.9								
GO CHEVROLET NISSAN	V219	273.0			273.0								
GO CHRYSLER JEEP	V211	349.0			349.0								
GO COURTESY FORD	V211	1,018.7			1,018.7								
GO DIEGO GO LV/ST FARM	B429	6,358.4	100.8		19.1				561.3		5,677.2		
GO DIEGO GO LV/VAR SPON	V161	565.7							565.7				
GO DIEGO GO/GREAT JGR RS VIDEO	H532	511.0	126.3					90.7	0.0		293.9		
GO DIEGO GO/SFR RSC VIDEO	H532	647.8	203.7					167.0			277.1		
GO DIEGO GO/SING ALONG VIDEO	H532	498.5	498.5										
GO DODGE	V211	250.7			250.7								
GO FURNITURE STORE	V375	275.0			251.1				23.8				
GO GUIDE/LATINA	B623	522.1	522.1										
GO MINIS MOVING&STORAGE	V179	347.8							347.8				
GO NISSAN	V212	326.8			326.8								
GO NISSAN SB PRC AUD ACR	V219	373.4			373.4								
GO PAINT MARKERS & PAPER	G542	966.0									966.0		
GO RVING	T139	21,066.5	12,786.7					4,157.0	41.2	88.0	3,993.7		
GO SCION TOYOTA	V212	932.0			932.0								
GO WIRELESS CELL PHN STR	V329	1,163.0			707.9				455.1				
GOBEILS FURN GALLERIES	V375	410.1							410.1				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GOBI ISP	B225	254.2				254.2							
GOCARSANDTRUCKS.COM ONLINE	B670	349.8							349.8				
GOCITYKIDS GUIDE ONLINE	B629	1,119.6								1,119.6			
GODADDY.COM ONLINE	B549	11,036.8	1,065.6					7,569.7	3.9	2,307.5		90.1	
GODBY HOME FRNSHNGS STR	V375	741.3			1.4		61.9		677.9				
GODDARD SCHOOL	G850	1,477.9	193.3		150.3				1,132.1				2.3
GODFATHERS PIZZA REST	G320	432.0			14.4		37.4		380.2				
GODIVA CANDY	F510	953.1	199.4		189.7	288.4	275.6						
GODIVA CHOCOLATIER	V349	3,702.1	1,870.7		715.2	287.3	828.9						
GODIVA LIQUEUR	F722	991.0	991.0										
GODIVA RTS ICED COFFEE	F450	1,641.3	1,641.3										
GOEN TECHNOLOGIES MISC FIN	B129	257.4	257.4										
GOFORAPPROVAL.COM ONLINE	B124	3,095.2						3,095.2					
GOGO WORLDWIDE VACATIONS	T420	4,109.1			4,109.1								
GOKART RACER PARK	V166	440.8			8.6			432.3					
GOLD BOND BODY LOTION	D110	304.7									304.7		
GOLD BOND MAX STR MED FT PWDR&SPRY	D554	573.3							8.3	559.2	5.8		
GOLD BOND MEDICATED ANTI ITCH CRM	D553	1,737.6						74.4	170.2	995.9	497.1		
GOLD BOND MEDICATED CREAM	D553	669.0							0.1	296.5	372.4		
GOLD BOND MEDICATED FOOT CREAM	D554	4,823.5	1,579.7					514.0	167.2	2,491.3	71.3		
GOLD BOND MEDICATED FOOT POWDER	D554	1,840.3							157.3	1,650.7	32.3		
GOLD BOND MEDICATED LOTION	D553	1,698.6							48.1	1,327.2	323.3		
GOLD BOND MEDICATED POWDER	D553	1,350.2							101.2	1,038.9	188.4	21.8	
GOLD BOND ULTIMATE BODY LOTION	D110	1,758.7	642.2						4.4	258.4	419.6	104.6	329.5
GOLD BOND ULTIMATE HLNG BODY LOTION	D110	5,694.7	917.6						2,112.0	894.9	1,062.9	707.3	
GOLD BOND ULTIMATE SFTNG BODY LOTION	D110	3,488.1							1,033.2	847.2	1,045.5	562.1	
GOLD COAST CAD HUMMER	V211	1,392.4			1,392.4								
GOLD COAST CADILLAC	V211	2,112.6			2,112.6								
GOLD COAST HOTELS&CASINO	T431	648.3			622.6		0.8		17.0		7.9		
GOLD COAST HUMMER	V211	332.1			332.1								
GOLD CST FLRNG SUPP STR	V373	286.5			286.5								
GOLD DVRSFCTN GD	B629	2,034.3									2,034.3		
GOLD EXCHANGE JEWELERS	V314	294.9			283.4				11.5				
GOLD KIT MISC DR	V859	27,454.7			14.5			61.0	1,467.3	3,259.7	22,652.3		
GOLD N PLUMP POULTRY	F333	395.1					335.7						59.4
GOLD STAR APPLIANCE STR	V371	339.8			339.8								
GOLD STAR CHILI REST	G310	459.4			3.1		83.2		373.1				
GOLD STAR HOME CENTER	V376	302.6			302.6								
GOLD STRIKE CASINO RSRT	T431	1,199.5			510.0		100.2		589.3				
GOLD TOE SOCKS MEN	A230	303.8	303.8										
GOLDBERG & ASSOC ATTY	V151	511.6							511.6				
GOLDBERG & OSBORNE ATTY	V151	2,045.6			3.1		224.2		1,818.2				
GOLDBERG WEISMAN&CR ATTY	V151	638.8			20.8				591.0				27.0
GOLDBERGS FURN STORE	V375	978.7							978.7				
GOLDEN 1 CREDIT UNION CON SVC	B124	3,335.5			3,118.8		216.7						
GOLDEN ACORN CASINO	V169	437.0			88.5		287.0		61.4				
GOLDEN BLOSSOM HONEY	F110	409.0	409.0										
GOLDEN CORRAL RESTAURANT	G320	16,538.6			182.5		2,106.3		14,249.7				
GOLDEN GATE FLDS RC TRK	V163	1,206.0			189.3				1,016.7				
GOLDEN HERITAGE LIFE INSURANCE	B411	285.3							285.3				
GOLDEN MEMORIAL FUNERAL INSURANCE	B429	1,176.4							1,176.4				
GOLDEN MEMORIAL INSURANCE DR	V829	1,480.6							1,480.6				
GOLDEN MEMORIES TRVL AGN	T420	254.4			254.4								
GOLDEN NUGGET HOTEL&CSN	T431	1,598.6	165.8		604.5		794.8		33.5				
GOLDEN OAK LENDING CONSUMER SERVICES	B124	4,589.3			4,433.8				155.4				
GOLDEN STATE MORTGAGE CONSUMER SVC	B124	285.1			285.1								426.4
GOLDFISH MOMS COOKIES	F343	426.4											
GOLDLINE RESEARCH	V129	963.1	963.1										
GOLDMAN SACHS & CO CP	B122	1,066.4	426.8			639.6							
GOLDMAN SACHS & CO SECURITY OFFER	B130	270.4				270.4							
GOLDS GYM	D800	2,158.2	985.1		94.4	5.6	460.2		612.9				
GOLDSTEIN BCKLY CHMN RC	V151	537.6						45.9	491.6				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GOLDSTEIN BUICK GMC	V211	254.6			100.1				154.5				
GOLDSTEINS FURNITURE STR	V375	494.5							494.5				
GOLF CHANNEL CABLE TV	B642	1,233.9	367.8		458.7	278.0							129.4
GOLF CLUB/CHELSEA PIERS	V162	327.6	143.6		99.8	84.2							
GOLF COURSE SPRNTN ASSN	V162	319.0								319.0			
GOLF DIGEST MAGAZINE	B623	504.2	355.8		142.7		5.5		0.2				
GOLF DIGEST MAGAZINE ART DR	V852	444.0	444.0										
GOLF DIGEST MAGAZINE PRINTED PDTS DR	V829	461.3	461.3										
GOLF DIGEST MAGAZINE VAR BOOKS	B610	467.9	46.0		421.9								
GOLF DIGEST MAGAZINE VAR VIDEOS DR	H532	538.5	538.5										
GOLF DIGEST MASTERCARD	B111	589.4	589.4										
GOLF EXTRA MEMBERSHIP CARD	B111	756.3			756.3								
GOLF FOR WOMEN MAGAZINE ONLINE	B623	402.4	402.4										
GOLF GALAXY GOLF STORE	V365	5,775.9	54.2		4,550.8				722.1				448.8
GOLF HEADQUARTERS STORE	V365	270.3			147.9		10.8		111.6				
GOLF MAGAZINE VAR BOOKS	B610	312.8	312.8										
GOLF MART STORE	V365	861.2			801.4				59.8				
GOLF MESQUITE NV TP	T433	697.6	697.6										
GOLF MILL FORD	V211	1,765.8			1,765.8								
GOLF PRIDE DD2 GOLF GRIPS	G460	871.1	871.1										
GOLF PRIDE GOLF GRIPS	G460	1,115.9	1,115.9										
GOLF PRIDE VAR GOLF CLUB GRIPS	G460	312.8	312.8										
GOLF PRIDE V-RAD GOLF GRIPS	G460	743.1	743.1										
GOLF SHOP SPRT GDS STR	V365	453.9			453.9								
GOLF TOURNAMENT/PSA	B323	474.8							474.8				
GOLF USA GOLF SHOP	V365	408.4	31.4		308.7		20.8		35.0		12.6		
GOLF WAREHOUSE ONLINE	V365	2,469.7				1,148.3			3.7		1,317.8		
GOLF WORLD IN PLAY	B623	457.0	457.0										
GOLF.COM ONLINE	B670	3,038.7	2,756.7			282.1							
GOLF-BIG BREAK PAID PROMO	B642	481.4	340.6						140.8				
GOLFDIGEST.COM MAGAZINE ONLINE	B623	1,983.6	1,983.6										
GOLFDOM SPRT GDS STR	V365	250.6			250.6								
GOLFERS WAREHOUSE	V365	489.7			345.8				143.9				
GOLFONLINE MAGAZINE ONLINE	B623	1,698.5	1,698.5										
GOLFPAC TRAVEL	T420	1,600.0	1,600.0										
GOLF-PGA TOUR PAID PROMO	B642	576.1							179.2		396.8		
GOLFSMITH GOLF CENTER	V365	3,780.0			1,606.4		90.9		27.5		261.0		1,794.2
GOLFSMITH GOLF&TNS STR	V365	768.2	108.7		658.2				1.4				
GOLFTEC GOLF SCHOOL	G850	256.5	35.6		125.0				25.5		70.4		
GOLIGHTLY & ASSOC ATTY	V151	1,791.0							1,791.0				
GOLLING AUTO DLR	V219	1,835.6			1,835.6								
GOLLING GMC PONTIAC	V211	498.1			498.1								
GOLLINGS ARENA DODGE	V211	423.0			388.0				35.0				
GOMER PYLE SERIES VIDEOS	H532	298.4	33.5	238.2					0.1		26.7		
GOOD CHEVROLET	V211	1,848.4			1,737.4				111.0				
GOOD FEET STORE FAMILY	V313	281.7			281.7								
GOOD FEET STORE MEN	V313	994.9			30.3				964.6				
GOOD FEET STORE MEN & WOMEN	V313	4,151.0			38.4		8.4		4,104.2				
GOOD FEET STORE WOMEN	V313	646.1							646.1				
GOOD HOUSEKEEPING INST	B329	6,867.8	6,867.8										
GOOD HOUSEKEEPING MAG	B623	306.6	306.6										
GOOD HOUSEKEEPING MAG ONLINE	B623	3,394.7	3,394.7										
GOOD HOUSEKEEPING MAG SUBS DR	V823	674.9		674.9									
GOOD HOUSEKEEPING MAG SWEEPSTAKES	B623	5,521.6	5,521.6										
GOOD HOUSEKEEPING MAG TV PROGRAM	B641	348.9	348.9										
GOOD NEIGHBOR PHARMACY	V330	1,611.1			48.5		48.4		1,340.4	163.6	10.3		
GOOD NEWS MSN RLGS ORG	B322	645.2				645.2							
GOOD NEWS PUB HOUSE VAR BOOKS DR	V823	428.7				428.7							
GOOD SAMARITAN HOSPITAL	V133	1,335.0		227.6	598.2		179.8		329.4				
GOOD SAMARITAN HSP&CTR RECRUITMENT	B912	511.0			511.0								
GOOD SAMARITAN MED CTR	V133	327.9			294.2		22.3		11.3				
GOOD SHEPHERD HOSPITAL	V133	254.4			13.2		241.2						

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GOOD SHEPHERD VIDEO	H532	4,842.4						3,014.4	1.1	67.9	1,598.2		160.7
GOOD THINGS/HPNG/PSA	B323	615.2							615.2				
GOOD THINGS/MARTHA STWRT	B623	270.0	270.0										
GOODLIFE RECIPE DRY CAT FOOD	G612	8,222.7						3,825.2	19.8	1,049.3	3,328.4		
GOODLIFE RECIPE DRY DOG FOOD	G611	9,037.4						4,642.2	20.9	936.3	3,438.0		
GOODMAN ACKER PC ATTY	V151	1,427.8							1,427.8				
GOODMAN THEATRE	V161	1,158.8			1,099.9	58.9							
GOODMARK AUTOMOTIVE DR	V880	392.2	392.2										
GOODNITES DISPOSABLE PANTS	D270	10,617.1	6,957.4					73.0	42.8	1,378.2	2,165.7		
GOODS FURNITURE STORE	V375	1,406.5			68.1					1,338.4			
GOODS/POPULAR MECHANICS	B623	783.2	783.2										
GOODSON HONDA NORTH	V212	296.6			6.2				290.4				
GOODTIMES BRGR&FRZN/REST	G310	903.2								903.2			
GOODWILL AUTO AUCTION	V219	367.1			9.0					358.1			
GOODWILL CMNTY FNFTN/PSA	B323	472.1							472.1				
GOODWILL INDUSTRIES INTL	B322	3,507.4	89.4		343.2		993.7		2,070.7				10.4
GOODWILL INDUSTRIES/PSA	B323	317.3							317.3				
GOODWILL THRIFT STORES	V359	4,213.7			844.2		9.5			3,360.1			
GOODWIN COLLEGE	G810	386.5			370.0					16.5			
GOODY STYLING THERAPY HAIR BRUSHES	D390	2,929.4	2,651.2						76.0	202.2			
GOODYEAR AUTO & TRUCK TIRES	T145	8,998.1	2,309.0			308.5	15.3	581.8	8.9		2,571.8	3,202.8	
GOODYEAR AUTO SVC CTR	V241	3,226.0			2,763.2		11.1			32.5		49.0	370.3
GOODYEAR AUTO TIRES	T145	29,560.1	9,954.2		709.9	477.1		11,174.3	7.5		7,237.1		
GOODYEAR GEMINI AUTO/SVC	V241	1,026.4			1,026.4								
GOODYEAR TIRE&RUBBER CO CP	T145	2,023.2	88.1			592.3		75.2					1,267.7
GOODYEAR TRUCK TIRES	T145	17,154.0	2,145.0					12,469.8	10.2		2,528.9		
GOODYS FAM CLOTHING INC CP	V311	289.9							289.9				
GOODYS FAM CLOTHING STR FAMILY	V311	3,404.9			902.5				2,499.2				3.2
GOODYS FAM CLOTHING STR MEN	V311	573.2	264.6						308.7				
GOODYS FAM CLOTHING STR MEN & WOMEN	V311	2,473.5					11.3		2,441.9				20.3
GOODYS FAM CLOTHING STR WOMEN	V311	2,071.4	850.9						1,220.5				
GOODYS HEADACHE POWDER	D511	1,901.7		261.5					981.7		7.2		651.3
GOODYS HEADACHE PWD & TAB	D511	282.6											282.6
GOOGLE.COM ONLINE	B670	370.8			115.2		255.6						
GORDIE BROWN PRS AP	V161	584.7					584.7						
GORDMANS DISC APPAREL MEN & WOMEN	V510	374.8							374.8				
GORDMANS DISC APPAREL WOMEN	V510	791.6							791.6				
GORDMANS DISC HOUSEHOLD	V570	314.5							314.5				
GORDMANS DISC MISC	V550	717.6			240.6				477.0				
GORDMANS DISC MULTI-PDTS	V590	1,337.1							1,337.1				
GORDMANS DISC SALES ANNOUNCEMENT	V590	469.9							469.9				
GORDON & DONER ATTY	V151	932.1			101.0		294.0		537.1				
GORDON CHEVROLET	V211	785.1			648.7		78.8			57.7			
GORDON HARTMAN FAM FNFTN	B322	348.7							348.7				
GORDON MCKERNAN ATTY	V151	507.0							507.0				
GORDONS JEWELERS	V314	4,624.4			224.5		39.4		4,339.4				21.2
GORE CYCLEWEAR MEN	A141	377.4	377.4										
GORE RPLCMNT WNDW&DR CNT	V171	250.1			250.1								
GOREENTER.COM ONLINE	B549	5,734.0			5,734.0								
GORE-TEX FABRIC IN APPAREL	A920	595.9	577.7							18.2			
GORE-TEX XCR FABRIC IN APPAREL	A920	925.7	925.7										
GORE-TEX XCR SHOES MEN	A310	270.4	270.4										
GORILLA GLUE	B729	2,686.6	1,801.6	274.9	583.2		26.9						
GORILLA GLUE & TAPE	B729	8,995.1	1,857.6	334.2	4,729.6	2,073.6							
GORILLA TAPE	H232	2,982.4	1,561.7		1,420.7								
GORILLA TRADES.COM ONLINE	B690	3,949.2	2,938.8			31.9				978.4			
GORMANS FURNITURE STORE	V375	2,404.4			2,017.1				387.4				
GORTONS FROZEN SEAFOOD	F334	576.7						248.8		327.9			
GORTONS GRILLED FILLETS FROZEN FISH	F334	487.7						277.8	0.3	209.7			
GORTONS POTATO CRUNCH FROZEN FILLETS	F334	1,187.9						297.8	528.4		361.7		
GORTONS SHRIMP TMPTNS FROZEN SHRIMP	F334	1,779.1						783.9		995.2			
GOSCH AUTO DLR	V219	362.6			362.6								

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GOSHEN HEALTH SYSTEM	V133	280.3							280.3				
GOSLING'S BLACK SEAL RUM	F732	361.2	361.2										
GOSSETT MOTORS AUTO SLS	V219	906.6			732.4		108.0		66.3				
GOSSETT VOLKSWAGEN	V213	624.9			586.5				38.4				
GOT 2B GLUED HAIR GEL	D330	276.3	276.3										
GOT 2B STYL TINI HAIR STYLING PDTS	D330	2,593.9	2,593.9										
GOT2B STYLTINI HAIR CARE PDTS	D330	1,021.9	432.0				589.9						
GOTHAM COMEDY CLUB	V167	464.0	362.5		86.6		15.0						
GOTHAM DETAILS M STYLE MANUAL	B610	264.8	264.8										
GOTHAM GLAMOURS BIG BK/DO&DNTS	B610	903.9	903.9										
GOTHIC CBNT CRFT FURN ST	V375	2,699.1			2,673.0	26.1							
GOTITBANKS.COM ONLINE	B121	259.0							259.0				
GOTOMEETING.COM ONLINE	B543	9,053.1	1,643.5		2,475.3	12.2			663.4	3,649.0	312.9	296.9	
GOTOMYPC SERVICES ONLINE	B543	6,197.8	1,080.1		664.9	66.9			63.7	1,762.2	2,471.1	88.9	
GOTTEX BATHING SUITS WOMEN	A150	645.8	645.8										
GOTTLIEB & SONS JEWELRY	A510	1,831.1	1,831.1										
GOTTSCHALKS DEPT APPAREL WOMEN	V410	1,054.1			1,048.0				6.1				
GOTTSCHALKS DEPT DRUGS/TOILETRIES	V430	1,360.0			1,352.9				7.1				
GOTTSCHALKS DEPT HOUSEHOLD	V470	513.6			468.7				44.9				
GOTTSCHALKS DEPT MISC	V450	3,179.3			3,179.3								
GOTTSCHALKS DEPT MULTI-PDTS	V490	494.1			372.8		7.8		113.5				
GOTTSCHALKS DEPT SALES ANNOUNCEMENT	V490	3,622.2			3,068.3				554.0				
GOUZY HONDA	V212	374.0			374.0								
GOURMET INSTITUTE	B623	1,304.6	1,304.6										
GOURMET MAGAZINE TV PROGRAM	B623	1,419.6	1,419.6										
GOURMET MAGAZINE VAR BOOKS DR	V823	326.3	326.3										
GOURMET SCOOP	B623	3,504.9	3,504.9										
GOURMET WINE CELLAR EVNT	V169	312.6	289.6		23.1								
GOUT RESEARCH STUDY	V139	257.9							257.9				
GOVBERG JEWELRY	V314	388.7	69.5		46.8	272.4							
GOVERNMENT AUCTION	V122	369.8							369.8				
GOVERNMENT OF TAIWAN	B313	401.6	241.4			160.3							
GOVERNMENTMONEYCLUB.COM ONLINE	B549	850.5								850.5			
GOVERNORS HIGHWAY SAFETY	B315	258.2							258.2				
GOYA CANILLA RICE	F324	515.6							515.6				
GOYA CANNED BEANS	F324	921.3	39.6						881.7				
GOYA COCONUT MILK	F311	321.2							321.2				
GOYA OLIVE OIL	F120	710.6							710.6				
GOYA OLIVES	F160	364.8							364.8				
GOYA RECAITO & SOFRITO	F160	383.3							383.3				
GOYA RTS FRUIT DRINK	F420	292.7							292.7				
GOYA SEASONINGS	F150	376.3							376.3				
GOYA TOMATO SAUCE	F170	416.5							416.5				
GOYA VAR FOOD PDTS	F900	4,825.7	75.6		22.0				4,251.6	234.0		242.6	
GP PUTNAMS SONS BOOK OF THE DEAD BK	B610	634.7				634.7							
GP PUTNAMS SONS PUB VAR BOOKS	B610	1,855.9				1,855.9							
GP&J BAKER HOUSEHOLD FABRICS	H143	398.1	398.1										
GPI DIRECT DRUGS/TOILETRIES DR	V830	255.1	255.1										
GRABIT HOME & BUILDING PDTS DR	V879	2,034.9							2,034.9				
GRACE HOME & KITCHEN SVC	V171	702.6			702.6								
GRACE HOME FURNISHINGS	V372	960.7	665.2	92.0	203.5								
GRACELAND MUSEUM	V166	471.0	24.0				117.3		144.1	185.6			
GRACIE VIDEO	H532	496.6	224.0							272.6			
GRACIOUS HOME STORE	V379	2,193.4	889.7	275.6		1,028.1							
GRACO CP	G930	673.9							216.7	457.2			
GRACO DIGITAL IMONITOR BABY MONITOR	H222	260.2	260.2										
GRACO SAFESEAT CHILDRENS CAR SEAT	H121	260.2	260.2										
GRACO TURBO BOOSTER SEAT	H121	388.5	388.5										
GRADUATE VIDEO	H532	358.8	358.8										
GRADY MGT RE DEV	B452	1,045.9			1,028.6		17.3						
GRADY-WHITE BOATS	G430	1,450.0	1,449.3		0.7								
GRAFF JEWELRY	A510	839.7	839.7										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GRAFF JEWELRY STORE	V314	1,166.6	251.9		0.1	914.6							
GRAHAM FORD	V211	418.2			214.0		20.9		183.3				
GRAIN FOODS FOUNDATION	B329	2,080.3	2,080.3										
GRAINGER BRNCH SPRT STR	V365	1,213.4											1,213.4
GRAINGER INDUSTRIAL SUPP	V121	4,578.4					97.3					4,281.3	199.9
GRAINGERS ANTIQUES STORE	V379	1,973.1											1,973.1
GRAMERCY PARK HOTEL	T431	439.1	116.8	322.3									
GRAMERCY RE DEV	B452	420.6	353.1		67.5								
GRAMERCY YOO/STARCK DEV	B452	439.8				439.8							
GRAMERCY/STARCK RE DEV	B452	445.8	445.8										
GRAN PATRON TEQUILA	F733	1,026.6	1,026.6										
GRANA PADANO CHEESE	F312	250.8	250.8										
GRANADO TV & APPL STR	V371	305.7			305.7								
GRANBURY TX TP	T433	602.4	149.7		452.7								
GRAND AMER ROAD RACING	V163	537.8	537.8										
GRAND AMER ROLEX SRS RC	A520	500.6	456.1										44.5
GRAND AMERICAN TIRE STR	V380	476.0	300.4		175.6								
GRAND APPLIANCE STORE	V371	353.7			353.7								
GRAND AUTO DLR	V219	612.3			612.3								
GRAND BAHAMA ISLAND TP	T434	1,033.0			49.3								983.8
GRAND BANKS YACHTS	G430	1,208.9	1,208.9										
GRAND BILOXI HOTEL&CSN	T431	592.9			203.6		48.3		316.3				24.7
GRAND BUICK PONTIAC	V211	672.3			650.7				21.6				
GRAND CASINO HINCKLEY &GRND/ML LCS	T431	919.1					41.3		877.9				
GRAND CASINO HOTELS	T431	3,199.8			1,638.3		871.1		690.4				
GRAND CASINO MILLE LACS	T431	288.3			21.5		202.4		64.4				
GRAND CASINO TUNICA	T431	843.2			203.8		26.3		547.5				65.6
GRAND CENTRAL MALL	V620	566.4	452.0	114.4									
GRAND CENTRAL PUBLISHING VAR BOOKS	B610	1,011.9			477.9	534.0							
GRAND FURNITURE DISC STR	V375	383.9							383.9				
GRAND FURNITURE STORE	V375	1,551.2			1,551.2								
GRAND GENEVA RESORT&SPA	T431	1,121.4			1,121.4								
GRAND HOME FRNSHNGS STR	V372	1,265.5			243.8		128.8		892.9				
GRAND HOMES	B452	668.0			596.2		71.8						
GRAND HOTEL	T431	520.8	19.2		307.2		193.2		1.2				
GRAND HOTEL MICHIGAN	T431	302.6			302.6								
GRAND JUNCTION CO TP	T433	291.9	112.7		92.8		86.4						
GRAND LEGACY CLUB RE DEV	B452	605.8			132.3	473.4							
GRAND LIDO RESORTS&SPAS	T432	2,389.1	1,778.4			52.0				558.7			
GRAND MARNIER LIQUEUR	F722	6,160.6	5,885.6				154.9		88.6				31.5
GRAND OLE OPRY HOUSE	V161	296.6	40.0		158.3		13.4		53.7		31.2		
GRAND PONT BCK MTSBSH VW	V219	366.0			366.0								
GRAND PRAIRIE FORD	V211	349.0			166.1		35.2		147.8				
GRAND PRIX AUTO DLR	V219	293.1			214.6		78.5						
GRAND PRIX/CLVLND/VAR SP	V163	263.2						42.0	221.2				
GRAND PRIZE AUTO DLR	V219	722.8			722.8								
GRAND PRIZE CHEVROLET	V211	252.7			245.8				6.9				
GRAND RAPIDS CMNTY CLG	G810	266.5			45.9		106.9		113.7				
GRAND RIOS WTR PRK RSRT	T431	513.6			182.6				331.0				
GRAND SIERRA RESORT&CSN	T431	1,280.4	496.9		447.1		334.4		2.1				
GRAND VICTORIA CASINO	V169	2,091.5			567.6		974.4						549.5
GRAND VICTORIA CSN&RSRT	T431	313.8			313.8								
GRAND VICTORIAN HOTEL	T431	3,891.7			3,891.7								
GRANDE DUNES RE DEV	B452	369.8	349.1		40.7								
GRANDE VILLAS RE DEV	B452	813.6			55.2	729.9		28.5					
GRANDIN ROAD MULTI-PDTS DR	V899	474.8	474.8										
GRANDMAS MOLASSES	F110	606.7	606.7										
GRANDOVER RSRT&CONF CTR	T431	398.6	398.6										
GRANDVILLE AUTO & FIN	V219	313.5			313.5								
GRANDYS RESTAURANT	G320	264.8			172.3		51.7		40.8				
GRANE JEANS WOMEN	A142	559.3	559.3										
GRANE RTW WOMEN	A190	318.9	318.9										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GRANGE FURNITURE	H121	1,177.3	1,177.3										
GRANGE VAR INSURANCE	B429	256.9			21.6		235.3						
GRANITE DEPOT STORE	V376	3,648.0			3,648.0								
GRANITE TRANSFORMATIONS	V376	571.7	16.8	26.2	509.2		19.4						
GRANITE TRNSFRMTNS CONTR	V171	1,719.7		29.8	626.9				1,063.0				
GRANITECH CONTRACTOR	V171	428.9			428.9								
GRANT THORNTON ACNTNT CONSUMER SVC	B123	1,886.1			1.9			683.8	64.3	67.4	1,068.7		
GRANT THORNTON BUSINESS SERVICES	B123	1,749.1	1,749.1										
GRANTS APPLIANCES STORE	V371	788.2			788.2								
GRAPEVINE AUTO	V219	1,601.7			1,601.7								
GRAPEVINE SUZUKI	V212	425.4			16.4				409.0				
GRAPHITE DESIGN GOLF SHAFTS	G460	475.3	475.3										
GRASS PAD LAWN&GRDN SUPP	G711	296.0			296.0								
GRASSHOPPER RIDING MOWER	G711	569.0							185.6	383.4			
GRAVA AUTO DLR	V219	326.0			325.1				0.9				
GRAVINA SIDING & WINDOW	V171	514.0			514.0								
GREASE ON BROADWAY	V161	301.8			147.7	154.1							
GREASED LIGHTNING CLEANER	H430	1,013.5	698.7						160.7	107.5		46.6	
GREAT AMER TRAVEL SVC	T420	2,436.1			2,436.1								
GREAT AMERICA AMUSE PARK	T440	848.9			22.3				821.7			4.9	
GREAT AMERICAN BEER STR	V349	632.3			632.3								
GREAT AMERICAN CHEVROLET	V211	4,054.2			4,054.2								
GREAT AMERICAN HOME STR	V372	1,527.1					7.8		1,519.3				
GREAT AMERICAN PDT'S CO DRUGS/TOIL DR	V830	880.9	74.1	54.9	752.0								
GREAT AMERICAN RV SALES	V232	293.4			40.9				252.5				
GREAT BRIDAL EXPO	V169	706.2	706.2										
GREAT CLIPS HAIR&BTY SLN	V131	10,318.8			139.1		12.9	139.7	3,619.6		93.5		6,314.1
GREAT COURSES TEACHING VAR RC DR	V871	7,094.7	2,199.7	56.8	772.6	3,962.0					103.7		
GREAT ESCAPE AMUSE PARK	T440	252.5			1.4				228.0			23.1	
GREAT ESCAPE PLS SPS/STR	V175	4,616.4							4,616.4				
GREAT EXPRSNS DNTL CTR	V133	302.4			12.3				290.1				
GREAT FL BANK CONSUMER SERVICES	B121	2,275.3			2,215.2	60.2							
GREAT FLOORS STORE	V373	1,235.5			558.9		24.3		652.3				
GREAT INDOORS STORE	V359	5,951.2	61.4		5,889.8								
GREAT LAKES CREDIT UNION CON SVC	B124	483.1			428.1		10.0		45.0				
GREAT LENGTHS HAIR EXTENSION	D350	2,429.5	2,429.5				275.2						
GREAT PLACES/LIVE/CRLNS ADVERTIORAL	B452	275.2											
GREAT STUFF SEALANT	H630	2,585.8	2,130.6								109.1	346.1	
GREAT VACATION GTWYS PUB	B629	316.6			316.6								
GREAT WESTERN BANK CONSUMER SERVICES	B121	1,047.1			301.8		221.8		523.6				
GREAT WOLF LODGE	T431	8,018.0	35.9		1,063.3		593.4		3,259.3				3,066.2
GREATER ATLNT/BLDRS ASSN	V171	255.0			255.0								
GREATER BIRMINGHAM AUTO	V219	4,224.3			4,224.3								
GREATER CNCNT FRD DA	T121	2,236.7			2,236.7								
GREATER DENVER TOYOTA DA	T122	604.5			604.5								
GREATER DETROIT TOY DA	T122	2,460.5			2,460.5								
GREATER DTRT TOY DLR ASN VAR AT&TRK	T122	920.7			920.7								
GREATER FT LAUDERDALE FL TP	T122	1,000.4			1,000.4								
GREATER GARDNER FRN OTLT	T433	2,874.2	2,137.3	517.9	7.0	143.9	10.5		2.7		24.4		30.5
GREATER HOUSTON TX TP	T375	277.8							277.8				
GREATER INDNPLS/CMRC	T433	533.6	154.9		19.2	359.5							
GREATER MEDIA RADIO MKT	B315	250.4			250.4								
GREATER MIAMI FL TP	B651	481.3					481.3						
GREATER NY TOYOTA DA	T433	3,769.9	3,401.1	237.3	118.8								12.8
GREATER PHILA TRSM MKTG TP	T122	400.5											400.5
GREATER PHOENIX AZ TP	T433	3,084.1	3,084.1					404.9					
GREATER PITTSBURGH AT DA RECRUITMENT	B912	1,859.8			1,859.8								
GREATER PORTLAND ME TP	T433	384.7	384.7										
GREATER RCHSTR/ECNMC DEV	B315	306.2			306.2								
GREATER RICHMOND/HND DA	T122	496.1			496.1								
GREC CONVERSIONS RE DEV	B452	251.4			251.4								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GRECO&HAINES WTR SFT SYS	V174	306.7							306.7				
GREECE INDUSTRIAL DEVELOPMENT	B840	699.7	699.7										
GREECE TP	T434	4,258.4	2,819.1	273.1	641.8	66.0			458.5				
GREEK FESTIVAL	V169	273.6			173.9		15.4		84.3				
GREEK NATL TOURISM ORG	T420	313.9			234.4	79.5							
GREEKTOWN CASINO	V169	1,616.4			111.6		1,203.8		301.0				
GREEN & BLACKS CANDY BAR	F510	2,306.6	2,193.8										112.8
GREEN ACRES NURSERY&GRDN	V358	454.9			454.9								
GREEN DOT PRE-PAID MASTERCARD&VISA	B111	7,400.1						197.9	60.2	2,765.4	4,376.7		
GREEN DOT PRE-PAID VISA	B111	5,417.8						362.0	61.5	3,116.1	1,878.1		
GREEN GIANT FROZEN VEGETABLES	F323	579.8	235.4						344.4				
GREEN IS UNIVERSAL/PSA	B323	927.0						449.7	14.4		462.9		
GREEN MILL RESTAURANT	G310	324.2			24.1				300.2				
GREEN RGNL USD CR SPRSTR	V219	397.4							397.4				
GREEN VLY RNCH/RSRT &RED RCK/RSRT	T431	357.2	357.2										
GREEN&BLACKS CHOC BAKING MXS&INGRED	F141	289.1			3.3	285.8							
GREENBAUM INTERIORS DSGN	V179	705.1	31.1	571.8		102.3							
GREENBERG&BEDERMAN ATTY	V151	540.0							540.0				
GREENBRIER CHRYSLER JEEP	V211	831.5			782.5				49.0				
GREENBRIER GMC	V211	281.2			281.2								
GREENBRIER RESORT	T431	1,126.9	865.6		218.2						43.1		
GREENBRIER VOLKSWAGEN	V213	463.8			411.1				52.8				
GREENETRACK RACE TRACK	V163	546.1					26.0		520.2				
GREENIES PET SUPPLIES	G640	2,593.0	2,593.0										
GREENLIGHT FINANCIAL SVC CON SVC	B124	6,664.8							2,714.8	665.8	3,284.2		
GREENRIDGE REALTY	B451	1,939.4			1,939.4								
GREENTREE TOYOTA	V212	481.8			407.0	40.8			34.1				
GREENWAY DODGE CHRY JEEP	V211	457.0							457.0				
GREENWAY DODGE CHRY JEEP &GRNWY FRD	V211	596.8							596.8				
GREENWAY FORD	V211	254.7			20.0		57.0		177.8				
GREENWICH ACURA	V212	353.7			353.7								
GREENWICH CLUB RES	B452	1,257.3	228.3	76.4	412.7	539.9							
GREENWICH CNCRS D ELGNC	V164	678.5	678.5										
GREENWICH FN PRPTS RLTY	B451	267.3	17.7		249.7								
GREENWICH HONDA	V212	1,282.1			1,282.1								
GREENWICH HOSPITAL	V133	1,013.5			821.4	68.3	123.8						
GREENWICH HOSPITAL RECRUITMENT	B912	317.2			289.2	28.0							
GREENWICH OAKS RE DEV &GREENWICH PLC	B452	269.4			67.8	201.6							
GREENWOOD GAMING CENTER	V169	303.4					303.4						
GREENWOOD KING PRPRTS RE	B452	969.7			969.7								
GREENWOOD KNG PRPRTS/AGN	B451	568.7			568.7								
GREG NORMAN SHIRTS MEN	A141	452.2	452.2										
GGREG RUTH JEWELRY	A510	372.9	372.9										
GREGORY & SWAPP ATTY	V151	343.9					201.2		142.7				
GREGORY D ALBERT MD	V132	372.7			372.7								
GREGORY HYUNDAI	V212	263.9			263.9								
GREGORYS GROVES FARM FOOD DR	V840	789.9	32.0	92.0	665.8								
GRESHAM SCION TOYOTA	V211	336.4			336.4								
GRESHAM TOYOTA	V212	411.9			131.7				280.2				
GREY GOOSE ENTERTAINMENT TV PROGRAM	B641	6,321.5	6,321.5										
GREY GOOSE LA POIRE FLAVORED VODKA	F734	9,092.9	8,749.8	343.1									
GREY GOOSE LORANGE FLAVORED VODKA	F734	298.9	186.7								112.2		
GREY GOOSE REG & FLAVORED VODKA	F734	780.2	780.2										
GREY GOOSE VODKA	F734	10,884.1	7,752.6	223.5	193.0	806.9			176.2		1,731.9		
GREY POUPON MUSTARD	F160	821.3	821.3				413.6	67.1					
GREY ROCK/LAKE LURE DEV	B452	480.7											
GREYHOUND BUS LINES	T419	7,322.0	990.6				300.8	727.8	497.2		1,068.1	2,005.9	1,731.5
GREYS ANATOMY SERIES VIDEOS	H532	1,442.2						303.7	5.5	285.0	848.0		
GREYSTONE DEVELOPMENT RE	B452	333.2			331.7		1.5						
GRIDIRON GANG VIDEO	H532	3,928.1	93.6						2,801.9	119.0	311.0	602.6	
GRIEGERS AUTO	V219	915.6			915.6								
GRIFFIN AUTO DLR	V219	671.3			671.3								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GRiffin COMMUNICATION CO	B229	291.7							291.7				
GRiffin IND RE DEV	B452	305.7					305.7						
GRIGSBYS CARPET STORE	V373	279.1			279.1								
GRILL DADDY MISC DR	V859	1,149.1											
GRIM ADVNTRS/BLY&MDY SR VIDEOS	H532	281.9											
GRINNELL TRAVEL & CRUISE	T420	277.3			277.3								
GRIO TS CAR CARE AUTOMOTIVE DR	V880	1,515.8	1,515.8										
GRISOFT AVG INTERNET SEC SOF	B532	984.0	984.0										
GRISTEDES FOOD STORE	V345	983.8			983.8								
GRIZZLY IND HOME & BLDG PDTS DR	V879	1,327.1	1,327.1										
GROLSC H BEER	F611	1,144.6			6.1		930.0		208.5				
GROLSC LAGER	F611	7,939.7	3,483.5					2,218.4	64.9		2,172.9		
GROSS BUILDERS RE DEV	B452	260.6			260.6								
GROSSINGER AUTOPLEX	V219	2,410.5			2,213.6		196.9						
GROSSINGER CADILLAC	V211	274.7			274.7								
GROSSINGER CADILLAC CHEV	V211	1,203.4			1,203.4								
GROSSINGER CHEVROLET	V211	1,842.6			1,842.6								
GROSSINGER SCION TOYOTA	V212	2,076.0			2,076.0								
GROSSMANS BARGAIN OUTLET	V376	1,792.0			1,678.9				113.1				
GROUP HEALTH ASSOC	V133	706.4			3.1								703.3
GROUP HEALTH COOPERATIVE	V133	1,286.6					101.3		1,185.3				
GROUP HEALTH INC CP	B412	1,346.4			1,346.4								
GROUP USA BRIDAL & FORMAL GOWNS W	A130	1,229.4	1,229.4										
GROUP USA BRIDAL GOWNS WOMEN	A130	366.5	366.5										
GROUP USA CLOTHING STORE FAMILY	V311	287.6	287.6										
GROUP USA CLOTHING STORE WOMEN	V311	1,073.9	1,073.9										
GROUPHEALTH OPTIONS MED&DNTL INS	B412	311.4			311.4								
GROVE PARK INN	T431	1,403.4			703.1		15.9		684.4				
GROW FINANCIAL FED CRDT CONSUMER SVC	B124	679.8			634.7		45.1						
GROWTH STOCK GURU REPORT	B629	297.2	79.1		218.1								
GRUBER LAW OFFICE	V151	410.4							410.4				
GRUDGE 2 VIDEO	H532	2,588.9						1,581.4	9.7	317.9	679.9		
GRUMMAN AIRCRAFT	T300	1,842.0			1,842.0								
GRUNDIG AUDIO PDTS DR	V871	325.9	325.9										
GRUNDIG G5 AUDIO PDTS DR	V871	278.6	278.6										
GRUPO MEDLEGAL ATTY	V151	351.1							351.1				
GSH RE AGENCY	B451	782.0		44.0	597.2				140.8				
G-SHOCK WATCHES	A520	1,105.1	1,105.1										
GSN NETWORK CABLE TV	B642	3,363.9	2,058.3	1,097.6	9.2	29.0	169.9						
GSN NETWORK CABLE TV PAID PROMO	B642	520.1										520.1	
G-STAR RAW APPAREL	A990	445.7	217.0	228.7									
G-STAR RAW RTW MEN & WOMEN	A190	259.5	145.2	114.4									
GT BICYCLES	G440	649.7	649.7										
GTFM REMODELING CONTR	V171	283.0			283.0								
GU ENERGY GEL	D543	527.8	509.9		17.8								
GUAETTA & BENSON ATTY	V151	634.9			634.9								
GUARANTEED CON FUNDING CMPTR PDTS DR	V821	3,925.6						611.6	281.2	3,032.9			
GUARANTEED EDUC TUITION	G850	376.6					17.0		359.6				
GUARANTY BANK CONSUMER SERVICES	B121	4,403.4			3,753.5				395.6				254.2
GUARD ID COMPUTER COMPONENTS	B522	436.7											436.7
GUARDIAN GENERATORS	B822	1,258.3	695.1		43.9			105.3	209.9	54.4	149.8		
GUARDIAN LIFE INS VAR INSURANCE	B429	504.4											504.4
GUARDIAN VIDEO	H532	4,683.9	353.9			1,137.2			3,233.6	18.1	172.5	844.9	60.8
GUARDIAN WINDOW CENTER	V376	1,137.2				1,137.2							
GUATEMALA TP	T434	1,039.7	724.5		315.1								
GUAYAQUIL ECUADOR TP	T434	3,474.4		3,404.5		70.0							
GUCCI APPAREL	A990	13,137.9	12,393.9	686.1			57.8						
GUCCI APPAREL WOMEN DR	V810	688.4	688.4										
GUCCI BOOTS WOMEN	A310	482.6	482.6										
GUCCI BY GUCCI FRAGRANCE WOMEN	D180	2,949.2	2,474.7	474.6									
GUCCI EAU DE PARFUM II FRAGRANCE W	D180	629.5	629.5										
GUCCI EYEWEAR	D630	310.8	310.8										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GUCCI FORMALWEAR WOMEN	A130	350.9	350.9										
GUCCI HANDBAGS & SHOES WOMEN	A410	277.4	277.4										
GUCCI HANDBAGS WOMEN	A410	6,788.7	6,497.3		86.8	204.6							
GUCCI JEWELRY	A510	5,314.7	5,146.9	114.4		53.4							
GUCCI OUTLET STORE MEN & WOMEN	V311	1,829.4			40.5	1,788.9							
GUCCI POUR HOMME II FRAGRANCE MEN	D410	5,781.9	5,781.9										
GUCCI RTW MEN	A190	665.1	665.1										
GUCCI SHOES MEN	A310	286.2	238.6		47.6								
GUCCI STORE	V359	1,270.6	70.6	228.7	126.4	826.4	18.6						
GUCCI SUITS MEN	A130	1,156.1	1,156.1										
GUCCI SUNGLASSES	A430	2,743.4	2,743.4										
GUCCI WATCHES	A520	5,932.9	5,453.1	114.4	207.4	158.1							
GUERIN RIFE SPORTING GOODS DR	V851	1,119.5	503.2							616.3			
GUERLAIN MY INSOLENCE FRAGRANCE W	D180	3,671.2	3,671.2										
GUESS APPAREL	A990	11,771.6	11,350.8			420.7							
GUESS CLOTHING STORE FAMILY	V311	433.8				433.8							
GUESS COATS MEN	A120	405.7	405.7										
GUESS DRESSES WOMEN	A130	275.4	275.4										
GUESS HANDBAGS & RTW WOMEN	A410	493.1	493.1										
GUESS HANDBAGS & SHOES WOMEN	A410	1,166.8	1,166.8										
GUESS HANDBAGS WOMEN	A410	4,775.5	4,775.5										
GUESS JEANS & SHIRTS MEN	A142	1,007.6	1,007.6										
GUESS RTW & SHOES MEN & WOMEN	A190	705.0	705.0										
GUESS RTW CHILDREN	A190	453.9	453.9										
GUESS RTW MEN & WOMEN	A190	1,773.4	1,766.4			7.0							
GUESS RTW WOMEN	A190	416.1	416.1										
GUESS SHIRTS WOMEN	A141	328.5	328.5										
GUESS SHOES WOMEN	A310	802.2	802.2										
GUESS SPORTSWEAR CHILDREN	A141	331.1	320.9			10.2							
GUESS SUEDE FRAGRANCE MEN	D410	786.9	786.9										
GUESS SUNGLASSES	A430	1,005.3	1,005.3										
GUESS WATCHES	A520	2,746.9	2,409.7		69.2	268.1							
GUEST LIST/BLENDER MAG	B623	1,424.7	1,424.7										
GUGGENHEIM MUSEUM	V166	1,903.9	1,360.9		303.9	239.0							
GUIDEPOSTS MAGAZINE VAR BOOKS DR	V823	1,173.1	1,173.1										
GUIDEPOSTS.COM MAGAZINE ONLINE	B623	690.1	690.1										
GUILTYLESS GRMT DSRT BWL BRWN&CK MXS	F141	328.1	328.1										
GUINNESS ATKINSON FUNDS	B125	569.6			569.6								
GUINNESS BEER	F611	5,614.9					42.6						16.0
GUINNESS DRAUGHT BEER	F611	6,901.9					1,614.1	67.2					
GUIRYS PAINT & WALLPAPER	V376	276.3		276.3									
GUITAR CENTER	V369	22,885.9					112.0					227.1	22,546.7
GULF COAST B&T CO CONSUMER SVC	B121	845.1		809.4			35.7						
GULF COAST HTRS/BRKRG	G430	325.7	325.7										
GULF COAST RGL BLOOD CTR	V139	849.8					849.8						
GULF COAST WINDOWS CTR	V376	282.9		276.8			6.2						
GULF POWER CO	V173	262.9				119.0		143.9					
GULF STATES TOYOTA	V212	3,577.0				3,280.8	0.5						295.8
GULFSTREAM FRACTIONL OWNSHP AIRCRFT	T300	561.2	561.2										
GULFSTREAM JETS	T300	527.1	527.1										
GULFSTREAM PARK RACING	V163	2,525.8			1,638.9		450.5		436.4				
GULLIVER TRAVEL & TOURS	T420	314.6			314.6								
GUMUCHIAN FILS JEWELRY	A510	392.9	392.9										
GUN & KNIFE SHOW	V164	326.8			68.3		39.8		218.7				
GUN CRIME/PSA	B323	467.0							388.2		78.7		
GUN SHOW	V164	324.4			153.6		170.8						
G-UNIT APPAREL	A990	622.0	622.0										
G-UNIT RTW MEN & WOMEN	A190	655.1	655.1										
GUNN AUTO DLR	V219	588.5			378.0		210.5						
GUNN CHEVROLET	V211	597.3			397.8				199.5				
GUNTHER KIA MAZDA	V212	305.4			305.4								
GUNTHER MAZDA	V212	479.8			479.8								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GUNTHER VOLKSWAGEN	V213	910.1			905.0				5.1				
GUS PAULOS CHEVROLET	V211	295.8			20.6		2.4		272.8				
GUTHRIE THEATRE	V161	866.4			866.4								
GUTHY-RENKER CORP DRUGS/TOIL DR	V830	27,103.8	25,377.5	1,692.7	33.6								
GUTTER CAP PROTECTION SYSTEM	H629	262.7			262.7								
GUTTER HELMET CONTRACTOR	V171	1,686.6			1,686.6								
GUTTER HELMET GUTTER PROTECTION SYS	H611	1,660.9		12.3	1,015.1				633.4				
GUTTER HELMET/MN CONTR	V171	364.5			364.5								
GUTTER TOPPER CONTRACTOR	V171	584.6	374.0		166.4				44.1				
GUYS GONE WILD VAR VIDEOS DR	V873	294.0							33.8	260.2			
GWARTNEY FORD	V211	419.4			322.2				97.2				
GWATNEY CHEVROLET	V211	575.6			394.6				181.0				
G-WILL LIQUORS	V341	262.8			262.8								
GWINNETT PLACE HONDA	V212	1,525.3			712.4				812.9				
GWINNETT PLACE NISSAN	V212	926.2			3.4				922.8				
GYM SOURCE SPRT GDS STR	V365	1,010.2			650.1	245.8	25.1		4.6				84.6
H MAGAZINE	B623	344.4			344.4								
H PEARCE CO REALTORS	B451	440.8			329.5				111.3				
H STERN JEWELRY	A510	2,118.9	2,118.9										
H&H CHEVROLET	V211	801.8			75.6				726.2				
H&L CHEVROLET	V211	286.9			286.9								
H&M CLOTHING STORE CHILDREN	V311	1,036.1	1,036.1										
H&M CLOTHING STORE FAMILY	V311	2,161.5			768.8	73.2	1,319.5						
H&M CLOTHING STORE MEN & WOMEN	V311	316.8	45.4				190.5						81.0
H&M CLOTHING STORE WOMEN	V311	15,916.4	15,861.9		54.5								
H&R BLOCK RECRUITMENT	B912	439.0			10.9				265.5		146.9		15.7
H&R BLOCK TAX SCHOOL	G840	4,476.1			44.5				546.0	940.1	1,930.0	1,006.7	8.8
H&R BLOCK TAX SERVICE CONSUMER SVC	B123	67,973.2			500.3		1,084.9	23,462.2	19,404.0	8,184.4	11,595.6	1,673.6	2,068.1
H57 HOODIA DRUGS/TOILETRIES DR	V830	1,888.1	452.6						221.9	88.6	928.2		196.9
H57 HOODIA REDUCING AID CAPSULES	D542	969.4	512.2										457.2
HAAGEN-DAZS ICE CREAM	F313	4,115.1	3,877.4	237.7									
HAAGEN-DAZS LIGHT ICE CREAM	F313	1,664.6	1,515.5						149.1				
HAAS AVOCADOS	F322	373.8											373.8
HABAND CO APPAREL MEN DR	V810	2,387.3	74.8	2,312.5									
HABAND CO APPAREL WOMEN DR	V810	6,937.0	3,569.5	3,367.4									
HABBERSTAD BMW	V213	766.1			758.2		7.8						
HABERSHAM FURNITURE	H121	1,482.9	1,482.9										
HABERSHAM RE DEV	B452	388.8	388.8										
HABITAT FOR HUMANITY/PSA	B323	12,022.5							9,259.2	1,715.7		1,047.7	
HABITAT RE DEV	B452	250.4			250.4								
HABITAT/HUMANITY INTL	B322	391.1			275.0	57.5	7.6		51.0				
HABUSH HABUSH&RTR ATTY	V151	793.7								793.7			
HACER/PSA	B323	480.0								480.0			
HACHETTE BK GRP USA STR	V355	523.1	98.3		62.9	361.8							
HACHETTE FILIPACCHI ORGANIZE IT BOOK	B623	364.2	364.2										
HACIENDA BUILDERS HOMES	B610	523.1					514.4						8.8
HACIENDA PINILLA RE DEV	B452	827.7			257.6		510.3		59.8				
HACKENSACK UNIV MED CTR	B452	764.9	764.9										
HAGERTY AUTO INSURANCE	V133	3,243.3	70.6	422.0	1,082.9	362.5			1,042.0		263.3		
HAGGAR CLOTHING CO STORE FAMILY	B422	707.7	395.8								311.9		
HAGGAR PANTS & SHIRTS MEN	V311	257.8			41.2								216.6
HAGGAR PANTS MEN	A141	1,384.9							284.8		1,100.1		
HAGGAR SHIRTS MEN	A141	6,748.1	5,957.4	82.7							708.0		
HAGGAR SUITS MEN	A141	4,136.5	4,077.5								59.0		
HAGGEN FOOD & PHARMACY	A130	698.9	317.9								381.0		
HAGOPIAN CLEANING SVC	V346	388.3			183.7				204.6				
HAGOPIAN RUG OUTLET STR	V179	263.3			169.6				93.7				
HAIER CP	V373	701.2			697.7				3.5				
HAIER REFRIGERATOR	G930	1,840.2							904.2	1.7	2.1	932.2	
HAIN CELESTIAL VAR FOOD PDTs	H211	2,279.5	2,279.5										
HAINES & KRIEGER ATTY	F900	273.1	194.3						78.8				
	V151	374.9								374.9			

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HAIR CLUB FOR MEN	V131	2,992.8						752.0	540.1	814.4	886.3		
HAIR CLUB SALON	V131	610.5	524.6		85.9								
HAIR CLUB/MEN & WOMEN	V131	1,535.1					168.1		82.9	1,273.2	10.9		
HAIR CUTTERY HAIR SALON	V131	3,637.9			224.6		1,580.2						1,833.1
HAIR RESTORATION CENTERS	V133	288.0			52.9		49.6			185.4			
HAIR U WEAR HAIR EXTENSION	D350	2,018.6	2,018.6										
HAIR U WEAR WIGS	D350	2,567.7	2,567.7										
HAIRCLUB.COM ONLINE	B670	603.4	603.4										
HAIRMAX DRUGS/TOILETRIES DR	V830	1,186.0		62.2	1,088.1	35.7							
HAIRMAX LASERCOMB DRUGS/TOIL DR	V830	955.7				955.7							
HAIRMYSTERY.COM ONLINE	B549	2,158.9						1,019.2	26.6	381.0	655.0		77.1
HAIRSPRAY PLAY	V161	346.9	116.1						230.7				
HAIRSPRAY VIDEO	H532	4,709.5	1,017.6					1,908.1	69.9		1,713.9		
HAL JONES & CO BOAT DLR	G430	863.1	863.1										
HALE & DORR LLP CP	V151	254.2				254.2							
HALEKULANI HOTELS HI	T432	1,129.5	1,113.4			16.1							
HALEY TOYOTA	V212	579.5			179.6				399.9				
HALF MOON HOTEL JAMAICA	T432	1,377.8	1,217.3	160.5									
HALF PRICE BOOKS STORE	V355	5,293.8				43.7				2,233.6			3,016.5
HALI I KAI/WAIKOLOA/RSRT HI	T432	717.1	717.1										
HALIFAX MEDICAL CENTER	V133	507.6							489.2				18.5
HALIFAX PRS AP	V161	258.5									258.5		
HALL AUTOMOTIVE	V219	2,679.1			624.0				2,055.0				
HALL AUTOMOTIVE SVC CTR	V241	290.7							290.7				
HALL HONDA	V212	250.1				112.7			137.4				
HALL NISSAN	V212	415.7				150.3			265.3				
HALL-ALL I WANT FOR XMAS PAID PROMO	B642	1,015.1	223.6	324.9					4.1		462.5		
HALLMARK CHANNEL CBL TV	B642	4,736.6	2,239.5	1,450.5	8.5		167.9						870.1
HALLMARK CHANNEL CBL TV PAID PROMO	B642	2,209.3	424.3	112.0					3.9		209.6	741.2	718.2
HALLMARK GOLD CROWN STR	V355	13,744.5	9,718.1	1,984.0	609.6	683.1	22.8						727.0
HALLMARK GREETING CARDS	B722	54,001.7	3,894.6		34.6	383.8		23,632.4	958.0	17,469.8	5,197.3	1,484.0	947.1
HALLMARK GREETING CARDS & GIFTS	B722	23,766.4						10,698.9	150.1	6,531.2	3,967.3	2,418.9	
HALLMARK HOMES	B452	581.6			445.0		120.9		15.8				
HALLMARK HYUNDAI	V212	382.0					38.0		344.0				
HALLMARK INST/ARNTCS	G850	318.4							318.4				
HALLMARK INST/TECHNOLOGY	G840	574.0							574.0				
HALLMARK ORNAMENTS	H190	4,626.1						2,755.8	19.8	1,247.0	603.5		
HALL-NOTE PAID PROMO	B642	1,132.8	246.7	436.9					4.4		444.8		
HALLOCKS APPL&FURN STORE	V371	585.1			460.1				125.0				
HALLOWEEN EXPRESS STR	V359	450.7	183.9		50.0		177.7		39.1				
HALLOWEEN UNRATED VIDEO	H532	3,870.8						1,239.3	76.0	1,153.0	1,402.5		
HALLS BURSTS COUGH TABS	D522	2,466.4						1,292.4	29.7	371.9	772.5		
HALLS COUGH PDTs	D522	363.0											363.0
HALLS DEFENSE CANDY	F510	370.4	370.4										
HALLS DEFENSE VITAMIN C DROPS	D541	1,211.0	1,211.0										
HALLS MENTHO-LYPTUS COUGH TAB	D522	12,305.4	144.9					8,091.2	44.0	371.9	3,653.5		
HALLS NATURALS COUGH DROPS	D522	3,060.7	20.4					0.0	66.7	2,920.1	53.4		
HALLS PROHEALTH DFNS DIETARY SPLMNT	D543	7,470.2	7,470.2										
HALLS SALVAGE STORE	V359	1,405.2							1,405.2				
HALO UVX ULTRAVIOLET VACUUM CLEANER	H223	287.5	287.5										
HALO VACUUM CLEANER	H223	2,176.6	1,564.9				63.9		547.9				
HALPERNS FURNITURE STORE	V375	336.7			336.7								
HALSTEAD PROPERTY CO	B451	2,116.5	517.2	360.1		1,174.2	65.0						
HAMAMATSU CORP CP	G930	755.2	755.2										
HAMDEN CHRYSLER	V211	282.9			282.9								
HAMER TOYOTA	V212	2,015.1			1,744.6		270.5						
HAMILTON AUTO DLR	V219	494.7			494.7								
HAMILTON BEACH APPLIANCES DR	V872	5,660.7						238.6	19.9	896.0	4,506.2		
HAMILTON BEACH HOUSEHOLD DR	V872	642.3							13.7	0.3	76.6	551.7	
HAMILTON COLLECTION COLLECTIBLES DR	V852	14,036.6	10,091.0	3,945.6									
HAMILTON COLLEGE	G810	1,059.6						15.5		1,044.1			
HAMILTON JEWELERS	V314	627.1			190.4		136.8	283.2		16.6			

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HAMILTON MAZDA SUBARU	V212	431.1			431.1								
HAMILTONS SOFA GALLERY	V375	612.0			318.4				293.5				
HAMLET RE DEV	B452	386.8					386.8						
HAMMACHER SCHLEMMER	V359	1,068.7	225.4	334.0	475.8	33.5							
HAMMACHER SCHLEMMER MISC DR	V859	3,389.9		563.9	2,517.8	308.2							
HAMMOND LUMBER CO	V376	321.0							321.0				
HAMMONDS FERRY RE DEV	B452	318.0	58.3	249.3			10.3						
HAMPTON CHEVROLET MAZDA	V219	850.4			820.2				30.3				
HAMPTON HOUSE FURN STR	V375	252.7			242.9	9.8							
HAMPTON INN HOTELS	T431	25,395.0	3,945.6		155.1	4,210.5	6,097.1	72.8	13.8		10,900.0		
HAMPTON LAKE RE DEV	B452	419.4	410.7						8.7				
HAMPTON ROADS CHRY JP DA	T121	352.4			352.4								
HAMPTON ROADS VA INDUSTRIAL DEV	B840	999.3	456.5			542.7							
HAMPTON YACHT BUILDING YACHTS	G430	486.0	486.0										
HAMPTON YACHTS SLS	G430	320.7	320.7										
HAMPTONHIGHREVEALED.COM ONLINE	D630	1,036.2								1,036.2			
HAMPTONS TRAVEL GD MAG	B623	356.0			356.0								
HAMRICKS CLOTHING STORE FAMILY	V311	270.6					35.3		235.3				
HAMRICKS CLOTHING STORE MEN & WOMEN	V311	303.4			48.9		27.9		226.6				
HANCOCK & MOORE FURNITURE	H121	848.3	848.3										
HANCOCK & MOORE LEATHER FURNITURE	H121	400.1	400.1										
HANCOCK BANK CONSUMER SERVICES	B121	251.6			38.1		180.4		33.1				
HANCOCK FABRICS STORES	V353	4,604.9			4,599.0		6.0						
HANCOCK MAZDA	V212	256.0			256.0								
HAND CENTER	V133	1,091.5					452.4		639.2				
HANDLER HENNING&RSBRG	V151	725.7			3.5				722.3				
HANDY SWITCH HOUSEHOLD DR	V872	2,636.1						88.4	17.7	188.0	2,342.0		
HANDY TV & APPL STORE	V371	430.7			294.9				135.8				
HANDYMAN CONNECTION	V179	1,662.4	378.9		812.7		41.1		155.4		274.2		
HANES ALL-OVER COMFORT BRAS WOMEN	A220	25,724.0	5,239.3	840.6				9,777.1	243.6	5,866.6	3,756.8		
HANES APPAREL	A990	7,525.5	145.2	2,019.9				3,075.0			2,285.5		
HANES BRAS & PANTIES WOMEN	A220	272.0	272.0										
HANES COMFORTSOFT BRAS & PANTIES W	A220	1,737.3	560.3					546.6	123.9	220.6	285.9		
HANES COMFORTSOFT PANTIES WOMEN	A210	12,872.7	1,466.2					3,971.7	137.5	3,837.5	3,459.8		
HANES COMFORTSOFT T-SHIRTS MEN	A141	6,518.8						2,182.0	141.9		4,195.0		
HANES COMFORTSOFT UNDERWEAR MEN	A210	6,828.2						2,128.6	109.0		4,590.6		
HANES PANTIES WOMEN	A210	2,599.7	2,599.7										
HANES PERFECT T T-SHIRTS WOMEN	A141	2,678.4	2,678.4										
HANES RTW MEN & WOMEN	A190	274.4					274.4						
HANES T-SHIRTS MEN	A141	4,722.0	2,058.6	2,009.4				226.7			427.3		
HANES T-SHIRTS WOMEN	A141	259.4	259.4										
HANK COCA FURNITURE STR	V375	254.7							254.7				
HANK GRAFF CHEVROLET	V211	1,223.4			1,089.6				133.8				
HANKE BROS SIDING&HM IMP	V171	415.7							415.7				
HANKOOK AUTO & TRUCK TIRES	T145	331.6	331.6										
HANKOOK AUTO TIRES	T145	1,327.4	1,326.4							1.0			
HANKOOK TIRES DLR	T145	1,474.3					1,474.3						
HANKS FINE FURNITURE STR	V375	1,125.4			175.3				950.1				
HANLES AUTO	V219	314.7			314.7								
HANLES NISSAN TOYOTA	V212	459.3			459.3								
HANLES TOYOTA	V212	545.3			540.7		4.6						
HANNAFORD FOOD&DRG SPRST	V345	4,000.8	128.3		318.2				3,554.4				
HANNAH MNTN LFS WHT/IT &JHNY/BCK/BRD	H532	541.3								541.3			
HANNAH MT POP STAR PRFL VIDEO	H532	530.9							2.5	89.1	224.1	215.1	
HANNIBAL RISING VIDEO	H532	579.1							339.3	13.2	47.9	178.7	
HANNOUSH JEWELERS	V314	1,131.6			47.2		65.8		1,018.5				
HANS KLOK/BEAUTY/MAGIC	V159	305.8	255.4										
HANS WIEMANN HAIR RPLC	V131	648.3					50.4			648.3			
HANSEL HONDA	V212	381.5			381.5								
HANSEL TOYOTA	V212	482.2			482.2								
HANSONS WINDOWS & SIDING	V376	2,820.0			41.4				2,778.6				
HANWAY FILMS GOYAS GHOSTS MOVIE	B660	1,250.3	35.7		954.2	260.4							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HAP HEALTH ALLIANCE PLAN	B412	656.3			241.7				414.6				
HAP HEALTH ALLIANCE PLAN MEDICAL INS	B412	447.8			72.8				374.9				
HAP MEDICAL & DENTAL INS	B412	1,897.7			1,785.1		112.7						
HAP MEDICAL INSURANCE	B412	389.0			389.0								
HAPPY HOUSE RESTAURANT	G310	304.9			304.9								
HAPPILY NEVER AFTER VIDEO	H532	1,840.2	145.0						735.1	4.5		860.4	95.3
HAPPY FEET & POLAR EXPRESS VIDEOS	H532	2,552.0	724.3	672.6					740.3	1.1	228.3	185.5	
HAPPY FEET VIDEO	H532	13,615.1	383.9						7,400.7	346.9	2,178.6	2,955.0	350.0
HAPPY FOODS STORE	V346	669.0			669.0								
HAPPY HOLIDAYS/PSA	B323	1,250.2							1,227.7			22.5	
HAR.COM REALTORS ASSN ONLINE	B451	460.1			35.4				424.7				
HARBOR AUTO DLR	V219	860.3			860.3								
HARBOR CHEVROLET	V211	764.6			764.6								
HARBOR CHRYSLER	V211	306.5			299.9		6.5						
HARBOR FREIGHT TOOLS CTR	V376	464.1			464.1								
HARBOR GMC	V211	326.8			326.8								
HARBOR HONDA	V212	608.9			558.0		50.9						
HARBOR HOSPITAL	V133	265.6			211.1		54.5						
HARBORAGE CLUB MARINA	G430	323.5	279.5		44.0								
HARBORSTONE CREDIT UNION CON SVC	B124	293.8			186.6		107.2						
HARCOURT BRACE VAR BOOKS	B610	528.4				528.4							
HARD ROCK CAFE	G320	1,317.6	219.1		164.9	68.2	861.6		3.8				
HARD ROCK HOTEL & CASINO	T431	11,207.4	4,314.3		5,834.8		740.4		317.9				
HARD ROCK HOTEL & CASINO SEMINOLE	T431	10,836.4	33.9		6,677.5		1,056.9	8.0	3,060.1				
HARDEES RESTAURANT	G320	26,200.9				47.5		2,850.2		21,104.1			2,199.1
HARDEN FURNITURE	H121	648.1	647.2						0.9				
HARDIN AUTO SALES	V219	1,895.6			1,891.2				4.4				
HARDIN GMC HYUNDAI	V219	571.9			571.9								
HARDIN HONDA	V212	504.3			504.3								
HARDIN HYUNDAI	V212	469.3			469.3								
HARDISON & ASSOC ATTY	V151	602.0							602.0				
HARD-KROME MOTORCYCLE PARTS	T149	276.0	276.0										
HARDWOOD ARTISAN FURN	V375	348.5			348.5								
HARDWOOD FURN STUDIOS	V375	336.0			336.0								
HARDY WOLF&DOWNING ATTY	V151	322.2							322.2				
HARE BUICK PONT GMC	V211	293.8							293.8				
HARGRAVE YACHTS	G430	352.8	352.8										
HARKINS MOVIE THEATRES	V165	3,847.1			3,847.1								
HARKNESS FURNITURE STORE	V375	485.2			485.2								
HARLEM CELEBRATES ADVERTORIAL	G190	616.9				616.9							
HARLEM FURNITURE STORE	V375	8,338.8			931.2		27.6		7,380.0				
HARLEM GLBTRTRS/CMPBLS	F210	2,300.9							2,300.9				
HARLEM GLOBETROTTERS	V163	658.7	151.1		88.7		20.6		398.4				
HARLEM TP	T433	406.8			263.9	142.9							
HARLEY DAVIDSON MOTORCYCLE CLTHS M	A141	623.1	623.1										
HARLEY-DAVIDSON MOTORCYCLE	T131	19,156.1	13,958.5		58.3	84.4	386.8	108.0	123.6		3,775.3	650.0	11.1
HARLEYSVILLE NATL & T CONSUMER SVC	B121	499.7			499.7								
HARMON LAW OFFICES	V151	7,174.1			7,174.1								
HARMONS FOOD STORE	V346	368.4			128.2				240.2				
HARMONY HEALTH PLAN MEDICAL INS	B412	344.9							344.9				
HAROLD ZEIGLER AUTO ENT	V219	650.8			566.0				84.8				
HARPER PERENNIAL VAR BOOKS	B610	871.1	230.9			640.2							
HARPERCOLLINS AT/CTR OF/STORM BOOK	B610	482.7	482.7										
HARPERCOLLINS VAR BOOKS	B610	2,471.7	411.7		221.6	1,818.4					20.0		
HARPERS BAZAAR MAGAZINE ONLINE	B623	1,553.2	1,553.2										
HARPO PRODUCTIONS RADIO PROGRAM	B630	289.8	289.8										
HARPO PRODUCTIONS TV PROGRAM	B641	2,032.9	2,028.3				4.7						
HARRAHS CASINO HOTELS	T431	16,320.1	148.3		3,791.4		4,950.1		2,010.6		26.4	99.3	5,294.0
HARRAHS CASINO HOTELS & HRVYS HTL&CSN	T431	482.2			305.9				176.3				
HARRAHS CASINO HOTELS ATLANTIC CITY	T431	5,907.2			1,787.8		3,698.8		376.7				43.9
HARRAHS CASINO HOTELS CHEROKEE	T431	3,643.7			2,233.2		378.1		961.7				70.7
HARRAHS CASINO HOTELS CHESTER	T431	1,457.1			1,188.3								268.7

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HARRAHS CASINO HOTELS COUNCIL BLUFF	T431	616.2			262.3		19.2		177.3				157.4
HARRAHS CASINO HOTELS JOLIET	T431	4,500.0			3,297.9				1,046.1				155.9
HARRAHS CASINO HOTELS LA DOWNS	T431	523.4					441.4		81.9				
HARRAHS CASINO HOTELS LAKE TAHOE	T431	1,917.2	184.7		537.2		472.7		722.7				
HARRAHS CASINO HOTELS LAS VEGAS	T431	615.4	32.2		77.7		100.9		359.4		45.2		
HARRAHS CASINO HOTELS LAUGHLIN	T431	885.8			313.3		488.6		83.8				
HARRAHS CASINO HOTELS METROPOLIS	T431	1,306.3			973.5				173.9				158.9
HARRAHS CASINO HOTELS NEW ORLEANS	T431	3,894.1	693.9		1,460.7		658.9		769.4				311.2
HARRAHS CASINO HOTELS NORTH KC	T431	3,862.2			3,411.9		105.1		345.1				
HARRAHS CASINO HOTELS PHOENIX AK-CHN	T431	3,637.8			2,509.3		497.6		630.9				
HARRAHS CASINO HOTELS RINCON	T431	2,407.6	59.1		1,059.7		895.6		393.3				
HARRAHS CASINO HOTELS SAN DIEGO	T431	1,498.6			1,498.6								
HARRAHS CASINO HOTELS ST LOUIS	T431	931.2			857.9								73.3
HARRAHS CASINO HOTELS ST LOUIS RVPRT	T431	334.3					7.0		232.6				94.8
HARRAHS CHSTR CSN&RCTRCK	V169	1,135.8							1,135.8				
HARRAHS ENTERTAINMENT CP	G930	304.4							193.2		111.2		
HARRELL & HARRELL ATTY	V151	2,066.1					32.4		2,033.7				
HARRINGTON CLG OF DESIGN	G840	276.8			3.5				273.3				
HARRINGTONS OF VT FOOD DR	V840	801.0	39.0	245.5	388.4	128.1							
HARRIS & GRAVES ATTY	V151	315.2							315.2				
HARRIS AUTO DLR	V219	312.3			312.3								
HARRIS BANK CONSUMER SERVICES	B121	5,267.6			4,982.3		212.4						73.0
HARRIS FORD	V211	1,024.4			1,024.4								
HARRIS METHODIST HOSP	V133	632.2	126.3		33.3		472.6						
HARRIS SCHOOL OF BUS	G810	256.6			15.2				241.4				
HARRIS TEETER SUPER MKT	V345	6,288.4			1,473.1		258.9		4,556.4				
HARRIS THEATER	V161	887.9			861.4	26.5							
HARRISON CONDOMINIUMS	B452	565.6	70.6	457.4	37.6								
HARROWS GENERAL MDSE STR	V359	826.6			823.6	3.0							
HARROWS PATIO FURN STR	V375	258.8			253.6	5.2							
HARRY NORMAN REALTORS	B451	581.0	101.1		127.9		352.0						
HARRY POTTER VIDEOS	H532	576.4	576.4										
HARRY POTTER&ORDER/PHNX &FRD CLS MV	H532	1,835.7						1,139.8	6.1	409.3	280.6		
HARRY POTTER&ORDER/PHNX VIDEO	H532	11,617.3	164.5	840.6				6,228.2	83.0	1,922.8	2,378.3		
HARRY POTTER/CLCTN GFTST VIDEOS	H532	1,587.4						652.8	0.7		933.8		
HARRY S COHEN&ASSOC ATTY	V151	522.1						522.1					
HARRY WINSTON JEWELERS	V314	3,628.7	1,989.1		144.9	1,494.6							
HARRY WINSTON WATCHES	A520	524.0	524.0										
HARRY'S SHOES STORE FAMILY	V313	1,357.4			43.4	1,314.1							
HARSEN HOUSE RE DEV	B452	334.6		127.9		206.7							
HARSH TIMES VIDEO	H532	303.8						16.2	0.5	110.6	176.5		
HARTE AUTO DLR	V219	336.0			265.6	70.4							
HARTE INFINITI NISSAN	V212	283.8			250.3	33.5							
HARTE NISSAN	V212	354.4			315.9				38.5				
HARTFORD AUTO INSURANCE	B422	8,642.3	5,977.6		2,664.7								
HARTFORD FIN SVC GRP INC FUNDS	B125	750.1	630.6	114.4					5.2				
HARTFORD FINANCIAL SVC CONSUMER SVC	B122	18,222.6	13,921.6	797.2	25.6	3,039.0	117.8	117.7	3.0			200.7	
HARTFORD HOSPITAL	V133	1,090.3			455.5		7.5		627.4				
HARTFORD INSURANCE & FIN SVC	B429	17,801.5	703.0					17,001.1	24.5		36.4	36.4	
HARTFORD VAR INSURANCE	B429	871.2	44.7		802.5		24.0						
HARTFORD WOLF PACK HCKY	V163	328.6			117.7				210.9				
HARTFORD/NEW HVN HYND DA	T122	344.1			344.1								
HARTFORDSTAGE THEATRE	V161	343.6			339.9	3.8							
HARTZ CONST RE DEV	B452	267.8			267.8								
HARTZHEIM DODGE	V211	1,695.6			835.3				860.3				
HARVARD BUS REVIEW MAG	B623	300.0	300.0										
HARVARD BUS SCH PRS VAR BOOKS	B610	1,366.4	1,366.4										
HARVARD ECONOMIC DEV	B315	322.6			322.6								
HARVARD PILGRIM HLTH CR FIRST SNRTY	B412	345.7							345.7				
HARVARD PILGRIM HLTH CR HMO PLANS	B412	662.7							662.7				
HARVARD PILGRIM MEDICAL INSURANCE	B412	2,241.0			1,393.4	113.1	88.8		537.4				108.3
HARVARD UNIV PRESS VAR BOOKS	B610	526.1	403.9			122.2							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HARVARD UNIVERSITY	G810	2,440.5	1,858.8	5.8	224.3	341.2	10.2		0.3				
HARVEST HOUSE NAT FOODS	V346	574.5			574.5								
HARVEST RANCH MARKET & JONATHANS MKT	V346	293.4			293.4								
HARVEY AUTOMOTIVE	V219	362.3			338.6				23.7				
HASBRO BABY ALIVE DOLL	G521	1,555.2						134.2	0.1		1,420.9		
HASBRO BABY ALIVE SIP&SLURP DL	G521	586.6						32.3	0.0	5.0	549.3		
HASBRO BABY ALIVE WETS&WIGGLES	G521	1,833.2						16.4	1.6		1,815.3		
HASBRO ELECT BUZZ LGHTYR&ADV WD	G523	502.5						26.1			476.4		
HASBRO ELECT CATCH PHRASE GAME	G511	334.0									334.0		
HASBRO FUR RL FRNDS SQWKRS MCW	G541	2,914.2						440.9	3.6		2,469.6		
HASBRO HYPER SLIDE ELECT GAME	G549	1,538.3						220.5	0.0		1,317.7		
HASBRO IDATEN JUMP PLAYSET	G543	403.7						43.5	0.9	12.5	346.8		
HASBRO INC CP	G549	628.7	279.4		306.7	42.6							
HASBRO LITTLEST PET SHP PWS/DRY	G521	3,318.3						525.5	3.7		2,789.1		
HASBRO LITTLEST PET SHP RND/TWN	G521	2,544.7						364.7	4.4		2,175.6		
HASBRO LITTLEST PT SHP DGTL PTS	G549	388.5						22.3	0.0		366.2		
HASBRO LITTLEST PT/TNST TNST/PL	G549	967.6						76.5	1.3	17.5	872.3		
HASBRO LITTLEST PT/TRCKS&TLNT S	G549	520.0						52.0	0.3	5.0	462.7		
HASBRO MY LTL PNY PLY/CRY SKYWS	G541	1,837.8						207.1	0.0		1,630.7		
HASBRO MY LTL PNY PNYVL PLY ST	G521	2,580.8						317.9	0.1	3.9	2,258.8		
HASBRO MY LTL PNY SNG&DNC PNK P	G549	1,127.0						38.5			1,088.5		
HASBRO NERF COSMIC CATCH BALL	G542	1,762.4						144.1	2.6	59.4	1,556.3		
HASBRO NERF DART TAG STRIKEFIRE	G542	1,068.7						53.1	1.4	22.5	991.7		
HASBRO NERF N-STRIKE BLASTERS	G549	795.1						172.4			622.7		
HASBRO NERF N-STRIKE DISK SHOT	G542	476.5						37.4	12.7		426.4		
HASBRO NERF N-STRIKE LONG SHOT	G542	1,290.1						135.2	0.0	10.0	1,144.9		
HASBRO NERF N-STRK MVRCK&NT FND	G549	348.3						19.8	0.7	27.5	300.3		
HASBRO NERF PRO GRIP FOOTBALL	G490	320.4						11.1			309.3		
HASBRO NERF SPIDER-MAN 3/DRT TG	G590	465.3						18.6			446.7		
HASBRO PICTUREKA GAME	G512	725.8		725.8									
HASBRO SPIDER-MAN 3 SPN WB BLST	G542	2,168.6						167.1	3.3	116.4	1,881.8		
HASBRO SPIDER-MAN 3 ULTMT/BLSTR	G549	576.0						28.8			547.2		
HASBRO STAR WARS FORCE/LGHT SBR	G549	1,942.2	37.7					277.6	0.1	23.2	1,603.7		
HASBRO STAR WARS TRANSFORMERS	G523	769.3						34.4	0.1		734.8		
HASBRO SUPER SKR ARTC SHCK BLST	G542	280.5						25.4	0.2	24.4	230.6		
HASBRO TOYS	G549	304.9		299.5		0.1							5.3
HASBRO TOYS DR	V851	1,341.2							1.5		1,339.7		
HASBRO TRANSFORMERS FGRS&ACCESS	G523	1,043.6	37.7					67.9	0.4	24.4	913.2		
HASBRO TRANSFORMERS OPTMS/VC CH	G549	365.0						23.4	0.1		341.5		
HASBRO TRANSFORMERS RBT FGHTRS	G523	646.8						114.9			531.9		
HASBRO TRNSFRMRS FLY PR WL GRPH	G549	273.2						3.0			270.2		
HASBRO TRNSFRMRS MGTRN&OPTM/FIG	G523	474.7						14.8	1.3	27.0	431.6		
HASBRO TRNSFRMRS STRSCRM&OPTMS	G549	1,189.1						96.6	2.3	16.2	1,074.1		
HASBRO TRNSFRMRS ULMT BMBLB	G543	726.0						35.7	0.2		690.1		
HASBRO VAR BOARD GAMES	G512	8,452.5	506.7					3,376.0	0.2		4,569.6		
HASBRO VAR SPIDER-MAN 3 TYS&ACS	G549	441.5						24.2			417.3		
HASBRO VAR SPIDERMAN TOYS&ACCES	G549	607.3	62.7					286.3			258.3		
HASBRO VAR SUPER SOAKER WTR GNS	G542	484.9						35.9	0.3	61.5	387.2		
HASKELLS LIQUOR STORE	V341	341.8			341.8								
HASKINS REALTY ONLINE	B451	447.9						431.5		16.5			
HASS AVOCADO	F323	1,572.1	278.5								392.2		901.5
HASS AVOCADO BOARD	F323	269.9											269.9
HASSEL MOTORS BMW	V213	410.9			393.6	17.3							
HASTENS BEDDING	H142	1,659.0	1,544.6	114.4									
HASTENS BEDDING STORE	V377	540.3			397.2	143.1							
HASTENS FURNITURE	H121	395.2	395.2										
HASTENS FURNITURE STORES	V375	1,851.0	1,528.8	322.3									
HASTENS PASSION/BEDS STR	V377	286.8			286.8								
HASTINGS & HASTINGS ATTY	V151	1,053.9						369.9		684.0			
HATBORO FED SAVINGS CONSUMER SVC	B121	425.8			409.5			16.4					
HATE/PSA	B323	548.9									317.8	220.2	10.9
HATFIELD HOT DOGS	F331	273.3											273.3

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HATFIELD HYUNDAI	V212	251.4			59.8				191.6				
HATFIELD VAR MEAT	F332	367.9							367.9				
HATFIELD-BERRANG HEARING	V139	260.0			260.0								
HATTERAS YACHTS	G430	924.7	919.6					4.3	0.7				
HAUTE MEDIA	B651	15,284.8	15,284.8										
HAVAIANAS SANDALS MEN & WOMEN	A310	5,966.1	5,966.1										
HAVERFORD TRUST CO CONSUMER SERVICES	B121	851.1			127.1	724.0							
HAVERHILLS MULTI-PDTS DR	V899	535.8	531.5		4.4								
HAVERTYS FURNITURE STORE	V375	32,313.2	4,235.9		13,305.2		20.4		14,751.7				
HAVALINE DEPOSIT SHIELD MOTOR OIL	T212	5,323.5	2,987.2						1,294.6	1,010.6	9.8	21.4	
HAVALINE FORMULA 3 MOTOR OIL	T212	471.5	452.4		19.1								
HAVALINE MOTOR OIL	T212	4,996.4	142.0				210.9	909.2	1,831.4	9.8		872.2	1,021.0
HAWAII FIVE-O SERIES VIDEOS	H532	256.0									256.0		
HAWAII PACIFIC UNIV	G810	261.4	84.6							176.9			
HAWAII STATE TP	T434	4,029.8	1,917.7		37.7	36.1		392.6	15.2	5.4	1,625.2		
HAWAIIAN AIRLINES DOM	T413	251.9								251.9			
HAWAIIAN AIRLINES DOM & INTL	T413	636.1	91.1					524.8	18.7	1.5			
HAWAIIAN AIRLINES INTL	T414	2,347.0	1,315.5		821.6	114.0			18.7	64.9	10.8		1.5
HAWAIIAN ELECTRIC CO	V173	546.9								546.9			
HAWAIIAN TELCOM ISP	B225	611.7								611.7			
HAWAIIAN TROPIC SUN CARE PDTS	D170	505.9	505.9										
HAWAIIAN TROPIC ZN REST	G310	776.1	174.2		601.9								
HAWAIIAN TROPIC ZONE LNG	V167	504.5	466.9				37.7						
HAWK ELECTRONICS STORE	V361	557.1			248.0		309.1						
HAWK FORD	V211	1,141.2			1,019.4					121.9			
HAWKINS FURNITURE CO	V375	258.7	258.7										
HAWKS LANDING RE DEV	B452	308.6			308.6								
HAWTHORN SUITES HOTEL	T431	1,353.2			4.2		84.9		3.7			1,260.5	
HAWTHORNE APPL&ELECT STR	V371	644.0			644.0								
HAWTHORNE AUTO DLR	V219	479.4			479.4								
HAWTHORNE CHEVROLET	V211	7,025.2			7,001.4		23.8						
HAWTHORNE CONDOMINIUMS	B452	475.1			475.1								
HAWTHORNE VILLAGE COLLECTIBLES DR	V852	26,149.3	15,076.8	10,723.0	349.5								
HAY HOUSE LAWS OF THINKING BOOK	B610	584.3							1.7		582.6		
HAYMOND LAW FIRM	V151	495.4								495.4			
HAYNES BROS FURN STR	V375	485.9			429.9					56.0			
HAYNES FURNITURE STORE	V375	5,749.9			364.4					5,385.6			
HAYNES JEEP CHRYSLER	V211	570.2			350.6					219.6			
HAYNES MANUALS PRINTED PDTS DR	V829	535.2	535.2										
HAYWARD AUTO DLRS	V219	263.7			263.7								
HAYWARD FORD	V211	359.2			35.1					324.1			
HAYWARD FORD LINC MERC	V211	1,230.5			863.9					366.7			
HAYWARD MAZDA	V212	944.4			944.4								
HAYWARD NISSAN	V212	588.0			260.1					327.9			
HAYWARD SCION TOYOTA	V212	974.1			974.1								
HAYWOOD CHEVROLET	V211	872.9			872.9								
HBB.COM BP ONLINE	B911	2,870.0							642.2	221.0	2,006.8		
HBO CABLE TV	B642	53,507.3	27,492.6	300.5	6,660.0	7,850.2	5,499.5	50.0	1,343.0		2,986.8	543.1	781.6
HBO COMEDY VIDEO	H532	713.3	713.3										
HBO COMEDY-COMEDY CLIPS PAID PROMO	B642	350.8	350.8										
HBO LATINO CABLE TV	B642	807.0	629.2		177.7								
HBO PAY-PER-VIEW CBL TV	B642	1,457.7	1,177.9		110.1								169.8
HBO VAR VIDEOS	H532	3,029.8	189.1						1,502.9	35.6		1,302.2	
HBO-ALIVE DAY MRS HM/IRQ PAID PROMO	B642	723.1	517.5			205.6							
HBO-AS YOU LIKE IT PAID PROMO	B642	398.3	398.3										
HBO-BOB SAGET THAT/RGHT PAID PROMO	B642	303.0	303.0										
HBO-FIVE DAYS PAID PROMO	B642	1,107.8	924.1			183.7							
HBO-JSTN TMRLK FTRSX/LV PAID PROMO	B642	1,958.5	1,958.5										
HBO-REAL SPORTS PAID PROMO	B642	312.0	312.0										
HBO-TAYLOR/PAVLIK PAID PROMO	B642	665.5	545.0		13.1	107.5							
HBO-TELL ME YOU LOVE ME PAID PROMO	B642	551.1	551.1										
HBO-UNAPOLOGETIC PAID PROMO	B642	348.7	264.3			84.4							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HCR MANORCARE HLTH SVC RECRUITMENT	B912	278.0			148.6				129.4				
HD BUTTERCUP FURN STORE	V375	1,131.7	174.0		957.7								
HD DIGITAL RADIO	B822	287.9					287.9						
HD DVD DVDS	H520	2,839.4	2,495.2	228.7					115.6				
HD SUPP REPAIR&RMDL STR	V376	476.8			476.8								34.9
HD SUPPLY HOME CENTER	V376	549.5			514.6								
HDIS DRUGS/TOILETRIES DR	V830	2,087.5							5.8	23.2	2,058.5		
HDNET CABLE TV	B642	539.5	302.7		16.4	67.5			152.9				
HDOP HELP/ONLN PRDTR/PSA	B323	7,682.8						6,801.2	104.4		777.2		
HE BUTT FOUNDATION	B322	444.1											444.1
HE SIMPSONS VIDEO	H532	278.2											278.2
HEAD & SHOULDERS DANDRUFF SHAMPOO	D320	27,019.7						8,544.4	1,629.6	2,480.7	14,365.0		
HEAD & SHOULDERS HAIR PDTs	D390	646.1	646.1										
HEAD & SHOULDERS SHAMPOO & COND	D320	4,738.9	675.5					715.9	1,110.3	431.4	1,779.3		26.6
HEAD & SHOULDERS VAR SHAMPOOS	D320	11,575.5	4,767.8			205.6		2,657.7	674.1	760.6	2,509.7		
HEAD AIRFLOW TENNIS RACKET	G470	271.7	271.7										
HEAD ON PAIN REMEDIES	D511	18,741.5							222.9	11,112.9	7,405.7		
HEAD TENNIS RACKET	G470	329.1	271.7		57.4								
HEAD&SHLDRS INTNSV SLTNS DNDRF SHAMP	D320	5,387.8	5,283.2					104.7					
HEAD&SHLDRS RSTRNG SHN SHAMPOO	D320	622.8						88.0	317.1	121.6	96.0		
HEAD&SHOULDERS DRY SCALP SHAMP&COND	D320	1,251.9	1,251.9										
HEAD&SHOULDERS NAT SHINE SHAMPOO	D320	896.3	896.3										
HEAD&SHOULDERS RSTRNG SH DNDRF SHAMP	D320	7,384.7	4,367.1					1,455.4	444.1		1,118.2		
HEADACHE & PAIN CENTER	V133	460.2			1.9				458.3				
HEADACHE RESEARCH STUDY	V139	560.5							560.5				
HEADACHE STAY GONE DRUGS/TOIL DR	V830	1,276.7	640.0			636.7							
HEADBLADE SHAVING EQUIP & SUPPLIES	D430	527.5	47.3					426.0	0.5	43.2	10.5		
HEADLINE FUNGICIDE	G724	303.5							0.1				303.4
HEADQUARTER TOYOTA	V212	562.4							562.4				
HEADTURNINGHAIR.COM ONLINE	V159	450.2						77.1	4.5	163.2	205.4		
HEAL THE BAY/PSA	B323	357.0							357.0				
HEAL INSTITUTE OF TECH	G840	3,064.1							3,064.1				
HEALTH & FITNESS EXPO	V164	495.4		3.1					492.3				
HEALTH ALLIANCE MEDICAL INSURANCE	B412	615.3			226.4		56.0		284.7				48.1
HEALTH AMERICA ADVANTRA	B412	295.8							295.8				
HEALTH AWARENESS/PSA	B323	4,036.6							1,600.9		2,435.7		
HEALTH BENEFITS DIRECT INSURANCE DR	V829	1,260.9							342.9		918.0		
HEALTH FAIR	V164	1,841.8			1,841.7				0.1				
HEALTH FAIR EXPO	V164	3,059.1			3,058.4				0.7				
HEALTH FAIR/PSA	B323	327.5							327.5				
HEALTH FIRST MDCR PLN MEDICAL INS	B412	883.1			865.1		18.0						
HEALTH FOODS UNLTD	V346	309.0			103.5				205.5				
HEALTH GUIDE	B629	753.1		753.1									
HEALTH MAGAZINE ONLINE	B623	509.7	509.7										
HEALTH MART PHARMACY	V330	4,734.1	22.0		9.4			2,231.3	196.6	842.4	1,160.9		271.5
HEALTH NET INC MEDICAL INSURANCE	B412	273.2				218.5							54.8
HEALTH NET MEDICAL INSURANCE	B412	3,903.0			1,847.0		341.9		1,590.3		3.5		120.3
HEALTH NET MEDICARE INSURANCE	B412	2,219.9							2,192.5				27.4
HEALTH PLUS MEDICAL INSURANCE	B412	1,140.7			622.1		371.6		147.0				
HEALTH TX MEDICAL GROUP	V133	253.8			165.3		86.9		1.6				
HEALTH&FITNESS EVNT/PSA	B323	542.2							542.2				
HEALTH&WEALTH RAFFLE ORG	B329	1,635.3			278.6				1,356.7				
HEALTHBUZZ/HEALTH MAG	B623	801.0	801.0										
HEALTHCARE REFORM PRJCT	B329	3,989.3			58.1				3,931.2				
HEALTHEAST CARE SYS HOSP	V133	417.7			417.7								
HEALTHFAIR USA	B329	5,252.7			5,252.7								
HEALTHFIRST INC RECRUITMENT	B912	250.4			155.7	94.8							
HEALTHFIRST MEDICAL INSURANCE	B412	851.5			794.9		56.6						
HEALTHMARKETS INSURANCE DR	V829	726.1							726.1				
HEALTHMARKETS MEDICAL INSURANCE	B412	500.1			37.2				11.7		451.2		
HEALTHPLUS OF MI MEDICAL INSURANCE	B412	397.7			226.9		170.8						
HEALTHSOURCE CHIRO/RHB	V133	359.9		3.7	355.5				0.6				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HEALTHSOUTH CORP RECRUITMENT	B912	316.8			316.8								
HEALTHSOUTH REHAB HOSP	V133	330.4	298.4		3.3			3.6		25.1			
HEALTHSPRING MEDICARE INSURANCE	B412	1,277.9								1,277.9			
HEALTHSPRING VAR INSURANCE	B429	263.4			240.3			23.2					
HEALTHSTYLES EXER EQUIP	V365	356.6			304.3					52.3			
HEALTH-TEX RTW CHILDREN	A190	502.3	502.3										
HEALTHY BACK STORE	B999	470.0				470.0							
HEALTHY BACK STORE	V330	356.3			126.2				230.1				
HEALTHY BACK STORE MULTI-PDTS DR	V899	1,093.0			1,093.0								
HEALTHY CHOICE CF STMR'S FROZEN ENTR'S	F260	11,443.9							6,918.4	558.1	1,404.9	2,562.5	
HEALTHY CHOICE FROZEN DINNERS	F260	4,141.1	4,137.3									3.8	
HEALTHY CHOICE FROZEN PANINI	F260	3,224.3							1,877.7	256.3	131.1	959.2	
HEALTHY CHOICE ONLINE	F900	6,056.1							3,181.8	155.0	1,897.8	821.6	
HEALTHY CHOICE SOUP	F210	1,527.0							834.5	77.9	75.0	539.7	
HEALTHY CHOICE VAR FOOD PDTS	F900	11,821.2	775.6	638.6		168.6			4,835.3	174.6	3,812.1	1,416.4	
HEALTHY KIDS/PSA	B323	320.4								215.5		104.8	
HEALTHY LIFESTYLES/PSA	B323	784.3								784.3			
HEALTHY LIVING BLOOD PRSR MNTR&NBLZR	D610	436.5	436.5										
HEALTHY LIVING EXPO	V164	421.7			421.1					0.6			
HEALTHY ME PARTNERSHIP	B329	366.5					48.0			318.6			
HEALTHY ONES DELI LUNCH MEAT	F331	902.8	826.9		75.9								
HEAR AGAIN HRNG AID CTR	V139	283.3			249.8					33.5			
HEAR FOR YOU HEARING AID	V139	327.5			327.5								
HEAR MUSIC PAUL MCRTNY MRY ALMST FL	H531	402.6	177.9			84.4			32.1	69.9		38.4	
HEAR X LTD	V139	5,497.1			5,335.5	161.7							
HEARING AID CENTERS	V139	398.5			398.5								
HEARING AID EXPRESS CTR	V139	934.1			934.1								
HEARING HEALTHCARE CTR	V139	544.1			444.6					99.4			
HEARING HELP EXPRESS DRUGS/TOIL DR	V830	5,564.8	3,749.8	1,815.0									
HEARING IMPAIRED/PSA	B323	263.1								263.1			
HEARITE HEARING AID STR	V139	1,568.4			1,568.4								
HEARPLAN MEDICAL & DENTAL INS	B412	262.0			262.0								
HEARST COMPLETE HH HANDBOOK	B610	306.6	306.6										
HEARST GOOD HSKPNQ BST-LVD DSRT	B610	306.6	306.6										
HEARST HOUSE/500 SNSTNL/CRT/IDL	B610	262.6	262.6										
HEARST RANCH FOOD DR	V840	475.8	440.9		34.9								
HEARST TOWN&COUNTRY TOASTS/OCSN	B610	347.9	347.9										
HEARST TRUE CRIME&TRUE LOVE BK	B610	335.3	335.3										
HEARST VAR BOOKS	B610	304.3	304.3										
HEART DISEASE AWRNSS/PSA	B323	283.3								283.3			
HEART HEALTH AWRNNS/PSA	B323	322.1								322.1			
HEART OF EUROPE TOURS	T420	309.9			309.9								
HEARTBURN MD ANTACID	D531	1,871.5	605.9								1,265.6		
HEARTGARD PLUS PET MEDICATION	G640	4,193.4							0.0	331.0	1,141.9	2,720.4	
HEARTHSTONE HOMES	B452	264.1			1.1	4.0	60.9			198.1			
HEARTLAND AMERICA MULTI-PDTS DR	V899	867.7	662.7	67.1		137.9							
HEARTLAND CHEVROLET DA	T121	4,572.2			4,572.2								
HEARTLAND GRNT STN/STR	V376	754.4			754.4								
HEARTLAND INSTITUTE ORG	B329	620.6			47.8	572.8							
HEARTLAND PAID PROMO	B642	287.2								10.7	276.5		
HEARTLAND RE DEV	B452	1,007.6			819.2		188.5						
HEARTS ON FIRE DIAMONDS	A510	2,427.2	2,029.3								397.9		
HEARUSA HEARING AID CTR	V139	306.2			301.2		5.0						
HEARX LTD HEARING AID CT	V139	287.2								287.2			
HEAT SURGE MANTELS HOUSEHOLD DR	V872	4,605.2			4,605.2								
HEAVENLY GREENS TURF SVC	V154	486.6								486.6			
HEAVENLY LAKE TAHOE HTL &MNTBL RSRT	T431	562.6	562.6										
HEAVENLY SKI RESORT	T431	1,497.4	1,482.5		14.9								
HEAVNERS FURNITURE MKT	V375	863.0			863.0								
HEAVY HITTER IND INC SPRT GDS DR	V851	1,401.4			1,401.4								
HEAVY PUTTER GOLF CLUBS	G460	2,016.1	1,991.1						25.0				
H-E-B FOOD STORES	V345	11,184.3	304.8		4,036.7		637.9		5,261.6				943.3

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
H-E-B PANTRY FOOD STORE	V345	1,268.6			741.6		527.0						
H-E-B PLUS STORE	V359	1,242.9			976.6				266.4				
HEBREW NATIONAL HOT DOGS	F331	7,588.5						4,509.4	165.3	1,247.8	1,666.0		
HECTORS FURN GALLERIES	V375	359.0			359.0								
HEDRICKS CHEVROLET	V211	289.1			243.9				45.2				
HEELYS SNEAKERS FAMILY	A321	1,393.4						313.4	0.3		1,079.7		
HEELYS SNEAKERS MEN & WOMEN	A321	759.6							0.1		759.5		
HEESEN YACHTS	G430	995.8	995.8										
HEFFLER RADETICH & SAI MISC FIN	B129	566.0	178.5	387.5									
HEFTY ONE ZIP BIG BAGS STORAGE BAGS	H340	813.1						300.7		512.4			
HEFTY ONE ZIP FOOD STORAGE BAGS	H340	1,523.4						605.1		918.3			
HEFTY ULTRA FLEX TRASH BAGS	H340	4,865.5						1,330.7		3,534.8			
HEFTY ZOO PALS DISPOSABLE PLATES	H339	1,720.8					31.1			1,689.7			
HEINEKEN BEER	F611	31,669.3	3,562.9		803.3	142.9	6,419.0	10,594.5	2,306.4	516.4	6,461.7		862.3
HEINEKEN DRAUGHTKEG BEER	F611	15,681.9						8,237.2	1,606.2	989.4	4,849.1		
HEINEKEN LIGHT BEER	F612	2,443.3	772.2			337.2	689.7						644.2
HEINEKEN PREMIUM LIGHT LAGER	F612	31,840.7	6,521.7		491.3	454.4		12,699.7	2,681.9	1,640.6	7,343.0		8.1
HEINEKEN VAR BEERS	F611	15,963.1					15,575.1						388.0
HEINENS SUPERMARKET	V345	1,076.0			1,076.0								
HEINRICH CHEVROLET	V211	303.0							303.0				
HEINZ HALL/PRFRMNG ARTS	V161	512.2			512.2								
HEINZ KETCHUP	F160	6,276.6			190.3	623.0		4,920.5	141.4		2.9	398.6	
HEINZ VAR FOOD PDTs	F900	319.3	163.2				137.6		18.5				
HEISER AUTO ENTERPRISES	V219	1,371.9			1,343.4				28.5				
HEISER TOYOTA	V212	687.0			446.5				240.5				
HELEN ADAMS REAL ESTATE	B451	370.9			370.9								
HELPMAN AUTO DLR	V219	396.4			396.4								
HELPMAN DODGE	V211	257.5			240.1				17.3				
HELPMAN DODGE FORD & RVR OKS CHRY JP	V211	251.7			251.7								
HELIO HEAT WIRELESS PHONES	B213	851.6	851.6										
HELIO WIRELESS SERVICE	B223	32,887.9	12,857.2		239.7		4,941.4			13,565.1	989.0	295.5	
HELIOS PRSNL OXYGN SY MED APPL&EQUIP	D610	353.0			353.0								
HELIX CIGARS	G220	263.1	263.1										
HELLER FINE JEWELRY	V314	1,125.7			1,125.7								
HELLMANN'S MAYONNAISE	F130	21,858.6	7,837.2	665.5				13,313.8	42.1				
HELM BROS MERCEDES BENZ	V213	362.5			15.1	347.4							
HELMESLEY PARK LANE HOTEL	T431	1,213.4	686.8		419.1	107.5							
HELP FEED THE HUNGRY/PSA	B323	516.0						379.6		136.4			
HELP HSPTLD VETS/PSA	B323	300.0						60.1		239.9			
HELP ME TO BUY COMPUTER PDTs DR	V821	2,219.0						65.1	48.8	2,085.0	20.1		
HELP OTHERS IN NEED/PSA	B323	401.0						391.3		9.6			
HELP THE HOMELESS/PSA	B323	579.9						546.8		33.0			
HELP YOUR COMMUNITY/PSA	B323	274.5						261.6		12.9			
HELPING HANDS/AMER ORG	B322	296.4			234.2			62.3					
HELPNERVEPAIN.COM ONLINE	B670	3,386.3					558.2	216.3	170.0	2,441.9			
HELP-U-SELL REAL ESTATE	B451	932.3			759.4		81.9		90.9				
HELZBERG DIAMOND STORE	V314	11,605.4	435.3		817.0		571.1		2,879.9		2,600.2	450.7	3,851.3
HEMBORG FORD	V211	377.4			232.4		145.0						
HEMIC HI EMP MTL INS CO	B430	275.6							275.6				
HEMISPHERES FINE FRNSHNG	V372	435.6							435.6				
HEMISPHERES MAGAZINE ONLINE	B623	570.7	570.7										
HEMISPHERES MAGAZINE SWEEPSTAKES	B623	942.3	942.3										
HEMORRHOID RELIEF CENTER	V133	876.7			547.6				329.1				
HEMPSTEAD MITSUBISHI	V212	307.2			307.2								
HEN HOUSE MARKET	V346	475.6			321.4		10.0		144.2				
HENCO FURN HOUSE STR	V375	368.7					5.0		363.7				
HENDERSON CHEVROLET	V211	706.0			29.6		35.0		641.3				
HENDERSON HYUNDAI SPRSTR	V212	1,214.4			689.2				525.2				
HENDERSON MUSIC CO	V369	295.4							295.4				
HENDERSON MUSIC STORE	V362	395.5			248.6				146.8				
HENDRICK BMW & HENDRICK MINI	V213	321.3			321.3								
HENDRICK HONDA	V212	851.1			611.4				239.7				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HENDRICK LEXUS	V212	669.7			358.8				311.0				
HENDRICKCARS.COM ONLINE	V219	390.1			106.7				283.4				
HENDRICKS GIN	F731	1,545.8	1,535.8				10.0						
HENDRICKS REGIONAL HLTH	V133	520.6			5.3		150.7		364.7				
HENLEY ON HUDSON RE DEV	B452	343.0			249.6	59.7	33.7						
HENNA CHEVROLET	V211	304.5			97.1				207.4				
HENNESSY ARTISTRY	V169	1,323.6	1,323.6										
HENNESSY AUTO DLR	V219	3,277.7			3,271.6		6.1						
HENNESSY CADILLAC	V211	295.6			295.6								
HENNESSY COGNAC	F721	11,446.8	4,745.0		32.0		660.1		264.5		5,676.3		68.9
HENNESSY HONDA	V212	646.9			611.6		35.3						
HENNESSY JAGUAR	V213	391.6			391.6								
HENNESSY LAND ROVER	V213	379.4			350.8				28.6				
HENNESSY LEXUS/ATLNT &HNSY LXS/GWNT	V212	292.1			292.1								
HENNESSY LOST WEEKEND MOVIE	B660	399.9			272.5		127.4						
HENNESSY VERY SPECIAL COGNAC	F721	2,401.5	2,401.5										
HENREDON FCTRY OTLT FURN	V375	285.7			285.7								
HENREDON FURNITURE	H121	2,703.9	2,396.6		296.3				11.0				
HENRIQUES YACHTS	G430	351.7	351.7										
HENRY BEGUELIN STORE WOMEN	V311	436.3	436.3										
HENRY CALVIN HOUSEHOLD FABRICS	H141	293.1	293.1										
HENRY CURTIS FORD MERC	V211	271.6			271.6								
HENRY FORD HOSPITAL	V133	1,071.0					50.1		1,020.9				
HENRY FORD MEDICAL GROUP	V133	367.1							367.1				
HENRY FORD MUSEUM	V166	589.7	83.7	134.1	8.2		196.2		167.5				
HENRY GUNS SPORTING GOODS DR	V851	668.4	129.6	261.5	225.3	52.0							
HENRY HOLT VAR BOOKS	B610	374.6	32.4			342.2							
HENRY REPEATING ARMS RIFLES	G420	1,127.0	884.7	232.7	9.6								
HENRY ROTH BRIDAL GOWNS WOMEN	A130	503.4	503.4										
HENRY WEINHARDS BEER	F611	261.0					261.0						
HENRYBUILT KITCHNS CONTR	V171	529.9	529.9										
HENRYS FARMERS MARKET	V346	696.5			690.0				6.5				
HENSLEY LEGAL GROUP	V151	381.0							381.0				
HENSON FUERST ATTY	V151	622.4					20.9		601.5				
HERB CHAMBERS AUTO ENT	V219	13,060.6			12,769.7				290.9				
HERB CHAMBERS BMW MRCDS	V213	672.9			672.9								
HERB CHAMBERS BMW/BOSTON &FRGN/BMW	V213	255.9							255.9				
HERB CHAMBERS DODGE JEEP	V211	337.8			337.8								
HERB CHAMBERS FORD	V211	685.0			667.1				17.9				
HERB CHAMBERS HONDA	V212	3,690.2			3,423.8				266.4				
HERB CHAMBERS HONDA LEASING	V212	329.3							329.3				
HERB CHAMBERS TOYOTA	V212	389.2			389.2								
HERBAL CLEAR DEOD	D260	349.8	349.8										
HERBAL ESNCS HL HYDRTN SHAMP & COND	D320	12,398.8						4,549.9	2,921.4	1,714.2	3,213.4		
HERBAL ESSENCES BDY ENVY SHAMP&COND	D320	14,634.9						6,024.4	2,298.7	2,696.2	3,615.7		
HERBAL ESSENCES BRKS OVR SHAMP&COND	D320	912.9	912.9										
HERBAL ESSENCES HAIR COLOR	D310	15,922.3	4,988.2					4,905.3	37.9	1,932.5	4,058.3		
HERBAL ESSENCES HAIR CR&STYLNG PDTs	D320	786.7	780.0								6.7		
HERBAL ESSENCES HAIR PDTs	D390	501.8	501.8										
HERBAL ESSENCES SHAMPOO & COND	D320	405.8						27.2		117.4		261.2	
HERBAL ESSENCES/FRIZZNES SHAMP&COND	D320	790.2	790.2										
HERBAL ESSENCES/FRZNS LEAVE-IN/CRM	D320	451.0	451.0										
HERBAL ESSENCES/STRAIGHT MOUSSE&SPRY	D330	333.8	333.8										
HERBAL ESSENCES/STRAIGHT SHAMP&COND	D320	936.1	936.1										
HERBAL ESSENCES/TWISTED GEL & MOUSSE	D330	269.4	269.4										
HERBALIFE INTL INC FIN MISC	B129	418.4	236.7	181.7									
HERBERGERS DEPT MISC	V450	4,031.7			3,978.6				53.1				
HERBERGERS DEPT SALES ANNC	V490	1,533.6			414.6				1,119.0				
HERBERT J SIMS & CO INC CON SVC	B122	410.9			289.8	121.1							
HERCULES HOOK HOME&BLDG PDTs DR	V879	1,644.3							52.1	49.2	1,542.9		
HERCULINER BED LINER &PEAK ANTI-FRZ	T144	713.3	713.3										
HERCULINER TRUCK BED LINER KIT	T144	367.2									367.2		

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HERDEZ SALSA	F170	618.1							618.1				
HEREND TABLEWARE	H111	352.6	352.6										
HERESTOBEER.COM ONLINE	F619	409.8				337.2			31.4		41.2		
HERFOOTBALL.COM ONLINE	V169	290.2						290.2					
HERITAGE AUC GALLERIES	V122	620.0	464.4		155.6								
HERITAGE AUTO DLR	V219	812.6			812.6								
HERITAGE AUTO GROUP	V219	1,072.6			393.2				679.4				
HERITAGE AUTOMALL/BEL AR	V219	2,564.4			2,564.4								
HERITAGE BUILDING SVC	V129	1,073.6	1,073.6										
HERITAGE BUILDING SYSTEMS	H619	615.9	615.3						0.6				
HERITAGE CHEVROLET	V211	569.3			557.8				11.5				
HERITAGE COLLEGE	G810	1,865.3							1,865.3				
HERITAGE COMMUNITY BANK CONSUMER SVC	B121	341.8			341.8								
HERITAGE DISC WINE&LQR	V341	526.4			526.4								
HERITAGE FOR THE BLIND	B322	329.0			5.9		323.2						
HERITAGE FORD TOY SCION	V219	285.5							285.5				
HERITAGE HOMES RE	B452	360.5			342.8		17.8						
HERITAGE HONDA	V212	461.8			201.7		13.1		247.1				
HERITAGE INSTITUTE	G840	619.3					2.5		616.8				
HERITAGE JAGUAR/FREEPORT	V213	503.3			93.1	410.2							
HERITAGE KITCHEN CABINETS	H619	263.9	263.9										
HERITAGE LINCOLN MERCURY	V211	566.7			555.2				11.5				
HERITAGE PLAN INSURANCE DR	V829	5,590.3							1,139.8	371.4	4,079.1		
HERITAGE POINT RE DEV	B452	261.7			261.7								
HERITAGE PRESERVE RE DEV	B452	672.6	64.5										608.2
HERITAGE TX PPRTS RE AG	B451	1,264.7			1,264.7								
HERMES APPAREL	A990	4,832.2	4,555.9	228.7		47.6							
HERMES CLOTHING STR MEN	V311	543.5	314.8	228.7									
HERMES CLOTHING STR MEN & WOMEN	V311	273.8			229.5	44.3							
HERMES CLOTHING STR WOMEN	V311	774.5	545.8	228.7									
HERMES JEWELERS	V314	256.7			133.8	40.0	82.9						
HERMES JEWELRY	A510	261.7	138.7				123.0						
HERMES RTW & TIES MEN	A190	337.3	222.9	114.4									
HERMES STORE	V379	372.3				372.3							
HERMES WATCHES	A520	1,844.7	1,192.0	591.2		61.5							
HERMIE&FRIENDS HERMIE &BUZBY VIDEOS	H532	368.2	368.2										
HERMITAGE ANTIQUES	V379	511.8	511.8										
HERMOSA GROUP CONSUMER SERVICES	B128	11,685.1							1,029.2	1,310.2	9,345.7		
HERNANDEZ CRPT BRKRS STR	V373	913.7		46.0	867.7								
HEROES SERIES VIDEOS	H532	2,357.0						251.0	44.6	219.6	1,776.8		65.1
HERON BAY RE DEV	B452	266.3			179.8		86.5						
HERR FOODS VAR SNACKS	F530	258.5					258.5						
HERSHEY ENTERTAINMENT	V161	260.2					260.2						
HERSHEY PA TP	T433	474.4	209.5	233.6	27.7				3.6				
HERSHEY PARK AMUSE PARK	T440	1,904.5			44.1		397.2		1,436.7				26.5
HERSHEY RESORTS	T431	313.2	147.6	122.2	43.3								
HERSHEYS ANTIOXIDANT CANDY BAR	F510	1,210.1	1,076.3	133.8									
HERSHEYS CACAO RESERVE CANDY	F510	3,730.6						1,977.6	18.2	1,182.0	552.9		
HERSHEYS EXTRA DARK CANDY BAR	F510	4,307.2	4,307.2										
HERSHEYS HERSHEY BAR CANDY BAR	F510	4,962.9	1,024.2		34.5			558.3	31.2	1,406.0	1,908.6		
HERSHEYS KISSES & HERSHEY'S KISSABLES	F510	1,983.3						463.5	17.3	1,103.2	399.4		
HERSHEYS KISSES CANDY	F510	12,360.1	2,691.0	262.1				3,366.8	91.3	4,254.5	1,663.2	31.3	
HERSHEYS SNACK BARS	F530	1,120.3	1,120.3										
HERSHEYS SPECIAL DARK CANDY BAR	F510	9,835.6	4,078.6	372.1				2,414.0	25.9	1,506.0	1,439.1		
HERSHEYS VAR FOOD PDTs	F900	2,234.3					2,234.3						
HERTZ CAR SALES	V219	2,898.4	100.8		2,569.0		68.6		160.1				
HERTZ RENT A CAR	T151	48,215.7	11,918.1		2,755.8	6,637.7	672.3	17,318.1	69.8		8,844.0		
HERZING COLLEGE OF TECH	G810	560.1			5.8		53.3		501.1				
HESS DLR SERVICE	V242	2,610.7							2,610.7				
HESS EXPRESS GAS&CNVC	V242	7,374.5			371.5		30.6		1,395.0				5,577.4
HESS FINE ART JEWELRY	V314	364.3			364.3								
HESS GASOLINE	T211	333.0							314.7				18.3

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HESS TOY TRUCK	G543	1,669.4			263.4								1,406.0
HESSER COLLEGE	G810	777.8			48.0				729.8				
HEST FITNESS SUPERSTORE	V365	518.0			499.4				18.6				
HEUSER & HEUSER ATTY	V151	362.8							362.8				
HEWITT ASSOC LLC CP	B930	325.9		325.9									
HEWLETT HUMMER	V211	259.7			97.9		7.8		153.9				
HEWLETT KIA	V212	343.0			295.1		36.5		11.4				
HEWLETT PACKARD LASERJET COPIER	B711	5,594.5	20.4		5,288.4	285.8							
HEWLETT-PACKARD CO CP	B512	15,836.6	2,450.4		504.6	2,497.0		7,076.7	17.0	15.9	3,275.0		
HFR DRUGS/TOILETRIES DR	V830	369.0	369.0										
HG HILL FOOD STORE	V346	581.6			512.8				68.8				
HGTV CABLE TV	B642	4,635.9	3,965.5		495.4		175.0						
HGTV ONLINE	B642	272.9	246.6		8.4						17.8		
HGTV-DESIGN STAR PAID PROMO	B642	739.8	739.8										
HHC NY HEALTH & HOSPITAL	V133	270.5					270.5						
HHGREGG APPL&ELECT STR	V371	27,958.7			12,349.0		1,954.3		13,655.5				
HI HEALTH VITAMINS	D541	4,591.0											4,591.0
HIBDON TIRES PLUS CTR	V241	391.8			270.7				121.1				
HICKEY FREEMAN SPORTCOATS MEN	A130	290.9	176.5	114.4									
HICKEY-FREEMAN STORE CHILDREN	V311	527.0	184.0	343.1									
HICKEY-FREEMAN STORE MEN	V311	1,456.5	472.0	571.8	265.9	146.9							
HICKEY-FREEMAN SUITS MEN	A130	333.7	219.3	114.4									
HICKORY ELLIOTT YAMIN RECORDINGS	H531	498.6	62.4						21.5		414.7		
HICKORY FURNITURE MART	V375	703.8	198.3		314.2		67.1		124.2				
HICKORY HOLLOW KIA	V212	350.4							350.4				
HIDALGO JEWELRY	A510	605.3	604.6				0.7						
HIDDEN VALLEY RANCH SALAD DRESSING	F130	26,716.2	6,217.9	3,536.8				6,501.6	23.2	1,214.8	9,221.9		
HIDDEN VALLEY RANCH SALAD DRNSG MX	F130	410.8	197.9	212.9									
HIDDEN VALLEY RANCH VIGNETTE	F130	446.2						0.3			446.0		
HIDY FORD	V211	302.3			80.3		3.7		218.3				
HIGH BLOOD PRESSURE STDY	V139	435.3							435.3				
HIGH FASHION HM FRNSHNG	V372	762.4			762.4								
HIGH LINE FESTIVAL	V169	777.7	777.7										
HIGH MUSEUM OF ART	V166	704.6			339.8	22.0	69.3		273.5				
HIGH PERFORMANCE REALTY	B451	250.0											250.0
HIGH POINT AUTO INSURANCE	B422	493.4					493.4						
HIGH POINT RE DEV	B452	332.4			325.9		6.5						
HIGH POWER TECHNICAL SVC	B242	287.0							287.0				
HIGH SCH MSCL 2 EXTN ED VIDEO	H532	255.9	255.9										
HIGH SCH MUSICAL/CNCRT	V161	347.2			53.2				293.9				
HIGH SCHOOL MUSICAL 2 VIDEO	H532	5,908.0						3,257.9	4.9	250.4	1,871.2	163.8	359.8
HIGH SCHOOL MUSICAL PLAY	V161	621.0	40.0		14.1		5.5		514.3				47.1
HIGH SCHOOL MUSICAL VIDEO	H532	258.7							3.3		243.0		12.4
HIGH SCHOOL MUSICAL/ICE	V161	2,080.3	40.0		172.8				1,867.5				
HIGHLAND COURT HOUSEHOLD FABRICS	H141	1,412.8	1,412.8										
HIGHLAND HOMES	B452	695.8			0.1		695.7						
HIGHLAND PARK MARKET	V346	424.7			424.7								
HIGHLANDS RE DEV	B452	262.9			208.0	6.0	31.0		17.8				
HIGHLANDS/WALNUT CRK DEV	B451	492.2			31.7	460.5							
HIGHLIGHTS/HOUSE BTFL	B623	515.2	515.2										
HIGHLINE BALLROOM	V167	383.2	383.2										
HIGHLINE MEDICAL CENTER	V133	453.4			27.6		27.8		398.0				
HIGHMARK BLUE CRS&BL SH CP	B412	2,420.5	25.8							2,394.8			
HIGHMARK BLUE CRS&BL SH FRDM BL PPO	B412	326.9								326.9			
HIGHMARK BLUE CRS&BL SH MEDICAL INS	B412	4,160.1			2,549.6		522.9		1,087.5				
HIGHMARK BLUE CRS&BL SH SEC BLUE	B412	510.9			410.9				100.0				
HIGHMARK BLUE SHIELD CP	B412	1,349.9							1,349.9				
HIGHMARK BLUE SHIELD MED&DENTAL INS	B412	1,910.5			626.8		1,283.7						
HIGHMARK FREEDOM BLUE MED&DENTAL INS	B412	376.3	130.8		245.5								
HIGHSCHOOLPLAYBOOK.COM ONLINE	B670	901.0								864.9	36.1		
HIGHWAY SAFETY/PSA	B323	1,262.9								1,262.9			
HILARY RADLEY APPAREL	A990	315.0	315.0										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HILBISH FORD LINC MERC	V211	561.3			561.3								
HILL & CO REALTY	B451	488.0			488.0								
HILL & PONTON ATTY	V151	363.0							363.0				
HILL COUNTRY INTERIORS	V372	510.3	461.3						49.0				
HILL COUNTRY/FURN STR	V375	258.1			258.1								
HILL PHYSICIANS MED GRP	V133	485.2			5.3				428.6				51.3
HILL STREET WAREHOUSE	V379	266.2	45.1		221.1								
HILLCREST HOSPITAL	V133	437.1			115.5		106.9		214.7				
HILLHOUSE NATURALS MULTI-PDTS DR	V899	389.3	389.3										
HILLS ABV PSM KNGDM/DEV	B452	274.1			274.1								
HILLS HAVE EYES 2 UNRTD VIDEO	H532	683.0						231.3	2.0	32.9	416.7		
HILLS PRSCRPTN DT C/D CND&DRY CT FD	G612	705.9	705.9										
HILLS SCIENCE DIET DRY CAT FOOD	G612	711.5									711.5		
HILLS SCIENCE DIET DRY DOG FOOD	G611	1,296.2	238.4		0.7				1.2	5.0	1,050.9		
HILLS SCIENCE DIET LIGHT DRY CAT FD	G612	309.6							0.9	5.0	303.8		
HILLS SERIES VIDEO	H532	1,224.7	545.1					113.5				566.1	
HILLSBORO HYUNDAI	V212	313.8			114.5		61.8		137.5				
HILLSBOROUGH CY BRD/CMSR	B315	815.5			815.5								
HILLSDALE SHOPPING CTR	V620	320.5			157.6		34.3		128.6				
HILLSHIRE FARM DELI SL VAR LUNCH MT	F331	5,834.0	4,587.7					13.6	8.0	318.5	906.3		
HILLSHIRE FARM LTL SMKS &LTL BF SMKS	F331	517.8	517.8										
HILLSHIRE FARM PREPARED ENTREE SALAD	F323	12,000.6	1,315.4					5,590.3	43.1	2,138.4	2,913.4		
HILLSHIRE FARM SAUSAGE	F331	3,910.8						94.5	30.8	2,325.5	956.1	504.0	
HILLSHIRE FARM VAR SAUSAGES	F331	2,464.1	2,464.1										
HILLSIDE HONDA	V212	1,205.4			915.5				289.9				
HILLTOP AUTO DLR	V219	2,479.0			2,479.0								
HILLTOP AUTO PLAZA	V219	1,615.3			1,615.3								
HILLTOP FORD LINC MERC	V211	501.7			501.7								
HILLYER MID-CITY FORD	V211	353.1					6.3		346.9				
HILSOFT MISC FIN	B129	3,329.8	2,019.3	1,215.8		94.7							
HILTON FAMILY HOTELS WORLDWIDE	T432	2,469.9							19.5		2,450.4		
HILTON GARDEN INN	T431	5,535.7	2,821.7			1,605.4	1,067.1	0.0	24.7			16.8	
HILTON HEAD HEALTH INST	D800	646.0	646.0										
HILTON HEAD ISLAND RSRT	T431	286.2	169.5		116.7								
HILTON HEAD ISLAND SC TP	T433	777.2	754.9		21.0				1.2				
HILTON HOTELS	T431	9,654.6	458.1		401.7	1,599.9	487.6	833.4	2.0		5,871.9		
HILTON HOTELS CARIBBEAN	T432	1,433.6	1,323.4	110.2									
HILTON HOTELS CORP	T431	4,529.3	2,811.0			1,718.3							
HILTON HOTELS CORP CP	T431	1,892.0	1,334.5			557.5							
HILTON HOTELS LAS VEGAS	T431	3,821.2	815.4		1,482.0		1,339.2	64.0	50.0		5.0		65.6
HILTON HOTELS LOS CABOS BCH/GOLF RST	T431	440.9	440.9										
HILTON HOTELS PLEASANTON	T431	271.6			268.5				3.1				
HILTON HOTELS POINTE	T431	441.3	81.0		356.5		3.8						
HILTON THEATRE	V161	994.8			754.9	240.0							
HINCKLEY CO BOATS	B430	393.7	391.9		1.8								
HINCKLEY DODGE	V211	366.0			366.0								
HINCKLEY YACHT BROKERS	G430	616.9	616.0		0.9								
HINCKLEY YACHTS	G430	471.9	471.9										
HING WA LEE JEWELERS	V314	320.5				320.5							
HINKLEYS LIGHTING STORE	V378	350.3	342.0		6.2	2.1							
HIP HEALTH PLAN OF NY CP	B412	562.2			249.0								313.2
HIP HEALTH PLAN OF NY MEDICAL INS	B412	6,744.3			6,354.2	160.3							229.8
HIP HOP GAMING LEAGUE	V163	532.8	532.8										
HIP HOP HARRY VAR VIDEOS DR	V873	830.3								830.3			
HIP MEDICAL INSURANCE	B412	650.8							650.8				
HIP VIP MEDICARE	B412	1,048.6							1,048.6				
HIP VIP PLUS MEDICARE	B412	1,016.2							1,016.2				
HIRSHFIELDS PNT&WLLCVRNG	V376	624.0			624.0								
HISI-1968/TOM BROKAW PAID PROMO	B642	386.5	386.5										
HISPANIC HERITAGE/PSA	B323	314.8							313.8		1.0		
HISTORIC HUDSON VALLEY TP	T433	405.3			144.0	261.3							
HISTORY BOOK CLUB DR	V823	480.1	411.0			69.1							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HISTORY CHANNEL CABLE TV	B642	10,769.2	4,180.3		390.3	796.7	3,898.8						1,503.2
HISTORY CHANNEL CABLE TV PAID PROMO	B642	2,433.4						988.6			328.9	698.5	417.5
HISTORY MAKER HOMES	B452	992.3					561.0						431.3
HISTORY-DIGGING FOR/TRTH PAID PROMO	B642	684.5	684.5										
HISTORY-LOST BK/NSTRDMS PAID PROMO	B642	776.1	776.1										
HIT ENTERTAINMENT VAR VIDEOS	H532	325.5	325.5										
HITACHI LTD CP	G930	10,991.5	7,979.3			3,012.2							
HITACHI PLASMA TV	H511	1,352.1				584.0					768.1		
HIVEMODERN.COM STORE ONLINE	V375	821.6	821.6										
HIWAY FED CREDIT UNION CONSUMER SVC	B124	419.5			398.4		21.1						
HJ HEINZ CO CP	F900	258.6			245.9				12.7				
HJC MOTORCYCLE HELMETS	T149	338.8	338.8										
HKS USA INC AUTOMOTIVE DR	V880	758.6	758.6										
HLN-MORNING EXPRESS PAID PROMO	B642	858.7	858.7										
HMS CAPITAL CONSUMER SERVICES	B129	805.6						805.6					
HMSA HI MEDICAL SVC ASSN	V139	693.2						693.2					
HMY YACHT SALES	G430	5,536.7	5,529.6		7.1								
HOAG HOSPITAL	V133	643.9			504.4	139.5							
HOAX VIDEO	H532	735.6									735.6		
HOBBIT TRAVEL AGENCY	T420	2,533.9			2,402.4				131.5				
HOBBY LOBBY CREATIVE CTR	V364	20,560.2			20,502.8	57.5							
HOBERT POOLS&SPAS CONTR	V175	1,376.1		1,129.6	150.5				96.0				
HOBIE APPAREL & SPORTING EQUIP	A490	256.2	256.2										
HOBO HOME OWNRS BRGN OTL	V376	1,295.5			1,266.8				28.7				
HO-CHUNK CASINO	V169	1,430.1					557.2		873.0				
HOEHN MOTORS	V219	326.8							326.8				
HOEHNDEALS.COM AUTO SLS ONLINE	V219	286.5							286.5				
HOFF JEWELERS	V314	343.4					48.9		294.4				
HOFFMAN CAR WASH & JIFFY LUBE AT CTR	V290	579.7			579.7								
HOFFMAN FORD	V211	276.7			174.7		50.2		51.8				
HOFSTRA UNIVERSITY	G810	1,058.2	18.1	428.7	377.6	233.7							
HOGANS HEROES SERIES VIDEOS	H532	558.6	370.1	188.6									
HOGUE RIESLING WINE	F620	431.7	431.7										
HOLABIRD SPORTS OUTLET	V365	271.7	271.7										
HOLBERTS AUDI VOLKSWAGEN	V213	291.5			291.5								
HOLE IN ONE PILATES VAR VIDEOS DR	V873	299.9	253.9	46.0									
HOLIDAY BUILDERS	V171	786.0			252.3	426.7		107.0					
HOLIDAY BUILDERS RE DEV	B452	349.7											349.7
HOLIDAY EVENTS/PSA	B323	509.1						509.1					
HOLIDAY INNS	T431	14,337.2	67.0		659.8	1,380.6	5,505.4	903.1	473.2	5,223.1	125.0		
HOLIDAY INNS AIRPORT	T431	269.4			8.5		260.9						
HOLIDAY INNS EXPRESS	T431	24,232.5	763.6			1,686.0	7,543.4	8,006.5	257.6	5,975.3			
HOLIDAY INNS NICKELODEON FAM SUITES	T431	980.8								980.8			
HOLIDAY INNS STAYBRIDGE SUITES	T431	262.6	11.6		35.0	109.7	106.3						
HOLIDAY STATIONSTORES	V345	296.8			10.2		250.9		35.7				
HOLIDAY VACATIONS	T420	895.3			122.5				772.8				
HOLIDAY VIDEO	H532	4,810.9	955.4					2,564.0	14.0	608.8	668.7		
HOLIDAY WORLD AMUSE PARK	T440	314.0					134.2		179.8				
HOLIDAY WORLD AMUSE PRK & SPLSHNG SFR	T440	803.9							803.9				
HOLLAND AMERICA CRUISES	T412	25,098.6	18,158.4	629.0	4,751.1	1,447.1	110.4		2.6				
HOLLAND AMERICA TOURS	T420	446.7	446.7										
HOLLAND HOUSE COOKING WINE	F150	758.8	758.8										
HOLLER-CLASSIC AUTO GRP	V219	253.7					191.5		62.2				
HOLLEY PERFORMANCE PDT'S AUTO PARTS	T144	611.9	611.9										
HOLLY HOBBIE&FRNDS/ADVNT VIDEO	H532	305.3	78.3					142.9	1.8	82.3			
HOLLY HUNT HOME FURN STR	V375	632.3	632.3										
HOLLYWOOD BOWL	V161	1,508.3			1,231.7				276.6				
HOLLYWOOD CASINO	V169	2,299.3			245.6		1,784.7		269.1				
HOLLYWOOD CHRYSLER JEEP	V211	325.2			325.2								
HOLLYWOOD CHRYSLER JEEP & UNIV DODGE	V211	1,958.6			1,958.6								
HOLLYWOOD CSN HTL&RV PRK	T431	931.4			931.4								
HOLLYWOOD GRYHND RC TRCK	V163	363.5					363.5						

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HOLLYWOOD HEALTH&BTY DRUGS/TOIL DR	V830	2,445.2	2,445.2										
HOLLYWOOD HIGHLAND ENTER	V161	257.7					257.7						
HOLLYWOOD LINCOLN MERC &PNS LINC MRC	V211	452.4			452.4								
HOLLYWOOD PARK RACE TRCK	V163	1,280.7			203.4				1,077.3				
HOLLYWOOD TANS SALON	V139	1,056.4			106.7		251.8		47.6			50.7	599.6
HOLLYWOOD THEATERS	V161	383.7			383.7								
HOLLYWOOD VIDEO STORE	V362	633.4	576.2		41.5				1.4	14.2			
HOLLYWOOD/GOLF CLASSIC	B623	318.1					318.1						
HOLLYWOODLAND VIDEO	H532	1,121.8						0.0			1,121.8		
HOLMAN FORD	V211	298.0			298.0								
HOLMAN HONDA	V212	455.1							455.1				
HOLMAN INFINITI	V212	334.2			334.2								
HOLMAN LINCOLN MERCURY	V211	823.2			823.2								
HOLTS CIGAR STORE	V359	430.1	398.9		31.2								
HOLY CROSS HOSPITAL	V133	1,406.1			861.3		170.0		374.8				
HOLY FAMILY UNIVERSITY	G810	326.6			179.3		147.3						
HOLY NAME HOSPITAL	V133	2,103.4			1,714.2		221.5	57.4	98.8				11.6
HOLY SPIRIT HOSPITAL	V133	374.3						268.0		106.3			
HOLZ MOTORS	V219	270.1			223.2			5.3		41.5			
HOLZHAUER AUTO&TRUCK SLS	V219	430.3			430.3								
HOM FURNITURE STORE	V375	10,374.0			6,956.4				3,417.7				
HOME & GARDEN SHOW	V164	2,376.8		25.1	536.0		65.0		1,750.6				
HOME & GARDEN/VAR SPON	V164	327.5							327.5				
HOME & LANDSCAPE EXPO	V164	338.1			211.5					126.6			
HOME AGAIN PET ID MICROCHIP	G640	14,919.2							7,605.4	44.8	2,856.3	2,982.0	1,430.8
HOME APPL&FRNSHNGS STR	V371	314.4			314.4								
HOME AWAY FROM HOME	B623	428.6	428.6										
HOME BASED BUSINESS MISC DR	V859	704.4							0.0		704.3		
HOME BISTRO DELIVERY SVC	V140	375.1	301.9	73.2									
HOME BISTRO FOOD DR	V840	1,072.4	239.7	119.2		713.4							
HOME BLDG&RMDLNG EXPO	V164	318.0			270.4				47.6				
HOME BUILDERS ASSN	V171	1,132.8			161.2		279.6		692.0				
HOME BUILDERS ASSN/CLVLD	V171	825.8			825.8								
HOME CARE ASSISTANCE SVC	V179	387.2			315.1		72.1						
HOME CMFRT FURN&MTRS STR	V375	1,319.7			1,319.7								
HOME CONSIGNMENT CENTER	V359	1,435.8			1,364.5				71.4				
HOME DECOR LQDTRS STR	V372	853.9			310.3				543.6				
HOME DECOR&RMDLNG SHOW	V164	493.9			367.8				126.1				
HOME DEPOT HOME CENTER	V376	474,897.0	56,615.1		82,573.3	4,663.5	1,755.4	177,760.0	5,477.3	1,358.1	62,638.0	45,789.8	36,266.6
HOME DEPOT HOME CENTER VIGNETTE	V376	944.0						135.3	0.3	2.1	806.2		
HOME DEPOT INC CP	V376	4,382.9	2,929.8		628.3	798.2			9.4		17.2		
HOME DEPOT INC MINORITY VENDOR	V376	408.8	408.8										
HOME DEPOT INC RECRUITMENT	B912	1,182.5	219.6		249.1							712.5	1.2
HOME DEPOT REWARDS PLATINUM MSTRCRD	B111	8,618.9	8,597.8								21.2		
HOME DESIGN FURN STR	V375	440.7			433.7		0.6		6.4				
HOME EMPORIUM FURN STORE	V375	314.9			373.3				314.9				
HOME ENERGY CENTER	V174	373.3			373.3								
HOME FIRE SPRINKLER ORG	B329	259.0	259.0										
HOME FRANCHISE CONCEPTS BP	B911	313.5	313.5										
HOME FUNDING GROUP CONSUMER SERVICES	B124	429.9			22.5				169.0				238.4
HOME FURNITURE CO	V375	462.0			107.7		1.9		352.3				
HOME FURNITURE STORE	V375	300.3			52.0		7.0		241.3				
HOME IMPROVEMENT SHOW	V164	352.9			90.7				262.3				
HOME INTERIORS & GIFTS BP	B911	288.0	288.0										
HOME INTERIORS&GFTS INC RECRUITMENT	B912	404.6	404.6										
HOME MAGAZINE ONLINE	B623	1,037.1	1,037.1										
HOME OF THE BRAVE VIDEO	H532	832.4						382.7	0.1		449.7		
HOME OXYGEN 2-U DRUGS/TOILETRIES DR	V830	4,351.0									4,351.0		
HOME PARAMOUNT PST CNTRL	V172	305.8					305.8				493.7		
HOME PLACE FURNITURE STR	V375	575.8			82.2								
HOME REMODELING CTR CONT	V171	313.3			313.3								
HOME RMDLNG&DCRTNG SHW	V164	710.3			573.0				137.3				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HOME SHOPPING CABLE TV	B642	686.0	645.0		41.0								
HOME SHOW EVENT	V164	1,182.2			40.6		47.4		1,094.2				
HOME SHOW HOMES EXHBTN	V164	727.3			720.8		6.5						
HOME SHOW/VAR SPON	V164	577.2							577.2				
HOME SURPLUS HOME CENTER	V376	281.8			281.8								
HOME THEATER STORE	V361	354.2			354.2								
HOME THEATRE STORE	V361	306.1			126.0		133.0		47.1				
HOME THEATRE SYSTEMS STR	V361	957.4			957.4								
HOME VALU INTERIORS STR	V372	735.5			315.8				419.7				
HOME WINES & LIQUOR STR	V341	265.5			265.5								
HOME XPRESS ONLINE	B549	1,248.5	1,248.5										
HOME&GARDEN SHW/VAR SPON	V164	405.1							405.1				
HOMEDICS APPLIANCE DR	V872	1,583.5							21.7		240.6	1,321.3	
HOMEDICS BODY FAT SCALE	D280	735.6	735.6										
HOMEDICS DRUGS/TOILETRIES DR	V830	399.0							44.1		5.2	349.6	
HOMEDICS HOUSEHOLD DR	V872	419.0							0.4		418.6		
HOMEDICS MASSAGE CUSHION	D280	3,155.0							319.3		2,835.7		
HOMEDICS PERSONAL CARE PDTS	D280	290.4	189.6										100.8
HOMEDICS SHIATSU MASSAGE CUSHION	D280	442.8										442.8	
HOMEDICS SHIATSU MASSAGERS	D280	999.5	451.5						0.4	4.4	543.2		
HOMEGOODS HM FRNSHNG STR	V372	13,434.6	2,808.7	206.4	1,625.0	21.3	9.6		7,834.4				929.3
HOMEKO HOME CENTER	V376	294.0			294.0								
HOMELIFE COMMUNITIES DEV	B452	1,514.5			190.3		716.5		607.7				
HOMEMAKERS FURN STR	V375	936.6			577.3				359.3				
HOMER SKELTON FORD	V211	1,473.7			0.5			12.5		1,460.7			
HOMERIC TOURS	T420	430.5				430.5							
HOMESTEAD 1766 RESORT	T431	723.0			723.0								
HOMESTEAD FINANCIAL CONSUMER SVC	B124	323.2					78.0		245.2				
HOMESTEAD MIAMI SPEEDWAY	V163	518.1			146.7		151.0	0.0	174.3		20.1		26.0
HOMESTEAD PRESERVE DEV	B452	457.8	369.1		5.0	83.7							
HOMESTEAD RESORT HOTEL	T431	311.4	71.7		222.5		15.8				1.3		
HOMETOWN BUFFET REST	G320	4,977.3			8.9		5.5		4,962.9				
HOMETOWN EQUITY MTG CONSUMER SVC	B124	1,434.5			310.6								1,123.8
HOMETOWN HRNG&ADLGY CTR	V139	562.8			562.8								
HOMETOWN MONEYSAVER MAG	B623	2,316.4			2,316.4								
HOMEVESTORS OF AMERICA	B451	10,060.8			77.8		6,100.8		2,417.5				1,464.6
HOMewise BUILDERS	V171	331.8			331.8								
HOMEWOOD SUITES HOTEL	T431	5,281.7	2,265.1		7.9	2,563.8	202.1		7.5		235.3		
HOMEWORKS HOME IMPRVMT	V171	9,091.3			9,077.6				13.7				
HON OFFICE FURNITURE	B721	2,625.7	984.8		12.7		3.5		9.3			1,615.5	
HONDA AQUA-TRAX	G430	299.8	97.8					20.0	26.5		155.6		
HONDA ATVS	T131	1,531.9	908.3					131.2	46.9	156.6	288.9		
HONDA AUTO CTR	V212	1,502.2			1,502.2								
HONDA AUTO CTR/BELLEVUE	V212	316.5			31.0				285.5				
HONDA AUTO DIV CP	T112	1,681.5	825.6			855.9							
HONDA AUTO&TRK DIV CP	T115	20,704.7	19,298.3	798.9	101.7	505.8							
HONDA AUTO&TRK VAR	T115	48,678.3	9,393.1	121.6	299.2	835.9	4,605.0	11,886.4	14,348.9		1,530.3	5,269.5	388.4
HONDA AUTO&TRK VIGNETTE	T115	316.3						180.5	131.3		4.5		
HONDA AUTOS ACCORD	T112	97,229.0	20,085.3	2,378.6	1.7	337.2	63.8	32,333.7	32,899.3	1,356.4	7,688.6		84.4
HONDA AUTOS ACCORD HYBRID	T112	1,281.8	1,281.8										
HONDA AUTOS ACCORD LEASING	T112	56,379.0	2,057.9		45.0	178.8		4,490.2	47,147.4	22.0	2,437.8		
HONDA AUTOS CIVIC	T112	44,653.0	5,874.8			109.7		8,361.7	26,966.8		3,340.1		
HONDA AUTOS CIVIC & CIVIC HYBRID	T112	9,232.4							9,232.4				
HONDA AUTOS CIVIC HYBRID	T112	14,533.7	3,241.4					8,097.9	1,493.3	907.7	793.3		
HONDA AUTOS CIVIC HYBRID LEASING	T112	881.9							881.9				
HONDA AUTOS CIVIC LEASING	T112	3,452.2							3,452.2				
HONDA AUTOS FCX HYDROGEN	T112	1,580.5			758.9	821.6							
HONDA AUTOS FIT	T112	10,154.2	9,581.2					135.6		437.4			
HONDA AUTOS PRE-OWNED	T112	2,618.7										2,618.7	
HONDA AUTOS S2000 ROADSTER	T112	2,013.5	2,013.5										
HONDA AUTOS VAR	T112	22,252.3			203.4			8,124.5	12,526.1		1,174.9	223.5	
HONDA CARS OF CORONA	V212	708.9			708.9								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HONDA CARS OF MESA	V212	358.4			358.4								
HONDA CARS OF ROCK HILL	V212	287.6			287.6								
HONDA CARS/BOSTON/EVRT	V212	660.2			660.2								
HONDA CENTER	V166	844.4			844.4								
HONDA CENTER & MGM GRAND HOTEL&CASINO	V166	307.8			307.8								
HONDA CITY	V212	1,155.7			948.6				207.1				
HONDA CLASSIC GLF TRNMNT	T115	560.2	499.2				13.6	0.0	8.9				38.5
HONDA CLASSIC GOLF EVENT	T115	500.5			222.9	277.5							
HONDA DLR ASSN ACCORD	T122	2,472.3							2,472.3				
HONDA DLR ASSN ACCORD & CIVIC	T122	2,155.9							2,155.9				
HONDA DLR ASSN ACCORD & CIVIC LSG	T122	370.8							370.8				
HONDA DLR ASSN ACCORD LEASING	T122	17,608.2							17,608.2				
HONDA DLR ASSN CIVIC	T122	7,086.2							7,086.2				
HONDA DLR ASSN CIVIC & CIVIC HYBRID	T122	1,092.0							1,092.0				
HONDA DLR ASSN CIVIC HYBRID	T122	668.2							668.2				
HONDA DLR ASSN CIVIC LEASING	T122	1,308.2			83.3				1,224.9				
HONDA DLR ASSN ODYSSEY	T122	1,647.7							1,647.7				
HONDA DLR ASSN ODYSSEY & PILOT	T122	2,323.2							2,323.2				
HONDA DLR ASSN ODYSSEY LEASING	T122	534.6							534.6				
HONDA DLR ASSN PILOT	T122	539.9							539.9				
HONDA DLR ASSN PILOT LEASING	T122	602.4							602.4				
HONDA DLR ASSN VAR AUTO&TRK	T122	19,718.7			2,831.2		107.4		16,209.4				570.7
HONDA DLR ASSN VAR AUTOS	T122	5,768.0							5,768.0				
HONDA DLR ASSN VAR TRUCKS	T122	2,932.5							2,932.5				
HONDA GENERATORS	H629	6,226.2			5,186.6				74.1		965.6		
HONDA GENERATORS & PUMPS	H629	321.0			321.0								
HONDA LAWN MOWER	G711	945.8			5.7			222.0	1.6		716.6		
HONDA MAZDA OF ESCONDIDO	V212	439.5			439.5								
HONDA MISSION VALLEY	V212	408.8			11.7				397.1				
HONDA MOTOR CO CORP DIV CP	T115	14,065.3	8,345.0		2,310.1	3,410.1							
HONDA MOTOR CO LTD CP	T115	18,733.8	2,047.9		70.8				12,211.3	52.7		4,351.1	
HONDA MOTOR CO LTD TV PROGRAM	T115	284.7				284.7							
HONDA MOTORCYCLE	T131	8,611.5	305.6		5.4			1,913.5	75.5		6,311.7		
HONDA NORTH	V212	289.1			277.3				11.8				
HONDA OF CONCORD	V212	468.8							468.8				
HONDA OF CONCORD & TOY SCION/CONCORD	V212	257.2			150.1				107.1				
HONDA OF KIRKLAND	V212	740.5			740.5								
HONDA OF LAKE NORMAN	V212	343.5			89.1				254.4				
HONDA OF NANUET	V212	1,462.6			1,438.0								24.6
HONDA OF NEW ROCHELLE	V212	1,660.1			1,660.1								
HONDA OF OAKLAND	V212	1,440.4			1,440.4								
HONDA OF PASADENA	V212	1,466.4			1,466.4								
HONDA OF RUSSELLVILLE	V233	250.2			137.8		16.4		95.9				
HONDA OF SANTA MONICA	V212	311.0			311.0								
HONDA OF STEVENS CREEK	V212	657.0			657.0								
HONDA OF TEMPE	V212	610.1			610.1								
HONDA OF THOUSAND OAKS	V212	532.7			532.7								
HONDA OF TOMS RIVER	V212	299.5			299.5								
HONDA OF WESTPORT	V212	662.5			662.5								
HONDA ON GRAND	V212	2,814.8			2,814.8								
HONDA POWER EQUIP	G711	1,319.5			1,319.4				0.1				
HONDA REGIONAL CORP DA	T122	1,962.6											1,962.6
HONDA SUPERSTORE	V212	2,349.7			2,315.6		34.0						
HONDA SUPERSTORE/LISLE	V212	1,148.8			1,148.8								
HONDA TRUCKS CR-V	T118	30,622.4	10,596.3						11,651.2	3,789.6	1,571.2	3,014.1	
HONDA TRUCKS ELEMENT	T118	11,502.7	9,289.9						117.9	1,024.0		1,070.9	
HONDA TRUCKS ODYSSEY	T118	25,405.5	9,813.5			219.4			4,091.2	3,400.6		7,779.7	101.1
HONDA TRUCKS ODYSSEY & PILOT	T118	13,504.8							3,911.3	8,528.7		1,064.7	
HONDA TRUCKS ODYSSEY LEASING	T118	11,471.0	642.0							10,829.0			
HONDA TRUCKS PILOT	T118	14,220.9	7,447.3		187.3				1,143.8	2,581.2		2,861.2	
HONDA TRUCKS PILOT LEASING	T118	10,473.3	3,152.9			219.4				7,089.7		11.3	
HONDA TRUCKS RIDGELINE	T118	21,291.8	5,254.4		191.6				6,526.1	1,695.9	1,885.2	5,738.6	

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HONDA TRUCKS RIDGELINE LEASING	T118	1,148.7	409.5						735.5		3.6		
HONDA TRUCKS VAR	T118	34,418.3	724.3		703.8			5,183.3	25,640.4		2,166.5		
HONDA UNIVERSE	V212	643.1			643.1								
HONDA VAR VEHICLES&WATERCRAFTS	T131	420.7						72.0	31.2	6.3	311.2		
HONDA WEST	V212	797.1			239.2		45.9		512.0				
HONDA WEST &SHCK FNDLY HND&DSRT HND	V212	327.1							327.1				
HONDA WORLD	V212	686.9			634.8				52.1				
HONDA/SUPERSTITION SPRNG	V212	439.9			439.2		0.7						
HONDAJET AIRCRAFT	T300	646.5	646.5										
HONDURAS TP	T434	635.9	635.9										
HONEY DEW DONUT SHOP	V342	823.3						229.7	593.6				
HONEYBAKED HAM STORE	V344	6,741.8			1,010.9		475.1		3,089.5				2,166.3
HONEYSUCKLE WHITE TURKEY	F333	774.7									404.2		370.5
HONG KONG GOVT CP	B313	278.7	278.7										
HONG KONG GRAND CSTM STR MEN	V311	542.9				542.9							
HONG KONG INDUSTRIAL DEVELOPMENT	B840	568.0	568.0										
HONG KONG TP	T434	1,544.9	1,060.7		180.8	215.1	25.0		27.3				36.0
HONGO KILLER FOOT MEDICATION	D554	526.8							526.8				
HONGOSAN DRUGS/TOILETRIES DR	V830	444.9							380.5		64.5		
HONORA JEWELRY	A510	320.8	320.8										
HONORA JEWELRY STORE	V314	931.4	842.0			89.4							
HONQUEST FURN/LVNG STR	V375	738.8			738.8								
HOOD EGGNOG	F311	372.6		277.1							95.5		
HOOD MILK	F311	518.2			182.0				336.1				
HOOD NEW ENGLAND CRMRY ICE CREAM	F313	715.8			7.8				708.0				
HOOD SIMPLY SMART LW FT MLK&LW/CHOC	F311	1,267.7							1,267.7				
HOODIA DEX-L10 DRUGS/TOILETRIES DR	V830	320.9							8.1	4.4	308.5		
HOODIA GORDONII REDUCING AID	D542	680.1	680.1										
HOODIA PATCH DRUGS/TOILETRIES DR	V830	396.9		396.9									
HOODIA PRO DRUGS/TOILETRIES DR	V830	1,197.9	1,020.4		125.0				23.6				28.9
HOODIA SURE DIETARY SUPPLEMENT	D543	796.9	796.9										
HOODIA SURE RAPID-GELS	D542	923.9	775.0								148.9		
HOODS DISC HOME CENTER	V376	354.7			208.8		35.8		110.1				
HOOKED ON PHONICS MISC DR	V859	2,343.6	365.2						7.4	18.4	29.8	1,922.8	
HOOKED ON PHONICS VAR LRGN PRGRMS	G549	2,068.7							148.4	10.4	710.3	1,199.6	
HOOKS LINCOLN MERCURY	V211	571.3			571.3								
HOOSIER LOTTERY	B314	1,824.7					250.6		1,574.1				
HOOTERS CASINO HOTEL	T431	622.6	173.8		137.4		311.5						
HOOTERS RESTAURANT	G320	7,570.4	225.2		162.8		3,511.6	1,355.6	1,356.3				959.0
HOOTERS RESTAURANT RECRUITMENT	B912	310.1							70.0	0.8			239.3
HOOVER FLOOR MATE FLOOR CLEANING SYS	H223	3,235.3	306.6						739.3	16.6	1,260.2	912.7	
HOOVER SALES & SERVICE	V371	412.8			399.1		3.0		10.7				
HOOVER STEAMVAC ALL TRN CRPT CLN MCH	H223	4,182.7	306.6						1,722.2	19.0	1,682.7	452.2	
HOOVER WINDTUNNEL 2 VACUUM CLEANER	H223	613.2	613.2										
HOOVER Z VACUUM CLEANER	H223	10,106.4	306.6						2,332.2	4,143.7	2,294.4	1,029.6	
HOPES WINDOWS	H223	306.6	306.6										
HOPKINS FORD LINC MERC	H613	627.7	627.7										
HORATIO ALGER ASSN	V211	396.0			396.0								
HORCHOW STORE ONLINE	B329	356.3	101.0		19.0		236.3						
HORIZON AIR DOM	V359	1,051.5	1,051.5										
HORIZON BLUE CROSS&BL SH MEDICAL INS	T413	362.9			362.4				0.5				
HORIZON CARPET STORE	B412	2,616.9			595.8		437.0		897.6				686.6
HORIZON CASINO & RESORT	V373	791.0			791.0								
HORIZON HEALTHCARE MEDICAL INSURANCE	T431	517.3					439.6		77.6				
HORIZON MATTRESS CENTER	B412	401.9											401.9
HORIZON ORGANIC DAIRY PDTS	V377	256.0			256.0								
HORIZON ORGANIC LOWFAT YOGURT	F311	1,536.0	1,372.9										163.1
HORIZON ORGANIC MILK	F311	524.2	524.2										
HORIZON ORGANIC REG & CHOCOLATE MILK	F311	6,705.5	6,699.6						5.9				
HORIZON YACHTS	F311	612.5	612.5										
HORMEL CHILI	G430	366.4	366.4										
	F260	4,053.1	4,053.1										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HORMEL COMPLEATS MICROWAVE MEALS	F260	3,268.1							3.8		3,264.2		
HORMEL NATURAL CHOICE DELI HAM	F331	13,639.1	9,901.1					149.7	37.5		3,550.8		
HORMEL NATURAL CHOICE VAR MEAT	F332	4,041.3	4,041.3										
HORMEL PREPARED BEEF ROAST	F332	5,427.4	2,716.2					1,514.8	0.2		1,196.3		
HORNBURG JAGUAR LNDRVR	V219	260.2		260.2									
HORSESHOE CASINO	V169	4,843.0					1,837.7		2,352.6				652.7
HORSESHOE CASINO HOTEL	T431	6,486.0			3,196.3		931.6	29.1	2,315.9				13.2
HOSELTON AUTO SALES	V219	633.2			624.1				9.1				
HOSELTON TOYOTA	V212	507.5			332.5				175.0				
HOSPICE OF THE VALLEY	V139	725.7			230.9		247.4		247.4				
HOSPITAL OF CENTRAL CT	V133	939.9			577.1		96.7		266.2				
HOSPITAL/SPECIAL SURGERY	V133	2,368.5	349.7	183.0	165.8	1,258.2	66.7		345.2				
HOSS STEAK&SEAFOOD REST	G310	821.5					96.6		723.4				1.5
HOSTEL II VIDEO	H532	1,263.7						846.3	2.5	172.8	242.1		
HOSTESS 100 CALORIE PKCS SNACK CAKES	F342	7,121.5	7,121.5										
HOT 97 SUMMER JAM	V161	262.0					262.0						
HOT FUZZ VIDEO	H532	2,269.2						16.0	10.9	351.4	1,650.4		240.5
HOT HEADS RESEARCH&RCNG AUTO DR	V880	250.8	250.8										
HOT POCKETS CALZONE FROZEN ENTREES	F260	8,156.6						3,068.1	105.8	2,048.3	2,934.4		
HOT POCKETS FROZEN ENTREES	F260	13,982.2						5,439.6	291.4	2,911.2	5,340.0		
HOT SPRINGS AR TP	T433	290.8	153.8						137.0				
HOT STUFF/STUFF MAGAZINE	B623	545.2	545.2										
HOT TUB & POOL EXPO	V164	380.8			234.0	4.8			142.0				
HOT TUB EXPO SHOW & SALE	V164	316.2			312.6				3.6				
HOT DIAMONDS JEWELRY	A510	311.5	311.5										
HOTEL DEL CORONADO	T431	1,024.9	136.0		847.0		42.0						
HOTEL GRANDUCA	T431	335.0	335.0										
HOTEL VICTOR	T431	270.8		229.1	25.8	15.9							
HOTELS.COM ONLINE	T431	52,470.8	4,385.6			1,546.7	512.5	14,133.6	4,530.3		22,441.1		4,920.9
HOTWIRE.COM TRAVEL SVC ONLINE	T420	15,421.1			172.5			303.3	1.4	213.5	14,578.1		152.3
HOTZE HEALTH&WLNS CTR	V133	424.0	424.0										
HOUDINI CORKSCREW	H221	405.4									405.4		
HOUGH&GUIDICE REALTY INC	B451	272.4			272.4								
HOUGHTON MIFFLIN VAR BOOKS	B610	753.0	142.6		7.4	603.1							
HOULIHAN LAWRENCE REALTY	B451	1,854.2	158.9	261.5	1,268.8	149.8	15.1						
HOULIHAN LOKEY HOWRD&ZKN CP	B129	476.7				476.7							
HOULIHANS RESTAURANT	G320	254.7			131.7		96.2		26.8				
HOUR EYES OD	V132	2,005.4			89.6				1,915.8				
HOUSE & GARDEN MAGAZINE CONTEST	B623	440.5	440.5										
HOUSE & GARDEN MAGAZINE ONLINE	B623	1,295.8	1,295.8										
HOUSE & GARDEN MAGAZINE VAR BOOKS	B610	752.4	752.4										
HOUSE BEAUTIFUL MAG	B623	730.3	730.3										
HOUSE BEAUTIFUL MAG MULTI-PDTS DR	V899	1,590.5	1,590.5										
HOUSE BEAUTIFUL MAG ONLINE	B623	4,631.2	4,631.2										
HOUSE BEAUTIFUL MAG SWEEPSTAKES	B623	397.7	397.7										
HOUSE MD SERIES VIDEOS	H532	423.5					65.6			357.9			
HOUSE OF BEDROOMS	V377	591.4			581.7				9.7				
HOUSE OF BLUES REST	G320	1,059.5	24.2		811.6		180.5		36.5		0.7		5.9
HOUSE OF BRIDES STORE WOMEN	V311	269.3	222.6		23.0				23.6				
HOUSE OF DENMARK STORE	V379	575.5			544.6								30.8
HOUSE OF DREAMS CONTEST	V169	759.1			759.1								
HOUSE OF HEARING AIDS	V139	274.3			274.3								
HOUSE&GARDEN DSGN HPNG	B623	668.8	668.8										
HOUSEIMPORTS MERCEDES	V213	297.4			297.4								
HOUSEVALUES.COM REALTY ONLINE	B451	3,593.7			2.9				611.9		2,978.9		
HOUSEWORKS FURNITURE STR	V375	276.1							276.1				
HOUSTON AREA GMC DA SIERRA	T121	682.4			682.4								
HOUSTON AREA GMC DA VAR TRUCKS	T121	599.5			599.5								
HOUSTON AREA GMC DA YUKON	T121	250.5			250.5								
HOUSTON AREA GMC DA YUKON DENALI	T121	279.5			279.5								
HOUSTON AREA VOLVO DA	T123	644.7			644.7								
HOUSTON AREA VOLVO DA XC90 LEASING	T123	348.3			348.3								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HOUSTON ASTROS BSBL TM	V163	1,113.7			688.7		121.8		303.3				
HOUSTON BALLET	V161	618.7			278.3				340.4				
HOUSTON COMMUNITY CLG	G810	597.3			93.0		176.6		327.6				
HOUSTON DYNAMO SOCCER TM	V163	389.7			197.5		14.4		177.8				
HOUSTON GARDEN CENTERS	V358	6,310.7			5,984.8				325.9				
HOUSTON INFINITI DA	T122	572.6			572.6								
HOUSTON MARATHON	V162	294.4	294.4										
HOUSTON MUSEUM/NAT SCNC	V166	1,324.3	508.5		103.7	57.5	183.8		470.9				
HOUSTON ROCKETS BSKTBL	V163	466.1			279.8				186.3				
HOUSTON SYMPHONY ORCHSTR	V161	539.4			473.6	2.6			63.2				
HOUSTON TEXANS FTBL TM	V163	669.7			429.1		26.7		213.9				
HOUSTON TRAINING SCHOOL	G840	324.0							324.0				
HOUSTON TX TP	T433	1,240.7	543.4		52.8	20.1		434.0	190.4				
HOUSTON VEIN INSTITUTE	V133	378.8			378.8								
HOUSTON ZOO	V166	492.3			25.1		220.1		247.1				
HOVEROUND DRUGS/TOILETRIES DR	V830	50,809.6						7,597.4	930.0	25,067.3	17,215.0		
HOVERROUND PERSONAL MOBILITY VEHICL	D610	1,301.7	1,301.0						0.6				
HOW SPC/TCH SLVG PN SLVG	B629	2,418.1			2,418.1								
HOW TECH SLVNG BCK PN/DR	B629	253.0			253.0								
HOW TO GET RICH/RE/CO VAR RECORDINGS	H532	833.1			833.1								
HOW TO MAKE MONEY SEMINAR	G820	490.9			490.9								
HOW TO PLAN YOUR WEDDING ADVERTORIAL	V159	313.2				313.2							
HOW YOU/GT SPR RCH/CM RE SEMINAR	G820	1,328.5			1,328.5								
HOW/FND FRCLLSRS YR OW BK SEMINAR	G820	602.7			602.7								
HOWARD A POPPER DDS	V132	315.3			315.3								
HOWARD A POPPER DDS & JASON P POPPER	V132	257.8			257.8								
HOWARD AUTO DLR	V219	637.3			637.3								
HOWARD B FEFFER DDS	V132	362.7			272.8				89.9				
HOWARD HANNA REAL ESTATE	B451	1,662.8			880.9		44.1		737.8				
HOWARD HN SMYTH CRMR RLT	B451	3,700.9			3,659.4				41.5				
HOWARD HUGHES RE	B451	254.0					254.0						
HOWARD HYUNDAI	V212	421.6			421.6								
HOWARD JOHNSON HOTELS	T431	4,835.7	2,744.1	700.4	36.6	588.8	765.9						
HOWARD LORTON FURN GLRY	V375	291.5			291.5								
HOWARDS BRAND NAME APPL	V371	7,182.7			7,182.7								
HOWARDS TV & APPL STORE	V361	629.6			617.5				12.1				
HOWDY HONDA	V212	354.4			317.8				36.6				
HOYA CAMERA FILTERS	G142	277.8	277.8										
HP BLADE SERVER	B511	6,883.0						4,166.4	2.1	11.4	2,703.1		
HP BLADESYSTEM SERVER	B511	1,786.3	1,786.3										
HP COMPAQ DC & HP CMPQ PORTABLE CMPTR	B511	780.4			780.4								
HP COMPAQ DC COMPUTER	B511	1,614.8	997.4			617.4							
HP COMPAQ NC PORTABLE COMPUTER	B511	1,009.5	417.3		46.0	546.2							
HP COMPAQ NX PORTABLE COMPUTER	B511	3,610.2			3,610.2								
HP COMPAQ PORTABLE COMPUTER	B511	5,195.2	672.2		1,985.4	2,537.6							
HP COMPUTER	B511	6,699.5	72.9		40.6		21.9	1,235.9	3.9	5.4	4,932.2		386.6
HP COMPUTER CMPNTS&ACCESS	B529	1,330.8			1,230.2	100.6							
HP COMPUTER COMPONENTS	B522	1,167.8			1,167.8								
HP COMPUTER PDTS DR	V821	7,279.2				3,817.3			447.1		3,014.9		
HP COPIER	B711	1,359.6			818.0	541.5					304.7		
HP HALO NETWORKING SYSTEMS	B233	304.7											
HP INK CARTRIDGES	B523	18,200.1	10,727.0	6,967.3		505.8							
HP IPAQ HAND HELD COMPUTER	B511	824.7			824.7								
HP MEDIA CENTER COMPUTER	B511	885.1	517.1	368.0									
HP MULTI FUNCTION OFC MCHN	B719	2,439.1			1,589.1	850.0							
HP NAS PORTABLE COMPUTER	B511	977.2			876.6	100.6							
HP PARTNERONE BUS SVC	V129	402.1				402.1							
HP PAVILION AT SAN JOSE	V166	531.3			531.3								
HP PAVILION COMPUTER	B511	3,372.7	201.2		2,134.8	862.7					174.0		
HP PAVILION COMPUTER PDTS DR	V821	43,823.6		9,509.8	32.4			351.3	372.4	15.3	33,542.3		
HP PAVILION PORTABLE COMPUTER	B511	20,733.6	3,615.5				170.0	6,453.7	18.0	1,635.4	8,841.1		
HP PAVILION SLIMLINE CMPTR PDTS DR	V821	1,555.5						956.2	0.3		599.0		

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HP PAVILION SLIMLINE COMPUTER	B511	14,413.4			3,238.9			10,097.2	13.5		1,063.7		
HP PHOTOSMART DIGITAL CAMERA	G141	576.8											576.8
HP PRINTERS	B521	48,396.9	11,387.3	1,548.1	24,395.9	6,328.3		4,486.8	5.1	47.0	110.1		88.4
HP PRINTERS&PRINTER ACCESS	B522	4,822.8	612.6		3,866.8	343.4							
HP PROCURVE NETWORK SWITCHES	B822	576.0	576.0										
HP PROLIANT SERVER	B511	342.2	310.6		31.6								
HP PROLIANT SERVER &STRGWRKS TP DRV	B511	862.6	862.6										
HP TABLET COMPUTER	B511	275.5	275.5										
HP TOUCHSMART COMPUTER	B511	1,834.6	1,834.6										
HP VAR COMPUTERS	B511	8,376.8	176.3		7,241.3	921.2	38.0						
HP VAR COMPUTERS & NETTECH SERVICE	B511	596.9			596.9								
HP VAR COMPUTERS &SIGMANET CMPTR SVC	B511	264.2			264.2								
HP VAR COMPUTERS &SOFTSMART SFTWR SVC	B511	960.2			758.9	201.3							
HP VAR COMPUTERS COMPUTER PDTS DR	V821	33,824.8	733.8	16,282.9				96.4	1,734.9	1,020.7	13,956.2		
HP VAR COMPUTERS US21 COMPUTERS STR	B511	287.5			287.5								
HP VAR PORTABLE COMPUTERS	B511	479.2				479.2							
HP WORKSTATION	B511	3,956.3						2,859.8	3.8	5.5	1,087.2		
HPNOTIQ LIQUEUR	F722	2,872.5	2,872.5										
HRC HOMEOWNER RSRC CTR	V171	263.5						263.5					
HSBC BANK CONSUMER SERVICES	B121	21,914.3	456.1		6,619.5	178.6	12,372.5	664.6	1,065.0		149.1		408.9
HSBC BANK ONLINE	B121	11,679.3						178.2	880.2	85.1	10,535.8		
HSBC BANK USA CP	B121	356.6	57.5			299.1						517.2	
HSBC INSURANCE ONLINE	B430	517.2										455.8	
HSBC LIFE INSURANCE	B411	455.8											
HSBC MORTGAGE CONSUMER SERVICES	B124	648.9			648.9								
HSBC PREMIER CONSUMER SERVICES	B129	1,092.4	974.4		117.9								
HSBC SAVINGS BANK CONSUMER SERVICES	B121	1,673.4			878.4	795.0							
HSBC VAR CREDIT CARDS	B111	4,308.1					4,308.1						
HSBC W WRLD MTCH CHMPNSH	B121	483.6	303.2		176.2								4.2
HSGAMETIME.COM ONLINE	B670	905.4			284.6				620.8				
HSN TV PAID PROMO	B641	1,278.1	1,245.0		33.1								
HSN.COM STORE ONLINE	V314	5,669.8			18.1			4,390.5	32.8	542.1	686.3		
HTC AMERICA PHONE STORE	V329	570.8											570.8
HTC WIRELESS PHONES	B213	1,426.4	1,426.4										
HTI HIGH-TECH INSTITUTE	G840	1,555.6			4.1			1,551.5					
HUAWEI TECH CO LTD CP	B260	1,605.4	1,605.4										
HUBBA BUBBA BUBBLE GUM	F520	1,684.2										1,684.2	
HUBBA BUBBA SOUR GUMMY TAPE CANDY	F510	1,359.0										1,359.0	
HUBBA BUBBA VAR BUBBLE GUM	F520	631.7	631.7										
HUBLER CHEVROLET	V211	414.0			116.5				297.4				
HUBLOT WATCHES	A520	5,268.0	1,108.1	343.1		3,816.8							
HUCK FINNS WRHS&MR STR	V379	2,441.3			746.5				1,694.9				
HUCKABEE FOR PRESIDENT	B331	509.9							509.9				
HUCKINS YACHTS	G430	374.9	374.9										
HUD HOUSING & URBAN DEV	B313	1,417.3	99.2		529.9	24.6	5.0						758.6
HUDDLE HOUSE RESTAURANTS	G320	897.3					35.9		787.3				74.1
HUDIBURG AUTO GROUP	V219	1,037.1			988.2		34.9		14.1				
HUDIBURG NISSAN	V212	948.0			931.5				16.5				
HUDIBURG SCION TOYOTA	V212	379.2			379.2								
HUDSON & MARSHALL RE AUC	B459	560.3						495.1					65.3
HUDSON CITY SAVINGS BANK CON SVC	B121	5,742.7			5,340.5	402.2							
HUDSON HONDA	V212	311.1			9.6				301.5				
HUDSON NISSAN	V212	2,972.1							2,972.1				
HUDSON TOYOTA	V212	3,944.7				61.0			3,883.7				
HUDSON&MARSHALL ACTNR	V122	898.6			898.6								
HUE HOSIERY WOMEN	A230	769.1	769.1										
HUFFINES AUTO DLR	V219	839.7			839.7								
HUFFINES CHEVROLET	V211	430.0			373.7				56.3				
HUFFINES HYUNDAI	V212	675.5			590.0				85.6				
HUGE CHRISTMAS LQDTN SL	V359	313.3							313.3				
HUGE LIQUIDATION SALE	V359	452.6							452.6				
HUGGIES BABY WASH & WIPES	D557	9,394.6	3,935.0					4,019.2	17.7		1,422.7		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HUGGIES CLEANTEAM FOAMING HAND SOAP	D221	921.0	921.0										
HUGGIES LITTLE SWIMMERS DPSBL SWMPN	D270	2,423.1	857.0					604.6			961.5		
HUGGIES NEWBORN DISPOSABLE DIAPERS	D270	368.9	368.9										
HUGGIES SUPREME DISPOSABLE DIAPERS	D270	932.1							12.0		920.1		
HUGGIES SUPREME NAT FIT DPSBL DPRS	D270	11,812.2	4,160.0					2,317.1	1,437.4	136.2	2,904.4	857.1	
HUGGINS HONDA	V212	1,560.3			1,560.3								
HUGHES & COLEMAN ATTY	V151	1,340.0					20.9		1,319.1				
HUGO BOSS APPAREL	A990	1,437.0	1,131.7			31.8	273.5						
HUGO BOSS BOSS FRAGRANCE MEN	D410	1,088.6	1,088.6										
HUGO BOSS BOSS STORE WOMEN	V311	776.7	776.7										
HUGO BOSS RTW MEN & WOMEN	A190	717.9	717.9										
HUGO FRAGRANCE MEN	D410	1,958.1	1,957.1						1.0				
HUGO XY FRAGRANCE M & HUGO XX FRAG W	D410	2,076.3	2,076.3										
HUMAN TOUCH MASSAGE CHAIRS	H121	2,533.2	2,533.2										
HUMANA & MEDICARE MEDICAL INS	B412	318.8			277.9		40.9						
HUMANA CHOICE PPO	B412	1,394.4			1,380.6				13.8				
HUMANA GOLD CHOICE PLAN	B412	1,771.9			766.8				408.4		596.6		
HUMANA GOLD PLUS PLAN	B412	2,043.5			1,225.0				706.4		112.1		
HUMANA HEALTH SERVICES	V133	350.2	36.9				313.3						
HUMANA HEALTHCARE MEDICAL INSURANCE	B412	699.1					699.1						
HUMANA INSURANCE CO	B430	6,338.9			6,338.9								
HUMANA MEDICAL INSURANCE	B412	21,335.1			18,224.5				2,853.4		245.9		11.4
HUMANA MEDICARE CHOICE	B412	6,816.0							3,254.1		3,562.0		
HUMANA ONE PLAN	B412	6,172.6							6,055.1		117.5		
HUMANE SOCIETY OF THE US	V158	1,945.5	333.0	116.1	909.8	283.5	182.5		76.3		44.4		
HUMANE SOCIETY/PSA	S232	718.6							494.1		224.5		
HUMIRA RHEUMATOID ARTHRITIS RX	D560	71,343.0	33,865.4	808.5				20,057.6	1,161.9	9,814.8	5,634.8		
HUMMER DLR ASSN H1 & H2	T121	1,557.2			1,557.2								
HUMMER DLR ASSN H2	T121	796.5							796.5				
HUMMER DLR ASSN H2 & H2 SUT	T121	556.2							556.2				
HUMMER DLR ASSN H3	T121	7,369.8			378.1				6,991.7				
HUMMER DLR ASSN H3 LEASING	T121	1,839.1			244.4				1,594.6				
HUMMER DLR ASSN VAR VEHICLES	T121	2,757.0			854.6	303.2	29.8		882.9				686.5
HUMMER LOC DLR	V211	9,736.5			7.3		21.0		9,708.2				
HUMMER OF MAWAH	V211	2,500.7			2,500.7								
HUMMER OF PALM BEACH	V211	250.5			201.7				48.8				
HUMMER PRESS PASS	T117	754.0	754.0										
HUMMER VEHICLES H2	T117	12,318.7	5,606.5		360.5	1,141.0		3,702.8	72.2	95.0	1,340.8		
HUMMER VEHICLES H2 & H2 SUT	T117	4,551.0						402.4	427.0		3,721.6		
HUMMER VEHICLES H3	T117	44,781.6	10,317.3		15.2	337.4		13,810.1	4,560.9	210.0	13,307.7	2,223.0	
HUMMER VEHICLES H3 ALPHA	T117	3,224.2	3,224.2										
HUMMER VEHICLES H3 LEASING	T117	6,501.3			514.0	1,028.2		510.0	1,891.6		2,557.5		
HUMMER VEHICLES VAR	T117	5,709.6	69.6			433.8	426.3	1,699.4	562.9	116.8	2,400.8		
HUMMER/MANHATTAN & POTAMKIN AUTO DLR	V211	911.6			31.4	880.2					77.6		
HUNGARY HOWIES PIZZA REST	G511	349.5	271.9										
HUNGRY JACK VAR FOOD PDTS	G320	1,742.9			54.0		39.7		1,649.1				328.5
HUNT & ASSOC REALTORS	F900	656.8			328.3								
HUNT NISSAN	B451	476.1					476.1						
HUNT YACHTS	V212	392.9							392.9				
HUNTER DOUGLAS WINDOW TREATMENTS	G430	506.4	506.4										
HUNTER DOUGLAS WNDW FSHN	H141	8,256.4	7,844.7	343.1					68.6				
HUNTINGTON BANK CONSUMER SERVICES	V374	605.1	209.2		377.0				18.9				
HUNTINGTON BEACH FORD	B121	6,100.2			3,903.8		369.7		1,826.8				
HUNTINGTON BEACH MTSBSH	V211	1,325.1			1,325.1								
HUNTINGTON BEACH MTSBSH &SO CST MTSB	V212	543.2			543.2								
HUNTINGTON BEACH MTSBSH &SO CST MTSB	V212	340.2			340.2								
HUNTINGTON HONDA	V212	2,903.1			2,903.1								
HUNTINGTON LEARNING CTR	G850	6,578.7			387.9		38.1		4,841.0		1,252.4		59.3
HUNTINGTON LEARNING CTR BP	B911	255.8	255.8										
HUNTINGTON TOYOTA	V212	503.1			503.1								
HUNTS CANNED TOMATOES	F323	6,962.3	798.2	372.1				2,320.6	96.4	2,063.9	1,311.3		
HUNTS MANWICH SLOPPY JOE SAUCE	F170	8,113.7						3,991.2	49.0	283.8	3,789.7		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HUNTS SNACKPACK PUDDING	F142	1,635.4							261.7		1,373.7		
HUNTSMAN SPRINGS RE DEV	B452	302.4		114.7	10.2	177.6							
HUPY & ABRAHAM ATTY	V151	1,236.9							1,236.9				
HURD AUTO ENTERPRISES	V219	1,039.8			1,028.6				11.1				
HURLEY APPAREL	A990	255.4	255.4										
HURRICANE INFO/PSA	B323	325.9							325.9				
HURRICANE SAFETY/PSA	B323	295.1							295.1				
HURRYHOME.COM REALTY ONLINE	B430	647.3									647.3		
HURTIGRUTEN NRWGN CST VY CRUISES	T412	1,287.9	100.6	1,143.1					0.6		43.7		
HURWITZ MINTZ FURN STR	V375	5,290.0			5,208.5				81.5				
HUSARS HOUSE/FINE DMNDS	V314	693.9			61.5				632.4				
HUSQVARNA RIDING MOWER	G711	329.6	294.7								34.8		
HUSTLER CASINO	V169	492.9			14.7		478.2						
HUTCHENS CHEVROLET	V211	308.4			308.4								
HUTCHISON WHAMPOA LTD CP	G930	302.9	302.9										
HYATT CORP HOTELS FOREIGN	T432	686.2					686.2						
HYATT HOTELS	T431	9,627.6	1,761.7	228.7	304.6	4,228.4	2,137.7	54.0	0.8		908.3		3.4
HYATT HOTELS GRAND ASPEN	T431	285.3	205.2			80.1							
HYATT HOTELS PLACE	T431	4,273.8	2,956.3			1,317.5							
HYATT HOTELS PLACE&SUMMERFIELD STS	T431	526.4				526.4							
HYATT HOTELS SUMMERFIELD SUITES	T431	1,790.6	860.6		8.2	921.9							
HYATT HOTELS WORLDWIDE	T432	6,506.7	1,579.1	114.4				582.4	1.2		4,229.7		
HYATT PLACE HOTELS	T431	777.6			2.8	715.2	59.6						
HYATT PLACE RE DEV	B452	370.8	367.4		3.3								
HYATT REGENCY HOTELS	T431	918.9	518.5		300.7		60.8	0.0					38.9
HYATT REGENCY HOTELS SCOTTSDALE	T431	254.1		202.9	51.2								
HYBRID TECHNOLOGIES BP	B911	848.4			848.4								
HYBRID TECHNOLOGIES INC CP	G930	418.4	418.4										
HYDE PARK JEWELERS	V314	1,471.0			1,344.9		126.2						
HYDREX PEST CONTROL	V172	344.5			344.5								
HYDROLYZE DRUGS/TOILETRIES DR	V830	525.5		525.5									
HYDROLYZE UNDR-EY TRTMNT DRUGS/TL DR	V830	533.1		497.3		35.7							
HYDRO-SIL HOUSEHOLD DR	V872	4,427.7	2,855.0	1,139.2	433.5								
HYDROXATONE DRUGS/TOILETRIES DR	V830	3,643.6	613.9	2,749.6	49.5	230.6							
HYDROXYCUT HARDCORE REDUCING AID	D542	2,679.2	2,679.2										
HYDROXYCUT RDNG AID &NTR-TCH SPLMNT	D542	1,165.4	1,165.4										
HYDROXYCUT REDUCING AID	D542	42,843.7	12,565.7					264.2	9,127.3	20,886.5			
HYLANDS RESTFUL LEGS TABLETS	D543	290.2	116.6					6.7	152.6	14.3			
HYLEXIN DRUGS/TOILETRIES DR	V830	1,953.0	1,314.4	638.6									
HYOSUNG MOTORCYCLE	T131	597.9	597.9										
HYPERION AFTER DIANA BOOK	B610	377.4	334.7			42.7							
HYPERION NOT ON OUR WATCH BOOK	B610	494.2	494.2										
HYPERION SYSTEM 9 BI PLUS SOF	B532	1,074.2	1,074.2										
HYPERION VAR BOOKS	B610	851.9			29.7	773.5					48.7		
HYPERION WHAT GOT/HERE WNT GT/THR	B610	362.5	326.4			36.1							
HYPERTECH POWER TUNINGS PDT'S	T144	432.0	164.2							267.7			
HYPNOSE FRAGRANCE WOMEN	D180	2,959.3	1,687.6					1,271.7					
HYPNOSE FRAGRANCE WOMEN & TOIL	D180	883.7	883.7										
HYPNOSE HOMME FRAGRANCE MEN	D410	3,605.5	3,605.5										
HYUNDAI AUTO DIV CP	T112	5,590.7	5,181.4		123.5	285.8							
HYUNDAI AUTO&TRK DIV CP	T115	6,267.8	5,035.7			823.7			407.6		0.8		
HYUNDAI AUTO&TRK SANTA FE&SONATA LSG	T115	776.6			365.4	411.2							
HYUNDAI AUTO&TRK VAR	T115	89,440.3	3,269.2		48.8		2,568.2	41,231.4	14,273.1	12,463.5	14,275.1	560.4	750.6
HYUNDAI AUTO&TRK VIGNETTE	T115	938.9							27.4		911.5		
HYUNDAI AUTOS AZERA	T112	30,889.0	3,600.0		224.2			11,736.9	9,202.2	2,995.9	3,129.8		
HYUNDAI AUTOS ELANTRA	T112	19,736.9						10,632.9	222.3	6,357.6	2,524.1		
HYUNDAI AUTOS SONATA	T112	52,898.8	14,157.7		359.9	205.6		17,513.1	11,022.8	3,899.4	5,740.3		
HYUNDAI AUTOS SONATA LEASING	T112	39,546.2				205.6		19,512.5	11,098.7	4,536.5	4,192.9		
HYUNDAI AUTOS VAR	T112	13,160.7	1,527.2		394.1	285.8		4,919.0	4,327.7	574.5	936.6	195.9	
HYUNDAI CORP DIV CP	T115	378.9	378.9										
HYUNDAI DLR ASSN	T122	3,868.6											3,868.6
HYUNDAI DLR ASSN AZERA	T122	469.3			397.3				72.0				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HYUNDAI DLR ASSN SANTA FE	T122	1,264.8							1,264.8				
HYUNDAI DLR ASSN SANTA FE & SONATA	T122	1,223.1			919.4				303.8				
HYUNDAI DLR ASSN SANTA FE LEASING	T122	653.4							653.4				
HYUNDAI DLR ASSN SANTA FE&SONATA LSG	T122	521.8			310.6				211.2				
HYUNDAI DLR ASSN SONATA	T122	4,248.1			48.8				4,199.3				
HYUNDAI DLR ASSN SONATA & VERACRUZ	T122	438.6							438.6				
HYUNDAI DLR ASSN SONATA LEASING	T122	466.7							466.7				
HYUNDAI DLR ASSN VAR AUTO&TRK	T122	12,209.9			200.2		20.4		4,376.2				7,613.1
HYUNDAI DLR ASSN VAR AUTOS	T122	15,553.5			14,577.1	63.5			913.0				
HYUNDAI OF DAPHNE	V212	504.4					105.2		399.2				
HYUNDAI OF EL PASO	V212	318.5					52.8		265.7				
HYUNDAI OF GLENDALE	V212	1,052.2			1,052.2								
HYUNDAI OF LO	V212	270.2			270.2								
HYUNDAI OF MONROE	V212	627.7			586.1				41.6				
HYUNDAI OF PARAMUS	V212	1,578.6			1,578.6								
HYUNDAI OF TURNERSVILLE	V212	293.9			287.2								6.7
HYUNDAI OF WESTCHESTER	V212	805.9			805.9								
HYUNDAI OF WHITE PLAINS	V212	303.4			303.4								
HYUNDAI TRUCKS ENTOURAGE	T118	893.1	555.9			337.2							
HYUNDAI TRUCKS SANTA FE	T118	78,687.0	26,540.3					25,973.1	10,224.7	7,883.8	8,065.1		
HYUNDAI TRUCKS SANTA FE LEASING	T118	25,516.5						13,151.6	8,693.6	1,022.8	2,648.5		
HYUNDAI TRUCKS TUCSON LEASING	T118	263.7							263.7				
HYUNDAI TRUCKS VAR	T118	10,776.8						4,918.0	4,017.7	759.4	1,081.6		
HYUNDAI TRUCKS VERACRUZ	T118	21,192.5	12,887.8			582.0		3,551.5	1,230.3	1,787.8	1,153.1		
HY-VEE FOOD STORE	V345	5,024.1			2,861.6		56.0	30.0	2,076.5				
I CANT BELIEVE/BUTTER SPREAD	F120	1,506.0		744.1				55.0	23.8	242.7	440.4		
I CANT BLV/BTR MDTRN/OLV SPREAD	F120	15,918.1	845.6	3,234.7				7,874.9	194.0	1,021.2	2,747.8		
I KNOW WHO KILLED ME VIDEO	H532	375.3									375.3		
I LOVE LUCY SERIES VIDEOS	H532	768.7	696.9								71.7		
I LOVE NY TP	T433	383.8			278.9			40.0	15.3		49.7		
I NOW PRONOUNCE/CHCK&LRY VIDEO	H532	3,874.2						2,038.2	2.9	325.0	1,508.2		
I THINK I LOVE MY WIFE VIDEO	H532	1,444.0						459.8	53.8	170.8	759.7		
I WIRELESS WIRELESS SERVICE	B223	295.7			42.8				253.0				
I WORSHIP VAR RECORDINGS DR	V871	1,196.9						55.5		1,141.3			
IAC INTERACTIVE CORP CP	V159	468.0	246.0		79.1	142.9							
IAMS CANNED & DRY DOG FOOD	G611	2,938.9									2,938.9		
IAMS CANNED&DRY CAT&DOG FOOD	G613	445.7									445.7		
IAMS CO CP	G630	1,952.3			1,391.6	560.8							
IAMS DIGESTIVE CARE DRY CAT FOOD	G612	13,236.6	6,983.1					2,046.1	8.4	497.2	3,701.9		
IAMS DOG FOOD	G611	2,333.4	2,254.8		77.5								1.0
IAMS DRY CAT FOOD	G612	4,937.3	3,940.0					767.8	3.0	77.1	149.4		
IAMS DRY DOG FOOD	G611	20,588.4	8,504.4	1,767.7				4,444.8	913.8	937.9	3,704.5	315.3	
IAMS HEALTHY NATURALS DRY DOG FOOD	G611	17,073.5	3,167.7					6,112.1	1,040.8	1,321.4	5,431.5		
IAMS MULTI-CAT DRY CAT FOOD	G612	5,626.9						1,652.4	7.9	660.2	3,306.4		
IAMS SMALL & TOY DRY DOG FOOD	G611	2,604.9						2,251.8	1.3	109.5	242.3		
IAMS VAR PET FOOD	G630	1,033.9		485.4	477.1	71.4							
IBC BANK CONSUMER SERVICES	B121	1,872.4			489.8		162.9		1,219.6				
IBERIA AIRLINES/SPAIN INTL	T414	1,491.3			1,205.8								285.5
IBEROSTAR HOTELS&RESORTS MEXICO	T432	649.5	649.5										
IBEW INTL BRTHRHD EL WRK	B321	342.0			20.1		27.8		270.8				23.3
IBEW INTL BRTHRHD EL WRK &NECA UNION	B321	277.9			31.3				215.2		31.4		
IBM BLADECENTER SERVER	B511	11,212.9						5,676.4	9.2	4.4	5,522.8		
IBM BUSINESS CONS SVC	B930	358.1	191.6				166.5						
IBM BUSINESS SERVICES	B990	7,409.8	5,841.4					1,443.2	0.6		124.6		
IBM COMPUTER	B511	1,157.3					134.0						1,023.2
IBM CORP CP	B512	79,106.4	10,336.8		59.5	7,447.4		46,539.1	59.9	65.6	14,589.7	8.5	
IBM CORP SERVICES	V321	678.6	464.4				214.2						
IBM EXPRESS ADVNTG SVC	V129	2,172.5			2,172.5								
IBM SYSTEM X COMPUTER PDTS DR	V821	587.9	587.9										
IBM SYSTEM X SERVER	B511	1,254.1	1,254.1										
IBM VAR COMPUTERS	B511	356.0			356.0			2,386.1					
IBM VAR COMPUTERS & SOFTWARE	B511	2,386.1											

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
IBM VAR COMPUTERS COMPUTER PDTS DR	V821	526.1					526.1						
IBM VAR SOFTWARE	B532	3,443.2					2,921.9						521.3
IBRAHEEMS ORIENTAL RUGS	V373	301.2			301.2								
IBS IRRITABLE BWL SYNDRM STUDY	V139	1,784.5							1,784.5				
ICAPS MV VITAMINS	D541	406.3	406.3										
ICAPS VAR VITAMINS	D541	657.5	657.5										
ICC CELLULAR STORE	V329	1,642.6			1,320.3	322.3							
ICDC COLLEGE	G810	515.4					300.0		215.4				
ICE BREAKERS SOURS GUM	F520	334.8	334.8										
ICE BREAKERS SOURS HARD CANDY	F510	1,683.9						551.2	0.5	193.5	938.7		
ICE BREAKERS SOURS SUGAR FREE GUM	F520	7,175.1	1,076.0					2,526.2	26.8	1,613.6	1,932.6		
ICE BREAKERS WELLNESS GUM	F520	5,681.3						2,388.8	50.7	2,734.6	507.3		
ICE MTN SPRING WATER	F460	3,779.0					22.1		3,753.6				3.4
ICE TAPS SORE THROAT DROPS	D522	294.9											294.9
ICEBERG APPAREL	A990	496.3	496.3										
ICEBERG BOUTIQUE WOMEN	V311	415.2	415.2										
ICED OUT GEAR STORE ONLINE	V319	286.6	286.6										
ICEHOUSE BEER	F611	4,022.0	4,022.0										
ICELAND HEALTH OMEGA-3 DRGS/TLTRS DR	V830	8,808.5	332.9		6,609.7	42.7		452.0	23.8	1,008.0	339.4		
ICELAND HEALTH REDUCING AID	D542	785.4											785.4
ICELAND HLTH JNT RLF FRM DRGS/TL DR	V830	3,534.8	573.4		2,909.4				9.2		42.8		
ICELAND TP	T434	316.7	53.1		27.4	234.7			1.4				
ICELANDAIR AIRLINES INTL	T414	1,642.0	203.9		1,006.0	361.6	70.6						
ICOM MARINE RADIOS	G430	1,314.8	1,314.8										
ICON 24 HOUR PARKING SVC	V290	313.4							313.4				
ICON CLEANING SERVICE	V179	2,304.1			2,304.1								
ICON LEATHER JACKETS MEN	A120	276.0	276.0										
ICON MOTORCYCLE HELMETS	T149	276.0	276.0										
ICON PARKING SYSTEMS	V290	284.9			35.7		249.2						
ICON PARKING SYSTEMS RECRUITMENT	B912	409.0						409.0					
ICON VALLARTA RE DEV	B452	689.3	457.0	176.1	56.2								
ICY HOT HEAT THERAPY PAIN RLF PTCH	D551	9,093.1						3,964.8	1,291.7	2,405.4	1,431.1		
ICY HOT PAIN RELIEF SLEEVE	D559	1,048.5						725.5	14.8	73.1	235.1		
ICY HOT PRO THERAPY SUPPORT BRACE	D610	1,336.0						0.0	34.8	1,132.0	169.2		
ICY HOT VANISHING SCENT PAIN RLVR GL	D551	3,957.5						1,427.3	594.8	1,243.7	691.8		
ICY HOT XL PAIN RELIEF PATCH	D551	4,145.9						2,062.5	456.1	724.8	902.4		
ICYNENE INSULATION SYSTEM	H611	479.4	469.0		3.3				7.1				
ID BARE MINERALS FACIAL MAKEUP	D140	2,168.2	1,939.5	228.7									
ID VAULT COMPUTER SOFTWARE	B532	566.8											566.8
IDA IRELAND INDUSTRIAL DEVELOPMENT	B840	4,700.8	4,700.8										
IDAHO POTATO COMMISSION	F323	4,340.1					450.0	3,076.9		813.2			
IDAHO STATE LOTTERY	B314	293.1					162.5		130.5				
IDAHO STATE TP	T433	1,417.0	1,224.8		185.3				7.0				
IDEAL BABY STORE CHILDREN	V311	644.7							644.7				
IDEAL HOME FRNSHNGS STR	V372	682.3			671.3				11.0				
IDEAL IMAGE BEAUTY SALON	V131	656.5				555.0							101.5
IDEAL IMAGE CSMTC SRGRY	V133	340.8				340.8							
IDEAL IMAGE LSR HR RMVL	V139	440.9				288.9							151.9
IDEALS PUBLICATIONS VAR BOOKS DR	V823	502.8	502.8										
IDEARC MEDIA	B629	18,550.5			103.1		171.8		8,978.7		8,622.9		674.2
IDP 2 DAYS IN PARIS MOVIE	B660	1,291.8	17.6		1,126.6	147.7							
IDP AMAZING GRACE MOVIE	B660	11,644.1	8.8		4,781.1	585.0		3,620.6	595.6	1,001.8	1,039.3		12.0
IDP FILMS BLIND DATING MOVIE	B660	497.9			258.6				183.3				56.0
IDP REVOLVER MOVIE	B660	513.8	23.5		365.6	124.8							
IDP SERAPHIM FALLS MOVIE	B660	1,249.6	34.6		877.7	232.4			105.0				
IDP SOUTHLAND TALES MOVIE	B660	765.4	27.0		576.0	162.4							
IDT LONG DISTANCE INTL RESIDENTIAL	B221	3,744.2			39.5			202.4	15.3		3,487.0		
IFC BELIEVE IN ME MOVIE	B660	535.0			200.5				334.4				
IFC CABLE TV	B642	1,547.5	725.4	182.4	61.4	142.9	434.3						1.2
IFC CENTER	V165	505.8	92.0			413.7							
IFC VAR MOVIES	B660	640.9	5.3		90.0	515.9							29.8
IFC YOU KILL ME MOVIE	B660	2,202.3	28.7		1,388.8	365.0			303.3		116.4		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
IFL INTL FIGHT LEAGUE	V163	417.5			18.8		12.5	342.0	44.1				
IGA FOOD STORE	V345	623.2			321.8		17.3		284.1				
IGLESIA UNIVERSAL	B322	457.8							457.8				
IGLOO COOLERS	G490	259.2	259.2										
IGO POWER ADAPTERS	B822	822.4				822.4							
IHOME AUDIO EQUIP	H512	1,280.7								1,280.7			
IHOME AUDIO PDTS DR	V871	427.4	427.4										
IHOME CLOCK RADIO	H512	2,662.7								2,662.7			
IHOME IH8 AUDIO PDTS DR	V871	1,358.6	1,358.6										
IHOP RESTAURANT	G320	58,566.5			174.5		1,518.4	8,592.5	12,460.3	17,681.1	17,469.1		670.7
IHRS INTL HAIR RSTRN SYS	V131	484.5							484.5				
IHS INC CP	V129	508.5				508.5							
IKE BEHAR CLOTHING STORE MEN	V311	1,486.6		1,486.6									
IKE BEHAR DRESS SHIRTS & TIES MEN	A110	514.5	171.4	343.1									
IKE BEHAR DRESS SHIRTS MEN	A110	695.9	124.2	571.8									
IKE BEHAR SUITS MEN	A130	568.9	111.5	457.4									
IKEA FURN&FRNSHNGS STR	V375	85,984.9	7,048.6	46.0	23,507.3	1,720.9	2,472.7		40,778.4		8,128.9		2,282.0
ILE DE FRANCE CHEESE	F312	308.6	308.6										
ILIAS LALAOUNIS JEWELERS	V314	401.1		228.7		172.4							
ILLINOIS DEPT OF HEALTH	B315	1,318.5							1,318.5				
ILLINOIS DEPT OF TRANS	B315	995.5			240.2		97.0		658.3				
ILLINOIS FATHERHOOD INTV	B322	388.1			388.1								
ILLINOIS INSTITUTE/TECH	G840	333.6	31.9		47.4	26.3	224.5		3.6				
ILLINOIS SCH/HEALTH CRS	G810	259.8							259.8				
ILLINOIS STATE LOTTERY	B314	14,192.2	64.3		1,756.0		1,082.6		11,227.7		0.0		61.5
ILLINOIS STATE TP	T433	3,206.1	904.3		1,077.6		23.8	15.1	1,169.4				15.9
ILLUSIONIST VIDEO	H532	2,245.6	282.7	114.4				1,204.2	2.6	9.9	631.8		
ILLUSTRATED PRPRTS RE	B451	892.7			892.7								
ILLYCAFFE ESPRESSO USA BEVERAGE DR	V840	1,771.1	557.7	1,213.4									
IMAGE CHECKS PRINTED PDTS DR	V829	276.2			276.2								
IMAGE ENTERTAINMENT VAR VIDEOS	H532	1,821.3	1,801.3								20.0		
IMAGE HERBICIDE	G714	604.1											604.1
IMAGINATION WHO WANTS/MLNR DVD GAME	G512	428.7						53.4	375.4				
IMAGINE MASTERCARD	B111	2,404.4						158.7	744.4	1,501.3			
IMAN SECOND TO NONE FOUNDATION	D140	335.5	335.5										
IMARI SEDUCTION FRAGRANCE WOMEN	D180	3,835.1	3,835.1										
IMAX THEATRES	V165	1,187.8			217.5	28.4	109.4		580.5		131.3		120.7
IMEMORIES PHOTOS/DVD STD	V152	1,089.7			1,089.7								
IMITREX MIGRAINE RX	D560	39,344.3	18,960.2	485.8				9,804.5	124.2	7,230.6	2,739.0		
IMUDERM DRUGS/TOILETRIES DR	V830	1,026.7	60.0		966.7								
IMMUNIZE YOUR CHILD/PSA	B323	1,238.4						426.5	811.9				
IMMUNOCORP DRUGS/TOILETRIES DR	V830	873.4	60.0	229.6	583.7								
IMODIUM A-D EZ CHEWS ANTI-DRHL CHWS	D531	10,749.1	4,744.2					3,722.7	182.0	790.3	1,308.6		1.3
IMOS PIZZA RESTAURANT	G310	447.5			9.9				437.6				
IMPACT MEDIA SERVICES	B651	3,483.1	3,483.1										
IMPERIA VODKA	F734	3,106.9	722.5		2,081.3	303.2							
IMPERIAL CAPITAL BANK CONSUMER SVC	B121	1,007.2			1,007.2								
IMPERIAL HOTEL INDIA	T432	709.8	709.8										
IMPERIAL MAJESTY CRUISES	T412	1,901.1			1,763.9		31.5		105.7				
IMPERIAL PALACE HTL&CSN	T431	1,912.7	58.2		767.8		1,017.2		69.6				
IMPERIAL THEATRE	V161	427.0			9.3	417.8							
IMPRESSION BRIDAL & FORMAL GOWNS W	A130	412.7	412.7										
IMPRESSION BRIDAL GOWNS WOMEN	A130	2,508.6	2,508.6										
IMPRESSION DRESSWEAR WOMEN	A130	2,263.7	2,263.7										
IMPRESSION FORMAL GOWNS&FRMLWR W	A130	2,732.6	2,732.6										
IMPROV COMEDY CLUB	V167	532.6			532.6								
IMTRA ANCHRNG&DCKNG DSTR	G430	426.5	426.5										
IN DEMAND PAY PER VIEW	B642	584.0	150.3		9.0	212.8	201.6		10.3				
IN STYLE MAGAZINE ONLINE	B623	2,540.8	2,540.8										
IN STYLE MAGAZINE TV PROGRAM	B623	924.4	924.4										
IN STYLE MAGAZINE VAR BOOKS DR	V823	2,944.4	2,944.4										
IN STYLE PDTS PREVIEW	B623	1,880.4	1,880.4										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
IN THE LAND OF WOMEN VIDEO	H532	464.9						129.9			335.0		
IN THE MOTHERHOOD ONLINE	B680	543.8	530.3						0.1	13.4			
IN THE ZONE DELIVERY FOOD DR	V840	301.4				301.4							
IN YOUR OFFICE FURNITURE	V322	336.2		322.1	14.0								
INBEV USA/DISTRIBUTORS	V140	502.0					502.0						
INC 500 CONFERENCE & AWARDS	G820	881.2	881.2										
INC DRESSES WOMEN	A130	1,115.6	1,115.6										
INC INNER CIRCLE ONLINE	B670	467.9	467.9										
INC RTW MEN	A190	722.3	722.3										
INC SOURCEBOOK	B623	881.2	881.2										
INC.COM MAGAZINE ONLINE	B623	468.0	468.0										
INCBIZNET.COM BUS SVC ONLINE	B543	370.0	370.0										
INCHARGE DEBT SOLUTIONS CONSUMER SVC	B128	13,956.4						1,199.7	483.1	12,273.5			
INCHES-A-WEIGH SALON	D800	396.0			171.8			224.2					
INCLINIX BDL DIABETES STUDY	V139	888.7											888.7
INCLINIX CNT CROHNS DISEASE	V139	304.9											304.9
INCLINIX JPRD OA SURGICAL STUDY	V139	1,751.1											1,751.1
INCLINIX JPRD HIP & KNEE PAIN	V139	1,472.4											1,472.4
INCLINIX PZRPRD SEVERE KNEE PAIN	V139	898.0											898.0
INCLINIX RNT OSTEOARTHRITIS	V139	398.0											398.0
INCOCO DRY NAIL APPLIQUE	D150	1,194.7	1,194.7										
INCOTEX PANTS MEN	A141	450.4	221.7	228.7									
INCREDIBLE INDIA ADVERTORIAL	T434	251.8			39.9	211.9							
INCREDIBLE INDIA TP	T434	561.3	469.2		84.2	7.9							
INCREDIBLE LIQUOR STORE	V341	582.3			582.3								
INDEPENDENCE BLUE CROSS MEDICAL INS	B412	2,161.6			595.3		299.2		1,267.1				
INDEPENDENCE MO TP	T433	291.7	190.7		52.1				48.9				
INDEPENDENCE RV'S	V232	260.7					24.1		236.6				
INDEPENDENT BANK CONSUMER SERVICES	B121	487.3			311.7		132.4		43.1				
INDEPENDENT HEALTH ASSN MED&DNTL INS	B412	1,015.6			782.1		211.0		22.5				
INDEPENDENT LIVING CNCL	B329	319.4							319.4				
INDEPENDENT THEATRES	V161	370.3			370.3								
INDEPENDENT/CTLMNS ASSN	B651	1,626.2	1,626.2										
INDIA A VBRNT ECNM PW AD	V171	880.7	14.4		866.3								
INDIA TP	B313	285.8				285.8							
INDIAN POINT ENERGY CTR	T434	4,469.5	3,440.4	114.4	293.5	350.1	194.5			76.7			
INDIAN WELLS CA TP	V173	414.6			391.6	22.9							
INDIANA BEACH RESORT	T433	493.5	3.0		84.2			382.0		24.4			
INDIANA BUSINESS COLLEGE	T431	511.9							511.9				
INDIANA FARM BUREAU AUTO INSURANCE	G810	408.9			13.9		49.1		345.8				
INDIANA FARM BUREAU AUTO&HOMEOWNERS	B422	286.6							286.6				
INDIANA FARM BUREAU VAR INSURANCE	B422	412.0							412.0				
INDIANA FURN SHWCS STR	B429	1,318.7			100.8		238.9		979.0				
INDIANA PACERS BSKTBL TM	V375	420.1			420.1								
INDIANA STATE TP	V163	691.5			403.3		69.3		218.9				
INDIANA STATE UNIVERSITY	T433	1,888.5	947.1		517.7				423.7				
INDIANA TECH SCHOOL	G810	340.2			4.2		69.3		266.7				
INDIANA UNIV CANCER CTR	G850	341.2			5.3		20.5		315.4				
INDIANA UNIVERSITY	V133	416.9	268.6		38.6				109.7				
INDIANA WESLEYAN UNIV	G810	737.8			98.1		348.6	0.0	285.9	5.2			
INDIANAPOLIS 500	G810	476.4			296.0		113.5		66.9				
INDIANAPOLIS AREA DLRS	V163	664.2	605.4		13.5				45.4				
INDIANAPOLIS HONDA DA	V219	260.1							260.1				
INDIANAPOLIS IN TP	T122	749.3			749.3								
INDIANAPOLIS MOTOR SPDWY	T433	344.2			4.2		84.6		180.8	2.6			72.0
INDIANAPOLIS MUSEUM/ART	V163	305.5			113.1		2.2		67.0	106.3			16.9
INDIANAPOLIS PWR&LGHt CO	V166	764.0			442.7	8.8	46.1		266.4				
INDIANAPOLIS SYMPHONY	V173	259.2			38.7				211.5		9.1		
INDIANAUNCLAIMED.COM ONLINE	V161	372.0			83.8		5.7		282.5				
INDULGE A BATH HOUSEHOLD DR	B670	291.1							291.1				
INDULGE MAGAZINE	V872	2,949.5	1,170.5	46.0					399.9	146.4	1,186.7		
	B623	281.0			281.0								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
INDY TIRE CENTER	V241	394.9			394.9								
INDY WHOLESALE FURN STR	V375	341.5			330.8		10.6						
INDYAUTOS.COM ONLINE	V219	441.8							441.8				
INDYMAC BANK CONSUMER SERVICES	B121	2,126.4			2,122.8		3.6						
INES DI SANTO BRIDAL GOWNS WOMEN	A130	449.3	449.3										
INFINEON RACEWAY	V163	386.1			115.3			0.0	227.7		43.1		
INFINITE MARKETING BP	B911	586.1	586.1										
INFINITI AUTO DIV CP	T112	1,572.6	1,572.6										
INFINITI AUTO&TRK EX & G	T115	1,248.1	1,248.1										
INFINITI AUTO&TRK FX & G	T115	5,928.9					7.0	4,856.5		1,065.4			
INFINITI AUTO&TRK M SERIES & QX56	T115	5,295.4					7.0	4,352.7		935.7			
INFINITI AUTO&TRK VAR	T115	9,086.9	406.3			744.8	7,572.5		299.3		1.1		62.9
INFINITI AUTOS G	T112	51,497.9	34,365.3	737.6	497.4	1,723.7		10.5	11,960.8		2,202.6		
INFINITI AUTOS G & M SERIES	T112	5,805.4						23.5	4,782.1		999.8		
INFINITI AUTOS G35	T112	24,469.3			44.8	248.3		749.4	16,942.0		6,484.8		
INFINITI AUTOS G35 LEASING	T112	2,490.9							2,490.9				
INFINITI AUTOS G37	T112	3,020.7	2,538.4		52.9	372.4	57.0						
INFINITI AUTOS M SERIES	T112	18,812.9	4,205.0		87.9	496.6		337.7	9,982.4		3,703.4		
INFINITI AUTOS M SERIES LEASING	T112	15,646.7						2,773.4	8,197.8		4,675.5		
INFINITI AUTOS M35	V212	282.1			158.0	124.1							
INFINITI AUTOS M45	T112	267.1	265.4								1.7		
INFINITI AUTOS VAR	T112	263.5			201.3		60.1				2.2		
INFINITI DLR ASSN FX	T122	355.0							355.0				
INFINITI DLR ASSN G	T122	651.5	207.1							444.4			
INFINITI DLR ASSN M SERIES	T122	296.5			215.3					81.2			
INFINITI DLR ASSN QX56	T122	542.3			542.3								
INFINITI DLR ASSN VAR AUTO&TRK	T122	16,115.1			13,575.4	2,516.7	6.0						16.9
INFINITI HAIR DESIGNER HAIR DRYER	D280	4,920.3	4,920.3										
INFINITI MRCDS BNZ/GRNW	V219	1,115.0				1,115.0							
INFINITI NANO SILVER PRSLN CR PDTs	D280	708.2	708.2										
INFINITI OF CHANTILLY	V212	428.6			428.6								
INFINITI OF ENGLEWOOD	V212	1,380.3			1,364.3		16.0						
INFINITI OF GREENWICH	V212	453.6			358.3	95.3							
INFINITI OF LISLE	V212	1,640.6			1,640.6								
INFINITI OF MANHATTAN	V212	837.4			825.4	11.9							
INFINITI OF MELBOURNE	V212	256.6			243.0				13.6				
INFINITI OF MONTCLAIR	V212	902.5			902.5								
INFINITI OF ORLAND PARK	V212	396.4			69.5				326.8				
INFINITI OF SANTA MONICA	V212	783.0			783.0								
INFINITI OF WEST CHESTER	V212	282.0			264.3		17.7						
INFINITI TRUCKS EX	T118	3,332.9	3,332.9										
INFINITI TRUCKS FX	T118	6,860.7	1,155.5		26.5	2,358.7			3,320.0				
INFINITI TRUCKS FX & QX	T118	5,345.4						9.1	4,400.8		935.5		
INFINITI TRUCKS FX LEASING	T118	3,705.5							3,705.5				
INFINITI TRUCKS FX45	T118	1,112.9	1,058.6		54.4								
INFINITI TRUCKS QX56	T118	21,541.8	3,039.0			682.0		3.2	15,185.9		2,631.6		
INFINITI/COCONUT CREEK	V212	375.3			252.1		123.3						
INFINITI/PALM BEACHES	V212	523.8			362.7				161.1				
INFINITI/SUPERSTITION SP	V212	313.2			313.2								
INFINITI/THOUSAND OAKS	V212	933.7			933.7								
INFINITY AUTO INSURANCE	B422	4,221.8							4,221.8				
INFINITY DRUGS/TOILETRIES DR	V830	27,851.6							105.2		223.0	27,523.4	
INFINITY LEATHER FURN	V375	603.3			516.1				87.2				
INFINITY RAZOR DRUGS/TOILETRIES DR	V830	1,038.3				1,038.3			0.0		17.2	1,021.0	
INFINITY REAL ESTATE	B451	460.0	458.7		1.3								
INFLAME AWAY CELADRIN DRUGS/TOIL DR	V830	333.5			333.5								
IN-FLIGHT CAFE FOOD SVC	V140	309.0	309.0					266.1					
INFOCISION MGT CO CP	V159	266.1											
INFORMATIONAL SEMINAR	G820	305.4			305.4								
INFOTRAK NATL DATA SVC	B990	12,729.7			12,729.7								
INFUSIM 23 HAIR CARE PDTs	D320	8,033.5	8,033.5										
ING BANK CP	B121	587.6	587.6										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ING DIRECT BANK BUSINESS SERVICES	B121	731.5	731.5										
ING DIRECT BANK CONSUMER SERVICES	B121	23,653.1	4,122.9		342.7	274.0	2,429.2	46.0	11,893.0		3,566.6		978.7
ING FINANCIAL CONSUMER SERVICES	B129	23,185.8	319.6		4.9				15,729.8	62.1		7,069.5	
ING FINANCIAL PARTNERS CONSUMER SVC	B129	443.3			1.8		441.5						
ING GA MARATHON	G930	411.7	392.6		9.2					9.9			
ING GROEP NV CP	G930	303.6	303.6										
ING MIAMI MARATHON & 1/2	G930	436.3	392.6		43.7								
ING NY CITY MARATHON	G930	338.1	196.3		12.5	129.3							
INGALLS MEMORIAL HOSP	V133	343.9			52.7		291.2						
INGLES EN ESPANOL VAR RECORDINGS DR	V871	3,558.0							11.8		3,546.2		
INGLES PARA HOY VAR VIDEOS DR	V873	3,260.5							338.3		2,922.2		
INGLES SIN BARRERAS VAR VIDEOS DR	V873	9,716.4							481.8		9,234.6		
INGLES SUPERMARKETS	V345	6,826.0			3,946.3		10.9		2,868.8				
INGRAM PARK AUTO DLR	V219	342.5			342.5								
INGRAM PARK CHRY JEEP	V211	766.1			672.7				93.4				
INGRAM PARK MAZDA	V212	1,065.4			1,065.4								
INGRAM PARK NISSAN	V212	1,029.6			1,029.6								
INJURY HELPLINE	V151	8,022.3						1,045.2	4,762.7		2,214.4		
INJURY SOLUTIONS ATTY	V151	1,041.5							1,041.5				
INKSTOP STORE	V322	2,930.8			2,910.1				20.7				
INLAND EMPIRE MEDICAL & DENTAL INS	B412	399.7					399.7						
INN OF THE MTN GODS	T431	542.3	130.5		142.6	15.4	181.9		71.8				
INN ON BILTMORE ESTATE	T431	321.7	321.7										
INNER CITY SCHLRSHP FND	B322	264.2				264.2							
INNERVISION CLINIC	V133	279.7			279.7								
INNISFREE INC TENDER OFFER	B130	2,420.6				2,420.6							
INNISFREE M&A FINANCIAL CONSUMER SVC	B129	264.4			63.3	201.1							
IN-N-OUT BURGER REST	G320	2,531.9			5.8		1,631.1		383.4				511.6
INNOV PDTS DRUGS/TOILETRIES DR	V830	804.2	804.2										
INNOVATIVE REALTY	B451	345.2			345.2								
INNOVATIVE TAX RELIEF CONSUMER SVC	B129	281.8							21.6		260.2		
INOV PDTS DRUGS/TOILETRIES DR	V830	570.1		570.1									
INSIDE EDGE/GOLF DIGEST	B623	3,645.4	3,645.4						2,433.4				
INSIDE OUT HOME REC/STR	V365	2,433.4											
INSIDE OUT/MENS HLTH MAG	B623	3,497.1	3,497.1										
INSIDE RUSSIA ADVERTORIAL	B313	2,188.6			2,188.6								
INSIDE/CLUBHOUSE/TRVL&LS	B623	286.0	286.0										
INSIDER PICKS/TEEN VOGUE	B623	274.3	274.3										
INSIDER/INC MAGAZINE	B623	489.6	489.6										
INSIDERS GUIDE/DETAILS	B623	952.4	952.4										
INSIGHT BUSINESS INTERNET SERVICES	B541	332.4				332.4							
INSIGHT COMMUNICATIONS	B241	1,071.5			21.4		261.9		788.1				
INSIGHT COMMUNICATIONS CABLE & PHONE	B241	301.8							301.8				
INSIGHT COMMUNICATIONS ISP	B225	272.9							272.9				
INSIGHT COMMUNICATIONS ISP/PHONE/TV	B250	536.3						536.3					
INSIGHT CRUISES	T412	579.1	579.1										
INSIGHT DIRECT STORE	V359	416.5				416.5							
INSIGHT ENTERPRISES COMPUTER PDTS DR	V821	1,064.8	1,064.8										
INSIGHT PUBLICATIONS	B690	4,179.7	4,179.7										
IN-SINK-ERATOR FOOD DISPOSAL	H621	1,415.3	492.2					201.0		722.1			
INSKIP AUTO DLR	V219	332.5			317.1		15.4						
INSL-X GARAGE GUARD FLOOR FINISHER	H630	260.7	260.7										
INSOLIA INSERTS	A390	2,117.0	2,117.0										
INSOMNIAC RESISTANCE/FALL/MAN/GM	G511	2,071.5						702.3	6.9	175.7	1,186.6		
INSPIRADA RE DEV	B452	1,258.4					593.9		664.5				
INSPIRATION FURN STR	V375	276.8			152.4				124.3				
INSPIRED SILVER JEWELRY DR	V810	1,240.2	1,240.2										
INSPIREDSILVER.COM STORE ONLINE	V314	1,006.5	1,006.5										
INSTA-CREDIT AUTO MART	V219	373.8					1.6		372.2				
INSTA-DRY BSMNT WTRPRFNG	V171	503.7							503.7				
INSTANT TAX SERVICE CONSUMER SVC	B123	783.2					46.2		737.1				
INSTITUTE OF TECHNOLOGY	G840	861.8					9.6		852.2				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
INSTITUTE/BUS & TECH	G850	267.7							267.7				
INSTITUTE/CHILD LIT CORR SCH DR	V854	3,132.1	2,870.6	261.5									
INSTITUTE/HEALTH STUDIES DPRSN STDY	V139	304.8							304.8				
INSTITUTE/SUPPLY MGT TRAINING COURSE	G840	448.6	448.6										
INSTYLE WEDDINGS/PARTY	B623	370.2	370.2										
INSTYLE.COM ONLINE	B623	3,091.9	2,898.5					193.4					
INSULIN STUDY/DIABETICS	V139	287.9							287.9				
INSURANCE DEPOT INS CO	B430	701.1			26.0				675.1				
INSURANCE FRAUD/PSA	B323	426.9							426.9				
INSURANCE STORE INSURANCE DR	V829	2,041.0						83.6	37.9		1,919.4		
INSURANCE.COM ONLINE	B430	1,832.6			50.1						1,782.5		
INSURE ONE INS AGENCY	B430	320.3							320.3				
INSURE.COM ONLINE	B429	13,902.2	1,611.6	677.7	20.1	9,452.3						2,140.5	
INTEGRAL MEDIA ADV SVC	B651	2,261.0	2,261.0										
INTEGRAMED AMERICA CLINICAL STUDY	V139	444.1										444.1	
INTEGRATED CLINICAL FBRMYLG STDY	V139	3,772.3										3,772.3	
INTEGRIS BAPTIST MED CTR	V133	285.1							285.1				
INTEGRIS HEALTH	V133	1,187.6		29.2				126.7		1,031.7			
INTEGRIS OK HEART CENTER	V133	482.8								482.8			
INTEGRITY MARN YCHT BRKR	G430	340.3	340.3										
INTEGRYS ENERGY SERVICE	V173	336.3			336.3								
INTEL 45NM PROCESSORS	B522	849.2				849.2							
INTEL CENTRINO COMPUTER COMPONENTS	B522	1,792.6			106.6				201.3	9.6		1,475.1	
INTEL CENTRINO DUO COMPUTER CMPNTS	B522	23,780.7	1,392.8				170.0		17,651.3	14.5		4,552.2	
INTEL CENTRINO DUO PROCESSORS	B522	7,223.2	7,053.2				170.0						
INTEL CENTRINO PRO COMPUTER CMPNTS	B522	964.7	624.7				340.0						
INTEL COMPUTER COMPONENTS	B522	4,906.3				211.8	71.4	4,026.2				1.1	595.6
INTEL CORE 2 DUO PROCESSORS	B522	13,308.0	2,729.2	571.8					6,551.2	0.4		3,422.5	32.9
INTEL CORE 2 EXTREME PROCESSORS	B522	881.2	796.2				85.0						
INTEL CORE 2 QUAD PROCESSORS	B522	340.2	170.2				170.0						
INTEL CORE DUO PROCESSORS	B522	1,662.1	1,276.4	114.4	186.3		85.0						
INTEL CORE EXTREME PROCESSORS	B522	460.6	290.6				170.0						
INTEL CORE QUAD PROCESSORS	B522	425.0					425.0						
INTEL CORP CP	B512	4,745.0	1,897.7		335.0	2,414.0					1.2		97.1
INTEL QUAD CORE XEON PROCESSORS	B522	955.8	360.8			595.0							
INTEL TERAFLOPS COMPUTER CHIP	B522	340.0				340.0							506.0
INTEL VAR PROCESSORS	B522	986.3	467.1		13.2								
INTEL VPRO COMPUTER COMPONENTS	B522	2,318.7	2,318.7										
INTEL XEON PROCESSORS	B522	936.7	851.7			85.0							
INTELIUS ONLINE	B670	1,020.0			752.5	267.5							
INTELLI-BED MATTRESS STR	V377	427.2			253.7				173.5				
INTELLIBED SLP WLNS CTR	V377	364.3			332.0				32.4				
INTELLIGENT OFFICE SVC	V129	315.1							315.1				
INTER VALLEY MEDICAL INSURANCE	B412	567.9			567.9								
INTERACTIVE BROKERS CONSUMER SVC	B122	455.3	90.7							364.6			
INTERACTIVE BROKERS ONLINE	B122	2,017.3	1,076.7			395.6				545.0			
INTERACTIVE MALE DTN SVC	V155	2,924.7					291.0		2,142.5	19.4	471.7		
INTERBORO INSTITUTE	G850	1,999.5			1,017.0		924.2		58.3				
INTERCALL ONLINE	B549	287.2	287.2										
INTERCEUTICALS DRUGS/TOILETRIES DR	V830	347.2			347.2								
INTER-CONTINENTAL HOTELS	T431	4,516.8	2,264.4	52.0	89.6	2,031.2	79.7						
INTER-CONTINENTAL HOTELS WORLDWIDE	T432	1,505.9	1,199.6			98.1			149.2		59.0		
INTERCURE MISC DR	V859	10,856.2			3,826.7	7,029.5							
INTERIOR DR RPLCMNT SVC	V171	1,455.6		46.0	1,409.6								
INTERIORS/DECORATING DEN	V179	1,171.7	538.7						3.9		629.0		
INTERLOCK RFNG SYS CONTR	V171	573.2			518.1				55.1				
INTERLUX MARINE PAINT	G430	478.9	478.9										
INTERMEDIA CP	B660	696.6	696.6										
INTERMOUNTAIN HEALTH CR	V133	721.2					16.2		705.0				
INTERNAL REVENUE SERVICE	B313	1,863.1			1,535.4		31.5		12.5			283.6	
INTERNET INCOMES SEMINAR	G820	427.2			427.2								
INTERNET SAFETY/PSA	B323	2,634.8						667.9	1,017.8		949.0		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
INTERO REALTY	B451	1,213.0			1,213.0								
INTERSCOPE NICOLE SCHRZNGR HR/NCL	H531	453.4	453.4										
INTERSCOPE ROBIN THICKE EVLTN/RBN T	H531	450.9	435.4									15.5	
INTERSCOPE TIMBALAND PRSNTS SHCK VL	H531	329.6	229.2									100.4	
INTERSPORT TV CABLE TV PROGRAM	B642	473.5				473.5							
INTERSTATE AUTOMOTIVE BATTERIES	T141	2,714.2					6.8	1,867.9	16.6		423.1	399.8	
INTERSTATE FORD	V211	1,555.8			1,119.4		18.8		417.5				
INTERTEK TESTING SVC	V121	373.0	359.8			513.2		13.2					
INTERVEST NATIONAL BANK CONSUMER SVC	B121	513.2											
INTIMA BP	B911	726.5	726.5										
INTIMA CATALOG	B629	275.0	37.5									196.5	
INTIMACY BRA SPCLSTS STR WOMEN	V311	269.7								69.5	324.5	584.7	
INTIMATE OPTIONS MOUSSE	D558	978.7											
INTL ACADEMY/DESIGN&TECH	G850	7,800.5			12.2					7,788.4			
INTL ASSN/MACHINIST&AERO	B321	359.9						21.0		54.0	168.3	31.7	
INTL ASSN/OTSRCNG PROF	B329	372.3	372.3										84.9
INTL AUTO SHOW	V164	1,000.6					2.5			998.1			
INTL AUTO SHW/VAR SPON	V164	529.0								529.0			
INTL BUSINESS WALES SVC	V129	287.8	188.7			99.0							
INTL CARGO TRUCKS DURASTAR	T132	984.3	984.3										
INTL CES 2008 CONFERENCE	G820	685.1	585.8			99.3							
INTL COINS&CURRENCY COINS DR	V859	319.1	175.5	143.7									
INTL CONTAINER TERMINAL SHIPPING SVC	B833	392.9		392.9									
INTL DELIGHT FLAVORED NONDAIRY CRM	F314	10,435.5	8,905.2		26.8			429.3				1,074.2	
INTL DIAMOND CENTER	V314	912.5			431.9		475.2			5.4			
INTL FILM FESTIVAL	V165	413.4	255.5							157.8			
INTL FRANCHISE EXPO	V164	603.3	470.3		6.5					126.5			
INTL FUND/ANIMAL WELFARE	B322	483.7	257.3	108.8	10.5		98.7		4.3		4.1		
INTL FUR TRADE FDRTN	A120	794.9	794.9										
INTL GEM & JEWELRY SHOW	V164	1,215.0			934.3		37.2			243.5			
INTL HOME FURNITURE STR	V375	290.1			290.1								
INTL HOME SHOPPING HOUSEHOLD DR	V872	3,415.2	175.3	3,161.0		78.8							
INTL HOME SHOPPING MULTI-PDTS DR	V899	2,467.8			2,255.0	212.8							
INTL INSTITUTE/AMERICAS	G850	1,136.7					56.8			1,079.9			
INTL LIBRARY OF POETRY	B329	565.8	187.7	251.0	127.1								
INTL MASTER PUBLISHERS VAR BOOKS DR	V823	722.3	722.3										
INTL OLYMPIC COMMITTEE	B329	3,009.4	3,009.4										
INTL SPORTS SCIENCE ASSN CORR SCH DR	V854	475.2	475.2										
INTL SPORTSMENS EXPO	V164	288.7			209.4		7.0			72.3			
INTL SPRTSMN EXP/VAR SP	V164	280.7								280.7			
INTL STAR REGISTRY	V159	1,297.8							13.4			1,284.4	
INTL YACHT COLLECTION	G430	1,418.0	1,418.0										
INTO/WEST FURN&ACCESS ST	V372	254.7			254.7								
INTRACORP RE DEV	B452	303.3	144.6		158.8								
INTREPID BOATS	G430	462.8	462.8										
INTRINSIC YACHT & SHIP	G430	462.3	462.3										
INTRUST BANK CONSUMER SERVICES	B121	450.2			228.1		166.9			55.2			
INTUIT QUICKBOOKS PRO 2008 SOF	B532	929.8	929.8										
INTUIT QUICKEN QUICKBOOKS SOF	B532	17,403.3						10,008.5	1,490.5		2,509.2	3,395.1	
INTUIT TURBOTAX PERSONAL PRO	B532	299.3											299.3
INTUIT TURBOTAX SOFTWARE	B532	35,215.0	145.9							18,855.7	417.0	6,530.6	4,990.0
INTUIT VAR SOFTWARE	B532	310.8					310.8					4,200.2	75.4
INVENT HELP	V129	4,969.8								945.8		840.4	3,105.5
INVENTION SBMSNS CORP	V129	553.1								414.4		138.8	
INVENTNOW ORG/PSA	B323	690.5							10.5	609.5		70.5	
INVER GROVE FORD	V211	310.5			310.5								
INVEST AUSTRALIA	B313	626.9	573.5			53.3							
INVEST IN GA INDUSTRIAL DEVELOPMENT	B840	2,081.2	390.1			1,691.2							
INVEST IN GEORGIA ORG	B329	320.2										320.2	
INVEST/MACEDONIA ORG	B329	478.7				478.7							
INVESTTOOLS INVESTOR SEMINAR	G820	1,587.3								176.8	190.2	1,220.3	
INVESTORS BUSINESS DAILY SUBS DR	V823	2,622.5										2,622.5	

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
INVESTORS PRIME FUNDS	B125	303.8			303.8								
INVESTORS SAVINGS BANK CONSUMER SVC	B121	1,262.7			1,222.2		40.6						
INVINCIBLE IRON MAN VIDEO	H532	653.2						137.7	7.9	151.8	355.8		
INVINCIBLE VIDEO	H532	253.6						39.4	0.5		213.7		
INVISALIGN DENTAL ALIGNERS	D610	22,055.5	2,010.1		54.7		3.0	16.8	926.7	1,665.4	17,378.8		
INVISIBLE FENCE PET CONTAINMENT	G640	1,601.2			569.2		9.1		628.2				394.7
INVISIBLE GLASS GLASS CLEANER	H430	1,119.0	1,119.0										
INVISIBLE VIDEO	H532	1,187.1						74.0	4.2	139.5	969.4		
INVISIONS HAIR RPLCMNT	V131	278.3							278.3				
INVISTA COOLMAX FABRIC IN APPAREL	A920	295.2	295.2										
INVITATION CONS STORE ONLINE	V355	375.2	375.2										
INVO AUTO TIRES	T145	599.8	599.8										
IO DIGITAL CABLE SERVICE	B241	4,531.0							4,531.0				
ION CABLE TV	B642	290.5	199.4		91.1								
ION HEARING AID	V139	1,609.3			1,609.3								
ION TECHNOLOGES COMPUTER PDTS DR	V821	759.4									759.4		
IONA COLLEGE	G810	550.6	26.5	104.0	189.5	187.5							43.2
IOVATE VAR SUPPLEMENTS	D543	4,721.6	4,721.6										
IOVATE WEIGHT LOSS SUPPLEMENT	D542	313.4	107.8			205.6							
IOWA CLINIC	V133	364.9					68.0		296.9				
IOWA DEPT/ECONOMIC DEV IND DEV	B840	674.2	629.2				45.0						
IOWA STATE LOTTERY	B314	2,258.2					427.9		1,830.3				
IOWA STATE TP	T433	1,625.8	1,242.2	132.0	224.9		23.2		3.6				
IOWA STATE UNIVERSITY	G810	439.5					50.1		378.1		11.3		
IP HOTEL & CASINO	T431	4,956.7			4,636.9		84.4		235.4				
IPARTY STORE	V355	830.7					9.0		685.8				135.8
IPC PRINTED PDTS DR	V829	684.5	141.0	543.5									
IPPOLITA JEWELRY	A510	836.2	617.9	218.3									
IRA AUTO ENTERPRISES	V219	1,862.1			1,575.4				286.7				
IRA LEXUS	V212	424.6			424.6								
IRA LEXUS TOYOTA	V212	458.1			458.1								
IRA MAZDA TOYOTA	V212	342.6			342.6								
IRA NISSAN TOYOTA	V212	541.0			541.0								
IRA TOYOTA	V212	902.5			258.0				644.4				
IRELAND INDUSTRIAL DEVELOPMENT	B840	342.7				342.7							
IRELAND TP	T434	8,155.6	3,950.3		359.1	200.3			1,195.2		1,495.6	955.0	
IRIDESSE JEWELRY STORE	V314	2,944.1		19.9	2,732.4	188.5	3.4			0.1	6.9	3,195.3	
IRISH SPRING BODY WASH	D223	7,228.1	4,025.8										
IRON SHOP STAIR KITS	H619	542.1	542.1										
IRONCLAD GLOVES FAMILY	A410	269.3	269.3										
IRONDEQUOIT SUZUKI	V212	837.3			7.8				829.5				
IRONGATE REALTORS	B451	916.5			916.5								
IRS RECRUITMENT	B912	541.9	24.9		40.7				458.4				17.9
IRVINE BARCLAY THEATRE	V161	305.2			305.2								
IRVINE GMC & IRVINE MAZDA	V211	379.4			379.4								
IRVINE PBLC SCH FNDTN HS	V169	281.2			281.2								
IRVING ARTS CENTER	V352	307.8	169.0		138.8								
IRVING OIL CORP CP	T290	619.0							619.0				
IRVS MENS CLOTHING STR MEN	V311	284.7			284.7								
IRWIN BABY SO REAL DOLL	G521	1,083.4									1,083.4		
ISABELLA OLIVER APPAREL WOMEN DR	V810	265.2	192.9	72.3									
ISADORE M BERSTEIN ATTY	V151	819.0							819.0				
ISAIA CLOTHING STORE MEN	V311	758.8	758.8										
ISAIA SUITS MEN	A130	586.0	586.0										
ISALONI WORLDWIDE EXHBT	V164	498.2	369.5	114.4		14.4							
ISCHLER FINER FOODS STR	V346	340.0			340.0								
ISHAPE ONLINE	B670	1,536.0	1,536.0										
ISHARES FUNDS	B125	12,097.8	6,034.3	800.5		4,478.9	16.2		2.7		765.3		
ISLAMORADA FL TP	T433	340.0	28.6		120.4	71.9			95.7		23.5		
ISLAND AUTO DLR	V219	858.7			858.7								
ISLAND FALL OUT BOY INFNTY/HGH	H531	461.9	208.8								253.1		
ISLAND FURN&BEDDING STR	V375	278.2			278.2								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ISLAND GLOBAL YACHTING	G430	301.4	301.4										
ISLAND ONE RESORT	T431	334.4					334.4						
ISLAND RECREATIONAL STR	V376	5,219.6			5,219.6								
ISLAND VIEW CASINO RSRT	V169	1,342.2					872.5		469.6				
ISLE CASINO & RACING	V169	1,355.4			562.3				793.2				
ISLE OF CAPRI CASINO	T431	2,473.8			662.3		1,034.5		777.1				
ISLETA CASINO & RESORT	T431	1,022.6			309.3		511.5		201.8				
ISOMIL ADVANCE FORMULA	F240	426.0	426.0										
ISOPURE VAR SUPPLEMENTS	D541	287.3	287.3										
ISRAEL TP	T434	6,771.0	1,747.3	1,581.7	220.5		140.5		3,066.9		14.1		
ISRAELS HOME FRNSHNGS ST	V372	466.5			356.0				110.5				
ISS INTERNET SEC SYS SVC	V129	798.4	797.6										0.9
ISS OHYEAH PROTEIN BAR	D543	570.3	570.3										
ITALIAN GOVT TOURIST BRD TP	T434	680.7	557.7		122.9								
ITALIAN TRADE COMMISSION	B329	1,614.8	1,570.3			7.7	36.8						
ITALY TP	T434	2,260.9	1,609.4		40.9	106.8	503.8						
ITALYDESIGN.COM FURN ONLINE	H121	314.3	314.3										
ITS JUST LUNCH DTNG SVC	V155	4,926.6	4,280.9		134.4		50.9		197.9		226.5		36.1
ITS YOUR SEX LIFE/PSA	B323	2,097.9									2,097.9		
ITT TECHNICAL INSTITUTE	G840	124,285.5			34.1		47.4	216.0	60,732.2	273.8	62,982.0		
ITUNES.COM MUSIC STORE ONLINE	V362	1,837.2	846.7		14.3			19.2	2.2	4.3	9.1	29.4	912.0
IUPUI UNIVERSITY	G810	278.7			131.9		21.0			125.8			
IVAN SMITH FURN&APPLS	V375	802.4							802.4				
IVANKA TRUMP JEWELRY STR	V314	956.5	777.0	114.4		65.1							
IVERSON FORD	V211	268.9			268.9								
IVILLAGE.COM ONLINE	B670	495.5				48.6		0.0	40.4		406.5		
IVY HALL/UNIV VLG DEV	B452	267.7			213.3		54.3						
IVY KITCHEN & BATH CONTR	V171	418.5			418.5								
IVY TECH CMNTY CLG/IN	G810	365.2				31.0			334.1				
IW MARKS JEWELERS	V314	1,761.7	68.5		1,555.6				137.7				
IWC SCHAFFHAUSEN WATCHES	A520	4,283.2	3,361.1		103.6	818.6							
IXTAPA MEXICO & ZIHUATANEJO MEXICO TP	T434	968.9	41.4		927.5								
IZOD APPAREL	A990	7,576.3	2,332.3	228.7		20.1	27.4	3,671.4			1,296.5		
IZOD COATS & SPORTSWEAR WOMEN	A120	493.6	493.6										
IZOD CTR/MEADOWLANDS ARN	V166	664.9	141.2		224.0	299.6							
IZOD PERFORMX SPORTSWEAR MEN	A141	1,501.1	1,501.1										
IZOD PERFORMX SPORTSWEAR WOMEN	A141	1,402.7	1,402.7										
IZOD RTW MEN	A190	957.2	237.9	457.4	7.4	254.6							
IZOD SHIRTS M & W&SUNGGLASSES	A141	356.8	356.8										
IZOD SHIRTS MEN & WOMEN	A141	438.6	438.6										
IZOD SPORTSWEAR WOMEN	A141	272.0	272.0										
IZZE RTS FRUIT JUICE	F420	1,520.9	1,520.9										
IZZYS PIZZA RESTAURANT	G310	401.6						401.6					
J BRAND JEANS WOMEN	A142	499.9	499.9										
J BROWN JEWELERS	V314	546.7			436.3		42.0		68.4				
J EDWARDS JEWELRY CO	V314	667.6							667.6				
J JILL CLOTHING STORE WOMEN	V311	2,260.4	2,260.4										
J LOHR WINERY	V140	281.4	32.2		198.5		50.7						
J MENDEL CLOTHING STORE WOMEN	V311	1,235.0	1,225.2			9.8							
J RECORDS ALICIA KEYS AS I AM RC	H531	1,359.0	1,345.9							13.1			
J ROCKCLIFF REALTORS	B451	696.9			696.9								
J SHERLOCK MD	V132	252.5			252.5								
J TRIBBLE ANTIQUES	V379	399.0	399.0										
J WARREN FINANCIAL CONSUMER SERVICES	B124	1,159.2						0.4	17.7	1,080.6	1.9	58.7	
J&P CYCLES AUTOMOTIVE DR	V880	562.5	189.4								373.1		
J&R MUSIC WORLD MULTI-PDTS DR	V899	635.8	635.8										
JA HENCKELS CUTLERY	V362	13,458.7	273.9		2,184.4	9,377.3	2.3		1,620.8				
JAB HOUSEHOLD FABRICS	H231	778.0	768.6		9.4								
JACK ARNOLD HMS/ELGNC PRNTD PDTS DR	H141	356.7	356.7										
JACK BERNSTEIN&ASSOC ATY	V829	357.9	357.9										
JACK DANIELS AUDI	V151	317.4						317.4					
	V213	580.5			580.5								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
JACK DANIELS CNTRY CKTLS MALT BEV	F611	358.5			358.5								
JACK DANIELS LTD COLLECTIBLES DR	V852	1,190.9	1,092.9		98.0								
JACK DANIELS SINGLE BRL WHISKEY	F719	470.0	470.0										
JACK DANIELS WHISKEY	F719	19,362.7	10,249.1		404.5		1,643.3		224.1		6,178.7		662.9
JACK HANANIAS VW/ORNG PR	V213	254.9			254.9								
JACK IN THE BOX REST	G320	78,742.6	4,902.7		93.1		1,651.3		60,997.5		8,412.6		2,685.3
JACK KELEGE JEWELRY	A510	783.6	783.6										
JACK KELLMER JEWELRY STR	V314	272.9			130.8		133.9		8.2				
JACK LALANNE APPLIANCES DR	V872	2,467.9							321.4	3.2	2,143.3		
JACK LINKS BEEF JERKY	F590	8,477.5	1,366.6			1,656.7			35.9		7,075.0		
JACK MADDEN FORD	V211	1,656.7											
JACK MATIA HONDA	V212	405.1							405.1				
JACK MAXTON CHEVROLET	V211	277.9			277.9								
JACK NICKLAUS SHIRTS & SWEATERS MEN	A141	274.0	274.0										
JACK SAFRO AUTO ENTER	V219	291.9			27.0		245.1		19.9				
JACK SAFRO LEXUS	V212	335.0							335.0				
JACK VICTOR SUITS MEN	A130	2,285.6	1,828.2	457.4									
JACK WILLIAMS TIRE CO	V241	401.7			145.6		33.2		222.9				
JACKASS 2.5 VIDEO	H532	303.2								303.2			
JACKASS NUMBER TWO VIDEO	H532	1,030.9	215.4					579.6		235.9			
JACKIE COOPER NISSAN	V212	262.7			50.0				212.7				
JACKPOT JUNCTION CASINO	V169	328.7			62.1		105.1		161.6				
JACKS BIG MUSIC/LTS RCK VIDEO	H532	437.4	437.4			375.0			160.4				
JACKS CARPET SPR FLR STR	V373	535.4				673.1							
JACKS FAMOUS FURN WRHS	V375	673.1				0.2		124.5		1,003.1			
JACKS RESTAURANT	G320	1,127.8						64.6		586.9			
JACKS WHOLESALE WINDOWS	V376	651.5											
JACKSON HEWITT TAX SVC BP	B911	419.3	419.3										
JACKSON HEWITT TAX&FIN CON SVC	B123	25,823.8			103.9		1,197.3	6,527.2	10,900.7	2,826.6	950.0		3,318.2
JACKSON HOLE WY TP	T433	265.8	265.8										
JACKSON RANCHERIA CSN&HL	T431	1,577.5			54.9		421.6		1,101.0				
JACKSONS HARDWARE STORE	V376	499.0			499.0								
JACKSONVILLE AREA DLRS	V219	798.9			796.4				2.5				
JACKSONVILLE CHRY JP DG	V211	817.4							817.4				
JACKSONVILLE ELECT AUTH	V173	466.9			326.9		25.5		114.4				
JACKSONVILLE FL TP	T433	331.8	96.5				66.2	121.8	34.6		12.7		
JACKSONVILLE JAGUARS FTB	V163	350.1					14.8		335.3				
JACKSONVILLE TRANS AUTH	V180	428.9			428.9								
JACO ENVIRONMENTAL SVC	V121	355.7			273.2				82.5				
JACOB & CO JEWELER	V314	1,504.8	1,345.0			159.8							
JACOB & CO WATCHES	A520	1,655.9	1,464.7				191.3						
JACOBS & GOODMAN ATTY	V151	398.5							398.5				
JACOBS MUSIC STORE	V369	304.9			129.4	129.7			45.8				
JACOBS/GRAND SLAM/GRASS	B122	272.0					272.0						
JACOBY & MEYERS ATTY	V151	3,897.0							3,646.3		250.7		
JACQUELIN BRIDAL GOWNS WOMEN	A130	1,584.0	1,584.0										
JACUZZI HOT TUB	H621	252.9			2.3				0.7		250.0		
JACUZZI&SNDNC SPS STR	V376	276.2			276.2								
JADE CONDOMINIUMS	B452	481.9	261.7		35.2	184.9							
JADE FORMAL GOWNS WOMEN	A130	2,085.4	2,085.4										
JADORE FRAGRANCE WOMEN	D180	9,721.6	6,034.6					628.8	1,299.6	118.9	1,639.8		
JAEGER-LE COULTRE WATCHES	A520	4,725.7	3,123.0	343.1		1,259.7							
JAGERMEISTER MUSIC TOUR	F722	340.8	340.4						0.4				
JAGUAR AUTO DIV CP	T113	1,356.0			8.2	1,347.8							
JAGUAR AUTOS VAR	T113	6,333.3	669.7		1,499.2	405.7	3,742.5		16.1		0.0		
JAGUAR AUTOS XF	T113	280.0	211.3		68.7								
JAGUAR AUTOS XJ	T113	12,227.4	11,555.1	654.5		17.8							
JAGUAR AUTOS XK	T113	10,677.3	3,324.7		2,953.0	454.7			3,944.8				
JAGUAR AUTOS XKR	T113	5,043.5	4,587.1	228.7	67.5	160.3							
JAGUAR AUTOS X-TYPE	T113	2,474.4	2,232.4	228.7	13.2								
JAGUAR DLR ASSN VAR AUTOS	T123	982.7			982.7								
JAGUAR LAND ROVER/VNTR	V213	307.7			307.7								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
JAGUAR OF SOUTH BAY	V213	280.7			280.7				2.2				
JAGUAR PALM BEACH	V213	668.2			666.1								
JAKKS CREEPY CRAWLERS&ACCESS	G549	818.1									818.1		
JAKKS EYE CLOPS TOY	G549	1,844.6						128.4	0.1		1,716.1		
JAKKS FLY WHEELS XPV RC VHCL	G543	336.0									336.0		
JAKKS POKEMON BTL FRNTR FGR&AC	G523	1,003.8								9.0	994.8		
JAKKS POKEMON DIAMOND&PRL FGRS	G523	300.9						12.6	24.1		264.2		
JAM EXHIBITIONS	V161	532.5					532.5						
JAMAICA AUTO GROUP	V219	289.7			289.7								
JAMAICA TP	T434	7,094.5	2,952.0		36.2				2,451.3		1,651.5		3.5
JAMAK WINDSHIELD WIPERS	T144	360.6										360.6	
JAMBA RTS FRUIT JUICE	F420	473.2	142.5				330.7						
JAMES AVERY JEWELERS	V314	437.2	185.5		251.7								
JAMES B NUTTER & CO MTG CONSUMER SVC	B124	328.7			188.0				140.7				
JAMES BOND 007 VAR VIDEOS	H532	288.1	288.1										
JAMES CLIFFORD BRIDAL GOWNS WOMEN	A130	1,544.3	1,544.3										
JAMES DIRECT INC VAR BOOKS DR	V823	2,148.0	131.3	2,016.8									
JAMES E ROLSHOUSE ATTY	V151	647.1			607.9				5.7	10.6	22.9		
JAMES HARDIE BUILDING PDTS	H611	254.6	97.8		136.4		8.4		12.0				
JAMES HARDIE SIDING	H611	3,221.8	3,066.1						22.1		12.2		121.4
JAMES PRICE WINDOWS STR	V376	285.6			285.6								
JAMES SCOTT FARRIN ATTY	V151	1,558.4							1,558.4				
JAMES SOKOLOVE&AFLT ATTY	V151	15,359.7	355.4		38.1	59.7			2,949.1	327.7	11,624.7		4.8
JAMES WOOD AUTO PARK	V219	908.1			74.1		34.5		799.5				
JAMESON INN	T431	848.5					848.5						
JAMESON IRISH WHISKEY	F719	4,936.7	3,234.2		22.9							1,584.1	
JAMESON REALTY GROUP	B451	654.3			654.3								
JAMESTOWN SETTLEMENT & YORKTOWN VA TP	T433	609.0	223.9		385.0								
JAMESTOWN SETTLEMENT TP	T433	365.5	213.0		129.6				23.0				
JAMESTOWN VA TP	T433	1,026.4						54.4	969.7		2.3		
JAMIS BICYCLES	G440	419.4	419.4										
JAMSTER PHONE CUSTOMIZATION SVC	B229	13,116.1	4,374.8					0.0	7.4		8,733.9		
JAN KING BP	B911	780.4			780.4								
JAN PRO CLEANING SERVICE BP	B911	287.5	153.4		131.2				3.0				
JAN SHOWERS & ASSOC	V179	343.9	343.9										
JANE CHURCHILL HH FAB&WALLCOVERINGS	H141	434.9	434.9										
JANE COSMETICS	D190	256.2	256.2										
JANE GOODALL INST/PSA	B323	415.6							3.5		412.1		
JANE IREDALE FACIAL MAKEUP	D140	1,952.9	1,952.9										
JANET McAFFEE RE AGENT	B451	269.0			269.0								
JANI-KING CLEANING SVC	V179	297.5			27.6			154.8	21.9		93.2		
JANI-KING INTL INC BP	B911	1,165.7	1,115.4		43.6				6.7				
JANOVIC PLAZA PAINTS&PRS	V376	1,585.3	1,412.4		22.7	150.2							
JANSPORT LUGGAGE	G120	538.7	538.7										
JANTZEN BATHING SUITS WOMEN	A150	1,978.5	1,978.5										
JANUS CAPITAL CORP CP	B122	390.5				390.5							
JANUS CAPITAL GROUP CONSUMER SVC	B129	1,349.1	498.3			850.8							
JANUS CAPITAL GROUP FUNDS	B125	1,074.6				1,074.6							
JANUS ET CIE FURNITURE	H121	270.7	270.7										
JANUS ET CIE OUTDOOR FURNITURE	H121	886.6	886.6										
JANUS MGT CORP FUNDS	B125	1,947.1	1,626.6			320.5							
JANUVIA DIABETES RX	D560	322.0	322.0										
JAPAN AIRLINES INTL	T414	914.8	768.6			146.0			0.2				
JAPAN TP	T434	1,456.6	1,414.0		42.4				0.2				
JARAMILLO & FREEMAN ATTY	V151	271.1							271.1				
JARED/GALLERIA/JEWELRY	V314	39,968.7			191.4	353.4	22.1	18,632.2	4,722.2		11,319.5	40.3	4,687.7
JARIPEO TORNEO/INDPNDC VIDEO	H532	293.1							251.1		42.0		
JARLSBERG CHEESE	F312	637.6	637.6										
JARLSBERG LIGHT CHEESE	F312	607.7	607.7										
JARRETT BAY YACHT SALES	G430	859.6	859.3		0.3								
JARRITOS VAR SOFT DRINKS	F441	1,448.3						12.1	1,360.6				75.5
JARROW FORMULAS VITAMINS & MINERALS	D541	491.2	491.2										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
JASMINE BRIDAL & FORMAL GOWNS W	A130	431.5	431.5										
JASMINE BRIDAL GOWNS WOMEN	A130	4,852.5	4,852.5										
JASMINE BRIDAL GOWNS&FRLWR W	A130	431.5	431.5										
JASONS FURNITURE CENTER	V375	3,584.0			3,584.0								
JAVAD NAVIGATION SYS INC CP	G930	446.0	446.0										
JAVELIN TECH TRNG CTR	G840	308.7			1.0				307.7				
JAY CHEVROLET	V211	748.5			747.0		1.5						
JAY CHEVROLET & LIBERTY CHEVROLET	V211	288.0			288.0								
JAY TRUCKS&ASSOC ATTY	V151	317.7							317.7				
JAY WOLFE HONDA	V212	463.5			382.0				81.6				
JAY WOLFE TOYOTA	V212	922.8			545.6				377.2				
JAYCO CAMPERS	T139	268.0	268.0										
JAYCO TRAVEL TRLRS&BTS	T139	255.8	255.8										
JAYS APPLIANCE CENTER	V371	254.8			254.8								
JAYSON HOME & GARDEN CTR	V379	381.2	377.3		3.9								
JAZZ AT LINCOLN CENTER	V161	736.2	493.3		18.6	224.2							
JAZZ FESTIVAL	V161	252.9	88.1		15.0				149.8				
JB FACTORY CARPETS	V373	694.9			521.7		13.2		160.0				
JB HANAUER & CO CONSUMER SERVICES	B122	257.4			257.4								
JB HUDSON JEWELERS	V314	447.2			338.5		108.7						
JB ROBINSON JEWELERS	V314	851.0			12.9				228.4				609.8
JB STAR JEWELRY	A510	1,326.0	1,326.0										
JBA AUTO DLR	V219	320.5			320.5								
JBA CHEVROLET MITSUBISHI	V219	2,237.2			1,949.0				288.2				
JBA INFINITI	V212	1,232.2			1,170.9				61.2				
JBA INFINITI MITSUBISHI	V212	592.1			592.1								
JBL AUDIO EQUIP	H512	329.4	329.4										
JBL MORTGAGE NETWORK CO CONSUMER SVC	B124	251.1			251.1								
JC FRY CONSTRUCTION CO	V171	356.9			356.9								
JC PENNEY CO INC CP	V490	458.4	377.3		81.1								
JC PENNEY CO INC VIGNETTE	V490	414.6						0.0	42.4		372.1		
JC PENNEY DEPT APPAREL CHILDREN	V410	11,651.3			115.9			7,826.7	263.1		3,445.5		
JC PENNEY DEPT APPAREL FAMILY	V410	540.3	151.1		237.7				62.2		89.3		
JC PENNEY DEPT APPAREL MEN	V410	6,090.8	438.6		1,121.7	134.0		2,312.8	25.5		1,308.7	749.6	
JC PENNEY DEPT APPAREL MEN & WOMEN	V410	18,093.9	2,481.2		279.0			12,996.8	60.1		2,151.0		125.8
JC PENNEY DEPT APPAREL WOMEN	V410	45,596.6	25,948.3		3,499.0			11,712.4	254.6	1,192.7	2,989.6		
JC PENNEY DEPT DRUGS/TOILETRIES	V430	1,030.2			1,017.3								13.0
JC PENNEY DEPT HOUSEHOLD	V470	15,548.9	11,215.4		952.9		8.2	2,462.1	4.8	461.5	444.1		
JC PENNEY DEPT JEWELRY	V410	23,136.9		11,198.7	875.0	7,582.8		2,276.6	9.9		1,194.0		
JC PENNEY DEPT MISC	V450	164,105.4	7,134.5	4,911.0	131,358.2			11,858.7	521.0		2,879.6	5,442.4	
JC PENNEY DEPT MULTI-PDTS	V490	46,918.4	6,829.6		431.9		181.1	29,231.8	243.1	214.8	5,831.1		3,955.0
JC PENNEY DEPT SALES ANNOUNCEMENT	V490	68,535.1			7,370.1			33,185.2	517.5		11,428.9	10,207.0	5,826.5
JC PENNEY OUTLET STORE	V359	1,857.3			1,791.0		66.3						
JC PENNEY PORTRAIT STD	V450	7,949.9	7,949.9										
JC VSOP COGNAC	F721	434.8	434.8										
JCB CP	H626	264.2				264.2							
JCB INTL FINANCIAL CONSUMER SERVICES	B129	459.8					459.8						
JCS RVS	V232	882.1			866.8		15.3						
JD BYRIDER AUTO SALES	V219	3,887.5			47.7		198.6		3,641.3				
JD BYRIDER AUTO SALES ONLINE	V219	487.4							487.4				
JD POWER & ASSOC	V129	385.2	239.9		145.4								
JEAN DUNAND WATCHES	A520	489.2	489.2										
JEAN PAUL GAULTIER FRAGRANCE MEN	D410	425.7		425.7									
JEAN PAUL GAULTIER RTW WOMEN	A190	321.1	321.1										
JEAN YVES FORMALWEAR MEN	A130	354.7	354.7										
JEDA HOMES BUILDER	V171	255.6			242.1				13.6				
JEEP 17	V211	2,550.5			2,550.5								
JEEP DLR ASSN CMNDR&GRND CHRK LSG	T121	2,707.8						2,707.8					
JEEP DLR ASSN COMMANDER LEASING	T121	889.0							889.0				
JEEP DLR ASSN COMMANDER&GRAND CHRK	T121	1,816.6							1,816.6				
JEEP DLR ASSN COMPASS & LIBERTY	T121	876.3							876.3				
JEEP DLR ASSN COMPASS & PATRIOT LSG	T121	262.6							262.6				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
JEEP DLR ASSN GRAND CHEROKEE	T121	1,818.4							1,818.4				
JEEP DLR ASSN GRAND CHEROKEE LEASING	T121	2,219.6							2,219.6				
JEEP DLR ASSN GRAND CHEROKEE&LIBERTY	T121	2,436.5							2,436.5				
JEEP DLR ASSN LIBERTY LEASING	T121	1,845.3							1,845.3				
JEEP DLR ASSN PATRIOT	T121	1,090.6							1,090.6				
JEEP DLR ASSN VAR VEHICLES	T121	22,423.0			2,348.4		121.0		10,594.8				9,358.7
JEEP DLR ASSN WRANGLER	T121	282.5							282.5				
JEEP STORE & SEA VIEW CHRYSLER	V211	2,134.0			2,134.0								
JEEP VEHICLES COMMANDER	T117	9,372.2							8,596.3		775.9		
JEEP VEHICLES COMMANDER & LIBERTY	T117	384.2							384.2				
JEEP VEHICLES COMMANDER&GRND CHRK	T117	15,520.6			32.6				14,991.8		496.1		
JEEP VEHICLES COMMANDER&GRND CHRK LS	T117	871.8							871.8				
JEEP VEHICLES COMPASS	T117	14,563.6	2,430.7						7,400.5	1,193.4	63.8	3,475.2	
JEEP VEHICLES COMPASS & LIBERTY	T117	2,938.4							2,502.7		435.8		
JEEP VEHICLES COMPASS & PATRIOT	T117	4,197.1							4,126.4		18.2	52.4	
JEEP VEHICLES COMPASS & PATRIOT LSG	T117	5,806.6							5,806.6				
JEEP VEHICLES COMPASS LEASING	T117	594.7							560.2		34.6		
JEEP VEHICLES DIV CP	T117	10,041.5	8,343.3		0.2	1,698.0							
JEEP VEHICLES GRAND CHEROKEE	T117	6,315.9	889.9						5,391.2		34.8		
JEEP VEHICLES GRAND CHEROKEE LEASING	T117	1,185.4							1,185.4				
JEEP VEHICLES GRAND CHEROKEE&LIBERTY	T117	3,577.5							3,577.5				
JEEP VEHICLES LIBERTY	T117	42,930.8	8,229.9		10.9				20,856.2	6,855.6	361.5	6,616.8	
JEEP VEHICLES LIBERTY LEASING	T117	1,027.9							1,027.9				
JEEP VEHICLES PATRIOT	T117	37,419.7	15,451.6		39.4	245.2			10,852.8	3,817.3	162.1	6,851.2	
JEEP VEHICLES PATRIOT LEASING	T117	939.2							906.7		32.5		
JEEP VEHICLES VAR	T117	95,910.4	7,656.3		5,261.5	3,909.0	1,551.1	10,527.6	51,434.3	298.8	13,783.2	80.0	1,408.7
JEEP VEHICLES VAR LEASING	T117	489.0			474.7				14.3				
JEEP VEHICLES WRANGLER	T117	17,578.7	8,183.0		32.1		346.7	4,688.1	1,034.3	92.7	3,201.9		
JEEP WORLD OF ADV SPORTS	T117	450.4	450.4										
JEFF BELZERS AUTO DLR	V219	836.5			836.5								
JEFF COOPER JEWELRY	A510	1,455.2	1,455.2										
JEFF DAMBROSIO SUZUKI	V212	250.9			215.2				35.7				
JEFF LYNCH APPL&TV CTR	V371	2,672.3			1,998.3				674.0				
JEFF MARTIN ATTY	V151	336.7					13.2		323.5				
JEFF WINTERHEIMER MD	V132	267.7			267.7								
JEFF WYLER AUTO MALL	V219	309.6			252.2				57.3				
JEFFERIES & CO BUSINESS SERVICES	B129	706.1				706.1							
JEFFERIES & CO CP	B122	701.2				701.2							
JEFFERSON AWARDS/PSA	B323	426.0							426.0				
JEFFERSON CHEVROLET	V211	297.4			264.5				32.9				
JEFFERSON DENTAL CLINIC	V133	1,552.0							1,552.0				
JEFFERSON HOSPITAL	V133	374.1			28.0				346.1				
JEFFERSON UNIV HOSP	V133	618.1			132.0				486.1				
JEFFERSON YACHT DLR	G430	599.3	599.3										
JEFFERSON/SLVN PLC APTS	B452	299.4			299.4								
JEFFERY M LEVING ATTY	V151	366.3					30.8		335.5				
JEFFREY FREEDMAN ATTY	V151	252.4					64.7		187.7				
JEKYLL ISLAND CLUB HOTEL	T431	330.6	134.4		158.9		37.3						
JEL ORG	B329	277.1					24.2		252.9				
JELD-WEN CONTRACTOR	V171	286.2					286.2						
JELD-WEN DOORS & WINDOWS	H613	29,039.4	11,525.8		36.7		901.9	8,370.0	5,435.8	155.9	1,515.4		1,097.9
JELD-WEN WINDOWS	H613	347.4					347.4						
JELL-O FRUIT PASSIONS GELATIN SNACKS	F142	7,743.7						3,935.5	785.1	588.7	2,434.4		
JELL-O GELATIN	F142	6,585.4	3,952.1	1,649.3					984.0				
JELL-O GELATIN SNACKS	F142	926.4	923.5								2.9		
JELL-O PUDDING SNACKS	F142	383.3	378.4						1.3		3.6		
JELL-O SUGAR FR GLTN&GLTN SNCKS	F142	5,622.2	1,254.4	237.5				2,269.2	55.4	467.1	1,307.1		31.5
JELL-O SUGAR FREE GELATIN SNCKS	F142	1,216.6	178.0					635.5	38.3		364.8		
JELL-O SUGAR FREE INSTANT PDNG	F142	260.8	260.8										
JELL-O SUGAR FREE PUDDING SNACK	F142	13,466.6	4,429.3	237.5				4,493.3	199.8	1,029.9	3,076.8		
JELL-O VIGNETTE	F142	544.1							0.2		543.9		
JELLY BELLY CANDY	F510	2,671.5	2,307.3					1.0	16.9	346.3			

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
JELLY BELLY SMTH BLND CANDY	F510	373.7	373.7										
JELLY BELLY SPORT BEANS CANDY	F510	775.7	775.7										
JELMAC AUTO GROUP	V219	424.4			424.4								
JELMAC AUTOMOTIVE GROUP	V219	5,260.3			5,260.3								
JENN-AIR MAJOR APPLIANCES	H219	11,313.9	11,313.9										
JENNIE-O TURKEY STORE FRZN OV RD TRK	F333	2,243.7	484.0						1,269.4		490.3		
JENNIE-O TURKEY STORE GROUND TURKEY	F333	1,090.5	1,090.5										
JENNIE-O TURKEY STORE LEAN TURKEY SG	F331	955.8	955.8										
JENNIE-O TURKEY STORE PREPARED TRKY	F333	1,511.6	81.7						0.7		1,429.1		
JENNIFER ANGEL PHONE SERVICE	V156	4,704.8	4,704.8										
JENNIFER CONVERTIBLES FURNITURE	H121	802.0		106.5					9.9	659.5	26.2		
JENNIFER CONVERTIBLES ST	V375	18,792.7		563.7	10,896.2	97.6	110.0		359.4	6,341.6	424.1		
JENNIFER CONVERTIBLES ST &JNFR LTHR	V375	716.6		609.8	104.3				0.7	1.8			
JENNIFER LPZ&MRC ANT/ING	B121	576.3							271.2		305.0		
JENNINGS ANDERSON FORD	V211	350.8			317.5		33.3						
JENNY CRAIG WEIGHT LOSS	D800	45,792.7	8,970.5	171.2	233.6		1.7		16,195.8	12.8	19,993.9		213.2
JENNY LEE BRIDAL GOWNS WOMEN	A130	986.9	986.9										
JENNY PACKHAM BRIDAL GOWNS WOMEN	A130	302.6	302.6										864.1
JENSEN AUTO SALES	V219	865.0					0.9						
JENSEN TIRE & AUTO SVC	V241	308.5							308.5				
JENSEN-LEWIS FURN STR	V375	1,796.9	1,466.2	324.8		6.0							
JEREMY FRANKLIN SUZUKI	V212	1,020.0							1,020.0				
JERGENS NAT GLOW FACE MOISTURIZER	D110	5,418.2	5,418.2										
JERGENS NAT GLOW FIRMING DLY MSTRZR	D110	13,244.2	5,600.2						4,563.5	42.5	2,379.4	658.6	
JERGENS NATURAL GLOW DAILY MSTRZR	D110	9,153.2	20.4						5,631.4	53.6	2,706.6	741.2	
JERGENS SHEA BUTTER CREAM&MSTRZRS	D110	5,846.5	5,153.2	693.3					3,902.8	0.6	286.9	814.8	
JERGENS SHEA BUTTER MOISTURIZER	D110	5,005.1							1,834.4	2.8	185.7	185.8	
JERGENS VAR LOTION	D110	2,208.7											
JERI COHEN JEWELRY STORE	V314	630.4	494.0			136.4							
JERITH FENCE	H629	662.4	577.6								84.8		
JEROME SNYDER ATTY	V151	251.2			251.2								
JEROMES FURN WAREHOUSE	V375	4,624.5			18.9				4,605.6				
JERRY BUTLER HOMES DEV	B452	526.0			505.7		20.3						
JERRY HAMM CHEVROLET	V211	268.3			178.1		7.1		83.0				
JERRY MORRIS BRDWY DG	V211	1,843.8			1,843.8								
JERRY SEINER AUTO DLR	V219	599.7			560.8		38.9						
JERRY SEINER AUTO ENTER	V219	256.1							256.1				
JERRY ULM AUTO	V219	502.1			502.1								
JERRYS AUTO ENTERPRISES	V219	740.6			722.1				18.5				
JERRYS CHEVROLET	V211	1,320.5			1,040.8		73.1		206.7				
JERRYS FOODS STORE	V345	1,204.8			1,204.8								
JERRYS FORD	V211	499.4			343.4				156.0				
JERRYS FORD LINCOLN MERC	V211	523.4			523.4								
JERRYS NUGGET CASINO&RST	T431	328.9					250.8		78.2				
JERSEY BOYS PLAY	V161	3,094.0	79.6		107.2		103.5	0.0	2,691.3		112.5		
JERSEY JIM TOWERS APPL	V371	662.2			662.2								
JERSEY MIKES SUB SHOP	G320	429.5			29.2		324.1		76.3				
JESSICA SIMPSON APPAREL	A990	347.5	347.5										
JESSICA SIMPSON HANDBAGS & SHOES W	A410	671.8	671.8										
JESUS CHRIST SUPERSTAR PLAY	V161	352.3			39.3				313.1				
JESUS J PENA ATTY	V151	411.8							411.8				
JET AIRWAYS INTL	T414	1,435.6	109.2		345.6	677.4	303.5						
JET MAGAZINE PRINTED PDTS DR	V823	827.4	827.4										
JET NETWORK FRCTN OWNRSH	T300	605.9					605.9						
JET UNIVERSITY	G810	302.0	299.3								2.7		
JETBLUE AIRWAYS CORP CP	T413	2,539.1			386.4	902.8							1,250.0
JETBLUE AIRWAYS DOM	T413	13,118.8	231.5		7,628.2	849.2	1,843.2		1,860.0				706.5
JETBLUE AIRWAYS DOM & INTL	T413	3,645.3	650.4	114.4	1,030.1	40.1	559.8		144.3				1,106.2
JETBLUE AIRWAYS ONLINE	T413	386.0	386.0										
JET-DRY DISHWASHER CLEANER	H410	3,607.7							1,995.1	164.2	194.7	1,253.7	
JET-DRY DISHWASHER RINSE	H410	5,321.7							2,308.7	574.2	315.3	2,123.4	
JET-DRY TURBO DRY DISHWASHER RINSE	H410	2,086.5							799.4	235.9	234.9	816.3	

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
JET-HOT AUTOMOTIVE DR	V880	322.1	322.1										
JETLINK ARCRFT CHTR SVC	T420	342.9			342.9								
JETMORE FIREPLACE CENTER	V376	263.9			263.9								
JETRO JAPAN EXT TRADE OR	B329	771.5	480.4		35.6	255.5							
JETS PIZZA RESTAURANT	G310	603.0			31.5				509.0				62.4
JEWEL FOOD STORE	V345	6,104.6			65.8				5,793.5		7.2		238.2
JEWEL-OSCO FOOD STORE	V345	12,221.1			11,021.4				1,199.7				
JEWELRY EXCHANGE	V314	27,854.3			395.8			203.0	21,564.3	91.5	5,599.8		
JEWELRY FACTORY	V314	5,224.5							5,224.5				
JEWELRY SOURCE STORE	V314	1,038.3							1,038.3				
JEWELRY.COM ONLINE	V314	1,658.9	1,658.9										
JEWELS BY VIGGI LTD STR	V314	275.0	265.3			9.7							
JEWELS/TRADE/TOWN&CNTRY	B623	299.9	299.9										
JEWELSMITHS JEWELRY STR	V314	463.5			463.5								
JEWISH HOSPITAL	V133	757.2			24.5		110.4		622.3				
JEWISH MUSEUM	V166	1,018.7	810.5			208.2							
JEWS FOR JESUS VAR BOOKS DR	V823	550.3			420.4	129.9							
JG BANKS INSTITUTE	G850	886.7			886.7								
JG WENTWORTH ADVNCD FNDG CON SVC	B124	40,170.8							902.3	5,660.2	16,149.9	17,458.5	
JH COHN & CO ACCOUNTANTS CON SVC	B123	380.8				172.7	180.1						28.0
JH COHN LLP CP	V129	603.0				603.0							
JIF PEANUT BUTTER	F280	19,042.4							6,968.6	2,661.1	4,674.6	4,464.2	274.0
JIF PEANUT BUTTER & SMUCKERS	F280	4,005.5							1,367.1	47.9	1,591.5	899.0	100.0
JIF SNACK NUTS	F530	513.7			513.7								
JIF TO-GO SNACK CUPS PEANUT BUTTER	F280	2,774.6	2,053.1	297.6									423.9
JIF VAR NUTS	F530	368.3			29.0				339.3				
JIFFY LUBE AUTO CENTER	V241	7,287.7			1,209.4		1,015.5	756.0	2,814.2		1,305.3		187.3
JIG-A-LOO LUBRICANTS	H320	1,971.9	76.0			731.6					1,115.4		49.0
JIL SANDER APPAREL	A990	611.6	497.3	114.4									
JIL SANDER CLOTHING STR WOMEN	V311	592.0	562.6			29.4							
JIL SANDER DRESSES & SHOES WOMEN	A130	265.0	265.0										
JIL SANDER DRESSES WOMEN	A130	363.0	363.0										
JIL SANDER RTW WOMEN	A190	825.8	711.4	114.4									
JIL SANDER SHIRTS & SKIRTS WOMEN	A141	427.5	427.5										
JIL SANDER SHIRTS MEN	A141	282.9	282.9										
JIL SANDER SUITS MEN	A130	652.6	652.6										
JILL STUART RTW WOMEN	A190	495.2			495.2								
JIM BEAM ALCOHOLIC BEVERAGES	F739	395.7					395.7						
JIM BEAM BLACK BOURBON WHISKEY	F711	1,822.4	1,617.2		11.1		164.9				29.2		
JIM BEAM BOURBON WHISKEY	F711	6,984.8	3,632.4		20.6		1,839.9				1,484.6		7.4
JIM BEAM BRANDS CO CP	F711	816.5	713.0			103.5							
JIM BURKE AUTO DLR	V219	8,757.9			8,741.6		16.3						
JIM BURKE CHEVROLET	V211	2,499.5			2,479.0				20.5				
JIM BURKE HYUNDAI	V212	2,299.0			2,285.0				14.0				
JIM BURKE NISSAN	V212	5,119.6			5,085.5				34.1				
JIM BURKE SAAB	V213	280.0			279.9				0.1				
JIM BURKE SUBARU	V212	595.1			595.1								
JIM BUTLER CHEVROLET	V211	371.4			272.7		9.9		88.8				
JIM CLICK AUTO ENTRPRS	V219	329.9				397.0				329.9			
JIM ELLIS AUTO DLR	V219	419.7				565.0				565.0			
JIM GLOVER CHEV ISUZU	V219	656.0				397.0				22.7			
JIM GLOVER CHEVROLET	V211	728.8				57.3				671.5			
JIM HJELM BRIDAL GOWNS WOMEN	A130	2,099.0	2,099.0										
JIM HJELM FORMAL GOWNS WOMEN	A130	2,703.6	2,703.6										
JIM HJELM FORMAL GOWNS&FRMLWR W	A130	287.6	287.6										
JIM HJELM FORMALWEAR WOMEN	A130	1,790.6	1,790.6										
JIM HUDSON TOYOTA	V212	658.6						12.8	645.8				
JIM LAABS MUSIC STORE	V362	276.9			276.9								
JIM LONGACRES CREDIT SEMINAR	G820	446.3			446.3								
JIM LYNCH AUTO DLR	V219	672.9			672.9								
JIM LYNCH TOYOTA CAD	V219	293.5			293.5								
JIM MARSH CHRYSLER JEEP	V211	381.0			104.7		14.6		261.7				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
JIM MURPHY AUTO	V219	300.5			300.5								
JIM NORTON FORD	V211	474.6			49.0			46.9		378.8			
JIM NORTON TOYOTA	V212	585.5						131.7		453.9			
JIM S ADLER ATTY	V151	3,982.0						56.7		3,925.3			
JIM THOMPSON HOUSEHOLD FABRICS	H141	679.2	679.2										
JIM TRENARY CHEVROLET	V211	608.0			423.2			2.6		182.2			
JIMMY CHOO APPAREL	A990	610.2	586.2		24.0								
JIMMY CHOO CLOTHING STR WOMEN	V311	884.1	493.0	343.1	48.1								
JIMMY CHOO HANDBAGS & SHOES WOMEN	A410	1,642.0	1,642.0										
JIMMY DEAN BRKFST BWLS FROZEN ENTREE	F260	4,694.9						2,900.6	389.9	10.6	1,393.8		
JIMMY DEAN CROISSANT SANDWICH	F260	3,908.5						2,341.5	367.8		1,057.5	141.6	
JIMMY DEAN D-LIGHTS BREAKFAST SNDWCH	F260	4,941.9	1,575.4		3.6			2,181.2	446.9		734.7		
JIMMY DEAN FULLY COOKED SAUSAGE	F331	1,836.5						1,280.1	191.4		364.9		
JIMMY DEAN SAUSAGE	F331	1,548.5			92.9				878.0	64.7		259.0	253.9
JIMMY DEAN SKILLET FROZEN BREAKFAST	F260	6,937.9						4,184.8	924.9		1,723.4	104.8	
JIMMY DEAN VAR SANDWICHES	F260	730.8											730.8
JIMMY JOHNS GRMT SND SHP	G320	2,468.7			59.0				338.9				2,070.8
JIMMY JOHNS RESTAURANT	G310	813.7					458.9						354.8
JINGLE ALL THE WAY VIDEO	H532	302.0									302.0		
JITTERBUG WIRELESS SERVICE	B223	7,654.6			395.1	51.0			297.7		6,910.8		
JIVE BRITNEY SPEARS BLACKOUT	H531	300.6								35.8	264.8		
JIVE CHRIS BROWN EXCLUSIVE RC	H531	358.1							3.8		354.4		
JIVE JORDIN SPARKS RECORDINGS	H531	505.8								476.5		29.3	
JJ COLE COLLECTIONS BABY ACCESSORIES	H232	694.0	694.0										
JK HARRIS&CO ACCOUNTANTS CON SVC	B123	14,605.4			2,036.5				3,514.9		9,054.1		
JKS INTL SALON	V131	259.7			259.7								
JL KELLOGG GRAD SCH/MGT	G840	1,522.5	1,021.0		47.0	381.3	59.5						13.8
JM EAGLE PE & PVC PIPES	H621	840.8								11.8	829.0		
JM LEXUS	V212	3,876.4			3,297.1				579.3				
JM LEXUS LEASING	V212	266.6							266.6				
JMC HOMES HM BUILDER	B452	352.2			242.0		110.2						
JMC MARKETING SERVICES	B651	1,005.3	1,005.3										
JMM MFG PVC PIPES	H621	904.3							4.4	899.9			
JO-ANN FAB & CRAFTS STR	V353	8,240.9			8,240.9								
JOANNES BED & BACK SHOP	V377	568.5			547.7				20.8				
JOB CORPS	B313	6,111.7					4.9		552.3	5,320.7	226.6		7.2
JOB FAIR	V164	575.1			237.5		5.9		331.7				
JOB HOTLINE/PSA	B323	258.4							258.4				
JOBING COM ARENA	V166	564.4			564.4								
JOBING.COM EMP SVC ONLINE	B913	3,723.7					3,562.1		161.7				
JOBSINAL.COM ONLINE	B913	467.4							140.8				326.7
JOCKEY & JOCKEY FOR HER	A190	2,286.5								2,286.5			
JOE BASIL CHEVROLET	V211	1,018.8			712.8				306.0				
JOE BORNSTEIN ATTY	V151	773.4							773.4				
JOE CANALS DISC LQR OTLT	V341	425.5			406.4	19.0							
JOE CAPUTO&SONS FRT MKT	V346	363.2			363.2								
JOE COOPER FORD	V211	1,633.5						52.8		1,580.7			
JOE DIMAGGIO CHILD HOSP	V133	286.0			99.1					186.9			
JOE GIBSONS SUZUKI	V212	983.9								983.9			
JOE HEIDT VOLKSWAGEN	V213	260.6			260.6								
JOE MADDEN FORD	V211	685.3			685.3								
JOE MYERS AUTO GROUP	V219	1,450.1			1,450.1								
JOE MYERS TOYOTA	V212	368.0			33.5		55.6		279.0				
JOE PANIAN CHEVROLET	V211	332.8			332.8								
JOE RIZZA ACURA	V212	397.7			397.7								
JOE RIZZA AUTO DLR	V219	1,193.4			1,188.4		5.0						
JOE RIZZA FORD	V211	703.8			703.8								
JOE RIZZA LINCOLN MERC	V211	875.7			875.7								
JOE WEIDERS/OLYMPIA WKND	V163	383.1	383.1										
JOEL BIEBER ATTY	V151	674.9							674.9				
JOES CARPET STORE	V373	250.6							250.6				
JOES CRAB SHACK REST	G320	7,461.1			42.0		609.1		1,997.0		4,188.7		624.2

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
JOES SPORTS OTDR&MR STR	V365	1,596.4			1,303.5				292.9				
JOEY FRANCOS PW SPRMKT	V345	548.0			548.0								
JOHN ASCUAGAS CASINO	V169	271.3					271.3						
JOHN ATENCIO JEWELER	V314	363.6			293.9		69.8						
JOHN BALES ATTY	V151	272.0					13.0		259.0				
JOHN CHRISTIAN JEWELRY DR	V810	3,775.5	3,216.3			559.2							
JOHN CHRISTIAN SCHR DDS & RICK L KLN	V132	441.0	441.0										
JOHN DAUGHERTY RE	B451	1,489.8			1,437.8		44.3		7.7				
JOHN DEERE FARM EQUIP	G721	1,081.7			548.1		58.1	40.0	169.4	111.8	0.0		154.4
JOHN DEERE LAWN & GARDEN EQUIP	G711	927.5	56.5		725.7		123.6		5.0				16.8
JOHN DEERE LAWN MOWER	G711	469.8			469.8								
JOHN DEERE LAWN MOWER & TRACTOR	G711	1,031.7	269.3		762.5								
JOHN DEERE LAWN MOWER&RIDING MOWER	G711	1,000.0										1,000.0	
JOHN DEERE RIDING MOWER	G711	3,171.6						1,823.4	266.4		1,081.8		
JOHN DEERE TRACTOR	G711	7,049.7	129.6		2,473.0	63.8	5.7	2,189.6	157.9		2,030.2		
JOHN DEERE TRACTOR&UTILITY VEHICLE	G711	294.6			294.6								
JOHN DEERE UTILITY VEHICLE	T132	1,936.5	1,678.2		257.5				0.9				
JOHN ELWYS CRWN SCN TOY	V212	467.7			467.7								
JOHN F BUCHAN HOMES	B452	269.9			269.9								
JOHN F KENNEDY MED CTR	V133	501.9			411.7	85.0	5.2						
JOHN FOY ATTY	V151	574.3							574.3				
JOHN FRANCIS VAR RECORDINGS DR	V871	252.6										252.6	
JOHN FRIEDA FRIZZ EASE HAIR SERUM	D330	12,447.7	3,672.1					2,832.8	68.6	5,225.8	648.3		
JOHN FRIEDA FRIZZ EASE HR CR PDTs	D320	279.6	279.6										
JOHN FRIEDA FRIZZ EASE SHAMP & COND	D320	15,663.0						6,110.3	145.7	8,253.1	1,153.9		
JOHN FRIEDA HAIR PDTs	D390	772.3	772.3										
JOHN FRIEDA LMNS CLR GLZ HAIR COLOR	D310	5,271.0	5,271.0										
JOHN FRIEDA SHAMPOO & CONDITIONER	D320	14,068.8						4,685.6	135.7	8,276.5	971.0		
JOHN FRIEDA VAR SHAMPOOS	D320	3,638.4	3,638.4										
JOHN HALLS AK TRAVEL	T420	438.3			438.3								
JOHN HANCOCK FIN SVC CONSUMER SVC	B129	4,161.4	3,625.6		53.9								481.9
JOHN HANCOCK FUNDS	B125	405.0	405.0										
JOHN HANCOCK FUNDS INC CONSUMER SVC	B122	1,936.4	1,936.4										
JOHN HANCOCK INSURANCE & FIN SVC	B429	14,614.4			1,734.9			4,911.2	133.2	41.7	7,793.4		
JOHN HARDY JEWELRY	A510	6,037.0	5,635.6	311.9	4.3	85.2							
JOHN HARVEY TOYOTA	V212	556.2										556.2	
JOHN HINE MAZDA	V212	340.9			228.8							112.1	
JOHN HOLTZ HONDA	V212	483.0			191.2							291.8	
JOHN KENNEDY AUTO DLR	V219	426.0			426.0								
JOHN KNOX VLG RTRMT RE	B452	250.2			196.8							53.4	
JOHN L SCOTT REALTOR	B451	3,016.2			2,842.5		132.1		3.5				38.1
JOHN L SULLIVAN CHEV	V211	1,071.2			671.3				399.9				
JOHN LAING HOMES	B452	1,464.4	402.0		448.2		614.2						
JOHN LANCE FORD	V211	448.1			448.1								
JOHN LOBB SHOES MEN	A310	498.5	498.5										
JOHN MICHAEL BAILEY ATTY	V151	265.9										265.9	
JOHN MORRELL SMOKED SAUSAGE	F331	951.2										951.2	
JOHN MUIR HEALTH CENTER	V133	1,267.6			1,175.7		91.9						
JOHN MUIR HEALTH RECRUITMENT	B912	366.1			366.1								
JOHN MUIR MEDICAL CENTER	V133	401.1			10.1		388.5		2.5				
JOHN NUVEEN & CO INC CONSUMER SVC	B122	584.0				584.0							
JOHN PARAS FURN&APPL STR	V375	373.7			19.0				354.7				
JOHN PETER SMITH HOSP	V133	270.2					270.2						
JOHN PRESTON ATTY	V151	284.2			284.2								
JOHN R SALAZAR ATTY	V151	303.2										303.2	
JOHN ROBERT POWERS SCH	G840	319.3	123.2		0.7				124.8				70.6
JOHN SCHIRO&RICK KLN DDS	V132	254.1	254.1										
JOHN T MATHER MEM HOSP RECRUITMENT	B912	311.2			311.2								
JOHN T ORCUTT ATTY	V151	382.1										382.1	
JOHN TEMPLETON FNFTN	B329	1,503.6	784.4			719.3							
JOHN VARVATOS &JHN VRVTS VNTG FRAG M	D410	463.6	463.6										
JOHN VARVATOS CLTHNG ST MEN	V311	1,121.0	856.1	228.7	6.9	29.4							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
JOHN WIELAND HOMES	B452	714.8			610.4		104.5						
JOHN WILEY & SONS VAR BOOKS	B610	616.2	498.1			37.9	80.1						
JOHN WILEY&SONS ONLY THREE QSTNS/CNT	B610	360.8				360.8							
JOHN WILLIAMS INTERIORS	V375	710.6			377.8				332.8				
JOHNNIE WALKER BLACK LBL SCTCH WHSKY	F713	4,324.0	354.7		124.0		290.6				3,554.7		
JOHNNIE WALKER BLUE LBL SCOTCH WHSKY	F713	4,351.4	3,527.9	535.2	66.6	221.8							285.5
JOHNNIE WALKER SCOTCH WHISKEY	F713	3,543.7	2,675.7		99.7		482.9						
JOHNNY LONDOFF CHEV	V211	636.9			592.8				44.1				
JOHNNS FOOD CENTER	V346	2,001.0			2,001.0								
JOHNS HOPKINS HOSPITAL	V133	383.6	32.2	171.5	42.7	17.8	119.3						
JOHNS HOPKINS UNIVERSITY	G810	434.4	33.0		136.7	11.3	252.9		0.5				
JOHNS MANVILLE INSULATION	H611	368.2	314.3				53.9						
JOHNSON & JOHNSON BEAUTY PDTS	D190	560.0					560.0						
JOHNSON & JOHNSON CP	D700	10,816.9	3,615.5	1,001.0		307.7		3,054.5	10.7	73.6	2,668.3	85.6	
JOHNSON & JOHNSON HH CLEANERS	H430	1,493.8					1,493.8						
JOHNSON & JOHNSON RECRUITMENT	B912	251.2	128.5	115.5	7.2								
JOHNSON & JOHNSON VAR FOOD PDTS	F900	298.3					298.3						
JOHNSON & JOHNSON VAR PDTS	D690	1,427.5			8.6		1,418.8						
JOHNSON AC CONTRACTOR	V174	375.4			375.4								
JOHNSON AUTO ENTERPRISES	V211	746.8							746.8				
JOHNSON AUTO PLAZA	V219	251.6			251.6								
JOHNSON CITY HONDA	V212	371.5							371.5				
JOHNSON HYUNDAI OF CARY	V212	492.7			189.2				303.5				
JOHNSON LAW GROUP	V151	526.8							500.8		26.0		
JOHNSON LEXUS	V212	913.6			166.7		54.5		692.3				
JOHNSON PUBLISHING CO CP	B610	278.6	278.6										
JOHNSON PUBLISHING CO PRNTD PDTS DR	V829	678.8	678.8										
JOHNSON PUBLISHING CO VAR BOOKS DR	V823	1,533.4	1,533.4										357.0
JOHNSON PUBLISHING CO VAR VIDEOS DR	V873	335.8	335.8										
JOHNSON&JOHNSON NURSING RECRUITMENT	B912	357.0											
JOHNSONS BABY 2 IN 1 DTNGLN SHAMP	D320	1,532.8								1,532.8			
JOHNSONS BABY CARE PDTS	D557	864.0	864.0										
JOHNSONS BABY LOTION &BABY BATH	D557	618.0	618.0										
JOHNSONS BABY OIL & BABY OIL GEL	D557	2,491.2	2,491.2										
JOHNSONS BABY SHAMPOO	D320	1,456.8	725.4				102.0			629.3			
JOHNSONS BABY TOILETRIES CHILDREN	D223	742.4	742.4										
JOHNSONS BEDTIME BABY CARE PDTS	D557	638.2	638.2										
JOHNSONS BEDTIME BABY LOTION&BY BTH	D557	6,087.8	2,481.2				204.0			3,402.6			
JOHNSONS BUDDIES BABY CARE PDTS	D557	1,561.2	1,561.2										
JOHNSONS HEAD TO TOE BABY WASH	D557	2,585.0	1,004.0						9.1		1,571.9		
JOHNSONS MELT/STRS BODY WSH&SKN/PDTS	D223	8,744.0	8,105.4	638.6									
JOHNSONS NOURISHING CARE BODY WASH	D223	356.0	356.0										
JOHNSONS NOURISHING RNWL BODY LOTION	D110	706.4											
JOHNSONS SFTLTN MLT/STRS BODY LOTION	D110	7,437.4					5,344.0	181.8	810.2	1,101.5			
JOHNSONS SOFTLOTION BODY LOTION	D110	9,472.5					6,387.3	313.8	1,519.3	1,252.1			
JOHNSONS SOFTWASH SHOWER&SHV BDY WSH	D223	413.5	413.5						0.1				
JOHNSONS SOOTHING NAT BABY CR PDTS	D557	3,120.4	3,120.4										
JOHNSONS SOOTHING NAT NOURISHING LTN	D557	285.2	285.2										
JOHNSONS VAR SHAMPOOS	D320	2,439.5	2,439.5										
JOHNSONVILLE SAUSAGE	F331	11,871.7			0.1			241.1	2,962.5	317.5	6,107.9		2,242.6
JOHNSONVILLE TURKEY SAUSAGE	F331	4,845.9	4,845.9										
JOHNSTON & MURPHY APPAREL	A990	1,397.1	1,397.1										
JOHNSTON & MURPHY APPAREL & LUGGAGE	A990	912.1	912.1										
JOHNSTON & MURPHY SHOES MEN	A310	443.8				443.8							
JOHNSTON&MURPHY SHOE STR MEN	V313	370.4	370.4										
JOINT FLEX DRUGS/TOILETRIES DR	V313	1,370.8	1,290.5			80.3							
JOINT JUICE FITNESS DTRY SPLMNT DRNK	V830	6,115.7			6,115.7								
JOINT MD JOINT STIFFNESS RELIEF	D543	1,051.5							81.0		970.5		
JOINT MD/STFNS RLF &SLP MD/AD CPLT	D543	1,684.2	1,099.1								585.0		
JOINTFLEX PAIN RELIEVER CREAM	D543	1,423.0	653.3						1.4		768.3		
JOLEN CREME BLEACH	D551	448.0			448.0								
	D240	255.2	255.2										

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
JOLIET FRUIT RANCH & MEAT MKT FD STR	V346	295.7			295.7								
JOLLY TIME HEALTHY POP RED FT/PCRN	F530	494.9	494.9										
JOMIRA MISC DR	V859	1,166.3	817.6	348.8									
JON HALL CHEVROLET	V211	626.3			623.5		2.9			317.0			
JONATHAN STEVENS MTRS CO	V377	317.0				495.0							
JONES AUDIOLOGY&HRNG CTR	V139	495.0											
JONES AUTO DLR	V219	1,235.8				1,232.9		2.9					
JONES CO RE DEV	B452	313.9					215.3						98.6
JONES HEARING CENTERS	V139	473.7					473.7						
JONES JUNCTION AUTO DLR	V219	1,528.9					1,528.9						
JONES NY APPAREL	A990	265.0	265.0										
JONES NY COATS & HATS WOMEN	A120	448.3	448.3										
JONES NY COATS WOMEN	A120	744.1	744.1										
JONES NY RTW WOMEN	A190	4,343.9	4,343.9										
JONES NY SHIRTS & SKIRTS WOMEN	A141	265.0	265.0										
JONES NY SHIRTS WOMEN	A141	511.6	511.6										
JONES NY SIGNATURE SPORTSWEAR WOMEN	A141	917.0	917.0										
JONES NY SPORTSWEAR WOMEN	A141	1,323.7	1,323.7										
JONES SODA RTS BEVERAGE	F450	282.4	101.6			26.6		99.2		55.0			
JORDACHE JEANS WOMEN	A142	4,432.7	4,351.6	81.1									
JORDACHE RTW WOMEN	A190	726.0			726.0								
JORDAN FASHIONS FORMAL GOWNS FAMILY	A130	1,387.1	1,387.1										
JORDAN FASHIONS FORMAL GOWNS WOMEN	A130	2,236.8	2,236.8										
JORDAN FASHIONS STORE WOMEN	V311	614.7	614.7										
JORDAN FORD	V211	627.7				369.5			258.2				
JORDAN FRAZIER AUTO	V219	276.6				276.6							
JORDAN KITTS MUSIC STORE	V369	360.7				314.0			46.7				
JORDAN VALLEY AT BD RPR	V241	325.2							229.1				96.1
JORDANS FURNITURE STORE	V375	6,959.1			249.5				6,709.6				
JOS A BANK CLOTHIERS MEN	V311	6,761.0								6,761.0			
JOS A BANK CLOTHIERS MEN & WOMEN	V311	8,610.8			119.2		3.7						8,487.9
JOSE CUERVO BLACK TEQUILA	F733	3,883.7	1,155.9							2,727.9			
JOSE CUERVO CLASICO &ESPECIAL TQL	F733	7,647.9	7,647.9										
JOSE CUERVO FLAVORED TEQUILA	F733	1,550.4	1,550.4										
JOSE CUERVO GOLDEN MARGARITAS	F739	3,992.6	3,992.6										
JOSE CUERVO LIQUOR	F739	634.8	384.4		40.4		210.0						
JOSE CUERVO PLATINO TEQUILA	F733	1,911.0	1,911.0										
JOSE CUERVO TEQUILA	F733	1,157.2	655.1					303.0			199.1		
JOSE CUERVO TRADICIONAL TEQUILA	F733	716.9	273.0						13.9		430.0		
JOSE KATZ MD	V132	1,548.1							1,548.1				
JOSE LUIS SIN CENSURA VIDEO	H532	1,452.3							1,452.3				
JOSEPH ABBOUD SUITS MEN	A130	938.7	938.7										
JOSEPH AIRPORT SCION TOY	V212	439.8			149.9				289.9				
JOSEPH AUTOMOTIVE GROUP	V219	377.5							359.8		17.7		
JOSEPH CHEVROLET	V211	266.8			266.8								
JOSEPH SCION TOYOTA	V212	587.7			587.7								
JOSH GROBAN PRS AP	V161	332.9			2.7				330.2				
JOURNEY KNEE REPLACEMENTS	D610	828.5							828.5				
JOURNEY LITE CENTER	V139	272.6			214.9								57.8
JOURNEY LITE WEIGHT LOSS SEMINAR	G820	926.7	12.1	46.0	868.5								
JOURNEYS SHOES STORE WOMEN	V313	1,405.3	1,405.3										
JOVANI FORMAL GOWNS WOMEN	A130	1,014.6	1,014.6										
JOVANI FORMAL GOWNS&FRMLWR W	A130	300.5	300.5										
JOVE BLOOD BROS BOOK	B610	304.0	280.6							23.5			
JOYCE HONDA	V212	301.8			301.8								
JOYCE THEATER	V161	1,196.4	538.5					645.2	12.7				
JP MORGAN CHASE & CO BUSINESS SVC	B121	1,381.7					182.7						1,199.0
JP MORGAN CHASE & CO CONSUMER SVC	B121	13,462.5			1.2			5,239.0					8,222.2
JP MORGAN CHS CORP CHLNG	B121	348.1	348.1										
JP WEAVER CO ARCHITECTURAL ORNAMENTS	H619	293.1	293.1										
JR DUNN JEWELERS	V314	365.1			144.1			221.0					
JR TOBACCO STORES	V359	663.9						663.9					

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
JR WATKINS APOTHECARY SKIN CARE PDTS	D110	610.8	610.8										
JS HOVNANIAN&SONS RE DEV	B452	329.6			242.8			86.9					
JT FLOORING&DCRTN CTR	V373	685.3			685.3								
JTB FINANCIAL COINS DR	V859	489.0			489.0								
JTS COMMUNITIES RE DEV	B452	268.6			130.1			138.5					
JUBILEE ACTIVE ADLT CMNT	B452	413.8							413.8				
JUDD WADDELL BRIDAL GOWNS WOMEN	A130	1,477.6	1,477.6										
JUDE FRANCES JEWELRY	A510	534.0	534.0										
JUDGE JUDY SERIES VIDEO	H532	587.8							1.9	585.9			
JUDITH JACK JEWELRY	A510	307.8	307.8										
JUDITH LEIBER CLTHNG STR WOMEN	V311	1,217.6	1,086.0	114.4		6.4	10.9						
JUDITH LEIBER JEWELRY	A510	764.4	764.4										
JUDITH LEIBER JEWELRY & ACCESSORIES	A510	303.3	303.3										
JUDITH RIPKA JEWELERS	V314	1,875.3	784.5		356.3	528.4	206.0						
JUDITH RIPKA JEWELRY	A510	567.5	567.5										
JUICE ORGANICS BEAUTY PDTS	D190	3,891.9	3,891.9										
JUICY COUTURE APPAREL	A990	601.3	601.3										
JUICY COUTURE APPAREL & FRAGRANCE W	A990	4,303.6	4,303.6										
JUICY COUTURE BOUTIQUE WOMEN	V311	778.8	550.1	228.7									
JUICY COUTURE FRAGRANCE WOMEN	D180	5,218.5	5,104.2	114.4									
JUICY CRITTOURE FRAGRANCE WOMEN	D180	368.3	368.3										
JUICY DROP POP CANDY	F510	658.0								658.0			
JUICY JUICE HRVST SRPRS RTS FRT/VEG	F420	16,003.6	3,768.8					8,601.6	84.2	235.3	3,231.0	82.7	
JUICY JUICE RTS FRUIT JUICE	F420	8,911.3	2,155.2					660.1	1,660.1	1,133.5	3,302.5		
JULIA GRAY ANTIQUES	V379	316.0	316.0										
JULIANA CHICHESTER STORE	V375	251.1	251.1										
JULIANA COLLEZIONE STORE WOMEN	V311	584.5	582.3		2.2								
JULISKA TABLEWARE	H111	755.4	755.4										
JUMEIRAH BEACH HOTEL UNTD ARB EMRTS	T432	726.5	279.5	447.0									
JUMEIRAH ESSEX HOUSE HTL	T432	1,889.7	1,207.0	343.1		339.7							
JUMERS ROCK ISLAND CSN	V169	425.8				288.6		137.2					
JUMP IN VIDEO	H532	876.6					68.6	6.6	210.3	502.1	88.9		
JUMP MOBILE PRE-PAID WIRELESS SVC	B223	271.6						271.6					
JUNENW HOUSEHOLD DR	V872	277.1		277.1									
JUNGLE BOOK RIKKI-TK/RSC VIDEO	H532	326.2	73.5				101.2	0.0		151.5			
JUNGLE BOOK VIDEO	H532	10,803.2	67.7				5,569.8	606.8	411.8	3,060.9	205.0	881.2	
JUNIOR ACHIEVEMENT/PSA	B323	466.8					466.8						
JUNIOR MLX PLS ANTGS CHWBL ANTCD TBS	D531	373.9	373.9										
JUPITER CONST SUPP CONTR	V171	337.9			337.9								
JUPITER DODGE MAZDA	V219	3,142.2			3,142.2								
JUPITER MEDICAL CENTER	V133	378.5			256.9		95.0		26.7				
JURA-CAPRESSO COFFEEMAKER	H221	332.7		332.7									
JURDUTY.TV ONLINE	B680	417.9				202.1					215.8		
JUST ABOUT FURNITURE STR	V375	335.2			193.7			141.6					
JUST CABINETS DISC OTLT	V376	324.4			324.4								
JUST CAVALLI APPAREL	A990	444.5	444.5										
JUST CAVALLI BOUTIQUE WOMEN	V311	845.1	845.1										
JUST CAVALLI COATS WOMEN	A120	400.0	400.0										
JUST CAVALLI DRESSES & HANDBAGS W	A130	311.5	311.5										
JUST CAVALLI JEANS & SHIRTS MEN	A142	347.9	347.9										
JUST CAVALLI RTW MEN	A190	540.4	540.4										
JUST CRUISES TRAVEL	T420	1,422.8			1,422.8								
JUST CRUISIN PLUS TRAVEL	T420	664.4			664.4								
JUST FOR ME TEXTURE SOFTENER	D330	589.3	589.3										
JUST FOR MEN GEL/MUSTACHE BRD&SDBRNS	D420	8,087.5					4,057.2	2,668.9	15.2	1,346.3			
JUST FOR MEN HAIR COLOR	D420	20,361.9					8,703.3	7,699.5	19.8	3,939.3			487.0
JUST TIRES	V241	3,140.6			2,619.9			33.7					
JUST TRAINS HOBBY STORE	V364	400.1			400.1								
JUSTICE INJURY LAWYERS	V151	500.3					67.3	433.0				261.9	
JUSTICE LEAGUE SERIES &BTMN BYND/VDS	H532	261.9											
JUSTIN ALEXANDER BRIDAL GOWNS WOMEN	A130	2,452.8	2,452.8										
JUSTINA MCCAFFREY BRIDAL GOWNS WOMEN	A130	738.5	738.5										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
JUSTLIKEME.ORG ONLINE	V159	436.1	78.8						357.2				
JUSTLISTED.COM REALTY ONLINE	B451	2,690.8			1.2				617.4		2,072.2		
JUSTSWEET RTW WOMEN	A190	886.5	886.5										
JUVEDERM WRINKLE RX	D560	23,891.0	9,546.4					8,636.9	510.6	12.6	5,184.5		
JUVENILE DBTS FNDTN/PSA	B323	737.1							307.2		429.9		
JUVENILE DIABETES FNDTN	B322	1,628.8			75.8		40.4		400.5		1,112.0		
JUVENILE DIABETES RSRCH	V139	1,104.7	1,101.6				3.2						
JVC ELECTRONIC ENTER EQUIP	H519	1,536.7					1,536.7						
JVC MOBILE ENTERTAINMENT SYS	H513	555.1	555.1										
JVC PROJECTOR	B719	396.7	396.7										
JVC TV	H511	792.0	792.0										
JW MARRIOTT HOTELS	T431	808.6	644.1		164.5								
JW MARRIOTT HOTELS MEXICO	T432	286.2	159.4	120.8	6.0								
JW MARRIOTT HOTELS WORLDWIDE	T432	2,050.2	2,050.2										
K CLINIC MEDICAL CLINIC	V133	318.6						318.6					
K HOVNANIAN CO HM BLDR	V171	2,193.3					1,575.7		531.4			86.2	
K HOVNANIAN HOMES	B452	1,689.7			306.7		502.2						880.8
K HOVNANIAN RE DEV	B452	13,131.0	181.9		11,469.6	189.4	1,290.1						
K&C RV DLR	V232	315.4			96.2			219.2					
K&G FASHION SUPERSTORE FAMILY	V311	1,207.1			203.5				1,003.6				
K&G FASHION SUPERSTORE MEN	V311	7,439.9							7,439.9				
K&G FASHION SUPERSTORE MEN & WOMEN	V311	8,126.5			10.9				8,115.6				
K&G FASHION SUPERSTORE WOMEN	V311	4,005.5							4,005.5				
K&H WINDOWS&EXTERIOR STR	V376	282.3			282.3								
K&M DODGE SPRINTER	V211	514.6			514.6								
K&N AIR FILTER	T144	333.0	333.0										
K&N AIR INTAKE SYSTEM	T144	783.8								783.8			
K&N AUTOMOTIVE AIR FILTERS	T144	1,924.5						0.0		1,924.5			
K&N HIGH-FLOW AIR FILTER	T144	3,424.0	3,424.0										
K&W CAFETERIA	G310	336.4			4.5		332.0						
K12 EDUCATION	G850	619.9	44.5				12.0						563.5
K2 SKIS	G450	1,064.3	1,064.3										
K9 ADVANTIX DOG REMEDIES	G640	17,461.9	3,393.2					4,736.9	2,660.1		6,671.7		
KAANAPALI BEACH HOTEL HI	T432	270.3	270.3										
KABANA JEWELRY	A510	963.2	963.2										
KABC TV STATION	B641	299.5					213.7						85.7
KABOOM HOUSEHOLD DR	V872	4,123.1						242.7	735.5	3,144.9			
KABOOM SHOWER TUB&TILE &KABOOM/BLSTR	H443	2,001.0						277.0	23.4	397.7	1,302.9		
KABOOM SHOWER TUB&TILE CLEANER	H443	2,803.9							41.5	1,698.6	1,063.8		
KABOOM TILE&GROUT RESTORER SPRY	H443	269.1							12.5	44.7	211.9		
KACEY FINE FURN STR	V375	2,018.5			879.3				1,139.2				
KAELHLER LUGGAGE STORE	V357	506.7	65.3		441.4								
KAGOME NATURAL FRUIT & VEG JUICE	F420	332.4			113.7								218.7
KAHALA HOTEL & RESORT HI	T432	1,054.1	719.7		269.2	65.2							
KAHLUA LIQUEUR	F722	2,914.5			24.4					2,890.1			
KAH-NEE-TA RESORT	T431	303.7			303.7								
KAISER FOUNDATION	B329	866.1						886.1					
KAISER PERMANENTE CP	B412	5,229.4			19.2				5,210.2				
KAISER PERMANENTE HOSP	V133	9,429.7					2,045.9		7,383.8				
KAISER PERMANENTE MD CTR	V133	559.7			288.7		271.0						
KAISER PERMANENTE MEDICAL INSURANCE	B412	14,185.7	19.3		4,350.4	217.6	115.5		6,039.1		1.6		3,442.1
KAISER PERMANENTE SENIOR ADVANTAGE	B412	528.2	20.4	158.7	40.2				308.9				
KAJA FM RADIO STATION	B630	449.5					83.1		366.5				
KAJEET PRE-PAID WIRELESS SVC	B223	7,502.8	4,497.8							3,004.9			
KAJEET WIRELESS SERVICE	B223	1,419.9								1,147.3			272.6
KALAHARI RESORT&WTR PRK	T431	1,226.2			62.9		316.1		337.1				510.1
KALETRA HIV RX	D560	327.8	139.1				188.6						
KALFUS & NACHMAN ATTY	V151	1,281.2							1,281.2				
KALIN HOME FRNSHNG STR	V372	373.5			371.4		2.1						
KALLISTA PLUMBING FIXTURES	H621	1,158.9	930.2	228.7									
KANE COUNTY COUGARS TEAM	V163	873.6			634.3		239.4						
KANEKA QH ENERGY SUPPLEMENT	D543	486.9	486.9										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
KANES FURNITURE STORE	V375	9,235.5			5,541.4		7.2		3,686.8				
KANKAKEE CITY TP	T433	438.1			438.1								
KANSAS CITY AREA CHEV DA	T121	337.3			337.3								
KANSAS CITY AREA TOY DA	T122	2,482.7			2,482.7								
KANSAS CITY AVIATION SVC	V180	324.4	307.9					16.5					
KANSAS CITY CADILLAC DA	T121	465.3			465.3								
KANSAS CITY KS TP	T433	253.5	253.5										
KANSAS CITY MO TP	T433	533.8	323.9						209.9				
KANSAS CITY POWER&LIGHT	V173	1,004.9	77.6		545.1		17.4		364.8				
KANSAS CITY ROYALS BSBL	V163	435.2			178.7		124.4		132.1				
KANSAS CITY RPRTRY THTR	V161	276.1			263.4		5.1		7.6				
KANSAS CITY TP	T433	467.5			58.6				408.9				
KANSAS HEALTH FNDTN	B329	511.4			57.8		41.6		412.0				
KANSAS STATE LOTTERY	B314	486.0					146.2		339.8				
KANSAS STATE TP	T433	1,148.0	948.2						199.8				
KAOPECTATE ANTI DIARRHEA LIQUID	D531	1,486.3							45.7	1,408.4	32.3		
KAOUD BROS ORIENTAL RUGS	V373	909.4			20.8		35.0		853.5				
KAPLAN CAREER INSTITUTE	G840	2,619.2			5.0		12.2		2,602.0				
KAPLAN UNIVERSITY	G810	5,049.2	2,051.8		118.8		167.6		2,711.1				
KAPLAN UNIVERSITY ONLINE	G810	1,208.8	764.0						444.8				
KAPLAN VAR BOOKS	B610	371.5	31.8		257.4		82.3						
KARAKO DESIGNER STS STR MEN	V311	2,857.1			2,857.1								
KARASTAN CARPET CENTER	V373	392.1			392.1								
KARASTAN CARPETS	H131	2,680.5	2,154.3		510.8				15.4				
KARASTAN RUGS	H131	4,223.5	2,098.0		2,083.1				42.4				
KARATS & FACETS INC JEWELRY DR	V810	1,643.4				1,643.4							
KARE PHONE CARD	B231	1,031.4										1,031.4	
KARELINA SPOSA BRIDAL GOWNS WOMEN	A130	818.7	818.7										
KARENS CARPETMAX	V373	721.4							721.4				
KARL MALONE SUPERSTORE	V219	254.9							254.9				
KARLS APPL TV AUDIO	V371	1,056.2			566.4		489.8						
KARMA NUTRITIONAL BAR	D543	514.2	514.2										
KARMANOS CANCER INST	V133	732.8			713.3		19.5						
KARNS QUALITY FOODS STR	V346	357.6			235.7		73.4		48.5				
KARO SYRUP	F110	324.9		324.9									
KARPAS PROPERTIES REALTY	B451	424.2			424.2								
KARRASS SEMINARS INC SEMINAR	G820	2,877.2	2,877.2										
KARS 4 KIDS ORG	B322	343.6			24.0		319.7						
KASHI CO VAR FOOD PDTS	F900	973.7	973.7										
KASHI GOLEAN CRUNCH CEREAL	F220	2,326.8							731.8		1,595.0		
KASHI TLC VAR FOOD PDTS	F900	2,909.3								1,256.7		1,652.6	
KASHI VAR CEREAL & GRANOLA BAR	F220	12,690.1						102.1	2,453.6		10,134.4		
KASHI VAR CEREALS	F220	1,183.5	1,183.5										
KASHI VAR FOOD PDTS	F900	9,281.7	9,255.7		26.0								
KATE ASPEN WEDDING FVRS ONLINE	V364	661.0	661.0										
KATE SPADE APPAREL	A990	268.9	268.9										
KATE SPADE BOUTIQUE	V359	3,987.5	3,200.6	623.7	2.2	92.1	68.9						
KATE SPADE HANDBAGS WOMEN	A410	1,011.9	836.7	175.2									
KATE SPADE TABLEWARE	H111	507.0	507.0										
KATHARINE GIBBS SCHOOL	G850	907.7			905.3	2.4							
KATZ INSURANCE AGENCY	B430	253.5							253.5				
KAU INOA NATIVE HI RGSTR	B329	280.6							280.6				
KAUAI HI TP	T434	737.9	736.9						1.0				
KAUAI LAGOONS GLF&RCT CL	V162	310.3	310.3										
KAUFFMAN TIRE STORE	V241	1,457.1			1,217.8		13.0		156.2				70.1
KAUFMAN ALLIED FURN STR	V375	358.4			358.4								
KAUFMAN STGR&IGHS ATTY	V151	780.0							780.0				
KAUFMANN DE SUISSE JWLRY	V314	746.6	713.8						32.8				
KAUFMANN JEWELERS	V314	251.5				251.5							
KAUFMANN TIRE CENTER	V241	597.0			460.9								136.1
KAWA BLDG MATERIAL CONTR	V171	1,032.3			1,032.3								
KAWASAKI ATVS	T131	1,250.6	594.2						30.2		626.3		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
KAWASAKI ATVS & MOTORCYCLES	T131	1,969.3							14.3		1,955.0		
KAWASAKI BRUTE FORCE ATVS	T131	769.2	769.2										
KAWASAKI JET SKI WTRCRFT & MTRCYCLS	G430	501.9	501.9										
KAWASAKI MOTORCYCLE	T131	11,347.7	8,247.2		0.3		72.5	206.0	46.9		2,774.8		
KAWASAKI VAR VEHICLES&WATERCRAFTS	T131	752.9	752.9										
KAY APARTMENTS	B452	1,308.0			1,308.0								
KAY FURN & MATTRESS STR	V375	358.0			5.9				352.1				
KAY JEWELERS	V314	108,423.2	103.9			7,314.4	9.1	79,528.8	1,273.2		17,445.1	2,473.6	275.2
KAYAK FOR A CAUSE/GMQ	B623	370.4	370.4										
KAZAKHSTAN REPUBLIC OF IND DEV	B840	284.7	284.7										
KB HOME BUILDER	V171	9,341.1			316.1		8,453.2		488.8				83.0
KB HOME RE DEV	B452	1,984.5			1,984.5								
K-B TOYS STORE	V363	1,818.8			1,538.5	72.9							207.3
KBIG FM RADIO STATION	B630	466.6					466.6						
KBRG FM RADIO STATION	B630	695.0			9.7				685.3				
KBT DESIGN CENTER	V376	512.6			512.6								
KC CLIPS PUBLICATION	B629	601.0			601.0								
KCAL TV STATION	B641	500.1			500.1								
KCBS FM RADIO STATION	B630	490.6							490.6				
KCBS RADIO STATION	B630	2,646.0			2,646.0								
KCBS TV STATION	B641	282.9			32.9		250.0						
KCET TV STATION	B641	314.3			313.2								1.2
KCOR AM RADIO STATION	B630	524.8							524.8				
KCOR FM RADIO STATION	B630	674.7							674.7				
KCPQ TV STATION	B641	418.5					418.5						
KCS HOME FURNISHINGS STR	V372	793.6			793.6								
KDAF TV STATION	B641	280.2					280.2						
KDOC TV STATION	B641	1,596.7			1,389.8	207.0							
KEAN COLLEGE/NJ	G810	325.4			325.4								
KEAN UNIVERSITY RECRUITMENT	B912	401.8			401.8								
KEARNY FEDERAL BANK CONSUMER SVC	B121	961.1			961.1								
KEARNY MESA CHEVROLET	V211	414.9			399.6				15.2				
KEARNY MESA FORD	V211	278.9			278.9								
KEARNY MESA HYUNDAI	V212	251.3			251.3								
KEARNY MESA INFINITI	V212	351.1			177.8				173.3				
KEARNY MESA LEXUS	V212	250.9			250.9								
KEARNY MESA TOYOTA	V212	1,072.1			594.3				477.8				
KEDS CHAMPION SHOES WOMEN	A310	534.7	534.7										
KEDS ELEANOR PANDA SHOES WOMEN	A310	366.4	366.4										
KEDS ELEANOR SHOES WOMEN	A310	334.2	334.2										
KEDS MICRO STRETCH SNEAKERS WOMEN	A321	328.6	328.6										
KEDS NANETTE LEPORE SHOES WOMEN	A310	460.8	460.8										
KEDS SHOES WOMEN	A310	1,097.0	1,097.0										
KEDS SNEAKERS WOMEN	A321	708.6	708.6										
KEEBLE&SHUCHAT CAMERA ST	V361	1,261.1			1,261.1								
KEEBLER CLUB CRACKERS	F343	6,620.9	5,982.3	638.6									
KEEBLER CLUB PUFFED CRACKERS	F343	10,775.6	9,633.2	630.7		511.7							
KEEBLER DUNKING DELIGHTS COOKIES	F343	2,437.1								2,437.1			
KEEBLER FUDGE SHOPPE COOKIES	F343	1,049.8								1,049.8			
KEEBLER SANDIES DROPS COOKIES	F343	1,542.1								1,542.1			
KEEBLER SANDIES SHORTBREAD CKS	F343	1,492.9								1,492.9			
KEEBLER TOWN HOUSE TOPPERS CRCKR	F343	2,180.9						915.0	10.8	758.5	496.7		
KEELING LAW FIRM	V151	304.6							304.6				
KEEN FOOTWEAR & HANDBAGS M&W	A390	251.7	251.7										
KEEN FOOTWEAR CP	A390	1,330.5	1,330.5										
KEEN FOOTWEAR FAMILY	A390	278.3	278.3										
KEEN FOOTWEAR MEN & WOMEN	A390	657.4	657.4										
KEEN SHOES MEN	A310	261.9	261.9										
KEEP A CHILD ALIVE ORG	B322	1,161.0	1,095.1								65.9		
KEEP KIDS FROM SMOKING ONLINE	B670	444.8	444.8										
KEEP OCEANS CLEAN/PSA	B323	1,293.0							1,242.1		50.9		
KEEP WA ROLLING ORG	B329	629.4							629.4				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
KEEPERS/GOOD HSKPNG	B623	4,646.7	4,646.7										
KEF SPEAKERS	H512	1,760.3	1,760.3										
KEFFER CHRYSLER JEEP	V211	410.3			369.3				41.0				
KEG LIQUORS	V341	706.8			706.8								
KEG STEAKHOUSE & BAR	G310	1,129.5			155.9				973.7				
KEISER UNIVERSITY	G810	1,950.4			362.3		177.4		1,410.7				
KEITH BARTON ATTY	V151	1,082.1					123.5		958.6				
KEITH HEATING & COOLING	V174	351.5			351.5								
KEITH PIERSON SCION TOY	V212	368.0							388.0				
KEITH PIERSON TOYOTA	V212	433.8					353.9		79.9				
KELLER & KELLER ATTY	V151	1,776.5		0.5			162.2		1,613.8				
KELLER CHEVROLET	V211	403.0			123.1				279.9				
KELLER WILLIAMS REALTY	B451	5,702.0			5,305.2		115.1		281.7				
KELLER WILLIAMS SCS RLTY	B451	354.5			354.5								
KELLOGG CO CP	F900	623.7	80.3	543.3									
KELLOGGS ALL BRAN CEREAL	F220	7,230.7						4,134.3	285.6	968.1	1,842.7		
KELLOGGS ALL BRAN YOGURT BTS CRL	F220	16,045.6						9,056.8	277.9	4,144.5	2,566.4		
KELLOGGS APPLE JACKS CEREAL	F220	5,531.3						621.3	0.3	53.8	4,855.9		
KELLOGGS APPLE JACKS CRSHRS CRL	F220	1,598.6						147.9	3.3	86.8	1,360.6		
KELLOGGS CHOC PEANUT BTR POPS CRL	F220	1,070.6						180.9	3.0	52.4	834.3		
KELLOGGS COCOA KRISPIES CEREAL	F220	5,039.8						1,167.0	147.2	1,990.5	1,735.1		
KELLOGGS COCOA KRISPIES CHC NL CR	F220	2,939.6						283.7	2.1	99.9	2,553.9		
KELLOGGS COCOA KRISPIES CRL STRWS	F590	7,643.0						1,645.0	81.6	957.5	4,958.9		
KELLOGGS COLOSSAL FROOT LOOPS CRL	F220	572.5						41.1	0.2	2.8	528.4		
KELLOGGS CORN FLAKES&FRSTD MN/CRL	F220	267.4	267.4										
KELLOGGS CORN POPS CEREAL	F220	2,671.0						501.6	0.2	18.2	2,151.1		
KELLOGGS CORNPOPS CEREAL	F220	3,637.7						441.1	1.3	56.9	3,138.3		
KELLOGGS EGGO CEREAL	F220	3,921.1	424.3					335.3	1.4	20.7	3,139.4		
KELLOGGS FROOT LOOPS CEREAL	F220	1,594.4						169.4	4.2	24.8	1,395.9		
KELLOGGS FROOT LOOPS SMOOTHIE CRL	F220	1,926.6						233.5	3.1	58.1	1,631.9		
KELLOGGS FROSTED FLAKES CEREAL	F220	9,534.0	2,014.2					930.0	11.1	121.1	6,223.2	234.4	
KELLOGGS FROSTED MINI-WHEATS CRL	F220	50,221.8	10,162.9					18,563.8	947.2	12,111.7	8,436.2		
KELLOGGS GO-TARTS BARS	F342	6,236.8	862.8					571.9	5.8	234.1	4,562.3		
KELLOGGS NUTRI-GRAIN CEREAL BARS	F590	271.7					271.7						
KELLOGGS NUTRI-GRAIN FRUIT&NUT BARS	F220	12,967.3	12,967.3										
KELLOGGS POP TARTS	F342	13,126.4	2,629.5		9.5			1,199.4	3.3	203.9	9,080.8		
KELLOGGS POP TARTS SPLITZ	F342	335.7	335.7										
KELLOGGS PRINTED FUN POP TARTS	F342	1,912.9						176.8	2.2	136.5	1,597.3		
KELLOGGS RAISIN BRAIN CRUNCH CRL	F220	34,950.8						14,734.5	135.9	10,865.1	9,215.3		
KELLOGGS RICE KRISPIES CEREAL	F220	12,919.9	1,266.5					4,652.3	163.9	1,387.7	5,147.1	302.5	
KELLOGGS RICE KRISPIES SQUARE BRS	F590	7,125.8	7,125.8										
KELLOGGS RICE KRISPIES/STRWBRS	F220	13,716.0	1,529.1					5,418.5	101.5	2,123.2	4,543.7		
KELLOGGS SMART START CEREAL	F220	30,090.8	538.3					21,074.9	458.6	50.2	7,968.9		
KELLOGGS SMART START HEALTHY HRT	F220	10,129.7	10,129.7										
KELLOGGS SPECIAL K CEREAL	F220	941.9	338.7				402.1		0.9		2.6		197.6
KELLOGGS SPECIAL K CEREAL BARS	F590	5,909.2	1,231.5					2,809.7	45.0	1,277.3	545.7		
KELLOGGS SPECIAL K CHOCOLATEY/CRL	F220	18,026.7	712.1					6,822.7	538.5	6,911.1	3,042.4		
KELLOGGS SPECIAL K PROTEIN SNACK BRS	D543	943.4	933.3						4.3		5.9		
KELLOGGS SPECIAL K RED BERRIES	F220	10,353.7	1,850.0					5,633.1	220.6	855.0	1,795.1		
KELLOGGS SPECIAL K VAR &KLGS K20/WTR	F900	16,583.6						6,349.1	816.9	6,156.5	3,261.1		
KELLOGGS SPECIAL K2O PROTEIN WATER	F460	22,477.1	2,597.8					8,388.9	726.3	7,410.5	3,353.6		
KELLOGGS VAR CEREAL	F220	7,032.0	1,313.7		131.3		105.6		844.8	203.6	417.2	4,015.9	
KELLOGGS VAR FOOD PDTs	F900	5,263.5	1,533.4		1,396.6		2,333.4						
KELLOGGS VAR SPECIAL K CEREALS	F220	292.5	292.5										
KELLOGGS VAR SPECIAL K PDTs	F290	4,773.5	4,773.5										
KELLOGGS VIGNETTE	F220	372.1						57.0	2.3	10.7	302.1		
KELLOGGS YOGOS BITS FRUIT SNACK	F590	9,622.2	4,369.5					828.1	1.7	15.3	4,407.6		
KELLOGGS YOGOS FRUIT SNACK	F590	8,107.7	4,358.4					304.9	3.6	70.6	3,370.3		
KELLOGGS YOGOS ROLLERS FRUIT SNACKS	F590	11,375.2	6,197.6					545.8	3.4	101.0	4,527.4		
KELLUM AUDIO VIDEO&APPL	V362	305.1						305.1					
KELLY AUTOMOTIVE GROUP	V219	1,883.4			1,656.0		43.1		184.2				
KELLY CALECHE FRAGRANCE WOMEN	D180	937.3	660.1	277.3									

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
KELLY CAR & TRUCK CENTER	V219	541.4			540.0				1.4				
KELLY CHRYSLER JEEP	V211	435.1			435.1								
KELLY FORD	V211	1,280.8			1,280.8								
KELLY HONDA	V212	539.5			539.5								
KELLYS CARPET STORE	V373	375.1			0.7				374.4				
KELSEY-SEYBOLD CLINIC	V133	438.4	68.5		191.0		178.9						
KELTY TENTS	G490	296.0	296.0										
KEMPS DAIRY PDT'S	F319	449.8			88.4		361.4						
KEMR FM RADIO STATION & KZMR FM	B630	358.4							358.4				
KEN CARR AUTO DLR	V219	533.4			533.4								
KEN CRANES TV & APL STR	V371	10,951.0			10,803.1				147.9				
KEN GARFF AUTO DLR	V219	294.9			273.9		21.0						
KEN GARFF HONDA	V212	404.2			17.8				386.4				
KEN GARFF NISSAN	V212	668.7			644.2				24.5				
KEN GRODY AUTO	V219	442.1			442.1								
KEN GRODY FORD	V211	1,612.1			1,587.6				24.5				
KEN MOADEL MD	V132	592.1			592.1								
KEN NUNN ATTY	V151	878.2							878.2				
KEN SMITH LINCOLN MERC	V211	387.5			387.5								
KEN TOWERYS CAR SVC CTR	V241	709.1			582.0				127.1				
KENDALL CHEVROLET	V211	343.3			147.9				195.4				
KENDALL TOYOTA	V212	1,384.8			1.8				1,383.1				
KENDALL-JACKSON WINE	F620	6,586.1	6,578.5		7.6								
KENDLE INT'L RAGWEED STUDY	V139	1,469.1											1,469.1
KENDLE INT'L SEASONAL ALLERGY STUDY	V139	944.8											944.8
KENMORE CAMERA STORE	V361	416.9			416.9								
KENMORE COOKTOP	H212	1,074.1	975.9										98.2
KENMORE DISHWASHER	H214	8,854.5	657.0						5,549.3	196.2	524.2	1,927.8	
KENMORE MAJOR APPLIANCES	H219	15,580.8	11,152.9				2.0	1,477.4	128.9	1,425.0	1,394.5		
KENMORE REFRIGERATOR	H211	7,592.4	652.2			134.0		3,850.1	490.0	740.4	1,725.7		
KENMORE SMALL APPLIANCES	H222	661.5											661.5
KENMORE VACUUM CLEANER	H223	950.6											950.6
KENMORE WASHER	H213	2,201.2							1,041.0	103.5	161.8	894.9	
KENMORE WASHER & DRYER	H213	6,595.2	1,142.0	92.0					3,273.5	101.4	681.8	1,304.5	
KENNAMETAL INC CP	B821	501.5	223.4			278.1							
KENNEDY & WILSON RE AUC	B459	418.9			418.9								
KENNEDY CENTER	V166	387.9			379.8		8.1						
KENNEDY CTR/PRFMNG ARTS	V161	1,344.2			1,344.2								
KENNEDY HEALTH SYSTEMS	V133	453.0			116.8					336.1			
KENNEDY HOMES	B452	903.3			348.8		554.4						
KENNEDY SPACE CTR TOURS	V166	1,713.5					256.8		1,276.1		180.6		
KENNEDY-WARREN RE DEV	B452	469.9			469.9								
KENNESAW STATE UNIV	G810	306.8	130.9		14.3		161.6						
KENNETH COLE APPAREL	A990	1,564.3	1,336.3	160.4			67.7						
KENNETH COLE BLACK FRAGRANCE MEN	D410	666.3	666.3										
KENNETH COLE CLTHING STR FAMILY	V311	292.9			292.9								
KENNETH COLE CLTHING STR MEN & WOMEN	V311	865.8	193.0		121.0	19.2	532.7						
KENNETH COLE CLTHING STR WOMEN	V311	633.8	555.4	78.4									
KENNETH COLE REACTION EYEWEAR	D630	371.8	371.8										
KENNETH COLE REACTION FRAG M & TOIL	D410	2,745.3	2,745.3										
KENNETH COLE REACTION FRAGRANCE MEN	D410	7,035.4	7,035.4										
KENNETH COLE REACTION RTW CHILDREN	A190	478.6	478.6										
KENNETH COLE RTW MEN	A190	593.7	515.3	78.4									
KENNETH COLE SHOES & ACCESS M & W	A310	547.1			451.8	95.3							
KENNETH COLE WATCHES	A520	1,443.6	1,336.7		106.9								
KENNETH COPELAND MNSTRY	B322	298.7							298.7		0.0		
KENNETH HILLER ATTY	V151	529.4								529.4			
KENNETH S NUGENT ATTY	V151	2,995.4					236.6		2,758.8				
KENNETH WILHELM ATTY	V151	542.8								542.8			
KENNY KENT CHEVROLET	V211	332.0					122.8		209.2				
KENNY ROSS AUTO ENTRPRS	V219	3,649.2			3,260.4				388.8				
KENNYWOOD PARK AMUS PARK	T440	303.0					3.6		299.4				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
KENS TV STATION	B641	381.6			283.5		98.1						
KENSIE & MAC & JAC RTW WOMEN	A190	1,275.6	1,275.6										
KENSINGTON SLIMBLADE MOUSE	B522	1,579.6	1,579.6										
KENT STATE UNIVERSITY	G810	479.8	25.8		50.4		316.6		87.0				
KENTSHIRE JEWELRY	A510	417.0	417.0										
KENTUCKIANA HONDA DA	T122	3,946.0			3,946.0								
KENTUCKIANA TOYOTA DA	T122	2,909.6			2,909.6								
KENTUCKIANAMOMS.COM ONLINE	B670	336.7			336.7								
KENTUCKY FARM BUREAU VAR INSURANCE	B429	271.9			19.1		100.4		152.4				
KENTUCKY INDUSTRIAL DEVELOPMENT	B840	382.6	382.6										
KENTUCKY SPEEDWAY	V163	343.2			87.0		11.6		225.1		19.5		
KENTUCKY STATE LOTTERY	B314	3,813.9			713.5		365.5		2,734.9				
KENTUCKY STATE TP	T433	4,133.1	2,035.7		264.7			134.0	586.1		1,112.7		
KENTWOOD REAL ESTATE	B451	264.7			264.7								
KENWOOD WINE	F620	376.5	376.5										
KENZIE RTW & SHOES WOMEN	A190	2,584.3	2,584.3										
KENZIE RTW WOMEN	A190	831.2	831.2										
KENZO AMOUR FRAGRANCE WOMEN	D180	664.0	664.0										
KEPPRA SEIZURE CONTROL RX	D560	3,179.1	3,179.1										
KERACARE HAIR CARE PDTs	D320	389.6	389.6										
KERASOTES MOVIE THEATER	V165	5,006.7			5,006.7								
KERBYS FURNITURE STORE	V375	403.9			393.9				10.0				
KERI RENEWAL SERUM	D110	6,987.0						2,698.0	95.0	398.2	3,795.8		
KERI SHEA BUTTER MOISTURE/LTN	D110	4,349.1	1,365.2					1,521.1	23.4	913.4	526.1		
KERNEL SEASONS POPCORN SEASONING	F150	415.1	415.1										
KERRY L STEIGERWALT ATTY	V151	534.2						145.0	86.6	55.3	247.2		
KERRY STEIGERWALT ATTY	V151	778.9							178.9	105.2	494.8		
KERRY TOYOTA	V212	278.9			219.7				59.2				
KERRYGOLD BUTTER	F311	1,203.2	1,203.2										
KERRYGOLD BUTTER & CHEESE	F311	523.5	523.5										
KERRYGOLD CHEESE	F312	1,392.1	1,392.1										
KERS WINGHOUSE BAR&GRILL	G320	545.6			81.7		424.5		39.4				
KERSHAW KNIVES	G490	294.6	267.7						1.9		25.0		
KESN FM RADIO STATION	B630	421.2					421.2						
KESS FM RADIO STATION	B630	1,214.3							1,214.3				
KESSLER INSTITUTE/REHAB	V133	613.8		202.4	163.7	247.6							
KETEL ONE CITROEN FLAVORED VODKA	F734	1,505.1	1,505.1										
KETEL ONE VODKA	F734	21,215.9	18,200.9	521.1	71.8	2,000.1	422.1						
KETTERING MEDICAL CENTER	V133	788.1			471.4		80.1		236.6				
KETTLER CONDOMINIUMS	B452	315.6			315.6								
KEURIG SINGLE CUP BREWER COFFEEMAKER	H221	2,407.7							2,407.7				
KEWADIN CASINO HOTEL	T431	364.4	99.7		19.9		104.0		140.8				
KEY AUTO DLR	V219	303.2			303.2								
KEY FOOD STORES	V345	2,078.1			2,028.7				49.4				
KEY HOLIDAYS TRVL AGNCY	T420	274.5			274.5								
KEY HOME FRNSHNGS STR	V372	297.6			1.6				296.0				
KEY HYUNDAI	V212	1,121.3			948.5				172.9				
KEY LARGO FL TP	T433	411.6	49.7		190.0	35.6			128.8		7.6		
KEY MITSUBISHI	V212	832.8			746.2				86.5				
KEY PRIVATE BANK CONSUMER SERVICES	B121	463.5			81.7	381.8							
KEY TO THE CURE/SAKS	V490	513.4	464.9	46.0	2.4								
KEY WEST EXPRESS TOURS	T420	1,625.7			1,625.7								
KEY WEST FL TP	T433	1,800.0	283.6	73.8	773.2	200.3			215.3		253.8		
KEYBANC CAPITAL MARKETS BUSINESS SVC	B129	2,881.9	1,104.2			1,777.7							
KEYBANC CAPITAL MARKETS CONSUMER SVC	B129	1,239.5	1,213.0			26.5							
KEYBANK BUSINESS SERVICES	B121	378.3	217.1			158.9			2.3				
KEYBANK CONSUMER SERVICES	B121	12,489.4	340.0		9,012.8	222.2	1,429.3		912.0				573.1
KEYBOARD CONCEPTS STORE	V369	564.7			564.7								
KEYES ACURA	V212	421.7			421.7								
KEYES CO REALTORS	B451	489.2			489.2								
KEYES MOTORS	V219	1,512.6			1,512.6								
KEYES TOYOTA	V212	1,346.0			1,346.0								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
KEYES WOODLAND HILLS AT	V219	780.2			780.2								
KEYES WOODLAND HILLS HND	V212	1,946.8			1,946.8								
KEYES WOODLAND HILLS NSN	V212	1,478.4			1,478.4								
KEYSPAN ENRGY SVC GAS CO	V174	2,391.2			1,918.4	445.2			27.7				
KEYSPAN&NATL GRID ENERGY	V173	419.8			419.8								
KEYSTONE BEER	F611	517.4					273.0						244.4
KEYSTONE CHEVROLET	V211	1,102.5			2.7				1,099.8				
KEYSTONE CO RESORT	T431	288.1	283.8		4.2								
KEYSTONE CO TP	T433	920.5	861.1		59.4								
KEYSTONE CUSTOM HOMES	V171	438.0			209.8		199.3		28.9				
KEYSTONE DODGE KIA	V219	451.0			451.0								
KEYSTONE LIGHT BEER	F612	3,714.0					647.9	261.7	1,517.8	34.1	1,252.5		
KEYSTONE VAR BEERS	F611	443.4					443.4						
KEY-WHITMAN EYE CENTER	V135	1,057.8			530.0				527.8				
KFC RESTAURANT	G320	244,452.1	377.0		407.4	106.4	1,679.0	115,290.0	64,909.5	1,913.9	58,896.5		872.4
KFC RESTAURANT & TACO BELL	G320	411.4			1.3				410.2				
KFC RESTAURANT VIGNETTE	G320	372.4							73.1	178.1		121.2	
KFI AM RADIO STATION	B630	401.7			61.0		340.7						
KFLC AM RADIO STATION	B630	1,392.2								1,392.2			
KFRC FM RADIO STATION	B630	1,324.1						244.6		1,079.5			
KFWB AM RADIO STATION	B630	797.5			30.0		221.6			545.8			
KGO AM RADIO STATION	B630	790.9			450.3		340.4			0.2			
KHCW TV STATION	B641	446.6					446.6						
KHJ AM RADIO STATION	B630	360.7								360.7			
KHMX FM RADIO STATION	B630	279.7								279.7			
KHOT FM RADIO STATION	B630	2,265.9								2,265.9			
KHOVNANIAN HOMES	B452	401.1		289.3	97.8		14.0						
KIA ATLANTA SOUTH	V212	353.9			136.1					217.8			
KIA AUTO&TRK DIV CP	T115	4,684.4							3,382.8	41.0			
KIA AUTO&TRK VAR	T115	19,158.3						1,034.7	6,808.6	3,170.6		8,102.7	41.7
KIA AUTO&TRK VIGNETTE	T115	540.8								41.7		499.1	
KIA AUTOS AMANTI	T112	2,751.8	2,751.8										
KIA AUTOS OPTIMA	T112	5,635.8	4,134.7							545.3		955.8	
KIA AUTOS OPTIMA LEASING	T112	774.6								774.6			
KIA AUTOS RIO	T112	406.5					205.6			200.9			
KIA AUTOS SPECTRA	T112	30,146.4	6,612.7						2,589.6	4,035.1		16,908.9	
KIA AUTOS VAR	T112	340.3			340.3								
KIA DLR ASSN OPTIMA	T122	1,204.7								1,204.7			
KIA DLR ASSN OPTIMA LEASING	T122	1,332.9								1,332.9			
KIA DLR ASSN RIO	T122	833.3								833.3			
KIA DLR ASSN RIO & SPECTRA	T122	2,312.0								2,312.0			
KIA DLR ASSN RONDO	T122	330.7								330.7			
KIA DLR ASSN RONDO LEASING	T122	464.9								464.9			
KIA DLR ASSN SEDONA	T122	4,480.1								4,480.1			
KIA DLR ASSN SORENTO	T122	3,095.7								3,095.7			
KIA DLR ASSN SPECTRA	T122	20,112.6								20,112.6			
KIA DLR ASSN SPECTRA LEASING	T122	259.5								259.5			
KIA DLR ASSN SPORTAGE	T122	8,794.2								8,794.2			
KIA DLR ASSN SPORTAGE LEASING	T122	6,904.5								6,904.5			
KIA DLR ASSN VAR AUTO&TRK	T122	14,925.1		756.0	3,766.5	71.4	51.6		8,098.9		0.8		2,179.8
KIA MALL OF GA	V212	492.3			479.2		13.2						
KIA OF GASTONIA	V212	507.0			23.9					483.1			
KIA OF GREER	V212	2,352.1			1,413.7					938.4			
KIA OF MONROE	V212	2,252.7			1,273.5					979.2			
KIA OF THE BRONX	V212	309.6			309.6								
KIA STORE	V212	3,493.5			1,766.3					1,727.1			
KIA TRUCKS RONDO	T118	42,814.4	13,351.1						13,013.3	244.5	815.3	15,390.2	
KIA TRUCKS SEDONA	T118	15,788.0	6,038.3							6,930.8		2,818.8	
KIA TRUCKS SORENTO	T118	450.6								450.6			
KIA TRUCKS SPORTAGE	T118	23,573.7	5,009.1		15.6				831.9	5,431.0		12,286.1	
KIA TRUCKS SPORTAGE LEASING	T118	2,673.3								2,673.3			
KIAWAH ISLAND RE DEV	B452	1,936.0	1,503.5	339.3		93.1							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
KIAWAH ISLAND RESORTS	T431	376.4	203.3		173.1								
KIAWAH ISLAND SC TP	T433	356.8	267.9	83.5	5.4								
KIAWAH ISLND GLF&TNS RST	T431	354.9	354.9										
KIBBLES N BITS BRSHNG BT DRY DOG FD	G611	736.9						233.4	2.3	58.5	442.7		
KICKIN IT OLD SKOOL VIDEO	H532	1,093.2						283.3	5.6	293.4	510.9		
KID CUISINE FROZEN DINNERS	F260	9,779.8	873.0					3,343.3	0.3		5,563.2		
KIDDE CARBON MONOXIDE ALARM	H625	1,024.3							1,024.3				
KIDDESIGNS BARBIE GRL JM/ME GTR&KYB	G549	403.3									403.3		
KIDDESIGNS TRANSFORMERS ACTIVITY TY	G542	433.9	433.9										
KIDDIE ACADEMY CHILD CR	G850	482.4	393.1		56.5		32.7						
KIDDIE KANDIDS PHOTO STD	V152	1,222.3	62.8		1,073.6	51.0	34.9						
KIDDOPOTAMUS BABY ACCESSORIES	H232	812.9	812.9										
KIDNEY&URLGY FNFTN/AMER	V139	339.6			339.6								
KIDZ BOP WORLD TOUR	V161	412.4	404.6		2.5				5.3				
KIDZ BOP WORLD TR/DODGE	T117	427.4							219.4		208.0		
KIKIT SPORTSWEAR WOMEN	A141	319.0	319.0										
KIKKOMAN CORP CP	F160	943.9	481.9		275.9	186.1							
KIKKOMAN TERIYAKI MARINADE&SAUCE	F150	4,184.5	4,184.5										
KIKKOMAN TERIYAKI SAUCE	F160	277.5											
KIKKOMAN VAR SAUCE	F160	996.9	731.1		122.9	142.9							
KILLIANS IRISH RED LAGER	F611	647.2					1.0		389.0		257.2		
KILZ PRIMER-SEALER	H630	2,875.0	1,600.7								1,274.3		
KIMBALL HILL HOMES	B452	2,669.9			1,665.0		992.3		12.6				
KIMBELL ART MUSEUM	V166	868.0	40.2		257.3	129.3	182.4		258.9				
KIMBERLY CLARK HOUSEHOLD PAPER PDTS	H339	613.7			35.7		3.0					575.0	
KIMBERLY-CLARK CORP CP	G930	467.3		231.0				236.3					
KIMBERLY-CLARK HH PAPER&PRSNL PDTS	H339	1,341.5		1,336.2								5.3	
KIMMEL & SILVERMAN ATTY	V151	1,345.5			88.7		126.5		1,130.4				
KIMMEL CTR/PRFRMNG ARTS	V161	619.8			469.4				150.4				
KIMNACH FORD	V211	401.2			40.7				360.5				
KIMORA LEE SIMMONS DRESSES WOMEN	A130	620.8	620.8										
KIMORA LEE SIMMONS STORE	V311	333.2	232.3				100.9						
KINCAID HOME FURNISHINGS	V375	615.9			493.3				122.7				
KINDERS FURN MALL STR	V375	587.9					16.1		571.8				
KINERASE BRIGHTENING/SRM&SPT TRTM	D110	579.5	579.5										
KINETICO WATER TREATMENT SYSTEM	H621	4,099.8			3,432.9		23.9		643.0				
KING 5 TV STATION	B641	274.8			274.8								
KING ARTHUR FLOUR	F141	663.7	480.0		5.4						178.3		
KING BEAR AUTO SVC CTR	V241	256.2			256.2								
KING BUFFET RESTAURANT	G310	256.7			203.2		7.5		46.0				
KING COBRA BAFFLER GOLF CLUBS	G460	862.7	862.7										
KING COBRA L4V GOLF CLUBS	G460	1,050.7	1,050.7										
KING COBRA S9 GOLF CLUBS	G460	1,674.7	1,674.7										
KING COBRA SPEED LD GOLF CLUBS	G460	2,638.7	2,638.7										
KING COBRA SPEED SERIES GOLF CLUBS	G460	8,902.5	548.8					8,117.5	0.5		235.7		
KING COBRA UFI GOLF CLUBS	G460	398.5	398.5										
KING HYUNDAI	V212	657.6			657.6								
KING JAMES VERSION BIBLE VAR VDS DR	V873	365.1							20.3		344.8		
KING KAULK CAULKING	H320	454.7	454.7										
KING KULLEN SUPERMARKET	V345	1,154.9			1,154.9								
KING OF QUEENS SERIES VIDEO	H532	634.0	634.0										
KING OROURKE AUTO DLR	V219	284.8			284.8								
KING PHARMACEUTICALS INC CP	D700	674.2			603.9	70.3							
KING QUALITY CONTRACTOR	V171	421.6			421.6								
KING QUALITY HOME CTR	V376	781.3			781.3								
KING RICHARDS FAIRE	V169	258.3			27.9		115.5		107.3				7.7
KING SCHOOLS VAR VIDEOS DR	V873	276.3	276.3										
KING SIZE MENSWEAR CTLG	B629	4,598.9							35.5	538.7	4,024.7		
KING SOOPERS MARKET	V345	3,299.2			1,435.8		235.4		1,628.1				
KING SOOPERS MARKET & CITY MARKET	V345	479.1							479.1				
KING STAHLMAN BAILBONDS	V159	595.0						66.5		528.5			
KING SUZUKI	V212	357.8			357.8								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
KING TV STATION	B641	3,016.9			3,016.9								
KING WORLD TV PROGRAM	B641	898.6	898.6										
KING.COM GAMES ONLINE	G513	367.2									298.3	68.9	
KING5.COM ONLINE	B641	292.6			292.6								
KINGCADE & GARCIA ATTY	V151	946.9							946.9				
KINGDOM VIDEO	H532	6,097.9						3,199.2	41.7	388.9	2,395.7		72.4
KINGS AUTO MALL	V219	292.4							292.4				
KINGS CREEK PLANTATION	T431	347.0	347.0										
KINGS DAUGHTERS MED CTR	V133	472.1					117.0		355.1				
KINGS DOMINION AMUSE PRK	T440	1,643.8			3.8		10.0		1,629.9				
KINGS FAMILY RESTAURANT	G310	835.9			3.0		303.9		528.9				
KINGS GREAT BUYS PILS STR	V361	396.9							396.9				
KINGS ISLAND AMUSEMENT	T440	2,724.7			255.5		236.2		2,233.0				
KINGS PLAZA AUTO DLR	V219	322.2			322.2								
KINGS PLAZA CHRY JEEP	V211	4,966.5			4,966.5								
KINGS PLAZA SHOPPING CTR	V620	293.0			293.0								
KINGS SUPERMARKETS	V345	620.7			620.3		0.4						
KINGS TOYOTA	V212	990.9			662.1				328.8				
KINGSBOROUGH CMNTY CLG	G810	536.2	10.6		464.7	5.9	55.1						
KINGSFORD CHARCOAL	H360	6,547.4	160.8		0.9			201.2	1,085.9	27.7	4,356.0	130.0	584.9
KINGSLEY-BATE OUTDOOR FURNITURE	H121	340.5	340.5										
KINGSMILL RESORT & SPA	T431	1,150.0	1,091.5		50.8				4.6		3.1		
KINGSMILL RSRT&CONF CTR	T431	1,624.9			1,624.9								
KINGSTON TECH MEMORY CHIPS	B522	647.4	647.4										
KINNEY DRUGS STORE	V330	1,033.0					243.1		789.9				
KINOKI DRUGS/TOILETRIES DR	V830	2,419.2							39.7		2,379.5		
KINSELLA MISC FIN	B129	15,625.8	8,364.7	6,468.0		793.1							
KIPLING CLOTHING STORE WOMEN	V311	448.3	448.3										
KIPLING HANDBAGS WOMEN	A410	1,082.7	1,082.7										
KIPLINGERS BFLS MKT ALRT SUBS DR	V823	297.6	297.6										
KIPLINGERS RTRMNT RPRT SUBS DR	V823	268.7	268.7										
KIRK HOMES	B452	345.2			176.7		168.5						
KIRK-BRUMMEL HH FAB & WALLCOVERINGS	H141	307.1	307.1										
KIRKLAND CHRYSLER JEEP	V211	447.7			447.7								
KIRKLANDS STORE	V359	1,327.8	1,318.2		2.6		7.0						
KIRO AM RADIO STATION	B630	332.2			106.6		42.1		183.5				
KIRSTIE KELLY BRIDAL GOWNS WOMEN	A130	1,858.9	1,858.9										
KIRSTIE KELLY FORMAL GOWNS&FRMLWR W	A130	423.0	423.0										
KIRSTIE KELLY JEWELRY	A510	359.6	359.6										
KISLING NESTICO&RDCK ATY	V151	456.4					97.5		358.9				
KISS APPLIANCE & TV STR	V371	880.1			880.1								
KISS FM RADIO STATION	B630	261.5			76.9		184.7						
KISS FRAGRANCE MEN & WOMEN	D410	334.7	334.7										
KISS KISSOLOGY ULT/VOL 2 VIDEO	H532	465.5	216.8						0.6		248.1		
KISSIMMEE FL TP	T433	4,102.2	392.6	58.9				202.5	1,381.2	1,470.5	596.5		
KISSIMMEE-ST CLOUD FL TP	T433	3,877.6	1,257.6				47.2		6.9		2,289.2		276.7
KITCHEN ACADEMY	G850	643.3			11.3				632.0				
KITCHEN BASICS STOCK	F210	253.3									253.3		
KITCHEN KABOODLE STORE	V372	266.5			256.5				9.9				
KITCHEN MAKE-OVERS CONTR	V171	553.6			553.6								
KITCHEN TUNE-UP SHOP	V376	1,296.7	986.3		231.1		4.8		74.5				
KITCHEN WORKS INC CONTR	V171	883.5		19.9	863.6								
KITCHENAID APPLIANCES DR	V872	2,391.9							13.5	17.2	2,361.3		
KITCHENAID DISHWASHER	H214	645.9	632.8		13.0				0.1				
KITCHENAID MAJOR APPLIANCES	H219	2,458.9	1,770.2		233.4	41.8		359.3	49.5		4.7		
KITCHENAID MIXER	H221	5,423.4	3,221.1	2,202.3									
KITCHENAID OVEN	H212	1,646.6	1,646.6										
KITCHENAID RANGE	H212	823.5	823.5										
KITCHENAID REFRIGERATOR	H211	2,434.0	2,434.0										
KITCHENS MADE SMPL CONTR	V171	285.9			285.9								
KITON APPAREL	A990	850.3	850.3										
KITON SUITS MEN	A130	672.8	672.8										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
KITS CAMERA STORE	V361	263.0			117.2				145.8				
KITSAP FARM GARDEN&TRCTR	V154	311.5							311.5				
KITSON CLOTHING STORE MEN & WOMEN	V311	275.0	160.6	114.4									
KITSON SHOES WOMEN	V313	283.9	283.9										
KITSON SNEAKERS MEN & WOMEN	A321	1,047.0	932.6	114.4									
KITTLES FURNITURE STORE	V375	1,128.2			588.5				539.7				
KITTLES MATTRESS EXPRESS	V377	564.8			158.7				406.1				
KITTLES ROOMS EXPRSS STR	V375	308.9			261.3				47.6				
KITZ WORLD VAR RECORDINGS DR	V871	283.6									283.6		
KIWI SVC CARPET CLEANING	V179	356.7							356.7				
KJAC FM RADIO STATION	B630	316.0							316.0				
KJR FM RADIO STATION	B630	263.5							263.5				
KKBT FM RADIO STATION	B630	353.4							353.4				
KKFR FM RADIO STATION	B630	384.7				384.7							
KKRW FM RADIO STATION	B630	270.4							270.4				
KKWF FM RADIO STATION	B630	428.0							428.0				
KLDE FM RADIO STATION	B630	776.2							776.2				
KLEENEX ANTI-VIRAL FACIAL TISSUE	H332	1,500.3	1,496.4						3.4		0.5		
KLEENEX FACIAL TISSUE	H332	31,722.9	5,781.2					14,088.7	346.6	6,367.2	5,139.2		
KLEIMAN EVANGELISTA EYCR	V133	546.6			546.6								
KLINGMANS FURNITURE STR	V375	396.5			297.2				99.3				
KLIPSCH EARPHONES	H512	431.4	431.4										
KLIPSCH SPEAKERS	H512	280.1											
KLM &NORTHWEST AIRLINES INTL	T414	1,788.2			1,788.2								
KLNO FM RADIO STATION	B630	1,048.3							1,048.3				
KLNV FM RADIO STATION	B630	390.0							390.0				
KLONDIKE ICE CREAM BARS	F313	2,924.0						2,596.9	1.2	318.2	7.8		
KLOTER FARMS FURN STR	V375	406.5			404.0	2.5							
KLTN FM RADIO STATION	B630	1,289.2				24.7			1,264.5				
KLTY FM RADIO STATION	B630	379.1				379.1							
KLUGER FURS LTD STORE	V312	388.6			388.6								
KLVE FM RADIO STATION	B630	1,015.8							1,015.8				
KMART DISC APPAREL FAMILY	V510	7,128.7						5,193.9	60.2	788.8	1,085.8		
KMART DISC APPAREL MEN	V510	917.5						682.3	10.7	217.3	7.2		
KMART DISC APPAREL WOMEN	V510	15,442.9						10,537.3	180.5	2,328.2	2,396.9		
KMART DISC ELECTRONICS	V570	8,330.4			34.3			4,821.0	255.1	1,059.9	2,129.1		31.0
KMART DISC HOUSEHOLD	V570	21,156.8	4,770.5		353.1			10,455.4	298.8	3,662.7	1,616.3		
KMART DISC JEWELRY	V510	2,452.6						1,620.5	31.5	254.6	546.1		
KMART DISC MISC	V550	74,404.5	540.0		65,333.4			5,243.0	108.7	1,562.6	1,517.0	99.9	
KMART DISC MULTI-PDTS	V590	38,020.5	194.3		391.7		42.9	22,534.8	499.8	6,240.3	4,679.6	681.4	2,755.8
KMART DISC SALES ANNOUNCEMENT	V590	9,441.2			131.1			3,849.0	31.9	1,856.7	1,392.9	1,302.8	876.8
KMART DISC SPORT/TOY/HOBBY	V550	2,016.8						1,049.7	42.5	519.3	405.3		
KMRR FM RADIO STATION & KOMR FM	B630	439.0							439.0				
KMSP TV STATION	B641	762.5				762.5							
KMVN FM RADIO STATION	B630	794.6				371.2			423.4				
KNIGHT CAPITAL GROUP CONSUMER SVC	B129	366.5			252.0	114.4							
KNIGHTS INN	B129	811.4	647.5			163.9							
KNIGHTS/COLUMBUS COUNCIL	T431	435.2					435.2						
KNIX FM RADIO STATION	B329	551.1		241.3	82.8		33.1		25.4		168.4		
KNOB CREEK BOURBON WHISKEY	B630	379.8			57.8		133.5		188.5				
KNOCKED UP VIDEO	F711	2,325.6	2,325.6										
KNOCKOUT HOCKEY VAR VIDEOS DR	H532	9,085.3			248.6			2,982.1	22.8	802.4	4,111.2		918.2
KNOLOGY CABLE CO	V873	2,834.2							18.9	87.2	2,728.1		
KNOOPF ALL/MONEY IN/WORLD BOOK	B241	323.0			43.2		279.8						
KNOOPF VAR BOOKS	B610	469.4	433.3			36.1						52.3	
KNORR LIPTON PASTA SIDES SIDE DISHES	B610	2,537.8	100.0	114.4	37.0	2,234.1							
KNORR SIDES PLUS VEGGIES SIDE DISHES	F250	4,747.8	4,301.3	446.5									
KNOTTS BERRY FRM AMS PRK	F250	14,940.8	12,445.4	2,495.3									
KNOTTS SOAK CITY USA	T440	3,256.6			402.7		665.2		2,188.8				
KNOW HIV AIDS ORG/PSA	T440	664.8			29.3		70.5		564.9				
KNOW HOW 2 GO/PSA	B323	47,628.2						44,787.2	1,115.3		1,725.7		
KNOW HOW 2 GO/PSA	B323	765.2							417.8		347.4		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
KNOWLEDGE ADVENTURE JUMPSTART WORLD	B531	576.3	576.3										
KNOWMENPAUSE.COM ONLINE	B670	15,818.8	8,375.4					5,144.6	4.9	175.6	2,118.4		
KNOX NUTRAJOINT SUPPLEMENT	D541	442.9	442.9										
KNOXVILLE WHOLESALE FURN	V375	309.0							309.0				
KNUDSEN COTTAGE DOUBLES COTTAGE CHS	F312	976.0								976.0			
KNUDSEN HAMPSHIRE SOUR CREAM	F311	620.7	620.7							283.0			
KNUDSEN LIVE ACTIVE COTTAGE CHEESE	F312	283.0											
KNX AM RADIO STATION	B630	393.4					183.8		209.6				
KOA KAMPGROUNDS	V169	344.5					339.9		4.6				
KOBOLD WATCHES	A520	490.8	376.5	114.4									
KODA FM RADIO STATION	B630	445.1							445.1				
KODAK DIGITAL PRNTNG STN PCTR PRCSNG	G143	1,618.0	1,618.0										
KODAK EASYSHARE CAMERA & DOCK	G141	1,641.2	1,164.6		271.0	205.6							
KODAK EASYSHARE CAMERAS & PHOTO SUPP	G149	1,306.2	1,306.2										
KODAK EASYSHARE DIGITAL CAMERA	G141	5,902.3	5,838.8		63.5								
KODAK EASYSHARE DIGITAL CMR&PCTR FRM	G141	1,026.4	1,026.4										
KODAK EASYSHARE DIGITAL PICTURE FRM	B522	433.5	433.5										
KODAK EASYSHARE PRINTERS	B521	1,001.0	830.1			170.9							
KODAK INK CARTRIDGES	B729	15,033.9	10,067.8	4,554.2	118.0	294.0							
KODAK INK CARTRIDGES&PRINTERS	B729	1,853.8	751.3	1,102.5									
KODAK PICTURE MAKER FILM PROCESSING	G143	3,506.5	1,840.7				1,665.8						
KODAK PRINTERS	B521	1,073.0	214.3		378.6	480.1							
KODAK THEATRE	V161	310.8			310.8								
KODAK VAR CAMERAS	G141	4,966.4	4,759.5		200.9							6.1	
KODAK VAR CAMERAS & ACCESS	G141	755.5			755.5								
KODAKGALLERY ONLINE	V152	540.0	540.0										
KOENIG&STREY REAL ESTATE	B451	637.9	499.1		138.8								
KOEPPEL HYUNDAI	V212	307.4			307.3				0.1				
KOEPPEL MAZDA NISSAN&VW	V219	333.2					333.2						
KOHLER FAUCETS	H621	4,301.5	260.9	133.8				1,372.9	279.5		2,254.5		
KOHLER FAUCETS & SINKS	H621	4,210.1	4,095.8	114.4									
KOHLER FAUCETS & TUBS	H621	747.6	747.6					742.9	157.8		1,823.0		
KOHLER PINSTRIPE FAUCETS	H621	256.1	256.1									1.3	
KOHLER PLUMBING FIXTURES	H621	2,292.1	2,015.1		141.5	5.4							130.1
KOHLER PLUMBING SUPPLIES	H621	3,060.6						810.7	192.9		1,292.8		764.2
KOHLER SHOWER SYSTEM	H621	2,723.7											
KOHLER SINK	H621	759.7	758.4										
KOHLER TOILET SEAT COVERS	H621	873.3	873.3										
KOHLER TOILET SYSTEM	H621	6,921.7	515.5					1,713.0	584.7		4,108.5		
KOHLER TOILETS	H621	524.8	524.8										
KOHLER TUBS	H621	803.7	685.2						5.1		113.5		
KOHLER WATERTILE SHOWER SYSTEM	H621	865.6	865.6										
KOHLS DEPT APPAREL FAMILY	V410	804.5			45.8				751.3		7.4		
KOHLS DEPT APPAREL MEN	V410	357.2	74.6		30.1			243.1			9.4		
KOHLS DEPT APPAREL MEN & WOMEN	V410	10,357.2			13.7			5,544.1	88.7	1,767.1	2,824.8		118.9
KOHLS DEPT APPAREL WOMEN	V410	67,198.0	15,457.8		24.9			34,212.3	1,156.3	10,127.1	6,219.6		
KOHLS DEPT CP	V490	975.7			762.0	10.7			202.9				
KOHLS DEPT DRUGS/TOILETRIES	V430	2,103.3	2,103.3										
KOHLS DEPT HOUSEHOLD	V470	1,972.1	1,502.5		2.4							467.2	
KOHLS DEPT MISC	V450	152,240.6	2,484.2		133,833.3	11,749.6		2,522.7	322.3	381.7	526.0		420.7
KOHLS DEPT MULTI-PDTS	V490	36,379.1	9,443.7		261.9		358.6	17,606.4	615.7	1,895.0	2,847.2		3,350.6
KOHLS DEPT SALES ANNOUNCEMENT	V490	143,144.8			1,403.7			88,888.2	25,997.4	82.4	8,868.8	12,469.3	5,435.0
KOHL'S DEPT VIGNETTE	V490	431.3							8.0		423.3		
KOIT FM RADIO STATION	B630	736.9			34.1				702.8				
KOLBE HONDA	V212	706.7			706.7								
KOLCRAFT CONTOURS STROLLER	H121	657.8	657.8										
KOMO AM RADIO STATION	B630	351.3			31.6				319.7				
KONA VILLAGE RESORT HI	T432	777.3	589.7		187.6								
KONAMI DANCE DANCE RVLTN VD GM	G511	252.3	175.3						7.2				69.8
KONAMI KARAOKE RVLTN/AMER IDOL	G511	714.5									714.5		
KONAMI KIDS PLAYGROUND VD GMS	G511	450.0	450.0										
KONAMI METAL GEAR SLD VIDEO GM	G511	261.6	261.6										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
KONAMI YU-GI-OH GLADIATORS ASLT	G530	354.1						32.7			321.4		
KONAMI YU-GI-OH STRK/NS/CRD GM	G512	334.6									334.6		
KONAMI YU-GI-OH TRADING CARD GM	G512	1,104.5	607.1					60.5			436.9		
KOND FM RADIO STATION	B630	565.7							565.7				
KONI SHOCK ABSORBERS	T144	414.9	414.9										
KONICA MINOLTA PRINTERS	B521	822.5	822.5										
KONICA OFFICE MACHINES	B719	800.3					800.3						
KONOCTI HARBOR INN	T431	1,161.1			1,161.1								
KOOL CHEVROLET	V211	354.3			335.7		18.6						
KOOL SMILES DENTAL/CTR	V133	1,198.5					19.7		1,120.9				58.0
KOOL VAR MENTHOL CIGARETTES	G210	270.3	212.8		57.5								
KOOL XL MENTHOL CIGARETTES	G210	7,817.4	7,817.4										
KOOL XL REG & MENTHOL CIGARETTES	G210	1,122.9	1,122.9										
KOOL-AID JAMMERS 10 RTS FRUIT DRINK	F420	1,222.4					43.7				1,178.7		
KOOL-AID SINGLES PRESWEETENED FRT/MX	F420	6,361.2						1,169.0	2.3	58.4	5,131.5		
KOOL-AID UNSWEETENED FRT DRNK MX	F420	11,223.5	4,936.5	761.1				463.3	59.3	3,721.0	1,282.3		
KOOL-AID VIGNETTE	F420	839.4					27.6				811.8		
KOONS CHEVROLET CHRYSLER	V211	265.6			265.6								
KOONS FORD	V211	1,492.6			1,376.8				115.9				
KOONS TYSONS TOYOTA	V212	755.5			223.4				532.1				
KOPF BUILDERS RE DEV	B452	428.8			428.8								
KORBEL CHAMPAGNE	F620	4,139.4					189.7	1,509.6	0.2		2,439.8		
KORDE & ASSOC ATTY	V151	2,226.9			2,226.9								
KOREA TP	T434	1,590.7	445.4	507.3	33.6	11.5					592.9		
KOREAN AIRLINES INTL	T414	11,797.6	5,292.9		320.6	2,394.7	29.4	474.0	0.1		3,285.9		
KOREAN NATIONAL TOURISM TP	T434	584.3	502.8	46.0			35.5						
KORN FERRY INTL RCRT SVC	B913	315.2	315.2										
KORUM AUTO GROUP	V219	322.2			291.3				30.9				
KOST FM RADIO STATION	B630	406.1			60.3		24.9				320.9		
KOSTERS CASH LOANS CONSUMER SERVICES	B124	280.6							280.6				
KOTEX MAXI PADS	D230	11,535.9	4,070.0					4,507.9	31.1	2,172.1	754.9		
KOTEX ULTRA THIN MAXI PADS	D230	5,283.8	4,278.7					1,004.6	0.5				
KOVE FM RADIO STATION	B630	609.4							609.4				
KOWALIS AUTO	V219	301.5			301.5								
KOWALSKIS MARKETS	V346	406.5			154.8				251.7				
KPKX FM RADIO STATION	B630	265.3							265.3				
KPLZ FM RADIO STATION	B630	535.3							535.3				
KPMG LLP CP	G930	686.0	686.0										
KPWR FM RADIO STATION	B630	647.5					647.5						
KQBU FM RADIO STATION	B630	880.7							880.7				
KQED TV STATION	B641	844.3			844.3								
KOMV FM RADIO STATION	B630	491.6							491.6				
KRAFT BISTRO DELUXE MACARONI&CHS DNR	F250	7,284.1	6,253.7	1,030.4									
KRAFT CHEESE	F312	2,044.9	1,504.0	237.5				12.2	11.7	82.6			196.8
KRAFT CHEESE CRUMBLIES	F312	2,571.6						675.5		1,896.2			
KRAFT DELI DELUXE CHEESE SLICES	F312	3,570.7	3,337.3	233.5									
KRAFT DELUXE LIGHT MACARONI&CHS DNNR	F250	262.7											262.7
KRAFT DELUXE MACARONI&CHEESE DINNER	F250	519.7	455.4										64.3
KRAFT EASY MAC MACARONI&CHEESE DNR	F250	411.6						3.7		407.9			
KRAFT EASY MAC MICRO MAC&CHEESE CUP	F260	4,965.9						3,543.6	170.6	145.9	1,105.9		
KRAFT FOODS INC CP	F900	709.5	177.0						1.7				530.8
KRAFT GRATE-IT-FRESH GRATED CHEESE	F312	3,898.5	3,770.1						128.5				
KRAFT LIGHT MAYONNAISE	F130	2,935.2	2,935.2										
KRAFT LIGHT SALAD DRESSING	F130	7,334.5	2,197.7					2,390.0	1,154.1	375.9	1,216.8		
KRAFT LIVEACTIVE CHEESE	F312	8,934.0	1,505.0	1,414.7					1,580.7	2,906.9	537.2	989.5	
KRAFT MACARONI & CHEESE DINNER	F250	24,904.4	9,581.9						1,907.2	1,670.8	736.0	10,264.4	744.1
KRAFT MAYONNAISE	F130	3,705.0							1,221.0	830.2	214.9	1,439.0	
KRAFT RED FAT SHREDDED CHEESE	F312	7,884.5	7,884.5										
KRAFT REG & LT SALAD DRESSING	F130	4,030.4	4,030.4										
KRAFT SALAD DRESSING	F130	3,985.0							1,531.1	1,175.4	235.7	1,042.8	
KRAFT SELECT CHEESE SLICES	F312	5,172.5	3,775.1	1,397.4									
KRAFT SHREDDED CHEESE	F312	3,355.3								3,327.1		28.2	

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
KRAFT SINGLES CHEESE SLICES	F312	17,462.7	688.4					6,077.0	5,480.8	1,810.0	3,406.5		
KRAFT SINGLES RED FAT CHEESE SLICES	F312	2,772.0	2,772.0										
KRAFT SINGLES/CALCI-3 CHEESE SLICES	F312	2,940.5	2,940.5										
KRAFT VAR CHEESE	F312	388.8											388.8
KRAFT VAR FOOD PDT'S	F900	13,327.4	8,209.8	3,406.2	26.5		38.2		414.3		636.9	312.2	283.1
KRAFT VAR SALAD DRESSING	F130	508.3	508.3										
KRAFT VELVEETA CHEESE	F312	3,429.9	1,046.8	324.9					857.5		1,200.7		
KRAFT VELVEETA MACARONI&CHEESE DNR	F250	8,192.4	7,815.3	377.1									
KRAFT VIGNETTE	F900	413.5						58.1	14.8		340.5		
KRAFTFLAVORFULLING.COM ONLINE	B670	360.6	360.6										
KRAFTMAID KITCHEN CABINETS	H619	5,313.5	3,276.7						0.6		2,036.2		
KRAGEN AUTO PARTS STORE	V380	1,654.8			1,382.6				15.1				257.1
KRAMER TIRE CENTER	V241	828.2			614.7								213.5
KRAVET FURNITURE & HH FAB	H121	1,347.7	1,347.7										
KRAVET HOUSEHOLD FABRICS	H141	2,832.4	2,718.1	114.4									
KRAVET LIGHTING FIXTURES	H151	642.9	642.9										
KRAVIS CTR/PRFRMNG ARTS	V161	704.9			701.4				3.5				
KRAVIT ESTATE BUYERS INC	V359	1,393.4			1,393.4								
KRAZY GLUE	B729	3,560.0	3,311.5										248.5
KRAZY KAPLANS FIREWORKS	G190	287.9					287.9						
KRBV FM RADIO STATION	B630	978.2					314.4		663.8				
KRCM FM RADIO STATION & KRCV FM	B630	525.8							525.8				
KREISS CLCTN FURN STR	V375	2,981.0	1,008.6		1,713.5	149.4	7.7		101.7				
KREISS COLLECTION FURNITURE	H121	630.1	620.4		9.7								
KREMER LASER EYE CENTER	V133	349.2					169.3		179.9				
KREX COMPUTERS INC STORE	V321	261.6			261.6								
KRIEGER WATCHES	A520	753.7	753.7										
KRIKORIAN PREMIERE THTR	V165	5,244.3			5,244.3								
KRISPY KREME DGHNT SHP	G320	619.5			193.0	109.7	12.0		284.1				20.7
KRISTAL AUTO DLR	V219	578.5			562.8	15.7							
KRLA AM RADIO STATION	B630	404.8			363.1		41.7						
KROGEN YACHTS	G430	266.4	266.4										
KROGER CO CP	V345	1,739.9	24.0		1,697.0				18.9				
KROGER FOOD STORES	V345	59,448.8	325.8		32,788.5		4,893.1		21,435.7		2.2		3.4
KROGER MARKETPLACE STORE	V345	517.1			467.8				49.3				
KROGER SHOPPING CENTER	V620	259.5			259.5								
KROM FM RADIO STATION	B630	578.9							578.9				
KRONOS OPTIMAL HLTH CTR	V133	306.1			306.1								
KRUG CHAMPAGNE	F620	932.7	932.7										
KRUX SKATEBOARD TRUCKS	G490	265.1	265.1										
KRWL FM RADIO STATION	B630	629.9							629.9				
KRYLON FUSION PAINT	H630	866.1							331.7		534.4		
KRYLON H2O PAINT	H630	2,013.7	689.8								1,323.9		
KRYSTAL RESTAURANT	G320	8,245.6		4.2		278.8		4,824.0		2.7			3,136.0
KRZZ FM RADIO STATION	B630	435.3					429.6		5.6				
KSCA FM RADIO STATION	B630	6,571.4							6,571.4				
KSCS FM RADIO STATION	B630	512.6					286.4		226.2				
KSFO AM RADIO STATION	B630	562.9			458.3		84.4		20.2				
KSHB TV STATION	B641	611.2			611.2								
KSJO FM RADIO STATION	B630	335.2			0.8		5.7		328.6				
KSOL FM RADIO STATION & KSQL FM	B630	1,625.2							1,625.2				
KSOL FM RADIO STATION & KZOL FM	B630	437.3							437.3				
KSON FM RADIO STATION	B630	333.6							333.6				
KSPN AM RADIO STATION	B630	329.6					100.0		229.6				
KSTP AM RADIO STATION	B630	390.0					189.0		201.0				
KSTP FM RADIO STATION	B630	270.5							270.5				
KSTP TV STATION	B641	399.6					399.6						
K-SWISS 70 SYSTEM SNEAKERS M & W	A321	350.2	350.2										
K-SWISS ASCENDOR SLT SNEAKERS M & W	A321	276.7	276.7										
K-SWISS CLASSIC SNEAKERS MEN	A321	1,446.8	1,446.8										
K-SWISS CLASSIC SNEAKERS WOMEN	A321	2,203.5	2,203.5										
K-SWISS GLACIATOR SNEAKERS MEN	A321	685.4	685.4										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
K-SWISS MOULTON SNEAKERS WOMEN	A321	411.4	411.4										
K-SWISS SI-18 RANNEL SNEAKERS MEN	A321	639.2	639.2										
K-SWISS SNEAKERS MEN	A321	5,065.6	642.7						1,129.1	0.1		3,293.7	
KTAR AM RADIO STATION	B630	454.5			25.0		429.5						
KTLA TV STATION	B641	3,050.1			2,555.1		495.0						
KTKL AM RADIO STATION	B630	1,160.2			78.3		1,081.9						
KTM MOTORCYCLE	T131	380.2	380.2										
KTNI FM RADIO STATION	B630	625.6			603.1				22.5				
KTNQ AM RADIO STATION	B630	2,295.7							2,295.7				
KUBOTA FARM EQUIP	G721	1,862.4			1,822.6		8.6		31.2				
KUBOTA LAWN & GARDEN EQUIP	G711	334.7			308.3		26.3						
KUBOTA MFG MACHINERY	B821	774.9			774.9								
KUBOTA TRACTOR	G711	822.1	547.0					4.4	152.2	62.6			55.9
KUBOTA TRACTOR & LAWN MOWER	G711	599.7			599.7								
KUBOTA TRACTOR&UTILITY VEHICLE	G711	651.5			651.5								
KUDZU.COM ONLINE	B549	1,765.1			1,416.1		277.3		71.6				
KUKUI ULA RE DEV	B452	307.2	199.5	60.6		47.1							
KUMHO AUTO TIRES	T145	2,591.3	2,122.1						462.0	0.2		7.0	
KUMON MATH&READING CTR	G850	4,296.8							262.7	76.9	1,881.3	2,075.9	
KUNDERT VOLVO	V213	537.1			439.0								98.1
KURTIS KITCHEN&BATH CTR	V376	263.6			163.2		44.1			56.3			
KUSC RADIO STATION	B630	274.8			274.8								
KUSHYFOOT SOCKS WOMEN	A230	737.8	737.8										
KUVARA LAW FIRM	V151	306.9							306.9				
KUWAIT FINANCE HOUSE CONSUMER SVC	B124	285.9		285.9									
KUWAIT FUND/ARAB EC DEV	B329	272.7		272.7									
KUWAIT INDUSTRIAL DEVELOPMENT	B840	1,044.9	1,044.9										
KWGN TV STATION	B641	266.9					266.9						
KWHY TV STATION	B641	525.0					518.0						7.0
KWIAT JEWELRY	A510	2,155.6	2,095.4			60.2							
KWIK TRIP CONVENIENCE ST	V345	790.9					614.6		176.3				
KWIZ FM RADIO STATION	B630	343.6							343.6				
KWNR FM RADIO STATION	B630	504.6							504.6				
KWTV TV STATION	B641	378.4			378.4								
KXNT AM RADIO STATION	B630	433.7			433.7								
K-Y INTRIGUE PERSONAL LUBRICANT	D558	19,022.7	3,809.1					8,242.2	39.9	1,897.4	3,888.5	1,145.6	
K-Y LIQUIDBEADS VAGINAL MOISTURIZER	D558	4,412.9	4,412.9										
K-Y LUBRICATING JELLY	D558	340.0											340.0
K-Y TOUCH MASSAGE 2 IN 1 WRM&PRS LB	D558	4,625.8						2,616.5	6.4	699.3	1,303.6		
K-Y TOUCH MASSAGE 2/1 TNGLNG BDY/LBR	D558	6,358.2						3,480.6	37.5	1,155.3	1,684.8		
K-Y TOUCH MASSAGE PERSONAL LUBRICANT	D558	484.0	484.0						0.1				
KYGO FM RADIO STATION	B630	815.8			10.4		103.5		701.9				
KYLE XY SERIES VIDEOS	H532	310.7									310.7		
KYMCO SCOOTERS	G440	276.0	276.0										
KYOCERA COPIER	B711	664.1											664.1
KYOCERA MITA COPIER	B711	1,524.4											
KYOCERA MITA COPIERS & PRINTERS	B711	1,603.8											29.0
KYOCERA MITA MULTI FNCTN/MCHNS&PRNTR	B719	2,949.1	2,949.1										
KYOCERA MITA MULTI FUNCTION OFC MCHN	B719	588.6	257.5			331.1							
KYOCERA MITA OFFICE MACHINES	B719	2,321.1	2,276.9			44.1							
KYOCERA MITA PRINTERS	B711	1,277.7	1,277.7										
KYOCERA PRINTERS	B521	3,956.9	2,324.5						561.9	3.3	104.3	962.8	
KYSR FM RADIO STATION	B630	867.2					848.8		18.4				
KYU AM RADIO STATION	B630	417.7			183.0		13.8		220.9				
KZLA FM RADIO STATION	B630	3,204.8							3,204.8				
KZPS FM RADIO STATION	B630	355.2							355.2				
L A LAMB FRAGRANCE FRAGRANCE WOMEN	D180	8,456.6	6,634.5						41.9		1,780.3		
L FISH FURNITURE STORE	V375	706.0			30.3				675.8				
L&S CARPET STORE	V373	882.6			853.6				29.0				
LA ANTORCHA ENCENDIDA VIDEO	H532	693.1							457.3		235.8		
LA BELLE FASHIONS FORMAL GOWNS WOMEN	A130	1,419.6	1,419.6										
LA BREA CHRYSLER JEEP	V211	1,402.5			1,402.5								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LA CANADIENNE BOOTS MEN & WOMEN	A310	823.7				712.3	111.4						
LA CARE HEALTH PLAN	B412	606.8					167.1		439.6				
LA CARPET STORE	V373	3,136.0			3,136.0								
LA CARPET STORE & LA MATTRESS STR	V373	772.9			772.9								
LA CASA DEL ZORRO HOTEL	T431	336.4			336.4								
LA CORNUE FRANCE RANGE	H212	719.4	719.4										
LA COSTA RESORT & SPA	T431	1,542.0	114.4		1,427.6								465.3
LA COSTENA CANNED VEGETABLES	F323	465.3											
LA CREMA WINE	F620	358.0	358.0										
LA CROSS EXACTA TWEEZE TWEEZERS	D190	547.0	547.0										
LA CROSS NAIL IMPLEMENTS	D150	807.7	807.7										
LA CROSSE DIAMOND/LT TWEEZERS	D190	398.6	398.6										
LA CTR/COSMETIC SURGERY	V133	300.4						300.4					
LA CURACAO STORE	V359	7,324.0					37.9	7,184.9					101.3
LA FIESTA AUTO SALES	V219	269.9						269.9					
LA FITNESS CENTER	D800	813.1		801.3	11.9								
LA JOLLA PLAYHOUSE	V161	317.5		302.0		15.5							
LA MADELEINES RESTAURANT	G310	300.1				300.1							
LA MAR HYUNDAI & MOOTHART CHRY JEEP	V212	1,163.0		1,163.0									
LA MARATHON/HONDA	T115	649.3	151.6					497.7					
LA MATTRESS STORE	V377	2,075.3		2,075.3									
LA MESA RV CENTER	V232	3,344.7		816.5		16.6		2,511.6					
LA MIRADA CIVIC THEATRE	V161	268.7		268.7									
LA MURRINA CHANDELIERS	H151	500.5	500.5										
LA NOUVELLE BAGUE JEWELRY	A510	587.8	587.8										
LA PERLA BRAS & PANTIES WOMEN	A220	713.7	713.7										
LA PERLA CLOTHING STR WOMEN	V311	672.1	672.1										
LA PERLA LINGERIE WOMEN	A210	571.9	571.9										
LA PIZZA LOCA RESTAURANT	G310	391.1					391.1						
LA POPULAR FURNITURE STR	V375	340.3		340.3									
LA POSADA RTRMT LVG CMTY	B452	358.0		283.8			74.2						
LA PRAIRIE SKN CUR LUXE EYE LFT CRM	D110	490.3	490.3										
LA QUINTA INNS	T431	10,823.7	126.6	56.2	1,731.9	3,085.0		5,152.2					671.8
LA QUINTA INNS & PGA WEST	T431	447.0	29.0	418.0									
LA QUINTA INNS & SUITES	T431	656.9			400.2	41.9							214.8
LA QUINTA RESORT & CLUB	T431	606.2	395.4	123.9									86.9
LA RUMBA NIGHTCLUB	V167	262.6					262.6						
LA SPAS STORE	V376	262.0		253.0			9.0						
LA SPOSA BRIDAL GOWNS WOMEN	A130	1,869.7	1,869.7										
LA USURPADORA VIDEO	H532	691.9					471.0		220.9				
LA VIRGEN DE COROMOTO VIDEO	H532	8,133.8					8,133.8						
LA WEIGHT LOSS CENTER	D800	37,194.1	2,155.4		806.3	109.7		33,412.8		190.6	27.0		492.3
LAB SERIES/MEN SKN RFNSHR&SKN RVTLZR	D490	417.1	417.1										
LABATT BLUE LIGHT BEER	F612	3,382.4					3,380.2		2.2				
LABATT VAR BEERS	F611	285.9				285.9							
LABCORP ORG	B329	1,310.0											1,310.0
LABELLE CAMERA STEREO VD	V361	284.5		284.5									
LABRAS PAINTING & SVC	V179	288.4		288.4									
LACAVA BATHROOM FIXTURES	H621	826.7	826.7										
LACI LE BEAU DIETERS TEA	D542	530.1	530.1										
LACKS HOME FRNSHNGS STR	V372	5,398.2		3,511.2		12.2		1,874.7					
LACOSTE APPAREL	A990	4,565.9	2,813.4	415.8		596.0	278.1	432.0		30.5			
LACOSTE BOUTIQUE MEN	V311	1,032.6	1,032.6										
LACOSTE BOUTIQUE MEN & WOMEN	V311	1,667.8	1,667.8										
LACOSTE BOUTIQUE WOMEN	V311	1,518.0	1,414.1	104.0									
LACOSTE ELEGANCE FRAGRANCE MEN	D180	1,625.1	1,356.0	228.7	40.3								
LACOSTE ESSENTIAL &INSPRTN FRAG M&W	D410	645.3	645.3						0.3				
LACOSTE ESSENTIAL FRAGRANCE MEN	D410	2,897.9	2,665.7		231.9								
LACOSTE FRAGRANCE MEN	D410	335.5	335.5										
LACOSTE HANDBAGS WOMEN	A410	604.0	604.0										
LACOSTE INSPIRATION FRAGRANCE WOMEN	D180	867.7	867.6					0.1					
LACOSTE SHIRTS WOMEN	A141	720.6	720.6										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LACOSTE SHOES WOMEN	A310	1,045.4	1,045.4										
LACOSTE SPORTSWEAR MEN	A141	650.1	442.2	207.9									
LACTAID CAPLETS & MILK	D531	287.5	287.5										
LACTAID MILK	F311	3,035.9	85.3						1,737.4		96.1		1,117.1
LADD ORG	B329	553.5	505.2			48.3							
LADIES HOME JOURNAL MAG ONLINE	B623	1,165.1	1,165.1										
LADIES HOME JOURNAL MAG SWEEPSTAKES	B623	1,454.3	1,454.3										
LADIN HYUNDAI	V212	516.3			516.3								
LADY FOOT LOCKER SHOE ST WOMEN	V313	5,032.6	4,294.8							737.9			
LAEMMLE THEATRES	V161	3,141.8			3,141.8								
LAFADETTE AMBASSADOR BNK CON SVC	B121	506.0			472.0		34.0						
LAFFERTY CHEVROLET	V211	302.4			302.4								
LAFONTAINE AUTO DLR	V219	566.5			566.5								
LAFONTAINE HONDA	V212	276.7			7.2				269.6				
LAGO MAR RESORT & CLUB	T431	411.5	411.5										
LAGOON AMUSEMENT PARK	T440	445.6							445.6				
LAGUNA RE DEV	B452	254.2					254.2						
LAHEY CLINIC	V133	595.8			110.2	35.3	45.0		366.8				38.5
LAKE ARROWHEAD RESORT	T431	524.4	3.0		521.4								
LAKE COMPOUNCE AMUSE PRK	T440	280.6			1.2	12.5			266.8				
LAKE COUNTY IL TP	T433	1,433.4	62.5		1,370.9								
LAKE FOREST HOSPITAL	V133	780.5			741.0		39.5						
LAKE GEORGE NY REGION TP	T433	576.2	198.0		4.0				374.2				
LAKE HILLS RESERVE DEV	B452	356.3			356.3								
LAKE LAS VEGAS RESORT	T431	693.1	129.8		249.1	113.5		69.6	59.0		72.1		
LAKE LAWN RESORT	T431	773.2			773.2								
LAKE LIQUOR STORE	V341	371.0			371.0								
LAKE NONA REAL ESTATE	B451	497.6					497.6						
LAKE NORMAN INFINITI	V212	298.2			198.6		35.0		64.5				
LAKE OF THE OZARKS MO TP	T433	842.2	261.4		580.9								
LAKE OF/TORCHES CSN RSRT	T431	284.2			20.0		228.0		36.1				
LAKE TAHOE CA TP	T433	1,510.5	412.8		259.0		138.7	700.0					
LAKE TAHOE NV TP	T433	259.3	259.3										
LAKE TIRE DISC KNGDM STR	V380	485.0			485.0								
LAKEFRONT COMM RADIO STN	B630	265.9					265.9						
LAKELAND BANK CONSUMER SERVICES	B121	639.3			639.3								
LAKELAND BANK RECRUITMENT	B912	275.1			275.1								
LAKELAND COLLEGE	G810	369.7					306.5		63.2				
LAKELAND HEALTH CARE CTR	V133	289.6					22.2		267.4				
LAKELAND RGNL MED CTR	V133	502.1							502.1				
LAKES APPLIANCE & TV	V371	321.2			321.2								
LAKES RE DEV	B452	436.3		114.4	309.9		12.0						
LAKESHORE AUTO DLR	V219	1,418.4			1,418.4								
LAKESHORE LEARNING MTRLS	V365	406.5			406.5								
LAKESIDE AMUSEMENT PARK	T440	280.8			215.2		52.0		13.5				
LAKESIDE APPL STORE	V371	337.4			337.4								
LAKESIDE TOYOTA	V212	310.2							310.2				
LAKETON TV & APPL STR	V371	597.6			554.6				43.0				
LAKWOOD CROSSING RE DEV	B452	435.0			435.0								
LAKWOOD FORD	V211	318.3			258.0				60.3				
LAKWOOD FORDLAND	V211	1,127.7			986.2				141.5				
LAKWOOD HOMES	B452	2,172.6			1,726.3		321.9		124.4				
LAKWOOD SPRINGS RE DEV	B452	549.8			403.6				146.2				
LAKOTA JOINT CARE SUPPLEMENT	D543	651.9							11.7	569.1	71.2		
LALA CHEESE	F312	1,226.9							444.8				782.1
LAMANTIA DESIGN&CNSTRCTN	V171	1,286.0			1,286.0								
LAMAR HYUNDAI	V212	774.9			774.9								
LAMARITE SLATE SHINGLES	H611	934.1	934.1										
LAMARQUE FORD	V211	335.9			177.8				158.0				
LAMAZE INFANT & PRESCHOOL TOYS	G544	1,069.6	1,069.6										
LAMBERT AUTO DLR	V219	254.9			254.9								
LAMICTAL RX	D560	3,531.9	3,531.9										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LAMINATE FLOORING STORE	V373	260.4			260.4								
LAMINATE INTL FLRNG STR	V373	781.7			781.7								
LAMINATE US FLOOR STORE	V373	473.1			473.1								
LAMINATE US FLOORING STR	V373	593.3			593.3								
LAMISIL ADVANCED ATHLETES FOOT GEL	D554	13,287.9	488.2					5,771.7	0.3		6,380.2	647.5	
LAMISIL AT ATHLETES FOOT CREAM	D554	954.1									954.1		
LAMISIL TOENAIL FUNGUS RX	D560	657.5										657.5	
LAMISILK FOOT CARE PDTS	D554	5,061.8	5,061.8										
LAMKIN GOLF GRIPS	G460	338.4	91.5								246.9		
LAMPERT EXTERIORS CONTR	V171	758.4			680.4				78.0				
LAMPO GROUP CONSUMER SERVICES	B129	774.2					774.2						
LAMPS PLUS STORE	V378	7,815.8			6,277.6		23.0		1,411.3		103.8		
LAMSON COLLEGE	G810	265.7			2.0				263.7				
LANACANE MEDICATION MAX STR CREAM	D553	2,849.5						1,696.8	14.6	671.6	466.6		
LANAI ISLAND HI TP	T434	284.8	284.8										
LANCASTER COUNTY TP	T433	760.0							760.0				
LANCE CUNNINGHAM FORD	V211	310.3					22.4		288.0				
LANCE SNACKS	F530	2,759.6											2,759.6
LANCOME ABSOLUE PREM BX RPLNSHNG CRM	D110	506.2	506.2										
LANCOME ABSOLUE REPLENISHING CREAM	D110	621.6	621.6										
LANCOME COLLASER EYE CREAM	D110	297.4											297.4
LANCOME COLOR FEVER LIP GLOSS	D120	1,488.2	1,488.2										
LANCOME COLOR FEVER SHN LIPSTICK	D120	694.3	694.3										
LANCOME COLOR IDEAL LIQ FOUNDATION	D140	1,654.1	1,654.1										
LANCOME COURBE VIRTUOSE MASCARA	D130	1,729.5	1,446.5										283.0
LANCOME HIGH RSLTN/48 ANTI-WRNKL SRM	D110	1,751.8	1,751.8										
LANCOME MIRACLE FOREVER FRAGRANCE W	D180	2,196.4	2,196.4										
LANCOME PRMRDL CL DFNS SKIN/SERUM	D110	1,413.8	1,413.8										
LANCOME RENERGIE/RARE LIFTING CREAM	D110	580.7	580.7										
LANCOME ROUGE ABSOLU DSR LIP COLOR	D120	797.6	797.6										
LANCOME ROUGE ABSOLU LIPSTICK	D120	640.7	526.3	114.4									
LANCOME UV EXPERT SUNSCREEN	D170	1,072.0	1,072.0										
LAND AUCTION	V122	1,029.9							1,029.9				
LAND BEFORE TM/GRT/FLYRS VIDEO	H532	1,835.3						886.2	0.3	25.8	848.0	75.0	
LAND BEFORE/WSDM/FNRDS VIDEO	H532	1,723.1						531.5	0.1	63.3	1,128.2		
LAND FORECLOSURES AUC	V122	550.9			547.1	3.8							
LAND O FROST HAM LUNCH MEAT	F331	833.3	766.3	67.1									
LAND O LAKES BUTTER	F311	18,653.8	11,122.3	4,956.4					340.7		299.0		1,935.4
LAND O LAKES CHEESE	F312	3,822.9											3,822.9
LAND O LAKES FAT FREE HALF & HALF	F311	659.7	319.1	340.6									
LAND ROVER CHARLOTTE	V213	311.9			311.9								
LAND ROVER DLR ASSN LR2	T123	1,858.2			154.0				1,704.2				
LAND ROVER DLR ASSN LR3	T123	5,130.0			23.3				5,106.7				
LAND ROVER DLR ASSN LR3 LEASING	T123	306.2			42.4				263.8				
LAND ROVER DLR ASSN RANGE ROVER	T123	5,090.6							5,090.6				
LAND ROVER DLR ASSN VAR VEHICLES	T123	3,742.8			1,157.4	865.2	695.7						1,024.4
LAND ROVER ENCINO	V213	313.3			313.3								
LAND ROVER LOC DLR	V213	4,872.3			15.0	19.5			4,837.8				
LAND ROVER MANHATTAN	V213	502.4			121.5	380.8							
LAND ROVER MINNEAPOLIS	V213	298.7			147.5				151.2				
LAND ROVER NEW ORLEANS	V213	619.6			617.3				2.3				
LAND ROVER PALM BEACH	V213	1,173.9			1,173.9								
LAND ROVER PARAMUS	V213	366.1			341.0	25.1							
LAND ROVER VEHICLES LR2	T119	26,797.4	7,540.2		83.2	4,356.5			10,584.4		4,233.1		
LAND ROVER VEHICLES LR3	T119	13,073.6	2,408.3		86.4	2,561.1		900.0	7,112.0		5.8		
LAND ROVER VEHICLES LR3&RANGE ROVER	T119	1,526.9	1,526.9										
LAND ROVER VEHICLES RANGE ROVER	T119	40,115.9	17,271.4		72.5	3,440.8			12,258.6		7,072.5		
LAND ROVER VEHICLES VAR	T119	6,695.4	313.5		129.2	1,035.7	4,869.5		298.5		49.1		
LAND/MAKE BLV AMUSE PRK	T440	514.2			9.2		19.6		485.4				
LANDAULT.COM ONLINE	B459	5,248.5			4,510.2	205.3			287.6				245.3
LANDERS AUTO	V219	1,013.7			1,013.7								
LANDERS FORD	V211	375.3			224.0		4.4		146.9				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LANDERS FORD LINC MERC	V211	312.9			261.4				51.5				
LANDERS TOYOTA	V212	584.7					54.8		529.9				
LANDINGS/SKDWY ISLND DEV	B452	853.2	853.2										
LANDMAR GROUP RE DEV	B452	352.5	84.0				268.5						
LANDMARK CHEVROLET	V211	890.0			700.6		69.7		119.7				
LANDMARK CREDIT UNION CONSUMER SVC	B124	775.8			673.4		102.5						
LANDMARK DODGE	V211	337.5			71.4				266.1				
LANDMARK DODGE CHRY JEEP	V211	856.9							856.9				
LANDMARK FORD	V211	404.5			322.1				82.4				
LANDMARK THEATRE	V161	2,302.9	8.8		2,291.6				2.5				
LANDRYS RESTAURANT	G320	433.1	319.6		43.9		69.6						
LANDRYS SEAFOOD HOUSE	G320	889.3	34.3		101.6		753.5						
LANDS END INLET STORE MEN & WOMEN	V311	507.1			463.9		1.5						41.7
LANE BRYANT CATALOG	V610	368.0							4.1		363.9		
LANE BRYANT CLTHNG STR WOMEN	V311	7,823.3	4,273.8		826.8		83.5	89.0	144.2	1,266.3	1,139.8		
LANE BRYANT INC APPAREL WOMEN DR	V810	1,646.8	1,297.6	349.2									
LANE HOME FRNSHGS STR	V372	6,224.4			3,816.5		4.3		787.0		1,616.7		
LANE HOME FURN STR &LEATHER GLRS STR	V375	250.9			250.9								
LANG REALTY	B451	1,826.6			1,826.6								
LANGHAM HOTELS	T431	760.2	760.2										
LANGLEY FED CREDIT UNION CON SVC	B124	383.8			253.9				130.0				
LANGS CHEVROLET	V211	307.9			307.9								
LANIER OFFICE MACHINES	B719	1,008.6							40.4		968.2		
LANSINOH BREAST PUMP	H232	517.5	517.5										
LANTERN LANE OUTSOURCED MOVIE	B660	315.3			281.2	34.1							
LANTUS DIABETES RX	D560	20,809.2	18,342.8	1,147.7		898.7			322.2		97.7		
LANVIN BOUTIQUE STORE MEN	V311	286.8	58.1	228.7									
LANVIN BOUTIQUE STORE WOMEN	V311	1,114.3	885.6	228.7									
LANVIN DRESSES WOMEN	A130	499.5	385.1	114.4									
LAP BAND SOLUTIONS SEMINAR	G820	584.0			584.0								
LAP-BAND ADJSTBL GSTRC BNDNG SYS	D610	41,002.7			718.2			20,738.9	3,144.9	1,369.8	15,031.0		
LAREDO NATIONAL BANK CONSUMER SVC	B121	671.9			423.8		241.1						6.9
LARMCO WINDOW&SDNG CONTR	V171	1,267.0							1,267.0				
LAROSAS PIZZERIA	G320	713.0					171.7		541.3				
LARRY H MILLER AUTOMALL	V219	316.4			316.4								
LARRY H MILLER CHEV	V211	251.3					4.0		247.3				
LARRY H MILLER HYUNDAI	V212	459.0			459.0								
LARRY H MILLER TOYOTA	V212	283.3			283.3								
LARRY H PARKER ATTY	V151	2,885.8							2,885.8				
LARRY KING LIVE VAR VIDEOS DR	V873	604.4									604.4		
LARRY MILLER DODGE	V211	508.7			508.7								
LARRY MILLER DODGE HYND	V219	403.8			403.8								
LARRY MILLER HYUNDAI	V212	270.9							270.9				
LARRY MILLER SCION TOY	V212	256.6			256.6								
LARRY MILLER VOLKSWAGEN	V213	265.3			222.1				43.2				
LARRY REID AUTO	V219	1,941.1			1,941.1								
LARRY ROESCH AUTO DLR	V219	1,295.4			1,295.4								
LARRY ROESCH CHEVROLET	V211	716.7			716.7								
LARRY STOVESAND LINC MRC	V211	253.6							253.6				
LARSEN HOUSEHOLD FABRICS	H141	442.3	442.3										
LARSON BOATS	G430	486.1	462.6					12.9	10.6				
LARSON-JUHL FRAMES	H152	3,312.0	3,312.0										
LAS OLAS BY/RIVER RE DEV	B452	355.3			6.7	348.6							
LAS SENDAS MT RE DEV	B452	262.3			262.3								
LAS TIENDAS NOO FAMILY	V311	391.3							391.3				
LAS VEGAS ATHLETIC CLUB	D800	797.1							797.1				
LAS VEGAS COLLEGE	G810	714.0							714.0				
LAS VEGAS CONVENTION CTR	V166	383.9	377.5			6.4							
LAS VEGAS FORD DLR ASSN	T121	323.9											323.9
LAS VEGAS GOLF&TNS STR	V365	460.4			415.0				45.5				
LAS VEGAS INST/ADVN DNTL	G850	2,053.4	794.9		0.4				69.1		1,188.9		
LAS VEGAS MONORAIL	V180	289.0	254.4					34.7					

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LAS VEGAS MOTOR SPEEDWAY	V163	1,158.7			6.7		4.9	271.1	130.9		745.1		
LAS VEGAS NEW HOMES GD	B629	819.7			807.5				12.1				
LAS VEGAS NV TP	T433	35,966.4	8,447.1		484.2	444.9		10,156.9	3,686.5	10.8	12,735.9		
LAS VEGAS PREMIUM OTLTS	V620	486.5					442.5						44.0
LAS VEGAS RV&CMPNG WRLD	V232	357.6							357.6				
LAS VEGAS THEATRICAL GRP	V161	584.3					584.3						
LASALLE BANK CHCG MRTHN	B121	746.9	687.0		2.1				57.8				
LASALLE BANK CONSUMER SERVICES	B121	12,498.0			10,733.3	71.4	1,227.5		170.7		4.5		290.5
LASALLE BANK THEATRE	V161	3,335.1			3,327.4	7.7							
LASALLE UNIVERSITY	G810	390.7			390.2				0.5				
LASER CONCEPTS/CHCG CTR	V133	280.8							280.8				
LASER EYE CENTER	V133	1,696.7			798.6				898.1				
LASER LIGHT TRTMNT CTR	V139	483.7			468.2		15.5						
LASERGLOW.COM LASERS ONLINE	B822	361.3	361.3										
LASERSHIELD SECURITY SYSTEM	H625	3,689.1								452.7	3,236.3		
LASERVUE EYE CENTER	V135	341.0			188.9				133.6				18.6
LASH FUSION LASH PLUMP MASCARA	D130	805.5	805.5										
LASIK CENTER MED GROUP	V133	428.3			428.3								
LASIK PLUS VISION CENTER	V133	22,665.8	928.7	881.5	6,009.1		77.7		4,696.5	50.4	1,921.3		8,100.6
LASIK VISION INSTITUTE	V133	4,466.6			1,381.4		25.1		3,060.0				
LASORSA AUTO DLR	V219	343.2			343.2								
LASORSA CHEVROLET	V211	254.5			254.5								
LASSITER NORTH HILLS DEV	B452	275.3				275.3							
LAST DAY OF SUMMER &SHRDRMN RLS VDS	H532	332.3	62.7						0.4	21.6	247.6		
LAST KING OF SCOTLAND &NTS/SCNDL VDS	H532	535.6							344.0	0.9	190.7		
LAST KING OF SCOTLAND VIDEO	H532	1,034.4							436.7	1.4	78.9	517.4	
LAST LEGION VIDEO	H532	399.3							222.2	0.7	100.9	75.5	
LAST MIMZY VIDEO	H532	1,033.2	554.6								478.5		
LAST STAND VIDEO	H532	323.7	87.2					131.1			105.4		
LASVEGAS.COM ONLINE	T420	453.0			3.6				75.2		374.1		
LASVEGANOW.COM ONLINE	B670	254.0							254.0				
LATCEL TEXT MESSAGING	B229	2,724.9							1,966.1		758.8		
LATIN GRAMMY AWARDS	V169	287.1							287.1				
LATIN GRAMMY/PARTY/VAR	V169	391.7							391.7				
LATINA MAGAZINE ONLINE	B623	528.2	528.2										
LATINOS ON WHEELS MAG	B623	562.7			562.7								
LAUBERGE DU LAC/RESORTS	T431	2,192.9	311.4		1,432.4		402.3		46.8				
LAUDERDALE BMW	V213	555.9			466.7				89.2				
LAUDERDALE BMW LEASING	V213	702.2							702.2				
LAUGHING COW LIGHT CHEESE	F312	5,248.6	5,248.6										
LAUGHLIN NV TP	T433	658.3	77.9		101.0				476.9		2.6		
LAURA ASHLEY HOUSEHOLD FURNISHINGS	H190	334.7	334.7										
LAURA GIBSON JEWELRY	A510	426.9	426.9										
LAURA K DESIGNS JEWELRY DR	V810	563.6	359.9	119.2	84.5								
LAURA MERCIER COSMETICS	D190	327.9	327.9										
LAURA MERCIER FACIAL MAKEUP	D140	1,491.2	1,491.2										
LAURA MERCIER STICK FOUNDATION	D140	437.9	437.9										
LAURA MUNDER JEWELRY	A510	804.6	804.6										
LAUREL AUDI	V213	1,073.1			1,073.1								
LAUREL BMW	V213	1,705.2			1,702.3				2.9				
LAUREL COLLEGiate LOANS CONSUMER SVC	B124	1,634.6							0.2	95.6	1,538.8		
LAUREL CONDOMINIUMS	B452	911.3		765.6	34.1	111.6							
LAUREL PRESERVE RE DEV	B452	329.7			329.7								
LAUREN APPAREL	A990	268.3	268.3										
LAUREN BELTS & SPORTSWEAR WOMEN	A410	440.1	440.1										
LAUREN COATS & SPORTSWEAR WOMEN	A120	289.8	289.8										
LAUREN JEANS WOMEN	A142	351.5	351.5										
LAUREN PANTS & SHIRTS WOMEN	A141	515.1	515.1										
LAUREN ROBES WOMEN	A290	340.3	340.3										
LAUREN RTW WOMEN	A190	3,636.5	3,636.5										
LAURENTIANS TP	T433	297.2			297.2								
LAVALIFE DATING SERVICE	V155	7,632.6			1,126.9		109.9		2,931.2	2,734.3	730.3		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LAVALIFE DATING SERVICE ONLINE	V155	251.4					106.6				144.8		
LAVALIFE DATING SERVICE ONLINE	V151	259.2							259.2				
LAVAN & ASSOC ATTY	B623	7,230.2	7,230.2										
LAW & POLITICS MAGAZINE	V211	397.2			397.2								
LAWLESS CHRYSLER JEEP	V154	1,225.4			20.9		5.5		3.1				1,195.9
LAWN DOCTOR LAWN CARE	V375	412.2			174.7				237.5				
LAWRANCE FURNITURE STORE	V219	805.1			777.0		28.1						
LAWRENCE MARSHALL AUTOS	V219	444.7							444.7				
LAWRENCE MARSHALL/HMPSTD	F150	309.0	309.0										
LAWRY'S MARINADES	G310	317.6	41.6		275.9								
LAWRY'S/PRIME RIB REST	B122	259.7			259.7								
LAWSON FINANCIAL CORP CONSUMER SVC	V151	582.7							582.7				
LAWSYER REFERRAL SERVICE	V151	279.5							279.5				
LAWYER UP NOW ATTY	V151	5,846.2						16.6	2,751.1		3,078.5		
LAWYERS GROUP	F530	22,472.2	167.8		98.6			17,580.2	54.5	775.8	3,795.4		
LAYS CLASSIC POTATO CHIPS	F530	4,428.6	4,364.7				63.9						
LAYS POTATO CHIPS	V372	269.8		114.4		155.4							
LAYTNER'S LINEN&HOME STR	V212	304.9			272.1				32.8				
LAZARE KIA	A130	3,009.0	3,009.0										
LAZARO BRIDAL GOWNS WOMEN	A130	339.7	339.7										
LAZARO BRIDAL GOWNS&FRMLWR W	A130	751.5	751.5										
LAZARO FORMAL GOWNS WOMEN	A130	431.5	431.5										
LAZARO FORMAL GOWNS&FRMLWR W	V375	56,708.0	290.3	31.9	34,105.5	184.7	341.5	2,774.6	14,101.8		4,736.7		140.8
LA-Z-BOY FURN GALLERIES	H121	13,005.5	12,083.4		614.7		3.6	248.9	54.8				
LA-Z-BOY FURNITURE	G430	1,144.6	1,144.6										
LAZZARA INTL YACHT SALES	G430	1,326.2	1,314.4		11.7								
LAZZARA YACHTS	V211	300.0			217.4		50.8		31.8				
LB SMITH FORD	B233	887.0											887.0
LCW WIRELESS SERVICE	B322	700.6					194.0						506.6
LDS CHURCH	T432	860.0	860.0										
LE BLANC SPA RESORT MEXICO	V133	468.0			110.0		38.0		320.0				
LE BONHEUR CHILD MED CTR	G840	11,521.2	227.9						5,652.0	88.4	5,552.0		1.0
LE CORDON BLEU CLNRY SCH	H231	886.7	886.7										
LE CREUSET COOKWARE	H142	319.4	319.4										
LE JACQUARD TABLE LINENS	D410	2,293.7	1,407.3	223.0					663.4				
LE MALE FRAGRANCE MEN	A510	4,847.5	4,847.5										
LE VIAN JEWELRY	F160	2,438.3	1,332.6	1,105.7									
LEA & PERRINS WORCESTERSHIRE SAUCE	A130	319.4	319.4										
LEA ANN BELTER BRIDAL GOWNS WOMEN	V851	308.1								308.1			
LEADBETTER SWING SETTER SPRT GDS DR	V823	11,786.3	207.6	11,334.4	244.3								
LEADER CO INC VAR BOOKS DR	V330	444.8			2.6				442.2				
LEADER DRUG STORES	V830	452.5			452.5								
LEADER HEALTH PUBLISHERS DRUGS/TL DR	T431	765.2	711.8			53.4							
LEADING HOTELS OF THE WORLD	V171	379.2			379.2								
LEADING RVNTNS CONTR	B329	325.2			325.2								
LEAGUE/WOMEN VOTERS/MTRP	V346	406.4			406.4								
LEAMINGTON FOODS MARKET	D543	718.3	718.3										
LEAN BODY PROTEIN SHAKE	F260	379.5						3.8	16.9	358.9			
LEAN CUISINE CAFE CLSC FRZN ENTRS	F260	12,369.0	4,102.9					3,902.5	76.9	3,221.4	1,065.3		
LEAN CUISINE FROZEN ENTREES	F260	13,874.7	3,897.5					5,959.5	150.5	1,516.1	2,351.1		
LEAN CUISINE FROZEN PANINI	V872	433.4	433.4										
LEAN CUISINE HOUSEHOLD DR	F260	6,285.9	1,003.4					3,394.2	118.5	678.4	1,023.5	67.8	
LEAN CUISINE SPA CUISINE FRZN ENTRS	F260	921.1	921.1										
LEAN CUISINE/ENTR & SKINNY COW/SNDWCH	F260	9,174.6	4,851.4					704.7	45.7	1,272.9	2,299.8		
LEAN POCKETS FROZEN ENTREES	G549	5,594.8						1,092.4	19.2	1,045.9	3,437.3		
LEAPFROG CLICKSTART	G511	7,854.9						1,342.8	37.2	848.6	5,626.4		
LEAPFROG LEAPSTER GAME SYSTEM	B122	1,145.7	166.2								979.4		
LEAR FIN INVSTMNTS CONSUMER SERVICES	B323	5,113.2						4,923.2	190.0				
LEAR & SERVE/PSA	G840	322.1	322.1										
LEARN2GROW TRAINING ONLINE	G850	1,672.1			12.7		880.2		622.4				156.8
LEARNING ANNEX	V164	11,540.6	1,043.2		9,137.0	463.4			896.9				
LEARNING ANNEX RE/EXPO	G820	459.2							170.7				288.5

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LEARNING ANNEX WLTH EXPO	V164	335.9			335.9								
LEARNING CURVE BTL WHLS RC ACTN FGR	G549	602.0						67.1			534.9		
LEARNING CURVE PLAY TOWN PLAYSETS	G544	416.8									416.8		
LEARNING CURVE THOMAS&FRNDS TK ALNG	G542	549.4						68.0			481.4		
LEARNING CURVE VAR PLAY TOWN FGR&AC	G542	388.7									388.7		
LEARNING CURVE V-BOT RC TRNSFRMNG CR	G543	832.8							138.5	0.1		694.2	
LEARNING EXPRESS TOY STR	V363	570.8	62.7		498.4					9.7			
LEARNING QUEST EDUC SVNG CON SVC	B129	339.0								339.0			
LEARNPSPORIASIS.COM ONLINE	B549	2,051.3									2,051.3		
LEASE OUTLET DLR	T151	333.0			333.0								
LEATH FURNITURE CO	V375	537.8			84.2					453.6			
LEATH FURNITURE STORE	V375	773.7					19.2			754.5			
LEATHER CREATIONS FURN	V375	278.4			125.7					152.7			
LEATHER EXPRESS FURN STR	V375	423.2			420.1					3.1			
LEATHER GALLERY FURN STR	V375	350.7			346.4					4.4			
LEATHER MENDER MISC DR	V859	616.2								3.9		612.4	
LEATHERMAN CHARGE MULTI PURPOSE TOOL	H624	329.6	329.6										
LEATHERMAN MULTI PURPOSE TOOL	H624	715.3	715.3										
LEATHERMAN SKELETOOL MULTI PRPS TL	H624	272.6	272.6										
LEBEDA MATTRESS FACTORY	V377	761.4								761.4			
LEBLANC NISSAN	V212	981.4					6.1			975.3			
LED ZEPPELIN/SONG/SAME VIDEO	H532	1,517.8	1,070.6	447.2									
LEE & SMITH ATTY	V151	364.0								364.0			
LEE FURNITURE	H121	1,387.3	1,387.3										
LEE JEANS & PANTS WOMEN	A142	972.4	972.4										
LEE JEANS FAMILY	A142	373.8								0.0		373.8	
LEE JEANS MEN	A142	1,780.4	1,696.9							21.5	0.4		61.6
LEE JEANS MEN & WOMEN	A142	6,686.8								1,521.8	8.8	4,385.0	771.2
LEE JEANS WOMEN	A142	11,954.1	7,316.1							1,023.8	124.9	136.5	3,352.9
LEE JOFA FURNITURE & HH FAB	H121	290.5	290.5										
LEE JOFA HOUSEHOLD FABRICS	H141	1,774.7	1,774.7										
LEE JOHNSON AUTO DLR	V219	1,378.1			1,378.1								
LEE MICHAELS JEWELRY STR	V314	1,456.6			989.3		422.5			44.8			
LEE PARTYKA CHEVROLET	V211	2,368.3			2,368.3								
LEE PARTYKA MAZDA	V212	2,150.1			2,145.7					4.4			
LEE STEINBERG ATTY	V151	1,213.4								1,213.4			
LEE VALLEY&VERITAS HOME&BLDG PDTS DR	V879	685.9	685.9										
LEES SUMMIT AUTO DLR	V219	759.6			759.6								
LEES TOYOTA	V212	2,591.7			1,986.8	605.0							
LEESBURG CORNER PRM OTLT	V620	611.6	27.7		268.7					315.1			
LEFFE ALE	F611	700.4	700.4										
LEFROY BROOKS PLUMBING FIXTURES	H621	363.9	363.9										
LEGACY HOMES	B452	694.0			47.6		646.4						
LEGACY VILLAS/LA QNT DEV	B452	287.3			287.3								
LEGACY YACHTS	G430	362.5	362.5										
LEGAL HELPERS ATTY	V151	1,745.0								1,745.0			
LEGAL NOTICE COMM SYS MISC FIN	B129	634.5	594.3		40.3								
LEGALLY BLONDE PLAY	V161	1,244.2	493.0				121.9			579.1		50.2	
LEGALZOOM.COM ONLINE	V129	7,773.2			25.4	4.2				0.0	17.7	2,742.2	4,995.9
LEGATRIN PM PAIN RELIEF CAPLETS	D511	766.5								0.0	667.2	81.6	5.5
LEGEND KIA	V212	420.0			98.5						321.5		
LEGEND KIA MAZDA	V212	587.2			575.3						11.9		
LEGEND MAZDA	V212	435.0			71.9						363.2		
LEGEND NISSAN	V212	277.3			277.3								
LEGENDARY JOURNEYS	T420	495.3			495.3								
LEGENDS BRIDAL GOWNS WOMEN	A130	285.7	285.7										
LEGENDS OF CLASSIC SOUL VAR RC DR	V873	635.6									2.7	632.9	
LEGENDS PLAY	V161	272.6									272.6		
LEGG MASON INC CONSUMER SERVICES	B122	8,116.8	3,538.6		226.3	4,157.7	167.1				0.7	26.5	
LEGGETT & PLATT CARPET PADS	H131	379.6	379.6										
LEGION OF HONOR MUSEUM	V166	412.4			412.4								
LEGO AQUARAIDERS BUILDING STS	G542	1,233.8									100.6	1,133.2	

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
LEGO BIONICLE BARRAKI BLDG ST	G542	1,613.7						31.2			1,582.5			
LEGO BIONICLE BUILDING SET	G542	936.9									936.9			
LEGO BIONICLE MAHRI BLDG SET	G542	279.8									279.8			
LEGO BIONICLE TOA MAHRI/SET	G542	1,231.3									1,231.3			
LEGO BUILDING SETS	G542	1,550.6									1,550.6			
LEGO CASTLE PLAYSETS	G542	388.0									388.0			
LEGO EXO-FORCE BUILDING SETS	G542	2,049.2						69.9			1,979.3			
LEGO MARS MISSION BLDG SETS	G542	1,891.2						7.1			1,884.1			
LEGO RACERS CRASH COLLECTION	G542	511.9						34.5			477.4			
LEGO STR WRS IMPRL LNDNG CRFT	G542	403.0						15.0			388.0			
LEGOLAND AMUSEMENT PARK	T440	3,009.3			191.0		290.3		2,528.0					
LEHIGH VALLEY AUTO DLR	V219	1,051.0			1,051.0									
LEHIGH VALLEY HOSPITAL	V133	507.4			360.8		146.7							
LEHMAN BROS INC CP	B122	465.6	207.4			258.2								
LEHMAN CENTER	V169	289.3			261.6	27.7								
LEHRER&SON CONSTRUCTION	V171	451.9			451.9									
LEIF JOHNSON FORD	V211	343.0					35.6		307.4					
LEIGH ADAMS DISC ELEC	V361	384.6			384.6									
LEINENKUGELS SUNSET WHT BEER	F611	309.0	309.0											
LEISURE FITNESS SPRT GDS	V365	791.0			712.7	26.8	51.5							
LEISURE PUBLISHING GUIDE	B629	444.1	354.6			89.5								
LEISURE SOUTH TRAVEL	T420	489.0	489.0											
LEITH AUTO CENTER	V219	371.9			296.4			75.4						
LEITH AUTO PARK EAST	V219	905.2			807.0			98.2						
LEITH AUTOPARK CHRY JEEP	V211	713.7			713.7									
LEITH BMW	V213	294.2			257.6			36.5						
LEITH TOYOTA	V212	520.8			42.6			478.2						
LEITHCARS.COM DLR ONLINE	V219	254.1			90.7			163.3						
LEMMEN GRAND AUTO DLR	V219	323.0			323.0									
LEN STOLER INC AUTOS	V219	333.9			80.0			253.9						
LEN THE PLUMBER	V174	349.1						349.1						
LENAHAN & DEMPSEY ATTY	V151	265.9					3.1		262.7					
LEND AMERICAN RECRUITMENT	B912	499.6		499.6										
LENDINGTREE.COM ONLINE	B124	46,160.7	4,536.3		296.7	71.4	22,116.7	46.2		13,166.6	5,926.8			
LENDINGTREE.COM VIGNETTE	B124	369.4					26.4			343.0				
LENKERSDORFER & LIJENQUIST&BECKSTEAD	V314	711.6		711.6										
LENNAR CORP BUILDER	V171	702.0					511.5		185.8				4.7	
LENNAR DEVELOPERS	B452	306.0	19.7		286.3									
LENNAR EMERALD MARINA BY	G430	295.6				295.6								
LENNAR HOMES	V171	15,232.2	28.8		5,826.6		9,247.5		129.4					
LENOX AIR PURIFICATION SYSTEMS	H627	4,394.9	4,394.6					0.3						
LENOX DLR	H622	614.4						406.6		207.9				
LENOX HTG & COOLING EQUIP	H622	312.5	42.2		11.3			31.8	18.6	208.6				
LENOX INDOOR COMFORT SYS SVC	H622	2,888.7	2,779.4					29.3	32.1	48.0				
LENOVO COMPUTER	B511	3,201.3				3,201.3								
LENOVO THINKPAD PORTABLE COMPUTER	B511	749.4	377.0			168.6			2.6			201.2		
LENOX COLLECTIONS COLLECTIBLES DR	V852	12,059.5	8,097.9	3,559.7	401.9									
LENOX COLLECTIONS JEWELRY DR	V810	6,631.4	4,052.1	2,471.8	107.5									
LENOX COLLECTIONS MULTI-PDTS DR	V899	742.6		742.6										
LENOX FINANCIAL MTG CONSUMER SVC	B124	3,499.3					27.0						3,472.3	
LENS DRX DRUGS/TOILETRIES DR	V830	9,420.1						19.2	322.4	834.8	8,243.7			
LENSBABIES CAMERA LENSES	G142	363.0	363.0											
LENSCRAFTERS OPTICAL	V135	59,652.3	20,587.6	549.4	20.5		122.9	20,022.3	178.5	7,239.3	10,751.3			180.5
LENSON REALTY	B451	399.8			399.8									
LENZ TRUCK CENTER	V219	633.4							633.4					
LEO PIZZO JEWELRY	A510	645.2	645.2											
LEON MEDICAL CENTER	V133	1,171.4					206.3		965.2					
LEONARDO JEWELERS	V314	274.6			107.8	166.8								
LEONE BENDER SEATE ATTY	V151	488.6							488.6					
LEONS FURNITURE STORE	S375	437.6							437.6					
LEPTOPRIL DRUGS/TOILETRIES DR	V830	1,408.7						44.4		320.4	1,043.9			
LEPTOPRIN DRUGS/TOILETRIES DR	V830	456.2						2.9		38.2	415.1			

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LERNER & ROWE ATTY	V151	1,744.5			427.5		12.0		1,732.5				
LERNER MGT RE DEV	B452	427.5											
LES MISERABLES PLAY	V161	266.0	95.0		1.2				169.8				
LES OLSON OFC EQUIP STR	V322	717.8					29.7		688.1				
LES SCHWAB TIRE CENTER	V241	8,889.9	117.6		1,135.0		1,527.1		6,110.2				
LES STANFORD CHEVROLET	V211	270.9			21.8				249.1				
LESHER CENTER/ARTS	V161	546.4			546.4								
LESLIE GREENE JEWELRY	A510	1,318.1	1,318.1										
LESLIES SWIMMING PL SUPP	V175	737.7			578.5		56.4		102.8				
LESON CHEVROLET	V211	2,150.5			2,003.9				146.6				
LESPORTSAC CLOTHING STR WOMEN	V311	1,345.5	1,106.2	228.7	10.7								
LESSTEROL DRUGS/TOILETRIES DR	V830	576.0	140.4	404.9	30.7								
LESTER GLENN AUTO DLR	V219	775.7			697.2		78.5						
LESTER GLENN HYUNDAI	V212	1,093.9			1,093.9								
LETOURNEAU UNIVERSITY	G810	323.6			10.2				313.5				
LETS GEL NON-SLIP FLOOR MAT	H131	607.7	607.7										
LETS JUST PLAY/PSA	B233	2,145.5								2,145.5			
LETSTALK.COM ONLINE	V329	6,585.1				152.2		52.0	874.1	508.3	4,998.6		
LEUKEMIA & LYMPHOMA SOC	B322	640.8	403.2		47.9		167.6						22.0
LEUKEMIA SOC&LYMPHOMA/PSA	B323	1,272.0							482.2		789.8		
LEUKIC ADV ANABOLIC ACTVTR CPSL	D541	1,501.8	1,501.8										
LEUPOLD RIFLE SCOPES	G420	269.1	269.1										
LEVEL CONSTRUCTION	V171	524.3					524.3						
LEVEL VODKA	F734	4,571.9	3,265.9	1,165.2			140.8						
LEVEMIR INSULIN RX	D560	520.2	520.2										
LEVENCER STORE	V359	344.6			44.5	300.2							
LEVER 2000 DEOD SOAP	D221	277.2								277.2			
LEVI STRAUSS JEANS MEN & WOMEN	A142	1,269.3			1,229.8								39.5
LEVIEV JEWELLERS	V314	1,029.9	903.6			126.3							
LEVIN FURNITURE STORE	V375	8,668.0			3,756.1				4,911.9				
LEVIN&PAPANTONIO/ATTY	V151	264.7	66.7			42.7			155.4				
LEVINE BENJAMIN ATTY	V151	269.2							269.2				
LEVINE CHILDRENS HOSP	V133	471.1	9.7		37.6				423.9				
LEVINESS TLZMN&HMLTN ATY	V151	547.2							547.2				
LEVINS TIRE AUTO CENTER	V241	620.4			620.4								
LEVINSONS JEWELERS	V314	315.9			34.5		281.4						
LEVIS 4 FLOORS STORE	V373	435.9			244.1				191.8				
LEVIS 501 JEANS MEN	A142	4,681.1	4,681.1										
LEVIS 501 JEANS MEN & WOMEN	A142	2,896.2	2,896.2										
LEVIS 501 JEANS WOMEN	A142	1,969.3	1,969.3										
LEVIS 515 JEANS WOMEN	A142	573.7	573.7										
LEVIS 545 JEANS WOMEN	A142	726.5	726.5										
LEVIS CAPITAL E JEANS MEN & WOMEN	A142	310.2	310.2										
LEVIS ECO JEANS MEN & WOMEN	A142	848.0	848.0										
LEVIS JEANS FAMILY	A142	324.9		324.9									
LEVIS JEANS MEN	A142	2,387.3	2,384.8						2.3		0.2		
LEVIS JEANS MEN & WOMEN	A142	29,280.9	196.8					15,859.8	626.9	3,450.1	9,147.3		
LEVIS JEANS WOMEN	A142	4,047.0	4,045.4						1.6				
LEVIS MITSUBISHI	V212	289.4							289.4				
LEVIS PANTS MEN	A141	303.3	303.3										
LEVIS SKINNY JEANS MEN	A142	476.7	476.7										
LEVIS SKINNY JEANS WOMEN	A142	1,738.8	1,738.8										
LEVITRA ERECTILE DYSFUNCTION RX	D560	43,820.8	904.5		73.3			17,494.1	1,662.4	415.8	23,270.6		
LEVITT & SONS RE DEV	B452	561.4			121.0		440.4						
LEVITZ FURNITURE STORE	V375	18,863.9			8,422.6		10.7		9,388.8				1,041.8
LEVOLOR WINDOW TREATMENTS	H141	1,166.9							768.7		398.2		
LEWIS & DAGGETT ATTY	V151	550.0							550.0				
LEWIS UNIVERSITY	G810	308.0			105.1		202.9						
LEWISVILLE MITSUBISHI	V212	940.6			900.3		40.3						
LEWMAR WINDLASS	G430	352.7	352.7										
LEXAR PROF COMPACTFLASH MEMORY CARDS	G142	926.4	926.4										
LEXINGTON INTL DRUGS/TOILETRIES DR	V830	289.3			217.0	72.3							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LEXINGTON KY TP	T433	748.0	697.0		28.4			20.0	2.6				
LEXINGTON MEDICAL CENTER	V133	331.9	15.4				155.6		160.8				
LEXMARK PRINTERS	B521	9,251.0			9.7			1,177.0	17.4		7,896.9		150.0
LEXOL & VINYLEX CAR CLNR&COND	T143	485.1	485.1										
LEXUS AUTO DIV CP	T112	2,693.2	1,807.7			884.8					0.7		
LEXUS AUTO&TRK DIV CP	T115	605.3	605.3										
LEXUS AUTO&TRK DIV TV PROGRAM	T115	628.5	628.5										
LEXUS AUTO&TRK PRE-OWNED	T115	266.9	266.9										
LEXUS AUTO&TRK VAR	T115	60,795.8	767.1		47.2	5,027.8	6,436.8	26,975.5	8,493.1		12,801.9	231.7	14.7
LEXUS AUTOS ES	T112	6,984.3	2,392.9		97.0	1,544.8		1,743.3	1,146.0		60.2		
LEXUS AUTOS GS	T112	10,549.6	3,021.8			1,120.6		3,328.7	522.1		2,556.3		
LEXUS AUTOS GS & IS	T112	504.1	380.1			124.1							
LEXUS AUTOS GS HYBRID	T112	8,157.4	393.3			546.2		5,597.2	587.4		1,033.3		
LEXUS AUTOS IS	T112	10,516.1	127.6			266.9		8,148.1	176.3		1,797.2		
LEXUS AUTOS IS LEASING	T112	5,315.1						3,711.2	329.2		1,274.6		
LEXUS AUTOS LS	T112	32,169.0	16,184.8		2.4	4,684.2		7,083.8	2,568.6		1,645.2		
LEXUS AUTOS LS HYBRID	T112	6,002.6	3,278.5					1,400.0	18.5		1,305.6		
LEXUS AUTOS PRE-OWNED	T112	1,673.8	1,673.8										
LEXUS AUTOS SC	T112	464.5	464.5										
LEXUS AUTOS VAR	T112	9,284.0			258.4	124.1		5,824.0	25.2		2,994.5		57.8
LEXUS DLR ASSN ES	T122	13,080.9			407.9				12,673.0				
LEXUS DLR ASSN GS	T122	1,716.9							1,716.9				
LEXUS DLR ASSN GS & IS	T122	620.1							620.1				
LEXUS DLR ASSN GX	T122	301.0							301.0				
LEXUS DLR ASSN IS	T122	5,317.1			75.9				5,241.2				
LEXUS DLR ASSN IS 250 LEASING	T122	4,015.2							4,015.2				
LEXUS DLR ASSN IS LEASING	T122	5,517.8							5,517.8				
LEXUS DLR ASSN LS	T122	3,092.1			130.0				2,962.0				
LEXUS DLR ASSN PRE-OWNED AUTO&TRK	T122	2,857.5											2,857.5
LEXUS DLR ASSN RX	T122	11,853.9			100.5				11,753.4				
LEXUS DLR ASSN RX 350	T122	3,170.0							3,170.0				
LEXUS DLR ASSN RX 400 HYBRID	T122	446.9							446.9				
LEXUS DLR ASSN VAR AUTO&TRK	T122	39,564.6			8,626.0	8,094.8	512.6		18,171.6				4,159.6
LEXUS DLR ASSN VAR AUTOS	T122	1,451.4			287.5				29.5				1,134.3
LEXUS DLR ASSN VAR TRUCKS	T122	1,091.1							1,091.1				
LEXUS LOC DLR	V212	39,359.1							39,359.1				
LEXUS LOC DLR LEASING	V212	5,306.6							5,306.6				
LEXUS OF AUSTIN	V212	499.3			229.4				269.9				
LEXUS OF CLEARWATER	V212	647.1			647.1								
LEXUS OF EDISON	V212	416.4			192.4	8.4	115.5						100.1
LEXUS OF ENGLEWOOD	V212	1,664.5			1,257.3	312.8	94.4						
LEXUS OF GREENVILLE	V212	523.6			446.5				77.1				
LEXUS OF JACKSONVILLE	V212	780.0			491.2				288.9				
LEXUS OF KENDALL &LEXUS/WEST KENDALL	V212	871.7							871.7				
LEXUS OF KNOXVILLE	V212	267.0							267.0				
LEXUS OF LAS VEGAS	V212	417.4			166.3				251.1				
LEXUS OF LOUISVILLE	V212	494.9			366.0				129.0				
LEXUS OF MASSAPEQUA	V212	819.4			819.4								
LEXUS OF MELBOURNE	V212	473.5			239.2		22.3		212.1				
LEXUS OF MERRILLVILLE	V212	337.4			321.3		16.1						
LEXUS OF NAPERVILLE	V212	977.7			977.7								
LEXUS OF NASHVILLE	V212	656.8			209.2		20.0		427.6				
LEXUS OF NEW ORLEANS	V212	933.5			747.1				186.4				
LEXUS OF NORTHBOROUGH	V212	365.2			385.2								
LEXUS OF ORLANDO	V212	1,923.9			183.2				1,740.7				
LEXUS OF PALM BEACH	V212	1,691.8			1,298.2				393.7				
LEXUS OF PEMBROKE PINES	V212	366.1			238.5				127.6				
LEXUS OF RICHMOND	V212	359.3			245.1		91.5		22.7				
LEXUS OF RIVERSIDE	V212	374.8			237.8		136.9						
LEXUS OF ROCKVILLE	V212	967.3			897.1	70.1							
LEXUS OF SAN ANTONIO	V212	990.4			990.4								
LEXUS OF SMITHTOWN &SOUTHAMPTON LXS	V212	366.6			276.4	90.2							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LEXUS OF STEVENS CREEK	V212	332.6			269.1				63.5				
LEXUS OF TUCSON	V212	261.5							261.5				
LEXUS OF WATERTOWN	V212	371.5			260.3				111.2				
LEXUS OF WEST KENDALL	V212	433.8							433.8				
LEXUS OF WILMINGTON	V212	375.3			375.3								
LEXUS TRUCKS RX	T118	23,670.9	3,558.8			1,161.6		16,284.0	513.7		2,152.8		
LEXUS TRUCKS RX 350	T118	1,519.1	1,192.6			133.5			193.0				
LEXUS TRUCKS RX 400 HYBRID	T118	3,330.4	3,258.8							71.6			
LEXUS TRUCKS VAR	T118	1,652.0							1,392.0		259.9		
LG BLU-RAY/DVD PLAYER	H511	1,618.3	1,552.1			66.2							
LG CHOCOLATE WIRELESS PHONES	B213	5,823.3	5,823.3										
LG DISHWASHER	H214	1,114.9	1,114.9										
LG ELECTRONICS INC CP	G930	450.3	450.3										
LG ELECTRONICS PLASMA TV	H511	3,215.2	3,215.2										
LG ELECTRONICS USA STORE	V361	366.7			89.8		276.9						
LG GROUP COMPUTER COMPONENTS	B522	731.9					731.9						
LG GROUP ELECTRONIC EQUIP	B822	1,146.5	782.0				364.4						
LG HOUSEHOLD APPL & EQUIP	H290	255.5			255.5								
LG KITCHEN APPLIANCES	H221	324.2			219.6	104.6							
LG MAJOR APPLIANCES	H219	1,223.6	1,212.9				10.7						
LG MUZIQ WIRELESS PHONES	B213	1,250.7	1,250.7										
LG REFRIGERATOR	H211	7,504.8	1,494.7					4,103.6	20.0		1,886.4		
LG SUPER BLU BLU-RAY/DVD PLAYER	H511	2,484.4	2,484.4										
LG TV	H511	23,790.3	7,231.7					11,606.7	80.7		4,871.2		
LG VENUS WIRELESS PHONES	B213	1,093.0	1,093.0										
LG VOYAGER WIRELESS PHONES	B213	509.6	509.6										
LG WASHER	H213	6,985.8	3,993.1						1.2		2,991.5		
LG WASHER & DRYER	H213	3,864.3	1,886.5					1,501.8	13.8		462.1		
LG WIRELESS PHONES	B213	13,095.0	7,208.9			300.6	214.6	832.0	6.6		4,532.2		
LHOMME YVES ST LAURENT FRAGRANCE MEN	D410	3,556.0	3,152.3	403.7									
LIA AUTO GROUP	V219	335.8			262.6		19.6		53.5				
LIA HONDA	V212	648.9			336.2				312.7				
LIA HYUNDAI	V212	589.0			451.1				137.9				
LIA INFINITI	V212	334.1			273.1				61.0				
LIA NISSAN	V212	490.6			431.8				58.8				
LIA TOYOTA	V212	659.2			485.3				173.9				
LIANCARLO BRIDAL GOWNS WOMEN	A130	675.4	675.4										
LIBBYS CANNED VEGETABLES	F323	547.9											547.9
LIBERATOR MEDICAL SUPP DRUGS/TOIL DR	V830	917.8	367.3						12.4		538.1		
LIBERATOR SHAPES HOUSEHOLD DR	V872	1,671.2	1,671.2										
LIBERTY AUTO DLR	V219	1,008.9			286.4		697.9		24.6				
LIBERTY BANK CONSUMER SERVICES	B121	632.0			607.3		24.7						
LIBERTY BANK/HARTFORD CONSUMER SVC	B121	782.4							782.4				
LIBERTY BUICK	V211	486.8			390.4				96.4				
LIBERTY BUICK & PEORIA PONTIAC GMC	V211	537.7			520.2				17.5				
LIBERTY CHEVROLET	V211	3,432.1			3,429.7				2.5				
LIBERTY CHEVROLET MAZDA	V219	458.9			458.9								
LIBERTY DODGE	V211	456.1			100.6				355.6				
LIBERTY FINANCIAL CONSUMER SERVICES	B129	417.4			417.4								
LIBERTY FORD LINC MERC	V211	373.7			119.1				254.6				
LIBERTY FURNITURE STORE	V375	410.8			367.5				43.3				
LIBERTY HLTH ADVNTG PLN MED & DENTAL	B412	383.8			383.8								
LIBERTY HOME PDT'S STORE	V376	451.3	17.5		433.8								
LIBERTY HONDA	V212	329.1			291.8				37.3				
LIBERTY HYUNDAI	V212	772.0			772.0								
LIBERTY HYUNDAI SUBARU	V212	1,240.3			1,240.3								
LIBERTY MAZDA	V212	516.1			502.9				13.2				
LIBERTY MEDICAL SUPPLY DRUGS/TOIL DR	V830	97,315.9	6,249.7	2,623.1	308.0			13,614.3	5,201.3	20,961.4	48,358.1		
LIBERTY MUTUAL AUTO INSURANCE	B422	19,934.3	7,666.1	932.0				5,317.2	325.3		5,693.9		
LIBERTY MUTUAL BUSINESS INSURANCE	B423	4,319.4	2,784.4			1,535.0							
LIBERTY MUTUAL HOMEOWNERS INSURANCE	B421	16,877.1	5,510.0	228.7				5,524.4	305.7		5,308.2		
LIBERTY MUTUAL INS CO CP	B429	19,527.2						14,165.7	677.4		4,684.0		

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LIBERTY MUTUAL VAR INSURANCE	B429	5,646.2	302.7		1,125.0		93.4	268.2	724.4		2,712.2	350.6	69.7
LIBERTY MUTUAL VIGNETTE	B429	341.1						249.6	0.1		91.4		
LIBERTY ONE LENDING MTG CONSUMER SVC	B124	655.8			620.5				35.3				
LIBERTY PONTIAC GMC	V211	315.4							315.4				
LIBERTY REVERSE MORTGAGE CON SVC	B124	479.7							479.7				
LIBERTY SUBARU	V212	1,019.6			1,019.6								
LIBERTY TAX SERVICES CONSUMER SVC	B123	326.4			99.6		35.1		81.8				109.9
LIBERTY TRAVEL AGENCY	T420	77,970.3		479.0	64,678.5	11,534.2			1,070.2		7.8		200.5
LIBERTYVILLE SCION TOY	V212	885.7			885.7								
LIBITROL DRUGS/TOILETRIES DR	V830	1,476.0	935.9		36.3	503.8							
LIBMAN WONDER MOP	H232	8,145.5	4,307.6					0.0	73.3	2,404.8	1,359.8		
LIBRARY OF CONGRESS/PSA	B323	1,027.1						25.4	911.0		90.7		
LIBYA ECONOMIC DEVELOPMENT	B840	339.2	339.2										
LIC NEIGHBORHOOD GUIDE	B629	788.1	788.1										
LICENSE TO WED VIDEO	H532	3,009.5						2,134.1	9.0	282.8	583.6		
LIEBHERR REFRIGERATOR	H211	2,724.8	2,724.8										
LIFE & STYLE MAGAZINE ONLINE	B623	582.8	582.8										
LIFE & STYLE MAGAZINE SWEEPSTAKES	B623	398.5	398.5										
LIFE ALARM MISC DR	V859	503.8								503.8			
LIFE ALERT MED ALERT SYS	V139	1,342.6		1,342.6									
LIFE ALERT MISC DR	V859	98,028.0	908.2	914.3					1,377.0	539.6	94,288.9		
LIFE ALERT SECURITY SYSTEM	H625	320.7							75.5	87.0	158.2		
LIFE EXTENSION DRUGS/TOILETRIES DR	V830	486.5	124.1	9.8							352.6		
LIFE LINE SCREENING	V133	1,434.3			942.7				10.8			478.8	2.0
LIFE MAGAZINE VAR BOOKS DR	V823	543.3	175.3	368.0									
LIFE NEEDS THE CARIBBEAN ADVERTORIAL	T434	1,857.5				1,857.5							
LIFE QUALITY BMW	V213	371.0			169.8	201.2							
LIFE SAVERS CANDY	F510	678.2	127.0						551.2				
LIFE SAVERS FRUIT TARTS CANDY	F510	8,766.9						5,592.9	216.1	1,035.3	1,922.5		
LIFE&HEALTH INS FNDTN/ED	B329	4,895.3	4,895.3										
LIFE/PSA	B323	303.4							303.4				
LIFE@50 PLUS/AARP	B329	5,965.2	5,965.2										
LIFEBRIDGE HEALTH SYSTEM	V133	659.9					192.4		467.5				
LIFEFONE MISC DR	V859	294.2									294.2		
LIFE-HOW-LK GD NKD PAID PROMO	B642	568.6	568.6										
LIFELINE MEDICAL ALERT SYSTEM	D610	3,792.6	1,333.8	2,440.9					12.0			4.0	2.0
LIFELINE TELEPHONE SVC RESIDENTIAL	B222	568.5					49.3		519.2				
LIFE-LISA WLMS LF DEAD PAID PROMO	B642	540.1							14.3		525.8		
LIFELOCK IDNTY THFT SVC	V159	15,002.8	546.1		1,130.0	467.6		128.0	16.5	963.6	4,585.8	7,042.7	122.6
LIFES WORC ORG RECRUITMENT	B912	922.9			922.9								
LIFESTYLE CENTER	D800	293.0							293.0				
LIFESTYLE FAM FTNS CTR	D800	909.6			130.6		37.5		737.9				3.5
LIFESTYLE FURNITURE STR	V375	864.5			565.6					298.9			
LIFESTYLE LIFT CENTERS	V133	6,896.1	3,267.4						3,611.5		17.2		
LIFESTYLE LIFT DRUGS/TOILETRIES DR	V830	6,846.1							6,846.1				
LIFESTYLES CONDOMS MEN	D490	361.2	361.2										
LIFESTYLES CONDOMS MEN & LUBRICANT	D490	518.1	518.1										
LIFESTYLES UNLTD SEMINAR	G820	1,410.4		1,410.4									
LIFETIME CABLE TV	B642	13,888.8	11,900.2		93.3		1,275.5						619.9
LIFETIME CABLE TV PAID PROMO	B642	4,526.2					68.6		2.4			4,342.8	112.3
LIFETIME FITNESS CENTER	D800	1,450.0			232.9		365.7		851.4				
LIFETIME-LISA WLMS LF/D PAID PROMO	B642	1,244.8	1,244.8										
LIFEWAY KEFIR CULTURED MILK SMOOTHIE	F420	272.0	272.0										
LIFewise HEALTH PLAN MEDICAL INS	B412	369.8					183.9		205.9				
LIFT FUSION TRANSDERMAL EYE&FACE LFT	D110	701.4	701.4										
LIFTMASTER GARAGE DOOR OPENER	H629	2,262.4	261.3		135.4			604.9	23.3		206.1	1,031.3	
LIGHTING BY ERIK INC STR	V378	334.3			334.3								
LIGHTING UNIVERSE STORE	V378	287.7	28.7		26.7				232.3				
LIGHTS FANTASTIC STORE	V378	283.8			283.8								
LIGHTSTYLE/ORLANDO STORE	V378	311.9			273.4				38.5				
LIGNE ROSET FURN STR	V375	1,342.2	956.6	114.4	166.1	93.6	11.5						
LIGNE ROSET FURNITURE	H121	1,716.2	927.2	789.0									

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LIL CRITTERS GUMMY VITES CHILD VTMNS	D541	1,265.6	275.0						25.1	965.5			
LIL CRITTERS VAR CHILDRENS VITAMINS	D541	1,676.1	1,676.1										
LILJENQUIST&BCKSTD JWLRNS	V314	455.6	246.8		208.8								
LILLIAN AUGUST WAREHOUSE	V379	738.3			603.3	134.9							
LILLY CO CP	G930	660.9	27.2		490.9	142.9							
LIMBAUGH TOYOTA	V212	1,402.7			1,261.1		102.9		38.6				
LIME-A-WAY LIQUID & SPRAY CLEANER	H430	7,628.3						1,721.4	1,548.3	1,003.3	3,355.4		
LIMOGES COLLECTION JEWELRY DR	V810	1,580.3	1,182.1	398.1									
LINCOLN AUTO GROUP	V219	253.6			253.6								
LINCOLN AUTO&TRK MKX & MKZ	T114	12,681.0			324.7	115.3		3,714.2	3,465.9	568.2	4,492.7		
LINCOLN AUTO&TRK MKX & MKZ LEASING	T114	852.2			354.8				497.4				
LINCOLN AUTO&TRK MKZ & NAVIGATOR LSG	T114	294.5			294.5								
LINCOLN AUTO&TRK VAR	T114	22,255.4				168.6		6,764.8	5,712.9	2,563.4	7,045.7		
LINCOLN AUTO&TRK VAR LEASING	T114	264.2				264.2							
LINCOLN AUTOS MKS	T111	276.8			276.8								
LINCOLN AUTOS MKZ	T111	39,858.4	8,087.8	737.6				19,680.8	691.9	3,277.8	7,382.5		
LINCOLN AUTOS MKZ LEASING	T111	21,300.6			530.9	1,335.5		7,146.2	4,404.1	1,638.2	6,245.7		
LINCOLN AUTOS TOWN CAR	T111	359.5			106.3				253.2				
LINCOLN CENTER FESTIVAL	V169	567.7	263.6			304.0							
LINCOLN CENTER THEATER	V161	2,104.1	525.5		106.7	1,471.9							
LINCOLN COLLEGE OF TECH	G810	5,798.2							5,798.2				
LINCOLN FINANCIAL GROUP CONSUMER SVC	B129	21,402.2	455.6		39.9	2,463.5	11.1	15,491.0	174.3	41.9	2,725.0		
LINCOLN HARBOR RE DEV	B452	654.8	6.3		2.6	646.0							
LINCOLN MERC AUTO&TRK VAR	T114	2,187.2			557.5	337.2	636.7		222.5		1.4		432.0
LINCOLN MERC AUTOS MKZ & MILAN LSG	T111	465.5			465.5								
LINCOLN MERC AUTOS VAR	T111	1,827.0			1,539.3	285.8	2.0						
LINCOLN MERC AUTOS VAR LEASING	T111	1,967.3			1,967.3								
LINCOLN MERC DLR ASSN MARINER LSG	T121	530.0							530.0				
LINCOLN MERC DLR ASSN MILAN	T121	351.8							26.0				325.7
LINCOLN MERC DLR ASSN MKX & MKZ	T121	1,328.8	337.3		20.0				971.5				
LINCOLN MERC DLR ASSN MKX & MKZ LSG	T121	534.6			75.3				459.3				
LINCOLN MERC DLR ASSN MKX LEASING	T121	1,529.6							1,529.6				
LINCOLN MERC DLR ASSN MKZ LEASING	T121	1,143.9							1,143.9				
LINCOLN MERC DLR ASSN NAVIGATOR LSG	T121	2,115.3							2,115.3				
LINCOLN MERC DLR ASSN VAR AUTO&TRK	T121	10,765.6			7,496.8		51.3		1,043.1				2,174.5
LINCOLN MERC LOC DLR LEASING	V211	1,468.1			1,468.1								
LINCOLN MERCURY/DAYTON	V211	421.6			421.6								
LINCOLN PARK 2520 RE DEV	B452	821.6	96.6		709.6				15.4				
LINCOLN PLAZA CINEMAS	V165	472.1				472.1							
LINCOLN TECHNICAL INST	G840	14,196.5			597.1		112.4		13,400.8		86.2		
LINCOLN TRUCKS MKX	T117	73,494.9	16,935.3	1,475.1	204.8	275.6		29,646.2	3,944.8	7,052.8	13,825.2		135.1
LINCOLN TRUCKS MKX & NAVIGATOR LSG	T117	278.5			198.7				79.8				
LINCOLN TRUCKS MKX LEASING	T117	5,817.9			101.8			625.3	3,318.2	260.0	1,512.7		
LINCOLN TRUCKS NAVIGATOR	T117	18,361.3	2,798.8		55.7			8,488.0	1,012.6	1,597.6	4,408.5		
LINCOLN TRUCKS NAVIGATOR LEASING	T117	7,199.6			3,344.6				3,844.3		10.7		
LINDAL CEDAR HOMES	B452	606.7	447.0	154.6	3.9		1.3						
LINDAL CEDAR VAR BOOKS DR	V823	1,102.0	387.8	714.2									
LINDBLAD EXPEDITIONS	T420	1,689.3	1,433.6			142.9			0.8		112.0		
LINDEN PONDS RTRMNT CMNT	B452	429.7			317.5				112.2				
LINDERS FURNITURE MART	V375	1,439.5			1,439.5								
LINDERS GREENHOUSES CTR	V358	973.8			707.2		27.7		238.9				
LINDORA MED WGBT LS CLNC	D800	1,212.5			30.3				1,182.2				
LINDSTROM AC & HTG CO	V174	1,170.7			1,170.7								
LINDSTROM&MCKENNEY JWLRY	V314	325.4			325.4								
LINDT EXCELLENCE CANDY	F510	6,525.8						1,672.8	36.7	3,306.8	1,509.5		
LINDT LINDOR CANDY	F510	11,124.8						3,259.8	79.6	5,034.6	2,750.9		
LIND-WALDOCK BROKERS ONLINE	B122	264.8				264.8							
LIND-WALDOCK CONSUMER SERVICES	B122	935.3	211.1		291.3					432.9			
LINEN OUTLET	V372	547.0			529.5				17.5				
LINENS N THINGS STORE	V372	27,357.0	69.9		20,687.5	1,501.1		2,865.6	380.5	1,071.3	781.2		
LINE-X CUSTOM TRUCK/LNRS	V241	276.8			6.6		13.5		47.3		209.4		
LINE-X TRUCK BED LINERS	T144	561.2	514.2						45.6		1.5		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LINGUALITYS FRENCH BOOK CLUB DR	V823	532.9	113.2		197.6	222.1							
LINKS LONDON JEWELRY	A510	520.7	520.7										
LINKS LONDON JEWELRY STR	V314	543.1	335.8		15.2	192.1							
LINKS LONDON WATCHES	A520	552.1	552.1										
LINKSYS ROUTERS	B233	901.4	901.4										
LINT-B-GONE HOUSEHOLD DR	V872	3,146.3						17.2	0.4		3,128.7		
LION COUNTRY SAFARI	V169	355.5			228.0		72.1		55.3				
LION KING MUSICAL	V161	424.6			424.6								
LION KING PLAY	V161	3,805.8	137.3		71.7		29.9	116.7	3,450.2				
LIONEL TRAIN MISC DR	V859	844.8									844.8		
LIONHEART PRESS VAR BOOKS DR	V823	306.5		306.5									
LIONS GATE 310 TO YUMA MOVIE	B660	19,253.1	14.7		5,905.5	1,036.7		3,945.8	1,379.1	242.9	5,991.5		737.0
LIONS GATE AWAY FROM HER MOVIE	B660	1,153.6	5.9		646.7	207.7					293.3		
LIONS GATE BRATZ THE MOVIE	B660	7,848.1	62.7		131.3		59.4	606.6	837.9	1,305.4	3,825.2	198.3	821.4
LIONS GATE BUG MOVIE	B660	7,920.9	5.9		1,115.6	201.1		815.3	408.9	426.2	4,237.6		711.4
LIONS GATE CONDEMNED MOVIE	B660	4,579.7	3.5		783.3			1,023.2	251.0	493.3	1,740.7		284.7
LIONS GATE DELTA FARCE MOVIE	B660	7,138.6			748.1			2,351.7	586.9	418.9	2,434.6		598.4
LIONS GATE DIRTY DANCING RE-RELEASE	B660	1,155.3				17.6		449.1	0.3	17.2	671.1		
LIONS GATE GOOD LUCK CHUCK MOVIE	B660	14,158.4	20.5		2,175.7	280.5		2,709.7	928.9	1,501.9	5,564.6		976.5
LIONS GATE HAPPILY N EVER AFTER MV	B660	5,658.0			2,011.8	292.5	14.9	1,208.3	460.4	155.5	1,115.0	18.1	381.6
LIONS GATE HOSTEL 2 MOVIE	B660	7,611.2	18.2		1,989.7	183.9		1,549.6	155.7	352.2	2,777.9		584.0
LIONS GATE PRIDE MOVIE	B660	9,957.6	5.9		1,300.4	45.9		4,468.8	654.4	358.9	2,287.5		835.8
LIONS GATE RAMBO MOVIE	B660	717.0						482.2	46.8	104.7	83.3		
LIONS GATE SAW II MOVIE	B660	270.4			2.9			267.5					
LIONS GATE SAW IV MOVIE	B660	9,049.2	20.5		2,477.7	409.8		1,521.7	321.0	643.1	3,189.3		465.9
LIONS GATE SICKO MOVIE	B660	10,425.0	20.5		4,781.4	1,342.2		1,169.7	686.6	1,295.2	1,129.5		
LIONS GATE SLOW BURN MOVIE	B660	3,625.2			683.7			468.4	196.0		2,277.1		
LIONS GATE TRADE MOVIE	B660	551.5	3.5		403.8	48.1			96.0				
LIONS GATE TYLER PERRYS DYS LTL GRL	B660	8,708.3	105.7		2,183.6	105.7	18.3	2,051.2	1,156.3	707.0	1,717.7		662.8
LIONS GATE VAR MOVIES	B660	6,704.9			204.6	171.0	5,066.9					1,262.3	
LIONS GATE VAR VIDEOS	H532	322.0	322.0										
LIONS GATE WAR MOVIE	B660	11,032.0	18.2		1,577.3	144.4		1,889.1	901.7	677.4	4,884.8		939.1
LIONS GATE WHY DID I GET MARRIED MV	B660	9,055.9	75.9		2,421.3	105.3		2,184.8	607.7	722.5	2,415.5	21.4	501.5
LIP FUSION LIP MAKEUP	D120	1,869.0	1,869.0										
LIPA LONG ISLND PWR AUTH	V173	2,051.9			1,793.3								258.6
LIPITOR CHOLESTEROL RX	D560	180,220.1	15,700.5	6,143.5	21,956.6	8,047.7		75,309.6	10,649.9	20,491.0	18,603.5		3,317.8
LIPMAN LAW FIRM	V151	318.7							318.7				
LIPO 6 SUPPLEMENT CAPSULES	D541	3,079.7	1,075.5								2,004.2		
LIPO 6X FAT BURNING LIQ INNERCAP	D542	3,425.0	3,425.0										
LIPODRENE WEIGHT LOSS PILLS	D542	1,436.7	1,436.7										
LIPOFLAVONOID EAR RINGING REMEDY	D559	1,704.6							47.7	1,615.9	40.9		
LIPOZENE DRUGS/TOILETRIES DR	V830	26,948.6	108.9					2,418.0	869.5	2,753.4	20,798.8		
LIPREVE COLD SORE MEDICATION	D559	742.3	572.4	169.9									
LIPTON BRISK RTS ICED TEA	F412	597.7											597.7
LIPTON PURELEAF RTS GREEN TEA	F412	3,496.7	3,370.6	126.1									
LIPTON PURELEAF RTS WHITE TEA	F412	3,032.1	2,981.5	50.6									
LIPTON RTS WHITE TEA	F412	25,902.0							19,589.7	139.0	2,394.4	3,779.0	
LIPTON SCION TOYOTA	V212	1,603.0			1,603.0								
LIPTON TO GO FLAVORED PACKETS	F412	1,586.3	884.4	630.7						0.5		70.6	
LIPTON VAR TEAS	F412	254.9			2.2								252.6
LIPTONS TOYOTA	V212	1,019.5			1,019.5								
LIQUID PLUMR FOAMING/SNK DRN CLNR	H442	4,411.1							2,335.9	15.3	712.2	1,347.7	
LIQUID PLUMR GEL DRAIN CLEANER	H442	3,977.4	1,353.8						1,398.8	0.8	79.7	1,144.3	
LIQUID STUCCO HOME/CONTR	V171	465.7			373.9					91.8			
LIQUIDATION EXPO	V359	404.5								404.5			
LIQUIDATION SALE	V359	375.8								375.8			
LISTEN UP AUDIO PDTS DR	V871	38,073.2	1,357.4	2,182.8	187.1			4,370.6	105.3	1,826.8	28,043.1		
LISTEN UP STEREO STORE	V361	421.5			421.5								
LISTERINE AGENT COOLBLUE PLAQUE/RNS	D212	5,333.6							3,613.9	170.7	753.6	795.4	
LISTERINE COOLMINT MOUTHWASH	D212	10,269.1	10,269.1										
LISTERINE MOUTHWASH	D212	44,646.7	1,797.8						30,004.8	932.1	5,148.0	6,529.0	235.1
LISTERINE TOOTH DEFENSE MOUTHWASH	D212	7,831.0	20.4						4,838.2	151.1	1,096.1	1,725.3	

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LISTERINE WHITENING PRE-BRUSH RINSE	D212	11,854.1						8,516.8	319.5	1,405.5	1,612.3		
LISTERINE WHITENING QUICK DSLV STRPS	D212	28,904.1						20,988.5	465.7	3,066.3	4,383.7		
LISTONE GIORDANO HARDWOOD FLOORING	H132	497.4	497.4										
LITE TCH MED CSMTLG CTR	V133	692.3			692.3								
LITEHOUSE POOLS & SPAS	V175	1,442.8		7.5					1,435.2				
LITERACY CAMPAIGN/PSA	B323	257.8							257.8				
LITERARY GUILD/AMER INC VAR BOOKS DR	V823	6,435.1	6,435.1										
LITETOUCH HAIR LS RSTRN	V131	369.6			367.3	2.3							
LITHIA AUTOMOTIVE GROUP	V219	1,089.5			1,040.1		13.5						35.9
LITHIA CHRY JEEP/ANCHRG	V211	465.5			465.5								
LITHIA HYUNDAI OF FRESNO	V212	469.2			435.7			33.6					
LITIGATORS INC LAW FIRM	V151	264.3							143.6		120.7		
LITTLE APPLE MKT IGA FD	V345	295.9			295.9								
LITTLE BROWN & CO VAR BOOKS DR	V823	317.8	307.6		10.2								
LITTLE BROWN 6TH TARGET BOOK	B610	290.4								242.6	47.8		
LITTLE BROWN A PERFECT MESS BOOK	B610	529.7	513.3			16.4							
LITTLE BROWN DOUBLE CROSS BOOK	B610	1,069.4	392.6					81.7	0.3	138.1	456.8		
LITTLE BROWN ECLIPSE BOOK	B610	289.4	289.4										
LITTLE BROWN GONZO BOOK	B610	301.0	290.4		10.7								
LITTLE BROWN MAXIMUM RIDE BOOK	B610	406.3	184.4								221.8		
LITTLE BROWN QUICKIE BOOK	B610	393.0	194.1								198.9		
LITTLE BROWN STEP ON A CRACK BOOK	B610	308.6									308.6		
LITTLE BROWN VAR BOOKS	B610	2,380.0	92.6		678.2	1,609.3							
LITTLE BROWN YOUBE BEEN WARNED BOOK	B610	322.8	43.1							226.4	53.2		
LITTLE CAESARS PIZZA RST	G320	7,235.6			92.5		2,451.1		4,686.3				5.6
LITTLE CHILDREN VIDEO	H532	624.8	606.3								18.5		
LITTLE CO/MARY HOSPITAL	V133	315.7			315.7								
LITTLE CREEK CASINO	V169	721.4			236.6		216.6		268.2				
LITTLE DEBBIE BAKED GOODS	F342	3,245.3						203.0	70.8	19.0	2,412.5	540.0	
LITTLE DEBBIE CAKES	F342	1,595.7							59.7		1,536.1		
LITTLE DLR LTL PRC RV	V232	255.1			152.8				102.3				
LITTLE EINSTEINS/PYRAMID VIDEO	H532	716.8						120.2	3.6	101.7	491.3		
LITTLE ENSTNS RKCTS/RSC VIDEO	H532	1,493.2	13.7					467.7	38.2	223.2	750.5		
LITTLE GIANT HOME & BUILDING PDTS DR	V879	1,068.6	425.4	72.7	45.2				0.2		525.1		
LITTLE GIANT LADDER	H629	627.4	627.4								0.0		
LITTLE GYM CHILDREN CTR	G850	591.3							10.3		581.0		
LITTLE HARBOR RE DEV	B452	336.3	78.2				258.1						
LITTLE HARBOR YACHT SLS	G430	668.4	668.4										
LITTLE LEAGUE BASEBALL	V162	385.0			1.2			0.0	4.3		379.5		
LITTLE MERMAID/MUSICAL PLAY	V161	320.6						0.0		320.6			
LITTLE MISS SUNSHINE VIDEO	H532	614.3						26.0		588.3			
LITTLE REMEDIES CHILDRENS REMEDIES	D529	4,813.2	4,813.2										
LITTLE RIVER CASINO	V169	716.1					206.7		454.6				54.8
LITTLE TIKE'S BARK BRK VC MTS&MOO/MWR	G544	1,327.7						37.4	0.0		1,290.2		
LITTLE TIKE'S BUILD/LRN WRKSHP&CKL/LRN	G542	465.5	465.5										
LITTLE TIKE'S BUILDN/LEARN WORKSHOP	G542	1,631.7						34.1	0.1		1,597.5		
LITTLE TIKE'S COOK N LRN KTCNH PLYST	G542	1,793.0						86.2	0.7		1,706.1		
LITTLE TIKE'S COZY COUP U DRIVE	G511	467.6							19.6		448.0		
LITTLE TIKE'S ROCK&TWIST MUSIC MCHN	G544	866.2							59.1		807.1		
LITTLE TIKE'S SHOP & LEARN MARKET	G544	555.7						65.1	0.5		490.2		
LITTLE TUMMYS GAS RELIEF DRPS/INFNTS	D531	1,027.7	1,027.7										
LITTLETON COIN CO COINS DR	V859	7,313.2	810.4	3,114.4	2,883.1	505.4							
LITTLETON NISSAN	V212	693.5			693.5								
LITTMAN BROS LGHTNG STR	V378	458.2			458.2								
LIVE FRANCHISE WORKSHOP	G820	580.2			580.2								
LIVE FREE OR DIE HARD VIDEO	H532	7,228.9	358.2					3,741.6	269.2	342.1	2,517.8		
LIVE FROM ABBEY ROAD PAID PROMO	B641	297.8						282.5	15.3				
LIVE LINKS DATING SVC	V155	12,056.0			80.7				10,244.7	12.6	1,718.0		
LIVE NATION ENTER	V161	2,747.6	2,228.8					312.6		18.5			187.7
LIVE NATION EVENT	V169	396.3						396.3					
LIVE NATION THEATRES	V161	1,504.2	406.0		949.7	12.9	135.6						
LIVE OUTSIDE/BOTTLE ORG	B329	1,387.4			1,090.7	296.7							

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LIVERMORE AUDI	V213	464.3			464.3								
LIVERMORE AUTO DLR	V219	445.5			445.5								
LIVERMORE HONDA	V212	360.1			360.1								
LIVERMORE SUBARU	V212	453.2			453.2								
LIVES OF OTHERS VIDEO	H532	291.5	93.6								197.9		
LIVING SPACE FURN STORE	V375	458.1							458.1				
LIVING SPACES FURN STR	V375	8,754.6		184.1	710.5		658.2		7,201.8				
LIVING TRUSTS SEMINAR	G820	997.8			997.8								
LIVING WITH PANACHE MAG	B623	745.5			745.5								
LIVINGWITHUC.COM ONLINE	B670	4,787.6									4,787.6		
LIZ CLAIBORNE APPAREL	A990	1,345.0	1,345.0										
LIZ CLAIBORNE BEDDING&DCRTV PLWS	H142	670.3	670.3										
LIZ CLAIBORNE COATS WOMEN	A120	251.6	251.6										
LIZ CLAIBORNE DRESSES WOMEN	A130	788.2	788.2										
LIZ CLAIBORNE EYEWEAR	D630	472.9	472.9										
LIZ CLAIBORNE HANDBAGS & RTW WOMEN	A410	613.5	613.5										
LIZ CLAIBORNE HANDBAGS WOMEN	A410	426.6	426.6										
LIZ CLAIBORNE HOUSEHOLD FURNISHINGS	H190	1,402.3	1,402.3										
LIZ CLAIBORNE JACKETS WOMEN	A120	757.5	757.5										
LIZ CLAIBORNE PANTS WOMEN	A141	400.9	400.9										
LIZ CLAIBORNE RTW WOMEN	A190	5,628.6	5,628.6										
LIZ CLAIBORNE RTW WOMEN & SUNGLASSES	A190	826.4	826.4										
LIZ CLAIBORNE SHIRTS & SHOES WOMEN	A141	360.1	360.1										
LIZ CLAIBORNE SPORTSWEAR WOMEN	A141	849.1	849.1										
LIZ CLAIBORNE SUNGLASSES	A430	987.6	987.6										
LIZ LANGE MATERNITY STR WOMEN	V311	344.8	253.5		88.4	2.9							
LIZASO & VASALLO DDS	V133	344.7								344.7			
LKQ SELF SVC AUTO PARTS	V241	306.9					11.4			295.6			
LL BEAN APPAREL MEN & WOMEN DR	V810	8,969.6	8,893.2	76.4									
LL BEAN APPAREL MEN DR	V810	881.0	881.0										
LL BEAN APPAREL WOMEN DR	V810	1,216.8	1,140.4	76.4									
LL BEAN FACTORY STORE	V359	2,094.9			887.5								1,207.4
LL BEAN INC RECRUITMENT	B912	258.3			231.4				18.0				8.8
LL BEAN MULTI-PDTS DR	V899	1,042.8			985.7	55.2	2.0						
LL BEAN SPORTING GOODS DR	V851	892.6	816.2	76.4									
LL BEAN SPRT GDS CTLG	B629	14,674.8							11,769.8	607.6		2,297.4	
LL BEAN SPRT GDS STR	V365	2,817.6	94.0		65.2				2,142.1	459.4		56.9	
LLADRO GALLERY STORE	V379	1,934.8	1,820.4	114.4									
LLADRO SCULPTURES	H152	478.6	478.6										
LLOVIO FORD	V211	451.2							451.2				
LLYOD/FLANDERS WICKER FURNITURE	H121	295.7	295.7										
LO MEJOR DEL CHAVO DEL 8 VIDEOS	H532	667.9							336.7		331.1		
LO MEJOR DEL CHESPIRITO VIDEOS	H532	571.9							266.2		305.6		
LO MEJOR/CHAPULIN CLRD VIDEOS	H532	449.1							398.7		50.4		
LOAN ARRANGER CONSUMER SERVICES	B124	284.5			284.5								
LOAN CENTER CONSUMER SERVICES	B124	1,138.9			1,126.5		10.2		2.3				
LOAN CONSULTANTS INC BP	B911	440.2	376.3		64.0								
LOAN DOCTOR FINANCE CONSUMER SVC	B124	589.8			589.8								
LOAN MAX CONSUMER SERVICES	B124	305.2							305.2				
LOAN STAR TITLE LOANS CONSUMER SVC	B124	2,683.6							2,683.6				
LOAN TO LEARN CONSUMER SERVICES	B129	2,197.7	955.4								1,117.3	125.0	
LOANMAX CO CONSUMER SERVICES	B124	2,455.3							2,455.3				
LOANSMART LOAN CONSUMER SERVICES	B124	296.1							296.1				
LOANSTAR MTC SOLUTIONS CONSUMER SVC	B124	382.5							382.5				
LOBSTER GRAM FOOD DR	V840	948.5							0.1	5.4	546.8	396.2	
LOCAL PHONE CO COMM RESIDENTIAL	B222	566.4							566.4				
LOCCITANE AMANDE FIRMING&SMTHNG CRM	D110	287.4	287.4										
LOCCITANE EN PROVENCE SKIN CARE PDTS	D110	261.0	261.0										
LOCCITANE FRAGRANCE & TOILETRIES W	D180	287.4	287.4										
LOCCITANE IMMORTELLE SKIN CARE PDTS	D110	252.5	252.5										
LOCCITANE SALON	V131	431.3					431.3						
LOCKHEED FED CREDIT UN CONSUMER SVC	B124	943.6			943.6								

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LOCKHEED MARTIN	B920	509.9				485.6							24.3
LOCKHEED MARTIN AIRCRAFT	T300	1,107.6	27.2		821.2	142.9	116.3						
LOCKHEED MARTIN CORP CP	B920	6,776.2	1,885.0		1,663.2				1,964.3		1,198.5		65.2
LOCKHEED MARTIN MILITARY AIRCRAFT	B920	293.9	252.8		41.2								
LOCTITE POWER GRAB ADHESIVE	H320	1,783.9	459.7					164.6			1,159.6		
LOCUST POINT RE DEV &LFTS/LOGN VW DV	B452	425.9			425.9								
LODGE AT WOODLOCH	T431	414.4	394.8		19.6				609.9				
LODGE CASINO	V169	617.6			7.7								
LOEBER MOTORS	V219	697.0			499.0		198.0						
LOEBER MTRS MRCDS BNZ PR	V213	359.6			359.6								
LOESTRIN 24 FE BIRTH CONTROL RX	D560	29,282.1	1,356.6					18,955.8	164.2	4,588.8	4,216.7		
LOEWEN DOORS & WINDOWS	H613	323.5	323.5										
LOEWS HOTELS	T431	3,200.4	3,130.5			59.1							10.7
LOEWS HOTELS LAKE LAS VEGAS	T431	302.6	220.0		82.6								
LOEWS HOTELS SANTA MONICA BEACH	T431	478.3		478.3									
LOFTS AT ARCADIA RE DEV	B452	329.7			329.7								
LOG HOME LIVING MAGAZINE SUBS DR	V823	858.2								858.2			
LOGANS RESTAURANT	G310	329.4											329.4
LOGANS ROADHOUSE REST	G320	1,552.8			112.4		16.3		159.5				1,264.6
LOGGERHEAD MULTIPURPOSE TOOL	H624	276.1	276.1										
LOGOWORKS MARKETING	B651	714.4								714.4			
LOJACK VEHICLE RECOVERY SYSTEM	T144	4,593.0	46.0			23.1		38.0					4,485.9
LOKAR LTD AUTOMOTIVE DR	V880	636.6	635.3							1.4			
LOKEY AUTO DLR	V219	251.4			236.6		14.8						
LOKEY KIA	V212	290.0			290.0								
LOLA MAGAZINE	B623	598.4			598.4								
LOMA LINDA UNIV MED CTR	V133	1,325.8	284.3	171.5	307.1	32.2	222.0		259.9				48.8
LOMBARD SCION TOYOTA	V212	1,441.6			1,441.6								
LONDON ENGLAND TP	T434	2,315.8	1,854.6										461.2
LONDON FOG COATS MEN & WOMEN	A120	1,906.6	1,906.6										
LONDON GOLD JEWELRY STR	V314	857.4	183.0		428.3		122.6		123.6				
LONDON JEWELERS	V314	1,338.6	616.4		316.9	405.3							
LONDON NYC LXRY RSRT HTL	T431	611.9	132.5		163.3	316.2							
LONE STAR AUTO DLR	V219	1,200.6			1,200.6								
LONE STAR BEER	F611	307.5				307.5							
LONE STAR CHEVROLET	V211	1,100.6			716.5		119.5		264.6				
LONE STAR CHRYSLER JEEP	V211	686.6			535.4				151.1				
LONE STAR DODGE	V211	1,130.2			791.1		40.1		299.1				
LONE STAR FORD	V211	297.0			287.2				9.9				
LONE STAR MITSUBISHI	V212	1,016.4			783.2				233.2				
LONE STAR PARK RACE TRCK	V163	384.9			151.3		146.0		87.7				
LONE STAR STEAKHOUSE&SLN	G320	1,219.8			172.3		124.9		848.1				74.5
LONG & FOSTER REALTORS	B451	6,453.3			6,321.4		109.5		22.3				
LONG & GONZALEZ ATTY	V151	292.2				42.0	316.2		250.2				
LONG BEACH CA TP	T433	721.9	488.7		232.7					0.5			
LONG BEACH CHRYSLER JEEP	V211	1,177.8			1,177.8								
LONG BEACH HONDA	V212	544.5			544.5								
LONG BEACH LINCOLN MERC	V211	564.1			564.1								
LONG BEACH MAZDA	V212	1,838.7			1,838.7								
LONG BEACH MITSUBISHI &STH CST MTSBS	V212	924.7			924.7								
LONG BEACH MRL MED CTR	V133	510.2			127.5		348.3		34.4				
LONG FENCE & HOME CONTR	V171	304.5							304.5				
LONG FENCE HOME CTR	V376	1,258.7			1,258.7								
LONG ISLAND BMW DLR ASSN	V213	301.5			301.5								
LONG ISLAND HOME ADVERTORIAL	V159	550.7				550.7							
LONG ISLAND LINC MERC DA	T121	4,117.1			4,117.1								
LONG ISLAND NY TP	T433	538.7	324.4		2.4	8.4			203.5				
LONG ISLAND RAILROAD RAIL FREIGHT	B831	431.9	63.2		368.6								
LONG ISLAND RAILROAD RECRUITMENT	B912	390.0			379.4	10.6							
LONG ISLAND TRLV GD MAG	B623	351.2			351.2								
LONG ISLAND UNIVERSITY	G810	1,956.2			1,656.6	75.0	126.9		97.7				
LONG ISLAND VOLVO DA	T123	1,859.7			1,859.7								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LONG ISLND WN CNTY TR GD	B523	460.9			460.9								
LONG JOHN SILVERS REST	G320	24,957.2			60.4			719.1	39.4	12,122.8		11,980.2	
LONG TECHNICAL COLLEGE	G810	294.1								294.1			
LONG WHARF THEATRE	V161	264.4			222.8	41.6							
LONG WINDOWS CONTR	V171	431.5							431.5				
LONG&FOSTER CREIG REALTY & NORTHROP	B451	479.7			479.7								
LONG&FOSTER EXTRDNR/RL	B451	346.2			346.2								
LONGBOAT KEY CLUB RESORT	T431	595.5	154.0		379.9	55.3			6.3				
LONGBOAT KEY MOORINGS	T431	347.8	347.8										
LONGCHAMP BOUTIQUE WOMEN	V311	296.2		104.0	1.4	190.9							
LONGCHAMP HANDBAGS WOMEN	A410	3,984.8	3,738.3	246.5									
LONGHORN DODGE	V211	882.1			865.3		16.8						
LONGHORN STEAKHOUSE	G320	15,049.4			175.5		112.3		10,091.8				4,669.7
LONGINES WATCHES	A520	1,997.9	1,957.1				35.0				5.8		
LONGO AUTO DLR	V219	250.9					250.9						
LONGO LEXUS	V212	837.9			760.0		77.8						
LONGO TOYOTA	V212	1,240.5			1,240.5								
LONGS DRUG STORE	V330	15,966.6	94.8		15,431.5		263.8		115.3		54.0		7.1
LONGS FINE JEWELERS	V314	290.1			290.1								
LONGS JEWELERS	V314	516.4			193.7		271.6		2.2				48.9
LONG-TERM CARE QUOTE INSURANCE DR	V829	1,514.9	1,247.2	267.6									
LONGWOOD GARDENS	V166	329.5	9.0		25.6				295.0				
LOOK BICYCLE PEDALS	G440	380.1	380.1										
LOOK OPTICAL	V135	347.1			347.1								
LOOKOUT VIDEO	H532	641.4						83.7			557.7		
LOOKSFORLESS.COM ONLINE	V133	555.4	555.4										
LOOP-LOC POOL COVERS	H629	303.5	303.5										
LORAL LANGEMEIER CONSUMER SERVICES	B129	282.5										274.8	7.7
LORD & TAYLOR DEPT APPAREL FAMILY	V410	3,695.6	3,416.5		274.5	4.6							
LORD & TAYLOR DEPT APPAREL M & W	V410	2,726.6	2,440.1		75.1	211.4							
LORD & TAYLOR DEPT APPAREL MEN	V410	2,675.4	1,593.8	228.7	366.2	486.8							
LORD & TAYLOR DEPT APPAREL WOMEN	V410	9,231.4	3,844.4	228.7	2,333.3	2,824.5			0.6				
LORD & TAYLOR DEPT DRUGS/TOILETRIES	V430	7,068.5			5,118.0	1,662.9			0.1				287.5
LORD & TAYLOR DEPT JEWELRY	V410	752.6			258.1	494.5							
LORD & TAYLOR DEPT MISC	V450	2,565.9	46.0		1,933.1	586.8							
LORD & TAYLOR DEPT MULTI-PDTS	V490	713.5			177.6	41.0	495.0						
LORD & TAYLOR SALES ANNOUNCEMENT	V490	5,444.2			4,151.5	1,251.5							41.3
LORD OF THE DANCE PLAY	V161	487.8			5.5		3.8		478.5				
LOREAL ADV RVTLFT CMPLT ANT-AGNG LTN	D110	1,199.4	1,199.4										
LOREAL ADVANCED RVTLFT DOUBLE EY/CRM	D110	11,995.8	2,991.7					6,068.1	44.8	1,467.9	1,423.3		
LOREAL ADVNCD RVTLFT CMP FACIAL LTN	D110	7,516.2						3,714.8	41.2	1,902.2	1,858.0		
LOREAL AGE PERFECT/CLCM NIGHT CREAM	D110	2,577.2	2,577.2										
LOREAL AGE PRFCT/CLCM MOISTURIZER	D110	15,412.8	5,680.7					4,319.2	59.0	3,047.3	2,306.7		
LOREAL BARE NATURALE BLUSH	D140	1,626.6	1,626.6										
LOREAL BARE NATURALE PWD FOUNDATION	D140	12,056.9	3,325.6					3,034.5	79.8	3,636.8	1,980.3		
LOREAL CLR RCH STR SCRSTS LIP COLOR	D120	1,780.8						1,761.0	3.0	16.9			
LOREAL COLOR RICHE AQUA SHINE LPSTCK	D120	605.8	605.8										
LOREAL COLOUR RICHE LIPCOLOUR	D120	7,131.1	5,805.9					1,321.4	3.7				
LOREAL COSMETICS	D190	1,715.0	99.9		923.2	428.7	263.3						
LOREAL COSMETICS&SKIN CARE PDTS	D190	570.0	570.0										
LOREAL COULEUR EXPERTE HAIR COLOR	D310	5,347.6	5,346.7						1.0				
LOREAL DIV CP	D190	416.0	416.0										
LOREAL EXCELLENCE CREME HAIR COLOR	D310	16,573.5	5,965.3					4,121.2	61.3	1,891.3	4,534.4		
LOREAL FASHION WEEK	V169	404.0	404.0										
LOREAL FERIA HAIR COLOR	D310	9,607.0	6,840.5					1,108.5	16.6	784.1	857.3		
LOREAL HIP BRIGHT/DUO EYE SHADOW	D130	1,783.1	1,783.1										
LOREAL HIP BRILLIANT SHINE LIP GLS	D120	1,890.9	1,890.9										
LOREAL HIP COLOR RICH EYE CREAM CRYN	D130	420.0	420.0										
LOREAL HIP COLOR TRUTH CREAM EYLNR	D130	1,328.9	1,328.9										
LOREAL HIP COSMETICS	D190	2,765.9	2,461.5							304.4			
LOREAL HIP EYE & LIP MAKEUP	D130	450.4	450.4										
LOREAL HIP INTENSELY MSTRSNG LP CLR	D120	367.5	367.5										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LOREAL HIP PURE PIGMENT SHADOW STCK	D130	1,971.6	1,971.6										
LOREAL HIP SHOCKING SHADOW PIGMENTS	D130	3,188.3	3,188.3										
LOREAL INFALLIBLE LIP COLOUR	D120	7,854.5	596.9					3,229.5	26.7	1,515.2	2,486.3		
LOREAL INFALLIBLE LIP COLOUR&TOP CT	D120	4,562.2	4,562.2										
LOREAL NATURAL MATCH HAIR COLOR	D310	16,957.5	4,380.9					5,291.4	102.9	3,449.7	3,732.6		
LOREAL PREFERENCE HAIR COLOR	D310	16,090.6	246.8					8,910.4	65.8	2,060.9	4,806.8		
LOREAL PRO MANICURE NAIL POLISH	D150	2,768.6	2,768.6										
LOREAL REVITALIFT CMPLT ANTI-AGE LTN	D110	443.5						384.0	1.0		58.5		
LOREAL REVITALIFT SKIN CARE PDTS	D110	285.0	285.0										
LOREAL REVITALIFT UV DLY MSTRZNG CRM	D110	7,273.1	6,611.9		661.2								
LOREAL SA CP	D390	1,730.5	1,708.7		21.8								
LOREAL SKIN GENESIS FACIAL LTN&SRM	D110	8,804.7	8,804.7										
LOREAL SKIN GENESIS MSTRZR&SERUM	D110	24,747.9						10,543.3	167.1	9,803.6	4,233.9		
LOREAL SUBLIME BRNZ SLF-TNG LTN&TWLT	D170	1,624.2	1,624.2										
LOREAL SUBLIME GLOW DAILY MSTRZR	D110	4,853.6	4,749.6	104.0									
LOREAL SUPERIOR PRFRNC HAIR COLOR	D310	6,031.6	4,559.2					524.0	15.8	355.7	576.8		
LOREAL TELESCOPIC CLN DF MASCARA	D130	1,095.1							413.9	2.2	302.8	376.2	
LOREAL TELESCOPIC MASCARA	D130	7,881.9							1,539.5	74.9	4,330.0	1,937.6	
LOREAL TRUE MATCH FACIAL MAKEUP	D140	5,042.3							2,814.6	32.1	1,556.3	639.4	
LOREAL TRUE MATCH LIQUID FOUNDATION	D140	3,495.0							1,791.8	25.2	1,094.2	583.8	
LOREAL VIGNETTE	D190	668.5							384.0			284.5	
LOREAL VIVE PRO FOR MEN SHAMP & COND	D420	3,010.4	3,010.4										
LOREAL VIVE PRO NTR GLS SHAMP & COND	D320	23,978.7	4,976.2					8,644.1	92.3	6,016.3	4,249.8		
LOREAL VIVE PRO SHAMPOO & COND	D320	334.0	334.0										
LOREAL VIVE PRO SMTH INT SHAMP&COND	D320	4,424.8							1,632.7	33.3	1,945.4	813.4	
LOREAL VOLUME SHOCKING MASCARA	D130	832.9							832.9	0.0			
LOREAL VOLUMINOUS MASCARA	D130	5,112.9							1,010.0	55.7	2,671.7	1,375.5	
LOREAL WRINKLE DE-CRS CLGN FLR	D110	11,939.6							6,771.6	66.1	3,423.4	1,678.5	
LOREAL WRINKLE-DE CRS CLGN/EYE	D110	1,191.4							270.3	22.7	686.9	211.5	
LOREE RODKIN JEWELRY	D110	737.5	737.5										
LOREN HYUNDAI	A510	594.5	594.5										
LORENSEN AUTO GROUP	V212	329.7		329.7									
LORETO BAY RE DEV	V219	769.9		769.9									
LORILLARD CORP PUBLIC SERVICE	B452	375.0	321.3		48.8				4.8				
LOS ANGELES ANGELS	G210	1,725.2	1,725.2										
LOS ANGELES AVNGRS FTBL	V163	288.5		281.3			7.2						
LOS ANGELES CA TP	V163	316.5		316.5									
LOS ANGELES CLIPPERS CP	T433	684.4	302.3						382.1				
LOS ANGELES CLPPRS BSKTB	V163	271.3		271.3									
LOS ANGELES CNTY MSM/ART	V163	1,705.1		1,200.2					504.9				
LOS ANGELES COUNTY FAIR	V166	407.1		34.1	57.5	315.6							
LOS ANGELES COUNTY/SNTN	V166	320.9		252.8		68.1							
LOS ANGELES DEPT/HTH SVC	B315	309.8		40.3		269.5							
LOS ANGELES DEPT/PBL WRK	B315	461.5				461.5							
LOS ANGELES DODGERS BSB	B315	366.2		366.2									
LOS ANGELES TIMES NWSR	V163	1,690.0		541.4	41.9	173.5			933.1				
LOS ANGELES GALAXY SCCR	V163	390.4		315.8					74.6				
LOS ANGELES GYM EQUIP	V365	404.8		404.8									
LOS ANGELES HEALTH DEPT	B315	517.3				517.3							
LOS ANGELES KINGS HKY	V163	477.3		133.0		45.0			299.2				
LOS ANGELES OPERA	V161	1,149.9		1,105.7	44.1								
LOS ANGELES PHILHARMONIC	V161	1,340.2	14.8	913.9	53.0	337.6			21.0				
LOS ANGELES POLICE DEPT RECRUITMENT	B912	305.4		0.9		304.5							
LOS ANGELES RC SCHOOL	G850	458.5	458.5										
LOS ANGELES TIMES MAG	B623	300.8				300.8							
LOS ANGELES WORLD ARPTS	B622	668.2				280.3			387.9				
LOS ANGELES ZOO	T300	784.0	366.4	240.5		177.2							
LOS ANGLS CNTY DEPT/HLTH	V166	259.1		146.4		14.3			98.3				
LOS ANGLS CNTY SHRFS DPT	B315	305.2		172.6		132.6							
LOS CABOS MEXICO TP	B315	477.0		20.3		456.7							
LOS CHILITOS PRE-PAID PHONE CARD	T434	4,245.0	2,354.8	228.7	1,603.4								58.1
	B231	359.5							359.5				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LOS DEFENSORES ATTY	V151	6,902.0					101.1		6,800.8				
LOS GATOS ACURA	V212	366.9			366.9								
LOS GATOS CHEVROLET	V211	704.2			704.2								
LOS PROFESIONALES/BNCRT CONSUMER SVC	B128	967.2							967.2				
LOS SUEÑOS RESORT&MRN COSTA RICA	T432	1,972.4	1,841.8					8.0	0.2		122.4		
LOS TIGRES DEL NORTE PRE-PD PHN CRD	B231	298.9			464.3				298.9				
LOSE WEIGHT/HYPNOSIS SEMINAR	G820	464.3			464.3								
LOST RIVER PLNTN DEV	B452	272.8			272.8								
LOST SERIES VIDEOS	H532	1,185.2	225.2						114.6	111.7	733.7		
LOT 29 APPAREL	A990	893.6	893.6										
LOT 29 JEANS & SHIRTS WOMEN	A142	316.0	316.0										
LOT 29 SPORTSWEAR WOMEN	A141	310.2	310.2										
LOTRIMIN ULTRA ATHLETES FOOT CREAM	D554	7,040.1							3,218.2	13.7	3,808.2		
LOTS & LOTS OF TRAINS VAR VIDEOS DR	V873	5,193.3								0.0	5,193.2		
LOU BACHRODT CHEVROLET	V211	775.5			664.9		101.9			8.6			
LOU BACHRODT MAZDA	V212	485.8			482.7					3.1			
LOU FUSZ AUTO ENTRPRS	V219	1,619.4			1,188.5					430.9			
LOU FUSZ CHEVROLET	V211	423.3			410.9					12.4			
LOU FUSZ DODGE	V211	265.7			265.7								
LOU FUSZ HOME MORTGAGE CONSUMER SVC	B124	668.3			668.3								
LOU FUSZ MAZDA	V212	323.2			321.3					2.0			
LOU FUSZ TOYOTA	V212	388.4			378.7					9.7			
LOU SOBH AUTO DLR	V219	2,403.7			2,403.7								
LOU SOBH HONDA	V212	538.4			538.4								
LOUIS BOSTON CLTHNG STR MEN & WOMEN	V311	326.9			54.6		272.3						
LOUIS GLICK JEWELRY	A510	251.9	251.9										
LOUIS RAPHAEL SPORTSWEAR MEN	A141	314.1	85.4	228.7									
LOUIS RAPHAEL SUITS MEN	A130	513.8	170.8	343.1									
LOUIS SHANKS FURN STR	V375	1,976.2			1,606.2					370.0			
LOUIS VUITTON APPAREL	A990	2,192.0			153.9	2,038.1							
LOUIS VUITTON BRIEFCASES	G120	524.1	423.4		37.2	63.5							
LOUIS VUITTON CLTHNG STR FAMILY	V311	1,332.4			237.0	1,095.4							
LOUIS VUITTON CLTHNG STR MEN	V311	5,148.0	4,836.1	311.9									
LOUIS VUITTON CLTHNG STR MEN & WOMEN	V311	3,264.4	1,886.5	245.9	365.6	539.6	226.8						
LOUIS VUITTON CLTHNG STR WOMEN	V311	20,160.9	19,420.7	727.7	12.5								
LOUIS VUITTON CP	G120	561.0					561.0						
LOUIS VUITTON HANDBAGS & ACCESS W	A410	1,186.5	1,186.5										
LOUIS VUITTON HANDBAGS WOMEN	A410	1,903.5	1,358.7		417.8	127.0							
LOUIS VUITTON LUGGAGE	G120	2,497.8	2,312.3		153.8	31.8							
LOUIS VUITTON SHOE STORE WOMEN	V313	878.2	878.2										
LOUIS VUITTON WATCHES	A520	473.1	302.1	114.4	24.9	31.8							
LOUISIANA ECONOMIC DEVELOPMENT	B840	271.0			19.0		252.0						
LOUISIANA SPIRIT HLPLN	V156	343.3					90.8		252.5				
LOUISIANA STATE LOTTERY	B314	1,484.9			23.8	814.8			646.3				
LOUISIANA STATE TP	T433	10,067.0	7,439.3	332.7	53.5	53.5	189.0	99.0	42.6	1,710.8	29.4	117.3	
LOUISIANA STATE UNIV	G810	532.6			0.4		447.1	0.0	7.3		77.7		
LOUISVILLE AR LN MRC DA	T121	574.6			574.6								
LOUISVILLE KY TP	T433	734.4	404.1		76.4				253.9				
LOURDES HEALTH SYSTEM	V133	350.3			238.3		112.0						
LOUVER SHOP INC HOUSEHOLD DR	V872	631.5			631.5								
LOVE COACH TEXT MESSAGING	B229	3,100.3						141.4	3.2		2,955.7		
LOVE IS A 4 LETTER WORD PAID PROMO	B642	338.9							2.4		128.6	207.9	
LOVE OUR CHILD USA/PSA	B323	494.0						494.0					
LOVE TEASE APPAREL	A990	308.5	308.5										
LOVELACE HEALTH SYS CLNC	V133	725.8					667.7		58.1				
LOVELACE MEDICAL INSURANCE	B412	425.2			269.1				156.1				
LOVELY SARAH JSC PRKR FRAG W & TOIL	D180	855.1	855.1										
LOVELY SARAH JSC PRKR FRAGRANCE W	D180	4,127.4	2,853.3						14.2		617.4	167.3	475.2
LOVEMYCREDITUNION.ORG ONLINE	B124	943.0								943.0			
LOVERS LANE STORE MEN & WOMEN	V311	263.6								263.6			
LOVES TRVL STP&CNTRY STR	T420	1,436.7						1,418.2		18.5			
LOW TESTOSTERONE STUDY	V139	453.7								453.7			

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LOWDOWN/JANE	B623	475.9	475.9										
LOWELL AUTO DLR	V219	360.8			360.8								
LOWELL STANLEY ATTY	V151	480.8							480.8				
LOWEPRO BACKPACK	G490	281.5	281.5										
LOWEPRO CAMERA BAG	G142	281.5	281.5										
LOWER MANHATTAN DEV CORP	B315	434.9	26.9		408.0								
LOWES BLDG SUPP STR	V376	368,599.4	37,756.9	246.4	78,943.8	6,872.3	757.8	132,160.1	39,735.8	19,908.4	47,421.6	1,601.0	3,195.3
LOWES BLDG SUPP STR VIGNETTE	V376	1,326.1							823.9	30.4		471.8	
LOWES FOODS STORE	V346	1,060.0			1,028.0					32.0			
LOWES MOTOR SPEEDWAY	V163	3,003.2			200.0	467.1	125.2	123.3	439.5	103.3	274.7	1,270.2	
LOWRY THEATER	V161	322.7			322.7								
LOYOLA MEDICINE CLINIC	V133	876.6			876.6								
LOYOLA UNIV MEDICAL CTR	V133	1,104.8	99.0		2.8			12.9		990.1			
LOYOLA UNIVERSITY	G810	367.7			273.1	45.3	49.3						
LPGA LDS PROF GLF ASSN	V163	935.2				713.0			118.8	7.0		96.4	
LRG HATS & RTW MEN	A490	424.9	424.9										
LRG RTW FAMILY	A190	408.7	408.7										
LRG RTW MEN	A190	1,309.4	1,309.4										
LRG SPORTSWEAR MEN	A141	414.8	414.8										
LTS BUILDERS & REALTY	V171	3,956.7			3,774.7	17.9	164.1						
LU LE PETIT ECOLIER COOKIES	F343	612.7							612.7				
LUBIAM CLOTHING STORE MEN	V311	295.5	295.5										
LUBRIDERM INTENSE SKIN RPR BDY LTN	D110	11,321.2							7,234.9	123.8	1,372.6	2,589.9	
LUBRIDERM SKIN NOURISHING LOTION	D110	7,968.2							5,649.4	47.5	1,117.1	1,154.2	
LUBRIPLATE LUBRICANTS	T290	385.0	385.0										
LUBYS CAFETERIAS	G320	1,404.8					115.0		1,289.7				
LUCAS ARTS LEGO STR WRS CMPLT SG/GM	G511	1,430.7									1,430.7		
LUCAS ARTS THRILLVILLE OFF/RAILS/GM	G511	1,937.7							380.1	0.3		1,557.3	
LUCAS OIL MOTOR OIL	T212	335.4			198.6					6.1		130.7	
LUCAS OIL VAR ADDITIVES	T142	316.3							149.2	22.6		144.5	
LUCENTIS MACULAR DEGENERATION RX	D560	11,394.1	11,394.1										
LUCIDA RE DEV	B452	3,363.5	781.2	2,246.5	18.2	317.7							
LUCIEN PELLAT FINET STR	V311	376.2	360.0			16.2							
LUCILLE ROBERTS FTNS/W	D800	1,519.7							1,519.7				
LUCKY BRAND JEANS FAMILY	A142	1,208.0	972.7	228.7	6.6								
LUCKY BRAND RTW FAMILY	A190	3,867.7	3,867.7										
LUCKY EAGLE CASINO	V169	435.6			180.4		199.4		55.9				
LUCKY GROCERY STORE	V346	1,338.5			1,338.5								
LUCKY LEAF PIE FILLING	F141	1,046.0	1,046.0										
LUCKY MAGAZINE ONLINE	B623	592.3	592.3										
LUCKY MAGAZINE SWEEPSTAKES	B623	302.2	302.2										
LUCKY NUMBER 6 FRAGRANCE MEN & TOIL	D410	275.2	275.2										
LUCKY NUMBER 6 FRAGRANCE WOMEN	D180	1,994.8	1,994.8										
LUCKY SHOPS	B623	1,332.7	1,332.7										
LUCKY STAR CASINO	V169	484.6					389.8		94.7				
LUFTHANSA AIRLINES INTL	T414	12,688.0	9,766.9		490.1	492.9	932.4		1.8				1,003.9
LUFTHANSA GERMAN ARLNS	T414	372.8					372.8						
LUGGAGE & LEATHER OUTLET	V357	465.3			465.3								
LUGGAGE ONLINE STORE ONLINE	V357	834.0	834.0										
LUGZ BOOTS & SHOES MEN	A310	1,234.4	1,234.4										
LUGZ BOOTS MEN	A310	274.8							0.0		186.8	88.0	
LUGZ SHOES MEN	A310	620.1	620.1										
LUHRS BOATS	G430	360.5	360.5										
LUHRSSEN & ASSOC ATTY	V151	271.5					5.2		266.3				
LUKE BROWN&ASSOC YACHTS	G430	934.0	934.0										
LUMA RE DEV	B452	632.7	305.8		41.0	285.8							
LUMBER LIQUIDATORS STORE	V376	15,859.7	2,270.8	6,393.3	873.0	96.5	915.9		112.1	267.4	2,729.7	2,201.0	
LUMEDIA DRUGS/TOILETRIES DR	V830	5,014.1	3,622.1	1,392.0									
LUMENE SKIN CARE PDTs	D110	574.1											574.1
LUMIERE CONDOMINIUMS	B452	322.3			268.6		53.7						
LUMIERE PLACE CASINO HTL	T431	358.4	5.2				9.6		343.6				
LUMIERE PLACE CASINO&HTL	T431	1,385.9			1,385.9								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LUMINANT ENERGY	V173	641.9			396.7				245.2				
LUMINEERS BY CERINATE	V133	12,173.7	1,047.7	360.0	45.4			90.8	685.9	9,844.0	100.0		
LUNA CARPET & BLIND CO	V373	2,987.7			7.6				2,980.1				
LUNA COSMETIC CTR/SRGY	V133	728.5					3.6		724.9				
LUNA EYE CENTER	V133	315.1			16.1				299.0				
LUNA HEALTH MGT	V133	302.1											302.1
LUNCHABLES CHICKEN DUNKS	F290	2,923.2						263.8	0.1		2,659.3		
LUNCHABLES JR LUNCH COMBOS	F290	5,897.2	5,897.2					170.9	900.9		3,806.0		
LUNCHABLES LUNCH COMBOS	F290	22,079.7	13,568.2	3,633.8				196.1			2,230.0		
LUNCHABLES MAXED OUT LUNCH COMBOS	F290	2,426.1						56.4			954.6		
LUNCHABLES MINI LUNCH COMBOS	F290	1,011.0											
LUNDQUIST AUTOMOTIVE	V219	460.9			375.7				85.2				
LUNDSTROM JEWELERS & WHITEHALL CO	V314	1,639.2			1,497.9	141.3							
LUNDY LAW	V151	453.8					13.0		440.8				
LUNESTA SLEEP RX	D560	270,889.4	77,168.1	23,985.5				113,539.2	157.1		56,039.4		
LUNT FONTANNE THEATRE	V161	1,102.5			636.5	466.0							
LUPIENT AUTO MALL	V219	545.8			545.8								
LURAY CAVERNS	V166	547.5					56.5		491.0				
LUSTINE AUTO ENTERPRISES	V219	470.8			470.8								
LUSTINE TOYOTA	V212	646.3			646.3								
LUTHER AUTO ENTERPRISE	V219	366.7			261.2				125.5				
LUTHER BROOKDALE CHEV	V211	328.0			328.0								
LUTHER BURBANK SAVINGS CONSUMER SVC	B121	498.8			498.8								
LUTHER KIA	V212	453.0							453.0				
LUTHER VILLAGE RTRMNT HM	V134	283.2			283.2								
LUTHER WHITE BEAR SUBARU	V212	286.1			286.1								
LUTHERIAN HOUR MINISTRIES	B322	1,371.7							14.9				1,356.8
LUTRON HOMEWORKS LIGHTING CONTROLS	H151	928.9	928.9										
LUTRON LIGHTING CONTROLS	H151	3,393.7	3,297.6	96.1									
LUTRON MAESTRO IR DIMMER SWITCH	H151	688.2	688.2										
LUVS DISPOSABLE DIAPERS	D270	13,234.0						5,883.3	606.7	1,651.7	5,092.4		
LUVS ULTRA LKGRDS DISPOSABLE DIAPERS	D270	1,043.6	564.0	479.4					0.1				
LUX BOND&GREEN JEWELER	V314	1,829.4			1,533.2	81.8	214.5						
LUXEHOME HM FRNSHNG STR	V372	398.1	89.8		308.2								
LUXIRIE BOOTS & RTW WOMEN	A310	429.0	429.0										
LUXIRIE JEANS & SWEATERS WOMEN	A142	315.2	315.2										
LUXIRIE RTW WOMEN	A190	542.7	542.7										
LUXIS INTL DRUGS/TOILETRIES DR	V830	1,100.8	574.4	365.0		161.4							
LUXOR HOTEL & CASINO	T431	512.0			117.2			367.5		27.2			
LUXOTTICA EYEWEAR	D630	304.2	199.2					30.9					74.1
LUXURY BATH SYS INC	V171	629.2			254.4				374.8				
LUXURY COLLECTION WORLDWIDE	T432	254.3	254.3										
LUXURY MOTORS AUTO DLR	V219	7,445.2	7,405.5		25.4	14.3							
LUXURY OF LEATHER FURN	V375	831.7			392.1				439.6				
LUXURY PORTFOLIO REALTY	B451	919.5	919.5										
LUXURY RESORTS & HOTELS	T431	1,688.4	704.9	198.6	492.2	283.2	9.6						
LUXXOTICA APPAREL	A990	329.6					329.6						
LUZIANNE RTS FLAVORED ICED TEA	F412	442.9											442.9
LUZIANNE TEA BAGS	F412	1,360.6							1,360.6				
LVMH CHAMPAGNE	F620	1,054.6					1,054.6						
LXR LUXURY RESORTS	T431	339.5	260.8			54.8	23.9						
LYALL CHEVROLET	V211	502.4			502.4								
LYBREL BIRTH CONTROL RX	D560	5,876.5	5,876.5										
LYCEUM THEATRE	V161	667.9			141.4	521.5			5.1				
LYNCH AUTO DLR	V219	437.0			428.6		8.4						
LYNN CHEVROLET	V211	315.2			315.2								
LYNN LAYTON CHEVROLET	V211	388.7							388.7				
LYNN SMITH CHEVROLET	V211	938.7			916.2		22.5						
LYNNES AUTO GROUP	V219	279.8			279.8								
LYNNES INFINITI	V212	472.5			432.0				40.5				
LYNNES NISSAN SUBARU	V212	517.1			517.1								
LYNNWOOD HONDA	V212	619.8			452.9				166.9				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LYON REALTY	B451	630.9			630.9								
LYON WAUGH AUTO GROUP	V219	532.2			532.2								
LYRIC JEWELRY	A510	392.9	392.9										
LYRIC OPERA OF CHICAGO	V161	798.8			654.5	144.2							
LYRIC STREET RASCAL FLATTS STILL/GD	H531	537.7	87.9					111.3	27.7	21.6	261.7		27.5
LYRICA PREGABALIN RX	D560	72,269.2	45,968.5	6,466.1				15,685.6	1,569.5		2,579.6		
LYSOL 3 IN 1 ALL-PURPOSE LIQ&SPRY	H430	10,143.0						4,649.6	983.6	899.7	3,610.1		
LYSOL 4 IN 1 ALL-PRPS LIQ&SPRY CLN	H430	4,010.8						1,770.7	324.1	671.1	1,244.9		
LYSOL DEEP REACH TOILET BOWL CLEANER	H443	3,026.3						1,414.2	267.7	459.2	885.2		
LYSOL NEUTRA AIR AIR FRESHENER SPRAY	H353	3,736.7						1,663.5	243.1	562.0	1,268.1		
LYSOL NEUTRA AIR FRSHMTC AIR SNTZR	H353	9,950.8						3,777.7	1,163.4	1,036.3	3,973.4		
LYSOL POWER TOILET BOWL CLEANER	H443	14,392.7						7,531.5	1,179.4	1,415.6	4,266.2		
LYSOL SPRAY DISINFECTANT	H352	24,726.6	5,219.2					10,582.7	1,596.2	2,079.8	5,248.7		
LYSOL TOILET BOWL CLEANER	H443	281.5							90.2	15.8	175.5		
LYSOL WIPES	H430	13,276.2	1,431.1					6,675.8	1,015.8	1,090.1	3,063.4		
LYTAL RTR CLRK FNTN&WLMS	V151	305.7							305.7				
M AT BEEKMAN APARTMENT	B452	336.2	174.1		27.2	134.8							
M MARIAH CAREY FRAGRANCE WOMEN	D180	7,116.9	3,969.6					375.6	14.4	1,157.3	1,599.9		
M PATRICOF CREATIVE JEWELRY	A510	1,544.1	1,544.1										
M&I BANK CONSUMER SERVICES	B121	5,316.9			4,212.3		654.3		387.7				62.6
M&MS DARK CHOCOLATE CANDY	F510	21,882.0	5,470.9	2,840.6				5,930.8	30.9	3,287.7	4,316.0		5.2
M&MS HOLIDAYS CANDY	F510	1,906.2						588.2	7.3	749.7	561.0		
M&MS MILK CHOCOLATE CANDY	F510	14,023.3	11,847.5	2,175.8									
M&MS MINIS CANDY	F510	1,455.4	816.8	638.6									
M&MS OGRE-SIZED CANDY	F510	2,667.8						1,347.9	9.4	768.3	542.2		
M&MS VAR CANDY	F510	33,713.4	1,053.0		102.4		35.6	13,197.4	188.9	9,003.3	10,132.8		
M&T BANK CONSUMER SERVICES	B121	4,531.7			4,338.8		146.6		46.3				
M/HOMES RE DEV	B452	826.6			826.6								
MAACO AUTO BODY CENTER	V241	27,391.4			833.9		31.6		26,515.4	10.5			
MAALOX ANTACID LIQUID & TABLETS	D531	1,894.8	1,894.8										
MABELS LABELS MISC DR	V859	250.0	250.0										
MAC & JAC RTW WOMEN	A190	545.6	545.6										
MAC HAIK AUTO DLR	V219	2,046.1			2,046.1								
MAC HAIK FORD LINC MERC	V211	1,862.1			1,836.5				25.5				
MAC VENEERS DENTAL VENEERS	D219	416.2	416.2										
M-A-C VIVA GLAM LIPSTICK	D120	923.6	923.6										
M-A-C VIVA GLAM V LIPSTICK	D120	329.9	329.9										
M-A-C VIVA GLAM VI LIPSTICK	D120	2,539.4	2,539.4										
MACALLAN SCOTCH WHISKEY	F713	1,717.3	1,717.3										
MACANUDO CIGARS	G220	2,758.4	2,758.4										
MACAYOS MEXICAN REST	G310	591.4			9.6		185.8		396.0				
MACDILL FED CREDIT UNION CON SVC	B124	338.4			132.5		200.2		5.7				
MACDONALD HARDWOOD FLRS	V373	354.6			60.0				294.6				
MACEDONIA INDUSTRIAL DEVELOPMENT	B840	2,391.5	1,714.2			677.3							
MACERICH SHOPPING MALLS	V620	427.0			9.7		417.3						
MACGREGOR DCT GOLF CLUBS	G460	391.8	391.8										
MACGREGOR MACTEC NVG 2 GOLF CLUBS	G460	1,955.8	1,955.8										
MACGREGOR MACTEC SERIES GOLF CLUBS	G460	470.8	470.8										
MACGREGOR VAR GOLF CLUBS	G460	1,274.7	1,274.7										
MACGREGOR YACHTS DLR	G430	325.7	325.7										
MACKENTHUNS COUNTY MKT	V346	2,156.0			2,156.0								
MACKENZIE PARTNERS INC CONSUMER SVC	B122	774.2				774.2							
MACKENZIE PARTNERS INC TENDER OFF	B130	2,582.1				2,582.1							
MACKS EARPLUGS	D690	1,053.4	1,053.4										
MACKSOODS POOL & SPA STR	V379	735.4						735.4					
MACNEIL AUTOMOTIVE PDTS AUTO DR	V880	34,398.4	34,398.4										427.9
MACYS DEPT APPAREL CHILDREN	V410	3,364.5	887.6		1,919.2	129.7							
MACYS DEPT APPAREL FAMILY	V410	10,800.1	141.2		4,738.2	41.0		4,570.9	192.7	239.7	876.4		
MACYS DEPT APPAREL MEN	V410	24,732.1	6,848.8		14,886.2	2,482.8							514.3
MACYS DEPT APPAREL MEN & WOMEN	V410	8,961.8	1,499.6	92.0	6,174.7	349.7			97.3				748.5
MACYS DEPT APPAREL WOMEN	V410	89,296.1	25,061.3	46.0	33,798.9	6,632.0		18,112.6	665.9	779.0	3,912.6		287.9
MACYS DEPT APPLIANCES	V470	1,487.1			1,487.1								

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MACYS DEPT CP	V490	2,313.9	1,949.4		195.9	168.6							
MACYS DEPT DRUGS/TOILETRIES	V430	81,068.6	5,121.8		59,791.8	5,872.5			682.8	43.6	123.2		9,432.9
MACYS DEPT GROCERIES	V440	852.5			834.0	18.5							
MACYS DEPT HOUSEHOLD	V470	74,763.0	8,451.8	46.0	32,879.5	720.4		17,717.9	3,221.3	5,271.7	6,216.7		237.7
MACYS DEPT JEWELRY	V410	20,151.4	2,159.1		11,534.4	3,752.7			2,705.2				
MACYS DEPT MISC	V450	93,338.3	3,844.1	52.9	80,483.3	5,038.6			2,330.4	387.1	309.4	892.4	
MACYS DEPT MULTI-PDTS	V490	55,284.8	761.8		18,456.7	353.3	1,512.6	23,143.2	337.6	1,953.8	5,387.4		3,378.3
MACYS DEPT OPTICAL	V450	778.2			778.2								
MACYS DEPT RECRUITMENT	B912	415.9	42.1		273.6	8.8			90.6				0.7
MACYS DEPT SALES ANNOUNCEMENT	V490	367,602.8			239,944.0	1,893.1		66,042.5	11,237.7	16,026.2	21,124.7	587.1	10,747.6
MACYS DEPT SPORT/TOY/HOBBY	V450	259.1			182.8	76.3							
MACYS EAST CP	V490	337.2			337.2								
MACYS FLOWER SHOW	V164	634.3	87.0		168.1	379.1							
MACYS WEST DEPT APPAREL MEN	V410	319.7	319.7										
MACYS WEST DEPT APPAREL WOMEN	V410	1,213.0	1,213.0										
MACYS WEST DEPT MULTI-PDTS	V490	2,577.5					586.3						1,991.2
MAD SCIENCE WORKSHOP	G820	412.2						17.3			394.9		
MADA SPORTSWEAR MEN	A141	305.7	305.7										
MAD-CROC VAR FOOD PDTS	F900	274.7			53.3						221.5		
MADDEN DOOR & SONS	V171	522.3			522.3								
MADISON CENTER	V133	266.7							266.7				
MADISON GALLERY	V352	342.0	342.0										
MADISON HONDA	V212	644.2			609.2		35.0						
MADISON HOUSE FURN GLRY	V375	291.4			291.4								
MADISON MEDIA CORP ADV	B651	3,214.3	3,214.3										
MADISON SQUARE GARDEN	V169	2,616.0	171.7		1,576.8	780.0	63.0		23.7				0.8
MADRID CHAMBER/COMMERCE	B313	586.8	586.8										
MADRID SPAIN TP	T434	3,300.9	2,708.3	228.7	256.7	107.2		13.1	174.5				
MAGEE-WOMENS HOSPITAL	V133	315.1			127.4								
MAGELLAN GPS	G130	1,074.1	1,074.1										
MAGELLAN GPS COMPANION GPS SYSTEMS	G130	285.8				285.8							
MAGELLAN MAESTRO PORTABLE GPS SYSTEM	G130	881.0	601.2			279.8							
MAGGI VAR FOOD PDTS	F900	1,354.7	169.0						621.8		68.8		495.0
MAGGIANOS LTL ITLY REST	G320	691.3			13.9		87.8		6.4				583.2
MAGGIE SOTTERO BRIDAL GOWNS WOMEN	A130	9,008.7	9,008.7										
MAGGIE SOTTERO BRIDAL&FORMAL GOWNS W	A130	489.2	489.2										
MAGIC FUNDAMENTALS VAR VIDEOS DR	V873	3,405.4								3,405.4			
MAGIC SPRINGS AMUSE PARK	T440	277.9					32.8		245.1				
MAG-LITE FLASHLIGHT	H232	2,793.4	1,001.3								1,792.1		
MAGNA CHARGER SUPER CHARGER SYS	T144	881.2	881.2										
MAGNAFLOW EXHAUST SYSTEM	T144	1,739.8	697.4								1,042.4		
MAGNA-RX DRUGS/TOILETRIES DR	V830	3,984.2	3,636.5	347.8									
MAGNILIFE DRUGS/TOILETRIES DR	V830	479.4		479.4									
MAGNIVISION EYEWEAR	D630	919.7	919.7										
MAGNOLIA AUDIO VD DSG CT	V361	1,480.9			1,480.9								
MAGNOLIA BROKEN ENGLISH MOVIE	B660	666.5	7.4		445.6	143.2					70.2		
MAGNOLIA CRAZY LOVE MOVIE	B660	433.3	20.5		307.9	104.9							
MAGNOLIA DIGGERS MOVIE	B660	298.6	3.5		104.8	40.4					149.9		
MAGNOLIA HOST MOVIE	B660	1,242.3	21.7		986.4	102.7					131.6		
MAGNOLIA IRA & ABBY MOVIE	B660	503.1	14.7		222.8	102.6			163.0				
MAGNOLIA NO END IN SIGHT MOVIE	B660	925.2			828.8	96.5							
MAGNOLIA REDACTED MOVIE	B660	263.5	3.5		186.2	65.1					8.7		
MAGNOLIA SEVERANCE MOVIE	B660	542.9			136.5				17.6		388.8		
MAGNUM INSURANCE AGENCY	B430	1,423.7							1,423.7				
MAGRUDERS GROCERS	V345	1,982.4			1,982.4								
MAHARAM HOUSEHOLD FABRICS	H141	258.8	208.2				50.5						
MAHATMA RICE	F324	1,057.2	345.6						0.4		199.1		512.1
MAHER CHEVROLET	V211	301.8			250.0				51.8				
MAHER GUILEY&MAHER ATTY	V151	545.6			398.5				147.1				
MAHINDRA TRACTOR	G721	1,082.0	315.1						1.6		765.4		
MAWAH HONDA	V212	1,054.8			981.9		72.9						
MAIDENFORM BRAS & PANTIES WOMEN	A220	261.8	261.8										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MAIDENFORM BRAS WOMEN	A220	865.9	865.9										
MAIDENFORM UNDERCLOTHING	A220	829.0					829.0						
MAIDPRO CLEANING SVC	V179	360.1			360.1								
MAIDS HOME SERVICE	V179	1,110.9	448.4				0.8		21.7		640.1		
MAIL HANDLERS INSURANCE DR	V829	2,079.8						22.8	12.7	401.6	1,642.8		
MAIMONIDES MEDICAL CTR	V133	707.1		394.0	121.8	191.2		277.7		5.0			
MAIN GATE FLEA MARKET	V359	282.7											
MAIN ST HOMES RE DEV	B452	262.9			262.9								
MAINE STATE LOTTERY	B314	370.6							370.6				
MAINE STATE TP	T433	3,328.7	1,167.7	1,132.1	196.2					832.7			
MAINSTREET HOMES	B452	329.8					226.4		92.8				10.6
MAISON EAST RE DEV	B452	260.6			9.1	251.5							
MAISON LOUIS JADOT WINE	F620	1,152.5			1,081.0	71.4							
MAITA AUTO ENTERPRISES	V219	352.9			352.9								
MAITA TOYOTA	V212	791.5			791.5								
MAITAS ELK GROVE CHEV	V211	354.4			354.4								
MAJELLA SOCIETY	B329	289.3					158.9		130.3				
MAJESTIC AMERICA LINE CRUISES	T412	1,869.4	1,084.3		785.1								
MAJESTIC DRUG CO DRUGS/TOILETRIES DR	V830	561.2	561.2										
MAJESTIC MARKETING SVC	B651	486.0	486.0										
MAJESTIC STAR CASINO	V169	764.8			331.4		429.2		4.1				
MAJESTIC THEATRE	V161	1,437.9			1,056.0	344.6			37.2				
MAJIC WINDOW CONTRACTOR	V171	2,013.6							2,013.6				
MAJOR AUTO DLR	V219	2,759.3			2,759.3								
MAJOR LEAGUE BASEBALL	V163	5,886.3	923.7		93.7	2,207.7	17.7	0.0	67.2		2,548.6		27.8
MAJOR LEAGUE BASEBALL CARDS	G530	340.6	340.6									0.9	
MAJOR LEAGUE BASEBALL CP	G930	538.1	302.7			234.6							
MAJOR LEAGUE BASEBALL RTW M&W	A190	497.3	358.7		138.6								
MAJOR LEAGUE BSBL/PSA	B323	331.8							4.2		327.6		
MAJOR LEAGUE VIDEO	H532	336.7	336.7										
MAJOR LOAN CENTER CONSUMER SERVICES	B124	6,063.7			6,063.7								
MAJOR WORLD AUTO	V219	11,267.9			10,152.6				1,115.4				
MAJOR WORLD CHEV KIA	V219	426.5			426.5								
MAJOR WORLD CHEVROLET	V211	1,629.1			1,629.1								
MAJOR WORLD FORD LNC MRC	V211	725.9			725.9								
MAJOR WORLD KIA	V212	1,442.6			1,442.6								
MAJORS MEDICAL SUPPLY DRUGS/TOIL DR	V830	281.0							281.0				
MAJORS MOBILITY MED SUPP	V330	302.3							302.3				
MAJORWORLD.COM ONLINE	V219	3,198.7			3,198.7								
MAK FIN GROUP MTG CONSUMER SVC	B124	564.6			564.6								
MAKE A WISH FNDTN/PSA	B323	128,497.3						127,178.2	1,262.9		56.2		
MAKE BIG MONEY ON EBAY SEMINAR	G820	1,044.2			1,044.2								
MAKE MONEY/RE FRCLSRS SEMINAR	G820	6,181.9			6,039.0	142.9							
MAKE/EBAY BUS FLY/30 DYS SEMINAR	G820	1,995.0			1,995.0								
MAKE-A-WISH FOUNDATION	B322	34,167.8	846.5		1,446.6		22.7	31,686.5	165.1		0.5		
MAKERS MARK BOURBON WHISKEY	F711	1,696.8	1,227.8			142.9	326.1						
MAKUR DESIGNS JEWELRY	A510	517.3											
MALAISE LAW FIRM	V151	277.8							277.8				
MALARIA NO MORE ORG	B322	469.5							138.3		331.2		
MALARIA NO MORE ORG/PSA	B323	1,769.7						1,754.6	15.1				
MALAYSIA TP	T434	4,306.6	2,861.6	217.3	833.9	281.9					112.0		
MALCO THEATRES	V165	649.2			649.2								
MALIBU OUTDOOR LIGHTING	H151	811.4	700.6	110.9									
MALIBU RUM	F732	4,353.0			21.6		40.0				2,829.3		1,462.2
MALKIN RIFKIN APPL STR	V371	431.9			431.9								
MALL AT SHORT HILLS	V620	305.9		27.4			97.6		180.8				
MALL CHEVROLET	V211	1,167.4			1,157.4				10.0				
MALL CHRYSLER	V211	754.0			740.9				13.1				
MALL OF AMERICA	V620	2,460.3	299.8		1,660.9		168.4		327.2				4.1
MALL OF GA AUTO	V219	701.6			701.6								
MALL OF GEORGIA	V620	342.5			342.2				0.3				
MALL SUZUKI	V212	827.8			708.4				119.3				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MALLON FORD	V211	277.9			277.9								
MALO CLOTHING STORE MEN & WOMEN	V311	324.1	138.2	185.9									
MALO CLOTHING STORE WOMEN	V311	1,984.9	1,984.9										
MALO RTW MEN	A190	403.6	403.6										
MALONES COST PLUS SPRMR	V346	304.5							304.5				
MALONEY & MALONEY ATTY	V151	250.6							250.6				
MALONEY-STROHMEYER ATTY	V151	431.9							431.9				
MALOUF AUTO ENTERPRISES	V219	812.6			812.6								
MALOUF CHEVROLET	V211	398.1			398.1								
MALOUF FORD LINC MERC	V211	406.9			406.9								
MALOUF LINCOLN MERCURY	V211	274.4			274.4								
MALOUF LINCOLN MERCURY	V373	382.2			354.1		28.2						
MALT-O-MEAL VAR CEREALS	F220	670.9	61.2		65.6				383.7		110.2		50.2
MALTZ JUPITER THEATRE	V161	254.4			247.1				7.2				
MALUAKA RE DEV	B452	390.2	146.5	243.7									
MALVERN FED SAVINGS BANK CON SVC	B121	387.9			282.4		85.7		19.7				
MAMA LUCIA MEATBALLS	F332	1,432.7							10.7	1,371.8	50.2		
MAMMA MIA PLAY	V161	2,784.4	79.2		14.0		1,145.4		1,545.3				0.5
MAMMOTH MTN SKI RESORT	T431	307.9	292.9		10.4		3.2						1.5
MAN ABOUT TOWN VIDEO	H532	807.3	807.3										
MAN OF THE YEAR VIDEO	H532	2,610.0							1,441.4	2.3	224.2	942.2	
MAN PDT'S PRE-FAB BUILDINGS	H614	7,468.9			7,468.9								
MANCARIS AUTO DLR	V219	1,707.0			1,707.0								
MANCARIS CHRYSLER JEEP	V211	3,321.6			3,321.6								
MANCINI SLEEP WORLD	V377	4,960.9			1,669.3				3,291.6				
MANDALAY BAY RESORT&CSN	T431	4,394.4	691.1		1,095.1			1,072.8	134.2	1,325.3		75.9	
MANDARIN ORIENTAL HOTELS	T431	401.5	348.2			53.3							
MANDARIN ORIENTAL HOTELS NY	T431	617.9	617.9										
MANDARIN ORIENTAL HOTELS WORLDWIDE	T432	3,142.4	3,035.8			106.7							
MANDEE SHOPS CLTHNG STR WOMEN	V311	407.7	407.7										
MANDL SCHOOL	G850	464.8			464.8								
MANE N TAIL BARRIER PRTCTN TRTMNT	D330	522.9	522.9										
MANE N TAIL SHAMPOO & CONDITIONER	D320	1,075.0	1,075.0										
MANEY & GORDON ATTY	V151	282.5							282.5				
MANFREDI AUTO DLR	V219	1,206.4			1,130.1		76.3						
MANFREDI JEWELRY STORE	V314	380.7			142.3		196.2	42.2					
MANFROTTO TRIPODS	G142	521.4	521.4										
MANHATTAN AUDI	V213	1,602.7				1,602.7							
MANHATTAN AUTO DLR	V219	2,019.7			1,285.3	734.4							
MANHATTAN BEACH TOYOTA	V212	2,260.4			2,260.4								
MANHATTAN CLUB	V167	367.0	366.8		0.2								
MANHATTAN CTR/KTCHN&BTH	V376	1,980.9	1,200.6	780.3									
MANHATTAN HOUSE RE DEV	B452	531.0			383.0	148.0							
MANHATTAN MAZDA	V212	290.5			273.8	16.8							
MANHATTAN MEDIA SERVICES	V129	541.6	541.6										
MANHATTAN MINI TOY STORE	V363	642.6					642.6						
MANHATTAN THEATRE CLUB	V161	636.7	96.0			540.7							
MANHATTAN TOY STORE	V363	395.6	395.6										
MANHATTAN TOYOTA	V212	681.4			681.4								
MANHATTAN WEST MORTGAGE CONSUMER SVC	B124	252.3										252.3	
MANISCHEWITZ VAR FOOD PDT'S	F900	251.0				98.8							152.2
MANITOBA CANADA TP	T434	391.9	192.2			199.8							
MANN THEATRES	V161	5,950.6			5,950.6								
MANN TRAVELS	T420	425.4			425.4								
MANN'S JEWELERS	V314	311.4			259.4		46.7		5.3				
MANNYS TV & APPL STORE	V371	925.8			367.7				558.2				
MANOLO BLAHNIK SHOE STR WOMEN	V313	632.7	632.7										
MANOR/ST MARYS RTRMNT HM	V134	306.8			306.8								
MANPOWER INC TEMP SVC	B913	1,644.2	36.0		19.4	1,502.9	63.8		22.1				
MANS BEST FRIEND DG TRNG	V158	293.9							293.9				
MANSOUR ORIENTAL RG GLRY	V373	974.2	896.4		77.7								
MANSOURS ORIENTAL RUG GL	V373	454.9	346.6		61.7				46.6				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MANTIS MFG LAWN & GARDEN PDT DR	V853	17,022.2	12.0		881.3				365.3	188.4	16,456.5		
MANUEL AUTO DLR	V219	881.3			881.3								
MANUEL E SOLIS ATTY	V151	257.0							257.0				
MANY ADVENTURES/WN/PH VIDEO	H532	1,267.3						421.3	10.5	126.8	708.7		
MANZANILLA GRISI HAIR PDT	D390	320.1							320.1				
MAPLE SHADE MAZDA	V212	898.7			898.7								
MAPLE SHADE MAZDA & TURNERSVILLE MZD	V212	899.0			899.0								
MAPLEWOOD TOYOTA	V212	274.5			212.8				61.7				
MARACAY HOMES	B452	412.8			55.5		357.2						
MARATHON ASHLAND GASOLINE	T211	342.2											342.2
MARATHON EVENTS/PSA	B323	577.8							577.8				
MARATHON GASOLINE	T211	3,886.8			0.2				2,461.2		1,087.3		338.1
MARATHON OIL CO CP	T220	2,361.2			504.7	502.5			0.1		1,353.9		
MAR-BECK SMALL APPL STR	V371	359.7			63.8				296.0				
MARBURN CURTAIN WRHS	V379	286.9			286.9								
MARC ANTHONY INST THCK HR CR&STYL PDT	D320	636.4	636.4										
MARC ANTHONY STRCTLY CRL HR CR&STYLN	D320	537.4	537.4										
MARC HEITZ CHEVROLET	V211	380.9			371.9		9.0						
MARC JACOBS CLOTHING STR MEN	V311	321.1	321.1										
MARC JACOBS CLOTHING STR MEN & WOMEN	V311	1,800.3	1,800.3										
MARC JACOBS CLOTHING STR WOMEN	V311	6,926.5	6,812.2	114.4									
MARC MILLER AUTO	V219	535.9			535.9								
MARC TASH INTERIORS	V372	258.1				258.1							
MARCH OF DIMES	B322	1,399.0	689.0		29.8	120.8	110.9		423.2		25.4		
MARCH OF DIMES WALK AMER	B322	350.7	279.1		70.4		1.2						
MARCH OF DIMES/PSA	B323	3,398.4							112.1	3,129.6		156.6	
MARCH PERFORMANCE AUTOMOTIVE DR	V880	551.6	551.6										
MARCIANO APPAREL	A990	1,865.9	1,865.9										
MARCIANO CLOTHING STORE WOMEN	V311	277.4	277.4										
MARCIANO DRESSES WOMEN	A130	1,464.0	1,464.0										
MARCIANO RTW & SHOES WOMEN	A190	1,359.1	1,359.1										
MARCIANO RTW WOMEN	A190	554.2	554.2										
MARCIANO SHOES WOMEN	A310	428.7	428.7										
MARCO BICEGO JEWELRY	A510	3,639.3	3,639.3										
MARCOS PIZZA RESTAURANT	G310	765.5			84.0		13.9		667.6				
MARCUS & MACK ATTY	V151	346.9								346.9			
MARCUS THEATRES	V165	1,380.2			1,374.5				5.6				
MARDEL CHRSTN&EDUC/STR	V359	256.1			256.1								
MARDI GRAS CASINO	V169	250.9			35.9		164.8		50.2				
MARDI GRAS GAMING CASINO	V169	2,082.2			1,623.5				458.7				
MARDI GRAS RACE TRACK	V163	304.9					304.9						
MARGARITAVILLE REST	G310	263.1					263.1						
MARGATE LINCOLN MERC VLV	V219	823.5			823.5								
MARGE CARSON FURNITURE	H121	1,081.1	1,081.1										
MARGOLIUS MRGLS&ASSOC	V151	268.7							268.7				
MARIANAS FOOD STORE	V346	275.8				7.8			268.0				
MARIANO BRIDAL GOVNS WOMEN	A130	837.3	837.3										
MARIC COLLEGE	G810	2,925.0			63.9				2,861.2				
MARICOPA/HOME LNDSCP SHW	V164	323.4			23.1		300.4						
MARIE ANTOINETTE VIDEO	H532	1,118.0	156.0						172.1	6.3	290.6	493.1	
MARIE CALLENDER REST	G310	1,733.6			822.9		490.9		359.3				60.5
MARIE CALLENDERS CRCK PT FRZN ENTRS	F260	1,517.8							793.2	498.0		226.6	
MARIE CALLENDERS FROZEN ENTREES	F260	290.6											290.6
MARIE CALLENDERS FROZEN POT PIES	F260	9,114.3							4,958.8	1,475.5	681.9	1,998.1	
MARIE CALLENDERS PIES	F342	301.6								299.7			1.9
MARIE CLAIRE MAGAZINE ONLINE	B623	2,077.9	2,077.9										
MARIES SALAD DRESSING	F130	762.4							762.4				
MARILYN'S KEEPSAKES MULTI-PDTS DR	V899	815.6	815.6										
MARIN CENTER THEATER	V161	313.2			313.2								
MARINA AUTO	V219	295.1			295.1								
MARINA BUICK PONTIAC GMC	V211	259.6								259.6			
MARINA DODGE	V211	262.4			71.4					191.0			

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MARINA MITSUBISHI	V212	321.3			74.1				247.3				
MARINA PONTIAC GMC	V211	796.2			705.1				91.1				
MARINA RINALDI STORE WOMEN	V311	788.2	772.7		15.5								
MARINA SQUARE AUTO CTR	V219	738.0			738.0								
MARINA SQUARE AUTO CTR & SN LNDR AUTO	V219	855.8			855.8								
MARINE CORPS MARATHON	V162	251.3	217.4		33.9								
MARINE GROUP YACHT DLR	G430	654.0	654.0										
MARINE MECHANICS INST	G840	461.0								461.0			
MARINE MECHANICS INST CORR SCH DR	V854	515.1								515.1			
MARINE POWER SERVICE	G430	462.8	462.8										
MARINE VIDEO	H532	1,560.5						529.0	5.2	47.8	978.5		
MARINELA BAKED GOODS	F342	424.0							206.4				217.7
MARINELA BARRITAS COOKIES	F343	252.5							252.5				
MARINELA GANSITO SNACK CAKES	F342	317.9							317.9				
MARINELA LORS COOKIES	F343	295.3							295.3				
MARINELAND AMUSE PARK	T440	1,294.6					48.4		1,246.2				
MARINELLO BEAUTY SCHOOL	G840	993.1			0.4		84.0		908.8				
MARINEMAX BOAT DLR	G430	12,972.6	11,856.6		302.9	595.7	38.8		10.8				167.9
MARINERS MUSEUM	V166	418.7	41.0		255.9	79.5	11.7		30.6				
MARIONS CARPETS	V373	368.1					4.7		363.4				
MARITIME MOTORS CHEV	V211	563.9			563.9								
MARITIME MOTORS INC	V219	308.2			308.2								
MARITIME SAVINGS BANK CONSUMER SVC	B121	278.8			104.7				174.0				
MARITIMO YACHTS	G430	762.1	762.1										
MARK BEAUTY PDT'S	D190	6,613.7	6,613.7										
MARK BOSWORTH&ASSOC RLTY	B451	882.6			842.9	28.0			11.8				
MARK CANNON MCCALEY DDS	V132	259.9			259.9								
MARK CHRISTOPHER CAD HMR	V211	951.4			951.4								
MARK CHRISTOPHER CHEV	V211	312.2			303.7				8.6				
MARK CHRISTOPHER HUMMER	V211	265.6			265.6								
MARK DAVIS ATTY	V151	1,859.5						902.0	503.6	332.2	121.8		
MARK DODGE	V211	587.8								587.8			
MARK E SALOMONE ATTY	V151	684.9								684.9			
MARK E SALOMONE&MRL ATTY	V151	330.4							330.4				
MARK INGRAM BRIDAL STORE WOMEN	V311	550.8	550.8										
MARK IV REALTORS	B451	275.1			275.1								
MARK JACOBSON SCION TOY	V212	259.4			259.4								
MARK JACOBSON SUZUKI	V212	357.4			50.6				306.7				
MARK JACOBSON TOY SCION	V212	2,931.1							2,931.1				
MARK NASON BOOTS & SHOES MEN	A310	444.2	444.2										
MARK NASON BOOTS MEN	A310	1,016.7	1,016.7										
MARK RE DEV	B452	385.3		167.9	34.1	183.3							
MARKET STREET MORTGAGE CON SVC	B124	549.0			549.0								
MARKETING SVC GROUP	B651	256.9	256.9										
MARKETPLACE SUZUKI	V212	486.4			59.4				427.0				
MARKETVIEW LIQUOR STORE	V341	347.2							347.2				
MARKETWATCH ONLINE	B670	5,906.7	43.1			5,863.6							
MARK-MY-TIME DIGITAL BOOKMARK	B722	298.3	298.3										
MARKS & HARRISON ATTY	V151	715.8							715.8				
MARKS-LLOYDS FUR STORE	V312	788.0			628.0				160.0				
MARLIN BAY YACHT CLB DEV	B452	648.5	558.8		43.1	34.4	12.2						
MARLIN FIREARMS	G420	651.8	651.8										
MARLIN RIFLES	G420	299.3	299.3										
MARLO FURNITURE STORE	V375	5,326.2			596.8				4,729.4				
MARLOW EXPLORER YACHTS	G430	302.3	302.3										
MARLOW MARINE SALES	G430	1,855.8	1,855.8										
MARLOW YACHTS	G430	1,353.9	1,353.9										
MARMI SHOE STORE MEN & WOMEN	V313	716.7			519.6	197.1							
MARMOLEUM LINOLEUM FLOORING	H132	1,176.6	1,175.1			1.6							
MARMOT MTN INTL CP	G930	393.0	393.0										
MARON STRENGTH & HONOR MOVIE	B660	274.4			198.9	30.8			44.7				
MARONDA HOMES	B452	2,747.5			1,606.4		1,065.7		75.3				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MAROONE AUTO ENTERPRISE	V219	1,194.1			180.6				1,013.5				
MAROONE AUTO PLAZA	V219	4,964.4			4,653.3				311.0				
MAROONE CHEVROLET FORD	V211	541.0			541.0								
MAROONE CHEVROLET NISSAN	V219	1,801.8			1,801.8								
MAROONE CHEVROLET OLDS	V211	4,536.6			4,536.6								
MAROONE FORD	V211	2,692.0			2,692.0								
MAROONE FORD NISSAN	V219	336.0			336.0								
MAROONE HONDA	V212	566.9			509.7				57.2				
MAROONE NISSAN	V212	821.7			747.4				74.3				
MAROONE SCION TOYOTA	V212	372.7			372.7								
MAROONE USED CAR&TRCKS	V219	375.4							375.4				
MAROONE VOLKSWAGEN VOLVO	V213	271.7			271.7								
MAROONE.COM ONLINE	V219	1,069.7			40.2				1,029.5				
MARQ CONDOMINIUMS	B452	829.5			829.5								
MARQUE MEDICOS	V133	286.3							286.3				
MARQUETTE BANK CONSUMER SERVICES	B121	2,218.7			2,211.7		7.0						
MARQUIS FURNITURE STORE &HFMNS FURN	V375	332.6							332.6				
MARQUIS JET PRE-PAID FLIGHT CARD	V180	3,636.8	2,797.5			839.3							
MARQUIS LOS CABOS HOTEL MEXICO	T432	317.4	317.4										
MARQUIS PRE-PAID FRACTIONAL/PRGM	T300	580.6	51.6		84.0	445.0							
MARQUIS THEATRE	V161	867.4			466.8	400.6							
MARQUIS YACHTS	G430	446.9	446.9										
MARRIOTT CORP CP	T431	543.9			1.1	542.8							
MARRIOTT CORP HOTELS	T431	4,429.5	3,549.0				880.4						
MARRIOTT HOTELS	T431	9,341.5	2,224.9		552.8		1,458.8		2.1		5,102.8		
MARRIOTT HOTELS AIRPORT	T431	405.5					405.5						
MARRIOTT HOTELS GRAND	T431	303.2							287.0		16.3		
MARRIOTT HOTELS HI	T432	729.7	332.9		220.7	56.9	119.2						
MARRIOTT HOTELS SHOALS	T431	301.6					13.5		288.1				
MARRIOTT INTL INC RECRUITMENT	B912	281.2	165.3		115.9								
MARRIOTT VCTN CLB INTL	T420	1,393.8	699.5		440.7		253.6						
MARS 100 CALORIE PACK CANDY	F510	3,087.6	2,790.0	297.6									
MARS INC MISC DR	V859	321.8	321.8										
MARS VAR CANDY	F510	3,865.1	3,493.0	372.1									
MARSH & MCLENNAN BUSINESS SERVICES	B129	1,056.7				1,056.7							
MARSH & MCLENNAN CO INC CP	B429	4,774.0	3,609.2	372.4		792.5							
MARSH & MCLENNAN INC VAR INSURANCE	B429	1,269.3					1,269.3						
MARSH INSURANCE BROKER	B430	1,244.5					1,244.5						
MARSH MRCR KRL GY CRPNTR	V129	848.1			129.9	718.2							
MARSH SUPERMARKETS	V345	2,166.7			1,172.4		65.3		929.1				
MARSHALL BROS LINC MERC	V211	850.8			829.0		21.8						
MARSHALLS DISC APPAREL CHILDREN	V510	1,235.4	25.3		49.8		67.1	778.4		314.8			
MARSHALLS DISC APPAREL FAMILY	V510	5,196.0	58.7		124.7		177.0	3,606.5		1,229.1			
MARSHALLS DISC APPAREL MEN	V510	1,660.3			171.2			1,430.0		59.1			
MARSHALLS DISC APPAREL MEN & WOMEN	V510	2,377.8					21.6	1,576.6	6.7	772.9			
MARSHALLS DISC APPAREL WOMEN	V510	8,218.5	508.3		1,887.8	116.6	219.8	4,282.5	4.2	1,199.3			
MARSHALLS DISC MISC	V550	1,750.9			1,722.6	8.8		2.7		16.7			
MARSHALLS DISC MULTI-PDTS	V590	14,068.4	107.8		1,602.8	131.0	412.7	270.8	5,342.8	34.4	1,884.3		4,281.8
MARSHALLS DISC SALES ANNOUNCEMENT	V590	3,920.1						24.4	2,053.1	8.4	388.5		1,445.7
MARSHALLS DISC SPORT/TOY/HOBBY	V550	269.3							269.3				
MARSHMALLOW THOMAS/WHLS/WHSTL SOFA	G549	886.1								886.1			
MARSICO FUNDS	B125	5,052.6	4,147.9		118.8	785.9							
MARSTON & LANGINGER CONSERVATORIES	H614	560.7	103.3	457.4									
MARSTON & LANGINGER STR	V375	1,053.7	293.4	760.3									
MARTAYAN LAN GALLERY	V379	454.0				454.0							
MARTELL NOBLIGE COGNAC	F721	254.6	254.6										
MARTEX BEDDING	H142	1,121.6	1,121.6										
MARTHA STEWART LVNG MAG TV PROGRAM	B623	1,516.1	1,516.1										
MARTHA STEWART NWSLTR SUBS DR	B629	270.0	270.0										
MARTHA STEWART WDNG MAG ONLINE	B623	309.1	309.1										
MARTHA STURDY FURNITURE	H121	312.2	312.2										
MARTHA TURNER PROP RE	B451	935.2			935.2								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MARTHA WHITE MUFFIN MIX	F141	1,027.7	724.4	303.3									
MARTHASFLOWERS.COM ONLINE	V351	734.3	734.3										
MARTHASTEWART.COM MAG ONLINE	B623	751.4	751.4										
MARTIN & JONES ATTY	V151	260.6		58.0					202.6				
MARTIN AUTO GROUP	V219	692.2		692.2									
MARTIN BUILDING RE DEV	B452	288.1	259.0		29.1								
MARTIN CADILLAC	V211	390.0		390.0									
MARTIN CHEVROLET	V211	1,121.3		1,009.0			11.7		100.6				
MARTIN ENGINEERING CP	B829	293.8	293.8										
MARTIN FLYER JEWELRY	A510	1,368.6	1,368.6										
MARTIN HARDING&MZZ ATTY	V151	1,198.7					76.3		1,118.2	4.3			
MARTIN KATZ JEWELERS	V314	1,426.9	1,426.9										
MARTIN LUTHER KING JR/PSA	B323	346.6							149.7	196.9			
MARTIN MAIN LINE HONDA	V212	399.6		399.6									
MARTIN MILLERS GIN	F731	918.2	441.4	476.8									
MARTIN SERIES VIDEO	H532	360.0									360.0		
MARTINA MCBRIDE PRSNL AP	V161	357.7	104.8						252.9				
MARTINI & ROSSI WINE	F620	1,589.9	1,453.2				136.7						
MARTINS COLLEGE/CSMTLGY	G840	255.2							255.2				
MARTINS FOOD MARKET	V346	332.7					6.4		326.3				
MARTINS SUPERMARKET	V346	327.2		10.4					316.8				
MARTINSVILLE SPEEDWAY	V163	374.7						273.6	34.2		66.9		
MARTYS SHOE OUTLETS FAMILY	V313	691.1		640.1			51.0						
MARUCHAN INSTANT SOUPS	F210	917.6							917.6				
MARVEL TOYS TUB TIME CURIOUS GEORGE	G549	1,124.3									1,124.3		
MARVIN ALEXANDER STORE	V379	562.1	562.1										
MARVIN DOORS & WINDOWS	H613	5,960.6	1,611.1		942.5				2,567.9	151.4	687.7		
MARVIN WINDOWS	H613	2,773.8	2,699.4	46.0					13.9				14.4
MARY KAY BEAUTY PDT'S	D190	2,950.8						1,824.0	1,126.8				
MARY KAY TIMEWISE MCRDRMBRSN SYS	D110	1,870.9	1,870.9										
MARY KAY TIMEWISE TARGETED-ACTN/RDCR	D110	1,801.1	1,801.1										
MARY KAY TIMEWISE TRGTD-ACTN/RVTLZR	D110	1,368.6	1,368.6										
MARY POPPINS PLAY	V161	1,682.3	797.9						870.8		13.5		
MARYGROVE AWNINGS CTR	V376	328.0		328.0									
MARYLAND DEPT OF TRANS	B315	514.7		514.7									
MARYLAND POOLS CONTR	V175	272.6		272.6									
MARYLAND ST LOTTERY & VA ST LOTTERY	B314	748.1		624.2					123.9				
MARYLAND STATE LOTTERY	B314	4,635.0		188.9			813.2		3,632.9				
MARYLAND STATE TP	T433	5,247.0	3,422.5	1,091.9	29.7			20.0			682.9		
MARYS BRIDAL GOWNS WOMEN	A130	10,611.6	10,611.6										
MASECA FLOUR	F141	250.6											250.6
MASERATI AUTOS QUATTROPORTE	T113	3,385.5	3,385.5										
MASERATI DLR ASSN VAR AUTOS	T123	934.5		578.8	355.8								
MASN MID-ATLANTIC/NTWRK PAID PROMO	B642	450.3							450.3				
MASS TECH NUTRITIONAL DRINK MIX	D543	544.0	544.0										
MASSACHUSETTS ASSN/RLTRS	B451	488.2		488.2									
MASSACHUSETTS DEPT/HLTH	B315	528.4		68.4			113.9		321.0				25.1
MASSACHUSETTS GEN HOSP	V133	424.4		80.7			96.5		247.2				
MASSACHUSETTS HGHWY DEPT	B315	578.7		578.7									
MASSACHUSETTS HLTHCR RFR	B329	887.5		163.3					587.1				137.1
MASSACHUSETTS SCHOOL/LAW	G810	283.6		283.6									
MASSACHUSETTS ST LOTTERY	B314	1,605.5		339.5			595.8		517.1				153.1
MASSACHUSETTS STATE TP	T433	4,326.4	61.4	152.8	307.7	1,757.3			1,872.5				174.8
MASSACHUSETTS TCHR'S ASSN	G890	298.7											298.7
MASSAGE ENVY THERAPIST	V139	745.8		397.7			73.0		133.0				142.1
MASSANUTTEN MTN RESORT	T431	354.0	353.9						0.0				
MASSEY CADILLAC	V211	1,090.5		965.4			53.0		72.0				
MASSEY CADILLAC CHEV	V211	412.3		412.3						392.4			
MASSEY SERVICES	V179	392.4											
MASSEY-FERGUSON TRACTOR	G711	282.3	282.3										
MASS-FLO FUEL INJECTION KITS	T144	1,003.2	1,003.2										
MASSHOUSING MORTGAGE CONSUMER SVC	B124	489.4		489.4									

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MASSMUTUAL FIN GROUP CONSUMER SVC	B129	9,753.0	2,368.4		5.7	835.7		4,809.1	30.6	15.8	1,687.7		
MASSMUTUAL LIFE INS CO CP	B429	418.6	416.2								2.4		
MASSMUTUAL LIFE INSURANCE	B411	14,910.1	5,441.0			246.0		6,106.1	53.9	31.4	3,031.7		
MASSPORT TRANPORTATION	V180	277.7	277.7										
MASTER CARPET&UPHOLSTERY	V179	340.0			340.0								
MASTER EXTR\$&DSGN CONTR	V171	494.1			494.1								
MASTER FORMULA DRUGS/TOILETRIES DR	V830	422.8	422.5						0.3				
MASTER IJO JEWELER	V314	531.5	531.5										
MASTER KTCNS&BTB CONTR	V171	276.7			276.7								
MASTER OMEGA 3 VITAMINS	D541	471.9									471.9		
MASTER POOLS CONTRACTOR	V175	553.5	552.0		1.5								
MASTER SHIELD GTR/CONTR	V171	485.8							485.8				
MASTER SHLD GTR PRTCT SV	V171	871.4			871.4								
MASTERCARD BUSINESSCARD CREDIT CARD	B111	17,202.7	3,870.7			46.9		7,910.6	10.5	133.9	4,653.1	577.0	
MASTERCARD CORP CREDIT CARD	B111	1,026.2	1,026.2										
MASTERCARD CREDIT CARD	B111	134,317.1	16,676.3	2,088.2	435.6	5,521.1	382.5	83,488.2	857.1	8,726.8	14,211.8		1,929.5
MASTERCARD CREDIT CARD & TRAVELOCITY	B111	739.1			739.1								
MASTERCARD DEBIT CARD	B111	45,487.5						25,899.6	395.9	5,596.1	6,540.1		7,055.8
MASTERCARD INTL INC CP	B111	752.5	204.5	497.1	50.8								
MASTERCARD PAYPASS CREDIT SYSTEM	B111	30,924.2	44.0		2,367.1			20,480.0	100.8	2,811.4	5,120.9		
MASTERCARD VAR CREDIT CARDS	B111	4,021.0					3,902.0						119.0
MASTERCARD WORLD CARD	B111	31,862.5						22,522.5	211.8	5,177.6	3,950.6		
MASTERCARD WORLD ELITE CREDIT CARD	B111	855.9	730.1	125.8									
MASTERCRAFT BOATS	G430	280.4	231.4					37.4	0.0	11.6			
MASTERFIT UNIV TRNG CTR	G840	253.4	253.4										
MASTERFOODS USA SERVICE	V140	1,018.9					1,018.9						
MASTOLONI CULTURED PEARLS	A510	1,751.9	1,751.9										
MASTROIANNI FASHIONS MEN	V311	461.6			39.6				422.0				
MATADORS CMNTY CRDT UN CONSUMER SVC	B124	423.7			398.0		25.7						
MATATENA AL OTRO LADO MOVIE	B660	631.4							631.4				
MATCH METAL DINNERWARE&TBLWR	H112	726.9	726.9										
MATCH PEWTER STORE	V372	316.2	316.2										
MATCH.COM DATING SERVICE ONLINE	V155	49,976.6	10,805.8					8,212.5	163.9	6,942.4	14,091.0	9,639.2	121.7
MATCHBOX DRAGON CSTL TLKNG ADV ST	G549	875.7						65.9			809.8		
MATCHBOX MEGA RIG SHARK SHIP SET	G543	1,797.9						223.2			1,574.7		
MATCHBOX MEGA RIG WRECKING RIG	G543	804.8						41.8	0.6	10.0	752.4		
MATCHBOX POP UP PIRATE LAND SET	G529	1,187.2						139.7			1,047.5		
MATERIAL TECH INC BP	B911	367.2			367.2								
MATERNITYCARD MEDICAL INSURANCE	B412	613.4	607.8						5.5				
MATHER LFWS ASST LVN CR	V134	737.4			737.4								
MATHIS BROS FURN STR	V375	10,542.8			4,674.9				5,867.8				
MATRIX BIOLAGE SCLPTHRP SHAMP&TRTMNT	D320	664.7	664.7										
MATRIX BIOLAGE SMTHTHR P HAIR CR PDT	D320	432.4	432.4										
MATRIX DIRECT INS SVC	B430	6,759.1	1,112.3	122.5	211.8	2,843.8			520.7	382.7	1,565.3		
MATRIX M THICK SURGE SHAMPOO	D320	716.8	716.8										
MATRIX MEN HAIR PDTS MEN	D420	475.8	475.8										
MATRIX MEN NEW NOUVEAU FIRMFIX GEL	D420	566.3	566.3										
MATT BLATT SUZUKI	V212	1,119.5			9.7				1,109.8				
MATT CASTRUCCI AUTOMALL	V219	528.6			528.6								
MATTAMY HOMES	B452	273.0			77.7		195.2						
MATTEL 2007 HOLIDAY BARBIE DOLL	G521	1,234.3						100.0			1,134.3		
MATTEL AVATAR/ARBNDR WTRBD BLST	G549	342.8						13.7	0.2	5.7	323.2		
MATTEL BARBIE & TANNER	G521	791.7						58.8	1.2		731.7		
MATTEL BARBIE 3 STORY DREAM HS	G522	1,601.1						246.9	0.1		1,354.1		
MATTEL BARBIE CHAT DIVAS&ACCESS	G521	1,943.3						123.3	0.9	45.0	1,774.1		
MATTEL BARBIE ELINA & DVD GM	G521	1,536.7						160.3	1.7	14.2	1,360.5		
MATTEL BARBIE FAIRY OKE WINGS	G542	1,081.1						51.8	0.1	2.8	1,026.5		
MATTEL BARBIE FAIRYTOPIA DOLLS	G521	536.3						53.9	0.0	2.5	479.9		
MATTEL BARBIE GIRL MP3 PLAYER	H512	2,351.0						304.0	0.1		2,046.9		
MATTEL BARBIE GYMNASIC DIVAS	G521	1,660.5						164.8	0.1		1,495.6		
MATTEL BARBIE HUG N HEAL PET DR	G521	339.9									339.9		
MATTEL BARBIE ISLAND PRNC\$&ACCS	G521	5,873.3						267.6	0.4		5,605.3		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MATTEL BARBIE JUMPING TAWNY SET	G522	1,028.0						108.6	0.1		919.4		
MATTEL BARBIE MY SIZE THRONE	G549	1,278.2						51.7	0.0		1,226.5		
MATTEL BARBIE POM POM DIVAS DLS	G521	1,468.1						128.6	0.9	40.0	1,298.6		
MATTEL BARBIE SHOPPING BOUTIQUE	G522	1,434.4						100.6	0.1		1,333.7		
MATTEL BARBIE SHPNG TM CSH RGST	G549	702.2									702.2		
MATTEL BARBIE STABLE STYLES	G522	931.8						89.2			842.6		
MATTEL BARBIE TOP MODEL DOLLS	G521	1,335.1						131.0	4.0	23.6	1,176.4		
MATTEL BARBIE TRND FRNDS STY HD	G549	1,383.8						108.4	0.1		1,275.3		
MATTEL BARBIE WDNG CLCTN DLS&AC	G521	976.2						39.4	0.1	1.4	935.3		
MATTEL BARBIE/ISLAND/CSTL VNTY	G522	1,143.0						138.0	0.4		1,004.6		
MATTEL BEAUTY CUTIES DOLLS	G521	516.1						71.5	2.6	2.8	439.2		
MATTEL CARS LIGHTNING STRM MCQN	G543	573.5						63.0	0.0		510.5		
MATTEL CARS MEGA MACK PLAYTOWN	G543	1,641.1						217.4			1,423.7		
MATTEL DISNEY PICTONARY DVD GM	G512	2,756.0						1,119.4	8.5	284.3	1,343.8		
MATTEL DISNEY PRINCESS CASTLE	G522	1,145.5						52.8			1,092.7		
MATTEL DISNEY PRINCESS POPUP/ST	G522	1,360.8						65.3	0.1		1,295.5		
MATTEL DISNEY PRNCS ENCHNT PLYG	G522	810.8						53.2	0.7	6.4	750.5		
MATTEL DISNEY PRNCS/MGCL WND DL	G521	260.0						16.5	0.2		243.3		
MATTEL DISNEY SCENE IT DVD GAME	G512	323.0						59.4	19.0	84.0	160.6		
MATTEL FLIPPIN FROG GAME	G512	1,275.2						50.4	0.4		1,224.5		
MATTEL HOT WHEELS 4-LANE RCWY	G543	1,020.3						106.9			913.4		
MATTEL HOT WHEELS DRAGON FIRE	G543	1,080.3						145.4			934.9		
MATTEL HOT WHEELS MANIACS GAME	G512	749.0						50.0			699.0		
MATTEL HOT WHEELS RACING TIMER	G549	325.2						68.8		10.0	246.4		
MATTEL HOT WHEELS RUMBLERS VHCL	G543	342.2						46.5			295.7		
MATTEL HOT WHEELS SPIN CITY	G543	2,969.1						349.9			2,619.2		
MATTEL HOT WHEELS TRICK TRACKS	G549	562.4						188.5	0.0		373.9		
MATTEL HOT WHLS BLAST&CRSH TRCK	G543	1,160.9						104.5			1,056.4		
MATTEL HOT WHLS FLP N GO OCTPRK	G542	1,212.7						149.3	0.1	15.3	1,048.0		
MATTEL HOT WHLS MNSTR/FLP&CRSH	G543	1,044.4						108.4	0.5		935.5		
MATTEL HOT WHLS RMBLRS THNDRST	G543	1,145.4						120.9	0.2		1,024.3		
MATTEL HOT WHLS SKT FRKS PLYST	G543	1,079.4						99.6	0.2	11.4	968.2		
MATTEL HYPER SCAN GAME SYSTEM	G511	441.1									441.1		
MATTEL INC CP	G549	1,391.8	115.5	360.6	915.7								
MATTEL MAD GAB GAME	G512	1,262.4						240.6	5.9	198.5	817.4		
MATTEL MY SCENE RLR GRRLS RC DLS	G549	1,225.1						98.2	1.4	7.5	1,118.0		
MATTEL NARUTO ACTIVITY TOYS	G542	627.4						67.8	0.0		559.5		
MATTEL NARUTO FIGURES & ACCESS	G523	475.9							15.5		460.4		
MATTEL NICK SCENE IT DVD GAME	G512	476.1									476.1		
MATTEL PIRANHA PANIC GAME	G512	1,057.4						67.0	0.0	5.0	985.4		
MATTEL PIXEL CHX RMS INTRCTV GM	G511	1,845.4						156.5			1,688.9		
MATTEL PIXEL PETS JAMMIN HMSTR	G511	1,280.6						83.8	0.9	1.4	1,194.4		
MATTEL POLLY PKCT CAR/DRV THR	G522	1,504.1						98.7	0.4		1,405.0		
MATTEL POLLY PKCT DNC N GRV DSC	G522	825.3						61.1	0.1	15.0	749.1		
MATTEL POLLY PKCT GLTZ&GLM PETS	G522	737.1						66.9	0.6	5.5	664.1		
MATTEL POLLY PKCT PLY WHL RC/ML	G543	3,375.0						276.3	0.0		3,098.6		
MATTEL POLLY PKCT STYLN FLYRS	G521	1,133.5						133.0	1.1	15.4	984.0		
MATTEL POLLY POCKET JUMBO JET	G522	2,019.8							217.7		1,802.1		
MATTEL POLLY POCKET TRIPLE/BUS	G522	784.5						65.8	0.2		718.5		
MATTEL SCENE IT DVD GAME	G512	3,690.1	623.8					1,517.1	0.2	71.6	1,477.4		
MATTEL SCENE IT HARRY POTTER/GM	G512	1,121.1						103.0	0.2		1,017.9		
MATTEL SHADOWTEK BATMOBILE&FGRS	G523	253.7							12.3		241.4		
MATTEL STYLN POLLY POCKET DOLL	G521	1,461.5							150.5		1,311.0		
MATTEL TOYS	G549	3,712.5		191.8				765.6	2,263.1		492.1		
MATTEL UNO ATTACK GAME	G512	2,753.3						1,104.7	10.1	243.4	1,395.1		
MATTEL UNO SPIN GAME	G512	873.9						461.9	2.9	9.8	399.3		
MATTER BROS FURN&DESIGN	V375	820.4		408.5					411.9				
MATTESON AUTO MALL	V219	1,035.1		1,035.1									
MATTHEW CHRISTOPHER BRIDAL GOWNS W	A130	587.5	587.5										
MATTHEW LESKO ONLINE	B670	253.2									253.2		
MATTHEW LESKO VAR BOOKS DR	V823	5,263.8		4.1				38.1	8.9		5,212.8		
MATTHEWS HARGREAVES CHEV	V211	450.3		450.3									

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MATTIOLI JEWELRY	A510	337.2	337.2										
MATTRESS & MORE STORE	V377	1,568.4			1,361.7		9.7		197.0				
MATTRESS BARN STORE	V377	323.5			297.2		26.3						
MATTRESS CITY STORE	V377	341.7			341.7								
MATTRESS DEPOT STORE	V377	2,028.0			1,856.4		68.5		103.1				
MATTRESS DIRECT STORE	V377	1,298.7			1,255.0		31.9		11.9				
MATTRESS DISCOUNTERS	V377	7,593.5			6,150.8				1,350.7				92.0
MATTRESS EXPO STORE	V377	2,038.7			2,037.2				1.5				
MATTRESS FACTORY	V377	1,794.8			1,794.8								
MATTRESS FIRM STORE	V377	23,105.5			11,646.8		239.8		8,865.8				2,353.0
MATTRESS GALLERY STORE	V377	9,957.8			9,870.8		32.4		54.6				
MATTRESS GENIE HOUSEHOLD DR	V872	728.7							0.6		728.2		
MATTRESS GIANT STORE	V377	6,118.4			480.6		44.7		4,238.0				1,355.0
MATTRESS KING STORE	V377	15,389.5			13,680.9		19.3		1,689.4				
MATTRESS LAND STORE	V377	1,213.0			493.6				719.4				
MATTRESS MALL BDNG STR	V377	1,272.2			1,272.2								
MATTRESS MALL STORE &MEGA MTRS STR	V620	946.5			946.5								
MATTRESS MART	V377	1,084.0			535.3				548.7				
MATTRESS MATTERS STORE	V377	1,031.7			739.4				292.3				
MATTRESS ONE STORE	V377	1,422.6			573.8				848.8				
MATTRESS OUTLET	V377	265.1			46.7		33.3		185.1				
MATTRESS PLACE STORE	V377	350.5			348.9				1.6				
MATTRESS STORE	V377	1,623.2			1,592.2				31.0				
MATTRESS VALUE SPRSTRS	V377	361.7			361.7								
MATTRESS WAREHOUSE	V377	8,593.6			4,029.0		11.8		4,552.9				
MATTRESS WORLD BDNG STR	V377	2,020.4			1,979.7				40.6				
MATTRESS WORLD STORE	V377	1,785.7					1.4		1,784.3				
MATTRESSES FOR LESS STR	V377	828.1			733.4				94.7				
MATTRESSES UNLTD STORE	V377	743.8			743.8								
MATTRESSPRO STORE	V377	2,527.3			1,936.9		42.3		548.1				
MAUI DIVERS JEWELRY STR	V314	353.0			298.7		54.4						
MAUI HI TP	T434	2,742.0	2,625.7					56.1	1.6	15.1	43.5		
MAUNA LANI RESORT HI	T432	817.4	426.0	19.9	330.3	41.3							
MAUNE RAICHLAW FIRM	V151	663.3								663.3			
MAUR ETTLESON BUICK CAD	V211	857.7			857.7								
MAURICE LACROIX WATCHES	A520	576.1	576.1										
MAURICE VILLENCY FURN	V375	807.9			216.2	591.7							
MAURO MOTORS	V219	615.2			554.2				61.0				
MAURY ETTLESON AUTOS	V219	492.0			492.0								
MAURY ETTLESON HYUNDAI	V212	293.2			293.2								
MAVIS TIRE OF GREENWICH	V241	400.7			400.7								
MAVIS TIRES	V241	3,179.7			3,179.7								
MAX & ERMAS RESTAURANT	G320	528.4			306.4		199.5		22.4				
MAX FACTOR AFTER HOURS LIP GLOSS	D120	624.3	624.3										
MAX FACTOR COSMETICS	D190	1,226.8	1,226.8										
MAX FACTOR EYE MAKEUP	D130	5,265.5	5,265.5										
MAX FACTOR FACIAL MAKEUP	D140	341.4	341.4										
MAX FACTOR GOLDDIGGER LIP GLOSS	D120	695.1	695.1										
MAX FACTOR GUILTY PLRSRS LIP GLOSS	D120	501.0	501.0										
MAX FACTOR LASH PRFCTN MASCARA	D130	1,308.0	1,308.0										
MAX FACTOR LASTING/FNDTN &LPNTY/CLR	D140	6,075.8	6,075.8										
MAX FACTOR MAXALICIOUS LIP GLOSS	D120	6,781.2	6,781.2										
MAX FACTOR MAXWEAR LIP COLOR	D120	2,969.0	2,969.0										
MAX FACTOR MXWR LPCLR &VOL CTR MSCR	D120	2,642.3	2,642.3										
MAX FACTOR NAUGHTY&NICE VAR LIP GLS	D120	483.0	483.0										
MAX FACTOR SECRET RNDZVS LIP GLOSS	D120	818.4	818.4										
MAX FACTOR VIVID IMPACT MASCARA	D130	1,114.3	1,114.3										
MAX FACTOR VOL COUTURE MASCARA	D130	4,217.9	4,217.9										
MAX MADSEN MITSUBISHI	V212	1,116.9			973.8		109.5		33.6				
MAX WINDSOR HARDWOOD FLOORS	H132	271.8	225.7	46.0									
MAXALTO FURNITURE	H121	344.7	344.7										
MAXELL AUDIO EQUIP & BATTERIES	H512	841.2					841.2						

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MAXELL CD & DVD RECORDABLE DISC	H520	666.1	666.1										
MAXELL IPOD ACCESSORIES	H512	356.7	356.7										
MAXELL RECORDABLE DVD	H520	754.9	243.2						206.8			304.9	
MAXFLI FIRE & MAXFLI TOUR FR GLF BLS	G460	995.4	995.4										
MAXFLI VAR GOLF BALLS	G460	333.5	333.5										
MAXIM BUNGALOWS DOMINICAN REPUBLIC	T432	868.5	868.5										
MAXIM MAGAZINE ONLINE	B623	1,700.5	1,700.5										
MAXIM PHONE CUSTOMIZATION SVC	B229	438.6	438.6										
MAXJET AIRWAYS DOM & INTL	T413	449.1			347.0	92.1	10.0						
MAXMARA CLOTHING STORE WOMEN	V311	3,271.3	2,842.6	322.3			106.5						
MAXMARA COATS & PANTS WOMEN	A120	704.3	704.3										
MAXMARA HANDBAGS & RTW WOMEN	A410	314.0	314.0										
MAXMARA RTW WOMEN	A190	1,613.1	1,384.4	228.7									
MAXODERM DRUGS/TOILETRIES DR	V830	34,116.3	5,121.6	974.7	3,265.4	341.6		4,641.0	225.0	2,947.1	16,599.8		
MAXODERM MALE ENHANCEMENT LOTION	D490	5,581.9	4,804.7	682.2	92.1							2.8	
MAXSTUDIO.COM ONLINE	V311	5,326.8	5,326.8										
MAXUM BOATS	G430	501.3	501.3										
MAXWELL AUTO DLR	V219	983.8			983.8								
MAXWELL DODGE	V211	438.4			397.8				40.6				
MAXWELL FORD	V211	545.5			512.4				33.0				
MAXWELL HOUSE COFFEE	F411	27,555.3	8,682.1	3,122.8				9,762.3	461.4	946.3	4,558.4		22.0
MAXXIS BICYCLE TIRES	G440	340.3	340.3										
MAXXIS MOTORCYCLE TIRES	T149	402.7	402.7										
MAXXIS TIRE DLR	V241	633.2				633.2							
MAYA ROMANOFF TILE	H619	645.8	645.8										
MAYACAMA COUNTRY GLF CLB	V162	314.7	298.9		15.8								
MAYAKOBA RESORT MEXICO	T432	454.9	302.2	152.8									
MAYBACH AUTOS 57	T113	786.1	784.9		1.2								
MAYBELLINE COSMETICS	D190	2,366.0	2,268.1								91.9		6.0
MAYBELLINE COSMETICS CP	D190	1,810.2	1,105.9				48.1				656.2		
MAYBELLINE DEFINE-A-LASH MASCARA	D130	24,364.9	4,555.9					14,365.5	47.9	2,351.2	3,044.5		
MAYBELLINE DREAM MATTE MOUSSE FNDTN	D140	8,430.8	3,346.7					3,472.7	12.0	426.7	1,172.8		
MAYBELLINE DREAM MATTE POWDER FNDTN	D140	1,895.1	587.7					845.3	4.2	27.3	430.7		
MAYBELLINE EXPERTWEAR EYE SHADOW	D130	5,250.7	5,250.7										
MAYBELLINE FACIAL MAKEUP	D140	497.4	497.4										
MAYBELLINE GREAT LASH MASCARA	D130	3,546.8	1,523.1					1,271.7	3.2	270.1	478.7		
MAYBELLINE INSTANT/RWND CREAM FNDTN	D140	3,692.6						2,568.5	8.9	406.1	709.1		
MAYBELLINE INSTANT/RWND DBL FC PRFC	D140	4,225.1	2,130.9					1,430.7	11.0	179.4	473.1		
MAYBELLINE INTENSE XXL MASCARA	D130	4,943.7						3,879.8	10.1	259.9	793.9		
MAYBELLINE LIPSTICK	D120	353.0	353.0										
MAYBELLINE MOISTURE EXTR LIPSTICK	D120	1,398.8	1,398.8										
MAYBELLINE MSTR EXTRM LIP COLOR	D120	3,050.0	3,050.0										
MAYBELLINE SHINE SDCTN LIP COLOR	D120	537.6	537.6										
MAYBELLINE SHINE SDCTN LIQ LIP CLR	D120	8,595.3	4,569.1					2,982.2	7.1	454.6	582.3		
MAYBELLINE SLN EXPRT & SPRSTY/LP GLS	D150	460.4	460.4										
MAYBELLINE SPRSTY PWRLGS LIP GLOSS	D120	6,265.9	1,054.2					3,114.4	16.1	829.4	1,251.9		
MAYBELLINE SPRSTY SLKY LIQ FNDTN	D140	11,267.1	4,118.0					5,308.4	12.8	656.9	1,171.0		
MAYBELLINE SUPERSTAY LIP COLOR	D120	3,714.2						2,592.6	7.0	410.8	703.8		
MAYBELLINE VOLUM EXPRESS MASCARA	D130	7,976.9						5,780.9	15.2	636.7	1,544.2		
MAYBELLINE XXL MASCARA	D130	1,829.6						1,119.6	17.8	312.2	380.0		
MAYBELLINE/AGE REWIND FOUNDATION	D140	313.5	313.5										
MAYFAIR CARPET&FURN STR	V373	377.3			377.3								
MAYFIELD DAIRY PDT'S	F319	408.1					408.1						
MAYFIELD NURTURE LOW FAT MILK	F311	1,157.8							1,157.8				
MAYO CLINIC	V133	490.8	465.1		25.7								
MAYORS JEWELERS	V314	3,877.5	337.8		1,398.9		1,939.3						201.4
MAYTAG APPLIANCE CENTER	V371	3,106.9		3,053.4	53.5								
MAYTAG DISHWASHER	H214	1,167.7							9.9	267.9	889.9		
MAYTAG HOME APPL CTR	V371	599.9			599.9								
MAYTAG MAJOR APPLIANCES	H219	274.9			17.3	205.6	51.6	0.0	0.4				
MAYTAG RANGE	H212	775.3							549.5	12.3	20.9	192.6	
MAYTAG REFRIGERATOR	H211	10,186.5							4,112.1	375.2	1,849.6	3,849.6	

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MAYTAG STORE	V371	8,682.5			6,751.8		17.2		1,913.4				
MAYTAG WASHER	H213	263.8						52.9	26.3		184.5		
MAYTAG WASHER & DRYER	H213	20,135.5						11,874.6	441.4	2,436.8	5,382.7		
MAZATLAN MEXICO TP	T434	428.6	257.1		40.0		131.4						
MAZDA AUTO DIV CP	T112	776.7						201.9			574.8		
MAZDA AUTO&TRK VAR	T115	49,447.1			101.4		40.7	18,164.2	27,211.6		3,929.3		
MAZDA AUTOS 3	T112	35,855.4						18,175.3	12,334.6		5,345.5		
MAZDA AUTOS 3 & 6	T112	5,342.3							4,582.4		759.9		
MAZDA AUTOS 3 LEASING	T112	3,113.9							3,113.9				
MAZDA AUTOS 6	T112	4,213.0						1,585.8	2,042.0		585.2		
MAZDA AUTOS 6 LEASING	T112	2,403.4							2,403.4				
MAZDA AUTOS VAR	T112	384.3			30.9		11.7	179.3	0.3		162.1		
MAZDA CITY/ORANGE PARK & TOM BUSH MDZ	V212	424.2			424.2								
MAZDA DLR ASSN 3	T122	1,067.8							1,067.8				
MAZDA DLR ASSN 3 & 6	T122	3,183.2							3,183.2				
MAZDA DLR ASSN 3 LEASING	T122	568.2							568.2				
MAZDA DLR ASSN CX-7	T122	458.6							458.6				
MAZDA DLR ASSN CX-7 LEASING	T122	270.5							270.5				
MAZDA DLR ASSN CX-9	T122	867.1							867.1				
MAZDA DLR ASSN CX-9 LEASING	T122	3,311.2							3,311.2				
MAZDA DLR ASSN VAR AUTO&TRK	T122	25,780.6			7,645.2				14,238.3				3,897.0
MAZDA OF LODI	V212	4,549.5			4,442.9		106.6						
MAZDA SOUTH	V212	1,095.1			1,086.5				8.6				
MAZDA SUBARU/TH SND OAKS	V212	499.2			499.2								
MAZDA TRUCKS CX-7	T118	29,670.0	4,328.1					20,060.1	1,934.2		3,347.6		
MAZDA TRUCKS CX-7 & CX-9	T118	3,025.4						2,081.8	4.3		939.3		
MAZDA TRUCKS CX-7 LEASING	T118	4,786.3						4,786.3					
MAZDA TRUCKS CX-9	T118	62,675.6	15,054.0		7.7	516.1		31,894.2	4,860.6		10,343.0		
MAZDA TRUCKS CX-9 LEASING	T118	13,937.2						3,460.0	10,477.2				
MAZER DISC FURN STR	V375	985.9			813.0				173.0				
MAZER DISC HOME CENTER	V376	1,248.5			778.0				470.5				
MAZOLA CORN OIL	F120	656.0	93.8						211.2		351.0		
MAZOLA PURE COOKING SPRAY	F120	802.3	802.3										
MAZZEI AUTO DLR	V219	2,698.2			2,698.2								
MAZZEI HYUNDAI	V212	379.0			379.0								
MAZZIOS PIZZA RESTAURANT	G320	627.8					89.5		538.2				
MB FINANCIAL BANK CONSUMER SERVICES	B121	2,152.1			1,870.1		177.0		105.0				
MBI MEDIA BROKERS INTL	B651	1,709.9	1,681.8	28.1									
MC SPORTS SPORT GDS STR	V365	644.0			570.7		65.5		7.9				
MCAFEE STDVSR CMPTR SVC	V321	258.3			178.5		79.7						
MCAFEE VAR SOFTWARE	B532	510.9					412.5						98.3
MCALISTERS DELI	G310	273.5			1.1		64.1		208.3				
MCBRIDE & SON RE DEV	B452	1,156.9			1,116.1								40.8
MCBRIDE & SONS HOMES DEV	B452	318.6			177.8		60.5						80.3
MCCAFFERTY AUTO CENTER	V219	344.7			344.7								
MCCAIN FOR PRESIDENT	B331	1,579.2						1,557.2					22.0
MCCAR HOMES BUILDER	V171	830.5			830.5								
MCCAR HOMES REALTY	B451	813.8			147.1		666.7						
MCCARTHY DODGE	V211	297.8			296.6				1.1				
MCCARTHY HYUNDAI NISSAN	V212	411.5			411.5								
MCCARTHY RE AGENCY	B451	395.1			395.1								
MCCAULOUS CLOTHING STORE MEN & WOMEN	V311	789.6			789.6								
MCCLAINS RV SUPERSTORE	V232	266.5			177.8		24.3		64.4				
MCCLUSKEY CHEVROLET	V211	484.5							484.5				
MCCOLLY REALTORS	B451	450.8			335.6		115.2						
MCCONELL AUTO DLR	V219	404.9			404.9								
MCCORDS VANCOUVER TOYOTA	V212	380.9							380.9				
MCCORMICK CHILI SEASONING MIX	F150	447.8	447.8										
MCCORMICK FOOD PDT'S	F190	3,230.7						1,598.8	1.5	33.2	1,597.2		
MCCORMICK GOURMET CLCTN BAY LEAVES	F150	661.0	661.0										
MCCORMICK GOURMET CLCTN SAIGON CNMN	F150	495.7	495.7										
MCCORMICK GOURMET CLCTN SMOKED PRK	F150	1,412.4	1,412.4										

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MCCORMICK GOURMET CLCTN VAR SPICES	F150	569.2	569.2										
MCCORMICK GRAVY MIX & VAR SPICES	F170	1,705.3	1,285.8	419.5									
MCCORMICK GRAVY MIX&VAR SEASONINGS	F170	1,557.5	1,557.5										
MCCORMICK GRAVY MIXES	F170	797.8	797.8										
MCCORMICK GRILL MATES MARINADE	F150	2,736.9	1,993.8	743.0									
MCCORMICK GRILL MATES MRND&SNG MX	F150	335.6	335.6										
MCCORMICK GRILL MATES SPICE RUB	F150	3,053.6	3,053.6										
MCCORMICK GRINDERS	F150	6,785.2	2,833.2	226.9				1,672.6	0.3		2,052.2		
MCCORMICK ROASTING RUB SEASONINGS	F150	2,275.4	2,275.4										
MCCORMICK SEASON ALL SEASONED SALT	F150	397.5	397.5										
MCCORMICK SEASONING BAGS	F150	3,266.9	2,847.4	419.5									
MCCORMICK SEASONING PDTs	F150	5,702.7	4,829.4	873.3									
MCCORMICK SLOW COOKERS SEASONING MXS	F150	4,355.8	3,793.8	562.0									
MCCORMICK TACO SEASONING MIX	F150	1,719.6	1,058.0	661.5									
MCCORMICK VAR SPICES	F150	1,693.3	648.2	1,045.1									
MCCORMICK&SCHMICKS REST	G320	2,734.6	878.1		1,117.9	737.6			0.9				
MCCOY FED CREDIT UNION CONSUMER SVC	B124	375.4					138.9		236.5				
MCCUNE AUTO DLR	V219	350.7			350.7								
MCCUNE CHRYSLER JEEP	V211	353.0			276.8				76.2				
MCDAVID LINCOLN MERCURY	V211	763.4			763.4								
MCDAVID NISSAN	V212	378.1			378.1								
MCDONALD HEARING AID CTR	V139	329.0			329.0								
MCDONALDS CORP CP	G320	30,130.7	1,481.8		24.8			22,851.1	1,099.7	1,266.0	3,407.3		
MCDONALDS CORP RECRUITMENT	B912	1,675.7			157.9			70.6	19.0	143.2	1,285.0		
MCDONALDS RESTAURANT	G320	605,493.1	43,723.4	1,375.1	2,537.8	79.5	45,593.9	229,012.7	147,541.7	37,194.5	87,842.8	5,825.6	4,766.2
MCDONALDS RESTAURANT VIGNETTE	G320	1,355.0						7.4	846.2		501.5		
MCELROY FURS STORE	V312	591.5			591.5								
MCNEARNEY ASSOC RE	B451	311.6			310.5				1.1				
MCGEE TOYOTA	V212	309.8			115.6				194.3				
MCGRAH ACURA	V212	485.2			478.5				6.7				
MCGRAH AUTOMOTIVE GROUP	V219	1,118.0			1,069.9				48.1				
MCGRAH CITY HONDA	V212	292.1			251.8		40.3						
MCGRAH HONDA	V212	422.0			345.3				76.6				
MCGRAHS FISH HOUSE	G320	269.7			45.5				224.3				
MCGRAW HILL BUILT TO SERVE BOOK	B610	304.9	167.9			137.1							
MCGRAW HILL INFLUENCER BOOK	B610	497.8	455.1			42.7							
MCGRAW-HILL BOOK CO VAR BOOKS	B610	530.8	479.8			51.0							
MCGRAW-HILL BUS WEEK GRP CP	B623	359.8	359.8										
MCGRAW-HILL COS INC CP	B610	3,031.1	1,669.7		449.8	612.7			298.9				
MCGRAW-HILL VAR BOOKS	B610	562.8	479.8			42.7	40.4						
MCGUIRE FURNITURE	H121	983.7	869.4	114.4									
MCGUIRE FURNITURE STORE	V375	935.1	706.4	228.7									
MCGUIRE REAL ESTATE	B451	685.0			642.8		42.2						
MCINTOSH TRAVEL SERVICE	T420	443.2	443.2										
MCKENNA AUDI	V213	379.4			379.4								
MCKENNA BMW	V213	581.5			563.5		18.0						
MCKENNA VOLKSWAGEN	V213	364.2			364.2								
MCKEOUGH LAND RE	B451	749.0	6.2		49.7	686.9	0.1					6.2	
MCKINLEY COLLEGE CORR SCH DR	V854	492.7	250.9	241.8									
MCKINNEY AUTO DLR	V219	557.7			557.7								
MCKINNONS SPR BTCHR SHP	V344	398.3			398.3								
MCL RE DEV	B452	327.7			327.7								
MCLAUGHLINS &THOMASVILLE FURN	V375	985.2			985.2								
MCLEAN HOSPITAL	V133	324.0	324.0										
MCLENDON HARDWARE STORE	V376	603.5			497.6			105.9					
MCLEOD BROS HM IMPRVMT	V171	849.5			849.5								
MCMAHAN LAW FIRM	V151	388.1						388.1					
MCMAHON FORD	V211	321.6			317.2		2.5	2.0					
MCMILLIN HOMES CONTR	V171	618.2					609.1		9.1				
MCNEIL CONSUMER PDTs CO CP	D700	288.9			288.9								
MCNEIL PEDIATRICS ADHD STUDY	V139	502.8	490.9					11.9					
MCPEEKS DODGE OF ANAHEIM	V211	420.0			420.0								

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MCSWAIN CARPET CENTER	V373	463.2			215.3				247.9				
MCWHIRTER BLNGR&ASSOC	V151	325.5							325.5				
MD ANDERSON CANCER CTR	V133	5,178.7	2,620.5		39.6	46.6			588.6				1,883.3
MD BRACELET DRUGS/TOILETRIES DR	V830	979.8							0.7		979.0		
MD PRUITTS FURNITURE STR	V375	1,941.1			1,941.1								
ME & RO JEWELRY STORE	V314	251.9	251.9					101.4		181.7			
MEA FAMILY MED CLINIC	V133	283.1											
MEAD FIVE-STAR FLEX NOTEBOOK	B729	5,402.1	437.4								4,964.7		
MEAD FIVE-STAR/SOUND SCHOOL SUPPLIES	B729	2,406.7	94.1								2,312.6		
MEAD SCHOOL SUPPLIES	B729	305.7	305.7										
MEADE DODGE	V211	401.4			394.7				6.7				
MEADE TELESCOPES	G130	250.8	250.8										
MEADOR CHRYSLER JEEP	V211	1,617.8			1,578.3				39.5				
MEADOWBROOK DODGE	V211	751.9			751.9								
MEADOWBROOK POINTE DEV	B452	429.2			101.0	328.2							
MEADOWLANDS RACE TRACK	V163	565.7			393.2	11.7	52.6		108.2				
MEADOWLANDS RE DEV	B452	305.5					305.5						
MEADOW FARMS NURSERIES	V358	321.8			321.8								
MEADOWS RACE TRACK	V163	319.5					191.3		128.2				
MEALEY'S FURNITURE STORE	V375	2,150.2			1,182.9				967.2				
MEALS ON WHEELS	B322	1,175.7	657.3		26.0		2.4		473.3		16.8		
MEATBALLS VIDEO	H532	626.8	593.0									33.8	
MECHANIXWEAR GLOVES MEN	A410	3,593.1	3,294.5						1.4	297.2			
MECU CREDIT UNION CONSUMER SERVICES	B124	524.1			378.0		47.1		98.9				
MED 4 HOME DRUGS/TOILETRIES DR	V830	19,396.3	29.2						4,137.4	515.4	8,875.7	5,838.6	
MED CENTER MAZDA	V212	324.7			228.2		14.2		82.3				
MED CENTER MAZDA & TRUSSVILLE MAZDA	V212	694.8			647.4				47.4				
MED MART MEDICAL SUPPLY	V330	308.9			60.1				248.8				
MEDALLION HOMES BUILDER	V171	302.7					302.7						
MEDALLION RUG GALLERY	V373	311.9	311.9										
MEDCO HEALTH SOLUTIONS MED&DNTL INS	B412	1,460.5	960.9		391.4								108.1
MEDCO PHARMACY	V330	5,358.2	5,310.2		48.0								
MEDCO PHARMACY CP	V330	903.6	903.6										
MEDELA BREAST PUMP	H232	688.4	688.4										
MEDERMA FOR KIDS SCAR CREAM	D557	2,985.2	1,658.3						160.8	22.0	765.2	378.9	
MEDERMA SCAR CREAM	D553	10,199.5	4,466.5						804.0	66.1	3,731.2	1,131.6	
MEDEXPRESS URGENT CARE	V133	736.5			423.4		313.1						
MEDIA & MONEY CONFERENCE	G820	806.0	31.9			774.1							
MEDIA DESIGN SYS MKTG	B651	2,418.2	2,418.2										
MEDIA NETWORKS SERVICE	B651	66,864.8	66,776.0	88.8									
MEDIA PEOPLE SERVICE	B651	1,058.7	1,058.7										
MEDIA ZONE VAR VIDEO GAMES	G511	644.5										644.5	
MEDIABIDS.COM ADV SVC ONLINE	B651	369.1	369.1										
MEDIABILITY PLUS INC	B651	287.6	287.6										
MEDIACOM CABLE CO	B241	406.1			29.1		290.3		86.6				
MEDIACOM ISP/PHONE/TV	B250	2,968.4							2,968.4				
MEDIAMAX NETWORK SERVICE	B651	24,228.0	24,228.0										
MEDIAPLANET INTL AB CP	B651	851.3				851.3							
MEDIA-PROS ADV SERVICE	B651	909.7	909.7										
MEDICA MEDICAL INSURANCE	B412	855.7			704.7		14.6		132.9				3.5
MEDICAL CAREERS INST	G810	1,891.0			174.1		20.0		1,697.0				
MEDICAL CENTER OF PLANO RECRUITMENT	B912	323.7			323.7								
MEDICAL CENTER/AURORA	V133	292.5			292.5								
MEDICAL HAIR RESTORATION	V133	3,492.1			7.9				1,099.6		1,715.0	540.5	129.2
MEDICAL MUTUAL OF OH MEDICAL INS	B412	905.1			582.8		322.3						
MEDICAL WEIGHT LOSS CLNC	D800	1,116.7			3.2				1,113.6				
MEDICALERT/MED INFO SVC	V139	258.3	234.7						15.1		8.5		33.4
MEDICAP PHARMACY	V330	1,253.8			9.2				1,211.3				
MEDICARE MEDICAL INSURANCE	B412	1,034.8	238.4	792.2	4.2								
MEDICARE RX PRESCRIPTION PLAN	B412	259.7			259.7								
MEDICINE SHOPPE	V330	1,488.6	1,195.5		135.7		105.6		31.8				20.1
MEDICOOL INC DRUGS/TOILETRIES DR	V830	346.5	346.5										

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MEDICOOL MULTI-PDTS DR	V899	663.8	663.8						430.6				
MEDICOS DR REFERRAL SVC	V139	430.6											
MEDICUS SPORTING GOODS DR	V851	3,324.6									3,324.6		
MEDIEVAL TIMES DNR&TRNMT	G320	3,277.8			2,097.3		86.1		1,094.4				
MEDIFAST DIRECT DRUGS/TOILETRIES DR	V830	32,672.1	29,971.1						33.4	112.6	2,549.0	6.0	
MEDIFAST WEIGHT CNSLTNTS	D800	2,068.8	1,824.4		53.6				123.0				67.8
MEDIGOLD MEDICAL INSURANCE	B412	607.2			394.8				212.4				
MEDIMMUNE INC RSV	V139	3,151.6	2,030.6									1,120.9	
MEDINA AUTO DLR	V219	354.7			354.7								
MEDINA MITSUBISHI	V212	283.2							283.2				
MEDITERRANEAN BODY CREAM & FRAG W	D110	1,017.5	1,017.5										
MEDITERRANEAN FRAGRANCE WOMEN	D180	5,416.9	5,416.9										
MEDIX SCHOOL	G840	413.1			3.0				410.0				
MEDIZINE MAGAZINE ONLINE	B623	752.9	752.9										
MEDNIKOW JEWELERS	V314	440.4			327.0		113.3						
MEDPOINTE PHARMACEUTICAL CP	D700	646.3											646.3
MEDTRONIC DEFIBRILLATOR	D610	746.8	616.9			129.9							
MEDTRONIC DRUGS/TOILETRIES DR	V830	290.4			126.5	142.9	21.0						
MEDTRONIC IMPLANTABLE CRDC DFBRLTR	D610	9,289.9	7,373.1		403.4	1,513.3							
MEDTRONIC INC CP	D610	660.8			22.2	607.3			14.9		16.4		
MEDTRONIC MEDICAL SUPPLIES	D690	500.9			24.4	461.5	15.0						
MEDVANCE INSTITUTE	G840	1,068.9			107.0		10.1		951.8				
MEDVED AUTOPLEX	V219	1,459.0			432.4				1,026.6				
MEET 2007 CONFERENCE	G820	314.9	314.9										
MEET THE ROBINSONS VIDEO	H532	8,690.7	237.1					4,343.0	43.0	306.9	3,429.6	331.1	
MEETNUMBER9.COM ONLINE	B429	731.7						644.4			87.3		
MEEZAN SPORTSWEAR MEN	A141	293.4	293.4										
MEGA BLOKS NEO SHIFTERS SETS	G542	821.7									821.7		
MEGA BLOKS PLAZMA DRAGONS TOY	G549	285.7							1.5		284.2		
MEGA JACKPOTS SLOTS	V169	659.6			659.6								
MEGA LIFE & HEALTH INSURANCE DR	V829	1,720.6						51.3	74.4	1,594.9			
MEGA LIFE & HEALTH MEDICAL INSURANCE	B412	21,673.8						818.0	21.8	20,826.5		7.5	
MEGA LIQUIDATION CLUB	V359	785.9						785.9					
MEGA MAGNETIX ICOASTER	G549	735.7									735.7		
MEGA MAGNETIX MAGNACASE TOYS	G542	1,306.2									1,306.2		
MEGAMUSICTRIP.COM ONLINE	B670	308.0									308.0		
MEGA-T REDUCING AID	D542	3,051.0						125.1	2,377.1	548.8			
MEGERIAN RUGS	H131	1,255.7	1,255.7										
MEGUIARS CAR CARE PDTS	T143	451.7	415.7				36.0						
MEGUIARS NXT GENERATION TECH WAX	T143	476.4	384.6								91.8		
MEGUIARS PLASTX CLEANER & POLISH	T143	584.5	584.5										
MEGUIARS QUIK DETAILER SPRAY	T143	324.9	174.8								150.1		
MEGUIARS QUIK INTERIOR SPRAY & WIPE	T143	1,339.2	1,339.2										
MEGUIARS.COM PAINT FNSHS ONLINE	V380	346.2					90.2			256.0			
MEIJER DISC APPAREL FAMILY	V510	543.1							543.1				
MEIJER DISC BUSINESS/TECHNOLOGY	V520	896.6							896.6				
MEIJER DISC DRUGS/TOILETRIES	V530	1,082.2							1,082.2				
MEIJER DISC ELECTRONICS	V570	766.7							766.7				
MEIJER DISC GROCERIES	V540	6,618.5			230.8				6,387.7				
MEIJER DISC JEWELRY	V510	840.4							840.4				
MEIJER DISC MISC	V550	1,583.5			1.8				1,581.7				
MEIJER DISC MULTI-PDTS	V590	19,762.1			18,207.0		402.8		1,152.3				
MEIJER DISC SALES ANNOUNCEMENT	V590	1,518.8							1,518.8				
MEINEKE CAR CARE CENTER	V241	18,100.7			80.8		16.6	0.0	1,495.1	14,492.5	1,714.3	37.3	264.1
MEL CLAYTON FORD	V211	717.2			717.2								
MEL COTTONS SPRT GDS STR	V365	412.8			412.8								
MEL HAMBELTON FORD	V211	425.9					20.5		405.4				
MELBY RANCH REAL ESTATE	B451	1,269.2	1,137.9						131.3				
MELISSA SWEET BRIDAL & FORMALWEAR W	A130	2,365.2	2,365.2										
MELITTA COFFEE FILTERS	H339	651.7	206.3							445.4			
MELLON BANK NA CONSUMER SERVICES	B121	396.1			346.2	49.9							
MELLON FINANCIAL CORP CP	B129	307.3	43.1			264.2							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MELLOY DODGE	V211	327.4			4.1				323.3				
MELLOY NISSAN	V212	503.5							503.5				
MELODY TOYOTA	V212	336.0			336.0								
MELTING POT RESTAURANT	G320	690.8			190.5		119.0		184.0		197.2		
MELWOOD ORG/PSA	B323	384.2			325.5		68.7		384.2				
MEMBERS 1ST FED CRDT UN CONSUMER SVC	B124	394.2											
MEMO PROVE DRUGS/TOILETRIES DR	V830	1,492.9			1,377.2				19.9		95.9		
MEMORIAL CARE SYSTEM	V133	523.0							523.0				
MEMORIAL HEALTHCARE SYS	V133	382.9			144.8		30.1		207.9				
MEMORIAL HERMANN HLTHCR	V133	301.9			165.0		107.7		29.3				
MEMORIAL HERMANN HOSP	V133	490.7			457.4		33.3						
MEMORIAL HOSPITAL	V133	669.2			25.8		361.1		282.3				
MEMORIAL SLOAN-KETTERING	V133	4,226.8	1,058.7	1,841.2	464.0	805.1	57.8						
MEMORIAL SLOAN-KETTERING RECRUITMENT	B912	357.9			119.9	144.1	93.9						
MEMORIESONHAND4EVER.COM ONLINE	B670	874.8	874.8										
MEMORY WALK EVENT	V169	873.6			21.6			474.4	9.4		368.2		
MEMPHIS DIST FORD DA VAR AUTOS	T121	534.7											534.7
MEMPHIS GRIZZLIES BSK TM	V163	1,588.5			1,364.5		134.7		89.3				
MEMPHIS MOTORSPORTS PARK	V163	273.0			19.1		51.3	123.3	48.6		30.7		
MEMPHIS TN TP	T433	363.6			101.0		89.5		173.0				
MEMPHIS TOYOTA DLR ASSN	T122	1,144.2			1,144.2								
MENARDS BUILDING SUPPLY	V376	49,169.5			13,181.8		2,368.5		33,619.3				
MENINGITIS AWARENESS/PSA	B323	4,886.8							232.0		4,654.9		
MENLO MAZDA	V212	557.9			557.9								
MENLOVE DODGE TOYOTA	V219	380.6			73.5			22.8		284.2			
MENOPAUSE THE MUSICAL	V161	353.9			217.5			13.4		123.0			
MENS CLUB	V169	295.2					295.2						
MENS FASHION DEPOT MEN	V311	570.4			257.7				312.7				
MENS HEALTH MAGAZINE ONLINE	B623	442.4	442.4										
MENS HEALTH MAGAZINE PRINTED PDTS DR	V829	1,092.3	1,092.3										
MENS HEALTH MAGAZINE VAR BOOKS DR	V823	298.3	298.3										
MENS HEALTH PRSNL TRNR	V159	745.7	745.7										
MENS HEALTH URBANATHLON	B623	1,450.5	1,450.5										
MENS JOURNAL MAGAZINE CONTEST	B623	341.6	341.6										
MENS JOURNAL MAGAZINE ONLINE	B623	495.3	495.3										
MENS LUXURY TOY EXPO	V164	361.6			244.5				117.0				
MENS VOGUE JOTTER	B623	819.2	819.2										
MENS WEARHOUSE CLTHNG ST MEN	V311	34,799.5	1,626.4		2.4		26.0	1,058.4	28,993.3		2,944.6		148.4
MENTADENT ADVANCED WHITENING PASTE	D211	2,530.3	2,530.3										
MENTAL ILLNESS AWRSN/PSA	B323	361.1							299.6		61.6		
MENTORSERIES.COM ONLINE	B670	272.0	272.0										
MENTOS CHEWY MINTS	F510	412.6					47.3		3.4				361.8
MEOW MIX DRY CAT FOOD	G612	2,373.6	48.6						255.7	25.5	839.3	1,014.0	190.5
MEOW MIX INDOOR FORMULA DRY CAT FOOD	G612	2,458.7							353.5	25.0	1,073.5	1,006.7	
MEOW MIX MARKET SELECT CANNED CAT FD	G612	1,838.4							462.8	15.8	699.4	660.4	
MEOW MIX VAR CAT FOOD	G612	1,226.6	1,226.6										
MEPHISTO SHOE STORE MEN & WOMEN	V313	449.7			402.1	47.6							
MERCANTIL COMMERCEBANK CONSUMER SVC	B121	464.7			243.3		90.6		130.9				
MERCANTILE B&T CONSUMER SERVICES	B121	635.5			635.5								
MERCANTILE BANK CONSUMER SERVICES	B121	1,119.3			1,119.3								
MERCEDES BENZ AUTO&TRK PRE-OWNED	T116	1,781.3							263.3	5.4	1,512.6		
MERCEDES BENZ AUTO&TRK VAR	T116	13,550.1					185.9	4,011.5	87.1	1,550.9	38.2	7,540.8	135.6
MERCEDES BENZ AUTOS 230	T113	663.0			663.0								
MERCEDES BENZ AUTOS 350 LEASING	T113	4,003.0			2,529.8	1,473.2							
MERCEDES BENZ AUTOS C-CLASS	T113	62,143.7	13,901.6		275.1	1,575.7		34,731.8	4,282.5	4.4	7,372.6		
MERCEDES BENZ AUTOS C-CLASS LEASING	T113	1,475.2			288.9	456.2			716.8		13.3		
MERCEDES BENZ AUTOS CL-CLASS	T113	4,937.9	4,937.9										
MERCEDES BENZ AUTOS E-CLASS	T113	514.7			0.9	501.9					11.9		
MERCEDES BENZ AUTOS E-CLASS LEASING	T113	10,376.9			1,003.3				163.6	5,367.8	15.5	3,826.7	
MERCEDES BENZ AUTOS PRE-OWNED	T113	2,251.7					2,251.7						
MERCEDES BENZ AUTOS S-CLASS	T113	25,067.2	7,314.4		5.5	81.7			4,855.7	9,427.3		3,382.6	
MERCEDES BENZ AUTOS VAR	T113	975.6			612.0				324.4	38.1		1.1	

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MERCEDES BENZ DLR ASSN C-CLASS	T123	19,264.6	70.6	46.0	706.6				18,441.4				
MERCEDES BENZ DLR ASSN C-CLASS LSG	T123	1,853.0			266.3				1,586.7				
MERCEDES BENZ DLR ASSN E-CLASS	T123	2,114.4			239.1				1,875.3				
MERCEDES BENZ DLR ASSN E-CLASS LSG	T123	3,587.5			682.6				2,904.9				
MERCEDES BENZ DLR ASSN GL-CLASS	T123	986.9	61.4						925.5				
MERCEDES BENZ DLR ASSN GL-CLASS LSG	T123	512.8							512.8				
MERCEDES BENZ DLR ASSN M-CLASS	T123	8,538.5	122.8		128.2				8,287.5				
MERCEDES BENZ DLR ASSN M-CLASS LSG	T123	600.9			100.3				500.5				
MERCEDES BENZ DLR ASSN PRE-OWNED A&T	T123	2,049.7							2,049.7				
MERCEDES BENZ DLR ASSN R-CLASS	T123	1,119.5							1,119.5				
MERCEDES BENZ DLR ASSN R-CLASS LSG	T123	372.9			277.6				95.3				
MERCEDES BENZ DLR ASSN VAR AT&TR LSG	T123	779.4			779.4								
MERCEDES BENZ DLR ASSN VAR AUTO&TRK	T123	40,018.4	214.2		13,683.4		532.7		14,282.2				11,305.9
MERCEDES BENZ DLR ASSN VAR AUTOS	T123	1,747.2			53.4	17.0			1,428.2				248.6
MERCEDES BENZ DLR ASSN VAR TRUCKS	T123	570.0							570.0				
MERCEDES BENZ LOC DLR	V213	4,081.1							4,081.1				
MERCEDES BENZ LOC DLR LEASING	V213	1,057.7							1,057.7				
MERCEDES BENZ OF BOERNE	V213	259.2			213.9		45.3						
MERCEDES BENZ OF CHICAGO	V213	269.3			269.3								
MERCEDES BENZ OF OAKLAND	V213	2,377.2			2,180.4				196.9				
MERCEDES BENZ OF TAMPA	V213	538.8			513.6				25.2				
MERCEDES BENZ TRUCKS GL-CLASS	T119	2,380.6	562.8						1,690.7	3.3	8.8	115.1	
MERCEDES BENZ TRUCKS GL-CLASS LSG	T119	2,583.9							1,030.0	1,073.8		480.2	
MERCEDES BENZ TRUCKS M-CLASS	T119	15,785.1				69.1			76.9	11,242.8	5.1	4,391.2	
MERCEDES BENZ TRUCKS M-CLASS LEASING	T119	5,208.8			329.4				2,968.1	1,431.2		480.0	
MERCEDES BENZ TRUCKS R-CLASS	T119	847.6								378.5		469.2	
MERCEDES BENZ TRUCKS R-CLASS LEASING	T119	6,999.9			142.5				3,272.1	2,155.5		1,429.8	
MERCEDES BENZ/BVRLY HLS	V213	993.3			993.3								
MERCEDES BENZ/CALABASAS	V213	497.9			497.9								
MERCEDES BENZ/EL DRD HLS	V213	596.4			98.7					497.6			
MERCEDES BENZ/ESCONDIDO	V213	297.7			153.0					144.7			
MERCEDES BENZ/FAIRFIELD	V213	254.9			127.4	127.5							
MERCEDES BENZ/FT LDRDL &MRCDS BNZ/PM	V213	311.2			311.2								
MERCEDES BENZ/GREENWICH	V213	437.1			223.5	213.5							
MERCEDES BENZ/HFMN EST	V213	253.5			253.5								
MERCEDES BENZ/HUNTINGTON	V213	914.1			315.2	598.9							
MERCEDES BENZ/LAGUNA NGL	V213	815.3			815.3								
MERCEDES BENZ/LARCHMONT	V213	897.1			386.2	360.7	150.2						
MERCEDES BENZ/LONG BEACH	V213	507.8			507.8								
MERCEDES BENZ/MORRISTOWN	V213	363.9			147.8	167.4			48.7				
MERCEDES BENZ/NAPERVILLE	V213	670.8			670.8								
MERCEDES BENZ/NASHVILLE	V213	255.9			76.0				20.2	159.7			
MERCEDES BENZ/NORTH HVN	V213	735.9			607.2					128.7			
MERCEDES BENZ/NRTH OLMST LEASING	V213	281.9								281.9			
MERCEDES BENZ/OK CITY	V213	273.6			134.8					138.7			
MERCEDES BENZ/PALM BEACH	V213	576.6			572.8					3.8			
MERCEDES BENZ/PLEASANTON	V213	880.9			448.8					432.1			
MERCEDES BENZ/SACRAMENTO	V213	348.0			266.8					81.2			
MERCEDES BENZ/SAN ANTN	V213	387.2			387.2								
MERCEDES BENZ/SAN DIEGO	V213	332.2			332.2								
MERCEDES BENZ/SAN FRNCSC LEASING	V213	253.2							253.2				
MERCEDES BENZ/STHMPTN	V213	565.6			217.0	348.6							
MERCEDES BENZ/WALNUT CRK	V213	1,528.5			1,528.5								
MERCEDES BENZ/WESTMONT	V213	603.3			603.3								
MERCEDES BENZ/WESTWOOD	V213	294.7			199.7				95.0				
MERCEDES BENZ/WHITE PLNS	V213	998.6			578.0	420.6							
MERCEDES HOMES	B452	891.5			26.3		865.3						
MERCEDES HOMES BUILDERS	V171	336.0					200.0		136.1				
MERCEDES-BENZ OF ANAHEIM	V213	2,370.9			2,370.9								
MERCEDES-BENZ OF POMPANO	V213	684.2			684.2								
MERCEDES-BENZ/VALENCIA	V213	480.4			480.4								
MERCER CONDOMINIUMS	B452	274.0			274.0								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MERCER MGT CONSULTING	B930	2,872.6	1,156.8			1,612.9					103.0		
MERCER POINT CONDO	B452	1,135.1				1,135.1							
MERCHANDISE MART STORE	V359	299.7	87.9		211.9								
MERCHANTS TIRE&AUTO CTR	V241	1,679.0			1,679.0								
MERCK & CO INC CP	D700	3,895.2	128.0		3,676.3				1.0			90.0	
MERCK & CO INC HPV	D700	985.3	414.8						462.2		108.3		
MERCK & CO INC ROTAVIRUS	D700	1,321.2	1,321.2										
MERCK & CO INC SHINGLES	D700	29,233.7	15,217.0	7,353.3	6,663.4								
MERCURY AUTO&TRK MARINER & MILAN	T114	368.3			20.3			368.0					
MERCURY AUTO&TRK MARINER & MILAN LSG	T114	11,805.7			1,516.7			2,499.9	2,409.9	943.8	4,435.4		
MERCURY AUTO&TRK VAR	T114	32,787.7				1,085.6		14,414.8	4,710.6	1,526.0	11,050.7		
MERCURY AUTOS GRAND MARQUIS	T111	999.6			129.4				870.2				
MERCURY AUTOS MILAN	T111	4,203.3	2,521.2		242.9				1,277.5		1.2		160.4
MERCURY AUTOS MILAN LEASING	T111	19,611.3			102.6	1,927.4		5,907.9	4,125.3	1,897.7	5,650.4		
MERCURY AUTOS SABLE	T111	17,941.5	6,389.4		3,476.4	711.4		1,288.3	3,920.4	709.2	1,446.3		
MERCURY AUTOS SABLE LEASING	T111	3,390.9			423.7				2,426.1		541.1		
MERCURY INSURANCE GROUP AUTO INS	B422	18,583.9			5.8				18,578.1				
MERCURY NASHVILLE BON JOVI/HGHWY RC	H531	1,588.3	1,470.7						24.9		89.3	3.4	
MERCURY OPTIMAX ENGINES	T144	504.5	169.9						0.2		334.5		
MERCURY OUTBOARD MOTORS	G430	1,208.9	704.8						25.9		478.2		
MERCURY TRUCKS MARINER	T117	35,039.9	6,967.1		468.3	1,890.4		13,202.8	2,412.3	1,807.7	8,291.4		
MERCURY TRUCKS MARINER HYBRID	T117	17,644.5	6,169.0					5,321.9	113.5	3,243.1	2,797.0		
MERCURY TRUCKS MARINER LEASING	T117	1,447.5			5.7				1,439.3		2.4		
MERCURY TRUCKS MARINER&MARINER HYBRD	T117	3,583.0	3,478.1							104.9			
MERCY COLLEGE	G810	749.6			219.1	5.8	69.0			455.7			
MERCY CORPS INTL ORG	B322	621.5								6.4		615.1	
MERCY HEALTH SYSTEM	V133	447.8			332.4		15.1			100.3			
MERCY HOSPITAL	V133	2,677.6			1,456.9		333.5			887.1			
MERCY MEDICAL CENTER	V133	902.2	8.4		50.6		479.7			363.5			
MEREDITH CORP CP	B623	374.8	374.8										
MEREDITH PUBLICATIONS	B623	326.1				285.8	40.3						
MERIDIAN CONDORESORTS	T431	409.3	409.3										
MERIDIAN HEALTHCARE CTR	V133	433.6			112.4		321.2						
MERIDIAN YACHTS	G430	1,225.4	1,225.4										
MERIT CHEVROLET	V211	792.2			788.2				4.1				
MERIT FINANCIAL CONSUMER SERVICES	B129	380.4			379.8							0.5	
MERIT FINANCIAL MISC DR	V859	1,043.9				1,043.9							
MERITAGE HOMES	B452	2,933.2	60.8		1,620.8		1,238.8					12.9	
MERITER HOSPITAL	V133	330.6					35.4			295.3			
MERIWEST CREDIT UNION CONSUMER SVC	B124	595.1			432.6		6.3			156.2			
MERLE NORMAN COSMETICS	D190	675.0	651.6		11.3		1.7					10.4	
MERLE NORMAN LUXIVA SKIN CARE PDTs	D110	398.3	398.3										
MERLE NORMAN STUDIOS	V131	2,864.9	253.4		105.6		11.0			2,495.0			
MERLE WOOD & ASSOC	G430	937.5	937.5										
MERRELL SHOES WOMEN	A310	262.3	32.8	228.7					0.8				
MERRILL LYNCH & CO INC CP	B122	5,860.5	2,188.8		377.3	2,913.8		232.0			148.5		
MERRILL LYNCH & CO INC SEC OFF	B130	551.0				551.0							
MERRILL LYNCH BANK CONSUMER SERVICES	B121	1,103.9	146.7		921.5	35.7							
MERRILL LYNCH BUSINESS SERVICES	B122	1,059.1				586.0		278.0			195.1		
MERRILL LYNCH FIN PLNG CONSUMER SVC	B129	3,267.8	2,409.0		405.9	452.8							
MERRILL LYNCH FUNDS	B125	305.8			234.4	71.4							
MERRILL LYNCH RECRUITMENT	B912	380.7	368.0		8.9	3.8							
MERRILL LYNCH Rewards VISA	B111	2,110.0									2,110.0		
MERRILL LYNCH SHOOT OUT	B122	1,499.1	1,499.1										
MERRILL LYNCH&CO BROKER CONSUMER SVC	B122	15,737.7	6,508.8	275.6	1,237.2	636.8	15.1	5,287.3	5.7		1,771.2		
MERRILL-STEVENS YCHT SLS	G430	1,260.1	1,260.1										
MERRITT BOAT&ENG/BRKRG	G430	352.8	352.8										
MERRITT YACHT BROKERS	G430	325.7	325.7										
MERRY MAIDS SERVICE	V179	2,088.4			26.9		18.0		41.1	1,534.6	467.8		
MERVYNS DEPT APPAREL FAMILY	V410	398.9			16.4					382.5			
MERVYNS DEPT APPAREL MEN & WOMEN	V410	486.3			26.4					224.5			235.4
MERVYNS DEPT MISC	V450	1,173.6			633.6					540.0			

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MERVYNS DEPT MULTI-PDTS	V490	27,362.2			25,471.0		77.5		764.6				1,049.1
MERVYNS DEPT SALES ANNOUNCEMENT	V490	39,920.9			3,650.6				31,270.4				4,999.9
MESA ARTS CENTER	V161	631.8			631.8								
MESA AZ TP	T433	463.3	323.8		139.5								
MESA TV & APPLIANCE CTR	V361	295.4			283.9				11.4				
MESKWAKI BINGO & CASINO	V169	733.9					380.2		353.7				
MESQUITE NV TP	T433	1,317.8	431.3		25.7			34.8	758.2		67.8		
MESSENGERS VIDEO	H532	1,450.2			889.7			1,122.0	1.6	78.6	247.9		
MET FOOD STORES	V345	890.7							1.1				
METABOLIC RESEARCH CTR	D800	1,000.8			923.4				77.4				
METABOLIFE ULTRA WEIGHT LOSS CAPLETS	D542	2,200.0	2,200.0										
METAIRIE DODGE AUTO	V211	1,536.1			1,445.5				90.6				
METAL ROOFING ALLIANCE	B329	1,157.8	1,096.9										60.9
METAL ROOFING ORG	B329	476.5	470.0		6.4								
METAMUCIL BERRY BURST LAXATIVE	D532	6,952.9	5,550.7	1,402.2									
METAMUCIL LAXATIVE	D532	19,719.8						12,124.7	1,701.1	2,030.9	3,863.0		
METAMUCIL SMOOTH TEXTURE LAXATIVE	D532	1,486.4	1,378.7	107.7					0.0				
METASTOCK CORP VAR SOFTWARE DR	V821	614.4									614.4		
METCALF AUTO PLAZA	V219	286.9							286.9				
METH NOT EVEN ONCE ORG	B322	1,213.6							1,159.1		0.0		54.5
METH RESOURCES GOVT INTERNET SVC	B541	272.3			272.3								
METHOD ALL-PURPOSE CLEANER	H430	791.1	791.1										
METHOD CLEANING PDTS	H430	320.2	311.5		8.7								
METHOD TUB & TILE SOAP SCUM&STN RMVR	H443	359.0	359.0										
METHODIST HEALTH SYS RECRUITMENT	B912	511.7			511.7								
METHODIST HEALTHCARE SYS	V133	598.5	8.1		6.8		196.7		386.8				
METHODIST HOSPITAL	V133	3,193.1	155.7		705.5	51.3	874.2		1,406.4				
METHODIST MEDICAL CENTER	V133	281.1			3.5		52.1		225.5				
METHODIST SPORTS MED CTR	V133	280.5			24.6				255.9				
METHYL 1-D STRENGTH & MASS CAPSULES	D541	383.1	383.1										
METI MINISTRY/ECNMY/IND	B313	479.8	479.8										
METLIFE AUTO & HOME INSURANCE	B422	3,507.9						2,299.5	618.1	114.4	475.6		0.4
METLIFE BANK CONSUMER SERVICES	B121	6,515.6	60.7		5,637.8	374.4			62.7				379.9
METLIFE CONSUMER SERVICES	B129	7,293.1	6,846.3	351.9	86.9				8.0				
METLIFE DISABILITY & LIFE INS	B412	16,648.7	4,098.0					8,720.8	1,073.3	1,306.7	1,449.9		451.6
METLIFE FOUNDATION	B329	595.2			103.2	40.5							
METLIFE INC CP	B429	301.8	208.3			93.5							
METLIFE INC RECRUITMENT	B912	305.3	302.4		2.9								
METLIFE LIFE INSURANCE	B411	2,894.0	1,787.4		245.0	71.4	2.0	690.0	0.4	97.0	0.8		
METLIFE MEDICAL INSURANCE	B412	500.8											500.8
METLIFE RETIREMENT	B429	12,909.6						8,734.5	1,286.9	1,323.9	1,564.2		
METLIFE VAR INSURANCE	B429	14,639.2			232.6		218.6	11,744.2	986.2	460.4	871.7		125.5
METRA COMMUTER TRAINS	V180	438.7			45.5		29.9		363.4				
METREON SONY ENTER CTR	V169	265.7			243.6				22.1				
METRO 1 CREDIT UNION CONSUMER SVC	B124	3,929.0			3,870.1		58.9						
METRO AREA AUTO DLRS	V219	696.6			671.1		25.5						
METRO AUTO CTR USED CARS	V219	363.1							363.1				
METRO BUILDERS SUPPLY	V171	454.8					11.9		442.9				
METRO CHRYSLER	V211	481.2			481.2								
METRO CREDIT UNION CONSUMER SERVICES	B124	313.3			313.3								
METRO DETROIT BUICK DA	T121	1,623.4			1,623.4								
METRO DETROIT FORD DA	T121	969.3			969.3								
METRO DETROIT FORD DA PARTS & SVC	T121	460.4			460.4								
METRO DETROIT FORD DA VAR AT&TRK LSG	T121	1,060.8			1,060.8								
METRO DETROIT LNC MR DA	T121	570.3			570.3								
METRO DETROIT LNC MR DA SABLE LSNG	T121	427.6			427.6								
METRO DTRT LINC MERC DA MKX&MKZ LSG	T121	437.9			437.9								
METRO DTRT LINC MERC DA PARTS & SVC	T121	341.2			341.2								
METRO DTRT MRC-BNZ DA VAR AT&TRK LSG	T123	1,002.0			1,002.0								
METRO DTRT MRCDS-BNZ DA	T123	1,351.3			1,351.3								
METRO DTRT MRCDS-BNZ DA VR AT&TRK	T123	566.6			566.6								
METRO EXPRESS AC & HTG	V174	302.8			302.8								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
METRO FLOORING CRPT STR	V373	252.9			990.0		58.9		252.9				
METRO FORD	V211	1,138.7							89.8				
METRO FURNITURE OUTLET	V375	473.3			128.9		95.3		249.0				
METRO HEALTH CARE CENTER	V133	710.7							710.7				
METRO HEALTH HOSPITAL	V133	297.5			82.7				214.9				
METRO HONDA	V212	672.4			354.9		67.4		250.1				
METRO HYUNDAI	V212	342.7			90.0				252.7				
METRO INFINITI	V212	658.6			658.6								
METRO LIGHTING STORE	V378	281.5			173.7				107.8				
METRO LUMBER&HARDWARE ST	V376	1,779.1			1,779.1								
METRO MILWAUKEE TOY DA AUTO&TRK	T122	1,418.8			1,418.8								
METRO NISSAN	V212	702.4			604.8				97.5				
METRO PCS PRE-PAID WIRELESS SVC	B223	12,945.1							12,945.1				
METRO PCS WIRELESS SERVICE	B223	15,154.7			863.2		7,669.0		2,600.2				4,022.3
METRO PLUS HEALTHCARE	V133	811.2					811.2						
METRO TRANSIT AUTHORITY	V180	595.5					6.4		589.0				
METRO TRANSIT BUS LINES	V180	571.8			124.5		252.5		194.8				
METROMATTRESS SLEEP DISC	V377	616.9			616.9								
METROMIX.COM ONLINE	B629	1,046.7			426.8		436.0		183.9				
METRO-NORTH RAILROAD	T411	1,107.6	8.8		1,049.2		42.8						6.8
METROPLEX CAD DLR ASSN	T121	519.1			519.1								
METROPLEX FNDTN RPR SVC	V171	617.5			617.5								
METROPOLITAN COLLEGE/NY	G810	882.6			371.1	6.8	504.7						
METROPOLITAN CREDIT UN CON SVC	B124	381.4			379.0		2.4						
METROPOLITAN FORD	V211	474.0			470.9				3.1				
METROPOLITAN FURN STR	V375	312.9			64.5				248.4				
METROPOLITAN HOME MAG ONLINE	B623	3,264.2	3,264.2										
METROPOLITAN HOME MAG PHONE SERVICE	V156	388.6	388.6										
METROPOLITAN HOME MAG SWEEPSTAKES	B623	529.8	529.8										
METROPOLITAN JEWISH HSPC	V139	837.8			279.4				558.4				
METROPOLITAN JWSH HLT SY	V133	1,333.1		343.1	954.4	35.6							
METROPOLITAN JWSH HM CR	V139	856.4							856.4				
METROPOLITAN MUSEUM/ART	V166	2,100.4	518.2		98.2	1,448.7			35.3				
METROPOLITAN NATL BANK CONSUMER SVC	B121	620.3		42.4	495.7		29.1		53.2				
METROPOLITAN NEWSPAPER	B622	963.2			17.4	945.7							
METROPOLITAN OPERA	V161	627.5	403.9		20.5	123.2	80.0						
METROPOLITAN OPERA ASSN	V161	1,353.5	32.2		20.2	1,301.2							
METROPOLITAN PLNT EXCHNG	V358	327.7			296.9	30.9							
METROPOLITAN RE DEV	B452	451.3	306.8		144.6								
METROPOLITAN RESIDENTIAL	B222	323.1	323.1										
METROPOLITAN ROOM LOUNGE	V167	307.0	272.7		2.2	32.0							
METROPOLITAN TALENT THTR	V161	315.9	172.1		3.1	7.7							133.0
METROPOLITAN WARNER/DEV	B452	280.7			262.9		17.8						
METROPOLITAN WATER DIST	V173	1,722.9			1,707.4		15.5						
METROPOLITAN/LRTN STN DV & RESTON TWN	B452	385.6			385.6								
METROVIBE PHONE SERVICE	V156	1,243.3							1,243.3				
MET-RX AMPLIFIED SHOOTER SPLMNT CPSL	D543	329.5	329.5										
MET-RX BIG 100 NUTRITIONAL BAR	D543	1,278.5	1,278.5										
MET-RX PROTEIN PLUS PROTEIN BAR	D543	363.1	363.1										
METZGER WICKERSHAM ATTY	V151	1,087.6							1,087.6				
MEXICANA AIRLINES INTL	T414	1,222.1			50.6		31.9		931.5				208.1
MEXICO CITY MEXICO TP	T434	363.7	26.3			274.7			62.7				
MEXICO GOV/REPUBLICA/PSA	B323	559.1							559.1				
MEXICO TP	T434	16,621.0	6,619.4	354.5	2,950.7	415.9	2,748.2	76.1	2,164.8		683.8		607.5
MEYER CHEVROLET	V211	334.2			334.2								
MF GLOBAL LTD ANNOUNCEMENT	B130	441.6				441.6							
MF GLOBAL LTD CP	B122	430.9	430.9										
MFS INVESTMENT MGT BUSINESS SERVICES	B122	4,647.3				4,647.3							
MFS INVESTMENT MGT CONSUMER SVC	B129	2,379.3	592.5			1,672.5							114.3
MFS INVESTMENT MGT FUNDS	B125	1,552.2	646.4			905.8							
MGA BRATZ ADVNTRS/LRNG LPTP	G511	359.1						6.0		353.1			
MGA BRATZ BABYZ MRMDZ DLS	G521	401.7						109.4	0.1		292.1		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MGA BRATZ B-BRTZ.CM DLS&ACS	G521	3,334.6						422.7	0.1		2,911.8		
MGA BRATZ BIG BABYZ/HAIR DLS	G521	259.9						93.6			166.3		
MGA BRATZ FASHION STYLS2 DL	G521	774.3						124.6	0.1		649.6		
MGA BRATZ FUNKY FASHION MKVR	G521	399.8						64.4			335.4		
MGA BRATZ KDZ IC CRM/SNW LDG	G522	327.3						153.2			174.1		
MGA BRATZ KIDZ HRSBCK/DLS&HR	G521	289.2						107.2	1.3		180.7		
MGA BRATZ KIDZ WNTR VCTN DLS	G521	584.6						112.9	0.2		471.5		
MGA BRATZ MAGIC HAIR DOLLS	G521	841.8						281.6	1.6		558.6		
MGA BRATZ MAGIC MAKE UP DLS	G521	930.5						148.4			782.1		
MGA BRATZ MOVIE DOLLS	G521	787.1						205.4	2.3		579.5		
MGA BRATZ MOVIE MAKING SET	G522	896.6						95.7	0.2		800.7		
MGA BRATZ PAMPERED PUPZ&ACGS	G522	357.1						178.6	0.2		178.3		
MGA BRATZ RC CRUISER TOY	G543	433.1						53.7			379.4		
MGA BRATZ RC X-TREME SKT BRD	G543	387.3						116.8	0.2		270.4		
MGA BRATZ STAR SINGERZ DOLLS	G521	1,042.6						76.3	0.1		966.2		
MGA BRATZ/MOV FNKY FSHN MKVR	G522	562.3						57.3	0.0		504.9		
MGA BRATZLIFE VIDEO GAME	G511	747.8						124.1	0.4		623.3		
MGA JEOPARDY DVD GAME	G512	1,052.7						9.5		223.0	820.2		
MGA RESCUE PETS MY EPETS.COM	G541	2,264.5						263.9	0.5		2,000.1		
MGA RESCUE PETS TRAIN&PLY PY	G541	728.0						13.6			714.4		
MGA RESCUE PETS WAKE ME UP	G541	270.5						86.9	0.0		183.6		
MGA WALKING BRATZ DOLLS	G521	1,979.2						158.5	0.2		1,820.5		
MGA YUMMI LAND CNDY POP GRLS	G521	343.9						117.1	0.1		226.6		
MGM 1408 MOVIE	B660	22,589.7			5,441.9	557.3		3,444.8	1,521.3	5,484.0	6,140.4		
MGM ARTHUR & THE INVISIBLES	B660	12,871.1			2,846.5	444.2		3,503.3	918.5	1,955.8	3,202.8		
MGM AWAKE MOVIE	B660	14,139.5	3.5		1,873.8	286.1		4,350.4	1,590.2	2,753.4	3,282.0		
MGM BLACK CHRISTMAS MOVIE	B660	444.4			402.2	35.7					6.5		
MGM BLOOD & CHOCOLATE MOVIE	B660	4,315.1	316.0		814.2	116.6		1,084.3	565.4	47.4	1,371.2		
MGM BOBBY MOVIE	B660	997.9			249.5	495.1					253.3		
MGM CHARLIE BARTLETT MOVIE	B660	2,362.2	15.8					65.3	152.9	968.7	1,127.6	31.9	
MGM DEATH AT A FUNERAL MOVIE	B660	6,991.9	60.8		2,814.5	457.7			2,217.6		1,441.3		
MGM EX MOVIE	B660	3,687.1			1,096.1	219.9			786.4	256.4	1,328.3		
MGM FACTORY GIRL MOVIE	B660	2,417.9	5.9		1,509.4	238.7			319.0		344.9		
MGM FEAST OF LOVE MOVIE	B660	6,620.0	122.8		1,444.2	505.5		1,145.0	989.4		2,413.0		
MGM GRAND DETROIT CASINO	V169	4,474.9	54.0		133.1		1,960.8		2,327.0				
MGM GRAND HOTEL & CASINO	T431	293.5			293.5								
MGM GRAND HOTEL & CASINO	T431	10,693.5	7,011.5	228.7	1,043.0		1,589.9	45.2	37.9			737.3	
MGM GREAT DEBATERS MOVIE	B660	13,009.9	14.7		3,275.8	838.5		3,233.1	1,433.7	1,405.4	2,808.8		
MGM HALLOWEEN MOVIE	B660	9,839.1			3,140.9	56.3		1,215.9	493.3	1,934.5	2,998.3		
MGM HANNIBAL RISING MOVIE	B660	14,554.3	5.9		2,243.2	348.8		7,411.6	694.6	787.3	3,062.8		
MGM HOME OF THE BRAVE MOVIE	B660	378.9			378.9								
MGM HUNTING PARTY MOVIE	B660	4,728.5	14.7		2,349.0	343.9		546.0	759.9		715.0		
MGM LARS&REAL GIRL MOVIE	B660	7,947.9	15.8		3,169.2	963.8		632.1	1,378.1	546.3	1,242.5		
MGM LAST LEGION MOVIE	B660	3,749.2			1,196.2	114.2		640.2	227.4	99.0	1,472.2		
MGM LIONS FOR LAMBS MOVIE	B660	17,985.8	51.5		2,472.6	1,073.5	132.4	6,504.8	2,073.3	126.9	5,402.4		148.4
MGM MIRAGE HOTEL	T431	2,155.7	1,349.1			666.8						139.8	
MGM MISS POTTER MOVIE	B660	3,735.4	5.9		3,265.6	308.1			55.2		100.7		
MGM MIST MOVIE	B660	21,172.3	31.1		3,324.6	504.9		7,494.9	609.1	3,350.6	5,857.1		
MGM MR BROOKS MOVIE	B660	15,360.4	157.4		2,750.1	1,232.7		5,253.7	2,121.3	50.3	3,794.8		
MGM MUSIC WITHIN MOVIE	B660	799.8			454.2	142.4			203.2				
MGM NANNY DIARIES MOVIE	B660	13,934.8		114.4	3,542.1	457.8		3,526.3	1,526.7	1,616.9	3,150.7		
MGM RESCUE DAWN MOVIE	B660	5,979.0	98.3		2,386.2	768.1		673.5	1,133.2		748.5		171.1
MGM ROCKY BALBOA MOVIE	B660	1,650.7			918.8	305.6		350.0	76.3				
MGM TWO WEEKS MOVIE	B660	452.2			323.1	86.6			42.6				
MGM VAR MOVIES	B660	674.2					368.5				305.7		
MGM WHOS YOUR CADDY MOVIE	B660	7,689.5	3.5		1,278.2	35.3		385.5	1,054.7	993.8	2,795.1		1,143.4
MGM WORLDWIDE TV GROUP	B641	1,058.1											1,058.1
MGM/UA FLYING SCOTSMAN MOVIE	B660	939.8	52.4		777.0	110.4							
MGM/UA ROMANCE & CIGARETTES MV	B660	278.8			195.7	83.1							
MGM/UA VAR MOVIES	B660	1,478.0			60.9	709.4	707.6						
MGR REAL ESTATE	B451	268.9			268.9			676.3					
MHI PARTNERSHIP RE	B451	676.3											

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MHN HAIR NOW SALON	V131	472.5			472.5								
MHN HAIR STUDIO	V131	444.6	419.6						25.0				
MI CARNAL CO PRE-PAID PHONE CARD	B231	434.8							346.0				88.9
MI CARNAL PHONE CARD	B231	583.8											583.8
MI HOME PDT'S WINDOWS	H613	380.5	380.5										
MI HOMES CONTRACTOR	V171	617.8					617.8						
MI PUEBLO SUPERMARKET	V346	593.2							593.2				
MIA MODA STROLLER	H121	367.8	367.8										
MIAMI CHILDRENS HOSPITAL	V133	894.8			528.7		199.5		166.5				
MIAMI DADE COLLEGE	G810	579.0			407.5				171.5				
MIAMI DOLPHINS FTBL TM	V163	375.4			132.4				243.0				
MIAMI FL TP	T433	1,465.4	159.9		547.6				757.9				
MIAMI LAKES MITSUBISHI & POTAMKIN AT	V212	1,600.0			1,600.0								
MIAMI SEAQUARIUM	V169	711.6			139.5		20.0		552.1				
MIAMI VALLEY HOSPITAL	V133	357.8			184.0		27.1		146.7				
MIAMI VOLVO DLR ASSN XC70 & XC90	T123	427.9			427.9								
MIAMI-DADE COUNTY	B315	872.6			832.4		40.3						
MIAMI-DADE EXPRSWY AUTH	B315	310.4			263.9		46.5						
MIAMI-DADE POLICE DEPT	B315	381.2			376.4		4.8						
MIAMI-DADE/BRD/CTY CMSNR	B315	2,257.1			2,257.1								
MIAMI-JACOBS CAREER CLG	G810	254.4			2.6				251.8				
MICCOSUKEE RESORT&CASINO	T431	475.3			166.6				308.6				
MICCOSUKEE TRB/INDNS/FL	B329	1,409.7							1,409.7				
MICHAEL A DEMAYO ATTY	V151	919.9			12.2		25.5		882.1				
MICHAEL AUTOMOTIVE CTR	V219	2,278.3			2,153.8				124.5				
MICHAEL C FINA HM FRNSHG	V372	1,148.0	21.8		7.6	1,118.5							
MICHAEL CADILLAC CHEV	V211	865.0			865.0								
MICHAEL D PONCE ATTORNEY	V151	292.1							292.1				
MICHAEL GNSBRG MTG SPCLS CON SVC	B124	832.7			832.7								
MICHAEL HINGLE ATTY	V151	682.6							682.6				
MICHAEL HUMMER	V211	454.1			44.0				410.1				
MICHAEL KORS APPAREL	A990	963.2	893.4				69.8						
MICHAEL KORS CLTHNG STR MEN & WOMEN	V311	409.1	409.1										
MICHAEL KORS CLTHNG STR WOMEN	V311	3,399.4	3,176.7	114.4	7.0	101.4							
MICHAEL KORS HANDBAGS WOMEN	A410	2,524.9	2,420.9	104.0									
MICHAEL KORS HAWAII FRAGRANCE WOMEN	D180	479.0	479.0										
MICHAEL KORS SUNGLASSES & WATCHES	A430	994.1	994.1										
MICHAEL STARS PANTS & SHIRTS WOMEN	A141	280.1	280.1										
MICHAEL STARS RTW WOMEN	A190	691.7	691.7										
MICHAEL STARS SHIRTS WOMEN	A141	1,304.4	1,304.4										
MICHAEL STEAD AUTO DLR	V219	333.2			333.2								
MICHAEL STEAD CAD CHEV	V211	4,893.2			4,893.2								
MICHAEL STEAD PORSCHE	V213	295.0			295.0								
MICHAEL V BARSZCZ ATTY	V151	557.1					557.1						
MICHAELIAN & KOHLBERG RUGS	H131	1,019.4	1,019.4										
MICHAELIAN&KOHLBERG/STR	V372	328.1	324.7		3.4								
MICHAELS ARTS&CRAFTS STR	V364	23,952.6	8,976.0		12,491.3	856.8	173.4		1,411.1	44.0			
MICHAELS AUTO DLR	V219	1,531.8			1,531.8								
MICHAELS FURN SUPER STR	V375	304.5			304.5								
MICHAELS JEWELRY STORE	V314	366.2			131.0				235.2				
MICHELE WATCHES	A520	619.4	619.4										
MICHELIN AUTO & TRUCK TIRES	T145	1,090.2	32.0						12.7			970.0	75.5
MICHELIN AUTO TIRES	T145	32,101.1	5,058.0		520.9	123.4		14,175.3	1,102.5	22.6	8,039.0	3,059.0	0.5
MICHELIN MOTORCYCLE TIRES	T149	265.4	46.0			219.4							
MICHELIN TRUCK TIRES	T145	4,494.0	1,181.1						1,642.5	151.4		1,518.9	
MICHELINAS FROZEN ENTREES	F260	252.1	252.1										
MICHELLE K SHOES WOMEN	A310	1,225.8	1,225.8										
MICHELLE ROTH BRIDAL GOWNS WOMEN	A130	503.4	503.4										
MICHELOB AMBERBOCK BEER	F611	1,888.7	156.4				10.3	1,418.6	130.8			172.5	
MICHELOB BEER	F611	6,748.0	59.0				45.0	4,108.9	781.8	60.2	1,693.2		
MICHELOB LIGHT BEER	F612	9,916.9					45.4	5,031.2	1,086.7	245.6	3,508.0		
MICHELOB ULTRA AMBER LIGHT BEER	F612	745.4					95.8	521.6	0.1		127.8		

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MICHELOB ULTRA LIGHT BEER	F612	19,685.1	6,278.2		107.9		353.5	10,002.3	25.2		2,918.0		
MICHELOB VAR BEERS	F611	2,476.1					277.0	2,073.6	124.1		1.5		
MICHELS & WATKINS ATTY	V151	566.0											
MICHENZIE & SHAWIN ATTY	V151	1,680.6			1,680.6								
MICHIGAN BULB CO NURSERY STOCK DR	V853	1,390.8		1,390.8									
MICHIGAN DENTAL ASSN	V139	467.4							467.4				
MICHIGAN DEPT/CMNTY HLTH	B315	513.7			59.9				392.2				61.6
MICHIGAN ECNMC DEV CNCL	B329	1,668.7											1,668.7
MICHIGAN ECNMC DEV CORP IND DEV	B840	5,504.8	2,734.3			5.0		5.5	91.8		2,668.2		
MICHIGAN INDUSTRIAL DEVELOPMENT	B840	392.3	377.2			15.0							
MICHIGAN INT'L SPEEDWAY	V163	408.8			7.6		105.9	0.0	7.8		275.0		12.5
MICHIGAN ST HSG DEV AUTH	B315	872.9			872.9								
MICHIGAN STATE LOTTERY	B314	7,727.0			2,086.9		1,118.2		2,574.6				1,947.3
MICHIGAN STATE TP	T433	6,686.2	380.5		1,522.6		567.5		2,910.6		161.6		1,143.4
MICHIGANS ADVNTR AMUS PR	T440	591.6	58.7		1.9		136.3		394.8				
MICHOACAN MEXICO TP	T434	311.6	57.8		148.6				105.1				
MICKEY MOUSE/MICKEY'S TRT VIDEO	H532	363.6						45.0			318.6		
MICKEY MS CLBHS/GRT/HNT VIDEO	H532	1,942.0	78.4						746.8	13.2	197.2	906.4	
MICKEY ROONEY&JUDY GRLND VIDEOS	H532	318.4	242.0	76.4									
MICKEY SHORR ELECT STR	V361	2,200.3			2,200.3								
MICKEY THOMPSON AUTO TIRES	T145	754.4	754.4										
MICKS NORTH HLS CHRY JP	V211	266.6			266.6								
MICRO CENTER COMPUTER ST	V321	319.9			311.1				8.9				
MICRO TOUCH DRUGS/TOILETRIES DR	V830	844.7						290.1	23.7	38.8	492.2		
MICROBAN PDTS PROTECTION	H143	995.8	995.8										
MICROCOTTON FIBERS	B819	1,367.4	1,367.4										
MICROGEAR COMPUTER STORE	V321	343.9			343.9								
MICRON TECHNOLOGY INC CP	B512	683.3	683.3										
MICROSOFT ADCENTER ONLINE	B651	1,989.2	176.3								1,812.9		
MICROSOFT CORP CP	B532	7,452.4	3,198.3		2,569.5	925.9			621.9		136.8		
MICROSOFT CRACKDOWN VIDEO GAME	G511	3,716.8	327.1						800.3		2,589.4		
MICROSOFT FLIGHT SIMULATOR X GAME	B531	404.3	360.7								43.5		
MICROSOFT FORZA 2 MOTORSPORT	G511	3,452.6	488.3						190.4		2,773.9		
MICROSOFT HALO 2 GAME SOFTWARE	B531	671.8	671.8										
MICROSOFT OFFICE 2007 SOFTWARE	B532	22,746.8	21,882.0			864.8							
MICROSOFT OFFICE BUSINESS SOF	B532	9,527.0						6,125.4	26.3		3,375.4		
MICROSOFT OFFICE SOFTWARE	B532	514.9	205.3			309.6							
MICROSOFT PGR 4 VIDEO GAME	G511	407.7	407.7										
MICROSOFT SHADOWRUN GAME SOFTWARE	B532	473.6	473.6										
MICROSOFT SURFACE SOFTWARE	B532	254.2			254.2								
MICROSOFT VAR SOFTWARE	B532	34,748.2	14,090.9		269.8	4,077.1	11,984.7	2,047.4	18.3		773.3		1,486.8
MICROSOFT VAR VIDEO GAMES	G511	1,529.0	1,529.0										
MICROSOFT WINDOWS MOBILE SOFTWARE	B532	27,982.4	22,736.4			5,246.0							
MICROSOFT WINDOWS SERVER 2003 SOF	B532	507.7				507.7							
MICROSOFT WINDOWS SOFTWARE	B532	472.6	120.2										352.4
MICROSOFT WINDOWS VISTA SOFTWARE	B532	36,687.7	16,905.9		500.8	4,123.1		13,575.8	741.4		840.7		
MICROSOFT WIRELESS MOUSE	B522	254.4				254.4							
MICROSOFT ZOO TYCOON 2 EXT ANIMALS	B531	646.8	646.8										
MICROTEL INN	T431	1,798.3					615.3					1,183.0	
MID AMERICA BANK CONSUMER SERVICES	B121	544.7			528.3		16.4						
MID CITY LINC-MERC NSN & STAR NSN	V219	1,098.1			1,098.1								
MID CITY NISSAN SUBARU & STAR NISSAN	V212	1,437.8			1,437.8								
MIDAMERICA BANK CONSUMER SERVICES	B121	2,773.2			2,588.9		184.2						
MID-AMERICA CHEV DA	T121	1,557.2			1,557.2								
MID-AMERICA SATELLITE	B242	328.6			34.9				293.7				
MIDAMERICAN ENERGY CO	V173	262.8			10.2		54.2		198.4				
MIDAS AUTO SVC EXPERTS	V241	460.7			66.7		43.2						350.8
MIDAS INT'L CORP CP	V241	530.3											530.3
MIDAS MUFFLER SHOPS	V241	29,413.2			192.2		51.9	10,459.7	3,918.0	6,204.2	7,543.3		1,043.9
MID-ATLANTIC SPRTS NTWRK	B642	930.9			784.5		146.4						
MID-ATLANTIC WTRPRFNG	V171	342.8			113.8		138.0		91.0				
MID-CITY NISSAN & STAR NISSAN	V212	540.9			540.9								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MIDDLE TN TOYOTA DA	T122	3,623.6			3,430.4		193.2						
MIDDLESEX HOSPITAL	V133	425.7							425.7				
MIDDLESEX SAVINGS BANK CONSUMER SVC	B121	276.4			276.4								
MIDDLETON LAWN&PST CNTRL	V172	542.6							542.6				
MIDDLETON NISSAN	V212	429.4			170.4				259.0				
MIDDLETOWN TOYOTA	V212	612.0			612.0								
MIDFIRST BANK CONSUMER SERVICES	B121	2,031.8			1,567.1		293.6		171.1				
MIDNIGHT EXPRESS BOATS	G430	405.9	405.9										
MIDNIGHT FANTASY FRAGRANCE WOMEN	D180	675.5	675.5										
MIDNITE SLEEP AID TABLETS	D512	1,074.0	491.2					0.0	22.8	525.3	34.6		
MIDL MENSTRUAL CMPLT MAX STR PN RLV	D511	11,333.9	1,772.0					4,792.7	41.5	1,809.9	2,917.7		
MIDORI LIQUEUR	F722	4,326.9	4,326.9										
MID-SOUTH CHEVROLET DA	T121	3,638.7			3,638.7								
MID-SOUTH CHRY JEEP DA	T121	293.1			293.1								
MID-STATE B&T CONSUMER SERVICES	B121	372.6			372.6								
MID-TOWN ATHLETIC CLUB	D800	362.2			362.2								
MIDTOWN B&T CONSUMER SERVICES	B121	497.8			497.8								
MIDWAY AUTO DLR	V219	997.7			988.1		9.6						
MIDWAY BLACKSITE AREA 51 VD GM	G511	1,663.9						71.7			1,592.2		
MIDWAY CHEVROLET	V211	2,225.8			1,816.4		215.7		193.8				
MIDWAY CHRYSLER JEEP	V211	1,078.8			1,023.2				55.6				
MIDWAY STRANGLEHOLD VIDEO GAME	G511	2,349.6						144.8			2,204.8		
MIDWAY UNREAL TRNMNT 3 VD GM	G511	270.7									270.7		
MIDWEST AIRLINES DOM	T413	2,737.2	334.1		1,534.9		214.7		557.1				96.3
MIDWEST BANK CONSUMER SERVICES	B121	2,236.8			1,913.2		323.6						
MIDWEST CTR/STRESS&ANXTY	V133	371.2			22.0				85.8	216.6	46.8		
MIDWEST CTR/STRS&ANXTY VAR RC DR	V871	3,017.7							181.6	2,070.4	765.7		
MIDWEST DAIRY ASSN DAIRY PDTS	F319	1,998.6											1,998.6
MIDWEST DAIRY ASSN MILK	F311	595.5											595.5
MIDWEST EYE CENTER	V133	315.5							315.5				
MID-WEST FLOOR CO	V373	284.6			220.5				64.1				
MIDWEST FORD DLR ASSN	T121	967.2			967.2								
MIDWEST INSTITUTE	G850	266.7							266.7				
MIDWEST LIVING MAG ONLINE	B623	2,323.2	724.7	1,598.5									
MIDWEST LIVING MAG SWEEPSTAKES	B623	870.8	870.8										
MIDWEST MONEY COIN CTR	V352	276.4			276.4								
MIDWEST REGIONAL MED CTR	V133	340.5		59.0			83.8		197.8				
MIDWEST TIRE&AUTO REPAIR	V241	442.4			442.4								
MIDWEST TITLE LOANS CONSUMER SVC	B124	716.1							716.1				
MIDWEST VEIN TRTMNT CTR	V133	989.6			966.8				22.8				
MIDWESTERN AUTO GROUP	V219	432.8			408.4		24.4						
MIELE DISHWASHER	H214	549.2	549.2										
MIGHTY KEY VAR SOFTWARE DR	V821	277.1								277.1			
MIGHTY MILK NUTRITIONAL DRINK MIX	D543	484.0	484.0										
MIGHTY PUTTY MISC DR	V859	8,837.6						66.4	6.3	97.6	8,667.3		
MIGHTY TACO RESTAURANT	G310	321.5					20.3		301.2				
MIGNON FAGET JEWELRY ST	V314	532.5	14.3		401.4		95.0		21.7				
MIGRAINE HEADACHE STUDY	V139	376.0							376.0				
MIKAELLA BRIDAL GOWNS WOMEN	A130	2,250.2	2,250.2										
MIKE ANDERSON CHEVROLET	V211	3,736.4			3,736.4								
MIKE BASS FORD	V211	304.0			120.6		22.6		160.8				
MIKE BROWN AUTO	V219	376.4			376.4								
MIKE BROWN FORD	V211	344.4			344.4								
MIKE CALVERT TOYOTA	V212	399.8							399.8				
MIKE ERDMAN AUTO DLR	V219	285.5			285.5								
MIKE ERDMAN CAD NISSAN	V219	1,531.3			1,531.3								
MIKE ERDMAN CADILLAC	V211	313.2			313.2								
MIKE ERDMAN NISSAN	V212	428.4			428.4								
MIKE ERDMAN SCION TOYOTA	V212	1,095.7			1,039.7				55.9				
MIKE ERDMAN TOYOTA	V212	257.8			71.6				186.2				
MIKE ERDMANS TRCK EXCHNG	V219	779.6			779.6								
MIKE JOHNSONS HCKRY TOY	V212	385.4					21.4		364.0				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MIKE PALLONE CHEVROLET	V211	302.6			302.6								
MIKE PIAZZA HONDA	V212	476.6			476.6								
MIKE SHAD FORD	V211	287.0			256.2		30.7						
MIKE SHAD NISSAN	V212	309.6			309.6								
MIKES CAMERA STORE	V361	544.4			534.7		9.7						
MIKES GARDEN CENTER	V358	516.5			516.5								
MIKES HARD LEMON DROP MALT LIQUOR	F611	1,393.2							985.0		408.2		
MIKES HARD LEMONADE MALT LIQUOR	F611	2,695.2			3.9		150.8		1,211.9		1,328.5		
MIKIMOTO CULTURED PEARLS	A510	2,257.4	1,145.7		706.3	404.1			1.3				
MIKIMOTO JEWELERS	V314	2,577.9	1,797.4	52.9		727.5							
MILAGRO FOUNDATION	B322	967.4	967.4										
MILANO TERRACE RE DEV	B452	457.3			457.3								
MILE HIGH FLEA MARKET	V359	542.6			214.7				327.8				
MILE OF CARS AUTO DLRS	V219	288.9							288.9				
MILE ONE AUTO DLRS	V219	421.2			421.2								
MILEA AUTO DLR	V219	252.1			252.1								
MILEHIGHCREDIT.COM & CAR CITY	V219	297.0							297.0				
MILES FARMERS MARKET	V346	273.0			273.0								
MILESTONE REALTY CONS	B451	373.9			369.8				4.1				
MILGARD WINDOWS	H613	820.3	577.8		242.5								
MILITARY ORDER PURPL HRT SVC FNDTN	B329	323.7			323.7								
MILK PRCSR EDUC PRGRM	B329	42,416.8	40,329.2	1,530.4		505.8							51.5
MILKY WAY CANDY BAR	F510	5,143.2	1,281.0	430.4			147.8	11.1	12.6	940.5	2,319.9		
MILL CREEK CARPET&TILE	V373	442.4			21.2		38.4		382.8				
MILL END SHOPS	V353	461.7			461.7								
MILLE LACS BAND/OJIBWE	B329	321.5	321.5										
MILLENNIUM FILMS KING OF CA MOVIE	B660	538.3	8.8		247.3	282.2							
MILLENNIUM HONDA	V212	610.9			610.9								
MILLENNIUM HONDA & ATLANTIC HONDA	V212	291.0			291.0								
MILLENNIUM HYUNDAI	V212	1,103.2			1,103.2								
MILLENNIUM MED&REHAB CTR	V133	515.9			515.9								
MILLENNIUM TOYOTA	V212	1,326.7			1,326.7								
MILLENNIUM WRLS COMM STR	V329	313.5			218.3	95.3							
MILLER CHILL LIGHT BEER	F611	24,512.1					772.9	10,845.9	1,731.6	4,615.0	6,533.5		13.2
MILLER CONDO MKTG RE AGN	B451	4,165.8			4,127.2				38.7				
MILLER FORD	V211	289.8			289.8								
MILLER FORD NISSAN	V219	253.6			253.6								
MILLER GENUINE DRAFT BEER	F611	13,543.6	7,352.0				192.0		5,718.5		116.3		164.8
MILLER HIGH LIFE BEER	F611	22,238.6	731.9				547.4	13,742.0	4,815.3		2,402.0		
MILLER INFINITI	V212	740.2			740.2								
MILLER K MARKET FOOD STR	V346	398.6			398.6								
MILLER LITE BEER	F612	92,528.6	2,558.3		933.8	374.2	895.8	45,748.2	10,956.6		29,930.1	500.0	631.5
MILLER LITE GO PRO CHLNG	F612	278.0						202.0			76.0		
MILLER PAINT STORE	V376	270.4			32.5				238.0				
MILLER REPORTING CO CORP CP	G930	285.8				285.8							
MILLER SCION TOYOTA	V212	455.6			455.6								
MILLER THEATRE	V161	267.1	266.1			1.0							
MILLER TOYOTA	V212	708.9			417.9		283.6		7.5				
MILLER VAR BEERS	F611	10,738.0			5.7		10,705.9						26.4
MILLER-MOTTE TECH CLG	G810	648.6							648.6				
MILLS FLEET FARM	V359	10,464.9			9,268.3		8.0		1,188.6				
MILLSTONE COFFEE	F411	391.3									391.3		
MILLSTONE FLAVORED COFFEE	F411	1,092.6	1,092.6										
MILLSTORES DISC FURN OTL	V375	303.8			134.0				169.7				
MILLTOWN LOFTS	B452	344.6			344.6								
MILTON BRADLEY &PARKER BROS VAR GMS	G512	2,571.9						1,857.5			714.4		
MILTON BRADLEY BATTLESHIP TRPD ATCK	G512	571.2						63.6			507.6		
MILTON BRADLEY CANDY LAND CASTLE GM	G512	2,755.9						1,600.5	0.2		1,155.2		
MILTON BRADLEY ELECT BTLSHP ADVNC MS	G511	332.4						39.7	1.9		290.8		
MILTON BRADLEY ELEFUN GAME	G512	1,182.2						91.8	2.0	33.0	1,055.4		
MILTON BRADLEY GAME/LIFE TWISTS&TRNS	G512	3,228.1						8.9			3,219.2		
MILTON BRADLEY HUNGRY HUNGRY HIPPO	G512	1,032.9						51.5	1.3	22.4	957.7		

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MILTON BRADLEY LUCKY DUCKS GAME	G512	3,034.8						1,008.2	0.0		2,026.5		
MILTON BRADLEY OPERATION RESCUE KIT	G512	1,673.5						404.5	0.3		1,268.8		
MILTON BRADLEY OPERATION SPONGEBOB	G512	660.5						74.1	0.0		586.4		
MILTON BRADLEY PICTIONARY GAME	G512	1,379.7						511.4			868.3		
MILTON BRADLEY TABOO GAME	G512	2,297.3						822.5	0.4		1,474.4		
MILTON BRADLEY TWISTER DANCE DVD GM	G549	267.6						25.0	1.0	17.5	224.1		
MILTON BRADLEY TWISTER MOVES GAME	G512	858.8						98.3	0.2		760.3		
MILTON BRADLEY TWISTER SCRAM GAME	G512	265.0						44.6	1.7	29.3	189.4		
MILTON BRADLEY VAR EXPRESS BOARD GMS	G512	703.6	703.6										
MILTON BRADLEY WHAC-A-MOLE GAME	G512	570.7						40.8	1.3	24.8	503.8		
MILTON BRADLEY WHAC-A-MOLE TOWER GM	G512	1,226.8						264.4	0.1		962.3		
MILTON HERSHEY SCHOOL	G850	482.5	460.1						17.0				5.4
MILUS WATCHES	A520	1,149.1	1,149.1										
MILWAUKEE CAREER COLLEGE	G810	301.6							301.6				
MILWAUKEE PUBLIC SCHOOL	G850	266.6					78.0		188.6				
MILWAUKES BEST LIGHT BEER	F612	3,544.0	717.0						312.5		2,514.6		
MIMI MATERNITY STORE WOMEN	V311	707.0	707.0										
MINCHIN AUTO DLR	V219	346.8			346.8								
MINCHIN BUICK GMC	V211	312.6			312.6								
MIND BODY SPIRIT/FITNESS	B623	670.5	670.5										
MIND OF MENCIA SERIES VIDEOS	H532	265.9						16.2		249.7			
MINI AUTOS COOPER	T113	21,427.4	13,966.6				2,698.3		8.6		1,647.1	1,307.6	1,799.2
MINI BABYBEL CHEESE	F312	2,892.6						62.9	280.1		2,549.5		
MINI DLR ASSN COOPER	T123	700.8											700.8
MINI FLYBY SHOW	V169	377.4					377.4						
MINI OF TOWSON	V213	319.9			225.0				94.9				
MINIMALLY INVSV SRGR INS	V133	480.4			480.4								
MINISTRY HEALTH CARE SYS	V133	272.0					272.0						
MINISTRY/YOUTH CLTR/PSA	B323	835.1								835.1			
MINNEAPOLIS GM DA	T121	647.3			647.3								
MINNESOTA HISTORICAL SOC	V166	341.9			279.1		62.8						
MINNESOTA ONCOLOGY HMTLG	V133	297.9			296.6		1.3						
MINNESOTA PUBLIC RADIO	B630	450.6			69.9		380.7						
MINNESOTA SCHOOL/BUS & GLOBE COLLEGE	G810	1,599.2							1,599.2				
MINNESOTA STATE FAIR	V166	457.9			411.7		24.0						22.2
MINNESOTA STATE LOTTERY	B314	1,658.5					715.6		777.7				165.2
MINNESOTA STATE TP	T433	2,203.8	668.1	189.7	510.2		49.5		786.3				
MINNESOTA TIMBERWOLVES	V163	605.4			61.3		8.3		535.9				
MINNESOTA TWINS BSBL TM	V163	1,074.0			255.9		37.6		780.5				
MINNESOTA VIKINGS FTBL	V163	849.0			277.8		37.0		534.3				
MINNESOTA VTNM VTRNS CHR	B329	445.1			445.1								
MINNESOTA WILD HOCKEY	V163	373.1			246.2		3.8		123.1				
MINNESOTAS OWN GRCR ASSN	V346	270.3			270.3								
MINOLTA OFFICE MACHINES	B719	303.8					303.8						
MINOTTI FURNITURE	H121	2,431.3	2,088.3	343.1									
MINSKOFF THEATRE	V161	649.7			455.5	194.2							
MINTO RE DEV	B452	433.5			433.5								
MINUTE CLINIC MED CTR	V133	707.5			440.1		5.0		165.9				96.5
MINUTE MAID ACTIVE RTS ORANGE JUICE	F420	2,071.2						1,149.8	6.0		915.4		
MINUTE MAID HEART WISE &MNT MD ACTV	F420	4,324.5						4,324.5					
MINUTE MAID HEART WISE RTS ORANGE JC	F420	2,868.5						1,813.0	7.3		1,048.2		
MINUTE MAID LIGHT VAR RTS FRT DRNKS	F420	431.5	431.5										
MINUTE MAID MULTI-VTMN RTS ORNG JC	F420	2,382.5						1,727.3	11.9		643.2		
MINUTE MAID RTS FRUIT DRINKS&JUICES	F420	5,496.0						4,794.0	9.3	84.5	608.2		
MINUTE MAID RTS FRUIT JUICE	F420	599.3					588.9		5.8		4.6		
MINUTE MAID RTS ORANGE JUICE	F420	5,016.3	4,960.1		55.6				0.6				
MINUTE MAID RTS POMEGRANATE BLBRYJC	F420	1,736.4	1,230.6				505.8						
MINUTECLINIC HEALTH CLNC	V133	316.2			316.2								
MINWAX FINISH & WOOD STAIN	H630	7,047.0						5,510.3	10.5	150.5	1,375.7		
MINWAX HELMSMAN SPAR URETHANE	H630	773.0	773.0										
MINWAX POLYCRYLIC & MINWAX WD STN	H630	1,009.5	1,009.5										
MINWAX POLYSHADES STAIN&POLYURETHANE	H630	2,011.8	2,011.8										

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MINWAX POLYURETHANE	H630	873.0	873.0										
MINYARD FOOD STORES	V345	369.3			369.3								
MIRA BAY RE DEV	B452	420.2	282.6				137.6						
MIRA VAR BOOKS	B610	376.6			9.8	321.8							45.0
MIRACLE BLADE 3 HOUSEHOLD DR	V872	22,019.2							438.4	22.2	21,558.6		
MIRACLE METHOD SRFC RSTR	V171	1,335.4				1,184.1				151.3			
MIRACLE MILE MALL	V620	372.3	337.4			34.9							
MIRACLE MILE SHOPPING CN	V620	666.1					666.1						
MIRACLE PLUS MISC DR	V859	2,922.0				2,922.0							
MIRACLE WHIP SALAD DRESSING	F130	9,868.1						4,018.3	1,166.3	485.8	4,197.7		
MIRACLE-EAR CENTER	V139	6,800.1				3,961.0		7.2	1,861.6	243.9	143.8	582.6	
MIRACLE-EAR CENTER &SEARS HRNG/CTR	V139	1,115.8				1,081.0			16.2	15.7		3.0	
MIRACLE-EAR HEARING AID	D610	8,614.6			2.0	7,081.3			985.1	105.3	138.2	151.8	151.0
MIRACLE-GRO GARDEN SOIL	G713	5,383.6							4,018.8	423.0		941.7	
MIRACLE-GRO LIQUAFEED PLANT FOOD SYS	G713	9,526.4	502.9	475.0					5,578.7	375.5	900.8	1,347.2	346.2
MIRACLE-GRO MSTR CNTRL POTTING MIX	G715	7,422.1	2,359.1						2,560.6	278.5	1,069.8	1,154.1	
MIRACLE-GRO ORGANIC CHC GARDEN SOIL	G713	1,295.5	964.9							0.2		330.4	
MIRACLE-GRO ORGNC CHC FRTLZRS&TRTMNT	G713	520.7	520.7										
MIRACLE-GRO SHK/FWD PR PLANT FOOD	G713	3,444.8							2,089.6	34.1	510.0	811.0	
MIRAGE FLOORING	H132	266.3	266.3										
MIRAGE HOTEL & CASINO	T431	4,328.1	2,470.3			82.2		231.2	80.0	228.3		1,236.1	
MIRAGE WOOD FLOORING	H132	2,371.8	2,371.8										
MIRALAX LAXATIVE POWDER	D532	30,559.4	3,542.5	2,162.7					17,217.5	2,263.8	1,691.5	3,681.3	
MIRAMAX BECOMING JANE MOVIE	B660	7,858.4	555.5			3,025.5	771.9		528.7	1,349.0		1,627.8	
MIRAMAX DIVING BELL&BTFLY MV	B660	3,498.7	148.6			2,076.1	1,159.3			114.7			
MIRAMAX GOLDEN DOOR MOVIE	B660	366.1	7.0			267.9	91.2						
MIRAMAX GONE BABY GONE MOVIE	B660	16,683.3	310.0			4,121.3	1,347.7		4,561.8	2,568.8	105.5	3,668.3	
MIRAMAX HOAX MOVIE	B660	11,133.2	399.7			3,639.8	777.6		3,105.1	965.7	112.1	2,102.4	30.9
MIRAMAX IN THE LAND/WOMEN MOVIE	B660	2,135.9	9.4			1,781.0	345.6						
MIRAMAX LOOKOUT MOVIE	B660	7,581.7	39.9			1,771.9	258.5		589.5	1,081.7	292.3	3,548.0	
MIRAMAX NO COUNTRY/OLD MEN MOVIE	B660	23,924.8	194.3	114.4		8,101.4	2,757.4		5,335.3	2,752.6	74.2	4,595.3	
MIRAMAX QUEEN MOVIE	B660	10,372.9		114.4		4,455.9	2,308.5		937.4	1,022.3	91.6	1,076.8	366.1
MIRAMAX VAR MOVIES	B660	2,109.8	58.5			137.6	1,273.5	640.2					
MIRAMAX VENUS MOVIE	B660	3,255.5	79.0			2,024.0	1,049.2			103.3			
MIRAPEX RX	D560	53,250.8	13,381.5						10,990.8	279.6	12,416.0	16,182.9	
MIRASOL CC & EST RE DEV	B452	396.9				396.9							
MIRASSOU WINE	F620	1,241.4	1,241.4										
MIRAVAL SPA RESORT	T431	751.4	293.1	114.4		24.9	319.1						
MIRENA CONTRACEPTIVE RX	D560	35,452.5	19,298.8								16,153.7		
MIRMAN MRKVTS&LND ATTY	V151	372.5							372.5				
MIRTA DE PERALES DRUGS/TOILETRIES DR	V830	414.9							414.9				
MISH NY FINE JEWELRY STR	V314	299.4	299.4										
MISION LA SERENA RE DEV	B452	269.3	269.3										
MISKELLY FURNITURE STORE	V375	1,454.9					64.4			1,390.5			
MISNY & ASSOC ATTY	V151	622.5							622.5				
MISPREMIOSCOACOLA.COM ONLINE	F441	267.0							1.6		265.3		
MISS DIOR CHERIE FRAGRANCE WOMEN	D180	965.7	965.7										
MISS POTTER VIDEO	H532	325.1						251.7		73.4			
MISS SIXTY CLOTHING STR WOMEN	V311	935.5	935.5										
MISSED FORTUNE SEMINAR	G820	841.2				841.2							
MISSING PERSONS/PSA	B323	959.2							660.5	298.7			
MISSING&EXPLTD CHILD/PSA	B323	528.5								342.4		186.0	
MISSION CHEVROLET	V211	318.2						62.6		255.6			
MISSION CHRYSLER JEEP	V211	723.1				641.3				81.8			
MISSION HOSPITAL	V133	326.6	9.7			221.6			58.8		36.6		
MISSIONARY OBLATES/MARY IMMCLT	B322	408.6		408.6									
MISSISSIPPI GULF COAST TP	T433	289.0				17.5				86.2			185.4
MISSISSIPPI POWER CO	V173	310.1	231.1					79.0					
MISSISSIPPI STATE INDUSTRIAL DEV	B840	765.8	462.0				303.8						
MISSISSIPPI STATE TP	T433	1,232.2	1,018.2			3.9	142.9	0.7		35.0	4.1	27.4	
MISSONI ACQUA FRAGRANCE WOMEN	D180	378.0	378.0										
MISSONI CLOTHING STR WOMEN	V311	5,252.6	4,795.2		457.4								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MISSONI FRAGRANCE WOMEN	D180	327.9	327.9										
MISSOURI COLLEGE	G810	833.0							833.0				
MISSOURI STATE LOTTERY	B314	915.4					330.8		584.6				
MISSOURI STATE TP	T433	5,153.8	2,464.5		865.0				1,323.1		5.9		495.3
MISTER SPARKY ELECT	V171	340.1							340.1				
MIT SLOAN SCH OF MGT	G850	369.1	369.1										
MITCHELL GLD&BOB WLMS ST	V375	828.6	307.0		314.5	207.1							
MITCHELL GOLD&BOB WLMS FURNITURE	H121	1,823.8	1,501.1	228.7	94.0								
MITCHELL GOLD&BOB WLMS LEATHER FURN	H121	293.6	293.6										
MITCHELLS FISH MKT REST	G310	379.5			378.9				0.6				
MITCHELLS/WSTPRT &RICHARDS STR FAM	V311	291.2				291.2							
MITCH'S FURN&BDNG LQDTN	V375	258.9							258.9				
MITCHUM ANTIPERS	D260	550.4					550.4						
MITCHUM SMART SOLID AP/DEOD	D260	7,076.7	2,938.7					2,327.5	5.0		1,805.5		
MITCHUM SOLID AP/DEOD	D260	261.9	261.9										
MITEQ RECRUITMENT	B912	544.2			544.2								
MITO CORP AUTOMOTIVE DR	V880	451.7	451.7										
mitsubishi auto&trk var	T115	2,693.2					110.5		2,480.6		17.8		84.3
mitsubishi autos eclipse	T112	24,689.2						1,792.7	19,019.8		3,876.7		
mitsubishi autos eclipse leasing	T112	287.9							287.9				
mitsubishi autos galant & lancer	T112	8,962.3						730.0	7,015.7		1,216.6		
mitsubishi autos lancer	T112	35,250.4	1,672.7					3,280.6	23,367.8		6,929.4		
mitsubishi autos lancer leasing	T112	1,738.5							1,738.5				
mitsubishi autos var	T112	334.6			334.6								
mitsubishi dlr assn var auto&trk	T122	13,766.2			11,983.8				43.9				1,738.6
mitsubishi trucks endeavor	T118	353.3						352.6		0.7			
mitsubishi trucks endeavor&outlander	T118	5,568.5						871.4	3,875.8		821.3		
mitsubishi trucks outlander	T118	59,133.5	1,419.9					3,106.9	43,868.4		10,738.3		
mitsubishi trucks outlander leasing	T118	1,717.9							1,717.9				
mitsubishi tv	H511	2,350.9	132.5		26.4			2,018.0	140.9		33.1		
miu miu clothing store women	V311	4,242.2	3,767.7	474.6									
miu miu dresses & handbags women	A130	265.0	265.0										
miu miu sunglasses	A430	1,693.9	1,579.5	114.4									
mizera buick chevrolet	V211	427.1			427.1								
mizuho corp bank cp	B121	2,725.5	530.7			2,194.9							
mizuno golf clubs	G460	312.5	65.8						1.4		245.3		
mizuno mp golf clubs	G460	775.8	775.8										
mizuno mp-57 golf clubs	G460	447.8	447.8										
mizuno mp-67 golf clubs	G460	551.1	517.1								33.9		
mizuno mx-25 golf clubs	G460	819.4	772.5								46.9		
mizuno var golf clubs	G460	604.9	604.9										
mj flooring ctr & design	V373	447.4			447.4								
mjc construction	V171	573.4			573.4								
mjm designer shoe store family	V313	459.4			459.4								
mk travel & tours	T420	2,579.4			2,415.8				163.5				
mlb authentic collection misc merch	G190	602.9						425.0	177.9				
mlb.com online	B670	941.1	356.5		15.6	549.7			13.7		5.6		
mlb.tv broadcasts online	B680	478.0	302.7		6.7	168.6							
mlcs ltd home & building pdts dr	V879	529.9	529.9										
mlt vacations	T420	1,567.4			1,239.6		327.8						
mmm carpet store	V373	268.9			268.9								
mntv-academy/jail paid promo	B641	467.6	467.6										
mntv-celebrity exp/mrn 5 paid promo	B641	577.8	577.8										
mntv-celebrity expose paid promo	B641	580.7	473.7								107.0		
mntv-decision house/mt/f paid promo	B641	612.2	612.2										
mntv-var programs paid promo	B641	789.3	789.3										
moab ut tp	T433	669.3	652.8		13.7				2.8				
moattar house/persia str	V373	357.5	357.5										
mob ringtones software	B229	8,185.1								8,185.1			
mobil 1 extended prfrmnc motor oil	T212	3,427.2	732.7					161.8		1,674.6		858.2	
mobil 1 high mileage motor oil	T212	546.0	546.0										
mobil 1 motor oil	T212	8,482.6	3,675.7					1,389.3	37.6		3,379.0		0.9

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MOBIL 1 SYNTHETIC MOTOR OIL	T212	4,585.1						2,972.6	46.7		1,565.7		
MOBIL CLEAN 5000 MOTOR OIL	T212	3,282.2	1,217.4					155.4			1,909.4		
MOBIL SERVICE STATION	V242	867.6			7.0		860.5						
MOBIL VAR MOTOR OIL	T212	435.5									435.5		
MOBILE WIREFLY WIRELESS SERVICE	B223	451.0			451.0								
MOBILEZONE CELLULAR STR	V329	561.3			561.3								
MOBILITY PDT\$ UNLTD DRUGS/TOIL DR	V830	66,144.6						877.5	1,212.2	4,578.2	59,476.6		
MOCA MUSEUM/CNTMTRY ART	V166	389.7	389.7										
MOCHI CRAFT YACHTS	G430	431.6	431.6										
MOCNI RESTAURANT	G310	1,286.7					1,286.7						
MODA FURNITURE STORE	V375	287.8			164.9				122.9				
MODEL INTERIORS FURN RNT	V375	521.3			442.1		79.2						
MODELLS SPORTING GOODS	V365	5,319.4			4,537.2	35.6	195.5		314.8			236.3	
MODELO ESPECIAL BEER	F611	3,235.3					434.9		1,839.9		301.9		658.5
MODERN BATHROOM STORE	V376	349.3		349.3									
MODERN FAN FANS	H622	918.9	918.9										
MODERN LOVE JEWELRY	A510	488.1	230.3			257.8							
MODERN MAIDS FORMAL GOWNS FAMILY	A130	582.2	582.2										
MODERN MIX 06/MET HOME	B623	564.0	564.0										
MODERN POSTCARD PRINTED PDT\$ DR	V829	282.2	282.2										
MODERNAGE FURNITURE STR	V375	1,628.4			541.1		93.8		993.5				
MODERNBRIDE.COM MAGAZINE ONLINE	B623	1,222.5	1,222.5										
MODERNICA FURNITURE	H121	607.4	607.4										
MODERNISTIC CARPET CLNG	V179	255.8							219.1			36.7	
MODIA HOME THEATER STORE	V361	406.7			406.7								
MOEN FAUCETS	H621	2,578.3	2,378.5		6.0			77.8	25.1		90.9		
MOEN PLUMBING SUPPLIES	H621	890.9					5.0	256.1	14.2		615.6		
MOEN SHOWER HEAD	H621	3,808.0	855.5					1,224.5	83.3		1,644.8		
MOEN VELOCITY SHOWER HEAD	H621	542.5	542.5										
MOES SOUTHWEST GRILL	G320	340.2			61.1		180.2		98.9				
MOET & CHANDON CHAMPAGNE	F620	7,184.3	6,183.5		153.9	100.5	746.3						
MOHAMMED BN RSHD AL/FNDT	B329	1,673.8	843.8		127.2		702.9						
MOHANS CUSTOM TAILORS	V110	1,666.0			24.4		1,641.6						
MOHAWK CARPET STORE	V373	598.9	591.3		7.7								
MOHAWK CARPETS	H131	2,711.5	2,707.8						3.6				
MOHAWK CERAMIC TILE	H619	1,781.0	1,781.0										
MOHAWK COLOR CENTER	V373	546.1			528.7				17.4				
MOHAWK FLOORING	H132	1,265.4	1,264.0				1.4						
MOHAWK FLOORZ STORE	V373	556.6			556.6								
MOHAWK FLOORZ STORE & MHWK FLRSCPS&CL	V373	958.4								958.4			
MOHAWK HONDA	V212	251.3							251.3				
MOHAWK LAMINATE FLOORING	H132	3,044.7	3,044.7										
MOHAWK PAPER MILLS INC CP	B729	339.4	339.4										
MOHEGAN SUN ARENA	V166	1,121.0			1,117.6	3.4							
MOHEGAN SUN CASINO HOTEL	T431	17,164.5	799.8		3,735.6	91.1	942.1	63.4	6,991.5		94.9		4,446.1
MOHICAN NORTH STAR CASN	T431	434.2					160.1		274.1				
MOISSANITE JEWELRY	A510	1,410.8	1,361.6		39.2				10.0				
MOJO HI-DEF CABLE TV	B642	355.7	212.8			142.9							
MOL SHIPPING SERVICE	B833	403.5	204.9			198.6							
MOLASSES RE DEV	B451	299.9	74.6	210.2	15.2								
MOLBAKS GREENHOUSE	V351	387.0			387.0								
MOLINA FINE JEWELERS	V314	416.6	283.8		49.0		83.9						
MOLLE TOYOTA	V212	322.8			248.7				74.1				
MOLLY MAID CLEANING SVC	V179	317.3			233.9		39.0		44.4				
MOLOKAI HI TP	T434	354.5	354.5										
MOLOKAI STRAIT YACHTS	G430	270.1	270.1										
MOLSON BREWERY	V140	251.4					251.4						
MOLSON CANADIAN BEER	F611	1,582.6			65.4				1,472.3		44.9		
MOLSON VAR BEERS	F611	1,957.7					1,957.7						
MOLYNEAUX TILE&CARPET ST	V373	581.1			27.3		142.5		411.2				
MOMENTUS SPORTING GOODS DR	V851	2,506.8								2,506.8			
MOMS ON MADISON/COOKIE	B623	317.9	317.9										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MON AMIE CLTHNG STR WOMEN	V311	307.4	307.4										
MON CHERI BRIDAL & FORMAL GOWNS W	A130	279.3	279.3										
MON CHERI BRIDAL GOWNS WOMEN	A130	2,282.4	2,282.4										
MON CHERI BRIDAL STR WOMEN	V311	287.6	287.6										
MON CHERI BRIDAL&FORMAL GOWNS FAM	A130	431.5	431.5										
MONACO FINANCIAL COINS DR	V859	1,187.1											1,187.1
MONACO JEWELERS	V314	470.4			470.4								
MONACO RE DEV	B452	299.5				192.5		107.0					
MONACO TP	T434	696.9	641.3		17.3		15.9	22.5					
MONARCH BILLIARDS STORE	V365	361.2	361.2										
MONARCH DENTAL ASSOC	V133	365.4			22.8				342.6				
MONARCH INTERIORS STORE	V379	408.2			408.2								
MONARCH LANDING RTRMNT & SEDGE BROOK	V134	459.0			231.8				227.2				
MONARCH MORTGAGE CO CONSUMER SVC	B124	271.7			271.7								
MONARCH RARE COINS COINS DR	V859	755.3			755.3								
MONCLER JACKETS WOMEN	A120	497.3	497.3										
MONDAY NIGHT FOOTBALL	V163	360.3					360.3						
MONEUAL LAB COMPUTER PDTS DR	V821	627.3	627.3										
MONEUAL.COM STORE ONLINE	V321	307.6	307.6										
MONEX DEPOSIT CO COLLECTIBLES DR	V852	2,525.3								2,525.3			
MONEY SHOW	V164	886.0	882.7		3.3								
MONEY SHOW/DC SEMINAR	G820	289.0	289.0										
MONEY TREE CHECK CSH SVC CON SVC	B129	2,363.3					32.6		2,330.7				
MONEYGRAM SERVICES	B229	1,299.8	107.8		81.8		388.4		360.0		136.5		225.3
MONEYTRAC PRSNL MINY MGT CONSUMER SVC	B129	713.0											713.0
MONEYTREE FINANCIAL CONSUMER SVC	B124	1,090.6					0.5		1,090.1				
MONGOOSE ATLANTIC ADV	B651	23,817.8	23,817.8										
MONGOOSE BICYCLES	G440	263.2	27.2					221.2				14.9	
MONICA RICH KOSANN PHOTO	V152	254.3	254.3										
MONICATTI CHRYSLER JEEP	V211	345.1			253.3				91.8				
MONIQUE LHUILLIER BRIDAL GOWNS WOMEN	A130	2,863.9	2,863.9										
MONIQUE LUO BRIDAL GOWNS WOMEN	A130	552.6	552.6										
MONISTAT 1 COMBINATION PCK CRM&SPS	D558	8,602.1						4,654.5	19.4	1,359.5	2,568.7		
MONISTAT 3 COMBINATION PCK CRM&SPS	D558	10,032.6						5,978.4	68.4	1,285.3	2,700.6		
MONISTAT SOOTHING CARE CHAFING RLF	D230	801.1						208.6	1.0	51.6	539.9		
MONITOR KIDS TV/PSA	B323	824.7						648.1	176.6				
MONITORCLOSELY.COM BP	B911	376.3	376.3										
MONMOUTH PARK RACE TRACK	V163	433.6			328.3		60.3		44.9				
MONMOUTH UNIVERSITY	G810	316.3	17.1		289.2	8.1						1.9	
MONOGRAMS TRAVEL SERVICE	T420	255.0	255.0										
MONROE AUTO WRLD AT PRTS	V380	269.8											269.8
MONROE COLLEGE	G810	825.0					825.0						
MONROE SHOCK ABSORBERS	T144	6,744.9	4,059.9				1,099.0					1,586.0	
MONROEVILLE DODGE	V211	503.4			252.9				250.5				
MONROEVILLE KIA	V212	306.0			306.0								
MONROVIA NURSERY STOCK	G712	1,953.1	1,951.5						1.6				
MONSANTO WEATHERMAX FARM HERBICIDE	G724	272.5											272.5
MONSTER JAM/ADVNC AT&FRD	V380	879.5							879.5				
MONSTER JAM/VAR SPON	V163	3,240.2							3,240.2				
MONSTER VAC VACUUM SVC	V179	379.0			379.0								
MONSTER.COM EMP SVC ONLINE	B913	48,664.3	651.2		93.2		6.5	28,158.4	535.8	848.3	18,369.3		1.6
MONTAGE FENCE	H629	797.8	794.1		3.7								
MONTAGE FORMAL GOWNS WOMEN	A130	862.9	862.9										
MONTAGE RE DEV	B452	334.1	147.1		187.0								
MONTAGE RESORT & SPA	T431	383.3	269.0	114.4									
MONTAGE RESORT & SPA LAGUNA BEACH	T431	384.6	384.6										
MONTALBANO HOMES	B452	1,016.7			518.2		498.4						
MONTANA STATE TP	T433	2,640.8	2,082.5		96.8		23.3		438.4				
MONTANAS HOME FURN STR	V372	265.7								265.7			
MONTAUK FURNITURE STORE	V375	296.8		275.6	21.2								
MONTAUK RUG & CARPET STR	V373	383.9			237.9	146.0							
MONTBLANC BOUTIQUE	V359	690.5	374.6		92.6	76.5	146.8						

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MONTBLANC JEWELRY	A510	5,340.5	4,301.3		146.4	892.8							
MONTBLANC WATCHES	A520	3,772.5	2,832.3		13.5	919.5	7.2						
MONTCLAIR VOLVO	V213	274.3			274.3								
MONTE CARLO RESORT&CSN	T431	565.8	414.6		145.6				5.6				
MONTE VISTA VILLAS DEV	B452	251.8			251.8								
MONTECARLO RE DEV	B452	675.8			640.0				35.8				
MONTECRISTO CIGARS	G220	390.6	390.6										
MONTECRISTO PLATINUM CIGARS	G220	650.2	650.2										
MONTEFIORE MEDICAL CTR	V133	1,220.9	259.2		33.7				928.0				
MONTELUCIA RE DEV	B452	285.4	241.5		43.9								
MONTEREY BAY AQUARIUM	V166	1,235.7	36.2		10.2		211.9		727.8				249.6
MONTEREY BOATS	G430	717.2	717.2										
MONTEREY HOMES	B452	262.4	54.7				207.7						
MONTEREY/LAS VGS CC DEV	B452	273.0	140.3		132.7								
MONTERRA RE DEV	B452	831.8	238.8	89.2	496.1	7.6							
MONTERREY FORUM 2007 CONFERENCE	G820	776.2	353.9				422.3						
MONTGOMERY CHEVROLET	V211	1,037.2			1,037.2								
MONTGOMERY COUNTY TRSR	B315	285.0			285.0								
MONTGOMERY VLG SHPNG CTR	V359	254.8			254.8								
MONTICELLO STUDENT LOAN CONSUMER SVC	B124	5,710.0								5,710.0			
MONTLICK & ASSOC ATTY	V151	2,899.2					383.0		2,516.2				
MONTRAL CANADA & QUEBEC TP	T434	481.6			212.5	269.0							
MONTRAL CANADA TP	T434	1,739.4	203.8	114.4	775.3	375.9	270.0						
MONTROSE TRAVEL SERVICE	T420	317.7			317.7								
MOO & OINK MEAT MARKET	V344	1,032.7			873.0				159.6				
MOODY GARDENS AMUSE PARK	T440	363.5					210.3		153.2				
MOODYS JEWELRY STORE	V314	1,186.9			1,013.3		92.9		80.8				
MOON VALLEY NURSERY CTR	V358	10,048.0			10,031.5		16.5						
MOONEY AIRCRAFT	T300	486.4	486.4										
MOONLIGHT COLLECTION BRIDAL GOWNS W	A130	498.5	498.5										
MOONLIGHT COUTURE BRIDAL GOWNS WOMEN	A130	2,229.6	2,229.6										
MOONLIGHT DESIGN BRIDAL GOWNS WOMEN	A130	667.9	667.9										
MOONLIGHT FORMAL GOWNS&FRMLWR W	A130	359.6	359.6										
MOORADIANS FURNITURE STR	V375	639.9			427.2				212.7				
MOORE AUTO DLR	V219	1,890.5			1,890.5								
MOORE CHRYSLER JEEP	V211	530.0			530.0								
MOORINGS/ARLINGTON HGHTS	V139	253.6			253.6								
MOPAR AUTO ENGINE	T144	337.1	337.1										
MOR FURN FOR LESS STR	V375	10,072.8					176.3		9,896.6				
MOR FURNITURE STORE	V375	264.1			264.1								
MORAN CHEVROLET	V211	548.4			360.3		28.0		160.0				
MORE INCOME LESS RISK SEMINAR	G820	346.5			346.5								
MORE MAGAZINE CONTEST	B623	651.0	651.0										
MORE MAGAZINE ONLINE	B623	2,360.0	2,360.0										
MORE MARATHON	B623	910.5	910.5										
MORE SHINE LESS TIME TIRE CLEANER	T143	1,248.7	1,248.7										
MORE SPACE PLC FURN STR	V375	566.2			424.2				142.0				
MORE THAN/GIFT/MARIE CLR	B623	2,540.9	2,540.9										
MORE/WILHELMINA MDL SRCH	B623	731.5	731.5										
MOREDISTANCE.COM ONLINE	V365	280.1							280.1				
MORELLIS FOOD STORE	V346	377.6			377.6								
MORESCHI SHOES MEN	A310	305.0	305.0										
MORETSKY CSDY VSN CRCTN	V135	332.6			234.0				98.6				
MORETTIS FINE JWLRY STR	V314	342.2			221.7		104.8		15.7				
MORGAN & MORGAN ATTY	V151	12,292.1					1,430.3		10,861.8				
MORGAN BLDG SPA PILS RVS	V175	288.7			288.7								
MORGAN LIBRARY&MUSEUM	B329	266.0	92.0		34.7	139.4							
MORGAN MINT COINS DR	V859	9,255.3	459.4	8,467.7	242.8	85.4							
MORGAN STANLEY & CO INC CP	B122	3,069.2	802.0		22.2	2,245.0							
MORGAN STANLEY BUSINESS SERVICES	B122	2,337.9				2,337.9							
MORGAN STANLEY CONSUMER SERVICES	B122	34,532.6	12,866.9	1,473.0	1,118.0	3,690.7	875.9	5,745.7	2.3	72.3	8,687.8		
MORGAN STANLEY FIN CONS CONSUMER SVC	B129	939.9	245.4		268.7		425.8						

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MORI LEE BRIDAL GOWNS WOMEN	A130	1,834.4	1,834.4										
MORI LEE BRIDAL GOWNS&FRMLWR W	A130	510.3	510.3										
MORI LEE FORMAL GOWNS WOMEN	A130	269.6	269.6										
MORITZ AUTO DLR	V219	949.0			782.7		78.2		88.2				
MORITZ BMW CADILLAC	V219	395.7					395.7						
MORITZ CHEVROLET	V211	1,390.0				1,007.2			382.8				
MORITZ CHRYSLER JEEP	V211	1,004.4				1,004.4							
MORITZ KIA	V212	1,687.8				1,574.0			113.7				
MORNINGSTAR CONSUMER SERVICES	B129	287.3	287.3										
MORNINGSTAR FARMS VAR BRKFS FD&GRLLR	F900	982.3	982.3										
MORNINGSTAR FARMS VEGGIE BITES	F332	6,887.6	6,887.6										
MORONGO BAND/MS INDN ORG	B329	608.0			22.8		19.3		566.0				1.0
MORONGO CASINO	V169	809.9					808.9						
MORONGO CASINO RSRT&SPA	T431	5,298.7	217.6		1,166.5		87.8		3,826.9				
MORPHOSIS RJVNTN STD	V131	533.8			533.8								
MORRELL WINE SHOP	V341	310.3				310.3							
MORRIES CADILLAC SAAB	V219	287.2			287.2								
MORRIES FORD	V211	694.6			694.6								
MORRIES NISSAN HYUNDAI	V212	617.7			616.2				1.4				
MORRIS BART ATTY	V151	2,044.2					19.8		2,024.4				
MORRIS HOME FURNISHINGS	V375	2,686.3				1,942.4			743.9				
MORRIS-JENKINS HTG CO	V174	947.8				496.7			451.1				
MORRISON CONDOMINIUMS	B452	433.2	85.9	61.3	286.0								
MORRISON HOMES	B452	1,843.7				313.5		1,515.3		14.9			
MORRISON VEIN INSTITUTE	V133	256.7	46.3			210.4							
MORRISSEY PRSNL APPR	V161	306.9	195.3							111.7			
MORRISTOWN BMW	V213	266.6				199.5	67.0						
MORRISTOWN TOYOTA	V212	264.9				264.9							
MORSE CHEVROLET	V211	327.2				285.4			41.8				
MORTGAGE CENTER CONSUMER SERVICES	B124	1,510.3					6.0		91.0	8.4	1,404.9		
MORTGAGE FUNDING CORP CONSUMER SVC	B124	322.7				322.7							
MORTGAGE MALL CORP CONSUMER SERVICES	B124	424.7				424.7							
MORTGAGE MARKET INFO SVC CON SVC	B124	1,388.5				1,388.5							
MORTGAGE PLNG&LNNDG CONSUMER SVC	B124	923.2				923.2							
MORTGAGE SOLUTIONS CONSUMER SERVICES	B124	1,180.0				1,180.0							
MORTGAGE SOURCE CONSUMER SERVICES	B124	322.7				322.7							
MORTGAGE STORE CONSUMER SERVICES	B124	1,240.2					79.2		19.1				1,141.9
MORTGAGE WAREHOUSE RECRUITMENT	B912	328.6											
MORTGAGE WATCH CONSUMER SERVICES	B124	253.7				253.7							
MORTON ARBORETUM	V161	444.5				444.5							
MORTON BUILDINGS INC PRE-FAB HOMES	H614	1,388.9	1,316.2			72.8							
MORTON COARSE KOSHER SALT	F150	794.3	794.3										
MORTON PLANT MEASE MEDICAL INSURANCE	B412	2,908.3				2,908.3							
MORTON SALT	F150	605.1	578.4				26.7						
MORTON VAR SALT	F150	1,527.4	1,527.4										
MOSAIC/UNIV&ASH RE DEV	B452	286.9	286.9										
MOSAICO BOOK CLUB DR	V823	1,513.6	1,513.6										
MOSCHINO APPAREL	A990	1,696.9	1,696.9										
MOSCHINO HANDBAGS & SHOES WOMEN	A410	627.5	627.5										
MOSCHINO RTW WOMEN	A190	427.5	427.5										
MOSCOW BALLET CO	V161	291.7				56.2			235.6				
MOSER ENGINEERING AUTOMOTIVE DR	V880	386.9	386.9										
MOSES CONE HOSPITAL	V133	275.2					112.2		163.1				
MOSS BROS AUTO DLR	V219	317.9				317.9							
MOSS BROS DODGE	V211	303.7				219.3		84.5					
MOSSY AUTO ENTERPRISES	V219	1,643.3				1,625.3		18.0					
MOSSY FORD TOYOTA	V219	292.8				292.8							
MOSSY NISSAN	V212	1,542.6				738.9			803.6				
MOSSY OAK HUNTING CLOTHES MEN	A190	830.3	674.2					66.3	2.2		87.6		
MOSSY TOYOTA	V212	369.8				369.8							
MOTEL 6 MOTELS	T431	6,459.3					3,594.8	281.0	0.4	1,700.8	427.1	455.3	
MOTEL 6 MOTELS ONLINE	T431	1,538.6						260.8	2.6	1,275.2			

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MOTHERHOOD MATERNITY STR WOMEN	V311	1,573.0	1,573.0										
MOTHERS CA GOLD CAR CARE PDTs	T143	717.2	717.2										
MOTHERS CAR CARE PDTs	T143	2,224.3	1,475.7						294.4		454.2		
MOTHERS CLAY BAR SYSTEM	T143	820.6	820.6										
MOTHERS FX CAR CARE PDTs	T143	1,804.3	1,804.3										
MOTHERS NUTRITIONAL CTR	V346	258.5							258.5				
MOTHERS POWERBALL MINI CAR CARE PDTs	T143	1,921.7	1,921.7										
MOTHERS POWERBALL TOOL & PWRMLT PLSH	T143	491.9	78.1								413.8		
MOTION COMPUTING TABLET COMPUTER	B511	784.4	784.4										
MOTION MEDIA PROD SVC	V129	779.6					779.6						
MOTION PICTURE ASSN/AMER	B329	254.0		2.3					251.7				
MOTIONS HAIR PDTs	D390	474.6	474.6										
MOTIONS HAIR RELAXER & SHAMPOO	D340	414.6	414.6										
MOTIVATION SHOW	V164	372.1	348.3		23.8								
MOTO TEES VAR VIDEOS DR	V873	258.3									258.3		
MOTOR BOATING MAGAZINE ONLINE	B623	553.4	553.4										
MOTOR CITY DODGE DA	T121	493.7			493.7								
MOTOR TREND AUTOMOTIVE ACCESS	T144	993.7	993.7										
MOTOR TREND SUNGLASSES	A430	376.2	376.2										
MOTOR WERKS AUTO DLR	V219	294.2			294.2								
MOTOR WERKS BMV	V213	338.0			240.9				97.2				
MOTOR WERKS CAD SAAB	V219	611.2			611.2								
MOTORCITY CASINO	V169	2,366.3			28.8			1,560.7		776.8			
MOTORCYCLE MCHNCs INST	G840	3,365.7	121.1						114.2	68.1	339.0	2,723.2	
MOTORGUIDE MARINE TROLLING MOTORS	G430	663.9	527.8							0.0		136.0	
MOTOROLA ELECTRONIC ENTER EQUIP	H519	543.0					543.0						
MOTOROLA INC MA	B130	264.2			264.2								
MOTOROLA MOTOQ WIRELESS WEB PHONE	B213	924.4	924.4										
MOTOROLA RAZR 2 WIRELESS WEB PHONE	B213	2,501.3	2,501.3										
MOTOROLA RAZR V WIRELESS WEB PHONE	B213	294.0			294.0								
MOTOROLA RAZR WIRELESS WEB PHONE	B213	262.1	262.1										
MOTOROLA RIZR WIRELESS PHONES	B213	1,557.9	1,557.9										
MOTOROLA ROKR WIRELESS PHONE HDPHNS	B213	553.6	553.6										
MOTOROLA ROKR WIRELESS PHONES	B213	2,389.6	2,275.2	114.4									
MOTOROLA TELECOMMUNICATIONS EQUIP	B290	591.3					591.3						
MOTOROLA WIRELESS HEADSETS	B213	1,876.3							1,564.2	312.1			
MOTOROLA WIRELESS PHONES	B213	2,314.3	124.8			168.6	1,900.0		3.4		81.3		36.3
MOTOROLA WIRELESS SERVICE	B223	1,297.1			143.0		1,154.1						
MOTOSPORT OUTLET MULTI-PDTs DR	V899	933.8	933.8										
MOTOWN VANESSA CRLTN HRS&THVS	H531	267.9	228.2							39.7			
MOTRIN IB PAIN RELIEVER CAPLETS	D511	2,394.4	397.9								1,769.0	227.5	
MOTRIN IB PAIN REMEDIES	D511	2,557.8											2,557.8
MOTRIN PAIN REMEDIES	D511	419.9					19.9					400.0	
MOTTS FOR TOTS RTS APPLE JUICE	F420	2,453.3	2,453.3										
MOTTS FOR TOTS RTS FRUIT DRINK	F420	2,930.5	2,930.5										
MOTTS HEALTHY HARVEST APPLESAUCE	F322	4,638.5	4,638.5										
MOTTS SCOOBY-DOO APPLESAUCE	F322	1,156.2	1,156.2										
MOULDING CO HOME CENTER	V376	514.6			514.6								
MOULDING MASTERS HM CTR	V376	272.1			272.1								
OUNT AIRY LODGE	T431	731.8			670.9		60.9						
OUNT AUBURN HOSPITAL	V133	256.3			16.8					239.4			
OUNT CARMEL HEALTH SYS	V133	463.8					64.9			398.9			
OUNT CLEMENS DODGE	V211	989.6			989.6								
OUNT CLEMENS RGNL MD CT	V133	282.0			78.8		119.6			83.6			
OUNT HOOD TP	T433	494.8	51.2		440.7				2.9				
OUNT KISCO HONDA	V212	254.6			254.6								
OUNT OLYMPUS THEME PARK	T440	315.2						150.5		164.7			
OUNT SINAI HOSPITAL	V133	1,597.3	132.0	1,229.3	194.6	19.0	6.1		16.3				
OUNT SINAI HOSPITAL NY	V133	323.9			266.5	57.5							
OUNT SINAI MEDICAL CTR	V133	350.3						340.3		10.0			
OUNT WA HOTEL & RESORT	T431	436.1	13.4		421.7						1.0		
OUNTAIN AIR CC RE DEV	B452	757.0	747.3					9.7					

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MOUNTAIN AMER CREDIT UN CON SVC	B124	479.7			364.7		56.0		59.1				
MOUNTAIN DEW DIET SOFT DRINK	F442	12,062.3						10,001.0	1,199.4		861.8		
MOUNTAIN DEW GAME FUEL SOFT DRINK	F441	6,975.7						1,707.5	2,427.1		2,841.2		
MOUNTAIN DEW MDX ENERGY SODA	F441	1,799.8						671.1	462.2		666.6		
MOUNTAIN DEW SOFT DRINK	F441	22,031.4	669.2				2,198.9	8,386.0	5,095.4		5,039.0	207.7	435.2
MOUNTAIN FALLS RE DEV	B452	289.7	85.8		117.9		86.1						
MOUNTAIN HARDWEAR OUTERWEAR MEN	A120	373.8	373.8										
MOUNTAIN HARDWEAR SLEEPING BAGS	G490	268.1	268.1										
MOUNTAIN HARDWEAR SLEEPING BAGS&TNTS	G490	455.9	455.9										
MOUNTAIN HIGH YOGHURT	F311	979.7	574.1						405.6				
MOUNTAIN HOUSE RE DEV	B452	462.1			322.2		139.9						
MOUNTAIN LAKE PROPERTIES	B452	255.4				255.4							
MOUNTAIN STATES TOYOTA	V212	535.0				3.4			531.6				
MOUNTAIN VIEW CHEVROLET	V211	612.4				612.4							
MOUNTAIN VIEW COLLEGE	G810	291.3				291.3							
MOUNTAIN VISTA FARM	B322	797.0							797.0				
MOUNTAIN WEST CONFERENCE	V163	418.7							393.2		25.5		
MOUNTAIN WEST SPRIT NTWRK PAID PROMO	B642	298.7							215.4				83.3
MOUNTAINCOW VAR SOFTWARE DR	V821	288.0	288.0										
MOUNTAINS EDGE RE DEV	B452	1,521.8					675.2		846.6				
MOVADO CLOCKS	H222	327.8	249.4	78.4									
MOVADO JEWELRY & WATCHES	A510	4,559.6	4,559.6										
MOVADO JEWELRY STORE	V314	1,684.9	310.7		205.2	927.0	242.0						
MOVADO WATCHES	A520	15,288.3	14,625.9			256.3	404.3		1.9				
MOVE.COM ONLINE	B670	1,753.1							126.9			1,626.2	
MOVEON.ORG	B329	410.1				27.9	114.9		147.2		115.0		5.1
MOVIDA PRE-PAID WIRELESS SVC	B223	2,105.5							1,724.1		381.4		
MOVIE EXPERIENCE MV THTR	V165	255.4				255.4							
MOXI MEDIA CENTER SYSTEM	H519	781.4	781.4										
MP3TUNES MUSIC STORE ONLINE	V362	280.3	280.3										
MPIX PHOTOGRAPHY SERVICE ONLINE	V152	1,142.0	1,142.0										
MR ALANS SHOE&SPRTWR STR FAMILY	V311	298.5				41.0			222.4				35.1
MR BEANS HOLIDAY VIDEO	H532	1,072.9						272.0	0.2	41.2	660.4	99.1	
MR BROOKS VIDEO	H532	2,304.2						1,361.6	0.0			942.6	
MR CLEAN ALL-PURPOSE CLEANER	H430	3,619.6	3,619.4						0.2				
MR CLEAN AUTODYR CAR WASH	T143	10,578.3	3,537.4					100.9	9.7	337.9	6,592.4		
MR CLEAN EXTRA POWER SPRAY CLEANER	H430	1,279.8						67.9	340.6	28.2	843.1		
MR CLEAN MAGIC ERASER CLEANING PADS	H430	11,776.5	1,884.2		124.1			1,927.1	18.0	890.0	6,933.0		
MR CLEAN MAGIC ERASER FMNG CLNG PDS	H430	19,193.4						8,074.3	28.1	1,711.8	9,379.3		
MR CLEAN MAGICREACH BATHROOM CLEANER	H443	3,328.8						1,023.1	18.3	1,004.5	1,282.9		
MR CLEAN MULTI-PURPOSE SPRAY CLNR	H430	628.6							0.2	28.2	600.3		
MR CLEAN MULTI-SURFACE ALL-PRPS CLNR	H430	6,792.5						2,607.9	342.3	888.2	2,954.1		
MR CLEAN POWER MULTI-SURFACE WIPES	H430	21,135.3						5,903.9	1,135.4	1,893.3	12,202.7		
MR HANDYMAN SERVICE	V179	399.0			63.3				335.7				
MR HERO RESTAURANT	G320	289.3					77.1		212.2				
MR JAYS APPLIANCE STORE	V371	425.8			424.3	1.5							
MR MAC CLOTHING STORE MEN	V311	338.2							338.2				
MR MATTRESS STORE	V377	1,014.0			1,014.0								
MR MINIBLIND STORE	V374	641.9			641.9								
MR POOL & MRS PATIO FURNITURE	V175	330.5			202.9				127.6				
MR ROGERS WINDOWS CONTR	V171	602.1							602.1				
MR ROOF ROOFING CONTR	V171	1,772.5				90.8			1,681.7				
MR ROOTER PLUMBING SVC	V174	12,661.6	12,422.5			3.2		44.3		161.6			30.0
MR SLIM DUCTLESS AC & HTG SYS	H622	2,884.1							229.2		2,654.9		
MR TIRE TIRES STORE	V241	2,400.3				1,404.0			81.1				915.1
MR ZS FOOD MART	V345	477.2				477.2							
MRI BLACK POWDER SUPPLEMENT	D543	383.1	383.1										
MRS BAIRD'S BREAD	F341	873.3							873.3				
MRS BS FURN STR & NE FURN MART CTR	V375	408.7			408.7								
MRS BUTTERWORTHS SYRUP	F110	4,721.6							2,123.9	24.8	821.5	1,751.5	
MRS DASH 10 MINUTE MARINADE	F150	2,281.1	1,509.7	771.4									
MRS DASH SALT FREE SEASONINGS	F150	7,341.0	563.9						4,461.0	2.4	164.0	2,149.7	

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MS LIFELINES ORG	B322	421.2			335.0	86.2							
MS RAU ANTIQUES	V379	2,580.2	419.6			2,160.6							
MSC CRUISES	T412	1,346.3			1,134.5	211.8							
MSD IGNITION AUTO PARTS	T144	1,363.3	1,228.2								135.1		
MSD IGNITION AUTOMOTIVE DR	V880	326.8									326.8		
MSG NETWORK CABLE TV	B642	279.3			279.3								
MSNBC CABLE TV	B642	4,153.9	3,931.4		200.4	22.1							
MSNBC ONLINE	B642	2,276.3	2,244.0			31.7			0.0		0.6		
MT EPHRAIM CHRY DODGE	V211	1,431.2			1,431.2								
MTA METRO TRANS AUTH	V180	5,556.0	68.1	138.1	2,545.7	451.0	548.3		1,743.8				61.0
MTA MCPL TRANS AGNCY	V180	525.8			525.8								
MTM JEWELRY DR	V810	635.1	635.1										
MTU OF NORTH AMERICA MARINE ENGINES	G430	378.6	378.6										
MTV CABLE TV	B642	3,722.6	2,118.1		37.8	303.2	1,239.9						23.7
MTV MOBILE TEXT MESSAGING	B229	2,657.1									2,657.1		
MTV VIDEO MUSIC AWARDS PAID PROMO	B642	1,123.8	973.5				29.0		75.9				45.4
MTV-RUNS HOUSE/MKNG MNDO PAID PROMO	B642	311.9	311.9										
MUCINEX CGH MN-MLTS CHILD CGH SPRSNT	D522	13,084.7	2,299.9					6,667.6	45.0	1,272.2	2,800.0		
MUCINEX D EXPECTORANT TABLET	D521	7,647.2	6,533.8	1,113.3									
MUCINEX DM EXPECTORANT TABLET	D521	18,607.5						14,793.0	23.6	212.4	3,578.6		
MUCINEX EXPECTORANT TABLET	D521	19,602.7	34.8					12,132.6	268.5	1,901.0	5,265.7		
MUCINEX FULL FORCE &MSTR SMRT NSL SP	D521	1,212.7	1,212.7										
MUCINEX FULL FORCE NASAL SPRAY	D521	6,421.3						4,730.5	0.8	13.3	1,676.7		
MUCINEX MAX STR EXPCTRNT TABS	D521	4,865.3						3,367.0	7.4	17.5	1,473.4		
MUCINEX VAR EXPECTORANT TABLETS	D521	6,262.2	6,262.2										
MUCKLESHOOT CASINO	V169	1,120.1			640.7		13.1		466.4				
MUD APPAREL	A990	1,330.9	1,330.9										
MUEBLERIA CONTINENTAL	V375	1,724.2							1,724.2				
MUEBLERIA DEL SOL	V375	474.7							474.7				
MUELLER ROOFING SERVICES	V171	517.3	517.3										
MUELLERS PASTA	F250	279.1							279.1				
MUIR GLEN ORGANIC CANNED TOMATOES	F323	3,508.8	3,508.8										
MUIR GLEN ORGANIC SOUP	F210	1,975.3	1,975.3										
MULBERRY CLOTHING STORE WOMEN	V311	2,210.5	1,363.6	343.1	14.0	489.8							
MULBERRY HANDBAGS & RTW WOMEN	A410	365.7	365.7										
MULLER HONDA	V212	893.0			893.0								
MULLERS WOODFIELD ACURA	V212	756.9			756.9								
MULLINAX FORD	V211	475.9			455.6			20.3					
MULTIBIONTA VITAMINS	D541	736.0	736.0										
MULTI-CARE REHAB CTR	V133	299.8				299.8							
MULTIFAMILY TRENDS CONFERENCE	G820	386.8			386.8								
MULTIMEDIA DEV CORP SVC	V129	665.2	665.2										
MULTIPLE SCLRS SCTY/PSA	B323	2,372.3						1,157.8		1,214.5			
MUNCHKIN BLING PACIFIER	H232	648.4	648.4										
MUNDAY CHEVROLET	V211	572.1			483.4		61.3		27.5				
MUNDO DE INGLES MULTI-PDTS DR	V899	4,332.4							914.5		3,418.0		
MUNDO TILE STORE	V373	339.9			2.1				337.7				
MUNGO HOMES	B452	286.9	36.3				178.1		72.5				
MUNICIPAL CREDIT UNION CONSUMER SVC	B124	4,504.5			4,490.0		14.5			317.3			
MUNLEY MNLY&CRTWRGT ATTY	V151	317.3											
MUNSINGWEAR PENGUIN STR WOMEN	V311	418.3	418.3										
MURAD INTENSIVE WRINKLE RDRC	D110	1,085.4	1,085.4										
MURAD SKIN CARE PDTS	D110	291.2	291.2										
MURANO CONDOMINIUMS	B452	457.0			457.0								
MURDOCK CHEVROLET	V211	452.6			228.7			223.9					
MURIEL SIEBERT STOCKBRKR CON SVC	B122	494.8	494.8										
MURINE EARIGATE EAR CANAL CLNSR	D559	1,573.2						847.0	0.0		726.2		
MURPHY CADILLAC	V211	481.2			481.2								
MURPHY SHELBY DODGE	V211	575.9			575.9								
MURPHYS CAMERA&VIDEO CTR	V361	275.9			275.9								
MURRAYS SHOES STORE FAMILY	V313	279.1			279.1								
MUSCLE ASYLUM PROJECT SUPPLEMENTS	D543	602.4	602.4										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MUSCLE MILK CHOCOLATE MILK	F311	1,078.3	1,046.2						32.0	0.0			
MUSCLE MILK LIGHT RTS PROTEIN SHAKE	D543	722.9	722.9										
MUSCLE MILK PROTEIN BAR	D543	383.1	383.1										
MUSCLE MILK RTS PROTEIN SHAKE	D543	1,250.7	1,250.7										
MUSCLESTUFF.COM STORE ONLINE	V359	294.6	294.6										
MUSCLETECH NUTRITIONAL SUPPLEMENT	D543	712.3	712.3										
MUSCLETECH VAR NUTRITIONAL SPLMNTS	D543	330.9	330.9										
MUSCULAR DYSTRP ASN/PSA	B323	617.5							614.7		2.8		
MUSEUM OF FINE ARTS	V166	538.1	70.6		242.7			108.6		116.2			
MUSEUM OF MODERN ART	V166	2,685.9	659.0	311.9	85.2	1,281.0		235.7		113.1			
MUSEUM OF MODERN ART CP	V166	264.2					264.2						
MUSEUM OF SCIENCE	V166	926.3	15.0		584.7			37.4		289.2			
MUSEUM OF THE CITY OF NY	V166	264.7	227.7							37.0			
MUSEUM/FINE ART BSTN EXH	V166	398.8	54.1		287.2		57.5						
MUSEUM/FINE ARTS HOUSTON	V166	424.8	165.6		192.0			67.2					
MUSEUM/NATURAL HISTORY	V166	796.8						792.8		3.9			
MUSEUM/SCIENCE & IND	V166	838.9	140.5		550.4			82.7		65.2			
MUSIC & ARTS CENTER	V359	1,105.2			318.2								787.0
MUSIC & LYRICS VIDEO	H532	4,079.0	674.4						2,227.9	54.3	202.1	920.2	
MUSIC BOX THEATRE	V161	594.4			90.2	504.3							
MUSIC CENTER	V161	740.9			104.1					636.8			
MUSIC CTR SPEAKER SERIES SEMINAR	G820	331.5			331.5								
MUSIC EXCHANGE PIANO STR	V369	324.5			324.5								
MUSIC HALL CENTER	V161	605.0			568.2		24.2			12.6			
MUSICIANS INSTITUTE	G850	1,398.3									1,398.3		
MUSICSPACE.COM STORE ONLINE	V362	1,677.8								9.7		1,668.1	
MUSICSPACE.COM STORE VAR RC DR	V871	17,419.1							232.1	1,004.0	16,183.1		
MUSICSPACEKIDS.COM VAR RECORDINGS DR	V871	2,749.8							61.2	16.7	18.2	2,653.7	
MUSIKFEST FESTIVAL	V161	331.2			282.9					48.3			
MUSSELMANS APPLESAUCE	F322	999.1	652.7		16.4			60.1	270.0				
MUSTANG FRAGRANCE MEN	D410	3,139.9	3,139.9										
MUSTANG SURVIVAL SAFETY APPAREL	A190	253.8	253.8										
MUSTELA SKIN CARE PDTs	D110	458.3	458.3										
MUTUAL BANK CORP CONSUMER SERVICES	B122	1,155.4			1,155.4								
MUTUAL OF AMERICA CONSUMER SERVICES	B129	2,516.8	2,516.8										
MUTUAL OF AMERICA VAR INSURANCE	B429	333.8			2.7	331.1							
MUTUAL OF OMAHA DISABILITY INS	B412	2,477.7							1,956.8	0.2		520.7	
MUTUAL OF OMAHA GOLF TRN	V163	278.9										278.9	
MUTUAL OF OMAHA INSURANCE DR	V829	550.0					550.0						
MUTUAL OF OMAHA LIFE INSURANCE	B411	1,137.5							855.4	11.0		271.1	
MUTUAL OF OMAHA LONG TERM CARE INS	B412	3,510.2							2,791.3	0.2		718.7	
MUTUAL OF OMAHA MEDICARE SUPPLEMENT	B412	2,260.3							1,915.1	0.8		344.5	
MUTUAL OF OMAHA VAR INS & FIN SVC	B429	1,292.7							1,049.6	0.5		242.6	
MUVICO THEATRES	V161	574.9			538.6		36.3						
MUZI FORD CITY	V211	924.5			924.5								
MUZZY COLLECTION CORR SCH DR	V854	7,555.6									7,555.6		
MVP HEALTH CARE	V133	471.0					127.7		343.3				
MVP HEALTH PLAN MEDICAL INSURANCE	B412	417.1			151.1		29.4		236.6				
MVPARENTS CAMPAIGN	B329	765.4									765.4		
MWH GLOBAL RSRCs ARCHTCT	V171	314.4				14.4	300.0						
MXENERGY NATURAL GAS SVC	V173	259.6			5.9					253.7			
MXZ SAW HOME & BLDG PDTs DR	V879	3,429.4								1.1	19.6	3,408.7	
MY FAIR LADY PLAY	V161	365.2			78.9					286.2			
MY FAMILY HEALTH PRTRT ONLINE	B670	1,392.8	1,392.8										
MY FRIENDS TICKER & POOH PAID PROMO	B642	354.1							353.1	1.0			
MY FRIENDS TICKER&PH/XMS VIDEO	H532	1,958.9							438.0	3.1	218.2	1,299.6	
MY LIL REMINDER ELECT PDTs & EQP DR	V829	4,054.0							903.4	69.6	65.4	3,015.5	
MY LITTLE PNY/VRY PNY PL VIDEO	H532	434.4							81.2			353.2	
MY LITTLE PONY LIVE PLAY	V161	469.2						4.2		465.0			
MY LITTLE PONY SERIES VIDEOS	H532	373.9	373.9										
MY M&MS ADV SPECIALTIES	B651	7,628.2	6,693.2	835.6	21.6	77.8							
MY RICH UNCLE STDNT LNS CONSUMER SVC	B124	2,744.8	579.3		1,791.2	374.4							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MY WIRELESS ORG	B329	491.7			295.9				195.8				
MY WONDERFUL WORLD ORG	B322	329.4							329.4				
MYCOCIDE NS NAIL FUNGUS REMEDY	D559	338.6	338.6										
MYCOGEN CORN SEEDS	G725	312.9							312.1	0.8			
MYDOMAIN.COM RGSTRTRN ONLINE	B543	395.8									395.8		
MYER-EMCO STEREO STORE	V361	391.0			391.0								
MYLANTA ULTIMATE STR ANTACID LIQ	D531	5,918.1							3,720.1	213.5	1,554.5	430.0	
MYMEDICALRECORDS.COM ONLINE	B543	361.2							18.2	10.3	332.7		
MYMMS.COM CANDY ONLINE	F510	6,520.7								329.7	1,078.4	5,112.6	
MYNETWORK TV STATION	B641	466.1	70.8		334.9		60.4						
MYNETWORTV PAID PROMO	B641	439.5	40.0		324.9								74.6
MYOPLEX DELUXE ENERGY BAR	D543	1,244.7	1,244.7										
MYOPLEX LITE NUTRITIONAL BAR	D543	2,486.5	2,486.5										
MYOPLEX LITE NUTRITIONAL SHAKE	D543	1,756.4	1,756.4										
MYOPLEX NUTRITIONAL BARS&SHAKES	D543	558.5	558.2								0.2		
MYOPLEX NUTRITIONAL SHAKE	D543	3,534.7	2,768.8						494.3	241.1	30.5		
MYOPLEX NUTRITIONAL SHAKE MX&RTS	D543	337.0	337.0										
MYOZENE PROTEIN BEVERAGE MIX	D543	478.9	478.9										
MYRECIPES.COM ONLINE	B670	2,587.1	2,587.1							437.7			
MYREGENCE.COM ONLINE	B670	437.7											
MYRTLE BEACH GOLF RESORT	T431	460.1	460.1										
MYRTLE BEACH MARATHON	V162	354.9	354.9										
MYRTLE BEACH SC TP	T433	8,735.5	2,535.7		641.1	17.8			5,030.3	24.8	437.5		48.3
MYRTLE BEACH TRIPS TRVL	T420	542.6	542.6										
myspace.com online	B670	511.9				470.2				7.2		34.5	
MYSTERY GUILD BOOK CLUB DR	V823	15,535.6	9,062.5	6,349.7		123.4							
MYSTERY SKATEBOARDS	G490	476.6	476.6										
MYSTIC LAKE HOTEL CASINO	T431	3,832.9			2,493.4		988.6			349.6			1.3
MYSTIC STAMP CO COINS DR	V859	765.6	208.9	519.0	37.7								
MYSTIC STAMP CO STAMPS DR	V859	1,209.1	274.8	236.2	698.2								
mysweetconnection.com online	B549	320.7								320.7			
MYTHIC PAINT STORE	V376	1,136.3	1,136.3										
MYTIMETOQUIT.COM ONLINE	B670	26,271.7							14,918.2	1,789.5	4,511.6	5,052.5	
NA HOKU JEWELRY STORE	V314	3,337.5	1,208.0		1,807.5	322.0							
NABISCO 100 CALORIE PKCS CHC CRCKRS	F343	1,051.0	1,051.0										
NABISCO 100 CALORIE PKCS LORNA DOONE	F343	3,030.4	3,030.4										
NABISCO 100 CALORIE PKCS OREO CKS	F343	2,429.0	2,429.0										
NABISCO 100 CALORIE PKCS SNACKS	F343	17,529.0	5,320.6						5,889.8	1,424.6	267.2	4,626.7	
NABISCO 100 CLR PKCS CHWY GRNL BRS	F590	1,423.6	1,423.6										
NABISCO CHEESE NIPS	F343	1,128.6							64.6	0.6		1,063.4	
NABISCO CHIPS AHOY COOKIES	F343	8,917.0	8,911.7							2.4		2.9	
NABISCO CHUNKY CHIPS AHOY CKS	F343	14,084.1	968.0						4,935.0	1,485.3	684.8	6,011.1	
NABISCO DOUBLE STUF OREOS	F343	8,999.5							2,984.4	1,840.0	1,425.7	2,749.4	
NABISCO FIG NEWTONS	F343	8,706.2	6,419.2						237.5	826.6	48.5	1,174.3	
NABISCO FIG NEWTONS BARS	F343	1,966.1	1,966.1										
NABISCO GARDEN HARVEST TSTD CHPS	F343	2,876.5	1,312.0	1,564.5									
NABISCO HONEY MAID BEES	F343	3,248.2	3,248.2										
NABISCO MINI OREO COOKIES	F343	1,398.7	1,137.2	261.5									
NABISCO NEWTONS COOKIES	F343	2,210.9							342.2	549.8	27.4	1,291.5	
NABISCO NEWTONS MINIS	F343	923.2							298.9	132.2	33.1	459.1	
NABISCO OREO CAKESTERS	F343	7,928.3	2,253.6						1,573.8	530.8	872.5	2,697.6	
NABISCO OREO COOKIES	F343	26,196.3	10,111.6	1,882.0					7,482.2	1,327.2	2,591.6	2,471.2	330.5
NABISCO PITA THINS TOASTED CHIPS	F530	965.4	965.4										
NABISCO RITZ BITS SANDWICHES	F343	758.8	531.9	226.9									
NABISCO RITZ CRACKERS	F343	25,843.9	9,435.4	1,658.0					7,851.9	1,325.1	852.3	4,714.2	7.1
NABISCO RITZ CRACKERS&RITZ BITS	F343	3,440.3	2,986.5	453.8									
NABISCO RITZ SIMPLY SCL CRCKRS	F343	6,251.0							3,338.0	358.6	447.2	2,107.3	
NABISCO RITZ TOASTED CHIPS	F343	10,163.0	4,208.5						3,943.4	339.5	194.7	1,477.0	
NABISCO SPIDER-MAN CHEESE NIPS	F343	1,104.6							217.1			887.5	
NABISCO TEDDY GRAHAMS SNACK	F343	10,304.8	10,304.8										
NABISCO TRISCUIT CRACKERS	F343	18,997.6	18,409.6	588.0									
NABISCO VAR CRACKERS	F343	1,883.2	1,725.6								157.5		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NABISCO VINETTE	F900	529.4							28.3		501.1		
NABISCO WHEAT THINS	F343	20,610.4	12,098.9					2,680.1	917.8	1,198.7	3,715.0		
NABISCO WHEAT THINS TOASTED CHPS	F343	11,485.1	7,714.6					2,727.1	94.1	133.8	815.5		
NACHA CONSUMER SERVICES	B129	940.0	578.8										361.2
NADC NASHVILLE AUTO/CLG	G810	474.2							474.2				
NADERS/POPULAR FURN STR	V375	559.4			559.4								
NADINE FLOOR STORE	V373	258.9			258.9								
NADS DRUGS/TOILETRIES DR	V830	579.6									579.6		
NADS HAIR REMOVAL GEL	D240	1,215.8							2.2		1,213.6		
NAHON SAHAROVICH&TROTZ	V151	261.5					51.3		210.2				
NAIR CREAM DEPILATORY	D240	766.9	766.9										
NAIR HAIR REMOVER	D240	331.7	331.7										
NAIR PRETTY CREAM & SPRAY DEPILATORY	D240	1,637.1	1,637.1										
NAIR SENSITIVE FORMULA GL CRM DPLTRY	D240	739.6	739.6										
NAIR SENSITIVE FORMULA LOTION DPLTRY	D240	4,849.5						2,395.1	201.1	203.4	2,049.9		
NAKANO RICE VINEGAR	F160	591.6	591.6										
NAKED BROS BAND/MOVIE VIDEO	H532	1,285.0	544.8								740.2		
NAKED JUICE VAR FRUIT JUICES	F420	518.2					518.2						
NAKED NATURALS SHAMPOO	D320	346.1	346.1										
NALEO ORG/PSA	B323	773.5							773.5				
NALLEY NISSAN	V212	524.3			524.3								
NAMASTE LABS HAIR CARE PDTs	D320	508.5					508.5						
NAMCO ACE COMBAT 6 VIDEO GAME	G511	1,680.8	349.7					69.0	8.0	353.2	900.9		
NAMCO ETERNAL SONATA VIDEO GM	G511	299.2									299.2		
NAMCO NARUTO ULTIMATE NINJA 2	G511	712.2						500.3	9.4		202.5		
NAMCO NARUTO UZMK CHRNCLS 2 GM	G511	2,319.8						337.1	17.1	1,014.1	951.4		
NAMCO POOL & PATIO	V175	1,345.8			930.2				415.5				
NAMCO POOLS MOVING SALE	V175	448.4											448.4
NAMES&NUMBERS PHONE BOOK	B232	270.2					270.2						
NAMESAKE VIDEO	H532	878.3						375.8	0.5	7.2	494.8		
NAN A TALESE BOOKS VAR BOOKS	B610	293.7				293.7							
NANA WALL SYSTEMS	H619	418.4	418.4										
NANCY BROWN CUSTOM JWLR	V314	431.0	431.0										
NANCY CORZINE FURN&FAB	V375	569.9	569.9										
NANCY KOLTES/HM FRNSHNGS	V372	276.3	276.3										
NANNY DIARIES VIDEO	H532	907.2	137.8					256.6	9.8	126.0	377.0		
NANO CHEM SYS HOLDINGS BP	B911	356.8			107.5	249.3							
NANO SLIM WEIGHT LOSS TABLETS	D542	1,343.9	451.7										892.1
NANO VAPOR NUTRITIONAL DRINK MIX	D543	2,270.2	2,270.2										
NANO X9 NITRIC OXIDE FORMULA	D542	3,396.1	3,396.1										
NANTUCKET FILM FESTIVAL	V165	271.1	271.1										
NAPA AUTO CARE CENTER	V241	4,746.4			184.0		61.8	1,530.3	190.8		1,223.4	1,556.1	
NAPA AUTO PARTS STORE	V380	17,854.2			64.7		316.0	10,668.3	407.8		2,378.3	3,608.5	410.6
NAPA NATL AUTO PRPTS ASSN CP	T144	1,820.6				1,820.6							
NAPAPIJRI CLOTHING STORE MEN	V311	512.4	512.4										
NAPASTYLE MULTI-PDTS DR	V899	677.7									677.7		
NAPERVILLE AUTO DLR	V219	715.5			715.5								
NAPERVILLE DODGE	V211	1,075.9			1,075.9								
NAPERVILLE DODGE JEEP	V211	1,067.5			1,067.5								
NAPERVILLE HUMMER	V211	372.5			372.5								
NAPLES BEACH HOTEL&CLUB	T431	272.9	33.8		182.9	54.1			2.1				
NAPLES GRANDE RESORT&CLB	T431	265.6	67.7		93.2	104.7							
NAPLES NISSAN	V212	391.3					15.0		376.3				
NAPLETON AUTO DLR	V219	3,183.4			3,183.4								
NAPLETON DODGE CHRJ JEEP	V211	1,207.5							1,207.5				
NAPLETON HYUNDAI &NORTH PALM HYUNDAI	V212	336.2			336.2								
NAPLETON NISSAN	V212	451.7			451.7								
NAPLETONS HYUNDAI	V212	1,408.5			1,408.5								
NAPOLEON FIREPLACE	H623	1,331.1	1,162.4			13.2					155.5		
NAPOLI NISSAN	V212	904.1			904.1								
NAPSTER.COM STORE ONLINE	V362	467.4	467.4										
NARCISO RODRIGUEZ/HER FRAGRANCE W	D180	294.9			294.9								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NARCISO RODRIGUEZ/HIM FRAGRANCE M	D410	366.2		366.2									
NARS COSMETICS	D190	1,476.8	1,476.8										
NASCAR AUTO RACING	V163	284.3	188.5		15.0		33.0	0.0			47.8		
NASCAR BUSCH SERIES RCS	V163	1,141.1						185.5	17.0		938.5		
NASCAR CRAFTSMAN TRCK SR	H624	454.5						127.7	6.7		320.1		
NASCAR FOUNDATION	B329	795.3						191.3	5.7	9.2	589.1		
NASCAR NATL ASSN/STCK CR	V163	1,355.4				411.2		0.0	14.4		929.8		
NASCAR NEXTEL CP RCN SRS	B260	3,012.6			240.7		122.4	756.7	248.2		1,644.7		
NASCAR ONLINE	B670	5,236.2						736.0	37.2	23.2	4,439.8		
NASCAR STORE ONLINE	V352	502.1						0.0			502.1		
NASCAR TECHNICAL INST	G840	1,928.1							65.0	237.2	1,625.9		
NASDAQ STOCK EXCHANGE	B140	8,231.7	3,719.6		57.7	2,346.8					2,107.6		
NASDAQ STOCK EXCHANGE CP	B140	392.0	223.4			168.6							
NASHVILLE DODGE	V211	620.6			292.9		77.5		250.2				
NASHVILLE PREDATORS HCKY	V163	489.9			489.9								
NASHVILLE SUPER SPEEDWAY	V163	279.0			35.2		29.8	0.0	198.0		16.0		
NASHVILLE SYMPHONY	V161	322.4			187.8		24.0		110.6				
NASHVILLE TN TP	T433	526.7	524.6								2.2		
NASONEX ALLERGY RX	D560	121,521.8	6,313.0	2,840.4				72,418.1	3,479.0	16,642.9	19,828.4		
NASSAU AHRC RECRUITMENT	B912	492.2			492.2								
NASSAU BAHAMAS TP	T434	885.3	764.1		121.2								
NASSAU PRDS ISLND EXPRSS	T420	359.2			158.8	200.3							
NASSAU/PARADISE ISLAND TP	T434	1,836.2	100.2		676.8	414.0		55.7	73.4		351.0		165.1
NASSAUS FURN WAREHOUSE	V375	715.9			715.9								
NASTAR SKI PROGRAM	V163	287.8	287.8										
NATALIE K COLLECTION JEWELRY	A510	981.8	981.8										
NATION LAW FIRM	V151	835.2					235.4		599.8				
NATION MAGAZINE SUBS DR	V823	770.9									738.5	32.4	
NATIONAL ACADEMY/RC ARTS	G850	749.1	749.1										
NATIONAL AIR TRFC/ASSN	B329	275.8	13.6			207.3	54.9						
NATIONAL ALNC/HSPNC/PSA	B323	836.9									836.9		
NATIONAL AMERICAN UNIV	G810	2,421.1			9.1		20.8				2,391.1		
NATIONAL AQUARIUM/BLTMR	V166	327.2			17.3		69.5				240.4		
NATIONAL ARBOR DAY FNDTN	B329	309.2			87.9						87.9	133.4	
NATIONAL ARBOR DAY/PSA	B323	34,490.4						33,000.4	1,017.9			472.2	
NATIONAL ARTISTS EVENTS	V169	309.3	309.3										
NATIONAL ASSN/BSKTBLCCH	B329	260.5			260.5								
NATIONAL ASSN/HOME BLDRS	V171	611.1	344.1		54.2	212.8							
NATIONAL ASSN/MFR	B329	396.1			323.8	72.2							
NATIONAL ASSN/REALTORS	B451	38,395.5			2,536.1		85.4	22,241.1	886.3		4,687.3	7,959.2	
NATIONAL ASSN/REALTORS CP	B623	259.8				259.8							
NATIONAL ASSN/SEC DLRS CP	B122	524.9				524.9							
NATIONAL AT OLD CITY DEV	B452	266.0			266.0								
NATIONAL AUCTION GROUP	V122	305.5			64.5	241.0							
NATIONAL BRIDAL SERVICE	V159	472.9	472.9										
NATIONAL BUS TRAVEL ASSN	T420	393.3	393.3										
NATIONAL CAMERA EXCHG&VD	V361	2,156.2			2,154.2		2.0						
NATIONAL CANCER INST	V133	261.8			1.9								259.9
NATIONAL CAR RENTAL	T151	2,517.8			46.2		308.6		0.2		2,162.8		
NATIONAL CAR SALES	V219	344.2			100.2				244.0				
NATIONAL CAREER ED SCH	G840	327.5			153.0				174.5				
NATIONAL CITY	B315	260.9			260.9								
NATIONAL CITY BANK CONSUMER SERVICES	B121	34,465.4			12,635.6		225.9	5,494.5	60.0	7,087.5	37.2	3,793.1	5,131.6
NATIONAL CITY BANK ONLINE	B121	479.8								479.8			
NATIONAL CITY CORP CP	B121	455.7	15.4		241.5		39.7			159.1			
NATIONAL CITY MILE/CARS	V219	398.1								398.1			
NATIONAL CITY MORTGAGE CONSUMER SVC	B124	409.8			175.6		192.4		41.8				
NATIONAL CLG/BUS & TECH	G810	298.9			2.6		172.8			123.6			
NATIONAL COLLECTORS MINT COINS DR	V859	13,356.7	46.5		492.6					26.8	143.8	12,647.1	
NATIONAL COLLECTORS MINT MISC DR	V859	811.1								0.0		811.1	
NATIONAL COLLEGE	G810	414.2			0.7		32.4			381.2			
NATIONAL COLLEGE/TECH	G810	386.4					124.4		262.0				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NATIONAL CONSUMER MKTG COINS DR	V859	1,383.7		1,383.7									
NATIONAL CONSUMER MKTG JEWELRY DR	V810	3,444.7	362.4	3,082.3									
NATIONAL CONSUMER MKTG MULTI-PDTS DR	V899	11,404.5	50.7	11,353.8									
NATIONAL CONSUMER MKTG VAR RC DR	V871	318.3		318.3									
NATIONAL CONSUMER MKTG VAR VIDEOS DR	V873	460.6		460.6									
NATIONAL CTLMNS BF ASSN BEEF	F332	21,476.9	21,420.8				0.2						55.9
NATIONAL DIABETES EDUC	V139	425.9	420.2		5.7								
NATIONAL DLR WARRANTY AUTO INSURANCE	B422	277.8											277.8
NATIONAL EDUCATION ASSN	G890	1,239.6		13.2				68.9		0.3	1,157.3		
NATIONAL ENDWMT/FIN EDUC CON SVC	B129	278.0	278.0										
NATIONAL ENQUIRER NWSPR ONLINE	B621	420.2	420.2										
NATIONAL FINANCIAL CONSUMER SERVICES	B129	293.0	293.0										
NATIONAL FLOOD INSURANCE	B421	7,602.2	482.7	1,242.2	42.4			198.7		5,636.1			
NATIONAL FLOORS DIRECT	V373	3,954.7						3,954.7					
NATIONAL FLUID MLK PRCSR MILK	F311	15,362.7	14,277.1		1,085.6								
NATIONAL FNFTN/INFCTS DS	B323	314.3						303.9		10.4			
NATIONAL FOOTBALL LEAGUE CP	B322	1,584.0	539.0	419.5		188.6			7.3			427.1	2.5
NATIONAL FRCLSR INST	B329	966.5	966.5										
NATIONAL FURN&BEDDING ST	G840	1,564.9		1,564.9									
NATIONAL GALLERY OF ART	V375	443.6		443.6									
NATIONAL GEO TRAVELER SEMINAR	V161	329.4		209.3		36.4	83.7						
NATIONAL GEOGRAPHIC MAG	G820	293.6	293.6										
NATIONAL GEOGRAPHIC MAG ONLINE	B623	369.5	122.5		70.3		63.8		1.5		111.4		
NATIONAL GEOGRAPHIC MAG SUBS DR	B623	521.8	521.8						0.0				
NATIONAL GEOGRAPHIC PRINTED PDTS DR	V823	324.0						206.5			117.5		
NATIONAL GEOGRAPHIC SEA MONSTERS MV	V829	1,406.2	1,406.2										
NATIONAL GEOGRAPHIC SOC	B660	612.6	461.1		25.1								126.4
NATIONAL GEOGRAPHIC TV PROGRAM	B322	2,634.5	2,616.8		17.7								
NATIONAL GRANTS CONFERENCE	B641	593.6	593.6										
NATIONAL GRID UTILITY CO	G820	256.7		255.3				1.4					
NATIONAL GUARD & RESERVE	V173	454.6	25.8		129.1		262.9		36.8				
NATIONAL HALF PRICE FURN	B313	1,569.6	167.5		90.7	1,286.0	25.3						
NATIONAL HGHWY TRFC SFTY	V375	657.0		657.0									
NATIONAL HIGHWAY SAFETY	B313	267.3		4.2									263.1
NATIONAL HOLISTIC INST	B329	4,315.5										4,245.9	69.7
NATIONAL IMNZTN CMPG/PSA	G850	568.8						568.8					
NATIONAL INST/LITERACY	B323	748.8						598.3	149.0		1.5		
NATIONAL INSTITUTE/TECH	G850	455.4	455.4										
NATIONAL JEWISH MED&RSRC	G840	621.1		55.5	2.7			562.9					
NATIONAL KDNY FNFTN/PSA	V133	889.9		424.7		108.6			356.6				
NATIONAL KIDNEY FNFTN	B323	281.2							281.2				
NATIONAL MARINE MFR ASSN	B322	1,015.5	208.8		16.3		182.1		582.7		25.7		
NATIONAL MENINGITIS/PSA	G430	1,490.0	1,487.8				2.2						
NATIONAL MLTPL SCLRS SOC	B323	257.1						229.3		27.8			
NATIONAL MORTGAGE CENTER CON SVC	B322	2,275.8	1,724.5		138.7		253.9		39.8		119.0		
NATIONAL MORTGAGE CONSUMER SERVICES	B124	1,377.4						36.0	413.1	112.8	815.6		
NATIONAL MOTOR MSM MNT CLCTBL DR	B124	681.7		12.2					468.6		200.9		
NATIONAL OILHEAT/ALNC	V852	3,221.8			11.3				10.7	224.2	2,975.6		
NATIONAL PEANUT BOARD PEANUTS	V174	266.9							266.9				
NATIONAL PEST MGT ASSN	F530	1,988.6	1,808.6				180.0						
NATIONAL PEST MGT/PSA	V172	766.9							57.7		0.5	708.7	
NATIONAL PORK BOARD PORK	B323	290.6							11.1			279.5	
NATIONAL PORK PRDCR CNCL PORK	F332	3,504.2	1,247.8										2,256.4
NATIONAL PRKS&CNSRVN ASN	F332	5,639.0	2,551.8						3,068.5		18.6		
NATIONAL PROBATE INST	B329	267.4	72.4		195.0								
NATIONAL RENT TO OWN	G840	545.3		545.3									
NATIONAL REVIEW INC MAG SUBS DR	V153	427.0							427.0				
NATIONAL RIFLE ASSN/AMER	V823	1,773.3									1,773.3		
NATIONAL SCHOOL/TECH	V162	513.9					2.5		1.2	472.3	37.8		
NATIONAL TAXPAYERS UNION	G840	2,234.1		89.8					2,144.3				
NATIONAL UNIVERSITY	B321	421.0			421.0								
	G810	1,343.4			78.8		116.4		375.1		603.8		169.3

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NATIONAL UNIVERSITY ONLINE	G810	474.0							78.4		395.5		
NATIONAL WHOLESALE LQDTR	V359	1,330.8			1,330.8								
NATIONAL-LOUIS UNIV	G810	297.2			111.7		66.1		119.4				
NATIONWIDE AUCTION SYS	V122	944.1							944.1				
NATIONWIDE AUTO DLR	V219	4,883.9			4,883.9								
NATIONWIDE AUTO INSURANCE	B422	75,183.3	1,109.1		1,727.7		0.4	5,026.1	28,902.0		37,124.8		1,293.1
NATIONWIDE AUTO&HOME INS	B429	255.0			255.0								
NATIONWIDE BOAT OWNERS INSURANCE	B429	855.6						850.0			5.6		
NATIONWIDE BUSINESS INSURANCE	B423	2,903.3	297.9		1.4	2,604.0							
NATIONWIDE HOMEOWNERS INSURANCE	B421	9,097.9	202.3		57.1				8,838.5				
NATIONWIDE INFINITI	V212	1,341.7			1,274.6				67.2				
NATIONWIDE INFINITI NSN	V212	2,627.5			2,627.5								
NATIONWIDE INSURANCE CONSUMER SVC	B129	593.8	45.4		292.8		251.4		4.3				
NATIONWIDE KIA NISSAN	V212	1,349.6			1,349.6								
NATIONWIDE LIFE INSURANCE	B411	1,012.9	1,012.9										
NATIONWIDE LOAN CO CONSUMER SERVICES	B124	726.0			726.0								
NATIONWIDE MUTUAL INS CON SVC	B129	315.2	315.2										
NATIONWIDE MUTUAL/GROUP CP	B429	1,083.0	818.3						264.7				
NATIONWIDE NISSAN	V212	669.1			557.9				111.2				
NATIONWIDE PROPERTY & CASUALTY INS	B421	5,542.4											5,542.4
NATIONWIDE PUBLIC AUC	V122	537.6			537.6								
NATIONWIDE TOUR	B429	1,457.8	816.3					0.0	138.3		503.3		
NATIONWIDE VAR INSURANCE	B429	17,509.4	282.0		7,063.2		4,703.9		161.7		23.0		5,275.5
NATIONWIDE VAR INSURANCE & FIN SVC	B429	8,966.8						4,722.8	2,811.9		1,432.1		
NATIONWIDE VIGNETTE	B429	280.8							132.8		148.0		
NATIONWIDE VISION CENTER	V135	710.5			324.9				385.6				
NATIONWIDE WHLSL LND/MTG CON SVC	B124	307.5			307.5								
NATIONWIDE WRHS FURN	V375	325.4							325.4				
NATIONWIDESMARTRIDGE.COM ONLINE	B549	12,249.9	12,249.9										
NATIVITY STORY VIDEO	H532	2,820.9	1,466.5	324.9				389.3	22.1		606.6	11.5	
NATORI BRAS WOMEN	A220	333.2	333.2										
NATORI LINGERIE WOMEN	A210	291.2	291.2										
NATRELLE BREAST ENHANCEMENT RX	D610	6,239.8	6,239.8										
NATREN REDUCING AID	D542	376.0											376.0
NATROL NU HAIR REGROWTH TRTMNT	D350	561.2	561.2										
NATROL NUTRITIONAL SUPPLEMENT	D543	510.2	510.2										
NATROL VAR DIETARY SUPPLEMENTS	D543	465.1	465.1										
NATURAL AMER SPIRIT VAR CIGARETTES	G210	906.7	906.7										
NATURAL AMERICAN SPIRIT CIGARETTES	G210	4,980.8	4,961.3		19.5								
NATURAL AMERICAN SPIRIT REG & LT CIG	G210	3,080.9	3,080.9										
NATURAL DECORATIONS SILK PLANTS	H190	981.1	981.1										
NATURAL POWER DRUGS/TOILETRIES DR	V830	516.2						516.2					
NATURAL RELIEF FOR WOMEN DRGS/TL DR	V830	325.4						9.3	122.2		193.8		
NATURALIZER SHOE STORES WOMEN	V313	586.9	582.7		4.1								
NATURALIZER SHOES WOMEN	A310	2,170.4	2,081.2		89.2								
NATURALLY POMEGRANATE LIQ DTRY SPMNT	D543	401.2		401.2									
NATURE CONSERVANCY ORG	B322	1,948.7	1,452.2		14.8	61.1	61.2		90.3		269.1		
NATURE MADE CHOLEST-OFF DTRY SPLMNT	D543	1,620.3	241.4						19.1		73.8	1,286.0	
NATURE MADE DRUGS/TOILETRIES DR	V830	17,376.7						211.4	40.5	1,468.2	15,656.5		
NATURE MADE MULTI/HER VITAMINS	D541	1,377.1	445.4						0.3	91.6	839.9		
NATURE MADE RX ESNTLS DIETARY SPLMNT	D543	4,933.1	3,529.3						23.2	241.1	1,139.5		
NATURE MADE SUPER B-COMPLEX VITAMINS	D541	306.6	306.6										
NATURE MADE VITAMINS & SUPPLEMENTS	D541	1,708.0						1,146.4	35.8	496.5	29.2		
NATURE STONE FLRNG STR	V373	371.2			371.2								
NATURE SWEET TOMATOES	F323	1,310.0							830.3		479.8		
NATURE VALLEY CEREAL	F220	16,237.2	2,071.8					2,110.2	7,407.4		4,647.8		
NATURE VALLEY CHEWY TRAIL MIX BAR	F590	1,390.5	1,390.5										
NATURE VALLEY CRUNCHY GRANOLA BARS	F590	3,555.0	3,555.0										
NATURE VALLEY GRANOLA BARS	F590	10,320.7	2,399.8						495.0	3,619.5		3,806.5	
NATURE VALLEY HLTHY HRT GRANOLA BARS	F590	275.8	275.8										
NATURE VALLEY SWT&SLTYNT GRANOLA BRS	F590	993.8	993.8										
NATURES BEST MICELLAR MILK	F311	387.0	387.0										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NATURES BOUNTY VITAMINS	D541	623.1	605.4										17.7
NATURES BOUNTY VITAMINS&MINERALS	D541	315.7	315.7										
NATURES CURE ACNE TREATMENT	D552	536.3	331.2							1.7	203.5		
NATURES CURE DRUGS/TOILETRIES DR	V830	7,081.4							2.7	176.1	6,902.5		
NATURES CURE YEAST REMEDIES	D558	551.5	551.3										0.2
NATURES GATE ORGANICS BEAUTY PDTS	D190	455.1	455.1										
NATURES OWN BREAD	F341	5,442.5	661.8						62.9		4,717.8		
NATURES PATH INSTANT OATMEAL	F220	291.6	291.6										
NATURES PATH ORGANIC SMART BRAN CRL	F220	410.7	410.7										
NATURES PATH TOASTER PASTRIES	F342	765.7	765.7										
NATURES PATH VAR FOOD PDTS	F900	3,278.8	3,278.8										
NATURES PEARL DRUGS/TOILETRIES DR	V830	486.6	486.6										
NATURES PHARMACY INC DRUGS/TOIL DR	V830	1,040.6			1,040.6								
NATURES RESOURCE DRUGS/TOILETRIES DR	V830	1,186.7								1,186.7			
NATURES TEARS EYE MIST	D555	441.4	259.0								182.4		
NATURWOOD HOME FURN STR	V375	668.0			574.9				93.1				
NATUZZI FURNITURE	H121	408.1	408.1										
NATUZZI FURNITURE STORE	V375	2,933.2	2,805.9	114.4	12.9								
NATUZZI LEATHER/FURN STR	V375	883.9	520.0		266.7	97.3							
NAU CLOTHING STORE MEN & WOMEN	V311	345.2	345.2										
NAUTICA APPAREL	A990	406.8	402.9					3.9					
NAUTICA BEDDING	H142	1,647.7	1,647.7										
NAUTICA CLOTHING STORE MEN	V311	479.7	443.1		36.6								
NAUTICA COATS & SPORTSWEAR MEN	A120	403.3	403.3										
NAUTICA COATS WOMEN	A120	390.0	390.0										
NAUTICA EYEWEAR	D630	384.7	384.7										
NAUTICA HOUSEHOLD FURNISHINGS	H190	736.8	730.8				6.0						
NAUTICA INFLATABLE BOATS	G430	282.7	282.7										
NAUTICA ISLAND VOYAGE FRAGRANCE MEN	D410	801.8	801.8										
NAUTICA JACKETS MEN	A120	2,367.8	2,367.8										
NAUTICA JEANS MEN & WOMEN	A142	438.6	438.6										
NAUTICA ROBES WOMEN	A290	407.0	407.0										
NAUTICA RTW MEN	A190	1,192.6	1,192.6										
NAUTICA RTW MEN & WOMEN	A190	602.5	144.9		295.6	151.6	10.5						
NAUTICA RTW WOMEN	A190	1,328.6	1,328.6										
NAUTICA SHIRTS MEN	A141	7,493.0	6,929.6			178.9		255.0	129.5				
NAUTICA SPORTSWEAR MEN	A141	928.7	928.7										
NAUTICA SUITS MEN	A130	758.2	651.5			106.7							
NAUTICA VOYAGE FRAGRANCE MEN	D410	3,357.5	3,357.5										
NAUTICA WATCHES	A520	272.7	272.7										
NAUTICBLUE YACHT VCTNS	G430	541.0	541.0										
NAUTICEXPO.COM SHOW ONLINE	V164	271.4	271.4										
NAUZENE CHEWABLE ANTI NAUSEA TBS	D531	338.1		262.1					13.5		62.4		
NAVAL SQUARE RE DEV	B452	575.3			566.7	8.6							
NAVARRO DISC PHARMACIES	V330	934.1			146.6				787.5				
NAVARRO DISC PHARMACY	V330	304.7			304.7								
NAVIGANT CONSULTING SVC	B930	641.2	101.2				540.0						
NAVIGANT FED CREDIT UN CONSUMER SVC	B124	368.3			216.5		22.8		128.9				
NAVIGON GPS SYSTEMS	G130	5,492.7	3,309.5			426.8					1,726.8		29.7
NAVISTAR INTL CORP CP	T139	478.4				264.2			201.2		12.9		
NAVNET NETWORKING SYSTEMS	B233	274.2	274.2										
NAVY FED CREDIT UNION CONSUMER SVC	B124	8,194.0			6,428.2	99.3	429.4		1,237.1				
NAVY PIER	V169	838.4	40.2			466.9		62.6		268.7			
NAZARS FINE JEWELRY STR	V314	689.2			635.6		53.5						
NB LIEBMAN FURN STR	V375	655.2			70.2				585.0				
NBA BASKETBALL GAME	V163	469.2					130.2		81.0		258.0		
NBA LEAGUE PASS CABLE TV	B642	418.8	188.5		230.3								
NBA LEAGUE PASS CABLE TV PAID PROMO	B642	1,951.4	188.5		827.1			179.3	203.6		552.9		
NBA NATL BASKETBALL ASSN	V163	15,250.4	1,575.1		10.7	3,071.4	62.3	341.6	853.0		8,541.7	558.8	235.7
NBA STORE	V365	390.6			339.1		51.5						
NBA STORE ONLINE	V359	1,948.1							34.7	309.7		1,603.7	
NBA TV CABLE CHANNEL PAID PROMO	B642	437.3							43.1		394.2		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NBA.COM ONLINE	B670	502.4	104.2					0.0	118.9		279.3		
NBC PROMO & ALLSTATE	B641	1,016.4						917.7	1.3		97.4		
NBC PROMO & AMERICAN EXPRESS	B641	577.6						545.0	0.2		32.4		
NBC SPORTS.COM ONLINE	B670	303.7						303.7					
NBC TV NETWORK	B641	5,570.1					4,455.5						1,114.6
NBC TV NETWORK ENTERTAINMENT DIV	B641	29,203.4	7,884.8	1,110.4	2,622.0	3,175.1							14,411.2
NBC TV NETWORK NEWS DIV	B641	7,766.0	16.4	324.9	6,736.9	89.1							598.7
NBC TV NETWORK PAID PROMO	B641	2,687.1			1,185.0	50.5							1,451.6
NBC TV NETWORK SPORTS DIV	B641	709.3			156.7	552.6							
NBC UNIVERSAL TV PROGRAM	B641	615.0					615.0						
NBC UNIVERSAL VAR CABLE TV NETWORKS	B642	3,276.0					3,082.6						193.4
NBC VAR PROGRAMS PAID PROMO	B641	4,547.1									4,547.1		
NBC-BIGGEST LOSER CPLS PAID PROMO	B641	307.4	307.4										
NBC-BIGGEST LOSER PAID PROMO	B641	1,261.0	400.8	840.6						19.5			
NBC-BIONIC WOMAN PAID PROMO	B641	2,284.3	2,024.9			142.9				116.5			
NBC-CELEBRITY APPRENTICE PAID PROMO	B641	638.7	638.7										
NBC-CHUCK PAID PROMO	B641	1,093.4	979.5							113.9			
NBC-FRIDAY NIGHT LIGHTS PAID PROMO	B641	253.6	253.6										
NBC-HEROES PAID PROMO	B641	2,517.3	2,492.4		2.5					22.3			
NBC-JOURNEYMAN PAID PROMO	B641	1,732.0	1,732.0										
NBC-LIFE PAID PROMO	B641	1,633.0	1,478.6		1.3	142.9				10.3			
NBC-NEWS PAID PROMO	B641	2,427.4		114.3	2,313.1								
NBC-NFL FOOTBALL PAID PROMO	B641	695.9	656.8		39.1								
NBC-PHENOMENON PAID PROMO	B641	647.1	642.1							5.0			
NBC-SPORTS PAID PROMO	B641	354.2			153.4	178.6							22.2
NBC-TODAY SHOW PAID PROMO	B641	376.5	274.2	102.3									
NBC-VAR PROGRAMS PAID PROMO	B641	4,452.1	4,452.1										
NBI INSURANCE CO	B430	987.3					228.5		758.8				
NBT BANK CONSUMER SERVICES	B121	378.9			378.9								
NCAA FOUNDATION	B329	275.6		275.6									
NCAA NATL CLG ATH ASSN	V162	2,367.5				73.2		0.0	85.0		2,209.3		
NCCN ORG	V139	873.0	166.2	706.8									
NCG-CR NUTRITIONAL DRINK MIX	D543	602.6	602.6										
NCIS SERIES VIDEOS	H532	324.4					0.0			324.4			
NCTA NATL CABLE&TELECOM	B642	3,749.5	27.2				547.0	1,659.7	332.3		1,183.3		
NDA KITCHEN CONTRACTOR	V171	899.0			899.0								
NEAT SOLUTIONS BABY EQUIP	H232	260.0	260.0										
NEATRECEIPTS SCANNERS	B522	1,132.8	1,132.8										
NEBRASKA CITY TP	T433	393.6						13.1		380.4			
NEBRASKA FURNITURE MART	V375	10,476.1			4,748.7			5,727.4					
NEBRASKA MEDICAL CENTER	V133	447.9					83.8		358.4		5.8		
NEBRASKA STATE LOTTERY	B314	634.5			41.8		295.8		297.0				
NEBRASKA STATE TP	T433	2,685.8	710.7	238.3	1.6			53.7	171.7		1,509.8		
NECKER ISLAND RSRT BRTSH VRGN ISLNDS	T432	343.1		343.1									
NEEP-NE ENRGY/PRTNRSHP	V173	253.7											253.7
NEFF KITCHEN CABINETS	H619	906.6	906.6										
NEGRA MODELO ALE	F611	5,334.2	5,334.2										
NEIGHBORHOOD CLNDR/PSA	B323	433.2						433.2					
NEIGHBORHOOD FORD DA	T121	985.8			985.8								
NEIGHBORHOOD GM CORP DA	T121	628.5			628.5								
NEIGHBORHOOD HEALTH PLAN MEDICAL INS	B412	478.5					152.0		314.0				12.6
NEIGHBORHOOD HOTLINE/PSA	B323	279.7							279.7				
NEIGHBORHOODS/WRLD/VLG	B452	254.4				254.4							
NEIL HUFFMAN AUTO DLR	V219	528.9			528.9								
NEIL HUFFMAN CHRY DODGE	V211	351.0			312.1				39.0				
NEIL HUFFMAN HONDA	V212	454.8			337.2				117.5				
NEIL SIMON THEATRE	V161	462.9			262.5	200.4							
NEIMAN MARCUS DEPT APPAREL M & W	V410	1,750.4	1,445.1		104.2	114.4							86.8
NEIMAN MARCUS DEPT APPAREL MEN	V410	1,872.5	1,721.3	114.4	36.8								
NEIMAN MARCUS DEPT APPAREL WOMEN	V410	18,420.5	17,271.3	274.7	619.0	255.5							
NEIMAN MARCUS DEPT DRUGS/TOILETRIES	V430	1,299.2	576.9	114.4	434.6	173.4							
NEIMAN MARCUS DEPT HOUSEHOLD	V470	351.3	329.1		6.1	7.0							9.1

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NEIMAN MARCUS DEPT JEWELRY	V410	805.1	653.9		10.8	140.4							
NEIMAN MARCUS DEPT MISC	V450	1,685.4			1,384.9	280.3			3.0	17.2			
NEIMAN MARCUS DEPT MULTI-PDTS	V490	695.5	42.4		9.8	122.6	288.5						232.2
NEIMAN MARCUS DEPT SALES ANNC	V490	1,271.3			912.4	54.6							304.4
NEIMAN MARCUS DEPT STORE	V359	254.3	132.5	114.4			7.5						
NEIMAN-MARCUS RECRUITMENT	B912	452.7			452.7								
NELSON JEWELRY	A510	1,116.9	1,116.9										
NELSON MAZDA	V212	471.2			77.7		74.0		319.5				
NEMACOLIN WOODLANDS RSRT	T431	338.0	124.6		213.4								
NEMET AUTO DLR	V219	591.4			591.4								
NEMET HYUNDAI	V212	275.4			275.4								
NEMET HYUNDAI NISSAN	V212	422.6			422.6								
NEMET NISSAN	V212	455.3			455.3								
NEMITH AUTO	V219	278.3			278.3								
NEMOURS CHILDRENS CLINIC	V133	580.9			104.1		439.8		31.7		5.3		
NEOPETS ONLINE	B670	2,908.7									2,908.7		
NEOPORTE DOOR	H613	626.3	397.6	228.7									
NEOSKIN DPLCN LSR STR	V139	636.0		19.9	616.1								
NEOSPORIN ANTIBIOTIC OINTMENT	D553	22,350.9	4,796.4					11,212.8	257.7	922.7	4,338.5	822.9	
NERI RE DEV	B452	474.1			474.1								
NERO SOFTWARE	B532	470.5	470.5										
NESCAFE CLASICO INSTANT COFFEE	F411	329.5							1.6		150.0		178.0
NESCAFE CLASSIC COFFEE	F411	410.2							12.3		15.6		382.3
NESCAFE TASTERS CHOICE INSTANT COF	F411	8,002.2	8,002.2										
NESTEA RTS ICED TEA	F412	2,231.3	2,223.9						7.4				
NESTLE CO VAR FOOD PDTS	F900	279.6	179.8		22.4		77.4						
NESTLE CRUNCH CANDY BAR	F510	3,022.6						786.3	0.0		2,236.3		
NESTLE CRUNCH CRISP CANDY BAR	F510	743.8									743.8		
NESTLE GOOD START SPRM NAT CLTRS FRM	F240	3,446.1	3,445.6						0.6				
NESTLE GOOD START SUPREME FRML	F240	11,617.6	3,029.3					2,647.6	171.5	1,359.6	4,409.6		
NESTLE LA LECHERA CONDENSED MILK	F141	284.9							184.0		100.9		
NESTLE NESQUIK CHOCOLATE MILK	F311	1,312.9	152.1			452.3			708.5				
NESTLE NESQUIK INSTANT DRINK MIX	F413	14,910.5	2,638.8					5,292.4	322.5	2,144.8	4,152.8	355.7	3.5
NESTLE NESQUIK VAR FLAVORED MILK	F311	399.7											399.7
NESTLE PURE LIFE MINERAL WATER	F460	9,015.5	9,015.5										
NESTLE STIXX CANDY	F510	1,895.8						69.2	29.9	763.8	1,032.9		
NESTLE VAR CANDY	F510	2,142.6	2,142.6										
NESTLE WATERS NORTH AMER BOTTLED WTR	F460	761.3			17.0		744.3						
NET10 PRE-PAID WIRELESS SVC	B223	388.1			45.4						197.0	145.7	
NET-A-PORTER CLTHNG STR ONLINE	V311	723.9	723.9										
NETFLIX.COM STORE ONLINE	V362	73,356.2	1,514.7	732.2	570.7	54.0		24,665.8	209.8	7,677.1	32,211.5	5,585.6	134.8
NETHERLANDS TP	T434	713.9	707.5				6.5						
NETJETS FRACTIONAL OWNRSHP PRGRM	T300	8,962.4	3,306.3	125.8	47.5	5,259.8		194.8			28.2		
NETWORK MTG & REALTY CONSUMER SVC	B124	947.1			947.1								
NETZERO ISP	B225	42,859.6				168.6		9.6	642.9	14,393.9	27,130.6	514.0	
NETZMANS APPLIANCE STORE	V371	439.0			422.9				16.1				
NEULASTA INFECTION RX	D560	17,660.0	4,095.6					2,753.2	0.1		10,811.1		
NEUMANN HOMES	B452	740.6			740.6								
NEUMANN HOMES RE	B452	261.6					261.6						
NEURAGEN PAIN RELIEVER	D511	344.5			344.5								
NEUTON LAWN & GARDEN PDTS DR	V853	6,347.6	637.1	173.6					44.6	38.8	5,453.4		
NEUTROGENA 3 IN 1 CONCEALER	D140	2,018.9	2,018.9										
NEUTROGENA ACN STRS CNTL PWR FM WSH	D552	11,609.0	1,472.3					4,016.6	38.6	3,074.5	3,007.0		
NEUTROGENA ACN/CNTRL ACN TRTMNT&WSH	D552	566.2	566.2										
NEUTROGENA ACNE/CNTRL HYDRNTG/TRTMNT	D552	2,572.2	2,572.2										
NEUTROGENA ADVN SLTN MCR DRMBRSN SYS	D190	886.9							0.1		886.9		
NEUTROGENA ANTI-OXIDANT AGE RVRS LTN	D110	11,181.5	2,895.5					5,970.8	40.3	549.3	1,725.6		
NEUTROGENA BEAUTY PDTS	D190	477.5	317.2		160.3								
NEUTROGENA COSMETICS	D190	306.3	306.3										
NEUTROGENA DEEP CLEAN INVGRTG/SCRB	D160	11,867.2	1,724.1					5,296.7	55.0	2,881.5	1,910.1		
NEUTROGENA DEEP CLN FCL CLNSNG PDTS	D160	803.1	803.1										
NEUTROGENA DP CLN INVGRTG/FM CLNSR	D160	7,585.5	2,163.0					2,117.2	49.6	2,040.7	1,215.1		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NEUTROGENA EYE MAKEUP REMOVER	D160	2,107.9	2,107.9										
NEUTROGENA HAND CREAM	D110	302.5	302.5										
NEUTROGENA HEALTHY DFNS DAILY MSTRZR	D110	5,367.1						3,617.1	33.2	478.9	1,238.0		
NEUTROGENA HEALTHY SKN ANTI/INTNSV	D110	16,689.8	4,474.0					8,690.7	79.1	1,030.3	2,415.6		
NEUTROGENA HLTHY SKN REJUVENATOR	D190	4,306.5						3,452.6	19.0	156.7	678.2		
NEUTROGENA HLTHY/GLW SHR LIQ FNDFN	D140	6,670.5	6,670.5										
NEUTROGENA ILLUMINATING WHIP MSTRZR	D110	3,525.9	3,525.9										
NEUTROGENA ILMNTNG MCRDRM CLNSNG PDS	D160	3,787.3	3,787.3										
NEUTROGENA MICROMIST TNG SNLS/SPRY	D170	4,444.2						2,553.9	92.7	1,031.1	766.6		
NEUTROGENA MINERAL SHRS BLUSH	D140	5,125.8	5,125.8										
NEUTROGENA MINERAL SHRS BLUSH&FNDFN	D140	757.1	757.1										
NEUTROGENA MINERAL SHRS PWD FNDFN	D140	5,083.0	5,083.0										
NEUTROGENA MSTRSHN STHNG LPSHRS/CLR	D120	6,902.4	6,902.4										
NEUTROGENA NRWGN FRML HAND CREAM	D110	2,459.6	2,459.6										
NEUTROGENA OIL FREE ACNE WASH	D552	4,084.2	182.4					800.5	53.6	1,910.8	1,137.0		
NEUTROGENA RAINBATH SHWR&SHV BDY WSH	D223	1,316.1	1,316.1										
NEUTROGENA RAPID CLEAR ACNE/SPOT GEL	D552	3,015.0	3,015.0										
NEUTROGENA SKIN CARE PDTs	D110	6,072.8	5,386.7	686.1									
NEUTROGENA SKNCLRNQ OL FR LIQ FNDFN	D140	3,008.2	3,008.2										
NEUTROGENA SUN CARE PDTs	D170	2,161.0	2,161.0										
NEUTROGENA T/GEL THERAPEUTIC SHAMPOO	D320	3,003.7						2,107.6	15.4	197.1	683.7		
NEUTROGENA ULTRA SHEER SUN BLOCK	D170	9,254.3	125.5					7,138.4	366.5	555.5	1,068.5		
NEUTROGENA ULTRA SOFT EY MU RMVR PDS	D160	2,107.0	2,107.0										
NEUTROGENA VISIBLY EVEN MOISTURIZER	D110	769.6						176.8	6.0	264.1	322.8		
NEUTROGENA VSBLY/NGHT CN MOISTURIZER	D110	2,902.9						158.3	22.5	1,471.8	1,250.3		
NEUVIE FINE FURN STR	V375	297.0			297.0								
NEVADA CAREER INSTITUTE	G840	266.7						266.7					
NEVADA DEV AUTHORITY	B315	553.9			348.4		91.3		114.3				
NEVADA FED CREDIT UNION CONSUMER SVC	B124	346.1			39.9		122.2		184.0				
NEVADA POWER CO	V173	1,108.3			659.5				448.8				
NEVADA SCH/MASSAGE THR PY	G840	742.0						742.0					
NEVADA STATE BANK CONSUMER SERVICES	B121	424.4			223.5		156.5		44.3				
NEVADA STATE TP	T433	4,574.5	3,084.5		26.6			2.6	12.9	1,447.9			
NEVER COMPROMISE GOLF CLUBS	G460	550.2	550.2										
NEVIS ISLAND TP	T433	269.0	185.2	83.8									
NEW AMSTERDAM THEATRE	V161	775.7			534.2		241.5						
NEW BALANCE 858 SNEAKERS WOMEN	A321	313.0	313.0										
NEW BALANCE ABZORB EX SNEAKERS MEN	A321	357.2	357.2										
NEW BALANCE ABZORB EX SNEAKERS WOMEN	A321	721.7	721.7										
NEW BALANCE ATHLETICWEAR&SNEAKERS M	A141	785.1	785.1										
NEW BALANCE FACTORY OTLT MEN & WOMEN	V313	1,467.5			1,390.4		31.2	45.9					
NEW BALANCE FACTORY STR MEN & WOMEN	V313	329.0			329.0								
NEW BALANCE SHOE STORE MEN & WOMEN	V313	658.7			208.1			158.9		291.7			
NEW BALANCE SNEAKERS CHILDREN	A321	552.7	491.1						61.6				
NEW BALANCE SNEAKERS MEN	A321	1,499.6						517.0	61.7		920.9		
NEW BALANCE SNEAKERS MEN & WOMEN	A321	3,038.9	954.5		908.6		57.8	80.4	248.3	32.9		756.3	
NEW BALANCE ZIP SNEAKERS MEN	A321	1,046.2	1,046.2										
NEW BALANCE ZIP SNEAKERS MEN & WOMEN	A321	316.0	316.0										
NEW BALANCE ZIP SNEAKERS WOMEN	A321	472.9	472.9										
NEW BELGIUM BREWING CO BEER	F611	943.0	943.0										
NEW BELGIUM BREWING CO CP	F611	465.1	465.1										
NEW BRUNSWICK CANADA TP	T434	630.0	625.2		4.8								
NEW CNTRY AUDI/GRNWCH	V213	289.9			63.8		226.1						
NEW DEAL FURNITURE STORE	V375	855.3							855.3				
NEW DESTINY CHRSTN CTR	B322	261.9					261.9						
NEW ENERGY & IND/DEV ORG	B329	409.9	409.9										
NEW ENGLAND AR HYND DA	T122	545.8			545.8								
NEW ENGLAND CORD BLD BNK	V139	314.2	297.1						17.2				
NEW ENGLAND DAIRY BOARD DAIRY PDTs	F319	334.9											334.9
NEW ENGLAND FORD DA	T121	439.8			439.8								
NEW ENGLAND SPORTS NTWRK	B642	1,365.1			1,365.1								
NEW ENGLAND TECH INST	G840	591.2						591.2					

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NEW ENGLAND TRCT TRL TRN	G850	370.9							370.9				
NEW ERA CAPS MEN	A490	3,674.8	1,657.8								2,017.0		
NEW ERA CAPS MEN & WOMEN	A490	309.8	309.8										
NEW HAMPSHIRE STATE TP	T433	3,125.9	1,881.6	924.4	212.0							107.9	
NEW HAVEN HOUSING AUTH	B315	310.0			279.8	30.2							
NEW HOMES GUIDE MAGAZINE	B623	253.1			45.9				253.1				
NEW IMAGE CSMTC SRG CTR	V133	338.1							34.9		257.3		
NEW IMAGE HAIR RPLCMNT	V133	877.7							877.7				
NEW INSPERATION RD STN	B630	649.4					649.4						
NEW JERSEY AT HOME ADVERTORIAL	V159	287.3			287.3								
NEW JERSEY BRD/PBL UTLTS	B315	537.4			524.1	13.3							
NEW JERSEY CITY UNIV	G810	419.4			406.4		13.0						
NEW JERSEY CLN ENGY PRGM	B329	1,181.9			992.2	189.8							
NEW JERSEY CTR/PRST CNCR	V133	305.7			305.7								
NEW JERSEY DCRTNG/STR	V372	859.7			857.6	2.1							
NEW JERSEY DEPT/HLTH/SNR	B315	1,345.7			6.5							1,339.2	
NEW JERSEY DEPT/TREASURY	B315	1,421.7			1,421.7								
NEW JERSEY DVLS HCKY TM	V163	514.2			423.9		90.4						260.2
NEW JERSEY EDUC ASSN	G890	547.8			254.5		33.1						
NEW JERSEY HOME SHOW	V164	267.6			257.0		10.6						
NEW JERSEY HOSPITAL ASSN	V133	298.6			298.6								
NEW JERSEY INST/TECH	G840	254.8	11.9		96.4	37.1							109.4
NEW JERSEY MLTPL LSTNG	B651	314.4			314.4								
NEW JERSEY NETS BSKTB TM	V163	672.8			558.3	36.5	77.8		0.3				
NEW JERSEY PRFRMNG ARTS	V161	550.7			476.6	74.1							
NEW JERSEY SPINAL CARE	V133	326.8			326.8								
NEW JERSEY SPRNG HM&GRND	V164	373.9			373.9								
NEW JERSEY ST CNCL/ARTS	B329	328.4			85.4	243.0							
NEW JERSEY ST FNRL/ASSN	V157	1,327.5			1,327.5								
NEW JERSEY STATE LOTTERY	B314	2,456.2			112.3		1,383.2		960.7				
NEW JERSEY STATE TP	T433	2,545.3		467.0	83.5		367.1	30.0	1,227.5				370.3
NEW JERSEY SYMPHNY ORCHS	V161	565.1			270.7	294.4							
NEW JERSEY TRANSIT AUTH	V180	328.1			253.1	5.2	69.8						
NEW JERSEY TURNPIKE AUTH	B315	396.1			396.1								
NEW JERSEY UNCLMD PPRPTY	B315	1,420.8			1,420.8								
NEW JERSEY-AMER WATER CO	V173	287.4			287.4								
NEW JRSY FL HM&GRDN EXPO	V164	561.6			561.6								
NEW LINE CINEMA VAR VIDEOS	H532	698.5	21.5				406.5					270.4	
NEW LINE CODE NAME/CLEANER MOVIE	B660	7,071.9	101.1		2,033.2	236.0		2,753.4	328.4	549.6	678.2	3.0	389.1
NEW LINE FRACTURE MOVIE	B660	22,722.4	429.6		3,941.0	1,008.3	63.2	12,802.2	1,623.5	785.4	2,069.3		
NEW LINE FULL OF IT MOVIE	B660	302.6			302.6								
NEW LINE GOLDEN COMPASS MOVIE	B660	36,170.5	9.4	508.9	6,324.2	1,955.6	45.6	14,195.3	3,141.2	1,256.9	7,604.2		1,129.3
NEW LINE HAIRSPRAY MOVIE	B660	29,562.5	946.3		6,437.6	2,161.5	293.8	9,639.0	2,419.2	155.6	5,402.4	203.4	1,903.7
NEW LINE LAST MIMZY MOVIE	B660	25,910.9	20.5		6,658.4	1,417.5	157.9	11,263.0	1,680.7		4,662.8	50.0	
NEW LINE LITTLE CHILDREN MOVIE	B660	2,293.9			851.9	1,197.6			144.4				100.0
NEW LINE LOVE/TIME/CHOLERA MOVIE	B660	5,180.4	5.9		586.7	262.3		973.1	1,319.4		1,654.6		378.4
NEW LINE MARTIAN CHILD MOVIE	B660	10,717.2	31.1		1,420.2	447.2		5,086.6	1,470.8		2,261.4		
NEW LINE MR WOODCOCK MOVIE	B660	11,524.0	9.4		1,911.6	465.5	63.6	3,409.6	1,034.9	357.9	3,475.4		796.2
NEW LINE NUMBER 23 MOVIE	B660	16,148.8	20.5		3,109.6	682.6	40.8	8,153.9	1,355.5	454.6	2,331.3		
NEW LINE RENDITION MOVIE	B660	12,611.3	14.7	46.0	1,897.8	778.6		5,619.1	904.0	323.7	2,666.1		361.3
NEW LINE RUSH HOUR 3 MOVIE	B660	23,366.6	289.6		5,128.5	1,145.5	409.3	6,775.0	1,864.8	1,153.4	5,021.0		1,579.5
NEW LINE SHOOT EM UP MOVIE	B660	11,235.7	9.4		1,769.0	245.0	45.6	3,449.2	1,304.0	150.4	3,451.7		811.4
NEW LINE VAR MOVIES	B660	8,036.6			162.7	238.8	7,437.3					197.8	
NEW MEXICO DEPT/TRANS	B315	551.9			42.2		279.9		229.8				
NEW MEXICO DODGE DA	T121	560.5			560.5								
NEW MEXICO STATE LOTTERY	B314	584.7			5.2		232.7		346.7				
NEW MEXICO STATE TP	T433	1,723.5	1,000.8		147.7		60.3		421.8		92.9		
NEW ORLEANS AUDIO VIDEO	V362	380.3			380.3								
NEW ORLEANS FINE HOTELS	T431	283.4			283.4								
NEW ORLEANS LA TP	T433	8,334.1	3,092.8	293.3	1,119.6	71.4	63.9	899.2	29.2	2,744.7	20.0		
NEW ORLEANS MUSEUM/ART	V166	290.5	94.6		24.7	26.8	34.0		110.4				
NEW PATH DEBT SOLUTIONS CONSUMER SVC	B128	650.6							3.4		647.2		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NEW PHONE ISP/PHONE	B250	435.1							435.1				
NEW PIPER AIRCRAFT	T300	442.1	442.1										
NEW PORT TAMPA BAY DEV	B452	321.7	308.6				13.0						
NEW REFLECTIONS WGHT LS	D800	500.9							500.9				
NEW ROCHELLE HONDA TOY	V212	283.7			283.7								
NEW ROCHELLE TOYOTA	V212	1,834.2			1,834.2								
NEW SCHOOL UNIVERSITY	G810	267.2	222.3	44.9									
NEW VICTORY THEATER	V161	343.3	343.3										
NEW WEST REALTY	B451	346.7			346.7								
NEW WINDOWS/AMERICA STR	V374	417.8			417.8								
NEW WORLD RARITIES LTD COINS DR	V859	3,117.8	395.7		2,722.1								
NEW WORLD STAGES THEATER	V161	478.7	41.5		139.9	297.3							
NEW YORK & CO STORE WOMEN	V311	2,392.1	2,286.5				26.0						79.6
NEW YORK BLOOD CENTER	V133	564.8			509.2				52.5		3.1		
NEW YORK BOTANICAL GRDN	V166	2,051.5	1,503.6		114.4	433.6							
NEW YORK CARES	B322	287.9	182.1			105.8							
NEW YORK CITY ADMIN/CHLD RECRUITMENT	B912	533.2			323.1	210.2							
NEW YORK CITY BALLET	V161	1,366.1	579.7		43.2	733.4			9.8				
NEW YORK CITY CENTER	V161	1,550.9	185.6		42.5	1,194.0	128.9						
NEW YORK CITY DEPT/EDUC	B315	906.9			362.7	47.6	494.3						2.4
NEW YORK CITY DEPT/HLTH	B315	5,699.9			252.2		1,272.8		4,174.9				
NEW YORK CITY DEPT/SNTN	B315	766.4			162.7	589.9	13.8						
NEW YORK CITY HOSPITALS ADVERTORIAL	V133	268.1				268.1							
NEW YORK CITY HSNG AUTH	B315	382.6			236.7	145.9							
NEW YORK CITY HSNG DEV RECRUITMENT	B912	1,177.5				1,164.2	13.4						
NEW YORK CITY OPERA	V161	1,771.5	936.2			31.3	804.0						
NEW YORK CITY PLC FNDTN	B329	1,203.8	1,203.8										
NEW YORK CITY POLICE RECRUITMENT	B912	1,187.7			829.9	151.7							206.1
NEW YORK CITY PUBLIC SCH	G850	263.0			77.3								185.7
NEW YORK CITY TP	T433	1,885.4	459.4		433.1	50.0			591.5		211.0		140.4
NEW YORK CITY TRANS AUTH RECRUITMENT	B912	613.7	5.8		600.1	7.7							
NEW YORK CLG SVNGS PRGRM	B319	453.3							453.3				
NEW YORK CMDY FEST/JEEP	V211	286.5							286.5				
NEW YORK COLOR EYE 2 EYE EYE SHADOW	D130	950.5	950.5										
NEW YORK COLOR LIPSTICK	D120	565.1	565.1										
NEW YORK COLOR NAIL POLISH	D150	637.5	637.5										
NEW YORK COLOR NL GLS NAIL POLISH	D150	296.0	296.0										
NEW YORK COMMERCIAL BANK CON SVC	B121	1,039.3			1,011.0	28.4							
NEW YORK COMMUNITY BANK CONSUMER SVC	B121	686.2			552.6		133.6						
NEW YORK CTY/DEPT/ENV PR	B315	375.3			375.3								
NEW YORK CTY/CORRECTIONS RECRUITMENT	B912	514.5			512.1	2.3							
NEW YORK DAILY NEWS	B622	694.6	46.3			17.8	27.0		603.6				
NEW YORK DESIGN CENTER	V375	4,650.8	4,645.4			5.4							
NEW YORK EYE SPECIALIST	V135	762.8							762.8				
NEW YORK FILM ACADEMY	G850	3,949.7	1,847.2	1,129.7	259.2	384.4	329.3						
NEW YORK HEALTH&RCQT CLB	D800	329.1	77.1		252.0								
NEW YORK HISTORICAL SOC	V166	755.8	166.0		62.9	518.6	8.3						
NEW YORK INST/PHOTO CORR SCH DR	V854	1,895.7	1,551.8						23.8	9.6	310.5		
NEW YORK INST/TECH CLG	G810	419.9		52.0	209.4	158.5							
NEW YORK INSTITUTE/TECH	G840	374.0	147.1	156.0		70.9							
NEW YORK INTL AUTO SHOW ADVERTORIAL	V164	1,094.4				1,094.4							
NEW YORK ISLNDRS HCKY TM	V163	629.9			627.5				2.4				
NEW YORK LIFE INS CO CP	B429	3,600.8	2,209.7		39.7	365.4							986.1
NEW YORK LIFE INS CO RECRUITMENT	B912	369.2	340.0		41.1	8.2							
NEW YORK LIFE INS CONSUMER SERVICES	B129	1,969.3	1,950.2			19.1							
NEW YORK LIFE INSURANCE LIFE INS	B411	10,894.8	6,429.4		500.0	166.4	1.3					2,524.5	1,273.2
NEW YORK LIFE VAR INS & FIN SVC	B429	5,968.3							4,689.8	620.6	237.1	420.8	
NEW YORK LIFE VAR INSURANCE	B429	952.9			19.1		630.5		2.6			300.7	
NEW YORK MAGAZINE ONLINE	B623	2,006.7	2,006.7										
NEW YORK METHODIST HOSP	V133	432.0	184.2		124.1	93.6	30.0						
NEW YORK METS BSBL TM	V163	1,001.7			499.9	12.7	95.1			393.9			
NEW YORK MINT COINS DR	V859	5,932.0	5,514.1		268.8	149.1							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NEW YORK NJ CT HYND DA	T122	1,163.9			1,163.9								
NEW YORK NJ CT INFINITI	T122	1,518.7				1,518.7							
NEW YORK NJ CT LINC MERC	V211	942.0				942.0							
NEW YORK NJ CT VOLVO DA	T123	6,286.6			3,950.7	2,336.0							
NEW YORK NJ HYUNDAI DA	T122	1,215.6			1,215.6								
NEW YORK PHILHARMONIC	V161	1,342.9	29.7		11.1	1,279.4			22.7				
NEW YORK POST NEWSPAPER	B622	2,623.3					404.8		2,218.5				
NEW YORK PRSBYTRN HOSP	V133	906.0	105.6		15.4	591.9			147.6				45.6
NEW YORK PRSBYTRN HOSP CP	V133	3,119.5		221.3		2,898.3							
NEW YORK PUBLIC LIBRARY	B329	265.8	110.7		62.4	74.4	18.4						
NEW YORK SCH/CR&APLD STD	G850	598.3			598.3								
NEW YORK SPORTS CLUB	D800	1,752.5	493.8		732.9	67.0	193.7						265.1
NEW YORK ST DEPT/ECN DEV	B315	449.4			163.6	285.8							
NEW YORK ST DEPT/ENV CON	B315	603.6			584.9	18.7							
NEW YORK ST DPT TXTN&FIN	B315	340.3			340.3								
NEW YORK ST HEALTH/ASSOC	B329	254.2						254.2					
NEW YORK ST SMOKERS QTLN	B329	4,157.7			631.5				3,526.2				
NEW YORK STATE DEPT/HLTH	B315	9,388.9	302.2	98.3	140.3	360.4	246.7		8,122.8				118.3
NEW YORK STATE LOTTERY	B314	35,116.9			2,230.6		3,974.3		25,771.6				3,140.4
NEW YORK STATE THEATRE	V161	473.2			103.0	370.2							
NEW YORK STATE TP	T433	1,520.1	1,378.3		135.8	6.0							
NEW YORK STOCK EXCHANGE	B140	18,750.0	1,427.8			11,211.1	324.5	2,365.2	8.6		3,412.9		
NEW YORK SUIT EXCHNG LTD MEN	V311	1,246.0							1,246.0				
NEW YORK SUPER LAWYERS ADVERTORIAL	V151	1,390.3				1,390.3							
NEW YORK SUPREME COURT	B315	268.5			260.4	8.1							
NEW YORK THEATRE WRKSHP	V161	363.7	159.3			204.4							
NEW YORK TIMES CO CP	B621	263.9		263.9									
NEW YORK TIMES MAGAZINE ONLINE	B623	605.5	41.5	564.0									
NEW YORK TIMES NEWSPAPER	B621	2,338.3			7.3		344.0		1,174.3	485.6	4.1		323.0
NEW YORK TIMES NEWSPAPER SUBS DR	V823	11,337.5						25.2	1,996.5	1,205.5	8,110.3		
NEW YORK UNIV MED CTR	V133	2,404.2	264.1	822.2	394.2	923.8							
NEW YORK UNIVERSITY	G810	4,803.8	1,438.9	607.1	1,213.9	1,125.9	411.7						6.4
NEW YORK YANKEES BSBL TM	V163	620.4			310.7		4.1		305.7				
NEW YORK&CO CLOTHING STR WOMEN	V311	765.0	765.0										
NEW YORK/DEPT/HLTH/HYGN	B315	632.7					632.7						
NEW YORKER CONFERENCE	G820	2,356.1	2,356.1										
NEW YORKER FESTIVAL	B623	3,068.1	3,068.1										
NEW YORKER MAGAZINE ONLINE	B623	3,066.8	3,066.8										
NEW YORKER MAGAZINE PRINTED PDTS DR	V829	2,563.5	2,563.5										
NEW YORKER ON THE TOWN	B623	4,175.8	4,175.8										
NEW YORKER PASSPORT	B623	1,084.5	1,084.5										
NEW YORKER STORE ONLINE	V359	348.9	348.9										
NEW YORK-NY HOTEL&CASINO	T431	1,230.5	161.2		4.7		1,049.5	0.0	15.1				
NEW YRK ST DEPT/PBLC SVC	B315	512.4			370.7	141.8							
NEW ZEALAND TP	T122	3,364.5			2,552.0	812.4							
NEW&ALMOST NEW MTRS WRHS	T434	1,645.2	1,437.4		34.5				173.3				
NEWALLIANCE BANK CONSUMER SERVICES	V377	816.8			816.8								
NEWARK MUSEUM	B121	2,631.5			2,576.1	5.7	42.5		7.2				
NEWARK NJ HOUSING AUTH	V166	276.7			226.9	38.7	11.1						
NEWCASTLE ALE	B315	568.6			568.6								
NEWCOMER FAM FUNERAL HM	F611	6,068.3	4,980.8				1,087.5						
NEWEGG.COM STORE ONLINE	V157	381.5					5.3		376.2				
NEWFOUNDLAND & LABRADOR TP	V321	2,556.5	1,921.0		460.5		175.0						
NEWLAND COMMUNITIES DEV	T434	654.2	654.0						0.2				
NEWMAN REPLACEMENT WNDWS	B452	1,082.4	52.5		242.8		629.6						157.4
NEWMANS OWN LIGHTEN UP SALAD DRSG	V171	859.6			820.5				39.2				
NEWMANS OWN PASTA SAUCE	F130	2,052.6	2,052.6										
NEWMANS OWN SALAD DRESSING	F170	3,199.2	3,199.2										
NEWMARK HOMES	F130	2,899.0	2,899.0										
NEWMARKET GOD GREW TIRED/US MOVIE	B452	936.2			399.5		476.5		60.2				
NEWPORT AQUARIUM	B660	602.9	139.3		290.8	172.9							
	V166	600.8			120.9		38.8		441.1				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NEWPORT NEWS APPAREL WOMEN DR	V810	1,365.4	1,254.0	111.5									
NEWPORT VAR MENTHOL CIGARETTES	G210	13,163.0	13,163.0										
NEWPRO DOORS SIDING & WINDOWS	H613	346.3							346.3				
NEWPRO RPLCMNT WNDW CNTR	V171	1,056.0			1,056.0								
NEWS AMERICA FS1	B652	458,616.5			447,192.7	11,423.7							
NEWS CORP CP	G930	686.6			686.6								
NEWS CORP STOCK BROKERS CONSUMER SVC	B122	612.3			159.9	452.5							
NEWSWEEK MAGAZINE ONLINE	B623	536.8	536.8										
NEWSWEEK.COM ONLINE	B623	1,301.0				1,301.0							
NEXCARE BANDAGES	D690	1,193.4	1,193.4										
NEXIN JOINT FORMULA SUPPLEMENT	D543	259.1	259.1										
NEXIUM HEARTBURN RX	D560	85,440.1	46,204.3	10,189.3	146.1			14,928.9	3,337.3	74.8	9,861.0		698.3
NEXON AUDITION GAME SOFTWARE	B531	664.6									664.6		
NEXON MAPLE STORY GAME SOF	B531	1,003.8							14.9	466.2	522.7		
NEXON.NET AUDITIONS ONLINE	B670	416.0									416.0		
NEXT DAY BLINDS STORE	V374	3,452.9			2,286.9				1,166.1				
NEXT DAY FLOORS SERVICE	V373	731.3							731.3				
NEXT TEN APPAREL WOMEN DR	V810	2,521.5	2,321.5	200.0									
NEXT TEN HOUSEHOLD DR	V872	747.8	747.8										
NEXT TEN MISC DR	V859	521.3	286.6	115.1	48.2	71.4							
NEXT TEN OPTICAL DR	V810	497.7	497.7										
NEXT/ESPN MAGAZINE	B623	377.0	377.0										
NEXTEL COMMUNICATION STR	V329	318.7			314.3	4.4							
NEXTEL WIRELESS SERVICE	B223	52,058.5	1,466.3		1,839.5		8,145.7	12,460.3	2,566.3		19,866.8		5,713.6
NEXTHOME REALTY	B451	435.4			282.0				153.4				
NEXTXSNOW SEARCH EVENT	V162	309.7	309.7										
NEXXO FINANCIAL CORP CONSUMER SVC	B129	772.0					73.1		698.9				
NEXXUS ASSURE/ENSURE SHAMPOO & COND	D320	2,619.0	2,619.0										
NEXXUS COLOR ASSURE SHAMPOO & COND	D320	1,833.2	1,587.3	245.9									
NEXXUS COMB THRU MIST & SLK STYL/CRM	D330	907.8	907.8										
NEXXUS CURL ENERGE CRL ENHNCNG STL	D330	530.0	530.0										
NEXXUS HAIR CARE & STYLING PDT	D320	22,634.2	16,159.1					1,870.9	32.2	2,843.1	1,728.9		
NEXXUS HAIR CARE PDT	D320	13,458.6	12,540.9		893.2		7.1				17.5		
NEXXUS HUMECTRESS COND & THRP SHAMP	D320	6,805.8	6,805.8										
NEXXUS MOUSSE PLSS STYLR & VRSTYLR LTN	D330	735.5	735.5										
NEXXUS THERAPPE SHMP & HUMECTRESS CND	D320	1,619.5						686.8	5.9	443.7	483.0		
NFIB NATL FDRTN/INDP BUS	B329	875.9		14.3									861.6
NFL EXPERIENCE/VAR SPON	V162	276.5						276.5					
NFL MISC MERCHANDISE	G190	970.5						17.8	137.6		815.0		
NFL NATL FOOTBALL LEAGUE	V163	11,987.6	2,635.5		43.2	5,664.2	219.6	60.8	315.3		2,990.3	58.8	
NFL NATL FOOTBALL LG/PSA	B323	728.3						599.1	129.2				
NFL NETWORK CABLE TV	B642	1,345.2	734.7		610.5								
NFL NETWORK CABLE TV PAID PROMO	B642	3,103.3				335.5		30.0	826.4	34.3	1,507.7	29.0	340.4
NFL PUBLIC SVC PROMO/PSA	B323	1,932.5						1,720.2	132.2		80.1		
NFL SHOP MULTI-PDTS DR	V899	697.0						90.0	251.5		355.6		
NFL SHOP ONLINE	V359	3,048.8	1,096.5		3.3			0.0	226.1		1,726.2		
NFL.COM ONLINE	B670	6,485.5						48.0	503.8		5,930.3		
NFLATINO.COM ONLINE	B670	359.6						0.0	15.1		344.5		
NFLRUSH.COM ONLINE	B549	3,605.3	793.2					1,225.0	208.9		1,378.3		
NGC GOLF SPORTING GOODS DR	V851	952.0			857.3	94.7							
NGC SPORTS SPORTING GOODS DR	V851	1,325.6	314.1			430.8					580.7		
NGC WORLDWIDE SPORTING GOODS DR	V851	401.1	318.9	62.6	19.6								
NGC-INcredible HMN MCHN PAID PROMO	B642	281.3	280.6						0.7				
NGK SPARK PLUGS	T144	318.3	155.8		106.3								56.2
NHANCE WOOD RENEWAL BP	B911	376.2	376.2										
NHANCE WOOD RENEWAL SVC	V171	766.3			736.3				30.1				
NHL ALL-STAR GAME	V163	970.2	908.0		62.2								
NHL NATL HOCKEY LEAGUE	V163	2,455.6	605.4			1,686.8		0.0	41.6		121.9		
NHRA NATL HOT ROD ASSN CP	V163	341.5				341.5							
NHRA POWERADE DRAG RCNG	F450	360.3	32.0		8.3				190.8		129.1		
NHRA POWERADE DRG/VAR SP	V163	272.1							263.0		9.1		
NIAGARA FALLS TP	T433	530.3			530.3								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NIAGARA PARKS CANADA TP	T434	348.6	348.6										
NIAGARA POOLS & SPAS	V175	308.0			308.0								
NIAGARA SPRAY STARCH	H429	374.0	374.0										
NICE CARS AUTO SALES	V219	275.8						275.8					
NICH CY/P/S/A	B323	327.4							324.0		3.4		
NICHOLS FORD	V211	843.2			819.4		23.8						
NICK AT NITE GEORGE LPZ PAID PROMO	B641	266.3	266.3										
NICK JR MAGAZINE VAR BOOKS DR	V823	262.5	262.5										
NICK JR VAR VIDEOS	H532	2,352.5	2,352.5										
NICK MAG CLUB	B329	1,227.3	1,227.3										
NICK RECORDS SPNGB SQRPNTS/BST DY EV	H531	478.2							478.2				
NICK RECORDS WONDER PETS RECORDINGS	H531	568.9							568.9				
NICKARCADE.COM ONLINE	B670	1,183.6								1,183.6			
NICKELODEON CABLE TV	B642	1,389.4	1,163.1				83.9						142.4
NICKELODEON FAM/HLDY IN	T431	1,540.2	106.4	70.0						1,363.7			
NICKELODEON MAGAZINE SUBS DR	V823	931.0								931.0			
NICKELODEON NICK KIDS CHOICE RC	H531	367.2								367.2			
NICKELODEON NPOWER AUDIO&VIDEO EQUIP	H590	1,037.2	523.6							513.6			
NICKENT 3DX & 4DX HYBRID GOLF CLUBS	G460	346.8	346.8										
NICKENT 3DX HYBRID SET GOLF CLUBS	G460	364.2	312.8							51.4			
NICKENT VAR GOLF CLUBS	G460	1,094.8	1,094.8										
NICODERM CQ STOP SMOKING PATCH	D570	24,206.6	9,984.9					7,487.5	249.7	2,186.0	3,282.5		1,016.0
NICOGEL STOP SMOKING GEL	D570	335.5	260.1	75.4									
NICOLE FARHI BOUTIQUE WOMEN	V311	840.6	840.6										
NICOLE MILLER CLTHNG STR WOMEN	V311	799.0	799.0										
NICOLE MILLER RTW WOMEN	A190	1,133.7	1,133.7										
NICOLE NAIL POLISH	D150	1,252.5	1,252.5										
NICORETTE ANTI-SMOKING PDT&PRGRMS	D570	346.9											346.9
NICORETTE NICOTINE GUM	D570	26,557.5	7,492.5	158.3				7,511.5	100.0	5,140.6	5,396.8	740.0	17.8
NID DIGITAL CBL&STLT PRV	V159	313.8								313.8			
NIELLO AUTO DLR	V219	421.9			64.4		357.6						
NIELLO INFINITI	V212	575.1				575.1							
NIELS MOTORHOMES CTR	V232	260.2			260.2								
NIELSEN BUICK SUBARU	V219	277.3			277.3								
NIELSEN MEDIA RESEARCH	B651	573.9	159.3										414.6
NIERMANN WEEKS SHOWROOM	V379	678.1	678.1										
NIGEL BURGESS YACHTS	G430	416.7	416.7										
NIGHT & DAY DISPOSABLE CONTACT LENS	D630	635.6	635.6										
NIGHT AT THE MUSEUM VIDEO	H532	11,163.4						6,398.0	530.5	326.0	3,529.4	200.0	179.5
NIGHT EXCHANGE PHONE SERVICE	V156	681.1						272.7	396.2	12.3			
NIGHT LISTENER VIDEO	H532	479.9								479.9			
NIGHTLINE PERSONALS PHONE SERVICE	V156	2,928.3						2,883.6	44.7				
NIKE 10/2 ATHLETICWEAR MEN	A141	773.4	773.4										
NIKE AIR JORDAN XX2 SNEAKERS MEN	A321	1,901.3	1,901.3										
NIKE AIR PEGASUS SNEAKERS M&W	A321	1,201.4	1,201.4										
NIKE AIR PEGASUS SNEAKERS MEN	A321	462.5	462.5										
NIKE AIR PEGASUS SNEAKERS WOMEN	A321	555.5	555.5										
NIKE ATHLETICWEAR MEN	A141	2,455.5	1,936.8							518.7			
NIKE ATHLETICWEAR WOMEN	A141	1,229.4	1,229.4										
NIKE ATHLETICWEAR&SNEAKERS M	A141	2,830.6	2,830.6										
NIKE ATHLETICWEAR&SNEAKERS W	A141	4,173.4	4,173.4										
NIKE CCI GOLF CLUBS	G460	448.3	448.3										
NIKE FOOTWEAR MEN & WOMEN	A390	1,267.9				1,267.9							
NIKE GOLF CLUBS	G460	2,937.0	60.5					2,712.6	0.3		163.7		
NIKE GOLF EQUIP	G460	1,018.9	1,018.9										
NIKE GOLF SHOES	G460	478.1	135.4					215.6			127.1		
NIKE IGNITE GOLF BALLS	G460	463.0									463.0		
NIKE INC CP	A990	2,306.3	2,173.7		132.6								
NIKE JETER SNEAKERS MEN	A321	317.6	317.6										
NIKE JORDAN ATHLETICWEAR&SNEAKERS M	A141	560.4	560.4										
NIKE ONE GOLF BALLS	G460	5,546.6	2,264.4					3,116.1			166.0		
NIKE PRO ATHLETICWEAR MEN	A141	793.9	793.9										

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NIKE RETAIL OUTLET CTR	V359	726.1					726.1						
NIKE SASQUATCH GOLF CLUBS	G460	1,349.2	1,225.8								123.4		
NIKE SB SNEAKERS MEN	A321	469.1	469.1										
NIKE SHOX PURSUIT SNEAKERS WOMEN	A321	3,639.3	3,639.3										
NIKE SHOX TURBO SNEAKERS MEN	A321	332.9	332.9										
NIKE SNEAKERS & SPORTSWEAR M	A321	1,444.5	640.9					768.0	17.5		18.1		
NIKE SNEAKERS & SPORTSWEAR W	A321	814.2	813.5								0.7		
NIKE SNEAKERS CHILDREN	A321	292.3							292.3				
NIKE SNEAKERS MEN	A321	53,608.5	605.9					33,621.4	91.6		19,289.7		
NIKE SNEAKERS MEN & WOMEN	A321	475.0	20.2				14.5	80.0	16.1		56.9		287.3
NIKE SNEAKERS WOMEN	A321	7,895.7	85.3					4,124.6	15.3	1,088.0	2,582.4		
NIKE SP GOLF SHOES	G460	1,179.3	1,179.3										
NIKE SP-6 & SP-8 TOUR SDL GLF SHS	G460	379.6	379.6										
NIKE SPORTSWEAR MEN & WOMEN	A141	350.5					350.5						
NIKE SQ GOLF CLUBS	G460	9,064.5	4,412.8					4,286.4	0.2		365.2		
NIKE T-SHIRTS MEN	A141	6,773.5	6,565.6	207.9									
NIKE T-SHIRTS MEN & WOMEN	A141	1,131.0	1,131.0										
NIKE T-SHIRTS WOMEN	A141	5,637.7	5,637.7										
NIKE VAR SNEAKERS MEN	A321	1,010.0	1,010.0										
NIKE ZOOM RS SNEAKERS WOMEN	A321	974.7	974.7										
NIKE ZOOM TR SNEAKERS MEN	A321	3,572.0	3,572.0										
NIKE.COM ONLINE	V365	605.4	605.4										
NIKE6.COM ONLINE	B670	496.5	249.3					10.0	14.9		222.3		
NIKKEI NEWSPAPER	B621	312.8					312.8						
NIKON BINOCULARS	G130	288.1	288.1										
NIKON COOLPIX DIGITAL CAMERA	G141	566.8			566.8								
NIKON CORP CP	G141	2,132.2	2,132.2										
NIKON D DIGITAL CAMERA	G141	33,874.4	24,374.0			101.7	394.0		6,248.7	2.9		2,753.1	
NIKON DIGITAL CAMERA	G141	3,900.2	813.7			2,800.7	285.8						
NIKON PRO DIGITAL SYSTEM CMR&ACCESS	G141	295.6	295.6										
NIKON RIFLE SCOPES	G420	553.1	553.1										
NIKON SLR DIGITAL CAMERA	G141	373.8	355.7			18.1							
NIKON VAR CAMERAS	G141	1,732.3			1,413.0	300.1	19.2						
NIKON VAR CAMERAS&CAMERA LENS	G141	407.9	407.9										
NIKOS JEWELS JEWELRY	A510	303.9	303.9										
NIMNIGHT AUTO	V219	1,093.1			1,093.1								
NIMNIGHT CHEVROLET	V211	774.7			615.9		73.4		85.4				
NIMNIGHT HUMMER	V211	341.6			283.2				58.4				
NINA AMADA MIA VIDEO	H532	558.4						310.6		247.9			
NINA FRAGRANCE WOMEN	D180	3,106.9	3,106.9										
NINA RICCI BOUTIQUE WOMEN	V311	529.9	529.9										
NINA RICCI RTW WOMEN	A190	339.7	339.7										
NINA SHOES WOMEN	A310	1,486.0	1,486.0										
NINE WEST APPAREL	A990	1,987.2	1,987.2										
NINE WEST EYEWEAR	D630	479.1	479.1										
NINE WEST HANDBAGS & SHOES WOMEN	A410	2,614.0	2,614.0										
NINE WEST JEANS WOMEN	A142	898.3	898.3										
NINE WEST SHOES WOMEN	A310	651.9	651.9										
NINE WEST SUNGLASSES	A430	466.4	466.4										
NINETY NINE REST & PUB	G320	1,959.6			301.6		79.0					1,579.0	
NINTENDO DS BRAIN AGE 2 VIDEO GAME	G511	12,216.5	1,039.1			134.0		4,241.9	13.7	1,204.3	5,576.5		7.0
NINTENDO DS BRAIN AGE VIDEO GAME	G511	306.3			297.3				9.0				
NINTENDO DS CHIBI-ROBO PARK PTRL/GM	G511	306.7	306.7										
NINTENDO DS CUSTOMROBO ARENA VD GM	G511	336.4	336.4										
NINTENDO DS DIDDY KONG RACING VD GM	G511	2,672.8					751.6	79.9		1,841.3			
NINTENDO DS FLASH FOCUS VIDEO GAME	G511	7,319.1						2,347.6	4.8	806.0	4,160.8		
NINTENDO DS GAME SYSTEM	G511	4,030.5	118.6			193.3		1,196.9	106.4		2,415.4		
NINTENDO DS LEGEND/ZELDA PHNTM HRGLS	G511	4,062.5						605.1	0.1		3,457.3		
NINTENDO DS MARIO PARTY DS VIDEO GM	G511	2,210.1						642.7	1.1		1,566.2		
NINTENDO DS POKEMON DIAMOND&PKMN PRL	G511	5,918.8						1,593.8	0.8		4,324.2		
NINTENDO VAR VIDEO GAMES	G511	2,374.0					30.2					2,343.9	
NINTENDO WII BIG BRAIN ACDMY WII DGR	G511	4,663.3	2,088.8					1,187.2			1,387.3		

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NINTENDO WII MARIO PARTY 8 VIDEO GM	G511	3,674.7						1,216.9			2,457.8		
NINTENDO WII MARIO STRIKERS CHRGD/GM	G511	2,913.0	160.9					310.1	0.5		2,441.6		
NINTENDO WII METROID PRIME 3 CRPTN	G511	3,639.1							212.7		3,426.4		
NINTENDO WII POKEMON BTL RVLTN VD GM	G511	581.8	581.8										
NINTENDO WII SUPER MARIO GALAXY/GM	G511	5,993.2						2,425.3	62.3		3,505.6		
NINTENDO WII SUPER PAPER MARIO VD GM	G511	1,131.9						285.7	0.3		846.0		
NINTENDO WII VIDEO GAME SYSTEM	G511	29,408.1	7,576.9					12,687.5	86.3		9,057.3		
NINTENDO WII WARIO WARE SMOOTH MOVES	G511	288.8						25.7			263.1		
NOX MAXIMUM IMPACT LIQUI-CAPS	D541	287.3	287.3										
NIP TUCK SERIES VIDEOS	H532	927.3									927.3		
NIPPON YUSEN KAISHA LINE CP	B833	373.6	373.6										
NIRENA FEMININE CLEANSER	D230	390.3	390.3										
NISSAN 112	V212	492.2			492.2								
NISSAN AUTO&TRK ALTIMA&PTHFNDR LSG	T115	1,602.5						1,602.5					
NISSAN AUTO&TRK DIV CP	T115	351.5	351.5										
NISSAN AUTO&TRK VAR	T115	40,463.4			8,442.2		8,505.7	10,001.0	11,045.7		2,348.9	119.8	
NISSAN AUTO&TRK VAR LEASING	T115	5,255.8			5,255.8								
NISSAN AUTO&TRK VIGNETTE	T115	269.5						22.6	188.7		58.1		
NISSAN AUTOS 350Z	T112	1,957.3	1,949.5		7.8								
NISSAN AUTOS ALTIMA	T112	175,250.1	42,087.7		133.2			87,712.2	24,390.1	2,279.0	18,414.3	201.7	31.8
NISSAN AUTOS ALTIMA & ALTIMA HYBRID	T112	550.5									550.5		
NISSAN AUTOS ALTIMA & SENTRA	T112	14,656.0						6,044.8	6,650.6		1,960.6		
NISSAN AUTOS ALTIMA HYBRID	T112	2,574.3	291.4					1,624.6	658.3				
NISSAN AUTOS ALTIMA LEASING	T112	39,311.7			243.8			22,273.4	9,533.7		7,260.8		
NISSAN AUTOS MAXIMA	T112	20,123.2	15,398.1					4,674.0	4.2		47.0		
NISSAN AUTOS MAXIMA LEASING	T112	811.4							811.4				
NISSAN AUTOS PRE-OWNED	T112	297.0			297.0								
NISSAN AUTOS SENTRA	T112	22,827.5	9,202.6		11.1				12,592.1	61.8	959.9		
NISSAN AUTOS SENTRA & VERSA	T112	27,356.6						15,307.3	8,789.1		3,260.2		
NISSAN AUTOS SENTRA LEASING	T112	20,218.2			250.3			3,750.7	14,647.9		1,569.3		
NISSAN AUTOS VAR	T112	20,316.0			1,787.3			859.6	14,597.1		3,071.9		
NISSAN AUTOS VAR LEASING	T112	5,269.0			5,269.0								
NISSAN AUTOS VERSA	T112	13,053.7	3,376.7		279.1				8,926.9		471.0		
NISSAN DLR ASSN ALTIMA LEASING	T122	419.4							419.4				
NISSAN DLR ASSN TITAN	T122	457.8							457.8				
NISSAN DLR ASSN VAR AUTO&TRK	T122	5,411.8			1,269.7		148.8		118.1				3,875.1
NISSAN MOTOR CORP PARTS & SERVICE	T144	626.6							77.2				549.4
NISSAN OF GARDEN CITY	V212	653.0			653.0								
NISSAN OF MELBOURNE	V212	2,189.8			2,189.8								
NISSAN OF RIVERGATE	V212	463.8			169.9		9.5		284.4				
NISSAN OF SLIDELL	V212	310.3			310.3								
NISSAN OF THE EASTSIDE	V212	1,654.4			1,567.4				86.9				
NISSAN OF THOUSAND OAKS	V212	502.6			502.6								
NISSAN SOUTH	V212	2,084.6			2,074.3		6.4		3.9				
NISSAN SOUTH & NISSAN OF UNION CITY	V212	425.5			425.5								
NISSAN SOUTH CENTRAL	V212	260.0					260.0						
NISSAN TRUCKS ARMADA	T118	2,462.4	897.2		648.2				917.0				
NISSAN TRUCKS ARMADA LEASING	T118	4,502.1			3,233.0				1,269.1				
NISSAN TRUCKS FRONTIER	T118	5,027.4							5,027.4				
NISSAN TRUCKS FRONTIER & TITAN	T118	10,473.8			126.5				10,347.3				
NISSAN TRUCKS MURANO	T118	11,173.3	8,970.8		1.6				2,200.9				
NISSAN TRUCKS MURANO & PATHFINDER	T118	266.1							266.1				
NISSAN TRUCKS MURANO & Xterra	T118	494.4							494.4				
NISSAN TRUCKS MURANO LEASING	T118	9,566.2						99.9	9,042.8		443.5		
NISSAN TRUCKS MURANO&PATHFINDER LSG	T118	7,667.9							7,667.9				
NISSAN TRUCKS PATHFINDER	T118	21,329.3	12,609.1					3,914.1	2,157.9	2,016.0	632.2		
NISSAN TRUCKS PATHFINDER LEASING	T118	2,660.8							2,660.8				
NISSAN TRUCKS QUEST	T118	6,795.1	3,220.1		1,977.3						1,597.7		
NISSAN TRUCKS QUEST LEASING	T118	828.4			828.4								
NISSAN TRUCKS ROGUE	T118	80,307.1	13,693.2					43,808.1	11,417.6		11,388.2		
NISSAN TRUCKS TITAN	T118	79,836.1	13,787.4		260.0			35,435.0	27,746.3		2,607.4		
NISSAN TRUCKS VAR	T118	14,694.4	5,335.6		199.0				8,588.8		570.9		

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NISSAN TRUCKS XTERRA	T118	7,573.9	4,205.0				114.7	56.1	3,181.7	16.2	0.3		
NISSAN/EAST PROVIDENCE	V212	270.1			118.5				151.6				
NITRIX SUPPLEMENT TABLETS	D542	1,862.7	1,862.7										
NITRO FIRE NUTRITIONAL DRINK MIX	D543	287.3	287.3										
NITRO-TECH HARDCORE PROTEIN DRINK MX	D543	2,988.0	2,988.0										
NITTO AUTO & TRUCK TIRES	T145	323.6					323.6						
NITTO AUTO TIRES	T145	942.4	942.4										
NIVEA BODY AGE DEFYING MOISTURIZER	D110	5,513.9	5,513.9										
NIVEA BODY GOOD BYE CELLULITE GEL	D190	19,866.2	5,573.9					5,376.2	112.0	7,391.6	1,412.5		
NIVEA BODY SMTH SNSTN BODY MSTRZR	D110	18,450.0	3,600.3						3,593.4	1,261.3	8,210.3	1,784.6	
NIVEA BODY SUN-KISSED FIRMING MSTRZR	D110	11,381.2						5,334.6	54.0	4,882.8	1,109.8		
NIVEA BODY&/SUN-KSD FCL&FRMNG MSTRZR	D110	1,503.1	1,503.1										
NIVEA FOR MEN AFTER SHAVE BALM MEN	D410	9,029.5						5,378.6	10.2		3,235.8	405.0	
NIVEA FOR MEN ENERGIZING GEL MSTRZR	D490	735.2	735.2										
NIVEA FOR MEN ENERGIZING HYDRO GEL	D490	6,207.1	3,186.2								2,145.9	875.0	
NIVEA FOR MEN REVITALIZING LTN Q10	D490	1,117.3							0.0			1,117.3	
NIVEA VISAGE Q10 ADVNCD WRINKLE RDCR	D110	3,608.0	3,608.0										
NIVEA VSG Q10 GNTL SP MCR-DRMBRSN KT	D190	3,207.5	3,207.5										
NIXON PEABODY ATTY	V151	1,069.5			26.7	1,042.8							
NIXON PEABODY LLP CP	V151	254.2				254.2							
NIXON WATCHES	A520	1,445.6	1,445.6										
NIZORAL A-D DANDRUFF SHAMPOO	D320	634.0	634.0										
NIZUC RESORT&RES RE DEV	B452	796.2	567.5	228.7				336.2					
NJ.COM ONLINE	B549	336.2											
NJEA NJ EDUCATION ASSN	G890	2,627.8							2,610.8			17.0	
NK SOYBEAN SEEDS	G725	536.2							536.2				
NKBA NATL KTCHN&BTH ASSN	V171	1,953.9	1,921.7		5.3				1.6		25.2		
NMC MORTGAGE CORP CONSUMER SERVICES	B124	346.3							346.3				
NO ATTACKS ORG/PSA	B323	345.4							328.3		17.2		
NO CREDIT SCORE AUTO LN CONSUMER SVC	B124	368.3							368.3				
NO NO SHAVER WOMEN	D250	386.0	386.0										
NO NONSENSE PANTIES WOMEN	A210	444.0	444.0										
NO NONSENSE SHAPWEAR WOMEN	A220	288.7	288.7										
NO ON I-960 ORG	B329	299.6							299.6				
NO SHOTGUN ENERGY DRINK	F450	763.2	763.2										
NO SHOTGUN PROTEIN DRINK MIX	D543	457.1	457.1										
NO2 BLACK SUPPLEMENT	D541	852.7	852.7										
NOAHS ARK WATER PARK	T440	425.4					87.2		338.2				
NOB HILL FOOD MARKET	V345	350.0			350.0								
NOB HILL FOODS & RALEYS SUPERSTORE	V345	771.7		771.7									
NOBEL BIOCARE USA	V133	753.0						10.8	232.3	509.9			
NOBILIS HH FAB & WALLCOVERINGS	H141	362.9	362.9										
NO-BURN BP	B911	376.2	376.2										
NOEL FURNITURE STORE	V375	614.8	493.0		21.6				100.2				
NOIC HOME MORTGAGE CONSUMER SERVICES	B124	295.8							295.8				
NOKIA INTERNET TABLET HAND HLD CMPTR	B511	1,347.6	1,347.6										
NOKIA SIEMENS NETWORKS CP	G930	722.9	722.9										
NOKIA THEATRE	V161	1,145.3	177.1		858.5	10.8			98.8				
NOKIA WIRELESS PHONES	B213	4,308.3	1,332.3		1,414.1	1,386.9	138.8				36.2		
NOLANS RV & MARINE SALES	V232	256.1			216.9				39.2				
NONNIS BISCOTTI	F343	1,106.2	1,106.2										
NONYX NAIL GEL	D150	1,241.3	1,239.2									2.1	
NOPALINA LINANZA PLUS FIBER SPLMNT	D543	3,430.4						3,430.4					
NORA OIL HEAT RSRCH ALNC	V174	465.6							1.7			464.0	
NORBIT VIDEO	H532	4,634.8	326.7						1,843.8	6.9	260.5	1,903.3	293.5
NORCAL SUZUKI	V212	611.0			611.0								
NORCO MAZDA	V212	489.8			489.8								
NORDHAVN BRKRG&YCHT SLS	G430	621.5	621.5										
NORDHAVN YACHTS	G430	553.1	553.1										
NORDICA SKI BOOTS & SKIS	G450	324.4	324.4										
NORDICTRACK EXERCISE EQUIP DR	V851	13,970.6	299.5	44.7					106.6	41.8	13,478.1		
NORDSTROM DEPT APPAREL FAMILY	V410	328.3			267.2	61.1							

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NORDSTROM DEPT APPAREL MEN	V410	4,766.6	2,693.8	883.2	1,081.9	107.8							
NORDSTROM DEPT APPAREL MEN & WOMEN	V410	674.8			70.7								604.1
NORDSTROM DEPT APPAREL WOMEN	V410	22,401.0	17,297.7	1,340.6	3,082.0	274.0							406.7
NORDSTROM DEPT DRUGS/TOILETRIES	V430	702.4	646.6		35.0	20.9							
NORDSTROM DEPT MISC	V450	1,099.8			1,086.2	13.7							
NORDSTROM DEPT MULTI-PDTS	V490	1,875.8	1,189.4		14.6		214.1					313.6	144.1
NORDSTROM DEPT SALES ANNOUNCEMENT	V490	5,932.1			4,281.0	163.8							1,487.3
NORELCO ARCTEC SHAVER MEN	D430	21,120.8	1,945.8					13,547.4	3.3	219.1	5,365.2	40.0	
NORELCO SHAVING PDTS	D430	1,194.2			5.2								1,189.0
NORELCO SMART TOUCH-XL SHAVER MEN	D430	2,999.2						1,156.3	6.9	296.5	1,119.6	420.0	
NORFOLK SOUTHERN CORP CP	B831	1,230.0	241.4			988.7		43.6	364.3	7.6	16.2	1,013.1	437.5
NORFOLK SOUTHERN RAIL FREIGHT	B831	1,882.4											
NORFOLK VA TP	T433	947.3	261.7		641.5		19.8		24.3				
NORILSK NICKEL JSC CP	G930	4,638.5	1,579.0			3,059.5							
NORITAKE DINNERWARE	H111	305.6	305.6										
NORITAKE TABLEWARE	H111	514.2	514.2										
NORITZ TNKLS GS WT HT ST	V376	361.9	72.9		289.0								
NORITZ WATER HEATERS	H621	418.8	132.5		71.7							214.6	
NORM REEVES HONDA	V212	2,327.7			2,153.5				174.2				
NORMAN AUTO DLRS	V219	2,495.7			2,495.7								
NORMAN REGIONAL HOSPITAL	V133	590.2					113.9		224.7				251.6
NORMAN SILVERMAN CO JEWELRY	A510	598.0	598.0										
NORMANDIN CHRYSLER JEEP	V211	322.3			322.3								
NORMANDY BUILDERS&ARCHTC	V171	1,709.9			1,709.9								
NORMS RESTAURANT	G310	1,663.9			84.3		80.0		1,499.7				
NORRIS FORD	V211	737.2			735.1		2.1						
NORRIS INJURY LAWYERS	V151	493.8							302.4			191.4	
NORTEL NETWORKING SYSTEMS	B233	1,307.1	281.6		805.1	142.9	77.5						
NORTEL NETWORKS NETWORKING SYSTEMS	B233	611.3				37.7	573.6						
NORTH AMER MENOPAUSE SOC	B322	297.8	290.7						7.1				
NORTH AMER MENOPAUSE/PSA	B323	5,496.5						5,493.3	3.2				
NORTH BROWARD HOSP DIST	V133	616.7		276.3		340.4							
NORTH CAROLINA CO FURN	V375	511.4							511.4				
NORTH CAROLINA DEPT/TRNS	B315	285.9		285.9									
NORTH CAROLINA EDUC LTRY	B314	1,425.9				286.3			1,139.6				
NORTH CAROLINA ST LTRY	B315	723.4							723.4				
NORTH CAROLINA STATE TP	T433	7,098.9	4,867.4	238.3	337.9	35.7			74.9	2.1	1,542.7		
NORTH CENTRAL FORD	V211	847.8			582.2				265.6				
NORTH COUNTRY FORD MERC	V211	299.4			299.4								
NORTH COUNTY AUTO	V219	875.2			875.2								
NORTH COUNTY FORD	V211	993.1			946.4				46.7				
NORTH COUNTY GMC	V211	514.8			456.8				58.0				
NORTH COUNTY HYUNDAI	V212	344.5			344.5								
NORTH CRLN HLTH&/FNDTN	B315	490.9			10.6				480.3				
NORTH DAKOTA STATE TP	T433	2,923.0	801.7		85.2				575.5		1,460.7		
NORTH FACE APPAREL	A990	917.2	916.0									1.2	
NORTH FACE APPAREL & BACKPACKS	A990	389.8	389.8										
NORTH FACE ATHLETICWEAR MEN & WOMEN	A141	721.4	721.4										
NORTH FACE ATHLTCWR M&W&SPRT EQUIP	A141	405.1	394.3						10.9				
NORTH FACE SKIWEAR MEN	A141	413.1	413.1										
NORTH FACE SKIWEAR MEN & WOMEN	A141	372.4	352.7						8.1	11.6			
NORTH FACE SPRT GDS STR	V365	252.5	219.6		32.9								
NORTH FORK BANK BUSINESS SERVICES	B121	477.9							477.9				
NORTH FORK BANK CONSUMER SERVICES	B121	3,102.3			2,636.2	142.0	324.0						
NORTH FORK THEATRE	V161	723.1			723.1								
NORTH GA PREMIUM OUTLETS	V359	419.7	30.1		139.2				250.5				
NORTH HILLS TOYOTA	V212	250.2							250.2				
NORTH HILLS TOYOTA SCION	V212	542.9			542.9								
NORTH ISLAND FED CRDT UN CON SVC	B124	1,186.2			723.0				463.1				
NORTH JACKSON CHR Y JP DG	V211	309.2							309.2				
NORTH JERSEY CMNTY BANK CONSUMER SVC	B121	419.0			419.0								
NORTH KS CITY HOSP	V133	340.4			107.2		30.6		202.6				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NORTH LAKE TAHOE CA TP	T433	581.5	350.5		219.5		11.4						
NORTH LITTLE ROCK NISSAN	V212	304.4			304.4								
NORTH LITTLE ROCK NISSAN &N PNT NSN	V212	527.2			213.5				313.8				
NORTH MYRTLE BEACH SC TP	T433	276.4	193.2		64.2		3.0		16.0				
NORTH PACIFIC SVC&REPAIR	V174	636.8			636.8								
NORTH PALM HYUNDAI	V212	1,256.3			1,241.8				14.4				
NORTH PARC CONDOMINIUMS	B452	375.5			375.5								
NORTH PARK AUTO DLR	V219	932.5			932.5								
NORTH PARK HYND SBR KIA	V212	671.5			661.8				9.7				
NORTH PARK ISUZU MAZDA	V212	618.7			618.7								
NORTH PARK LEXUS	V212	536.1			143.7				392.4				
NORTH PARK LINCOLN MERC	V211	1,811.7			1,686.1				125.5				
NORTH PARK MAZDA	V212	643.0			596.1				46.9				
NORTH PARK SCION TOYOTA	V212	521.6			521.6								
NORTH PARK TOYOTA	V212	279.6							279.6				
NORTH PARK TOYOTA/BOERNE	V212	374.7			337.5		37.2						
NORTH PCFC SUPP CO HRDW	V376	351.4			351.4								
NORTH PLAINFIELD NISSAN	V212	1,114.5			1,114.5								
NORTH POINT FORD &NORTH POINT LINC M	V211	845.6			607.4				238.2				
NORTH POINT NISSAN	V212	472.5			401.1				71.4				
NORTH POINT TOYOTA	V212	784.1			400.4				383.7				
NORTH SCOTTSDALE HYUNDAI	V212	1,134.2			1,134.2								
NORTH SHORE ANML LEAGUE	V158	702.4	44.4		601.6		10.0		26.2		20.2		
NORTH SHORE BANK CONSUMER SERVICES	B121	780.6			750.1		26.6		4.0				
NORTH SHORE HONDA	V212	672.9			672.9								
NORTH SHORE LI JWSH HLTH	V133	679.2		171.5	332.3	175.4							
NORTH SHORE LI JWSH HLTH RECRUITMENT	B912	516.0		49.5	466.5								
NORTH SHORE MEDICAL CTR	V133	567.0			162.9				404.1				
NORTH SHORE-LNG ISLND HL RECRUITMENT	B912	363.7			363.7								
NORTH SHR FNC&CONTR SUPP	V376	602.2			602.2								
NORTH SHR RGS&CRPTNG STR	V373	714.4			714.4								
NORTH STAR DODGE	V211	1,102.3			700.0				402.3				
NORTH STAR HOME FTNS STR	V365	300.2			275.8				24.4				
NORTH TX NISSAN	V212	4,069.5			4,026.9		42.6						
NORTHAMPTON CMNTY CLG	G810	361.7			60.0		203.0		98.6				
NORTHBAY NISSAN	V212	324.0			324.0								
NORTHBROOK HARDWARE STR	V376	291.6			291.6								
NORTHBROOK SCION TOYOTA	V212	915.5			915.5								
NORTHEAST AUTO DLR	V219	261.0			261.0								
NORTHEAST AUTO OUTLET	V219	329.5			326.2		3.3						
NORTHEASTERN UNIVERSITY	G810	253.6			127.3		126.3						
NORTHERN AZ UNIVERSITY	G810	393.7			143.3	50.0	200.4						
NORTHERN CA DODGE DA VAR AUTO&TRK	T121	674.0			674.0								
NORTHERN CA GMC DLR ASSN	T121	845.8			845.8								
NORTHERN CA HONDA DA	T122	257.5											257.5
NORTHERN CA TOYOTA DA	T122	1,542.9											1,542.9
NORTHERN FUNDING LOAN CO CON SVC	B124	289.5			187.7	101.7							
NORTHERN IN TP	T433	1,612.9	314.5		1,298.4								
NORTHERN OH CHRYSLER DA	T121	528.7			528.7								
NORTHERN OH DODGE DA	T121	1,924.4			1,924.4								
NORTHERN OH TOYOTA DA	T122	8,821.0			8,821.0								
NORTHERN OH TOYOTA DA VAR AUTO&TRK	T122	567.0			567.0								
NORTHERN OH VW DLR ASSN	T123	541.9			541.9								
NORTHERN QUEST CSN&ENTER	V169	667.5					329.2		263.3				75.0
NORTHERN TOOL&EQUIP CO	V376	2,116.1			1,747.4		2.4						366.3
NORTHERN TRUST BANK BUSINESS SVC	B121	395.5	42.4			353.1							
NORTHERN TRUST BANK CONSUMER SVC	B121	10,376.1	4,188.4	1,247.5	59.7	2,524.3		1,659.3	82.0	5.0	610.0		
NORTHERN TRUST CO CONSUMER SERVICES	B121	379.1	275.1	104.0									
NORTHERN WSTCHSTR HOSP	V133	298.8			285.5	13.3							
NORTHGATE LINC MERC VW	V219	278.1			278.1								
NORTHLAND FORD DLR ASSN	T121	1,858.3			1,858.3								
NORTHPARK CENTER MALL	V620	2,651.9	2,649.6		2.3								

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NORTHRIDGE HOSP MED CTR	V133	284.2		27.2	106.8		150.2						
NORTHRIDGE TOYOTA	V212	2,192.3			2,082.1		46.3		63.8				
NORTHROP GRUMMAN AIRCRAFT	T300	1,142.5					612.6						529.9
NORTHROP GRUMMAN CORP CP	G930	3,125.4	1,092.6		880.4				1,046.4		6.3		99.7
NORTHROP&JOHNSON YACHTS	G430	1,128.5	1,128.5										
NORTHSIDE VOLKSWAGEN	V213	259.8			259.8								
NORTHSIDE/ST MRYS RV DV	B452	472.9			472.9								
NORTHSIDE FORD	V211	1,543.1			848.2				694.9				
NORTHSIDE HOSPITAL	V133	689.9			234.8		389.2		65.9				
NORTHSIDE PIERS RE DEV	B452	552.5			19.4	533.1							
NORTHSTAR AUTO	V219	1,656.5			1,656.5								
NORTHSTAR NAVIGATIONAL EQUIP	G130	934.8	934.8										
NORTHSTAR/TAHOE RESORT	T431	390.0	175.1		70.7		82.5		60.4				1.3
NORTHTOWN HYUNDAI SUBARU	V212	468.7			363.0				105.7				
NORTHWAY TOYOTA	V212	476.3			476.3								
NORTHWEST AIRLINES DOM	T413	4,148.4			3,622.6	525.8							
NORTHWEST AIRLINES DOM & INTL	T413	4,396.1	69.6		1,193.6	1,195.9	1,874.7		8.9	8.8			44.6
NORTHWEST AIRLINES INTL	T414	5,127.5	110.7		4,929.2				87.6				
NORTHWEST CHEVROLET DA	T121	312.8			312.8								
NORTHWEST COMMUNITY HOSP	V133	294.2			226.9		67.3						
NORTHWEST DODGE	V211	577.4			217.7		187.6		172.1				
NORTHWEST EXTERMINATING	V172	308.3							308.3				
NORTHWEST FORD DLR ASSN	T121	3,323.4			3,303.4								20.0
NORTHWEST NATURAL GAS	V173	318.4					35.3		283.1				
NORTHWEST RUGS STORE	V373	916.2							916.2				
NORTHWEST SAVINGS BANK CONSUMER SVC	B121	290.9			225.2		10.6						55.2
NORTHWEST WGHT LS SRGRY	V133	381.0							381.0				
NORTHWEST WINDOW & DOOR	V376	343.3			245.9		10.0		87.5				
NORTHWESTERN BUS CLG	G810	524.7			26.9				497.8				
NORTHWESTERN MEM HOSP	V133	772.9	174.3	171.5	409.2	17.8							
NORTHWESTERN MUTUAL FIN CONSUMER SVC	B129	580.3	472.2		16.2		2.4		14.3		75.2		
NORTHWESTERN MUTUAL FIN CP	B129	472.2	472.2										
NORTHWESTERN MUTUAL LIFE CP	B429	7,142.6	6,602.1			528.4			12.1				
NORTHWESTERN MUTUAL LIFE RECRUITMENT	B912	314.8	314.8										
NORTHWESTERN MUTUAL LIFE VAR INS&FIN	B429	8,496.5						3,315.9	4.1		5,176.5		
NORTHWESTERN UNIVERSITY	G810	599.4	201.0		165.8	101.3	71.5		10.1		49.9		
NORTHWOOD LINCOLN MERC	V211	256.7			252.5				4.2				
NORTHWOOD REALTY	B451	422.6			417.5		5.1						
NORTON CANCER CENTER	V133	262.9			13.5				249.4				
NORTON HEALTHCARE	V133	472.8					172.2		300.6				
NORTON VAR BOOKS	B610	388.8			48.8	340.0							
NORWALK FURN IDEA STR	V375	358.9			354.3		4.6						
NORWALK FURNITURE STORE	V375	747.3			509.2		3.4		234.8				
NORWALK SOFA & CHAIR STR	V375	289.1			184.9				104.1				
NORWALK TOYOTA	V212	370.7			370.7								
NORWAY TP	T434	821.2	794.2		27.0								
NORWEGIAN COASTAL VOYAGE CRUISES	T412	2,279.1	651.0	1,332.8	181.9	96.7			16.7				
NORWEGIAN CRUISES	T412	35,898.8	11,788.5		6,436.6	145.9		8,325.4	49.5	88.7	5,895.6		3,168.7
NORWOOD FURNITURE SALES	V375	528.7			528.7								
NOS ENERGY DRINK	F450	345.6	252.7				92.7		0.3				
NOT JUST/BEST/LARRY/SHOW VIDEO	H532	956.4	815.1							141.3			
NOTEBOOK/HOUSE BEAUTIFUL	B623	2,847.9	2,847.9										
NOTEBOOK/MARTHA STWRT LV	B623	1,349.9	1,349.9										
NOTES ON A SCANDAL VIDEO	H532	583.0						289.0	1.1	39.5	253.4		
NOTEWORTHY/DEPARTURES	B623	622.5	622.5										
NOTHNAGLE REALTORS	B451	3,463.3			3,455.0				8.3				
NOTION MUSIC VAR SOFTWARE DR	V821	679.6	679.6										
NOTRE DAME FED CRDT UN CONSUMER SVC	B124	251.3							251.3				
NOURISON RUGS	H131	1,188.1	1,188.1										
NOURKRIN HAIR NUTRIENT	D541	917.9	799.0	119.0									
NOURMAND & ASSOC RE	B451	1,191.9			1,191.9								
NOVA SCOTIA TP	T434	493.9	368.9		118.0				7.0				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NOVA SOUTHEASTERN UNIV	G810	1,108.4			199.5	17.7	48.6		842.7				
NOVARE GROUP RE DEV	B452	548.0	104.4				443.6						
NOVARTIS AG CANCER	D700	478.6	478.6										
NOVARTIS AG CP	D700	2,715.8	439.4						127.6			177.5	1,971.3
NOVARTIS AG FLU	D700	3,320.3	1,137.2	2,183.0					0.1				
NOVARTIS AG HIGH BLOOD PRESSURE	D700	812.5	812.5			840.5							
NOVARTIS DIOVAN HYPERTENSION RX	D560	840.5											
NOVARTIS PHARM CO CP	D700	767.6				767.6							
NOVATION CAPITAL CONSUMER SERVICES	B124	2,955.9							360.4	2,588.3	7.3		
NOVATIONS CONSULTING SVC	B930	262.6		262.6									
NOVELL DESIGN JEWELRY	A510	275.3	275.3										
NOVO NORDISK PHARM INC CP	D700	582.0	393.9			188.1							293.5
NOVO NORDISK PHARM INC RECRUITMENT	B912	404.7			35.4	75.9							
NOVOLOG FLEXPEN INSULIN RX	D560	860.0	860.0										
NOW U COLLEGE SVNGS PLN CONSUMER SVC	B129	473.1							473.1				
NOW YOU KNOW MEDIA VAR RECORDINGS DR	V871	498.6	48.3		450.3								
NOWTHATSMUSIC.COM VAR RC DR	V871	8,802.3							63.8	91.3	96.5	8,550.7	
NOWWHAT.COM ONLINE	B549	10,650.1	237.5						404.2	2.8		10,005.6	
NO-Xplode NUTRITIONAL SUPPLEMENT	D543	6,026.3	6,026.3										
NOXZEMA DEEP CLEANSING FACIAL CLNSR	D160	398.4	398.4										
NOXZEMA TRIPLE CLEAN BLACKHEAD CLNSR	D160	793.7	793.7										
NRDC NATURAL RSRCS DFNS	B329	617.9	460.3		10.6		88.0		9.9		49.0		
NS NEOSKIN LASER HR RMVL	V131	323.3		64.6	258.7								
NSBA NATL SMALL BUS ASSN	B329	466.8	466.8										
NSF INTL CP	B322	4,640.7	4,640.7										
NTB NATL TIRE & BATTERY	V241	2,091.7			1,595.3				496.5				
NTELLOS CP	G930	2,535.0			2,535.0								
NTELLOS WIRELESS SERVICE	B223	3,047.2					146.3		2,900.9				
NTRA NATL THRGHBRD RCNG	V163	276.1				168.6		74.4	6.4		26.7		
NTT DOCOMO INC CP	B260	797.2	797.2										
NU FINISH CAR POLISH	T143	1,198.7							585.6		613.1		
NU FINISH SCRATCH DOCTOR CAR POLISH	T143	987.6							221.0		766.6		
NU FLOW PLUMBING SERVICE	V174	332.1							332.1				
NU U MED SPAS	V139	278.2			278.2								
NUANCE DRAGON NTRLYSPKNG 9 SOF	B532	4,640.3	4,640.3										
NUANCE PDF CONVERTER PROF SOF	B532	469.7	469.7										
NUANCE SOFTWARE DR	V821	904.6								904.6			
NUCAP INDUSTRIES BRAKES	T144	684.0								684.0			
NUCLEAR ENERGY INSTITUTE	B329	573.9	235.2		139.6				51.8		147.3		
NUCOR CORP CP	B811	10,979.8	886.0		28.3	10,065.5							
NUCOR METAL PARTS	B811	976.4				976.4							
NUESTRA VIDA/PSA	B323	439.0							439.0				
NUESTROS HEROES/PSA	B323	494.9							494.9				
NUGGET HOTEL	T431	1,022.6				777.6		209.5	35.6				
NUJOOM RE DEV	B452	282.3		249.5		32.8							
NULLPHYSICS.COM STORE ONLINE	V355	944.5	944.5										
NUMBER 23 VIDEO	H532	1,850.6	434.4						5.8		1,021.9		388.5
NUREMBERG PRS HLR&MCRHY	V151	306.2							306.2				
NURIGENE DRUGS/TOILETRIES DR	V830	325.5	325.5										
NURSERY BOTTLED WATER	F460	661.4	661.4										
NU-SOUND HEARING AID STR	V139	476.8							476.8				
NUT TREE FAMILY PARK	V166	260.2			165.0		95.2						
NUTCRACKER PLAY	V161	2,039.4			487.9		93.4		1,458.1				
NUTONE VENTILATION FAN	H622	410.3							2.6	27.9	379.8		
NUTRA NAIL GREEN TEA NAIL GRWTH TRTM	D150	1,337.8							27.4	1,055.2	255.1		
NUTRA NAIL NAIL HARDENER	D150	2,560.9							63.7	2,189.7	307.6		
NUTRAMEDIA VAR BOOKS DR	V823	454.0	454.0										
NUTRAORIGIN DRUGS/TOILETRIES DR	V830	583.9	583.9										
NUTRASWEET & EQUAL SWEETENER	F110	941.3										941.3	
NUTREX INC DRUGS/TOILETRIES DR	V830	714.5	714.5										
NUTRISYSTEM INC DRUGS/TOILETRIES DR	V830	250,736.6	45,354.5	76,261.1	336.7	132.0		2,691.7	1,377.3	1,136.6	122,296.7	1,150.0	
NUTRITION 21 NUTRITIONAL SUPPLEMENT	D543	664.1											664.1

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NUTRITION PROMO/PSA	B323	1,204.7							75.0		1,129.7		
NUTRITIONAL SCNC LAB DRUGS/TOIL DR	V830	440.9	440.9										
NUVARING BIRTH CONTROL RX	D560	13,313.0	6,458.0					4,624.3	14.2		2,216.5		
NUVEEN FINANCIAL CONSUMER SERVICES	B122	2,680.8	2,680.8										
NUVEEN INVESTMENTS FUNDS	B125	1,774.9	752.9			1,022.0							
NV PERRICONE MD ADVANCED EYE/TRTMNT	D110	1,505.4	1,505.4										
NV PERRICONE MD ADVNCD/FRMNG ACTVTR	D110	838.2	723.8	114.4									
NV RAPID WEIGHT LOSS CAPLET	D542	8,001.6	5,120.0					61.1	87.8	575.7	2,157.0		
NVE SAVINGS BANK CONSUMER SERVICES	B121	463.4		463.4									
NVHOMES RE DEV	B452	2,093.6			1,955.3		132.1		6.2				
NW RUGS STORE	V373	1,755.4			1,755.4								
NWA WORLD VACATIONS	T420	692.1	221.3		470.7								
NWA WRLDVCTNS TRVL AGNCY	T420	749.5			749.5								
NWAUTOS.COM ONLINE	V219	372.9			74.0				298.9				
NWJOBS.COM ONLINE	B913	265.2							265.2				
NY CITY CENTER THEATER	V161	407.0	213.3	193.7									
NY/NJ INTL IN-WTR BT SHW	V164	256.3	256.3										
NY1 CHANNEL 1 TV STATION	B641	643.9			643.9								
NYC & CO RESTAURANT WEEK	V169	339.0	339.0										
NYC&CO TOURISM MKTG ORG	B329	255.9			224.2	31.8							
NYK LOGISTICS SERVICES	V121	717.1	717.1										
NYQUIL LIQ COLD & FLU REMEDY	D521	35,961.0	10,594.0			505.8		11,538.4	4,145.6	3,236.2	5,941.1		
NYQUIL SINUS CAPLET	D521	3,432.6	3,432.6										
NYQUIL SINUS LIQUI-CAPS	D521	3,804.9						2,462.9	27.6	330.9	983.6		
NYSE EURONEXT	B140	837.6	837.6										
O BAND SURGERY CENTER	V133	293.2							293.2				
O THE OPRAH MAGAZINE ONLINE	B623	1,159.0	1,159.0										
O THE OPRAH MAGAZINE SUBS DR	V823	295.3		295.3									
O THE OPRAH MAGAZINE SWEEPSTAKES	B623	941.7	941.7										
OAHU HI TP	T434	1,708.9	1,689.7			13.8			1.1		4.4		
OAK EXPRESS FURN STR	V375	759.8			80.5				679.4				
OAK EXPRESS FURN STR & BEDROOM EXPRSN	V375	2,520.9							2,520.9				
OAK FACTORY FURN OUTLET	V375	501.4			134.6				366.8				
OAK FURN LIQUIDATORS STR	V375	1,031.9			1,031.9								
OAK FURNITURE STORE	V375	261.3			261.3								
OAK MOTORS	V219	511.8							511.8				
OAK RIDGE NATIONAL LAB CP	B829	268.3	268.3										
OAK TREE MAZDA	V212	1,869.5			1,869.5								
OAK WAREHOUSE FURN OLT	V375	1,121.0			1,121.0								
OAKBROOK SCION TOYOTA	V212	384.8			384.8								
OAKBROOK TOYOTA	V212	520.0			420.6				99.4				
OAKES HOTEL	T431	252.3			252.3								
OAKLAND AS BASEBALL TM	V163	1,297.7			1,019.1				278.7				
OAKLAND RAIDERS FTBLL TM	V163	702.6			69.4		200.0		433.2				
OAKLAND UNIVERSITY	G810	330.3			53.9		265.0		11.4				
OAKLEY HDO SUNGLASSES	A430	3,538.2	3,538.2										
OAKLEY O STORE MEN & WOMEN	V311	540.7	540.7										
OAKLEY RADAR SUNGLASSES	A430	1,996.8	1,996.8										
OAKLEY SUNGLASSES	A430	4,815.7	4,780.9			34.8							
OAKLEY SUNGLASSES & WATCHES	A430	325.8	325.8										
OAKWOOD APARTMENTS	B452	279.2							279.2				
OAKWOOD HEALTH CARE SYS	V133	489.0					361.9		127.1				
OASIS BEDROOMS&WTRBD STR	V377	2,011.6			621.4				1,390.1				
OASIS DAY SPA	V131	372.7	295.8		76.1		0.7						
OASIS GENTLEMENS CLUB	V167	386.7			312.8		73.9						
OASIS LEGAL FINANCE CONSUMER SVC	B124	12,902.3					6.3	78.0	840.9	3,249.1	8,728.0		
OASIS MOISTURIZING MOUTHWASH	D212	1,195.0		344.9				485.3	16.3	174.3	174.3		
OASIS MOUTHSRAY & MOUTHWASH	D212	1,206.9	339.1	867.8									
OB COMFORT TAMPONS	D230	261.5	261.5										
OB PRO COMFORT TAMPONS	D230	1,874.9	1,874.9										
OB TAMPONS	D230	2,043.1	2,043.1										
OBAMA FOR PRESIDENT	B331	4,755.1						4,748.5					6.7

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
OBEROI HOTELS INDIA	T432	2,261.7	1,973.0	133.8		155.0							
OBERWEIS DAIRY CHOC&REG MILK	F311	518.0							518.0				
OBERWEIS DAIRY&STORE	V343	1,113.7			2.9				1,110.8				
O'BRIEN AUTO PARK	V219	579.7							579.7				
O'BRIEN NISSAN	V212	714.8			714.8				481.8				
O'BRIEN TOYOTA SCION	V212	481.8											
O'BRIENS RESTAURANT & BAR	G310	628.3			628.3								
OBUSFORME BACK SUPPORT	D610	395.6	395.6										
OC SERIES VIDEOS	H532	1,589.9	248.7					136.5	8.4	171.6	1,024.8		
OC WELCH FORD LINC MERC	V211	379.1					10.3		368.8				
OCANOS RESORT RES RE DEV	B452	343.7	48.6	83.5	125.7	86.0							
OCCIDENTAL PETRO CORP CP	T220	2,551.6				1,482.3		246.5			822.9		
OCD OBSESSIVE CMP DS/PSA	B323	3,232.3						3,175.1	57.2				
OCE BUSINESS SERVICES	V129	1,293.2	1,293.2										
OCE PRINTING SYS USA INC CP	B711	264.2				264.2							
OCEAN ALEXANDER YACHTS	G430	2,418.5	2,418.5										
OCEAN BANK CONSUMER SERVICES	B121	479.8			469.8				10.0				
OCEAN CITY MD TP	T433	746.1	147.1		39.0				537.9				22.0
OCEAN DENTAL CLINIC	V133	540.9			8.4				532.6				
OCEAN FIRST BANK CONSUMER SERVICES	B121	378.3			378.3								
OCEAN POTION ANTI-AGING SUN BLCK LTN	D170	5,063.0									5,063.0		
OCEAN POTION SUN BLOCK LOTION	D170	1,162.4									1,162.4		
OCEAN SPRAY CRAISINS DRIED CRNBRNS	F322	3,965.5						1,896.3	19.2	558.0	1,492.1		
OCEAN SPRAY CRANBERRY SAUCE	F322	631.7							168.4	0.1	8.2	455.0	
OCEAN SPRAY RTS CRANBERRY JUICE	F420	14,691.5							6,676.4	4,970.4		3,044.6	
OCEAN SPRAY RTS CRANBERRY&WHT CRNBRY	F420	5,321.2							3,570.2	0.6		1,750.4	
OCEAN SPRAY RTS DIET FRUIT DRINK	F420	11,608.1							8,822.2	2.5		2,783.4	
OCEAN STATE JOB LOT STR	V359	3,645.2			3,645.2								
OCEAN WORLD MARINA	G430	369.9	369.9										
OCEAN YACHTS	G430	402.1	402.1										
OCEANA HOTEL	T431	305.5	305.5										
OCEANIA CRUISES	T412	966.7	905.4		61.3								
OCEANIC CABLE	B241	255.3							255.3				
OCEANS EDG/SNGR ISLND DV	B452	382.4			382.4								
OCEANS THIRTEEN VIDEO	H532	5,081.7	574.5					3,366.5	38.0	176.0	926.7		
OCEANSIDE GLASSTILE TILE	H619	301.0	301.0										
OCEANSTYLE BOAT DLR	G430	339.1	339.1										
OCEANUS WATCHES	A520	862.3	695.0	167.3									
O-CEDAR ANGLER/BUMP GRD BROOM	H232	2,109.6	2,109.6										
OCHARLEY'S REST & LOUNGE	G320	7,972.2			56.6		481.4		7,405.9		12.9		15.4
OCHSNER CLINIC FNDTN	V133	624.8					545.6		79.2				
OCHSNER MEDICAL INSURANCE	B412	599.7			554.4					45.3			
OCONNOR ACCIANI&LVY ATTY	V151	295.5								295.5			
OCONNOR CHEVROLET	V211	481.0			264.4		101.8		114.7				
OCONNORS LAWN&GRDN SHOP	V358	382.6			347.3				35.3				
OCTANE MAROON 5 IT WONT/SN/LNG	H531	404.4							30.1		374.4		
OCTOBER ROAD SERIES VIDEO	H532	304.9									304.9		
OCUVITE ADULT &OCVT ADLT 50 PLS VTMN	D541	4,281.9	4,281.9										
ODEGARD CARPET STORE	V373	473.9	175.7	207.9	32.9	57.4							
ODL ENCLOSED BLIND/WNDW SYS	H613	683.4	419.1								264.3		
ODL RETRACTABLE SCREEN DOOR	H619	330.8	314.7								16.1		
ODL TUBULAR SKYLIGHTS	H613	256.7	256.7										
ODOBAN MULTI PURPOSE CLEANER	H430	265.2	265.2										
ODONNELL BUICK CHEVROLET	V211	302.4			302.4								
ODOR EATERS FOOT CARE PDTs	D554	3,105.5							616.5	47.6	1,374.1	633.7	417.2
ODS MEDICAL INSURANCE	B412	352.1								352.1			16.4
ODWALLA BEVERAGES	F490	574.1					574.1						
ODYSSEY 2-BALL SRT GOLF CLUBS	G460	971.7	971.7										
ODYSSEY BLACK SERIES GOLF CLUBS	G460	751.3	751.3										
ODYSSEY GOLF CLUBS	G460	609.4	376.7								232.7		
ODYSSEY MARINE EXPLRTN COINS DR	V859	1,502.2	833.0		470.4	71.4						127.3	
ODYSSEY MARXMAN GOLF CLUBS	G460	1,018.4	1,018.4										

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ODYSSEY RE DEV	B452	308.1			56.4		251.7						
ODYSSEY WHITE HOT XG GOLF CLUBS	G460	275.6	275.6										
OERB OK ENERGY RSRCRS BRD	B329	1,146.1			51.9		206.7		887.5				
OETA TV STATION	B641	303.8			303.8								
OFCO OFFICE FURN STORE	V322	362.3			362.3								
OFF BROADWAY SHOE WRHS FAMILY	V313	289.1			245.8		43.3						
OFF BROADWAY SHOE WRHS WOMEN	V313	1,423.8							1,423.8				
OFF FAMILYCARE SMTH&DRY INSECT RPLNT	D559	14,834.1							8,876.8	1,493.2	1,765.4	2,698.7	
OFF SMOOTH&DRY INSECT REPELLENT SPRY	D559	743.0		743.0									
OFF TRACK BETTING	V169	871.0			855.1		7.6		8.3				
OFFENBACHER POOL&PATIO	V175	601.2			541.0				60.2				
OFFENBACHERS PT FRPLC&RC	V376	683.1							683.1				
OFFICE DEPOT CP	V322	1,553.2	868.2	633.0	52.1								
OFFICE DEPOT OFFICE SUPP	V322	68,150.7			35,470.9	294.5		8,449.8	327.3		7,742.6	15,770.8	94.8
OFFICE FURNITURE OUTLET	V322	341.7			77.1						264.6		
OFFICE LIQUIDATORS	V322	621.2			482.1				139.1				
OFFICE OF CHAMPAGNE CHAMPAGNE	F620	1,893.7	1,893.7										
OFFICE SERIES VIDEOS	H532	609.5											
OFFICE/NATL DRUG CONTROL	B329	76,026.3	11,014.2		2,200.9	1,317.5	13.0	29,402.4	1,740.0		25,645.6	2,789.8	1,903.0
OFFICE/NTL DRG CNTRL/PSA	B323	10,615.4						9,539.1	960.8		115.5		
OFFICEMAX CP	V322	411.4				398.9							12.5
OFFICEMAX OFFICE SUPPLY	V322	25,804.2	529.0		19,726.9	2,218.7		133.6	1,196.6		42.4	1,900.3	56.7
OFFICIAL PAYMENTS CORP CONSUMER SVC	B129	1,442.1	838.0		25.1	519.3						59.7	
OFFICIAL PAYMENTS CORP ONLINE	B129	746.5				674.2						72.4	
OFFSHORE YACHTS	G430	277.4	277.4										
OG&E ELECTRIC CO	V173	477.2			477.2								
OGE ENERGY CORP	V173	402.8			54.4				348.3				
OGIO BACKPACKS	G490	250.7	250.7										
OGLEBAY RESORT	T431	283.9							283.9				
OH BOY OBERTO BEEF JERKY	F590	652.6									134.5		518.1
OHANA HOTELS HI	T432	668.8	649.0				19.8						
OHEKA CASTLE MSM&CTRNG	V166	321.3	252.1		69.3								
OHIO ART BETTY SPAGHETTI DOLL	G521	1,084.9							3.3		1,076.5		5.0
OHIO BUS DEV COALITION IND DEV	B840	1,935.8	1,651.5		284.3								
OHIO CENTER/BROADCASTING	G840	315.5							315.5				
OHIO DEPT/HEALTH	B315	252.8					14.4		238.4				
OHIO HEALTH CARE ASSN	V139	348.7					288.3		60.3				
OHIO SAVINGS BANK CONSUMER SERVICES	B121	363.9			363.9								
OHIO STATE INDUSTRIAL DEVELOPMENT	B840	3,245.0			36.0	3,209.0							
OHIO STATE LOTTERY	B314	4,894.4			151.3		1,021.6		3,721.5				
OHIO STATE TP	T433	1,930.3	1,207.4		67.9		10.8		644.3				
OHIO STATE UNIV MED CTR	V133	807.3					229.8		577.5				
OHIO STATE UNIVERSITY	G810	345.0	15.9		22.7		85.9	0.0	149.0		71.5		
OHIO STATE WATERPROOFING	V171	324.7							324.7				
OHIO TOBACCO QUIT LINE	B329	437.8							437.8				
OHIO TUITION TRUST PRGRM	V129	418.6							418.6				
OHIO UNIVERSITY	G810	279.7			8.0		51.2		209.8		5.5		5.2
OHIO VALLEY EYE INST	V133	262.4							262.4				
OIL & NAT GAS CORP LTD TENDER OFFER	B130	1,230.6			1,230.6								
OIL CAN HENRYS ATM/TV	V241	337.7			6.0				331.6				
OIL OF OLAY PROVITAL FACIAL MSTRZR	D110	262.0				262.0							
OIP&T OH INST/PHOTO&TECH	G840	486.4							486.4				
OJAI VALLEY INN & SPA LOS ANGELES	T431	1,209.1	1,209.1										
OJAI VALLEY INN&CNTRY CL	T431	1,285.3			1,285.3								
OK MAGAZINE	B623	315.9							0.0		315.9		
OKLAHOMA CHEVROLET DA	T121	2,607.1			2,607.1								
OKLAHOMA CHRY JEEP DA	T121	689.9			689.9								
OKLAHOMA CITY OK TP	T433	272.6					30.2	20.0	214.5		8.0		
OKLAHOMA DODGE DLR ASSN	T121	2,268.8			2,268.8								
OKLAHOMA FIDELITY BANK CONSUMER SVC	B121	352.8			352.8								
OKLAHOMA FORD DLR ASSN	T121	396.9			396.9								
OKLAHOMA STATE LOTTERY	B314	1,773.6			91.9		421.4		1,260.3				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
OKLAHOMA STATE TP	T433	1,705.8	726.9		57.2		3.8		911.3		6.6		
OKLAHOMA STATE UNIV	G810	690.7	79.7				417.5	0.0	178.6		14.8		
OKLAHOMAS OIL&GAS PRDCRS	V174	275.4								275.4			
OKTOBERFEST FESTIVAL	V169	346.6			263.2		2.7		80.7				
OLAN MILLS PORTRAIT STD	V152	250.9	250.9										
OLATHE AUTO	V219	501.7			501.7								
OLATHE CHRYSLER-JEEP	V211	568.7			525.0				43.8				
OLATHE DODGE	V211	609.5			527.6		26.7		55.1				
OLATHE TOYOTA	V212	826.9			153.0				673.8				
OLAY BODY AGE DEFYING BODY WASH	D223	15,943.1	1,970.6					9,136.8	40.3	2,009.0	2,786.5		
OLAY BODY AGE DFYG IN SHOWER BDY LTN	D110	731.4	731.4										
OLAY BODY AGE TRNSFRM BDY/SRM&SKN/EQ	D110	8,140.5	3,519.2					3,296.8	6.3	479.0	839.1		
OLAY BODY QUENCH BODY LOTION	D110	20,204.2	7,785.3			95.3		6,963.3	112.0	1,890.6	3,357.9		
OLAY BODY THERMAL PEDICURE FT CRM	D554	6,870.5	1,637.4			47.6		3,002.2	12.3	907.7	1,263.3		
OLAY BODY VAR BODY WASH	D223	1,490.4	1,490.4										
OLAY BODY/RADIANCE RBN BODY WASH	D223	29,219.0	10,691.8					12,264.9	49.7	2,668.2	3,544.3		
OLAY CALM RELEASE BODY WASH	D223	17,650.2	5,358.9					7,231.7	106.6	2,352.8	2,600.2		
OLAY COMPLETE BODY WASH	D223	2,743.4	2,743.4						0.0				
OLAY COMPLETE FACE CREAM	D110	759.6	759.6										
OLAY COMPLETE NIGHT FORTIFYING CREAM	D110	1,365.5	1,365.5										
OLAY DAILY FACIALS CLEANSING CLOTHS	D160	10,114.7	6,787.6					1,643.2	75.8	710.7	897.5		
OLAY DEFINITY ANTI-AGING FOAM MSTRZR	D110	33,719.3	16,015.8	228.7		381.0		7,130.3	2,716.3	2,593.8	4,653.4		
OLAY DEFINITY DEEP PENETRATING UV FM	D110	14,733.7	2,639.4	228.7				8,647.9	328.8	1,444.3	1,444.8		
OLAY DEFINITY EYE ILLUMINATOR	D110	21,937.6	4,930.4					8,525.9	1,250.9	2,480.1	4,750.4		
OLAY DEFINITY EYE ILMNTR&FMNG MSTRZR	D110	527.7	527.7										
OLAY DEFINITY SKIN CARE PDTs	D110	20,868.7	527.7					1,582.1	61.9	1,181.3	17,470.9	44.8	
OLAY HYDRATE&CLEANSE MCR-BD CLNS SRM	D160	9,511.8	5,717.3					2,094.9	11.5	662.8	1,025.3		
OLAY PORE REFINING MS CLNSR	D160	7,298.6	3,399.2					1,781.0	19.6	849.9	1,248.8		
OLAY QUENCH THERAPY CONC MOISTURIZER	D110	2,502.7						1,375.8	8.2	506.8	611.9		
OLAY REGENERIST ANTI-AGING LP TRTMNT	D110	7,707.7	4,373.7	57.2		95.3		2,075.0	7.7	362.1	736.7		
OLAY REGENERIST CNTRNG TRTMNT&LFTNG	D110	353.7	353.7										
OLAY REGENERIST DAILY RGNRTNG SRM	D110	2,512.4	2,511.2						1.2				
OLAY REGENERIST EYE DERMA-POD	D110	35,523.2	10,649.9					13,999.3	1,079.2	3,365.9	6,429.0		
OLAY REGENERIST EYE SERUM&FACIAL SRM	D110	9,403.0	9,288.7	114.4									
OLAY REGENERIST MICROSCULPTING CREAM	D110	21,706.3	4,554.2	1,820.1				7,360.0	1,125.6	1,603.0	5,206.4	37.1	
OLAY REGENERIST SKIN CARE PDTs	D110	32,235.7	1,797.2			285.8		10,917.4	7,435.9	2,259.6	9,295.0	244.9	
OLAY REGENERIST TRGTD TN ENHNCR/CRM	D110	1,794.4	200.4					869.2	1.9	328.9	394.0		
OLAY RIBBONS BODY WASH	D223	5,580.2						4,187.0	29.7	738.4	625.2		
OLAY TOTAL EFC TSCHSN ANTI-AG/MSTR	D110	10,914.9						6,673.4	49.0	2,141.6	2,050.9		
OLAY TOTAL EFFECTS 7X ANTI-AGING CRM	D110	5,427.4	1,071.0					3,120.1	6.9	429.8	799.7		
OLAY TOTAL EFFECTS BEAUTY PDTs	D190	351.8	351.8										
OLAY TOTAL EFFECTS MATURE SKIN THR PY	D110	7,686.6	4,974.0					1,617.6	9.4	391.3	694.4		
OLAY TOUCH OF SUN FACIAL MOISTURIZER	D110	1,179.0	1,127.6		47.6			3.8					
OLAY TOUCH/SUN BODY LTN&FCL MSTRZR	D110	2,504.3	2,504.3										
OLAY VITAMINS	D541	571.6	571.6										
OLAY WARMING DEEP PURIFYING CLEANSER	D160	12,999.5	4,803.2					4,888.7	46.2	1,464.6	1,796.7		
OLD BRICK FURNITURE STR	V375	485.4		18.7					466.7				
OLD CHICAGO PASTA&PZ	G320	1,315.1		136.5			16.6		1,159.3			2.7	
OLD COUNTRY BUFFET	G320	3,677.2		24.6					3,646.0			6.7	
OLD DOMINION FREIGHT LNS	B833	331.9	167.8						164.1				
OLD FORESTER BOURBON WHISKEY	F711	816.9	558.6	218.1		40.2							
OLD GLOBE THEATRE	V161	508.8		491.9			16.9						
OLD MERCHANTS MTG BNKRS CONSUMER SVC	B124	6,008.7		6,008.7									
OLD MUTUAL FIN NETWORK CONSUMER SVC	B122	3,337.2						1,973.8	33.6		1,212.3	117.5	
OLD MUTUAL LIFE INSURANCE	B411	250.0					250.0						
OLD NAVY CLOTHING STORE CHILDREN	V311	467.4										467.4	
OLD NAVY CLOTHING STORE FAMILY	V311	30,134.4		426.5				15,886.1	356.3	9,237.0	3,207.5		1,021.0
OLD NAVY CLOTHING STORE MEN & WOMEN	V311	48,657.8	470.1	5,984.2	779.6			19,595.7	608.8	9,773.6	4,054.3		7,391.5
OLD NAVY CLOTHING STORE WOMEN	V311	122,104.5	2,986.3	164.7				76,879.4	481.7	30,056.1	11,536.3		
OLD NORTHEAST JEWELERS	V314	297.7		297.7									
OLD ORCHARD HEALTHY BLNC RTS FRT JC	F420	310.2	310.2										
OLD ORCHARD HLTHY BLNC RTS AP CRN JC	F420	325.9	325.9										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
OLD SECOND BANCORP BANKS CON SVC	B121	1,319.9			1,319.9								
OLD SPICE AFTER SHAVE MEN	D410	2,399.9	2,399.9										
OLD SPICE AP/DEOD	D260	1,288.9	1,288.9										
OLD SPICE BODY WASH	D490	3,683.5	1,884.3					151.7			1,647.5		
OLD SPICE BODY WASH & DEOD	D223	1,199.0	1,199.0										
OLD SPICE DEOD BODY SPRAY	D260	11,307.3	3,442.7					2,615.3			5,249.2		
OLD SPICE HIGH ENDURANCE BODY WASH	D223	798.3	798.3										
OLD SPICE HIGH ENDURANCE DEOD&BDY WS	D260	3,141.3	902.9					593.5			1,644.9		
OLD SPICE HIGH ENDURANCE HR&BDY WSH	D490	3,734.0						729.5	86.3	2,001.8	916.3		
OLD SPICE RED ZN HYDRWSH BODY WASH	D490	3,239.1	1,737.8								1,501.3		
OLD SPICE RED ZONE BODY WASH	D490	1,789.1	1,780.7								8.4		
OLD SPICE RED ZONE SOLID AP/DEOD	D260	11,165.0	1,126.5					2,845.8	0.0		7,192.7		
OLD SPICE VAR PDTs	D290	4,763.6		4.4	168.6			2,604.6			1,986.1		
OLD TIME POTTERY STORE	V372	1,913.7			640.0		489.9			783.7			
OLD WARSAW RESTAURANT	G310	792.3			782.3		10.0						
OLD WORLD STONWORKS MANTELS	H619	863.7	863.7										
OLDE STONE RE DEV	B452	344.3		0.4	329.7				14.2				
OLEG CASSINI BRIDAL GOWNS WOMEN	A130	256.8	256.8										
OLEVIA LCD TV	H511	15,839.4	1,669.3					3,106.8	134.6		9,686.9	1,241.8	
OLGA BRAS WOMEN	A220	267.4	267.4										
OLIGO DX CELLULITE GEL	D190	1,490.9	1,490.9										
OLINDES FURNITURE STORE	V375	402.8					16.6			386.2			
OLIVA JEWELRY	A510	419.8	419.8										
OLIVE GARDEN RESTAURANT	G320	120,348.7		19.3	168.6	633.2	84,329.9	8,361.3	6,547.0	20,289.5			
OLIVER DYERS APPL CTR	V371	801.8			801.8								
OLIVER SMITH JEWELER	V314	289.9			289.9								
OLIVER WYMAN GROUP CP	G930	312.9	48.8			264.2							
OLIVERS MARKET	V346	412.6			412.6								
OLLIES BARGAIN OUTLET ST	V359	2,210.7			1,854.7		3.0			353.0			
OLSEN CADILLAC	V211	472.8			462.0					10.8			
OLSHAN FOUNDATION REPAIR	V171	2,790.8			2.9					2,787.9			
OLSON CO RE DEV	B452	324.5			133.6		190.9						
OLSON RUG STORE	V373	950.6		24.7						925.9			
OLYMPIA CAREER TRNG INST	G840	306.9								306.9			
OLYMPIA COLLEGE	G810	633.0		2.2						630.7			
OLYMPIA HOUSEHOLD DR	V872	4,432.5							384.6		4,047.9		
OLYMPIA RE DEV	B452	1,354.1			1,354.1								
OLYMPIA SPORTS STORE	V365	569.3			569.3								
OLYMPIA TRAILS BUSLINES	V180	363.3				363.3							
OLYMPIC BOAT CENTERS	G430	330.5			215.7					114.8			
OLYMPIC PAINT	H630	5,603.6								5,603.6			
OLYMPIC WOOD STAIN	H630	1,876.9								1,876.9			
OLYMPUS CAMEDIA DIGITAL CAMERAS	G141	1,888.7	1,888.7										
OLYMPUS E &STYLUS DIGITAL CAMERAS	G141	551.3	551.3										
OLYMPUS E DIGITAL CAMERA	G141	8,840.9	8,840.9										
OLYMPUS EVOLT DIGITAL CAMERA	G141	378.3	378.3										
OLYMPUS OPTICAL CO LTD CP	G930	1,183.6	1,121.1							62.5			
OLYMPUS STYLUS DIGITAL CAMERA	G141	1,604.0	1,604.0										
OMAHA PUBLIC POWER DIST	V173	265.7			86.3		16.8			162.6			
OMAHA STEAKS INT'L FOOD DR	V840	7,016.4	2,520.3	806.1	1,227.3	1,442.7		218.5	26.1		725.5	50.0	
OMALLEY & LANGAN ATTY	V151	652.9					27.2			625.7			
OMARS GARAGE DOORS STORE	V376	259.7			259.7								
OMEARA FORD CENTER	V211	317.0			176.3					140.7			
OMEGA BOUTIQUE WATCH STR	V314	3,273.3	387.1		41.1	2,845.1							
OMEGA RESEARCH TRADE STATION SOF	B532	274.2								274.2			
OMEGA WATCHES	A520	9,209.5	6,752.0	46.0	6.5	704.0	291.9	78.8	47.3		1,283.0		
OMNI CONDOMINIUM	B452	355.0	124.0		27.2	203.8							323.9
OMNI FITNESS EQUIP STORE	V365	1,318.6			796.5	198.1							
OMNI HOTELS	T431	540.6	378.1		118.7		26.0			17.8			
OMNI HOTELS ORLANDO/CHAMPIONSGATE	T431	349.1	150.5						180.0	18.7			
ON 100/WHEY GOLD STNDRD PRTN DRNK MX	D543	949.1	949.1										
ON BOARD/TRAVEL&LEISURE	B623	1,403.4	1,403.4										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ON COURSE/GOLF FOR WOMEN	B623	442.8	442.8										
ON LOCATION/IN STYLE MAG	B623	2,521.0	2,521.0										
ON PROSPECT PARK RE DEV	B452	1,335.1	132.0	974.1	9.1	219.9							
ON THE BORDER MEX GRILL	G320	4,456.6			136.8		8.7		1,250.3				3,060.8
ON THE HOUSE/FAM HINDYMN	B623	1,382.7	1,382.7										
ON THE LOOKOUT/LUCKY MAG	B623	2,845.8	2,845.8										
ON THE SCENE/PREMIERE	B623	362.8	362.8										
ON TOP/THE WORLD RE DEV	B452	938.5	516.8		117.6		304.1						
ONCE UPON A CHILD STORE CHILDREN	V311	787.1			20.4		18.3		748.4				
ONCE VIDEO	H532	297.4	290.4								7.0		
ON-COR FROZEN ENTREES	F260	728.8							627.5				101.4
ON-COR FROZEN PIZZA POP EMS	F260	364.3							364.3				
ONCOR UTILITY CO	V173	1,367.3			842.5				524.8				
ONE BRKLYN BRDG PRK DEV	B452	569.2			66.1	503.0							
ONE BROOKLYN RE DEV	B452	715.8	415.5	300.3									
ONE CAMPAIGN ORG	B322	1,228.9						249.5	792.4		186.9		
ONE CAMPAIGN ORG/PSA	B323	1,840.4						1,814.8	25.4		0.2		
ONE CHARLOTTE RE DEV	B452	290.3	290.3										
ONE DAY UNIVERSITY	G810	1,176.1		125.8	345.8	704.6							
ONE EAST RVR PLC RE DEV	B452	794.5	43.1	114.4		637.1							
ONE HANSON PLACE RE DEV	B452	481.9	157.7	176.1	28.8	119.3							
ONE HNDRD PRCT CMPN/CHLD	B329	909.5											909.5
ONE HOUR AC & HEATING	V174	1,160.5			966.2				194.3				
ONE HOUR HEATING & AC	V174	346.6							346.6				
ONE LAPTOP PER CHILD ORG	B329	1,703.5	42.4		43.6			0.0	667.5		950.0		
ONE LAPTOP PER CHILD/PSA	B323	373.4						349.6	23.8				
ONE MADISON PARK RE DEV	B452	619.1	619.1										
ONE NIGHT WITH THE KING VIDEO	H532	511.4						78.4	1.5	112.6	318.9		
ONE STEAMBOAT PLACE DEV	B452	433.9	433.9										
ONE STOP FOOD&LIQUOR STR	V346	810.1			810.1								
ONE THOUSAND OCEAN DEV	B452	499.2	84.0	343.1	72.1								
ONE TOUCH APPLIANCES DR	V872	4,092.0						2.4	81.7	147.2	3,860.7		
ONE TOUCH CAN OPENER APPLIANCES DR	V872	5,241.1						158.0	125.5	13.2	4,944.4		
ONE TREE HILL SERIES VIDEOS	H532	611.5						221.5	1.1	211.4	177.5		
ONE VISION OPTICAL SVC	V135	275.7			275.7								
ONE WEEK BATH BTHRM RMDL	V171	295.6			295.6								
ONE&ONLY PALMILLA RESORT MEXICO	T432	418.2	416.7								1.5		
ONE-A-DAY ALL-DAY ENERGY VITAMINS	D541	9,026.4						3,338.5	44.1	1,954.0	3,689.8		
ONE-A-DAY MENS 50 PLS AD VITAMINS	D541	4,069.0						1,280.1	19.7	539.1	2,056.5	173.7	
ONE-A-DAY MENS FORMULA VITAMINS	D541	7,389.0						3,205.1	14.9	479.1	2,961.2	728.7	
ONE-A-DAY W 50/ADVANTAGE MULTI VTMN	D541	4,954.9	40.8					2,070.1	19.5	985.6	1,838.9		
ONE-A-DAY WGHT SMRT ADVN MULTI VTMNS	D541	5,616.4						2,341.6	28.7	893.9	2,352.2		
ONE-A-DAY WOMENS FORMULA &MVITAMINS	D541	3,728.5						1,813.9	14.4	620.0	1,280.3		
ONE-A-DAY WOMENS FORMULA VITAMINS	D541	14,215.1	3,765.5					4,649.9	37.7	2,054.3	3,600.7	107.1	
ONECAP MORTGAGE CO CONSUMER SERVICES	B124	388.9			388.9								
ONEIDA AIR SYSTEMS HOME&BLDG PDTS DR	V879	353.8	353.8										
ONEIDA BINGO & CASINO	V169	559.9						206.7		353.2			
ONEIDA CASINO	V169	491.4								491.4			
ONEIDA FLATWARE	H112	589.3	589.3										
ONEIDA STAINLESS FLATWARE	H112	336.2	336.2										
ONETOUCH ULTRA 2 DRUGS/TOILETRIES DR	V830	7,270.3							2,636.4	11.8	295.1	4,327.1	
ONETOUCH ULTRA 2 GLUCOSE MONITOR	D620	1,263.4	216.6						125.8	10.3		910.7	
ONETOUCH ULTRAMINI DRUGS/TOIL DR	V830	22,903.9							5,443.3	346.6	1,248.5	15,865.5	
ONETOUCH ULTRAMINI GLUCOSE METER	D620	1,876.6	1,876.6										
ONKYO AUDIO EQUIP	H512	262.9	262.9										
ONKYO STEREO RECEIVER	H512	397.4	397.4										
ONLINE AUCTION SUCCESS WORKSHOP	G820	742.5			742.5								
ONLINE STRATEGIES GROUP BP	B911	376.2	376.2										
ONPOINT CREDIT UNION CONSUMER SVC	B124	490.9			329.8		14.0						147.1
ONSTAR VEHICLE MONITORING SYS	T144	85,585.0	738.1		70.8	255.0	67.6	47,734.6	836.6	6,149.5	13,685.7	14,110.4	1,936.8
ONTARIO AUTO CENTER	V219	2,046.1			2,046.1								
ONTARIO CA INTL AIRPORT	T300	251.1						251.1					

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ONTARIO CANADA INDUSTRIAL DEV	B840	5,323.8	3,850.5			1,473.3							
ONTARIO CANADA TP	T434	2,030.0	864.9		119.8	643.0			345.7		15.8		41.0
ONTARIO HONDA	V212	361.7			310.2				51.5				
ONTARIO TOURISM CMSN TP	T434	343.5											343.5
ONTARIO VOLKSWAGEN VOLVO	V213	354.3			354.3								
OMPH.NET ONLINE	B670	338.7									338.7		
OPAP LOTTERY ORG	B314	377.0	275.3		101.7								
OPEN HOUSE/HOUSE&GARDEN	B623	2,100.3	2,100.3										
OPEN PIT BBQ SAUCE	F160	298.6											298.6
OPEN ROAD ACURA	V212	320.3			320.3								
OPEN ROAD ACURA MAZDA	V212	287.3			287.3								
OPEN ROAD AUTO DLR	V219	358.9			358.9								
OPEN ROAD BMW	V213	376.9			312.6	64.2							
OPEN ROAD HONDA	V212	592.2			592.2								
OPEN ROAD MAZDA	V212	504.8			504.8								
OPEN ROAD NISSAN	V212	629.1			629.1								
OPEN SEASON VIDEO	H532	7,564.3	326.1	638.6					3,152.5	18.7	817.4	2,511.0	100.1
OPEN2VIEW.COM BP	B911	741.7	741.7										
OPERA HOUSE	V161	477.8			477.8								
OPERATION SAVE/LIFE/PSA	B323	533.3							533.3				
OPI COSMETICS	D190	714.4	714.4										
OPI LIP MAKEUP & NAIL POLISH	D120	1,255.1	1,255.1										
OPI LIPSTICK & NAIL POLISH	D120	1,366.4	1,366.4										
OPI NAIL POLISH	D150	11,483.8	11,483.8										
OPI NAIL POLISH&SKN CR PDTs	D150	585.4	585.4										
OPIUM FRAGRANCE WOMEN	D180	759.0	759.0										
OPPENHEIMER FUNDS	B125	6,105.0	320.8		126.8		55.4	1,602.7	904.0		3,095.3		
OPPENHEIMER FUNDS INC CP	B125	2,672.7			13.1	2,659.6							
OPPENHEIMERFUNDS CONSUMER SERVICES	B122	1,072.4				1,023.7							48.7
OPPENHEIMERFUNDS INC CP	B122	357.5				357.5							
OPPENHEIMERS WINE CLUB	B329	440.4	440.4										
OPRAH ONLINE	B670	651.9	651.9										
OPRAHS ANGEL NETWORK	B322	724.4	724.4										
OPTICAL SHOP OF ASPEN	V135	330.6	283.8		46.8								
OPTIMA AUTOMOTIVE BATTERIES	T141	1,694.7	468.5					240.0	0.4		985.7		
OPTIMA CAMELVIEW VILLAGE	B452	265.4	265.4										
OPTIMA MEDICAL INSURANCE	B412	487.7			458.1				3.1				26.6
OPTIMA OLD ORCHRD WDS DV	B452	600.1			598.9		1.2						
OPTI-MEN SUPPLEMENT TABLETS	D541	404.0	404.0										
OPTIMUM BUSINESS & ISP	B222	940.4							902.5				37.9
OPTIMUM CABLE BUNDLE PDTs	B250	3,897.0			2,025.7	1,871.3							
OPTIMUM CABLEVISION DGLT	B241	3,220.8			135.4				3,085.4				
OPTIMUM CARE ANTI-BREAKAGE THERAPY	D340	1,214.3	1,214.3										
OPTIMUM CARE BODIFYING RELAXER	D340	1,707.2	1,707.2										
OPTIMUM ISP & RESIDENTIAL	B225	1,629.5											1,629.5
OPTIMUM ISP/PHONE/TV	B250	36,392.6							36,343.4				49.2
OPTIMUM OIL THERAPY HAIR CARE PDTs	D320	1,508.8	1,346.3										162.5
OPTIMUM OIL THERAPY HAIR&SCALP QNCHR	D320	647.3	647.3										
OPTIMUM ONLINE ISP	B225	455.2			25.8				381.7				47.7
OPTIMUM ONLINE ISP &OPTIMUM VC SVC	B225	499.0			414.5	84.4							
OPTIMUM VOICE LOCAL & LONG DISTANCE	B222	544.8							544.8				
OPTIMUM VOICE RESIDENTIAL	B222	1,050.4			31.0				1,019.4				
OPTIONETICS EMPWRNG INV WORKSHOP	G820	910.7			910.7								
OPTIONS INDUSTRY COUNCIL SEMINAR	G820	398.8	280.5			118.2							
OPTIONSHOUSE ONLINE	B122	532.8	58.8			474.0							
OPTIONSXPRESS BROKERAGE ONLINE	B122	971.0	802.8			168.3							
OPTOTECH OPTICAL PRODUCTION EQUIP	B821	262.4					262.4						
ORACLE APPLICATIONS SOFTWARE	B532	422.4	217.9		204.6								
ORACLE ARENA	V166	263.5			201.0		62.5						
ORACLE COMPUTER SERVICE	V321	714.0			18.6		695.4						
ORACLE CORP CP	G930	1,947.6	139.9		19.3	1,776.7			11.7				
ORACLE CRM SOFTWARE	B532	972.7	277.4			695.3							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ORACLE DATABASE VAULT SOFTWARE	B532	855.8	48.8			807.1							
ORACLE OPEN WORLD SOFTWARE	B532	484.6					484.6						
ORACLE OPENWORLD 2001 SEMINAR	G820	280.9			280.9								
ORACLE SECURE ENTRPRS SRCH SOF	B532	715.7	48.8			666.9							
ORACLE SOFTWARE	B532	745.6					745.6						
ORACLE VAR SOFTWARE	B532	5,926.8	1,177.5		39.9	89.9	4,619.5						
ORAJEL ADVNCED/DSNSTZR MED SWAB	D690	4,682.0						1,171.8	20.3	1,358.4	2,131.5		
ORAJEL MAX STR MOUTH SORE DISCS	D219	1,061.2						378.6	15.9	353.6	313.1		
ORAJEL MAX STR TOOTHACHE REMEDY	D219	1,981.8						732.5	13.2	875.3	360.8		
ORAJEL MOUTH SORE DISCS	D559	359.5						104.5	3.6	151.7	99.7		
ORAJEL SORE THROAT RELIEF STRPS	D522	2,990.1		2,990.1									
ORAJEL TODDLER TRAINING TOOTHPASTE	D211	4,858.5	2,483.3					561.0	0.0		1,814.2		
ORAL-B ADVANTAGE GLIDE TOOTHBRUSH	D219	10,043.1	2,906.0					3,259.2	875.6	1,029.7	1,972.7		
ORAL-B ADVANTAGE TOOTHBRUSH	D219	1,554.9	1,554.9										
ORAL-B PULSAR PRO-HEALTH TOOTHBRUSH	D219	15,371.0	3,065.5					7,501.2	59.1	1,595.5	3,149.7		
ORAL-B PULSAR TOOTHBRUSH	D219	5,590.3	74.1		2,108.8	95.3		1,774.1	11.1	414.1	1,112.9		
ORAL-B TOOTHBRUSH	D219	902.0			763.7	126.5							11.8
ORAL-B TRIUMPH ELECTRIC TOOTHBRUSH	D280	8,216.7	2,586.1					2,390.0	1,294.3	196.7	1,749.5		
ORAL-B TRIUMPH/SMART GD ELEC THBRSH	D280	19,823.6	106.1					6,102.4	48.8	1,565.3	12,001.0		
ORAL-B VITALITY ELECTRIC TOOTHBRUSH	D280	29,599.3	10,195.4		819.4			9,992.3	118.5	1,366.9	7,106.8		
ORANGE CNTY CMNTY FNDTN	B322	381.9			381.9								
ORANGE CNTY PRFRMNG ARTS	V161	2,760.3		46.0	2,531.6		182.7						
ORANGE COAST AUTO DLR	V219	956.0			956.0								
ORANGE COAST CHRY JEEP	V211	569.1			558.1		11.0						
ORANGE GLO HARDWOOD FLOOR CLNR SYS	H441	2,411.9						29.4	28.2	440.5	1,913.8		
ORANGE MOTORS	V219	326.5			326.5								
ORBEA ORCA BICYCLES	G440	622.2	622.2										
ORBITA CORP JEWELRY DR	V810	349.1	349.1										
ORBITZ TRAVEL SERVICE	T420	1,390.4	865.0			525.1							0.4
ORBITZ TRAVEL SERVICE ONLINE	T420	45,805.6	7,188.1		202.3	18.3	247.0	4,170.3	683.1		31,031.8	2,264.6	
ORBITZ TRAVEL SERVICE VIGNETTE	T420	907.0									907.0		
ORCHARD SUPPLY HARDWARE	V376	4,639.8			13.0				4,626.0				0.8
ORDWAY CTR/PRFRMNG ARTS	V161	948.8			948.8								
ORECK AIR PURIFIER	H222	600.8		567.1					33.7				
ORECK CLEAN HOME STORE	V371	13,738.0		24.8	7,036.9		10.6	1,028.1	1,567.5	2,893.9	1,176.2		
ORECK CORP APPLIANCES DR	V872	21,864.8	5,789.1	6,818.8	15.7			304.4	289.1	3,494.3	5,153.3		
ORECK FACTORY STORE	V371	606.1			512.3				93.8				
ORECK STORE VACUUM CTR	V371	1,182.8			1,182.8								
ORECK VACUUM CLEANER	H223	3,741.6		1,448.8	93.2	41.1			20.7	95.8	31.4	2,010.6	
ORECK VACUUM CLEANER CTR	V371	399.9			384.8		15.1						
ORECK VACUUM STORES	V371	2,018.7			482.7		51.5	15.8	897.1		571.6		
ORECK XL VACUUM CLEANER	H223	317.7							68.7	226.4	22.6		
OREGON COAST TP	T433	250.0	250.0										
OREGON DEPT/HUMAN SVC	B315	372.3				12.8		339.3					20.3
OREGON FOREST RSRC INST	B329	654.0						654.0					
OREGON STATE LOTTERY	B314	3,991.7			1,032.2		1,434.6		1,279.4				245.5
OREGON STATE TP	T433	4,495.5	4,317.8		64.3						4.1		109.2
OREGON STATE UNIVERSITY	G810	361.5					92.6		217.1		51.8		
OREGONIANS IN ACTION	B329	267.3							267.3				
OREGONIANS/BLANK CHECK	B329	428.6							428.6				
ORE-IDA FROZEN FRENCH FRIES	F323	908.5							907.0		1.5		
ORE-IDA FROZEN GOLDEN CRINKLES	F323	395.7							394.2		1.5		
ORE-IDA FROZEN ROASTED POTATOES	F323	5,493.0	3,965.8						1,527.2				
OREILLY AUTO PARTS STORE	V380	3,955.9			9.8		533.5		451.5		1,897.8		1,063.3
ORENCIA RHEUMATOID ARTHRITIS RX	D560	34,999.0	16,366.5	547.6				5,181.2	1,429.9	6,977.6	4,496.3		
OREO.COM ONLINE	B549	7,448.9						2,917.8	464.4	1,640.9	2,425.9		
ORGAN&TS DNR PRGRM/PSA	B323	42,973.9						41,123.0	1,832.5		18.5		
ORGANIC COW MILK	F311	937.3	937.3										
ORGANIC GARDENING MAG ONLINE	B623	280.4	280.4										
ORGANIC ROOT STIMULATOR HAIR CR PDT'S	D320	783.1	743.6										39.5
ORGANIC RT STMLTR OLV OL HR/STYL PDT	D320	303.6	303.6										
ORGANIX SHAMPOO	D320	600.0	600.0										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ORIELLY CHEVROLET	V211	821.8					8.7		813.2				
ORIENTAL RUG BAZAAR	V373	718.3	62.5		655.8								
ORIENTAL RUG GALLERY/TX	V373	800.4	147.9		652.4								
ORIENTAL THEATRE	V161	2,014.7			2,014.7								
ORIGINAL MATTRESS FCTRY	V377	5,316.1			1,565.6		69.0		3,681.6				
ORIGINAL PARTS GROUP AUTOMOTIVE DR	V880	975.5	937.3								38.1		
ORIGINAL PENGUIN RTW WOMEN	A190	464.6	464.6										
ORIGINAL XMAS CLASSICS VIDEOS	H532	2,261.4	742.7					956.1	14.9	223.2	241.2	83.3	
ORIGINS PLANTIDOTE MEGA-MSHRM EY SRM	D110	804.8	804.8										
ORIGINS SKIN CARE PDT'S	D110	2,807.8	2,739.5						2.6	65.7			
ORIGLIO BEER DISTR	V140	1,020.0					1,020.0						
ORIS WATCHES	A520	3,482.8	2,204.2	228.7	5.7	1,044.2							
ORITANI SAVINGS BANK CONSUMER SVC	B121	663.2			663.2								
ORKIN EXTERMINATORS	V172	11,303.2			27.5		20.8	79.1	839.2		8,715.0	1,616.3	5.3
ORLAND PARK NISSAN	V212	332.5			100.5				232.0				300.5
ORLANDI VALUTA MONEY TRANSFER	B229	300.5											
ORLANDO CULINARY ACADEMY	G840	867.1							867.1				
ORLANDO FL TP	T433	23,642.1	3,403.4		778.0		126.6	10,989.3	247.5	4.3	8,093.2		
ORLANDO HYUNDAI	V212	711.9			546.9				165.0				
ORLANDO ORANGE COUNTY FL TP	T433	26,086.8	24,848.8		843.3	205.6	189.1						
ORLANDO REGIONAL HLT SYS	V133	578.9						569.0		9.8			
ORLANDO SENTINEL NWSPR	B622	865.7	18.8					826.5		20.4			
ORLANS MORAN ATTY	V151	1,100.5			1,100.5								
ORLEANS HOTEL & CASINO	T431	1,727.2			1,264.8		372.4		86.7		3.3		
ORLEANS RE DEV	B452	3,997.6			3,997.6								
ORO KIT MISC DR	V859	1,178.4							576.8		601.6		
OROWEAT BREAD	F341	3,418.9	632.8		365.6				2,420.5				
OROWEAT DOUBLE FIBER BREAD	F341	539.7	539.7										
ORPHANS/CRT DIV/CMN PLS	B315	417.7			417.7								
ORPHEUM THEATRE	V161	1,608.6	62.3		1,307.2	43.3	83.7		112.1				
ORR AUTOMOTIVE SALES	V219	286.2			269.9				16.4				
ORT AMERICA ORG	B329	486.8	83.3	308.0	45.7	49.8							
ORTHO HOME DEFENSE MAX INDR/OTDR/CTL	H351	6,081.2						4,842.7	324.9		691.7	221.0	0.8
ORTHO MATTRESS SLEEP CTR	V377	2,897.4			2,100.8				796.7				
ORTHO MAX FIRE ANT KILLER	G714	1,510.5							1,219.5				291.0
ORTHO SEASON LONG GRASS&WEED KILLER	G714	644.3							644.3				452.6
ORTHO TRI-CYCLEN CONTRACEPTIVE RX	D560	452.6											
ORTHO WEED B GON MAX HERBICIDE	G714	5,515.0						2,682.1	4.9		2,828.0		
ORVILLE RDNBCHR KTL KRN MICRO PCRN	F530	5,062.7						1,692.9	57.4	1,818.7	1,493.8		
ORVILLE REDENBACHER NAT MICRO PCRN	F530	5,184.1	1,472.6	446.5				753.7	257.6	1,300.9	952.8		
ORVILLE REDENBACHER POPCORN	F530	9,175.4	262.4		61.5			2,978.1	169.0	2,067.9	3,636.6		
ORVILLE REDENBACHER SMART-POP PPCRN	F530	11,854.7	9,640.4	524.2				910.6	4.0	346.4	429.1		
ORVIS CO STORE MEN & WOMEN	V311	299.4			280.4		19.0						
ORYX GOAT WHEY PROTEIN DRINK MIX	D543	383.1	383.1										
OSAGE MILLION DLR/CSN	V169	728.5	32.2				196.0		500.3				
OSBORNE & LITTLE HH FAB&WLCVRNGS	H141	952.8	952.8										
OSBORNE WOOD PDT'S HOME&BLDG PDT'S DR	V879	449.9	449.9										
OS-CAL CALCIUM TABLETS	D541	5,387.7						3,306.8	41.2	719.1	1,320.6		
OSCAL CLCM SPLMNT &RMFMN MNPS TAB	D541	261.5		261.5									
OSCAR DE LA RENTA BRIDAL GOWNS WOMEN	A130	786.5	786.5										
OSCAR DE LA RENTA FRAGRANCE WOMEN	D180	796.3	796.3										
OSCAR DE LA RENTA RTW WOMEN	A190	740.4	740.4										
OSCAR DE LA RENTA STORE WOMEN	V311	5,378.9	4,857.7	457.4	34.5	29.4							
OSCAR HEYMAN JEWELRY	A510	349.4	235.0	114.4									
OSCAR MAYER BACON	F331	7,718.4	6,294.4	1,424.0									
OSCAR MAYER BOLOGNA LUNCH MEAT	F331	4,431.9						1,294.8	1,088.4	276.7	1,772.0		
OSCAR MAYER DELI STYLE HAM LUNCH MT	F331	9,426.8	2,588.2	595.3				2,170.0	1,188.3	144.0	2,741.1		
OSCAR MAYER DL CRTNS HT SNDWCH MLTS	F331	23,587.1	11,672.4	3,521.3				3,395.6	2,588.6		2,409.2		
OSCAR MAYER FAST FRANKS MICRO HT DGS	F331	2,056.9						1,117.1	148.6	97.4	693.7		
OSCAR MAYER FOODS CORP CP	F290	1,323.1						553.8	5.7	491.7	272.0		
OSCAR MAYER HAM LUNCH MEAT	F331	255.8	62.0						30.3		163.5		
OSCAR MAYER VIGNETTE	F331	923.7							5.1		918.7		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
OSCILLOCOCCINUM COLD REMEDY	D521	261.2							21.2	550.3	575.0		261.2
OSCILLOCOCCINUM FLU REMEDY	D521	2,907.0	1,760.6										
OSCO DRUG STORE	V330	2,041.5			128.9				1,912.6				
OSH COMPLETE HM&GRDN STR	V376	4,370.6			4,370.6								
OSKAR HUBER FURN STR	V375	795.2			42.4				752.8				
OSMAN JEEP LINCOLN MERC	V211	730.3			730.3								
OSMOPREP COLONOSCOPY PREP RX	D560	1,452.1	1,326.6	125.5									
OSTEOARTHRITIS STUDY	V139	895.9						895.9					
OSTEO-BI-FLEX DRUGS/TOILETRIES DR	V830	16,664.6						13.5	125.2	16,525.9			
OSTEO-BI-FLEX GLUCOSOMINE CAPLETS	D541	3,145.2	2,765.7						1.1		378.4		
OSTER APPLIANCES DR	V872	1,128.6									1,128.6		
OSTER BLENDER	H221	1,486.8	1,128.2								358.6		
OSTER KITCHEN APPL	H221	288.2									288.2		
OSTER TOASTER OVEN	H221	265.2	265.2										
OSTHOFF RESORT	T431	450.1	445.6		4.5								
OSULLIVAN ANTIQUES	V379	288.3	288.3										
OTAY RANCH RE DEV	B452	265.5			265.5								
OTICON DELTA HEARING AID	D610	252.4			130.9				102.3		19.2		
OTOMIX APPAREL WOMEN DR	V810	531.1	531.1										
OTTAWA CANADA TP	T434	718.8	718.8										
OTTAWA ONT CANADA TP	T433	316.3			95.4	220.9							
OTT-LITE HOUSEHOLD DR	V872	1,859.0	220.0	1,639.0									
OUIDAD BEAUTY SALON	V131	381.4	381.4										
OUIDAD CLIMATE CONTROL HAIR GEL	D330	530.0	530.0										
OUIDAD DEEP TREATMENT CONDITIONER	D320	1,085.1	1,085.1										
OUR DAILY BREAD MAG SUBS DR	V823	945.0							936.2	8.8			
OUR FAVORITES/HRPRS BZR	B623	1,002.1	1,002.1										
OUR LADY/LAKE MED CTR	V133	576.7					183.1		393.6				
OUR LADY/LAKE UNIVERSITY	G810	270.5	14.3		9.1		133.8		113.3				
OURISMAN TOYOTA	V212	380.6			340.4				40.1				
OUST AIR CLEANER	H222	657.4	243.0	84.1					330.4				
OUST AIR SANITIZER	H353	17,924.9						8,850.5	513.3	3,259.1	5,302.0		
OUST CANDLE	H190	10,589.2						5,871.0	59.2	2,107.1	2,552.0		
OUT ISLANDS/BAHAMAS TP	T434	323.2			148.0	120.2	55.0						323.3
OUT OF THE BOX APPLES TO APPLES GAME	G512	323.3											
OUTBACK STEAKHOUSE	G320	72,815.2			601.3	5,582.1	2,084.5	34,165.2	12,920.5	1,313.0	8,973.0	5,832.7	1,342.9
OUTDOOR CHANNEL	B642	400.6	160.5		240.1								
OUTDOOR LGHTNG PRSPCTVS	V171	576.4	576.4										
OUTDOOR LIFE MAGAZINE CONTEST	B623	662.5	662.5										
OUTDOOR LIFE MAGAZINE ONLINE	B623	555.2	555.2										
OUTER BANKS NC TP	T433	966.7	956.7						10.0				
OUTER REEF YACHTS	G430	980.5	980.5										
OUTLOOK WINDOW FASHION	V374	2,387.5			863.2				1,524.3				
OUTRAGEOUS BRGNS/FRNSHNG	V372	308.3			308.3								
OUTREACH CENTER ORG	B322	3,279.1			2,497.1		782.0						
OUTRIGGER HOTELS HI	T432	1,241.0	1,193.9		33.8				2.5	10.8			
OUTSIDE MAGAZINE ONLINE	B623	945.9	945.9										
OUTSIDER MAN IN THE CHAIR MOVIE	B660	267.6	14.7		147.0	106.0							
OUTWARD BOUND TRAINING COURSE	G840	2,791.7	2,791.7										
OUTWARD BOUND WLDRNS ORG	B329	575.9	446.2			129.7							
OV WATCH OVULATION PREDICTOR	D620	360.8	360.8										
OVALTINE INSTANT DRINK MIX	F413	8,420.9						361.1	88.1	4,186.1	1,062.9	2,722.7	
OVARIAN CANCER RSCH FND	B322	1,327.1	731.1						4.6		591.4		
OVE GLOVE OVEN GLOVE	H232	6,090.0	187.0					197.0	3,898.4	484.7	1,322.8		
OVER N OUT MOUND TRTMNT FIRE ANT KLR	G714	1,726.8							1,726.8				
OVER THE LIMIT CAMPAIGN	B319	13,897.2						10,166.1	292.1		3,439.0		
OVERHEAD DOOR CO	V171	658.6					86.9		483.5		88.1		
OVERHEAD DOOR GARAGE DOOR	H613	660.0	541.2						118.7				
OVERSTOCK.COM STORE ONLINE	V359	15,545.9	947.2	248.0				1,623.6	250.4	4,220.2	7,276.7	823.4	156.4
OVERTURE MAD MONEY MOVIE	B660	1,766.6						576.0	412.5		768.1	10.1	
OWEN BEYER USA DRUGS/TOILETRIES DR	V830	686.9	686.9										
OWENS COMMUNITY COLLEGE	G810	271.0						29.4	241.6				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
OWENS CORNING BASEMENT FINISHING SYS	H619	4,872.8							4,872.8				
OWENS CORNING INSULATION	H611	2,383.5		1,048.6							1,334.9		
OWENS CORNING SUNSUITS HOME ADTNS	H619	821.5							821.5				
OWENSBORO MED HEALTH SYS	V139	596.0					123.1		473.0				
OWNYOURC.COM ONLINE	B549	377.8							377.8				
OXFORD INSURANCE AGENCY &UNITDHLTHCR	B412	772.0			128.2	643.8							
OXICLEAN BABY STAIN REMOVER	H449	672.2	672.2										
OXICLEAN HOUSEHOLD DR	V872	4,453.3							255.4	338.9	3,859.0		
OXICLEAN SPRAY AWAY STAIN REMOVER	H421	3,190.0						622.0	40.0	835.5	1,692.6		
OXICLEAN STAIN REMOVER	H449	15,839.8	3,016.9						4,676.5	561.3	3,331.4	4,253.7	
OXICLEAN TRIPLE POWER LIQ STN RMVR	H421	606.5							37.3	157.3	411.9		
OXICLEAN VERSATILE REG&FREE STN RMVR	H449	2,558.3	2,558.3										
OXMOOR FORD LINCOLN MERC	V211	1,926.3			1,739.4				187.0				
OXMOOR HOUSE VAR BOOKS	B610	346.6	346.6										
OXMOOR HOUSE VAR BOOKS DR	V823	2,992.6	2,992.6										
OXMOOR HYUNDAI	V212	1,113.8			959.8		43.2		110.8				
OXMOOR MAZDA	V212	1,205.8			1,133.1		2.5		70.2				
OXMOOR TOYOTA	V212	2,365.6			1,654.2				711.4				
OXY ACNE CLEANSING PADS	D552	597.0								597.0			
OXY ACNE PDTs	D552	2,055.1	2,055.1										
OXY MAXIMUM DAILY CLEANSING PADS	D552	866.8	866.8										
OXY SPOT TREATMENT ACNE MED&CNCLR	D552	576.6								576.6			
OXY SPOT TREATMENT ACNE MEDICATION	D552	845.2	845.2										
OXYCISE VAR VIDEOS DR	V873	485.2		485.2									
OXYGEN NETWORK CABLE TV	B642	3,393.5	2,732.7				35.7	213.3					411.9
O-Z RACING WHEELS	T144	490.1	490.1										
OZARKA BOTTLED WATER	F460	1,878.8	1,867.5						5.6				5.7
OZARKSFIRST.COM ONLINE	V122	620.5							620.5				
P&C FOOD MARKETS	V346	356.1							356.1				
P&J WINDOW COVERING STR	V374	1,898.5			1,898.5								
P&W BMW	V213	392.5			392.5								
PAAS EGG DYE COLORING KIT	H232	350.4	219.2							131.1			
PABST BREWING VAR BEERS	F611	267.5					267.5						
PAC 10 CONFERENCE	V163	423.2							0.0	267.0		156.2	
PACE CHUNKY SALSA	F170	9,849.0							6,253.8	4.4	111.9	3,478.8	
PACE PICANTE SAUCE	F170	1,851.4							554.1	3.1	396.3	439.9	458.0
PACE PROPERTIES RE DEV	B452	272.0	272.0										
PACE UNIVERSITY	G810	605.8			228.7	377.1							
PACE-BUTLER SERVICES	V121	919.8	919.8										
PACIFIC AIRE HTG&CLNG	V174	393.7			393.7								
PACIFIC AMPHITHEATRE	V166	402.4			402.4								
PACIFIC COAST CARPET STR	V373	273.0			273.0								
PACIFIC COMMUNITIES	B452	406.5			59.6		346.9						
PACIFIC DELIGHT TOURS	T420	406.9	115.8	84.7	119.5	71.3							15.5
PACIFIC FORD	V211	694.8			694.8								
PACIFIC LAW CENTER	V151	3,836.5			0.5				3,836.0				
PACIFIC LAW OFFICES	V151	390.8			390.8								
PACIFIC LIFE CONSUMER SERVICES	B129	1,672.4							1,374.0		298.4		
PACIFIC LIFE INSURANCE & FIN SVC	B429	20,961.9							17,757.6	5.6	3,198.7		
PACIFIC LIFESTYLE HM BLD	V171	368.6				1,016.6				368.6			
PACIFIC MARINE CREDIT UN CON SVC	B124	1,106.4			1,106.4								
PACIFIC MARINER YACHTS	G430	521.6	521.6										
PACIFIC MARKET FOOD STR	V346	368.6			368.6								
PACIFIC NATIONAL BANK CONSUMER SVC	B121	1,016.6			1,016.6								
PACIFIC NORTHWEST BALLET	V161	590.2	9.6		388.4				192.1				
PACIFIC PREMIER BANK CONSUMER SVC	B121	455.1			455.1								
PACIFIC RPLCMNT WND CNTR	V171	762.9			762.9								
PACIFIC SALES STORE	V379	4,544.7		230.1	4,033.8				280.9				
PACIFIC SCIENCE CENTER	V166	597.9	18.0		579.9								
PACIFIC SYMPHONY ORCHSTR	V161	316.5			316.5								
PACIFIC THEATRES	V161	4,543.5			4,543.5								
PACIFICO AUTO DLR	V219	364.3			340.1		24.2						

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PACIFICO CLARA BEER	F611	552.3	552.3										
PACIFICO IMPORTED BEER	F611	3,043.7	2,346.6				697.1						
PACKAGE SHARK MISCELLANEOUS DR	V859	2,783.4							6.0		2,777.4		
PACKET8 BUSINESS PHONES	B212	515.5	515.5										
PACKET8 INTERNET PHONE SERVICE	B224	608.4	596.1						12.3				
PACSUN CLOTHING STORE MEN & WOMEN	V311	1,255.5	1,255.5										
PACSUN CLOTHING STORE WOMEN	V311	1,137.7	1,137.7										
PADDOCK CHEVROLET	V211	1,681.9			524.0		9.7		1,148.2				
PADDOCK POOLS STORE	V175	2,080.9			1,709.0				372.0				
PADDY O FURNITURE STORE	V375	315.6			152.1				163.6				
PADRES CONTRA/CANCER/PSA	B323	307.0							307.0				
PADUCAH KY TP	T433	334.2	119.5		214.7								
PADULO INTEGRATED JEWELRY	A510	1,029.8	1,029.8										
PAGEANTRY RE DEV	B452	448.8			193.4		255.4						
PAHOME PAGE.COM ONLINE	B670	668.7							668.7				
PAI MEDICAL GROUP	V133	620.2			203.9		357.1		59.2				
PAID PROGRAM COMMERCIAL	G190	41,360.6								41,360.6			
PAIN CENTER	V133	336.8			12.1				324.7				
PAINLESS PRFRMNC PDT'S AUTO DR	V880	1,267.2	918.9							348.3			
PAINT THE TOWN EVENT	V169	453.8			310.5	143.3							
PAJAMAGRAM MISC DR	V859	6,982.1	277.8						33.6		5,421.4	1,249.3	
PAL ZILERI CLOTHING STR MEN	V311	507.8	507.8										
PALA CASINO	V169	1,815.2			22.9		1,260.0		527.5				4.8
PALA CASINO RESORT & SPA	T431	1,840.5	403.9		1,430.1								6.5
PALACE CASINO	V169	457.5			6.0		392.1		59.4				
PALACE RESORT MEXICO	T432	1,268.3	1,262.3		6.0								
PALACE RESORTS	T431	714.4	586.7		127.7								
PALACE RESORTS CARIBBEAN	T432	363.3	363.3										
PALACE STATION HTL&CSN	T431	983.8	71.4		480.1		432.4						
PALACE THEATRE	V161	1,206.2			916.9	221.8	4.1		63.4				
PALACE/AUBURN HILLS THTR	V161	287.9			238.9		49.0						
PALAI'S ROYAL DEPT APPAREL FAMILY	V410	827.8			638.6				189.2				
PALAI'S ROYAL DEPT SALES ANNOUNCEMENT	V490	1,793.4			999.2				794.3				
PALAZZO HOTEL	T431	410.7			380.8		29.8						
PALAZZO HOTEL LAS VEGAS	T431	2,628.4	2,094.3	228.7	243.7					61.8			
PALAZZO RESORT HOTEL CSN	T431	606.1			592.7	13.4							
PALAZZO TORNABUONI DEV	B452	710.7	185.0	525.7									
PALISADES AUTO	V219	292.5			11.3		281.2						
PALL MALL VAR CIGARETTES	G210	8,491.6	8,491.6										
PALLAS ATHENA BRIDAL GOWNS WOMEN	A130	2,479.9	2,479.9										
PALM BAY FORD	V211	479.6			449.7		29.9						
PALM BAY FORD & SUBARU OF PALM BAY	V211	347.5			347.5								
PALM BAY IMPORTS WINE	F620	393.3	208.0		38.7	113.7	32.9						
PALM BCH PLC LXRY CONDO	B452	401.4			401.4								
PALM BEACH ACURA	V212	1,928.4			1,928.4								
PALM BEACH AUTOMALL	V219	282.9			51.1		62.2		169.6				
PALM BEACH COMMUNITY CLG	G810	314.0			81.5				232.5				
PALM BEACH COUNTY FL TP	T433	2,520.4	1,950.4	176.7	368.7	4.5		20.0					
PALM BEACH FORD DLR ASSN	T121	280.8			280.8								
PALM BEACH KENNEL CLUB	V163	331.5			220.6		76.7		34.2				
PALM BEACH MAZDA	V212	371.9			274.2				97.8				
PALM BEACH MOTOR CARS	V219	447.0			441.4				5.7				
PALM BEACH POST	B622	825.5					731.9		93.5				
PALM BEACH TAN SALON	V139	306.7					119.9		133.9				52.9
PALM BEACH TOYOTA	V212	1,236.6			641.2				595.4				
PALM BEACH/LTD JAGUAR	V213	307.4			307.4								
PALM CASUAL FURN STORE	V375	352.1			352.1								
PALM CENTRO SMARTPHONE	B219	1,519.2	1,519.2										
PALM HAND HELD COMPUTER	B511	2,543.1					2,543.1						
PALM HARBOR HOMES DEV	B452	307.9			17.7		72.4		3.4		208.5		6.0
PALM MORTUARIES	V157	259.3					259.3						
PALM TREO WIRELESS PHONES	B213	5,569.7	2,628.2	92.0		2,071.0	778.4						

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PALMAS DEL MAR RE DEV	B452	517.8	517.8										
PALMAS DEL MAR RESORT PUERTO RICO	T432	361.1	361.1										
PALMER DODGE	V211	1,291.0			648.4				642.6				
PALMERS COCOA BUTTER LOTION W/VIT E	D110	993.3							37.4	397.1	558.8		
PALMERS COCOA BUTTER SCAR SERUM	D110	365.5	365.5						0.1				
PALMERS COCOA BUTTER SKIN CARE PDTs	D110	5,155.3	5,155.2										
PALMERS COCOA BUTTER STRETCH MRK LTN	D110	897.3							16.6	240.9	639.7		
PALMERS FOOD WHLSL OTLT	V346	397.9			397.9								
PALMERS OLIVE BUTTER SKIN CARE PDTs	D110	1,532.6	313.1						16.5	405.4	797.7		
PALMERS SHEA BTR FRML SKIN CARE PDTs	D110	387.1	387.1										
PALMERS SHEA BUTTER CRM&LTN/VIT E	D110	609.2							8.8	593.1	7.4		
PALMERS SKIN CARE PDTs	D110	258.9	258.9										
PALMERS TOYOTA	V212	354.5							354.5				
PALMETTO BANK/GREENVILLE CON SVC	B121	322.2			264.6				57.6				
PALMETTO BLUFF RE DEV	B452	1,437.8	1,391.1		46.7								
PALMOLIVE SCRUB BUSTER DSHWSHNG LIQ	H410	5,542.2						3,022.0	86.6	756.7	1,677.0		
PALMONE TREO SMRPHNS WRLS PHN EQUIP	B213	403.0	403.0										
PALMONE TREO WIRELESS PHONES	B213	1,843.7	1,843.7										
PALMS CASINO RESORT	T431	1,036.5			629.1		280.9		126.5				
PALMS HOTEL & CASINO	T431	1,596.4	1,224.1		13.0		359.3						
PALMS/PASADENA HOSPITAL	V133	326.7		326.7									
PALO ALTO BUS PLAN PRO SOFTWARE	B532	595.2	595.2										
PALO ALTO MED FOUNDATION	V133	325.9			325.9								
PALOMA BLANCA BRIDAL GOWNS WOMEN	A130	3,090.8	3,090.8										
PAM COOKING SPRAY	F120	8,673.3	527.2					3,590.2	410.6	1,703.2	2,442.1		
PAM FOR BAKING COOKING SPRAY	F120	2,976.0	1,301.5					668.0	43.7	393.7	569.0		
PAM FOR GRILLING COOKING SPRAY	F120	5,261.4	1,760.5					1,067.8	95.1	1,595.4	742.6		
PAM HIGH HEAT COOKING SPRAY	F120	2,147.5	2,147.5										
PAM VIGNETTE	F120	347.8						114.7			233.1		
PAMA POMEGRANATE LIQUEUR	F722	3,440.5	3,440.5										
PAMPERED CHEF KTCNH PDTs	V376	559.9	557.2		2.6								
PAMPERS BABY WIPES	D229	7,272.3						3,205.9	40.8	1,296.4	2,729.3		
PAMPERS BABY-DRY DISPOSABLE DIAPERS	D270	909.4	24.8					644.4	211.0		29.2		
PAMPERS CRUISERS DISPOSABLE DIAPERS	D270	24,907.9						12,696.6	1,226.5	3,795.8	7,189.1		
PAMPERS DISPOSABLE DIAPERS	D270	793.6	390.6					253.4	3.6		20.0		126.0
PAMPERS FEEL N LEARN TRAINING PANTS	D270	2,042.2	2,042.2										
PAMPERS KANDOO MOIST TLT WPS&FMNG/SP	D229	4,922.0						1,775.0	34.5	988.5	2,124.1		
PAMPERS KANDOO MOIST TOWELETTES WPS	D229	2,880.6						1,246.5	7.4	592.5	1,034.2		
PAMPERS SENSITIVE TOUCH BABY WIPES	D229	2,982.1						1,630.7	13.1	269.9	1,068.5		
PAMPERS SNSTV/WPS &PMPRS SWDLRS/DPR	D229	2,449.6	2,449.6										
PAMPERS SPLASHERS SWIM PANTS	D270	847.5						673.1	0.7	26.9	146.8		
PAMPERS STAGES DISPOSABLE DIAPERS	D270	4,850.0						1,893.2	908.1	737.6	1,311.0		
PAMPERS SWADDLERS DISPOSABLE DIAPERS	D270	1,364.2	1,364.2										
PAMPERS SWIPERS BABY WIPES	D229	2,015.5						1,485.2	3.3	78.0	449.0		
PAMPERS VAR DIAPERS	D270	479.4		479.4									
PAMPRIN MAX STR MULTI-SYMPTOM	D511	3,042.0							142.8	2,342.8	556.4		
PAN AM MORTGAGE CONSUMER SERVICES	B124	661.5			661.5								
PANAMA CITY BEACH FL TP	T433	415.1	348.5		66.6								
PANAMA INTL MDSE MRT DEV	B452	877.1	877.1										
PANAMA REPUBLIC TP	T434	1,646.5	1,376.3						269.8		0.4		
PANASONIC BLU-RAY DISC & DISC PLAYER	H511	2,988.7			852.2	2,136.5							
PANASONIC CAMCORDER	H511	755.4							729.4		26.0		
PANASONIC COMPUTER SLTNS	V321	417.6					417.6						
PANASONIC COPIER	B711	2,793.4			1,847.8	845.6						100.0	
PANASONIC CORDLESS PHONES	B211	1,833.1	1,833.1										
PANASONIC DVD PLAYER	H511	481.2			275.6	205.6							
PANASONIC ELECTRONIC ENTER EQUIP	H519	4,805.7			991.1	485.4	986.4		132.4	1,530.0		63.0	617.2
PANASONIC HEADPHONES	H512	1,141.5	338.2						758.6			44.6	
PANASONIC LUMIX DIGITAL CAMERA	G141	3,385.3	2,053.8		859.4	472.1							
PANASONIC PLASMA DISPLAYS	B870	670.2	670.2										
PANASONIC PLASMA TV	H511	933.5			380.0	80.1			55.2	46.2		96.3	275.7
PANASONIC TOUGHBOOK PORTABLE CMPTR	B511	23,807.2	7,097.0			2,577.6			359.8	10,644.3		3,128.5	

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PANASONIC VAR COMPUTERS	B511	1,170.7			143.7		1,027.1						
PANCAKE PUFF HOUSEHOLD DR	V872	1,794.7							6.0	209.0	1,579.7		
PANDA EXPRESS RESTAURANT	G320	1,519.3			6.0		702.9		810.4				
PANDA INTERNET SEC 2007 SOF	B532	627.3	627.3										
PANDA KITCHEN HOME CTR	V376	445.3			398.4				47.0				
PANDEMIC FLU PRDNS/PSA	B323	290.6							218.9		71.7		
PANDORA JEWELERS	V314	305.2	144.9		160.3								
PANDORA JEWELRY	A510	2,498.4	2,487.6						10.8				
PANERA BREAD BAKERY CAFE	G320	7,134.4			559.8	155.4	3,628.7		834.2				1,956.2
PANERAI WATCHES	A520	1,352.4	881.1		471.3								
PANOXYL BAR ACNE WASH	D552	1,286.6						36.9	2.2	17.3	1,230.1		
PANOXYL FOAMING ACNE WASH	D552	2,238.4						102.7	6.6	51.9	2,077.2		
PANS LABYRINTH VIDEO	H532	1,958.6	821.1						135.9		792.9		208.7
PANTAGES THEATRE	V161	1,436.2			1,436.2								
PANTENE CO CP	D390	364.9	239.8						1.4	123.6			
PANTENE PRO-V ALWYS SMTH &PANTENE/VL	D320	454.9							436.4	14.8	3.7		
PANTENE PRO-V ALWYS SMTH HR CR PDTS	D320	5,204.0	5,201.2										2.8
PANTENE PRO-V ALWYS SMTH SHAMP&COND	D320	2,375.4						600.8	1,247.6	179.2	347.9		
PANTENE PRO-V CONDITIONER	D320	50,322.6	77.1					23,611.2	5,779.1	8,672.7	12,182.5		
PANTENE PRO-V DAILY CONDITIONER	D320	356.7							10.3		346.4		
PANTENE PRO-V DLY MSTR RNWL SHAMP&CN	D320	3,851.6	987.2					878.3	280.0	521.6	1,184.6		
PANTENE PRO-V EXPRSNS SHAMPOO	D320	4,564.2	4,564.2										
PANTENE PRO-V EXPRSNS SHAMPOO & COND	D320	20,621.7						9,729.1	1,148.4	2,915.9	6,828.3		
PANTENE PRO-V HAIR CARE PDTS	D320	722.3	722.3										
PANTENE PRO-V HAIR CARE&STYLING PDTS	D320	17,375.3	17,356.1						4.6		14.6		
PANTENE PRO-V ICE SHINE HR CR PDTS	D320	6,798.6	959.7					2,622.4	18.8	1,185.1	2,012.6		
PANTENE PRO-V ICE SHINE HR CR&/PDTS	D320	7,336.6	7,336.6										
PANTENE PRO-V RLX&NT/DFN SHAMP&COND	D320	351.8						145.3	1.1	127.3	78.1		
PANTENE PRO-V RLXD&NAT HR CR&STYLNG	D320	5,610.4	1,145.1					538.1	154.3	1,449.9	2,323.0		
PANTENE PRO-V RSTRTV HAIR CARE PDTS	D320	1,024.3	897.1						72.1		55.1		
PANTENE PRO-V RSTRTV SHAMP & COND	D320	255.7							12.6	59.5	34.5	149.1	
PANTENE PRO-V RSTRTV/RNW SHAMP&COND	D320	8,890.6						2,980.4	1,556.7	2,656.4	1,697.1		
PANTENE PRO-V SHAMPOO	D320	1,351.2							11.6	346.7	8.6	288.8	695.5
PANTENE PRO-V SHAMPOO & CONDITIONER	D320	15,132.2	116.1		122.9			6,533.5	1,880.9	2,738.8	3,679.9		60.0
PANTENE PRO-V SHEER VOL SHAMP&COND	D320	2,277.3						546.8	1,173.3	225.8	331.4		
PANTENE PRO-V TEXTURIZE HAIR CR PDTS	D320	7,177.2	7,177.2										
PANTENE PRO-V TXTRZ HR CR&STYLNG PDT	D320	20,961.5	3,977.0					5,218.1	470.9	1,338.7	9,956.9		
PANTENE PRO-V WINTER RSC SHAMP&COND	D320	3,769.2	2,630.5					459.8	9.4	378.4	291.1		
PANTENE PRO-V/EXPRESSNS SHAMPOO	D320	293.2	293.2										
PANTENE PRO-V/STRGHT HR CR&STYL PDTS	D320	4,007.8	4,007.8										
PANTENE TOTAL YOU TR/VAR	V169	574.3								574.3			
PANTER PANTER&SMPDR ATTY	V151	473.9							473.9				
PANTHEON VAR BOOKS	B610	501.9	29.2		39.4	433.3							
PANTONE HUEY PRO SOFTWARE	B532	834.5	834.5										
PANTONE HUEY SOFTWARE	B532	251.0	251.0										
PANTY OF THE MONTH APPAREL WOMEN DR	V810	294.1	294.1										
PAOLO COSTAGLI STORES	V314	305.3	305.3										
PAPA GINOS RESTAURANT	G320	871.1							646.5				224.6
PAPA JOHNS PIZZA REST	G320	85,460.8	576.2		1,367.0	38.2	435.2	25,559.4	38,517.2	12.4	18,908.8		46.3
PAPA JOHNS PIZZA REST ONLINE	G320	430.1							390.1		40.0		
PAPA MURPHYS TAKE&BAKE	G320	10,447.9			471.5				9,773.8				202.6
PAPA SAVERIOS PIZZA REST	G310	256.0			250.0		6.0						
PAPARONE HOMES RE	B452	431.0			394.2		36.8						
PAPE CHEVROLET	V211	264.9							264.9				
PAPER MILL PLYHS&REST	V161	608.7	5.3		523.8	79.6							
PAPPAS AUTO	V219	1,678.5			1,678.5								
PAPYRUS CARD SHOP	V355	745.6	745.6										
PAPYRUS CARDS&GIFTS SHOP	V355	1,246.6	1,244.9		1.7								
PARADE MAGAZINE ONLINE	B623	15,563.4		15,563.4									
PARADE OF HOMES	V169	1,630.7			788.2		97.9		744.6				
PARADE OF HOMES/VAR SPOON	V169	367.1							367.1				
PARADIGM SPEAKERS	H512	909.4	909.4										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PARADISE CHEVROLET	V211	351.3			351.3								
PARADISE COAST FL TP	T433	486.7							486.7				
PARADISE GALLERIES COLLECTIBLES DR	V852	1,086.1	229.4	856.7									
PARADISE HEARING AID CTR	V139	448.1			436.7				11.4				
PARADISE POINT RESORT	T431	525.8			525.8								
PARADISUS RESORT DOMINICAN REPUBLIC	T432	263.5	149.2	114.4									
PARADISUS RESORTS	T431	576.3	333.5	230.1	12.7								
PARAGARD CONTRACEPTIVE RX	D560	548.2	548.2										
PARAGON ACURA	V212	2,472.8			1,174.4	1,298.4							
PARAGON ACURA HONDA	V212	544.8			508.4	36.4							
PARAGON ACURA HONDA & WHITE PLNS HND	V212	288.2			272.7	15.4							
PARAGON APPAREL MEN DR	V810	257.2	54.4	122.0		80.7							
PARAGON AUTO DLR	V219	1,062.6			1,001.7	61.0							
PARAGON CASINO RESORT	T431	681.6					498.5		183.1				
PARAGON HONDA	V212	1,228.5			921.1	307.4							
PARAGON HONDA & WHITE PLAINS HONDA	V212	2,349.6			1,188.0	1,161.7							
PARAGON SPORTING GOODS	V365	965.7	26.9		316.2	622.6							
PARALYZED VETERANS/AMER	B322	270.3			28.5	109.7	2.0		122.8		7.4		
PARALYZED VTRNS/AMER/PSA	B323	493.6							333.3		160.2		
PARAMOUNT BEE MOVIE	B660	44,445.6	125.3		6,009.1	1,498.6	191.2	17,935.8	3,369.3	1,374.5	13,938.3		3.6
PARAMOUNT BEOWULF MOVIE	B660	27,376.9	54.7		3,628.2	796.4		13,086.5	2,468.4	938.0	6,250.3		154.3
PARAMOUNT BLADES OF GLORY MOVIE	B660	29,007.1	5.9		2,887.2	528.6		11,926.6	2,531.3	762.3	9,632.4		732.8
PARAMOUNT CENTER/ARTS	V161	258.5			250.9	7.5							
PARAMOUNT CHARLOTTES WEB MOVIE	B660	2,016.9			0.0	0.0		363.5	162.6		1,490.9		
PARAMOUNT CLASSICS BLACK SNAKE MN MV	B660	4,925.6	1,046.7		915.4	81.3			780.1		227.7	1,874.3	
PARAMOUNT CLOVERFIELD MOVIE	B660	6,499.4					149.0	3,320.5	698.3		2,265.4		66.1
PARAMOUNT DREAMGIRLS MOVIE	B660	8,640.0			5,363.2	2,986.6							290.2
PARAMOUNT FLAGS/OUR FATHERS MOVIE	B660	695.2	370.3	324.9									
PARAMOUNT FREEDOM WRITERS MOVIE	B660	14,241.3	5.9		2,811.0	651.6		3,386.5	2,123.5	400.2	3,968.5		894.2
PARAMOUNT HEARTBREAK KID MOVIE	B660	24,242.1	5.9		2,455.4	493.7	527.1	9,213.7	4,006.0	871.5	6,067.9		601.0
PARAMOUNT HOT ROD MOVIE	B660	13,545.4	223.6		413.3	187.7	221.8	2,948.2	1,937.6	1,059.8	6,021.3		532.1
PARAMOUNT KIA	V212	476.7			235.5		36.8		204.4				
PARAMOUNT MOVIE	B660	4,711.7			4,164.4	547.3							
PARAMOUNT NEXT MOVIE	B660	17,877.8			1,681.9	336.8		8,913.8	2,386.0	667.3	3,892.0		
PARAMOUNT NORBIT MOVIE	B660	22,568.3	9.4			109.7	26.9	11,126.7	3,937.7	888.3	5,539.6		930.0
PARAMOUNT NORBIT/BLADES MOVIE	B660	325.2											325.2
PARAMOUNT PERFUME MOVIE	B660	1,242.5			977.3	265.2							
PARAMOUNT PICTURES DISTURBIA MOVIE	B660	736.1											736.1
PARAMOUNT PICTURES TV PROGRAM	B641	545.8	206.5				339.3						
PARAMOUNT PROPERTIES & RODEO REALTY	B452	2,752.0			2,752.0								
PARAMOUNT RENO 911 MIAMI MOVIE	B660	13,202.5	18.2		1,339.5	83.7		5,398.1	2,241.4	573.2	3,548.4		
PARAMOUNT SHOOTER MOVIE	B660	22,467.1	366.7		2,381.9	638.3	69.9	10,591.4	2,762.6	452.6	4,911.6		236.7
PARAMOUNT SHREK THE THIRD MOVIE	B660	43,252.0	228.6		7,856.0	1,546.2	102.0	20,300.3	3,232.5	889.5	10,001.7		4.3
PARAMOUNT SPIDERWICK CHRONICLES MV	B660	2,030.8	250.6			9.5		1,010.7	3.2		756.9		
PARAMOUNT STARDUST MOVIE	B660	17,206.6	220.1		2,449.5	877.4		4,688.5	3,725.8	891.6	3,790.6		563.1
PARAMOUNT SWEENEY TODD MOVIE	B660	18,235.2	5.9	114.4	2,908.4	2,003.4		4,452.9	4,922.4		3,636.0		192.0
PARAMOUNT THEATRE	V161	1,306.8			1,248.0	6.7	9.5		42.6				
PARAMOUNT THINGS WE LOST/FIRE MV	B660	6,262.7	5.9		981.1	370.1		1,005.4	2,026.8		1,873.6		
PARAMOUNT TRANSFORMERS MOVIE	B660	40,723.4	138.7		6,282.5	1,211.7	419.1	15,739.9	3,339.8	813.7	10,879.7		1,898.3
PARAMOUNT VANTAGE A MIGHTY HEART MV	B660	8,242.4	157.4	114.4	2,449.2	832.1			547.0	2,106.4	1,667.3		368.6
PARAMOUNT VANTAGE ARCTIC TALE MOVIE	B660	1,518.0	119.0		753.3	344.1				115.9	185.7		
PARAMOUNT VANTAGE BABEL MOVIE	B660	6,761.6			3,973.7	1,940.1	63.8			179.5	189.1		415.5
PARAMOUNT VANTAGE BLACK SNAKE MN MV	B660	728.0					47.1						680.9
PARAMOUNT VANTAGE HOW SHE MOVE MOVIE	B660	276.5									276.5		
PARAMOUNT VANTAGE INTO/WILD MOVIE	B660	9,723.1	225.5		5,405.0	2,019.8	131.6	85.0	996.6		810.0		49.6
PARAMOUNT VANTAGE KITE RUNNER MOVIE	B660	8,337.4	197.8	46.0	3,161.7	866.2		86.5	3,009.1		860.2		109.9
PARAMOUNT VANTAGE MARGOT/WEDDING MV	B660	2,443.8	50.3		1,174.4	659.9			559.2				
PARAMOUNT VANTAGE PCTRS	B660	746.4					746.4						
PARAMOUNT VANTAGE THERE WILL/BLD MV	B660	2,299.4	152.1	114.4	867.7	461.7	18.6		682.4		2.6		
PARAMOUNT VANTAGE YEAR/DOG MOVIE	B660	1,850.9	71.4		1,193.3	425.3				160.8			
PARAMOUNT VAR MOVIES	B660	15,123.7			103.8	63.7	14,761.3					194.9	
PARAMOUNT VAR VIDEOS	H532	2,428.6	2,042.1		20.8						365.7		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PARAMOUNT ZODIAC MOVIE	B660	16,337.1	256.6		17.7	180.4	69.4	7,630.0	3,605.1	120.3	3,654.9		802.8
PARAMUS CHEVROLET	V211	6,885.5			6,885.5								
PARAMUS CHRYSLER	V211	291.3			291.3								
PARAMUS DODGE	V211	272.2			272.2								
PARAMUS FORD	V211	1,676.5			1,676.5								
PARARELLA ER HD&NCK INST	V133	307.3			307.3								
PARAVOL DRUGS/TOILETRIES DR	V830	2,988.0			2,661.2	326.8							
PARAVOL MALE VOL ENHANCER CPSL	D543	1,672.3	1,445.2		155.0	72.1							
PARC DLS/DLS TWN CTR APT	B452	449.6			449.6								
PARDEE HOMES	B452	3,668.9	200.8		1,238.5		2,229.5						
PARENTAL GUIDE/PSA	B323	525.1						282.2	185.1		57.9		
PARENTING MAGAZINE BABY MUST-HAVES	B610	437.5	437.5										
PARENTING MAGAZINE MISC MERCHANDISE	G190	446.2	446.2										
PARENTING MAGAZINE ONLINE	B623	4,940.1	4,940.1										
PARENTING/PSA	B323	747.8						357.0	342.3		48.5		
PARENTS CHOICE/EDUC ORG	B329	617.0			54.5						299.1		263.4
PARENTS FOR CHOICE/EDUC	B322	309.5									309.5		
PARENTS MAGAZINE ONLINE	B623	2,748.5	2,748.5										
PARENTS MAGAZINE TV PROGRAM	B623	381.2	381.2										
PARETTI MAZDA	V212	941.4			941.4								
PARIGI GROUP DISTR	V110	301.4	301.4										
PARIS CERAMCS LMSTN SUPP	V376	607.3	607.3										
PARIS CERAMICS CERAMIC FLOORING	H132	370.2	370.2										
PARIS HOTEL & CASINO	T431	1,306.2					1,306.2						
PARIS LAS VEGAS HOTEL	T431	4,303.7	3,389.1		673.7	129.9	54.0		57.0				
PARISH CONSERVATORIES	H614	368.4	368.4										
PARISH SPORTSWEAR MEN	A141	366.8	366.8										
PARISSIAN DEPT APPAREL FAMILY	V410	5,315.7			5,315.7								
PARISSIAN DEPT SALES ANNOUNCEMENT	V490	1,311.8			972.9						324.6		14.3
PARK AVE BMW	V213	321.2					88.0				233.2		
PARK AVE HOME FRNSHNGS	V372	885.1			779.7		9.0				96.4		
PARK AVENUE ARMORY	V166	401.2				401.2							
PARK BLOOMINGDALE RE DEV	B452	277.3			277.3								
PARK CITIES DODGE	V211	665.9			533.2						132.7		
PARK CITIES FORD	V211	378.0			9.9						368.1		
PARK CITIES FRD LINC MRC	V211	254.1			22.4						231.7		
PARK CITIES FRD LINC MRC &PRSTG FRD	V211	313.2			313.2								
PARK CITY SKI AREA TP	T433	914.8	21.3								893.5		
PARK CITY UT TP	T433	3,632.5	3,027.9								604.6		
PARK CTS FRD LINC-MERC	V211	1,316.6			1,316.6								
PARK FIFTH RE DEV	B452	517.1		258.6	258.5								
PARK NICOLLET MED CTR	V133	458.6			263.6						195.0		
PARK PLACE MOTORCARS	V219	260.4	223.3		37.0								
PARK PLACE VOLVO	V213	824.1			824.1								
PARK PLAZA DODGE	V211	489.6			489.6								
PARK REGENCY REALTY	B451	1,160.7			1,160.7								
PARK TOOL BICYCLE TOOLS	G440	350.2	350.2										
PARKCHESTER APARTMENTS	B452	362.4			362.4								
PARKER & SONS AC HEATING	V174	309.7						309.7					
PARKER & WAICHMAN ATTY	V151	335.0						335.0					
PARKER BROS ARE/SMARTER/5TH GRDR/GM	G512	2,045.6						400.0	4.3		1,641.4		
PARKER BROS CATCH PHRASE GAME	G512	3,247.0						1,123.9			2,123.1		
PARKER BROS MONOPOLY DISNEY PIXAR/G	G512	483.3						223.3	0.0		260.0		
PARKER BROS MONOPOLY ELEC BANKING GM	G512	6,013.4						3,550.4	107.1	2.7	2,353.2		
PARKER BROS MONOPOLY SPGNB/EDTN GM	G512	385.7	37.6					15.2			333.0		
PARKER CADILLAC	V211	535.3			358.3		38.8		138.2				
PARKER WAICHMAN ATTY	V151	268.6							268.6				
PARKFIELD MOTORS SAAB	V213	1,173.6			1,173.6								
PARKING SPOT ARPRT PRKNG	V290	450.9	194.1		0.4		256.5						
PARKLAND GOLF & CC DEV	B452	267.9			267.9								
PARKS CHEVROLET	V211	1,318.8			588.1		50.1		680.5				
PARKSIDE AUTO-DRIVE SLS	V219	316.1							316.1				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PARKVALE BANK CONSUMER SERVICES	B121	392.2			392.2								
PARKVIEW HOMES	B452	294.7			200.0		31.6		63.1				
PARKWAY 22 RE DEV	B452	479.1			448.5		30.6						
PARKWAY BANK CONSUMER SERVICES	B121	659.6			656.3		3.3						
PARKWAY TOYOTA	V212	999.9			999.9								
PARKWEST MEDICAL CENTER	V133	366.0					43.3		322.7				
PARMELE LAW FIRM	V151	304.9							304.9				
PARMIGIANI FLEURIER WATCHES	A520	322.3	322.3										
PARMIGIANO-REGGIANO CHS & PRST/PRM HM	F312	477.6	242.6		235.0								
PARR LUMBER CO	V376	313.9					108.6		205.3				
PARROT CELLULAR STORE	V329	1,673.6			1,673.6								
PARROT JUNGLE ISLAND ZOO	V166	310.6			47.2		109.5		111.7				42.1
PARTNERCARE MEDICAL & DENTAL INS	B412	1,451.3			1,328.4		122.9						
PARTNERCARE MEDICARE ADVANTAGE PLAN	B412	275.5							275.5				
PARTNERS/AFRDBL ENRGY	V173	298.3							298.3				
PARTNERSHIP/PRSCRPTN AST	B329	28,706.5	27.2		80.9			16,037.5	414.9	6,363.9	5,782.1		
PARTNERSHIP/QUALITY CARE	B329	612.0	131.1						480.8				
PARTS PLUS CAR CARE CTR	V380	595.3							7.3	35.7	2.3	550.0	
PARTY AMERICA STORE	V355	340.3			336.1		4.2						
PARTY CITY PARTY STORE	V355	6,391.5	1,194.4		2,554.9		63.3		1,245.5				1,333.3
PARTYPOKER.NET ONLINE	V169	518.2				19.6			10.5	487.5	0.6		
PARTYPOP.COM SERVICES ONLINE	B670	311.3									311.3		
PARVIZIAN RUGS STORE	V373	298.0			298.0								
PASADENA PLAYHOUSE	V161	772.6			763.7	8.8							
PASQUINELLI RE DEV	B452	274.5			232.5		42.0						
PASSAIC COUNTY CMNTY CLG	G810	350.8			350.8								
PASSAIC COUNTY CMNTY CLG RECRUITMENT	B912	273.2			273.2								
PASSION FRAGRANCE WOMEN	D180	837.1	837.1										
PASSPORT BMW	V213	398.4			398.4								
PASSPORT/CONDE NST TRVLR	B623	2,336.5	2,336.5										
PASTA RONI NATURES WAY & RC/RN NTR WY	F250	6,999.1						3,547.7	25.8	1,354.4	2,071.2		
PASTA RONI NATURES WAY PASTA MIXES	F250	1,892.0	1,892.0										
PAstry SNEAKERS WOMEN	A321	1,036.2	524.1								512.0		
PAT & OSCARS RESTAURANT	G310	675.4			8.6				656.3				10.5
PAT CLARK AUTO	V219	305.4			225.3		80.1						
PAT O'BRIEN CHEVROLET	V211	475.0			52.0				422.9				
PATADAY ITCHY EYE RX	D560	10,233.2	1,234.8					5,971.8	27.7	1,463.0	1,535.9		
PATAGONIA INC CP	A190	381.9	381.9										
PATCH PERFECT LAWN & GARDEN PDTS DR	V853	21,797.0						288.0	39.2	109.0	21,360.8		
PATEK PHILIPPE JEWELRY & WATCHES	A510	808.6	694.3	114.4									
PATEK PHILIPPE WATCHES	A520	5,960.0	4,049.5	1,107.6		783.0	20.0						
PATELCO CREDIT UNION CONSUMER SVC	B124	3,409.3			3,409.3								
PATENTHEALTH LLC DRUGS/TOILETRIES DR	V830	2,418.9			2,418.9								
PATENTHEALTH TRGSMN DRUGS/TOIL DR	V830	1,375.9			1,375.9								
PATENTLEAN DRUGS/TOILETRIES DR	V830	727.6			727.6								
PATHFINDER VIDEO	H532	1,179.4						299.5	2.6	53.2	824.1		
PATHMARK FOOD STORE	V345	3,805.7	22.6		2,687.9		182.8		291.3				621.1
PATIENTS GD/BCK PN TRTMN	B629	262.2			262.2								
PATIENTS GD/ELTG SV DS & NV PN NK RPR	B629	342.6			342.6								
PATINA FURNITURE	H121	500.1	500.1										
PATIO & HEARTH SHOPPE	V375	466.4			301.5				164.9				
PATIO ENCLOSURES INC	V171	6,493.1			3,917.2				2,576.0				
PATIO PROS BLDG CONTR	V171	657.1			657.1								
PATIO SHOPPE	V379	564.0			564.0								
PATIO TOWN LANDSCAPE CTR	V379	402.8			261.3				141.5				
PATIO WORLD HM&HRTH STR	V375	321.8			321.8								
PATIO WORLD OUTDOOR FURN	V379	347.1			71.4				275.7				
PATIO.COM OTDR FURN STR ONLINE	V375	1,469.5			422.4	1,047.1							
PATRICK AUTO DLR	V219	2,740.6			2,740.6								
PATRICK CADILLAC BMW	V219	348.0			348.0								
PATRICK HYUNDAI	V212	540.4			540.4								
PATRICK JAGUAR	V213	342.3			342.3								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PATRICK PONTIAC GMC	V211	297.8			158.1				139.7				
PATRIOT BANK CONSUMER SERVICES	B121	1,387.6			1,379.9		7.7						
PATRIOT HOME IMPROVEMENT	V171	355.3			40.7				314.6				
PATRON ANEJO TEQUILA	F733	571.2	571.2										
PATRON REPOSADO TEQUILA	F733	485.1	485.1										
PATRON SILVER TEQUILA	F733	1,506.6	1,506.6										
PATRON SPIRITS ALCOHOLIC BEVERAGES	F739	3,894.7					3,894.7						
PATRON TEQUILA	F733	4,580.3	116.1		15.8		1,836.7			2,611.8			
PATRON VAR TEQUILA	F733	8,810.2	8,810.2										
PATRON XO CAFE TEQUILA	F733	327.5	327.5										
PATTERNCENTRAL HOBBIES DR	V851	747.4			747.4								
PATTERSON FLYNN & MARTIN CARPETS	H131	331.8	331.8										
PATTERSON FURNITURE CO	V375	350.8	48.2		148.4				154.1				
PAUL & JOE RTW MEN & WOMEN	A190	415.2	415.2										
PAUL CARTER JEWELRY STR	V314	308.2			308.2								
PAUL CERAME FORD LNC MRC	V211	420.9			420.9								
PAUL E SAPERSTEIN ACTNRS	V122	378.3			366.8	11.6							
PAUL FOR PRESIDENT	B331	2,176.8							560.6			11.7	1,604.5
PAUL FREDRICK MENSTYLES APRL M DR	V810	3,351.3	2,765.4	73.2	68.1	444.5							
PAUL HARVEY FORD	V211	715.4			706.6		8.8						
PAUL MASSE AUTO DLR	V219	617.0			617.0								
PAUL MASSE CHEVROLET	V211	643.4			615.2				28.2				
PAUL MILLER AUTO DLR	V219	302.2			4.8		297.3						
PAUL MILLER BMW	V213	453.6			230.6	58.7	164.3						
PAUL MITCHELL HAIR CARE&STYLING PDTs	D320	1,327.3	1,327.3										
PAUL MITCHELL HAIR PDTs	D390	3,367.7	663.3		3.1			2,431.3	22.0	172.6	75.4		
PAUL MITCHELL HAIR STYLNG&HLDNG PDTs	D330	289.6	289.6										
PAUL MITCHELL SYSTEM CP	D390	15,550.4	15,393.5		156.8				0.0				
PAUL MORELLI JEWELRY	A510	1,021.7			914.8		106.8						
PAUL SCHATZ FURNITURE	V375	260.4				15.4			245.0				
PAUL SMITH CLOTHING STR MEN	V311	1,061.9	739.6	322.3									
PAUL STUART CLTHNG STR MEN	V311	451.2	289.0				162.2						
PAUL SUR GMC PONTIAC	V211	412.1			412.1								
PAUL WILLIAM BELTZ ATTY	V151	1,009.5							1,009.5				
PAULA DEEN LIVE/CKNG/PL	B623	280.3	280.3										
PAULA VARSALONA BRIDAL GOWNS WOMEN	A130	267.6	267.6										
PAULA YOUNG WIGS DRUGS/TOIL DR	V830	1,733.7	1,545.2	188.6									
PAULA YOUNG WIGS MULTI-PDTs DR	V899	1,865.0	1,676.5	188.6									
PAULS DRAPERS	V374	350.7			350.7								
PAULS TV & VIDEO CENTER	V361	3,698.9			3,650.4				48.5				
PAULSONS AUDIO&VIDEO STR	V362	471.7			471.7								
PAUSE/PSA	B323	3,267.4						1,983.9	724.5		559.0		
PAVELOC INDUSTRIES CTR	V376	331.6			331.6								
PAVILIONS & VONS SUPERMARKET	V345	655.1			655.1								
PAWN AMERICA PAWN SHOP	V359	587.6							587.6				
PAWS ORG	V158	251.1			251.1								
PAWTUCKET CREDIT UNION CONSUMER SVC	B124	1,705.4			1,595.4		110.0						
PAYDEN&RYGEL INVEST CNCL CON SVC	B122	535.7								535.7			
PAYLESS AUTO DLR	V219	285.9			285.9								
PAYLESS SHOESOURCE FAMILY	V313	8,714.1	242.0		870.2	284.1		3,900.4	21.0	977.2	1,524.3	816.0	78.9
PAYLESS SHOESOURCE INC CP	A390	270.6	270.6										
PAYLESS SHOESOURCE MEN & WOMEN	V313	3,545.0	663.1				20.4	1,347.3	5.1	193.4	928.5		387.3
PAYLESS SHOESOURCE WOMEN	V313	53,978.7	11,029.1	228.7				25,692.9	160.6	5,590.3	11,277.1		
PAYLOV DISC FOOD STORE	V346	626.9			626.9								
PAY-PER-VIEW CABLE TV	B642	9,882.6			606.1	187.2		56.4	180.1	109.8	8,148.4	15.6	579.0
PAYTON WRIGHT FORD	V211	358.2			336.0		22.2						
PBM PDTs MARKETING SVC	B651	2,136.1	2,136.1										
PBR BUILT FRD TGH/VAR SP	V163	513.0							474.8		38.2		
PBR PRO BULL RDRS/VAR SP	V163	1,031.0							55.7	974.8		0.5	
PBR PRO BULL RIDERS ASSN	B329	275.5				272.3				3.2			
PBS KIDS SPROUT CABLE TV	B642	488.8	488.8										
PBS KIDS SPROUT CABLE TV PAID PROMO	B642	469.5	431.9						37.6				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PBS TV STATION	B641	13,523.3	8,615.4	218.3	2,193.4	1,021.3	51.6	115.4	177.8		598.1	278.8	253.3
PBSPARENTS.ORG ONLINE	B670	994.2	994.2										
PC CLUB	V321	540.0			540.0								
PC OUTLET STORE	V321	278.6			278.6								
PC RICHARD & SON RECRUITMENT	B912	284.3			284.3								
PC RICHARD&SON ELECT STR	V361	39,450.5			35,152.9	81.9			4,215.7				
PC TOOLS SPYWARE DOCTOR SOFTWARE	B532	517.0	517.0										
PCC WIRELESS SERVICE	B223	4,751.8			2,738.7	2,013.1							
PCDI PROF CAREER DV INST	G840	9,826.6						353.3	342.2	766.8	8,364.3		
PCH.COM SWEEPSTAKES ONLINE	V169	3,201.1						1,147.0	34.8	1,506.6	512.7		
PCI HEALTH TRAINING CTR	G810	499.5			121.2				378.3				
PE GUERIN HARDWARE & ACCESSORIES	H320	797.5	797.5										
PEABODY CHRYSLER JEEP	V211	252.4			252.4								
PEACE & LOVE JEWELRY	A510	267.7	267.7										
PEACE CORPS	B322	1,192.5	1,154.0		38.5								
PEACE CORPS/PSA	B323	40,110.4						39,035.3	769.6		305.5		
PEACHTREE STLMT FNDNG CONSUMER SVC	B129	17,914.9			1,439.8	57.4	106.3		609.4	9,255.9	6,150.6		295.4
PEAK ANTI-FREEZE/COOLANT	T142	582.1									88.6		493.5
PEAK GLOBAL LIFETIME ANTIFREEZE&CLNT	T142	442.2	442.2										
PEAK LONG LIFE ANTIFREEZE/COOLANT	T142	2,273.3	1,760.7					106.8			405.8		
PEAKE & FOWLER ATTY	V151	325.5								325.5			
PEAKE BMW	V213	634.1			604.8					29.3			
PEAKS RESORT & GOLDEN DOOR SPA	T431	336.4			256.3	80.1							41.7
PEAPOD.COM FOOD STORE ONLINE	V345	339.2			35.3					262.3			
PEAPOD/STOP & SHOP STORE ONLINE	V345	1,216.5						1,216.5					
PEARL RIVER RESORT	T431	922.3	146.7		15.2			385.9		374.6			
PEARL SEAS CRUISES	T412	2,361.1	2,361.1										
PEARLE VISION CENTERS	V135	16,736.2	706.1		3,082.4				9,823.2		1,995.4		1,129.1
PEARSON AUTO DLR	V219	2,480.9			2,480.9								
PEARSON DODGE	V211	704.8			704.8								
PEARSON FORD	V211	283.2			283.2								
PEARSON HONDA	V212	895.9			873.6					22.3			
PEARSON HYUNDAI	V212	1,034.0			1,034.0								
PEARSON INFINITI	V212	332.2			313.4					18.9			
PEARSON MITSUBISHI	V212	631.9			631.9								
PEBBLE BEACH RESORT	T431	708.6	672.7							35.9			
PEBBLE L5 LLC RE DEV	B452	302.1					302.1						
PEBBLECREEK HOMES & ROBSON RANCH DEV	B452	620.5			620.5								
PECHANGA BND/LSN INDNS	B329	2,300.8	158.5		11.4					2,130.9			
PECHANGA CASINO	V169	1,187.3						1,187.3					
PECHANGA RESORT & CASINO	T431	8,058.4	169.3		1,837.7		1,013.2		3,994.5				1,043.7
PECO ENERGY	V173	1,215.2			699.8					515.4			
PECO ENERGY VIGNETTE	V173	463.9								463.9			
PEDERNALES ELECTRIC CORP IND DEV	B840	294.0			294.0								
PEDIACARE GENTLE VAPORS VAPOR PLUG	D610	1,982.4							1,514.8	6.5	205.9	255.2	
PEDIACARE VAR CHILD COLD PDTs	D521	2,239.9							1,601.7	38.4	247.0	352.9	
PEDIALYTE CHILDELECTROLYTE SLTN	D559	2,517.7	2,414.7							0.1		102.9	
PEDIASURE NUTRIPALS FRUIT BARS	D543	6,080.7							4,223.0	7.6	440.0	1,410.2	
PEDIASURE NUTRIPALS NUTRITION BAR	D543	13,362.5	2,195.5						4,964.3	26.5	1,416.7	4,759.4	
PEDIASURE NUTRITIONAL SUPPLEMENT	D543	3,353.6	3,091.6							1.3		260.7	
PEDIATRIC HEALTH SRC/PSA	B323	300.7								300.7			
PEDIGREE BUTCHERS SELECT CND DG FD	G611	5,440.0	2,013.9						2,163.5	5.3		1,257.3	
PEDIGREE CANNED & DRY DOG FOOD	G611	1,459.8	1,459.8										
PEDIGREE DRY DOG FOOD	G611	13,369.2	1,203.2						6,089.5	20.6	57.0	5,999.0	
PEDIGREE SUPER CHEW DOG TREATS	G611	376.0	376.0										
PEDIGREE VAR DOG FOOD	G611	7,649.3	783.5		91.3				3,661.1	3.2	39.2	3,071.0	
PEDINI STORE	V376	422.8	422.8										
PEDIPED SHOES CHILDREN	A310	2,348.0	2,348.0										
PEDI-RELAX FOOT CARE PDTs	D554	336.2	336.2										
PEDS SOCKS WOMEN	A230	853.3	853.3										
PEEK-A-BOO BUNNY MOBILE	G544	408.1	408.1										
PEELS MALT LIQUOR	F611	1,471.6	1,471.6										

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PEELS WINE COOLER	F620	909.1	909.1										
PEEPS MARSHMALLOWS	F510	651.2	651.2										
PEERLESS FURN&LTHR GLRY	V375	303.5			18.1				285.4				
PEGETABLES DOG TREATS	G611	1,090.0	1,090.0										
PELICAN EQUIP CASES	B821	271.2	271.2										
PELICAN HILL GOLF CLUB	V162	454.6	134.4		320.2								
PELLA BETWEEN/GLS BLNDS WINDOWS	H613	1,061.9							38.7	43.4	979.8		
PELLA DOOR	H613	2,223.6	2,171.5		52.1								
PELLA DOORS & WINDOWS	H613	9,196.2	4,382.6	937.4	495.7				33.1	112.4	3,234.9		
PELLA DOORS&WINDOWS STR	V376	6,199.8		622.2	5,412.5		76.9		18.2		70.1		
PELLA IMPERVIA WINDOWS	H613	1,134.2	1,134.2										
PELLA WINDOWS	H613	4,984.0	3,285.5		134.1				112.5	127.8	1,324.0		
PEMCO AUTO INSURANCE	B422	434.0							434.0				
PEMCO VAR INSURANCE	B429	1,815.9			6.3		200.1		868.3				741.3
PENASCO DEL SOL HOTEL	T432	250.4			250.4								
PENCE AUTO MALL	V219	1,096.7			1,096.7								
PENCE NISSAN	V212	535.1			226.0				309.1				
PENFOLDS WINE	F620	910.7	209.2		24.7	614.2			62.6				
PENGUIN AGE OF TURBULENCE BOOK	B610	607.5	563.6	44.0									
PENGUIN BOOK/UNFORGETTABLE JRNY	B610	725.2	725.2										
PENGUIN VAR BOOKS	B610	2,574.8	425.5		227.0	1,922.3							
PENGUIN WAL-MART EFFECT BOOK	B610	255.1	255.1										
PENGUIN WINDOW CONTR	V171	355.4							355.4				
PENGUIN YOUNG RDRS GRP VAR BOOKS	B610	263.5	113.2			150.3							
PENINSULA AUTO DLR	V219	395.7			395.7								
PENINSULA GROUP HOTELS CHINA	T432	274.0	274.0										
PENINSULA GROUP HOTELS WORLDWIDE	T432	1,284.1	1,284.1										
PENINSULA PAPAGAYO DEV	B452	299.3	185.0	114.4									
PENINSULA/GLDN ISLS DEV	B451	1,428.4	122.0		56.6	1,249.8							
PENN CAMERA STORE	V361	472.3			458.7		13.6						
PENN DUTCH FOOD CENTER	V346	1,086.4			1,086.4								
PENN FED SAVINGS BANK CONSUMER SVC	B121	1,055.6			1,055.6								
PENN FISHING REELS	G410	343.0	304.7						38.4				
PENN FOSTER CAREER SCH CORR SCH DR	V854	17,818.9	1,976.1						159.7	4,149.6	11,533.5		
PENN STATE INDUSTRIES MULTI-PDTS DR	V899	1,015.2	1,015.2										
PENN STATE UNIVERSITY	G810	998.8	15.4	172.5	157.9	4.7	203.1	0.0	314.0		131.2		
PENN STATION EAST CST SB	G310	809.4					73.8		735.7				
PENN TENNIS BALLS	G470	318.4	201.0		43.3						74.1		
PENN TOYOTA	V212	262.7			262.7								
PENN TRAFFIC CO STORES	V345	430.3										430.3	
PENNSYLVANIA CLNRY INST	G840	1,226.8							1,226.8				
PENNSYLVANIA CYBER/SCH	G850	321.6			6.0				18.7				297.0
PENNSYLVANIA DEPT/HEALTH	B315	627.4			40.9		6.3		580.2				
PENNSYLVANIA DEPT/TRANS	B315	306.2			29.7		185.7		86.5				4.3
PENNSYLVANIA DEPT/TRSRY	B315	7,219.8			7,219.8								
PENNSYLVANIA NJ/HYND DA	T122	629.0			629.0								
PENNSYLVANIA ST LOTTERY	B314	14,485.7			146.8		3,020.7		11,318.2				
PENNSYLVANIA STATE TP	T433	2,608.4	981.1		124.1	36.1	291.4		1,123.8				51.9
PENNY PREVILLE JEWELRY	A510	2,073.7	2,073.7										
PENTYTALK PRE-PAID PHONE CARD	B231	8,058.7	6,325.6		840.0	893.0							
PENNZOIL MOTOR OIL	T212	3,883.4			5.0		16.5	1,113.4	0.5		2,523.1	225.0	
PENNZOIL PLATINUM MOTOR OIL	T212	13,828.8	6,342.8					3,970.2	10.1		3,405.6	100.0	
PENNZOIL-QUAKER STATE CO CP	T220	422.6	422.6										
PENSACOLA FL TP	T433	1,175.4	245.4				23.5		14.2		879.5		12.8
PENSKE AUTO DLR	V219	338.7			333.7		5.0						
PENSKE CHEVROLET	V211	370.6			126.0				244.6				
PENSKE HONDA	V212	524.8			152.1		74.1		298.6				
PENSKE MERCEDES BENZ	V213	804.3			804.3								
PENTAGON FED CREDIT UN CONSUMER SVC	B124	3,224.1			3,179.9		44.1						
PENTAX DIGITAL CAMERA	G141	1,683.5	1,569.1	114.4									
PENTAX K100D SERIES CAMERA	G141	1,495.5	1,266.8	228.7									
PENTAX K10D & K100D DIGITAL CAMERAS	G141	607.5	522.8		84.7								

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PENTAX K10D DIGITAL CAMERA	G141	1,327.8	1,182.8	114.4	30.6								
PENTAX OPTIO DIGITAL CAMERA	G141	1,291.5	1,177.1	114.4									
PENTAX VAR CAMERAS	G141	2,660.9			2,018.9	642.0							
PENTEL ENERGEL PENS	B723	725.9	725.9										
PENTERRA PLAZA RE DEV	B452	276.4			240.0		22.4		13.9				
PEOPLE EN ESPANOL MAG ONLINE	B623	1,183.4	1,183.4										
PEOPLE FIRST FED CRDT UN CON SVC	B124	337.5			337.5								
PEOPLE FOR/PBLC SCH ORG	B329	309.4							309.4				
PEOPLE LIVE/PEOPLE WKLY	B623	1,050.6	1,050.6										
PEOPLE MAGAZINE	B623	980.4	920.0	59.6			0.8						
PEOPLE MAGAZINE VAR BOOKS DR	V823	253.6	253.6										
PEOPLE MUSIC LOUNGE	B623	253.6	253.6										
PEOPLE PLACES & THINGS	B623	3,202.1	3,202.1										
PEOPLE WEEKLY MAGAZINE TV PROGRAM	B623	967.9	967.9										
PEOPLE.COM MAGAZINE ONLINE	B623	11,217.2	11,217.2										
PEOPLE/ESPAÑOL FIESTA 07	B623	580.8	523.2		57.5								
PEOPLE/OUR PUBLIC SCH	B329	291.8							291.8				
PEOPLEPC ISP	B225	64,794.0	2,680.2					70.0	10,225.5	11,469.2	40,349.2		
PEOPLES AUTO BROKER	V219	1,006.2			1,006.2								
PEOPLES AUTO CENTER	V219	1,310.6							1,310.6				
PEOPLES BANK CONSUMER SERVICES	B121	1,917.3			1,247.4	137.3	499.7		32.8				
PEOPLES CHEVROLET	V211	641.0			641.0								
PEOPLES CHOICE AWARDS	V169	1,066.9	1,066.9										
PEOPLES HEALTH INSURANCE MED&DNT INS	B412	2,065.6			2,065.6								
PEOPLES HEALTH INSURANCE MEDICAL INS	B412	638.0					566.2		71.8				
PEOPLES HEALTH PLAN INSURANCE DR	V829	440.6							440.6				
PEOPLES NATIONAL BANK CONSUMER SVC	B121	375.2			368.0		7.2						
PEOPLES SUZUKI	V212	363.2			108.8				254.5				
PEOPLES UNITED BANK CONSUMER SVC	B121	2,419.5			2,145.1	270.5							4.0
PEOPLESULTIMATEMUSICFN.CM ONLINE	B549	520.2	520.2										
PEORIA PACKING FOOD STR	V346	278.7			278.7								
PEORIA PONTIAC GMC	V211	585.6			477.1				108.5				
PEP BOYS AUTO PARTS STR	V380	44,959.4			36,590.4				1,682.8	192.9	314.2	3,013.2	2,468.5
PEPCID COMPLETE HEARTBURN CTRL TAB	D531	19,162.5						13,336.8	743.9	1,869.8	2,567.1	644.8	
PEPE INFINITI	V212	458.3			243.0	215.3							
PEPE JEANS APPAREL	A990	1,022.5	1,022.5										
PEPE JEANS JEANS MEN & WOMEN	A142	303.0					303.0						
PEPPERDINE UNIVERSITY	G810	336.7			31.3	106.9	26.5						172.0
PEPPERIDGE FARM 100 CAL PCH&WHL GRN	F343	266.2	266.2										
PEPPERIDGE FARM BAGELS	F341	5,775.4	5,775.4										
PEPPERIDGE FARM BAGELS & COOKIES	F341	1,213.8	1,213.8										
PEPPERIDGE FARM BAKERY PDTs	F341	1,158.1	1,158.1										
PEPPERIDGE FARM BLACK&WHITE MLN CKS	F343	4,729.9	4,729.9										
PEPPERIDGE FARM BREAD	F341	7,857.3	7,730.8		126.3				0.2				
PEPPERIDGE FARM BREADS & COOKIES	F341	1,059.5	1,059.5										
PEPPERIDGE FARM CHOC CHUNK COOKIES	F343	2,864.0	2,864.0										
PEPPERIDGE FARM CHOC DELIGHT COOKIES	F343	3,156.9	3,156.9										
PEPPERIDGE FARM FLAVOR BLSTD GLDFSH	F343	651.6	75.5						38.8			537.2	
PEPPERIDGE FARM GLDFSH STRFSH CRCKRS	F343	1,052.3	1,052.3										
PEPPERIDGE FARM GOLDFISH CRACKERS	F343	13,040.4	3,168.0						855.2	689.7		8,327.5	
PEPPERIDGE FARM MILANO COOKIES	F343	3,477.0	3,477.0										
PEPPERIDGE FARM PIROUETTE RLD WFRS	F342	2,405.3	2,405.3										
PEPPERIDGE FARM VAR COOKIES	F343	2,865.0	2,865.0										
PEPPERIDGE FARM VAR FOOD PDTs	F900	3,625.5	3,471.8		153.7								
PEPPERIDGE FARM VERONA COOKIES	F343	4,372.5	4,372.5										
PEPPERIDGE FARM WHOLE/GLDFSH CRCKRS	F343	1,966.5	1,966.5										
PEPPERMILL HOTEL&CASINO	T431	926.2	374.3						541.7	10.3			
PEPSI 400 NASCAR RACE	F441	313.5								0.0	200.6		112.9
PEPSI CENTER THEATRE	V161	620.3			595.8						24.5		
PEPSI SOFT DRINK	F441	40,918.4	1,054.7		1.2				840.8	15,938.5	16,099.4	907.3	6,076.4
PEPSICO INC REG & DIET SOFT DRINKS	F449	295.4									295.4		
PEPSI-COLA CO VAR SOFT DRINKS	F441	8,357.4			166.4				7,368.8				822.2

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PEPTO-BISMOL ANTACID LIQUID	D531	6,172.8						422.8	236.7	190.3	5,125.7		197.3
PEPTO-BISMOL ANTACID LIQUID & TABS	D531	5,578.4						1,898.9	556.8	671.9	2,450.8		
PEPTO-BISMOL MAX MAX STR ANTACID LIQ	D531	9,628.8						4,438.4	47.1	1,985.1	3,104.8		53.4
PEPTO-BISMOL MAXIMUM STR ANTACID LIQ	D531	989.5						0.3	18.0	3.0		968.2	
PERDUE CHICKEN	F333	3,658.6			70.3		7.9		3,580.4				
PERDUE FIT N EASY POULTRY	F333	452.2							452.2				
PERDUE PERFECT PORTIONS CHICKEN	F333	3,077.0						3,077.0					
PERDUE POULTRY	F333	752.0											752.0
PERDUE PREPARED POULTRY	F333	592.6						232.3					360.2
PERDUE SHORT CUTS PREPARED CHICKEN	F333	753.7			33.6			720.1					
PERENNIALS HOUSEHOLD FABRICS	H141	388.4	388.4										
PERFECT CLIMATE HTG & AC	V174	596.1			596.1								
PERFECT FINISH NEUTRALIZING AFTR WSH	D240	619.6	619.6										
PERFECT LITTER ALERT MISC DR	V859	2,162.0		9.7							2,152.3		
PERFECT MORTGAGE CONSUMER SERVICES	B124	1,035.5						16.1					1,019.4
PERFECT PUSHUP EXERCISE EQUIP DR	V851	22,227.6	604.9					140.0	162.6	45.4	21,267.1	7.6	
PERFECT STRANGER VIDEO	H532	2,095.7						1,117.4	7.8	282.8	687.7		
PERFECTION HONDA	V212	367.1			20.4		0.4		346.2				
PERFECTMATCH.COM ONLINE	V155	2,100.0						105.8			1,994.2		
PERFORMANCE AUTO DLR	V219	1,103.8			1,099.8		4.0						
PERFORMANCE FORD	V211	603.1			585.8		2.7		14.6				
PERFORMANCE NISSAN	V212	303.5			122.3		61.5		119.7				
PERFORMANCE TOOL CENTER	V376	274.1			257.5		16.6						
PERFORMANCE TOYOTA	V212	424.6			292.6		36.2		95.8				
PERFORMANCE TOYOTA SCION	V212	301.0							301.0				
PERFORMANCE VOLKSWAGEN	V213	346.3			336.6				9.7				
PERFUMANIA STORE	V330	638.6											638.6
PERGO FLOORING	H132	7,069.3	6,079.7								989.6		
PERILLO TOURS	T420	4,356.5	213.9		2,202.9	583.6			469.7		886.4		
PERKINS REST & BAKERY	G320	8,768.1			291.8		1,831.5		6,521.4				123.4
PERKS&PROMOS/FAM CIRCLE	B623	2,086.3	2,086.3										
PERMA CRETE BP	B911	470.3	470.3										
PERNOD RICARD USA ALCOHOLIC BEV	F739	5,948.9					5,948.9						
PERONI BEER	F611	2,007.1	1,964.9				42.2						
PEROT SYSTEMS BUS SVC	V129	597.2	597.2										
PERRIER SPARKLING WATER	F460	2,382.4	2,314.5				67.9						
PERRIER-JOUET CHAMPAGNE	F620	316.0	316.0										
PERRY DEAN ELLIS ATTY	V151	876.6							876.6				
PERRY ELLIS 18 FRAGRANCE MEN & WOMEN	D180	981.7	638.7	343.1									
PERRY ELLIS APPAREL	A990	5,422.5	4,726.1	322.3			372.8		1.4				
PERRY ELLIS CLOTHING STR MEN	V311	1,182.0	1,182.0										
PERRY ELLIS CLOTHING STR MEN & WOMEN	V311	626.2					626.2						
PERRY ELLIS PANTS & SHIRTS MEN	A141	315.3	315.3										
PERRY ELLIS RTW & SCARVES MEN	A190	277.4	277.4										
PERRY ELLIS RTW MEN	A190	5,640.2	5,525.9	114.4									
PERRY ELLIS RTW MEN & WOMEN	A190	1,034.6	522.1			512.6							
PERRY FORD	V211	2,276.5			1,906.0		32.3		338.2				
PERRY HOMES	B452	1,498.7			637.2		861.6						
PERRY MASON SERIES VIDEOS	H532	410.0	410.0										
PERSANI ANTI-BCTRL HND SNTZNG SPRY	D290	450.3	450.3										
PERSHING YACHTS	G430	432.8	432.8										
PERSIN & ROBBIN JEWELERS	V314	283.8			217.9		66.0						
PERSONAL PSYCHIC LINE PHONE SERVICE	V156	788.2							13.5		774.7		
PERSONAL PSYCHIC TEXT MESSAGING	B229	9,390.6						96.2	34.5		9,259.9		
PERSONAL SHOPPER STORE ONLINE	V311	645.2	645.2										
PERSONALIZED PWR SYS CNT	V171	691.9			491.1				200.8				
PERT PLUS SHAMPOO PLUS COND IN ONE	D320	738.3	738.3										
PERU INDUSTRIAL DEVELOPMENT	B840	476.0	476.0										
PERU REPUBLIC TP	T434	4,812.5	4,658.2				141.0	13.3					
PERUZZI AUTO DLR	V219	407.2			399.2		8.0						
PET CLUB FOOD&SUPP STORE	V354	1,055.1			1,055.1								
PET SUPERMARKET	V354	962.1			84.5				844.9				32.7

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PET SUPPLIES PLUS STORE	V354	299.7			271.9		27.5		0.2				
PET WORLD	V354	271.6							271.6				
PETA PEOPLE/ETH TRT/ANML	B322	396.8	64.1		189.9		38.0		94.7		10.1		
PETA2.COM ONLINE	B322	1,122.9	1,122.9										
PETCO ANIMAL SUPPLIES	V354	19,500.6			6,039.8	478.3		3,630.6	235.1	1,543.9	5,899.6	598.3	1,074.9
PETE MOORE CHEVROLET	V211	324.5					90.3		234.2				
PETER ANDREWS HM FRNSHNG	V372	326.5			326.5								
PETER ANGELOS ATTY	V151	1,611.7							1,027.5		584.2		
PETER DEILMANN CRUISES	T412	286.5	286.5										
PETER FRANCIS GRC ATTY	V151	2,470.5							2,470.5				
PETER GLENN SKI SHOP	V365	306.6	38.5		167.0				22.8				78.3
PETER GLENN SKI&SPRT STR	V365	267.5							257.6				9.9
PETER MILLER ATTY	V151	294.4					24.8		269.6				
PETER NORMAN&CO JEWELERS	V314	475.9	475.9										
PETER PAN ANIMATED VIDEO	H532	10,664.8					122.2	6,482.3	562.0	677.7	2,603.2	217.5	
PETER PAN RETURN NVRLND VIDEO	H532	1,872.3						307.3	5.2	284.5	1,275.4		
PETER PIPER PIZZA REST	G320	3,160.9			1.1		490.6		2,636.6				32.8
PETER T NICHOLL ATTY	V151	655.5			213.7					441.7			
PETERSEN JOHNSON ATTY	V151	484.2								484.2			
PETERSON & ASSOC ATTY	V151	270.6			21.4				249.2				
PETES MARKET PLACE	V346	325.3			325.3								
PETITI GARDEN CENTER	V358	610.3			145.4		180.6		284.3				
PETLAND DISC STORE	V354	336.4			7.3				329.0				
PETLAND PET STORE	V354	1,011.0			697.6		60.9		252.6				
PETMED EXPRESS MISC DR	V859	54,747.8	245.6					1,103.3	4.1		53,394.8		
PETRO EXPRESS SVC STN	V242	357.9			31.5		326.4						
PETRO HEATING & AC CONTR	V174	585.1			581.9	3.3							
PETRO STOPPING CTR TRKST	V242	1,397.4					1,376.8		20.6				
PETROBRAS CP	G930	335.8	240.8		95.0								
PETROS HOMES	B452	1,376.6	1,195.1		181.5								
PETRO-SOUTH ENERGY MISC FIN	B129	1,195.6	1,195.6										
PETSMART CENTER	V354	35,305.8			217.9			13,236.5	1,009.1	7,052.5	9,365.1	3,235.7	1,189.0
PETSMART PETSHOTEL	V158	398.4						398.0	0.4				
PETSMART.COM ONLINE	V354	2,747.2						196.1	53.7	1,007.0	1,490.4		
PETTIT MARINE PAINT	G430	338.7	338.7										
PFALTZGRAFF TABLEWARE	H111	315.3	315.3										
PFF B&T CONSUMER SERVICES	B121	2,478.0			1,054.3		1,325.6						98.1
PFGBEST.COM ONLINE	B122	643.8	223.8				417.1				3.0		
PFISTER HOTEL	T431	1,159.4			1,159.4								
PFIZER INC COPD	D700	4,135.7	3,244.3						9.0	126.8	755.6		
PFIZER INC CP	G930	5,719.1	4,748.3	519.8	20.2	212.8		217.0	1.1				
PFIZER INC DIABETES	D700	2,802.6	2,802.6										
PFIZER INC EPILEPSY	D700	3,083.6	3,083.6										
PFIZER INC NERVE PAIN	D700	5,506.5	5,506.5										
PFIZER INC STOP SMOKING	D700	12,557.3	12,557.3										
PFIZER INC VAR RX	D560	1,250.7			230.8		1,020.0						
PFLUEGER HONDA	V212	269.9							269.9				
PG&E CORP CP	V173	3,521.1			3,486.9	34.2							
PG&E PACIFIC GAS & ELECT	V173	12,974.9			2,938.7		1,103.0		7,956.8				976.4
PGA CHAMPIONS TOUR	V163	5,656.9	344.1		9.0	4,822.8		0.0	21.0		460.0		
PGA GOLF TOURNAMENT	V163	2,086.6	1,709.0	50.6	58.3		53.9	0.0	90.6		124.3		
PGA GRAND SLAM OF GOLF	V163	263.9	263.9										
PGA MCGLDRY TM CHMPNSHP	V162	427.4	427.4										
PGA NATIONWIDE TOUR	V163	255.8	255.8										
PGA NATL RESORT & SPA	T431	378.2	268.5		106.8				2.9				
PGA OF AMERICA	V163	615.2	81.7						121.0	17.8	394.7		
PGA PLAYOFFS	V163	363.5	150.1			213.4							
PGA PROF GOLFERS ASSN	V163	980.3	344.8		79.0			0.0	50.9		505.7		
PGA TOUR STOP STORE	V365	301.0											301.0
PGA TOUR TV PROGRAM	B641	266.3	266.3										
PGA TOURS EXPERIENCE	T420	706.9	706.9										
PGA.COM ONLINE	B670	253.2							14.0	0.8	238.4		

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PGATOUR.COM ONLINE	B670	463.3	262.4					115.0	6.3		79.5		
PGT WINGUARD DOORS & WINDOWS	H613	773.8	366.4		48.6				358.8				
PHANTOM FIREWORKS STORE	V359	1,514.8			32.0		1,142.8		178.0				162.0
PHANTOM GOURMET FD FEST	V169	304.3			282.3				21.9				
PHANTOM OF THE OPERA PLAY	V161	2,001.2	381.5		42.6		466.3		1,110.8				
PHANTOM SCREENS	H619	628.4							17.3		611.1		
PHARMACA PHARMACY	V330	389.1			196.0								193.1
PHAT FARM APPAREL	A990	416.9	416.9										
PHAT FARM RTW CHILDREN	A190	399.0	399.0										
PHEASANT RUN RESORT	T431	277.2	87.1		190.1								
PHIL & TEDS SPORT STROLLER	H121	573.2	573.2										
PHIL LONG AUTO ENT & SATURN/DENVER	V219	717.6			717.6								
PHIL LONG AUTO ENTRPRS	V219	1,916.5			1,782.1				134.4				
PHIL LONG FORD	V211	288.5			160.1		17.6		110.8				
PHIL SMART MERCEDES BENZ	V213	709.7			440.0				269.7				
PHIL SMITH CHEVROLET	V211	324.0			295.1		8.4		20.6				
PHIL SMITH FORD	V211	368.5			368.5								
PHILADELPHIA 76ERS BSKTB	V163	336.0			137.0		3.7		195.4				
PHILADELPHIA CREAM CHEESE	F312	7,991.6	5,659.5	1,546.9					706.1				79.2
PHILADELPHIA CREAM CHEESE SPREAD	F312	10,517.7						8,542.2	1,975.5				
PHILADELPHIA CY BRD/ELEC	B315	1,137.3			1,137.3								
PHILADELPHIA FED CRDT UN CON SVC	B124	255.4			255.4								
PHILADELPHIA FLYRS HCKY	V163	407.5			315.1				92.4				
PHILADELPHIA INQUIRER	B622	323.1	19.2					104.8		199.0			
PHILADELPHIA MARATHON	V162	374.6	349.9					24.7					
PHILADELPHIA MUSEUM/ART	V166	1,220.2	74.0		361.4	360.3	147.3		277.2				
PHILADELPHIA OR/INFNT DA	T122	282.8			282.8								
PHILADELPHIA ORCHESTRA	V161	321.0			180.9	17.7			122.4				
PHILADELPHIA PA TP	T433	1,042.7	468.3		192.4		17.8		342.8	21.4			
PHILADELPHIA PARK CASINO	V169	693.8			343.9				349.9				
PHILADELPHIA PBLC AT AUC	V122	357.6			78.5				279.1				
PHILADELPHIA PHIL BSB TM	V163	966.4			58.4		57.5		850.5				
PHILADELPHIA PREM OTLTS	V620	412.1			150.6				184.7				76.8
PHILADELPHIA READY/EAT CHSCK FLNG	F141	3,451.0						40.0	2,369.1		1,041.8		
PHILADELPHIA SHERIFF OFC	B315	311.3			311.3								
PHILADELPHIA SPORTS CLUB	D800	418.6			134.8								283.8
PHILADELPHIA ZOO	V166	350.6			0.3				350.3				
PHILADELPHIA/CHARTER SCH	G850	602.9											602.9
PHILIP MORRIS COS INC &STOP/50 TX HK	G930	456.2						456.2					
PHILIP MORRIS COS INC CP	G930	758.0											758.0
PHILIP MORRIS COS INC PUBLIC SERVICE	G210	9,551.8						5,812.9	499.4	1,223.4	2,016.1		
PHILIP STEIN TESLAR WATCHES	A520	1,007.4	1,007.4										
PHILIP STEIN WATCHES	A520	691.4	659.7		31.7								
PHILIPMORRISUSA.COM ONLINE	B670	19,578.9			13.2			11,666.9	1,098.4	2,834.1	3,633.2	333.0	
PHILIPPINES TP	T434	484.4		363.4	19.5	101.6							
PHILIPS ARCTITEC SHAVER MEN	D430	669.8	669.7					0.1					
PHILIPS CARDIAC DGNSTC EQUIP	D610	544.0	335.3			208.7							
PHILIPS CT SCANNER	D610	3,791.2	3,030.9	114.4	19.8	626.2							
PHILIPS DVD PLAYER	H511	259.6	259.6										
PHILIPS ELECTRONIC ENTER EQUIP	H519	562.8	37.2		525.6								
PHILIPS HALOGENA LIGHT BULBS	H151	1,742.0	1,742.0										
PHILIPS HDTV DIGITAL TV	H511	581.9	581.9										
PHILIPS HEARTSTART HOME DFBRLLTR	D610	665.3		314.9	251.9					98.5			
PHILIPS LIFELINE DRUGS/TOILETRIES DR	V830	9,680.1							111.3		9,568.9		
PHILIPS LIFELINE SYSTEM MISC DR	V859	417.4	17.5	399.9									
PHILIPS LIGHT BULBS	H151	1,199.9							2.3		530.3	667.3	
PHILIPS SIMPLICITY CNCRG WRLS PHNS	B213	7,198.1	7,198.1										
PHILIPS SMART TOUCH XL SHAVER MEN	D430	1,051.1										15.1	1,036.1
PHILIPS SONICARE ELECTRIC TOOTHBRUSH	D219	3,374.0	2,733.5	332.7		307.8							
PHILIPS SONICARE TOOTHBRUSH SNTRZ	D290	3,572.5	3,572.5										
PHILIPS ULTRASOUND EQUIP	D610	2,473.9	2,041.1	114.4		318.4							
PHILIPS.COM/SIMPLICITY ONLINE	B670	1,779.0	1,779.0										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PHILLIP JEFFRIES WALLCOVERINGS	H141	649.9	649.9						0.1				
PHILLIP ROY FINANCIAL CONSUMER SVC	B129	1,485.0			1,484.9								
PHILLIPS & ASSOC ATTY	V151	7,424.4			435.5		689.7		6,293.4	5.9			
PHILLIPS 66 GASOLINE	T211	1,442.8							822.7		115.2		504.9
PHILLIPS 66 SVC STATION	V242	310.3			85.5		224.8						
PHILLIPS AUTO DLR	V219	262.5			256.9		5.6						
PHILLIPS CHEVROLET	V211	3,964.5			3,942.4					22.1			
PHILLIPS CLUB RE	B451	327.3	219.9	71.3		36.1							
PHILLIPS DEPURY&/ACTNR	V122	738.8	620.6	114.4		3.8							
PHILLIPS LAXATIVE CAPLETS	D532	5,678.5							2,839.5	19.6	1,068.2	1,751.2	
PHILLIPS LYON&WOLF ATTY	V151	605.0					269.1			335.9			
PHILLIPS STOOL SOFTENER	D532	1,558.2							732.7	11.4	228.6	585.5	
PHILLIPSBURG EASTON HND	V212	291.6			100.0		109.1			82.5			
PHILLIPS-VAN HEUSEN APPAREL	A990	722.2						722.2					
PHILLYCARS.COM ONLINE	B670	308.0						24.4		283.6			
PHISODERM PH SKIN CARE PDT\$	D110	1,125.9	1,125.9										
PHISODERM PH SKIN CARE PDT\$ & SOAP	D110	648.3	648.3										
PHISODERM SOAPS & TOILETRIES	D221	272.0	272.0										
PHOENICIAN HOTELS SCOTTSDALE	T431	568.7			460.6	108.1							
PHOENICIAN STONE IMPORTS	V376	412.1	412.1										
PHOENIX AREA VOLVO DA	T123	472.8			472.8								
PHOENIX ART MUSEUM	V166	560.2	94.6		386.2	79.5							
PHOENIX AZ TP	T433	1,881.8	1,551.9		329.8								
PHOENIX CHILDRENS HOSP	V133	402.6			194.5		208.2						
PHOENIX CONDOMINIUMS	B452	600.8			590.0				10.8				
PHOENIX COYOTES HOCKY TM	V163	673.1			529.0		102.3		41.8				
PHOENIX INTL RACEWAY	V163	591.3			102.7		140.9	0.0	307.4		40.4		
PHOENIX MOTOR/MRCDS BNZ	V213	397.2			397.2								
PHOENIX SUNS BSKTBLL TM	V163	547.1			80.8		129.0		337.3				
PHOENIX SYMPHONY	V161	639.7			639.7								
PHONAK HEARING AID	D610	2,943.7	2,470.7		259.4	213.5							
PHONE 2 OWN/LUCKY MAG	B623	289.1	289.1										
PHOTO ADS REAL ESTATE	B452	426.6			426.6								
PHOTOSTAMPS.COM ONLINE	V322	937.3	276.2					233.3	10.6	0.8	258.9	157.5	
PHREDS DRUG STORE	V330	257.4			257.4								
PHRMA FOUNDATION ORG	B329	3,318.8	108.8		862.7	634.8	22.5	42.4	450.4		1,180.9		16.4
PHRMA.ORG ONLINE	B329	1,513.9							363.7		1,150.1		
PHYLLIS MORRIS FURNITURE	H121	369.0	369.0										
PHYSICIANS CHOICE DRUGS/TOIL DR	V830	748.4	86.3	31.7	630.5								
PHYSICIANS CMT/RS MD/PSA	B323	251.8							250.7		1.1		
PHYSICIANS FORMULA CONCEALER	D140	809.5	809.5										
PHYSICIANS FORMULA COSMETICS	D190	748.7	748.7										
PHYSICIANS FORMULA FACIAL MAKEUP	D140	679.2	679.2										
PHYSICIANS FORMULA PRESSED POWDER	D140	457.4	225.2						232.2				
PHYSICIANS FORMULA VAR BRONZER PWD	D140	2,965.4	2,965.4										
PHYSICIANS FRML MNRL WR FACIAL MU	D140	1,823.3	1,823.3										
PHYSICIANS FRML/MNRL WR COSMETICS	D190	279.6	279.6										
PHYSICIANS MUTUAL INS INSURANCE DR	V829	1,800.2						103.8	143.3	219.2	1,333.8		
PHYSICIANS SKIN CARE CTR	V133	360.6					8.2		352.4				
PIAGET JEWELERS	V314	360.3	262.1		8.8	89.4							
PIAGET JEWELRY	A510	381.2	281.8			99.4							
PIAGET WATCHES	A520	2,433.5	1,934.5			490.1	8.8						
PIANETA LEGNO HARDWOOD FLOORING	H132	255.1	255.1										
PIANO EXPERTS STORE	V369	2,357.7			2,357.7								
PIANO GALLERY STORE	V369	277.9			212.0				65.9				
PIANO WAREHOUSE STORE	V369	268.6			268.5				0.1				
PIAZZA HONDA	V212	726.0			726.0								
PIAZZA SEMPIONE APPAREL	A990	737.5	737.5										
PIAZZA SEMPIONE COATS WOMEN	A120	493.5	493.5										
PIAZZA SEMPIONE DRESSES WOMEN	A130	269.9	269.9										
PIAZZA SEMPIONE GLOVES & RTW WOMEN	A410	406.3	406.3										
PICADOR VAR BOOKS	B610	266.3				266.3							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PICCADILLY CAFETERIAS	G320	488.4			21.7		71.7		322.4				72.6
PICCHIOTTI JEWELRY	A510	666.8	666.8										
PICCIONE BRIDAL GOWNS WOMEN	A130	1,258.2	1,258.2										
PICK KWIK FOOD STORE	V345	451.0			451.0								
PICK N SAVE FOOD STORES	V345	1,936.9			1,448.2				488.7				
PICK UP STIX ASIAN KITCHN	G310	2,732.3							2,732.3				
PICK UP STIX CHNS REST	G310	735.9							735.9				
PICK YOUR PART AUTO WRCK	V380	890.2							890.2				
PICK-N-PULL AUTO PRTS ST	V380	363.3			43.5		125.9		185.6				8.3
PICOT ANTACID TABS	D531	367.0							367.0				
PICTSWEET FROZEN VEGETABLES	F323	463.5	463.5										
PICTURE PEOPLE PHOTO SVC	V152	1,111.7	930.3				22.3		159.1				
PICTUREHOUSE EL CANTANTE MOVIE	B660	4,727.2	12.3		2,398.8	120.3		129.9	232.3	225.4	1,074.8		533.5
PICTUREHOUSE GRACIE MOVIE	B660	7,393.0	126.0		2,023.0	204.3		1,568.5	148.8	1,386.3	1,936.1		
PICTUREHOUSE KING OF KONG MOVIE	B660	380.7			346.4	25.0					9.3		
PICTUREHOUSE LA VIE EN ROSE MOVIE	B660	4,310.2	15.8		3,433.5	803.3			46.6		10.9		
PICTUREHOUSE ORPHANAGE MOVIE	B660	1,616.8	14.7		889.5	380.7			331.7		0.3		
PICTUREHOUSE PANS LABYRINTH MOVIE	B660	9,872.2	84.9		6,021.5	1,383.7		1,067.6	228.2		966.0		120.3
PICTUREHOUSE ROCKET SCIENCE MOVIE	B660	1,018.8	35.2		862.1	121.5							
PICTUREHOUSE SILK MOVIE	B660	808.5	3.5		492.3	81.5			231.1				
PICTUREHOUSE STARTER FOR 10 MOVIE	B660	1,161.3	154.5		574.0	274.4			158.5				
PICTUREHOUSE VAR MOVIES	B660	941.8			123.3	429.4	389.1						
PIEDMONT HOSPITAL	V133	280.1			54.6				225.5				
PIEDMONT MEDICAL CENTER	V133	260.3			20.5		89.3		150.4				
PIEDMONT TRIAD NC ECONOMIC DEV	B840	300.6						296.7			3.9		
PIER 1 IMPORTS STORE	V372	21,113.4	796.0		288.5	70.6	95.9	13,702.8	30.6	1,231.6	4,897.4		
PIER 27/29/EMBRCDR REST	G310	291.3			291.3								
PIERCEY SCION TOYOTA	V212	492.8			366.8				126.0				
PIERCEY TOYOTA	V212	2,246.0			2,246.0								
PIEROWAYS FURN STORE	V375	399.4							399.4				
PIERRE CHEVROLET	V211	1,148.6			1,148.6								
PIERRE DEUX HOUSEHOLD FABRICS	H141	1,156.5	1,156.5										
PIERRE DODGE	V211	1,131.6			1,131.6								
PIERRE FORD	V211	676.6			676.6								
PIERRE KUNZ WATCHES	A520	1,007.6	1,007.6										
PIERRE MONEY MART AUTOS	V219	763.7					12.5		751.2				
PIGEON FORGE TN TP	T433	1,322.8	187.4				1.0		1,134.4				
PIGGY WIGGLY FOOD STRS	V345	1,577.7	29.6		844.8		64.6		638.8				
PIGSKIN PARADE VIDEO	H532	284.0	139.9	144.1									177.9
PIKE FAMILY NURSERIES	V358	759.4	205.2		376.3								
PILATUS AIRCRAFT	T300	395.2	327.9			67.3							
PILATUS FRACTIONAL OWNRSHP PRGRM	T300	306.2	103.2			203.0							
PILGRIM FURN CITY STORE	V375	1,586.8			55.8				1,531.0				
PILGRIMS PRIDE CHICKEN	F333	463.5	463.5										
PILLSBURY BIG DELUXE RTB COOKIES	F141	3,570.0						1,509.5	0.2		2,060.4		
PILLSBURY CRESCENT PL/BK REFRIG DGH	F341	1,295.6						235.7			1,059.9		
PILLSBURY CRESCENT REFRIG ROLL DOUGH	F341	9,563.2						5,909.6	3.0	53.5	3,597.1		
PILLSBURY FROZEN TOASTERSTRUDEL	F342	15,646.0						7,051.3	754.7		7,840.0		
PILLSBURY GRANDS FRZN&REFRIG BSCTS	F341	4,620.5	387.6					2,065.8	89.3		2,077.8		
PILLSBURY GRANDS REFRIGERATED PASTRY	F341	310.0						178.7	0.0		131.3		
PILLSBURY HLWN CK KT READY/BAKE CK	F141	522.3						231.5	0.2		290.7		
PILLSBURY HOLIDAY CKS RTB COOKIES	F141	431.9						221.2	0.5		210.2		
PILLSBURY OVEN BAKED FRZN DINNER RLS	F341	675.8	675.8										
PILLSBURY REFRIG PIE CRUSTS	F141	979.9						409.3			570.6		
PILLSBURY REFRIGERATED PASTRY	F141	5,446.8						2,530.8	301.6	66.8	2,547.6		
PILLSBURY SPREAD N BAKE REFRIG BRWN	F141	4,004.3						1,640.0	1.1		2,363.2		
PILLSBURY VAR FOOD PDTs	F900	778.9	750.4				28.4						
PILOT PRECISE PENS	B723	662.9			571.3		68.4				23.2		
PILOT TRAVEL CENTER	V242	3,151.4					3,151.4						
PIMA MEDICAL INSTITUTE	G810	1,575.6			171.4				1,404.1				
PINARELLO BICYCLES	G440	901.7	901.7										
PINDLER & PINDLER HOUSEHOLD FABRICS	H141	342.0	342.0										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PINE BELT AUTO DLR	V219	773.2			773.2								
PINE BELT CADILLAC	V211	397.7			383.9		13.8						
PINE BELT CHEVROLET	V211	3,846.1			3,811.1		35.0						
PINE BELT CHRYSLER JEEP	V211	705.0			705.0								
PINE BELT NISSAN	V212	1,563.2			1,555.6		7.7						
PINE BELT SUBARU	V212	778.3			778.3								
PINEGROVE RANCH&FAM RSRT	T431	268.7			255.5		13.2						
PINEHILLS RE DEV	B452	451.3	240.8		210.4								
PINEHURST NC TP	T433	566.6	566.6										
PINEHURST RESORT	T431	578.0	578.0										
PINEHURST RESORT & CC	T431	654.7	548.0		106.6								
PINELLAS CNTY BRD/CMSNRS	B315	393.6			393.6								
PINELLAS PLANNING CNCL	B315	437.0			437.0								
PINES MOTOR LODGE	T431	290.9			290.9								
PINE-SOL CLEANER	H430	2,087.2					11.7					2,075.5	
PINE-SOL LIQUID CLEANER	H430	14,423.4	5,502.4					4,816.8	453.5	888.5	2,611.6	150.6	
PING G10 & PING I10 GOLF CLUBS	G460	1,004.8	765.2									239.5	
PING G10 GOLF CLUBS	G460	1,337.9	1,337.9										
PING G5 &PING RAPTURE GOLF CLUBS	G460	2,210.2	1,105.5					1,000.8				103.9	
PING G5 GOLF CLUBS	G460	3,851.2	1,527.8					2,011.2	0.1			312.1	
PING GOLF BALLS & CLUBS	G460	329.9						125.0				204.9	
PING GOLF CLUBS	G460	1,530.9	305.8					979.2				245.9	
PING RAPTURE GOLF CLUBS	G460	3,829.7	3,829.7										
PING VAR GOLF CLUBS	G460	333.5	333.5										
PINK SHEETS LLC CP	B129	798.6				798.6							
PINNACLE ENTERTAINMENT	V169	617.1					41.0		576.1				
PINNACLE EST PRPRT RE DV	B452	1,270.7		1,270.7									
PINNACLE FALLS RE DEV	B452	370.7			313.6		57.1						
PINNACLE GOLF BALLS	G460	2,322.2						2,225.8				96.4	
PINNACLE MAZDA	V212	1,098.5			997.1				101.4				
PINNACLE PLATINUM GOLF BALLS	G460	382.9										382.9	
PINNACLE RIVERBOAT CSN LAKE CHARLES	V169	1,664.8					1,664.8						
PINNACLE/CTY PRK STH DEV	B452	320.6			320.6								
PINO TILE & CARPET STORE	V373	336.2			76.5		52.5		207.1				
PIONEER BASEMENT WTRPRFG	V171	258.6			1.3				257.3				
PIONEER BLU-RAY DISC PLAYER	H511	1,134.0	794.8			339.2							
PIONEER BRAND GRAVY MIX	F170	366.2	366.2										
PIONEER CAR CD PLAYER & STEREO	H513	268.2	268.2										
PIONEER CAR SPEAKERS	H513	688.0	688.0										
PIONEER CAR STEREO	H513	768.7	768.7										
PIONEER CD RECEIVER	H513	414.9	414.9										
PIONEER DVD NAVIGATION SYS	H513	2,022.8	2,022.8										
PIONEER ELECTRONIC ENTER EQUIP	H519	334.8	326.6		5.2		3.0						
PIONEER ELECTRONIC STORE	V361	2,158.7			173.0		1,985.7						
PIONEER HI-BRED CORN FARM SEEDS	G725	1,571.8							1,103.2	61.8			406.8
PIONEER HI-BRED SOYBEAN SEEDS	G725	622.1											622.1
PIONEER HOMES	B452	546.6			3.0				543.7				
PIONEER INVESTMENT MGT CONSUMER SVC	B122	1,354.2				724.2						630.0	
PIONEER KURO FLAT PANEL DISPLAYS	H511	3,588.7	3,588.7										
PIONEER PACIFIC COLLEGE	G810	274.7					6.6		268.1				
PIONEER PLASMA TV	H511	932.4	541.2						379.7	11.6			
PIONEER SUPERMARKET	V345	415.4			412.1				3.2				
PIONEER TV	H511	12,499.3	639.7			419.7		5,550.0	129.3			5,760.5	
PIP POSTAL INST PRSS PRT	B651	354.7										354.7	
PIPELINE TRADING SYSTEMS BUS SVC	B122	470.4										470.4	
PIRATE QUEEN PLAY	V161	1,156.0	58.1				434.0		664.0				
PIRATES DNR ADVNTR THTR	V161	1,081.8			541.5		86.7		453.5				
PIRATES/CRBN CRS/BLC PR &PRTS/CHST	H532	1,253.2				207.8						1,045.4	
PIRELLIFILM.COM ONLINE	H532	13,393.3	290.4		9.0				7,838.2	893.6	691.7	3,552.2	118.2
PISTOTNIK LAW OFFICE	T145	1,867.8	1,867.8										
PITA-SNAX PITA CHIPS	V151	314.9							314.9				
	F530	1,176.0	1,176.0										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PITNEY BOWES MAILING SYSTEMS	B719	3,775.0	3,747.4		27.6								
PITNEY BOWES SERVICE	V129	1,004.5			19.5		985.0						
PITTS & ZANATY ATTY	V151	425.7			19.5				425.7				
PITTSBURGH AREA HYND DA	T122	330.6			330.6								
PITTSBURGH BALLET THTR	V161	252.8			66.1		40.4		146.2				378.5
PITTSBURGH FORD DLR ASSN	T121	378.5											
PITTSBURGH PA TP	T433	363.3	143.0		175.0				45.2				
PITTSBURGH PANTHERS TMS	V163	392.8			264.9				127.9				
PITTSBURGH PIRATES BSBL	V163	764.9			394.6				370.3				
PITTSBURGH PNGNS HCKY TM	V163	296.9			118.2				178.7				
PITTSBURGH SYMPHONY ORCH	V161	280.8			271.9		8.9						
PITTSBURGH ZOO&PPG AQRM	V166	631.2			163.1		10.0		458.1				
PIZZA HUT RESTAURANT	G320	173,273.6			334.0	168.6	397.0	64,299.1	68,044.4	2,100.7	34,217.5		3,712.2
PIZZA HUT RESTAURANT & VERIZON WRLS	G320	7,766.3						3,666.8	1,154.4	325.8	2,619.3		
PIZZA HUT RESTAURANT ONLINE	G320	3,037.3						1,563.3	73.1	195.6	1,205.3		
PIZZA HUT RESTAURANT VIGNETTE	G320	293.1							90.9		202.2		
PIZZA PAN RESTAURANT	G310	385.8			30.6		60.5		294.7				
PIZZERIA UNO RESTAURANT	G320	738.7			26.6		88.2		624.0				
PLACE FURNITURE GALLERY	V375	3,787.3			3,787.3								
PLAIN & FANCY CABINETS	H619	3,627.8	3,627.8										
PLAN B CONTRACEPTIVE	D558	1,527.7	1,527.7										
PLAN B CONTRACEPTIVE RX	D560	3,383.4	3,383.4										
PLAN SALUD MEDICAL INSURANCE	B412	330.2							330.2				
PLANE TRUTH FOR GOLFERS VAR VDS DR	V873	875.7									875.7		
PLANET DODGE	V211	337.9			138.1		114.6		85.1				
PLANET DODGE FORD	V211	1,011.1			1,011.1								
PLANET EARTH VIDEO	H532	2,838.1									2,838.1		
PLANET FITNESS CENTER	D800	325.6			36.3		283.4		5.9				
PLANET FORD	V211	1,661.7			684.4		68.7		908.6				
PLANET HOLLYWOOD RESORT	T431	1,432.2			1,432.2								
PLANET HOLLYWOOD REST	G320	649.3			4.2		645.2						
PLANET HOLLYWOOD RSRT&CS	T431	363.2	134.5						228.7				
PLANET HONDA	V212	566.2			368.6		31.6		165.9				
PLANET HYUNDAI	V212	3,130.9			1,655.6		209.2		1,266.1				
PLANET KIA	V212	470.7							470.7				
PLANET NISSAN	V212	1,916.7			919.1				997.5				
PLANET TERROR VIDEO	H532	2,005.6						805.6	57.7	272.6	749.7		120.1
PLANETWIDE COMIC BOOK CREATOR SOF	B532	270.9	270.9										
PLANNED PARENTHOOD	B322	792.6			48.5		286.0		429.3		1.6		27.3
PLANNING COMMISSION/TMP	B315	501.4			501.4								
PLANT SHED FLORIST	V351	2,428.4			2,428.4								
PLANTATION FURN STORE	V375	540.2	540.2										
PLANTATION FURNITURE STR	V375	254.8	254.8										
PLANTATION HOMES RE	B452	496.9			2.6		189.0		305.3				
PLANTERS CHOCOLATE COVERED NUTS	F530	1,254.2	1,254.2										
PLANTERS DRY ROASTED NUTS	F530	4,816.9	3,824.8	685.5					10.1		296.5		
PLANTERS NUT-RITION NUTS	F530	4,958.6	4,958.6										
PLANTERS NUTS	F530	21,847.7	7,079.1	261.5				8,071.7	237.7	665.9	5,531.9		
PLANTERS VAR FOOD PDTS	F900	806.3					806.3						
PLANTRONICS PHONE STORE	V371	308.7					308.7						
PLASMA CAM MFG MACHINERY	B821	1,029.2	1,029.2										
PLASS APPL & FURN STR	V371	891.7			891.7								
PLASTIC SURGERY CENTER	V133	324.9			181.4		15.3		128.3				
PLASTPRO DOOR	H613	400.9	65.2								335.7		
PLATINUM BRIDAL GOWNS WOMEN	A130	1,189.3	1,189.3										
PLATINUM CONDOMINIUM	B452	621.5	211.9	205.9	109.0	94.7							
PLATINUM GUILD JEWELRY	A510	5,776.0	5,776.0										
PLATINUM HOTEL	T431	446.9	205.3		232.2				9.5				
PLATOS CLOSET TEEN SHOP WOMEN	V311	400.0							400.0				
PLATT COLLEGE	G810	937.8			75.1					862.6			
PLATTNERS BELLE GLADE AT	V219	419.0			413.7					5.3			
PLAVIX BLOOD THINNER RX	D560	174,506.3	51,662.5	5,152.4	333.3	1,042.6		98,717.0	239.1	10,900.1	6,459.5		

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
PLAWKER REAL ESTATE	B451	498.6			498.6									
PLAY ALONG CARE BEARS GLTR GLW-A-LT	G541	1,043.9						267.9	1.7		774.3			
PLAY ALONG CARE BEARS SNG ALNG FRND	G541	402.5						27.2			375.3			
PLAY ALONG CARE BEARS STUFFED TOYS	G541	655.5	132.0					109.1	2.1		412.4			
PLAY ALONG DOODLE BR BS&SLMBR/GRLS	G541	289.6						11.0			278.6			
PLAY ALONG HANNAH MT IN CONCERT DLS	G521	843.6						87.0	0.2		756.4			
PLAY ALONG PLAY ALNG CLB DLS&ACCESS	G521	276.9						13.8			263.1			
PLAY ALONG PUPPY IN MY POCKET	G521	779.8						66.4	0.1		713.3			
PLAY ALONG PUPPY/POCKET PRTY PT PLC	G549	955.8						19.5			936.3			
PLAY ALONG SPEED STACKS	G542	886.5						61.9	0.1		824.5			
PLAY ALONG SWEET SECRETS DLS&ACCESS	G522	488.2						24.7			463.5			
PLAY IT AGAIN SPORTS STR	V365	617.7			39.9			32.9		544.9				
PLAY MAGAZINE	B623	962.3				962.3								
PLAY N TRADE BP	B911	959.4	959.4											
PLAY TAMPA BAY GLF VCTNS	T420	272.2	272.2											
PLAYA VISTA RE DEV	B452	885.0			776.6			108.4						
PLAYBILL MAGAZINE	B623	277.4			26.3	251.0								
PLAYBOY CLUB	V167	699.5	699.5											
PLAYBOY MAGAZINE ONLINE	B623	844.4	844.4											
PLAYBOY PICKS	B623	318.5	318.5											
PLAYBOystore.com ONLINE	V359	4,883.0	4,883.0											
PLAYGOLFAMERICA.COM ONLINE	B670	603.6			2.6			202.3	16.5		382.2			
PLAYHOUSE DSNY PRESCH TM ONLINE	G513	2,306.6	42.7								2,263.9			
PLAYHOUSE SQUARE CENTER	V161	1,053.4			954.2		99.2							
PLAYLAND AMUSEMENT PARK	T440	310.0			275.3				34.7					
PLAYMATES AMAZING MCKAYLA/DOLL	G521	1,891.5						268.4	1.3		1,621.8			
PLAYMATES AMAZING/SKATE/TRICKS PY	G549	665.2						54.7	3.4		607.2			
PLAYMATES DISNEY LITTLE PRNC'S DLS	G521	421.1	150.4						0.1	36.8	233.9			
PLAYMATES DISNEY/TEA TIME/ME BL DL	G521	1,640.7						126.1	2.9	24.1	1,487.7			
PLAYMATES DSNY/RDLNG FRNDS&PX HDWY	G521	748.4						81.0	1.2		666.2			
PLAYMATES ENCHANTED TALES TEA/TWO	G549	362.6	362.6											
PLAYMATES REV ROBOTS	G523	473.6						37.3			436.3			
PLAYMATES STRAWBERRY/BERRY BABY KS	G521	1,114.0						27.6	5.1		1,081.2			
PLAYMATES STRAWBERRY/BRY/BLMS FRND	G521	827.7						66.0			761.7			
PLAYMATES STRWBRY SHRTCK&WNTR/FRND	G521	426.2						30.2			396.0			
PLAYMATES TEENAGE MTNT/TMNT ST GRN	G523	592.3						74.4	0.3		517.6			
PLAYMATES TMNT AUTO ATTACK FIGURES	G523	964.0						209.3			754.7			
PLAYMATES TMNT MONSTER ACTION TWR	G549	621.6						119.6	2.9		499.1			
PLAYMATES TMNT NIGHTWATCHER/CYCLE	G523	924.9						186.2			738.7			
PLAYMOBIL KNIGHTS TAKE ALONG CSTL	G549	789.5						84.4			705.1			
PLAYMOBIL PIRATES TK/ISLND&PRT/SH	G523	1,086.1						93.1	1.1		992.0			
PLAYPHONE PHONE CUSTOMIZATION SVC	B229	5,976.2						1,698.8	861.5	312.1	3,103.8			
PLAYSKOOL BABY CARE PDT'S	D557	1,146.1	1,146.1											
PLAYSKOOL BOUNCE & GO INCH A LONG	G543	1,547.7						968.1	45.1	132.1	402.4			
PLAYSKOOL BUSY BALL CHOO CHOO	G544	1,529.6							1,315.4	15.1	2.7	196.5		
PLAYSKOOL BUSY BALL POPPER	G544	3,085.6	97.6						1,918.3	7.4		1,062.3		
PLAYSKOOL HONEYBEE HOP	G542	2,022.9							1,133.5	41.1	134.8	713.5		
PLAYSKOOL INC CP	G549	825.5							466.6			358.9		
PLAYSKOOL INFANT & PRESCHOOL TOYS	G544	1,640.4	1,640.4											
PLAYSKOOL ITSY BITSY SPIDER-MAN DL	G544	990.5							431.4	0.0		559.1		
PLAYSKOOL MADE/ME MP3 MUSIC PLAYER	G544	712.0	712.0											
PLAYSKOOL MELODY MIXIN DRUM	G544	275.4	275.4											
PLAYSKOOL PLAY-DOH MAKE N DISPLAY	G542	612.8	219.2						17.6	3.0	3.5	369.4		
PLAYSKOOL PLAY-DOH SUPER CRAFT CDY	G542	1,395.4							520.2	24.9	24.7	825.6		
PLAYSKOOL ROSE PETAL COTTAGE	G544	7,583.6	1,053.9						3,734.6	361.7	603.2	1,830.1		
PLAYSKOOL SIMON SAYS SIT N SPIN	G544	614.4							387.9	16.1		210.3		
PLAYSKOOL STEP START WALK N RIDE	G544	2,074.8	314.0						948.7	2.4		809.6		
PLAYSKOOL TJ BEARYTALES	G541	1,550.5	101.6						481.4	0.2		951.6		15.7
PLAYSKOOL TOYS	G549	958.2	336.9						134.7	119.5		367.1		
PLAYSKOOL WEEBLES	G541	286.9	286.9											
PLAYTEX 18 HOUR BRAS WOMEN	A220	5,706.0	5,706.0											
PLAYTEX 18 HR CMFR LC BRAS WOMEN	A220	1,253.4	1,253.4											

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PLAYTEX BRAS WOMEN	A220	14,767.1	1,189.5					2,890.9	163.2	4,466.5	6,057.0		
PLAYTEX COOLSTER TUMBLER	H232	490.0	490.0										
PLAYTEX CREATE MY OWN SPILL-PRF CPS	H232	1,266.8	1,266.8										
PLAYTEX DIAPER GENIE II	H232	2,093.9	2,093.9										
PLAYTEX GENTLE GLIDE TAMPONS	D230	14,213.7	4,495.1					2,696.8	113.1	3,040.0	3,868.6		
PLAYTEX MISC MERCHANDISE	G190	570.5	570.5										
PLAYTEX NURSER PDT'S	H232	269.2	269.2										
PLAYTEX NURSER SYSTEM	H232	2,144.6	2,144.6										
PLAYTEX PETITE DOUBLE BREAST PUMP	D290	784.4	784.4										
PLAYTEX SPORT TAMPONS	D230	12,631.4	5,148.8					225.9			7,256.7		
PLAYTEX VENTAIRE BOTTLE	H232	1,852.1	1,852.1										
PLAYWRIGHTS HORIZONS	V161	354.3	246.4			107.9							
PLAZA AUTOMALL AUTO	V219	1,432.6			1,432.6								
PLAZA BMW	V213	409.9			387.8				22.0				
PLAZA CADILLAC	V211	312.1			305.1		6.9						
PLAZA COLLEGE	G810	348.5			348.5								
PLAZA HONDA	V212	415.0			415.0								
PLAZA HONDA TOYOTA	V212	451.9			451.9								
PLAZA HOTEL	T431	332.4	81.3	133.8			117.3						
PLAZA HYUNDAI	V212	272.2			272.2								
PLAZA MEDICAL/FT WORTH	V133	279.5			3.8		275.7						
PLAZA TOYOTA	V212	407.1			407.1								
PLEASANT CO MULTI-PDTS DR	V899	257.6			257.6								
PLEASURES DELIGHT FRAGRANCE WOMEN	T420	5,972.9			5,941.3				9.9	21.6			
PLEASURES EXOTIC FRAGRANCE WOMEN	D180	3,218.0	3,218.0										
PLEASURES FRAGRANCE WOMEN	D180	450.3	450.3										
PLEDGE DUSTER PLUS DUSTER	D180	14,273.8	5,164.3					4,121.2	2,689.1	1,543.0	756.3		
PLEDGE EXPRESS MISC DR	H232	8,987.9						1,117.2	295.6	2,414.4	5,160.7		
PLEDGE FURNITURE POLISH	V859	374.5							374.5		0.0		
PLEDGE MULTI SURFACE SPRAY CLEANER	H441	10,852.8						4,622.8	95.6	2,580.6	3,553.8		
PLESSERS TV VCR & APPL	H449	5,587.4	83.0					1,307.6	121.4	1,050.8	3,024.7		
PLS FINANCIAL CONSUMER SERVICES	V371	430.8			430.8								
PLUM MARKET	B124	280.3					280.3						
PLUMMERS FURNITURE STORE	V346	316.1			316.1								
PLUNKETT HOME FRNSHNG ST	V375	2,301.3		600.6	641.7		366.0		674.6				18.5
PLUSMEDIA ADV SERVICE	V375	2,465.6			1,984.8				480.8				
PLYMALE & ASSOC ATTY	B651	2,953.6	2,953.6										
PLYTANIUM PLYWOOD	V151	688.8							688.8				
PM SLEEP CTR&BDRM GLRY	H612	716.7											716.7
PMS RESEARCH STUDY	V377	1,142.2			78.5				1,063.7				
PNC BANK BUSINESS SERVICES	V139	694.8							694.8				
PNC BANK CONSUMER SERVICES	B121	5,380.1			798.8				3,253.9				1,327.4
PNC BANK CORP CP	B121	28,018.6	134.0		14,267.4		207.6		8,838.2				4,571.4
PNC FINANCIAL CORP CP	B121	2,699.4	147.7		299.0	944.0			1,308.8				
POARCH BAND/CREEK INDNS	B121	418.4	38.2			380.2							
POCKET COMM STORE	V169	277.2							277.2				
POCKET COMMUNICATIONS	V329	1,610.1			1,610.1								
POCKET VAR BOOKS	B229	1,102.5					1,028.5						74.0
POCKETWIZARD PLUS II RD TRGRNG SYS	B610	816.0			0.2	815.8							
POCONO MTN PA TP	G142	277.5	277.5										
POCONO RACEWAY	T433	789.9	356.5	117.9	302.3				13.1				
PODFITNESS.COM MUSIC ONLINE	V163	569.6	54.5		64.3		140.2	0.0	243.7		66.9		
PODFITNESSCHALLENGE.COM ONLINE	V362	1,293.9	1,284.0		9.9								
PODS PORTABLE STRG SYS	B549	468.4	372.6		31.6	64.2							
POETS LANDING RE DEV	V179	6,934.6					49.8	4,564.5	711.3		1,605.3		3.8
POGGENPOHL USA KTCHN CTR	B452	642.6		102.9	136.3	398.3	5.1						
POHANKA ACURA	V376	383.1	25.8	321.2	1.2	34.9							
POINT B SLTN CONS GRP	V212	374.9			1.2				373.8				
POINTE SOUTH MTN RESORT	B930	465.9					465.9						
POISE BLADDER CONTROL PADS	T431	326.3	96.7		64.3		131.1		34.2				
POISE EXTRA BLADDER CONTROL PADS	D270	5,481.6	2,426.1					1,228.3	13.5	761.6	1,052.1		
	D270	6,690.5	4,832.6	1,274.6					299.5	0.5	132.0	151.2	

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
POISE ULTRA THIN BLADDER CONTROL PDS	D270	3,402.6	3,402.6						409.1				
POISON HELP HOTLINE PHONE SERVICE	V156	409.1											
POKEMON DIAMOND & PEARL TRDNG CRD GM	G530	2,414.1	263.3					614.7	0.8	1,535.3			
POKEMON EX POWER KEEPERS TRADING/GM	G530	329.6	24.5					123.8		181.3			
POKEMON NEXTQUEST TRADING FIGURE GM	G512	596.8						190.7		406.1			
POKEMON RANGER/TMPL/SEA VIDEO	H532	342.8	281.2							61.7			
POKERSTARS.NET ONLINE	V169	5,855.9	1,131.0						0.6	98.6	4,625.7		
POL-AB 779	B334	304.3			304.3								
POLACHEKS JEWELERS	V314	276.8			2.5		274.3						
POL-ALDERMAN	B333	430.8				98.4			332.4				
POLAND SPRING BOTTLED WATER	F460	2,485.0				3.1			2,472.6				9.3
POLAR CHEVROLET	V211	812.7				786.1			26.6				
POLAR CHEVROLET MAZDA	V219	465.4				444.0			21.4				
POLAR EXPRESS VIDEO	H532	911.4	23.7						476.8	0.1	69.0	341.8	
POLAR MAZDA	V212	528.4				525.5				2.9			
POLAR WALL PLUS SIDING	H611	613.2	613.2										
POLARIS ATVS	T131	3,626.6	279.2			9.1		5.9	53.4	2,817.4		308.3	153.3
POLARIS ATVS & UTILITY VEHICLE	T131	1,603.6								53.9		1,549.7	
POLARIS UTILITY VEHICLE	T131	2,552.4	1,121.4							29.5		1,401.5	
POL-ASSEMBLYMAN	B333	1,252.0				137.6				986.8			127.5
POL-ATTORNEY GENERAL	B333	1,907.1				60.1		167.0		1,616.7			63.3
POL-BOARD/EDUCATION	B333	400.6				350.7		20.3		29.6			
POL-CITIZENS FOR	B334	318.8						318.8					
POL-CITY COUNCIL	B333	2,989.3				915.8		127.7		1,844.2			101.7
POL-CITY COUNCIL AT-LRG	B333	745.8				745.8							
POL-CITY COUNCIL PRSDNT	B333	398.5								398.5			
POL-COMMISSIONER	B333	766.8				211.1		32.8		510.2			12.8
POL-COMMISSIONER/AGRCLTR	B333	483.5								483.5			
POL-CONGRESS	B332	2,278.1				219.6		1.5		1,668.6			388.4
POL-CONGRESS ENERGY BILL	B334	294.9				294.9							
POL-CONSUMERS AG/INS RTS	B329	301.1								301.1			
POL-COUNCIL AT LARGE	B333	952.9				697.8				255.0			
POL-COUNTY CLERK	B333	839.7				673.1				166.7			
POL-COUNTY COMMISSIONER	B333	773.1				32.0				741.0			
POL-COUNTY EXECUTIVE	B333	1,776.6				41.8				1,665.7			69.1
POL-DELEGATE	B333	1,204.3				1.2		3.9		1,087.0			112.2
POL-DEMOCRATIC TWN SPKS	B334	452.5					452.5						
POL-DISTRICT ATTY	B333	253.8				7.1		16.6		230.0			
POL-ENERGY BILL	B334	728.2				728.2							
POL-FLORIDIANS/LWR INS	B334	500.1				500.1							
POL-GOVERNOR	B333	14,365.5				92.6				13,443.8			829.1
POL-GOVERNOR&LT GOVERNOR	B333	1,543.7								1,543.7			
POLICE PRS AP/BEST BUY	V361	297.9				51.6				246.3			
POLICE SEIZURE AUCTION	V122	287.9				15.7				266.6		5.6	
POLIDENT &SUPER PLGRP DNTR CLNRS	D211	1,246.2	723.3	522.9									
POLIDENT FRESH CLEANSE DNTR FM CLNSR	D219	7,468.7	1,402.9	1,799.1					2,104.4	680.1	931.5	550.7	
POLIDENT OVERNIGHT TABLETS	D211	4,831.8							3,062.3	568.1	727.8	473.6	
POLIFORM CLOSET SYSTEM	H232	468.0	260.1	207.9									
POLIFORM FURNITURE STORE	V375	254.2		207.9	6.3	40.0							
POLIGRIP SUPER DENTURE ADHSV CRM	D219	4,981.4							3,159.0	21.4	1,233.3	567.7	
POLIGRIP SUPER DENTURE ADHSV STRP	D219	1,838.2							0.0	32.1	1,802.3	3.7	
POLINGER SHN&LCHS RLTY	B451	1,091.7				1,091.7							
POL-INS COMMISSIONER	B333	285.1								257.0			28.2
POL-JUDGE	B333	1,238.1				536.1		114.4		572.2			15.4
POL-JUDGE/SUPERIOR COURT	B333	971.2				46.2				816.4			108.6
POLKAUDIO.COM ONLINE	H512	302.4	302.4										
POLACK HOUSEHOLD FABRICS	H141	535.0	535.0										
POLLO CAMPERO RESTAURANT	G320	295.2				11.5		176.0		107.7			
POLLO TROPICAL REST	G320	905.3				24.4		167.9		3.7			709.3
POL-LT GOVERNOR	B333	700.9								620.9			80.0
POLLUTION AWARENESS/PSA	B323	331.1								331.1			
POLLY KLAAS FOUNDATION	B322	529.2				529.2							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
POLLYS PIES RESTAURANT	G310	492.5			492.5								
POL-MAYOR	B333	19,708.6			1,661.9	142.9	375.1		17,057.6				471.1
POL-NO NEW COAL PLANTS	B334	690.2			690.2								
POL-NW ENRGY TX&PRC CNTR	B334	295.8			295.8								
POLO BLACK FRAGRANCE MEN	D410	1,387.3	90.4								1,297.0		
POLO DOUBLE BLACK FRAGRANCE MEN	D410	4,420.5	4,420.5										
POLO EXPLORER FRAGRANCE MEN	D410	6,998.9	6,998.9										
POLO RALPH LAUREN STORE MEN	V311	3,632.3	3,632.3										
POLO RTW FAMILY	A190	2,090.7			808.5	1,282.2							
POLOGEORGIS FUR STORE	V312	298.5	184.2	114.4									
POLOGEORGIS FURS WOMEN	A120	277.4	277.4										
POL-PARISH PRESIDENT	B333	264.2					1.2		263.0				
POL-PRESIDENT	B333	4,961.9			151.5		11.8						4,798.6
POL-PROPOSITION 65	B334	524.9			524.9								
POL-REJECT CNGRS ENRG BL	B334	588.4			588.4								
POL-SCHIP STE CHILD HLTH	B334	355.8			355.8								
POL-SECRETARY OF STATE	B333	406.9			15.1				391.9				
POL-SENATE	B333	321.5			229.0		52.4						40.1
POL-SHERIFF	B333	1,219.2			152.2		217.6		825.4				24.0
POL-STATE ASSEMBLY	B333	1,244.0			63.5				1,134.8				45.7
POL-STATE ASSMBLY&ST SNT	B333	1,712.5							1,712.5				
POL-STATE REPRESENTATIVE	B333	502.6			24.9		79.7		331.9				66.1
POL-STATE SENATE	B333	8,155.3			78.7		36.7		7,879.1				160.9
POL-STOP/MSR 50 TX HK	B334	630.2											630.2
POL-SUPREME COURT	B333	3,131.6			67.0				2,972.5				92.1
POL-TREASURER	B333	266.4			38.6		2.2		225.6				
POLTRONA FRAU FURN STORE	V375	721.8	497.0	218.3		6.5							
POL-UNKNOWN ST&LCL OFC	B333	6,380.2			1,253.2		5,075.3						51.8
POL-US SENATE	B332	261.1							247.0				14.2
POLYCOM TELECONFERENCING SYSTEM	B290	928.8	928.8										
POLYGON NORTHWEST RE DEV	B452	901.3			297.3		604.1						
POLYSEAMSEAL CAULK	H320	657.8	657.8										
POLYTECHNIC UNIVERSITY	G810	309.7			171.7	88.6			49.4				
POLYTYPE AMERICA CORP RECRUITMENT	B912	264.4			264.4								
POM WONDERFUL FOOD DR	V840	510.0	464.0	46.0									
POM WONDERFUL RTS LIGHT TEA	F412	680.1	680.1										
POM WONDERFUL RTS POMEGRANATE JUICE	F420	2,189.9	1,789.2				400.7						
POM WONDERFUL RTS TEA	F412	2,791.7	2,791.7										
POMELLATO JEWELRY	A510	1,690.7	886.9	800.5	3.4								
POMELLATO JEWELRY STORE	V314	626.5	282.5	343.1	0.9								
POMOCO AUTO DLR	V219	458.2			456.1		2.1						
POMPANO LINCOLN MERCURY	V211	494.3			227.6				266.7				
POMPANO PARK RACE&POKER	V163	693.3					693.3						
POMPANOOSUC MILLS STORE	V375	1,345.5	33.1	388.3	740.6	183.5							
POMPEIAN OLIVE OIL	F120	286.4	286.4										
POMPEIAN OLIVE OIL & VINEGAR	F120	478.1	478.1										
PONDEROSA STEAKHOUSE	G320	2,827.9			56.2		533.8		2,238.0				
PONDS CLEAN SWEEP CLNSNG&MU RMV TWLT	D160	1,376.4								1,376.4			
PONDS SKIN CARE PDTs	D110	1,775.2	1,434.6							340.6			
PONDSIDE/SPRING HLW DEV	B452	299.7			299.7								
PONTE BELLA/PEOPLE/ESPNL	B623	269.5	269.5										
PONTE VEDRA INN & CLUB	T431	809.9	660.8	80.0			39.6		29.6				
PONTIAC AUTO DIV CP	T111	477.0	438.6							38.5			
PONTIAC AUTO&TRK DIV CP	T114	7,957.3					5,493.4	257.3		2,206.6			
PONTIAC AUTO&TRK G6 & TORRENT	T114	424.4					247.7	113.8		62.8			
PONTIAC AUTO&TRK SOLSTICE & TORRENT	T114	1,459.0	1,459.0										
PONTIAC AUTO&TRK VAR	T114	22,326.5	2,261.5		95.1		466.3	13,053.4	1,606.1	168.5	3,094.3	1,416.2	165.0
PONTIAC AUTO&TRK VIGNETTE	T114	913.9						838.7	67.7		7.5		
PONTIAC AUTOS G5	T111	273.6							43.5	8.7		221.4	
PONTIAC AUTOS G5 & G6	T111	630.1			5.7					624.4			
PONTIAC AUTOS G6	T111	28,020.2	1,397.9		4,445.2			12,100.4	4,979.3	626.2	4,471.2		
PONTIAC AUTOS G6 & GRAND PRIX	T111	947.9							947.9				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PONTIAC AUTOS G6 LEASING	T111	679.8						144.4	187.7		347.7		
PONTIAC AUTOS G8	T111	1,053.1	1,053.1										
PONTIAC AUTOS SOLSTICE	T111	4,976.9	3,753.1					342.7	78.9		802.1		
PONTIAC AUTOS VAR	T111	2,108.2			805.4	142.9		862.7	11.6		285.7		
PONTIAC DLR ASSN G5	T121	524.0							524.0				
PONTIAC DLR ASSN G5 & G6	T121	7,426.0							7,426.0				
PONTIAC DLR ASSN G6	T121	9,453.8							9,453.8				
PONTIAC DLR ASSN G6 & GRAND PRIX	T121	767.9							767.9				
PONTIAC DLR ASSN G6 & TORRENT	T121	1,382.5							1,382.5				
PONTIAC DLR ASSN G6 & VIBE	T121	1,719.6							1,719.6				
PONTIAC DLR ASSN G6 LEASING	T121	7,827.3							7,827.3				
PONTIAC DLR ASSN TORRENT	T121	4,059.0							4,059.0				
PONTIAC DLR ASSN VAR AUTO&TRK	T121	7,176.4			196.2				4,933.4				2,046.9
PONTIAC TRUCKS TORRENT	T117	3,588.8			171.9			2,126.6	888.8	86.6	314.8		
PONTIAC.COM ONLINE	T114	5,216.8						4,696.8	17.7		502.3		
PONY CLUB MULTI-PDTS DR	V899	408.8	408.8										
PONY SNEAKERS MEN	A321	846.2	846.2										
POOL & PATIO SPECIALIST	V175	820.8		700.5	120.3								
POOL CITY LEISURE CENTER	V365	1,009.7							1,009.7				
POOL COVER RESOURCE STR	V175	252.5		224.9	27.6								
POOL FACTORY	V359	715.1			715.1								
POOL PARTIES/HELIO	B229	357.1	357.1										
POOL PATIO & MORE STORE	V175	749.9			749.9								
POOL TOWN POOLS	V175	382.5			382.5								
POOLS & SPAS A GO GO	V175	293.0			293.0								
POORMAN DOUGLAS MISC FIN	B129	371.2				371.2							
POPCORN FACTORY SNACKS	F530	490.1	454.7	35.3									
POPEYE THE SAILOR SERIES VIDEOS	H532	362.9						6.3	80.5	276.2			
POPEYES FRIED CHCKN REST	G320	23,350.1			285.6		967.3		19,970.9	1,448.2			678.0
POPSICLE FROZEN TREATS	F313	1,922.0								1,922.0			
POPSICLE SUGAR FREE FRZN NVLTS	F313	997.4	997.4										
POPULAR FORD	V211	1,769.1			1,769.1								
POPULAR KIA	V212	1,164.8			1,164.8								
POPULAR MATTRESS FACTORY	V377	265.9					101.2		164.7				
POPULAR MECHANICS MAG ONLINE	B623	2,084.3	2,084.3										
POPULAR PHOTO & IMAGING VISA	B111	277.5	277.5										
POPULAR PHOTO MNTR SRS WORKSHOP	G820	738.1	738.1										
POPULAR PHOTOGRAPHY MAG CONTEST	B623	1,786.8	1,786.8										
POPULAR PHOTOGRAPHY MAG ONLINE	B623	1,456.0	1,456.0										
PORCELANOZA TL&BTH SHWRM	V376	322.9			313.4				9.4				
PORCELLO EST BUYERS STR	V359	2,427.1			2,427.1								
PORCELLO JEWELRY STORE	V314	478.0			478.0								
PORSCHE AUTO DIV CP	T113	1,706.8	543.5			1,163.3							
PORSCHE AUTO&TRK PRE-OWNED	T116	428.7				428.7							
PORSCHE AUTOS 911	T113	4,073.9	3,429.1			419.0		192.0		33.9			
PORSCHE AUTOS BOXSTER	T113	1,781.0	372.7		50.5	1,357.8							
PORSCHE AUTOS BOXSTER LEASING	T113	1,398.8	45.4			1,353.5							
PORSCHE AUTOS CAYMAN LEASING	T113	2,282.4	56.3		170.6	2,055.5							
PORSCHE AUTOS VAR	T113	3,320.0	2,593.2		169.5	538.4		18.6	0.3				
PORSCHE CAYMAN	V213	719.0			504.6	214.3							
PORSCHE DLR ASSN	T123	5,394.1			4,492.5	901.6							
PORSCHE TRUCKS CAYENNE	T119	15,932.8	14,151.5	104.0	25.4	1,478.5		173.4					
PORSCHE TRUCKS CAYENNE LEASING	T119	716.1	100.0			616.1							
PORSCHE/DOWNTOWN/LA	V213	454.8			454.8								
PORT AUTH OF NY & NJ	V121	1,395.9				1,214.8	164.4						16.7
PORT AUTHORITY OF MA	V121	782.5				782.5							
PORT CHESTER OBDNC TRNG	V158	300.7				300.7							
PORT IMPERIAL NORTH DEV	B452	273.3				155.6	117.6						
PORT OF LOS ANGELES	V121	649.0	189.0			459.9							
PORT OF SEATTLE	B315	475.9	24.8			355.8		95.3					
PORTABLES UNLTD WIRELESS SERVICE	B223	4,423.6			4,423.6								
PORTABLES WRLS CTR STR	V329	391.6			391.6								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PORTER & CHESTER INST	G850	345.2			57.2				288.0				
PORTER-CABLE POWER SANDER	H624	303.7	303.7										
PORTFOLIO MEDIA MGT BUSINESS SVC	B129	2,251.2											2,251.2
PORTFOLIO MEDIA MGT CONSUMER SVC	B124	4,489.9											4,489.9
PORTFOLIO SMALL GIANTS BOOK	B610	677.4	677.4										
PORTFOLIO/BESTLIFE	B623	757.9	757.9										
PORTLAND DODGE	V211	409.1					409.1						
PORTLAND GENERAL ELECT	V173	351.5			145.4		56.2		149.8				
PORTLAND TRAILBLZR BSKBL	V163	1,047.0					662.4		384.6				
PORTO SOL RE DEV	B452	451.5			451.5								
PORTOFINO CONDOMINIUMS &SN SMN DEV	B452	286.0			286.0								
PORTOLA PLAZA HTL/MNTRY	T431	503.9	29.0		474.9								
PORTOLANO PDTS STORE WOMEN	V311	291.8		114.4	177.5								
PORTRAIT HOMES	B452	1,060.2			367.7		692.4						
PORTRAIT INVNTNS PHOTO ST	V152	2,323.1			2,323.1								
PORTS INTL COATS WOMEN	A120	472.5	243.8	228.7									
PORTS INTL DRESSES WOMEN	A130	1,342.2	1,113.5	228.7									
PORTS INTL RTW WOMEN	A190	5,157.1	5,157.1										
PORTUGAL INDUSTRIAL DEVELOPMENT	B840	762.2	762.2										
PORTUGAL TP	T434	693.7	640.6		10.3		42.8						
POSEYS HEARING AID CTR	V139	808.4			808.4								
POSI GRIP BP	B911	629.6	629.6										
POSITIVE CHNGS HYPNTHR PY	V139	3,051.1			2,478.4		91.9		480.8				
POSSIBILITIES FRAGRANCE WOMEN	D180	978.0	978.0										
POST APARTMENT HOMES	B452	610.8			4.6		606.2						
POST BAMM-BAMM BERRY PBL CRL	F220	1,292.3						39.5			1,252.8		
POST BLUEBERRY MORNING CEREAL	F220	4,101.5	4,101.5								2,072.4		
POST CHOCOLATE HONEYCOMB CRL	F220	2,155.6						83.0	0.1				
POST CINNAMON SHRD WHT CRL	F220	1,105.5	1,105.5										
POST COCOA PEBBLES CEREAL	F220	5,243.6						1,092.8	399.1	59.4	3,692.3		
POST CRANBERRY ALMND CRN CRL	F220	3,171.8	3,171.8										
POST FRUITY PEBBLES CEREAL	F220	7,570.8	2,290.6					274.9	3.4		4,701.9	300.0	
POST GRAPE NUTS TRL MX CRNCH	F220	2,652.5						1,156.1	515.3	49.0	932.1		
POST GREAT GRAINS CEREAL	F220	2,763.2	2,763.2										
POST HONEY BUNCHES/OATS CRL	F220	26,658.1	3,844.6	466.9				6,255.2	4,894.0	2,280.8	8,916.7		
POST HONEY NUT SHREDDED WHEAT	F220	4,766.9	4,766.9										
POST HONEYCOMB CEREAL	F220	6,017.1						306.1	0.2		5,248.8	462.0	
POST SHREDDED WHEAT CEREAL	F220	12,381.5	7,776.2					1,797.9	986.1	699.9	1,121.4		
POST ST THEATRE	V161	387.5			387.5								
POST VAR CEREAL	F220	902.0	902.0										
POST VAR SHREDDED WHEAT CRL	F220	2,776.9	2,776.4						0.5		0.0		
POST VIGNETTE	F220	715.3									715.3		
POSTAL COMMEMORATIVE SOC COINS DR	V859	462.6	462.6										
POSTAROO.COM ONLINE	B670	1,274.5							1,274.5				
POSTERSCOPE USA ADV	B651	258.0					258.0						500.4
POSTURE-D CALCIUM SUPPLEMENT	D541	520.8	20.4										
POTAMKIN AUTO MALL	V219	1,230.2			1,054.0		176.2						
POTAMKIN GM	V211	312.9			312.9								
POTAMKIN HONDA	V212	348.6			348.6								
POTAMKIN PLANET DODGE	V211	540.0			540.0								
POTAMKIN RIVERA DODGE	V211	258.8			258.8								
POTASH BROS SPRMRT FD ST	V346	468.3			468.3								
POTAWATOMI BINGO CASINO	V169	2,619.8			452.7		909.5		1,257.6				
POTAWATOMI INN	T431	1,718.6			1,718.6								
POTENCY PDTS DRUGS/TOILETRIES DR	V830	469.3							469.3				
POTENNIX ALL NAT SPLMNT DRUGS/TL DR	V830	2,267.9			2,267.9								
POTENSEX DRUGS/TOILETRIES DR	V830	1,854.5							1,854.5				
POTTERY BARN	V372	1,036.5											
POTTERY BARN KIDS STORE	V372	628.3	628.3										
POTTERY WORLD	V372	443.0			138.6				304.5				
POULSBO RV SALES	V232	1,321.2			377.7		63.3		880.2				
POWAY CHEVROLET	V211	256.5			4.6				251.9				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
POWAY HONDA	V212	564.2			564.2								
POWAY TOYOTA	V212	657.6			657.6								
POWELL VOLVO	V213	408.9			408.9								
POWER AUTO ENTERPRISES	V219	566.6							566.6				
POWER AUTOS	V219	3,987.9			3,981.1				6.8				
POWER CHEVROLET	V211	1,228.8			954.9		2.9		271.1				
POWER CHRYSLER JEEP	V211	723.0			723.0				0.0				
POWER DODGE	V211	291.1			291.1								
POWER EXPRESS MORTGAGE CONSUMER SVC	B124	7,272.3		361.2	4,719.2	2,191.8							
POWER FIN CREDIT UNION CONSUMER SVC	B124	821.2			533.0				288.3				
POWER FORD	V211	742.0			742.0								
POWER HONDA	V212	1,558.0			1,558.0								
POWER HYUNDAI AUTO	V212	334.9			334.9								
POWER LIFT FNDTN REPAIR	V171	294.0			13.2				280.8				
POWER NISSAN AUTO	V212	1,063.1			1,063.1								
POWER SCION TOYOTA	V212	601.0			601.0								
POWER TAX RELIEF CONSUMER SERVICES	B123	7,074.7							493.9	304.3	6,276.5		
POWER TOYOTA	V212	4,760.7			4,612.2				148.5				
POWERADE OPTION RTS SPORTS BEVERAGE	F450	6,895.3							6,046.8	2.5		846.0	
POWERADE RTS SPORTS BEVERAGE	F450	2,597.9	769.6		95.1	374.2	9.5	1,043.4	2.4		68.7	235.0	
POWERBAR PERFORMANCE ENERGY BAR	D543	5,075.4	5,075.4										
POWERBAR RECOVERY RTS NTRNL SHK	D543	580.5	580.5										
POWERBAR VAR NUTRITIONAL SPLMTS	D543	607.5	607.5										
POWERBLOCKTV.COM SHOP ONLINE	V290	1,088.9									1,088.9		
POWERHOUSE CHEVROLET	V211	298.5							298.5				
POWERHOUSE GYM	D800	334.2	235.1		5.1		92.2		1.8				
POWERKICK MISC DR	V859	491.5			491.5								
POWERMATIC TABLE SAW	H624	452.9	452.9										
POWEROF.ORG ONLINE	B670	4,383.8	4,383.8										
POWERPUFF GIRLS SERIES VIDEOS	H532	630.8									630.8		
POWERSHARES CAPITAL MGT FUNDS	B125	645.7	391.4			254.2							
POWERSHARES QQQ FUNDS	B125	877.2							219.2		658.0		
POWERSHOT STAPLE GUN	H624	298.7	298.7										
POWERSOX SOCKS MEN	A230	324.6	324.6										
POWERSOX SOCKS MEN & WOMEN	A230	275.8	275.8										
POWERSOX SOCKS WOMEN	A230	1,705.5	1,705.5										
POWERTEC EXERCISE EQUIP DR	V851	605.6	605.6										
PPG PROSTARS TECHNICIANS	V241	615.4	613.2						0.1	2.2			
PPL CORP CP	V173	1,405.6	213.9			1,191.8							
PPL UTILITY CORP	V173	880.0	170.8		141.4				567.9				
PRACTICE LIKE A PRO VAR VIDEOS DR	V873	250.8									250.8		
PRADA APPAREL	A990	1,552.5	1,543.6		8.9								
PRADA BEAUTY PDT'S	D190	472.6	472.6										
PRADA BRIEFCASES & RTW MEN	G120	918.3	918.3										
PRADA CLOTHING STORE MEN & WOMEN	V311	430.9			17.5	408.8	4.7						
PRADA CLOTHING STORE WOMEN	V311	769.3	769.3										
PRADA COATS MEN	A120	866.4	866.4										
PRADA EYEWEAR	D630	1,423.3	1,423.3										
PRADA FRAGRANCE WOMEN	D180	3,058.0	3,058.0										
PRADA GLOVES & HANDBAGS WOMEN	A410	1,783.9	1,576.0	207.9									
PRADA HANDBAGS & RTW WOMEN	A410	1,459.6	1,251.7	207.9									
PRADA HANDBAGS & SHOES WOMEN	A410	393.0	393.0										
PRADA HANDBAGS WOMEN	A410	5,518.0	5,310.1	207.9									
PRADA HANDBAGS WOMEN & LUGGAGE	A410	333.7	333.7										
PRADA HATS & RTW MEN	A490	513.8	513.8										
PRADA MILANO FRAGRANCE WOMEN	D180	4,287.3	3,967.1	320.2									
PRADA PARFUMS FRAGRANCE MEN	D410	4,510.8	4,510.8										
PRADA RTW MEN	A190	1,764.0	1,556.0	207.9									
PRADA RTW WOMEN	A190	2,463.2	2,255.2	207.9									
PRADA SHOES WOMEN	A310	799.9	695.9	104.0									
PRADA SUITS MEN	A130	285.2	285.2										
PRADA SUNGLASSES	A430	4,930.9	4,816.5	114.4									

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PRAIRIE BAND CASINO&RSRT	V169	890.6			762.7		109.9		18.0				
PRANG MARKERS	B723	365.4	365.4										
PRATO CLOTHING STORE MEN	V311	298.8			298.8								
PRATT & LAMBERT PAINT	H630	1,350.5							62.0		1,288.5		
PRATT & WHITNEY CP	T300	260.5	27.2	233.3									
PRATT & WHITNEY ENG MFG	V121	412.8	23.0		389.7								
PRATT INSTITUTE	G810	350.8	91.5	215.3	7.6	36.4							
PRAVADA RE DEV	B452	413.1			89.8	323.3							
PRAVADA VODKA	F734	8,505.0	4,500.9	1,078.1		2,926.1							
PRC PROPERTY MGT CO RECRUITMENT	B912	293.5			293.5								
PREBUL KIA	V212	331.5							331.5				
PRECEDENT HEALTH MEDICAL INSURANCE	B412	296.6	27.7	180.6			54.9						33.4
PRECEDENT REMIX MEDICAL INSURANCE	B412	376.0							376.0				
PRECISION CRAFT PRE-FAB BUILDINGS	H614	1,024.2			1,024.2								
PRECISION HOME BUILDERS	V171	862.1			862.1								
PRECISION SET JEWELRY	A510	544.7	544.7										
PRECISION TOYOTA	V212	402.6							402.6				
PRECISION TOYOTA/TUCSON	V211	374.8					100.5		274.3				
PRECISION TUNE AUTO CARE	V241	768.2			273.3		258.5		236.4				
PRECOR HOME FITNESS STR	V365	370.5			312.9				57.6				
PREDRAFT CLBRTY BSH/ESPN	B623	377.0	377.0										
PREEN WEED & GRASS KILLER	G714	285.5											285.5
PREEN WEED PREVENTER	G714	390.3	252.7						137.6				
PREFER ON SCAR REDUCER	D559	3,726.8							69.5	1,627.6	2,029.7		
PREFERRED CARE MEDICAL INSURANCE	B412	4,732.8			4,508.8				224.0				
PREFERRED CARE PARTNERS MDCR ADVNTG	B412	1,075.1			461.7				613.4				
PREFERRED HOTELS	T431	1,481.6	1,462.9		18.8								
PREFERRED HOTELS WORLDWIDE	T432	563.7	242.1		30.2	291.5							
PREFERRED PROPERTIES	B452	298.7			297.4		1.4						
PREGNANCY LINE PHONE SERVICE	V156	307.8							307.8				
PREGO SPAGHETTI SAUCE	F170	29,203.9	10,012.0						9,354.1	353.6	4,800.0	4,659.4	24.9
PREGO VAR SAUCE	F170	298.4											298.4
PRELIEF HEARTBURN CONTROL	D531	933.6	933.6										
PREMARIN ESTROGEN RX	D560	13,153.1	13,153.1										
PREMIER AMER CREDIT UN CONSUMER SVC	B124	1,104.4			1,104.4								
PREMIER AUTOS	V219	267.1			250.3		16.8						
PREMIER BANK CONSUMER SERVICES	B121	1,705.9			1,604.3		38.6		63.0				
PREMIER BATHROOMS CONTR	V171	20,848.3	12,909.5	4,647.1	1,072.2				1,585.8		633.7		
PREMIER BATHROOMS HOME&BLDG PDTS DR	V879	15,568.5	1,259.3	226.9	9.8				4,973.8		9,098.7		
PREMIER BATHROOMS STORE	V376	1,243.8	821.1		422.7								
PREMIER BEVERAGE RUM	F732	1,700.3					1,700.3						
PREMIER COLLECTION AUTO	V219	817.8			10.0	807.8							
PREMIER EXHIBITIONS	V164	510.2					510.2						
PREMIER FORD	V211	328.5			263.8				64.7				
PREMIER HEALTH PARTNERS	V139	566.6			286.7				279.9				
PREMIER HONDA	V212	669.4			607.8				61.6				
PREMIER HYUNDAI	V212	302.6			165.3		32.4		104.9				
PREMIER KIA OF KENNER	V212	417.3			417.3								
PREMIER NISSAN/METAIRIE	V212	1,249.0			1,249.0								
PREMIER PHYSICAL THERAPY	V139	2,598.8			2,370.4				228.4				
PREMIER POOLS&SPAS CONTR	V175	318.2			318.2								
PREMIER SERVICE BANK CONSUMER SVC	B121	341.9			341.9								
PREMIER SUBARU	V212	282.7			115.8				166.9				
PREMIER WINE STORE	V341	400.9							400.9				
PREMIUM AUTO DLR	V219	1,092.8			1,092.8								
PREMIUM NISSAN LTD	V212	659.2			659.2								
PREMIUM OUTLET MALLS	V620	1,519.6	226.6	367.3	777.8		148.0						
PREMONITION/SONY VIDEO	H532	3,065.3	397.9						1,508.5	7.9	629.8	521.2	
PREMPRO ESTROGEN RX	D560	14,065.4	14,065.4										
PRENTICE WOMENS HOSPITAL	V133	691.9							691.9				
PREPARATION H CREAM	D556	1,248.0							363.4	10.6	481.9	392.1	
PREPARATION H CREAM & MED WIPES	D556	4,437.2							1,883.3	27.1	1,688.2	838.6	

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PREPARATION H MAXIMUM STRENGTH CREAM	D556	1,538.0						627.6	9.3	595.4	305.7		
PREPARATION H PORTABLE WIPES	D556	1,126.0						540.3	3.5	330.9	251.3		
PREPARATION H VAR HEMORRHOID REMEDS	D556	795.3											795.3
PREPRINT PUBLISHING ADV	B651	6,693.7	6,693.7										
PRESBYTERIAN HLTHC SYS	V133	299.7			144.0		128.5		27.2				
PRESBYTERIAN HOSP/DALLAS	V133	293.1	64.2		228.9								
PRESBYTERIAN HOSPITAL	V133	1,248.4			31.5		575.8		641.0				
PRESCHOOL PREP CO EDUCATIONAL SUPP	B729	323.5	323.5										
PRESCRIPTIVES BEAUTY PDT'S	D190	370.0	370.0										
PRESCRIPTIVES FACIAL MAKEUP	D140	381.1	381.1										
PRESERVE AT CHINO RE DEV	B452	373.3			373.3								
PRESERVE OUR PLANET/PSA	B323	298.2								298.2			
PRESERVE/AVERY LAKES DEV	B452	761.8			732.0				29.8				
PRESERVE/BOTANY BAY DEV	B452	349.6	349.6										
PRESERVE/CRDNL CRK DEV	B452	334.4			334.4								
PRESIDENTIAL BANK CONSUMER SERVICES	B121	259.5			259.5								
PRESIDENTIAL COIN&ANTIQ COINS DR	V859	4,848.0	3,100.4	1,706.2	41.4								
PRESIDENTS CUP GOLF	V163	292.5	274.0					0.0	18.6				
PRESIDENTS FINANCIAL CO CONSUMER SVC	B129	354.4			354.4								
PRESTIGE AUDI	V213	252.8			169.3		43.7		39.8				
PRESTIGE BMW	V213	432.1			415.3	16.8							
PRESTIGE FORD	V211	587.7			259.3		14.4		313.9				
PRESTIGE FORD & PARK CITIES FORD	V211	709.1							709.1				
PRESTIGE FURNITURE STORE	V375	412.8			345.1				67.7				
PRESTIGE IMPORTS AUDI	V213	1,607.2			1,607.2								
PRESTIGE MOTORS	V219	456.7					456.7						
PRESTIGE REALTY GROUP	B451	344.1			310.3		33.7						
PRESTIGE TRAVEL	T420	310.0			280.4				29.6				
PRESTIGE VIDEO	H532	4,511.2						3,143.6	25.2	263.8	975.8	102.8	
PRESTIGE VOLKSWAGEN	V213	336.9			336.9								
PRESTO HOME OFFICE EQUIP DR	V821	2,651.5	75.7	1,090.3					3.0		1,482.5		
PRESTO INTERNET SERVICE	B670	702.5			684.0	18.5							
PRESTO SERVICE	V159	344.1	255.4			88.6							
PRESTONE ANTI-FREEZE/COOLANT	T142	956.1								584.6			371.5
PRE-TENSE NATURAL SUPPLEMENT	D543	504.3			504.3								
PREVAGE ANTI AGING NIGHT CREAM	D110	928.2	928.2										
PREVAGE EYE & PREVAGE ANT-AGNG TRTMNT	D110	558.2	558.2										
PREVAGE EYE ANTI-AGING MOISTURIZER	D110	3,092.0	3,092.0										
PREVENTION CAFE	B623	259.4	259.4										
PREVENTION FITNESS SYS VIDEO	H532	327.4	327.4										
PREVENTION HEALTH MAG	B623	1,600.8			1,600.8								
PREVENTION MAGAZINE ONLINE	B623	1,855.0	1,855.0										
PREVENTION MAGAZINE VAR VIDEOS DR	V873	1,376.1	1,376.1										
PRIA GRAIN ESSENTIALS NUTRITION BAR	D543	3,008.0	3,008.0										
PRICE CHOPPER FD ST/KS	V346	1,107.5							1,107.5				
PRICE CHOPPER FD ST/NY	V345	1,439.8							1,439.8				
PRICE CHOPPER FOOD STORE	V345	2,589.5			1,816.8		52.8		719.9				
PRICE LEBLANC TOYOTA	V212	1,110.7							1,110.7				
PRICELINE.COM TRAVEL ONLINE	T420	27,047.2	698.1		42.3	2,236.2		1,027.0	17.7	859.9	22,166.1		
PRICEWATERHOUSECOOPERS BUSINESS SVC	B123	532.3	481.0			49.7					1.6		
PRICEWATERHOUSECOOPERS CP	B123	13,573.2	1,021.5		28.1	909.6		10,739.7	5.4		868.9		
PRIDE OF NY PROMO	V154	272.0							272.0				
PRIDE VIDEO	H532	589.8						30.2	1.3	67.6	490.6		
PRILOSEC OTC HEARTBURN CONTROL	D531	93,462.0	36,815.9	4,836.1	4,027.7	461.5		25,384.5	4,486.3	3,804.4	13,254.7		390.9
PRIMAK JEWELRY	A510	843.9	843.9										
PRIMALOFT FABRIC IN APPAREL	A920	559.4	559.4										
PRIME HM IMPRVMNTS CONTR	V171	559.9			559.9								
PRIME HOME BUILDERS	V171	459.6			319.3		140.3						
PRIME OUTLETS	V620	3,212.0			768.2		1,041.2		1,402.7				
PRIMEROS 5 CA ORG	B322	1,070.8							1,070.8				
PRIMETIME TOP/STKHS MKTG	B651	1,500.8	1,500.8										
PRIMEVAL VIDEO	H532	456.3								456.3			

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PRIMIGI SHOES CHILDREN	A310	767.6	767.6										
PRIMM VALLEY RESORT&CSN	T431	865.9			753.2		108.3		4.4				
PRIMOR HOME FRNSHNG STR	V372	431.3								431.3			
PRIMOS GAME CALLS	G420	288.5	288.3						0.1				
PRINCE EDWARD ISLAND TP	T434	579.9	509.0		70.7				0.2				
PRINCE LIONHEART BEBEPOD BABY SEAT	H121	2,165.9	2,165.9										
PRINCE O3 TENNIS RACKET	G470	1,027.8	1,027.8										
PRINCE RESORTS HI	T432	675.5	634.9					37.4			3.2		
PRINCESS BRIDE VIDEO	H532	265.3									265.3		
PRINCESS CRUISES	T412	35,768.8	19,233.3		15,844.7	687.5	3.3						
PRINCIPAL FIN GROUP BUSINESS SVC	B129	4,197.7	3,165.1			282.1		13.2			737.4		
PRINCIPAL FIN GROUP CONSUMER SVC	B129	18,223.7	8,379.1		15.7	866.0	656.8	6,713.7	44.8		1,547.6		
PRINCIPAL FIN GROUP CP	B129	742.5	228.5	368.0		146.0							
PRINCIPAL FIN GROUP INS & FIN SVC	B429	3,202.5						1,614.7	34.0		1,553.9		
PRINCIPAL FIN GROUP VAR INS	B429	6,392.3						4,910.7	33.8		1,447.9		
PRINCIPAL FINANCIAL GRP FUNDS	B125	294.0				294.0							
PRINGLE DEVELOPMENT RE	B452	302.3	179.5				122.9						
PRINGLE OF SCOTLAND STR WOMEN	V311	781.0	781.0										
PRINGLES MINIS & PRINGLE SNACK STACKS	F530	1,972.1						885.5	3.1	24.7	1,058.8		
PRINGLES MINIS POTATO CRISPS	F530	7,335.2						2,381.6	34.0	2,177.3	2,742.4		
PRINGLES POTATO CRISPS	F530	1,727.3			16.0			1,601.5	6.8	84.0	19.0		
PRINGLES SELECT POTATO CRISPS	F530	14,961.2	8,145.3					5,129.8	14.2	263.9	1,407.9		
PRINGLES SNACK STACKS SNACKS	F530	1,381.3						408.7	3.5	233.7	735.4		
PRINGLES VAR CHIPS	F530	574.2						476.1	0.2		97.9		
PRIORITY AUTO ENTRPRS	V219	1,215.1			135.8				1,079.2				
PRIORITY CHEVROLET	V211	360.8			247.9				113.0				
PRIORITY CLUB RWRDS TRVL	T420	1,810.9	1,345.3			465.7							
PRIORITY HEALTH MEDICAL INSURANCE	B412	1,157.7					394.9		762.9				
PRIORITY HEALTHCARE SVC	V139	850.0					835.8		14.2				
PRIORITY HONDA	V212	258.4			74.5				183.9				
PRIORITY HYUNDAI	V212	268.9			61.5				207.5				
PRIORITY TOYOTA SCION	V212	545.0			491.6				53.4				
PRISCILLA OF BOSTON BRIDAL GOWNS W	A130	855.9	855.9										
PRISCILLA OF BOSTON DRESSWEAR WOMEN	A130	1,412.5	1,412.5										
PRISCILLA OF BOSTON STR WOMEN	V311	1,707.0	1,705.5			1.5							
PRISCO POOL STORE	V175	308.2			294.7	13.4							
PRISM CAREER INSTITUTE	G840	258.2			14.9		45.3		198.0				
PRISTINE PROPERTIES DEV	B452	351.8			351.8								
PRIVACY WEAR APPAREL	A490	1,119.4	1,119.4										
PRIVACY WEAR CLTHNG STR WOMEN	V311	600.6	600.6										
PRIVACY WEAR JACKETS WOMEN	A120	290.3	290.3										
PRIVACY WEAR RTW WOMEN	A190	760.4	760.4										
PRIVACY WEAR SHIRTS WOMEN	A141	917.9	917.9										
PRIVATE EQUITY ANALYST CONFERENCE	G820	1,481.0				1,481.0							
PRIVATE ESCAPES RE DEV	B452	1,295.3	1,295.3										
PRIVATE LABEL BY G BRIDAL GOWNS W	A130	3,051.5	3,051.5										
PRIVATE LABEL BY G FORMAL GOWNS W	A130	262.1	262.1										
PRIVATE QUARTERS CLUB	V162	290.8			149.0							141.8	
PRIZANTS CARPET WRHS	V373	464.8			23.0				441.8				
PRIZANTS FLOORZ STORE	V373	531.3							531.3				
PRO AMER WNDW&SDNG CONTR	V171	424.9			424.9								
PRO CARPET CLEANERS	V179	468.7			468.7								
PRO COMPLEX PROTEIN DRINK MIX	D543	761.9	761.9										
PRO GOLF DISC STORE	V365	974.4			724.8				247.6			2.0	
PRO PLAN DRY DOG FOOD	G611	2,218.7			85.2			429.0			1,704.5		
PRO PLUS MEDICAL DRUGS/TOILETRIES DR	V830	1,499.5	1,499.5						0.6	60.0			188.3
PROACTIV ACNE PDTs	D552	807.2	552.6		5.7								
PROACTIV DRUGS/TOILETRIES DR	V830	146,514.6	140.3		1,073.8			21,545.2	21,576.5	22,763.8	80,407.0		81.7
PROBATE PROFITS IN RE SEMINAR	G820	1,073.8											
PROBOLIC-SR DIETARY SUPPLEMENT	D542	380.1	380.1										
PROCEDE DRUGS/TOILETRIES DR	V830	3,705.9							24.1		3,681.8		
PROCIDA TILE IMPORTERS	V373	858.3			858.3								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PROCTER & GAMBLE BEAUTY&HEALTH PDT\$	D190	736.7				736.7							
PROCTER & GAMBLE CO CP	G930	8,781.2	6,256.9		67.7	168.6		1,717.6	5.2	4.3	114.6	446.3	
PROCTER & GAMBLE CO HOUSEHOLD DR	V872	1,876.8						30.0	43.8		1,803.0		
PROCTER & GAMBLE CO TV PROGRAM	G930	314.9	314.9										
PROCTER & GAMBLE CO VIGNETTE	G930	257.6									257.6		
PROCTER & GAMBLE DENTAL SUPPLIES	D219	1,466.9	1,466.9										
PROCTER & GAMBLE DRUGS & TOILETRIES	D900	996.0		996.0									
PROCTER & GAMBLE HH CLEANERS	H430	441.5					441.5						
PROCTER & GAMBLE HOME & BLDG SUPP	H900	851.1		851.1									
PROCTER & GAMBLE HOUSEHOLD SUPPLIES	H390	328.1									322.7		5.4
PROCTER & GAMBLE LAUNDRY PDT\$	H429	4,974.1	4,974.1										
PROCTER & GAMBLE LAUNDRY PDT\$/2X	H422	2,348.9							2,348.9				
PROCTER & GAMBLE MISC MERCHANDISE	G190	1,173.2		936.4	50.4		75.1				111.2		
PROCTER&GAMBLE PURE ESNT LNDRY PDT\$	H429	7,924.1							3,824.7	31.8	1,425.4	2,642.2	
PROCTOR SILEX COFFEEMAKER	H221	648.3	648.3										
PROCTOR SILEX IRON	H222	648.3	648.3										
PROCTOR SILEX TOASTER	H221	548.5	548.5										
PROCYON DRUGS/TOILETRIES DR	V830	2,443.8			2,226.4	217.4							
PRODUCERS CASINO	V169	263.5					263.5						
PRODUCERS PLAY	V161	757.0	114.7							642.2			
PRODUCING OFFICE AGENCY	V129	334.4					334.4						
PROFECTIV HAIR CARE PDT\$	D320	478.6	478.6										
PROFESSIONAL CARETAKERS	V139	542.9		533.2	9.8								
PROFESSIONAL CRTKRS SVC	V139	260.6			248.4					12.1			
PROFESSIONAL GOLFERS/CLG	G850	531.1									531.1		
PROFLOWERS FLORIST	V351	2,644.0							16.8	45.5	16.1		2,565.6
PROFLOWERS FLORIST MISC DR	V859	278.6							178.8		99.7		
PROFLOWERS.COM ONLINE	V351	2,606.2									3.1	2,603.0	
PROFRESH BREATHCARE SYS DRGS/TOIL DR	V830	252.3	245.6		6.7								
PROFUNDS FUNDS	B125	258.6	258.6										
PROGRESS ENERGY INC CP	V173	1,045.5							1,045.5				
PROGRESS ENERGY POWER CO	V173	2,578.1			1,707.9								870.2
PROGRESS ENERGY/PRFRMNG	V161	446.1			446.1								
PROGRESSIVE AUTO INS ONLINE	B422	157,105.3							29,614.8	25,154.8	23,084.8	79,250.9	
PROGRESSIVE AUTO INSURANCE	B422	92,423.1	151.9		20.8		885.1	17,645.1	22,545.4	10,303.9	35,283.0	5,587.9	
PROGRESSIVE BOAT OWNERS INSURANCE	B429	1,391.4	1,045.6						44.2	0.5		301.2	
PROGRESSIVE CORP CP	G930	554.2			348.6	205.6							
PROGRESSIVE DIRECT VAR INSURANCE	B429	1,600.6						1,600.6					
PROGRESSIVE MEDICAL CTR	V133	324.8			324.8								
PROGRESSIVE MOTORCYCLE INSURANCE	B429	11,152.7	602.9						381.9	0.4		10,167.5	
PROGRESSIVE TAX GROUP CONSUMER SVC	B123	611.3								5.0		606.4	
PROGRESSIVE THRPTCS CTR	V139	369.7			369.7								
PROGRESSIVE VAR INSURANCE	B429	8,761.3						2,407.7	106.2	891.0	1,436.8	3,041.2	878.4
PROGRESSO HEALTHY FVRTS SOUP	F210	337.9	337.9										
PROGRESSO LIGHT SOUP	F210	8,536.2	2,400.1						2,906.5	710.0	6.7	2,512.9	
PROGRESSO SOUP	F210	28,127.2	225.8						7,912.1	14,009.3	59.2	5,920.9	
PROHEALTH CARE ASSOC	V133	822.5			11.0		85.0			726.5			
PROJECT HMTWN CTZNS CMT	B329	335.2								335.2			
PROJECT HOMETOWN ORG	B329	268.4											268.4
PROJECT POLLUTION PRVNTN	V121	270.8			270.8								
PROJECT SAFE NGHBRHD/PSA	B323	322.3								318.0		4.3	
PROJECTCALC CALCULATORS	B719	569.9	569.9										
PROJEKT RVLTN 07/VAR SPN	V161	283.6								99.1		184.5	
PROLIFE ACROSS AMERICA	B329	432.2					432.2						
PRO-LINE BOATS	G430	514.1	477.0		28.4					8.7			
PROLONG ENGINE TREATMENT	T142	904.9	904.9										
PROMAX ENERGY BAR	D543	1,679.5	1,679.5										
PRO-MEDICA	V133	265.6						265.6					
PROMENADA/RAINBOW DEV	B452	466.0	426.5		16.5		23.0						
PROMENADE PICTURES TEN CMNDMNTS ANMT	B660	866.5								30.0		662.5	174.0
PROMENSIL ESTROGEN SUPPLEMENT	D541	898.4	898.4										
PROMISE ACTIV SPREAD	F120	5,203.0	4,878.1	324.9									

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PROMISE ACTIV SPRSHTS RTS FRT&YGRT	F311	30,284.6	12,149.9	2,585.0				11,817.4	110.5	329.8	3,292.0		
PROMISE BUTTERY SPREAD	F120	12,210.2	11,175.5	1,034.7									
PROMISE HEART COACH PRGR	D800	483.9	311.7	172.2									
PRO-NOS NUTRITIONAL DRINK MIX	D543	670.4	670.4										
PRONOVIAS BRIDAL GOWNS WOMEN	A130	3,509.7	3,509.7										
PROPANE EDUC&RSRCH CNCL	V174	2,916.5	2,179.0				1.5		0.2	40.8	0.0	695.0	
PROPANE GAS ADV	V174	6,132.0							1,276.1	194.5	4,661.4		
PROPECIA HAIR LOSS RX	D560	1,514.9	164.2		1,350.7								
PROPEL FITNESS FLAVORED BOTTLED WTR	F460	69,469.9	8,963.6					37,178.4	570.6	14,766.2	7,759.9		231.2
PROSACEA FACIAL GEL &THR DNT ORL RNS	D110	262.1		262.1									
PROSCIUTTO DI PARMA CHEESE & HAM	F312	267.5	267.5										
PROSHARES FUNDS	B125	1,993.3	1,027.8			965.5							
PROSTALEX PLUS DRUGS/TOILETRIES DR	V830	4,955.4		33.5	4,921.9								
PROSTATE CANCER FNDTN	B329	1,418.8	671.7		41.6	106.4			160.9		438.1		
PROSTHODONTICS INTRMDC	V133	713.3	713.3										
PROTANDIM DIETARY SUPPLEMENT	D543	496.4	496.4										
PROTECT OUR CHILDREN/PSA	B323	1,408.4							1,408.4				
PROTECTING AMERICA ORG	B329	365.2			325.2	40.1							
PROTECTOR MOVIE VIDEO	H532	1,068.7						531.1	1.5	171.4	364.7		
PROTIVITI CONSULTING SVC	B930	521.2				521.2							
PROTOXIN RX	D560	9,112.3	212.3		368.9							6,325.7	2,205.5
PRO-TRIM HOME & BUILDING PDTS DR	V879	1,095.7	1,095.7										
PROVEN WINNERS NURSERY STOCK	G712	1,456.1	1,241.2						0.5	120.0	94.4		
PROVENA MERCY CENTER	V133	1,413.0			1,300.8		112.3						
PROVENA MERCY HOSPITAL	V133	279.5					279.5						
PROVENA ST JSPH MED CTR	V133	358.3			358.3								
PROVIDENCE AREA VOLVO DA	T123	416.0			416.0								
PROVIDENCE COMMUNITY DEV	B452	453.5			8.2				445.4				
PROVIDENCE HEALTH SYSTEM	V133	840.2			101.9		525.1			213.2			
PROVIDENCE HLY CRS MED	V133	272.0			138.9					133.1			
PROVIDENCE HOSPITAL	V133	370.8			48.0		252.7			70.1			
PROVIDENCE RE DEV	B452	539.7	25.8		129.3		359.0			25.7			
PROVIDENT BANK CONSUMER SERVICES	B121	4,578.4			4,182.6	18.9	263.4			113.5			
PROVIDENT CREDIT UNION CONSUMER SVC	B124	1,964.8			1,964.8								
PROVIDENT JEWELRY STORE	V314	265.3			155.5		52.5			57.3			
PROVINCE RE DEV	B452	443.8			404.7					39.1			
PROVOCATIVE WOMAN FRAGRANCE WOMEN	D180	2,075.9	200.4					522.4	8.3	681.5	663.4		
PRUDENT BEAR FUNDS	B125	616.3	616.3										
PRUDENTIAL PUBLISHING CO RECRUITMENT	B912	295.9			295.9								
PRUDENTIAL ALLIANCE RLTR	B451	517.1			517.1								
PRUDENTIAL AMER HRTG RE	B451	1,052.3			1,052.3								
PRUDENTIAL CA REALTY	B451	15,668.4	27.2		15,613.8		27.5						
PRUDENTIAL CA REALTY & JOHN AR RLTY	B451	2,004.2			2,004.2								
PRUDENTIAL CAROLINAS RE	B451	851.1			850.7		0.4						
PRUDENTIAL CARRUTHERS RE	B451	324.8			324.8								
PRUDENTIAL CARRUTHERS RE &PCR HM SVC	B451	456.8			456.8								
PRUDENTIAL CENTER	V166	359.4			324.7		34.8						
PRUDENTIAL CLNS-MRY RLTR	B451	341.6			341.6								
PRUDENTIAL CT REALTY	B451	2,111.1			2,073.9	37.2							
PRUDENTIAL DECKER REALTY	B451	785.3			785.3								
PRUDENTIAL DOUGLAS/RLTY	B451	4,739.4		176.1	3,449.6	1,104.8	9.0						
PRUDENTIAL FIN SVC CORP CP	G930	283.0	265.5								17.5		
PRUDENTIAL FINANCIAL CONSUMER SVC	B129	35,884.8	11,666.5			423.4	943.2	18,845.2	673.1	636.6	638.1	2,058.8	
PRUDENTIAL FINANCIAL LIFE INSURANCE	B411	2,361.5	2,242.8					110.1	2.1			6.4	
PRUDENTIAL FINANCIAL ONLINE	B129	254.2				254.2							
PRUDENTIAL FIRST REALTY	B451	257.7			256.0				1.7				
PRUDENTIAL FL WCI REALTY	B451	1,252.9			1,230.8		22.1						
PRUDENTIAL FOX&ROACH RE	B451	8,371.6			8,318.5	53.1							
PRUDENTIAL GARY GRN RLTR	B451	379.7			379.7								
PRUDENTIAL INVESTMENTS FUNDS	B125	286.5	27.1			259.4							
PRUDENTIAL NJ REALTY	B451	502.8			502.8								
PRUDENTIAL PRFRD PRPT RE	B451	1,538.8			1,537.3		1.5						

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PRUDENTIAL PRFRD RLTRS	B451	1,155.2			1,155.2								
PRUDENTIAL RAND REALTY	B451	688.3			344.7	343.6							
PRUDENTIAL REAL ESTATE	B451	1,494.6	999.0		13.7		481.9						
PRUDENTIAL REALTY GROUP	B451	945.9			728.6	1.9	38.7		174.9		1.8		
PRUDENTIAL RETIREMENT INSURANCE	B429	1,183.6	652.7			530.9							
PRUDENTIAL TX PRPRTS RE	B451	543.3			543.3								
PRUDENTIAL VAR INSURANCE	B429	747.9	91.8		9.8		506.2					119.3	20.8
PRUDENTIAL ZACK REALTORS	B451	292.7			292.7								
PRUDENTIAL.COM ONLINE	B129	10,617.5						9,183.7	34.6		1,399.2		
PS DIRECT ADV SERVICE	B651	1,018.9	1,018.9										
PS FAMILY HEALTHCARE CTR	V133	1,127.8			1,127.8								
PS FAMILY HEALTHCARE INSURANCE DR	V829	3,644.2	2,825.5	367.8	9.0				7.6	419.1	15.2		
PS HONDA	V212	466.3			466.3								
PS1 CONTEMPORARY ART CTR	V352	287.4	287.4										
PSE&G UTILITIES	V173	3,199.7	258.6		2,193.6		747.5						
PSEG PUBLIC SVC ENTRPRS CP	G930	608.7	504.3		104.4								
PSORINOL 3 DRUGS/TOILETRIES DR	V830	374.1			374.1								
PSYCHIC SOURCE PHONE SERVICE	V156	1,020.4	47.0						152.5	701.2	114.6	5.1	
PTA PARENT TEACHERS/PSA	B323	613.5						13.6	523.5		76.4		
PTK ORIENTAL RUG CENTER	V373	360.8			300.1	4.2			56.5				
PUBLIC AUCTION SALE	V122	1,280.7			105.0				1,160.6		15.0		
PUBLIC AUTO AUCTION	V219	562.5			554.6				7.9				
PUBLIC LIBRARY/PSA	B323	330.4							330.4				
PUBLIC NOTICE	B329	3,140.6			3,023.2	117.4							
PUBLIC SCHOOLS/PSA	B323	914.1							914.1				
PUBLIC STORAGE RNTL SPC	V179	25,770.6			3.9			6.8	9.5	23,819.8		1,537.4	393.2
PUBLIC SVC ELECT&GAS CO CP	V173	979.6			979.6								
PUBLIC THEATER	V161	453.9	451.7						2.2				
PUBLIC THEATER EVENT	V161	341.0	7.0			312.2	21.7						
PUBLIC UTILITIES CMSN	B315	1,071.6					328.1		28.0				715.5
PUBLIC UTLY CMSSN/PSA	B323	569.8							569.8				
PUBLISHERS CLEARING HS	B623	8,787.9						3,416.9	190.6	3,617.6	1,562.8		
PUBLIX GREENWISE MARKET	V345	1,031.1	924.0		107.1								
PUBLIX SUPERMARKETS	V345	56,438.9	3,903.7		18,501.9		1,821.7		31,960.3				251.3
PUBLIX SUPERMARKETS CP	V345	918.1	106.9		811.2								
PUBLIX SUPERMARKETS VIGNETTE	V345	269.6							269.6				
PUCCI INTL FURNITURE STR	V375	379.5	379.5										
PUEBLA MEXICO TP	T434	358.4	190.7		149.5				18.2				
PUEBLO BONITO HTLS&RSRT MEXICO	T432	1,390.8	1,364.6		26.3								
PUENTE HILLS AUTO &RANCHO MRD CHEV	V219	343.6			343.6								
PUENTE HILLS AUTO PLAZA	V219	307.9							307.9				
PUENTE HILLS AUTOS	V219	1,440.6			1,440.6								
PUENTE HILLS AUTOS &RANCH VLY CHEV	V219	628.1			628.1								
PUENTE HILLS CHEVROLET	V211	1,350.4			130.8				1,219.6				
PUENTE HILLS FORD	V211	1,716.5			93.4		78.0		1,545.2				
PUENTE HILLS MAZDA	V212	1,524.2			1,524.2								
PUENTE HILLS TOYOTA	V212	2,665.3			2,663.8				1.5				
PUERTO RICAN RUMS	F732	2,706.6	2,603.4				53.5			49.6			
PUERTO RICO INDUSTRIAL DEVELOPMENT	B840	1,504.7	1,504.7										
PUERTO RICO TOURISM INV CONFERENCE	G820	309.2			32.5	276.7							
PUERTO RICO TP	T434	14,223.6	9,487.9		86.6	137.3		223.0	2.9		4,285.9		53.9
PUERTO VALLARTA MEXICO TP	T434	2,055.0	1,879.2	114.4	7.5								
PUETZ GOLF SUPERSTORE	V365	259.4			259.4								
PUFFS PLUS FACIAL TISSUE	H332	17,335.9	1,020.5						9,260.2	976.4	2,464.4	3,614.5	
PUFFS ULTRA SOFT FACIAL TISSUE	H332	3,517.4	3,517.4										
PUGET SOUND ENERGY SVC	V173	397.1			397.1								
PUGET SOUND VOLVO DA	T123	1,048.9			1,048.9								
PUGI AUTO DLR	V219	952.3			952.3								
PULASKI & MIDDLEMAN ATTY	V151	1,100.7							884.2		216.4		
PULASKI BANK CONSUMER SERVICES	B121	874.8			550.0					324.8			
PULASKI MORTGAGE CONSUMER SERVICES	B124	328.3			303.9		24.4						
PULL-A-PART AUTO PARTS	V380	624.9						342.1	247.4				35.4

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PULL-UPS COOL ALERT DISPOSABLE PANTS	D270	5,643.6	1,171.8					1,537.7	71.0	17.6	2,845.5		
PULL-UPS DISPOSABLE PANTS	D270	9,142.3	5,199.3					1,305.8	162.2	4.4	2,470.6		
PULL-UPS NIGHT-TIME DISPOSABLE PANTS	D270	1,004.6	1,004.6										
PULMICORT RESPULES ASTHMA RX	D560	19,253.2	19,253.2										
PULSAR WATCHES	A520	2,587.2	2,580.2		4.9				2.1				
PULSTAR PULSE PLUGS	T144	987.5	852.4		135.2								
PULTE HOME REAL ESTATE	B452	6,287.4			4,949.8	94.1	981.3		55.2			207.0	
PULTE HOMES	B452	1,260.0	35.8		506.5		375.6		150.4				191.7
PULTE HOMES CORP BLDRS	V171	8,599.5			226.4	2.2	7,363.3		417.8			287.0	302.7
PUMA APPAREL	A990	1,303.7	1,303.7										
PUMA ATHLETICWEAR&SNKRS M&W	A141	348.7	348.7										
PUMA CELL ARANE SNEAKERS MEN & WOMEN	A321	1,223.2	1,223.2										
PUMA FOOTWEAR & SPORTSWEAR W	A390	641.5	641.5										
PUMA FRENCH 77 HATS & RTW WOMEN	A490	537.7	537.7										
PUMA FRENCH 77 RTW MEN	A190	328.3	328.3										
PUMA MAGNETIST SNEAKERS MEN & WOMEN	A321	255.8	255.8										
PUMA SHOE STORE MEN	V313	268.2	268.2										
PUMA SHOE STORE MEN & WOMEN	V313	956.3	956.3										
PUMA SNEAKERS & SPORTSWEAR M	A321	900.4	899.4						1.1				
PUMA SNEAKERS MEN & WOMEN	A321	1,034.8	819.0								181.5		34.3
PUMA SNEAKERS WOMEN	A321	835.3	835.3										
PUMA SNEAKERS&SPORTSWEAR M&W	A321	1,484.2	558.7				510.5				415.0		
PUMA STORE ONLINE	V319	957.0	957.0										
PUMA T-SHIRTS MEN	A141	469.2	469.2										
PUNCH CIGARS	G220	763.8	673.8		0.4								89.6
PUNCH VAR SOFTWARE DR	V821	1,078.2							145.8	122.6	809.8		
PUNDMANN FORD	V211	445.0			309.3				135.7				
PUNTA MITA GOLF/RE DEV	B452	325.1	325.1										
PUNTACANA RESORT & CLUB	T431	392.7			312.6	80.1							
PUR FLAVOR OPTIONS WATER FILTER SYS	H621	9,544.0						294.6	20.1	652.0	8,577.3		
PUR WATER FILTER SYS &PUR FLVR OPTNS	H621	9,532.1	7,768.2	316.5	266.2				2.5		1,178.7		
PUR WATER FILTER SYSTEM	H621	16,204.9	3,361.8		410.9			1,556.5	20.4	918.0	9,937.3		
PURANOL DRUGS/TOILETRIES DR	V830	6,938.0	4,573.6	2,187.6	124.8	52.0							
PURCELL CHEVROLET	V211	1,517.1			1,517.1								
PURCELL MURRAY APPL STR	V371	735.2	282.3	294.5	158.4								
PURCELL TIRE & RUBBER CO	V241	412.4			412.4								
PURDUE UNIVERSITY	G810	399.9			114.1		40.7	0.0	133.3		111.8		
PURE BRAZIL COTTON FABRIC IN APPAREL	A920	462.8	462.8										
PURE CITRUS AIR FRESHENER	H353	337.6	337.6										
PURE FITNESS CENTER	D800	492.3			94.5		19.5		378.3				
PURE MED SPA	V139	462.7			462.7								
PURE PROTEIN NUTRITIONAL SHAKE	D543	405.3	405.3										
PURE PROTEIN PROTEIN BAR	D543	3,022.8	3,022.8										
PURE ROMANCE PARTIES	V159	1,440.6			0.8			1,425.8				14.0	
PURE SILK SHAVE CREAM	D430	548.8						0.0	8.5	397.7	142.6		
PURE SILK SHAVE CREAM WOMEN	D250	550.7	550.7										
PURE WEIGHT LOSS CENTER	D800	10,271.5	1,093.4	187.1	3.1			7,982.0	201.0	647.6		157.3	
PURE WHITE LINEN FRAGRANCE WOMEN	D180	4,015.8	3,754.7	228.7					32.4				
PURELL ANTIBACTERIAL HAND SNTZR	D290	4,459.2	703.0					1,717.4	1.3		304.5	1,732.9	
PUREX ULTRA LIQUID LAUNDRY DETERGENT	H422	1,268.4	1,268.4										
PUR-HOODIA PLUS DRUGS/TOILETRIES DR	V830	7,705.6	5,304.7	2,241.2	39.9	119.9							
PURINA BENEFUL DRY DOG FOOD	G611	26,075.4	3,520.5					10,574.9	1,127.9	2,667.9	8,184.1		
PURINA BENEFUL PREPARED MEALS	G611	5,059.8							4,993.6	66.2			
PURINA CAT CHOW &KITTEH CHOW CAT FD	G612	3,668.6	3,668.6										
PURINA CAT CHOW COMPLETE DRY CAT FD	G612	250.5						0.0	7.5	240.6	2.4		
PURINA CAT CHOW NAT DRY CAT FOOD	G612	15,513.2	6,866.8					4,982.5	106.4	900.5	2,657.0		
PURINA CAT CHOW VAR DRY CAT FOOD	G612	4,712.4	829.5					1,573.4	459.5	670.7	1,179.3		
PURINA DOG CHOW &PUPPY CHW DRY DG FD	G611	17,973.1						10,876.5	326.5	650.8	6,119.3		
PURINA DOG CHOW DRY DOG FOOD	G611	3,276.3						1,735.0	26.5	337.8	1,176.9		
PURINA KITTEN CHOW DRY KITTEN FOOD	G612	1,516.4						836.2	27.2	185.1	467.9		
PURINA ONE DRY CAT & DOG FOOD	G613	671.3										671.3	
PURINA ONE DRY CAT FOOD	G612	506.9							2.2		504.7		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PURINA ONE DRY DOG FOOD	G611	534.8						0.0			505.9		28.8
PURINA PETCENTRIC ONLINE	B670	400.6	66.9					326.0			7.8		
PURINA VAR DRY DOG & PUPPY FOOD	G613	640.8											640.8
PURITAN FURNITURE STORE	V375	1,582.0			1,168.3				413.7				
PURITANS PRIDE INC DRUGS/TOIL DR	V830	2,734.8		285.1					95.8	28.8	2,325.1		
PUROLATOR OIL FILTER	T144	565.9	213.9								352.0		
PURPLE HEART ORG	B322	1,055.6			857.2		148.5						50.0
PURPOSE MONEY MASTERCARD CREDIT CARD	B111	3,104.1							1,073.0	450.0	1,561.2	20.0	
PURSUIT BOATS	G430	567.9	567.9										
PURSUIT OF HAPPYNESS VIDEO	H532	9,042.1	650.1	485.4				5,329.2	105.4	924.8	1,299.7	52.5	195.0
PUSH POPS CANDY	F510	673.0									673.0		
PUSH UP PRO EXERCISE EQUIP DR	V851	1,216.6							20.7	323.6	872.3		
PUTNAM AUTO DLR	V219	2,028.7			2,028.7								
PUTNAM BERKLEY GROUP VAR BOOKS	B610	288.2	288.2										
PUTNAM FUNDS	B125	3,152.3	649.6			2,502.7							
PUTNAM INVESTMENTS CONSUMER SERVICES	B122	290.8	95.8		61.8	133.3							
PUTNAM INVESTMENTS FUNDS	B125	258.0	138.9			119.2							
PUTNAM INVESTMENTS INC CP	B122	381.4	262.2			119.2							
PUTNAM MAZDA	V212	791.9			791.9								
PUYALLUP FAIR	V162	361.9			176.0		60.8		125.1				
PYRAT RUM	F732	388.5	388.5										
PYREX OVENWARE	H231	2,427.8	2,427.8										
PYREX TEARDROP BOWL	H232	1,387.2	1,387.2										
PZI JEANS WOMEN	A142	261.0	261.0										
Q HORSE POWER SYNTHETIC MOTOR OIL	T212	2,814.0	431.8					70.0	4.3		2,307.9		
Q MOTOR OIL	T212	695.8	55.6					342.0	26.0		272.2		
Q TORQUE POWER SYNTHETIC MOTOR OIL	T212	8,347.6	500.6					6,382.0	15.4		1,449.6		
QA1 MOTORSPORTS AUTOMOTIVE DR	V880	551.6	551.6										
QANTAS AIRLINES INTL	T414	3,413.0	36.1	207.5	920.2	617.0	237.6		201.0				1,193.7
QATAR AIRWAYS INTL	T414	2,360.3	506.3		342.5	1,159.9	262.0						89.7
QATAR ECONOMIC DEVELOPMENT	B840	1,741.6	1,741.6										
QATAR FINANCIAL CENTRE IND DEV	B840	750.2	568.1			181.7					0.3		
QATAR INDUSTRIAL DEVELOPMENT	B840	938.7	938.7										
QDIWIRELESS.COM ONLINE	B223	368.0			368.0								
QDOBA MEXICAN GRILL	G320	1,206.5			46.2		180.5		979.8				
QFC QUALITY FOOD CENTER	V345	1,365.4	43.8		1,256.0				65.6				
QGIRLS TEXT MESSAGING	B229	862.6							0.2	9.9	852.5		
Q-RAY IONIZED BRACELET JEWELRY DR	V810	326.5							4.8	82.8	238.9		
QTONES PHONE CUSTOMIZATION SVC	B229	301.4							33.0		268.5		
QUA BATHS & SPA	V131	553.7	553.7										
QUAD CITIES SUZUKI	V212	416.8				6.3		410.5					
QUADRANT HOME BLDR&DEV	B452	1,086.9				298.1		788.8					
QUADRANT HOMES	B452	275.7			241.0		34.7						
QUADRIS RICE FUNGICIDE	G724	367.4											367.4
QUAKER BREAKFAST COOKIE	F590	6,546.8	6,546.8										
QUAKER CAPN CRNCH CHC CRNCH CRL	F220	2,024.3						650.7			1,373.6		
QUAKER CAPN CRNCH CRNCHBRRS CRL	F220	1,194.8						518.1	0.1		676.6		
QUAKER CAPN CRNCH PNT BTR CRNCH	F220	1,943.8						505.1	0.1		1,438.7		
QUAKER CHEWY GRANOLA BARS	F590	6,678.2	154.8						12.9	825.3	5,685.2		
QUAKER CINNAMON LIFE CEREAL	F220	5,057.8	412.2					2,408.7	2.3	404.7	1,829.8		
QUAKER GRANOLA BITES SNACKS	F590	13,379.3	6,159.1					3,705.8	152.5	639.0	2,723.0		
QUAKER INST&OLD FASHND OATS CRL	F220	1,843.7	1,612.7	231.0									
QUAKER INSTANT OATMEAL	F220	20,455.9	6,596.4	494.9				8,831.8	31.2	943.7	3,557.8		
QUAKER LIFE CEREAL	F220	1,727.6	836.4					745.4	0.2		145.7		
QUAKER LIFE CHOC OAT CRUNCH CRL	F220	11,939.8	3,573.7					5,676.6	5.7	771.8	1,912.0		
QUAKER MINI DELIGHTS MLT-GRN RC CKS	F530	8,483.5	5,679.4								2,804.1		
QUAKER MUFFIN BARS	F590	9,121.5	1,064.0					4,707.9	106.1	291.0	2,952.5		
QUAKER MULTIGRAIN SNACKS	F343	1,101.4	1,101.4										
QUAKER OATMEAL & OATS	F220	281.2	242.4		38.9								
QUAKER OATMEAL CRUNCH CEREAL	F220	3,473.6	2,938.5	535.1									
QUAKER OATMEAL TO GO CEREAL BARS	F590	3,229.2			10.1			2,151.3	18.8	415.9	633.2		
QUAKER OATMEAL/GO BAR & VAR OATMEAL	F590	7,741.3	6,775.5	965.9	0.0								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
QUAKER OATS CO CP	F900	1,243.6	1,243.6										
QUAKER ORIGINAL & INSTANT CRL	F220	2,661.2						1,224.3	1.1	46.5	1,343.8		45.5
QUAKER ORIGINAL OATS CEREAL	F220	5,311.1						2,827.4	10.5	641.7	1,831.5		
QUAKER QUAKES & QUAKER RICE CAKES	F530	1,196.0	583.5								612.5		
QUAKER QUAKES RICE SNACKS	F530	5,943.3	3,610.4						0.0		2,332.9		
QUAKER QUAKES SNACKS	F530	1,848.8	1,848.8										
QUAKER SIMPLE HARVEST HOT CRL	F220	12,028.3	3,302.8					5,332.8	4.3	375.0	3,013.4		
QUAKER STATE PK PRFRMNC MOTOR OIL	T212	836.6							836.6				
QUAKER SWEET&SALTY CRNCH SNACK BAR	F590	7,323.2	7,323.2										
QUAKER VAR CEREAL	F220	2,555.7	2,314.7	232.1	8.9								
QUAKER VAR FOOD PDT'S	F900	726.9	228.9		498.0								
QUAKER VAR OATMEALS	F220	7,371.7						5,152.5	3.7	324.2	1,891.3		
QUAKER WEIGHT CONTROL INST OATMEAL	F220	11,162.8	5,972.7					3,676.4	17.0	253.5	1,243.2		
QUALIFIED GAS CONTR ASSN	V174	270.5			270.5								
QUALIFIED HEALTH CARE MEDICAL INS	B412	618.6		615.3									3.3
QUALIFIED HEALTH INSURANCE DR	V829	520.2							439.0		81.2		
QUALITY BREEZE AC	V174	552.7			525.7		27.0						
QUALITY CARE PARTS & SERVICE	T144	9,431.8							920.5				8,511.4
QUALITY HEALTH PLANS MED&DENTAL INS	B412	1,027.3			1,021.3		6.0						
QUALITY HEATING & AC	V174	623.8			623.8								
QUALITY HM MAINT AC CNTR	V174	489.8			489.8								
QUALITY HOMES/ROCHSTR CO	V171	513.1							513.1				
QUALITY HYUNDAI	V212	422.6			392.2				30.4				
QUALITY INNS	T431	2,586.6	536.1			128.0	1,922.5						
QUALITY METAL ROOF CO ROOFING	H611	272.4							272.4				
QUALITY OAK BAY MRN RSRT CANADA	T432	326.0			326.0								
QUALITY PLUS FORD DA	T121	3,660.2			3,530.3		129.8						
QUALITY PONTIAC	V211	443.9			443.9								
QUALITY PRE-OWNED CRS&TR	V219	320.1							320.1				
QUALITY RENTALS	V153	287.0							244.2				42.9
QUALITY SUZUKI	V212	1,300.9			33.0				1,267.8				
QUALITY TUNE-UP	V241	734.0			734.0								
QUALITY WINDOWS & DOORS	V171	378.8			378.8								
QUE PASA/PSA	B323	951.9							951.9				
QUEBEC CANADA TP	T434	4,371.8	2,048.7		1,244.8	795.0		160.0	72.1		51.3		
QUEEN CITY AUDIO VD&APPL	V361	3,192.5			2,646.9				545.6				
QUEEN MOVIE VIDEO	H532	3,877.1	259.7					2,147.0	44.2	169.6	1,256.7		
QUEENS COUNTY BANK & ROSLYN SVNGS BNK	B121	673.3			673.3								
QUEENS GAP RE DEV	B452	541.5	368.2		3.2		170.2						
QUEENS MEDICAL CENTER	V133	269.5							269.5				
QUEENSLAND AUSTRALIA INDUSTRIAL DEV	B840	464.4	464.4										
QUEST CHATLINE PHONE SERVICE	V156	13,256.0							12,716.3	539.7			
QUEST DIAGNOSTICS INC CP	V133	757.1			586.8	170.3							
QUEST DIAGNOSTICS LAB	V159	3,117.3			1,523.0	229.8							1,364.5
QUEST DIAGNOSTICS/TSTNG	V133	372.1			372.1								
QUEST SUB-ZERO SYNTHETIC A/C BOOSTER	T142	259.2	71.0							40.0	148.2		
QUEST/CUP GAME CONTEST	V169	302.7	302.7										
QUESTAR NATURAL GAS CO	V173	462.3	21.8		10.7		44.1		385.8				
QUICK DRY GARMENT DRYING STATION	H390	285.0	285.0										
QUICK LANE AUTO SERVICE	V241	615.4			614.5				0.9				
QUICK LOAN FUNDING CO CONSUMER SVC	B124	282.3					282.3						
QUICK SHINE FLOOR CLEANER	H441	1,124.0							915.4		208.7		
QUICK WEIGHT LOSS CENTER	D800	1,956.8			1,505.5				451.3				
QUICKCHEK FOOD STORES	V345	870.2			6.0		864.2						
QUICKCLICKLOANS.COM ONLINE	B129	476.0							476.0				
QUICKEN LOANS ARENA	V166	499.0			484.0		15.0						
QUICKEN LOANS CONSUMER SERVICES	B124	40,438.6			1,164.5			1,548.9	1,543.5	10,798.1	20,400.7	4,951.0	31.9
QUICKHEALTH MEDICAL SVC	V139	300.7					2.6						298.1
QUICKLIFT COSMETIC PRCDR	V133	628.6	23.2						605.5				
QUICK-STEP LAMINATE FLOORING	H132	3,393.5	3,182.7		1.0				11.3			198.4	
QUIK-BRITE HOUSEHOLD DR	V872	1,861.5						677.6	240.4		943.5		
QUIKRETE CONCRETE MIXES	H619	1,467.9	661.0				74.7		18.1	28.0	686.1		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
QUIKRETE WALK MAKER	H629	541.9	541.9										
QUIKSILVER RTW MEN	A190	579.5	579.5										
QUIKSILVER SHIRTS & SHORTS MEN	A141	977.3	977.3										
QUIKSILVER SHIRTS MEN	A141	546.4	546.4										
QUIKSILVER SHORTS MEN	A141	341.7	341.7										
QUIKTRIP CONVENIENCE STR	V345	3,069.9					1,514.5		300.2		4.5		1,250.7
QUIL CEDA CREEK/CLUB&CSN	V167	293.9			95.6		198.4						
QUILT CORN FUNGICIDE	G724	369.9							0.0				369.9
QUILTED NORTHERN &QLTD/ULTR BTHRM TS	H333	7,983.8	7,983.8										
QUILTED NORTHERN BATHROOM TISSUE	H333	13,120.6	780.7						8,308.4	17.9	770.1	3,239.7	3.7
QUILTED NORTHERN ULTRA BATHROOM TISS	H333	2,373.0	465.5						573.6	3.2	242.9	1,079.9	8.0
QUINNAULT BEACH RSRT&CSN	T431	526.2			481.8		9.4			35.0			
QUINNIPAC UNIVERSITY	G810	1,334.6	668.6		89.6	576.3							
QUINTESS DESTINATION CLB	B452	632.3	632.3										
QUINTEX WIRELESS SERVICE	B223	579.5			579.5								
QUIRK AUTOS	V219	10,235.6			10,235.6								
QUIRK CHEVROLET	V211	1,403.3			1,319.4					84.0			
QUIRK FORD	V211	1,302.0			1,299.9					2.1			
QUIRK KIA	V212	1,453.9			1,453.9								
QUIRK MAZDA	V212	1,483.8			1,483.8								
QUIRK NISSAN	V212	1,217.6			1,217.6								
QUIRK VOLKSWAGEN	V213	1,303.6			1,303.6								
QUIROZAGUA SPA & SALON	V131	370.8							370.8				
QUIT ASSIST INFO RSRC	V159	1,359.3	1,359.3										
QUIT NOW ORG	B329	919.9							919.6		0.3		
QUIT SMOKING/PSA	B323	2,640.1							121.9	2,490.9		27.2	
QUITLINE IA ORG	B329	281.7								281.7			
QUITPLAN COUNSELING SVC	V159	342.3								342.3			
QUIXX AUTOMOTIVE DR	V880	962.6	587.7						0.0	89.8	262.1		23.0
QUIZNOS BUS OWNERSHIP SEMINAR	G820	272.1			272.1								
QUIZNOS CLASSIC SUBS	G320	79,372.7			242.1	17.7	232.4	28,068.0	8,978.9	6,794.2	34,122.5		917.0
QUIZNOS CLASSIC SUBS BP	B911	1,818.9			1,807.3	10.2	1.5						
QUIZNOS/BUS OWNRSHP SMNR ONLINE	G820	782.4			782.4								
QUORUM PRODUCTIONS TV PROGRAM	B641	452.9	452.9										
QVC DRUGS/TOILETRIES DR	V830	870.9	870.9										
QVC HOME SHOPPING NTWRK	B642	16,531.2	13,604.0		968.7		10.6	1,097.9	5.0		845.0		
QVC STORE ONLINE	V359	1,041.8	1,041.8										
QWEST COMM CABLE CO	B241	777.9			757.0		20.9						
QWEST COMM LONG DISTANCE RESIDENTIAL	B221	362.7			362.7								
QWEST COMMUNICATIONS BUNDLE PDTs	B250	12,489.1			9,757.7					2,608.3			123.1
QWEST COMMUNICATIONS BUSINESS	B222	7,949.3	1,542.3		506.9					5,900.1			
QWEST COMMUNICATIONS BUSINESS & RES	B222	2,910.6					2,910.6						
QWEST COMMUNICATIONS CP	B260	2,010.2	1,223.2		127.7					654.3			5.0
QWEST COMMUNICATIONS ISP/PHN/TV/WRLS	B250	1,940.4			1.4					1,939.0			
QWEST COMMUNICATIONS ISP/PHONE	B250	767.4								767.4			
QWEST COMMUNICATIONS ISP/PHONE/TV	B250	11,674.9			48.0					11,565.4			61.6
QWEST COMMUNICATIONS ISP/PHONE/WRLS	B250	859.9								859.9			
QWEST COMMUNICATIONS LOC&LONG DIST	B222	604.8								604.8			
QWEST COMMUNICATIONS PHONE/WIRELESS	B250	501.0								501.0			
QWEST COMMUNICATIONS RESIDENTIAL	B222	956.0								153.2			802.8
QWEST COMMUNICATIONS WIRELESS SVC	B223	1,821.7			1,117.9		701.7			2.2			
QWEST DEX YELLOW PAGES	B232	5,717.5			21.7		319.7			5,376.1			
QWEST ISP	B225	22,164.3			2,595.5					19,519.2			49.6
QWEST NETWORKING SYSTEMS	B233	2,228.1	2,228.1										
QWEST ONFLX INTRGRTD ACS DT CM NTWRK	B233	1,004.7			1,004.7								
QWEST SATELLITE SERVICE	B242	2,800.2								2,800.2			
QWEST SOLUTIONS CENTER	V322	826.0			826.0								
QWEST WIRELESS COMM STR	V329	1,463.0			1,413.8		49.3						
QWESTDEX.COM ONLINE	B232	576.4								576.4			
R&A GOLF ASSN	V163	765.8							705.5	0.1		60.2	
R&S ERECTION INC	V171	495.8			495.8								
RA SUSHI BAR RESTAURANT	G310	374.8	135.2		129.0		98.1						12.5

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RABBIT CORKSCREW	H221	1,149.6	851.1	298.5			9.1		242.4				
RABEN TIRE & AUTO CENTER	V241	251.6											
RABOBANK BANK CONSUMER SERVICES	B121	813.7			813.7								
RACE FOR A CURE/PSA	B323	1,337.9							1,335.9		2.0		
RACE FOR THE CURE EVENT	B322	2,618.3	2,348.2		259.8				10.3				
RACE FOR THE CURE/FORD	T114	5,818.7	5,818.7										
RACE SPOTLIGHT/RNRS WRLD	B623	1,394.5	1,394.5										
RACER MAGAZINE SUBS DR	V823	323.5									323.5		
RACETOHDREAM.COM CNTST ONLINE	V169	1,593.3						1,497.3			96.0		
RACETRAC GASOLINE	T211	460.2											460.2
RACETRAC SERVICE STATION	V242	913.1					913.1		205.3				
RACK & ROLL HOUSEHOLD DR	V872	658.4	245.6	207.6									
RACK ROOM SHOES STORE MEN & WOMEN	V313	1,418.3	113.8		1,287.2		17.3						
RACKSPACE WEB HOSTING INTERNET SVC	B541	639.2	639.2										
RADIANCE MEDSPA	V133	492.8			353.3		8.0		131.6				
RADICA 200 ELECTRONIC GAME	G511	2,847.1							644.0	0.8	22.5	2,179.8	
RADICA CUBE WORLD INTRCTV GM	G511	1,864.1							216.3	0.0		1,647.8	
RADICA ELECT SAY WHAT GAME	G511	1,296.7							96.6			1,200.1	
RADICA UB FUNKEYS GAME SOFTWARE	B531	2,543.4							172.6	0.2		2,370.5	
RADIO CITY MUSIC HALL	V161	2,049.2	187.4	251.0	649.0	921.8			40.0				
RADIO CITY XMAS SPCTCLR	V161	2,762.5	29.0		483.1		15.5		2,235.0				
RADIO DISNEY RADIO STN	B630	1,130.9	472.2				638.5		20.3				
RADIO DISNEY VAR RECORDINGS DR	V871	253.4									253.4		
RADIO ONE RADIO STATION	B630	670.0					670.0						
RADIO SHACK ELECT STR	V361	96,937.0	249.5	1,137.2	9,491.3	2,375.5	145.4	37,964.0	1,408.9	5,354.0	13,379.8	22,575.0	2,856.6
RADISSON HOTELS	T431	1,583.8	108.8		301.8	427.0	708.7		27.0			10.6	
RADISSON HOTELS ARUBA	T432	386.0	264.9			121.1							
RADISSON HOTELS ENGLAND	T432	428.2	428.2										
RADO WATCHES	A520	3,876.5	3,677.3		1.4		197.8						
RADON AWARENESS/PSA	B323	5,570.0							5,095.6	471.0		3.3	
RAFFAELLO CONDO HOTEL	T431	345.3			330.7					14.7			
RAFFERTY SUBARU	V212	518.5			518.5								
RAFFLES HOTELS & RESORTS	T431	662.8	662.8										
RAFFLES HOTELS & RESORTS GRENADINES	T432	344.3	344.3										
RAG SHOP CRAFT FAB&FLWRS	V364	305.1			305.1								
RAGSHOP CRAFT STORE	V364	284.4			284.4								
RAGU OLD WORLD STYLE SPAGHETTI SAUCE	F170	7,235.8	6,087.7	1,148.1									
RAHMANI EYE INSTITUTE	V135	264.8			174.9				90.0				
RAID ANT & ROACH KILLER	H351	2,280.9							2,223.2		57.7		
RAID DISPOSABLE YLW JKCT TRPS	H351	6,532.0	1,868.2	638.6					4,025.1				
RAIL EUROPE TRAVEL	T420	679.8	280.8		238.7	160.3							
RAILTRANS RAIL FREIGHT	B831	321.6					321.6						
RAIN BIRD SPRINKLER	G711	472.9	469.2						3.7				
RAIN SOFT WATER TREATMENT SYSTEM	H621	474.7	306.6						168.1				
RAINBOW BABIES&CHLD HOSP	V133	302.0	223.6		77.1		1.3						
RAINBOW CASINO	V169	520.1					275.0		245.1				
RAINBOW FAST FIT IRONING BOARD COVER	H232	1,882.6							1,882.6				
RAINBOW FOOD MARKET	V345	3,786.9			2,941.4				845.5				
RAINBOW HOLLYWOOD DREAMS MOVIE	B660	351.0			210.6	140.4							
RAINBOW HOSPICE ORG	B329	257.9			257.9								
RAINBOW LIGHT JUST 1 ONC MULTI VTMNS	D541	326.5	326.5										
RAINBOW PLAY SYS PLAYGROUND EQUIP	G542	399.4	87.0		261.5				50.9				
RAINBOW PLAY SYS SHWRM	V365	262.4			251.5				10.9				
RAINFLEX JACKETS MEN	A120	335.4	335.4										
RAINFOREST COATS MEN	A120	628.9	400.2	228.7									
RAINHANDLER GUTTERS	H611	1,056.3	1,056.3										
RAINIER AUTOMOTIVE GROUP	V219	2,130.8			2,108.0				22.8				
RAINSIDER.COM ONLINE	B670	1,181.5							14.4	421.6	745.5		
RAINWATER HOLT&SXTN ATTY	V151	434.0							434.0				
RAIN-X CAR CARE PDT'S	T143	1,422.5										1,422.5	
RAIRDON CHRYSLER JEEP	V211	266.2			266.2								
RAISECAPITAL.COM ONLINE	B670	307.7	307.7										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RAISING CANES CHCKN/REST	G320	492.0					491.4		0.6				
RAISINS BATHING SUITS WOMEN	A150	301.4	301.4										
RAL CO RE	B451	343.1		343.1									
RALEYS SUPERSTORE	V345	1,069.2			914.9		110.4		43.9				
RALEYS SUPERSTORE & BELAIR STORE	V345	1,952.4			72.1				1,880.3				
RALLY FOR A CURE	V162	1,445.2	468.5	976.7									
RALLY FOR A CURE/GOLF/W	B623	264.5	264.5										
RALLYE ACURA	V212	464.7			406.8	57.9							
RALLYE BMW	V213	329.0			300.7	28.3							
RALLYS HAMBURGERS	G320	8,979.4			23.3		322.7		8,632.9		0.5		
RALPH HAYES TOYOTA	V212	357.8					18.1		339.7				
RALPH LAUREN APPAREL	A990	2,838.1	2,838.1										
RALPH LAUREN BEDDING	H142	285.8				285.8							
RALPH LAUREN CLTHNG STR CHILDREN	V311	1,600.8	1,600.8										
RALPH LAUREN CLTHNG STR MEN	V311	10,291.0	8,566.8	983.4		740.7							
RALPH LAUREN CLTHNG STR MEN & WOMEN	V311	4,732.0			954.6	3,777.4							
RALPH LAUREN CLTHNG STR WOMEN	V311	16,595.2	15,577.5	1,017.7									
RALPH LAUREN COLLECTION APPAREL	A990	397.4	397.4										
RALPH LAUREN COLLECTION RTW WOMEN	A190	429.5	429.5										
RALPH LAUREN FURNITURE	H121	481.2	481.2										
RALPH LAUREN HOME CLCTN	V379	4,649.1	4,648.4		0.7								
RALPH LAUREN PAINT	H630	3,955.3	3,955.3										
RALPH LAUREN RLX JACKETS MEN	A120	633.4	633.4										
RALPH LAUREN RLX PANTS & SHIRTS MEN	A141	910.3	910.3										
RALPH LAUREN RLX SWEATERS MEN	A141	1,187.1	1,187.1										
RALPH LAUREN RTW CHILDREN	A190	695.6	695.6										
RALPH LAUREN RTW WOMEN	A190	1,598.6	289.8			1,308.9							
RALPH LAUREN SUITS MEN	A130	619.0	39.4			579.6							
RALPH LAUREN SUNGLASSES	A430	681.7	681.7				320.5						
RALPH LAUREN VAR FRAGRANCE M & W	D180	320.5											
RALPH PUCCI FURN STR	V375	378.7	378.7										
RALPH ROCKS FRAGRANCE WOMEN	D180	2,731.6	2,731.6										
RALPHS FOOD STORE	V345	8,255.5			8,210.7			44.8					
RALPHS FOOD STORE VIGNETTE	V345	254.4						254.4					
RALSTON PURINA VAR PET FOOD	G630	1,050.0					1,050.0						
RAM JACK FOUNDATION RPR	V171	422.5					19.0		403.5				
RAMADA HOTELS	T431	2,348.6	649.6		93.8		1,604.4	0.6		0.3			
RAMADA HOTELS AIRPORT	T431	367.3					367.3						
RAMADA HOTELS LTD	T431	602.5					602.5						
RAMADA HOTELS WORLDWIDE	T432	4,728.5	3,561.4			1,167.0							
RAMPAGE APPAREL	A990	1,319.4	1,319.4										
RAMPAGE CLOTHING STORE WOMEN	V311	674.5	674.5										
RAMPAGE RTW & SHOES WOMEN	A190	1,142.7	1,142.7										
RAMSEY AUTO DLR	V219	2,173.0			2,087.7		85.4						
RAMSEY CHRYSLER JEEP	V211	320.2			320.2								
RAMSEY INFINITI	V212	623.7			623.7								
RAMSEY NISSAN	V212	714.8			714.8								
RAMSEY PNT MZ SB PRS AUD	V219	1,699.1			1,699.1								
RAMSEY SUBARU	V212	504.5			488.9			15.6					
RANCHO AUTO	V219	746.8			746.8								
RANCHO LAS PALMAS	T431	978.4			978.4								
RANCHO MIRADA CHEVROLET	V211	2,354.3			2,354.3								
RANCHO MIRAGE RE DEV	B452	429.7			369.7			60.0					
RANCHO MOTOR	V219	284.5			229.0		55.5						
RANCHO VALLEY CHEVROLET	V211	2,194.3			2,194.3								
RANCHO VALLEY CHEVROLET & RIO RNCH AT	V211	1,233.3			1,233.3								
RAND SPEAR ATTY	V151	268.3							268.3				
RANDALL NOE AUTO GROUP	V219	2,815.1			2,412.8		172.1		230.3				
RANDALL NOE DODGE	V211	1,413.4			1,413.4								
RANDALL NOE DODGE FORD	V211	359.2			359.2								
RANDALL NOE FORD	V211	744.5			744.5								
RANDALL NOE FORD MERCURY	V211	1,067.1			1,067.1								

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RANDALL NOE HYUNDAI	V212	1,308.7			1,308.7								
RANDALLS FOOD MARKETS	V345	5,013.3			682.5				2,049.4				2,281.4
RANDALLS FOOD MARKETS & TOM THUMB/STR	V345	5,062.9	35.8										5,027.1
RANDAZZO HEATING&CLNG	V174	856.3			13.9				842.3				
RANDOLPH H GOLDBERG ATTY	V151	397.2							397.2				
RANDOLPH-BROOKS FED CU CONSUMER SVC	B124	930.0			754.6		175.5						
RANDOM HOUSE BOOM VOICES/SIXTIES BK	B610	254.7	254.7										
RANDOM HOUSE MADE TO STICK BOOK	B610	573.0	573.0										
RANDOM HOUSE VAR BOOKS	B610	3,514.7	1,033.7		34.3	2,196.7	114.0					136.0	
RANDSTAD STAFFING SVC	B913	1,282.3			881.4		1,282.3						
RANDY BOWEN CHEVROLET	V211	881.4			881.4								
RANDY MARION AUTO DLR	V219	702.5			702.5								
RANDY MARION BCK GMC PNT	V211	251.2						251.2					
RAP IT UP/HIV/PSA	B323	9,483.7									9,483.7		
RAPID CASH CHECK CSHNG CONSUMER SVC	B129	526.3							526.3				
RAPIDO PRE-PAID PHONE CARD	B231	340.5							340.5				
RAPIDS WATER PARK	T440	435.6			37.7				397.9				
RAPIDSLIM SX DIETARY SUPPLEMENT	D543	9,410.4	4,446.4		489.8				1.2		4,962.8		
RARE COIN DEPOSITORY COINS DR	V859	489.8			489.8								
RASANSKY LAW FIRM	V151	876.1			700.0		176.1						
RASMUSSEN BMW	V213	356.3			50.2				306.1				
RASMUSSEN COLLEGE	G810	505.9			2.2		144.9			358.8			
RASTELLIS MEAT SHOP MKT	V344	250.6			250.6								
RATATOUILLE VIDEO	H532	16,313.5	1,036.5					8,531.8	916.9	542.2	5,093.0	193.1	
RAUE CENTER FOR THE ARTS	V161	490.9			490.9								
RAUSER & ASSOC ATTY	V151	1,458.4							1,458.4				
RAVAZZOLO SUITS MEN	A130	911.9	911.9										
RAVE MOTION PCTRS THTR	V165	316.5			293.6		22.8						
RAVE PHONE SERVICE	V156	439.6						68.3	21.6	349.7			
RAVEIS RE AGENCY	B451	401.2			401.2								
RAVEN GOLD CORP	V121	616.5			455.3	142.9					18.3		
RAVINIA MUSIC FESTIVAL	V161	1,191.4			1,191.4								
RAW PROF COMPACTFLASH MEMORY CARDS	G142	362.2	362.2										
RAWHIDE BOYS RANCH	B322	378.6			58.0				320.7				
RAY BRANDT AUTO DLR	V219	2,455.2			2,407.1		48.2						
RAY BRANDT HYUNDAI	V212	1,968.9			1,929.6				39.3				
RAY BRANDT INFINITI/MTR	V212	517.3			486.9				30.4				
RAY BRANDT NISSAN	V212	2,002.7			1,867.2				135.5				
RAY BRANDT TOY/METAIRIE	V212	1,604.1			1,604.1								
RAY CARTER KIA	V212	270.3			96.3		56.8		117.2				
RAY CATENA AUTO GROUP	V219	364.9							364.9				
RAY CATENA INFINITI	V212	367.2			256.1		111.1						
RAY CATENA MOTORS	V219	3,456.0			1,238.3	1,494.3	723.5						
RAY SKILLMAN AUTO ENT	V219	978.0					149.0		828.9				
RAY SKILLMAN GMC	V211	425.1							425.1				
RAY SKILLMAN KIA	V212	801.3							801.3				
RAY SKILLMAN MITSUBISHI	V212	497.1							497.1				
RAY SKILLMAN PRFRMINC FRD	V211	803.4							803.4				
RAY SKILLMAN WSTSD IMPRT	V219	462.9							462.9				
RAY-BAN EYEWEAR	D630	439.8	439.8										
RAY-BAN SUNGLASSES	A430	12,066.0	11,702.9				363.1						
RAYLIA DESIGNS BRIDAL GOWNS WOMEN	A130	786.2	786.2										
RAYLIA DESIGNS BRIDAL GOWNS&FRMLWR W	A130	1,426.5	1,426.5										
RAYLIA DESIGNS BRIDAL&FORMAL GOWNS W	A130	654.1	654.1										
RAYLIA DESIGNS FORMAL GOWNS WOMEN	A130	621.6	621.6										
RAYLIA DESIGNS FORMALWEAR WOMEN	A130	262.1	262.1										
RAYMARINE C-SERIES NVGTNL EQUIP	G130	479.2	479.2										
RAYMARINE E-SERIES NVGTNL EQUIP	G130	603.5	599.2		4.2								
RAYMARINE NAVIGATIONAL EQUIP	G130	1,158.2	1,050.9				21.0			86.3			
RAYMOND JAMES & ASSOC CONSUMER SVC	B122	542.5	232.2		294.4		15.9						
RAYMOND JAMES BANK CONSUMER SERVICES	B121	455.8	410.0		45.8								
RAYMOND JAMES FIN GROUP CONSUMER SVC	B122	4,918.3						1,404.0	13.1	3,501.2			

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RAYMOND JAMES FINANCIAL CONSUMER SVC	B129	3,579.4	3,544.6		31.5		3.4						
RAYMOND JAMES&ASSOC INC CP	B122	454.0	454.0										
RAYMOND WAITES FURN STR	V375	334.4	334.4										
RAYMOND WEIL JEWELRY	A510	1,660.6				1,660.6							
RAYMOND WEIL WATCHES	A520	7,991.3	7,773.9		9.0		184.6			23.8			
RAYMOUR & FLANIGAN FURN	V375	60,979.5	8,577.8		5,068.0		115.5	47,218.2					
RAYOVAC ALKALINE BATTERIES	H310	490.6						89.0		119.0	282.6		
RAYTHEON AIRCRAFT	T300	334.5				334.5							
RAYTHEON CO CP	G930	356.1	277.4		53.1								25.6
RAZMATAZ DISC FURNITURE	V375	440.3			440.3								
RAZNY JEWELERS	V314	599.8				599.8							
RAZOR & TIE VAR RECORDINGS DR	V871	7,459.4						33.8	365.6	26.2	7,033.8		
RBC CENTURA BANK CONSUMER SERVICES	B121	2,275.7			1,837.1		185.1		244.1				9.4
RBC DAIN RAUSCHER CONSUMER SERVICES	B122	428.6			385.4		38.1		5.1				
RBMI/ATLANTA MERCEDES BNZ	V213	329.8			329.8								
RBRC RECHARGEABLE BATTERIES	H310	340.3											340.3
RC WILLEY HOME FRNSHNG	V372	9,826.1			1,259.9		33.8		8,532.4				
RCA AVRIL LVGN BST/THNG RC	H531	1,391.8	1,286.6								105.1		
RCA FOO FIGHTERS ECHOES/GRC	H531	282.2	279.3						3.0				
RCA KATHARINE MCPHEE RC	H531	346.9						11.4	107.4	45.4	165.0	17.6	
RCA SMALL WONDER DIGITAL CAMCORDER	H511	511.1	511.1										
RCA VELVET REVOLVER LIBERTAD	H531	349.7	201.1								148.5		
RCI MEDIA GROUP RECRUITMENT	B912	570.0	570.0										
RCI TRAVEL	T420	577.5	577.5										
RCN BUNDLE PDTs	B250	791.9			791.9								
RCN CABLE TV	B642	1,248.2			367.9		880.1		0.3				
RCN DATA COMM NETWORK	B233	314.7			278.9	35.7							
RCN ISP/PHONE/TV	B250	394.8				65.7			329.1				
RE VIVE PEAU MAGNIFIQUE SERUM	D110	310.0	81.3	228.7									
RE/MAX 10 REALTORS	B451	639.3			639.3								
RE/MAX ALL CITIES REALTY	B451	669.5			669.5								
RE/MAX ASSOC REAL ESTATE	B451	289.6			289.6								
RE/MAX COUNTRY REALTY	B451	396.8			396.8								
RE/MAX DIRECT RE AGENCY	B451	377.8			377.8								
RE/MAX EST PPRPTS RLTY	B451	646.3			646.3								
RE/MAX EXCALIBUR REALTY	B451	331.5			331.5								
RE/MAX EXECS REALTY & PALOS VRDS RLTY	B451	815.6			815.6								
RE/MAX EXECUTIVE REALTY	B451	423.7			408.7		15.0						
RE/MAX FIRST CHOICE RLTY	B451	340.4			340.4								
RE/MAX GOLD COAST RLTRS	B451	441.5			441.5								
RE/MAX LEGEND RE AGENCY	B451	401.7			401.7								
RE/MAX MASTERS REALTY	B451	422.4			422.4								
RE/MAX NJ REALTY	B451	365.2			365.2								
RE/MAX OF GRAND RAPIDS & SNQST RL EST	B451	398.6			398.6								
RE/MAX OLSON&ASSOC RLTY	B451	656.4			656.4								
RE/MAX ON/BLDV RE AGENCY	B451	308.1			308.1								
RE/MAX OPEN HOUSES RLTY	B451	330.2			330.2								
RE/MAX PREMIER REALTY	B451	800.0			791.3			8.7					
RE/MAX PROF WEST REALTY	B451	385.7			385.7								
RE/MAX REALTY	B451	29,091.2	1,208.0		10,069.0	2.6	8,937.1	1,872.9	1,255.6		3,258.0	2,488.0	
RE/MAX REALTY GROUP	B451	312.8			112.3		200.5						
RE/MAX REALTY ONLINE	B451	44,337.9	2,416.0		65.0			25,637.1	8,100.7		8,119.1		
RE/MAX SUBURBAN REALTY	B451	657.5			655.9				1.6				
RE/MAX TEAM 2000 REALTY	B451	633.7			633.7								
RE/MAX WEST RE AGENCY	B451	498.3			498.3								
RE/MAX/INTERNET REALTY	B451	320.0			320.0								
REACH CLEAN & WHITEN TOOTHBRUSH	D219	271.3						54.6			216.7		
REACH FRESH & CLEAN THBRH&TNG CLNR	D219	968.8	260.8					184.4	2.1	73.0	448.5		
REACH ONE ULTIMATE CLEAN TOOTHBRUSH	D219	5,778.7						2,081.8	1.6	410.2	3,285.1		
READ TO YOUR CHILD/PSA	B323	470.9						152.6	316.6		1.7		
READER VALUES JEWELRY DR	V810	4,199.9			4,199.9								
READER VALUES MISC DR	V859	9,108.6	51.3		9,057.3								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
READERS DGST AMER MD STR ONLINE	V359	324.9		324.9									
READERS DIGEST MAGAZINE ONLINE	B623	2,358.0	2,358.0										
READERS DIGEST TASTE/HOME COOKBOOK	B610	491.2	491.2										
READERS VALUES MISC DR	V859	863.2		863.2									
READING HOSP & MED CTR	V133	398.0		73.6		307.0		17.4					
READING/PSA	B323	2,537.6					1,625.0	910.4		2.2			
READY.GOV/PSA	B323	1,381.1					73.9	678.2		628.9			
READYBED HOUSEHOLD DR	V872	2,429.3					104.8	1.7	59.6	2,263.2			
REAL CA MILK	F311	351.3		351.3									
REAL EST LIBRARY BUS SVC	V129	383.6		383.6									
REAL ESTATE EXPO	V164	655.4		619.1				36.3					
REAL ESTATE FORECAST CONFERENCE	G820	263.1		263.1									
REAL ESTATE INVESTING SEMINAR	G820	485.4		485.4									
REAL ESTATE SEMINAR	G820	891.8		885.9				5.9					
REAL GAINS PROTEIN DRINK MIX	D543	583.3	583.3										
REAL LIVING REALTORS	B451	840.0		800.2		39.0		0.8					
REAL RESORTS MEXICO	T432	543.2	543.2										
REAL SALT LAKE SOCCER TM	V163	292.2				85.3		206.8					
REAL SIMPLE HOUSEHOLD EQUIP	H232	1,234.1	1,234.1										
REAL SIMPLE MAGAZINE	B623	794.7	794.7										
REAL SIMPLE MAGAZINE ONLINE	B623	3,955.0	3,955.0										
REAL SIMPLE MAGAZINE SWEEPSTAKES	B623	285.0	285.0										
REAL SIMPLE MAGAZINE TV PROGRAM	B623	3,436.0	3,436.0										
REAL SIMPLE MAGAZINE VAR BOOKS DR	V823	1,393.6	1,393.6										
REAL SIMPLE OFFERINGS	B623	904.8	904.8										
REAL SIMPLE OFFICE SUPPLIES	B729	427.5	427.5										
REAL SIMPLE TO DO	B623	3,238.1	3,238.1										
REALTALK LA MAGAZINE	B623	549.0				549.0							
REALTOR.COM ONLINE	B451	2,480.4					1,997.8	5.7		476.9			
REALTORS RE AGENCY	B451	927.6		927.4				0.2					
REALTREE CAMOUFLAGE FAB IN APPAREL	A920	410.2	410.2										
REALTREE HUNTING CLOTHES FAMILY	A190	443.3	396.6							46.7			
REALTY ASSOCIATES	B451	263.8		263.8									
REALTY EXEC REALTY	B451	2,806.3	206.2	1,497.6		240.6		519.4		342.6			
REALTY EXECUTIVES PRMR	B451	250.6		250.6									
REALTY ONE REAL LIVING	B451	256.2				256.2							
REALTY ONE REALTORS	B451	403.2		381.8		7.0		14.4					
REALTY USA REAL ESTATE	B451	753.9		746.9		4.2		2.8					
REALTYTRAC AGENCY ONLINE	B451	555.4		32.0						523.3			
REAPING VIDEO	H532	920.1					649.5	1.0	3.3	266.3			
REBAC RE BUYERS AGNT CNC	B329	501.8		208.0							293.8		
RE-BATH CONTRACTOR	V171	9,262.0		1,098.1		23.0		8,141.0					
RE-BATH RESURFACING	H619	520.4						520.4					
REBEL SEEDS	G712	761.2										761.2	
RE-BLOOM MORNING GLRY LN&WRNL CRCTR	D110	361.7	361.7										
REBORN CABINETS INC STR	V376	1,273.7		1,273.7									
REBUILDING TOGETHER ORG	B322	491.9	419.0	15.6		57.1		0.3					
REC ROOM FURN OUTLET	V375	627.5		627.5									
REC ROOM PLUS GAME STORE	V375	263.3					263.3						
REC WAREHOUSE	V359	11,084.2		4,006.7				7,077.5					
RECARO CAR SEATS	H121	419.8	419.8										
RECHARGEABLE BTTRY RCYCLN	V121	6,261.9	5,627.6					148.3		485.9			
RECKER&BOERGER APPL STR	V371	285.6		128.1		53.0		104.5					
RECLINERLAND FURN STORE	V375	619.3		410.9				208.4					
RECOL ALUMINUM PDT CONTR	V171	327.6		326.9									0.6
RECOVERY HMWNRS ASSOC INSURANCE DR	V829	2,306.0						60.0	43.6	2,202.4			
RECREATIONAL WAREHOUSE	V365	878.0						878.0					
RECTOR SQUARE CONDO	B452	862.8	423.7		439.1								
RECYCLE YOUR BATTERY/PSA	B323	392.8							39.4		353.4		
RECYCLING PROMO/PSA	B323	2,309.7						140.0	2,151.3		18.3		
RED BARON ANTIQUES	V379	392.1	392.1										
RED BARON FROZEN PIZZA	F260	363.7	352.9						10.8				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RED BULL AIR RACE	F450	8,309.2						5,067.1	163.0	309.2	2,769.9		
RED BULL ENERGY DRINK	F450	48,716.5	1,466.2				263.7	29,420.7	86.8	3,959.5	13,499.8		19.8
RED BULL FLUGTAG	F450	4,431.6						3,058.6	86.0	50.0	1,236.9		
RED BULL SOAP BOX RACE	F450	9,440.8						6,501.6	234.7	423.0	2,281.5		
RED BY KISS PERSONAL CARE PDT'S	D280	446.1	446.1										
RED CANOE CREDIT UNION CONSUMER SVC	B124	379.0			379.0								
RED CIRCLE PHONE CUSTOMIZATION SVC	B229	6,016.5	6,016.5										
RED CROSS/PSA	B323	525.5						18.5	495.6		11.4		
RED DOOR FRAGRANCE W & TOILETRIES	D180	810.5	810.5										
RED DOOR FRAGRANCE WOMEN	D180	1,773.5	1,773.5										
RED DOOR SALON & SPA	V131	373.5	62.4	228.7	49.3	33.0							
RED EXERCISE EQUIP DR	V851	259.1								259.1			
RED EXERCISER EXERCISE EQUIP DR	V851	3,800.0							0.5	40.8	3,758.7		
RED EYELASH CURLER & TWEEZER	D190	480.6	480.6										
RED GOLD CANNED TOMATOES	F323	439.6						439.6					
RED HOT DATELINE PHONE SERVICE	V156	3,976.6						2,569.7		564.1	842.9		
RED HOT JACKPOTS SLOT MACHINE	G512	638.8			638.8								
RED JACKET HOTEL	T431	254.7			254.7								
RED LION INN HOTELS	T431	725.9	182.7		289.5	8.5	245.1						
RED LOBSTER RESTAURANT	G320	112,635.8	114.3		2.0		2,253.0	71,960.4	657.9	12,000.5	25,647.7		
RED LOBSTER RESTAURANT VIGNETTE	G320	262.2							4.7		257.5		
RED MCCOMBS AUTO CENTER	V219	439.9			439.9								
RED MCCOMBS AUTO ENTRPRS	V219	261.2	261.2										
RED MCCOMBS FORD	V211	317.2			284.3				32.9				
RED MCCOMBS HYUNDAI	V212	454.9			453.2				1.7				
RED MCCOMBS TOYOTA	V212	928.3			379.7				548.6				
RED MTN RESORT & SPA	T431	541.3	541.3										
RED ROBIN BURGER&SPIRITS	G320	11,677.7			223.5		641.3		21.1		10,791.7		
RED ROCK CASINO RESORTS	T431	1,464.4	497.2		838.7		110.0		18.6				
RED ROCKS AMPHITHEATRE	V166	277.4			277.4								
RED ROOF INNS	T431	3,348.9			73.1		3,275.9						
RED STRIPE BEER	F611	431.8					127.1	21.0			275.5		8.2
RED WIND CASINO	V169	376.8			192.4		184.4						
RED WING SHOE STORE MEN & WOMEN	V313	1,067.3			896.4		155.6		10.9				4.4
RED WING SHOES MEN	A310	321.1	92.0		207.7				21.4				
REDBOOK ESSENTIALS/RDBK	B623	670.4	670.4										
REDBOOK MAGAZINE ONLINE	B623	2,760.5	2,760.5										
REDBOOK MAGAZINE SWEEPSTAKES	B623	1,035.8	1,035.8										
REDC RE DISPOSITION CORP	B451	3,115.8			1,106.6				2,009.2				
REDDI-WIP TOPPING	F141	5,561.5						1,895.7	15.9	1,386.9	936.6	1,326.4	
REDEFINE CHRISTMAS ORG	B329	322.1			149.7	172.4							
REDEFINE-CHRISTMAS ORG ONLINE	B549	944.3			289.0	655.3							
REDHOT MAGAZINE	B623	267.6	267.6										
REDHOT/REDBOOK	B623	2,937.0	2,937.0										
REDKEN COLOR FUSION &DOUBLE FSN/CLR	D310	1,251.6	1,251.6										
REDKEN DOUBLE FUSION HAIR COLOR	D310	10,179.5	10,179.5										
REDLINE ENERGY DRINK	F450	1,005.7	1,005.7										
REDLINE FAT INCINERATOR LIQ CPSL	D542	383.1	383.1										
REDLINE REG&XTREME ENERGY DRINK	F450	287.3	287.3										
REDLINE VIDEO	H532	385.6						19.6	22.3	11.2	332.5		
REDLINE XTREME ENERGY DRINK	F450	674.8	674.8										
REDNERS WAREHOUSE MARKET	V346	1,592.8			1,513.8		78.9						
REDOCTANE GUITAR HERO II VIDEO GM	G511	4,438.2						2,327.9	18.9		2,091.4		
REDSTONE COLLEGE	G810	2,000.8							1,032.9		964.4		3.5
REDWOOD CITY DODGE	V211	480.3			480.3								
REDWOOD CREDIT UNION CONSUMER SVC	B124	642.3			596.0		46.3						
REEBOK APPAREL	F620	966.5	966.5										
REEBOK CAPS MEN	A990	4,731.2						665.9	2,112.8	777.8		1,174.7	
REEBOK FACTORY DRCT STR FAMILY	A490	377.0	377.0										
REEBOK FOOTWEAR MEN & WOMEN	V311	616.1						616.1					
REEBOK SNEAKERS MEN & WOMEN	A390	297.6			4.4			293.3					
	A321	3,951.6						819.5	520.0	2,338.8		273.3	

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
REEBOK SNEAKERS&SPORTSWEAR M&W	A321	352.6					352.6						
REECE & NICHOLS REALTY	B451	588.5			544.5		34.5		9.5				
REEDMAN TOLL AUTO WORLD	V219	1,578.9			1,364.1		214.8						
REEDMAN TOLL CHEVROLET	V211	424.3			424.3								
REEDS FURNITURE STORE	V375	821.9			695.5				126.4				
REEDS JEWELERS	V314	1,504.7			85.2		672.0		747.6				
REEF ATLANTIS RESORT	T431	1,209.0				1,209.0							
REEL MOMENTS/GLAMOUR MAG	B623	910.0	910.0										
REEM ACRA BRIDAL STORE WOMEN	V311	510.3	510.3										
REEM ACRA NY BRIDAL GOWNS WOMEN	A130	1,274.6	1,274.6										
REEM ACRA NY DRESSES WOMEN	A130	267.6	267.6										
REESES CRISPY CRUNCHY CANDY BAR	F510	7,895.0						2,391.9	58.4	3,623.6	1,821.1		
REEVES PEANUT BUTTER CUPS	F510	13,248.2	3,315.9					4,557.2	46.3	3,060.4	2,268.5		
REEVES BUICK PONTIAC	V211	260.5			195.9				64.6				
REFINANCE.COM ONLINE	B124	548.2			371.0				9.6				167.6
REFLECTIONS CONDOMINIUMS	B452	346.8			346.8								
REGAL BOAT	G430	1,073.8	1,073.8										
REGAL CAR SALES & CREDIT	V219	269.8							269.8				
REGAL CINEMAS	V165	5,207.4			5,177.5				29.9				
REGAL ELEGANCE JEWELRY	A510	558.6	558.6										
REGAL ENTER GROUP	V165	20,978.5			20,918.2		5.0		55.4				
REGAL NISSAN	V212	443.0					70.7		372.3				
REGAL PALMS RESORT	T431	2,816.4							145.8	1,656.2	1,014.3		
REGATTA RIVERVIEW/DEV	B452	497.7			497.7								
REGENCE BLCRS BLSHLD/UT MED&DNTL INS	B412	381.0			381.0								
REGENCE BLUE CRS&BL SHLD MEDICAL INS	B412	1,469.6			413.5		443.1		613.0				
REGENCE BLUE SHIELD MEDICAL INS	B412	893.6			703.2		9.5		180.8				
REGENCY FIREPLACE	H623	362.8	358.8						4.0				
REGENCY FURN SHOWROOMS	V375	399.8			663.3		294.5			399.8			
REGENCY FURNITURE STORE	V375	957.8											
REGENCY LABS DRUGS/TOILETRIES DR	V830	252.8	252.8										
REGENCY TRAVEL	T420	306.9			306.9								
REGENCY WINDOWS CENTER	V376	482.3							482.3				
REGENCY WINDOWS&SDNG SVC	V171	328.6			30.9				297.7				
REGENT BAL HARBOUR DEV	B452	709.9	246.8	463.1									
REGENT INTL HOTELS	T432	398.0	152.4	243.6	2.0								
REGENT SEVEN SEAS CRUISES	T412	5,247.5	4,729.3	457.4	55.1	5.7							
REGINA VINEGAR	F160	398.4	398.4										
REGIONAL CANCER CENTER	V133	307.0					15.7		291.3				
REGIONAL FLOOD CNTRL DST	B315	344.7							344.7				
REGIONE PIEMONTE ECONOMIC DEV	B840	2,608.9	2,608.9										
REGIONS BANK CONSUMER SERVICES	B121	38,685.0	2,669.4		14,517.7		2,418.3	31.5	10,912.9		1,510.4		6,624.9
REGIONS BANK CP	B121	374.2	112.4		137.3						7.8		
REGIONS UNIVERSITY	G810	285.4							285.4				
REGIS SALONS	V131	517.6	439.8		74.6	3.2							
REGIS UNIVERSITY	G810	445.0			52.7				392.3				
REGIS-BERNARD FURN CO	V375	576.7					16.0		560.6				
REGISTER TO VOTE/PSA	B323	668.1							668.1				
REGULATOR BOATS	G430	264.4	264.4										
REGUS BUSINESS SERVICE	V129	979.4	141.1		28.8		25.7		783.8				
REGUS GROUP RE DEV	B452	482.8	426.9				55.9						
REGZA LCD TV	H511	3,860.3	3,860.3										
REGZA LCD TV & TOSHIBA HD DVD PLAYER	H511	518.2	518.2										
REI OUTDOOR CLOTHING STR FAMILY	V311	296.3			246.1		50.1						
REI RECREATIONAL EQUIP	V365	9,639.9					286.2						9,353.7
REI SPORTING GOODS DR	V851	1,990.1	54.4								1,935.7		
REI SPORTING GOODS STORE	V365	9,657.3	4,827.6		4,593.6		236.1						
REICHERT CHEVROLET BUICK	V211	259.4			259.4								
REIGN OVER ME VIDEO	H532	1,342.8	384.0					574.6	15.3	46.8	322.1		
REIS-NICHOLS JEWELRY STR	V314	566.6	38.7		77.2		450.7						
REJUVENATE HOUSEHOLD DR	V872	1,276.5							92.2	13.2	1,171.0		
RELACORE DRUGS/TOILETRIES DR	V830	15,166.1							641.4	8,018.2	6,506.5		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RELATED CERVERA REALTY	B451	525.3			401.4		123.9						
RELATED DEV RE	B452	1,696.1	418.4	1,277.7									
RELATED GROUP CONDO	B452	383.8	175.4	98.9			109.4						
RELATED RENTALS REALTY	B451	1,221.5		508.9	18.8	693.9							
RELAXRIESLING WINE	F620	543.3	543.3										
RELAX THE BACK STORE	V330	3,284.5		147.1	2,401.4	491.4		244.7					
RELAXANE STRESS RELIEF MEDICINE	D559	1,918.7			86.0			6.1	1,241.0	585.7			
RELAY FOR LIFE AMER CNCR	B322	311.2	263.5		47.7								
RELEVEE PAIN RELIEVER	D551	322.6										322.6	
RELIABLE CHEVROLET	V211	1,810.0			826.1			983.9					
RELIABLE HM IMPROV&SUPP	V171	346.1			346.1								
RELIABLE TOYOTA	V212	930.9					14.2	916.7					
RELIANCE BANK CONSUMER SERVICES	B121	468.5			391.2		34.5	42.8					
RELIANT CMNTY CRDT UN CONSUMER SVC	B124	851.5			851.5								
RELIANT ENERGY	V173	8,881.6			3,091.0		937.8	3,571.7					1,281.1
RELIANT STADIUM	V166	293.0			293.0								
RELISH MAGAZINE COLLECTIBLES DR	V852	297.6		297.6									
RELISH MAGAZINE MULTI-PDTS DR	V899	488.8		488.8									
RELISH WINE CLUB BEVERAGE DR	V840	892.9		892.9									
REMBRANDT ADVANCED WHITENING STRPS	D211	2,676.9	2,676.9										
REMBRANDT DENTAL SUPPLIES	D219	3,968.4					2,342.5	4.2	375.0	1,246.8			
REMBRANDT ORAL HLTH&BTY	D211	2,335.1	2,335.1										
REMBRANDT SENSITIVE WHITENING PASTE	D211	868.6					477.7	8.1	170.8	212.0			
REMBRANDT TOOTHPASTE	D211	6,773.4	1,790.5				2,819.4	14.5	291.4	1,857.6			
REMBRANDT TOOTHPASTES & WHITENERS	D211	513.6	513.6										
REMBRANDT VAR TOOTHPASTES	D211	1,282.5	777.1	462.6			42.8						
REMBRANDT WHITENING STRIPS	D211	3,522.0					2,322.6	3.0	437.9	758.6			
REMCIADE RX	D560	13,795.3	13,795.3										
REMIFEMIN MENOPAUSE MEDICINE	D558	865.6	865.6										
REMINGTON CLEAN XCHANGE SHAVER MEN	D430	4,198.5	1,308.7				1,628.1	59.2		1,202.5			
REMINGTON COLLEGE	G810	6,430.2		261.0		71.8		6,097.4					
REMINGTON HOMES	B452	441.5		385.3		56.2							
REMINGTON PARK RACE TRCK	V163	481.2				39.0		442.2					
REMINGTON RIFLES	G420	648.6	644.6					3.9					
REMINGTON T STUDIO CRLNG IRN&FLT IRN	D280	351.5	351.5										
REMINGTON T STUDIO FLAT IRON	D280	1,359.8	1,359.8					316.8					
REMODEL AMER HM IMPRVMNT	V376	316.8											
REMOVYL DRUGS/TOILETRIES DR	V830	1,383.3	1,383.3										
REMUS FARMS CENTER	V346	324.4		324.4									
REMY MARTIN COGNAC	F721	1,316.8	763.0				330.0						223.8
REMY MARTIN LOUIS XIII COGNAC	F721	465.0	465.0										
REMY MARTIN VSOP COGNAC	F721	947.6	947.6										
RENA LANGE BELTS & SHIRTS WOMEN	A410	449.2	449.2										
RENAISSANCE FAIR	V166	271.7						271.7					
RENAISSANCE FEST/VAR SP	V162	441.3						441.3					
RENAISSANCE FESTIVAL	V169	422.5		101.3		32.1		289.1					
RENAISSANCE HOMES	B452	309.4		174.1		20.4		114.9					
RENAISSANCE HOTELS	T431	6,220.1	4,904.6	914.8	331.3		69.4						
RENAISSANCE TILE & BATH	V373	719.3	719.3										
RENAISSANCE VILLAS	B452	1,015.2		1,015.2									
RENASANT BANK CONSUMER SERVICES	B121	264.7		78.3		136.3		50.0					
RENDEZVOUS RE DEV	B452	1,133.4	383.5	524.2	19.4	206.4							
RENEW IN JOINT CARE SUPPLEMENT	D541	4,549.8						41.4	1,817.7	2,690.7			
RENEW ORLEANS CABLE TV PAID PROMO	B642	521.5	521.5										
RENEW WINDOWS CONTRACTOR	V171	330.6			330.6								
RENEWAL BY ANDERSEN WINDOWS	H613	7,111.0			6,213.6		69.1	828.2					
RENICK CADILLAC SUBARU	V219	577.4			577.4								
RENO & LAKE TAHOE TP	T433	955.0	525.6		134.4			288.3		6.6			
RENO 911 THE MOVIE VIDEO	H532	2,090.7						471.8	2.9	242.1	1,374.0		
RENO/TAHOE SKI AREA TP	T433	482.6	482.6										
RENT PLAY	V161	353.5	5.3		26.6			321.7					
RENT-A-CENTER	V153	32,518.2			29.4		5.5	8,230.0	3,342.1	9,485.9	7,706.5	3,571.4	147.4

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RENTALS.COM SERVICE ONLINE	V153	283.1											283.1
RENT-N-ROLL CSTM WHL&TR	V241	441.1							441.1				
RENTON HONDA	V212	841.8			841.8								
RENTWAY RENTALS	V153	287.2							287.2				
RENU MULTIPLUS CONTACT LENS SOLUTION	D630	9,462.2	318.3					6,245.2			2,898.7		
RENUZIT PEARL SCENTS AIR FRESHENER	H353	2,146.8	633.2					263.7			1,249.9		
RENUZIT SUBTLE EFFECTS AIR FRESHENER	H353	834.7	834.7										
RENUZIT SUPER ODR NTRLZR AIR FRSHNR	H353	3,057.3						304.0	4.0		2,749.3		
REPETTO SHOES WOMEN	A310	272.9	272.9										
REPHRESH VAGINAL GEL	D558	3,420.3							0.9	1,366.4	2,053.0		
REPIPE SPECIALISTS SVC	V174	464.2							464.2				
REPLACEMENTS LTD HOUSEHOLD DR	V872	505.9	243.3	241.6	2.4	18.6							
REPO JOE AUTOS	V219	865.2			31.2				834.1				
REPORT BOOTS WOMEN	A310	773.0	773.0										
REPORT COLLECTION STORE MEN	V311	376.6	376.6										
REPORT SHOES WOMEN	A310	1,551.1	1,551.1										
REPUBLIC AMY WINEHOUSE BACK/BLACK	H531	649.5							23.5		626.0		
REPUBLIC BANK CONSUMER SERVICES	B121	341.4			196.4		145.0						
REPUBLIC FIRST BANK CONSUMER SVC	B121	780.6			713.3				67.3				
REPUBLIC OF TURKEY	B313	601.6			164.1	285.8	151.7						
REPUBLIC WEST WINDOW&DRS	V376	377.5			284.9		92.6						
REPUBLICAN GVRNRS ASSN	B339	482.1							441.0				41.1
REPUBLICAN PROMO	B339	329.5			2.1				1.7				325.7
REQUIP RESTLESS LEGS SYNDRM RX	D560	96,411.2	30,337.9	6,554.1				42,589.5	780.3	4,424.4	11,725.1		
RESCUE DAWN VIDEO	H532	1,441.8						637.1			804.7		
RESCUE ME SERIES VIDEOS	H532	434.4	434.4										
RESCUE MISSION/PSA	B323	262.1							262.1				
RESCUE REMEDY SPRAY	D543	708.1	708.1										
RESEARCH AMERICA	B329	464.5		464.5									
RESERVA CONCHAL RE DEV	B452	953.8	901.8	52.0									
RESERVE/LAKE KEOWEE DEV	B452	740.7	480.2			167.9	92.6						
RESERVE/SVNH HRBR DEV	B452	277.6	154.2	104.0					19.4				
RESIDENCE INN HOTEL	T431	14,475.8	9,720.4		77.1		301.6		9.9		4,366.8		
RESIDENCES MGM GRAND DEV	B452	682.5			430.9		251.6						
RESIDENCES/ATLANTIS/DEV	B452	413.3	379.7				33.7						
RESIDENCES/CAMERON STN	B452	342.6			342.6								
RESIDENCES/DOCKSIDE DEV	B452	976.3			976.3								
RESIDENCES/INTRCNTNTL HT	B452	324.6			324.6								
RESIDENCES/KAPALUA/DEV	B452	548.5	491.6	56.9									
RESIDENCES/LGCV PLC DEV	B452	283.8			236.4	47.4							
RESIDENCES/LITTLE NELL	B452	558.5	558.5										
RESIDENCES/RTZ-CRLTN DEV	B452	841.8	77.4	85.2	403.0	276.2							
RESIDENCES/TWO LBRTY PLC	B452	907.1			907.1								
RESIDENCES/WSTRN UN/DEV	B452	1,313.8			1,313.8								
RESIDENT EVIL EXTINCTION VIDEO	H532	2,824.5						1,537.2	4.9	509.7	772.8		
RESIDENTIAL CRUISE LINE CRUISES	T412	1,580.3	1,422.9		80.2	77.2							
RESIDENTIAL SPECIALIST	V171	613.6					42.6		570.9				
RESISTANCE CHAIR EXERCISE EQUIP DR	V851	4,821.8								4,821.8			
RESNICK AUTOMOTIVE GROUP	V219	522.5			197.5				325.0				
RESOLVE FARM HERBICIDE	G724	269.3											269.3
RESOLVE HIGH TRAFFIC FOAM CLNR	H449	8,975.4						4,227.1	1,045.9	1,090.5	2,611.9		
RESOLVE MULTI-FABRIC CLEANER	H449	8,738.7						4,159.9	896.0	805.2	2,877.6		
RESORT AT PELICAN HILL	T431	762.1			762.1								
RESORT GOLF SCHOOLS	G850	250.1	250.1										
RESORTQUEST HOTEL HI	T432	1,621.0	1,610.8						10.2				
RESORTS AT WENDOVER	T431	272.0			272.0								
RESORTS EAST CHICAGO	T431	2,476.8			419.8		305.8		1,438.6				312.6
RESORTS INTL HOTEL CSN	T431	3,361.3					3,361.3						
RESORTS TUNICA HOTEL&CSN	T431	367.6					263.1		104.5				
RESORTS WEST	T431	339.0	339.0										
RESOURCE 1 DNTL IMPLT DENTAL INS	B412	865.7			865.7								
RESOURCE BANK CONSUMER SERVICES	B121	252.2			252.2								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RESOURCE GLOBAL RECRUITMENT	B912	293.8											293.8
RESOURCE GUIDE/BABY TALK	B629	395.9	395.9										
RESOURCE ONE CREDIT UN CONSUMER SVC	B124	406.9			361.3				45.6				
RESOURCES GLBL PROF SVC	V129	2,352.3	2,352.3										
RESPECT MIND&BODY RTS FLAVORED DRINK	F420	403.3	403.3										
RESPERATE DRUGS/TOILETRIES DR	V830	789.4	429.9	175.7	154.1	29.7							
RESPERATE/LWR BLD PRS ML MISC DR	V859	3,138.9	103.2	46.0	2,632.5	357.2							
RESTAID DRUGS/TOILETRIES DR	V830	1,101.6	119.4	796.6		185.6							
RESTASIS CHRONIC DRY EYE RX	D560	39,052.0	5,874.6					18,970.5	2,470.1	945.2	10,791.6		
RESTAURANTS UNLTD	G310	426.7					110.3						316.5
RESTORATION HARDWARE STR	V376	1,544.0	418.4		1,052.8	72.8							
RESTORE AMERICA ORG	B329	594.7							33.0		561.7		
RESTORE ENGINE RESTORER&LBRCT	T142	728.9									728.9		
RESTYLANE ANTI-WRINKLE INJECTION	D690	8,974.2	282.4						56.5	1,799.6	6,835.7		
RESULTS WEIGHT LOSS CTR	D800	1,210.1						1,210.1					
RESVINATROL COMPLETE ANTIOXIDANT	D543	650.2				350.9		95.6	1.7	11.1	141.0	50.0	
RETIREMENT/TV-BEST/RTR PAID PROMO	B642	332.4	332.4										
RETIREMENTREDZONE.COM ONLINE	B670	8,109.2	7,337.7	228.7		542.8							
RETREAT RE DEV	B452	301.0	15.4		275.2				10.4				
RETREAT/CEDAR CREEK DEV	B452	266.8			7.1	259.7							
RETS TECH CENTER	G850	765.6			11.6				754.0				
RETURN/HOUSE/HAUNTED HL VIDEO	H532	927.1						606.0	1.0	19.0	301.1		
REUMATOL DRUGS/TOILETRIES DR	V830	501.6							501.6				
REUTHER AUTO DLR	V219	464.5			464.5								
REUTHER DODGE	V211	251.3			251.3								
REVERSE MORTGAGE CONSUMER SERVICES	B124	1,079.8			887.6				122.3		69.9		
REVERSE MORTGAGE PROF CONSUMER SVC	B124	677.8			677.8								
REVERSE MORTGAGE SEMINAR	G820	366.7			366.7								
REVERSEULTRA CONSUMER SERVICES	B124	538.7		538.7									
REVITA SHAMPOO	D320	956.6	956.6										
REVIVE MOISTURIZING RNWL CRM	D110	567.6	141.4	426.2									
REVLON 3D EXTREME MASCARA	D130	15,493.6	6,753.5					3,935.0	159.5	3,340.5	1,305.1		
REVLON AGE DEFYING FACIAL MAKEUP	D140	1,764.7	1,764.7										
REVLON AGE DEFYING LIQUID FOUNDATION	D140	3,291.9	3,291.9										
REVLON BEAUTY PDT'S	D190	532.6	532.6										
REVLON BEDROOM EYES POWDER EYE LINER	D130	1,829.0	1,829.0										
REVLON COLORIST HAIR COLOR	D310	28,987.6	8,736.2					14,485.2	192.0	4,932.5	641.8		
REVLON COLORSILK HAIR COLOR	D310	2,736.2	2,736.2										
REVLON COLORSTAY FOUNDATION	D140	1,300.1	1,300.1										
REVLON COLORSTAY LIP COLOR	D120	13,626.6	20.4					8,843.9	192.0	2,434.1	2,136.2		
REVLON COLORSTAY LIQUID FOUNDATION	D140	7,074.6	7,074.6				315.0						
REVLON COSMETICS	D190	792.2	477.2										
REVLON CUSTOM CREATIONS LIQ FNDTN	D140	1,259.6	1,259.6										
REVLON DIAMOND LUST EYE SHADOW	D130	2,197.5	2,197.5										
REVLON EYE MAKEUP	D130	2,203.6	2,203.6										
REVLON FACIAL MAKEUP	D140	762.3	762.3										
REVLON GOLDEN AFFAIR SCULPTING BLUSH	D140	1,348.7	1,348.7										
REVLON JUST BITTEN LIP STAIN	D120	730.6	730.6										
REVLON LASH JEWELS EYE LASH ACCENTS	D130	1,209.6	1,209.6										
REVLON MAKEUP ERASER PEN	D190	1,202.4	1,202.4										
REVLON MIDNIGHT SWIRL LIP GLOSS	D120	3,116.8	1,121.1					1,342.9	13.8	475.5	163.5		
REVLON MOLTEN METAL LIQ EYE SHADOW	D130	6,629.4	1,214.1					2,921.7	67.1	2,112.7	313.7		
REVLON RENEWIST LIP COLOR	D120	13,700.5	5,244.0					4,398.8	174.0	2,643.2	1,240.6		
REVLON SUGAR SUGAR LIP TOPPING	D120	12,081.1	2,134.4					6,321.2	104.1	3,124.3	397.1		
REVLON SUPER LSTRS/SRH LIPSTICK	D120	1,026.1	1,026.1										
REVOL PRE-PAID WIRELESS SVC	B223	1,758.4						1,758.4					
REVOL WIRELESS SERVICE	B223	665.5					546.5		119.0				
REVOLUTION HEALTH ONLINE	B670	869.3	869.3										
REVOLUTIONS II HLTH CLB	D800	289.8	289.8										
REX & CO RE INVESTMENT CONSUMER SVC	B129	291.2		291.2									
REX & REX IMPORTS STORE	V379	253.8		253.8									
REX GOLIATH WINE	F620	343.8					143.4						200.4

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
REX RESORTS CARIBBEAN	T432	265.4	264.1		1.4								
REX TV & APPLIANCE STR	V371	3,806.6			3,789.7				17.0				
REXALL VITAMINS & SUPPLEMENT	D541	2,271.7	2,271.7										
REYATAZ HIV RX	D560	602.4	572.2				30.2						
REYNOLDS & REYNOLDS CO RECRUITMENT	B912	1,263.7			1,231.2	22.8			9.7				
REYNOLDS AUTO DLR	V219	754.5			754.5								
REYNOLDS FORD	V211	1,036.6							1,036.6				
REYNOLDS HANDI-VAC VACUUM SLR&BGS	H340	5,160.9						3,231.1	192.4	876.9	860.4		
REYNOLDS KIA	V212	480.2			341.7				138.4				
REYNOLDS LANDING/OCN DEV	B452	371.5	241.6			129.9							
REYNOLDS LINCOLN MERCURY	V219	488.6			274.0				214.6				
REYNOLDS MAZDA	V212	258.2			115.0				143.2				
REYNOLDS OVEN BAGS	H340	716.7	453.1	263.6									
REYNOLDS PARCHMENT PAPER	H340	1,139.0	1,139.0										
REYNOLDS PLANTATION DEV	B452	3,389.9	3,226.3		2.6	129.9	31.1						
REYNOLDS SLOW COOKER LINERS	H340	1,304.6	1,281.1						23.6				
REYNOLDS WRAP	H340	625.0							106.4		88.5		430.1
REYNOLDS WRAP FOIL	H340	6,344.2			262.4			580.6	1,156.0	1,057.3	3,288.0		
REZAS RESTAURANT	G310	1,450.7			1,448.7				2.0				
RGX BODY SPRAY	D260	9,596.0	1,348.7					4,426.8	0.1		3,820.4		
RH DONNELLEY PRINTER	B651	602.1				602.1							
RH MACYS & CO INC CP	V490	2,379.1			1,624.5	754.6							
RHAPSODY AUDIO EQUIP STR	V361	261.8	261.8										
RHAPSODY.COM & TIVO DIGITAL RECORDER	B670	3,428.4								3,428.4			
RHAPSODY.COM ONLINE	B670	12,446.9	388.7						0.1		12,058.2		
RHINO SHIELD LIQUID SIDING	H611	386.4			386.4								
RHINO TRUCK BED LINERS	T144	546.0							12.5		533.5		
RHINO VAR RECORDINGS	H531	345.3	345.3										
RHODE ISLAND DEPT/HEALTH	B315	260.6							260.6				
RHODE ISLAND DESIGN CTR	V179	263.9							263.9				
RHODE ISLAND HOUSING	B315	255.2					188.7		66.5				
RHODE ISLAND ST LOTTERY	B314	613.9					243.1		370.8				
RHODE ISLAND STATE TP	T433	457.1	209.7	238.3	9.1								
RHODEN AUTO DLR	V219	467.0			467.0								
RHONDA FABER GREEN JEWELRY	A510	387.0	387.0										
RIB CRIB BBQ RESTAURANT	G310	270.2					14.7		255.4				
RICART AUTOMOTIVE GROUP	V219	717.1					88.2		628.9				
RICART USED CAR FACTORY	V219	259.5							259.5				
RICE EPICUREAN MARKETS	V345	888.2			888.2								
RICE TOYOTA	V212	864.0			446.5		15.5		402.1				
RICE UNIVERSITY	G810	399.6			144.4	83.4	166.7				5.1		
RICE-A-RONI NATURES WAY RICE MIXES	F324	1,865.7	1,865.7										
RICE-A-RONI RICE MIXES	F324	2,519.7						1,428.7	15.1	478.4	597.5		
RICH DAD EDUCATION SEMINAR	G820	10,326.3			10,309.4								16.9
RICH DAD POOR DAD SEMINAR	G820	948.2			948.2								
RICH DADS SEMINAR	G820	1,280.2			1,278.1								2.1
RICH FORD	V211	800.7			16.7		6.5		777.5				
RICH IDEAS/MIDWEST	B623	642.5	642.5										
RICHARD ALEXANDER ATTY	V151	396.6			396.6								
RICHARD NIXON LBRY&BRPLC	B329	265.3			265.3								
RICHARD ROGERS THEATRE	V161	396.2			119.6	276.6							
RICHARD SCHULTZ OUTDOOR FURNITURE	H121	289.5	289.5										
RICHARD SHAPIRO STUDIO	V379	857.6	857.6										
RICHARD WERNER ATTY	V151	435.2						435.2					
RICHARDS CREATIVE MRKTPL	V359	675.4			675.4								
RICHARDS HONDA	V212	390.4							390.4				
RICHARDSON FOR PRESIDENT	B331	1,260.8							1,260.8				
RICHARDSON HOMES	B452	274.7					3.0		271.7				
RICHEMONT JEWELERS	V314	399.5					399.5						
RICHERT LUMBER CO	V376	378.1			378.1								
RICHMOND AMER HOMES	B452	7,027.5			4,098.3		2,713.3						215.8
RICHMOND FORD	V211	303.6			226.0				77.6				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RICHMOND INTL AIRPORT	T300	318.2			145.3		32.2		140.7				
RICHMOND INTL RACEWAY	V163	306.6			52.9				136.9	52.3	49.6		15.0
RICHMOND TOYOTA	V212	319.5			124.2		12.8		182.5				
RICHMOND YCHTS SLS&CHRTR	G430	479.8	479.8										
RICH'S STOVES FURN & SPAS	V376	319.2			168.1				151.1				
RICK CASE ACURA	V212	690.8			611.2				79.6				
RICK CASE ACURA HONDA	V212	1,097.8			1,097.8								
RICK CASE AUTO MALL	V219	1,514.9			1,495.2				19.7				
RICK CASE HONDA	V212	1,339.9			773.1				566.8				
RICK CASE HONDA/MTRCYCL	V233	740.4			740.4								
RICK CASE HYUNDAI	V212	324.2			49.0				275.2				
RICK MC GUIRE ATTY	V151	385.4							385.4				
RICKENBAUGH VOLVO	V213	350.8			350.8								
RICKS CUSTOM FENCING	V171	391.4			391.3				0.1				
RICKY MARTIN PRSNL APPR	V161	452.9					12.5		440.4				
RICOH CO LTD CP	G930	3,570.8	3,100.8					223.3			246.6		
RICOH CORP CP	G930	1,654.4	1,654.4										
RICOLA COUGH DROPS	D522	3,610.5							2.4				
RID LICE TREATMENT KIT	D559	2,301.7	1,220.3					0.0	26.7	1,054.7			
RIDDEX PLUS MISC DR	V859	4,444.4							0.7		4,443.7		
RIDENOW POWERSPORTS	V233	410.6			383.0				27.6				
RIDERS JEANS MEN & WOMEN	A142	851.7										851.7	
RIDERS JEANS WOMEN	A142	20,979.9	18,404.1	1,887.8				0.0	23.9	664.2			
RIDGESTONE BANK CONSUMER SVC	B121	266.2			266.2								
RIDGEWOOD COIN STORE	V365	293.5			293.5								
RIDGEWOOD SAVINGS BANK CONSUMER SVC	B121	1,096.6			1,087.8		8.8						
RID-X SEPTIC SYSTEM TREATMENT	H442	7,086.9		122.6				2,341.7	1,074.5	691.8	2,856.4		
RIEDEL CRYSTAL GLASSWARE	H111	2,350.1	1,331.1		5.9	1,013.1							
RIESEN CANDY	F510	6,385.5	6,385.5										
RIGHT GUARD SPORT CLEAR GEL AP/DEOD	D260	1,893.9					1,893.9						
RIGHT GUARD SPORT STICK AP/DEOD	D260	4,404.2					47.0			4,357.2			
RIGHT GUARD XTREME/STRP SOLID DEOD	D260	488.8	44.7							33.6		410.5	
RIGHT HONDA	V212	295.7			295.7								
RIGHT PLACE PROPERTIES	B452	414.2			384.2		30.0						
RIGHT SIZE DRUGS/TOILETRIES DR	V830	590.0	163.3						224.6		202.1		
RIMMEL COOL MATTE MOUSSE FOUNDATION	D140	4,131.0	679.5					2,401.7	0.0		1,049.8		
RIMMEL COOL SHINE LIPSTICK	D120	910.1	910.1										
RIMMEL COSMETICS	D190	4,473.2	4,473.2										
RIMMEL EYE MAGNIFIER MASCARA	D130	4,579.5	922.1					2,703.6	0.2		953.7		
RIMMEL EYE SHADOW & NAIL POLISH	D130	1,045.2	1,045.2										
RIMMEL EYEFUL & GLOSS OVER LIP GLOSS	D130	728.5	728.5										
RIMMEL FACIAL MAKEUP	D140	494.8	494.8										
RIMMEL LASH MAXX MASCARA	D130	4,058.5	1,049.1					2,194.5	0.8		814.1		
RIMMEL LYCRA WEAR 10 NAIL POLISH	D150	1,369.9	1,369.9										
RIMMEL RENEW & LIFT LIQ FOUNDATION	D140	4,084.2	1,051.6					2,237.9	0.2		794.5		
RINA DI MONTELLA BRIDAL GOWNS WOMEN	A130	709.7	709.7										
RINA DI MONTELLA FORMAL GOWNS WOMEN	A130	465.6	465.6										
RINA LIMOR JEWELRY	A510	339.4	339.4										
RING POP CANDY	F510	676.3						61.9			614.4		
RINGLING BROS BRN&BLY CR	V169	2,074.8			1,922.4	66.1	32.4						53.9
RINGLING BROS CIRCUS	V169	7,904.1					547.3		7,356.8				
RINKE CADILLAC	V211	278.3			278.3								
RINKER BOATS	G430	799.2	799.2										
RINNAI CONTINUUM HOT WATER HEATER	H621	1,540.8										1,540.8	
RINNAI TANKLESS WATER HEATER	H621	842.3					150.0		533.4		158.8		
RINNAI WATER HEATER	H621	350.6	350.6										
RINNAI/ WATER SYSTEM	V174	418.4			418.4								
RIO RANCHO AUTO SALES	V219	1,901.5			1,901.5								
RIO SUITE HOTEL & CASINO	T431	3,424.7	950.1		438.0		2,006.9		29.6				
RIO SUITE HOTEL & CASINO LAS VEGAS	T431	758.9	626.5		132.5								
RIO VALLEY MARKET	V346	626.0			626.0								
RIP ROAR ELECTRONIC CREATION STN	H519	449.6						35.8			413.8		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RIPPED FUEL 5X & XTENDR SUPPLEMENTS	D543	304.5	304.5										
RIPPED FUEL 5X SUPPLEMENT TABLETS	D543	601.7	601.7										
RIPSTIK CASTER BOARD	G490	1,458.6						228.6			1,230.0		
RIPSTIK SPORTING GOODS DR	V851	734.0									734.0		
RISING TIDE STUDIOS LLC CP	B623	847.0			847.0								
RIT LIQ & PWD DYES	H429	374.0	374.0										
RITANI BRIDAL JEWELRY	A510	1,900.2	1,900.2										
RITAS WATER ICE SHOP	V349	1,035.3			69.7	3.5	945.5		1.7				15.0
RITCHIE COMPASS	G130	308.5	308.5										
RITE AID PHARMACY	V330	32,701.4	3,260.1		29,302.9	53.0	38.9		22.6		8.9		15.0
RITERUG CO STORE	V373	647.3							647.3				
RITMO MUNDO WATCHES	A520	272.9	272.9										
RITUXAN RHEUMATOID ARTHRITIS RX	D560	2,728.6	2,728.6										
RITZ CAMERA CENTERS	V361	5,814.2	89.4		3,932.7	11.9			1,760.2				20.1
RITZ CAMERA CENTERS & WOLF CAMERA	V361	1,598.5			1,579.3						19.2		
RITZ CAMERA CENTERS &WLF CMR&KTS CMR	V361	3,201.4							1,773.6		1,427.9		
RITZ CARLTON CLB&SBCH	B452	612.7	549.1	61.7			1.8						
RITZ CARLTON HOTELS SOUTH BEACH	T431	339.6	46.1		79.1	214.3							
RITZ HOTEL	T431	264.5					264.5						
RITZ TOURS TRAVEL AGNCY	T420	1,150.6	204.3		704.0	242.3							
RITZ-CARLTON CLUB RE DEV	B452	1,053.9	788.8	228.7			11.0				25.4		
RITZ-CARLTON GLF CLB DEV	B452	634.7	401.5		179.0	54.3							
RITZ-CARLTON HOTELS	T431	6,608.3	2,345.8	104.0	1,892.5	2,090.9	175.1						
RITZ-CARLTON HOTELS AMELIA ISLAND	T431	389.6			389.6								
RITZ-CARLTON HOTELS BACHELOR GULCH	T431	664.5			664.5								
RITZ-CARLTON HOTELS CARIBBEAN	T432	714.4				714.4							
RITZ-CARLTON HOTELS DALLAS	T431	902.6	701.3		201.3								
RITZ-CARLTON HOTELS GOLF CLUB & SPA	T431	285.1	285.1										
RITZ-CARLTON HOTELS HI	T432	383.5	372.1								11.4		
RITZ-CARLTON HOTELS LAGUNA NIGUEL	T431	433.8			433.8								
RITZ-CARLTON HOTELS MEXICO	T432	313.3			313.3								
RITZ-CARLTON HOTELS NEW ORLEANS	T431	731.6			150.8	580.7							
RITZ-CARLTON HOTELS REYNOLDS PLNTN	T431	1,033.3	190.6	207.9	634.7								
RITZ-CARLTON HOTELS WORLDWIDE	T432	1,514.8	389.9			1,124.9							
RITZ-CARLTON HTLS/BSCYN	T431	405.4			298.2	107.2							
RITZ-CARLTON RESIDENCES	B452	2,300.3	1,358.7	450.1	437.9	53.6							
RITZ-CARLTON/TMSHR RNTLS	T431	529.3		308.5	69.2	151.6							
RIU HOTELS & RESORTS	T431	566.9	349.1		217.8								
RIU HOTELS & RESORTS WORLDWIDE	T432	303.7	156.1		147.6								
RIU HOTELS MEXICO	T432	318.1	204.8		113.3								
RIVA YACHTS	G430	309.2	309.2						308.0				
RIVER FRONT CHRY JEEP	V211	1,180.7			1,180.7								
RIVER HOUSE APARTMENTS	B452	365.8			365.8								
RIVER OAKS TOYOTA	V212	308.0											
RIVER PALMS RESORT&CSN	T431	312.6			98.3		214.2						
RIVER PLACE APARTMENTS	B452	251.4			134.4	117.0							
RIVER ROCK CASINO	V169	2,989.0			588.9		161.3		2,238.8				
RIVER ROCK RE DEV	B452	544.4			55.6	488.9							
RIVERBANK VW/STAMFORD	V213	283.8			283.8								
RIVERDANCE SHOW	V161	701.1			76.7		11.0		613.4				
RIVERGATE TOYOTA	V212	340.1			216.3				123.8				
RIVERHEAD BLDG SUPP CORP	V376	264.8			264.8								
RIVERHEAD VAR BOOKS	B610	630.4				630.4							
RIVERHOUSE RCKFLR PRK DV	B452	1,165.8	88.0	114.4	18.2	915.3			29.9				
RIVERLAND AUTO DLR	V219	1,275.5			1,275.5								
RIVERS EDGE GLF CLB&PLTN	B452	275.8	275.8										
RIVERS REACH RE DEV	B452	597.0				597.0							
RIVERSIDE BANK CONSUMER SERVICES	B121	313.5			270.6		42.9						
RIVERSIDE CHRYSLER JEEP	V211	880.4			880.4								
RIVERSIDE MEDICAL CLINIC	V133	391.2			244.1		147.1						
RIVERSIDE PUBLIC UTILTS	V173	251.0			249.7		1.3						
RIVERSIDE RESORT HOTEL	T431	1,398.5			1,238.9		121.0		35.9		2.7		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RIVERSOUND RE DEV	B452	346.3			311.9	34.4							
RIVERSTONE CONDOMINIUMS	B452	482.0			482.0								
RIVERTON CHEVROLET OLDS	V211	705.8			521.2				184.6				
RIVERTON HYUNDAI SUZUKI	V212	460.3			434.9				25.3				
RIVERTON POOL&GARDEN CTR	V358	264.9			264.9								
RIVERVUE RE DEV	B452	331.9			241.1	90.9							
RIVERWALK/PAPAGO PRK DEV	B452	476.3			476.3								
RIVERWIND CASINO	V169	678.3					295.4		375.5		7.5		
RIVIERA BLACK HAWK CSN	V169	410.3			410.3								
RIVIERA HOTEL & CASINO	T431	949.2	213.7		282.0		453.2		0.2				
RIVIERA MAYA MEXICO TP	T434	759.3	596.3		23.8		57.8		28.9		1.3		51.2
RIVIERA NAYARIT TP	T434	408.0	42.2		363.3		2.5						
RIVIERA POOLS STORE	V175	597.1			518.3				78.8				
RIVIERA REUPHOLSTERY SHP	V379	391.1							391.1				
RIVIERA YACHTS	G430	374.9	374.9										
RIVINI BRIDAL GOWNS WOMEN	A130	2,123.3	2,123.3										
RIZZA AUTO DLR	V219	534.3			534.3								
RIZZA CHEVROLET	V211	1,171.6			772.6		29.1		369.9				
RIZZOLI IN VOGUE BOOK	B610	313.4	313.4										
RIZZOLI INTL PUBS VAR BOOKS	B610	379.2			296.9	82.3							
RIZZOLI RALPH LAUREN BOOK	B610	1,158.3	1,158.3										
RIZZOS PLM BCH LINC MERC	V211	1,367.9			1,367.9								
RL STEVENS&ASC EMP AGNCY	B913	254.7			254.7								
RL STINES HAUNTING HOUR VIDEO	H532	418.6	284.9					28.4			105.4		
ROAD & TRACK MAGAZINE ONLINE	B623	687.6	687.6										
ROAD & TRACK MAGAZINE PRNTD PDT\$ DR	V829	498.4	498.4										
ROAD & TRACK MAGAZINE SWEEPSTAKES	B623	289.0	289.0										
ROAD & TRACK MAGAZINE VAR VIDEOS DR	V873	342.9	342.9										
ROAD AMERICA RACEWAY	V163	357.7	334.0				18.0		3.7		2.1		
ROAD HOME HSNG ASST CTR	B315	330.4			330.4								
ROAD ID MEDICAL ID TAG	D610	1,226.9	1,226.9										
ROAD RUNNER ISP	B225	7,900.7			1.1		103.3		7,796.3				
ROAD&TRACK SPEED RADIO	B630	387.7	387.7										
ROADMASTER TRUCK DRV SCH	G840	559.3						559.3					
ROADRUNNER STONE SOUR COME WHAT/MAY	H531	274.2	198.0								76.2		
ROADSIDE ATTRACTIONS BELLA MOVIE	B660	4,001.8	10.5		2,132.6	272.3		521.9	288.7		775.9		
ROADSIDE ATTRACTIONS LONELY HEARTS	B660	341.4	14.1		214.9	112.5							
ROADSIDE ATTRACTIONS RIGHT/YOUR DOOR	B660	265.2	14.7		172.3	78.2							
ROADSIDE ATTRACTIONS STRTNG OT/EVNG	B660	960.9	110.5		602.7	247.6							
ROADTREK MOTORHOME VAN	T139	306.6	306.6										
ROAMANS CLOTHING CATALOG	B629	712.1							100.8		611.3		
ROAR PROJECT/PSA	B323	264.5									264.5		
ROARING RIVER RE DEV	B452	710.0			710.0								
ROB GRAHAM & ASSOC ATTY	V151	338.8							338.8				
ROBB & STUCKY/FURN STR	V375	8,721.9	1,093.3		5,990.1				1,638.4				3,965.7
ROBBINS BROS JEWELERS	V314	4,292.6	279.4				47.5						
ROBBINS EYE CENTER	V139	396.7			327.4		69.3						
ROBERT ALLEN HOUSEHOLD FABRICS	H141	3,659.7	3,637.9										21.8
ROBERT ALLEN INSTITUTE	G840	745.1			745.1								
ROBERT ALLENS WORKSHOP	G820	943.8			943.8								
ROBERT BULLOCK BRIDAL GOWNS&FRMLWR W	A130	522.6	522.6										
ROBERT CRIST & CO RV'S	V232	256.6			190.4				66.2				
ROBERT CURY&ASC YCHT BRK	G430	651.4	651.4										
ROBERT DEBRY&ASSOC ATTY	V151	813.3							813.3				
ROBERT FENSTERSHEIB ATTY	V151	263.8					0.1		263.7				
ROBERT FRIEDMAN ATTY	V151	300.4							300.4				
ROBERT G ALLEN INSTITUTE	G850	256.8			256.8								
ROBERT GOLDWATER ATTY	V151	3,587.6							2,247.3		1,340.3		
ROBERT H WEISS ATTY	V151	1,239.4	721.2		9.0				305.7		203.6		
ROBERT HALF INTL EMP SVC	B913	1,591.2	15.3		92.0	59.6	1,424.3						
ROBERT HALF/ACCOUNTTEMPS	B913	465.8			4.0		461.8						
ROBERT J HOGLUND ATTY	V151	322.3			39.2				283.1				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ROBERT L BECK DMD MD	V132	432.7			432.7								
ROBERT LIGHTON FURNITURE	V375	313.6	313.6										
ROBERT MORRIS COLLEGE	G810	1,395.6			94.0		148.9		1,152.7				
ROBERT PEIRCE&ASSOC ATTY	V151	390.9							390.9				
ROBERT RUBENSTEIN ATTY	V151	1,170.8							1,170.8				
ROBERT TILTON MINISTRIES	B322	368.0							3.7		364.3		
ROBERT TREAT HOTEL	T431	258.9			215.0		43.8						
ROBERT TRENT JNS GLF TRL	V162	2,477.8	1,279.4		1.8				1,196.6				
ROBERT WOOD JOHNSON FDTN	B329	1,911.1			17.8	7.5	6.1		1,083.1		415.9		380.7
ROBERT WOOD JOHNSON/HOSP	V133	348.6			148.4	176.8	2.9						20.5
ROBERTO CAVALLI APPAREL	A990	412.8	412.8										
ROBERTO CAVALLI BRAS & PANTIES WOMEN	A220	281.2	281.2										
ROBERTO CAVALLI STORE WOMEN	V311	3,248.9	2,926.7	322.3									
ROBERTO CAVALLI SUNGLASSES	A430	1,561.5	1,353.6	207.9									
ROBERTO COIN JEWELERS	V314	538.0	506.6		30.7				0.7				
ROBERTO COIN JEWELRY	A510	6,053.3	6,037.7		2.6		13.0						
ROBERTS CAMERA STORE	V361	868.1			868.1								
ROBERTS DAIRY DAIRY PDTS	F319	309.0			16.2				292.8				
ROBERTS PHOTO VD&SELECT	V361	483.3	475.9		4.4				3.0				
ROBINSON MEMORIAL HOSP	V133	262.2			146.8		115.5						
ROBITUSSIN VAR COLD PDTS	D521	12,956.0						5,361.0	68.9	4,283.8	2,966.0	276.3	
ROBSON COMMUNITIES	B452	828.3			29.2		799.1						
ROBSON RANCH RE DEV	B452	913.1			541.9		125.7		245.5				
ROC DAILY MCRDRMBRSN CLEANSING DISKS	D160	3,697.3	3,697.3										
ROC PROTIENT FRFTY LFT&DFN NGHT CRM	D110	2,946.7	2,946.7										
ROC RETINOL CORREXION DEEP WRNL SRM	D110	4,140.4	4,140.4										
ROC RETINOL CORREXION DEEP WRNL/CRM	D110	5,010.0	116.1					2,961.7	149.1	412.8	1,370.3		
ROC RETINOL CORREXION EYE CREAM	D110	589.6	589.6										
ROC RETINOL CORREXION HAND RPR LTN	D110	344.1	344.1										
ROC SKIN CARE PDTS	D110	1,672.3			428.7		725.9	56.3	242.7	218.8			
ROCA-FELLA JAY-Z AMER GNGSTR RC	H531	352.8	145.2				2,035.3				207.6		34.3
ROCAWEAR APPAREL	A990	7,487.3	5,417.7										
ROCAWEAR RTW CHILDREN	A190	730.8	730.8										
ROCAWEAR RTW MEN & WOMEN	A190	878.5	878.5										
ROCHALLENGE.COM ONLINE	B549	565.7	565.7										
ROCHE LAB CP	D700	275.0	176.8		95.9				2.3				
ROCHE LAB FLU	D700	3,132.0	3,132.0										
ROCHE-BOBOIS FURN STORE	V375	5,218.0	1,764.2	1,502.9	1,260.5	690.4							
ROCHESTER BIG&TALL STORE MEN	V311	581.0				576.4			4.6				
ROCHESTER COLONIAL MFG	V171	700.1							700.1				
ROCHESTER GAS&ELECT CO	V173	908.1	25.8		627.3				255.1				
ROCHESTER GENERAL HOSP	V133	383.2	51.5		183.5				148.2				
ROCHESTER HILLS CHRY JP	V211	406.4			406.4								
ROCHESTER HM BLDRS ASSN	V171	855.6			855.6								
ROCHESTER LINOLEUM &CARPET ONE STORE	V373	1,079.6			1,079.6								
ROCHESTER MAGAZINE	B623	428.7			428.7								
ROCHESTERHOMEPAGE.NET ONLINE	B549	365.6						365.6					
ROCK & REPUBLIC APPAREL	A990	4,015.9	4,015.9										
ROCK & ROLL MARATHON	V162	394.9	392.6				2.3						
ROCK FINANCIAL MTG BANK CONSUMER SVC	B124	985.9			392.0				594.0				
ROCK HONDA	V212	1,086.0			903.4		181.8		0.9				
ROCK ISLAND AUCTION CO	V122	508.7			97.2	411.4							
ROCK N ROLL 1/2 MARATHON	V162	620.4	620.4										
ROCK&REPUBLIC CLTHNG STR WOMEN	V311	735.1	735.1										
ROCKAUTO.COM STORE ONLINE	V380	772.1	612.7		148.4	11.0							
ROCKAWAY BEDDING STORE	V377	4,074.7			3,846.3	98.6			32.8				97.0
ROCKENBACH CHEVROLET	V211	1,167.8			557.9		186.1		423.8				
ROCKET DOG SHOES WOMEN	A310	1,150.7	1,150.7										
ROCKET DOG SNEAKERS WOMEN	A321	360.9	360.9										
ROCKET FISHING ROD SPORTING GOODS DR	V851	9,250.3							6.6	0.3	43.2	9,200.2	
ROCKETT BRAND RACING FUEL	T290	389.4	389.4										
ROCKIE WLMS PRMR AUTO	V219	282.5			282.5								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ROCKING HORSE RANCH	T431	252.2			153.8	53.7	44.6						
ROCKLAND NISSAN	V212	1,153.1			1,153.1								
ROCKLAND STANDARD GEAR TRANSMISSIONS	T144	278.0	278.0										
ROCKLAND TOYOTA	V212	911.0			892.4		18.6						
ROCKPORT BOOTS MEN	A310	520.1	520.1										
ROCKPORT FOOTWEAR WOMEN	A390	402.9	402.9										
ROCKPORT SHOE STORE MEN	V313	682.1	344.1		338.0								
ROCKPORT SHOES & SNEAKERS MEN	A310	476.8	476.8										
ROCKPORT SHOES MEN	A310	2,893.6	2,893.6										
ROCKRESORTS	T431	943.3	810.7	114.4	18.3								
ROCKSTAR GAMES BULLY VIDEO GAME	G511	271.4	193.0							78.4			
ROCKVALE OUTLETS LNCSTR	V620	270.9			5.9		51.8		213.3				
ROCKVILLE BANK CONSUMER SERVICES	B121	288.3			279.4				8.9				
ROCKWALL AUTO SALES	V219	456.0			456.0								
ROCKWALL FORD MERCURY	V211	950.3			929.3				21.1				
ROCKWELL COLLINS CP	T300	509.7	508.7						0.9				
ROCKWELL COLLINS IN-FLIGHT INFO SYS	T300	265.7	265.7										
ROCKY BALBOA VIDEO	H532	5,524.8	658.6						3,331.6	99.8	255.6	1,007.2	124.0
ROCKY MTN HARDWARE STR	V376	1,078.9	1,078.9										48.2
ROCKY MTN HLTH CR OPTNS MEDICAL INS	B412	1,260.5			1,240.5		20.0						
ROCKY MTN POWER CO	V173	600.2			286.4					310.4			3.4
ROCKYS AUTO SALES	V219	2,382.6			85.6					2,297.1			
ROD STEWART PRSNL APPR	V161	638.8			12.0					608.5			
RODALE CORE PERFORMANCE ENDRNC	B610	305.8	305.8										
RODALE INTELLECTUAL DEVOTIONAL	B610	401.1	401.1										
RODALE LIVE EARTH GLBL WRMG/HDBK	B610	405.4	405.4										
RODALE PRESS MULTI-PDTS DR	V899	267.3	267.3										
RODALE PRESS VAR BOOKS	B610	2,166.9	1,191.5		206.1	731.8							37.5
RODALE PRESS VAR BOOKS DR	V823	1,007.7	1,007.7										
RODALE SOUTH BEACH HRT PRGM BK	B610	806.3	743.9			62.4							
RODEO FORD SALES	V211	2,048.8			154.3					1,894.5			
RODNEY STRONG WINE	F620	2,404.9	689.6	1,715.3									
RODOLPHE WATCHES	A520	1,007.6	1,007.6										
ROGAINE EX STR/MEN HAIR TRTMNT	D350	16,627.1								10,020.2	265.2	1,632.5	4,656.8
ROGAN'S SHOE STORE FAMILY	V313	408.0			171.9						236.2		
ROGER BEASLEY AUDI	V213	521.5			416.5					34.1		70.8	
ROGER BEASLEY MAZDA	V212	2,498.2			2,482.4							15.8	
ROGER BEASLEY SAAB VOLVO & VLV/GRGTWN	V213	1,347.9			1,347.9								
ROGER DEAN CHEVROLET	V211	656.4			589.1						67.3		
ROGER DUBUIS WATCHES	A520	1,150.2	1,150.2										
ROGER DUNN GOLF SHOP	V365	1,198.1			1,198.1								
ROGER FREDRICKS VAR VIDEOS DR	V873	714.0										714.0	
ROGER JOBS PORSCHE	V213	289.1			289.1								
ROGER WILLIAMS AUTO SLS	V219	418.3			418.3								
ROGERS JEWELERS	V314	627.2			59.7						233.6	333.9	
ROHL PLUMBING FIXTURES	H621	1,199.6	1,199.6										
ROHTO COOL EYE DROPS	D555	336.0	336.0										
ROHTO V EYE DROPS	D555	504.0	504.0										
ROLAIDS PLUS SFTCHWS EXTR/ANTCD/GS	D531	4,952.3									3,567.6	94.1	396.5
ROLAIDS SOFTCHEWS EXTRA STR/ANTCD	D531	3,251.0										1.2	
ROLAIDS SOFTCHEWS ULTRA STR/ANTACID	D531	295.4											3,249.8
ROL GOLD PRETZELS	F530	555.0	555.0										295.4
ROL GOLD VAR PRETZELS	F530	1,415.2									1,415.2		
ROLEX MENTOR ORG & PROTEGE ARTS/ORG	B322	657.8			657.8								
ROLEX WATCH CO SA CP	A520	819.0	819.0										
ROLEX WATCHES	A520	46,042.0	35,628.7	834.8	115.8	678.6	1,210.6	5,675.9	1,108.6		679.8		109.4
ROLL INT'L CORP	V129	3,070.4									3,070.4		
ROLL INT'L VAR BEVERAGES	V140	392.6									392.6		
ROLL N GROW NURSERY STOCK DR	V853	2,661.5									146.4	0.6	2,514.4
ROLLADEN CONTRACTOR	V171	566.4			395.4							171.0	
ROLLING ROCK BEER	F611	2,181.6			8.9	168.6	439.8						1,564.3
ROLLING STONE LIVE	B623	290.4	290.4										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ROLLING STONE MAGAZINE ONLINE	B623	1,945.4	1,945.4										
ROLL-N-GLOW FRPLC STR	V372	1,052.1			85.2	966.9							
ROLLS-ROYCE AUTOS VAR	T113	320.2					320.2						
ROLLS-ROYCE DLR ASSN PHANTOM	T123	322.8	322.8										
ROLLS-ROYCE DLR ASSN VAR AUTOS	T123	677.3	677.3										
ROLLUP AWNINGS	V171	652.7			652.7								
ROLHOUSE & ASSOC ATTY	V151	450.5			396.7	14.4			1.1		38.3		
ROMA BANK CONSUMER SERVICES	B121	682.3			682.3								
ROMAFICTIONFEST FESTIVAL	V169	1,362.5			1,324.8	37.7							
ROMAIN CROSS POINTE/PARK	V219	332.1							332.1				
ROMAN MEAL BREAD	F341	730.5	726.8						3.8				
ROMANCE FRAGRANCE MEN & WOMEN	D180	968.7									968.7		
ROMANCE FRAGRANCE WOMEN	D180	7,272.0	7,272.0										
ROMANIA TP	T434	589.1	461.6		21.6	99.0					6.8		
ROMANOS MACARONI GRILL	G320	7,773.9			640.2				27.8			2,414.5	4,691.4
ROMANTIC DEPOT VIDEO STR	V362	1,069.5			1,052.4		17.0						
ROME SERIES VIDEOS	H532	1,748.7	257.6					179.0	53.2		1,258.9		
ROMEO Y JULIETA CIGARS	G220	254.0	254.0										
ROMFAB EXERCISE EQUIP	G480	5,365.6	5,135.5	230.1									
ROMNEY FOR PRESIDENT	B331	8,797.9							8,312.7	5.1	480.0		
ROMONA KEVEZA BRIDAL GOWNS WOMEN	A130	964.5	964.5										
RON BAKER CHEVROLET	V211	512.2							512.2				
RON BELL ATTY	V151	317.0					102.0		215.0				
RON CARTER AUTO ENTRPRS	V219	704.7					109.0		595.6				
RON CARTER AUTOLAND	V219	385.4					383.7		1.7				
RON CARTER CHEVROLET	V211	319.7			5.0				314.7				
RON CARTER TOYOTA	V212	757.8							757.8				
RON JON SURF SHOP	V365	1,672.4					1,558.3		83.2		30.9		
RON LAGRAND REAL ESTATE SEMINAR	G820	365.0			338.7								26.3
RON LEWIS AUTO GROUP	V219	345.6			345.6								
RON MARHOFER HYUNDAI	V212	643.3			643.3								
RON TIRAPELLI FORD	V211	301.2			301.2								
RON WARD CHEVROLET	V211	332.4							332.4				
RONALD MCDONALD CHRTS/GR	B322	945.1	945.1										
RONALD MCDONALD HOUSE	B322	2,175.3	1,127.5		66.2	917.0	64.7						
RONALD MCDONALD HS/PSA	B323	1,115.3							1,098.3		17.0		
RONALD REDDING HH FAB&WALLCOVERINGS	H141	723.5	723.5										
RONBOW BATHROOM FIXTURES	H621	695.2	695.2										
RONI DEUTCH TAX CENTER CONSUMER SVC	B123	480.1							130.5	10.9	338.8		
RONI LYNN DEUTCH ATTY	V151	3,024.1							548.8	1,715.4	759.9		
RONZIO & ASSOC ATTY	V151	456.6							456.6				
RONZONI HEALTHY HARVEST PASTA	F250	4,172.6	2,313.6								1,859.0		
RONZONI SMART TASTE PASTA	F250	4,051.4	2,530.3						326.8	0.1	1,194.2		
ROOFMAX ROOFING CONTR	V171	691.2			691.2								
ROOM & BOARD STORE	V375	2,909.1	1,818.9	1,090.2									
ROOM A DAY GIVE AWAY	V159	1,184.5							1,014.7	169.8			
ROOM SERVICE HOME STR	V355	291.3											
ROOM TO ROOM FURN&BDNG	V375	801.0			801.0								
ROOMBA VACUUM CLEANER	H223	3,263.0							1,393.3	22.3	684.5	1,162.9	
ROOMFUL EXPRESS FURN STR	V375	1,960.1			212.6					1,747.5			
ROOMS TO GO FURN STR	V375	153,167.8			90,357.0		155.0			62,543.0			112.8
ROOMS TO GO KDS FURN STR	V375	4,107.9									4,107.9		
ROOMS TODAY FURN STR	V375	4,645.2			449.9						4,195.3		
ROOMS UNLTD FURN STR	V375	4,351.4			4,345.3						6.1		
ROOMSOURCE FURNITURE STR	V375	3,407.2			1,303.0						2,104.2		
ROOMSTORE FURN&ACCS STR	V375	17,023.9									16,897.1		126.7
ROOMSTORE FURNITURE STR	V375	12,344.8			11,825.5						49.8		469.4
ROOMSTORE WORLD FURN	V375	724.8			606.0						118.8		
ROOMSTORE/MISKELLY FURN	V375	305.4									305.4		
ROOSEVELT UNIVERSITY	G810	767.9			679.2		85.6				3.1		
ROOTS VIDEO	H532	819.2	393.6						178.6	8.6	26.6	211.8	
ROSALINA JEWELRY	A510	274.0	274.0										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ROSARIO RESORT & SPA	T431	264.8			264.8								
ROSAS HOME FURN STORE	V375	1,037.4							1,037.4				
ROSATI WINDOWS SHOWROOM	V376	589.3			105.5				483.8				
ROSATO JEWELRY	A510	299.1	299.1										
ROSE & WOMBLE REALTY	B451	1,112.9			1,112.9								
ROSE ART MAGNETIX MAGNACASE	G542	262.0								262.0			
ROSE CITY MOTORS	V219	729.3							729.3				
ROSE FENCE INC CONTRACTR	V171	276.0			276.0								
ROSE HILLS MEMORIAL PARK	V157	794.9			70.8		724.1						
ROSE RADIOLOGY CENTER	V133	305.7					175.6		130.1				
ROSEDALE CHEVROLET	V211	1,390.6			1,390.6								
ROSELAND PROPERTY RE DEV	B452	278.6			45.8		232.7						
ROSEMONT THEATRE	V161	342.2			342.2								
ROSEMOUNT ESTATES WINE	F620	715.2							2.0		713.2		
ROSEN HONDA	V212	721.3			721.3								
ROSEN HYUNDAI	V212	426.7			426.7								
ROSEN NISSAN	V212	702.4			608.7				93.7				
ROSENBAUM & ASSOC ATTY	V151	526.3			67.0				459.3				
ROSENTHAL & CO MISC FIN	B129	2,157.9	428.7	1,697.9		31.2							
ROSENTHAL AUTO ENTRPRS	V219	1,522.9			1,450.3				72.6				
ROSENTHAL LANDMARK HONDA	V212	289.8			284.5				5.3				
ROSENTHAL MAZDA NISSAN	V212	309.4			309.4								
ROSES MOJITO NON ALCOHOLIC MIXERS	F690	337.7									337.7		
ROSETTA STONE VAR SOFTWARE	B532	2,835.7	304.7		1,583.8	901.7	45.5						
ROSETTA STONE VAR SOFTWARE DR	V821	141,698.3	22,892.0	1,693.2	1,560.1			278.9	107.8	5,410.4	109,743.4	12.4	
ROSEVILLE AUTO MALL	V219	761.5			21.3				740.2				
ROSEVILLE CHRYSLER JEEP	V211	301.1			288.9				12.1				
ROSEVILLE HYUNDAI	V212	1,229.9			1,153.4				76.5				
ROSEVILLE LINCOLN MERC	V211	251.8			251.8								
ROSEVILLE TOYOTA	V212	1,183.1			760.1				423.0				
ROSEWOOD CARE CENTER	V133	417.7							417.7				
ROSEWOOD HOTELS	T431	1,326.5	1,097.8	228.7									
ROSEWOOD HOTELS WORLDWIDE	T432	534.4	420.1	114.4									
ROSNER TOYOTA	V212	830.6			829.7				0.9				
ROSNER'S DISC TV & APPL	V371	535.1			364.4				170.7				
ROSS DISC CLOTHING STORE CHILDREN	V311	2,643.1							2,643.1				
ROSS DISC CLOTHING STORE FAMILY	V311	3,226.0							3,226.0				
ROSS DISC CLOTHING STORE MEN	V311	4,119.7							4,119.7				
ROSS DISC CLOTHING STORE MEN & WOMEN	V311	9,952.6					11.8		9,936.5			4.3	
ROSS DISC CLOTHING STORE WOMEN	V311	20,765.5							20,765.5				
ROSSI HOME FURNISHINGS	V372	266.4			266.4								
ROSS-SIMONS JEWELERS	V314	1,610.4			1,386.5	46.1	162.8					15.0	
ROSWELL INFINITIN ATLNT	V212	339.2			339.2								
ROSWELL PARK INSTITUTE	V133	276.6					47.0		229.6				
ROTARY CLUB	B329	1,067.2	39.0		937.6		35.3		55.3				
ROTATEQ ROTAVIRUS RX	D560	364.0	364.0										
RO-TEL CANNED TOMATOES	F323	4,171.3							248.3	1,354.8	2,568.2		
ROTH CARPET STORE	V373	375.8			25.2				350.7				
ROTHMAN FURNITURE CO	V375	1,455.0							1,455.0				
ROTHMAN FURNITURE STORE	V375	946.9			946.9								
ROTHMAN INST ORTHPDC CTR	V133	718.6			395.1		101.3		222.2				
ROTHMANS CLOTHING STORE MEN	V311	406.1		228.7	71.8	105.5							
ROTHSCHILD COLLECTION FURNITURE	H121	306.1	306.1										
ROTMAN MAGAZINE SUBS DR	V823	842.8	842.8										
ROTMANS FURN&CARPET STR	V375	561.7			44.1		85.2		432.4				
ROTO AUTO DLR	V219	393.3			393.3								
ROTO SUBARU	V212	333.4			333.4								
ROTOLO CHEVROLET	V211	689.1			642.6		46.5						
ROTO-ROOTER SEWER SVC	V174	1,135.8			11.1		199.3		625.1	3.7		296.6	
ROTOZIP HOME & BUILDING PDTS DR	V879	3,021.9							273.2	2,748.7			
ROTOZIP SAW	H624	558.3	125.5						0.2	43.6	389.1		
ROTTLUND HOMES	B452	700.6			402.6		298.1						

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ROUND MTN FALLS RE DEV	B452	556.8	84.4			472.5							
ROUND ROCK NISSAN	V212	371.6			336.6				35.0				
ROUND ROCK PREMIUM OUTLT	V620	287.5					70.4		79.3				137.8
ROUND TABLE PIZZA REST	G320	11,283.9			11.9		70.5		11,201.5				
ROUNABOUT THEATRE CO	V161	1,953.4	1,310.3		22.1	621.1							
ROUNDUP EXTENDED CONTROL WEED PRVNTR	G714	3,134.5						1,387.9	789.5	357.6	599.6		
ROUNDUP READY CORN SEEDS	G725	339.4											339.4
ROUNDUP READY FLEX COTTON HERBICIDE	G724	405.2							229.1	152.2			23.9
ROUNDUP WEED KILLER	G714	9,486.4						5,504.6	60.9	1,249.8	2,671.1		
ROUTREE FORD LINC MERC	V211	500.5							500.5				
ROUTREE HYUNDAI	V212	394.9							394.9				
ROUSES FOOD STORE	V346	278.7			278.7								
ROUTE 22 AUTO DLR	V219	438.7			438.7								
ROUTE 22 HONDA	V212	667.6			38.9				628.7				
ROUTE 22 NISSAN	V212	626.2			36.5				589.6				
ROUTE 22 TOYOTA	V212	452.7			26.2				426.5				
ROUTE 23 ATML FRD NSN	V219	3,274.5			3,274.5								
ROUTE 23 AUTOMALL	V219	875.5			875.5								
ROUTE 23 AUTOMALL FORD	V211	472.2			472.2								
ROUTE 23 AUTOMALL NISSAN	V212	387.7			387.7								
ROUTE 66 CASINO	V169	421.9					64.6		357.3				
ROUX FANCI-FULL HAIR COLOR RINSE	D310	592.6	592.6										
ROWENTA APPLIANCES DR	V872	2,417.2							161.6	48.4	2,207.2		
ROXY FRAGRANCE WOMEN	D180	1,973.8	1,884.6						89.3				
ROXY QUIKSILVER APPAREL	A990	696.2	548.7				147.5						
ROXY QUIKSILVER BATHING SUITS WOMEN	A150	287.8	287.8										
ROXY QUIKSILVER SPORTSWEAR WOMEN	A141	1,193.7	1,193.7										
ROY LOMAS CARPETS&HRDWDS	V373	474.7			421.4		53.3						
ROY ROBINSON RV	V232	605.6			605.6								
ROY ROBINSON SUBARU	V212	502.9			470.8				32.1				
ROYAL BANK OF SCOTLAND INTL	B121	31,526.4	11,845.9				2,527.8	8,716.6	1,091.6	108.4	6,981.5	254.6	
ROYAL BANK OF SCOTLAND VIGNETTE	B121	1,532.5						1,509.2				23.3	
ROYAL BANK/SCOTLAND PLC CP	B121	5,057.1	357.5			4,699.6							
ROYAL CARIBBEAN CRUISES	T412	75,847.2	1,490.3		16,554.9	1,558.5	990.1	46,688.2	1,034.5		5,305.9	290.0	1,934.8
ROYAL CONSULTANTS CONSUMER SERVICES	B128	496.4			496.4								
ROYAL COPENHAGEN PORCELAIN DINNERWR	H111	443.5	443.5										
ROYAL COPYSTAR MLT FNCTN/MCHNS&PRNTR	B719	2,036.7	2,036.7										
ROYAL CROWN DERBY STORE	H190	357.5	357.5										
ROYAL DOULTON COOKWARE & TABLEWARE	H231	658.7	658.7										
ROYAL ELASTICS SHOES WOMEN	A310	404.4	404.4										
ROYAL ELASTICS SNEAKERS MEN	A321	263.1	263.1										
ROYAL ELASTICS SNEAKERS MEN & WOMEN	A321	254.3	254.3										
ROYAL FARM STORE	V346	777.0					278.2		48.0				450.8
ROYAL FURN GALLERY STR	V375	1,420.3			1,420.3								
ROYAL FURNITURE STORE	V375	660.2			124.5				535.7				
ROYAL GATE AUTO	V219	939.1			939.1								
ROYAL HONDA	V212	394.8			342.6				52.2				
ROYAL LAHAINA RESORT HI	T432	1,744.5	1,744.5										
ROYAL LIPIZZAN STLNNS SHW	V163	472.1							472.1				
ROYAL OAK FORD	V211	3,328.0			3,315.7				12.2				
ROYAL OAKS CHRYSLER JEEP	V211	356.7			356.7								
ROYAL PALMS RESORT & SPA	T431	433.7	363.0		70.7								
ROYAL PHILIPS ELECT NV CP	G930	7,646.9	3,579.4	218.3	10.4			1,358.4	1,089.1	7.2	1,384.1		
ROYAL PLANTATION JAMAICA	T432	452.4											
ROYAL PRESTIGE HOUSEHOLD DR	V872	566.9			0.8				61.1			505.1	
ROYAL PURPLE SYNTHETIC MOTOR OIL	T212	965.2	443.1		4.2		155.3		86.9			275.9	
ROYAL SUITE BDRM SHWCS	V377	279.5			279.5								
ROYAL WEST PROPERTIES RE	B452	359.5								359.5			
ROYAL WINDOWS & SIDING	V171	486.4								486.4			
ROYALTON COLLECTION JEWELRY DR	V810	3,020.1	281.2	2,738.9									
ROYCE BUILDERS	V171	599.6			301.3		285.9		12.4				
ROYS HAWAIIAN FSN/REST	G310	454.8	351.2		103.7								

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ROYS HAWAIIAN RESTAURANT	G320	595.9	583.3		3.9		8.7						
ROYS RESTAURANT	G310	650.9	481.9		17.2		151.8						
ROZEREM SLEEP RX	D560	140,313.2	51,853.1	1,505.7				59,287.9	2,168.7	1,452.6	24,045.2		
RR GABLE INC REAL ESTATE	B451	480.2			480.2								
RRD MOBILE TV SERVICE	B642	839.6	839.6										
RRD MOBILE TV SERVICE PAID PROMO	B642	599.7	599.7										
RSM MCGLADREY CPA CONSUMER SERVICES	B123	431.0					11.6						419.4
RSM MCGLADREY INC CP	G930	2,084.4	2,084.4										
RSSOUNDINGBOARD.COM MAG ONLINE	B623	290.4	290.4										
RSVP FOOD&PRTY OTLT STR	V346	405.8			405.8								
RSVP FRAGRANCE MEN	D410	10,187.3	9,365.6					328.0		493.7			
RSVP VACATIONS ONLINE	T420	690.7	690.7										
RUBBERMAID FASTTRACK GARAGE ORGNZRS	H232	805.5						805.5					
RUBBERMAID PREMIER STORAGE CNTNRS	H232	6,896.1	2,144.5					826.1	17.2	708.2	3,200.0		
RUBELLI INC HOUSEHOLD FABRICS	H141	462.1	462.1										
RUBI REY RUM	F732	278.8			278.8								
RUBI SERIES VIDEOS	H532	587.8							364.2		223.6		
RUBLOFF REALTY	B451	1,371.7			1,371.7								
RUBY GORDON FURNITURE ST	V375	2,269.6			2,091.0				178.6				
RUBY TUESDAY RESTAURANT	G320	49,412.7			4.1		541.9	18,656.1	145.7	4,746.2	25,318.8		
RUDOLPH CHEVROLET	V211	517.1							517.1				
RUDOLPH HONDA	V212	318.3					67.6		250.6				
RUDY LUTHER SCION TOYOTA	V212	455.2			455.2								
RUE & ZIFFRA ATTY	V151	492.8					45.7		447.1				
RUFFINO WINE	F620	2,087.0	2,069.3		15.5					2.2			
RUG & HOME STORE	V379	1,470.4			76.0		37.7		1,356.7				
RUG CO CARPET STORE	V373	1,556.3	1,360.5	114.4	34.4		46.5		0.6				
RUG DECOR OUTLET STORE	V373	504.2			480.8				23.4				
RUG DECOR RUG STORE	V373	305.8			6.2				299.6				
RUG DEPOT OUTLET STORE	V373	257.1			257.1								
RUG DOCTOR HOUSEHOLD DR	V872	502.7						3.2		499.5			
RUG GALLERY CARPET STORE	V373	498.7			420.6				78.1				
RUGGIERIS FOOD STORE	V346	347.9			347.9								
RULES/ENGAGEMENT SRS & TIL DEATH/VDS	H532	610.3	610.3										
RUN FOR THE CAUSE EVENT	V162	706.0	706.0										
RUNDOWN/RUNNERS WORLD	B623	260.1	260.1										
RUNNERS WORLD MAG PRINTED PDTS DR	V829	294.4	294.4										
RUNNERS WORLD MAGAZINE ONLINE	B623	1,096.2	1,096.2										
RUNNERS WORLD RACE SRS	B623	293.6	293.6										
RUNNING PRESS VAR BOOKS	B610	285.8			285.8								
RUNNING WITH SCISSORS VIDEO	H532	630.5	93.6					118.9		417.9			
RUNS HOUSE SERIES VIDEOS	H532	265.0								265.0			
RUNZA RESTAURANT	G310	427.9					31.2		396.7				
RURAL CELLULAR CORP WIRELESS SERVICE	B223	490.8										490.8	
RUSH HOUR & RUSH HOUR 2 VIDEOS	H532	426.0	426.0										
RUSH HOUR 3 VIDEO	H532	2,779.1	290.4					1,190.6	4.1	1,272.1	22.0		
RUSH UNIVERSITY MED CTR	V133	1,893.2			544.8				1,343.2				5.2
RUSHCARD PRE-PAID VISA	B111	1,313.3							460.4		838.6		14.3
RUSHMORE RE DEV	B452	670.2			9.1	661.1							
RUSHMORE RIVERSIDE DEV	B452	1,280.7	529.5	751.2									
RUSMUR FLOORS/CARPET ONE	V373	273.2							273.2				
RUSNAK AUDI	V213	310.3			310.3								
RUSNAK AUTO DLR	V219	1,133.8			1,133.8								
RUSNAK BMW	V213	901.7			901.7								
RUSNAK MERCEDES BENZ	V213	582.2			582.2								
RUSS AUTO DLR	V219	261.3			261.3								
RUSS BROWN ATTY	V151	250.3							250.3				
RUSS DARROW AUTO ENTRPRS	V219	2,534.4			2,435.1				99.2				
RUSS DARROW KIA	V212	1,205.3			24.6				1,180.7				
RUSS LYON REALTY	B451	594.7			552.7			42.0					
RUSS SHINING STARS TOYS	G541	1,794.8								1,794.8			
RUSSEL TOYOTA	V212	333.4							333.4				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RUSSELL ATHLETIC ATHLETICWEAR MEN	A141	5,615.6	4,171.3					350.5	52.6		1,041.2		
RUSSELL ATHLETIC ATHLETICWEAR WOMEN	A141	1,533.0	1,533.0										
RUSSELL ATHLETIC SPORTSWEAR MEN	A141	307.8						100.8			207.0		
RUSSELL CHEVROLET	V211	446.3			386.3				60.0				
RUSSELL CHEVROLET HONDA	V219	289.6			289.6								
RUSSELL INVESTMENT GROUP CON SVC	B122	492.8	492.8										
RUSSELL REALTORS	B451	542.4			489.5				53.0				
RUSSELL SIMMONS RTW MEN	A190	352.0	352.0										
RUSSELL SIMMONS SWEATERS MEN	A141	300.2	300.2										
RUSSELL STOVER CANDY	F510	2,453.4	89.0				899.9	208.7			1,238.6		17.2
RUSSELL STOVER INT'L CLCT CANDY	F510	1,076.7									1,076.7		
RUSSELL STOVER PRVT RSRV CANDY	F510	1,068.1									1,068.1		
RUSSELL STOVER VAR SUGAR FREE CANDY	F510	725.2			5.3			0.0	6.2	428.7	284.9		
RUSSELL&SMITH FORD MAZDA	V219	296.6			296.6								
RUSSELLS FURNITURE STORE	V375	2,117.5			2,117.5								
RUSSIAN RVR VLY WNGRWRS	V140	556.8	556.8										
RUSSIAN STANDARD VODKA	F734	4,616.2	1,515.7		2,350.9	285.8	463.9						
RUSSIAN TEA ROOM REST	G310	1,072.2	348.9		432.2	291.1							
RUSSOUND AUDIO EQUIP	H512	291.5											
RUST GUY RUST CONVERTER SOLUTION	H630	470.9							9.4	461.5	0.0		
RUST-OLEUM EPOXYSHIELD FLOOR COATING	H630	1,825.7	1,138.9								686.8		
RUST-OLEUM PAINT	H630	1,692.1	1,349.7						0.5		8.3		333.6
RUST-OLEUM PAINT PDT'S	H630	745.8	745.8										
RUSTY WALLACE HONDA	V212	415.0			10.5		9.6		394.9				
RUSTY WALLACE KIA	V212	423.7								423.7			
RUSTY WALLIS HONDA	V212	657.3			657.3								
RUTGERS UNIVERSITY	G810	1,014.1	1.3		713.0	16.5	217.9	0.0	5.9		59.7		
RUTHERFORD HILL WINE	F620	696.0	25.8								670.2		
RUTHS CHRIS STEAKHOUSE	G320	3,562.7			242.7	346.6	1,521.7		109.1			1,196.0	146.6
RUTT KITCHEN CABINETS	H619	296.6	296.6										
RUTTER MILLS ATTY	V151	349.1								349.1			
RV & BOAT SHOW	V164	313.0					2.5			310.5			
RV OUTLET SALES	V232	262.9			1.5					261.4			
RV SALE	V232	294.6								294.6			
RV SHOW	V164	252.3			113.5		138.8						
RV SHOW & SALES	V164	3,328.0			155.1					3,172.9			
RWANDA INDUSTRIAL DEVELOPMENT	B840	390.1	390.1										
RX PRESCRIPTION SLTN DRUGS/TOIL DR	V830	433.8	271.3	162.5									
RX REMEDY MAGAZINE ONLINE	B623	398.1	398.1										
RYAN HOMES	B452	13,492.0			11,993.9		1,477.4		20.6				
RYANS FAMILY STEAKHOUSE	G320	508.5			0.9		4.9		502.8				
RYANS GRILL BUFFET&BKRY	G320	1,659.5							1,602.7			56.8	
RYDE HOTEL	T431	814.6			814.6								
RYDELL AUTO	V219	859.8			859.8								
RYDER TRUCKS FLEET LSG	V219	266.8	266.8										
RYLAND HOMES	B452	8,511.5			4,177.6		3,685.3		628.0				20.6
RYOBI CORDLESS POWER TOOLS	H624	938.0				938.0							
RYOBI ONE PLUS CORDLESS POWER TOOLS	H624	1,543.1	1,485.6						1.2	45.9	10.5		
RYOBI POWER TOOLS	H624	2,043.4	1,324.1			670.0			2.5	46.8			
S CALLAN ADV SERVICE	B651	257.5					257.5						
S HARRIS & CO HOUSEHOLD FABRICS	H141	1,221.2	1,221.2										
S PELLEGRINO MINERAL WATER	F460	845.1	711.5		133.7								
S USA LIFE INSURANCE CO INSURANCE DR	V829	2,651.5						246.0	36.9	1,882.8	485.8		
S WIRELESS STORE	V329	378.8			378.8								
S&B MENS SUIT WAREHOUSE MEN	V311	317.9			317.9								
S&G CARPET & MORE STORE	V373	887.8			105.6				782.2				
S&K MENSWEAR STORE MEN	V311	6,265.9	354.7		7.6		18.5		5,834.2				50.9
S&T BANK CONSUMER SERVICES	B121	370.8			46.6				324.2				
SAAB AUTO&TRK 9-3 & 9-7X	T116	305.8	262.1		43.7								
SAAB AUTOS 9-3	T113	10,393.7	1,025.6		226.4	1,692.4		234.1	6,622.6		592.6		
SAAB AUTOS VAR	T113	903.4			57.7		842.1		3.6				
SAAB DLR ASSN 9-3	T123	2,853.8			1,484.6				1,369.2				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SAAB DLR ASSN 9-3 LEASING	T123	684.2			357.4				326.8				
SAAB DLR ASSN VAR AUTO&TRK	T123	2,341.5											2,341.5
SAAB DLR ASSN VAR AUTOS	T123	18,837.2			17,062.7	1,750.1			24.5				
SAAB OF SANTA MONICA	V213	571.0			571.0								
SAAB TRUCKS 9-7X	T119	599.9	520.3		61.5				2.2		15.9		
SABRE YACHTS	G430	627.8	627.8						417.1				
SACKETT & ASSOC ATTY	V151	417.1											
SACK-N-SAVE FOOD STORES	V346	333.7			333.7								
SACKS GROUP YACHT CHARTR	T420	462.4	462.4										
SACRAMENTO AREA DODGE DA	T121	527.1			527.1								
SACRAMENTO CHILD HOME	B322	258.7			73.9		68.5						116.3
SACRED HEART HOSPITAL	V133	460.5					357.0		103.4				
SADDLEBROOK RESORT	T431	587.8	228.0		359.9								
SAFAVIEH HM FRNSHNGS STR	V372	1,670.9	53.8		398.0	1,219.1							
SAFAVIEH RUGS	H131	1,747.6	1,747.6										
SAFE AUTO INSURANCE	B422	321.6					190.6						131.0
SAFE CREDIT UNION CONSUMER SERVICES	B124	274.2			274.2								
SAFE HARBOUR VIDEO	H532	1,249.2	790.6								458.6		
SAFE HORIZON ORG	B329	700.5	614.5				86.1						
SAFE SEX/WEAR/CONDOM/PSA	B323	2,209.3							2.5		2,206.8		
SAFEAMERICA CREDIT UNION CON SVC	B124	675.0			675.0								
SAFEAUTO AUTO INSURANCE	B422	54,325.0					1,476.7	25.6	52,757.5	37.6			27.7
SAFECO VAR INSURANCE	B429	5,985.6			1,651.3	178.9	339.3		2,626.5				1,189.6
SAFEGUARD CHILD CAR SEAT	H121	456.5	424.1						1.1	16.5	14.8		
SAFEGUARD CREDIT CNSLNG CONSUMER SVC	B128	346.2							48.8	2.2	295.1		
SAFEGUARD DEBT MGT SVC CONSUMER SVC	B128	412.6							362.0		50.6		
SAFEGUARD GO PORTABLE CAR SEAT	H121	423.5	423.5										
SAFELITE AUTO GLASS CO	V241	2,053.1									2,033.5		19.6
SAFETY AUTO INSURANCE	B422	589.3			496.6		92.8						
SAFETY TIPS/PSA	B323	768.7							420.9		347.8		
SAFEWAY FOOD STORE	V345	57,315.5	559.3		7,301.9		5,208.5		17,899.6		9.5		26,336.8
SAFFORD DODGE JEEP	V211	330.5			330.5								
SAG HARBOR DRESSES WOMEN	A130	318.2	318.2										
SAG HARBOR RTW WOMEN	A190	2,566.2	2,566.2										
SAG HARBOR SHIRTS & SHORTS WOMEN	A141	306.6	306.6										
SAG HARBOR SHIRTS & SKIRTS WOMEN	A141	579.7	579.7										
SAGA FURS OF SCANDINAVIA FURS WOMEN	A120	1,163.4	1,163.4										
SAGAMORE HEALTHCARE NTWK	V133	446.3					23.8		422.5				
SAGAMORE HOTEL	T431	730.2	235.5		494.8								
SAGE VAR SOFTWARE	B532	4,343.3	3,568.2			775.1							
SAGEWOOD HOMES	B452	344.0			338.4		5.7						
SAHARA HOTEL & CASINO	T431	1,777.6	371.6		814.2		454.7		137.1				
SAIC SERVICES	V129	389.2					389.2						
SAIL-ON CARPETS STORE	V373	415.3			300.9				114.4				
SAILOR JERRY RUM	F732	327.7					327.7						
SAILOR JERRY SPICED RUM	F722	507.6					507.6						
SAIONTZ KIRK&MILES ATTY	V151	3,215.6							3,094.1		121.6		
SAISON BLANCHE BRIDAL GOWNS WOMEN	A130	278.0	278.0										
SAISON BLANCHE BRIDAL&FORMAL GOWNS W	A130	696.5	696.5										
SAKOWITZ FUR SALON	V312	705.7	9.3		674.0				22.3				
SAKS FIFTH AVENUE DEPT APPAREL FAM	V410	670.5	424.4	228.7	12.8	4.6							
SAKS FIFTH AVENUE DEPT APPAREL M & W	V410	804.8	572.2		110.3		122.3						
SAKS FIFTH AVENUE DEPT APPAREL MEN	V410	4,119.3	3,657.1	165.4	71.2		225.5						
SAKS FIFTH AVENUE DEPT APPAREL WOMEN	V410	19,864.7	15,302.5	421.5	1,484.3		2,656.5						
SAKS FIFTH AVENUE DEPT DRUGS/TOIL	V430	5,117.0	2,555.2		436.1		2,123.7	2.1					
SAKS FIFTH AVENUE DEPT JEWELRY	V410	282.9			46.5		236.5						
SAKS FIFTH AVENUE DEPT MISC	V450	2,049.4			1,122.3		927.1						
SAKS FIFTH AVENUE DEPT MULTI-PDTS	V490	279.7			53.2	149.1	77.4						
SAKS FIFTH AVENUE DEPT SALES ANNC	V490	3,052.0			2,147.9		854.4						49.7
SALAD CREATIONS BP	B911	376.3	376.3										
SALADA GREEN TEA & WHITE TEA BAGS	F412	860.6	860.6										
SALAMANDER FURNITURE	H121	352.0	352.0										

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SALEM FIVE BANK CONSUMER SERVICES	B121	309.0			309.0								
SALEFORCE.COM SERVICES ONLINE	B543	1,763.8				1,763.8							
SALESGENIE.COM ONLINE	B651	16,298.8	1,897.1		62.3			11,844.6	0.5		2,494.4		
SALLIE MAE CONSUMER SERVICES	B129	856.7	110.1				31.3		691.0				24.3
SALLY HANSEN BEAUTY PDTS	D190	1,297.8	1,297.8										
SALLY HANSEN BEAUTY PDTS&DEPILATORY	D190	1,697.8	1,697.8										
SALLY HANSEN CMPLT/4/1 NAIL TRTMNT	D150	1,879.0	1,879.0										
SALLY HANSEN DRUGS & TOILETRIES	D900	439.8	439.8										
SALLY HANSEN FACIAL CREME BLEACH	D240	615.8	615.8										
SALLY HANSEN HAIR REMOVER WX STRP KT	D240	519.4	519.4										
SALLY HANSEN HARD/NAILS NAIL POLISH	D150	651.1	651.1										
SALLY HANSEN JUST FEET FOOT CR PDTS	D554	887.9	887.9										
SALLY HANSEN LIP MU & NAIL POLISH	D120	1,142.8	1,142.8										
SALLY HANSEN LIPSTICK & NAIL POLISH	D120	1,719.8	1,719.8										
SALLY HANSEN LIPSTICK&NAIL CARE PDTS	D120	1,105.9	1,105.9										
SALLY HANSEN MAX GROWTH NAIL POLISH	D150	405.0	405.0										
SALLY HANSEN NAIL & SKIN CARE PDTS	D150	1,258.0	1,258.0										
SALLY HANSEN NAIL CARE PDTS	D150	1,882.3	1,882.3										
SALLY HANSEN NAIL IMPLEMENTS	D150	462.9	462.9										
SALLY HANSEN NAT SHINE NAIL POLISH	D150	556.6	556.6										
SALLY HANSEN NO CHIP NAIL POLISH	D150	1,020.2	1,020.2										
SALLY HANSEN SALON NAIL POLISH	D150	4,425.8	4,425.8										
SALLY HANSEN SPRAY-OFF DEPILATORY	D240	1,688.2	1,688.2										
SALLY HNSN SML BRGHTNG LIP GLOSS	D120	1,342.4	1,342.4										
SALLY HNSN SPRY/SHWR-OFF HAIR RMVR	D240	961.5	961.5										
SALLY HNSN/INFLTN EXTRM LIP PLUMPER	D553	560.4	560.4										
SALMON OF/AMERICAS ORG	B329	912.5	912.5										
SALOMON SKIS	G450	260.8	260.8										
SALOMON WOMEN WILL ATHLETICWEAR W	A141	365.6	365.6										
SALON GRAFIX HAIR CARE PDTS	D320	290.9	290.9										
SALON GRAFIX HAIR SPRAY	D330	2,891.1	683.4							2,207.7			
SALON GRAFIX PROF VAR HAIR SPRAYS	D330	2,972.1	2,972.1										
SALON GRAFIX SPRAY POWDER SHAMPOO	D320	571.0	571.0										
SALONPAS AIR SPRAY&PAIN RLF PTCH	D551	250.8									250.8		
SALONPAS PAIN RELIEF PATCH	D551	1,111.2									1,111.2		
SALT LAKE CITY UT TP	T433	253.9	153.4		91.5		9.0						
SALT LAKE CTY INTL ARPRT	T300	356.7	356.7										
SALT LAKE VALLEY GMC	V211	471.7			412.4			59.2					
SALT RVR PRJCT UTLTY CO	V173	1,173.9			1,173.9								
SALTER SCHOOL	G850	561.7			25.7			536.0					
SALTWATER SPORTSMAN MAG ONLINE	B623	306.9	306.9										
SALUD/VIDA ENTERATE/PSA	B323	2,591.5					2,591.5						
SALUTE AMER HRS ORG/PSA	B323	36,353.7					36,236.3	114.7		2.7			
SALVATION ARMY	B322	7,493.7	1,167.6		1,722.9		475.1	1,450.9	862.8		886.5	510.0	418.0
SALVATION ARMY & TARGET DEPT STORE	B322	418.3			400.6		17.7						
SALVATION ARMY THRFT STR	V359	977.9			784.8		23.1		164.1				6.0
SALVATION ARMY/PSA	B323	1,053.2						1,027.9		25.3			
SALVATORE FERRAGAMO HANDBAGS&SHOES W	A410	1,131.0	1,131.0										
SALVATORE FERRAGAMO STR MEN	V311	1,197.8	854.8	343.1									
SALVATORE FERRAGAMO STR MEN & WOMEN	V311	2,796.0	2,202.6	228.7	85.5	159.6	119.6						
SALVATORE FERRAGAMO STR WOMEN	V311	9,735.0	9,277.6	457.4									
SAM ADAMS LIGHT BEER	F612	2,931.8					45.9		55.7		2,830.2		
SAM ASH MUSIC STORE	V369	421.6			7.4		3.2		4.9		406.0		
SAM BERNSTEIN ATTY	V151	5,746.4					190.5		5,556.0				
SAM HOUSTON RACE PARK	V163	603.8			567.8		36.0						
SAM LEVITZ FURNITURE STR	V375	2,492.0							2,492.0				
SAM PACKS FIVE STAR FORD	V211	8,542.2			8,249.0				293.2				
SAM PACKS FORD COUNTRY	V211	1,045.3			1,040.5		4.8						
SAM SELTZERS STEAKHOUSE	G310	378.9					12.4		366.5				
SAM STORE & MOVE	V179	7,449.6							73.9		7,375.7		
SAM SWOPE AUTO GROUP	V219	2,245.3			2,087.2				158.0				
SAM SWOPE BMW	V213	430.4			283.9				146.4				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SAM SWOPE CADILLAC	V211	346.1			346.1								
SAM SWOPE HONDA	V212	1,889.9			1,707.8		2.9		179.2				
SAM SWOPE MITSUBISHI	V212	756.7			688.3				68.3				
SAM SWOPE SUZUKI	V212	402.8			386.1				16.7				
SAMAD CARPETS	H131	1,407.3	1,407.3										
SAMARITANS PURSE VAR BOOKS DR	V823	477.4							460.0	17.4			
SAMBUCOLA RESTAURANT	G310	342.4			342.4								
SAMBUCOL HERBAL SUPPLEMENTS	D541	258.9									258.9		
SAMS CLUB WHOLESALE CLUB	V630	25,761.6	7,778.8	7,956.2	3,586.9		232.8	515.2	97.5		2,580.3	2,853.5	160.5
SAMS TOWN HOTEL & CASINO	T431	2,581.2	408.4		1,138.7		807.2		226.9				
SAMS TOWN RIVERBOAT CSN	V169	316.4					316.4						
SAMS TOWN TUNICA CASINO	V169	343.7							343.7				
SAMS WHOLESALE CLUB CP	V630	335.1	335.1										
SAMS WINES & SPIRITS	V341	540.9			534.5		6.4						
SAMSONITE BLACKLABEL LUGGAGE	G120	3,647.6	3,190.2	457.4									
SAMSONITE LUGGAGE	G120	380.7	264.8	114.4			1.6						
SAMSUNG BLACKJACK WIRELESS PHONES	B213	4,231.8	4,156.3				75.5						
SAMSUNG CAMCORDER	H511	847.6				847.6							
SAMSUNG CO LTD CP	G930	416.5	345.1			71.4							
SAMSUNG CONVECTION OVEN	H212	800.9	800.9										
SAMSUNG ELECT AMER INC CP	G930	659.4	631.4		27.9								
SAMSUNG ELECTRONIC ENTER EQUIP	H519	5,320.1				2,467.2	2,418.2						434.6
SAMSUNG ELECTRONIC EQUIP	B822	1,462.2					1,462.2						
SAMSUNG FLASH DRIVE	B522	1,092.5	235.2			857.3							
SAMSUNG FOUR SNS/HP ORG	B322	1,983.9	1,660.6	104.0		219.4							
SAMSUNG GROUP CP	G930	1,015.8	145.2	311.9		207.8				351.0			
SAMSUNG HD PLASMA TV	H511	2,599.4	2,495.4	104.0									
SAMSUNG HDTV & LCD TV	H511	5,404.8	5,404.8										
SAMSUNG HDTV DIGITAL TV	H511	8,052.0	2,962.2	327.5	234.3	459.8		420.0	2,130.6		1,272.0		245.7
SAMSUNG HOME THEATER SYS&LCD TV	H519	1,397.5	1,293.5	104.0									
SAMSUNG JUKE WIRELESS PHONES	B213	1,855.1	1,855.1										
SAMSUNG L77 DIGITAL CAMERA	G141	464.6	464.6										
SAMSUNG LCD HDTV	H511	4,789.8	4,037.6	311.9		440.4							
SAMSUNG MISC MERCHANDISE	G190	758.2			632.7	125.5							
SAMSUNG NV SERIES DIGITAL CAMERA	G141	2,774.0	2,664.3			109.7							
SAMSUNG PRINTERS	B521	1,254.8	373.4			881.4							
SAMSUNG Q HAND HELD COMPUTER	B511	1,070.7	1,070.7										
SAMSUNG REFRIGERATOR	H211	6,095.9	5,570.8	519.8					5.4				
SAMSUNG SYNCMASTER MONITORS	B522	2,864.9	2,544.9				320.0						
SAMSUNG TV	H511	28,523.0	1,159.8			205.6		19,872.5	299.5		6,985.6		
SAMSUNG U WIRELESS PHONES	B213	394.0				394.0							
SAMSUNG VAR BLOOD PRESSURE MNTRS	D610	306.6	306.6										
SAMSUNG VIGNETTE	H511	531.7						400.0	107.3		24.4		
SAMSUNG WIRELESS PHONES	B213	13,708.1	8,710.2		3.3	1,097.5	3,196.7				656.2		44.2
SAMUEL ADAMS BOSTON LAGER	F611	8,001.8	139.2		80.1		6.0	295.0	242.4		7,224.0		15.0
SAMUEL ADAMS OCTOBERFEST BEER	F611	751.8						75.3			676.5		
SAMUEL ADAMS SUMMER ALE	F611	1,336.5						78.8	20.6		1,237.1		
SAMUEL ADAMS VAR BEERS	F619	15,009.0						916.1	178.8		13,914.2		
SAMUEL GOLDWYN O JERUSALEM MOVIE	B660	523.1			411.4	111.7							
SAMUELS FURN & INTERIORS	V375	1,841.0			1,734.3				106.7				
SAMURAI JACK ANMTD SRS VIDEOS	H532	508.0									508.0		
SAMURAI SHARK HOUSEHOLD DR	V872	22,120.9						57.6	67.7	115.2	21,880.4		
SAMY SALON SYSTEMS HAIR PDT'S	D390	1,568.5	1,556.3										12.2
SAMYS CAMERA STORE	V361	5,091.2	1,106.3	46.0	3,133.2				805.6				
SAN ANTONIO CMNTY HOSP	V133	511.4			407.0		104.4						
SAN ANTONIO EXPRESS-NEWS	B622	334.4		70.9			184.2		78.5				0.8
SAN ANTONIO FED CRDT UN CONSUMER SVC	B124	757.0			470.1		243.3		43.6				
SAN ANTONIO SPURS BSKTBL	V163	840.0			253.1		196.6		390.2				
SAN ANTONIO TX TP	T433	8,021.5	5,380.9	1,018.3	1,224.7			108.0	40.7		248.9		
SAN ANTONIO WATER SYS	V173	394.5			284.0		54.4		56.1				
SAN DIEGO AREA AUTO DLRS	V219	312.6							312.6				
SAN DIEGO BLOOD BANK	V139	392.9							392.9				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SAN DIEGO CA TP	T433	2,318.8	687.1		199.5	25.3			592.9	3.3	809.2		1.5
SAN DIEGO CHAMBER/CMRC	B315	877.5			877.5								
SAN DIEGO CHRGRS FTBL TM	V163	328.9			41.7				287.2				
SAN DIEGO CITY CREDIT UN CON SVC	B124	821.2			821.2								
SAN DIEGO CIVIC THEATRE	V161	276.5			276.5								
SAN DIEGO CNTY MRC BN DA	T123	532.6			532.6								
SAN DIEGO COUNTY ADPTNS	V159	301.3			47.5				253.8				
SAN DIEGO COUNTY CRDT UN CON SVC	B124	1,272.6					511.1		734.9		26.6		
SAN DIEGO COUNTY FORD DA	T121	1,604.3			1,535.0								69.4
SAN DIEGO COUNTY GMC DA	T121	543.5			543.5								
SAN DIEGO GAS&ELECT CO	V173	377.0			259.3				117.7				
SAN DIEGO NAT HSTRY MSM	V166	802.9	19.8		438.3				344.8				
SAN DIEGO NATL BANK CONSUMER SVC	B121	576.4			569.5				6.9				
SAN DIEGO OPERA	V161	531.5			502.4				29.0				
SAN DIEGO PADRES BSBL TM	V163	970.4			230.0		32.0		708.4				
SAN DIEGO SYMPHONY	V161	295.8			283.8				12.0				
SAN DIEGO ZOO	V166	1,371.2			6.9		418.8		893.2				52.3
SAN DIEGO ZOO WILD/PARK	V166	928.9							926.8		2.1		
SAN ELIJU HILLS RE DEV	B452	251.2			142.0		109.2						
SAN FRANCISCO 49ERS FTBL	V163	757.3			258.1		25.4		473.8				
SAN FRANCISCO BALLET	V161	747.7			527.8		219.6		0.3				
SAN FRANCISCO GIANTS/TM	V163	1,033.6			370.0		55.5		608.1				
SAN FRANCISCO JAZZ FEST	V161	411.9			411.9								
SAN FRANCISCO OPERA	V161	1,109.7			689.5				20.9				399.4
SAN FRANCISCO SHUTTERS	V374	385.9			385.9								
SAN FRANCISCO SYMPHONY	V161	1,797.5			1,750.3	17.1			30.1				
SAN FRNCSC ARTS MNTHLY	B629	1,636.3			1,636.3								
SAN FRNCSC DEPT/HMN SVC	B315	276.7			276.7								
SAN FRNCSC MSM/MDRN ART	V166	417.8	72.9		340.7	4.2							
SAN FRNCSC PBL UTLS CMSN	B315	264.6			36.8		227.9						
SAN JOSE CAMERA STORE	V361	292.0			292.0								
SAN JOSE CTR/PRFMNG ARTS	V161	298.4			298.4								
SAN JOSE REPERTORY THTR	V161	343.4			343.4								
SAN JOSE SABERCATS FTBL	V163	1,828.9			1,750.6				78.3				
SAN JOSE SHARKS HCKY TM	V163	413.0			272.8				140.2				
SAN LEANDRO AUTO	V219	3,105.5			3,105.5								
SAN LEANDRO FORD	V211	911.9			911.9								
SAN LEANDRO NISSAN	V212	304.3			304.3								
SAN MANUEL BAND/INDIANS	B329	3,552.0			13.0				3,539.0				
SAN MANUEL INDN BNNG&CSN	V169	6,124.0	410.8		2,312.1		1,194.7	114.8	2,091.7				
SAN MARCOS AUTO OTLT CTR	V219	321.3			321.3								
SAN MARCOS OUTLET CENTER	V620	252.8	228.1										24.7
SAN MARCOS TOYOTA	V212	422.2			403.2		7.7		11.3				
SAN MIGUEL SPA	V131	349.3							349.3				
SAN PATRICK BRIDAL GOWNS WOMEN	A130	1,842.6	1,842.6										
SAN RAFAEL AUTO	V219	354.0			354.0								
SAN RIO OCN&RVR CLB DEV	B452	428.8				428.8							
SAN TAN TREE FARMS&NRSRY	V154	286.2			286.2								
SANCTUARY COSTA GRND DEV	B452	255.8	255.8										
SANDALS FACTORY OTLT STR	V359	285.2					285.2						
SANDALS RESORTS CARIBBEAN	T432	20,056.9	11,223.4		2,205.7	414.8	222.8	486.8	102.8	198.7	5,202.0		
SANDALS RESORTS FOREIGN	T432	860.3			299.3	56.3	504.7						
SANDALS RESORTS ST LUCIA	T432	987.3	732.8						1.0		253.5		
SANDALS RESORTS WORLDWIDE	T432	1,675.5	1,675.5										
SANDBERG VOLVO	V213	250.9			250.9								
SANDERSON FARMS CHICKEN	F333	1,267.5							1,267.5				
SANDERSON FORD	V211	1,456.6			731.2		79.5		645.8				
SANDERSON LINCOLN MERC	V211	771.3			636.4				134.9				
SANDESTIN GOLF&BCBH RSRT	T431	600.5	330.6		257.2				5.2		7.5		
SANDIA CASINO	V169	958.5						948.0		10.5			
SANDIA RESORT & CASINO	T431	1,521.2	613.1		871.3					35.9	0.8		
SANDISK MEMORY CARDS	B522	1,754.2	100.7		1,521.4	132.0							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SANDISK MEMORY PDTS	B522	1,536.6					370.5						1,166.1
SANDISK SANSA SHAKER MP3 PLAYER	H512	1,700.6									1,700.6		
SANDLOT 3 HEADING HOME VIDEO	H532	1,013.9			1.3			687.5				325.1	
SANDLOT VIDEO	H532	278.0										278.0	
SANDPEARL RESORT	T431	567.9	190.2	113.2	264.5								
SANDS AUTO DLR	V219	275.4			275.4								
SANDS CHEVROLET	V211	2,145.0			2,116.8		13.5		14.7				
SANDY SPRINGS FORD	V211	324.7			237.3				87.4				
SANDY SPRINGS SCION TOY	V212	1,731.1			1,731.1								
SANFORD BROWN COLLEGE	G810	4,000.7			22.2				3,978.5				
SANFORD BROWN INSTITUTE	G850	5,295.3			178.8				5,116.5				
SANFORD HEALTH SYSTEM CP	V133	553.1				553.1							
SANFORD WINE	F620	263.3	263.3										
SANGRIA SENIORIAL WINE	F620	280.3					80.1						200.2
SANIFLO PUMP SYSTEM	B821	453.5	453.5										
SANIFLO TOILET SYSTEM	H621	279.7							279.7				
SANITATION DIST/LS ANGLS	B315	379.8			379.8								
SANOFI AVVENTIS CP	D700	3,511.1	2,639.7			674.4		190.4			6.6		
SANOFI AVVENTIS DIABETES	D700	10,799.6	6,242.7	4,388.3		168.6							
SANSA Rhapsody MP3 PLAYER	H512	327.1	327.1										
SANSONE AC SERVICE	V174	627.2			627.2								
SANSONE AUTO DLR	V219	1,354.8			1,312.5				42.3				
SANSONES FORD LINC MERC	V211	521.3			521.3								
SANSONES HYUNDAI SUZUKI	V212	273.6			273.6								
SANSONES NISSAN	V212	260.4			260.4								
SANSONES ROUTE 1 AUTO ML	V219	725.9			420.7				305.1				
SANTA ANA STAR CASINO	V169	465.0					449.9		15.0				
SANTA ANITA PARIS RCTRCK	V163	834.8							834.8				
SANTA CLARA VLY NATL BNK CON SVC	B121	259.8			259.8								
SANTA CLARA VLY WTR DIST	V173	1,527.3			1,362.1				165.2				
SANTA CLAUSE 3/ESCP CLS VIDEO	H532	6,192.2						3,026.0	23.9	362.8	2,661.4	118.2	
SANTA CRUZ BEACH BRDWLK	V169	886.1					22.0		864.1				
SANTA FE CHUNKY SALSA	F170	1,525.5	1,505.7						1.5		18.3		
SANTA FE HOTEL CASINO	T431	440.7			198.2		242.5						
SANTA FE NM TP	T433	404.3	358.3	46.0									
SANTA FE SALSA	F170	640.9	640.9										
SANTA FE SALSA & CON QUESO	F170	1,948.5						746.5	240.1	611.9	350.0		
SANTA MARGHERITA WINE	F620	3,421.1	1,583.1			72.2					1,765.8		
SANTA MONICA ACURA	V212	255.9			255.9								
SANTA MONICA BMW	V213	327.5			327.5								
SANTA MONICA FORD	V211	478.5			478.5								
SANTA MONICA NISSAN	V212	294.2			294.2								
SANTA MONICA/RUG GALLERY	V373	369.3			369.3								
SANTE FE STN CSN HTLS	T431	1,003.7			1,003.7								
SANTI VAR WINES	F620	322.5	322.5										
SANTIKOS THEATRES	V165	439.4			439.4								
SANUS FURNITURE	H121	260.8	260.8										
SANUS FURNITURE & MOUNTS	H121	507.2	507.2										
SANYO KATANA WIRELESS PHONES	B213	2,177.8	2,177.8										
SANYO MASSAGE CHAIR	H121	258.9	258.9										
SANYO PROJECTOR	B719	345.9	345.9										
SANYO PROJECTOR&WIRELESS PHNS	B719	396.7	396.7										
SANYO RECHARGEABLE BATTERIES	H310	723.5	723.5										
SANYO WIRELESS PHONES	B213	1,340.9	1,172.3			168.6							
SANZ SCHOOL	G850	378.0							378.0				
SAP AMERICA VAR SOFTWARE	B532	2,995.9			956.8		2,039.2						
SAP BUSINESS SOFTWARE	B532	4,816.3							3,328.0	392.0		1,096.3	
SAP VAR SOFTWARE	B532	8,899.1	1,392.2		15.1	2,931.8	2,276.8	1,429.8	410.2		443.2		
SAPPHIRE CONDOMINIUMS	B452	669.9	120.6		477.5		71.7						
SAPPHIRE TOWER RE DEV	B452	677.9	152.8		22.6	502.4							
SAPPINGTON FOOD STORE	V346	854.8			854.8								
SARA LEE BAGELS & BREAD	F341	1,111.2							4.6	251.9	854.7		

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SARA LEE BAKED GOODS	F342	477.6	24.3				0.9		98.9				353.4
SARA LEE BAKERY PDTS	F341	538.0	538.0										
SARA LEE FROZEN CAKES	F342	991.1	991.1										
SARA LEE ICE CREAM	F313	337.9	337.9										
SARA LEE VAR FOOD PDTS	F900	6,181.5	572.8	3,362.4			670.1		38.5	68.9	1,468.9		
SARASOTA FL TP	T433	287.8	215.9		12.7	20.0			25.1				14.2
SARASOTA KENNEL CLUB	V158	311.1					26.4		284.7				
SARATOGA GAMING&RACEWAY	V163	708.0					463.6		244.4				
SARD & VERBINNEN TENDER OFFER	B130	264.8				264.8							
SARGENTO CHEF STYLE/CHS & DL STYL/CHS	F312	1,118.5	1,118.5										
SARGENTO SHREDDED & SLICED CHEESE	F312	7,384.9						1,725.9	33.4	1,381.6	4,244.0		
SARIS BICYCLE RACKS	T144	358.6	358.6										
SARM-X MUSCLE BUILDING SPLMNT	D541	270.4	270.4										
SARNA ANTI ITCH LOTION	D553	2,555.1						21.6	1,723.6	208.4	601.5		
SARNA SENSITIVE ANTI ITCH LOTION	D553	2,127.1							1,912.5	16.0	198.6		
SARNA ULTRA ANTI ITCH CREAM	D553	432.7							432.7				
SAS BUS INTELLIGENCE SOF	B532	636.1	628.5								7.6		
SAS COMFORT SHOE STORE FAMILY	V313	520.4			514.7	4.4	1.4						
SAS FACTORY SHOE STORES MEN & WOMEN	V313	699.8			695.4	4.4							
SAS INSTITUTE VAR SOFTWARE	B532	5,268.6	3,583.8			99.3	1,585.5						
SASAKI DINNERWARE	H111	253.7	253.7										
SATURN AUTO&TRK AURA & VUE	T114	22,572.7			10,351.3	857.3		8,742.9	1,328.7	247.9	1,044.6		
SATURN AUTO&TRK DIV CP	T114	898.6							0.1				898.4
SATURN AUTO&TRK ION & VUE	T114	2,838.9							2,838.9				
SATURN AUTO&TRK VAR	T114	59,661.8	2,713.8					3,219.2	30,738.5	13,140.8	540.6	7,785.9	1,523.2
SATURN AUTOS & TRK AURA&VUE LEASING	T111	2,392.2			565.5	1,826.7							
SATURN AUTOS ASTRA	T111	1,133.5	1,131.1		2.4								
SATURN AUTOS AURA	T111	51,836.9	4,308.7		466.6	1,241.4	108.0	28,134.8	12,531.8	160.4	4,885.1		
SATURN AUTOS AURA LEASING	T111	23,240.3							8,505.7	13,244.3	97.8	1,392.5	
SATURN AUTOS ION	T111	661.2							661.2				
SATURN AUTOS SKY	T111	358.8	318.4						40.4				
SATURN AUTOS VAR	T111	1,871.7			899.9		779.2						192.6
SATURN CARS OF ATLANTA	V211	307.1					307.1						
SATURN DLR ASSN AURA & SKY	T121	310.8			310.8								
SATURN DLR ASSN VAR AUTO&TRK	T121	666.9			656.0				31.0				
SATURN DLR ASSN VAR AUTO&TRK LEASING	T121	3,397.4			2,228.3		62.6		62.4				1,044.1
SATURN DLR ASSN VAR AUTOS	T121	1,573.6			1,573.6								
SATURN LOC DLR	T121	38,103.6			38,083.1		7.1		13.3				
SATURN OF AURORA & SATURN NORTH	V211	611.8	550.0						61.8				
SATURN OF CERRITOS	V211	316.1			316.1								
SATURN OF COLUMBUS	V211	991.5			991.5								
SATURN OF CONCORD & PLEASANTON	V211	281.2			247.9		33.3						
SATURN OF COOL SPRINGS	V211	998.6			998.6								
SATURN OF DAYTON NORTH &STRN/DYTN ST	V211	595.6			595.6								
SATURN OF DAYTONA	V211	674.7			617.8				56.9				
SATURN OF ELMHURST &SATURN/SCHMBRG	V211	291.7			291.7								
SATURN OF GREENVILLE	V211	2,618.7			2,618.7								
SATURN OF KINGS AUTOMALL	V211	680.1			679.8				0.4				
SATURN OF LOUISVILLE	V211	329.9			329.9								
SATURN OF MONROEVILLE &SATURN/RBNSN	V211	255.9			234.5				21.4				
SATURN OF MT LAUREL	V211	365.6			365.6								
SATURN OF NASHVILLE	V211	290.8			290.8								
SATURN OF PUYALLUP	V211	266.6					102.5		164.1				
SATURN OF RIVERSIDE	V211	406.4			137.4		269.0						
SATURN OF SANTA MONICA	V211	310.3			310.3								
SATURN OF WALLINGFORD	V211	328.0			328.0								
SATURN OF WHITE PLAINS	V211	269.0			269.0								
SATURN OF WHITTIER	V211	268.6			268.6								
SATURN SPACE COAST	V211	442.7			442.7								
SATURN TRUCKS OUTLOOK	V211	516.5			516.5								
SATURN TRUCKS OUTLOOK LEASING	T117	14,642.5	2,835.0		19.9	253.6		7,962.8	772.8	223.4	2,574.9		
	T117	9,811.3						7,572.8	865.7	43.4	1,329.4		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SATURN TRUCKS VUE	T117	25,495.7	5,860.8		53.9	411.2		8,399.8	6,677.5	1,490.8	2,601.8		
SATURN TRUCKS VUE LEASING	T117	20,274.2						4,405.9	7,525.5	2,449.4	5,893.4		
SATURN WEST	V211	351.8					351.8						
SATURN/CLARKSTON & SATURN/SOUTHFIELD	V211	324.8			308.5		16.3						
SATURN/ORANGE COUNTY DA	T121	2,499.3			2,499.3								
SATURN/RICHMOND & SATURN/WEST BROAD	V211	582.9			582.9								
SAUCONY INC CP	A321	295.5	295.5										
SAUCONY PROGRID TRMHP 5 SNEAKERS M&W	A321	449.4	449.4										
SAUCONY SNEAKERS MEN & WOMEN	A321	622.9	622.9										
SAUDI ARABIA INDUSTRIAL DEVELOPMENT	B840	1,670.4	1,670.4										
SAUGUS SHOES WOMEN	A310	958.8	958.8										
SAUNA TWIN DRUGS/TOILETRIES DR	V830	728.9						728.9					
SAUZA HORNITOS TEQUILA	F733	2,976.7	2,973.3				3.5						
SAUZA TEQUILA	F733	286.0			6.0		138.6						141.4
SAVAGE ARMS RIFLES	G420	273.4	232.9						2.2	38.3			
SAVANE PANTS & SHIRTS MEN	A141	442.6	213.9	228.7									
SAVANE RTW MEN	A190	582.1	582.1										
SAVANNAH GA TP	T433	290.9	206.4				60.3		15.8				8.4
SAVANNAH QUARTERS RE DEV	B452	583.3	554.8				24.4		4.1				
SAVANNAH RIVER LNDNG DEV	B452	664.3	514.6		122.8				26.9				
SAVE A BLADE DRUGS/TOILETRIES DR	V830	335.1									335.1		
SAVE BY MAIL APPAREL MEN & WOMEN DR	V810	559.1		559.1									
SAVE BY MAIL APPAREL WOMEN DR	V810	261.5		261.5									
SAVE BY MAIL HOUSEHOLD DR	V872	261.5		261.5									
SAVE BY MAIL MULTI-PDTS DR	V899	261.5		261.5									
SAVE DARFUR COALITION	B329	3,137.5	472.4		513.7	1,338.2	169.3	42.3	173.3		428.4		
SAVE MART SUPERMARKET	V345	3,837.8			2,890.9		150.1		796.8				
SAVE MORE FOOD CENTER	V346	428.9			428.9								
SAVE THE CHILDREN/PSA	B323	465.9							22.1		443.8		
SAVE THE WONDER PETS VIDEO	H532	1,418.9	656.6					62.8			699.5		
SAVE-A-LOT FOOD STORE	V345	692.6			260.6		138.9		83.4				209.7
SAVERS THRIFT STORE	V359	1,151.1			69.2				1,082.0				
SAVEUR MAGAZINE ONLINE	B623	309.5	309.5										
SAVIN COPIER	B711	270.6							1.5		269.1		
SAVING GRACE PAID PROMO	B642	1,061.2							330.1	731.1			
SAVON FURNITURE STORE	V375	418.9							418.9				
SAVOY HOUSE CHANDELIERS	H151	398.2	398.2										
SAW III VIDEO	H532	3,833.1	145.2					2,114.2	8.1	73.2	1,301.0	191.4	
SAWAYA LAW FIRM	V151	382.8							382.8				
SAWGRASS AUTO	V219	4,661.8			4,661.8								
SAWGRASS CHRY JEEP DODGE	V211	250.3							250.3				
SAWGRASS INFINITI	V212	1,884.5			1,884.5								
SAWMILL RE DEV	B452	1,014.6	12.7	999.8	2.1								
SAWYER SCHOOLS	G850	284.0						284.0					
SAXON-CLARK FURN SHWCS	V375	335.0			215.8				119.2				
SBLI USA LIFE INSURANCE	B411	644.3			297.6				250.6		1.5		94.6
SBS RADIO STATION	B630	1,252.5				1,252.5							
SC JOHNSON & SON INC CP	H430	9,641.2	205.2					5,297.8	5.9	185.0	3,947.3		
SC JOHNSON DEOD & INSECTICIDES	H359	654.4											654.4
SC JOHNSON HOUSEHOLD DR	V872	4,848.3								37.4	4,810.9		
SCALPICIN MAX STR SCLP ITCH LQD	D320	2,477.1						1,800.4	52.3	274.7	349.8		
SCALPICIN MAX STR/MED & SEA-BOND	D320	1,060.4						787.7	0.1		272.6		
SCALPMED DRUGS/TOILETRIES DR	V830	8,046.4							24.5	48.8	7,973.1		
SCAN DESIGN FURN STR	V375	1,111.7			573.4		167.4		370.9				
SCAN FURNITURE STORE	V375	479.4			350.7					128.7			
SCAN HEALTH PLAN	V133	2,920.1							2,920.1				
SCAN INTERIORS FURN STR	V375	335.9			288.6				47.3				
SCAN MEDICAL INSURANCE	B412	401.0			398.9					2.1			
SCANA ENERGY	V173	2,820.9	21.4		1,088.9		640.4		973.5				96.6
SCANCAFE PHOTO SVC	V152	361.5	361.5										
SCANDIA DOWN BEDDING	H142	1,320.5	1,320.5										
SCANDINAVIAN AIRLINES INTL	T414	346.1	36.0		146.8	163.3							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SCANDINAVIAN DESIGN FURN	V375	2,836.3	351.9		1,149.6				1,328.5				6.3
SCAR ZONE SCAR CREAM	D110	553.6							18.6	267.3	267.7		
SCARED.COM ONLINE	B670	445.2			445.2								
SCAVOLINI KITCHENS	H619	1,016.4	1,016.4										
SCENE IN NY/NY MAGAZINE	B623	1,013.7	1,013.7										
SCENE&SEEN/TOWN&COUNTRY	B623	2,476.7	2,476.7										
SCENIC HOMES RE DEV	B452	259.4			40.8		218.6						
SCENTOLOGY FRAGRANCE W & LIP GLOSS	D180	327.5	327.5										
SCENTOLOGY VAR FRAGRANCES WOMEN	D180	805.5	805.5										
SCF OF AZ WORKERS VAR INSURANCE	B429	481.1			3.2				477.9				
SCFI-DRESDEN FILES PAID PROMO	B642	316.2							78.3	237.9			
SCFI-TIN MAN PAID PROMO	B642	2,039.4	1,204.6			320.5			117.4	396.9			
SCHAEFER&STRHMNRG AT ENT	V219	1,040.8			1,003.5				37.3				
SCHARFFEN BERGER CANDY	F510	1,153.3	1,153.3										
SCHAUMBURG HONDA	V212	2,489.2			2,168.7				320.6				
SCHAUMBURG MITSUBISHI	V212	637.9			637.9								
SCHAUMBURG SCION TOYOTA	V212	482.6			482.6								
SCHEELS ALL SPRTS SPRSTR	V365	1,358.4			332.6		202.4		823.4				
SCHEHERAZADE JEWELERS	V314	261.1	8.0		253.1								
SCHEPEL AUTO DLR	V219	643.8			643.8								
SCHEPEL CADILLAC-HUMMER	V211	621.4			546.0		75.3						
SCHERING-PLough CORP ANNOUNCEMENT	B130	360.2				360.2							
SCHERING-PLough CORP CP	D700	774.1			631.2	142.9							
SCHEWELS FURNITURE STORE	V375	1,094.4							1,094.4				
SCHICK INTUITION PLUS SHAVER WOMEN	D250	16,590.2	5,352.3						8,661.9	364.1	548.7	1,663.2	
SCHICK QUATTRO DISPOSABLE RAZOR MEN	D430	6,834.4	6,834.4										
SCHICK QUATTRO DISPOSABLE RAZOR W	D250	4,609.7	4,609.7										
SCHICK QUATTRO RAZOR WOMEN	D250	8,996.9	1,639.9						2,566.5	1.1		4,789.3	
SCHICK QUATTRO TITANIUM RAZOR MEN	D430	12,682.3	1,050.0						8,295.4	17.2	41.4	3,278.3	
SCHICK QUATTRO/W GO RAZOR WOMEN	D250	652.7	652.7										
SCHIFF MOVE FREE ADVNCD HRBL SPLMNT	D541	4,098.7	3,005.8						362.5			730.3	
SCHIFF MOVE FREE HERBAL SUPPLEMENT	D541	280.7			23.6				245.0			12.1	
SCHIFF NUTRITIONAL PDTs DRGS/TOIL DR	V830	2,393.4							219.6			2,173.9	
SCHIFF VAR SUPPLEMENTS	D541	3,299.8	3,299.8										
SCHIZOPHRENIA RSRCH STDY	V139	474.3							474.3				
SCHLAGE LOCKS	H625	4,253.4	4,253.4										
SCHLAGE SECURITY SYSTEM	H625	1,646.8	1,646.8										
SCHLITTERBAHN WATER PARK	T440	557.2					87.0		470.2				
SCHLITZ BEER	F611	625.0			497.9					127.1			
SCHLOSSMANN'S AUTO ENTRPR	V219	507.0			506.1				0.8				
SCHLOSSMANN'S HONDA CITY	V212	1,037.0			1,029.1				7.9				
SCHLOTZSKY'S DELI	G320	2,221.1					159.9		2,057.5				3.7
SCHMITT MUSIC CO	V369	459.0			459.0								
SCHMITT SOHNE RIESLING WINE	F620	1,946.3	1,946.3										
SCHNEIDER NATL CARRIERS RECRUITMENT	B912	950.3							590.0		360.3		
SCHNEIDERMAN'S FURN STR	V375	1,299.3			398.7		16.4		884.2				
SCHNUCKS SUPERMARKETS	V345	3,359.8			1,219.4		4.8		2,135.6				
SCHOEFFEL JEWELRY	A510	335.9	335.9										
SCHOLASTIC CORP VAR BOOKS DR	V823	1,915.1	816.1	1,099.0									
SCHOLASTIC VAR BOOKS	B610	1,092.6	661.4		25.2	320.2		0.0	85.7				
SCHONBEK LIGHTING CHANDELIERS	H151	1,278.7	1,031.0	228.7					19.0				
SCHONBEK LIGHTING STORE	V378	2,248.9	2,000.4	228.7	19.8								
SCHOOL FOR SCOUNDRELS VIDEO	H532	1,070.0						233.4	28.6	268.1	539.9		
SCHOOL NUTRITION ORG/PSA	B323	268.6							268.6				
SCHOOL OF VISUAL ARTS	G850	449.9	5.3		2.8	441.8			796.9				
SCHOOL SUPPLY DRIVE/PSA	B323	796.9											
SCHOOL/AUTOMOTIVE MCINST	G840	331.1	331.1										
SCHOOL/PRACTICAL PHLSPHY	G850	427.5	85.5		12.0	42.8	287.2						
SCHOOLS FIRST ORG	B329	611.6							611.6				
SCHOTTENSTEIN DEPT & VALUE CITY DEPT	V450	328.7							328.7				
SCHOTTENSTEIN DEPT MULTI-PDTS	V490	293.8			236.1				57.6				
SCHUCO REPLACEMENT WINDOWS	H613	259.4	252.7						6.8				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SCHULER SHOE STORE MEN & WOMEN	V313	311.4			311.4								
SCHUMACHER AUTO DLR	V219	565.0			565.0								
SCHUMACHER HH FAB & WALLCOVERINGS	H141	786.1	786.1										
SCHUMACHER MERCEDES	V213	268.5			264.8				3.7				
SCHUMACHER MITSUBISHI VW	V219	495.1			495.1								
SCHWAB INSTITUTIONAL BUSINESS SVC	B122	1,186.6	440.5			746.0							
SCHWAB INSTITUTIONAL CONSUMER SVC	B122	1,178.9				1,178.9							
SCHWAB.COM ONLINE	B122	1,672.6							39.3		1,633.2		
SCHWABLEARNING.ORG ONLINE	B322	968.2	874.3								93.9		
SCHWARTZ & ASSOC ATTY	V151	604.5			1.1				603.4				
SCHWARTZ LASER EYE CTR	V133	892.6			803.4					89.2			
SCHWARTZAPFEL&TRHWSKT AT	V151	253.2						154.0		99.2			
SCHWEBEL GOETZ SBN ATTY	V151	476.3								476.3			
SCHWEITZER MT RESORT	T433	830.3	390.6		121.5	285.8				32.3			
SCHWINN BICYCLES	G440	607.9	607.9										
SCIENCE MUSEUM OF MN	V166	1,209.8			296.7		128.2		784.9				
SCIENCE OF SLEEP VIDEO	H532	395.3							91.8	1.6	147.9	154.0	
SCIENTIFIC AMERICAN BOOK CLUB DR	V823	2,265.3	2,265.3										
SCI-FI CHANNEL CABLE TV	B642	4,285.3	2,532.7	368.0	153.9	240.4	713.8					276.5	
SCI-FI CHANNEL CABLE TV PAID PROMO	B642	474.7										93.4	381.3
SCION AUTOS TC	T112	7,686.6						2,035.5	221.0		5,430.1		
SCION AUTOS VAR	T112	11,026.3					6,252.2	1,223.9	4.2		3,546.0		
SCION AUTOS XA	T112	1,235.9							62.5		1,173.4		
SCION AUTOS XB	T112	4,389.0			64.1				792.2	102.1		3,430.6	
SCION AUTOS XD	T112	747.7								139.7		608.0	
SCION TOYOTA 101	V212	632.6			632.6								
SCION TOYOTA CITY	V212	645.2			100.6	544.6							
SCION TOYOTA NORTH	V212	401.7			58.3	343.4							
SCION TOYOTA OF ALAMEDA	V212	427.7			427.7								
SCION TOYOTA OF CONCORD	V212	373.8			373.8								
SCION TOYOTA/MANHATTAN	V212	409.5			409.5								
SCION TOYOTA/MELBOURNE	V212	455.2			455.2								
SCIOTO VALLEY SUPERSTORE	V376	1,707.7						1,707.7					
SCIREX RESEARCH CENTER BUNIONS STUDY	V139	614.2							614.2				
SCOOP AWAY LITTER	G640	7,871.3	2,518.3					415.2	3,620.8	30.5	1,286.5		
SCOOP/SHAPE MAGAZINE	B623	4,080.6	4,080.6										10.9
SCOOTER STORE	V330	355.1	38.7		283.5	22.0							
SCOOTER STORE DRUGS/TOILETRIES DR	V830	138,478.4				1,209.3		8,591.2	2,940.8	13,219.3	112,517.7		
SCOOTERS AMERICA DRUGS/TOILETRIES DR	V830	358.8							358.8				
SCOPE WHITE MOUTHWASH	D212	5,707.4						2,737.9	167.3	1,517.2	1,285.0		
SCORE CONSULTANTS	B930	1,512.7	1,512.7										
SCORE LEARNING SCHOOL	G850	2,314.8											2,314.8
SCOREBOARD/MENS FITNESS	B623	573.2	573.2										
SCORPION SPORTS MOTORCYCLE HELMETS	T149	336.2	336.2										
SCOTCH GIFT WRAP CUTTER	B729	1,087.3							1,008.6	32.8	45.9		
SCOTCH PAINTERS TAPE	H232	3,124.0									3,124.0		
SCOTCH-BRITE COOK TOP CLEANER	H232	1,115.5	1,115.5										
SCOTCH-BRITE COOK TOP&STNL\$ STL CLNR	H232	270.0	270.0										
SCOTCH-BRITE DISPOSABLE TOILET/SCRBR	H443	4,781.6	324.1						28.2	1,697.6	2,731.7		
SCOTCH-BRITE HOUSEHOLD CLEANING PDT\$	H490	810.0	810.0										
SCOTCH-BRITE STAINLESS STEEL CLEANER	H232	655.2	655.2										
SCOTCHGARD FABRIC PROTECTANT	H390	748.4	748.4										
SCOTIABANK TORONTO/MRTHN	B121	392.6	392.6										
SCOTLAND INDUSTRIAL DEVELOPMENT	B840	1,129.1				1,129.1							
SCOTSMAN COINS&JWLRY STR	V364	1,847.6			1,847.6								
SCOTT & WHITE MEDICAL INSURANCE	B412	1,212.9	758.1	402.9	48.2		3.8						
SCOTT 1000 &SCOTT EX SOFT BTHRM TS	H333	724.2	74.4	649.8									
SCOTT ANTIQUE MARKET	V379	279.5			139.8				139.8				
SCOTT AUTO DLR	V219	735.8			735.8								
SCOTT BATHROOM TISSUE	H333	934.7	165.9	649.8					3.6		0.4		115.0
SCOTT CHEVROLET	V211	284.4			128.1		1.8		154.5				
SCOTT CHEVROLET GMC PONT	V211	265.5							265.5				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SCOTT CLARKS TOY SCION	V212	604.9							604.9				
SCOTT CLARKS TOYOTA CITY	V212	790.5			1.0				789.5				
SCOTT CRUMP TOYOTA	V212	302.9							302.9				
SCOTT EXTRA SOFT BATHROOM TISSUE	H333	14,035.6	7,979.5	649.8				2,847.9	895.0		1,663.4		
SCOTT KAY JEWELRY	A510	3,601.9	3,601.9										
SCOTT ROBINSON HONDA	V212	286.7			286.7								
SCOTT&WHITE HOSP&CLINIC	V133	796.9	497.5				96.3		203.1				
SCOTTISH DEV INTL INDUSTRIAL DEV	B840	689.6	689.6										
SCOTTRADE CENTER	V166	276.6			267.9		8.7						
SCOTTRADE ONLINE	B122	2,822.8	310.8			417.1		690.8	16.3		1,387.8		
SCOTTRADE STOCK BRKRG CONSUMER SVC	B122	7,784.4	134.4		11.4	351.4	14.9	3,871.9	17.6		3,382.8		
SCOTTS BIRD SEED	G630	816.4											816.4
SCOTTS BONUS FERTILIZER	G713	547.9											547.9
SCOTTS BONUS S FERTILIZER	G713	2,481.3							2,481.3				
SCOTTS FEED & SEED FRTLZRS&TRTMNTS	G713	443.3											443.3
SCOTTS FERTILIZER	G713	654.3											654.3
SCOTTS LAWN & GARDEN TREATMENTS	G713	2,452.6				243.6							2,209.0
SCOTTS LAWN SERVICES	V154	452.7			1.3		29.8		421.6				
SCOTTS LAWN SOIL	G713	599.1											599.1
SCOTTS PEST CONTROLS	G714	303.7											303.7
SCOTTS RESEED SUPREME GRASS SEED	G712	955.4						955.4					
SCOTTS TURF BLDR PLS 2 FERTILIZER	G713	8,218.6						2,561.2	1,795.2		3,300.4	135.9	425.8
SCOTTS TURF BLDR SDNG SL &PR PRM/SD	G712	1,341.5							1,341.5				
SCOTTS TURF BLDR/SMR GRD FERTILIZER	G713	2,006.2						93.9	16.2		1,580.8		315.3
SCOTTS TURF BLDR/WNTR GR FERTILIZER	G713	2,944.2						1,753.3	2.0		1,174.1		14.8
SCOTTS TURF BUILDER FERTILIZER	G713	8,755.8		689.8		134.0		5,382.8	736.7		1,536.0		276.5
SCOTTS TURF BUILDER FRTLZRS&TRTMNTS	G713	341.0				278.3							62.7
SCOTTSDALE AZ TP	T433	5,367.4	4,392.8			442.4			527.7				4.5
SCOTTSDALE CULINARY FEST	V169	417.6	417.6										
SCOTTSDALE CULINARY INST	G840	1,632.3				7.9			1,624.5				
SCOTTSDALE LINCOLN MERC	V211	560.4				560.4							
SCOTTSDALE MRL HLTH SYS	V133	370.8				370.8							
SCOUT BOATS	G430	361.0	349.1							11.9			
SCOUT MORTGAGE CO CONSUMER SERVICES	B124	1,373.9				1,360.7			13.2				
SCRABBLE GAME	G512	3,010.9	2,328.7	682.2									
SCRABBLECUBES.COM ONLINE	B670	362.9						29.5	333.4				
SCRATCH & DENT APPL	V371	457.6				443.6			14.1				
SCREEN FOR LIFE/PSA	B323	466.1						461.6		4.6			
SCREENLIFE SCENE IT DISNEY DVD GAME	G512	1,318.3						505.2	0.2	68.0	745.0		
SCREENLIFE SCENE IT SQUABBLE DVD GM	G512	2,393.2						1,242.4	1.3		1,149.5		
SCRIBNER BOOK PUBLISHER	B610	1,419.3			30.7	1,388.6							
SCRIPPS CLINIC	V133	570.4			563.6				6.7				
SCRIPPS HEALTH SYSTEM	V133	455.2			235.6	17.8	201.7						
SCRIPPS MEMORIAL HOSP	V133	467.8		228.7	234.4		4.7						
SCRIPPS MERCY HOSPITAL	V133	279.5			279.5								
SCRUBBING BLS FRSH/MX FLUSHABLE/BRSH	H443	10,174.4						6,258.5	440.8	1,285.6	2,189.5		
SCRUBBING BUBBLES AUTO SHWR CLNR	H443	29,551.4	142.5					16,765.2	2,996.1	3,567.9	6,079.7		
SCRUBS SERIES VIDEOS	H532	510.9								510.9			
SCULPTURE FOUNDATION HOUSEHOLD DR	V872	586.7	586.7										
SCUNCI DRUGS/TOIL DR	V830	1,193.4								1,193.4			
SCUNCI HAIR ACCESSORIES	D390	2,898.5	2,888.5							9.9			
SDH ENTERPRISES HM FRNSH	V372	314.7	314.5		0.2								
SDI-LABS DRUGS/TOILETRIES DR	V830	876.4	876.4										
SDT WASTE & DEBRIS SVC	V121	416.4						416.4					
SEA BREEZE FORD	V211	1,679.1			1,679.1								
SEA GULL LIGHTING FIXTURES	H151	252.4	249.7		2.7								
SEA ISLAND CLUB RESORTS	T431	753.3	482.9	104.0	94.2	72.2							
SEA ISLAND RESORTS	T431	368.0			368.0								
SEA ISLAND/CLOISTER RSRT	T431	352.5	209.2		76.5	66.8							
SEA PAK FROZEN SHRIMP	F334	603.6								603.6			
SEA PINES RESORT	T431	621.0	612.7				8.3						
SEA RAY BOATS	G430	3,466.1	3,451.1		15.0								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
SEA RECOVERY MARINE WATERMAKERS	G430	287.7	287.7											
SEA TEL MARINE SATELLITE SYSTEM	G430	284.7	284.7											
SEA TRAIL SUNSET BCH DEV	B452	339.0	277.1			34.4	27.5							
SEA VILLAS RE DEV	B452	596.6			596.6									
SEA-BOND DENTURE ADHESIVE	D219	4,451.4							2,211.7	24.4	993.1	1,222.2		
SEABOURN CRUISES	T412	1,140.1	1,140.1											
SEACOAST CAREER SCHOOLS	G840	368.5								368.5				
SEA-DOO BOATS	G430	562.9	562.9											
SEA-DOO FILMS ONLINE	B680	1,255.5	210.0						20.0			1,025.5		
SEA-DOO WATERCRAFTS	G430	745.8	43.9			1.6				18.4		91.0	590.9	
SEAESCAPE CRUISES	T412	320.1						320.1						
SEAGRAMS DISTILLERS RSRV GIN	F731	411.6	411.6											
SEAGRAMS EXTRA DRY GIN	F731	423.6	423.6											
SEAGRAMS FLAVORED GIN	F731	331.0	331.0											
SEALY MATTRESSES	H122	13,238.6	9,551.5			52.6				3,634.5				
SEAN JOHN APPAREL	A990	1,801.6	761.6					1,040.0						
SEAN JOHN RTW CHILDREN	A190	784.0	784.0											
SEAN JOHN RTW MEN	A190	475.8	475.8											
SEAN JOHN UNFORGIVABLE FRAG M & W	D180	1,908.1	1,590.1										5.9	
SEAN JOHN UNFORGIVABLE FRAGRANCE MEN	D410	1,548.4	1,205.2			69.8							273.3	
SEAN JOHN UNFORGIVABLE W FRAGRANCE W	D180	3,021.0	2,113.2			96.5							801.3	
SEANET FRACTIONAL OWNRSHP PRGRM	G430	298.5	298.5										10.1	
SEARCHCHICAGO.COM TRAVEL ONLINE	T420	503.5			503.5									
SEARLE CLOTHING STORE WOMEN	V311	383.5		383.5										
SEARS APPL OUTLET STR	V371	6,387.1			6,387.1									
SEARS AUTO SERVICE	V241	438.4			438.4									
SEARS CENTRE ARENA	V166	349.7			349.7									
SEARS CRAFTSMAN NATLS	V490	250.2	250.2											
SEARS DENTAL AWRSN PLN	B412	560.0											560.0	
SEARS DEPT APPAREL CHILDREN	V410	4,555.2							2,994.7	21.6	287.7	1,251.2		
SEARS DEPT APPAREL FAMILY	V410	13,492.1			182.0				6,596.6	582.9	3,896.3	2,234.4		
SEARS DEPT APPAREL MEN & WOMEN	V410	2,048.9							1,119.9	37.0	324.1	500.2	37.6	
SEARS DEPT APPAREL WOMEN	V410	3,432.8	2,691.6						589.7	0.0	9.8	141.7	30.1	
SEARS DEPT APPLIANCES	V470	74,607.9		3,932.1	1,665.8	134.0	1.4	36,555.2	5,730.0	11,262.3	14,637.7	289.0	400.5	
SEARS DEPT AUTOMOTIVE	V480	1,427.5			20.9					0.0		140.2	1,261.3	5.0
SEARS DEPT BUILDING SUPPLIES	V470	6,604.6			103.9				4,329.4	106.5	239.0	1,715.4		110.4
SEARS DEPT DRUGS/TOILETRIES	V430	816.9			816.9									
SEARS DEPT ELECTRONICS	V470	11,648.7			260.4				8,313.2	184.7	547.0	2,343.5		
SEARS DEPT HOUSEHOLD	V470	6,405.4		4,291.2	100.1					0.4		871.2	143.3	999.2
SEARS DEPT JEWELRY	V410	4,662.1	3,758.3		231.9				354.3	5.9	182.5	129.2		
SEARS DEPT MISC	V450	100,684.9			94,433.1				9.9	2,279.0	3,220.3	100.8	641.8	
SEARS DEPT MULTI-PDTS	V490	18,880.4	107.8		306.6				936.4	8,707.5	287.1	404.7	1,760.7	5,952.1
SEARS DEPT OPTICAL	V450	6,311.7			9.5				19.0	435.2	3,570.6	640.5	1,250.8	386.2
SEARS DEPT PAINT	V470	253.8			253.8									
SEARS DEPT SALES ANNOUNCEMENT	V490	76,828.2			1,638.8					43,859.7	2,866.5	9,012.9	15,459.6	3,714.3
SEARS DEPT SPORT/TOY/HOBBY	V450	1,490.0			6.5					767.8	31.9	43.5	640.3	
SEARS ESSENTIALS DEPT MISC	V450	2,019.5			2,019.5									
SEARS GRAND DEPT MULTI-PDTS	V490	1,018.2			1,018.2									
SEARS HARDWARE STORE	V376	1,443.5			1,442.9						0.7			
SEARS HEARING AID CENTER	V139	373.1							2.1	252.3	27.6		91.2	
SEARS HOME IMPRVMNT SVC	V171	6,281.2	947.0	5,318.4	15.9									
SEARS HOMECENTRAL SVC	V179	8,704.7	525.6	8,112.9	22.4				5.7		38.2			
SEARS IMPORTED AUTOS	V219	408.1			408.1									
SEARS OUTLET STORE	V359	288.5			273.3					15.3				
SEARS PORTRAIT STUDIO	V450	8,916.5	8,915.8								0.7			
SEARS ROEBUCK & CO CP	V490	1,891.4			70.8	109.7			1,597.8	60.6		52.5		
SEARS.COM ONLINE	V490	1,304.0								1,168.4	7.5		128.1	
SEASCAPE LAMPS	H151	506.2	506.2											
SEASIDE RE DEV	B452	263.2		221.5	41.7									
SEASON/SAVINGS BOOKLET	B629	734.9	258.5		151.3	325.1								
SEASONAL CONCEPTS STORE	V375	1,421.0			1,183.5						237.5			
SEASONAL POOL & PATIO	V175	331.0			331.0									

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SEASONAL WORLD STORE	V359	257.1			161.1		96.0						
SEASONIQUE CONTRACEPTIVE RX	D560	17,459.6	5,579.4					169.6	8,580.2		3,130.4		
SEASONS/BLTMR LK CONDO	B452	453.0			2.5	450.5							
SEAT BELT SAFETY/PSA	B323	1,059.1						6.4	1,052.7		0.0		
SEA-THIN REDUCING AID	D542	729.2	685.3		43.9								
SEA-THRU WINDOWS HM CTR	V376	346.4			75.8				270.7				
SEATTLE ART MUSEUM	V166	343.8			80.0	28.7	131.4		103.6				
SEATTLE CANCER/ALNC CLNC	V133	359.5			47.6				311.9				
SEATTLE LGHTNG FXTRS ST	V378	288.4			280.2				8.2				
SEATTLE MARINERS BSBL TM	V163	1,204.2			492.1		12.0		700.1				
SEATTLE OPERA HOUSE	V161	256.5			256.5								
SEATTLE PREMIUM OTLT CTR	V620	302.5			31.6				173.5				97.5
SEATTLE REPERTORY THTR	V161	411.8			411.8								
SEATTLE SONICS BSKTBL TM	V162	419.7			419.7								
SEATTLE SUTTON HLTHY FD FOOD DR	V840	815.8					6.1	807.3		2.3			
SEATTLE SUTTONS DIET PRG	D800	815.6			109.8		49.8		655.0		1.0		
SEATTLE SYMPHONY	V161	508.1			442.0				66.0				
SEATTLE UNIVERSITY	G810	306.1			306.1								
SEATLES BEST COF SHOP	G320	609.5			605.2		4.3						
SEATLES BEST COFFEE	F411	3,335.3	3,335.3										
SEAWATCH/SUNSET HRBR DEV	B452	255.4	247.1		8.3								
SEAWORLD ADVENTURE PARKS	T440	706.6	233.5		472.3		0.8						
SEAWORLD PARKS	T440	19,508.9					1,919.2		11,559.6	11.6	6,018.6		
SEAWORLD PARKS & BUSCH GARDENS	T440	409.3							286.2		123.1		
SEBASTIAN POTION 9 HAIR PDTS	D330	3,103.8	3,103.8										
SEBASTIAN RIVER HOLDINGS CON SVC	B122	784.1			784.1								
SEBASTIAN SHAPER HAIR SPRAY	D330	1,848.6	1,848.6										
SEC SOUTHEASTERN CONF	V163	751.1			64.9			0.0	57.9		628.4		
SECOND BAPTIST CHURCH	B322	361.6			58.6		253.3		49.7				
SECOND HAND SMOKE/PSA	B323	1,008.5							1,008.3		0.2		
SECOND NATURE BABY BOTTLES	H232	402.1	402.1										
SECRET BODY SPRAY&VAR AP/DEOD	D180	1,934.0	105.0					767.1	33.4	306.7	721.8		
SECRET CLINICAL STRENGTH SLD AP/DEOD	D260	55,141.7	12,373.7					16,291.0	1,326.9	5,339.8	19,810.3		
SECRET PLATINUM CLEAR GEL AP/DEOD	D260	3,279.2	3,275.7						3.5				
SECRET PLATINUM INVSL SOLID AP/DEOD	D260	10,282.0	6,581.5					1,763.0	27.2	646.5	1,263.9		
SECRET PLATINUM/PRTCTN SOLID AP/DEOD	D260	3,771.6	2,294.4		1,476.7						0.5		
SECRET PLATINUM/OLAY SOLID AP/DEOD	D260	2,339.4						1,523.0	20.4	418.8	377.2		
SECRET SCENT EXPRESSIONS BODY MIST	D180	806.8	806.8										
SECRET SCENT EXPRESSIONS BODY SPRAY	D180	1,936.8	1,936.8										
SECRET SCENT EXPRSNS BDY MST&DEOD	D180	792.4	737.7					54.7					
SECRET SOLID AP/DEOD	D260	2,378.9	2,378.9										
SECRET VAR AP/DEOD	D260	2,499.4						681.8	78.7	967.5	664.5		106.9
SECRETARIA/GOBERNACION	B313	410.1							410.1				
SECRETARIA/RLCNS EXTRS	B313	317.7							317.7				
SECRETS/PROBATE PROFITS SEMINAR	G820	562.1			562.1								
SECTOR WATCHES	A520	512.4	512.4										
SECU CREDIT UNION CONSUMER SERVICES	B124	308.5			303.2		4.9		0.4				
SECURE CARE INS AGENCY	B430	259.9			259.9								
SECURE HORIZONS MEDICARE ADVNTG PLN	B412	5,600.7	48.3	622.2	78.2			662.8	1,360.4	2,323.6	505.2		
SECURE HORIZONS MEDICARE CHOICE/PLN	B412	757.8			757.8								
SECURE HORIZONS MEDICARE INSURANCE	B412	28,193.9	1,287.0	1,731.3	12,353.5	64.1	83.3	435.2	9,050.4	3,004.8	184.4		
SECURITY CHRYSLER DODGE	V211	800.0			800.0								
SECURITY FIRST CONSUMER SERVICES	B124	497.4			497.4								
SECURITY SAVINGS BANK CONSUMER SVC	B121	272.2			272.2								
SECURITY SVC FED CRDT UN CON SVC	B124	255.2					255.2						
SEDANOS SUPERMARKET	V345	2,080.3							2,080.3				
SEDGEBROOK RTRMNT CMNTY & MNRCH LNDNG	B452	413.5								413.5			
SEDLAK INTERIORS	V375	589.6			433.6					156.0			
SEDONA LEATHER FURN STR	V375	292.8								292.8			
SEDONA PATIO FURN STR	V375	1,338.3			48.6					1,289.7			
SEE THRU SOUL JEANS & SHIRTS WOMEN	A142	265.7	265.7										
SEEDS OF CHANGE NURSERY STOCK DR	V853	263.5	263.5										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SEEGER TOYOTA	V212	842.0			647.2				194.9				
SEES FAMOUS OLD TM CNDS	V349	355.3			355.3								
SEFCU FED CREDIT UNION CONSUMER SVC	B124	1,282.5	15.4		1,175.2				91.9				
SEGA GOLDEN COMPASS VIDEO GM	G511	2,089.2	154.5					492.6	6.3				
SEGA MARIO&SONIC/OLYMPIC GMS	G511	3,891.7	466.7					278.2	3.2	767.8	2,375.8		
SEGA NIGHTS JOURNEYS/DRMS GM	G511	927.1	98.0					317.4	0.9		510.9		
SEGA RALLY REVO VIDEO GAME	G511	553.4						41.8			511.6		
SEGA SONIC/SECRET RINGS VD GM	G511	2,994.2						910.3	0.1		2,083.8		
SEGA VIRTUA FIGHTER 5 VD GM	G511	2,843.8						321.3	0.1		2,522.5		
SEGUROS SIN BARRERAS INSURANCE DR	V829	4,667.1							3,038.1			1,629.0	
SEIDEN GANG DESIGNS JEWELRY	A510	372.5	372.5										
SEIGERMANS SHOWPLACE	V375	541.4			445.7	95.7							
SEIKO WATCHES	A520	11,001.8	5,602.1		30.5		34.3	2,893.7	369.0		2,072.3		
SEINFELD SEASON 9 VIDEO	H532	252.8											252.8
SEINFELD SERIES VIDEOS	H532	3,980.0	868.8					2,093.7	31.2	184.6	801.8		
SEIRUS GLOVES MEN & WOMEN	A410	525.5	525.5										
SEIU SVC EMP INTL UNION	B321	2,865.7			195.6	31.5	68.5		806.6				1,763.6
SEKONIC CAMERA LIGHT METERS	G142	370.0	370.0										
SELDENS FINE HM FRNSHNG	V375	306.6			47.3				259.3				
SELECCIONES MAGAZINE ONLINE	B623	458.3	458.3										
SELECCIONES MAGAZINE SUBS DR	V823	2,001.5						502.3			1,499.2		
SELECT AUTO IMPORTS	V219	751.1						751.1					
SELECT COMFORT BDNG STR	V377	22,364.5		2,920.4	5,760.7	420.7	478.0		1,710.0				9,340.3
SELECT COMFORT DRCT CORP HH DR	V872	103,327.1	33,868.9	22,196.6	279.7	3,211.5		1,012.8	2,683.6	7,868.0	27,455.4	4,750.5	
SELECT QUOTE INS SVC	B430	5,957.7							15.1		5,908.2	24.0	10.4
SELECT SECTOR SPDR FUNDS	B125	2,859.9	2,629.5						25.8		204.6		
SELECTHEALTH MEDICAL INSURANCE	B412	808.3			91.0				717.2				
SELECTIVE SRCH DTNG SVC	V155	1,205.8	1,205.8										
SELF ESTEEM/PSA	B323	730.8						475.3	245.2		10.3		
SELF MAG WORKOUT/PARK	B623	690.8	690.8										
SELF MAGAZINE	B623	324.6	232.4		1.8		90.4						
SELF MAGAZINE LOL SHOW	V161	302.7	302.7										
SELF MAGAZINE ONLINE	B623	1,280.2	1,280.2										
SELF MAGAZINE TV PROGRAM	B623	587.5	587.5										
SELF MAGAZINE VAR VIDEOS	V873	973.4	973.4										
SELF SCENE	B623	3,725.7	3,725.7										
SELKIN LASER CENTER	V139	451.2			451.2								
SELMA AUTO MALL	V219	1,069.7			683.8		36.6		349.3				
SELMA HONDA	V212	339.0			312.0				27.0				
SELSUN BLUE DANDRUFF SHAMPOO	D320	9,514.3						3,579.9	959.3	3,087.7	1,700.3	187.1	
SELSUN SALON DNDRF SHAMP	D320	3,464.9						1,507.4	890.4	721.3	345.8		
SEMA INTL AUTO SALON	V164	769.8	769.8										
SEMA SPECIALTY/MKT ASSN	V380	1,469.4	1,469.4										
SEMINOLE CASINO	V169	3,028.3			1,624.2		235.8		1,168.4				
SEMINOLE COMMUNITY CLG	G810	314.0					314.0						
SEMINOLE HRD RCK HTL&CSN	T431	901.6			889.3				12.3				
SEMINOLE TRIBE OF FL	B329	1,814.5			4.7		977.4		785.1		47.3		
SEMONIN REALTORS	B451	968.3			829.5		126.2		12.7				
SEMPRA ENERGY	V173	841.4			466.7				374.8				
SENA CASES	B819	313.7	313.7										
SENATE INSURANCE AGENCY	B430	257.8						257.8					
SENDIKS FOOD MARKET	V346	557.4			557.4								
SENECA ALLEGANY CASINO	V169	410.7			121.5		289.2						
SENECA ALLEGANY CASINO &SENECA NGR	V169	473.4			473.4								
SENECA NIAGARA CASINO	V169	847.1			49.5		797.5						
SENIOR DIMENSIONS INSURANCE DR	V829	269.4							269.4				
SENIOR DIMENSIONS PLAN MED&DNTL INS	B412	892.8			871.0		21.8						
SENIOR LENDING NETWORK VAR VIDEOS DR	V873	41,332.3						105.1	5,560.8	1,264.6	34,401.8		
SENIOR SERVICE AMERICA	B329	270.8											270.8
SENIORS FIRST MORTGAGE CONSUMER SVC	B124	678.7							678.7				
SENOKOT LAXATIVE TABLETS	D532	563.8						248.3	0.0		315.5		
SENOKOT-S LAXATIVE TABLETS	D532	1,682.5						551.9	13.2	625.7	491.6		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SENSA MASSAGE LOUNGER CHAIR	H121	1,047.7			1,047.7								
SENSA SHTS MSG LNGR STR	V375	461.6			461.6								
SENSEO COFFEE	F411	1,178.7	1,178.7										
SENSEO COFFEEMAKER	H221	2,596.9	2,596.6						0.3				
SENSODYNE FRESH IMPACT TOOTHPASTE	D211	1,209.8						271.5	18.4	903.4	16.4		
SENSODYNE FULL PRTCTN TOOTHPASTE	D211	1,908.1						356.3	35.1	1,493.8	22.8		
SENSODYNE MAXIMUM STRENGTH PASTE	D211	917.0						0.0	9.6	469.5	437.9		
SENSODYNE PRO NAMEL TOOTHPASTE	D211	17,888.4	4,647.3					6,311.1	87.6	4,393.1	2,449.4		
SENSODYNE TOOTHPASTE	D211	936.5							2.7		413.7		520.1
SENSODYNE VAR TOOTHPASTES	D211	1,322.4						590.2	3.4	621.4	2.2		105.2
SENTIENT PRIVATE JET MEMBERSHIP	T300	906.2	906.2										
SENTOSA COVE RE DEV	B452	300.3	300.3										
SENTOSA ISLAND SINGAPORE TP	T434	575.9	575.9										
SENTRICON INSECTICIDE	H351	353.1					41.4						311.7
SENTRY FOOD STORES	V345	672.1			36.4				635.7				
SENTRY LINCOLN MERCURY	V211	291.1			288.3				2.8				
SENTRY MOTORCYCLE INSURANCE	B429	276.0	276.0										
SENTRY REAL ESTATE	B451	299.0			299.0								
SENTRY TABLE PAD CO HOUSEHOLD DR	V872	1,533.3			1,533.3								
SENZIGS WAREHOUSE SHWRM	V375	253.7							253.7				
SEPHORA COSMETICS	D190	1,373.4	1,322.0		51.4								
SEPHORA PRFMS&CSMTCS STR	V330	11,178.4	10,365.8		603.4	62.2	26.3						120.8
SEPHORA.COM DRUG STORE ONLINE	V330	2,500.2	2,500.2										
SEPTA TRANSIT AUTHORITY	V180	250.4			180.4		30.2		39.7				
SEQUOIA HOSPITAL	V133	273.9			99.4		44.0		130.5				
SERENITY BLADDER CONTROL PADS	D270	6,974.7	2,790.0	1,165.5				2,202.4	38.8	458.7	319.3		
SERENITY BLADDER CONTROL UNDRWR	D270	1,270.7						825.1	8.8	176.4	260.4		
SERENITY SUPER PLIS BLDR CNTRL UNDRWR	D270	401.6									401.6		
SERGAY RYSHKFS MSCW CRCS	V169	2489.1						1,722.0	15.3	466.6	285.2		
SERGEANTS NATURES GRDN FL&TCK CNTRL	G640	263.4	263.4				297.9						
SERGIO LEONE ANTHLGY SR'S VIDEOS	H532	385.4	385.4										
SERINO COYNE LIVE THTR	V161	2,808.0				2,808.0							
SERINO COYNE PROF SVC	V129	329.2					329.2						
SERONO LAB	V139	328.8					328.8						
SEROQUEL RX	D560	36,231.2	31,319.0	4,912.1									
SERPENTINI CHEVROLET	V211	3,302.3			597.1		129.0		2,576.2				
SERRA AUTO DLR	V219	2,790.8			2,790.8								
SERRA CHEVROLET	V211	763.3			455.8		66.9		240.6				
SERRA CHEVROLET HYUNDAI	V219	476.5			476.5								
SERRA CHEVROLET SUBARU	V219	512.7			512.7								
SERRA HONDA	V212	657.5			535.3		23.7		98.4				
SERRA HYUNDAI	V212	408.3			408.3								
SERRA KIA	V212	390.1			374.4		15.7						
SERRA MITSUBISHI JP EGL	V219	409.2			409.2								
SERRA NISSAN	V212	299.2			292.7				6.5				
SERRA NISSAN VOLKSWAGEN	V219	943.1			943.1								
SERRA TOYOTA	V212	917.6			69.8		77.7		770.1				
SERRAMONTE AUTO DLR	V219	366.3			366.3								
SERRAMONTE FORD	V211	618.7			365.7				252.9				
SERRAMONTE NISSAN	V212	377.6			377.6								
SERRANOS FURNITURE STORE	V375	569.5							569.5				
SERTA MATTRESSES	H122	13,249.3	7,529.0			1,028.0		1,007.8	77.9	1,351.6	2,255.0		
SERVICE CHAMPIONS HTG&AC	V174	1,165.8			1,165.8								
SERVICE ELECT CABLE TV	B642	485.2			415.5		69.7						364.0
SERVICE EMP INT'L UNION	B321	759.0			77.8		159.5		157.7				
SERVICE EXPERTS HTG&CLNG	V174	259.8			216.0		14.5		29.3				
SERVICE KING COLLISION	V241	1,079.1							1,079.1				
SERVICE MAGIC CONTRACTOR	V171	281.8			281.8								
SERVICEMAGIC.COM ONLINE	B670	2,170.3			1,961.9		18.0		190.5				
SERVICEMASTER CLNG SVC	V179	309.1			110.5		67.7		130.9				
SERVPRO CLEANING SERVICE	V179	4,466.5			15.1		10.1		214.0		4,227.4		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SES AMERICOM SATELLITE SYSTEM	B242	290.3	290.3										
SESAME PLACE AMUSE PARK	T440	1,256.0	348.8		78.0			80.3		748.9			
SESAME ST VAR VIDEOS	H532	470.3	470.3										
SESAME STREET LIVE PLAY	V161	1,342.4						7.5		1,334.9			
SESSA MARINE YACHTS	G430	615.4	615.4										
SETAI RE DEV	B452	1,239.7	311.0	680.2	50.6	169.9	28.1						
SETON HALL UNIVERSITY	G810	330.5		114.4	191.4	22.8				1.9			
SETTINGS/MACKAY PNT DEV	B452	273.9	79.5		1.7	192.7							
SEVEN FALLS GOLF&RVR CLB	V162	527.5	436.2		42.4		49.0						
SEVEN GABLES RE AGENCY	B451	776.5			776.5								
SEVEN SPRINGS MTN RESORT	T431	398.1			200.6	3.6			193.9				
SEVENTEEN MAGAZINE ONLINE	B623	492.9	492.9										
SEVERE BCK SCTC&DS PN GD	B629	7,681.8			7,681.8								
SEVIERVILLE TN TP	T433	717.4	270.7		10.1				37.8		398.7		
SEVILLE WATCHES	A520	381.5					381.5						
SEWELL AUTO DLR	V219	851.2			808.6	42.6							
SEWELL CADILLAC	V211	364.8			320.9				43.9				
SEWELL HUMMER	V211	319.8			319.8								
SEX & THE CITY SERIES VIDEOS	H532	917.4	288.1						2.6	109.8	516.8		
SEX CAN WAIT/PSA	B323	1,477.6							1,477.6				
SEXY HAIR HAIR PDTS	D390	890.2	890.2										
SEXY HAIR STRONG SEXY HR HR CR&PDTS	D320	365.8	365.8										
SEXYESSSENTIALS/PEOPLE	B623	260.8	260.8										
SGC INVESTMENT	B122	351.6				351.6							
SHACK FINDLAY HONDA	V212	274.8			139.1				135.7				
SHADETREE CANOPIES	H619	630.0	586.7	43.4									
SHADOW MARINE YACHTS	G430	1,386.5	1,386.5										
SHADYBROOK LTD APPAREL	A990	579.4	579.4										410.1
SHADYBROOK FARM	V154	410.1											
SHAFIROFF RC ENG&CMPNTS AUTO DR	V880	662.3	662.3										
SHAKESPEARE THEATRE	V161	291.8			238.4	51.8	1.5						
SHAKESPEARE UGLY STIK FISHING ROD	G410	272.2	261.8						7.1		3.2		
SHAKEYS PIZZA PARLORS	G320	2,052.8			20.3		16.9		2,015.6				
SHAKLEE CORP CP	G930	270.9	270.9										
SHALOM MEMORIAL PARK CMT	V157	408.4			408.4								
SHAMROCK FARMS DAIRY PDTS	F319	455.8				455.8							
SHAMWOW MISC DR	V859	440.4							0.5		439.9		
SHANE CO JEWELRY STORE	V314	276.9				276.9							
SHANE L STANLEY DC	V132	773.5			773.5								
SHANGHAI TP	T434	668.8	668.8										
SHANGRI-LA HOTELS	T431	1,141.8	1,114.6		27.2								
SHANGRI-LA HOTELS &WATERVIEW TWR CND	T431	701.2			701.2								
SHANGRI-LA HOTELS FOREIGN	T432	958.9	958.9										
SHANIA STARLIGHT FRAGRANCE WOMEN	D180	5,455.3	3,720.7					827.8		906.8			
SHAPE MAGAZINE ONLINE	B623	272.0	272.0										
SHAPE MAGAZINE VAR BOOKS DR	V823	1,363.9	1,363.9										
SHAPE MAGAZINE VAR VIDEOS DR	V873	1,593.9	1,593.9										
SHAPEABOUTIQUE.COM STORE ONLINE	V355	498.2	498.2										
SHAPELL HOMES	B452	489.3			489.3								
SHAPES TOTAL FITNESS CTR	D800	325.2						325.2					
SHARE MEAL TIME/FAM/PSA	B323	690.3								690.3			
SHARE OUR STRENGTH	B322	364.3			1.7					362.6			
SHAREBUILDER.COM INVSTNG ONLINE	B122	981.9							87.8		894.2		
SHARIS RESTAURANT	G310	295.6			2.1		70.2		223.3				
SHARJAH AIRPORT INTL/ZN	T300	434.5		434.5									
SHARJAH TP	T434	627.4		627.4									
SHARKWATER MOVIE	B660	303.4	8.8		272.4	22.2							
SHARP COPIER	B711	2,860.2			91.8				650.0	132.0	1,986.4		61.1
SHARP ELECTRONIC ENTER EQUIP	H519	1,018.0			15.4			941.4					
SHARP HD LCD TV	H511	394.0				394.0							
SHARP HEALTHCARE SYSTEMS	V133	890.0			155.4				734.6				
SHARP MULTI FUNCTION OFC MCHN	B719	5,799.4	4,045.3			1,727.1				27.0			

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SHARPER IMAGE HOUSEHOLD DR	V872	318.1	318.1										
SHARPER IMAGE MULTI-PDTS DR	V899	7,667.6			6,272.3	1,395.3							
SHARPER IMAGE STORE	V359	481.7			481.7								
SHARPIE MARKERS	B723	9,801.8	237.5						16.0	1,957.9	7,590.4		
SHARPIE RETRACTABLE MARKERS	B723	3,751.8	3,751.8										
SHAVER AUTO DLR	V219	2,075.9			2,075.9								
SHAW CARPETS	H131	3,482.2	3,418.6				4.8		1.2		57.6		
SHAW FLOORING	H132	8,369.1	6,657.6		1.7		273.2		31.5	251.3	1,427.1		
SHAW ROSS DISTRIBUTORS VAR WINES	F620	273.2											
SHAWNEE HONDA MTRSPRTS	V233	388.4			247.4		6.0		135.0				
SHAWNEE MISSION MED CTR	V133	264.6					94.4		170.2				
SHAWS MARKET FOOD STORE	V345	4,286.3	56.0		673.3		28.8		832.2				2,696.0
SHAWS MARKET FOOD STORE & STAR MARKET	V345	824.3			28.5				795.9				
SHEA HEARING AID CENTER	V139	610.6			610.6								
SHEA HOMES	B452	6,490.1	741.4		3,273.4		1,620.6		386.2				468.5
SHED ENDER MISC DR	V859	921.7							1.1	131.2	789.4		
SHEDDS AQUARIUM	V166	1,200.1	29.8		584.9		63.9		521.4				
SHEDDS COUNTRY CROCK SIDE DISHES	F260	17,963.8	9,670.3	423.2				4,983.3	39.9	1,552.4	1,294.7		
SHEEHAN AUTO DLR	V219	1,235.0			1,235.0								
SHEEHAN SAAB	V213	470.4			470.4								
SHEEHY AUTO ENTERPRISES	V219	720.9			671.4		6.7		42.8				
SHEEHY FORD LINC MERC	V211	492.5							492.5				
SHEELYS FURN&APPL STORE	V375	478.7			11.1				467.6				
SHEER BLONDE SHAMPOO & CONDITIONER	D320	6,965.0							1,666.5	74.3	4,378.5	845.8	
SHEER COVER DRUGS/TOILETRIES DR	V830	6,066.3	228.9						1,258.0	28.1	846.8	3,704.4	
SHEETZ CONVENIENCE STR	V345	3,125.0			3.8		2,892.9		210.1				18.2
SHEFFIELD 57 RE DEV	B452	2,195.3	626.4	908.3	24.6	636.0							
SHELBY COUNTY ELCTN CMSN	B315	312.9			308.9				4.0				
SHELDON GOOD & CO RE AUC	B459	1,318.6	9.3	261.1	808.0	235.3							4.8
SHELF CNVRNSN HM CONTR	V171	3,159.5			3,159.5								
SHELL GASOLINE	T211	14,248.0	378.3		215.9	62.4		4,393.8	302.4		8,201.9	144.0	549.4
SHELL GASOLINE & MOTOR OIL	T211	3,288.4											3,288.4
SHELL GASOLINE & PENNZOIL MOTOR OIL	T211	2,369.4											2,369.4
SHELL OIL & QUAKER STATE MOTOR OIL	T212	554.2											554.2
SHELL OIL CO CP	T220	17,669.7	9,293.5	977.2	708.8	2,817.0		0.0	102.6		3,006.1	750.3	14.4
SHELL PLATINUM MASTERCARD	B111	5,205.6			56.5		2,216.0			3.7		5,201.8	
SHELL SERVICE STATION	V242	2,272.6											
SHELL V-POWER GASOLINE	T211	581.9											581.9
SHELOR MOTORMILE	V219	422.6					21.6		401.0				
SHELTER AUTO INSURANCE	B422	636.1								636.1			
SHELTER VAR INSURANCE	B429	1,076.7					543.2		533.5				
SHELTON AUTO DLR	V219	400.8			400.8								
SHELTON FIREWORKS WRHS	V359	443.3			45.8		397.5						
SHELTON/PRESTON CTR DEV	B452	378.9			378.9								
SHELVES TO DRAWERS RMDLR	V171	312.8		283.1	29.7								
SHEPLERS WESTERN WR STR MEN & WOMEN	V311	639.7			298.9			334.2		6.6			
SHEPPARD PRATT HLTH SYS	V133	296.1	3.0	183.0	29.7	17.8			62.6				
SHERATON CASINO	V169	282.8							282.8				
SHERATON HOTELS	T431	3,049.9	263.3		738.9	1,056.2	527.4		29.3		434.8		
SHERATON HOTELS BAHAMAS	T432	562.5	250.4			312.1							
SHERATON HOTELS CABLE BEACH	T431	274.2	274.2										
SHERATON HOTELS HI	T432	335.5	24.1		111.9					199.5			
SHERIFFS AUCTION	V122	781.0			781.0								
SHERLE WAGNER STORE	V376	558.1	558.1										
SHERMAN CLAY MUSIC CO	V369	352.9			350.5	2.4							
SHERMAN DODGE	V211	3,165.7			3,092.9		72.8						
SHERMAN HOSPITAL	V133	326.8			244.0		82.9						
SHERRY K DESIGN FORMAL GOWNS WOMEN	A110	287.6	287.6										
SHERRY-LEHMANN WINE STR	V341	2,575.8	13.2			2,562.6							
SHERWIN-WILLIAMS PAINT	H630	1,790.6	1,765.3		24.6					0.7			
SHERWIN-WILLIAMS PNT STR	V376	34,823.8	7,691.2	125.2	484.6		43.8	8,608.2	45.3	1,694.6	12,824.4	2,790.9	515.6
SHERWIN-WILLIAMS PNT STR VIGNETTE	V376	411.7									411.7		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SHERWOOD AUTO DLR	V219	485.9			485.9								
SHERWOOD HONDA	V212	644.7			629.2				15.4				
SHERWOOD STUDIOS FRNSHNG	V372	291.8			291.8								
SHIELD WINDOWS CENTER	V376	309.0			309.0								
SHIELDS MRI CENTER	V133	332.1							332.1				
SHILO INN	T431	773.8	265.9		7.3		345.7		106.8				48.1
SHIMMYO MD	V132	273.4							273.4				
SHINER BOCK BEER	F611	828.2			26.4		801.7						
SHIPYARD GRP/FT LDRDL	G430	582.0	582.0										
SHISEIDO EUDERMINE SKIN CARE PDTS	D110	1,162.3	1,162.3										
SHISEIDO HYDRO-POWDER EYE SHADOW	D130	523.6	523.6										
SHISEIDO SUN CARE PDTS	D170	403.8	403.8										
SHISEIDO THE MAKEUP LIFTING FNDTN	D140	431.1	431.1										
SHISEIDO THE SKINCARE SKIN CARE PDTS	D110	1,182.9	1,182.9										
SHISEIDO WHITE LUCENT BRGHTNG TRTMNT	D110	809.4	809.4										
SHISEIDO WHITE LUCENT SERUM	D240	571.6	571.6										
SHISEIDO/PRFRMNC EXFLTNG/&RFNG ESN	D110	761.8	761.8										
SHOCK HILL LODGE & SPA	T431	1,053.3			1,053.3								
SHOCK THERAPY & STORM NTRTNL SHK MX	D543	670.4	670.4										
SHOCKWAVE AIR SUSPENSIONS	T144	445.0	445.0										
SHOE CARNIVAL SHOE STORE FAMILY	V313	4,763.8			972.8		14.6		3,776.4				
SHOE CARNIVAL SHOE STORE MEN	V313	295.7							295.7				
SHOE CARNIVAL SHOE STORE MEN & WOMEN	V313	9,921.2			20.3		112.1		5,590.4				4,198.4
SHOE CARNIVAL SHOE STORE WOMEN	V313	2,377.4							2,377.4				
SHOE CENTER SHOE STORE FAMILY	V313	458.8			458.8								
SHOE PAVILION SHOE STORE FAMILY	V313	761.3							761.3				
SHOE PAVILION SHOE STORE MEN & WOMEN	V313	1,882.5							1,882.5				
SHOE PAVILION SHOE STORE WOMEN	V313	4,633.2							4,633.2				
SHOE WAREHOUSE STORE FAMILY	V313	1,408.3			93.4				1,314.9				
SHOEBUY.COM ONLINE	V313	3,812.3			218.0			262.0	6.5	401.2	2,924.6		
SHOEI MOTORCYCLE HELMETS	T149	421.8	421.8										
SHOEMAKERS CHRYSLER JEEP	V211	482.6			482.6								
SHOEMAKERS INN SHOE STR	V313	446.3			446.3								
SHOFERS FURNITURE STORE	V375	568.6							568.6				
SHOMA HOMES	B452	833.3	103.6		337.2		30.0		362.5				
SHONEY'S RESTAURANT	G320	3,925.5			256.8		2,031.4		1,428.0				209.3
SHOOT EM UP VIDEO	H532	623.0								623.0			
SHOOTER VIDEO	H532	3,166.4						1,683.2	1.6	100.9	1,380.8		
SHOP & SAVE MARKET	V346	731.8			731.8								
SHOP N SAVE FOOD STORE	V345	4,592.4			3,125.5				1,025.8				441.1
SHOP RITE SUPERMARKETS	V345	14,978.1			7,627.3		26.3		6,780.8		14.9		528.9
SHOP RITE SUPERMARKETS RECRUITMENT	B912	341.3			341.3								
SHOP WISHE PROMO	B652	764.5			764.5								
SHOPHEADERS.COM ONLINE	V380	451.1									451.1		
SHOPKO DISC HOUSEHOLD	V570	612.3			571.3				40.9				
SHOPKO DISC MULTI-PDTS	V590	581.0							581.0				
SHOPKO DISC SALES ANNOUNCEMENT	V590	1,241.5							1,241.5				
SHOPMUFFLERS.COM ONLINE	B670	381.6									381.6		
SHOPPERS FOOD & PHARMACY	V346	1,150.5			1,150.5								
SHOPPERS WORLD STORE	V359	695.2			87.1				608.1				
SHOPRITE LIQUOR STORE	V341	663.7			663.7								
SHOPZILLA.COM ONLINE	B670	739.9			1.2				62.6		676.1		
SHORE MORTGAGE CONSUMER SERVICES	B124	314.9					34.3		280.5				
SHORE&COUNTRY PROPERTIES	B451	299.1			299.1								
SHOREFRONT JWSH GRTRC CT	V134	337.5			337.5								
SHORENSTEIN HAYS-NDRLNDR	V161	924.9						924.9					
SHOREWEST REALTY	V346	292.9			292.9								
SHOREWOOD REALTORS	B451	504.4						152.1		352.3			
SHORTLINE AUTO DLR	B451	384.1			384.1								
SHORTLINE SUBARU	V219	341.7			324.2					17.5			
SHOULD/HAVE/LVG WL/LVG SEMINAR	V212	487.8			255.4					232.4			
	G820	359.4			359.4								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SHOUT ADVANCED SPRAY STAIN REMOVER	H421	12,577.7						7,541.5	66.6	1,959.4	2,433.3	576.9	
SHOUT FACTORY VAR VIDEOS	H532	461.2	142.2	319.0					5.5				
SHOUT FACTORY VAR VIDEOS DR	V873	299.1									293.6		
SHOW CARPET OUTLET	V373	1,431.8			1,431.8								
SHOW HOUSE FAUCETS	H621	2,789.2	2,789.2										
SHOWBOAT HOTEL & CASINO	T431	813.0			813.0								
SHOWBOAT MARDI GRAS CSN	T431	589.0							589.0				
SHOWCASE AUTO SALES	V219	1,170.3			1,170.3								
SHOWCASE CINEMA	V165	1,376.4			1,376.4								
SHOWCASE HONDA	V212	825.2			817.2				7.9				
SHOWPLACE ANTIQUES	V379	305.8	305.8										
SHOWTIME CABLE TV	B642	12,582.2	4,716.1		2,383.3	1,598.8	19.0	763.3	107.3	243.4	837.7	1,660.8	252.4
SHOWTIME-BROTHERHOOD/DXT PAID PROMO	B642	1,364.6	1,364.6										
SHOWTIME-DEXTER PAID PROMO	B642	1,017.1	713.9		97.5	205.6							
SHOWTIME-WEEEDS PAID PROMO	B642	466.7	466.7										
SHREDDER EVENT/PSA	B323	265.8							265.8				
SHREK 3-D VIDEO	H532	436.4											436.4
SHREK THE THIRD &MGA SHRK/DNKY&PS/BT	H532	298.5							30.9		267.6		
SHREK THE THIRD &TRANSFORMERS VIDEOS	H532	314.9			3.1								311.8
SHREK THE THIRD VIDEO	H532	26,375.4	2,488.3	324.9		57.7		13,477.8	1,174.1	1,511.4	7,196.5	144.8	
SHREVE & CO JEWELERS	V314	1,204.6			1,204.6								
SHREVE CRUMP&LOW JEWELRY	V314	926.2			752.8								
SHRINE CIRCUS	V169	659.1			40.0		35.8		583.3				
SHRINERS AUDITORIUM	V166	372.4			372.4								
SHRINERS HOSPITAL	V133	1,793.3			1.6		69.1		955.8		547.9		218.9
SHRINERS HOSPITAL/PSA	B323	1,167.4							285.0		882.3		
SHRINERS HOSPITALS/CHILD	V133	725.9	725.9										
SHRUBSOLE JEWELRY STORE	V314	260.8	260.8										
SHUBERT DESIGN FURN STR & FURN TWO	V375	325.5			325.5								
SHUBERT THEATRE	V161	990.1			803.0	176.1			11.1				
SHUMAN CHRYSLER JEEP	V211	477.4			477.4								
SHURE EARPHONES	H512	747.5	747.5										
SHUTTERBUG CAMERA STORE	V361	692.1			687.9		4.2						
SHUTTERFLY.COM PHOTO ONLINE	V152	6,204.3	6,170.4						34.0				
SHUTTERS HOTEL ON/BEACH SANTA MONICA	T431	294.0	294.0										
SI MOBILE ONLINE	B670	829.6	829.6										
SI SE PUEDE FINANCIAL CONSUMER SVC	B124	452.7							452.7				
SI.COM ONLINE	B623	3,503.0	3,079.9			423.1							
SIAA ORG	B329	267.6							265.1				2.5
SIBCY CLINE REALTOR	B451	517.8			490.0		27.8						
SIBER SYSTEMS GOODSYNC SOFTWARE	B532	392.1	392.1										
SIBER SYSTEMS ROBOFORM SOFTWARE	B532	545.9	545.9										
SICIS MOSAIC TILES	H619	2,084.5	2,084.5										
SICKO VIDEO	H532	1,362.3	525.5						436.2	36.1	41.2	323.3	
SID DILLON AUTO DLR	V219	957.8			957.8								
SIDNEY KIMMEL ENTER CHARLIE BRTLT MV	B660	544.2											544.2
SIDNEY KIMMEL ENTER DEATH/FUNERAL MV	B660	646.2											646.2
SIDRAL MUNDET SOFT DRINK	F441	967.6							589.8				377.8
SIEBEN GROSSE&VON HL ATY	V151	414.2								414.2			
SIEGEL KELLEHER&KHN ATTY	V151	252.8							74.6		178.2		
SIEGFRIED & JENSEN ATTY	V151	1,115.0								1,115.0			
SIEMATIC CABINETS STORE	V376	312.5	104.6	207.9									
SIEMATIC KITCHEN CABINETS	H619	1,528.2	739.1	748.5	40.6								
SIEMENS AG CP	G930	2,113.4				2,113.4							
SIEMENS CORP	V159	328.3							328.3				
SIEMENS CORP CP	G930	19,301.4	13,162.6		1,328.9	2,352.0			338.4	63.6	2.2	2,053.7	
SIEMENS ELECTRONIC EQUIP	B822	562.4	15.8						546.6				
SIEMENS HEARING AID	D610	396.4			372.6						23.9		
SIEMENS MAJOR APPLIANCES	H219	600.6	600.6										
SIEMENS MFG MACHINERY	B821	298.5							298.5				
SIEMENS VAR IND ELECT COMPONENTS	B821	680.1			108.6	571.5							
SIERRA CLUB	B322	259.8	31.3		11.4		3.9			1.3			212.0

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SIERRA CRASH OF/TITANS VIDEO GM	G511	1,397.9						287.0			1,110.9		
SIERRA CREST RE DEV	B452	316.8			316.8								
SIERRA HONDA	V212	498.9			498.9								
SIERRA INTEGRATIVE MDCN	V133	326.3	326.3										
SIERRA LEGEND/SPYRO/ETRNL NT/GM	G511	780.7						71.4			709.3		
SIERRA MIST CRNBRY SPLSH SOFT DRINK	F441	1,468.2						224.1	386.2	19.5	838.4		
SIERRA MIST FREE DIET SOFT DRINK	F442	6,923.1						2,705.0	2,725.5	284.0	1,208.6		
SIERRA MIST LEMON SQZ SOFT DRINK	F441	1,566.5							1,342.4	28.6	195.6		
SIERRA MIST SOFT DRINK	F441	6,179.3			46.3			123.3	2,748.1	1,757.0	24.3	423.2	1,057.3
SIERRA TIME SHIFT VIDEO GAME	G511	730.5								25.4	120.8	584.3	
SIERRA TRADING POST STR	V365	275.9	11.9					258.1					5.9
SIERRA WINDOWS CONCEPTS	V171	547.4			547.4								
SIFE STDNTS/FR ENTPRS	B329	382.4						382.4					
SIFFORD GMC PONTIAC	V211	319.4			319.4								
SIGHTINGS/MENS JOURNAL	B623	1,195.5	1,195.5										
SIGMA APO ZOOM CAMERA LENSES	G142	273.9	273.9										
SIGMA DC CAMERA LENSES	G142	321.7	321.7										
SIGMA EX DC CAMERA LENS	G142	253.3	253.3										
SIGMA SD DIGITAL CAMERA	G141	1,306.7	1,306.7										
SIGN A RAMA BP	B911	398.0	398.0										
SIGNATURE AT MGM GRAND LAS VEGAS	T431	1,222.9				1,222.9							
SIGNATURE DESIGN BRIDAL GOWNS WOMEN	A130	927.9	927.9										
SIGNATURE GLRY FURN STR	V375	551.4			551.4								
SIGNATURE HOMES	B452	685.3			133.4			550.5		1.5			
SIGNATURE INTL AT HAVEN	V169	272.0	272.0										
SIGNATURE LEATHER FURN	V375	409.9			253.3		156.7						
SIGNATURE PLACE CONDO	B452	326.2	173.7		152.6								
SIGNATURE SHUTTER SHOPPE	V374	272.9			272.9								
SILBERSTEIN AWD&MKL ATTY	V151	579.2							579.2				
SILBOWITZ GARAFOLA&SCHTZ	V129	331.0							331.0				
SILENCE OF THE LAMBS VIDEO	H532	253.1	253.1										
SILESTONE SURFACING MATERIAL	H619	1,080.9	32.8					156.8		141.1		646.6	103.6
SILHOUETTE EYEWEAR	D630	279.3	279.3										
SILK CHOCOLATE SOY MILK	F314	451.1	451.1										
SILK LIGHT SOY MILK	F314	885.3	885.3										
SILK PLUS FIBER &OMEGA-3 DHA SOY MLK	F314	5,230.5	5,230.5										
SILK SOY MILK	F314	14,260.6	1,800.9					95.6	5,329.1	276.9	991.9	5,766.1	
SILK VODKA	F734	868.9	868.9										
SILL-TERHAR MOTORS	V219	392.1			3.1					389.0			
SILPADA DESIGNS JEWELRY	A510	2,950.7	2,950.7										
SILVER CARE INSURANCE DR	V829	42,288.5								98.2		42,190.3	
SILVER CROSS HOSP&MED CT	V133	362.8			301.0		61.8						
SILVER DOLLAR CITY AMUSE	T440	1,753.4						152.3		1,601.1			
SILVER JEANS JEANS MEN & WOMEN	A142	482.9	482.9										
SILVER LEGACY RESORT CSN	T431	1,351.4						216.2		1,132.6		2.7	
SILVER PATRON TEQUILA	F733	17,743.6	17,743.6										
SILVER STAR MERCEDES BNZ	V213	360.7			188.6		172.2						
SILVER STATE HLCPTR/ACDM	G840	323.5							30.0			293.5	
SILVERADO BLDG MTRLS CTR	V376	475.2			475.2								
SILVERBERG JEWELRY CO	V314	635.6			608.6		27.0						
SILVERJET AIRLINES	T414	2,354.6			316.5		1,155.0	883.1					
SILVERJET AIRLINES INTL	T414	738.0	459.3					209.3					3.2
SILVERLEAF RE DEV	B452	528.2	322.9		80.1		125.2						
SILVERSEA CRUISES	T412	6,371.4	5,493.0	400.6	31.3		429.8					16.7	
SILVERTON HOTEL & CASINO	T431	1,577.7	695.8		835.2			46.7					
SILVERTON YACHTS	G430	740.7	740.7										
SILVIOS CAMERA	V361	301.1			301.1								
SIMI VALLEY AUTO DLR	V219	900.8			900.8								
SIMILAC ADVANCE FORMULA	F240	4,509.6	4,509.6										
SIMILAC GO & GROW FORMULA	F240	2,338.7	2,338.7										
SIMILAC ORGANIC FORMULA	F240	1,466.8	1,466.8										
SIMILAC SENSITIVE FORMULA	F240	758.8	758.8										

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SIMILAC SENSITIVE RS FORMULA	F240	764.3	764.3						7.7	199.2	489.6		
SIMILASAN ALLERGY EYE DROPS	D555	696.5											
SIMILASAN CATARACT CARE EYE DROPS	D555	1,511.1	1,511.1										
SIMILASAN EAR DROPS	D559	1,366.8	1,366.8						0.0				
SIMMONS & FLETCHER ATTY	V151	567.5					1.5		566.0				
SIMMONS JEWELRY	A510	1,836.5	1,836.5										
SIMMONS JEWELRY CO	V314	263.1	263.1										
SIMMONS WATCHES	A520	370.2	370.2										
SIMMONS-ROCKWELL DLR	V219	2,954.4			2,949.8		4.5						
SIMON G JEWELRY	A510	5,967.3	5,941.1						26.2				
SIMON GIFT CARD VISA CREDIT CARD	B111	481.8			473.4	8.4							
SIMON MALLS	V620	1,209.5	372.7		439.4		131.1		266.4				
SIMON&SCHUSTER ADVERSITY ADVNTG BK	B610	449.8	449.8										
SIMON&SCHUSTER VAR BOOKS	B610	2,901.6	201.1		7.5	2,484.4	129.8					78.8	
SIMONE CARVALLI BRIDAL GOWNS WOMEN	A130	1,923.3	1,923.3										
SIMONIZ AUTOMOTIVE DR	V880	10,773.8						230.4	76.4	126.0	10,341.0		
SIMONS JEWELRY&LOAN CO	V314	282.0			158.1		123.9						
SIMPLE GREEN ALL-PURPOSE CLEANER	H430	1,309.3	456.0						0.3	2.1		850.9	
SIMPLE SHOES MEN & WOMEN	A310	514.8	479.1			35.7							
SIMPLEHUMAN HOUSEHOLD DR	V872	387.7	387.7										
SIMPPLICITY LAWN MOWER & TRACTOR	G711	454.2			454.2								
SIMPLY APPLE RTS APPLE JUICE	F420	1,759.8				374.2		549.1	11.8	288.4	536.3		
SIMPLY FLOORED STORE	V373	557.8							557.8				
SIMPLY NUTRILITE NUTRITION BAR	D543	2,410.8	2,410.8										
SIMPLY ORANGE RTS LEMONADE&LMD JC	F420	352.5	352.5										
SIMPLY ORANGE RTS ORANGE JUICE	F420	10,958.2	2,069.5			571.5		6,771.8	0.3		1,545.1		
SIMPLY RTS LEMONADE&LMD DRNK	F420	797.6	797.6										
SIMPLY SALINE NASAL MIST	D521	466.2							16.7	449.5			
SIMPSONS MOVIE VIDEO	H532	8,350.5						3,432.0	760.2	500.1	3,658.3		
SIMRAD MARINE AUTOPILOT	G430	491.6	491.6										
SIMRAD NAVIGATIONAL EQUIP	G130	314.5	314.5										
SIMS FURNITURE STORE	V375	402.1					49.7		352.4				
SINCERE HRDWR SUPP STR	V376	270.2			9.6				260.7				
SINCERITY BRIDAL GOWNS WOMEN	A130	1,084.5	1,084.5										
SINCLAIR COMMUNITY CLG	G810	534.4			41.6		62.3		430.4			2.3	
SINCLAIR INTIMACY INST VAR VIDEOS DR	V873	14,431.8	10,391.4	679.9	2,061.9	1,296.3							
SINGAPORE AIRLINES INTL	T414	8,974.0	7,454.5		416.0	864.1	194.1		45.4				
SINGAPORE TP	T434	1,917.5	1,706.5	211.0									
SINGER SEWING MACHINE	H219	2,835.8	2,767.8			42.8				25.2			
SINGH CHEVROLET	V211	586.9			586.9								
SINGING/RING GIVEAWAY CONTEST	G544	379.8								379.8			
SINGLES LINE PHONE SERVICE	V156	1,707.0						1,707.0					
SINGSACTION VAR RECORDINGS DR	V871	992.7						2.1	865.7	124.9			
SINGTHEJINGLE.COM ONLINE	B670	2,250.7	1,612.1	638.6									
SINGULAIR RX	D560	79,314.1	21,877.5	3,710.6		1,035.1		34,927.8	171.6	9,533.3	8,058.1		
SINU OREGA NASAL SPRAY	D521	289.6	289.6										
SIR SPEEDY INST PRNT CTR	B651	814.1			30.6				0.0		783.5		
SIRIUS RADIO STATIONS	B630	513.4	219.3		52.2		241.9						
SIRIUS SATELLITE RADIO SYSTEM	B242	31,578.2	1,790.9		1,396.6	2,818.2		17,423.9	96.3		8,045.0		7.4
SIRIUS SATELLITE RD SVC	B242	5,223.6	279.0		2,913.5	467.2	71.2						1,492.8
SIRPILLA RV CENTER	V232	264.9			2.6				262.3				
SIRVA RELOCATION SERVICE	B459	319.3			243.2	23.5	52.6						
SISSYS LOG CABIN JEWELRY	V314	580.9			170.1		39.4			371.4			
SISTEMA UNIV ANA G MNDZ	G810	512.8							512.8				
SISTER STUDY ORG	B329	373.7	373.7										
SISTER TO SISTER ORG	B329	670.8	536.5						120.0		14.3		
SISTER TO SISTER/PSA	B323	584.4						395.4	159.5		29.5		
SIT N SLEEP STORES	V377	11,089.9			1,012.4		5.1		10,072.5				
SIT4LESS.COM STORE ONLINE	V375	317.2	248.3	3.6							65.4		
SITEL SERVICES	V129	320.7	320.7										
SITWORKS HOME CENTER	V376	409.7	409.7										
SIX FLAGS GREAT ADVNTR	T440	830.3			310.2		192.3						327.8

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SIX FLAGS GREAT AMERICA	T440	524.0			61.9		453.3						8.9
SIX FLAGS MAGIC MTN PRK	T440	701.4					297.4						404.0
SIX FLAGS THEME PARKS	T440	36,110.0			557.7		1,911.3		33,554.9		51.9		34.2
SIX FLAGS THEME PARKS & COCA COLA	T440	2,456.5							2,456.5				
SIX FLAGS THEME PARKS & TACO BELL	T440	284.2							284.2				
SIX FLAGS/TX AMUSE PARK	T440	283.9			164.6		101.5						17.8
SIX STAR MSCL FL PROF/CRTN CPLT&PWDR	D543	335.2	335.2										
SIX STAR MUSCLE FUEL CRTN&WHY/DRNK	D543	335.2	335.2										
SIX STAR MUSCLE FUEL NTRC OXD/CPLTS	D541	526.8	526.8										
SIX STAR MUSCLE FUEL WHEY PROTEIN/MX	D543	729.3	729.3										
SIZZLER RESTAURANT	G320	6,879.5			3.1		690.0		6,183.0				3.4
SJVC SAN JOAQUIN VLY CLG	G810	1,020.0			131.9					888.1			
SKAFF RUG & FURN STORE	V373	653.8					29.0		624.8				
SKAGIT VALLEY CSN RSRT	T431	758.5			650.0		5.8		102.7				
SKATELLS JEWELERS	V314	280.3			214.8		8.6		57.0				
SKECHERS FOOTWEAR MEN	A390	1,004.5	330.8					22.4	284.5	173.2	193.6		
SKECHERS FOOTWEAR MEN & WOMEN	A390	2,771.2			1.2		2,406.3				13.1		350.6
SKECHERS FOOTWEAR WOMEN	A390	3,635.6	1,077.9						920.1	993.2	644.4		
SKECHERS SHOE STORE MEN & WOMEN	V313	398.0					398.0						
SKECHERS SHOES & SNEAKERS MEN	A310	1,343.4	1,343.4										
SKECHERS SHOES & SNEAKERS WOMEN	A310	3,812.1	3,812.1										
SKECHERS SHOES MEN	A310	3,880.6	3,880.6										
SKECHERS SHOES WOMEN	A310	6,032.5	5,953.6						36.7	35.4	6.8		
SKECHERS SNEAKERS CHILDREN	A321	10,617.1						4,206.1	741.8		5,669.1		
SKECHERS SNEAKERS FAMILY	A321	681.2	681.2										
SKECHERS SNEAKERS MEN	A321	2,605.0	569.5						631.9	514.9	888.8		
SKECHERS SNEAKERS MEN & WOMEN	A321	3,326.5	2,116.6						165.1	771.1	187.6		86.1
SKECHERS SNEAKERS WOMEN	A321	3,999.3	3,012.1						22.1	965.1			
SKECHERS WORK BOOTS MEN	A390	718.9	718.9										
SKF GROUP CP	G930	1,810.1	1,810.1										
SKI BARN	V365	250.8			91.9		131.8	11.0					16.0
SKI DAZZLE SHOW & SNOWBOARD EXPO	V164	465.7			465.7								
SKI DREAM HOME	B623	300.5	300.5										
SKI LAKE TAHOE RESORT	T431	434.9	434.9										
SKI LAKE TAHOE TP	T433	1,496.6	1,496.6										
SKI TOUR	V163	284.9	284.9										
SKI UT TP	T433	5,273.9	5,273.9										
SKI.COM TRAVEL SERVICES ONLINE	T420	969.5	969.5										
SKIERS EDGE CO SPORTING GOODS DR	V851	779.6	298.2	447.0	34.4								
SKIL POWER TOOLS	H624	756.9	276.1							480.8			
SKIL POWER WRENCH	H624	1,024.0								1,024.0			
SKILLED NURSING CR CLTN	B329	494.2						494.2					
SKIN CANCER TAKES FRNDS	B329	3,125.9	3,125.9										
SKIN CENTER	V133	1,021.9			123.6		19.8		878.5				
SKIN FUSION FACIAL MAKEUP & LOTION	D140	1,106.8	1,106.8										
SKIN SO SOFT BUG GRD PLS INSCT RPLNT	D559	2,224.6	2,224.6										
SKIN SO SOFT FUSIONS BODY WASH	D223	3,599.3	3,599.3										
SKIN ZINC DRUGS/TOILETRIES DR	V830	817.8	125.5	674.0					2.7		13.7	1.9	
SKINET.COM ONLINE	V159	483.3	483.3										
SKINIT.COM ONLINE	B670	2,821.2								2,821.2			
SKINNY COW LOW FAT ICE CREAM	F313	416.2	416.2										
SKINNY COW LOW FAT ICE CREAM BARS	F313	1,408.4	1,408.4										
SKINNY COW LOW FAT ICE CREAM CONES	F313	1,243.7	1,243.7										
SKINNY COW LOW FAT ICE CRM SNDWCHS	F313	1,918.2	1,918.2										
SKINTASTIC MEDICAL CTR	V133	255.9	33.4		54.6				18.2				149.6
SKINZINC DRUGS/TOILETRIES DR	V830	890.2	121.2	745.5	23.5								
SKINZIUM DRUGS/TOILETRIES DR	V830	556.7	353.1	194.0	9.6								
SKIP BARBER RACING SCH	G850	2,291.7	2,291.7										
SKIPPY PEANUT BUTTER	F280	451.4	451.4										
SKIRT MAGAZINE	B623	487.0			474.7		12.3						
SKITTLES FRUIT CHEW CANDY	F510	13,048.9							1,084.2	763.5	5,909.6	5,291.6	
SKLAR FURNISHINGS STORE	V372	300.3			252.9				47.4				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SKOAL BANDITS TOBACCO POUCHES	G220	4,283.0	4,283.0										
SKOAL CHEWING TOBACCO	G220	4,229.0	3,673.6		555.4								
SKOAL CHEWING TOBACCO&POUCHES	G220	5,019.3	5,019.3										
SKY BANK CONSUMER SERVICES	B121	2,189.2			1,134.2		117.8		937.3				
SKY GOLF MISC DR	V859	671.7									671.7		
SKY HOUSE RE DEV	B452	572.4	255.0	317.5									
SKY MAGAZINE ONLINE	B623	263.4	263.4										
SKY RADIO STATION	B630	2,930.0	2,930.0										
SKY SAIL LUXURY CND&MRN	B452	882.5	33.3			849.1							
SKYBUS AIRLINES DOM	T413	2,590.9			1,029.3		850.3		345.4				365.9
SKYGOFL SKYCADDIE RANGEFINDER	G420	2,371.0	1,798.7			113.1		60.0			399.2		
SKYGUIDE EXECUTIVE/CLUB	V169	328.5	328.5										
SKYLER MADISON WLNS CTR	D800	600.3	600.3										
SKYLIGHT DEBIT CARD	B111	2,055.4							2,055.4				
SKYLINE CHILI RESTAURANT	G320	617.0			7.0		182.5		427.5				
SKYLINE MITSUBISHI &ARAPAHOE MTSBSH	V212	2,737.8			2,547.3				190.6				
SKYTEAM AIRLINE NETWORK	T419	1,226.6	726.6				25.7				474.3		
SKYWATER/HRSR BY RE DEV	B452	467.6	232.2		14.2	221.2							
SKYY 90 VODKA	F734	703.9		686.1		17.8							
SKYY VODKA	F734	12,981.7	12,061.8		12.5		907.4						
SL GREEN REALTY CORP	B451	382.5			244.9	137.6							
SLACKERNETWORK.COM ONLINE	B670	1,722.9	1,722.9								841.7		
SLAZENGER RAW GOLF BALLS	G460	841.7											
SLLEEP AMERICA STORE	V377	1,005.2			6.3		120.5		878.4				
SLEEP BETTER BEDDING	H142	619.4	619.4										
SLEEP CITY FURNITURE STR	V377	435.0			392.0				43.0				
SLEEP COMFORT HOUSEHOLD DR	V872	1,029.0	1,029.0							518.7			
SLEEP COUNTRY USA STORE	V377	8,135.9			537.0				7,598.9				
SLEEP EXPERTS STORE	V377	1,509.0			21.9				1,487.2				
SLEEP EXPRESS FURN STR	V375	534.1			15.4								
SLEEP INN	T431	1,527.3	439.3				1,079.9				8.1		
SLEEP MD SLEEP AID CAPLETS	D512	9,365.8	1,622.3						2.8	4.9	7,735.8		
SLEEP NUMBER HOUSEHOLD DR	V872	10,891.3		2,269.8	45.2			2,603.5	205.2	440.8	5,326.8		
SLEEP NUMBER MATTRESSES	H122	836.1							832.5		3.5		
SLEEP NUMBER STORE	V377	5,674.4	161.2	2,909.8	2,035.0	178.9					389.5		
SLEEP OUTFITTERS MTRS ST	V377	1,849.8			1,585.4				264.4				
SLEEP RIGHT ADJUSTABLE NIGHT GUARD	D219	877.7	877.7										
SLEEP SAVVY STORE	V377	589.3			575.0				14.4				
SLEEP SHOPPES FURNITURE	V377	435.9			431.9				4.0				
SLEEP TRAIN MATTRESS CTR	V377	3,637.7			109.8				3,527.9				
SLEEP TRAIN MATTRESS CTR VIGNETTE	V377	262.6							262.6				
SLEEP-TECH MDRN SLP/STR	V377	257.6			257.6								
SLEEPYS MATTRESS STORE	V377	54,358.1			40,054.5	50.0	1,409.8		12,843.8				
SLENDER LIFE WGHT LS CTR	D800	381.4			19.8				361.6				
SLENDERTONE SPORTING GOODS DR	V851	1,232.4							26.7		1,205.7		
SLIDING DOOR CO CONTR	V171	1,506.1		579.9	926.2								
SLIDING DOOR CO STORE	V376	1,295.7	243.3	973.3	14.0		65.0						
SLIK TRIPODS	G142	277.8	277.8										
SLIM 4 LIFE WGHT LS CTR	D800	1,815.5			1,078.1				737.4				
SLIM FAST EASY TO DIGEST RTS SHAKES	D542	291.3						253.8	0.0		37.5		
SLIM FAST HIGH PROTEIN RTS SHAKES	D542	299.5						299.5					
SLIM FAST OPTIMA RTS SHAKES	D542	19,826.1	1,619.6		3.5			15,903.1	146.6	1,007.4	1,145.9		
SLIM FAST OPTIMA SNACK BARS	D542	13,855.4						11,789.9	99.7	677.5	1,288.4		
SLIM FAST OPTIMA VAR FOOD PDTs	F900	1,765.5	426.4	1,339.1					0.0				
SLIM FAST VAR FOOD PDTs	F900	4,599.2	3,062.3					1,188.2	6.4	208.9	133.4		
SLIM JIM BEEF JERKY	F590	1,463.5	20.4					185.5	1.4		1,256.3		
SLIMAGE WEIGHT LOSS PILLS	D542	2,231.7	669.7						124.9	498.6	938.5		
SLIMDELICES VAR DIETARY SUPPLEMENTS	D542	361.7	361.7										
SLIMQUICK FAT BURNER CAPSULES	D542	23,413.0	2,467.7					1,852.1	960.8	11,071.5	7,060.9		
SLING SLINGBOX ELECT DEVICE	H511	1,730.5							403.8		32.5	1,247.0	47.2
SLOANE AUTO DLR	V219	302.2			302.2				133.2				
SLOANE HONDA	V212	728.2			595.0								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SLOANE TOYOTA	V212	877.7			616.8				261.0				
SLOMIN'S OIL & HTG SVC	V174	275.7			275.7								
SLOMIN'S SECURITY SYSTEM & SVC	H625	3,854.2			1,309.1				2,545.0				
SLOW BROS FURN OUTLET	V375	367.1			346.0				21.2				
SLOPE SCOOP/SKING MAG	B623	437.7	437.7										
SLOW BURN VIDEO	H532	701.6	167.6								210.8		323.2
SLOW HAND CINEMA SEPTEMBER DAWN MV	B660	4,199.8	38.4		2,575.0	174.5			1,076.3		335.5		
SLOW-MAG VITAMIN SUPPLEMENT	D541	471.9	298.5					0.0	7.3	166.1			
SLUMBERLAND FURN STR	V375	8,593.0			3,468.8		13.1		4,827.4				283.8
SMAIL AUTO DLR	V219	324.5			268.8		55.7						
SMALL SMILES DENTAL CLNC	V133	2,504.1					26.3		2,477.8				
SMALL STEP/HEALTHY/PSA	B323	3,142.3						609.8	2,169.9		362.6		
SMALLBIZBOOKS.COM ONLINE	V355	1,360.5	1,360.5										
SMALLBONE KITCHEN CABINETS	H619	901.2	901.2										
SMALLBONE/DVZS FURN STR	V375	530.0	213.8	310.8		5.4							
SMALLVILLE SERIES VIDEOS	H532	1,727.3	399.4					294.6	7.7	475.2	550.4		
SMART & FINAL WHOLESALER	V359	4,105.7			427.4				3,498.4				180.0
SMART AUTOS VAR	T113	315.5	290.4		25.2								
SMART BALANCE BUTTERY SPREAD	F120	16,857.5						8,721.7	2,111.9	8.4	3,920.0	2,095.5	
SMART BALANCE OMEGA PEANUT BUTTER	F280	859.0									859.0		
SMART BALANCE SKIM MILK	F311	722.0							722.0				
SMART BALANCE VAR FOOD PDT'S	F900	724.8										724.8	
SMART CARPET STORE	V373	9,297.0			9,071.9		225.1						
S-MART FOODS STORE	V345	300.1					43.8		256.2				
SMART JEWELERS	V314	5,325.1			5,325.1								
SMART LOGOS PHONE CUSTOMIZATION SVC	B229	2,253.8	2,253.8										
SMART MOUTH MOUTHWASH	D212	4,534.1	4,013.4									355.0	165.8
SMART ONES FROZEN DESSERT	F313	2,042.8	2,042.8										
SMART ONES FROZEN DESSERT & ENTREES	F260	328.1	328.1										
SMART ONES FROZEN ENTREES	F260	8,884.3	8,884.3										
SMART PHONE CELL STR	V329	271.6			271.6								
SMARTBURN FAT BURNER SUPPLEMENT	D542	4,015.7	535.9					0.0		3,479.8			
SMARTMONEY TV ONLINE	B680	302.3	302.3										
SMARTMONEY.COM MAGAZINE ONLINE	B623	2,038.2	2,038.2										
SMARTMONEYSELECT.COM MAG ONLINE	B623	327.7	327.7										
SMASHBOX HIGH DFNTN & PHT FNSH FNDTN	D140	762.2	762.2										
SMASHBOX PHOTO FINISH FNDTN PRMR	D140	1,201.9	1,201.9										
SMC MERCHANDISE SVC BP	B911	8,853.3						1,016.1	2,172.9	5,664.3			
SMICKLAS CHEVROLET	V211	449.7			449.7								
SMILE STARTERS DNTL CTR	V133	432.4						432.4					
SMILE TRAIN ORG	B322	18,512.9	8,618.8	2,740.9	5,648.4	1,484.7	20.1		0.9				
SMIRNOFF CORP PSA	F734	1,240.8							1,239.9				
SMIRNOFF GRAND CSMPLTN COCKTAIL	F739	813.6	785.5		28.1								
SMIRNOFF ICE MALT LIQUOR	F611	4,979.7			5.1		235.8		2.5		4,736.3		
SMIRNOFF MOJITO VODKA	F734	554.1	491.2				62.9						
SMIRNOFF SOURCE MALT BEVERAGE	F611	1,951.4			13.8		29.2		1,901.6		6.8		
SMIRNOFF VODKA	F734	7,267.9			1.7		760.8		21.6		6,390.3		93.6
SMITH & HASSLER ATTY	V151	1,269.7							1,269.7				
SMITH & WOLLENSKY REST	G320	1,097.2	434.7		35.8		9.9		201.8	14.2	400.9		
SMITH AUTO DLR	V219	331.8			307.5		24.3						
SMITH BARNEY CITIGROUP CONSUMER SVC	B122	7,027.7	4,897.4	228.7	268.0	1,502.9	130.7						
SMITH BARNEY INC CONSUMER SERVICES	B122	16,182.5	166.2		47.8		782.5	11,346.9	14.6	6.6	2,177.1	206.3	1,434.5
SMITH BARNEY INC CP	B122	476.7				476.7							
SMITH BARNEY INVESTMENT BANKERS	B122	1,085.2											1,085.2
SMITH CHEVROLET	V211	795.7			766.0		29.7						
SMITH CHEVROLET PONTIAC	V211	261.9			261.9								
SMITH FORD	V211	271.9			247.5		19.8		4.5				
SMITH NOBLE HOUSEHOLD DR	V872	383.7	183.1	19.9	180.8								
SMITHIE FURNITURE STORE	V375	480.5							480.5				
SMITHFIELD HAM	F332	836.5	168.2								668.3		
SMITHFIELD.COM ONLINE	F332	1,734.3	238.3						1.3	118.7	1,375.9		
SMITHS FOOD & DRUG STORE	V345	1,594.4			219.7				1,374.7				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SMITHS FURNITURE STORE	V375	810.5			128.7				681.8				
SMITHS MARKETPLACE	V345	272.0							272.0				
SMITHSONIAN CHNL CBL TV PAID PROMO	B642	262.7	262.7										
SMITHSONIAN INSTITUTE	V166	1,413.7	1,261.0		12.9		139.8						
SMITHSONIAN JOURNEYS	T420	1,520.9	1,520.9										
SMITHSONIAN MAG MSM DY	B623	621.2	621.2										
SMITHSONIAN MAGAZINE ONLINE	B623	1,095.1	1,095.1										
SMITHSONIANSTORE.COM ONLINE	V359	419.0	419.0										
SMITHTOWN APPLIANCE STR	V371	264.1		264.1									
SMITHTOWN NISSAN	V212	388.8			388.8								
SMITHWICKS IRISH BEER	F611	443.1					443.1						
SMOKERS QUITLINE	B329	1,421.8							1,421.8				
SMOKERS WAREHOUSE CLUB MISC DR	V859	522.9		522.9									
SMOKIN ACES VIDEO	H532	3,562.2						1,094.8	5.9	473.9	1,725.3		262.3
SMOOTH N SHINE PLSHNG HR CR&STY PDTS	D320	385.1	385.1										
SMOOCHIE KING BP	B911	297.0	297.0										
SMOOCHIE KING RTS FRUIT DRINK	F420	377.5											377.5
SMOOCHIE KING YOGURT STR	V343	539.6	527.8		11.8								
SMSMALLBIZ ONLINE	B670	480.9	247.3			233.6							
SMUCKERS JAMS & JELLIES	F270	757.2	45.3		261.4	357.2							93.3
SMUCKERS JAMS & PRESERVES	F270	7,321.9						4,650.1	133.4	1,368.6	1,169.7		
SMUCKERS JELLIES & PRESERVES	F270	1,167.8						419.5	2.9	270.6	200.9		274.0
SMUCKERS PRESERVES	F270	921.5						163.8	720.1		37.5		
SMUCKERS STARS ON ICE	F270	1,565.9			255.5	19.6		53.2	1,202.8	34.8			
SMUCKERS SUGAR FREE PRSRVS	F270	10,125.2	6,901.4		1,185.9	24.1		1,352.8	15.2	179.6	305.0		185.3
SMUCKERS SUGAR FREE PRSRVS&SYRP	F270	624.0	599.9										
SMUCKERS UNCRUSTABLES FRZN SANDWICH	F260	7,267.4	6,089.7										1,177.7
SMUCKERS VAR TOPPINGS	F141	324.9		324.9									
SMUD SCRMMNT MNCP1 UTL DS	B315	858.2			815.7		42.5						
SMUGGLERS NOTCH VT TP	T433	687.6	687.6										
SMUIN BALLET	V161	311.5	14.1		297.4								
SMYTHE MERCEDES BENZ	V213	512.3						512.3					
SMYTHE VOLVO	V213	285.0			285.0								
SNACK FACTORY PRETZEL CRISPS	F530	495.0	495.0										
SNAGAJOB.COM EMP SVC ONLINE	B913	1,546.2								1,546.2			
SNAIDERO KITCHEN CABINETS	H619	1,500.3	1,275.6	218.3		6.4							
SNAKES ON A PLANE VIDEO	H532	1,313.5	219.3					604.1		438.2			52.0
SNAPFISH FILM DEV SVC ONLINE	V152	6,319.2	6,271.5										47.8
SNAPPLE RTS EARL GREY TEA	F412	7,205.2						4,683.1	110.1		2,412.0		
SNAPPLE RTS GREEN TEA	F412	6,735.5						4,493.3	0.5		2,241.8		
SNAPPLE RTS RED TEA	F412	5,813.1						3,292.8	0.3		2,520.0		
SNAPPLE RTS WHITE TEA DRINK	F420	1,849.4						1,562.9	0.5		286.0		
SNEAKER PIMPS TR 07/VIBE	B623	807.0	807.0										
SNEAUX SNEAKERS MEN	A321	1,882.1						59.0	92.2	161.4	1,569.5		
SNELL AUTO	V219	580.5			580.5								
SNETHKAMP CHRYSLER JEEP	V211	520.6			520.6								
SNICKERS CANDY BAR	F510	21,173.9	1,689.8	2,311.7	625.0	335.5	44.7	4,046.8	112.2	812.9	8,736.6	2,458.7	
SNICKERS DARK CANDY BAR	F510	13,944.5	2,924.0	1,375.1				3,160.3	67.6	1,697.8	4,719.7		
SNICKERS MARATHON ENERGY BAR	D543	1,517.0	103.4										1,336.7
SNORECLIPSE SNORING AID	D529	311.6	245.6			66.0							76.9
SNOREZZZ HOUSEHOLD DR	V872	472.5		467.3									5.2
SNORESTOP MAX STR SPRAY & TAB	D559	959.7						0.0	35.1	819.4	105.2		
SNORING CENTER	V133	273.4			7.7					265.7			
SNOW BROS TV & APPL STR	V371	306.3			205.0					101.3			
SNOWBIRD UT SKI AREA TP	T433	308.0	284.1			24.0							
SNOWMASS CO TP	T433	947.8	934.2		13.6								
SNOWMASS VILLAGE/ASPEN	T431	596.0	506.3		89.7								
SNOWS FURNITURE MART	V375	569.2			398.1					171.2			
SNUGGLE EXHALARATIONS LIQ FAB SFTNR	H423	12,897.4							8,192.6	93.4	2,111.7	2,499.7	
SNY TV STATION	B641	2,255.6			2,104.1		151.5						
SNYDER TOURS	T420	258.1			258.1								
SNYDERS DRUG STORE	V330	2,053.8			2,053.8								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SNYDERS/HANOVER MLTGRN SNACKS	F530	2,526.6	2,526.6										29.2
SNYDERS/HANOVER PRETZEL SANDWICHES	F530	6,460.2	6,430.9										
SO YOU THINK YOU/DNC TR	V161	250.5			6.2				244.3				
SOAP-/FASHIONISTA DRS PAID PROMO	B642	2,027.2	2,027.2										
SOAPNET CABLE NETWORK PAID PROMO	B642	862.5							24.5				838.0
SOAPNET CABLE TV	B642	5,843.2	3,593.2				122.4						2,127.7
SOAPS-IN DEPTH MAGAZINE	B623	895.4							894.8	0.6			
SOAP-SUNDAY NIGHT MOV PAID PROMO	B642	790.5	790.5										
SOARING ADVENTURES/AMER	V169	759.2		519.5	163.9	75.8							
SOARING EAGLE CSN&RSRT	T431	835.1			137.5		382.5		315.0				
SOBE ESSENTIAL ENERGY ENERGY DRINK	F450	3,466.7	3,466.7										
SOBE LIFE FLAVORED WATER	F460	7,610.1						1,429.5	5.9		6,174.7		
SOBIESKI VODKA	F734	258.9			24.6		234.3						
SOBOBA CASINO	V169	2,298.9			1,469.9		829.0						
SOCIETY/W HLTH RSRCH/PSA	B323	9,339.4							8,890.0	20.7		428.7	
SODA SHOES WOMEN	A310	332.5	332.5										
SODEXHO SA CP	V159	421.1	187.8	233.3									
SOFA CHICAGO ART EXPO	V164	429.8			429.8								
SOFA EXPRESS & MORE STR	V375	6,711.5			422.1				6,289.5				
SOFA EXPRESS FURN STR	V375	530.3			225.1				305.3				
SOFA LQDTRS DISC SPRSTR	V375	813.0			813.0								
SOFA MART STORE	V375	423.1			0.8				422.4				
SOFA SELECT FURN STR	V375	589.2							589.2				
SOFA STORE	V375	382.8			382.8								
SOFAS DIRECT&MR FURN STR	V375	380.0			380.0								
SOFAS ETC STORE	V375	303.3			162.6				140.7				
SOFFE SPORTSWEAR WOMEN	A141	1,257.7	1,257.7										
SOFITEL HOTEL & RESORTS	T431	694.8	694.8										
SOFT & BEAUTIFUL HAIR RELAXER	D340	806.6	806.6										
SOFT & DRI CLEAR GLIDE SOLID AP/DEOD	D260	4,183.8						2,679.5	12.8	945.8	545.7		
SOFT & DRI CNDTNG SLK SLD ANTIERS&D	D260	3,482.1	1,924.1					800.6	8.6	437.8	311.0		
SOFT SCRUB DEEP CLEAN FOAMING CLNSR	H430	6,130.3	2,242.7					1,752.8	145.7	1,100.4	888.7		
SOFT SCRUB LIQ CLEANSER	H430	351.8	351.8										
SOFT SHEEN HAIR PDTs	D390	570.0				321.1						248.8	
SOFT&BEAUTIFUL BOTANICAL HAIR RLXR	D340	337.0	337.0										
SOFTSOAP NUTRA-OIL BODY WASH	D223	5,846.5	2,730.3					1,697.3	5.7	627.0	786.3		
SOFTWARE TECH TABS3 SOFTWARE	B532	281.0	281.0										
SOHO CONDOMINIUMS	B452	484.3	141.2	343.1									
SOLAR CITY ENERGY SERVICE	V174	441.9			411.5		30.4						
SOLARIA RIVERDALE RE DEV	B452	482.6	85.3	46.0	55.8	295.5							
SOLATUBE SKYLIGHT	H613	799.9	343.1		126.6	330.2							
SOLID WASTE AUTH/PLM BCH	B315	521.0			94.8				426.2				
SOLITUDE SKI RESORT	T431	493.9	347.8		58.8	5.7	81.6						
SOLIVITA RE DEV	B452	887.4	94.1		789.5		3.9						
SOLO INSURANCE AGENCY	B430	599.9							599.9				
SOLO TO GO DEEP DISH PLATES&LIDS	H339	1,170.2	1,170.2										
SOLOFLEX WBV PLATFORM FITNESS EQUIP	G480	4,679.0	3,489.9		1,189.1								
SOLOGRIPS DISPOSABLE CUPS & PLATES	H339	1,085.0	487.5						1.8	179.1	416.6		
SOLOMON FACTORY DIRECT	V375	258.0							258.0				
SOLOW TOWNHOUSES	B452	269.4	141.2	114.4		13.8							
SOLUS GOLF SPORTING GOODS DR	V851	258.4	258.4										
SOLUS SPORTING GOODS DR	V851	970.9								970.9			
SOMA INTIMATES BOUTIQUE WOMEN	V311	1,611.1							1,611.1				
SOMERSET MEDICAL CENTER	V133	374.1	8.8		365.3								
SOMERSET MTG BANKERS CONSUMER SVC	B124	8,529.3			8,529.3								
SOMERSET NISSAN	V212	502.7			502.7								
SOMNOPLASTY SEMINAR	G820	366.0			366.0								
SONA MEDSPA	V139	268.7			15.8		15.0		203.6				34.3
SONGS OF LOVE FOUNDATION	B329	496.4			482.7		13.6						
SONIA CHOLETTE BRIDAL GOWNS WOMEN	A130	300.2	300.2										
SONIA RYKIEL CLTHNG STR WOMEN	V311	587.5	587.5										
SONIC DRUGS/TOILETRIES DR	V830	557.8							2.9		554.9		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SONIC INNOVATIONS HEARING AID	D610	924.5			924.5								
SONIC RESTAURANT	G320	116,160.5			288.7		650.5	11,422.9	53,693.7	8.3	49,682.3		414.1
SONIC SCRUBBER BRUSH	H232	488.1							325.5	9.0	153.6		
SONIC SCRUBBER HOUSEHOLD DR	V872	4,529.4						498.0	25.3	1,079.7	2,926.5		
SONICARE SONIC ELECT TOOTHBRUSH	D280	12,963.5						8,946.1	28.4	1,248.7	2,703.8		36.5
SONNYS DIAMONDS&JEWELRY	V314	472.4			466.2				6.2				
SONNYS REAL PIT BBQ REST	G320	4,755.3			12.4		450.4		4,292.5				
SONNYS/FILLMORE JEWELERS	V314	550.3			550.3								
SONOMA CA CAFE	G310	423.2			423.2								
SONOMA COUNTY CA TP	T433	321.8	230.8	27.2	40.4		23.4						
SONOMA COUNTY WINE	F620	419.1	407.5				11.6						
SONOMA COUNTY/WN&FD EVNT	V161	334.4			146.9	187.5							
SONOMA NATL BANK CONSUMER SERVICES	B121	594.9			594.9								
SONORA MEXICO TP	T434	841.2			650.3	37.5	31.8		98.4				23.2
SONUS HEARING CARE CLNC	V139	511.2			511.2								
SONUS HEARING CARE PROF	V139	1,528.1			1,528.1								
SONY A DSLR CAMERA	G141	8,557.8	8,557.8										
SONY ALPHA CAMERA	G141	5,381.8	2,284.6		6.2	3,091.0							
SONY ARE WE DONE YET MOVIE	B660	24,907.5	243.0		5,734.8	517.2		7,906.7	2,126.7	1,708.1	6,570.9	100.1	
SONY BLU-RAY DISC PLAYER	H511	5,092.0	4,766.4	264.1	61.5								
SONY BLU-RAY RECORDABLE DISC	H520	1,534.3	1,534.3										
SONY BMG MUSIC DIRECT VAR RC DR	V871	10,182.0	42.8					148.3	300.7	127.3	9,563.0		
SONY BROTHERS SOLOMON MOVIE	B660	4,919.9			364.4			626.6	1,078.2	560.0	2,290.7		
SONY CARD VISA	B111	1,899.1	1,654.3						29.3	215.5			
SONY CASINO ROYALE MOVIE	B660	814.2	219.3		463.1	92.0	39.8						
SONY CATCH & RELEASE MOVIE	B660	11,699.7	581.4		1,918.4	313.4		3,720.7	1,885.1	152.1	2,526.8		601.7
SONY CELINE DION TAKING CHNCS	H531	362.4				69.1		67.6	66.2		159.5		
SONY CORP CP	G930	1,705.3	1,705.3										
SONY CYBER-SHOT DIGITAL CAMERA	G141	23,196.7	5,610.6			1,100.9		13,766.6	60.6		2,658.0		
SONY DADDY DAY CAMP MOVIE	B660	15,258.2	355.0		1,621.0	52.9	44.7	5,803.3	1,923.0	1,869.1	3,589.3		
SONY DIGITAL CAMERA&DV EQUIP	G141	4,128.6	4,128.6										
SONY DIGITAL DAYS WORKSHOP	G820	2,380.2	2,380.2										
SONY ELECT ENTER EQUIP &VAIO CMPTR	H519	1,961.7	1,961.7										
SONY ELECTRONIC ENTER EQUIP	H519	11,136.0			4,390.9	1,375.3	5,098.3		10.1				261.4
SONY ELECTRONICS ELECT COMPONENTS	B822	655.2					655.2						
SONY ERICSSON OPEN	B213	382.0			293.3				48.1		40.6		
SONY ERICSSON WALKMAN WIRELESS PHNS	B213	1,428.4			729.8			175.4			523.3		
SONY ERICSSON WIRELESS PHONES	B213	304.4						197.2	0.3		106.8		
SONY GHOST RIDER MOVIE	B660	24,691.8	145.1		3,325.6	568.1	215.8	11,976.7	2,445.3	317.4	5,171.4		526.3
SONY HANDYCAM CAMCORDER	H511	8,589.9	1,663.9			99.0		5,560.3	38.1		1,228.6		
SONY HANDYCAM DIGITAL CAMCORDER	H511	1,633.0	1,451.9			181.1							
SONY HDCAM SR CAMCORDER	H511	4,670.8	4,670.8										
SONY HDNA ELECTRONIC DEVICES	B822	6,492.1	5,931.3		560.7								
SONY HDTV DIGITAL TV	H511	3,045.9	2,016.5		92.4	937.0							
SONY HEADPHONES	H512	4,003.5	2,037.9			1,965.6							
SONY HOLIDAY MOVIE	B660	1,229.4			980.8	240.6			8.0				
SONY I KNOW WHO KILLED ME MV	B660	4,236.8	5.9		962.1	26.5		1,422.5	791.7	4.5	1,023.7		
SONY LOCATIONFREE BASE STATION	B290	420.6	420.6										
SONY MESSENGER MOVIE	B660	945.1											945.1
SONY MESSENGERS MOVIE	B660	12,803.6	15.2		2,186.0	35.3		4,293.2	1,995.3	1,035.0	3,243.6		
SONY MLB 07 THE SHOW VIDEO GM	G511	11,675.3	1,627.8					3,831.7	59.9	528.8	5,627.0		
SONY NAKED BROS BAND RC	H531	1,623.9								1,542.1		81.8	
SONY NOISE CANCELING HEADPHONES	H512	1,393.6	1,393.6										
SONY PAUL POTTS ONE CHANCE RC	H531	461.7	93.6					59.2	144.7		164.2		
SONY PCTRS FAM ENTER GRP TV PROGRAM	B641	255.2	91.0				164.3						
SONY PERFECT STRANGER MOVIE	B660	17,935.8	182.7		2,976.8	650.0	63.6	7,742.8	1,900.6	1,321.5	3,097.8		
SONY PICTURES 30 DAYS OF NIGHT MOVIE	B660	10,984.0	40.4		1,422.5	26.5	32.5	4,896.2	1,489.2	772.3	1,684.0		620.4
SONY PICTURES ACROSS THE UNIVERSE MV	B660	10,044.2	116.6		3,277.8	1,049.8	6.1	843.7	1,394.7	688.7	2,017.5		649.4
SONY PICTURES CLASSICS BLACK BOOK MV	B660	1,224.7	103.0		952.4	146.3					22.9		
SONY PICTURES CLASSICS CRS/GLDN FLWR	B660	3,384.4	124.0		1,549.1	233.2		970.2	35.5		472.3		
SONY PICTURES CLASSICS INTERVIEW MV	B660	363.9	15.2		235.6	113.0							
SONY PICTURES CLASSICS JANE ASTN/CLB	B660	4,565.1	12.9		1,809.4	518.0		825.4	399.4	609.8	390.3		

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SONY PICTURES CLASSICS JINDABYNE MV	B660	275.9	5.9		235.6	34.5							
SONY PICTURES CLASSICS LIVES/OTHERS	B660	2,420.6	126.4		1,778.4	475.7			30.4		9.7		
SONY PICTURES CLASSICS MOLIERE MOVIE	B660	315.9	9.4		212.3	94.2							
SONY PICTURES CLASSICS MY KID/PNT/MV	B660	433.8	9.4		142.9	43.6					238.0		
SONY PICTURES CLASSICS PAPRIKA MOVIE	B660	405.2	3.5		352.0	49.7							
SONY PICTURES CLASSICS PERSEPOLIS MV	B660	649.4	9.4		261.0	367.0			12.0				
SONY PICTURES CLASSICS SLEUTH MOVIE	B660	487.2	9.4		243.7	231.3			2.8				
SONY PICTURES CLASSICS UNTRACEABLE	B660	552.4						334.0	145.3		73.1		
SONY PICTURES CLASSICS VALET MOVIE	B660	555.3	3.5		491.4	60.3							
SONY PICTURES CLASSICS VAR MOVIES	B660	2,129.6			374.6	1,587.3	167.7						
SONY PICTURES CLASSICS VOLVER MOVIE	B660	1,950.0	117.0		1,334.5	423.8		35.6	16.3		22.8		
SONY PICTURES CLASSICS YOUTH/YTH MV	B660	1,300.9	9.4		803.5	339.4			148.6				
SONY PICTURES CLSCS JIMMY CRTR/PLNS	B660	694.2	5.9		380.9	307.5							
SONY PICTURES FEEL THE NOISE MOVIE	B660	6,782.0	125.5		1,165.2	26.5		948.0	1,295.7		2,124.1	10.0	1,087.2
SONY PICTURES FIRST SUNDAY MOVIE	B660	6,054.7			3.3		48.2	2,898.3	825.8	473.0	1,749.1		57.0
SONY PICTURES VAR VIDEOS	H532	560.6			24.0	374.2	162.4						
SONY PICTURES WLK HRD/DWY/STRY	B660	24,168.6	87.4		3,853.7	681.2		9,294.2	2,922.9	1,262.0	6,067.2		
SONY PLAYSTATION 2 BUZZ JR JNGL PRTY	G511	511.1	511.1										
SONY PLAYSTATION 2 BUZZ/MEGA QUIZ/GM	G511	3,490.8							179.2	244.4	3,067.2		
SONY PLAYSTATION 2 GOD/WAR II VD GM	G511	4,765.1						2,399.4	1.9	152.9	2,210.9		
SONY PLAYSTATION 2 GOD/WAR VIDEO GM	G511	1,867.9	1,867.9										
SONY PLAYSTATION 2 NARUTO/NINJA GAME	G511	728.5							28.3		700.2		
SONY PLAYSTATION 2 NBA 07/LIFE VOL 2	G511	302.1									302.1		
SONY PLAYSTATION 2 SINGSTAR VD GMS	G511	4,965.2	1,284.4					363.4	175.9	329.2	2,807.2		5.0
SONY PLAYSTATION 2 SOCOM US NVY SLS	G511	847.2	847.2										
SONY PLAYSTATION 3 EYE/JDGMT VD GM	G511	295.9									295.9		
SONY PLAYSTATION 3 GAME SYSTEM	G511	1,153.4	901.6		168.6				1.1	41.2	40.9		
SONY PLAYSTATION 3 HEAVENLY SWRD/GM	G511	6,968.9	1,045.1					2,947.2	131.4	1,351.8	1,493.4		
SONY PLAYSTATION 3 LAIR VIDEO GAME	G511	728.9	728.9										
SONY PLAYSTATION 3 MOTOR STORM VD GM	G511	4,113.0	218.1					2,086.6	11.5	41.4	1,755.4		
SONY PLAYSTATION 3 NBA 08 VIDEO GAME	G511	2,905.5	1,949.2					57.6	0.5		898.3		
SONY PLAYSTATION 3 RSTNC FL/MN VD GM	G511	932.3	932.3										
SONY PLAYSTATION 3 RTCHT&CLNK/DSTRCT	G511	5,898.9	1,045.1					1,378.3	6.7	660.4	2,808.3		
SONY PLAYSTATION 3 UNCHRTD DRKS FRTN	G511	6,598.2	1,769.0					2,271.1	6.3	565.2	1,986.6		
SONY PLAYSTATION 3 VAR VIDEO GMS&SYS	G511	23,997.2						12,625.5	1,013.3	2,796.2	7,562.1		
SONY PLAYSTATION 3 WARHAWK VIDEO GM	G511	1,647.0	1,647.0										
SONY PLAYSTATION PSP GAME SYSTEM	G511	14,624.2	40.8					6,872.0	179.4	1,491.5	6,040.5		
SONY PLAYSTATION PSP KILLZONE LBRTN	G511	258.7	174.9								83.8		
SONY PLAYSTATION PSP RTCHT&CLN SZ MT	G511	4,775.7						1,644.6	11.9	357.9	2,761.3		
SONY PLAYSTATION PSP VAR VD CMS&SYS	G511	8,570.5						2,895.0	119.9	2,150.3	3,405.3		
SONY PREMONITION MOVIE	B660	20,511.9	18.2		2,837.4	517.1		9,530.0	2,637.0	336.9	4,065.8		569.5
SONY PURSUIT OF HAPPYNES MV	B660	5,431.1			3,019.7	867.4		384.0	788.0		372.0		
SONY READER	H519	7,454.8	2,023.2		1,371.4	4,060.2							
SONY REIGN OVER ME MOVIE	B660	17,887.3	33.6		2,688.9	847.9		5,231.0	2,522.7	820.9	4,733.4		1,008.8
SONY RESIDENT EVIL EXTNCTN MV	B660	17,330.7	20.5		1,461.4	26.5	6.8	6,335.2	3,078.3	835.4	5,461.7		105.1
SONY SPIDER-MAN 3 MOVIE	B660	37,755.2	187.4		8,244.3	1,305.8	246.7	17,566.9	2,556.3	1,237.5	6,410.4		
SONY STOMP THE YARD MOVIE	B660	12,377.1	9.4		2,516.3	100.0	40.5	2,846.8	2,221.5	703.7	2,388.6	103.0	1,447.4
SONY STYLE ELECT STORE	V361	337.5					337.5						
SONY SUPERBAD MOVIE	B660	28,478.7	136.4		4,152.8	898.3	50.8	7,937.5	4,640.0	275.1	7,603.1		2,784.8
SONY SURFS UP MOVIE	B660	31,785.7	586.9		4,933.9	744.8	126.8	13,646.4	2,294.2	1,678.9	6,759.1	111.0	903.5
SONY SXRD TV	H511	550.1			222.9	254.2			73.0				
SONY SYPHON FILTER LGNS SHDW	G511	438.6	438.6										
SONY THIS CHRISTMAS MOVIE	B660	19,523.9	267.1		3,981.8	640.1	140.0	4,262.2	2,354.8	1,086.8	5,460.1	89.0	1,242.0
SONY TONY BNT DTS/AMER CLSC	H531	820.3	524.8						11.4	107.0		177.1	
SONY TV	H511	25,388.4	2,292.7		479.5	419.9		18,147.6	220.5		1,657.9	472.8	1,697.6
SONY VACANCY MOVIE	B660	16,113.8	15.2		1,242.6	26.5		6,449.6	2,739.5	286.3	4,879.5		474.6
SONY VAIO COMPUTER	B511	333.3	111.3		159.2	62.8							
SONY VAIO PORTABLE COMPUTER	B511	7,225.8	7,202.2								23.6		
SONY VAIO TX PORTABLE COMPUTER	B511	592.3	592.3										
SONY VAIO TZ PORTABLE COMPUTER	B511	4,770.1	4,770.1										
SONY VAR CAMERAS	G141	275.7	275.7										
SONY VAR COMPUTERS	B511	838.2						838.2					

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SONY VAR MOVIES	B660	11,775.2			288.0	240.1	10,782.4						464.7
SONY VAR RECORDINGS	H531	656.2	145.2	114.4		207.8	63.1				9.4		116.4
SONY VAR VIDEOS	H532	1,600.2	1,481.0				106.0						13.3
SONY WATER HORSE/DEEP MOVIE	B660	23,384.5	89.6		4,136.0	468.1	87.0	7,849.3	2,652.6	1,429.2	6,672.8		
SONY WE OWN THE NIGHT MOVIE	B660	23,153.7	38.6		3,605.3	840.4		9,893.3	3,078.3	762.1	4,935.6		
SONY WIND CHILL MOVIE	B660	431.4	3.5		383.8	44.1							
SONYMA MORTGAGE CO CONSUMER SERVICES	B124	578.4			578.4								
SOOTHIE BABY BOTTLES	H232	771.3	771.3										
SOPHIA TOLLI BRIDAL GOWNS WOMEN	A130	997.4	997.4										
SOPP CHEVROLET	V211	3,969.1							3,969.1				
SOPP FORD	V211	1,431.9							1,431.9				
SOPRANOS PAID PROMO	B642	527.9						330.0	197.9				
SOPRANOS SERIES VIDEOS	H532	3,171.7	489.8						42.2		2,639.7		
SORAVIL DRUGS/TOILETRIES DR	V830	1,959.9	1,046.1	899.2	14.5								
SORBARA FURS WOMEN	A120	281.7	281.7										
SOREFS CARPET CITY STORE	V373	393.2							393.2				
SORIANA STORE	V359	440.4							440.4				
SORRENTO/DUBLIN RNCH DEV	B452	413.9			413.9								
SOS SHARE OUR STRNGT/PSA	B323	312.4									312.4		
SOSA GRANITE&MRBL CONTR	V171	992.5			936.6				55.9				
SOTHEBYS AUCTION HOUSE	V122	1,013.0	64.7		13.7	934.6							
SOTHEBYS INTL EWNG&AS RL	B451	702.9			702.9								
SOTHEBYS INTL RE GRNWCH	B451	414.9			414.9								
SOTHEBYS INTL RE/PRPRTS	B451	971.3			970.9	0.4							
SOTHEBYS INTL REALTY	B451	12,178.0	2,713.8	1,230.3	7,603.9	616.2	13.8						
SOTHEBYS INTL REALTY & DANIEL GL RLTY	B451	728.7	59.2		286.9	382.5							
SOTHEBYS INTL REALTY & WILLIAM PT RE	B451	514.4			503.4	11.0							
SOTHEBYS INTL SDLR RE AG	B451	599.4			599.4								
SOTHEBYS WORLD ELITE MASTERCARD	B111	591.5			265.6	325.8							
SOULMATES COATS WOMEN	A120	271.5	271.5										
SOUND & VISION MAGAZINE ONLINE	B623	403.5	403.5										
SOUND ADVICE ELECT STR	V361	549.2			109.4				439.8				
SOUND BUILT HOMES CONTR	V171	441.7				441.7							
SOUND CREDIT UNION CONSUMER SERVICES	B124	455.6			409.6		46.0						
SOUND FED SAVINGS CONSUMER SERVICES	B121	405.8			305.4	100.3							
SOUND FORD	V211	3,998.2			3,976.6				21.6				
SOUND HEARING SOLUTIONS	V139	374.1			365.8				8.4				
SOUND OF MUSIC VIDEO	H532	860.6						336.3		51.1	473.2		
SOUND SHORE LQR STR & VRMX LQR PNTRY	V341	724.3			672.5	51.8							
SOUND TRANSIT SERVICE	V180	567.2			280.6		286.6						
SOUNDBUILT HOMES RE DEV	B452	294.4			294.4								
SOUNDVIEW EXEC BK SMRS VAR BOOKS DR	V823	1,276.4	213.8		52.4	1,010.1							
SOUPER SALAD RESTAURANT	G310	445.2			169.2				9.0				267.0
SOUR PATCH KIDS CANDY	F510	2,600.9									2,600.9		
SOUTH AFRICA TP	T434	2,463.5	2,141.0		186.1	72.2			3.1		61.0		
SOUTH AFRICAN AIRWAYS INTL	T414	1,224.5	616.4		174.0	160.8		219.2			54.1		
SOUTH BAY AUTO	V219	682.9			682.9								
SOUTH BAY BMW	V213	356.0			356.0								
SOUTH BAY HONDA	V212	663.3			663.3								
SOUTH BAY TOYOTA	V212	855.9				855.9							
SOUTH BEACH DIET CEREAL BARS	F590	6,438.2	6,204.8	233.5									
SOUTH BEACH DIET FROZEN ENTREES	F260	10,632.2	10,140.3						230.6	18.5	242.8		
SOUTH BEACH DIET MEAL RPLCMNT BRS	F590	594.3	594.3										
SOUTH BEACH DIET MICROWAVE PIZZA	F260	5,238.4	2,855.1	233.5				1,201.2	557.5	381.5	9.6		
SOUTH BEACH DIET ONLINE	D800	2,580.4							0.7		2,579.7		
SOUTH BEACH DIET SNACK BAR DELIGHTS	F590	1,961.5	1,961.5										
SOUTH BEACH DIET VAR FOOD PDT'S	F900	12,552.6	7,426.4					2,508.2	1,835.9	130.8	651.2		
SOUTH BEACH WINE&FD FEST	V169	737.1	726.7		10.4								
SOUTH CAROLINA EDUC LTRY	B314	1,949.5			16.0		270.8		1,662.7				
SOUTH CAROLINA STATE TP	T433	6,211.4	5,392.4		12.3				119.7		687.0		
SOUTH CHGLND STRN DA	T121	5,598.4			5,598.4								
SOUTH COAST AUTO INSURANCE	B422	1,116.6							1,116.6				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SOUTH COAST MITSUBISHI	V212	425.9			425.9								
SOUTH COAST PLAZA MALL	V620	2,941.4	235.5	666.6	1,879.8		159.5						
SOUTH COAST REPERTORY	V161	422.6			422.6								
SOUTH COLLEGE	G810	416.1			6.0		53.3		356.7				
SOUTH COUNTY CHRY JEEP & SOUTHTOWN DG	V211	908.8			908.8								
SOUTH DAKOTA STATE TP	T433	4,782.9	3,671.0		744.6				347.2		20.1		
SOUTH FL CAD DLR ASSN	T121	2,299.8			2,299.8								
SOUTH FL FORD DLR ASSN	T121	955.3			945.8								9.5
SOUTH FL MERCEDES BNZ DA	T123	254.4			254.4								
SOUTH FL TOYOTA DLR ASSN	T122	28,781.8			28,781.8								
SOUTH FL VOLVO DLR ASSN	T123	4,622.7			4,622.7								
SOUTH FL WATER MGT DIST	B315	777.7			773.9				3.8				
SOUTH FL YACHT SALES	G430	821.3	821.3										
SOUTH HOLLAND DODGE	V211	785.1			574.0				211.1				
SOUTH JERSEY YACHT SALES	G430	298.7	298.7										
SOUTH MIAMI HOSPITAL	V133	320.0			272.5				47.5				
SOUTH MOTORS BMW	V213	274.2			274.2								
SOUTH MOTORS BMW MINI	V213	436.8			436.8								
SOUTH MOTORS HONDA	V212	1,048.8			1,007.6				41.2				
SOUTH NASSAU CMNTY HOSP RECRUITMENT	B912	526.4			515.3	11.1							
SOUTH PADRE ISLAND TX TP	T433	310.8	310.3				0.5						
SOUTH PARK SERIES VIDEOS	H532	301.6						16.2			285.4		
SOUTH PEAK RESORT	T431	848.6	30.2		818.4								
SOUTH SEAS ISLAND RESORT	T431	712.8	67.7		282.8	362.3							
SOUTH SEAS RESORTS CO	T431	279.7			279.7								
SOUTH SHORE HONDA	V212	701.6			701.6								
SOUTH SHORE VOLVO	V213	267.0			267.0								
SOUTH ST SPRT EXHBTN CTR	V166	419.2			333.0	86.2							
SOUTH STAR RE DEV	B452	468.7	16.4		452.3								
SOUTH TX BRDCSTNG SVC	B630	350.6				350.6							
SOUTH TX DENTAL CLINIC	V133	1,071.3						1,071.3					
SOUTH TX LINCOLN MERC DA	T121	305.5					65.8						239.7
SOUTH UNIVERSITY	G810	1,426.9			39.1				1,374.8				12.9
SOUTHARD HOME IMPRVMNTS	V179	316.6							316.6				
SOUTHCORP VAR WINES	F620	390.0	390.0										
SOUTHCREST HOSPITAL	V133	386.3					67.6		318.7				
SOUTHEAST STEEL APPL STR	V371	492.5			435.6				56.9				
SOUTHEAST TOURISM SOC TP	T433	670.4	330.0		340.4								
SOUTHEAST TOYOTA DA	T122	789.3			5.5								783.8
SOUTHEAST WI GM DA	T121	273.5			273.5								
SOUTHERN SALVAGE STR	V359	733.2					8.8		724.4				
SOUTHERN CA ACTNRS ASSN	V122	582.4			582.4								
SOUTHERN CA BMW DLR ASSN	T123	1,552.1			1,552.1								
SOUTHERN CA CHEV DA	T121	2,103.7			2,103.7								
SOUTHERN CA CHRJ JEEP DA	T121	790.8			790.8								
SOUTHERN CA DODGE DA	T121	506.8			506.8								
SOUTHERN CA EDISON CO	V173	3,530.9	189.0		458.0		16.6		2,596.5				270.7
SOUTHERN CA GAS CO	V173	358.4			113.4				245.0				
SOUTHERN CA HUMMER DA	T121	309.6			309.6								
SOUTHERN CA INFINITI DA	T122	452.4			452.4								
SOUTHERN CA LINC MERC DA	T121	266.2			266.2								
SOUTHERN CA MRCDS BNZ DA	T123	4,608.9			4,608.9								
SOUTHERN CA PORSCHE DA	T123	1,003.2			1,003.2								
SOUTHERN CA SUBARU DA	T122	472.1			472.1								
SOUTHERN CA VOLVO DA	T123	2,063.2			2,063.2								
SOUTHERN CAREERS INST	G840	397.1			1.9				395.2				
SOUTHERN CHEVROLET DA	T121	2,086.1			2,086.1								
SOUTHERN CO CP	V173	3,185.4	3,000.3		185.1								
SOUTHERN CO ELEC CO	V173	1,731.3	51.7		2.7				1,282.2	337.2		57.5	
SOUTHERN COMFORT WHISKEY	F719	10,833.8	5,033.4		22.9		122.6		2.1		5,652.9		
SOUTHERN COMMUNITY B&T CONSUMER SVC	B121	522.0			472.2		49.8						
SOUTHERN DENTAL ASSOC	V133	496.2			230.2				265.9				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SOUTHERN EDISON POWER CO	V173	699.7							699.7				
SOUTHERN FORD	V211	862.7			637.7		225.0						
SOUTHERN FORD DLR ASSN	T121	1,907.9			1,226.9		25.4						655.6
SOUTHERN HOMES	B452	710.9			367.3		319.4		24.2				
SOUTHERN HOSPITALITY AT	V219	379.0			371.0				8.0				
SOUTHERN KINGFISH ASSN	B329	360.0	353.0								7.0		
SOUTHERN LEXUS DLR ASSN	T122	750.4											750.4
SOUTHERN LINC WIRELESS SERVICE	B223	988.9					279.3						709.6
SOUTHERN LIVING COOKING SCHOOL BOOK	B610	309.0	309.0										
SOUTHERN LIVING COOK-OFF	B623	1,453.1	1,453.1										
SOUTHERN LIVING EVENTS&MR	B623	1,318.7	1,318.7										
SOUTHERN LIVING MAG PRINTED PDTS DR	V829	1,229.3	1,229.3										
SOUTHERN LIVING MAG TRVL	T420	309.0	309.0										
SOUTHERN LIVING MAG VAR BOOKS DR	V823	345.2	345.2										
SOUTHERN LIVING MAGAZINE	B623	309.0	309.0										
SOUTHERN LIVING TRAVEL ONLINE	T420	660.3	660.3										
SOUTHERN LUMBER	V376	462.0			462.0								
SOUTHERN METHODIST UNIV	G810	342.2			187.3		36.3		98.9		19.6		
SOUTHERN MGT CORP RLTY	B451	317.0			292.3		24.8						
SOUTHERN NV CHEV DA	T121	1,230.3			1,230.3								
SOUTHERN NV DLR ASSN	V219	832.2			832.2								
SOUTHERN NV DODGE DA	T121	586.0			586.0								
SOUTHERN NV FORD DA	T121	470.9			470.9								
SOUTHERN NV TOYOTA DA	T122	373.1			373.1								
SOUTHERN NV WATER AUTH	V173	1,007.3			395.5		167.6		444.2				
SOUTHERN OH MEDICAL CTR	V133	389.3					100.5		288.9				
SOUTHERN PN AWRNS NTWRK ONLINE	B670	309.0	309.0										
SOUTHERN QUALITY FORD DA	T121	852.9			46.3		79.7						726.9
SOUTHERN TRCK STP DG DA VAR AUTO&TRK	T121	909.2			909.2								466.9
SOUTHERN VA FORD DA	T121	466.9											
SOUTHFIELD CHRY JEEP	V211	979.2			960.3				19.0				
SOUTHFIELD CHRY JEEP & TLGRPH CHRY JP	V211	2,075.3			1,983.9				91.4				
SOUTHLAND CUSTOM HOMES	B452	349.8							349.8				
SOUTHLAND PARK GMNG&RCNG	V166	341.5			208.6		132.9						
SOUTHLAND REGIONAL/RLTY	B451	359.7			359.7								
SOUTHPONT BANK CONSUMER SERVICES	B121	304.0			304.0								
SOUTHPOINT HOTEL&CASINO	T431	5,049.9			4,728.9		321.0						
SOUTHPOLE APPAREL	A990	574.9	574.9										
SOUTHPOLE CLOTHING STORE WOMEN	V311	642.6	642.6										
SOUTHPOLE SHOES & SPORTSWEAR WOMEN	A310	318.9	318.9										
SOUTHPOLE SPORTSWEAR MEN & WOMEN	A141	465.5					465.5						
SOUTHTOWNE AUTOMALL	V219	490.7			58.8				431.9				
SOUTHVIEW CHEVROLET	V211	268.3			268.3								
SOUTHWAY FORD	V211	841.2			667.6				173.6				
SOUTHWEST AIRLINES & VISA	T413	2,292.8					2,292.8						
SOUTHWEST AIRLINES BUS&SIGNATURE VS	B111	271.8	271.8										
SOUTHWEST AIRLINES CP	T413	1,522.3	590.5		64.4	850.3			14.6		2.5		
SOUTHWEST AIRLINES DOM	T413	86,152.5	911.5		7,049.7	1,438.1	7,388.1	34,110.2	20,376.3		5,008.5	2,895.2	6,974.8
SOUTHWEST AIRLINES ONLINE	T413	45,965.9	1,829.6		268.0			30,022.1	9,131.6	523.8	4,190.7		
SOUTHWEST AIRLINES RAPID REWARDS	T413	386.8	386.8										
SOUTHWEST AIRLINES VISA	B111	411.9			308.7				51.4		51.8		
SOUTHWEST AUTO DLR	V219	2,083.7			2,083.7								
SOUTHWEST BANK CONSUMER SERVICES	B121	2,028.1			1,962.9				65.1				
SOUTHWEST DAIRY FARMERS DAIRY PDTS	F319	940.2							940.2				
SOUTHWEST DENTAL CENTER	V133	346.8			346.8								
SOUTHWEST FL WATER MGT	B315	380.4			199.4		54.9		126.1				
SOUTHWEST GENERAL HOSP	V133	290.1			5.5		273.7		10.8				
SOUTHWEST HYUNDAI	V212	3,286.8			2,270.6				1,016.2				
SOUTHWEST HYUNDAI KIA	V212	2,370.4			2,370.4								
SOUTHWEST KIA	V212	7,872.2			3,157.2		120.9		4,594.0				
SOUTHWEST KIA PRE-OWNED C	V212	414.5							414.5				
SOUTHWEST LINCOLN MERC	V211	306.8			306.8								

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SOUTHWEST SHADE SLTNS	V171	428.9		428.9									
SOUTHWEST VACATIONS TRVL	T420	361.7	215.8		139.7		6.2						
SOUTHWESTERN COLLEGE	G810	1,219.4			30.1		31.9		1,157.5				
SOUTHWESTERN ELECT POWER	V173	281.1			281.1								
SOUTHWESTERN HEARING CTR	V139	1,127.2			1,127.2								
SOUTHWESTERN MEDICAL CTR	V133	344.6	140.9		203.7								
SOVAGE DERMALOGIC LAB DRUGS/TOIL DR	V830	2,290.3	2,290.3										
SOVEREIGN BANK BUSINESS SERVICES	B121	319.9						319.9					
SOYJOY NUTRITION BARS	B121	15,420.8			11,659.4		1,185.2		579.2				1,997.0
SPA & BACKYARD EXPO	D543	14,330.7	8,328.3				4.0	679.6			5,052.1		266.7
SPA & POOL EXPO	V164	261.2			224.4				36.8				
SPA BROKERS SPA STORE	V164	543.7			471.5				72.1				
SPA POOL & BBQ SHOW	V376	367.6			367.6								
SPA POOL & PATIO SHOW	V164	1,285.8							1,285.8				
SPA POOL&BBQ SHOW/VAR SP	V164	1,115.0			557.8				557.2				
SPACE BAG HOUSEHOLD DR	V164	1,229.3			1,229.3								
SPACE CAMP	V872	13,035.4						1,281.4	49.0	2,887.0	8,818.0		
SPACE CENTER HOUSTON	V169	317.5	317.5										
SPACE COAST AUTO DLR	V166	430.9							430.9				
SPACE CTR HSTN AMSNT PR	V219	459.3			459.3								
SPACE MAKER FURN STR	T440	625.5			625.5								
SPACE PLUS DESIGN SVC	V375	431.1			431.1								
SPAGHETTIOS CANNED PASTA	V179	298.6	33.1	222.8	42.7								
SPAIN GOURMETOUR MAG	F250	2,836.7						423.3	0.2		2,413.2		
SPAIN INDUSTRIAL DEVELOPMENT	B623	1,819.6			1,819.6								
SPAIN TP	B840	1,150.0	913.2		71.3	165.5							
SPAL AUTO FAN	T434	2,447.6	1,899.3		187.6	360.6							
SPALDING BASKETBALLS	T144	331.1	331.1										
SPALDING NEVER FLAT BASKETBALLS	G490	303.3	302.7						0.7				
SPALDING NEVER FLAT BSKTBL&FTBL	G490	1,314.6						857.7	12.8	444.1			
SPAM CANNED MEAT	G490	338.3								338.3			
SPAMALOT PLAY	F332	667.1							667.1				
SPAMALOT/VAR SPON	V161	2,835.2	579.9		60.2		553.4	116.7	1,505.0				20.0
SPANGLES RESTAURANT	V161	485.4							485.4				
SPANISH BROADCASTING SYS	G310	419.6							419.6				
SPANISH INST/FOREIGN TRD IND DEV	B641	2,779.7					2,779.7						
SPANISH MUSIC EVENTS	B840	1,304.2	1,304.2										
SPANISH MUSIC EVT/VAR SP	V161	258.2							258.2				
SPARE THE AIR/PSA	V161	368.6							368.6				
SPARK JEWELRY	B323	347.9							347.9				
SPARK NETWORK DATING SVC	A510	251.9	251.9										
SPARKMAN&STEPHEN'S SALES	V155	581.5					581.5						
SPARKS MALT LIQUOR	G430	800.5	800.5										
SPARKTOP.ORG ONLINE	F611	341.4	324.1		16.5					0.8			
SPARTAN FOOD STORE	B322	367.5	367.5										
SPARTANBURG AUTO WORLD	V345	413.9			6.6		9.3		398.0				
SPARTANBURG RGNL HLTHCR	V219	326.0			326.0								
SPCA ORG	V133	368.1							368.1				
SPDR TRUST FUNDS	V158	266.2			260.2		6.0						
SPD-VAR PROGRAMS PAID PROMO	B125	609.5							41.4		568.1		
SPEAK UP/PSA	B642	276.9	276.9										
SPEAKING ROSES MISC DR	B323	3,783.0						2,939.9	688.8		154.3		
SPEAKING/WOMENS HEALTH CONFERENCE	V859	475.4									475.4		
SPEAKINGCLEARLY.COM ONLINE	G820	494.1	493.8						0.3				
SPEARMIN RHINO NGHTCLB	B670	2,127.7						53.6	101.7	367.4	1,605.0		
SPEC CLUTCHES	V167	307.6			186.7		120.9						
SPECIAL OLYMPICS ORG	T144	278.0	278.0										
SPECIAL OLYMPICS/PSA	B322	335.3	257.0		4.8		9.5		64.0				
SPECIALIZED BCYCL CMPNTS CP	B323	704.0							310.7		393.3		
SPECIALIZED BICYCLES	G440	262.1	262.1								27.0		
SPECIES IV THE AWAKENING VIDEO	G440	345.8	318.7										
	H532	316.1							0.5	29.3	286.3		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SPECTACOLOR COMM SVC	V159	551.5					551.5						
SECTORSOFT SPECTOR CNE SOFTWARE	B532	702.7	702.7										
SPECTRA ENERGY	V173	445.2			149.8	295.5							
SPECTRA FUNDS	B125	1,622.6	1,544.5		14.5	63.5							
SPECTRUM HEALTH HOSPITAL	V133	615.7					365.8	250.0					
SPECTRUM HOME FRNSHNGS HOUSEHOLD DR	V872	392.2	392.2										
SPECTRUM NATURALS VAR OIL	F120	352.2	352.2										
SPECTRUM SPECTRACIDE PRO INSECTICIDE	H351	275.8											275.8
SPEED CHANNEL CABLE TV	B642	1,454.0	1,197.3										256.7
SPEED OF WEALTH SEMINAR	G820	1,834.3			1,834.3								
SPEED SLEEP VAR RECORDINGS DR	V871	573.3	573.3										
SPEED STIK SPORTING GOODS DR	V851	744.1								744.1			
SPEEDPLAY BICYCLE PEDALS	G440	367.0	367.0										
SPEEDWAY CHEVROLET	V211	363.2			94.7	27.5		240.9					
SPEEDWAY CNVNC STR	V345	10,899.6						10,899.6					
SPEEDWAY GASOLINE	T211	775.2											775.2
SPEEDY CASH CONSUMER SERVICES	B124	1,355.0			1.7			1,353.3					
SPELLING BEE PLAY	V161	617.6	276.5		15.3			325.8					
SPELLMAN HIGH VLTG ELECT RECRUITMENT	B912	578.9			578.9								
SPENCER SAVINGS BANK CONSUMER SVC	B121	1,038.9			1,025.5	13.4							
SPENCERIAN COLLEGE	G810	370.9			37.9	99.4		233.6					
SPENCERS TV & APPL STR	V371	9,653.1			9,123.1	38.3		491.8					
SPENCO POLYSORB INSOLES	A390	394.0	394.0										
SPERRY TOP-SIDER SHOES MEN	A310	2,081.6	1,783.1		28.6	269.9							
SPERRY TOP-SIDER SNEAKERS WOMEN	A321	770.0	770.0										
SPG SOLAR CONTRACTOR	V171	289.7			289.7								
SPI ENTERTAINMENT SVC	V159	597.6				597.6							
SPICE HUNTER SPICES	F150	649.9	259.5							390.4			
SPICE ISLANDS SPICES	F150	789.9	774.8					15.1					
SPIDER-MAN 2 VIDEO	H532	290.4	290.4										
SPIDER-MAN 2-1 VIDEO	H532	469.8	332.6							137.3			
SPIDER-MAN 3 VIDEO	H532	11,942.7	145.3					6,615.6	544.2	943.0	3,694.6		
SPIEGEL & GRAU PUB VAR BOOKS	B610	263.6		1.8	261.8								
SPIEGEL & UTRERA ATTY	V151	340.9		157.5	183.4								
SPIEGEL APPAREL WOMEN DR	V810	2,706.2	2,706.2										438.0
SPIKE TV CABLE TV	B642	2,565.5	697.9			1,429.6							
SPIN FLASH	B623	1,576.5	1,576.5										
SPIN MAGAZINE ONLINE	B623	478.9	478.9										
SPIN MASTER AIR HOGS RC HVC HL/BTL	G549	1,512.4					81.3			1,431.1			
SPIN MASTER AQUADOODLE DORA&DIEGO	G542	606.1								606.1			
SPIN MASTER AQUADOODLE DRAWER&ACS	G542	1,136.4								1,136.4			
SPIN MASTER AQUADOODLE MINI MATS	G542	345.7								345.7			
SPIN MASTER AQUADOODLE RAINBOW DL MT	G542	1,332.9								1,332.9			
SPIN MASTER BATTLEGROUND CRSBWS&CTPL	G512	1,286.1					49.6	0.4		1,236.1			
SPIN MASTER BELLA DANCERELLA BLT STD	G549	513.1					63.3	3.8		446.0			
SPIN MASTER DORA/EXPLORER DANCE/ADV	G549	1,145.5					100.2	0.0		1,045.2			
SPIN MASTER FUR BERRIES TOYS	G541	2,089.1					154.3	6.1		1,928.7			
SPIN MASTER GIRL CRUSH STREAK&STYLE	G590	1,538.8					191.7	0.0		1,347.1			
SPIN MASTER LIL LUUVABLES FLFY FCTRY	G549	2,646.2					228.4	1.6		2,416.2			
SPIN MASTER MOON SAND	G542	1,524.0					88.5			1,435.5			
SPIN MASTER MOON SAND TOYS DR	V851	9,053.5					347.6	6.3	55.6	8,644.0			
SPIN MASTER PHLAT BALL	G542	579.4								579.4			
SPIN MASTER STORYTIME THEATER&ACCESS	G549	1,239.1								1,239.1			
SPIN MASTER SWYPE OUT/BTL RCNG/SOF	B531	981.7					115.7	5.7		860.3			
SPIN MASTER ZOINGO BOINGO	G549	518.4								518.4			
SPIN SPA DRUGS/TOILETRIES DR	V830	3,557.3						70.4	74.2	150.8	3,261.9		
SPINAL AID CTR/AMERICA	V133	1,087.9		1,084.3		3.7							
SPINAL DECOMPRESSION CTR	V133	331.3		208.1					121.4				1.8
SPINALFRACTURE.COM ONLINE	V139	1,464.5							1,464.5				
SPIRE RESTAURANT	G320	578.3		578.3									
SPIRIT AIRLINES DOM	T413	447.9		14.5		433.4							
SPIRIT AIRLINES DOM & INTL	T413	511.5				147.1		348.1					16.2

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SPIRIT AIRLINES ONLINE	T413	729.4							729.4				
SPIRIT ANTONIO BANDERAS FRAG M & W	D180	365.4	365.4										
SPIRIT HALLOWEEN SPRSTR	V359	1,210.1			0.3		1,193.0		16.8				
SPIRIT MTN CASINO	T431	3,355.8			2,012.7		973.3		369.9				
SPIRIT OF WOMEN ORG	B329	306.6	306.6										
SPIRIT/AMER FUND RAISERS BP	B911	282.1	282.1										
SPIRIVA HANDIHALER RX	D560	80,990.1	23,421.7	5,857.9				21,676.1	3,925.0	20,527.4	5,582.0		
SPITZER AUTO ENTERPRISES	V219	1,492.7			700.9				791.7				
SPITZER CHEVROLET	V211	459.9			344.6				115.4				
SPITZER DODGE	V211	655.0			578.3				76.6				
SPITZER FORD	V211	436.4			411.3				25.0				
SPITZER SCION TOYOTA	V212	332.6			332.6								
SPLASH POOLS & SPAS	V175	280.2					34.1		246.1				
SPLENDA BROWN SUGAR BLND SWEETNER	F110	3,170.5	1,278.4	1,892.1									
SPLENDA FLAVOR BLNDS/CF FLVRD SWTNR	F110	6,434.8						4,661.6	44.5	956.8	771.9		
SPLENDA MINIS SWEETENER TABLETS	F110	1,266.5	1,266.5										
SPLENDA SWEETENER	F110	14,287.6	908.2					9,619.4	242.8	1,123.1	2,385.7		8.5
SPLINTEK DRUGS/TOILETRIES DR	V830	3,396.6	3,396.6										
SPOKANE PUBLIC/FNDTN	B329	1,793.9					1,792.2		1.7				
SPONGEBOB MAGAZINE	B623	373.6									373.6		
SPONGEBOB SQRPNTS SRS VIDEOS	H532	507.4									507.4		
SPONGEBOB SQUAREPANTS GUMMY KRBY PTS	F510	250.6	250.6										
SPONGEBOB SQUAREPANTS MISC MRCHNDS	G190	641.6	220.5								421.1		
SPONGEBOB/FRIEND OR FOE VIDEO	H532	276.3	146.3								130.0		
SPONGE TECH MISC DR	V859	276.8			276.8								
SPORT AUTOS	V219	330.7			330.7								
SPORT CHALET SPRT GDS	V365	6,227.3			5,020.9		132.4		726.7				347.4
SPORT CHEVROLET HONDA	V219	559.6			559.6								
SPORT CITY TOYOTA	V212	314.9			273.7				41.2				
SPORT COURT GAME COURTS	G490	650.1	650.1										
SPORTING NEWS MAGAZINE ONLINE	B623	1,559.5	1,559.5										
SPORTING NEWS RD NTWRK	B630	479.0	479.0										
SPORTING NEWS VAR BOOKS DR	V823	382.0	382.0										
SPORTINGNEWS RADIO NTWRK	B630	699.7	699.7										
SPORTS AUTHORITY SPRT GD	V365	46,318.2			34,958.3	1,452.5	69.1	1,650.8	5,981.0		901.3	205.0	1,100.1
SPORTS CLUB/LA	D800	429.0	408.1		20.9								
SPORTS CLUB/NY	D800	440.1	440.1										
SPORTS ILLUSTRATED GREAT FTBL WRTNG	B610	301.6	301.6										
SPORTS ILLUSTRATED HMR/BST/HNK ARN	B610	384.4	384.4										
SPORTS ILLUSTRATED MAG	B623	1,239.9			37.7	423.1			29.0		750.1		
SPORTS ILLUSTRATED MAG ONLINE	B623	4,813.6	4,736.8								76.8		
SPORTS ILLUSTRATED MAG PRNTD PDTS DR	V829	802.4	802.4										
SPORTS ILLUSTRATED MAG SUBS DR	V823	11,173.7							242.9		10,930.7		
SPORTS ILLUSTRATED MAG TV PROGRAM	B623	1,358.0	1,358.0										
SPORTS ILLUSTRATED MAG VAR BOOKS DR	V823	4,155.8	4,155.8										
SPORTS ILLUSTRATED/KIDS ONLINE	B623	1,568.6	1,568.6										
SPORTS LEISURE TRAVEL	T420	306.9			306.9								
SPORTS PUBLISHING VAR BOOKS DR	V823	583.6			583.6								
SPORTSBOOK.COM ONLINE	V169	545.0	536.5		8.5								
SPORTSMANS WAREHOUSE	V365	552.0			337.8		119.5		91.0		3.7		
SPORTYS PILOT SHOP MULTI-PDTS DR	V899	345.4	345.4										
SPOT & CO OF MANHATTAN	V169	848.0					848.0						
SPOT RUNNER ADV AGENCY	B651	703.3					23.0	44.8	95.4		534.8		5.3
SPOT SHOT CARPET STAIN REMOVER	H449	3,004.1	3,004.1										
SPOT SHOT STAIN REMOVER	H449	1,656.7							891.2		765.5		
SPOTCO THEATER	V161	839.1					839.1						
SPOTLIGHT 29 CASINO	V169	357.9			1.9		356.0						
SPOTLIGHT/PSA	B323	477.9							477.9				
SPRAY N WASH RESOLVE PWR STAIN RMVR	H421	13,229.8						6,427.4	1,176.9	925.1	4,700.4		
SPRAYGREEN LANDSCAPE SVC BP	B911	438.1	438.1										
SPRAYSTINTHECITY.COM ONLINE	B549	3,254.3	1,396.7								1,857.6		
SPREADTHESHARING.COM ONLINE	F120	9,269.9						6,685.7	112.2	614.0	1,858.1		

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SPREEN HONDA	V212	254.2			240.2		14.0						
SPRING AIR MATTRESSES	H122	763.3	748.1						15.2				
SPRING ARBOR UNIVERSITY	G810	330.4							330.4				
SPRING AUTO	V219	603.1			603.1								
SPRING AWAKENING/NW MSCL PLAY	V161	973.5	285.0						688.5				
SPRING CANYON RANCH DEV	B452	302.5			9.9	292.6							
SPRING RIVER NURSERY STOCK DR	V853	669.6	245.6	424.0									
SPRINGBROOK MARKET	V346	368.2			368.2								
SPRINGDALE 18 CINEMA/LUX	V165	337.1			337.1								
SPRINGER MTN FARMS CHICKEN	F333	660.8							587.5				73.3
SPRINGFIELD HYUNDAI	V212	275.7			275.7								
SPRINGFIELD MO TP	T433	482.3	364.5						117.8				
SPRINGHILL SUITES HOTELS	T431	496.0			11.0		475.9		9.1				
SPRINGHURST CHEVROLET	V211	251.2			4.8				246.4				
SPRINGMAID BATH LINENS	H142	878.4	878.4										
SPRINGMAID BEDDING	H142	1,581.3	1,581.3										
SPRINGMAID HOUSEHOLD FURNISHINGS	H190	582.1	582.1										
SPRINGS PRESERVE	V166	324.2					26.2		298.0				
SPRINT BUSINESS	B222	67,193.8							44,962.5	21.8	126.3	22,083.2	
SPRINT CENTER	V166	251.9			251.9								
SPRINT COMMUNICATIONS CO CP	B260	1,590.3			1,590.3								
SPRINT CORP CP	B260	611.0			538.0				41.8				31.2
SPRINT LONG DISTANCE BUSINESS & RES	B221	16,193.2			153.8		16,039.4						
SPRINT MOBILE BROADBAND ISP	B225	10,351.0	648.2			9,702.8							
SPRINT NEXTEL CORP CP	B260	1,772.9	1,761.9										11.0
SPRINT NEXTEL ISP	B225	795.1					795.1						
SPRINT NEXTEL WIRELESS SERVICE	B260	18,626.3				10.6	14,517.4						4,098.2
SPRINT PCS WIRELESS SERVICE	B223	416,403.5	220.3		849.9		2,645.6	237,156.4	27,061.6	840.9	143,153.0	511.4	3,964.4
SPRINT STORE	V329	58,129.6			48,385.3	9,651.0	23.2		70.0				
SPRINT VIGNETTE	B260	487.6						275.0	182.1		30.5		
SPRINT WIRELESS SERVICE	B223	455,862.8	33,304.7	1,080.7	342,852.0	41,970.9	8,404.9					426.2	27,823.5
SPRINTZ FURN SHOWROOM	V375	1,415.8			475.9				939.8				
SPRITE SOFT DRINK	F441	12,184.9			173.4	168.6	65.0	5,009.2	192.0	797.0	5,779.7		
SPROUT VIDEO	H532	286.9	286.9										
SPROUTS FARMERS MARKET	V346	1,089.7			986.0				103.6				
SQUARE ENIX DRAGON QUEST MNSTR JKR/GM	G511	2,228.0	186.9						272.8			1,768.3	
SRIXON GOLF BALLS & GOLF CLUBS	G460	3,256.7	401.5						2,855.0	0.2			
SRIXON Z-URC GOLF BALLS	G460	2,050.0	1,978.4									71.6	
SRP ENERGY CO	V173	852.6								852.6			
SRP SALT RVR PRJCT UTLTY CP	G930	688.7			688.7								
ST ANTHONYS HOSPITAL	V133	1,077.1		102.8	23.0		354.4		596.9				
ST AUGUSTINE FL & PONTE VEDRA&BCHS FL	T433	1,042.0	778.0		264.1								
ST BARNABAS HEALTH CARE	V133	325.8			294.5	19.0	12.3						
ST BARNABAS HEALTH CARE RECRUITMENT	B912	920.1			920.1								
ST CATHERINE/SIENA MED RECRUITMENT	B912	425.9			425.9								
ST CHARLES AUTO DLR	V219	918.9			918.9								
ST CHARLES HOSPITAL RECRUITMENT	B912	448.3			448.3								
ST CHARLES HYUNDAI NSN	V212	422.3			422.3								
ST CLAIR CORP HM RMDLNG	V171	255.5							255.5				
ST CLAIRE CADILLAC	V211	817.5			817.5								
ST CROIX CASINO & HOTEL	T431	555.0			242.0		213.4		99.6				
ST CROIX TP	T434	506.9	441.5		65.4								
ST DOMINIC HOSPITAL	V133	282.0							119.2			162.8	
ST ELIZABETH MED CTR	V133	354.3			34.4				96.2			223.8	
ST FRANCIS HOSP&MED CTR	V133	438.0			432.7							5.3	
ST FRANCIS HOSPITAL	V133	3,246.9	193.4	155.0	525.0	197.3	1,420.5		748.8			6.8	
ST FRANCIS MEDICAL CTR	V133	595.0	32.2		43.1					519.7			
ST FRANCIS MEMORIAL HOSP	V133	391.4			391.4								
ST GEORGES UNIVERSITY	G810	403.6	166.2	221.8	5.6	10.0							
ST GERMAIN LIQUEUR	F722	719.9	719.9										
ST HELENA HOSPITAL	V133	257.7			19.5					238.2			
ST IVES HEALTHY BRLNC SKIN CARE PDT'S	D110	1,031.2			870.9	160.3							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ST IVES HLTHY BRLNC BDY PLSH&MSTRZR	D110	3,388.9	3,388.9										
ST IVES MINERAL THERAPY LOTION	D110	411.3			251.0	160.3							
ST IVES SKIN CARE PDT'S	D110	6,016.2	6,016.2										
ST IVES SWISS FORMULA MINERAL THRPY	D110	3,470.1	830.0		178.8			522.5	58.7	1,070.6	809.6		
ST IVES SWISS FRML APRCT CLNSR&SCRB	D160	2,686.9	2,686.9										
ST IVES SWISS FRML APRICOT SCRUB	D160	7,332.9						2,217.3	51.5	3,289.6	1,774.6		
ST IVES SWISS FRML FCL CLNRS&SKN/PDT	D160	495.3	495.3										
ST IVES SWISS FRML SKIN CARE PDT'S	D110	589.6	589.6										
ST IVES SWS FRML OTML&SH BTR/WSH&LTN	D223	1,176.3	1,176.3										
ST IVES SWS/MNRL THRPY BODY WSH&LTNS	D223	790.1	790.1										
ST JAMES CLUB ANTIGUA	T432	281.9	66.1	64.5		151.3							
ST JAMES THEATRE	V161	795.4			471.2	324.2							
ST JAMES WA SQUARE DEV	B452	316.7			316.7								
ST JAMESSS CLUB RESORT ANTIGUA	T432	289.1	108.8			180.3							
ST JOE CO RE AGENCY	B451	654.4	654.4										
ST JOHN CLOTHING STORE WOMEN	V311	4,734.3	4,676.7		31.6	26.0							
ST JOHN FISHER COLLEGE	G810	316.9	15.4				145.2		156.3				
ST JOHN HEALTH SYSTEM	V133	1,053.7			306.3	156.4			591.0				
ST JOHNS HOSPITAL	V133	454.8			83.0	206.4			165.3				
ST JOHNS RGNL HLTH CTR	V133	338.3			333.0				5.3				
ST JOHNS RIVER WATER MGT	B315	928.2			65.3		319.5		535.0				8.4
ST JOSEPH ASPIRIN PAIN TABLETS	D511	1,143.3	1,143.3										
ST JOSEPH HEALTH SYSTEMS CP	V133	271.2		183.0		88.2							
ST JOSEPH HLTH CTR&HOSP	V133	417.7			417.7								
ST JOSEPH HOSPITAL	V133	1,966.7	130.5		866.2	532.4			437.5				
ST JOSEPH MEDICAL CENTER	V133	934.2	106.7		144.0	114.0			569.5				
ST JOSEPH MERCY OAKLAND	V133	362.5			4.4				147.9				210.2
ST JOSEPH PAIN RELIEVER	D511	683.4	683.4										
ST JOSEPH REG & CHEWABLE PAIN TAB	D511	3,430.5	3,430.5										
ST JOSEPHS CANDLER HOSP	V133	500.6				148.5			352.2				
ST JOSEPHS COLLEGE	G810	327.0			301.5	10.6			14.9				
ST JOSEPHS HOSP&MED CTR	V133	259.2			181.3		55.6		22.3				
ST JOSEPHS HOSPITAL	V133	319.4	19.3		175.0		125.1						
ST JOSEPHS MERCY HLTHCR	V133	440.0											440.0
ST JOSEPHS MERCY HOSP	V133	342.6			2.7		339.9						
ST JUDE CHILD HOSP/PSA	B323	637.3						122.2		515.1			
ST JUDE CHILD RSRCH HOSP	V133	21,197.8	1,028.4		901.6	503.0	150.6	7,645.3	1,564.8	3,639.6	5,727.0		37.5
ST LAWRENCE HOMES	B452	256.5			256.5								
ST LOUIS AREA LNC MRC DA	T121	511.5			511.5								
ST LOUIS BLUES HOCKEY TM	V163	445.7			201.9		20.3		223.6				
ST LOUIS CRDNLS BSBL TM	V163	259.6			139.4				120.1				
ST LOUIS MO TP	T433	1,195.5	22.0		135.7		106.0		403.3				528.5
ST LOUIS UNIVERSITY	G810	307.1			14.1		282.5		10.5				
ST LOUIS ZOO	V166	433.7			1.8		56.8		375.1				
ST LUCIA TP	T434	1,482.3	214.5	243.6	225.0	71.4	89.4			605.9			32.4
ST LUKES EPISCOPAL HOSP	V133	681.3	56.9		251.8	191.7	181.0						
ST LUKES HOSPITAL	V133	1,778.6	205.5		637.2		677.6		258.3				
ST MARGARET MERCY HEALTH	V133	300.4			218.4		82.0						
ST MARTINS PRESS DROP DEAD BTFL BK	B610	327.4	242.0			85.4							
ST MARTINS PRESS LEAN MEAN THRTN BK	B610	370.1	242.0			128.1							
ST MARTINS PRESS PANDORAS DGHTR BK	B610	362.7	242.0			85.4							35.3
ST MARTINS PRESS PLUM LOVIN BOOK	B610	284.7	242.0			42.7							
ST MARTINS PRESS VAR BOOKS	B610	2,918.6	242.0		277.1	2,235.7							163.9
ST MARY MERCY HOSPITAL	V133	443.2			14.7		108.3		2.4				317.8
ST MARY/WOODS COLLEGE	G810	264.3			10.3		11.4		242.6				
ST MARYS COLLEGE OF CA	G810	487.9			487.9								
ST MARYS HEALTH CENTER	V133	365.1					365.1						
ST MARYS HEALTH SYSTEM RECRUITMENT	B912	263.6		60.3	203.3								
ST MARYS HOSPITAL	V133	1,087.8			24.5		347.9		715.4				
ST MARYS MEDICAL CENTER	V133	1,557.4			392.9		697.3		467.1				
ST PAUL TRAVELERS CO INC CP	B430	756.5				756.5							
ST PAUL TRAVELERS INS CO	B430	350.5			139.9		210.6						

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ST PAULI GIRL BEER	F611	6,656.5	6,041.2				615.3						
ST PETERS CARDIAC CENTER	V133	482.6			482.6								
ST PETERS COLLEGE	G810	472.2			278.3		193.9						
ST PETERS HOSPITAL	V133	1,051.8	25.8		843.3		72.3		110.4				
ST PETERS REHAB SERVICE	V139	265.7			265.7								
ST PETERS UNIV HOSP	V133	1,920.9	65.7		790.0		411.0						654.2
ST PETERSBURG TMS NWSPR	B622	1,046.7					886.6		160.1				
ST PETERSBURG/CLRWTR FL TP	T433	3,525.6	802.0	312.8	1,322.6	400.0		40.0	506.1		142.0		
ST PUCCINI BRIDAL GOWNS WOMEN	A130	1,314.0	1,314.0										
ST REGIS HOTELS	T431	1,262.5	341.4	142.9	624.4	153.7							
ST REGIS HOTELS WORLDWIDE	T432	300.2	300.2										
ST REGIS RES CLUB DEV	B452	1,636.6				1,636.6							
ST REGIS RES RE DEV	B452	3,157.4	1,506.3	1,624.5	26.7								
ST TAMMANY LA TP	T433	342.7	250.4				92.3						
ST THOMAS AQUINAS CLG	G810	290.6			287.8		2.8						
ST THOMAS HEALTH SERVICE	V133	258.5			44.5		14.7		199.3				
ST THOMAS HEART INST	V133	382.9			119.9				263.0				
ST VINCENT BARIATRIC CTR	V133	561.4							561.4				
ST VINCENT CHARITY HOSP	V133	422.1			176.8		245.4						
ST VINCENT CHILD HOSP	V133	628.2			5.1				623.2				
ST VINCENT GRENADINS ISL TP	T434	283.7	283.7										
ST VINCENT HOSPITAL	V133	960.1			10.6		408.0		541.5				
ST VINCENT WOMENS HOSP	V133	343.7			19.9				323.8				
ST VINCENTS HOSPITAL	V133	681.7	6.6		21.5	18.9	566.7		68.0				
ST VINCENTS MEDICAL CTR	V133	279.2	13.1		58.0	3.4	128.3		76.4				
STA-BIL FUEL STABILIZER	T142	1,179.3	764.6					0.6		414.1			
STABLES GARDEN & NURSERY	V358	332.4			332.4								
STACKER 2 HOUR PWR ENERGY DRINK	F450	1,087.6						181.3		906.3			
STACY ADAMS APPAREL	A990	1,320.2	1,236.1				84.1						
STACY FURN & ACCESS STR	V375	1,716.1			929.2				786.9				
STACYS PITA CHIPS	F530	4,428.3	4,428.3										
STACYS SIMPLE NAKED PITA CHIPS	F530	544.8	544.8										
STADIUM AUTO ENTERPRISES	V219	2,654.7			2,653.0				1.8				
STADIUM TOYOTA	V212	1,464.4			138.1				1,326.3				
STAGE DOOR THEATER	V161	404.9			404.9								
STA-GREEN FERTILIZERS&TREATMENTS	G713	438.8				438.8							
STAHL EYE ASSOC	V135	741.0			741.0								
STAINLESS STEEL BRAKES AUTOMOTIVE DR	V880	333.8	333.8										
STAINMASTER CARPET STORE	V373	2,052.3	2,052.3										
STAINMASTER CARPETS	H131	14,490.0	2,784.5		143.3			2,853.6	45.7	8,662.9			
STAMAS BOATS	G430	353.0	353.0										
STAMFORD HOSPITAL	V133	278.6			224.1	54.4							
STAMPS.COM STORE ONLINE	V322	361.6				66.0					162.8		132.8
STAN OLSEN AUTO DLR	V219	318.8			318.8								
STANCE MINDER SPORTING GOODS DR	V851	523.0								523.0			
STANDARD B&T CONSUMER SERVICES	B121	586.1			586.1								
STANDARD FURNITURE CO	V375	392.7							392.7				
STANDARD HEATING & AC CO	V174	472.3			409.7		34.2		28.4				
STANDARD HORIZON GPS	G130	482.1	482.1										
STANDARD HORIZON MARINE RADIOS	G430	818.8	818.8										
STANDARD HORIZON NAVIGATIONAL EQUIP	G130	257.4	257.4										
STANDARD INS AGENCY	B430	857.5							857.5				
STANDARD INS CO VAR INSURANCE	B429	1,355.1	1,348.1				7.0						
STANDARD LIFE GROUP INSURANCE	B412	296.1	296.1										
STANDARD MARKETING SVC INSURANCE DR	V829	823.1	823.1										
STANDARD OPTICAL	V135	544.5							544.5				
STANDARD PACIFIC HOMES	V171	8,127.2			4,555.3		3,333.5		238.5				
STANDARD TV & APPL STR	V371	4,167.2			3,114.0				1,053.2				
STANEK WINDOWS	H613	344.6							344.6				
STANFORD COINS&BUILLION COINS DR	V859	693.0									693.0		
STANFORD FINANCIAL GROUP CON SVC	B129	3,379.4	430.3		23.5			1,492.0	31.2	1,402.4			
STANFORD FINANCIAL GROUP CP	B129	1,301.0	1,297.4							3.5			

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
STANFORD ST JUDE/CHMPNSP	V163	1,934.5						1,751.5	7.6		175.3		
STANFORD UNIVERSITY	G810	554.5	387.1		146.5						20.9		
STANIS FURNITURE STORE	V375	285.4			242.9				42.4				
STANLEY 369 TRIPOD FLASHLIGHTS	H232	363.4	363.4										
STANLEY FATMAX LASER LEVEL	H624	302.7	302.7										
STANLEY FATMAX TAPE MEASURE	H624	472.4	302.7								169.7		
STANLEY FATMAX XTREME AUTO TRGR CLMP	H624	302.7	302.7										
STANLEY FATMAX XTREME TAPE MEASURE	H624	2,744.4						2,648.6	0.8		95.0		
STANLEY FLASHLIGHT	H232	2,201.6						1,332.2	19.4		850.0		
STANLEY FTMX XTRM ANTVB HAMMER	H624	440.6	440.6										
STANLEY FUBAR UTILITY BAR	H624	424.4							8.0		416.4		
STANLEY MAXLIFE 369 TRPD FLASHLIGHT	H232	302.7	302.7										
STANLEY STEEMER CRPT CLN	V179	44,171.3			170.3			4,617.7	31,178.6	4,929.8	3,275.0		
STANLEY TOOLS	H624	493.5	493.5										
STANLEY UTILITY BAR	H624	302.7	302.7										
STANTON & DAVIS ATTY	V151	830.4			830.4								
STANTON CARPETS	H131	759.7	759.7										
STANTON FURNITURE STORE	V375	773.3	773.3										
STAPLES CENTER	V166	1,063.8	32.7		926.2				105.0				
STAPLES OFFICE SUPPLY	V322	109,875.1	2,537.3		21,901.4	1,762.5	37.4	53,510.6	6,539.6	4,102.5	13,773.6	3,680.9	2,029.2
STAR ALLIANCE AIRLINE NETWORK	T419	1,212.7	938.3					73.6			200.7		
STAR AUTO DLR	V219	1,311.9			1,309.5		2.4						
STAR CLUB ELECTRONIC STR	V361	515.5			515.5								
STAR CMNTY PBLSHNG GRP RECRUITMENT	B912	1,196.2			1,196.2								
STAR ENTERPRISES AUTO	V219	321.7			321.7								
STAR EXTRA VIRGIN OLIVE OIL	F120	250.6	250.6										
STAR FORD	V211	386.3			384.9				1.5				
STAR FURNITURE STORE	V375	16,046.2			9,653.1			34.4		6,358.8			
STAR MAGAZINE NEWSPAPER ONLINE	B621	12,039.3	12,039.3										
STAR MOTORCYCLE	T131	1,032.0	630.7		89.8			67.8	21.2		222.5		
STAR NISSAN	V212	1,049.9			1,047.8			2.1					
STAR NURSERY	V358	2,221.1			2,210.7					10.3			
STAR PAVILION THEATER	V161	259.6			259.6								
STAR REAL ESTATE	B451	497.1			497.1								
STAR SUBARU	V212	408.6			98.5	310.1							
STAR TECHNICAL INST	G840	272.5			180.1			3.9		88.5			
STAR TOYOTA	V212	1,107.8			441.5					666.3			
STAR TRAVEL & TOURS	T420	363.5			363.5								
STARBUCKS COFFEE	F411	10,990.3	3,890.6		6,105.5	902.5	7.0					84.6	
STARBUCKS COFFEE & CREAM LIQUEURS	F722	353.3	331.7		21.6								
STARBUCKS COFFEE CO CP	G930	1,873.4			322.6	1,550.6			0.3				
STARBUCKS COFFEE STORE	G320	27,510.9	2,898.6	1,257.9	1,634.0	725.0	4,335.4	4,055.2	680.9		1,316.9	351.9	10,255.1
STARBUCKS FRAPPUCCINO RTS BEVERAGE	F450	270.8			270.8								
STARBUCKS RTS ICED COFFEE	F450	10,776.5	53.2		26.1			844.0			9,853.2		
STARBUCKS SIRENA ESPRESSO MACHINE	H221	278.4	278.4										
STARBURST BERRIES&CREME CANDY	F510	4,479.0						28.1	288.0	2,089.6	2,073.4		
STARBURST CANDY	F510	15,385.8						647.8	151.1	3,988.0	6,261.8	4,337.1	
STARDUST RE-RELEASE VIDEO	H532	497.0	497.0										
STARGATE ATLANTIS PAID PROMO	B642	665.1						0.0	15.6			649.4	
STARGATE ATLANTIS SERIES VIDEOS	H532	348.5							3.4	138.1	207.0		
STARGATE SG-1 PAID PROMO	B642	455.6								77.4		378.2	
STARGATE SG-1 SERIES VIDEOS	H532	465.9						19.5	0.5	60.6	385.2		
STARK & STARK ATTY	V151	436.0			3.7					432.2			
STARK CARPET STORE	V373	2,310.2	952.3		1,133.7	212.1							12.2
STARK CARPETS	H131	904.4	884.4										20.0
STARK HH FABRICS	H141	345.2	345.2										
STARKEY HEARING AIDS	D610	1,125.0										1,125.0	
STARLIGHT FOUNDATION/PSA	B323	1,827.2						1,771.6	55.6				
STARLIGHT THEATRE	V161	274.5			189.7		13.1		71.6				
STARPOWER HOME THTR STR	V361	313.9			313.9								
STARTR UNDERWRITING/LLC CP	B430	572.5	572.5										
STARTER SPORTSWEAR MEN	A141	1,646.9						388.8	144.4		1,113.7		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
STARVING ARTISTS ART SL	V352	5,649.8							5,649.8				
STARWOOD HOTELS&RESORTS	T431	1,361.5	312.0				1,049.5						
STARWOOD HOTELS&RESORTS HI	T432	1,987.4	928.9		547.1	230.4			112.3		168.6		
STARZ CABLE TV	B642	1,777.5	659.6		686.3		49.0		6.1		175.7	81.9	119.0
STATE CHILD HEALTH INS	B315	1,292.5			1,292.5								
STATE FAIR	V166	2,640.0			63.6		152.0		2,420.7		3.7		
STATE FAIR/VAR SPOON	V166	459.3							459.3				
STATE FARM AUTO & HOMEOWNERS INS	B422	4,853.6						3,963.0	461.7		418.2		10.7
STATE FARM AUTO INSURANCE	B422	141,116.4	1,442.5		1,122.4		3.3	65,849.2	13,592.9	108.1	55,489.3	3,425.5	83.3
STATE FARM BANK & STATE FARM AUTO INS	B121	614.3			614.3								
STATE FARM BANK CONSUMER SERVICES	B121	1,761.2			1,755.5		5.7						
STATE FARM BUSINESS INSURANCE	B423	735.7	735.7										
STATE FARM HOMEOWNERS INSURANCE	B421	10,660.8			50.9			3,363.0	1,143.3	30.2	6,065.1		8.3
STATE FARM INS AGENCY	B430	276.7	131.0		145.7								
STATE FARM INS CONSUMER SERVICES	B129	257.3	242.4		8.3		6.6						
STATE FARM INSURANCE & FIN SVC	B429	3,661.7	874.1		719.2	142.9		440.2	21.3	102.1	1,362.0		
STATE FARM INSURANCE CP	B429	5,434.3	3,035.1		103.5	844.0		506.6	38.9		906.3		
STATE FARM INSURANCE ONLINE	B429	6,108.0						5,492.2	108.2		507.7		
STATE FARM INSURANCE RECRUITMENT	B912	478.8	400.4		78.4								
STATE FARM INSURANCE VIGNETTE	B429	5,441.8						3,865.6	42.6	34.8	1,498.8		
STATE FARM LIFE INSURANCE	B411	1,893.0	1,741.3					60.0	1.2	2.4	88.1		
STATE FARM MTL AT INS CP	B429	339.4			339.4								
STATE FARM VAR INSURANCE	B429	34,378.0	77.1		8,179.2		21,496.8		723.7	213.0	742.1	1,411.2	1,534.9
STATE NATIONAL BANK CONSUMER SVC	B121	266.1			27.7		222.0		16.4				
STATE OF CA	B315	620.2			606.7		13.5						
STATE OF CT	B315	416.2			399.9	16.4							
STATE OF FL	B315	608.2			608.2								
STATE OF IN ATTY GENERAL	B315	1,300.5			1,300.5								
STATE OF MA	B315	1,580.7			1,580.7								
STATE OF MI	B315	278.3			278.3								
STATE OF NJ	B315	532.1			503.4	8.9	19.8						
STATE OF TX	B315	606.2			606.2								
STATE ROOFING INC	V171	452.7			452.7								
STATE ST GLOBAL ADVISORS CON SVC	B129	2,007.7	146.5		102.0	979.6	61.5				17.0		701.1
STATE ST GLOBAL ADVISORS FUNDS	B125	14,493.8	7,369.2		49.9	5,136.7			1,669.8		268.1		
STATE STREET B&T CONSUMER SVC	B121	301.8	119.9		106.3	28.4	47.2						
STATE STREET BANK CP	B121	277.7	277.7										
STATE THEATRE	V161	639.9			615.5	24.4							
STATE TREASURE OF NJ	B315	1,113.4			1,113.4								
STATE/MA TREASURY DEPT	B315	2,737.4			2,737.4								
STATEFARM.COM ONLINE	B429	358.2	358.2										
STATION ISLAND BOAT SALES	G430	325.7	325.7										
STATION ISLAND POOL&SPA	V175	346.5			346.5								
STATION ISLAND YACHT SLS	G430	1,204.3	1,197.8		6.4								
STATER BROS MARKET	V345	2,592.6			1,354.5				849.2				388.9
STATEWIDE REMODELING CO	V171	1,161.1		165.0	846.9		25.6		123.5				
STATIC GUARD SPRAY	H429	1,240.6	1,208.1									32.5	
STA-TIGHT ANTI-AGING SRM DRG/TOIL DR	V830	435.3			87.0				6.2		342.1		
STATION CASINO HTLS&CSN	T431	11,309.2			10,049.3		532.4		727.5				
STATION CASINO HTLS&CSN &FIESTA CSNS	T431	522.4							522.4				
STATLER BROS MUTLI-PDTS DR	V899	563.2		563.2									
STATOIL ENERGY CP	V173	389.5			97.5	292.0							
STATS HOME DCRTV CTR	V372	697.2			697.2								
STAUEER JEWELRY DR	V810	20,629.0	18,777.2	988.7	756.0	107.2							
STAY IN SCHOOL/PSA	B323	623.2							430.4		192.8		
STAYFREE DRY MAX CLN ULTR THN PD&WP	D230	1,923.5	1,923.5										
STAYFREE DRY MX ULTR THN MAXI PADS	D230	9,371.1	695.9						4,459.5	42.7	1,278.0	2,894.9	
STAYFREE MAXI PADS	D230	2,613.8	2,613.8										
STAYTEEN ORG/PSA	B323	841.8							833.9	7.9			
STEAD AUTOMOTIVE GROUP	V219	1,765.3			1,765.3								
STEAD FAST MOTORS	V219	480.7			480.7								
STEAK & ALE RESTAURANT	G320	344.5			198.8				144.7				1.0

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
STEAK N SHAKE RESTAURANT	G320	12,453.0			56.9		2,303.1		10,086.0				6.9
STEAK-UMM FROZEN STEAKS	F332	1,646.0							34.1	1,586.2	25.7		
STEAM PRO CARPET SERVICE	V179	752.1			731.4				20.7				
STEAMBOAT CO SKI AREA TP	T433	972.4	869.2		23.2			80.0					
STEAMBOAT CO SKI RESORT	T431	577.1	577.1										
STEAMBOAT GRAND HOTEL	T431	400.7	377.6		23.2								
STEAMBOAT SKI RESORTS	T431	1,209.8	865.4		344.4								
STEAMBOAT SPRINGS CO TP	T433	403.6	96.6		275.5		31.4						
STEAMFAST FABRIC STEAMER & IRON	H222	306.6	306.6										
STEELE & LOEBER CONTR	V171	606.3			606.3								
STEIN GARDEN&GIFTS CTR	V358	303.0							303.0				
STEIN GRDNS&GFTS LWN STR	V358	921.0			776.2				144.8				
STEIN MART CLOTHING STR MEN	V311	352.9	344.3		8.6								
STEIN MART DISC APPAREL FAMILY	V510	15,231.1			15,231.1								
STEIN MART DISC APPAREL WOMEN	V510	2,084.2			43.5				1,068.1		972.6		
STEIN MART DISC HOUSEHOLD	V570	1,312.4	1,228.9								83.5		
STEIN MART DISC MISC	V550	1,277.8			170.2				496.7		360.8	250.1	
STEIN MART DISC MULTI-PDTS	V590	3,961.0			8.9				723.5		1,459.9		1,768.6
STEIN MART DISC SALES ANNOUNCEMENT	V590	3,652.8			681.8				1,090.4		1,878.9		1.6
STEIN OPTICAL CENTERS	V135	600.1							600.1				
STEINER RANCH RE DEV	B452	345.0	257.2				87.8						
STEINGER ISCOE&GRN ATTY	V151	1,065.8							1,065.8				
STEINHAFELS FURN&CRPT ST	V375	5,702.8			1,569.6		6.0		4,127.2				
STEINHAUSEN JEWELRY DR	V810	1,134.5	1,134.5										
STEINWAY HALL PIANO STR	V369	343.2			222.4	120.8							
STEINWAY LYNGDORF STORE	V361	331.5	331.5										
STEINWAY PIANO GALLERY	V369	791.9			637.7	59.6	43.3		51.3				
STEINWAY PIANOS	G190	583.1			499.2	83.9							
STELLA ARTOIS BEER	F611	13,630.1	9,406.1		56.0		1,762.8	1,536.0			869.1		
STELLA FRAGRANCE WOMEN	D180	678.3	469.1	209.3									
STELLA FRAGRANCE WOMEN & TOIL	D180	316.5	316.5										
STELLA MCCARTNEY STORE WOMEN	V311	731.8	731.8										
STENO TYPE INSTITUTE	G850	494.9					24.5		470.4				
STEP 2 LIFESTYLE GRND WLK/KTCHN	G542	281.0	281.0										
STEPHANIE COLLECTION BRIDAL GOWNS W	A130	287.6	287.6										
STEPHEN AUTOMALL CENTRE	V219	570.7			458.8				112.0				
STEPHEN DWECK JEWELRY	A510	457.9	457.9										
STEPHEN L KLIMJACK ATTY	V151	361.1							361.1				
STEPHEN YEARICK BRIDAL GOWNS WOMEN	A130	359.6	359.6										
STEPHENS PRESS VAR BOOKS DR	V823	3,673.3			3,673.3								
STEPPENWOLF THEATRE CO	V161	827.7			827.7								
STEREO ADVNTG ELECT STR	V361	367.9			367.9								
STERKS SUPER FOODS STORE	V346	597.7			597.7								
STERLING B&T CONSUMER SERVICES	B121	678.8			391.7		43.3		243.8				
STERLING BANK CONSUMER SERVICES	B121	1,724.5			1,382.6		342.0						
STERLING HEIGHTS DODGE	V211	470.3			470.3								
STERLING INT'L TOWERS DEV	B452	401.9			251.7	150.2							
STERLING JEWELRY STORE	V314	3,157.7	111.7		14.2		1,274.6		33.3		113.2		1,610.7
STERLING LIFE INSURANCE	B411	2,210.5			35.9								2,174.6
STERLING MEDICAL INSURANCE	B412	2,549.2			90.0				2,459.2				
STERLING OPTICAL	V135	341.9			238.1		22.4		81.4				
STERLING PUB SUPERMARKET DIET BOOK	B610	306.6	306.6										
STERLING RESORTS	T431	855.0	383.8		20.6				450.6				
STERLING SAVINGS BANK CONSUMER SVC	B121	1,081.1			16.6				1,064.5				
STERLING SHOWER DOOR	H621	852.3	852.3										
STERLING VINTNERS WINE	F620	1,776.9	65.7		1,675.5	35.7							
STERLING/THE LAKE RE DEV	B452	769.9			730.1		39.8						
STERNRDRIVE ENG DLR	G430	462.8	462.8										
STEROIDABUSE.GOV/PSA	B323	1,265.2							1,258.6	6.6			
STETSON FRAGRANCE MEN	D410	4,325.0	3,363.3						112.9		848.9		
STEUBEN GLASS HM FRNSHNG	V372	500.5			0.5	500.0							
STEUBEN GLASS STORE	V355	463.9		463.9									

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
STEVE BAILEY HONDA	V212	268.4			239.7				28.8				
STEVE FOLEY CADILLAC	V211	3,183.5			3,183.5								
STEVE FOLEY CHEVROLET	V211	325.6			325.6								
STEVE MADDEN CLTHNG STR FAMILY	V311	311.7			95.4		216.3						
STEVE MADDEN SHOE STORE WOMEN	V313	1,130.0	941.1		188.9								
STEVE MADDEN SHOES WOMEN	A310	369.0	369.0										
STEVE RAYMAN AUTO DLR	V219	905.8			905.8								
STEVE RAYMAN CHEVROLET	V211	1,791.0			1,090.5				700.5				
STEVE RAYMAN CHRY JEEP	V211	324.3			118.8				205.6				
STEVE RAYMAN CHRY JP DG	V211	763.9							763.9				
STEVE THOMAS BMW	V213	668.7			668.7								
STEVE WYRICK PRSNL APPR	V161	361.9					361.9						
STEVEN CORN FURS STORE	V312	367.3			247.9				119.4				
STEVEN E SLOOTSKY ATTY	V151	309.5					11.4		298.0				
STEVEN LEE ATTY	V151	483.9					21.6		462.3				
STEVENS CREEK AUDI	V213	858.3			858.3								
STEVENS CREEK BMW	V213	557.9			556.2				1.7				
STEVENS CREEK MITSUBISHI	V212	1,243.6			1,243.6								
STEVENS CREEK NISSAN	V212	563.7			563.7								
STEVENS CREEK PORSCHE	V213	449.7			449.7								
STEVENS CREEK SUBARU	V212	893.0			893.0								
STEVENS CREEK TOYOTA	V212	381.2			381.2								
STEVENS FURNITURE STORE	V375	335.9			335.9								
STEVENS-HENAGER COLLEGE	G810	467.3							467.3				
STEVES WHOLESAL TOOL	V376	621.9			621.9								
STEVINSON CHEVROLET	V211	772.1			772.1								
STEVINSON LEXUS	V212	322.7			143.5				179.2				
STEVINSON SCION TOYOTA & WEST AUTO	V212	946.7			946.7								
STEW LEONARDS FOOD STORE	V346	1,583.2			1,583.2								
STEW LEONARDS FRM/FDS ST	V346	483.2			471.5	11.7							
STEW LEONARDS WINE SHOP	V341	606.9			504.4	102.4							
STEWART & STEWART ATTY	V151	285.7							285.7				
STEWART CADILLAC CHEV	V211	322.8			313.7				9.1				
STEWART ENT FUNERAL HOME	V157	676.4					68.5		10.8				597.1
STEWART PROJECTION SCREENS	G149	265.0	265.0										
STEWART ROTHS OAK CNCTN	V379	437.5			437.5								
STEWARTS AC & HTG SVC	V174	579.7			579.7								
ST-GOBAIN CP	G930	992.9	455.7		85.3	451.9							
STI CO PRE-PAID PHONE CARD	B231	292.8							292.8				
STICKLEY AUDI&CO FURN ST	V375	4,243.3	111.5		2,482.3	1,506.4			143.1				
STICKLEY FURNITURE	H121	531.3	137.2	331.6	56.0				6.5				
STICKLEY FURNITURE STORE	V375	1,151.7			938.4	156.9			56.3				
STICKS N STUFF FURN STR	V375	2,515.5							2,515.5				
STICKUP BULB HOUSEHOLD DR	V872	395.8							0.0		395.8		
STICKY SHEETS MISC DR	V859	406.1									406.1		
STIHL AUTOCUT TRIMMER	G711	254.2			254.2								
STIHL BLOWER	G711	3,114.4			676.3	2,435.8			0.1		2.2		
STIHL BLOWER & CHAIN SAW	G711	878.2			623.3				255.0				
STIHL BLOWER & SAW	G711	3,760.8			3,760.8								
STIHL BLOWER & TRIMMER	G711	1,124.7			1,035.7	71.4			17.6				
STIHL CHAIN SAW	H624	6,899.9	20.3		2,490.1	4,047.3			259.6		82.5		
STIHL LAWN & GARDEN EQUIP	G711	31,909.5			28,071.1	3,784.2			54.2				
STIHL POWER TOOLS	H624	1,945.1			1,513.0	214.3	4.5		0.3	27.2	164.7		21.0
STIHL TRIMMER	G711	2,167.6			1,468.9	571.5			127.1				
STIHL WEED TRIMMER	G711	3,013.6			2,997.2						16.5		
STIHL YARD BOSS YARD CARE SYSTEM	G711	411.7	407.2						4.5				
STIVERS LINCOLN MERCURY	V211	250.1							250.1				
STOCK YARDS B&T CONSUMER SERVICES	B121	341.1			170.4		73.1		97.6				
STOCKBURGER CHEVROLET	V211	318.5			318.5								
STOCKINVESTOR.COM ONLINE	B670	310.3									310.3		
STOCK-PROFIT COMPASS ONLINE	B670	605.0	328.6			276.4							
STOCKTRADING.COM ONLINE	B140	390.8									390.8		

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
STOKKE SLEEPY BABY FURNITURE	H121	313.9	313.9										
STOKKE TRIPP TRAPP BABY FURNITURE	H121	853.4	853.4										
STOLICHNAYA FLAVORED VODKA	F734	1,843.2	928.8									914.3	
STOLICHNAYA STOLI BLBR FLAVORED VDK	F734	655.9	655.9										
STOLICHNAYA VODKA	F734	8,646.2	7,786.0									860.2	
STOMP MUSIC&DANCE PRFRMC	V161	1,036.4						619.8		392.9		23.6	
STOMP THE YARD VIDEO	H532	4,003.6	196.2						2,239.4	111.5	370.6	964.2	
STONE AGE DESIGNS	V379	345.4	345.4										121.7
STONE CREEK FURN FACTORY	V375	2,225.5			1,674.4					551.2			
STONE MAGIC FIREPLACE MANTELS	H619	313.8	313.8										
STONE MT FLRNG OTLT STR	V373	438.1			438.1								
STONE MTN CARPET ML OTLT	V373	386.8			135.5					251.3			
STONE MTN FLOORING OTLT	V373	785.8								785.8			
STONE MTN HANDBAGS WOMEN	A410	829.6	246.4	583.2									
STONE MTN NISSAN	V212	514.2			15.6					498.6			
STONE MTN PARK	V166	606.4			6.3					478.5			121.6
STONE MTN TOYOTA	V212	967.1								967.1			
STONE PLUS STORE	V358	285.3			285.3								
STONE RIDGE/FRFLD DEV	B452	265.7		84.5	24.1	157.1							
STONE STREET CAPITAL CONSUMER SVC	B124	4,038.9							70.4	1,145.8	2,822.7		
STONEBRAE CC DEV	B452	266.8			266.8								
STONEBRIAR CHEVROLET	V211	1,553.0			1,553.0								
STONEBRIAR CHEVROLET RECRUITMENT	B912	252.1			252.1								
STONEBRIDGE BANK CONSUMER SERVICES	B121	644.8			644.8								
STONEBRIDGE LIFE INS CO INS DR	V829	8,127.7						826.0	729.3	2,201.2	4,371.2		
STONEHAM FORD	V211	384.9			369.2		15.7						
STONELEGENDS.COM STORE ONLINE	V376	645.9	645.9										
STONERIDGE AUTO DLR	V219	5,844.2			5,844.2								
STONEVILLE COTTON SEEDS	G725	395.4							202.0	148.8			44.5
STONEWALL KITCHEN MULTI-PDTS DR	V899	273.9	273.9										
STONEWATER CV RES CLB&RS	T431	341.4			341.4								
STONEYBROOK FURN STR	V375	767.8			767.8								
STONY BROOK UNIV HOSP RECRUITMENT	B912	572.5			572.5								
STONY BROOK UNIVERSITY	G810	1,067.0	116.9	927.5									22.5
STONY ISLAND FOOD MART	V346	252.2			252.2								
STONYFIELD FARM FT FR YGRT&LGHT SMTH	F311	445.2	445.2										
STOOL & DINETTE FACTORY	V375	285.8			285.8								
STOP & SHOP SUPERMARKET	V345	20,131.4	106.6		2,257.1		60.0		13,329.6				4,378.0
STOP & SHOP SUPERMARKET CP	G930	515.2	56.0		459.2								
STOP & SHOP SUPERMARKETS RECRUITMENT	B912	402.4			402.4								
STOP N SHOP SUPERMARKETS	V345	984.4											984.4
STOP SMOKING/HYPNOSIS SEMINAR	G820	420.3			420.3								
STOPWASTE ORG	B329	339.4			54.4		285.0						
STORAGE BARN STORAGE SVC	V179	564.0							564.0				
STOUFFERS CORNER BISTRO FRZN ENTREES	F260	418.4	241.4						64.9				112.2
STOUFFERS CORNER BISTRO FRZN FLTBRDS	F260	9,251.8	20.4						6,081.7	472.6	116.8	2,560.3	
STOUFFERS CORNER BISTRO FRZN PANINI	F260	21,459.6	4,563.9						9,913.2	1,357.8	139.7	5,388.4	96.6
STOUFFERS FROZEN DINNERS	F260	1,525.0	1,525.0										
STOUFFERS FROZEN ENTREES	F260	6,019.2	5,972.5							46.7			
STOUFFERS HOMESTYLE FROZEN DINNERS	F260	1,855.0	1,855.0										
STOUFFERS VIGNETTE	F900	711.6									711.6		
STOVE TOP STUFFING MIX	F341	9,460.1	7,297.4	1,955.1								90.1	117.5
STOWERS FURNITURE CO	V375	564.3			220.6					343.7			
STRACK&VAN TIL MEGA MART	V345	4,929.6			4,794.2			135.5					
STRADA MOBILE NAVIGATION SYSTEM	H513	367.2	367.2										
STRAND AT HEADLANDS DEV	B452	332.1	169.7		162.4								
STRANGE ENGINEERING AUTOMOTIVE DR	V880	331.1	331.1										
STRANGER THAN FICTION VIDEO	H532	2,847.2	93.6						1,544.2	156.7	344.2	708.4	
STRASBURG CLOTHING STORE CHILDREN	V311	287.6	287.6										
STRASS CRYSTAL STONES	A510	510.6	510.6										
STRATEGIC HERBICIDE	G724	510.2											510.2
STRATFORD CAREER INST CORR SCH DR	V854	1,986.9	731.5						170.7	727.2	357.6		

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
STRATOSPHERE TWR HTL&CSN	T431	1,980.9	224.6		20.3		1,735.8		0.3				
STRATTON MTN RESORT	T431	310.1	221.1		9.0			40.0	40.0				
STRAUB MOTORS	V219	1,289.9			1,284.3		5.6						
STRAUSS DISC AUTO PARTS	V380	1,493.8			1,493.8								
STRAWBERRYFROG CP	G930	781.9	781.9										
STRAX INSTITUTE	V133	302.4							302.4				
STRAYER UNIVERSITY	G810	4,871.9			337.8		905.9		3,609.6				18.7
STREET BEASTS AUTOMOTIVE DR	V880	1,616.6	911.3								705.3		
STRESS ERASER DRUGS/TOILETRIES DR	V830	2,993.7	1,946.0	830.3		217.4							
STRESS ERASER MISC DR	V859	256.8			215.7	41.1							
STRESSERASER DRUGS/TOILETRIES DR	V830	4,397.1	3,773.8	522.5	20.1	80.7							
STRESSLESS STNG FURN STR	V375	412.8			412.8								
STIRLING & ASSOC RE DEV	B452	696.0		350.9		281.5	63.6						
STRICTLY WHSL FURN&RUGS	V375	264.6			264.6								
STRIDE RITE SHOES CHILDREN	A310	1,276.1	915.5		64.6					296.1			
STRIDE RITE SNEAKERS CHILDREN	A321	879.8	207.7							672.1			
STRIDE SUGAR FREE GUM	F520	27,834.2	3,367.9					16,202.0	129.5	137.5	7,997.2		
STRI-DEX MEDICATED PADS	D552	816.6	816.6										
STRI-DEX POWER PADS ACNE PADS	D552	653.2	653.2										
STRIVECTIN-HC ANTI-AGING HAND CREAM	D110	1,706.4	1,706.4										
STRIVECTIN-HS ANTI-WRINKLE TREATMENT	D110	6,453.4	3,453.9	2,999.6									
STRIVECTIN-HS DRUGS/TOILETRIES DR	V830	5,578.0	2,167.0	3,370.4	40.5								
STRIVECTIN-SD ANTI-WRINKLE TREATMENT	D110	8,426.4	3,697.3	2,611.6	52.4			44.2	1,542.6	478.2			
STRIVE AWARENESS/PSA	V830	292.1									292.1		
STROLL/FITNESS/BABYTALK	B323	674.2		264.0				302.6	327.2		44.4		
STRUCTURED STMNT INV CONSUMER SVC	B623	264.0											
STRUT MAGAZINE	B129	336.9							161.8		175.1		
STRYKER JOINT REPLACEMENT SYSTEM	B623	509.8			509.8								
STS CAR SERVICE CENTERS	D690	1,257.3						1,246.0		11.3			
STUART PRENATAL VITAMINS	V241	351.1			351.1								
STUART WEITZMAN HANDBAGS & SHOES W	D541	318.3	318.3										
STUART WEITZMAN SHOE STR WOMEN	A410	1,548.3	1,319.6	228.7									
STUBHUB TICKETS AGENCY	V313	2,125.7	1,902.1	218.3	5.2								
STUBHUB TICKETS AGENCY ONLINE	V169	2,979.9	124.0		10.6		55.5					2,789.8	
STUDENT LENDING WORKS CONSUMER SVC	V169	2,132.6	215.2				58.8	256.9		181.9	788.5	631.2	
STUDENT RECOGNITION/PSA	B121	407.6			219.9				187.7				
STUDIO 54 THEATRE	B323	632.5							632.5				
STUDIO BECKER KITCHEN CABINETS	V161	358.0				358.0							
STUDIO LINE FULL OF IT UPRIGHT SPRAY	H619	1,255.3	1,255.3										
STUDIO LINE HOT STRAIGHT HAIR CREAM	D330	2,181.3	2,181.3										
STUDIO LINE TGHLY WND CURL BSTNG/GL	D330	1,091.6	1,091.6										
STUDIO LN INDSTRCTBL EXTRM SPKNG GL	D330	886.6	886.6										
STUDIO MOVIE GRILL THTR	D330	1,192.3	1,192.3										
STUDLEY RE DEV	V165	271.7			271.7								
STUFF VIP TRAVEL SERVICE	B452	310.0			18.2	291.8							
STUPID PRICES STORE	T420	1,400.7	1,400.7										
STUTTERING FNDTN/AMERICA	V359	267.5						267.5					
STYGIAN PUBLISHING VAR BOOKS	B329	987.6	837.2	49.8	100.6								
STYLE AGENDA/ESQUIRE	B610	307.8			307.8								
STYLE CABLE TV	B623	1,582.3	1,582.3										
STYLE LOUNGE EVENT	B642	4,767.4	3,513.6				192.3					1,061.5	
STYLE WATCH LIVE/PEOPLE	V169	351.6	351.6										
STYLE.COM ONLINE	B623	688.6	688.6										
STYLES CHECK CO PRINTED PDTS DR	B670	2,593.2	2,526.9				66.3						
STYL-HOW DO I LOOK PAID PROMO	V829	1,330.2	1,054.0		276.2								
SUAVE DRUGS & TOILETRIES	B642	351.6	351.6										
SUAVE HAIR CARE PDTS	D900	730.8	730.8										
SUAVE PROF EXTREME STR DLY LV-IN CND	D320	5,744.0	4,663.1	1,065.6					12.6		0.5		2.2
SUAVE PROF HAIR STYLING&HLDNG PDTS	D320	2,040.7						1,322.4	22.5	138.0	557.8		
SUAVE PROF HEALTHY CURLS ANT-FRZ CRM	D330	3,091.6						1,115.7	44.3	882.1	1,049.5		
SUAVE SHAMPOO & CONDITIONER	D320	2,180.3						1,384.0	11.9	265.9	518.5		
	D320	333.9									333.9		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SUAVE VAR PDT\$	D390	6,131.8						2,712.1	126.3	1,899.3	1,394.2		
SUAVE VOLUMIZING HAIR CARE PDT\$	D390	2,039.7						1,225.2	34.6	263.0	517.0		
SUBARU & TOY/MORRISTOWN	V212	442.4			442.4								
SUBARU AUTO DIV CP	T112	528.4				528.4							
SUBARU AUTO&TRK DIV CP	T115	10,033.1	679.0			1,585.1		698.5	377.9		6,692.6		
SUBARU AUTO&TRK VAR	T115	13,288.5	678.3			264.2	579.1	755.4	4,598.3		5,668.1		745.1
SUBARU AUTOS IMPREZA	T112	29,178.9	8,315.3			112.4			5,369.5	5,478.5		9,823.8	79.5
SUBARU AUTOS IMPREZA LEASING	T112	5,591.5				61.0	108.7		280.5	3,385.8		1,755.6	
SUBARU AUTOS LEGACY	T112	8,295.5	7,895.9							285.7		113.8	
SUBARU AUTOS OUTBACK WAGON	T112	27,767.6	6,767.7			50.1	129.5		3,500.9	5,272.3		11,843.0	204.3
SUBARU AUTOS OUTBACK WAGON LEASING	T112	1,724.5				73.9			159.2	403.6		1,087.8	
SUBARU AUTOS VAR	T112	465.1	219.3			69.8	168.6			7.4			
SUBARU AUTOS WRX	T112	546.5									546.5		
SUBARU DLR ASSN FORESTER	T122	1,040.9							1,040.9				
SUBARU DLR ASSN IMPREZA	T122	1,505.5								565.8			939.7
SUBARU DLR ASSN IMPREZA LEASING	T122	882.0								882.0			
SUBARU DLR ASSN LEGACY	T122	752.4								6.7			745.7
SUBARU DLR ASSN OUTBACK WAGON	T122	2,588.8								1,793.5			795.4
SUBARU DLR ASSN TRIBECA	T121	422.5								422.5			
SUBARU DLR ASSN VAR AUTO&TRK	T122	3,274.4								1,087.6			2,186.8
SUBARU DLR ASSN VAR AUTOS	T122	8,902.6				8,261.9							640.7
SUBARU OF STAMFORD	V212	425.7				274.9	150.8						
SUBARU OF THOUSAND OAKS	V212	282.6				282.6							
SUBARU TRUCKS FORESTER	T118	8,470.0	5,516.9							2,945.7		7.4	
SUBARU TRUCKS TRIBECA	T118	22,909.5	8,752.6			8.7			2,845.5	4,007.7		7,295.0	
SUBARU TRUCKS TRIBECA LEASING	T118	2,684.6								956.1		1,728.5	
SUBARU/AMERICA INC CP	T115	843.0				843.0							
SUBURBAN AUTO DLR	V219	1,268.1				1,268.1							
SUBURBAN CHEVROLET	V211	533.9				276.3				257.6			
SUBURBAN CHRYSLER	V211	2,399.7				2,399.7							
SUBURBAN CHRYSLER JEEP	V211	267.2				267.2							
SUBURBAN COLLECTION AUTO	V219	463.7				463.7							
SUBURBAN FORD	V211	842.2				765.7				76.4			
SUBURBAN HUMMER	V211	318.0				318.0							
SUBURBAN IMPORTS AUTO	V219	630.6				630.6							
SUBURBAN SUBARU	V212	254.8				254.8							
SUBWAY RESTAURANT	G320	324,878.5	545.8			611.4	66.7	4,842.2	133,775.2	94,778.7	32,221.1	49,239.4	5,440.7
SUBWAY RESTAURANT VIGNETTE	G320	2,746.9							1,832.2	531.6		383.1	
SUB-ZERO MAJOR APPLIANCES	H219	1,001.3	1,001.3										
SUB-ZERO REFRIGERATOR	H211	3,765.4	2,437.7						324.1	6.1		997.5	
SUB-ZERO REFRIGERATOR & WOLF RANGE	H211	763.7							140.5	25.0		598.2	
SUCCESS BOIL-IN-BAG BROWN RICE	F324	1,085.5	1,085.5										
SUCCESS BOIL-IN-BAG RICE	F324	2,169.7	2,169.7										
SUCCESS VISION EXPRESS	V135	370.3						3.2		367.1			
SUCRETS COMPLETE LOZENGES	D522	377.3								281.2			96.1
SUCRETS DEFENSE LOZENGES	D522	462.0	462.0										
SUDACARE SHOWER SOOTHERS VPRZNG TABS	D521	2,500.1							1,236.7	82.7	683.0	497.8	
SUDACARE/VAPOR PLG/VPRZR & SHWR STHRS	D610	3,944.3		630.7					1,710.8	83.8	375.8	1,143.2	
SUDAFED DECONGESTANT TABLETS	D521	1,059.0									0.5		1,058.6
SUDAFED PE NASAL DECONGESTANT TABS	D521	34,459.3							22,897.2	1,853.0	3,456.4	5,386.2	866.5
SUDAFED PE QUICK DISSOLVE STRIPS	D521	4,024.8							2,113.3	58.2	265.2	581.3	1,006.7
SUDDEN CHANGE UNDER EYE FIRMING SRM	D110	2,203.2								74.8	1,833.7	294.7	
SUDDENLINK CABLE	B241	790.2						666.5		123.8			
SUDDENLINK CABLE & ISP	B241	430.0						108.6		321.4			
SUDDENLY SLENDER BDY WRP	D800	257.0	233.6		23.5								1,095.4
SUDIA DAIRY PDT\$	F319	1,095.4											
SUDOKU PUZZLE	G512	580.1	569.9					10.2					
SUE PATRICK CLOTHING STR WOMEN	V311	371.8				371.8							
SUFFOLK DOWNS RACE TRACK	V163	526.7				239.1					287.6		
SUFFOLK UNIVERSITY	G810	490.8				456.7	12.9	19.2		2.0			
SUGAR ASSN SUGAR	F110	1,315.3									1,199.5		115.7
SUGAR IN THE RAW SUGAR	F110	3,720.3	1,587.9							232.8	142.2	846.6	910.8

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SUITE LIFE/ZCK&CDY/VCTRY &CORY/HS VD	H532	381.2						65.3	0.0		315.9		
SUITEPLAY HM FRNSHNG STR	V372	465.3			465.3								
SUITSMART MENSWEAR STORE FAMILY	V311	284.6								284.6			
SUITS 20/20 MENSWEAR STR MEN	V311	856.1			856.1								
SULLIVAN TIRE STORE	V241	283.6			261.5				22.1				
SULLIVAN UNIVERSITY	G810	483.2					75.1		408.1				
SUMITOMO MTS BNKNG CORP CP	B121	250.3	104.3			146.0							
SUMMA HEALTH SYSTEMS	V133	591.8			364.6		218.1		9.0				
SUMMACARE MEDICAL INSURANCE	B412	1,326.3			1,112.7				213.6				
SUMMER CLASSICS OUTDOOR FURNITURE	H121	369.1	128.6		240.5								
SUMMER CLSCS FCTRY OTLT	V359	527.8			519.8				8.0				
SUMMER PLAY FESTIVAL	V169	252.7	147.8			19.2			85.8				
SUMMERFEST	V169	287.1			56.7		156.3		73.6		0.6		
SUMMERLIN COMMUNITY	B452	955.1							955.1				
SUMMERS EVE FEMININE CLEANSING CLTHS	D230	1,512.8						877.3	1.4	126.2	507.9		
SUMMERS EVE FOAMING BATH	D223	2,509.3						322.9	18.0	1,617.1	551.3		
SUMMERS EVE SHOWER GEL	D223	3,759.7						473.4	23.2	2,120.0	1,143.1		
SUMMIT COMM SVC	B229	741.2				741.2							
SUMMIT ENTERTAINMENT	V161	407.8					407.8						
SUMMIT ENTERTAINMENT P2 MOVIE	B660	7,415.1	9.4		1,446.1	315.5		1,087.9	1,156.0	168.3	3,150.3		81.6
SUMMIT FED CREDIT UNION CON SVC	B124	402.0			377.2		24.8						
SUMMIT FOR SOMEONE	V169	290.9	290.9										
SUMMIT GARDEN GIRLZ MEADOW MNSN	G521	786.3						116.8	0.0		669.4		
SUMMIT HEALTH PLANS MED & DENTAL INS	B412	683.3			683.3								
SUMMIT RACING EQUIP AUTOMOTIVE DR	V880	1,004.9	834.6								170.3		
SUMMIT RACING EQUIP CTLG	B629	458.8									458.8		
SUMMIT RESEARCH DEPRESSION STUDY	V139	536.6						536.6					
SUMMIT TOYS DR	V851	549.8							1.2	16.2	532.4		
SUMMER HARRINGTON INVMT CONSUMER SVC	B129	1,263.2			1,108.9	154.4							
SUN & SKI SPORTING GOODS	V365	578.7			578.7								
SUN AUTO WAREHOUSE & SUN CHEVROLET	V219	737.0							737.0				
SUN CAL ENERGY INC CP	V173	991.1	991.1										
SUN CHIPS MULTIGRAIN SNACKS	F530	9,969.1	3,825.7					3,664.1	0.7		2,478.7		
SUN CITIES FINANCIAL CONSUMER SVC	B129	396.7			396.7								
SUN CITY RV	V232	330.7			327.6		3.1						
SUN COUNTRY AIRLINES DOM	T413	1,252.0			613.4		638.6						
SUN COUNTRY AIRLINES ONLINE	T413	684.1							684.1				
SUN DEVIL AUTO SERVICE	V241	1,460.1			1,380.6				79.5				
SUN ENERGY CONTRACTOR	V171	1,090.4			1,090.4								
SUN HARVEST FOOD STR	V346	414.4			414.4								
SUN IN HAIR LIGHTENER	D310	811.2	682.5								128.6		
SUN MICROSYSTEMS INC CP	B512	2,549.4	2,250.0		143.1	156.3							
SUN MTN LODGE	T431	418.6			338.8				79.8				
SUN NATL BANK CONSUMER SERVICES	B121	954.7			952.6		2.1						
SUN PASS ELECT TOLL SVC	V180	744.2			0.7				743.4				
SUN SENTINEL NEWSPAPER	B622	1,089.7								1,089.7			
SUN SENTINEL.COM ONLINE	B622	443.2								443.2			
SUN SHINE FLR&DSGN GLRY	V373	306.4			273.8				32.7				
SUN SOLARIS SOFTWARE	B532	281.3			27.1	254.2							
SUN SPORTS CABLE TV	B642	555.2			216.9		338.3						
SUN STATE FORD	V211	305.0			58.5		13.4		233.0				
SUN VALLEY BRONZE DECORATIVE HRDWR	H190	268.2	268.2										
SUNBEAM APPLIANCES DR	V872	1,507.8	42.8					11.9	18.3		1,434.8		
SUNBEAM ROCKET GRILL	H221	337.4						337.4					
SUNBELT BUS BROKERS BP	B911	1,126.6			1,126.6								
SUNBRELLA AWNINGS	H619	963.6	963.6										
SUNBRELLA HOUSEHOLD FABRICS	H141	1,362.1	1,079.4						1.8	117.6	163.3		
SUNBURST SHUTTERS CENTER	V376	447.9							447.9				
SUNBURST SHUTTERS STORE	V374	1,471.8			1,471.8								
SUNCAL RE DEV	B452	1,044.8			4.7		1,040.0						
SUNCOAST BUICK DLR ASSN	T121	402.4			402.4								
SUNCOAST CASINO	V169	1,534.6			1,488.8				45.8				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SUNCOAST SCH FED CRDT UN CON SVC	B124	4,244.2			3,466.1		205.0		573.1				37.4
SUNCOM WIRELESS SERVICE	B223	13,200.7			4,853.3		200.8		8,109.2				
SUNCOM WIRELESS STORE	V329	1,822.6			1,665.4		3.5		153.7				
SUNCRUZ CASINO	V169	756.9			71.4		391.2		294.3				
SUNDANCE CABLE TV NTWRK	B642	2,518.9	1,047.5	343.1		201.0	927.3						
SUNDANCE SPA	H621	691.6	648.1						39.3	4.3			
SUNDANCE SPAS HOME & BLDG PDTS DR	V879	1,711.6	1,711.6										
SUNDANCE-ICONOCLASTS PAID PROMO	B642	316.6	316.6										
SUNDOWN SKI & PATIO FURN	V375	331.4			324.8	6.7							
SUNFLOWER GROUP CMO	B652	264.6			264.6								
SUNGARD BUSINESS SERVICE	V129	719.7	719.7										
SUNKIST ALMOND ACCENTS SLICED ALMNDs	F530	1,292.0	1,292.0										
SUNKIST SOFT DRINK	F441	4,023.5					1.0	4,022.4	0.1				
SUN-MAID RAISINS	F322	4,352.5	948.4				35.2		0.3		3,368.7		
SUN-MAID VAR FOOD PDTS	F900	404.6	404.6										
SUNMARK FED CREDIT UNION CON SVC	B124	511.7			292.0		141.2		78.5				
SUNNY D BLENDS RTS FRUIT JUICE	F420	4,407.6						1,941.2	3.4		2,463.0		
SUNNY D RTS FRUIT DRINK	F420	8,350.0	982.9					2,308.4	70.4		4,988.3		
SUNNSIDE TOYOTA	V212	370.2							370.2				
SUNNYVALE AUTOROW	V219	5,275.5			5,251.6				23.9				
SUNNYVALE FORD	V211	3,018.7			2,909.1				109.6				
SUNNYVALE TOYOTA	V212	3,891.5			3,891.5								
SUNOCO DLR SERVICE	V242	672.8						185.5	75.7		411.6		
SUNOCO GASOLINE	T211	3,042.6	275.0		4.3			2,246.7	264.2		252.4		
SUNPAK CAMERA ACCESSORIES	G142	366.4	366.4										
SUNPAK TRIPODS	G142	554.9	554.9										
SUNPORCH STRUCTURES HM&BLDG PDTS DR	V879	549.7	549.7										
SUNPRO SENSOR TSTR PLS&CD SCNNR	T144	278.2	278.2										
SUNRISE ASSISTED LIVING	V134	293.6			261.6				31.9				
SUNRISE AUTO DLR	V219	426.9			426.9								
SUNRISE CHEVROLET	V211	1,231.4			1,231.4								
SUNRISE FORD	V211	862.5			777.1		18.9		66.6				
SUNRISE HONDA MTRSPRTS	V233	265.4			156.0				109.4				
SUNRISE SENIOR LVNG CTR	V134	1,597.7			1,565.6				32.1				
SUNRIVER RESORT	T431	482.4	370.8		111.5								
SUNROAD AUTOMOTIVE GROUP	V219	435.5			435.5								
SUNSEEKER YACHTS	G430	1,058.8	1,058.8										
SUNSEEKER YACHTS BRKRG	G430	479.8	479.8										
SUNSET BAY RE DEV	B452	299.6			164.4		114.7		20.6				
SUNSET CELEBRATION WKND	V169	289.8	289.8										
SUNSET CHEVROLET	V211	502.2			18.3		11.1		472.8				
SUNSET FALLS RE DEV	B452	808.3			668.2		140.1						
SUNSET FOODS STORE	V346	882.9			882.9								
SUNSET FORD	V211	1,250.4			1,151.4				98.9				
SUNSET IDEA HOUSE	B623	330.0	330.0										
SUNSET MAGAZINE ONLINE	B623	957.0	957.0										
SUNSET MAGAZINE PRINTED PDTS DR	V829	485.8	485.8										
SUNSET PUBLISHING GUIDE	B629	1,366.2	1,366.2										
SUNSET STATION HOTEL&CSN	T431	315.0			94.5		203.9		16.6				
SUNSET WINE CLUB	V341	514.7	514.7										
SUNSET WINE CLUB BEVERAGE DR	V840	574.4	574.4										
SUNSETTER HOME & BUILDING PDTS DR	V879	70,274.3	5,060.9	1,398.6	2,104.8	281.1		778.0	378.4	496.0	59,776.4		
SUNSHINE CHEEZ-IT CRACKERS	F343	23,656.5	7,340.2					9,326.0	86.6	2,421.2	4,482.5		
SUNSHINE CHEEZ-IT STIX	F343	9,112.1	1,787.3					3,438.9	74.7	2,509.8	1,301.5		
SUNSHINE CINEMA	V165	330.7				330.7							
SUNSHINE DODGE ISUZU	V219	353.8			353.8								
SUNSHINE DRAPERY&INT STR	V374	315.7			267.8				47.9				
SUNSHINE FURNITURE STORE	V375	615.0			431.5				183.5				
SUNSHINE HOUSE CHILD CTR	G850	752.0	631.7		4.8				115.4				
SUNSHINE MOVIE	B660	663.6			656.5	7.1							
SUNSHINE PAGES DIRECTORY	B232	336.8						42.0		294.8			
SUNSILK ANTI-FLAT HAIR CARE PDTS	D320	1,583.7	1,583.7										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SUNSILK ANTI-FLAT HR CR&STYLNG PDTTS	D320	24,698.5	404.7					16,876.8	93.8	3,788.4	3,534.8		
SUNSILK ANTI-FLAT SHAMPOO	D320	687.2	156.0					518.2	7.5		5.5		
SUNSILK ANTI-FLAT WGHTLS VLMZNG CRM	D330	1,966.9						1,070.5	13.7	609.9	272.8		
SUNSILK ANTI-FRIZZ HAIR CARE PDTTS	D320	557.5	557.5										
SUNSILK ANTI-POOF 24/7 COND CREME	D320	2,129.0						1,292.5	8.9	529.1	298.6		
SUNSILK ANTI-POOF HR CR&STYLNG PDTTS	D320	1,017.3	947.2						0.4		69.7		
SUNSILK COLOR BOOST HAIR CLR TRTMNT	D310	19,533.1	5,672.6					9,383.3	64.7	1,845.0	2,567.5		
SUNSILK HAIR CARE & STYLING PDTTS	D390	986.8	904.9						0.1		81.8		
SUNSILK HYDRA TLC HR CR&STYLNG PDTTS	D320	9,755.7	2,665.4					4,591.1	80.7	1,249.2	1,169.4		
SUNSILK HYDRA TLC SHAMPOO	D320	419.6	419.6										
SUNSILK STRAIGHTEN UP 24/7 COND CRM	D330	2,421.2						1,542.6	16.7	452.1	409.8		
SUNSILK STRAIGHTEN UP HAIR CARE PDTTS	D320	7,356.3	1,097.9					4,111.4	39.6	658.6	1,448.8		
SUNSILK THERMASHINE HR CR&STYL PDTTS	D320	325.4						208.0	1.1	86.3	30.0		
SUNSILK VAR SHAMPOOS	D320	666.6	666.6										
SUNSWETT ONES PRUNES	F322	10,323.2						4,117.1	116.6	1,909.1	4,180.5		
SUNSWETT RTS PLUM SMART JUICE	F420	7,301.1						2,448.0	261.6	1,822.3	2,769.2		
SUNTRUP AUTO ENTERPRISES	V219	5,105.3			5,088.4				16.9				
SUNTRUP FORD	V211	260.8			219.2				41.6				
SUNTRUP NISSAN	V212	599.2			583.3				15.9				
SUNTRUP WEST COUNTY BMW	V213	850.4			810.4				39.9				
SUNTRUP WEST COUNTY VLV	V213	494.4			494.4								
SUNTRUST BANK BUSINESS SERVICES	B121	1,481.6	402.4		891.2	187.9							
SUNTRUST BANK CONSUMER SERVICES	B121	37,121.5	156.2		22,312.3		117.4		4,183.3				10,352.3
SUNTRUST ROBINSON HMPHR BUSINESS SVC	B122	1,082.9			1,082.9								
SUPER 8 MOTELS	T431	10,228.9	1.3		2.4		3,674.0	199.7	53.1	1,907.4	4,057.2	333.9	
SUPER AUTO SALES	V219	279.8							279.8				
SUPER CLUBS RESORT CARIBBEAN	T432	1,310.2	997.9		0.3	312.0							
SUPER CLUBS RESORT JAMAICA	T432	1,618.7	1,098.7			520.0							
SUPER CLUBS TOURS	T420	260.0				260.0							
SUPER COLON CLEANSE LAXATIVE	D532	597.8							15.3	582.5			
SUPER COLON CLNS SPRT LAXATIVE	D532	253.4	253.4										
SUPER FORD PUENTE HILLS	V211	1,622.1							1,622.1				
SUPER FRESH FOOD STORE	V345	4,077.3			2,490.1								1,587.3
SUPER KING RANCH MARKET	V346	407.0							407.0				
SUPER LINCOLN MERCURY	V211	724.7							724.7				
SUPER LIQUIDATION SALE	V164	596.2							596.2				
SUPER LOW FOODS STORE	V346	755.4			755.4								
SUPER NOVA FURNITURE STR	V375	730.2							730.2				
SUPER PAWN SHOP	V359	288.4							288.4				
SUPER REMATE DE AUTOS	V219	4,062.6							4,062.6				
SUPER SAVER LIQUORS	V341	375.3			375.3								
SUPER SAVER SUPERMARKET	V346	303.6			303.6								
SUPER SIGNS INC MULTI-PDTS DR	V899	261.5		261.5									
SUPER SMILE QUIKEE WHITENING PASTE	D211	307.8	307.8										
SUPER SMILE TEETH WHITENING SYSTEM	D211	557.0	442.6	114.4									
SUPER SMILE WHITENING TOOTHPASTE	D211	658.8	554.9	104.0									
SUPER STROKE PUTTING SYS SPORTING/DR	V851	452.7				87.4				365.3			
SUPER SUPPLEMENTS STORE	V330	735.3							735.3				
SUPER SWEET 16/MOVIE VIDEO	H532	815.6	113.8							701.8			
SUPER TARGET DISC GROCERIES	V540	727.9			727.9								
SUPER TARGET DISC MULTI-PDTS	V590	1,375.1											1,375.1
SUPER TARGET DISC SALES ANNOUNCEMENT	V590	1,235.2											1,235.2
SUPER VALU FOOD STORES	V345	4,258.6			4,218.0		22.8		17.9				
SUPER VIGOR DRUGS/TOILETRIES DR	V830	664.8							664.8				
SUPER VISION NIGHT VISION SCOPE	G130	702.6	702.6										
SUPERAMERICA GAS&FD STRS	V242	2,657.2			29.6				2,627.5				
SUPERBAD VIDEO	H532	8,370.9	290.4					4,018.3	10.7	776.5	2,542.2		732.8
SUPERCAR LIFE	V162	1,534.8	1,534.8										
SUPERCHIPS INC AUTOMOTIVE DR	V880	879.1	879.1										
SUPERCHIPS MAX MICRO TUNER	T190	414.8	261.7										
SUPERCUTS HAIR SALON	V131	6,626.3			41.5	4,405.7	209.0		412.8		2.2		1,555.2
SUPERDELUXE.COM ONLINE	B670	1,077.0								1,077.0			

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SUPERIOR ACURA	V212	254.7			254.7								
SUPERIOR AUTO DLR	V219	2,553.9			2,553.9								
SUPERIOR CHEVROLET	V211	921.7			904.2		13.1		4.4				
SUPERIOR CHEVROLET TOY	V219	261.6			261.6								
SUPERIOR COURT/FAIRFIELD	B315	1,394.2			1,394.2								
SUPERIOR COURT/NJ	B315	428.4			414.8	13.6							
SUPERIOR COURT/SANTA CLR	B315	323.1			287.3	35.7							
SUPERIOR COURT/STATE/CA	B315	1,744.8			1,678.2	66.6							
SUPERIOR FORD	V211	340.2			333.9				6.3				
SUPERIOR GALLERIES JWLRY	V314	269.0							269.0				
SUPERIOR GMC PONTIAC	V211	279.7			279.7								
SUPERIOR HEALTH PLAN MED&DNTL INS	B412	270.1					270.1						
SUPERIOR HONDA	V212	705.4			378.1				327.2				
SUPERIOR HYUNDAI	V212	804.8			799.6				5.2				
SUPERIOR INK CONDO&TWNHS	B452	404.3	175.6	228.7									
SUPERIOR LEXUS	V212	675.9							675.9				
SUPERIOR MED SOLUTIONS	V133	335.0			335.0								
SUPERIOR NISSAN	V212	1,657.5			1,554.7		7.5		95.3				
SUPERIOR NISSAN/CARSON	V212	1,011.6			1,007.4				4.2				
SUPERIOR NISSAN/MSN HLS	V212	673.3			604.7				68.6				
SUPERIOR NISSAN/PNT HLS	V212	1,630.7			1,630.7								
SUPERIOR PLUMBING & HTG	V174	484.8			0.1		104.1		380.6				
SUPERIOR WATER & AIR SVC	V174	355.9							355.9				
SUPERMAN DOOMSDAY VIDEO	H532	770.5						451.3	10.4	99.6	209.2		
SUPERMATTRESS WAREHOUSE	V377	344.8			5.9				338.9				
SUPERNATURAL SERIES VIDEO	H532	467.7						212.0	1.9	31.6	222.2		
SUPERPAGES.COM ONLINE	B232	2,046.0	223.4		14.3		44.1		23.4				1,740.8
SUPERTEK MISC DR	V859	379.2							3.4		375.9		
SUPERVALUE STORES	V346	459.7					448.7						11.0
SUPERVISION DIGITAL VIEWING SYSTEM	G130	376.4	376.4										
SUPIMA COTTON FIBERS IN APPAREL	A920	1,590.5		1,590.5									
SUPPORT KIDS SERVICE	V159	1,096.9						22.0	14.6	602.8	457.5		
SUPPORTKIDS.COM SERVICE ONLINE	V159	335.5						39.8	10.4	27.2	258.1		
SUPRA SNEAKERS MEN	A321	326.3	326.3										
SUPRA TELECOM TELEPHONE RESIDENTIAL	B222	500.1						500.1					
SUPREME MASTER CHING HAI TV PROGRAM	B641	312.2	312.2										
SUPREME MASTER TV ONLINE	B680	435.4	339.7		1.7	94.0							
SUPREME MASTER TV STNS	B641	793.7	70.8		667.4		55.5						
SUPREME PROTEIN PROTEIN BAR	D543	701.4	701.4										
SURE DEOD	D260	655.9	447.4										208.5
SURE FIT SLIPCOVERS/MAIL HH DR	V872	1,418.6	1,326.6	92.0									
SURE SOLID AP/DEOD	D260	1,786.9	933.4						202.9		650.6		
SUREFIRE FLASHLIGHT	H232	3,374.2	3,374.2										
SUREWEST COMM ISP/PHONE/TV/WIRELESS	B250	374.0						374.0					
SUREWEST COMMUNICATIONS ISP/PHONE/TV	B250	591.1						591.1					
SURFRIDER FOUNDATION	B329	597.4	596.8		0.4				0.2				
SURFS UP VIDEO	H532	6,324.8	309.9	630.7				2,699.9	21.7	681.3	1,981.4		
SURGICAL PAVILION	V133	443.8			443.8								
SURGICAL WEIGHT LOSS SEMINAR	G820	351.7			351.7								
SURGILITE MEDICAL GROUP	V133	1,259.2						1,259.2					
SURPLUS FREIGHT FURN STR	V375	3,373.2			3,071.7				301.4				
SURPLUS WAREHOUSE	V359	317.6			162.0		13.2		142.4				
SURVIVAL INS BROKER	B430	795.8							795.8				
SUSAN E LOGGANS ATTY	V151	390.1							390.1				
SUSAN G KOMEN BREAST CTR	V133	1,317.1	636.3		63.8	125.8	62.1		314.0				115.2
SUSAN G KOMEN/FNDTN/PSA	B323	2,343.9							2,327.9		16.1		
SUSAN SCHEIN CHRY DODGE	V211	545.6			537.4				8.2				
SUSAN/KMN BRST CNCR FNDT	B322	4,812.5	3,970.5		300.4	19.2	522.4						
SUSS AUTO DLR	V219	1,158.2			1,158.2								
SUSSAN FINE DISC FURN	V375	323.9							323.9				
SUSTAINABLE FRSTRY INTV	V154	2,337.5	1,651.6	114.4		158.0	413.6						
SUSTIVA HIV RX	D560	360.3	360.3										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SUTHERLAND OUTDOOR FURNITURE	H121	503.6	503.6										
SUTHERLANDS LUMBER CO	V376	720.2			73.9			5.0		641.4			
SUTHERLIN MAZDA NISSAN	V212	3,609.7			3,609.7								
SUTHERLIN NISSAN	V212	578.4						21.0		557.4			
SUTLIFF CHEVROLET	V211	398.9			276.7			32.5		89.7			
SUTTER HEALTH CP	V133	319.0			319.0								
SUTTER HEALTH HOSPITAL	V133	2,354.3			159.1			212.3		1,982.8			
SUTTER HEALTH HOSPITAL ONLINE	V133	790.7								790.7			
SUTTER HEALTH SYSTEM	V133	985.1						336.8		648.2			
SUTTER HOME WINE	F620	443.3	443.3										
SUTTER MED/SACRAMENTO	V133	273.7			273.7								
SUTTLE MOTOR CORP	V219	328.4			317.5			11.0					
SUUNTO COMPASS	G130	272.7	272.7										
SUUNTO T3 HEART RATE MONITOR	D610	595.7	595.7										
SUUNTO WATCHES	A520	436.8	436.8										
SUZANNE FELSEN JEWELERS	V314	697.2	697.2										
SUZUKI ATVS	T131	1,619.0	422.6						319.0	702.7		174.7	
SUZUKI ATVS & MOTORCYCLES	T131	1,399.9			7.4				698.0	97.0		597.6	
SUZUKI AUTOS SX4 SPORT	T112	1,417.6							101.4	937.6		378.7	
SUZUKI AUTOS&VEHICLES SX4&SX4 SPORT	T115	11,032.7							1,959.8	4,079.8		4,993.1	
SUZUKI AUTOS&VEHICLES VAR	T115	5,940.6	1,298.7					28.7	461.9	477.6		3,673.7	
SUZUKI AUTOS&VEHICLES VIGNETTE	T115	262.7								41.9		220.8	
SUZUKI DLR ASSN VAR AUTO&VHCLS	T122	757.4			696.8					60.6			
SUZUKI KINGQUAD ATVS	T131	1,201.2	1,201.2										
SUZUKI MOTOR CO CORP DIV CP	T115	335.3	335.3										
SUZUKI MOTORCYCLE	T131	3,143.0	1,205.2		51.0	205.6	6.8	558.6	136.2		976.8		2.8
SUZUKI OF HUNTSVILLE	V212	298.9								298.9			
SUZUKI OF WAYNE	V212	617.5			617.5								
SUZUKI OUTBOARD MOTORS	G430	1,029.9	1,027.5						2.4				
SUZUKI VEHICLES GRAND VITARA	T118	16,370.1	5,212.7						214.0	5,775.4	633.1	4,534.9	
SUZUKI VEHICLES SX4	T118	6,033.0	4,743.3							1,270.7		19.0	
SUZUKI VEHICLES XL-7	T118	56,525.6	13,959.4		2.5				4,625.4	22,930.6	16.4	14,991.3	
SUZUKI VEHICLES XL-7 LEASING	T118	598.9								99.8		499.1	
SUZUKI WESTERN REG DLR	V233	975.5											975.5
SVEDKA VODKA	F734	3,914.5	2,585.5			721.2	607.9						
SWAIM ORIGINALS FURNITURE	H121	338.1	338.1										
SWANN GALLERIES AUCTIONS	V122	470.5	340.5			130.0							
SWANSON BROTH	F210	32,678.4	9,407.4	5,074.1					8,214.4	88.9	3,767.3	6,021.0	105.2
SWANSON HUNGRY MAN FROZEN DINNERS	F260	2,924.9							335.1	52.0	1,278.4	1,259.4	
SWANSON ORGANIC BROTH	F210	256.4	256.4										
SWAP SHOP FLEA MARKET	V359	388.0			230.6					157.4			
SWAROVSKI CRYSTAL	H111	5,131.4	4,674.0	457.4									
SWAROVSKI CRYSTAL COLLECTIBLES	H190	334.4	334.4										
SWAROVSKI CRYSTAL STONES	A510	542.4	542.4										
SWAROVSKI JEWELRY	A510	814.1	785.1		0.3	28.7							
SWAROVSKI STORE	V359	3,653.0	3,648.9		4.0								
SWATCH JEWELRY STORE	V314	487.0			194.5		292.5						
SWEDISH CANCER INSTITUTE	V133	330.0			330.0								
SWEDISH COVENANT HOSP	V133	502.9			474.0		28.9						
SWEDISH MEDICAL CENTER	V133	955.9			465.3	9.4	104.1			377.1			
SWEEP N MOP HOUSEHOLD DR	V872	844.8								0.8		844.0	
SWEET BEGINNINGS FORMAL GOWNS CHILD	A130	542.8	542.8										
SWEET CHARITY PLAY	V161	577.9			54.0					523.9			
SWEET LAND MOVIE	B660	561.1			547.1					14.0			
SWEET LAND VIDEO	H532	383.8	259.7	114.4	9.8								
SWEET N LOW SUGAR SUBSTITUTE	F110	3,996.0	3,939.7	188.0						6.5	49.9		
SWEETARTS SQUEEZ CANDY	F510	2,065.6							268.1	6.3	110.0	1,493.3	
SWEETBAY SUPERMARKET	V345	4,772.2			1,390.7		130.9			3,250.6			
SWHEAT SCOOP LITTER	G640	550.0	434.4										115.7
SWIFFER CARPET FLICK & SWIFFER DUSTER	H232	299.4			299.4								
SWIFFER CARPET FLICK CRPT CLN UP SYS	H232	1,609.7							777.4	3.9	332.2	496.2	
SWIFFER DUST CLOTH KIT	H232	27,119.5							6,780.3	694.0	2,887.1	16,758.2	

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SWIFFER DUSTER DUSTER	H232	48,143.5	2,988.2					11,466.9	3,806.8	5,884.7	23,996.9		
SWIFFER HOUSEHOLD EQUIP	H232	355.6	306.6	49.0				48.0	36.1	467.0	1,191.2		
SWIFFER SWEEP & VAC FLOOR CLNR SYS	H232	1,742.3						1,596.0	10.1	495.9	9,961.9		
SWIFFER SWEEPER VAC	H223	12,064.0						2,895.6	487.1	1,692.8	6,310.5		
SWIFFER WET DUST CLOTH	H232	11,386.0						10,846.4	1,614.8	5,571.9	25,846.9		
SWIFFER WET JET FLOOR CLEANER SYSTEM	H232	46,585.6	2,705.5										
SWIFT DODGE	V211	340.9			326.6				14.4				
SWIM N SPORT CLTHNG STR WOMEN	V311	287.2				287.2							
SWIM WAYS SPRING FLOAT	G549	844.5						256.9	0.7	59.2	527.7		
SWIM WAYS SWIM STEPS	G542	728.0	728.0										
SWIMMINGPOOL.COM ONLINE	B549	450.0									450.0		
SWING GLOVE SPORTING GOODS DR	V851	1,530.0									1,530.0		
SWINGLINE STAPLER	B729	369.6	369.6										
SWISS ARMY APPAREL	A990	1,038.8	1,038.8										
SWISS ARMY APPAREL & LUGGAGE	A990	785.1	785.1										
SWISS ARMY APPAREL & SPORTS KNIVES	A990	1,410.2	1,410.2										
SWISS ARMY KNIFE & WATCHES	G420	526.1	526.1										
SWISS ARMY KNIVES	G490	360.2	360.2										
SWISS ARMY MISC MERCHANDISE	G190	991.8	966.1		25.7								
SWISS ARMY RTW WOMEN & WATCHES	A190	475.8	475.8										
SWISS ARMY WATCHES	A520	336.3	336.3										
SWISS COLONY FOOD DR	V840	768.5	766.9				1.6						
SWISS MISS COCOA MIX	F413	288.6							288.6				
SWITZERLAND TP	T434	1,521.3	1,511.7						1.0	8.6			
SWIVEL SWEEPER APPLIANCES DR	V872	10,776.0						312.0	76.6	704.4	9,683.1		
SWOOZIES STORE	V355	298.4		298.4									
SWORD HAIR RSTRN CTR	V131	265.9		265.9									
SYBARIS POOL SUITES HTL	T431	734.1							734.1				
SYCUAN BAND/KUMEYAY NTN	B329	543.1		10.7						532.4			
SYCUAN CASINO & RESORT SAN DIEGO	T431	964.4		459.5						504.9			
SYCUAN CASINO&GAMING CTR	V169	1,269.7					854.1			415.6			
SYGMA NETWORK RECRUITMENT	B912	606.3		571.7						34.6			
SYLVAN LEARNING CENTER	G850	43,450.9		78.9			201.4	3,510.5	19,021.2	50.4	20,408.4		180.1
SYLVAN LEARNING CENTER VIGNETTE	G850	276.2							276.2				
SYLVANIA LIGHT BULBS	H151	800.7		33.3			18.6		230.0			518.8	
SYLVANIA SLVRSTR ULTRA HLGN HDLHTS	T144	4,800.0						2,598.4	133.9		2,067.7		
SYMANTEC CORP CP	B532	580.8	580.8										
SYMANTEC DATA CTR FOUNDATION SOF	B532	890.5	890.5										
SYMANTEC ENDPOINT PROTECTION SOF	B532	902.0	902.0										
SYMANTEC ENTERPRISE SECURITY SOF	B532	659.1	518.1			141.0							
SYMANTEC GLOBAL SERVICES	V129	667.1	667.1										
SYMANTEC NORTON 360 SOFTWARE	B532	7,326.4	7,326.4										
SYMANTEC NORTON INTERNET SEC 2007	B532	2,079.5	2,079.5										
SYMANTEC VAR SOFTWARE	B532	3,149.3	220.6		277.3		2,651.4						
SYMANTEC VISION 2007 CONFERENCE	G820	1,228.7	1,228.7										
SYMBOL YACHT SALES	G430	376.6	376.6										
SYMETRA FINANCIAL CONSUMER SERVICES	B129	757.0		5.0			19.5				732.5		
SYMPHONY CENTER THEATER	V161	342.3		342.3									
SYMPHONY HOUSE CONDO	B452	851.8		851.8									
SYMPHONY SPACE	V161	616.7	466.0			90.7	60.0						
SYMS CLOTHING STORE FAMILY	V311	917.0		44.9					11.6			860.6	
SYMS CLOTHING STORE MEN	V311	353.6		56.2					297.4				
SYMS CLOTHING STORE MEN & WOMEN	V311	4,293.7			1,322.6		129.7	10.0		1,323.5			1,508.0
SYMTEC LIQUID SUPPLEMENT	D543	369.1	389.1										
SYNC VOICE ACTVTD VHCL CMNCTR	T144	14,413.7	138.7					5,138.0	2,712.0		6,425.0		
SYNCHRONY HEALTH CENTER	V133	281.0							281.0				
SYNERGISTIC MARKETING	B651	93,021.1	93,021.1										
SYNTHA-6 PROTEIN DRINK MIX	D543	2,493.1	2,493.1										
SYNVISC ARTHRITIS RX	D560	10,607.5	9,133.9						445.8	10.8	1,017.0		
SYRACUSE UNIVERSITY	G810	666.6	245.1	155.5	5.8	20.1	77.1		113.1		50.0		
SYSTEM DATING SERVICE	V155	436.9								436.9			
SYSTEMS PAVING CONTR	V171	567.6								567.6			

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SZOTT AUTO DLR	V219	1,751.9			1,751.9								
T A LORTON STORE	V359	290.9			290.9								
T ANTHONY LTD STORE	V355	290.0		138.0	16.6	135.3							
T MORTON WOOD FLOORING	H132	301.9	301.9										
T ROWE PRICE CONSUMER SERVICES	B122	28,400.0	11,634.6	368.0	9,600.6	159.8		2,124.5	33.4		4,479.1		
T ROWE PRICE FUNDS	B125	57,308.5	34,913.0	927.3	1,205.9	412.0		11,882.0	385.9		7,582.4		
T&D FURNITURE STORE	V375	445.6					6.9		438.6				
T&L ELITE TRAVELER SVC	T420	403.5	403.5										
T3 HAIR IRON	D280	453.2	453.2										
TAAKA VODKA	F734	439.5					439.5						
TABASCO CHIPOTLE SAUCE	F160	446.9	446.9										
TABASCO PEPPER SAUCE	F160	1,594.9	1,594.9										
TABASCO SAUCE	F160	1,835.8	589.4								746.4	500.0	
TABLE FOR SIX DATING SVC	V155	609.9			499.3								110.5
TABLE GROUP SEMINAR	G820	367.7	367.7										
TABLE MTN CASINO & BINGO	V169	2,079.0				347.8		1,731.2					
TABLETOPPERS TABLE LINENS	H142	345.1	345.1										
TABUTOYS.COM ADULT STORE ONLINE	V359	467.4									467.4		
TACHI PALACE HOTEL&CSN	T431	1,196.6			496.2		91.9		608.6				
TACO BELL CORP CP	G320	414.1	377.0		37.1								
TACO BELL RESTAURANT	G320	220,540.1	3,152.1		52.7		2,534.8	105,434.8	40,693.3		62,962.9	298.5	5,411.0
TACO BUENO RESTAURANT	G320	2,604.6			0.7		324.2				2,279.8		
TACO CABANA RESTAURANT	G320	4,740.6					61.3				4,679.3		
TACO DEL MAR RESTAURANT	G310	1,090.7			2.7						1,087.9		
TACO JOHNS RESTAURANT	G320	2,098.8			2.5		160.6				1,935.7		
TACO MAYO RESTAURANT	G320	459.4					2.7				456.8		
TACO TIME RESTAURANT	G320	2,615.1			5.1		8.2				2,600.9		1.0
TACOMA DOME CONV HALL	V166	283.3			211.4		33.4				38.5		
TACORI JEWELRY	A510	9,748.4	9,748.4										
TADASHI CLOTHING STORES WOMEN	V311	762.0	762.0										
TAFT FURNITURE STORE	V375	869.0							869.0				
TAG AFTER HOURS INVSBL SLD AP/DEOD	D260	2,020.0	2,020.0										
TAG ALL NIGHTER DEOD BODY SPRAY/MEN	D260	4,550.7	4,550.7										
TAG AUTO CENTER	V219	451.4						451.4					
TAG AVIATION ARCRFT SLS	V180	744.1	744.1										
TAG AVIATION CHARTERS	T420	533.9	533.9										
TAG BODY SHOTS DEOD BODY SPRAY/MEN	D260	1,149.0	689.2								459.8		
TAG DEOD BODY SPRAY FOR MEN	D260	3,288.8	1,205.8					158.8	0.1	9.1	1,915.1		
TAG FIRST MOVE ANTI-PERSPIRANT/DEOD	D260	1,328.7	1,328.7										
TAG HEUER BOUTIQUE JWLRY	V314	323.5				200.2	123.3						
TAG HEUER WATCHES	A520	24,575.0	18,668.8	556.3	2,077.8	1,313.7	1,938.8		19.4				
TAG SOLID ANTIPERS	D260	7,418.2						1,497.9	21.7		829.6	5,069.0	
TAG WILD CARD DEOD BODY SPRAY FOR M	D260	884.1						284.7	5.6	23.6		570.2	
TAHITI TP	T434	958.8	955.7		3.0								
TAHITI VILLAGE RESORT	T431	10,317.6					27.9	409.8	456.4	5,017.2	4,406.3		
TAILWIND SNEAKERS WOMEN	A321	1,560.4	1,560.4										
TAIWAN TP	T434	545.7	317.1		34.4	72.2	105.0				17.0		
TAJ HOTEL BOSTON	T431	1,169.8	417.7	104.0	194.3	453.8							
TAJ INTL HOTEL	T431	3,211.7	2,409.6		516.3	285.8							
TAJ PALACE HOTEL INDIA	T432	361.5	361.5										
TAKE IT TO THE MAX TOUR	V169	1,522.2	1,522.2										
TAKE ME FISHING ORG	B329	7,417.0	4,765.3	1,033.4					12.1	42.8	1,563.5		
TAKE OUR DAUGHTERS/WORK	B329	260.6	154.3	106.3									
TAKE PRIDE IN AMER/PSA	B323	6,440.1						6,436.8	3.3				
TAKEDA PHARMACEUTICAL CO CP	D700	298.7			95.1	203.6							
TAKEMI/WHSL FURN OTLT	V375	380.8			380.8								
TALBOT FREEMAN & ASSOC	G430	360.2	360.2										
TALBOTS CLOTHING STORE FAMILY	V311	1,917.2			1,654.1	239.3							23.7
TALBOTS CLOTHING STORE WOMEN	V311	22,231.2	7,937.0		1,874.5	1,036.6		11,380.2	3.0				
TALBOTS OUTLET CLOTHING FAMILY	V311	289.4			289.4								
TALISKER CLUB DR VLY DEV	B452	3,373.9	2,754.0	540.6	79.3								
TALK TO YOUR KIDS/PSA	B323	347.2						88.8	258.1		0.4		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TALKING PHONE BOOK	B232	1,538.7					478.1		1,060.6				
TALLADEGA RACE TRACK	V163	436.4					52.3	0.0	203.7	57.7	122.7		
TALLGRASS CREEK	B452	287.0			197.8				89.3				
TALLMAN POOLS CENTER	V175	485.9			485.9								
TALLS CAMERA & VIDEO	V361	640.9			640.9								
TALON AIR INC CHARTER	T420	296.4	180.6			115.8							
TALSPA FURNITURE STORE	V375	771.3			79.2		30.0		662.0				
TAMARACK RESORT	T431	969.4	559.8		207.5	201.9			0.2				
TAMERON HONDA MITSUBISHI LEASING	V212	985.4			985.4								
TAMIAMI CHRY PLYM JEEP	V211	384.3			384.3								
TAMIAMI CHRYSLER JEEP	V211	625.5			173.3				452.1				
TAMIFLU FLU RX	D560	6,540.1	2,145.5						2,957.7		1,237.5		199.4
TAMPA BAY BUCCANEERS FTB	V163	415.1					7.1		408.1				
TAMPA BAY DEVIL RYS BSBL	V163	565.6					79.5		486.1				
TAMPA BAY EVENTS/PSA	B323	276.7							276.7				
TAMPA BAY FL TP	T433	597.3	266.4		153.6		29.7	80.0	35.9		31.7		
TAMPA ELECTRIC CO	V173	551.9			459.7				92.2				
TAMPA TRIBUNE-TMS NWSPPR	B622	779.7					317.9		461.8				
TAMPAX CARDBOARD TAMPONS	D230	24,177.3	9,338.3					7,511.5	99.8	3,446.6	3,781.1		
TAMPAX COMPAC & PEARL TAMPONS	D230	319.7	319.7										
TAMPAX COMPAC PEARL TAMPONS	D230	4,753.8	4,753.8										
TAMPAX PEARL TAMPONS	D230	20,281.5	12,780.1					3,438.4	25.5	2,102.8	1,934.6		
TAMPAX VAR TAMPONS	D230	1,684.1						995.2	28.6	271.2	389.1		
TAMRAC CAMERA BAG	G142	1,185.5	1,185.5										
TAMRON DII CAMERA LENS	G142	602.1	602.1										
TAMRON VAR CAMERA LENSES	G142	321.4	321.4										
TAN & TONE AMERICA CTR	V139	283.4							283.4				
TANG FRUIT DRINK MIX	F420	6,476.8	4,561.4	1,915.4									
TANGER OUTLET CENTERS	V620	2,081.6			610.8		810.3		660.5				
TANGO PERSONALS DTNG SVC	V155	2,552.9							2,091.8		461.0		
TANQUERAY GIN	F731	2,173.3	22.0					80.3			2,070.9		
TANQUERAY RANGPUR GIN	F731	6,810.6						50.8			6,759.9		
TANKSYS SAWMILL TOYOTA	V212	277.0			38.9				238.1				
TANZANITE FOUNDATION GEMSTONES	A510	335.9	335.9										
TANZY & BORREGO ATTY	V151	272.2					69.7		202.5				
TAO NIGHTCLUB	V167	519.2					519.2						
TAOS SKI VALLEY TP	T433	475.3	461.2				0.2		14.0				
TAPPERS DMNDS&FN JWLRY	V314	885.3			796.7		88.6						
TARA KEELY BRIDAL GOWNS WOMEN	A130	1,458.5	1,458.5										
TARBELL REALTORS	B451	6,660.7			4,190.0		2,470.7						
TARBOX HYUNDAI	V212	1,133.1			1,133.1								
TARGET CENTER SPORT STDM	V166	312.7			312.7								
TARGET DISC & SUPER TARGET DISC	V550	818.9			665.3	153.6							
TARGET DISC APPAREL CHILDREN	V510	879.1	879.1										
TARGET DISC APPAREL FAMILY	V510	575.9	544.5		31.4								
TARGET DISC APPAREL MEN	V510	3,513.6	3,344.1		146.7	22.8							
TARGET DISC APPAREL MEN & WOMEN	V510	11,948.5	3,453.8					4,657.9	2,100.8	420.8	1,315.3		
TARGET DISC APPAREL WOMEN	V510	30,031.2	16,208.1		344.7	363.6		4,877.0	4,298.0		3,939.9		
TARGET DISC BUSINESS/TECHNOLOGY	V520	20,634.7	1,088.0		76.7			11,574.7	4,895.6	847.3	2,152.5		
TARGET DISC DRUGS/TOILETRIES	V530	29,408.1	12,668.4		1,029.7	187.9		9,795.5	3,315.1	364.4	2,047.2		
TARGET DISC ELECTRONICS	V570	39,102.0	8,404.7		107.5	41.0		8,363.8	5,754.0	379.0	16,052.1		
TARGET DISC GROCERIES	V540	37,660.6	3,959.1		1,888.4	62.6		22,987.2	5,541.4	1,300.7	1,921.1		
TARGET DISC HOUSEHOLD	V570	5,040.0	4,464.8		164.9	398.5			11.8				
TARGET DISC JEWELRY	V510	543.7	543.7										
TARGET DISC MISC	V550	168,439.0	18,553.2		130,087.8	6,943.3	0.4	8,321.0	2,279.1	608.6	1,645.7		
TARGET DISC MULTI-PDTS	V590	208,389.1	21,458.7	894.0	743.6		8,565.0	107,017.1	34,833.8	7,581.3	24,221.6		3,073.9
TARGET DISC OPTICAL	V550	267.2					267.2						
TARGET DISC RECRUITMENT	B912	595.7		233.3	18.3				5.4				338.7
TARGET DISC SALES ANNOUNCEMENT	V590	11,960.5			163.2			3,871.8	5,416.5	378.5	579.1		1,551.4
TARGET DISC SPORT/TOY/HOBBY	V550	13,827.7	120.0		79.9			9,013.1	2,370.0	429.8	1,815.0		
TARGET SERVICES	V129	668.1			580.0	88.1							
TARGET STORES CORP RECRUITMENT	B912	639.7	215.1		395.3								29.3

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TARGET STORES INC CP	V590	33,283.6	7,225.6		7,104.6	1,308.1		11,634.4	2,931.5	1,297.2	1,782.3		
TARGET STORES INC MINORITY VENDOR	V590	335.1	335.1										
TARGET WORLD CHALLENGE	V163	1,477.5	993.3		484.2								
TARGET.COM ONLINE	V590	1,226.4	1,209.5		16.9								
TARRYTOWN HONDA	V212	1,135.7			1,132.7		3.0						
TARTARUGA DESIGN CAST STONE MANTELS	H623	273.6	273.6										
TARTESSO RE DEV	B452	426.2							426.2				
TARYN ROSE SHOE STORE MEN & WOMEN	V313	341.5	341.5										
TARYN ROSE SHOE STORE WOMEN	V313	391.5	113.9		9.3	268.3							
TARZAN PLAY	V161	313.0							313.0				
TASCA AUTOMOTIVE GROUP	V219	271.6			235.3				36.3				
TASER SECURITY DEVICE	H625	918.5	911.0				7.5						
TASSES FASHION STORE FAMILY	V311	548.0							548.0				
TASTE OF HOME COOKBOOK	B610	514.5	514.5										
TASTE/NY/NEW YORK MAG	B623	516.9	516.9										
TASTEAMERICA/EVRYDY/RCHL	B623	900.0	900.0										
TASTYKAKE CAKES	F342	601.7							601.7				
TASTYKAKE VAR BAKED GOODS	F342	275.3					148.8		80.3				46.1
TATA CONSULTANCY SERVICE	B930	7,175.2	5,497.8			1,677.4							
TATER MITTS HOUSEHOLD DR	V872	1,696.9							4.6		1,692.3		
TATTERED COVER BOOKSTORE	V355	574.9			574.9								
TAX ASSISTANCE/PSA	B323	327.4							327.4				
TAX MASTERS TAX SERVICE CON SVC	B123	1,551.7			6.9				15.6		1,529.2		
TAX RESOLUTION SERVICE CONSUMER SVC	B123	314.9			1.3							195.7	117.9
TAXACT.COM SOFTWARE ONLINE	B532	908.9							189.1				719.8
TAXCUT SOFTWARE	B532	17,263.9	347.4					9,959.3	78.8	3,339.8	3,538.6		
TAXI DRIVER VIDEO	H532	384.0	384.0										
TAXMASTERS ACCOUNTANT CONSUMER SVC	B123	956.0										956.0	
TAXOTERE CANCER RX	D560	1,666.8	1,666.8										
TAYLOR AUTO PARTS STORE	V380	447.1	445.0		2.1								
TAYLOR CORP PRINTED PDTS DR	V829	5,412.7	5,412.7										
TAYLOR DOOR&BUILDERS CO	V376	263.3			263.2				0.1				
TAYLOR KING & ASSOC ATTY	V151	257.3							257.3				
TAYLOR MADE BURNER & R7 SPRQD GLF CL	G460	1,983.7						1,830.0			153.7		
TAYLOR MADE BURNER GOLF CLUBS	G460	3,439.8	2,221.1					1,075.0	0.4		143.4		
TAYLOR MADE GOLF CLUBS	G460	4,388.8	1,550.0		13.1			2,068.9	40.5		716.3		
TAYLOR MADE GOLF CLUBS & SHAFTS	G460	1,679.7	1,679.7										
TAYLOR MADE GOLF CO CP	G930	366.8	366.8										
TAYLOR MADE R7 QUAD GOLF CLUBS	G460	2,621.3	2,621.3										
TAYLOR MADE R7 SUPERQUAD GOLF CLUBS	G460	4,399.9	3,694.2					588.0			117.8		
TAYLOR MADE TP BLACK & TP RED GLF BLS	G460	711.4	443.4			268.0							
TAYLOR MADE VAR GOLF CLUBS	G460	367.7	367.7										
TAYLOR WOODROW HOME BLDR	V171	554.2	355.4		16.7	30.0			152.1				
TAYLOR WOODROW RE DEV	B452	2,243.9			800.6	17.7	1,425.6						
TAZO TEA BAGS	F412	615.1			615.1								
TBP4MEN TOILETRIES MEN	D490	663.2	663.2										
TBS CABLE TV	B642	8,462.6	3,048.8	372.1	294.2	423.6	1,667.8						2,656.2
TBS CABLE TV PAID PROMO	B642	1,307.0							126.1			1,060.5	120.4
TBS-COMEDY FESTIVAL PAID PROMO	B642	368.1											368.1
TBS-FRANK TV PAID PROMO	B642	1,260.7							165.9		249.6		845.2
TBS-MLB POSTSEASON PAID PROMO	B642	392.6	356.5		36.1								
TBS-NLCS NTL LG CHMP SRS PAID PROMO	B642	610.2				193.4			0.1		416.7		
TBS-POSTSEASON BASEBALL PAID PROMO	B642	632.5	109.0			139.9		200.0			183.6		
TBS-TYLER PERRYS HS/PYN PAID PROMO	B642	277.8	57.2										220.6
TCF BANK CONSUMER SERVICES	B121	6,446.8			5,193.9		690.5		259.9				302.5
TCF FINANCIAL SERVICES CONSUMER SVC	B129	598.6							10.4				588.2
TCI COLLEGE/TECHNOLOGY	G840	2,437.9			2,437.9								
TCIAUTO.COM ONLINE	T144	327.4	327.4										
TCM CABLE TV	B642	3,885.2	2,758.2	622.2	140.6	271.8							92.4
TCW GROUP INC CP	B130	335.1	181.2			153.9							
TD AMERITRADE BROKERAGE CONSUMER SVC	B122	59,224.2	4,813.7		1,176.4	4,725.4		32,249.1	17.2	174.5	16,067.8		
TD AMERITRADE BROKERAGE ONLINE	B122	4,790.6	999.0			1,220.6		1,205.4	0.9	1,364.8			

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TD AMERITRADE FUNDS	B125	1,346.9	1,205.9			141.0							
TD AMERITRADE INC CP	B122	264.2				264.2							
TD BANK FINANCIAL GROUP CONSUMER SVC	B121	255.5			19.8		161.9		73.8				
TD BANKNORTH BANK CONSUMER SERVICES	B121	11,183.9			7,688.6		47.8		2,526.7				920.8
TD BANKNORTH GRDN FRGRND	V166	259.1			259.1								
TDC TEMPE DECORATOR CTR	V376	392.3			392.3								
TE CUENTO PRE-PAID PHONE CARD	B231	445.0							445.0				
TEACH ME FRCLSR&RE INV SEMINAR	G820	1,923.5			1,923.5								
TEACH ME TO TRADE WORKSHOP	G820	795.3			775.5				19.8				
TEACHER RECOGNITION/PSA	B323	899.6								899.6			
TEACHERS CREDIT UNION CONSUMER SVC	B124	285.0					63.2		221.8				
TEACHERS FED CREDIT UN CONSUMER SVC	B124	758.5			750.5		7.9						
TEACHING CO CORR SCH DR	V854	2,734.6	2,554.1	180.4									
TEACHING CO VAR RECORDINGS DR	V871	324.7	249.9			74.8							
TEAK WAREHOUSE FURN STR	V375	1,752.2		27.2	1,725.0								
TEAM AUTO ENTERPRISES	V219	500.4			470.1				30.3				
TEAM CHEVROLET	V211	1,113.5			967.9		1.2		144.4				
TEAM CHEVROLET NISSAN	V219	431.5			431.5								
TEAM FORD	V211	1,201.0	36.8		1,065.9		61.5		36.7				
TEAM HONDA	V212	1,461.6			897.0		22.7		541.8				
TEAM HONDA NISSAN	V212	504.0			504.0								
TEAM IN TRAINING/LLS	B322	288.4	268.8		19.6								
TEAM INFINITI	V212	435.3			435.3								
TEAM NISSAN	V212	1,889.7			1,751.9		56.8		81.0				
TEAM SCION TOYOTA	V212	265.0			265.0								
TEAM TOYOTA	V212	2,689.6			1,733.4		108.5		847.6				
TEATRO ZINZANNI DNR&DRMS	V161	259.6			195.5		64.1						
TEC GMC TRUCK	V211	260.4			260.4								
TECATE BEER	F611	4,437.3				1,005.1		21.4		476.0		2,934.8	
TECATE LIGHT BEER	F612	1,455.8				170.1						1,285.7	
TECH 2 GO AMERICAN IDOL TLNT CHLNG	G549	946.1	239.8					4.5	161.1	540.8			
TECH MUSEUM OF SAN JOSE	V166	278.4						278.4					
TECH MUSEUM/INNOVATION	V166	682.2	116.1		480.1		86.0						
TECHNO SOURCE RUBIKS REVOLUTION	G512	1,979.2					193.0	0.5		1,785.7			
TECHNOMARINE WATCHES	A520	1,216.1	739.3	476.8									14.0
TECHO-BLOC PAVING PDT&WALL SYSTEMS	H615	295.6			68.5		49.9		163.2				
TECMO NINJA GAIDEN SIGMA VD GM	G511	1,128.5								1,128.5			
TED RUSSELL ISUZU	V212	264.7						264.7					
TEEN SPIRIT STICK AP/DEOD	D260	554.4	554.4										
TEEN TITANS TROUBLE/TKY VIDEO	H532	260.9					34.8	0.2	5.6	220.3			
TEEN VOGUE FASHION U	B623	707.6	707.6										
TEEN VOGUE MAGAZINE ONLINE	B623	485.0	485.0										
TEETER HANG UPS EXERCISE EQUIP DR	V851	2,981.7						4.1		2,977.5			
TEE-TIMES TRAVEL	T420	1,202.3	1,202.3										
TEEVAX TV VIDEO&APPL STR	V361	391.2			391.2								
TEJANO MUSIC/VAR SPON	V161	390.9						390.9					
TEKNO ROBOTIC PUPPY & PONY	G549	623.7					23.5			600.2			
TELCO STORES CLTHNG STR FAMILY	V311	263.1			70.2			192.8					
TELEBRANDS DRUGS/TOILETRIES DR	V830	4,559.0						29.7	477.8	4,051.6			
TELEBRANDS HOUSEHOLD DR	V872	11,841.5					30.1	111.0	1,286.8	10,413.6			
TELEBRANDS MISC DR	V859	1,331.4		553.9				2.3	106.4	668.8			
TELEBRANDS SPORTING GOODS DR	V851	1,925.5					42.1	1.9	242.8	1,638.7			
TELECEL SATELLITE TV SVC	B242	446.7						446.7					
TELEFLORA FLORIST DLVRY	V351	12,199.6	1,818.5	9,024.4	5.7		540.5		0.4		782.4		27.8
TELEFUTURA TV NETWORK	B641	477.8	107.8		370.0								
TELEGRAPH CHRYSLER JEEP	V211	908.7			903.3				5.3				
TELEMUNDO TV NETWORK	B641	3,438.0	221.0		4.7		70.9	1,168.7					1,972.8
TELEMUNDO TV NETWORK PAID PROMO	B641	667.0											667.0
TELEPHONE WRKRS CRDT UN CONSUMER SVC	B124	474.6			474.6								
TELEPHONICS RECRUITMENT	B912	778.0			778.0								
TELEVISA VAR VIDEOS DR	V873	552.4							91.9		460.5		
TELHIO CREDIT UNION CONSUMER SVC	B124	274.7			210.4				64.3				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TELLURIDE CO TP	T433	952.5	798.2		154.3								
TELLURIDE MTN VILLG RSRT	T431	307.0	307.0										
TELLUSMORE.COM ONLINE	B670	347.6							347.6				
TEMECULA VALLEY BANK CONSUMER SVC	B121	825.6			803.9		21.7						
TEMPE AUTOPLEX	V219	589.4			0.9					588.5			
TEMPE DODGE	V211	1,008.3			1,008.3								
TEMPE DODGE KIA	V219	462.7			462.7								
TEMPE IMPROV COMEDY THTR	V161	252.2			252.2								
TEMPE KIA	V212	370.0			370.0								
TEMPLE ST CLAIR JEWELRY	A510	1,114.6	1,114.6										
TEMPLE UNIVERSITY	G810	562.1			215.8		89.6		256.7				
TEMPLE UNIVERSITY HOSP	V133	1,380.8			6.8				1,374.0				
TEMPUR-PEDIC INC HOUSEHOLD DR	V872	147,382.4	30,187.2	975.8	676.2	194.0		2,572.7	3,535.3	3,201.4	101,368.2	4,671.6	
TEMPUR-PEDIC MATTRESSES	H122	804.9	803.5		1.4								
TEMPTUS TIMESHARES RE DEV	B452	352.5					352.5						
TEN COMMANDMENTS MOVIE	B660	764.3			764.3								
TENA BLADDER CONTROL UNDRWR	D270	372.6	372.6										
TENACIOUS D/PICK/DESTINY VIDEO	H532	439.0								439.0			
TENNESSEE AQUARIUM	V166	420.6	12.7		3.1		28.5		376.3				
TENNESSEE DEPT/TRANS	B315	399.3			393.2		2.7		3.5				
TENNESSEE HEARINGS/SPCLST	V139	485.5			485.5								
TENNESSEE PRFRMNG ARTS	V161	319.5			319.5								
TENNESSEE STATE LOTTERY	B314	4,887.1			248.9		727.0		3,911.1				
TENNESSEE STATE TP	T433	6,682.1	2,261.1		41.2			14.1	1,575.0	2.1	2,788.5		
TENNILLE & CO	V372	382.3	376.2		6.2								
TENNIS WAREHOUSE SPORTING GOODS DR	V851	914.1	914.1										
TENNIS WAREHOUSE STORE	V365	318.9	318.9										
TENSOR SKATEBOARD TRUCKS	G490	265.1	265.1										
TEPPER GALLERIES	V352	410.8			410.8								
TEQUILA CAZADORES TEQUILA	F733	2,023.3	1,855.5				47.3					120.6	
TERAGREN BAMBOO FLOORING	H132	954.7	944.8		9.9								
TERI JON CLOTHING STORE WOMEN	V311	921.2		914.8		6.4							
TERLATO WINES INT'L WINE	F620	1,938.7	1,148.0			790.8							
TERMIDOR TERMITE INSECTICIDE	H351	1,208.1							1,019.3		188.8		
TERMINIX PEST CONTROL	V172	18,826.3			110.5		176.6	1,614.9	8,574.8	253.4	6,745.5		1,350.6
TERRACE ASST LVNG CMNTY	V134	749.5	9.2		740.3								
TERRACOM RESIDENTIAL	B222	633.4							633.4				
TERRASOLES SHOES MEN & WOMEN	A310	968.6	968.6										
TERRIBLES HOTEL & CASINO	T431	572.4			46.7		15.2		510.6				
TERRY BRYANT ATTY	V151	1,058.5							1,058.5				
TERRY YORK VALENCIA BMW	V213	535.9			535.9								
TERRYS AUTO DLR	V219	270.5			270.5								
TERRYS LINCOLN MERCURY	V211	318.9			282.9		6.7		29.3				
TESORO GASOLINE	T211	674.6										674.6	
TESST COLLEGE/TECHNOLOGY	G810	1,366.8			58.4				1,308.3				
TEREBORO CHRYSLER JEEP	V211	3,617.9			3,617.9								
TETRAZENE DIETARY SUPPLEMENT	D543	694.0	694.0										
TETRAZENE ES-50 SUPPLEMENT CAPSULES	D543	383.1	383.1										
TEVA MTN GAMES AT VAIL	A390	485.0	485.0										
TEVA SNEAKERS MEN	A321	1,114.2	1,114.2										
TEVA SPORT SANDALS MEN	A322	513.2	513.2										
TEVA WRAPTOR SNEAKERS MEN	A321	369.8	369.8										
TEVADO TEQUILA	F733	270.3			270.3								
TEXACO GASOLINE	T211	3,323.1	2,635.9		4.1				431.3		3.9		247.9
TEXACO SERVICE STATION	V242	279.4			1.3		278.1						
TEXAN FORD	V211	485.4			473.5		11.9						
TEXAN PLUS MEDICAL INSURANCE	B412	984.3			89.6				894.7				
TEXANS CAN CARS/KIDS AUC	V219	396.3							396.3				
TEXANS CREDIT UNION CONSUMER SVC	B124	512.0			75.4		436.4		0.2				
TEXANS FOR SCHOOL CHOICE	B329	589.5											589.5
TEXAS A&M UNIVERSITY	G810	516.7	328.8		67.8	33.1	21.4	0.0	14.7		50.9		
TEXAS CAR TITLE&PYDY LN CONSUMER SVC	B124	451.3							451.3				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TEXAS CHAINSAW MASSACRE VIDEO	H532	735.0									735.0		
TEXAS CHAINSAW MSCR/BGNG VIDEO	H532	1,019.1	538.2								444.4		36.5
TEXAS CHEVROLET DLR ASSN	T121	3,758.2			3,758.2								
TEXAS CHEVROLET DLR ASSN VAR AT&TRK	T121	324.4			324.4								
TEXAS CHILDRENS HOSPITAL	V133	640.2	574.7		48.0				17.5				
TEXAS CHRISTIAN UNIV	G810	672.2	268.8		139.6	83.3	178.2		0.3		2.0		
TEXAS CHRY DA VAR AT&TRK & TX JEEP DA	T121	281.5			281.5								
TEXAS CHRY PLYM DLR ASSN	T121	2,090.8			2,090.8								
TEXAS CHRYSLER DLR ASSN VAR AUTO&TRK	T121	526.1			526.1								
TEXAS CHRYSLER JEEP DA	T121	2,488.4			2,488.4								
TEXAS CHRYSLER JEEP DA VAR AUTO&TRK	T121	500.5			500.5								
TEXAS CLEAN SKY CLTN ORG	B329	638.9			638.9								
TEXAS CMPTRLR/PBLC ACNTS	B315	9,262.9			9,262.9								
TEXAS CMSN/ENVRNMT QLTY	B315	751.8			743.7		8.1						
TEXAS COMMISSION/ARTS	B315	322.3	322.3										
TEXAS COMMUNITY CARE MEDICAL INS	B412	265.5			134.2				131.4				
TEXAS CULINARY ACADEMY	G840	690.5					12.8		677.7				
TEXAS DE BRAZIL REST	G310	926.6	588.2		4.0		328.9		5.5				
TEXAS DEPT OF HEALTH	B315	676.7			104.8		176.9		261.5				133.4
TEXAS DEPT OF TRANS	B315	3,054.6	30.9		528.8		1,088.1		1,334.0				72.9
TEXAS DEPT/AGRICULTURE	B315	361.1	283.0		64.7		12.6		0.8				
TEXAS DODGE DLR ASSN	T121	11,195.7			11,195.7								
TEXAS FORD DLR ASSN	T121	1,840.6			1,840.6								
TEXAS HEALTH RESOURCES RECRUITMENT	B912	363.9			363.9								
TEXAS HEALTH SPRING MEDICARE PLAN	B412	581.8							581.8				
TEXAS HEART INSTITUTE	V133	1,444.7	442.6		11.7	990.4							
TEXAS INDUSTRIAL DEVELOPMENT	B840	333.3		333.3									
TEXAS INSTRUMENTS DLP PROCESSORS	B522	42,446.1					30,914.7	39.5		10,618.1	800.0		73.8
TEXAS INSTRUMENTS PROCESSORS	B522	344.8											344.8
TEXAS JEEP DLR ASSN	T121	2,071.3			2,071.3								
TEXAS JEEP DLR ASSN VAR VEHICLES	T121	897.3			897.3								
TEXAS LENDING CONSUMER SERVICES	B124	875.0			396.4				478.6				
TEXAS LINCOLN MERCURY DA	T121	378.1			378.1								
TEXAS LINCOLN MERCURY DA VAR AT&TRK	T121	634.2			605.7								28.5
TEXAS MOTOR SPEEDWAY	V163	1,475.6			612.4		201.0	218.0	330.8	50.7	62.8		
TEXAS ONCOLOGY PA	V133	1,677.1	378.6	92.0	38.8				1,167.7				
TEXAS POWER UTILITY CO	V173	664.1	38.7		459.0	20.3	19.7		126.5				
TEXAS RANGERS BSBL TM	V163	2,404.7	64.0		157.2		1,471.9		711.5				
TEXAS ROADHOUSE REST	G310	408.1			5.7		358.4		44.0				
TEXAS SCHOOL OF BUSINESS	G810	1,391.4			1.7				1,389.7				
TEXAS STATE LOTTERY	B314	12,297.9					4,725.4		7,036.6				535.9
TEXAS STATE OPTICAL SVC	V135	272.0			11.1		261.0						
TEXAS STATE TP	T433	14,085.9	11,265.1		148.9				0.1		2,455.9		215.8
TEXAS STATE UNIVERSITY	G810	426.0	351.4				62.2		12.4				
TEXAS STATION HOTEL&CSN	T431	319.4			78.5		240.9						
TEXAS SUPER DENTISTS MAG	B623	552.5	552.5										
TEXAS SUPER DOCTORS MAG	B623	2,007.7	2,007.7										
TEXAS TECH UNIVERSITY	G810	584.4	399.7		6.4		114.8	0.0	63.5				
TEXAS TOYOTA	V212	1,379.2			63.1				1,316.2				
TEXAS TOYOTA RECRUITMENT	B912	587.1			587.1								
TEXAS TRUCK STOP DG DA VAR AUTO&TRK	T121	2,082.3			2,082.3								
TEXAS TRUCK STOP DG DA VAR TRUCKS	T121	467.1			467.1								
TEXAS UTILITIES ELECT CO	V173	719.7			719.7								
TEXAS WINE	F620	572.9	572.9										
TEXASLENDING.COM CON SVC ONLINE	B124	3,018.1			1,236.1				1,782.0				
TEXT ASTRO1 TO 66300 TEXT MESSAGING	B229	3,475.0								3,475.0			
TEXT ASTRO3 TO 44344 TEXT MESSAGING	B229	449.2								449.2			
TEXT BABE TO 75000 TEXT MESSAGING	B229	544.0							77.5		466.6		
TEXT BAY TO 42020 TEXT MESSAGING	B229	411.7									411.7		
TEXT BB TO 42020 TEXT MESSAGING	B229	355.8									355.8		
TEXT BB2 TO 42020 TEXT MESSAGING	B229	660.3									660.3		
TEXT BEST TO 42020 TEXT MESSAGING	B229	562.6									562.6		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TEXT BODY TO 40100 TEXT MESSAGING	B229	259.9							32.7	255.3	57.2		
TEXT CASH TO 79608 TEXT MESSAGING	B229	345.2								2.2	596.4		
TEXT CLEAN TO 42020 TEXT MESSAGING	B229	598.6									353.7		
TEXT COCO TO 40100 TEXT MESSAGING	B229	353.7											
TEXT FLIRT TEXT MESSAGING	B229	702.1							203.4	117.2	381.5		
TEXT FLIRT TO 75000 TEXT MESSAGING	B229	3,277.2							184.7	29.6	3,062.9		
TEXT FUN1 TO 63333 TEXT MESSAGING	B229	287.7									287.7		
TEXT FUN1 TO 66300 TEXT MESSAGING	B229	3,609.2									3,609.2		
TEXT FUN3 TO 44344 TEXT MESSAGING	B229	390.2									390.2		
TEXT FUN9 TO 63333 TEXT MESSAGING	B229	593.4									593.4		
TEXT GAME TO 77877 TEXT MESSAGING	B229	13,885.9									13,885.9		
TEXT GLOSS TO 42020 TEXT MESSAGING	B229	940.9									940.9		
TEXT HUSH TO 99199 TEXT MESSAGING	B229	658.1									658.1		
TEXT JOKE TO 85050 TEXT MESSAGING	B229	369.6									369.6		
TEXT LIFE TO 73000 TEXT MESSAGING	B229	321.6									321.6		
TEXT NEW TO 73000 TEXT MESSAGING	B229	498.0									498.0		
TEXT POP TO 42020 TEXT MESSAGING	B229	425.8									425.8		
TEXT RAP TO 42020 TEXT MESSAGING	B229	1,524.6									1,524.6		
TEXT REAL TO 42020 TEXT MESSAGING	B229	269.0									269.0		
TEXT ROCK TO 42020 TEXT MESSAGING	B229	894.5									894.5		
TEXT TO 77888 TEXT MESSAGING	B229	414.1						275.5	77.6	5.8	55.2		
TEXT TO WIN TEXT MESSAGING	B229	458.2							159.3	77.4	221.5		
TEXT TONY TO 40100 TEXT MESSAGING	B229	333.8							107.5	17.5	208.8		
TEXT TOP TO 42020 TEXT MESSAGING	B229	774.8									774.8		
TEXT URBAN TO 42020 TEXT MESSAGING	B229	563.8									563.8		
TEXT YOUR 1 TR LV 525252 TEXT MSGNG	B229	2,048.5							1.6	372.8	1,674.1		
TGI FRIDAYS RESTAURANT	G320	92,216.9		33.4		86.4	47,522.2	213.6	16,575.6	26,417.3	1,368.5		
THAI AIRWAYS INTL	T414	1,017.7	500.7		57.4	295.7	152.6		11.1		0.3		
THAI KITCHEN VAR FOOD PDTS	F900	2,580.2	2,154.5	425.7									
THAILAND TP	T434	1,189.4	1,065.2			72.2			52.0				
THANE INTL INC EXERCISE EQUIP DR	V851	952.9							42.1		910.9		
THATCHER OAKS CMRCL AWNG	V376	405.0			367.2								37.8
THATS SO SUITE LF/HN MNT &READ IT/WP	H532	318.7						28.4	3.6		286.7		
THC-1968 PAID PROMO	B642	537.4									537.4		
THC-LOST BK-NOSTRADAMUS PAID PROMO	B642	744.9			177.2	160.3					407.4		
THE FILE/CONDE NST PRTFL	B623	432.6	432.6										
THEATER DISTRICT OPEN HS	V161	390.6	24.1		366.4								
THEATREWORKS	V161	1,166.3			1,045.6	120.7							
THEHEADACHESTUDY.COM ONLINE	V139	265.2											265.2
THEISH PHONE CUSTOMIZATION SVC	B229	913.0									913.0		
THEODORE ROBINS FORD	V211	284.9			284.9								
THEODORES CNTMPRY INTRS	V372	347.0			347.0								
TERAFLU SEVERE COLD HOT LIQ REMEDY	D521	3,835.3						2,081.5	28.4	1,190.0	535.5		
TERAFLU THIN STRIPS MULTI/STRIPS	D521	5,735.7						2,357.0	52.9	2,131.3	939.1	255.5	
TERAFLU WARMING RELIEF LIQ CLD RMDY	D521	12,731.8						6,968.8	87.1	3,506.5	1,438.1	731.3	
THERAPAIN PLUS DRUGS/TOILETRIES DR	V830	252.2	252.2										
THERASEED PROSTATE CANCER RX	D560	2,080.9	1,923.8						157.2				
THERASHOWER HOME & BUILDING PDTS DR	V879	3,100.4							6.9		3,093.5		
TERMACARE ARTHRITIS HEATWRAP	D690	13,665.4	1,846.1		54.7			4,586.0	56.0	730.1	6,392.6		
TERMACARE HEATWRAP	D690	15,036.6	3,198.9	1,484.1	1,565.3	268.0		3,537.3	551.2	570.2	3,861.7		
TERMACELL MISC DR	V859	662.2							3.4	61.6	597.2		
TERMACLEAR DRUGS/TOILETRIES DR	V830	636.1							39.6	25.4	571.1		
TERMADOLOR KTCHN APPL STR	V371	468.7	44.2	142.7	138.9	142.9							
TERMADOLOR MAJOR APPLIANCES	H219	1,399.8	796.1	347.5		168.6			87.6				
TERMADOLOR OVEN	H212	3,482.6	2,998.2		484.5								
TERMADOLOR REFRIGERATOR	H211	556.2	556.2										
TERMADOLOR WALL OVEN	H212	269.3	269.3										
TERMAL ADVANTAGE CONTR	V171	774.7			245.2				529.5				
TERMOK TWIN WINDOW CO	V171	1,117.5			352.4		113.6		651.5				
TERMOSCAN EAR THERMOMETER	D610	966.5	966.5										
TERMOSPAS HOT TUB	H621	7,928.1							2,783.7	103.2	5,041.2		
TERMOSPAS HOUSEHOLD DR	V872	15,533.5							3,039.4	91.6	12,402.5		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
THE WEDDING SHOPPER.COM ONLINE	H613	1,863.8			1,863.8								
THG FAUCETS	V359	303.5	303.5										
THIBAUT HH FAB & WALLCOVERINGS	H621	590.6	590.6										
THIERRY MUGLER ANGEL FRAGRANCE W	H141	1,005.9	1,005.9										
THINGS REMEMBERED GFT SH	D180	647.3	418.6	228.7									
THINGSWEBUY.COM ONLINE	V355	963.2	963.2										
THINK BLUE CAMPAIGN/PSA	V159	1,629.8			0.4			77.6	278.2	189.2	1,084.3		
THINK FINANCIAL CONSUMER SERVICES	B323	365.4							365.4				
THINK MTV/PSA	B124	5,369.7									5,369.7		
THINK STUDENT LOANS CONSUMER SVC	B323	433.7									433.7		
THINKABOUTIT.COM ONLINE	B124	5,335.1									5,335.1		
THINKABOUTYOU'REYES.COM ONLINE	T115	14,236.4	13,525.0			711.4							
THINKCASH CONSUMER SERVICES	D630	271.9							271.9				
THINKFILM AVENUE MONTAIGNE MOVIE	B124	735.3									735.3		
THINKFILM BEFORE/DEVIL KNOWS/DEAD	B660	295.0	19.9		207.0	68.1							
THINKFILM HIP HOP PROJECT MOVIE	B660	4,117.4	79.7		3,398.9	638.7							155.9
THINKFILM IN/SHADOW/MOON MOVIE	B660	441.9	14.7		215.0	56.3							
THINKFILM SELF-MEDICATED MOVIE	B660	912.1	20.5		509.2	174.7			46.5		161.2		
THINKFILM TEN MOVIE	B660	319.5	14.7		271.8	33.0							
THINKFILM TV SET MOVIE	B660	801.8	29.3		467.3	188.2					117.0		
THINKFILM ZODIAC MOVIE	B660	261.8	14.7		65.2	74.8					107.2		
THINKWAY ACTION CMND RC SPIDER-MN	G549	4,735.9			3,718.6	1,017.2							
THIRD FEDERAL BANK CONSUMER SERVICES	B121	388.8									388.8		
THIRD FEDERAL S&L CONSUMER SERVICES	B121	1,057.2			1,057.2								
THIS MONTHS DISH/FOOD&WN	B121	8,046.2			8,046.2								
THIS OLD HOUSE MAGAZINE ONLINE	B623	990.4	990.4										
THIS OLD HOUSE MAGAZINE TV PROGRAM	B623	1,719.2	1,719.2										
THOMAS & FRIENDS VIDEOS	H532	1,068.5	1,068.5										
THOMAS AUTO DLR	V219	321.8	321.8										
THOMAS CHEVROLET	V211	1,109.4			1,057.2		52.2						
THOMAS DODGE	V211	371.8			323.0				48.8				
THOMAS DODGE OF ORLANDO	V211	289.5			289.5								
THOMAS ENGLISH MUFFINS	F341	843.2			843.2								
THOMAS HEARTY GRAINS ENGLISH MUFFINS	F341	762.0	236.7						525.3				
THOMAS JEFFERSON HOSP	F341	2,957.4							2,957.4				
THOMAS KIA	V133	594.6			178.2				416.3				
THOMAS KINKADE COLLECTIBLES DR	V212	498.7			498.7								
THOMAS NELSON PUBLISHERS	V852	452.5	452.5										
THOMAS NISSAN HYUNDAI	B610	263.0	165.1		40.6	20.6	36.7						
THOMAS SCION TOYOTA	V212	1,099.9			1,099.9								
THOMAS SQUARES BAGELBREAD	V212	347.7			347.7								
THOMAS SQUARES BGLBRD & THMS/MN BGLBR	F341	289.6	289.6										
THOMAS TOYOTA	F341	7,474.1	7,474.1										
THOMAS WEISEL PARTNERS SEC OFF	V212	1,385.1			1,385.1								
THOMAS&FRIENDS JAMES/BZ & THMS/TRCKD	B130	595.9			595.9								
THOMAS&FRNDS/TRSTY FRNDS VIDEO	H532	353.3	353.3										50.0
THOMASON AUTO GROUP	V219	554.5	504.5										
THOMASVILLE BATH LINENS	V219	262.3			262.3								
THOMASVILLE FURN FCTR ST	H142	262.5											
THOMASVILLE FURNITURE	V375	841.3	111.4		726.8	3.1							
THOMASVILLE HM FURN STR	H121	18,753.5	9,801.4		7,960.3		25.4		155.3		811.2		
THOMPSON AUTO	V375	23,609.6	479.7		13,275.7	6.9	99.0		6,399.7		3,348.6		
THOMPSON BLDG MATERIALS	V219	2,251.8			2,108.7		143.1						
THOMPSON CIGAR CO MISC DR	V376	366.1		46.0	340.1								
THOMPSON CREEK CONTR	V859	3,262.3	2,347.3	24.4	805.2	85.4							
THOMPSON FOR PRESIDENT	V171	275.7			275.7								
THOMPSONS ADVANCED WATER SEALANT	B331	491.7							411.6		80.1		
THOMPSONS WATER SEAL&WOOD PROTECT	H630	3,999.2							2,970.1	2.4	83.9	942.9	
THOROBRED CHEVROLET	H630	4,528.3	932.3						2,802.0	1.5	58.9	733.6	
THOROUGHBRED FORD	V211	1,935.0			1,668.4		162.1		104.4				
THOROUGHBRED NISSAN	V211	355.0			0.2		83.1		271.7				
	V212	323.0							323.0				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
THOS MOSER FURNITURE STR	V375	469.3	233.4	228.7	2.2	5.1							
THOUGHT FREE GOLF GOLF TRAINING SYS	G460	702.5	702.5										
THOUSAND OAKS TOYOTA	V212	2,777.5			2,777.5								
THQ AVATAR/BRNG ERTH VD GM	G511	901.8	134.7								767.1		
THQ BRATZ THE MOVIE VIDEO GM	G511	786.5	61.6								724.9		
THQ CARS MATER NATL VIDEO GM	G511	903.9	62.7								841.2		
THQ DRAWN TO LIFE VIDEO GAME	G511	771.9					23.4	0.1			748.3		
THQ JUICED 2 VIDEO GAME	G511	1,846.8					365.5	40.7	201.6	1,239.0			
THQ MX VS ATV UNTAMED VD GM	G511	2,615.8					1,026.9	12.8	268.3	1,307.9			
THQ NICKTOONS ATCK/TYBTS VD	G511	1,717.7	117.4								1,600.3		
THQ RATATOUILLE VIDEO GAME	G511	2,050.4	432.5		3.2		278.8	1.4			1,269.7	64.7	
THQ SPONGEBOB ATLANTIS/VD GM	G511	708.3	62.7								645.7		
THQ STUNTMAN IGNITION GAME	G511	4,110.6					1,251.8	16.2	436.8	2,405.8			
THQ VAR VIDEO GAMES	G511	1,140.3	712.5								427.8		
THQ WWE SMACKDOWN/RW 2008/GM	G511	5,115.7	174.9				1,328.6	28.1	1,031.9	2,552.3			
THREE OLIVES FLAVORED VODKA	F734	5,365.8	5,294.6				71.2						
THREE OLIVES VODKA	F734	5,988.0	5,986.7				1.3						
THREE RIVERS VAR BOOKS	B610	532.2			361.5	170.7							
THREE TEN EAST FTY THRD	B452	402.3				402.3							
THRIFTWAY FOOD STORE	V345	765.2			765.2								
THRIFTWAY FOOD STORE &SHOP N BAG	V345	362.9						362.9					
THRIFTY CAR RENTAL	T151	1,693.6	231.2	228.7	45.5	816.1	244.3		127.8				
THRIFTY CAR RENTAL ONLINE	T151	436.7	304.0			132.7							
THRIFTY CAR SALES	V219	716.5			560.5		2.2		153.8				
THRIVENT FIN/LUTHERANS CONSUMER SVC	B129	3,358.4	2,008.4		314.2		929.3		12.7				93.8
THRIVENT FIN/LUTHERANS CP	B124	540.0	383.9		11.6	144.5							
THRIVEQ.COM FIN SVC ONLINE	B129	3,752.6	3,000.5	736.0		16.1							
THULE AUTOMOTIVE STORAGE SYS	T144	308.5	308.5										
THUMBLPLAY RINGTONES SOFTWARE	B229	6,205.1						12.3	84.7	6,108.1			
THUNDER VALLEY CASINO	V169	5,768.6			2,430.7		848.7		2,489.1				
THUNDERBIRD PASEO CONDO	B452	311.1	61.8		249.4								
THYSSENKRUPP AG CP	H629	279.3	279.3										
TI TREASURE ISLAND LAS VEGAS	T431	654.6	517.0					137.7					
TIAA-CREF CONSUMER SERVICES	B129	25,427.4	4,128.7		689.4	239.9	152.8	15,891.3	1,316.0	50.3	2,020.5		938.6
TIARA YACHTS	G430	904.7	904.7										
TIC TAC BOLD MINTS	F510	2,608.0	1,443.8					362.4	10.2	331.5	460.1		
TIC TAC MINTS	F510	12,853.0	4,309.9					3,198.9	39.3	2,291.9	3,013.0		
TICKETMASTER ONLINE	V169	275.5						152.3				123.1	
TICKETRESERVE.COM ONLINE	B549	491.9	491.2					0.8					
TICKETSNOW.COM ONLINE	V169	379.1					118.8		10.2			250.0	
TIDE BLEACH LIQ LAUNDRY DETERGENT	H422	3,457.6	3,457.6										
TIDE COLDWATER LIQ LAUNDRY DETERGENT	H422	6,071.3	1,139.0					2,152.8	840.3	969.9	969.3		
TIDE CP	H422	5,189.3	323.6	188.6	122.6			1,908.4	29.7	553.8	2,062.7		
TIDE LIQ LAUNDRY DET/BL ALTRN	H422	17,595.2	748.9					7,713.8	383.1	2,053.4	6,696.0		
TIDE LIQUID LAUNDRY DETERGENT	H422	449.8	20.4		169.7				41.1		218.6		
TIDE PURE ESSENTIAL LIQ LAUNDRY DET	H422	15,287.4	659.2					5,854.9	2,024.4	2,276.3	4,300.4	172.1	
TIDE PWD LAUNDRY DET	H422	3,244.9			2,950.4	294.5							
TIDE SIMPLE PLEASURES LIQ LNDRY DET	H422	20,297.4	3,295.6					8,608.7	512.1	2,316.7	5,564.3		
TIDE TO GO STAIN REMOVER	H421	12,189.1						3,455.7	93.5	1,393.9	7,246.0		
TIDE ULTRA 2X LIQUID LAUNDRY DET	H422	3,975.3	37.3					329.0	3,547.4	61.6			
TIDE ULTRA 2X VIGNETTE	H422	286.7						219.3	67.4				
TIDE ULTRA LIQ&PWD LNDRY DET/BLEACH	H422	361.6						324.6	0.1		36.9		
TIDE ULTRA LIQUID LAUNDRY DET	H422	698.4							698.4				
TIDE WITH/TOUCH/DOWNY LIQ LNDRY DET	H422	3,767.3	148.6					1,616.4	1.8	146.8	1,853.7		
TIDELANDS RE DEV	B452	427.4	9.4			418.1							
TIDELOADSOFHOPE.COM ONLINE	B549	622.2		622.2									
TIDEWATER TECH SCHOOL	G840	288.1				81.4			206.7				
TIDEWELL HOSPICE&PLTV CR	V139	265.6							265.6				
TIDY CATS SCOOP LITTER	G640	15,374.7	7,139.5					3,093.5	205.1	2,613.0	2,323.7		
TIECON ENTREPRENEUR CONFERENCE	G820	400.0			400.0								
TIERONE BANK CONSUMER SERVICES	B121	638.9			410.2		103.3		125.5				
TIFFANY & CO CATALOG	B629	360.0				360.0							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TIFFANY & CO STORE	V314	24,719.4	4,428.7	579.8	14,414.7	3,975.7	1,320.5						
TIFFANY DESIGNS FORMAL GOWNS WOMEN	A130	327.3	327.3										
TIFFANY GIFTWARE & JEWELRY	H111	281.1				281.1							
TIFFANY JEWELRY	A510	21,564.5	18,826.9	248.1	23.8	2,410.8	54.9						
TIFFANY JEWELRY & WATCHES	A510	601.7			535.7	66.0							
TIGARDS LANDMARK FORD	V211	409.4			409.4								
TİGE BOATS	G430	270.8	270.0							0.8			
TİGER BALM ANALGESIC OINTMENT	D551	660.9										660.9	
TİGER ELECT DESIGNERS WORLD GM	G511	619.1						56.8	0.2	10.0	552.1		
TİGER ELECT DREAM LIFE GAME	G511	550.3						54.8	0.4	15.0	480.0		
TİGER ELECT DREAM LIFE SPRSTR	G511	1,308.6						160.7	0.1		1,147.8		
TİGER ELECTRONIC MIO PUP	G511	1,771.9						123.7	0.1		1,648.0		
TİGER FUR REAL FRIENDS KITTENS	G541	494.4						41.5	0.3	13.9	438.7		
TİGER FUR REAL FRIENDS KTY CT	G541	848.7						87.9	0.6		760.3		
TİGER FUR RL FRNDS NWBRN PG&LM	G541	377.3						47.2	0.2	11.4	318.6		
TİGER FUR RL/BTRSCCH PNY	G541	922.9						93.6			829.3		
TİGER I-CY PERSONAL MUSIC PLYR	G549	320.4						20.5	1.3	20.0	278.6		
TİGER I-DOG AMPD PRS MSC PLYR	G523	2,029.3						344.5	0.0		1,684.7		
TİGER NET JET CONTROLLER	G511	1,270.5						80.5	394.4		795.6		
TİGER POWER TOUR ELECT GUITAR	G549	2,814.0	168.0					49.6			2,596.4		
TİGER WOODS FOUNDATION	B322	1,556.1	1,439.8										116.3
TİGERDIRECT.COM ONLINE	V321	1,020.8	535.5		380.6				94.5				10.2
TIGHT FAT BURNING DRINKS	D542	287.3	287.3										
TIGHT FEM FAT BURNING CAPSULES	D542	2,053.4	2,053.4										
TIGI CATWALK HEADSHOT SHAMPOO & COND	D320	917.2	917.2										
TIGI S FACTOR HAIR CARE PDTs	D390	332.5	332.5										
TILE OUTLET STORE	V373	657.0			104.0				553.0				
TILEX MILDEW REMOVER	H443	412.6						5.2			407.4		
TILEX MILDEW RMVR&SP SCM RMVR	H443	1,000.6						381.1	1.7	68.0	549.9		
TILEX MOLD & MILDEW REMOVER	H443	4,908.4	1,729.0					581.2	1.0	190.2	2,406.9		
TILEX SOAP SCUM REMOVER	H443	678.0	678.0										
TILLAMOOK CHEESE	F312	2,224.1	2,224.1										
TILLAMOOK DAIRY PDTs	F319	1,253.1			1,220.2								32.9
TILLES FURNITURE STORE	V375	271.0			271.0								
TILSON HOMES	B452	501.3					37.9		458.7				4.7
TIM DAHLE INFINITI	V212	256.1			238.5				17.6				
TIM DAHLE NISSAN	V212	1,126.3			1,123.6				2.7				
TIM HORTONS DONUT SHOP	G320	9,356.6							9,311.6				45.0
TIM MCGRAW&FTH HL/JEEP	T117	320.6			14.2				306.4				
TIMBER RIDGE LDG&VTPRK	T431	293.7			293.7								
TIMBER WOLF CHEWING TOBACCO	G220	762.9	762.9										
TIMBERLAND APPAREL	A990	375.8	315.3		7.6	52.9							
TIMBERLAND FOOTWEAR MEN & WOMEN	A390	267.8				267.8							
TIMBERLAND PRO SERIES WORK BOOTS M	A390	716.1	425.6							290.6			
TIMBERLAND SPORT BOOTS MEN	A322	786.5	68.0						718.6				
TIMBERLANE WDCRFTRS HM&BLDG PDTs DR	V879	683.5	683.5										
TIMBERTECH DECKING MATERIAL	H619	1,905.6	1,322.9		17.1				21.7	92.8	451.2		
TIME INC CP	B623	1,141.7	1,141.7										
TIME MAGAZINE	B623	1,217.5				1,217.5							
TIME MAGAZINE ONLINE	B623	2,611.6	2,239.1			372.4							
TIME MAGAZINE SUBS DR	V823	366.2			366.2								
TIME MCCORMICK COOKING/FLAVOR	B610	657.6	657.6										
TIME OUT NY MAGAZINE ONLINE	B623	1,137.6	1,137.6										
TIME TO TALK ORG/PSA	B323	3,463.7						2,884.8	13.5		565.4		
TIME WARNER CABLE	B241	46,794.6	1,031.5		25,746.1	380.6	7,212.9		9,386.5				3,036.9
TIME WARNER CABLE & OPTIMUM CABLE	B241	6,912.7							6,912.7				
TIME WARNER CABLE & SPRINT	B241	1,008.9							1,008.9				
TIME WARNER CABLE BUNDLE PDTs	B250	16,085.2	114.3		15,970.9								
TIME WARNER CABLE BUSINESS	B222	478.3				478.3							
TIME WARNER CABLE BUSINESS SERVICES	B229	600.5							600.5				
TIME WARNER CABLE CABLE & ISP	B241	6,188.4			242.7				5,945.7				
TIME WARNER CABLE CABLE & PHONE	B241	1,490.4						5.1	1,485.3				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TIME WARNER CABLE CP	B241	287.8	4.0		201.4				82.3				
TIME WARNER CABLE ISP	B225	567.0	252.7		70.9				243.4				
TIME WARNER CABLE ISP/PHONE	B250	323.1							323.1				
TIME WARNER CABLE ISP/PHONE/TV	B250	40,690.3	1,171.0						62.1	39,453.0			4.2
TIME WARNER CABLE LOCAL&LONG DIST	B222	7,072.3			1,013.2					6,056.3		2.8	
TIME WARNER CABLE RESIDENTIAL	B222	3,220.8						44.6		3,176.2			
TIME WARNER GONE TOO SOON BOOK	B610	322.3	322.3										
TIME WARNER INC CP	G930	3,418.3	2,731.3	263.9		423.1							
TIME WARNER INC MINORITY VENDOR	B623	302.1	302.1										
TIME WARNER INC TV PROGRAM	B641	502.8	502.8										
TIME WARNER INC VAR BOOKS DR	V823	687.8	687.8										
TIME-LIFE VAR RECORDINGS DR	V871	95,834.4		51.5					936.2	1,544.8	894.8	92,407.1	
TIME-LIFE VAR VIDEOS DR	V873	6,783.3	366.8	15.4					1.2	96.2	269.8	6,034.0	
TIMEPIECES INTL JEWELRY DR	V810	351.1	351.1										
TIRES CENTER RE DEV	B452	363.1			363.1								
TIMESHARES ONLY AGENCY	B451	41,933.1						153.3		2,415.5	2,523.8	36,840.5	
TIMESHARES.COM ONLINE	B451	819.0							72.8		746.2		
TIMEX IRONMAN SPEED & DISTANCE SYS	A520	1,387.5	1,387.5										
TIMEX WATCHES	A520	8,607.1	8,522.5			24.6		60.0					
TINACTIN FOOT SPRAY	D554	5,112.8							2,591.2	42.2		2,479.4	
TINDOL FORD LINC MERC	V211	500.7								500.7			
TINKER FED CREDIT UNION CONSUMER SVC	B124	296.2			11.0		82.5			202.7			
TINY JEWEL BOX	V314	325.2	95.0		216.9		13.2						
TIP TOP SHOE STORE MEN & WOMEN	V313	581.6			34.7	546.9							
TIPTON HONDA	V212	304.6			289.4					15.2			
TIRE BARN WAREHOUSE	V241	1,086.4			803.5		17.3			265.7			
TIRE KINGDOM	V241	4,287.4			708.0		63.9			3,012.8			502.7
TIRE PROS TIRE SHOP	V241	564.5			529.3		4.0			31.2			
TIRE RACK AUTOMOTIVE DR	V880	52,644.3	52,644.3										
TIRE WORKS TOTAL CAR/CTR	V241	480.4							480.4				
TIREDISCOUNTERS TIRE STR	V241	1,228.8							1,228.8				
TIRES PLUS AUTO SVC CTR	V241	2,567.6			2,485.9				69.2				12.5
TIRES PLUS TOTAL CAR CR	V241	320.2			277.4				42.8				
TISSOT WATCHES	A520	3,232.3	2,514.3		10.2	83.8	137.4	314.4	1.6		170.6		
TITAN AUTO INS AGENCY	B430	1,763.0					21.4			1,741.6			
TITAN AUTO INSURANCE	B422	1,044.0					55.5						988.5
TITEBOND III WOOD GLUE	B729	802.4	802.4										
TITLE LOANS CONSUMER SERVICES	B124	429.0							420.0				9.0
TITLE MAX LOANS CONSUMER SERVICES	B124	5,468.2					35.3			5,432.8			
TITLEIST 695CB & 907D2 GOLF CLUBS	G460	332.7	164.1			168.6							
TITLEIST 907D1 & 907D2 GOLF CLUBS	G460	2,850.8	2,513.6			337.2							
TITLEIST GOLF BALLS	G460	4,515.9			2.0	585.2		3,772.8	0.2		155.8		
TITLEIST GOLF BALLS & CLUBS	G460	290.2	289.6								0.6		
TITLEIST NXT & NXT TOUR GOLF BALLS	G460	4,066.4	1,149.4					2,796.7			120.2		
TITLEIST NXT TOUR & NXT EXTRM GLF BL	G460	4,264.2	1,610.6					2,422.1			231.5		
TITLEIST PRO V1 & PRO V1X GOLF BALLS	G460	10,799.5	3,137.1			585.2		6,599.3	0.2		477.8		
TITLEIST PRO V1 GOLF BALLS	G460	396.8	396.8										
TITLEIST VAR GOLF BALLS	G460	1,066.0	708.1			357.8							
TITLEIST VOKEY DESIGN GOLF CLUBS	G460	540.5	540.5										
TITOS HANDMADE VODKA	F734	1,284.6				140.2	990.3					154.1	
TITUS WILL FORD	V211	301.4				301.4							
TITUS WILL TOYOTA	V212	265.4				265.4							
TIVO DIGITAL RECORDER	H511	11,852.6	3,590.7					705.7			7,014.4	300.0	241.7
TIVO VIDEO PDT'S DR	V873	5,262.6									5,262.6		
TIVOLI JEWELRY STORE	V314	569.9				216.9	218.6		134.4				
TIVOLI AUDIO AUDIO PDT'S DR	V871	4,168.6				2,811.2	1,357.4						
TJ MAXX CLOTHING STORE FAMILY	V311	1,879.0	39.6			540.6		21.1		990.5		156.1	
TJ MAXX CLOTHING STORE MEN	V311	2,644.5				219.0	31.3			1,653.4		697.2	
TJ MAXX CLOTHING STORE MEN & WOMEN	V311	18,658.4	39.6			3,729.1	175.2	122.3	121.2	7,516.8		1,830.0	
TJ MAXX CLOTHING STORE WOMEN	V311	17,282.1	116.8	46.0		1,791.3	104.7			299.9	9,784.1	5,139.3	
TK CONSTRUCTORS	V171	379.3								379.3			
TLC CABLE TV	B642	5,574.6	3,946.3				303.2	648.8					676.4

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TLC HOME FURN&ACCESS STR	V375	547.1			531.8		2.3		13.0				
TLC LASER EYE CENTER	V133	889.8			214.5		92.9		491.6				90.9
TLC REMODELING	V171	373.3			373.3								
TLC THE LEARNING CHANNEL PAID PROMO	B642	475.8							115.5		164.5	195.8	
TLC VISION CENTER	V135	9,278.0											9,278.0
TLCEdge SRGCL WGBT LS CT	D800	253.5			253.5								
TLC-FASHIONABLY LATE PAID PROMO	B642	902.9	309.4						20.8	60.2	494.0		18.4
TLC-JON & KATE PLUS 8 PAID PROMO	B642	263.4										263.4	
TLC-MISS AMER RLTY CHCK PAID PROMO	B642	310.3	246.7									63.6	
TMNT VIDEO	H532	2,348.1							949.5	1.6	11.2	1,165.9	220.0
T-MOBILE INTL AG RECRUITMENT	B912	315.1	285.6		23.4								6.1
T-MOBILE INVNLN EVNT	G930	1,517.5				1,517.5							
T-MOBILE SIDEKICK WIRELESS DVCS&SVC	B213	596.6	565.5									31.1	
T-MOBILE VIGNETTE	B260	465.0										403.1	
T-MOBILE WIRELESS SERVICE	B223	511,382.4	2,161.5		128,367.0	17,662.5	8,177.3	139,301.4	81,241.2	55,541.4	71,881.5		7,048.6
T-MOBILE WIRELESS STORE	V329	4,502.3			4,322.0	150.7						29.6	
TMZ.COM ONLINE	B670	815.9	795.9				20.0						
TNA WRESTLING LIVE EVENT	V163	273.0				37.3						228.7	
TNT CABLE TV	B642	17,863.6	9,122.7		376.7	2,332.0	1,695.7						4,336.4
TNT FIREWORKS STORE	V359	266.0				7.7	137.0					20.0	93.6
TNT TURNER NETWORK PAID PROMO	B642	454.1											454.1
TNT VACATIONS	T420	351.1			301.7		10.6					38.8	
TNT-CLOSER/SAVING GRACE PAID PROMO	B642	878.3	263.0									39.8	47.2
TNT-NBA BASKETBALL PAID PROMO	B642	480.8				24.3	96.2						360.4
TNT-NBA TIP-OFF PAID PROMO	B642	421.3	327.3			25.0	69.1						
TNT-PGA GRAND SLAM/GOLF PAID PROMO	B642	256.5	199.5				42.7						14.3
TO FIX IT REFERRAL SVC	V179	346.5										346.5	
TO THE MAX RTW WOMEN	A190	352.8	352.8										
TO YOUR HEALTH ADVERTORIAL	V133	672.8				672.8							
TOBACCO CONTROL PRGM/PSA	B323	1,239.7										1,239.7	
TOBACCO FREE KIDS ORG	B329	415.8											415.8
TOBACCO PREVENTION/PSA	B323	310.9										310.9	
TOBACCO QUITLINE	B329	344.3				0.7						335.2	
TOBLERONE CANDY	F510	1,017.1										1,017.1	
TOBY KEITH/FORD TRUCKS	T117	272.2										272.2	
TODAI RESTAURANT	G310	354.3			343.8							10.4	
TODAY CONTRACEPTIVE SPONGE	D558	1,052.0	1,052.0										
TODAYS BEDROOM ONE STR	V375	860.4				854.0						6.5	
TODAYS MILITARY ONLINE	B670	3,653.9	3,653.9										
TODAYS POOL&PT FURN STR	V175	325.6				298.9						26.6	
TODAYS WAY FURN&DSGN STR	V375	259.1		92.0	167.0								
TODD ARCHER HYUNDAI	V212	343.9				249.4		0.7					
TODD WENZEL AUTO	V219	1,456.3				1,440.0		16.3					
TODD WENZEL CHEVROLET	V211	447.3				447.3							
TODDS BOUTIQUE	V357	306.4					306.4						
TODEY CHEVROLET	V211	528.9			528.9								
TODS BOOTS MEN	A310	284.8	284.8										
TODS CLOTHING STORE WOMEN	V311	283.0	251.2			31.8							
TODS HANDBAGS & SHOES WOMEN	A410	9,492.3	8,920.5	571.8									
TODS HANDBAGS WOMEN	A410	1,063.6	1,063.6										
TODS SHOES MEN	A310	1,807.3	1,464.3	343.1									
TODS SNEAKERS MEN	A321	368.6	368.6										
TOGETHER RX ACCESS PRESCRIPTION CARD	B412	2,404.5					256.9					66.3	341.6
TOGETHER RX PRESCRIPTION CARD	B412	620.5			477.6	142.9						1,639.5	100.2
TOGETHER/HEALTH CR CLTN	B322	322.7										322.7	
TOHATSU OUTBOARD MOTORS	G430	407.9	407.9										
TOHONO OODHAM GMNG AUTH	B329	455.0					455.0						
TOKINA AF CAMERA LENS	G142	551.4	551.4										
TOKINA AT-X PRO SERIES VAR CMR LNS	G142	277.5	277.5										
TOLBERT BDL&MSGRV/ATTY	V151	306.5										306.5	
TOLIVERS CARPET ONE STR	V373	746.3			663.7							82.5	
TOLL BROS CONTRACTOR	V171	934.3		185.9	27.9		720.4						

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TOLL BROS RE DEV	B452	8,258.0	65.7	773.7	6,253.5	723.2	331.1		38.8				72.1
TOM BANNEN CHEVROLET	V211	2,527.0			2,527.0								
TOM BENSON CHEVROLET	V211	464.3			413.3				51.0				
TOM BUSH BMW	V213	525.1			511.2				13.9				
TOM FORD AZUREE SOLEIL FNDFTN&LPCLR	D140	440.0	440.0										
TOM FORD BLACK ORCHID FRAGRANCE W	D180	1,422.0	1,422.0										
TOM FORD EYEWEAR	D630	362.3	248.0	114.4									
TOM FORD FRAGRANCE MEN	D410	3,575.7	3,461.4	114.4									
TOM FORD MENSWEAR STORE MEN	V311	1,153.7	745.3	114.4		274.2	19.8						
TOM FORD SUNGLASSES	A430	692.2	692.2										
TOM GILL CHEVROLET	V211	495.2							495.2				
TOM JOHNSON CAMPING CTR	V232	471.0			141.5		35.6		294.0				
TOM JUMPER CHEVROLET	V211	452.0			430.5		19.7		1.8				
TOM LEONARDS FARMERS MKT	V346	332.1			332.1								
TOM MAGELANER ATTY	V151	263.0							263.0				
TOM MOORE CHEVROLET AUTO	V211	520.4			520.4								
TOM O'BRIEN CHRYSLER JEEP	V211	307.8			19.3				288.4				
TOM O'BRIEN HYUNDAI	V212	322.0			322.0								
TOM PEACOCK NISSAN	V212	362.3			361.2				1.1				
TOM PETERSON&GLORIAS TOO	V375	324.1			324.1								
TOM RAPER CAMPERS & RVS	V232	1,712.1					12.4		1,698.0		1.7		
TOM SMITH FORD	V211	600.4								600.4			
TOM THUMB FOOD STORE	V345	3,274.6			1,193.6		34.1		2,046.9				312.3
TOM TOM AUTO & TRUCK ACCESSORIES	T144	312.3											
TOM WILLIAMS LEXUS	V212	479.6			277.1				202.6				
TOM WOOD AUTOS	V219	277.6			251.3		26.3						
TOM WOOD FORD	V211	356.1			305.6				50.5				
TOM WOOD LEXUS	V212	489.0			144.6				344.4				
TOM WOOD NISSAN	V212	257.4			67.8				189.6				
TOM WOOD TOYOTA	V212	294.3			16.4		19.6		258.4				
TOMBSTONE FROZEN PIZZA	F260	1,985.9	849.4	245.6					890.8				
TOMMY 10 FRAG M & MY GRL 10 FRAG W	D410	383.7	383.7										
TOMMY BAHAMA APPAREL	A990	4,282.6	4,282.2		0.4								
TOMMY BAHAMA BATHING SUITS WOMEN	A150	440.1	440.1										
TOMMY BAHAMA GOLDEN SUN & WHT SND RM	F732	2,960.5	2,960.5										
TOMMY BAHAMA RUM	F732	852.7	852.7										
TOMMY BAHAMA WHITE SAND RUM	F732	2,484.9	584.8		1,900.1								
TOMMY HILFIGER APPAREL	A990	2,176.9	1,878.5	228.7			69.8						
TOMMY HILFIGER BATHING SUITS W&SNGLS	A150	780.2	780.2										
TOMMY HILFIGER DRESSES WOMEN	A130	1,009.0	1,009.0										
TOMMY HILFIGER HOME FURN	V375	455.8	455.8										
TOMMY HILFIGER RTW MEN & WOMEN	A190	1,748.8			138.9	641.1	968.9						
TOMMY HILFIGER SPORTSWEAR M & W	A141	572.5	115.1	457.4									
TOMMY HILFIGER STORE MEN	V311	1,317.5	826.9	197.1		293.6							
TOMMY HILFIGER STORE MEN & WOMEN	V311	12,771.4	12,771.4										
TOMMY HILFIGER STORE WOMEN	V311	1,213.5	1,213.5										
TOMMY HILFIGER WATCHES	A520	740.9	740.9										
TOMOTHERAPY RADIATION EQUIP	D610	1,107.3	629.3	478.0									
TOMS FARMS CNTRY FRNSNG	V372	435.4			22.8		412.6						764.8
TOMS OF ME DENTAL SUPPLIES	D219	764.8											
TOMS OF ME NATURAL TOOTHPASTE	D211	407.7			407.7								
TOMS RIVER AUTO DLR	V219	1,178.9			1,178.9								
TOMS-PRICE HM FRNSHG STR	V375	3,822.5			3,564.3		258.2						
TOMTOOM GPS	G130	10,263.3							1,756.9		4,203.8	4,302.6	
TOMY THOMAS/TRCKMSTR THMS/SHD	G544	2,939.3						457.6	612.5	294.2	1,575.1		
TONALIN CLA DIETARY SUPPLEMENT	D542	1,650.2	1,650.2										
TOONE SUGAR GLOW BODY WASH	D223	805.9	805.9										
TONI & GUY HAIRDRESSING	V131	1,615.2	1,609.8		5.3								
TONKA 3 IN 1 SCOOT N SCOOP	G544	5,006.1						2,525.7	262.3	448.6	1,769.6		
TONKA SCOOT N SCOOP/RIDE-ON	G543	467.4	467.4										
TONKA TOY TRUCK	G543	1,435.4	1,435.4										
TONKA WHEEL PALS SPEED/GO FWY	G543	2,505.3						1,250.6	21.8	563.9	669.0		

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TONKIN AUTO	V219	394.7			274.9		119.8						
TONY CHACHERE SEASONINGS	F150	549.3							11.8		537.6		
TONY GROUP AUTOPLEX	V219	339.7								339.7			
TONY ROMAS RESTAURANT	G320	738.0			30.6	198.0	14.4			494.9			
TONYS FINER FOOD STORE	V346	805.5			755.8					49.7			
TONYS NURSERIES	V358	444.1			444.1								
TOOBERS & ZOTS TOYS DR	V851	1,810.8							124.8	0.0		1,686.0	
TOOL KING STORE	V376	435.8			435.8								
TOONTOWN.COM GAMES ONLINE	G513	4,652.4							780.3	2.5		3,869.6	
TOOTH TUNES MUSICAL TOOTHBRUSH	D280	5,928.7	423.7						810.7	112.3	90.2	4,491.9	
TOOTHSAVERS DENTAL SVC	V133	430.6			430.6								
TOOTSIE ROLL TOOTSIE POPS CANDY	F510	829.1										829.1	
TOOTSIES CABARET NGHTCLB	V167	373.0			373.0								
TOP FOOD & DRUG STORE	V346	2,236.7			1,030.5					1,206.2			
TOP OF THE ROCK VIEW	V169	295.8								295.8			
TOP TOMATO FOOD	V346	511.5			511.5								
TOP/ROCK OBSERVATION DCK	V169	666.1	212.2	114.4	71.6		268.0						
TOPAMAX DRUGS/TOILETRIES DR	V830	680.9	680.9										
TOPAMAX RX	D560	48,176.3	30,292.6	17,883.7									
TOPCDHITS.COM VAR RECORDINGS DR	V871	2,217.2							14.1	13.4	11.6	2,178.1	
TOP-FLITE D2 GOLF BALLS	G460	3,789.3	2,833.1						348.7	40.7		566.9	
TOP-FLITE GOLF BALLS	G460	345.8	345.8										
TOPPS &UPPER DECK BSBL CRDS	G530	374.8							74.7	0.3		299.7	
TOPPS BASEBALL CARDS	G530	872.7	872.7										
TOPPS BASKETBALL CARDS	G530	351.5	351.5										
TOPS MARKET	V346	263.8			259.3		4.5						
TORAY INDUSTRIES INC CP	B819	528.6	487.5							41.1			
TORGEO WATCHES	A520	363.6	363.6										
TORO LAWN & GARDEN EQUIP	G711	968.5			603.7		2.5		319.1		43.2		
TORO LAWN MOWER	G711	3,030.5			3,025.9				4.5				
TORO LAWN MOWER & TRACTOR	G711	1,378.4			1,378.4								
TORO LOCO PRE-PAID PHONE CARD	B231	252.4							252.4				
TORO SNOW THROWER	G711	1,593.5			818.8					563.6			211.2
TORO TIME CUTTER Z RIDING MOWER	G711	602.0							602.0				
TORONTO CANADA TP	T434	3,489.9	2,612.6		634.7								242.6
TORRANCE TOYOTA	V212	723.9			723.9								
TORRID PLUS SIZES STORE WOMEN	V311	1,591.9	1,591.9										
TORTUGA BAY HOTEL	T431	984.1	511.8	472.3									
TOSCALITO TIRE & BRAKE	V241	590.7			590.7								
TOSHIBA COPIER	B711	1,033.3	941.4		15.3				70.8		5.8		
TOSHIBA DVD PLAYER	H511	996.0				285.8		86.2	339.9		284.2		
TOSHIBA ELECTRONIC ENTER EQUIP	H519	544.6					544.6						
TOSHIBA ENCOMPASS SVC	V129	759.4	759.4										
TOSHIBA HD DVD PLAYER	H511	18,102.3	1,963.8		3,343.3		4,802.6	2,499.0	252.5	4,515.7			725.4
TOSHIBA MULTI FUNCTION OFC MCHN	B719	393.0	393.0										
TOSHIBA PORTEGE PORTABLE COMPUTER	B511	6,409.5	5,374.0		1,035.6								
TOSHIBA QOSMIO PORTABLE COMPUTER	B511	355.5	355.5										
TOSHIBA TECRA PORTABLE COMPUTER	B511	510.6	510.6										
TOSHIBA TV	H511	1,590.5	262.0		153.9	497.5			293.6		383.5		
TOSHIBA VIDEO EQUIP	H511	319.0											319.0
TOSTITOS DIPS	F170	5,835.4	5,835.4										
TOSTITOS SALSA	F170	13,617.9	12,427.3	1,190.6									
TOSTITOS SCOOPS TORTILLA CHIPS	F530	2,063.5							1,898.0	0.1		165.4	
TOSTITOS SCOOPS TORTILLA CHIPS&SALSA	F530	5,916.6							4,110.7	0.4		1,805.5	
TOSTITOS TORTILLA CHIPS	F530	7,846.0							4,714.1			3,131.9	
TOSTITOS TORTILLA CHIPS & SALSA	F530	2,290.9							1,712.8			578.1	
TOTAL BEAUTY EXPRNC STR	V330	271.7			271.7								
TOTAL DOLLAR INS AGENCY	B430	462.8	462.8										
TOTAL GYM EXERCISE EQUIP DR	V851	7,807.1							575.3	27.4	7,204.5		
TOTAL HEALTH CARE INS CO MEDICAL INS	B412	399.6							399.6				
TOTAL HEARING CARE CTR	V139	300.4			300.4								
TOTAL HLTH/MED&REHAB CTR	V133	262.1			262.1								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TOTAL REWARDS CARD	V169	4,781.1			328.0			600.0	2,653.3		1,199.7		
TOTAL TRANSFORMATION	V139	1,980.6	610.1	363.9		250.2						746.0	10.5
TOTAL TRNSFRMTN/INFO MISC DR	V859	561.6			525.9	35.7							
TOTAL WINE & SPIRITS STR	V341	2,570.9			2,570.9								
TOTAL WINE&MORE SPRSTR	V341	5,180.0			4,755.2	190.3	89.0						145.5
TOTINOS FROZEN MEGA PIZZA ROLLS	F260	3,209.1	188.5					756.7	1,018.0		1,245.9		
TOTINOS FROZEN PIZZA ROLLS	F260	9,844.9	671.1					4,347.8	362.2		4,463.8		
TOTO PLUMBING FIXTURES	H621	793.8	793.8										
TOUCHSTONE ENERGY	V173	6,220.0			10.9		15.0	38.4	2,050.1		4,105.6		
TOUR EDGE BAZOOKA GOLF CLUBS	G460	1,427.3	1,427.3										
TOUR EDGE EXOTICS GOLF CLUBS	G460	1,340.2	1,340.2						0.1				
TOUR MASTER JACKETS MEN & WOMEN	A120	276.0	276.0										
TOURNEAU JEWELERS	V314	3,127.0	1,726.7		406.2								994.0
TOURNEAU WATCHES STORE	V314	8,163.4	1,527.1	394.1	2,913.5	3,328.7							
TOURO COLLEGE	G810	895.7			393.8	21.3	480.6						
TOURO INFIRMARY	V133	366.4					323.9		42.5				
TOUS JEWELRY	A510	1,218.1	957.4				260.8						
TOUS JEWELRY STORE	V314	782.1	764.0		18.1								
TOWBIN AUTO DLR	V219	365.2			51.9		217.7		95.6				
TOWBIN DODGE	V211	1,164.1			318.6		77.8		767.7				
TOWBIN HUMMER	V211	636.8			53.1				583.7				
TOWER OF JEWELS STORE	V314	339.2			158.6		87.0		93.6				
TOWER WINE & SPIRITS STR	V341	402.4			402.4								
TOWN & COUNTRY FORD	V211	3,364.1			2,597.1		100.0		667.1				
TOWN & COUNTRY HOMES	B452	1,429.3			1,058.1		278.5		92.7				
TOWN & COUNTRY MAGAZINE ONLINE	B623	1,248.7	1,248.7										
TOWN & COUNTRY TOY SCION	V212	593.9						593.9					
TOWN CENTER/CORTE MADERA	V359	592.9			592.9								
TOWN CTR/ENGLEWOOD DEV	B452	374.4			332.3	42.0							
TOWN EAST FORD	V211	1,165.6			1,165.6								
TOWN FAIR TIRE CENTER	V241	1,896.4			1,528.9		55.8		302.8				9.0
TOWN NORTH NISSAN	V212	261.0			258.7				2.3				
TOWN SQUARE FURN STORE	V375	532.4			522.3				10.1				
TOWN&COUNTRY AUTO SALES	V219	889.5			853.3		19.6		16.6				
TOWNE AUTO DLR	V219	297.4			297.4								
TOWNE CADILLAC	V211	320.6			320.6								
TOWNE HYUNDAI	V212	626.4			342.7				283.7				
TOWNE HYUNDAI TOYOTA	V212	346.2			346.2								
TOWNSHIP OF AURORA	B315	373.3			373.3								
TOWNSHIP OF MANALAPAN	B315	636.1			636.1								
TOWPARK/TRADITION RE DEV	B452	609.7			609.7								
TOXIC WASTE CANDY	F510	435.0	435.0										
TOY BIZ FANTASTIC 4/SLVR/FNTSTCR	G549	306.4					8.8			297.6			
TOY DRIVE/PSA	B323	1,473.3						1,473.3					
TOY INSIDER GUIDE	B629	3,345.0	3,345.0										
TOY QUEST BANZAI CLR STRM/GN	G549	314.0								314.0			
TOY STATE IND ROAD RIPPER VEHICLES	G543	1,219.3					79.0	0.0		1,140.3			
TOYO AUTO TIRES	T145	7,530.1	6,769.1						109.3		651.8		
TOYO TRUCK TIRES	T145	525.8	58.2			69.1		59.0	58.7		280.8		
TOYOTA 101	V212	507.6			507.6								
TOYOTA AUTO DIV CP	T112	2,932.5	2,931.4							1.1			
TOYOTA AUTO&TRK COROLLA & RAV4	T115	3,042.0							3,042.0				
TOYOTA AUTO&TRK COROLLA & RAV4 LSG	T115	2,671.1							2,671.1				
TOYOTA AUTO&TRK DIV CP	T115	13,305.5	2,667.9		175.1			7,329.0	75.9	100.2	2,952.3		5.1
TOYOTA AUTO&TRK PRE-OWNED	T115	1,150.2							1,132.7		17.6		
TOYOTA AUTO&TRK VAR	T115	35,004.0	32.0		4,077.7		9,415.2	10,818.7	7,680.1	10.8	1,548.2	355.2	1,066.1
TOYOTA AUTO&TRK VAR LEASING	T115	4,249.8			1,172.0				3,077.8				
TOYOTA AUTO&TRK VIGNETTE	T115	2,657.3							2,146.0	369.3		142.0	
TOYOTA AUTOS AVALON	T112	6,987.9	4,530.5						502.9	252.2	937.6	535.3	229.4
TOYOTA AUTOS AVALON & CAMRY	T112	410.4								410.4			
TOYOTA AUTOS CAMRY	T112	24,723.6	11,125.3		10.2			1,261.5	9,097.9	2,390.7	676.0	162.0	
TOYOTA AUTOS CAMRY & CAMRY HYBRID	T112	1,287.8							1,287.8				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TOYOTA AUTOS CAMRY & COROLLA	T112	2,246.9							2,244.1		2.8		
TOYOTA AUTOS CAMRY & COROLLA LEASING	T112	773.7							773.7				
TOYOTA AUTOS CAMRY & PRIUS BI-FUEL	T112	1,034.9			75.6				959.2				
TOYOTA AUTOS CAMRY HYBRID	T112	44,812.3	10,860.4					30,060.4	354.7	16.2	3,520.6		
TOYOTA AUTOS CAMRY LEASING	T112	23,641.4							23,641.1	0.3			
TOYOTA AUTOS COROLLA	T112	22,528.2	3,266.1					750.4	18,151.4	183.0	177.3		
TOYOTA AUTOS COROLA LEASING	T112	1,117.1							1,117.1				
TOYOTA AUTOS PRIUS BI-FUEL	T112	23,995.4	195.9		210.4			14,376.5	7,268.5		1,944.1		
TOYOTA AUTOS PRIUS BI-FUEL LEASING	T112	701.5							701.5				
TOYOTA AUTOS VAR	T112	6,074.5			527.0	142.9		435.1	4,503.9		465.6		
TOYOTA AUTOS YARIS	T112	26,201.2	6,299.3					15,350.6	1,725.3	413.9	2,046.6		365.5
TOYOTA CENTER	V212	525.8			18.6				507.2				
TOYOTA CENTRAL	V212	973.9							973.9				
TOYOTA CHULA VISTA	V212	464.3			426.9				37.4				
TOYOTA CREDIT/AUTO SALES	V212	1,652.7							1,652.7				
TOYOTA DLR ASSN 4RUNNER	T122	3,045.4							3,045.4				
TOYOTA DLR ASSN 4RUNNER & FJ CRUISER	T122	1,079.1							1,079.1				
TOYOTA DLR ASSN 4RUNNER & HIGHLANDER	T122	1,314.2							1,314.2				
TOYOTA DLR ASSN 4RUNNER & RAV4	T122	323.1							323.1				
TOYOTA DLR ASSN 4RUNNER & SEQUOIA	T122	1,295.6							1,295.6				
TOYOTA DLR ASSN 4RUNNER & SIENNA	T122	1,447.3							1,447.3				
TOYOTA DLR ASSN 4RUNNER & TACOMA	T122	629.7							629.7				
TOYOTA DLR ASSN 4RUNNER & TUNDRA	T122	1,933.7							1,933.7				
TOYOTA DLR ASSN AVALON	T122	962.2							962.2				
TOYOTA DLR ASSN AVALON & CAMRY	T122	556.1							556.1				
TOYOTA DLR ASSN CAMRY	T122	11,640.7							11,631.8			8.8	
TOYOTA DLR ASSN CAMRY & CAMRY HYBRID	T122	3,413.5							3,413.5				
TOYOTA DLR ASSN CAMRY & COROLLA	T122	6,727.7							6,684.0				43.7
TOYOTA DLR ASSN CAMRY & COROLLA LSG	T122	497.7							497.7				
TOYOTA DLR ASSN CAMRY & HIGHLANDER	T122	646.5							646.5				
TOYOTA DLR ASSN CAMRY & RAV4	T122	643.9							643.9				
TOYOTA DLR ASSN CAMRY & SIENNA	T122	929.7							929.7				
TOYOTA DLR ASSN CAMRY HYBRID	T122	1,176.8							1,176.8				
TOYOTA DLR ASSN CAMRY HYBRID&COROLLA	T122	295.1							295.1				
TOYOTA DLR ASSN CAMRY LEASING	T122	12,358.2							12,358.2				
TOYOTA DLR ASSN CAMRY&PRIUS BI-FUEL	T122	282.2							282.2				
TOYOTA DLR ASSN COROLLA	T122	17,772.5							17,772.5				
TOYOTA DLR ASSN COROLLA & MATRIX	T122	1,672.9							1,672.9				
TOYOTA DLR ASSN COROLLA & RAV4	T122	2,876.9							2,876.9				
TOYOTA DLR ASSN COROLLA & TACOMA	T122	518.7							518.7				
TOYOTA DLR ASSN COROLLA & YARIS	T122	1,379.5							1,379.5				
TOYOTA DLR ASSN COROLLA LEASING	T122	1,382.0							1,382.0				
TOYOTA DLR ASSN COROLLA&PRIUS BI-FL	T122	2,461.5							2,461.5				
TOYOTA DLR ASSN CP	T122	962.2							957.9			4.3	
TOYOTA DLR ASSN FJ CRUISER	T122	1,078.7							1,078.7				
TOYOTA DLR ASSN FJ CRUISER & TACOMA	T122	851.1							851.1				
TOYOTA DLR ASSN HIGHLNDR HYBRD&HGHLND	T122	778.5							778.5				
TOYOTA DLR ASSN HIGHLANDER	T122	8,030.2							8,030.2				
TOYOTA DLR ASSN HIGHLANDER & RAV4	T122	1,095.4							1,095.4				
TOYOTA DLR ASSN HIGHLANDER & SIENNA	T122	3,105.6							3,105.6				
TOYOTA DLR ASSN HIGHLANDER HYBRD&PRS	T122	362.8							362.8				
TOYOTA DLR ASSN HIGHLANDER HYBRID	T122	459.4							459.4				
TOYOTA DLR ASSN HIGHLANDER LEASING	T122	2,624.4							2,624.4				
TOYOTA DLR ASSN HIGHLANDER&RAV4 LS	T122	398.2							398.2				
TOYOTA DLR ASSN HIGHLANDER&SN LSG	T122	600.6							600.6				
TOYOTA DLR ASSN MATRIX&PRIUS BI-FUEL	T122	566.9							566.9				
TOYOTA DLR ASSN PARTS & SERVICE	T144	388.2							388.2				
TOYOTA DLR ASSN PRE-OWNED AUTO&TRK	T122	3,491.4							3,491.4				
TOYOTA DLR ASSN PRIUS BI-FUEL	T122	16,784.3							16,784.3				
TOYOTA DLR ASSN PRIUS BI-FUEL LSG	T122	985.6							985.6				
TOYOTA DLR ASSN RAV4	T122	3,498.1							3,498.1				
TOYOTA DLR ASSN RAV4 LEASING	T122	592.4							592.4				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TOYOTA DLR ASSN SEQUOIA & SIENNA	T122	1,231.0							1,231.0				
TOYOTA DLR ASSN SIENNA	T122	7,949.1							7,949.1				
TOYOTA DLR ASSN SIENNA LEASING	T122	368.7							368.7				
TOYOTA DLR ASSN TACOMA	T122	5,562.6							5,562.6				
TOYOTA DLR ASSN TACOMA & TUNDRA	T122	8,571.7							8,571.7				
TOYOTA DLR ASSN TUNDRA	T122	40,058.8			333.6				39,556.8				168.4
TOYOTA DLR ASSN TUNDRA LEASING	T122	1,765.8							1,765.8				
TOYOTA DLR ASSN VAR AUTO&TRK	T122	85,044.4			42,833.7		12,807.1		26,624.1				2,779.5
TOYOTA DLR ASSN VAR AUTO&TRK LEASING	T122	514.5							514.5				
TOYOTA DLR ASSN VAR AUTOS	T122	7,461.0							7,327.0				134.0
TOYOTA DLR ASSN VAR TRUCKS	T122	14,231.8			153.5				14,050.1		0.8		27.4
TOYOTA DLR ASSN VIGNETTE	T122	491.0							491.0				
TOYOTA FINANCIAL BUSINESS SERVICES	B129	261.3	261.3										
TOYOTA GRAND PRIX RC	T115	288.3			286.4			0.0	1.9				
TOYOTA GREENVILLE	V212	1,236.2			1,236.2								
TOYOTA KNOXVILLE	V212	297.4					33.6		263.8				
TOYOTA LOC DLR	V212	437.7							437.7				
TOYOTA MALL OF GA	V212	2,138.8			530.1		395.8		1,212.9				
TOYOTA MOTOR CORP CP	T115	2,696.8	1,455.2			944.2		0.0					297.3
TOYOTA MOTOR CORP DIV CP	T115	16,692.0	10,428.6		351.9	5,911.4							
TOYOTA MOTOR CORP DIV MNRTY VNDR	T115	332.4	332.4										
TOYOTA MOTOR FLEET SALES	T132	254.7	254.7										
TOYOTA MOTOR SALES USA CP	T115	1,887.0	1,718.4			168.6							
TOYOTA OF ALAMEDA	V212	572.8			572.6				0.3				
TOYOTA OF BEDFORD	V212	265.0			3.3				261.7				
TOYOTA OF CARLSBAD	V212	930.7			487.6		82.8		360.3				
TOYOTA OF DALLAS	V212	976.2			632.1				344.0				
TOYOTA OF EASLEY	V212	1,081.6			995.3				86.3				
TOYOTA OF ESCONDIDO	V212	782.7							782.7				
TOYOTA OF FORT WORTH	V212	1,182.3			1,121.4		38.4		22.5				
TOYOTA OF GARDEN GROVE	V212	560.8			11.0				549.8				
TOYOTA OF GLENDALE	V212	658.4			25.6				632.8				
TOYOTA OF GLENOROA	V212	440.0			106.1				333.9				
TOYOTA OF GREENWICH	V212	1,513.5			1,513.5								
TOYOTA OF GREER	V212	1,720.7			1,344.5				376.2				
TOYOTA OF HOLLYWOOD	V212	850.2			822.7		14.4		13.1				
TOYOTA OF IRVING	V212	250.6			146.5		98.8		5.3				
TOYOTA OF LAKE NORMAN	V212	426.2			2.0				424.1				
TOYOTA OF LEWISVILLE	V212	876.5			76.0				800.5				
TOYOTA OF LOUISVILLE	V212	957.3			186.1		66.3		705.0				
TOYOTA OF MCKINNEY	V212	435.3							435.3				
TOYOTA OF MERRILLVILLE	V212	424.0			381.7		42.4						
TOYOTA OF NEW ORLEANS	V212	1,074.7			1,035.2				39.5				
TOYOTA OF ORANGE	V212	355.1			355.1								
TOYOTA OF ORLANDO	V212	420.5							420.5				
TOYOTA OF PASADENA	V212	1,258.8			1,199.0				59.8				
TOYOTA OF RICHARDSON	V212	804.7			804.6				0.0				
TOYOTA OF RIVERSIDE	V212	326.8					326.8						
TOYOTA OF ROSWELL	V212	345.3							345.3				
TOYOTA OF ROSWELL & TOYOTA SOUTH	V212	279.7							279.7				
TOYOTA OF SANTA MONICA	V212	565.1			565.1								
TOYOTA OF TAMPA BAY	V212	1,664.8			1,212.0		73.4		379.4				
TOYOTA OF THE BRONX	V212	1,330.0			1,330.0								
TOYOTA OF WINTER HAVEN	V212	261.6							261.6				
TOYOTA ON NICHOLASVILLE	V212	444.7							444.7				
TOYOTA SAN DIEGO	V212	292.7					42.1		250.6				
TOYOTA SCION OF CONCORD	V212	667.1							667.1				
TOYOTA SCION OF ORLANDO	V212	6,253.5							6,253.5				
TOYOTA SCION/LAKE NORMAN	V212	2,866.2							2,866.2				
TOYOTA SCION/RUNNEMEDE	V212	1,016.3			1,016.3								
TOYOTA SOUTH	V212	433.4			197.6		56.2		179.7				
TOYOTA TRUCK DIV CP	T118	8,218.0	8,218.0										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TOYOTA TRUCKS 4RUNNER	T118	12,146.4	4,411.7		6.5				7,693.6		25.1		9.6
TOYOTA TRUCKS 4RUNNER & FJ CRUISER	T118	2,465.9							2,465.9				
TOYOTA TRUCKS 4RUNNER & HIGHLANDER	T118	2,203.3							2,203.3				
TOYOTA TRUCKS 4RUNNER & RAV4	T118	336.2							336.2				
TOYOTA TRUCKS 4RUNNER & SEQUOIA	T118	469.2							469.2				
TOYOTA TRUCKS 4RUNNER & SIENNA	T118	839.7							839.7				
TOYOTA TRUCKS 4RUNNER & TACOMA	T118	1,035.9							1,035.9				
TOYOTA TRUCKS 4RUNNER & TUNDRA	T118	698.3							698.3				
TOYOTA TRUCKS 4RUNNER&HIGHLANDER LSG	T118	464.1							464.1				
TOYOTA TRUCKS FJ CRUISER	T118	996.1	958.7		22.4				15.0				
TOYOTA TRUCKS HGHLDNR HYBRD&HGHLDN	T118	302.2							302.2				
TOYOTA TRUCKS HIGHLANDER	T118	62,972.2	10,066.5		107.5			37,046.3	9,993.9	266.8	5,491.1		
TOYOTA TRUCKS HIGHLANDER & RAV4	T118	667.0							667.0				
TOYOTA TRUCKS HIGHLANDER & SEQUOIA	T118	737.0							737.0				
TOYOTA TRUCKS HIGHLANDER & SIENNA	T118	324.6			56.1				268.4				
TOYOTA TRUCKS HIGHLANDER HYBRID	T118	10,342.6	2,119.3						6,964.0	156.1	16.4	1,086.9	
TOYOTA TRUCKS HIGHLANDER LEASING	T118	7,390.6							7,390.6				
TOYOTA TRUCKS HIGHLANDER&SIENNA LSG	T118	1,140.9							1,140.9				
TOYOTA TRUCKS RAV4	T118	14,606.5	10,540.5					950.3	2,583.8		531.9		
TOYOTA TRUCKS RAV4 & TACOMA	T118	476.0							476.0				
TOYOTA TRUCKS RAV4 LEASING	T118	2,363.2							2,363.2				
TOYOTA TRUCKS SEQUOIA	T118	4,300.1							3,579.9	273.4		446.8	
TOYOTA TRUCKS SIENNA	T118	10,059.4	2,246.6						7,812.8				
TOYOTA TRUCKS SIENNA LEASING	T118	2,995.7							2,995.7				
TOYOTA TRUCKS TACOMA	T118	29,603.2	5,769.7						16,524.2	4,135.0		3,174.3	
TOYOTA TRUCKS TACOMA & TUNDRA	T118	1,748.3		87.2					1,661.1				
TOYOTA TRUCKS TACOMA & TUNDRA LSG	T118	268.6		203.4					65.2				
TOYOTA TRUCKS TUNDRA	T118	243,850.9	37,671.6		1,155.8		386.0	133,339.8	46,140.9	39.2	24,009.1		1,108.5
TOYOTA TRUCKS TUNDRA LEASING	T118	11,432.5		1,079.2					10,353.3				
TOYOTA TRUCKS VAR	T118	8,990.2		158.7				1,020.0	7,576.2				235.3
TOYOTA TRUCKS VIGNETTE	T118	676.8							648.6	9.4		18.8	
TOYOTA UNIVERSE	V212	2,129.0		2,129.0									
TOYOTA WEST	V212	546.1		52.4					493.7				
TOYOTA.COM ONLINE	T115	752.8					706.9		45.9				
TOYOTA/SAN JUAN CPSTRN	V212	321.9		321.9									
TOYOTA/TEMECULA VALLEY	V212	779.7		779.7									
TOYOTALAND AUTOS	V212	724.2		287.9					436.4				
TOYOTA-UNTD PR CYCLNG TM	V163	367.0	367.0										
TOYS FOR TOTS/PSA	B323	4,397.9							2,531.9	1,776.8		89.2	
TOYS R US STORE	V363	77,665.9		25,354.7	1,836.7	38.8	18,146.0	75.6	1,358.2	18,492.7		6,875.6	5,487.8
T-PAIN TEXT MESSAGING	B229	456.8										456.8	
TPO VAR SOFTWARE	B532	417.7				417.7							
TRACFONE PRE-PAID WIRELESS SVC	B223	12,139.9	6,394.0	924.0	506.3	195.0		35.6	205.7		219.2	3,638.1	22.0
TRACKER BOATS	G430	358.3	36.3		133.5		49.3		34.3		104.9		
TRACTOR DEPOT/&GRDN SUPP	V358	258.7											258.7
TRACTOR SUPPLY CO STR	V376	14,399.9		983.3					2,119.1		10,265.2		1,032.3
TRACY HYUNDAI	V212	311.8		311.8									
TRADE FAIR SUPERMARKETS	V346	288.8		227.2					61.6				
TRADEKING BROKER ONLINE	B122	732.5	732.5										
TRADER JOES FOOD STORE	V345	1,646.3		60.2									1,586.1
TRADES UNLTD CONTRACTORS	V171	405.2		405.2									
TRADEWAY CARPET & TRADEWAY FURN OLT	V373	547.2		547.2									
TRADEWINS PUBLISHING VAR BOOKS DR	V823	691.4				691.4							
TRADING POST FAN STORE	V379	758.2		758.2									
TRADITION RE DEV	B452	420.7	79.9		328.3		5.6		6.9				
TRADITIONAL HOME MAG ONLINE	B623	415.3	415.3										
TRAFAVGAR TOURS	T420	396.7	381.7		15.0								
TRAFFIC LAW CENTER	V151	261.7							261.7				
TRAFFIC SAFETY AWRSNS/PSA	B323	361.4							361.4				
TRAFFIC SAFETY CMSN	B315	514.4							514.4				
TRAFFIC.COM ONLINE	B670	1,030.1	446.0		158.0		0.8		140.7				284.7
TRAFFORD PUBLISHING CO VAR BOOKS DR	V823	641.9	641.9										

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TRAILER WHEEL & FRAME CO	V380	280.9			274.1				6.8				
TRAIN EXPO	V164	396.4			242.0				154.3				
TRAIN SHOW	V164	363.0			51.8				311.2				
TRANE AC DLR	H622	1,690.6			1,690.6								
TRANE CENTRAL AC	H622	475.6			455.8				19.8				
TRANE CENTRAL AC & FURNACE	H622	1,195.9			1,186.0				9.9				
TRANE CLEANEEFFECTS CENTRAL AIR SYS	H622	17,157.0	4,000.1		3,867.0			4,742.5	2,762.9		1,784.4		
TRANE FURNACE	H622	3,852.1			403.8			1,230.9	439.0		1,778.4		
TRANE HTG & COOLING EQUIP	H622	10,314.7			8,815.3		385.1		42.9				1,071.4
TRANS BRIDGES BUS LINES	V180	300.9			300.9								
TRANSAMERICA CONSUMER SERVICES	B129	8,549.1	7,052.6	114.4		1,282.1		100.0					
TRANSAMERICA CORP CP	G930	6,109.8	30.2			900.8		4,443.6	1.3		733.9		
TRANSAMERICA INSURANCE & INVESTMENTS	B429	1,082.2			0.8			1,081.3	0.0				
TRANSFORMERS MISC MERCHANDISE	G190	473.3						319.2	0.1		154.0		
TRANSFORMERS MOVIE VIDEO	H532	20,535.2	11.6			37.3		12,187.1	983.7	491.5	6,348.4		475.6
TRANSFORMERS THE MOVIE VIDEO	H532	514.1	491.4		4.5			18.3					
TRANSITIONS EYE GLASS LENSES	D630	29,165.5	4,639.3					14,589.7	568.0	5,341.4	4,027.2		
TRANSITIONS LENSES	D630	1,225.1	1,225.1										
TRANSITIONS OPTICAL STR	V135	449.2											
TRANSITOWNE AUTO	V219	292.7			292.7								
TRANSPORTATION SEC ADMIN RECRUITMENT	B912	571.4			571.4								
TRANS-SIBERIAN ORCHESTRA	V161	1,642.7			27.3				367.8		1,247.5		
TRANTOLO & TRANTOLO ATTY	V151	455.3							455.3				
TRAPICHE WINE	F620	762.4	719.3				43.1						
TRAV-A-LITE SPORTING GOODS DR	V851	430.1									430.1		
TRAVEL CENTERS/AMERICA	T420	1,437.8					1,437.8						
TRAVEL CHANNEL CABLE TV	B642	2,507.4	2,054.5	114.4	66.3	252.2	20.0						
TRAVEL CHANNEL CABLE TV PAID PROMO	B642	302.7	230.5			72.2							
TRAVEL EXPLG WRLD CLS DS ADVERTORIAL	T420	1,186.3			1,186.3								
TRAVEL GUIDE TRAVEL SVC	T420	387.7			387.7								
TRAVEL IMPRESSIONS	T420	3,518.3	325.1		3,193.2								
TRAVEL MI TRAVEL PROTECTION INS	B429	346.8					346.8						
TRAVEL MI TRAVEL SVC	T420	2,268.3					620.2						1,648.2
TRAVEL SHOW	V164	728.6			693.6		12.3		22.7				
TRAVEL STORE TRAVEL SVC	T420	2,483.7		46.0	2,434.8				2.9				
TRAVEL TALK NEWSLETTER	B629	274.5			274.5								
TRAVEL&LEISURE FAM CLUB	T420	282.0	282.0										
TRAVEL&LEISURE GOLF CLUB	V162	538.4	538.4										
TRAVEL&LEISURE MAGAZINE ONLINE	B623	663.9	663.9										
TRAVELAND USA	V232	389.8			389.8								
TRAVEL-ANTHNY BRDN/RSRVT PAID PROMO	B642	1,534.6	1,534.6										
TRAVELERS AUTO INSURANCE	B422	1,988.0	1,987.8						0.3				
TRAVELERS BUSINESS INSURANCE	B423	7,405.5	6,893.1		512.4								
TRAVELERS CHMPNSHP GLF	V163	4,076.3	68.0		157.1		12.9	3,553.0	54.4		230.8		
TRAVELERS HOMEOWNERS INSURANCE	B421	1,941.6	1,941.6										
TRAVELERS INSURANCE CO CP	B430	1,577.0	1,056.2		352.2	168.6							
TRAVELERS PROPERTY CSLTY CP	B421	678.2	678.2										
TRAVELERS VAR INSURANCE	B429	49,474.3	4,898.0		355.7	352.0	15.8	30,820.3	581.6	25.7	12,391.4		33.8
TRAVELINFO.RD.COM ONLINE	B670	10,619.3	10,619.3										
TRAVELING WILBURYS VAR RECORDINGS DR	V871	426.5							38.5	17.8	370.2		
TRAVELOCITY TRAVEL SVC ONLINE	T420	79,025.7	11,870.3		10,768.3	12,462.9	5.5	9,283.7	277.8	24.8	30,247.9	4,084.6	
TRAVELOCITY.COM WORLD MASTERCARD	B111	370.7			263.9	106.8							
TRAVELOGUE HOTELS	T431	6,843.4	1,690.0		2.8		480.4	187.0	140.1		4,063.1		280.1
TRAVELPORT SERVICE ONLINE	T420	958.3										958.3	
TRAVELPRO LUGGAGE	G120	274.7	274.7										
TRAVELSAVERS	T420	505.5	505.5										
TRAVELZOO INFO SVC ONLINE	B670	252.7					252.7						
TRAVIS CREDIT UNION CONSUMER SVC	B124	968.9			756.9		212.0						
TRAV-SAMANTHA BROWN PAID PROMO	B642	256.9	256.9										
TRAXXAS RADIO CONTROLLED TRUCKS	G543	283.9	283.9										
TRAXXAS RADIO CONTROLLED VHCLS	G543	474.2	461.4					12.8					
TREAD QUARTERS TIRES	V241	729.7			729.7								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TREADEPOT.COM TIRE DLR ONLINE	V241	1,329.2	1,329.2										
TREASURE ISLAND FOOD	V345	1,209.8			1,209.8								
TREASURE ISLAND RSRT&CSN	T431	3,228.5	580.8		725.4		993.5	861.3		2.6			64.9
TREASURES FURNITURE STR	V375	1,036.4		46.0	907.6			82.8					
TREE CLASSICS ARTIFICIAL XMAS TREE	H190	667.4											667.4
TREE CLASSICS STORE	V359	621.1			621.1								
TREE CLASSICS.COM STORE ONLINE	V379	11,426.5	6,050.9	4,529.4		846.2	1.2						
TREE OF LIFE ORG	B329	491.8			490.7								
TREECLASSICS.COM ONLINE	B549	4,901.0	3,460.4	1,414.9	25.7								
TREES N TRENDS HM DCR ST	V372	354.4							354.4				
TREK BICYCLES	G440	1,066.8	1,045.2		21.6								
TREMEC TRANSMISSIONS	T144	1,022.7	1,022.7										
TREND HOMES	B452	404.0					54.0	350.0					
TREND MICRO INTERNET SECURITY SOF	B532	3,386.9	3,386.9										
TREND MICRO VAR SOFTWARE	B532	542.1											542.1
TRENDMAKER HOMES	B452	644.3			4.9		639.4						
TRENTON MARINE CENTER	G430	462.8	462.8										
TRESEMME CLRTHR V HR CR&STYLNG PDTs	D320	562.9	562.9										
TRESEMME HAIR CARE & STYLING PDTs	D320	7,265.2	7,265.2										
TRESEMME HAIR CARE PDTs	D320	1,112.6	1,112.6										
TRESEMME HAIR PDTs	D390	1,375.9						677.9		698.0			
TRESEMME HAIR STYLING PDTs	D330	5,188.0	5,188.0										
TRESEMME MOISTURE HAIR CARE PDTs	D320	445.5	445.5										
TRESEMME SHAMPOO	D320	333.6	333.6										
TRESEMME SMOOTH & SILKY SHAMPOO&COND	D320	6,513.1						2,404.1	475.9	2,729.7	903.4		
TRESEMME THERMAL CRTNS GEL	D330	368.8	368.8										
TRESEMME THERMAL CRTNS HR STYL&HLDNG	D330	13,077.2						5,486.6	512.9	4,739.7	2,338.0		
TRESOR FRAGRANCE WOMEN	D330	645.6	645.6										
TREX DECKING SYSTEMS	D180	9,789.1	6,302.8						972.2	810.1	1,704.0		
TRI STATE LIQUORS	H619	9,800.8	9,800.2		0.5								
TRIAD SPEAKERS	V341	426.7			426.7								
TRIAKТИLINE WRINKLE CREAM	H512	353.3	353.3										
TRIAMINIC CHILDREN COLD PDTs	D110	531.4	531.4										
TRIAMINIC FLOWING VPRS PRTBL VPR FN	D521	974.6	974.6										
TRIAMINIC INFNT DCNGSTNT/CGH THN STR	H222	3,716.2	1,706.2					681.5	117.4	730.0	481.1		
TRIAMINIC NIGHT TIME CHILD THN STRP	D521	751.4	751.4										
TRIAMINIC NIGHT TIME CHILDRENS LIQ	D521	3,864.3							1,487.1	136.8	1,198.6	1,041.8	
TRIAMINIC NIGHT TIME COLD&COUGH LIQ	D522	2,448.1							1,433.5	14.2	497.0	503.4	
TRIAMINIC THIN STRIPS COUGH REMEDY	D521	287.0	287.0										
TRIAMINIC VAR COLD SYRUPS	D522	3,448.5	925.0						1,006.1	28.0	860.3	629.2	
TRIANGLE CONST CONTR	D521	293.9											293.9
TRIAZICIDE PESTICIDE	V171	283.1		283.1									
TRIBECA FILM FESTIVAL	G714	322.2							322.2				
TRIBUNE INTERACTIVE RECRUITMENT	V165	704.9	380.0		64.8	123.9			136.2				
TRI-CITIES NISSAN	B912	362.7			362.7								
TRICKETT HONDA	V212	365.5							365.5				
TRICO WINDSHIELD WIPERS	V212	265.0							265.0				
TRICOR CHOLESTEROL RX	T144	1,270.2					107.6	210.5				453.0	499.2
TRI-COUNTY LEXUS	D560	6,019.7	6,019.7										
TRIDENT SPLASH SUGAR-FREE GUM	V212	504.6		504.6									
TRIDENT SUGARLESS GUM	F520	2,345.6							746.8	68.2	477.1	1,053.6	
TRIDENT WHITE COOL CLD SUGARLESS GUM	F520	12,982.6	40.8			168.6			4,362.8	32.9	2,317.7	6,059.9	
TRIDENT WHITE SUGARLESS GUM	F520	10,589.3							4,672.8	10.0	1,496.7	4,409.9	
TRIFECTA Y2 CAR AUDIO EQUIP	H513	521.8								0.3		521.5	
TRIGOSAMINE DRUGS/TOILETRIES DR	V830	625.6	625.6										
TRIGOSAMINE SUPPLEMENTS VITAMINS	D541	343.6			343.6								
TRIJICON ACCUPOINT RIFLE SCOPES	G420	283.1	270.7							1.0		11.3	
TRILOGY AT VISTANCIA DEV	B452	677.7			305.7		15.0		357.0				
TRILOGY BUSINESS SERVICE	V129	309.8	309.8										
TRILOGY CENTRAL CST DEV	B452	282.8	49.8		233.0								
TRILOGY COMMUNITY RE	B452	655.9	546.5						109.4				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TRILOGY RE DEV	B452	773.3	286.0		487.2								
TRILOGY/REDMOND RDG DEV	B452	379.3			211.3				168.0				
TRIM FORM DIET SUPPLEMENT	D543	579.4								579.4			
TRIMBLE GUIDWORX GPS	G130	381.3	381.3										
TRIMBLE OUTDOORS ALLSPORT GPS SOF	B532	1,265.3	1,265.3										
TRIMFORM DIETARY SUPPLEMENT	D543	430.6	430.6										
TRIMSPA HOODIA/ALTRRNTV &X32 WGHT/PLS	D542	817.6	817.6										
TRIMSPA REDUCING AID	D542	6,178.4	2,845.5						5.6		3,327.2		
TRIMSPA X32 WEIGHT CONTROL PILLS	D542	1,141.2	138.6						0.0	79.4	903.3	19.9	
TRINIDAD & TOBAGO INDUSTRIAL DEV	B840	417.2	341.3			75.8							
TRINIDAD & TOBAGO TP	T434	745.5	362.9	292.9	10.5	71.4						7.7	
TRINITY HEALTHCARE	V133	353.5					131.0		222.6				
TRINITY INTL UNIVERSITY	G810	268.3			204.0		64.4						
TRINITY YACHTS	G430	888.7	888.7										
TRIO MARINE YACHTS	G430	521.2	521.2										
TRIPADVISOR ONLINE	B670	832.2			52.8	189.4	49.0					541.0	
TRIPEPTINON ANT-AGING SRM DRGS/TL DR	V830	1,022.5			1,022.5								
TRIPLE GRO HAIR PDTs	D390	379.5	379.5										
TRIPLE PASTE MEDICATED OINTMENT	D557	1,464.8	1,464.8										
TRIPLETS SHOPPING CENTER	V620	613.8					31.3						582.5
TRIPPER VIDEO	H532	512.7							64.1	0.1	448.5		
TRIPREWARDS GIFT CARD	B111	966.4	20.4	946.0									
TRISTAR PDTs APPLIANCES DR	V872	306.6	306.6										
TRI-STAR SDNG&WNDW CONTR	V171	840.2			840.2								
TRI-STATE AREA SAAB DA	T123	677.8				677.8							
TRI-STATE AUDI DLR ASSN	T123	2,278.8				2,278.8							
TRI-STATE BMW DLR ASSN	T123	907.1			83.1	824.0							
TRI-STATE CADILLAC DA	T121	6,826.1			5,501.3	1,324.8							
TRISTATE CAMERA&VIDEO MULTI-PDTs DR	V899	1,380.2	1,380.2										
TRI-STATE CHEVROLET DA	T121	2,511.5			2,511.5								
TRI-STATE FORD DLR ASSN	T121	1,416.0			1,112.8	303.2							
TRI-STATE KIA DLR ASSN	T122	271.8			62.6	209.2							
TRI-STATE LAND ROVER DA	T123	3,740.3			1,138.4	2,601.9							
TRI-STATE LINC MERC DA	T121	6,765.3			227.1	6,538.3							
TRI-STATE MRCDs BNZ DA	T123	3,914.5			1,023.7	2,890.8							
TRI-STATE RACE TRCK&GMNG	V163	345.1					72.9		272.2				
TRI-STATE TOYOTA DA	T122	3,107.2										3,107.2	
TRI-STATE VOLVO DLR ASSN	T123	1,641.1			1,560.9	80.1							
TRI-STATE WINDOWS&DOORS	V376	3,619.8			3,619.8								
TRITON BOATS	G430	1,138.2	727.1						0.7		410.4		
TRIUNFANDO CON EL INGLES VAR VDS DR	V873	297.0							5.7		291.3		
TRIUNFANDO/LOS NEGOCIOS MISC DR	V829	2,095.9							8.6		2,087.3		
TRIVITA DRUGS/TOILETRIES DR	V830	359.2							2.9		356.3		
TRIX YOGURT	F311	7,670.4	62.7								7,607.7		
TROJAN CONDOMS MEN	D490	14,925.9	6,650.2						102.1	38.0	7,623.5	427.9	84.0
TROLLBEADS JEWELRY	A510	484.6	304.2	114.4		66.0							
TROLMLAN GLSR&LCHTMN ATTY	V151	5,422.5					275.7		5,146.9				
TRONCALLI AUTO DLR	V219	257.0			257.0								
TROON GOLF COURSES	V162	604.3	603.6		0.7								
TROOP REAL ESTATE	B451	1,130.0			1,102.1		27.9						
TROPHY NISSAN	V212	1,923.1			246.4				1,676.7				
TROPICAL FIN CREDIT UN CONSUMER SVC	B124	342.4			32.9				309.5				
TROPICANA FRUIT SQUEEZE RTS FRT DRNK	F420	10,251.8	10,251.8										
TROPICANA HOTEL ATLANTIC CITY	T431	1,232.3			1,232.3								
TROPICANA HOTELS&CASINOS	T431	946.6			306.3		640.3						
TROPICANA RTS ORANGE JUICE	F420	20,849.1	18,941.4		87.7				1,498.9		321.1		
TROY AIKMAN FORD	V211	693.3			685.3				8.0				
TROY UNIVERSITY	G810	568.0			19.2		144.4		387.1		17.3		
TRU CABLE NETWORK PAID PROMO	B642	2,933.4			1,489.6	1,000.2			31.3		300.4		111.9
TRU TOBACCO RLTY UNFLTRD	B329	465.4							465.4				
TRUCKS ONLY SALES	V219	861.7			28.6				833.1				
TRUDYS BRIDES CLTHNG STR WOMEN	V311	451.5	22.3		429.3								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TRUE BLUE LEVELS	G130	269.3	269.3										
TRUE NORTH ACADEMY	G850	353.0											353.0
TRUE NORTH YACHTS	G430	325.5	325.5										
TRUE RESULTS SURGEONS	V133	706.0											706.0
TRUE RESULTS WEIGHT LOSS	D800	2,469.4	34.3	28.3	1,160.0				864.5				382.3
TRUE VALUE HARDWARE STR	V376	15,233.9	7,132.2	696.8	820.5		127.3		33.5		6,423.5		
TRUECREDIT.COM ONLINE	B129	4,702.7						55.0	5.4	127.5	4,514.8		
TRUE-MASS PROTEIN DRINK MIX	D543	574.7	574.7										
TRULY NOLEN EXTERMINATOR	V172	2,023.9							2,023.9				
TRUMAN BANK CONSUMER SERVICES	B121	386.2			353.3				32.9				
TRUMARK FIN CREDIT UNION CON SVC	B124	572.5			572.5								
TRUMP ENTER RESORTS	T431	415.5			412.1		3.4						
TRUMP HOLLYWOOD CONDO	B452	373.1	157.4		215.8								
TRUMP HOTELS	T431	2,202.4	739.5		344.9		1.6		1,116.4				
TRUMP HOTELS INTL & TOWER	T431	343.7	304.5				39.3						
TRUMP HOTELS MARINA	T431	827.7			709.4		118.3						
TRUMP HOTELS PLAZA	T431	1,271.3			641.0		630.3						
TRUMP HOTELS TAJ MAHAL	T431	2,656.4			1,084.7		1,288.7		282.6		0.4		
TRUMP INTL & TOWER DEV	B452	509.6	250.8		243.3	15.6							
TRUMP INTL HOTEL & TOWER CHICAGO	T431	404.8	404.8										
TRUMP OCEAN CLB INTL HTL PANAMA	T432	472.0	59.7	52.6		359.7							
TRUMP ON THE OCEAN HOTEL	T431	292.7			113.2	179.5							
TRUMP PARC HIGH RISE DEV	B452	433.6		55.1	315.3	31.7	31.5						
TRUMP PARK RES CONDO	B452	277.8			113.3	164.5							
TRUMP PLAZA NEW RCHL DEV	B452	278.7			28.6	250.0							
TRUMP SOHO HOTEL CONDO	B452	537.6	347.3	190.2									
TRUMP TOWER RE DEV	B452	693.4	117.6	508.9	67.0								
TRUMP UNIVERSITY	G810	688.7			688.7								
TRUMP VODKA	F734	384.4	219.3		76.3	88.7							
TRUMPET MOBILE	B213	700.0					700.0						
TRUNK SHOW/BAZAAR	B623	1,149.2	1,149.2										
TRUST CO BANK CONSUMER SERVICES	B121	1,796.5			1,775.9	20.6							
TRU-STAR JONES PAID PROMO	B642	627.7	627.7										
TRUSTED CHOICE INS AGNCY	B430	1,384.0				28.7	53.2		142.3		1,159.7		
TRUSTS FOR PUBLIC LAND	B329	283.6	280.9		2.8								
TRUTH ABOUT SMOKING	B329	24,748.6							4,440.7	5.5	19,975.6	326.8	
TRUTH ABOUT SMOKING/PSA	B323	542.2							145.9		396.3		
TRUTH ORG	B322	1,307.9	1,307.9										
TRUVADA HIV RX	D560	700.5	595.0				105.5						
TSC DIRECT AUTO INSURANCE	B422	8,382.4			8,322.4		60.0						
TSE CASHMERE CLTHNG STR MEN	V311	271.2		271.2									
TSE CASHMERE CLTHNG STR MEN & WOMEN	V311	341.2	323.2				18.0						
TSE CASHMERE CLTHNG STR WOMEN	V311	3,023.9	2,512.2	499.9	11.8								
TSI PHONE SERVICE RESIDENTIAL	B222	587.6						587.6					
TSMC CP	B512	779.3	779.3										
TU DINERO MAGAZINE SUBS DR	V823	330.5							234.8		95.7		
TUBEROSE GARDENIA FRAGRANCE WOMEN	D180	1,379.3	1,379.3										
TUBS FOR LIFE HOUSEHOLD DR	V872	328.4			328.4								
TUCSON APPLIANCE CO STR	V371	422.5						422.5					
TUCSON AZ TP	T433	2,243.9	757.0		889.1			76.1		512.3		9.4	
TUESDAY MORNING STORES	V359	3,968.2			976.9			0.1	78.8	2,932.5			
TUFENKIAN CARPETS	H131	1,221.0	1,221.0										
TUFENKIAN TBTN CRPTS ST	V373	300.4	252.5	46.0			1.8						
TUFF SHED GARAGES	H614	324.3							324.3				
TUFF SHEDS BLDG CONTR	V171	3,088.7			309.2		23.4		2,732.3		23.8		
TUFTS HEALTH PLAN MEDICAL INSURANCE	B412	1,502.6			89.0		309.5		1,104.1				
TULALIP CASINO	V169	4,004.1			1,352.8		1,074.2		1,239.0				338.1
TULALIP RESORT CASINO	T431	1,282.4		1,282.4									
TULLAMORE DEW IRISH WHISKEY	F719	1,879.2	1,155.2		714.7		9.4						
TULSA AREA CHEVROLET DA	T121	467.2			467.2								
TULSA WELDING SCHOOL	G840	1,002.0							1,002.0				
TUMBLEWEED STEAKHOUSE	G310	267.2			10.6		36.2		220.5				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TUMBLEWEED SW MSQT GRILL	G310	1,061.4							1,061.4				
TUMI BOUTIQUE LG STR	V357	595.8				595.8							
TUMI HANDBAGS WOMEN	A410	1,276.6	1,276.6										
TUMI LUGGAGE	G120	2,349.4	2,274.5	14.7		60.2							
TUMI STORE	V357	1,966.7	1,959.8		6.9								
TUMMY TUCK JEANS WOMEN	A142	590.6	361.9	228.7									
TUMS KIDS CALCIUM TABLETS	D541	574.8	574.8										
TUMS ULTRA 1000 CHEWABLE CLCM/TB	D531	8,242.6	3,935.9	297.6				557.6	68.4	2,499.7	883.5		
TUMS ULTRA MAXIMUM STR ANTACID TAB	D531	15,055.9	926.1					8,248.4	1,635.8	637.1	3,608.6		
TUNICA MS TP	T433	479.0					6.3		472.7				
TUNIES NUTRITION CENTER	V349	309.9			309.9								
TUPPERWARE CORP BP	B911	613.2	613.2										
TURBOCHEF OVEN	H212	4,013.7	3,259.5	754.1									
TURBONATOR VORTEX GENERATOR	T144	278.0	278.0										
TURBOTAX.COM ONLINE	B123	11,914.7						4,959.1	48.5	5,120.8	1,786.3		
TURF PARADISE RACE TRACK	V163	346.0			192.5				153.5				
TURISTAS VIDEO	H532	600.3						270.0	0.9	20.7	308.7		
TURKEY HILL DAIRY PDT'S	F319	1,480.6			2.5		1,478.1						
TURKEY HILL DUETTO ICE CREAM	F313	967.0			34.7				932.3				
TURKEY HILL ICE CREAM	F313	601.8					397.8		187.5		16.5		
TURKEY HILL MINIT MARKET	V346	307.5					307.5						
TURKEY INDUSTRIAL DEVELOPMENT	B840	2,838.7	2,838.7										
TURKEY TP	T434	5,945.7	2,393.4	228.7	819.2	575.0	124.8		1,773.6		31.1		
TURKISH AIRLINES INT'L	T414	651.5	479.8			171.8							
TURKS & CAICOS ISLANDS IND DEV	B840	457.1	445.1			12.0							
TURKS & CAICOS ISLANDS TP	T434	452.5	445.3			7.2							
TURKS & CAICOS ISLANDS TP	T434	5,624.3	5,165.7	251.6				187.6		17.3		2.1	
TURNBERRY TOWERS RE DEV	B452	2,042.1	797.2		1,244.9								
TURNER BROADCASTING NTWRK TV PROGRAM	B641	2,810.7					2,810.7						
TURNER CLASSIC MOVIES ONLINE	B642	257.0	257.0										
TURNERSVILLE AUTO MALL	V219	1,417.9			1,078.0		170.8						169.1
TURNING LEAF WINE	F620	2,520.2	2,520.2										
TURNING STONE CSN RSRT	T431	1,478.9	990.6		104.1		138.1		80.9		165.1		
TURTLE WAX ICE LIQUID CAR POLISH	T143	2,435.3						14.2	4.7	334.4	2,082.1		
TURTLE WAX ICE LIQUID CLAY BAR FNSHR	T143	405.0						14.2			390.8		
TUSCAN DAIRY PDT'S	F319	460.5											460.5
TUSCAN MILK	F311	461.0						461.0					
TUSCANY SUITES & CASINO	T431	504.3			501.3				3.0				
TUSTIN AUTO DLR	V219	478.6			478.6								
TUSTIN TOYOTA	V212	361.5			250.5				111.0				
TUTIMA USA WATCHES	A520	1,011.5	1,011.5										
TUTOR TIME DAY CENTER	G850	341.0							341.0				
TUYO MOBILE PRE-PAID WIRELESS SVC	B223	764.2							764.2				
TUYO MOBILE WIRELESS SERVICE	B223	329.1							74.6				254.5
TV 4 US ORG	B329	4,871.0							4,871.0				
TV BOSS ORG/PSA	B323	114,059.5						89,320.0	3,836.1		20,903.4		
TV EARS AUDIO PDT'S DR	V871	3,250.9	1,042.2	1,980.3	2.1	151.4							75.0
TV GUIDE CHANNEL CBL TV	B642	2,896.7	2,708.0		159.4		29.3						
TV GUIDE MAGAZINE	B624	4,305.1			18.8			3,102.6	792.7		371.1		19.8
TV GUIDE MAGAZINE ONLINE	B624	5,452.9	5,452.9										
TV GUIDE MAGAZINE SUBS DR	V823	1,137.0		13.8					53.0	57.4	1,012.8		
TV GUIDE MAGAZINE SWEEPSTAKES	B623	703.6	703.6										
TV GUIDE-LIVE/EMMY AWARDS PAID PROMO	B642	584.8	584.8										
TV ONE CABLE TV	B642	1,000.1	824.4			64.4	31.3						80.0
TV ONE-BAISDEN AFTER DRK PAID PROMO	B641	324.8	130.7										194.1
TV SET VIDEO	H532	392.6	144.1	248.6									
TV Y NOVELAS MAGAZINE SUBS DR	V823	2,034.9							1,176.8		858.1		
TV4US ORG	B329	2,582.7			438.5								2,144.2
TVA TN VALLEY AUTHORITY	V173	437.5	31.2		15.1				391.3				
TVATLAS.COM VAR RECORDINGS DR	V871	15,010.5						1,729.1	569.5	263.0	12,448.9		
TVATLAS.COM VAR VIDEOS DR	V873	15,732.4							425.4	47.4	85.0	15,174.6	
TVBIGSHOT.COM GAME ONLINE	G513	334.4	187.2								147.2		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TVG NETWORK RACING	B641	277.2	175.9		95.8						5.5		
TVGN-DANCING WITH/STARS PAID PROMO	B642	317.5	317.5										
TVGN-SURREAL LIFE PAID PROMO	B642	351.8	351.8										
TVONDVOFFERS.COM VAR VIDEOS DR	V873	476.1									476.1		
TVT CRUNK HITS VOLUME 4 RC	H531	446.5									446.5		
TVT VAR RECORDINGS DR	V871	1,916.5									1,916.5		
TWEETER CTR/PRFRMNG ARTS	V161	275.0			207.1				67.9				
TWEETER ETC STEREO STORE	V361	2,076.3			267.3				1,645.9				163.1
TWEETER HOME ENTER	V361	8,406.9	3,128.9		174.1								5,103.9
TWEEZE DRUGS/TOILETRIES DR	V830	1,844.5							3.9		1,840.5		
TWEEZERMAN PERSONAL CARE PDT'S	D280	882.4	882.4										
TWEEZERMAN TWEEZERS	D190	794.2	794.2										
TWELVE HOTELS & RES	T431	1,356.6	270.4		1,086.2								
TWELVE OAKS MEDICAL CTR	V133	254.1							254.1				
TWENTY 9TH PARK MADISON	B452	263.4		203.1	19.4	40.9							
TWERYS ESTATE BUYERS SVC	V359	428.7			428.7								
TWILIGHT TURTLE NIGHTLIGHTS	H151	785.6	785.6										
TWILITE MOON STORE ONLINE	V319	443.3	443.3										
TWIN CITIES CHR PYLM	V211	418.5					418.5						
TWIN CITIES HONDA DA	T122	4,911.0			4,911.0								
TWIN CITIES HONDA DA VAR AUTO&TRK	T122	279.5			279.5								
TWIN CITY BANK CONSUMER SERVICES	B121	319.8			319.8								
TWIN CITY CO-OPS FED CU CONSUMER SVC	B124	947.7			946.3				1.4				
TWIN DRAFT GUARD HOME & BLDG PDT'S DR	V879	2,082.1							0.7	48.8	2,032.5		
TWIN RIVER CASINO	V169	1,117.7					139.5		974.1		4.1		
TWININIGS ENGLISH TEA	F412	4,188.3	3,859.5	328.8									
TWINLAB VAR SUPPLEMENTS	D541	972.8	972.8										
TWINRIX HEPATITIS RX	D560	3,436.6	3,436.6										
TWIX COOKIE BAR	F510	17,257.8						2,987.0	231.3	3,513.6	10,526.0		
TWIX PB COOKIE BAR	F510	4,365.1						1,052.5	3.7	242.5	3,066.4		
TWO & A HALF MEN SERIES VIDEO	H532	832.4						157.2	17.8	380.8	276.6		
TWO BILTMORE ESTATES	B452	268.1		268.1									
TWO BROS RACING EXHAUST SYSTEMS	T144	335.5	335.5										
TWO MEN & A TRUCK BP	B911	533.0	533.0										
TWO MEN&A TRUCK MVNG CO	V179	574.9			11.4		14.3		272.5		276.7		
TWOFUTURES.COM ONLINE	B670	5,309.7							113.0	3,113.0	2,083.7		
TXU CORP CP	V173	853.7	164.2		689.5								
TXU ENERGY	V173	14,533.0	123.9		3,555.5		1,331.3		8,799.9				722.4
TY STORE ONLINE	V363	304.6	304.6										
TYCO ELECTRONICS CP	B822	1,449.7	744.3		562.5	142.9							
TYCO ELECTRONICS DISTR	V121	322.2			30.0		292.2						
TYCO INT'L LTD ANNOUNCEMENT	B130	472.7				472.7							
TYCO INT'L LTD CP	G930	582.7	149.2		2.4	426.3			4.8				
TYCO INT'L LTD IND	H625	295.5					295.5						
TYCO RC NSECT RBTC ATCK CTR	G543	377.9						21.4		2.5	354.0		
TYCO RC TERRAINIAC VEHICLE	G543	1,307.9						182.2	0.1		1,125.6		
TYCO RC TOYS DR	V851	2,496.5									2,496.5		
TYCO RC TRI CLOP RC MUTANT	G543	1,479.4						143.5			1,335.9		
TYLENOL ARTHRITIS PAIN CAPLETS	D511	8,619.0	247.4					4,532.8	926.9	145.0	2,766.9		
TYLENOL CHILDRENS PAIN REMEDIES	D511	1,193.7	1,193.7										
TYLENOL COLD MLT-SYMPMT NGHTM LIQ	D521	7,465.5						4,143.2	530.4	607.5	2,184.4		
TYLENOL COLD MLT-SYMPMT RPD RLS GLS	D521	22,436.1						16,014.0	841.3	2,395.7	2,843.9		341.2
TYLENOL CP	D511	1,485.3	1,039.2		446.0								
TYLENOL EX STR RAPID RLS GLCPS	D511	1,922.5	1,922.5										
TYLENOL EXTRA STR PAIN REMEDIES	D511	18,612.9						11,200.5	862.3	1,054.6	5,054.5	88.2	352.8
TYLENOL FLU MAXIMUM STRENGTH GEL TABS	D521	1,817.7											1,817.7
TYLENOL GO TABS CHEWABLES	D511	1,253.3						149.2	584.0	63.8	161.7	294.7	
TYLENOL PAIN REMEDIES	D511	7,407.3	3,139.0	2,452.9			148.1					1,656.1	11.2
TYLENOL PM PAIN CAPLETS	D511	6,362.6	99.8					3,742.7	340.6	359.2	1,820.4		
TYLENOL PM RAPID RELEASE GELS	D511	14,884.4						11,037.9	332.2	1,498.8	2,015.6		
TYLENOL RAPID RELEASE GELS GLCPS	D511	11,198.9						7,421.5	615.8	603.2	2,558.4		
TYLENOL SIMPLY SLEEP SLEEP AID	D512	467.1	467.1										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TYLENOL SINUS CNGSTN&PN CAPLETS	D521	1,857.3	482.7	1,374.6							434.0		
TYLENOL VIGNETTE	D511	434.0											
TYLER PERRYS DADDYS/GRLS VIDEO	H532	2,150.1	160.2					627.7	3.3	632.0	690.9	36.0	
TYLER PERRYS HOUSE/PAYNE PAID PROMO	B641	423.7					2.7		5.1	351.9		64.0	
TYLER PERRYS HS/PYN SRS VIDEO	H532	359.4	75.9						0.9	67.6	215.0		
TYPE 2 DIABETES STUDY	V139	1,683.9			9.0				1,674.9				
TYRE BAILEY ROBERTS&ASC	V129	439.0			439.0								
TYSON ANYTIZERS FROZEN PRPRD CHCKN	F333	8,406.1	40.8					7,020.7	13.4		1,331.3		
TYSON CHICKEN	F333	6,841.0	61.2			142.9	80.6		3,562.7				2,993.6
TYSON FROZEN CHICKEN	F333	397.9						385.5			12.4		
TYSON FROZEN PREPARED CHICKEN	F333	8,705.1						3,753.6	13.0		4,938.5		
TYSON FURNITURE STORE	V375	379.3	11.6		262.2		56.1		49.4				
TYSON MOTOR AUTO DLR	V219	262.5			262.5								
TYSON OVEN ROASTED CHICKEN	F333	721.8											721.8
TYSON PREPARED CHICKEN	F333	3,052.1	2,551.2					34.9	0.1		466.0		
TYSON TRIMMED & READY FRESH CHICKEN	F333	2,244.0						221.2	2,009.4		13.5		
TYSONS DODGE JEEP	V211	733.7			733.7								
U COAT IT HOME IMPRVMNT	V376	842.7	842.7										
U4EA TECHNOLOGIES INC CP	G930	1,005.8	537.1			468.6							
UAB HEALTHSYSTEMS	V133	951.2	166.2	410.5			153.6		220.8				
UAI AUTO INSURANCE	B422	363.8							363.8				
UAMS MEDICAL CENTER	V133	346.4					5.7		340.7				
UAW UNITED AUTO WRKRS UN	B321	457.9			108.5		29.4		199.6				120.4
UBID.COM AUCTIONS ONLINE	V122	3,336.3							268.7		3,052.0	15.6	
U-BILD FEATURES MULTI-PDTS DR	V899	1,008.5			1,008.5								
UBISOFT ASSASSINS CREED VIDEO GM	G511	5,297.5	896.9					1,872.2	4.4		2,523.9		
UBISOFT BEOWULF THE GAME	G511	844.2	841.1								3.1		
UBISOFT COSMIC FAMILY VIDEO GAME	G511	330.4	330.4										
UBISOFT CSI HARD EVIDENCE VD GM	G511	704.8	256.8								448.0		
UBISOFT CSI VIDEO GAMES	G511	520.7									520.7		
UBISOFT DOGZ VIDEO GAME	G511	1,000.9						126.9	0.2		873.9		
UBISOFT IMAGINE FASHION DESIGNER	G511	413.1						41.4	0.2		371.5		
UBISOFT JAM SESSIONS VIDEO GAME	G511	2,537.4	268.2								2,269.2		
UBISOFT MY WORD COACH VIDEO GAME	G511	3,411.9	920.1								2,491.7		
UBISOFT NARUTO RISE/NINJA VD GM	G511	791.4									791.4		
UBISOFT PETZ 2 VAR VIDEO GAMES	G511	317.0					41.1				275.9		
UBISOFT RAYMAN RVNG RBDS 2 VD GM	G511	4,911.5	285.4					2,335.5	28.0		2,262.6		
UBISOFT SURFS UP THE VIDEO GAME	G511	1,011.1	260.9					300.0			450.1		
UBISOFT TMNT VIDEO GAME	G511	956.1	207.8					243.9	0.0		504.4		
UBISOFT TOM CLANCY GHOST RCN/GM	G511	268.8	72.7								196.1		
UBISOFT TOM CLANCYS GHOST RCN 2	G511	448.1	333.7						0.0		114.4		
UBISOFT TOM CLNCYS GHST/WRFHT 2	G511	3,996.1						1,973.3	27.6	425.3	1,569.9		
UBS AG CONSUMER SERVICES	B121	326.8		104.0	24.6	175.8	22.5						
UBS AG CP	B121	14,573.7	10,532.6	946.0	56.5	2,078.3		899.3	0.9		60.1		37.4
UBS FINANCIAL CONSUMER SERVICES	B129	3,574.4			619.2	2,127.8	177.5	14.1			598.4		
UBS GLOBAL ASSET MGT SVC CON SVC	B129	1,018.4				1,018.4							
UBS INVESTMENT BANK BUSINESS SVC	B121	1,348.6	86.2			1,261.8					0.6		
UBS INVESTMENT BANK CONSUMER SVC	B121	33,259.1	45.4		445.7	2,159.9	255.4	24,569.4	8.2	5.4	5,769.7		
UBS WEALTH MGT FINANCIAL CON SVC	B129	1,071.3	336.0		10.8	724.5							
UBUILDIT BLDG&RMLDNG SVC	V171	325.3			25.7		71.3		228.2				
UC DAVIS HEALTH SYSTEM	V133	756.0			286.3				469.7				
U-CARE MEDICAL INSURANCE	B412	488.1			488.1								
UCI MEDICAL CENTER	V133	302.6			72.5		230.1						
UCOAT IT AMERICA FLOOR FINISH	H441	252.8	252.8										
UCP OF GREATER SUFFOLK RECRUITMENT	B912	494.7			494.7								
UCPN RECRUITMENT	B912	325.0			325.0								
UCSD MEDICAL CENTER	V133	363.7			350.5				13.2				
UCSF MEDICAL CENTER	V133	304.6	6.9		65.1				232.6				
UEI UNITED EDUC INST	G850	2,043.4							2,043.4				
UF & SHANDS HOSPITAL	V133	528.3	46.9						481.4				
UFC EVENT	V169	429.4											429.4
UFC ULTIMATE FGHTNG/SRS VIDEOS	H532	1,635.5	1,156.0							479.5			

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
UFO FURNITURE STORE	V375	257.6			257.6								
UGG AUSTRALIA BOOTS MEN	A310	514.6	514.6										
UGG AUSTRALIA BOOTS MEN & WOMEN	A310	1,156.6	1,156.6										
UGG AUSTRALIA BOOTS WOMEN	A310	3,590.2	3,590.2										
UGG AUSTRALIA FOOTWEAR & HANDBAGS W	A390	529.9	529.9										
UGG AUSTRALIA SANDALS WOMEN	A310	1,064.3	1,064.3										
UGG AUSTRALIA SLIPPERS WOMEN	A390	421.4	421.4										
UGL DRYLOK CONCRETE FLOOR PAINT	H630	548.8	548.8										
UGLY BETTY SERIES VIDEO	H532	681.7						42.3	8.5	94.9	536.0		
UGS VAR SOFTWARE	B532	324.6	324.6										
UK TRADE & INVESTMENT INDUSTRIAL DEV	B840	1,154.7	773.4		381.4								
UKROPS FOOD STORE	V345	2,607.5			2,403.3		33.2		171.0				
ULCERATIVE CLTS RSRCH ST	V139	653.3							653.3				
U-LINE REFRIGERATOR	H211	340.2	340.2										
U-LINE REFRIGERATOR & FREEZER	H211	786.5	786.5										
U-LINE WINE STORAGE	H211	330.2	330.2										
ULTA 3 BEAUTY SUPP STR	V330	8,886.5	156.3		8,730.3								
ULTA BEAUTY SUPP&SALON	V330	8,228.1	8,226.9		1.2								
ULTIMA HAIR REPLACEMENT	D350	503.7	503.7										
ULTIMATE ELECTRONICS STR	V361	4,268.5			3,569.4				106.5				592.5
ULTIMATE FIGHTING CHMPSH	V163	2,451.6			102.0		2,151.7		123.5		74.4		
ULTIMATE FIGHTING CHMPSH VAR VDS DR	V873	838.4									838.4		
ULTIMATE GIFT VIDEO	H532	371.9	15.0					36.5	0.0	37.8	282.6		
ULTIMATE RESORT RE DEV	B452	1,397.9	1,169.2	228.7									296.4
ULTIMATE ROAD TRIP	T420	296.4											
ULTIMATEBET.NET ONLINE	V169	1,626.2						101.7			1,524.5		
ULTIMATEPOKERCHALLENGE ONLINE	V169	339.0							4.7	323.7	10.5		
ULTRA DIAMOND&GOLD OLT	V314	425.6					425.6						
ULTRA FOODS FOOD STORE	V346	7,388.9			7,231.9		157.0						
ULTRAM ER RX	D560	8,954.9	5,584.7	3,370.2									25.2
ULYSSE NARDIN WATCHES	A520	4,236.4	1,019.2		669.3	2,547.9							
UM SYLVESTER/CANCER CTR	V133	341.1			259.4				81.8				
UMB BANK NA CONSUMER SERVICES	B121	1,809.5			1,804.2		5.3						
UMPQUA BANK CONSUMER SERVICES	B121	536.9			511.7								
UNACCOMPANIED MINORS VIDEO	H532	1,024.1						516.4	0.1	33.5	474.1		
UNC HEALTHCARE	V133	538.3	62.4		125.3		100.3		250.2				
UNCLAIMED FREIGHT	V359	948.4			544.8		38.2		365.4				
UNCLAIMED FURNITURE STR	V375	1,703.1			1,542.6		6.9		153.7				
UNCLE BENS LONG GRAIN & WILD RICE	F324	4,531.9	3,573.1	958.8									
UNCLE BENS RDY WHL/MDLY MICRO RICE	F324	2,139.7	2,139.7										
UNCLE BENS READY RICE MICROWAVE RICE	F324	6,762.3	3,506.3					478.3	20.8	1,078.1	1,678.8		
UNCLE BENS RICE	F324	10,177.8	10,131.0						0.2	5.4			41.1
UNCLE BENS VAR RICE	F324	1,679.7	1,679.7										
UNCLE GIUSEPPES MKT PLC	V346	1,632.0			1,632.0								
UNDER ARMOUR ATHLETICWEAR M & W	A141	761.9	588.8		70.4		102.7						
UNDER ARMOUR ATHLETICWEAR MEN	A141	6,993.0	3,057.5					816.1	24.3	3,011.6	83.5		
UNDER ARMOUR ATHLETICWEAR WOMEN	A141	5,797.0	3,969.7						116.4		1,710.9		
UNDER ARMOUR FCTRY STR MEN & WOMEN	V311	438.7					438.7						
UNDER ARMOUR SNEAKERS MEN	A321	543.3						494.4			48.9		
UNDER ARMOUR SPORTSWEAR MEN	A141	800.2	800.2										
UNDERAGE DRINKING/LWPSA	B323	356.4							272.0		84.4		
UNDERDOG THE MOVIE VIDEO	H532	4,059.9							1,872.2	24.5	288.7	1,756.3	118.2
UNDERHILLS FINE WD FURN	V375	422.1			348.2					73.9			
UNDERSTANDING RLNSHPS VAR BOOKS DR	V823	460.4	460.4										
UNDERSTANDING W CLINIC	V133	254.6								254.6			
UNDERSTANDPMDD.COM ONLINE	B670	3,695.1									3,695.1		
UNDERWOOD MEMORIAL HOSP	V133	343.4			93.4		77.7		172.3				
UNDISPUTED II LST/STNDNG VIDEO	H532	548.2									548.2		
UNI-BALL 207 PEN	B723	1,980.7								748.9		1,231.8	
UNICARE INS CO INSURANCE DR	V829	988.4									988.4		
UNICEF ORG	B322	2,370.1	1,471.2	82.7	1.4	338.2	57.2		92.3		327.0		
UNICEF/PSA	B323	669.5							205.2		464.2		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
UNICEL NORTHEAST WIRELESS SERVICE	B223	295.6											295.6
UNICEL WIRELESS SERVICE	B223	1,331.2						316.2		992.8			22.2
UNICINE VAR VIDEOS	H532	1,581.2								1,581.2			
UNIDEN MAPTRAX GPS	G130	524.6	524.6										
UNIESSE YACHTS	G430	548.8	548.8										
UNIFIED WINDOWS DRS&SDNG	V376	575.1			575.1								
UNILEVER MISC MERCHANDISE	G190	2,150.2	2,150.2										
UNILEVER PLC CP	V129	489.6	489.6										
UNILEVER VAR FOOD PDTS	F900	1,806.6	1,549.2					107.7					149.6
UNION AUTO DLR	V219	591.8			591.8								
UNION B&T CONSUMER SERVICES	B121	432.4			427.5		4.8						
UNION BANK CONSUMER SERVICES	B121	618.9			70.7		92.3						455.9
UNION BANK/CA CONSUMER SERVICES	B121	10,467.7	263.8		9,876.4	157.8			119.8		1.7		48.4
UNION BANK/SWITZERLAND CON SVC	B121	395.4					395.4						
UNION BANKERS INS CO INSURANCE DR	V829	480.3							7.0		473.2		
UNION CENTER NATL BANK CONSUMER SVC	B121	501.6			475.0	26.5							
UNION DODGE	V211	334.4			334.4								
UNION FINANCIAL CONSUMER SERVICES	B124	278.1							278.1				
UNION MEMORIAL HOSPITAL	V133	1,191.1	11.8		485.0				694.3				
UNION SAVINGS BANK CONSUMER SERVICES	B121	573.2			492.0		81.2						
UNION STATE BANK CONSUMER SERVICES	B121	668.6			617.1		28.1		23.5				
UNIONBAY APPAREL	A990	377.2	377.2										
UNIONBAY SPORTSWEAR MEN	A141	268.2	268.2										
UNIONFACTS.COM ONLINE	A141	958.6	958.6										
UNIQUE INDOOR COMFORT CO	B329	547.8			73.5	474.2							
UNIQUE REFINISHERS	V174	490.2			453.8	36.4							
UNIQUE WINDOW & DOOR STR	V171	255.2			255.2								
UNIROYAL AUTO & TRUCK TIRES	V376	1,038.2							1,038.2				
UNISOM SLEEP AID TABLETS	T145	3,762.9							4.6			3,743.4	14.9
UNISON ADVANTAGE MEDICARE ADVNTG INS	D512	7,716.8						2,752.4	401.0	3,300.1	1,100.0		163.3
UNISON HEALTH PLAN MEDICAID INS	B412	402.1			108.9				293.1				
UNISYS COMPUTER SERVICES	B412	336.6							336.6				
UNISYS CORP CP	V321	767.4					767.4						
UNISYS VAR SOFTWARE	B512	1,335.1	1,283.1										52.0
UNITARIAN UNRSLST CNGRG	B532	1,706.3	1,704.7				1.6						
UNITED AIRLINES DOM	B322	1,121.5	1,110.2		11.3								
UNITED AIRLINES DOM & INTL	T413	1,212.0	48.3		1,022.7	139.9			1.0				
UNITED AIRLINES INC CP	T413	8,636.5	2,739.1			3,566.9	790.6		170.1		1,356.7		7.2
UNITED AIRLINES INTL	T413	1,600.8	145.0		633.5	822.3							6.0
UNITED AIRLINES ONLINE	T414	4,446.0	1,112.7		1,354.0	1,616.9			178.6		173.8		10.0
UNITED ARTISTS THEATRES	T413	1,071.3	1,071.3										
UNITED AUTO GROUP	V165	307.8			307.8								
UNITED BANK CONSUMER SERVICES	V219	514.8			446.8		68.0						
UNITED BLOOD SERVICE	B121	425.3			46.2		180.3		198.8				
UNITED CENTER CONV CTR	V139	535.2			38.7		0.8		488.2				7.5
UNITED CEREBRAL PALSY	V166	869.7			869.7								
UNITED CHURCH OF GOD	B322	849.1			362.2		3.0		54.6				429.2
UNITED COUNTRY RE	B322	1,762.6	1,762.6										
UNITED DAIRY FARMERS MILK PDTS	B451	345.1	292.0		19.5		33.6						670.0
UNITED DAIRY IND OF MI MILK	F311	1,095.3					34.3						1,095.3
UNITED DISTRIBUTORS INC	V140	861.5					861.5						
UNITED DODGE	V211	482.8							482.8				
UNITED DODGELAND	V211	321.8			19.7				302.2				
UNITED FD&CMRCL WKRS/UN	B321	1,146.3			296.4				849.9				
UNITED FEDERATION/TCHRHS	B321	1,555.9			37.7	108.5			1,162.5				247.2
UNITED FINANCIAL SYSTEMS CON SVC	B128	1,074.0									1,074.0		
UNITED FORD	V211	349.1			21.1		82.6		245.4				
UNITED HEALTH CARE SVC	V133	390.1			112.9	35.3	241.9						
UNITED HEALTHCARE CORP CP	B429	264.2					264.2						
UNITED HEALTHCARE INS CP	B429	987.9							987.9				
UNITED HEALTHCARE INS HMO PLANS	B412	2,522.7			2,522.7								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
UNITED HEALTHCARE MED & DENTAL INS	B412	1,420.0					1,084.8						335.2	
UNITED HEALTHCARE MEDICAL INSURANCE	B412	10,432.3	6,969.0	387.1	242.7	141.0	454.1	56.8	540.3		5.7	2.4	1,633.1	
UNITED HERITAGE CRDT UN CONSUMER SVC	B124	819.7				819.7								
UNITED HOMES	B452	1,648.3				882.2		766.2						
UNITED HOSPITAL	V133	326.1				311.7	14.4							
UNITED INVESTORS MGT DEV	B452	647.7				647.7								
UNITED LIQUOR MARTS	V341	472.4				472.4								
UNITED MERCANTILE CORP BP	B911	282.2	282.2											
UNITED METHODIST CHURCH	B322	3,014.9			50.2	4.0	84.3		231.5		2,644.8			
UNITED MILEAGE PLUS VISA CARD	B111	1,932.8	1,932.8											
UNITED NATIONS/PSA	B323	500.5							304.1		196.4			
UNITED NEGRO CLG FND/PSA	B323	3,286.8						1,497.0	886.9		902.9			
UNITED NEGRO CLG FUND	B322	585.9	175.9			190.9		40.2	172.7	2.2	4.0			
UNITED NISSAN	V212	740.9				2.1			738.8					
UNITED SERVICE ORG	B313	816.1				700.0	116.0							
UNITED SOYBEAN BOARD SOYBEAN SEEDS	G725	422.7											422.7	
UNITED SPORTS TECH GOLF SHAFTS	G460	677.5	677.5											
UNITED SUPERMARKETS	V346	1,095.7	66.0			1,029.7								
UNITED TECHNOLOGIES	B821	475.6	247.2			50.8		177.6						
UNITED TECHNOLOGIES CORP CP	G930	10,301.6	3,444.3			14.4	5,877.3						965.6	
UNITED VACATIONS TRAVEL	T420	613.7	211.2			402.5								
UNITED WATER RESOURCES	V173	502.9				502.9								
UNITED WAY OF AMERICA	B322	6,456.8	341.3			3,037.4	164.6	1,083.7	1,783.3	46.3	0.2			
UNITED WAY OF AMERICA & YMCA	B322	282.3				282.3								
UNITED WAY/PSA	B323	2,805.5							78.5	2,492.1		234.9		
UNITED WORLD INDUSTRIAL DEVELOPMENT	B840	282.5					282.5							
UNITED YACHT SALES	G430	865.8	865.8											
UNITEDHEALTHCARE/FL MED & DENTAL INS	B412	319.7			3.3		316.5							
UNITRIN DIRECT AUTO INS ONLINE	B422	1,990.9							2.0		1,988.9			
UNITRIN DIRECT INSURANCE DR	V829	13,250.4							1,400.8		11,849.6			
UNIVERA HEALTHCARE MEDICAL INSURANCE	B412	1,173.2			497.5		80.3		595.4					
UNIVERSAL ALPHA DOG MOVIE	B660	13,422.2	12.3		2,889.3	412.1		3,407.9	1,403.9	960.4	3,772.6		563.7	
UNIVERSAL AMERICAN GANGSTER MOVIE	B660	33,953.1	81.9		8,470.5	2,303.4	56.6	13,009.1	974.6	604.5	7,373.6		1,078.9	
UNIVERSAL ANIMAL PUMP NTRTNL SHK MX	D543	407.3	407.3											
UNIVERSAL BECAUSE I SAID SO MOVIE	B660	21,213.1	40.4		5,637.1	1,256.6		7,737.4	1,370.4	1,441.3	3,346.9	34.6	348.4	
UNIVERSAL BOURNE IDENTITY MOVIE	B660	321.7				21.7			63.7	180.1		56.2		
UNIVERSAL BOURNE ULTIMATUM MOVIE	B660	30,984.3	91.1			7,827.1	2,208.4	20.4	8,736.4	1,503.3	1,436.2	7,506.4	1,654.9	
UNIVERSAL BREACH MOVIE	B660	19,180.5	35.7	208.4	5,480.0	1,346.2			6,743.4	991.0	329.1	3,673.9	372.7	
UNIVERSAL CARPET CO	V373	2,041.1				2,041.1								
UNIVERSAL CHARLIE WILSONS WAR MV	B660	29,475.4	81.9			6,077.1	1,510.8		12,487.6	2,191.5	686.8	6,064.9	374.8	
UNIVERSAL CHILDREN OF MEN MOVIE	B660	13,360.7	3.5			6,097.6	1,599.8		2,833.5	1,110.7	19.8	1,295.0	400.8	
UNIVERSAL CITY NISSAN	V212	871.3					798.6			72.8				
UNIVERSAL COIN&BOULLION COINS DR	V859	2,636.6	2,350.9	285.7										
UNIVERSAL COLBIE CAILLAT COCO RC	H531	447.5									447.5			
UNIVERSAL DEAD SILENCE MOVIE	B660	15,107.4	3.5			2,910.9	413.7		4,549.9	344.2	1,194.2	4,978.0	713.0	
UNIVERSAL DENTISTRY CTR	V133	277.6									277.6			
UNIVERSAL ELIZABETH/GOLDEN AGE MV	B660	20,585.8	81.9			3,961.2	1,081.1		8,950.7	994.6	861.9	4,654.5		
UNIVERSAL ELTON 60&ROCKET MAN/ONES	H531	871.5	871.5											
UNIVERSAL EVAN ALMIGHTY MOVIE	B660	34,695.2	24.0			7,242.1	1,958.7	228.6	13,228.1	816.0	2,456.0	7,774.0	269.5	698.2
UNIVERSAL FORD	V211	665.7				665.7								
UNIVERSAL FURNITURE STR	V375	2,703.8	888.2			1,286.7					528.9			
UNIVERSAL GEORGIA RULE MOVIE	B660	17,959.1	36.9			3,411.2	1,042.8			7,983.0	992.9	550.5	3,433.6	508.2
UNIVERSAL GOLDEN AGE MOVIE	B660	651.1				225.5		130.3					295.3	
UNIVERSAL GOOD SHEPHERD MOVIE	B660	4,531.1	3.5			3,642.3	884.6			0.7				
UNIVERSAL HEALTH CR INS MED&DNTL INS	B412	1,473.8					1,473.8							
UNIVERSAL HEATING & AC	V174	322.3					322.3							
UNIVERSAL HYUNDAI	V212	434.8					434.8							
UNIVERSAL I NOW PRONOUNCE/CHCK&LRY	B660	27,662.5	21.7			6,248.2	1,369.6	25.5	8,377.5	1,249.8	2,192.2	7,257.4	37.8	882.9
UNIVERSAL ILLEGAL TENDER MOVIE	B660	1,448.5	91.7						34.2		0.5		504.9	
UNIVERSAL JOSE FELICIANO Y AMIGOS	H531	487.5									334.1		153.3	
UNIVERSAL KINGDOM MOVIE	B660	32,749.3	58.6			6,925.6	1,500.4	168.9	14,038.8	908.2	831.7	7,631.1		685.9
UNIVERSAL KNOCKED UP MOVIE	B660	33,962.7	24.0			8,719.5	2,718.5			10,526.0	870.9	2,599.6	7,253.4	1,250.8

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
UNIVERSAL LIFELINE RESIDENTIAL	B222	288.6				288.6							
UNIVERSAL MEDIA SYNDCT	B651	1,717.5		1,681.2	36.3								
UNIVERSAL MEDIA SYNDCT COINS DR	V859	21,426.2	582.8	20,688.6	154.8								
UNIVERSAL MEDIA SYNDCT MISC DR	V900	6,041.5			6,041.5								
UNIVERSAL MEDIA SYNDCT PRNTD PDTS DR	V829	1,265.9		1,265.9									
UNIVERSAL MR BEANS HOLIDAY MOVIE	B660	17,257.1	5.9		4,588.3	872.9		3,613.1	842.8	1,609.5	5,244.7	161.8	318.2
UNIVERSAL MUSIC GROUP VAR RECORDINGS	H531	2,177.2	545.4	176.9		1,167.1	283.7						4.1
UNIVERSAL NEWS INDUSTRIAL DEV	B840	1,708.5	1,708.5										
UNIVERSAL ORLANDO RESORT	T431	26,321.3			1,984.9			87.5	3,330.1	1,034.3	19,884.6		
UNIVERSAL PIRATES/DNT/ANYTHNG/MV	B660	654.2			9.6			199.0			445.6		
UNIVERSAL ROCK POOLS&SPS	V175	360.7			349.3				11.4				
UNIVERSAL SMOKIN ACES MOVIE	B660	21,614.1	93.5		4,520.0	845.0		8,570.2	586.8	843.4	5,556.1	35.0	564.1
UNIVERSAL STUDIO THM PRK	T440	1,413.7			266.1		629.3	78.3	439.9				
UNIVERSAL STUDIO/FL	T440	4,380.4			114.6		3,986.9		278.8				
UNIVERSAL STUDIO/HLYWD	T440	4,201.9					2.6		4,199.3				
UNIVERSAL SYDNEY WHITE MOVIE	B660	8,373.8	36.9		3,106.2	527.4		299.2	115.7	13.4	3,918.4		356.5
UNIVERSAL TECHNICAL INST	G840	10,862.1	1,861.3		1.6		0.8	55.6	1,437.7	1,614.6	5,853.8		36.8
UNIVERSAL TOYOTA	V212	1,200.9			623.1				577.8				
UNIVERSAL TV PROGRAM	B641	353.8			115.3		238.5						
UNIVERSAL UNITED 93 MOVIE	B660	571.1			535.7	35.4							
UNIVERSAL VAR MOVIES	B660	8,828.2	84.0		36.7		8,692.5					15.0	
UNIVERSAL VAR RECORDINGS	H531	559.0	448.5			66.0	2.3		4.7			37.5	
UNIVERSAL VAR RECORDINGS DR	V871	638.5							5.5		633.0		
UNIVERSAL VAR VIDEOS	H532	3,450.9	1,834.0		552.1		199.4	407.3			458.1		
UNIVERSITY AUDI	V213	841.8			685.8				156.0				
UNIVERSITY HEALTH CARE	V133	719.3					118.0		601.3				
UNIVERSITY HOSP/CLEVE	V133	510.9			25.7				485.2				
UNIVERSITY HOSPITAL	V133	1,799.4			676.7		794.4		328.3				
UNIVERSITY LIGGETT SCH	G850	313.3			313.3								
UNIVERSITY MAZDA	V212	916.4			869.1				47.3				
UNIVERSITY MEDICAL CTR	V133	663.3			41.7		282.5		339.0				
UNIVERSITY MEDICAL DRUGS/TOIL DR	V830	676.2	676.2										
UNIVERSITY MRI/IMCNG CTR	V133	345.8			315.0				30.8				
UNIVERSITY OF AKRON	G810	566.7	25.8		132.4	27.3	152.7		212.1		16.5		
UNIVERSITY OF AL	G810	346.5	61.9			55.1	50.2	0.0	51.1		76.0		52.2
UNIVERSITY OF AR	G810	524.5	25.6				34.8		424.5		39.6		
UNIVERSITY OF CA DAVIS	G810	378.7			364.2	1.3	13.2						
UNIVERSITY OF CENTRAL AR	G810	379.3					22.9		356.5				
UNIVERSITY OF CENTRAL FL	G810	296.2	5.8			58.7	146.4		35.3		50.0		
UNIVERSITY OF CHICAGO	G810	3,306.4	2,048.0		115.2	1,023.5	119.8						
UNIVERSITY OF CINCINNATI	G810	283.8			37.4		159.1		18.0		69.3		
UNIVERSITY OF CO	G810	349.4			113.4	8.8	50.6	0.0	49.5		100.6		26.5
UNIVERSITY OF CT	G810	536.8	63.0		253.6	6.0	52.6	0.0	130.4		31.2		
UNIVERSITY OF DENVER	G810	894.3			879.9	14.4							
UNIVERSITY OF FL	G810	1,033.5	737.9		5.0	91.9	134.2	0.0	10.4		54.1		
UNIVERSITY OF HOUSTON	G810	638.9	305.6		89.8	3.1	225.7	0.0	2.7		12.0		
UNIVERSITY OF KS	G810	297.1			109.7	27.7	99.0	0.0	28.7		31.9		
UNIVERSITY OF KS HOSP	V133	1,082.0			682.1		2.4		397.5				
UNIVERSITY OF KY	G810	466.1			5.0		304.7	0.0	110.7		45.8		
UNIVERSITY OF LOUISVILLE	G810	1,030.6	59.1		188.4	8.5	605.6	0.0	103.2		65.8		
UNIVERSITY OF MA	G810	952.0			267.3				684.7				
UNIVERSITY OF MD	G810	1,935.2			571.5	15.7	529.7	0.0	89.7		50.6		678.0
UNIVERSITY OF ME	G810	258.5					5.3		253.2				
UNIVERSITY OF MI	G810	946.8	441.1		37.3	12.7	270.0	0.0	63.7		68.6		53.4
UNIVERSITY OF MIAMI	G810	1,017.8	265.8		391.3	30.8	123.8	0.0	134.2		71.9		
UNIVERSITY OF MN	G810	660.1			310.2	34.0	59.2	0.0	242.4		14.4		
UNIVERSITY OF MN HOSP	V133	260.1							260.1				
UNIVERSITY OF NEW HAVEN	G810	268.0			268.0								
UNIVERSITY OF NM	G810	268.5	68.3				88.7		98.8		12.8		
UNIVERSITY OF NORTH FL	G810	704.4					698.2		6.2				
UNIVERSITY OF NORTH TX	G810	409.3	318.2		63.3		27.0		0.9				
UNIVERSITY OF OK	G810	323.0			51.1		257.7	0.0	14.2				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
UNIVERSITY OF PA	G810	344.1			80.4	30.4	18.4		209.7		5.3		
UNIVERSITY OF PHOENIX	G810	29,476.0			329.4	72.4	60.3	18,041.0	569.3	2,086.0	8,005.7		312.0
UNIVERSITY OF PITTSBURGH	G810	541.9	228.7		72.8		106.9	0.0	72.8		60.7		
UNIVERSITY OF REDLANDS	G810	260.9	49.2		118.1		93.7						
UNIVERSITY OF RICHMOND	G810	928.3	587.1	325.0	16.0				0.2				
UNIVERSITY OF ROCHESTER	G810	345.0	95.6		227.7				21.8				
UNIVERSITY OF SC	G810	326.8	178.4		5.3	4.6	4.3	0.0	55.0		79.2		
UNIVERSITY OF SOUTH FL	G810	590.4		46.0	5.4		354.2	0.0	124.6		60.1		
UNIVERSITY OF TN	G810	538.1	274.0		34.2		106.9	0.0	84.5		38.5		
UNIVERSITY OF TN MED CTR	V133	322.1							322.1				
UNIVERSITY OF TOLEDO	G810	311.3			0.3		234.4		75.3		1.4		
UNIVERSITY OF TX	G810	845.4	80.1		56.8	8.5	609.3	0.0	69.0		21.7		
UNIVERSITY OF TX/AUSTIN	G810	826.9	275.3		264.0	124.8	162.8						
UNIVERSITY OF TX/DALLAS	G810	348.3	151.7		59.2		137.3						
UNIVERSITY OF VA	G810	685.4	77.1		90.4	375.7	113.9		11.3		16.9		
UNIVERSITY OF WA	G810	303.6			85.8	14.8	40.8	0.0	76.9		85.2		
UNIVERSITY OF WI	G810	379.8			8.0	151.7	163.1	0.0	57.1				
UNIVERSITY OF WI/MADISON	G810	273.5			15.2			174.6	12.8		70.9		
UNIVERSITY TRAVEL SVC	T420	724.0			724.0								
UNIVERSITY VW MAZDA SAAB	V219	493.5			493.5								
UNIVERSITY/CA	G810	308.1			203.0	1.4		0.0	88.4		15.3		
UNIVERSITY/CA BERKELEY	G810	906.4	68.6		710.9	119.6	7.2						
UNIVERSITY/CA IRVINE	G810	504.2	65.2		173.6		265.4						
UNIVERSITY/CA LOS ANGLS	G810	586.0	15.3		520.5	32.2	18.0						
UNIVERSITY/CHICAGO HOSP	V133	620.3			298.0	100.8	17.4		201.7		2.4		
UNIVERSITY/CO HOSPITAL	V133	558.9			227.5		162.1			169.3			
UNIVERSITY/CT HEALTH CTR	V133	717.0			492.7				224.3				
UNIVERSITY/INCARNATE WRD	G810	564.0	106.6		118.6		24.7		314.1				
UNIVERSITY/LSVL HOSPITAL	V133	302.4			35.0				302.4				
UNIVERSITY/MD MED CTR	V133	277.5							242.5				
UNIVERSITY/MD UNIV CLG ONLINE	G810	601.1			6.2		14.4						580.5
UNIVERSITY/MI HEALTH SYS	V133	2,137.6		457.4			33.2		1,106.8				540.2
UNIVERSITY/MM CHILD HOSP	V133	368.9			113.4					255.5			
UNIVERSITY/NC PEMBROKE	G810	575.5			6.3		569.2						
UNIVERSITY/NEW ORLEANS	G810	277.9					112.0		165.9				
UNIVERSITY/PA HEALTH SYS	V133	1,241.8	13.3				366.3		862.1				
UNIVERSITY/PA MED CTR	V133	1,290.8			1,241.8	48.9							
UNIVERSITY/PTSBRGH MED	V133	6,289.0	1,521.2		43.4	4,279.1	270.3		174.9				
UNIVERSITY/ROCHESTER MED	V133	720.9	25.8		594.7		4.2		96.2				
UNIVERSITY/SAN FRANCISCO	G810	398.8	6.9		293.1	57.1	41.8						
UNIVERSITY/SOUTHERN CA	G810	943.8	91.3		601.9	123.2	17.9	0.0	53.1		56.4		
UNIVERSITY/TX ARLINGTON	G810	336.5	260.3		47.6		28.7						
UNIVERSITY/TX MD ANDRSN	V133	256.8			45.1		211.6						
UNIVERSITY/TX SW MED CTR	V133	1,159.7	38.7		313.3				807.7				
UNIVERSOUL CIRCUS	V169	455.3					18.2		437.1				
UNIVISION AK7 EL AVION DE LAS TRES	H531	314.2							220.9		93.3		
UNIVISION BACHATA #1S RECORDINGS	H531	275.6							1.9		273.7		
UNIVISION EL TIGRILLO PALMA RC	H531	445.4							445.4				
UNIVISION IVY QUEEN SENTIMENTO RC	H531	369.5	53.9						1.6		314.0		
UNIVISION LOS HRCNS/NRT/CRDS/PLCL	H531	255.2							255.2				
UNIVISION LOS TUCANES/TJN AMNT/BN	H531	299.7							299.7				
UNIVISION LOST CITY SOUNDTRACK	H531	367.0							367.0				
UNIVISION MOVIL TEXT MESSAGING	B229	964.8							910.0		54.9		
UNIVISION RADIO STATION	B630	906.2					906.0	0.2					
UNIVISION TV NETWORK	B641	2,017.1			681.9	1,316.1	19.1			812.0	179.8		
UNIVISION VAR RECORDINGS	H531	991.8											
UNIVISION VAR VIDEOS DR	V873	1,832.6							1,781.8		50.8		
UNKNOWN ADV COLLEGE & CAREER SCHOOLS	G810	6,288.3							6,288.3				
UNKNOWN ADV FOOD STORES	V346	966.5							966.5				
UNKNOWN ADV INSURANCE AGENCIES	B430	716.0							716.0				
UNKNOWN ADV LOCAL AUTO DLR	V219	2,743.5							2,743.5				
UNKNOWN ADV LOCAL AUTO DLR LEASING	V219	264.9							264.9				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
UNKNOWN ADV MEDICAL SERVICES	V133	451.5							451.5				
UNKNOWN ADV MISC BUSINESS SVC	V129	309.7							309.7				
UNKNOWN ADV RADIO STATIONS	B630	464.0							464.0				
UNO CHICAGO GRILL REST	G310	540.0							534.2				5.9
UNOS CHICAGO GRILL	G310	485.4					94.0						391.4
UNTIL THERES A CURE JEWELRY	A510	1,724.1	1,724.1										
UNTOUCHABLES SERIES &STREETS/SN FRNC	H532	387.7								387.7			
UNUM DISABILITY INSURANCE	B412	1,305.6	463.3			264.2			0.0		578.1		
UNUM VAR INSURANCE	B429	3,579.2	463.3			264.2		1,368.6	70.9	27.1	1,385.1		
UNUMPROVIDENT CORP CP	B411	321.6							21.6			300.0	
UPCOMING EVENTS/STYL MAG	B623	579.6	579.6										
UPGRADER.COM ONLINE	B670	353.3	330.6		22.7								
UPMC HEALTH SYSTEM	V133	2,511.7	110.0				737.8		1,663.9				
UPMC MEDICAL INSURANCE	B412	2,583.0			2,530.1		49.4		3.5				
UPMC MEDICARE PLANS	B412	280.0							280.0				
UPN TV NETWORK	B641	419.7			410.5		9.2						
UPONOR FLOOR HEATING SYSTEM	H622	260.7	260.7										
UPPER DECK BASEBALL CARDS	G530	1,212.0	1,212.0										
UPPER DECK TRADING CARDS	G530	425.1								425.1			
UPPERDECKKIDS.COM ONLINE	G530	345.3	83.1							262.2			
UPS BUSINESS SERVICE	V129	695.3	695.3										
UPS CAPITAL BUSINESS SERVICES	B129	267.1	156.8							110.3			
UPS INTERNET SHIPPING ONLINE	B829	715.3							40.4		674.9		
UPS STORE	V159	23,517.8	5,366.4		20.5		161.5	7,297.7	1,891.4	758.6	7,718.3		303.4
UPS STORE BP	B911	252.5	188.1		21.8	42.6							
UPS SUPPLY CHAIN MGT SVC	V129	264.2				264.2							
UPS UNITED PARCEL SVC CP	B832	2,764.1	812.7		1.7	1,948.7					1.0		
UPS UNITED PARCEL SVC DOM	B832	30,162.7	528.3						23,981.9	150.1		5,502.4	
UPS UNITED PARCEL SVC DOM & INTL	B832	42,446.1	1,377.0		319.4		1,011.5	26,582.1	58.7		4,906.8	893.6	7,297.2
UPS UNITED PARCEL SVC INTL	B832	17,613.7	5,398.2		32.9	1,016.2		8,577.0	45.2		2,544.1		
UPS UNITED PARCEL SVC ONLINE	B832	437.6	437.6										
UPS UNITED PARCEL SVC SHIPPING SVC	B833	567.1	567.1										
UPS/UNITED PARCEL SVC	V180	528.4			528.4								
UPSTATE FORD DLR ASSN	T121	570.5			569.4		1.1						
UPSTATE TOYOTA DLR ASSN	T122	267.7											267.7
U-PULL-IT AUTO&TRCK PRTS	V380	318.3						318.3					
URAL CLASSIC MOTORCYCLES	V233	276.0	276.0										
URB FINANCE CO CONSUMER SERVICES	B124	642.9			287.4				355.4				
URB INC CONTRACTOR	V171	377.9			377.9								
URBAN ARCHAEOLOGY STORE	V376	476.3	476.3										
URBAN BOOKS VAR BOOKS DR	V823	779.2	779.2										
URBAN CONDOMINIUMS	B452	290.4			290.4								
URBAN ELECTRIC LANTERNS	H151	731.8	731.8										
URBAN HOME EXPO FRNSHNGS	V372	530.3			530.3								
URGE.COM MUSIC STORE ONLINE	V362	2,256.5					123.8			2,132.8			
URINOZINC URINARY MEDICATION	D559	396.4	243.8		42.6				21.3	88.7			
UROXATRAL PROSTATE RX	D560	1,274.0											
US AGENCIES INSURANCE CO	B430	1,344.0					170.1		1,173.9				
US AIR FORCE	B313	28,966.6	362.3		341.0		43.4	11,127.1	848.2	8,071.6	8,088.5		84.5
US AIR FORCE RECRUITMENT	B912	554.5			2.4								552.1
US AIR FORCE RESERVE	B313	1,882.5			1,270.2		3.8		579.2		29.3		
US AIR FORCE/PSA	B323	303.1							301.6		1.5		
US AIRPORT PARKING SVC	V290	358.6							358.6				
US AIRWAYS CENTER	V166	351.5			351.5								
US AIRWAYS CP	T413	375.1			375.1								
US AIRWAYS DIVIDEND MILES	T413	453.2	453.2										
US AIRWAYS DOM	T413	3,526.2	158.9		3,313.5		53.8						
US AIRWAYS DOM & INTL	T413	1,180.0	255.1		17.8		605.6		301.4				
US AIRWAYS INTL	T414	1,965.0	25.8		1,939.3								
US AIRWAYS RECRUITMENT	B912	440.7			245.2	1.0							194.5
US AIRWAYS VACATIONS	T420	473.9	283.5	24.9	163.6		1.9						
US ANGELS FORMALWEAR CHILDREN	A130	957.4	957.4										

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
US ARMED FORCES ALL BRANCHES	B313	4,845.8							55.3	3,033.3	1,757.2		
US ARMY	B313	110,207.4	25,402.0	782.3	448.5	6.8	397.8	25,938.2	1,502.1	3,643.1	47,663.0	2,154.5	2,268.9
US ARMY CORPS/ENGINEERS	B313	366.5			303.2	50.0	13.3						
US ARMY NATIONAL GUARD	B313	5,498.3	1,836.6		151.2	350.1	49.4		3,020.1	6.3	75.6		9.0
US ARMY NATL GUARD/PSA	B323	318.6								318.6			
US ARMY RESERVES	B313	29,355.0	4,578.6	522.9	96.4			6,956.7	237.4	1,212.4	15,690.0		60.4
US ARMY ROTC	B313	3,159.3	2,942.1				46.1						171.0
US BANK CONSUMER SERVICES	B121	10,774.3			8,905.8		563.5		767.0		198.4		339.6
US BANKRUPTCY COURT	B313	611.5			579.7	31.8							
US BNKRPTCY CRT/DIST/DE	B313	413.7			68.1	345.6							
US BNKRPTCY CRT/THRN/NY	B313	568.4			88.4	480.0							
US BORDER PATROL	B315	354.7			16.2		305.9						32.6
US BUILDINGS PRE-FAB BUILDINGS	H614	3,109.7							129.1	260.2	2,720.4		
US CAREER INSTITUTE CORR SCH DR	V854	10,771.1	8,813.1	1,958.0									
US CELLULAR WIRELESS SERVICE	B223	77,359.2	116.1		24,247.2		6,423.9		41,365.7				5,206.4
US CENTURY BANK BUSINESS SERVICES	B121	265.1			198.8				66.3				
US CENTURY BANK CONSUMER SERVICES	B121	1,161.8			1,059.3		28.4		74.2				
US CHAMBER INST/LGL RFRM	B329	920.2	16.0		553.1	32.1			105.3		198.7		15.0
US CHAMBER OF COMMERCE	B313	2,079.4	185.6		794.9	652.2	61.5					29.2	356.0
US COAST GUARD	B313	1,845.0			65.7		9.9		1,765.1				4.3
US COMMEMORATIVE GALLERY COINS DR	V859	5,578.3		3,333.7	2,129.1	115.5							
US CUSTOMS&BORDER PRTCTN RECRUITMENT	B912	422.1			146.7				159.2				116.2
US DEPT OF AGRICULTURE	B313	964.2	40.2		46.7		15.9		49.4		29.3		782.7
US DEPT OF ENERGY	B313	1,348.8	179.5		1,159.3								10.0
US DEPT OF HOMELAND SEC	B313	304.4			139.3		111.2						53.9
US DEPT OF TRANS	B313	1,783.2			26.3		8.3	289.9	684.7	1.1	772.9		
US DEPT/HEALTH&HUMAN SVC	B313	9,145.5	3,348.6		622.1		21.4	1,026.6	3,045.0	8.6	346.4	679.3	47.4
US DEPT/HLTH&HMN SVC/PSA	B323	60,000.5						53,137.4	4,395.2		2,467.8		
US DEPT/HOMELAND SEC/PSA	B323	572.9						30.8	385.8		156.3		
US DEPT/TRANS/PSA	B323	3,361.8							3,064.0		297.8		
US DIST COURT CENTRAL/CA	B313	263.4			205.5	57.8							
US DIST COURT/DIST/MA	B313	628.0			628.0								
US DISTRICT COURT	B313	998.6			986.7	11.9							
US ENVRNMNTL PRTCTN AGCY	B313	1,213.9	321.2		396.6				133.6		362.5		
US FEDERAL CREDIT UNION CONSUMER SVC	B124	470.6			465.3		5.3						
US FINANCIAL TRUST CO CONSUMER SVC	B121	451.2			299.8	151.4							
US FOAM & COATINGS CONTR	V171	886.6			886.6								
US GENERAL SVC ADMIN	B313	690.0			563.2				126.8				
US GOLD BUREAU COINS DR	V859	332.7	303.7	29.0									
US GOLD BUREAU JEWELRY DR	V810	296.7			296.7								
US GOLD DISTR CTR COLLECTIBLES DR	V852	1,740.9			1,186.6	554.3							
US HOMES	B452	294.6			3.4		291.2						
US KIDS GOLF ORG	B329	267.8								267.8			
US MARINE CORPS & NAVY	B313	743.6				743.6							
US MARINE CORPS/PSA	B323	1,184.6							183.2		1,001.4		
US MARINES	B313	70,323.1	12,986.6		16.8		1,677.3	25,203.6	943.7	483.1	28,837.9		174.0
US MINT	B313	1,566.9			1,586.9								
US MINT COINS	H190	16,709.0	73.2						12,663.5	443.9		3,528.4	
US MINT COINS DR	V859	12,960.5	6,787.4	5,642.7	20.1				14.7		495.6		
US MORTGAGE NETWORK INC CONSUMER SVC	B129	518.9			518.9								
US NATIONAL GUARD/PSA	B323	1,350.9							1,318.3		32.6		
US NAVAL RESERVE	B313	868.5			1.4		867.0						
US NAVY	B313	27,807.6	4,702.4		317.6			4,684.7	1,121.7	3,705.3	9,522.9	3,359.1	393.8
US NEWS&WORLD REPORT AMER/GRDT SCH	B610	568.4	588.4										
US NEWS&WORLD REPORT PRINTED PDTS DR	V829	465.8	465.8										
US NEWS&WORLD REPORT VAR BOOKS DR	V823	2,015.8	2,015.8										
US OLYMPIC COMMITTEE	B313	474.0	302.7			168.6	2.8						
US OPEN SERIES	V163	405.2	282.0					120.0	0.7		2.5		
US OPEN TENNIS MATCH	V163	769.0	119.2		119.2	488.9	9.0	0.0	32.8				
US OPEN TENNIS/AMER EXPR	B111	422.4						127.9	106.3		188.2		
US POSTAL INSPECTION SVC	B313	258.8	209.8				49.0						
US POWERBOAT SHOW	V164	295.9	278.3		17.7								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
US PREVENTIVE MEDICINE	B313	315.0				315.0							
US PREVENTIVE MEDICINE CP	G930	1,430.2			424.0	1,006.2							
US PROF TENNIS ASSN	V163	259.6	259.6										
US RARE COIN/BLN RSRV COINS DR	V859	29,931.2	1,993.8	31.9	27,408.0	488.5	9.1		145.0	2.1			
US SKI TEAM	V163	800.8	653.8										
US TRUST BNK/AMER PRV/MG CON SVC	B129	19,672.4	3,852.4	2,843.7	5,438.1	7,538.2							
US TRUST CO CONSUMER SERVICES	B121	907.1			514.5	392.6							
US TRUST CO WEALTH MGT CONSUMER SVC	B129	4,372.6			452.2			1,700.0	33.5		2,186.8		
US TRUST CORP CP	B121	1,130.0				1,130.0							
US VIRGIN ISLANDS TP	T434	1,833.6	867.8			451.0	241.2		109.5		60.5		103.6
US WEEKLY MAGAZINE CONTEST	B623	623.9	623.9										
US WEEKLY MAGAZINE ONLINE	B623	561.5	561.5										
US WINDOW FACTORY CO	V376	1,496.7			356.9				1,139.9				
US WIRELESS STORE	V329	15,104.6			15,104.6								
US WOMENS OPEN GOLF CHMP	V163	258.5			180.1		21.2		57.2				
USA 3000 AIRLINES DOM	T413	1,466.5			227.3		860.7		378.5				
USA 3000 AIRLINES DOM & INTL	T413	542.6	223.2		2.2		79.1		0.3				237.8
USA BABY CHLDSPC FURN ST	V375	619.8							619.8				
USA BABY FURNITURE STR	V375	1,762.0			10.7				1,751.2				
USA BANC CONSUMER SERVICES	B121	470.9			470.9								
USA BASKETBALL TEAM	V163	927.6								134.6	81.1	712.0	
USA CABLE TV NETWORK	B642	13,148.9	6,878.5		1,357.6	2,284.5	315.9						2,312.4
USA CREDIT UNION CONSUMER SERVICES	B124	1,394.0			1,202.8				174.4				16.8
USA DISOUNTERS CENTER	V359	1,369.0					209.6		1,159.4				
USA DRUG & BEAUTY MARKET	V330	317.1							317.1				
USA FEDERAL CREDIT UNION CON SVC	B124	365.7			313.8				51.9				
USA FOOTBALL ORG	B329	422.1							27.0	3.6		391.4	
USA NETWORK CABLE TV PAID PROMO	B642	876.0							55.7			64.5	755.8
USA PHOTO DATING TEXT MESSAGING	B229	512.3	379.5									132.8	
USA SUPERIOR ENERGY BP	T220	281.0			281.0								
USA TODAY NEWSPAPER	B621	317.3					32.6		284.8				
USA TODAY NEWSPAPER ONLINE	B621	1,634.7			1,634.7								
USA TODAY NEWSPAPER SEMINAR	G820	427.0			427.0								
USA WEEKEND MAGAZINE	B623	584.3	129.7		7.0				26.7	13.6	407.3		
USA WEEKEND MAGAZINE CP	B623	376.9		376.9									
USA WEEKEND MAGAZINE ONLINE	B623	627.7		627.7									
USAA AUTO INSURANCE	B422	628.2	628.2										
USAA FED CREDIT UNION CONSUMER SVC	B124	1,000.4	237.9		83.8		678.8						
USAA FED SAVINGS BANK CONSUMER SVC	B121	845.0	136.5		697.9		9.9		0.8				
USAA INVESTMENT MGT CONSUMER SVC	B122	992.7	646.8		226.9		119.0						
USAA LIFE INSURANCE	B411	1,312.7	1,312.7										
USAA RETIREMENT INSURANCE	B429	908.2	812.2		96.0								
USAA REWARDS CREDIT CARD	B111	477.5	477.5										
USAA VAR INSURANCE	B429	5,669.8	75.5		2,115.8		3,478.6						
USAJOBS ONLINE	B912	461.1							461.1				
USA-LAW&ORDER CRMNL INTN PAID PROMO	B642	2,141.9	1,007.0		128.5	181.1			5.8	127.0	428.6		263.9
USCOINS.COM COINS DR	V859	534.4									534.4		
USDA FOOD STAMP PROGRAM	B315	2,385.5											2,385.5
USDA/PSA	B323	1,172.6							971.0	197.2	4.4		
USEDCARTHROWDOWN AUTO SL	V219	393.0		393.0									
USER-FRIENDLY YELLOW PAGES	B232	673.3							78.6	594.7			
USGA ORG	B329	852.8	79.0						76.6	43.8	653.4		
USHER FRAGRANCE MEN	D410	919.9	805.6	114.4									
USHER FRAGRANCE MEN & WOMEN	D410	5,166.8	4,938.1	228.7									
USHOMEAUCTION.COM ONLINE	V122	2,243.8			2,130.0					113.8			
USO ORG	B329	1,264.7								129.1	1,006.2	129.4	
USO/PSA	B323	50,231.5								49,334.5	671.6	225.4	
USONA HOME FRNSHNGS STR	V372	453.1	453.1										
USPS CP	B313	671.1	333.9						337.2				
USPS PDT& SERVICES	B313	19,020.4	3,561.4		263.7	229.4	197.1	10,389.9	79.6		2,965.0		1,334.4
USPS RECRUITMENT	B912	322.1			318.2	4.0							
USPS.COM ONLINE	B313	7,794.2	7,575.7			218.6							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
USTA US TENNIS ASSN	V163	2,371.5	127.0		2.5	1,599.7		85.8	3.6		431.6	121.3	
USTA.COM ONLINE	V163	611.8	611.8										
UT SOUTHWESTERN MED CTR	V133	878.4							878.4				
UT SOUTHWESTERN MED CTR RECRUITMENT	B912	325.7			325.7								
UT STARCOM WIRELESS PHONES	B213	542.8				542.8							
UTAH CAREER COLLEGE	G810	390.3					1.6		388.7				
UTAH CLG/MASSAGE THERAPY	G850	602.8			3.3				599.5				
UTAH DEPT OF HEALTH SVC	B315	464.2			33.6		15.3		415.3				
UTAH JAZZ BSKTBALL TEAM	V163	262.2			2.0		107.6		152.6				
UTAH STATE TP	T433	6,875.1	1,888.7	467.0	429.4	25.2		153.6	1,173.3		2,737.8		
UTAH TRANSIT AUTHORITY	V180	466.5					57.9		408.5				
UTAHHONDADEALERS.COM ONLINE	V212	275.7							275.7				
UTAHNS/PUBLIC SCHOOLS	B329	518.2							518.2				
UTOUR GOLF GAME ONLINE	G513	1,056.3	1,056.3										
UTTARANCHAL INDIA TP	T434	409.2	409.2										
UTTERMOST HOUSEHOLD FURNISHINGS	H190	1,818.0	1,818.0										
UV VODKA	F734	340.1	340.1										
UW HEALTH-UW HOSP&CLNCS	V133	464.4					18.0		446.4				
V AT LAKE LAS VEGAS DEV	B452	270.2		130.8	139.4								
V CHIP EDUCATION ORG/PSA	B323	813.8							813.8				
V FOUNDATION/CNCR RSRCH	B322	490.1	188.5					23.8			277.8		
V WATTS FURNITURE STORE	V375	669.0					19.2		649.8				
V-1 VACUUM DECANTER	H232	317.1		317.1									
V8 & V8 V-FUSION	F430	1,657.4						453.4	0.6		1,203.5		
V8 LOW SODIUM RTS VEGETABLE JUICE	F430	3,120.0	2,489.3	630.7									
V8 RTS VEGETABLE JUICE	F430	41,860.1	10,024.0	1,065.6				18,736.0	565.4	4,593.6	5,268.3	1,607.1	
V8 V-FUSION FRUIT & VEGETABLE JUICE	F420	7,365.2						4,337.0	93.1	1,422.2	1,381.1		131.9
VACANCY VIDEO	H532	1,547.3						533.1	4.1	354.3	655.8		
VACATION EXPRESS INC	T420	520.0		472.4	47.6						0.0		
VACATION OUTLET TRVL AGN	T420	1,757.9			1,757.9								
VACCINATE YOUR CHILD/PSA	B323	612.5							612.1		0.5		
VACHERON CONSTANTIN WATCHES	A520	2,789.9	1,677.6	260.0		852.3							
VACUENT AIR DUCT CLNRS	V179	322.4			322.4								
VAGISIL ANTI-ITCH CREAM	D558	7,419.0							3,543.2	67.9	2,367.0	1,440.9	
VAGISIL ANTI-ITCH WIPES	D558	4,358.8							2,360.0	31.4	599.3	1,368.1	
VAGISIL SCREENING KIT	D558	9,872.0	1,572.5						4,309.1	81.9	1,782.8	2,125.7	
VAIL CO TP	T433	290.8	10.6		275.2						5.0		
VAIL PLAZA HOTEL & CLUB	T431	473.8	473.8										
VAIR RESORTS	T431	3,577.7	3,173.6		304.1	84.4	15.6						
VAIL SKI AREA TP	T433	494.0	226.7		99.0	168.4							
VAIL SKI RESORT	T431	794.4	756.4						30.0	8.0			
VAL STEFANI COUTURE BRIDAL GOWNS W	A130	884.7	884.7										
VAL STEFANI COUTURE FORMAL GOWNS W	A130	359.6	359.6										
VAL STEFANI CTR BRDL GWNS&FRMLWR W	A130	294.6	294.6										
VALASSIS COUPONS	B652	400,916.0			394,478.5	6,437.6							
VALCUCINE KITCHENS SHWRM	V376	253.5	139.1	114.4									
VALE ANNOUNCEMENT	B130	264.2				264.2							
VALENCIA COMMUNITY CLG	G810	379.0					23.3		355.8				
VALENCIA NISSAN	V212	688.3			688.3								
VALENCIA POINTE RE DEV	B452	566.6			566.6								
VALENTI INTL MATCHMAKING	V155	2,251.8	2,251.8										
VALENTE RESEARCH INC AUTO DR	V880	6,431.3	6,431.3										
VALENTINO APPAREL	A990	2,215.9	2,115.4	100.6									
VALENTINO BOUTIQUE MEN	V311	383.7	383.7										
VALENTINO BOUTIQUE WOMEN	V311	2,520.7	2,462.6	58.1									
VALENTINO HANDBAGS WOMEN	A410	635.7	635.7										
VALENTINO ROCK N ROSE FRAGRANCE W	D180	3,822.2	3,822.2										
VALENTINO RTW WOMEN	A190	415.3	415.3										
VALENTINO SUITS MEN	A130	281.2	281.2										
VALENTINO V FRAGRANCE MEN & WOMEN	D410	644.1	644.1										
VALERIE COUTURE BRIDAL GOWNS WOMEN	A130	359.6	359.6										
VALERIE WILSON TRAVEL	T420	340.3	340.3										

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
VALERO DLR SERVICE	V242	446.2							201.0		245.2		
VALERO GASOLINE	T211	2,192.8							463.8		1,534.4		194.6
VALET ORGANIZERS SERVICE	V179	912.8			912.8								
VALEXTRA HANDBAGS WOMEN	A410	1,135.9	943.2	192.8									
VALIANT HOME RMDLNG SVC	V171	779.9			779.9								
VALLEJO TOYOTA	V212	315.5			315.5								
VALLEY AUTO DLRS	V219	900.7			900.7								
VALLEY AUTOMALL	V219	1,372.4			36.8		244.7		1,090.9				
VALLEY CADILLAC DLR ASSN	T121	503.6			503.6								
VALLEY CADILLAC HUMMER	V211	384.8			384.8								
VALLEY CAREER COLLEGE	G810	448.5							448.5				
VALLEY CHEVROLET DA	T121	1,918.5			1,918.5								
VALLEY DODGE	V211	742.3			742.3								
VALLEY FAIR STORE	V359	416.7			416.7								
VALLEY FORD	V211	614.2					15.6		598.6				
VALLEY FURNITURE SHOP	V375	641.4			626.7	14.7							
VALLEY HEATING & COOLING	V174	1,012.0			1,012.0								
VALLEY HOME RAFFLE EVENT	V169	306.3			306.3								
VALLEY HONDA	V212	4,186.1			3,849.3				336.8				
VALLEY HONDA DLR ASSN	T122	5,004.3			5,004.3								
VALLEY HOSPITAL	V133	954.5			698.4		256.0						
VALLEY MEDICAL CENTER	V133	404.3			108.1				296.2				
VALLEY NATIONAL BANK CONSUMER SVC	B121	1,753.2			1,713.3		39.9						
VALLEY PONTIAC-GMC DA	T121	367.4			367.4								
VALLEY STREAM CHEVROLET	V211	464.2			464.2								
VALLEY TOYOTA	V212	583.9			10.2		573.7						
VALLEY TOYOTA DLR ASSN	T122	10,972.1			10,972.1								
VALLEY VIEW CASINO	V169	440.4							440.4				
VALLEY VW CSN PLYRS CTR	V169	1,186.3			1,186.3								
VALLEY YELLOW PAGES	B232	260.3					260.3						
VALLEYFAIR AMUSE PARK	T440	774.9					152.3		622.6				
VALLI PRODUCE/FRESH MKT	V346	255.8			255.8								
VAL-PAK COUPONS	B652	519.3					36.1	10.2	22.6		450.3		
VALSAN OF MIAMI STORE	V359	1,097.3							1,097.3				
VALSPAR PAINT	H630	31,151.8	6,833.2		1.5			17,271.1	14.7		7,031.4		
VALTREX HERPES RX	D560	92,765.0	14,017.8					37,005.3	504.7	25,649.2	14,211.3		1,376.6
VALU HOME CENTERS	V376	1,623.3									1,623.3		
VALUE CITY DISC APPAREL FAMILY	V510	2,492.0			289.6				2,202.4				
VALUE CITY DISC APPAREL MEN	V510	2,012.4			41.9				1,970.6				
VALUE CITY DISC APPAREL MEN & WOMEN	V510	333.4			21.1				312.3				
VALUE CITY DISC BUSINESS/TECHNOLOGY	V520	837.9							837.9				
VALUE CITY DISC HOUSEHOLD	V570	334.1			100.6				233.5				
VALUE CITY DISC MISC	V550	7,163.2			6,781.7				381.5				
VALUE CITY DISC MULTI-PDTS	V590	4,511.3			2,566.0				1,945.3				
VALUE CITY DISC SALES ANNOUNCEMENT	V590	12,204.2			3,640.8				8,560.0		3.4		
VALUE CITY FURNITURE STR	V375	31,444.0			1,878.3		110.1		29,455.6				
VALUE DENTAL PLAN INSURANCE DR	V829	2,981.7							100.0	8.4	2,873.3		
VALUE LINE FUNDS	B125	980.2	980.2										
VALUE LINE INVSTMNT SRVY SUBS DR	V823	1,083.7	1,083.7										
VALUE VILLAGE THRIFT STR	V359	314.4			19.6				294.8				
VALVOLINE INSTANT OIL CH	V241	892.2			12.8		33.4		173.6				672.4
VALVOLINE MAX LIFE MOTOR OIL	T212	7,272.6	3,280.1			134.0		541.4			3,317.1		
VALVOLINE PREMIUM BLUE MOTOR OIL	T212	486.6	486.6										
VALVOLINE VAR MOTOR OILS	T212	10,528.2	4,303.5			134.0	55.7	1,093.3			4,749.4		192.3
VAN CHEVROLET	V211	2,067.5			1,887.7		29.9		150.0				
VAN CLEEF & ARPELS JEWELRY	A510	2,735.0	2,420.9	228.7	45.2	40.1							
VAN CLEEF & ARPELS WATCHES	A520	358.5	244.1	114.4									
VAN CLEEF&ARPELS JEWELER	V314	2,239.5	758.7	46.0	651.1	783.7							
VAN DAELE RE DEV	B452	781.9			781.9								
VAN DE KAMP FROZEN FISH	F334	5,425.5							5,421.7	3.8			
VAN DEVERE AUTO OUTLET	V219	437.7			437.7								
VAN DYKE DODGE	V211	454.2			454.2								

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
VAN ECK SECURITIES CORP FUNDS	B125	255.3	255.3										
VAN GO PLUMBING & HTG	V174	305.3			305.3								
VAN GRIFFITH KIA	V212	371.9			327.6		44.3						
VAN HEUSEN APPAREL	A990	1,600.6	1,070.3	371.3		115.8	43.2						
VAN HEUSEN CLOTHING STR MEN	V311	734.9	734.9										
VAN HEUSEN DRESS SHIRTS & TIES MEN	A110	271.5	147.3			124.1							
VAN HEUSEN DRESS SHIRTS MEN	A110	1,490.1	438.6					550.6	102.1		398.9		
VAN HEUSEN RTW MEN	A190	2,385.4						2,385.4					
VAN KAMPEN INVESTMENTS CONSUMER SVC	B122	7,781.9	3,689.5		38.6	2,165.1			0.1		1,888.7		
VAN METRE PROPERTIES	B452	333.4			333.4								
VAN VREEDES TV APPL FURN	V361	600.2							600.2				
VAN WILDER/RISE OF TAJ VIDEO	H532	1,014.2						138.0	1.7	20.7	853.9		
VANCE & HINES MOTORCYCLE EXHAUST SYS	T149	515.6	515.6										
VANCE & HINES MOTORCYCLE PARTS	T149	438.9	438.9										
VANCOUVER CANADA TP	T434	1,797.2	21.3		1,667.5	72.2	36.2						
VANDERBILT MEDICAL CTR	V133	387.9	23.4					27.1		337.4			
VANDERGRIFF CHEVROLET	V211	1,452.3			1,190.0		105.4		156.8				
VANDERGRIFF HYUNDAI	V212	834.2			641.2		146.7		46.2				
VANDERGRIFF TOYOTA	V212	1,723.0			1,723.0								
VANDERSTYNE TOYOTA	V212	331.4			231.4		37.9		62.1				
VANGUARD CAR RENTAL USA	T152	817.6					817.6						
VANGUARD GROUP CONSUMER SERVICES	B122	10,118.2	6,577.3	790.4	400.6	2,144.1							205.8
VANGUARD GROUP FUNDS	B125	10,706.0	5,117.2	385.4	405.7	4,797.7							
VANGUARD TOURS & CRUISES	T420	1,125.3			1,125.3								
VANIDADES MAGAZINE SUBS DR	V823	1,396.2							1,014.9		381.3		
VANIQ HAIR REMOVER RX	D560	4,669.9						82.6	42.6	2,565.8	1,978.9		
VANITY FAIR AGENDA	B623	5,393.1	5,393.1										
VANITY FAIR BRAS WOMEN	A220	4,807.8	4,807.8										
VANITY FAIR MAGAZINE ONLINE	B623	1,254.1	1,254.1										
VANITY FAIR PAPER NAPKINS	H339	6,246.2	6,246.2										
VANNA K JEWELRY	A510	622.3	622.3										
VANQUISH OPTICAL DR	V810	5,414.8	5,414.8										
VANS APPAREL	A990	381.6	309.6				72.0						
VANS GISELE SHOES WOMEN	A310	508.9	508.9										
VANS KVD SHOES WOMEN	A310	369.0	369.0										
VANS PRO SHOPS GOLF STR	V365	430.9			430.9								
VANS SHOE SHOP MEN & WOMEN	V313	260.6			260.6								
VANS SNEAKERS MEN	A321	1,045.5	306.5					652.5	52.6		33.9		
VANS SNEAKERS WOMEN	A321	1,157.7	1,157.7										
VANS VAR SNEAKERS MEN	A321	369.8	369.8										
VANTAGE MOBILITY/VAN CNV	V290	253.8	252.7		1.1								
VANTAGE PRESS BOOKLET VAR BOOKS DR	V823	397.0						10.8			386.2		
VANTAGE PRESS VAR BOOKS	B610	348.2	346.3			1.9							
VANTAGE WEST CREDIT UN CONSUMER SVC	B124	341.7					172.6		169.1				
VARA CHEVROLET	V211	548.0			313.5				234.5				
VARATHANE WOOD FINISH	H630	331.8	331.8										
VARENNA KITCHENS	H619	670.5	462.6	207.9									
VARGUS&ASSOC STOCK BRKRS CON SVC	B122	426.7			426.7								
VARIAN MEDICAL SYSTEM MEDICAL EQUIP	D610	784.9			280.2	428.7	76.0						
VARIJA FILMS VANAJA MOVIE	B660	260.1			213.7	46.4							
VARNA JEWELRY	A510	326.2	326.2										
VARSITY FORD	V211	393.7			366.5		27.2						
VASELINE COCOA BUTTER GEL BODY OIL	D110	732.0	732.0										
VASELINE COCOA BUTTER SKIN CARE PDTs	D110	398.0	398.0										
VASELINE INTENSIVE CARE LOTION	D110	1,433.5						2.6		606.9	824.0		
VASELINE INTENSIVE CARE MSTRZNG LTN	D110	306.6	306.6										
VASELINE INTENSIVE CARE VAR LOTION	D110	25,148.5	7,394.5	610.6				11,730.6	213.0	2,885.9	2,313.9		
VASELINE INTENSIVE CR COCOA/CRM&LTN	D110	1,848.2	1,200.5									647.7	
VASELINE INTENSIVE RSC BODY LOTION	D110	18,234.9	3,764.9	2,489.7				7,923.2	34.1	1,412.0	2,611.0		
VASELINE INTENSIVE RSC RSC CREAM&LOTION	D110	1,365.3	1,365.3										
VASONA COURT RE DEV	B452	280.9			280.9								
VASSARETTE BRAS & PANTIES WOMEN	A220	1,507.7	1,507.7										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
VASSARETTE BRAS WOMEN	A220	1,872.6	1,872.6										
VASSIVE-CE & VASSIVE-NO POUCHES	D543	287.3	287.3										
VASSIVE-CE&NO NUTRITIONAL DRINK MIX	D543	275.8	275.8										
VATTEROTT COLLEGE	G810	3,293.9			1.8		73.8		3,218.3				
VAUGHAN PLC/MCLN GRDN DV	B452	334.3			334.3								
VAULT SOFT DRINK	F441	5,624.0	1,008.5				732.4	399.8	12.9		3,470.5		
VAVOOM GOLD HEAT HAIR SERUM & SPRAY	D330	3,608.7	3,608.7										
VAVOOM SHAMPOO & CONDITIONER	D320	3,791.7	3,791.7										
VAX-D THERAPY MISC DR	V859	313.3			313.3								
VAYAMA INT'L TRAVEL AGENCY	T420	283.7			97.2	186.5							
VAZOMYNE DRUGS/TOILETRIES DR	V830	827.2	73.7		548.9				41.3	25.2	138.1		
VDARA/CTYCTRCONDO/LSVGS	B452	1,186.5	594.8	114.4		477.3							
VECTORVEST.COM ONLINE	B670	843.0	95.3					175.8	0.7		571.2		
VECTREN UTILITIES CO	V173	567.8			110.4				446.0				11.5
VEE QUIVA CASINO	V169	449.6			39.5				410.2				
VEET HAIR REMOVAL GEL CREAM	D240	9,265.2	1,483.8						4,690.5	412.1	638.7	2,040.0	
VEET RASERA BLADELESS SHAVING KIT	D240	6,534.0							3,545.8	487.2	779.4	1,721.7	
VEGA MEDIA LTD CP	B651	526.0				526.0							
VEGAS.COM ONLINE	T420	6,816.6		92.0	4,333.8				133.6	1,294.0		963.2	
VEGASPOKER247.NET ONLINE	V169	751.4								5.6	732.0	13.8	
VEGGIE TALES MOE/BIG EXT VIDEO	H532	433.0	433.0										
VEGGIE WASH VEGETABLE CLEANER	H449	546.3	538.0									8.4	
VEGGIETALES GOD MD/SPCL VIDEO	H532	402.5	402.5										
VEGGIETALES VIDEO	H532	261.7	261.7										
VEGGIETALES/WNDRFL/HAS VIDEO	H532	280.8	92.2	188.6									
VEIN CLINICS OF AMERICA	V133	4,176.0	1,451.0		2,660.0								65.0
VEIN TREATMENT CENTER	V133	336.6	102.0		96.3	31.0	24.0		83.3				
VEINSOLUTIONS CENTER	V133	316.2			3.6				312.5				
VELTEC SPORTS MISC MERCHANDISE	G910	1,352.5	1,352.5										
VENE MUSIC LUPILLO RVR ENTR CP/BTLS	H531	394.0							304.1		89.9		
VENE MUSIC TIERRA CALI ENAMORADO/TI	H531	252.6							222.5		30.2		
VENETIAN HOTEL	T431	697.9			320.2		324.1						53.6
VENETIAN RESORT HOTEL CS	T431	1,354.8	765.0	228.7			110.3		231.1		19.6		
VENICE LOFTS CONDOMINIUM	B452	978.6			978.6								
VENTA-AIRWASHER &VENTA-SNC/PRFR/HMDF	H222	3,891.9	3,320.1	571.8									
VENTA-AIRWASHER AIR PURIFIER/HMDFR	H222	4,407.6	3,617.5	583.2		207.0							
VENT-A-HOOD RANGE HOOD	H212	2,711.4	2,711.4										
VENTRESCA LTD SUITS MEN	A130	287.6			287.6								
VENTURA COUNTY CREDIT UN CON SVC	B124	316.8			200.2		116.6						
VENTURA COUNTY ECO DEV	B315	258.8			258.8								
VENTURE CUSTOM POOLS STR	V175	1,146.0		1,027.0	119.0								
VENTUREDIRECT MARKETING	B651	359.8	359.8										
VENTUREONE OUTLOOK CONFERENCE	G820	322.3				322.3							
VENUS BREEZE SHAVING PDT'S WOMEN	D250	902.6										902.6	
VENUS BRIDAL GOWNS WOMEN	A130	2,516.4	2,516.4										
VENUS BRIDAL&FORMAL GOWNS FAM	A130	445.3	445.3										
VENUS DIVINE RAZOR &STN CR SHV GL W	D250	378.4	20.4				358.0						
VEOLIA ENVIRONNEMENT CP	V121	1,903.1				1,903.1							
VERA BRADLEY DESIGNS SHP	V359	358.6	142.5		27.2		21.9						167.1
VERA BRADLEY HANDBAGS W & LUGGAGE	A410	330.6	330.6										
VERA BRADLEY HANDBAGS WOMEN	A410	767.3	767.3										
VERA CADILLAC HUMMER	V211	276.0			4.4				271.6				
VERA WANG BRAS & PANTIES WOMEN	A220	1,159.0	1,159.0										
VERA WANG BRIDAL GOWNS WOMEN	A130	406.3	406.3										
VERA WANG BRIDAL GOWNS&FRMLWR W	A130	536.1	536.1										
VERA WANG CLOTHING STORE WOMEN	V311	1,439.5	895.2	457.4	4.6	29.9	52.5						
VERA WANG COATS WOMEN	A120	306.7	306.7										
VERA WANG DINNERWARE	H111	604.0	604.0										
VERA WANG FRAGRANCE MEN & WOMEN	D180	2,559.7	2,559.7										
VERA WANG MATTRESSES	H122	2,199.6	2,199.6										
VERA WANG PRINCESS FRAGRANCE WOMEN	D180	6,255.5	6,255.5										
VERA WANG RTW WOMEN	A190	962.3	962.3										

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
VERA WANG TABLEWARE	H112	669.1	669.1										
VERA WANG TRULY PINK FRAGRANCE WOMEN	D180	2,019.8	2,019.8										
VERAMYST ALLERGY RX	D560	39,146.5	6,326.2	1,693.2		718.8		17,524.0	283.2	8,682.4	3,918.7		
VERANO LA JOLLA RE DEV	B452	315.0			315.0								
VERANO RE DEV	B452	274.2			274.2								
VERDECIA & HASTY ATTY	V151	717.9							717.9				
VERDURA JEWELRY STORE	V314	1,512.1	1,493.0			19.2							
VERIFIED IDENTITY PS SVC	V159	536.1					12.8						523.2
VERISIGN INTELLIGENT/SVC	V129	468.3	468.3										
VERITAS MEDICINE DIABETES STUDY	V139	337.7											337.7
VERITUDE EMPLOYMENT	B913	271.2			271.2								
VERIZON BUSINESS	B222	33,435.7	638.6		141.4			22,344.5	523.1		9,788.1		
VERIZON CABLE	B241	4,959.6			457.4				4,254.7			247.5	
VERIZON CABLE & ISP	B241	3,587.2							3,587.2				
VERIZON CENTER	V166	252.8			252.8								
VERIZON COMMUNICATIONS BUNDLE PDTs	B250	11,947.9			9,581.1	1,206.3							1,160.5
VERIZON COMMUNICATIONS CP	B260	11,356.5	915.9		4,315.4	2,056.9		1,203.8	4.7		2,584.2		275.7
VERIZON FIOS BUNDLE PDTs	B250	14,179.8			13,699.0	480.8							
VERIZON FIOS ISP/PHONE	B250	498.7			388.4	73.2							37.0
VERIZON FIOS ISP/PHONE/TV	B250	1,870.5			683.5		1,187.1						
VERIZON FIOS ISP/TV	B250	430.6			430.6								
VERIZON FIOS TV CABLE SV	B241	19,818.0			4,659.2		290.3		14,845.4	21.6	1.5		
VERIZON ISP	B225	76,575.3			5,171.1	3,193.5	24.3	62.1	55,933.0	31.4	3,857.3		8,302.8
VERIZON ISP/PHONE	B250	6,563.9				7.1				6,556.9			
VERIZON ISP/PHONE/TV	B250	75,484.1							69,408.1	121.6			5,954.3
VERIZON ISP/PHONE/WIRELESS	B250	3,232.3			406.7					2,825.6			
VERIZON LOCAL & LONG DISTANCE	B222	2,634.9							2,634.9				
VERIZON LONG DISTANCE BUSINESS & RES	B221	35,958.5				35,958.5							
VERIZON MISC FIN	B129	468.8		468.8									
VERIZON PHONE/WIRELESS	B250	8,573.3							8,573.3				
VERIZON RESIDENTIAL	B222	14,816.8			3,303.0	460.4			9,264.5				1,789.0
VERIZON SUPERPAGES & SUPERPAGES.COM	B232	524.1							524.1				
VERIZON SUPERPAGES YELLOW PAGES	B232	640.5				640.5							
VERIZON V-CAST PHONE CSTMZTN SVC	B229	520.4	520.4										
VERIZON WIRELESS &ONSTAR VHCL MNTRNG	B223	596.5											
VERIZON WIRELESS PHONES	B213	2,079.0	1,814.8			264.2			505.7	1.6	89.2		
VERIZON WIRELESS RECRUITMENT	B912	879.9	226.9		2.4				90.2				560.5
VERIZON WIRELESS SERVICE	B223	1,441,627.1	75,924.7	3,136.8	570,013.1	52,060.2	25,698.8	421,737.4	55,026.1	35,677.2	122,588.5	1,172.7	78,591.6
VERIZON WIRELESS STORE	V329	9,604.1			8,363.9	887.1	273.1	45.2	34.8				
VERIZON WIRELESS VIGNETTE	B223	441.3						0.0	428.8		12.5		
VERIZON WRLS AMPHTHTR	V166	590.2			523.1		21.1		45.9				
VERIZON WRLS CNCRT SRS	B260	305.2			305.2								
VERIZON YELLOW PAGES	B232	1,620.8			561.7		466.9		592.3				
VERLO MATTRESS FCTRY STR	V377	1,638.3			1,316.7		174.3		147.3				
VERMONT STATE LOTTERY	B314	279.5							279.5				
VERMONT STATE TP	T433	689.0	299.1		54.2	28.1	8.0		299.5				
VERMONT TEDDY BEAR CO MISC DR	V859	6,299.7	337.8							4,459.8	1,502.2		
VERMONT TELEPONE CO	B260	275.6	275.6										
VERN FONK INS AGENCY	B430	409.0						409.0					
VERO BEACH HOTEL & CLUB	T431	277.8		86.9	190.9								
VERONA FINE FURNITURE	V375	928.5			928.5					387.0			
VERONICA MARS SERIES VIDEOS	H532	387.0											
VERONIQUE MATERNITY STR WOMEN	V311	336.9	332.4		4.4								
VERRADO RE DEV	B452	1,088.1	58.0		48.7		639.5		341.9				
VERRADO WAY RE DEV	B452	294.9	294.9										
VERRAGIO JEWELRY	A510	4,692.5	4,692.5										
VERSACE APPAREL	A990	3,073.2	3,073.2										
VERSACE BRIGHT CRYSTAL FRAGRANCE W	D180	794.0	794.0										
VERSACE CLOTHING STORE MEN	V311	565.0	450.7	114.4									
VERSACE CLOTHING STORE WOMEN	V311	1,829.6	1,829.6										
VERSACE FRAGRANCE WOMEN	D180	941.4	552.4	228.7		160.3							
VERSACE HANDBAGS WOMEN	A410	330.5	330.5										

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
VERSACE MAN EAU FRAICHE FRAGRANCE M	D410	921.3	921.3										
VERSACE RTW WOMEN	A190	1,251.7	1,251.7										
VERSACE SUNGLASSES	A430	1,103.1	1,103.1										
VERSACE WATCHES	A520	717.6	717.6										
VERSUS CABLE CHANNEL PAID PROMO	B642	940.3							267.1		90.3	82.5	500.3
VERSUS CABLE TV	B642	2,039.9	641.4			814.5	5.2					8.3	570.5
VERSUS TV STATION	B641	2,529.2	278.5	114.4	2,064.9	71.4							
VERTICAL DROP SKI&PATIO	V365	289.6				289.6							
VERTICAL YACHT CLUB	V162	356.2	230.3			106.8			19.0				
VERTICALS UNLTD INC STR	V374	288.8				288.8							
VERTIGO CANDY	F510	1,131.1									1,131.1		
VERTU WIRELESS PHONES	B213	748.4	748.4										
VERVAIN HOUSEHOLD FABRICS	H141	499.9	499.9										
VERVAREX DRUGS/TOILETRIES DR	V830	513.2				513.2							
VERY IRRESISTIBLE GVNCHY FRAG W&TOIL	D180	303.6	303.6										
VERY IRRESISTIBLE GVNCHY FRAGRANCE W	D180	7,197.2	4,394.0						1,623.6	127.6	117.8	934.3	
VESICARE OVERACTIVE BLADDER RX	D560	39,120.6	14,715.5	1,370.8					13,600.3	396.3	4,082.8	4,954.9	
VESPA MOTOR SCOOTERS	T131	344.0	122.9			34.2	72.5			30.7			83.7
VESPIAS AUTO SERVICE CTR	V241	661.4				661.4							
VESTAL WATCHES	A520	583.4	583.4										
VESTAS WIND SYSTEMS AS CP	B821	501.5	132.2			101.7	267.6						
VESTAS WND PWR ELECT UTL	V173	358.8	131.5			26.1	89.3	112.0					
VETERANS BUS NETWORK ORG	B329	343.6				343.6							
VETERANS FORD	V211	803.7				456.2		23.6		323.9			
VEUVE CLICQUOT CHAMPAGNE	F620	1,863.1	1,453.7			279.5	129.9						
VF FACTORY OUTLET STR MEN & WOMEN	V311	657.5						657.5					
VF OUTLET VILLAGE CENTER	V359	339.2				338.3		0.9					
VH-1 MUSIC CHNL CBL TV	B642	6,225.4	4,802.2			306.4		914.9					201.9
VH-1 SAVE THE MUSIC/PSA	B323	1,949.1									1,949.1		
VH1.COM ONLINE	B670	667.5	667.5										
VH1-CRITICS CHOICE AWRDS PAID PROMO	B642	445.4	445.4										
VH-1 HIP HOP HONORS PAID PROMO	B642	299.4	145.2										154.2
VH-1 LOVE NY 2 PAID PROMO	B642	289.0	244.6										44.4
VH-1 SALT N PEPA PAID PROMO	B642	532.1	372.2										160.0
VIA SPIGA APPAREL	A990	1,752.3	1,752.3										
VIACOM CABLE TV	B642	265.7	212.0			28.0		25.7					
VIACORD BLOOD CORD SVC	V139	3,267.3	2,768.4								498.9		
VIACTIV ENERGY BAR	D543	741.7											741.7
VIACTIV FLAVOR GLIDES CALCIUM CPLTS	D541	1,182.2							789.9	23.5		42.8	326.0
VIACTIV FLAVOR GLIDES CLCM&MLTI-VTMN	D541	1,144.6	20.4						1,123.7	0.5			
VIACTIV FLAVOR GLIDES MULTI-VTMN CPL	D541	403.6							348.5	18.5		36.6	
VIACTIV VAR NUTRITIONAL SPLMNTS	D543	779.4											779.4
VIAGRA IMPOTENCE RX	D560	62,747.8	15,981.3		3.2	779.8		21,721.2	9,859.0		11,803.7	2,599.5	
VIAPREN STRIPS DRUGS/TOILETRIES DR	V830	10,290.7				9,898.6	392.1						
VIBE LINE DATING SERVICE	V155	3,508.3							1,861.6		1,646.7		
VIBE MAGAZINE CP	B623	550.2	550.2										
VIBE MAGAZINE ONLINE	B623	2,759.3	2,759.3										
VIBE MAGAZINE TV PROGRAM	B623	317.3	317.3										
VIBE MAGAZINE VAR BOOKS	B610	1,016.7	1,016.7										
VIBE PHONE CUSTOMIZATION SVC	B229	676.7	676.7										
VIBE SPOT	B623	1,162.8	1,162.8										
VIBE ST LIT DEATH AROUND/CORNER BK	B610	296.1	296.1										
VIBE VIXEN MAGAZINE ONLINE	B623	422.5	422.5										
VIBRAM SOLES	A390	277.1	256.4					20.8					
VIBREL PERSONAL LUBRICANT	D558	282.5	282.5										
VIC BAILEY AUTO ENTRPRS	V219	816.5				792.5				24.0			
VICENZAORO EXHIBITIONS	V164	250.3	250.3										
VICKS 44 SORE THROAT LZNGS&SPRY	D522	2,430.2	2,430.2										
VICKS 44 SORE THROAT SPRAY	D522	4,839.6							3,235.1	12.5	688.6	903.5	
VICKS EARLY DEFENSE FM/SNTZR&NSL DCN	D290	6,957.0							42.2	1.8	324.0	6,589.1	
VICKS EARLY DEFENSE FOAMING/SNTZR	D290	3,172.2	802.8	2,369.4									
VICKS EARLY DEFENSE NASAL DCNGSTNT	D521	6,195.4							2,933.3	80.0	902.0	2,280.2	

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
VICKS REMEDIES	D529	7,130.9			26.8			3,531.5	194.0	1,044.0	2,334.7		
VICKS VAPORUB CREAM & OINTMENT	D551	1,648.5	1,648.5										
VICKS VAR COLD PDT'S	D521	3,524.1	3,308.4		215.7								
VICKS VAR COUGH PDT'S	D522	791.5			291.2	500.1			0.1				
VICTORIAS BRIDAL GOWNS WOMEN	A130	472.9	472.9										
VICTORIAS SECRET BRAS & PANTIES W	A220	2,257.5	2,257.5										
VICTORIAS SECRET BTY STR	V330	252.3	252.3										
VICTORIAS SECRET STORES WOMEN	V311	68,351.8	1,441.5		7.9		141.2	51,000.5	136.8	6,393.2	9,205.7	21.5	3.5
VICTORINOX APPAREL	A990	1,296.8	1,296.8										
VICTORINOX WATCHES	A520	902.1	902.1										
VICTORY AUTO WRECKERS	V380	1,029.0							1,029.0				
VICTORY CIGARS MISC DR	V859	254.8	254.8										
VICTORY FITNESS CENTER	D800	260.3					44.6		215.7				
VICTORY FURNITURE STORE	V375	706.4			706.4								
VICTORY HONDA	V212	1,033.5					37.9		995.7				
VICTORY HONDA/PLYMOUTH & VCTRY HND/MN	V212	837.7							837.7				
VICTORY MOTORCYCLE	T131	4,798.1	2,211.8						63.4		1,952.5	570.3	
VICTORY NISSAN	V212	2,847.9			96.6				2,751.4				
VICTORY TOYOTA	V212	2,120.2			610.8		41.4		1,468.0				
VIDALIA CHOP WIZARD HOUSEHOLD DR	V872	14,295.6						513.2	42.8	40.0	13,699.6		
VIDALIA SLICE WIZARD HOUSEHOLD DR	V872	1,562.4									1,562.4		
VIDEO & AUDIO CENTER	V362	2,306.0			2,306.0								
VIDEO LIQUIDATORS VIDEOS	V362	271.7					248.9		22.8				
VIDEO ONLY ELECT STORES	V361	7,281.9			5,118.4								2,163.5
VIDEO PROFESSOR MULTI-PDTS DR	V899	394.6							2.6		392.0		
VIDEO PROFESSOR VAR SOFTWARE DR	V821	23,221.8						492.2	763.7	753.7	21,212.1		
VIDEO PROFESSOR VAR VIDEOS DR	V873	1,677.8						2.2	61.6	67.8	1,546.2		
VIDEOEYE CORP VIDEO PDT'S DR	V873	4,238.0	4,238.0										
VIDORRA CONDOMINIUMS	B452	253.1	47.3		205.9								
VIEJAS CASINO	V169	1,434.3					1,434.3						
VIEJAS CASINO&TURF CLUB	V169	488.2			39.2				442.5		6.5		
VIEWPOINT BANK CONSUMER SERVICES	B121	323.8			156.8		167.0						
VIEWSONIC/IHUDSON POINTE DEV	B452	506.1		89.4	311.1	105.6							
VIEWSONIC MONITORS	B522	258.8	258.8										
VII COLLECTION BRIDAL GOWNS WOMEN	A130	352.1	352.1										
VIKING CASUAL FURN STR	V375	269.9			269.9								
VIKING CHILD AN INCONVENIENT TRUTH	B610	256.7	256.7										
VIKING DODGE	V211	508.7			508.7								
VIKING HOME TO HOLLY SPRINGS BK	B610	420.1	242.0	40.9		109.7			27.5				
VIKING KITCHEN APPL	V371	356.9	11.1		37.4		308.4						
VIKING LIFE TRAVEL PRGRM	T420	1,043.4	1,043.4										
VIKING MAJOR APPLIANCES	H219	9,461.7	8,734.8						223.8		503.0		
VIKING OUTDOOR KITCHEN	H219	569.7	569.7										
VIKING RANGE	H212	726.7	565.5		6.1						155.0		
VIKING RIVER CRUISES	T412	1,068.6	1,063.4		5.3								
VIKING THREE CUPS OF TEA BOOK	B610	719.2			719.2								
VIKING VAR BOOKS	B610	847.4	29.2		39.4	778.7							
VIKING YACHTS	G430	3,603.1	3,603.1										
VILAIRE COMMUNICATIONS RESIDENTIAL	B222	253.8						253.8					
VILEBREQUIN CLOTHING STR FAMILY	V311	297.9	297.9										
VILLA ANTINORI WINE	F620	399.3	399.3										
VILLA FORD	V211	997.4			997.4								
VILLA GROUP TIMESHARE	B452	401.7	401.7										
VILLA LA ESTANCIA RE DEV	B452	652.0	652.0										
VILLA MAGNA RE DEV	B452	531.8	152.7		379.1								
VILLA PARK FRUIT&MT MKT	V346	345.8			345.8								
VILLAGE ASSOC RE AGENCY	B451	577.6			577.6								
VILLAGE AUTOMOTIVE GROUP	V219	1,323.4			1,323.4								
VILLAGE BRIDGE RE DEV	B452	279.2					279.2						
VILLAGE ESTATES	B452	449.7			449.7								
VILLAGE HOMES	B452	430.7			54.6		52.6		323.6				
VILLAGE INN RESTAURANT	G320	2,972.4			1.6		12.8		2,909.4				48.6

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
VILLAGE MARKET PLACE	V346	287.6			284.2				3.4				
VILLAGE SQUIRE REST	G310	325.8			325.8								
VILLAGEBANKING.ORG ONLINE	B322	1,273.9	1,204.8			69.1							
VILLAGES GLF&CTRY CLB DV	B452	530.8			11.3			483.0	13.9		22.6		
VILLAGES RE DEV	B452	2,400.9	2,366.8		10.8		23.3						
VILLAGES RTRMNT CMNTY DV	B452	11,553.5						9,570.7	58.1		1,924.7		
VILLAGES/NORRIS LAKE DEV	B452	2,766.3				2,712.3	40.6						13.3
VILLANOVA UNIVERSITY	G810	294.4				179.2	8.9		0.0	30.3		76.0	
VILLAS AT OCOTILLO DEV	B452	264.4	68.7		195.7								
VILLAS/PARKMERCED TWNHMS	B452	351.6					351.6						
VILLAS/GRAND CYPRS RSRT	T431	338.5	338.5										
VINCENT SURGICAL ARTS	V133	346.1	318.9						27.2				
VINEYARD BANK CONSUMER SERVICES	V121	374.2			356.3		17.9						
VINEYARD ESTATES	B452	553.5	553.5		0.0								
VINNYS HOME&GRDN SHWPLC	V358	381.5			341.1				40.5				
VINSON MORTGAGE GROUP CONSUMER SVC	B124	1,271.6					62.0		197.0				1,012.6
VINTAGE VAR BOOKS	B610	1,423.5	357.5		65.6	1,000.4							
VINYL MASTERS HM IMPRVTM	V171	301.3				144.1			157.3				
VIOLENCE AGAINST WMN/PSA	B323	1,059.7						661.2	66.4		332.1		
VIOLENCE PREVENTION/PSA	B323	263.8							192.0		71.8		
VIP HONDA	V212	374.4			205.9		168.5						
VIP PPRPTS/DSTNCTN RE	B451	374.9			374.9								
VIPER GRIP HOME & BUILDING PDTS DR	V879	591.8							164.5		427.3		
VIRBAC IVERHART MAX HEARTWORM RX	G640	297.0			297.0								
VIRGIN AMERICA AIRLINES DOM	T413	989.3			673.8	142.9	172.7						
VIRGIN ATLANTIC AIRWAYS DOM & INTL	T413	1,109.1	36.4				1,072.7						
VIRGIN ATLANTIC AIRWAYS INTL	T414	999.3			238.7	142.9	301.3						316.3
VIRGIN FESTIVAL	V169	250.5	100.2		60.8						89.5		
VIRGIN KORN RECORDING	H531	279.2	134.1								123.3		21.8
VIRGIN MEGASTORE MSC&MVS	V362	379.2	159.4		101.2	44.0					74.5		
VIRGIN MOBILE PRE-PAID WIRELESS SVC	B223	9,988.1	720.5					840.4	272.5		8,154.8		
VIRGIN MOBILE WIRELESS SERVICE	B223	1,404.4	299.1		666.1		146.3						293.0
VIRGIN MONEY LOAN CO CONSUMER SVC	B124	698.9			190.6	109.7							398.6
VIRGINIA BEACH VA TP	T433	4,442.4	1,012.6	156.2	1,603.9	196.9			142.6		1,330.1		
VIRGINIA CAREER INST	G840	265.8				75.7					190.1		
VIRGINIA CMNWLT UNIV	G810	499.8		324.0	84.7			78.7		12.4			
VIRGINIA COLLEGE	G810	2,375.1					85.2			2,289.9			
VIRGINIA COMMERCE BANK CONSUMER SVC	B121	265.9			265.9								
VIRGINIA COOK REALTORS	B451	328.9			328.9								
VIRGINIA DEPT OF HEALTH	B315	501.6			13.6		262.6		225.5				
VIRGINIA DEPT OF TRANS	B315	518.0			494.4		23.6						
VIRGINIA ECONOMIC DEV INDUSTRIAL DEV	B840	933.6	933.6										
VIRGINIA FURN MKT STR	V375	281.8					33.8		248.0				
VIRGINIA MGT RE AGENCY	B451	665.5			665.5								
VIRGINIA NATURAL GAS	V173	379.2			372.3								6.9
VIRGINIA PREPAID EDUC PR	B329	402.1							402.1				
VIRGINIA STATE LOTTERY	B314	7,260.4			91.9		2,429.5		4,739.0				
VIRGINIA STATE TP	T433	3,485.2	2,551.4	228.7	623.6			66.8		14.7			
VIRGINIA TECH UNIVERSITY	G810	301.0			30.5	106.4	16.1	0.0	15.0		133.1		
VIRTUA HEALTH CENTER	V133	2,486.0			382.4				2,103.6				
VIRTUOSO TRAVEL SERVICE	T420	407.7	407.7										
VISA BUSINESS CREDIT CARD	B111	26,193.7	8,533.3		7,321.2	4,554.9		3,740.2	0.0		999.2	314.0	730.8
VISA CHECK CARD	B111	78,115.7	282.2					59,263.6	445.4	92.8	16,865.1		1,166.7
VISA COMMERCIAL CREDIT CARD	B111	938.1	938.1										
VISA CREDIT CARD	B111	135,305.4	40,874.1	54.4	1,369.8	815.7	251.8	69,256.1	304.0	2,059.4	18,516.8	908.5	894.9
VISA GIFT CARD	B111	413.3											413.3
VISA PAYWAVE CREDIT CARD	B111	30,014.5						18,122.1	1,124.4	1,811.6	8,956.5		
VISA PREPAID DEBIT CARD	B111	417.5							417.5				
VISA SIGNATURE CREDIT CARD	B111	56,199.2	48,809.8	932.0	2,489.0	3,968.4							
VISA USA INC CP	B111	1,528.2	496.1		138.7	893.4							
VISA VAR CREDIT CARDS	B111	3,402.1						3,382.9					19.2
VISCOUNT POOLS SPS&BLRD	V175	761.0			697.1		62.0		1.9				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
VISINE ADVANCED RLF EYE DROPS	D555	3,320.8						2,376.3	42.1	294.1	608.4		
VISINE TEARS LASTING RLF EYE DROPS	D555	3,138.8						2,168.4	140.4	354.1	475.9		
VISINE VAR EYE DROPS	D555	4,209.7						2,875.5	225.9	577.5	530.8		
VISINE-A ALLERGY RELIEF EYE DROPS	D555	5,026.4						3,544.4	159.7	719.6	602.8		
VISION 4 LESS OPTICAL	V135	850.0								850.0			
VISION AUTOMOTIVE GROUP	V219	805.2			281.6					523.6			
VISION COUNCIL/AMER/PSA	B323	765.6								312.1		453.5	
VISION DODGE	V211	267.7								267.7			
VISION FORD	V211	494.9			26.8					468.2			
VISION HYUNDAI	V212	1,552.5			16.0					1,536.5			
VISION HYUNDAI LEASING	V212	280.6								280.6			
VISION POINT OPTICAL SVC	V135	278.0			257.6		20.4						
VISION SERVICE PLAN MEDICAL INS	B412	1,893.7								879.8			1,013.9
VISION TEL COMM LLC DRUGS/TOIL DR	V830	1,056.4			1,056.4								
VISION WORLD	V135	1,649.5			590.6					1,059.0			
VISIONAIRE RE DEV	B452	648.4	298.9	114.4	13.6	221.5							
VISIONS FOR TOMORROW/PSA	B323	318.3									318.3		
VISIONWORKS OPTICAL	V135	6,776.2			327.9					6,448.3			
VISITING NURSE SVC/NY	V133	1,473.7			527.5	175.0				771.2			
VISITING NURSE/WSTCHSTR	V133	444.3			398.3	46.0							
VISTA BMW	V213	451.5			86.8					364.7			
VISTA CHEVROLET	V211	342.7			317.5					25.2			
VISTA FORD	V211	2,485.9			2,449.2					36.7			
VISTA FORD OF OXNARD	V211	1,615.9			1,608.7		7.2						
VISTA HEALTH SERVICE	V133	336.1			336.1								
VISTA HONDA	V212	864.2			864.2								
VISTA LINCOLN MERC	V211	599.2			599.2								
VISTA MOTORS BMW	V213	1,170.1			1,122.6		47.6						
VISTA RIDGE AUTOS	V219	1,530.9			1,530.9								
VISTA WINDOW FILM	H611	463.1	455.3		7.6					0.2			
VISTERRA CREDIT UNION CONSUMER SVC	B124	600.0			600.0								
VISTIVE FARM SEEDS	G725	262.4											262.4
VITA SPLASH NTRNT ENHNCD DRINK MIX	F450	882.0	676.4			205.6							
VITACILINA OINTMENT	D553	657.9								657.9			
VITAE CARING FOUNDATION	B329	611.2								429.0			182.2
VITAL DENT DENTISTRY	V133	1,568.5			359.4		79.0			1,070.1			60.0
VITAMIN COTTAGE FOOD MKT	V345	500.7			192.4					308.3			
VITAMIN SHOPPE	V330	356.0			94.9	62.6				198.5			
VITAMUFFIN FAT FREE MUFFINS	F342	1,123.5	1,123.5										
VITRAFORM SINK	H621	693.1	693.1										
VITRIX/INTS-5 LIQUI-CAPS	D541	1,149.3	1,149.3										
VIVA PAPER TOWELS	H331	11,112.2	5,897.8										
VIVA TERRA HOUSEHOLD DR	V872	338.5	246.4	92.0						32.6		5,181.7	
VIVAXA DRUGS/TOILETRIES DR	V830	5,512.5	2,895.7							64.0	13.7	271.6	2,267.5
VIZIO PLASMA TV	H511	14,908.7	565.5							7,360.4	1,071.2	4,911.7	1,000.0
VLASIC PICKLES	F160	4,691.5	31.1							979.9	59.3	2,320.0	1,301.2
VNA VISITING NURSE ASSN	V139	289.6			62.8		36.5			190.4			
VNU MED TECH CLSR PRCR	V139	759.5									10.7	594.4	154.4
VO5 EXTREME STYLE HAIR STYLNG&HLDNG	D330	9,236.7	7,033.4										2,203.3
VOB BMW	V213	427.5			427.5								
VOCE WIRELESS SERVICE	B223	1,390.1					116.2	1,273.8					
VOGUE HAUTE STUFF	B623	2,432.3	2,432.3										
VOGUE MAGAZINE ONLINE	B623	3,975.0	3,975.0										
VOGUE MAGAZINE TV PROGRAM	B623	265.0	265.0										
VOGUE SUNGLASSES	A430	6,106.8	6,106.8										
VOICE OF MARTYRS VAR BOOKS DR	V823	773.1	773.1										
VOICE OF THE MARTYRS	B322	292.8			0.7							154.1	138.0
VOICE/MARTYRS NEWSLETTER SUBS DR	V823	2,499.5	2,499.5										
VOLCOM APPAREL	A990	287.5	281.7							5.8			
VOLKL SKIS	G450	326.2	326.2										
VOLKSWAGEN AG CORP DIV CP	T116	809.9				809.9							
VOLKSWAGEN AG CP	T116	434.9			261.9	173.0							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
VOLKSWAGEN AUTO&TRK VAR	T116	27,461.0				8,662.8	9,086.3	70.7	879.0	6,502.2			2,260.0
VOLKSWAGEN AUTO&TRK VAR LEASING	T116	20,823.1			664.8	889.1		12,846.7	145.1	2,466.8	3,810.6		
VOLKSWAGEN AUTOS BEETLE	T113	1,226.0	1,209.9			16.1							
VOLKSWAGEN AUTOS EOS	T113	9,636.6	5,687.0				1,878.0	387.7	798.4	885.5			
VOLKSWAGEN AUTOS GTI	T113	14,304.8	272.6			168.6	6,648.7	977.5	1,692.3	4,545.0			
VOLKSWAGEN AUTOS JETTA	T113	10,490.3	2,263.1		13.9	160.3	3,513.8	2,002.5	982.9	1,553.8			
VOLKSWAGEN AUTOS JETTA LEASING	T113	17,312.9			512.5		8,783.7	1,828.1	1,576.6	4,612.0			
VOLKSWAGEN AUTOS PASSAT	T113	7,978.4	7,644.4					87.1	154.6		92.3		
VOLKSWAGEN AUTOS PASSAT WAGON	T113	1,166.1	1,162.7						3.4				
VOLKSWAGEN AUTOS RABBIT	T113	1,815.4	865.4						788.4	118.5	43.1		
VOLKSWAGEN AUTOS RABBIT LEASING	T113	1,140.6							1,140.6				
VOLKSWAGEN AUTOS VAR	T113	39,483.4	755.1		2,818.3	835.7		17,796.2	4,361.5	2,703.5	10,078.1	1.1	134.0
VOLKSWAGEN AUTOS VAR LEASING	T113	4,068.0			3,365.4	722.6							
VOLKSWAGEN DLR ASSN BEETLE LEASING	T123	341.0							341.0				
VOLKSWAGEN DLR ASSN JETTA	T123	6,500.5			332.4				6,168.1				
VOLKSWAGEN DLR ASSN JETTA & PASSAT	T123	314.7			314.5				0.2				
VOLKSWAGEN DLR ASSN JETTA LEASING	T123	8,007.2							8,007.2				
VOLKSWAGEN DLR ASSN JETTA&PASSAT LSG	T123	367.2			367.2								
VOLKSWAGEN DLR ASSN PASSAT	T123	2,610.4							2,610.4				
VOLKSWAGEN DLR ASSN RABBIT	T123	2,805.8							2,805.8				
VOLKSWAGEN DLR ASSN RABBIT LEASING	T123	2,632.8							2,632.8				
VOLKSWAGEN DLR ASSN TOUAREG 2 LSG	T123	986.9							986.9				
VOLKSWAGEN DLR ASSN VAR AUTO&TRK	T123	21,104.4			5,108.5				5,169.7				10,826.3
VOLKSWAGEN DLR ASSN VAR AUTO&TRK LSG	T123	9,331.6			154.4				9,177.2				
VOLKSWAGEN DLR ASSN VAR AUTOS	T123	2,158.0			40.3				2,117.7				
VOLKSWAGEN NORTH SCTSDL	V213	271.2			271.2								
VOLKSWAGEN TRUCKS TOUAREG 2	T119	3,248.2						913.1	48.1		2,287.0		
VOLKSWAGEN TRUCKS TOUAREG 2 LEASING	T119	1,522.0						946.7	267.0	114.6	193.7		
VOLKSWAGEN TRUCKS TOUAREG LEASING	T119	852.0							38.7		813.3		
VOLKSWAGEN/DOWNTOWN LA	V213	697.4			452.4				245.0				
VOLUNTEERING/PSA	B323	15,322.9						14,129.9	997.3		195.6		
VOLUNTEERS OF AMERICA	B322	4,039.7	306.6		1,412.8		121.8		2,084.7				113.8
VOLUNTEERS/AMERICA/PSA	B323	1,560.5						425.0	1,135.5				
VOLVER VIDEO	H532	454.4	209.0						134.2		111.2		
VOLVO AUTO&TRK VAR CP	T116	1,945.2									1,945.2		
VOLVO AUTO&TRK VAR	T116	3,549.9				188.7	1,393.1	254.0	4.2	5.8	1,482.3	216.5	5.3
VOLVO AUTOS C30	T113	1,726.1	900.7		76.9	748.4							
VOLVO AUTOS C70	T113	1,977.0	1,791.7					60.0	125.3				
VOLVO AUTOS S40	T113	813.9			813.9								
VOLVO AUTOS S40 & S60 LEASING	T113	1,823.0			5.0				100.5		1,717.5		
VOLVO AUTOS S80	T113	21,734.2	11,388.1		211.2	1,335.6		4,274.1	239.6		4,285.7		
VOLVO AUTOS S80 LEASING	T113	10,778.6			710.1	621.1			579.0		8,868.5		
VOLVO AUTOS VAR	T113	1,512.1			565.0		85.5				57.8	750.0	53.8
VOLVO CENTER	V213	304.7			304.7								
VOLVO CONST EQUIP RENTS BP	B911	300.9			300.9								
VOLVO DLR ASSN C70	T123	1,493.7							1,493.7				
VOLVO DLR ASSN S40 & S60	T123	2,513.6							2,513.6				
VOLVO DLR ASSN S40 & S60 LEASING	T123	1,699.2			282.4				1,416.7				
VOLVO DLR ASSN S40 LEASING	T123	569.0			73.9				495.1				
VOLVO DLR ASSN S80 LEASING	T123	3,400.4			102.9				3,297.5				
VOLVO DLR ASSN VAR AUTO&TRK	T123	1,384.6					12.2		346.8				1,025.6
VOLVO DLR ASSN VAR AUTOS	T123	5,051.7			4,879.7	170.8			1.2				
VOLVO DLR ASSN XC70 WAGON & XC90	T123	3,058.4							3,058.4				
VOLVO DLR ASSN XC70 WAGON LEASING	T123	3,784.5							3,784.5				
VOLVO DLR ASSN XC90 LEASING	T123	12,555.5			670.7				11,884.8				
VOLVO FLEET CAR SALES	T132	313.5	313.5										
VOLVO NORTH SCOTTSDALE	V213	359.2			359.2								
VOLVO OF CALABASAS	V213	1,474.3			1,474.3								
VOLVO OF CHARLOTTE	V213	392.5			392.5								
VOLVO OF DALLAS	V213	252.1			252.1								
VOLVO OF FORT WA	V213	322.8			322.8								
VOLVO OF LISLE	V213	575.8			575.8								

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
VOLVO OF LOUISVILLE	V213	260.9			251.4				9.5				
VOLVO OF ORANGE COUNTY	V213	795.4			795.4								
VOLVO OF SANTA MONICA	V213	344.4			344.4								
VOLVO PENTA INBOARD MOTORS	G430	500.2	500.2										
VOLVO TRUCKS XC70 & XC90 LEASING	T119	946.3			946.3								
VOLVO TRUCKS XC70 WAGON	T119	12,242.3	4,987.8					3,631.7	1.7	9.2	3,611.8		
VOLVO TRUCKS XC70 WAGON LEASING	T119	4,344.8						494.5	1,111.8		2,738.5		
VOLVO TRUCKS XC90	T119	2,271.9	1,400.1		77.0	389.7		40.0	262.0		103.1		
VOLVO TRUCKS XC90 LEASING	T119	6,735.5							1,084.9		5,650.6		
VON HEMERT FURNITURE STR	V375	576.1			576.1								
VON MAUR CLOTHING STORE FAMILY	V311	340.7			326.2		14.4						
VONAGE INTERNET PHONE SERVICE	B224	102,639.7	1,195.4	541.7	895.2	1,710.8		35,521.2	9,304.9	12,797.1	40,673.4		
VONAGE TELEPHONE CO RECRUITMENT	B912	259.0			259.0								
VONGO.COM ONLINE	V362	7,773.1						461.5	9.2	155.6	7,146.8		
VONS SAFEWAY FOOD STORES	V345	998.7					8.8						989.9
VONS SUPERMARKET	V345	17,183.1			1,793.0		6.4		11,073.3				4,310.4
VOODOO BBQ RESTAURANT	G310	264.4					264.4						
VOODOO MUSIC FESTIVAL	V161	388.3	388.3										
VORTEX SHAVING PDT'S	D430	408.0											408.0
VOSS CHEVROLET	V211	270.4			236.2			34.2					
VOTE VETS ORG	B322	310.6						278.2			29.3		3.1
VOTING/PSA	B323	1,859.1						1,852.1			7.0		
VPI PET INSURANCE	G690	5,324.1	5,268.8										55.3
VPX VAR SUPPLEMENTS	D541	854.6	854.6										
VS-COLLEGE FOOTBALL PAID PROMO	B642	295.4			295.4								
VS-NHL HOCKEY PAID PROMO	B642	737.5	356.5		104.2	109.7		167.1					
VSP EYE CARE MEDICAL INSURANCE	B412	3,170.8	181.2		2,494.7		106.4		372.6				15.8
VSP SERVICES	V135	367.6					367.6						
VTECH CORDLESS PHONES	B211	3,030.3	2,977.1					0.2	32.9	20.1			
VTECH VFLASH HOME EDUTAINMENT SYSTEM	G511	2,245.0						891.1	2.0	254.0	1,097.9		
VTECH VSIMILE BABY TV DEV SYS	G511	6,109.0	1,204.1					1,901.9	14.2	927.1	2,061.7		
VTECH VSIMILE POCKET VIDEO GAME	G511	3,434.0						181.8	31.0	484.7	2,736.4		
VTECH VSIMILE VIDEO GAME	G511	1,466.3							1.2	43.9	1,421.2		
VTECH VSMILE VIDEO GAME SYSTEM	G511	8,128.3						4,092.5	37.9	2,130.6	1,867.3		
VTECH WHIZ KID LEARNING SYSTEM	G511	6,719.4						2,347.8	94.2	2,020.8	2,256.5		
VUE RE DEV	B452	403.0			399.6	3.4							
VULCAN LINCOLN MERCURY	V211	1,242.2			1,242.2								
VUSION RX	D560	8,784.1	1,025.6					316.0	22.2	7,420.3			
VYSTAR CREDIT UNION CONSUMER SVC	B124	1,161.6			845.4		133.7		182.5				
VYTALIN DRUGS/TOILETRIES DR	V830	4,226.5		34.9	3,883.5	308.2							
VYTALIS DRUGS/TOILETRIES DR	V830	929.9			759.1	170.8							
VYTORIN CHOLESTEROL RX	D560	114,390.4	33,783.1		72.1	1,314.6		50,436.2	3,145.6	12,176.4	13,268.8	193.6	
VYVANSE ADHD RX	D560	32,604.5	32,604.5										
W ATLANTA DWNTWN HTL&RES	T431	278.9	217.6		61.4								
W DALLAS VICTORY HTL&RES	T431	1,137.0			1,137.0								
W HOTELS	T431	269.2	137.2		132.0								
W HOTELS WORLDWIDE	T432	1,690.0	1,690.0										
W MAGAZINE	B623	267.4				267.4							
W MAGAZINE ONLINE	B623	604.6	604.6										
W NEW YRK DWNTWN RES DEV	B452	327.1			77.8	249.4							
W NY DOWNTOWN CONDOS	B452	610.8	610.8										
W PERSONAL SHOPPER	B623	3,560.4	3,560.4										
WABC TV STATION	B641	1,565.1			60.4	1,504.7							
WACCAMA GOLF TRAIL	V162	301.9	299.5						2.4				
WACHOVIA BANK CONSUMER SERVICES	B121	77,093.1	1,457.7		15,849.6	941.0	10,295.2	8,998.6	9,734.1	5.8	15,794.3	4,012.8	10,004.1
WACHOVIA CENTER	V166	305.9			304.5		1.4						
WACHOVIA CHAMPIONSHIP	B129	253.6				253.6							
WACHOVIA CHMPNSHP/TRNMT	B129	628.9	533.9		83.5				11.4				
WACHOVIA CORP CP	B129	3,503.5	1,028.6		682.2	539.8		47.6			13.9	1,191.3	
WACHOVIA SECURITIES BUSINESS SVC	B122	1,283.0	696.6			586.4							
WACHOVIA SECURITIES CONSUMER SVC	B122	13,561.5	1,571.2		2,561.8		102.3	4,472.1	982.8		3,871.3		
WACHOVIA SECURITIES INC CP	B122	277.7			29.9	247.8							

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WACHOVIA WEALTH MGT CONSUMER SVC	B129	2,476.6	2,269.1		193.1	14.4							
WACOAL BRAS & PANTIES WOMEN	A220	299.1	299.1										
WACOAL BRAS WOMEN	A220	436.8	436.8										
WACOM GRAPHIC TABLET&ULTRAPEN	B522	308.9	308.9										
WADE BARKER MD	V132	385.6			34.7				350.9				
WADO AM RADIO STATION	B630	2,251.6			29.1				2,222.5				
WAFFLE HOUSE	G320	791.7			9.0		773.7		9.0				
WAGNER PAINTER & POWERTEX SPRAYER	H630	407.7	407.7										
WAGNER POWER PAINTER	H624	2,964.7						346.1			2,618.6		
WAHL CLIP N TRIM HAIR CLIPPER	D280	3,676.6	3,676.6										
WAHL CLIPPER & TRIMMER	D280	2,112.1	2,112.1										
WAHL COLORPRO HAIR CLIPPERS	D280	618.8	618.8										
WAHL DELUXE CHROMEPRO HAIR CLIPPER	D280	1,060.0	1,060.0										
WAHL TRIMMERS	D430	673.8									486.3	187.5	
WAIKIKI HI TP	T434	415.7	415.7										
WAIKOLOA BEACH RESORT HI	T432	305.1	290.3						14.9				
WAITRESS VIDEO	H532	2,030.1	40.8					935.6	1.0	49.8	1,003.0		
WAKE COUNTY	B315	1,307.5			1,307.5								
WAKE COUNTY REVENUE DEPT	B315	454.5			454.5								
WAKE FOREST UNIV/MED CTR	V133	630.7			2.2		192.3		436.1				
WAKE FOREST UNIVERSITY	G810	252.9			101.6	22.8	7.3	0.0	41.5		79.8		
WAKE MEDICAL CENTER	V133	278.9					212.2			66.8			
WAKEMED HEALTH CARE SYS	V133	606.7							606.7				
WAKEMED HOSPITAL	V133	823.0			511.6		111.8						199.6
WAKEMED MEDICAL CENTER	V133	572.2											572.2
WALDBAUM FOOD STORE	V345	2,163.8			2,163.8								
WALDEN FARMS FOOD PDTS	F190	696.5	583.3										113.1
WALDEN UNIVERSITY	G810	4,051.0	3,950.1		9.6		22.8						68.5
WALDEN UNIVERSITY ONLINE	G810	3,026.2							87.1		2,939.1		
WALDORF ASTORIA HOTEL	T431	1,956.8	1,430.2	389.1	38.5	99.0							
WALES INDUSTRIAL DEVELOPMENT	B840	277.8	37.7			240.1							
WALES TP	T434	482.3	401.8							80.5			
WALGREEN CO CP	V330	1,570.7	1,533.3		37.4								
WALGREENS DRUG STORES	V330	188,286.3	19,292.7	56.5	86,748.9	101.0	103.1	15,826.2	5,038.1	12,922.5	33,879.2	11,449.2	2,869.0
WALGREENS DRUG STORES & AARP	V330	3,619.6	893.4		1.6			332.6	42.8	799.7	1,549.6		
WALGREENS DRUG STORES DRUGS/TOIL DR	V830	2,496.5									2,496.5		
WALGREENS DRUG STORES ELECT PDTS/DR	V829	2,663.7									2,663.7		
WALGREENS DRUG STORES ONLINE	V330	6,661.2	259.9					549.1	652.0	2,294.7	2,905.6		
WALGREENS TV PROGRAM	B641	808.4	808.4										
WALGREENS WELLNESS TOUR	V330	484.0	484.0										
WALK BENEFIT EVENT/PSA	B323	327.4						327.4					
WALK IN BATHTUB CO	V171	403.9		357.7	37.3				9.0				
WALK IT/TEAM PREVENTION	B623	1,091.3	1,091.3										
WALK TO CURE DIABETES	V162	272.3			272.3								
WALKER & WALKER ATTY	V151	277.1							277.1				
WALKER ACURA	V212	337.7			337.7								
WALKER ART CENTER	V169	298.9			160.5		90.9		47.5				
WALKER AUTO DLR	V219	924.5			924.5								
WALKER DISC DESKS STORE	V375	322.3			322.3								
WALKER FORD	V211	531.6			498.7		32.9						
WALKER FURNITURE OUTLET	V375	452.9			312.1				140.8				
WALKER FURNITURE STORE	V375	3,706.4			1,265.6				2,440.7				
WALKER PONTIAC	V211	268.2			268.2								
WALKER SCION TOYOTA	V212	381.7			381.7								
WALKER TX RANGER SERIES VIDEOS	H532	254.5								254.5			
WALKER VOLKSWAGEN	V213	276.2			276.2								
WALKER ZANGER HOME CTR	V376	2,472.5	2,405.0		41.9	25.5							
WALKERS RENTON MAZDA	V212	514.6			514.6								
WALKERS RENTON MTBSBH	V212	419.1			403.3				15.8				
WALKERS RENTON SUBARU	V212	669.3			669.3								
WALK-IN BATHTUB STORE	V376	1,151.7	464.3	678.3	9.1								
WALKING/DINOSAURS EVENT	V169	1,309.7							1,309.7				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WALL HOMES RE DEV	B452	855.6			183.8		547.3						124.5
WALL ST JOURNAL COMPLETE RE INV GDBK	B610	729.9				729.9							
WALL ST JOURNAL COMPLETE RTRMNT GDBK	B610	278.1				278.1							
WALL ST JOURNAL GRANDE EXPECTATIONS	B610	1,070.4				1,070.4							
WALL ST JOURNAL GUIDE/BUSINESS/LIFE	B610	452.4				452.4							
WALL ST JOURNAL NWSPR	B621	14,716.6	13,566.7		1,007.0	142.9							
WALL ST JOURNAL NWSPR ONLINE	B621	6,390.3	1,394.7			4,995.6							
WALL ST JOURNAL REAL PEPSI CHLNG BK	B610	648.8				648.8							
WALL ST JOURNAL SUBS DR	V823	1,289.4	1,289.4										
WALL STREET JOURNAL BOOK	B610	371.4			371.4								
WALL STREET VIDEO	H532	263.6	43.2			144.5					75.9		
WALL UNITS STORE	V375	295.7		39.7	256.0								
WALLET PIX MISC DR	V859	6,165.4		985.5				413.0	62.8	1,677.4	3,026.7		
WALLINGFORD BUICK GMC	V211	265.5			129.8				135.8				
WALLONIA BELGIUM INDUSTRIAL DEV	B840	264.1	264.1							0.0			
WALLSIDE WINDOWS STORE	V376	8,420.2						8,420.2					
WALLY EDGAR BUICK CHEV	V211	352.8			352.8								
WALLY MCCARTHY'S AUTO ENT	V219	256.0			248.9			7.0					
WAL-MART DISC & SAMS WHOLESALE CLUB	V550	1,226.0	43.5		46.3			0.7				1,135.7	
WAL-MART DISC APPAREL CHILDREN	V510	7,655.7	3,065.0	4,224.0			93.2	2.0	41.9	229.6			
WAL-MART DISC APPAREL FAMILY	V510	7,134.8	42.1				4,256.8	13.9	389.3	2,432.7			
WAL-MART DISC APPAREL MEN & WOMEN	V510	293.4	113.8										179.6
WAL-MART DISC APPAREL WOMEN	V510	6,345.3	5,454.4				676.6	51.1	41.2	122.0			
WAL-MART DISC APPLIANCES	V570	927.9			23.2			534.0	79.0	175.7	116.2		
WAL-MART DISC BUSINESS/TECHNOLOGY	V520	21,695.0	5,779.7	2,303.4	1,399.7			6,510.7	197.4	1,422.5	4,004.9	76.6	
WAL-MART DISC DRUGS/TOILETRIES	V530	19,264.0	6,481.3	3,367.0	89.9			4,657.8	524.6	1,993.4	1,650.4	499.6	
WAL-MART DISC ELECTRONICS	V570	65,849.0	3,860.4		709.2	20.9		30,660.2	1,508.7	8,058.4	20,192.4	682.0	156.9
WAL-MART DISC GROCERIES	V540	40,239.4	8,196.8	5,189.5	1,306.1			13,944.8	1,933.4	3,048.2	6,525.3	95.4	
WAL-MART DISC HOUSEHOLD	V570	19,092.5	2,680.2	10,283.4	71.9	1,028.0		1,233.1	1.9	88.4	1,492.1	1,585.3	628.3
WAL-MART DISC JEWELRY	V510	5,894.7		5,894.7									
WAL-MART DISC MISC	V550	55,634.2	2,655.6	3,249.2	17,366.7	214.0		18,661.2	1,564.5	4,146.3	6,959.3	817.4	
WAL-MART DISC MULTI-PDTS	V590	102,540.0	3,510.8	16,011.6	325.1	62.6	947.0	41,056.7	955.4	5,852.3	12,841.1	15,184.8	5,792.7
WAL-MART DISC ONLINE	V590	7,725.3	122.1					6,174.0	373.6	29.6	1,026.0		
WAL-MART DISC OPTICAL	V550	486.8	484.0		2.9								
WAL-MART DISC SALES ANNOUNCEMENT	V590	10,429.1			78.2			1,519.1	2.7	210.4	134.9	3,720.8	4,763.1
WAL-MART DISC SPORT/TOY/HOBBY	V550	9,412.0	125.3		36.6			2,790.5	158.6	315.8	5,661.9	323.2	
WAL-MART DISC VIGNETTE	V590	899.5						266.8	143.0	95.0	394.7		
WAL-MART STORES INC CP	V590	15,638.4	421.8	2,179.9	428.3	205.6		4,952.4	4,974.9	368.4	1,927.8	179.3	
WAL-MART STORES INC RECRUITMENT	B912	602.7			602.7								
WAL-MART SUPERCENTER DRUGS/TOIL	V530	4,973.0						3,638.2	12.8	226.6	1,095.4		
WAL-MART SUPERCENTER GROCERIES	V540	290.0			246.1				30.9		12.9		
WAL-MART SUPERCENTER MISC	V550	482.0			482.0								
WAL-MART SUPERCENTER MULTI-PDTS	V590	1,848.0		1,702.2	83.6				62.2				
WALNUT CREEK AUTO DLR	V219	2,143.3			2,143.3								
WALNUT CREEK FORD	V211	1,959.9			1,933.5				26.4				
WALNUT CREEK HONDA	V212	1,538.3			1,469.6		68.7						
WALNUT CREEK TOYOTA	V212	794.0			794.0								
WALNUT STREET THEATRE	V161	387.2			387.2								
WALPOLE WOODWORKERS PRE-FAB BLDG	H614	287.2			215.0	72.2							
WALSER AUTO DLR	V219	572.3			416.3		156.0						
WALSH COLLEGE	G810	789.7			4.7		360.0		425.1				
WALT DISNEY CNETR HL/CTR	V161	843.7			843.7								
WALT DISNEY DAN IN REAL LIFE MOVIE	B660	27,137.1	633.2		5,193.9	1,161.7	36.3	10,568.9	4,096.2	57.5	4,947.3		442.2
WALT DISNEY ENCHANTED MOVIE	B660	39,383.4	106.9	228.7	8,601.4	2,101.8	85.3	11,483.0	7,827.0	411.4	8,364.7	173.3	
WALT DISNEY GAME PLAN MOVIE	B660	26,367.6	117.4		5,583.4	976.2	103.6	6,754.4	6,028.4	436.2	5,339.2	139.0	889.7
WALT DISNEY HANNAH MNTN&MLY CYRS MV	B660	398.4			292.6	105.8							
WALT DISNEY HOME VIDEO VAR VIDEOS	H532	2,806.3			14.2		346.7	1,184.7	8.5		1,252.2		
WALT DISNEY NATIONAL TRSR BK/SCRTS	B660	29,187.2	5.9		4,837.4	1,508.9		11,744.1	4,174.4	225.4	6,652.4	38.7	
WALT DISNEY NIGHTMARE BEFORE XMAS 3D	B660	3,706.2			136.6			1,189.6	1,399.8		980.2		
WALT DISNEY RATATOUILLE MOVIE	B660	47,369.1	552.2	231.0	10,416.8	1,809.3	606.6	17,302.6	5,846.6	753.8	7,937.3	219.0	1,693.8
WALT DISNEY RECORDS VAR RC DR	V871	293.7									293.7		
WALT DISNEY THEME PARKS	T440	13,485.3						6,995.6	3,750.4	655.2	1,271.0	813.1	

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WALT DISNEY TRAVEL	T420	1,141.7			1,141.7								
WALT DISNEY UNDERDOG MOVIE	B660	23,359.7	32.6		4,721.0	716.7	429.3	6,788.3	5,488.5	466.8	4,543.4	168.2	5.0
WALT DISNEY VAR MOVIES	B660	6,795.6			85.8	207.1	6,502.7						
WALT DISNEY VAR RECORDINGS	H531	1,304.2	106.5									1,197.7	
WALT DISNEY WORLD	T440	17,544.9	12,525.6	597.0	678.2	22.0	745.7	1,291.1	950.1	15.7	719.4		
WALT DISNEY WORLD MRTHN	T440	392.6	392.6						34,047.7	2,702.8	6,133.2	10,015.4	
WALT DISNEY WORLD ONLINE	T440	52,899.1											
WALT DISNEY WORLD RSRTS	T431	14,434.0	6,394.6		5,944.9	770.8							1,323.7
WALTER E SMITH FURN STR	V375	1,708.9			557.9				1,151.0				
WALTER KERR THEATRE	V161	727.1	15.8		24.4	686.9							
WALTER MERCADO ASTRLGST PHONE SVC	V156	431.2	431.2										
WALTON ON THE PARK DEV	B452	391.4			375.8	15.6							
WALTONS HEATING&AC SVC	V174	418.7			418.7								
WALTS FOOD STORE	V346	1,131.5			1,093.3		22.4		15.8				
WAMR FM RADIO STATION	B630	1,040.5							1,040.5				
WAMU THEATER	V161	687.8	18.0		295.5	374.3							
WANNADO CITY INDR AMUSE	V169	489.7			8.1		343.4		136.2				1.9
WANTAGH MAZDA	V212	260.7			260.7								
WANTED SHOES WOMEN	A310	284.4	284.4										
WAR AT HOME SERIES VIDEOS	H532	441.4						70.5	3.9	91.2	275.8		
WAR SERIES VIDEOS	H532	343.1	343.1										
WAR THE MOVIE VIDEO	H532	720.5						208.2	29.3	106.0	377.0		
WARBURG REALTY PRTRNSHP	B451	686.4				686.4							
WARD CHRYSLER CENTER	V211	445.5							445.5				
WAREHOUSE DISC APPL CTR	V371	975.9			975.9								
WAREHOUSE FURN OUTLET	V375	345.3			345.3								
WAREHOUSE MARKET	V346	641.4			641.4								
WAREHOUSE MTRS&FURN STR	V377	750.1			750.1								
WARH FM RADIO STATION	B630	386.4							386.4				
WARING PRO WINE CHILLERS	H232	290.2	290.2										
WARM TILES ELECT FLOOR WARMING SYS	H622	497.0	497.0										
WARMINGTON HOMES RE	B452	611.0	61.7		93.1		456.2						
WARNER BROS 300 MOVIE	B660	36,413.3	679.1		6,816.4	1,183.1	226.9	18,078.5	2,174.4	1,446.6	5,808.4		
WARNER BROS ASSASSINATION/JM/RBRT	B660	4,527.9			2,801.7	806.7			919.6				
WARNER BROS ASTRONAUT FARMER MOVIE	B660	15,997.0	26.0		2,081.0	197.7		6,680.3	2,205.0	1,688.3	3,114.2		4.4
WARNER BROS AUGUST RUSH MOVIE	B660	25,781.4	34.8		5,439.1	1,082.9		9,833.8	2,736.1	1,892.5	4,762.2		
WARNER BROS BLADE RUNNER/FINAL CT MV	B660	742.1	519.9		22.2			200.0					
WARNER BROS BLOOD DIAMOND MOVIE	B660	2,407.7			1,090.1	1,128.4			22.5		26.9		139.8
WARNER BROS BRAVE ONE MOVIE	B660	30,063.1	40.7		5,192.9	955.8	199.5	12,424.5	2,656.6	2,776.3	5,817.7		
WARNER BROS BUCKET LIST MOVIE	B660	17,866.3	20.2		1,171.2	1,123.0		8,286.3	3,284.5	1,399.9	2,581.2		
WARNER BROS DEPARTED MOVIE	B660	7,456.2	144.1		3,942.5	2,437.5			470.8				461.4
WARNER BROS ENTERTAINMENT DIV	B641	801.8											801.8
WARNER BROS FAITH HILL THE HITS RC	H531	282.2	138.7					44.2	3.9		95.4		
WARNER BROS FRED CLAUS MOVIE	B660	47,552.1	40.7		9,025.3	2,171.3	298.8	20,518.4	2,024.1	2,732.2	10,493.8	247.5	
WARNER BROS FRED CLS MV & METRO PCS	B660	820.7							820.7				
WARNER BROS HAPPY FEET MOVIE	B660	4,567.2		1,725.1	1,533.8	1,258.9			21.7		27.9		
WARNER BROS HARRY POTTER/ORDER/PHNX	B660	29,456.4	44.2		8,971.3	1,390.0	212.5	11,744.3	931.7	1,780.6	4,193.1	188.7	
WARNER BROS HARRY PTR INTRCTV DVD GM	G512	257.6						85.1			172.5		
WARNER BROS I AM LEGEND MOVIE	B660	39,521.0	37.2		5,612.5	1,777.7	205.6	21,481.2	2,824.1	1,755.7	5,827.1		
WARNER BROS IN THE LAND OF WOMEN MV	B660	8,858.8					47.2	4,355.7	415.3	942.9	3,029.3		68.5
WARNER BROS INSTANT KARMA/SAVE DRFR	H531	376.8	203.6					56.0	35.3		81.9		
WARNER BROS INTRCTV LOONEY TUNES/ARS	G511	576.5						306.4	0.1		270.0		
WARNER BROS INVASION MOVIE	B660	19,287.7	13.3		1,655.3	225.9	47.8	9,247.8	2,362.1	2,321.6	3,414.0		
WARNER BROS LETTERS/IWO JIMA MOVIE	B660	11,372.7			6,231.8	2,711.9		621.1	682.4		685.4		440.2
WARNER BROS LICENSE TO WED MOVIE	B660	29,891.5	40.7		5,945.6	718.5	190.3	12,260.5	2,111.3	2,857.4	5,343.1		424.2
WARNER BROS LUCKY YOU MOVIE	B660	18,799.9	22.5		1,020.4	578.4		10,231.0	1,220.7	2,342.0	3,384.9		
WARNER BROS MAMAS BOY MOVIE	B660	278.3			278.3								
WARNER BROS MICHAEL CLAYTON MOVIE	B660	31,733.0	46.9		6,193.2	2,189.1	16.6	13,620.5	1,286.1	2,870.4	5,510.1		
WARNER BROS MUSIC & LYRICS MOVIE	B660	36,758.3	2,194.5		7,766.3	1,928.4	172.3	15,489.5	2,463.6	2,129.7	4,609.0		5.0
WARNER BROS NANCY DREW MOVIE	B660	21,724.6	402.9		3,766.0	498.0	142.4	8,362.1	1,323.4	1,822.2	5,187.0	220.6	
WARNER BROS NO RESERVATIONS MOVIE	B660	28,048.6	1,118.7		4,821.1	807.2	176.2	11,171.6	2,128.5	2,704.4	5,121.0		
WARNER BROS OCEANS THIRTEEN MOVIE	B660	33,369.4	173.5		6,711.8	1,217.3	299.6	16,393.1	786.5	2,345.7	5,441.9		

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WARNER BROS ONE MISSED CALL MOVIE	B660	10,484.4			29.4		93.0	5,073.7	1,161.3	1,286.4	2,840.6		
WARNER BROS PS I LOVE YOU MOVIE	B660	24,737.4	1,200.7		3,395.7	1,144.1	105.5	9,815.6	2,997.8	1,495.4	4,582.6		
WARNER BROS RAILS&TIES MOVIE	B660	553.9	22.5		282.2	159.6			89.6				
WARNER BROS REAPING MOVIE	B660	29,776.3	31.3		4,024.7	857.3	197.7	17,426.8	1,869.4	1,668.5	3,700.5		
WARNER BROS STUDIOS	V129	291.1					291.1						
WARNER BROS TMNT MOVIE	B660	23,053.7	37.2		3,708.7	632.6		9,019.9	1,948.0	1,849.2	5,708.5	149.8	
WARNER BROS TV PROGRAM	B641	1,467.9	915.2				552.7						
WARNER BROS VAR MOVIES	B660	16,400.2	712.3	454.1	277.4	464.8	14,491.6						
WARNER BROS VAR RECORDINGS	H531	258.3	229.2				5.9					23.3	
WARNER BROS VAR VIDEOS	H532	2,984.2	2,202.0	211.6	14.8	25.3	530.5						
WARNER BROS WE ARE MARSHALL MV	B660	2,434.4			2,060.3	321.8			0.9		51.4		
WARNER CO JEWELERS	V314	1,646.7	73.0		1,248.9		110.4		214.4				
WARNER INDEPENDENT 11TH HOUR MOVIE	B660	932.6	18.2		780.4	134.0							
WARNER INDEPENDENT DECEMBER BOYS MV	B660	326.4			177.1	149.3							
WARNER INDEPENDENT INVALLEY/ELAH MV	B660	12,036.2	41.6		4,253.3	913.0		4,391.8	1,204.6	192.3	1,039.5		
WARNER INDEPENDENT INTRDCNG/DWGHT MV	B660	1,814.4	12.9		661.0	368.5			657.3		42.1		72.7
WARNER INDEPENDENT PAINTED VEIL MV	B660	2,629.5			1,463.0	534.4		409.3	20.0		202.8		
WARNER VAR BOOKS	B610	1,552.8	137.9		357.6	1,035.6						21.8	
WARNERS BRAS WOMEN	A220	725.9	725.9										
WARNERS STELLIAN APPL ST	V371	2,562.3	248.4			1,414.5			899.5				
WARNOCK FORD	V211	292.1				292.1							
WARNOCK LEXUS	V212	311.6				311.6							
WARNOCK MOTORS	V219	539.2				539.2							
WARP & WEFT CARPETS STR	V373	481.0	481.0										
WARREN MILLER PLAYGROUND MOVIE	B660	475.9	335.5		75.2				65.3				
WARREN MILLER VAR VIDEOS DR	V873	275.0	275.0										
WARREN MILLERS JRNY/NSN	T115	434.9	434.9										
WARREN TIRE CENTERS	V241	263.6				240.2			23.4				
WARRENMILLERGEAR.COM ONLINE	B670	284.2	284.2										
WARRICKS HOBBY SPRSTR	V364	408.4			0.3				408.1				
WARRIOR CUSTOM GOLF GOLF CLUBS	G460	625.6	625.6										
WARWICK GROVE RE DEV	B452	532.4		72.8	214.5	245.2							
WASA CRISP BREAD	F341	474.6	474.6										
WASH FM RADIO STATION	B630	1,549.2							1,549.2				
WASHINGTON AREA FORD DA	T121	349.7											349.7
WASHINGTON AUTO DLR	V219	1,658.6			1,642.8		15.8						
WASHINGTON CHEVROLET	V211	318.9			182.4		9.0		127.5				
WASHINGTON CNCL/BLND ORG	B322	264.5				264.5							
WASHINGTON DC CNCL/GOVT	B315	302.5											302.5
WASHINGTON DC MD/INFN DA	T122	257.9			257.9								
WASHINGTON DC SPR LW MAG	B623	376.6				376.6							
WASHINGTON DC SPRTS CLB	D800	397.5											397.5
WASHINGTON DC TP	T433	1,804.5	668.4	575.1	191.2	369.8							
WASHINGTON DEPT/HEALTH	B315	471.0					44.5		304.6				122.0
WASHINGTON FED SVNGS BNK CON SVC	B121	355.8				355.8							
WASHINGTON FINE REALTY	B451	535.2				535.2							
WASHINGTON GOLF CENTER	V365	257.5				257.5							
WASHINGTON HOSP HLTH/SYS	V133	382.0							382.0				
WASHINGTON HOSPITAL CTR	V133	473.5			75.0		21.8		376.8				
WASHINGTON METRO TRANSIT	B315	443.7			382.5		61.2						
WASHINGTON MUTUAL BANK BUSINESS SVC	B121	998.3			610.0								388.3
WASHINGTON MUTUAL BANK CONSUMER SVC	B121	98,748.7	633.4		46,159.7	13.6	5,935.3		25,047.3		10,510.1		10,449.4
WASHINGTON MUTUAL BANK CREDIT CARD	B111	4,125.8								3,319.9		805.9	
WASHINGTON MUTUAL BANK ONLINE	B121	10,884.7								6,067.4		4,817.3	
WASHINGTON MUTUAL HM LN CONSUMER SVC	B124	3,759.3			3,745.3		14.0						
WASHINGTON MUTUAL INC CP	B121	956.2	31.9		924.3								
WASHINGTON MUTUAL INC RECRUITMENT	B912	259.8			246.8								13.0
WASHINGTON NATL BSBL TM	V162	817.2			336.2		96.0		385.1				
WASHINGTON NATL OPERA	V161	283.7			239.6	44.0							
WASHINGTON POST NWSPR	B621	894.8						50.0			844.8		
WASHINGTON POST NWSPR ONLINE	B621	1,112.9	151.7								961.2		
WASHINGTON POST NWSPR SUBS DR	V823	429.8								429.8			

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WASHINGTON REALTORS	B451	299.0							299.0				
WASHINGTON SQUARE FIN CONSUMER SVC	B124	679.7							214.2	144.3	321.2		
WASHINGTON ST DEPT/ECLGY	B315	284.5			94.8		70.9		112.3				6.5
WASHINGTON ST DEPT/HLTH	B315	908.6					26.1		695.2				187.4
WASHINGTON STATE LOTTERY	B314	2,657.7			141.1		1,482.1		958.9				75.6
WASHINGTON STATE TP	T433	977.0	924.2		10.5		3.1		39.2				
WASHINGTON STATE UNIV	G810	277.4	12.6	108.6	65.1		85.4	0.0	5.7				
WASHINGTON TRUST BANK CONSUMER SVC	B121	720.5			471.1		134.6		114.9				
WASHINGTONPOST.COM ONLINE	B621	643.0											643.0
WASTE MGT CO	V121	808.1	777.1		5.1		25.8						
WASTE MGT HOLDINGS INC CP	V121	12,300.3			233.7			3,798.1	314.6		7,953.9		
WASTE MGT INC	V121	4,656.9	4,654.1		1.2		1.5						
WATCH FOR IT/LHJ	B623	4,101.4	4,101.4										
WATCH YOUR TIME PUB	B629	711.3				711.3							
WATER CONSERVATION/PSA	B323	957.3							941.1		16.2		
WATER COUNTRY WATER PARK	T440	252.6							252.6				
WATER PARK OF AMERICA	T440	687.3			17.1		211.7		458.5				
WATER WAY POOL&SPA STORE	V175	425.7			425.7								
WATER WORLD AMUSE PARK	T440	413.8					65.0		348.8				
WATER&PWR CMNTY CRDT UN CONSUMER SVC	B124	257.7			257.7								
WATERFALL RESORT AK	T432	425.9	425.9										
WATERFORD CRYSTAL GLASSWARE	H111	539.3	412.8		49.8				42.1		34.6		
WATERFORD TABLEWARE	H111	356.0	356.0										
WATERFRONT PROPERTIES RE	B451	386.4			381.1		5.3						
WATERLOO GARDENS	V358	792.7			728.3				64.3				
WATERLOO PREMIUM OUTLETS	V620	273.5					47.9		202.5				23.2
WATERMAN PENS	B723	480.2	480.2										
WATERMARK RE DEV	B452	403.6	347.5		56.0								
WATERS EDGE MAGAZINE	B623	292.0			292.0								
WATERS EDGE RE DEV	B452	610.1			575.8		34.4						
WATERSAVINGHERO.COM ONLINE	B549	291.0			291.0								
WATERWAYS/NAPLES RE DEV	B452	295.2			295.2								
WATERWORKS BATHROOM FIXTURES	H621	673.6	673.6										
WATERWORKS HOME CENTER	V376	712.4	675.8		4.0	32.6							
WATSONS CARPET&FLOORING	V373	363.3							363.3				
WATSONS FURNITURE STORE	V375	466.0			466.0								
WATSONS POOLS SPAS&BLRD	V175	18,236.0			1,182.3				17,053.7				
WATTERS & WATTERS FORMAL GOWNS WOMEN	A130	271.1	271.1										
WATTERS&WATTERS BRDL GWNS&FRMLWR FAM	A130	791.0	791.0										
WATTERS&WATTERS BRIDAL GWNS&FRMLWR W	A130	860.9	860.9										
WATTERS&WATTERS BRIDAL&FORMAL GWNS W	A130	1,385.8	1,385.8										
WAUSAU BUSINESS INSURANCE	B423	943.5				943.5							
WAUWATOSA SAVINGS BANK CONSUMER SVC	B121	1,066.3			1,036.0		30.2						
WAVE MAGAZINES	B623	251.3			251.3								
WAVERLY FURNITURE	H121	308.1	308.1										
WAVERLY HOUSEHOLD FABRICS	H141	1,028.2	1,026.8		1.4								
WAVERLY HOUSEHOLD FURNISHINGS	H190	2,636.5	2,502.7	133.8									
WAWA FOOD MARKET	V345	12,200.4			148.7		2,144.8		1,251.8				8,655.1
WAWA RECRUITMENT	B912	339.6			12.5								327.1
WAXQ FM RADIO STATION	B630	902.9					143.7		759.2				
WAXY AM RADIO STATION	B630	539.8			536.3		3.5						
WAY/HAPPINESS FNDTN/PSA	B323	444.1							150.8		293.4		
WAYNE AKERS FORD	V211	1,891.6			1,622.9				268.7				
WAYNE COUNTY CMNTY CLG	G810	700.9							700.9				
WAYNE DODGE	V211	365.8			365.8								
WAYNE HYUNDAI	V212	1,413.4			1,413.4								
WAYNE LINCOLN MERCURY	V211	3,437.7			3,437.7								
WAYNE MAZDA	V212	11,371.4			11,369.6		1.8						
WAYNE WRIGHT ATTY	V151	2,186.1							2,186.1				
WAYSIDE FURNITURE STORE	V375	3,687.8			3,096.6		22.1		569.1				
WB MASON FURNITURE&OFCC	V375	2,546.2							2,546.2				
WBEB FM RADIO STATION	B630	1,275.1			85.2		5.0		1,185.0				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WBIG FM RADIO STATION	B630	423.9							423.9				
WBIX AM RADIO STATION	B630	335.9			335.9								
WBLS FM RADIO STATION	B630	254.5			93.0		161.5						
WBMX FM RADIO STATION	B630	418.5							418.5				
WBNS AM RADIO STATION	B630	265.4			155.7				109.7				
WBNS FM RADIO STATION	B630	295.0			255.2				39.9				
WBNS TV STATION	B641	414.4			396.4		18.0						
WBTV TV STATION	B641	429.8			348.3		81.5						
WCAA FM RADIO STATION	B630	1,509.5							1,509.5				
WCBS FM RADIO STATION	B630	465.0			2.7		462.0		0.4				
WCI COMMUNITIES	B452	3,295.0	2,230.6		671.0		330.6		21.2				41.5
WCIU TV STATION	B641	2,903.3			2,032.7		870.6						
WCKG FM RADIO STATION	B630	383.6							383.6				
WCNC TV STATION	B641	260.1			260.1								
WDAF FM RADIO STATION	B630	293.2							293.2				
WDCW TV STATION	B641	553.7			5.6		548.1						
WDIV TV STATION	B641	599.3			599.3								
WDNY FM RADIO STATION	B630	381.3					381.3						
WDRO FM RADIO STATION	B630	614.3							614.3				
WDRV FM RADIO STATION	B630	935.9					35.3		900.6				
WE ARE MARSHALL VIDEO	H532	2,971.8	144.1						1,695.0	47.6	161.2	924.0	
WE CABLE TV	B642	2,758.1	1,666.4		0.1		420.5						671.0
WE/PEOPLE PARALEGAL SVC	V151	418.2			418.2								
WEALTH BUILDING SEMINAR	G820	1,087.4			1,080.1				7.3				
WEALTH ENHANCEMENT FIN CONSUMER SVC	B129	258.6			227.2		31.4						
WEATHER CHANNEL CABLE TV	B642	418.0	244.5				173.5						
WEATHER TITE WINDOWS	H613	346.1			346.1								
WEATHEREND ESTATE FURNITURE	H121	363.9	363.9										
WEATHERGARD WNDW&DR STR	V376	1,117.3							1,117.3				
WEATHERITE WNDW&DR CONTR	V171	376.0			323.7		30.3		22.1				
WEATHERMASTER OUTDOOR FURNITURE	H121	1,194.5	1,189.8		4.7								
WEATHERPROOF COATS MEN	A120	343.1			343.1								
WEATHERPROOF GARMENT STR MEN	V311	1,172.3			114.4	74.1		983.8					
WEATHERTECH AUTOMOTIVE ACCESS	T144	2,114.4	2,114.4										
WEBB CHEVROLET	V211	280.6			280.6								
WEBB FORD	V211	1,258.4			1,257.9				0.4				
WEBER BBQ GRILL	H360	314.2			314.2								
WEBER CHEVROLET	V211	1,031.2			907.4				123.8				
WEBER GAS GRILL	H360	3,276.5	3,056.1										220.4
WEBER GRILL CREATIONS MRND MX&SNG	F150	2,035.1	2,035.1										
WEBER GRILL CREATIONS SEASONING	F150	901.2	901.2										
WEBER GRILL N SPRAY COOKING SPRAY	F120	1,425.6	1,425.6										
WEBER GRILL RESTAURANT	G310	261.8			93.7		159.5						8.6
WEBMD INFORMATION SVC ONLINE	B670	22,743.9						18,902.0	42.2	1,869.4	1,930.3		
WEBROOT SPY SWEEPER SOFTWARE	B532	535.3	535.3										
WEBSTER BANK BUSINESS SERVICES	B121	253.3	152.7										
WEBSTER BANK CONSUMER SERVICES	B121	4,428.3			2,756.8		451.6		431.8				788.1
WEBSTER UNIVERSITY	G810	1,717.5			31.2		13.8		319.3				1,353.2
WEDDING MARCH BRIDAL SHW	V169	1,241.1	1,241.1										
WEDDING PAPER DIVAS STATIONERY	B722	251.8	251.8										
WEDDING SINGER PLAY	V161	341.2			35.9				305.4				
WEDDINGSOLUTIONS.COM ONLINE	B670	360.7	360.7										
WEEDS SERIES VIDEOS	H532	494.8	404.3										90.6
WEEI AM RADIO STATION	B630	402.7			402.7								
WEEKENDS ONLY FURN OTLT	V375	975.2			72.6		10.0		892.6				
WEEKLY STANDARD SUBS DR	V823	5,054.4									5,054.4		
WEEKS ROSES NURSERY STOCK	G712	293.5	293.5										
WEGMANS FOOD MARKETS	V345	1,992.2			1,871.5		120.7						
WEICHERT CPTL PRPTS&EST	B451	368.4			232.9	135.5							
WEICHERT RE DEV	B452	13,410.9			13,363.1	8.1	39.7						
WEICHERT REALTORS	B451	1,259.4			688.2	0.9	275.7		294.6				
WEICHERT REALTORS RECRUITMENT	B912	278.8			278.8								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WEIDEL REALTOR	B451	613.4			613.4								
WEIDER FLEX PRESENTS HUGE BOOK	B610	503.8	503.8										
WEIGHT LOSS CSMTC&SRGCL	V133	252.5			252.5								
WEIGHT LOSS FOREVER CTR	D800	267.2			256.7		10.5						
WEIGHT LOSS SURGICAL CTR	V133	450.2			37.7				412.5				
WEIGHT WATCHERS CAKES	F342	1,573.6	916.0	638.6								19.0	
WEIGHT WATCHERS CAKES & MUFFINS	F342	3,055.1	2,418.7	630.7	5.7								
WEIGHT WATCHERS CANDY	F510	1,249.9						0.0	5.3	420.0	824.5		
WEIGHT WATCHERS FROZEN BARS	F313	401.5	401.5										
WEIGHT WATCHERS ICE CREAM BAR	F313	1,358.9	1,358.9										
WEIGHT WATCHERS ICE CREAM SANDWICHES	F313	652.4	652.4										
WEIGHT WATCHERS MAG MULTI-PDTS DR	V899	525.0	525.0										
WEIGHT WATCHERS MUFFINS	F342	2,470.7	1,832.1	638.6									
WEIGHT WATCHERS ONLINE	D800	18,269.4	853.0					6,325.0	932.9	2,361.1	7,797.4		
WEIGHT WATCHERS PROGRAM	D800	68,219.4	17,346.1	2,401.4	481.7		446.0	16,693.4	1,273.8	6,902.4	22,431.3	61.3	182.0
WEIGHT WATCHERS SCALES	G130	1,284.9	1,284.9										
WEIGHT WATCHERS VAR BOOKS DR	V823	404.9	404.9										
WEIGHT WATCHERS VAR CEREAL	F220	789.2	789.2										
WEIGHT WATCHERS VAR FOOD PDTS	F900	1,750.6	1,737.4		13.2								
WEIGHT WATCHERS YOGURT	F311	3,495.2	3,495.2										
WEIL CADILLAC HUMMER LEASING	V211	348.9							348.9				
WEIL-MCLAIN BOILER	H622	433.5	433.5										
WEINSTEIN CO BREAKING&ENTERING MOVIE	B660	667.2	3.5		357.3	306.4							
WEINSTEIN CO CONTROL MOVIE	B660	386.1			253.2	132.9							
WEINSTEIN CO DAYS OF GLORY MOVIE	B660	443.0			400.5	42.5							
WEINSTEIN CO DOA DEAD OR ALIVE MOVIE	B660	690.3			626.5	63.8							
WEINSTEIN CO GRACE IS GONE MOVIE	B660	398.0	8.8		239.7	149.4							539.6
WEINSTEIN CO GREAT DEBATERS MOVIE	B660	539.6											
WEINSTEIN CO GRINDHOUSE MOVIE	B660	16,464.5			3,308.8	490.9		3,701.3	822.3	1,625.3	5,961.2		554.7
WEINSTEIN CO HANNIBAL RISING MOVIE	B660	539.5											539.5
WEINSTEIN CO HUNTING PARTY MOVIE	B660	1,379.0											1,379.0
WEINSTEIN CO IM NOT THERE MOVIE	B660	3,053.0			2,028.3	619.1		251.1	79.6		74.9		
WEINSTEIN CO MOVIE	B660	491.8			40.3	416.5	35.0						
WEIR CANYON HONDA	V212	263.2			263.2								
WEIR MANUEL REALTORS	B451	306.4			306.4								
WEIRD N WILD CREATURES PRNTD PDTS DR	V829	444.9	444.9										
WEIRS FURNITURE VILLAGE	V375	3,420.0			3,420.0								
WEIS FOOD MARKET	V345	2,996.6			1,260.5		16.2		1,176.5				543.5
WEISMAN DISC HOME CENTER	V376	1,000.1			1,000.1								
WEISS & WEISS LAW FIRM	V151	412.7							412.7				
WEISS BRENTWOOD VOLVO	V213	285.4			280.2				5.2				
WEISS FUR&LEATHERS STR	V312	491.4			260.3				231.1				
WEISS SCION TOYOTA	V212	274.1			274.1								
WEITZ & LUXENBERG ATTY	V151	2,487.4			164.8	61.5			1,870.5		390.7		
WELCHS FROZEN & RTS GRAPE JUICE	F420	277.5	277.5										
WELCHS FROZEN GRAPE JUICE CONC	F420	496.0			496.0								
WELCHS RTS GRAPE JUICE	F420	11,663.6	4,333.1		103.4			2,767.5	993.7	21.6	2,160.7	1,283.6	
WELCHS VAR RTS GRAPE JUICES	F420	2,169.7										2,169.7	
WELCOME BACK VTRNS/PSA	B323	854.5						850.0	0.9		3.6		
WELK RESORT CENTER HOTEL	T431	552.1			497.1				55.0				
WELLCARE MEDICAL INSURANCE	B412	6,018.7		218.5	5,703.0		83.7		13.5				
WELLCONNECTED JEWELRY DR	V810	4,482.4	4,466.3	16.1									
WELLENDORFF JEWELRY	A510	1,502.3	1,502.3										
WELLESLEY MAZDA	V212	255.8			255.8								
WELLESSE DRUGS/TOILETRIES DR	V830	653.7							4.2		649.5		
WELLESSE RTS SUPPLEMENT DRINKS	D543	566.4	566.4										
WELLS BLUE BUNNY FROZEN TREATS	F313	1,912.5							1,912.5				
WELLS BLUE BUNNY ICE CREAM	F313	2,351.0							2,315.9		35.1		
WELLS BLUE BUNNY PRSNLS ICE CREAM	F313	1,387.9							1,387.9				
WELLS FARGO BANK CONSUMER SERVICES	B121	34,103.4	582.0		6,533.5	111.1	5,631.6	41.7	14,117.4		3.8	3,877.8	3,204.4
WELLS FARGO BANK CP	B121	390.3	390.3										
WELLS FARGO BANK ONLINE	B121	307.0							307.0				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WELLS FARGO CENTER/ARTS	V161	473.6			473.6								
WELLS FARGO FINANCIAL CONSUMER SVC	B129	454.9	151.8		43.9		243.0						16.3
WELLS FARGO FOOTMILL MISC FIN	B129	472.9				472.9							
WELLS FARGO HOME MTG CONSUMER SVC	B124	8,841.1			4,431.6		1,189.1		2,731.0			489.4	
WELLS FARGO INVESTMENT CONSUMER SVC	B122	2,154.7	1,367.7		152.8	634.2							
WELLS FARGO INVESTMENTS ONLINE	B122	1,017.0				1,017.0							
WELLS FARGO PRIVATE BANK CON SVC	B121	975.3				975.3							
WELLS MUSIC STORE	V362	365.1			362.0	3.0							
WELLSTAR HEALTH SYSTEM	V133	1,415.4			55.5		454.2		462.5				443.3
WEMPE JEWELRY STORE	V314	769.7				769.7							
WENDEL HOME CENTER	V376	346.6			346.6								
WENDELL BAKER STORY VIDEO	H532	383.6						95.4	22.7		265.5		
WENDYS INTL INC CP	G320	648.2				107.5		487.7	45.4		7.6		
WENDYS RESTAURANT	G320	254,593.3	8,841.0		109.4	272.1	4,437.6	132,657.8	36,762.1	14,472.3	52,694.7	405.6	3,940.7
WENDYS RESTAURANT VIGNETTE	G320	379.1							185.7		193.5		
WENGER POCKET KNIVES & WATCHES	G490	328.1	328.1										
WEPN AM RADIO STATION	B630	884.0							566.8		317.2		
WE-RICH BRIDE POOR BRIDE PAID PROMO	B642	300.7	225.9								74.8		
WERTHERS ORIGINAL CANDY	F510	9,007.8						6,830.5	369.7	900.4	907.2		
WESBANCO CONSUMER SERVICES	B121	597.0			350.8		246.2						
WESCOM CREDIT UNION CONSUMER SVC	B124	730.5			573.3		157.3						
WESLEND TAMPA MORTGAGES CONSUMER SVC	B124	359.4											359.4
WESLEY ALLEN FURNITURE	H121	1,726.7	1,726.7										
WESLEY CHAPEL TOYOTA	V212	267.7					98.2		91.8				77.7
WEST COAST APPL SVC CTR	V179	407.1			407.1								
WEST COAST AUTO INS AGNC	B430	1,650.6							1,650.6				
WEST COAST BLDG MTRL WHL	V376	594.3			594.3								
WEST COAST FLOORING CTR	V373	644.7			616.7				28.0				
WEST COAST FRNCHS EXPO	V164	295.9	235.1				60.8						
WEST COAST INSURERS	B430	599.6							599.6				
WEST COAST VINYL CO	V171	273.2			273.2								
WEST COAST WINDOWS	V376	1,109.2			1,109.2								
WEST COVINA NISSAN	V212	804.3			695.2				109.1				
WEST COVINA SCION TOYOTA	V212	316.6			316.6								
WEST COVINA TOYOTA	V212	483.0			483.0								
WEST ELM FURNITURE STORE	V375	670.4	142.6	425.8			102.0						
WEST ELM HOUSEHOLD DR	V872	595.2				595.2							
WEST HERR AUTO ENTRPRS	V219	364.2					81.9		282.3				
WEST HERR FORD	V211	250.1			5.8				244.3				
WEST KENDALL TOYOTA	V212	263.3			83.7				179.6				
WEST LOOP HYUNDAI	V212	507.1			507.1								
WEST LOOP MITSUBISHI	V212	1,165.7			899.8				265.9				
WEST MI CANCER CENTER	V133	412.8							412.8				
WEST MI TOYOTA DLR ASSN	T122	660.9			660.9								
WEST PALM NISSAN	V212	493.1			191.2				302.0				
WEST PENN ALGHNY HLT SYS	V133	725.2				355.8			369.4				
WEST SIDE MARKETPLACE	V346	396.3			396.3								
WEST SIDE VOLKSWAGEN	V213	439.2			436.7			2.5					
WEST SUBURBAN BANK CONSUMER SERVICES	B121	1,690.8			1,649.3		41.5						
WEST VA STATE LOTTERY	B314	735.8			154.3		158.3		423.2				
WEST VA STATE TP	T433	4,021.6	2,599.4		653.4		144.9		97.1		479.1		47.7
WEST VALLEY SUZUKI	V212	398.6			312.3				86.3				
WESTBROOK MARKET STORE	V346	681.8			681.8								
WESTBURY AUTO DLR	V219	935.8			935.8								
WESTCHESTER CARE/HM SVC	V134	280.9			241.2	39.7							
WESTCHESTER CNTY MED CTR	V133	381.5			290.9	90.6							
WESTCHESTER HEADACHE CTR	V133	393.1			393.1								
WESTCHESTER JEWELRY&COIN	V314	328.6			328.6								
WESTCHESTER SCION TOYOTA	V212	1,455.4			1,455.4								
WESTCHESTER TOYOTA	V212	394.1			394.1								
WESTCOR SHOPPING CENTERS	V620	699.0	108.4		101.9				488.7				
WESTCOTT MAZDA	V212	286.9			286.9								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WESTERN APPL SHWRM&SVC	V371	1,587.4			1,587.4								
WESTERN APPLIANCE STORE	V371	7,010.4			7,010.4								249.8
WESTERN AUTO STORES	V380	254.3					1.0		3.5				
WESTERN CAREER COLLEGE	G810	2,691.7							2,691.7				
WESTERN CULINARY INST	G840	1,139.4							1,139.4				
WESTERN DENTAL CTR&PLAN	V133	6,011.4			0.3		16.2		5,994.9				
WESTERN SCH/HEALTH & BUS	G810	1,048.2			0.3				1,047.9				
WESTERN UNION CONSUMER SERVICES	B229	4,852.0					1,584.6		2,828.4		439.0		
WESTERN UNION MONEY GRAM	B229	1,640.4					116.6						1,523.7
WESTERN UNION MONEY TRANSFER	B229	4,745.0					143.6						4,601.4
WESTERN UNION SERVICES	B229	1,016.5					382.2						634.3
WESTERN WA TOYOTA DA	T122	3,340.3			3,340.3								
WESTERN WAREHOUSE MEN & WOMEN	V311	323.8			323.8								
WESTERN&SOUTHERN FIN GRP CON SVC	B122	377.2			10.0			115.2			252.1		
WESTFALL ODELL MOTORS	V219	263.4			106.6				156.8				
WESTFIELD INS AGENCY	B430	262.1			37.2		5.5		219.4				
WESTGATE RESORT	T431	336.8					336.8						
WESTIME EXTRDNRY WTCH ST	V314	1,368.6	1,115.5		26.2	85.5	141.4						
WESTIN HOTELS	T431	19,934.7	13,972.7	1,186.3	606.1	1,053.3	3,044.7		71.5				
WESTIN HOTELS BAHAMAS	T432	344.7	123.7		113.9		107.1						
WESTIN HOTELS HI	T432	379.6	267.9		111.7								
WESTIN HOTELS LA CANTERA RESORT	T431	269.9	269.9										
WESTIN HOTELS WORLDWIDE	T432	1,105.6	651.2			454.4							
WESTIN RESIDENCES RE DEV	B452	289.0			2.3	286.7							
WESTINGHOUSE CP	G930	260.8							260.8				
WESTINGHOUSE TV	H511	250.4							250.4				
WESTLAKE ACE HARDWARE	V376	1,377.0			1,232.3		8.2		136.4				
WESTLAKE DERMATOLOGY	V133	480.2	480.2										
WESTLAKE HEARING AID CTR	V139	280.4			280.4								
WESTLB BANK INTL	B121	841.0	692.0			149.0							
WESTLUND AUTO DLR	V219	330.3			330.3								
WESTMINSTER MINT COINS DR	V859	2,521.1	108.6		1,916.5	496.0							
WESTOAKS CHRYSLER-DODGE	V211	428.9			428.9								
WESTON NISSAN LEASING	V212	436.9						436.9					
WESTPORT YACHT SALES	G430	2,743.5	2,743.5										
WESTPORT YACHTS	G430	833.1	833.1										
WESTRUM DEV CO RE	B452	407.2			295.1		112.1						
WESTSIDE CHEVROLET	V211	330.8			0.3				330.5				
WESTSIDE DODGE	V211	879.9			879.9								
WESTSIDE EST RE AGENCY	B451	457.7			457.7								
WESTWAY FORD	V211	1,516.7			1,240.9			275.8					
WESTWAY FORD RECRUITMENT	B912	347.5			347.5								
WESTWOOD CHRYSLER JEEP	V211	929.0			929.0								
WESTWOOD COLLEGE	G810	19,413.4			63.7			17,118.4	1,360.8	513.4			357.1
WESTWOOD COLLEGE ONLINE	G810	2,382.8						1,002.3	742.7	637.8			
WESTWOOD LINCOLN MERC	V211	788.7			788.7								
WET N WILD 3/KND/STCK &MEGA WNK MSCR	D140	661.5	661.5										
WET N WILD AMUSE PARK	T440	1,329.9					440.1		889.8				
WET N WILD BEAUTY PDTS	D190	351.5	351.5										
WET N WILD MEGA PLUMP LIP GLOSS	D120	352.4	352.4										
WET NATURALS LUBRICATING GEL	D558	1,097.3	1,097.3										
WET ONES ANTIBACTERIAL WIPES	D229	3,765.6	3,765.6										
WET ONES SENSITIVE SKIN MOIST WIPES	D229	3,149.9	3,149.9										
WET/WILD DMND BRLNC &WT/WLD RCK/PLSH	D120	1,341.6	1,341.6										
WETA TV STATION	B641	689.0			465.6	94.8	54.0						74.6
WETTERMARK HLND&KTH ATTY	V151	572.0					38.3		533.7				
WEYERHAEUSER BUILDING MATERIALS	H619	320.5	320.5										
WEYERHAEUSER CP	G930	4,586.4	2,580.1			556.2		38.0	29.5	5.4	1,377.2		
WFAA TV STATION	B641	2,664.7			2,194.1		470.6						
WFHM FM RADIO STATION	B630	432.8							432.8				
WFLD TV STATION	B641	323.5			83.5		240.0						
WFYI FM RADIO STATION	B630	461.9							461.9				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WFMZ TV STATION	B641	290.1			71.0		219.1						
WFNY FM RADIO STATION	B630	323.1			268.3		54.8						
WG&R FURNITURE STORE	V375	294.8							294.8				
WGBH TV STATION	B641	717.5	370.8		258.7								88.0
WGN AM RADIO STATION	B630	1,418.0			663.5				754.5				
WGN CABLE TV PROMO PAID PROMO	B642	661.5							3.2			604.8	53.4
WGN TV STATION	B641	5,396.1	205.8		4,683.9								506.4
WHACKED OUT SPORTS VAR VIDEOS DR	V873	1,567.5							6.0	91.7	1,469.8		
WHAM TV STATION	B641	351.4			351.4								
WHARTON SCHOOL	G850	588.7	407.6		15.1	166.0							
WHAT ABOUT BRIAN SERIES VIDEOS	H532	351.4									351.4		
WHATABURGER RESTAURANT	G320	17,998.1			43.0		3,247.1		12,466.7				2,241.3
WHATEVER SHE WANTS PLAY	V161	267.5							267.5				
WHATS COOKIN/RACHAEL RAY	B623	1,536.6	1,536.6										
WHATS FOR DINNER TONIGHT FOOD DR	V840	278.7			278.7								
WHATS GOING ON/OPRAH MAG	B623	4,143.5	4,143.5										
WHATSINSIDE.COM ONLINE	B670	5,154.6							2,583.8		2,570.8		
WHATOUTSIDEYOURWINDOW ONLINE	B451	282.5	282.5										
WHATSYOURMEDSTYLE.COM ONLINE	B549	479.3							23.5	1.8	35.6	418.3	
WHEATON FRNCSCN HLTHCR	V133	770.9					369.2		401.8				
WHEATONS WRLDWD MVG SVC	V179	252.7	252.7										
WHEEL WORKS TIRE DLR	V241	2,933.4			2,777.9				155.5				
WHEELBASE COMM BUS SVC	V129	3,367.9			3,367.9								
WHEELING ISLAND RCTRCK	V163	419.1					278.0		141.1				
WHEY PROTEIN GOOD2GO FRUIT SPLASH/MX	F420	408.1	408.1										
WHEY PROTEIN INSTANT SHAKE MIX	D543	332.2	332.2										
WHFS FM RADIO STATION	B630	1,088.3			839.0				249.3				
WHIRLPOOL CORP CP	B219	360.0							342.4		17.6		
WHIRLPOOL DISHWASHER	H214	4,193.4	617.0	3,576.5									
WHIRLPOOL MAJOR APPLIANCES	H219	1,927.9		767.2	38.0	1,122.7							
WHIRLPOOL MICROWAVE OVEN & RANGE	H212	767.2		767.2									
WHIRLPOOL REFRIGERATOR	H211	8,728.6		8,728.6									
WHIRLPOOL WASHER & DRYER	H213	14,268.6	449.1	12,617.4		1,028.0			174.1				
WHISKAS PURRFECTLY FISH POUCH CAT FD	G612	2,644.3									2,644.3		
WHISPER HEARING CENTER	V139	369.4			369.4								
WHISTLE DOWN THE WIND PLAY	V161	254.3			74.8					179.5			
WHISTLER BLACKCOMB/RSRT	T431	534.8	459.0		34.7					41.1			
WHISTLER BRITISH CLMB	T433	276.5			276.5								
WHISTLER BRITISH CLMB TP	T434	732.9	535.1		22.7					175.2			
WHISTLER RESORT ASSN TP	T434	609.2	466.5	27.2	115.4								
WHISTLER-BLACKCOMB MTN TP	T434	3,044.8	3,014.5							30.3			
WHISTLER-BLKCMB TRV AGN	T420	884.5	102.3		782.2								
WHITAKER LINCOLN MERC	V211	406.4			394.7					11.7			
WHITE BEAR ACURA SUBARU	V212	557.5			557.5								
WHITE BEAR DODGE	V211	300.7			268.2					32.5			
WHITE BEAR LINCOLN MERC	V211	584.7			584.7								
WHITE CASTLE FROZEN MICRO BURGERS	F260	2,439.9							2,439.9				
WHITE CASTLE RESTAURANT	G320	11,549.7			64.6		380.8		8,582.5				2,521.7
WHITE CHRISTMAS/MUSICAL PLAY	V161	353.7			41.8					311.9			
WHITE CLOUD BATHROOM TISSUE	H333	893.9	20.4							873.5			
WHITE DIAMONDS FRAGRANCE WOMEN	D180	3,389.4							1,888.8	15.4	889.8	595.5	
WHITE FLINT STN CONDO	B452	282.6			282.6								
WHITE HOUSE BLCK MKT STR WOMEN	V311	4,859.7	4,859.7										
WHITE HOUSE PPRPTS DEV	B452	304.0			304.0								
WHITE PLAINS HONDA	V212	1,250.9			1,250.9								
WHITE PLAINS HOSP MD CTR	V133	376.8	23.1		310.2	43.5							
WHITE STAR MEDIA ADV SVC	B651	7,498.0	7,283.7	214.3									
WHITE WATER POOLS & SPAS	V175	273.5		225.2	48.3								
WHITE-ALLEN AUTO DLR	V219	471.8			471.8								
WHITELIES.TV ONLINE	B670	251.1								251.1			
WHITES ELECTRONICS MISC DR	V859	16,287.3								377.2	106.3	15,803.8	
WHITFILL NURSERY	V358	738.4			702.8					35.6			

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WHITLOW CHEVROLET	V211	267.9			9.4				258.5				
WHITMANS CANDY	F510	313.7						77.0			236.7		
WHITNEY BANK CONSUMER SERVICES	B121	536.0					528.1		7.9				
WHITNEY MUSEUM/AMER ART	V166	426.6	250.8		17.3	158.5							
WHITNEY NATL BANK CONSUMER SERVICES	B121	338.1			338.1								
WHITTEN BROS CHRY JEEP	V211	281.1			66.6				214.5				
WHITTIER AUTO DLR	V219	417.1			417.1								
WHOLE BODY CLEANSE DIETARY SPLMNT	D543	1,023.1	715.2						60.2		247.7		
WHOLE FOODS MARKET	V345	2,874.5	285.0		2,011.0		386.2		164.4				28.0
WHOLE WORLD TRAVEL	T420	1,009.7			1,009.7								
WHOLESALE MTG LENDING CONSUMER SVC	B124	827.8			827.8								
WHOLESALE SUPERSTORE DLR	V219	518.6			518.6								
WHOS YOUR CADDY VIDEO	H532	341.7						11.9	1.1	76.6	142.9		109.2
WHOSENTHESHOW.COM ONLINE	B670	664.2							664.2				
WHTZ FM RADIO STATION	B630	414.3					410.7		3.5				
WHUR FM RADIO STATION	B630	360.0					360.0						
WHYI FM RADIO STATION	B630	514.7					1.8		512.9				
WI SIMONSON MERCEDES	V213	1,195.9			1,160.9		35.0						
WIC W INFNT CHD PRGM/PSA	B323	1,089.0							1,089.0				
WICANDERS FLOORING	H132	268.6	268.6										
WICKED PLAY	V161	3,894.1	284.2		47.8		677.3		2,494.7				390.1
WICKES FURN WRHS&SHWRM	V375	18,452.4			4,906.4				13,368.2				177.8
WIDE EYE LIQUEUR	F722	2,040.0	1,972.7				67.3						
WIDE WORLD OF CARS BMW	V213	675.3			558.8	116.4							
WIDE WORLD/GLF&TNS STR	V365	266.3			255.0		5.1		6.2				
WIENERSCHNITZEL REST	G320	4,081.3							3,974.7		1.1		105.6
WIGDER CHEVROLET	V211	366.8			366.8								
WIGGLES GETTING STRONG VIDEO	H532	353.8	82.0						3.9	52.6	215.2		
WIGGLES PRS AP	V161	285.5			11.4				235.8				38.3
WIHT FM RADIO STATION	B630	609.2							609.2				
WILD ADVENTURES THEME PK	T440	497.2					46.5		450.7				
WILD AMERICA SERIES VAR VIDEOS DR	V873	360.8							0.8	89.6	270.4		
WILD AMERICAN SHRIMP	F334	470.6									470.6		
WILD BIRDS UNLTD STORE	V354	337.1	30.6		205.3		8.6		92.6				
WILD DUNES RESORT	T431	323.0	323.0										
WILD HOGS VIDEO	H532	8,862.6						5,819.1	157.5	611.9	2,274.1		
WILD HORSE PASS CASINO	V169	684.1			155.3				528.8				
WILD OATS NAT FOODS&PDTs	V346	1,315.8			1,315.8								
WILD PLANET HYPER DASH GAME	G549	627.1							1.2		625.9		
WILD PLANET PURSE PALS INTRCTV DOLLS	G549	1,446.8						227.2	1.0		1,218.6		
WILD PLANET SPY GEAR RC SPY VIDEO CR	G543	1,224.3						112.1	0.0		1,112.2		
WILD PLANET SPY GEAR TR-LNK ALRM SYS	G549	394.9									394.9		
WILD PLANET VERTICON TOYS & ACCESS	G549	268.1							0.3		267.9		
WILD RIDGES RE DEV	B452	440.9			36.9	404.0							
WILD TURKEY BOURBON WHISKEY	F711	1,621.1	1,554.4		21.6		38.2						7.0
WILD WEST MUSIC SUMMIT	G820	267.4	267.4										
WILDE SCION TOYOTA	V212	940.6			940.6								
WILDE TOYOTA	V212	446.7			309.4				137.3				
WILDERNESS CLUB RE DEV	B452	673.0		520.6	17.2	135.2							
WILDERNESS TERRITORY RST	T431	515.4							515.4				
WILDERNESS TRTRY WTRP RS	T431	356.5			356.5								
WILDFIRE PREVENTION/PSA	B323	1,138.5							707.7		430.8		
WILDFLOWER RE DEV	B452	1,143.7				1,095.3							48.5
WILDLIFE EXPERIENCE MSM	V166	343.3			104.6				238.7				
WILDLIFE WORLD ZOO	V166	478.8			169.9				308.9				
WILENS & BAKER ATTY	V151	2,055.1					276.8		1,778.4				
WILEY BON APPETIT COOKBOOK BK	B610	304.9	304.9										
WILEY ONLY THREE QUESTIONS/CNT	B610	345.7	8.4		254.4	82.9							
WILEY VAR BOOKS	B610	1,007.4	248.6	29.6	457.2	271.9							
WILKERSON JEWELERS	V314	331.7			265.6			43.3		22.8			
WILKES & MCHUGH ATTY	V151	1,258.6						13.5		1,245.1			
WILKIE LEXUS	V212	516.1			483.1				33.0				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WILKINS MAZDA	V212	1,250.2			1,250.2								
WILL & GRACE SERIES VIDEOS	H532	646.3	646.3										
WILL ROGERS INST/PSA	B323	41,774.4							41,482.1	292.3			
WILLHITE MTRS&FURN STR	V375	254.6			254.6								
WILLIAM ARTHUR STATIONERY	B722	427.7	427.7										
WILLIAM BEAVER HOUSE DEV	B452	2,062.6	417.4	953.8	65.0	626.4							
WILLIAM C SMITH & CO DEV	B452	708.4			708.4								
WILLIAM E WOOD&ASC RLTY	B451	1,377.8			1,336.1			21.0		20.6			
WILLIAM H JACKSON ATTY	V151	391.3								391.3			
WILLIAM LYON RE DEV	B452	1,510.6			1,239.7			270.9					
WILLIAM MATTAR ATTY	V151	1,565.3								1,565.3			
WILLIAM MCBRIDE ATTY	V151	543.5								543.5			
WILLIAM MORROW VAR BOOKS	B610	957.8			9.1	764.6	3.4						180.8
WILLIAM PATERSON UNIV	G810	526.8				367.5	159.2						
WILLIAM RAVEIS REALTY	B451	1,355.3				1,126.8	57.9	170.6					
WILLIAM RVS RE MTG&INS	B451	267.7				267.7							
WILLIAM RYAN HMS RE DEV	B452	579.5				50.5	529.0						
WILLIAMS BROS BUILDERS	V171	321.9				321.9							
WILLIAMS HONDA	V212	268.4				130.1				138.2			
WILLIAMS MARKETING RE	B451	1,297.0				1,297.0							
WILLIAMS&WILLIAMS ACTNR	V122	258.1				255.9	2.2						
WILLIMSBURG FORD LNC MR	V211	476.5				476.5							
WILLIAMSBURG VA TP	T433	2,736.8	141.9			79.6				2,515.2			
WILLIAMSON CAD HUMMER	V211	762.7				539.0				223.6			
WILLIAMSON CAD HUMMER LEASING	V211	409.6								409.6			
WILLIAMS-SONOMA STORE	V379	2,582.3	2,412.3			139.9	30.1						
WILLIS FURNITURE STORE	V375	381.9				226.8				155.2			
WILLOUGHBY'S ELECT STR	V361	1,228.7				919.3	309.4						
WILLOW FINANCIAL BANK CONSUMER SVC	B121	516.4				482.2							
WILMINGTON DE TP	T433	263.6	241.6			22.0							
WILSHIRE HOME ENTER CTR	V361	304.7				304.7							
WILSON CNTY BUICK CHEV	V211	466.2				466.2							
WILSON K TENNIS RACKET	G470	1,622.4	1,622.4										
WILSON STAFF GOLF CLUBS	G460	915.9	915.9										
WILSONART HD LAMINATE COUTERTOPS	H619	502.5											
WILSONS FARMS STORE	V346	675.7				675.7							
WILSONS HOME IMPRVMNT CO	V171	266.6											
WILSONVILLE TOYOTA	V212	553.0											
WILV FM RADIO STATION	B630	796.9											
WIMBLEDON LIVE ONLINE	B680	1,012.4											
WIMBLEDON.ORG ONLINE	B670	494.4	188.5										
WIN KELLY AUTO	V219	1,503.0				1,496.5							
WINCHESTER AMMUNITION	G420	459.1	416.2			4.6							
WINCHESTER HOMES	B452	383.3				383.3							
WINCHESTER LITTLE CIGARS	G220	1,069.5	1,069.5										
WINCHESTER RIFLES	G420	290.0	228.0										62.0
WINCO FOOD STORE	V346	530.6				79.7							
WIND AM RADIO STATION	B630	665.8											
WIND RIVER SPAS STORE	V376	484.0				476.0	8.0						
WINDER FARMS VAR FOOD PDTS	F900	429.8											
WINDERMERE EXCLSV PRPRTS	B451	271.3				271.3							
WINDERMERE RE DEV	B452	12,925.0				12,853.6			49.9				
WINDERMERE REALTY	B451	387.8				349.5							
WINDERMERE RYNS CO RLTY	B451	802.9				802.9							
WINDEX ANTIBACTERIAL GLASS&SRFC CLNR	H430	16,987.4											
WINDEX GLASS CLEANER	H430	15,114.1											
WINDMILL RESERVE/WESTON	B452	418.5				418.5							
WIN-DOR HOME CENTER	V376	710.0				710.0							
WINDORPHINS.COM ONLINE	B549	1,653.3	1,378.9			193.3	81.2						
WINDOW DEPOT	V376	611.6				515.1							
WINDOW DEPOT USA STORE	V376	748.1				680.9							
WINDOW FASHIONS/TX STORE	V374	250.7				250.7							

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WINDOW NATION STORE	V376	372.5			372.5								
WINDOW WIZARDS HOME CTR	V376	720.1			720.1								
WINDOW WORLD & SIDING CO	V376	338.3			338.3								
WINDOW WORLD CENTER	V374	13,197.3			9,897.4		348.9		2,951.0				
WINDOW WORLD OF KS CITY	V376	279.7			279.7								
WINDOW WORLD SHOWROOM	V376	351.9							351.9				
WINDOW WORLD STORE	V376	1,518.0			1,481.4		36.6						
WINDOW WORLD/CHCGLND HM	V376	312.4			312.4								
WINDOW WRLD/TDWTR HM CTR	V376	354.9			354.9								
WINDOWWIZARDS CO	V171	650.8							650.8				
WINDOWWIZARDS&MORE CONTR	V171	383.5			383.5								
WINDOWS DRS&MR DSGN CTR	V376	1,130.7			1,130.7								
WINDOWS PLUS CONTRACTOR	V171	266.3			266.3								
WINDSOR JEWELERS	V314	540.1			48.4	243.3	151.6		96.8				
WINDSOR LASER EYE INST	V133	290.7					108.9		181.8				
WINDSOR MEDICARE EXTRA	B412	1,278.7				9.0			1,269.7				
WINDSTAR SAIL CRUISES	T412	1,265.0	1,265.0										
WINDSTREAM COMMUNICATION	B260	1,669.1			511.8		443.4						713.9
WINDSTREAM COMMUNICATION CP	B260	3,297.9											3,297.9
WINDSTREAM ISP	B225	3,168.0			3.5				3,164.5				
WINDSTREAM ISP/PHONE	B250	287.5							287.5				
WINDSTREAM ISP/PHONE/TV	B250	787.0					128.5		658.5				
WINDSTREAM SATELLITE SERVICE	B242	1,342.2			23.2				1,319.1				
WIND-UP FINGER ELEVEN THEM/YOU/M	H531	470.8	150.8						46.7		273.3		
WIND-UP SEETHER ONE COLD NIGHT	H531	285.1	285.1										
WINE CENTERS OF NJ	V341	286.4			286.4								
WINE ENTHUSIAST MULTI-PDTS DR	V899	3,542.2			3,542.2								
WINE ENTHUSIAST STORE	V341	262.6			4.1	258.6							
WINE FACTORY OUTLET	V341	260.0			260.0								
WINE LIBRARY STORE	V341	297.9			79.5		218.4						
WINE SPECTATOR MAGAZINE	B623	2,747.9			747.5	2,000.4							
WINE STYLES BP	B911	376.3	376.3										
WINES FROM ARGENTINA WINE	F620	348.0	348.0										
WINES FROM CHILE WINE	F620	417.6	417.6										
WINES FROM SPAIN WINE	F620	542.6	542.6										
WING STOP RESTAURANT	G320	1,251.2			43.7		298.9		902.6				5.9
WINGATE BY WYNDHAM	T431	2,262.2	922.7		2.7	804.3	532.5						
WINGERS RESTAURANT	G310	361.1							361.1				
WINKFLASH DEVELOPING CO	V152	767.4	767.4										
WINKFLASH.COM ONLINE	V152	408.1	408.1										
WINMARK CORP BP	B911	1,207.1	293.9			913.2							
WINMARK HOMES	B452	293.5					81.8		211.8				
WINN DIXIE FOOD STORES	V345	12,047.4			1,648.7		202.7		10,133.0				63.1
WINN GOLF GRIPS	G460	4,793.4	4,211.1							582.2			
WINN LIQUID DETERGENT	H422	255.2	255.2										
WINNER FORD	V211	1,107.5			1,107.5								
WINNIE COUTURE BRIDAL GOWNS WOMEN	A130	340.8	340.8										
WINNING EDGE INFO SVC	V129	421.4								421.4			
WINSLOW MANAGEMENT CO FUNDS	B125	800.7	800.7										
WINSTAR CASINO	V169	3,021.9			971.2		882.7		1,168.0				
WINSTON & STRAWN ATTY	V151	1,252.5	446.8			805.7							
WINTER ANTIQUES SHOW	V164	353.8	239.3			114.5							
WINTER AUTO DLR	V219	3,155.1			3,155.1								
WINTERGREEN RESORT	T431	771.5	231.3		479.0		19.1		33.1		9.0		
WINTERS & YONKER ATTY	V151	1,713.8					193.4		1,520.4				
WINTERS YONKER&RSL ATTY	V151	1,245.8							1,245.8				
WINTERTHUR MUSEUM	V166	285.2	24.6		243.1	4.8	12.8						
WINTHROP-UNIVERSITY HOSP RECRUITMENT	B912	693.6			660.9	32.6							
WINTUK PLAY	V161	299.5	48.3	251.1									
WIOQ FM RADIO STATION	B630	255.8					255.8						
WIRED MAGAZINE ONLINE	B623	1,759.8	1,759.8										
WIRED NEXTFEST	B623	1,389.8	1,283.9	72.7	33.2								

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WIRELESS BY MGM BROKER	B229	288.9			288.9								
WIRELESS CENTRAL STORE	V329	1,563.6			1,563.6								
WIRELESS DEPOT STORE	V329	1,559.8			1,559.8								
WIRELESS ONE COMM STORE	V329	266.6			259.6								7.0
WIRELESS TO GO CELL STR	V329	550.1			550.1								
WIRELESS TOYZ CELL STR	V329	358.2			213.8		95.2		8.7				40.5
WIRELESS WORLD CELL STR	V329	991.6			991.6								
WIRTH BUSINESS CREDIT BP	B911	410.0	153.6			256.4							
WISCONSIN CHEVROLET DA	T121	767.8			767.8								
WISCONSIN DELLS WI TP	T433	1,408.3			7.1		86.5		1,314.7				
WISCONSIN GAMING FOR WI	B329	375.2							375.2				
WISCONSIN MILK MKTG BRD BUTTER	F311	2,647.0	2,647.0										
WISCONSIN MILK MKTG BRD CHEESE	F312	4,105.4	4,082.5						23.0				
WISCONSIN SKI TP	T433	355.2							355.2				
WISCONSIN STATE FAIR	V166	367.8			297.2		70.6						
WISCONSIN STATE LOTTERY	B314	1,632.9			61.6		225.7		1,345.6				
WISCONSIN STATE TP	T433	9,142.5	541.6		7,275.7		73.8		1,251.4				
WISDOMTREE INVESTMENTS CONSUMER SVC	B122	550.2	22.7								527.5		
WISDOMTREE INVESTMENTS FUNDS	B125	1,268.5	1,268.5										
WISE BUY PUBLICATION	B629	11,247.1			11,247.1								
WISEMAN-HUGHES HOMES	B452	470.3			258.7		211.6						
WISH GONE AMISS VIDEO	H532	468.2							6.5	233.6	228.1		
WISH TV STATION	B641	408.6			302.3		106.3						
WISH-BONE SALAD DRESSING	F130	1,336.6	592.4	744.1									
WISH-BONE SALAD SPRTZRS SALAD DRNSG	F130	17,742.0	5,377.0	475.0					7,215.5	137.9	2,518.8	2,017.8	
WISK LIQUID LAUNDRY DETERGENT	H422	535.8	494.0									41.8	
WISKMOM.COM ONLINE	H422	378.0	378.0										
WISTEDS SUPERMARKET	V346	677.4			677.4								
WISX FM RADIO STATION	B630	730.9							730.9				
WITH LOVE HILARY DUFF FRAG W&LOTION	D180	623.0	623.0										
WITH LOVE HILARY DUFF FRAGRANCE W	D180	1,850.4	1,289.9								560.5		
WITHERS PRESERVE RE DEV	B452	487.9	450.0		37.9								
WITHOUT PREJUDICE PAID PROMO	B642	263.7							263.7				
WITT LINCOLN MERCURY	V211	652.6			651.7				0.9				
WITTNAUER WATCHES	A520	3,028.2	3,021.0						7.2				
WIX AUTOMOTIVE FILTERS	T144	282.4	273.8								8.6		
WIX OIL FILTER	T144	529.3	529.3										
WIXON JEWELERS	V314	809.9	22.3		761.0	3.4			23.2				
WIZARDS/COAST MAGIC/GATHERING CRD GM	G512	290.2	72.7								217.5		
WIZE EYES OUTLET	V135	853.0			853.0								
WIZETRADE STOCK TRADING WORKSHOP	G820	1,643.7			1,464.6	160.3			18.8				
WJAR TV STATION	B641	289.7					289.7						
WJMK FM RADIO STATION	B630	410.2					214.0		196.2				
WJYS TV STATION	B641	481.8					481.8						
WKHX FM RADIO STATION	B630	435.8					321.1		114.7				
WKKT FM RADIO STATION	B630	427.9							427.9				
WTKI FM RADIO STATION	B630	359.5			105.5				254.0				
WKTU FM RADIO STATION	B630	742.3			0.3		493.0		248.9				
WL LANDAU'S CARRIAGE HOUS	V375	405.3			405.3								
WLIT FM RADIO STATION	B630	1,203.7						181.5	1,022.2				
WLNY TV STATION	B641	864.8			844.0		20.8						
WLTW FM RADIO STATION	B630	677.2							677.2				
WM FINANCIAL CONSUMER SERVICES	B630	4,373.4						57.2	4,316.2				
WMC ISSUES MBLZTN CNCL	B129	3,761.9			0.3		3,761.6				492.4		
WMGC FM RADIO STATION	B630	448.4			129.9		125.0		193.5				
WMGK FM RADIO STATION	B630	301.3							301.3				
WMIB FM RADIO STATION	B630	342.9			122.7		220.2						
WMJX FM RADIO STATION	B630	301.3								301.3			
WMKK FM RADIO STATION	B630	770.3							89.6	680.7			
WMMJ FM RADIO STATION	B630	278.3								278.3			
WMMR FM RADIO STATION	B630	351.6			25.2		26.9		299.5				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WMTX FM RADIO STATION	B630	336.7							336.7				
WNBA/W NATL BSKTBL ASSN	V163	3,022.5	123.0	275.6	28.8	168.6	101.3	415.6	282.8		1,626.8		
WNEW FM RADIO STATION	B630	2,738.3							2,738.3				
WNIC FM RADIO STATION	B630	257.5							257.5				
WNJA FM RADIO STATION	B630	378.6					4.2		374.4				
WNYW TV STATION	B641	498.0					498.0						
WOGL FM RADIO STATION	B630	280.8					55.2		225.6				
WOJO FM RADIO STATION	B630	2,792.6							2,792.6				
WOLF BRAND CHILI	F260	367.6							367.6				
WOLF CAMERA & VIDEO SHOP	V361	2,511.6			1,077.0				1,434.6				
WOLF CAMERA & VIDEO SHOP & RITZ CMR	V361	817.0							463.8		353.2		
WOLF CREEK ESTATES	B452	279.2			279.2								
WOLF FURNITURE STORE	V375	2,402.3				130.7		28.8		2,242.8			
WOLF MAJOR APPLIANCES	H219	1,811.0	1,811.0										
WOLF RANGE	H212	1,170.7	1,170.7										
WOLF RANGES & STOVES	H212	1,406.2	203.7						281.5	11.6		909.3	
WOLF TRAP THEATER	V161	1,126.1				825.2				300.9			
WOLMANIZED LUMBER	H612	306.6	306.6										
WOLVERINE BOOTS & JACKETS MEN	A310	333.8	333.8										
WOLVERINE BOOTS & RTW MEN	A310	2,258.0	2,258.0										
WOLVERINE BOOTS WOMEN	A310	355.6	355.6										
WOLVERINE FUR CO STORE	V312	288.8				288.8							
WOLVERINE SHIRTS & WORK BOOTS MEN	A141	501.2	501.2										
WOMAN WITHIN APPAREL WOMEN DR	V810	2,101.2	2,101.2										
WOMANS DAY MAG CRAFTS DR	V851	434.1	434.1										
WOMANS DAY MAG HOUSEHOLD DR	V872	658.0	658.0										
WOMANS DAY MAG MULTI-PDTS DR	V899	703.6	703.6										
WOMANS DAY MAG ONLINE	B623	610.2	610.2										
WOMANS DAY MAG PRINTED PDTS DR	V829	468.3	468.3										
WOMANS DAY MAG SWEEPSTAKES	B623	892.3	892.3										
WOMANS DAY MAG VAR BOOKS DR	V823	254.0	254.0										
WOMBLE CARLYLE/RC ATTY	V151	445.1			49.8	262.8			26.3				106.2
WOMEN & CO FIN PLANNING CONSUMER SVC	B129	4,355.7	3,739.1			616.5							
WOMEN ENTRPRNRS 07/CNTRY	B623	402.9	402.9										
WOMEN IN CHARGE CONFERENCE	G820	344.9	344.9										
WOMEN OF POWER SUMMIT	G820	371.7	294.5						0.8	76.4	0.0		
WOMEN WHO/SHAPING/WORLD SUMMIT	G820	970.5	970.5										
WOMENOFWORTH.COM ONLINE	D190	914.6	914.6										
WOMENS HEALTH MAGAZINE ONLINE	B623	687.2	687.2										
WOMENS HEALTH MAGAZINE SWEEPSTAKES	B623	440.2	440.2										
WOMENS HEALTH MAGAZINE VAR VIDEOS	H532	334.5	334.5										
WOMENS HOSPITAL OF TX	V133	312.9							312.9				
WOMENS MARKETING INC CP	B651	2,978.2	2,978.2										
WOMENS MKTG&SPORTS INC	B651	129,237.9	129,050.3	187.6									
WOMENS WORKOUT WORLD	D800	325.0				1.0				324.1			
WONDER PETS SAVE/UNICORN VIDEO	H532	299.9	299.9										
WONDER WINDOWS HOME CTR	V376	459.4			459.4								
WONDRIES SCION TOYOTA	V212	1,926.6			1,926.6								
WONKA EGG HUNT & GOLDEN EGG CANDY	F510	533.1	533.1										
WONKA LAFFY TAFFY CANDY	F510	1,298.9	188.0						170.0	3.2	93.1	844.7	
WONKA NERDS & WONKA NERDS ROPE	F510	1,991.7							196.0	3.1	171.9	1,620.6	
WOOD FRIEDMAN MACFADYEN	V151	1,266.2			1,266.2								
WOOD KINGDOM TOY STORE	V363	264.8			260.1	4.7							
WOOD MAGAZINE PRINTED PDTS DR	V829	303.7	303.7										
WOOD MONSTERS FLRG STR	V373	320.1			270.3					49.8			
WOOD WORKERS BOOK CLUB DR	V823	455.6	455.6										
WOODWARD OUTDOOR FURNITURE	H121	314.0	314.0										
WOODBRIDGE HM EXTR CONTR	V171	363.4								363.4			
WOODBRIDGE WINE	F620	7,011.5	6,984.7						26.8				
WOODBURY COMMON PRM OTLT	V620	1,628.2	565.0	45.7	158.4	247.0				612.1			
WOODBURY RE DEV	B452	303.9			303.9								
WOODCRAFT SUPPLY STORE	V171	324.2	324.2										

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WOODFIELD CHEV HUMMER	V211	250.7			250.7								
WOODFIELD CHEVROLET	V211	283.4			283.4								
WOODFIELD FORD	V211	2,321.1			2,321.1								
WOODFIELD MALL	V620	521.6							521.6				
WOODFIELD NISSAN	V212	3,625.3			3,619.3				6.1				
WOODFORD RESERVE BOURBON WHISKEY	F711	2,269.3	2,181.9		79.5		7.9						
WOODHOUSE AUTO DLR	V219	1,591.0			1,550.5				40.6				
WOODHOUSE CHRY DODGE FRD	V211	425.7			425.3				0.4				
WOODLAND FURNITURE STORE	V375	342.0	342.0										
WOODLAND HILLS CAMERA	V361	263.2			263.2								
WOODLAND POWER PDT\$ LWN&GRDN PDT\$ DR	V853	6,987.6	201.2						51.7	495.4	6,219.2		
WOODLANDS COMMUNITIES	B452	399.6							399.6				
WOODLANDS RE DEV	B452	496.1	77.4		240.1	40.7	137.9		0.1				
WOODLEYS FINE FURN STORE	V375	2,068.2			1,153.7		37.3		877.3				
WOODMASTER TOOLS HOME&BLDNG PDT\$ DR	V879	531.5	531.5										
WOODMEN OF THE WORLD ORG	B329	349.2					100.8		248.4				
WOOD-MODE FN CSTM CBNTRY	V171	1,075.6	1,071.5		4.1								
WOOD-MODE KITCHEN CABINETS	H619	1,307.3	1,259.7		2.8				44.8				
WOODS & WOODS ATTY	V151	277.5							277.5				
WOODSTOCK FURN OUTLET	V375	325.8			7.4				318.4				
WOODSTOCK INTL INC HOME&BLDNG PDT\$ DR	V879	531.5	531.5										
WOOLITE FABRIC WASH LIQUID	H421	5,450.0						2,832.6	428.5	340.1	1,848.8		
WOOLITE FOR ALL COLORS LIQ LNDRY DET	H422	4,790.4						2,180.6	381.5	457.2	1,771.2		
WOOLITE POD CLEANING SYSTEM	H449	6,004.4	403.6					670.8	10.3	321.2	4,598.5		
WOOLRICH FURNITURE	H121	1,183.8	1,183.8										
WOOLRICH RTW WOMEN	A190	322.1	322.1										
WOR AM RADIO STATION	B630	364.1			364.1								
WORDS ARE POWER/PSA	B323	311.6						311.6					
WORK AT HOME INSTITUTE BP	B911	17,605.5							39.7		17,565.9		
WORK SHARP SHARPENER	H624	287.9	287.9										
WORKERS COMP ATTY	V151	413.4							413.4				
WORKERS COMP FUND/UT	B315	355.5			89.0					266.5			
WORKING MEDIA GROUP ADV	B651	702.3	702.3										
WORKING TODAY EMP SVC	B913	779.0					779.0						
WORLD BEAT/NATL GEO	B623	1,291.0	1,291.0										
WORLD BUSINESS 2007 FORUM	G820	795.9	241.2			554.7							
WORLD BUSINESS FORUM	G820	252.1			222.0	30.1							
WORLD CAR AUTO	V219	1,478.6			1,478.6								
WORLD CAR CENTER	V219	1,007.0			876.0				130.9				
WORLD CAR HYUNDAI	V212	1,736.7			185.3				1,551.4				
WORLD CAR KIA	V212	1,746.9			110.6				1,636.2				
WORLD CAR MAZDA	V212	622.3			170.0				452.3				
WORLD CAR NISSAN	V212	901.0			221.0				680.1				
WORLD CLASS DRIVING	V163	1,746.6	1,746.6										
WORLD DIVERSITY ADVERTORIAL	V159	418.8				418.8							
WORLD FOOD PROGRAM/PSA	B323	619.3							121.5		497.8		
WORLD FORD	V211	315.5			251.7		31.4		32.4				
WORLD GOLD COUNCIL JEWELRY	A510	12,165.0	12,165.0										
WORLD GOLF CHAMPIONSHIP	V163	1,156.8	464.6		190.6			134.5	153.9		213.1		
WORLD GOLF HALL OF FAME	V166	680.2					87.9	20.0	22.0		550.3		
WORLD GOURMET BFT REST	G310	411.6			411.6								
WORLD HEALTH CARE CONGRESS	G820	260.7				260.7							
WORLD IMPORTS	V219	258.6			258.6								
WORLD INDUSTRIES SKATEBOARDS	G490	314.0	314.0										
WORLD INNOVATION FORUM	G820	387.1	148.5			238.6							
WORLD KIA	V212	267.4			50.2				217.3				
WORLD MARKET CENTER	V620	952.2					35.7						916.5
WORLD MARKET PLACE STR	V346	10,752.7			10,752.7								
WORLD MARKET STORE	V346	414.4			414.4								
WORLD MARKET WINE STORE	V341	2,518.4			2,518.4								
WORLD MONEY SHOW	V164	254.0	254.0										
WORLD OF DECOR FURN STR	V375	525.0			464.9		58.7		1.5				

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WORLD OF LIQUOR STORE	V341	290.6			290.6								
WORLD OF RUGS STORE	V373	478.5			252.5				226.0				
WORLD OF WINDOWS STORE	V376	1,183.2			1,007.4				175.8				
WORLD RSRV MNTRY EXCHNG COINS DR	V859	6,041.4			2,437.9	3,603.5							
WORLD RSRV MNTRY EXCHNG PRNTD/DR	V829	1,015.1			252.3	762.8							
WORLD RSRV MNTRY EXCHNG STAMPS DR	V859	39,080.9			38,509.3	571.5							
WORLD SAVINGS BANK CONSUMER SERVICES	B121	17,730.2			17,621.4	108.9							
WORLD SCION TOYOTA	V212	778.4			778.4								
WORLD SERIES/PKR TRNMNT	V163	2,565.1			6.4	1,550.6			0.2		1,008.0		
WORLD TEAM TENNIS	V163	280.3	163.0	108.6					7.7		1.0		
WORLD TOYOTA	V212	601.9			294.2				307.8				
WORLD VIDEO STORE	V362	430.8			396.6		34.2						
WORLD WILDLIFE FUND	B322	7,179.7	2,815.3	4,364.4									
WORLD WILDLIFE FUND/NATR	B322	372.7							135.2		237.5		
WORLD WILDLIFE FUND/PSA	B323	1,666.4							1,479.9	185.1	1.4		
WORLD/CRPT ON FLR&HM CTR	V373	374.7			374.7								
WORLDWINDOWS & SIDING	V171	405.8			405.8								
WORLDS BGST PLYGRP/BY TL	B623	264.0	264.0										
WORLDS FINEST CHOC/STR	V349	260.3			260.3								
WORLDS OF FUN AMUSE PARK	T440	621.3			59.0		75.4		487.0				
WORLDS TGHST RD/VAR SPON	V163	320.3								320.3			
WORLDWIDE RE AGENCY	B451	389.2			389.2								
WORLDWIDE WHSL FLR CVRG	V373	675.2			516.3	158.9							
WORRY FREE VACATIONS	T420	4,998.5			4,973.8				24.7				
WORTH COLLECTION LTD STR WOMEN	V311	1,169.1	1,160.2		8.8								
WORTHINGTON DODGE	V211	1,357.9			2.7				1,355.2				
WORTHINGTON FORD	V211	1,851.1							1,851.1				
WOUNDED WR PRJCT ORG/PSA	B323	445.7							333.5		112.3		
WOW WEE FLYTECH RC DRAGONFLY	G543	2,522.0							242.8	0.4	2,278.8		
WOW WEE ROBOPANDA ELECT TOY	G549	772.5								12.5	539.6	220.4	
WOW WEE ROBOQUAD ELECT TOY	G543	978.5							56.8			921.7	
WPHL TV STATION	B641	301.0					301.0						
WPLJ FM RADIO STATION	B630	852.9			102.6					750.3			
WPOZ FM RADIO STATION	B630	390.4					369.0			21.4			
WPNN FM RADIO STATION	B630	531.9									531.9		
WQBA AM RADIO STATION	B630	273.6									273.6		
WQDR FM RADIO STATION	B630	415.0									415.0		
WQHT FM RADIO STATION	B630	262.0					262.0						
WQIK FM RADIO STATION	B630	293.4			6.8		84.4			202.2			
WQXR FM RADIO STATION	B630	1,542.8				1,542.8							
WRAL FM RADIO STATION	B630	425.6									425.6		
WRANGLER HOME FURNITURE	H121	3,569.1	3,568.5								0.6		
WRANGLER JEANS FAMILY	A142	1,140.4			6.0				51.4	4.9		1,078.1	
WRANGLER JEANS MEN	A142	28,030.1	8,366.9	2,064.6					9,857.2	4.2		7,650.8	86.3
WRANGLER JEANS MEN & WOMEN	A142	345.7									175.2		170.6
WRDU FM RADIO STATION	B630	504.4									504.4		
WRDW FM RADIO STATION	B630	809.9									809.9		
WRECKING BALM TATTOO REMOVAL CREAM	D559	791.5	661.1	44.7		80.7						5.0	
WRENTHAM VILLAGE PREM OT	V620	830.3			447.4		70.8			265.4			46.7
WRIGHT AUTO DLR	V219	2,291.1			2,291.1								
WRIGHT BUSINESS SCHOOL	G810	589.0									589.0		
WRIGHT STATE UNIVERSITY	G810	271.8			197.0						57.0		
WRIGHTSVILLE BEACH NC TP	T433	1,327.4	34.7								31.5		1,261.2
WRIGLEY EXTRA SPEARMINT SUGAR FR GM	D800	290.4	290.4										
WRIGLEYS 5 SUGAR FREE GUM	F520	19,757.6	2,621.2						6,941.9	192.8	3,720.7	6,281.0	
WRIGLEYS BIG RED GUM	F520	869.4	754.0		45.4	58.1	12.0						
WRIGLEYS ECLIPSE BG E PK SUGAR FR GM	F520	3,569.9	3,569.9										
WRIGLEYS ECLIPSE FUSION SUGAR FR GM	F520	9,445.1	2,703.1						3,726.8	5.1	527.5	2,482.5	
WRIGLEYS ECLIPSE SUGAR FREE GUM	F520	7,587.2							3,215.7	94.8	1,891.0	2,349.7	36.0
WRIGLEYS EXTRA &ORBIT SUGARFREE GUMS	F520	3,090.4	3,090.4										
WRIGLEYS EXTRA SUGAR FREE GUM	F520	28,834.2	5,866.1						11,740.6	536.0	4,245.8	6,445.6	
WRIGLEYS GUMS	F520	4,677.3			81.2		2,145.4	1,039.7			1,356.0		55.0

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WRIGLEYS ORBIT SUGARLESS GUM	F520	37,250.4	4,946.2					16,078.6	980.3	5,023.2	9,991.5	230.6	
WRIGLEYS ORBIT WHITE SUGARFREE GUM	F520	5,074.5	5,074.5										
WRKO AM RADIO STATION	B630	491.8			491.8								
WRMF FM RADIO STATION	B630	321.0			46.3				274.7				
WRQX FM RADIO STATION	B630	450.8							450.8				
WRRK FM RADIO STATION	B630	364.7							364.7				
WRTO AM RADIO STATION	B630	1,188.2							1,188.2				
WRTO FM RADIO STATION	B630	780.0							780.0				
WRVA FM RADIO STATION	B630	411.9				33.9			378.1				
WSB AM RADIO STATION	B630	747.6			341.0			391.6		15.0			
WSB FM RADIO STATION	B630	661.1								661.1			
WSJ MENTORING PROGRAM ONLINE	G840	1,862.6				1,862.6							
WSJMARKETS.COM ONLINE	B670	3,798.8				3,798.8							
WSKQ FM RADIO STATION	B630	1,327.2			205.1				1,122.1				
WSNY FM RADIO STATION	B630	329.1							329.1				
WSPA WRLD SOC/PRTN/ANM	B322	413.5							6.2		407.4		
WSRV FM RADIO STATION	B630	737.2							737.2				
WTLT FM RADIO STATION	B630	286.9							286.9				
WTMJ AM RADIO STATION	B630	271.7			129.5				142.2				
WTMX FM RADIO STATION	B630	992.1			25.9			966.3					
WTOO FORMAL GOWNS WOMEN	A130	482.6	482.6										
WTOO FORMALWEAR WOMEN	A130	338.5	338.5										
WTOP FM RADIO STATION	B630	1,085.6			687.2				398.4				
WUBL FM RADIO STATION	B630	1,198.7							1,198.7				
WUBL RADIO STATION	B630	340.5					340.5						
WUSA TV STATION	B641	1,839.5				1,272.9						566.5	
WUSTHOF CUTLERY	H231	912.7	912.7										
WUSV FM RADIO STATION	B630	253.6							253.6				
WW NORTON VAR BOOKS	B610	421.6	19.8		86.8		315.0						307.7
WWE PAY-PER-VIEW	B642	307.7											
WWE WORLD WRESTLING MTCH	V163	802.5	332.6		63.3	48.6		23.9	304.1	5.8	24.2		
WWE WORLD WRSTLNQ ENTER	V163	536.4	188.5		6.9		175.7	51.3	1.2			112.9	
WWFS FM RADIO STATION	B630	1,688.3							1,688.3				
WWOR TV STATION	B641	602.9			102.9		500.0						
WWRM FM RADIO STATION	B630	484.5							484.5				
WXGL FM RADIO STATION	B630	293.8							293.8				
WYCD FM RADIO STATION	B630	432.1					290.0		142.1				
WYETH CONSUMER HEALTH CR	V133	571.4			542.7	28.7							
WYETH DIABETIC NEUROPATHIC PN	V139	424.0										424.0	
WYETH DVS 402 MDD STUDY	V139	374.3										374.3	
WYETH DVS 403 MDD STUDY	V139	379.1										379.1	
WYETH LAB CP	D700	5,614.3	3,514.4	2,063.7	36.3								
WYJB FM RADIO STATION	B630	257.3							257.3				
WYLD DRUGS/TOILETRIES DR	V830	453.0								453.0			
WYLER WATCHES	A520	457.4	180.6			276.8							
WYMANS WILD BLUEBERRIES BERRIES&JC	F322	251.2	251.2										
WYNDEMERE RTRMNT CMPS	V134	262.4			262.4								
WYNDHAM HOTELS	T431	3,316.6	666.9		2,099.4		479.4		3.5			67.3	
WYNDHAM HOTELS WORLDWIDE	T432	5,089.1	84.8	238.1	831.4			3,099.4	0.6		834.8		
WYNDHAM VACATION RESORTS	B452	2,678.5	2,678.5										
WYNDHAM VACATIONS RECRUITMENT	B912	466.6							429.6			37.0	
WYNN LAS VEGAS RESORT	T431	11,015.0	7,446.1		1,052.7	1,659.6	754.5		102.0		0.0		
WYOMING STATE TP	T433	4,713.7	1,855.1		1,395.8		86.3		1,375.0		1.5		
WYOMING VALLEY MOTORS	V219	272.8			126.4		8.4		137.9				
WYOTECH CAREER TRNG CTR	G840	3,215.5	168.5		28.8			14.2	1,397.5		1,606.4		
WZAA FM RADIO STATION	B630	853.6							853.6				
WZAA FM RADIO STATION & WADO AM	B630	540.7							540.7				
X GAMES APPAREL	V190	612.6									612.6		
X GAMES GEAR MISC MERCHANDISE	G190	3,002.3						248.8			2,753.5		
X GAMES MOTO X BIKE	G440	612.6	612.6										
X RATED VODKA	F734	672.4	672.4										
XANADU PLAY	V161	321.9	139.2					32.2	150.5				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
XBOX 360 FORZA MOTORSPORT 2 GM	G511	261.7	261.7						60.0	9.0		1.8	
XBOX 360 GAME SYSTEM	G511	312.8	242.0										
XBOX 360 HALO 3 VIDEO GAME	G511	6,085.8	438.6						2,999.9	578.4		2,068.9	
XBOX 360 MASS EFFECT VIDEO GAME	G511	1,932.9										1,932.9	
XBOX 360 PROJECT GOTHAM RCNG 4/GM	G511	3,135.8							800.4	5.9		2,329.5	
XBOX 360 SCENE IT LIGHTS CMR ACTN	G511	288.1	288.1										
XBOX 360 SCENE IT VIDEO GAME	G511	677.6	435.5				242.1						
XBOX 360 VAR VIDEO GAMES & SYSTEM	G511	11,315.4							5,652.5	324.2		5,338.8	
XBOX 360 VIVA PINATA PARTY ANIMAL	G511	1,151.5	533.8						617.7	0.0			
XBOX 360 VIVA PINATA VIDEO GAME	G511	411.9	248.5						163.4				
XBOX GAME SYS&VAR VIDEO GAMES	G511	373.4										373.4	
XCEL ENERGY	V173	1,023.6			16.8			296.9		709.9			
XCEL ENRGY NRTHRN ST PWR	V173	1,286.3			1,286.3								
XCITE FORMAL GOWNS WOMEN	A130	911.5	911.5										
XCITE FORMAL GOWNS&FRMLWR W	A130	452.8	452.8										
XEMEX WATCHES	A520	402.4	402.4										
XENADRINE DETOX DIETARY SUPPLEMENT	D543	813.3	813.3										
XENADRINE EFX REDUCING CAPSULE	D542	5,055.7	5,055.7										
XENADRINE EFX REDUCING TABLETS	D542	3,896.7	2,582.6						318.3	260.7		735.1	
XENADRINE ENERGY DIETARY SUPPLEMENT	D543	702.8	363.1									339.7	
XENADRINE SLEEP PLUS WEIGHT LS CPSL	D542	1,390.9	1,390.9										
XENADRINE SUPER HRDCR WHTG LS CPSL	D542	1,060.2	1,060.2										
XENOPORT RESTLESS LEG SYNDRM STDY	V139	1,511.8											1,511.8
XEROX BUSINESS MACHINES	B719	643.2				643.2							
XEROX BUSINESS SERVICES	V129	681.7	151.9			529.7							
XEROX COPIER	B711	2,186.5			18.1		1,581.1				474.8	112.5	
XEROX COPIER & PRINTER	B711	3,920.0				109.7		3,266.0	2.7	5.0	536.6		
XEROX CORP CP	B512	3,108.5	1,125.1			2.9	219.4		1,229.2	0.2		531.6	
XEROX GLOBAL SERVICES	V129	3,941.7	3,393.2				548.5						
XEROX IGEN3 DIGITAL PRESS	B821	422.9	422.9										
XEROX MULTI FNCTN/MCHNS&PRNTRS	B719	6,735.2	6,515.8				219.4						
XEROX MULTI FUNCTION OFC MCHN	B719	842.9	42.1						407.0	0.0	5.0	388.8	
XEROX PRINTERS	B521	10,292.2	2,598.3				438.8		5,268.7	15.9	15.2	1,955.4	
XEZO JEWELRY DR	V810	1,117.2	1,117.2										
XL CAPITAL BUSINESS SERVICES	B129	1,906.1	1,836.1								70.0		
XL-3 COLD TABLETS	D521	680.2								680.2			
XM SATELLITE RADIO SATELLITE SYSTEM	B242	31,957.3	7,630.1			42.4	1,539.5	916.5	7,751.9	1,470.4	98.6	12,274.3	233.6
XMWX SATELLITE WEATHER SYSTEM	G130	318.4	318.4										
XOJET FRACTIONAL OWNRSHP PRGRM	T300	450.2	450.2										
XOMAX DRUGS/TOILETRIES DR	V830	3,766.0	3,766.0										
XOOM.COM ONLINE	B670	356.4								95.9		260.5	
XOXO DRESSES WOMEN	A130	1,274.5	1,274.5										
XOXO PANTS & SHIRTS WOMEN	A141	927.8	927.8										
XOXO RTW WOMEN	A190	450.3	450.3										
XOXO SHIRTS & SHORTS WOMEN	A141	355.7	355.7										
XPEL WEIGHT LOSS CAPSULE	D542	363.8	363.8										
XPLANE BUSINESS SERVICES	V129	466.9	466.9										
X-RITE INSTRUMENTS & SOFTWARE	B821	338.7	338.7										
XTERRA TRAIN RUN SERIES	V162	438.3	438.3										
XTREME ACCESS HM FRNSHNG	V372	488.1			488.1								
XTREME FORMAL GOWNS WOMEN	A130	362.9	362.9										
XYIENCE XENERGY ENERGY DRINK	F450	934.1					797.8				136.3		
Y-3 APPAREL	A990	462.0	265.0	197.1									
YACHT CLUBS/AMERICAS	V162	331.9	271.7					60.0			0.2		
YACHT REGISTRY BOATS	G430	251.0	251.0										
YACHTING MAGAZINE ONLINE	B623	723.1	723.1										
YAHOO ANSWERS ONLINE	B670	6,226.9							4,418.5	9.0	1,199.4	600.0	
YAHOO INC CP	B670	264.2				264.2							
YAHOO ONE SEARCH ONLINE	B670	4,356.3							3,681.2	0.3		674.8	
YAHOO ONLINE	B670	4,098.9	221.9		213.1	974.8	162.1		26.6		240.8	2,255.6	4.0
YAHOO SEARCH MARKETING ONLINE	B670	1,079.9	176.3		51.1	610.8							241.7
YAHOO SPORTS ONLINE	B670	356.5	356.5										

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
YAHOO WEBSITE WEB HSTNG INTERNET SVC	B541	534.1					534.1						
YAI ORG	B322	464.9	424.1		3.1		37.6						
YAI/NIPD RECRUITMENT	B912	725.7	543.7		175.6	6.5							
YAKIMA CARGO BOX	T144	313.2	313.2										
YAKIMA RACKS BICYCLE RACKS	T144	325.4	325.4										
YAKULT BEVERAGE	F450	2,730.8	141.9		163.9			2,425.0					
YALDO EYE CENTER	V133	557.5			11.1			466.4					80.0
YALE NEW HAVEN HOSPITAL	V133	1,308.3		239.1	471.5	125.5		468.4		3.8			
YALE UNIVERSITY	G810	400.6	40.9		296.5	63.2							
YAMAHA ATVS	T131	7,236.7	1,342.8		1.0		1,975.6	228.6	175.7	3,494.6			18.4
YAMAHA ATVS & MOTORCYCLES	T131	9,583.5			6.6		5,474.6	845.1		3,241.6			15.6
YAMAHA BOATS	G430	1,202.2	838.7					40.0		323.5			
YAMAHA DIGITAL SOUND PROJECTOR	H512	601.6	601.6										
YAMAHA HOME THEATER SYSTEM	H519	269.7	269.7										
YAMAHA MOTORCYCLE	T131	7,202.1	1,522.7		77.8		23.1	2,670.5	243.9		2,635.3		28.7
YAMAHA MOTORCYCLE DLR	V233	565.3	554.2		3.1		8.0						
YAMAHA OUTBOARD MOTORS	G430	573.6	491.9						1.5		80.2		
YAMAHA WATERCRAFTS	G430	947.9	561.8						56.7	16.2	312.2		1.0
YAMAHA WAVE RUNNER WATERCRAFT	G430	1,076.8	283.8		5.6	494.9			92.7	17.4	182.4		
YANKEE CANDLE CO STORE	V355	269.3	55.3		90.3		123.7						
YANKEE SPIRITS WN&LQRS	V341	373.5			362.0		9.0		2.6				
YANKEE TRAILS TRVL AGNCY	T420	422.0			189.4			232.6					
YANKOWITZ LAW FIRM	V151	1,629.5						1,629.5					
YANSI FUGEL DRESSES WOMEN	A130	300.6	300.6										
YANSI FUGEL RTW WOMEN	A142	339.7	339.7										
YARDVILLE NATIONAL BANK CONSUMER SVC	B121	349.6			349.6								
YARI FILM GROUP FINAL SEASON MOVIE	B660	3,578.3			1,019.1			647.3	487.8		1,240.0		184.1
YARI FILM GROUP FIRST SNOW MOVIE	B660	535.8	34.6		361.9	139.4							
YARI FILM GROUP GRAY MATTERS MOVIE	B660	362.7	3.5		165.0	98.3			95.9				
YARI FILM GROUP IN/NAME/KNG DNGN/TL	B660	4,434.2					2,517.6	771.1		1,060.8		84.7	
YARI FILM GROUP KICKIN/OLD SKOOL MV	B660	2,822.4	3.5		1,041.5	84.2			7.1		1,686.0		
YARI FILM GROUP KICKING/OLD SCH MV	B660	460.5					27.8						432.7
YARI FILM GROUP PERFECT HOLIDAY MV	B660	6,630.5	28.6		1,501.1	121.2	77.4	1,104.9	719.3	153.2	2,533.0		391.9
YARI FILM GROUP RESURRECTING/CHMP MV	B660	7,503.5	29.3	46.0	1,719.1	188.9		1,528.0	1,713.4		1,947.8		331.0
YARI FILM GROUP SARAH LANDON MOVIE	B660	2,596.3			589.1	61.2					1,946.1		
YARI FILM GROUP VARIOUS MOVIES	B660	1,262.9					1,221.7						41.1
YAZ CONTRACEPTIVE RX	D560	75,366.6	48,489.6					4,236.8	0.0		22,640.2		
YDOUTHINK ORG	B329	460.0						460.0					
YEAR ONE INC AUTOMOTIVE DR	V880	1,258.4	1,258.4										
YEAR ROUND TOMATO LAWN&GRDN PDTS DR	V853	1,171.0						0.4	25.2	1,145.4			
YEARONE.COM AUTO PARTS ONLINE	V380	448.9						0.7		448.3			
YELLOWWOOD LUMBER	H612	3,444.2				764.3		2,679.9					
YELLOW BOOK & YELLOW BOOK.COM	B232	12,658.0					9,079.7	2.6		3,575.8			
YELLOW BOOK YELLOW PAGES	B232	9,956.2			40.7	1,534.8	6,267.5	10.5		1,951.6			151.1
YELLOW BOOK.COM ONLINE	B670	12,358.5					9,276.4	1.2		3,081.0			
YELLOW COURTYARD ONLINE	B670	295.4	137.6					5.0		152.8			
YELLOW FREIGHT SYS INC SHIPPING SVC	B833	1,210.8	1,210.8										
YELLOW TAIL SPARKLING WINE	F620	707.1	707.1										
YELLOW TAIL WINE	F620	6,104.2	3,710.4		47.7		2,346.1						
YELLOWPAGES.COM DIR ONLINE	B232	14,297.8						4,088.6	1,355.0		8,854.2		
YELLOWSTONE CLB WRLD/DEV	B452	905.3	412.8	267.6									225.0
YERBA BUENA CTR FOR/ARTS	V161	320.7			314.7		6.0						
YERMAN WTMN GNS GRC RLTY	B451	286.3			286.3								
YES C-GROOVE GOLF CLUBS	G460	2,312.9	2,296.2					16.6		0.1			
YES ESSENTIALS FLOOR MATS	H131	1,073.0	1,073.0										
YES NETWORK CABLE TV	B642	324.3			324.3								
YES NOW MORTGAGE CONSUMER SERVICES	B124	250.0			250.0								
YES ON 49 ORG	B329	664.1						664.1					
YES ON HEALTHY KIDS PLAN	B329	560.6							560.6				
YES RTW CHILDREN	A190	262.0	262.0										
YES TO CARROTS HAIR & SKIN CARE PDTS	D390	5,317.9	5,317.9										
YESSICKS DESIGN CENTER	V376	253.7	195.4						58.3				

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
YIELDGARD VT INSECT RESISTANT CRN SD	G725	2,290.4							1,065.5	320.7	0.0		904.1
YKK USA ZIPPER CO	V121	283.2					283.2						
YLIGHTING STORE HOUSEHOLD DR	V872	745.6	653.6	92.0									
YMCA YOUNG M CHRSTN ASSN	B322	5,115.6	18.3		1,665.4	28.7	807.9		2,528.6				66.6
YMCA YOUNG M CHRSTN/PSA	B323	698.4							698.4				
YMI JEANSWEAR APPAREL	A990	670.8					670.8						
YMI JEANSWEAR JEANS WOMEN	A142	2,207.9	2,207.9										
YMI JEANSWEAR SPORTSWEAR WOMEN	A141	875.0	875.0										
YMT YOUR MAN TOURS	T420	521.9			521.9								
YOGATOES FOOT CARE PDT'S	D554	777.0	777.0										
YOGI TEA CO HERBAL TEA	F412	1,072.1	1,072.1										
YOKEM TOYOTA	V212	430.8						430.8					
YOKOHAMA AUTO & TRUCK TIRES	T145	879.4	525.3					268.3	23.4		3.8		58.6
YOKOHAMA AUTO TIRES	T145	1,718.8	1,304.2						48.6		365.9		
YOKOSO JAPAN TP	T434	563.8	491.5			72.2							
YONEX CYBERSTAR VAR GOLF CLUBS	G460	333.5	333.5										
YONEX TENNIS RACKET	G470	380.4	380.4										
YONKERS AVENUE DODGE	V211	361.6			361.6								
YONKERS GOLD&SLVR &DIAMOND BYRS STR	V314	447.7			447.7								
YONKERS HONDA	V212	771.7			771.7								
YONKERS RACEWAY	V163	2,003.8			526.7		245.5		1,231.5				
YOPLAIT FIZZIX YOGURT	F311	1,959.3								1,959.3			
YOPLAIT GO-GURT YOGURT	F311	8,324.1								8,324.1			
YOPLAIT KIDS DRINKABLE YOGURT	F311	1,888.0	1,888.0										
YOPLAIT LIGHT YOGURT	F311	52,220.3						19,500.5	21,515.9	4.6	11,199.3		
YOPLAIT USA CO CP	F311	399.6	399.6						3,068.9	1.8		2,148.0	
YOPLAIT WHIPS YOGURT	F311	5,218.7							4,028.6	5,760.6		1,481.1	
YOPLAIT YO PLUS YOGURT	F311	11,415.6	145.3						8,525.5	2,917.8		5,815.6	26.9
YOPLAIT YOGURT	F311	17,649.8	363.9										
YORK AFFINITY FURNACE	H622	1,244.2	1,244.2										
YORK CENTRAL AC	H622	4,052.4	302.7						1,835.7	1,914.0			
YORK CENTRAL AC & FURNACE	H622	834.4			834.4								
YORK CENTRAL AC & HEAT PUMP	H622	429.1							429.1				
YORK CENTRAL AC & HEATING	H622	1,414.2	611.5		722.6				80.1				
YORK FORD	V211	343.9			343.7		0.3						
YORK FURNACE	H622	4,235.9	1,061.4		867.1			756.6	1,533.2	17.6			
YORK FURNITURE GALLERY	V375	515.6			56.2				459.4				
YORK FURRIERS	V312	1,176.9			1,100.6		76.4						
YORK HEATING & AC SVC	V174	677.8			599.3		22.5		56.0				
YORK MINTS	F510	2,237.0	2,237.0										
YORK PEPPERMINT PATTIE CANDY	F510	2,380.5	2,380.5										
YORK ROOM AC	H219	888.0			888.0								
YOSHIS JAPANESE REST&JZZ	G310	291.5			277.2				14.3				
YOSSI HARARI JEWELRY	A510	563.7	563.7										
YOST LEGAL GROUP ATTY	V151	296.9							296.9				
YOUBET.COM BETTING SVC ONLINE	V169	457.3	411.9		14.0		18.9					12.5	
YOUNG CHEVROLET	V211	927.6			721.2		170.3		36.1				
YOUNG FORD	V211	290.7			6.0				284.7				
YOUNG HOMES	B452	268.1			34.2		233.9						
YOUNG INDIANA JONES VIDEOS	H532	322.1	266.7							55.3			
YOUNKERS DEPT & ELDER BEERMAN DEPT	V490	698.5							698.5				
YOUNKERS DEPT MISC	V450	434.1			434.0				0.1				
YOUNKERS DEPT SALES ANNOUNCEMENT	V490	1,043.9			177.6				866.4				
YOUR HEALTH MAGAZINE	B623	293.5			270.5				22.9				
YOUR MAN TOURS TRAVEL	T420	718.4	57.0		647.4				8.8				5.2
YOURINSULIN.COM ONLINE	B670	846.3							22.8		823.5		
YOURRETIREMENTCOMPANY ONLINE	B670	2,598.7	2,516.0	82.7									
YOURTIMEFORCHANGE.COM ONLINE	D700	13,738.4						2,515.5	226.0	4,428.8	6,568.1		
YOUTH/HUMAN RIGHTS INT'L	B322	549.4							65.0		484.4		
YRC LOGISTICS SERVICE	V121	484.0	484.0										
YTI CAREER INSTITUTE	G840	479.6					106.6		373.0				
YUBAN COFFEE	F411	4,597.9	4,203.0	394.9									

Multi-Media Service  
AD \$ Summary Brand Index - Alphabetical Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
YUCATAN MEXICO TP	T434	1,474.4	1,260.0		214.3								
YUEN LUI PHOTOGRAPHER	V152	361.2			361.2								
YUM BRANDS INC CP	G320	3,241.0				168.6		2,911.9	126.9		33.6		
YVEL JEWELRY	A510	251.9	251.9										
YVES DELORME BATH LINENS & BEDDING	H142	469.5	469.5										
YVES DELORME BEDDING	H142	1,932.0	1,703.3	228.7									
YVES DELORME LINEN STORE	V372	376.8	301.5		49.3	26.0							
YVES ST LAURENT APPAREL	A990	480.0	432.4			47.6							
YVES ST LAURENT COATS & SHOES WOMEN	A120	350.2	350.2										
YVES ST LAURENT RTW & SHOES WOMEN	A190	961.0	961.0										
YVES ST LAURENT STORE MEN	V311	438.7	334.7	104.0									
YVES ST LAURENT STORE WOMEN	V311	5,383.3	4,858.0	218.3	52.5	254.4							
YVES ST LAURENT SUNGLASSES	A430	615.6	615.6										
YWCA YOUNG W CHRSTN ASSN	B322	311.3			84.7	57.5	47.6		110.5		11.1		
Z GALLERIE HM FRNSHG STR	V372	465.8	465.8										
Z1R MOTORCYCLE HELMETS	T149	656.1	656.1										
ZACHYS WINE & LIQUOR STR	V341	3,789.5			226.2	3,563.3							
ZADOK JEWELERS	V314	414.5	34.3		112.1		190.0		78.1				
ZAGAT SURVEY	B629	1,087.8			408.0	485.0	194.8						
ZAGAT SURVEY PRINTED PDTS DR	V829	303.2	303.2										
ZALES JEWELERS	V314	48,633.8	1,077.9		808.1	40.2	92.4	38,275.3	16.1		8,323.8		
ZALES OUTLET	V314	310.4			1.1		309.3						
ZAMLER MELLAN&SHFFN ATTY	V151	580.8			143.8		3.3		433.7				
ZANGARA DODGE	V211	349.5			1.2				348.3				
ZANIES COMEDY CLUB	V167	261.4			252.1				9.2				
ZANTAC 150 MAX STR HRTBRN/CL MNT TB	D531	13,067.6						8,748.5	58.7	2,622.7	1,637.7		
ZANTAC 150 MAXIMUM STR HRTBRN/TAB	D531	28,057.3						19,018.8	583.9	3,241.5	3,281.5	1,931.7	
ZANTAC ULCER/HEARTBURN RX	D560	348.5			348.5								
ZANTAC VAR HEARTBURN TABLETS	D531	572.8				572.8							
ZANTREX-3 WEIGHT LOSS AID	D542	7,686.6	4,953.4						81.2	2,092.8	559.1		
ZAP2IT.COM ONLINE	B670	506.0									506.0		
ZAPF CREATION BABY BORN DOLL	G521	722.2						75.0	0.4		646.8		
ZAPF CREATION BABY BORN MOMMY/SWM DL	G521	778.1						65.8	1.0		711.3		
ZAPF CREATION CHOU/MOMMY MAKE/BTR DL	G521	378.5						128.0	1.4		249.2		
ZAPF CREATION SNUGGLY CHOU CHOU DOLL	G521	553.6						29.8			523.8		
ZAPPOS.COM STORE ONLINE	V313	17,454.9	14,714.7	881.6	15.3	1,723.2	27.5				92.6		
ZARANO MISC DR	V859	420.2	420.2										
ZARAS ANTIQUES STORE	V379	292.1	292.1										
ZATARAINS RED SODIUM RICE MIXES	F324	8,605.6	3,292.3					3,355.8	2.8		1,954.6		
ZATARAINS RICE MIXES	F324	8,154.7	3,878.6					1,373.7	98.7	1,904.5	899.2		
ZAXBYS RESTAURANT	G320	7,209.5			8.4		122.5	85.0	6,771.9		76.0		145.7
Z-COIL PAIN RELIEF SHOES FAMILY	A310	1,204.7			1,204.7								
Z-COIL PAIN RELIEF SHOES MEN & WOMEN	A310	336.5			37.7				298.7				
ZECCO TRADING ONLINE	B122	980.3	801.0					106.0			73.3		
ZED PHONE CUSTOMIZATION SVC	B229	488.2	488.2										
ZEGNA CLOTHING STORE MEN	V311	563.4	342.8					220.6					
ZEGNA SPORT CLOTHING STR MEN	V311	475.8	475.8										
ZEIGLER AUTO	V219	376.1			376.1								
ZELNORM IBS RX	D560	9,385.7	327.1		243.9			6,345.9	0.3		2,468.3		
ZELUCK DOORS & WINDOWS	H613	472.4	472.4										
ZENCORE TABS DRUGS/TOILETRIES DR	V830	3,973.6			2,683.8	1,285.9					3.9		
ZENDERS FURNITURE STORE	V375	272.7			272.7								
ZENITH WATCHES	A520	1,994.8	1,936.3			58.5							
ZENO ACNE CLEARING DEVICE	D610	7,341.2	4,069.3									3,272.0	
ZENO ACNE CLEARING DVC DRUGS/TOIL DR	V830	288.3	205.2					58.0			25.1		3,217.7
ZENO ACNE MEDICATION	D552	3,217.7											
ZEPHYRHILLS SPRING WATER	H622	1,432.7	1,432.7										263.9
ZERO FATALITIES ORG	F460	1,874.1			137.4				1,472.8				
ZERO IMPACT PROTEIN BAR	B322	263.2							263.2				
ZERO SKATEBOARDS	D543	560.8	560.8										
ZERO WATER HOUSEHOLD DR	G490	395.0	395.0										
	V872	1,528.0							97.2		1,430.7		

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ZEROSMOKE MISC DR	V859	3,598.5			33.4				24.2		3,540.9		
ZEST BODY WASH & DEOD SOAP	D223	1,880.4	1,880.4										
ZEST HYDRATING EFFECTS BR SP&BDY WSH	D221	3,744.2	3,744.2										
ZESTRA FEMALE AROUSAL FLUID	D558	984.8	61.8			66.0			0.1		856.9		
ZETIA CHOLESTEROL RX	D560	100,509.3	28,449.2	942.0				45,701.2	2,261.9	10,986.4	12,168.6		
ZIAMOND JEWELRY DR	V810	1,038.5	1,038.5										
ZICAM ALLERGY RELIEF	D521	2,234.4	1,603.4	631.0									
ZICAM COLD & FLU RELIEF	D521	855.8						749.1	0.2		106.5		
ZICAM COLD REMEDY	D521	8,139.0						4,566.9	17.6	568.6	1,436.4	1,549.5	
ZICAM COLD REMEDY SWABS	D521	8,416.3						5,526.9	21.3	849.1	2,019.0		
ZICAM COUGH MAX COUGH SUPPRESSANT	D522	566.9						469.2			97.7		
ZICAM MULTI-SYMPTOM COLD&FLU RELIEF	D521	1,247.3									1,247.3		
ZIEBART AUTO SERVICES	V290	380.8			40.6		12.0		328.2				
ZIEBART TIDY CAR	V241	682.1			675.2								6.9
ZIERING MEDICAL CENTER	V133	1,179.6			1,106.7		72.9						
ZIMMER GENDER SOLUTIONS KNEE RPLCMNT	D610	598.0			598.0								
ZIMMER KNEE REPLACEMENTS	D610	5,477.3							5,477.3				
ZINC APPAREL	A990	272.8	272.8										
ZINMAN FUR SHOP	V312	616.1			265.0		29.7		321.4				
ZINSSER PAINT PDTs	H630	1,092.6							2.6	73.5	1,016.5		
ZINSSER PRIMER-SEALER	H630	556.0	200.4						9.0	213.6	132.9		
ZIONS BANK CONSUMER SERVICES	B121	622.9			327.7		32.3		262.9				
ZIPIT WIRELESS INST MESSAGING DEVICE	B213	535.1									535.1		
ZIPLOC BIG BAGS STORAGE BAGS	H340	6,389.7						4,258.2	17.6	655.3	1,458.6		
ZIPLOC DOUBLE ZIPPER FD STRG&FRZR BG	H340	426.1						336.1	0.3	17.0	72.8		
ZIPLOC DOUBLE ZIPPER FOOD STRG BGS	H340	3,819.8	39.0					1,389.4	51.7	1,233.4	1,106.2		
ZIPLOC DOUBLE ZIPPER FREEZER BAGS	H340	13,128.0						7,344.6	58.6	2,665.9	3,058.9		
ZIPLOC HOUSEHOLD DR	V872	2,309.5									2,309.5		
ZIPLOC ZIP N STEAM COOKING BAGS	H340	6,421.3	262.4	1,113.6				2,917.1	148.0	773.2	1,207.0		
ZIPPO LIGHTERS	G290	2,611.5	2,144.7	322.3			144.5						
ZIPPO MINI MPL MULTI-PURPOSE LIGHTER	H390	1,618.4	1,618.4										
ZIPPYS RESTAURANT	G310	260.0							260.0				
ZIRCON STUDSENSOR STUD FINDER	H624	501.3	501.3										
ZIZZLE DISNEY PRTS/CRBN/BLCK/AC	G549	328.7									328.7		
ZIZZLE SPOTZ MAKER	G549	1,546.3									1,546.3		
ZIZZLE VAR HOOKED/PHNCS/TOYS	G549	1,974.8						162.8	18.4	380.8	1,412.9		
ZMAX AUTOMOTIVE DR	V880	477.2									477.2		
ZMAX ENGINE ADDITIVES&CLNRS	T142	411.2				411.2							
ZMAX ENGINE TREATMENT	T142	747.4									747.4		
ZMC PDTs HOME CENTER	V376	882.8			882.8								
ZODIAC G4 POOL CLEANER	H449	260.6			260.6								
ZODIAC VIDEO	H532	1,982.5						1,045.5	183.6		753.4		
ZOEY 101 SERIES VIDEOS	H532	360.5	62.7								245.1	52.8	
ZOFFANY HH FAB & WALLCOVERINGS	H141	552.5	552.5										
ZOLLANVARI RUG STORE	V373	727.5	727.5										
ZONA PLUS HYPERTENSION/DEVICE	D610	502.8										502.8	
ZONE CHEF HOME DELIVERY	V159	1,811.2	1,811.2										
ZONE CHEFS DIET PROGRAM	D800	1,744.0	1,744.0										
ZONE CHEFS FOOD DR	V840	412.2						412.2					
ZONE PILATES EXERCISE EQUIP DR	V851	1,708.7						0.0			1,708.6		
ZONI LANGUAGE CENTER	G850	436.0					436.0						
ZOOBOOKS MAGAZINES SUBS DR	V823	12,885.5							0.7		12,884.8		
ZOOM ACADEMY/SUPERHEROES VIDEO	H532	559.8						73.8			435.8	50.3	
ZOOM AIRLINES DOM	T413	812.3			421.8	390.4							
ZOOM CELLULAR STORE	V329	740.3			740.3								
ZOOM CREDIT CONSUMER SERVICES	B129	5,815.8							265.1		5,550.8		
ZOOM DENTAL WHITENING SYSTEM	D610	2,830.2			1.7				15.3		2,813.3		
ZOOM-O TOYS DR	V851	924.5									924.5		
ZOOPER STROLLER	H121	287.6	287.6										
ZORBEEZ HOUSEHOLD DR	V872	9,043.6							100.9	225.0	8,717.7		
ZOUNDS HEARING AID	D610	1,356.4							1,356.4				
ZOYSIS FARM INC LAWN&GARDEN PDTs DR	V853	2,812.7	829.0	1,983.7									

**Multi-Media Service**  
**AD \$ Summary Brand Index - Alphabetical Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ZPR INVESTMENT MGT FUNDS	B125	343.7	343.7										
ZUMANITY HOTEL CASINO	T431	267.8					267.8						
ZUMANITY PLAY	V161	471.2	471.2										
ZUMIEZ SPORTING GDS STR	V365	278.2	278.2										
ZUNE MP3 PLAYER	H512	37,084.4	14,905.4		4,424.8	726.6		1,088.0	6,988.1		8,658.4		293.0
ZUNE.NET ONLINE	B670	1,870.5	1,490.4						26.1		354.1		
ZURICH AMERICAN MEDICAL & DENTAL INS	B412	308.7			22.9	285.8							
ZURICH DIRECT BUSINESS INSURANCE	B423	17,326.9						11,191.6	6.3	142.1	5,987.0		
ZURICH DIRECT LIFE INSURANCE	B411	343.2			199.9	142.9					0.4		
ZURICH FIN SVC GROUP CP	B129	703.4				584.0			0.4		119.0		
ZURICH FINANCIAL BUSINESS SVC	B129	6,497.9	5,474.0			1,023.9							
ZURICH INSURANCE CONSUMER SERVICES	B129	1,119.3	276.4		59.6	783.3							
ZURICH NORTH AMERICA AUTO INSURANCE	B422	624.8	624.8										
ZURICH NORTH AMERICA CP	B129	464.4	464.4										
ZURICH-AMERICAN BUSINESS INSURANCE	B423	11,258.4	5,124.7			6,133.7							
ZURICH-AMERICAN INS COS CP	B429	786.0	786.0										
ZUTANO RTW CHILDREN	A190	286.9	286.9										
ZWINKY.COM ONLINE	B549	6,784.7						5,030.5	16.3	661.8	1,076.2		
ZYDO JEWELRY	A510	400.8	400.8										
ZYREXIN DRUGS/TOILETRIES DR	V830	6,010.3	2,764.6		2,569.5	676.2							
ZYRTEC ALLERGY RX	D560	48,388.0	12,813.0					17,704.6	87.2	10,059.5	7,723.7		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ANN TAYLOR LOFT BLOUSES & PANTS W	A110	260.8	260.8										
ELIE TAHARI DRESSES WOMEN	A110	288.8	288.8										
IKE BEHAR DRESS SHIRTS & TIES MEN	A110	514.5	171.4	343.1									
IKE BEHAR DRESS SHIRTS MEN	A110	695.9	124.2	571.8									
SHERRY K DESIGN FORMAL GOWNS WOMEN	A110	287.6	287.6										
VAN HEUSEN DRESS SHIRTS & TIES MEN	A110	271.5	147.3		124.1								
VAN HEUSEN DRESS SHIRTS MEN	A110	1,490.1	438.6					550.6	102.1		398.9		
AGNONA COATS & GLOVES WOMEN	A120	293.3	293.3										
ANN TAYLOR LOFT COATS WOMEN	A120	740.0	740.0										
ANNE KLEIN COATS WOMEN	A120	265.0	265.0										
ARDEN B COATS WOMEN	A120	276.5	276.5										
BC INTL GROUP FURS WOMEN	A120	316.3	316.3										
BEBE COATS WOMEN	A120	631.9	631.9										
BEBE SPORT JACKETS & SHORTS WOMEN	A120	1,046.5	1,046.5										
BIRGER CHRISTENSEN FURS WOMEN	A120	368.4	368.4										
CALVIN KLEIN JACKETS & JEANS WOMEN	A120	277.4	277.4										
CARHARTT JACKETS MEN & WOMEN	A120	481.5	481.5										
CAROLINA HERRERA FURS WOMEN	A120	1,134.5	1,134.5										
CINZIA ROCCA COATS WOMEN	A120	751.5	751.5										
CLAIBORNE COATS MEN & WOMEN	A120	536.1	536.1										
COLUMBIA JACKETS MEN	A120	3,202.0						130.0	7.8		3,064.3		
COLUMBIA SPORTSWEAR CO JACKETS WOMEN	A120	784.9	784.9										
COLUMBIA WHIRLIBIRD COATS M & W	A120	431.4	431.4										
COLUMBIA WILDCARD COATS MEN & WOMEN	A120	657.5	657.5										
DENNIS BASSO FUR COATS WOMEN	A120	1,917.8	1,900.0		17.8								
DIOR COATS & HANDBAGS WOMEN	A120	679.4	679.4										
DKNY JACKETS & JEANS M & W	A120	656.5	656.5										
DKNY JACKETS & JEANS MEN	A120	353.0	353.0										
DKNY JACKETS & JEANS WOMEN	A120	1,823.6	1,823.6										
DKNY JACKETS MEN	A120	626.2	626.2										
DOLCE & GABBANA COATS & SUITS MEN	A120	607.8	379.1	228.7									
DOLCE & GABBANA COATS WOMEN	A120	566.2	566.2										
DRYJOYS OUTERWEAR MEN	A120	649.3	649.3										
ERMENEGILDO ZEGNA LTHR JKCTS&PNTS M	A120	400.8	400.8										
FACONNABLE JACKETS & SWEATERS WOMEN	A120	271.2	271.2										
FENDI COATS WOMEN	A120	361.4	361.4										
FUR COUNCIL OF CANADA	A120	562.1	562.1										
GAP RED JACKETS MEN	A120	261.7	261.7										
GUESS COATS MEN	A120	405.7	405.7										
ICON LEATHER JACKETS MEN	A120	276.0	276.0										
INT'L FUR TRADE FDRTN	A120	794.9	794.9										
IZOD COATS & SPORTSWEAR WOMEN	A120	493.6	493.6										
JONES NY COATS & HATS WOMEN	A120	448.3	448.3										
JONES NY COATS WOMEN	A120	744.1	744.1										
JUST CAVALLI COATS WOMEN	A120	400.0	400.0										
LAUREN COATS & SPORTSWEAR WOMEN	A120	289.8	289.8										
LIZ CLAIBORNE COATS WOMEN	A120	251.6	251.6										
LIZ CLAIBORNE JACKETS WOMEN	A120	757.5	757.5										
LONDON FOG COATS MEN & WOMEN	A120	1,906.6	1,906.6										
MAXMARA COATS & PANTS WOMEN	A120	704.3	704.3										
MONCLER JACKETS WOMEN	A120	497.3	497.3										
MOUNTAIN HARDWEAR OUTERWEAR MEN	A120	373.8	373.8										
NAUTICA COATS & SPORTSWEAR MEN	A120	403.3	403.3										
NAUTICA COATS WOMEN	A120	390.0	390.0										
NAUTICA JACKETS MEN	A120	2,367.8	2,367.8										
PIAZZA SEMPIONE COATS WOMEN	A120	493.5	493.5										
POLOGEORGIS FURS WOMEN	A120	277.4	277.4										
PORTS INT'L COATS WOMEN	A120	472.5	243.8	228.7									
PRADA COATS MEN	A120	866.4	866.4										
PRIVACY WEAR JACKETS WOMEN	A120	290.3	290.3										
RAINFLEX JACKETS MEN	A120	335.4	335.4										
RAINFOREST COATS MEN	A120	628.9	400.2	228.7									

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RALPH LAUREN RLX JACKETS MEN	A120	633.4	633.4										
SAGA FURS OF SCANDINAVIA FURS WOMEN	A120	1,163.4	1,163.4										
SORBARA FURS WOMEN	A120	281.7	281.7										
SOULMATES COATS WOMEN	A120	271.5	271.5										
TOUR MASTER JACKETS MEN & WOMEN	A120	276.0	276.0										
VERA WANG COATS WOMEN	A120	306.7	306.7										
WEATHERPROOF COATS MEN	A120	343.1		343.1									
YVES ST LAURENT COATS & SHOES WOMEN	A120	350.2	350.2										
2BE BRIDE BRIDAL GOWNS WOMEN	A130	934.9	934.9										
ADELE WECHSLER BRIDAL GOWNS WOMEN	A130	290.1	290.1										
AFTER SIX FORMALWEAR WOMEN	A130	704.3	704.3										
ALBERTA FERRETTI DRESSES & SHOES W	A130	265.0	265.0										
ALBERTA FERRETTI DRESSES WOMEN	A130	1,368.3	1,368.3										
ALFRED ANGELO BRIDAL GOWNS WOMEN	A130	287.6	287.6										
ALFRED ANGELO FORMAL GOWNS WOMEN	A130	310.6	310.6										
ALFRED SUNG BRIDAL GOWNS WOMEN	A130	768.5	768.5										
ALLURE BRIDALS BRIDAL GOWNS WOMEN	A130	5,516.4	5,516.4										
ALLURE BRIDALS BRIDAL GOWNS&FRMLWR W	A130	387.8	387.8										
ALLURE BRIDALS BRIDAL&FORMAL GOWNS W	A130	1,120.1	1,120.1										
ALVINA VALENTA BRIDAL GOWNS WOMEN	A130	3,680.4	3,680.4										
ALVINA VALENTA BRIDAL&FORMAL GOWNS W	A130	311.2	311.2										
ALVINA VALENTA FORMAL GOWNS WOMEN	A130	431.5	431.5										
ALVINA VALENTA FORMAL GOWNS&FRMLWR W	A130	287.6	287.6										
ALYCE DESIGNS FORMAL GOWNS WOMEN	A130	2,688.8	2,688.8										
ALYCE DESIGNS FORMAL GOWNS&FRMLWR W	A130	2,084.5	2,084.5										
AMAC FORMAL GOWNS WOMEN	A130	275.9	275.9										
AMALIA CARRARA BRIDAL GOWNS WOMEN	A130	2,274.7	2,274.7										
AMSALE BRIDAL & FORMAL GOWNS W	A130	518.5	518.5										
AMSALE BRIDAL GOWNS WOMEN	A130	575.6	575.6										
AMY MICHELSON BRIDAL GOWNS WOMEN	A130	696.0	696.0										
ANJOLIQUE BRIDAL GOWNS WOMEN	A130	2,390.9	2,390.9										
ANN TAYLOR DRESSES & SHOES WOMEN	A130	265.0	265.0										
ANN TAYLOR DRESSES WOMEN	A130	2,004.9	2,004.9										
ANN TAYLOR LOFT DRESSES & HANDBAGS W	A130	618.4	618.4										
ANN TAYLOR LOFT DRESSES WOMEN	A130	1,337.9	1,337.9										
ANNE BARGE BRIDAL GOWNS WOMEN	A130	1,947.0	1,923.7		23.3								
ANNE KLEIN DRESSES WOMEN	A130	277.4	277.4										
ARDEN B DRESSES WOMEN	A130	1,278.2	1,278.2										
ARIA BRIDESMAIDS FORMALWEAR WOMEN	A130	582.2	582.2										
ARMANI COLLEZIONI SUITS MEN	A130	279.4	259.3			20.1							
ARNOLD BRANT SPORTCOATS & SWEATERS M	A130	425.8		425.8									
ATELIER AIMEE BRIDAL GOWNS WOMEN	A130	499.6	499.6										
AVANTI DESIGNS FORMAL GOWNS WOMEN	A130	431.5	431.5										
B2 FORMAL GOWNS WOMEN	A130	359.6	359.6										
B2 FORMAL GOWNS&FRMLWR W	A130	1,725.9	1,725.9										
BABY GAP DRESSES CHILDREN	A130	927.2	927.2										
BABY PHAT DRESSES WOMEN	A130	404.9	404.9										
BADGLEY MISCHKA BRIDAL GOWNS WOMEN	A130	1,745.0	1,745.0										
BADGLEY MISCHKA BRIDAL&FORMAL GWNS W	A130	451.7	451.7										
BADGLEY MISCHKA FORMAL GOWNS WOMEN	A130	868.5	868.5										
BANANA REPUBLIC DRESSES & HANDBAGS W	A130	265.0	265.0										
BANANA REPUBLIC DRESSES WOMEN	A130	1,402.8	1,402.8										
BANANA REPUBLIC SUITS MEN	A130	1,016.9	799.9		114.4		102.6						
BANDOLINO DRESSES & SHOES WOMEN	A130	440.7	440.7										
BARI-JAY FORMAL GOWNS&FRMLWR W	A130	647.2	647.2										
BB DAKOTA DRESSES WOMEN	A130	431.5	431.5										
BCBG MAX AZRIA DRESSES WOMEN	A130	297.9	297.9										
BEBE DRESSES & SHOES WOMEN	A130	450.3	450.3										
BEBE DRESSES WOMEN	A130	2,176.9	2,176.9										
BELSOIE FORMAL GOWNS WOMEN	A130	1,582.1	1,582.1										
BELSOIE FORMAL GOWNS&FRMLWR W	A130	575.3	575.3										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BILL LEVKOFF BRIDAL GOWNS WOMEN	A130	974.3	974.3										
BILL LEVKOFF FORMAL GOWNS WOMEN	A130	4,459.4	4,459.4										
BILLABONG DRESSES WOMEN	A130	250.9	250.9										
BLUMARINE DRESSES & HANDBAGS WOMEN	A130	265.0	265.0										
BLUMARINE DRESSES WOMEN	A130	1,295.0	1,295.0										
BONNY BRIDAL GOWNS WOMEN	A130	832.5	832.5										
BRIDAL REFLECTIONS BRIDAL GOWNS W	A130	255.5	255.5										
BRIONI SUITS MEN	A130	659.0	544.7	114.4									
BRIONI SUITS WOMEN	A130	390.9	390.9										
CALVIN KLEIN SUITS MEN	A130	292.8	249.5		43.3								
CAMERON BLAKE FORMAL GOWNS WOMEN	A130	423.1	423.1										
CANDIES DRESSES & SHOES WOMEN	A130	426.5	426.5										
CARMELA SUTERA BRIDAL GOWNS WOMEN	A130	321.9	321.9										
CASABLANCA BRIDAL GOWNS WOMEN	A130	5,822.3	5,822.3										
CELINE DRESSES & HANDBAGS WOMEN	A130	709.0	709.0										
CHRISTINA WU BRIDAL GOWNS WOMEN	A130	2,353.4	2,353.4										
CLAIRE PETTIBONE BRIDAL GOWNS WOMEN	A130	1,071.0	1,071.0										
CORNELIANI SUITS MEN	A130	538.1	538.1										
COSMOBELLA BRIDAL GOWNS WOMEN	A130	670.0	670.0										
COUTURE COLLECTION FORMAL GOWNS W	A130	582.2	582.2										
DA VINCI BRIDAL GOWNS WOMEN	A130	4,602.4	4,602.4										
DA VINCI BRIDAL GOWNS&FRMLWR W	A130	575.3	575.3										
DA VINCI DRESSWEAR WOMEN	A130	575.3	575.3										
DA VINCI FORMAL GOWNS&FRMLWR W	A130	431.5	431.5										
DAVIDS BRIDAL BRIDAL GOWNS WOMEN	A130	894.2	894.2										
DAYMOR COUTURE FORMAL GOWNS WOMEN	A130	978.5	978.5										
DAYMOR COUTURE FORMALWEAR WOMEN	A130	261.9	261.9										
DEMETRIOS BRIDAL GOWNS WOMEN	A130	9,699.4	9,693.2		6.2								
DERE KIANG BRIDAL GOWNS WOMEN	A130	1,053.1	1,053.1										
DESSY CREATIONS FORMALWEAR WOMEN	A130	507.9	507.9										
DIOR DRESSES & SHOES WOMEN	A130	520.4	520.4										
DIOR DRESSES WOMEN	A130	726.2	726.2										
DIOR FORMAL GOWNS&FRMLWR W	A130	432.9	432.9										
DIOR FORMAL GOWNS&HANDBAGS W	A130	709.0	709.0										
DIOR SUITS MEN	A130	1,167.3	1,084.5	82.7									
DIOR SUITS MEN & SUNGLASSES	A130	487.4	330.6	156.8									
DKNY SUITS MEN	A130	1,637.0	1,408.3	228.7									
DOLCE & GABBANA DRESSES & SHOES W	A130	363.0	363.0										
DOLCE & GABBANA DRESSES WOMEN	A130	636.9	408.2	228.7									
DOLCE & GABBANA SUITS MEN	A130	604.0	375.3	228.7									
EDEN BRIDAL & FORMAL GOWNS W	A130	528.4	528.4										
EDEN BRIDAL & FORMALWEAR FAM	A130	901.0	901.0										
EDEN BRIDAL GOWNS WOMEN	A130	1,789.8	1,789.8										
EDEN BRIDAL&FORMAL GOWNS FAM	A130	787.9	787.9										
EDEN MAIDS FORMALWEAR WOMEN	A130	394.0	394.0										
ELIZABETH FILLMORE BRIDAL GOWNS W	A130	823.0	823.0										
EMERALD BRIDAL BRIDAL GOWNS WOMEN	A130	1,078.7	1,078.7										
EMERALD BRIDAL BRIDAL&FRML GWNS FAM	A130	279.3	279.3										
ENZOANI BRIDAL GOWNS WOMEN	A130	1,203.7	1,203.7										
ERMENEGLIDO ZEGNA SUITS MEN	A130	1,068.8	1,068.8										
EVE OF MILADY BRIDAL GOWNS WOMEN	A130	3,979.7	3,979.7										
EXPRESSIONS FORMAL GOWNS FAMILY	A130	1,405.7	1,405.7										
FANTASY BRIDAL GOWNS WOMEN	A130	510.3	510.3										
FOREVER YOURS BRIDAL GOWNS WOMEN	A130	1,405.7	1,405.7										
FOREVER YOURS BRIDAL&FORMAL GOWNS W	A130	1,075.9	1,075.9										
FOREVER YOURS BRIDAL&FORMAL GWNS FAM	A130	2,543.8	2,543.8										
GAP DRESSES WOMEN	A130	335.9	335.9										
GROUP USA BRIDAL & FORMAL GOWNS W	A130	1,229.4	1,229.4										
GROUP USA BRIDAL GOWNS WOMEN	A130	366.5	366.5										
GUCCI FORMALWEAR WOMEN	A130	350.9	350.9										
GUCCI SUITS MEN	A130	1,156.1	1,156.1										
GUESS DRESSES WOMEN	A130	275.4	275.4										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HAGGAR SUITS MEN	A130	698.9	317.9									381.0	
HENRY ROTH BRIDAL GOWNS WOMEN	A130	503.4	503.4										
HICKEY FREEMAN SPORTCOATS MEN	A130	290.9	176.5	114.4									
HICKEY-FREEMAN SUITS MEN	A130	333.7	219.3	114.4									
IKE BEHAR SUITS MEN	A130	568.9	111.5	457.4									
IMPRESSION BRIDAL & FORMAL GOWNS W	A130	412.7	412.7										
IMPRESSION BRIDAL GOWNS WOMEN	A130	2,508.6	2,508.6										
IMPRESSION DRESSWEAR WOMEN	A130	2,263.7	2,263.7										
IMPRESSION FORMAL GOWNS&FRMLWR W	A130	2,732.6	2,732.6										
INC DRESSES WOMEN	A130	1,115.6	1,115.6										
INES DI SANTO BRIDAL GOWNS WOMEN	A130	449.3	449.3										
ISAIA SUITS MEN	A130	586.0	586.0										
JACK VICTOR SUITS MEN	A130	2,285.6	1,828.2	457.4									
JACQUELIN BRIDAL GOWNS WOMEN	A130	1,584.0	1,584.0										
JADE FORMAL GOWNS WOMEN	A130	2,085.4	2,085.4										
JAMES CLIFFORD BRIDAL GOWNS WOMEN	A130	1,544.3	1,544.3										
JASMINE BRIDAL & FORMAL GOWNS W	A130	431.5	431.5										
JASMINE BRIDAL GOWNS WOMEN	A130	4,852.5	4,852.5										
JASMINE BRIDAL GOWNS&FRMLWR W	A130	431.5	431.5										
JEAN YVES FORMALWEAR MEN	A130	354.7	354.7										
JENNY LEE BRIDAL GOWNS WOMEN	A130	986.9	986.9										
JENNY PACKHAM BRIDAL GOWNS WOMEN	A130	302.6	302.6										
JIL SANDER DRESSES & SHOES WOMEN	A130	265.0	265.0										
JIL SANDER DRESSES WOMEN	A130	363.0	363.0										
JIL SANDER SUITS MEN	A130	652.6	652.6										
JIM HJELM BRIDAL GOWNS WOMEN	A130	2,099.0	2,099.0										
JIM HJELM FORMAL GOWNS WOMEN	A130	2,703.6	2,703.6										
JIM HJELM FORMAL GOWNS&FRMLWR W	A130	287.6	287.6										
JIM HJELM FORMALWEAR WOMEN	A130	1,790.6	1,790.6										
JORDAN FASHIONS FORMAL GOWNS FAMILY	A130	1,387.1	1,387.1										
JORDAN FASHIONS FORMAL GOWNS WOMEN	A130	2,236.8	2,236.8										
JOSEPH ABBoud SUITS MEN	A130	938.7	938.7										
JOVANI FORMAL GOWNS WOMEN	A130	1,014.6	1,014.6										
JOVANI FORMAL GOWNS&FRMLWR W	A130	300.5	300.5										
JUDD WADDELL BRIDAL GOWNS WOMEN	A130	1,477.6	1,477.6										
JUST CAVALLI DRESSES & HANDBAGS W	A130	311.5	311.5										
JUSTIN ALEXANDER BRIDAL GOWNS WOMEN	A130	2,452.8	2,452.8										
JUSTINA MCCAFFREY BRIDAL GOWNS WOMEN	A130	738.5	738.5										
KARELINA SPOSA BRIDAL GOWNS WOMEN	A130	818.7	818.7										
KIMORA LEE SIMMONS DRESSES WOMEN	A130	620.8	620.8										
KIRSTIE KELLY BRIDAL GOWNS WOMEN	A130	1,858.9	1,858.9										
KIRSTIE KELLY FORMAL GOWNS&FRMLWR W	A130	423.0	423.0										
KITON SUITS MEN	A130	672.8	672.8										
LA BELLE FASHIONS FORMAL GOWNS WOMEN	A130	1,419.6	1,419.6										
LA SPOSA BRIDAL GOWNS WOMEN	A130	1,869.7	1,869.7										
LANVIN DRESSES WOMEN	A130	499.5	385.1	114.4									
LAZARO BRIDAL GOWNS WOMEN	A130	3,009.0	3,009.0										
LAZARO BRIDAL GOWNS&FRMLWR W	A130	339.7	339.7										
LAZARO FORMAL GOWNS WOMEN	A130	751.5	751.5										
LAZARO FORMAL GOWNS&FRMLWR W	A130	431.5	431.5										
LEA ANN BELTER BRIDAL GOWNS WOMEN	A130	319.4	319.4										
LEGENDS BRIDAL GOWNS WOMEN	A130	285.7	285.7										
LIANCARLO BRIDAL GOWNS WOMEN	A130	675.4	675.4										
LIZ CLAIBORNE DRESSES WOMEN	A130	788.2	788.2										
LOUIS RAPHAEL SUITS MEN	A130	513.8	170.8	343.1									
MAGGIE SOTTERO BRIDAL GOWNS WOMEN	A130	9,008.7	9,008.7										
MAGGIE SOTTERO BRIDAL&FORMAL GOWNS W	A130	489.2	489.2										
MARCIANO DRESSES WOMEN	A130	1,464.0	1,464.0										
MARIANO BRIDAL GOWNS WOMEN	A130	837.3	837.3										
MARYS BRIDAL GOWNS WOMEN	A130	10,611.6	10,611.6										
MATTHEW CHRISTOPHER BRIDAL GOWNS W	A130	587.5	587.5										
MELISSA SWEET BRIDAL & FORMALWEAR W	A130	2,365.2	2,365.2										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MICHELLE ROTH BRIDAL GOWNS WOMEN	A130	503.4	503.4										
MIKAELLA BRIDAL GOWNS WOMEN	A130	2,250.2	2,250.2										
MIU MIU DRESSES & HANDBAGS WOMEN	A130	265.0	265.0										
MODERN MAIDS FORMAL GOWNS FAMILY	A130	582.2	582.2										
MON CHERI BRIDAL & FORMAL GOWNS W	A130	279.3	279.3										
MON CHERI BRIDAL GOWNS WOMEN	A130	2,282.4	2,282.4										
MON CHERI BRIDAL&FORMAL GOWNS FAM	A130	431.5	431.5										
MONIQUE LHUILLIER BRIDAL GOWNS WOMEN	A130	2,863.9	2,863.9										
MONIQUE LUO BRIDAL GOWNS WOMEN	A130	552.6	552.6										
MONTAGE FORMAL GOWNS WOMEN	A130	862.9	862.9										
MOONLIGHT COLLECTION BRIDAL GOWNS W	A130	498.5	498.5										
MOONLIGHT COUTURE BRIDAL GOWNS WOMEN	A130	2,229.6	2,229.6										
MOONLIGHT DESIGN BRIDAL GOWNS WOMEN	A130	667.9	667.9										
MOONLIGHT FORMAL GOWNS&FRMLWR W	A130	359.6	359.6										
MORI LEE BRIDAL GOWNS WOMEN	A130	1,834.4	1,834.4										
MORI LEE BRIDAL GOWNS&FRMLWR W	A130	510.3	510.3										
MORI LEE FORMAL GOWNS WOMEN	A130	269.6	269.6										
NAUTICA SUITS MEN	A130	758.2	651.5			106.7							
OLEG CASSINI BRIDAL GOWNS WOMEN	A130	256.8	256.8										
OSCAR DE LA RENTA BRIDAL GOWNS WOMEN	A130	786.5	786.5										
PALLAS ATHENA BRIDAL GOWNS WOMEN	A130	2,479.9	2,479.9										
PALOMA BLANCA BRIDAL GOWNS WOMEN	A130	3,090.8	3,090.8										
PAULA VARSALONA BRIDAL GOWNS WOMEN	A130	267.6	267.6										
PIAZZA SEMPIONE DRESSES WOMEN	A130	269.9	269.9										
PICCIONE BRIDAL GOWNS WOMEN	A130	1,258.2	1,258.2										
PLATINUM BRIDAL GOWNS WOMEN	A130	1,189.3	1,189.3										
PORTS INTL DRESSES WOMEN	A130	1,342.2	1,113.5	228.7									
PRADA SUITS MEN	A130	285.2	285.2										
PRISCILLA OF BOSTON BRIDAL GOWNS W	A130	855.9	855.9										
PRISCILLA OF BOSTON DRESSWEAR WOMEN	A130	1,412.5	1,412.5										
PRIVATE LABEL BY G BRIDAL GOWNS W	A130	3,051.5	3,051.5										
PRIVATE LABEL BY G FORMAL GOWNS W	A130	262.1	262.1										
PRONOVIAS BRIDAL GOWNS WOMEN	A130	3,509.7	3,509.7										
RALPH LAUREN SUITS MEN	A130	619.0	39.4			579.6							
RAVazzolo SUITS MEN	A130	911.9	911.9										
RAYLIA DESIGNS BRIDAL GOWNS WOMEN	A130	786.2	786.2										
RAYLIA DESIGNS BRIDAL GOWNS&FRMLWR W	A130	1,426.5	1,426.5										
RAYLIA DESIGNS BRIDAL&FORMAL GOWNS W	A130	654.1	654.1										
RAYLIA DESIGNS FORMAL GOWNS WOMEN	A130	621.6	621.6										
RAYLIA DESIGNS FORMALWEAR WOMEN	A130	262.1	262.1										
REEM ACRA NY BRIDAL GOWNS WOMEN	A130	1,274.6	1,274.6										
REEM ACRA NY DRESSES WOMEN	A130	267.6	267.6										
RINA DI MONTELLA BRIDAL GOWNS WOMEN	A130	709.7	709.7										
RINA DI MONTELLA FORMAL GOWNS WOMEN	A130	465.6	465.6										
RIVINI BRIDAL GOWNS WOMEN	A130	2,123.3	2,123.3										
ROBERT BULLOCK BRIDAL GOWNS&FRMLWR W	A130	522.6	522.6										
ROMONA KEVEZA BRIDAL GOWNS WOMEN	A130	964.5	964.5										
SAG HARBOR DRESSES WOMEN	A130	318.2	318.2										
SAISON BLANCHE BRIDAL GOWNS WOMEN	A130	278.0	278.0										
SAISON BLANCHE BRIDAL&FORMAL GOWNS W	A130	696.5	696.5										
SAN PATRICK BRIDAL GOWNS WOMEN	A130	1,842.6	1,842.6										
SIGNATURE DESIGN BRIDAL GOWNS WOMEN	A130	927.9	927.9										
SIMONE CARVALLI BRIDAL GOWNS WOMEN	A130	1,923.3	1,923.3										
SINCERITY BRIDAL GOWNS WOMEN	A130	1,084.5	1,084.5										
SONIA CHOLETTE BRIDAL GOWNS WOMEN	A130	300.2	300.2										
SOPHIA TOLLI BRIDAL GOWNS WOMEN	A130	997.4	997.4										
ST PUCCI BRIDAL GOWNS WOMEN	A130	1,314.0	1,314.0										
STEPHANIE COLLECTION BRIDAL GOWNS W	A130	287.6	287.6										
STEPHEN YEARICK BRIDAL GOWNS WOMEN	A130	359.6	359.6										
SWEET BEGINNINGS FORMAL GOWNS CHILD	A130	542.8	542.8										
TARA KEELY BRIDAL GOWNS WOMEN	A130	1,458.5	1,458.5										
TIFFANY DESIGNS FORMAL GOWNS WOMEN	A130	327.3	327.3										

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TOMMY HILFiger DRESSES WOMEN	A130	1,009.0	1,009.0										
US ANGELS FORMALWEAR CHILDREN	A130	957.4	957.4										
VAL STEFANI COUTURE BRIDAL GOWNS W	A130	884.7	884.7										
VAL STEFANI COUTURE FORMAL GOWNS W	A130	359.6	359.6										
VAL STEFANI CTR BRDL GWNS&FRMLWR W	A130	294.6	294.6										
VALENTINO SUITS MEN	A130	281.2	281.2										
VALERIE COUTURE BRIDAL GOWNS WOMEN	A130	359.6	359.6										
VENTRESCA LTD SUITS MEN	A130	287.6		287.6									
VENUS BRIDAL GOWNS WOMEN	A130	2,516.4	2,516.4										
VENUS BRIDAL&FORMAL GOWNS FAM	A130	445.3	445.3										
VERA WANG BRIDAL GOWNS WOMEN	A130	406.3	406.3										
VERA WANG BRIDAL GOWNS&FRMLWR W	A130	536.1	536.1										
VICTORIAS BRIDAL GOWNS WOMEN	A130	472.9	472.9										
VII COLLECTION BRIDAL GOWNS WOMEN	A130	352.1	352.1										
WATTERS & WATTERS FORMAL GOWNS WOMEN	A130	271.1	271.1										
WATTERS&WATTERS BRDL GWNS&FRMLWR FAM	A130	791.0	791.0										
WATTERS&WATTERS BRIDAL GWNS&FRMLWR W	A130	860.9	860.9										
WATTERS&WATTERS BRIDAL&FORMAL GWNS W	A130	1,385.8	1,385.8										
WINNIE COUTURE BRIDAL GOWNS WOMEN	A130	340.8	340.8										
WTOO FORMAL GOWNS WOMEN	A130	482.6	482.6										
WTOO FORMALWEAR WOMEN	A130	338.5	338.5										
XCITE FORMAL GOWNS WOMEN	A130	911.5	911.5										
XCITE FORMAL GOWNS&FRMLWR W	A130	452.8	452.8										
XOXO DRESSES WOMEN	A130	1,274.5	1,274.5										
XTREME FORMAL GOWNS WOMEN	A130	362.9	362.9										
YANSI FUGEL DRESSES WOMEN	A130	300.6	300.6										
525 AMERICA SWEATERS WOMEN	A141	340.3	340.3										
ADIDAS SUPERNOVA FRMTN SHRTS&SNKRS W	A141	272.0	272.0										
AMERICAN RAG SPORTSWEAR WOMEN	A141	388.1	388.1										
AND 1 SPORTSWEAR MEN	A141	377.0	377.0										
ANN TAYLOR LOFT SWEATERS WOMEN	A141	1,140.1	1,140.1										
APPLE BOTTOMS SPORTSWEAR WOMEN	A141	907.1	907.1										
ARROW SHIRTS MEN	A141	678.9	395.6	228.7			54.5						
ASICS ATHLETICWEAR MEN	A141	886.6	886.6										
ASICS ATHLETICWEAR WOMEN	A141	256.7	256.7										
BANANA REPUBLIC SHIRTS & SKIRTS W	A141	814.4	710.5	104.0									
BEBE SPORT ATHLETICWEAR WOMEN	A141	450.3	450.3										
BEBE SPORT SPORTSWEAR WOMEN	A141	395.4	395.4										
BILLABONG SHIRTS WOMEN	A141	250.9	250.9										
BONGO SPORTSWEAR WOMEN	A141	449.7	449.7										
CALVIN KLEIN SHIRTS MEN & WOMEN	A141	298.3	298.3										
CALVIN KLEIN SPORTSWEAR MEN	A141	687.8	290.4	397.5									453.5
CARHARTT SPORTSWEAR MEN & WOMEN	A141	581.7	111.6		0.8		15.9						
CARIBBEAN JOE SPORTSWEAR MEN & WOMEN	A141	369.5	369.5										
CARIBBEAN JOE SPORTSWEAR WOMEN	A141	779.8	779.8										
CHAMPION ATHLETICWEAR MEN	A141	1,053.0	1,053.0										
CHAMPION ATHLETICWEAR WOMEN	A141	1,579.4	1,579.4										
CHAMPION SPORTSWEAR MEN & WOMEN	A141	2,389.3	2,389.3										
CHAPS SHIRTS & SHORTS MEN	A141	544.1	544.1										
CHAPS SHIRTS MEN	A141	491.2	491.2										
CHAPS SPORTSWEAR MEN	A141	302.7	302.7										
CLAIBORNE SHIRTS MEN	A141	261.2	261.2										
CLAIBORNE SPORTSWEAR MEN	A141	320.3	320.3										
COLUMBIA LANDER PANTS MEN	A141	821.4	821.4										
COLUMBIA PANTS MEN	A141	616.7				150.0					466.7		
COLUMBIA TAMiami SHIRTS MEN	A141	802.5	802.5										
CONVERSE ATHLETICWEAR&SNEAKERS M	A141	377.0	377.0										
DESIGNERS ORIGINALS SWEATERS WOMEN	A141	289.8	289.8										
DOCKERS PANTS & SHIRTS MEN	A141	278.4	278.4										
DOCKERS PANTS & SHIRTS WOMEN	A141	613.4	613.4										
DOCKERS PANTS & SHORTS MEN	A141	2,583.4	2,583.4										
DOCKERS PANTS MEN	A141	294.5	234.5				60.0						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DOCKERS SPORTSWEAR WOMEN	A141	299.1	299.1										
DOLCE & GABBANA SPORTSWEAR MEN	A141	588.9	588.9										
ENYCE SPORTSWEAR MEN & WOMEN	A141	1,213.0	1,213.0										
ENYCE SPORTSWEAR WOMEN	A141	342.1	342.1										
FRENCH CONNECTION SPORTSWEAR M & W	A141	356.3											
FRUIT OF THE LOOM T-SHIRTS WOMEN	A141	280.8	280.8										
GAP PANTS & SHIRTS MEN	A141	298.3	298.3										
GAP PANTS & SHIRTS WOMEN	A141	268.1	268.1										
GAP PANTS WOMEN	A141	928.0	928.0										
GAP RED SHIRTS WOMEN	A141	616.5	616.5										
GAP RED T-SHIRTS CHILDREN	A141	405.5	405.5										
GAP RED T-SHIRTS MEN	A141	469.4	469.4										
GAP RED T-SHIRTS WOMEN	A141	1,878.6	1,649.9	228.7									
GAP SHIRTS WOMEN	A141	732.3	732.3										
GAP SWEATERS MEN	A141	1,335.4	1,335.4										
GIORDANA CYCLEWEAR MEN	A141	314.5	314.5										
GIORDANA CYCLEWEAR MEN & WOMEN	A141	471.8	471.8										
GORE CYCLEWEAR MEN	A141	377.4	377.4										
GREG NORMAN SHIRTS MEN	A141	452.2	452.2										
GUESS SHIRTS WOMEN	A141	328.5	328.5										
GUESS SPORTSWEAR CHILDREN	A141	331.1	320.9										
HAGGAR PANTS & SHIRTS MEN	A141	1,384.9											
HAGGAR PANTS MEN	A141	6,748.1	5,957.4	82.7									
HAGGAR SHIRTS MEN	A141	4,136.5	4,077.5										
HANES COMFORTSOFT T-SHIRTS MEN	A141	6,518.8											
HANES PERFECT T T-SHIRTS WOMEN	A141	2,678.4	2,678.4										
HANES T-SHIRTS MEN	A141	4,722.0	2,058.6	2,009.4									
HANES T-SHIRTS WOMEN	A141	259.4	259.4										
HARLEY DAVIDSON MOTORCYCLE CLTHS M	A141	623.1	623.1										
INCOTEX PANTS MEN	A141	450.4	221.7	228.7									
IZOD PERFORMX SPORTSWEAR MEN	A141	1,501.1	1,501.1										
IZOD PERFORMX SPORTSWEAR WOMEN	A141	1,402.7	1,402.7										
IZOD SHIRTS M & W&SUNGASSES	A141	356.8	356.8										
IZOD SHIRTS MEN & WOMEN	A141	438.6	438.6										
IZOD SPORTSWEAR WOMEN	A141	272.0	272.0										
JACK NICKLAUS SHIRTS & SWEATERS MEN	A141	274.0	274.0										
JIL SANDER SHIRTS & SKIRTS WOMEN	A141	427.5	427.5										
JIL SANDER SHIRTS MEN	A141	282.9	282.9										
JONES NY SHIRTS & SKIRTS WOMEN	A141	265.0	265.0										
JONES NY SHIRTS WOMEN	A141	511.6	511.6										
JONES NY SIGNATURE SPORTSWEAR WOMEN	A141	917.0	917.0										
JONES NY SPORTSWEAR WOMEN	A141	1,323.7	1,323.7										
KIKIT SPORTSWEAR WOMEN	A141	319.0	319.0										
LACOSTE SHIRTS WOMEN	A141	720.6	720.6										
LACOSTE SPORTSWEAR MEN	A141	650.1	442.2	207.9									
LAUREN PANTS & SHIRTS WOMEN	A141	515.1	515.1										
LEVIS PANTS MEN	A141	303.3	303.3										
LIZ CLAIBORNE PANTS WOMEN	A141	400.9	400.9										
LIZ CLAIBORNE SHIRTS & SHOES WOMEN	A141	360.1	360.1										
LIZ CLAIBORNE SPORTSWEAR WOMEN	A141	849.1	849.1										
LOT 29 SPORTSWEAR WOMEN	A141	310.2	310.2										
LOUIS RAPHAEL SPORTSWEAR MEN	A141	314.1	85.4	228.7									
LRG SPORTSWEAR MEN	A141	414.8	414.8										
MADA SPORTSWEAR MEN	A141	305.7	305.7										
MEEZAN SPORTSWEAR MEN	A141	293.4	293.4										
MICHAEL STARS PANTS & SHIRTS WOMEN	A141	280.1	280.1										
MICHAEL STARS SHIRTS WOMEN	A141	1,304.4	1,304.4										
NAUTICA SHIRTS MEN	A141	7,493.0	6,929.6										
NAUTICA SPORTSWEAR MEN	A141	928.7	928.7										
NEW BALANCE ATHLETICWEAR&SNEAKERS M	A141	785.1	785.1										
NIKE 10/2 ATHLETICWEAR MEN	A141	773.4	773.4										
NIKE ATHLETICWEAR MEN	A141	2,455.5	1,936.8										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NIKE ATHLETICWEAR WOMEN	A141	1,229.4	1,229.4										
NIKE ATHLETICWEAR&SNEAKERS M	A141	2,830.6	2,830.6										
NIKE ATHLETICWEAR&SNEAKERS W	A141	4,173.4	4,173.4										
NIKE JORDAN ATHLETICWEAR&SNEAKERS M	A141	560.4	560.4										
NIKE PRO ATHLETICWEAR MEN	A141	793.9	793.9										
NIKE SPORTSWEAR MEN & WOMEN	A141	350.5					350.5						
NIKE T-SHIRTS MEN	A141	6,773.5	6,565.6	207.9									
NIKE T-SHIRTS MEN & WOMEN	A141	1,131.0	1,131.0										
NIKE T-SHIRTS WOMEN	A141	5,637.7	5,637.7										
NORTH FACE ATHLETICWEAR MEN & WOMEN	A141	721.4	721.4										
NORTH FACE ATHLTICWR M&W&SPRT EQUIP	A141	405.1	394.3					10.9					
NORTH FACE SKIWEAR MEN	A141	413.1	413.1										
NORTH FACE SKIWEAR MEN & WOMEN	A141	372.4	352.7					8.1	11.6				
PARISS SPORTSWEAR MEN	A141	366.8	366.8										
PERRY ELLIS PANTS & SHIRTS MEN	A141	315.3	315.3										
PRIVACY WEAR SHIRTS WOMEN	A141	917.9	917.9										
PUMA ATHLETICWEAR&SNKRS M&W	A141	348.7	348.7										
PUMA T-SHIRTS MEN	A141	469.2	469.2										
QUIKSILVER SHIRTS & SHORTS MEN	A141	977.3	977.3										
QUIKSILVER SHIRTS MEN	A141	546.4	546.4										
QUIKSILVER SHORTS MEN	A141	341.7	341.7										
RALPH LAUREN RLX PANTS & SHIRTS MEN	A141	910.3	910.3										
RALPH LAUREN RLX SWEATERS MEN	A141	1,187.1	1,187.1										
ROXY QUIKSILVER SPORTSWEAR WOMEN	A141	1,193.7	1,193.7										
RUSSELL ATHLETIC ATHLETICWEAR MEN	A141	5,615.6	4,171.3				350.5	52.6		1,041.2			
RUSSELL ATHLETIC ATHLETICWEAR WOMEN	A141	1,533.0	1,533.0										
RUSSELL ATHLETIC SPORTSWEAR MEN	A141	307.8					100.8			207.0			
RUSSELL SIMMONS SWEATERS MEN	A141	300.2	300.2										
SAG HARBOR SHIRTS & SHORTS WOMEN	A141	306.6	306.6										
SAG HARBOR SHIRTS & SKIRTS WOMEN	A141	579.7	579.7										
SALOMON WOMEN WILL ATHLETICWEAR W	A141	365.6	365.6										
SAVANE PANTS & SHIRTS MEN	A141	442.6	213.9	228.7									
SOFFE SPORTSWEAR WOMEN	A141	1,257.7	1,257.7										
SOUTHPOLE SPORTSWEAR MEN & WOMEN	A141	465.5				465.5							
STARTER SPORTSWEAR MEN	A141	1,646.9					388.8	144.4		1,113.7			
TONY HILFIGER SPORTSWEAR M & W	A141	572.5	115.1	457.4									
UNDER ARMOUR ATHLETICWEAR M & W	A141	761.9	588.8		70.4		102.7						
UNDER ARMOUR ATHLETICWEAR MEN	A141	6,993.0	3,057.5					816.1	24.3	3,011.6		83.5	
UNDER ARMOUR ATHLETICWEAR WOMEN	A141	5,797.0	3,969.7						116.4		1,710.9		
UNDER ARMOUR SPORTSWEAR MEN	A141	800.2	800.2										
UNIONBAY SPORTSWEAR MEN	A141	268.2	268.2										
UNIONBAY SPORTSWEAR WOMEN	A141	958.6	958.6										
WOLVERINE SHIRTS & WORK BOOTS MEN	A141	501.2	501.2										
XOXO PANTS & SHIRTS WOMEN	A141	927.8	927.8										
XOXO SHIRTS & SHORTS WOMEN	A141	355.7	355.7										
YMI JEANSWEAR SPORTSWEAR WOMEN	A141	875.0	875.0										
7 FOR ALL MANKIND JEANS MEN & WOMEN	A142	1,260.8	1,260.8										
7 FOR ALL MANKIND JEANS WOMEN	A142	1,220.8	1,220.8										
ADRIANO GOLDSCHMIED JEANS M & W	A142	293.9				293.9							
BEBE JEANS WOMEN	A142	325.9	325.9										
BONGO JEANS & SHIRTS WOMEN	A142	755.1	755.1										
CALVIN KLEIN JEANS & SHIRTS WOMEN	A142	2,041.3	2,041.3										
CALVIN KLEIN JEANS JEANS WOMEN	A142	443.4	443.4										
CALVIN KLEIN JEANS MEN & WOMEN	A142	727.3	710.7		16.5								
CALVIN KLEIN JEANS WOMEN	A142	988.2	988.2										
CRUEL GIRL JEANS WOMEN	A142	269.6	269.6										
DIESEL JEANS WOMEN	A142	484.1	484.1										
DKNY JEANS MEN	A142	298.3	298.3										
DKNY JEANS WOMEN	A142	571.4	571.4										
DOLCE & GABBANA JEANS MEN	A142	290.4	290.4										
GAP RTW & SCARVES M & W	A142	852.3	852.3										
GITANO JEANS WOMEN	A142	737.4	737.4										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GRANE JEANS WOMEN	A142	559.3	559.3										
GUESS JEANS & SHIRTS MEN	A142	1,007.6	1,007.6										
J BRAND JEANS WOMEN	A142	499.9	499.9										
JORDACHE JEANS WOMEN	A142	4,432.7	4,351.6	81.1									
JUST CAVALLI JEANS & SHIRTS MEN	A142	347.9	347.9										
LAUREN JEANS WOMEN	A142	351.5	351.5										
LEE JEANS & PANTS WOMEN	A142	972.4	972.4										
LEE JEANS FAMILY	A142	373.8							0.0			373.8	
LEE JEANS MEN	A142	1,780.4	1,696.9						21.5	0.4			61.6
LEE JEANS MEN & WOMEN	A142	6,686.8							1,521.8	8.8	4,385.0	771.2	
LEE JEANS WOMEN	A142	11,954.1	7,316.1						1,023.8	124.9	136.5	3,352.9	
LEVI STRAUSS JEANS MEN & WOMEN	A142	1,269.3			1,229.8								39.5
LEVIS 501 JEANS MEN	A142	4,681.1	4,681.1										
LEVIS 501 JEANS MEN & WOMEN	A142	2,896.2	2,896.2										
LEVIS 501 JEANS WOMEN	A142	1,969.3	1,969.3										
LEVIS 515 JEANS WOMEN	A142	573.7	573.7										
LEVIS 545 JEANS WOMEN	A142	726.5	726.5										
LEVIS CAPITAL E JEANS MEN & WOMEN	A142	310.2	310.2										
LEVIS ECO JEANS MEN & WOMEN	A142	848.0	848.0										
LEVIS JEANS FAMILY	A142	324.9		324.9									
LEVIS JEANS MEN	A142	2,387.3	2,384.8						2.3		0.2		
LEVIS JEANS MEN & WOMEN	A142	29,280.9	196.8						15,859.8	626.9	3,450.1	9,147.3	
LEVIS JEANS WOMEN	A142	4,047.0	4,045.4							1.6			
LEVIS SKINNY JEANS MEN	A142	476.7	476.7										
LEVIS SKINNY JEANS WOMEN	A142	1,738.8	1,738.8										
LOT 29 JEANS & SHIRTS WOMEN	A142	316.0	316.0										
LUCKY BRAND JEANS FAMILY	A142	1,208.0	972.7	228.7	6.6								
LUXIRIE JEANS & SWEATERS WOMEN	A142	315.2	315.2										
NAUTICA JEANS MEN & WOMEN	A142	438.6	438.6										
NINE WEST JEANS WOMEN	A142	898.3	898.3										
PEPE JEANS JEANS MEN & WOMEN	A142	303.0				303.0							
PZI JEANS WOMEN	A142	261.0	261.0										
RIDERS JEANS MEN & WOMEN	A142	851.7										851.7	
RIDERS JEANS WOMEN	A142	20,979.9	18,404.1	1,887.8					0.0	23.9	664.2		
SEE THRU SOUL JEANS & SHIRTS WOMEN	A142	265.7	265.7										
SILVER JEANS JEANS MEN & WOMEN	A142	482.9	482.9										
TUMMY TUCK JEANS WOMEN	A142	590.6	361.9	228.7									
WRANGLER JEANS FAMILY	A142	1,140.4		6.0					51.4	4.9		1,078.1	
WRANGLER JEANS MEN	A142	28,030.1	8,366.9	2,064.6					9,857.2	4.2		7,650.8	86.3
WRANGLER JEANS MEN & WOMEN	A142	345.7										175.2	170.6
YANSI FUGEL RTW WOMEN	A142	339.7	339.7										
YMI JEANSWEAR JEANS WOMEN	A142	2,207.9	2,207.9										
BILLABONG BATHING SUITS WOMEN	A150	569.7	569.7										
CALVIN KLEIN BATHING SUITS WOMEN	A150	759.9	759.9										
GOTTEX BATHING SUITS WOMEN	A150	645.8	645.8										
JANTZEN BATHING SUITS WOMEN	A150	1,978.5	1,978.5										
RAISINS BATHING SUITS WOMEN	A150	301.4	301.4										
ROXY QUIKSILVER BATHING SUITS WOMEN	A150	287.8	287.8										
TOMMY BAHAMA BATHING SUITS WOMEN	A150	440.1	440.1										
TOMMY HILFIGER BATHING SUITS W&SNGLS	A150	780.2	780.2										
ACBERCROMBIE & FITCH RTW MEN & WOMEN	A190	1,111.1				1,111.1							
AKADEMIKS RTW & ACCESSORIES WOMEN	A190	966.0	966.0										
AKADEMIKS RTW WOMEN	A190	410.9	410.9										
AKRIS RTW WOMEN	A190	1,400.8	1,385.0			15.9							
ALBERTA FERRETTI RTW WOMEN	A190	654.9	550.9	104.0									
AMERICAN RAG RTW WOMEN	A190	274.3	274.3										
ANN TAYLOR LOFT RTW WOMEN	A190	2,356.1	2,356.1										
ANN TAYLOR RTW WOMEN	A190	2,358.3	2,358.3										
ANNE KLEIN RTW WOMEN	A190	2,075.8	1,896.6	179.2									
ARMANI EXCHANGE A/X RTW MEN & WOMEN	A190	465.6	465.6										
ARROW RTW MEN & WOMEN	A190	2,398.2	2,169.5	228.7									
BABY GAP RTW CHILDREN	A190	745.9	745.9										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BABY HEALTHTEX RTW CHILDREN	A190	335.9	335.9										
BANANA REPUBLIC RTW & TIES MEN	A190	536.1	536.1										
BANANA REPUBLIC RTW MEN	A190	3,115.5	2,803.6	311.9									
BANANA REPUBLIC RTW MEN & WOMEN	A190	2,431.1	2,431.1										
BANANA REPUBLIC RTW WOMEN	A190	1,448.4	1,136.5	311.9									
BB DAKOTA RTW WOMEN	A190	277.2	277.2										
BCX RTW WOMEN	A190	466.5	466.5										
BEBE RTW & SHOES WOMEN	A190	1,183.4	1,183.4										
BEBE SPORT RTW WOMEN	A190	739.1	739.1										
BENETTON RTW MEN & WOMEN	A190	415.6	415.6										
BOSS HUGO BOSS RTW MEN & WOMEN	A190	541.1	541.1										
BRUNELLO CUCINELLI RTW MEN & WOMEN	A190	458.2	458.2										
CALVIN KLEIN JEANS RTW WOMEN	A190	355.9	355.9										
CALVIN KLEIN RTW & SHOES WOMEN	A190	1,534.1	1,534.1										
CALVIN KLEIN RTW MEN	A190	370.1	370.1										
CALVIN KLEIN RTW MEN & WOMEN	A190	4,076.2	2,233.0		16.5	1,185.1	641.5						
CALVIN KLEIN RTW WOMEN	A190	1,068.0	1,068.0										
CARLISLE RTW WOMEN	A190	554.8	554.8										
CHAPS RTW MEN	A190	1,608.0	1,608.0										
CHAPS RTW MEN & WOMEN	A190	544.7	544.7										
CINTAS UNIFORMS MEN & WOMEN	A190	363.4							0.1				363.4
CLAIBORNE RTW MEN	A190	1,420.9	1,420.9										
COMPANY 81 RTW MEN & WOMEN	A190	254.6	218.1				36.6						
CONRAD C RTW WOMEN	A190	331.0	331.0										
CONVERSE RTW & SHOES WOMEN	A190	930.3	712.0	218.3									
CUBAVERA RTW MEN	A190	344.6	230.3	114.4									
DANSKIN WMNS TRTHLN SRS	A190	408.1	408.1										
DEREON RTW & ACCESSORIES CHILD	A190	647.8	647.8										
DIANE VON FURSTENBERG RTW WOMEN	A190	256.6			256.6								
DICKIES WORK CLOTHES MEN	A190	3,999.8	1,658.2						127.1	2.2	2,212.3		
DIESEL RTW MEN & WOMEN	A190	700.0	700.0										
DIESEL RTW WOMEN	A190	583.8	583.8										
DKNY RTW MEN & WOMEN	A190	1,637.0	1,637.0										
DOCKERS RTW & ACCESSORIES MEN	A190	5,182.8	5,182.8										
DOCKERS RTW MEN	A190	2,689.4	2,689.4										
DOCKERS RTW WOMEN	A190	677.3	677.3										
DOCKERS.COM ONLINE	A190	302.0	242.0				60.0						
DOLCE & GABBANA RTW MEN	A190	856.2	856.2										
DOLCE & GABBANA RTW MEN & WOMEN	A190	1,676.3	1,553.6		122.7								
DSQUARED2 RTW MEN & WOMEN	A190	561.5	561.5										
EILEEN FISHER RTW WOMEN	A190	277.4	277.4										
EMPORIO ARMANI RTW MEN & WOMEN	A190	277.4	277.4										
EMPORIO ARMANI RTW WOMEN	A190	711.0	711.0										
ERMENEGILDO ZEGNA RTW MEN	A190	1,546.1	1,431.8	114.4									
ETNIES RTW & SNEAKERS WOMEN	A190	507.5	507.5										
FRENCH TOAST RTW CHILDREN	A190	719.6	223.5		29.1		44.6						422.5
FRUIT OF THE LOOM RTW FAMILY	A190	1,868.7											1,868.7
GAP RED RTW FAMILY	A190	4,281.4	4,281.4										
GAP RED RTW MEN	A190	426.5	426.5										
GAP RED RTW MEN & WOMEN	A190	1,598.9	1,598.9										
GAP RED RTW WOMEN	A190	1,940.7	1,940.7										
GAP RTW & ACCESSORIES FAMILY	A190	3,636.8	3,205.4	431.4									
GAP RTW MEN	A190	4,059.0	4,059.0										
GAP RTW MEN & WOMEN	A190	3,120.6	3,045.9				74.7						
GAP RTW WOMEN	A190	10,734.2	10,734.2										
GIORGIO ARMANI RTW MEN & WOMEN	A190	640.4			10.6	17.8	612.0						
GRANE RTW WOMEN	A190	318.9	318.9										
G-STAR RAW RTW MEN & WOMEN	A190	259.5	145.2	114.4									
GUCCI RTW MEN	A190	665.1	665.1										
GUESS RTW & SHOES MEN & WOMEN	A190	705.0	705.0										
GUESS RTW CHILDREN	A190	453.9	453.9										
GUESS RTW MEN & WOMEN	A190	1,773.4	1,766.4				7.0						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GUESS RTW WOMEN	A190	416.1	416.1										
G-UNIT RTW MEN & WOMEN	A190	655.1	655.1										
HANES RTW MEN & WOMEN	A190	274.4											
HEALTH-TEX RTW CHILDREN	A190	502.3	502.3										
HERMES RTW & TIES MEN	A190	337.3	222.9	114.4									
HUGO BOSS RTW MEN & WOMEN	A190	717.9	717.9										
INC RTW MEN	A190	722.3	722.3										
IZOD RTW MEN	A190	957.2	237.9	457.4	7.4	254.6							
JEAN PAUL GAULTIER RTW WOMEN	A190	321.1	321.1										
JIL SANDER RTW WOMEN	A190	825.8	711.4	114.4									
JILL STUART RTW WOMEN	A190	495.2			495.2								
JOCKEY & JOCKEY FOR HER	A190	2,286.5											2,286.5
JONES NY RTW WOMEN	A190	4,343.9	4,343.9										
JORDACHE RTW WOMEN	A190	726.0			726.0								
JUST CAVALLI RTW MEN	A190	540.4	540.4										
JUSTSWEET RTW WOMEN	A190	886.5	886.5										
KENNETH COLE REACTION RTW CHILDREN	A190	478.6	478.6										
KENNETH COLE RTW MEN	A190	593.7	515.3	78.4									
KENSIE & MAC & JAC RTW WOMEN	A190	1,275.6	1,275.6										
KENZIE RTW & SHOES WOMEN	A190	2,584.3	2,584.3										
KENZIE RTW WOMEN	A190	831.2	831.2										
LAUREN RTW WOMEN	A190	3,636.5	3,636.5										
LIZ CLAIBORNE RTW WOMEN	A190	5,628.6	5,628.6										
LIZ CLAIBORNE RTW WOMEN & SUNGLASSES	A190	826.4	826.4										
LRG RTW FAMILY	A190	408.7	408.7										
LRG RTW MEN	A190	1,309.4	1,309.4										
LUCKY BRAND RTW FAMILY	A190	3,867.7	3,867.7										
LUXIRIE RTW WOMEN	A190	542.7	542.7										
MAC & JAC RTW WOMEN	A190	545.6	545.6										
MAJOR LEAGUE BASEBALL RTW M&W	A190	497.3	358.7		138.6								
MALO RTW MEN	A190	403.6	403.6										
MARCIANO RTW & SHOES WOMEN	A190	1,359.1	1,359.1										
MARCIANO RTW WOMEN	A190	554.2	554.2										
MAXMARA RTW WOMEN	A190	1,613.1	1,384.4	228.7									
MICHAEL STARS RTW WOMEN	A190	691.7	691.7										
MOSCHINO RTW WOMEN	A190	427.5	427.5										
MOSSY OAK HUNTING CLOTHES MEN	A190	830.3	674.2										
MUSTANG SURVIVAL SAFETY APPAREL	A190	253.8	253.8										
NAUTICA RTW MEN	A190	1,192.6	1,192.6										
NAUTICA RTW MEN & WOMEN	A190	602.5	144.9		295.6	151.6	10.5						
NAUTICA RTW WOMEN	A190	1,328.6	1,328.6										
NICOLE MILLER RTW WOMEN	A190	1,133.7	1,133.7										
NINA RICCI RTW WOMEN	A190	339.7	339.7										
ORIGINAL PENGUIN RTW WOMEN	A190	464.6	464.6										
OSCAR DE LA RENTA RTW WOMEN	A190	740.4	740.4										
PATAGONIA INC CP	A190	381.9	381.9										
PAUL & JOE RTW MEN & WOMEN	A190	415.2	415.2										
PERRY ELLIS RTW & SCARVES MEN	A190	277.4	277.4										
PERRY ELLIS RTW MEN	A190	5,640.2	5,525.9	114.4									
PERRY ELLIS RTW MEN & WOMEN	A190	1,034.6	522.1				512.6						
PHAT FARM RTW CHILDREN	A190	399.0	399.0										
POLO RTW FAMILY	A190	2,090.7			808.5	1,282.2							
PORTS INTL RTW WOMEN	A190	5,157.1	5,157.1										
PRADA RTW MEN	A190	1,764.0	1,556.0	207.9									
PRADA RTW WOMEN	A190	2,463.2	2,255.2	207.9									
PRIVACY WEAR RTW WOMEN	A190	760.4	760.4										
PUMA FRENCH 77 RTW MEN	A190	328.3	328.3										
QUIKSILVER RTW MEN	A190	579.5	579.5										
RALPH LAUREN COLLECTION RTW WOMEN	A190	429.5	429.5										
RALPH LAUREN RTW CHILDREN	A190	695.6	695.6										
RALPH LAUREN RTW WOMEN	A190	1,598.6	289.8				1,308.9						
RAMPAGE RTW & SHOES WOMEN	A190	1,142.7	1,142.7										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
REALTREE HUNTING CLOTHES FAMILY	A190	443.3	396.6									46.7	
ROCAWEAR RTW CHILDREN	A190	730.8	730.8										
ROCAWEAR RTW MEN & WOMEN	A190	878.5	878.5										
RUSSELL SIMMONS RTW MEN	A190	352.0	352.0										
SAG HARBOR RTW WOMEN	A190	2,566.2	2,566.2										
SAVANE RTW MEN	A190	582.1	582.1										
SEAN JOHN RTW CHILDREN	A190	784.0	784.0										
SEAN JOHN RTW MEN	A190	475.8	475.8										
SWISS ARMY RTW WOMEN & WATCHES	A190	475.8	475.8										
TO THE MAX RTW WOMEN	A190	352.8	352.8										
TOMMY HILFINGER RTW MEN & WOMEN	A190	1,748.8		138.9		641.1	968.9						
VALENTINO RTW WOMEN	A190	415.3	415.3										
VAN HEUSEN RTW MEN	A190	2,385.4						2,385.4					
VERA WANG RTW WOMEN	A190	962.3	962.3										
VERSACE RTW WOMEN	A190	1,251.7	1,251.7										
WOOLRICH RTW WOMEN	A190	322.1	322.1										
XOXO RTW WOMEN	A190	450.3	450.3										
YES RTW CHILDREN	A190	262.0	262.0										
YVES ST LAURENT RTW & SHOES WOMEN	A190	961.0	961.0										
ZUTANO RTW CHILDREN	A190	286.9	286.9										
2XIST UNDERWEAR MEN	A210	324.4	95.7	228.7									
AUSSIEBUM UNDERWEAR MEN	A210	473.9	473.9										
BVD UNDERSHIRTS&UNDERWEAR M	A210	1,405.4	1,405.4										
BVD UNDERWEAR MEN	A210	479.7	479.7										
CALVIN KLEIN UNDERWEAR MEN	A210	3,124.4	3,124.4										
FRUIT OF THE LOOM PANTIES WOMEN	A210	3,960.1	3,960.1										
FRUIT OF THE LOOM UNDERCLOTHING W	A210	2,317.4						144.8	2.4	28.0	2,142.1		
FRUIT OF THE LOOM UNDERWEAR CHILDREN	A210	781.6						308.1			429.4	44.1	
FRUIT OF THE LOOM UNDERWEAR M & W	A210	715.2	67.7	479.4									168.1
FRUIT OF THE LOOM UNDERWEAR MEN	A210	2,366.1						709.3	0.2	56.0	1,600.6		
HANES COMFORTSOFT PANTIES WOMEN	A210	12,872.7	1,466.2					3,971.7	137.5	3,837.5	3,459.8		
HANES COMFORTSOFT UNDERWEAR MEN	A210	6,828.2						2,128.6	109.0		4,590.6		
HANES PANTIES WOMEN	A210	2,599.7	2,599.7										
LA PERLA LINGERIE WOMEN	A210	571.9	571.9										
NATORI LINGERIE WOMEN	A210	291.2	291.2										
NO NONSENSE PANTIES WOMEN	A210	444.0	444.0										
BALI BRAS & PANTIES WOMEN	A220	7,280.2	2,828.4					2,800.6	3.8	481.0	1,166.5		
BALI BRAS WOMEN	A220	4,917.8	3,651.6					326.8	3.2	695.3	240.9		
BARELY THERE BRAS WOMEN	A220	5,204.1	5,204.1										
CALVIN KLEIN BRAS & PANTIES WOMEN	A220	969.1	969.1										
CHANTELLE BRAS & PANTIES WOMEN	A220	1,169.4	1,169.4										
CHANTELLE BRAS WOMEN	A220	718.7	718.7										
CURVATION BRAS WOMEN	A220	1,883.5	1,883.5										
CW-X BRAS WOMEN	A220	1,125.7	1,125.7										
DKNY BRAS & PANTIES WOMEN	A220	931.2	931.2										
DKNY BRAS WOMEN	A220	830.1	830.1										
DONNA KARAN BRAS WOMEN	A220	349.5	349.5										
FRUIT OF THE LOOM BRAS & PANTIES W	A220	6,863.0	4,791.6					2.2		28.0	2,041.2		
FRUIT OF THE LOOM SPORTS BRAS WOMEN	A220	817.5	817.5										
FRUIT/LOOM COTTON STRTCH BRSPNTS W	A220	283.8	283.8										
FRUIT/LOOM FIT FOR ME BRAS&PNTS W	A220	3,072.5	3,072.5										
HANES ALL-OVER COMFORT BRAS WOMEN	A220	25,724.0	5,239.3	840.6				9,777.1	243.6	5,866.6	3,756.8		
HANES BRAS & PANTIES WOMEN	A220	272.0	272.0										
HANES COMFORTSOFT BRAS & PANTIES W	A220	1,737.3	560.3					546.6	123.9	220.6	285.9		
LA PERLA BRAS & PANTIES WOMEN	A220	713.7	713.7										
MAIDENFORM BRAS & PANTIES WOMEN	A220	261.8	261.8										
MAIDENFORM BRAS WOMEN	A220	865.9	865.9										
MAIDENFORM UNDERCLOTHING	A220	829.0					829.0						
NATORI BRAS WOMEN	A220	333.2	333.2										
NO NONSENSE SHAPewear WOMEN	A220	288.7	288.7										
OLGA BRAS WOMEN	A220	267.4	267.4										
PLAYTEX 18 HOUR BRAS WOMEN	A220	5,706.0	5,706.0										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PLAYTEX 18 HR CMFR LC BRAS WOMEN	A220	1,253.4	1,253.4										
PLAYTEX BRAS WOMEN	A220	14,767.1	1,189.5						2,890.9	163.2	4,466.5	6,057.0	
ROBERTO CAVALLI BRAS & PANTIES WOMEN	A220	281.2	281.2										
VANITY FAIR BRAS WOMEN	A220	4,807.8	4,807.8										
VASSARETTE BRAS & PANTIES WOMEN	A220	1,507.7	1,507.7										
VASSARETTE BRAS WOMEN	A220	1,872.6	1,872.6										
VERA WANG BRAS & PANTIES WOMEN	A220	1,159.0	1,159.0										
VICTORIAS SECRET BRAS & PANTIES W	A220	2,257.5	2,257.5										
WACOAL BRAS & PANTIES WOMEN	A220	299.1	299.1										
WACOAL BRAS WOMEN	A220	436.8	436.8										
WARNERS BRAS WOMEN	A220	725.9	725.9										
AMERICAN APPAREL LEGGINGS WOMEN	A230	342.0	342.0										
COLUMBIA FALMOUTH II SOCKS M & W	A230	408.7	408.7										
GOLD TOE SOCKS MEN	A230	303.8	303.8										
HUE HOSIERY WOMEN	A230	769.1	769.1										
KUSHYFOOT SOCKS WOMEN	A230	737.8	737.8										
PEDS SOCKS WOMEN	A230	853.3	853.3										
POWERSOX SOCKS MEN	A230	324.6	324.6										
POWERSOX SOCKS MEN & WOMEN	A230	275.8	275.8										
POWERSOX SOCKS WOMEN	A230	1,705.5	1,705.5										
BEBE SPORT UNDERCLOTHING WOMEN	A290	450.3	450.3										
DONNA NADEAU SLEEPWEAR WOMEN	A290	369.9	369.9										
FRUIT OF THE LOOM UNDERCLOTHING MEN	A290	3,121.8							21.4		3,100.4		
FRUIT/LOOM FIT FOR ME UNDRCLTHNG W	A290	831.0	478.8						1.9		350.3		
LAUREN ROBES WOMEN	A290	340.3	340.3										
NAUTICA ROBES WOMEN	A290	407.0	407.0										
310 MOTORING BOOTS MEN	A310	546.1	546.1										
AEROSOLES BOOTS WOMEN	A310	1,434.6	1,434.6										
AEROSOLES SHOES WOMEN	A310	1,650.1	1,650.1										
AKADEMIKS SHOES WOMEN	A310	320.3	320.3										
ALLEN EDMONDS SHOES MEN	A310	1,439.2	1,255.8		153.3	20.1							10.0
AMERICAN EAGLE SHOES & SNEAKERS MEN	A310	328.3	328.3										
ANNE MICHELLE SHOES WOMEN	A310	284.5	284.5										
ARAVON SHOES WOMEN	A310	360.6	352.0		8.6								
BALLY SHOES MEN	A310	253.0	253.0										
BALLY SHOES MEN & WOMEN	A310	265.0	265.0										
BAMBOO SHOES WOMEN	A310	453.9	453.9										
BANDOLINO SHOES WOMEN	A310	316.7	316.7										
BCBGIRLS SHOES & SPORTSWEAR WOMEN	A310	379.3	379.3										
BCBGIRLS SHOES WOMEN	A310	530.4	530.4										
BETSEY JOHNSON SHOES WOMEN	A310	290.3	290.3										
BIRKENSTOCK SANDALS WOMEN	A310	695.3	649.3	46.0									
BOBBI BLU SHOES WOMEN	A310	296.4	296.4										
BORN BOOTS WOMEN	A310	400.1	400.1										
BORN SANDALS WOMEN	A310	479.1	479.1										
BORN SHOES MEN	A310	481.9	481.9										
CANDIES SHOES WOMEN	A310	596.9	596.9										
CAR SHOE SHOES WOMEN	A310	259.5	30.8	228.7									
CLARKS SHOES MEN	A310	542.3	542.3										
CLARKS SHOES WOMEN	A310	468.2	468.2										
COLE-HAAN SHOES WOMEN	A310	389.4	389.4										
COLUMBIA BUGABOOTOO BOOTS M & W	A310	1,067.5	1,067.5										
COLUMBIA BUGABOOTRES BOOTS MEN	A310	277.4	277.4										
CONVERSE BOOTS & RTW WOMEN	A310	581.7	353.0	228.7									
CROCS SANDALS & SHOES WOMEN	A310	726.7	726.7										
CROCS SANDALS MEN & WOMEN	A310	799.5	799.5										
CROCS SANDALS WOMEN	A310	495.2	495.2										
CROCS SHOES WOMEN	A310	807.2	807.2										
DANSKO SANDALS & SHOES WOMEN	A310	576.9	576.9										
DANSKO SHOES WOMEN	A310	557.1	557.1										
DIESEL BOOTS WOMEN	A310	1,431.1	1,431.1										
DIOR SHOES W & SUNGLASSES	A310	277.4	277.4										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DIOR SHOES WOMEN	A310	292.6	292.6										
DOLLHOUSE SHOES & SPORTSWEAR WOMEN	A310	1,048.9	934.5	114.4									
DR COMFORT SHOES MEN & WOMEN	A310	602.7	602.7										
DR MARTENS BOOTS WOMEN	A310	527.1	354.3	172.8									
DYEABLES SHOES WOMEN	A310	407.5	407.5										
EASTLAND SHOES WOMEN	A310	1,109.7	1,109.7										
EASY SPIRIT SHOES WOMEN	A310	276.7	133.8			142.9							
ECCO BOOTS & SHOES WOMEN	A310	703.5	703.5										
ECCO SANDALS WOMEN	A310	277.4	277.4										
ECCO SHOES MEN	A310	303.7	303.7										
ECCO SHOES WOMEN	A310	554.8	554.8										
EMU AUSTRALIA BOOTS WOMEN	A310	528.0	528.0										
GEOX BOOTS WOMEN	A310	501.1	386.8	114.4									
GEOX SHOES WOMEN	A310	466.0	466.0										
GIORGIO BRUTINI SHOES MEN	A310	288.5	288.5										
GORE-TEX XCR SHOES MEN	A310	270.4	270.4										
GUCCI BOOTS WOMEN	A310	482.6	482.6										
GUCCI SHOES MEN	A310	286.2	238.6			47.6							
GUESS SHOES WOMEN	A310	802.2	802.2										
HAVAIANAS SANDALS MEN & WOMEN	A310	5,966.1	5,966.1										
JOHN LOBB SHOES MEN	A310	498.5	498.5										
JOHNSTON & MURPHY SHOES MEN	A310	443.8			443.8								
KEDS CHAMPION SHOES WOMEN	A310	534.7	534.7										
KEDS ELEANOR PANDA SHOES WOMEN	A310	366.4	366.4										
KEDS ELEANOR SHOES WOMEN	A310	334.2	334.2										
KEDS NANETTE LEPORE SHOES WOMEN	A310	460.8	460.8										
KEDS SHOES WOMEN	A310	1,097.0	1,097.0										
KEEN SHOES MEN	A310	261.9	261.9										
KENNETH COLE SHOES & ACCESS M & W	A310	547.1		451.8	95.3								
LA CANADIENNE BOOTS MEN & WOMEN	A310	823.7			712.3	111.4							
LACOSTE SHOES WOMEN	A310	1,045.4	1,045.4										
LUGZ BOOTS & SHOES MEN	A310	1,234.4	1,234.4										
LUGZ BOOTS MEN	A310	274.8						0.0		186.8	88.0		
LUGZ SHOES MEN	A310	620.1	620.1										
LUXIRIE BOOTS & RTW WOMEN	A310	429.0	429.0										
MARCIANO SHOES WOMEN	A310	428.7	428.7										
MARK NASON BOOTS & SHOES MEN	A310	444.2	444.2										
MARK NASON BOOTS MEN	A310	1,016.7	1,016.7										
MERRELL SHOES WOMEN	A310	262.3	32.8	228.7				0.8					
MICHELLE K SHOES WOMEN	A310	1,225.8	1,225.8										
MORESCHI SHOES MEN	A310	305.0	305.0										
NATURALIZER SHOES WOMEN	A310	2,170.4	2,081.2		89.2								
NINA SHOES WOMEN	A310	1,486.0	1,486.0										
NINE WEST SHOES WOMEN	A310	651.9	651.9										
PEDIPED SHOES CHILDREN	A310	2,348.0	2,348.0										
PRADA SHOES WOMEN	A310	799.9	695.9	104.0									
PRIMIGI SHOES CHILDREN	A310	767.6	767.6										
RED WING SHOES MEN	A310	321.1	92.0		207.7			21.4					
REPETTO SHOES WOMEN	A310	272.9	272.9										
REPORT BOOTS WOMEN	A310	773.0	773.0										
REPORT SHOES WOMEN	A310	1,551.1	1,551.1										
ROCKET DOG SHOES WOMEN	A310	1,150.7	1,150.7										
ROCKPORT BOOTS MEN	A310	520.1	520.1										
ROCKPORT SHOES & SNEAKERS MEN	A310	476.8	476.8										
ROCKPORT SHOES MEN	A310	2,893.6	2,893.6										
ROYAL ELASTICS SHOES WOMEN	A310	404.4	404.4										
SAUGUS SHOES WOMEN	A310	958.8	958.8										
SIMPLE SHOES MEN & WOMEN	A310	514.8	479.1		35.7								
SKECHERS SHOES & SNEAKERS MEN	A310	1,343.4	1,343.4										
SKECHERS SHOES & SNEAKERS WOMEN	A310	3,812.1	3,812.1										
SKECHERS SHOES MEN	A310	3,880.6	3,880.6										
SKECHERS SHOES WOMEN	A310	6,032.5	5,953.6					36.7	35.4	6.8			

Multi-Media Service  
 AD \$ Summary Brand Index - PIB Sort  
 January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SODA SHOES WOMEN	A310	332.5	332.5										
SOUTHPOLE SHOES & SPORTSWEAR WOMEN	A310	318.9	318.9										
SPERRY TOP-SIDER SHOES MEN	A310	2,081.6	1,783.1		28.6	269.9							
STEVE MADDEN SHOES WOMEN	A310	369.0	369.0										
STRIDE RITE SHOES CHILDREN	A310	1,276.1	915.5		64.6							296.1	
TERRASOLES SHOES MEN & WOMEN	A310	968.6	968.6										
TODS BOOTS MEN	A310	284.8	284.8										
TODS SHOES MEN	A310	1,807.3	1,464.3	343.1									
UGG AUSTRALIA BOOTS MEN	A310	514.6	514.6										
UGG AUSTRALIA BOOTS MEN & WOMEN	A310	1,156.6	1,156.6										
UGG AUSTRALIA BOOTS WOMEN	A310	3,590.2	3,590.2										
VANS GISELE SHOES WOMEN	A310	1,064.3	1,064.3										
VANS KVD SHOES WOMEN	A310	508.9	508.9										
WANTED SHOES WOMEN	A310	369.0	369.0										
WOLVERINE BOOTS & JACKETS MEN	A310	284.4	284.4										
WOLVERINE BOOTS & JACKETS WOMEN	A310	333.8	333.8										
Z-COIL PAIN RELIEF SHOES FAMILY	A310	2,258.0	2,258.0										
Z-COIL PAIN RELIEF SHOES MEN & WOMEN	A310	355.6	355.6										
310 MOTORING SNEAKERS MEN	A321	1,204.7		1,204.7									
310 THE GAME SNEAKERS MEN	A321	336.5		37.7					298.7			269.4	
ADIDAS 30 DET SNEAKERS MEN	A321	269.4											
ADIDAS ADISTAR CONTROL SNEAKERS M&W	A321	292.4	292.4										
ADIDAS ADISTAR SNEAKERS MEN & WOMEN	A321	377.0	377.0										
ADIDAS SNEAKERS MEN	A321	1,111.5	1,111.5										
ADIDAS SNEAKERS MEN & WOMEN	A321	375.5	375.5										
ADIDAS SNEAKERS & SPORTSWEAR M&W	A321	19,262.3	462.7										
ADIDAS SNEAKERS & SPORTSWEAR WOMEN	A321	1,560.4	98.1										9.0
ADIDAS SNEAKERS & SPORTSWEAR M&W	A321	2,506.7	40.8										
ADIDAS SUPERNOVA CUSHION SNEAKERS M	A321	458.8				425.9							32.8
ADIDAS SUPERNOVA CUSHION SNEAKERS W	A321	455.9	455.9										
ADIDAS SUPERNOVA FRMTN SNEAKERS M&W	A321	471.4	471.4										
ADIDAS SUPERSTAR II SNEAKERS WOMEN	A321	399.3	399.3										
ADIDAS SUPERSTAR SNEAKERS MEN & W	A321	455.0	455.0										
ADIDAS VAR SNEAKERS MEN	A321	279.3	279.3										
ADIDAS Y-3 SNEAKERS & SPORTSWEAR W	A321	278.8	278.8										
ADIDAS Y-3 SNEAKERS MEN	A321	620.0	162.6	457.4									
ASICS CYPRESS SNEAKERS MEN & WOMEN	A321	466.6	237.9	228.7									
ASICS GEL-1120 SNEAKERS MEN	A321	1,630.5	1,630.5										
ASICS GEL-1120 SNEAKERS WOMEN	A321	1,425.6	1,425.6										
ASICS GEL-CUMULUS &GL-NMBS SNKRS M&W	A321	1,760.7	1,760.7										
ASICS GEL-CUMULUS SNEAKERS MEN	A321	785.1	785.1										
ASICS GEL-CUMULUS SNEAKERS WOMEN	A321	762.6	762.6										
ASICS GEL-FRANTIC SNEAKERS MEN	A321	2,152.8	2,152.8										
ASICS GEL-FRANTIC SNEAKERS WOMEN	A321	1,288.1	1,288.1										
ASICS GEL-KAYANO SNEAKERS MEN	A321	1,109.1	1,109.1										
ASICS GEL-KAYANO SNEAKERS WOMEN	A321	975.0	975.0										
ASICS GEL-KINSEI 2 SNEAKERS WOMEN	A321	790.0	790.0										
ASICS GEL-NIMBUS 9 SNEAKERS MEN	A321	518.2	518.2										
ASICS GEL-NIMBUS 9 SNEAKERS WOMEN	A321	823.9	823.9										
ASICS GT-2120 SNEAKERS MEN	A321	634.5	634.5										
ASICS GT-2120 SNEAKERS MEN & WOMEN	A321	2,287.4	2,287.4										
ASICS SNEAKERS MEN & WOMEN	A321	1,925.3	1,925.3										
ASICS SNEAKERS WOMEN	A321	1,182.9	675.1			507.8							
AVIA SNEAKERS MEN	A321	738.0	738.0										
BABOLAT PROPULSE SNEAKERS MEN	A321	294.4	294.4										
BROOKS ADRENALINE GTS 7 SNEAKERS MEN	A321	387.6	387.6										
BROOKS ADRENALINE GTS SNEAKERS M & W	A321	335.4	335.4										
BROOKS GLYCERINS SNEAKERS WOMEN	A321	490.7	490.7										
COLUMBIA AQUATOOTH SNEAKERS M & W	A321	265.8	265.8										
CONVERSE CHUCK TAYLOR SNEAKERS M & W	A321	731.4	731.4										
CONVERSE CHUCK TAYLOR SNEAKERS WOMEN	A321	5,191.4	4,962.7	228.7									
CONVERSE CHUCK TAYLOR SNEAKERS WOMEN	A321	627.5	627.5										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CONVERSE RED SNEAKERS MEN	A321	2,840.8	2,840.8										
CONVERSE RED SNEAKERS WOMEN	A321	1,143.0	1,143.0										
CONVERSE SNEAKERS CHILDREN	A321	963.1						712.6			250.5		
CONVERSE SNEAKERS FAMILY	A321	3,237.6						425.9	0.1		2,811.6		
CONVERSE SNEAKERS MEN	A321	3,672.0	169.7					884.5	2.6		2,615.3		
CONVERSE SNEAKERS MEN & WOMEN	A321	777.7						278.6			499.1		
CONVERSE WADE 2/0 SNEAKERS M & W	A321	867.1	867.1										
CONVERSE WADE 2/0 SNEAKERS MEN	A321	377.0	377.0										
CONVERSE WADE 3 SNEAKERS MEN	A321	754.0	754.0										
DIESEL SNEAKERS MEN	A321	262.3	262.3										
DIESEL SNEAKERS WOMEN	A321	260.2	260.2										
ECCO SNEAKERS MEN & WOMEN	A321	302.4	302.4										
ECKO RED SNEAKERS & SPORTSWEAR W	A321	979.9	979.9										
ECKO RED SNEAKERS WOMEN	A321	2,848.3	1,342.5					107.0	3.7		1,395.0		
ECKO UNLTD SNEAKERS MEN	A321	1,781.7	1,470.6					93.3	2.6		215.1		
ECKO UNLTD SNEAKERS MEN & WOMEN	A321	2,427.7						643.6	8.1	9.8	1,766.2		
ECKO UNLTD SNEAKERS WOMEN	A321	292.5						3.1	1.6		287.8		
HEELYS SNEAKERS FAMILY	A321	1,393.4						313.4	0.3		1,079.7		
HEELYS SNEAKERS MEN & WOMEN	A321	759.6							0.1		759.5		
KEDS MICRO STRETCH SNEAKERS WOMEN	A321	328.6	328.6										
KEDS SNEAKERS WOMEN	A321	708.6	708.6										
KITSON SNEAKERS MEN & WOMEN	A321	1,047.0	932.6	114.4									
K-SWISS 70 SYSTEM SNEAKERS M & W	A321	350.2	350.2										
K-SWISS ASCENDOR SLT SNEAKERS M & W	A321	276.7	276.7										
K-SWISS CLASSIC SNEAKERS MEN	A321	1,446.8	1,446.8										
K-SWISS CLASSIC SNEAKERS WOMEN	A321	2,203.5	2,203.5										
K-SWISS GLACIATOR SNEAKERS MEN	A321	685.4	685.4										
K-SWISS MOULTON SNEAKERS WOMEN	A321	411.4	411.4										
K-SWISS SI-18 RANNEL SNEAKERS MEN	A321	639.2	639.2										
K-SWISS SNEAKERS MEN	A321	5,065.6	642.7					1,129.1	0.1		3,293.7		
NEW BALANCE 858 SNEAKERS WOMEN	A321	313.0	313.0										
NEW BALANCE ABZORB EX SNEAKERS MEN	A321	357.2	357.2										
NEW BALANCE ABZORB EX SNEAKERS WOMEN	A321	721.7	721.7										
NEW BALANCE SNEAKERS CHILDREN	A321	552.7	491.1						61.6				
NEW BALANCE SNEAKERS MEN	A321	1,499.6						517.0	61.7		920.9		
NEW BALANCE SNEAKERS MEN & WOMEN	A321	3,038.9	954.5		908.6	57.8	80.4	248.3	32.9		756.3		
NEW BALANCE ZIP SNEAKERS MEN	A321	1,046.2	1,046.2										
NEW BALANCE ZIP SNEAKERS MEN & WOMEN	A321	316.0	316.0										
NEW BALANCE ZIP SNEAKERS WOMEN	A321	472.9	472.9										
NIKE AIR JORDAN XX2 SNEAKERS MEN	A321	1,901.3	1,901.3										
NIKE AIR PEGASUS SNEAKERS M&W	A321	1,201.4	1,201.4										
NIKE AIR PEGASUS SNEAKERS MEN	A321	462.5	462.5										
NIKE AIR PEGASUS SNEAKERS WOMEN	A321	555.5	555.5										
NIKE JETER SNEAKERS MEN	A321	317.6	317.6										
NIKE SB SNEAKERS MEN	A321	469.1	469.1										
NIKE SHOX PURSUIT SNEAKERS WOMEN	A321	3,639.3	3,639.3										
NIKE SHOX TURBO SNEAKERS MEN	A321	332.9	332.9										
NIKE SNEAKERS & SPORTSWEAR M	A321	1,444.5	640.9					768.0	17.5		18.1		
NIKE SNEAKERS & SPORTSWEAR W	A321	814.2	813.5								0.7		
NIKE SNEAKERS CHILDREN	A321	292.3							292.3				
NIKE SNEAKERS MEN	A321	53,608.5	605.9					33,621.4	91.6		19,289.7		
NIKE SNEAKERS MEN & WOMEN	A321	475.0	20.2				14.5	80.0	16.1		56.9		287.3
NIKE SNEAKERS WOMEN	A321	7,895.7	85.3					4,124.6	15.3	1,088.0	2,582.4		
NIKE VAR SNEAKERS MEN	A321	1,010.0	1,010.0										
NIKE ZOOM RS SNEAKERS WOMEN	A321	974.7	974.7										
NIKE ZOOM TR SNEAKERS MEN	A321	3,572.0	3,572.0										
PASTRY SNEAKERS WOMEN	A321	1,036.2	524.1								512.0		
PONY SNEAKERS MEN	A321	846.2	846.2										
PUMA CELL ARANE SNEAKERS MEN & WOMEN	A321	1,223.2	1,223.2										
PUMA MAGNETIST SNEAKERS MEN & WOMEN	A321	255.8	255.8										
PUMA SNEAKERS & SPORTSWEAR M	A321	900.4	899.4						1.1				
PUMA SNEAKERS MEN & WOMEN	A321	1,034.8	819.0								181.5		34.3

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PUMA SNEAKERS WOMEN	A321	835.3	835.3										
PUMA SNEAKERS&SPORTSWEAR M&W	A321	1,484.2	558.7				510.5				415.0		
REEBOK SNEAKERS MEN & WOMEN	A321	3,951.6					819.5	520.0	2,338.8		273.3		
REEBOK SNEAKERS&SPORTSWEAR M&W	A321	352.6					352.6						
ROCKET DOG SNEAKERS WOMEN	A321	360.9	360.9										
ROYAL ELASTICS SNEAKERS MEN	A321	263.1	263.1										
ROYAL ELASTICS SNEAKERS MEN & WOMEN	A321	254.3	254.3										
SAUCONY INC CP	A321	295.5	295.5										
SAUCONY PROGRID TRMPh 5 SNEAKERS M&W	A321	449.4	449.4										
SAUCONY SNEAKERS MEN & WOMEN	A321	622.9	622.9										
SKECHERS SNEAKERS CHILDREN	A321	10,617.1						4,206.1	741.8		5,669.1		
SKECHERS SNEAKERS FAMILY	A321	681.2	681.2										
SKECHERS SNEAKERS MEN	A321	2,605.0	569.5						631.9	514.9	888.8		
SKECHERS SNEAKERS MEN & WOMEN	A321	3,326.5	2,116.6						165.1	771.1	187.6		86.1
SKECHERS SNEAKERS WOMEN	A321	3,999.3	3,012.1						22.1	965.1			
SNEAUX SNEAKERS MEN	A321	1,882.1						59.0	92.2	161.4	1,569.5		
SPERRY TOP-SIDER SNEAKERS WOMEN	A321	770.0	770.0										
STRIDE RITE SNEAKERS CHILDREN	A321	879.8	207.7								672.1		
SUPRA SNEAKERS MEN	A321	326.3	326.3										
TAILWIND SNEAKERS WOMEN	A321	1,560.4	1,560.4										
TEVA SNEAKERS MEN	A321	1,114.2	1,114.2										
TEVA WRAPTOR SNEAKERS MEN	A321	369.8	369.8										
TODS SNEAKERS MEN	A321	368.6	368.6										
UNDER ARMOUR SNEAKERS MEN	A321	543.3						494.4			48.9		
VANS SNEAKERS MEN	A321	1,045.5	306.5					652.5	52.6		33.9		
VANS SNEAKERS WOMEN	A321	1,157.7	1,157.7										
VANS VAR SNEAKERS MEN	A321	369.8	369.8										
ADIDAS TRACK SHOES WOMEN	A322	296.9									296.9		
CROCS SPORTS SANDALS M & W	A322	1,071.1						1,037.9	23.8	8.6	0.8		
TEVA SPORT SANDALS MEN	A322	513.2	513.2										
TIMBERLAND SPORT BOOTS MEN	A322	786.5	68.0						718.6				
CONVERSE FOOTWEAR MEN & WOMEN	A390	620.8					620.8						
CROCS FOOTWEAR CHILDREN	A390	408.1	408.1										
CROCS FOOTWEAR MEN	A390	302.7	302.7										
CROCS FOOTWEAR MEN & WOMEN	A390	398.8	398.8										
DEARFOAMS SLIPPERS WOMEN	A390	289.8	289.8										
DR SCHOLLS BACK PAIN RLF INSERTS	A390	1,986.5	1,933.5						53.0				
DR SCHOLLS FOR HER INSOLES	A390	12,128.3	2,948.4						5,571.5	60.8	2,615.6	932.1	
DR SCHOLLS HEEL PAIN RLF INSOLES	A390	1,758.4	1,758.4										
DR SCHOLLS MASSAGING GEL INSOLES	A390	20,196.9							12,021.5	300.7	2,131.0	5,075.0	668.7
ECCO FOOTWEAR MEN & WOMEN	A390	265.0	265.0										
GEOX FOOTWEAR WOMEN	A390	1,872.8			263.4	1,609.4							
INSOLIA INSERTS	A390	2,117.0	2,117.0										
KEEN FOOTWEAR & HANDBAGS M&W	A390	251.7	251.7										
KEEN FOOTWEAR CP	A390	1,330.5	1,330.5										
KEEN FOOTWEAR FAMILY	A390	278.3	278.3										
KEEN FOOTWEAR MEN & WOMEN	A390	657.4	657.4										
NIKE FOOTWEAR MEN & WOMEN	A390	1,267.9					1,267.9						
PAYLESS SHOESOURCE INC CP	A390	270.6	270.6										
PUMA FOOTWEAR & SPORTSWEAR W	A390	641.5	641.5										
REEBOK FOOTWEAR MEN & WOMEN	A390	297.6			4.4		293.3						
ROCKPORT FOOTWEAR WOMEN	A390	402.9	402.9										
SKECHERS FOOTWEAR MEN	A390	1,004.5	330.8						22.4	284.5	173.2	193.6	
SKECHERS FOOTWEAR MEN & WOMEN	A390	2,771.2			1.2		2,406.3					13.1	
SKECHERS FOOTWEAR WOMEN	A390	3,635.6	1,077.9						920.1	993.2	644.4		350.6
SKECHERS WORK BOOTS MEN	A390	718.9	718.9										
SPENCO POLYSORB INSOLES	A390	394.0	394.0										
TEVA MTN GAMES AT VAIL	A390	485.0	485.0						267.8				
TIMBERLAND FOOTWEAR MEN & WOMEN	A390	267.8											
TIMBERLAND PRO SERIES WORK BOOTS M	A390	716.1	425.6								290.6		
UGG AUSTRALIA FOOTWEAR & HANDBAGS W	A390	529.9	529.9										
UGG AUSTRALIA SLIPPERS WOMEN	A390	421.4	421.4										

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
VIBRAM SOLES	A390	277.1	256.4				20.8						
ALLISON SCOTT HANDBAGS WOMEN	A410	856.8	285.0	571.8									
ALVIERO MARTINI HANDBAGS WOMEN	A410	1,046.3	1,046.3										
ANN TAYLOR LOFT HANDBAGS & RTW WOMEN	A410	409.3	409.3										
BALLY HANDBAGS & SHOES WOMEN	A410	320.0	320.0										
BALLY HANDBAGS WOMEN	A410	1,064.9	836.2	228.7									
BANANA REPUBLIC HANDBAGS & RTW M & W	A410	259.3	259.3										
BANANA REPUBLIC HANDBAGS & RTW WOMEN	A410	2,414.2	2,414.2										
BANANA REPUBLIC HANDBAGS WOMEN	A410	3,370.2	3,266.2	104.0									
BCBG MAX AZRIA HANDBAGS WOMEN	A410	275.5	275.5										
BRAHMIN HANDBAGS WOMEN	A410	2,483.8	2,483.8										
CELINE HANDBAGS & RTW WOMEN	A410	382.7	382.7										
CELINE HANDBAGS & SHOES WOMEN	A410	545.1	545.1										
CESARE PACIOTTI HANDBAGS & SHOES W	A410	533.4	533.4										
CHANEL HANDBAGS WOMEN	A410	550.9	550.9										
CHRISTIAN DIOR HANDBAGS WOMEN	A410	1,030.9			1,030.9								
COACH HANDBAGS & SHOES WOMEN	A410	2,740.4	2,664.0		76.5								
COACH HANDBAGS WOMEN	A410	1,888.7	977.2	474.6	436.9								
COLE-HAAN HANDBAGS & SHOES WOMEN	A410	856.3	648.4	207.9									
DIOR HANDBAGS & RTW WOMEN	A410	1,534.9	1,306.2	228.7									
DIOR HANDBAGS & SHOES WOMEN	A410	363.0	363.0										
DIOR HANDBAGS WOMEN	A410	5,408.2	5,179.5	228.7									
DOLCE & GABBANA HANDBAGS & SHOES W	A410	387.3	387.3										
DOLCE & GABBANA HANDBAGS WOMEN	A410	1,413.3	1,370.3		42.9								
DONALD J PLINER HANDBAGS & SHOES W	A410	429.5	429.5										
DOONEY & BOURKE HANDBAGS WOMEN	A410	2,962.6	2,737.9		206.8	17.8							
ERIC JAVITS HANDBAGS WOMEN	A410	478.0	135.0	343.1									
ETRO HANDBAGS WOMEN	A410	325.1	325.1										
FENDI HANDBAGS & SHOES WOMEN	A410	611.2	611.2										
FENDI HANDBAGS WOMEN	A410	347.0	347.0										
FRANCESCO BIASIA HANDBAGS WOMEN	A410	2,047.0	2,047.0										
FURLA HANDBAGS WOMEN	A410	2,529.1	2,529.1										
GUCCI HANDBAGS & SHOES WOMEN	A410	277.4	277.4										
GUCCI HANDBAGS WOMEN	A410	6,788.7	6,497.3		86.8	204.6							
GUESS HANDBAGS & RTW WOMEN	A410	493.1	493.1										
GUESS HANDBAGS & SHOES WOMEN	A410	1,166.8	1,166.8										
GUESS HANDBAGS WOMEN	A410	4,775.5	4,775.5										
IRONCLAD GLOVES FAMILY	A410	269.3	269.3										
JESSICA SIMPSON HANDBAGS & SHOES W	A410	671.8	671.8										
JIMMY CHOO HANDBAGS & SHOES WOMEN	A410	1,642.0	1,642.0										
KATE SPADE HANDBAGS WOMEN	A410	1,011.9	836.7	175.2									
KIPLING HANDBAGS WOMEN	A410	1,082.7	1,082.7										
LACOSTE HANDBAGS WOMEN	A410	604.0	604.0										
LAUREN BELTS & SPORTSWEAR WOMEN	A410	440.1	440.1										
LIZ CLAIBORNE HANDBAGS & RTW WOMEN	A410	613.5	613.5										
LIZ CLAIBORNE HANDBAGS WOMEN	A410	426.6	426.6										
LONGCHAMP HANDBAGS WOMEN	A410	3,984.8	3,738.3	246.5									
LOUIS VUITTON HANDBAGS & ACCESS W	A410	1,186.5	1,186.5										
LOUIS VUITTON HANDBAGS WOMEN	A410	1,903.5	1,358.7		417.8	127.0							
MAXMARA HANDBAGS & RTW WOMEN	A410	314.0	314.0										
MECHANIXWEAR GLOVES MEN	A410	3,593.1	3,294.5						1.4	297.2			
MICHAEL KORS HANDBAGS WOMEN	A410	2,524.9	2,420.9	104.0									
MOSCHINO HANDBAGS & SHOES WOMEN	A410	627.5	627.5										
MULBERRY HANDBAGS & RTW WOMEN	A410	365.7	365.7										
NINE WEST HANDBAGS & SHOES WOMEN	A410	2,614.0	2,614.0										
PIAZZA SEMPIONE GLOVES & RTW WOMEN	A410	406.3	406.3										
PRADA GLOVES & HANDBAGS WOMEN	A410	1,783.9	1,576.0	207.9									
PRADA HANDBAGS & RTW WOMEN	A410	1,459.6	1,251.7	207.9									
PRADA HANDBAGS & SHOES WOMEN	A410	393.0	393.0										
PRADA HANDBAGS WOMEN	A410	5,518.0	5,310.1	207.9									
PRADA HANDBAGS WOMEN & LUGGAGE	A410	333.7	333.7										
RENA LANGE BELTS & SHIRTS WOMEN	A410	449.2	449.2										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SALVATORE FERRAGAMO HANDBAGS&SHOES W	A410	1,131.0	1,131.0										
SEIRUS GLOVES MEN & WOMEN	A410	525.5	525.5										
STONE MTN HANDBAGS WOMEN	A410	829.6	246.4	583.2									
STUART WEITZMAN HANDBAGS & SHOES W	A410	1,548.3	1,319.6	228.7									
TODS HANDBAGS & SHOES WOMEN	A410	9,492.3	8,920.5	571.8									
TODS HANDBAGS WOMEN	A410	1,063.6	1,063.6										
TUMI HANDBAGS WOMEN	A410	1,276.6	1,276.6										
VALENTINO HANDBAGS WOMEN	A410	635.7	635.7										
VALEXTRA HANDBAGS WOMEN	A410	1,135.9	943.2	192.8									
VERA BRADLEY HANDBAGS W & LUGGAGE	A410	330.6	330.6										
VERA BRADLEY HANDBAGS WOMEN	A410	767.3	767.3										
VERSACE HANDBAGS WOMEN	A410	330.5	330.5										
GEOFFREY BEENE TIES MEN	A420	469.9	355.6	114.4									
ANNE KLEIN SUNGLASSES	A430	265.0	265.0										
ARMANI EXCHANGE A/X SUNGLASSES	A430	1,091.2	1,091.2										
BOLLE SUNGLASSES	A430	1,282.1	1,249.6	32.5									
BOSS HUGO BOSS SUNGLASSES	A430	508.8	508.8										
BULGARI SUNGLASSES	A430	801.5	801.5										
BURBERRY SUNGLASSES	A430	513.9	513.9										
CALVIN KLEIN SUNGLASSES	A430	917.1	917.1										
CHANEL SUNGLASSES	A430	2,247.2	2,247.2										
COSTA DEL MAR SUNGLASSES	A430	371.0	226.4							144.5			
DIOR SUNGLASSES	A430	1,101.3	1,101.3										
DKNY SUNGLASSES	A430	655.0	655.0										
DOLCE & GABBANA SUNGLASSES	A430	4,549.1	3,959.8	228.7	152.7	207.9							
EMPORIO ARMANI SUNGLASSES	A430	643.3	643.3										
ERMENEGILDO ZEGNA SUNGLASSES	A430	474.0	474.0										
FENDI SUNGLASSES	A430	2,097.5	1,868.8	228.7									
FOSTER GRANT SUNGLASSES	A430	2,733.6							107.2		2,626.4		
GIORGIO ARMANI SUNGLASSES	A430	824.9	824.9										
GUCCI SUNGLASSES	A430	2,743.4	2,743.4										
GUESS SUNGLASSES	A430	1,005.3	1,005.3										
LIZ CLAIBORNE SUNGLASSES	A430	987.6	987.6										
MICHAEL KORS SUNGLASSES & WATCHES	A430	994.1	994.1										
MIU MIU SUNGLASSES	A430	1,693.9	1,579.5	114.4									
MOTOR TREND SUNGLASSES	A430	376.2	376.2										
NINE WEST SUNGLASSES	A430	466.4	466.4										
OAKLEY HDO SUNGLASSES	A430	3,538.2	3,538.2										
OAKLEY RADAR SUNGLASSES	A430	1,996.8	1,996.8										
OAKLEY SUNGLASSES	A430	4,815.7	4,780.9				34.8						
OAKLEY SUNGLASSES & WATCHES	A430	325.8	325.8										
PRADA SUNGLASSES	A430	4,930.9	4,816.5	114.4									
RALPH LAUREN SUNGLASSES	A430	681.7	681.7										
RAY-BAN SUNGLASSES	A430	12,066.0	11,702.9				363.1						
ROBERTO CAVALLI SUNGLASSES	A430	1,561.5	1,353.6	207.9									
TOM FORD SUNGLASSES	A430	692.2	692.2										
VERSACE SUNGLASSES	A430	1,103.1	1,103.1										
VOGUE SUNGLASSES	A430	6,106.8	6,106.8										
YVES ST LAURENT SUNGLASSES	A430	615.6	615.6										
ANN TAYLOR LOFT ACCESSORIES WOMEN	A490	1,547.7	1,547.7										
BEBE AU LAIT NURSING COVERS WOMEN	A490	291.6	291.6										
BEL AIRE BRIDAL VEILS WOMEN	A490	1,114.9	1,114.9										
COACH ACCESSORIES WOMEN	A490	279.3			279.3								
FRANK FULLER CLASSIC HATS&SHIRTS M&W	A490	327.1	327.1										
HOBIE APPAREL & SPORTING EQUIP	A490	256.2	256.2										
LRG HATS & RTW MEN	A490	424.9	424.9										
NEW ERA CAPS MEN	A490	3,674.8	1,657.8							2,017.0			
NEW ERA CAPS MEN & WOMEN	A490	309.8	309.8										
PRADA HATS & RTW MEN	A490	513.8	513.8										
PRIVACY WEAR APPAREL	A490	1,119.4	1,119.4										
PUMA FRENCH 77 HATS & RTW WOMEN	A490	537.7	537.7										
REEBOK CAPS MEN	A490	377.0	377.0										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
2028 JEWELRY	A510	565.7	565.7										
A JAFFE JEWELRY	A510	852.4	848.8						3.5				
A LINK DIAMONDS	A510	599.3	599.3										
AARON BASHA JEWELRY	A510	1,645.3	1,530.7	114.4					0.2				
ALWAND VAHAN JEWELRY	A510	293.9	293.9										
ANDREA CANDELA JEWELRY	A510	419.8	419.8										
ARMENTA JEWELRY	A510	326.7	326.7										
ARTCARVED JEWELRY	A510	422.1	422.1										
AUTORE PEARLS	A510	265.6	265.6										
BACCARAT JEWELRY	A510	643.7	643.7										
BEAUDRY JEWELRY	A510	701.0	701.0										
BELLARI JEWELRY	A510	1,568.7	1,568.7										
BENCHMARK JEWELRY	A510	332.4	332.4										
BEZ AMBAR JEWELRY	A510	335.9	335.9										
BOTTEGA VENETA JEWELRY	A510	390.2	390.2										
BULGARI JEWELRY	A510	1,251.3	859.5	228.7			163.1						
CALGARO JEWELRY	A510	276.1	276.1										
CARESSA JEWELRY	A510	255.8	255.8										
CAROLEE JEWELRY	A510	387.2	387.2										
CARRERA Y CARRERA JEWELRY	A510	1,612.4	1,612.4										
CARTIER JEWELRY	A510	14,215.3	14,123.3		18.2	73.8							
CASATO JEWELRY	A510	335.9	335.9										
CASSIS JEWELRY	A510	846.5	846.5										
CHAD ALLISON DESIGNS JEWELRY	A510	493.6	493.6										
CHAMILIA JEWELRY	A510	318.5	306.6			11.9							
CHANEL JEWELRY	A510	1,531.1	1,531.1										
CHARLES KRYPELL JEWELRY	A510	963.5	963.5										
CHARRIOL JEWELRY	A510	1,320.4	1,295.9				24.5						
CHARRIOL JEWELRY & WATCHES	A510	1,253.8	1,244.8		8.9								
CHOPARD JEWELRY	A510	1,095.4	1,095.4										
CHOPARD JEWELRY & WATCHES	A510	1,277.6	1,277.6										
CHRISTOFLE JEWELRY	A510	649.6	515.6	92.0	41.9								
CHRISTOPHER DESIGNS JEWELRY	A510	2,431.7	2,431.7										
COACH JEWELRY & WATCHES	A510	821.7	821.7										
COAST DIAMONDS	A510	493.3	493.3										
COLOR STORY JEWELRY	A510	481.4	481.4										
DAMIANI JEWELRY	A510	2,150.3	2,082.9			67.4				0.0			
DANIEL K JEWELRY	A510	375.3	375.3										
DAVID YURMAN JEWELRY	A510	2,728.5	2,106.9		217.5	404.1							
DE BEERS DIAMONDS	A510	80,543.2	26,848.5		13.4	529.4	60.0	37,731.2	121.5		15,239.2		
DE GRISOGONO JEWELRY	A510	313.1	309.2			3.9							
DE HAGO JEWELRY	A510	466.3	466.3										
DESCENZA DIAMONDS	A510	270.3			270.3								
DEV VALENCIA JEWELRY	A510	251.9	251.9										
DI MODULO JEWELRY	A510	2,661.3	2,661.3										
DIAMOND IN THE ROUGH JEWELRY	A510	1,400.8	1,400.8										
DIANA CLASSIC JEWELRY	A510	618.9	618.9										
DIOR JEWELRY	A510	818.1	703.7	114.4									
DOLCE & GABBANA JEWELRY	A510	327.5	215.8						111.7				
DORA JEWELRY	A510	349.9	349.9										
DORIS PANOS JEWELRY	A510	332.7	332.7										
ELIZABETH GAGE JEWELRY	A510	375.6	375.6										
ELLE JEWELRY	A510	1,075.2	1,075.2										
ERICKSON BEAMON DIAMONDS JEWELRY	A510	256.9	256.9										
FARAONE MENNELLA JEWELRY	A510	252.2	252.2										
FAVERO JEWELRY	A510	335.9	335.9										
GARAVELLI JEWELRY	A510	349.2	349.2										
GAUTHIER JEWELRY	A510	878.9	878.9										
GIORGIO VISCONTI JEWELRY	A510	1,083.2	1,083.2										
GOTTLIEB & SONS JEWELRY	A510	1,831.1	1,831.1										
GRAFF JEWELRY	A510	839.7	839.7										
GREGG RUTH JEWELRY	A510	372.9	372.9										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GUCCI JEWELRY	A510	5,314.7	5,146.9	114.4		53.4							
GUMUCHIAN FILS JEWELRY	A510	392.9	392.9										
H STERN JEWELRY	A510	2,118.9	2,118.9										
HEARTS ON FIRE DIAMONDS	A510	2,427.2	2,029.3						397.9				
HERMES JEWELRY	A510	261.7	138.7			123.0							
HIDALGO JEWELRY	A510	605.3	604.6				0.7						
HONORA JEWELRY	A510	320.8	320.8										
HOT-DIAMONDS JEWELRY	A510	311.5	311.5										
IPPOLITA JEWELRY	A510	836.2	617.9	218.3									
JACK KELEGE JEWELRY	A510	783.6	783.6										
JB STAR JEWELRY	A510	1,326.0	1,326.0										
JEFF COOPER JEWELRY	A510	1,455.2	1,455.2										
JOHN HARDY JEWELRY	A510	6,037.0	5,635.6	311.9	4.3	85.2							
JUDE FRANCES JEWELRY	A510	534.0	534.0										
JUDITH JACK JEWELRY	A510	307.8	307.8										
JUDITH LEIBER JEWELRY	A510	764.4	764.4										
JUDITH LEIBER JEWELRY & ACCESSORIES	A510	303.3	303.3										
JUDITH RIPKA JEWELRY	A510	567.5	567.5										
KABANA JEWELRY	A510	963.2	963.2										
KENTSHIRE JEWELRY	A510	417.0	417.0										
KIRSTIE KELLY JEWELRY	A510	359.6	359.6										
KWIAT JEWELRY	A510	2,155.6	2,095.4			60.2							
LA NOUVELLE BAGUE JEWELRY	A510	587.8	587.8										
LAURA GIBSON JEWELRY	A510	426.9	426.9										
LAURA MUNDER JEWELRY	A510	804.6	804.6										
LE VIAN JEWELRY	A510	4,847.5	4,847.5										
LEO PIZZO JEWELRY	A510	645.2	645.2										
LESLIE GREENE JEWELRY	A510	1,318.1	1,318.1										
LINKS LONDON JEWELRY	A510	520.7	520.7										
LOREE RODKIN JEWELRY	A510	594.5	594.5										
LOUIS GLICK JEWELRY	A510	251.9	251.9										
LYRIC JEWELRY	A510	392.9	392.9										
M PATRICOF CREATIVE JEWELRY	A510	1,544.1	1,544.1										
MAKUR DESIGNS JEWELRY	A510	517.3	517.3										
MARCO BICEGO JEWELRY	A510	3,639.3	3,639.3										
MARTIN FLYER JEWELRY	A510	1,368.6	1,368.6										
MASTOLONI CULTURED PEARLS	A510	1,751.9	1,751.9										
MATTIOLI JEWELRY	A510	337.2	337.2										
MIKIMOTO CULTURED PEARLS	A510	2,257.4	1,145.7		706.3	404.1		1.3					
MODERN LOVE JEWELRY	A510	488.1	230.3			257.8							
MOISSANITE JEWELRY	A510	1,410.8	1,361.6			39.2			10.0				
MONTBLANC JEWELRY	A510	5,340.5	4,301.3			146.4	892.8						
MOVADO JEWELRY & WATCHES	A510	4,559.6	4,559.6										
NATALIE K COLLECTION JEWELRY	A510	981.8	981.8										
NELSON JEWELRY	A510	1,116.9	1,116.9										
NIKOS JEWELS JEWELRY	A510	303.9	303.9										
NORMAN SILVERMAN CO JEWELRY	A510	598.0	598.0										
NOVELL DESIGN JEWELRY	A510	275.3	275.3										
OLIVA JEWELRY	A510	419.8	419.8										
OSCAR HEYMAN JEWELRY	A510	349.4	235.0	114.4									
PADULO INTEGRATED JEWELRY	A510	1,029.8	1,029.8										
PANDORA JEWELRY	A510	2,498.4	2,487.6					10.8					
PATEK PHILIPPE JEWELRY & WATCHES	A510	808.6	694.3	114.4									
PAUL MORELLI JEWELRY	A510	1,021.7		914.8		106.8							
PEACE & LOVE JEWELRY	A510	267.7	267.7										
PENNY PREVILLE JEWELRY	A510	2,073.7	2,073.7										
PIAGET JEWELRY	A510	381.2	281.8			99.4							
PICCHIOTTI JEWELRY	A510	666.8	666.8										
PLATINUM GUILD JEWELRY	A510	5,776.0	5,776.0										
POMELLATO JEWELRY	A510	1,690.7	886.9	800.5	3.4								
PRECISION SET JEWELRY	A510	544.7	544.7										
PRIMAK JEWELRY	A510	843.9	843.9										

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RAYMOND WEIL JEWELRY	A510	1,660.6					1,660.6						
REGAL ELEGANCE JEWELRY	A510	558.6	558.6										
RHONDA FABER GREEN JEWELRY	A510	387.0	387.0										
RINA LIMOR JEWELRY	A510	339.4	339.4										
RITANI BRIDAL JEWELRY	A510	1,900.2	1,900.2										
ROBERTO COIN JEWELRY	A510	6,053.3	6,037.7		2.6		13.0						
ROSALINA JEWELRY	A510	274.0	274.0										
ROSATO JEWELRY	A510	299.1	299.1										
SCHOEFFEL JEWELRY	A510	335.9	335.9										
SCOTT KAY JEWELRY	A510	3,601.9	3,601.9										
SEIDEN GANG DESIGNS JEWELRY	A510	372.5	372.5										
SILPADA DESIGNS JEWELRY	A510	2,950.7	2,950.7										
SIMMONS JEWELRY	A510	1,836.5	1,836.5										
SIMON G JEWELRY	A510	5,967.3	5,941.1					26.2					
SPARK JEWELRY	A510	251.9	251.9										
STEPHEN DWECK JEWELRY	A510	457.9	457.9										
STRASS CRYSTAL STONES	A510	510.6	510.6										
SWAROVSKI CRYSTAL STONES	A510	542.4	542.4										
SWAROVSKI JEWELRY	A510	814.1	785.1		0.3	28.7							
TACORI JEWELRY	A510	9,748.4	9,748.4										
TANZANITE FOUNDATION GEMSTONES	A510	335.9	335.9										
TEMPLE ST CLAIR JEWELRY	A510	1,114.6	1,114.6										
TIFFANY JEWELRY	A510	21,564.5	18,826.9	248.1	23.8	2,410.8	54.9						
TIFFANY JEWELRY & WATCHES	A510	601.7			535.7	66.0							
TOUS JEWELRY	A510	1,218.1	957.4				260.8						
TROLLBEADS JEWELRY	A510	484.6	304.2	114.4		66.0							
UNTIL THERES A CURE JEWELRY	A510	1,724.1	1,724.1										
VAN CLEEF & ARPELS JEWELRY	A510	2,735.0	2,420.9	228.7	45.2	40.1							
VANNA K JEWELRY	A510	622.3	622.3										
VARNA JEWELRY	A510	326.2	326.2										
VERRAGIO JEWELRY	A510	4,692.5	4,692.5										
WELLENDORFF JEWELRY	A510	1,502.3	1,502.3										
WORLD GOLD COUNCIL JEWELRY	A510	12,165.0	12,165.0										
YOSSI HARARI JEWELRY	A510	563.7	563.7										
YVEL JEWELRY	A510	251.9	251.9										
ZYDO JEWELRY	A510	400.8	400.8										
A LANGE & SOHNE WATCHES	A520	1,885.8	583.7		1,302.0								
ACCUTRON WATCHES	A520	1,777.5	1,716.3				49.5	11.7					
ANNE KLEIN WATCHES	A520	2,275.4	2,275.4										
ARMITRON WATCHES	A520	386.6	364.1			22.5							
AUDEMARS PIGUET WATCHES	A520	1,347.0	1,034.3		19.2					293.5			
BABY G WATCHES	A520	274.3	274.3										
BALL WATCHES	A520	1,121.9	804.2		141.1	176.5							
BARTHELAY WATCHES	A520	1,007.6	1,007.6										
BAUME & MERCIER WATCHES	A520	3,263.3	2,534.6		37.3	649.1	42.3						
BEDAT & CO WATCHES	A520	3,365.0	3,109.9		54.3	200.8							
BELL & ROSS WATCHES	A520	2,722.0	2,475.5	228.7		17.8							
BERTOLUCCI WATCHES	A520	2,671.4	2,671.4										
BLANCPAIN WATCHES	A520	515.9	515.9										
BREGUET WATCHES	A520	2,445.7	1,705.5	608.4		131.8							
BREIL WATCHES	A520	639.4	513.4				126.0						
BREITLING WATCHES	A520	26,838.9	25,520.5		12.8	1,126.7	23.3		155.6	0.0			
BULGARI WATCHES	A520	3,641.0	3,609.4		31.6								
BULOVA WATCHES	A520	8,720.8	7,864.7				283.1	131.6	101.6	11.6	213.7	68.8	45.8
BURBERRY WATCHES	A520	1,548.5	1,548.5										
CARAVELLE WATCHES	A520	2,191.7	2,191.7										
CARL F BUCHERER WATCHES	A520	3,745.9	2,867.7			878.3							
CARTIER WATCHES	A520	14,871.3	12,626.7	362.5		1,882.1							
CASIO WATCHES	A520	976.0	976.0										
CHANEL WATCHES	A520	5,585.6	5,168.4	401.4		15.9							
CHARRIOL WATCHES	A520	319.0	319.0										
CHOPARD WATCHES	A520	1,152.4	1,152.4										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CITIZEN WATCHES	A520	19,793.0	12,602.8		4.6			6,963.3	41.3		181.0		
COACH WATCHES	A520	837.6	821.7			15.9							
CONCORD WATCHES	A520	962.8	699.7			263.1							
CORUM WATCHES	A520	1,186.2	1,182.5				3.8						
CVSTOS WATCHES	A520	1,007.6	1,007.6										
D&G WATCHES	A520	4,259.7	410.6						2,147.2		1,701.9		
DAVID YURMAN WATCHES	A520	363.5	345.7			17.8							
DEWITT WATCHES	A520	381.9	366.1			15.8							
DIESEL WATCHES	A520	692.8	692.8										
DIOR WATCHES	A520	3,626.5	3,599.8			26.7							
DKNY WATCHES	A520	2,690.1	2,690.1										
DOLCE & GABBANA WATCHES	A520	1,492.5	1,116.4								376.1		
EBEL WATCHES	A520	5,941.0	5,502.9		104.1	334.0							
EMPORIO ARMANI WATCHES	A520	1,129.6	1,129.6										
ERNST BENZ WATCHES	A520	309.6	309.6										
ESQUIRE WATCHES	A520	9,316.3	9,316.3										
EUROPEAN CO WATCHES	A520	1,007.6	1,007.6										
FENDI WATCHES	A520	1,517.8	1,403.5	114.4									
FP JOURNE WATCHES	A520	397.8	219.0			178.8							
FRANCK MULLER WATCHES	A520	1,019.9	923.6			96.3							
GC WATCHES	A520	671.9	671.9										
GIRARD-PERREGAUX WATCHES	A520	944.1	683.3			260.8							
GLAM ROCK WATCHES	A520	444.3	444.3										
GLASHUTTE WATCHES	A520	486.7	300.4			186.3							
GRAND AMER ROLEX SRS RC	A520	500.6	456.1								44.5		
G-SHOCK WATCHES	A520	1,105.1	1,105.1										
GUCCI WATCHES	A520	5,932.9	5,453.1	114.4	207.4	158.1							
GUESS WATCHES	A520	2,746.9	2,409.7		69.2	268.1							
HARRY WINSTON WATCHES	A520	524.0	524.0										
HERMES WATCHES	A520	1,844.7	1,192.0	591.2		61.5							
HUBLOT WATCHES	A520	5,268.0	1,108.1	343.1		3,816.8							
IWC SCHAFFHAUSEN WATCHES	A520	4,283.2	3,361.1		103.6	818.6							
JACOB & CO WATCHES	A520	1,655.9	1,464.7			191.3							
JAEGER-LE COULTRE WATCHES	A520	4,725.7	3,123.0	343.1		1,259.7							
JEAN DUNAND WATCHES	A520	489.2	489.2										
KENNETH COLE WATCHES	A520	1,443.6	1,336.7		106.9								
KOBOLD WATCHES	A520	490.8	376.5	114.4									
KRIEGER WATCHES	A520	753.7	753.7										
LINKS LONDON WATCHES	A520	552.1	552.1										
LONGINES WATCHES	A520	1,997.9	1,957.1			35.0				5.8			
LOUIS VUITTON WATCHES	A520	473.1	302.1	114.4	24.9	31.8							
MAURICE LACROIX WATCHES	A520	576.1	576.1										
MICHELE WATCHES	A520	619.4	619.4										
MILUS WATCHES	A520	1,149.1	1,149.1										
MONTBLANC WATCHES	A520	3,772.5	2,832.3		13.5	919.5	7.2						
MOVADO WATCHES	A520	15,288.3	14,625.9			256.3	404.3		1.9				
NAUTICA WATCHES	A520	272.7	272.7										
NIXON WATCHES	A520	1,445.6	1,445.6										
OCEANUS WATCHES	A520	862.3	695.0	167.3									
OMEGA WATCHES	A520	9,209.5	6,752.0	46.0	6.5	704.0	291.9	78.8	47.3		1,283.0		
ORIS WATCHES	A520	3,482.8	2,204.2	228.7	5.7	1,044.2							
PANERAI WATCHES	A520	1,352.4	881.1			471.3							
PARMIGIANI FLEURIER WATCHES	A520	322.3	322.3										
PATEK PHILIPPE WATCHES	A520	5,960.0	4,049.5	1,107.6		783.0	20.0						
PHILIP STEIN TESLAR WATCHES	A520	1,007.4	1,007.4										
PHILIP STEIN WATCHES	A520	691.4	659.7		31.7								
PIAGET WATCHES	A520	2,433.5	1,934.5			490.1	8.8						
PIERRE KUNZ WATCHES	A520	1,007.6	1,007.6										
PULSAR WATCHES	A520	2,587.2	2,580.2		4.9				2.1				
RADO WATCHES	A520	3,876.5	3,677.3		1.4		197.8						
RAYMOND WEIL WATCHES	A520	7,991.3	7,773.9		9.0		184.6			23.8			
RITMO MUNDO WATCHES	A520	272.9	272.9										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RODOLPHE WATCHES	A520	1,007.6	1,007.6										
ROGER DUBUIS WATCHES	A520	1,150.2	1,150.2										
ROLEX WATCH CO SA CP	A520	819.0	819.0										
ROLEX WATCHES	A520	46,042.0	35,628.7	834.8	115.8	678.6	1,210.6	5,675.9	1,108.6		679.8	109.4	
SECTOR WATCHES	A520	512.4	512.4										
SEIKO WATCHES	A520	11,001.8	5,602.1		30.5		34.3	2,893.7	369.0		2,072.3		
SEVILLE WATCHES	A520	381.5					381.5						
SIMMONS WATCHES	A520	370.2	370.2										
SUUNTO WATCHES	A520	436.8	436.8										
SWISS ARMY WATCHES	A520	336.3	336.3										
TAG HEUER WATCHES	A520	24,575.0	18,668.8	556.3	2,077.8	1,313.7	1,938.8		19.4				
TECHNOMARINE WATCHES	A520	1,216.1	739.3	476.8									
TIMEX IRONMAN SPEED & DISTANCE SYS	A520	1,387.5	1,387.5										
TIMEX WATCHES	A520	8,607.1	8,522.5			24.6		60.0					
TISSOT WATCHES	A520	3,232.3	2,514.3		10.2	83.8	137.4	314.4	1.6		170.6		
TOMMY HILFIGER WATCHES	A520	740.9	740.9										
TORGOEN WATCHES	A520	363.6	363.6										
TUTIMA USA WATCHES	A520	1,011.5	1,011.5										
ULYSSE NARDIN WATCHES	A520	4,236.4	1,019.2		669.3	2,547.9							
VACHERON CONSTANTIN WATCHES	A520	2,789.9	1,677.6	260.0		852.3							
VAN CLEEF & ARPELS WATCHES	A520	358.5	244.1	114.4									
VERSACE WATCHES	A520	717.6	717.6										
VESTAL WATCHES	A520	583.4	583.4										
VICTORINOX WATCHES	A520	902.1	902.1										
WITTNAUER WATCHES	A520	3,028.2	3,021.0					7.2					
WYLER WATCHES	A520	457.4	180.6			276.8							
XEMEX WATCHES	A520	402.4	402.4										
ZENITH WATCHES	A520	1,994.8	1,936.3			58.5							
BIELLA FABRIC IN APPAREL	A920	638.5	638.5										
COTTON FIBERS IN APPAREL	A920	6,875.4	6,868.9			6.5							
COTTON INC CP	A920	20,874.4	4,868.8					9,863.1	0.9		6,141.6		
CW-X FABRIC IN APPAREL	A920	1,132.0	1,132.0										
DOW XLA FIBERS IN APPAREL	A920	475.8	475.8										
DUPONT LYCRA FIBERS CACIQUE	A920	466.4	466.4										
DUPONT LYCRA FIBERS IN APPAREL	A920	1,557.1	1,557.1										
DUPONT LYCRA FIBERS XFIT	A920	938.6	938.6										
GORE-TEX FABRIC IN APPAREL	A920	595.9	577.7										
GORE-TEX XCR FABRIC IN APPAREL	A920	925.7	925.7										
INVISTA COOLMAX FABRIC IN APPAREL	A920	295.2	295.2										
PRIMALOFT FABRIC IN APPAREL	A920	559.4	559.4										
PURE BRAZIL COTTON FABRIC IN APPAREL	A920	462.8	462.8										
REALTREE CAMOUFLAGE FAB IN APPAREL	A920	410.2	410.2										
SUPIMA COTTON FIBERS IN APPAREL	A920	1,590.5	1,590.5										
ADIDAS APPAREL	A990	1,201.5		282.1		862.0				57.4			
AK ANNE KLEIN APPAREL	A990	351.5	351.5										
AKADEMIKS APPAREL	A990	2,390.2	2,144.8			245.4							
ANDREW MARC APPAREL	A990	1,560.5	1,560.5										
ANN TAYLOR APPAREL	A990	1,086.5	1,086.5										
ANN TAYLOR LOFT APPAREL	A990	2,937.0	2,937.0										
APPLE BOTTOMS APPAREL	A990	413.1	413.1										
ARDEN B APPAREL	A990	630.7	630.7										
ARMANI EXCHANGE A/X APPAREL	A990	869.3	869.3										
ARROW APPAREL	A990	298.3	298.3										
ARROW VIGNETTE	A990	2,165.7					191.0			1,974.7			
ASICS CORP CP	A990	1,663.5	1,441.1	114.4	0.6	107.5							
AVIREX APPAREL	A990	438.6	438.6										
BABY PHAT APPAREL	A990	3,922.4	3,916.4		6.0								
BADGLEY MISCHKA APPAREL	A990	598.7	598.7										
BANANA REPUBLIC APPAREL	A990	13,946.1	10,144.3	1,606.1	139.5	2,056.2							
BB DAKOTA APPAREL	A990	392.2	392.2										
BCBG MAX AZRIA APPAREL	A990	397.8	92.7					305.1					
BCBGIRLS APPAREL	A990	908.1	908.1										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BEBE APPAREL	A990	5,770.7	5,714.6				56.1						
BEBE SPORT APPAREL	A990	291.9	291.9										
BELSTAFF APPAREL	A990	370.7	288.0	82.7									
BENETTON APPAREL	A990	440.1	440.1										
BLUMARINE APPAREL	A990	1,345.4	1,345.4										
BOSS HUGO BOSS APPAREL	A990	11,342.0	11,342.0										
BOTTEGA VENETA APPAREL	A990	1,812.8	1,566.3	228.7		17.8							
BROOKS BROS APPAREL	A990	738.3	58.0			680.3							
BURBERRY APPAREL	A990	8,649.5	8,058.3	591.2									
CALLAWAY APPAREL & GOLF EQUIP	A990	2,620.7	2,620.7										
CALVIN KLEIN APPAREL	A990	16,973.9	14,772.6	415.8			53.0	1,353.2	379.2				
CANDIES APPAREL	A990	997.2	997.2										
CELINE APPAREL	A990	1,361.1	1,361.1										
CHAPS APPAREL	A990	486.8	486.8										
CIRCA APPAREL	A990	326.3	326.3										
CLAIBORNE APPAREL	A990	567.7	567.7										
COACH APPAREL	A990	4,420.1	4,242.5	114.4			63.3						
COLDWATER CREEK APPAREL	A990	1,298.6							1,298.6				
CONVERSE APPAREL	A990	522.0	522.0										
CUBAVERA APPAREL	A990	621.0	468.1		152.2				0.7				
DEREON APPAREL	A990	1,411.7	1,396.7					15.0					
DIESEL APPAREL	A990	5,893.5	5,664.8	228.7									
DIOR APPAREL	A990	2,177.1	2,177.1										
DKNY APPAREL	A990	8,391.2	8,391.2										
DOCKERS APPAREL	A990	4,932.0	4,842.0				90.0						
DOLCE & GABBANA APPAREL	A990	19,559.0	18,251.8	228.7			1,078.5						
DOLCE & GABBANA APPAREL & EYEWEAR	A990	1,109.6	1,109.6										
DOLLHOUSE APPAREL	A990	777.7	663.3	114.4									
ELEMENT APPAREL	A990	349.4	349.4										
EMPORIO ARMANI APPAREL	A990	497.3	497.3										
ENYCE APPAREL	A990	292.3	183.4				108.9						
ESPRIT APPAREL	A990	730.1					730.1						
ETIENNE AIGNER APPAREL	A990	1,021.8	907.5	114.4									
FACONNABLE APPAREL	A990	321.2	321.2										
FENDI APPAREL	A990	1,874.0	1,848.9				25.1						
FOOT JOY APPAREL	A990	1,129.2	1,129.2										
FRUIT OF THE LOOM APPAREL	A990	4,415.8						385.9	1.8	306.0	3,673.0	49.0	
GAP APPAREL	A990	3,620.5	1,742.1	661.8	149.4	1,067.2							
GEOFFREY BEENE APPAREL	A990	1,424.2	1,189.4	114.4			120.4						
GIORGIO ARMANI APPAREL	A990	525.4	525.4										
G-STAR RAW APPAREL	A990	445.7	217.0	228.7									
GUCCI APPAREL	A990	13,137.9	12,393.9	686.1			57.8						
GUESS APPAREL	A990	11,771.6	11,350.8				420.7						
G-UNIT APPAREL	A990	622.0	622.0										
HANES APPAREL	A990	7,525.5	145.2	2,019.9				3,075.0			2,285.5		
HERMES APPAREL	A990	4,832.2	4,555.9	228.7		47.6							
HILARY RADLEY APPAREL	A990	315.0	315.0										
HUGO BOSS APPAREL	A990	1,437.0	1,131.7			31.8	273.5						
HURLEY APPAREL	A990	255.4	255.4										
ICEBERG APPAREL	A990	496.3	496.3										
IZOD APPAREL	A990	7,576.3	2,332.3	228.7		20.1	27.4	3,671.4			1,296.5		
JESSICA SIMPSON APPAREL	A990	347.5	347.5										
JIL SANDER APPAREL	A990	611.6	497.3	114.4									
JIMMY CHOO APPAREL	A990	610.2	586.2		24.0								
JOHNSTON & MURPHY APPAREL	A990	1,397.1	1,397.1										
JOHNSTON & MURPHY APPAREL & LUGGAGE	A990	912.1	912.1										
JONES NY APPAREL	A990	265.0	265.0										
JUICY COUTURE APPAREL	A990	601.3	601.3										
JUICY COUTURE APPAREL & FRAGRANCE W	A990	4,303.6	4,303.6										
JUST CAVALLI APPAREL	A990	444.5	444.5										
KATE SPADE APPAREL	A990	268.9	268.9										
KENNETH COLE APPAREL	A990	1,564.3	1,336.3	160.4			67.7						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
KITON APPAREL	A990	850.3	850.3										
LACOSTE APPAREL	A990	4,565.9	2,813.4	415.8		596.0	278.1	432.0			30.5		
LAUREN APPAREL	A990	268.3	268.3										
LIZ CLAIBORNE APPAREL	A990	1,345.0	1,345.0										
LOT 29 APPAREL	A990	893.6	893.6										
LOUIS VUITTON APPAREL	A990	2,192.0			153.9	2,038.1							
LOVE TEASE APPAREL	A990	308.5	308.5										
LUXXOTICA APPAREL	A990	329.6					329.6						
MARCIANO APPAREL	A990	1,865.9	1,865.9										
MICHAEL KORS APPAREL	A990	963.2	893.4				69.8						
MOSCHINO APPAREL	A990	1,696.9	1,696.9										
MUDD APPAREL	A990	1,330.9	1,330.9										
NAUTICA APPAREL	A990	406.8	402.9				3.9						
NIKE INC CP	A990	2,306.3	2,173.7		132.6								
NINE WEST APPAREL	A990	1,987.2	1,987.2										
NORTH FACE APPAREL	A990	917.2	916.0							1.2			
NORTH FACE APPAREL & BACKPACKS	A990	389.8	389.8										
PEPE JEANS APPAREL	A990	1,022.5	1,022.5										
PERRY ELLIS APPAREL	A990	5,422.5	4,726.1	322.3			372.8		1.4				
PHAT FARM APPAREL	A990	416.9	416.9										
PHILLIPS-VAN HEUSEN APPAREL	A990	722.2				722.2							
PIAZZA SEMPIONE APPAREL	A990	737.5	737.5										
PRADA APPAREL	A990	1,552.5	1,543.6		8.9								
PUMA APPAREL	A990	1,303.7	1,303.7										
RALPH LAUREN APPAREL	A990	2,838.1	2,838.1										
RALPH LAUREN COLLECTION APPAREL	A990	397.4	397.4										
RAMPAGE APPAREL	A990	1,319.4	1,319.4										
REEBOK APPAREL	A990	4,731.2					665.9	2,112.8	777.8		1,174.7		
ROBERTO CAVALLI APPAREL	A990	412.8	412.8										
ROCAWEAR APPAREL	A990	7,487.3	5,417.7			2,035.3							34.3
ROCK & REPUBLIC APPAREL	A990	4,015.9	4,015.9										
ROXY QUIKSILVER APPAREL	A990	696.2	548.7			147.5							
SEAN JOHN APPAREL	A990	1,801.6	761.6			1,040.0							
SHADY LTD APPAREL	A990	579.4	579.4										
SOUTHPOLE APPAREL	A990	574.9	574.9										
STACY ADAMS APPAREL	A990	1,320.2	1,236.1			84.1							
SWISS ARMY APPAREL	A990	1,038.8	1,038.8										
SWISS ARMY APPAREL & LUGGAGE	A990	785.1	785.1										
SWISS ARMY APPAREL & SPORTS KNIVES	A990	1,410.2	1,410.2										
TIMBERLAND APPAREL	A990	375.8	315.3		7.6		52.9						
TOMMY BAHAMA APPAREL	A990	4,282.6	4,282.2		0.4								
TOMMY HILFINGER APPAREL	A990	2,176.9	1,878.5	228.7			69.8						
UNIONBAY APPAREL	A990	377.2	377.2										
VALENTINO APPAREL	A990	2,215.9	2,115.4	100.6									
VAN HEUSEN APPAREL	A990	1,600.6	1,070.3	371.3		115.8	43.2						
VANS APPAREL	A990	381.6	309.6				72.0						
VERSACE APPAREL	A990	3,073.2	3,073.2										
VIA SPIGA APPAREL	A990	1,752.3	1,752.3										
VICTORINOX APPAREL	A990	1,296.8	1,296.8										
VOLCOM APPAREL	A990	287.5	281.7				5.8						
Y-3 APPAREL	A990	462.0	265.0	197.1									
YMI JEANSWEAR APPAREL	A990	670.8				670.8							
YVES ST LAURENT APPAREL	A990	480.0	432.4			47.6							
ZINC APPAREL	A990	272.8	272.8										
AARP VISA	B111	337.9	337.9										
ADVANTA PLATINUM BUS MASTERCARD	B111	627.1	627.1										
ALASKA AIRLINES VISA	B111	1,511.0			1,511.0								
AMERICAN EXPRESS & EUROPE TP	B111	579.0	579.0										
AMERICAN EXPRESS & FL STATE TP	B111	259.4	259.4										
AMERICAN EXPRESS & MEXICO TP	B111	341.4	341.4										
AMERICAN EXPRESS BLUE CREDIT CARD	B111	5,564.4					40.0	416.1	313.2	4,795.1			
AMERICAN EXPRESS BLUE SKY CREDIT CRD	B111	4,856.9		22.7					398.8	4,435.4			

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
AMERICAN EXPRESS BUS CREDIT CARD	B111	18,625.4	3,660.4		10,405.5	3,689.5			263.4	93.0	438.0		75.7
AMERICAN EXPRESS BUS GOLD CREDIT CRD	B111	23,733.6	1,184.7		262.4			1,323.5	6,360.2	590.6	13,478.9		533.4
AMERICAN EXPRESS CENTURION&PLTNM CRD	B111	2,793.0	2,793.0										
AMERICAN EXPRESS CLEAR CREDIT CARD	B111	3,659.2							583.4		3,075.8		
AMERICAN EXPRESS CO CP	B111	549.2	139.6		77.7	331.9							
AMERICAN EXPRESS CREDIT CARD	B111	236,097.3	44,675.4	2,723.6	11,319.1	17,492.0		123,230.1	7,235.3	150.1	28,774.5		497.2
AMERICAN EXPRESS DELTA SKYMIILES CARD	B111	452.1	104.9		268.4		60.6				18.3		
AMERICAN EXPRESS DELTA SKYMIILES GOLD	B111	10,175.4	712.3	302.5	299.9				929.4	499.0	7,432.3		
AMERICAN EXPRESS GIFT CARD	B111	3,915.7			984.1	80.1			2,468.8	16.6			366.1
AMERICAN EXPRESS GOLD CARD	B111	5,316.0	14.7						720.7	230.6	4,350.0		
AMERICAN EXPRESS JETBLUE AIRWAYS CRD	B111	697.9	372.9		130.7								194.3
AMERICAN EXPRESS ONE CREDIT CARD	B111	3,272.8									3,272.8		
AMERICAN EXPRESS PLATINUM CARD	B111	8,860.4	6,702.1	311.9	16.3	1,830.2							
AMERICAN EXPRESS PLUM BUS CREDIT CRD	B111	11,925.8	2,502.4		1,634.0	849.0		1,050.3	2,441.8		3,448.2		
AMERICAN EXPRESS REWARDS GOLD CARD	B111	2,776.7						80.0	80.1	231.6	2,385.1		
AMERICAN EXPRESS SIMPLY CASH/BUS CRD	B111	14,002.6	117.7		1,601.3	22.1		1,171.2	3,406.6	907.2	6,776.5		
AMERICAN EXPRESS T CREDIT CARD	B111	495.9	323.1		172.8								
AMERICAN EXPRESS VAR CREDIT CARDS	B111	7,623.7	27.2				7,596.5						
AMERICAN EXPRESS VIGNETTE	B111	3,115.6							2,940.4	69.7	105.5		
AMERICAN EXPRS CRDT CRD &PLTNM/CRD	B111	11,187.5	10,132.3	1,055.1									
AMERICAN EXPRS SMPYCSH BUS CARD	B111	580.5	580.5										
AMERICAN EXPRS STRWD/GST CREDIT CARD	B111	3,544.4	3,544.4										
AMERICANEXPRESS.COM ONLINE	B111	903.3				365.1		342.0	19.1		177.1		
AT&T UNIVERSAL MASTERCARD	B111	422.5	422.5										
AT&T UNIVERSAL REWARDS MASTERCARD	B111	385.4	385.4										
BANK OF AMERICA CHECK CARD	B111	1,982.0						330.0	441.9		1,210.1		
BANK OF AMERICA REWARDS VISA	B111	12,952.9							12,952.9				
BANK OF AMERICA VISA	B111	3,790.3	685.5		441.0				2,662.7		1.1		
BANK ONE CREDIT CARD	B111	275.5					275.5						
CAPITAL ONE MASTERCARD & VISA	B111	126,714.8						83,898.3	788.8	19,958.0	22,063.6	6.1	
CAPITAL ONE VIGNETTE	B111	383.8							8.9		374.9		
CAPITAL ONE.COM ONLINE	B111	303.3			303.3								
CHASE BANK CREDIT CARD	B111	769.4			360.7				242.0		166.7		
CHASE BANK VAR CREDIT CARDS	B111	8,662.3					8,516.9		1.9				143.5
CHASE BP VISA	B111	1,385.0			2.9				1,382.0				
CHASE FREEDOM CREDIT CARD	B111	144,121.9						106,871.8	1,851.1		35,398.9		
CHASE FREEDOM VISA	B111	534.7			534.7								
CHASE WAWA VISA	B111	365.1			62.4								302.7
CITI AADVANTAGE &PLTNM SLT BS MSTRCD	B111	349.0	349.0										
CITI AADVANTAGE WORLD MASTERCARD	B111	481.7	200.3				281.4						
CITI AMER ARLNS ADVNTG MASTERCARD	B111	455.9	455.9										
CITI CREDIT CARD	B111	28,473.2	28,467.3				5.9						
CITI DIAMOND PREFERRED MASTERCARD	B111	3,209.7	3,209.7										
CITI PREMIERPASS CREDIT CARD	B111	22,424.4	22,182.0		118.4	123.9							
CITI PROF CREDIT CARDS	B111	347.6			327.2	20.4							
CITI/CITIBUS &PLTNM SLCT MSTRCRD	B111	9,892.9	9,892.9										
CITIBANK AADVANTAGE CREDIT CARD	B111	2,634.5	821.0		267.1	463.4	1,083.0		46,004.7	85.7	882.6	8,279.2	
CITIBANK MASTERCARD & VISA	B111	55,252.1											
CITIBANK VAR CREDIT CARDS	B111	1,275.5	450.0				825.5						
CITIBANK VIGNETTE	B111	320.0						285.8	28.4		5.7		
CREDITCARDS.COM ONLINE	B111	2,501.2									2,501.2		
DELTA AIRELITE AIR TRAVEL CARD	B111	744.8				744.8							
DETAILS BLACK CARD DISC CARD	B111	344.7	344.7										
DINERS CLUB INTL CREDIT CARD	B111	1,252.7					1,252.7						
DISCOVER CARD BUSINESS CARD	B111	591.5						192.4	3.5	97.9	297.7		
DISCOVER CARD CREDIT CARD	B111	19,423.2	14,496.2	409.2	150.2			2,509.0	6.9	490.1	1,117.9		243.7
DISCOVER MILES CREDIT CARD	B111	2,724.3	2,716.5		7.8								
DISCOVER MORE CREDIT CARD	B111	5,215.2	4,049.7	1,165.5									
DISCOVER MOTIVA CREDIT CARD	B111	32,110.0	10,154.3	1,165.5					12,277.4	28.2	1,525.1	6,959.4	
DISCOVER OPEN ROAD CREDIT CARD	B111	1,929.7	621.1	1,308.6									
ESPN VISA	B111	3,352.2	124.4								3,227.8		
EXXON CREDIT CARD	B111	413.8											413.8

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
EXXON MOBIL GAS CARD	B111	712.5	712.5										
EXXON MOBIL PERSONAL CREDIT CARD	B111	2,352.3	2,352.3										
FLEXJET 25 AIR TRAVEL CARD	B111	1,051.7	512.3			539.4							
GOLF DIGEST MASTERCARD	B111	589.4	589.4										
GOLF EXTRA MEMBERSHIP CARD	B111	756.3			756.3								
GREEN DOT PRE-PAID MASTERCARD&VISA	B111	7,400.1						197.9	60.2	2,765.4	4,376.7		
GREEN DOT PRE-PAID VISA	B111	5,417.8						362.0	61.5	3,116.1	1,878.1		
HOME DEPOT REWARDS PLATINUM MSTRCRD	B111	8,618.9	8,597.8								21.2		
HSBC VAR CREDIT CARDS	B111	4,308.1					4,308.1						
IMAGINE MASTERCARD	B111	2,404.4							158.7	744.4	1,501.3		
MASTERCARD BUSINESSCARD CREDIT CARD	B111	17,202.7	3,870.7			46.9		7,910.6	10.5	133.9	4,653.1	577.0	
MASTERCARD CORP CREDIT CARD	B111	1,026.2	1,026.2										
MASTERCARD CREDIT CARD	B111	134,317.1	16,676.3	2,088.2	435.6	5,521.1	382.5	83,488.2	857.1	8,726.8	14,211.8		1,929.5
MASTERCARD CREDIT CARD & TRAVELOCITY	B111	739.1			739.1								
MASTERCARD DEBIT CARD	B111	45,487.5						25,899.6	395.9	5,596.1	6,540.1		7,055.8
MASTERCARD INTL INC CP	B111	752.5	204.5	497.1	50.8								
MASTERCARD PAYPASS CREDIT SYSTEM	B111	30,924.2	44.0		2,367.1			20,480.0	100.8	2,811.4	5,120.9		
MASTERCARD VAR CREDIT CARDS	B111	4,021.0					3,902.0						119.0
MASTERCARD WORLD CARD	B111	31,862.5						22,522.5	211.8	5,177.6	3,950.6		
MASTERCARD WORLD ELITE CREDIT CARD	B111	855.9	730.1	125.8									
MERRILL LYNCH REWARDS VISA	B111	2,110.0									2,110.0		
POPULAR PHOTO & IMAGING VISA	B111	277.5	277.5										
PURPOSE MONEY MASTERCARD CREDIT CARD	B111	3,104.1						1,073.0	450.0	1,561.2	20.0		
RUSHCARD PRE-PAID VISA	B111	1,313.3							460.4		838.6		14.3
SHELL PLATINUM MASTERCARD	B111	5,205.6							3.7		5,201.8		
SIMON GIFT CARD VISA CREDIT CARD	B111	481.8			473.4	8.4							
SKYLIGHT DEBIT CARD	B111	2,055.4						2,055.4					
SONY CARD VISA	B111	1,899.1	1,654.3						29.3	215.5			
SOTHEBYS WORLD ELITE MASTERCARD	B111	591.5			265.6	325.8							
SOUTHWEST AIRLINES BUS&SIGNATURE VS	B111	271.8	271.8										
SOUTHWEST AIRLINES VISA	B111	411.9			308.7				51.4		51.8		
TRAVELOCITY.COM WORLD MASTERCARD	B111	370.7			263.9	106.8							
TRIPREWARDS GIFT CARD	B111	966.4	20.4	946.0									
UNITED MILEAGE PLUS VISA CARD	B111	1,932.8	1,932.8										
US OPEN TENNIS/AMER EXPR	B111	422.4					127.9	106.3		188.2			
USAFA REWARDS CREDIT CARD	B111	477.5	477.5										
VISA BUSINESS CREDIT CARD	B111	26,193.7	8,533.3		7,321.2	4,554.9		3,740.2	0.0		999.2	314.0	730.8
VISA CHECK CARD	B111	78,115.7	282.2					59,263.6	445.4	92.8	16,865.1		1,166.7
VISA COMMERCIAL CREDIT CARD	B111	938.1	938.1										
VISA CREDIT CARD	B111	135,305.4	40,874.1	54.4	1,369.8	815.7	251.8	69,256.1	304.0	2,059.4	18,516.8	908.5	894.9
VISA GIFT CARD	B111	413.3											413.3
VISA PAYWAVE CREDIT CARD	B111	30,014.5						18,122.1	1,124.4	1,811.6	8,956.5		
VISA PREPAID DEBIT CARD	B111	417.5							417.5				
VISA SIGNATURE CREDIT CARD	B111	56,199.2	48,809.8	932.0	2,489.0	3,968.4							
VISA USA INC CP	B111	1,528.2	496.1		138.7	893.4							
VISA VAR CREDIT CARDS	B111	3,402.1					3,382.9						19.2
WASHINGTON MUTUAL BANK CREDIT CARD	B111	4,125.8							3,319.9		805.9		
AMERICAN EXPRESS TRAVELERS CHEQUES	B112	2,289.7				965.9				1,323.8			
1ST BANK CONSUMER SERVICES	B121	779.7			779.7								
1ST BANK/CO CONSUMER SERVICES	B121	964.1							964.1				
1ST NATL BANK/SOUTH FL CONSUMER SVC	B121	484.8			484.8								
ABINGTON BANK CONSUMER SERVICES	B121	510.5			510.5								
ACACIA FED SAVINGS BANK CONSUMER SVC	B121	301.8			255.4				46.4				
ADVANTA BANK CONSUMER SERVICES	B121	448.2			448.2								
AGRIBANK VIETNAM BANK INTL	B121	297.9				297.9							
AMBOY NATIONAL BANK CONSUMER SVC	B121	754.9			754.9								
AMCORE BANK CONSUMER SERVICES	B121	363.9			361.0		3.0						
AMEGY BANK CONSUMER SERVICES	B121	313.0					228.5		84.5				
AMERICAN CHARTERED BANK CONSUMER SVC	B121	259.1			259.1								
AMERICAN SAVINGS/HI CONSUMER SVC	B121	283.4							283.4				
AMSOUTH BANK CONSUMER SERVICES	B121	2,864.1			2,076.0		0.9		787.2				
AMTRUST BANK CONSUMER SERVICES	B121	6,239.8			5,954.3	3.7			281.7				

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ANCHOR BANK CONSUMER SERVICES	B121	1,512.0			1,189.3		322.6						
APPLE BANK FOR SAVINGS CONSUMER SVC	B121	2,592.1			2,592.1								
ARVEST BANK CONSUMER SERVICES	B121	321.5			30.9		245.5		45.1				
ASHEVILLE SAVINGS BANK CONSUMER SVC	B121	592.7			569.9				22.8				
ASSOCIATED BANK CONSUMER SERVICES	B121	1,925.4			1,762.9		162.4						
ASSOCIATED BANK/WI CONSUMER SERVICES	B121	395.3							395.3				
ASTORIA FED SAVINGS BANK CON SVC	B121	6,111.1			6,092.4	18.6							277.7
ASTRIVE ATLANTA CONSUMER SERVICES	B121	277.7											
ATLANTIC BANK OF NY CONSUMER SVC	B121	973.8			45.0	928.7							
ATLANTIC COAST BANK CONSUMER SVC	B121	280.5			280.5								
AZTEC AMERICA BANK CONSUMER SERVICES	B121	388.7			388.7								
BANC FIRST/OK CONSUMER SERVICES	B121	913.5			49.7				863.8				
BANCFIRST CP	B121	389.3							389.3				
BANCO POPULAR CONSUMER SERVICES	B121	1,916.5			1,575.9		7.0		47.1				286.5
BANCO SANTANDER CP	B121	4,858.8				4,858.8							
BANCO SANTANDER INTL	B121	324.6					324.6						
BANCORPSOUTH BANK CONSUMER SERVICES	B121	1,195.5	115.4		445.0		255.9		379.1				
BANK CONSUMER SERVICES	B121	274.3			274.3								
BANK MIDWEST CONSUMER SERVICES	B121	1,861.5			1,861.5								
BANK OF AMERICA & LASALLE BANK	B121	2,853.5			2,853.5								
BANK OF AMERICA BUSINESS SERVICES	B121	6,344.4	3,528.4		2,206.8	601.2		7.9					
BANK OF AMERICA CONSUMER SERVICES	B121	173,926.6	3,076.0		53,012.9	9,984.0	6,773.2	42,795.1	16,149.3	1,871.7	22,163.4		18,101.0
BANK OF AMERICA CP	B121	15,919.0	1,363.6		2,578.8	2,512.0		8,103.1	1,019.0		342.4		
BANK OF AMERICA ONLINE	B121	8,655.9						7,025.4	927.1		703.4		
BANK OF AMERICA VIGNETTE	B121	326.4						0.0	40.9	22.2	263.4		
BANK OF HI CONSUMER SERVICES	B121	306.2							306.2				
BANK OF KANSAS CITY CONSUMER SVC	B121	361.4			361.4								
BANK OF NY CO CP	B121	1,251.4	555.3	686.1		10.0							
BANK OF NY CONSUMER SERVICES	B121	1,403.9	70.6		977.3	330.9	25.0						
BANK OF NY MELLON CONSUMER SERVICES	B121	1,970.4	337.3		73.9	1,158.9			156.5	10.2	233.7		
BANK OF NY MELLON CORP CP	B121	402.1	108.2			294.0							
BANK OF OK CONSUMER SERVICES	B121	855.1	32.2		597.9		217.7		4.1		3.1		
BANK OF RICHMOND CONSUMER SERVICES	B121	250.1			215.2				34.9				
BANK OF STOCKTON CONSUMER SERVICES	B121	280.1			7.9		272.2						
BANK OF TAMPA CONSUMER SERVICES	B121	636.8			636.8								
BANK OF TANZANIA INTL	B121	333.2		231.6	101.7								
BANK OF THE COMMONWEALTH CON SVC	B121	459.4			317.0				142.4				
BANK OF THE WEST BUSINESS SERVICES	B121	512.9			209.1	109.2							194.6
BANK OF THE WEST CONSUMER SERVICES	B121	11,700.0			8,698.2		314.1		461.6		34.4		2,191.7
BANK OF TX CONSUMER SERVICES	B121	884.1			884.1								
BANK ON YOURSELF CONSUMER SERVICES	B121	307.7											307.7
BANK RI CONSUMER SERVICES	B121	825.5			721.3		104.1						
BANK WEST CONSUMER SERVICES	B121	403.3					403.3						
BANKATLANTIC/FL CONSUMER SERVICES	B121	6,564.5			6,564.5								
BANKNORTH GROUP CONSUMER SERVICES	B121	2,350.6			2,329.7		21.0						
BANKUNITED CONSUMER SERVICES	B121	4,377.1			4,350.1				27.0				
BANNER BANK CONSUMER SERVICES	B121	1,323.2			42.8				1,002.2				278.2
BARCLAYS BANK CONSUMER SERVICES	B121	10,153.3	34.2			142.9	1,215.3	7,198.1	172.0		1,390.8		
BARCLAYS BANK DE CONSUMER SVC	B121	1,056.5					1,056.5						
BARCLAYS BANK PLC CP	B121	778.0	176.5			601.5							
BARCLAYS CLSC GLF TRNMNT	B121	579.3							398.7	40.3	140.2		
BB&T BANK BUSINESS SERVICES	B121	292.7			138.9					153.8			
BB&T BANK CONSUMER SERVICES	B121	7,991.0			4,963.3		903.8			370.2			1,753.7
BB&T CORP CP	B121	904.9			882.3	22.6							
BENEFICIAL BANK CONSUMER SERVICES	B121	375.1								375.1			
BENEFICIAL SAVINGS BANK CONSUMER SVC	B121	1,386.6			1,293.9		92.8						
BERKSHIRE BANK CONSUMER SERVICES	B121	650.8			260.8		351.3			38.7			
BESSEMER TRUST CO CONSUMER SERVICES	B121	1,186.4			9.5	1,176.9							
BESSEMER TRUST CO CP	B121	382.8		142.6		25.2		135.4		79.7			
BEST BANK CONSUMER SERVICES	B121	289.9			289.9								
BOGOTA SAVINGS BANK CONSUMER SVC	B121	303.2			303.2								
BOILING SPRINGS SAVINGS CONSUMER SVC	B121	1,074.1			1,074.1								

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BOSTON PRIVATE B&T CONSUMER SERVICES	B121	449.7			331.0	118.8							
BREMER BANK CONSUMER SERVICES	B121	490.1			166.7		300.7		22.6				
BRIDGEVIEW BANK CONSUMER SERVICES	B121	409.1			409.1								
BROOKLINE SAVINGS BANK CONSUMER SVC	B121	423.3			423.3								
BROTHERHOOD B&T CONSUMER SERVICES	B121	351.4			351.4								
BRYN MAWR TRUST CO CONSUMER SERVICES	B121	266.7			266.7								
BUILDERS BANK CONSUMER SERVICES	B121	294.5			294.5								
BURKE & HERBERT B&T CONSUMER SVC	B121	252.3			252.3								
CALIFORNIA NATL BANK CONSUMER SVC	B121	2,786.1			1,837.0								949.1
CANANDAIGUA NATL B&T CONSUMER SVC	B121	420.3			336.3				83.9				
CAPITAL ONE BUSINESS SERVICES	B121	22,822.3	4,415.5		75.1	433.4		335.4			17,563.0		
CAPITAL ONE CONSUMER SERVICES	B121	40,037.1	963.8		360.1		284.5	12,952.2	3,630.3	5,270.7	12,387.4		4,188.0
CAPITAL ONE FED SVNG BNK CON SVC	B121	3,710.6			3,710.6								
CAPITALONEBOWL.COM ONLINE	B121	2,256.4						11.8			2,244.6		
CARDINAL BANK CONSUMER SERVICES	B121	875.8			768.8		107.0						
CAROLINA FIRST BANK CONSUMER SVC	B121	938.4			863.0		61.6		13.7				
CENTRAL BANK CONSUMER SERVICES	B121	259.6			124.0		135.7						
CENTRAL BANK/LEXINGTON CONSUMER SVC	B121	319.0							319.0				
CENTRAL PACIFIC BANK CONSUMER SVC	B121	318.6							318.6				
CENTURY BANK CONSUMER SERVICES	B121	868.4			822.7		45.7						
CHAMPION BANK CONSUMER SERVICES	B121	1,383.1			1,383.1								
CHARLES SCHWAB BANK CONSUMER SVC	B121	9,637.5	557.7	104.0	45.0	2,636.7		4,965.4	324.6		1,004.2		
CHARTER ONE BANK CONSUMER SERVICES	B121	9,408.3			7,996.6		360.3		945.1				106.3
CHASE BANK BUSINESS & CONSUMER SVC	B121	335.7			335.7								
CHASE BANK BUSINESS SERVICES	B121	2,616.5			1,673.9	723.7			218.9				
CHASE BANK CONSUMER SERVICES	B121	135,059.1	613.3		76,698.0	9,944.1	1,106.5	2,035.2	29,584.7		14,911.7	125.0	40.5
CHASE BANK ONLINE	B121	1,038.3				175.6		153.0	709.7				
CHASE MANHATTAN BANK CONSUMER SVC	B121	313.1			313.1								
CHEVY CHASE BANK CONSUMER SERVICES	B121	5,142.3			2,952.6		374.7		1,815.1				
CIRCLE BANK CONSUMER SERVICES	B121	316.6			316.6								
CITIBANK BUSINESS SERVICES	B121	34,397.9	5,252.6					21,818.5	39.1	669.4	6,618.2		
CITIBANK CONSUMER SERVICES	B121	148,402.9	23,563.8	289.4	35,595.8	6,992.0	1,294.3	65,523.6	68.3	2,532.5	12,473.7		69.4
CITIBANK CP	B121	27,569.9				85.2	846.5	19,540.9	8.4	549.4	6,539.4		
CITIPRO BANK CONSUMER SERVICES	B121	373.1											373.1
CITIZENS B&T CONSUMER SVC	B121	500.7			118.3		17.4		365.1				
CITIZENS BANK CONSUMER SERVICES	B121	22,600.5			20,528.2		1,905.5						166.9
CITIZENS BANK/NEW ENGLND CON SVC	B121	1,313.1							1,313.1				
CITIZENS BANK/PA CONSUMER SERVICES	B121	1,776.2							1,776.2				
CITIZENS BUSINESS BANK CONSUMER SVC	B121	539.4			209.8		329.6						
CITIZENS NATIONAL BANK CONSUMER SVC	B121	455.3			222.8		200.9		31.7				
CITY NATIONAL BANK CONSUMER SERVICES	B121	1,363.3	189.0		102.1		221.7						850.5
CLIFTON SAVINGS BANK CONSUMER SVC	B121	498.7			498.7								
COLE TAYLOR BANK CONSUMER SERVICES	B121	289.4			289.4								
COLONIAL BANK CONSUMER SERVICES	B121	4,157.6			3,719.7		162.6						275.3
COLORADO STATE B&T CONSUMER SVC	B121	338.8			338.8								
COLUMBIA BANK CONSUMER SERVICES	B121	1,917.1			1,911.6		5.5						
COLUMBIA BANK/SEATTLE CONSUMER SVC	B121	425.6							425.6				
COMERICA BANK BUSINESS SERVICES	B121	463.4			243.9				219.5				
COMERICA BANK CONSUMER SERVICES	B121	2,872.9			1,805.7		441.4		413.7				212.2
COMMERCE BANCORP CONSUMER SERVICES	B121	18,964.3			12,992.7	1,070.0	724.8		4,153.8		22.9		
COMMERCE BANCORP INC & TD BNKNRTH CP	B121	498.0			498.0								
COMMERCE BANCSHARES BUSINESS SVC	B121	250.8							250.8				
COMMERCE BANCSHARES CONSUMER SVC	B121	5,979.4			2,422.3		497.5		3,059.6				
COMMERCE BANK CONSUMER SERVICES	B121	710.6	44.0		27.6								639.0
COMMERCIBANK/MIAMI CONSUMER SVC	B121	467.9			137.5		172.5		157.9				
COMMUNITY BANK CONSUMER SERVICES	B121	799.4			415.8		377.2						6.4
COMMUNITY BANK/NV CONSUMER SERVICES	B121	315.6			148.1		167.5						
COMMUNITY SOUTH B&T CONSUMER SERVICES	B121	396.5			396.5								
COMPASS BANK CONSUMER SERVICES	B121	14,234.2			4,468.3		187.1		2,324.2				7,254.6
CONSUMERS CREDIT UN BNK CONSUMER SVC	B121	285.3			285.3								
CORNERSTONE NATL BANK CONSUMER SVC	B121	283.9			283.9								
COUNTRYWIDE BANK BUSINESS & CON SVC	B121	312.8			312.8								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
COUNTRYWIDE BANK CONSUMER SERVICES	B121	29,058.2			27,380.7	1,647.1					30.4		
COUNTRYWIDE BANK CP	B121	341.2			341.2								
CREDIT SUISSE BANK CONSUMER SERVICES	B121	320.2	320.2										
CREDIT SUISSE CP	B121	518.4				518.4							
CREDIT SUISSE GROUP CP	B121	11,526.4	7,947.4			2,516.6			23.6	46.9	991.8		
CREDIT SUISSE INTL	B121	2,021.5	252.9		54.0	1,714.6							
CROWN BANK CONSUMER SERVICES	B121	601.5			601.5								
DELAWARE PLACE BANK CONSUMER SVC	B121	325.6			325.6								
DEUTSCHE BANK AG CP	B121	2,197.9	43.1			2,110.2					44.7		
DEUTSCHE BANK CHMPNSHP	B121	1,197.2	1,184.6						12.5				
DEUTSCHE BANK CONSUMER SERVICES	B121	3,800.4	30.8						3,575.0	57.9	136.6		
DEUTSCHE BANK GOLF CHMPS	B121	283.3	120.0		110.0	18.3				35.0			
DEUTSCHE BANK VIGNETTE	B121	500.0							500.0				
DIR BANKS & S&LS	B121	273.4			273.4								
DISCOVER BANK CONSUMER SERVICES	B121	653.8	412.1			241.8							
DOLLAR BANK CONSUMER SERVICES	B121	2,863.0			2,522.3				338.9	1.7			
DOWNEY SAVINGS BANK CONSUMER SVC	B121	3,669.7			3,663.3								6.5
E TRADE BANK ONLINE	B121	11,738.6	43.1	114.4					7,956.5	52.8	3,571.8		
EASTERN BANK CONSUMER SERVICES	B121	1,399.6			368.4					1,015.3			15.8
EAST-WEST BANK CONSUMER SERVICES	B121	412.6			187.9				224.7				
EMBASSY BANK/LEHIGH VLY CONSUMER SVC	B121	448.7			395.3				53.4				
EQUITY BANK CONSUMER SERVICES	B121	354.7			354.7								
EVERBANK CONSUMER SERVICES	B121	327.9			327.9								
EXCHANGE BANKS CONSUMER SERVICES	B121	397.7			254.4				143.3				
FARMERS & MERCHANTS BANK CON SVC	B121	378.8			46.8				332.0				
FARMINGTON SAVINGS BANK CONSUMER SVC	B121	318.8			318.8								
FIDELITY BANK CONSUMER SERVICES	B121	491.9	43.1		344.2				49.9		54.8		
FIDELITY HMSTD SVNGS BNK CON SVC	B121	424.7			309.6						115.0		
FIFTH THIRD BANK ASSN CONSUMER SVC	B121	324.9			324.9								
FIFTH THIRD BANK BUSINESS SERVICES	B121	814.5	814.5										
FIFTH THIRD BANK CONSUMER SERVICES	B121	35,924.2	54.7		28,692.2				1,810.8		4,468.8		897.7
FIRST AMERICAN BANK CONSUMER SVC	B121	1,558.7			1,473.7				84.5	0.5			
FIRST B&T CONSUMER SERVICES	B121	343.1			232.6				78.8	31.8			
FIRST BANK CONSUMER SERVICES	B121	1,921.3			1,777.0				139.7	4.6			
FIRST CA BANK CONSUMER SERVICES	B121	283.9			283.9								
FIRST CHARTER BANK CONSUMER SERVICES	B121	720.7			720.7								
FIRST CITIZENS BANK CONSUMER SVC	B121	1,998.8			1,809.1				169.8	19.9			
FIRST COMMERCIAL BANK CONSUMER SVC	B121	643.5			553.8				89.7				
FIRST COMMONWEALTH BANK CONSUMER SVC	B121	564.9							204.1		360.7		
FIRST COMMUNITY BANK CONSUMER SVC	B121	677.1			370.3				157.6		149.2		
FIRST CTZNS BNC SHRS INC CP	B121	268.1	268.1										
FIRST FED/BUCKS COUNTY CONSUMER SVC	B121	486.1			486.1								
FIRST FEDERAL BANK CONSUMER SERVICES	B121	386.9			108.1				212.0		66.8		
FIRST FIDELITY BANK CONSUMER SVC	B121	418.5			207.8				95.9		114.8		
FIRST FIDELITY CONSUMER SERVICES	B121	1,123.9			1,123.9								
FIRST FINANCIAL BANK CONSUMER SVC	B121	558.3			170.3				296.4		91.7		
FIRST HAWAIIAN BANK CONSUMER SVC	B121	330.2									330.2		
FIRST IN BANK CONSUMER SERVICES	B121	558.6			399.8				158.7				
FIRST MARINER BANK CONSUMER SERVICES	B121	284.4			7.9						276.4		
FIRST MIDWEST BANK CONSUMER SERVICES	B121	1,830.4			1,721.1				108.9	0.4			
FIRST NATIONAL BANK CONSUMER SVC	B121	5,698.8			4,141.3				859.9		679.1		18.5
FIRST NATL BANK/OMAHA CONSUMER SVC	B121	336.5	92.5		57.3				182.8		3.9		
FIRST NATL BANK/PLMRTN CON SVC	B121	327.5			327.5								
FIRST NATL BANK/ST LOUIS CON SVC	B121	345.5			345.5								
FIRST NIAGARA BANK BUSINESS SERVICES	B121	441.0									441.0		
FIRST NIAGARA BANK CONSUMER SERVICES	B121	2,136.7			1,642.8				279.1		214.9		
FIRST PIEDMONT FED S&L CONSUMER SVC	B121	383.7			383.7								
FIRST REPUBLIC BANK CONSUMER SVC	B121	6,234.6	2,105.2	1,372.2	2,583.3	156.1							17.8
FIRST SAVERS BANK CONSUMER SERVICES	B121	587.9			587.9								
FIRST SAVINGS BANK CONSUMER SERVICES	B121	397.5			335.6				61.9				
FIRST TN BANK CONSUMER SERVICES	B121	1,833.9	11.7		1,471.4				269.6		81.2		
FIRST TRUST BANK CONSUMER SERVICES	B121	325.7			325.7								

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FIRSTMERIT BANK CONSUMER SERVICES	B121	4,453.6			3,684.5		769.1						
FIRSTRUST BANK CONSUMER SERVICES	B121	443.2			362.1				81.1				
FLAGSTAR BANK CONSUMER SERVICES	B121	3,755.7			2,974.4		73.1		440.5				267.8
FLORIDA CHOICE BANK CONSUMER SVC	B121	392.2			392.2								
FLUSHING SAVINGS BANK CONSUMER SVC	B121	343.6			236.6		107.0						
FNBO DIRECT ONLINE	B121	666.4							666.4				
FRANKLIN BANK CONSUMER SERVICES	B121	1,084.1			868.2		117.2		46.0				52.8
FREMONT BANK CONSUMER SERVICES	B121	967.0			819.8		10.9		136.3				
FREMONT INV & LOAN BANK CONSUMER SVC	B121	4,205.2			4,202.4		2.8						
FRONTEAC BANK CONSUMER SERVICES	B121	436.0			436.0								
FRONTIER BANK CONSUMER SERVICES	B121	390.5			126.1				264.4				
FROST BANK CONSUMER SERVICES	B121	1,635.4	626.6		60.2	139.9	48.4		760.3				
FULTON BANK CONSUMER SERVICES	B121	1,269.6			1,195.9		73.7						
GATEWAY BANK CONSUMER SERVICES	B121	408.2			398.0		10.2						
GMAC BANK CONSUMER SERVICES	B121	3,113.5			955.6	431.4			93.3		1,633.2		
GOTITBANKS.COM ONLINE	B121	259.0							259.0				
GREAT FL BANK CONSUMER SERVICES	B121	2,275.3			2,215.2	60.2							
GREAT WESTERN BANK CONSUMER SERVICES	B121	1,047.1			301.8		221.8		523.6				
GUARANTY BANK CONSUMER SERVICES	B121	4,403.4			3,753.5				395.6				254.2
GULF COAST B&T CO CONSUMER SVC	B121	845.1			809.4				35.7				
HANCOCK BANK CONSUMER SERVICES	B121	251.6			38.1		180.4		33.1				
HARLEYSVILLE NATL B&T CONSUMER SVC	B121	499.7			499.7								
HARRIS BANK CONSUMER SERVICES	B121	5,267.6			4,982.3		212.4						73.0
HATBORO FED SAVINGS CONSUMER SVC	B121	425.8			409.5		16.4						
HAVERFORD TRUST CO CONSUMER SERVICES	B121	851.1			127.1	724.0							
HERITAGE COMMUNITY BANK CONSUMER SVC	B121	341.8			341.8								
HSBC BANK CONSUMER SERVICES	B121	21,914.3	456.1		6,619.5	178.6	12,372.5	664.6	1,065.0		149.1		408.9
HSBC BANK ONLINE	B121	11,679.3						178.2	880.2	85.1	10,535.8		
HSBC BANK USA CP	B121	356.6	57.5		299.1								
HSBC SAVINGS BANK CONSUMER SERVICES	B121	1,673.4			878.4	795.0							
HSBC W WRLD MTCH CHMPNSH	B121	483.6	303.2		176.2								4.2
HUDSON CITY SAVINGS BANK CON SVC	B121	5,742.7			5,340.5	402.2							
HUNTINGTON BANK CONSUMER SERVICES	B121	6,100.2			3,903.8		369.7		1,826.8				
IBC BANK CONSUMER SERVICES	B121	1,872.4			489.8		162.9		1,219.6				
IMPERIAL CAPITAL BANK CONSUMER SVC	B121	1,007.2			1,007.2								
INDEPENDENT BANK CONSUMER SERVICES	B121	487.3			311.7		132.4		43.1				
INDYMAC BANK CONSUMER SERVICES	B121	2,126.4			2,122.8		3.6						
ING BANK CP	B121	587.6	587.6										
ING DIRECT BANK BUSINESS SERVICES	B121	731.5	731.5										
ING DIRECT BANK CONSUMER SERVICES	B121	23,653.1	4,122.9		342.7	274.0	2,429.2	46.0	11,893.0		3,566.6		978.7
INTERVEST NATIONAL BANK CONSUMER SVC	B121	513.2			513.2								
INTRUST BANK CONSUMER SERVICES	B121	450.2			228.1		166.9		55.2				
INVESTORS SAVINGS BANK CONSUMER SVC	B121	1,262.7			1,222.2		40.6						
JENNIFER LPZ&MRC ANT/ING	B121	576.3							271.2		305.0		
JP MORGAN CHASE & CO BUSINESS SVC	B121	1,381.7				182.7							1,199.0
JP MORGAN CHASE & CO CONSUMER SVC	B121	13,462.5			1.2		5,239.0						8,222.2
JP MORGAN CHS CORP CHLNG	B121	348.1	348.1										
KEARNY FEDERAL BANK CONSUMER SVC	B121	961.1			961.1								
KEY PRIVATE BANK CONSUMER SERVICES	B121	463.5			81.7	381.8							
KEYBANK BUSINESS SERVICES	B121	378.3	217.1			158.9			2.3				
KEYBANK CONSUMER SERVICES	B121	12,489.4	340.0		9,012.8	222.2	1,429.3		912.0				573.1
LAFAYETTE AMBASSADOR BNK CON SVC	B121	506.0			472.0		34.0						
LAKELAND BANK CONSUMER SERVICES	B121	639.3			639.3								
LAREDO NATIONAL BANK CONSUMER SVC	B121	671.9			423.8		241.1						6.9
LASALLE BANK CHCG MRTHN	B121	746.9	687.0		2.1				57.8				
LASALLE BANK CONSUMER SERVICES	B121	12,498.0			10,733.3	71.4	1,227.5		170.7		4.5		290.5
LIBERTY BANK CONSUMER SERVICES	B121	632.0			607.3		24.7						
LIBERTY BANK/HARTFORD CONSUMER SVC	B121	782.4							782.4				
LUTHER BURBANK SAVINGS CONSUMER SVC	B121	498.8			498.8								
M&I BANK CONSUMER SERVICES	B121	5,316.9			4,212.3		654.3		387.7				62.6
M&T BANK CONSUMER SERVICES	B121	4,531.7			4,338.8		146.6		46.3				
MALVERN FED SAVINGS BANK CON SVC	B121	387.9			282.4		85.7		19.7				

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MARITIME SAVINGS BANK CONSUMER SVC	B121	278.8			104.7				174.0				
MARQUETTE BANK CONSUMER SERVICES	B121	2,218.7			2,211.7		7.0						
MB FINANCIAL BANK CONSUMER SERVICES	B121	2,152.1			1,870.1		177.0		105.0				
MELLON BANK NA CONSUMER SERVICES	B121	396.1			346.2	49.9		90.6		130.9			
MERCANTIL COMMERCEBANK CONSUMER SVC	B121	464.7			243.3								
MERCANTILE B&T CONSUMER SERVICES	B121	635.5			635.5								
MERCANTILE BANK CONSUMER SERVICES	B121	1,119.3			1,119.3								
MERRILL LYNCH BANK CONSUMER SERVICES	B121	1,103.9	146.7		921.5	35.7							
METLIFE BANK CONSUMER SERVICES	B121	6,515.6	60.7		5,637.8	374.4			62.7				379.9
METROPOLITAN NATL BANK CONSUMER SVC	B121	620.3		42.4	495.7		29.1		53.2				
MID AMERICA BANK CONSUMER SERVICES	B121	544.7			528.3		16.4						
MIDAMERICA BANK CONSUMER SERVICES	B121	2,773.2			2,588.9		184.2						
MIDDLESEX SAVINGS BANK CONSUMER SVC	B121	276.4			276.4								
MIDFIRST BANK CONSUMER SERVICES	B121	2,031.8			1,567.1		293.6		171.1				
MID-STATE B&T CONSUMER SERVICES	B121	372.6			372.6								
MIDTOWN B&T CONSUMER SERVICES	B121	497.8			497.8								
MIDWEST BANK CONSUMER SERVICES	B121	2,236.8			1,913.2		323.6						
MIZUHO CORP BANK CP	B121	2,725.5	530.7			2,194.9							
NATIONAL CITY BANK CONSUMER SERVICES	B121	34,465.4			12,635.6	225.9	5,494.5	60.0	7,087.5	37.2	3,793.1		5,131.6
NATIONAL CITY BANK ONLINE	B121	479.8							479.8				
NATIONAL CITY CORP CP	B121	455.7	15.4		241.5	39.7			159.1				
NBT BANK CONSUMER SERVICES	B121	378.9			378.9								
NEVADA STATE BANK CONSUMER SERVICES	B121	424.4			223.5		156.5		44.3				
NEW YORK COMMERCIAL BANK CON SVC	B121	1,039.3			1,011.0	28.4							
NEW YORK COMMUNITY BANK CONSUMER SVC	B121	686.2			552.6		133.6						
NEWALLIANCE BANK CONSUMER SERVICES	B121	2,631.5			2,576.1	5.7	42.5		7.2				
NORTH FORK BANK BUSINESS SERVICES	B121	477.9							477.9				
NORTH FORK BANK CONSUMER SERVICES	B121	3,102.3			2,636.2	142.0	324.0						
NORTH JERSEY CMNTY BANK CONSUMER SVC	B121	419.0			419.0								
NORTH SHORE BANK CONSUMER SERVICES	B121	780.6			750.1		26.6		4.0				
NORTHERN TRUST BANK BUSINESS SVC	B121	395.5	42.4			353.1							
NORTHERN TRUST BANK CONSUMER SVC	B121	10,376.1	4,188.4	1,247.5	59.7	2,524.3		1,659.3	82.0	5.0	610.0		
NORTHERN TRUST CO CONSUMER SERVICES	B121	379.1	275.1	104.0									
NORTHWEST SAVINGS BANK CONSUMER SVC	B121	290.9			225.2		10.6						55.2
NVE SAVINGS BANK CONSUMER SERVICES	B121	463.4			463.4								
OCEAN BANK CONSUMER SERVICES	B121	479.8			469.8				10.0				
OCEAN FIRST BANK CONSUMER SERVICES	B121	378.3			378.3								
OHIO SAVINGS BANK CONSUMER SERVICES	B121	363.9			363.9								
OKLAHOMA FIDELITY BANK CONSUMER SVC	B121	352.8			352.8								
OLD SECOND BANCORP BANKS CON SVC	B121	1,319.9			1,319.9								
ORITANI SAVINGS BANK CONSUMER SVC	B121	663.2			663.2								
PACIFIC NATIONAL BANK CONSUMER SVC	B121	1,016.6			1,016.6								
PACIFIC PREMIER BANK CONSUMER SVC	B121	455.1			455.1								
PALMETTO BANK/GREENVILLE CON SVC	B121	322.2			264.6				57.6				
PARKVALE BANK CONSUMER SERVICES	B121	392.2			392.2								
PARKWAY BANK CONSUMER SERVICES	B121	659.6			656.3		3.3						
PATRIOT BANK CONSUMER SERVICES	B121	1,387.6			1,379.9		7.7						
PENN FED SAVINGS BANK CONSUMER SVC	B121	1,055.6			1,055.6								
PEOPLES BANK CONSUMER SERVICES	B121	1,917.3			1,247.4	137.3	499.7		32.8				
PEOPLES NATIONAL BANK CONSUMER SVC	B121	375.2			368.0		7.2						
PEOPLES UNITED BANK CONSUMER SVC	B121	2,419.5			2,145.1	270.5							4.0
PFF B&T CONSUMER SERVICES	B121	2,478.0			1,054.3		1,325.6						98.1
PNC BANK BUSINESS SERVICES	B121	5,380.1			798.8				3,253.9				1,327.4
PNC BANK CONSUMER SERVICES	B121	28,018.6	134.0		14,267.4		207.6		8,838.2				4,571.4
PNC BANK CORP CP	B121	2,699.4	147.7		299.0	944.0			1,308.8				
PNC FINANCIAL CORP CP	B121	418.4	38.2			380.2							
PREMIER BANK CONSUMER SERVICES	B121	1,705.9			1,604.3		38.6		63.0				
PREMIER SERVICE BANK CONSUMER SVC	B121	341.9			341.9								
PRESIDENTIAL BANK CONSUMER SERVICES	B121	259.5			259.5								
PROVIDENT BANK CONSUMER SERVICES	B121	4,578.4			4,182.6	18.9	263.4		113.5				
PULASKI BANK CONSUMER SERVICES	B121	874.8			550.0				324.8				
QUEENS COUNTY BANK & ROSLYN SVNGS BNK	B121	673.3			673.3								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RABOBANK BANK CONSUMER SERVICES	B121	813.7			813.7								
RAYMOND JAMES BANK CONSUMER SERVICES	B121	455.8	410.0		45.8								
RBC CENTURA BANK CONSUMER SERVICES	B121	2,275.7			1,837.1		185.1		244.1				9.4
REGIONS BANK CONSUMER SERVICES	B121	38,685.0	2,669.4		14,517.7		2,418.3	31.5	10,912.9		1,510.4		6,624.9
REGIONS BANK CP	B121	374.2	112.4		137.3					116.8		7.8	
RELIANCE BANK CONSUMER SERVICES	B121	468.5			391.2		34.5		42.8				
RENASANT BANK CONSUMER SERVICES	B121	264.7			78.3		136.3		50.0				
REPUBLIC BANK CONSUMER SERVICES	B121	341.4			196.4		145.0						
REPUBLIC FIRST BANK CONSUMER SVC	B121	780.6			713.3				67.3				
RESOURCE BANK CONSUMER SERVICES	B121	252.2			252.2								
RIDGESTONE BANK CONSUMER SVC	B121	266.2			266.2								
RIDGEWOOD SAVINGS BANK CONSUMER SVC	B121	1,096.6			1,087.8		8.8						
RIVERSIDE BANK CONSUMER SERVICES	B121	313.5			270.6		42.9						
ROCKVILLE BANK CONSUMER SERVICES	B121	288.3			279.4				8.9				
ROMA BANK CONSUMER SERVICES	B121	682.3			682.3								
ROYAL BANK OF SCOTLAND INTL	B121	31,526.4	11,845.9				2,527.8	8,716.6	1,091.6	108.4	6,981.5	254.6	
ROYAL BANK OF SCOTLAND VIGNETTE	B121	1,532.5						1,509.2			23.3		
ROYAL BANK/SCOTLAND PLC CP	B121	5,057.1	357.5			4,699.6							
S&T BANK CONSUMER SERVICES	B121	370.8			46.6				324.2				
SALEM FIVE BANK CONSUMER SERVICES	B121	309.0			309.0								
SAN DIEGO NATL BANK CONSUMER SVC	B121	576.4			569.5				6.9				
SANTA CLARA VLY NATL BNK CON SVC	B121	259.8			259.8								
SCOTIABANK TORONTO/MRTHN	B121	392.6	392.6										
SECURITY SAVINGS BANK CONSUMER SVC	B121	272.2			272.2								
SKY BANK CONSUMER SERVICES	B121	2,189.2			1,134.2		117.8		937.3				
SONOMA NATL BANK CONSUMER SERVICES	B121	594.9			594.9								
SOUND FED SAVINGS CONSUMER SERVICES	B121	405.8			305.4	100.3							
SOUTHERN COMMUNITY B&T CONSUMER SVC	B121	522.0			472.2		49.8						
SOUTHPOINT BANK CONSUMER SERVICES	B121	304.0			304.0								
SOUTHWEST BANK CONSUMER SERVICES	B121	2,028.1			1,962.9		65.1						
SOVEREIGN BANK BUSINESS SERVICES	B121	319.9							319.9				
SOVEREIGN BANK CONSUMER SERVICES	B121	15,420.8			11,659.4		1,185.2		579.2				1,997.0
SPENCER SAVINGS BANK CONSUMER SVC	B121	1,038.9			1,025.5		13.4						
STANDARD B&T CONSUMER SERVICES	B121	586.1			586.1								
STATE FARM BANK & STATE FARM AUTO INS	B121	614.3			614.3								
STATE FARM BANK CONSUMER SERVICES	B121	1,761.2			1,755.5		5.7						
STATE NATIONAL BANK CONSUMER SVC	B121	266.1			27.7		222.0		16.4				
STATE STREET B&T CONSUMER SVC	B121	301.8	119.9		106.3	28.4	47.2						
STATE STREET BANK CP	B121	277.7	277.7										
STERLING B&T CONSUMER SERVICES	B121	678.8			391.7		43.3		243.8				
STERLING BANK CONSUMER SERVICES	B121	1,724.5			1,382.6		342.0						
STERLING SAVINGS BANK CONSUMER SVC	B121	1,081.1			16.6				1,064.5				
STOCK YARDS B&T CONSUMER SERVICES	B121	341.1			170.4		73.1		97.6				
STONEBRIDGE BANK CONSUMER SERVICES	B121	644.8			644.8								
STUDENT LENDING WORKS CONSUMER SVC	B121	407.6			219.9				187.7				
SUMITOMO MTS BNKNG CORP CP	B121	250.3	104.3			146.0							
SUN NATL BANK CONSUMER SERVICES	B121	954.7			952.6		2.1						
SUNTRUST BANK BUSINESS SERVICES	B121	1,481.6	402.4		891.2	187.9							
SUNTRUST BANK CONSUMER SERVICES	B121	37,121.5	156.2		22,312.3		117.4		4,183.3				10,352.3
TCF BANK CONSUMER SERVICES	B121	6,446.8			5,193.9		690.5		259.9				302.5
TD BANK FINANCIAL GROUP CONSUMER SVC	B121	255.5			19.8		161.9		73.8				
TD BANK/NORTH BANK CONSUMER SERVICES	B121	11,183.9			7,688.6		47.8		2,526.7				920.8
TEMECULA VALLEY BANK CONSUMER SVC	B121	825.6			803.9		21.7						
THIRD FEDERAL BANK CONSUMER SERVICES	B121	1,057.2			1,057.2								
THIRD FEDERAL S&L CONSUMER SERVICES	B121	8,046.2			8,046.2								
TIERONE BANK CONSUMER SERVICES	B121	638.9			410.2		103.3		125.5				
TRUMAN BANK CONSUMER SERVICES	B121	386.2			353.3				32.9				
TRUST CO BANK CONSUMER SERVICES	B121	1,796.5			1,775.9	20.6							
TWIN CITY BANK CONSUMER SERVICES	B121	319.8			319.8								
UBS AG CONSUMER SERVICES	B121	326.8		104.0	24.6	175.8	22.5						
UBS AG CP	B121	14,573.7	10,532.6	946.0	56.5	2,078.3		899.3	0.9		60.1		
UBS INVESTMENT BANK BUSINESS SVC	B121	1,348.6	86.2			1,261.8					0.6		

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
UBS INVESTMENT BANK CONSUMER SVC	B121	33,259.1	45.4		445.7	2,159.9	255.4	24,569.4	8.2	5.4	5,769.7		
UMB BANK NA CONSUMER SERVICES	B121	1,809.5			1,804.2		5.3						
UMPQUA BANK CONSUMER SERVICES	B121	536.9			511.7								25.2
UNION B&T CONSUMER SERVICES	B121	432.4			427.5		4.8						
UNION BANK CONSUMER SERVICES	B121	618.9			70.7		92.3						455.9
UNION BANK/CA CONSUMER SERVICES	B121	10,467.7	263.8		9,876.4	157.8			119.8		1.7		48.4
UNION BANK/SWITZERLAND CON SVC	B121	395.4					395.4						
UNION CENTER NATL BANK CONSUMER SVC	B121	501.6			475.0	26.5							
UNION SAVINGS BANK CONSUMER SERVICES	B121	573.2			492.0		81.2						
UNION STATE BANK CONSUMER SERVICES	B121	668.6			617.1		28.1		23.5				
UNITED BANK CONSUMER SERVICES	B121	425.3			46.2		180.3		198.8				
US BANK CONSUMER SERVICES	B121	10,774.3			8,905.8		563.5		767.0		198.4		339.6
US CENTURY BANK BUSINESS SERVICES	B121	265.1			198.8				66.3				
US CENTURY BANK CONSUMER SERVICES	B121	1,161.8			1,059.3		28.4		74.2				
US FINANCIAL TRUST CO CONSUMER SVC	B121	451.2			299.8	151.4							
US TRUST CO CONSUMER SERVICES	B121	907.1			514.5	392.6							
US TRUST CORP CP	B121	1,130.0				1,130.0							
USA BANC CONSUMER SERVICES	B121	470.9			470.9								
USAA FED SAVINGS BANK CONSUMER SVC	B121	845.0	136.5		697.9		9.9		0.8				
VALLEY NATIONAL BANK CONSUMER SVC	B121	1,753.2			1,713.3		39.9						
VIEWPOINT BANK CONSUMER SERVICES	B121	323.8			156.8		167.0						
VIRGINIA COMMERCE BANK CONSUMER SVC	B121	265.9			265.9								
WACHOVIA BANK CONSUMER SERVICES	B121	77,093.1	1,457.7		15,849.6	941.0	10,295.2	8,998.6	9,734.1	5.8	15,794.3	4,012.8	10,004.1
WASHINGTON FED SVNGS BNK CON SVC	B121	355.8			355.8								
WASHINGTON MUTUAL BANK BUSINESS SVC	B121	998.3			610.0								388.3
WASHINGTON MUTUAL BANK CONSUMER SVC	B121	98,748.7	633.4		46,159.7	13.6	5,935.3		25,047.3		10,510.1		10,449.4
WASHINGTON MUTUAL BANK ONLINE	B121	10,884.7							6,067.4		4,817.3		
WASHINGTON MUTUAL INC CP	B121	956.2	31.9		924.3								
WASHINGTON TRUST BANK CONSUMER SVC	B121	720.5			471.1		134.6		114.9				
WAUWATOSA SAVINGS BANK CONSUMER SVC	B121	1,066.3			1,036.0		30.2						
WEBSTER BANK BUSINESS SERVICES	B121	253.3	152.7						100.7				
WEBSTER BANK CONSUMER SERVICES	B121	4,428.3			2,756.8		451.6		431.8				788.1
WELLS FARGO BANK CONSUMER SERVICES	B121	34,103.4	582.0		6,533.5	111.1	5,631.6	41.7	14,117.4		3.8	3,877.8	3,204.4
WELLS FARGO BANK CP	B121	390.3	390.3						307.0				
WELLS FARGO BANK ONLINE	B121	307.0											
WELLS FARGO PRIVATE BANK CON SVC	B121	975.3				975.3							
WESBANCO CONSUMER SERVICES	B121	597.0			350.8		246.2						
WEST SUBURBAN BANK CONSUMER SERVICES	B121	1,690.8			1,649.3		41.5						
WESTLB BANK INTL	B121	841.0	692.0			149.0							
WHITNEY BANK CONSUMER SERVICES	B121	536.0					528.1		7.9				
WHITNEY NATL BANK CONSUMER SERVICES	B121	338.1			338.1								
WILLOW FINANCIAL BANK CONSUMER SVC	B121	516.4			482.2		34.2						
WORLD SAVINGS BANK CONSUMER SERVICES	B121	17,730.2			17,621.4	108.9							
YARDVILLE NATIONAL BANK CONSUMER SVC	B121	349.6			349.6								
ZIONS BANK CONSUMER SERVICES	B121	622.9			327.7		32.3		262.9				
AG EDWARDS & SONS CONSUMER SERVICES	B122	10,564.1	3,385.7		722.8	732.5	87.5		150.6		5,485.0		
AMERICAN CENTURY INV CONSUMER SVC	B122	9,082.3	73.0		21.4	99.3		4,994.8	106.8	87.4	3,699.7		
AMERITRADE BROKERAGE ONLINE	B122	1,777.5	631.0		771.9	374.6							
BANC/AMER INVESTMENT CONSUMER SVC	B122	1,505.1	1,438.7			66.3							
BB&T CAPITAL MARKETS CONSUMER SVC	B122	272.7				272.7							
BEAR STEARNS & CO CONSUMER SERVICES	B122	477.6			254.6		223.0						
BEAR STEARNS & CO CP	B122	410.2					410.2						
CHARLES SCHWAB & CO INC CP	B122	3,223.2	2,751.7			9.0	462.5						
CHARLES SCHWAB BUSINESS SERVICES	B122	509.2	247.4				261.8						
CHARLES SCHWAB CONSUMER SERVICES	B122	85,238.5	20,070.5	1,247.5	135.7	3,786.4	11,674.1	36,150.2	3,394.0		8,780.1		
COLUMBIA MGT CO BUSINESS SERVICES	B122	5,019.4				5,019.4							
COLUMBIA MGT CO CONSUMER SERVICES	B122	430.9	430.9										
DAVID LERNER INVESTMENTS CON SVC	B122	277.9			227.0		5.0						45.9
DREYFUS CORP CONSUMER SERVICES	B122	270.3	31.9			238.4							
E TRADE FINANCIAL ONLINE	B122	61,049.6	23,999.7	311.9	629.4	5,527.3		21,007.2	209.6		9,364.5		
EDWARD D JONES & CO CONSUMER SVC	B122	29,282.7	6,972.4		1,814.5		378.8	8,823.7	68.8		10,847.0		377.4
EDWARD D JONES & CO LP CP	B122	1,781.4	1,781.3		0.1								

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ESIGNAL BROKER SERVICES ONLINE	B122	488.8									488.8		
FIDELITY BROKERAGE SVC CONSUMER SVC	B122	5,393.3	173.5	104.0	2,132.4	2,983.5							
FIDELITY INVESTMENT/PLNG CON SVC	B122	431.7	431.7										
FIDELITY INVESTMENTS BUSINESS SVC	B122	1,319.5	1,098.0		80.4	141.0							
FIDELITY INVESTMENTS CONSUMER SVC	B122	130,123.6	25,920.6	803.6	1,178.4	8,536.3	1,542.7	74,822.5	3,758.8		13,560.8		
FIDELITY INVESTMENTS ONLINE	B122	2,873.9				676.5			29.9			2,167.5	
FISHER INVESTMENTS INC CONSUMER SVC	B122	21,087.0	1,031.7	339.6	17,754.4	424.1	29.9		518.9	8.8	979.7		
FOREX.COM INVESTMENT SVC ONLINE	B122	1,003.7	331.0						2.2			670.5	
FRANKLIN TEMPLETON CONSUMER SERVICES	B122	1,580.6	1,211.6			369.0							
FRIEDMAN BILLING RMSY&CO CP	B122	443.6				198.6		200.0	0.5		44.5		
FRIEDMAN BLNGS RMSY GRP CONSUMER SVC	B122	3,169.3						3,158.0	0.2			11.1	
GEORGESON & CO INC CONSUMER SVC	B122	484.3			44.6	439.7							
GOLDMAN SACHS & CO CP	B122	1,066.4	426.8			639.6							
HARTFORD FINANCIAL SVC CONSUMER SVC	B122	18,222.6	13,921.6	797.2	25.6	3,039.0	117.8	117.7	3.0			200.7	
HERBERT J SIMS & CO INC CON SVC	B122	410.9			289.8	121.1							
INTERACTIVE BROKERS CONSUMER SVC	B122	455.3	90.7								364.6		
INTERACTIVE BROKERS ONLINE	B122	2,017.3	1,076.7			395.6					545.0		
JACOBS/GRAND SLAM/GRASS	B122	272.0						272.0					
JANUS CAPITAL CORP CP	B122	390.5				390.5							
JB HANAUER & CO CONSUMER SERVICES	B122	257.4			257.4								
JEFFERIES & CO CP	B122	701.2				701.2							
JOHN HANCOCK FUNDS INC CONSUMER SVC	B122	1,936.4	1,936.4										
JOHN NUVEEN & CO INC CONSUMER SVC	B122	584.0				584.0							
LAWSON FINANCIAL CORP CONSUMER SVC	B122	259.7			259.7								
LEAR FIN INVSTMNTS CONSUMER SERVICES	B122	1,145.7	166.2								979.4		
LEGG MASON INC CONSUMER SERVICES	B122	8,116.8	3,538.6		226.3	4,157.7	167.1		0.7		26.5		
LEHMAN BROS INC CP	B122	465.6	207.4			258.2							
LIND-WALDOCK BROKERS ONLINE	B122	264.8				264.8							
LIND-WALDOCK CONSUMER SERVICES	B122	935.3	211.1			291.3					432.9		
MACKENZIE PARTNERS INC CONSUMER SVC	B122	774.2				774.2							
MERRILL LYNCH & CO INC CP	B122	5,860.5	2,188.8		377.3	2,913.8		232.0			148.5		
MERRILL LYNCH BUSINESS SERVICES	B122	1,059.1				586.0		278.0			195.1		
MERRILL LYNCH SHOOT OUT	B122	1,499.1	1,499.1										
MERRILL LYNCH&CO BROKER CONSUMER SVC	B122	15,737.7	6,508.8	275.6	1,237.2	636.8	15.1	5,287.3	5.7		1,771.2		
MF GLOBAL LTD CP	B122	430.9	430.9										
MFS INVESTMENT MGT BUSINESS SERVICES	B122	4,647.3				4,647.3							
MORGAN STANLEY & CO INC CP	B122	3,069.2	802.0		22.2	2,245.0							
MORGAN STANLEY BUSINESS SERVICES	B122	2,337.9				2,337.9							
MORGAN STANLEY CONSUMER SERVICES	B122	34,532.6	12,866.9	1,473.0	1,118.0	3,690.7	875.9	5,745.7	2.3	72.3	8,687.8		
MURIEL SIEBERT STOCKBRKR CON SVC	B122	494.8	494.8										
MUTUAL BANK CORP CONSUMER SERVICES	B122	1,155.4			1,155.4								
NATIONAL ASSN/SEC DLRS CP	B122	524.9				524.9							
NEWS CORP STOCK BROKERS CONSUMER SVC	B122	612.3			159.9	452.5							
NUVEEN FINANCIAL CONSUMER SERVICES	B122	2,680.8	2,680.8										
OLD MUTUAL FIN NETWORK CONSUMER SVC	B122	3,337.2						1,973.8	33.6		1,212.3	117.5	
OPPENHEIMERFUNDS CONSUMER SERVICES	B122	1,072.4				1,023.7						48.7	
OPPENHEIMERFUNDS INC CP	B122	357.5				357.5							
OPTIONSHOUSE ONLINE	B122	532.8	58.8			474.0							
OPTIONSXPRESS BROKERAGE ONLINE	B122	971.0	802.8			168.3							
PAYDEN&RYGEL INVEST CNCL CON SVC	B122	535.7									535.7		
PFGBEST.COM ONLINE	B122	643.8	223.8			417.1					3.0		
PIONEER INVESTMENT MGT CONSUMER SVC	B122	1,354.2						724.2			630.0		
PIPELINE TRADING SYSTEMS BUS SVC	B122	470.4									470.4		
PUTNAM INVESTMENTS CONSUMER SERVICES	B122	290.8	95.8		61.8	133.3							
PUTNAM INVESTMENTS INC CP	B122	381.4	262.2			119.2							
RAYMOND JAMES & ASSOC CONSUMER SVC	B122	542.5	232.2		294.4		15.9						
RAYMOND JAMES FIN GROUP CONSUMER SVC	B122	4,918.3						1,404.0	13.1		3,501.2		
RAYMOND JAMES&ASSOC INC CP	B122	454.0	454.0										
RBC DAIN RAUSCHER CONSUMER SERVICES	B122	428.6			385.4		38.1		5.1				
RUSSELL INVESTMENT GROUP CON SVC	B122	492.8	492.8										
SCHWAB INSTITUTIONAL BUSINESS SVC	B122	1,186.6	440.5			746.0							
SCHWAB INSTITUTIONAL CONSUMER SVC	B122	1,178.9				1,178.9							

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SCHWAB.COM ONLINE	B122	1,672.6				417.1		690.8	16.3		1,633.2		
SCOTTRADE ONLINE	B122	2,822.8	310.8								1,387.8		
SCOTTRADE STOCK BRKRG CONSUMER SVC	B122	7,784.4	134.4		11.4	351.4	14.9	3,871.9	17.6		3,382.8		
SEBASTIAN RIVER HOLDINGS CON SVC	B122	784.1			784.1								
SGC INVESTMENT	B122	351.6					351.6						
SHAREBUILDER.COM INVSTNG ONLINE	B122	981.9							87.8		894.2		
SMITH BARNEY CITIGROUP CONSUMER SVC	B122	7,027.7	4,897.4	228.7	268.0	1,502.9	130.7						
SMITH BARNEY INC CONSUMER SERVICES	B122	16,182.5	166.2		47.8		782.5	11,346.9	14.6	6.6	2,177.1	206.3	1,434.5
SMITH BARNEY INC CP	B122	476.7				476.7							
SMITH BARNEY INVESTMENT BANKERS	B122	1,085.2											1,085.2
SUNTRUST ROBINSON HMPHR BUSINESS SVC	B122	1,082.9				1,082.9							
T ROWE PRICE CONSUMER SERVICES	B122	28,400.0	11,634.6	368.0	9,600.6	159.8		2,124.5	33.4		4,479.1		
TD AMERITRADE BROKERAGE CONSUMER SVC	B122	59,224.2	4,813.7		1,176.4	4,725.4		32,249.1	17.2	174.5	16,067.8		
TD AMERITRADE BROKERAGE ONLINE	B122	4,790.6	999.0			1,220.6		1,205.4	0.9		1,364.8		
TD AMERITRADE INC CP	B122	264.2				264.2							
TRADEKING BROKER ONLINE	B122	732.5	732.5										
USAA INVESTMENT MGT CONSUMER SVC	B122	992.7	646.8		226.9		119.0						
VAN KAMPEN INVESTMENTS CONSUMER SVC	B122	7,781.9	3,689.5		38.6	2,165.1			0.1		1,888.7		
VANGUARD GROUP CONSUMER SERVICES	B122	10,118.2	6,577.3	790.4	400.6	2,144.1							205.8
VARGUS&ASSOC STOCK BRKRS CON SVC	B122	426.7			426.7								
WACHOVIA SECURITIES BUSINESS SVC	B122	1,283.0	696.6			586.4							
WACHOVIA SECURITIES CONSUMER SVC	B122	13,561.5	1,571.2		2,561.8		102.3	4,472.1	982.8		3,871.3		
WACHOVIA SECURITIES INC CP	B122	277.7			29.9	247.8							
WELLS FARGO INVESTMENT CONSUMER SVC	B122	2,154.7	1,367.7		152.8	634.2							
WELLS FARGO INVESTMENTS ONLINE	B122	1,017.0				1,017.0							
WESTERN&SOUTHERN FIN GRP CON SVC	B122	377.2			10.0			115.2			252.1		
WISDOMTREE INVESTMENTS CONSUMER SVC	B122	550.2	22.7				106.0				527.5		
ZECCO TRADING ONLINE	B122	980.3	801.0								73.3		
AMSCOT TAX SERVICE CONSUMER SERVICES	B123	1,094.1							1,094.1				
DELOITTE & TOUCHE BUSINESS SERVICES	B123	564.8	288.8		44.0		231.9						
DELOITTE & TOUCHE LLC CP	B123	861.1	861.1										
DIR ACCOUNTING ADTNG&TAX SVC	B123	268.4			268.4								
GLADYS WILSON&ASSOC CPA CONSUMER SVC	B123	300.0					22.0		278.0				
GRANT THORNTON ACNTNT CONSUMER SVC	B123	1,886.1			1.9			683.8	64.3	67.4	1,068.7		
GRANT THORNTON BUSINESS SERVICES	B123	1,749.1	1,749.1										
H&R BLOCK TAX SERVICE CONSUMER SVC	B123	67,973.2			500.3		1,084.9	23,462.2	19,404.0	8,184.4	11,595.6	1,673.6	2,068.1
INSTANT TAX SERVICE CONSUMER SVC	B123	783.2					46.2		737.1				
JACKSON HEWITT TAX&FIN CON SVC	B123	25,823.8			103.9		1,197.3	6,527.2	10,900.7	2,826.6	950.0		3,318.2
JH COHN & CO ACCOUNTANTS CON SVC	B123	380.8				172.7	180.1						28.0
JK HARRIS&CO ACCOUNTANTS CON SVC	B123	14,605.4			2,036.5				3,514.9		9,054.1		
LIBERTY TAX SERVICES CONSUMER SVC	B123	326.4			99.6		35.1		81.8				109.9
POWER TAX RELIEF CONSUMER SERVICES	B123	7,074.7							493.9	304.3	6,276.5		
PRICEWATERHOUSECOOPERS BUSINESS SVC	B123	532.3	481.0		49.7						1.6		
PRICEWATERHOUSECOOPERS CP	B123	13,573.2	1,021.5		28.1	909.6		10,739.7	5.4		868.9		
PROGRESSIVE TAX GROUP CONSUMER SVC	B123	611.3							5.0		606.4		
RONI DEUTCH TAX CENTER CONSUMER SVC	B123	480.1							130.5	10.9	338.8		
RSM MCGLADREY CPA CONSUMER SERVICES	B123	431.0					11.6						419.4
TAX MASTERS TAX SERVICE CON SVC	B123	1,551.7			6.9				15.6		1,529.2		
TAX RESOLUTION SERVICE CONSUMER SVC	B123	314.9			1.3							195.7	117.9
TAXMASTERS ACCOUNTANT CONSUMER SVC	B123	956.0										956.0	
TURBOTAX.COM ONLINE	B123	11,914.7						4,959.1	48.5	5,120.8	1,786.3		
123 LUMP SUM FUNDING CONSUMER SVC	B124	1,688.2					5.0		33.0	182.0	1,468.1		
1-800-345-CASH CONSUMER SERVICES	B124	349.1							349.1				
1-800-BAR NONE CONSUMER SERVICES	B124	5,411.9							3,542.8	4.5	1,864.6		
2ND SOURCE FUNDING CONSUMER SERVICES	B124	398.3			372.5								25.8
800 CREDIT CARD DEBT CONSUMER SVC	B124	18,790.5						3,497.4	5,278.9	2,634.4	7,379.8		
ACCESS GROUP CONSUMER SERVICES	B124	487.3	436.3										51.0
ACHIEVA CREDIT UNION CONSUMER SVC	B124	272.9			132.3		140.7						
ADVANCED AMERICA CONSUMER SERVICES	B124	1,219.7					50.3						1,169.4
AIG CONSUMER SERVICES	B124	2,245.6	1,951.6		294.0								
ALABAMA TITLE LOANS CONSUMER SVC	B124	284.0					45.4		238.6				
ALLIANCE CREDIT UNION CONSUMER SVC	B124	463.9			409.3		54.7						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
AMC FUNDING CORP LOAN CONSUMER SVC	B124	313.4			313.4								
AMERI CASH TITLE LOANS CON SVC	B124	417.2			417.2								
AMERICA FIRST CREDIT UN CONSUMER SVC	B124	1,183.2			455.3		361.5		366.4				
AMERICAN DREAM MORTGAGE CONSUMER SVC	B124	334.4			334.4								
AMERICAN EAGLE FED CR UN CON SVC	B124	1,263.7			1,246.7		17.0						
AMERICAN EQUITY MORTGAGE CON SVC	B124	8,973.5							1,752.2				7,221.3
AMERICAN GENERAL FINANCE CON SVC	B124	1,004.9			1,004.9								
AMERICAN GRNTY RVRS MTG CONSUMER SVC	B124	642.1			642.1								
AMERICAN HOME MORTGAGE CONSUMER SVC	B124	1,035.4			971.0	34.3	22.3		6.6				1.1
AMERICAN MORTGAGE CO CONSUMER SVC	B124	682.4			682.4								
AMERICAN TRUST MORTGAGE CONSUMER SVC	B124	271.9			240.4		31.6						
AMERICAS LENDING PRTNRS CONSUMER SVC	B124	511.1							32.8		478.3		
AMERIFIRST DIRECT CO CONSUMER SVC	B124	2,020.0			2,020.0								
AMERIMERCHANT BUSINESS SERVICES	B124	627.2							147.4		479.9		
AMERIQUEST MORTGAGE CONSUMER SVC	B124	421.9						41.5			380.4		
ANDREWS FED CREDIT UNION CON SVC	B124	726.4			686.5		36.0		3.9				
ARBOR MORTGAGE CO CONSUMER SERVICES	B124	591.6							591.6				
ARGENT MORTGAGE CONSUMER SERVICES	B124	673.7					673.7						
ARIZONA FED CREDIT UNION CON SVC	B124	1,248.6					95.7		1,152.9				
ARKANSAS FED CREDIT UNN CONSUMER SVC	B124	579.8			292.6		92.5		194.7				
ASSOCIATED CREDIT UNION CONSUMER SVC	B124	1,299.7			518.2		131.1		650.5				
ASTRIVE STUDENT LOAN CONSUMER SVC	B124	79,697.6	147.1					662.5	5.4	268.0	78,614.6		
ATLANTA TITLE LOANS CONSUMER SVC	B124	277.0							277.0				
ATLANTIC BAY MTG GROUP CONSUMER SVC	B124	260.5			239.6				20.9				
AUSTIN TELCO FED CRDT UN CON SVC	B124	278.8			278.8								
AXA EQUITABLE CONSUMER SERVICES	B124	9,953.5	612.0		1.5	254.2			7,955.2	31.8	1,098.7		
BANKCREDIT MORTGAGE CONSUMER SVC	B124	1,509.4			1,507.9				1.5				
BANKERS HOME LENDING CO CONSUMER SVC	B124	299.5			299.5								
BANKRATE CONSUMER SERVICES	B124	119,500.2			118,869.8	630.4							
BAY2BAY FUNDING CO CONSUMER SERVICES	B124	511.0			511.0								
BECU-BOEING EMPLYS CR UN CON SVC	B124	1,439.2			1,439.2								
BETHPAGE FED CREDIT UN CONSUMER SVC	B124	1,658.1			1,645.5	12.6							
BLUE FIN MTG BANKER CONSUMER SVC	B124	609.7							609.7				
BOEING EMP CREDIT UNION CONSUMER SVC	B124	1,010.7					121.1		889.5				
BRIGHTSTAR CREDIT UNION CONSUMER SVC	B124	486.5			486.5								
BRYCO FUNDING INC CONSUMER SERVICES	B124	1,475.3							1,372.3	102.4	0.6		
CAL STATE 9 CREDIT UNION CON SVC	B124	329.7			329.7								
CALIFORNIA COAST CRDT UN CON SVC	B124	843.5			805.0				38.5				
CAMPUSDOOR PRVT EDUC LN CONSUMER SVC	B124	469.6										469.6	
CAMPUSDOOR.COM CON SVC ONLINE	B124	250.6										250.6	
CAPITAL COMM FED CRDT UN CON SVC	B124	510.4			450.2		9.4		50.9				
CAPITAL ONE FINANCIAL CONSUMER SVC	B124	273.9			39.7		229.3					4.9	
CAR CASH LOANS CONSUMER SERVICES	B124	332.6							332.6				
CARLOAN.COM ONLINE	B124	456.7							280.8		175.9		
CASH AMER PAYDAY ADVANCE CON SVC	B124	523.1							523.1				
CASH TIME TITLE LOANS CONSUMER SVC	B124	513.5					268.9		244.5				
CASHCALL CASH CONSUMER SERVICES	B124	20,491.2					255.4	90.5	4,111.8	10,818.8	5,164.7		49.9
CENTRIS FED CREDIT UNION CON SVC	B124	565.9			473.6		19.9		72.4				
CENTRO DE CREDITO TOYOTA CON SVC	B124	1,394.4							1,394.4				
CHASE HOME FINANCE CONSUMER SERVICES	B124	347.2	230.4		32.4		42.0				42.3		
CIRCLE LENDING MORTGAGE CONSUMER SVC	B124	327.8										327.8	
CITI FINANCIAL CONSUMER SERVICES	B124	1,953.6	1,561.3		309.9	77.9					4.6		
CITIZENS FIRST MORTGAGE CONSUMER SVC	B124	913.3			820.3				13.2				79.8
CITY&COUNTY CREDIT UNION CON SVC	B124	484.0			381.2		102.8						
CLEARVIEW FED CREDIT UN CONSUMER SVC	B124	277.7			111.2				166.5				
COAST TO COAST MORTGAGE CONSUMER SVC	B124	1,232.5			1,232.5								
COASTAL FED CREDIT UNION CON SVC	B124	531.5			531.5								
COLDWELL BANKER MORTGAGE CON SVC	B124	339.8			204.8		44.1					90.9	
COLLEGE FOUNDATION/NC CONSUMER SVC	B124	1,205.4			1,205.4								
COLUMBIA MORTGAGE CO CONSUMER SVC	B124	1,939.7							1,939.7				
COMMUNITY AMER CREDIT UN CON SVC	B124	1,234.6			759.0		124.1		351.5				
COMMUNITY FIRST CRDT UN CONSUMER SVC	B124	392.0			303.9		22.7		65.3				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CONNEX CREDIT UNION CONSUMER SVC	B124	327.2			327.2								
CONSOLIDATED MORTGAGE CONSUMER SVC	B124	1,756.2			1,756.2								
CONTINENTAL HOME LOANS CONSUMER SVC	B124	573.6			573.6								
CONTRA COSTA FED CRDT UN CON SVC	B124	447.1			447.1								
CORNERSTONE MORTGAGE CO CONSUMER SVC	B124	270.5			232.0		13.6		25.0				
CORPORATE TURNAROUND BUSINESS SVC	B124	442.5							274.2	22.3	146.0		
COUNTRYWIDE HOME LOANS CONSUMER SVC	B124	39,016.8			570.9		114.7	4,547.6	1,201.1	7,451.4	24,828.0		303.0
COVENANT MORTGAGE CONSUMER SERVICES	B124	460.7			456.7		3.9						
CREDIT UNION/PROMO CONSUMER SERVICES	B124	488.6							488.6				
CREDIT UNION/JHNSN CNTY CONSUMER SVC	B124	862.5			862.5								
CREDIT UNIONS OF WA CONSUMER SVC	B124	250.0							250.0				
CTX MORTGAGE CO CONSUMER SERVICES	B124	658.9			273.4		26.0		359.5				
CYPRUS CREDIT UNION CON SVC	B124	487.0			52.0				434.9				
DCU DIGITAL FED CU CONSUMER SERVICES	B124	785.8			8.0				610.6				167.2
DEAN TEAM MORTGAGE GROUP CON SVC	B124	704.7			704.7								
DELTA COMMUNITY CRDT UN CONSUMER SVC	B124	591.5			99.3		65.0		427.3				
DESERET FIRST CREDIT UN CON SVC	B124	272.0					207.0		5.8				59.2
DESERT SCH FED CRDT UN CONSUMER SVC	B124	1,110.1			125.9		135.1		849.2				
DIABLO FUNDING GROUP CONSUMER SVC	B124	548.0			548.0								
DIR FINANCE & MORTGAGE COS	B124	29,142.8			29,142.8								
DIRECTORS MTG LOAN CORP CON SVC	B124	363.7			363.7								
DITECH.COM CONSUMER SERVICES	B124	47,204.8	670.3		572.8	432.8		229.8	174.7	45,056.9			67.6
DITECH.COM ONLINE	B124	3,387.6			41.9		1,541.2		0.0		1,804.5		
DIVERSIFIED MORTGAGE CON SVC	B124	1,082.3			1,076.6				5.7				
DOCTORS SAY YES CONSUMER SERVICES	B124	11,540.3	11,540.3										
DOLLAR LOAN CENTER CONSUMER SERVICES	B124	439.2					58.6		380.6				
DRIVERSSELECT/CREDIT SVC CON SVC	B124	348.4							348.4				
EAST/WEST MORTGAGE CO CONSUMER SVC	B124	351.3			272.6				78.6				
EASTERN FIN FL CREDIT UN CON SVC	B124	486.3			447.5				38.9				
EDUCATIONAL EMP/UNION CONSUMER SVC	B124	1,771.1			1,687.1		47.4		36.5				
E-LOAN CONSUMER SERVICES	B124	11,155.8			260.9				2.2		10,892.7		
E-LOAN SERVICE ONLINE	B124	500.8									500.8		
ENT FEDERAL CREDIT UNION CON SVC	B124	306.9					202.1		104.8				
EQUITY BANK MORTGAGE CO CONSUMER SVC	B124	4,335.9			3,592.6	743.4							
ESL FEDERAL CREDIT UNION CON SVC	B124	1,665.9			1,559.0		15.1		91.8				
EXCEL CREDIT MRN FIN CONSUMER SVC	B124	462.8	462.8										
FAIRPORT FED CREDIT UN CONSUMER SVC	B124	347.4			345.9				1.4				
FAIRWINDS FED CREDIT UN CONSUMER SVC	B124	283.6			217.3				66.4				
FANNIE MAE CONSUMER SERVICES	B124	399.4			369.4		30.0						
FARM CREDIT CNTRY MTG CONSUMER SVC	B124	405.0	405.0										
FARM CREDIT SERVICE CONSUMER SVC	B124	300.1			2.6		86.9		29.3				181.3
FINANCIAL FREEDOM MTG CONSUMER SVC	B124	371.0			371.0								
FIRST AG CREDIT CONSUMER SERVICES	B124	251.9					12.6		239.4				
FIRST ATLANTIC MTG CO CON SVC	B124	269.1			269.1								
FIRST ATLANTIC/CREDIT UN CON SVC	B124	338.9			338.9								
FIRST COMMUNITY CRDT UN CONSUMER SVC	B124	1,443.0			1,239.9				203.1				
FIRST FINANCIAL LENDING CONSUMER SVC	B124	315.3			315.3								
FIRST FUTURE CREDIT UN CONSUMER SVC	B124	325.4			300.4		25.0						
FIRST MAGNUS FINANCIAL CONSUMER SVC	B124	333.1					106.2		226.9				
FIRST MORTGAGE SOLUTIONS CON SVC	B124	290.0			290.0								
FIRST NY FED CREDIT UN CON SVC	B124	264.3			213.1		28.1		23.1				
FIRST OPTION MORTGAGE CONSUMER SVC	B124	308.3											308.3
FIRST PLATINUM CAPITAL CONSUMER SVC	B124	6,568.5			6,568.5								
FIRST PRESIDENTIAL CO CONSUMER SVC	B124	388.8			388.8								
FIRST REPUBLIC MTG CONSUMER SVC	B124	889.9			889.9								
FIRST SOUTH CREDIT UNION CON SVC	B124	498.9			410.4		78.6		9.9				
FLEETWOOD FUNDING CONSUMER SERVICES	B124	305.3			305.3								
FLORIDA CENTRAL CRDT UN CON SVC	B124	433.7			303.6		5.6		124.5				
FORD MOBILITY MOTORING CON SVC	B124	409.5	409.5										
FORUM CREDIT UNION CONSUMER SERVICES	B124	717.4			318.3		244.7		154.4				
FOUNDERS FED CREDIT UN CONSUMER SVC	B124	633.2			551.6		81.6						
FRONTIER MORTGAGE CONSUMER SERVICES	B124	261.8							261.8				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GECU GREATER EL PASO/UN CONSUMER SVC	B124	313.6				89.2		224.5					
GENWORTH FINANCIAL CONSUMER SERVICES	B124	11,272.2	4,425.5	114.4		2,532.5					4,088.7		111.1
GEORGIA'S OWN CREDIT UN CONSUMER SVC	B124	310.7					55.0		255.7				
GMAC FINANCIAL CONSUMER SERVICES	B124	1,002.7	144.9		67.5				2.4		93.9	694.0	
GOFORAPPROVAL.COM ONLINE	B124	3,095.2							3,095.2				
GOLDEN 1 CREDIT UNION CON SVC	B124	3,335.5			3,118.8		216.7						
GOLDEN OAK LENDING CONSUMER SERVICES	B124	4,589.3			4,433.8				155.4				
GOLDEN STATE MORTGAGE CONSUMER SVC	B124	285.1			285.1								
GREAT LAKES CREDIT UNION CON SVC	B124	483.1			428.1		10.0		45.0				
GREENLIGHT FINANCIAL SVC CON SVC	B124	6,664.8							2,714.8	665.8	3,284.2		
GROW FINANCIAL FED CRDT CONSUMER SVC	B124	679.8			634.7		45.1						
HARBORSTONE CREDIT UNION CON SVC	B124	293.8			186.6		107.2						
HIWAY FED CREDIT UNION CONSUMER SVC	B124	419.5			398.4		21.1						
HOME FUNDING GROUP CONSUMER SERVICES	B124	429.9			22.5				169.0				238.4
HOMESTEAD FINANCIAL CONSUMER SVC	B124	323.2					78.0		245.2				
HOMETOWN EQUITY MTG CONSUMER SVC	B124	1,434.5			310.6								1,123.8
HSBC MORTGAGE CONSUMER SERVICES	B124	648.9			648.9								
J WARREN FINANCIAL CONSUMER SERVICES	B124	1,159.2							0.4	17.7	1,080.6	1.9	58.7
JAMES B NUTTER & CO MTG CONSUMER SVC	B124	328.7			188.0				140.7				
JBL MORTGAGE NETWORK CO CONSUMER SVC	B124	251.1			251.1								
JG WENTWORTH ADVNCD FNDG CON SVC	B124	40,170.8						902.3	5,660.2	16,149.9	17,458.5		
KOSTERS CASH LOANS CONSUMER SERVICES	B124	280.6							280.6				
KUWAIT FINANCE HOUSE CONSUMER SVC	B124	285.9		285.9									
LANDMARK CREDIT UNION CONSUMER SVC	B124	775.8			673.4		102.5						
LANGLEY FED CREDIT UNION CON SVC	B124	383.8			253.9				130.0				
LAUREL COLLEGIATE LOANS CONSUMER SVC	B124	1,634.6							0.2	95.6	1,538.8		
LENDINGTREE.COM ONLINE	B124	46,160.7	4,536.3		296.7	71.4		22,116.7	46.2		13,166.6	5,926.8	
LENDINGTREE.COM VIGNETTE	B124	369.4						26.4			343.0		
LENOX FINANCIAL MTG CONSUMER SVC	B124	3,499.3					27.0						3,472.3
LIBERTY ONE LENDING MTG CONSUMER SVC	B124	655.8			620.5				35.3				
LIBERTY REVERSE MORTGAGE CON SVC	B124	479.7							479.7				
LOAN ARRANGER CONSUMER SERVICES	B124	284.5			284.5								
LOAN CENTER CONSUMER SERVICES	B124	1,138.9			1,126.5		10.2		2.3				
LOAN DOCTOR FINANCE CONSUMER SVC	B124	589.8			589.8								
LOAN MAX CONSUMER SERVICES	B124	305.2							305.2				
LOAN STAR TITLE LOANS CONSUMER SVC	B124	2,683.6							2,683.6				
LOANMAX CO CONSUMER SERVICES	B124	2,455.3							2,455.3				
LOANSMART LOAN CONSUMER SERVICES	B124	296.1							296.1				
LOANSTAR MTG SOLUTIONS CONSUMER SVC	B124	382.5							382.5				
LOCKHEED FED CREDIT UN CONSUMER SVC	B124	943.6			943.6								
LOU FUSZ HOME MORTGAGE CONSUMER SVC	B124	668.3			668.3								
LOVEMYCREDITUNION.ORG ONLINE	B124	943.0							943.0				
MACDILL FED CREDIT UNION CON SVC	B124	338.4			132.5		200.2		5.7				
MAJOR LOAN CENTER CONSUMER SERVICES	B124	6,063.7			6,063.7								
MAK FIN GROUP MTG CONSUMER SVC	B124	564.6			564.6								
MANHATTAN WEST MORTGAGE CONSUMER SVC	B124	252.3											252.3
MARKET STREET MORTGAGE CON SVC	B124	549.0			549.0								
MASSHOUSING MORTGAGE CONSUMER SVC	B124	489.4			489.4								
MATADORS CMNTY CRDT UN CONSUMER SVC	B124	423.7			398.0		25.7						
MCCOY FED CREDIT UNION CONSUMER SVC	B124	375.4						138.9		236.5			
MECU CREDIT UNION CONSUMER SERVICES	B124	524.1			378.0		47.1		98.9				
MEMBERS 1ST FED CRDT UN CONSUMER SVC	B124	394.2			325.5		68.7						
MERIWEST CREDIT UNION CONSUMER SVC	B124	595.1			432.6		6.3		156.2				
METRO 1 CREDIT UNION CONSUMER SVC	B124	3,929.0			3,870.1		58.9						
METRO CREDIT UNION CONSUMER SERVICES	B124	313.3			313.3								
METROPOLITAN CREDIT UN CON SVC	B124	381.4			379.0		2.4						
MICHAEL GNSBRG MTG SPCLS CON SVC	B124	832.7			832.7								
MIDWEST TITLE LOANS CONSUMER SVC	B124	716.1							716.1				
MONARCH MORTGAGE CO CONSUMER SVC	B124	271.7			271.7								
MONEYYTREE FINANCIAL CONSUMER SVC	B124	1,090.6						0.5		1,090.1			
MONTICELLO STUDENT LOAN CONSUMER SVC	B124	5,710.0									5,710.0		
MORTGAGE CENTER CONSUMER SERVICES	B124	1,510.3						6.0		91.0	8.4	1,404.9	

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MORTGAGE FUNDING CORP CONSUMER SVC	B124	322.7			322.7								
MORTGAGE MALL CORP CONSUMER SERVICES	B124	424.7			424.7								
MORTGAGE MARKET INFO SVC CON SVC	B124	1,388.5			1,388.5								
MORTGAGE PLNG&LNNDG CONSUMER SVC	B124	923.2			923.2								
MORTGAGE SOLUTIONS CONSUMER SERVICES	B124	1,180.0			1,180.0								
MORTGAGE SOURCE CONSUMER SERVICES	B124	322.7			322.7								
MORTGAGE STORE CONSUMER SERVICES	B124	1,240.2				79.2			19.1				1,141.9
MORTGAGE WATCH CONSUMER SERVICES	B124	253.7			253.7								
MOUNTAIN AMER CREDIT UN CON SVC	B124	479.7			364.7		56.0		59.1				
MUNICIPAL CREDIT UNION CONSUMER SVC	B124	4,504.5			4,490.0		14.5						
MY RICH UNCLE STDNT LNS CONSUMER SVC	B124	2,744.8	579.3		1,791.2	374.4							
NATIONAL CITY MORTGAGE CONSUMER SVC	B124	409.8			175.6		192.4		41.8				
NATIONAL MORTGAGE CENTER CON SVC	B124	1,377.4						36.0	413.1	112.8	815.6		
NATIONAL MORTGAGE CONSUMER SERVICES	B124	681.7			12.2				468.6		200.9		
NATIONWIDE LOAN CO CONSUMER SERVICES	B124	726.0			726.0								
NATIONWIDE WHSL LND/MTG CON SVC	B124	307.5			307.5								
NAVIGANT FED CREDIT UN CONSUMER SVC	B124	368.3			216.5		22.8		128.9				
NAVY FED CREDIT UNION CONSUMER SVC	B124	8,194.0			6,428.2	99.3	429.4		1,237.1				
NETWORK MTG & REALTY CONSUMER SVC	B124	947.1			947.1								
NEVADA FED CREDIT UNION CONSUMER SVC	B124	346.1			39.9		122.2		184.0				
NMC MORTGAGE CORP CONSUMER SERVICES	B124	346.3							346.3				
NO CREDIT SCORE AUTO LN CONSUMER SVC	B124	368.3							368.3				
NOIC HOME MORTGAGE CONSUMER SERVICES	B124	295.8							295.8				
NORTH ISLAND FED CRDT UN CON SVC	B124	1,186.2			723.0				463.1				
NORTHERN FUNDING LOAN CO CON SVC	B124	289.5			187.7	101.7							
NOTRE DAME FED CRDT UN CONSUMER SVC	B124	251.3							251.3				
NOVATION CAPITAL CONSUMER SERVICES	B124	2,955.9							360.4	2,588.3	7.3		
OASIS LEGAL FINANCE CONSUMER SVC	B124	12,902.3					6.3	78.0	840.9	3,249.1	8,728.0		
OLD MERCHANTS MTG BNKRS CONSUMER SVC	B124	6,008.7			6,008.7								
ONECAP MORTGAGE CO CONSUMER SERVICES	B124	388.9			388.9								
ONPOINT CREDIT UNION CONSUMER SVC	B124	490.9			329.8		14.0						147.1
PACIFIC MARINE CREDIT UN CON SVC	B124	1,106.4			1,106.4								
PAN AM MORTGAGE CONSUMER SERVICES	B124	661.5			661.5								
PATELCO CREDIT UNION CONSUMER SVC	B124	3,409.3			3,409.3								
PAWTUCKET CREDIT UNION CONSUMER SVC	B124	1,705.4			1,595.4		110.0						
PENTAGON FED CREDIT UN CONSUMER SVC	B124	3,224.1			3,179.9		44.1						
PEOPLE FIRST FED CRDT UN CON SVC	B124	337.5			337.5								
PERFECT MORTGAGE CONSUMER SERVICES	B124	1,035.5							16.1				1,019.4
PHILADELPHIA FED CRDT UN CON SVC	B124	255.4			255.4								
PLS FINANCIAL CONSUMER SERVICES	B124	280.3					280.3						
PORTFOLIO MEDIA MGT CONSUMER SVC	B124	4,489.9											4,489.9
POWER EXPRESS MORTGAGE CONSUMER SVC	B124	7,272.3	361.2	4,719.2	2,191.8								
POWER FIN CREDIT UNION CONSUMER SVC	B124	821.2			533.0				288.3				
PREMIER AMER CREDIT UN CONSUMER SVC	B124	1,104.4			1,104.4								
PROVIDENT CREDIT UNION CONSUMER SVC	B124	1,964.8			1,964.8								
PULASKI MORTGAGE CONSUMER SERVICES	B124	328.3			303.9		24.4						
QUICK LOAN FUNDING CO CONSUMER SVC	B124	282.3					282.3						
QUICKEN LOANS CONSUMER SERVICES	B124	40,438.6			1,164.5			1,548.9	1,543.5	10,798.1	20,400.7	4,951.0	31.9
RANDOLPH-BROOKS FED CU CONSUMER SVC	B124	930.0			754.6		175.5						
RED CANOE CREDIT UNION CONSUMER SVC	B124	379.0			379.0								
REDWOOD CREDIT UNION CONSUMER SVC	B124	642.3			596.0		46.3						
REFINANCE.COM ONLINE	B124	548.2			371.0				9.6				167.6
RELIANT CMNTY CRDT UN CONSUMER SVC	B124	851.5			851.5								
RESOURCE ONE CREDIT UN CONSUMER SVC	B124	406.9			361.3				45.6				
REVERSE MORTGAGE CONSUMER SERVICES	B124	1,079.8			887.6				122.3		69.9		
REVERSE MORTGAGE PROF CONSUMER SVC	B124	677.8			677.8								
REVERSEULTRA CONSUMER SERVICES	B124	538.7		538.7									
ROCK FINANCIAL MTG BANK CONSUMER SVC	B124	985.9			392.0				594.0				
SAFE CREDIT UNION CONSUMER SERVICES	B124	274.2			274.2								
SAFEAMERICA CREDIT UNION CON SVC	B124	675.0			675.0								
SAN ANTONIO FED CRDT UN CONSUMER SVC	B124	757.0			470.1		243.3		43.6				
SAN DIEGO CITY CREDIT UN CON SVC	B124	821.2			821.2								

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SAN DIEGO COUNTY CRDT UN CON SVC	B124	1,272.6				511.1		734.9			26.6		
SCOUT MORTGAGE CO CONSUMER SERVICES	B124	1,373.9			1,360.7			13.2					
SECU CREDIT UNION CONSUMER SERVICES	B124	308.5			303.2		4.9		0.4				
SECURITY FIRST CONSUMER SERVICES	B124	497.4			497.4								
SECURITY SVC FED CRDT UN CON SVC	B124	255.2				255.2							
SEFCU FED CREDIT UNION CONSUMER SVC	B124	1,282.5	15.4		1,175.2				91.9				
SENIORS FIRST MORTGAGE CONSUMER SVC	B124	678.7							678.7				
SHORE MORTGAGE CONSUMER SERVICES	B124	314.9					34.3		280.5				
SI SE PUEDO FINANCIAL CONSUMER SVC	B124	452.7							452.7				
SOMERSET MTG BANKERS CONSUMER SVC	B124	8,529.3			8,529.3								
SONYMA MORTGAGE CO CONSUMER SERVICES	B124	578.4			578.4								
SOULD CREDIT UNION CONSUMER SERVICES	B124	455.6			409.6		46.0						
SPEEDY CASH CONSUMER SERVICES	B124	1,355.0			1.7				1,353.3				
STONE STREET CAPITAL CONSUMER SVC	B124	4,038.9							70.4	1,145.8	2,822.7		
SUMMIT FED CREDIT UNION CON SVC	B124	402.0			377.2		24.8						
SUNCOAST SCH FED CRDT UN CON SVC	B124	4,244.2			3,466.1		205.0		573.1				
SUNMARK FED CREDIT UNION CON SVC	B124	511.7			292.0		141.2		78.5				
TEACHERS CREDIT UNION CONSUMER SVC	B124	285.0					63.2		221.8				
TEACHERS FED CREDIT UN CONSUMER SVC	B124	758.5			750.5		7.9						
TELEPHONE WRKRS CRDT UN CONSUMER SVC	B124	474.6			474.6								
TELHIO CREDIT UNION CONSUMER SVC	B124	274.7			210.4				64.3				
TEXANS CREDIT UNION CONSUMER SVC	B124	512.0			75.4		436.4		0.2				
TEXAS CAR TITLE&PYDY LN CONSUMER SVC	B124	451.3							451.3				
TEXAS LENDING CONSUMER SERVICES	B124	875.0			396.4				478.6				
TEXASLENDING.COM CON SVC ONLINE	B124	3,018.1			1,236.1				1,782.0				
THINK FINANCIAL CONSUMER SERVICES	B124	5,369.7								5,369.7			
THINK STUDENT LOANS CONSUMER SVC	B124	5,335.1								5,335.1			
THINKCASH CONSUMER SERVICES	B124	735.3								735.3			
THRIVENT FIN/LUTHERANS CP	B124	540.0	383.9		11.6	144.5							
TINKER FED CREDIT UNION CONSUMER SVC	B124	296.2			11.0		82.5		202.7				
TITLE LOANS CONSUMER SERVICES	B124	429.0							420.0			9.0	
TITLE MAX LOANS CONSUMER SERVICES	B124	5,468.2					35.3		5,432.8				
TRAVIS CREDIT UNION CONSUMER SVC	B124	968.9			756.9		212.0						
TROPICAL FIN CREDIT UN CONSUMER SVC	B124	342.4			32.9				309.5				
TRUMARK FIN CREDIT UNION CON SVC	B124	572.5			572.5								
TWIN CITY CO-OPS FED CU CONSUMER SVC	B124	947.7			946.3				1.4				
UNION FINANCIAL CONSUMER SERVICES	B124	278.1							278.1				
UNITED HERITAGE CRDT UN CONSUMER SVC	B124	819.7			819.7								
URB FINANCE CO CONSUMER SERVICES	B124	642.9			287.4				355.4				
US FEDERAL CREDIT UNION CONSUMER SVC	B124	470.6			465.3		5.3						
USA CREDIT UNION CONSUMER SERVICES	B124	1,394.0			1,202.8				174.4			16.8	
USA FEDERAL CREDIT UNION CON SVC	B124	365.7			313.8				51.9				
USAA FED CREDIT UNION CONSUMER SVC	B124	1,000.4	237.9		83.8		678.8						
VANTAGE WEST CREDIT UN CONSUMER SVC	B124	341.7					172.6		169.1				
VENTURA COUNTY CREDIT UN CON SVC	B124	316.8			200.2		116.6						
VINSON MORTGAGE GROUP CONSUMER SVC	B124	1,271.6					62.0		197.0			1,012.6	
VIRGIN MONEY LOAN CO CONSUMER SVC	B124	698.9			190.6	109.7						398.6	
VISTERRA CREDIT UNION CONSUMER SVC	B124	600.0			600.0								
VYSTAR CREDIT UNION CONSUMER SVC	B124	1,161.6			845.4		133.7		182.5				
WASHINGTON MUTUAL HM LN CONSUMER SVC	B124	3,759.3			3,745.3		14.0						359.4
WASHINGTON SQUARE FIN CONSUMER SVC	B124	679.7							214.2	144.3	321.2		
WATER&PWR CMNTY CRDT UN CONSUMER SVC	B124	257.7			257.7								
WELLS FARGO HOME MTG CONSUMER SVC	B124	8,841.1			4,431.6		1,189.1		2,731.0			489.4	
WESCOM CREDIT UNION CONSUMER SVC	B124	730.5			573.3		157.3						
WESEN TAMPA MORTGAGES CONSUMER SVC	B124	359.4											
WHOLESALE MTG LENDING CONSUMER SVC	B124	827.8			827.8								
YES NOW MORTGAGE CONSUMER SERVICES	B124	250.0			250.0								
AMERICAN CENTURY INV FUNDS	B125	5,771.9	1,538.1			3,799.8		200.0	63.2		170.8		
ARIEL CAPITAL MGT INC FUNDS	B125	2,422.2	2,318.7			103.5							
BARCLAYS GLOBAL INVSRS FUNDS	B125	1,461.9	43.1		101.7	1,317.1							
BLACKROCK FUNDS	B125	301.7	301.7										
CALVERT GROUP FUNDS	B125	725.1	676.6			48.5							

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CHARLES SCHWAB FUNDS	B125	992.6	158.8		11.8	821.9							
CIRQUE DU SOLEIL/SHARES	B125	385.4							385.4				
DREYFUS CORP FUNDS	B125	2,766.4	521.9			2,244.5							
DWS SCUDDER FUNDS	B125	411.0	119.0			292.0							
EATON VANCE DISTR FUNDS	B125	583.5				583.5							
EVERGREEN INVESTMENT FUNDS	B125	1,301.7	223.4			1,078.3							
FIDELITY INVESTMENTS FUNDS	B125	50,073.7	8,970.4		27,721.8	13,380.5				1.1			
FRANKLIN TEMPLETON FUNDS	B125	30,066.4	10,399.3		16.9	3,495.6		11,847.0	0.7		3,793.9	513.0	
FRIEDMAN BLNGS RMSY GRP FUNDS	B125	533.0						530.0			3.0		
GUINNESS ATKINSON FUNDS	B125	569.6				569.6							
HARTFORD FIN SVC GRP INC FUNDS	B125	750.1	630.6	114.4					5.2				
INVESTORS PRIME FUNDS	B125	303.8			303.8								
ISHARES FUNDS	B125	12,097.8	6,034.3	800.5		4,478.9	16.2		2.7		765.3		
JANUS CAPITAL GROUP FUNDS	B125	1,074.6				1,074.6							
JANUS MGT CORP FUNDS	B125	1,947.1	1,626.6			320.5							
JOHN HANCOCK FUNDS	B125	405.0	405.0										
MARSICO FUNDS	B125	5,052.6	4,147.9		118.8	785.9							
MERRILL LYNCH FUNDS	B125	305.8			234.4	71.4							
MFS INVESTMENT MGT FUNDS	B125	1,552.2	646.4			905.8							
NUVEEN INVESTMENTS FUNDS	B125	1,774.9	752.9			1,022.0							
OPPENHEIMER FUNDS	B125	6,105.0	320.8		126.8		55.4	1,602.7	904.0		3,095.3		
OPPENHEIMER FUNDS INC CP	B125	2,672.7			13.1	2,659.6							
POWERSHARES CAPITAL MGT FUNDS	B125	645.7	391.4			254.2							
POWERSHARES QQQ FUNDS	B125	877.2						219.2			658.0		
PRINCIPAL FINANCIAL GRP FUNDS	B125	294.0				294.0							
PROFUNDS FUNDS	B125	258.6	258.6										
PROSHARES FUNDS	B125	1,993.3	1,027.8			965.5							
PRUDENT BEAR FUNDS	B125	616.3	616.3										
PRUDENTIAL INVESTMENTS FUNDS	B125	286.5	27.1			259.4							
PUTNAM FUNDS	B125	3,152.3	649.6			2,502.7							
PUTNAM INVESTMENTS FUNDS	B125	258.0	138.9			119.2							
SELECT SECTOR SPDR FUNDS	B125	2,859.9	2,629.5						25.8		204.6		
SPDR TRUST FUNDS	B125	609.5							41.4		568.1		
SPECTRA FUNDS	B125	1,622.6	1,544.5		14.5	63.5							
STATE ST GLOBAL ADVISORS FUNDS	B125	14,493.8	7,369.2		49.9	5,136.7			1,669.8		268.1		
T ROWE PRICE FUNDS	B125	57,308.5	34,913.0	927.3	1,205.9	412.0		11,882.0	385.9		7,582.4		
TD AMERITRADE FUNDS	B125	1,346.9	1,205.9			141.0							
VALUE LINE FUNDS	B125	980.2	980.2										
VAN ECK SECURITIES CORP FUNDS	B125	255.3	255.3										
VANGUARD GROUP FUNDS	B125	10,706.0	5,117.2	385.4	405.7	4,797.7							
WINSLOW MANAGEMENT CO FUNDS	B125	800.7	800.7										
WISDOMTREE INVESTMENTS FUNDS	B125	1,268.5	1,268.5										
ZPR INVESTMENT MGT FUNDS	B125	343.7	343.7										
BSI CON CREDIT CNSLNG CONSUMER SVC	B128	6,461.1					70.2	147.4	8.6	6,234.9			
CAMBRIDGE CREDIT CONS CONSUMER SVC	B128	457.2	220.0					221.8	1.6	13.8			
CAREONE CREDIT CNSLNG CONSUMER SVC	B128	3,281.0						578.8	411.1	2,291.2			
CCC CREDIT CNSLRS CORP CONSUMER SVC	B128	617.3		2.0		41.8			573.5				
CONSOLIDATED CREDIT CONS CON SVC	B128	14,755.8					905.6	7,608.3	512.9	3,679.2		2,049.8	
CONSUMER CREDIT CNSLNG CONSUMER SVC	B128	1,296.2		6.6		69.6		1,022.0					198.1
CREDIT ANSWERS CONSUMER SERVICES	B128	2,104.9		8.0					75.5		1,497.9	496.7	26.8
CREDIT CARD RELIEF CONSUMER SERVICES	B128	1,857.8		10.5	1,788.8				57.2		1.3		
CREDIT GUARD/AMERICA CONSUMER SVC	B128	2,000.1			49.3				112.4	632.8	1,205.6		
CREDITREPORT.COM ONLINE	B128	626.8							0.3		626.5		
DEBT CONSOLIDATION GROUP CON SVC	B128	595.0											595.0
DEBT CONSULTANTS/AMERICA CON SVC	B128	871.2											871.2
DEBT LINE CONSUMER SERVICES	B128	251.5											251.5
DEBT MGT CENTER CONSUMER SERVICES	B128	1,061.1						532.6	30.0	498.5			
DEBT RELIEF OF AMERICA CONSUMER SVC	B128	3,159.9		732.0				155.8	1,464.0	29.3	255.9	522.9	
DEBT SETTLEMENT USA CONSUMER SVC	B128	3,598.4				1,686.6			68.2		1,837.6		6.0
DEBT STOPPERS BANKRUPTCY CON SVC	B128	595.5							595.5				
FINANCIAL FREEDOM INC CONSUMER SVC	B128	1,747.1			7.8				405.9	84.2	1,249.2		
FREEDOM POINT DEBT RLF CONSUMER SVC	B128	360.9							51.5		309.4		

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GENESIS FIN MGT CRDT CNS CON SVC	B128	347.7							347.7				
HERMOSA GROUP CONSUMER SERVICES	B128	11,685.1							1,029.2	1,310.2	9,345.7		
INCHARGE DEBT SOLUTIONS CONSUMER SVC	B128	13,956.4							1,199.7	483.1	12,273.5		
LOS PROFESIONALES/BNCRT CONSUMER SVC	B128	967.2							967.2				
NEW PATH DEBT SOLUTIONS CONSUMER SVC	B128	650.6							3.4		647.2		
ROYAL CONSULTANTS CONSUMER SERVICES	B128	496.4			496.4								
SAFEGUARD CREDIT CNSLNG CONSUMER SVC	B128	346.2							48.8	2.2	295.1		
SAFEGUARD DEBT MGT SVC CONSUMER SVC	B128	412.6							362.0		50.6		
UNITED FINANCIAL SYSTEMS CON SVC	B128	1,074.0									1,074.0		
AARP FINANCIAL PLANNING CONSUMER SVC	B129	2,463.3	1,329.4		1,119.5	14.4							
ACE CASH EXPRESS CONSUMER SERVICES	B129	2,297.1			18.0		484.9		8.2				1,786.0
ADVANTAGE FINANCIAL CONSUMER SVC	B129	831.4			818.4		13.0						
ADVANTAGE TAX RESOLUTION CON SVC	B129	6,138.6						70.0	37.6	742.8	5,288.3		
AFLAC CONSUMER SERVICES	B129	11,048.5	11,048.5										
AIG ADVISOR GROUP CONSUMER SERVICES	B129	352.3			137.5	168.6			44.5		1.7		
ALLIANZ SE CONSUMER SVC	B129	6,157.5	6,157.5										
ALLSTATE INSURANCE CONSUMER SERVICES	B129	4,375.1	4,062.7		312.4								
ALLSTATE RETIREMENT PLANS	B129	1,216.0	384.7			831.3							
AMERICAN EXPRESS BUSINESS SERVICES	B129	708.0	698.6						9.4				
AMERICAN TAX RELIEF CONSUMER SVC	B129	4,834.8				1,832.8			411.0	199.5	2,391.5		
AMERIPRISE FINANCIAL CONSUMER SVC	B129	68,157.6	18,463.9	114.4	145.4	2,018.9	147.5	20,314.0	68.4	5.1	24,712.0	1,996.7	171.3
AMERIPRISE FINANCIAL INC CP	B129	2,063.3	887.9		57.7	1,117.7							
AMSCOT CHECK CASHERS CONSUMER SVC	B129	2,529.4							2,529.4				
AMSCOT PAYDAY ADVANCE CONSUMER SVC	B129	1,288.4							1,288.4				
ARCELOR MISC FIN	B129	254.2				254.2							
ARCELOR MITTAL STEEL CO MISC FIN	B129	364.1				364.1							
AXA GROUP CP	B129	726.0	726.0										
BANK OF NY MISC FIN	B129	572.1			49.4	522.7							
BANKRATE.COM ONLINE	B129	6,278.2			6,237.3	40.2			0.8				
BARCLAYS CAPITAL CONSUMER SERVICES	B129	480.4	215.5			264.9							
BARCLAYS CAPITAL CP	B129	4,972.1	303.2		101.7	3,922.7		589.8	2.1		52.7		
BARCLAYS CAPITAL MISC FIN	B129	355.5				355.5							
BARCLAYS GLOBAL INVSTRS BUSINESS SVC	B129	292.0				292.0							
BARCLAYS GLOBAL INVSTRS CONSUMER SVC	B129	1,479.5	209.4		28.6	472.4			8.7		760.3		
BARCLAYS IPATH ETN CONSUMER SERVICES	B129	2,513.2	1,206.6			901.4					405.2		
BARRY KAYE ASSOC CONSUMER SERVICES	B129	835.8			835.8								
BILL ME LATER PYMNT SVC CONSUMER SVC	B129	891.5										891.5	
BLACKROCK CP	B129	510.1	510.1										
BMO CAPITAL MARKETS BUSINESS SERVICE	B129	1,468.9				1,468.9							
BUZZI UNICEM STCKHLDRS MISC FIN	B129	629.0				629.0							
CAPITAL ONE FIN CORP CP	B129	335.5						335.5					
CASH STORE CONSUMER SERVICES	B129	383.4					287.8		95.7				
CASHLAND CHECK CASHING CONSUMER SVC	B129	746.3					284.8		461.5				
CASHPOINT CONSUMER SERVICES	B129	1,652.0							1,652.0				
CFSA COMMUNITY FIN/ASSN CONSUMER SVC	B129	542.2	201.6		340.6								
CHASE FINANCIAL CONSUMER SERVICES	B129	532.3	166.2				366.1						
CHECK CITY CHECK CASHING CON SVC	B129	935.6					61.3		874.3				
CHECK INTO CASH CONSUMER SERVICES	B129	6,866.0							5,584.5		262.0		1,019.6
CHECK MAX & TITLE MAX	B129	611.6							611.6				
CHECK N GO CHECK CSH SVC CON SVC	B129	8,270.0			9.9							8,022.3	237.8
CHECK SMART CHECK CSHNG CONSUMER SVC	B129	3,387.5					5.1		3,382.4				
CIT GROUP BUSINESS SERVICES	B129	6,575.6	4,516.8			1,934.9			123.9				
CIT GROUP INC CP	B129	7,476.0	6,422.2			1,045.7			8.1				
CITI INDENTITYMONITOR ONLINE	B129	468.4									468.4		
CITIGROUP FINANCIAL BUSINESS SVC	B129	881.9				881.9							
CITIGROUP FINANCIAL CONSUMER SVC	B129	1,200.9	735.5		311.2	9.8	44.7						99.8
CLASS ACTION LAWSUIT MISC FIN	B129	683.4	683.4										
COLLEGE LOAN CORP CONSUMER SERVICES	B129	514.5										514.5	
COMMUNITY FIN ASSN/AMER CON SVC	B129	357.2			38.0	319.2							
COMPOUND STOCK EARNINGS CONSUMER SVC	B129	726.3											726.3
CONTINENTAL PACIFIC CONSUMER SVC	B129	1,264.8			1,264.8								
CO-OP SVC CREDIT UNION CONSUMER SVC	B129	457.0			457.0								

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CREDIT-SUISSE CONSUMER SERVICES	B129	792.5				792.5							
DEBT GROUP CONSUMER SERVICES	B129	3,041.8							881.4	1,361.9	741.0	57.5	
DEBT RELIEF SOLUTIONS CONSUMER SVC	B129	1,285.5	13.7		12.0				23.1		1,222.2	6.3	8.3
DIR FINANCIAL NOTICES	B129	466.0			466.0								
DOCTORSSAYYES FINANCIAL CONSUMER SVC	B129	1,904.7	510.7		1,394.0								
DOW JONES INDEXES CONSUMER SERVICES	B129	1,002.6				1,002.6							
DUFF & PHELPS CORP CP	B129	1,445.3	1,445.3										
DUN & BRADSTREET BUSINESS SERVICES	B129	1,559.3	1,559.3										
DWS SCUDDER CONSUMER SERVICES	B129	347.4	347.4										
E TRADE FINANCIAL CONSUMER SERVICES	B129	9,859.1	3,330.3	311.9	544.8	4,208.8		532.0	284.9		646.5		
EASTERN FINANCIAL SVC CONSUMER SVC	B129	325.9			16.8		309.1						
EDELMAN FINANCIAL CONSUMER SERVICES	B129	640.0										640.0	
ENDESA UTILITY CO MISC FIN	B129	3,736.5				3,736.5							
EQUIFAX CREDIT WATCH CONSUMER SVC	B129	312.6	200.9	109.0					2.7				
EVERGREEN INVESTMENT CONSUMER SVC	B129	310.7	131.0			179.7							
EXPRESS SCRIPTS MISC FIN	B129	776.7				776.7							
EXTREME CREDIT MAKEOVER &VL KIA AUTO	B129	387.0			387.0								
EXTREME CREDIT MAKEOVER CONSUMER SVC	B129	386.4			386.4								
FACTIVA CP	B129	412.7				412.7							
FAIR FINANCIAL CONSUMER SERVICES	B129	313.0			313.0								
FARM BUREAU FINANCIAL CONSUMER SVC	B129	687.4			0.4		144.0		543.0				
FARMERS INS GROUP OF CO CONSUMER SVC	B129	25,556.5	25,556.5										
FIDELITY INVESTOR CONSUMER SERVICES	B129	627.0											627.0
FINANCIAL FREEDOM/AMER CONSUMER SVC	B129	1,383.0			17.0				1.7	108.0	32.5	117.1	1,106.8
FINRA FIN IND RGLTRY ATH CON SVC	B129	1,583.9	769.5		62.3	57.5			0.4	8.6	674.7	11.0	
FIRST CAPITAL FIN CORP CONSUMER SVC	B129	253.9				253.9							
FIRST CHOICE FINANCIAL CONSUMER SVC	B129	354.6			0.3	354.3							
FIRST FINANCIAL ADVISORS CON SVC	B129	638.5			638.5								
FIRST FL FINANCIAL CONSUMER SVC	B129	490.9			490.9								
FMS BONDS CONSUMER SERVICES	B129	564.3			564.3								
FOX PETROLEUM INC MISC FIN	B129	3,088.1	3,088.1										
FRANKLIN TMPLTN DIST CONSUMER SVC	B129	370.8				370.8							
FREECREDITREPORT.COM ONLINE	B129	53,499.2						2,893.5	38.1	878.3	41,352.4	8,336.9	
FREETRIPLE.COM CRDT RPRT ONLINE	B129	2,764.0							4.9	63.2	2,696.0		
GARDEN CITY GROUP MISC FIN	B129	2,788.9	151.7	1,977.4		659.8							
GE COMMERCIAL FINANCE BUSINESS SVC	B129	456.8				456.8							
GENWORTH FIN PLANNING CONSUMER SVC	B129	593.2	319.0	78.4	17.0	178.7							
GILARDI & CO MISC FIN	B129	2,352.9		1,446.0		906.9							
GLMAN&CIOCIA FIN PLNG CONSUMER SVC	B129	355.2			355.2								
GOEN TECHNOLOGIES MISC FIN	B129	257.4	257.4										
HEFFLER RADETICH & SAI MISC FIN	B129	566.0	178.5	387.5									
HERBALIFE INTL INC FIN MISC	B129	418.4	236.7	181.7									
HILSOFT MISC FIN	B129	3,329.8	2,019.3	1,215.8		94.7							
HMS CAPITAL CONSUMER SERVICES	B129	805.6							805.6				
HOULIHAN LOKEY HOWRD&ZKN CP	B129	476.7				476.7							
HSBC PREMIER CONSUMER SERVICES	B129	1,092.4	974.4		117.9								
ING FINANCIAL CONSUMER SERVICES	B129	23,185.8	319.6		4.9			15,729.8	62.1		7,069.5		
ING FINANCIAL PARTNERS CONSUMER SVC	B129	443.3			1.8		441.5						
INNISFREE M&A FINANCIAL CONSUMER SVC	B129	264.4			63.3	201.1							
INNOVATIVE TAX RELIEF CONSUMER SVC	B129	281.8							21.6		260.2		
JANUS CAPITAL GROUP CONSUMER SVC	B129	1,349.1	498.3			850.8							
JCB INTL FINANCIAL CONSUMER SERVICES	B129	459.8					459.8						
JEFFERIES & CO BUSINESS SERVICES	B129	706.1				706.1							
JOHN HANCOCK FIN SVC CONSUMER SVC	B129	4,161.4	3,625.6		53.9								481.9
KEYBANC CAPITAL MARKETS BUSINESS SVC	B129	2,881.9	1,104.2			1,777.7							
KEYBANC CAPITAL MARKETS CONSUMER SVC	B129	1,239.5	1,213.0			26.5							
KINSELLA MISC FIN	B129	15,625.8	8,364.7	6,468.0		793.1							
KNIGHT CAPITAL GROUP CONSUMER SVC	B129	366.5			252.0	114.4							
KNIGHT CAPITAL GROUP INC CP	B129	811.4	647.5			163.9							
LAMPO GROUP CONSUMER SERVICES	B129	774.2					774.2						
LEARNING QUEST EDUC SVNG CON SVC	B129	339.0							339.0				
LEGAL NOTICE COMM SYS MISC FIN	B129	634.5	594.3		40.3								

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LIBERTY FINANCIAL CONSUMER SERVICES	B129	417.4			417.4								
LINCOLN FINANCIAL GROUP CONSUMER SVC	B129	21,402.2	455.6		39.9	2,463.5	11.1	15,491.0	174.3	41.9	2,725.0		
LOAN TO LEARN CONSUMER SERVICES	B129	2,197.7	955.4								1,117.3		125.0
LORAL LANGEMEIER CONSUMER SERVICES	B129	282.5											274.8
MARSH & MCLENNAN BUSINESS SERVICES	B129	1,056.7				1,056.7							7.7
MASSMUTUAL FIN GROUP CONSUMER SVC	B129	9,753.0	2,368.4		5.7	835.7		4,809.1	30.6	15.8	1,687.7		
MELLON FINANCIAL CORP CP	B129	307.3	43.1			264.2							
MERIT FINANCIAL CONSUMER SERVICES	B129	380.4			379.8								0.5
MERRILL LYNCH FIN PLNG CONSUMER SVC	B129	3,267.8	2,409.0		405.9	452.8							
METLIFE CONSUMER SERVICES	B129	7,293.1	6,846.3	351.9	86.9				8.0				
MFS INVESTMENT MGT CONSUMER SVC	B129	2,379.3	592.5			1,672.5							114.3
MONEY TREE CHECK CSH SVC CON SVC	B129	2,363.3					32.6		2,330.7				
MONEYTRAC PRSNL MNY MGT CONSUMER SVC	B129	713.0										713.0	
MORGAN STANLEY FIN CONS CONSUMER SVC	B129	939.9	245.4		268.7		425.8						
MORNINGSTAR CONSUMER SERVICES	B129	287.3	287.3										
MUTUAL OF AMERICA CONSUMER SERVICES	B129	2,516.8	2,516.8										
NACHA CONSUMER SERVICES	B129	940.0	578.8										361.2
NATIONAL ENDWMT/FIN EDUC CON SVC	B129	278.0	278.0										
NATIONAL FINANCIAL CONSUMER SERVICES	B129	293.0	293.0										
NATIONWIDE INSURANCE CONSUMER SVC	B129	593.8	45.4		292.8		251.4		4.3				
NATIONWIDE MUTUAL INS CON SVC	B129	315.2	315.2										
NEW YORK LIFE INS CONSUMER SERVICES	B129	1,969.3	1,950.2		19.1								
NEXXO FINANCIAL CORP CONSUMER SVC	B129	772.0					73.1		698.9				
NORTHWESTERN MUTUAL FIN CONSUMER SVC	B129	580.3	472.2		16.2		2.4		14.3		75.2		
NORTHWESTERN MUTUAL FIN CP	B129	472.2	472.2										
NOW U COLLEGE SVNGS PLN CONSUMER SVC	B129	473.1						473.1					
OFFICIAL PAYMENTS CORP CONSUMER SVC	B129	1,442.1	838.0		25.1	519.3							59.7
OFFICIAL PAYMENTS CORP ONLINE	B129	746.5				674.2							72.4
PACIFIC LIFE CONSUMER SERVICES	B129	1,672.4						1,374.0					298.4
PEACHTREE STLMNT FNDNG CONSUMER SVC	B129	17,914.9			1,439.8	57.4	106.3		609.4	9,255.9	6,150.6		295.4
PETRO-SOUTH ENERGY MISC FIN	B129	1,195.6	1,195.6										
PHILLIP ROY FINANCIAL CONSUMER SVC	B129	1,485.0			1,484.9				0.1				
PINK SHEETS LLC CP	B129	798.6				798.6							
POORMAN DOUGLAS MISC FIN	B129	371.2				371.2							
PORTFOLIO MEDIA MGT BUSINESS SVC	B129	2,251.2											2,251.2
PRESIDENTS FINANCIAL CO CONSUMER SVC	B129	354.4			354.4								
PRINCIPAL FIN GROUP BUSINESS SVC	B129	4,197.7	3,165.1			282.1		13.2					737.4
PRINCIPAL FIN GROUP CONSUMER SVC	B129	18,223.7	8,379.1		15.7	866.0	656.8	6,713.7	44.8				1,547.6
PRINCIPAL FIN GROUP CP	B129	742.5	228.5	368.0		146.0							
PRUDENTIAL FINANCIAL CONSUMER SVC	B129	35,884.8	11,666.5			423.4	943.2	18,845.2	673.1	636.6	638.1		2,058.8
PRUDENTIAL FINANCIAL ONLINE	B129	254.2				254.2							
PRUDENTIAL.COM ONLINE	B129	10,617.5						9,183.7	34.6				1,399.2
QUICKCLICKLOANS.COM ONLINE	B129	476.0							476.0				
RAPID CASH CHECK CSHNG CONSUMER SVC	B129	526.3							526.3				
RAYMOND JAMES FINANCIAL CONSUMER SVC	B129	3,579.4	3,544.6		31.5		3.4						
REX & CO RE INVESTMENT CONSUMER SVC	B129	291.2			291.2								
ROSENTHAL & CO MISC FIN	B129	2,157.9	428.7	1,697.9		31.2							
SALLIE MAE CONSUMER SERVICES	B129	856.7	110.1				31.3		691.0				24.3
STANFORD FINANCIAL GROUP CON SVC	B129	3,379.4	430.3		23.5			1,492.0	31.2		1,402.4		
STANFORD FINANCIAL GROUP CP	B129	1,301.0	1,297.4										3.5
STATE FARM INS CONSUMER SERVICES	B129	257.3	242.4		8.3		6.6						
STATE ST GLOBAL ADVISORS CON SVC	B129	2,007.7	146.5		102.0	979.6	61.5						701.1
STRUCTURED STLMNT INV CONSUMER SVC	B129	336.9							161.8				
SUMNER HARRINGTON INVMT CONSUMER SVC	B129	1,263.2			1,108.9	154.4							
SUN CITIES FINANCIAL CONSUMER SVC	B129	396.7			396.7								
SYMETRA FINANCIAL CONSUMER SERVICES	B129	757.0			5.0		19.5						732.5
TCF FINANCIAL SERVICES CONSUMER SVC	B129	598.6							10.4				588.2
THRIVENT FIN/LUTHERANS CONSUMER SVC	B129	3,358.4	2,008.4		314.2		929.3		12.7				93.8
THRIVEEQ.COM FIN SVC ONLINE	B129	3,752.6	3,000.5	736.0		16.1							
TIAA-CREF CONSUMER SERVICES	B129	25,427.4	4,128.7		689.4	239.9	152.8	15,891.3	1,316.0	50.3	2,020.5		938.6
TOYOTA FINANCIAL BUSINESS SERVICES	B129	261.3	261.3										
TRANSAMERICA CONSUMER SERVICES	B129	8,549.1	7,052.6	114.4		1,282.1		100.0					

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TRUECREDIT.COM ONLINE	B129	4,702.7						55.0	5.4	127.5	4,514.8		
UBS FINANCIAL CONSUMER SERVICES	B129	3,574.4			619.2	2,127.8	177.5	14.1			598.4		37.4
UBS GLOBAL ASSET MGT SVC CON SVC	B129	1,018.4				1,018.4							
UBS WEALTH MGT FINANCIAL CON SVC	B129	1,071.3	336.0		10.8	724.5							
UPS CAPITAL BUSINESS SERVICES	B129	267.1	156.8								110.3		
US MORTGAGE NETWORK INC CONSUMER SVC	B129	518.9			518.9								
US TRUST BNK/AMER PRV/IMG CON SVC	B129	19,672.4	3,852.4	2,843.7	5,438.1	7,538.2							
US TRUST CO WEALTH MGT CONSUMER SVC	B129	4,372.6			452.2			1,700.0	33.5		2,186.8		
VERIZON MISC FIN	B129	468.8		468.8									
WACHOVIA CHAMPIONSHIP	B129	253.6				253.6							
WACHOVIA CHMPNSHP/TRNMT	B129	628.9	533.9		83.5				11.4				
WACHOVIA CORP CP	B129	3,503.5	1,028.6		682.2	539.8		47.6			13.9	1,191.3	
WACHOVIA WEALTH MGT CONSUMER SVC	B129	2,476.6	2,269.1		193.1	14.4							
WEALTH ENHANCEMENT FIN CONSUMER SVC	B129	258.6			227.2		31.4						
WELLS FARGO FINANCIAL CONSUMER SVC	B129	454.9	151.8		43.9		243.0						16.3
WELLS FARGO FOOTHILL MISC FIN	B129	472.9				472.9							
WM FINANCIAL CONSUMER SERVICES	B129	3,761.9			0.3		3,761.6						
WOMEN & CO FIN PLANNING CONSUMER SVC	B129	4,355.7	3,739.1			616.5							
XL CAPITAL BUSINESS SERVICES	B129	1,906.1	1,836.1							70.0			
ZOOM CREDIT CONSUMER SERVICES	B129	5,815.8							265.1		5,550.8		
ZURICH FIN SVC GROUP CP	B129	703.4				584.0			0.4		119.0		
ZURICH FINANCIAL BUSINESS SVC	B129	6,497.9	5,474.0			1,023.9							
ZURICH INSURANCE CONSUMER SERVICES	B129	1,119.3	276.4		59.6	783.3							
ZURICH NORTH AMERICA CP	B129	464.4	464.4										
ABERNATHY MACGREGORY GRP TENDER OFF	B130	397.3				397.3							
AT&T CORP MA	B130	2,110.4				2,110.4							
BANK OF AMERICA CORP MA	B130	294.0				294.0							
CITIGROUP SECURITY OFFER	B130	310.1				310.1							
DF KING & CO INC TENDER OFF	B130	3,189.8				3,189.8							
FREEPORT-MCMORN CPPR&GLD MA	B130	508.5				508.5							
GEORGESON & CO INC TENDER OFFER	B130	2,988.1				2,988.1							
GOLDMAN SACHS & CO SECURITY OFFER	B130	270.4				270.4							
INNISFREE INC TENDER OFFER	B130	2,420.6				2,420.6							
MACKENZIE PARTNERS INC TENDER OFF	B130	2,582.1				2,582.1							
MERRILL LYNCH & CO INC SEC OFF	B130	551.0				551.0							
MF GLOBAL LTD ANNOUNCEMENT	B130	441.6				441.6							
MOTOROLA INC MA	B130	264.2				264.2							
OIL & NAT GAS CORP LTD TENDER OFFER	B130	1,230.6		1,230.6									
SARD & VERBINNEN TENDER OFFER	B130	264.8				264.8							
SCHERING-PLough CORP ANNOUNCEMENT	B130	360.2				360.2							
TCW GROUP INC CP	B130	335.1	181.2			153.9							
THOMAS WEISEL PARTNERS SEC OFF	B130	595.9				595.9							
TYCO INTL LTD ANNOUNCEMENT	B130	472.7				472.7							
VALE ANNOUNCEMENT	B130	264.2				264.2							
CHICAGO BOARD/TRADE &CHCG MRCNTL EXC	B140	809.6			809.6								
CHICAGO BRD OPTNS EXCHNG	B140	1,971.2	437.7			1,437.1				96.4			
CHICAGO MERCANTILE EXCHG	B140	3,400.7	366.3		107.8	2,745.1	181.5						
NASDAQ STOCK EXCHANGE	B140	8,231.7	3,719.6		57.7	2,346.8				2,107.6			
NASDAQ STOCK EXCHANGE CP	B140	392.0	223.4			168.6							
NEW YORK STOCK EXCHANGE	B140	18,750.0	1,427.8			11,211.1	324.5	2,365.2	8.6		3,412.9		
NYSE EURONEXT	B140	837.6	837.6										
STOCKTRADING.COM ONLINE	B140	390.8									390.8		
BOOZ-ALLEN&HAMONTON INC CP	B190	292.0	57.5	233.3					1.3				
DIR FINANCIAL ADV	B190	702.8			702.8								
PANASONIC CORDLESS PHONES	B211	1,833.1	1,833.1										
VTECH CORDLESS PHONES	B211	3,030.3	2,977.1						0.2	32.9	20.1		
ALIGEN BUSINESS PHONES	B212	386.8	386.8										
PACKET8 BUSINESS PHONES	B212	515.5	515.5										
ALLTEL VIGNETTE	B213	383.6							24.5		359.1		
APPLE IPHONE WIRELESS PHONES	B213	16,296.4	5,622.2	535.2	13.9			9,337.1	0.1		788.0		
AT&T WIRELESS PHONES	B213	384.3			90.4	294.0							
BLACKBERRY WIRELESS PHONES	B213	16,412.6	15,981.4			205.6							225.6

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CARDO S-800 WIRELESS HEADSETS	B213	488.2	488.2										
HELIO HEAT WIRELESS PHONES	B213	851.6	851.6										
HTC WIRELESS PHONES	B213	1,426.4	1,426.4										
LG CHOCOLATE WIRELESS PHONES	B213	5,823.3	5,823.3										
LG MUZIQ WIRELESS PHONES	B213	1,250.7	1,250.7										
LG VENUS WIRELESS PHONES	B213	1,093.0	1,093.0										
LG VOYAGER WIRELESS PHONES	B213	509.6	509.6										
LG WIRELESS PHONES	B213	13,095.0	7,208.9			300.6	214.6	832.0	6.6		4,532.2		
MOTOROLA MOTOQ WIRELESS WEB PHONE	B213	924.4	924.4										
MOTOROLA RAZR 2 WIRELESS WEB PHONE	B213	2,501.3	2,501.3										
MOTOROLA RAZR V WIRELESS WEB PHONE	B213	294.0				294.0							
MOTOROLA RAZR WIRELESS WEB PHONE	B213	262.1	262.1										
MOTOROLA RIZR WIRELESS PHONES	B213	1,557.9	1,557.9										
MOTOROLA ROKR WIRELESS PHONE HDPHNS	B213	553.6	553.6										
MOTOROLA ROKR WIRELESS PHONES	B213	2,389.6	2,275.2	114.4									
MOTOROLA WIRELESS HEADSETS	B213	1,876.3						1,564.2	312.1				
MOTOROLA WIRELESS PHONES	B213	2,314.3	124.8			168.6	1,900.0		3.4		81.3		36.3
NOKIA WIRELESS PHONES	B213	4,308.3	1,332.3			1,414.1	1,386.9	138.8			36.2		
PALM TREO WIRELESS PHONES	B213	5,569.7	2,628.2	92.0		2,071.0	778.4						
PALMONE TREO SMRTPHNS WRLS PHN EQUIP	B213	403.0											
PALMONE TREO WIRELESS PHONES	B213	1,843.7	1,843.7										
PHILIPS SIMPLICITY CNCRG WRLS PHNS	B213	7,198.1	7,198.1										
SAMSUNG BLACKJACK WIRELESS PHONES	B213	4,231.8	4,156.3				75.5						
SAMSUNG JUKE WIRELESS PHONES	B213	1,855.1	1,855.1										
SAMSUNG U WIRELESS PHONES	B213	394.0				394.0							
SAMSUNG WIRELESS PHONES	B213	13,708.1	8,710.2		3.3	1,097.5	3,196.7				656.2		44.2
SANYO KATANA WIRELESS PHONES	B213	2,177.8	2,177.8										
SANYO WIRELESS PHONES	B213	1,340.9	1,172.3			168.6							
SONY ERICSSON OPEN	B213	382.0			293.3				48.1		40.6		
SONY ERICSSON WALKMAN WIRELESS PHNS	B213	1,428.4			729.8			175.4			523.3		
SONY ERICSSON WIRELESS PHONES	B213	304.4						197.2	0.3		106.8		
T-MOBILE SIDEKICK WIRELESS DVCS&SVC	B213	596.6	565.5								31.1		
TRUMPET MOBILE	B213	700.0				700.0							
UT STARCOM WIRELESS PHONES	B213	542.8			542.8								
VERIZON WIRELESS PHONES	B213	2,079.0	1,814.8			264.2							
VERTU WIRELESS PHONES	B213	748.4	748.4										
ZIPIT WIRELESS INST MESSAGING DEVICE	B213	535.1									535.1		
BLACKBERRY PEARL SMARTPHONE	B219	335.4	335.4										
PALM CENTRO SMARTPHONE	B219	1,519.2	1,519.2										
10-10-123 LONG DISTANCE INTL RES	B221	753.2						85.6			667.6		
AMERICATEL LONG DISTANCE INTL RES	B221	256.7						46.3			210.4		
AT&T LONG DISTANCE BUS & INTL BUS	B221	564.0				564.0							
AT&T LONG DISTANCE BUSINESS & RES	B221	58,693.7				49,860.7						8,833.0	
AT&T LONG DISTANCE RESIDENTIAL	B221	28,415.2		122.4								28,292.8	
BELLSOUTH LONG DISTANCE BUS&RES	B221	700.0				700.0							
IDT LONG DISTANCE INTL RESIDENTIAL	B221	3,744.2		39.5			202.4	15.3			3,487.0		
QWEST COMM LONG DISTANCE RESIDENTIAL	B221	362.7		362.7									
SPRINT LONG DISTANCE BUSINESS & RES	B221	16,193.2		153.8		16,039.4							
VERIZON LONG DISTANCE BUSINESS & RES	B221	35,958.5				35,958.5							
1-800-4-A-PHONE RESIDENTIAL	B222	551.1						551.1					
ALLTEL BUSINESS & RESIDENTIAL	B222	1,078.8		26.9		1,051.9							
AT&T BUSINESS	B222	30,830.1	1,186.7		1,141.8	733.0		17,523.4	6.9	21.6	10,216.6		1,327.3
AT&T BUSINESS & RESIDENTIAL	B222	1,382.5				55.2							757.3
AT&T COMMUNICATIONS RESIDENTIAL	B222	1,022.9					265.6						49.4
AT&T LOCAL & LONG DISTANCE	B222	269.7			107.4				112.9				
AT&T PHONE & WIRELESS	B222	12,973.7						3,448.9	9,499.4		25.3		8,732.3
AT&T RESIDENTIAL	B222	15,023.3			5,821.2	469.9							
AVAYA RESIDENTIAL	B222	1,232.3					1,232.3						1,732.6
BELLSOUTH BUSINESS & RESIDENTIAL	B222	1,787.1					54.5						5,905.7
BELLSOUTH RESIDENTIAL	B222	5,905.7											
BRIGHT HOUSE NTWRKS CBL LOC&LNG DIST	B222	2,172.4							2,172.4				
CAVALIER TELEPHONE BUSINESS & RES	B222	2,073.4			31.1		96.3						1,946.0

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CAVALIER TELEPHONE LOCAL & LONG DIST	B222	749.7							749.7				
CAVALIER TELEPHONE RESIDENTIAL	B222	1,013.9							143.0				870.9
CHARTER COMM CABLE LOCAL & LONG DIST	B222	1,062.4					85.8		976.5				
CHARTER TELEPHONE CO RESIDENTIAL	B222	401.1			401.1								
CINCINNATI BELL RESIDENTIAL	B222	451.7			451.7								
COMCAST DIGITAL TLPHN RESIDENTIAL	B222	5,535.7			5,535.7								
COMCAST LOCAL & LONG DISTANCE	B222	20,102.3			63.9			1,542.4	18,496.0				
COMCAST RESIDENTIAL	B222	12,419.2						4,337.2	8,029.4		52.5		
COX DIGITAL TELEPHONE CO BUSINESS	B222	3,336.5			3,336.5								
COX DIGITAL TELEPHONE CO LOC&LNG DST	B222	3,173.6							3,173.6				
COX DIGITAL TELEPHONE CO RESIDENTIAL	B222	3,189.5			607.3				2,582.2				
DPI TELE-CONNECT RESIDENTIAL	B222	400.7							400.7				
EMBARQ LOCAL & WIRELESS	B222	946.3							946.3				
EMBARQ RESIDENTIAL	B222	3,003.6			1,726.8		591.7						685.2
EVOICE RCPTNST TLPHN CO RESIDENTIAL	B222	755.9			755.9								
GLOBAL CONNECTION RESIDENTIAL	B222	267.6							267.6				
LIFELINE TELEPHONE SVC RESIDENTIAL	B222	568.5					49.3		519.2				
LOCAL PHONE CO COMM RESIDENTIAL	B222	566.4							566.4				
METROPOLITAN RESIDENTIAL	B222	323.1	323.1										
OPTIMUM BUSINESS & ISP	B222	940.4							902.5				37.9
OPTIMUM VOICE LOCAL & LONG DISTANCE	B222	544.8							544.8				
OPTIMUM VOICE RESIDENTIAL	B222	1,050.4			31.0				1,019.4				
QWEST COMMUNICATIONS BUSINESS	B222	7,949.3	1,542.3		506.9				5,900.1				
QWEST COMMUNICATIONS BUSINESS & RES	B222	2,910.6					2,910.6						
QWEST COMMUNICATIONS LOC&LONG DIST	B222	604.8							604.8				
QWEST COMMUNICATIONS RESIDENTIAL	B222	956.0							153.2				802.8
SPRINT BUSINESS	B222	67,193.8						44,962.5	21.8	126.3	22,083.2		
SUPRA TELECOM TELEPHONE RESIDENTIAL	B222	500.1							500.1				
TERRACOM RESIDENTIAL	B222	633.4							633.4				
TIME WARNER CABLE BUSINESS	B222	478.3			478.3								
TIME WARNER CABLE LOCAL&LONG DIST	B222	7,072.3			1,013.2				6,056.3		2.8		
TIME WARNER CABLE RESIDENTIAL	B222	3,220.8					44.6		3,176.2				
TSI PHONE SERVICE RESIDENTIAL	B222	587.6							587.6				
UNIVERSAL LIFELINE RESIDENTIAL	B222	288.6					288.6						
VERIZON BUSINESS	B222	33,435.7	638.6		141.4			22,344.5	523.1		9,788.1		
VERIZON LOCAL & LONG DISTANCE	B222	2,634.9							2,634.9				
VERIZON RESIDENTIAL	B222	14,816.8			3,303.0	460.4			9,264.5				1,789.0
VI LAIRE COMMUNICATIONS RESIDENTIAL	B222	253.8							253.8				
AFFINITY TRUMPET MOBILE WIRELESS SVC	B223	268.6											268.6
ALAMOSA PCS WIRELESS SERVICE	B223	1,852.5											1,852.5
ALLTEL PRE-PAID WIRELESS SVC	B223	948.6									948.6		
ALLTEL WIRELESS SERVICE	B223	175,215.1			36,256.6		2,730.6	857.7	73,465.2	14.7	58,900.4		2,989.9
AMERITEL WIRELESS SERVICE	B223	1,073.8			924.2		149.7						
AMPD MOBILE PRE-PAID WIRELESS SVC	B223	1,300.9						390.4			910.5		
AMPD MOBILE WIRELESS SERVICE	B223	6,238.5	46.6		31.1			179.2	5.7		5,975.9		
AT&T MLIFE WIRELESS SERVICE	B223	253.5			253.5								
AT&T PRE-PAID WIRELESS SVC	B223	34,273.0						20,163.1	5,664.1		8,445.9		
AT&T WIRELESS SERVICE	B223	1,059,989.8	22,477.5		156,091.0	13,775.4	27,217.9	597,347.5	78,569.2	2,993.3	155,507.8	1,522.3	4,488.0
AWI WIRELESS SERVICE	B223	325.3			325.3								
BOOST MOBILE & NEXEL WIRELESS SVC	B223	393.8					393.8						
BOOST PRE-PAID WIRELESS SVC	B223	22,663.0	1,127.0		9.0			6,812.8	6,276.2		8,438.1		
BOOST WIRELESS SERVICE	B223	10,411.1	434.5		213.8		9,284.7						478.0
BRIAN REGAN/ALLTEL	B223	267.9									267.9		
CELLULAR NTRWK COMM GRP WIRELESS SVC	B223	796.4			796.4								
CELLULAR ONE WIRELESS SERVICE	B223	995.6			8.4		202.0		785.2				
CELL-SOUTH WIRELESS SERVICE	B223	4,996.6			89.0		806.5		3,241.0				860.1
CEL-NET WIRELESS SERVICE	B223	1,309.4			1,309.4			205.6	2,292.1				994.9
CENTENNIAL WIRELESS SERVICE	B223	3,492.6											
CENTURYTEL WIRELESS SERVICE	B223	352.6						352.6					
CHOICE PDT&SVC CELL BRK WRLS SVC	B223	4,370.6			4,370.6								
CINCINNATI BELL PREPAID WIRELESS SVC	B223	379.7							379.7				
CINCINNATI BELL WIRELESS SERVICE	B223	3,500.9			2,531.8		161.8		807.3				

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CINGULAR WIRELESS SERVICE	B223	161,464.7	12,094.0		61,564.0	10,981.5	22,009.5	40,066.4	1,881.5	11.6	5,038.8	371.7	7,445.7
CONSUMER CELLULAR WIRELESS SERVICE	B223	1,383.7	1,317.8	66.0									
CRICKET COMMUNICATIONS PRE-PAID WRLS	B223	13,348.3							13,318.9	29.4			
CRICKET COMMUNICATIONS WIRELESS SVC	B223	12,677.8			573.8		2,664.1						9,440.0
CTIA CELL TELECOM&ASSN	B223	1,833.9	40.8		198.2	159.8	15.5		1,419.7				
DISNEY MOBILE WIRELESS SERVICE	B223	6,904.6	624.2		2,926.3			284.0	1,479.9	80.8	1,261.5	247.9	
EMBARQ WIRELESS SERVICE	B223	986.2			287.4		13.6		685.1				
FIRST ST CELLULAR CO WIRELESS SVC	B223	844.8			680.3	164.5							
FRONTIER CELLULAR WIRELESS SERVICE	B223	365.4			247.3		138.1						
HELIOWIRELESS SERVICE	B223	32,887.9	12,857.2		239.7		4,941.4			13,565.1		989.0	295.5
I WIRELESS WIRELESS SERVICE	B223	295.7			42.8				253.0				
JITTERBUG WIRELESS SERVICE	B223	7,654.6			395.1	51.0			297.7		6,910.8		
JUMP MOBILE PRE-PAID WIRELESS SVC	B223	271.6							271.6				
KAJEET PRE-PAID WIRELESS SVC	B223	7,502.8	4,497.8								3,004.9		
KAJEET WIRELESS SERVICE	B223	1,419.9									1,147.3		272.6
METRO PCS PRE-PAID WIRELESS SVC	B223	12,945.1						12,945.1					
METRO PCS WIRELESS SERVICE	B223	15,154.7			863.2		7,669.0		2,600.2				4,022.3
MOBILE WIREFLY WIRELESS SERVICE	B223	451.0			451.0								
MOTOROLA WIRELESS SERVICE	B223	1,297.1			143.0		1,154.1						
MOVIDA PRE-PAID WIRELESS SVC	B223	2,105.5							1,724.1		381.4		
NET10 PRE-PAID WIRELESS SVC	B223	388.1			45.4						197.0	145.7	
NEXTEL WIRELESS SERVICE	B223	52,058.5	1,466.3		1,839.5		8,145.7	12,460.3	2,566.3		19,866.8		5,713.6
NTELLOS WIRELESS SERVICE	B223	3,047.2					146.3		2,900.9				
PCC WIRELESS SERVICE	B223	4,751.8			2,738.7	2,013.1							
PORTABLES UNLTD WIRELESS SERVICE	B223	4,423.6			4,423.6								
QDIWIRELESS.COM ONLINE	B223	368.0			368.0								
QUINTEX WIRELESS SERVICE	B223	579.5			579.5								
QWEST COMMUNICATIONS WIRELESS SVC	B223	1,821.7			1,117.9		701.7		2.2				
REVOL PRE-PAID WIRELESS SVC	B223	1,758.4							1,758.4				
REVOL WIRELESS SERVICE	B223	665.5					546.5		119.0				
RURAL CELLULAR CORP WIRELESS SERVICE	B223	490.8										490.8	
SOUTHERN LINC WIRELESS SERVICE	B223	988.9					279.3					709.6	
SPRINT PCS WIRELESS SERVICE	B223	416,403.5	220.3		849.9		2,645.6	237,156.4	27,061.6	840.9	143,153.0	511.4	3,964.4
SPRINT WIRELESS SERVICE	B223	455,862.8	33,304.7	1,080.7	342,852.0	41,970.9	8,404.9					426.2	27,823.5
SUNCOM WIRELESS SERVICE	B223	13,200.7			4,853.3		200.8		8,109.2				37.4
T-MOBILE WIRELESS SERVICE	B223	511,382.4	2,161.5		128,367.0	17,662.5	8,177.3	139,301.4	81,241.2	55,541.4	71,881.5		7,048.6
TRACFONE PRE-PAID WIRELESS SVC	B223	12,139.9	6,394.0	924.0	506.3	195.0		35.6	205.7		219.2	3,638.1	22.0
TUYO MOBILE PRE-PAID WIRELESS SVC	B223	764.2							764.2				
TUYO MOBILE WIRELESS SERVICE	B223	329.1							74.6				254.5
UNICEL NORTHEAST WIRELESS SERVICE	B223	295.6											295.6
UNICEL WIRELESS SERVICE	B223	1,331.2					316.2		992.8				22.2
US CELLULAR WIRELESS SERVICE	B223	77,359.2	116.1		24,247.2		6,423.9		41,365.7				5,206.4
VERIZON WIRELESS &ONSTAR VHCL MNTRNG	B223	596.5						505.7	1.6		89.2		
VERIZON WIRELESS SERVICE	B223	1,441,627.1	75,924.7	3,136.8	570,013.1	52,060.2	25,698.8	421,737.4	55,026.1	35,677.2	122,588.5	1,172.7	78,591.6
VERIZON WIRELESS VIGNETTE	B223	441.3						0.0	428.8		12.5		
VIRGIN MOBILE PRE-PAID WIRELESS SVC	B223	9,988.1	720.5					840.4	272.5		8,154.8		
VIRGIN MOBILE WIRELESS SERVICE	B223	1,404.4	299.1		666.1		146.3						293.0
VOCE WIRELESS SERVICE	B223	1,390.1					116.2	1,273.8					
COMCAST INTERNET PHONE SERVICE	B224	623.9											623.9
PACKET8 INTERNET PHONE SERVICE	B224	608.4	596.1							12.3			
VONAGE INTERNET PHONE SERVICE	B224	102,639.7	1,195.4	541.7	895.2	1,710.8		35,521.2	9,304.9	12,797.1	40,673.4		
1&1 INTERNET ISP	B225	1,157.6	1,157.6										
ALASKA NATIVE ISP	B225	1,210.2											1,210.2
AOL LATINO ISP	B225	1,394.5											1,394.5
AOL TOP ISP	B225	3,382.8											3,382.8
APPLE ISP	B225	494.1					494.1						
AT&T BUSINESS ISP	B225	767.2			479.6	287.7							
AT&T ISP	B225	83,067.8	156.4		1,286.0		304.2	2,801.7	77,439.5	740.8	227.9		111.2
AT&T ISP & SATELLITE SERVICE	B225	5,987.1			114.3			5,855.6	15.5		1.7		
AT&T ISP & WIRELESS SERVICE	B225	25,045.7						9,093.2	15,908.3	32.0	12.2		
AT&T ISP/PHONE	B225	5,532.7					175.9		5,356.8				
AT&T YAHOO ISP	B225	1,443.0			1,443.0								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BELLSOUTH ISP	B225	4,994.4			1,604.0				3,389.3		1.1		
BRIGHT HOUSE NTWRKS CBL ISP	B225	833.0							833.0				
CAVALIER TELEPHONE ISP	B225	458.2							458.2				
CAVALIER TELEPHONE ISP & LOCAL	B225	545.0							545.0				
CINCINNATI BELL ISP	B225	477.4			182.5				294.9				
CLEARWIRE ISP	B225	3,085.2			529.4		327.3		449.5				1,779.0
COMCAST BUS COMM ISP	B225	343.4			317.1				26.3				
COMCAST ISP	B225	41,903.8	4,013.4		2,306.7		236.7	15,893.1	17,237.1		11.2		2,205.6
COMCAST WORKPLACE ISP	B225	950.6	950.6										
COX AT HOME ISP	B225	408.8			408.8								
COX COMM CABLE ISP	B225	6,070.3							5,672.5				397.8
DSLEXTRME.COM ISP	B225	256.7										256.7	
EARTHLINK & TIME WARNER CABLE	B225	497.7							497.7				
EARTHLINK ISP	B225	3,239.7	109.0		42.8		1,199.1		1,888.7				
EMBARQ ISP	B225	3,959.2			248.6		439.9		3,114.8				155.9
FAIR POINT COMMUNICATION ISP	B225	534.3							534.3				
FRONTIER COMM ISP	B225	440.7							440.7				
GOBI ISP	B225	254.2				254.2							
HAWAIIAN TELCOM ISP	B225	611.7							611.7				
INSIGHT COMMUNICATIONS ISP	B225	272.9							272.9				
NETZERO ISP	B225	42,859.6				168.6		9.6	642.9	14,393.9	27,130.6	514.0	
OPTIMUM ISP & RESIDENTIAL	B225	1,629.5											1,629.5
OPTIMUM ONLINE ISP	B225	455.2			25.8				381.7				47.7
OPTIMUM ONLINE ISP &OPTIMUM VC SVC	B225	499.0			414.5	84.4							
PEOPLEPC ISP	B225	64,794.0	2,680.2					70.0	10,225.5	11,469.2	40,349.2		
QWEST ISP	B225	22,164.3			2,595.5				19,519.2				49.6
ROAD RUNNER ISP	B225	7,900.7			1.1		103.3		7,796.3				
SPRINT MOBILE BROADBAND ISP	B225	10,351.0	648.2			9,702.8							
SPRINT NEXTEL ISP	B225	795.1				795.1							
TIME WARNER CABLE ISP	B225	567.0	252.7		70.9				243.4				
VERIZON ISP	B225	76,575.3			5,171.1	3,193.5	24.3	62.1	55,933.0	31.4	3,857.3		8,302.8
WINDSTREAM ISP	B225	3,168.0			3.5				3,164.5				
BET MOBILE PHONE CUSTOMIZATION SVC	B229	5,907.0								5,907.0			
BID4PRIZES AUCTION TEXT MESSAGING	B229	845.4							7.0		838.4		
BILLBOARD HOT 100 TEXT MESSAGING	B229	5,723.5									5,723.5		
BILLBOARD TOP 100 TEXT MESSAGING	B229	1,918.9									1,918.9		
CELL CLIX PHONE CUSTOMIZATION SVC	B229	6,339.1	6,339.1										
CLEARWIRE COMMUNICATIONS	B229	479.5					479.5						
CLUB 2828 PHONE CUSTOMIZATION SVC	B229	579.3	579.3										
CONSUMER FIRST TEXT MESSAGING	B229	270.5	270.5										
CTAP CA TELEPHONE/PRGRM	B229	624.6							624.6				
DIAL GLOBAL COMM SVC	B229	307.9											307.9
EMBARQ VAR TELECOM SVC	B229	360.3				360.3							
EMOVIL TEXT MESSAGING	B229	5,456.3							4,576.9		879.4		
ESMAS MOVIL PHONE CUSTOMIZATION SVC	B229	790.5							506.2		284.3		
ESMAS MOVIL TEXT MESSAGING	B229	529.2							340.9		188.3		
GBC OF BATON ROUGE	B229	470.4					470.4						
GLOMOBI TEXT MESSAGING	B229	7,298.4						985.0	32.7		6,280.6		
GRIFFIN COMMUNICATION CO	B229	291.7							291.7				
JAMSTER PHONE CUSTOMIZATION SVC	B229	13,116.1	4,374.8					0.0	7.4		8,733.9		
LATCEL TEXT MESSAGING	B229	2,724.9							1,966.1		758.8		
LOVE COACH TEXT MESSAGING	B229	3,100.3						141.4	3.2		2,955.7		
MAXIM PHONE CUSTOMIZATION SVC	B229	438.6	438.6										
MOB RINGTONES SOFTWARE	B229	8,185.1									8,185.1		
MONEYGRAM SERVICES	B229	1,299.8	107.8		81.8		388.4		360.0		136.5		225.3
MTV MOBILE TEXT MESSAGING	B229	2,657.1									2,657.1		
ORLANDI VALUTA MONEY TRANSFER	B229	300.5											300.5
PERSONAL PSYCHIC TEXT MESSAGING	B229	9,390.6							96.2	34.5		9,259.9	
PLAYPHONE PHONE CUSTOMIZATION SVC	B229	5,976.2							1,698.8	861.5	312.1	3,103.8	
POCKET COMMUNICATIONS	B229	1,102.5						1,028.5					74.0
POOL PARTIES/HELIO	B229	357.1	357.1										
QGIRLS TEXT MESSAGING	B229	862.6							0.2	9.9	852.5		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
QTONES PHONE CUSTOMIZATION SVC	B229	301.4							33.0		268.5		
RED CIRCLE PHONE CUSTOMIZATION SVC	B229	6,016.5	6,016.5										
SMART LOGOS PHONE CUSTOMIZATION SVC	B229	2,253.8	2,253.8										
SUMMIT COMM SVC	B229	741.2				741.2							
TEXT ASTRO1 TO 66300 TEXT MESSAGING	B229	3,475.0									3,475.0		
TEXT ASTRO3 TO 44344 TEXT MESSAGING	B229	449.2									449.2		
TEXT BABE TO 75000 TEXT MESSAGING	B229	544.0							77.5		466.6		
TEXT BAY TO 42020 TEXT MESSAGING	B229	411.7									411.7		
TEXT BB TO 42020 TEXT MESSAGING	B229	355.8									355.8		
TEXT BB2 TO 42020 TEXT MESSAGING	B229	660.3									660.3		
TEXT BEST TO 42020 TEXT MESSAGING	B229	562.6									562.6		
TEXT BODY TO 40100 TEXT MESSAGING	B229	259.9									259.9		
TEXT CASH TO 79608 TEXT MESSAGING	B229	345.2							32.7	255.3	57.2		
TEXT CLEAN TO 42020 TEXT MESSAGING	B229	598.6									2.2	596.4	
TEXT COCO TO 40100 TEXT MESSAGING	B229	353.7										353.7	
TEXT FLIRT TEXT MESSAGING	B229	702.1							203.4	117.2	381.5		
TEXT FLIRT TO 75000 TEXT MESSAGING	B229	3,277.2							184.7	29.6	3,062.9		
TEXT FUN1 TO 63333 TEXT MESSAGING	B229	287.7										287.7	
TEXT FUN1 TO 66300 TEXT MESSAGING	B229	3,609.2										3,609.2	
TEXT FUN3 TO 44344 TEXT MESSAGING	B229	390.2										390.2	
TEXT FUN9 TO 63333 TEXT MESSAGING	B229	593.4										593.4	
TEXT GAME TO 77877 TEXT MESSAGING	B229	13,885.9										13,885.9	
TEXT GLOSS TO 42020 TEXT MESSAGING	B229	940.9										940.9	
TEXT HUSH TO 99199 TEXT MESSAGING	B229	658.1										658.1	
TEXT JOKE TO 85050 TEXT MESSAGING	B229	369.6										369.6	
TEXT LIFE TO 73000 TEXT MESSAGING	B229	321.6										321.6	
TEXT NEW TO 73000 TEXT MESSAGING	B229	498.0										498.0	
TEXT POP TO 42020 TEXT MESSAGING	B229	425.8										425.8	
TEXT RAP TO 42020 TEXT MESSAGING	B229	1,524.6										1,524.6	
TEXT REAL TO 42020 TEXT MESSAGING	B229	269.0										269.0	
TEXT ROCK TO 42020 TEXT MESSAGING	B229	894.5										894.5	
TEXT TO 77888 TEXT MESSAGING	B229	414.1							275.5	77.6	5.8	55.2	
TEXT TO WIN TEXT MESSAGING	B229	458.2								159.3	77.4	221.5	
TEXT TONY TO 40100 TEXT MESSAGING	B229	333.8							107.5	17.5	208.8		
TEXT TOP TO 42020 TEXT MESSAGING	B229	774.8										774.8	
TEXT URBAN TO 42020 TEXT MESSAGING	B229	563.8										563.8	
TEXT YOUR 1 TR LV 525252 TEXT MSGNG	B229	2,048.5							1.6	372.8	1,674.1		
THEISH PHONE CUSTOMIZATION SVC	B229	913.0										913.0	
THUMBLPLAY RINGTONES SOFTWARE	B229	6,205.1							12.3	84.7	6,108.1		
TIME WARNER CABLE BUSINESS SERVICES	B229	600.5										600.5	
T-PAIN TEXT MESSAGING	B229	456.8										456.8	
UNIVISION MOVIL TEXT MESSAGING	B229	964.8										910.0	54.9
USA PHOTO DATING TEXT MESSAGING	B229	512.3	379.5										132.8
VERIZON V-CAST PHONE CSTMZTN SVC	B229	520.4	520.4										
VIBE PHONE CUSTOMIZATION SVC	B229	676.7	676.7										
WESTERN UNION CONSUMER SERVICES	B229	4,852.0							1,584.6	2,828.4	439.0		
WESTERN UNION MONEY GRAM	B229	1,640.4							116.6				1,523.7
WESTERN UNION MONEY TRANSFER	B229	4,745.0							143.6				4,601.4
WESTERN UNION SERVICES	B229	1,016.5							382.2				634.3
WIRELESS BY MGM BROKER	B229	288.9			288.9								
ZED PHONE CUSTOMIZATION SVC	B229	488.2	488.2										
AFICIONADO PRE-PAID PHONE CARD	B231	335.6											335.6
BOXEO PHONE CARD	B231	483.8											483.8
CHULITA PRE-PAID PHONE CARD	B231	403.4											403.4
CVT PRE-PAID PHONE CARD	B231	295.8											295.8
DIGAME PRE-PAID PHONE CARD	B231	432.2											432.2
KARE PHONE CARD	B231	1,031.4											1,031.4
LOS CHILITOS PRE-PAID PHONE CARD	B231	359.5											359.5
LOS TIGRES DEL NORTE PRE-PD PHN CRD	B231	298.9											298.9
MI CARNAL CO PRE-PAID PHONE CARD	B231	434.8											346.0
MI CARNAL PHONE CARD	B231	583.8											583.8
PENNYTALK PRE-PAID PHONE CARD	B231	8,056.7	6,325.6			840.0	893.0						

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RAPIDO PRE-PAID PHONE CARD	B231	340.5							340.5				
STI CO PRE-PAID PHONE CARD	B231	292.8							292.8				
TE CUENTO PRE-PAID PHONE CARD	B231	445.0							445.0				
TORO LOCO PRE-PAID PHONE CARD	B231	252.4							252.4				
AT&T DIRECTORIES	B232	5,082.0					2,944.2						2,137.8
AT&T YELLOW PAGES	B232	43,384.2			899.3		2,695.7	80.0	22,953.4				16,755.8
BAPCO DIRECTORY	B232	475.5					475.5						
BELLSOUTH DIRECTORY	B232	1,353.4					44.6						1,308.7
BELLSOUTH YELLOW PAGES	B232	3,147.3					781.9		1,310.4				1,055.0
DEX OFFICIAL DIRECTORY	B232	1,238.0					1,238.0						
DEXKNOWS.COM ONLINE	B232	763.0							763.0				
DEXONLINE.COM ONLINE	B232	2,250.2							2,250.2				
DONNELLEY DIRECTORY	B232	2,784.6					213.9						2,570.7
DONNELLY DIRECTORY	B232	1,038.7					1,038.7						
EMBARQ YELLOW PAGES	B232	1,979.0					16.6		1,962.5				
EZ TO USE BIG BOOK YELLOW PAGES	B232	264.0					7.2		256.9				
FRONTIER YELLOW PAGES	B232	279.2			245.6				33.6				
NAMES&NUMBERS PHONE BOOK	B232	270.2					270.2						
QWEST DEX YELLOW PAGES	B232	5,717.5			21.7		319.7		5,376.1				
QWESTDEX.COM ONLINE	B232	576.4							576.4				
SUNSHINE PAGES DIRECTORY	B232	336.8					42.0		294.8				
SUPERPAGES.COM ONLINE	B232	2,046.0	223.4		14.3		44.1		23.4				1,740.8
TALKING PHONE BOOK	B232	1,538.7					478.1		1,060.6				
USER-FRIENDLY YELLOW PAGES	B232	673.3					78.6		594.7				
VALLEY YELLOW PAGES	B232	260.3					260.3						
VERIZON SUPERPAGES & SUPERPAGES.COM	B232	524.1							524.1				
VERIZON SUPERPAGES YELLOW PAGES	B232	640.5					640.5						
VERIZON YELLOW PAGES	B232	1,620.8			561.7		466.9		592.3				
YELLOW BOOK & YELLOW BOOK.COM	B232	12,658.0						9,079.7	2.6		3,575.8		
YELLOW BOOK YELLOW PAGES	B232	9,956.2			40.7		1,534.8	6,267.5	10.5		1,951.6		151.1
YELLOWPAGES.COM DIR ONLINE	B232	14,297.8						4,088.6	1,355.0		8,854.2		
AT&T BROADBAND DIGITAL NTWRKNG SVC	B233	455.0	438.6		16.4								
AT&T NETWORKING SERVICES	B233	1,301.0				1,301.0							
AT&T NETWORKING SYSTEMS	B233	1,105.4	637.0					457.1	9.6		1.7		
AVAYA COMMUNICATION SYSTEMS	B233	1,479.0	758.0			61.5	659.5						
AVAYA DATA NETWORK	B233	285.8				285.8							
BARRACUDA NETWORKING EQUIP	B233	562.3	78.4				483.8						
CISCO NETWORKING SYSTEMS	B233	61,033.8	9,603.8	738.1		1,676.4		41,848.0	164.9	120.2	6,882.4		
CISCO SYSTEMS LINKSYS NETWORK PDTS	B233	310.6	310.6										
HP HALO NETWORKING SYSTEMS	B233	304.7									304.7		
LCW WIRELESS SERVICE	B233	887.0											887.0
LINKSYS ROUTERS	B233	901.4	901.4										
NAVNET NETWORKING SYSTEMS	B233	274.2	274.2										
NORTEL NETWORKING SYSTEMS	B233	1,307.1	281.6		805.1	142.9	77.5						
NORTEL NETWORKS NETWORKING SYSTEMS	B233	611.3				37.7	573.6						
QWEST NETWORKING SYSTEMS	B233	2,228.1	2,228.1										
QWEST ONFLX INTRGRTD ACS DT CM NTWRK	B233	1,004.7			1,004.7								
RCN DATA COMM NETWORK	B233	314.7			278.9	35.7							
ASTOUND BROADBAND CBL CO	B241	731.7			520.7		211.0						
AT&T CABLE SERVICE	B241	1,274.2			1,249.1		25.2						
BRIGHT HOUSE NTWRKS CBL	B241	7,798.5			1,512.0		2,947.4		3,263.3		75.7		
CABLE TV PROMO	B241	1,632.3							1,632.3				
CABLEVISION CABLE TV	B241	1,208.5			183.1	142.9	488.0		0.0				394.4
CHARTER COMM CABLE	B241	5,078.7			3,193.5		1,473.5		224.5				187.2
CHARTER COMM CABLE CABLE & ISP	B241	276.3			13.5				262.8				
COMCAST CABLE	B241	110,766.3	3,781.2		30,462.2	1,838.7	16,094.0	14,075.4	30,928.8	5.4	148.1	125.0	13,307.5
COMCAST CABLE & SIX FLAGS AMERICA	B241	978.4			978.4								
COMCAST CABLE & SPRINT	B241	635.6							635.6				
COMCAST CABLE CABLE & ISP	B241	2,200.6					150.2		2,050.3				
COMCAST DIGITAL CABLE	B241	4,774.8	3,230.1		206.8								1,338.0
COMCAST VIGNETTE	B241	389.7							389.7				
COX COMM CABLE	B241	19,574.3			8,270.6		3,157.4		8,146.3				

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
COX COMM CABLE & SPRINT	B241	973.1							973.1				
COX DIGITAL CABLE	B241	1,040.1			1,040.1								
CSN CABLE TV	B241	919.8					9.2						910.6
INSIGHT COMMUNICATIONS	B241	1,071.5			21.4		261.9		788.1				
INSIGHT COMMUNICATIONS CABLE & PHONE	B241	301.8							301.8				
IO DIGITAL CABLE SERVICE	B241	4,531.0							4,531.0				
KNOLOGY CABLE CO	B241	323.0			43.2		279.8						
MEDIACOM CABLE CO	B241	406.1			29.1		290.3		86.6				
OCEANIC CABLE	B241	255.3							255.3				
OPTIMUM CABLEVISION DGTL	B241	3,220.8			135.4				3,085.4				
QWEST COMM CABLE CO	B241	777.9			757.0		20.9						
SUDDENLINK CABLE	B241	790.2					666.5		123.8				
SUDDENLINK CABLE & ISP	B241	430.0					108.6		321.4				
TIME WARNER CABLE	B241	46,794.6	1,031.5		25,746.1	380.6	7,212.9		9,386.5				3,036.9
TIME WARNER CABLE & OPTIMUM CABLE	B241	6,912.7							6,912.7				
TIME WARNER CABLE & SPRINT	B241	1,008.9							1,008.9				
TIME WARNER CABLE CABLE & ISP	B241	6,188.4			242.7				5,945.7				
TIME WARNER CABLE CABLE & PHONE	B241	1,490.4					5.1		1,485.3				
TIME WARNER CABLE CP	B241	287.8	4.0		201.4				82.3				
VERIZON CABLE	B241	4,959.6			457.4				4,254.7				247.5
VERIZON CABLE & ISP	B241	3,587.2							3,587.2				
VERIZON FIOS TV CABLE SV	B241	19,818.0			4,659.2		290.3		14,845.4	21.6	1.5		
AT&T SATELLITE TV	B242	22,528.8							22,513.7	14.7	0.4		
DIGITAL MILLENNIUM STLT	B242	252.3							252.3				
DIRECT SATELLITE TV SVC	B242	2,766.5	2,597.9		54.2				88.5	18.8	7.1		
DIRECtv SATELLITE SYSTEM	B242	256,218.0	14,540.5	134.4	6,614.9	8,850.2	590.0	126,711.0	31,658.0	3,164.6	59,759.3	765.0	3,430.0
DISH ACTIVATION SERVICE	B242	584.6							584.6				
DISH NETWORK SATELLITE SYSTEM	B242	142,914.1	6,779.0	14,812.8	47,936.9	4,173.2	4,228.0	13,617.6	13,898.7	37.4	13,946.3	3,867.6	19,616.6
HIGH POWER TECHNICAL SVC	B242	287.0							287.0				
MID-AMERICA SATELLITE	B242	328.6			34.9				293.7				
QWEST SATELLITE SERVICE	B242	2,800.2							2,800.2				
SES AMERICOM SATELLITE SYSTEM	B242	290.3	290.3										
SIRIUS SATELLITE RADIO SYSTEM	B242	31,578.2	1,790.9		1,396.6	2,818.2		17,423.9	96.3		8,045.0		7.4
SIRIUS SATELLITE RD SVC	B242	5,223.6	279.0		2,913.5	467.2	71.2						1,492.8
TELECEL SATELLITE TV SVC	B242	446.7							446.7				
WINDSTREAM SATELLITE SERVICE	B242	1,342.2			23.2				1,319.1				
XM SATELLITE RADIO SATELLITE SYSTEM	B242	31,957.3	7,630.1		42.4	1,539.5	916.5	7,751.9	1,470.4	98.6	12,274.3		233.6
1-800-OK-CABLE ISP/PHONE/TV	B250	521.0							521.0				
AT&T BUNDLE PDTS	B250	16,821.5			16,604.5	101.3	115.5		0.2				
AT&T ISP/PHONE/TV	B250	25,307.0			238.9				24,726.0	328.0			14.1
AT&T ISP/PHONE/TV/WIRELESS	B250	55,503.8	64.3						186.3	54,621.3	627.3	4.6	
AT&T ISP/PHONE/WIRELESS	B250	9,541.7			157.1				160.0	7,018.2	10.0	20.2	2,176.3
AT&T ISP/TV/WIRELESS	B250	7,159.4	140.6		70.9	791.4		5,124.0	957.4		75.0		
BELLSOUTH BUNDLE PDTS	B250	1,128.7			478.8				649.9				
BELLSOUTH ISP/PHONE/TV/WIRELESS	B250	1,994.4							1,994.4				
BRIGHT HOUSE NTRWKS CBL ISP/PHONE/TV	B250	2,685.8							2,685.8				
BUCKEYE ISP/PHONE/TV	B250	262.5							262.5				
CABLE TV PROMO ISP/PHONE/TV	B250	2,949.3							2,949.3				
CAVALIER TELEPHONE ISP/PHONE	B250	2,129.3							2,129.3				
CAVALIER TELEPHONE ISP/PHONE/TV	B250	419.5							419.5				
CHARTER COMM CABLE BUNDLE PDTS	B250	3,297.4			3,207.9				89.6				
CHARTER COMM CABLE ISP/PHONE/TV	B250	3,456.5			100.3				3,356.1				
CINCINNATI BELL BUNDLE PDTS	B250	443.6			443.6								
COMCAST BUNDLE PDTS	B250	27,576.4			25,147.7								2,428.7
COMCAST ISP/PHONE	B250	3,174.0							3,174.0				
COMCAST ISP/PHONE/TV	B250	67,529.7			527.9				13,596.3	53,405.4			
COMCAST PHONE/TV	B250	3,692.1							3,692.1				
COMCAST WORKPLACE ISP/TV	B250	912.5	903.7		8.8								
COX COMM CABLE BUNDLE PDTS	B250	5,996.0			5,996.0								
COX COMM CABLE ISP/PHONE	B250	728.3							728.3				
COX COMM CABLE ISP/PHONE/TV	B250	7,556.5			12.8				7,543.7				
EARTHLINK ISP/PHONE	B250	2,105.3							2,105.3				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
EMBARQ ISP/PHONE	B250	995.9							995.9				
EMBARQ ISP/PHONE/TV/WIRELESS	B250	1,183.3						304.6		878.7			
EMBARQ PHONE/WIRELESS	B250	1,748.8								1,748.8			
FRONTIER COMMUNICATIONS ISP/PHONE	B250	627.1								627.1			
FRONTIER COMMUNICATIONS ISP/PHONE/TV	B250	1,103.3			477.1					626.2			
FRONTIER CONNECTIONS BUNDLE PDTS	B250	546.9			546.9								
INSIGHT COMMUNICATIONS ISP/PHONE/TV	B250	536.3								536.3			
MEDIACOM ISP/PHONE/TV	B250	2,968.4								2,968.4			
NEW PHONE ISP/PHONE	B250	435.1								435.1			
OPTIMUM CABLE BUNDLE PDTS	B250	3,897.0			2,025.7	1,871.3							
OPTIMUM ISP/PHONE/TV	B250	36,392.6								36,343.4			49.2
QWEST COMMUNICATIONS BUNDLE PDTS	B250	12,489.1			9,757.7					2,608.3			123.1
QWEST COMMUNICATIONS ISP/PHN/TV/WRLS	B250	1,940.4				1.4				1,939.0			
QWEST COMMUNICATIONS ISP/PHONE	B250	767.4								767.4			
QWEST COMMUNICATIONS ISP/PHONE/TV	B250	11,674.9			48.0					11,565.4			61.6
QWEST COMMUNICATIONS ISP/PHONE/WRLS	B250	859.9								859.9			
QWEST COMMUNICATIONS PHONE/WIRELESS	B250	501.0								501.0			
RCN BUNDLE PDTS	B250	791.9			791.9								
RCN ISP/PHONE/TV	B250	394.8					65.7			329.1			
SUREWEST COMM COMM ISP/PHONE/TV/WIRELESS	B250	374.0								374.0			
SUREWEST COMMUNICATIONS ISP/PHONE/TV	B250	591.1								591.1			
TIME WARNER CABLE BUNDLE PDTS	B250	16,085.2	114.3		15,970.9								
TIME WARNER CABLE ISP/PHONE	B250	323.1								323.1			
TIME WARNER CABLE ISP/PHONE/TV	B250	40,690.3	1,171.0						62.1	39,453.0			4.2
VERIZON COMMUNICATIONS BUNDLE PDTS	B250	11,947.9			9,581.1	1,206.3							1,160.5
VERIZON FIOS BUNDLE PDTS	B250	14,179.8			13,699.0	480.8							
VERIZON FIOS ISP/PHONE	B250	498.7			388.4	73.2							37.0
VERIZON FIOS ISP/PHONE/TV	B250	1,870.5			683.5		1,187.1						
VERIZON FIOS ISP/TV	B250	430.6			430.6								
VERIZON ISP/PHONE	B250	6,563.9				7.1				6,556.9			
VERIZON ISP/PHONE/TV	B250	75,484.1								69,408.1	121.6		5,954.3
VERIZON ISP/PHONE/WIRELESS	B250	3,232.3			406.7					2,825.6			
VERIZON PHONE/WIRELESS	B250	8,573.3								8,573.3			
WINDSTREAM ISP/PHONE	B250	287.5								287.5			
WINDSTREAM ISP/PHONE/TV	B250	787.0					128.5			658.5			
ALLTEL CORP CP	B260	298.2			298.2								
AT&T COMMUNICATIONS CP	B260	552.7	547.8		4.9								
AT&T CORP CP	B260	28,871.8	336.3		5,078.5	2,446.1						3,158.6	17,852.2
AT&T INC CP	B260	75,689.7	6,134.2		89.8	368.5		50,888.6	12,855.7		5,352.9		
AT&T VIGNETTE	B260	884.3						322.5	336.8		225.0		
BELLSOUTH CORP CP	B260	1,340.8	263.2		69.7								1,007.9
BROCADE COMM SYS INC CP	B260	504.3	295.8			208.6							
CISCO SYSTEMS INC CP	B260	512.1	137.6			205.6		22.0	5.9	17.4	123.6		
COMCAST CABLE CP	B260	931.2	605.4		325.8								
COMCAST CORP CP	B260	1,116.7			1,116.3					0.4			
COMCAST SPECTACOR EVENT	B260	349.9				349.9							
EMBARQ HOLDINGS CO LLC CP	B260	474.2			369.9	104.3							
FAIR POINT COMMUNICATION CP	B260	1,764.7							185.7				1,578.9
HUAWEI TECH CO LTD CP	B260	1,605.4	1,605.4										
NASCAR NEXTEL CP RCN SRS	B260	3,012.6			240.7		122.4	756.7	248.2		1,644.7		
NTT DOCOMO INC CP	B260	797.2	797.2										
QWEST COMMUNICATIONS CP	B260	2,010.2	1,223.2		127.7					654.3			5.0
SPRINT COMMUNICATIONS CO CP	B260	1,590.3			1,590.3								
SPRINT CORP CP	B260	611.0			538.0					41.8			31.2
SPRINT NEXTEL CORP CP	B260	1,772.9	1,761.9										11.0
SPRINT NEXTEL WIRELESS SERVICE	B260	18,626.3				10.6	14,517.4						4,098.2
SPRINT VIGNETTE	B260	487.6						275.0	182.1		30.5		
T-MOBILE VIGNETTE	B260	465.0							61.9		403.1		
VERIZON COMMUNICATIONS CP	B260	11,356.5	915.9		4,315.4	2,056.9		1,203.8	4.7		2,584.2		275.7
VERIZON WRLS CNCRT SRS	B260	305.2			305.2								
VERMONT TELEPHONE CO	B260	275.6	275.6										
WINDSTREAM COMMUNICATION	B260	1,669.1			511.8		443.4						713.9

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WINDSTREAM COMMUNICATION CP	B260	3,297.9											3,297.9
ALCATEL-LUCENT COMM SVC	B290	628.4	628.4										
MOTOROLA TELECOMMUNICATIONS EQUIP	B290	591.3					591.3						
POLYCOM TELECONFERENCING SYSTEM	B290	928.8	928.8										
SONY LOCATIONFREE BASE STATION	B290	420.6	420.6										
CENTRAL INTLGNC AGNCY	B313	1,335.8					1,335.8						
CHINA ADVERTORIAL	B313	1,016.8			1,016.8								
CMS CTR/MEDICARE&MDCD	B313	395.4											395.4
COLORADO DIV OF WILDLIFE	B313	422.8	85.0				5.1		332.7				
EPA ENERGY STAR PROGRAM	B313	965.7	269.3		632.1	28.9			35.5				
FAKECHECKS.ORG ONLINE	B313	14,526.2	5,202.9	1,966.9				2,988.8	7.9	977.0	3,382.7		
FEDERAL STUDENT AID	B313	1,318.4			11.3				1,114.7		192.4		
GOVERNMENT OF TAIWAN	B313	401.6	241.4			160.3							
HONG KONG GOVT CP	B313	278.7	278.7										
HUD HOUSING & URBAN DEV	B313	1,417.3	99.2		529.9	24.6	5.0						758.6
INDIA A VBRNT ECNM PW AD	B313	285.8				285.8							
INSIDE RUSSIA ADVERTORIAL	B313	2,188.6			2,188.6								
INTERNAL REVENUE SERVICE	B313	1,863.1			1,535.4		31.5		12.5				283.6
INVEST AUSTRALIA	B313	626.9	573.5			53.3							
JOB CORPS	B313	6,111.7					4.9		552.3	5,320.7	226.6		7.2
MADRID CHAMBER/COMMERCE	B313	586.8	586.8										
METI MINISTRV/ECNMY/IND	B313	479.8	479.8										
NATIONAL GUARD & RESERVE	B313	1,569.6	167.5		90.7	1,286.0	25.3						
NATIONAL GHWHY TRFC SFTY	B313	267.3			4.2								263.1
REPUBLIC OF TURKEY	B313	601.6			164.1	285.8	151.7						
SECRETARIA/GOBERNACION	B313	410.1							410.1				
SECRETARIA/RLCNS EXTRS	B313	317.7							317.7				
UNITED SERVICE ORG	B313	816.1			700.0	116.0							
US AIR FORCE	B313	28,966.6	362.3		341.0		43.4	11,127.1	848.2	8,071.6	8,088.5		84.5
US AIR FORCE RESERVE	B313	1,882.5			1,270.2		3.8		579.2		29.3		
US ARMED FORCES ALL BRANCHES	B313	4,845.8							55.3	3,033.3	1,757.2		
US ARMY	B313	110,207.4	25,402.0	782.3	448.5	6.8	397.8	25,938.2	1,502.1	3,643.1	47,663.0	2,154.5	2,268.9
US ARMY CORPS/ENGINEERS	B313	366.5			303.2	50.0	13.3						
US ARMY NATIONAL GUARD	B313	5,498.3	1,836.6		151.2	350.1	49.4		3,020.1	6.3	75.6		9.0
US ARMY RESERVES	B313	29,355.0	4,578.6	522.9	96.4			6,956.7	237.4	1,212.4	15,690.0		60.4
US ARMY ROTC	B313	3,159.3	2,942.1				46.1						171.0
US BANKRUPTCY COURT	B313	611.5			579.7	31.8							
US BNKRPTCY CRT/DIST/DE	B313	413.7			68.1	345.6							
US BNKRPTCY CRT/STHRN/NY	B313	568.4			88.4	480.0							
US CHAMBER OF COMMERCE	B313	2,079.4	185.6		794.9	652.2	61.5					29.2	356.0
US COAST GUARD	B313	1,845.0			65.7		9.9		1,765.1				4.3
US DEPT OF AGRICULTURE	B313	964.2	40.2		46.7		15.9		49.4		29.3		782.7
US DEPT OF ENERGY	B313	1,348.8	179.5		1,159.3								10.0
US DEPT OF HOMELAND SEC	B313	304.4			139.3		111.2						53.9
US DEPT OF TRANS	B313	1,783.2			26.3		8.3	289.9	684.7	1.1	772.9		
US DEPT/HEALTH&HUMAN SVC	B313	9,145.5	3,348.6		622.1		21.4	1,026.6	3,045.0	8.6	346.4	679.3	47.4
US DIST COURT CENTRAL/CA	B313	263.4			205.5	57.8							
US DIST COURT/DIST/MA	B313	628.0			628.0								
US DISTRICT COURT	B313	998.6			986.7	11.9							
US ENVRNMNTL PRCTCN AGCY	B313	1,213.9	321.2		396.6				133.6		362.5		
US GENERAL SVC ADMIN	B313	690.0			563.2				126.8				
US MARINE CORPS & NAVY	B313	743.6					743.6						
US MARINES	B313	70,323.1	12,986.6		16.8		1,677.3	25,203.6	943.7	483.1	28,837.9		174.0
US MINT	B313	1,566.9			1,586.9								
US NAVAL RESERVE	B313	868.5			1.4		867.0						
US NAVY	B313	27,807.6	4,702.4		317.6			4,684.7	1,121.7	3,705.3	9,522.9	3,359.1	393.8
US OLYMPIC COMMITTEE	B313	474.0	302.7			168.6	2.8						
US POSTAL INSPECTION SVC	B313	258.8	209.8				49.0						
US PREVENTIVE MEDICINE	B313	315.0				315.0							
USPS CP	B313	671.1	333.9			337.2							
USPS PDTS & SERVICES	B313	19,020.4	3,561.4		263.7	229.4	197.1	10,389.9	79.6		2,965.0		1,334.4
USPS.COM ONLINE	B313	7,794.2	7,575.7			218.6							

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ARIZONA STATE LOTTERY	B314	4,409.0			1,119.6		1,912.0		1,377.4				
CALIFORNIA STATE LOTTERY	B314	14,847.3			289.9		3,972.2		7,084.2				3,501.0
COLORADO STATE LOTTERY	B314	2,988.5			334.2		1,081.3		1,573.1				
CONNECTICUT ST LOTTERY	B314	2,524.4			123.9		7.4		2,393.2				
DELAWARE STATE LOTTERY	B314	491.3			11.4		479.8						
DISTRICT/COLUMBIA LTRY	B314	2,274.3			1,715.5		228.3		330.5				
FLORIDA STATE LOTTERY	B314	14,324.1			566.2		4,766.0		8,591.0				400.9
GEORGIA STATE LOTTERY	B314	11,251.4			133.6		2,061.2		7,664.5				1,392.1
HOOSIER LOTTERY	B314	1,824.7					250.6		1,574.1				
IDAHO STATE LOTTERY	B314	293.1					162.5		130.5				
ILLINOIS STATE LOTTERY	B314	14,192.2	64.3		1,756.0		1,082.6		11,227.7		0.0		61.5
IOWA STATE LOTTERY	B314	2,258.2					427.9		1,830.3				
KANSAS STATE LOTTERY	B314	486.0					146.2		339.8				
KENTUCKY STATE LOTTERY	B314	3,813.9			713.5		365.5		2,734.9				
LOUISIANA STATE LOTTERY	B314	1,484.9			23.8		814.8		646.3				
MAINE STATE LOTTERY	B314	370.6							370.6				
MARYLAND ST LOTTERY & VA ST LOTTERY	B314	748.1			624.2				123.9				
MARYLAND STATE LOTTERY	B314	4,635.0			188.9		813.2		3,632.9				
MASSACHUSETTS ST LOTTERY	B314	1,605.5			339.5		595.8		517.1				153.1
MICHIGAN STATE LOTTERY	B314	7,727.0			2,086.9		1,118.2		2,574.6				1,947.3
MINNESOTA STATE LOTTERY	B314	1,658.5					715.6		777.7				165.2
MISSOURI STATE LOTTERY	B314	915.4					330.8		584.6				
NEBRASKA STATE LOTTERY	B314	634.5			41.8		295.8		297.0				
NEW JERSEY STATE LOTTERY	B314	2,456.2			112.3		1,383.2		960.7				
NEW MEXICO STATE LOTTERY	B314	584.7			5.2		232.7		346.7				
NEW YORK STATE LOTTERY	B314	35,116.9			2,230.6		3,974.3		25,771.6				3,140.4
NORTH CAROLINA EDUC LTRY	B314	1,425.9					286.3		1,139.6				
OHIO STATE LOTTERY	B314	4,894.4			151.3		1,021.6		3,721.5				
OKLAHOMA STATE LOTTERY	B314	1,773.6			91.9		421.4		1,260.3				
OPAP LOTTERY ORG	B314	377.0	275.3		101.7								
OREGON STATE LOTTERY	B314	3,991.7			1,032.2		1,434.6		1,279.4				245.5
PENNSYLVANIA ST LOTTERY	B314	14,485.7			146.8		3,020.7		11,318.2				
RHODE ISLAND ST LOTTERY	B314	613.9					243.1		370.8				
SOUTH CAROLINA EDUC LTRY	B314	1,949.5			16.0		270.8		1,662.7				
TENNESSEE STATE LOTTERY	B314	4,887.1			248.9		727.0		3,911.1				
TEXAS STATE LOTTERY	B314	12,297.9					4,725.4		7,036.6				535.9
VERMONT STATE LOTTERY	B314	279.5							279.5				
VIRGINIA STATE LOTTERY	B314	7,260.4			91.9		2,429.5		4,739.0				
WASHINGTON STATE LOTTERY	B314	2,657.7			141.1		1,482.1		958.9				75.6
WEST VA STATE LOTTERY	B314	735.8			154.3		158.3		423.2				
WISCONSIN STATE LOTTERY	B314	1,632.9			61.6		225.7		1,345.6				
ALAMEDA SUPERIOR COURT	B315	546.5			546.5								
ALL KIDS CHILD HLTH/PRGM	B315	382.7							382.7				
ARIZONA DEPT/HEALTH SVC	B315	1,561.9			183.9		214.3		1,163.6				
ARIZONA UNCLM PRPRTY UNT	B315	338.6			338.6								
ARLINGTON CNTY PLNG CMSN	B315	272.7			272.7								
BEXAR RGNL WTRSHD MGT	B315	257.2			229.5		27.7						
BOARD/ELECTIONS CMSNRS	B315	1,207.7			1,207.7								
BOROUGH OF MANHATTAN	B315	502.0					502.0						
BOSTON RDVLPMT AUTH	B315	423.7			423.7								
BRAINERD LAKES CHMBR/CMR	B315	412.9			412.9								
BROOKS DEVELOPMENT AUTH	B315	257.9	257.9										
BROWARD COUNTY SCH BOARD	B315	332.6			332.6								
BROWARD COUNTY SHRF OFC	B315	271.7			271.7								
CALIFORNIA DEPT/BOATING	B315	282.1											282.1
CALIFORNIA DEPT/BTNG&WTR	B315	1,695.9			14.1		28.3		13.1				1,640.4
CALIFORNIA DEPT/CNSR/RCY	B315	3,193.6											3,193.6
CALIFORNIA DEPT/CNSRVTN	B315	498.4			7.1		397.1						94.2
CALIFORNIA DEPT/CON AFR	B315	4,180.7					112.1		4,068.6				
CALIFORNIA DEPT/CRCTN	B315	469.5			144.6		324.9						
CALIFORNIA DEPT/HEALTH	B315	554.1											554.1
CALIFORNIA DEPT/HLTH SVC	B315	9,359.9			19.5		27.6		9,124.5				188.3

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CALIFORNIA DEPT/TRANS	B315	374.4			353.2		21.2						
CALIFORNIA GRANT EDFUND	B315	667.4											667.4
CALIFORNIA OFC/PRBLM GMB	B315	1,145.3											1,145.3
CALIFORNIA PBLC UTLT CM	B315	2,148.6			1,381.9		195.8		558.2				12.8
CALIFORNIA ST TRSRS OFC MISC FIN	B315	574.7			550.4	24.2							
CALIFORNIA SUPERIOR CRT	B315	342.7			342.7								
CHIP CHILD HLTH INS PRGM	B315	1,527.8					16.4		1,511.4				
CITY COUNCIL/CITY/DLS TX	B315	352.4			352.4								
CITY OF ADDISON TX	B315	305.5			305.5								
CITY OF ARLINGTON TX	B315	450.7			450.7								
CITY OF BALTIMORE MD	B315	774.4			768.4		6.0						
CITY OF BOSTON MA	B315	2,523.7			2,523.7								
CITY OF BRIDGEPORT CT	B315	270.3			270.3								
CITY OF CHANDLER AZ	B315	394.8			379.7		15.1						
CITY OF CHICAGO IL	B315	2,881.1			2,808.9		72.2						
CITY OF DALLAS TX	B315	5,340.4			5,255.3		85.1						
CITY OF EAST ORANGE NJ	B315	526.2			526.2								
CITY OF ELIZABETH NC	B315	305.8			305.8								
CITY OF FORT WORTH TX	B315	2,264.1			2,234.6		29.5						
CITY OF GRAND RAPIDS MI	B315	360.0			360.0								
CITY OF HARTFORD CT	B315	269.1			269.1								
CITY OF HIALEAH	B315	325.2			325.2								
CITY OF HOUSTON	B315	1,003.7			994.6		9.1						
CITY OF IRVING TX	B315	252.0			252.0								
CITY OF JACKSONVILLE FL	B315	349.0			337.8		11.2						
CITY OF LONG BEACH CA	B315	546.6	348.4		156.6		41.6						
CITY OF LOS ANGELES CA	B315	684.4			684.4								
CITY OF MEMPHIS TN	B315	264.3			264.3								
CITY OF MIAMI BEACH FL	B315	457.0			403.9		53.2						
CITY OF MIAMI FL	B315	1,078.6			1,078.6								
CITY OF MIAMI GARDENS	B315	330.5			330.5								
CITY OF NEW YORK NY	B315	259.8			256.6	3.2							
CITY OF NEWARK NJ	B315	1,400.5			1,395.4		5.1						
CITY OF NORFOLK VA	B315	493.4			453.9		39.5						
CITY OF OXNARD	B315	469.9			468.7		1.2						
CITY OF PHILADELPHIA PA	B315	2,064.5			2,064.5								
CITY OF PLAINFIELD	B315	600.2			600.2								
CITY OF RICHMOND VA	B315	343.4			343.4								
CITY OF ROCHESTER	B315	1,028.6	25.8		1,002.9								
CITY OF SAN ANTONIO	B315	590.4	15.2		539.0		36.2						
CITY OF SAN JOSE CA	B315	763.4			731.0		32.5						
CITY OF SANTA CLARITA CA	B315	289.2			276.2		13.0						
CITY OF SOULARD	B315	388.1			388.1								
CITY OF SUNRISE	B315	286.9			286.9								
CITY OF TAMPA FL	B315	480.0			480.0								
CITY OF THOUSAND OAKS CA	B315	279.0			279.0								
CITY OF WHITE PLAINS NY	B315	283.3			283.3								
CITY PLN CMNS/CTY/DALLAS	B315	319.3			319.3								
CITY/CHICAGO CMNTY DV CM	B315	594.7			594.7								
CITY/CHICAGO DEPT/PLNG	B315	274.3			274.3								
CITY/CHICAGO DEPT/PRCRMN	B315	994.0			994.0								
CITY/CITRUS HEIGHTS CA	B315	296.5			296.5								
CITY/FORT LAUDERDALE FL	B315	256.7			256.7								
CITY/NORTH MIAMI BCH FL	B315	367.1			367.1								
CITY/PALM BEACH GARDENS	B315	338.7			338.7								
CITY/VIRGINIA BEACH VA	B315	261.6			261.6								
CLICK IT OR TICKET CMPGN	B315	11,806.1			30.8		43.7	4,962.2	4,190.5	22.3	2,081.2	475.5	
COLORADO DEPT/HEALTH	B315	459.2			89.1		16.2		353.9				
COMMONWEALTH/MA JVNL CRT	B315	2,958.2			2,958.2								
COMMONWEALTH/MA LAND CRT	B315	1,793.1			1,793.1								
COMMONWEALTH/MA/FAM CRT	B315	559.0			559.0								
COMMUNITY DEV COMMISSION	B315	252.9			252.9								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CONNECTICUT DEPT/TRANS	B315	1,124.8			832.9				291.9				
CONNECTICUT DEPT/TRSRY	B315	1,618.4			1,615.5	2.9							
COOK COUNTY CLERK	B315	3,218.9			3,218.9								
COOK COUNTY COLLECTOR	B315	1,724.5			1,724.5								
COUNTY OF BEXAR	B315	349.1			349.1								
COUNTY OF BREVARD FL	B315	515.6			515.6								
COUNTY OF BROWARD FL	B315	273.6			273.6								
COUNTY OF COOK IL	B315	3,769.2			3,769.2								
COUNTY OF DALLAS TX	B315	1,128.1			1,046.1	82.0							
COUNTY OF ESSEX NY	B315	1,496.9			1,496.9								
COUNTY OF HILLSBOROUGH	B315	486.1			486.1								
COUNTY OF KING	B315	262.5			262.5								
COUNTY OF LOS ANGELES CA	B315	390.8	348.5		42.3								
COUNTY OF TARRANT TX	B315	404.2			404.2								
COUNTY OF UNION	B315	373.1			373.1								
COURT APPOINTED SPCL ADV	B315	525.6			525.6								
CUYAHOGA COUNTY AUDITOR	B315	1,534.3			1,534.3								
DALLAS BOARD/ADJUSTMENTS	B315	509.9			509.9								
DALLAS CITY COUNCIL	B315	470.7			470.7								
DALLAS PLANNING CMSN	B315	277.6			277.6								
DELAWARE VLV RGNL PLNG	B315	316.4			316.4								
DENVER METRO CHMBR/CMRC	B315	623.0	31.7		565.1			26.2					
DEPARTMENT/ENVRMTL PRTC	B315	408.7			234.7			174.0					260.5
DHS-CPNS AFRICAN AMER	B315	260.5											
DIR LOCAL GOVT	B315	3,146.2			3,146.2								
DISTRICT CRT/JHNSN CNTY	B315	333.7			333.7								
EAST BAY RGNL PARK DIST	B315	504.7			485.4			19.3					
EDVEST WI CLG SVNGS PLN	B315	286.0			286.0								
FAIR HSGN CNCL/SBRBN PHL	B315	296.0			296.0								
FAIRFAX CNTY BRD/SPRSRS	B315	626.1			626.1								
FAIRFAX COUNTY PLNG CMSN	B315	378.2			378.2								
FLORIDA CIRCUIT COURT	B315	471.9			471.9								
FLORIDA DEPT/HEALTH	B315	828.4				172.0		321.5					334.9
FLORIDA DEPT/TRANS	B315	788.6			316.2	16.5		177.1					278.7
FLORIDA PREPAID CLG BRD	B315	564.2						564.2					
FLORIDA WATER CNSRVTN	B315	292.7						292.7					
FLORIDAS TURNPIKE ENTRPR	B315	893.1			27.8	865.3							
FOREST PRSRV/COOK CNTY MISC FIN	B315	422.1			422.1								
FRANKLIN COUNTY AUDITOR	B315	1,611.8			1,611.8								
FRANKLIN COUNTY TRSR	B315	314.9			314.9								
GOVERNORS HIGHWAY SAFETY	B315	258.2						258.2					
GREATER INDNPLS/CMRC	B315	250.4			250.4								
GREATER RCHSTR/ECNMC DEV	B315	306.2			306.2								
HARVARD ECONOMIC DEV	B315	322.6			322.6								
HILLSBOROUGH CY BRD/CMSR	B315	815.5			815.5								
ILLINOIS DEPT OF HEALTH	B315	1,318.5						1,318.5					
ILLINOIS DEPT OF TRANS	B315	995.5			240.2	97.0		658.3					
LOS ANGELES COUNTY/SNTN	B315	309.8			40.3	269.5							
LOS ANGELES DEPT/HTH SVC	B315	461.5				461.5							
LOS ANGELES DEPT/PBL WRK	B315	366.2			366.2								
LOS ANGELES HEALTH DEPT	B315	517.3				517.3							
LOS ANGLS CNTY DEPT/HLTH	B315	305.2			172.6	132.6							
LOS ANGLS CNTY SHRFS DPT	B315	477.0			20.3	456.7							
LOWER MANHATTAN DEV CORP	B315	434.9	26.9		408.0								
MARYLAND DEPT OF TRANS	B315	514.7			514.7								
MASSACHUSETTS DEPT/HLTH	B315	528.4			68.4	113.9		321.0					25.1
MASSACHUSETTS HGHWY DEPT	B315	578.7			578.7								
MIAMI-DADE COUNTY	B315	872.6			832.4	40.3							
MIAMI-DADE EXPRSWY AUTH	B315	310.4			263.9	46.5							
MIAMI-DADE POLICE DEPT	B315	381.2			376.4	4.8							
MIAMI-DADE/BRD/CTY CMSNR	B315	2,257.1			2,257.1								
MICHIGAN DEPT/CMNTY HLTH	B315	513.7			59.9			392.2					61.6

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MICHIGAN ST HSG DEV AUTH	B315	872.9			872.9								
MONTGOMERY COUNTY TRSR	B315	285.0			285.0								
NATIONAL CITY	B315	260.9			260.9								
NEVADA DEV AUTHORITY	B315	553.9			348.4		91.3		114.3				
NEW HAVEN HOUSING AUTH	B315	310.0			279.8	30.2							
NEW JERSEY BRD/PBL UTLTS	B315	537.4			524.1	13.3							
NEW JERSEY DEPT/HLTH/SNR	B315	1,345.7			6.5								1,339.2
NEW JERSEY DEPT/TREASURY	B315	1,421.7			1,421.7								
NEW JERSEY TURNPIKE AUTH	B315	396.1			396.1								
NEW JERSEY UNCLMD PRPRTY	B315	1,420.8			1,420.8								
NEW MEXICO DEPT/TRANS	B315	551.9			42.2		279.9		229.8				
NEW YORK CITY DEPT/EDUC	B315	906.9			362.7	47.6	494.3						2.4
NEW YORK CITY DEPT/HLTH	B315	5,699.9			252.2		1,272.8		4,174.9				
NEW YORK CITY DEPT/SNTN	B315	766.4			162.7	589.9	13.8						
NEW YORK CITY HSNG AUTH	B315	382.6			236.7	145.9							
NEW YORK CTY DEPT/ENV PR	B315	375.3			375.3								
NEW YORK ST DEPT/ECN DEV	B315	449.4			163.6	285.8							
NEW YORK ST DEPT/ENV CON	B315	603.6			584.9	18.7							
NEW YORK ST DPT TXTN&FIN	B315	340.3			340.3								
NEW YORK STATE DEPT/HLTH	B315	9,388.9	302.2	98.3	140.3	360.4	246.7		8,122.8				118.3
NEW YORK SUPREME COURT	B315	268.5			260.4	8.1							
NEW YORK/DEPT/HLTH/HYGN	B315	632.7					632.7						
NEW YRK ST DEPT/PBL SVC	B315	512.4			370.7	141.8							
NEWARK NJ HOUSING AUTH	B315	568.6			568.6								
NORTH CAROLINA DEPT/TRNS	B315	285.9			285.9								
NORTH CAROLINA ST LTRY	B315	723.4							723.4				
NORTH CRLN HLTH&FNDTN	B315	490.9			10.6				480.3				
OHIO DEPT/HEALTH	B315	252.8					14.4		238.4				
OREGON DEPT/HUMAN SVC	B315	372.3					12.8		339.3				20.3
ORPHANS/CRT DIV/CMN PLS	B315	417.7			417.7								
PENNSYLVANIA DEPT/HEALTH	B315	627.4			40.9		6.3		580.2				
PENNSYLVANIA DEPT/TRANS	B315	306.2			29.7		185.7		86.5				4.3
PENNSYLVANIA DEPT/RSRY	B315	7,219.8			7,219.8								
PHILADELPHIA CY BRD/ELEC	B315	1,137.3			1,137.3								
PHILADELPHIA SHERIFF OFC	B315	311.3			311.3								
PINELLAS CNTY BRD/CMSNRS	B315	393.6			393.6								
PINELLAS PLANNING CNCL	B315	437.0			437.0								
PLANNING COMMISSION/TMP	B315	501.4			501.4								
PORT OF SEATTLE	B315	475.9	24.8		355.8		95.3						
PUBLIC UTILITIES CMSN	B315	1,071.6					328.1		28.0				715.5
REGIONAL FLOOD CNTRL DST	B315	344.7							344.7				
RHODE ISLAND DEPT/HEALTH	B315	260.6							260.6				
RHODE ISLAND HOUSING	B315	255.2					188.7		66.5				
ROAD HOME HSNG ASST CTR	B315	330.4			330.4								
SAN DIEGO CHAMBER/CMRC	B315	877.5			877.5								
SAN FRNCSC DEPT/HMN SVC	B315	276.7			276.7								
SAN FRNCSC PBL UTLS CMSN	B315	264.6			36.8		227.9						
SANITATION DIST/LS ANGLS	B315	379.8			379.8								
SHELBY COUNTY ELCNT CMSN	B315	312.9			308.9				4.0				
SMUD SCRNMNT MNCPL UTL DS	B315	858.2			815.7		42.5						
SOLID WASTE AUTH/PLM BCH	B315	521.0			94.8				426.2				
SOUTH FL WATER MGT DIST	B315	777.7			773.9				3.8				
SOUTHWEST FL WATER MGT	B315	380.4			199.4		54.9		126.1				
ST JOHNS RIVER WATER MGT	B315	928.2			65.3		319.5		535.0				8.4
STATE CHILD HEALTH INS	B315	1,292.5			1,292.5								
STATE OF CA	B315	620.2			606.7		13.5						
STATE OF CT	B315	416.2			399.9	16.4							
STATE OF FL	B315	608.2			608.2								
STATE OF IN ATTY GENERAL	B315	1,300.5			1,300.5								
STATE OF MA	B315	1,580.7			1,580.7								
STATE OF MI	B315	278.3			278.3								
STATE OF NJ	B315	532.1			503.4	8.9	19.8						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
STATE OF TX	B315	606.2			606.2								
STATE TREASURE OF NJ	B315	1,113.4			1,113.4								
STATE/MA TREASURY DEPT	B315	2,737.4			2,737.4								
SUPERIOR COURT/FAIRFIELD	B315	1,394.2			1,394.2								
SUPERIOR COURT/NJ	B315	428.4			414.8	13.6							
SUPERIOR COURT/SANTA CLR	B315	323.1			287.3	35.7							
SUPERIOR COURT/STATE/CA	B315	1,744.8			1,678.2	66.6							
TENNESSEE DEPT/TRANS	B315	399.3			393.2		2.7		3.5				
TEXAS CMPTRLR/PBLC ACNTS	B315	9,262.9			9,262.9								
TEXAS CMSN/ENVRNMT QLTY	B315	751.8			743.7		8.1						
TEXAS COMMISSION/ARTS	B315	322.3	322.3										
TEXAS DEPT OF HEALTH	B315	676.7			104.8		176.9		261.5				133.4
TEXAS DEPT OF TRANS	B315	3,054.6	30.9		528.8		1,088.1		1,334.0				72.9
TEXAS DEPT/AGRICULTURE	B315	361.1	283.0		64.7		12.6		0.8				
TOWNSHIP OF AURORA	B315	373.3			373.3								
TOWNSHIP OF MANALAPAN	B315	636.1			636.1								
TRAFFIC SAFETY CMSN	B315	514.4						514.4					
US BORDER PATROL	B315	354.7			16.2		305.9						32.6
USDA FOOD STAMP PROGRAM	B315	2,385.5											2,385.5
UTAH DEPT OF HEALTH SVC	B315	464.2			33.6		15.3		415.3				
VENTURA COUNTY ECO DEV	B315	258.8			258.8								
VIRGINIA DEPT OF HEALTH	B315	501.6			13.6		262.6		225.5				
VIRGINIA DEPT OF TRANS	B315	518.0			494.4		23.6						
WAKE COUNTY	B315	1,307.5			1,307.5								
WAKE COUNTY REVENUE DEPT	B315	454.5			454.5								
WASHINGTON DC CNCL/GOVT	B315	302.5											302.5
WASHINGTON DEPT/HEALTH	B315	471.0					44.5		304.6				122.0
WASHINGTON METRO TRANSIT	B315	443.7			382.5		61.2						
WASHINGTON ST DEPT/ECLGY	B315	284.5			94.8		70.9		112.3				6.5
WASHINGTON ST DEPT/HLTH	B315	908.6					26.1		695.2				187.4
WORKERS COMP FUND/UT	B315	355.5			89.0				266.5				
NEW YORK CLG SVNGS PRGRM	B319	453.3							453.3				
OVER THE LIMIT CAMPAIGN	B319	13,897.2						10,166.1	292.1		3,439.0		
AFL-CIO UNION	B321	917.1			205.9	623.7			30.9		48.1		8.5
AFSCME UNION	B321	723.1			88.4	41.1	65.6		222.1			6.3	299.7
AMERICAN FDRTN/TCHRS	B321	608.0			168.9								439.1
COMMUNICATIONS WRKRS/AMR	B321	296.7			207.4	89.3							
CONSUMERS UNION	B321	300.2				106.4							193.8
CSEA CIVL SVC EMP ASSN	B321	255.4			41.9				105.9				107.5
IBEW INTL BRTHRHD EL WRK	B321	342.0			20.1		27.8		270.8				23.3
IBEW INTL BRTHRHD EL WRK &NECA UNION	B321	277.9			31.3				215.2		31.4		
INTL ASSN/MACHINIST&AERO	B321	359.9					21.0		54.0	168.3	31.7		84.9
NATIONAL TAXPAYERS UNION	B321	421.0			421.0								
SEIU SVC EMP INTL UNION	B321	2,865.7			195.6	31.5	68.5		806.6				1,763.6
SERVICE EMP INTL UNION	B321	759.0			77.8		159.5						364.0
UAW UNITED AUTO WRKRS UN	B321	457.9			108.5		29.4		199.6				120.4
UNITED FD&CMRCI WKRS/UN	B321	1,146.3			296.4				849.9				
UNITED FEDERATION/TCHRS	B321	1,555.9			37.7	108.5			1,162.5				247.2
ALZHEIMERS ASSN	B322	6,716.8	4,755.1	1,271.6	230.1		22.1		103.3		2.2		332.3
AMERICAN CANCER SOCIETY	B322	25,765.3	7,524.6	353.5	883.1	320.8	250.7	9,958.6	1,315.9	483.0	4,154.0		521.2
AMERICAN CHILD SOC ORG	B322	1,754.2			1,754.2								
AMERICAN DIABETES ASSN	B322	4,746.9	2,751.7		644.2	54.0	171.2		896.1		100.2		129.4
AMERICAN HEART ASSN	B322	16,054.7	10,084.0	655.8	139.3	619.3	227.9	1,928.6	390.5		1,288.3	539.5	181.5
AMERICAN HEART ASSN &AMER STRK ASSN	B322	567.7	512.2		55.5								
AMERICAN INDIAN CLG FUND	B322	1,580.2	46.9	1,479.5					10.5		40.8		2.5
AMERICAN JEWISH CMT	B322	1,839.2			72.1	101.9						1,644.4	20.8
AMERICAN LUNG ASSN	B322	778.5			439.8		80.2		198.2		56.2		4.0
AMERICAN RED CROSS	B322	11,600.6	8,099.9		1,399.2	57.5	231.5		1,107.6		693.9	7.5	3.6
AMERICANS/CHILD HEALTH	B322	552.2							552.2				
AMERICAS HEALTH INS PLNS	B322	871.3							596.0		275.3		
AMNESTY INTL USA	B322	416.1			1.0	341.0	65.2		7.5		1.4		
ANTI-DEFAMATION LEAGUE	B322	294.5			119.7	140.8			34.0				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ARIZONA METH PROJECT ORG	B322	531.8			180.8		351.1						
ARTHRITIS FOUNDATION	B322	354.7			84.9		25.9		122.9		120.9		
BELLEVUE BAPTIST CHURCH	B322	366.9			0.6		43.4		322.9				
BIG BROS & BIG SISTERS	B322	453.3			153.9		299.4						
BILLY GRHM EVNGLSTC ASSN	B322	834.0				285.9	81.5		459.7				6.9
BLUEGRASS FREEDOM FUND	B322	667.5							667.5				
BOYS&GIRLS CLUBS/AMER	B322	514.6			394.5	19.7	55.6		44.7				
BREAST CANCER ACTION ORG	B322	319.5			319.5								
CALIFORNIA DONOR RGSTRY	B322	324.4											324.4
CANCER FUND OF AMERICA	B322	328.8			328.8								
CANCER PRVNTN&NTRTN SCTN	B322	320.7					320.7						
CANCERANDCAREERS.ORG ONLINE	B322	273.0	273.0										
CANDIES FOUNDATION	B322	1,778.6	1,570.6						12.9		195.1		
CANINE COMPANIONS/INPNDC	B322	5,816.4			31.9			5,628.1	156.4				
CARE ORG	B322	1,125.9	842.0			205.6			70.7		7.6		
CARS FOR COURAGE ORG	B322	254.7			254.7								
CARS FOR KIDS ORG	B322	356.1			162.8				193.4				
CATHOLIC CHARITIES	B322	691.4			461.6	14.4	69.9		145.6				
CHARITY MOTORS ORG	B322	326.2			161.0		37.5		127.8				
CHILDREN INC	B322	332.6	272.9		0.4				59.3				
CHILDREN INTL	B322	7,163.6						750.0	852.1	2,543.6	2,945.3	72.6	
CHILDRENS DEFENSE FUND	B322	325.0	13.6		56.2	28.7	57.0		78.0		87.8		3.6
CHILDRENS MIRACLE NTWRK	B322	3,062.8	1,788.2		211.6		160.9		551.1		351.0		
CHILDRENS TRUST ORG	B322	433.9					82.8		351.2				
CHILDRENS WISH FNDTN	B322	706.6			706.6								
CHRISTIAN CHILDRENS FUND	B322	22,314.5						387.8	4,119.4	15,034.4	2,772.9		
CHURCH/LATTER-DAY ST	B322	2,495.7						14.0		2,150.3		331.4	
CITY HARVEST ORG	B322	662.9			318.2	344.7							
CITY OF HOPE ORG	B322	327.9			165.3		162.6						
CITYMEALS-ON-WHEELS	B322	307.7	16.7			291.1							
CLIENT OUTREACH CENTER	B322	303.5					303.5						
COVER CA KIDS	B322	340.8											340.8
CREFLO DOLLAR MINISTRIES	B322	443.3				105.5		131.7		206.2			
CROHNS&COLITIS FNDTN/AMR	B322	378.9			15.9		0.4		16.9		345.7		
DC TOBACCO FREE FAM PRTN	B322	464.2					184.0		280.2				
DEBUNKIFY.COM ANTI SMKNG	B322	2,728.8							2,728.8				
DESIGN INDSTRS FNDTN/ADS	B322	1,883.3	1,883.3										
DIR RELIGIOUS&CHARITABLE ORG	B322	19,359.8			19,158.1	201.7							
DISABLED AMER VETERANS	B322	362.6	168.0		180.6				14.0				
DONATE LIFE ORG	B322	943.8					277.5	23.1	643.2				
DONATE LOCAL ORG	B322	355.9			328.9		27.0						
DUCKS UNLTD CNSRVTN GRP	B322	679.4	474.9						84.7		119.9		
EARTHJUSTICE LGL DEF FND	B322	1,753.2	424.2	1,186.7		57.5			51.1				33.7
ENVIRONMENTAL DFNS FND	B322	504.3			118.2	28.7			357.3				
FEED THE CHILDREN FNDTN	B322	1,672.3			1.5	14.4		163.5	134.5	549.1	612.1		197.3
FIRST BAPTIST CHURCH	B322	342.2			31.4		179.2		131.6				
FIRST TEE ORG	B322	384.2						34.0	19.5		330.7		
FRESH AIR FUND	B322	2,924.1	738.5	107.7	217.0	1,860.9							
FUND FOR PUBLIC SCHOOLS	B322	1,577.5	122.8		32.4	57.5			1,364.8				
GIVE THE GIFT/SIGHT ORG	B322	580.4	580.4				645.2						
GOOD NEWS MSN RLGS ORG	B322	645.2											
GOODWILL INDUSTRIES INTL	B322	3,507.4	89.4		343.2		993.7		2,070.7				10.4
GORDON HARTMAN FAM FNDTN	B322	348.7							348.7				
HABITAT/HUMANITY INTL	B322	391.1			275.0	57.5	7.6		51.0				
HE BUTT FOUNDATION	B322	444.1											444.1
HELPING HANDS/AMER ORG	B322	296.4			234.2				62.3				
HERITAGE FOR THE BLIND	B322	329.0			5.9		323.2						
IGLESIA UNIVERSAL	B322	457.8			388.1				457.8				
ILLINOIS FATHERHOOD INTV	B322	388.1											
INNER CITY SCHLRSHP FND	B322	264.2				264.2							
INTL FUND/ANIMAL WELFARE	B322	483.7	257.3	108.8	10.5		98.7		4.3	4.1			
JUVENILE DIABETES FNDTN	B322	1,628.8			75.8		40.4		400.5	1,112.0			

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
KARS 4 KIDS ORG	B322	343.6			24.0		319.7						
KEEP A CHILD ALIVE ORG	B322	1,161.0	1,095.1								65.9		
KENNETH COPELAND MNSTRY	B322	298.7							298.7		0.0		
LDS CHURCH	B322	700.6					194.0						506.6
LEUKEMIA & LYMPHOMA SOC	B322	640.8	403.2		47.9		167.6						22.0
LUTHERAN HOUR MINISTRIES	B322	1,371.7							14.9				1,356.8
MAKE-A-WISH FOUNDATION	B322	34,167.8	846.5		1,446.6		22.7	31,686.5	165.1		0.5		
MALARIA NO MORE ORG	B322	469.5							138.3		331.2		
MARCH OF DIMES	B322	1,399.0	689.0		29.8	120.8	110.9		423.2		25.4		
MARCH OF DIMES WALK AMER	B322	350.7	279.1		70.4		1.2						
MEALS ON WHEELS	B322	1,175.7	657.3		26.0		2.4		473.3		16.8		
MERCY CORPS INTL ORG	B322	621.5							6.4		615.1		
METH NOT EVEN ONCE ORG	B322	1,213.6							1,159.1		0.0		54.5
MILAGRO FOUNDATION	B322	967.4	967.4										
MISSIONARY OBLATES/MARY IMMCLT	B322	408.6		408.6									
MOUNTAIN VISTA FARM	B322	797.0							797.0				
MS LIFELINES ORG	B322	421.2			335.0	86.2							
MY WONDERFUL WORLD ORG	B322	329.4							329.4				
NATIONAL FNNDN/INFCTS DS	B322	1,584.0	539.0	419.5		188.6			7.3			427.1	2.5
NATIONAL GEOGRAPHIC SOC	B322	2,634.5	2,616.8		17.7								
NATIONAL KIDNEY FNNDN	B322	1,015.5	208.8		16.3		182.1		582.7		25.7		
NATIONAL MLTPL SCLRS SOC	B322	2,275.8	1,724.5		138.7		253.9		39.8		119.0		
NATURE CONSERVANCY ORG	B322	1,948.7	1,452.2		14.8	61.1	61.2		90.3		269.1		
NEW DESTINY CHRSTN CTR	B322	261.9					261.9						
NEW YORK CARES	B322	287.9	182.1		105.8								
NORTH AMER MENOPAUSE SOC	B322	297.8	290.7						7.1				
NSF INTL CP	B322	4,640.7	4,640.7										
ONE CAMPAIGN ORG	B322	1,228.9						249.5	792.4		186.9		
OPRAHS ANGEL NETWORK	B322	724.4	724.4										
ORANGE CNTY CMNTY FNNDN	B322	381.9		381.9									
OUTREACH CENTER ORG	B322	3,279.1		2,497.1		782.0							
OVARIAN CANCER RSRCN FND	B322	1,327.1	731.1						4.6		591.4		
PARALYZED VETERANS/AMER	B322	270.3			28.5	109.7	2.0		122.8		7.4		
PARENTS FOR CHOICE/EDUC	B322	309.5							309.5				
PEACE CORPS	B322	1,192.5	1,154.0		38.5								
PETA PEOPLE/ETH TRT/ANML	B322	396.8	64.1		189.9		38.0		94.7		10.1		
PETA2.COM ONLINE	B322	1,122.9	1,122.9										
PLANNED PARENTHOOD	B322	792.6			48.5		286.0		429.3		1.6		27.3
POLLY KLAAS FOUNDATION	B322	529.2		529.2									
PRIMEROS 5 CA ORG	B322	1,070.8							1,070.8				
PURPLE HEART ORG	B322	1,055.6			857.2		148.5						50.0
RACE FOR THE CURE EVENT	B322	2,618.3	2,348.2		259.8								
RAWHIDE BOYS RANCH	B322	378.6			58.0				10.3				
REBUILDING TOGETHER ORG	B322	491.9	419.0		15.6		57.1		320.7				
RELAY FOR LIFE AMER CNCR	B322	311.2	263.5		47.7				0.3				
ROBERT TILTON MINISTRIES	B322	368.0							3.7		364.3		
ROLEX MENTOR ORG & PROTEGE ARTS/ORG	B322	657.8			657.8								
RONALD MCDONALD CHRTS/GR	B322	945.1	945.1										
RONALD MCDONALD HOUSE	B322	2,175.3	1,127.5		66.2	917.0	64.7						
SACRAMENTO CHILD HOME	B322	258.7			73.9		68.5						116.3
SALVATION ARMY	B322	7,493.7	1,167.6		1,722.9		475.1	1,450.9	862.8		886.5	510.0	418.0
SALVATION ARMY & TARGET DEPT STORE	B322	418.3			400.6	17.7							
SAMSUNG FOUR SNS/HP ORG	B322	1,983.9	1,660.6	104.0		219.4							
SCHWABLEARNING.ORG ONLINE	B322	968.2	874.3								93.9		
SECOND BAPTIST CHURCH	B322	361.6			58.6		253.3		49.7				
SHARE OUR STRENGTH	B322	364.3			1.7						362.6		
SIERRA CLUB	B322	259.8	31.3		11.4		3.9		1.3				212.0
SMILE TRAIN ORG	B322	18,512.9	8,618.8	2,740.9	5,648.4	1,484.7	20.1						
SPARKTOP.ORG ONLINE	B322	367.5	367.5										
SPECIAL OLYMPICS ORG	B322	335.3	257.0		4.8		9.5		64.0				
SUSAN/KMN BRST CNCR FNND	B322	4,812.5	3,970.5		300.4	19.2	522.4						
TEAM IN TRAINING/LLS	B322	288.4	268.8		19.6								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TIGER WOODS FOUNDATION	B322	1,556.1	1,439.8										116.3
TOGETHER/HEALTH CR CLTN	B322	322.7							322.7				
TRUTH ORG	B322	1,307.9	1,307.9										
UNICEF ORG	B322	2,370.1	1,471.2	82.7	1.4	338.2	57.2		92.3		327.0		
UNITARIAN UNVRSLST CNGRG	B322	1,121.5	1,110.2		11.3								
UNITED CEREBRAL PALSY	B322	849.1			362.2		3.0		54.6				429.2
UNITED CHURCH OF GOD	B322	1,762.6	1,762.6										
UNITED METHODIST CHURCH	B322	3,014.9			50.2	4.0	84.3		231.5		2,644.8		
UNITED NEGRO CLG FUND	B322	585.9	175.9		190.9		40.2		172.7	2.2	4.0		
UNITED WAY OF AMERICA	B322	6,456.8	341.3		3,037.4	164.6	1,083.7		1,783.3	46.3	0.2		
UNITED WAY OF AMERICA & YMCA	B322	282.3			282.3								
V FOUNDATION/CNCR RSRCH	B322	490.1	188.5					23.8			277.8		
VILLAGEBANKING.ORG ONLINE	B322	1,273.9	1,204.8			69.1							
VOICE OF THE MARTYRS	B322	292.8			0.7						154.1	138.0	
VOLUNTEERS OF AMERICA	B322	4,039.7	306.6		1,412.8		121.8		2,084.7				113.8
VOTE VETS ORG	B322	310.6							278.2		29.3		3.1
WASHINGTON CNCL/BLND ORG	B322	264.5			264.5								
WORLD WILDLIFE FUND	B322	7,179.7	2,815.3	4,364.4									
WORLD WILDLIFE FUND/NATR	B322	372.7							135.2		237.5		
WSPA WRLD SOC/PRTN/ANM	B322	413.5							6.2		407.4		
YAI ORG	B322	464.9	424.1		3.1		37.6						
YMCA YOUNG M CHRSTN ASSN	B322	5,115.6	18.3		1,665.4	28.7	807.9		2,528.6				66.6
YOUTH/HUMAN RIGHTS INTL	B322	549.4							65.0		484.4		
YWCA YOUNG W CHRSTN ASSN	B322	311.3			84.7	57.5	47.6		110.5		11.1		
ZERO FATALITIES ORG	B322	263.2							263.2				
4TH OF JULY EVENT/PSA	B323	273.5							273.5				
911 EMERGENCY/PSA	B323	300.5							300.5				
A BETTER COMMUNITY/PSA	B323	1,993.7						786.6	1,207.1				
AARP/PSA	B323	608.8						484.6	124.2				
ADOPT US KIDS/PSA	B323	23,038.4						21,476.8	797.5		764.0		
ADOPT-A-CHILD/PSA	B323	801.1							799.5		1.6		
ADOPTION&FOSTER CARE/PSA	B323	488.6							488.6				
AGENDA/PSA	B323	950.0							950.0				
AHRQ AGNCY/HLTH/QLTY/PSA	B323	1,812.8							227.3		1,585.5		
AIDS AWARENESS/PSA	B323	1,933.0						137.8	864.6		930.6		
AIDS TEST/EARLY INTR/PSA	B323	2,564.6							813.2		1,751.4		
AIDS WALK BENEFIT/PSA	B323	776.0							776.0				
AL-ANON&ALATEEN/PSA	B323	258.3							161.8		96.4		
ALCOHOL ABUSE AWRNS/PSA	B323	794.5						36.1	599.4		159.0		
ALCOHOLICS ANONYMOUS/PSA	B323	56,457.5							55,691.5	701.3	64.8		
ALEXS LEMONADE STAND/PSA	B323	3,586.0							3,573.3	12.7			
ALS ASSN/PSA	B323	1,228.6							1,096.8	109.2	22.6		
AMERICAN CANCER SOC/PSA	B323	1,980.1								1,623.5	356.6		
AMERICAN DBTS ASSN/PSA	B323	816.7								787.4	29.2		
AMERICAN DENTAL ASSN/PSA	B323	756.4								756.4			
AMERICAN HEART ASSN/PSA	B323	1,510.6								1,438.4	72.2		
AMERICAN KENNEL CLUB/PSA	B323	323.7								323.7			
AMERICAN LUNG ASSN/PSA	B323	400.1								399.9	0.2		
AMERICAN RED CROSS/PSA	B323	9,423.1							6,738.5	2,430.6	254.0		
AMERICANS FOR/ARTS/PSA	B323	297.3							20.8	207.8	68.7		
AMERICORPS NATL SVC/PSA	B323	32,125.2								32,010.7	114.5		
ANGEL TREE/PSA	B323	691.9									691.9		
ART EXHIBIT/PSA	B323	256.7									213.9	42.8	
ASPCA AMER SOC/CR/AN/PSA	B323	2,731.0								2,214.4	102.4	414.2	
ASSOCIATION/AMER PUB/PSA	B323	39,735.3								39,735.3			
ATTORNEY GENERALS OF/PSA	B323	393.2									393.2		
AUTISM AWARENESS/PSA	B323	708.7								219.8	233.0	255.9	
AUTISM SPEAKS ORG/PSA	B323	3,276.6								983.0	1,692.5	601.0	
BE A MENTOR/PSA	B323	2,005.3								1,147.5	856.4	1.3	
BE YOURSELF/PSA	B323	506.5								424.0	82.5		
BENEFIT EVENT/PSA	B323	2,626.7									2,626.7		
BIG BROS&BIG SISTERS/PSA	B323	18,163.4								16,763.1	1,308.0	92.4	

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BLACK HISTORY EVENTS/PSA	B323	3,255.0						103.6	1,055.4		2,096.0		
BOOST UP ORG/PSA	B323	1,005.5							915.5		90.1		
BOOSTER SEATS/PSA	B323	1,550.0						49.8	1,455.1		45.2		
BORN LEARNING ORG/PSA	B323	4,130.0						2,974.1	1,039.2		116.7		
BOY SCOUTS/AMERICA/PSA	B323	587.3							587.3				
BOYS & GIRLS CLUB/PSA	B323	16,393.3						14,613.3	1,710.0		70.1		
BREAK THE ADDICTION/PSA	B323	1,244.8									1,244.8		
BREAST CANCER AWRNS/PSA	B323	1,451.2						47.9	1,172.5		230.8		
BREAST CANCER BNFT/PSA	B323	1,056.0							1,056.0				
BREAST CANCER RSRCH/PSA	B323	367.3	185.2						87.3		94.9		
BRIDGING COMMUNITIES/PSA	B323	322.1							322.1				
BUCKLE UP CAMPAIGN/PSA	B323	2,037.7						25.9	1,908.3		103.5		
BUDDY CHECK/PSA	B323	671.8							671.8				
BUILD THE DREAM/PSA	B323	376.8							195.4		181.4		
CABLE POSITIVE ORG/PSA	B323	1,501.7							7.1		1,494.6		
CALENDARIO CMNTR/PSA	B323	2,361.2							2,361.2				
CALENDARIO DE/CMND/PSA	B323	501.8							501.8				
CALENDARIO/EVENTOS/PSA	B323	338.5							338.5				
CALL BEFORE/DIG/LAW/PSA	B323	474.5							474.5				
CANCER AWARENESS/PSA	B323	321.4							314.3		7.1		
CANCER BENEFIT/PSA	B323	281.4							281.4				
CANINE CMPNS/INDPND/PSA	B323	32,097.3							31,990.9	106.4			
CARE ORG/PSA	B323	5,841.2							5,782.1	55.9		3.2	
CASA COURT APNTD/CHLDPSA	B323	2,185.4							2,046.0	139.4			
CASA CTR/ADCTN&SBSTN/PSA	B323	401.2							139.8	261.4			
CASA/COURT APT/AD/CH/PSA	B323	1,352.7							773.2	579.5			
CATHOLIC COMM CMPGN/PSA	B323	589.0								589.0			
CBS CARES/PSA	B323	127,856.2							126,953.5	902.7			
CDC CENTERS/DISEASE/PSA	B323	972.4							79.5	668.9		224.0	
CHILD ABUSE/PSA	B323	367.0								367.0			
CHILD SAFETY CMPGN/PSA	B323	644.8							89.1	555.7			
CHILDREN FIRST/PSA	B323	757.8								757.8			
CHILDRENS HOSP BNFT/PSA	B323	553.2								553.2			
CHILDRENS MRCL NTWRK/PSA	B323	334.4								179.2		155.2	
CHILDRENS TRUST FUND/PSA	B323	2,139.8								2,139.8			
CHIP CHLDRN HLTH INS/PSA	B323	484.0								484.0			
CHRISTMAS EVENTS/PSA	B323	384.1								384.1			
CHURCH/LATTER-DY ST/PSA	B323	1,399.8								1,184.5		215.3	
CITIZENSHIP INFO/PSA	B323	1,553.2								1,553.2			
CITY HARVEST/PSA	B323	426.9								274.2		152.6	
CLEAN AIR CAMPAIGN/PSA	B323	302.3								302.2		0.1	
CLEAN UP CAMPAIGN/PSA	B323	536.7								536.7			
CLEAN WATER CAMPAIGN/PSA	B323	443.8								443.8			
COAT DRIVE/PSA	B323	828.2							249.6	578.6			
COATS FOR KIDS DRIVE/PSA	B323	785.8								785.8			
COLLEGE EDUCATION/PSA	B323	327.7								327.7			
COLON CANCER AWRNS/PSA	B323	543.5							9.1	524.6		9.9	
COMMON SENSE CMPGN/PSA	B323	271.0								49.4		221.6	
COMMUNITIES IN SCH/PSA	B323	468.8								377.5		91.3	
COMMUNITY CALENDAR/PSA	B323	3,357.0							20.7	3,336.3			
COMMUNITY CONNECTION/PSA	B323	685.5								685.5			
CONNECT WITH KIDS/PSA	B323	677.6								677.6			
CONTROL YOUR CABLE/PSA	B323	2,006.4									2,006.4		
COUNCIL/ALCHL&SBSTNC/PSA	B323	309.8								309.8			
CRIME PREVENTION/PSA	B323	3,236.3								1,732.4	1,094.4		
CRIMESTOPPERS/PSA	B323	1,191.7									1,191.7		
CSEPP/PSA	B323	268.8									268.8		
CUENTAS CLARAS/PSA	B323	5,167.1									5,167.1		
DAVE THOMAS FNDTN/PSA	B323	528.0								34.8	441.0		52.2
DEFENDERS/WILDLIFE/PSA	B323	258.6									258.6		
DENTAL HEALTH AWRNS/PSA	B323	1,241.2									1,241.2		
DEPRESSION/PSA	B323	875.3								400.6	474.7		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DEPT/MOTOR VEHICLES/PSA	B323	442.1							442.1				
DESIGNATE A DRIVER/PSA	B323	374.4						15.7	358.7				
DIA DE LA FAMILIA/PSA	B323	338.1							338.1				
DIABETES AWARENESS/PSA	B323	829.3							706.7		122.6		
DOGS DESERVE BETTER/PSA	B323	424.4							34.9		389.5		
DONATE BLOOD/PSA	B323	3,192.7						1.0	3,054.6		137.1		
DONORS CHOOSE ORG/PSA	B323	23,524.2						23,458.9	60.9		4.4		
DONT ALMOST GIVE/PSA	B323	1,262.1						131.5	394.9		735.7		
DONT DRINK & DRIVE/PSA	B323	2,451.6						120.9	2,238.3		92.3		
DONT LITTER/PSA	B323	290.5							290.5				
DONT PASS GAS ORG/PSA	B323	487.4						13.0	393.1		81.3		
DONT SMOKE/PSA	B323	534.2						89.1	445.1				
DRIVE SAFELY/PSA	B323	252.8							252.8				
DRIVE SMART/PSA	B323	258.9							218.2		40.7		
DRUG ABUSE PRVNTN/PSA	B323	338.4						0.9	329.3		8.2		
DRUG-FREE AMER/PSA INHALANT	B323	437.0							375.2		61.8		
DRUG-FREE AMER/PSA MARIJUANA	B323	400.2							223.2		177.0		
DRUG-FREE AMER/PSA METH	B323	18,177.9							15,012.1	2,991.3		174.5	
DRUG-FREE AMER/PSA PRESCRIPTION DRGS	B323	7,112.7							5,948.7	1,133.4		30.6	
DRUG-FREE AMER/PSA STEROIDS	B323	3,964.0							1,414.2	427.6		2,122.2	
DRUG-FREE AMER/PSA UNSPECIFIED DRUG	B323	3,101.1							1,121.1	1,871.2		108.8	
DRUNK DRIVING PRVNTN/PSA	B323	3,951.0							993.1	2,532.0		425.9	
DRUNK DRIVING/PSA	B323	1,023.9							134.1	875.7		14.1	
DTV ANSWERS/PSA	B323	12,690.4							11,552.3	1,118.2		19.9	
EARTH COMM OFC/PSA	B323	664.3								73.4		590.9	
EARTH DAY/PSA	B323	267.9							46.4	214.5		7.0	
EARTH SHARE CAMPAIGN/PSA	B323	261.3								225.4		35.9	
EAT NUTRITIOUSLY/PSA	B323	1,128.6							954.2	171.4		2.9	
EAT RIGHT & EXERCISE/PSA	B323	795.1							30.5	764.6			
EAT WELL BE WELL/PSA	B323	253.8								253.8			
EDUCATION CAMPAIGN/PSA	B323	468.5							121.4	293.9		53.2	
EMERGENCY PRPRDNS/PSA	B323	672.7							151.7	521.0			
ENERGY ASSISTANCE/PSA	B323	285.5								285.5			
ENERGY AWARENESS/PSA	B323	336.3							29.7	306.6			
ENERGY CONSERVATION/PSA	B323	1,350.5								376.9		973.6	
ENERGY HOG CAMPAIGN/PSA	B323	1,775.0								1,237.1		537.8	
ENERGY SMART ORG/PSA	B323	1,214.9								1,214.9			
ENERGY STAR/PSA	B323	21,481.1							20,990.4	470.2		20.5	
ENVIRONMENTAL AWRSN/PSA	B323	1,528.7							298.8	1,032.2		197.7	
ENVIRONMENTAL DFN FN/PSA	B323	592.1								589.2		2.9	
EPA ENVVRNMNTL PRT AG/PSA	B323	1,135.8							698.6	434.9		2.3	
EXERCISE/PSA	B323	1,079.5								987.7		91.8	
FAIR HOUSING/PSA	B323	260.6								219.8		40.9	
FAMILY 2 FAMILY/PSA	B323	682.6								682.6			
FAMILY CONNECTION/PSA	B323	318.0								318.0			
FAMILY TABLE/PSA	B323	615.1									615.1		
FEDERAL STUDENT AID/PSA	B323	697.3							522.2	175.1			
FEED THE PIG/PSA	B323	311.9								240.6		71.3	
FIRE DEPT/PSA	B323	411.1								411.1			
FIRE SAFETY/PSA	B323	387.2								387.2			
FIRST 5 FOR KIDS/PSA	B323	826.4								826.4			
FIRST TEE GOLF/KIDS/PSA	B323	771.5							668.6	32.0		70.9	
FITNESS CAMPAIGN/PSA	B323	258.7								258.7			
FLEX YOUR POWER/PSA	B323	2,073.9								2,073.9			
FLIGHT 93 NATL MRL/PSA	B323	672.4								1.9		670.6	
FOCUS ON HOME/PSA	B323	528.1								528.1			
FOOD BANK/PSA	B323	1,139.7								1,027.4		112.3	
FOOD DRIVE/PSA	B323	2,745.1							14.9	2,677.6		52.6	
FOREST FIRE PRVNTN/PSA	B323	619.6								527.1		92.5	
FORESTRY FISH & GAME/PSA	B323	564.0								564.0			
FOSTER CARE/PSA	B323	922.2								572.7		349.5	
FOSTER CHILDREN/PSA	B323	446.0								276.6		169.4	

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FOSTER PARENTS/PSA	B323	336.7							336.7				
FOUNDATION/BETTER LF/PSA	B323	111,670.4						102,743.5	3,258.9		5,668.0		
FREDDIE MAC FNFTN/PSA	B323	762.0							762.0				
GAMBLING AWARENESS/PSA	B323	552.8							355.9		197.0		
GET INVOLVED/PSA	B323	573.5						52.4	241.5		279.6		
GIRL SCOUTS/PSA	B323	1,060.3							606.2		454.2		
GIRLS&BOYS TOWN HTLN/PSA	B323	99,734.4						95,743.5	2,133.1		1,857.8		
GIVE KIDS GOOD SCH/PSA	B323	413.1							210.0		203.2		
GLOBAL FUND/PSA	B323	464.6									464.6		
GLOBAL WARMING/PSA	B323	4,252.6						1,884.9	466.2		1,901.5		
GOLF TOURNAMENT/PSA	B323	474.8							474.8				
GOOD THINGS/HPNG/PSA	B323	615.2							615.2				
GOODWILL CMNTY FNFTN/PSA	B323	472.1							472.1				
GOODWILL INDUSTRIES/PSA	B323	317.3							317.3				
GREEN IS UNIVERSAL/PSA	B323	927.0						449.7	14.4		462.9		
GUN CRIME/PSA	B323	467.0							388.2		78.7		
HABITAT FOR HUMANITY/PSA	B323	12,022.5						9,259.2	1,715.7		1,047.7		
HACER/PSA	B323	480.0							480.0				
HAPPY HOLIDAYS/PSA	B323	1,250.2							1,227.7		22.5		
HATE/PSA	B323	548.9						317.8	220.2		10.9		
HDOP HELP/ONLN PRDTR/PSA	B323	7,682.8						6,801.2	104.4		777.2		
HEAL THE BAY/PSA	B323	357.0							357.0				
HEALTH AWARENESS/PSA	B323	4,036.6							1,600.9		2,435.7		
HEALTH FAIR/PSA	B323	327.5							327.5				
HEALTH&FITNESS EVNT/PSA	B323	542.2							542.2				
HEALTHY KIDS/PSA	B323	320.4							215.5		104.8		
HEALTHY LIFESTYLES/PSA	B323	784.3							784.3				
HEARING IMPAIRED/PSA	B323	263.1							263.1				
HEART DISEASE AWRNS/PSA	B323	283.3							283.3				
HEART HEALTH AWRNS/PSA	B323	322.1							322.1				
HELP FEED THE HUNGRY/PSA	B323	516.0							379.6		136.4		
HELP HSPTLZD VETS/PSA	B323	300.0							60.1		239.9		
HELP OTHERS IN NEED/PSA	B323	401.0							391.3		9.6		
HELP THE HOMELESS/PSA	B323	579.9							546.8		33.0		
HELP YOUR COMMUNITY/PSA	B323	274.5							261.6		12.9		
HIGHWAY SAFETY/PSA	B323	1,262.9							1,262.9				
HISPANIC HERITAGE/PSA	B323	314.8							313.8		1.0		
HOLIDAY EVENTS/PSA	B323	509.1							509.1				
HUMANE SOCIETY/PSA	B323	718.6							494.1		224.5		
HURRICANE INFO/PSA	B323	325.9							325.9				
HURRICANE SAFETY/PSA	B323	295.1							295.1				
IMMUNIZE YOUR CHILD/PSA	B323	1,238.4						426.5	811.9				
INSURANCE FRAUD/PSA	B323	426.9							426.9				
INTERNET SAFETY/PSA	B323	2,634.8						667.9	1,017.8		949.0		
INVENTNOW ORG/PSA	B323	690.5						10.5	609.5		70.5		
ITS YOUR SEX LIFE/PSA	B323	2,097.9									2,097.9		
JANE GOODALL INST/PSA	B323	415.6							3.5		412.1		
JEFFERSON AWARDS/PSA	B323	426.0							426.0				
JOB HOTLINE/PSA	B323	258.4							258.4				
JUNIOR ACHIEVEMENT/PSA	B323	466.8							466.8				
JUVENILE DBTS FNFTN/PSA	B323	737.1							307.2		429.9		
KEEP OCEANS CLEAN/PSA	B323	1,293.0							1,242.1		50.9		
KNOW HIV AIDS ORG/PSA	B323	47,628.2						44,787.2	1,115.3		1,725.7		
KNOW HOW 2 GO/PSA	B323	765.2							417.8		347.4		
LEARN & SERVE/PSA	B323	5,113.2						4,923.2	190.0				
LETS JUST PLAY/PSA	B323	2,145.5									2,145.5		
LEUKEMIA SOC&LYMPH/M/PSA	B323	1,272.0							482.2		789.8		
LIBRARY OF CONGRESS/PSA	B323	1,027.1						25.4	911.0		90.7		
LIFE/PSA	B323	303.4							303.4				
LITERACY CAMPAIGN/PSA	B323	257.8							257.8				
LOVE OUR CHILD USA/PSA	B323	494.0						494.0					
MAJOR LEAGUE BSBL/PSA	B323	331.8							4.2		327.6		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MAKE A WISH FNDTN/PSA	B323	128,497.3						127,178.2	1,262.9		56.2		
MALARIA NO MORE ORG/PSA	B323	1,769.7						1,754.6	15.1				
MARATHON EVENTS/PSA	B323	577.8							577.8				
MARCH OF DIMES/PSA	B323	3,398.4						112.1	3,129.6		156.6		
MARTIN LUTHER KING JR/PSA	B323	346.6						149.7	196.9				
MELWOOD ORG/PSA	B323	384.2							384.2				
MENINGITIS AWARENESS/PSA	B323	4,886.8							232.0		4,654.9		
MENTAL ILLNESS AWRNS/PSA	B323	361.1							299.6		61.6		
MEXICO GOV/REPUBLICA/PSA	B323	559.1							559.1				
MINISTRY/YOUTH CLTR/PSA	B323	835.1									835.1		
MISSING PERSONS/PSA	B323	959.2						660.5	298.7				
MISSING&EXPLTD CHILD/PSA	B323	528.5							342.4		186.0		
MONITOR KIDS TV/PSA	B323	824.7						648.1	176.6				
MULTIPLE SCLRS SCTY/PSA	B323	2,372.3							1,157.8		1,214.5		
MUSCULAR DYSTRP ASN/PSA	B323	617.5							614.7		2.8		
NALEO ORG/PSA	B323	773.5							773.5				
NATIONAL ALNC/HSPNC/PSA	B323	836.9							836.9				
NATIONAL ARBOR DAY/PSA	B323	34,490.4						33,000.4	1,017.9		472.2		
NATIONAL FNDTN/INFCT/PSA	B323	314.3							303.9		10.4		
NATIONAL IMNZTN CMPG/PSA	B323	748.8						598.3	149.0		1.5		
NATIONAL KDNY FNDTN/PSA	B323	281.2							281.2				
NATIONAL MENINGITIS/PSA	B323	257.1							229.3		27.8		
NATIONAL PEST MGT/PSA	B323	290.6							11.1		279.5		
NEIGHBORHOOD CLNDR/PSA	B323	433.2							433.2				
NEIGHBORHOOD HOTLINE/PSA	B323	279.7							279.7				
NFL NATL FOOTBALL LG/PSA	B323	728.3						599.1	129.2				
NFL PUBLIC SVC PROMO/PSA	B323	1,932.5						1,720.2	132.2		80.1		
NICHCY/PSA	B323	327.4							324.0		3.4		
NO ATTACKS ORG/PSA	B323	345.4							328.3		17.2		
NORTH AMER MENOPAUSE/PSA	B323	5,496.5						5,493.3	3.2				
NUESTRA VIDA/PSA	B323	439.0							439.0				
NUESTROS HEROES/PSA	B323	494.9							494.9				
NUTRITION PROMO/PSA	B323	1,204.7							75.0		1,129.7		
OCD OBSESSIVE CMP DS/PSA	B323	3,232.3						3,175.1	57.2				
OFFICENTL DRG CNTR/PSA	B323	10,615.4						9,539.1	960.8		115.5		
ONE CAMPAIGN ORG/PSA	B323	1,840.4						1,814.8	25.4		0.2		
ONE LAPTOP PER CHILD/PSA	B323	373.4						349.6	23.8				
OPERATION SAVE/LIFE/PSA	B323	533.3							533.3				
ORGAN&TS DNR PRGRM/PSA	B323	42,973.9						41,123.0	1,832.5		18.5		
PADRES CONTRA/CANCER/PSA	B323	307.0							307.0				
PANDEMIC FLU PRDNS/PSA	B323	290.6							218.9		71.7		
PARALYZED VTRNS/AMER/PSA	B323	493.6							333.3		160.2		
PARENTAL GUIDE/PSA	B323	525.1						282.2	185.1		57.9		
PARENTING/PSA	B323	747.8						357.0	342.3		48.5		
PAUSE/PSA	B323	3,267.4						1,983.9	724.5		559.0		
PEACE CORPS/PSA	B323	40,110.4						39,035.3	769.6		305.5		
PEDIATRIC HEALTH SRC/PSA	B323	300.7							300.7				
PHYSICIANS CMT/RS MD/PSA	B323	251.8							250.7		1.1		
POLLUTION AWARENESS/PSA	B323	331.1							331.1				
PRESERVE OUR PLANET/PSA	B323	298.2									298.2		
PROJECT SAFE NGHBRHD/PSA	B323	322.3							318.0		4.3		
PROTECT OUR CHILDREN/PSA	B323	1,408.4							1,408.4				
PTA PARENT TEACHERS/PSA	B323	613.5						13.6	523.5		76.4		
PUBLIC LIBRARY/PSA	B323	330.4							330.4				
PUBLIC SCHOOLS/PSA	B323	914.1							914.1				
PUBLIC UTLY CMSSSN/PSA	B323	569.8							569.8				
QUE PASA/PSA	B323	951.9							951.9				
QUIT SMOKING/PSA	B323	2,640.1						121.9	2,490.9		27.2		
RACE FOR A CURE/PSA	B323	1,337.9							1,335.9		2.0		
RADON AWARENESS/PSA	B323	5,570.0						5,095.6	471.0		3.3		
RAP IT UP/HIV/PSA	B323	9,483.7									9,483.7		
READ TO YOUR CHILD/PSA	B323	470.9						152.6	316.6		1.7		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
READING/PSA	B323	2,537.6						1,625.0	910.4		2.2		
READY.GOV/PSA	B323	1,381.1						73.9	678.2		628.9		
RECYCLE YOUR BATTERY/PSA	B323	392.8							39.4		353.4		
RECYCLING PROMO/PSA	B323	2,309.7						140.0	2,151.3		18.3		
RED CROSS/PSA	B323	525.5						18.5	495.6		11.4		
REGISTER TO VOTE/PSA	B323	668.1							668.1				
RESCUE MISSION/PSA	B323	262.1							262.1				
ROAR PROJECT/PSA	B323	264.5									264.5		
RONALD MCDONALD HS/PSA	B323	1,115.3							1,098.3		17.0		
SAFE SEX/WEAR/CONDOM/PSA	B323	2,209.3							2.5		2,206.8		
SAFETY TIPS/PSA	B323	768.7							420.9		347.8		
SALUD/VIDA ENTERATE/PSA	B323	2,591.5							2,591.5				
SALUTE AMER HRS ORG/PSA	B323	36,353.7						36,236.3	114.7		2.7		
SALVATION ARMY/PSA	B323	1,053.2							1,027.9		25.3		
SAVE THE CHILDREN/PSA	B323	465.9							22.1		443.8		
SCHOOL NUTRITION ORG/PSA	B323	268.6							268.6				
SCHOOL SUPPLY DRIVE/PSA	B323	796.9							796.9				
SCREEN FOR LIFE/PSA	B323	466.1							461.6		4.6		
SEAT BELT SAFETY/PSA	B323	1,059.1						6.4	1,052.7		0.0		
SECOND HAND SMOKE/PSA	B323	1,008.5							1,008.3		0.2		
SELF ESTEEM/PSA	B323	730.8							475.3	245.2		10.3	
SEX CAN WAIT/PSA	B323	1,477.6							1,477.6				
SHARE MEAL TIME/FAM/PSA	B323	690.3									690.3		
SHREDDER EVENT/PSA	B323	265.8							265.8				
SHRINERS HOSPITAL/PSA	B323	1,167.4							285.0		882.3		
SISTER TO SISTER/PSA	B323	584.4							395.4	159.5		29.5	
SMALL STEP/HEALTHY/PSA	B323	3,142.3							609.8	2,169.9		362.6	
SOCIETY/W HLTH RSRCH/PSA	B323	9,339.4							8,890.0	20.7		428.7	
SOS SHARE OUR STRNGT/PSA	B323	312.4										312.4	
SPARE THE AIR/PSA	B323	347.9							347.9				
SPEAK UP/PSA	B323	3,783.0							2,939.9	688.8		154.3	
SPECIAL OLYMPICS/PSA	B323	704.0							310.7		393.3		
SPOTLIGHT/PSA	B323	477.9							477.9				
ST JUDE CHILD HOSP/PSA	B323	637.3							122.2		515.1		
STARLIGHT FOUNDATION/PSA	B323	1,827.2						1,771.6	55.6				
STAY IN SCHOOL/PSA	B323	623.2							430.4		192.8		
STAYTEEN ORG/PSA	B323	841.8							833.9	7.9			
STEROIDABUSE.GOV/PSA	B323	1,265.2							1,258.6	6.6			
STROKE AWARENESS/PSA	B323	674.2							302.6	327.2		44.4	
STUDENT RECOGNITION/PSA	B323	632.5								632.5			
SUSAN G KOMEN/FNDTN/PSA	B323	2,343.9								2,327.9		16.1	
TAKE PRIDE IN AMER/PSA	B323	6,440.1							6,436.8	3.3			
TALK TO YOUR KIDS/PSA	B323	347.2							88.8	258.1		0.4	
TAMPA BAY EVENTS/PSA	B323	276.7								276.7			
TAX ASSISTANCE/PSA	B323	327.4								327.4			
TEACHER RECOGNITION/PSA	B323	899.6								899.6			
THINK BLUE CAMPAIGN/PSA	B323	365.4								365.4			
THINK MTV/PSA	B323	433.7									433.7		
TIME TO TALK ORG/PSA	B323	3,463.7							2,884.8	13.5		565.4	
TOBACCO CONTROL PRGM/PSA	B323	1,239.7								1,239.7			
TOBACCO PREVENTION/PSA	B323	310.9								310.9			
TOY DRIVE/PSA	B323	1,473.3								1,473.3			
TOYS FOR TOTS/PSA	B323	4,397.9							2,531.9	1,776.8		89.2	
TRAFFIC SAFETY AWRNS/PSA	B323	361.4								361.4			
TRUTH ABOUT SMOKING/PSA	B323	542.2								145.9		396.3	
TV BOSS ORG/PSA	B323	114,059.5								89,320.0	3,836.1	20,903.4	
UNDERAGE DRINKING/LW/PSA	B323	356.4									272.0		84.4
UNICEF/PSA	B323	669.5									205.2		464.2
UNITED NATIONS/PSA	B323	500.5									304.1		196.4
UNITED NEGRO CLG FND/PSA	B323	3,286.8								1,497.0	886.9	902.9	
UNITED WAY/PSA	B323	2,805.5								78.5	2,492.1	234.9	
US AIR FORCE/PSA	B323	303.1									301.6		1.5

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
US ARMY NATL GUARD/PSA	B323	318.6							318.6				
US DEPT/HLTH&HMN SVC/PSA	B323	60,000.5						53,137.4	4,395.2		2,467.8		
US DEPT/HOMELAND SEC/PSA	B323	572.9						30.8	385.8		156.3		
US DEPT/TRANS/PSA	B323	3,361.8							3,064.0		297.8		
US MARINE CORPS/PSA	B323	1,184.6							183.2		1,001.4		
US NATIONAL GUARD/PSA	B323	1,350.9							1,318.3		32.6		
USDA/PSA	B323	1,172.6							971.0	197.2		4.4	
USO/PSA	B323	50,231.5							49,334.5	671.6		225.4	
V CHIP EDUCATION ORG/PSA	B323	813.8								813.8			
VACCINATE YOUR CHILD/PSA	B323	612.5								612.1		0.5	
VH-1 SAVE THE MUSIC/PSA	B323	1,949.1										1,949.1	
VIOLENCE AGAINST WMN/PSA	B323	1,059.7							661.2	66.4		332.1	
VIOLENCE PREVENTION/PSA	B323	263.8								192.0		71.8	
VISION COUNCIL/AMER/PSA	B323	765.6								312.1		453.5	
VISIONS FOR TOMORROW/PSA	B323	318.3										318.3	
VOLUNTEERING/PSA	B323	15,322.9							14,129.9	997.3		195.6	
VOLUNTEERS/AMERICA/PSA	B323	1,560.5							425.0	1,135.5			
VOTING/PSA	B323	1,859.1								1,852.1		7.0	
WALK BENEFIT EVENT/PSA	B323	327.4								327.4			
WATER CONSERVATION/PSA	B323	957.3								941.1		16.2	
WAY/HAPPINESS FNDTN/PSA	B323	444.1								150.8		293.4	
WELCOME BACK VTRNS/PSA	B323	854.5							850.0	0.9		3.6	
WIC W INFNT CHD PRGM/PSA	B323	1,089.0								1,089.0			
WILDFIRE PREVENTION/PSA	B323	1,138.5								707.7		430.8	
WILL ROGERS INST/PSA	B323	41,774.4								41,482.1	292.3		
WORDS ARE POWER/PSA	B323	311.6								311.6			
WORLD FOOD PROGRAM/PSA	B323	619.3								121.5		497.8	
WORLD WILDLIFE FUND/PSA	B323	1,666.4								1,479.9	185.1		1.4
WOUNDED WR PRJCT ORG/PSA	B323	445.7									333.5		112.3
YMCA YOUNG M CHRSTN/PSA	B323	698.4									698.4		
A CALL TO CHANGE ORG	B329	738.0									738.0		
AARP	B329	41,972.3	16,619.9	1,927.5	3,265.6	2,034.8	164.1	4,493.6	2,260.6	124.2	10,043.4	2.6	1,036.0
AARP ANDRUS FOUNDATION	B329	1,882.2	1,882.2										
ABUNDANT FORESTS ALNC	B329	15,656.8	15,656.8										
AFI AMERICAN FILM INST	B329	273.0	242.0		31.0								
AGUA CALIENTE BAND/ORG	B329	318.3	318.3										
AIR LINE PILOTS ASSN	B329	314.4			196.2	106.4	11.8						
AIRLINE PILOTS ASSN INTL	B329	419.4				301.0	118.4						
ALLIANCE FOR A NEW AMER	B329	377.7								87.2			290.5
ALLSTATE FOUNDATION & JUNIOR ACHVMNT	B329	1,288.9			1,288.9								
AMAZING AWAITS ORG	B329	605.4	605.4										
AMERICAN CHEMISTRY CNCL	B329	25,211.3	17,111.0	1,086.0		777.3	396.6	831.6	569.0		4,400.6		39.2
AMERICAN FDRTN/ST/MNCPLT	B329	345.0					345.0						
AMERICAN FNDTN/SCD PREV	B329	253.0					31.9						221.2
AMERICAN GAMING ASSN	B329	273.7										273.7	
AMERICAN LEGACY FNDTN	B329	1,395.5	488.1		0.3					551.3		75.8	280.0
AMERICAN PAYROLL ASSN	B329	503.9	396.1			102.1						5.6	
AMERICANS FOR THE ARTS	B329	497.5	497.5										
AMERICANS UNITED/CHANGE	B329	488.1								363.8		124.3	
AMERICANS/BLNCD ENRG/ORG	B329	3,248.1				88.1		699.8	244.3		1,398.2		817.7
AMERICANS/CHILD HLTH ORG	B329	891.4			891.4								
APPROVE 67 ORG	B329	950.2										950.2	
ARKANSAS CAREER PATHWAY	B329	286.9										286.9	
ASSOCIATION/AMER RAILRDS	B329	1,691.1	81.6				166.2			840.8			602.5
ASSOCIATION/CA WATER AG	B329	2,229.6								2,220.6			9.0
AUTO ALLIANCE	B329	817.8	81.6		6.1								730.1
AUTO TECHNICAL INC ORG	B329	287.1			270.1					17.0			
AVON FOUNDATION	B329	1,029.9	1,029.8		0.1								
AXA FOUNDATION ORG	B329	1,342.9	1,342.9										
BAPCO ORG	B329	4,407.6						4,407.6					
BETTER BUSINESS BUREAU	B329	4,565.6			1,846.7	172.4	497.6		2,049.0				
BETTER DENVER ORG	B329	368.2								368.2			

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BETTINGONNEVADA.COM ORG ONLINE	B329	338.6							338.6				
BIOTECHNOLOGY IND ORG	B329	250.4			220.6				29.9				
BUSINESS COMMITTEE/ARTS	B329	349.2	217.1		4.0	128.1							
BUSINESS COMMITTEE/ARTS CP	B329	266.0				266.0							
BUSINESS SOF ALLIANCE	B329	967.0	78.4		22.4							24.8	841.3
CALIFORNIA COUNCIL/BLIND	B329	462.2			462.2								
CALIFORNIA CRD UN LG ORG	B329	473.6											473.6
CALIFORNIA ENDWMNT FNDTN	B329	2,736.6			719.0				2,017.6				
CALIFORNIA/EMP RTRMT SYS CP	B329	397.3				397.3							
CALIFORNIANS/FIRE SAFETY	B329	405.8			283.7				122.1				
CAMPAIGN/DEFEND AMERICA	B329	254.1							254.1				
CASC ORG	B329	268.3	268.3										
CENTER FOR AUDIT QUALITY	B329	310.7			228.6				82.1				
CENTER FOR UNION FACTS	B329	691.6			51.9	114.9	133.2		313.4		12.3		65.9
CENTER/AMERICAN PROGRESS	B329	388.9								388.9			
CENTER/INDIVIDUAL FRDM	B329	595.3								595.3			
CENTURY COUNCIL	B329	962.1	650.6						52.9		199.1		59.5
CFSA COMMUNITY FIN/ASSN	B329	7,137.7			25.4	337.2		169.1	56.5	10.3	6,539.2		
CHEROKEE NATION	B329	515.1					16.2		498.8				
CHICKASAW NATION	B329	1,244.6	318.1						917.3		9.2		
CITIZENS/TULSA COUNTY	B329	328.1							328.1				
CLEAN SKY COALITION ORG	B329	421.5	13.6		192.6	56.6	159.7						
CLEARWAY MN ORG	B329	394.6			228.9		13.3		152.4				
CLUB FOR GROWTH	B329	418.5				90.4			310.0		18.1		
COALITION TO PROTECT	B329	450.3											450.3
COALITION/DMCRTC WRKPLC	B329	543.9							141.0				402.9
COALITION/PRTCT AMER HLT	B329	487.8	70.0		6.8				47.0		363.9		
COALITION/PRCTC CA/ECNMY	B329	5,459.1							5,459.1				
COLLEGE FOUNDATION OF NC	B329	1,555.7	13.5				271.4			1,270.8			
COLLEGEINCOLORADO.ORG ONLINE	B329	448.2							448.2				
COLONIAL WLMSBRG FNDTN	B329	326.3			326.3								
CONNECTICUT ENRGY EFCNY	B329	808.7			661.5	107.0			40.2				
CONSUMERS ORGNZD/RLBL EL	B329	2,104.5			154.0				1,118.9				831.6
CONSUMERS/HIGHER INS RTS	B329	2,839.7							2,074.2				765.5
COURT ORDERED NOTICE	B329	1,266.0						1,042.1	11.0	231.3	1.7		
COVER THE UNINSURED ORG	B329	524.8			75.0	109.2			144.6		196.0		
DALIO FAM FOUNDATION ORG	B329	612.9			194.7	418.3							
DAVE THOMAS FOUNDATION	B329	329.1							312.9		16.2		
DIABETES AWARE ORG	B329	643.1	643.1										
DIRECT SELLING ASSN	B329	2,897.5	2,897.5										
DIVIDED WE FAIL ORG	B329	1,591.0			44.6			0.0	90.7		1,455.8		
DONALD T STERLING FNDTN	B329	605.5			605.5								
DONALD T STERLING FNDTN &LS ANGLS CL	B329	947.5			947.5								
DONE VIDA ORG	B329	560.1							560.1				
DONORS CHOOSE ORG	B329	257.9							216.3		41.6		
DRIVE CLEAN ACRS TX ORG	B329	386.2							386.2				
DRIVING AMERICAS FUTURE	B329	553.4											553.4
DTVANSWERS.COM ONLINE	B329	6,242.5						14.0	6,066.3	72.5	89.7		
EAA EXPRMNTL AVTN ASSN	B329	345.4	345.4										
EARN YOUR STRIPES ORG	B329	1,980.0							800.5	0.1		1,179.4	
ENERGYTOMORROW.ORG ONLINE	B329	1,524.0			1,318.4	205.6							
ENGENDERHEALTH ORG	B329	306.6	306.6										
ENTERTAINMENT IND FNDTN	B329	1,710.0	1,709.6							0.5			
ESRB SERVICES	B329	297.2	38.3						25.6		233.3		
FACTS&LOGIC/MIDDLE EAST	B329	841.2	787.9		53.3								
FATHER JOES VILLAGES ORG	B329	475.4			8.7		4.4		462.3				
FESTIVAL/CHILD FNDTN	B329	5,445.8	3,826.9	1,600.9	17.9				1,328.0	613.7	175.8	1,584.9	
FIBROHOPE.ORG ONLINE	B329	3,702.4											
FIDELITY CHRTBL GFT FND	B329	724.2	583.2			141.0							
FIRST 5 CA ORG	B329	4,496.8								2,839.3			1,657.4
FLEXYOURPOWER.ORG ONLINE	B329	972.4							972.4				
FLORIDA CNCL/CMPLSV GMBL	B329	525.4							498.5	26.9			

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FLORIDA PHOSPHATE CNCL	B329	690.8							690.8				
FLORIDIANS/LWR INS CSTS	B329	1,202.1							388.6				813.5
FORDS THEATER/GENERAL DY	B329	683.4						470.0	213.4				
FOUNDATION/BETTER LIFE	B329	2,578.1		23.4			42.9		1,285.5		1,226.3		
FOUNDATION/CHIRO PRGRS	B329	1,017.4	1,017.4										
FREEDOMS WATCH ORG	B329	6,150.4			98.6	385.2		151.2	3,686.1		608.2	817.1	403.9
FREIGHT RAIL WORKS ORG	B329	382.2			283.6				98.6				
GALLUP ORG	B329	280.4	280.4										
GAY MENS HEALTH CRISIS	B329	374.0					203.0		171.0				
GEARUP SUCCESS PRTNRSHP	B329	900.9			900.9								
GEN ART ORG	B329	426.0	414.0						12.0				
GOOD HOUSEKEEPING INST	B329	6,867.8	6,867.8										
GRAIN FOODS FOUNDATION	B329	2,080.3	2,080.3										
HEALTH&WEALTH RAFFLE ORG	B329	1,635.3			278.6				1,356.7				
HEALTHCARE REFORM PRJCT	B329	3,989.3			58.1					3,931.2			
HEALTHFAIR USA	B329	5,252.7			5,252.7								
HEALTHY ME PARTNERSHIP	B329	366.5					48.0		318.6				
HEARTLAND INSTITUTE ORG	B329	620.6			47.8	572.8							
HOME FIRE SPRINKLER ORG	B329	259.0	259.0										
HORATIO ALGER ASSN	B329	356.3	101.0		19.0	236.3							
INDEPENDENT LIVING CNCL	B329	319.4							319.4				
INTL ASSN/OTSRCNG PROF	B329	372.3	372.3										
INTL LIBRARY OF POETRY	B329	565.8	187.7	251.0	127.1								
INTL OLYMPIC COMMITTEE	B329	3,009.4	3,009.4										
INVEST IN GEORGIA ORG	B329	320.2								320.2			
INVEST/MACEDONIA ORG	B329	478.7				478.7							
ITALIAN TRADE COMMISSION	B329	1,614.8	1,570.3		7.7	36.8							
JEL ORG	B329	277.1					24.2		252.9				
JETRO JAPAN EXT TRADE OR	B329	771.5	480.4		35.6	255.5							
JOHN TEMPLETON FNDTN	B329	1,503.6	784.4			719.3							
KAISER FOUNDATION	B329	886.1							886.1				
KANSAS HEALTH FNDTN	B329	511.4			57.8		41.6		412.0				
KAU INOA NATIVE HI RGSTR	B329	280.6							280.6				
KEEP WA ROLLING ORG	B329	629.4							629.4				
KNIGHTS/COLUMBUS COUNCIL	B329	551.1		241.3	82.8		33.1		25.4		168.4		
KUWAIT FUND/ARAB EC DEV	B329	272.7		272.7									
LABCORP ORG	B329	1,310.0											1,310.0
LADD ORG	B329	553.5	505.2			48.3							
LEAGUE/WOMEN VOTERS/MTRP	B329	325.2			325.2								
LIFE&HEALTH INS FNDTN/ED	B329	4,895.3	4,895.3										
LIFE@50 PLUS/AARP	B329	5,965.2	5,965.2										
LIVE OUTSIDE/BOTTLE ORG	B329	1,387.4			1,090.7	296.7							
MAJELLA SOCIETY	B329	289.3					158.9		130.3				
MASSACHUSETTS HLTHCR RFR	B329	887.5			163.3				587.1				137.1
METAL ROOFING ALLIANCE	B329	1,157.8	1,096.9										60.9
METAL ROOFING ORG	B329	476.5	470.0		6.4								
METLIFE FOUNDATION	B329	595.2			103.2	40.5							451.6
MICCOSUKEE TRB/INDNS/FL	B329	1,409.7							1,409.7				
MICHIGAN ECNMC DEV CNCL	B329	1,668.7											1,668.7
MILITARY ORDER PURPL HRT SVC FNDTN	B329	323.7			323.7								
MILK PRCSR EDUC PRGRM	B329	42,416.8	40,329.2	1,530.4		505.8							51.5
MILLE LACS BAND/OJIBWE	B329	321.5	321.5										
MINNESOTA VTNM VTRNS CHR	B329	445.1			445.1								
MOHAMMED BN RSHD AL/FNDT	B329	1,673.8	843.8		127.2	702.9							
MORGAN LIBRARY&MUSEUM	B329	266.0	92.0		34.7	139.4							
MORONGO BAND/MS INDN ORG	B329	608.0			22.8		19.3		566.0				
MOTION PICTURE ASSN/AMER	B329	254.0			2.3				251.7				
MOVEON ORG	B329	410.1			27.9	114.9			147.2		115.0		5.1
MPARENTS CAMPAIGN	B329	765.4											765.4
MY WIRELESS ORG	B329	491.7			295.9				195.8				
NASCAR FOUNDATION	B329	795.3							191.3	5.7	9.2	589.1	
NATIONAL AIR TRFC/ASSN	B329	275.8	13.6			207.3	54.9						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NATIONAL ARBOR DAY FNDTN	B329	309.2			87.9				87.9		133.4		
NATIONAL ASSN/BSKTBL CCH	B329	260.5				260.5							
NATIONAL ASSN/MFR	B329	396.1			323.8	72.2							
NATIONAL FOOTBALL LEAGUE CP	B329	966.5	966.5										
NATIONAL HIGHWAY SAFETY	B329	4,315.5										4,245.9	69.7
NATIONAL PRKS&CNSRVN ASN	B329	267.4	72.4		195.0								
NCAA FOUNDATION	B329	275.6		275.6									
NEW ENERGY & IND/DEV ORG	B329	409.9	409.9										
NEW JERSEY CLN ENGY PRGM	B329	1,181.9			992.2	189.8							
NEW JERSEY ST CNLCLARTS	B329	328.4			85.4	243.0							
NEW YORK CITY PLC FNDTN	B329	1,203.8	1,203.8										
NEW YORK PUBLIC LIBRARY	B329	265.8	110.7		62.4	74.4	18.4			254.2			
NEW YORK ST HEALTH/ASSOC	B329	254.2								3,526.2			
NEW YORK ST SMOKERS QTLN	B329	4,157.7			631.5								
NFIB NATL FDRTN/INDP BUS	B329	875.9			14.3								861.6
NICK MAG CLUB	B329	1,227.3	1,227.3										
NO ON-960 ORG	B329	299.6							299.6				
NRDC NATURAL RSRCS DFNS	B329	617.9	460.3		10.6		88.0		9.9		49.0		
NSBA NATL SMALL BUS ASSN	B329	466.8	466.8										
NUCLEAR ENERGY INSTITUTE	B329	573.9	235.2		139.6				51.8		147.3		
NYC&CO TOURISM MKTG ORG	B329	255.9			224.2	31.8							
OERB OK ENERGY RSRCS BRD	B329	1,146.1			51.9		206.7		887.5				
OFFICE/NATL DRUG CONTROL	B329	76,026.3	11,014.2		2,200.9	1,317.5	13.0	29,402.4	1,740.0		25,645.6	2,789.8	1,903.0
OHIO TOBACCO QUIT LINE	B329	437.8							437.8				
ONE HNDRD PRCT CMPN/CHLD	B329	909.5											909.5
ONE LAPTOP PER CHILD ORG	B329	1,703.5	42.4		43.6			0.0	667.5		950.0		
OPPENHEIMERS WINE CLUB	B329	440.4	440.4										
OREGON FOREST RSRCS INST	B329	654.0							654.0				
OREGONIANS IN ACTION	B329	267.3							267.3				
OREGONIANS/BLANK CHECK	B329	428.6							428.6				
ORT AMERICA ORG	B329	486.8	83.3	308.0	45.7	49.8							
OUTWARD BOUND WDLRNS ORG	B329	575.9	446.2			129.7							
PARENTS CHOICE/EDUC ORG	B329	617.0			54.5				299.1				263.4
PARTNERSHIP/PRSCRPTN AST	B329	28,706.5	27.2		80.9			16,037.5	414.9	6,363.9	5,782.1		
PARTNERSHIP/QUALITY CARE	B329	612.0	131.1						480.8				
PBR PRO BULL RIDERS ASSN	B329	275.5				272.3			3.2				
PECHANGA BND/LSN INDNS	B329	2,300.8	158.5		11.4				2,130.9				
PEOPLE FOR/PBLIC SCH ORG	B329	309.4							309.4				
PEOPLE/OUR PUBLIC SCH	B329	291.8							291.8				
PHRMA FOUNDATION ORG	B329	3,318.8	108.8		862.7	634.8	22.5	42.4	450.4		1,180.9		16.4
PHRMA.ORG ONLINE	B329	1,513.9							363.7		1,150.1		
POL-CONSUMERS AG/INS RTS	B329	301.1							301.1				
PROJECT HMTWN CTZNS CMT	B329	335.2							335.2				
PROJECT HOMETOWN ORG	B329	268.4											268.4
PROLIFE ACROSS AMERICA	B329	432.2				432.2							
PROSTATE CANCER FNDTN	B329	1,418.8	671.7		41.6	106.4			160.9		438.1		
PROTECTING AMERICA ORG	B329	365.2			325.2	40.1							
PUBLIC NOTICE	B329	3,140.6			3,023.2	117.4							
QUIT NOW ORG	B329	919.9							919.6		0.3		
QUITLINE IA ORG	B329	281.7							281.7				
RAINBOW HOSPICE ORG	B329	257.9			257.9								
REBAC RE BUYERS AGNT CNC	B329	501.8				208.0						293.8	
REDEFINE CHRISTMAS ORG	B329	322.1			149.7	172.4							
RESEARCH AMERICA	B329	464.5		464.5									
RESTORE AMERICA ORG	B329	594.7							33.0		561.7		
RICHARD NIXON LBRY&BRPLC	B329	265.3			265.3								
ROBERT WOOD JOHNSON FDTN	B329	1,911.1			17.8	7.5	6.1		1,083.1		415.9		380.7
ROTARY CLUB	B329	1,067.2	39.0		937.6		35.3		55.3				
SAFE HORIZON ORG	B329	700.5	614.5					86.1					
SALMON OF/AMERICAS ORG	B329	912.5	912.5										
SAN MANUEL BAND/INDIANS	B329	3,552.0			13.0				3,539.0				
SAVE DARFUR COALITION	B329	3,137.5	472.4		513.7	1,338.2	169.3	42.3	173.3		428.4		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SCHOOLS FIRST ORG	B329	611.6							611.6				
SEMINOLE TRIBE OF FL	B329	1,814.5			4.7		977.4		785.1		47.3		
SENIOR SERVICE AMERICA	B329	270.8											270.8
SIAA ORG	B329	267.6							265.1				2.5
SIFE STDNTS/FR ENTPRS	B329	382.4				382.4							
SISTER STUDY ORG	B329	373.7	373.7										
SISTER TO SISTER ORG	B329	670.8	536.5						120.0		14.3		
SKILLED NURSING CR CLTN	B329	494.2							494.2				
SKIN CANCER TAKES FRNDS	B329	3,125.9	3,125.9										
SMOKERS QUITLINE	B329	1,421.8							1,421.8				
SONGS OF LOVE FOUNDATION	B329	496.4			482.7		13.6						
SOUTHERN KINGFISH ASSN	B329	360.0	353.0								7.0		
SPIRIT OF WOMEN ORG	B329	306.6	306.6										
SPOKANE PUBLIC/FNDTN	B329	1,793.9					1,792.2		1.7				
STOPWASTE ORG	B329	339.4			54.4		285.0						
STUTTERING FNDTN/AMERICA	B329	987.6	837.2	49.8	100.6								
SURFRIDER FOUNDATION	B329	597.4	596.8		0.4				0.2				
SYCUAN BAND/KUMEYAA Y NTN	B329	543.1				10.7			532.4				
TAKE ME FISHING ORG	B329	7,417.0	4,765.3	1,033.4					12.1		42.8	1,563.5	
TAKE OUR DAUGHTERS/WORK	B329	260.6	154.3	106.3									
TEXANS FOR SCHOOL CHOICE	B329	589.5											589.5
TEXAS CLEAN SKY CLTN ORG	B329	638.9			638.9								
TOBACCO FREE KIDS ORG	B329	415.8											415.8
TOBACCO QUITLINE	B329	344.3			0.7		8.5		335.2				
TOHONO OODHAM GMNG AUTH	B329	455.0					455.0						
TREE OF LIFE ORG	B329	491.8				490.7		1.2					
TRU TOBACCO RLTY UNFLTRD	B329	465.4							465.4				
TRUSTS FOR PUBLIC LAND	B329	283.6	280.9		2.8								
TRUTH ABOUT SMOKING	B329	24,748.6							4,440.7		5.5	19,975.6	326.8
TV 4 US ORG	B329	4,871.0							4,871.0				
TV4US ORG	B329	2,582.7			438.5								2,144.2
UNIONFACTS.COM ONLINE	B329	547.8			73.5	474.2							
US CHAMBER INST/LGL RFRM	B329	920.2	16.0		553.1	32.1			105.3			198.7	15.0
US KIDS GOLF ORG	B329	267.8										267.8	
USA FOOTBALL ORG	B329	422.1							27.0	3.6		391.4	
USGA ORG	B329	852.8	79.0						76.6	43.8		653.4	
USO ORG	B329	1,264.7							129.1	1,006.2		129.4	
UTAHNS/PUBLIC SCHOOLS	B329	518.2							518.2				
VETERANS BUS NETWORK ORG	B329	343.6			343.6								
VIRGINIA PREPAID EDUC PR	B329	402.1							402.1				
VITAE CARING FOUNDATION	B329	611.2							429.0				182.2
WISCONSIN GAMING FOR WI	B329	375.2							375.2				
WMC ISSUES MBLZTN CNCL	B329	492.4							492.4				
WOODMEN OF THE WORLD ORG	B329	349.2					100.8		248.4				
YDOUTHINK ORG	B329	460.0							460.0				
YES ON 49 ORG	B329	664.1							664.1				
YES ON HEALTHY KIDS PLAN	B329	560.6							560.6				
BIDEN FOR PRESIDENT	B331	468.6							468.6				
CLINTON FOR PRESIDENT	B331	4,116.3							4,087.9				28.4
DODD FOR PRESIDENT	B331	551.7							547.5		4.1		
EDWARDS FOR PRESIDENT	B331	2,168.4							2,168.4				
GUILIANI FOR PRESIDENT	B331	1,316.5							1,171.3		1.8	98.0	
HUCKABEE FOR PRESIDENT	B331	509.9							509.9				
MCCAIN FOR PRESIDENT	B331	1,579.2							1,557.2				22.0
OBAMA FOR PRESIDENT	B331	4,755.1							4,748.5				6.7
PAUL FOR PRESIDENT	B331	2,176.8							560.6			11.7	1,604.5
RICHARDSON FOR PRESIDENT	B331	1,260.8							1,260.8				
ROMNEY FOR PRESIDENT	B331	8,797.9							8,312.7		5.1	480.0	
THOMPSON FOR PRESIDENT	B331	491.7							411.6		80.1		
POL-CONGRESS	B332	2,278.1			219.6		1.5		1,668.6				388.4
POL-US SENATE	B332	261.1							247.0				14.2
POL-ALDERMAN	B333	430.8			98.4				332.4				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
POL-ASSEMBLYMAN	B333	1,252.0			137.6				986.8				127.5
POL-ATTORNEY GENERAL	B333	1,907.1			60.1		167.0		1,616.7				63.3
POL-BOARD/EDUCATION	B333	400.6			350.7		20.3		29.6				
POL-CITY COUNCIL	B333	2,989.3			915.8		127.7		1,844.2				101.7
POL-CITY COUNCIL AT-LRG	B333	745.8			745.8								
POL-CITY COUNCIL PRSDNT	B333	398.5							398.5				
POL-COMMISSIONER	B333	766.8			211.1		32.8		510.2				12.8
POL-COMMISSIONER/AGRCLTR	B333	483.5							483.5				
POL-COUNCIL AT LARGE	B333	952.9			697.8				255.0				
POL-COUNTY CLERK	B333	839.7			673.1				166.7				
POL-COUNTY COMMISSIONER	B333	773.1			32.0				741.0				
POL-COUNTY EXECUTIVE	B333	1,776.6			41.8				1,665.7				69.1
POL-DELEGATE	B333	1,204.3			1.2		3.9		1,087.0				112.2
POL-DISTRICT ATTY	B333	253.8			7.1		16.6		230.0				
POL-GOVERNOR	B333	14,365.5			92.6				13,443.8				829.1
POL-GOVERNOR&LT GOVERNOR	B333	1,543.7							1,543.7				
POL-INS COMMISSIONER	B333	285.1							257.0				28.2
POL-JUDGE	B333	1,238.1			536.1		114.4		572.2				15.4
POL-JUDGE/SUPERIOR COURT	B333	971.2			46.2				816.4				108.6
POL-LT GOVERNOR	B333	700.9							620.9				80.0
POL-MAYOR	B333	19,708.6			1,661.9		142.9		17,057.6				471.1
POL-PARISH PRESIDENT	B333	264.2							1.2				
POL-PRESIDENT	B333	4,961.9			151.5		11.8						4,798.6
POL-SECRETARY OF STATE	B333	406.9			15.1				391.9				
POL-SENATE	B333	321.5			229.0		52.4						40.1
POL-SHERIFF	B333	1,219.2			152.2		217.6		825.4				24.0
POL-STATE ASSEMBLY	B333	1,244.0			63.5				1,134.8				45.7
POL-STATE ASSMBLY&ST SNT	B333	1,712.5							1,712.5				
POL-STATE REPRESENTATIVE	B333	502.6			24.9		79.7		331.9				66.1
POL-STATE SENATE	B333	8,155.3			78.7		36.7		7,879.1				160.9
POL-SUPREME COURT	B333	3,131.6			67.0				2,972.5				92.1
POL-TREASURER	B333	266.4			38.6		2.2		225.6				
POL-UNKNOWN ST&LCL OFC	B333	6,380.2			1,253.2		5,075.3						51.8
POL-AB 779	B334	304.3			304.3								
POL-CITIZENS FOR	B334	318.8					318.8						
POL-CONGRESS ENERGY BILL	B334	294.9			294.9								
POL-DEMOCRATIC TWN SPKS	B334	452.5					452.5						
POL-ENERGY BILL	B334	728.2			728.2								
POL-FLORIDIANS/LWR INS	B334	500.1			500.1								
POL-NO NEW COAL PLANTS	B334	690.2			690.2								
POL-NW ENRGY TX&PRC CNTR	B334	295.8			295.8								
POL-PROPOSITION 65	B334	524.9			524.9								
POL-REJECT CNGRS ENRG BL	B334	588.4			588.4								
POL-SCHIP STE CHILD HLTH	B334	355.8			355.8								
POL-STOP/MSR 50 TX HK	B334	630.2											630.2
DEMOCRATIC NATL CMT	B339	275.3			161.7		35.4				16.0		62.1
REPUBLICAN GVRNRSS ASSN	B339	482.1							441.0				41.1
REPUBLICAN PROMO	B339	329.5			2.1				1.7				325.7
AARP LIFE INSURANCE	B411	10,186.3						1,150.5	491.8	749.4	7,794.6		
AETNA INC CP	B411	804.0	795.9		8.1								
ALLIANZ LIFE INSURANCE	B411	1,453.9			55.9		1,398.0						
ALLSTATE LIFE INSURANCE	B411	2,784.1	2,320.2		24.8				2.7				436.4
AVIVA LIFE INSURANCE	B411	12,858.2						8,176.4			4,681.8		
AXA EQUITABLE LIFE INSURANCE	B411	334.2	334.2										
COLONIAL PENN LIFE INSURANCE	B411	392.8	51.3	176.9				115.7	4.2	31.6	13.0		
COVENTRY HEALTH CARE LIFE INSURANCE	B411	589.4			589.4								
GENWORTH FINANCIAL LIFE INSURANCE	B411	3,658.2	265.5				49.7				3,343.0		
GERBER GROW-UP PLAN LIFE INSURANCE	B411	438.3						13.6	57.0		367.7		
GERBER LIFE INSURANCE	B411	1,754.0			1,754.0								
GOLDEN HERITAGE LIFE INSURANCE	B411	285.3							285.3				
HSBC LIFE INSURANCE	B411	455.8									455.8		
MASSMUTUAL LIFE INSURANCE	B411	14,910.1	5,441.0				246.0		6,106.1	53.9	31.4	3,031.7	

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
METLIFE LIFE INSURANCE	B411	2,894.0	1,787.4		245.0	71.4	2.0	690.0	0.4	97.0	0.8		
MUTUAL OF OMAHA LIFE INSURANCE	B411	1,137.5						855.4	11.0		271.1		
NATIONWIDE LIFE INSURANCE	B411	1,012.9	1,012.9										
NEW YORK LIFE INSURANCE LIFE INS	B411	10,894.8	6,429.4		500.0	166.4	1.3					2,524.5	1,273.2
OLD MUTUAL LIFE INSURANCE	B411	250.0					250.0						
PRUDENTIAL FINANCIAL LIFE INSURANCE	B411	2,361.5	2,242.8					110.1	2.1		6.4		
SBLI USA LIFE INSURANCE	B411	644.3			297.6				250.6		1.5		94.6
STATE FARM LIFE INSURANCE	B411	1,893.0	1,741.3					60.0	1.2	2.4	88.1		
STERLING LIFE INSURANCE	B411	2,210.5			35.9								2,174.6
UNUMPROVIDENT CORP CP	B411	321.6							21.6			300.0	
USAA LIFE INSURANCE	B411	1,312.7	1,312.7										
ZURICH DIRECT LIFE INSURANCE	B411	343.2			199.9	142.9					0.4		
AARP HEALTH CARE OPTION	B412	47,353.7	5,776.5	3,581.1	7.6			6,076.1	9,113.9	759.4	22,039.1		
AARP HEALTH TRUST MED & DENTAL INS	B412	512.1			512.1								
AARP MDCRCMPLT INS	B412	7,888.0			7,812.7	75.3							
AARP MEDICARE COMPLETE	B412	12,397.7	302.4	449.7	476.8			2,857.7	3,437.5		4,873.6		
AARP MEDICARE RX PLAN	B412	3,991.2	78.5	668.0	742.5				5.2	54.6	2,442.5		
ADVANTAGE PREFERRED PLUS MEDICAL INS	B412	274.2			274.2								
ADVANTRA MEDICARE ADVANTAGE PLAN	B412	252.0						252.0					
AETNA LIFE&CASUALTY MEDICAL INS	B412	761.9						183.0				578.9	
AETNA MEDICAL INSURANCE	B412	2,285.4	504.1		856.3		95.3						829.8
AETNA MEDICARE INSURANCE	B412	1,144.0			18.1				1,110.9	15.0			
AETNA US HEALTHCARE HEALTHFUND	B412	1,386.0	533.9			852.1							
AETNA US HEALTHCARE MEDICAL INS	B412	3,176.6	333.1		498.8	1,380.5			260.5				703.8
AETNA US HEALTHCARE MEDICARE	B412	6,037.1			3,182.8	28.1			2,772.1				54.0
AFFINITY MEDICAL INSURANCE	B412	2,083.9			1,954.4			129.6					
AFLAC MEDICAL INSURANCE	B412	66,742.0						51,179.8	691.5	13.2	11,279.1	3,578.4	
AMERIGROUP MEDICAL INSURANCE	B412	281.2				225.1			4.6				51.5
AMERIHEALTH MEDICAL INSURANCE	B412	633.5		11.6		621.9							
ANTHEM BL CRS&BL SHL/CT MEDICAL INS	B412	411.4		411.4									
ANTHEM BLUE CRS&BL SHLD BLUE MDCR AC	B412	430.3						430.3					
ANTHEM BLUE CRS&BL SHLD MDCR PRFRD	B412	280.9						280.9					
ANTHEM BLUE CRS&BL SHLD MEDICAL INS	B412	4,124.6		25.0		3.3		3,858.7				237.7	
ANTHENM BLUE CRS&BL SHLD SR ADVNT INS	B412	578.2						578.2					
ASSURANT HEALTH MEDICAL INSURANCE	B412	673.8		3.2				111.5		344.7		214.3	
ASTRAZENECA MEDICARE PRSCRPTN CRD	B412	1,178.7	604.8		573.9								
AVMED MEDICAL INSURANCE	B412	1,678.9			316.3		891.5		471.2				
AVMED MEDICARE PREFERRED	B412	959.2			230.8				728.4				
BC LIFE & HEALTH INS CO FRDM BL PPO	B412	697.5						697.5					
BELAY HEALTH MEDICAL INSURANCE	B412	262.1		262.1									
BLUE CROSS BLUE SHLD/MI MEDICAL INS	B412	968.4			968.4								
BLUE CROSS OF CA MEDICAL INSURANCE	B412	4,291.1			1,447.4			2,843.7					384.7
BLUE CROSS OF TX	B412	384.7											
BLUE CROSS&BLUE SHIELD BASIC BLUE	B412	287.1					287.1						
BLUE CROSS&BLUE SHIELD BLUE ADVNTG	B412	1,834.9						1,834.9					
BLUE CROSS&BLUE SHIELD BLUE OPTIONS	B412	2,439.2						2,439.2					
BLUE CROSS&BLUE SHIELD BLUE RX	B412	410.0						410.0					
BLUE CROSS&BLUE SHIELD C PLUS PLAN	B412	658.3						658.3					
BLUE CROSS&BLUE SHIELD FRDM BL MDCR	B412	679.0		39.5				639.5					
BLUE CROSS&BLUE SHIELD HMO PLANS	B412	286.4						286.4					
BLUE CROSS&BLUE SHIELD LONG TERM/INS	B412	477.5						477.5					
BLUE CROSS&BLUE SHIELD MDCR SPLMT	B412	948.5						948.5					
BLUE CROSS&BLUE SHIELD MED&DNTL INS	B412	8,146.8			685.2	150.3	7,309.5	1.9					
BLUE CROSS&BLUE SHIELD MEDICAL INS	B412	15,187.4			49.6		23.9	14,726.7		2.4			384.7
BLUE CROSS&BLUE SHIELD MY BLUE PLAN	B412	378.7						378.7					
BLUE CROSS&BLUE SHIELD PREMIER BLUE	B412	655.2						655.2					
BLUE CROSS&BLUE SHIELD VIGNETTE	B412	399.5						399.5					
BLUE CROSS&BLUE SHLD ASN CP	B412	2,493.1	431.1		159.7	612.4			458.2		2.4		829.2
BLUE CROSS&BLUE SHLD/AL MEDICAL INS	B412	261.5	29.7		231.8								
BLUE CROSS&BLUE SHLD/FL MEDICAL INS	B412	3,668.5	5.3		2,406.6								1,256.6
BLUE CROSS&BLUE SHLD/MA MEDICAL INS	B412	401.0			390.7								10.3
BLUE CROSS&BLUE SHLD/MI MEDICAL INS	B412	930.0			900.8				29.2				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BLUE CROSS&BLUE SHLD/NC MEDICAL INS	B412	448.0			448.0								
BLUE CROSS&BLUE SHLD/RI MEDICAL INS	B412	642.9			642.9								
BLUE CROSS&BLUE SHLD/SC MEDICAL INS	B412	308.0	15.4		292.6								
BLUE CROSS&BLUE SHLD/TN MEDICAL INS	B412	829.0	31.2		793.7		4.2						320.8
BLUE CROSS&BLUE SHLD/TX MEDICAL INS	B412	370.9			50.1								
BLUE CRS&BL SHLD/KNS CTY MEDICAL INS	B412	1,954.3			1,954.3								
BLUE CRS&BL SHLD/WSTN NY MEDICAL INS	B412	521.4			521.4								
BLUE SHIELD 65 PLUS	B412	812.7						812.7					
BLUE SHIELD MEDICAL INSURANCE	B412	1,144.5							1,144.5				
BLUE SHIELD MEDICARE SUPPLEMENT	B412	362.0							362.0				
BLUE SHIELD OF CA MEDICAL INSURANCE	B412	1,798.8			23.1				1,733.5				42.2
BLUEGRASS FAMILY HEALTH MEDICAL INS	B412	363.1					360.4	2.7					
CAPITAL BLUE CROSS MED & DENTAL INS	B412	600.2			463.0		137.2						
CAPITAL BLUE CROSS MEDICAL INSURANCE	B412	3,361.4					855.6		2,505.9				
CAPITAL BLUE CROSS VIGNETTE	B412	342.7							342.7				
CAREFIRST BLCRS BLSHLD MEDICAL INS	B412	2,602.0			718.9		10.7		1,273.4				599.0
CAREMORE MEDICAL GROUP MEDICAL INS	B412	482.0							482.0				
CAREPLUS HEALTH PLANS MED&DNTL INS	B412	5,860.0			5,860.0								
CAREPLUS HEALTH PLANS MEDICAL INS	B412	931.3			931.3								
CAREPLUS HEALTH PLANS MEDICARE INS	B412	599.9							599.9				
CARESOURCE MEDICAL INSURANCE	B412	347.3							347.3				
CDPHP MEDICAL & DENTAL INS	B412	281.1			247.7		33.5						
CDPHP MEDICAL INSURANCE	B412	812.2	15.4		13.9		476.8		306.1				
CENTERCARE MEDICAL INSURANCE	B412	363.1			363.1								
CENTURA HEALTH GROUP MEDICAL INS	B412	295.0			295.0								
CERNER HEALTH CARE MEDICAL INSURANCE	B412	368.3			305.3		62.9						
CIGNA HEALTH PLAN/AZ MEDICAL INS	B412	319.6			319.6								
CITIZENS CHOICE HLTHPLN MEDICAL INS	B412	316.1							316.1				
CITRUS HEALTH CARE MED & DENTAL INS	B412	2,836.7			2,389.1		447.5						
CITRUS HEALTH CARE MEDICARE INS	B412	612.4			519.4				93.1				
COMMUNITY CARE HMO SNR MEDICAL INS	B412	508.5			463.7				44.8				
COMMUNITY CARE MEDICAL INSURANCE	B412	252.0			70.8		127.5		53.7				
COMMUNITY HEALTH NETWORK	B412	385.6			41.9		132.6		211.1				
COMMUNITY HEALTH PLAN MEDICAL INS	B412	343.5					64.7		168.3				110.6
CONNECTICARE GROUP MEDICAL INSURANCE	B412	949.2			924.6	24.6							
CONNECTICARE MEDICAL INSURANCE	B412	795.2					47.3		747.9				
COVER TN HEALTH INSURANCE	B412	757.9							757.9				
DELTA DENTAL INSURANCE	B412	6,609.7	308.1		1,224.9	121.1	213.9		2,895.5				1,846.2
DELTA DENTAL PLAN ASSN	B412	3,333.4			1,187.0	1,636.4	92.3						417.7
DELTA DENTAL PLAN OF MI DENTAL INS	B412	252.8			210.6								42.2
DELTA DENTAL PLAN OF RI DENTAL INS	B412	581.1			581.1								
DENTALPLANS.COM DNTL INS ONLINE	B412	1,774.2						101.1		1,673.2			
EHEALTHINSURANCE.COM ONLINE	B412	3,179.2			3,179.2								
ELDERPLAN MEDICAL INSURANCE	B412	5,800.0			3,946.8				1,853.2				
EMPIRE BLUE CRSS&BL SHLD MEDICAL INS	B412	2,131.2	421.0		1,044.2	142.9			523.1				
EMPIRE HEALTH CARE MEDICAL INSURANCE	B412	1,172.4			1,172.4								
ESSENCE HEALTHCARE MEDICARE INS	B412	391.2			92.5		23.0		275.7				
EVERCARE INS MEDICAL INSURANCE	B412	2,045.2			1,889.2				156.0				
EXCELLUS BLUE CROSS/SHLD MDCR INS	B412	2,476.8							2,454.5				22.4
EXCELLUS BLUE CROSS/SHLD MED INS	B412	275.7							275.7				
EXCELLUS BLUE CROSS/SHLD MED & DENTAL INS	B412	775.9					184.7		591.2				
FALLON COMMUNITY HLTH PL MEDICAL INS	B412	902.2			902.2								
FIDELIS CARE NY MEDICAL INSURANCE	B412	1,413.8						100.3		1,313.5			
FIDELIS MEDICARE ADVNTG MED&DNTL INS	B412	1,545.4			1,402.7	7.1	135.6						
FIRST 5 PLAN MEDICAL & DENTAL INS	B412	1,216.3			1,157.6	58.7							
FLORIDA HEALTHCARE MED & DENTAL INS	B412	2,272.3					2,272.3						
FREEDOM HEALTH MEDICAL & DENTAL INS	B412	520.9			520.9								
GATEWAY HEALTH PLAN MEDICAL INS	B412	2,635.2			2,635.2								
GEHA HEALTH PLAN MEDICAL INSURANCE	B412	582.4					474.1						108.3
GEISINGER GOLD MEDICARE INSURANCE	B412	326.5			157.5		169.0						
GEISINGER MEDICAL GROUP HEALTH PLAN	B412	256.8							256.8				
GEISINGER MEDICAL GROUP HEALTH PLAN	B412	457.7						6.0		451.7			

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GENERATIONS HEALTHCARE MDCR RX PLN	B412	415.6				99.3			415.6				
GENWORTH FINANCIAL LONG TERM CR INS	B412	3,069.3	718.5								2,251.5		
GETINSURED.COM MED INS ONLINE	B412	817.2							16.7	37.6	762.9		
GHI GROUP HEALTH INC MEDICAL INS	B412	2,196.9			53.5		277.2		1,866.2				
GHP GROUP HEALTH PLAN MED&DENTAL INS	B412	464.4			464.4								
GROUP HEALTH INC CP	B412	1,346.4			1,346.4								
GROUPHEALTH OPTIONS MED&DNTL INS	B412	311.4			311.4								
HAP HEALTH ALLIANCE PLAN	B412	656.3			241.7				414.6				
HAP HEALTH ALLIANCE PLAN MEDICAL INS	B412	447.8			72.8				374.9				
HAP MEDICAL & DENTAL INS	B412	1,897.7			1,785.1		112.7						
HAP MEDICAL INSURANCE	B412	389.0			389.0								
HARMONY HEALTH PLAN MEDICAL INS	B412	344.9							344.9				
HARVARD PILGRIM HLTH CR FIRST SNRTY	B412	345.7							345.7				
HARVARD PILGRIM HLTH CR HMO PLANS	B412	662.7							662.7				
HARVARD PILGRIM MEDICAL INSURANCE	B412	2,241.0			1,393.4	113.1	88.8		537.4			108.3	
HEALTH ALLIANCE MEDICAL INSURANCE	B412	615.3			226.4		56.0		284.7			48.1	
HEALTH AMERICA ADVANTRA	B412	295.8							295.8				
HEALTH FIRST MDCR PLN MEDICAL INS	B412	883.1			865.1		18.0						
HEALTH NET INC MEDICAL INSURANCE	B412	273.2				218.5						54.8	
HEALTH NET MEDICAL INSURANCE	B412	3,903.0			1,847.0		341.9		1,590.3		3.5	120.3	
HEALTH NET MEDICARE INSURANCE	B412	2,219.9							2,192.5			27.4	
HEALTH PLUS MEDICAL INSURANCE	B412	1,140.7			622.1		371.6		147.0				
HEALTHFIRST MEDICAL INSURANCE	B412	851.5			794.9		56.6						
HEALTHMARKETS MEDICAL INSURANCE	B412	500.1			37.2				11.7		451.2		
HEALTHPLUS OF MI MEDICAL INSURANCE	B412	397.7			226.9		170.8						
HEALTHSPRING MEDICARE INSURANCE	B412	1,277.9							1,277.9				
HEARPLAN MEDICAL & DENTAL INS	B412	262.0			262.0								
HIGHMARK BLUE CRS&BL SH CP	B412	2,420.5	25.8						2,394.8				
HIGHMARK BLUE CRS&BL SH FRDM BL PPO	B412	326.9							326.9				
HIGHMARK BLUE CRS&BL SH MEDICAL INS	B412	4,160.1			2,549.6		522.9		1,087.5				
HIGHMARK BLUE CRS&BL SH SEC BLUE	B412	510.9			410.9				100.0				
HIGHMARK BLUE SHIELD CP	B412	1,349.9							1,349.9				
HIGHMARK BLUE SHIELD MED&DENTAL INS	B412	1,910.5			626.8		1,283.7						
HIGHMARK FREEDOM BLUE MED&DENTAL INS	B412	376.3	130.8		245.5								
HIP HEALTH PLAN OF NY CP	B412	562.2			249.0							313.2	
HIP HEALTH PLAN OF NY MEDICAL INS	B412	6,744.3			6,354.2	160.3						229.8	
HIP MEDICAL INSURANCE	B412	650.8							650.8				
HIP VIP MEDICARE	B412	1,048.6							1,048.6				
HIP VIP PLUS MEDICARE	B412	1,016.2							1,016.2				
HORIZON BLUE CROSS&BL SH MEDICAL INS	B412	2,616.9			595.8		437.0		897.6			686.6	
HORIZON HEALTHCARE MEDICAL INSURANCE	B412	401.9										401.9	
HUMANA & MEDICARE MEDICAL INS	B412	318.8			277.9		40.9						
HUMANA CHOICE PPO	B412	1,394.4			1,380.6				13.8				
HUMANA GOLD CHOICE PLAN	B412	1,771.9			766.8				408.4		596.6		
HUMANA GOLD PLUS PLAN	B412	2,043.5			1,225.0				706.4		112.1		
HUMANA HEALTHCARE MEDICAL INSURANCE	B412	699.1				699.1							
HUMANA MEDICAL INSURANCE	B412	21,335.1			18,224.5				2,853.4		245.9		11.4
HUMANA MEDICARE CHOICE	B412	6,816.0							3,254.1		3,562.0		
HUMANA ONE PLAN	B412	6,172.6							6,055.1		117.5		
INDEPENDENCE BLUE CROSS MEDICAL INS	B412	2,161.6			595.3		299.2		1,267.1				
INDEPENDENT HEALTH ASSN MED&DNTL INS	B412	1,015.6			782.1		211.0		22.5				
INLAND EMPIRE MEDICAL & DENTAL INS	B412	399.7					399.7						
INTER VALLEY MEDICAL INSURANCE	B412	567.9			567.9								
KAISER PERMANENTE CP	B412	5,229.4			19.2				5,210.2				
KAISER PERMANENTE MEDICAL INSURANCE	B412	14,185.7	19.3		4,350.4	217.6	115.5		6,039.1	1.6		3,442.1	
KAISER PERMANENTE SENIOR ADVANTAGE	B412	528.2	20.4	158.7	40.2				308.9				
LA CARE HEALTH PLAN	B412	606.8						167.1	439.6				
LIBERTY HLTH ADVNTG PLN MED & DENTAL	B412	383.8			383.8				183.9		205.9		
LIFewise HEALTH PLAN MEDICAL INS	B412	389.8									156.1		
LOVELACE MEDICAL INSURANCE	B412	425.2			269.1						5.5		
MATERNITYCARD MEDICAL INSURANCE	B412	613.4	607.8										
MEDCO HEALTH SOLUTIONS MED&DNTL INS	B412	1,460.5	960.9		391.4							108.1	

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MEDICA MEDICAL INSURANCE	B412	855.7			704.7		14.6		132.9				3.5
MEDICAL MUTUAL OF OH MEDICAL INS	B412	905.1			582.8		322.3						
MEDICARE MEDICAL INSURANCE	B412	1,034.8	238.4	792.2	4.2								
MEDICARE RX PRESCRIPTION PLAN	B412	259.7			259.7								
MEDIGOLD MEDICAL INSURANCE	B412	607.2			394.8			212.4					
MEGA LIFE & HEALTH MEDICAL INSURANCE	B412	21,673.8							818.0	21.8	20,826.5		7.5
METLIFE DISABILITY & LIFE INS	B412	16,648.7	4,098.0					8,720.8	1,073.3	1,306.7	1,449.9		
METLIFE MEDICAL INSURANCE	B412	500.8											500.8
MORTON PLANT MEASE MEDICAL INSURANCE	B412	2,908.3			2,908.3								
MUTUAL OF OMAHA DISABILITY INS	B412	2,477.7						1,956.8	0.2		520.7		
MUTUAL OF OMAHA LONG TERM CARE INS	B412	3,510.2						2,791.3	0.2		718.7		
MUTUAL OF OMAHA MEDICARE SUPPLEMENT	B412	2,260.3						1,915.1	0.8		344.5		
MVP HEALTH PLAN MEDICAL INSURANCE	B412	417.1			151.1		29.4		236.6				
NEIGHBORHOOD HEALTH PLAN MEDICAL INS	B412	478.5					152.0		314.0				12.6
OCHSNER MEDICAL INSURANCE	B412	599.7			554.4				45.3				
ODS MEDICAL INSURANCE	B412	352.1							352.1				
OPTIMA MEDICAL INSURANCE	B412	487.7			458.1				3.1				26.6
OXFORD INSURANCE AGENCY &UNITDHLTHCR	B412	772.0			128.2	643.8							
PARTNERCARE MEDICAL & DENTAL INS	B412	1,451.3			1,328.4		122.9			275.5			
PARTNERCARE MEDICARE ADVANTAGE PLAN	B412	275.5											
PEOPLES HEALTH INSURANCE MED&DNTL INS	B412	2,065.6			2,065.6								
PEOPLES HEALTH INSURANCE MEDICAL INS	B412	638.0					566.2		71.8				
PLAN SALUD MEDICAL INSURANCE	B412	330.2							330.2				
PRECEDENT HEALTH MEDICAL INSURANCE	B412	296.6	27.7	180.6			54.9						33.4
PRECEDENT REMIX MEDICAL INSURANCE	B412	376.0							376.0				
PREFERRED CARE MEDICAL INSURANCE	B412	4,732.8			4,508.8				224.0				
PREFERRED CARE PARTNERS MDCR ADVNTG	B412	1,075.1			461.7				613.4				
PRIORITY HEALTH MEDICAL INSURANCE	B412	1,157.7					394.9		762.9				
QUALIFIED HEALTH CARE MEDICAL INS	B412	618.6		615.3									3.3
QUALITY HEALTH PLANS MED&DENTAL INS	B412	1,027.3			1,021.3		6.0						
REGENE BLCRS BLSHLD/UT MED&DNTL INS	B412	381.0			381.0								
REGENE BLUE CRS&BL SHLD MEDICAL INS	B412	1,469.6			413.5		443.1		613.0				
REGENE BLUE SHIELD MEDICAL INS	B412	893.6			703.2		9.5		180.8				
RESOURCE 1 DNTL IMPLT DENTAL INS	B412	865.7			865.7								
ROCKY MTN HLTH CR OPTNS MEDICAL INS	B412	1,260.5			1,240.5		20.0						
SCAN MEDICAL INSURANCE	B412	401.0			398.9				2.1				
SCOTT & WHITE MEDICAL INSURANCE	B412	1,212.9	758.1	402.9	48.2		3.8						
SEARS DENTAL AWRNS PLN	B412	560.0											560.0
SECURE HORIZONS MEDICARE ADVNTG PLN	B412	5,600.7	48.3	622.2	78.2			662.8	1,360.4	2,323.6	505.2		
SECURE HORIZONS MEDICARE CHOICE/PLN	B412	757.8			757.8								
SECURE HORIZONS MEDICARE INSURANCE	B412	28,193.9	1,287.0	1,731.3	12,353.5	64.1	83.3	435.2	9,050.4	3,004.8	184.4		
SELECTHEALTH MEDICAL INSURANCE	B412	808.3			91.0				717.2				
SENIOR DIMENSIONS PLAN MED&DNTL INS	B412	892.8			871.0		21.8						
STANDARD LIFE GROUP INSURANCE	B412	296.1	296.1										
STERLING MEDICAL INSURANCE	B412	2,549.2			90.0				2,459.2				
SUMMACARE MEDICAL INSURANCE	B412	1,326.3			1,112.7				213.6				
SUMMIT HEALTH PLANS MED & DENTAL INS	B412	683.3			683.3								
SUPERIOR HEALTH PLAN MED&DNTL INS	B412	270.1					270.1						
TEXAN PLUS MEDICAL INSURANCE	B412	984.3			89.6				894.7				
TEXAS COMMUNITY CARE MEDICAL INS	B412	265.5			134.2				131.4				
TEXAS HEALTH SPRING MEDICARE PLAN	B412	581.8							581.8				
TOGETHER RX ACCESS PRESCRIPTION CARD	B412	2,404.5				256.9			66.3	341.6	1,639.5		100.2
TOGETHER RX PRESCRIPTION CARD	B412	620.5			477.6	142.9							
TOTAL HEALTH CARE INS CO MEDICAL INS	B412	399.6							399.6				
TUFTS HEALTH PLAN MEDICAL INSURANCE	B412	1,502.6			89.0		309.5		1,104.1				
U-CARE MEDICAL INSURANCE	B412	488.1			488.1								
UNISON ADVANTAGE MEDICARE ADVNTG INS	B412	402.1			108.9				293.1				
UNISON HEALTH PLAN MEDICAID INS	B412	336.6							336.6				
UNITED HEALTHCARE INS HMO PLANS	B412	2,522.7			2,522.7								
UNITED HEALTHCARE MED & DENTAL INS	B412	1,420.0					1,084.8						335.2
UNITED HEALTHCARE MEDICAL INSURANCE	B412	10,432.3	6,969.0	387.1	242.7	141.0	454.1	56.8	540.3	5.7	2.4		1,633.1
UNITEDHEALTHCARE/FL MED & DENTAL INS	B412	319.7			3.3		316.5						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
UNIVERSA HEALTHCARE MEDICAL INSURANCE	B412	1,173.2			497.5		80.3		595.4				
UNIVERSAL HEALTH CR INS MED&DNTL INS	B412	1,473.8			1,473.8								
UNUM DISABILITY INSURANCE	B412	1,305.6	463.3			264.2			0.0		578.1		
UPMC MEDICAL INSURANCE	B412	2,583.0			2,530.1		49.4		3.5				
UPMC MEDICARE PLANS	B412	280.0							280.0				
VISION SERVICE PLAN MEDICAL INS	B412	1,893.7							879.8				1,013.9
VSP EYE CARE MEDICAL INSURANCE	B412	3,170.8	181.2		2,494.7		106.4		372.6				15.8
WELLCARE MEDICAL INSURANCE	B412	6,018.7		218.5	5,703.0		83.7		13.5				
WINDSOR MEDICARE EXTRA	B412	1,278.7			9.0				1,269.7				
ZURICH AMERICAN MEDICAL & DENTAL INS	B412	308.7			22.9	285.8							
ALLSTATE HOMEOWNERS INSURANCE	B421	2,741.5			130.5		53.1		0.1		1.9		2,555.9
ALLSTATE PROPERTY & CASUALTY INS	B421	9,484.5											9,484.5
FARMERS INS GROUP HOMEOWNERS INS	B421	3,475.9	629.1					1,660.0	233.9		222.5	692.2	38.3
FOREMOST INS GROUP MOBILE HOME INS	B421	618.7	618.7										
GENWORTH FINANCIAL MORTGAGE INS	B421	688.7								688.7			
LIBERTY MUTUAL HOMEOWNERS INSURANCE	B421	16,877.1	5,510.0	228.7				5,524.4	305.7		5,308.2		
NATIONAL FLOOD INSURANCE	B421	7,602.2	482.7	1,242.2	42.4				198.7		5,636.1		
NATIONWIDE HOMEOWNERS INSURANCE	B421	9,097.9	202.3		57.1				8,838.5				
NATIONWIDE PROPERTY & CASUALTY INS	B421	5,542.4											5,542.4
STATE FARM HOMEOWNERS INSURANCE	B421	10,660.8			50.9			3,363.0	1,143.3	30.2	6,065.1		8.3
TRAVELERS HOMEOWNERS INSURANCE	B421	1,941.6	1,941.6										
TRAVELERS PROPERTY CSLTY CP	B421	678.2	678.2										
21ST CENTURY AUTO INSURANCE	B422	14,859.6			14.6				342.0		14,503.1		
AAA AUTO & HOMEOWNERS INS	B422	585.1							585.1				
AAA AUTO INSURANCE	B422	11,408.6			806.5				10,248.1	354.0			
AAA AUTOMOBILE CLUB AUTO INSURANCE	B422	708.1			188.2		458.8						61.0
AARP AUTO INSURANCE	B422	37,509.7	118.5		16,675.4			3,263.6	689.1	10,138.0	6,625.1		
AIG AUTO INSURANCE	B422	27,376.6			10.2		49.0	0.0	1,467.5	817.4	24,992.6		40.0
ALFA AUTO INSURANCE	B422	522.6	49.7						472.9				
ALLIED AUTO INSURANCE	B422	327.3							327.3				
ALLSTATE AUTO INSURANCE	B422	198,978.8	19,220.1	1,252.9	1,944.0	1,840.4	114.5	67,159.9	3,576.5	16,099.9	80,658.4	51.4	7,060.8
ALLSTATE.COM INS ONLINE	B422	10,820.0						3,416.5	412.9	1,884.9	5,105.8		
AMERICAN FAMILY AUTO INSURANCE	B422	295.7	293.1		0.7				1.9				
AMICA AUTO INSURANCE	B422	15,447.6	11.6						15,436.0				
BROOKE AUTO INSURANCE	B422	265.3			0.4		264.9						
CURE AUTO INSURANCE	B422	523.2							523.2				
ESURANCE.COM ONLINE	B422	122,658.4	1,152.2	114.4			1,529.8	24,007.9	2,091.7	28,064.0	65,068.3	150.0	480.0
FARM BUREAU AUTO INSURANCE	B422	355.1							355.1				
FARMERS INS GROUP AUTO INSURANCE	B422	17,068.0					104.2	11,863.0	1,825.0		2,197.3	1,018.4	
GEICO AUTO INSURANCE	B422	286,224.9	25,471.3	10,012.1	5,710.8	1,287.7	202.9	29,700.4	62,861.1	22,966.7	67,042.3	10,892.6	50,077.0
GEICO DIRECT AUTO INSURANCE	B422	18,483.9			1.3		52.9						18,430.9
GENERAL AUTO INS CO AUTO INSURANCE	B422	413.8											412.5
HAGERTY AUTO INSURANCE	B422	707.7	395.8								311.9		
HARTFORD AUTO INSURANCE	B422	8,642.3	5,977.6		2,664.7								
HIGH POINT AUTO INSURANCE	B422	493.4					493.4						
INDIANA FARM BUREAU AUTO INSURANCE	B422	286.6							286.6				
INDIANA FARM BUREAU AUTO&HOMEOWNERS	B422	412.0							412.0				
INFINITY AUTO INSURANCE	B422	4,221.8							4,221.8				
LIBERTY MUTUAL AUTO INSURANCE	B422	19,934.3	7,666.1	932.0				5,317.2	325.3		5,693.9		
MERCURY INSURANCE GROUP AUTO INS	B422	18,583.9			5.8				18,578.1				
METLIFE AUTO & HOME INSURANCE	B422	3,507.9						2,299.5	618.1	114.4	475.6		0.4
NATIONAL DLR WARRANTY AUTO INSURANCE	B422	277.8											277.8
NATIONWIDE AUTO INSURANCE	B422	75,183.3	1,109.1		1,727.7		0.4	5,026.1	28,902.0		37,124.8		1,293.1
PEMCO AUTO INSURANCE	B422	434.0							434.0				
PROGRESSIVE AUTO INS ONLINE	B422	157,105.3						29,614.8	25,154.8	23,084.8	79,250.9		
PROGRESSIVE AUTO INSURANCE	B422	92,423.1	151.9		20.8		885.1	17,645.1	22,545.4	10,303.9	35,283.0	5,587.9	
SAFE AUTO INSURANCE	B422	321.6					190.6						131.0
SAFEAUTO AUTO INSURANCE	B422	54,325.0					1,476.7	25.6	52,757.5	37.6			27.7
SAFETY AUTO INSURANCE	B422	589.3			496.6		92.8						
SHELTER AUTO INSURANCE	B422	636.1							636.1				
SOUTH COAST AUTO INSURANCE	B422	1,116.6							1,116.6				
STATE FARM AUTO & HOMEOWNERS INS	B422	4,853.6						3,963.0	461.7		418.2		10.7

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
STATE FARM AUTO INSURANCE	B422	141,116.4	1,442.5		1,122.4		3.3	65,849.2	13,592.9	108.1	55,489.3	3,425.5	83.3
TITAN AUTO INSURANCE	B422	1,044.0					55.5						988.5
TRAVELERS AUTO INSURANCE	B422	1,988.0	1,987.8						0.3				
TSC DIRECT AUTO INSURANCE	B422	8,382.4			8,322.4		60.0						
UAI AUTO INSURANCE	B422	363.8							363.8				
UNITRIN DIRECT AUTO INS ONLINE	B422	1,990.9							2.0		1,988.9		
USAA AUTO INSURANCE	B422	628.2	628.2										
ZURICH NORTH AMERICA AUTO INSURANCE	B422	624.8	624.8										
ACE BUSINESS INSURANCE	B423	871.0				871.0							
AIG BUSINESS INSURANCE	B423	1,428.4	755.1			673.4							
ATRADIUS TRADE CREDIT BUSINESS INS	B423	297.9	297.9										
ATTORNEYS TITLE INS FUND BUS INS	B423	2,037.5					11.2						2,026.3
COFACE NORTH AMERICA BUSINESS INS	B423	250.7							250.7				
FARMERS INS GROUP BUSINESS INSURANCE	B423	973.7	971.8						1.8				
LIBERTY MUTUAL BUSINESS INSURANCE	B423	4,319.4	2,784.4			1,535.0							
NATIONWIDE BUSINESS INSURANCE	B423	2,903.3	297.9		1.4	2,604.0							
STATE FARM BUSINESS INSURANCE	B423	735.7	735.7										
TRAVELERS BUSINESS INSURANCE	B423	7,405.5	6,893.1			512.4							
WAUSAU BUSINESS INSURANCE	B423	943.5				943.5							
ZURICH DIRECT BUSINESS INSURANCE	B423	17,326.9						11,191.6	6.3	142.1	5,987.0		
ZURICH-AMERICAN BUSINESS INSURANCE	B423	11,258.4	5,124.7			6,133.7							
21ST CENTURY VAR INSURANCE	B429	2,046.1					2,046.1						
AAA VAR INSURANCE	B429	793.9			127.9		195.6		470.4				
ACE VAR INSURANCE	B429	462.3				438.0	24.3						
AETNA LIFE INSURANCE VAR INSURANCE	B429	262.8					262.8						
AETNA LIFE&CASUALTY VAR INSURANCE	B429	729.5					729.5						
AETNA PERSONAL HEALTH RECORD	B429	661.2							661.2				
AETNA US HEALTHCARE VAR INSURANCE	B429	2,006.1			1,839.1		167.0						
AFLAC ALL AMER/BSBL CLSC	B429	296.8			77.4	219.4							
AFLAC INC CP	B429	1,774.0	1,539.0		61.4	168.6			1.5		3.6		
AIG AMERICAN INTL GROUP CP	B429	7,429.2	6,823.2	264.0		308.5			7.8		25.8		
AIG INSURANCE & FIN SVC	B429	29,324.6	51.6					25,013.8	377.6		3,881.7		
AIG ONLINE	B429	1,202.2									1,202.2		
AIG RETIREMENT INSURANCE	B429	1,015.5	1,015.5										
AIG TRAVEL GUARD TRAVEL INSURANCE	B429	432.7			432.7								
AIG VAR INSURANCE	B429	820.1	25.8		101.5		59.8	631.0			1.9		
ALFA VAR INSURANCE	B429	718.6					510.4	208.2					
ALLIANZ AG CP	B429	6,110.5	4,614.2			1,108.4					388.0		
ALLIANZ VAR INSURANCE & FIN SVC	B429	2,298.2	151.9			1,936.6					209.6		
ALLIANZ VIGNETTE	B429	337.4									337.4		
ALLSTATE BOAT OWNERS INSURANCE	B429	774.9	774.9										
ALLSTATE CORP CP	B429	7,502.8	3,968.7		38.0	3,248.0		0.0	241.6				6.5
ALLSTATE INSURANCE ONLINE	B429	1,532.0	722.4			809.6							
ALLSTATE MOTORCYCLE INSURANCE	B429	1,740.3	1,698.5		7.2								34.5
ALLSTATE SUGAR BOWL GAME	B429	463.1						450.0	13.1				
ALLSTATE VAR INSURANCE	B429	36,852.8	1,764.2		5,919.1	1,087.1	11,838.7	1,366.5	1,078.5	617.2	5,105.7	3,658.4	4,417.4
ALLSTATE VIGNETTE	B429	808.2						437.5	87.2		283.5		
AMERICAN FAMILY MUTUAL VAR INSURANCE	B429	2,583.1	2,583.1										
AMERICAN FAMILY VAR INSURANCE	B429	6,250.9			1,452.9		2,834.0		1,773.8				190.2
ANTHEM BLUE CRS&BL SHLD VAR INS	B429	2,089.7			1,940.3		149.3						
AUTO-OWNERS VAR INSURANCE	B429	479.4					3.0		476.4				
BMC HEALTHNET PLAN VAR INSURANCE	B429	906.8					906.8						
BUSINESS OF INSURANCE ADVERTORIAL	B429	357.2				357.2							
CHUBB GROUP OF INS COS VAR INSURANCE	B429	3,107.7	3,107.7										
CHUBB INSURANCE COS CP	B429	252.6											252.6
CSAA INSURANCE CO	B429	270.4					270.4						
DENVER MINI-BONDS VAR INSURANCE	B429	511.2			511.2								
FARM BUREAU INSURANCE CP	B429	400.0							400.0				
FARM BUREAU VAR INSURANCE	B429	3,084.3			122.3		1,389.0		1,572.9				
FARMERS INS GROUP CP	B429	2,119.2	239.9		41.0	1,316.6		235.4	1.2				285.1
FARMERS INS GROUP VAR INSURANCE	B429	86,604.3	79.2		3,004.1		1,880.2	54,553.1	6,138.0	2,570.9	13,030.9	1,292.6	4,055.3
FIREMANS FUND VAR INSURANCE	B429	339.5									339.5		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FOREMOST INS GROUP MOTORCYCLE INS	B429	716.9	716.9										
GEICO ATV INSURANCE	B429	259.9	259.9										
GEICO INSURANCE VIGNETTE	B429	1,904.5						1,365.2	435.8		103.5		
GEICO MOTORCYCLE INSURANCE	B429	7,418.5	966.0					829.3	80.3		5,542.9		
GEICO VAR INSURANCE	B429	58,453.3	342.9		55.5		20,391.1	5,121.1	14,293.1	3,899.7	14,312.4		37.5
GEICO.COM ONLINE	B429	109,652.9	256.2	236.9				16,732.6	30,621.3	16,328.6	45,477.2		
GETALLSTATE.COM ONLINE	B429	6,150.7									6,150.7		
GLOBAL TRAVEL SHIELD TRAVEL INS	B429	277.9	277.9										
GO DIEGO GO LV/ST FARM	B429	6,358.4	100.8		19.1				561.3		5,677.2		
GOLDEN MEMORIAL FUNERAL INSURANCE	B429	1,176.4							1,176.4				
GRANGE VAR INSURANCE	B429	256.9			21.6		235.3						
GUARDIAN LIFE INS VAR INSURANCE	B429	504.4										504.4	
HARTFORD INSURANCE & FIN SVC	B429	17,801.5	703.0					17,001.1	24.5		36.4		36.4
HARTFORD VAR INSURANCE	B429	871.2	44.7		802.5		24.0						
HEALTHSPRING VAR INSURANCE	B429	263.4			240.3		23.2						
INDIANA FARM BUREAU VAR INSURANCE	B429	1,318.7			100.8		238.9		979.0				
INSURE.COM ONLINE	B429	13,902.2	1,611.6	677.7	20.1	9,452.3						2,140.5	
JOHN HANCOCK INSURANCE & FIN SVC	B429	14,614.4				1,734.9		4,911.2	133.2	41.7	7,793.4		
KENTUCKY FARM BUREAU VAR INSURANCE	B429	271.9			19.1		100.4		152.4				
LIBERTY MUTUAL INS CO CP	B429	19,527.2						14,165.7	677.4		4,684.0		
LIBERTY MUTUAL VAR INSURANCE	B429	5,646.2	302.7		1,125.0		93.4	268.2	724.4		2,712.2		350.6
LIBERTY MUTUAL VIGNETTE	B429	341.1						249.6	0.1		91.4		69.7
MARSH & MCLENNAN CO INC CP	B429	4,774.0	3,609.2	372.4		792.5							
MARSH & MCLENNAN INC VAR INSURANCE	B429	1,269.3					1,269.3						
MASSMUTUAL LIFE INS CO CP	B429	418.6	416.2								2.4		
MEETNUMBER9.COM ONLINE	B429	731.7						644.4			87.3		
METLIFE INC CP	B429	301.8	208.3			93.5							
METLIFE RETIREMENT	B429	12,909.6						8,734.5	1,286.9	1,323.9	1,564.2		
METLIFE VAR INSURANCE	B429	14,639.2			232.6		218.6	11,744.2	986.2	460.4	871.7		125.5
MUTUAL OF AMERICA VAR INSURANCE	B429	333.8		2.7	331.1								
MUTUAL OF OMAHA VAR INS & FIN SVC	B429	1,292.7						1,049.6	0.5		242.6		
NATIONWIDE AUTO&HOME INS	B429	255.0			255.0								
NATIONWIDE BOAT OWNERS INSURANCE	B429	855.6						850.0			5.6		
NATIONWIDE MUTUAL/GROUP CP	B429	1,083.0	818.3						264.7				
NATIONWIDE TOUR	B429	1,457.8	816.3					0.0	138.3		503.3		
NATIONWIDE VAR INSURANCE	B429	17,509.4	282.0		7,063.2		4,703.9		161.7		23.0		5,275.5
NATIONWIDE VAR INSURANCE & FIN SVC	B429	8,966.8						4,722.8	2,811.9		1,432.1		
NATIONWIDE VIGNETTE	B429	280.8							132.8		148.0		
NEW YORK LIFE INS CO CP	B429	3,600.8	2,209.7		39.7	365.4							986.1
NEW YORK LIFE VAR INS & FIN SVC	B429	5,968.3						4,689.8	620.6	237.1	420.8		
NEW YORK LIFE VAR INSURANCE	B429	952.9			19.1		630.5		2.6			300.7	
NORTHWESTERN MUTUAL LIFE CP	B429	7,142.6	6,602.1			528.4			12.1				
NORTHWESTERN MUTUAL LIFE VAR INS&FIN	B429	8,496.5						3,315.9	4.1		5,176.5		
PACIFIC LIFE INSURANCE & FIN SVC	B429	20,961.9						17,757.6	5.6		3,198.7		
PEMCO VAR INSURANCE	B429	1,815.9			6.3		200.1		868.3				741.3
PRINCIPAL FIN GROUP INS & FIN SVC	B429	3,202.5						1,614.7	34.0		1,553.9		
PRINCIPAL FIN GROUP VAR INS	B429	6,392.3						4,910.7	33.8		1,447.9		
PROGRESSIVE BOAT OWNERS INSURANCE	B429	1,391.4	1,045.6					44.2	0.5		301.2		
PROGRESSIVE DIRECT VAR INSURANCE	B429	1,600.6					1,600.6						
PROGRESSIVE MOTORCYCLE INSURANCE	B429	11,152.7	602.9					381.9	0.4		10,167.5		
PROGRESSIVE VAR INSURANCE	B429	8,761.3					2,407.7	106.2	891.0	1,436.8	3,041.2		878.4
PRUDENTIAL RETIREMENT INSURANCE	B429	1,183.6	652.7			530.9							
PRUDENTIAL VAR INSURANCE	B429	747.9	91.8		9.8		506.2					119.3	20.8
SAFECO VAR INSURANCE	B429	5,985.6			1,651.3	178.9	339.3		2,626.5				1,189.6
SCF OF AZ WORKERS VAR INSURANCE	B429	481.1			3.2				477.9				
SENTRY MOTORCYCLE INSURANCE	B429	276.0	276.0										
SHELTER VAR INSURANCE	B429	1,076.7						543.2		533.5			
STANDARD INS CO VAR INSURANCE	B429	1,355.1	1,348.1				7.0						
STATE FARM INSURANCE & FIN SVC	B429	3,661.7	874.1		719.2	142.9		440.2	21.3	102.1	1,362.0		
STATE FARM INSURANCE CP	B429	5,434.3	3,035.1		103.5	844.0		506.6	38.9		906.3		
STATE FARM INSURANCE ONLINE	B429	6,108.0						5,492.2	108.2		507.7		
STATE FARM INSURANCE VIGNETTE	B429	5,441.8						3,865.6	42.6	34.8	1,498.8		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
STATE FARM MTL AT INS CP	B429	339.4			339.4								
STATE FARM VAR INSURANCE	B429	34,378.0	77.1		8,179.2		21,496.8		723.7	213.0	742.1	1,411.2	1,534.9
STATEFARM.COM ONLINE	B429	358.2	358.2										
TRANSAMERICA INSURANCE & INVESTMENTS	B429	1,082.2			0.8			1,081.3	0.0				
TRAVEL MI TRAVEL PROTECTION INS	B429	346.8					346.8						
TRAVELERS VAR INSURANCE	B429	49,474.3	4,898.0		355.7	352.0	15.8	30,820.3	581.6	25.7	12,391.4		33.8
UNITED HEALTHCARE CORP CP	B429	264.2				264.2							
UNITED HEALTHCARE INS CP	B429	987.9							987.9				
UNUM VAR INSURANCE	B429	3,579.2	463.3			264.2		1,368.6	70.9	27.1	1,385.1		
USAA RETIREMENT INSURANCE	B429	908.2	812.2		96.0								
USAA VAR INSURANCE	B429	5,669.8	75.5		2,115.8		3,478.6						
ZURICH-AMERICAN INS COS CP	B429	786.0	786.0										
50 MILLION PND CH/ST FRM	B430	2,503.5	273.4					344.3	40.0	79.5	1,766.3		
AAA AUTO CLUB/STHRN CA	B430	1,307.3			85.5				1,221.8				
AARP AUTO INS AGENCY	B430	1,251.0			1,251.0								
AARP CP	B430	1,108.5	369.8	233.3	96.8	408.6							
ACCEPTANCE INS AGENCY	B430	2,945.9							2,945.9				
ACCUQUOTE INSURANCE SVC	B430	296.5	202.8		51.6				42.1				
ACE GROUP/INSURANCE CO	B430	427.8	427.8										
ADRIANAS INS AGENCY	B430	835.4							835.4				
ADVANTAGE HLTH SLTNS INS	B430	410.8					185.1		225.6				
AEGON INSURANCE GROUP	B430	528.0	310.4		126.2		91.4						
AIS AUTO INS SPECIALISTS	B430	1,766.9							1,766.9				
ALFA INSURANCE SERVICES	B430	265.5	14.8		84.1				166.6				
ALLIED INSURANCE AGENCY	B430	478.6			2.6		320.8		155.3				
AMERICAN FAM INS AGENCY	B430	3,800.4					321.9		3,478.5				
AMERICAS HEALTH CHC/PLN	B430	529.7			529.7								
ATLASS INSURANCE GROUP	B430	614.2	614.2										
AUTO INS DISOUNTERS	B430	546.8							546.8				
AUTO INSURANCE AMERICA	B430	527.1					126.5		400.6				
AVIVA INSURANCE CO	B430	1,321.6			1,321.6								
BRAVO BY ELDER HEALTH MED&DENTAL INS	B430	257.3		223.3		34.0							
CAPITAL ADVANTAGE INS	B430	339.8				339.8							
CASH REGISTER INS AGENCY	B430	542.0							542.0				
COSTA FINANCIAL INS	B430	302.0			302.0								
COUNTRY INS & FIN SVC	B430	2,940.4			31.9		147.6		2,761.0				
DASHERS INS SERVICES	B430	2,147.5							2,147.5				
DAVID GRAY INSURANCE CO	B430	770.7			770.7								
DIRECT GENERAL INS AGNCY	B430	1,190.7							1,190.7				
DIRECT INSURANCE CO	B430	9,145.9							9,143.6	2.3			
EASTWOOD INS AGENCY	B430	4,445.6							2,896.2		1,549.3		
FARMERS INSURANCE AGENCY	B430	306.8	268.6		38.2								
FEDERATED INSURANCE COS	B430	516.4			32.9		483.5						
FLORIDA NO FLT INS AGNCY	B430	1,933.4							1,933.4				
FRED LOYA INS AGENCY	B430	5,022.7					516.5		4,506.2				
FREEWAY AUTO INS AGENCY	B430	867.8							867.8				
GENERAL AUTO INS SVC	B430	10,777.4			0.1				10,777.3				
GENERAL AUTO INS SVC ONLINE	B430	700.7							700.7				
HEMIC HI EMP MTL INS CO	B430	275.6							275.6				
HINCKLEY CO BOATS	B430	393.7	391.9		1.8								
HSBC INSURANCE ONLINE	B430	517.2								517.2			
HUMANA INSURANCE CO	B430	6,338.9			6,338.9								
HURRYHOME.COM REALTY ONLINE	B430	647.3								647.3			
INSURANCE DEPOT INS CO	B430	701.1			26.0				675.1				
INSURANCE.COM ONLINE	B430	1,832.6			50.1						1,782.5		
INSURE ONE INS AGENCY	B430	320.3							320.3				
KATZ INSURANCE AGENCY	B430	253.5							253.5				
MAGNUM INSURANCE AGENCY	B430	1,423.7							1,423.7				
MARSH INSURANCE BROKER	B430	1,244.5					1,244.5						
MATRIX DIRECT INS SVC	B430	6,759.1	1,112.3	122.5	211.8	2,843.8			520.7	382.7	1,565.3		
NBI INSURANCE CO	B430	987.3					228.5		758.8				
SECURE CARE INS AGENCY	B430	259.9			259.9								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SELECT QUOTE INS SVC	B430	5,957.7							15.1		5,908.2	24.0	10.4
SENATE INSURANCE AGENCY	B430	257.8							257.8				
SOLO INSURANCE AGENCY	B430	599.9							599.9				
ST PAUL TRAVELERS CO INC CP	B430	756.5				756.5							
ST PAUL TRAVELERS INS CO	B430	350.5			139.9		210.6		857.5				
STANDARD INS AGENCY	B430	857.5		572.5									
STARR UNDERWRITING/LLC CP	B430	572.5											
STATE FARM INS AGENCY	B430	276.7	131.0		145.7								
SURVIVAL INS BROKER	B430	795.8							795.8				
TITAN AUTO INS AGENCY	B430	1,763.0					21.4		1,741.6				
TOTAL DOLLAR INS AGENCY	B430	462.8	462.8										
TRAVELERS INSURANCE CO CP	B430	1,577.0	1,056.2		352.2	168.6							
TRUSTED CHOICE INS AGNCY	B430	1,384.0				28.7	53.2	142.3		1,159.7			
UNKNOWN ADV INSURANCE AGENCIES	B430	716.0							716.0				
US AGENCIES INSURANCE CO	B430	1,344.0					170.1		1,173.9				
VERN FONK INS AGENCY	B430	409.0							409.0				
WEST COAST AUTO INS AGNC	B430	1,650.6							1,650.6				
WEST COAST INSURERS	B430	599.6							599.6				
WESTFIELD INS AGENCY	B430	262.1			37.2		5.5		219.4				
1-800-BUY-KWIK REALTORS	B451	672.3							672.3				
1-800-PAY-CASH REALTY	B451	336.3							336.3				
ALAIN PINEL REALTORS	B451	2,750.5			2,750.5								
ALLEN TATE REALTY	B451	3,933.9			3,656.1		115.9		161.8				
ALLIE BETH ALLMAN RE	B451	692.2			692.2								
ASSIST 2 SELL REALTY	B451	848.0			721.9		5.2		120.9				
AT PROPERTIES REALTY	B451	1,425.7			1,425.7								
AVALAR RE NETWORK	B451	300.1			300.1								
EVERY HESS REALTORS	B451	256.8			256.8								
BATTIATA RE GROUP	B451	356.0						356.0					
BELLMARC REALTY	B451	3,971.7			3,971.7								
BERNARD/ALLISON MGT RLTY	B451	549.8			549.8								
BETTER HOMES REALTY	B451	250.2			192.4		5.3		52.6				
BEVERLY HILLS REALTY &GRTR LA ASN	B451	255.3			255.3								
BEVERLY-HANKS RE	B451	372.4			356.9			15.5					
BRADLEY RE AGENCY	B451	1,491.0			1,491.0								
BRIGGS FREEMAN RE BRKRG	B451	714.8			714.8								
BROOKS REALTY	B451	872.8	107.9			764.9							
BROWN HARRIS STEVENS RE	B451	518.9	70.6	448.3									
BURTON ASSOC RE AGENCY	B451	331.6			331.6								
BUY OWNER REALTY	B451	12,571.5					364.7		12,197.0	9.8			
BUYOWNER.COM ONLINE	B451	6,537.8			2.9		3,502.1		3,032.8				
CARPENTER RE AGENCY	B451	258.7			204.3		54.4						
CB RICHARD ELLIS CP	B451	634.1	39.9	287.0	0.7	306.5							
CB RICHARD ELLIS REALTY	B451	2,708.7	1,419.1	104.0	262.5	714.2	12.1			196.8			
CENTRUM PROPERTIES RLTRS	B451	466.6					466.6						
CENTURY 21 1ST CLS RLTY	B451	585.8			585.8								
CENTURY 21 ADAMS & BARNES REALTY	B451	382.8			382.8								
CENTURY 21 AGNT/CHING AGN	B451	311.6			311.6								
CENTURY 21 ALLIANCE RLTY	B451	1,467.5			1,430.0	1.9		35.6					
CENTURY 21 BCHSD RLTY	B451	1,124.9			1,124.9								
CENTURY 21 CHGLND/AGNCY	B451	306.5			306.5								
CENTURY 21 FINE HMS RLTY	B451	657.1			162.9	494.2							
CENTURY 21 JUDGE FITE	B451	499.9			499.9								
CENTURY 21 LOIS LAUER RE	B451	471.7			471.7								
CENTURY 21 NORTH SHR RE	B451	265.4			265.4								
CENTURY 21 PRO-TEAM RE	B451	420.3			420.3								
CENTURY 21 REAL ESTATE	B451	37,035.8	32.6		4,550.5		1,323.8	17,069.7	513.4	4,389.2	9,131.1		25.6
CENTURY 21 REAL ESTATE ONLINE	B451	4,333.2		560.3				1,340.6	71.2	1,289.1	1,072.0		
CENTURY 21 SUSSEX & REILLY RE AGENCY	B451	759.1			759.1								
CHRISTIES GREAT EST CH	B451	422.7		156.7	216.0	50.1							
CHRISTIES GREAT EST RLTY	B451	560.5	123.3	176.1	261.1								
CHRISTIES GRT EST ESLNGR	B451	1,469.0			1,469.0								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CHRISTIES GRT EST LNDVST	B451	325.3				325.3							
CHRISTIES GRT EST/LWRNC	B451	1,293.7			387.2	906.5							
CHRISTIES GRT/HLTN &CHRSTS GRT/HYLND	B451	614.0			614.0								
CLASSIC REALTY	B451	433.8			433.1		0.7						
COACH REALTORS	B451	263.7			259.2	4.5							
COASTAL PROPERTIES RLTY	B451	813.1		800.5	12.7								
COLDWELL BANKER BAIN	B451	3,004.7			3,004.7								
COLDWELL BANKER BURNET	B451	1,476.2			1,445.7			30.6					
COLDWELL BANKER CMRCL RE	B451	276.0			276.0								
COLDWELL BANKER CMRCL RE &CLDWL/RES	B451	1,467.0			1,467.0								
COLDWELL BANKER GNDKR RE	B451	1,159.5			1,159.5								
COLDWELL BANKER HERITAGE	B451	835.7			835.7								
COLDWELL BANKER HNG-BLL	B451	564.7			564.7								
COLDWELL BANKER HNTR RE	B451	634.1			634.1								
COLDWELL BANKER KASEY&AS	B451	1,663.1			1,650.9			12.2					
COLDWELL BANKER PREVIEWS & RES B	B451	3,388.2			3,388.2								
COLDWELL BANKER PRFRD	B451	534.9			534.9								
COLDWELL BANKER PROF GRP	B451	364.6			364.6								
COLDWELL BANKER RE	B451	6,238.0			2,979.4	11.5	1,734.3		273.3			1,239.5	
COLDWELL BANKER RE ONLINE	B451	10,876.2						8,078.6	217.7		2,579.8		
COLDWELL BANKER RES BRKR	B451	531.9			531.9								
COLDWELL BANKER RES RE	B451	1,661.1			1,615.4		45.6						
COLDWELL BANKER UNITED	B451	893.5			893.5								
COLDWELL BNKR HRTHSD RE	B451	305.3			305.3								
COLDWELL BNKR HWB/WLSTN	B451	346.0			346.0								
COLDWELL BNKR MTG&RES RL	B451	405.6			405.6								
COLDWELL BNKR PRIMUS RE	B451	828.0			828.0								
COLDWELL BNKR PRM PPRPTS	B451	282.3			281.6	0.7							
COLDWELL BNKR PRWS INTL	B451	9,523.8	1,423.1	37.7	7,340.1	722.8							
COLDWELL BNKR RES BRKRG	B451	32,950.3			31,461.3	1,489.0							
COLDWELL BNKR SCHMIDT RE	B451	949.6			949.6								
COLDWELL BNKR/HRPR RLTY	B451	489.9			489.9								
CORCORAN GROUP REALTY	B451	3,848.4	561.6	475.4	779.9	2,026.4	5.0						
COUNTRY LIVING ASSOC RE	B451	765.7		167.7	389.6	208.4							
CREATIVE PRPRTY MKTG RE	B451	288.2			288.2								
CREIG & NORTHROP REALTY	B451	314.5			154.0		20.8		139.7				
CRYE-LEIKE REALTOR & MTG	B451	2,752.4			2,350.1		340.6		61.8				
CUSHMAN&WAKEFIELD/BROKER	B451	646.7			120.7	451.0		75.0					
DANIEL DECARO RE AUC	B451	291.2			214.9	17.2			59.1				
DANIEL GALE REAL ESTATE	B451	650.8			532.0	118.8							
DAVID OGILVY & ASSOC RE	B451	587.3			587.3								
DEASY/PENNER&PRTNRS RLTY	B451	425.6	28.8		396.8								
DICKSON PODLEY REALTORS	B451	875.7			875.7								
DIR REAL ESTATE AGENCIES	B451	105,118.7			103,601.6	1,517.1							
DOGWOOD HOMES REALTY	B451	460.2			460.2								
DURST ORG RE	B451	436.6		436.6									
DW FISH REALTY CO	B451	332.9			332.9								
EBBY HALLDAY REALTORS	B451	2,519.6			2,400.2		119.4						
EBBY RE AGENCY	B451	608.0			608.0								
EDINA REALTY	B451	1,205.2			510.2		695.0		0.1				
EDISON PRPRTS RE AGNCY	B451	418.7				418.7							
ELLEN TERRY REALTORS RE	B451	333.6			333.6								
EQUITABLE RE GROUP INC	B451	330.5			330.5								
ERA AMERICAN REALTY	B451	330.8						1.3		329.5			
ERA BURGDORFF REALTY	B451	1,907.9			1,894.3	13.6							
ERA PROPERTY WORLD RLTRS	B451	786.9			786.9								
ERA REAL ESTATE	B451	1,818.4			1,147.7	4.6	234.7		23.2		408.2		
ERA REALTY GROUP	B451	259.8			16.8		243.0						
EWING & ASSOC RE AGENT &STHBS INTL	B451	333.6			333.6								
EXIT REALTY	B451	440.0			127.8		289.2		23.1				
EXPRESS HOMEBUYERS	B451	580.3					22.8		557.5				
FIRST TEAM REALTY	B451	3,739.1			3,698.1		41.0						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FIRST WEBER REALTY	B451	341.8					70.9		270.8				
FIVE STAR REALTY	B451	513.7			505.7		8.0						
FORTUNE INTL REALTY	B451	388.1	19.7		162.8		205.6						
FOXTONS RE AGENCY	B451	2,749.5			2,749.5								
FRANK HOWARD ALLEN RLTY	B451	1,315.6			1,315.6								
FRIEDBRG PPRPTS&ASSOC RE	B451	1,471.6			1,471.6								
FRONTIER HOMES RE	B451	817.5			206.7		597.5		13.3				
GALLERY OF HOMES REALTY	B451	1,253.1			1,253.1								
GMAC GLORIA NILSN RLTY	B451	290.3			290.3								
GMAC KOENIG&STREY REALTY	B451	3,193.1			3,193.1								
GMAC PACIFIC UN RE AGNCY	B451	1,543.1			1,543.1								
GMAC RE DILBECK REALTORS	B451	1,416.9			1,416.9								
GMAC REALTY	B451	1,230.7	809.2		118.6	1.1	283.0			18.8			
GREENRIDGE REALTY	B451	1,939.4			1,939.4								
GREENWICH FN PPRPTS RLTY	B451	267.3	17.7		249.7								
GREENWOOD KNG PPRPTS/AGN	B451	568.7			568.7								
GSH RE AGENCY	B451	782.0		44.0	597.2				140.8				
H PEARCE CO REALTORS	B451	440.8			329.5				111.3				
HALSTEAD PROPERTY CO	B451	2,116.5	517.2	360.1		1,174.2	65.0						
HAR.COM REALTORS ASSN ONLINE	B451	460.1			35.4				424.7				
HARRY NORMAN REALTORS	B451	581.0	101.1		127.9		352.0						
HASKINS REALTY ONLINE	B451	447.9					431.5		16.5				
HELEN ADAMS REAL ESTATE	B451	370.9			370.9								
HELP-U-SELL REAL ESTATE	B451	932.3			759.4		81.9		90.9				
HERITAGE TX PPRPTS RE AG	B451	1,264.7			1,264.7								
HIGH PERFORMANCE REALTY	B451	250.0								250.0			
HIGHLANDS/WALNUT CRK DEV	B451	492.2			31.7	460.5							
HILL & CO REALTY	B451	488.0			488.0								
HOMEVESTORS OF AMERICA	B451	10,060.8			77.8		6,100.8		2,417.5				1,464.6
HOUGH&GUIDICE REALTY INC	B451	272.4			272.4								
HOULIHAN LAWRENCE REALTY	B451	1,854.2	158.9	261.5	1,268.8	149.8	15.1						
HOUSEVALUES.COM REALTY ONLINE	B451	3,593.7			2.9					611.9	2,978.9		
HOWARD HANNA REAL ESTATE	B451	1,662.8			880.9		44.1		737.8				
HOWARD HN SMYTH CRMR RLT	B451	3,700.9			3,659.4				41.5				
HOWARD HUGHES RE	B451	254.0					254.0						
HUNT & ASSOC REALTORS	B451	476.1					476.1						
ILLUSTRATED PPRPTS RE	B451	892.7			892.7								
INFINITY REAL ESTATE	B451	460.0	458.7		1.3								
INNOVATIVE REALTY	B451	345.2			345.2								
INTERO REALTY	B451	1,213.0			1,213.0								
IRONGATE REALTORS	B451	916.5			916.5								
J ROCKCLIFF REALTORS	B451	696.9			696.9								
JAMESON REALTY GROUP	B451	654.3			654.3								
JANET McAFFEE RE AGENT	B451	269.0			269.0								
JOHN DAUGHERTY RE	B451	1,489.8			1,437.8		44.3		7.7				
JOHN L SCOTT REALTOR	B451	3,016.2			2,842.5		132.1		3.5				38.1
JUSTLISTED.COM REALTY ONLINE	B451	2,690.8			1.2				617.4	2,072.2			
KARPAS PROPERTIES REALTY	B451	424.2			424.2								
KELLER WILLIAMS REALTY	B451	5,702.0			5,305.2		115.1		281.7				
KELLER WILLIAMS SCS RLTY	B451	354.5			354.5								
KENTWOOD REAL ESTATE	B451	264.7			264.7								
KEYES CO REALTORS	B451	489.2			489.2								
KOENIG&STREY REAL ESTATE	B451	637.9	499.1		138.8								
LAKE NONA REAL ESTATE	B451	497.6					497.6						
LANG REALTY	B451	1,826.6			1,826.6								
LENSON REALTY	B451	399.8			399.8								
LONG & FOSTER REALTORS	B451	6,453.3			6,321.4		109.5		22.3				
LONG&FOSTER CREIG REALTY & NORTHROP	B451	479.7			479.7								
LONG&FOSTER EXTRDNRY/RL	B451	346.2			346.2								
LUXURY PORTFOLIO REALTY	B451	919.5	919.5										
LYON REALTY	B451	630.9			630.9								
MARK BOSWORTH&ASSOC RLTY	B451	882.6			842.9	28.0			11.8				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MARK IV REALTORS	B451	275.1			275.1								
MARTHA TURNER PROP RE	B451	935.2			935.2								
MASSACHUSETTS ASSN/RLTRS	B451	488.2			488.2								
MCCAR HOMES REALTY	B451	813.8			147.1		666.7						
MCCARTHY RE AGENCY	B451	395.1			395.1								
MCCOLLY REALTORS	B451	450.8			335.6		115.2						
MCNEARNEY ASSOC RE	B451	311.6			310.5				1.1				
MCGUIRE REAL ESTATE	B451	685.0			642.8		42.2						
MCKEOUGH LAND RE	B451	749.0	6.2		49.7	686.9	0.1						6.2
MELBY RANCH REAL ESTATE	B451	1,269.2	1,137.9						131.3				
MGR REAL ESTATE	B451	268.9			268.9								
MHI PARTNERSHIP RE	B451	676.3					676.3						
MILESTONE REALTY CONS	B451	373.9			369.8				4.1				
MILLER CONDO MKTG RE AGN	B451	4,165.8			4,127.2				38.7				
MOLASSES REEF RE DEV	B451	299.9	74.6	210.2	15.2								
NATIONAL ASSN/REALTORS	B451	38,395.5			2,536.1		85.4	22,241.1	886.3		4,687.3	7,959.2	
NEW WEST REALTY	B451	346.7			346.7								
NEXTHOME REALTY	B451	435.4			282.0				153.4				
NORTHWOOD REALTY	B451	422.6			417.5		5.1						
NOTHONAGE REALTORS	B451	3,463.3			3,455.0				8.3				
NOURMAND & ASSOC RE	B451	1,191.9			1,191.9								
PARK REGENCY REALTY	B451	1,160.7			1,160.7								
PENINSULA/GLDN ISLS DEV	B451	1,428.4	122.0		56.6	1,249.8							
PHILLIPS CLUB RE	B451	327.3	219.9	71.3		36.1							
PLAWKER REAL ESTATE	B451	498.6			498.6								
POLINGER SHN&LCHS RLTY	B451	1,091.7			1,091.7								
PRESTIGE REALTY GROUP	B451	344.1			310.3		33.7						
PRUDENTIAL ALLIANCE RLTR	B451	517.1			517.1								
PRUDENTIAL AMER HRTG RE	B451	1,052.3			1,052.3								
PRUDENTIAL CA REALTY	B451	15,668.4	27.2		15,613.8		27.5						
PRUDENTIAL CA REALTY & JOHN AR RLTY	B451	2,004.2			2,004.2								
PRUDENTIAL CAROLINAS RE	B451	851.1			850.7		0.4						
PRUDENTIAL CARRUTHERS RE	B451	324.8			324.8								
PRUDENTIAL CARRUTHERS RE &PCR HM SVC	B451	456.8			456.8								
PRUDENTIAL CLNS-MRY RLTR	B451	341.6			341.6								
PRUDENTIAL CT REALTY	B451	2,111.1			2,073.9	37.2							
PRUDENTIAL DECKER REALTY	B451	785.3			785.3								
PRUDENTIAL DOUGLAS/RLTY	B451	4,739.4		176.1	3,449.6	1,104.8	9.0						
PRUDENTIAL FIRST REALTY	B451	257.7			256.0				1.7				
PRUDENTIAL FL WCI REALTY	B451	1,252.9			1,230.8		22.1						
PRUDENTIAL FOX&ROACH RE	B451	8,371.6			8,318.5	53.1							
PRUDENTIAL GARY GRN RLTR	B451	379.7			379.7								
PRUDENTIAL NJ REALTY	B451	502.8			502.8								
PRUDENTIAL PRFRD PRPT RE	B451	1,538.8			1,537.3		1.5						
PRUDENTIAL PRFRD RLTRS	B451	1,155.2			1,155.2								
PRUDENTIAL RAND REALTY	B451	688.3			344.7	343.6							
PRUDENTIAL REAL ESTATE	B451	1,494.6	999.0		13.7		481.9						
PRUDENTIAL REALTY GROUP	B451	945.9			728.6	1.9	38.7		174.9		1.8		
PRUDENTIAL TX PRPTS RE	B451	543.3			543.3								
PRUDENTIAL ZACK REALTORS	B451	292.7			292.7								
RAL CO RE	B451	343.1		343.1									
RAVEIS RE AGENCY	B451	401.2			401.2								
RE/MAX 10 REALTORS	B451	639.3			639.3								
RE/MAX ALL CITIES REALTY	B451	669.5			669.5								
RE/MAX ASSOC REAL ESTATE	B451	289.6			289.6								
RE/MAX COUNTRY REALTY	B451	396.8			396.8								
RE/MAX DIRECT RE AGENCY	B451	377.8			377.8								
RE/MAX EST PRPTS RLTY	B451	646.3			646.3								
RE/MAX EXCALIBUR REALTY	B451	331.5			331.5								
RE/MAX EXECS REALTY &PALOS VRDS RLTY	B451	815.6			815.6								
RE/MAX EXECUTIVE REALTY	B451	423.7			408.7		15.0						
RE/MAX FIRST CHOICE RLTY	B451	340.4			340.4								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RE/MAX GOLD COAST RLTRS	B451	441.5			441.5								
RE/MAX LEGEND RE AGENCY	B451	401.7			401.7								
RE/MAX MASTERS REALTY	B451	422.4			422.4								
RE/MAX NJ REALTY	B451	365.2			365.2								
RE/MAX OF GRAND RAPIDS & SNQST RL EST	B451	398.6			398.6								
RE/MAX OLSON&ASSOC RLTY	B451	656.4			656.4								
RE/MAX ON/BLVD RE AGENCY	B451	308.1			308.1								
RE/MAX OPEN HOUSES RLTY	B451	330.2			330.2								
RE/MAX PREMIER REALTY	B451	800.0			791.3				8.7				
RE/MAX PROF WEST REALTY	B451	385.7			385.7								
RE/MAX REALTY	B451	29,091.2	1,208.0		10,069.0	2.6	8,937.1	1,872.9	1,255.6		3,258.0	2,488.0	
RE/MAX REALTY GROUP	B451	312.8			112.3		200.5						
RE/MAX REALTY ONLINE	B451	44,337.9	2,416.0		65.0			25,637.1	8,100.7		8,119.1		
RE/MAX SUBURBAN REALTY	B451	657.5			655.9				1.6				
RE/MAX TEAM 2000 REALTY	B451	633.7			633.7								
RE/MAX WEST RE AGENCY	B451	498.3			498.3								
RE/MAX/INTERNET REALTY	B451	320.0			320.0								
REAL LIVING REALTORS	B451	840.0			800.2		39.0		0.8				
REALTOR.COM ONLINE	B451	2,480.4						1,997.8	5.7		476.9		
REALTORS RE AGENCY	B451	927.6			927.4				0.2				
REALTY ASSOCIATES	B451	263.8			263.8								
REALTY EXEC REALTY	B451	2,806.3	206.2		1,497.6		240.6		519.4		342.6		
REALTY EXECUTIVES PRMR	B451	250.6			250.6								
REALTY ONE REAL LIVING	B451	256.2					256.2						
REALTY ONE REALTORS	B451	403.2			381.8		7.0		14.4				
REALTY USA REAL ESTATE	B451	753.9			746.9		4.2		2.8				
REALTYTRAC AGENCY ONLINE	B451	555.4			32.0						523.3		
REDC RE DISPOSITION CORP	B451	3,115.8			1,106.6				2,009.2				
REECE & NICHOLS REALTY	B451	588.5			544.5		34.5		9.5				
RELATED CERVERA REALTY	B451	525.3			401.4		123.9						
RELATED RENTALS REALTY	B451	1,221.5		508.9	18.8	693.9							
ROSE & WOMBLE REALTY	B451	1,112.9			1,112.9								
RR GABLE INC REAL ESTATE	B451	480.2			480.2								
RUBLOFF REALTY	B451	1,371.7			1,371.7								
RUSS LYON REALTY	B451	594.7			552.7		42.0						
RUSSELL REALTORS	B451	542.4			489.5				53.0				
SEMONIN REALTORS	B451	968.3			829.5		126.2		12.7				
SENTRY REAL ESTATE	B451	299.0			299.0								
SEVEN GABLES RE AGENCY	B451	776.5			776.5								
SHORE&COUNTRY PROPERTIES	B451	299.1			299.1								
SHOREWEST REALTY	B451	504.4					152.1		352.3				
SHOREWOOD REALTORS	B451	384.1			384.1								
SIBCY CLINE REALTOR	B451	517.8			490.0		27.8						
SL GREEN REALTY CORP	B451	382.5			244.9	137.6							
SOTHEBYS INT'L EWNG&AS RL	B451	702.9			702.9								
SOTHEBYS INT'L RE GRNWCH	B451	414.9			414.9								
SOTHEBYS INT'L RE/PRPRTS	B451	971.3			970.9	0.4							
SOTHEBYS INT'L REALTY	B451	12,178.0	2,713.8	1,230.3	7,603.9	616.2	13.8						
SOTHEBYS INT'L REALTY & DANIEL GL RLTY	B451	728.7	59.2		286.9	382.5							
SOTHEBYS INT'L REALTY & WILLIAM PT RE	B451	514.4			503.4	11.0							
SOTHEBYS INT'L SDLR RE AG	B451	599.4			599.4								
SOUTHERN MGT CORP RLTY	B451	317.0			292.3		24.8						
SOUTHLAND REGIONAL/RLTY	B451	359.7			359.7								
ST JOE CO RE AGENCY	B451	654.4	654.4										
STAR REAL ESTATE	B451	497.1			497.1								
TARBELL REALTORS	B451	6,660.7			4,190.0		2,470.7						
TIMESHARES ONLY AGENCY	B451	41,933.1				153.3		2,415.5	2,523.8	36,840.5			
TIMESHARES.COM ONLINE	B451	819.0						72.8		746.2			
TROOP REAL ESTATE	B451	1,130.0			1,102.1		27.9						
UNITED COUNTRY RE	B451	345.1	292.0		19.5		33.6						
VILLAGE ASSOC RE AGENCY	B451	577.6			577.6								
VIP PRPRTS/DSTNCTN RE	B451	374.9			374.9								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
VIRGINIA COOK REALTORS	B451	328.9			328.9								
VIRGINIA MGT RE AGENCY	B451	665.5			665.5								
WARBURG REALTY PRTRNSHP	B451	686.4				686.4							
WASHINGTON FINE REALTY	B451	535.2			535.2								
WASHINGTON REALTORS	B451	299.0							299.0				
WATERFRONT PROPERTIES RE	B451	386.4			381.1		5.3						
WEICHERT CPTL PRPRTS&EST	B451	368.4			232.9	135.5							
WEICHERT REALTORS	B451	1,259.4			688.2	0.9	275.7		294.6				
WEIDEL REALTOR	B451	613.4			613.4								
WEIR MANUEL REALTORS	B451	306.4			306.4								
WESTSIDE EST RE AGENCY	B451	457.7			457.7								
WHATSOOUTSIDEOFYOURWINDOW ONLINE	B451	282.5	282.5										
WILLIAM E WOOD&ASC RLTY	B451	1,377.8			1,336.1		21.0		20.6				
WILLIAM RAVEIS REALTY	B451	1,355.3			1,126.8	57.9	170.6						
WILLIAM RVS RE MTG&INS	B451	267.7			267.7								
WILLIAMS MARKETING RE	B451	1,297.0			1,297.0								
WINDERMERE EXCLSV PRPRTS	B451	271.3			271.3								
WINDERMERE REALTY	B451	387.8			349.5				38.3				
WINDERMERE RYNS CO RLTY	B451	802.9			802.9								
WORLDWIDE RE AGENCY	B451	389.2			389.2								
YERMAN WTMN GNS GRC RLTY	B451	286.3			286.3								
1 HOTEL & RESIDENCES	B452	894.4		340.9	542.3				11.2				
10 WEST END AVENUE DEV	B452	268.5		83.5		185.0							
100 WEST 18TH RE DEV	B452	254.2			198.7	55.6							
101 WARREN STREET CONDO	B452	824.2	273.3	551.0									
110 CENTRAL PARK STH DEV	B452	484.2		350.1		134.1							
1100 WILSHIRE RE DEV	B452	377.3			377.3								
120 GREENWICH ST RE DEV	B452	334.5			261.7	72.9							
133 WEST 22ND CONDOS	B452	600.0	282.5	317.5									
133 WEST 22ND STREET DEV	B452	415.3				415.3							
1400 LAKESHORE DRIVE DEV	B452	265.2			265.2								
20 PINE STREET RE DEV	B452	762.6	321.8	114.4		326.4							
200 WEST END AVE RE DEV	B452	710.8		317.5		393.4							
212 EAST 47TH ST RE DEV	B452	442.7			73.9	368.7							
23 CONDOMINIUM	B452	269.6			252.4	17.2							
25 BROAD CONDOMINIUM	B452	1,658.3	635.6	1,022.7									
25 BROAD ST RE DEV	B452	1,416.6			106.3	1,079.9	230.4						
2700 NORTH OCEAN RE DEV	B452	664.6	303.4		22.8	333.4	5.1						
3 CREEK RANCH RE DEV	B452	514.8	171.7	343.1									
322 W 57TH ST APARTMENTS	B452	410.3				410.3							
323 RESIDENCES RE DEV	B452	620.9		448.9		172.0							
3700 ASSOCIATES RE DEV	B452	297.9					297.9						
40 BOND RE DEV	B452	1,391.0	141.2	984.6		265.2							
40 BOND RE DEV &50 GRAMERCY PARK DEV	B452	275.6				275.6							
600 LAKE SHORE DRIVE DEV	B452	1,097.1		975.3	121.8								
650 6TH AVENUE RE DEV	B452	482.8				482.8							
650 SIXTH AVENUE RE DEV	B452	926.5	822.5	104.0									
75 WALL STREET RE DEV	B452	999.1	343.9	381.5		273.7							
77 HUDSON STREET RE DEV	B452	665.7		169.6	353.1	142.9							
7-R RANCH RE DEV	B452	423.1	82.4		238.8		101.9						
995 FIFTH AVE RE DEV	B452	1,781.8	15.1	1,766.7									
ADAMS HOMES RE DEV	B452	840.7			71.3		769.3						
AKA RE DEV	B452	421.8	193.1	228.7									
ALBERHILL RANCH RE DEV	B452	306.2			129.8		176.5						
ALIANTE COMMUNITY	B452	349.2					349.2						
ALLISON CONDOMINIUMS	B452	694.5			694.5								
AMELIA ISLAND PLNTN DEV	B452	283.3	283.3										
AMERICAN WAY HMS/NRTHSTR	B452	632.2			632.2								
ANDALUCIA TOWN HOMES	B452	412.2			412.2								
ANGELICA GRAND RE DEV	B452	349.3			349.3								
ANSCA HOMES	B452	335.8			157.7		178.1						
ANTARES HOMES	B452	499.8			385.6		114.2						

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ANTIGUA RE DEV	B452	636.6			636.6								
APARTMENTS.COM ONLINE	B452	778.6			766.1		12.5						
AQUA PELICAN ISL/CLB DEV	B452	270.6	229.7						41.0				
AQUA RE DEV	B452	260.1	88.5		171.6								
ARCHSTONE CLINTON RE DEV	B452	394.2			192.8	201.4							
ARDIENTE RE DEV	B452	455.8	276.5		179.2								
ARIA RE DEV	B452	296.2			211.5				84.7				
ARIA THE CONDOMINIUM	B452	285.4			285.4								
ARIEL CONDOMINIUMS	B452	1,170.6	61.4	381.5	140.7	587.0							
ARRINGTON PLACE CONDO	B452	356.7			356.7								
ARTESIA RE DEV	B452	973.3			973.3								
ARTISAN LOFTS	B452	376.2	43.1	176.1		157.0							
ARTS CONDOMINIUM	B452	2,422.9			2,422.9								
ASHTON RE DEV	B452	341.8					341.8						
ASHTON WOODS HOMES	B452	1,164.9			600.2		564.7						
ASPEN POINTE RE DEV &CHELSEY CRSNG	B452	297.0			297.0								
ATELIER RE DEV	B452	516.2			16.3	499.8							
ATLANTIC STATION RE DEV	B452	340.2	271.2		52.3				16.8				
AVALONBAY COMMUNITIES	B452	267.5			4.6		263.0						
AVENTINE AT MIRAMAR DEV	B452	399.6			399.6								
AVENUE ONE RE DEV	B452	482.0			482.0								
AVERY RE DEV &RUSHMORE RIVERSIDE DEV	B452	507.0				507.0							
AVERY RIVERSIDE RE DEV	B452	766.8	423.7	343.1									
AVERY RIVERSIDE RE DEV & 65TH RE DEV	B452	1,533.5		474.6	243.8	815.2							
AYER ON WA SQUARE RE DEV	B452	368.2			368.2								
AZURE CONDOMINIUMS	B452	340.6			340.6								
AZURE RE DEV	B452	344.5			204.5	139.9			0.1				
BAIRD & WARNER RE DEV	B452	3,193.0			3,132.1				60.8				
BALDWIN CO RE DEV	B452	282.6			282.6								
BARCLAY TOWERS RE DEV	B452	1,757.3	211.4	69.4	25.3	1,451.2							
BATTERY PARK CITY RE DEV	B452	370.6	353.1		17.5								
BAYWOOD VILLAS RE DEV	B452	318.0			318.0								
BEACH VILLAS/KO OLN DEV	B452	620.5	620.5										
BEACON RE DEV	B452	394.1			68.6	319.1	6.4						
BEAR LAKE RESERVE RE DEV	B452	958.2	83.8		4.3	861.4	8.7						
BEAR RIVER LODGE RE DEV	B452	277.7				269.3	8.4						
BEAZER HOMES	B452	6,598.4			3,475.0		2,698.8						424.6
BELLA VISTA VLG DEV RE	B452	367.2			261.7				97.9		7.6		
BELLA VITA RE DEV	B452	388.9			375.2				13.7				
BELLE ARTS CONDO RE DEV	B452	269.3			269.3								
BELLE ARTS RE DEV	B452	281.5			281.5								
BELLEVUE CMNTS RE DEV	B452	813.4			813.4								
BELLTEL LOFTS RE DEV	B452	603.6			146.9	456.7							
BESTRENTNJ.COM RLTY ONLINE	B452	790.2			790.2								
BILTMORE ESTATE	B452	582.6					582.6						
BOCA DEVELOPERS	B452	267.3					267.3						
BOSTON PROPERTIES RE	B452	261.7					261.7						
BOWEN FAMILY HOMES	B452	399.4			18.7		324.3		56.4				
BRADFIELD PROPERTIES	B452	462.6			390.2				72.4				
BREWSTER POINT RE DEV	B452	281.6	281.6										
BRIARS CREEK GLF CLB DEV	B452	336.3	323.6		12.6								
BRIDGE POINTE RE DEV	B452	307.7			13.6	266.7			27.5				
BRIDGELAND RE DEV	B452	376.7			213.2		114.5						49.1
BRIDGES/PARK RE DEV	B452	281.5	281.5										
BRIDGEVIEW VILLAGE DEV	B452	361.9					361.9						
BRIDGEVIEW/HYDN FRY LKSD	B452	328.1	328.1										
BRIGGS RANCH RE DEV	B452	464.4	464.4										
BROCK BUILT RE DEV	B452	371.1			9.0		104.0		258.1				
BROMPTON CONDOMINIUMS	B452	935.0	248.9	686.1									
BROOKFIELD HOMES	B452	1,873.6	491.8		1,123.7		258.1						
BROWN HRS STVNS RE DEV	B452	1,090.0			31.7	1,058.3							
BRUNSWICK FOREST RE DEV	B452	607.6	590.6		5.0		12.0						

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CALABRIA RE DEV	B452	462.6			462.6								
CALEDONIA RE DEV	B452	279.4	103.5		61.9	114.0							
CAMBRIDGE HOMES	B452	1,689.9			217.9		866.6		605.4				
CAMBRIDGE HOMES RE DEV & HORTON DEV	B452	1,344.9			1,344.9								
CANYON HILLS RE DEV	B452	405.7			405.7								
CANYON RANCH LIVING DEV	B452	1,612.3	631.8	905.7	61.2	13.7							
CANYON RANCH RE DEV	B452	639.8	296.7	343.1									
CANYON RE DEV	B452	626.6			626.6								
CAP CANA RE DEV	B452	2,184.8	1,145.2	437.2	132.4	469.9							
CAPITAL AT BRICKELL DEV	B452	256.4		39.1	187.4	29.9							
CAPITAL PACIFIC HOMES	B452	644.4			284.6		344.2		15.6				
CAPRICOH RE DEV	B452	264.0	180.8	83.2									
CARNEGIE ABBEY/NARGNST	B452	302.4	106.2	41.2	154.2	0.8							
CASA BELLA RE DEV	B452	301.1			301.1								
CASCADES RE DEV	B452	616.5	566.7				49.8						
CASTLE & COOKE RE DEV	B452	486.1	147.6				338.5						
CENTER HILL LKFRTN DEV	B452	284.5			284.5								
CENTERLINE HOMES	B452	254.7			5.6		249.1						
CENTEX DSTNTN PPRTS DEV	B452	639.1	639.1										
CENTEX HOMES	B452	17,058.9	141.3		8,146.3		7,490.4		910.6				370.3
CENTURION AMERICAN HOMES	B452	269.1					269.1						
CENTURY CONDOMINIUM	B452	580.4	539.9	40.5									
CENTURY VINTAGE HOMES	B452	785.1			534.4		250.7						
CHALKS LANDING RE DEV	B452	319.4			1.5	317.9							
CHAMPION HILLS RE DEV	B452	346.6	310.7			34.4	1.5						
CHANDLER PARC CONDO	B452	395.0			395.0								
CHARLESTON RE DEV	B452	421.7	65.7	185.9	75.2	80.9	14.0						
CHATFIELD FARMS RE DEV	B452	414.4			58.8	355.6			349.2				
CHELDAN HOMES RE DEV	B452	349.2											
CHELSEA MODERN RE DEV	B452	425.8	70.6	194.7		160.4							
CHELSEA STRATUS RE DEV	B452	578.3	49.3	203.1	57.0	268.9							
CHESAPEAKE HOMES LTD DEV	B452	300.6				300.6							
CHICAGO SPIRE CONDO	B452	639.9	498.3		141.6								
CHOCOLATE DROP MTN DEV	B452	829.0			15.2	813.7							
CIMARRON HILLS RE DEV	B452	465.7	465.7										
CINNAMON SHORE RE DEV	B452	338.9	335.7		3.1								
CIPRIANI OCN RSRT&CL RES	B452	454.3			41.1	175.5	237.7						
CITY CENTER RE DEV	B452	286.1			286.1								
CITYCENTER LAS VEGAS CND	B452	5,824.8	4,202.9	860.9	42.6	718.5							
CLARKS ISLAND PLNTN DEV	B452	445.7			3.3	442.4							
CLASSIC QUALITY HMS DEV	B452	434.7			434.7								
CLASSIC RES/HYATT RE DEV	B452	823.4	34.3		693.0	96.2							
CLEMENT CLARKE CONDO	B452	496.3	148.5	203.1		144.7							
CLIFFS AT MT PARK RE DEV	B452	261.5	144.1		28.3	89.1							
CLIFFS COMMUNITIES	B452	3,886.4	1,967.6		272.1	827.7	47.9	657.4	0.6		113.0		
CLIFFS/HIGH CRLNS RE DEV	B452	322.4	322.4										
CLIFFS/KEOWEE FALLS DEV	B452	1,412.1	1,338.0		29.6	44.5							
CLIFFS/MTN PARK RE DEV	B452	441.9	186.0			255.9							
CLOVE HILL MANOR RE DEV	B452	265.4			265.4								
CLUB VILLAS/WLNT CRK DEV	B452	253.1			253.1								
COASTAL COMMUNITIES DEV	B452	323.9				323.9							
COLDWATER CREEK RE DEV	B452	373.2	344.1		6.4	22.7							
COLEMAN HOMES	B452	260.5				260.5							
COLONNADE RESIDENCES DEV	B452	452.0			452.0								
COMANCHE TRACE RE DEV	B452	472.5	472.5										
COMSTOCK HOMES	B452	393.4			289.4		104.0						
CONCESSION RE DEV	B452	275.9	275.9										
CORDILLERA RE DEV	B452	331.0			219.0		112.0						
CORINTHIAN CONDOMINIUMS	B452	591.9			584.8	7.2							
CORKY MCMILLIN RE DEV	B452	357.9			87.4		270.5						
CORMAN LEIGH CMNT RE DEV	B452	320.9			17.6		303.3						
CORNERSTONE RE DEV	B452	270.0	122.2		110.3		37.4						

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
COSMOPOLITAN RSRT/CONDO	B452	1,492.6	1,273.3		66.7		152.6						
CRAFTSTAR HOMES	B452	251.7			251.7								
CRESCENT COMMUNITIES	B452	388.9	41.9		43.6		303.5						
CROSSING/WILLOW BAY DEV	B452	459.9	77.1		57.4	325.3							
CROSSROADS RE DEV	B452	477.0			469.3		7.7						
CROSSWINDS COMMUNITIES	B452	343.1		128.5	52.3		162.3						
CROW CREEK CONDOMINIUMS	B452	790.3				790.3							
CUMBERLAND HARBOUR DEV	B452	1,322.0			254.0	951.5	96.7						19.7
CUMMINGS PROPERTIES RE	B452	403.0			403.0								
CUTLER CAY RE DEV & GREENS/DORAL DEV	B452	318.4			318.4								
DANIEL ISLAND RE DEV	B452	1,264.3	950.1		107.7	206.5							
DARLING HOMES RE DEV	B452	628.4			149.3		479.1						
DARLINGTON PARK RE DEV	B452	631.8			631.8								
DAVIS HOMES	B452	432.3			110.5		321.8						
DEER CNYN PRSRV RE DEV	B452	278.6	278.6										
DEER POINT RE DEV	B452	286.8			20.0		266.7						
DEL SUR RE DEV	B452	522.9			331.0		191.9						
DEL WEBB COMMUNITIES	B452	1,112.3	159.5		82.3		77.7	728.2	64.6				
DEL WEBB RE DEV	B452	1,733.4	191.4		1,186.2		355.8						
DEL WEBB RE DEV & PULTE HOMES	B452	1,195.6			1,137.2		58.5						
DEL WEBB THE CLUB RE DEV	B452	284.5			284.5								
DEL WEBBS SUN CITIES DEV	B452	484.3	161.7		27.9		294.7						
DELLIS CAY RE DEV	B452	1,718.7	326.5	1,392.1									
DELUCEA RE DEV	B452	978.5			978.5								
DIR REAL ESTATE DEV	B452	134,305.5			132,576.9	1,728.6							
DISCOVERY LAND CO DEV	B452	309.6	309.6										
DISCOVERY PALMS RE DEV	B452	448.3			97.3	351.0							
DISNEY VACATION CLUB DEV	B452	659.7	224.5	46.0	40.2				348.9				
DISTRICT RE DEV	B452	254.9	254.9										
DITTMAR CO RE DEV	B452	289.4			289.4								
DIVIDEND HOMES	B452	410.5			341.0								69.5
DIVOSTA HOMES RE	B452	425.1			407.3		3.3		14.5				
DOMINION HOMES RE DEV	B452	464.8					229.9		234.9				
DONALD T STERLING RE DEV	B452	3,099.0			2,554.6	544.4							
DOVE MTN RE DEV	B452	445.2		445.2									
DR HORTON AMER HMBLDR DV & MLR SCN TY	B452	261.0			261.0								
DR HORTON HOME BLDR DEV	B452	8,768.7			3,791.3		4,607.3		370.1				
DREXEL PARK RE DEV	B452	361.4			361.4								
EAST VILLAGE CONDO	B452	322.5				322.5							
EASTWOOD HOMES	B452	294.2			2.1		292.1						
ELEMENT CONDOMINIUMS	B452	2,050.8	903.1	182.1	30.5	935.1							
ELLINGTON COURT RE DEV	B452	1,484.9			1,467.7	17.2							
ELLIOTT HOMES	B452	321.2			213.9		88.5		18.8				
EMERALD ECOZONE RE DEV	B452	305.8		305.8									
EMPIRE COMMUNITIES/RE	B452	256.2			95.3		89.1		71.9				
ENCLAVE RE DEV	B452	268.8			212.9		55.9						
ENGLE HOMES	B452	2,511.2			1,974.3		536.9						
EPCON COMMUNITIES	B452	791.6	767.8		15.9		7.8						
ERIC CHAFIN HMBLDRS DEV	B452	290.9			236.0		54.9						
ERICKSON RTRMTN CMNTY	B452	909.5			147.3				762.1				
ESCALA RE DEV	B452	781.0		376.0	388.5		5.3		11.2				
ESCONDIDO RE DEV	B452	744.7	676.4		24.9		43.5						
ESTRELLA DEL MAR RE DEV	B452	263.3	245.0		18.3								
ESTRELLA RE DEV	B452	283.5			283.5								
EXCLUSIVE RESORTS RE DEV	B452	1,685.6	1,421.4	104.0		160.3							
EXTELL RE DEV	B452	1,645.5	282.7	1,231.9	25.0	105.9							
FAIRMONT TAMARACK RE DEV	B452	320.7	257.2		63.5								
FALCON TRACE RE DEV	B452	481.7			481.7								
FALLON RE DEV	B452	317.2					317.2						
FARNSWORTH SUNLANDS/DEV	B452	274.3			256.7				17.6				
FIELDSTONE COMMUNITIES	B452	762.0					762.0						
FIELDSTONE HOMES	B452	448.3			46.0		402.3						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FIRST TEAM ESTATES	B452	1,229.2			1,229.2								
FLAMINGO SOUTH BEACH DEV	B452	538.7	405.5		30.0	103.2							
FORD PLANTATION RE DEV	B452	674.0	445.3	228.7									
FOUR SEASON RTRMNT/DEV	B452	360.5			360.5								
FOUR SEASONS PRIVATE RES	B452	353.4			353.4								
FOUR SEASONS RE DEV	B452	1,387.7			1,387.7								
FOUR SEASONS RES RE	B452	288.6	141.6	52.3	94.7								
FOUR SEASONS/BKRSFLD DEV	B452	263.5			263.5								
FRIENDSWOOD RE DEV	B452	445.6			92.4	353.2							
FULTON HOMES	B452	444.9			48.3	396.6							
GALLAGHER & HENRY RE DEV	B452	410.0			410.0								
GARLANDS/BRNGTN/RTRMNT	B452	259.8			259.8								
GEMCRAFT HOMES	B452	938.7			821.2	117.5							
GEORGETOWN RE DEV	B452	278.0			278.0								
GINN LAURELMOR RE DEV	B452	437.4	261.1		37.0		75.4	1.1		62.8			
GINN SUR MER RE DEV	B452	563.1	302.2		35.0		133.1			92.8			
GL HOMES OF FL	B452	541.7	143.0		128.5	270.2							16.8
GLADSTONE HOMES RE DEV	B452	426.3			336.1	73.3							
GLENWOOD APARTMENTS	B452	346.7	232.4	114.4									
GLENWOOD RE DEV	B452	1,888.5			13.6	1,874.9							
GRADY MGT RE DEV	B452	1,045.9			1,028.6	17.3							
GRAMERCY RE DEV	B452	420.6	353.1		67.5								
GRAMERCY YOO/STARCK DEV	B452	439.8			439.8								
GRAMERCY/STARCK RE DEV	B452	445.8	445.8										
GRAND HOMES	B452	668.0			596.2	71.8							
GRAND LEGACY CLUB RE DEV	B452	605.8			132.3	473.4							
GRANDE DUNES RE DEV	B452	389.8	349.1		40.7								
GRANDE VILLAS RE DEV	B452	813.6			55.2	729.9		28.5					
GREAT PLACES/LIVE/CRLNS ADVERTIORAL	B452	275.2			275.2								
GREC CONVERSIONS RE DEV	B452	251.4			251.4								
GREENWICH CLUB RES	B452	1,257.3	228.3	76.4	412.7	539.9							
GREENWICH OAKS RE DEV & GREENWICH PLC	B452	269.4			67.8	201.6							
GREENWOOD KING PPRPTS RE	B452	969.7			969.7								
GREY ROCK/LAKE LURE DEV	B452	480.7			413.6	67.1							
GREYSTONE DEVELOPMENT RE	B452	333.2			331.7	1.5							
GRIFFIN IND RE DEV	B452	305.7				305.7							
GROSS BUILDERS RE DEV	B452	260.6			260.6								
HABERSHAM RE DEV	B452	388.8	388.8										
HABITAT RE DEV	B452	250.4			250.4								
HACIENDA BUILDERS HOMES	B452	827.7			257.6	510.3	59.8						
HACIENDA PINILLA RE DEV	B452	764.9	764.9										
HALLMARK HOMES	B452	581.6			445.0	120.9	15.8						
HAMLET RE DEV	B452	386.8				386.8							
HAMMONDS FERRY RE DEV	B452	318.0	58.3	249.3		10.3							
HAMPTON LAKE RE DEV	B452	419.4	410.7					8.7					
HARRISON CONDOMINIUMS	B452	565.6	70.6	457.4	37.6								
HARSEN HOUSE RE DEV	B452	334.6		127.9		206.7							
HARTZ CONST RE DEV	B452	267.8			267.8								
HAWKS LANDING RE DEV	B452	308.6			308.6								
HAWTHORNE CONDOMINIUMS	B452	475.1			475.1								
HEARTHSTONE HOMES	B452	264.1			1.1	4.0	60.9	198.1					
HEARTLAND RE DEV	B452	1,007.6			819.2		188.5						
HENLEY ON HUDSON RE DEV	B452	343.0			249.6	59.7	33.7						
HERITAGE HOMES RE	B452	360.5			342.8		17.8						
HERITAGE POINT RE DEV	B452	261.7			261.7								
HERITAGE PRESERVE RE DEV	B452	672.6	64.5										608.2
HERON BAY RE DEV	B452	266.3			179.8		86.5						
HIGH POINT RE DEV	B452	332.4			325.9		6.5						
HIGHLAND HOMES	B452	695.8			0.1		695.7						
HIGHLANDS RE DEV	B452	262.9			208.0	6.0	31.0	17.8					
HILLS ABV PSM KNGDM/DEV	B452	274.1			274.1								
HISTORY MAKER HOMES	B452	992.3				561.0							431.3

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HOLIDAY BUILDERS RE DEV	B452	349.7			190.3		716.5		607.7				349.7
HOMELIFE COMMUNITIES DEV	B452	1,514.5			5.0	83.7							
HOMESTEAD PRESERVE DEV	B452	457.8	369.1		10.2	177.6							
HUNTSMAN SPRINGS RE DEV	B452	302.4		114.7									
HYATT PLACE RE DEV	B452	370.8	367.4		3.3								
ICON VALLARTA RE DEV	B452	689.3	457.0	176.1	56.2			593.9		664.5			
INSPIRADA RE DEV	B452	1,258.4											
INTRACORP RE DEV	B452	303.3	144.6		158.8								
IVY HALL/UNIV VLG DEV	B452	267.7			213.3		54.3						
JADE CONDOMINIUMS	B452	481.9	261.7		35.2	184.9							
JEFFERSON/SLVN PLC APTS	B452	299.4			299.4								
JERRY BUTLER HOMES DEV	B452	526.0			505.7		20.3						
JMC HOMES HM BUILDER	B452	352.2			242.0		110.2						
JOHN F BUCHAN HOMES	B452	269.9			269.9								
JOHN KNOX VLG RTRMNT RE	B452	250.2			196.8				53.4				
JOHN LAING HOMES	B452	1,464.4	402.0		448.2		614.2						
JOHN WIELAND HOMES	B452	714.8			610.4		104.5						
JONES CO RE DEV	B452	313.9			215.3								98.6
JS HOVNANIAN&SONS RE DEV	B452	329.6			242.8		86.9						
JTS COMMUNITIES RE DEV	B452	268.6			130.1		138.5						
JUBILEE ACTIVE ADLT CMNT	B452	413.8							413.8				
K HOVNANIAN HOMES	B452	1,689.7			306.7		502.2						880.8
K HOVNANIAN RE DEV	B452	13,131.0	181.9		11,469.6	189.4	1,290.1						
KAY APARTMENTS	B452	1,308.0			1,308.0								
KB HOME RE DEV	B452	1,984.5			1,984.5								
KENNEDY HOMES	B452	903.3			348.8		554.4						
KENNEDY-WARREN RE DEV	B452	469.9			469.9								
KETTLER CONDOMINIUMS	B452	315.6			315.6								
KHOVNANIAN HOMES	B452	401.1		289.3	97.8		14.0						
KIAWAH ISLAND RE DEV	B452	1,936.0	1,503.5	339.3		93.1							
KIMBALL HILL HOMES	B452	2,669.9			1,665.0		992.3		12.6				
KIRK HOMES	B452	345.2			176.7		168.5						
KOPF BUILDERS RE DEV	B452	428.8			428.8								
KUKUI ULA RE DEV	B452	307.2	199.5	60.6		47.1							
LA POSADA RTRMNT LVG CMTY	B452	358.0			283.8				74.2				
LAGUNA RE DEV	B452	254.2					254.2						
LAKE HILLS RESERVE DEV	B452	356.3			356.3								
LAKES RE DEV	B452	436.3		114.4	309.9		12.0						
LAKEWOOD CROSSING RE DEV	B452	435.0			435.0								
LAKEWOOD HOMES	B452	2,172.6			1,726.3		321.9		124.4				
LAKEWOOD SPRINGS RE DEV	B452	549.8			403.6				146.2				
LANDINGS/SKDwy ISLD DEV	B452	853.2	853.2										
LANDMAR GROUP RE DEV	B452	352.5	84.0					268.5					
LAS OLAS BY/RIVER RE DEV	B452	355.3			6.7	348.6							
LAS SENDAS MT RE DEV	B452	262.3			262.3								
LASSITER NORTH HILLS DEV	B452	275.3				275.3							
LAUREL CONDOMINIUMS	B452	911.3		765.6	34.1	111.6							
LAUREL PRESERVE RE DEV	B452	329.7			329.7								
LEGACY HOMES	B452	694.0			47.6		646.4						
LEGACY VILLAS/LA QNT DEV	B452	287.3			287.3								
LENNAR DEVELOPERS	B452	306.0	19.7		286.3								
LERNER MGT RE DEV	B452	427.5			427.5								
LEVITT & SONS RE DEV	B452	561.4			121.0		440.4						
LINCOLN HARBOR RE DEV	B452	654.8	6.3		2.6	646.0							
LINCOLN PARK 2520 RE DEV	B452	821.6	96.6		709.6				15.4				
LINDAL CEDAR HOMES	B452	606.7	447.0	154.6	3.9		1.3						
LINDEN PONDS RTRMNT CMNT	B452	429.7			317.5		258.1		112.2				
LITTLE HARBOR RE DEV	B452	336.3	78.2										
LOCUST POINT RE DEV &LFTS/LOGN VW DV	B452	425.9			425.9								
LOFTS AT ARCADIA RE DEV	B452	329.7			329.7								
LORETO BAY RE DEV	B452	375.0	321.3		48.8				4.8				
LOST RIVER PLNTN DEV	B452	272.8			272.8								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LUCIDA RE DEV	B452	3,363.5	781.2	2,246.5	18.2	317.7							
LUMA RE DEV	B452	632.7	305.8		41.0	285.8							
LUMIERE CONDOMINIUMS	B452	322.3			268.6		53.7						
M AT BEEKMAN APARTMENT	B452	336.2	174.1		27.2	134.8							
M/I HOMES RE DEV	B452	826.6			826.6								
MAIN ST HOMES RE DEV	B452	262.9			262.9								
MAINSTREET HOMES	B452	329.8					226.4		92.8				10.6
MAISON EAST RE DEV	B452	260.6			9.1	251.5							
MALUAKA RE DEV	B452	390.2	146.5	243.7									
MANHATTAN HOUSE RE DEV	B452	531.0			383.0	148.0							
MARACAY HOMES	B452	412.8			55.5		357.2						
MARK RE DEV	B452	385.3		167.9	34.1	183.3							
MARLIN BAY YACHT CLB DEV	B452	648.5	558.8		43.1	34.4	12.2						
MARONDA HOMES	B452	2,747.5			1,606.4		1,065.7		75.3				
MARQ CONDOMINIUMS	B452	829.5			829.5								
MARTIN BUILDING RE DEV	B452	288.1	259.0		29.1								
MATTAMY HOMES	B452	273.0			77.7		195.2						
MCBRIDE & SON RE DEV	B452	1,156.9			1,116.1								40.8
MCBRIDE & SONS HOMES DEV	B452	318.6			177.8		60.5						80.3
MCL RE DEV	B452	327.7			327.7								
MEADOWBROOK POINTE DEV	B452	429.2			101.0	328.2							
MEADOWLANDS RE DEV	B452	305.5					305.5						
MERCEDES HOMES	B452	891.5			26.3		865.3						
MERCER CONDOMINIUMS	B452	274.0			274.0								
MERCER POINT CONDO	B452	1,135.1				1,135.1							
MERITAGE HOMES	B452	2,933.2	60.8		1,620.8		1,238.8						12.9
METROPOLITAN RE DEV	B452	451.3	306.8		144.6								
METROPOLITAN WARNER/DEV	B452	280.7			262.9		17.8						
METROPOLITAN/LRTN STN DV & RESTON TWN	B452	385.6			385.6								
MILANO TERRACE RE DEV	B452	457.3			457.3								
MILLTOWN LOFTS	B452	344.6			344.6								
MINTO RE DEV	B452	433.5			433.5								
MIRA BAY RE DEV	B452	420.2	282.6				137.6						
MIRASOL CC & EST RE DEV	B452	396.9			396.9								
MISION LA SERENA RE DEV	B452	269.3	269.3										
MONACO RE DEV	B452	299.5			192.5		107.0						
MONTAGE RE DEV	B452	334.1	147.1		187.0								
MONTALBANO HOMES	B452	1,016.7			518.2		498.4						
MONTE VISTA VILLAS DEV	B452	251.8			251.8								
MONTECARLO RE DEV	B452	675.8			640.0				35.8				
MONTELUCIA RE DEV	B452	285.4	241.5		43.9								
MONTEREY HOMES	B452	262.4	54.7				207.7						
MONTEREY/LAS VGS CC DEV	B452	273.0	140.3		132.7								
MONTERRA RE DEV	B452	831.8	238.8	89.2	496.1	7.6							
MORRISON CONDOMINIUMS	B452	433.2	85.9	61.3	286.0								
MORRISON HOMES	B452	1,843.7			313.5		1,515.3		14.9				
MOSAIC/UNIV&ASH RE DEV	B452	286.9	286.9										
MOUNTAIN AIR CC RE DEV	B452	757.0	747.3					9.7					
MOUNTAIN FALLS RE DEV	B452	289.7	85.8		117.9		86.1						
MOUNTAIN HOUSE RE DEV	B452	462.1			322.2		139.9						
MOUNTAIN LAKE PROPERTIES	B452	255.4				255.4							
MOUNTAINS EDGE RE DEV	B452	1,521.8					675.2		846.6				
MUNGO HOMES	B452	286.9	36.3				178.1		72.5				
MURANO CONDOMINIUMS	B452	457.0			457.0								
NATIONAL AT OLD CITY DEV	B452	266.0			266.0								
NAVAL SQUARE RE DEV	B452	575.3			566.7	8.6							
NEIGHBORHOODS/WRLD/VLG	B452	254.4				254.4							
NERI RE DEV	B452	474.1			474.1								
NEUMANN HOMES	B452	740.6			740.6								
NEUMANN HOMES RE	B452	261.6					261.6						
NEW PORT TAMPA BAY DEV	B452	321.7	308.6				13.0						
NEWLAND COMMUNITIES DEV	B452	1,082.4	52.5		242.8		629.6						157.4

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NEWMARK HOMES	B452	936.2			399.5		476.5		60.2				
NIZUC RESORT&RES RE DEV	B452	796.2	567.5	228.7									
NORTH PARC CONDOMINIUMS	B452	375.5			375.5								
NORTHSHORE/ST MRYS RV DV	B452	472.9			472.9								
NORTHSIDE PIERS RE DEV	B452	552.5			19.4	533.1							
NOVARE GROUP RE DEV	B452	548.0	104.4				443.6						
NUJOOM RE DEV	B452	282.3		249.5		32.8							
NVHOMES RE DEV	B452	2,093.6			1,955.3		132.1		6.2				
OAKWOOD APARTMENTS	B452	279.2							279.2				
OCEANOS RESORT RES RE DEV	B452	343.7	48.6	83.5	125.7	86.0							
OCEANS EDG/SNGR ISLND DV	B452	382.4			382.4								
ODYSSEY RE DEV	B452	308.1			56.4		251.7						
OLDE STONE RE DEV	B452	344.3			0.4	329.7			14.2				
OLSON CO RE DEV	B452	324.5			133.6		190.9						
OLYMPIA RE DEV	B452	1,354.1			1,354.1								
OMNI CONDOMINIUM	B452	355.0	124.0		27.2	203.8							
ON PROSPECT PARK RE DEV	B452	1,335.1	132.0	974.1	9.1	219.9							
ON TOP/THE WORLD RE DEV	B452	938.5	516.8		117.6		304.1						
ONE BRKLYN BRDG PRK DEV	B452	569.2			66.1	503.0							
ONE BROOKLYN RE DEV	B452	715.8	415.5	300.3									
ONE CHARLOTTE RE DEV	B452	290.3	290.3										
ONE EAST RVR PLC RE DEV	B452	794.5	43.1	114.4		637.1							
ONE HANSON PLACE RE DEV	B452	481.9	157.7	176.1	28.8	119.3							
ONE MADISON PARK RE DEV	B452	619.1	619.1										
ONE STEAMBOAT PLACE DEV	B452	433.9	433.9										
ONE THOUSAND OCEAN DEV	B452	499.2	84.0	343.1	72.1								
OPTIMA CAMELVIEW VILLAGE	B452	265.4	265.4										
OPTIMA OLD ORCHRD WDS DV	B452	600.1			598.9		1.2						
ORLEANS RE DEV	B452	3,997.6			3,997.6								
OTAY RANCH RE DEV	B452	265.5			265.5								
PACE PROPERTIES RE DEV	B452	272.0	272.0										
PACIFIC COMMUNITIES	B452	406.5			59.6	346.9							
PAGEANTRY RE DEV	B452	448.8			193.4	255.4							
PALAZZO TORNABUONI DEV	B452	710.7	185.0	525.7									
PALM BCH PLC LXRY CONDO	B452	401.4			401.4								
PALM HARBOR HOMES DEV	B452	307.9			17.7		72.4		3.4		208.5		6.0
PALMAS DEL MAR RE DEV	B452	517.8	517.8										
PALMETTO BLUFF RE DEV	B452	1,437.8	1,391.1		46.7								
PANAMA INTL MDSE MRT DEV	B452	877.1	877.1										
PAPARONE HOMES RE	B452	431.0			394.2		36.8						
PARAMOUNT PROPERTIES & RODEO REALTY	B452	2,752.0			2,752.0								
PARC DLS/DLS TWN CTR APT	B452	449.6			449.6								
PARDEE HOMES	B452	3,668.9	200.8		1,238.5	2,229.5							
PARK BLOOMINGDALE RE DEV	B452	277.3			277.3								
PARK FIFTH RE DEV	B452	517.1		258.6	258.5								
PARKCHESTER APARTMENTS	B452	362.4			362.4								
PARKLAND GOLF & CC DEV	B452	267.9			267.9								
PARKVIEW HOMES	B452	294.7			200.0		31.6		63.1				
PARKWAY 22 RE DEV	B452	479.1			448.5		30.6						
PASQUINELLI RE DEV	B452	274.5			232.5		42.0						
PEBBLE L5 LLC RE DEV	B452	302.1				302.1							
PEBBLECREEK HOMES & ROBSON RANCH DEV	B452	620.5			620.5								
PENINSULA PAPAGAYO DEV	B452	299.3	185.0	114.4									
PENTERRA PLAZA RE DEV	B452	276.4			240.0		22.4		13.9				
PERRY HOMES	B452	1,498.7			637.2		861.6						
PETROS HOMES	B452	1,376.6	1,195.1		181.5								
PHOENIX CONDOMINIUMS	B452	600.8			590.0				10.8				
PHOTO ADS REAL ESTATE	B452	426.6			426.6								
PINEHILLS RE DEV	B452	451.3	240.8		210.4								
PINNACLE EST PRPRT RE DV	B452	1,270.7			1,270.7								
PINNACLE FALLS RE DEV	B452	370.7			313.6		57.1						
PINNACLE/CTY PRK STH DEV	B452	320.6			320.6								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PIONEER HOMES	B452	546.6			3.0				543.7				
PLANTATION HOMES RE	B452	496.9			2.6		189.0		305.3				
PLATINUM CONDOMINIUM	B452	621.5	211.9	205.9	109.0	94.7							
PLAYA VISTA RE DEV	B452	885.0			776.6		108.4						
POETS LANDING RE DEV	B452	642.6		102.9	136.3	398.3	5.1						
POLYGON NORTHWEST RE DEV	B452	901.3			297.3		604.1						
PONDSIDE/SPRING HLW DEV	B452	299.7			299.7								
PORT IMPERIAL NORTH DEV	B452	273.3			155.6	117.6							
PORTO SOL RE DEV	B452	451.5			451.5								
PORTOFINO CONDOMINIUMS &SN SMN DEV	B452	286.0			286.0								
PORTRAIT HOMES	B452	1,060.2			367.7		692.4						
POST APARTMENT HOMES	B452	610.8			4.6		606.2						
PRAVADA RE DEV	B452	413.1			89.8	323.3							
PREFERRED PROPERTIES	B452	298.7			297.4		1.4						
PRESERVE AT CHINO RE DEV	B452	373.3			373.3								
PRESERVE/AVERY LAKES DEV	B452	761.8			732.0			29.8					
PRESERVE/BOTANY BAY DEV	B452	349.6	349.6										
PRESERVE/CRDNL CRK DEV	B452	334.4			334.4								
PRINGLE DEVELOPMENT RE	B452	302.3	179.5				122.9						
PRISTINE PROPERTIES DEV	B452	351.8			351.8								
PRIVATE ESCAPES RE DEV	B452	1,295.3	1,295.3										
PROMENADA/RAINBOW DEV	B452	466.0	426.5		16.5		23.0						
PROVIDENCE COMMUNITY DEV	B452	453.5			8.2			445.4					
PROVIDENCE RE DEV	B452	539.7	25.8		129.3		359.0		25.7				
PROVINCE RE DEV	B452	443.8			404.7				39.1				
PULTE HOME REAL ESTATE	B452	6,287.4			4,949.8	94.1	981.3	55.2			207.0		
PULTE HOMES	B452	1,260.0	35.8		506.5		375.6	150.4				191.7	
PUNTA MITA GOLF/RE DEV	B452	325.1	325.1										
QUADRANT HOME BLDR&DEV	B452	1,086.9				298.1		788.8					
QUADRANT HOMES	B452	275.7			241.0		34.7						
QUEENS GAP RE DEV	B452	541.5	368.2		3.2		170.2						
QUINTESS DESTINATION CLB	B452	632.3	632.3										
RANCHO MIRAGE RE DEV	B452	429.7			369.7		60.0						
RECTOR SQUARE CONDO	B452	862.8	423.7		439.1								
REFLECTIONS CONDOMINIUMS	B452	346.8			346.8								
REGATTA RIVERVIEW/DEV	B452	497.7			497.7								
REGENT BAL HARBOUR DEV	B452	709.9	246.8	463.1									
REGUS GROUP RE DEV	B452	482.8	426.9				55.9						
RELATED DEV RE	B452	1,696.1	418.4	1,277.7									
RELATED GROUP CONDO	B452	383.8	175.4	98.9			109.4						
REMINGTON HOMES	B452	441.5			385.3		56.2						
RENAISSANCE HOMES	B452	309.4			174.1		20.4		114.9				
RENAISSANCE VILLAS	B452	1,015.2			1,015.2								
RENDEZVOUS RE DEV	B452	1,133.4	383.5	524.2	19.4	206.4							
RESERVA CONCHAL RE DEV	B452	953.8	901.8	52.0									
RESERVE/LAKE KEOWEE DEV	B452	740.7	480.2			167.9	92.6						
RESERVE/SVNH HRBR DEV	B452	277.6	154.2	104.0					19.4				
RESIDENCES MGM GRAND DEV	B452	682.5			430.9		251.6						
RESIDENCES/ATLANTIS/DEV	B452	413.3	379.7				33.7						
RESIDENCES/CAMERON STN	B452	342.6			342.6								
RESIDENCES/DOCKSIDE DEV	B452	976.3			976.3								
RESIDENCES/INTRCNTNTL HT	B452	324.6			324.6								
RESIDENCES/KAPALUA/DEV	B452	548.5	491.6	56.9									
RESIDENCES/LGCV PLC DEV	B452	283.8			236.4	47.4							
RESIDENCES/LITTLE NELL	B452	558.5	558.5										
RESIDENCES/RTZ-CRLTN DEV	B452	841.8	77.4	85.2	403.0	276.2							
RESIDENCES/TWO LBRTY PLC	B452	907.1			907.1								
RESIDENCES/WSTRN UN/DEV	B452	1,313.8			1,313.8								
RETREAT RE DEV	B452	301.0	15.4		275.2				10.4				
RETREAT/CEDAR CREEK DEV	B452	266.8			7.1	259.7							
REYNOLDS LANDING/OCN DEV	B452	371.5	241.6			129.9							
REYNOLDS PLANTATION DEV	B452	3,389.9	3,226.3		2.6	129.9	31.1						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RICHARDSON HOMES	B452	274.7					3.0		271.7				
RICHMOND AMER HOMES	B452	7,027.5			4,098.3			2,713.3					215.8
RIGHT PLACE PROPERTIES	B452	414.2			384.2			30.0					
RITZ CARLTON CLB&SBCH	B452	612.7	549.1	61.7				1.8					
RITZ-CARLTON CLUB RE DEV	B452	1,053.9	788.8	228.7				11.0				25.4	
RITZ-CARLTON GLF CLB DEV	B452	634.7	401.5		179.0	54.3							
RITZ-CARLTON RESIDENCES	B452	2,300.3	1,358.7	450.1	437.9	53.6							
RIVER HOUSE APARTMENTS	B452	365.8			365.8								
RIVER PLACE APARTMENTS	B452	251.4			134.4	117.0							
RIVER ROCK RE DEV	B452	544.4			55.6	488.9							
RIVERHOUSE RCKFLR PRK DV	B452	1,165.8	88.0	114.4	18.2	915.3			29.9				
RIVERS EDGE GLF CLB&PLTN	B452	275.8	275.8										
RIVERS REACH RE DEV	B452	597.0				597.0							
RIVERSOUND RE DEV	B452	346.3			311.9	34.4							
RIVERSTONE CONDOMINIUMS	B452	482.0			482.0								
RIVERVUE RE DEV	B452	331.9			241.1	90.9							
RIVERWALK/PAPAGO PRK DEV	B452	476.3			476.3								
ROARING RIVER RE DEV	B452	710.0				710.0							
ROBSON COMMUNITIES	B452	828.3			29.2		799.1						
ROBSON RANCH RE DEV	B452	913.1			541.9		125.7		245.5				
ROSELAND PROPERTY RE DEV	B452	278.6			45.8		232.7						
ROTTLUND HOMES	B452	700.6			402.6		298.1						
ROUND MTN FALLS RE DEV	B452	556.8	84.4			472.5							
ROYAL WEST PROPERTIES RE	B452	359.5							359.5				
RUSHMORE RE DEV	B452	670.2			9.1	661.1							
RUSHMORE RIVERSIDE DEV	B452	1,280.7	529.5	751.2									
RYAN HOMES	B452	13,492.0			11,993.9		1,477.4		20.6				
RYLAND HOMES	B452	8,511.5			4,177.6		3,685.3		628.0				20.6
SAGEWOOD HOMES	B452	344.0			338.4		5.7						
SAN ELIJAH HILLS RE DEV	B452	251.2			142.0		109.2						
SAN RIO OCN&RVR CLB DEV	B452	428.8				428.8							
SANCTUARY COSTA GRND DEV	B452	255.8	255.8										
SAPPHIRE CONDOMINIUMS	B452	669.9	120.6		477.5		71.7						
SAPPHIRE TOWER RE DEV	B452	677.9	152.8		22.6	502.4							
SAVANNAH QUARTERS RE DEV	B452	583.3	554.8				24.4		4.1				
SAVANNAH RIVER LNDNG DEV	B452	664.3	514.6		122.8				26.9				
SAWMILL RE DEV	B452	1,014.6	12.7	999.8	2.1								
SCENIC HOMES RE DEV	B452	259.4			40.8		218.6						
SEA TRAIL SUNSET BCH DEV	B452	339.0	277.1			34.4	27.5						
SEA VILLAS RE DEV	B452	596.6			596.6								
SEASIDE RE DEV	B452	263.2		221.5	41.7								
SEASONS/BLTMR LK CONDO	B452	453.0			2.5	450.5							
SEAWATCH/SUNSET HRBR DEV	B452	255.4	247.1		8.3								
SEDGEBROOK RTRMNT CMNTY & MNRCH LNDNG	B452	413.5						413.5					
SENTOSA COVE RE DEV	B452	300.3	300.3										
SETAI RE DEV	B452	1,239.7	311.0	680.2	50.6	169.9	28.1						
SETTINGS/MACKAY PNT DEV	B452	273.9	79.5		1.7	192.7							
SHAPELL HOMES	B452	489.3			489.3								
SHEA HOMES	B452	6,490.1	741.4		3,273.4		1,620.6		386.2				468.5
SHEFFIELD 57 RE DEV	B452	2,195.3	626.4	908.3	24.6	636.0							
SHELTON/PRESTON CTR DEV	B452	378.9			378.9								
SHOMA HOMES	B452	833.3	103.6		337.2		30.0		362.5				
SIERRA CREST RE DEV	B452	316.8			316.8								
SIGNATURE HOMES	B452	685.3			133.4		550.5		1.5				
SIGNATURE PLACE CONDO	B452	326.2	173.7		152.6								
SILVERLEAF RE DEV	B452	528.2	322.9		80.1	125.2							
SKY HOUSE RE DEV	B452	572.4	255.0	317.5									
SKY SAIL LUXURY CND&MRN	B452	882.5	33.3			849.1							
SKYWATER/HRS BY RE DEV	B452	467.6	232.2		14.2	221.2							
SOHO CONDOMINIUMS	B452	484.3	141.2	343.1									
SOLARIA RIVERDALE RE DEV	B452	482.6	85.3	46.0	55.8	295.5							
SOLIVITA RE DEV	B452	887.4	94.1		789.5		3.9						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SOLOW TOWNHOUSES	B452	269.4	141.2		114.4		13.8						
SORRENTO/DUBLIN RANCH DEV	B452	413.9				413.9							
SOUNDBUILT HOMES RE DEV	B452	294.4				294.4							
SOUTH STAR RE DEV	B452	468.7	16.4				452.3						
SOUTHERN HOMES	B452	710.9				367.3		319.4		24.2			
SOUTHLAND CUSTOM HOMES	B452	349.8								349.8			
SPRING CANYON RANCH DEV	B452	302.5				9.9	292.6						
ST JAMES WA SQUARE DEV	B452	316.7				316.7							
ST LAWRENCE HOMES	B452	256.5				256.5							
ST REGIS RES CLUB DEV	B452	1,636.6					1,636.6						
ST REGIS RES RE DEV	B452	3,157.4	1,506.3	1,624.5		26.7							
STEINER RANCH RE DEV	B452	345.0	257.2					87.8					
STERLING INTL TOWERS DEV	B452	401.9				251.7	150.2						
STERLING/THE LAKE RE DEV	B452	769.9				730.1		39.8					
STONE RIDGE/FRFLD DEV	B452	265.7			84.5	24.1	157.1						
STONEBRAE CC DEV	B452	266.8				266.8							
STRAND AT HEADLANDS DEV	B452	332.1	169.7			162.4							
STRIBLING & ASSOC RE DEV	B452	696.0			350.9		281.5	63.6					
STUDLEY RE DEV	B452	310.0				18.2	291.8						
SUMMERLIN COMMUNITY	B452	955.1							955.1				
SUNCAL RE DEV	B452	1,044.8				4.7		1,040.0					
SUNSET BAY RE DEV	B452	299.6				164.4		114.7		20.6			
SUNSET FALLS RE DEV	B452	808.3				668.2		140.1					
SUPERIOR INK CONDO&TWNHS	B452	404.3	175.6	228.7									
SYMPHONY HOUSE CONDO	B452	851.8				851.8							
TALISKER CLUB DR VLY DEV	B452	3,373.9	2,754.0	540.6	79.3								
TALLGRASS CREEK	B452	287.0				197.8			89.3				
TARTESSO RE DEV	B452	426.2							426.2				
TAYLOR WOODROW RE DEV	B452	2,243.9				800.6	17.7	1,425.6					
TEMPUS TIMESHARES RE DEV	B452	352.5						352.5					
THREE TEN EAST FTY THRD	B452	402.3					402.3						
THUNDERBIRD PASEO CONDO	B452	311.1	61.8			249.4							
TIDELANDS RE DEV	B452	427.4	9.4				418.1						
TILSON HOMES	B452	501.3						37.9		458.7			4.7
TIMES CENTER RE DEV	B452	363.1					363.1						
TOLL BROS RE DEV	B452	8,258.0	65.7	773.7	6,253.5	723.2	331.1		38.8				72.1
TOWN & COUNTRY HOMES	B452	1,429.3				1,058.1		278.5		92.7			
TOWN CTR/ENGLEWOOD DEV	B452	374.4				332.3	42.0						
TOWPARK/TRADITION RE DEV	B452	609.7				609.7							
TRADITION RE DEV	B452	420.7	79.9			328.3		5.6	6.9				
TREND HOMES	B452	404.0						54.0		350.0			
TRENDMAKER HOMES	B452	644.3				4.9		639.4					
TRILOGY AT VISTANCIA DEV	B452	677.7				305.7		15.0		357.0			
TRILOGY CENTRAL CST DEV	B452	282.8	49.8			233.0							
TRILOGY COMMUNITY RE	B452	655.9	546.5						109.4				
TRILOGY RE DEV	B452	773.3	286.0			487.2							
TRILOGY/REDMOND RDG DEV	B452	379.3				211.3			168.0				
TRUMP HOLLYWOOD CONDO	B452	373.1	157.4			215.8							
TRUMP INTL & TOWER DEV	B452	509.6	250.8			243.3	15.6						
TRUMP PARC HIGH RISE DEV	B452	433.6		55.1		315.3	31.7	31.5					
TRUMP PARK RES CONDO	B452	277.8				113.3		164.5					
TRUMP PLAZA NEW RCHL DEV	B452	278.7					28.6	250.0					
TRUMP SOHO HOTEL CONDO	B452	537.6	347.3	190.2									
TRUMP TOWER RE DEV	B452	693.4	117.6	508.9	67.0								
TURNBERRY TOWERS RE DEV	B452	2,042.1	797.2			1,244.9							
TWENTY 9TH PARK MADISON	B452	263.4			203.1	19.4	40.9						
TWO BILTMORE ESTATES	B452	268.1			268.1								
ULTIMATE RESORT RE DEV	B452	1,397.9	1,169.2	228.7									
UNITED HOMES	B452	1,648.3				882.2		766.2					
UNITED INVESTORS MGT DEV	B452	647.7				647.7							
URBAN CONDOMINIUMS	B452	290.4				290.4							
US HOMES	B452	294.6				3.4		291.2					

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
V AT LAKE LAS VEGAS DEV	B452	270.2		130.8	139.4								
VALENCIA POINTE RE DEV	B452	566.6			566.6								
VAN DAELE RE DEV	B452	781.9			781.9								
VAN METRE PROPERTIES	B452	333.4			333.4								
VASONA COURT RE DEV	B452	280.9			280.9								
VAUGHAN PLC/MCLN GRDN DV	B452	334.3			334.3								
VDARA/CTYCTRCONDO/LSVGS	B452	1,186.5	594.8	114.4		477.3							
VENICE LOFTS CONDOMINIUM	B452	978.6			978.6								
VERANO LA JOLLA RE DEV	B452	315.0			315.0								
VERANO RE DEV	B452	274.2			274.2								
VERRADO RE DEV	B452	1,088.1	58.0		48.7		639.5		341.9				
VERRADO WAY RE DEV	B452	294.9	294.9										
VIDORRA CONDOMINIUMS	B452	253.1	47.3		205.9								
VIEWSIHUDSON POINTE DEV	B452	506.1		89.4	311.1	105.6							
VILLA GROUP TIMESHARE	B452	401.7	401.7										
VILLA LA ESTANCIA RE DEV	B452	652.0	652.0										
VILLA MAGNA RE DEV	B452	531.8	152.7		379.1								
VILLAGE BRIDGE RE DEV	B452	279.2					279.2						
VILLAGE ESTATES	B452	449.7			449.7								
VILLAGE HOMES	B452	430.7			54.6		52.6		323.6				
VILLAGES GLF&CTRY CLB DV	B452	530.8			11.3				483.0	13.9		22.6	
VILLAGES RE DEV	B452	2,400.9	2,366.8		10.8		23.3						
VILLAGES RTRMNT CMNTY DV	B452	11,553.5							9,570.7	58.1		1,924.7	
VILLAGES/NORRIS LAKE DEV	B452	2,766.3				2,712.3	40.6						13.3
VILLAS AT OCOTILLO DEV	B452	264.4	68.7		195.7								
VILLAS PARKMERCED TWNHMS	B452	351.6					351.6						
VINEYARD ESTATES	B452	553.5	553.5		0.0								
VISIONAIRE RE DEV	B452	648.4	298.9	114.4	13.6	221.5							
VUE RE DEV	B452	403.0			399.6	3.4							
W NEW YRK DWNTWN RES DEV	B452	327.1			77.8	249.4							
W NY DOWNTOWN CONDOS	B452	610.8	610.8										
WALL HOMES RE DEV	B452	855.6			183.8		547.3						124.5
WALTON ON THE PARK DEV	B452	391.4			375.8	15.6							
WARMINGTON HOMES RE	B452	611.0	61.7		93.1		456.2						
WARWICK GROVE RE DEV	B452	532.4		72.8	214.5	245.2							
WATERMARK RE DEV	B452	403.6	347.5		56.0								
WATERS EDGE RE DEV	B452	610.1			575.8		34.4						
WATERWAYS/NAPLES RE DEV	B452	295.2			295.2								
WCI COMMUNITIES	B452	3,295.0	2,230.6		671.0		330.6		21.2				41.5
WEICHERT RE DEV	B452	13,410.9			13,363.1	8.1	39.7						
WESTIN RESIDENCES RE DEV	B452	289.0			2.3	286.7							
WESTRUM DEV CO RE	B452	407.2			295.1		112.1						
WHITE FLINT STN CONDO	B452	282.6			282.6								
WHITE HOUSE PRPRTS DEV	B452	304.0			304.0								
WILD RIDGES RE DEV	B452	440.9			36.9	404.0							
WILDERNESS CLUB RE DEV	B452	673.0		520.6	17.2	135.2							
WILDFLOWER RE DEV	B452	1,143.7				1,095.3							48.5
WILLIAM BEAVER HOUSE DEV	B452	2,062.6	417.4	953.8	65.0	626.4							
WILLIAM C SMITH & CO DEV	B452	708.4			708.4								
WILLIAM LYON RE DEV	B452	1,510.6			1,239.7		270.9						
WILLIAM RYAN HMS RE DEV	B452	579.5			50.5		529.0						
WINCHESTER HOMES	B452	383.3			383.3								
WINDERMERE RE DEV	B452	12,925.0			12,853.6		49.9		21.5				
WINDMILL RESERVE/WESTON	B452	418.5			418.5								
WINMARK HOMES	B452	293.5					81.8		211.8				
WISEMAN-HUGHES HOMES	B452	470.3			258.7		211.6						
WITHERS PRESERVE RE DEV	B452	487.9	450.0		37.9								
WOLF CREEK ESTATES	B452	279.2			279.2								
WOODBURY RE DEV	B452	303.9			303.9								
WOODLANDS COMMUNITIES	B452	399.6							399.6				
WOODLANDS RE DEV	B452	496.1	77.4		240.1	40.7	137.9		0.1				
WYNDHAM VACATION RESORTS	B452	2,678.5	2,678.5										

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
YELLOWSTONE CLB WRLD/DEV	B452	905.3	412.8	267.6								225.0	
YOUNG HOMES	B452	268.1			34.2		233.9						
CONSUMER RESOURCE NTWRK	B459	5,208.7							663.5	4,188.6	356.6		
HUDSON & MARSHALL RE AUC	B459	560.3							495.1				65.3
KENNEDY & WILSON RE AUC	B459	418.9			418.9								
LANDAUCTION.COM ONLINE	B459	5,248.5			4,510.2	205.3			287.6				245.3
SHELDON GOOD & CO RE AUC	B459	1,318.6	9.3	261.1	808.0	235.3							4.8
SIRVA RELOCATION SERVICE	B459	319.3			243.2	23.5	52.6						
ACER ASPIRE COMPUTER	B511	563.4				563.4							
ACER PORTABLE COMPUTER	B511	753.1				753.1							
ACER TRAVELMATE PORTABLE COMPUTER	B511	1,556.6	603.2			953.4							
ALPHASMART NEO PORTABLE COMPUTER	B511	368.4	368.4										
APPLE IMAC COMPUTER	B511	13,685.3	1,732.7	243.3				9,194.8	1.6		2,482.3		30.7
APPLE MACBOOK PORTABLE COMPUTER	B511	496.2	457.2										39.0
APPLE MACINTOSH COMPUTER	B511	96,903.4						83,712.1	167.8		13,004.2		19.3
APPLE VAR COMPUTERS	B511	16,387.5			10.4		16,377.1						
BAMBOO HAND HELD COMPUTER	B511	254.7	254.7										
BARRACUDA NETWORKS VAR COMPUTERS	B511	4,108.3					4,108.3						
BLACKBERRY HAND HELD COMPUTER	B511	5,802.5	5,072.3		730.2								
CRAY VAR COMPUTERS	B511	268.3	268.3										
DELL VAR COMPUTERS & SERVERS	B511	1,177.7			132.5	595.9	270.0						179.3
DELL VAR COMPUTERS &MICROSOFT SERVER	B511	1,136.2			1,136.2								
EPSON VAR COMPUTERS & PRINTERS	B511	499.4					499.4						
FUJITSU LIFEBOOK PORTABLE COMPUTER	B511	1,654.4	1,654.4										
FUJITSU U PORTABLE COMPUTER	B511	307.9	307.9										
GATEWAY C-SERIES PORTABLE COMPUTER	B511	386.3	386.3										
GATEWAY PORTABLE COMPUTER	B511	456.4	456.4										
HP BLADE SERVER	B511	6,883.0						4,166.4	2.1	11.4	2,703.1		
HP BLADESYSTEM SERVER	B511	1,786.3	1,786.3										
HP COMPAQ DC &HP CMPQ PORTABLE CMPTR	B511	780.4		780.4									
HP COMPAQ DC COMPUTER	B511	1,614.8	997.4			617.4							
HP COMPAQ NC PORTABLE COMPUTER	B511	1,009.5	417.3		46.0	546.2							
HP COMPAQ NX PORTABLE COMPUTER	B511	3,610.2			3,610.2								
HP COMPAQ PORTABLE COMPUTER	B511	5,195.2	672.2		1,985.4	2,537.6							
HP COMPUTER	B511	6,699.5	72.9		40.6		21.9	1,235.9	3.9	5.4	4,932.2		386.6
HP IPAQ HAND HELD COMPUTER	B511	824.7			824.7								
HP MEDIA CENTER COMPUTER	B511	885.1	517.1	368.0									
HP NAS PORTABLE COMPUTER	B511	977.2			876.6	100.6							
HP PAVILION COMPUTER	B511	3,372.7	201.2		2,134.8	862.7				174.0			
HP PAVILION PORTABLE COMPUTER	B511	20,733.6	3,615.5			170.0		6,453.7	18.0	1,635.4	8,841.1		
HP PAVILION SLIMLINE COMPUTER	B511	14,413.4			3,238.9			10,097.2	13.5		1,063.7		
HP PROLIANT SERVER	B511	342.2	310.6		31.6								
HP PROLIANT SERVER &STRGWRKS TP DRV	B511	862.6	862.6										
HP TABLET COMPUTER	B511	275.5	275.5										
HP TOUCHSMART COMPUTER	B511	1,834.6	1,834.6										
HP VAR COMPUTERS	B511	8,376.8	176.3		7,241.3	921.2	38.0						
HP VAR COMPUTERS & NETTECH SERVICE	B511	596.9			596.9								
HP VAR COMPUTERS &SIGMANET CMPTR SVC	B511	264.2			264.2								
HP VAR COMPUTERS &SOFTMART SFTWR SVC	B511	960.2			758.9	201.3							
HP VAR COMPUTERS US21 COMPUTERS STR	B511	287.5			287.5								
HP VAR PORTABLE COMPUTERS	B511	479.2				479.2							
HP WORKSTATION	B511	3,956.3						2,859.8	3.8	5.5	1,087.2		
IBM BLADECENTER SERVER	B511	11,212.9						5,676.4	9.2	4.4	5,522.8		
IBM COMPUTER	B511	1,157.3					134.0						1,023.2
IBM SYSTEM X SERVER	B511	1,254.1	1,254.1										
IBM VAR COMPUTERS	B511	356.0			356.0								
IBM VAR COMPUTERS & SOFTWARE	B511	2,386.1					2,386.1						
LENOVO COMPUTER	B511	3,201.3					3,201.3						
LENOVO THINKPAD PORTABLE COMPUTER	B511	749.4	377.0			168.6			2.6			201.2	
MOTION COMPUTING TABLET COMPUTER	B511	784.4	784.4										
NOKIA INTERNET TABLET HAND HLD CMPTR	B511	1,347.6	1,347.6										
PALM HAND HELD COMPUTER	B511	2,543.1					2,543.1						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PANASONIC TOUGHBOOK PORTABLE CMPTR	B511	23,807.2	7,097.0			2,577.6		359.8	10,644.3		3,128.5		
PANASONIC VAR COMPUTERS	B511	1,170.7			143.7		1,027.1						
SAMSUNG Q HAND HELD COMPUTER	B511	1,070.7	1,070.7										
SONY VAIO COMPUTER	B511	333.3	111.3		159.2	62.8							
SONY VAIO PORTABLE COMPUTER	B511	7,225.8	7,202.2								23.6		
SONY VAIO TX PORTABLE COMPUTER	B511	592.3	592.3										
SONY VAIO TZ PORTABLE COMPUTER	B511	4,770.1	4,770.1										
SONY VAR COMPUTERS	B511	838.2					838.2						
TOSHIBA PORTEGE PORTABLE COMPUTER	B511	6,409.5	5,374.0			1,035.6							
TOSHIBA QOSMIO PORTABLE COMPUTER	B511	355.5	355.5										
TOSHIBA TECRA PORTABLE COMPUTER	B511	510.6	510.6										
ADVANCED MICRO DVCS INC CP	B512	1,952.8	42.8		813.9	1,096.1							
CASIO INC CP	B512	285.0			137.4	147.6							
DELL COMPUTER CORP CP	B512	21,098.4	2,630.4		167.3	254.1		11,046.1	1,596.2		5,404.4		
DELL COMPUTER CORP MINORITY VENDOR	B512	315.8	315.8										
DELL INC CP	B512	3,528.9	156.4			3,372.5							
EDS ELECTRONIC DATA SYS CP	B512	4,940.5				292.0		4,515.2	0.2		133.2		
HEWLETT-PACKARD CO CP	B512	15,836.6	2,450.4		504.6	2,497.0		7,076.7	17.0	15.9	3,275.0		
IBM CORP CP	B512	79,106.4	10,336.8		59.5	7,447.4		46,539.1	59.9	65.6	14,589.7	8.5	
INTEL CORP CP	B512	4,745.0	1,897.7		335.0	2,414.0					1.2		97.1
MICRON TECHNOLOGY INC CP	B512	683.3	683.3										
SUN MICROSYSTEMS INC CP	B512	2,549.4	2,250.0		143.1	156.3							
TSMC CP	B512	779.3	779.3										
UNISYS CORP CP	B512	1,335.1	1,283.1										52.0
XEROX CORP CP	B512	3,108.5	1,125.1		2.9	219.4		1,229.2	0.2		531.6		
BROTHER PRINTERS	B521	3,221.8	624.7			388.0		523.0	0.1		1,686.0		
CANON PRINTERS	B521	9,734.9	2,861.9		1,649.5	2,443.7							2,779.8
EPSON PRINTER ACCESSORIES	B521	433.6	433.6										
EPSON PRINTERS	B521	11,716.4	7,841.7		1,292.2	659.8					1,922.7		
HP PRINTERS	B521	48,396.9	11,387.3	1,548.1	24,395.9	6,328.3		4,486.8	5.1	47.0	110.1		88.4
KODAK EASYSHARE PRINTERS	B521	1,001.0	830.1			170.9							
KODAK PRINTERS	B521	1,073.0	214.3		378.6	480.1							
KONICA MINOLTA PRINTERS	B521	822.5	822.5										
KYOCERA PRINTERS	B521	3,956.9	2,324.5					561.9	3.3	104.3	962.8		
LEXMARK PRINTERS	B521	9,251.0			9.7			1,177.0	17.4		7,896.9	150.0	
SAMSUNG PRINTERS	B521	1,254.8	373.4			881.4							
XEROX PRINTERS	B521	10,292.2	2,598.3			438.8		5,268.7	15.9	15.2	1,955.4		
AMD OPTERON PROCESSORS	B522	1,749.5	280.4		275.7	1,193.4							
APC COMPUTER COMPONENTS	B522	1,264.1	866.9			397.3							
BOSE MUSICMONITOR COMPUTER SPEAKERS	B522	2,706.6	738.7	1,510.0	187.9	270.1							
BOSE WAVE/PC AUDIO SYSTEM	B522	708.4		708.4									
BUFFALO TERA STATION NTWRK STRG SLTN	B522	277.5	277.5										
BUFFALO WIRELESS-N NFNT ROUTERS	B522	313.7	313.7										
CANON SCANNERS	B522	422.9	422.9										
COBY DIGITAL PICTURE FRAME	B522	628.3	628.3										
COREX CARDSCAN SCANNERS	B522	471.9	471.9										
FREESCALE SMCNDCTR INC CP	B522	1,566.4	1,264.6			321.8							
FUJITSU ETERNUS STORAGE SYSTEMS	B522	4,815.5	3,456.2			1,359.3							
FUJITSU ETRNS STRG SYS &PRMQST SRVRS	B522	827.6	827.6										
FUJITSU SCANSNAP SCANNERS	B522	4,187.7	4,187.7										
GUARD ID COMPUTER COMPONENTS	B522	436.7											436.7
HP COMPUTER COMPONENTS	B522	1,167.8			1,167.8								
HP PRINTERS&PRINTER ACCESS	B522	4,822.8	612.6		3,866.8	343.4							
INTEL 45NM PROCESSORS	B522	849.2				849.2							
INTEL CENTRINO COMPUTER COMPONENTS	B522	1,792.6			106.6			201.3	9.6		1,475.1		
INTEL CENTRINO DUO COMPUTER CMPNTS	B522	23,780.7	1,392.8			170.0		17,651.3	14.5		4,552.2		
INTEL CENTRINO DUO PROCESSORS	B522	7,223.2	7,053.2			170.0							
INTEL CENTRINO PRO COMPUTER CMPNTS	B522	964.7	624.7			340.0							
INTEL COMPUTER COMPONENTS	B522	4,906.3			211.8	71.4	4,026.2				1.1		595.6
INTEL CORE 2 DUO PROCESSORS	B522	13,308.0	2,729.2	571.8				6,551.2	0.4		3,422.5		32.9
INTEL CORE 2 EXTREME PROCESSORS	B522	881.2	796.2			85.0							
INTEL CORE 2 QUAD PROCESSORS	B522	340.2	170.2			170.0							

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
INTEL CORE DUO PROCESSORS	B522	1,662.1	1,276.4	114.4	186.3	85.0							
INTEL CORE EXTREME PROCESSORS	B522	460.6	290.6			170.0							
INTEL CORE QUAD PROCESSORS	B522	425.0				425.0							
INTEL QUAD CORE XEON PROCESSORS	B522	955.8	360.8			595.0							
INTEL TERAFLOPS COMPUTER CHIP	B522	340.0				340.0							
INTEL VAR PROCESSORS	B522	986.3	467.1		13.2								506.0
INTEL VPRO COMPUTER COMPONENTS	B522	2,318.7	2,318.7										
INTEL XEON PROCESSORS	B522	936.7	851.7			85.0							
KENSINGTON SLIMBLADE MOUSE	B522	1,579.6	1,579.6										
KINGSTON TECH MEMORY CHIPS	B522	647.4	647.4										
KODAK EASYSHARE DIGITAL PICTURE FRM	B522	433.5	433.5										
LG GROUP COMPUTER COMPONENTS	B522	731.9				731.9							
MICROSOFT WIRELESS MOUSE	B522	254.4				254.4							
NEATRECEIPTS SCANNERS	B522	1,132.8	1,132.8										
SAMSUNG FLASH DRIVE	B522	1,092.5	235.2			857.3							
SAMSUNG SYNCMASTER MONITORS	B522	2,864.9	2,544.9					320.0					
SANDISK MEMORY CARDS	B522	1,754.2	100.7		1,521.4	132.0							
SANDISK MEMORY PDTS	B522	1,536.6					370.5						1,166.1
TEXAS INSTRUMENTS DLP PROCESSORS	B522	42,446.1						30,914.7	39.5		10,618.1	800.0	73.8
TEXAS INSTRUMENTS PROCESSORS	B522	344.8											344.8
VIEWSONIC MONITORS	B522	258.8	258.8										
WACOM GRAPHIC TABLET&ULTRAPEN	B522	308.9	308.9										
3M PRIVACY FILTERS	B523	4,744.0	2,882.4									1,861.6	
HP INK CARTRIDGES	B523	18,200.1	10,727.0	6,967.3		505.8							
LONG ISLND WN CNTY TR GD	B523	460.9			460.9								
HP COMPUTER CMPNTS&ACCESS	B529	1,330.8			1,230.2	100.6							
BLIZZARD ENTER WORLD/WARCRAFT GM SOF	B531	4,465.5						1,085.2	23.1	440.6	2,916.6		
CAPCOM LOST PLANET EXTRM CNDTN	B531	4,176.8	572.1					1,686.2	0.1		1,918.3		
EA GAMES SIMS 2 GAME SOFTWARE	B531	731.2									731.2		
ELECTRONIC ARTS HELLGATE LONDON SOF	B531	1,021.1	1,021.1										
KNOWLEDGE ADVENTURE JUMPSTART WORLD	B531	576.3	576.3										
MICROSOFT FLIGHT SIMULATOR X GAME	B531	404.3	360.7								43.5		
MICROSOFT HALO 2 GAME SOFTWARE	B531	671.8	671.8										
MICROSOFT ZOO TYCOON 2 EXT ANIMALS	B531	646.8	646.8										
NEXON AUDITION GAME SOFTWARE	B531	664.6									664.6		
NEXON MAPLE STORY GAME SOF	B531	1,003.8							14.9	466.2	522.7		
RADICA UB FUNKEYS GAME SOFTWARE	B531	2,543.4						172.6	0.2		2,370.5		
SPIN MASTER SWYPE OUT/BTL RCNG/SOF	B531	981.7						115.7	5.7		860.3		
APPLE APERTURE SOFTWARE	B532	328.2	328.2										
AUNGATE VAR SOFTWARE	B532	339.8	276.6			63.2							
AUTODESK INVENTOR SOFTWARE	B532	787.6	787.6										
AUTODESK REVIT SOFTWARE	B532	605.4	605.4										
AUTODESK VAR SOFTWARE	B532	312.2	245.4			66.8							
AUTONOMY VAR SOFTWARE	B532	966.8	74.8			892.0							
AVAYA VAR SOFTWARE	B532	1,544.8	814.9			730.0							
BARRACUDA NETWORKS SPAM FIREWALL SOF	B532	2,013.3	156.8						42.7		1,813.8		
BMC BUSINESS SERVICE MGT SOF	B532	1,653.7	1,389.5			264.2							
BUSINESS OBJECTS SA CP	B532	424.6	424.6										
BUYOLYMPIA ENDICIA SOFTWARE	B532	497.0			401.8	95.3							
CARBONITE BACKUP SOF ONLINE	B532	1,819.9							9.1		515.0	1,173.0	122.7
CARDSCAN SOFTWARE	B532	1,575.6	412.6								1,131.6		31.4
CELLCLIX VAR SOFTWARE	B532	424.6	424.6										
CINGULAR LAPTOP CONNECT CARD	B532	558.1				558.1							
CITRIX SYSTEMS INC CP	B532	508.5				508.5							
COGNOS PERFORMANCE MGT SOFTWARE	B532	2,355.0	1,461.2			893.8							
COGNOS VAR SOFTWARE	B532	900.5	831.4				69.2						
COMPUTER ASSOC ENTERPRISE IT MGT SOF	B532	1,196.2	1,196.2										
COMPUTER ASSOC IT MGT SOFTWARE	B532	5,278.2	1,833.3					3,032.6		412.3			
COMPUTER ASSOC VAR SOFTWARE	B532	825.9				825.9							
CREATIVE LABS VAR SOFTWARE	B532	268.7					268.7						
DASSAULT 3D SOFTWARE	B532	1,782.9									1,782.9		
DISCOVERY CHANNEL ANIMAL PLANET SOF	B532	333.7	333.7										

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DISKEEPER DISKEEPER 2007 SOFTWARE	B532	1,548.4	1,548.4										
EACCELERATION STOP SIGN SOFTWARE	B532	6,960.9						814.5	104.9	1,389.5	4,652.1		
EACCELERATION VELOZ SOFTWARE	B532	776.4									776.4		
ESIGNAL ADVANCED GET SOFTWARE	B532	287.1									287.1		
GRISOFT AVG INTERNET SEC SOF	B532	984.0	984.0										
HYPERION SYSTEM 9 BI PLUS SOF	B532	1,074.2	1,074.2					2,921.9					521.3
IBM VAR SOFTWARE	B532	3,443.2											
ID VAULT COMPUTER SOFTWARE	B532	566.8									566.8		
INTUIT QUICKBOOKS PRO 2008 SOF	B532	929.8	929.8										
INTUIT QUICKEN QUICKBOOKS SOF	B532	17,403.3						10,008.5	1,490.5	2,509.2	3,395.1		
INTUIT TURBOTAX PERSONAL PRO	B532	299.3											299.3
INTUIT TURBOTAX SOFTWARE	B532	35,215.0	145.9					18,855.7	417.0	6,530.6	4,990.0	4,200.2	75.4
INTUIT VAR SOFTWARE	B532	310.8					310.8						
MCAFEE VAR SOFTWARE	B532	510.9					412.5						98.3
MICROSOFT CORP CP	B532	7,452.4	3,198.3		2,569.5	925.9		621.9			136.8		
MICROSOFT OFFICE 2007 SOFTWARE	B532	22,746.8	21,882.0			864.8							
MICROSOFT OFFICE BUSINESS SOF	B532	9,527.0						6,125.4	26.3	3,375.4			
MICROSOFT OFFICE SOFTWARE	B532	514.9	205.3			309.6							
MICROSOFT SHADOWRUN GAME SOFTWARE	B532	473.6	473.6										
MICROSOFT SURFACE SOFTWARE	B532	254.2				254.2							
MICROSOFT VAR SOFTWARE	B532	34,748.2	14,090.9		269.8	4,077.1	11,984.7	2,047.4	18.3		773.3		1,486.8
MICROSOFT WINDOWS MOBILE SOFTWARE	B532	27,982.4	22,736.4			5,246.0							
MICROSOFT WINDOWS SERVER 2003 SOF	B532	507.7				507.7							
MICROSOFT WINDOWS SOFTWARE	B532	472.6	120.2										352.4
MICROSOFT WINDOWS VISTA SOFTWARE	B532	36,687.7	16,905.9		500.8	4,123.1		13,575.8	741.4		840.7		
NERO SOFTWARE	B532	470.5	470.5										
NUANCE DRAGON NTRLYSPKNG 9 SOF	B532	4,640.3	4,640.3										
NUANCE PDF CONVERTER PROF SOF	B532	469.7	469.7										
OMEGA RESEARCH TRADE STATION SOF	B532	274.2								274.2			
ORACLE APPLICATIONS SOFTWARE	B532	422.4	217.9		204.6								
ORACLE CRM SOFTWARE	B532	972.7	277.4			695.3							
ORACLE DATABASE VAULT SOFTWARE	B532	855.8	48.8			807.1							
ORACLE OPEN WORLD SOFTWARE	B532	484.6				484.6							
ORACLE SECURE ENTRPRS SRCH SOF	B532	715.7	48.8			666.9							
ORACLE SOFTWARE	B532	745.6				745.6							
ORACLE VAR SOFTWARE	B532	5,926.8	1,177.5		39.9	89.9	4,619.5						
PALO ALTO BUS PLAN PRO SOFTWARE	B532	595.2	595.2										
PANDA INTERNET SEC 2007 SOF	B532	627.3	627.3										
PANTONE HUEY PRO SOFTWARE	B532	834.5	834.5										
PANTONE HUEY SOFTWARE	B532	251.0	251.0										
PC TOOLS SPYWARE DOCTOR SOFTWARE	B532	517.0	517.0										
PLANETWIDE COMIC BOOK CREATOR SOF	B532	270.9	270.9										
ROSETTA STONE VAR SOFTWARE	B532	2,835.7	304.7		1,583.8	901.7	45.5						
SAGE VAR SOFTWARE	B532	4,343.3	3,568.2			775.1							
SAP AMERICA VAR SOFTWARE	B532	2,995.9			956.8		2,039.2						
SAP BUSINESS SOFTWARE	B532	4,816.3						3,328.0	392.0		1,096.3		
SAP VAR SOFTWARE	B532	8,899.1	1,392.2		15.1	2,931.8	2,276.8	1,429.8	410.2		443.2		
SAS BUS INTELLIGENCE SOF	B532	636.1	628.5								7.6		
SAS INSTITUTE VAR SOFTWARE	B532	5,268.6	3,583.8			99.3	1,585.5						
SIBER SYSTEMS GOODSYNC SOFTWARE	B532	392.1	392.1										
SIBER SYSTEMS ROBOFORM SOFTWARE	B532	545.9	545.9										
SOFTWARE TECH TABS3 SOFTWARE	B532	281.0	281.0										
SPECTORSOFT SPECTOR CNE SOFTWARE	B532	702.7	702.7										
SUN SOLARIS SOFTWARE	B532	281.3			27.1	254.2							
SYMANTEC CORP CP	B532	580.8	580.8										
SYMANTEC DATA CTR FOUNDATION SOF	B532	890.5	890.5										
SYMANTEC ENDPOINT PROTECTION SOF	B532	902.0	902.0										
SYMANTEC ENTERPRISE SECURITY SOF	B532	659.1	518.1			141.0							
SYMANTEC NORTON 360 SOFTWARE	B532	7,326.4	7,326.4										
SYMANTEC NORTON INTERNET SEC 2007	B532	2,079.5	2,079.5										
SYMANTEC VAR SOFTWARE	B532	3,149.3	220.6		277.3		2,651.4			189.1			719.8
TAXACT.COM SOFTWARE ONLINE	B532	908.9											

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TAXCUT SOFTWARE	B532	17,263.9	347.4					9,959.3	78.8	3,339.8	3,538.6		
TPO VAR SOFTWARE	B532	417.7					417.7						
TREND MICRO INTERNET SECURITY SOF	B532	3,386.9	3,386.9										
TREND MICRO VAR SOFTWARE	B532	542.1										542.1	
TRIMBLE OUTDOORS ALLSPORT GPS SOF	B532	1,265.3	1,265.3										
UGS VAR SOFTWARE	B532	324.6	324.6										
UNISYS VAR SOFTWARE	B532	1,706.3	1,704.7				1.6						
WEBROOT SPY SWEEPER SOFTWARE	B532	535.3	535.3										
1&1 WEB HOSTING INTERNET SERVICES	B541	17,765.7	17,765.7										
AT&T SMALL BUS HOSTING INTERNET SVC	B541	3,680.8	1,826.4		1,805.8	48.6							
DATAPIPE WEB HOSTING INTERNET SVC	B541	780.3	780.3										
INSIGHT BUSINESS INTERNET SERVICES	B541	332.4					332.4						
METH RESOURCES GOVT INTERNET SVC	B541	272.3			272.3								
RACKSPACE WEB HOSTING INTERNET SVC	B541	639.2	639.2										
YAHOO WEBSITE WEB HSTNG INTERNET SVC	B541	534.1					534.1						
DODGE BUSINESSLINK ONLINE	B543	352.6	352.6										
EFAK.COM INTERNET FAXING ONLINE	B543	556.6			143.3							404.3	9.0
EVOICE.COM VOICE MAIL ONLINE	B543	520.1	439.8		73.3							7.0	
GOTOMEETING.COM ONLINE	B543	9,053.1	1,643.5		2,475.3	12.2		663.4		3,649.0	312.9	296.9	
GOTOMYPC SERVICES ONLINE	B543	6,197.8	1,080.1		664.9	66.9		63.7		1,762.2	2,471.1	88.9	
INCBIZNET.COM BUS SVC ONLINE	B543	370.0	370.0										
MYDOMAIN.COM RGSTRTRN ONLINE	B543	395.8								395.8			
MYMEDICALRECORDS.COM ONLINE	B543	361.2					18.2	10.3	332.7				
SALESFORCE.COM SERVICES ONLINE	B543	1,763.8			1,763.8								
1800DIAPERS.COM ONLINE	B549	1,952.4	1,952.4										
BETTER.TV ONLINE	B549	1,460.8	1,368.6					85.5	4.3	2.5			
BIONICLESTORY.COM ONLINE	B549	1,222.2					82.9			1,139.3			
BIPOЛАROPTONS.COM ONLINE	B549	14,319.0						1,130.5	644.4	12,544.1			
BLASTINGACTION.COM ONLINE	B549	412.5								412.5			
CHEVROLETCOUPON.COM ONLINE	B549	317.9		317.9									
COCORAN.COM ONLINE	B549	348.1		63.2	284.8								
COPDGUIDE.COM ONLINE	B549	3,148.7						3.6	195.6	2,949.5			
DEWMOCRACY.COM ONLINE	B549	2,641.8								2,641.8			
DONT SAY WHAT.ORG ONLINE	B549	545.4			545.4								
FAMILYSECURE.COM ONLINE	B549	374.2								201.3	172.9		
FINDDCAPARTMENTS.COM ONLINE	B549	320.0		320.0									
FISHFUL THINKING.COM ONLINE	B549	2,208.5	2,163.0				45.5						
FLYCLEAR.COM ONLINE	B549	271.1	74.4		28.1	168.6							
FOLLOWTHEFABLE.COM ONLINE	B549	5,020.9	2,605.3				1,725.9	14.9	437.8	237.0			
FORINSULIN.COM ONLINE	B549	2,377.8						205.8		2,171.9			
FOXBUSINESS.COM ONLINE	B549	402.9			85.0	317.9							
FROSTEDFLAKES.COM ONLINE	B549	820.7	302.2					34.1	0.2	17.7	466.6		
GODADDY.COM ONLINE	B549	11,036.8	1,065.6					7,569.7	3.9		2,307.5	90.1	
GORENTER.COM ONLINE	B549	5,734.0		5,734.0							850.5		
GOVERNMENTMONEYCLUB.COM ONLINE	B549	850.5											77.1
HAI MYSTERY.COM ONLINE	B549	2,158.9					1,019.2	26.6	381.0	655.0			
HOME XPRESS ONLINE	B549	1,248.5	1,248.5										
INTERCALL ONLINE	B549	287.2	287.2										
KUDZU.COM ONLINE	B549	1,765.1		1,416.1		277.3		71.6					
LEARNPSPORIASIS.COM ONLINE	B549	2,051.3								2,051.3			
MY SWEET CONNECTION.COM ONLINE	B549	320.7						320.7					
NATIONWIDESMARTIRE.COM ONLINE	B549	12,249.9	12,249.9										
NFLRUSH.COM ONLINE	B549	3,605.3	793.2				1,225.0	208.9		1,378.3			
NJ.COM ONLINE	B549	336.2					336.2						
NOWWHAT.COM ONLINE	B549	10,650.1	237.5					404.2	2.8		10,005.6		
OREO.COM ONLINE	B549	7,448.9						2,917.8	464.4	1,640.9	2,425.9		
OWN YOUR C.COM ONLINE	B549	377.8							377.8				
PEOPLESULTIMATEMUSICFN.COM ONLINE	B549	520.2	520.2										
PODFITNESSCHALLENGE.COM ONLINE	B549	468.4	372.6		31.6	64.2							
REDEFINE-CHRISTMAS.ORG ONLINE	B549	944.3			289.0	655.3							
ROCCHALLENGE.COM ONLINE	B549	565.7	565.7										
ROCHESTERHOMEPAGE.NET ONLINE	B549	365.6						365.6					

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SPRAYSTINTHECITY.COM ONLINE	B549	3,254.3	1,396.7								1,857.6		
SWIMMINGPOOL.COM ONLINE	B549	450.0									450.0		
TICKETRESERVE.COM ONLINE	B549	491.9	491.2						0.8				
TIDELOADSOFHOPES.COM ONLINE	B549	622.2		622.2									
TREECLASSICS.COM ONLINE	B549	4,901.0	3,460.4	1,414.9	25.7								
WATERSAVINGHERO.COM ONLINE	B549	291.0			291.0								
WHATSYOURMEDSTYLE.COM ONLINE	B549	479.3							23.5	1.8	35.6	418.3	
WINDORPHINS.COM ONLINE	B549	1,653.3	1,378.9		193.3	81.2							
ZWINKY.COM ONLINE	B549	6,784.7							5,030.5	16.3	661.8	1,076.2	
ANCHOR & PANTHEON VAR BOOKS	B610	282.5				282.5							
ANCHOR & VINTAGE VAR BOOKS	B610	334.8	38.7		296.1								
ATRIA VAR BOOKS	B610	817.2				817.2							
AUTHORHOUSE PUB VAR BOOKS	B610	968.3			429.7	538.6							
BACK BAY VAR BOOKS	B610	412.3			150.1	262.3							
BALLANTINE VAR BOOKS	B610	848.2				824.1							24.1
BANTAM DARKEST EVENING/YEAR BK	B610	796.1	128.2	406.9		109.5		67.0	29.6		54.9		
BANTAM GOOD GUY BOOK	B610	800.3	546.9			170.2		45.3			37.9		
BANTAM VAR BOOKS	B610	2,624.1	20.4		562.5	1,578.8							462.3
BERKLEY VAR BOOKS	B610	446.2				429.7							16.4
BESTSELLERDEALS.COM ONLINE	B610	883.8				883.8							
BETTER HOMES&GARDENS COOKBOOK	B610	405.8	404.6						1.2				
BLOOMBERG PRESS VAR BOOKS	B610	311.5				15.9	295.6						
BROADWAY VAR BOOKS	B610	995.4	124.4		69.1	801.8							
BULFINCH CONFESSIONS/BTY EDTR BK	B610	670.2	670.2										
CANDLEWICK PRESS VAR BOOKS	B610	392.2	151.3		66.2	174.7							
CASHFLOW TECHNOLOGIES VAR BOOKS	B610	261.6			261.6								
CLARKSON POTTER VAR BOOKS	B610	1,025.1				1,025.1							
COLLINS PUBLISHERS VAR BOOKS	B610	641.2				641.2							
CONDE NAST JOHANSENS RCMDN HTL&IRLN	B610	289.1	289.1										
CONSUMER REPORTS BEST BABY PDT'S BOOK	B610	307.2	307.2										
CROWN EVERYDAY FOOD GREAT/FST	B610	316.5	316.5										
CROWN VAR BOOKS	B610	993.6			188.5	805.1							
DELACORTE VAR BOOKS	B610	1,201.4	61.0		258.5	881.9							
DELL VAR BOOKS	B610	690.2	170.7		23.3	420.6							75.5
DIAL PRESS VAR BOOKS	B610	712.6			75.2	637.4							
DIR BOOKS	B610	4,608.1			4,594.5	13.6							
DISNEY PRESS HIGH SCH MUSICAL BOOK	B610	657.7	431.1	226.6									
DOUBLEDAY JESUS OF NAZARETH BOOK	B610	358.9	358.9										
DOUBLEDAY PLAYING/PIZZA BOOK	B610	259.9				195.1		60.3		4.5			
DOUBLEDAY VAR BOOKS	B610	2,318.7	686.8		45.2	1,586.7							
DUTTON VAR BOOKS	B610	790.0	80.4		16.0	693.6							
ENTREPRENEUR ENTREPRENEUR DIET BOOK	B610	286.0	286.0										
ENTREPRENEUR FINDING FORECLOSURES BK	B610	313.5	313.5										
ENTREPRENEUR MAGAZINE VAR BOOKS	B610	368.1	368.1										
ESPN MAGAZINE VAR BOOKS	B610	1,319.5	1,319.5										
FARRAR STRAUS&GIROUX VAR BOOKS	B610	999.7			6.4	993.3							
FILIPACHI NEW WOMANS DAY COOKBOOK	B610	255.0	255.0										
FLYING DOLPHIN PRESS VAR BOOKS	B610	285.8				285.8							
FREE PRESS BECOME A BETTER YOU BOOK	B610	252.8	20.4			211.3		21.1					
FREE PRESS PUBLISHERS VAR BOOKS	B610	525.2	39.9		74.7	410.5							
FROMMERS VAR BOOKS	B610	346.8	346.8										
GOLF DIGEST MAGAZINE VAR BOOKS	B610	467.9	46.0		421.9								
GOLF MAGAZINE VAR BOOKS	B610	312.8	312.8										
GOTHAM DETAILS M STYLE MANUAL	B610	264.8	264.8										
GOTHAM GLAMOURS BIG BK/DO&NTS	B610	903.9	903.9										
GP PUTNAMS SONS BOOK OF THE DEAD BK	B610	634.7				634.7							
GP PUTNAMS SONS PUB VAR BOOKS	B610	1,855.9				1,855.9							
GRAND CENTRAL PUBLISHING VAR BOOKS	B610	1,011.9			477.9	534.0							
HACHETTE VAR BOOKS	B610	523.1						514.4					8.8
HARCOURT BRACE VAR BOOKS	B610	528.4				528.4							
HARPER PERENNIAL VAR BOOKS	B610	871.1	230.9			640.2							
HARPERCOLLINS AT/CTR OF/STORM BOOK	B610	482.7	482.7										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HARPERCOLLINS VAR BOOKS	B610	2,471.7	411.7		221.6	1,818.4							20.0
HARVARD BUS SCH PRS VAR BOOKS	B610	1,366.4	1,366.4										
HARVARD UNIV PRESS VAR BOOKS	B610	526.1	403.9			122.2							
HAY HOUSE LAWS OF THINKING BOOK	B610	584.3							1.7			582.6	
HEARST COMPLETE HH HANDBOOK	B610	306.6	306.6										
HEARST GOOD HSKPNIG BST-LVD DSRT	B610	306.6	306.6										
HEARST HOUSE/500 SNSTNL/CRT/IDL	B610	262.6	262.6										
HEARST TOWN&COUNTRY TOASTS/OCSN	B610	347.9	347.9										
HEARST TRUE CRIME&TRUE LOVE BK	B610	335.3	335.3										
HEARST VAR BOOKS	B610	304.3	304.3										
HENRY HOLT VAR BOOKS	B610	374.6	32.4			342.2							
HOUGHTON MIFFLIN VAR BOOKS	B610	753.0	142.6		7.4	603.1							
HOUSE & GARDEN MAGAZINE VAR BOOKS	B610	752.4	752.4										
HYPERION AFTER DIANA BOOK	B610	377.4	334.7			42.7							
HYPERION NOT ON OUR WATCH BOOK	B610	494.2	494.2										
HYPERION VAR BOOKS	B610	851.9			29.7	773.5						48.7	
HYPERION WHAT GOT/HERE WNT GT/THR	B610	362.5	326.4			36.1							
JOHN WILEY & SONS VAR BOOKS	B610	616.2	498.1			37.9	80.1						
JOHN WILEY&SONS ONLY THREE QSTNS/CNT	B610	360.8				360.8							
JOHNSON PUBLISHING CO CP	B610	278.6	278.6										
JOVE BLOOD BROS BOOK	B610	304.0	280.6								23.5		
KAPLAN VAR BOOKS	B610	371.5	31.8		257.4	82.3							
KNOPF ALL/MONEY IN/WORLD BOOK	B610	469.4	433.3			36.1							
KNOPF VAR BOOKS	B610	2,537.8	100.0	114.4	37.0	2,234.1						52.3	
LITTLE BROWN 6TH TARGET BOOK	B610	290.4									242.6	47.8	
LITTLE BROWN A PERFECT MESS BOOK	B610	529.7	513.3			16.4							
LITTLE BROWN DOUBLE CROSS BOOK	B610	1,069.4	392.6					81.7	0.3	138.1	456.8		
LITTLE BROWN ECLIPSE BOOK	B610	289.4	289.4										
LITTLE BROWN GONZO BOOK	B610	301.0	290.4		10.7								
LITTLE BROWN MAXIMUM RIDE BOOK	B610	406.3	184.4								221.8		
LITTLE BROWN QUICKIE BOOK	B610	393.0	194.1								198.9		
LITTLE BROWN STEP ON A CRACK BOOK	B610	308.6									308.6		
LITTLE BROWN VAR BOOKS	B610	2,380.0	92.6		678.2	1,609.3							
LITTLE BROWN YOUE BEEN WARNED BOOK	B610	322.8	43.1								226.4	53.2	
MCGRAW HILL BUILT TO SERVE BOOK	B610	304.9	167.9			137.1							
MCGRAW HILL INFLUENCER BOOK	B610	497.8	455.1			42.7							
MCGRAW-HILL BOOK CO VAR BOOKS	B610	530.8	479.8			51.0							
MCGRAW-HILL COS INC CP	B610	3,031.1	1,669.7		449.8	612.7			298.9				
MCGRAW-HILL VAR BOOKS	B610	562.8	479.8			42.7	40.4						
MIRA VAR BOOKS	B610	376.6			9.8	321.8						45.0	
NAN A TALESE BOOKS VAR BOOKS	B610	293.7				293.7							
NORTON VAR BOOKS	B610	388.8			48.8	340.0							
OXMOOR HOUSE VAR BOOKS	B610	346.6	346.6										
PANTHEON VAR BOOKS	B610	501.9	29.2		39.4	433.3							
PARENTING MAGAZINE BABY MUST-HAVES	B610	437.5	437.5										
PENGUIN AGE OF TURBULENCE BOOK	B610	607.5	563.6	44.0									
PENGUIN BOOK/UNFORGETTABLE JRNY	B610	725.2	725.2										
PENGUIN VAR BOOKS	B610	2,574.8	425.5		227.0	1,922.3							
PENGUIN WAL-MART EFFECT BOOK	B610	255.1	255.1										
PENGUIN YOUNG RDRS GRP VAR BOOKS	B610	263.5	113.2			150.3							
PICADOR VAR BOOKS	B610	266.3				266.3							
POCKET VAR BOOKS	B610	816.0			0.2	815.8							
PORTFOLIO SMALL GIANTS BOOK	B610	677.4	677.4										
PUTNAM BERKLEY GROUP VAR BOOKS	B610	288.2	288.2										
RANDOM HOUSE BOOM VOICES/SIXTIES BK	B610	254.7	254.7										
RANDOM HOUSE MADE TO STICK BOOK	B610	573.0	573.0										
RANDOM HOUSE VAR BOOKS	B610	3,514.7	1,033.7		34.3	2,196.7	114.0					136.0	
READERS DIGEST TASTE/HOME COOKBOOK	B610	491.2	491.2										
RIVERHEAD VAR BOOKS	B610	630.4				630.4							
RIZZOLI IN VOGUE BOOK	B610	313.4	313.4										
RIZZOLI INT'L PUBS VAR BOOKS	B610	379.2			296.9	82.3							
RIZZOLI RALPH LAUREN BOOK	B610	1,158.3	1,158.3										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RODALE CORE PERFORMANCE ENDRNC	B610	305.8	305.8										
RODALE INTELLECTUAL DEVOTIONAL	B610	401.1	401.1										
RODALE LIVE EARTH GLBL WRMG/HDBK	B610	405.4	405.4										
RODALE PRESS VAR BOOKS	B610	2,166.9	1,191.5		206.1	731.8							37.5
RODALE SOUTH BEACH HRT PRGM BK	B610	806.3	743.9			62.4							
RUNNING PRESS VAR BOOKS	B610	285.8				285.8							
SCHOLASTIC VAR BOOKS	B610	1,092.6	661.4		25.2	320.2		0.0	85.7				
SCRIBNER BOOK PUBLISHER	B610	1,419.3			30.7	1,388.6							
SIMON&SCHUSTER ADVERSITY ADVNTG BK	B610	449.8	449.8										
SIMON&SCHUSTER VAR BOOKS	B610	2,901.6	201.1		7.5	2,484.4	129.8						78.8
SOUTHERN LIVING COOKING SCHOOL BOOK	B610	309.0	309.0										
SPIEGEL & GRAU PUB VAR BOOKS	B610	263.6			1.8	261.8							
SPORTS ILLUSTRATED GREAT FTBL WRTNG	B610	301.6	301.6										
SPORTS ILLUSTRATED HMR/BST/HNK ARN	B610	384.4	384.4										
ST MARTINS PRESS DROP DEAD BTFL BK	B610	327.4	242.0			85.4							
ST MARTINS PRESS LEAN MEAN THRTN BK	B610	370.1	242.0			128.1							
ST MARTINS PRESS PANDORAS DGHTR BK	B610	362.7	242.0			85.4							35.3
ST MARTINS PRESS PLUM LOVIN BOOK	B610	284.7	242.0			42.7							
ST MARTINS PRESS VAR BOOKS	B610	2,918.6	242.0		277.1	2,235.7							163.9
STERLING PUB SUPERMARKET DIET BOOK	B610	306.6	306.6										
STYGIAN PUBLISHING VAR BOOKS	B610	307.8			307.8								
TASTE OF HOME COOKBOOK	B610	514.5	514.5										
THOMAS NELSON PUBLISHERS	B610	263.0	165.1		40.6	20.6	36.7						
THREE RIVERS VAR BOOKS	B610	532.2			361.5	170.7							
TIME MCCORMICK COOKING/FLAVOR	B610	657.6	657.6										
TIME WARNER GONE TOO SOON BOOK	B610	322.3	322.3										
US NEWS&WORLD REPORT AMER/GRDT SCH	B610	588.4	588.4										
VANTAGE PRESS VAR BOOKS	B610	348.2	346.3			1.9							
VIBE MAGAZINE VAR BOOKS	B610	1,016.7	1,016.7										
VIBE ST LIT DEATH AROUND/CORNER BK	B610	296.1	296.1										
VIKING CHILD AN INCONVENIENT TRUTH	B610	256.7	256.7										
VIKING HOME TO HOLLY SPRINGS BK	B610	420.1	242.0	40.9		109.7		27.5					
VIKING THREE CUPS OF TEA BOOK	B610	719.2		719.2									
VIKING VAR BOOKS	B610	847.4	29.2		39.4	778.7							
VINTAGE VAR BOOKS	B610	1,423.5	357.5		65.6	1,000.4							
WALL ST JOURNAL COMPLETE RE INV GDBK	B610	729.9				729.9							
WALL ST JOURNAL COMPLETE RTRMNT GDBK	B610	278.1				278.1							
WALL ST JOURNAL GRANDE EXPECTATIONS	B610	1,070.4				1,070.4							
WALL ST JOURNAL GUIDE/BUSINESS/LIFE	B610	452.4				452.4							
WALL ST JOURNAL REAL PEPSI CHLNG BK	B610	648.8				648.8							
WALL STREET JOURNAL BOOK	B610	371.4		371.4									
WARNER VAR BOOKS	B610	1,552.8	137.9		357.6	1,035.6							21.8
WEIDER FLEX PRESENTS HUGE BOOK	B610	503.8	503.8										
WILEY BON APPETIT COOKBOOK BK	B610	304.9	304.9										
WILEY ONLY THREE QUESTIONS/CNT	B610	345.7	8.4		254.4	82.9							
WILEY VAR BOOKS	B610	1,007.4	248.6	29.6	457.2	271.9							
WILLIAM MORROW VAR BOOKS	B610	957.8			9.1	764.6	3.4						180.8
WW NORTON VAR BOOKS	B610	421.6	19.8		86.8	315.0							
BEALE ST MERCHANTS ASSN	B621	1,089.4			1,067.8		21.7						
NATIONAL ENQUIRER NWSPR ONLINE	B621	420.2	420.2										
NEW YORK TIMES CO CP	B621	263.9		263.9									
NEW YORK TIMES NEWSPAPER	B621	2,338.3			7.3		344.0		1,174.3	485.6	4.1		323.0
NIKKEI NEWSPAPER	B621	312.8				312.8							
STAR MAGAZINE NEWSPAPER ONLINE	B621	12,039.3	12,039.3										
USA TODAY NEWSPAPER	B621	317.3					32.6		284.8				
USA TODAY NEWSPAPER ONLINE	B621	1,634.7				1,634.7							
WALL ST JOURNAL NWSPR	B621	14,716.6	13,566.7		1,007.0	142.9							
WALL ST JOURNAL NWSPR ONLINE	B621	6,390.3	1,394.7			4,995.6							
WASHINGTON POST NWSPR	B621	894.8					50.0		844.8				
WASHINGTON POST NWSPR ONLINE	B621	1,112.9	151.7						961.2				
WASHINGTONPOST.COM ONLINE	B621	643.0											643.0
AJC.COM ONLINE	B622	315.8						315.8					

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ATLANTA JRNL CNSTN NWSPR	B622	552.2				379.9		172.3					
CHICAGO SUN-TIMES NWSPR	B622	585.5			3.0		582.4						
CHICAGO TRIBUNE NWSPR	B622	726.4			16.0		227.1		483.2				
CHINA DAILY NEWSPAPER	B622	1,859.3			1,859.3								
DALLAS MORNING NEWS	B622	2,040.8	31.6			49.5	888.7		1,071.0				
DAYTON DAILY NEWS	B622	331.8					175.0		156.9				
ECONOMIST NEWSPAPER	B622	256.8					256.8						
EL NUEVO HERALD NEWSPAPR	B622	379.4							379.4				
EXAMINER NEWSPAPER	B622	549.0					342.0		207.0				
FORT WORTH STAR TELEGRAM	B622	403.6					403.6						
LOS ANGELES TIMES NWSPR	B622	668.2					280.3		387.9				
METROPOLITAN NEWSPAPER	B622	963.2			17.4	945.7							
NEW YORK DAILY NEWS	B622	694.6	46.3			17.8	27.0		603.6				
NEW YORK POST NEWSPAPER	B622	2,623.3					404.8		2,218.5				
ORLANDO SENTINEL NWSPR	B622	865.7	18.8				826.5		20.4				
PALM BEACH POST	B622	825.5					731.9		93.5				
PHILADELPHIA INQUIRER	B622	323.1	19.2				104.8		199.0				
SAN ANTONIO EXPRESS-NEWS	B622	334.4		70.9			184.2		78.5				0.8
ST PETERSBURG TMS NWSPR	B622	1,046.7					886.6		160.1				
SUN SENTINEL NEWSPAPER	B622	1,089.7							1,089.7				
SUN SENTINEL.COM ONLINE	B622	443.2							443.2				
TAMPA TRIBUNE-TMS NWSPPR	B622	779.7					317.9		461.8				
2007 COUNTRY HOME SHW HM	B623	394.0	394.0										
AARP MAGAZINE	B623	796.7	786.2				10.5						
ACCESS HOME/TRDTNL HM	B623	708.4	708.4										
ADULT 55 COMMUNITES MAG	B623	349.7			349.7								
ALL ACCESS/GMQ	B623	6,056.8	6,056.8										
ALL THINGS RED/PEOPLE	B623	260.8	260.8										
ALL YOU MAGAZINE ONLINE	B623	318.8	318.8										
ALL/GLITTERS/IN STYLE	B623	617.0	617.0										
ALLURE ACCESS	B623	3,193.1	3,193.1										
ALLURE MAGAZINE ONLINE	B623	2,892.7	2,892.7										
ALLURE MAGAZINE TV PROGRAM	B623	555.3	555.3										
ALMOST Hitched/MDRN BRD	B623	619.3	619.3										
AMERICAN BABY MAGAZINE ONLINE	B623	2,347.9	2,347.9										
AMERICAN PHOTO MAGAZINE CONTEST	B623	1,531.1	1,531.1										
AMERICAN PROFILE MAG CONTEST	B623	353.7		353.7									
AMERICAN PROFILE MAG ONLINE	B623	1,037.7		1,037.7									
ARCHITECTURAL DGST GRNRM	B623	1,103.9	1,103.9										
ARCHITECTURAL DIGEST MAG ONLINE	B623	251.5	251.5										
ARCHITECTURAL DIGEST/SHW	B623	265.7	256.0			9.8							
ARCHITECTURAL/HM DSGN SH	B623	1,333.2	1,229.3	104.0									
ARCHITECTURE DYS/ARCH DG	B623	662.4	662.4										
ARE YOU GAME/W HEALTH	B623	419.9	419.9										
BABY TALK MAGAZINE ONLINE	B623	2,344.0	2,344.0										
BACKPACKER MAGAZINE ONLINE	B623	390.1	390.1										
BARRONS MAGAZINE	B623	334.7	237.4		97.3								
BARRONS MAGAZINE ONLINE	B623	1,063.1	68.1		995.0								
BAZAAR/SPOTLIGHT	B623	789.8	789.8										
BEAUTIFUL FINDS/HS BTFL	B623	627.2	627.2										
BEAUTY BANTER/PARENTING	B623	462.5	462.5										
BEISBOL MUNDIAL MAGAZINE	B623	363.6		363.6									
BETTER HOMES&GARDENS MAG ONLINE	B623	12,406.5	12,406.5										
BETTER HOMES&GARDENS MAG SWEEPSTAKES	B623	4,147.2	4,147.2										
BLACK ENTERPRISE MAG ONLINE	B623	1,064.2	1,064.2										
BLACK ENTERPRISE MAG RADIO PROGRAM	B623	252.5	252.5										
BLACK ENTERPRISE MAG TV PROGRAM	B623	757.4	757.4										
BLACK ENTRPRS/PPS/CHLNG	B623	589.1	589.1										
BLACK FAM REUNION/EBONY	B623	451.5	451.5										
BLENDER MAGAZINE ONLINE	B623	652.2	652.2										
BON APPETIT MAGAZINE ONLINE	B623	1,620.5	1,620.5										
BON APPETIT NOW	B623	877.6	877.6										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BON APPETIT SPR CLB&CF	B623	534.2	534.2										
BON APPETIT/DIVERSIONS	B623	331.4	331.4										
BOOKMARKS/NEW YORKER MAG	B623	863.7	863.7										
BRIDAL FILES/BRIDES MAG	B623	437.6	437.6										
BRIDAL RSRC GD/MRTH/WDNG	B623	254.6	254.6										
BRIDAL STYLIST/ELEGANT	B623	316.1	316.1										
BUCCANEERS FANATICL MAG	B623	763.0			763.0								
BUSINESS WEEK MAGAZINE ONLINE	B623	1,724.8	1,724.8										
BUSINESS WEEK MAGAZINE TV PROGRAM	B623	2,767.3	2,767.3										
BUZZ WORTHY/COSMOPOLITAN	B623	3,564.6	3,564.6										
BY INVITATION ONLY/ESQ	B623	1,329.7	1,329.7										
CAR & DRIVER MAGAZINE RADIO PROGRAM	B623	816.4	816.4										
CAR & DRIVER RACE SERIES	B623	354.6	354.6										
CARANDDRIVER.COM MAG ONLINE	B623	2,267.6	2,233.1		34.5								
CHECK IT OUT/AMER BABY	B623	864.9	864.9										
CHECK IT OUT/SEVENTEEN	B623	2,428.4	2,428.4										
CHICAGO LIFE MAGAZINE	B623	3,012.5			3,012.5								
CHICCLIQUE/TEEN VOGUE	B623	3,678.0	3,678.0										
CIGAR AFICIONADO &WINE SPECTATOR MAG	B623	1,478.6			49.8	1,428.8							
CIGAR AFICIONADO MAG & INTL WINE	B623	838.0			266.5	571.5							
COASTAL LIVING MAGAZINE ONLINE	B623	964.3	964.3										
COMMUNITIES MAGAZINE	B623	2,102.4			2,102.4								
CONDE NAST TRAVELER MAG ONLINE	B623	2,243.0	2,243.0										
CONDE NAST VAR MAGAZINES	B623	719.4					15.8						703.6
CONNEXION MAGAZINE	B623	352.1			352.1								
CONNECTICUT SLANT MAG	B623	257.9			257.9								
CONSUMER REPORT MAGAZINE	B623	560.1			417.2	142.9							
COOKIE ASSORTMENT	B623	580.5	580.5										
COOKIE CRAVINGS	B623	305.4	305.4										
COOKING LIGHT FIT HOUSE	B623	497.3	497.3										
COOKING LIGHT MAG EVENT	B623	996.7	996.7										
COOKING LIGHT MAGAZINE CONTEST	B623	283.8	283.8										
COOKING LIGHT MAGAZINE ONLINE	B623	2,898.3	2,898.3										
COOKING LIGHT SUPPER CLB	B623	580.4	580.4										
COOKING LT SHP SHP CRS	B623	562.0	562.0										
COSMO GIRL MAGAZINE ONLINE	B623	2,215.1	2,215.1										
COSMO GIRL MOST WANTED	B623	629.8	629.8										
COSMO HOT SPOT	B623	2,824.8	2,824.8										
COSMO GLAM.COM ONLINE	B623	853.5	853.5										
COSMOPOLITAN MAGAZINE ONLINE	B623	779.6	779.6										
COTTAGE LIVING CNCTN	B623	590.1	590.1										
COTTAGE LIVING MAGAZINE ONLINE	B623	746.5	746.5										
COUNTRY HOME MAGAZINE ONLINE	B623	1,895.1	1,895.1										
COUNTRY LIVING MAG SWEEPSTAKES	B623	297.0	297.0										
COUNTRY NEWS/CTRY LVNG	B623	1,864.9	1,864.9										
CYCLE WORLD MAG ONLINE	B623	533.9	533.9										
DATEBOOK/ARCHITECTURAL	B623	1,247.8	1,247.8										
DEPARTURES MAGAZINE ONLINE	B623	491.7	491.7										
DETAILS MAGAZINE ONLINE	B623	441.8	441.8										
DETAILS SHOPPING GUIDE	B623	770.0	770.0										
DOMINO 2 GO	B623	256.7	256.7										
DREAM HOUSE/MODERN BRIDE	B623	1,016.4	1,016.4										
DWELL CMNTY EVNTS&PROMO	B623	857.5	857.5										
DWELL HOMES BY EMPYREAN	B623	308.0	308.0										
DWELL MAGAZINE ONLINE	B623	688.6	688.6										
EBONYJET.COM ONLINE	B623	281.5	281.5										
ECONOMIST MAGAZINE	B623	862.1			260.6		296.9						304.6
ELEGANT BRIDE MAGAZINE ONLINE	B623	476.4	476.4										
ELITE MAGAZINE	B623	250.4			250.4								
ELLE DECOR HAPPENINGS	B623	512.8	512.8										
ELLE GIRL MAGAZINE ONLINE	B623	348.4	348.4										
ELLE MAGAZINE	B623	268.7					268.7						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ELLE PROMO	B623	4,680.7	4,680.7										
ELLE.COM MAGAZINE ONLINE	B623	3,164.8	3,164.8										
ENTERTAINMENT WEEKLY MAG ONLINE	B623	5,053.9	5,053.9										
ENTERTAINMENT WEEKLY MAG TV PROGRAM	B623	288.1	288.1										
ENTERTAINMENT WKLY EVNTS	B623	432.2	432.2										
ENTREPRENEUR.COM MAG ONLINE	B623	1,034.6	1,034.6										
ESCAPE WITH MORE	B623	260.1	260.1										
ESPN MAGAZINE	B623	1,070.9					40.0		0.7		1,030.1		
ESPN MAGAZINE ONLINE	B623	3,126.5	3,126.5										
ESQUIRE MAGAZINE ONLINE	B623	1,303.8	1,303.8										
ESSENCE MAGAZINE ONLINE	B623	531.3	531.3										
ESSENCE MUSIC FESTIVAL	B623	2,850.7	2,588.7		0.1					5.2		28.0	228.7
ESSENCE NOTICE	B623	1,352.4	1,352.4										
EVERY DAY/RACHAEL RY MAG ONLINE	B623	1,020.0	1,020.0										
EXECUTIVE BRFNGS/BUSWK	B623	719.7	719.7										
FALL SHOWCASE/NEW YORKER	B623	270.8	270.8										
FAMILY CIRCLE MAGAZINE ONLINE	B623	940.7	940.7										
FAMILY CIRCLE MAGAZINE SWEEPSTAKES	B623	1,261.4	1,261.4										
FAMILY FAVORITES/SCHLSTC	B623	897.2	897.2										
FAMILY FOOD IDEAS/BHG	B623	863.9	863.9										
FAMILY FUN MAGAZINE ONLINE	B623	324.9	324.9										
FAMILY HANDYMAN MAG ONLINE	B623	365.0	365.0										
FASHION ROCKS/ALLURE	B623	259.9	259.9										
FAST CO MAGAZINE ONLINE	B623	1,589.2	1,589.2										
FIELD & STREAM MAGAZINE ONLINE	B623	941.8	941.8										
FIELD & STREAM MAGAZINE RADIO PRGRM	B623	555.9	555.9										
FIFTIETH ANNIVERSARY/GQ	B623	512.6	512.6										
FINE FINDS&HPNGS/VRND	B623	680.0	680.0										
FIT PREGNANCY MAGAZINE ONLINE	B623	640.0	640.0										
FITFEATURES/FITNESS MAG	B623	738.0	738.0										
FITNESS MAGAZINE ONLINE	B623	496.9	492.0						4.9				
FOOD & WINE MAGAZINE	B623	258.3	251.9				6.5						
FOOD & WINE MAGAZINE ONLINE	B623	424.7	424.7										
FOOD & WINE MAGAZINE TV PROGRAM	B623	393.9	393.9										
FOOD&WINE CLASSIC/ASPEN	B623	696.0	696.0										
FOOD&WINE MAG CLSC/ASPEN	B623	625.7	625.7										
FORBES MAGAZINE ONLINE	B623	1,035.6	1,035.6										
FORTUNE MAGAZINE	B623	762.7				762.7							
GARDEN PLATE MAGAZINE	B623	298.1		298.1									
GENTLEMENS FUND/GQ MAG	B623	1,762.5	1,762.5										
GLAM ALERT/GLAMOUR MAG	B623	6,369.9	6,369.9										
GLAMOUR MAGAZINE	B623	699.9					685.4						14.5
GLAMOUR MAGAZINE ONLINE	B623	1,451.7	1,451.7										
GO GUIDE/LATINA	B623	522.1	522.1										
GOLF DIGEST MAGAZINE	B623	504.2	355.8		142.7		5.5		0.2				
GOLF FOR WOMEN MAGAZINE ONLINE	B623	402.4	402.4										
GOLF WORLD IN PLAY	B623	457.0	457.0										
GOLFDIGEST.COM MAGAZINE ONLINE	B623	1,983.6	1,983.6										
GOLFONLINE MAGAZINE ONLINE	B623	1,698.5	1,698.5										
GOOD HOUSEKEEPING MAG	B623	306.6	306.6										
GOOD HOUSEKEEPING MAG ONLINE	B623	3,394.7	3,394.7										
GOOD HOUSEKEEPING MAG SWEETSTAKES	B623	5,521.6	5,521.6										
GOOD THINGS/MARTHA STWRT	B623	270.0	270.0										
GOODSP/POPULAR MECHANICS	B623	783.2	783.2										
GOURMET INSTITUTE	B623	1,304.6	1,304.6										
GOURMET MAGAZINE TV PROGRAM	B623	1,419.6	1,419.6										
GOURMET SCOOP	B623	3,504.9	3,504.9										
GUEST LIST/BLENDER MAG	B623	1,424.7	1,424.7										
GUIDEPOSTS.COM MAGAZINE ONLINE	B623	690.1	690.1										
H MAGAZINE	B623	344.4			344.4								
HACHETTE FILIPACCHI ORGANIZE IT BOOK	B623	364.2	364.2										
HAMPTONS TRAVEL GD MAG	B623	356.0			356.0								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HARPERS BAZAAR MAGAZINE ONLINE	B623	1,553.2	1,553.2										
HARVARD BUS REVIEW MAG	B623	300.0	300.0										
HEALTH MAGAZINE ONLINE	B623	509.7	509.7										
HEALTHBUZZ/HEALTH MAG	B623	801.0	801.0										
HEMISPHERES MAGAZINE ONLINE	B623	570.7	570.7										
HEMISPHERES MAGAZINE SWEEPSTAKES	B623	942.3	942.3										
HIGHLIGHTS/HOUSE BTFL	B623	515.2	515.2										
HOLLYWOOD/GOLF CLASSIC	B623	318.1					318.1						
HOME AWAY FROM HOME	B623	428.6	428.6										
HOME MAGAZINE ONLINE	B623	1,037.1	1,037.1										
HOMETOWN MONEYSAVER MAG	B623	2,316.4		2,316.4									
HOT STUFF/STUFF MAGAZINE	B623	545.2	545.2										
HOUSE & GARDEN MAGAZINE CONTEST	B623	440.5	440.5										
HOUSE & GARDEN MAGAZINE ONLINE	B623	1,295.8	1,295.8										
HOUSE BEAUTIFUL MAG	B623	730.3	730.3										
HOUSE BEAUTIFUL MAG ONLINE	B623	4,631.2	4,631.2										
HOUSE BEAUTIFUL MAG SWEEPSTAKES	B623	397.7	397.7										
HOUSE&GARDEN DSGN HPNG	B623	668.8	668.8										
IN STYLE MAGAZINE ONLINE	B623	2,540.8	2,540.8										
IN STYLE MAGAZINE TV PROGRAM	B623	924.4	924.4										
IN STYLE PDTS PREVIEW	B623	1,880.4	1,880.4										
INC SOURCEBOOK	B623	881.2	881.2										
INC.COM MAGAZINE ONLINE	B623	468.0	468.0										
INDULGE MAGAZINE	B623	281.0		281.0									
INSIDE EDGE/GOLF DIGEST	B623	3,645.4	3,645.4										
INSIDE OUT/MENS HLTH MAG	B623	3,497.1	3,497.1										
INSIDE/CLUBHOUSE/TRVL&LS	B623	286.0	286.0										
INSIDER PICKS/TEEN VOGUE	B623	274.3	274.3										
INSIDER/INC MAGAZINE	B623	489.6	489.6										
INSIDERS GUIDE/DETAILS	B623	952.4	952.4										
INSTYLE WEDDINGS/PARTY	B623	370.2	370.2										
INSTYLE.COM ONLINE	B623	3,091.9	2,898.5				193.4						
JEWELS/TRADE/TOWN&CNTRY	B623	299.9	299.9										
KAYAK FOR A CAUSE/GMQ	B623	370.4	370.4										
KEEPERS/GOOD HSKPN	B623	4,646.7	4,646.7										
LADIES HOME JOURNAL MAG ONLINE	B623	1,165.1	1,165.1										
LADIES HOME JOURNAL MAG SWEEPSTAKES	B623	1,454.3	1,454.3										
LATINA MAGAZINE ONLINE	B623	528.2	528.2										
LATINOS ON WHEELS MAG	B623	562.7		562.7									
LAW & POLITICS MAGAZINE	B623	7,230.2	7,230.2										
LIFE & STYLE MAGAZINE ONLINE	B623	582.8	582.8										
LIFE & STYLE MAGAZINE SWEEPSTAKES	B623	398.5	398.5										
LIVING WITH PANACHE MAG	B623	745.5		745.5									
LOLA MAGAZINE	B623	598.4		598.4									
LONG ISLAND TRVL GD MAG	B623	351.2		351.2									
LOS ANGELES TIMES MAG	B623	300.8				300.8							
LOWDOWN/JANE	B623	475.9	475.9										
LUCKY MAGAZINE ONLINE	B623	592.3	592.3										
LUCKY MAGAZINE SWEEPSTAKES	B623	302.2	302.2										
LUCKY SHOPS	B623	1,332.7	1,332.7										
MARIE CLAIRE MAGAZINE ONLINE	B623	2,077.9	2,077.9										
MARTHA STEWART LVNG MAG TV PROGRAM	B623	1,516.1	1,516.1										
MARTHA STEWART WDNG MAG ONLINE	B623	309.1	309.1										
MARTHASTEWART.COM MAG ONLINE	B623	751.4	751.4										
MAXIM MAGAZINE ONLINE	B623	1,700.5	1,700.5										
MCGRAW-HILL BUS WEEK GRP CP	B623	359.8	359.8										
MEDIZINE MAGAZINE ONLINE	B623	752.9	752.9										
MENS HEALTH MAGAZINE ONLINE	B623	442.4	442.4										
MENS HEALTH URBANATHLON	B623	1,450.5	1,450.5										
MENS JOURNAL MAGAZINE CONTEST	B623	341.6	341.6										
MENS JOURNAL MAGAZINE ONLINE	B623	495.3	495.3										
MENS VOGUE JOTTER	B623	819.2	819.2										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MEREDITH CORP CP	B623	374.8	374.8										
MEREDITH PUBLICATIONS	B623	326.1				285.8	40.3						
METROPOLITAN HOME MAG ONLINE	B623	3,264.2	3,264.2										
METROPOLITAN HOME MAG SWEEPSTAKES	B623	529.8	529.8										
MIDWEST LIVING MAG ONLINE	B623	2,323.2	724.7	1,598.5									
MIDWEST LIVING MAG SWEEPSTAKES	B623	870.8	870.8										
MIND BODY SPIRIT/FITNESS	B623	670.5	670.5										
MODERN MIX 06/MET HOME	B623	564.0	564.0										
MODERNBRIDE.COM MAGAZINE ONLINE	B623	1,222.5	1,222.5										
MOMS ON MADISON/COOKIE	B623	317.9	317.9										
MORE MAGAZINE CONTEST	B623	651.0	651.0										
MORE MAGAZINE ONLINE	B623	2,360.0	2,360.0										
MORE MARATHON	B623	910.5	910.5										
MORE THAN/GIFT/MARIE CLR	B623	2,540.9	2,540.9										
MORE/WILHELMINA MDL SRCH	B623	731.5	731.5										
MOTOR BOATING MAGAZINE ONLINE	B623	553.4	553.4										
NATIONAL ASSN/REALTORS CP	B623	259.8			259.8								
NATIONAL GEOGRAPHIC MAG	B623	369.5	122.5		70.3		63.8		1.5		111.4		
NATIONAL GEOGRAPHIC MAG ONLINE	B623	521.8	521.8						0.0				
NEW HOMES GUIDE MAGAZINE	B623	253.1							253.1				
NEW YORK MAGAZINE ONLINE	B623	2,006.7	2,006.7										
NEW YORK TIMES MAGAZINE ONLINE	B623	605.5	41.5	564.0									
NEW YORKER FESTIVAL	B623	3,068.1	3,068.1										
NEW YORKER MAGAZINE ONLINE	B623	3,066.8	3,066.8										
NEW YORKER ON THE TOWN	B623	4,175.8	4,175.8										
NEW YORKER PASSPORT	B623	1,084.5	1,084.5										
NEWSWEEK MAGAZINE ONLINE	B623	536.8	536.8										
NEWSWEEK.COM ONLINE	B623	1,301.0			1,301.0								
NEXT/ESPN MAGAZINE	B623	377.0	377.0										
NOTEBOOK/HOUSE BEAUTIFUL	B623	2,847.9	2,847.9										
NOTEBOOK/MARTHA STWRT LV	B623	1,349.9	1,349.9										
NOTEWORTHY/DEPARTURES	B623	622.5	622.5										
O THE OPRAH MAGAZINE ONLINE	B623	1,159.0	1,159.0										
O THE OPRAH MAGAZINE SWEEPSTAKES	B623	941.7	941.7										
OK MAGAZINE	B623	315.9				0.0				315.9			
ON BOARD/TRAVEL&LEISURE	B623	1,403.4	1,403.4										
ON COURSE/GOLF FOR WOMEN	B623	442.8	442.8										
ON LOCATION/IN STYLE MAG	B623	2,521.0	2,521.0										
ON THE HOUSE/FAM HINDYMN	B623	1,382.7	1,382.7										
ON THE LOOKOUT/LUCKY MAG	B623	2,845.8	2,845.8										
ON THE SCENE/PREMIERE	B623	362.8	362.8										
OPEN HOUSE/HOUSE&GARDEN	B623	2,100.3	2,100.3										
ORGANIC GARDENING MAG ONLINE	B623	280.4	280.4										
OUR FAVORITES/HRPRS BZR	B623	1,002.1	1,002.1										
OUTDOOR LIFE MAGAZINE CONTEST	B623	662.5	662.5										
OUTDOOR LIFE MAGAZINE ONLINE	B623	555.2	555.2										
OUTSIDE MAGAZINE ONLINE	B623	945.9	945.9										
PARADE MAGAZINE ONLINE	B623	15,563.4	15,563.4										
PARENTING MAGAZINE ONLINE	B623	4,940.1	4,940.1										
PARENTS MAGAZINE ONLINE	B623	2,748.5	2,748.5										
PARENTS MAGAZINE TV PROGRAM	B623	381.2	381.2										
PASSPORT/CONDE NST TRVLR	B623	2,336.5	2,336.5										
PAULA DEEN LIVE/CKNG/PL	B623	280.3	280.3										
PEOPLE EN ESPANOL MAG ONLINE	B623	1,183.4	1,183.4										
PEOPLE LIVE/PEOPLE WKLY	B623	1,050.6	1,050.6										
PEOPLE MAGAZINE	B623	980.4	920.0	59.6			0.8						
PEOPLE MUSIC LOUNGE	B623	253.6	253.6										
PEOPLE PLACES & THINGS	B623	3,202.1	3,202.1										
PEOPLE WEEKLY MAGAZINE TV PROGRAM	B623	967.9	967.9										
PEOPLE.COM MAGAZINE ONLINE	B623	11,217.2	11,217.2										
PEOPLE/ESPAÑOL FIESTA 07	B623	580.8	523.2		57.5								
PERKS+PROMOS/FAM CIRCLE	B623	2,086.3	2,086.3										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PHONE 2 OWN/LUCKY MAG	B623	289.1	289.1										
PLAY MAGAZINE	B623	962.3				962.3							
PLAYBILL MAGAZINE	B623	277.4			26.3	251.0							
PLAYBOY MAGAZINE ONLINE	B623	844.4	844.4										
PLAYBOY PICKS	B623	318.5	318.5										
PONTE BELLA/PEOPLE/ESPNL	B623	269.5	269.5										
POPULAR MECHANICS MAG ONLINE	B623	2,084.3	2,084.3										
POPULAR PHOTOGRAPHY MAG CONTEST	B623	1,786.8	1,786.8										
POPULAR PHOTOGRAPHY MAG ONLINE	B623	1,456.0	1,456.0										
PORTFOLIO/BESTLIFE	B623	757.9	757.9										
PREDRAFT CLBRTV BSH/ESPN	B623	377.0	377.0										
PREVENTION CAFE	B623	259.4	259.4										
PREVENTION HEALTH MAG	B623	1,600.8			1,600.8								
PREVENTION MAGAZINE ONLINE	B623	1,855.0	1,855.0										
PUBLISHERS CLEARING HS	B623	8,787.9											
RACE SPOTLIGHT/RNRS WRLD	B623	1,394.5	1,394.5										
RALLY FOR A CURE/GOLF/W	B623	264.5	264.5										
READERS DIGEST MAGAZINE ONLINE	B623	2,358.0	2,358.0										
REAL SIMPLE MAGAZINE	B623	794.7	794.7										
REAL SIMPLE MAGAZINE ONLINE	B623	3,955.0	3,955.0										
REAL SIMPLE MAGAZINE SWEEPSTAKES	B623	285.0	285.0										
REAL SIMPLE MAGAZINE TV PROGRAM	B623	3,436.0	3,436.0										
REAL SIMPLE OFFERINGS	B623	904.8	904.8										
REAL SIMPLE TO DO	B623	3,238.1	3,238.1										
REALTALK LA MAGAZINE	B623	549.0					549.0						
REDBOOK ESSENTIALS/RDBK	B623	670.4	670.4										
REDBOOK MAGAZINE ONLINE	B623	2,760.5	2,760.5										
REDBOOK MAGAZINE SWEEPSTAKES	B623	1,035.8	1,035.8										
REDHOT MAGAZINE	B623	267.6	267.6										
REDHOT/REDBOOK	B623	2,937.0	2,937.0										
REEL MOMENTS/GLAMOUR MAG	B623	910.0	910.0										
RICH IDEAS/MIDWEST	B623	642.5	642.5										
RISING TIDE STUDIOS LLC CP	B623	847.0			847.0								
ROAD & TRACK MAGAZINE ONLINE	B623	687.6	687.6										
ROAD & TRACK MAGAZINE SWEEPSTAKES	B623	289.0	289.0										
ROCHESTER MAGAZINE	B623	428.7			428.7								
ROLLING STONE LIVE	B623	290.4	290.4										
ROLLING STONE MAGAZINE ONLINE	B623	1,945.4	1,945.4										
RSSOUNDINGBOARD.COM MAG ONLINE	B623	290.4	290.4										
RUNDOWN/RUNNERS WORLD	B623	260.1	260.1										
RUNNERS WORLD MAGAZINE ONLINE	B623	1,096.2	1,096.2										
RUNNERS WORLD RACE SRS	B623	293.6	293.6										
RX REMEDY MAGAZINE ONLINE	B623	398.1	398.1										
SALTWATER SPORTSMAN MAG ONLINE	B623	306.9	306.9										
SAVEUR MAGAZINE ONLINE	B623	309.5	309.5										
SCENE IN NY/NY MAGAZINE	B623	1,013.7	1,013.7										
SCENE&/SEEN/TOWN&COUNTRY	B623	2,476.7	2,476.7										
SCOOP/SHAPE MAGAZINE	B623	4,080.6	4,080.6										
SCOREBOARD/MENS FITNESS	B623	573.2	573.2										
SELECCIONES MAGAZINE ONLINE	B623	458.3	458.3										
SELF MAG WORKOUT/PARK	B623	690.8	690.8										
SELF MAGAZINE	B623	324.6	232.4		1.8		90.4						
SELF MAGAZINE ONLINE	B623	1,280.2	1,280.2										
SELF MAGAZINE TV PROGRAM	B623	587.5	587.5										
SELF SCENE	B623	3,725.7	3,725.7										
SEVENTEEN MAGAZINE ONLINE	B623	492.9	492.9										
SEXYESSSENTIALS/PEOPLE	B623	260.8	260.8										
SHAPE MAGAZINE ONLINE	B623	272.0	272.0										
SI.COM ONLINE	B623	3,503.0	3,079.9			423.1							
SIGHTINGS/MENS JOURNAL	B623	1,195.5	1,195.5										
SKI DREAM HOME	B623	300.5	300.5										
SKIRT MAGAZINE	B623	487.0			474.7		12.3						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SKY MAGAZINE ONLINE	B623	263.4	263.4										
SLOPE SCOOP/SKING MAG	B623	437.7	437.7										
SMARTMONEY.COM MAGAZINE ONLINE	B623	2,038.2	2,038.2										
SMARTMONEYSELECT.COM MAG ONLINE	B623	327.7	327.7										
SMITHSONIAN MAG MSM DY	B623	621.2	621.2										
SMITHSONIAN MAGAZINE ONLINE	B623	1,095.1	1,095.1										
SNEAKER PIMPS TR 07/VIBE	B623	807.0	807.0										
SOAPs IN DEPTH MAGAZINE	B623	895.4						894.8	0.6				
SOUND & VISION MAGAZINE ONLINE	B623	403.5	403.5										
SOUTHERN LIVING COOK-OFF	B623	1,453.1	1,453.1										
SOUTHERN LIVING EVENTS&MR	B623	1,318.7	1,318.7										
SOUTHERN LIVING MAGAZINE	B623	309.0	309.0										
SPAIN GOURMETOUR MAG	B623	1,819.6			1,819.6								
SPIN FLASH	B623	1,576.5	1,576.5										
SPIN MAGAZINE ONLINE	B623	478.9	478.9										
SPONGEBOB MAGAZINE	B623	373.6								373.6			
SPORTING NEWS MAGAZINE ONLINE	B623	1,559.5	1,559.5										
SPORTS ILLUSTRATED MAG	B623	1,239.9			37.7	423.1		29.0		750.1			
SPORTS ILLUSTRATED MAG ONLINE	B623	4,813.6	4,736.8							76.8			
SPORTS ILLUSTRATED MAG TV PROGRAM	B623	1,358.0	1,358.0										
SPORTS ILLUSTRATED/KIDS ONLINE	B623	1,568.6	1,568.6										
STROLL/FITNESS/BABYTALK	B623	264.0	264.0										
STRUT MAGAZINE	B623	509.8		509.8									
STYLE AGENDA/ESQUIRE	B623	1,582.3	1,582.3										
STYLE WATCH LIVE/PEOPLE	B623	688.6	688.6										
SUNSET IDEA HOUSE	B623	330.0	330.0										
SUNSET MAGAZINE ONLINE	B623	957.0	957.0										
TASTE/NY/NEW YORK MAG	B623	516.9	516.9										
TASTEAMERICA/EVRDYDY/RCHL	B623	900.0	900.0										
TEEN VOGUE FASHION U	B623	707.6	707.6										
TEEN VOGUE MAGAZINE ONLINE	B623	485.0	485.0										
TEXAS SUPER DENTISTS MAG	B623	552.5	552.5										
TEXAS SUPER DOCTORS MAG	B623	2,007.7	2,007.7										
THE FILE/CONDE NST PRTFL	B623	432.6	432.6										
THIS MONTHS DISH/FOOD&WN	B623	990.4	990.4										
THIS OLD HOUSE MAGAZINE ONLINE	B623	1,719.2	1,719.2										
THIS OLD HOUSE MAGAZINE TV PROGRAM	B623	1,068.5	1,068.5										
TIME INC CP	B623	1,141.7	1,141.7										
TIME MAGAZINE	B623	1,217.5		1,217.5									
TIME MAGAZINE ONLINE	B623	2,611.6	2,239.1		372.4								
TIME OUT NY MAGAZINE ONLINE	B623	1,137.6	1,137.6										
TIME WARNER INC MINORITY VENDOR	B623	302.1	302.1										
TOWN & COUNTRY MAGAZINE ONLINE	B623	1,248.7	1,248.7										
TRADITIONAL HOME MAG ONLINE	B623	415.3	415.3										
TRAVEL&LEISURE MAGAZINE ONLINE	B623	663.9	663.9										
TRUNK SHOW/BAZAAR	B623	1,149.2	1,149.2										
TV GUIDE MAGAZINE SWEEPSTAKES	B623	703.6	703.6										
UPCOMING EVENTS/STYL MAG	B623	579.6	579.6										
US WEEKLY MAGAZINE CONTEST	B623	623.9	623.9										
US WEEKLY MAGAZINE ONLINE	B623	561.5	561.5										
USA WEEKEND MAGAZINE	B623	584.3	129.7		7.0			26.7	13.6	407.3			
USA WEEKEND MAGAZINE CP	B623	376.9		376.9									
USA WEEKEND MAGAZINE ONLINE	B623	627.7		627.7									
VANITY FAIR AGENDA	B623	5,393.1	5,393.1										
VANITY FAIR MAGAZINE ONLINE	B623	1,254.1	1,254.1										
VIBE MAGAZINE CP	B623	550.2	550.2										
VIBE MAGAZINE ONLINE	B623	2,759.3	2,759.3										
VIBE MAGAZINE TV PROGRAM	B623	317.3	317.3										
VIBE SPOT	B623	1,162.8	1,162.8										
VIBE VIXEN MAGAZINE ONLINE	B623	422.5	422.5										
VOGUE HAUTE STUFF	B623	2,432.3	2,432.3										
VOGUE MAGAZINE ONLINE	B623	3,975.0	3,975.0										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
VOGUE MAGAZINE TV PROGRAM	B623	265.0	265.0										
W MAGAZINE	B623	267.4						267.4					
W MAGAZINE ONLINE	B623	604.6	604.6										
W PERSONAL SHOPPER	B623	3,560.4	3,560.4										
WALK IT/TEAM PREVENTION	B623	1,091.3	1,091.3										
WASHINGTON DC SPR LW MAG	B623	376.6				376.6							
WATCH FOR IT/LHJ	B623	4,101.4	4,101.4										
WATERS EDGE MAGAZINE	B623	292.0			292.0								
WAVE MAGAZINES	B623	251.3			251.3								
WHATS COOKIN/RACHAEL RAY	B623	1,536.6	1,536.6										
WHATS GOING ON/OPRAH MAG	B623	4,143.5	4,143.5										
WINE SPECTATOR MAGAZINE	B623	2,747.9			747.5	2,000.4							
WIRED MAGAZINE ONLINE	B623	1,759.8	1,759.8										
WIRED NEXTFEST	B623	1,389.8	1,283.9	72.7	33.2								
WOMANS DAY MAG ONLINE	B623	610.2	610.2										
WOMANS DAY MAG SWEEPSTAKES	B623	892.3	892.3										
WOMEN ENTRPRNRS 07/CNTRY	B623	402.9	402.9										
WOMENS HEALTH MAGAZINE ONLINE	B623	687.2	687.2										
WOMENS HEALTH MAGAZINE SWEEPSTAKES	B623	440.2	440.2										
WORLD BEAT/NATL GEO	B623	1,291.0	1,291.0										
WORLDS BGST PLYGRP/BY TL	B623	264.0	264.0										
YACHTING MAGAZINE ONLINE	B623	723.1	723.1										
YOUR HEALTH MAGAZINE	B623	293.5			270.5			22.9					
TV GUIDE MAGAZINE	B624	4,305.1			18.8			3,102.6	792.7		371.1	19.8	
TV GUIDE MAGAZINE ONLINE	B624	5,452.9	5,452.9										
AMERICAS BST VCTNS TR BR	B629	481.6			481.6								
ANSWERS/SPINAL STENOSIS	B629	311.4			311.4								
BACK PAIN RELIEF BOOKLET	B629	393.9			393.9								
BONUS SAVER COUPON BOOK	B629	1,390.1			1,390.1								
CHICAGO CLCTN SHPNC GD	B629	334.7			334.7								
CITY&SHORE HOME DSGN/PUB	B629	772.7			772.7								
COLD LASER/CPRL TNL/BKLT	B629	278.5			278.5								
CONDE NAST PUBLICATIONS	B629	1,115.2	100.8		53.3	571.5	389.6						
COUPON BOOK	B629	393.6			393.6								
DENTAL LIFE PUBLICATION	B629	1,020.1			1,020.1								
EIGHT BIGGEST MSTKS INV\$	B629	310.5			310.5								
EXPRESS COUPONS	B629	500.7			500.7								
FLORIDA PNYSVR CPN BK	B629	2,723.7			2,723.7								
FORBES INC CP	B629	339.0	339.0										
FORBES NEWSLETTERS ONLINE	B629	422.2	422.2										
GOCITYKIDS GUIDE ONLINE	B629	1,119.6							1,119.6				
GOLD DVRSFCTN GD	B629	2,034.3								2,034.3			
GREAT VACATION GTWYS PUB	B629	316.6			316.6								
GROWTH STOCK GURU REPORT	B629	297.2	79.1		218.1								
HEALTH GUIDE	B629	753.1		753.1									
HOW SPC/TCH SLVG PN SLVG	B629	2,418.1			2,418.1								
HOW TECH SLVNG BCK PN/DR	B629	253.0			253.0								
IDEARC MEDIA	B629	18,550.5			103.1		171.8		8,978.7		8,622.9		674.2
INTIMA CATALOG	B629	275.0	37.5						41.0		196.5		
KC CLIPS PUBLICATION	B629	601.0			601.0								
KING SIZE MENSWEAR CTLG	B629	4,598.9							35.5	538.7	4,024.7		
LAS VEGAS NEW HOMES GD	B629	819.7			807.5				12.1				
LEISURE PUBLISHING GUIDE	B629	444.1	354.6		89.5								
LIC NEIGHBORHOOD GUIDE	B629	788.1	788.1										
LL BEAN SPRT GDS CTLG	B629	14,674.8							11,769.8	607.6	2,297.4		
MARTHA STEWART NWSLTR SUBS DR	B629	270.0	270.0										
METROMIX.COM ONLINE	B629	1,046.7			426.8		436.0		183.9				
PATIENTS GD/BCK PN TRTMN	B629	262.2			262.2								
PATIENTS GD/ELTG SV DS &NV PN NK RPR	B629	342.6			342.6								
RESOURCE GUIDE/BABY TALK	B629	395.9	395.9										
ROAMANS CLOTHING CATALOG	B629	712.1							100.8		611.3		
SAN FRNCSC ARTS MNTHLY	B629	1,636.3			1,636.3								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SEASON/SAVINGS BOOKLET	B629	734.9	258.5		151.3	325.1							
SEVERE BCK SCT&DS PN GD	B629	7,681.8			7,681.8								
SUMMIT RACING EQUIP CTLG	B629	458.8											458.8
SUNSET PUBLISHING GUIDE	B629	1,366.2	1,366.2										
TIFFANY & CO CATALOG	B629	360.0				360.0							
TOY INSIDER GUIDE	B629	3,345.0	3,345.0										
TRAVEL TALK NEWSLETTER	B629	274.5			274.5								
WATCH YOUR TIME PUB	B629	711.3				711.3							
WISE BUY PUBLICATION	B629	11,247.1			11,247.1								
ZAGAT SURVEY	B629	1,087.8			408.0	485.0	194.8						
95 FM/SAN FRANCISCO RD S	B630	437.0							437.0				
ABC RADIO NETWORK	B630	764.8	448.5				316.3						
BLOOMBERG RADIO STATION	B630	303.8					303.8				0.0		
CBS RADIO NETWORK	B630	1,559.7			26.0		1,533.7						
CITADEL BRDCSTNG RD STNS	B630	260.8					260.8						
CLEAR CHANNEL RADIO STNS	B630	17,603.6			21.9		17,581.7						
CUMULUS BRDCSTNG RD STN	B630	652.3					652.3						
DAN PATRICK RADIO PROGRAM	B630	302.7	302.7										
EMMIS BRDCSTG RADIO STNS	B630	292.9					292.9						
ENTERCOM RADIO STATION	B630	310.1					310.1						
ESPN RADIO NETWORK	B630	3,140.1	222.7		1,848.4	93.3	505.2		366.8		103.8		
HARPO PRODUCTIONS RADIO PROGRAM	B630	289.8	289.8										
KAJA FM RADIO STATION	B630	449.5					83.1		366.5				
KBIG FM RADIO STATION	B630	466.6					466.6						
KBRG FM RADIO STATION	B630	695.0			9.7					685.3			
KCBS FM RADIO STATION	B630	490.6								490.6			
KCBS RADIO STATION	B630	2,646.0			2,646.0								
KCOR AM RADIO STATION	B630	524.8								524.8			
KCOR FM RADIO STATION	B630	674.7								674.7			
KEMR FM RADIO STATION & KZMR FM	B630	358.4								358.4			
KESN FM RADIO STATION	B630	421.2					421.2						
KESS FM RADIO STATION	B630	1,214.3								1,214.3			
KFI AM RADIO STATION	B630	401.7			61.0		340.7						
KFLC AM RADIO STATION	B630	1,392.2								1,392.2			
KFRC FM RADIO STATION	B630	1,324.1					244.6		1,079.5				
KFWB AM RADIO STATION	B630	797.5			30.0		221.6			545.8			
KGO AM RADIO STATION	B630	790.9			450.3		340.4			0.2			
KHJ AM RADIO STATION	B630	360.7								360.7			
KHMX FM RADIO STATION	B630	279.7								279.7			
KHOT FM RADIO STATION	B630	2,265.9							2,265.9				
KIRO AM RADIO STATION	B630	332.2			106.6		42.1		183.5				
KISS FM RADIO STATION	B630	261.5			76.9		184.7						
KJAC FM RADIO STATION	B630	316.0							316.0				
KJR FM RADIO STATION	B630	263.5							263.5				
KKBT FM RADIO STATION	B630	353.4							353.4				
KKFR FM RADIO STATION	B630	384.7					384.7						
KKRW FM RADIO STATION	B630	270.4							270.4				
KKWF FM RADIO STATION	B630	428.0							428.0				
KLDE FM RADIO STATION	B630	776.2							776.2				
KLNO FM RADIO STATION	B630	1,048.3							1,048.3				
KLNV FM RADIO STATION	B630	390.0							390.0				
KLTN FM RADIO STATION	B630	1,289.2					24.7		1,264.5				
KLTY FM RADIO STATION	B630	379.1					379.1						
KLVE FM RADIO STATION	B630	1,015.8							1,015.8				
KMRR FM RADIO STATION & KOMR FM	B630	439.0							439.0				
KMVN FM RADIO STATION	B630	794.6					371.2		423.4				
KNIX FM RADIO STATION	B630	379.8			57.8		133.5		188.5				
KNX AM RADIO STATION	B630	393.4					183.8		209.6				
KODA FM RADIO STATION	B630	445.1							445.1				
KOIT FM RADIO STATION	B630	736.9			34.1				702.8				
KOMO AM RADIO STATION	B630	351.3			31.6				319.7				
KOND FM RADIO STATION	B630	565.7							565.7				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
KOST FM RADIO STATION	B630	406.1			60.3		24.9		320.9				
KOVE FM RADIO STATION	B630	609.4							609.4				
KPKX FM RADIO STATION	B630	265.3								265.3			
KPLZ FM RADIO STATION	B630	535.3								535.3			
KPWR FM RADIO STATION	B630	647.5					647.5						
KQBU FM RADIO STATION	B630	880.7							880.7				
KQMV FM RADIO STATION	B630	491.6							491.6				
KRBV FM RADIO STATION	B630	978.2					314.4		663.8				
KRCF FM RADIO STATION & KRCV FM	B630	525.8							525.8				
KRLA AM RADIO STATION	B630	404.8			363.1		41.7						
KROM FM RADIO STATION	B630	578.9							578.9				
KRWM FM RADIO STATION	B630	629.9							629.9				
KRZZ FM RADIO STATION	B630	435.3					429.6		5.6				
KSCA FM RADIO STATION	B630	6,571.4							6,571.4				
KSCS FM RADIO STATION	B630	512.6					286.4		226.2				
KSFO AM RADIO STATION	B630	562.9			458.3		84.4		20.2				
KSJO FM RADIO STATION	B630	335.2				0.8		5.7		328.6			
KSOL FM RADIO STATION & KSQL FM	B630	1,625.2							1,625.2				
KSOL FM RADIO STATION & KZOL FM	B630	437.3							437.3				
KSON FM RADIO STATION	B630	333.6							333.6				
KSPN AM RADIO STATION	B630	329.6					100.0		229.6				
KSTP AM RADIO STATION	B630	390.0					189.0		201.0				
KSTP FM RADIO STATION	B630	270.5							270.5				
KTAR AM RADIO STATION	B630	454.5				25.0		429.5					
KTlk AM RADIO STATION	B630	1,160.2				78.3		1,081.9					
KTNI FM RADIO STATION	B630	625.6				603.1			22.5				
KTNQ AM RADIO STATION	B630	2,295.7							2,295.7				
KUSC RADIO STATION	B630	274.8				274.8							
KWIZ FM RADIO STATION	B630	343.6							343.6				
KWNR FM RADIO STATION	B630	504.6							504.6				
KXNT AM RADIO STATION	B630	433.7				433.7							
KYGO FM RADIO STATION	B630	815.8				10.4		103.5		701.9			
KYSR FM RADIO STATION	B630	867.2						848.8		18.4			
KYW AM RADIO STATION	B630	417.7				183.0		13.8		220.9			
KZLA FM RADIO STATION	B630	3,204.8							3,204.8				
KZPS FM RADIO STATION	B630	355.2							355.2				
LAKEFRONT COMM RADIO STN	B630	265.9					265.9						
MINNESOTA PUBLIC RADIO	B630	450.6				69.9		380.7					
NEW INSPIRATION RD STN	B630	649.4						649.4					
RADIO DISNEY RADIO STN	B630	1,130.9	472.2					638.5		20.3			
RADIO ONE RADIO STATION	B630	670.0						670.0					
ROAD&TRACK SPEED RADIO	B630	387.7	387.7										
SBS RADIO STATION	B630	1,252.5					1,252.5						
SIRIUS RADIO STATIONS	B630	513.4	219.3		52.2		241.9						
SKY RADIO STATION	B630	2,930.0	2,930.0										
SOUTH TX BRDCSTNG SVC	B630	350.6					350.6						
SPORTING NEWS RD NTWRK	B630	479.0	479.0										
SPORTINGNEWS RADIO NTWRK	B630	699.7	699.7										
UNIVISION RADIO STATION	B630	906.2					906.0		0.2				
UNKNOWN ADV RADIO STATIONS	B630	464.0							464.0				
WADO AM RADIO STATION	B630	2,251.6			29.1				2,222.5				
WAMR FM RADIO STATION	B630	1,040.5							1,040.5				
WARH FM RADIO STATION	B630	386.4							386.4				
WASH FM RADIO STATION	B630	1,549.2							1,549.2				
WAXQ FM RADIO STATION	B630	902.9					143.7		759.2				
WAXY AM RADIO STATION	B630	539.8			536.3		3.5						
WBEB FM RADIO STATION	B630	1,275.1			85.2		5.0		1,185.0				
WBIG FM RADIO STATION	B630	423.9							423.9				
WBIX AM RADIO STATION	B630	335.9			335.9								
WBLS FM RADIO STATION	B630	254.5			93.0		161.5						
WBMX FM RADIO STATION	B630	418.5							418.5				
WBNS AM RADIO STATION	B630	265.4			155.7				109.7				

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WBNS FM RADIO STATION	B630	295.0			255.2				39.9				
WCAA FM RADIO STATION	B630	1,509.5							1,509.5				
WCBS FM RADIO STATION	B630	465.0			2.7		462.0		0.4				
WCKG FM RADIO STATION	B630	383.6							383.6				
WDAF FM RADIO STATION	B630	293.2							293.2				
WDNY FM RADIO STATION	B630	381.3					381.3						
WRDQ FM RADIO STATION	B630	614.3							614.3				
WDRV FM RADIO STATION	B630	935.9					35.3		900.6				
WEI AM RADIO STATION	B630	402.7			402.7								
WEPN AM RADIO STATION	B630	884.0							566.8	317.2			
WFHM FM RADIO STATION	B630	432.8							432.8				
WFLY FM RADIO STATION	B630	461.9							461.9				
WFNY FM RADIO STATION	B630	323.1			268.3		54.8						
WGN AM RADIO STATION	B630	1,418.0			663.5				754.5				
WHFS FM RADIO STATION	B630	1,088.3			839.0				249.3				
WHTZ FM RADIO STATION	B630	414.3					410.7		3.5				
WHUR FM RADIO STATION	B630	360.0					360.0						
WHYI FM RADIO STATION	B630	514.7					1.8		512.9				
WIHT FM RADIO STATION	B630	609.2							609.2				
WILV FM RADIO STATION	B630	796.9							796.9				
WIND AM RADIO STATION	B630	665.8					461.2		204.6				
WIOQ FM RADIO STATION	B630	255.8					255.8						
WISX FM RADIO STATION	B630	730.9							730.9				
WJMK FM RADIO STATION	B630	410.2					214.0		196.2				
WKHX FM RADIO STATION	B630	435.8					321.1		114.7				
WKKT FM RADIO STATION	B630	427.9							427.9				
WTKI FM RADIO STATION	B630	359.5			105.5				254.0				
WKTU FM RADIO STATION	B630	742.3			0.3		493.0		248.9				
WLIT FM RADIO STATION	B630	1,203.7					181.5		1,022.2				
WLTM FM RADIO STATION	B630	677.2							677.2				
WLTW FM RADIO STATION	B630	4,373.4					57.2		4,316.2				
WMGC FM RADIO STATION	B630	448.4			129.9		125.0		193.5				
WMGK FM RADIO STATION	B630	301.3							301.3				
WMIB FM RADIO STATION	B630	342.9			122.7		220.2						
WMJX FM RADIO STATION	B630	301.3							301.3				
WMKK FM RADIO STATION	B630	770.3					89.6		680.7				
WMMJ FM RADIO STATION	B630	278.3							278.3				
WMMR FM RADIO STATION	B630	351.6			25.2		26.9		299.5				
WMTX FM RADIO STATION	B630	336.7							336.7				
WNEW FM RADIO STATION	B630	2,738.3							2,738.3				
WNIC FM RADIO STATION	B630	257.5							257.5				
WNUA FM RADIO STATION	B630	378.6					4.2		374.4				
WOGL FM RADIO STATION	B630	280.8					55.2		225.6				
WOJO FM RADIO STATION	B630	2,792.6							2,792.6				
WOR AM RADIO STATION	B630	364.1			364.1								
WPLJ FM RADIO STATION	B630	852.9			102.6				750.3				
WPQZ FM RADIO STATION	B630	390.4					369.0		21.4				
WPPN FM RADIO STATION	B630	531.9							531.9				
WQBA AM RADIO STATION	B630	273.6							273.6				
WQDR FM RADIO STATION	B630	415.0							415.0				
WQHT FM RADIO STATION	B630	262.0					262.0						
WQIK FM RADIO STATION	B630	293.4			6.8		84.4		202.2				
WQXR FM RADIO STATION	B630	1,542.8				1,542.8							
WRAL FM RADIO STATION	B630	425.6							425.6				
WRDU FM RADIO STATION	B630	504.4							504.4				
WRDW FM RADIO STATION	B630	809.9							809.9				
WRKO AM RADIO STATION	B630	491.8			491.8								
WRMF FM RADIO STATION	B630	321.0			46.3				274.7				
WRQX FM RADIO STATION	B630	450.8							450.8				
WRRK FM RADIO STATION	B630	364.7							364.7				
WRTO AM RADIO STATION	B630	1,188.2							1,188.2				
WRTO FM RADIO STATION	B630	780.0							780.0				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WRVA FM RADIO STATION	B630	411.9					33.9		378.1				
WSB AM RADIO STATION	B630	747.6			341.0		391.6		15.0				
WSB FM RADIO STATION	B630	661.1								661.1			
WSKQ FM RADIO STATION	B630	1,327.2			205.1				1,122.1				
WSNY FM RADIO STATION	B630	329.1								329.1			
WSRV FM RADIO STATION	B630	737.2							737.2				
WTLT FM RADIO STATION	B630	286.9							286.9				
WTMJ AM RADIO STATION	B630	271.7			129.5				142.2				
WTMX FM RADIO STATION	B630	992.1			25.9		966.3						
WTOP FM RADIO STATION	B630	1,085.6			687.2				398.4				
WUBL FM RADIO STATION	B630	1,198.7							1,198.7				
WUBL RADIO STATION	B630	340.5					340.5						
WUSV FM RADIO STATION	B630	253.6							253.6				
WWFS FM RADIO STATION	B630	1,688.3							1,688.3				
WWRM FM RADIO STATION	B630	484.5							484.5				
WXGL FM RADIO STATION	B630	293.8							293.8				
WYCD FM RADIO STATION	B630	432.1					290.0		142.1				
WYJB FM RADIO STATION	B630	257.3							257.3				
WZAA FM RADIO STATION	B630	853.6							853.6				
WZAA FM RADIO STATION & WADO AM	B630	540.7							540.7				
ABC JEOPODY PAID PROMO	B641	831.4					831.4						
ABC TV NETWORK	B641	252.9			252.9								
ABC TV NETWORK & ESPN CABLE TV	B641	7,207.0					7,133.7						73.3
ABC TV NETWORK ENTERTAINMENT DIV	B641	559.9	137.9				422.0						
ABC TV NETWORK NEWS DIV	B641	30,820.2	9,950.4	1,188.9	1,892.2	1,186.2							16,602.4
ABC TV NETWORK PAID PROMO	B641	3,089.4	579.4		571.5	311.6							1,626.9
ABC-TV NETWORK SPORTS DIV	B641	1,322.4	137.9		473.6	314.7	396.3						
ABC-TV NETWORK TV PROGRAM	B641	1,601.8	574.6		39.9	987.4							
ABC-VAR PROGRAMS PAID PROMO	B641	452.6					452.6						
ABC-10 MST FSCNTNG PL/07 PAID PROMO	B641	1,681.9											1,681.9
ABC-20 PAID PROMO	B641	268.3	268.3										
ABC-AMER MUSIC AWARDS PAID PROMO	B641	415.5	242.0				84.4						89.1
ABC-BIG SHOTS PAID PROMO	B641	1,712.5	1,708.5										
ABC-BROS&STRS/DSPT HSWV PAID PROMO	B641	2,066.9	1,964.5										102.4
ABC-BROTHERS & SISTERS PAID PROMO	B641	284.3	284.3										
ABC-CAVEMEN PAID PROMO	B641	2,687.6	971.8	1,568.0			20.1						127.7
ABC-CMA AWARDS SHOW PAID PROMO	B641	471.8	230.5										241.3
ABC-COLLEGE FOOTBALL PAID PROMO	B641	2,636.9	1,220.3	622.2									335.9
ABC-DANCING/STARS PAID PROMO	B641	1,097.3					1,097.3						458.6
ABC-DESPERATE HOUSEWIVES PAID PROMO	B641	2,089.3	2,034.0										55.3
ABC-DIRTY SEXY MONEY PAID PROMO	B641	2,131.2	2,101.5										29.7
ABC-DSPT HSWVS/UGLY BT PAID PROMO	B641	2,220.8	1,957.4				126.4						137.0
ABC-DUEL PAID PROMO	B641	294.0	294.0										
ABC-FOR ONE MORE DAY PAID PROMO	B641	2,853.8	1,392.1		496.8								809.2
ABC-GREYS ANATOMY PAID PROMO	B641	2,026.2	620.0	1,402.4									3.9
ABC-GREYS ANTMY/PRVT PRC PAID PROMO	B641	1,250.6	1,206.6										43.9
ABC-NASCAR RACING PAID PROMO	B641	1,619.9	1,593.3										26.5
ABC-NEWS PAID PROMO	B641	2,245.0	1,473.5				771.5						
ABC-OPRAH MOVIE 1 MR DY PAID PROMO	B641	295.0			295.0								
ABC-PRIVATE PRACTICE PAID PROMO	B641	362.4											362.4
ABC-PUSHING DAISIES PAID PROMO	B641	1,568.0	1,475.7										92.2
ABC-SAMANTHA WHO PAID PROMO	B641	1,554.5	1,045.5										509.0
ABC-UGLY BETTY PAID PROMO	B641	2,571.8	1,841.2		106.9								623.7
ABC-VAR PROGRAMS PAID PROMO	B641	839.8	838.5										82.6
ABC-VIEW PAID PROMO	B641	273.4	273.4										97.9
ABC-WHEEL OF FORTUNE PAID PROMO	B641	628.0	628.0										1.3
ABC-WOMENS MURDER CLUB PAID PROMO	B641	1,944.9	1,292.6		202.0	184.0							
ALTITUDE 2 TV NETWORK	B641	316.6			316.6								
AZTECA AMER TV NETWORK	B641	486.8			2.2		219.4						265.3
BAY NEWS CHANNEL 9	B641	369.3			39.6		329.7						
BLOOD TIES PAID PROMO	B641	362.2							211.5		150.8		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BODOG FIGHT PAID PROMO	B641	664.5						73.5			591.0		
BUENA VISTA PRODUCTIONS TV PROGRAM	B641	403.6	352.9					50.7					
CATCH 47 TV SPORTS PAID PROMO	B641	489.0			489.0								
CBS 2 TV NETWORK NEWS DIV	B641	363.8		363.8									
CBS PARAMOUNT TV PROGRAM	B641	1,211.0	28.6										1,182.4
CBS PROMO & VICTORIAS SECRET	B641	869.2						866.9	2.3				
CBS PROMO & XBOX 360	B641	406.2						406.2	0.0				
CBS TV NETWORK	B641	4,308.0					4,284.3						23.7
CBS TV NETWORK ENTERTAINMENT DIV	B641	18,737.7	7,450.7	3,779.3	801.0	4,162.4	26.8						2,517.6
CBS TV NETWORK NEWS DIV	B641	2,774.8	37.6		2,524.1	142.9							70.3
CBS TV NETWORK PAID PROMO	B641	2,758.5			2,675.9		10.6						71.9
CBS TV NETWORK SPORTS DIV	B641	1,323.1	338.2		558.3	372.7							53.9
CBS VAR PROGRAMS PAID PROMO	B641	5,716.4									5,716.4		
CBS-CANE PAID PROMO	B641	3,727.6	2,537.0	1,101.6	20.1		49.5				19.4		
CBS-CANE/MOONLIGHT PAID PROMO	B641	467.9	467.9										
CBS-CRIMINAL MINDS PAID PROMO	B641	513.9	513.9										
CBS-CSI & VIVA LAUGHLIN PAID PROMO	B641	265.8			122.9	142.9							
CBS-CSI MIAMI PAID PROMO	B641	1,415.2	1,415.2										
CBS-CSI/WITHOUT A TRACE PAID PROMO	B641	689.1	620.0			69.1							
CBS-DR PHIL & JUDGE JUDY PAID PROMO	B641	377.8											377.8
CBS-FASHION ROCKS PAID PROMO	B641	2,293.4	2,200.7	92.7									
CBS-INSIDE EDITION PAID PROMO	B641	422.6	422.6										414.6
CBS-INSIDER/ET PROMO	B641	414.6											
CBS-KID NATION PAID PROMO	B641	652.0	565.3			69.1					17.6		
CBS-MOONLIGHT PAID PROMO	B641	306.2	306.2										
CBS-MOVIES ROCK PAID PROMO	B641	680.6	680.6										
CBS-PICTURES/HOLLIS WOOD PAID PROMO	B641	1,964.6	242.0	1,514.3							208.4		
CBS-PRICE/RIGHT/YNG/RSTL PAID PROMO	B641	351.8	351.8										
CBS-VAR PROGRAMS PAID PROMO	B641	6,235.8	5,875.0			360.8							
CBS-VICTORIAS SECRET/SHW PAID PROMO	B641	902.8	851.1								51.7		
CBS-VIVA LAUGHLIN PAID PROMO	B641	1,660.5	1,603.6								56.9		
CBS-YOUNG & THE RESTLESS PAID PROMO	B641	287.5	287.5										
CHANNEL 4 TV STATION	B641	353.1	353.1										
CLEAR CHANNEL BRDCSTNG	B641	298.1				298.1							
CLOSER PAID PROMO	B641	1,105.6							335.7	674.1	95.7		
CNBC TV NETWORK CP	B641	412.7			412.7								
CNBC-BUSINESS NATION PAID PROMO	B641	397.3			397.3								
CW TV NETWORK	B641	15,262.6	2,396.3		6,988.0		5,402.6						475.7
CW-ALIENS IN AMERICA PAID PROMO	B641	405.4	317.0		88.2			0.2					
CW-AMERICAS NEXT TP MDL PAID PROMO	B641	687.2	593.1		58.6						35.5		
CW-BEAUTY & THE GEEK PAID PROMO	B641	646.6	593.1								53.5		
CW-CROWNED PAID PROMO	B641	981.2	696.4		204.4			0.8			37.0		42.5
CW-Gossip Girl PAID PROMO	B641	2,165.6	1,847.7		152.6						83.3		82.0
CW-LIFE IS WILD PAID PROMO	B641	2,316.6	1,827.7		306.5			0.2			120.3		62.0
CW-REAPER PAID PROMO	B641	643.9	289.2		208.8			1.2			49.6		95.2
CW-TWO & A HALF MEN PAID PROMO	B641	260.1			260.1								
FOX BROADCASTING CO CP	B641	633.9			8.3	625.7							
FOX BROADCASTING CO TV PROGRAM	B641	1,424.6				1,424.6							
FOX PROMO & AMERICAN EXPRESS	B641	295.3						294.5	0.8				
FOX TV NETWORK	B641	3,247.9	727.9		289.1		2,148.6						82.1
FOX TV NETWORK ENTERTAINMENT DIV	B641	39,129.4	8,986.3	527.6	1,151.2	71.4							28,392.8
FOX TV NETWORK NEWS DIV	B641	629.9			611.8								18.2
FOX TV NETWORK PAID PROMO	B641	1,455.6					350.0				208.0		897.6
FOX TV NETWORK SPORTS DIV	B641	2,982.1			416.1	1,048.6							1,517.4
FOX VAR PROGRAMS PAID PROMO	B641	458.7									458.7		
FOX-BACK TO YOU PAID PROMO	B641	1,031.9			796.1						235.8		
FOX-BACK TO YOU/TIL DTH PAID PROMO	B641	835.4	823.2								12.2		
FOX-BONES PAID PROMO	B641	902.3			582.2						320.1		
FOX-BONES/HOUSE PAID PROMO	B641	2,522.2	2,423.9								98.3		
FOX-EMMY AWARDS PAID PROMO	B641	1,232.9	1,232.9										
FOX-HOUSE PAID PROMO	B641	709.7	367.3								342.4		
FOX-KVILLE PAID PROMO	B641	550.8	251.9								298.9		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FOX-NEWS PAID PROMO	B641	538.7			395.8	142.9							
FOX-NEXT GREAT AMER BAND PAID PROMO	B641	603.9	495.0								108.9		
FOX-POST-BSBL&TBS-POST-B PAID PROMO	B641	421.5							0.2		421.4		
FOX-POSTSEASON BASEBALL PAID PROMO	B641	816.4									816.4		
FOX-PRISON BREAK PAID PROMO	B641	876.3	357.0		453.0						66.3		
FOX-PRISON BRK/K-VILLE PAID PROMO	B641	490.8	411.6								79.2		
FOX-VAR PROGRAMS PAID PROMO	B641	4,233.2	4,233.2										
FOX-WORLD SERIES BSBL PAID PROMO	B641	1,135.2									1,135.2		
G4 TV NETWORK ONLINE	B641	378.4	378.4										
GOOD HOUSEKEEPING MAG TV PROGRAM	B641	348.9	348.9										
GREY GOOSE ENTERTAINMENT TV PROGRAM	B641	6,321.5	6,321.5										
HARPO PRODUCTIONS TV PROGRAM	B641	2,032.9	2,028.3				4.7						
HSN TV PAID PROMO	B641	1,278.1	1,245.0		33.1								
KABC-TV STATION	B641	299.5					213.7						85.7
KCAL-TV STATION	B641	500.1			500.1								
KCBS-TV STATION	B641	282.9			32.9		250.0						
KCET-TV STATION	B641	314.3			313.2								1.2
KCPQ-TV STATION	B641	418.5					418.5						
KDAF-TV STATION	B641	280.2					280.2						
KDOC-TV STATION	B641	1,596.7			1,389.8		207.0						
KENS-TV STATION	B641	381.6			283.5		98.1						
KHCW-TV STATION	B641	446.6					446.6						
KING 5-TV STATION	B641	274.8			274.8								
KING-TV STATION	B641	3,016.9			3,016.9								
KING WORLD-TV PROGRAM	B641	898.6	898.6										
KING5.COM ONLINE	B641	292.6			292.6								
KMSP-TV STATION	B641	762.5					762.5						
KQED-TV STATION	B641	844.3			844.3								
KSHB-TV STATION	B641	611.2			611.2								
KSTP-TV STATION	B641	399.6					399.6						
KTLA-TV STATION	B641	3,050.1			2,555.1		495.0						
KWGN-TV STATION	B641	266.9					266.9						
KWHY-TV STATION	B641	525.0					518.0						7.0
KWTV-TV STATION	B641	378.4			378.4								
LIVE FROM ABBEY ROAD PAID PROMO	B641	297.8						282.5	15.3				
MGM WORLDWIDE-TV GROUP	B641	1,058.1											1,058.1
MNTV-ACADEMY/JAIL PAID PROMO	B641	467.6	467.6										
MNTV-CELEBRITY EXP/MRN 5 PAID PROMO	B641	577.8	577.8										
MNTV-CELEBRITY EXPOSE PAID PROMO	B641	580.7	473.7						107.0				
MNTV-DECISION HOUSE/MT/F PAID PROMO	B641	612.2	612.2										
MNTV-VAR PROGRAMS PAID PROMO	B641	789.3	789.3										
MYNETWORK-TV STATION	B641	466.1	70.8		334.9		60.4						
MYNETWORKTV PAID PROMO	B641	439.5	40.0		324.9						74.6		
NATIONAL GEOGRAPHIC-TV PROGRAM	B641	593.6	593.6										
NBC PROMO & ALLSTATE	B641	1,016.4						917.7	1.3		97.4		
NBC PROMO & AMERICAN EXPRESS	B641	577.6						545.0	0.2		32.4		
NBC-TV NETWORK	B641	5,570.1					4,455.5						1,114.6
NBC-TV NETWORK ENTERTAINMENT DIV	B641	29,203.4	7,884.8	1,110.4	2,622.0	3,175.1							14,411.2
NBC-TV NETWORK NEWS DIV	B641	7,766.0	16.4	324.9	6,736.9	89.1							598.7
NBC-TV NETWORK PAID PROMO	B641	2,687.1			1,185.0	50.5							1,451.6
NBC-TV NETWORK SPORTS DIV	B641	709.3			156.7	552.6							
NBC-UNIVERSAL-TV PROGRAM	B641	615.0					615.0						
NBC-VAR PROGRAMS PAID PROMO	B641	4,547.1									4,547.1		
NBC-BIGGEST LOSER CPLS PAID PROMO	B641	307.4	307.4										
NBC-BIGGEST LOSER PAID PROMO	B641	1,261.0	400.8	840.6							19.5		
NBC-BIONIC WOMAN PAID PROMO	B641	2,284.3	2,024.9			142.9					116.5		
NBC-CELEBRITY APPRENTICE PAID PROMO	B641	638.7	638.7										
NBC-CHUCK PAID PROMO	B641	1,093.4	979.5								113.9		
NBC-FRIDAY NIGHT LIGHTS PAID PROMO	B641	253.6	253.6										
NBC-HEROES PAID PROMO	B641	2,517.3	2,492.4		2.5						22.3		
NBC-JOURNEYMAN PAID PROMO	B641	1,732.0	1,732.0										
NBC-LIFE PAID PROMO	B641	1,633.0	1,478.6		1.3	142.9					10.3		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NBC-NEWS PAID PROMO	B641	2,427.4		114.3	2,313.1								
NBC-NFL FOOTBALL PAID PROMO	B641	695.9	656.8		39.1								
NBC-PHENOMENON PAID PROMO	B641	647.1	642.1									5.0	
NBC-SPORTS PAID PROMO	B641	354.2			153.4	178.6							22.2
NBC-TODAY SHOW PAID PROMO	B641	376.5	274.2	102.3									
NBC-VAR PROGRAMS PAID PROMO	B641	4,452.1	4,452.1										
NICK AT NITE GEORGE LPZ PAID PROMO	B641	266.3	266.3										
NY1 CHANNEL 1 TV STATION	B641	643.9			643.9								
OETA TV STATION	B641	303.8			303.8								
PARAMOUNT PICTURES TV PROGRAM	B641	545.8	206.5				339.3						
PBS TV STATION	B641	13,523.3	8,615.4	218.3	2,193.4	1,021.3	51.6	115.4	177.8		598.1	278.8	253.3
PGA TOUR TV PROGRAM	B641	266.3	266.3										
QUORUM PRODUCTIONS TV PROGRAM	B641	452.9	452.9										
SNY TV STATION	B641	2,255.6			2,104.1		151.5						
SONY PCTRS FAM ENTER GRP TV PROGRAM	B641	255.2	91.0				164.3						
SPANISH BROADCASTING SYS	B641	2,779.7					2,779.7						
SUPREME MASTER CHING HAI TV PROGRAM	B641	312.2	312.2										
SUPREME MASTER TV STNS	B641	793.7	70.8		667.4		55.5						
TELEFUTURA TV NETWORK	B641	477.8	107.8		370.0								
TELEMUNDO TV NETWORK	B641	3,438.0	221.0		4.7	70.9	1,168.7						1,972.8
TELEMUNDO TV NETWORK PAID PROMO	B641	667.0											667.0
TIME WARNER INC TV PROGRAM	B641	502.8	502.8										
TURNER BROADCASTING NTWRK TV PROGRAM	B641	2,810.7				2,810.7							
TV ONE-BAISDEN AFTER DRK PAID PROMO	B641	324.8	130.7									194.1	
TVG NETWORK RACING	B641	277.2	175.9		95.8						5.5		
TYLER PERRYS HOUSE/PAYNE PAID PROMO	B641	423.7					2.7		5.1	351.9		64.0	
UNIVERSAL TV PROGRAM	B641	353.8			115.3		238.5						
UNIVISION TV NETWORK	B641	2,017.1			681.9	1,316.1	19.1						
UPN TV NETWORK	B641	419.7			410.5		9.2						
VERSUS TV STATION	B641	2,529.2	278.5	114.4	2,064.9	71.4							
WABC TV STATION	B641	1,565.1			60.4	1,504.7							
WALGREENS TV PROGRAM	B641	808.4	808.4										
WARNER BROS ENTERTAINMENT DIV	B641	801.8											801.8
WARNER BROS TV PROGRAM	B641	1,467.9	915.2				552.7						
WBNS TV STATION	B641	414.4			396.4		18.0						
WBTV TV STATION	B641	429.8			348.3		81.5						
WCIU TV STATION	B641	2,903.3			2,032.7		870.6						
WCNC TV STATION	B641	260.1			260.1								
WDCW TV STATION	B641	553.7			5.6		548.1						
WDIV TV STATION	B641	599.3			599.3								
WETA TV STATION	B641	689.0			465.6	94.8	54.0						74.6
WFAA TV STATION	B641	2,664.7			2,194.1		470.6						
WFLD TV STATION	B641	323.5			83.5		240.0						
WFMZ TV STATION	B641	290.1			71.0		219.1						
WGBH TV STATION	B641	717.5	370.8		258.7								88.0
WGN TV STATION	B641	5,396.1	205.8		4,683.9								506.4
WHAM TV STATION	B641	351.4			351.4								
WISH TV STATION	B641	408.6			302.3		106.3						
WJAR TV STATION	B641	289.7					289.7						
WJYS TV STATION	B641	481.8					481.8						
WLNY TV STATION	B641	864.8			844.0		20.8						
WNYW TV STATION	B641	498.0					498.0						
WPHL TV STATION	B641	301.0					301.0						
WUSA TV STATION	B641	1,839.5				1,272.9							566.5
WWOR TV STATION	B641	602.9			102.9		500.0						
A STRANGERS HEART PAID PROMO	B642	272.4							3.4	19.0	249.9		
A&E CABLE TV	B642	13,856.9	7,389.2	1,487.8	81.9	568.2	2,617.2		39.4				1,712.8
A&E CABLE TV PAID PROMO	B642	1,790.9							12.7			1,751.5	
A&E-INTERVENTION PAID PROMO	B642	349.3											336.6
A&E-PARANORMAL STATE PAID PROMO	B642	1,135.7	499.0	340.6				74.2			220.4		1.6
ABC FAM CHANNEL CABLE TV	B642	17,562.7	12,329.9	360.0			2,311.6						2,561.1
ABC FAM CHANNEL CABLE TV PAID PROMO	B642	1,180.4					68.7					644.1	467.6

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
AFAM-13 NIGHTS/HLWN PAID PROMO	B642	627.2	627.2										
AFAM-25 DAYS/CHRISTMAS PAID PROMO	B642	2,418.6	1,964.5	454.1									
AFAM-BIG SHOTS PAID PROMO	B642	287.5	287.5										
AFAM-HOLIDAY/HANDCUFFS PAID PROMO	B642	665.0	565.5										
AFAM-LINCOLN HEIGHTS PAID PROMO	B642	1,600.6	1,600.6										99.5
AFAM-NATURE OF/BEAST PAID PROMO	B642	1,521.5	1,161.5	360.0									
ALTITUDE SPRT&ENTER CHNL	B642	927.0			927.0								
AMC CABLE TV	B642	2,114.5	374.6		508.7	519.3	319.5						392.5
AMC-MAD MEN PAID PROMO	B642	879.7			122.9	142.9			323.5	290.4			
AMERICAN CHOPPER PAID PROMO	B642	809.2							809.2				
ANIMAL PLANET CABLE TV	B642	1,706.0	1,641.6		22.0		42.4						
ANIMAL PLNT-MEERKAT MNR PAID PROMO	B642	312.5	312.5										
ANIMAL PLNT-WILD/CNTDWN PAID PROMO	B642	454.9	454.9										
BBC AMERICA CABLE TV	B642	4,870.7	3,368.4		123.1	522.4	853.1						3.7
BBCA-TORCHWOOD PAID PROMO	B642	754.4	754.4										
BET CABLE TV	B642	865.5	91.7			158.8	371.5						243.6
BIG TEN NETWORK CABLE TV	B642	2,529.5			2,360.4	168.6	0.5						
BIG TEN NETWORK PAID PROMO	B642	2,524.6							87.1	1,863.1		574.5	
BILL ENGVALL SHOW PAID PROMO	B642	807.9					2.6		158.2	643.4	3.7		
BIOGRAPHY CHANNEL CBL TV	B642	1,142.7	1,142.7										
BIOGRAPHY-FINAL 24 PAID PROMO	B642	435.4	435.4										
BLOOMBERG CABLE TV	B642	519.2	466.8			52.4							
BLOOMBERG TV PAID PROMO	B642	955.5	314.9			49.3				103.2		488.0	
BRAVO CABLE TV	B642	10,349.3	8,289.7		180.7	306.2	1,537.8						35.0
BRAV-REAL HSWS-ORG CNTY PAID PROMO	B642	1,402.5	1,127.2						22.2	153.0	100.1		
BRAV-TIM GUNNS GD/STYL PAID PROMO	B642	1,164.8	1,164.8										
BRAV-TOP CHEF PAID PROMO	B642	272.4	272.4										
CABLE ONE CABLE TV	B642	556.7					556.7						
CARTOON NETWORK CABLE TV	B642	2,240.4			42.9		2,197.5						
CARTOON NETWORK CABLE TV PAID PROMO	B642	1,716.8								5.2		1,711.7	
CBSLA CABLE TV	B642	4,020.8					4,020.8						
CBSNY CABLE TV	B642	2,546.7					2,546.7						
CINEMAX CABLE TV	B642	1,316.6	1,315.7		0.9								
CMT CABLE TV	B642	5,862.6	1,209.2	3,624.8	1.6	369.3	226.1						431.7
CMT-DALE PAID PROMO	B642	2,485.1	1,694.4	622.2		168.6							
CMT-DALLAS CWBYS CHRLDRS PAID PROMO	B642	611.0	496.7	114.3									
CNBC CABLE TV	B642	2,980.8			27.7	2,549.6	403.5						
CNBC CABLE TV PAID PROMO	B642	747.8	39.7		53.3	654.3				0.5			
CNBC-OCTOBER 87 CRSH&CMB PAID PROMO	B642	397.3				397.3							
CNN CABLE TV	B642	11,160.1	2,669.8		1,328.3	3,229.5	3,804.7						127.8
CNN CABLE TV PAID PROMO	B642	4,036.6	241.4	104.0	141.9	2,286.4	97.3		11.8			882.1	271.7
CNN HEADLINE NEWS CBL TV PAID PROMO	B642	525.2	385.2		140.0								
CNN.COM ONLINE	B642	371.5			2.5	369.0							
CNN-HEROES PAID PROMO	B642	1,178.1	859.3			318.8							
CNN-PLANET IN PERIL PAID PROMO	B642	1,545.8	1,298.6			163.6			1.0		82.6		
CNN-POLITICS PAID PROMO	B642	298.7	298.7										
CNN-YOUTUBE DEBATE PAID PROMO	B642	542.2	283.0		101.7	151.7							5.8
COMCAST SPORTSNET CBL TV	B642	3,227.9			2,796.2		425.8		5.9				
COMCAST SPORTSNET CBL TV PAID PROMO	B642	438.2			268.0				170.2				
COMEDY CENTRAL CABLE TV	B642	1,509.0	1,035.0		5.2		456.0						12.8
COMEDY CENTRAL CABLE TV PAID PROMO	B642	455.1									453.9	1.2	
COMPANY PAID PROMO	B642	911.9	911.9										
COURT TV CABLE TV	B642	262.4						262.4					
COX COMMUNICATIONS CO CP	B642	1,883.3	576.9		17.9	95.3	315.1						878.2
C-SPAN CABLE TV	B642	535.4	20.3		64.5				450.7				
DISC-LAST ONE STANDING PAID PROMO	B642	969.2	48.9		536.1	186.4	197.8						
DISC-MAN VS WILD PAID PROMO	B642	646.8							131.7		515.1		
DISCOVERY CHANNEL CBL TV	B642	682.3	330.1		16.1				10.0		326.1		
DISCOVERY CHANNEL CBL TV PAID PROMO	B642	10,470.6	7,982.9	73.8	387.3	1,214.9	515.8						295.9
DISCOVERY CHANNEL CBL TV PAID PROMO	B642	1,758.7							100.0	409.2	22.2	790.6	436.7
DISCOVERY HEALTH CBL TV	B642	2,059.0	1,205.9	682.2		170.9							
DISCOVERY HEALTH CBL TV PAID PROMO	B642	493.5							332.0	105.4	56.2		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DISCOVERY TIMES CABLE TV	B642	285.8				285.8							
DISCOVERY-LST ONE STNDNG PAID PROMO	B642	1,614.6	1,614.6										
DISC-PLANET EARTH PAID PROMO	B642	1,082.2	913.9			160.3					8.0		
DISC-SMASH LAB PAID PROMO	B642	391.7	391.7										
DISNEY CHANNEL CABLE TV	B642	5,931.2	4,092.0		4.2		331.9	114.7	9.1		1.2	1,378.2	
DISN-MY FRIENDS TGR&PH PAID PROMO	B642	1,680.0	1,680.0										
DISN-WIZARDS/WAVEY PLC PAID PROMO	B642	367.3	366.8						0.5				
DIY NETWORK CABLE TV	B642	2,909.8	93.5		2,816.3								
DIY NETWORK CABLE TV PAID PROMO	B642	1,013.2							67.6	663.3	282.3		
DIY-COOL TOOLS PAID PROMO	B642	311.8	89.8						107.2	31.0	83.9		
E ENTERTAINMENT CABLE TV	B642	12,208.1	3,516.1		61.8		174.2						8,456.0
E ENTERTAINMENT CBL TV PAID PROMO	B642	2,046.1										173.7	1,872.4
ENCORE STARZ CABLE TV	B642	277.8			276.5		1.3						
E-SNOOP DOGG PAID PROMO	B642	1,128.1											1,128.1
E-SNOOP DOGGS FATHER HD PAID PROMO	B642	821.9	370.0					220.5	0.2		231.3		
ESPN2-NASCAR PAID PROMO	B642	629.9	629.9										
ESPN & ESPN 2 CABLE TV	B642	2,996.8	2,680.6		63.8	252.3							
ESPN 2 CABLE TV	B642	8,695.8	7,222.0		22.7	1,439.0	12.0						
ESPN CABLE TV	B642	27,450.6	17,378.4		288.1	3,167.3	3,934.9						2,681.9
ESPN CABLE TV & ESPN HD CABLE TV	B642	754.0	754.0										
ESPN CABLE TV PAID PROMO	B642	2,617.6	891.9		36.1				65.3			537.9	1,086.5
ESPN DEPORTES CABLE TV	B642	536.2	448.6			18.7	6.5		9.0		32.8		20.6
ESPN INC CP	B642	757.6	754.0		3.6								
ESPN PAY PER VIEW CBL TV	B642	928.4	847.7			80.7							
ESPN.COM ONLINE	B642	5,540.6	1,375.5			108.3			14.0		4,042.8		
ESPN-COLLEGE FTBL GM PAID PROMO	B642	961.4	445.4			515.9							
ESPN-E 60 PAID PROMO	B642	1,131.3	1,056.7			74.6							
ESPNNEWS NETWORK CABLE TV	B642	271.3	252.6			18.7							
ESPN-FIFA W WORLD CUP PAID PROMO	B642	360.6	360.6										
ESPN-MONDAY NIGHT FTBL PAID PROMO	B642	5,482.9	4,755.5			279.9	163.1	277.2	7.2				
ESPN-NASCAR RACING PAID PROMO	B642	1,657.5	1,657.5										
ESPN-NBA BASKETBALL PAID PROMO	B642	1,488.1	1,208.2			279.9							
ESPN-SUNDAY NFL CNTDWN PAID PROMO	B642	2,505.9	2,187.4			134.0				184.5			
ESPNU CABLE TV	B642	406.5											406.5
FEARNET CABLE CHANNEL ONLINE	B642	422.4								422.4			
FEARNET CABLE CHANNEL PAID PROMO	B642	346.0								346.0			
FIFA WOMENS WORLD CUP PAID PROMO	B642	272.0						26.3		245.7			
FINE LIVING CABLE TV	B642	1,273.3	212.8		1,060.4								
FOOD NETWORK CABLE TV	B642	2,672.8	757.2		423.6		1,204.1						287.9
FOX BUSINESS CABLE TV PAID PROMO	B642	577.4				407.0				170.5			
FOX NEWS CHANNEL CBL TV	B642	2,594.8	1,393.2		637.2	103.5	415.5				24.0		21.4
FOX SPORTS NET CABLE TV	B642	2,260.2			416.3		653.3						1,190.6
FOX SPORTS NET CABLE TV PAID PROMO	B642	351.2							244.3		88.1		18.8
FOX SPORTS NEWS CBL CHNL PAID PROMO	B642	357.3											357.3
FOXSPORTS.COM TAILGATE ONLINE	B642	1,341.2						1,260.0	81.2				
FSN CABLE TV CO	B642	256.8					244.8		12.0				
FSN TV NETWORK	B642	296.9			275.6		21.3						
FSN-CABLE TV NETWORK PAID PROMO	B642	2,919.7			2,919.7								
FUSE CABLE TV	B642	749.4	268.4				481.0						
FUSE-VIDEOS/ROCKED/WORLD PAID PROMO	B642	658.0	658.0										
FUTURE WEAPONS PAID PROMO	B642	986.2							986.2				
FX CABLE TV	B642	14,040.3	4,836.0		677.2	391.0	1,701.2						6,435.0
FX CABLE TV PAID PROMO	B642	644.0					43.1			24.1			576.8
FX-ITS ALWAYS SNY/PHLDPH PAID PROMO	B642	712.0	84.8										627.2
FX-NIP TUCK PAID PROMO	B642	1,396.3	864.4		201.6						330.3		
GOLF CHANNEL CABLE TV	B642	1,233.9	367.8		458.7	278.0							129.4
GOLF-BIG BREAK PAID PROMO	B642	481.4	340.6						140.8				
GOLF-PGA TOUR PAID PROMO	B642	576.1							179.2		396.8		
GSN NETWORK CABLE TV	B642	3,363.9	2,058.3	1,097.6	9.2	29.0	169.9						
GSN NETWORK CABLE TV PAID PROMO	B642	520.1										520.1	
HALL-ALL I WANT FOR XMAS PAID PROMO	B642	1,015.1	223.6	324.9					4.1		462.5		
HALLMARK CHANNEL CBL TV	B642	4,736.6	2,239.5	1,450.5	8.5		167.9						870.1

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HALLMARK CHANNEL CBL TV PAID PROMO	B642	2,209.3	424.3	112.0					3.9		209.6	741.2	718.2
HALL-NOTE PAID PROMO	B642	1,132.8	246.7	436.9					4.4		444.8		
HBO CABLE TV	B642	53,507.3	27,492.6	300.5	6,660.0	7,850.2	5,499.5	50.0	1,343.0		2,986.8	543.1	781.6
HBO COMEDY-COMEDY CLIPS PAID PROMO	B642	350.8	350.8										
HBO LATINO CABLE TV	B642	807.0	629.2		177.7								
HBO PAY-PER-VIEW CBL TV	B642	1,457.7	1,177.9		110.1		205.6						169.8
HBO-ALIVE DAY MRS HM/RQ PAID PROMO	B642	723.1	517.5										
HBO-AS YOU LIKE IT PAID PROMO	B642	398.3	398.3										
HBO-BOB SAGET THAT/RGHT PAID PROMO	B642	303.0	303.0										
HBO-FIVE DAYS PAID PROMO	B642	1,107.8	924.1			183.7							
HBO-JSTN TMTRLK FTRSX/LV PAID PROMO	B642	1,958.5	1,958.5										
HBO-REAL SPORTS PAID PROMO	B642	312.0	312.0										
HBO-TAYLOR/PAVLIK PAID PROMO	B642	665.5	545.0		13.1	107.5							
HBO-TELL ME YOU LOVE ME PAID PROMO	B642	551.1	551.1										
HBO-UNAPOLOGETIC PAID PROMO	B642	348.7	264.3			84.4							
HDNET CABLE TV	B642	539.5	302.7		16.4	67.5			152.9				
HEARTLAND PAID PROMO	B642	287.2							10.7	276.5			
HGTV CABLE TV	B642	4,635.9	3,965.5		495.4		175.0						
HGTV ONLINE	B642	272.9	246.6		8.4					17.8			
HGTV-DESIGN STAR PAID PROMO	B642	739.8	739.8										
HISI-1968/TOM BROKAW PAID PROMO	B642	386.5	386.5										
HISTORY CHANNEL CABLE TV	B642	10,769.2	4,180.3		390.3	796.7	3,898.8						1,503.2
HISTORY CHANNEL CABLE TV PAID PROMO	B642	2,433.4							988.6		328.9	698.5	417.5
HISTORY-DIGGING FOR/TRTH PAID PROMO	B642	684.5	684.5										
HISTORY-LOST BK/NSTRDMS PAID PROMO	B642	776.1	776.1										
HLN-MORNING EXPRESS PAID PROMO	B642	858.7	858.7										
HOME SHOPPING CABLE TV	B642	686.0	645.0		41.0								
IFC CABLE TV	B642	1,547.5	725.4	182.4	61.4	142.9	434.3						1.2
IN DEMAND PAY PER VIEW	B642	584.0	150.3		9.0	212.8	201.6		10.3				
INTERSPORT TV CABLE TV PROGRAM	B642	473.5				473.5							
ION CABLE TV	B642	290.5	199.4		91.1								
LIFE-HOW-LK GD NKD PAID PROMO	B642	568.6	568.6										
LIFE-LISA WLMS LF-DEAD PAID PROMO	B642	540.1							14.3	525.8			
LIFETIME CABLE TV	B642	13,888.8	11,900.2		93.3		1,275.5						619.9
LIFETIME CABLE TV PAID PROMO	B642	4,526.2					68.6		2.4			4,342.8	112.3
LIFETIME-LISA WLMS LF/D PAID PROMO	B642	1,244.8	1,244.8										
LOVE IS A 4 LETTER WORD PAID PROMO	B642	338.9							2.4	128.6	207.9		
MASN MID-ATLANTIC/NTWRK PAID PROMO	B642	450.3							450.3				
MID-ATLANTIC SPRTS NTWRK	B642	930.9			784.5		146.4						
MOJO HI-DEF CABLE TV	B642	355.7	212.8			142.9							
MOUNTAIN WEST SPRT NTWRK PAID PROMO	B642	298.7							215.4				83.3
MSG NETWORK CABLE TV	B642	279.3			279.3								
MSNBC CABLE TV	B642	4,153.9	3,931.4		200.4	22.1							
MSNBC ONLINE	B642	2,276.3	2,244.0		31.7				0.0	0.6			
MTV CABLE TV	B642	3,722.6	2,118.1		37.8	303.2	1,239.9						23.7
MTV VIDEO MUSIC AWARDS PAID PROMO	B642	1,123.8	973.5				29.0		75.9				45.4
MTV-RUNS HOUSE/MKNG MNDO PAID PROMO	B642	311.9	311.9										
MY FRIENDS TICKER & POOH PAID PROMO	B642	354.1						353.1	1.0				
NBA LEAGUE PASS CABLE TV	B642	418.8	188.5		230.3								
NBA LEAGUE PASS CABLE TV PAID PROMO	B642	1,951.4	188.5		827.1			179.3	203.6		552.9		
NBA TV CABLE CHANNEL PAID PROMO	B642	437.3						43.1			394.2		
NBC UNIVERSAL VAR CABLE TV NETWORKS	B642	3,276.0					3,082.6						193.4
NCTA NATL CABLE&TELECOM	B642	3,749.5	27.2				547.0	1,659.7	332.3		1,183.3		
NEW ENGLAND SPORTS NTWRK	B642	1,365.1			1,365.1								
NFL NETWORK CABLE TV	B642	1,345.2	734.7		610.5								
NFL NETWORK CABLE TV PAID PROMO	B642	3,103.3				335.5		30.0	826.4	34.3	1,507.7	29.0	340.4
NCG-INcredible HMN MCHN PAID PROMO	B642	281.3	280.6						0.7				
NICKELODEON CABLE TV	B642	1,389.4	1,163.1				83.9						142.4
OUTDOOR CHANNEL	B642	400.6	160.5		240.1								
OXYGEN NETWORK CABLE TV	B642	3,393.5	2,732.7			35.7	213.3						411.9
PAY-PER-VIEW CABLE TV	B642	9,882.6			606.1	187.2		56.4	180.1	109.8	8,148.4	15.6	579.0
PBS KIDS SPROUT CABLE TV	B642	488.8	488.8										

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PBS KIDS SPROUT CABLE TV PAID PROMO	B642	469.5	431.9						37.6				
QVC HOME SHOPPING NTWRK	B642	16,531.2	13,604.0		968.7		10.6	1,097.9	5.0		845.0		
RCN CABLE TV	B642	1,248.2			367.9		880.1		0.3				
RENEW ORLEANS CABLE TV PAID PROMO	B642	521.5	521.5										
RETIREMENT/TV-BEST/RTR PAID PROMO	B642	332.4	332.4										
RRD MOBILE TV SERVICE	B642	839.6	839.6										
RRD MOBILE TV SERVICE PAID PROMO	B642	599.7	599.7										
SAVING GRACE PAID PROMO	B642	1,061.2						330.1	731.1				
SCFI-DRESDEN FILES PAID PROMO	B642	316.2						78.3		237.9			
SCFI-TIN MAN PAID PROMO	B642	2,039.4	1,204.6		320.5			117.4		396.9			
SCI-FI CHANNEL CABLE TV	B642	4,285.3	2,532.7	368.0	153.9	240.4	713.8						276.5
SCI-FI CHANNEL CABLE TV PAID PROMO	B642	474.7			415.5		69.7					93.4	381.3
SERVICE ELECT CABLE TV	B642	485.2											
SHOWTIME CABLE TV	B642	12,582.2	4,716.1		2,383.3	1,598.8	19.0	763.3	107.3	243.4	837.7	1,660.8	252.4
SHOWTIME-BROTHERHOOD/DXT PAID PROMO	B642	1,364.6	1,364.6										
SHOWTIME-DEXTER PAID PROMO	B642	1,017.1	713.9		97.5	205.6							
SHOWTIME-WEEKS PAID PROMO	B642	466.7	466.7										
SMITHSONIAN CHNL CBL TV PAID PROMO	B642	262.7	262.7										
SOAP-/FASHIONISTA DRS PAID PROMO	B642	2,027.2	2,027.2										
SOAPNET CABLE NETWORK PAID PROMO	B642	862.5						24.5					838.0
SOAPCABLE TV	B642	5,843.2	3,593.2				122.4						2,127.7
SOAP-SUNDAY NIGHT MOV PAID PROMO	B642	790.5	790.5										
SOPRANOS PAID PROMO	B642	527.9					330.0	197.9					
SPD-VAR PROGRAMS PAID PROMO	B642	276.9	276.9										
SPEED CHANNEL CABLE TV	B642	1,454.0	1,197.3										256.7
SPIKE TV CABLE TV	B642	2,565.5	697.9				1,429.6						438.0
STARGATE ATLANTIS PAID PROMO	B642	665.1						0.0	15.6		649.4		
STARGATE SG-1 PAID PROMO	B642	455.6							77.4		378.2		
STARZ CABLE TV	B642	1,777.5	659.6		686.3		49.0		6.1		175.7	81.9	119.0
STYLE CABLE TV	B642	4,767.4	3,513.6				192.3						1,061.5
STYL-HOW DO I LOOK PAID PROMO	B642	351.6	351.6										
SUN SPORTS CABLE TV	B642	555.2			216.9		338.3						
SUNDANCE CABLE TV NTWRK	B642	2,518.9	1,047.5	343.1		201.0	927.3						
SUNDANCE-ICONOCLASTS PAID PROMO	B642	316.6	316.6										
TBS CABLE TV	B642	8,462.6	3,048.8	372.1	294.2	423.6	1,667.8						2,656.2
TBS CABLE TV PAID PROMO	B642	1,307.0						126.1				1,060.5	120.4
TBS-COMEDY FESTIVAL PAID PROMO	B642	368.1											368.1
TBS-FRANK TV PAID PROMO	B642	1,260.7						165.9		249.6			845.2
TBS-MLB POSTSEASON PAID PROMO	B642	392.6	356.5		36.1								
TBS-NLCS NTL LG CHMP SRS PAID PROMO	B642	610.2				193.4			0.1	416.7			
TBS-POSTSEASON BASEBALL PAID PROMO	B642	632.5	109.0			139.9		200.0			183.6		
TBS-TYLER PERRYS HS/PYN PAID PROMO	B642	277.8	57.2										220.6
TCM CABLE TV	B642	3,885.2	2,758.2	622.2	140.6	271.8							92.4
THC-1968 PAID PROMO	B642	537.4								537.4			
THC-LOST BK-NOSTRADAMUS PAID PROMO	B642	744.9			177.2	160.3				407.4			
TLC CABLE TV	B642	5,574.6	3,946.3			303.2	648.8						676.4
TLC THE LEARNING CHANNEL PAID PROMO	B642	475.8						115.5		164.5		195.8	
TLC-FASHIONABLY LATE PAID PROMO	B642	902.9	309.4					20.8	60.2	494.0			18.4
TLC-JON & KATE PLUS 8 PAID PROMO	B642	263.4										263.4	
TLC-MISS AMER RLTY CHCK PAID PROMO	B642	310.3	246.7									63.6	
TNT CABLE TV	B642	17,863.6	9,122.7		376.7	2,332.0	1,695.7						4,336.4
TNT TURNER NETWORK PAID PROMO	B642	454.1										454.1	
TNT-CLOSER/SAVING GRACE PAID PROMO	B642	878.3	263.0						39.8	47.2	4.5		523.8
TNT-NBA BASKETBALL PAID PROMO	B642	480.8			24.3	96.2							360.4
TNT-NBA TIP-OFF PAID PROMO	B642	421.3	327.3		25.0	69.1							
TNT-PGA GRAND SLAM/GOLF PAID PROMO	B642	256.5	199.5			42.7						14.3	
TRAVEL CHANNEL CABLE TV	B642	2,507.4	2,054.5	114.4	66.3	252.2	20.0						
TRAVEL CHANNEL CABLE TV PAID PROMO	B642	302.7	230.5			72.2							
TRAV-ANTHNY BRDN/RSRVT PAID PROMO	B642	1,534.6	1,534.6										
TRAV-SAMANTHA BROWN PAID PROMO	B642	256.9	256.9										
TRU CABLE NETWORK PAID PROMO	B642	2,933.4			1,489.6	1,000.2			31.3		300.4		111.9
TRU-STAR JONES PAID PROMO	B642	627.7	627.7										

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TURNER CLASSIC MOVIES ONLINE	B642	257.0	257.0										
TV GUIDE CHANNEL CBL TV	B642	2,896.7	2,708.0		159.4			29.3					
TV GUIDE-LIVE/EMMY AWRDS PAID PROMO	B642	584.8	584.8										
TV ONE CABLE TV	B642	1,000.1	824.4			64.4	31.3						80.0
TVGN-DANCING WITH/STARS PAID PROMO	B642	317.5	317.5										
TVGN-SURREAL LIFE PAID PROMO	B642	351.8	351.8										
USA CABLE TV NETWORK	B642	13,148.9	6,878.5		1,357.6	2,284.5	315.9						2,312.4
USA NETWORK CABLE TV PAID PROMO	B642	876.0						55.7				64.5	755.8
USA-LAW&ORDER CRMLN INTN PAID PROMO	B642	2,141.9	1,007.0		128.5	181.1		5.8	127.0	428.6			263.9
VERSUS CABLE CHANNEL PAID PROMO	B642	940.3						267.1		90.3		82.5	500.3
VERSUS CABLE TV	B642	2,039.9	641.4			814.5	5.2					8.3	570.5
VH-1 MUSIC CHNL CBL TV	B642	6,225.4	4,802.2		306.4		914.9						201.9
VH1-CRITICS CHOICE AWRDS PAID PROMO	B642	445.4	445.4										
VH-1 HIP HOP HONORS PAID PROMO	B642	299.4	145.2										154.2
VH-1-I LOVE NY 2 PAID PROMO	B642	289.0	244.6										
VH-1-SALT N PEPA PAID PROMO	B642	532.1	372.2									160.0	
VIACOM CABLE TV	B642	265.7	212.0		28.0		25.7						
VS-COLLEGE FOOTBALL PAID PROMO	B642	295.4				295.4							
VS-NHL HOCKEY PAID PROMO	B642	737.5	356.5		104.2	109.7			167.1				
WE CABLE TV	B642	2,758.1	1,666.4		0.1		420.5						671.0
WEATHER CHANNEL CABLE TV	B642	418.0	244.5				173.5						
WE-RICH BRIDE POOR BRIDE PAID PROMO	B642	300.7	225.9							74.8			
WGN CABLE TV PROMO PAID PROMO	B642	661.5						3.2			604.8		53.4
WITHOUT PREJUDICE PAID PROMO	B642	263.7						263.7					
WWE PAY-PER-VIEW	B642	307.7											307.7
YES NETWORK CABLE TV	B642	324.3			324.3								
30DAYSOFFASHION.COM ONLINE	B651	604.8	604.8										
AD INK SERVICES	B651	5,951.4	5,951.4										
ADSERTS MEDIA SERVICES	B651	7,304.5	7,304.5										
ADVERTISING MINDS SVC	B651	262.2	262.2										
AFFLUENT MEDIA	B651	22,447.8	22,447.8										
AGENTI MEDIA SERVICES	B651	4,956.9	4,956.9										
ALM MEDIA ADV SERVICE	B651	3,015.9	3,015.9										
ANGIES LIST SERVICE	B651	7,183.2	496.0		4,012.2	75.6	479.1			2,120.4			
ATLANTIC MEDIA MARKETING	B651	1,958.1	1,958.1										
BRAND POWER ADV PLAN	B651	23,914.6						9,331.2	6,150.3	4,999.6	3,433.5		
BUSINESS&HLTHCR NWS ADV	B651	874.2	874.2										
BUYING TIME MEDIA	B651	393.4				393.4							
CAMBRIDGE BIOMARKETING	B651	351.2				351.2							
CLEAR CHNL OUTDR AD CO	B651	631.9				624.3		7.6					
CONSTANT CONTACT MKTG	B651	1,417.1			42.4								1,374.7
CUSTOM MKTG GROUP SVC	B651	2,766.5	2,766.5										
CYMEDIA MKTG ONLINE	B651	415.1											415.1
DORNA USA ADV	B651	355.0				355.0							
DOUBLECLICK ADV ONLINE	B651	285.6			3.5	282.1							
EMI NETWORK SERVICES	B651	13,641.7	13,641.7										
FASTSIGNS STORE	B651	1,506.9			36.6		138.8		34.8		1,296.6		
FOSTERPRINTS SERVICES	B651	445.6	445.6										
GREATER MEDIA RADIO MKT	B651	481.3				481.3							
HAUTE MEDIA	B651	15,284.8	15,284.8										
IMPACT MEDIA SERVICES	B651	3,483.1	3,483.1										
INDEPENDENT/CTLMNS ASSN	B651	1,626.2	1,626.2										
INTEGRAL MEDIA ADV SVC	B651	2,261.0	2,261.0										
JMC MARKETING SERVICES	B651	1,005.3	1,005.3										
LOGOWORKS MARKETING	B651	714.4								714.4			
MADISON MEDIA CORP ADV	B651	3,214.3	3,214.3										
MAJESTIC MARKETING SVC	B651	486.0	486.0										
MARKETING SVC GROUP	B651	256.9	256.9										
MBI MEDIA BROKERS INTL	B651	1,709.9	1,681.8	28.1									
MEDIA DESIGN SYS MKTG	B651	2,418.2											
MEDIA NETWORKS SERVICE	B651	66,864.8	66,776.0	88.8									
MEDIA PEOPLE SERVICE	B651	1,058.7	1,058.7										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MEDIABIDS.COM ADV SVC ONLINE	B651	369.1	369.1										
MEDIABILITY PLUS INC	B651	287.6	287.6										
MEDIAMAX NETWORK SERVICE	B651	24,228.0	24,228.0										
MEDIAPLANET INTL AB CP	B651	851.3				851.3							
MEDIA-PROS ADV SERVICE	B651	909.7	909.7										
MICROSOFT ADCENTER ONLINE	B651	1,989.2	176.3										
MONGOOSE ATLANTIC ADV	B651	23,817.8	23,817.8										
MY M&MS ADV SPECIALTIES	B651	7,628.2	6,693.2	835.6	21.6	77.8							
NEW JERSEY MLTPL LSTNG	B651	314.4			314.4								
NIELSEN MEDIA RESEARCH	B651	573.9	159.3										414.6
PBM PDTS MARKETING SVC	B651	2,136.1	2,136.1										
PIP POSTAL INST PRSS PRT	B651	354.7										354.7	
PLUSMEDIA ADV SERVICE	B651	2,953.6	2,953.6										
POSTERSCOPE USA ADV	B651	258.0				258.0							
PREPRINT PUBLISHING ADV	B651	6,693.7	6,693.7										
PRIMETIME TOP/STKHS MKTG	B651	1,500.8	1,500.8										
PS DIRECT ADV SERVICE	B651	1,018.9	1,018.9										
RH DONNELLEY PRINTER	B651	602.1				602.1							
S CALLAN ADV SERVICE	B651	257.5				257.5							
SALESGENIE.COM ONLINE	B651	16,298.8	1,897.1		62.3			11,844.6	0.5		2,494.4		
SIR SPEEDY INST PRNT CTR	B651	814.1			30.6				0.0		783.5		
SPOT RUNNER ADV AGENCY	B651	703.3					23.0	44.8	95.4		534.8		5.3
SYNERGISTIC MARKETING	B651	93,021.1	93,021.1										
UNIVERSAL MEDIA SYNDCT	B651	1,717.5		1,681.2	36.3								
VEGA MEDIA LTD CP	B651	526.0				526.0							
VENTUREDIRECT MARKETING	B651	359.8	359.8										
WHITE STAR MEDIA ADV SVC	B651	7,498.0	7,283.7	214.3									
WOMENS MARKETING INC CP	B651	2,978.2	2,978.2										
WOMENS MKTG&SPORTS INC	B651	129,237.9	129,050.3	187.6									
WORKING MEDIA GROUP ADV	B651	702.3	702.3										
ALLIANCE COUPONS	B652	365.6			365.6								
COUPONBUG.COM ONLINE	B652	2,317.9							2,317.9				
NEWS AMERICA FSI	B652	458,616.5		447,192.7	11,423.7								
SHOP WISHE PROMO	B652	764.5			764.5								
SUNFLOWER GROUP CMO	B652	264.6			264.6								
VALASSIS COUPONS	B652	400,916.0		394,478.5	6,437.6								
VAL-PAK COUPONS	B652	519.3				36.1	10.2	22.6		450.3			
20TH CENTURY FOX 27 DRESSES MOVIE	B660	6,048.7			697.5	247.1		2,804.1	756.6		1,543.4		
20TH CENTURY FOX 28 WEEKS LATER MV	B660	9,459.3	5.3		506.3	31.2		3,374.3	907.4	908.6	3,542.0		184.2
20TH CENTURY FOX ALIEN VS PRDTR RQM	B660	10,689.5			932.1			3,857.8	1,282.3	582.7	4,034.6		
20TH CENTURY FOX ALVIN&CHIPMUNKS MV	B660	20,059.0			4,068.7	791.2	306.9	6,456.6	2,046.9	554.1	5,501.0	330.0	3.5
20TH CENTURY FOX COMEBACKS MOVIE	B660	11,170.5						3,548.0	1,224.8	1,800.7	4,597.0		
20TH CENTURY FOX DEATH SENTENCE MV	B660	7,336.8			186.2			1,700.9	1,257.7	324.4	3,609.6		258.0
20TH CENTURY FOX EPIC MOVIE	B660	11,293.3	20.5					4,285.1	2,815.1	1,077.2	3,095.4		
20TH CENTURY FOX ERAGON MOVIE	B660	1,177.5			835.1	201.6		140.5	0.3				
20TH CENTURY FOX FANTASTIC FR RS/SRF	B660	30,668.3			4,613.6	927.2	227.2	14,304.6	1,749.8	719.1	7,338.8	184.9	603.3
20TH CENTURY FOX FIREHOUSE DOG MOVIE	B660	14,164.5	188.0		2,483.0	356.7		5,174.1	1,673.7	351.0	3,938.1		
20TH CENTURY FOX HILLS/EYES II MV	B660	4,081.6			495.0	24.7		1,487.7	538.4	307.3	1,228.5		
20TH CENTURY FOX HITMAN MOVIE	B660	16,082.4			1,352.4	181.0	104.2	7,301.3	1,024.5	1,186.3	4,932.7		
20TH CENTURY FOX JUMPER MOVIE	B660	1,102.3						794.3			308.0		
20TH CENTURY FOX LAST SIN EATER MV	B660	741.5			469.3						272.2		
20TH CENTURY FOX LIVE FREE/DIE HARD	B660	31,962.0			6,088.2	1,460.6	246.8	13,828.3	2,214.4	764.6	6,116.8		1,242.3
20TH CENTURY FOX MEET THE SPARTANS	B660	1,122.9						247.3	429.1		446.5		
20TH CENTURY FOX MR MGRMS WNDR EMPRM	B660	24,026.4			4,377.1	1,018.1	222.3	8,190.3	2,871.0	357.5	6,369.4	620.7	
20TH CENTURY FOX NIGHT/MUSEUM MOVIE	B660	6,077.1			2,759.3	835.0		1,264.2	420.0		798.6		
20TH CENTURY FOX PATHFINDER MOVIE	B660	4,604.1			896.8			432.6	1,196.5		2,078.2		
20TH CENTURY FOX SEEKER/DRK/RSGN MV	B660	9,691.3			1,103.3	105.8		3,374.8	1,304.5	511.4	2,852.3	439.2	
20TH CENTURY FOX SIMPSONS MOVIE	B660	30,167.4	8.8		7,285.0	1,426.8	301.9	10,693.1	1,617.4	997.9	6,832.4		1,004.2
20TH CENTURY FOX THR3E MOVIE	B660	1,017.6			620.9			107.9			288.8		
20TH CENTURY FOX VAR MOVIES	B660	9,734.0			1,295.9	141.1	8,297.0						
AFTER DARK CAPTIVITY MOVIE	B660	3,757.1			657.0	116.6		1,120.7	3.3	92.6	1,766.8		
AFTER DARK FIERCE PEOPLE MOVIE	B660	510.1			238.8	271.3							

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
AFTER DARK FILMS VAR MOVIES	B660	2,872.2					2,872.2						
AFTER DARK SKINWALKERS MOVIE	B660	1,811.1			12.3			76.6	4.8	56.8	1,660.6		
AFTER DARK WRISTCUTTERS MOVIE	B660	1,194.2			347.7	187.9			288.7		309.5		60.4
BADLAND BADLAND MOVIE	B660	292.3	5.9		129.2	157.2							
BIG SKY WHAT LOVE IS MOVIE	B660	431.0			431.0								
BUENA VISTA APOCALYPTO MOVIE	B660	727.5			700.7	26.5			0.3				
BUENA VISTA BRIDGE/TERABITHIA MOVIE	B660	25,293.8	26.3		6,163.6	823.7		7,552.0	4,948.0	616.2	5,035.3		128.7
BUENA VISTA CARS MOVIE	B660	881.3			356.3								525.0
BUENA VISTA ENCHANTED MOVIE	B660	1,525.4				132.5							1,392.9
BUENA VISTA INVISIBLE MOVIE	B660	12,920.6	14.7		2,560.8	379.6	56.5	5,501.8	1,259.7		1,707.3		1,440.3
BUENA VISTA MEET THE ROBINSONS MOVIE	B660	36,209.2	607.7		7,924.2	864.0	102.0	13,171.6	4,402.1	820.2	7,534.7	160.3	622.5
BUENA VISTA NATIONAL TREASURE MOVIE	B660	881.0				21.5	858.0	1.5					
BUENA VISTA NIGHTMARE BEFORE XMAS MV	B660	1,150.6	7.0		3.0								1,140.6
BUENA VISTA PIRATES III MOVIE	B660	1,895.6				304.0							1,591.5
BUENA VISTA PIRATES/CRBN/WRLDS END	B660	30,080.1	26.0		8,190.3	1,625.3		12,167.3	3,202.4	622.5	4,087.0		159.2
BUENA VISTA PRIMEVAL MOVIE	B660	8,284.9	9.4		1,267.7		26.8	4,004.2	836.6		275.1		1,865.0
BUENA VISTA RATATOUILLE&UNDERDOG MV	B660	885.8											885.8
BUENA VISTA TIM BURTONS NGTMR BFR CH	B660	1,998.3			1,763.3	234.9							
BUENA VISTA VAR MOVIES	B660	6,840.9			239.2		6,471.7						130.0
BUENA VISTA WILD HOGS MOVIE	B660	31,969.6	41.9		7,468.6	1,244.6	55.6	11,357.0	5,325.7	658.8	5,022.5		794.8
CHICAGO PICTURES REDLINE MOVIE	B660	5,485.9			86.1			1,071.0	743.6		3,585.2		
CITY LIGHTS BROOKLYN RULES MOVIE	B660	743.1	12.9		552.9	177.3			102.3	3.5	15.6	98.0	
CONSTELLATION MOVIE	B660	761.5			542.1								
CRYSTAL SKY BRATZ MOVIE	B660	1,715.2			1,470.9	244.2							
DIR MOVIES	B660	5,685.9			5,685.9								
DREAMWORKS DISTURBIA MOVIE	B660	18,339.1	315.1		1,587.3	292.5	13.2	9,211.1	2,408.5	610.8	3,900.5		
DREAMWORKS DREAMGIRLS MOVIE	B660	8,632.2	183.0					3,614.8	2,353.1	176.6	2,304.7		
DREAMWORKS VAR MOVIES	B660	970.6			47.2	9.2	914.1						
FIRST LOOK AQUA TEEN HNGR FRC CL MV	B660	875.0	5.9		433.7	43.6					391.9		
FIRST LOOK PARIS JE TAIME MOVIE	B660	1,506.9	7.0		1,260.6	203.2			36.0				
FOCUS ATONEMENT MOVIE	B660	16,094.3	468.8	114.4	5,245.7	2,054.9		2,478.4	2,129.4	717.2	2,885.6		
FOCUS BALLS OF FURY MOVIE	B660	17,831.1	233.3		4,122.0	183.0		3,727.1	1,698.2	930.9	6,707.9	91.5	137.4
FOCUS EASTERN PROMISES MOVIE	B660	14,229.9	226.2		4,623.0	866.0		3,902.1	1,876.5	680.0	1,950.5		105.8
FOCUS EVENING MOVIE	B660	12,239.5	409.9		4,551.9	626.1		2,453.8	952.9	1,040.8	2,132.3		71.8
FOCUS HITCHER MOVIE	B660	13,676.1	38.1		2,455.0	85.9		6,671.4	1,087.6	911.0	2,326.2	32.4	68.5
FOCUS HOT FUZZ MOVIE	B660	12,479.8	39.9		4,171.2	272.4		2,428.1	1,532.5	233.7	3,741.4		60.7
FOCUS LUST CAUTION MOVIE	B660	3,115.9	261.9		2,392.8	456.8							4.4
FOCUS RESERVATION ROAD MOVIE	B660	794.8	35.7		541.0	218.1							
FOCUS TALK TO ME MOVIE	B660	6,386.4	204.2		2,647.7	213.8		390.2	583.4	251.7	2,021.1	33.0	41.2
FOCUS VAR MOVIES	B660	2,043.8	76.5		155.9	901.9	720.2					189.3	
FOX FAITH ULTIMATE GIFT MOVIE	B660	2,143.8			1,023.6	205.7		546.6	0.5	39.7	327.7		
FOX SEARCHLIGHT DARJEELING LTD MOVIE	B660	6,865.8	165.5		2,947.4	1,661.2		257.2	483.8		1,009.6		341.1
FOX SEARCHLIGHT DAY WATCH MOVIE	B660	290.5			276.2	14.3							
FOX SEARCHLIGHT I THINK/LOVE/WIFE MV	B660	9,127.4	14.1		1,968.2	367.7		3,188.6	1,328.9	65.3	1,997.7		197.0
FOX SEARCHLIGHT JOSHUA MOVIE	B660	294.2	8.8		249.8	35.7							
FOX SEARCHLIGHT JUNO MOVIE	B660	7,763.6	83.7		3,200.3	1,287.0		661.4	627.0		1,904.2		
FOX SEARCHLIGHT LAST KING/SCOTLAND	B660	6,691.3	19.4		3,409.9	1,266.5		483.0	702.2		810.4		
FOX SEARCHLIGHT LITTLE MISS SNSHN MV	B660	1,138.7	58.5		462.1	618.1							
FOX SEARCHLIGHT NAMESAKE MOVIE	B660	5,163.1	91.7		3,529.9	1,196.6			344.9				
FOX SEARCHLIGHT NOTES/SCANDAL MOVIE	B660	10,092.8	347.1		4,823.1	1,783.8		1,275.4	793.9	24.6	1,044.8		
FOX SEARCHLIGHT ONCE MOVIE	B660	3,160.1	14.1		2,216.7	497.9		10.2	21.8		251.6		147.7
FOX SEARCHLIGHT SAVAGES MOVIE	B660	2,305.3	31.7		1,300.4	877.8			95.5				
FOX SEARCHLIGHT SUNSHINE MOVIE	B660	254.8	43.4		38.3				0.3	50.4	122.4		
FOX SEARCHLIGHT VAR MOVIES	B660	6,799.0	313.8		3,269.9	3,215.3							
FOX SEARCHLIGHT WAITRESS MOVIE	B660	8,457.9	31.7		5,066.4	758.0		336.1	669.7	8.8	1,478.5		108.7
FREESTYLE RELEASING ABANDONED MOVIE	B660	1,927.2			90.7	26.5		710.0	1.0		1,099.1		
FREESTYLE RELEASING CIVIC DUTY MOVIE	B660	599.9	29.3		388.0	121.4			61.1				
FREESTYLE RELEASING DRAGON WARS MV	B660	6,270.2	3.5		1,951.1	317.0		509.4	892.9		2,596.3		
HANWAY FILMS GOYAS GHOSTS MOVIE	B660	1,250.3	35.7		954.2	260.4							
HENNESSY LOST WEEKEND MOVIE	B660	399.9			272.5	127.4							
IDP 2 DAYS IN PARIS MOVIE	B660	1,291.8	17.6		1,126.6	147.7							
IDP AMAZING GRACE MOVIE	B660	11,644.1	8.8		4,781.1	585.0		3,620.6	595.6	1,001.8	1,039.3		12.0

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
IDP FILMS BLIND DATING MOVIE	B660	497.9			258.6				183.3				56.0
IDP REVOLVER MOVIE	B660	513.8	23.5		365.6	124.8							
IDP SERAPHIM FALLS MOVIE	B660	1,249.6	34.6		877.7	232.4			105.0				
IDP SOUTHLAND TALES MOVIE	B660	765.4	27.0		576.0	162.4							
IFC BELIEVE IN ME MOVIE	B660	535.0			200.5				334.4				
IFC VAR MOVIES	B660	640.9	5.3		90.0	515.9							29.8
IFC YOU KILL ME MOVIE	B660	2,202.3	28.7		1,388.8	365.0			303.3		116.4		
INTERMEDIA CP	B660	696.6	696.6										
LANTERN LANE OUTSOURCED MOVIE	B660	315.3			281.2	34.1							
LIONS GATE 310 TO YUMA MOVIE	B660	19,253.1	14.7		5,905.5	1,036.7		3,945.8	1,379.1	242.9	5,991.5		737.0
LIONS GATE AWAY FROM HER MOVIE	B660	1,153.6	5.9		646.7	207.7					293.3		
LIONS GATE BRATZ THE MOVIE	B660	7,848.1	62.7		131.3		59.4	606.6	837.9	1,305.4	3,825.2	198.3	821.4
LIONS GATE BUG MOVIE	B660	7,920.9	5.9		1,115.6	201.1		815.3	408.9	425.2	4,237.6		711.4
LIONS GATE CONDEMNED MOVIE	B660	4,579.7	3.5		783.3			1,023.2	251.0	493.3	1,740.7		284.7
LIONS GATE DELTA FARCE MOVIE	B660	7,138.6			748.1			2,351.7	586.9	418.9	2,434.6		598.4
LIONS GATE DIRTY DANCING RE-RELEASE	B660	1,155.3				17.6		449.1	0.3	17.2	671.1		
LIONS GATE GOOD LUCK CHUCK MOVIE	B660	14,158.4	20.5		2,175.7	280.5		2,709.7	928.9	1,501.9	5,564.6		976.5
LIONS GATE HAPPILY N EVER AFTER MV	B660	5,658.0			2,011.8	292.5	14.9	1,208.3	460.4	155.5	1,115.0	18.1	381.6
LIONS GATE HOSTEL 2 MOVIE	B660	7,611.2	18.2		1,989.7	183.9		1,549.6	155.7	352.2	2,777.9		584.0
LIONS GATE PRIDE MOVIE	B660	9,957.6	5.9		1,300.4	45.9		4,468.8	654.4	358.9	2,287.5		835.8
LIONS GATE RAMBO MOVIE	B660	717.0						482.2	46.8	104.7	83.3		
LIONS GATE SAW II MOVIE	B660	270.4			2.9			267.5					
LIONS GATE SAW IV MOVIE	B660	9,049.2	20.5		2,477.7	409.8		1,521.7	321.0	643.1	3,189.3		465.9
LIONS GATE SICKO MOVIE	B660	10,425.0	20.5		4,781.4	1,342.2		1,169.7	686.6	1,295.2	1,129.5		
LIONS GATE SLOW BURN MOVIE	B660	3,625.2			683.7			468.4	196.0		2,277.1		
LIONS GATE TRADE MOVIE	B660	551.5	3.5		403.8	48.1			96.0				
LIONS GATE TYLER PERRYS DYS LTL GRL	B660	8,708.3	105.7		2,183.6	105.7	18.3	2,051.2	1,156.3	707.0	1,717.7		662.8
LIONS GATE VAR MOVIES	B660	6,704.9			204.6	171.0	5,066.9					1,262.3	
LIONS GATE WAR MOVIE	B660	11,032.0	18.2		1,577.3	144.4		1,889.1	901.7	677.4	4,884.8		939.1
LIONS GATE WHY DID I GET MARRIED MV	B660	9,055.9	75.9		2,421.3	105.3		2,184.8	607.7	722.5	2,415.5	21.4	501.5
MAGNOLIA BROKEN ENGLISH MOVIE	B660	666.5	7.4		445.6	143.2					70.2		
MAGNOLIA CRAZY LOVE MOVIE	B660	433.3	20.5		307.9	104.9							
MAGNOLIA DIGGERS MOVIE	B660	298.6	3.5		104.8	40.4					149.9		
MAGNOLIA HOST MOVIE	B660	1,242.3	21.7		986.4	102.7					131.6		
MAGNOLIA IRA & ABBY MOVIE	B660	503.1	14.7		222.8	102.6			163.0				
MAGNOLIA NO END IN SIGHT MOVIE	B660	925.2			828.8	96.5							
MAGNOLIA REDACTED MOVIE	B660	263.5	3.5		186.2	65.1					8.7		
MAGNOLIA SEVERANCE MOVIE	B660	542.9			136.5				17.6		388.8		
MARON STRENGTH & HONOR MOVIE	B660	274.4			198.9	30.8			44.7				
MATATENA AL OTRO LADO MOVIE	B660	631.4							631.4				
MGM 1408 MOVIE	B660	22,589.7			5,441.9	557.3		3,444.8	1,521.3	5,484.0	6,140.4		
MGM ARTHUR & THE INVISIBLES	B660	12,871.1			2,846.5	444.2		3,503.3	918.5	1,955.8	3,202.8		
MGM AWAKE MOVIE	B660	14,139.5	3.5		1,873.8	286.1		4,350.4	1,590.2	2,753.4	3,282.0		
MGM BLACK CHRISTMAS MOVIE	B660	444.4			402.2	35.7					6.5		
MGM BLOOD & CHOCOLATE MOVIE	B660	4,315.1	316.0		814.2	116.6		1,084.3	565.4	47.4	1,371.2		
MGM BOBBY MOVIE	B660	997.9			249.5	495.1			253.3				
MGM CHARLIE BARTLETT MOVIE	B660	2,362.2	15.8					65.3	152.9	968.7	1,127.6	31.9	
MGM DEATH AT A FUNERAL MOVIE	B660	6,991.9	60.8		2,814.5	457.7			2,217.6		1,441.3		
MGM EX MOVIE	B660	3,687.1			1,096.1	219.9			786.4	256.4	1,328.3		
MGM FACTORY GIRL MOVIE	B660	2,417.9	5.9		1,509.4	238.7			319.0		344.9		
MGM FEAST OF LOVE MOVIE	B660	6,620.0	122.8		1,444.2	505.5		1,145.0	989.4		2,413.0		
MGM GREAT DEBATERS MOVIE	B660	13,009.9	14.7		3,275.8	838.5		3,233.1	1,433.7	1,405.4	2,808.8		
MGM HALLOWEEN MOVIE	B660	9,839.1			3,140.9	56.3		1,215.9	493.3	1,934.5	2,998.3		
MGM HANNIBAL RISING MOVIE	B660	14,554.3	5.9		2,243.2	348.8		7,411.6	694.6	787.3	3,062.8		
MGM HOME OF THE BRAVE MOVIE	B660	378.9			378.9								
MGM HUNTING PARTY MOVIE	B660	4,728.5	14.7		2,349.0	343.9		546.0	759.9		715.0		
MGM LARS&REAL GIRL MOVIE	B660	7,947.9	15.8		3,169.2	963.8		632.1	1,378.1	546.3	1,242.5		
MGM LAST LEGION MOVIE	B660	3,749.2			1,196.2	114.2		640.2	227.4	99.0	1,472.2		
MGM LIONS FOR LAMBS MOVIE	B660	17,985.8	51.5		2,472.6	1,073.5	132.4	6,504.8	2,073.3	126.9	5,402.4		148.4
MGM MISS POTTER MOVIE	B660	3,735.4	5.9		3,265.6	308.1			55.2		100.7		
MGM MIST MOVIE	B660	21,172.3	31.1		3,324.6	504.9		7,494.9	609.1	3,350.6	5,857.1		
MGM MR BROOKS MOVIE	B660	15,360.4	157.4		2,750.1	1,232.7		5,253.7	2,121.3	50.3	3,794.8		

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MGM MUSIC WITHIN MOVIE	B660	799.8			454.2	142.4			203.2				
MGM NANNY DIARIES MOVIE	B660	13,934.8		114.4	3,542.1	457.8		3,526.3	1,526.7	1,616.9	3,150.7		
MGM RESCUE DAWN MOVIE	B660	5,979.0	98.3		2,386.2	768.1		673.5	1,133.2		748.5		171.1
MGM ROCKY BALBOA MOVIE	B660	1,650.7			918.8	305.6		350.0	76.3				
MGM TWO WEEKS MOVIE	B660	452.2			323.1	86.6			42.6				
MGM VAR MOVIES	B660	674.2					368.5					305.7	
MGM WHOS YOUR CADDY MOVIE	B660	7,689.5	3.5		1,278.2	35.3		385.5	1,054.7	993.8	2,795.1		1,143.4
MGM/UA FLYING SCOTSMAN MOVIE	B660	939.8	52.4		777.0	110.4							
MGM/UA ROMANCE & CIGARETTES MV	B660	278.8			195.7	83.1							
MGM/UA VAR MOVIES	B660	1,478.0			60.9	709.4	707.6						
MILLENNIUM FILMS KING OF CA MOVIE	B660	538.3	8.8		247.3	282.2							
MIRAMAX BECOMING JANE MOVIE	B660	7,858.4	555.5		3,025.5	771.9		528.7	1,349.0		1,627.8		
MIRAMAX DIVING BELL&BTREFLY MV	B660	3,498.7	148.6		2,076.1	1,159.3			114.7				
MIRAMAX GOLDEN DOOR MOVIE	B660	366.1	7.0		267.9	91.2							
MIRAMAX GONE BABY GONE MOVIE	B660	16,683.3	310.0		4,121.3	1,347.7		4,561.8	2,568.8	105.5	3,668.3		
MIRAMAX HOAX MOVIE	B660	11,133.2	399.7		3,639.8	777.6		3,105.1	965.7	112.1	2,102.4		30.9
MIRAMAX IN THE LAND/WOMEN MOVIE	B660	2,135.9	9.4		1,781.0	345.6							
MIRAMAX LOOKOUT MOVIE	B660	7,581.7	39.9		1,771.9	258.5		589.5	1,081.7	292.3	3,548.0		
MIRAMAX NO COUNTRY/OLD MEN MOVIE	B660	23,924.8	194.3	114.4	8,101.4	2,757.4		5,335.3	2,752.6	74.2	4,595.3		
MIRAMAX QUEEN MOVIE	B660	10,372.9		114.4	4,455.9	2,308.5		937.4	1,022.3	91.6	1,076.8		366.1
MIRAMAX VAR MOVIES	B660	2,109.8	58.5		137.6	1,273.5	640.2						
MIRAMAX VENUS MOVIE	B660	3,255.5	79.0		2,024.0	1,049.2			103.3				
NATIONAL GEOGRAPHIC SEA MONSTERS MV	B660	612.6	461.1		25.1								126.4
NEW LINE CODE NAME/CLEANER MOVIE	B660	7,071.9	101.1		2,033.2	236.0		2,753.4	328.4	549.6	678.2	3.0	389.1
NEW LINE FRACTURE MOVIE	B660	22,722.4	429.6		3,941.0	1,008.3	63.2	12,802.2	1,623.5	785.4	2,069.3		
NEW LINE FULL OF IT MOVIE	B660	302.6			302.6								
NEW LINE GOLDEN COMPASS MOVIE	B660	36,170.5	9.4	508.9	6,324.2	1,955.6	45.6	14,195.3	3,141.2	1,256.9	7,604.2		1,129.3
NEW LINE HAIRSPRAY MOVIE	B660	29,562.5	946.3		6,437.6	2,161.5	293.8	9,639.0	2,419.2	155.6	5,402.4	203.4	1,903.7
NEW LINE LAST MIMZY MOVIE	B660	25,910.9	20.5		6,658.4	1,417.5	157.9	11,263.0	1,680.7		4,662.8	50.0	
NEW LINE LITTLE CHILDREN MOVIE	B660	2,293.9			851.9	1,197.6			144.4				100.0
NEW LINE LOVE/TIME/CHOLERA MOVIE	B660	5,180.4	5.9		586.7	262.3		973.1	1,319.4		1,654.6		378.4
NEW LINE MARTIAN CHILD MOVIE	B660	10,717.2	31.1		1,420.2	447.2		5,086.6	1,470.8		2,261.4		
NEW LINE MR WOODCOCK MOVIE	B660	11,524.0	9.4		1,911.6	465.5	63.6	3,409.6	1,034.9	357.9	3,475.4		796.2
NEW LINE NUMBER 23 MOVIE	B660	16,148.8	20.5		3,109.6	682.6	40.8	8,153.9	1,355.5	454.6	2,331.3		
NEW LINE RENDITION MOVIE	B660	12,611.3	14.7	46.0	1,897.8	778.6		5,619.1	904.0	323.7	2,666.1		361.3
NEW LINE RUSH HOUR 3 MOVIE	B660	23,366.6	289.6		5,128.5	1,145.5	409.3	6,775.0	1,864.8	1,153.4	5,021.0		1,579.5
NEW LINE SHOOT EM UP MOVIE	B660	11,235.7	9.4		1,769.0	245.0	45.6	3,449.2	1,304.0	150.4	3,451.7		811.4
NEW LINE VAR MOVIES	B660	8,036.6			162.7	238.8	7,437.3					197.8	
NEWMARKET GOD GREW TIRED/US MOVIE	B660	602.9	139.3		290.8	172.9							
OUTSIDER MAN IN THE CHAIR MOVIE	B660	267.6	14.7		147.0	106.0							
OVERTURE MAD MONEY MOVIE	B660	1,766.6					576.0	412.5		768.1		10.1	
PARAMOUNT BEE MOVIE	B660	44,445.6	125.3		6,009.1	1,498.6	191.2	17,935.8	3,369.3	1,374.5	13,938.3		3.6
PARAMOUNT BEOWULF MOVIE	B660	27,376.9	54.7		3,628.2	796.4		13,086.5	2,468.4	938.0	6,250.3		154.3
PARAMOUNT BLADES OF GLORY MOVIE	B660	29,007.1	5.9		2,887.2	528.6		11,926.6	2,531.3	762.3	9,632.4		732.8
PARAMOUNT CHARLOTTE'S WEB MOVIE	B660	2,016.9			0.0	0.0		363.5	162.6		1,490.9		
PARAMOUNT CLASSICS BLACK SNAKE MN MV	B660	4,925.6	1,046.7		915.4	81.3			780.1	227.7	1,874.3		
PARAMOUNT CLOVERFIELD MOVIE	B660	6,499.4					149.0	3,320.5	698.3		2,265.4		66.1
PARAMOUNT DREAMGIRLS MOVIE	B660	8,640.0			5,363.2	2,986.6							290.2
PARAMOUNT FLAGS/OUR FATHERS MOVIE	B660	695.2	370.3	324.9									
PARAMOUNT FREEDOM WRITERS MOVIE	B660	14,241.3	5.9		2,811.0	651.6		3,386.5	2,123.5	400.2	3,968.5		894.2
PARAMOUNT HEARTBREAK KID MOVIE	B660	24,242.1	5.9		2,455.4	493.7	527.1	9,213.7	4,006.0	871.5	6,067.9		601.0
PARAMOUNT HOT ROD MOVIE	B660	13,545.4	223.6		413.3	187.7	221.8	2,948.2	1,937.6	1,059.8	6,021.3		532.1
PARAMOUNT MOVIE	B660	4,711.7			4,164.4	547.3							
PARAMOUNT NEXT MOVIE	B660	17,877.8			1,681.9	336.8		8,913.8	2,386.0	667.3	3,892.0		
PARAMOUNT NORBIT MOVIE	B660	22,568.3	9.4		109.7	26.9	11,126.7	3,937.7	888.3	5,539.6		930.0	
PARAMOUNT NORBIT/BLADES MOVIE	B660	325.2											325.2
PARAMOUNT PERFUME MOVIE	B660	1,242.5			977.3	265.2							
PARAMOUNT PICTURES DISTURBIA MOVIE	B660	736.1											736.1
PARAMOUNT RENO 911 MIAMI MOVIE	B660	13,202.5	18.2		1,339.5	83.7		5,398.1	2,241.4	573.2	3,548.4		
PARAMOUNT SHOOTER MOVIE	B660	22,467.1	386.7		2,381.9	638.3	69.9	10,591.4	2,762.6	452.6	4,911.6	35.5	236.7
PARAMOUNT SHREK THE THIRD MOVIE	B660	43,252.0	228.6		7,856.0	1,546.2	102.0	20,300.3	2,323.5	889.5	10,001.7		4.3
PARAMOUNT SPIDERWICK CHRONICLES MV	B660	2,030.8	250.6		9.5			1,010.7	3.2	756.9			

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PARAMOUNT STARDUST MOVIE	B660	17,206.6	220.1		2,449.5	877.4		4,688.5	3,725.8	891.6	3,790.6		563.1
PARAMOUNT SWEENEY TODD MOVIE	B660	18,235.2	5.9	114.4	2,908.4	2,003.4		4,452.9	4,922.4		3,636.0		192.0
PARAMOUNT THINGS WE LOST/FIRE MV	B660	6,262.7	5.9		981.1	370.1		1,005.4	2,026.8		1,873.6		
PARAMOUNT TRANSFORMERS MOVIE	B660	40,723.4	138.7		6,282.5	1,211.7	419.1	15,739.9	3,339.8	813.7	10,879.7		1,898.3
PARAMOUNT VANTAGE A MIGHTY HEART MV	B660	8,242.4	157.4	114.4	2,449.2	832.1		547.0	2,106.4		1,667.3		368.6
PARAMOUNT VANTAGE ARCTIC TALE MOVIE	B660	1,518.0	119.0		753.3	344.1			115.9		185.7		
PARAMOUNT VANTAGE BABEL MOVIE	B660	6,761.6			3,973.7	1,940.1	63.8		179.5		189.1		415.5
PARAMOUNT VANTAGE BLACK SNAKE MN MV	B660	728.0					47.1						680.9
PARAMOUNT VANTAGE HOW SHE MOVE MOVIE	B660	276.5									276.5		
PARAMOUNT VANTAGE INTO/WILD MOVIE	B660	9,723.1	225.5		5,405.0	2,019.8	131.6	85.0	996.6		810.0		49.6
PARAMOUNT VANTAGE KITE RUNNER MOVIE	B660	8,337.4	197.8	46.0	3,161.7	866.2		86.5	3,009.1		860.2		109.9
PARAMOUNT VANTAGE MARGOT/WEDDING MV	B660	2,443.8	50.3		1,174.4	659.9			559.2				
PARAMOUNT VANTAGE PCTRS	B660	746.4					746.4						
PARAMOUNT VANTAGE THERE WILL/BLD MV	B660	2,299.4	152.1	114.4	867.7	461.7	18.6		682.4		2.6		
PARAMOUNT VANTAGE YEAR/DOG MOVIE	B660	1,850.9	71.4		1,193.3	425.3			160.8				
PARAMOUNT VAR MOVIES	B660	15,123.7			103.8	63.7	14,761.3					194.9	
PARAMOUNT ZODIAC MOVIE	B660	16,337.1	256.6		17.7	180.4	69.4	7,630.0	3,605.1	120.3	3,654.9		802.8
PICTUREHOUSE EL CANTANTE MOVIE	B660	4,727.2	12.3		2,398.8	120.3		129.9	232.3		225.4	1,074.8	533.5
PICTUREHOUSE GRACIE MOVIE	B660	7,393.0	126.0		2,023.0	204.3		1,568.5	148.8	1,386.3	1,936.1		
PICTUREHOUSE KING OF KONG MOVIE	B660	380.7			346.4	25.0					9.3		
PICTUREHOUSE LA VIE EN ROSE MOVIE	B660	4,310.2	15.8		3,433.5	803.3			46.6		10.9		
PICTUREHOUSE ORPHANAGE MOVIE	B660	1,616.8	14.7		889.5	380.7			331.7		0.3		
PICTUREHOUSE PANS LABYRINTH MOVIE	B660	9,872.2	84.9		6,021.5	1,383.7		1,067.6	228.2		966.0		120.3
PICTUREHOUSE ROCKET SCIENCE MOVIE	B660	1,018.8	35.2		862.1	121.5							
PICTUREHOUSE SILK MOVIE	B660	808.5	3.5		492.3	81.5			231.1				
PICTUREHOUSE STARTER FOR 10 MOVIE	B660	1,161.3	154.5		574.0	274.4			158.5				
PICTUREHOUSE VAR MOVIES	B660	941.8			123.3	429.4	389.1						
PROMENADE PICTURES TEN CMNNDTS ANMT	B660	866.5							30.0		662.5	174.0	
RAINBOW HOLLYWOOD DREAMS MOVIE	B660	351.0			210.6	140.4							
ROADSIDE ATTRACTIONS BELLA MOVIE	B660	4,001.8	10.5		2,132.6	272.3		521.9	288.7		775.9		
ROADSIDE ATTRACTIONS LONELY HEARTS	B660	341.4	14.1		214.9	112.5							
ROADSIDE ATTRACTIONS RIGHT/YOUR DOOR	B660	265.2	14.7		172.3	78.2							
ROADSIDE ATTRACTIONS STRTNG OT/EVNG	B660	960.9	110.5		602.7	247.6							
SAMUEL GOLDWYN O JERUSALEM MOVIE	B660	523.1			411.4	111.7							
SHARKWATER MOVIE	B660	303.4	8.8		272.4	22.2							
SIDNEY KIMMEL ENTER CHARLIE BRTLT MV	B660	544.2										544.2	
SIDNEY KIMMEL ENTER DEATH/FUNERAL MV	B660	646.2										646.2	
SLOW HAND CINEMA SEPTEMBER DAWN MV	B660	4,199.8	38.4		2,575.0	174.5			1,076.3		335.5		
SONY ARE WE DONE YET MOVIE	B660	24,907.5	243.0		5,734.8	517.2		7,906.7	2,126.7	1,708.1	6,570.9	100.1	
SONY BROTHERS SOLOMON MOVIE	B660	4,919.9			364.4			626.6	1,078.2	560.0	2,290.7		
SONY CASINO ROYALE MOVIE	B660	814.2	219.3		463.1	92.0	39.8						
SONY CATCH & RELEASE MOVIE	B660	11,699.7	581.4		1,918.4	313.4		3,720.7	1,885.1	152.1	2,526.8		601.7
SONY DADDY DAY CAMP MOVIE	B660	15,258.2	355.0		1,621.0	52.9	44.7	5,803.3	1,923.0	1,869.1	3,589.3		
SONY GHOST RIDER MOVIE	B660	24,691.8	145.1		3,325.6	568.1	215.8	11,976.7	2,445.3	317.4	5,171.4		526.3
SONY HOLIDAY MOVIE	B660	1,229.4			980.8	240.6			8.0				
SONY I KNOW WHO KILLED ME MV	B660	4,236.8	5.9		962.1	26.5		1,422.5	791.7	4.5	1,023.7		945.1
SONY MESSENGER MOVIE	B660	945.1											
SONY MESSENGERS MOVIE	B660	12,803.6	15.2		2,186.0	35.3		4,293.2	1,995.3	1,035.0	3,243.6		
SONY PERFECT STRANGER MOVIE	B660	17,935.8	182.7		2,976.8	650.0	63.6	7,742.8	1,900.6	1,321.5	3,097.8		
SONY PICTURES 30 DAYS OF NIGHT MOVIE	B660	10,984.0	40.4		1,422.5	26.5	32.5	4,896.2	1,489.2	772.3	1,684.0		620.4
SONY PICTURES ACROSS THE UNIVERSE MV	B660	10,044.2	116.6		3,277.8	1,049.8	6.1	843.7	1,394.7	688.7	2,017.5		649.4
SONY PICTURES CLASSICS BLACK BOOK MV	B660	1,224.7	103.0		952.4	146.3					22.9		
SONY PICTURES CLASSICS CRS/GLDN FLWR	B660	3,384.4	124.0		1,549.1	233.2		970.2	35.5		472.3		
SONY PICTURES CLASSICS INTERVIEW MV	B660	363.9	15.2		235.6	113.0							
SONY PICTURES CLASSICS JANE ASTN/CLB	B660	4,565.1	12.9		1,809.4	518.0		825.4	399.4	609.8	390.3		
SONY PICTURES CLASSICS JINDABYNE MV	B660	275.9	5.9		235.6	34.5							
SONY PICTURES CLASSICS LIVES/OTHERS	B660	2,420.6	126.4		1,778.4	475.7			30.4		9.7		
SONY PICTURES CLASSICS MOLIERE MOVIE	B660	315.9	9.4		212.3	94.2							
SONY PICTURES CLASSICS MY KID/PNT/MV	B660	433.8	9.4		142.9	43.6					238.0		
SONY PICTURES CLASSICS PAPRIKA MOVIE	B660	405.2	3.5		352.0	49.7							
SONY PICTURES CLASSICS PERSEPOLIS MV	B660	649.4	9.4		261.0	367.0			12.0				
SONY PICTURES CLASSICS SLEUTH MOVIE	B660	487.2	9.4		243.7	231.3			2.8				

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SONY PICTURES CLASSICS UNTRACEABLE	B660	552.4						334.0	145.3		73.1		
SONY PICTURES CLASSICS VALET MOVIE	B660	555.3	3.5		491.4	60.3							
SONY PICTURES CLASSICS VAR MOVIES	B660	2,129.6			374.6	1,587.3	167.7						
SONY PICTURES CLASSICS VOLVER MOVIE	B660	1,950.0	117.0		1,334.5	423.8		35.6	16.3		22.8		
SONY PICTURES CLASSICS YOUTH/YTH MV	B660	1,300.9	9.4		803.5	339.4				148.6			
SONY PICTURES CLSCS JIMMY CRTR/PLNS	B660	694.2	5.9		380.9	307.5							
SONY PICTURES FEEL THE NOISE MOVIE	B660	6,782.0	125.5		1,165.2	26.5		948.0	1,295.7		2,124.1	10.0	1,087.2
SONY PICTURES FIRST SUNDAY MOVIE	B660	6,054.7			3.3		48.2	2,898.3	825.8	473.0	1,749.1		57.0
SONY PICTURES WLK HRD/DWY/STRY	B660	24,168.6	87.4		3,853.7	681.2		9,294.2	2,922.9	1,262.0	6,067.2		
SONY PREMONITION MOVIE	B660	20,511.9	18.2		2,837.4	517.1		9,530.0	2,637.0	336.9	4,065.8		569.5
SONY PURSUIT OF HAPPNESS MV	B660	5,431.1			3,019.7	867.4		384.0	788.0		372.0		
SONY REIGN OVER ME MOVIE	B660	17,887.3	33.6		2,688.9	847.9		5,231.0	2,522.7	820.9	4,733.4		1,008.8
SONY RESIDENT EVIL EXTNCTN MV	B660	17,330.7	20.5		1,461.4	26.5	6.8	6,335.2	3,078.3	835.4	5,461.7		105.1
SONY SPIDER-MAN 3 MOVIE	B660	37,755.2	187.4		8,244.3	1,305.8	246.7	17,566.9	2,556.3	1,237.5	6,410.4		
SONY STOMP THE YARD MOVIE	B660	12,377.1	9.4		2,516.3	100.0	40.5	2,846.8	2,221.5	703.7	2,388.6	103.0	1,447.4
SONY SUPERBAD MOVIE	B660	28,478.7	136.4		4,152.8	898.3	50.8	7,937.5	4,640.0	275.1	7,603.1		2,784.8
SONY SURFS UP MOVIE	B660	31,785.7	586.9		4,933.9	744.8	126.8	13,646.4	2,294.2	1,678.9	6,759.1	111.0	903.5
SONY THIS CHRISTMAS MOVIE	B660	19,523.9	267.1		3,981.8	640.1	140.0	4,262.2	2,354.8	1,086.8	5,460.1	89.0	1,242.0
SONY VACANCY MOVIE	B660	16,113.8	15.2		1,242.6	26.5		6,449.6	2,739.5	286.3	4,879.5		474.6
SONY VAR MOVIES	B660	11,775.2			288.0	240.1	10,782.4						464.7
SONY WATER HORSE/DEEP MOVIE	B660	23,384.5	89.6		4,136.0	468.1	87.0	7,849.3	2,652.6	1,429.2	6,672.8		
SONY WE OWN THE NIGHT MOVIE	B660	23,153.7	38.6		3,605.3	840.4		9,893.3	3,078.3	762.1	4,935.6		
SONY WIND CHILL MOVIE	B660	431.4	3.5		383.8	44.1							
SUMMIT ENTERTAINMENT P2 MOVIE	B660	7,415.1	9.4		1,446.1	315.5		1,087.9	1,156.0	168.3	3,150.3		81.6
SUNSHINE MOVIE	B660	663.6			656.5	7.1				14.0			
SWEET LAND MOVIE	B660	561.1			547.1								
TEN COMMANDMENTS MOVIE	B660	764.3			764.3								
THINKFILM AVENUE MONTAIGNE MOVIE	B660	295.0	19.9		207.0	68.1							
THINKFILM BEFORE/DEVIL KNOWS/DEAD	B660	4,117.4	79.7		3,398.9	638.7							
THINKFILM HIP HOP PROJECT MOVIE	B660	441.9	14.7		215.0	56.3							155.9
THINKFILM IN/SHADOW/MOON MOVIE	B660	912.1	20.5		509.2	174.7			46.5		161.2		
THINKFILM SELF-MEDICATED MOVIE	B660	319.5	14.7		271.8	33.0							
THINKFILM TEN MOVIE	B660	801.8	29.3		467.3	188.2					117.0		
THINKFILM TV SET MOVIE	B660	261.8	14.7		65.2	74.8					107.2		
THINKFILM ZODIAC MOVIE	B660	4,735.9			3,718.6	1,017.2							
UNIVERSAL ALPHA DOG MOVIE	B660	13,422.2	12.3		2,889.3	412.1		3,407.9	1,403.9	960.4	3,772.6		563.7
UNIVERSAL AMERICAN GANGSTER MOVIE	B660	33,953.1	81.9		8,470.5	2,303.4	56.6	13,009.1	974.6	604.5	7,373.6		1,078.9
UNIVERSAL BECAUSE I SAID SO MOVIE	B660	21,213.1	40.4		5,637.1	1,256.6		7,737.4	1,370.4	1,441.3	3,346.9	34.6	348.4
UNIVERSAL BOURNE IDENTITY MOVIE	B660	321.7			21.7			63.7	180.1		56.2		
UNIVERSAL BOURNE ULTIMATUM MOVIE	B660	30,984.3	91.1		7,827.1	2,208.4	20.4	8,736.4	1,503.3	1,436.2	7,506.4		1,654.9
UNIVERSAL BREACH MOVIE	B660	19,180.5	35.7	208.4	5,480.0	1,346.2		6,743.4	991.0	329.1	3,673.9		372.7
UNIVERSAL CHARLIE WILSONS WAR MV	B660	29,475.4	81.9		6,077.1	1,510.8		12,487.6	2,191.5		686.8	6,064.9	374.8
UNIVERSAL CHILDREN OF MEN MOVIE	B660	13,360.7	3.5		6,097.6	1,599.8		2,833.5	1,110.7	19.8	1,295.0		400.8
UNIVERSAL DEAD SILENCE MOVIE	B660	15,107.4	3.5		2,910.9	413.7		4,549.9	344.2	1,194.2	4,978.0		713.0
UNIVERSAL ELIZABETH/GOLDEN AGE MV	B660	20,585.8	81.9		3,961.2	1,081.1		8,950.7	994.6	861.9	4,654.5		
UNIVERSAL EVAN ALMIGHTY MOVIE	B660	34,695.2	24.0		7,242.1	1,958.7	228.6	13,228.1	816.0	2,456.0	7,774.0	269.5	698.2
UNIVERSAL GEORGIA RULE MOVIE	B660	17,959.1	36.9		3,411.2	1,042.8		7,983.0	992.9	550.5	3,433.6		508.2
UNIVERSAL GOLDEN AGE MOVIE	B660	651.1			225.5		130.3						295.3
UNIVERSAL GOOD SHEPHERD MOVIE	B660	4,531.1	3.5		3,642.3	884.6			0.7				
UNIVERSAL I NOW PRONOUNCE/CHCK&LRY	B660	27,662.5	21.7		6,248.2	1,369.6	25.5	8,377.5	1,249.8	2,192.2	7,257.4	37.8	882.9
UNIVERSAL ILLEGAL TENDER MOVIE	B660	1,448.5	91.7				34.2		0.5		817.2		504.9
UNIVERSAL KINGDOM MOVIE	B660	32,749.3	58.6		6,925.6	1,500.4	168.9	14,038.8	908.2	831.7	7,631.1		685.9
UNIVERSAL KNOCKED UP MOVIE	B660	33,962.7	24.0		8,719.5	2,718.5		10,526.0	870.9	2,599.6	7,253.4		1,250.8
UNIVERSAL MR BEANS HOLIDAY MOVIE	B660	17,257.1	5.9		4,588.3	872.9		3,613.1	842.8	1,609.5	5,244.7	161.8	318.2
UNIVERSAL PIRATES/DNT/ANYTHING/MV	B660	654.2			9.6			199.0			445.6		
UNIVERSAL SMOKIN ACES MOVIE	B660	21,614.1	93.5		4,520.0	845.0		8,570.2	586.8	843.4	5,556.1	35.0	564.1
UNIVERSAL SYDNEY WHITE MOVIE	B660	8,373.8	36.9		3,106.2	527.4		299.2	115.7	13.4	3,918.4		356.5
UNIVERSAL UNITED 93 MOVIE	B660	571.1			535.7	35.4							
UNIVERSAL VAR MOVIES	B660	8,828.2	84.0		36.7		8,692.5						15.0
VARIJA FILMS VANAJA MOVIE	B660	260.1			213.7	46.4							
WALT DISNEY DAN IN REAL LIFE MOVIE	B660	27,137.1	633.2		5,193.9	1,161.7	36.3	10,568.9	4,096.2	57.5	4,947.3		442.2
WALT DISNEY ENCHANTED MOVIE	B660	39,383.4	106.9	228.7	8,601.4	2,101.8	85.3	11,483.0	7,827.0	411.4	8,364.7	173.3	

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WALT DISNEY GAME PLAN MOVIE	B660	26,367.6	117.4		5,583.4	976.2	103.6	6,754.4	6,028.4	436.2	5,339.2	139.0	889.7
WALT DISNEY HANNAH MNTN&MLY CYRS MV	B660	398.4			292.6	105.8							
WALT DISNEY NATIONAL TRSR BK/SCRTS	B660	29,187.2	5.9		4,837.4	1,508.9		11,744.1	4,174.4	225.4	6,652.4	38.7	
WALT DISNEY NIGHTMARE BEFORE XMAS 3D	B660	3,706.2			136.6			1,189.6	1,399.8		980.2		
WALT DISNEY RATATOUILLE MOVIE	B660	47,369.1	552.2	231.0	10,416.8	1,809.3	606.6	17,302.6	5,846.6	753.8	7,937.3	219.0	1,693.8
WALT DISNEY UNDERDOG MOVIE	B660	23,359.7	32.6		4,721.0	716.7	429.3	6,788.3	5,488.5	466.8	4,543.4	168.2	5.0
WALT DISNEY VAR MOVIES	B660	6,795.6			85.8	207.1	6,502.7						
WARNER BROS 300 MOVIE	B660	36,413.3	679.1		6,816.4	1,183.1	226.9	18,078.5	2,174.4	1,446.6	5,808.4		
WARNER BROS ASSASSINATION/JM/RBRT	B660	4,527.9			2,801.7	806.7			919.6				
WARNER BROS ASTRONAUT FARMER MOVIE	B660	15,997.0	26.0		2,081.0	197.7		6,680.3	2,205.0	1,688.3	3,114.2		4.4
WARNER BROS AUGUST RUSH MOVIE	B660	25,781.4	34.8		5,439.1	1,082.9		9,833.8	2,736.1	1,892.5	4,762.2		
WARNER BROS BLADE RUNNER/FINAL CT MV	B660	742.1	519.9		22.2			200.0					
WARNER BROS BLOOD DIAMOND MOVIE	B660	2,407.7			1,090.1	1,128.4			22.5			26.9	139.8
WARNER BROS BRAVE ONE MOVIE	B660	30,063.1	40.7		5,192.9	955.8	198.5	12,424.5	2,656.6	2,776.3	5,817.7		
WARNER BROS BUCKET LIST MOVIE	B660	17,866.3	20.2		1,171.2	1,123.0		8,286.3	3,284.5	1,399.9	2,581.2		
WARNER BROS DEPARTED MOVIE	B660	7,456.2	144.1		3,942.5	2,437.5			470.8				461.4
WARNER BROS FRED CLAUS MOVIE	B660	47,552.1	40.7		9,025.3	2,171.3	298.8	20,518.4	2,024.1	2,732.2	10,493.8	247.5	
WARNER BROS FRED CLS MV & METRO PCS	B660	820.7							820.7				
WARNER BROS HAPPY FEET MOVIE	B660	4,567.2		1,725.1	1,533.8	1,258.9			21.7			27.9	
WARNER BROS HARRY POTTER/ORDER/PHNX	B660	29,456.4	44.2		8,971.3	1,390.0	212.5	11,744.3	931.7	1,780.6	4,193.1	188.7	
WARNER BROS I AM LEGEND MOVIE	B660	39,521.0	37.2		5,612.5	1,777.7	205.6	21,481.2	2,824.1	1,755.7	5,827.1		
WARNER BROS IN THE LAND OF WOMEN MV	B660	8,858.8						47.2	4,355.7	415.3	942.9	3,029.3	68.5
WARNER BROS INVASION MOVIE	B660	19,287.7	13.3		1,655.3	225.9	47.8	9,247.8	2,362.1	2,321.6	3,414.0		
WARNER BROS LETTERS/IWO JIMA MOVIE	B660	11,372.7			6,231.8	2,711.9			621.1	682.4		685.4	440.2
WARNER BROS LICENSE TO WED MOVIE	B660	29,891.5	40.7		5,945.6	718.5	190.3	12,260.5	2,111.3	2,857.4	5,343.1		424.2
WARNER BROS LUCKY YOU MOVIE	B660	18,799.9	22.5		1,020.4	578.4		10,231.0	1,220.7	2,342.0	3,384.9		
WARNER BROS MAMAS BOY MOVIE	B660	278.3			278.3								
WARNER BROS MICHAEL CLAYTON MOVIE	B660	31,733.0	46.9		6,193.2	2,189.1	16.6	13,620.5	1,286.1	2,870.4	5,510.1		
WARNER BROS MUSIC & LYRICS MOVIE	B660	36,758.3	2,194.5		7,766.3	1,928.4	172.3	15,489.5	2,463.6	2,129.7	4,609.0		5.0
WARNER BROS NANCY DREW MOVIE	B660	21,724.6	402.9		3,766.0	498.0	142.4	8,362.1	1,323.4	1,822.2	5,187.0	220.6	
WARNER BROS NO RESERVATIONS MOVIE	B660	28,048.6	1,118.7		4,821.1	807.2	176.2	11,171.6	2,128.5	2,704.4	5,121.0		
WARNER BROS OCEANS THIRTEEN MOVIE	B660	33,369.4	173.5		6,711.8	1,217.3	299.6	16,393.1	786.5	2,345.7	5,441.9		
WARNER BROS ONE MISSED CALL MOVIE	B660	10,484.4			29.4			93.0	5,073.7	1,161.3	1,286.4	2,840.6	
WARNER BROS PS I LOVE YOU MOVIE	B660	24,737.4	1,200.7		3,395.7	1,144.1	105.5	9,815.6	2,997.8	1,495.4	4,582.6		
WARNER BROS RAILS&TIES MOVIE	B660	553.9	22.5		282.2	159.6			89.6				
WARNER BROS REAPING MOVIE	B660	29,776.3	31.3		4,024.7	857.3	197.7	17,426.8	1,869.4	1,668.5	3,700.5		
WARNER BROS TMNT MOVIE	B660	23,053.7	37.2		3,708.7	632.6		9,019.9	1,948.0	1,849.2	5,708.5	149.8	
WARNER BROS VAR MOVIES	B660	16,400.2	712.3	454.1	277.4	464.8	14,491.6						
WARNER BROS WE ARE MARSHALL MV	B660	2,434.4			2,060.3	321.8			0.9		51.4		
WARNER INDEPENDENT 11TH HOUR MOVIE	B660	932.6	18.2		780.4	134.0							
WARNER INDEPENDENT DECEMBER BOYS MV	B660	326.4			177.1	149.3							
WARNER INDEPENDENT IN VALLEY/ELAH MV	B660	12,036.2	41.6		4,253.3	913.0		4,391.8	1,204.6	192.3	1,039.5		
WARNER INDEPENDENT INTRDCNG/DWGHT MV	B660	1,814.4	12.9		661.0	368.5			657.3		42.1		72.7
WARNER INDEPENDENT PAINTED VEIL MV	B660	2,629.5			1,463.0	534.4		409.3	20.0		202.8		
WARREN MILLER PLAYGROUND MOVIE	B660	475.9	335.5		75.2				65.3				
WEINSTEIN CO BREAKING&ENTERING MOVIE	B660	667.2	3.5		357.3	306.4							
WEINSTEIN CO CONTROL MOVIE	B660	366.1			253.2	132.9							
WEINSTEIN CO DAYS OF GLORY MOVIE	B660	443.0			400.5	42.5							
WEINSTEIN CO DOA DEAD OR ALIVE MOVIE	B660	690.3			626.5	63.8							
WEINSTEIN CO GRACE IS GONE MOVIE	B660	398.0	8.8		239.7	149.4							
WEINSTEIN CO GREAT DEBATERS MOVIE	B660	539.6										539.6	
WEINSTEIN CO GRINDHOUSE MOVIE	B660	16,464.5			3,308.8	490.9		3,701.3	822.3	1,625.3	5,961.2		554.7
WEINSTEIN CO HANNIBAL RISING MOVIE	B660	539.5											539.5
WEINSTEIN CO HUNTING PARTY MOVIE	B660	1,379.0											1,379.0
WEINSTEIN CO IM NOT THERE MOVIE	B660	3,053.0			2,028.3	619.1		251.1	79.6		74.9		
WEINSTEIN CO MOVIE	B660	491.8			40.3	416.5	35.0						
YARI FILM GROUP FINAL SEASON MOVIE	B660	3,578.3			1,019.1			647.3	487.8		1,240.0	184.1	
YARI FILM GROUP FIRST SNOW MOVIE	B660	535.8	34.6		361.9	139.4							
YARI FILM GROUP GRAY MATTERS MOVIE	B660	362.7	3.5		165.0	98.3			95.9				
YARI FILM GROUP IN/NAME/KNG DNGN/TL	B660	4,434.2						2,517.6	771.1		1,060.8	84.7	
YARI FILM GROUP KICKIN/OLD SKOOL MV	B660	2,822.4	3.5		1,041.5	84.2			7.1		1,686.0		
YARI FILM GROUP KICKING/OLD SCH MV	B660	460.5					27.8						432.7

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
YARI FILM GROUP PERFECT HOLIDAY MV	B660	6,630.5	28.6		1,501.1	121.2	77.4	1,104.9	719.3	153.2	2,533.0		391.9
YARI FILM GROUP RESURRECTING/CHMP MV	B660	7,503.5	29.3	46.0	1,719.1	188.9		1,528.0	1,713.4		1,947.8		331.0
YARI FILM GROUP SARAH LANDON MOVIE	B660	2,596.3			589.1	61.2					1,946.1		
YARI FILM GROUP VARIOUS MOVIES	B660	1,262.9					1,221.7					41.1	
ABOUT.COM ONLINE	B670	441.9			151.2	243.7	47.0						
ADHDROADMAP.COM ONLINE	B670	9,390.4						1,638.2	290.7	6,613.6	847.9		
ADIAMONDISFOREVER.COM ONLINE	B670	874.7				874.7							
ALIBABA.COM ONLINE	B670	264.2				264.2							
ANCESTRY.COM ONLINE	B670	7,711.4	3,194.4	527.6			66.9				2,447.3	1,475.2	
ASK.COM ONLINE	B670	46,774.9			18.6	193.1	1,356.9	29,564.1	3,734.2	1,609.6	9,242.5		1,055.9
ASKLISTENLEARN.COM ONLINE	B670	260.0	260.0										
ASKTHEOZARKS.COM ONLINE	B670	284.8							284.8				
AT&T BLUE ROOM ONLINE	B670	4,149.6	1,169.3					2,362.1	507.1		111.2		
BARIATRICEDGE.COM ONLINE	B670	4,026.1	1,516.5								2,509.6		
BEATYOURRISK.COM ONLINE	B670	5,448.5				109.7		5,338.8					
BEHEALTHY.COM ONLINE	B670	403.9							403.9				
BEINGGIRL.COM ONLINE	B670	547.7	547.5						0.2				
BEMOREPRODUCTIVE.COM ONLINE	B670	2,432.8						2,262.2	128.5		42.1		
BESTLIFE PERSONAL TRNR ONLINE	B670	259.4	259.4										
BLACKPLANET.COM ONLINE	B670	1,147.2	1,147.2										
BNET ONLINE	B670	998.0	998.0										
BOOMERTOWNE.COM ONLINE	B670	1,350.5				487.4		422.3	42.5	18.2	380.1		
BOTTOMDOLLAR.COM ONLINE	B670	339.7										339.7	
BRIDES.COM ONLINE	B670	4,404.4	4,404.4										
BRIGHTIDEAS.COM ONLINE	B670	1,629.7	1,629.7										
BUSINESS OBJECTS/ONDMDN ONLINE	B670	373.1	373.1										
CAVEMANSKRIB.COM ONLINE	B670	642.9							29.9	188.0	425.0		
CLICKONDETROIT.COM ONLINE	B670	613.3							613.3				
CNNMONEY ONLINE	B670	1,006.1	1,006.1										
COOKFORTHECURE.COM ONLINE	B670	739.2	739.2										
DEEPDISCOUNT.COM ONLINE	B670	544.2	89.6	258.5		196.1							
DIABETESWEBSITE.COM ONLINE	B670	640.2	640.2										
DISCOVER BOATING ONLINE	B670	4,020.0	4,020.0										
DISNEY.COM ONLINE	B670	9,407.1	979.4					4,230.2	126.2	3,678.1	393.2		
DISNEYFAMILY.COM ONLINE	B670	298.7	50.4						248.3				
DISNEYMOVIEREWARDS.COM ONLINE	B670	342.7								342.7			
DISNEYPARKS.COM ONLINE	B670	27,595.4	2,149.0					15,676.4	403.0	3,276.9	6,090.1		
DOITFORYOURBABY.COM ONLINE	B670	4,950.4	4,950.4										
DOVEPROAGE.COM ONLINE	B670	3,808.6	701.4					2,641.2	4.3	441.6	20.2		
DOW JONES NEWSPLUS ONLINE	B670	963.5	43.1			920.4							
DOW JONES NEWSWIRES ONLINE	B670	4,227.9	154.7			4,073.2							
DOW JONES WEBREPRINT ONLINE	B670	1,784.0				1,784.0							
DRUG FREE AZ ONLINE	B670	371.5							371.5				
DURINGDINNER.COM ONLINE	B670	672.1									672.1		
EBONYFASHIONFAIR.COM ONLINE	B670	279.5	278.6				0.9						
EONS ONLINE	B670	284.3							0.2	13.4	270.7		
EPICURIOS.COM ONLINE	B670	1,215.2	949.7	243.0	22.4								
EVENFLO.COM ONLINE	B670	762.1	762.1										
EVERYDAYKIDZ ONLINE	B670	525.6	525.6										
FACTIVA ONLINE	B670	1,449.3	43.1			1,406.2							
FANNATION ONLINE	B670	503.1	503.1										
FEWERPERIODS.COM ONLINE	B670	2,133.2	1,550.0						583.3			2,738.3	
FIGHTMENINGITIS.COM ONLINE	B670	2,738.3											
FLIP.COM ONLINE	B670	2,059.2	2,059.2										
FLUFACTS.COM ONLINE	B670	19,241.1	4,610.6		44.9			9,094.5	1,380.2	3,423.4	687.4		
FLUSOURCE.COM ONLINE	B670	5,334.4						2,043.2	33.7	1,917.9	1,339.5		
FRANCHISE.ORG ONLINE	B670	745.7	745.7										
FREECAREERINFO.COM ONLINE	B670	947.7							8.1		939.7		
GAY.COM ONLINE	B670	591.5	591.5										
GLAM.COM ONLINE	B670	450.3	450.3										
GOCARSANDTRUCKS.COM ONLINE	B670	349.8							349.8				
GOLF.COM ONLINE	B670	3,038.7	2,756.7			282.1							

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GOOGLE.COM ONLINE	B670	370.8			115.2		255.6						
HAIRCLUB.COM ONLINE	B670	603.4	603.4										
HELPNERVEPAIN.COM ONLINE	B670	3,386.3						558.2	216.3	170.0	2,441.9		
HIGHSCHOOLPLAYBOOK.COM ONLINE	B670	901.0							864.9	36.1			
HSGAMETIME.COM ONLINE	B670	905.4			284.6				620.8				
INC INNER CIRCLE ONLINE	B670	467.9	467.9							291.1			
INDIANAUNCLAIMED.COM ONLINE	B670	291.1											
INTELIUS ONLINE	B670	1,020.0			752.5	267.5							
ISHAPE ONLINE	B670	1,536.0	1,536.0										
IVILLAGE.COM ONLINE	B670	495.5				48.6		0.0	40.4		406.5		
KEEP KIDS FROM SMOKING ONLINE	B670	444.8	444.8										
KENTUCKIANAMOMS.COM ONLINE	B670	336.7			336.7								
KNOWMENOPAUSE.COM ONLINE	B670	15,818.8	8,375.4					5,144.6	4.9	175.6	2,118.4		
KRAFTFLAVORFULLIVING.COM ONLINE	B670	360.6	360.6										
LASVEASNOW.COM ONLINE	B670	254.0						254.0					
LIVINGWITHUC.COM ONLINE	B670	4,787.6									4,787.6		
MARKETWATCH ONLINE	B670	5,906.7	43.1			5,863.6							
MATTHEW LESKO ONLINE	B670	253.2									253.2		
MEGAMUSICTRIP.COM ONLINE	B670	308.0									308.0		
MEMORIESONHAND4EVER.COM ONLINE	B670	874.8	874.8										
MENTORSERIES.COM ONLINE	B670	272.0	272.0										
MLB.COM ONLINE	B670	941.1	356.5		15.6	549.7			13.7		5.6		
MOVE.COM ONLINE	B670	1,753.1							126.9			1,626.2	
MY FAMILY HEALTH PRTRT ONLINE	B670	1,392.8	1,392.8										
MYRECIPES.COM ONLINE	B670	2,587.1	2,587.1										
MYREGENCE.COM ONLINE	B670	437.7						437.7					
myspace.com online	B670	511.9				470.2			7.2		34.5		
MYTIMETOQUIT.COM ONLINE	B670	26,271.7						14,918.2	1,789.5	4,511.6	5,052.5		
NASCAR ONLINE	B670	5,236.2						736.0	37.2	23.2	4,439.8		
NBA.COM ONLINE	B670	502.4	104.2					0.0	118.9		279.3		
NBCSPORTS.COM ONLINE	B670	303.7						303.7					
NEOPETS ONLINE	B670	2,908.7									2,908.7		
NEXON.NET AUDITIONS ONLINE	B670	416.0									416.0		
NFL.COM ONLINE	B670	6,485.5		3.3				48.0	503.8		5,930.3		
NFLATINO.COM ONLINE	B670	359.6						0.0	15.1		344.5		
NICKARCADE.COM ONLINE	B670	1,183.6									1,183.6		
NIKE6.COM ONLINE	B670	496.5	249.3					10.0	14.9		222.3		
OOMPH.NET ONLINE	B670	338.7									338.7		
OPRAH ONLINE	B670	651.9	651.9										
PAHOME PAGE.COM ONLINE	B670	668.7						668.7					
PARTYPOP.COM SERVICES ONLINE	B670	311.3									311.3		
PBSPARENTS.ORG ONLINE	B670	994.2	994.2										
PGA.COM ONLINE	B670	253.2						14.0	0.8		238.4		
PGATOUR.COM ONLINE	B670	463.3	262.4					115.0	6.3		79.5		
PHILIPMORRISUSA.COM ONLINE	B670	19,578.9		13.2				11,666.9	1,098.4	2,834.1	3,633.2	333.0	
PHILIPS.COM/SIMPLICITY ONLINE	B670	1,779.0	1,779.0										
PHILLYCARS.COM ONLINE	B670	308.0					24.4		283.6				
PLAYGOLFAMERICA.COM ONLINE	B670	603.6		2.6				202.3	16.5		382.2		
POSTAROO.COM ONLINE	B670	1,274.5							1,274.5				
POWEROF.ORG ONLINE	B670	4,383.8	4,383.8										
PRESTO INTERNET SERVICE	B670	702.5		684.0	18.5								
PURINA PETCENTRIC ONLINE	B670	400.6	66.9					326.0			7.8		
RAINSIDER.COM ONLINE	B670	1,181.5							14.4	421.6	745.5		
RAISECAPITAL.COM ONLINE	B670	307.7	307.7										
RETIREMENTREDZONE.COM ONLINE	B670	8,109.2	7,337.7	228.7		542.8							
REVOLUTIONHEALTH ONLINE	B670	869.3	869.3										
RHAPSODY.COM & TIVO DIGITAL RECORDER	B670	3,428.4									3,428.4		
RHAPSODY.COM ONLINE	B670	12,446.9	388.7						0.1		12,058.2		
SCARED.COM ONLINE	B670	445.2			445.2								
SCRABBLECUBES.COM ONLINE	B670	362.9							29.5		333.4		
SERVICEMAGIC.COM ONLINE	B670	2,170.3			1,961.9		18.0		190.5				
SHOPMUFFLERS.COM ONLINE	B670	381.6									381.6		

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SHOPZILLA.COM ONLINE	B670	739.9			1.2				62.6		676.1		
SI MOBILE ONLINE	B670	829.6	829.6										
SINGTHEJINGLE.COM ONLINE	B670	2,250.7	1,612.1	638.6									
SKINIT.COM ONLINE	B670	2,821.2											2,821.2
SLACKERNETWORK.COM ONLINE	B670	1,722.9	1,722.9										
SMSMALLBIZ ONLINE	B670	480.9	247.3			233.6							
SOUTHERN PN AWRNS NTWRK ONLINE	B670	309.0	309.0										
SPEAKINGCLEARLY.COM ONLINE	B670	2,127.7						53.6	101.7	367.4	1,605.0		
STOCKINVESTOR.COM ONLINE	B670	310.3											310.3
STOCK-PROFIT COMPASS ONLINE	B670	605.0	328.6			276.4							
STYLE.COM ONLINE	B670	2,593.2	2,526.9				66.3						
SUPERDELUXE.COM ONLINE	B670	1,077.0											1,077.0
TELLUSMORE.COM ONLINE	B670	347.6							347.6				
TMZ.COM ONLINE	B670	815.9	795.9				20.0						
TODAYS MILITARY ONLINE	B670	3,653.9	3,653.9										
TRAFFIC.COM ONLINE	B670	1,030.1	446.0		158.0		0.8		140.7				284.7
TRAVELINFO.RD.COM ONLINE	B670	10,619.3	10,619.3										
TRAVELZOO INFO SVC ONLINE	B670	252.7					252.7						
TRIPADVISOR ONLINE	B670	832.2			52.8	189.4	49.0						541.0
TWOFUTURES.COM ONLINE	B670	5,309.7							113.0	3,113.0	2,083.7		
UNDERSTANDPMDD.COM ONLINE	B670	3,695.1											3,695.1
UPGRADER.COM ONLINE	B670	353.3	330.6		22.7								
VECTORVEST.COM ONLINE	B670	843.0	95.3					175.8	0.7		571.2		
VH1.COM ONLINE	B670	667.5	667.5										
WARREN MILLER GEAR.COM ONLINE	B670	284.2	284.2										
WEBMD INFORMATION SVC ONLINE	B670	22,743.9						18,902.0	42.2	1,869.4	1,930.3		
WEDDINGSOLUTIONS.COM ONLINE	B670	360.7	360.7										
WHATSINSIDE.COM ONLINE	B670	5,154.6							2,583.8		2,570.8		
WHITE LIES.TV ONLINE	B670	251.1											251.1
WHO STOLE THE SHOW.COM ONLINE	B670	664.2							664.2				
WIMBLEDON.ORG ONLINE	B670	494.4	188.5					264.0			41.9		
WSJMARKETS.COM ONLINE	B670	3,798.8			3,798.8								
XOOM.COM ONLINE	B670	356.4							95.9		260.5		
YAHOO ANSWERS ONLINE	B670	6,226.9					4,418.5	9.0		1,199.4	600.0		
YAHOO INC CP	B670	264.2			264.2								
YAHOO ONE SEARCH ONLINE	B670	4,356.3					3,681.2	0.3					674.8
YAHOO ONLINE	B670	4,098.9	221.9		213.1	974.8	162.1		26.6		240.8	2,255.6	4.0
YAHOO SEARCH MARKETING ONLINE	B670	1,079.9	176.3		51.1	610.8							241.7
YAHOO SPORTS ONLINE	B670	356.5	356.5										
YELLOW BOOK.COM ONLINE	B670	12,358.5					9,276.4	1.2					3,081.0
YELLOW COURTYARD ONLINE	B670	295.4	137.6						5.0				152.8
YOURINSULIN.COM ONLINE	B670	846.3						22.8					823.5
YOURRETIREMENTCOMPANY ONLINE	B670	2,598.7	2,516.0	82.7									
ZAP2IT.COM ONLINE	B670	506.0											506.0
ZUNE.NET ONLINE	B670	1,870.5	1,490.4						26.1				354.1
AOL VIDEO ONLINE	B680	2,962.0					319.2	24.0	508.2	2,110.7			
ESPN 360 ONLINE	B680	1,829.3			37.3				219.9		1,572.1		
IN THE MOTHERHOOD ONLINE	B680	543.8	530.3						0.1	13.4			
JURYDUTY.TV ONLINE	B680	417.9				202.1							215.8
MLB.TV BROADCASTS ONLINE	B680	478.0	302.7		6.7	168.6							
SEA-DOO FILMS ONLINE	B680	1,255.5	210.0				20.0				1,025.5		
SMARTMONEY TV ONLINE	B680	302.3	302.3										
SUPREME MASTER TV ONLINE	B680	435.4	339.7		1.7	94.0							
WIMBLEDON LIVE ONLINE	B680	1,012.4						947.0	1.9		63.6		
ALPHATRADE QUOTE SERVICE ONLINE	B690	325.6							325.6				
AMERICAN MEDIA PUBLISHING & MEDIA	B690	507.7					507.7						
ASSOCIATION OF AMER PUB	B690	621.2	621.2										
CLEAR CHANNEL COMM INC CP	B690	7,774.3			18.7	7,755.6							491.3
CONSUMERS UNION AUTO INFORMATION SVC	B690	491.3											
CRYSTAL CLEAR INFORMATION SERVICES	B690	342.2	342.2										
DIR INFORMATION SERVICES	B690	635.0			635.0								
GORILLATRADES.COM ONLINE	B690	3,949.2	2,938.8			31.9					978.4		

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
INSIGHT PUBLICATIONS	B690	4,179.7	4,179.7										
BIZHUB MULTI FUNCTION OFC MCHN	B711	8,493.0											
CANON COPIER	B711	1,879.0			16.1	1,547.7	315.2		104.4		403.4		
CANON DIGITAL PRESS & PRINTER	B711	396.1											
HEWLETT PACKARD LASERJET COPIER	B711	5,594.5	20.4		5,288.4	285.8							
HP COPIER	B711	1,359.6			818.0	541.5							
KYOCERA COPIER	B711	664.1											664.1
KYOCERA MITA COPIER	B711	1,524.4									363.7	1,160.7	
KYOCERA MITA COPIERS & PRINTERS	B711	1,603.8									1,433.5		29.0
KYOCERA MITA PRINTERS	B711	1,277.7	1,277.7										
OCE PRINTING SYS USA INC CP	B711	264.2				264.2							
PANASONIC COPIER	B711	2,793.4			1,847.8	845.6							100.0
SAVIN COPIER	B711	270.6									1.5	269.1	
SHARP COPIER	B711	2,860.2				91.8					650.0	132.0	1,986.4
TOSHIBA COPIER	B711	1,033.3	941.4			15.3						70.8	5.8
XEROX COPIER	B711	2,186.5				18.1							474.8
XEROX COPIER & PRINTER	B711	3,920.0				109.7					3,266.0	2.7	5.0
APC MOBILE PACKS	B719	1,158.3	1,158.3										
BROTHER LABELING SYSTEM	B719	2,707.3	354.8									0.3	
BROTHER MULTI FNCTN/MCHNS&PRNTRS	B719	1,595.5	1,595.5										2,352.2
BROTHER TYPEWRITERS	B719	810.2											810.2
CANON DIGITAL PRESS	B719	594.2				594.2							
CANON MULTI FUNCTION OFC MCHN	B719	5,711.3	4,902.3			523.2	285.8						
CANON OFFICE MACHINES	B719	3,340.4	2,848.5				426.8	65.1					
CANON OFFICE MCHNS&CON ELECT	B719	1,855.7				417.0	504.4	934.3					
DYMO LABELMAKER	B719	1,789.0									0.6	228.7	1,559.6
DYMO LABELWRITER LABEL PRINTERS	B719	3,174.4	1,618.0								0.0		1,556.3
EPSON PROJECTOR	B719	3,193.5	3,193.5										
FELLOWES PAPER SHREDDER	B719	1,927.4	1,927.4										80.0
GESTETNER OFFICE MACHINES	B719	1,759.9	1,251.4				428.6						
HP MULTI FUNCTION OFC MCHN	B719	1,298.7	1,298.7										
JVC PROJECTOR	B719	2,439.1				1,589.1	850.0						
KONICA OFFICE MACHINES	B719	396.7	396.7										
KYOCERA MITA MULTI FNCTN/MCHNS&PRNTR	B719	800.3					800.3						
KYOCERA MITA MULTI FUNCTION OFC MCHN	B719	2,949.1	2,949.1										
KYOCERA MITA OFFICE MACHINES	B719	588.6	257.5				331.1						
LANIER OFFICE MACHINES	B719	2,321.1	2,276.9				44.1						
MINOLTA OFFICE MACHINES	B719	1,008.6									40.4		968.2
PITNEY BOWES MAILING SYSTEMS	B719	303.8					303.8						
PROJECTCALC CALCULATORS	B719	3,775.0	3,747.4				27.6						
ROYAL COPYSTAR MLT FNCTN/MCHNS&PRNTR	B719	569.9	569.9										
SANYO PROJECTOR	B719	2,036.7	2,036.7										
SANYO PROJECTOR&WIRELESS PHNS	B719	345.9	345.9										
SHARP MULTI FUNCTION OFC MCHN	B719	396.7	396.7										
TOSHIBA MULTI FUNCTION OFC MCHN	B719	5,799.4	4,045.3				1,727.1					27.0	
XEROX BUSINESS MACHINES	B719	393.0	393.0										
XEROX MULTI FNCTN/MCHNS&PRNTRS	B719	6,735.2	6,515.8				219.4						
XEROX MULTI FUNCTION OFC MCHN	B719	842.9	42.1								407.0	0.0	5.0
ALLSTEEL OFFICE FURNITURE	B721	1,102.4	1,102.4										388.8
ANTHRO OFFICE FURNITURE	B721	493.6	493.6										
HON OFFICE FURNITURE	B721	2,625.7	984.8				12.7						1,615.5
3M POST-IT ARROW FLAGS	B722	422.4	422.4										
3M POST-IT EASEL PADES	B722	2,113.6										2,113.6	
3M POST-IT PICTURE PAPER	B722	293.0	275.7									17.3	
3M POST-IT TAPE FLAGS	B722	288.1	288.1										
AMERICAN GREETINGS GREETING CARDS	B722	5,611.2	5,118.7				53.9						435.1
ANNA GRIFFIN WEDDING INVITATIONS	B722	324.5	324.5										
DOMTAR PAPER	B722	302.3	301.6				0.7						
EBONY GREETING CARDS	B722	747.2	747.2										
HALLMARK GREETING CARDS	B722	54,001.7	3,894.6				34.6	383.8			23,632.4	958.0	17,469.8
HALLMARK GREETING CARDS & GIFTS	B722	23,766.4									10,698.9	150.1	5,197.3
											6,531.2	3,967.3	1,484.0
													947.1
													2,418.9

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MARK-MY-TIME DIGITAL BOOKMARK	B722	298.3	298.3										
WEDDING PAPER DIVAS STATIONERY	B722	251.8	251.8										
WILLIAM ARTHUR STATIONERY	B722	427.7	427.7										
3M POST-IT FLAG HIGHLIGHTER&TP FLGS	B723	613.7	547.0										66.7
BIC MARK IT MARKERS	B723	3,443.3	3,443.3										
CLASSIC PEN SET	B723	3,092.6							69.1	2,357.7	28.4	637.5	
EXPO MARKERS	B723	326.3	326.3										
PENTEL ENERGEL PENS	B723	725.9	725.9										
PILOT PRECISE PENS	B723	662.9				571.3		68.4				23.2	
PRANG MARKERS	B723	365.4	365.4										
SHARPIE MARKERS	B723	9,801.8	237.5							16.0	1,957.9	7,590.4	
SHARPIE RETRACTABLE MARKERS	B723	3,751.8	3,751.8										
UNI-BALL 207 PEN	B723	1,980.7								748.9		1,231.8	
WATERMAN PENS	B723	480.2	480.2										
3M POST-IT TABS	B729	474.7	474.7										
BIC WITE-OUT CORRECTION PDTS	B729	2,020.1	2,020.1										
BIC WITE-OUT CORRECTION TAPE	B729	711.1	711.1										
CANON INK CARTRIDGES	B729	811.4	641.8					169.6					
DUCK TAPE	B729	1,380.0	598.3	781.7									
FELLOWES OFFICE SUPPLIES	B729	465.0						465.0					
GORILLA GLUE	B729	2,686.6	1,801.6	274.9	583.2			26.9					
GORILLA GLUE & TAPE	B729	8,995.1	1,857.6	334.2	4,729.6	2,073.6							
KODAK INK CARTRIDGES	B729	15,033.9	10,067.8	4,554.2	118.0	294.0							
KODAK INK CARTRIDGES&PRINTERS	B729	1,853.8	751.3	1,102.5									
KRAZY GLUE	B729	3,560.0	3,311.5										248.5
MEAD FIVE-STAR FLEX NOTEBOOK	B729	5,402.1	437.4									4,964.7	
MEAD FIVE-STAR/SOUND SCHOOL SUPPLIES	B729	2,406.7	94.1									2,312.6	
MEAD SCHOOL SUPPLIES	B729	305.7	305.7										
MOHAWK PAPER MILLS INC CP	B729	339.4	339.4										
PRESCHOOL PREP CO EDUCATIONAL SUPP	B729	323.5	323.5										
REAL SIMPLE OFFICE SUPPLIES	B729	427.5	427.5										
SCOTCH GIFT WRAP CUTTER	B729	1,087.3								1,008.6	32.8	45.9	
SWINGLINE STAPLER	B729	369.6	369.6										
TITEBOND III WOOD GLUE	B729	802.4	802.4										
NUCOR CORP CP	B811	10,979.8	886.0		28.3	10,065.5							
NUCOR METAL PARTS	B811	976.4				976.4							
FEMSA GROUP CP	B812	595.6	595.6										
BLUE PLANET RUN 07/DOW	B813	1,764.0	470.7						132.8	8.8		1,151.7	
BRASKEM CP	B813	264.2				264.2							
DUPONT TEFLON NON STICK COATINGS	B813	1,841.6	1,841.6										
ASAHI GLASS CO LTD CP	B819	1,559.8	704.7			855.1							
BASF MFG MATERIALS	B819	921.8	64.5			857.3							
ENVIRONMENTAL SYS PDTS	B819	560.1											560.1
MICROCOTTON FIBERS	B819	1,367.4	1,367.4										
SENA CASES	B819	313.7	313.7										
TORAY INDUSTRIES INC CP	B819	528.6	487.5							41.1			
ABB INC	B821	895.5					895.5						
CANON IMAGEPRESS DIGITAL PRESS	B821	4,879.9	4,879.9										
CRAFTSMAN AXS TOOL STORAGE SYSTEM	B821	2,495.9	589.6						990.9	1.7	90.3	823.4	
CUMMINS MFG MACHINERY	B821	998.8		998.8									
DOW CHEMICAL CO	B821	780.7	538.0		6.5	196.3	39.9						
EAGLE NATIONAL STEEL	B821	267.0			267.0								
EMERSON ELECTRIC CO	B821	2,377.7					2,377.7						
KENNAMETAL INC CP	B821	501.5	223.4			278.1							
KUBOTA MFG MACHINERY	B821	774.9			774.9								
OPTOTECH OPTICAL PRODUCTION EQUIP	B821	262.4					262.4						
PELICAN EQUIP CASES	B821	271.2	271.2										
PLASMA CAM MFG MACHINERY	B821	1,029.2	1,029.2										
SANIFLO PUMP SYSTEM	B821	453.5	453.5										
SIEMENS MFG MACHINERY	B821	298.5						298.5					
SIEMENS VAR IND ELECT COMPONENTS	B821	680.1			108.6	571.5							
UNITED TECHNOLOGIES	B821	475.6	247.2		50.8		177.6						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
VESTAS WIND SYSTEMS AS CP	B821	501.5	132.2		101.7	267.6							
XEROX IGEN3 DIGITAL PRESS	B821	422.9	422.9										
X-RITE INSTRUMENTS & SOFTWARE	B821	338.7	338.7										
AMERICAN POWER CNVRSN POWER PDTS	B822	483.5	405.9				77.6						
APC AV POWER CONDITIONERS	B822	2,381.2	1,257.4	1,123.8									
APC BACK-UPS SRG PRTCT &BACK-UPS SYS	B822	1,013.5	1,013.5										
APC BACK-UPS XS UPS SYSTEMS	B822	1,587.6	1,587.6										
APC POWER PDTS	B822	1,529.3	1,529.3										
APC SMART-UPS SURGE PROTECTORS	B822	4,017.6	4,017.6										
BLACK & DECKER POWER PDTS	B822	1,765.4		1,765.4									
EPILOG LASER SYSTEM	B822	292.6	292.6										
GUARDIAN GENERATORS	B822	1,258.3	695.1		43.9			105.3	209.9	54.4	149.8		
HD DIGITAL RADIO	B822	287.9				287.9							
HP PROCURVE NETWORK SWITCHES	B822	576.0	576.0										
IGO POWER ADAPTERS	B822	822.4			822.4								
LASERGLOW.COM LASERS ONLINE	B822	361.3	361.3										
LG GROUP ELECTRONIC EQUIP	B822	1,146.5	782.0			364.4							
SAMSUNG ELECTRONIC EQUIP	B822	1,462.2				1,462.2							
SIEMENS ELECTRONIC EQUIP	B822	562.4	15.8			546.6							
SONY ELECTRONICS ELECT COMPONENTS	B822	655.2				655.2							
SONY HDNA ELECTRONIC DEVICES	B822	6,492.1	5,931.3		560.7								
TYCO ELECTRONICS CP	B822	1,449.7	744.3		562.5	142.9							260.2
BOSE HEADSETS	B829	4,086.4	69.1		2,592.4	1,164.7							
DAVID CLARK HEADSETS	B829	253.3	253.3										
MARTIN ENGINEERING CP	B829	293.8	293.8										
OAK RIDGE NATIONAL LAB CP	B829	268.3	268.3										
UPS INTERNET SHIPPING ONLINE	B829	715.3					40.4		674.9				
CSX TRANSPORTATION RAIL FREIGHT	B831	2,686.0		451.1	428.7	208.1	45.4	3.4		1,292.8			256.5
LONG ISLAND RAILROAD RAIL FREIGHT	B831	431.9	63.2		368.6								
NORFOLK SOUTHERN CORP CP	B831	1,230.0	241.4			988.7							
NORFOLK SOUTHERN RAIL FREIGHT	B831	1,882.4				43.6	364.3	7.6	16.2	1,013.1		437.5	
RAILTRANS RAIL FREIGHT	B831	321.6				321.6							
DHL ALL-STAR FAN FEST	B832	516.5		427.5			88.9						
DHL DOM	B832	3,774.7	3,159.7		615.0								
DHL DOM & INTL	B832	22,726.7	4,836.6		14.2	1,353.0	320.9	11,998.6	6.4		4,193.4		3.6
DHL INTL	B832	2,021.8	1,093.4			922.5							6.0
FEDEX DELIVERY SERVICE ONLINE	B832	313.6				88.6	225.0						
FEDEX DOM	B832	25,079.0	4,660.3			264.2	16,667.1	90.6		3,396.9			
FEDEX DOM & INTL	B832	29,703.9	252.5		134.7	1,421.1	329.6	23,046.6	113.8	4,004.1			401.6
FEDEX INTL	B832	9,814.0	5,358.0			1,921.9		1,143.2	20.9		1,370.0		
UPS UNITED PARCEL SVC CP	B832	2,764.1	812.7		1.7	1,948.7					1.0		
UPS UNITED PARCEL SVC DOM	B832	30,162.7	528.3				23,981.9	150.1		5,502.4			
UPS UNITED PARCEL SVC DOM & INTL	B832	42,446.1	1,377.0		319.4		1,011.5	26,582.1	58.7		4,906.8	893.6	7,297.2
UPS UNITED PARCEL SVC INTL	B832	17,613.7	5,398.2		32.9	1,016.2		8,577.0	45.2		2,544.1		
UPS UNITED PARCEL SVC ONLINE	B832	437.6	437.6										
BAX GLOBAL SHIPPING SERVICE	B833	343.3	343.3										
FEDEX CORP CP	B833	17,709.4	1,158.6			3,961.7		12,078.7	1.3		509.1		
FEDEX CUP GOLF TRNMNT	B833	21,023.7	3,136.8		48.1	1,344.7		14,975.6	190.1		1,328.4		
INTL CONTAINER TERMINAL SHIPPING SVC	B833	392.9		392.9									
MOL SHIPPING SERVICE	B833	403.5	204.9			198.6							
NIPPON YUSEN KAISHA LINE CP	B833	373.6	373.6										
OLD DOMINION FREIGHT LNS	B833	331.9	167.8						164.1				
UPS UNITED PARCEL SVC SHIPPING SVC	B833	567.1	567.1										
YELLOW FREIGHT SYS INC SHIPPING SVC	B833	1,210.8	1,210.8										
ARKANSAS ECONOMIC DEVELOPMENT	B840	426.4	426.4										
AZERBAIJAN INDUSTRIAL DEVELOPMENT	B840	413.3	413.3										
BAHAMAS INDUSTRIAL DEVELOPMENT	B840	391.8	391.8										
BASQUE COUNTRY INDUSTRIAL DEV	B840	1,098.5	1,098.5										
BEIJING ECNMC TECH DEV IND DEV	B840	403.8	403.8										
BENIN INDUSTRIAL DEVELOPMENT	B840	529.3		529.3									
BEXAR COUNTY INDUSTRIAL DEVELOPMENT	B840	257.9	257.9										
COSTA RICA ECONOMIC DEVELOPMENT	B840	263.9	263.9										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CROATIA INDUSTRIAL DEVELOPMENT	B840	694.6	694.6										
CZECH REPUBLIC AREA INDUSTRIAL DEV	B840	1,716.4	1,716.4										
DOMINICAN REPUBLIC INDUSTRIAL DEV	B840	585.1	585.1										
DUBAI INDUSTRIAL DEVELOPMENT	B840	3,134.8	3,134.8										
ECONOMY SURVEY CORP INDUSTRIAL DEV	B840	643.6	643.6										
GREECE INDUSTRIAL DEVELOPMENT	B840	699.7	699.7										
HAMPTON ROADS VA INDUSTRIAL DEV	B840	999.3	456.5			542.7							
HONG KONG INDUSTRIAL DEVELOPMENT	B840	568.0	568.0										
IDA IRELAND INDUSTRIAL DEVELOPMENT	B840	4,700.8	4,700.8										
INVEST IN GA INDUSTRIAL DEVELOPMENT	B840	2,081.2	390.1			1,691.2							
IOWA DEPT/ECONOMIC DEV IND DEV	B840	674.2	629.2				45.0						
IRELAND INDUSTRIAL DEVELOPMENT	B840	342.7				342.7							
KAZAKHSTAN REPUBLIC OF IND DEV	B840	284.7	284.7										
KENTUCKY INDUSTRIAL DEVELOPMENT	B840	382.6	382.6										
KUWAIT INDUSTRIAL DEVELOPMENT	B840	1,044.9	1,044.9										
LIBYA ECONOMIC DEVELOPMENT	B840	339.2	339.2										
LOUISIANA ECONOMIC DEVELOPMENT	B840	271.0			19.0		252.0						
MACEDONIA INDUSTRIAL DEVELOPMENT	B840	2,391.5	1,714.2			677.3							
MICHIGAN ECNMC DEV CORP IND DEV	B840	5,504.8	2,734.3			5.0		5.5	91.8		2,668.2		
MICHIGAN INDUSTRIAL DEVELOPMENT	B840	392.3	377.2			15.0							
MISSISSIPPI STATE INDUSTRIAL DEV	B840	765.8	462.0			303.8							
OHIO BUS DEV COALITION IND DEV	B840	1,935.8	1,651.5			284.3							
OHIO STATE INDUSTRIAL DEVELOPMENT	B840	3,245.0			36.0	3,209.0							
ONTARIO CANADA INDUSTRIAL DEV	B840	5,323.8	3,850.5			1,473.3							
PEDERNALES ELECTRIC CORP IND DEV	B840	294.0			294.0								
PERU INDUSTRIAL DEVELOPMENT	B840	476.0	476.0										
PIEDMONT TRIAD NC ECONOMIC DEV	B840	300.6					296.7			3.9			
PORTUGAL INDUSTRIAL DEVELOPMENT	B840	762.2	762.2										
PUERTO RICO INDUSTRIAL DEVELOPMENT	B840	1,504.7	1,504.7										
QATAR ECONOMIC DEVELOPMENT	B840	1,741.6	1,741.6										
QATAR FINANCIAL CENTRE IND DEV	B840	750.2	568.1			181.7				0.3			
QATAR INDUSTRIAL DEVELOPMENT	B840	938.7	938.7										
QUEENSLAND AUSTRALIA INDUSTRIAL DEV	B840	464.4	464.4										
REGIONE PIEMONTE ECONOMIC DEV	B840	2,608.9	2,608.9										
RWANDA INDUSTRIAL DEVELOPMENT	B840	390.1	390.1										
SAUDI ARABIA INDUSTRIAL DEVELOPMENT	B840	1,670.4	1,670.4										
SCOTLAND INDUSTRIAL DEVELOPMENT	B840	1,129.1				1,129.1							
SCOTTISH DEV INT'L INDUSTRIAL DEV	B840	689.6	689.6										
SPAIN INDUSTRIAL DEVELOPMENT	B840	1,150.0	913.2		71.3	165.5							
SPANISH INST/FOREIGN TRD IND DEV	B840	1,304.2	1,304.2										
TEXAS INDUSTRIAL DEVELOPMENT	B840	333.3		333.3									
TRINIDAD & TOBAGO INDUSTRIAL DEV	B840	417.2	341.3			75.8							
TURKEY INDUSTRIAL DEVELOPMENT	B840	2,838.7	2,838.7										
TURKS & CAICOS ISLANDS IND DEV	B840	457.1	445.1		12.0								
UK TRADE & INVESTMENT INDUSTRIAL DEV	B840	1,154.7	773.4			381.4							
UNITED WORLD INDUSTRIAL DEVELOPMENT	B840	282.5				282.5							
UNIVERSAL NEWS INDUSTRIAL DEV	B840	1,708.5	1,708.5										
VIRGINIA ECONOMIC DEV INDUSTRIAL DEV	B840	933.6	933.6										
WALES INDUSTRIAL DEVELOPMENT	B840	277.8	37.7			240.1							
WALLONIA BELGIUM INDUSTRIAL DEV	B840	264.1	264.1							0.0			
PANASONIC PLASMA DISPLAYS	B870	670.2	670.2										
10WORK.COM BP ONLINE	B911	485.9						1.5		484.4			
11WORK.COM BP ONLINE	B911	585.3						19.2		566.1			
123 FIT BP	B911	346.4	313.5		31.3			1.6					
13MAKETHEMONEY.COM BP ONLINE	B911	1,811.7						1.3		1,810.4			
15NEWFUTURE.COM BP ONLINE	B911	285.3								285.3			
17WORK.COM BP ONLINE	B911	361.1						3.6		357.5			
23GETMONEY.COM BP ONLINE	B911	313.2						0.3		312.9			
26GAIN.COM BP ONLINE	B911	360.7						0.1		360.7			
29GAIN.COM BP ONLINE	B911	1,958.2								1,958.2			
49MONEY.COM BP ONLINE	B911	1,262.2						0.5		1,261.7			
ACTIONCOACH BP	B911	940.6	940.6										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ALLSTATE AGENCY BP	B911	604.1	597.7		6.4								
ALLSTATE INS CO BP	B911	1,043.3	1,043.3										
AVIS BP	B911	327.9	327.9										
BASKIN ROBBINS INC BP	B911	429.6			429.6								
BEST PERSONALIZED BOOKS BP	B911	376.3	376.3										
BUTTERFLY LIFE FITNESS BP	B911	1,028.3	94.1		66.5	52.0			707.3	66.8	41.7		
CANDY BOUQUET INTL INC BP	B911	479.8	479.8										
CARTRIDGE WORLD BP	B911	601.8	600.0		1.7								
CERTAPRO PAINTERS BP	B911	940.6	940.6										
CLEAN NET USA BP	B911	397.4			397.4								
CLEAR CHOICE USA BP	B911	377.8	351.0		26.8								
CLOSETS BY DESIGN BP	B911	301.9	188.1		113.8								
COMPLETEAUTO BP	B911	258.7			258.7								
CONCRETE TECHNOLOGY INC BP	B911	564.3	564.3										
COVERALL CLEANING CNCPTS BP	B911	272.1	84.2		187.9								
CRAZYFOX.COM BP ONLINE	B911	12,605.3						738.5	1,654.1	2,385.9	7,826.9		
CRUISE PLANNERS TRAVEL BP	B911	347.5	347.5										
CRUISEONE TRAVEL AGENCY BP	B911	464.4	463.6		0.8								
DIR BP	B911	1,498.1			1,498.1								
EBIZ MARKETING SYSTEMS BP	B911	548.7	548.7										
ENTREPRENEURS SOURCE BP	B911	374.8	288.3		86.5								
EWS ENVIRO WASTE SLTNS BP	B911	980.6	980.6										
FRANCHISING SYSTEMS BP	B911	492.0	492.0										
GARLIC JIMS FMS GRMT PZ BP	B911	445.3			445.3								
HBB.COM BP ONLINE	B911	2,870.0						642.2	221.0	2,006.8			
HOME FRANCHISE CONCEPTS BP	B911	313.5	313.5										
HOME INTERIORS & GIFTS BP	B911	288.0	288.0										
HUNTINGTON LEARNING CTR BP	B911	255.8	255.8										
HYBRID TECHNOLOGIES BP	B911	848.4			848.4								
INFINITE MARKETING BP	B911	586.1	586.1										
INTIMA BP	B911	726.5	726.5										
JACKSON HEWITT TAX SVC BP	B911	419.3	419.3										
JAN KING BP	B911	780.4			780.4								
JAN PRO CLEANING SERVICE BP	B911	287.5	153.4		131.2				3.0				
JANI-KING INTL INC BP	B911	1,165.7	1,115.4		43.6				6.7				
LOAN CONSULTANTS INC BP	B911	440.2	376.3		64.0								
MATERIAL TECH INC BP	B911	367.2			367.2								
MONITORCLOSELY.COM BP	B911	376.3	376.3										
NANO CHEM SYS HOLDINGS BP	B911	356.8			107.5	249.3							
NHANCE WOOD RENEWAL BP	B911	376.2	376.2										
NO-BURN BP	B911	376.2	376.2										
ONLINE STRATEGIES GROUP BP	B911	376.2	376.2										
OPEN2VIEW.COM BP	B911	741.7	741.7										
PERMA CRETE BP	B911	470.3	470.3										
PLAY N TRADE BP	B911	959.4	959.4										
POSI GRIP BP	B911	629.6	629.6										
QUIZNOS CLASSIC SUBS BP	B911	1,818.9			1,807.3	10.2	1.5						
SALAD CREATIONS BP	B911	376.3	376.3										
SIGN A RAMA BP	B911	398.0	398.0										
SMC MERCHANDISE SVC BP	B911	8,853.3						1,016.1	2,172.9	5,664.3			
SMOOTHIE KING BP	B911	297.0	297.0										
SPIRIT/AMER FUND RAISERS BP	B911	282.1	282.1										
SPRAYGREEN LANDSCAPE SVC BP	B911	438.1	438.1										
SUNBELT BUS BROKERS BP	B911	1,126.6			1,126.6								
TUPPERWARE CORP BP	B911	613.2	613.2										
TWO MEN & A TRUCK BP	B911	533.0	533.0										
UNITED MERCANTILE CORP BP	B911	282.2	282.2										
UPS STORE BP	B911	252.5	188.1		21.8	42.6							
VOLVO CONST EQUIP RENTS BP	B911	300.9			300.9								
WINE STYLES BP	B911	376.3	376.3										
WINMARK CORP BP	B911	1,207.1	293.9			913.2							
WIRTH BUSINESS CREDIT BP	B911	410.0	153.6			256.4							

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WORK AT HOME INSTITUTE BP	B911	17,605.5							39.7		17,565.9		
13 DRUG SAFETY RECRUITMENT	B912	368.9			368.9								
ACLD RECRUITMENT	B912	660.3			660.3								
ADMINISTAFF RECRUITMENT	B912	267.4			14.7								252.7
AFFINITY BANK RECRUITMENT	B912	437.3			437.3								
AHRC RECRUITMENT	B912	471.3			471.3								
ALDI GROCERY STORE RECRUITMENT	B912	261.8			261.8								
ALLSTATE INSURANCE CO RECRUITMENT	B912	981.9	970.0		11.9								
AMERICAN ELECTRIC POWER RECRUITMENT	B912	273.9	270.9		3.0								
ANDERSON&COLLINS/RSRCH RECRUITMENT	B912	306.2			306.2								
ASTORIA FED SAVINGS BANK RECRUITMENT	B912	1,822.1			1,822.1								
AT&T INC RECRUITMENT	B912	1,114.0	679.8		207.9				30.5				195.9
AVIS RENT-A-CAR & BUDGET RENT-A-CAR	B912	278.2			2.6							275.6	
AVON PDTS INC RECRUITMENT	B912	4,757.3	1,591.9					1,158.7	0.1		2,006.6		
BARNES&NOBLE INC RECRUITMENT	B912	953.1			953.1								
BAYLOR HEALTH CARE SYS RECRUITMENT	B912	320.8			304.4								16.4
BOSTONCOACH RECRUITMENT	B912	283.6			283.6								
BRISTOL-MYERS SQUIBB CO RECRUITMENT	B912	262.1	246.4		15.7								
BROOKHAVEN MEMORIAL HOSP RECRUITMENT	B912	741.1			741.1								
CABLEVISION RECRUITMENT	B912	3,603.2			3,553.8	49.4							
CATERPILLAR INC RECRUITMENT	B912	1,249.0	1,249.0										
CENTRAL INTLGNC AGENCY RECRUITMENT	B912	582.1	60.1									522.0	
CENTRASTATE HLTHCR SYS RECRUITMENT	B912	340.0			336.8								3.2
CENTURY 21 REALTORS RECRUITMENT	B912	263.4			228.2				35.1				
CHANDLER HILL PARTNERS RECRUITMENT	B912	324.6			324.6								
CHEESECAKE FACTORY INC RECRUITMENT	B912	283.2			219.6	5.2							58.4
CHEVRON CORP RECRUITMENT	B912	512.8			258.6	254.2							
CHILDRENS HOSPITAL RECRUITMENT	B912	296.3			283.8								12.5
CIA RECRUITMENT	B912	3,582.7									2,263.1		1,319.7
CINGULAR WIRELESS LLC RECRUITMENT	B912	493.0			65.3				10.6				417.1
CITIBANK RECRUITMENT	B912	379.4			225.5				29.7				124.2
CITIGROUP INC RECRUITMENT	B912	306.2			302.5	3.8							
CLEVELAND CLINIC RECRUITMENT	B912	527.4			507.4								20.0
COMCAST CORP RECRUITMENT	B912	546.1			543.4								2.7
COMPREHENSIVE NRSCNC RECRUITMENT	B912	256.0			256.0								
COOK CHILD HEALTH CR SYS RECRUITMENT	B912	319.3			319.3								
COUNTRYWIDE FINANCIAL RECRUITMENT	B912	629.1			629.1								
CPC BEHAVIORAL HLTHCR RECRUITMENT	B912	265.2			265.2								
DALLAS POLICE DEPT RECRUITMENT	B912	320.1			320.1								
DALLAS REGIONAL MED CTR RECRUITMENT	B912	289.8			289.8								
DAVID LERNER ASSOC INC RECRUITMENT	B912	615.3			517.4	97.9							
DELL COMPUTER CORP RECRUITMENT	B912	631.6	625.4		0.7								5.5
DHL RECRUITMENT	B912	256.0			256.0								
DIR RECRUITMENT	B912	34,763.1			20,525.2	14,238.0							
EDO CORP RECRUITMENT	B912	677.5			677.5								
FAMILY RESIDENCE&ESS ENT RECRUITMENT	B912	386.1			386.1								
FAMILY RSDNCS&ESNTL ENT RECRUITMENT	B912	593.3			593.3								
FARMERS INS GROUP RECRUITMENT	B912	353.6	229.2		43.9				4.7				75.7
FAULKNER HOSPITAL RECRUITMENT	B912	259.6			254.7								4.9
FEDEX CORP RECRUITMENT	B912	258.8	24.9		216.7				17.3				
FIDELITY INVESTMENT COS RECRUITMENT	B912	332.5			251.1	3.8							77.6
FORTUNOFF INC RECRUITMENT	B912	320.2			274.2	46.0							
FOSTERS WINE EST AMER RECRUITMENT	B912	251.6	251.6										
GEICO CORP RECRUITMENT	B912	1,437.0			1,437.0								
GENERAL ELECTRIC CO RECRUITMENT	B912	639.2			13.5		12.9						612.8
GOOD SAMARITAN HSP&CTR RECRUITMENT	B912	511.0			511.0								
GREATER PITTSBURGH AT DA RECRUITMENT	B912	1,859.8			1,859.8								
GREENWICH HOSPITAL RECRUITMENT	B912	317.2			289.2	28.0							
H&R BLOCK RECRUITMENT	B912	439.0			10.9				265.5		146.9		15.7
HCR MANORCARE HLTH SVC RECRUITMENT	B912	278.0			148.6				129.4				
HEALTHFIRST INC RECRUITMENT	B912	250.4			155.7	94.8							
HEALTHSOUTH CORP RECRUITMENT	B912	316.8			316.8								

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HOME DEPOT INC RECRUITMENT	B912	1,182.5	219.6		249.1							712.5	1.2
HOME INTERIORS&GFTS INC RECRUITMENT	B912	404.6	404.6										
HOOTERS RESTAURANT RECRUITMENT	B912	310.1						70.0	0.8	239.3			
ICON PARKING SYSTEMS RECRUITMENT	B912	409.0							409.0				
IRS RECRUITMENT	B912	541.9	24.9		40.7				458.4				17.9
JOHN MUIR HEALTH RECRUITMENT	B912	366.1			366.1								
JOHN T MATHER MEM HOSP RECRUITMENT	B912	311.2			311.2								
JOHNSON & JOHNSON RECRUITMENT	B912	251.2	128.5	115.5	7.2								
JOHNSON&JOHNSON NURSING RECRUITMENT	B912	357.0											357.0
KEAN UNIVERSITY RECRUITMENT	B912	401.8			401.8								
LAKELAND BANK RECRUITMENT	B912	275.1			275.1								
LEND AMERICAN RECRUITMENT	B912	499.6			499.6								
LIFES WORC ORG RECRUITMENT	B912	922.9			922.9								
LL BEAN INC RECRUITMENT	B912	258.3			231.4				18.0				8.8
LONG ISLAND RAILROAD RECRUITMENT	B912	390.0			379.4	10.6							
LOS ANGELES POLICE DEPT RECRUITMENT	B912	305.4			0.9		304.5						
MACYS DEPT RECRUITMENT	B912	415.9	42.1		273.6	8.8			90.6				0.7
MARRIOTT INTL INC RECRUITMENT	B912	281.2	165.3		115.9								
MCDONALDS CORP RECRUITMENT	B912	1,675.7			157.9			70.6	19.0	143.2	1,285.0		
MEDICAL CENTER OF PLANO RECRUITMENT	B912	323.7			323.7								
MEMORIAL SLOAN-KETTERING RECRUITMENT	B912	357.9		119.9	144.1	93.9							
MERRILL LYNCH RECRUITMENT	B912	380.7	368.0		8.9	3.8							
METHODIST HEALTH SYS RECRUITMENT	B912	511.7			511.7								
METLIFE INC RECRUITMENT	B912	305.3	302.4		2.9								
miteq RECRUITMENT	B912	544.2			544.2								
MORTGAGE WAREHOUSE RECRUITMENT	B912	328.6			328.6								
NASSAU AHRC RECRUITMENT	B912	492.2			492.2								
NEIMAN-MARCUS RECRUITMENT	B912	452.7			452.7								
NEW YORK CITY ADMIN/CHLD RECRUITMENT	B912	533.2			323.1	210.2							
NEW YORK CITY HSNG DEV RECRUITMENT	B912	1,177.5			1,164.2	13.4							
NEW YORK CITY POLICE RECRUITMENT	B912	1,187.7			829.9	151.7							206.1
NEW YORK CITY TRANS AUTH RECRUITMENT	B912	613.7	5.8		600.1	7.7							
NEW YORK CTY/CORRECTIONS RECRUITMENT	B912	514.5			512.1	2.3							
NEW YORK LIFE INS CO RECRUITMENT	B912	389.2	340.0		41.1	8.2							
NORTH SHORE LI JWSH HLTH RECRUITMENT	B912	516.0		49.5	466.5								
NORTH SHORE-LNG ISLND HL RECRUITMENT	B912	363.7			363.7								
NORTHWESTERN MUTUAL LIFE RECRUITMENT	B912	314.8	314.8										
NOVO NORDISK PHARM INC RECRUITMENT	B912	404.7			35.4	75.9							293.5
PASSAIC COUNTY CMNTY CLG RECRUITMENT	B912	273.2			273.2								
PC RICHARD & SON RECRUITMENT	B912	284.3			284.3								
POLYTYPE AMERICA CORP RECRUITMENT	B912	264.4			264.4								
PRC PROPERTY MGT CO RECRUITMENT	B912	293.5			293.5								
PRUDENT PUBLISHING CO RECRUITMENT	B912	295.9			295.9								
RCI MEDIA GROUP RECRUITMENT	B912	570.0	570.0										
RESOURCE GLOBAL RECRUITMENT	B912	293.8										293.8	
REYNOLDS & REYNOLDS CO RECRUITMENT	B912	1,263.7			1,231.2	22.8			9.7				
SCHNEIDER NATL CARRIERS RECRUITMENT	B912	950.3							590.0	360.3			
SHOP RITE SUPERMARKETS RECRUITMENT	B912	341.3			341.3								
SOUTH NASSAU CMNTY HOSP RECRUITMENT	B912	526.4			515.3	11.1							
SPELLMAN HIGH VLTG ELECT RECRUITMENT	B912	578.9			578.9								
ST BARNABAS HEALTH CARE RECRUITMENT	B912	920.1			920.1								
ST CATHERINE/SIENA MED RECRUITMENT	B912	425.9			425.9								
ST CHARLES HOSPITAL RECRUITMENT	B912	448.3			448.3								
ST MARYS HEALTH SYSTEM RECRUITMENT	B912	263.6		60.3	203.3								
STAR CMNTY PBLSHNG GRP RECRUITMENT	B912	1,196.2			1,196.2								
STATE FARM INSURANCE RECRUITMENT	B912	478.8	400.4		78.4								
STONEBRIAR CHEVROLET RECRUITMENT	B912	252.1			252.1								
STONY BROOK UNIV HOSP RECRUITMENT	B912	572.5			572.5								
STOP & SHOP SUPERMARKETS RECRUITMENT	B912	402.4			402.4								
SYGMA NETWORK RECRUITMENT	B912	606.3			571.7				34.6				
TARGET DISC RECRUITMENT	B912	595.7		233.3	18.3				5.4				338.7
TARGET STORES CORP RECRUITMENT	B912	639.7	215.1		395.3								29.3

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TELEPHONICS RECRUITMENT	B912	778.0			778.0								
TEXAS HEALTH RESOURCES RECRUITMENT	B912	363.9			363.9								
TEXAS TOYOTA RECRUITMENT	B912	587.1			587.1								
T-MOBILE INTL AG RECRUITMENT	B912	315.1	285.6		23.4								6.1
TRANSPORTATION SEC ADMIN RECRUITMENT	B912	571.4			571.4								
TRIBUNE INTERACTIVE RECRUITMENT	B912	362.7			362.7								
UCP OF GREATER SUFFOLK RECRUITMENT	B912	494.7			494.7								
UCPN RECRUITMENT	B912	325.0			325.0								
US AIR FORCE RECRUITMENT	B912	554.5			2.4								552.1
US AIRWAYS RECRUITMENT	B912	440.7			245.2	1.0							194.5
US CUSTOMS&BORDER PRTCTN RECRUITMENT	B912	422.1			146.7				159.2				116.2
USAJOBS ONLINE	B912	461.1							461.1				
USPS RECRUITMENT	B912	322.1			318.2	4.0							
UT SOUTHWESTERN MED CTR RECRUITMENT	B912	325.7			325.7								
VERIZON WIRELESS RECRUITMENT	B912	879.9	226.9		2.4				90.2				560.5
VONAGE TELEPHONE CO RECRUITMENT	B912	259.0			259.0								
WAL-MART STORES INC RECRUITMENT	B912	602.7			602.7								
WASHINGTON MUTUAL INC RECRUITMENT	B912	259.8			246.8								13.0
WAWA RECRUITMENT	B912	339.6			12.5								327.1
WEICHERT REALTORS RECRUITMENT	B912	278.8			278.8								
WESTWAY FORD RECRUITMENT	B912	347.5			347.5								
WINTHROP-UNIVERSITY HOSP RECRUITMENT	B912	693.6			660.9	32.6							
WYNDHAM VACATIONS RECRUITMENT	B912	466.6							429.6				37.0
YAI/NIPD RECRUITMENT	B912	725.7	543.7		175.6	6.5							
ACCOUNTTEMPS TEMP SERVICE	B913	3,313.2			15.8		132.9		67.8			3,048.5	48.0
ADMINISTAFF SML BUS CLSC	B913	330.5			13.9				31.7			285.0	
ADMINISTAFF TEMP SVC	B913	1,694.8			5.3	4.7	17.2				193.0	520.0	954.6
BESTJOBSUSA.COM ONLINE	B913	928.7			928.7								
CAREERBUILDER ONLINE	B913	36,059.3	1,927.8		12.9	463.5	10.0	29,006.5	782.7		3,838.5	17.4	
CAREERBUILDERS JOBS 4U	B913	302.2			302.2								
CHRISTIAN&TIMBERS EMP SV	B913	312.8	312.8										
DICE.COM EMPLOYMENT SVC ONLINE	B913	321.6			50.9		270.7						
JOBING.COM EMP SVC ONLINE	B913	3,723.7					3,562.1			161.7			
JOBSINAL.COM ONLINE	B913	467.4							140.8				326.7
KORN FERRY INTL RCRT SVC	B913	315.2	315.2										
MANPOWER INC TEMP SVC	B913	1,644.2	36.0		19.4	1,502.9	63.8		22.1				
MONSTER.COM EMP SVC ONLINE	B913	48,664.3	651.2		93.2		6.5	28,158.4	535.8	848.3	18,369.3		1.6
NWJOBS.COM ONLINE	B913	265.2							265.2				
RANDSTAD STAFFING SVC	B913	1,282.3					1,282.3						
RL STEVENS&ASC EMP AGNCY	B913	254.7			254.7								
ROBERT HALF INTL EMP SVC	B913	1,591.2	15.3		92.0	59.6	1,424.3						
ROBERT HALF/ACCOUNTTEMPS	B913	465.8			4.0		461.8						
SNAGAJOB.COM EMP SVC ONLINE	B913	1,546.2								1,546.2			
VERITUDE EMPLOYMENT	B913	271.2			271.2								
WORKING TODAY EMP SVC	B913	779.0					779.0						
BOEING MILITARY AIRCRAFT	B920	294.8	285.6			9.2							
LOCKHEED MARTIN	B920	509.9					485.6						24.3
LOCKHEED MARTIN CORP CP	B920	6,776.2	1,885.0		1,663.2				1,964.3		1,198.5		65.2
LOCKHEED MARTIN MILITARY AIRCRAFT	B920	293.9	252.8		41.2								
ACCENTURE CONSULTING SVC	B930	10,253.3	373.4		7.9		9,758.1						113.8
ACCENTURE CP	B930	40,547.3	25,167.4		354.0	7,717.8		4,737.0	259.8	27.0	2,284.5		
ACCENTURE MTCH/GLF CHMPN	B930	503.8	236.1		3.5	264.2							
CAP GEMINI AMERICA CONS	B930	2,374.9	267.6			84.4	2,022.9						
CAPGEMINI BUSINESS CONS	B930	1,997.6	900.2		29.3	1,068.1							
CHARLES SCHWAB CONS SVC	B930	668.5					668.5						
ERNST & YOUNG CONSULTANT	B930	575.4	419.7		155.7								
EXPERT INSIGHT CONS	B930	1,559.3	1,559.3										
FTI CONSULTING SERVICE	B930	1,637.2	1,637.2										
HEWITT ASSOC LLC CP	B930	325.9		325.9									
IBM BUSINESS CONS SVC	B930	358.1	191.6				166.5						
MERCER MGT CONSULTING	B930	2,872.6	1,156.8			1,612.9				103.0			
NAVIGANT CONSULTING SVC	B930	641.2	101.2				540.0						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NOVATIONS CONSULTING SVC	B930	262.6		262.6									
POINT B SLTN CONS GRP	B930	465.9					465.9						
PROTIVITI CONSULTING SVC	B930	521.2				521.2							
SCORE CONSULTANTS	B930	1,512.7	1,512.7										
TATA CONSULTANCY SERVICE	B930	7,175.2	5,497.8			1,677.4							
IBM BUSINESS SERVICES	B990	7,409.8	5,841.4					1,443.2	0.6		124.6		
INFOTRAK NATL DATA SVC	B990	12,729.7		12,729.7									
BELGIAN SHOES	B999	306.8				306.8							
HEALTHY BACK STORE	B999	470.0				470.0							
AHAVA SKIN CARE PDTS	D110	1,506.7	1,506.7										
AMBI EVEN & CLEAR DAILY MOISTURIZER	D110	5,304.6	1,013.9					515.0	376.8	2,641.2	757.8		
AMORE PACIFIC TM RSPNS SKN RNWL SRM	D110	319.5	319.5										
AQUAFINA ADVANCED HYDRNTN SKN CR PDTS	D110	590.0	590.0										
AQUAPHOR/OINTMENT &EUCERIN SKN/PDTS	D110	1,135.6	1,135.6										
AVEENO ACTIVE NAT/RDNC MSTRZNG LTN	D110	10,381.0	4,013.8					4,302.5	138.0	546.2	1,380.6		
AVEENO ACTIVE NATURALS MSTRZNG LTN	D110	18,903.0	6,454.1					8,013.3	311.5	1,438.3	2,685.9		
AVEENO ACTIVE NATURALS SKIN CR PDTS	D110	3,220.6	3,220.6										
AVEENO ACTV NTRLS/AGLS ANTI-AGNG SRM	D110	20,704.4	189.3					11,781.8	576.2	1,837.9	6,319.2		
AVEENO INTENSE RELIEF OVERNIGHT CRM	D110	613.3	613.3										
AVEENO MOISTURIZING LOTION	D110	1,392.7	1,232.7						6.0		154.0		
AVEENO POSITIVELY AGLS NIGHT CRM&SRM	D110	9,865.5	9,751.1	114.4									
AVEENO POSITIVELY RDNT DLY FCL MSTRZ	D110	4,568.3	1,178.4					2,263.8	94.7	452.0	579.5		
AVEENO POSITIVELY RDNT EYE BRGHT CRM	D110	938.3	938.3										
AVEENO POSITIVELY RDNT MSTRZNG LTN	D110	5,555.0	4,315.6					809.7	34.2	168.0	227.5		
AVEENO SKIN CARE PDTS	D110	1,450.2	677.4			762.0	10.7						
AVEENO SKIN RELIEF MSTRZRNG LTN	D110	8,598.9	4,081.8					2,291.3	142.8	1,228.2	854.8		
AVEENO ULTRA-CALMING DAILY MSTRZR	D110	3,838.8	1,733.2					1,117.0	15.9	463.9	508.8		
AVEENO ULTRA-CALMING DAILY&NIGHT CRM	D110	1,688.3	1,688.3										
AVON ANEW ALTERNATIVE AGE TREATMENT	D110	1,996.1	1,996.1										
AVON ANEW ALTERNATIVE EYE CREAM	D110	5,541.1						4,083.1	0.9		1,457.2		
AVON ANEW CLINICAL ADVNCD WRNL CRCT	D110	3,588.4	3,473.8					110.0			4.6		
AVON ANEW CLINICAL EYE LIFT	D110	3,985.2	27.5					3,485.2	2.5		470.0		
AVON ANEW CLINICAL INST FACE LFT LTN	D110	443.7	443.7										
AVON ANEW CLINICAL LINE&WRNL CRCTR	D110	4,497.9						3,417.7	8.3		1,072.0		
AVON ANEW CLINICAL PLUMP&SMTH LP SYS	D110	5,037.2	221.9					3,275.6	4.3		1,535.4		
AVON ANEW RETROACTIVE SKIN CREAM	D110	8,378.9	221.9					5,972.6	0.3		2,184.1		
AVON ANEW RTRCTV YTH EXTNNG CRM	D110	429.1	429.1										
AVON ANEW ULTIMATE AGE RPR ELXR SRM	D110	4,256.7	4,256.7										
AVON ANEW ULTIMATE NIGHT AGE RPR CRM	D110	8,023.7						6,164.1	1.8		1,857.8		
BARE ESCENTUALS/MNRLS SKN RVL TRTMNT	D110	456.6	456.6										
BE FINE FOOD SKIN CARE LIP SERUM	D110	1,024.0	1,024.0										
BE FINE FOOD SKIN CARE NIGHT CREAM	D110	1,025.4	1,025.4										
BE FINE FOOD SKN CR EYE/TRTMNT&LP CR	D110	746.9	746.9										
BIORE PORE PRFCT MNMZNG SKN CR PDTS	D110	2,844.1	2,844.1										
BIORE PR PRFCT PR MNMZNG SKN CR PDTS	D110	3,454.9								3,454.9			
BIORE SKIN CARE PDTS	D110	781.8	781.8										
BORGHESE SKIN CARE PDTS	D110	860.4	746.0	114.4									
CERAMIC SKIN SMOOTHER FINISHING SRM	D110	1,356.3	1,356.3										
CK ONE SUMMER SKIN MOISTURIZER	D110	303.6	303.6										
CLARINS BRIGHT PLUS SKIN CARE PDTS	D110	329.6	329.6										
CLARINS DOUBLE SERUM GNRTN 6 CRM	D110	431.7	431.7										
CLARINS EX FIRMING DAY&NIGHT CREAM	D110	641.2	641.2										
CLARINS EXPERTISE 3P SCREEN MIST	D110	1,296.1	1,296.1										
CLARINS SUPER RSTRTV SERUM	D110	554.1	554.1										
CLARINS UV PLUS PROTECTIVE DAY CREAM	D110	1,333.8	1,333.8										
CLINIQUE ALL ABOUT EYES EYE CREAM	D110	256.0	256.0										
CLINIQUE ALL/EYES RICH EYE CREAM	D110	1,336.0	1,336.0										
CLINIQUE CNTNS RSC ANTXDNT MSTRZR	D110	4,240.8	4,240.8										
CLINIQUE DRAMATIC DIFF MSTRZNG LTN	D110	668.0	668.0										
CLINIQUE EYE CREAM	D110	394.2	394.2										
CLINIQUE FACIAL LOTION & SOAP	D110	3,144.7	3,144.7										
CLINIQUE SKIN CARE PDTS	D110	3,499.7						2,975.7	401.6			122.4	

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CLINIQUE SUPERDEFENSE TRIPLE/MSTRZR	D110	1,387.9	1,387.9										
CLINIQUE ZERO GRVTY/LFT FIRMING CRM	D110	2,138.7	2,138.7										
CUREL MOISTURIZING LOTION	D110	8,564.2	8,564.2										
CUREL SKIN CARE LOTION	D110	273.0	273.0										
CUREL TARGETED THERAPY FOOT&HAND CRM	D110	5,244.9	5,244.9										
DDF MESOJECTION HEALTHY CELL SERUM	D110	2,290.1	2,290.1										
DDF SKIN CARE PDTs	D110	640.1	640.1										
DERMA E SKIN CARE PDTs	D110	748.1	748.1										
DERMADOCTOR KP DUTY MOISTURIZING LTN	D110	1,034.0	1,034.0										
DERMADOCTOR PCTR PRFC PR MNMZNG SLT	D110	1,277.2	1,277.2										
DHC SKIN CARE PDTs	D110	270.0	270.0										
DIOR LOR DE VIE LA CREME & LEXTRAIT	D110	417.2	417.2										
DOVE ENERGY GLOW BODY LOTION	D110	5,768.7	1,318.7					2,830.1	250.2	1,113.4	256.4		
DOVE ENERGY GLOW BODY LTN&FCL MSTRZR	D110	6,790.7	6,790.7										
DOVE PRO-AGE BODY CREAM OIL	D110	992.7	992.7										
DOVE PRO-AGE BODY LOTION	D110	5,693.4	5,693.4										
DR ANDREW WEIL/ORGINS SKIN CR PDTs	D110	348.4	348.4										
DR VARONS SKIN CARE PDTs	D110	491.9	279.0	203.4		391.2			9.5				
EB5 FACIAL CREAM	D110	605.9	214.8										
ELIZABETH ARDEN CERAMIDE SKN BRGHTNR	D110	358.0	358.0										
ELIZABETH ARDEN INTRVN MSTR CRM&LTN	D110	2,687.6	2,687.6										
ELIZABETH ARDN CRMD GLD ULTRA/CPSLS	D110	1,767.1	1,767.1										
ELIZABETH ARDN INTRVN EY MSTR EY CRM	D110	1,486.9	1,486.9										
ESTEE LAUDER ADV NT RPR COMPLEX	D110	589.8	589.8										
ESTEE LAUDER ADV NT RPR CONCENTRATE	D110	1,144.2	291.5						852.7				
ESTEE LAUDER ADV NT RPR PRCTV/CMLX	D110	2,811.2	2,811.2										
ESTEE LAUDER DAYWEAR PLS FACIAL LTN	D110	858.2	858.2										
ESTEE LAUDER IDLST PR MNMZNG/RFN SHR	D110	3,515.7	3,284.9						230.8				
ESTEE LAUDER RE-NTRV SKIN CARE PDTs	D110	888.3	888.3										
ESTEE LAUDER RE-NTRV ULTMT LFTNG SRM	D110	794.2	794.2										
ESTEE LAUDER RSLNC LFT FACIAL CREAM	D110	968.4	902.3										66.1
ESTEE LAUDER SKIN CARE PDTs	D110	760.7	756.5										4.2
ESTEE LDR RSLNC LFT EXTR FIRMING CRM	D110	1,566.8	1,566.8										
EUCERIN CALMING CREME	D110	911.0						239.1	7.0	63.7	601.3		
EUCERIN CALMING CREME&ITCH-RLF	D110	11,434.3	4,099.0					3,050.0	1,239.0	975.1	2,071.2		
EUCERIN DAILY RPLNSHNG LOTION	D110	5,164.2	2,418.4					1,320.5	27.8	120.6	1,277.0		
EUCERIN PLUS INTENSIVE REPAIR FT CRM	D110	290.9	290.9										
EUCERIN PLUS INTENSIVE RPR CRM&LTN	D110	3,478.3	3,478.3										
FASHION FAIR BOTANICAL SKIN CR PDTs	D110	308.6	308.6										
FASHION FAIR HDN BTY FCL DYT MSTRZR	D110	304.1	304.1										
FASHION FAIR SPCL FRML LOTION	D110	337.2	337.2										
FASHION FR HDN BTY MLT-VT CMPL&/MNMZ	D110	281.5	281.5										
GARNIER NUTRITIONIST DAY CREAM	D110	2,186.3	2,186.3										
GARNIER NUTRITIONISTE SKIN CARE PDTs	D110	15,343.0	860.4					7,724.7	104.3	5,413.7	1,239.9		
GARNIER NUTRITIONISTE SKIN RNWL/LTN	D110	8,997.8	6,235.9					1,747.6	14.8	748.5	251.0		
GARNIER NUTRITIONISTE SKIN RNW/RGN SR	D110	6,865.0	1,953.6					3,255.8	23.0	1,138.6	494.0		
GARNIER NUTRITIONISTE ULTRA-LIFT/CRM	D110	25,269.0	3,552.6					13,484.1	122.3	5,953.0	2,157.1		
GIORGIO ARMANI CREMA NR BODY CREAM	D110	1,358.6	1,358.6										
GOLD BOND BODY LOTION	D110	304.7									304.7		
GOLD BOND ULTIMATE BODY LOTION	D110	1,758.7	642.2					4.4	258.4	419.6	104.6	329.5	
GOLD BOND ULTIMATE HLNG BODY LOTION	D110	5,694.7	917.6					2,112.0	894.9	1,062.9	707.3		
GOLD BOND ULTIMATE SFTNG BODY LOTION	D110	3,488.1						1,033.2	847.2	1,045.5	562.1		
JERGENS NAT GLOW FACE MOISTURIZER	D110	5,418.2	5,418.2										
JERGENS NAT GLOW FIRMING DLY MSTRZR	D110	13,244.2	5,600.2					4,563.5	42.5	2,379.4	658.6		
JERGENS NATURAL GLOW DAILY MSTRZR	D110	9,153.2	20.4					5,631.4	53.6	2,706.6	741.2		
JERGENS SHEA BUTTER CREAM&MSTRZRS	D110	5,846.5	5,153.2	693.3									
JERGENS SHEA BUTTER MOISTURIZER	D110	5,005.1						3,902.8	0.6	286.9	814.8		
JERGENS VAN LOTION	D110	2,208.7						1,834.4	2.8	185.7	185.8		
JOHNSON'S NOURISHING RNWL BODY LOTION	D110	706.4	706.4										
JOHNSON'S SFTLTN MLT/STRS BODY LOTION	D110	7,437.4						5,344.0	181.8	810.2	1,101.5		
JOHNSON'S SOFTLOTION BODY LOTION	D110	9,472.5						6,387.3	313.8	1,519.3	1,252.1		
JR WATKINS APOTHECARY SKIN CARE PDTs	D110	610.8	610.8										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
KERI RENEWAL SERUM	D110	6,987.0						2,698.0	95.0	398.2	3,795.8		
KERI SHEA BUTTER MOISTURE/LTN	D110	4,349.1	1,365.2					1,521.1	23.4	913.4	526.1		
KINERASE BRIGHTENING/SRM&SPT TRTM	D110	579.5	579.5										
LA PRAIRIE SKN CVR LUXE EYE LFT CRM	D110	490.3	490.3										
LANCOME ABSOLUE PREM BX RPLNSHNG CRM	D110	506.2	506.2										
LANCOME ABSOLUE REPLENISHING CREAM	D110	621.6	621.6										
LANCOME COLLASER EYE CREAM	D110	297.4											297.4
LANCOME HIGH RSLTN/48 ANTI-WRNKL SRM	D110	1,751.8	1,751.8										
LANCOME PRMRDL CL DFNS SKIN/SERUM	D110	1,413.8	1,413.8										
LANCOME RENERGIE/RARE LIFTING CREAM	D110	580.7	580.7										
LIFT FUSION TRANSDERMAL EYE&FACE LFT	D110	701.4	701.4										
LOCCITANE AMANDE FIRMING&SMTHNG CRM	D110	287.4	287.4										
LOCCITANE EN PROVENCE SKIN CARE PDTS	D110	261.0	261.0										
LOCCITANE IMMORTELLE SKIN CARE PDTS	D110	252.5	252.5										
LOREAL ADV RVTLFT CMPLT ANT-AGNG LTN	D110	1,199.4	1,199.4										
LOREAL ADVANCED RVTLFT DOUBLE EY/CRM	D110	11,995.8	2,991.7					6,068.1	44.8	1,467.9	1,423.3		
LOREAL ADVNCD RVTLFT CMP FACIAL LTN	D110	7,516.2						3,714.8	41.2	1,902.2	1,858.0		
LOREAL AGE PERFECT/CLCM NIGHT CREAM	D110	2,577.2	2,577.2										
LOREAL AGE PRFCT/CLCM MOISTURIZER	D110	15,412.8	5,680.7					4,319.2	59.0	3,047.3	2,306.7		
LOREAL REVITALIFT CMPLT ANTI-AGE LTN	D110	443.5						384.0	1.0		58.5		
LOREAL REVITALIFT SKIN CARE PDTS	D110	285.0	285.0										
LOREAL REVITALIFT UV DLY MSTRNZG CRM	D110	7,273.1	6,611.9		661.2								
LOREAL SKIN GENESIS FACIAL LTN&SRM	D110	8,804.7	8,804.7										
LOREAL SKIN GENESIS MSTRZR&SERUM	D110	24,747.9						10,543.3	167.1	9,803.6	4,233.9		
LOREAL SUBLIME GLOW DAILY MSTRZR	D110	4,853.6	4,749.6	104.0									
LOREAL WRINKLE DE-CRS CLGN FLR	D110	11,939.6						6,771.6	66.1	3,423.4	1,678.5		
LOREAL WRINKLE-DE CRS CLGN/EYE	D110	1,191.4						270.3	22.7	686.9	211.5		
LOREAL WRNLK/CRS CLGN FLR EY ILMNTR	D110	737.5	737.5										
LUBRIDERM INTENSE SKIN RPR BDY LTN	D110	11,321.2						7,234.9	123.8	1,372.6	2,589.9		
LUBRIDERM SKIN NOURISHING LOTION	D110	7,968.2						5,649.4	47.5	1,117.1	1,154.2		
LUMENE SKIN CARE PDTS	D110	574.1											574.1
MARY KAY TIMEWISE MCRDRMBRSN SYS	D110	1,870.9	1,870.9										
MARY KAY TIMEWISE TARGETED-ACTN/RDCR	D110	1,801.1	1,801.1										
MARY KAY TIMEWISE TRGTD-ACTN/RVTLZR	D110	1,368.6	1,368.6										
MEDITERRANEAN BODY CREAM & FRAG W	D110	1,017.5	1,017.5										
MERLE NORMAN LUXIVA SKIN CARE PDTS	D110	398.3	398.3										
MURAD INTENSIVE WRINKLE RDCR	D110	1,085.4	1,085.4										
MURAD SKIN CARE PDTS	D110	291.2	291.2										
MUSTELA SKIN CARE PDTS	D110	458.3	458.3										
NEUTROGENA ANTI-OXIDANT AGE RVRS LTN	D110	11,181.5	2,895.5					5,970.8	40.3	549.3	1,725.6		
NEUTROGENA HAND CREAM	D110	302.5	302.5										
NEUTROGENA HEALTHY DFNS DAILY MSTRZR	D110	5,367.1						3,617.1	33.2	478.9	1,238.0		
NEUTROGENA HEALTHY SKN ANTI/INTNSV	D110	16,689.8	4,474.0					8,690.7	79.1	1,030.3	2,415.6		
NEUTROGENA ILLUMINATING WHIP MSTRZR	D110	3,525.9	3,525.9										
NEUTROGENA NRWGN FRML HAND CREAM	D110	2,459.6	2,459.6										
NEUTROGENA SKIN CARE PDTS	D110	6,072.8	5,386.7	686.1									
NEUTROGENA VISIBLY EVEN MOISTURIZER	D110	769.6						176.8	6.0	264.1	322.8		
NEUTROGENA VSBLNG/NGHT CN MOISTURIZER	D110	2,902.9						158.3	22.5	1,471.8	1,250.3		
NIVEA BODY AGE DEFYING MOISTURIZER	D110	5,513.9	5,513.9										
NIVEA BODY SMTH SNSTN BODY MSTRZR	D110	18,450.0	3,600.3					3,593.4	1,261.3	8,210.3	1,784.6		
NIVEA BODY SUN-KISSED FIRMING MSTRZR	D110	11,381.2						5,334.6	54.0	4,882.8	1,109.8		
NIVEA BODY SUN-KISSED FIRMING MSTRZR	D110	1,503.1	1,503.1										
NIVEA VISAGE Q10 ADVNCD WRINKLE RDCR	D110	3,608.0	3,608.0										
NV PERRICONE MD ADVANCED EYE/TRTMNT	D110	1,505.4	1,505.4										
NV PERRICONE MD ADVNCD/FRMNG ACTVTR	D110	838.2	723.8	114.4									
OIL OF OLAY PROVITAL FACIAL MSTRZR	D110	262.0					262.0						
OLAY BODY AGE DFYG IN SHOWER BDY LTN	D110	731.4	731.4										
OLAY BODY AGE TRNSFRM BDY/SRM&SKN/EQ	D110	8,140.5	3,519.2					3,296.8	6.3	479.0	839.1		
OLAY BODY QUENCH BODY LOTION	D110	20,204.2	7,785.3			95.3		6,963.3	112.0	1,890.6	3,357.9		
OLAY COMPLETE FACE CREAM	D110	759.6	759.6										
OLAY COMPLETE NIGHT FORTIFYING CREAM	D110	1,365.5	1,365.5										
OLAY DEFINITY ANTI-AGING FOAM MSTRZR	D110	33,719.3	16,015.8	228.7			381.0		7,130.3	2,716.3	2,593.8	4,653.4	

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
OLAY DEFINITY DEEP PENETRATING UV FM	D110	14,733.7	2,639.4	228.7				8,647.9	328.8	1,444.3	1,444.8		
OLAY DEFINITY EYE ILLUMINATOR	D110	21,937.6	4,930.4					8,525.9	1,250.9	2,480.1	4,750.4		
OLAY DEFINITY EYE ILMNTR&FMNG MSTRZR	D110	527.7	527.7										
OLAY DEFINITY SKIN CARE PDTS	D110	20,868.7	527.7					1,582.1	61.9	1,181.3	17,470.9	44.8	
OLAY QUENCH THERAPY CONC MOISTURIZER	D110	2,502.7						1,375.8	8.2	506.8	611.9		
OLAY REGENERIST ANTI-AGING LP TRTMNT	D110	7,707.7	4,373.7	57.2		95.3		2,075.0	7.7	362.1	736.7		
OLAY REGENERIST CNTRNG TRTMNT&LFTNG	D110	353.7	353.7										
OLAY REGENERIST DAILY RGNRTNG SRM	D110	2,512.4	2,511.2						1.2				
OLAY REGENERIST EYE DERMA-POD	D110	35,523.2	10,649.9					13,999.3	1,079.2	3,365.9	6,429.0		
OLAY REGENERIST EYE SERUM&FACIAL SRM	D110	9,403.0	9,288.7	114.4									
OLAY REGENERIST MICROSCULPTING CREAM	D110	21,706.3	4,554.2	1,820.1				7,360.0	1,125.6	1,603.0	5,206.4		37.1
OLAY REGENERIST SKIN CARE PDTS	D110	32,235.7	1,797.2			285.8		10,917.4	7,435.9	2,259.6	9,295.0		244.9
OLAY REGENERIST TRGTD TN ENHNCR/CRM	D110	1,794.4	200.4					869.2	1.9	328.9	394.0		
OLAY TOTAL EFC TS CH/SN ANTI-AG/MSTR	D110	10,914.9						6,673.4	49.0	2,141.6	2,050.9		
OLAY TOTAL EFFECTS 7X ANTI-AGING CRM	D110	5,427.4	1,071.0					3,120.1	6.9	429.8	799.7		
OLAY TOTAL EFFECTS MATURE SKIN THR PY	D110	7,686.6	4,974.0					1,617.6	9.4	391.3	694.4		
OLAY TOUCH OF SUN FACIAL MOISTURIZER	D110	1,179.0	1,127.6			47.6		3.8					
OLAY TOUCH/SUN BODY LTN&FCL MSTRZR	D110	2,504.3	2,504.3										
ORIGINS PLANTIDOTE MEGA-MSHRM EY SRM	D110	804.8	804.8										
ORIGINS SKIN CARE PDTS	D110	2,807.8	2,739.5						2.6	65.7			
PALMERS COCOA BUTTER LOTION W/VIT E	D110	993.3							37.4	397.1	558.8		
PALMERS COCOA BUTTER SCAR SERUM	D110	365.5	365.5										
PALMERS COCOA BUTTER SKIN CARE PDTS	D110	5,155.3	5,155.2						0.1				
PALMERS COCOA BUTTER STRETCH MRK LTN	D110	897.3							16.6	240.9	639.7		
PALMERS OLIVE BUTTER SKIN CARE PDTS	D110	1,532.6	313.1						16.5	405.4	797.7		
PALMERS SHEA BTR FRML SKIN CARE PDTS	D110	387.1	387.1										
PALMERS SHEA BUTTER CRM&LTN/VIT E	D110	609.2							8.8	593.1	7.4		
PALMERS SKIN CARE PDTS	D110	258.9	258.9										
PHISODERM PH SKIN CARE PDTS	D110	1,125.9	1,125.9										
PHISODERM PH SKIN CARE PDTS & SOAP	D110	648.3	648.3										
PONDS SKIN CARE PDTS	D110	1,775.2	1,434.6							340.6			
PREVAGE ANTI AGING NIGHT CREAM	D110	928.2	928.2										
PREVAGE EYE & PREVAGE ANTI-AGNG TRTMNT	D110	558.2	558.2										
PREVAGE EYE ANTI-AGING MOISTURIZER	D110	3,092.0	3,092.0										
PROSACEA FACIAL GEL & THR DNT ORL RNS	D110	262.1		262.1									
RE VIVE PEAU MAGNIFIQUE SERUM	D110	310.0	81.3	228.7									
RE-BLOOM MORNING GLRY LN&WRNL CRCTR	D110	361.7	361.7										
REVIVE MOISTURIZING RNWL CRM	D110	567.6	141.4	426.2									
ROC PROTIENT FRTFY LFT&DFN NGHT CRM	D110	2,946.7	2,946.7										
ROC RETINOL CORREXION DEEP WRNL SRM	D110	4,140.4	4,140.4										
ROC RETINOL CORREXION DEEP WRNL/CRM	D110	5,010.0	116.1					2,961.7	149.1	412.8	1,370.3		
ROC RETINOL CORREXION EYE CREAM	D110	589.6	589.6										
ROC RETINOL CORREXION HAND RPR LTN	D110	344.1	344.1										
ROC SKIN CARE PDTS	D110	1,672.3				428.7		725.9	56.3	242.7	218.8		
SCAR ZONE SCAR CREAM	D110	553.6							18.6	267.3	267.7		
SHISEIDO EUDERMINE SKIN CARE PDTS	D110	1,162.3	1,162.3										
SHISEIDO THE SKINCARE SKIN CARE PDTS	D110	1,182.9	1,182.9										
SHISEIDO WHITE LUCENT BRGHTNG TRTMNT	D110	809.4	809.4										
SHISEIDO/PRFRMNC EXFLTNG/RFNG ESN	D110	761.8	761.8										
ST IVES HEALTHY BRLNC SKIN CARE PDTS	D110	1,031.2			870.9	160.3							
ST IVES HLTHY BRLNC BDY PLSH&MSTRZR	D110	3,388.9	3,388.9										
ST IVES MINERAL THERAPY LOTION	D110	411.3			251.0	160.3							
ST IVES SKIN CARE PDTS	D110	6,016.2	6,016.2										
ST IVES SWISS FORMULA MINERAL THR PY	D110	3,470.1	830.0		178.8			522.5	58.7	1,070.6	809.6		
ST IVES SWISS FRML SKIN CARE PDTS	D110	589.6	589.6										
STRIVECTIN-HC ANTI-AGING HAND CREAM	D110	1,706.4	1,706.4										
STRIVECTIN-HS ANTI-WRINKLE TREATMENT	D110	6,453.4	3,453.9	2,999.6									
STRIVECTIN-SD ANTI-WRINKLE TREATMENT	D110	8,426.4	3,697.3	2,611.6	52.4				44.2	1,542.6	478.2		
SUDDEN CHANGE UNDER EYE FIRMING SRM	D110	2,203.2							74.8	1,833.7	294.7		
TRI-AKILINE WRINKLE CREAM	D110	531.4	531.4										
VASELINE COCOA BUTTER GEL BODY OIL	D110	732.0	732.0										
VASELINE COCOA BUTTER SKIN CARE PDTS	D110	398.0	398.0										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
VASELINE INTENSIVE CARE LOTION	D110	1,433.5							2.6		606.9		824.0
VASELINE INTENSIVE CARE MSTRZNG LTN	D110	306.6	306.6										
VASELINE INTENSIVE CARE VAR LOTION	D110	25,148.5	7,394.5	610.6				11,730.6	213.0	2,885.9	2,313.9		
VASELINE INTENSIVE CR COCOA/CRM&LTN	D110	1,848.2	1,200.5										647.7
VASELINE INTENSIVE RSC BODY LOTION	D110	18,234.9	3,764.9	2,489.7				7,923.2	34.1	1,412.0	2,611.0		
VASELINE INTENSIVE RSC CREAM&LOTION	D110	1,365.3	1,365.3										
ALMAY HYDRACOLOR LIPSTICK	D120	25,853.8	9,659.1					9,501.6	212.0	4,505.6	1,975.6		
AVON GLAZEWEAR LIPSTICK	D120	1,946.7	1,946.7										
AVON LIPSTICK	D120	584.4	584.4										
AVON ULTRA COLOR RICH LIPSTICK	D120	7,189.2	4,587.5					2,086.2	0.4		515.2		
BONNE BELL SMACKERS LIP GLOSS	D120	337.8	161.4					88.8	0.0		87.6		
BONNE BELL SMACKERS LIQUID LIP GLOSS	D120	749.6	192.2					159.0	0.0		398.4		
CHANEL LEVRES SCNTLNTS GLSMR LP GLS	D120	2,056.9	2,056.9										
CHANEL LIPSTICK	D120	1,085.2						1,085.2					
CHANEL ROUGE ALLURE LIPSTICK	D120	2,352.0	2,218.2	133.8									
CLINIQUE LIPSTICK	D120	1,529.8	1,529.8										
COVER GIRL INCREDIFULL LIPSTICK	D120	6,806.4	6,806.4										
COVER GIRL OTSLT DBL/SHN LIP COLOR	D120	3,433.6	2,397.5					346.5	4.5	402.8	282.3		
COVER GIRL OUTLAST LIP COLOR	D120	10,887.6	1,533.9					4,907.5	981.6	705.7	2,758.9		
COVER GIRL TRU SHINE LIPSTICK	D120	11,259.5	7,343.1					2,147.5	25.2	562.8	1,180.9		
COVER GIRL WETSLICKS FRT SPRTZRS/GLS	D120	8,787.3	8,522.0					265.3					
COVER GIRL WETSLICKS LIP GLOSS	D120	1,221.4	209.9					415.3	4.9	267.3	323.9		
COVER GIRL WTSLCK CRYSTL LIP GLOSS	D120	2,627.0	2,627.0										
ESTEE LAUDER SIGNATURE LIPSTICK	D120	3,417.4	3,417.4										
FASHION FAIR FINISHINGS LIP COLOR	D120	1,604.6	1,604.6										
LANCOME COLOR FEVER LIP GLOSS	D120	1,488.2	1,488.2										
LANCOME COLOR FEVER SHN LIPSTICK	D120	694.3	694.3										
LANCOME ROUGE ABSOLU DSR LIP COLOR	D120	797.6	797.6										
LANCOME ROUGE ABSOLU LIPSTICK	D120	640.7	526.3	114.4									
LIP FUSION LIP MAKEUP	D120	1,869.0	1,869.0										
LOREAL CLR RCH STR SCRSTS LIP COLOR	D120	1,780.8						1,761.0	3.0	16.9			
LOREAL COLOR RICHE AQUA SHINE LPSTCK	D120	605.8	605.8										
LOREAL COLOUR RICHE LIPCOLOUR	D120	7,131.1	5,805.9					1,321.4	3.7				
LOREAL HIP BRILLIANT SHINE LIP GLS	D120	1,890.9	1,890.9										
LOREAL HIP INTENSELY MSTRSNG LP CLR	D120	367.5	367.5										
LOREAL INFALLIBLE LIP COLOUR&TOP CT	D120	7,854.5	596.9					3,229.5	26.7	1,515.2	2,486.3		
LOREAL INFALLIBLE LIP COLOUR&TOP CT	D120	4,562.2	4,562.2										
M-A-C VIVA GLAM VI LIPSTICK	D120	923.6	923.6										
M-A-C VIVA GLAM V LIPSTICK	D120	329.9	329.9										
M-A-C VIVA GLAM VI LIPSTICK	D120	2,539.4	2,539.4										
MAX FACTOR AFTER HOURS LIP GLOSS	D120	624.3	624.3										
MAX FACTOR GOLDDIGGER LIP GLOSS	D120	695.1	695.1										
MAX FACTOR GUILTY PLRS LIP GLOSS	D120	501.0	501.0										
MAX FACTOR MAXALICIOUS LIP GLOSS	D120	6,781.2	6,781.2										
MAX FACTOR MAXWEAR LIP COLOR	D120	2,969.0	2,969.0										
MAX FACTOR MXWR LPCLR & VOL CTR MSCR	D120	2,642.3	2,642.3										
MAX FACTOR NAUGHTY&NICE VAR LIP GLS	D120	483.0	483.0										
MAX FACTOR SECRET RNDZVS LIP GLOSS	D120	818.4	818.4										
MAYBELLINE LIPSTICK	D120	353.0	353.0										
MAYBELLINE MOISTURE EXTR LIPSTICK	D120	1,398.8	1,398.8										
MAYBELLINE MSTR EXTRM LIP COLOR	D120	3,050.0	3,050.0										
MAYBELLINE SHINE SDCTN LIP COLOR	D120	537.6	537.6										
MAYBELLINE SHINE SDCTN LIQ LIP CLR	D120	8,595.3	4,569.1					2,982.2	7.1	454.6	582.3		
MAYBELLINE SPRSTY PWRLGLS LIP GLOSS	D120	6,265.9	1,054.2					3,114.4	16.1	829.4	1,251.9		
MAYBELLINE SUPERSTAY LIP COLOR	D120	3,714.2						2,592.6	7.0	410.8	703.8		
NEUTROGENA MSTRSHN STHNG LPSHRS/CLR	D120	6,902.4	6,902.4										
NEW YORK COLOR LIPSTICK	D120	565.1	565.1										
OPI LIP MAKEUP & NAIL POLISH	D120	1,255.1	1,255.1										
OPI LIPSTICK & NAIL POLISH	D120	1,366.4	1,366.4										
REVLON COLORSTAY LIP COLOR	D120	13,626.6	20.4					8,843.9	192.0	2,434.1	2,136.2		
REVLON JUST BITTEN LIP STAIN	D120	730.6	730.6										
REVLON MIDNIGHT SWIRL LIP GLOSS	D120	3,116.8	1,121.1					1,342.9	13.8	475.5	163.5		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
REVLON RENEWIST LIP COLOR	D120	13,700.5	5,244.0					4,398.8	174.0	2,643.2	1,240.6		
REVLON SUGAR SUGAR LIP TOPPING	D120	12,081.1	2,134.4					6,321.2	104.1	3,124.3	397.1		
REVLON SUPER LSTRS/SHR LIPSTICK	D120	1,026.1	1,026.1										
RIMMEL COOL SHINE LIPSTICK	D120	910.1	910.1										
SALLY HANSEN LIP MU & NAIL POLISH	D120	1,142.8	1,142.8										
SALLY HANSEN LIPSTICK & NAIL POLISH	D120	1,719.8	1,719.8										
SALLY HANSEN LIPSTICK&NAIL CARE PDTs	D120	1,105.9	1,105.9										
SALLY HNSN SML BRGHTNG LIP GLOSS	D120	1,342.4	1,342.4										
WET N WILD MEGA PLUMP LIP GLOSS	D120	352.4	352.4										
WET/WILD DMND BRLN &WT/WLD RCK/PLSH	D120	1,341.6	1,341.6										
ALMAY INTENSE I-COLOR EYE MAKEUP	D130	7,104.8						4,143.9	33.2	2,182.4	745.3		
AVON UPLIFTING MASCARA	D130	1,107.0	1,107.0										
CHANEL INIMITABLE MASCARA	D130	2,131.0	2,131.0										
CLE DE PEAU BEAUTE EYE SHADOW&LPSTCK	D130	485.4	485.4										
CLINIQUE HIGH DFNTN LSHS MASCARA	D130	1,437.3	1,437.3										
COVER GIRL EYE ENHANCERS EYE SHADOW	D130	305.7						305.7					
COVER GIRL LASH EXACT &CVRVL M EXCT	D130	1,779.2						713.3	1.3	188.4	876.2		
COVER GIRL LASH EXACT MASCARA	D130	1,174.8	1,131.5						9.0		34.2		
COVER GIRL LASHBLAST MASCARA	D130	6,116.2	2,115.3					2,440.3	51.2	801.8	707.5		
COVER GIRL VOLUME EXACT MASCARA	D130	30,519.0	13,938.8					7,189.8	1,016.9	2,976.2	5,397.3		
DIORSHOW MASCARA	D130	2,288.3	2,288.3										
ESTEE LAUDER EYE & LIP MAKEUP	D130	265.0	265.0										
ESTEE LAUDER PRJCTNST MASCARA	D130	2,984.4	2,984.4										
FASHION FAIR I-ENHANCER MASCARA	D130	535.8	535.8										283.0
LANCOME COURBE VIRTUOSE MASCARA	D130	1,729.5	1,446.5										
LASH FUSION LASH PLUMP MASCARA	D130	805.5	805.5										
LOREAL HIP BRIGHT/DUO EYE SHADOW	D130	1,783.1	1,783.1										
LOREAL HIP COLOR RICH EYE CREAM CRYN	D130	420.0	420.0										
LOREAL HIP COLOR TRUTH CREAM EYLNR	D130	1,328.9	1,328.9										
LOREAL HIP EYE & LIP MAKEUP	D130	450.4	450.4										
LOREAL HIP PURE PIGMENT SHADOW STCK	D130	1,971.6	1,971.6										
LOREAL HIP SHOCKING SHADOW PIGMENTS	D130	3,188.3	3,188.3										
LOREAL TELESCOPIC CLN DF MASCARA	D130	1,095.1						413.9	2.2	302.8	376.2		
LOREAL TELESCOPIC MASCARA	D130	7,881.9						1,539.5	74.9	4,330.0	1,937.6		
LOREAL VOLUME SHOCKING MASCARA	D130	832.9						832.9	0.0				
LOREAL VOLUMINOUS MASCARA	D130	5,112.9						1,010.0	55.7	2,671.7	1,375.5		
MAX FACTOR EYE MAKEUP	D130	5,265.5	5,265.5										
MAX FACTOR LASH PRFCNT MASCARA	D130	1,308.0	1,308.0										
MAX FACTOR VIVID IMPACT MASCARA	D130	1,114.3	1,114.3										
MAX FACTOR VOL COUTURE MASCARA	D130	4,217.9	4,217.9										
MAYBELLINE DEFINE-A-LASH MASCARA	D130	24,364.9	4,555.9					14,365.5	47.9	2,351.2	3,044.5		
MAYBELLINE EXPERTWEAR EYE SHADOW	D130	5,250.7	5,250.7										
MAYBELLINE GREAT LASH MASCARA	D130	3,546.8	1,523.1					1,271.7	3.2	270.1	478.7		
MAYBELLINE INTENSE XXL MASCARA	D130	4,943.7						3,879.8	10.1	259.9	793.9		
MAYBELLINE VOLUM EXPRESS MASCARA	D130	7,976.9						5,780.9	15.2	636.7	1,544.2		
MAYBELLINE XXL MASCARA	D130	1,829.6						1,119.6	17.8	312.2	380.0		
NEW YORK COLOR EYE 2 EYE EYE SHADOW	D130	950.5	950.5										
REVLON 3D EXTREME MASCARA	D130	15,493.6	6,753.5					3,935.0	159.5	3,340.5	1,305.1		
REVLON BEDROOM EYES POWDER EYE LINER	D130	1,829.0	1,829.0										
REVLON DIAMOND LUST EYE SHADOW	D130	2,197.5	2,197.5										
REVLON EYE MAKEUP	D130	2,203.6	2,203.6										
REVLON LASH JEWELS EYE LASH ACCENTS	D130	1,209.6	1,209.6										
REVLON MOLTEN METAL LIQ EYE SHADOW	D130	6,629.4	1,214.1					2,921.7	67.1	2,112.7	313.7		
RIMMEL EYE MAGNIFIER MASCARA	D130	4,579.5	922.1					2,703.6	0.2		953.7		
RIMMEL EYE SHADOW & NAIL POLISH	D130	1,045.2	1,045.2										
RIMMEL EYEFUL & GLOSS OVER LIP GLOSS	D130	728.5	728.5										
RIMMEL LASH MAXX MASCARA	D130	4,058.5	1,049.1					2,194.5	0.8		814.1		
SHISEIDO HYRO-POWDER EYE SHADOW	D130	523.6	523.6										
ALMAY PURE BLENDS MINERAL MAKEUP	D140	6,768.9	6,768.9										
ALMAY SMART SHADE CREAM BLUSH	D140	1,187.7	1,187.7										
ALMAY SMART SHADE LIQUID FOUNDATION	D140	21,483.3	6,963.3					9,064.9	441.5	3,405.0	1,608.6		
BENEFIT COSMETICS LIQUID FOUNDATION	D140	291.9	291.9										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BENEFIT SOME/GORGEOUS FOUNDATION	D140	348.6	348.6										
BENEFIT THAT GAL BRIGHTENING FC PRMR	D140	1,300.1	1,300.1										
CHANEL TEINT INNOCENCE LIQ FNDTN	D140	1,788.2	1,788.2										
CLINIQUE FRESH BLOOM/CLR MAKEUP	D140	2,237.6	2,237.6										
CLINIQUE PERFECTLY REAL COMPACT MU	D140	2,039.0	2,039.0										
CLINIQUE PRFCTLY RL CMPCT&LIQ FNDTN	D140	2,311.3	2,311.3										
CLINIQUE SUPERMOISTURE LIQUID MAKEUP	D140	2,098.4	2,098.4										
COVER GIRL ADVANCED RDNC CMPCT FNDTN	D140	267.6	267.6										
COVER GIRL ADVANCED RDNC CREAM FNDTN	D140	22,486.3	16,278.1					3,630.9	84.4	1,530.8	962.1		
COVER GIRL ADVANCED RDNC LIQ FNDTN	D140	911.0	667.3					109.3	0.8	79.0	54.5		
COVER GIRL CLEAN MAKEUP LQ&PWD FNDTN	D140	4,876.0	4,876.0										
COVER GIRL NAT HUE COMPACT FNDTN	D140	936.0	936.0										
COVER GIRL QUEEN CLCTN LIQUID MAKEUP	D140	505.2	505.2										
COVER GIRL QUEEN CLCTN NAT HUE FNDTN	D140	4,002.4	2,821.8					243.0	194.0	160.0	583.7		
COVER GIRL TR BLND LQ FNDTN&PRSD PWD	D140	8,397.5						4,402.5	76.9	1,377.3	2,540.8		
COVER GIRL TR BLND MNRLS FACIAL MKP	D140	5,460.2	64.5					2,889.2	31.0	857.2	1,618.4		
COVER GIRL TR BLND MNRLS PWD FNDTN	D140	6,061.2	6,061.2										
COVER GIRL TRU BLEND FACIAL MAKEUP	D140	1,668.5						535.0	15.4	259.8	858.4		
COVER GIRL TRU BLEND PWD FOUNDATION	D140	253.1	253.1										
DIORSKIN FOREVER EXTREME WR FLWLS MU	D140	471.5	471.5										
ESTEE LAUDER COMPACT	D140	612.4	612.4										
ESTEE LAUDER DOUBLE WR PWD&LIQ FNDTN	D140	2,940.3	2,940.3										
ESTEE LDR BRNZ GDS/FNDTN &HGH/LP GLS	D140	291.5	291.5										
ESTEE LDR RSLNC/EXTRM ULTR FRMNG MU	D140	4,294.7	4,048.9	245.9									
FASHION FAIR BLUSH	D140	364.3	364.3										
FASHION FAIR TRUE FINISH CONCEALER	D140	368.7											
FASHION FAIR TRUE FINISH FACIAL MU	D140	337.2	337.2										
FASHION FAIR TRUE FINISH LIQUID MU	D140	421.5	421.5										
FASHION FAIR TRUE FINISH PRESSED PWD	D140	281.5	281.5										
ID BARE MINERALS FACIAL MAKEUP	D140	2,168.2	1,939.5	228.7									
IMAN SECOND TO NONE FOUNDATION	D140	335.5	335.5										
JANE IREDALE FACIAL MAKEUP	D140	1,952.9	1,952.9										
LANCOME COLOR IDEAL LIQ FOUNDATION	D140	1,654.1											
LAURA MERCIER FACIAL MAKEUP	D140	1,491.2	1,491.2										
LAURA MERCIER STICK FOUNDATION	D140	437.9	437.9										
LOREAL BARE NATURALE BLUSH	D140	1,626.6	1,626.6										
LOREAL BARE NATURALE PWD FOUNDATION	D140	12,056.9	3,325.6					3,034.5	79.8	3,636.8	1,980.3		
LOREAL TRUE MATCH FACIAL MAKEUP	D140	5,042.3						2,814.6	32.1	1,556.3	639.4		
LOREAL TRUE MATCH LIQUID FOUNDATION	D140	3,495.0						1,791.8	25.2	1,094.2	583.8		
MAX FACTOR FACIAL MAKEUP	D140	341.4	341.4										
MAX FACTOR LASTING/FNDTN &LPNTY/CLR	D140	6,075.8	6,075.8										
MAYBELLINE DREAM MATTE MOUSSE FNDTN	D140	8,430.8	3,346.7					3,472.7	12.0	426.7	1,172.8		
MAYBELLINE DREAM MATTE POWDER FNDTN	D140	1,895.1	587.7					845.3	4.2	27.3	430.7		
MAYBELLINE FACIAL MAKEUP	D140	497.4	497.4										
MAYBELLINE INSTANT/RWND CREAM FNDTN	D140	3,692.6						2,568.5	8.9	406.1	709.1		
MAYBELLINE INSTANT/RWND DBL FC PRFCT	D140	4,225.1	2,130.9					1,430.7	11.0	179.4	473.1		
MAYBELLINE SPRSTY SLKY LIQ FNDTN	D140	11,267.1	4,118.0					5,308.4	12.8	656.9	1,171.0		
MAYBELLINE/AGE REWIND FOUNDATION	D140	313.5	313.5										
NEUTROGENA 3 IN 1 CONCEALER	D140	2,018.9	2,018.9										
NEUTROGENA HLTHY/GLW SHR LIQ FNDTN	D140	6,670.5	6,670.5										
NEUTROGENA MINERAL SHRS BLUSH	D140	5,125.8	5,125.8										
NEUTROGENA MINERAL SHRS BLUSH&FNDTN	D140	757.1	757.1										
NEUTROGENA MINERAL SHRS PWD FNDTN	D140	5,083.0	5,083.0										
NEUTROGENA SKNCLRNG OL FR LIQ FNDTN	D140	3,008.2	3,008.2										
PHYSICIANS FORMULA CONCEALER	D140	809.5	809.5										
PHYSICIANS FORMULA FACIAL MAKEUP	D140	679.2	679.2										
PHYSICIANS FORMULA PRESSED POWDER	D140	457.4	225.2					232.2					
PHYSICIANS FORMULA VAR BRONZER PWD	D140	2,965.4	2,965.4										
PHYSICIANS FRML MNRL WR FACIAL MU	D140	1,823.3	1,823.3										
PREScriptives FACIAL MAKEUP	D140	381.1	381.1										
REVLON AGE DEFYING FACIAL MAKEUP	D140	1,764.7	1,764.7										
REVLON AGE DEFYING LIQUID FOUNDATION	D140	3,291.9	3,291.9										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
REVLON COLORSTAY FOUNDATION	D140	1,300.1	1,300.1										
REVLON COLORSTAY LIQUID FOUNDATION	D140	7,074.6	7,074.6										
REVLON CUSTOM CREATIONS LIQ FNDTN	D140	1,259.6	1,259.6										
REVLON FACIAL MAKEUP	D140	762.3	762.3										
REVLON GOLDEN AFFAIR SCULPTING BLUSH	D140	1,348.7	1,348.7										
RIMMEL COOL MATTE MOUSSE FOUNDATION	D140	4,131.0	679.5					2,401.7	0.0		1,049.8		
RIMMEL FACIAL MAKEUP	D140	494.8	494.8										
RIMMEL RENEW & LIFT LIQ FOUNDATION	D140	4,084.2	1,051.6					2,237.9	0.2		794.5		
SHISEIDO THE MAKEUP LIFTING FNDTN	D140	431.1	431.1										
SKIN FUSION FACIAL MAKEUP & LOTION	D140	1,106.8	1,106.8										
SMASHBOX HIGH DFNTN &PHT FNSH FNDTN	D140	762.2	762.2										
SMASHBOX PHOTO FINISH FNDTN PRMR	D140	1,201.9	1,201.9										
TOM FORD AZUREE SOLEIL FNDTN&LPCLR	D140	440.0	440.0										
WET N WILD 3/KND/STCK &MEGA WNK MSCR	D140	661.5	661.5										
ESSIE NAIL POLISH	D150	2,359.7	2,359.7										
INCOCO DRY NAIL APPLIQUE	D150	1,194.7	1,194.7										
LA CROSS NAIL IMPLEMENTS	D150	807.7	807.7										
LOREAL PRO MANICURE NAIL POLISH	D150	2,768.6	2,768.6										
MAYBELLINE SLN EXPRT &SPRSY/LP GLS	D150	460.4	460.4										
NEW YORK COLOR NAIL POLISH	D150	637.5	637.5										
NEW YORK COLOR NL GLS NAIL POLISH	D150	296.0	296.0										
NICOLE NAIL POLISH	D150	1,252.5	1,252.5										
NONYX NAIL GEL	D150	1,241.3	1,239.2										2.1
NUTRA NAIL GREEN TEA NAIL GRWTH TRTM	D150	1,337.8						27.4		1,055.2	255.1		
NUTRA NAIL NAIL HARDENER	D150	2,560.9						63.7		2,189.7	307.6		
OPI NAIL POLISH	D150	11,483.8	11,483.8										
OPI NAIL POLISH&SKN CR PDTs	D150	585.4	585.4										
RIMMEL LYCRA WEAR 10 NAIL POLISH	D150	1,369.9	1,369.9										
SALLY HANSEN CMPLT/4/1 NAIL TRMTNT	D150	1,879.0	1,879.0										
SALLY HANSEN HARD/NAILS NAIL POLISH	D150	651.1	651.1										
SALLY HANSEN MAX GROWTH NAIL POLISH	D150	405.0	405.0										
SALLY HANSEN NAIL & SKIN CARE PDTs	D150	1,258.0	1,258.0										
SALLY HANSEN NAIL CARE PDTs	D150	1,882.3	1,882.3										
SALLY HANSEN NAIL IMPLEMENTS	D150	462.9	462.9										
SALLY HANSEN NAT SHINE NAIL POLISH	D150	556.6	556.6										
SALLY HANSEN NO CHIP NAIL POLISH	D150	1,020.2	1,020.2										
SALLY HANSEN SALON NAIL POLISH	D150	4,425.8	4,425.8										
ALBOLENE MOISTURIZING CLEANSER	D160	527.4						10.3		517.1			
AVEENO CLEAR COMPLEXION FMNG CLNSR	D160	2,454.6	2,454.6										
AVEENO POSITIVELY RDNT DLY CLNSNG PD	D160	3,082.4	3,082.4										
BE FINE FOOD SKIN CARE EXFLTNG CLNSR	D160	1,795.0	1,795.0										
BIORE FCL CLNSRS&SKN CR PDTs	D160	257.9	257.9										
BIORE PORE PRFCT DP CLNSNG PR STRPS	D160	294.4	294.4										
BIORE PORE/DP/STRPS &WRMNG/CRM CLNSR	D160	1,811.0	1,811.0										
BIORE PR PRFCT BLMSH/IC CLNSR&CLTH	D160	1,412.4	1,412.4										
BIORE PR PRFCT DP CLNSNG/STRPS&/SCRB	D160	1,377.7	1,377.7										
CLEAN & CLEAR OXYGENATING FZNG CLNSR	D160	313.4						0.3		313.1			
CLEAN&CLEAR MORNING BRST CLEANSER	D160	15,127.5					5,728.2	98.7	5,811.0	3,489.6			
CLEAN&CLEAR MORNING BRST SHINE CNTRL	D160	322.2						7.2	16.8	298.2			
CLEARASIL DAILY FACE WASH	D160	913.3						5.7	137.5	770.1			
CLINIQUE CLARIFYING LOTION	D160	548.8	548.8										
DERMADOCTOR/CHMSTRY MCRDRMBSRN SCRBS	D160	281.3	281.3										
DICKINSONS WITCH HAZEL ASTRNGNT CLNR	D160	858.4	858.4										
DOVE SKIN VITALIZER	D160	13,019.7	4,027.3	454.1							8,538.3		
FASHION FAIR BOTANICAL CLAY MASQUE	D160	337.2	337.2										
FASHION FAIR HIDDEN BTY FACIAL CLNSR	D160	365.8	365.8										
NEUTROGENA DEEP CLEAN INVGRNG/SCRB	D160	11,867.2	1,724.1					5,296.7	55.0	2,881.5	1,910.1		
NEUTROGENA DEEP CLN FCL CLNSNG PDTs	D160	803.1	803.1										
NEUTROGENA DP CLN INVGRNG/FM CLNSR	D160	7,585.5	2,163.0					2,117.2	49.6	2,040.7	1,215.1		
NEUTROGENA EYE MAKEUP REMOVER	D160	2,107.9	2,107.9										
NEUTROGENA ILMNTNG MCRDRM CLNSNG PDS	D160	3,787.3	3,787.3										
NEUTROGENA ULTRA SOFT EY MU RMVR PDS	D160	2,107.0	2,107.0										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NOXZEMA DEEP CLEANSING FACIAL CLNSR	D160	398.4	398.4										
NOXZEMA TRIPLE CLEAN BLACKHEAD CLNSR	D160	793.7	793.7										
OLAY DAILY FACIALS CLEANSING CLOTHS	D160	10,114.7	6,787.6					1,643.2	75.8	710.7	897.5		
OLAY HYDRATE&CLEANSE MCR-BD CLNS SRM	D160	9,511.8	5,717.3					2,094.9	11.5	662.8	1,025.3		
OLAY PORE REFINING MS CLNSR	D160	7,298.6	3,399.2					1,781.0	19.6	849.9	1,248.8		
OLAY WARMING DEEP PURIFYING CLEANSER	D160	12,999.5	4,803.2					4,888.7	46.2	1,464.6	1,796.7		
PONDS CLEAN SWEEP CLNSNG&MU RMV TWLT	D160	1,376.4										1,376.4	
ROC DAILY MCRDRMBRSN CLEANSING DISKS	D160	3,697.3	3,697.3										
ST IVES SWISS FRML APRCT CLNSR&SCRB	D160	2,686.9	2,686.9										
ST IVES SWISS FRML APRICOT SCRUB	D160	7,332.9						2,217.3	51.5	3,289.6	1,774.6		
ST IVES SWISS FRML FCL CLNSR&SKRN/PDT	D160	495.3	495.3										
AVEENO CNTNS PRCTCN SUN BLOCK LOTION	D170	12,081.1	5,365.2					4,372.4	62.3	766.2	1,515.0		
BANANA BOAT BABY & KIDS SUNBLOCK	D170	2,066.1	2,066.1										
BANANA BOAT BABY SUN BLOCK	D170	921.2	921.2										
BANANA BOAT SPORT SUN BLOCK SPRAY	D170	5,732.7						2,601.6	36.5	1,861.4	1,233.2		
BANANA BOAT SUN CARE PDTs	D170	1,846.1			491.6	311.5							1,043.1
BANANA BOAT SUN DIAL SELF-TNG MSTRZR	D170	5,113.0	5,113.0										
BULLFROG MARATHON MIST SNSCRN SPRY	D170	1,181.9						180.0	360.1	452.5	36.8	152.5	
BULLFROG MOSQUITO COAST SN BLCK/RPLN	D170	1,339.9						159.3	370.7		534.8	275.1	
CLARINS SELF-TANNING GEL&LOTION	D170	422.6	422.6										
CLINIQUE CTY BLCK SHR OIL/FC PRCTCR	D170	421.0	421.0										
COPPERTONE KIDS LOTION SPRAY	D170	6,995.9						4,189.3	31.9	1,508.2	1,266.5		
COPPERTONE OIL FREE SNSCRN LTN SPRY	D170	1,773.6	1,773.6										
COPPERTONE SPORT SUNSCREEN	D170	8,472.1	1,252.9					4,013.3	323.8	1,309.9	1,572.2		
COPPERTONE ULTRA GUARD SUNBLOCK/SPRY	D170	3,165.4						1,652.4	5.1	708.1	799.9		
COPPERTONE WATER BABIES SUN BLCK LTN	D170	1,296.2	1,296.2										
GLOW FUSION FACE & BODY TANNING MIST	D170	1,067.9	1,067.9										
HAWAIIAN TROPIC SUN CARE PDTs	D170	505.9	505.9										
LANCOME UV EXPERT SUNSCREEN	D170	1,072.0	1,072.0										
LOREAL SUBLIME BRNZ SLF-TNG LTN&TWLT	D170	1,624.2	1,624.2										
NEUTROGENA MICROMIST TNG SNLS/SPRY	D170	4,444.2						2,553.9	92.7	1,031.1	766.6		
NEUTROGENA SUN CARE PDTs	D170	2,161.0	2,161.0										
NEUTROGENA ULTRA SHEER SUN BLOCK	D170	9,254.3	125.5					7,138.4	366.5	555.5	1,068.5		
OCEAN POTION ANTI-AGING SUN BLCK LTN	D170	5,063.0									5,063.0		
OCEAN POTION SUN BLOCK LOTION	D170	1,162.4									1,162.4		
SHISEIDO SUN CARE PDTs	D170	403.8	403.8										
3121 FRAGRANCE	D180	415.1	415.1										
ADIDAS MOVES FRAGRANCE MEN & WOMEN	D180	668.4	668.4										
AMERICAN BEAUTY WNDRFL FRAGRANCE W	D180	870.2	870.2										
ARMANI CODE FRAGRANCE WOMEN	D180	3,720.5	3,166.5						1.4		552.7		
AVON FAR AWAY PARADISE FRAGRANCE W	D180	443.7	443.7										
BABY PHAT GODDESS FRAGRANCE WOMEN	D180	765.5	765.5										
BABY PHAT GOLDEN GODDESS FRAGRANCE W	D180	861.6	861.6										
BADGLEY MISCHKA FLRS/NT FRAGRANCE W	D180	336.6	336.6										
BANANA REPUBLIC MLCHT FRAGRANCE W	D180	5,016.2	4,856.0			160.3							
BE DELICIOUS FRAGRANCE MEN & WOMEN	D180	469.7	225.2					2.4		242.1			
BE DELICIOUS FRAGRANCE WOMEN	D180	3,093.8	3,093.8										
BEAUTIFUL FRAGRANCE WOMEN	D180	11,188.0	4,290.5					2,840.6	3,266.4	483.6	306.8		
BEAUTIFUL FRAGRANCE WOMEN & TOIL	D180	2,876.5	2,876.5										
BEAUTIFUL LOVE FRAGRANCE WOMEN	D180	3,392.0	2,917.5	474.6									
BETSEY JOHNSON FRAGRANCE WOMEN	D180	632.2	632.2										
BILL BLASS FRAGRANCE WOMEN	D180	1,817.2	1,817.2										
BOND NO 9 FRAGRANCE WOMEN	D180	1,302.8	667.1	311.9		323.9							
BRITNEY SPEARS BELIEVE FRAGRANCE W	D180	2,953.2	2,953.2										
BURBERRY BRIT FRAGRANCE MEN & WOMEN	D180	2,169.0	2,054.7	114.4									
BURBERRY LONDON FRAG M & W & TOIL	D180	1,060.1	1,060.1										
BURBERRY LONDON FRAGRANCE M & W	D180	980.9	980.9										
BURBERRY LONDON FRAGRANCE W & TOIL	D180	900.0	900.0										
BURBERRY LONDON FRAGRANCE WOMEN	D180	332.1	332.1										
CAN CAN FRAGRANCE WOMEN	D180	5,672.9	5,672.9										
CASHMERE MIST &DONNA KRN GLD FRAG W	D180	2,155.0						689.1	55.7	615.5	794.7		
CASHMERE MIST FRAGRANCE W & TOIL	D180	3,253.3	3,253.3										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CELINE DION ENCHANTING FRAGRANCE W	D180	1,654.0	1,654.0										
CHANEL CHANCE FRAGRANCE WOMEN	D180	3,187.4	3,187.4										
CHANEL NO 5 FRAGRANCE WOMEN	D180	8,351.3	4,311.2	133.8					3,906.3				
CHRISTIAN LACROIX ROUGE FRAGRANCE W	D180	1,788.5	1,788.5										
CK IN2U FRAGRANCE MEN & WOMEN	D180	8,680.1	7,507.6						109.0		1,063.5		
CK ONE SUMMER FRAGRANCE MEN & WOMEN	D180	287.3	287.3										
CK ONE SUMMER FRAGRANCE W & LOTION	D180	904.2	904.2										
CK ONE SUMMER FRAGRANCE WOMEN	D180	1,728.9	1,728.9										
CLINIQUE HAPPY FRAGRANCE W & TOIL	D180	913.6	913.6										
CLINIQUE HAPPY FRAGRANCE WOMEN	D180	2,669.5	2,669.5										
COACH FRAGRANCE WOMEN	D180	2,388.6	1,617.6	474.6	136.2	160.3							
COCO MADEMOISELLE FRAGRANCE WOMEN	D180	12,231.7	4,323.3	133.8					4,679.1	1,135.7	1,255.5	704.3	
COTY VAR FRAGRANCE M & W	D180	4,336.7	4,269.5				67.2			146.3		602.2	
COVET SARAH JESSICA PRKR FRAGRANCE W	D180	5,852.0	5,103.6							307.9	6.1	295.7	557.3
CURIOS FRAGRANCE WOMEN	D180	1,167.0											
CURVE & CURVE CRUSH FRAG M & W	D180	1,871.7	1,871.7										
CURVE CRUSH FRAGRANCE MEN & WOMEN	D180	681.8	681.8										
CURVE CRUSH FRAGRANCE WOMEN & TOIL	D180	786.2	786.2										
DAISY MARC JACOBS FRAGRANCE WOMEN	D180	5,816.9	5,816.9										
DANIELLE FRAGRANCE WOMEN	D180	2,696.4	2,696.4										
DAVIDOFF COOL WATER WAVE FRAGRANCE W	D180	4,407.8	4,407.8										
DIESEL FUEL FOR LIFE FRAGRANCE WOMEN	D180	5,447.2	5,106.3									340.9	
DKNY DELICIOUS NIGHT FRAGRANCE WOMEN	D180	2,784.5	2,784.5										
DKNY RED DELICIOUS FRAGRANCE WOMEN	D180	470.8	470.8										
DOLCE & GABBANA FRAGRANCE WOMEN	D180	425.2	265.0			160.3							
DOLCE&GABBANA THE ONE FRAGRANCE W	D180	9,315.4	7,472.3							1,843.1			
DOLCE&GABBANA LIGHT BLUE FRAGRANCE W	D180	9,229.7	9,229.7										
DONNA KARAN GOLD FRAG & RTW WOMEN	D180	487.7	487.7										
DONNA KARAN GOLD FRAGRANCE WOMEN	D180	2,375.3	2,375.3										
EMPORIO ARMANI DIAMONDS FRAGRANCE W	D180	6,676.5	4,336.7									2,339.8	
ESCADA SUNSET HEAT FRAGRANCE WOMEN	D180	336.4	336.4										
ESTEE LAUDER FRAGRANCE WOMEN	D180	1,064.3	837.6		12.9	213.7							
ETERNITY FRAGRANCE M & W & TOIL	D180	719.9	719.9										
ETERNITY FRAGRANCE MEN & WOMEN	D180	7,259.8	5,603.2						523.0		1,133.6		
ETERNITY SUMMER FRAGRANCE M & W	D180	1,310.7	1,310.7										
EUPHORIA BLOSSOM CLVN KL FRAGRANCE W	D180	2,517.2	2,517.2										
EUPHORIA CALVIN KLEIN FRAG W & TOIL	D180	1,733.8	1,733.8										
EUPHORIA CALVIN KLEIN FRAG W&LOTION	D180	1,198.1	1,198.1										
EUPHORIA CALVIN KLEIN FRAGRANCE W	D180	5,315.1	5,315.1										
F BY FERRAGAMO FRAGRANCE WOMEN	D180	488.6	488.6										
FANTASY BRITNEY SPEARS FRAGRANCE W	D180	918.6						105.2	4.8	251.1	557.6		
FENDI PALAZZO FRAGRANCE WOMEN	D180	2,487.6	2,487.6										
FLAIR FRAGRANCE WOMEN	D180	5,835.4	4,143.6					976.8	29.4	340.7	344.9		
FLOWERBOMB FRAGRANCE WOMEN	D180	2,089.6	2,089.6										
GIORGIO BEV HILLS FRAGRANCE W	D180	1,175.5	1,175.5										
GLOW BY JLO FRAGRANCE WOMEN	D180	1,021.1	1,021.1										
GUCCI BY GUCCI FRAGRANCE WOMEN	D180	2,949.2	2,474.7	474.6									
GUCCI EAU DE PARFUM II FRAGRANCE W	D180	629.5	629.5										
GUERLAIN MY INSOLENCE FRAGRANCE W	D180	3,671.2	3,671.2										
HYPNOSE FRAGRANCE WOMEN	D180	2,959.3	1,687.6						1,271.7				
HYPNOSE FRAGRANCE WOMEN & TOIL	D180	883.7	883.7										
IMARI SEDUCTION FRAGRANCE WOMEN	D180	3,835.1	3,835.1										
JADORE FRAGRANCE WOMEN	D180	9,721.6	6,034.6					628.8	1,299.6	118.9	1,639.8		
JUICY COUTURE FRAGRANCE WOMEN	D180	5,218.5	5,104.2	114.4									
JUICY CRITTOURE FRAGRANCE WOMEN	D180	368.3	368.3										
KELLY CALECHE FRAGRANCE WOMEN	D180	937.3	660.1	277.3									
KENZO AMOUR FRAGRANCE WOMEN	D180	664.0	664.0										
L A LAMB FRAGRANCE FRAGRANCE WOMEN	D180	8,456.6	6,634.5						41.9		1,780.3		
LACOSTE ELEGANCE FRAGRANCE MEN	D180	1,625.1	1,356.0	228.7	40.3								
LACOSTE INSPIRATION FRAGRANCE WOMEN	D180	867.7	867.6						0.1				
LANCOME MIRACLE FOREVER FRAGRANCE W	D180	2,196.4	2,196.4										
LOCCITANE FRAGRANCE & TOILETRIES W	D180	287.4	287.4										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LOVELY SARAH JSC PRKR FRAG W & TOIL	D180	855.1	855.1						14.2		617.4	167.3	475.2
LOVELY SARAH JSC PRKR FRAGRANCE W	D180	4,127.4	2,853.3										
LUCKY NUMBER 6 FRAGRANCE WOMEN	D180	1,994.8	1,994.8										
M MARIAH CAREY FRAGRANCE WOMEN	D180	7,116.9	3,969.6					375.6	14.4	1,157.3	1,599.9		
MEDITERRANEAN FRAGRANCE WOMEN	D180	5,416.9	5,416.9										
MICHAEL KORS HAWAII FRAGRANCE WOMEN	D180	479.0	479.0										
MIDNIGHT FANTASY FRAGRANCE WOMEN	D180	675.5	675.5										
MISS DIOR CHERIE FRAGRANCE WOMEN	D180	965.7	965.7										
MISSONI ACQUA FRAGRANCE WOMEN	D180	378.0	378.0										
MISSONI FRAGRANCE WOMEN	D180	327.9	327.9										
NARCISO RODRIGUEZ/HER FRAGRANCE W	D180	294.9		294.9									
NINA FRAGRANCE WOMEN	D180	3,106.9	3,106.9										
OPIUM FRAGRANCE WOMEN	D180	759.0	759.0										
OSCAR DE LA RENTA FRAGRANCE WOMEN	D180	796.3	796.3										
PASSION FRAGRANCE WOMEN	D180	837.1	837.1										
PERRY ELLIS 18 FRAGRANCE MEN & WOMEN	D180	981.7	638.7	343.1									
PLEASURES DELIGHT FRAGRANCE WOMEN	D180	3,218.0	3,218.0										
PLEASURES EXOTIC FRAGRANCE WOMEN	D180	450.3	450.3										
PLEASURES FRAGRANCE WOMEN	D180	14,273.8	5,164.3					4,121.2	2,689.1	1,543.0	756.3		
POSSIBILITIES FRAGRANCE WOMEN	D180	978.0	978.0										
PRADA FRAGRANCE WOMEN	D180	3,058.0	3,058.0										
PRADA MILANO FRAGRANCE WOMEN	D180	4,287.3	3,967.1	320.2									
PROVOCATIVE WOMAN FRAGRANCE WOMEN	D180	2,075.9	200.4					522.4	8.3	681.5	663.4		
PURE WHITE LINEN FRAGRANCE WOMEN	D180	4,015.8	3,754.7	228.7					32.4				
RALPH LAUREN VAR FRAGRANCE M & W	D180	320.5				320.5							
RALPH ROCKS FRAGRANCE WOMEN	D180	2,731.6	2,731.6										
RED DOOR FRAGRANCE W & TOILETRIES	D180	810.5	810.5										
RED DOOR FRAGRANCE WOMEN	D180	1,773.5	1,773.5										
ROMANCE FRAGRANCE MEN & WOMEN	D180	968.7							968.7				
ROMANCE FRAGRANCE WOMEN	D180	7,272.0	7,272.0										
ROXY FRAGRANCE WOMEN	D180	1,973.8	1,884.6					89.3					
SCENTOLOGY FRAGRANCE W & LIP GLOSS	D180	327.5	327.5										
SCENTOLOGY VAR FRAGRANCES WOMEN	D180	805.5	805.5										
SEAN JOHN UNFORGIVABLE FRAG M & W	D180	1,908.1	1,590.1							312.0		5.9	
SEAN JOHN UNFORGIVABLE W FRAGRANCE W	D180	3,021.0	2,113.2		96.5						801.3		10.1
SECRET BODY SPRAY&VAR AP/DEOD	D180	1,934.0	105.0					767.1	33.4	306.7	721.8		
SECRET SCENT EXPRESSIONS BODY MIST	D180	806.8	806.8										
SECRET SCENT EXPRESSIONS BODY SPRAY	D180	1,936.8	1,936.8										
SECRET SCENT EXPRSNS BDY MST&DEOD	D180	792.4	737.7					54.7					
SHANIA STARLIGHT FRAGRANCE WOMEN	D180	5,455.3	3,720.7					827.8			906.8		
SPIRIT ANTONIO BANDERAS FRAG M & W	D180	365.4	365.4										
STELLA FRAGRANCE WOMEN	D180	678.3	469.1	209.3									
STELLA FRAGRANCE WOMEN & TOIL	D180	316.5	316.5										
THIERRY MUGLER ANGEL FRAGRANCE W	D180	647.3	418.6	228.7									
TOM FORD BLACK ORCHID FRAGRANCE W	D180	1,422.0	1,422.0										
TRESOR FRAGRANCE WOMEN	D180	9,789.1	6,302.8					972.2	810.1	1,704.0			
TUBEROSE GARDENIA FRAGRANCE WOMEN	D180	1,379.3	1,379.3										
VALENTINO ROCK N ROSE FRAGRANCE W	D180	3,822.2	3,822.2										
VERA WANG FRAGRANCE MEN & WOMEN	D180	2,559.7	2,559.7										
VERA WANG PRINCESS FRAGRANCE WOMEN	D180	6,255.5	6,255.5										
VERA WANG TRULY PINK FRAGRANCE WOMEN	D180	2,019.8	2,019.8										
VERSACE BRIGHT CRYSTAL FRAGRANCE W	D180	794.0	794.0										
VERSACE FRAGRANCE WOMEN	D180	941.4	552.4	228.7		160.3							
VERY IRRESISTIBLE GVNCHY FRAG W&TOIL	D180	303.6	303.6										
VERY IRRESISTIBLE GVNCHY FRAGRANCE W	D180	7,197.2	4,394.0					1,623.6	127.6	117.8	934.3		
WHITE DIAMONDS FRAGRANCE WOMEN	D180	3,389.4						1,888.8	15.4	889.8	595.5		
WITH LOVE HILARY DUFF FRAG W&LOTION	D180	623.0	623.0									560.5	
WITH LOVE HILARY DUFF FRAGRANCE W	D180	1,850.4	1,289.9										
ANASTASIA BVRLY/HLLS CSMTCBS/BTY AIDS	D190	303.0	303.0										
AVEDA CP	D190	646.9	646.9										
AVON COSMETICS	D190	7,262.8	6,453.6					720.6	88.6				
BOOTS COSMETICS	D190	423.4			338.9								84.5

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CHRISTIAN DIOR COSMETICS	D190	342.4	342.4										
CLINIQUE BEAUTY PDTS	D190	258.8					30.2		228.6				
CLINIQUE COSMETICS	D190	590.3	275.3			195.9	119.2						
COTY BEAUTY PDTS	D190	260.3	248.6				11.7						
COVER GIRL COSMETICS	D190	3,025.2	731.5	1,326.0				962.3			5.4		
COVER GIRL QUEEN CLCTN COSMETICS	D190	1,716.4	1,054.7					41.0	1.3	105.4	339.4		174.6
DIOR COSMETICS	D190	1,774.9	1,774.9										
ESTEE LAUDER BEAUTY PDTS	D190	1,358.6	140.0				998.3		82.8				137.5
ESTEE LAUDER COSMETICS	D190	1,795.4	1,701.4				93.5		0.5				
FASHION FAIR COSMETICS	D190	1,100.3	1,100.3										
GIVENCHY BEAUTY PDTS	D190	450.8	450.8										
GIVENCHY COSMETICS	D190	596.7	596.7										
JANE COSMETICS	D190	256.2	256.2										
JOHNSON & JOHNSON BEAUTY PDTS	D190	560.0					560.0						
JUICE ORGANICS BEAUTY PDTS	D190	3,891.9	3,891.9										
LA CROSS EXACTA TWEEZE TWEEZERS	D190	547.0	547.0										
LA CROSSE DIAMOND/LT TWEEZERS	D190	398.6	398.6										
LAURA MERCIER COSMETICS	D190	327.9	327.9										
LOREAL COSMETICS	D190	1,715.0	99.9		923.2	428.7	263.3						
LOREAL COSMETICS&SKIN CARE PDTS	D190	570.0	570.0										
LOREAL DIV CP	D190	416.0	416.0										
LOREAL HIP COSMETICS	D190	2,765.9	2,461.5								304.4		
LOREAL VIGNETTE	D190	668.5						384.0			284.5		
MARK BEAUTY PDTS	D190	6,613.7	6,613.7										
MARY KAY BEAUTY PDTS	D190	2,950.8						1,824.0	1,126.8				
MAX FACTOR COSMETICS	D190	1,226.8	1,226.8										
MAYBELLINE COSMETICS	D190	2,366.0	2,268.1								91.9		6.0
MAYBELLINE COSMETICS CP	D190	1,810.2	1,105.9					48.1			656.2		10.4
MERLE NORMAN COSMETICS	D190	675.0	651.6		11.3		1.7						
NARS COSMETICS	D190	1,476.8	1,476.8										
NATURES GATE ORGANICS BEAUTY PDTS	D190	455.1	455.1										
NEUTROGENA ADVN SLTN MCR DRMBRSN SYS	D190	886.9						0.1			886.9		
NEUTROGENA BEAUTY PDTS	D190	477.5	317.2			160.3							
NEUTROGENA COSMETICS	D190	306.3	306.3										
NEUTROGENA HLTHY SKN REJUVENATOR	D190	4,306.5						3,452.6	19.0	156.7	678.2		
NIVEA BODY GOOD BYE CELLULITE GEL	D190	19,866.2	5,573.9					5,376.2	112.0	7,391.6	1,412.5		
NIVEA VSG Q10 GNTL SP MCR-DRMBRSN KT	D190	3,207.5	3,207.5										
OLAY TOTAL EFFECTS BEAUTY PDTS	D190	351.8	351.8										
OLIGO DX CELLULITE GEL	D190	1,490.9	1,490.9										
OPI COSMETICS	D190	714.4	714.4										
PHYSICIANS FORMULA COSMETICS	D190	748.7	748.7										
PHYSICIANS FRML/MNRL WR COSMETICS	D190	279.6	279.6										
PRADA BEAUTY PDTS	D190	472.6	472.6										
PREScriptiveS BEAUTY PDTS	D190	370.0	370.0										
PROCTER & GAMBLE BEAUTY&HEALTH PDTS	D190	736.7				736.7							
RED EYELASH CURLER & TWEEZER	D190	480.6	480.6										
REVLON BEAUTY PDTS	D190	532.6	532.6										
REVLON COSMETICS	D190	792.2	477.2			315.0							
REVLON MAKEUP ERASER PEN	D190	1,202.4	1,202.4										
RIMMEL COSMETICS	D190	4,473.2	4,473.2										
SALLY HANSEN BEAUTY PDTS	D190	1,297.8	1,297.8										
SALLY HANSEN BEAUTY PDTS&DEPILATORY	D190	1,697.8	1,697.8										
SEPHORA COSMETICS	D190	1,373.4	1,322.0		51.4								
TWEEZERMAN TWEEZERS	D190	794.2	794.2										
WET N WILD BEAUTY PDTS	D190	351.5	351.5										
WOMENOFWORTH.COM ONLINE	D190	914.6	914.6										
AQUAFRESH ADVANCED TOOTHPASTE	D211	15,460.7	4,854.1	522.9				6,000.6	42.8	2,246.1	1,794.2		
AQUAFRESH EXTREME CLEAN TOOTHPASTE	D211	7,422.3						4,530.0	169.6	695.5	1,924.9		102.3
AQUAFRESH EXTREME CLEAN WHTNG PASTE	D211	4,806.2	3,469.2					105.1	714.3	404.4	113.2		
AQUAFRESH WHITE TRAYS DNTL WHTNG SYS	D211	31,045.9	11,162.0					13,223.0	746.7	2,053.4	3,714.8		146.0
AQUAFRESH WHITE TRY'S & NCDRM CO/PTCH	D211	687.2	687.2										
ARM&HAMMER ADVANCE WHITE TOOTHPASTE	D211	17,494.4	3,885.3						0.3		13,608.8		

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
COLGATE MAXFRESH BURST TOOTHPASTE	D211	7,677.4	1,389.5					2,602.7	302.9	1,057.8	2,324.5		
COLGATE TOTAL ADVNCED CLN TOOTHPASTE	D211	11,902.8						7,479.8	1,575.2	1,438.2	1,409.6		
COLGATE TOTAL TOOTHPASTE	D211	30,165.9	5,407.7		51.1			14,536.7	1,162.3	2,808.2	5,205.4	994.5	
COLGATE TOTAL VIGNETTE	D211	756.8							747.5		9.3		
COLGATE VAR TOOTHPASTE	D211	2,981.7			2,780.4	201.3							
CREST EXTRA WHT PLS SCP &SCOPE WHITE	D211	1,938.3	433.0					988.6	58.6	90.6	367.5		
CREST EXTRA WHT PLS SCP TOOTHPASTE	D211	10,795.7						5,575.5	91.0	2,762.6	2,366.6		
CREST NATURES EXPRSNS TOOTHPASTE	D211	34,620.1	8,458.4	1,624.6				11,638.4	3,571.2	4,030.3	5,297.2		
CREST PRO-HEALTH NIGHT TOOTHPASTE	D211	17,623.9	3,292.2	840.6				5,947.9	1,991.2	2,677.9	2,874.1		
CREST PRO-HEALTH TOOTHPASTE	D211	48,310.8	8,101.7	1,265.9	3,933.8	102.1		17,777.2	4,156.8	5,154.3	7,493.3		325.8
CREST TOOTHPASTE	D211	1,218.2			306.8	201.3	2.8						707.3
CREST WHITENING RNS &WHTSTRPS PRM PL	D211	343.6			138.0	205.6							
CREST WHITESTRIPS DENTAL WHTNG SYS	D211	1,362.7			1,154.5			13.7	58.0	134.3			2.1
CREST WHITESTRIPS PREM DNTL WHTNG SY	D211	17,557.1	2,536.6			205.6		5,777.3	3,360.1	1,937.3	3,740.2		
CREST WHTSTRPS DLY MLTCR WHTNG STRPS	D211	46,920.1	11,404.9					18,604.3	4,108.9	7,181.1	5,620.9		
CREST WHTSTRPS PREM PLS DNTL/SYS	D211	6,714.3	2,107.0	266.6				2,222.8	22.0	1,460.1	635.8		
MENTADENT ADVANCED WHITENING PASTE	D211	2,530.3	2,530.3										
ORAJEL TODDLER TRAINING TOOTHPASTE	D211	4,858.5	2,483.3					561.0	0.0		1,814.2		
POLIDENT &SUPER PLGRP DNTR CLNRS	D211	1,246.2	723.3	522.9									
POLIDENT OVERNIGHT TABLETS	D211	4,831.8						3,062.3	568.1	727.8	473.6		
REMBRANDT ADVANCED WHITENING STRPS	D211	2,676.9	2,676.9										
REMBRANDT ORAL HLTH&BTY	D211	2,335.1	2,335.1										
REMBRANDT SENSITIVE WHITENING PASTE	D211	868.6						477.7	8.1	170.8	212.0		
REMBRANDT TOOTHPASTE	D211	6,773.4	1,790.5					2,819.4	14.5	291.4	1,857.6		
REMBRANDT TOOTHPASTES & WHITENERS	D211	513.6	513.6										
REMBRANDT VAR TOOTHPASTES	D211	1,282.5	777.1	462.6			42.8						
REMBRANDT WHITENING STRIPS	D211	3,522.0						2,322.6	3.0	437.9	758.6		
SENSODYNE FRESH IMPACT TOOTHPASTE	D211	1,209.8						271.5	18.4	903.4	16.4		
SENSODYNE FULL PRTCTN TOOTHPASTE	D211	1,908.1						356.3	35.1	1,493.8	22.8		
SENSODYNE MAXIMUM STRENGTH PASTE	D211	917.0						0.0	9.6	469.5	437.9		
SENSODYNE PRO NAMEL TOOTHPASTE	D211	17,888.4	4,647.3					6,311.1	87.6	4,393.1	2,449.4		
SENSODYNE TOOTHPASTE	D211	936.5							2.7		413.7		520.1
SENSODYNE VAR TOOTHPASTES	D211	1,322.4						590.2	3.4	621.4	2.2		105.2
SUPER SMILE QUIKEE WHITENING PASTE	D211	307.8	307.8										
SUPER SMILE TEETH WHITENING SYSTEM	D211	557.0	442.6	114.4									
SUPER SMILE WHITENING TOOTHPASTE	D211	658.8	554.9	104.0									
TOMS OF ME NATURAL TOOTHPASTE	D211	407.7			407.7								
ACT RESTORING MOUTHWASH	D212	11,130.7						1,448.6	2,686.4	4,671.7	2,324.0		
BREATHRX BREATH CONTROL SYSTEM	D212	3,960.0							36.1		3,923.9		
CREST PRO-HEALTH NIGHT ORAL RINSE	D212	8,210.0	1,002.7					4,071.5	1,101.2	949.1	1,085.5		
CREST PRO-HEALTH ORAL RINSE	D212	9,276.1	2,449.4	266.6	117.4			2,585.4	96.5	759.2	3,001.7		
CREST WHITENING MOUTH RINSE	D212	7,329.4						1,648.7	13.6	934.8	4,732.3		
CREST WHTNG MTH RNS &CRST WHTSTRP PR	D212	2,672.6			2,386.9	285.8							
LISTERINE AGENT COOLBLUE PLAQUE/RNS	D212	5,333.6						3,613.9	170.7	753.6	795.4		
LISTERINE COOLMINT MOUTHWASH	D212	10,269.1	10,269.1										
LISTERINE MOUTHWASH	D212	44,646.7	1,797.8					30,004.8	932.1	5,148.0	6,529.0		235.1
LISTERINE TOOTH DEFENSE MOUTHWASH	D212	7,831.0	20.4					4,838.2	151.1	1,096.1	1,725.3		
LISTERINE WHITENING PRE-BRUSH RINSE	D212	11,854.1						8,516.8	319.5	1,405.5	1,612.3		
LISTERINE WHITENING QUICK DSLV STRPS	D212	28,904.1						20,988.5	465.7	3,066.3	4,383.7		
OASIS MOISTURIZING MOUTHWASH	D212	1,195.0		344.9				485.3	16.3	174.3	174.3		
OASIS MOUTHSPRAY & MOUTHWASH	D212	1,206.9	339.1	867.8									
SCOPE WHITE MOUTHWASH	D212	5,707.4						2,737.9	167.3	1,517.2	1,285.0		
SMART MOUTH MOUTHWASH	D212	4,534.1	4,013.4									355.0	165.8
AQUAFRESH GEL-FLEX TOOTHBRUSH	D219	801.4	801.4										
BABY ORAJEL TEETHING RELIEF PDTs	D219	2,329.7	2,329.7										
CERINATE DENTAL VENEERS	D219	10,046.2	10,046.2										
COLGATE 360 TOOTHBRUSH	D219	5,084.4						2,863.2	134.9	620.1	1,466.2		
CREST GLIDE COMFORT PLS DENTAL FLOSS	D219	426.3		378.6	47.6								
DENTEK NIGHTGUARD TOOTH GUARD	D219	498.7							197.2		108.7	192.8	
DENTEMP OS CAP&FILLING REPLACEMENT	D219	499.0	267.4								231.6		
DOCTORS NIGHTGUARD MOUTH GUARD	D219	1,799.3							2.1	149.6	1,647.7		
FIXODENT CONTROL DENTURE ADHESIVE	D219	7,798.1		2,873.6				3,264.6	48.3	498.1	1,113.5		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FIXODENT CONTROL/SCOPE DNTR ADHSV	D219	3,218.0						1,837.0	7.4	588.5	785.2		
FIXODENT DENTURE ADHESIVE	D219	284.0						179.2	1.4	51.2	52.1		
MAC VENEERS DENTAL VENEERS	D219	416.2	416.2										
ORAJEL MAX STR MOUTH SORE DISCS	D219	1,061.2						378.6	15.9	353.6	313.1		
ORAJEL MAX STR TOOTHACHE REMEDY	D219	1,981.8						732.5	13.2	875.3	360.8		
ORAL-B ADVANTAGE GLIDE TOOTHBRUSH	D219	10,043.1	2,906.0					3,259.2	875.6	1,029.7	1,972.7		
ORAL-B ADVANTAGE TOOTHBRUSH	D219	1,554.9	1,554.9										
ORAL-B PULSAR PRO-HEALTH TOOTHBRUSH	D219	15,371.0	3,065.5					7,501.2	59.1	1,595.5	3,149.7		
ORAL-B PULSAR TOOTHBRUSH	D219	5,590.3	74.1		2,108.8	95.3		1,774.1	11.1	414.1	1,112.9		
ORAL-B TOOTHBRUSH	D219	902.0			763.7	126.5							11.8
PHILIPS SONICARE ELECTRIC TOOTHBRUSH	D219	3,374.0	2,733.5	332.7		307.8							
POLIDENT FRESH CLEANSE DNTR FM CLNSR	D219	7,468.7	1,402.9	1,799.1				2,104.4	680.1	931.5	550.7		
POLIGRIP SUPER DENTURE ADHSV CRM	D219	4,981.4						3,159.0	21.4	1,233.3	567.7		
POLIGRIP SUPER DENTURE ADHSV STRP	D219	1,838.2						0.0	32.1	1,802.3	3.7		
PROCTER & GAMBLE DENTAL SUPPLIES	D219	1,466.9	1,466.9										
REACH CLEAN & WHITEN TOOTHBRUSH	D219	271.3						54.6			216.7		
REACH FRESH & CLEAN THBRH&TNG CLNR	D219	968.8	260.8					184.4	2.1	73.0	448.5		
REACH ONE ULTIMATE CLEAN TOOTHBRUSH	D219	5,778.7						2,081.8	1.6	410.2	3,285.1		
REMBRANDT DENTAL SUPPLIES	D219	3,968.4						2,342.5	4.2	375.0	1,246.8		
SEA-BOND DENTURE ADHESIVE	D219	4,451.4						2,211.7	24.4	993.1	1,222.2		
SLEEP RIGHT ADJUSTABLE NIGHT GUARD	D219	877.7	877.7										
TOMS OF ME DENTAL SUPPLIES	D219	764.8											764.8
CARESS EXTC OL INFNSN CRM/BR&BDY WSH	D221	7,718.2	5,238.8					1,764.1	10.3	216.8	488.2		
CLEARLY NATURAL SOAP	D221	374.9	374.9										
DIAL LIQUID SOAP	D221	516.2											516.2
DIAL YOGURT HAND WASH	D221	829.7	829.7										
DOVE BEAUTY BAR SOAP	D221	15,504.9	6,721.3		10.3	381.0		6,124.9	158.6	1,177.6	931.2		
DOVE NOURISHING LIQUID HANDWASH	D221	1,530.5	1,530.5										
HUGGIES CLEANTEAM FOAMING HAND SOAP	D221	921.0	921.0										
LEVER 2000 DEOD SOAP	D221	277.2									277.2		
PHISODERM SOAPS & TOILETRIES	D221	272.0	272.0										
ZEST HYDRATING EFFECTS BR SP&BDY WSH	D221	3,744.2	3,744.2										
AVEENO ACTIVE NATURALS BODY WASH	D223	1,658.4	1,658.4										
AVEENO POSITIVELY RDNT BODY WASH	D223	587.6	587.6										
AVEENO STRESS RELIEF BODY WASH	D223	1,777.7	1,777.7										
AVEENO/ECZEMA CARE BDY WSH&MSTRZG CR	D223	950.1	950.1										
AXE BOOST SHOWER GEL	D223	4,807.8						1,273.2	23.8	1,223.5	2,287.4		
AXE SHOWER GEL	D223	10,690.3	145.3					907.1	457.1	2,896.7	6,284.1		
CARESS EXOTIC OIL INFNSN BODY WASH	D223	463.5	325.7						72.1		65.6		
DIAL BODY WASH	D223	378.7	378.7										
DIAL DAILY CARE BODY WASH	D223	446.5	446.5										
DOVE CREAM OIL BODY WASH	D223	35,136.3	9,128.9	1,692.1		243.6		17,332.1	282.0	3,586.4	2,871.2		
IRISH SPRING BODY WASH	D223	7,228.1	4,025.8						0.1	6.9	3,195.3		
JOHNSONS BABY TOILETRIES CHILDREN	D223	742.4	742.4										
JOHNSONS MELT/STRS BODY WSH&SKN/PDTS	D223	8,744.0	8,105.4	638.6									
JOHNSONS NOURISHING CARE BODY WASH	D223	356.0	356.0										
JOHNSONS SOFTWASH SHOWER&SHV BDY WSH	D223	413.5	413.5										
NEUTROGENA RAINBATH SHWR&SHV BDY WSH	D223	1,316.1	1,316.1										
OLAY BODY AGE DEFYING BODY WASH	D223	15,943.1	1,970.6					9,136.8	40.3	2,009.0	2,786.5		
OLAY BODY VAR BODY WASH	D223	1,490.4	1,490.4										
OLAY BODY/RADIANCE RBN BODY WASH	D223	29,219.0	10,691.8					12,264.9	49.7	2,668.2	3,544.3		
OLAY CALM RELEASE BODY WASH	D223	17,650.2	5,358.9					7,231.7	106.6	2,352.8	2,600.2		
OLAY COMPLETE BODY WASH	D223	2,743.4	2,743.4						0.0				
OLAY RIBBONS BODY WASH	D223	5,580.2						4,187.0	29.7	738.4	625.2		
OLD SPICE BODY WASH & DEOD	D223	1,199.0	1,199.0										
OLD SPICE HIGH ENDURANCE BODY WASH	D223	798.3	798.3										
SKIN SO SOFT FUSIONS BODY WASH	D223	3,599.3	3,599.3										
SOFTSOAP NUTRA-OIL BODY WASH	D223	5,846.5	2,730.3					1,697.3	5.7	627.0	786.3		
ST IVES SWS FRML OTML&SH BTR/WSH&LTN	D223	1,176.3	1,176.3										
ST IVES SWS/MNRL THRPY BODY WSH&LTNS	D223	790.1	790.1										
SUMMERS EVE FOAMING BATH	D223	2,509.3						322.9	18.0	1,617.1	551.3		
SUMMERS EVE SHOWER GEL	D223	3,759.7						473.4	23.2	2,120.0	1,143.1		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TONE SUGAR GLOW BODY WASH	D223	805.9	805.9										
ZEST BODY WASH & DEOD SOAP	D223	1,880.4	1,880.4										
PAMPERS BABY WIPES	D229	7,272.3						3,205.9	40.8	1,296.4	2,729.3		
PAMPERS KANDOO MOIST TLT WPS&FMNG/SP	D229	4,922.0						1,775.0	34.5	988.5	2,124.1		
PAMPERS KANDOO MOIST TOWELETTES WPS	D229	2,880.6						1,246.5	7.4	592.5	1,034.2		
PAMPERS SENSITIVE TOUCH BABY WIPES	D229	2,982.1						1,630.7	13.1	269.9	1,068.5		
PAMPERS SNSTV/WPS &PMPRS SWDLRS/DPR	D229	2,449.6	2,449.6										
PAMPERS SWIPERS BABY WIPES	D229	2,015.5						1,485.2	3.3	78.0	449.0		
WET ONES ANTIBACTERIAL WIPES	D229	3,765.6	3,765.6										
WET ONES SENSITIVE SKIN MOIST WIPES	D229	3,149.9	3,149.9										
ALWAYS CLEAN ULTRA THIN PAD & WIPE	D230	22,228.6	13,170.9					3,883.0	44.6	2,583.5	2,546.6		
ALWAYS DRI-LINERS PANTY LINERS	D230	3,868.2	3,868.2										
ALWAYS MAXI PADS	D230	22,471.2	9,579.6					6,724.5	136.3	3,090.0	2,940.9		
ALWAYS THIN PANTY LINERS	D230	5,151.0	5,151.0										
KOTEX MAXI PADS	D230	11,535.9	4,070.0					4,507.9	31.1	2,172.1	754.9		
KOTEX ULTRA THIN MAXI PADS	D230	5,283.8	4,278.7					1,004.6	0.5				
MONISTAT SOOTHING CARE CHAFING RLF	D230	801.1						208.6	1.0	51.6	539.9		
NIRENA FEMININE CLEANSER	D230	390.3	390.3										
OB COMFORT TAMPONS	D230	261.5	261.5										
OB PRO COMFORT TAMPONS	D230	1,874.9	1,874.9										
OB TAMPONS	D230	2,043.1	2,043.1										
PLAYTEX GENTLE GLIDE TAMPONS	D230	14,213.7	4,495.1					2,696.8	113.1	3,040.0	3,868.6		
PLAYTEX SPORT TAMPONS	D230	12,631.4	5,148.8					225.9			7,256.7		
STAYFREE DRY MAX CLN ULTR THN PD&WP	D230	1,923.5	1,923.5										
STAYFREE DRY MX ULTR THN MAXI PADS	D230	9,371.1	695.9					4,459.5	42.7	1,278.0	2,894.9		
STAYFREE MAXI PADS	D230	2,613.8	2,613.8										
SUMMERS EVE FEMININE CLEANSING CLTHS	D230	1,512.8						877.3	1.4	126.2	507.9		
TAMPAX CARDBOARD TAMPONS	D230	24,177.3	9,338.3					7,511.5	99.8	3,446.6	3,781.1		
TAMPAX COMPACK & PEARL TAMPONS	D230	319.7	319.7										
TAMPAX COMPAK PEARL TAMPONS	D230	4,753.8	4,753.8										
TAMPAX PEARL TAMPONS	D230	20,281.5	12,780.1					3,438.4	25.5	2,102.8	1,934.6		
TAMPAX VAR TAMPONS	D230	1,684.1						995.2	28.6	271.2	389.1		
CAREFREE HAIR REMOVER&MOISTURIZER	D240	5,400.6						3,209.8	46.2	73.3	2,071.2		
EPIL-STOP CREME HAIR REMOVER	D240	1,765.1	1,765.1										
JOLEN CREME BLEACH	D240	255.2	255.2										
NADS HAIR REMOVAL GEL	D240	1,215.8						2.2			1,213.6		
NAIR CREAM DEPILATORY	D240	766.9	766.9										
NAIR HAIR REMOVER	D240	331.7	331.7										
NAIR PRETTY CREAM & SPRAY DEPILATORY	D240	1,637.1	1,637.1										
NAIR SENSITIVE FORMULA GL CRM DPLTRY	D240	739.6	739.6										
NAIR SENSITIVE FORMULA LOTION DPLTRY	D240	4,849.5						2,395.1	201.1	203.4	2,049.9		
PERFECT FINISH NEUTRALIZING AFTR WSH	D240	619.6	619.6										
SALLY HANSEN FACIAL CREME BLEACH	D240	615.8	615.8										
SALLY HANSEN HAIR REMOVER WX STRP KT	D240	519.4	519.4										
SALLY HANSEN SPRAY-OFF DEPILATORY	D240	1,688.2	1,688.2										
SALLY HNSN SPRY/SHWR-OFF HAIR RMVR	D240	961.5	961.5										
SHISEIDO WHITE LUCENT SERUM	D240	571.6	571.6										
VEET HAIR REMOVAL GEL CREAM	D240	9,265.2	1,483.8					4,690.5	412.1	638.7	2,040.0		
VEET RASERA BLADELESS SHAVING KIT	D240	6,534.0						3,545.8	487.2	779.4	1,721.7		
AVEENO POSITIVELY SMTH SHWR & SHV CRM	D250	1,226.6	1,226.6										
BIC SOLEIL SHAVER WOMEN	D250	19,553.3	3,155.7					8,107.8	164.5	5,034.5	2,792.9		298.0
GILLETTE DAISY 3 DISPOSABLE RAZOR W	D250	3,959.0	3,959.0										
GILLETTE VENUS BREEZE RAZOR WOMEN	D250	43,360.6	9,858.7	936.4				18,071.5	1,409.3	8,246.4	4,838.4		
GILLETTE VENUS DISPOSABLE RAZOR W	D250	4,780.8	4,780.8										
NO NO SHAVER WOMEN	D250	386.0	386.0										
PURE SILK SHAVE CREAM WOMEN	D250	550.7	550.7										
SCHICK INTUITION PLUS SHAVER WOMEN	D250	16,590.2	5,352.3					8,661.9	364.1	548.7	1,663.2		
SCHICK QUATTRO DISPOSABLE RAZOR W	D250	4,609.7	4,609.7										
SCHICK QUATTRO RAZOR WOMEN	D250	8,996.9	1,639.9					2,566.5	1.1		4,789.3		
SCHICK QUATTRO/W GO RAZOR WOMEN	D250	652.7	652.7										
VENUS BREEZE SHAVING PDT'S WOMEN	D250	902.6											902.6
VENUS DIVINE RAZOR & STN CR SHV GL W	D250	378.4	20.4					358.0					

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ADIDAS ACTION 3 TECH AP/DEOD	D260	738.9	738.9					2,779.8	97.6	2,429.6	9,649.5		512.6
AXE DEOD BODY SPRAY	D260	15,469.1											534.3
AXE ESSENCE DEOD BODY SPRAY	D260	534.3											
AXE VICE DEOD BODY SPRAY	D260	2,620.2							30.3	1,707.9	882.0		
BAN ANTIPERS	D260	1,707.4	1,707.4										
BAN SOLID ANTIPERS	D260	2,889.7	2,242.8						7.8	617.6	21.5		
BRUT DEOD	D260	711.6	711.6										
BRUT STICK AP/DEOD	D260	2,114.3	2,114.3										
CERTAIN DRI ROLL ON ANTIPERS	D260	1,669.9							44.5	1,185.9	439.4		
DEGREE CLINICAL PRCTCN SOLID AP/DEOD	D260	5,174.1						1,630.1	15.3	1,060.2	2,468.5		
DEGREE FOR MEN AP/DEOD	D260	19,427.5						13,372.6	132.8	2,525.1	3,397.0		
DEGREE FOR WOMEN AP/DEOD	D260	11,550.0						5,633.8	50.4	1,671.8	4,194.0		
DEGREE ULTRA CLEAR SOLID DEODORANT	D260	16,320.4	374.3					6,567.5	246.7	3,398.8	5,733.2		
DEGREE/MEN CLNCL PRCTCN SLD AP/DEOD	D260	6,223.3						4,626.8	496.2	328.9	771.4		
DEGREE/MEN ULTRA CLEAR GEL AP/DEOD	D260	3,694.0						1,238.5	181.1	796.0	1,478.5		
DOVE ULTIMATE CLEAR AP/DEOD	D260	16,135.9						5,925.7	381.0	4,439.5	5,389.8		
GILLETTE 3X GEL AP/DEOD	D260	21,571.0	8,338.3					6,378.4	124.3	1,580.4	5,149.5		
GILLETTE CLEAR GEL ANTIPERS	D260	3,147.4						826.5	5.1	433.6	1,882.2		
GILLETTE CLNCL STRNGTH SOLID AP/DEOD	D260	8,306.6	2,079.3					4,674.8	37.0	558.7	956.8		
HERBAL CLEAR DEOD	D260	349.8	349.8										
MITCHUM ANTIPERS	D260	550.4					550.4						
MITCHUM SMART SOLID AP/DEOD	D260	7,076.7	2,938.7					2,327.5	5.0		1,805.5		
MITCHUM SOLID AP/DEOD	D260	261.9	261.9										
OLD SPICE AP/DEOD	D260	1,288.9	1,288.9										
OLD SPICE DEOD BODY SPRAY	D260	11,307.3	3,442.7					2,615.3			5,249.2		
OLD SPICE HIGH ENDURANCE DEOD&BDY WS	D260	3,141.3	902.9					593.5			1,644.9		
OLD SPICE RED ZONE SOLID AP/DEOD	D260	11,165.0	1,126.5					2,845.8	0.0		7,192.7		
RGX BODY SPRAY	D260	9,596.0	1,348.7					4,426.8	0.1		3,820.4		
RIGHT GUARD SPORT CLEAR GEL AP/DEOD	D260	1,893.9						1,893.9					
RIGHT GUARD SPORT STICK AP/DEOD	D260	4,404.2						47.0			4,357.2		
RIGHT GUARD XTREME/STRP SOLID DEOD	D260	488.8	44.7								33.6	410.5	
SECRET CLINICAL STRENGTH SLD AP/DEOD	D260	55,141.7	12,373.7					16,291.0	1,326.9	5,339.8	19,810.3		
SECRET PLATINUM CLEAR GEL AP/DEOD	D260	3,279.2	3,275.7						3.5				
SECRET PLATINUM INVSBL SOLID AP/DEOD	D260	10,282.0	6,581.5					1,763.0	27.2	646.5	1,263.9		
SECRET PLATINUM PRCTCN SOLID AP/DEOD	D260	3,771.6	2,294.4		1,476.7						0.5		
SECRET PLATINUM/OLAY SOLID AP/DEOD	D260	2,339.4						1,523.0	20.4	418.8	377.2		
SECRET SOLID AP/DEOD	D260	2,378.9	2,378.9										
SECRET VAR AP/DEOD	D260	2,499.4						681.8	78.7	967.5	664.5		106.9
SOFT & DRI CLEAR GLIDE SOLID AP/DEOD	D260	4,183.8						2,679.5	12.8	945.8	545.7		
SOFT & DRI CNDTNG SLK SLD ANTIPERS&D	D260	3,482.1	1,924.1					800.6	8.6	437.8	311.0		
SURE DEOD	D260	655.9	447.4										208.5
SURE SOLID AP/DEOD	D260	1,786.9	933.4						202.9		650.6		
TAG AFTER HOURS INVSBL SLD AP/DEOD	D260	2,020.0	2,020.0										
TAG ALL NIGHTER DEOD BODY SPRAY/MEN	D260	4,550.7	4,550.7										
TAG BODY SHOTS DEOD BODY SPRAY/MEN	D260	1,149.0	689.2								459.8		
TAG DEOD BODY SPRAY FOR MEN	D260	3,288.8	1,205.8					158.8	0.1	9.1	1,915.1		
TAG FIRST MOVE ANTI-PERSPIRANT/DEOD	D260	1,328.7	1,328.7										
TAG SOLID ANTIPERS	D260	7,418.2						1,497.9	21.7	829.6	5,069.0		
TAG WILD CARD DEOD BODY SPRAY FOR M	D260	884.1						284.7	5.6	23.6	570.2		
TEEN SPIRIT STICK AP/DEOD	D260	554.4	554.4						12.0		920.1		
DEPEND BLADDER CONTROL UNDRWR	D270	10,514.7	5,360.4	2,066.7				833.1	514.9	1,085.5	654.1		
GOODNITES DISPOSABLE PANTS	D270	10,617.1	6,957.4					73.0	42.8	1,378.2	2,165.7		
HUGGIES LITTLE SWIMMERS DPSBL SWMPN	D270	2,423.1	857.0					604.6			961.5		
HUGGIES NEWBORN DISPOSABLE DIAPERS	D270	368.9	368.9										
HUGGIES SUPREME DISPOSABLE DIAPERS	D270	932.1											
HUGGIES SUPREME NAT FIT DPSBL DPRS	D270	11,812.2	4,160.0					2,317.1	1,437.4	136.2	2,904.4	857.1	
LUVS DISPOSABLE DIAPERS	D270	13,234.0						5,883.3	606.7	1,651.7	5,092.4		
PAMPERS BABY-DRY DISPOSABLE DIAPERS	D270	1,043.6	564.0	479.4					0.1				
PAMPERS CRUISERS DISPOSABLE DIAPERS	D270	24,907.9	24.8					644.4	211.0		29.2		
PAMPERS DISPOSABLE DIAPERS	D270	793.6	390.6					12,696.6	1,226.5	3,795.8	7,189.1		
PAMPERS FEEL N LEARN TRAINING PANTS	D270	2,042.2	2,042.2					253.4	3.6		20.0		126.0

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
PAMPERS SPLASHERS SWIM PANTS	D270	847.5						673.1	0.7	26.9	146.8			
PAMPERS STAGES DISPOSABLE DIAPERS	D270	4,850.0						1,893.2	908.1	737.6	1,311.0			
PAMPERS SWADDLERS DISPOSABLE DIAPERS	D270	1,364.2	1,364.2											
PAMPERS VAR DIAPERS	D270	479.4		479.4										
POISE BLADDER CONTROL PADS	D270	5,481.6	2,426.1					1,228.3	13.5	761.6	1,052.1			
POISE EXTRA BLADDER CONTROL PADS	D270	6,690.5	4,832.6	1,274.6				299.5	0.5	132.0	151.2			
POISE ULTRA THIN BLADDER CONTROL PDS	D270	3,402.6	3,402.6											
PULL-UPS COOL ALERT DISPOSABLE PANTS	D270	5,643.6	1,171.8					1,537.7	71.0	17.6	2,845.5			
PULL-UPS DISPOSABLE PANTS	D270	9,142.3	5,199.3					1,305.8	162.2	4.4	2,470.6			
PULL-UPS NIGHT-TIME DISPOSABLE PANTS	D270	1,004.6	1,004.6											
SERENITY BLADDER CONTROL PADS	D270	6,974.7	2,790.0	1,165.5				2,202.4	38.8	458.7	319.3			
SERENITY BLADDER CONTROL UNDRWR	D270	1,270.7						825.1	8.8	176.4	260.4			
SERENITY MALE GUARD BLDR CNTRL PADS	D270	401.6									401.6			
SERENITY SUPER PLS BLDR CNTRL UNDRWR	D270	2,489.1						1,722.0	15.3	466.6	285.2			
TENA BLADDER CONTROL UNDRWR	D270	372.6	372.6											
BED HEAD PERSONAL CARE PDTS	D280	4,591.1	1,843.9					202.8			2,544.3			
CONAIR INFINITI HAIR DRYER	D280	275.8	275.8											
CONAIR INFINITI HAIR STRAIGHTENER	D280	912.4	912.4											
CONAIR INFINITI HAIR STYLING APPL	D280	5,753.4	198.2					1,816.4	118.9	2,780.6	839.4			
CREST SPINBRUSH ELECTRIC TOOTHBRUSH	D280	1,881.8	1,536.9	344.9										
CREST SPINBRUSH PRO ELECT TOOTHBRUSH	D280	8,916.1	3,670.8					2,461.1	54.3	828.5	1,901.4			
CREST SPINBRUSH PRO-CLN ELECT THBRSH	D280	6,509.1						3,769.2	12.5	717.6	2,009.8			
HOMEDICS BODY FAT SCALE	D280	735.6	735.6											
HOMEDICS MASSAGE CUSHION	D280	3,155.0							319.3		2,835.7			
HOMEDICS PERSONAL CARE PDTS	D280	290.4	189.6										100.8	
HOMEDICS SHIATSU MASSAGE CUSHION	D280	442.8											442.8	
HOMEDICS SHIATSU MASSAGERS	D280	999.5	451.5						0.4	4.4	543.2			
INFINITI HAIR DESIGNER HAIR DRYER	D280	4,920.3	4,920.3											
INFINITI NANO SILVER PRSNL CR PDTs	D280	708.2	708.2											
ORAL-B TRIUMPH ELECTRIC TOOTHBRUSH	D280	8,216.7	2,586.1					2,390.0	1,294.3	196.7	1,749.5			
ORAL-B TRIUMPH/SMART GD ELEC THBRSH	D280	19,823.6	106.1						6,102.4	48.8	1,565.3	12,001.0		
ORAL-B VITALITY ELECTRIC TOOTHBRUSH	D280	29,599.3	10,195.4		819.4				9,992.3	118.5	1,366.9	7,106.8		
RED BY KISS PERSONAL CARE PDTs	D280	446.1	446.1											
REMINGTON T STUDIO CRLNG IRN&FLT IRN	D280	351.5	351.5											
REMINGTON T STUDIO FLAT IRON	D280	1,359.8	1,359.8											
SONICARE SONIC ELECT TOOTHBRUSH	D280	12,963.5						8,946.1	28.4	1,248.7	2,703.8		36.5	
T3 HAIR IRON	D280	453.2	453.2											
TOOTH TUNES MUSICAL TOOTHBRUSH	D280	5,928.7	423.7					810.7	112.3	90.2	4,491.9			
TWEEZERMAN PERSONAL CARE PDTs	D280	882.4	882.4											
WAHL CLIP N TRIM HAIR CLIPPER	D280	3,676.6	3,676.6											
WAHL CLIPPER & TRIMMER	D280	2,112.1	2,112.1											
WAHL COLORPRO HAIR CLIPPERS	D280	618.8	618.8											
WAHL DELUXE CHROMEPRO HAIR CLIPPER	D280	1,060.0	1,060.0											
OLD SPICE VAR PDTs	D290	4,763.6		4.4	168.6		2,604.6			1,986.1				
PERSANI ANTI-BCTRL HND SNTZNG SPRY	D290	450.3	450.3											
PHILIPS SONICARE TOOTHBRUSH SNTZR	D290	3,572.5	3,572.5											
PLAYTEX PETITE DOUBLE BREAST PUMP	D290	784.4	784.4											
PURELL ANTIBACTERIAL HAND SNTZR	D290	4,459.2	703.0					1,717.4	1.3		304.5	1,732.9		
VICKS EARLY DEFENSE FM/SNTZR&NSL DCN	D290	6,957.0						42.2	1.8	324.0	6,589.1			
VICKS EARLY DEFENSE FOAMING/SNTZR	D290	3,172.2	802.8	2,369.4										
CLAIROL BALSAM HAIR COLOR	D310	1,326.0	960.1										365.9	
CLAIROL BEAUTIFUL CLLCTN HAIR COLOR	D310	825.2	825.2											
CLAIROL NAT INSTINCTS HAIR COLOR	D310	30,871.8	7,709.8					12,485.8	1,505.0	4,475.1	4,696.1			
CLAIROL NICE N EASY HAIR COLOR	D310	18,423.2	1,013.6						9,775.4	575.6	3,292.2	3,766.4		
CLAIROL NICE/EASY RT/UP HAIR COLOR	D310	13,353.9	2,440.9						5,940.1	57.1	2,316.0	2,599.8		
CLAIROL NICE/ESY GRY SLT HAIR COLOR	D310	11,771.3	8,125.0						1,756.3	589.9	613.7	686.5		
CLAIROL TEXTURES&TONES HAIR COLOR	D310	513.1	513.1											
CLAIROL VAR HAIR COLOR	D310	1,379.7	1,379.7											
COLOR OOPS HAIR COLOR REMOVER	D310	1,388.4	1,388.4											
DARK & LOVELY HAIR COLOR	D310	1,463.4	1,463.4											
DARK&LOVELY FADE RESTNT HAIR COLOR	D310	314.5	314.5											
GARNIER NUTRISSE HAIR COLOR	D310	16,134.2	173.3						8,225.3	114.8	4,641.5	2,979.3		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GARNIER NUTRISSE NRSHNG HAIR COLOR	D310	6,284.9	6,284.9										
GARNIER NUTRISSE/MLT-LT HAIR HGLHGT	D310	510.9	510.9										
HERBAL ESSENCE HAIR COLOR	D310	15,922.3	4,988.2					4,905.3	37.9	1,932.5	4,058.3		
JOHN FRIEDA LMNS CLR GLZ HAIR COLOR	D310	5,271.0	5,271.0										
LOREAL COULEUR EXPERTE HAIR COLOR	D310	5,347.6	5,346.7						1.0				
LOREAL EXCELLENCE CREME HAIR COLOR	D310	16,573.5	5,965.3					4,121.2	61.3	1,891.3	4,534.4		
LOREAL FERIA HAIR COLOR	D310	9,607.0	6,840.5					1,108.5	16.6	784.1	857.3		
LOREAL NATURAL MATCH HAIR COLOR	D310	16,957.5	4,380.9					5,291.4	102.9	3,449.7	3,732.6		
LOREAL PREFERENCE HAIR COLOR	D310	16,090.6	246.8					8,910.4	65.8	2,060.9	4,806.8		
LOREAL SUPERIOR PRFRNC HAIR COLOR	D310	6,031.6	4,559.2					524.0	15.8	355.7	576.8		
REDKEN COLOR FUSION &DOUBLE FSN/CLR	D310	1,251.6	1,251.6										
REDKEN DOUBLE FUSION HAIR COLOR	D310	10,179.5	10,179.5										
REVLON COLORIST HAIR COLOR	D310	28,987.6	8,736.2					14,485.2	192.0	4,932.5	641.8		
REVLON COLORSILK HAIR COLOR	D310	2,736.2	2,736.2										
ROUX FANCI-FULL HAIR COLOR RINSE	D310	592.6	592.6										
SUN IN HAIR LIGHTENER	D310	811.2	682.5										128.6
SUNSILK COLOR BOOST HAIR CLR TRTMNT	D310	19,533.1	5,672.6					9,383.3	64.7	1,845.0	2,567.5		
ALAGIO HAIR CARE PDTs	D320	888.7	888.7										
AUSSIE HAIR CARE & STYLING PDTs	D320	7,467.4	7,467.4										
AUSSIE HAIR CARE PDTs	D320	3,731.6	3,635.0					28.2	8.2	32.6	27.7		
AUSSIE MOIST HAIR CARE&STYLING PDTs	D320	7,640.7						3,219.9	49.1	2,321.8	2,050.0		
AUSSIE SUN TCHD SHN HR CR&STYL PDTs	D320	1,120.2	1,120.2										
AVEDA BE CURLY HAIR CARE PDTs	D320	1,402.6	1,402.6										
AVEDA SMOOTH INFUSION SHAMP & COND	D320	263.4	263.4										
BED HEAD BRUNETTE GDS SHAMP & COND	D320	837.8	837.8										
BED HEAD SUPERSTAR HR CR&STYLNG PDTs	D320	2,995.0	2,995.0										
BRILLIANT BRUNETTE SHAMPOO&COND	D320	9,127.5						3,038.3	105.8	5,138.1	845.4		
CHARLES WORTHINGTON RSLT HR CR/PDTs	D320	1,130.3	579.9										550.4
CHARLES WRTHNGTN BG/ HR CR&STYL PDTs	D320	469.8	469.8										
DOO GRO MEGA THICK HAIR CARE PDTs	D320	608.4	608.4										
DOVE ADVANCED COLOR CARE HAIR/PDTs	D320	2,239.6	1,185.4					883.9	1.0	30.1	139.3		
DOVE HAIR CARE PDTs	D320	1,130.7	1,130.7										
DOVE INTENSE DAMAGE HAIR CARE PDTs	D320	5,867.2	3,657.0	630.7				914.1	2.2	223.1	440.1		
DOVE INTENSE DAMAGE SHAMPOO & COND	D320	12,360.8						8,238.1	44.9	1,614.5	2,463.4		
DOVE MOISTURIZING SHAMPOO & COND	D320	14,432.1	2,508.5					7,364.6	70.7	1,938.1	2,550.3		
DOVE PRO-AGE HAIR & SKIN CARE PDTs	D320	10,896.6	10,464.6	432.0				5,312.7	909.6	1,247.1	1,694.4		
DOVE PRO-AGE HAIR CARE PDTs	D320	14,629.3	5,465.6										
DOVE SHEER MOISTURE HAIR CARE PDTs	D320	951.5	951.5										
DOVE THERAPY HAIR CARE&STYLING PDTs	D320	1,001.0	1,001.0										
DOVE THERAPY SHAMPOO & CONDITIONER	D320	3,230.3						1,954.4	9.4	537.4	729.1		
DOVE VAR SHAMPOOS	D320	2,155.0	2,155.0										
DUMPCUPID.COM ONLINE	D320	1,683.2						908.1	11.6	584.1	179.4		
FEKKAI FOR MEN HAIR CARE PDTs MEN	D320	265.0	265.0										
FINESSE SHAMPOO & CONDITIONER	D320	316.7	296.1										20.7
GARNIER FRUCTIS BODY&VLM FRTFYNG SHM	D320	8,261.8	120.6					4,887.5	63.7	2,087.5	1,102.5		
GARNIER FRUCTIS BODY&VLM HR CR PDTs	D320	576.1	576.1										
GARNIER FRUCTIS CLR SHLD FRTFYNG SHM	D320	16,207.8						7,649.3	67.9	5,810.9	2,679.8		
GARNIER FRUCTIS CLR SHLD HR CR PDTs	D320	2,376.3	2,376.3										
GARNIER FRUCTIS CRL&SHN FRTFYNG SHMP	D320	2,931.4						1,688.0	22.4	602.6	618.4		
GARNIER FRUCTIS CRL&SHN HAIR CR PDTs	D320	2,529.4	1,111.3						859.2	4.5	393.5	161.0	
GARNIER FRUCTIS FORTIFYING COND	D320	4,614.3	907.8					1,993.5	5.9	723.6	983.5		
GARNIER FRUCTIS FRTFYNG SHAMP&COND	D320	1,690.0	1,690.0										
GARNIER FRUCTIS HAIR CARE PDTs	D320	460.8	445.5	15.3									
GARNIER FRUCTIS HAIR CR&STYLNG PDTs	D320	1,389.1	1,389.1										
GARNIER FRUCTIS MSTR WRK FRTFYNG CND	D320	4,677.6						2,093.4	23.0	1,535.8	1,025.4		
GARNIER FRUCTIS SLK&HR CR PDTs	D320	4,063.3	4,063.3										
GARNIER FRUCTIS SLK&SHN CONDITIONER	D320	10,965.5						5,440.2	45.3	3,657.5	1,822.6		
GARNIER FRUCTIS SLK&SHN FRTFYNG SHMP	D320	7,211.8							4,432.1	46.0	1,291.5	1,421.2	21.0
GARNIER FRUCTIS SLK&SHN HAIR CR PDTs	D320	9,939.5	5,247.2						2,357.8	11.1	1,807.4	516.0	
HEAD & SHOULDERS DANDRUFF SHAMPOO	D320	27,019.7							8,544.4	1,629.6	2,480.7	14,365.0	
HEAD & SHOULDERS SHAMPOO & COND	D320	4,738.9	675.5						715.9	1,110.3	431.4	1,779.3	26.6

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
HEAD & SHOULDERS VAR SHAMPOOS	D320	11,575.5	4,767.8			205.6		2,657.7	674.1	760.6	2,509.7			
HEAD&SHLDRS INTNSV SLTNS DNDRF SHAMP	D320	5,387.8	5,283.2						104.7					
HEAD&SHLDRS RSTRNG SHN SHAMPOO	D320	622.8						88.0	317.1	121.6	96.0			
HEAD&SHOULDERS DRY SCALP SHAMP&COND	D320	1,251.9	1,251.9											
HEAD&SHOULDERS NAT SHINE SHAMPOO	D320	896.3	896.3											
HEAD&SHOULDERS RSTRNG SH DNDRF SHAMP	D320	7,384.7	4,367.1					1,455.4	444.1		1,118.2			
HERBAL ESNCS HL HYDRTN SHAMP & COND	D320	12,398.8						4,549.9	2,921.4	1,714.2	3,213.4			
HERBAL ESSENCES BDY ENVY SHAMP&COND	D320	14,634.9						6,024.4	2,298.7	2,696.2	3,615.7			
HERBAL ESSENCES BRKS OVR SHAMP&COND	D320	912.9	912.9											
HERBAL ESSENCES HAIR CR&STYLNG PDTs	D320	786.7	780.0								6.7			
HERBAL ESSENCES SHAMPOO & COND	D320	405.8							27.2		117.4		261.2	
HERBAL ESSENCES/FRIZZNES SHAMP&COND	D320	790.2	790.2											
HERBAL ESSENCES/FRZNS LEAVE-IN/CRM	D320	451.0	451.0											
HERBAL ESSENCES/STRAIGHT SHAMP&COND	D320	936.1	936.1											
INFUSIM 23 HAIR CARE PDTs	D320	8,033.5	8,033.5											
JOHN FRIEDA FRIZZ EASE HR CR PDTs	D320	279.6	279.6											
JOHN FRIEDA FRIZZ EASE SHAMP & COND	D320	15,663.0						6,110.3	145.7	8,253.1	1,153.9			
JOHN FRIEDA SHAMPOO & CONDITIONER	D320	14,068.8						4,685.6	135.7	8,276.5	971.0			
JOHN FRIEDA VAR SHAMPOOS	D320	3,638.4	3,638.4											
JOHNSONS BABY 2 IN 1 DTNLNG SHAMP	D320	1,532.8									1,532.8			
JOHNSONS BABY SHAMPOO	D320	1,456.8	725.4					102.0			629.3			
JOHNSONS VAR SHAMPOOS	D320	2,439.5	2,439.5											
KERACARE HAIR CARE PDTs	D320	389.6	389.6											
LOREAL VIVE PRO NTR GLS SHAMP & COND	D320	23,978.7	4,976.2					8,644.1	92.3	6,016.3	4,249.8			
LOREAL VIVE PRO SHAMPOO & COND	D320	334.0	334.0											
LOREAL VIVE PRO SMTH INT SHAMP&COND	D320	4,424.8						1,632.7	33.3	1,945.4	813.4			
MANE N TAIL SHAMPOO & CONDITIONER	D320	1,075.0	1,075.0											
MARC ANTHONY INST THCK HR CR&STYL PDT	D320	636.4	636.4											
MARC ANTHONY STRICTLY CRL HR CR&STYLN	D320	537.4	537.4											
MATRIX BIOLAGE SCLPTHRP SHAMP&TRTMNT	D320	664.7	664.7											
MATRIX BIOLAGE SMTHTHRP HAIR CR PDT	D320	432.4	432.4											
MATRIX M THICK SURGE SHAMPOO	D320	716.8	716.8											
NAKED NATURALS SHAMPOO	D320	346.1	346.1											
NAMASTE LABS HAIR CARE PDTs	D320	508.5				508.5								
NEUTROGENA T/GEL THERAPEUTIC SHAMPOO	D320	3,003.7						2,107.6	15.4	197.1	683.7			
NEXXUS ASSURE/ENSURE SHAMPOO & COND	D320	2,619.0	2,619.0											
NEXXUS COLOR ASSURE SHAMPOO & COND	D320	1,833.2	1,587.3	245.9										
NEXXUS HAIR CARE & STYLING PDTs	D320	22,634.2	16,159.1					1,870.9	32.2	2,843.1	1,728.9			
NEXXUS HAIR CARE PDTs	D320	13,458.6	12,540.9		893.2		7.1				17.5			
NEXXUS HUMECTRESS COND & THRP SHAMP	D320	6,805.8	6,805.8											
NEXXUS THERAPPE SHMP & HUMECTRESS CND	D320	1,619.5						686.8	5.9	443.7	483.0			
NIZORAL A-D DANDRUFF SHAMPOO	D320	634.0	634.0											
OPTIMUM OIL THERAPY HAIR CARE PDTs	D320	1,508.8	1,346.3										162.5	
OPTIMUM OIL THERAPY HAIR&SCALP QNCHR	D320	647.3	647.3										39.5	
ORGANIC ROOT STIMULATOR HAIR CR PDTs	D320	783.1	743.6											
ORGANIC RT STMTR OLV OL HR/STYL PDT	D320	303.6	303.6											
ORGANIX SHAMPOO	D320	600.0	600.0											
OUIDAD DEEP TREATMENT CONDITIONER	D320	1,085.1	1,085.1											
PANTENE PRO-V ALWYS SMTH &PANTENE/VL	D320	454.9						436.4	14.8	3.7				
PANTENE PRO-V ALWYS SMTH HR CR PDTs	D320	5,204.0	5,201.2								2.8			
PANTENE PRO-V ALWYS SMTH SHAMP&COND	D320	2,375.4						600.8	1,247.6	179.2	347.9			
PANTENE PRO-V CONDITIONER	D320	50,322.6	77.1						23,611.2	5,779.1	8,672.7	12,182.5		
PANTENE PRO-V DAILY CONDITIONER	D320	356.7								10.3		346.4		
PANTENE PRO-V DLY MSTR RNWL SHAMP&CN	D320	3,851.6	987.2					878.3	280.0	521.6	1,184.6			
PANTENE PRO-V EXPRSSNS SHAMPOO	D320	4,564.2	4,564.2											
PANTENE PRO-V EXPRSSNS SHAMPOO & COND	D320	20,621.7						9,729.1	1,148.4	2,915.9	6,828.3			
PANTENE PRO-V HAIR CARE PDTs	D320	722.3	722.3											
PANTENE PRO-V HAIR CARE&STYLING PDTs	D320	17,375.3	17,356.1							4.6		14.6		
PANTENE PRO-V ICE SHINE HR CR PDTs	D320	6,798.6	959.7					2,622.4	18.8	1,185.1	2,012.6			
PANTENE PRO-V ICE SHINE HR CR&PDTS	D320	7,336.6	7,336.6											
PANTENE PRO-V RLX&NT/DFN SHAMP&COND	D320	351.8							145.3	1.1	127.3	78.1		
PANTENE PRO-V RLXD&NAT HR CR&STYLNG	D320	5,610.4	1,145.1						538.1	154.3	1,449.9	2,323.0		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PANTENE PRO-V RSTRTV HAIR CARE PDT\$	D320	1,024.3	897.1						72.1		55.1		
PANTENE PRO-V RSTRTV SHAMP & COND	D320	255.7						12.6	59.5	34.5	149.1		
PANTENE PRO-V RSTRTV/RNW SHAMP&COND	D320	8,890.6						2,980.4	1,556.7	2,656.4	1,697.1		
PANTENE PRO-V SHAMPOO	D320	1,351.2						11.6	346.7	8.6	288.8		695.5
PANTENE PRO-V SHAMPOO & CONDITIONER	D320	15,132.2	116.1		122.9			6,533.5	1,880.9	2,738.8	3,679.9		60.0
PANTENE PRO-V SHEER VOL SHAMP&COND	D320	2,277.3						546.8	1,173.3	225.8	331.4		
PANTENE PRO-V TEXTURIZE HAIR CR PDT\$	D320	7,177.2	7,177.2										
PANTENE PRO-V TXTRZ HR CR&STYLN PDT	D320	20,961.5	3,977.0					5,218.1	470.9	1,338.7	9,956.9		
PANTENE PRO-V WINTER RSC SHAMP&COND	D320	3,769.2	2,630.5					459.8	9.4	378.4	291.1		
PANTENE PRO-V/EXPRNS SHAMPOO	D320	293.2	293.2										
PANTENE PRO-V/STRGHT HR CR&STYL PDT\$	D320	4,007.8	4,007.8										
PAUL MITCHELL HAIR CARE&STYLING PDT\$	D320	1,327.3	1,327.3										
PERT PLUS SHAMPOO PLUS COND IN ONE	D320	738.3	738.3										
PROFECTIV HAIR CARE PDT\$	D320	478.6	478.6										
REVITA SHAMPOO	D320	956.6	956.6										
SALON GRAFIX HAIR CARE PDT\$	D320	290.9	290.9										
SALON GRAFIX SPRAY POWDER SHAMPOO	D320	571.0	571.0										
SCALPICIN MAX STR SCLP ITCH LQD	D320	2,477.1						1,800.4	52.3	274.7	349.8		
SCALPICIN MAX STR/MED & SEA-BOND	D320	1,060.4						787.7	0.1		272.6		
SELSUN BLUE DANDRUFF SHAMPOO	D320	9,514.3						3,579.9	959.3	3,087.7	1,700.3		187.1
SELSUN SALON DANDR SHAMP	D320	3,464.9						1,507.4	890.4	721.3	345.8		
SEXY HAIR STRONG SEXY HR CR/PDT\$	D320	365.8	365.8										
SHEER BLONDE SHAMPOO & CONDITIONER	D320	6,965.0						1,666.5	74.3	4,378.5	845.8		
SMOOTH N SHINE PLSHNG HR CR&STY PDT\$	D320	385.1	385.1										
SUAVE HAIR CARE PDT\$	D320	5,744.0	4,663.1	1,065.6					12.6		0.5		2.2
SUAVE PROF EXTREME STR DLY LV-IN CND	D320	2,040.7						1,322.4	22.5	138.0	557.8		
SUAVE PROF HEALTHY CURLS ANT-FRZ CRM	D320	2,180.3						1,384.0	11.9	265.9	518.5		
SUAVE SHAMPOO & CONDITIONER	D320	333.9											333.9
SUNSILK ANTI-FLAT HAIR CARE PDT\$	D320	1,583.7	1,583.7										
SUNSILK ANTI-FLAT HR CR&STYLN PDT\$	D320	24,698.5	404.7					16,876.8	93.8	3,788.4	3,534.8		
SUNSILK ANTI-FLAT SHAMPOO	D320	687.2	156.0					518.2	7.5		5.5		
SUNSILK ANTI-FRIZZ HAIR CARE PDT\$	D320	557.5	557.5										
SUNSILK ANTI-POOF 24/7 COND CREME	D320	2,129.0						1,292.5	8.9	529.1	298.6		
SUNSILK ANTI-POOF HR CR&STYLN PDT\$	D320	1,017.3	947.2						0.4		69.7		
SUNSILK HYDRA TLC HR CR&STYLN PDT\$	D320	9,755.7	2,665.4					4,591.1	80.7	1,249.2	1,169.4		
SUNSILK HYDRA TLC SHAMPOO	D320	419.6	419.6										
SUNSILK STRAIGHTEN UP HAIR CARE PDT\$	D320	7,356.3	1,097.9					4,111.4	39.6	658.6	1,448.8		
SUNSILK THERMASHINE HR CR&STYL PDT\$	D320	325.4						208.0	1.1	86.3	30.0		
SUNSILK VAR SHAMPOOS	D320	666.6	666.6										
TIGI CATWALK HEADSHOT SHAMPOO & COND	D320	917.2	917.2										
TRESEMME CLRTHRV HR CR&STYLN PDT\$	D320	562.9	562.9										
TRESEMME HAIR CARE & STYLING PDT\$	D320	7,265.2	7,265.2										
TRESEMME HAIR CARE PDT\$	D320	1,112.6	1,112.6										
TRESEMME MOISTURE HAIR CARE PDT\$	D320	445.5	445.5										
TRESEMME SHAMPOO	D320	333.6	333.6										
TRESEMME SMOOTH & SILKY SHAMPOO&COND	D320	6,513.1						2,404.1	475.9	2,729.7	903.4		
VAVOOM SHAMPOO & CONDITIONER	D320	3,791.7	3,791.7										
ALBERTO VO5 HAIR STYLING&HLDNG PDT\$	D330	561.8									561.8		
ALBERTO VO5 POWER CNTRL STYLING GEL	D330	2,817.4						667.9	28.2	1,702.8	418.4		
AUSSIE SUN TOUCHED SHINE HAIR SPRAY	D330	14,048.6	3,912.6					4,941.0	155.8	1,650.4	3,388.8		
BED HEAD AFTER PARTY CRM &HOOK-UP/WX	D330	1,015.1	1,015.1										
BED HEAD HAIR STYLING&HLDNG PDT\$	D330	252.0	252.0										
BIG SEXY HAIR SPRAY	D330	761.7	761.7										
GARNIER FRCTS/BRLNTN SHN GLSNG SPRY	D330	755.4	755.4										
GARNIER FRCTS/SLK&SHN ANT-HMDTY/SPRY	D330	1,318.5	1,318.5										
GARNIER FRUCTIS STYLE HAIR STYL PDT\$	D330	1,657.7	1,657.7										
GARNIER FRUCTIS/BOLD IT GEL&PWR PTY	D330	455.0	455.0										
GARNIER FRUCTIS/PLY STYL LIQ/GL&PTY	D330	1,532.0	1,532.0										
GARNIER FRUCTIS/PLY STYL RSHPBL PTY	D330	954.0	954.0										
GOT 2B GLUED HAIR GEL	D330	911.9	911.9										
GOT 2B STYL TINI HAIR STYLING PDT\$	D330	276.3	276.3										
	D330	2,593.9	2,593.9										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GOT2B STYLTINI HAIR CARE PDTs	D330	1,021.9	432.0				589.9						
HERBAL ESSENCES/STRAIGHT MOUSSE&SPRY	D330	333.8	333.8										
HERBAL ESSENCES/TWISTED GEL & MOUSSE	D330	269.4	269.4										
JOHN FRIEDA FRIZZ EASE HAIR SERUM	D330	12,447.7	3,672.1					2,832.8	68.6	5,225.8	648.3		
JUST FOR ME TEXTURE SOFTENER	D330	589.3	589.3										
MANE N TAIL BARRIER PRTCTN TRTMNT	D330	522.9	522.9										
NEXXUS COMB THRU MIST &SLK STYL/CRM	D330	907.8	907.8										
NEXXUS CURL ENERGEE CRL ENHNCNG STLR	D330	530.0	530.0										
NEXXUS MOUSSE PLS STYLR &VRSTYLR LTN	D330	735.5	735.5										
OUIDAD CLIMATE CONTROL HAIR GEL	D330	530.0	530.0										
PAUL MITCHELL HAIR STYLNG&HLDNG PDTs	D330	289.6	289.6										
SALON GRAFIX HAIR SPRAY	D330	2,891.1	683.4								2,207.7		
SALON GRAFIX PROF VAR HAIR SPRAYS	D330	2,972.1	2,972.1										
SEBASTIAN POTION 9 HAIR PDTs	D330	3,103.8	3,103.8										
SEBASTIAN SHAPER HAIR SPRAY	D330	1,848.6	1,848.6										
STUDIO LINE FULL OF IT UPRIGHT SPRAY	D330	2,181.3	2,181.3										
STUDIO LINE HOT STRAIGHT HAIR CREAM	D330	1,091.6	1,091.6										
STUDIO LINE TIGHTLY WND CURL BSTNG/GL	D330	886.6	886.6										
STUDIO LN INDSTRCTBL EXTRM SPKNG GL	D330	1,192.3	1,192.3										
SUAVE PROF HAIR STYLING&HLDNG PDTs	D330	3,091.6					1,115.7	44.3	882.1	1,049.5			
SUNSILK ANTI-FLAT WGHTLS VLMZNG CRM	D330	1,966.9					1,070.5	13.7	609.9	272.8			
SUNSILK STRAIGHTEN UP 24/7 COND CRM	D330	2,421.2					1,542.6	16.7	452.1	409.8			
TRESEMME HAIR STYLING PDTs	D330	5,188.0	5,188.0										
TRESEMME THERMAL CRTNS GEL	D330	368.8	368.8										
TRESEMME THERMAL CRTNS HR STYL&HLDNG	D330	13,077.2					5,486.6	512.9	4,739.7	2,338.0			
TRESEMME THRML CRTNS VLMZNG MOUSSE	D330	645.6	645.6										
VAVOOM GOLD HEAT HAIR SERUM & SPRAY	D330	3,608.7	3,608.7										
V05 EXTREME STYLE HAIR STYLNG&HLDNG	D330	9,236.7	7,033.4								2,203.3		
DARK & LOVELY KIDS/BGNGS HAIR RLRX	D340	450.6	450.6										
DARK & LOVELY MOISTURIZING RELAXER	D340	1,061.3	1,061.3										
MOTIONS HAIR RELAXER & SHAMPOO	D340	414.6	414.6										
OPTIMUM CARE ANTI-BREAKAGE THERAPY	D340	1,214.3	1,214.3										
OPTIMUM CARE BODIFYING RELAXER	D340	1,707.2	1,707.2										
SOFT & BEAUTIFUL HAIR RELAXER	D340	806.6	806.6										
SOFT&BEAUTIFUL BOTANICAL HAIR RLRX	D340	337.0	337.0										
DREAM CATCHERS HAIR EXTENSIONS	D350	1,256.6	1,256.6										
GREAT LENGTHS HAIR EXTENSION	D350	2,429.5	2,429.5										
HAIR U WEAR HAIR EXTENSION	D350	2,018.6	2,018.6										
HAIR U WEAR WIGS	D350	2,567.7	2,567.7										
NATROL NU HAIR HAIR REGROWTH TRTMNT	D350	561.2	561.2										
ROGAINE EX STR/MEN HAIR TRTMNT	D350	16,627.1					10,020.2	265.2	1,632.5	4,656.8	52.5		
ULTIMA HAIR REPLACEMENT	D350	503.7	503.7										
CONAIR GEL GRIPS HAIR BRUSHES	D390	663.0	663.0										
CONAIR INFINITI HAIR BRUSHES	D390	3,535.0	3,147.7							387.3			
CONAIR TOURMALINE GL GRP HAIR BRSHS	D390	344.8	344.8										
CREME DE NATURE HAIR PDTs	D390	646.6	428.6								218.0		
DARK & LOVELY NATURALLY HAIR PDTs	D390	466.2										466.2	
DR MIRACLES HAIR PDTs	D390	2,359.5	1,314.7							1,044.8			
GOODY STYLING THERAPY HAIR BRUSHES	D390	2,929.4	2,651.2					76.0	202.2				
HEAD & SHOULDERS HAIR PDTs	D390	646.1	646.1										
HERBAL ESSENCES HAIR PDTs	D390	501.8	501.8										
JOHN FRIEDA HAIR PDTs	D390	772.3	772.3										
LOREAL SA CP	D390	1,730.5	1,708.7		21.8								
MANZANILLA GRISI HAIR PDTs	D390	320.1						320.1					
MOTIONS HAIR PDTs	D390	474.6	474.6										
PANTENE CO CP	D390	364.9	239.8										
PAUL MITCHELL HAIR PDTs	D390	3,367.7	663.3		3.1			2,431.3	22.0	172.6	75.4		
PAUL MITCHELL SYSTEM CP	D390	15,550.4	15,393.5	156.8					0.0				12.2
SAMY SALON SYSTEMS HAIR PDTs	D390	1,568.5	1,556.3										
SCUNCI HAIR ACCESSORIES	D390	2,898.5	2,888.5								9.9		
SEXY HAIR HAIR PDTs	D390	890.2	890.2										
SOFT SHEEN HAIR PDTs	D390	570.0					321.1					248.8	

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SUAVE VAR PDT'S	D390	6,131.8						2,712.1	126.3	1,899.3	1,394.2		
SUAVE VOLUMIZING HAIR CARE PDT'S	D390	2,039.7						1,225.2	34.6	263.0	517.0		
SUNSILK HAIR CARE & STYLING PDT'S	D390	986.8	904.9					0.1			81.8		
TIGI S FACTOR HAIR CARE PDT'S	D390	332.5	332.5										
TRESEMME HAIR PDT'S	D390	1,375.9						677.9			698.0		
TRIPLE GRO HAIR PDT'S	D390	379.5	379.5										
YES TO CARROTS HAIR & SKIN CARE PDT'S	D390	5,317.9	5,317.9										
100 PERCENT LOVE FRAGRANCE MEN & W	D410	251.4	251.4										
ACQUA DI GIO FRAGRANCE M & TOIL	D410	6,530.4	6,530.4										
ACQUA DI GIO FRAGRANCE MEN	D410	2,869.6	597.5								2,272.1		
ADIDAS MOVES FRAGRANCE MEN	D410	1,477.1	1,477.1										
ALLURE HOMME SPORT FRAGRANCE MEN	D410	1,511.6	1,377.8	133.8									
ANTIDOTE FRAGRANCE MEN	D410	288.0	288.0										
ANTONIO ANTONIO BNDRS & SPRT FRAG M	D410	365.4	365.4										
ANTONIO BNDRS BL SDCTN FRAGRANCE MEN	D410	1,320.0	1,320.0										
AQUA VELVA ICE BLUE AFTER SHAVE MEN	D410	3,294.7						857.0	2,098.1	249.1	90.6		
ARMANI ATTITUDE FRAGRANCE MEN	D410	3,703.5	3,703.5										
ARMANI CODE FRAGRANCE MEN	D410	6,527.2	6,010.3					1.4			515.6		
AXE CLIX FRAGRANCE MEN	D410	355.6	355.6										
AXE LAB FRAGRANCE MEN	D410	952.9	952.9										
BANANA REPUBLIC CORDOVAN FRAGRANCE M	D410	620.5	620.5										
BANANA REPUBLIC VAR FRAGRANCES MEN	D410	811.8	811.8										
BIJAN NUDE FRAGRANCE MEN & WOMEN	D410	1,621.1	1,621.1										
BLACK BY PIERRE CARDIN FRAGRANCE MEN	D410	522.1	522.1										
BLUE SEDUCTION FRAGRANCE MEN	D410	2,049.2						5.9	562.6	1,480.7			
BOD BODY SPRAY MEN	D410	3,328.4						2,302.2	0.2		1,026.0		
BOSS SELECTION FRAGRANCE MEN	D410	2,720.5	2,720.5										
BRUT FRAGRANCE MEN	D410	565.0						405.6			159.4		
BRUT REVOLUTION FRAGRANCE MEN	D410	281.5	281.5										
BURBERRY BRIT FRAGRANCE M & W & TOIL	D410	626.9	626.9										
BURBERRY LONDON FRAGRANCE MEN & TOIL	D410	953.2	953.2										
BURBERRY VAR FRAGRANCE MEN	D410	1,124.5	1,124.5										
CALVIN KLEIN MAN FRAGRANCE MEN	D410	7,053.0	5,773.0	228.7							1,051.4		
CHROME FRAGRANCE MEN	D410	1,927.7	1,927.7										
CHROME LEGEND FRAGRANCE MEN	D410	1,088.6	1,088.6										
CK IN2U FRAGRANCE M&W & TOIL	D410	717.0	717.0										
COOL WATER FRAGRANCE M & TOILETRIES	D410	433.9	433.9										
COOL WATER FRAGRANCE MEN	D410	1,282.1	1,282.1										
DAVID BECKHAM INSTINCT &INTNS/FRAG M	D410	5,248.6	5,248.6										
DAVID BECKHAM INSTINCT FRAGRANCE MEN	D410	4,196.4	4,196.4										
DAVIDOFF COOL WATER &/WAVE FRAG M&W	D410	288.8	288.8										
DAVIDOFF COOL WATER FRAG M & TOIL	D410	680.8	680.8										
DAYTONA 500 FRAGRANCE MEN	D410	512.9						322.2	0.7		190.0		
DEREK JETER DRIVEN BLACK FRAGRANCE M	D410	2,661.7	2,661.7										
DEREK JETER DRIVEN FRAG M & TOIL	D410	520.4	520.4										
DEREK JETER DRIVEN FRAGRANCE MEN	D410	1,392.0	1,392.0										
DIESEL FUEL FOR LIFE FRAGRANCE MEN	D410	7,087.0	5,346.1								1,741.0		
DKNY RED DELICIOUS FRAGRANCE M & W	D410	450.3	450.3										
DOLCE & GABBANA FRAGRANCE MEN	D410	2,009.4	1,821.0	114.4	74.1								
DOLCE&GABBANA LIGHT BLUE FRAGRANCE M	D410	5,870.3	4,563.4	737.6	88.5	480.8			0.1				
DUNHILL PURSUIT FRAGRANCE MEN	D410	2,025.4	1,600.4	285.1		139.9							
ESCADA SUNSET HEAT FRAGRANCE M & W	D410	1,003.3	1,003.3										
ETERNITY FRAGRANCE M & TOILETRIES	D410	278.4	278.4										
ETERNITY FRAGRANCE MEN	D410	2,445.9	2,445.9										
EUPHORIA CALVIN KLEIN FRAG M & W	D410	3,193.6	1,789.9						91.0		1,312.7		
EUPHORIA CALVIN KLEIN FRAG M&W&TOIL	D410	928.8	928.8										
EUPHORIA CALVIN KLEIN FRAGRANCE MEN	D410	5,118.4	5,118.4										
EXPERIENCEOLDSPICE.COM ONLINE	D410	1,183.0	1,183.0										
GILLETTE FFS HDRSTH AFTR SHV BLM M	D410	712.3	712.3										
GIORGIO ARMANI FRAGRANCE MEN	D410	486.7	486.7										
GUCCI POUR HOMME II FRAGRANCE MEN	D410	5,781.9	5,781.9										
GUESS SUEDE FRAGRANCE MEN	D410	786.9	786.9										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HUGO BOSS BOSS FRAGRANCE MEN	D410	1,088.6	1,088.6										
HUGO FRAGRANCE MEN	D410	1,958.1	1,957.1						1.0				
HUGO XY FRAGRANCE M & HUGO XX FRAG W	D410	2,076.3	2,076.3										
HYPNOSE HOMME FRAGRANCE MEN	D410	3,605.5	3,605.5										
JEAN PAUL GAULTIER FRAGRANCE MEN	D410	425.7		425.7									
JOHN VARVATOS & JHN VRVTS VNTG FRAG M	D410	463.6	463.6										
KENNETH COLE BLACK FRAGRANCE MEN	D410	666.3	666.3										
KENNETH COLE REACTION FRAG M & TOIL	D410	2,745.3	2,745.3										
KENNETH COLE REACTION FRAGRANCE MEN	D410	7,035.4	7,035.4										
KISS FRAGRANCE MEN & WOMEN	D410	334.7	334.7										
LACOSTE ESSENTIAL &NSPRTN FRAG M&W	D410	645.3	645.3										
LACOSTE ESSENTIAL FRAGRANCE MEN	D410	2,897.9	2,665.7		231.9				0.3				
LACOSTE FRAGRANCE MEN	D410	335.5	335.5										
LE MALE FRAGRANCE MEN	D410	2,293.7	1,407.3	223.0					663.4				
LHOMME YVES ST LAURENT FRAGRANCE MEN	D410	3,556.0	3,152.3	403.7									
LUCKY NUMBER 6 FRAGRANCE MEN & TOIL	D410	275.2	275.2										
MUSTANG FRAGRANCE MEN	D410	3,139.9	3,139.9										
NARCISO RODRIGUEZ/HIM FRAGRANCE M	D410	366.2		366.2									
NAUTICA ISLAND VOYAGE FRAGRANCE MEN	D410	801.8	801.8										
NAUTICA VOYAGE FRAGRANCE MEN	D410	3,357.5	3,357.5										
NIVEA FOR MEN AFTER SHAVE BALM MEN	D410	9,029.5						5,378.6	10.2		3,235.8	405.0	
OLD SPICE AFTER SHAVE MEN	D410	2,399.9	2,399.9										
POLO BLACK FRAGRANCE MEN	D410	1,387.3	90.4								1,297.0		
POLO DOUBLE BLACK FRAGRANCE MEN	D410	4,420.5	4,420.5										
POLO EXPLORER FRAGRANCE MEN	D410	6,998.9	6,998.9										
PRADA PARFUMS FRAGRANCE MEN	D410	4,510.8	4,510.8										
RSVP FRAGRANCE MEN	D410	10,187.3	9,365.6					328.0			493.7		
SEAN JOHN UNFORGIVABLE FRAGRANCE MEN	D410	1,548.4	1,205.2		69.8						273.3		
STETSON FRAGRANCE MEN	D410	4,325.0	3,363.3					112.9			848.9		
TOM FORD FRAGRANCE MEN	D410	3,575.7	3,461.4	114.4									
TOMMY 10 FRAG M &TMY GRL 10 FRAG W	D410	383.7	383.7										
USHER FRAGRANCE MEN	D410	919.9	805.6	114.4									
USHER FRAGRANCE MEN & WOMEN	D410	5,166.8	4,938.1	228.7									
VALENTINO V FRAGRANCE MEN & WOMEN	D410	644.1	644.1										
VERSACE MAN EAU FRAICHE FRAGRANCE M	D410	921.3	921.3										
JUST FOR MEN GEL/MUSTACHE BRD&SDBRNS	D420	8,087.5						4,057.2	2,668.9	15.2	1,346.3		
JUST FOR MEN HAIR COLOR	D420	20,361.9						8,703.3	7,699.5	19.8	3,939.3		
LOREAL VIVE PRO FOR MEN SHAMP & COND	D420	3,010.4	3,010.4										
MATRIX MEN HAIR PDTS MEN	D420	475.8	475.8										
MATRIX MEN NEW NOUVEAU FIRMFIX GEL	D420	566.3	566.3										
BARBASOL SHAVING CREAM	D430	755.3	566.3								755.3		
BARBASOL ULTRA SHAVE CREAM & GEL MEN	D430	256.4	256.4										
BRAUN 360 DEGREES CMPLT SHAVER MEN	D430	393.4						0.1			393.3		
BRAUN ELECTRIC SHAVER MEN	D430	3,462.3						1,962.2	528.5	22.4	949.3		
BRAUN PULSONIC ELECTRIC SHAVER MEN	D430	298.3	298.3						0.0				
BRAUN SHAVER MEN	D430	21,989.3	4,112.3					9,847.1	154.4	1,374.8	6,500.6		
EDGE ACTIVE CARE SHAVING CREAM	D430	457.5									457.5		
EDGE ADVANCED SHAVING GEL	D430	2,171.8	698.4					424.2	5.1	17.1	1,027.0		
GILLETTE FSN PWR PHNTM RAZOR MEN	D430	3,309.7	486.4					791.4	0.5	14.7	1,785.2	231.5	
GILLETTE FUSION HYDRA GEL MEN	D430	28,453.4	2,850.1					15,688.8	393.8	5,745.0	3,775.7		
GILLETTE FUSION POWER RAZOR MEN	D430	3,885.9	2,338.1					618.4	34.6	256.4	638.4		
GILLETTE FUSION RAZOR MEN	D430	39,120.3	8,054.0	485.4				16,699.9	258.5	2,491.0	11,131.5		
GILLETTE FUSION SHAVING PDTS M & W	D430	938.4	267.6		17.5			71.3	119.7		167.7	294.8	
GILLETTE FUSION SHAVING PDTS MEN	D430	743.7	743.7										
HEADBLADE SHAVING EQUIP & SUPPLIES	D430	2,568.5	2,568.5										
NORELCO ARCTITEC SHAVER MEN	D430	527.5	47.3					426.0	0.5	43.2	10.5		
NORELCO SHAVING PDTS	D430	21,120.8	1,945.8		5.2			13,547.4	3.3	219.1	5,365.2	40.0	1,189.0
NORELCO SMART TOUCH-XL SHAVER MEN	D430	1,194.2						1,156.3	6.9	296.5	1,119.6	420.0	
PHILIPS ARCTITEC SHAVER MEN	D430	669.8	669.7						0.1				
PHILIPS SMART TOUCH XL SHAVER MEN	D430	1,051.1									15.1		1,036.1
PURE SILK SHAVE CREAM	D430	548.8						0.0	8.5	397.7	142.6		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
REMINGTON CLEAN XCHANGE SHAVER MEN	D430	4,198.5	1,308.7					1,628.1	59.2		1,202.5		
SCHICK QUATTRO DISPOSABLE RAZOR MEN	D430	6,834.4	6,834.4										
SCHICK QUATTRO TITANIUM RAZOR MEN	D430	12,682.3	1,050.0					8,295.4	17.2	41.4	3,278.3		
VORTEX SHAVING PDT'S	D430	408.0											408.0
WAHL TRIMMERS	D430	673.8									486.3	187.5	
DEREK JETER DRIVEN TOILETRIES MEN	D490	2,567.6	2,567.6										
DIAL FOR MEN BODY WASH	D490	3,223.3						173.1	91.6		2,958.6		
DUREX CONDOMS MEN	D490	600.0									1.0	462.2	136.8
DUREX PLAY VIBRATING RING	D490	2,080.9									2,080.9		
LAB SERIES/MEN SKN RFNSHR&SKN RVTZR	D490	417.1	417.1										
LIFESTYLES CONDOMS MEN	D490	361.2	361.2										
LIFESTYLES CONDOMS MEN & LUBRICANT	D490	518.1	518.1										
MAXODERM MALE ENHANCEMENT LOTION	D490	5,581.9	4,804.7	682.2	92.1							2.8	
NIVEA FOR MEN ENERGIZING GEL MSTRZR	D490	735.2	735.2										
NIVEA FOR MEN ENERGIZING HYDRO GEL	D490	6,207.1	3,186.2								2,145.9	875.0	
NIVEA FOR MEN REVITALIZING LTN Q10	D490	1,117.3						0.0				1,117.3	
OLD SPICE BODY WASH	D490	3,683.5	1,884.3					151.7			1,647.5		
OLD SPICE HIGH ENDURANCE HR&BDY WSH	D490	3,734.0						729.5	86.3	2,001.8	916.3		
OLD SPICE RED ZN HYDRWSH BODY WASH	D490	3,239.1	1,737.8								1,501.3		
OLD SPICE RED ZONE BODY WASH	D490	1,789.1	1,780.7								8.4		
TBP4MEN TOILETRIES MEN	D490	663.2	663.2										
TROJAN CONDOMS MEN	D490	14,925.9	6,650.2					102.1	38.0		7,623.5	427.9	84.0
ADVIL PAIN RELIEVER LIQUI-GELS	D511	4,092.6						1,971.2	20.8	1,424.6	676.1		
ADVIL PAIN RELIEVER TABLETS	D511	50,974.3	6,842.1					19,657.6	208.9	11,905.3	11,785.8	574.6	
ADVIL PAIN REMEDIES	D511	1,902.4										1,902.4	
ADVIL PM LIQUI-GELS	D511	1,431.6	1,431.1					0.0			0.5		
ADVIL PM PAIN CAPLETS	D511	33,303.7	4,118.8					14,023.5	174.3	9,665.1	4,624.2	697.8	
ALEVE PAIN RELIEF CAPLETS	D511	16,739.8						9,742.0	1,133.4	1,122.9	3,568.1	1,173.5	
ALEVE PAIN RELIEF LIQUI-GELS	D511	35,541.6	2,478.2					21,253.3	264.2	4,438.7	7,107.3		
ALEVE PAIN REMEDIES	D511	31,813.3	308.3					24,417.8	1,018.1	1,715.4	4,353.6		
AZO STANDARD PAIN TABLETS	D511	1,915.4	436.6						44.4	1,389.7	44.7		
BACKAID MAX STR PN RLF TAB	D511	283.9							0.0		283.9		
BAYER ASPIRIN LOW DOSE CHEWABLE/TABS	D511	1,042.2						478.9	1.4	253.7	308.1		
BAYER ASPIRIN LOW DOSE PAIN RLF TABS	D511	19,484.0	3,663.6					7,419.7	88.9	2,137.5	6,174.4		
BAYER ASPIRIN PAIN REMEDIES	D511	1,297.4						36.2	12.1	3.9	62.8	1,182.4	
BAYER ASPIRIN PAIN TABLETS	D511	17,928.3	1,024.4					6,880.2	53.2	2,215.6	6,849.5	905.4	
BAYER BACK & BODY EX STR PAIN CPLTS	D511	2,350.5						1,191.4	12.0	351.9	795.2		
BC PAIN RELIEF POWDER	D511	2,045.0						65.0		614.6		493.0	872.4
CHILDRENS MOTRIN PAIN LIQUID	D511	3,333.1						2,424.1	47.7	320.6	540.7		
EXCEDRIN BACK&BODY EX STR PAIN CAPS	D511	34,242.2	2,667.1					16,242.0	118.7	7,805.2	6,875.8	533.3	
EXCEDRIN EXTRA STR PAIN CAPLETS	D511	9,478.8						3,704.6	45.0	2,311.7	3,417.5		
EXCEDRIN EXTRA STRENGTH PAIN TABS	D511	2,466.0	538.4					1,214.1	7.7	579.8	126.0		
EXCEDRIN MIGRAINE PAIN GELTAB	D511	2,488.9	2,488.9										
EXCEDRIN MIGRAINE PAIN TABLETS	D511	320.8	320.8										
EXCEDRIN TENSION HDCH PAIN REMEDIES	D511	11,543.5						4,981.2	91.0	2,919.6	3,551.8		
GOODYS HEADACHE POWDER	D511	1,901.7		261.5					981.7		7.2		651.3
GOODYS HEADACHE PWD & TAB	D511	282.6											282.6
HEAD ON PAIN REMEDIES	D511	18,741.5							222.9	11,112.9	7,405.7		
LEGATRIN PM PAIN RELIEF CAPLETS	D511	766.5						0.0	17.7	667.2	81.6		
MIDL MENSTRUAL CMPLT MAX STR PN RLV	D511	11,333.9	1,772.0					4,792.7	41.5	1,809.9	2,917.7		
MOTRIN IB PAIN RELIEVER CAPLETS	D511	2,394.4	397.9								1,769.0	227.5	
MOTRIN IB PAIN REMEDIES	D511	2,557.8											2,557.8
MOTRIN PAIN REMEDIES	D511	419.9						19.9				400.0	
NEURAGEN PAIN RELIEVER	D511	344.5			344.5								
PAMPRIN MAX STR MULTI-SYMPTOM	D511	3,042.0							142.8	2,342.8	556.4		
ST JOSEPH ASPIRIN PAIN TABLETS	D511	1,143.3	1,143.3										
ST JOSEPH PAIN RELIEVER	D511	683.4	683.4										
ST JOSEPH REG & CHEWABLE PAIN TAB	D511	3,430.5	3,430.5										
TYLENOL ARTHRITIS PAIN CAPLETS	D511	8,619.0	247.4					4,532.8	926.9	145.0	2,766.9		
TYLENOL CHILDRENS PAIN REMEDIES	D511	1,193.7	1,193.7										
TYLENOL CP	D511	1,485.3	1,039.2					446.0					
TYLENOL EX STR RAPID RLS GLCPs	D511	1,922.5	1,922.5										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TYLENOL EXTRA STR PAIN REMEDIES	D511	18,612.9						11,200.5	862.3	1,054.6	5,054.5	88.2	352.8
TYLENOL GO TABS CHEWABLES	D511	1,253.3					149.2	584.0	63.8	161.7	294.7		
TYLENOL PAIN REMEDIES	D511	7,407.3	3,139.0	2,452.9			148.1					1,656.1	11.2
TYLENOL PM PAIN CAPLETS	D511	6,362.6	99.8					3,742.7	340.6	359.2	1,820.4		
TYLENOL PM RAPID RELEASE GELS	D511	14,884.4						11,037.9	332.2	1,498.8	2,015.6		
TYLENOL RAPID RELEASE GELS GLCPS	D511	11,198.9						7,421.5	615.8	603.2	2,558.4		
TYLENOL VIGNETTE	D511	434.0									434.0		
CYENCE L-TRYPTOPHAN SLEEP AID	D512	2,191.4	1,683.4		508.0								
MIDNITE SLEEP AID TABLETS	D512	1,074.0	491.2					0.0	22.8	525.3	34.6		
SLEEP MD SLEEP AID CAPLETS	D512	9,365.8	1,622.3						2.8	4.9	7,735.8		
TYLENOL SIMPLY SLEEP SLEEP AID	D512	467.1	467.1										
UNISOM SLEEP AID TABLETS	D512	7,716.8						2,752.4	401.0	3,300.1	1,100.0	163.3	
ADVIL COLD & SINUS LIQUI-GELS	D521	9,353.7						4,277.1	45.5	3,306.8	1,709.1	15.2	
ADVIL COLD & SINUS REMEDIES	D521	255.0										255.0	
AFRIN ALL NIGHT NASAL SPRAY	D521	3,320.1						1,706.2	216.9	242.9	1,154.1		
AFRIN NO DRIP NASAL SPRAY	D521	11,580.4						7,768.7	86.9	1,464.6	2,260.3		
AIRBORNE COLD REMEDY	D521	400.0	28.5	366.2			5.3						
AIRBORNE COLD TABLETS	D521	6,448.1						2,594.2	117.6	2,511.2	1,225.1		
AIRBORNE NIGHTTIME IMMUNE BSTNG TABS	D521	924.1						482.9	15.7	357.2	68.3		
AIRBORNE ON/GO IMMUNITY BSTNG PKCT	D521	445.7	445.7										
ALAVERT ALLERGY TABLETS	D521	7,273.4						3,593.8	42.8	1,919.0	1,474.9	242.9	
ALEVE COLD & SINUS CAPLETS	D521	1,652.6						1,012.9	8.5	200.8	430.5		
ALEVE-D SINUS & COLD CAPLETS	D521	1,761.9						950.4	2.4	73.4	261.7	474.1	
ALKA-SELTZER PLS MCS&CNG COLD TABS	D521	2,174.5						1,342.2	3.5	351.1	457.6	20.2	
ALKA-SELTZER PLUS COLD TABLETS	D521	14,311.4						7,836.7	39.1	1,894.6	4,242.5	298.5	
ALKA-SELTZER PLUS IMNTY COLD TABLETS	D521	6,345.1	40.8					3,361.1	5.0	301.4	2,636.8		
BC REMEDY COLD POWDER	D521	295.0										295.0	
BENADRYL ALLERGY CAPLETS	D521	26,878.4						19,948.1	691.2	2,450.9	3,587.8	200.4	
BENADRYL ALLERGY QUICK DSVL STRPS	D521	1,274.9						966.8	4.6	182.4	121.1		
BENADRYL CHILD COLD&SINUS RMDS	D521	1,261.3	1,261.3										
BENADRYL D ALLERGY & SINUS TABLETS	D521	2,086.2						1,466.2	40.7	199.2	380.1		
BENADRYL DECONGESTANT REMEDY	D521	870.4											870.4
BENADRYL FASTMELT CHILD ALLERGY TAB	D521	2,632.1						1,831.6	28.5	203.8	568.1		
BENADRYL PERFECT MEASURE CHLD ALR LQ	D521	8,719.1						5,782.2	203.5	1,188.1	1,545.3		
BUCKLEYS COMPLETE COUGH CLD&FLU SYRP	D521	512.5											512.5
CHILDRENS CLARITIN & CLARITIN	D521	4,464.3						3,588.5	0.3		875.4		
CHILDRENS CLARITIN & CLARITIN RDTBS	D521	470.9	470.9										
CHILDRENS CLARITIN ALLERGY REMEDY	D521	2,430.9						1,544.4	0.1		106.5	779.9	
CHILDRENS CLARITIN ALRGY CHWBL&SYRP	D521	2,841.4	2,841.4										
CHILDRENS CLARITIN CHWBL ALRGY TABS	D521	2,471.1	2,471.1										
CHILDRENS TYLENOL PLUS COLD LIQUID	D521	9,777.7						6,291.4	435.7	676.1	2,374.5		
CHILDRENS TYLENOL PLUS MLT-SYMP CLD	D521	2,566.0	89.0					1,561.5	45.0	307.1	563.4		
CHLOR-TRIMETON ALLERGY TABLETS	D521	5,402.0						3,545.9	26.1	996.5	833.6		
CLARITIN ALLERGY REMEDY	D521	84,866.8	9,011.6	786.1				54,515.2	462.2	8,709.3	9,265.4	1,615.4	501.5
CLARITIN REDITABS ALLERGY REMEDY	D521	666.8						637.6			29.2		
CLARITIN-D ALLERGY REMEDY	D521	40,526.8						30,426.6	185.9	5,756.6	4,157.6		
COLD MD COLD REMEDY	D521	4,424.2	2,244.9									2,179.3	
COLD MD RAPID-TABS	D521	1,523.6										1,523.6	
COLD-EEZE COLD LOZENGE	D521	895.1										895.1	
CORICIDIN HBP COLD & FLU TABLETS	D521	3,752.9						1,546.1	320.7	485.3	1,012.5	388.3	
CORICIDIN HBP COUGH & COLD TABLETS	D521	3,404.2	1,025.8					883.5	95.4	580.3	766.3	52.8	
CORICIDIN HBP VAR COLD & FLU MED	D521	1,078.2	1,078.2										
DAYQUIL & NYQUIL COLD&SINUS REM	D521	1,206.4			1,041.3							165.1	
DAYQUIL & NYQUIL SINUS CAPLETS	D521	2,968.1											
DAYQUIL & NYQUIL COLD&FLU REMEDY	D521	10,088.9						5,002.9	2,036.8	1,325.7	1,723.5		
DAYQUIL COLD & FLU REMEDY	D521	14,620.6		14,178.8	285.8								156.0
DAYQUIL COLD&FLU LIQUICAPS&LQD	D521	4,267.7		3,341.5									926.2
DAYQUIL SINUS CAPLETS	D521	528.8		314.5	214.3								
DIMETAPP CHILD COLD&ALLERGY ELXR	D521	3,270.1	3,269.9						0.2				
MUCINEX D EXPECTORANT TABLET	D521	7,647.2	6,533.8	1,113.3									
MUCINEX DM EXPECTORANT TABLET	D521	18,607.5						14,793.0	23.6	212.4	3,578.6		
MUCINEX EXPECTORANT TABLET	D521	19,602.7	34.8					12,132.6	268.5	1,901.0	5,265.7		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MUCINEX FULL FORCE & MSTR SMRT NSL SP	D521	1,212.7	1,212.7										
MUCINEX FULL FORCE NASAL SPRAY	D521	6,421.3						4,730.5	0.8	13.3	1,676.7		
MUCINEX MAX STR EXPCTRNT TABS	D521	4,865.3						3,367.0	7.4	17.5	1,473.4		
MUCINEX VAR EXPECTORANT TABLETS	D521	6,262.2	6,262.2										
NYQUIL LIQ COLD & FLU REMEDY	D521	35,961.0	10,594.0			505.8		11,538.4	4,145.6	3,236.2	5,941.1		
NYQUIL SINUS CAPLET	D521	3,432.6	3,432.6										
NYQUIL SINUS LIQUI-CAPS	D521	3,804.9						2,462.9	27.6	330.9	983.6		
OSCILLOCOCCINUM COLD REMEDY	D521	261.2											261.2
OSCILLOCOCCINUM FLU REMEDY	D521	2,907.0	1,760.6						21.2	550.3	575.0		
PEDIACARE VAR CHILD COLD PDTs	D521	2,239.9							1,601.7	38.4	247.0	352.9	
ROBITUSSIN VAR COLD PDTs	D521	12,956.0						5,361.0	68.9	4,283.8	2,966.0	276.3	
SIMPLY SALINE NASAL MIST	D521	466.2							16.7	449.5			
SINU OREGA NASAL SPRAY	D521	289.6	289.6										
SUDACARE SHOWER SOOTHERS VPRZNG TABS	D521	2,500.1						1,236.7	82.7	683.0	497.8		
SUDAFED DECONGESTANT TABLETS	D521	1,059.0								0.5		1,058.6	
SUDAFED PE NASAL DECONGESTANT TABS	D521	34,459.3						22,897.2	1,853.0	3,456.4	5,386.2	866.5	
SUDAFED PE QUICK DISSOLVE STRIPS	D521	4,024.8						2,113.3	58.2	265.2	581.3	1,006.7	
TERAFLU SEVERE COLD HOT LIQ REMEDY	D521	3,835.3						2,081.5	28.4	1,190.0	535.5		
TERAFLU THIN STRIPS MULTISTRIPS	D521	5,735.7						2,357.0	52.9	2,131.3	939.1	255.5	
TERAFLU WARMING RELIEF LIQ CLD RMDY	D521	12,731.8						6,968.8	87.1	3,506.5	1,438.1	731.3	
TRIAMINIC CHILDREN COLD PDTs	D521	974.6	974.6										
TRIAMINIC INFNT DCNGSTNT/CGH THN STR	D521	751.4	751.4										
TRIAMINIC NIGHT TIME CHILD THN STRP	D521	3,864.3						1,487.1	136.8	1,198.6	1,041.8		
TRIAMINIC NIGHT TIME COLD&COUGH LIQ	D521	287.0	287.0										
TRIAMINIC VAR COLD SYRUPS	D521	293.9										293.9	
TYLENOL COLD MLT-SYMPMT NGHTM LIQ	D521	7,465.5						4,143.2	530.4	607.5	2,184.4		
TYLENOL COLD MLT-SYMPMT RPD RLS GLS	D521	22,436.1						16,014.0	841.3	2,395.7	2,843.9	341.2	
TYLENOL FLU MAXIMUM STRENGTH GELTABS	D521	1,817.7										1,817.7	
TYLENOL SINUS CNGSTN&PN CAPLETS	D521	1,857.3	482.7	1,374.6									
VICKS EARLY DEFENSE NASAL DCNGSTNT	D521	6,195.4						2,933.3	80.0	902.0	2,280.2		
VICKS VAR COLD PDTs	D521	3,524.1	3,308.4		215.7								
XL-3 COLD TABLETS	D521	680.2							680.2				
ZICAM ALLERGY RELIEF	D521	2,234.4	1,603.4	631.0									
ZICAM COLD & FLU RELIEF	D521	855.8						749.1	0.2		106.5		
ZICAM COLD REMEDY	D521	8,139.0						4,566.9	17.6	568.6	1,436.4	1,549.5	
ZICAM COLD REMEDY SWABS	D521	8,416.3						5,526.9	21.3	849.1	2,019.0		
ZICAM MULTI-SYMPMT COLD&FLU RELIEF	D521	1,247.3									1,247.3		
BUCKLEY'S MIXTURE COUGH SUPPRESSANT	D522	1,267.0	304.1								533.4	429.4	
CEPACOL DUAL RELIEF SORE THROAT SPRY	D522	4,346.6						3,075.6	782.4		488.5		
CEPACOL SORE THROAT EX STR LOZENGES	D522	1,124.5						458.9	578.8	21.0	65.8		
CEPACOL SORE THROAT MAX STR/LZNGS	D522	2,013.6						1,504.1	12.3		265.5	231.7	
CEPACOL SR THRT PLS CTNG LOZENGES	D522	2,605.0						684.6	896.0	654.1	370.3		
CHLORASEPTIC COUGH PDTs	D522	963.4						170.5	3.2	385.9	403.8		
CHLORASEPTIC LIQUID LOZENGES	D522	1,593.1						138.8	7.1	772.5	674.7		
DELSYM COUGH SYRUP	D522	24,817.8	3,628.2					14,347.6	45.8	1,559.9	5,236.3		
HALLS BURSTS COUGH TABS	D522	2,466.4						1,292.4	29.7	371.9	772.5		
HALLS COUGH PDTs	D522	363.0										363.0	
HALLS MENTHO-LYPTUS COUGH TAB	D522	12,305.4	144.9					8,091.2	44.0	371.9	3,653.5		
HALLS NATURALS COUGH DROPS	D522	3,060.7	20.4					0.0	66.7	2,920.1	53.4		
ICE TAPS SORE THROAT DROPS	D522	294.9									294.9		
MUCINEX CGH MN-MLTS CHILD CGH SPRSNT	D522	13,084.7	2,299.9					6,667.6	45.0	1,272.2	2,800.0		
ORAJEL SORE THROAT RELIEF STRPS	D522	2,990.1	2,990.1										
RICOLA COUGH DROPS	D522	3,610.5							2.4		3,608.2		
SUCRETS COMPLETE LOZENGES	D522	377.3							281.2			96.1	
SUCRETS DEFENSE LOZENGES	D522	462.0	462.0										
TRIAMINIC NIGHT TIME CHILDRENS LIQ	D522	2,448.1						1,433.5	14.2	497.0	503.4		
TRIAMINIC THIN STRIPS COUGH REMEDY	D522	3,448.5	925.0					1,006.1	28.0	860.3	629.2		
VICKS 44 SORE THROAT LZNGS&SPRY	D522	2,430.2	2,430.2										
VICKS 44 SORE THROAT SPRAY	D522	4,839.6						3,235.1	12.5	688.6	903.5		
VICKS VAR COUGH PDTs	D522	791.5		291.2	500.1				0.1				
ZICAM COUGH MAX COUGH SUPPRESSANT	D522	566.9						469.2			97.7		
BENADRYL REMEDIES	D529	1,337.2									3.5	1,333.7	

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BREATHE RIGHT NASAL STRIP	D529	14,454.1			0.7			6,432.1	863.1	1,906.0	5,252.2		
BREATHE RIGHT NASAL STRIP&VAPOR STRP	D529	1,791.4						758.2	65.5	175.2	792.5		
BREATHE RIGHT NSL STRPS&SNR RLF RNS	D529	3,978.3						1,040.7	1,060.3		1,877.4		
BREATHE RIGHT SNORE/THROAT STRIPS	D529	988.9						410.6	114.4	82.4	381.4		
CHLORASEPTIC DEFENSE DAILY HLTH STRP	D529	819.2						129.4	3.4	290.8	395.6		
LITTLE REMEDIES CHILDRENS REMEDIES	D529	4,813.2	4,813.2										
SNORECLIPSE SNORING AID	D529	311.6	245.6			66.0							
VICKS REMEDIES	D529	7,130.9			26.8			3,531.5	194.0	1,044.0	2,334.7		
ALIGN DIGESTIVE AID CAPSULE	D531	980.9	122.0		858.9								
ALKA-SELTZER ANTACID TABS	D531	6,427.3	434.4					415.6	3.0	211.1	4,724.2	561.2	77.9
BABY GAS-X INFANT DROPS	D531	554.0	554.0										
BEANO ANTI GAS TABLETS	D531	8,738.9	4,304.7					2,257.8	21.4	563.9	1,551.5	39.6	
CHARCOCAPS ANTI GAS CPSL	D531	355.2							355.2				
DIGESTIVE ADVANTAGE IBS DGSTV AIDS	D531	401.8	401.8										
GAS-X ANTI GAS THIN STRIPS	D531	14,946.4	4,697.6					5,045.1	52.4	2,128.2	3,023.1		
GAVISCON ANTACID TABLETS	D531	3,170.0	2,623.8					0.0	30.9	515.2			
HEARTBURN MD ANTACID	D531	1,871.5	605.9								1,265.6		
IMODIUM A-D EZ CHEWS ANTI-DRHL CHWS	D531	10,749.1	4,744.2					3,722.7	182.0	790.3	1,308.6		1.3
JUNIOR MLX PLS ANTGS CHWBL ANTCD TBS	D531	373.9	373.9										
KAOPECTATE ANTI DIARRHEA LIQUID	D531	1,486.3							45.7	1,408.4	32.3		
LACTAID CAPLETS & MILK	D531	287.5	287.5										
LITTLE TUMMYS GAS RELIEF DRPS/INFNTS	D531	1,027.7	1,027.7										
MAALOX ANTACID LIQUID & TABLETS	D531	1,894.8	1,894.8										
MYLANTA ULTIMATE STR ANTACID LIQ	D531	5,918.1						3,720.1	213.5	1,554.5	430.0		
NAUZENE CHEWABLE ANTI NAUSEA TBS	D531	338.1	262.1						13.5		62.4		
PEPCID COMPLETE HEARTBURN CTRL TAB	D531	19,162.5						13,336.8	743.9	1,869.8	2,567.1	644.8	
PEPTO-BISMOL ANTACID LIQUID	D531	6,172.8						422.8	236.7	190.3	5,125.7	197.3	
PEPTO-BISMOL ANTACID LIQUID & TABS	D531	5,578.4						1,898.9	556.8	671.9	2,450.8		
PEPTO-BISMOL MAX MAX STR ANTACID LIQ	D531	9,628.8						4,438.4	47.1	1,985.1	3,104.8	53.4	
PEPTO-BISMOL MAXIMUM STR ANTACID LIQ	D531	989.5							0.3	18.0	3.0	968.2	
PICOT ANTACID TABS	D531	367.0							367.0				
PRELIEF HEARTBURN CONTROL	D531	933.6	933.6										
PRILOSEC OTC HEARTBURN CONTROL	D531	93,462.0	36,815.9	4,836.1	4,027.7	461.5		25,384.5	4,486.3	3,804.4	13,254.7		390.9
ROLAIDS PLUS SFTCHWS EXTR/ANTCD/GS	D531	4,952.3						3,567.6	94.1	396.5	894.1		
ROLAIDS SOFTCHEWS EXTRA STR/ANTCD	D531	3,251.0							1.2			3,249.8	
ROLAIDS SOFTCHEWS ULTRA STR/ANTACID	D531	295.4										295.4	
TUMS ULTRA 1000 CHEWABLE CLCM/TB	D531	8,242.6	3,935.9	297.6				557.6	68.4	2,499.7	883.5		
TUMS ULTRA MAXIMUM STR ANTACID TAB	D531	15,055.9	926.1					8,248.4	1,635.8	637.1	3,608.6		
ZANTAC 150 MAX STR HRTBRN/CL MNT TB	D531	13,067.6						8,748.5	58.7	2,622.7	1,637.7		
ZANTAC 150 MAXIMUM STR HRTBRN/TAB	D531	28,057.3						19,018.8	583.9	3,241.5	3,281.5	1,931.7	
ZANTAC VAR HEARTBURN TABLETS	D531	572.8				572.8							
BENEFIBER FIBER LAXATIVE	D532	1,890.0						872.1	4.7	250.4	762.8		
BENEFIBER INSTANT FIBER MIX	D532	2,014.7	2,014.7										
BENEFIBER PLS B VTMN&FLC FIBER LAX	D532	8,848.3						5,946.3	5.5	409.2	2,487.4		
CITRUCEL FIBER LAXATIVE	D532	3,708.5						2,905.1	16.1	224.7	562.7		
CITRUCEL LAXATIVES	D532	1,962.4	1,962.1						0.3				
COLACE & SENOKOT LAXATIVES	D532	3,279.8	3,279.8										
COLACE LAXATIVE CAPSULES	D532	1,370.4						629.3	4.6	88.2	648.4		
COLON CLEANSE & SUPER COLON CLNS LAX	D532	1,405.5	1,405.5										
DULCOLAX LAXATIVE TABLETS	D532	7,707.2	56.1					3,943.3	178.9	899.4	2,629.4		
DULCOLAX STOOL SOFTENER	D532	11,385.4	3,926.6					3,282.7	131.2	1,921.0	2,123.9		
FIBER CHOICE CHEWABLE TABLETS	D532	7,555.3						2,367.1	2,082.0	146.5	2,959.7		
FIBER CHOICE WEIGHT MGT CHWBL TABS	D532	6,798.7						2,437.7	2,349.9		2,011.1		
FIBERSURE FIBER SUPPLEMENT	D532	15,808.3	6,463.3					3,977.0	394.4	1,501.7	1,969.5	1,501.1	1.2
METAMUCIL BERRY BURST LAXATIVE	D532	6,952.9	5,550.7	1,402.2				12,124.7	1,701.1	2,030.9	3,863.0		
METAMUCIL LAXATIVE	D532	19,719.8							0.0				
METAMUCIL SMOOTH TEXTURE LAXATIVE	D532	1,486.4	1,378.7	107.7									
MIRALAX LAXATIVE POWDER	D532	30,559.4	3,542.5	2,162.7				17,217.5	2,263.8	1,691.5	3,681.3		
PHILLIPS LAXATIVE CAPLETS	D532	5,678.5						2,839.5	19.6	1,068.2	1,751.2		
PHILLIPS STOOL SOFTENER	D532	1,558.2						732.7	11.4	228.6	585.5		
SENOKOT LAXATIVE TABLETS	D532	563.8						248.3	0.0		315.5		
SENOKOT-S LAXATIVE TABLETS	D532	1,682.5						551.9	13.2	625.7	491.6		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SUPER COLON CLEANSE LAXATIVE	D532	597.8							15.3	582.5			
SUPER COLON CLNS SPRT LAXATIVE	D532	253.4	253.4										
ALPHA BETIC MULTI VITAMIN SUPPLEMENT	D541	304.1	304.1										
ALTERED STATE SUPPLEMENT TABLETS	D541	383.1	383.1										
APLODAN MUSCLE FIBER ACTVTR CPLT	D541	2,303.4	2,303.4										
APPEAREX NAIL GROWTH SUPPLEMENT	D541	3,568.3	2,565.7					551.3	6.1	275.0	170.2		
AZO-CRANBERRY VITAMINS	D541	799.6							18.9	758.0	22.7		
BAUSCH & LOMB OCUVITE VITAMINS	D541	2,171.2	2,171.2										
CALTRATE 600 PLUS D CALCIUM TABLETS	D541	5,573.2	5,260.0					18.9	43.8	27.3	223.1		
CALTRATE 600-D CALCIUM TABLETS	D541	6,870.1							4,193.4	39.1	841.6	1,796.1	
CENTRUM CARDIO VITAMINS	D541	7,783.6	20.4						3,814.4	27.5	1,528.0	2,288.0	105.3
CENTRUM SILVER VITAMINS	D541	13,683.4							7,143.1	48.7	2,362.7	3,473.4	655.4
CENTRUM VIGNETTE	D541	255.7								1.1		254.5	
CENTRUM VITAMINS	D541	29,475.5	40.8		13.3				7,028.0	239.6	13,882.1	7,372.1	899.6
CHROMAX MINERAL SUPPLEMENT	D541	831.3											831.3
CITRACAL CALCIUM SUPPLEMENT	D541	3,790.5							0.1			3,790.4	
COLD-FX SUPPLEMENT	D541	452.1	444.9									7.2	
CORE4LIFE ADVNC'D MRY FRM VITAMINS	D541	3,279.5	973.7		1,191.6	145.7							968.5
COSAMIN DS JOINT HEALTH SUPPLEMENT	D541	554.0	554.0										
CREAKIC & LEUKIC SUPPLEMENT CPSLS	D541	287.3	287.3										
EMERGEN-C SUPPLEMENT	D541	6,308.8	85.0						1,043.5	688.1	2,722.5	1,071.0	698.7
ESTER-BOL & XPL-BOL SPLMNT CPSLS	D541	540.7	540.7										
ESTER-C VITAMIN C	D541	11,097.3	3,722.9				32.1		3,764.2	3.0		2,712.5	862.5
ESTROVEN EXTRA STR SUPPLEMENT	D541	468.7								273.6		195.1	
ESTROVEN EXTRA STR&PMS SUPPLEMENT	D541	262.8										262.8	
ESTROVEN PM SUPPLEMENT	D541	269.6										269.6	
ESTROVEN PMS SUPPLEMENT	D541	260.8		225.1	35.7								
ESTROVEN SUPPLEMENT	D541	595.5								31.7	487.2	76.6	
FIZOGEN NUTRITIONAL SUPPLEMENT	D541	251.3	251.3										
FLEX-A-MIN JOINT SUPPORT FORMULA	D541	4,005.0	4,005.0										
FLINTSTONES COMPLETE CHILD VITAMINS	D541	708.7	708.7										
FLINTSTONES GUMMIES CHILD VITAMINS	D541	7,885.6	1,836.4						2,304.8	37.2	2,058.3	1,648.9	
GARDEN/LIFE FUCOTHIN DIETARY SPLMNT	D541	701.4	421.4	280.1									
HALLS DEFENSE VITAMIN C DROPS	D541	1,211.0	1,211.0										
HI HEALTH VITAMINS	D541	4,591.0										4,591.0	
ICAPS MV VITAMINS	D541	406.3	406.3										
ICAPS VAR VITAMINS	D541	657.5	657.5										
ISOPURE VAR SUPPLEMENTS	D541	287.3	287.3										
JARROW FORMULAS VITAMINS & MINERALS	D541	491.2	491.2										
KNOX NUTRAJOINT SUPPLEMENT	D541	442.9	442.9										
LEUKIC ADV ANABOLIC ACTVTR CPSL	D541	1,501.8	1,501.8										
LIL CRITTERS GUMMY VITES CHILD VTMNS	D541	1,265.6	275.0						25.1	965.5			
LIL CRITTERS VAR CHILDRENS VITAMINS	D541	1,676.1	1,676.1										
LIPO 6 SUPPLEMENT CAPSULES	D541	3,079.7	1,075.5								2,004.2		
MASTER OMEGA 3 VITAMINS	D541	471.9										471.9	
METHYL 1-D STRENGTH & MASS CAPSULES	D541	383.1	383.1										
MULTIBIONTA VITAMINS	D541	736.0	736.0										
NATURE MADE MULTI/HER VITAMINS	D541	1,377.1	445.4						0.3	91.6	839.9		
NATURE MADE SUPER B-COMPLEX VITAMINS	D541	306.6	306.6										
NATURE MADE VITAMINS & SUPPLEMENTS	D541	1,708.0							1,146.4	35.8	496.5	29.2	
NATURES BOUNTY VITAMINS	D541	623.1	605.4										17.7
NATURES BOUNTY VITAMINS&MINERALS	D541	315.7	315.7										
NIQX MAXIMUM IMPACT LIQUI-CAPS	D541	287.3	287.3										
NO2 BLACK SUPPLEMENT	D541	852.7	852.7										
NOURKRIN HAIR NUTRIENT	D541	917.9	799.0	119.0									
OCUVITE ADULT &OCVT ADLT 50 PLS VTMN	D541	4,281.9	4,281.9										
OLAY VITAMINS	D541	571.6	571.6										
ONE-A-DAY ALL-DAY ENERGY VITAMINS	D541	9,026.4							3,338.5	44.1	1,954.0	3,689.8	
ONE-A-DAY MENS 50 PLS AD VITAMINS	D541	4,069.0							1,280.1	19.7	539.1	2,056.5	173.7
ONE-A-DAY MENS FORMULA VITAMINS	D541	7,389.0							3,205.1	14.9	479.1	2,961.2	728.7
ONE-A-DAY W 50/ADVANTAGE MULTI VTMN	D541	4,954.9	40.8						2,070.1	19.5	985.6	1,838.9	
ONE-A-DAY WGHT SMRT ADVN MULTI VTMNS	D541	5,616.4							2,341.6	28.7	893.9	2,352.2	

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ONE-A-DAY WOMENS FORMULA &M/VITAMINS	D541	3,728.5						1,813.9	14.4	620.0	1,280.3		
ONE-A-DAY WOMENS FORMULA VITAMINS	D541	14,215.1	3,765.5					4,649.9	37.7	2,054.3	3,600.7	107.1	
OPTI-MEN SUPPLEMENT TABLETS	D541	404.0	404.0										
OS-CAL CALCIUM TABLETS	D541	5,387.7						3,306.8	41.2	719.1	1,320.6		
OSCAL CLCM SPLMNT &RMFMN MNPS TAB	D541	261.5		261.5									
OSTEO-BI-FLEX GLUCOSOMINE CAPLETS	D541	3,145.2	2,765.7						1.1		378.4		
POSTURE-D CALCIUM SUPPLEMENT	D541	520.8	20.4									500.4	
PROMENSIL ESTROGEN SUPPLEMENT	D541	898.4	898.4										
RAINBOW LIGHT JUST 1 ONC MULTI VTMNS	D541	326.5	326.5										
RENEW IN JOINT CARE SUPPLEMENT	D541	4,549.8							41.4	1,817.7	2,690.7		
REXALL VITAMINS & SUPPLEMENT	D541	2,271.7	2,271.7										
SAMBUCOL HERBAL SUPPLEMENTS	D541	258.9									258.9		
SARM-X MUSCLE BUILDING SPLMNT	D541	270.4	270.4										
SCHIFF MOVE FREE ADVNCD HRBL SPLMNT	D541	4,098.7	3,005.8						362.5		730.3		
SCHIFF MOVE FREE HERBAL SUPPLEMENT	D541	280.7			23.6				245.0		12.1		
SCHIFF VAR SUPPLEMENTS	D541	3,299.8	3,299.8										
SIX STAR MUSCLE FUEL NTRC OXD/CPLTS	D541	526.8	526.8										
SLOW-MAG VITAMIN SUPPLEMENT	D541	471.9	298.5					0.0	7.3	166.1			
STUART PRENATAL VITAMINS	D541	318.3	318.3										
TRIGOSAMINE SUPPLEMENTS VITAMINS	D541	343.6			343.6								
TUMS KIDS CALCIUM TABLETS	D541	574.8	574.8										
TWINLAB VAR SUPPLEMENTS	D541	972.8	972.8										
VIACTIV FLAVOR GLIDES CALCIUM CPLTS	D541	1,182.2						789.9	23.5		42.8	326.0	
VIACTIV FLAVOR GLIDES CLCM&MLTI-VTMN	D541	1,144.6	20.4						1,123.7	0.5			
VIACTIV FLAVOR GLIDES MULTI-VTMN CPL	D541	403.6						348.5	18.5		36.6		
VITRIX/NTS-5 LIQUI-CAPS	D541	1,149.3	1,149.3										
VPX VAR SUPPLEMENTS	D541	854.6	854.6										
ALLI REDUCING CAPSULE	D542	75,938.4	34,659.8						21,226.2	913.4	14,570.0	4,108.3	460.6
ANADROX PUMP&BURN FAT BURNING CPSLS	D542	729.3	729.3										
ATKINS DIET AID	D542	334.4			143.9	190.5							
ATRO-PHEx WEIGHT LOSS PILLS	D542	2,645.9	2,645.9										
BURN FOR MEN FAT BURNING CAPSULES	D542	852.1	852.1										
CUUR WEIGHT LOSS SUPPLEMENT	D542	2,202.0	2,202.0										
CYLARIS WEIGHT LOSS FORMULA	D542	10,867.6	3,887.6						2.8		6,977.1		
CYTOLEAN REDUCING AID	D542	554.0	554.0										
DETOXATRIM WEIGHT LOSS SUPPLEMENT	D542	1,679.1	1,679.1										
DEXATRIM MAX 20 REDUCING AID	D542	3,061.6						851.4	1,522.6	687.6			
DEXATRIM MAX EVE APT CNT REDUCING AD	D542	2,231.7						0.0	108.5	1,701.3	421.9		
DEXATRIM MAX REDUCING AID	D542	2,526.5	1,213.0						264.1	841.9	207.5		
ENDOTHIL-CR SUPPLEMENT TABLETS	D542	1,494.6	1,494.6										
EVERSLIM WEIGHT LOSS SUPPLEMENT	D542	707.0	707.0										
H57 HOODIA REDUCING AID CAPSULES	D542	969.4	512.2									457.2	
HOODIA GORDONII REDUCING AID	D542	680.1	680.1										
HOODIA SURE RAPID-GELS	D542	923.9	775.0							148.9			
HYDROXYCUT HARDCORE REDUCING AID	D542	2,679.2	2,679.2										
HYDROXYCUT RDCNG AID &NTR-TCH SPLMNT	D542	1,165.4	1,165.4										
HYDROXYCUT REDUCING AID	D542	42,843.7	12,565.7						264.2	9,127.3	20,886.5		
ICELAND HEALTH REDUCING AID	D542	785.4										785.4	
IOVATE WEIGHT LOSS SUPPLEMENT	D542	313.4	107.8			205.6							
LACI LE BEAU DIETERS TEA	D542	530.1	530.1										
LIPO 6X FAT BURNING LIQ INNERCAP	D542	3,425.0	3,425.0										
LIPODRENE WEIGHT LOSS PILLS	D542	1,436.7	1,436.7										
MEGA-T REDUCING AID	D542	3,051.0						125.1	2,377.1	548.8			
METABOLIFE ULTRA WEIGHT LOSS CAPLETS	D542	2,200.0	2,200.0										
NANO SLIM WEIGHT LOSS TABLETS	D542	1,343.9	451.7								892.1		
NANO X9 NITRIC OXIDE FORMULA	D542	3,396.1	3,396.1										
NATREN REDUCING AID	D542	376.0										376.0	
NITRIX SUPPLEMENT TABLETS	D542	1,862.7	1,862.7										
NV RAPID WEIGHT LOSS CAPLET	D542	8,001.6	5,120.0					61.1	87.8	575.7	2,157.0		
PROBOLIC-SR DIETARY SUPPLEMENT	D542	380.1	380.1										
REDLINE FAT INCINERATOR LIQ CPSL	D542	383.1	383.1										
SEA-THIN REDUCING AID	D542	729.2	685.3		43.9								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SLIM FAST EASY TO DIGEST RTS SHAKES	D542	291.3						253.8	0.0		37.5		
SLIM FAST HIGH PROTEIN RTS SHAKES	D542	299.5						299.5					
SLIM FAST OPTIMA RTS SHAKES	D542	19,826.1	1,619.6		3.5			15,903.1	146.6	1,007.4	1,145.9		
SLIM FAST OPTIMA SNACK BARS	D542	13,855.4						11,789.9	99.7	677.5	1,288.4		
SLIMAGE WEIGHT LOSS PILLS	D542	2,231.7	669.7						124.9	498.6	938.5		
SLIMDELICES VAR DIETARY SUPPLEMENTS	D542	361.7	361.7										
SLIMQUICK FAT BURNER CAPSULES	D542	23,413.0	2,467.7					1,852.1	960.8	11,071.5	7,060.9		
SMARTBURN FAT BURNER SUPPLEMENT	D542	4,015.7	535.9						0.0		3,479.8		
TIGHT FAT BURNING DRINKS	D542	287.3	287.3										
TIGHT FEM FAT BURNING CAPSULES	D542	2,053.4	2,053.4										
TONALIN CLA DIETARY SUPPLEMENT	D542	1,650.2	1,650.2										
TRIMSPA HOODIA/ALTRNTV &X32 WGHT/PLS	D542	817.6	817.6										
TRIMSPA REDUCING AID	D542	6,178.4	2,845.5						5.6		3,327.2		
TRIMSPA X32 WEIGHT CONTROL PILLS	D542	1,141.2	138.6					0.0	79.4	903.3	19.9		
XENADRINE EFX REDUCING CAPSULE	D542	5,055.7	5,055.7										
XENADRINE EFX REDUCING TABLETS	D542	3,896.7	2,582.6					318.3	260.7		735.1		
XENADRINE SLEEP PLUS WEIGHT LS CPSL	D542	1,390.9	1,390.9										
XENADRINE SUPER HRDCR WGHT LS CPSL	D542	1,060.2	1,060.2										
XPEL WEIGHT LOSS CAPSULE	D542	363.8	363.8										
ZANTREX-3 WEIGHT LOSS AID	D542	7,686.6	4,953.4						81.2	2,092.8	559.1		
4321 DIET WEIGHT LOSS SUPPLEMENT	D543	277.3	277.3										
ACCELIS DIETARY SUPPLEMENT	D543	2,507.6	650.5						0.1		1,857.1		
ACCUFLORA DIETARY SUPPLEMENTS	D543	290.0	290.0										
AIRBORNE SEASONAL DIETARY SUPPLEMENT	D543	418.1	418.1										
ALLERGY MD IMMUNE SYSTEM SUPPORT	D543	1,546.3	726.8						0.2		819.3		
ALMASED TURBO NUTRITIONAL DRINK	D543	280.6	280.6										
AMEAL BP DIETARY SUPPLEMENT	D543	2,123.6	1,962.5		137.3	23.8							
AMEAL S NUTRITIONAL SUPPLEMENT	D543	1,504.1	1,476.8		27.3								
AMINO VITAL NUTRITIONAL SUPPLEMENT	D543	584.8	584.8										
ANABOLIC SWITCH NUTRITIONAL DRINK MX	D543	574.7	574.7										
ANATOR P70 DIETARY SUPPLEMENT	D543	1,739.8	1,739.8										
ANIMAL PAK VAR NUTRITIONAL SPLMNTS	D543	484.5	484.5										
ATKINS ADVANTAGE BARS	D543	2,906.4	1,403.1		1,408.0	95.3							
ATKINS ADVANTAGE BARS & SHAKE	D543	337.2				337.2							
BACK TO NATURE FRUIT & GRAIN BARS	D543	5,814.8	5,007.3	807.5									
BALANCE BARE NUTRITIONAL BARS	D543	6,266.5	4,849.5	1,416.9					5,479.2	433.5	295.5	4,538.4	427.0
BAYER NUTRITIONAL SCNC SUPPLEMENT	D543	11,275.4	101.8										
BIOGENETIX SUPPLEMENT KIT	D543	745.7	745.7										
BODY FORTRESS WHEY SUPPLEMENT DRINK	D543	1,044.8	1,044.8										
BOOST GLUCOSE CONTROL NTRTNL DRNK	D543	1,891.3	1,891.3										
BSN VAR SUPPLEMENTS	D543	1,394.5	1,394.5										
CARIBOU COFFEE BARS	D543	2,498.8	2,498.8										
CARNATION INST BRKFST DRNK MX&RTS	D543	5,835.0	5,835.0										
CARNATION INSTANT BREAKFST DRNK MX	D543	827.7	813.2						0.8				13.6
CELLMASS CREATINE SUPPLEMENT	D543	1,745.9	1,745.9										
CELL-TECH & NITRO-TECH PRTN SHK	D543	315.3	315.3										
CELL-TECH HARDCORE PROTEIN DRINK MIX	D543	3,244.4	3,244.4										
CELL-TECH HRDCR &NTR-TCH/PRTN DRNK	D543	315.3	315.3										
CHOLESTEROL MD DIETARY SUPPLEMENT	D543	588.2	588.2										
CHROMAX NUTRITIONAL SUPPLEMENTS	D543	1,162.6	286.8								405.6		470.2
CON-CRET NUTRITIONAL DRINK MIX	D543	335.2	335.2										
COROMEGA NUTRITIONAL SUPPLEMENT	D543	593.4	593.4										
COSAMIN DS NUTRITIONAL SUPPLEMENT	D543	1,916.7	617.7						3.1	202.5	1,093.4		
CREAKIC MUSCLE GROWTH SUPPLEMENT	D543	1,358.1	1,358.1										
CYTOMAX DRINK	D543	477.3	477.3										
DERMASILK ANTI-AGING SUPPLEMENT	D543	471.2							80.0	390.5	0.7		
DETOX 7 DIETARY SUPPLEMENT	D543	407.2	407.2										
DIACHROME NUTRITIONAL SUPPLEMENT	D543	458.1	458.1										
DYMATILE VAR NUTRITIONAL SPLMNTS	D543	383.1	383.1										
EAS ADVANT EDGE NUTRITIONAL BAR	D543	404.6	404.6										
EAS ADVANT EDGE NUTRITIONAL SPLMNT	D543	277.9									277.9		
EAS ADVANT EDGE REG&CRB CNTRL BR&SHK	D543	2,897.6	2,897.6										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
EAS ENDURANCE TOUR	D543	516.1	516.1										
ELATIONS NUTRITIONAL DRINK	D543	2,983.5	484.0	649.8		168.6			50.9		1,630.2		
ENFAMIL EXPECTA LIPIL SUPPLEMENT	D543	351.1	351.1										
ENSURE NUTRITIONAL SUPPLEMENT	D543	17,633.2	1,206.5						12,358.8	339.9	1,684.3	2,043.6	
EXTREME THERMO RUSH NUTRITIONAL DRNK	D543	253.4	253.4										
FIZOGEN VAR SUPPLEMENTS	D543	270.4	270.4										
FLEXNOW JOINT FORMULA SUPPLEMENT	D543	348.9	348.9										
FLUSH THE FAT DIETARY SUPPLEMENT	D543	1,341.8							99.6	5.8	1,236.3		
FRS PLUS HEALTH DRINK	D543	583.3	529.4										53.8
GAKIC SUPPLEMENT	D543	1,045.9	1,045.9										
GARDEN GREENS ESENTL GRNS/824 HR/CLNS	D543	254.3	254.3										
GARLIQUE NUTRITIONAL SUPPLEMENT	D543	2,269.6							0.0	683.4	1,265.5	320.7	
GASPARI NUTRITION VAR SUPPLEMENTS	D543	826.1	826.1										
GLUCERNA RTS SHAKES	D543	308.0	308.0										
GU ENERGY GEL	D543	527.8	509.9		17.8								
HALLS PROHEALTH DFNS DIETARY SPLMNT	D543	7,470.2	7,470.2										
HOODIA SURE DIETARY SUPPLEMENT	D543	796.9	796.9										
HYLANDS RESTFUL LEGS TABLETS	D543	290.2	116.6						6.7	152.6	14.3		
IOVATE VAR SUPPLEMENTS	D543	4,721.6	4,721.6										
ISS OHYEAH PROTEIN BAR	D543	570.3	570.3										
JOINT JUICE FITNESS DTRY SPLMNT DRNK	D543	1,051.5							81.0		970.5		
JOINT MD JOINT STIFFNESS RELIEF	D543	1,684.2	1,099.1										
JOINT MD/STFNS RLF &SLP MD/AD CPLT	D543	1,423.0	653.3						1.4		768.3		
KANEKA QH ENERGY SUPPLEMENT	D543	486.9	486.9										
KARMA NUTRITIONAL BAR	D543	514.2	514.2										
KELLOGGS SPECIAL K PROTEIN SNACK BRS	D543	943.4	933.3						4.3		5.9		
LAKOTA JOINT CARE SUPPLEMENT	D543	651.9							11.7	569.1	71.2		
LEAN BODY PROTEIN SHAKE	D543	718.3	718.3										
MASS TECH NUTRITIONAL DRINK MIX	D543	544.0	544.0										
MET-RX AMPLIFIED SHOOTER SPLMNT CPSL	D543	329.5	329.5										
MET-RX BIG 100 NUTRITIONAL BAR	D543	1,278.5	1,278.5										
MET-RX PROTEIN PLUS PROTEIN BAR	D543	363.1	363.1										
mighty MILK NUTRITIONAL DRINK MIX	D543	484.0	484.0										
MRI BLACK POWDER SUPPLEMENT	D543	383.1	383.1										
MUSCLE ASYLUM PROJECT SUPPLEMENTS	D543	602.4	602.4										
MUSCLE MILK LIGHT RTS PROTEIN SHAKE	D543	722.9	722.9										
MUSCLE MILK PROTEIN BAR	D543	383.1	383.1										
MUSCLE MILK RTS PROTEIN SHAKE	D543	1,250.7	1,250.7										
MUSCLETECH NUTRITIONAL SUPPLEMENT	D543	712.3	712.3										
MUSCLETECH VAR NUTRITIONAL SPLMNTS	D543	330.9	330.9										
MYOPLEX DELUXE ENERGY BAR	D543	1,244.7	1,244.7										
MYOPLEX LITE NUTRITIONAL BAR	D543	2,486.5	2,486.5										
MYOPLEX LITE NUTRITIONAL SHAKE	D543	1,756.4	1,756.4										
MYOPLEX NUTRITIONAL BARS&SHAKES	D543	558.5	558.2							0.2			
MYOPLEX NUTRITIONAL SHAKE	D543	3,534.7	2,768.8						494.3	241.1	30.5		
MYOPLEX NUTRITIONAL SHAKE MX&RTS	D543	337.0	337.0										
MYOZENE PROTEIN BEVERAGE MIX	D543	478.9	478.9										
NANO VAPOR NUTRITIONAL DRINK MIX	D543	2,270.2	2,270.2										
NATROL NUTRITIONAL SUPPLEMENT	D543	510.2	510.2										
NATROL VAR DIETARY SUPPLEMENTS	D543	465.1	465.1										
NATURALLY POMEGRANATE LIQ DTRY SPMNT	D543	401.2	401.2										
NATURE MADE CHOLEST-OFF DTRY SPLMNT	D543	1,620.3	241.4						19.1	73.8	1,286.0		
NATURE MADE RX ESENTLS DIETARY SPLMNT	D543	4,933.1	3,529.3						23.2	241.1	1,139.5		
NCG-CR NUTRITIONAL DRINK MIX	D543	602.6	602.6										
NEXIN JOINT FORMULA SUPPLEMENT	D543	259.1	259.1										
NITRO FIRE NUTRITIONAL DRINK MIX	D543	287.3	287.3										
NITRO-TECH HARDCORE PROTEIN DRINK MX	D543	2,988.0	2,988.0										
NO SHOTGUN PROTEIN DRINK MIX	D543	457.1	457.1										
NOPALINA LINANZA PLUS FIBER SPLMNT	D543	3,430.4							3,430.4				
NO-Xplode NUTRITIONAL SUPPLEMENT	D543	6,026.3	6,026.3										
NUTRITION 21 NUTRITIONAL SUPPLEMENT	D543	664.1											664.1
ON 100/WHEY GOLD STNDRD PRTN DRNK MX	D543	949.1	949.1										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ORYX GOAT WHEY PROTEIN DRINK MIX	D543	383.1	383.1										
PARAVOL MALE VOL ENHANCER CPSL	D543	1,672.3	1,445.2		155.0	72.1							
PEDIASURE NUTRIPALS FRUIT BARS	D543	6,080.7						4,223.0	7.6	440.0	1,410.2		
PEDIASURE NUTRIPALS NUTRITION BAR	D543	13,362.5	2,195.5					4,964.3	26.5	1,416.7	4,759.4		
PEDIASURE NUTRITIONAL SUPPLEMENT	D543	3,353.6	3,091.6						1.3		260.7		
POWERBAR PERFORMANCE ENERGY BAR	D543	5,075.4	5,075.4										
POWERBAR RECOVERY RTS NTRTNL SHK	D543	580.5	580.5										
POWERBAR VAR NUTRITIONAL SPLMNTS	D543	607.5	607.5										
PRE-TENSE NATURAL SUPPLEMENT	D543	504.3			504.3								
PRIA GRAIN ESSENTIALS NUTRITION BAR	D543	3,008.0	3,008.0										
PRO COMPLEX PROTEIN DRINK MIX	D543	761.9	761.9										
PROMAX ENERGY BAR	D543	1,679.5	1,679.5										
PRO-NOS NUTRITIONAL DRINK MIX	D543	670.4	670.4										
PROTANDIM DIETARY SUPPLEMENT	D543	496.4	496.4										
PURE PROTEIN NUTRITIONAL SHAKE	D543	405.3	405.3										
PURE PROTEIN PROTEIN BAR	D543	3,022.8	3,022.8										
RAPIDSILM SX DIETARY SUPPLEMENT	D543	9,410.4	4,446.4						1.2		4,962.8		
REAL GAINS PROTEIN DRINK MIX	D543	583.3	583.3										
RESCUE REMEDY SPRAY	D543	708.1	708.1										
RESVINATROL COMPLETE ANTIOXIDANT	D543	650.2			350.9			95.6	1.7	11.1	141.0	50.0	
RIPPED FUEL 5X & XTENDR SUPPLEMENTS	D543	304.5	304.5										
RIPPED FUEL 5X SUPPLEMENT TABLETS	D543	601.7	601.7										
SHOCK THERAPY & STORM NTRTNL SHK MX	D543	670.4	670.4										
SIMPLY NUTRILITE NUTRITION BAR	D543	2,410.8	2,410.8										
SIX STAR MSCL FL PROF/CRTN CPLT&PWDR	D543	335.2	335.2										
SIX STAR MUSCLE FUEL CRTN&WHY/DRNK	D543	335.2	335.2										
SIX STAR MUSCLE FUEL WHEY PROTEIN/MX	D543	729.3	729.3										
SNICKERS MARATHON ENERGY BAR	D543	1,517.0	103.4								1,336.7	76.9	
SOYJOY NUTRITION BARS	D543	14,330.7	8,328.3			4.0		679.6			5,052.1		266.7
SUPREME PROTEIN PROTEIN BAR	D543	701.4	701.4										
SYMTEC LIQUID SUPPLEMENT	D543	389.1	389.1										
SYNTHA-6 PROTEIN DRINK MIX	D543	2,493.1	2,493.1										
TETRAZENE DIETARY SUPPLEMENT	D543	694.0	694.0										
TETRAZENE ES-50 SUPPLEMENT CAPSULES	D543	383.1	383.1										
TRIM FORM DIET SUPPLEMENT	D543	579.4								579.4			
TRIMFORM DIETARY SUPPLEMENT	D543	430.6	430.6										
TRUE-MASS PROTEIN DRINK MIX	D543	574.7	574.7										
UNIVERSAL ANIMAL PUMP NTRTNL SHK MX	D543	407.3	407.3										
VASSIVE-CE & VASSIVE-NO POUCHES	D543	287.3	287.3										
VASSIVE-CE&NO NUTRITIONAL DRINK MIX	D543	275.8	275.8										
VIACtiv ENERGY BAR	D543	741.7										741.7	
VIACtiv VAR NUTRITIONAL SPLMNTS	D543	779.4										779.4	
WELLESSE RTS SUPPLEMENT DRNKS	D543	566.4	566.4										
WHEY PROTEIN INSTANT SHAKE MIX	D543	332.2	332.2										
WHOLE BODY CLEANSE DIETARY SPLMNT	D543	1,023.1	715.2					60.2		247.7			
XENADRINE DETOX DIETARY SUPPLEMENT	D543	813.3	813.3										
XENADRINE ENERGY DIETARY SUPPLEMENT	D543	702.8	363.1							339.7			
ZERO IMPACT PROTEIN BAR	D543	560.8	560.8										
ACTIV ON ARTHRITIS PAIN RELIEF RB	D551	6,362.9						28.1	2,864.3	3,470.4			
ACTIV ON BACK PAIN RUB	D551	458.2						1.8	163.3	293.2			
ACTIV ON JOINT&MUSCLE PN RLF RUB	D551	4,162.4						92.6	1,888.6	2,181.2			
ASPERCREME PAIN RUB	D551	2,027.8					0.0	188.4	1,191.1	648.3			
AUSTRALIAN DREAM ARTHRITIS CREAM	D551	487.3		487.3									
BENGAY ULTRA STR PN RLNG PTCH	D551	5,961.8						3,832.8	94.1	901.6	1,133.3		
BOIRON ARNICA ANALGESIC GEL	D551	862.9	862.9										
CAPZASIN-P ARTHRITIS CREAM	D551	1,570.2							178.6	1,170.6	221.0		
CAPZASIN-P ARTHRITIS PAIN ROLL-ON	D551	1,231.6							43.2	999.7	188.7		
FLUIDJOINT DISPERSACREAM ARTHRTS/RLF	D551	372.6		372.6									
ICY HOT HEAT THERAPY PAIN RLF PTCH	D551	9,093.1						3,964.8	1,291.7	2,405.4	1,431.1		
ICY HOT VANISHING SCENT PAIN RLVR GL	D551	3,957.5						1,427.3	594.8	1,243.7	691.8		
ICY HOT XL PAIN RELIEF PATCH	D551	4,145.9						2,062.5	456.1	724.8	902.4		
JOINTFLEX PAIN RELIEVER CREAM	D551	448.0			448.0								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RELEVE PAIN RELIEVER	D551	322.6											322.6
SALONPAS AIR SPRAY&PAIN RLF PTCH	D551	250.8											250.8
SALONPAS PAIN RELIEF PATCH	D551	1,111.2											1,111.2
TIGER BALM ANALGESIC OINTMENT	D551	660.9											660.9
VICKS VAPORUB CREAM & OINTMENT	D551	1,648.5	1,648.5										
ACNEFREE ACNE PDTTS	D552	565.7	565.7										
AMBI EVEN & CLEAR ACNE TREATMENT	D552	1,219.9	1,219.9										
AVEENO CLEAR COMPLEXION BLMSH TRTMNT	D552	359.0	359.0										
CLEAN & CLEAR ADVANTAGE ACNE/TRTMNT	D552	7,189.1	2,988.8					1,275.7	25.4	1,884.0	1,015.2		
CLEAN&CLEAR ADVANTAGE ACNE CARE PDTTS	D552	2,651.4	2,651.4										
CLEAN&CLEAR ADVANTAGE ACNE CNTRL KIT	D552	5,662.4											5,662.4
CLEARASIL ULTRA ACNE CREAM	D552	5,062.1						2,522.6	21.4	658.3	1,859.9		
CLEARASIL ULTRA ACNE/SYS ACNE PDTTS	D552	5,003.4						2,716.3	16.8	237.5	2,032.8		
CLEARASIL ULTRA GEL WASH	D552	2,898.4						1,662.2	16.3	337.1	882.8		
CLINIQUE ACNE SOLUTIONS SKIN CR PDTTS	D552	637.9	629.5				8.4						
DERMADOCTOR AINT MSBHVN ACN CLNS&SRM	D552	451.9	451.9										
NATURES CURE ACNE TREATMENT	D552	536.3	331.2							1.7	203.5		
NEUTROGENA ACN STRS CNTL PWR FM WSH	D552	11,609.0	1,472.3					4,016.6	38.6	3,074.5	3,007.0		
NEUTROGENA ACN/CNTRL ACN TRTMNT&/WSH	D552	566.2	566.2										
NEUTROGENA ACNE/CNTRL HYDRNG/TRTMNT	D552	2,572.2	2,572.2										
NEUTROGENA OIL FREE ACNE WASH	D552	4,084.2	182.4					800.5	53.6	1,910.8	1,137.0		
NEUTROGENA RAPID CLEAR ACNE/SPOT GEL	D552	3,015.0	3,015.0										
OXY ACNE CLEANSING PADS	D552	597.0									597.0		
OXY ACNE PDTTS	D552	2,055.1	2,055.1										
OXY MAXIMUM DAILY CLEANSING PADS	D552	866.8	866.8										
OXY SPOT TREATMENT ACNE MED&CNCLR	D552	576.6									576.6		
OXY SPOT TREATMENT ACNE MEDICATION	D552	845.2	845.2										
PANOXYL BAR ACNE WASH	D552	1,286.6						36.9	2.2	17.3	1,230.1		
PANOXYL FOAMING ACNE WASH	D552	2,238.4						102.7	6.6	51.9	2,077.2		
PROACTIV ACNE PDTTS	D552	807.2	552.6		5.7				0.6	60.0			188.3
STRI-DEX MEDICATED PADS	D552	816.6	816.6										
STRI-DEX POWER PADS ACNE PADS	D552	653.2	653.2										
ZENO ACNE MEDICATION	D552	3,217.7											3,217.7
AVEENO ESSENTIAL MSTR LIP COND	D553	1,192.0	1,192.0										
BLISTEX COMPLETE MSTR LIP BALM	D553	1,061.0						547.0	25.6	481.4	7.0		
BLISTEX GENTLE SENSE LIP BALM	D553	1,897.9						609.8	44.3	764.2	479.6		
BLISTEX LIP INFUSION LIQUID LIP BALM	D553	4,399.3						2,218.1	46.8	1,143.1	991.3		
BLISTEX MEDICATED LIP COND	D553	432.8									432.8		
BLISTEX SILK & SHINE LIP BALM	D553	948.6						449.1	16.5	477.7	5.3		
BLUE STAR OINTMENT	D553	449.9						0.0	376.8	73.1			
CALLEX OINTMENT	D553	1,257.1	1,257.1										
CELADRIN JOINT CREAM	D553	558.9	259.1	274.9	24.9								
CHAPSTICK 100 PRCNT NAT LIP BALM	D553	4,123.3	4,123.3										
CHAPSTICK ALL NATURAL LIP BALM	D553	408.8	388.5								20.3		
CHAPSTICK LIP BALM	D553	4,897.3	265.6					912.4	36.4	2,457.3	1,101.5	124.1	
CHAPSTICK LIP MOISTURIZER	D553	4,427.5	2,160.4					666.9	22.4	849.4	673.7	54.8	
CORTAID ADVANCED ANTI-ITCH CREAM	D553	2,542.0	1,842.0						4.0	680.4	15.5		
CORTAID POISON IVY CARE TXN/CLTH	D553	2,036.5	2,036.5										
CORTAID POISON IVY CARE/KIT	D553	3,583.6	3,550.4		33.2								
CORTIZONE 10 PLUS MAX STR SKIN CREAM	D553	7,851.7	1,439.0					3,117.1	1,317.1	1,337.6	640.9		
CORTIZONE 10 SKIN CREAM	D553	275.6										275.6	
FIRST ONT ANTI-ITCH RELIEF MED	D553	2,345.6							12.5	958.9	1,374.2		
GOLD BOND MEDICATED ANTI ITCH CRM	D553	1,737.6						74.4	170.2	995.9	497.1		
GOLD BOND MEDICATED CREAM	D553	669.0							0.1		296.5	372.4	
GOLD BOND MEDICATED LOTION	D553	1,698.6							48.1	1,327.2	323.3		
GOLD BOND MEDICATED POWDER	D553	1,350.2							101.2	1,038.9	188.4	21.8	
LANACANE MEDICATION MAX STR CREAM	D553	2,849.5						1,696.8	14.6	671.6	466.6		
MEDERMA SCAR CREAM	D553	10,199.5	4,466.5					804.0	66.1	3,731.2	1,131.6		
NEOSPORIN ANTIBIOTIC OINTMENT	D553	22,350.9	4,796.4					11,212.8	257.7	922.7	4,338.5	822.9	
SALLY HNSN/INFILTN EXTRM LIP PLUMPER	D553	560.4	560.4										
SARNA ANTI ITCH LOTION	D553	2,555.1							21.6	1,723.6	208.4	601.5	
SARNA SENSITIVE ANTI ITCH LOTION	D553	2,127.1							1,912.5	16.0	198.6		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SARNA ULTRA ANTI ITCH CREAM	D553	432.7							432.7				
VITACILINA OINTMENT	D553	657.9							657.9				
ABSORBINE JR LIQUID	D554	1,103.8							1,103.8				
DERMAN VAR FOOT MEDICATION	D554	397.0							397.0				
FLEXITOL HEEL BALM	D554	721.1	30.6						4.0	160.4	526.1		
GOLD BOND MAX STR MED FT PWDR&SPRY	D554	573.3							8.3	559.2	5.8		
GOLD BOND MEDICATED FOOT CREAM	D554	4,823.5	1,579.7					514.0	167.2	2,491.3	71.3		
GOLD BOND MEDICATED FOOT POWDER	D554	1,840.3							157.3	1,650.7	32.3		
HONGO KILLER FOOT MEDICATION	D554	526.8							526.8				
LAMISIL ADVANCED ATHLETES FOOT GEL	D554	13,287.9	488.2					5,771.7	0.3		6,380.2	647.5	
LAMISIL AT ATHLETES FOOT CREAM	D554	954.1								954.1			
LAMISILK FOOT CARE PDTs	D554	5,061.8	5,061.8										
LOTRIMIN ULTRA ATHLETES FOOT CREAM	D554	7,040.1						3,218.2	13.7		3,808.2		
ODOR EATERS FOOT CARE PDTs	D554	3,105.5						616.5	47.6	1,374.1	633.7	417.2	16.4
OLAY BODY THERMAL PEDICURE FT CRM	D554	6,870.5	1,637.4			47.6		3,002.2	12.3	907.7	1,263.3		
PEDI-RELAX FOOT CARE PDTs	D554	336.2	336.2										
SALLY HANSEN JUST FEET FOOT CR PDTs	D554	887.9	887.9					2,591.2	42.2		2,479.4		
TINACTIN FOOT SPRAY	D554	5,112.8											
YOGATOES FOOT CARE PDTs	D554	777.0	777.0										
BAUSCH & LOMB ALAWAY EYE DROPS	D555	2,543.9	2,206.2							337.7			
CLEAR EYES MAXIMUM REDNESS RLF DRPS	D555	1,862.7						112.3	4.8	657.5	1,088.2		
CLEAR EYES TRPL ACTN RLF EYE DROPS	D555	2,763.6						571.6	6.1	1,042.1	1,143.9		
NATURES TEARS EYE MIST	D555	441.4	259.0							182.4			
ROHTO COOL EYE DROPS	D555	336.0	336.0										
ROHTO V EYE DROPS	D555	504.0	504.0										
SIMILASAN ALLERGY EYE DROPS	D555	696.5							7.7	199.2	489.6		
SIMILASAN CATARACT CARE EYE DROPS	D555	1,511.1	1,511.1										
VISINE ADVANCED RLF EYE DROPS	D555	3,320.8						2,376.3	42.1	294.1	608.4		
VISINE TEARS LASTING RLF EYE DROPS	D555	3,138.8						2,168.4	140.4	354.1	475.9		
VISINE VAR EYE DROPS	D555	4,209.7						2,875.5	225.9	577.5	530.8		
VISINE-A ALLERGY RELIEF EYE DROPS	D555	5,026.4						3,544.4	159.7	719.6	602.8		
PREPARATION H CREAM	D556	1,248.0						363.4	10.6	481.9	392.1		
PREPARATION H CREAM & MED WIPES	D556	4,437.2						1,883.3	27.1	1,688.2	838.6		
PREPARATION H MAXIMUM STRENGTH CREAM	D556	1,538.0						627.6	9.3	595.4	305.7		
PREPARATION H PORTABLE WIPES	D556	1,126.0						540.3	3.5	330.9	251.3		
PREPARATION H VAR HEMORRHOID REMEDS	D556	795.3									795.3		
A&D DIAPER RASH CREAM&ONTMNT	D557	1,449.7	1,449.7										
AVEENO BABY SOOTHING RELIEF CRM&WSH	D557	1,164.3	1,164.3										
AVEENO BABY SOOTHING RLF DPR RSH CRM	D557	1,596.3	1,596.3										
AVEENO BABY WASH & SHAMPOO	D557	558.4	558.4										
BALMEX DIAPER RASH CREAM	D557	988.4	988.4										
DESTITIN &DESITIN CREAMY/OINTMENT	D557	718.3	718.3										
DESTITIN CLEAR MULTI-PURPOSE OINTMENT	D557	1,538.7	1,538.7										
GENTLE NATURALS BABY CARE PDTs	D557	2,910.3	2,910.3										
HUGGIES BABY WASH & WIPES	D557	9,394.6	3,935.0					4,019.2	17.7		1,422.7		
JOHNSONS BABY CARE PDTs	D557	864.0	864.0										
JOHNSONS BABY LOTION &BABY BATH	D557	618.0	618.0										
JOHNSONS BABY OIL & BABY OIL GEL	D557	2,491.2	2,491.2										
JOHNSONS BEDTIME BABY CARE PDTs	D557	638.2	638.2										
JOHNSONS BEDTIME BABY LOTION&BY BTH	D557	6,087.8	2,481.2					204.0			3,402.6		
JOHNSONS BUDDIES BABY CARE PDTs	D557	1,561.2	1,561.2										
JOHNSONS HEAD TO TOE BABY WASH	D557	2,585.0	1,004.0						9.1		1,571.9		
JOHNSONS SOOTHING NAT BABY CR PDTs	D557	3,120.4	3,120.4						0.1				
JOHNSONS SOOTHING NAT NOURISHING LTN	D557	285.2	285.2										
MEDERMA FOR KIDS SCAR CREAM	D557	2,985.2	1,658.3					160.8	22.0	765.2	378.9		
PLAYSKOOL BABY CARE PDTs	D557	1,146.1	1,146.1										
TRIPLE PASTE MEDICATED OINTMENT	D557	1,464.8	1,464.8										
ASTROGLIDE LUBRICANTS	D558	2,564.4	2,564.4										
AZO YEAST INFECTION PILL	D558	472.6							14.9	437.9	19.8		
BIKINI ZONE MEDICATED CREAM	D558	960.6						118.6	13.6	432.5	395.9		
INTIMATE OPTIONS MOUSSE	D558	978.7							69.5	324.5	584.7		
K-Y INTRIGUE PERSONAL LUBRICANT	D558	19,022.7	3,809.1					8,242.2	39.9	1,897.4	3,888.5	1,145.6	

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
K-Y LIQUIDBEADS VAGINAL MOISTURIZER	D558	4,412.9	4,412.9										
K-Y LUBRICATING JELLY	D558	340.0											340.0
K-Y TOUCH MASSAGE 2 IN 1 WRM&PRS LB	D558	4,625.8						2,616.5	6.4	699.3	1,303.6		
K-Y TOUCH MASSAGE 2/1 TNGLNG BDY/LBR	D558	6,358.2						3,480.6	37.5	1,155.3	1,684.8		
K-Y TOUCH MASSAGE PERSONAL LUBRICANT	D558	484.0	484.0						0.1				
MONISTAT 1 COMBINATION PCK CRM&SPS	D558	8,602.1						4,654.5	19.4	1,359.5	2,568.7		
MONISTAT 3 COMBINATION PCK CRM&SPS	D558	10,032.6						5,978.4	68.4	1,285.3	2,700.6		
NATURES CURE YEAST REMEDIES	D558	551.5	551.3										0.2
PLAN B CONTRACEPTIVE	D558	1,527.7	1,527.7										
REMIFEMIN MENOPAUSE MEDICINE	D558	865.6	865.6										
REPHRESH VAGINAL GEL	D558	3,420.3							0.9	1,366.4	2,053.0		
TODAY CONTRACEPTIVE SPONGE	D558	1,052.0	1,052.0										
VAGISIL ANTI-ITCH CREAM	D558	7,419.0						3,543.2	67.9	2,367.0	1,440.9		
VAGISIL ANTI-ITCH WIPES	D558	4,358.8						2,360.0	31.4	599.3	1,368.1		
VAGISIL SCREENING KIT	D558	9,872.0	1,572.5					4,309.1	81.9	1,782.8	2,125.7		
VIBREL PERSONAL LUBRICANT	D558	282.5	282.5										
WET NATURALS LUBRICATING GEL	D558	1,097.3	1,097.3										
ZESTRA FEMALE AROUSAL FLUID	D558	984.8	61.8			66.0			0.1		856.9		
ABREVA COLD SR&FVR BLSTR TRTMNT	D559	22,992.6	8,231.3					8,743.5	204.6	2,851.2	2,962.1		
AVEENO ADVANCE RELIEF COLD SR TRTMNT	D559	834.9	834.9										
BELL LIFESTYLE MEDICATED PDT'S & REM	D559	438.1		438.1									
COMPOUND W FREEZE OFF WART RMVR SYS	D559	1,797.6						505.4	4.9	618.9	668.4		
COMPOUND W WART REMOVER LIQUID	D559	1,473.9						271.6	1.5	355.4	845.4		
CYSTEX URINARY PAIN RELIEF TAB	D559	507.8							10.4	413.4	83.9		
DIUREX WATER PILLS	D559	1,031.7						58.1	10.7	38.9	924.0		
DR SCHOLLS FREEZE AWAY WART REMOVER	D559	6,310.7						1,202.5	60.2	2,504.6	2,543.4		
FLUIDJOINT REMEDY	D559	887.4		887.4									
FUNGICURE ANTI-FUNGAL LIQUID	D559	796.1							3.5	169.8	622.8		
ICY HOT PAIN RELIEF SLEEVE	D559	1,048.5						725.5	14.8	73.1	235.1		
LIPOFLAVONOID EAR RINGING REMEDY	D559	1,704.6							47.7	1,615.9	40.9		
LIPREVE COLD SORE MEDICATION	D559	742.3	572.4	169.9									
MURINE EARIGATE EAR CANAL CLNSR	D559	1,573.2						847.0	0.0		726.2		
MYCOCIDE NS NAIL FUNGUS REMEDY	D559	338.6	338.6										
OFF FAMILYCARE SMTH&DRY INSECT RPLNT	D559	14,834.1						8,876.8	1,493.2	1,765.4	2,698.7		
OFF SMOOTH&DRY INSECT REPELLENT SPRY	D559	743.0		743.0									
ORAJEL MOUTH SORE DISCS	D559	359.5						104.5	3.6	151.7	99.7		
PEDIALYTE CHILD ELECTROLYTE SLTN	D559	2,517.7	2,414.7						0.1		102.9		
PREFER ON SCAR REDUCER	D559	3,726.8							69.5	1,627.6	2,029.7		
RELAXANE STRESS RELIEF MEDICINE	D559	1,918.7			86.0				6.1	1,241.0	585.7		
RID LICE TREATMENT KIT	D559	2,301.7	1,220.3						0.0	26.7	1,054.7		
SIMILASAN EAR DROPS	D559	1,366.8	1,366.8							0.0			
SKIN SO SOFT BUG GRD PLS INSCT RPLNT	D559	2,224.6	2,224.6										
SNORESTOP MAX STR SPRAY & TAB	D559	959.7						0.0	35.1	819.4	105.2		
URINOZINC URINARY MEDICATION	D559	396.4	243.8		42.6					21.3	88.7		
WRECKING BALM TATTOO REMOVAL CREAM	D559	791.5	661.1	44.7		80.7							5.0
ABILITY RX	D560	91,726.5	59,064.1	572.2			85.2		11,627.3	1,248.4	19,129.4		
ACIPHEX RX	D560	8,919.6	4,196.6	2,668.6					2,054.4				
ACRYSOF RESTOR IMPLANTABLE LENSES RX	D560	350.7	102.1	217.3	29.3				2.0				
ACTONEL OSTEOPOROSIS RX	D560	56,973.0	13,409.6	4,345.1	2,237.0			16,907.0	65.1	4,873.2	15,136.0		
ACTOS DIABETES RX	D560	12,687.0	2,050.0		9,136.1	1,487.6	13.1						
ADVAIR ASTHMA RX	D560	124,396.2	55,497.2	5,774.1	1,882.8			36,658.9	7,247.8	8,393.2	8,942.1		
AMBIEN CR SLEEP RX	D560	190,455.7	59,084.0	12,978.2				48,082.1	5,718.9	38,176.2	26,396.8	19.6	
AMITIZA CHRONIC CONSTIPATION RX	D560	49,071.5	27,379.7	10,830.2	1,818.3	249.3		5,767.6	107.9	654.4	2,264.0		
APHTHASOL RX	D560	651.8							0.1		651.8		
ARICEPT ALZHEIMERS RX	D560	29,569.7	2,980.7					12,865.0	1,288.2	3,331.2	9,104.6		
ARIMIDEX BREAST CANCER RX	D560	33,152.0	33,152.0										
AROMASIN RX	D560	1,474.0			1,474.0								
ASMANEX ASTHMA RX	D560	52,508.6	1,780.0					21,015.3	3,902.7	7,765.8	18,044.9		
ASTELIN NASAL SPRAY RX	D560	35,748.7	17,777.3					5,028.6	1,822.6	6,164.9	4,955.4		
ASTRAZENECA VAR RX	D560	747.6	695.6				52.0						
ATRIPLA HIV RX	D560	1,177.5	862.4				315.1						
AVANDIA DIABETES RX	D560	15,790.6	8,945.9	1,062.0	4,664.3	1,118.4							

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
AVODART ENLARGED PROSTATE RX	D560	93,777.2	14,811.3					51,347.6	922.7	1,011.4	25,401.9		282.3
BENZACLIN ACNE RX	D560	3,178.8	3,178.8										
BONIVA OSTEOPOROSIS RX	D560	107,079.6	35,316.2	6,317.1				40,386.0	736.2	11,898.6	11,124.6		1,301.0
BOOTOX COSMETIC WRINKLE RX	D560	40,146.7	15,594.1		28.6		8.5	21,906.5	5.5		2,592.3		1.0
BRISTOL-MYERS SQUIBB VAR RX	D560	2,627.1			1,787.7	428.7	410.8						10.2
BYETTA DIABETES RX	D560	31,383.5	2,846.1	5,516.1	9.5			12,703.7	1,858.3	4,004.6	4,445.3		
CADUET RX	D560	89,059.2	8,649.8	8,527.1		178.6		47,678.5	3,266.6	6,130.9	14,627.6		
CELEBREX ARTHRITIS RX	D560	57,955.3	19,767.6	5,713.6				32,474.1					
CEPHALON PHARMACEUTICALS VAR RX	D560	613.2			598.0		15.2						
CHANTIX STOP SMOKING RX	D560	53,357.4	17,633.0					20,984.0	1,357.6	7,091.0	6,291.8		
CIALIS ERECTILE DYSFUNCTION RX	D560	126,307.5	1,543.4					91,794.2	150.5		32,819.4		
CLARITIN VIGNETTE	D560	1,397.1						1,397.1					
CONCERTA ADHD RX	D560	6,480.0	4,806.7	1,673.3									
COREG CR HEART RX	D560	8,378.4	7,714.2	664.2									
COREG HEART RX	D560	17,092.1	6,643.5					6,035.9	1,605.5	1,696.8	1,110.4		
CRESTOR CHOLESTEROL RX	D560	52,732.1	31,433.4	5,692.8				4,968.5	33.4	2,809.4	7,794.5		
CYMBALTA RX	D560	179,529.8	33,317.5	2,989.8	17.8			87,257.5	3,644.5	34,556.8	17,745.9		
DAPTACEL RX	D560	1,326.2	1,326.2										
DAYTRANA ADHD RX	D560	10,049.5	10,049.5										
DETROL LA BLADDER CONTROL RX	D560	72,444.1	16,832.7	4,004.6				27,856.3	2,385.9	15,542.9	5,821.7		
DIFFERIN ACNE RX	D560	4,351.4	962.6					51.3			3,337.5		
DIOVAN HIGH BLOOD PRESSURE RX	D560	1,611.9	43.6						1,559.5		8.8		
EFFEXOR XR ANTI DEPRESSION RX	D560	21,207.1	1,994.6					5,276.5	92.7	9,738.6	4,104.7		
ENABLEX OVERACTIVE BLADDER RX	D560	50,990.5	20,696.4		6,304.6			10,694.0	14.6	2,000.4	11,280.6		
ENBREL RX	D560	57,542.4	5,967.7	7,095.0				8,006.0	2,560.5		33,913.2		
EXUBERA INSULIN RX	D560	26,868.9	7,707.1	2,523.5				9,824.8	2,561.5	1,610.0	2,642.0		
FAMVIR HERPES RX	D560	481.3	177.4										303.9
FEMARA BREAST CANCER RX	D560	6,560.0	6,560.0										
FEMCON FE BIRTH CONTROL RX	D560	14,923.7	728.0					9,597.0	82.2	2,339.3	2,177.2		
FLOMAX ENLARGED PROSTATE RX	D560	86,437.4	14,700.0				80.1	58,687.4	136.5	3,059.5	9,774.0		
FLOMAX VIGNETTE	D560	485.9						485.9					
FOSAMAX PLUS D OSTEOPOROSIS RX	D560	31,348.4	13,002.1	1,767.8				10,533.6	71.2	2,809.4	3,164.3		
GARDASIL HPV RX	D560	91,993.1	29,040.4					39,451.8	215.0	9,979.0	13,306.9		
GLAXOSMITHKLINE VAR RX	D560	4,487.3	1,117.4	1,161.5	1,164.5	214.3	829.6						
HUMIRA RHEUMATOID ARTHRITIS RX	D560	71,343.0	33,865.4	808.5				20,057.6	1,161.9	9,814.8	5,634.8		
IMITREX MIGRAINE RX	D560	39,344.3	18,960.2	485.8				9,804.5	124.2	7,230.6	2,739.0		
JANUVIA DIABETES RX	D560	322.0	322.0										
JUVEDERM WRINKLE RX	D560	23,891.0	9,546.4					8,636.9	510.6	12.6	5,184.5		
KALETRA HIV RX	D560	327.8	139.1				188.6						
KEPPRA SEIZURE CONTROL RX	D560	3,179.1	3,179.1										
LAMICTAL RX	D560	3,531.9	3,531.9										
LAMISIL TOENAIL FUNGUS RX	D560	657.5										657.5	
LANTUS DIABETES RX	D560	20,809.2	18,342.8	1,147.7		898.7			322.2		97.7		
LEVEMIR INSULIN RX	D560	520.2	520.2										
LEVITRA ERECTILE DYSFUNCTION RX	D560	43,820.8	904.5		73.3			17,494.1	1,662.4	415.8	23,270.6		
LIPITOR CHOLESTEROL RX	D560	180,220.1	15,700.5	6,143.5	21,956.6	8,047.7		75,309.6	10,649.9	20,491.0	18,603.5		3,317.8
LOESTRIN 24 FE BIRTH CONTROL RX	D560	29,282.1	1,356.6					18,955.8	164.2	4,588.8	4,216.7		
LUCENTIS MACULAR DEGENERATION RX	D560	11,394.1	11,394.1										
LUNESTA SLEEP RX	D560	270,889.4	77,168.1	23,985.5				113,539.2	157.1		56,039.4		
LYBREL BIRTH CONTROL RX	D560	5,876.5	5,876.5										
LYRICA PREGABALIN RX	D560	72,269.2	45,968.5	6,466.1				15,685.6	1,569.5		2,579.6		
MIRAPEX RX	D560	53,250.8	13,381.5					10,990.8	279.6	12,416.0	16,182.9		
MIRENA CONTRACEPTIVE RX	D560	35,452.5	19,298.8									16,153.7	
NASONEX ALLERGY RX	D560	121,521.8	6,313.0	2,840.4				72,418.1	3,479.0	16,642.9	19,828.4		
NEULASTA INFECTION RX	D560	17,660.0	4,095.6					2,753.2	0.1		10,811.1		
NEXIUM HEARTBURN RX	D560	85,440.1	46,204.3	10,189.3	146.1			14,928.9	3,337.3	74.8	9,861.0		698.3
NOVARTIS DIOVAN HYPERTENSION RX	D560	840.5			840.5								
NOVOLOG FLEXPEN INSULIN RX	D560	860.0	860.0										
NUVARING BIRTH CONTROL RX	D560	13,313.0	6,458.0					4,624.3	14.2		2,216.5		
ORENCIA RHEUMATOID ARTHRITIS RX	D560	34,999.0	16,366.5	547.6				5,181.2	1,429.9	6,977.6	4,496.3		
ORTHO TRI-CYCLEN CONTRACEPTIVE RX	D560	452.6											452.6
OSMOPREP COLONOSCOPY PREP RX	D560	1,452.1	1,326.6	125.5									

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PARAGARD CONTRACEPTIVE RX	D560	548.2	548.2										
PATADAY ITCHY EYE RX	D560	10,233.2	1,234.8					5,971.8	27.7	1,463.0	1,535.9		
PFIZER INC VAR RX	D560	1,250.7			230.8		1,020.0						
PLAN B CONTRACEPTIVE RX	D560	3,383.4	3,383.4										
PLAVIX BLOOD THINNER RX	D560	174,506.3	51,662.5	5,152.4	333.3	1,042.6		98,717.0	239.1	10,900.1	6,459.5		
PREMARIN ESTROGEN RX	D560	13,153.1	13,153.1										
PREMPRO ESTROGEN RX	D560	14,065.4	14,065.4										
PROPECIA HAIR LOSS RX	D560	1,514.9	164.2		1,350.7								
PROTONIX RX	D560	9,112.3	212.3		368.9							6,325.7	2,205.5
PULMICORT RESPULES ASTHMA RX	D560	19,253.2	19,253.2										
REMICADE RX	D560	13,795.3	13,795.3										
REQUIP RESTLESS LEGS SYNDRM RX	D560	96,411.2	30,337.9	6,554.1				42,589.5	780.3	4,424.4	11,725.1		
RESTASIS CHRONIC DRY EYE RX	D560	39,052.0	5,874.6					18,970.5	2,470.1	945.2	10,791.6		
REYATAZ HIV RX	D560	602.4	572.2			30.2							
RITUXAN RHEUMATOID ARTHRITIS RX	D560	2,728.6	2,728.6										
ROTATEQ ROTAVIRUS RX	D560	364.0	364.0										
ROZEREM SLEEP RX	D560	140,313.2	51,853.1	1,505.7				59,287.9	2,168.7	1,452.6	24,045.2		
SEASONIQUE CONTRACEPTIVE RX	D560	17,459.6	5,579.4					169.6	8,580.2		3,130.4		
SEROQUEL RX	D560	36,231.2	31,319.0	4,912.1									
SINGULAIR RX	D560	79,314.1	21,877.5	3,710.6		1,035.1		34,927.8	171.6	9,533.3	8,058.1		
SPIRIVA HANDIHALER RX	D560	80,990.1	23,421.7	5,857.9				21,676.1	3,925.0	20,527.4	5,582.0		
SUSTIVA HIV RX	D560	360.3	360.3										
SYNVISC ARTHRITIS RX	D560	10,607.5	9,133.9					445.8		10.8	1,017.0		
TAMIFLU FLU RX	D560	6,540.1	2,145.5					2,957.7			1,237.5		199.4
TAXOTERE CANCER RX	D560	1,666.8	1,666.8										
TERASEED PROSTATE CANCER RX	D560	2,080.9	1,923.8					157.2					
TOPAMAX RX	D560	48,176.3	30,292.6	17,883.7									
TRICOR CHOLESTEROL RX	D560	6,019.7	6,019.7										
TRUVADA HIV RX	D560	700.5	595.0			105.5							
TWINRIX HEPATITIS RX	D560	3,436.6	3,436.6										
ULTRAM ER RX	D560	8,954.9	5,584.7	3,370.2									
UROXATRAL PROSTATE RX	D560	1,274.0	1,274.0										
VALTREX HERPES RX	D560	92,765.0	14,017.8					37,005.3	504.7	25,649.2	14,211.3		1,376.6
VANIQA HAIR REMOVER RX	D560	4,669.9						82.6	42.6	2,565.8	1,978.9		
VERAMYST ALLERGY RX	D560	39,146.5	6,326.2	1,693.2		718.8		17,524.0	283.2	8,682.4	3,918.7		
VESICARE OVERACTIVE BLADDER RX	D560	39,120.6	14,715.5	1,370.8				13,600.3	396.3	4,082.8	4,954.9		
VIAGRA IMPOTENCE RX	D560	62,747.8	15,981.3		3.2	779.8		21,721.2	9,859.0		11,803.7	2,599.5	
VUSION RX	D560	8,784.1	1,025.6					316.0		22.2	7,420.3		
VYTORIN CHOLESTEROL RX	D560	114,390.4	33,783.1		72.1	1,314.6		50,436.2	3,145.6	12,176.4	13,268.8	193.6	
VYVANSE ADHD RX	D560	32,604.5	32,604.5										
YAZ CONTRACEPTIVE RX	D560	75,366.6	48,489.6					4,236.8	0.0		22,640.2		
ZANTAC ULCER/HEARTBURN RX	D560	348.5		348.5									
ZELNORM IBS RX	D560	9,385.7	327.1		243.9			6,345.9	0.3		2,468.3		
ZETIA CHOLESTEROL RX	D560	100,509.3	28,449.2	942.0				45,701.2	2,261.9	10,986.4	12,168.6		
ZYRTEC ALLERGY RX	D560	48,388.0	12,813.0					17,704.6	87.2	10,059.5	7,723.7		
COMMIT NICOTINE LOZENGE	D570	31,611.3	11,488.9	975.6				12,035.0	224.9	3,258.2	3,628.7		
COMMIT NICOTINE LOZENGE & NCDRM&NCRT	D570	8,715.1						2,934.9	238.7	3,871.1	1,670.4		
GLAXOSMITHKLINE ANTI-SMOKING PDTS	D570	983.7		983.7									
NICODERM CQ STOP SMOKING PATCH	D570	24,206.6	9,984.9					7,487.5	249.7	2,186.0	3,282.5		1,016.0
NICOGEL STOP SMOKING GEL	D570	335.5	260.1	75.4									346.9
NICORETTE ANTI-SMOKING PDTS&PRGRMS	D570	346.9											
NICORETTE NICOTINE GUM	D570	26,557.5	7,492.5	158.3				7,511.5	100.0	5,140.6	5,396.8	740.0	17.8
ABBOTT LAB VAR REMEDIES	D590	444.9					444.9						
BIO-OIL MULTI-PURPOSE OIL	D590	8,986.1	5,146.0					1,021.2	203.9	1,738.8	876.3		
ACTITRAINER MONITORING TOOL	D610	488.6	488.6										
ADT COMPANION SERVICES MED ALRT SYS	D610	1,460.3							2.1		1,458.2		
AUDIO PERSONAL COMM HEARING AID	D610	848.3	254.3		350.7						243.2		
AUDIBEL HEARING AID	D610	5,790.2			5,778.0				12.2				
BEBE SOUNDS MEDICAL APPL & EQUIP	D610	586.4	586.4										
BEBE SOUNDS MOVEMENT SENSOR/MONITOR	D610	454.4	454.4										
BEBE SOUNDS PRENATAL HEART LISTENER	D610	893.6	893.6										
BELTONE HEARING AID	D610	777.1			672.8			53.9	16.0		34.4		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BIOMET HIP IMPLANTS	D610	1,462.5	1,462.5										
BIOMET KNEE IMPLANTS	D610	1,750.2	1,750.2										
BIOMET SURGICAL IMPLANT	D610	6,143.1					144.7	3,057.4	1,756.6	1,184.4			
BRAVA MEDICAL APPL & EQUIP	D610	450.3	450.3										
CORDIS CORP CYPER STENTS	D610	1,964.7	933.8		1,031.0								
CYPHER SIROLIMUS-ELUTING CRNRY STNT	D610	8,476.8	2,853.7		118.6			4,761.8	38.2		704.5		
CYPHER USA MEDICAL APPL & EQUIP	D610	353.9			353.9								
DESTINY HEARING AID	D610	1,028.3		452.7				452.0	123.6				
DRX 9000 SPINAL DECOMPRESSION SYS	D610	2,192.4		1,887.8					304.6				
ENERGIZER HEARING AID BATTERIES	D610	1,105.6						0.0	13.6	1,085.1	6.8		
ETHICON ENDO-SURGERY MED APPL&EQUIP	D610	500.1	497.5		2.5								
EXERGEN TEMPORAL SCANNER THERMOMETER	D610	1,148.8										1,148.8	
HEALTHY LIVING BLOOD PRSR MNTR&NBLZR	D610	436.5	436.5										
HELIOS PRSNL OXYGN SY MED APPL&EQUIP	D610	353.0		353.0									
HOVEROUND PERSONAL MOBILITY VEHICL	D610	1,301.7	1,301.0					0.6					
ICY HOT PRO THERAPY SUPPORT BRACE	D610	1,336.0						0.0	34.8	1,132.0	169.2		
INVISALIGN DENTAL ALIGNERS	D610	22,055.5	2,010.1		54.7		3.0	16.8	926.7	1,665.4	17,378.8		
JOURNEY KNEE REPLACEMENTS	D610	828.5								828.5			
LAP-BAND ADJSTBL GSTRC BNDNG SYS	D610	41,002.7			718.2			20,738.9	3,144.9	1,369.8	15,031.0		
LIFELINE MEDICAL ALERT SYSTEM	D610	3,792.6	1,333.8	2,440.9					12.0			4.0	2.0
MEDTRONIC DEFIBRILLATOR	D610	746.8	616.9			129.9							
MEDTRONIC IMPLANTABLE CRDC DFBRLLTR	D610	9,289.9	7,373.1		403.4	1,513.3							
MEDTRONIC INC CP	D610	660.8			22.2	607.3			14.9		16.4		
MIRACLE-EAR HEARING AID	D610	8,614.6		2.0	7,081.3			985.1	105.3	138.2	151.8		151.0
NATRELLE BREAST ENHANCEMENT RX	D610	6,239.8	6,239.8										
OBUSFORME BACK SUPPORT	D610	395.6	395.6										
OTICON DELTA HEARING AID	D610	252.4			130.9				102.3		19.2		
PEDIACARE GENTLE VAPORS VAPOR PLUG	D610	1,982.4						1,514.8	6.5	205.9	255.2		
PHILIPS CARDIAC DGNSTC EQUIP	D610	544.0	335.3			208.7							
PHILIPS CT SCANNER	D610	3,791.2	3,030.9	114.4	19.8	626.2							
PHILIPS HEARTSTART HOME DFBRLLTR	D610	665.3		314.9	251.9						98.5		
PHILIPS ULTRASOUND EQUIP	D610	2,473.9	2,041.1	114.4		318.4							
PHONAK HEARING AID	D610	2,943.7	2,470.7		259.4	213.5							
ROAD ID MEDICAL ID TAG	D610	1,226.9	1,226.9										
SAMSUNG VAR BLOOD PRESSURE MNTRS	D610	306.6	306.6						23.9				
SIEMENS HEARING AID	D610	396.4			372.6								
SONIC INNOVATIONS HEARING AID	D610	924.5			924.5								
STARKEY HEARING AIDS	D610	1,125.0									1,125.0		
SUDACARE/VAPOR PLG/VPRZR & SHWR STHRS	D610	3,944.3		630.7				1,710.8	83.8	375.8	1,143.2		
SUUNTO T3 HEART RATE MONITOR	D610	595.7	595.7										
THERMOSCAN EAR THERMOMETER	D610	966.5	966.5										
TOMOTHERAPY RADIATION EQUIP	D610	1,107.3	629.3	478.0									
VARIAN MEDICAL SYSTEM MEDICAL EQUIP	D610	784.9			280.2	428.7	76.0						
ZENO ACNE CLEARING DEVICE	D610	7,341.2	4,069.3									3,272.0	
ZIMMER GENDER SOLUTIONS KNEE RPLCMNT	D610	598.0			598.0								
ZIMMER KNEE REPLACEMENTS	D610	5,477.3						5,477.3					
ZONA PLUS HYPERTENSION/DEVICE	D610	502.8									502.8		
ZOOM DENTAL WHITENING SYSTEM	D610	2,830.2			1.7				15.3		2,813.3		
ZOUNDS HEARING AID	D620	1,356.4							1,356.4				
ACCU-CHEK AVIVA GLUCOSE METER	D620	597.7	380.0						28.0		189.7		
ACCU-CHEK COMPACT PLUS GLUCOSE MNTR	D620	348.4	196.9						10.4		141.1		
ASCENSA BREEZE 2 BLOOD GLUCOSE MTR	D620	1,947.0	1,324.8	622.2									
ASCENSA BREEZE BLOOD GLUCOSE MNTR	D620	2,408.0						3.9	883.4		1,520.8		
ASCENSA CONTOUR BLOOD GLUCOSE METER	D620	535.4	535.4										
CLEARBLUE EASY DIGITAL OVLTN TST	D620	16,045.4	954.9	171.5	1,362.3	157.3		7,745.2	1,630.9	55.7	3,967.6		
CLEARBLUE EASY DIGITAL PREGNANCY TST	D620	1,532.4	1,532.4										
EPT CERTAINTY PREGNANCY TEST	D620	16,883.5						8,510.6	138.2	3,357.4	4,877.3		
FERTELL FERTILITY TEST	D620	2,176.3						1,212.2	29.5	321.8	612.7		
FIRST RESPONSE OVULATION PREDICTOR	D620	2,958.3	2,958.3										
FIRST RESPONSE PREGNANCY TEST	D620	355.4									355.4		
ONETOUCH ULTRA 2 GLUCOSE MONITOR	D620	14,886.4						7,407.5	103.8	1,032.4	6,342.8		
	D620	1,263.4	216.6						125.8	10.3	910.7		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ONETOUCH ULTRAMINI GLUCOSE METER	D620	1,876.6	1,876.6										
OV WATCH OVULATION PREDICTOR	D620	360.8	360.8										
ACUVUE 1 DAY DISPOSABLE CONTACT LENS	D630	863.2											863.2
ACUVUE ADVANCE CONTACT LENS	D630	23,954.3						9,210.8	397.8	2,971.6	11,374.2		
ACUVUE OASYS CONTACT LENS	D630	7,155.8						2,765.7	91.4	968.1	3,079.9		250.7
ACUVUE VAR CONTACT LENSES	D630	281.8					281.8						
ACUVUE/CONTACT LENS & CLEAN&CLR/CLNSR	D630	542.5	542.5										
ANNE KLEIN EYEWEAR	D630	379.3	379.3										
BURBERRY EYEWEAR	D630	411.6	411.6										
CHANEL EYEWEAR	D630	1,503.1	1,503.1										
COACH EYEWEAR	D630	1,528.6	1,528.6										
CRIZAL EYE GLASS LENSES	D630	1,271.0	649.1						463.7				158.2
CRIZAL EYEWEAR	D630	294.1											294.1
DIOR EYEWEAR	D630	720.7	720.7										
DOLCE & GABBANA EYEWEAR	D630	3,604.6	3,179.6	228.7	41.8	154.5							
ERMENEGILDO ZEGNA EYEWEAR & RTW MEN	D630	1,374.1	1,374.1										
FLEXON EYEWEAR	D630	1,070.7							24.2		1,046.5		
FOCUS DAILIES DISPOSABLE CONTACT LNS	D630	281.2	281.2										
GUCCI EYEWEAR	D630	310.8	310.8										
HAMPTONHIGHREVEALED.COM ONLINE	D630	1,036.2								1,036.2			
KENNETH COLE REACTION EYEWEAR	D630	371.8	371.8										
LIZ CLAIBORNE EYEWEAR	D630	472.9	472.9										
LUXOTTICA EYEWEAR	D630	304.2	199.2				30.9						74.1
MAGNIVISION EYEWEAR	D630	919.7	919.7										
NAUTICA EYEWEAR	D630	384.7	384.7										
NIGHT & DAY DISPOSABLE CONTACT LENS	D630	635.6	635.6										
NINE WEST EYEWEAR	D630	479.1	479.1										
PRADA EYEWEAR	D630	1,423.3	1,423.3										
RAY-BAN EYEWEAR	D630	439.8	439.8										
RENU MULTIPLUS CONTACT LENS SOLUTION	D630	9,462.2	318.3					6,245.2			2,898.7		
SILHOUETTE EYEWEAR	D630	279.3	279.3										
THINKABOUTYOU'REYES.COM ONLINE	D630	271.9							271.9				
TOM FORD EYEWEAR	D630	362.3	248.0	114.4									
TRANSITIONS EYE GLASS LENSES	D630	29,165.5	4,639.3					14,589.7	568.0	5,341.4	4,027.2		
TRANSITIONS LENSES	D630	1,225.1	1,225.1										
BAND-AID ADVNC'D HLNG & BLSTR/BNDGS	D690	419.0	419.0										
BAND-AID ANTIBIOTIC BANDAGES	D690	10,741.5	2,579.8					4,889.8	103.8	1,457.2	1,710.9		
BAND-AID BLISTER BLOCK BANDAGES	D690	862.1	862.1										
BAND-AID TOUGH-STRIPS BANDAGES	D690	1,667.8	1,667.8										
BECTON DICKINSON & CO CP	D690	2,643.9	2,643.9										
DEPUY KNEE REPLACEMENT SYSTEM	D690	9,359.2	3,943.1					3,514.9	962.2	338.0	601.0		
DIGENE CORP CP	D690	5,788.1							5,758.6				29.5
DIGENE HPV TEST	D690	250.9											250.9
EARPLANES EARPLUGS	D690	1,028.7		744.6								284.1	
JOHNSON & JOHNSON VAR PDT'S	D690	1,427.5			8.6		1,418.8						
MACKS EARPLUGS	D690	1,053.4	1,053.4										
MEDTRONIC MEDICAL SUPPLIES	D690	500.9			24.4	461.5	15.0						
NEXCARE BANDAGES	D690	1,193.4	1,193.4										
ORAJEL ADVNC'D/DSNSTZR MED SWAB	D690	4,682.0						1,171.8	20.3	1,358.4	2,131.5		
RESTYLANE ANTI-WRINKLE INJECTION	D690	8,974.2	282.4						56.5	1,799.6	6,835.7		
STRYKER JOINT REPLACEMENT SYSTEM	D690	1,257.3							1,246.0		11.3		
THERMACARE ARTHRITIS HEATWRAP	D690	13,665.4	1,846.1		54.7			4,586.0	56.0	730.1	6,392.6		
thermacare heatwrap	D690	15,036.6	3,198.9	1,484.1	1,565.3	268.0		3,537.3	551.2	570.2	3,861.7		
ABBOTT LAB PSORIASIS	D700	1,739.5	1,739.5										
ABBOTT LAB RHEUMATOID ARTHRITIS	D700	850.3	850.3										
ALLERGAN INC CHRONIC DRY EYE	D700	259.4	259.4										
AMGEN TOUR OF CA EVENT	D700	296.9	104.8		192.0								
ASTRAZENECA PLC CHOLESTEROL	D700	1,327.8	1,327.7						0.2				
ASTRAZENECA PLC CP	D700	11,681.2	9,273.4		1,415.0	925.8							67.1
AVENTIS SA DIABETES	D700	754.9	754.6								0.4		
BIOMARIN PHARM INC MPS VI	D700	484.0	484.0										
BPHINFO.COM ONLINE	D700	7,567.7						5,468.2	139.2	1,165.1	795.2		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BRISTOL-MYERS SQUIBB CO CANCER	D700	489.6	447.7	36.7							5.2		
BRISTOL-MYERS SQUIBB CO CP	D700	15,952.2	1,503.3			908.3		11,540.6	19.0	25.8	1,955.2		
BRISTOL-MYERS SQUIBB CO HIV	D700	1,010.8	911.2		72.6						27.0		
BRISTOL-MYERS SQUIBB CO PAD/ARTRY DS	D700	28,704.1	13,115.9	314.4					152.8	5.9	263.6	14,851.4	
BRISTOL-MYERS SQUIBB RHMTD ARHTRS	D700	408.0	402.4									5.7	
DAIICHI SANKYO CO LTD CP	D700	264.2			264.2								
ELI LILLY & CO CP	D700	548.6	298.1		82.0	168.6							
ELI LILLY & CO DIABETES	D700	408.8	27.2		40.7				10.0			1.6	329.3
GENENTECH INC CP	D700	503.6	173.3		330.3								
GENENTECH PHARMACEUTICAL CP	D700	336.1	61.6		274.5								
GILEAD SCIENCES CP	D700	701.9											701.9
GILEAD SCIENCES HIV	D700	700.5											700.5
GLAXOSMITHKLINE PLC CP	D700	14,825.4	10,531.0	1,538.7	1,075.7	1,550.3			129.8				
GLAXOSMITHKLINE PLC DIABETES	D700	1,425.8	1,425.8										
GLAXOSMITHKLINE PLC HIV	D700	432.3	432.3										
JOHNSON & JOHNSON CP	D700	10,816.9	3,615.5	1,001.0		307.7		3,054.5	10.7	73.6	2,668.3		85.6
KING PHARMACEUTICALS INC CP	D700	674.2			603.9	70.3							
MCNEIL CONSUMER PDT'S CO CP	D700	288.9				288.9							
MEDPOINTE PHARMACEUTICAL CP	D700	646.3											646.3
MERCK & CO INC CP	D700	3,895.2	128.0		3,676.3				1.0				90.0
MERCK & CO INC HPV	D700	985.3	414.8						462.2		108.3		
MERCK & CO INC ROTAVIRUS	D700	1,321.2	1,321.2										
MERCK & CO INC SHINGLES	D700	29,233.7	15,217.0	7,353.3	6,663.4								
NOVARTIS AG CANCER	D700	478.6	478.6										
NOVARTIS AG CP	D700	2,715.8	439.4						127.6			177.5	1,971.3
NOVARTIS AG FLU	D700	3,320.3	1,137.2	2,183.0					0.1				
NOVARTIS AG HIGH BLOOD PRESSURE	D700	812.5	812.5										
NOVARTIS PHARM CO CP	D700	767.6			767.6								
NOVO NORDISK PHARM INC CP	D700	582.0	393.9			188.1							
PFIZER INC COPD	D700	4,135.7	3,244.3						9.0	126.8	755.6		
PFIZER INC DIABETES	D700	2,802.6	2,802.6										
PFIZER INC EPILEPSY	D700	3,083.6	3,083.6										
PFIZER INC NERVE PAIN	D700	5,506.5	5,506.5										
PFIZER INC STOP SMOKING	D700	12,557.3	12,557.3										
ROCHE LAB CP	D700	275.0	176.8		95.9				2.3				
ROCHE LAB FLU	D700	3,132.0	3,132.0										
SANOFI AVENTIS CP	D700	3,511.1	2,639.7			674.4		190.4			6.6		
SANOFI AVENTIS DIABETES	D700	10,799.6	6,242.7	4,388.3		168.6							
SCHERING-PLOUGH CORP CP	D700	774.1			631.2	142.9							
TAKEADA PHARMACEUTICAL CO CP	D700	298.7			95.1	203.6							
WYETH LAB CP	D700	5,614.3	3,514.4	2,063.7	36.3								
YOURTIMEFORCHANGE.COM ONLINE	D700	13,738.4						2,515.5	226.0	4,428.8	6,568.1		
24 HOUR FITNESS CENTER	D800	12,183.8			535.9		18.2	15.1	10,353.4	32.3	1.3		1,227.7
AMERICAN FAM FITNESS CTR	D800	366.9					71.0		295.9				
BALLY TOTAL FITNESS CLUB	D800	32,993.2	492.0		300.7	16.1	75.9		15,038.8	2,580.0	14,009.4		480.2
BODYBUILDING.COM ONLINE	D800	2,095.2	1,983.3		2.1	109.7							524.9
BOSTON SPORTS CLUB FTNS	D800	771.2			246.3								
BP SUCCESS ZONE PROGRAM	D800	1,295.2	1,295.2										
CALIFORNIA FAM FITNESS	D800	252.4			138.8		113.6						
CARMICHAEL TRAINING SYS	D800	556.7	556.7										
CELEBRITY FITNESS	D800	259.4	259.4										
CENTER/MEDICAL WGHT LSS	D800	2,852.7			2,837.6	6.4			8.8				
CHEFS DIET	D800	1,154.7	1,099.7	35.3									19.7
CINCINNATI WGHT LS CTR	D800	251.1							233.8				17.3
CLINICAL WEIGHT MGT CTR	D800	870.5			870.5								
CLUB FITNESS CENTER	D800	410.4			8.6		77.6		324.1				
COLORADO ATHLETIC CLUB	D800	302.3			272.4		9.6		20.3				
CONNECTICUT WGHT&WLNS CT	D800	378.6			369.1	9.5							
CONTOURS EXPRESS GYM	D800	250.3			33.7		17.0		15.9		183.8		
CRUNCH FITNESS CENTER	D800	1,674.2	750.4		37.8		886.0						
CURVES FOR W FITNESS CTR	D800	13,919.1	2,137.8		843.3		81.2	4,225.2	1,465.9	2,117.4	3,040.2		8.2
DEFINITIONS PERSONAL FIT	D800	514.5	465.9		48.6								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DOCTOR BRNSTN HLTH&DT CL	D800	254.3			254.3								
EDIETS.COM ONLINE	D800	2,582.4	421.1	329.6		4.0		49.5	7.7	40.2	1,730.4		
EQUINOX FITNESS CLUBS	D800	1,873.3	579.0	24.9	619.5	264.3	375.5		10.1				
FITNESS TOGETHER CENTER	D800	345.5			137.0		54.8		153.7				
FITWORKS FITNESS CENTER	D800	388.5			2.6		17.5		368.4				
GETANEDGE.COM TRNG PRGRM ONLINE	D800	262.7	262.7										
GOLDS GYM	D800	2,158.2	985.1		94.4	5.6	460.2		612.9				
HILTON HEAD HEALTH INST	D800	646.0	646.0										
INCHES-A-WEIGH SALON	D800	396.0			171.8				224.2				
JENNY CRAIG WEIGHT LOSS	D800	45,792.7	8,970.5	171.2	233.6		1.7	16,195.8	12.8	19,993.9			213.2
LA FITNESS CENTER	D800	813.1			801.3	11.9							
LA WEIGHT LOSS CENTER	D800	37,194.1	2,155.4		806.3	109.7			33,412.8		190.6	27.0	492.3
LAS VEGAS ATHLETIC CLUB	D800	797.1							797.1				
LIFESTYLE CENTER	D800	293.0							293.0				
LIFESTYLE FAM FTNS CTR	D800	909.6			130.6		37.5		737.9				3.5
LIFETIME FITNESS CENTER	D800	1,450.0			232.9		365.7		851.4				
LINDORA MED WGHT LS CLNC	D800	1,212.5			30.3				1,182.2				
LUCILLE ROBERTS FTNS/W	D800	1,519.7							1,519.7				
MEDICAL WEIGHT LOSS CLNC	D800	1,116.7			3.2				1,113.6				
MEDIFAST WEIGHT CNSLTNTS	D800	2,068.8	1,824.4		53.6				123.0				67.8
METABOLIC RESEARCH CTR	D800	1,000.8			923.4				77.4				
MID-TOWN ATHLETIC CLUB	D800	362.2			362.2								
NEW REFLECTIONS WGHT LS	D800	500.9							500.9				
NEW YORK HEALTH&RCQT CLB	D800	329.1	77.1		252.0								
NEW YORK SPORTS CLUB	D800	1,752.5	493.8		732.9	67.0	193.7						265.1
PHILADELPHIA SPORTS CLUB	D800	418.6			134.8								283.8
PLANET FITNESS CENTER	D800	325.6			36.3		283.4		5.9				
POWERHOUSE GYM	D800	334.2	235.1		5.1		92.2		1.8				
PROMISE HEART COACH PRGR	D800	483.9	311.7	172.2									
PURE FITNESS CENTER	D800	492.3			94.5		19.5		378.3				
PURE WEIGHT LOSS CENTER	D800	10,271.5	1,093.4	187.1	3.1				7,982.0	201.0	647.6		157.3
QUICK WEIGHT LOSS CENTER	D800	1,956.8			1,505.5				451.3				
RESULTS WEIGHT LOSS CTR	D800	1,210.1							1,210.1				
REVOLUTIONS II HLTH CLB	D800	289.8	289.8										
SEATTLE SUTTONS DIET PRG	D800	815.6			109.8		49.8		655.0		1.0		
SHAPES TOTAL FITNESS CTR	D800	325.2							325.2				
SKYLER MADISON WLNS CTR	D800	600.3	600.3										
SLENDER LIFE WGHT LS CTR	D800	381.4			19.8				361.6				
SLIM 4 LIFE WGHT LS CTR	D800	1,815.5			1,078.1				737.4				
SOUTH BEACH DIET ONLINE	D800	2,580.4							0.7		2,579.7		
SPORTS CLUB/LA	D800	429.0	408.1		20.9								
SPORTS CLUB/NY	D800	440.1	440.1										
SUDDENLY SLENDER BDY WRP	D800	257.0	233.6		23.5								
TLCEDGE SRGCL WGHT LS CT	D800	253.5			253.5								
TRUE RESULTS WEIGHT LOSS	D800	2,469.4	34.3	28.3	1,160.0				864.5				382.3
VICTORY FITNESS CENTER	D800	260.3					44.6		215.7				
WASHINGTON DC SPRTS CLB	D800	397.5											397.5
WEIGHT LOSS FOREVER CTR	D800	267.2			256.7		10.5						
WEIGHT WATCHERS ONLINE	D800	18,269.4	853.0						6,325.0	932.9	2,361.1	7,797.4	
WEIGHT WATCHERS PROGRAM	D800	68,219.4	17,346.1	2,401.4	481.7		446.0	16,693.4	1,273.8	6,902.4	22,431.3	61.3	182.0
WOMENS WORKOUT WORLD	D800	325.0			1.0				324.1				
WRIGLEY EXTRA SPEARMINT SUGAR FR GM	D800	290.4	290.4										
ZONE CHEFS DIET PROGRAM	D800	1,744.0	1,744.0										
PROCTER & GAMBLE DRUGS & TOILETRIES	D900	996.0		996.0									
SALLY HANSEN DRUGS & TOILETRIES	D900	439.8	439.8										
SUAVE DRUGS & TOILETRIES	D900	730.8	730.8										
DIXIE CRYSTAL SUGAR	F110	504.4	88.2										416.2
DOMINO SUGAR	F110	309.0	309.0										
EQUAL SWEETENER	F110	5,085.3				205.6					4,107.3		772.5
GOLDEN BLOSSOM HONEY	F110	409.0	409.0										
GRANDMAS MOLASSES	F110	606.7	606.7										
KARO SYRUP	F110	324.9		324.9									

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MRS BUTTERWORTHS SYRUP	F110	4,721.6						2,123.9	24.8	821.5	1,751.5		
NUTRASWEET & EQUAL SWEETENER	F110	941.3										941.3	
SPLENDA BROWN SUGAR BLND SWEETNER	F110	3,170.5	1,278.4	1,892.1									
SPLENDA FLAVOR BLNDS/CF FLVRD SWTNR	F110	6,434.8						4,661.6	44.5	956.8	771.9		
SPLENDA MINIS SWEETENER TABLETS	F110	1,266.5	1,266.5										
SPLENDA SWEETENER	F110	14,287.6	908.2					9,619.4	242.8	1,123.1	2,385.7		8.5
SUGAR ASSN SUGAR	F110	1,315.3							1,199.5				115.7
SUGAR IN THE RAW SUGAR	F110	3,720.3	1,587.9					232.8	142.2	846.6	910.8		
SWEET N LOW SUGAR SUBSTITUTE	F110	3,996.0	3,939.7						6.5	49.9			
BERTOLLI EXTRA VIRGIN OLIVE OIL	F120	1,272.7	932.1	340.7									
COLAVITA OLIVE OIL	F120	860.0	860.0										
CRISCO COOKING SPRAY	F120	5,456.6	4,282.1	1,174.5									
CRISCO PILLSBURY FLOUR COOKING SPRAY	F120	463.5	463.5										
CRISCO VAR OLIVE OILS	F120	1,283.1	1,003.5	279.5									
CRISCO VEGETABLE OIL	F120	345.1	345.1										
ENOVA OIL	F120	743.9	741.3						2.6				
FILIPPO BERIO EXTRA VIRGIN OLIVE OIL	F120	481.1	65.6	395.0		20.4							
FILIPPO BERIO OLIVE OIL	F120	483.5									483.5		
FLEISCHMANNS MARGARINE	F120	5,689.1	3,077.4	2,611.7									
GOYA OLIVE OIL	F120	710.6						710.6					
I CANT BELIEVE/BUTTER SPREAD	F120	1,506.0		744.1				55.0	23.8	242.7	440.4		
I CANT BLV/BTR MDTRN/OLV SPREAD	F120	15,918.1	845.6	3,234.7				7,874.9	194.0	1,021.2	2,747.8		
MAZOLA CORN OIL	F120	656.0	93.8						211.2		351.0		
MAZOLA PURE COOKING SPRAY	F120	802.3	802.3										
PAM COOKING SPRAY	F120	8,673.3	527.2					3,590.2	410.6	1,703.2	2,442.1		
PAM FOR BAKING COOKING SPRAY	F120	2,976.0	1,301.5					668.0	43.7	393.7	569.0		
PAM FOR GRILLING COOKING SPRAY	F120	5,261.4	1,760.5					1,067.8	95.1	1,595.4	742.6		
PAM HIGH HEAT COOKING SPRAY	F120	2,147.5	2,147.5										
PAM VIGNETTE	F120	347.8							114.7		233.1		
POMPEIAN OLIVE OIL	F120	286.4	286.4										
POMPEIAN OLIVE OIL & VINEGAR	F120	478.1	478.1										
PROMISE ACTIV SPREAD	F120	5,203.0	4,878.1	324.9									
PROMISE BUTTERY SPREAD	F120	12,210.2	11,175.5	1,034.7									
SMART BALANCE BUTTERY SPREAD	F120	16,857.5						8,721.7	2,111.9	8.4	3,920.0	2,095.5	
SPECTRUM NATURALS VAR OIL	F120	352.2	352.2										
SPREADTHESHARING COM ONLINE	F120	9,269.9						6,685.7	112.2	614.0	1,858.1		
STAR EXTRA VIRGIN OLIVE OIL	F120	250.6	250.6										
WEBER GRILL N SPRAY COOKING SPRAY	F120	1,425.6	1,425.6										
BERNSTEINS SALAD DRESSING	F130	273.2	273.2										
BEST FOODS MAYONNAISE	F130	2,677.3	2,522.1					49.4	105.8				
DUKES MAYONNAISE	F130	2,357.9	768.4						1,589.5				
HELLMANN'S MAYONNAISE	F130	21,858.6	7,837.2	665.5				13,313.8	42.1				
HIDDEN VALLEY RANCH SALAD DRESSING	F130	26,716.2	6,217.9	3,536.8				6,501.6	23.2	1,214.8	9,221.9		
HIDDEN VALLEY RANCH SALAD DRSG MX	F130	410.8	197.9	212.9					0.3		446.0		
HIDDEN VALLEY RANCH VIGNETTE	F130	446.2											
KRAFT LIGHT MAYONNAISE	F130	2,935.2	2,935.2										
KRAFT LIGHT SALAD DRESSING	F130	7,334.5	2,197.7					2,390.0	1,154.1	375.9	1,216.8		
KRAFT MAYONNAISE	F130	3,705.0						1,221.0	830.2	214.9	1,439.0		
KRAFT REG & LT SALAD DRESSING	F130	4,030.4	4,030.4										
KRAFT SALAD DRESSING	F130	3,985.0						1,531.1	1,175.4	235.7	1,042.8		
KRAFT VAR SALAD DRESSING	F130	508.3	508.3										
MARIES SALAD DRESSING	F130	762.4							762.4				
MIRACLE WHIP SALAD DRESSING	F130	9,868.1						4,018.3	1,166.3	485.8	4,197.7		
NEWMANS OWN LIGHTEN UP SALAD DRSG	F130	2,052.6	2,052.6										
NEWMANS OWN SALAD DRESSING	F130	2,899.0	2,899.0										
WISH-BONE SALAD DRESSING	F130	1,336.6	592.4	744.1									
WISH-BONE SALAD SRTZRS SALAD DRSG	F130	17,742.0	5,377.0	475.0				7,215.5	137.9	2,518.8	2,017.8		
ARM & HAMMER BAKING SODA	F141	1,978.1	1,922.6									55.5	
AUNT JEMIMA PANCAKE MIX	F141	1,040.2										1,040.2	
BEL AIRE CAKE DECORATING PDT'S	F141	269.0	269.0										
BETTY CROCKER COOKIE MIX	F141	3,069.6	52.5					1,614.6			1,402.5		
BETTY CROCKER WRM DLGHTS DESSERTS	F141	11,562.0	3,296.3						5,393.1		2,868.5	4.2	

Multi-Media Service  
 AD \$ Summary Brand Index - PIB Sort  
 January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BISQUICK BAKING MIXES	F141	3,163.6	3,163.6						733.2	0.1		597.7	
BISQUICK HEART SMART BAKING MIXES	F141	1,351.4	20.4						24.1	2.0		18.0	
BISQUICK SHAKE N POUR BAKING MIXES	F141	677.7	633.7										
COOL WHIP LITE TPNG &JELL-O SGR/GLTN	F141	1,326.1	1,326.1										
COOL WHIP TOPPING	F141	10,128.8							4,641.9	985.9	467.4	2,838.6	1,194.9
COOL WHIP TOPPING & JELL-O GELATIN	F141	700.4	462.9	237.5									
COOL WHIP TOPPNG &JELL-O INSTNT PDNG	F141	3,205.4	2,734.4	471.0									
DUNCAN HINES BROWNIE MIX & FROSTING	F141	6,763.0	5,018.6	1,744.5									
GHIRARDELLI BAKING CHOCOLATE	F141	2,871.8	2,871.8										
GREEN&BLACKS CHOC BAKING MXS&INGRED	F141	289.1			3.3	285.8							
GUILTESS GRMT DSRT BWL BRWN&CK MXS	F141	328.1	328.1										
KING ARTHUR FLOUR	F141	663.7	480.0			5.4						178.3	
LUCKY LEAF PIE FILLING	F141	1,046.0	1,046.0										
MARTHA WHITE MUFFIN MIX	F141	1,027.7	724.4	303.3									
MASECA FLOUR	F141	250.6											250.6
NESTLE LA LECHERA CONDENSED MILK	F141	284.9							184.0			100.9	
PHILADELPHIA READY/EAT CHSCK FLNG	F141	3,451.0						40.0	2,369.1			1,041.8	
PILLSBURY BIG DELUXE RTB COOKIES	F141	3,570.0						1,509.5	0.2			2,060.4	
PILLSBURY HLWN CK KT READY/BAKE CK	F141	522.3						231.5	0.2			290.7	
PILLSBURY HOLIDAY CKS RTB COOKIES	F141	431.9						221.2	0.5			210.2	
PILLSBURY REFRIG PIE CRUSTS	F141	979.9						409.3				570.6	
PILLSBURY REFRIGERATED PASTRY	F141	5,446.8						2,530.8	301.6	66.8		2,547.6	
PILLSBURY SPREAD N BAKE REFRIG BRWN	F141	4,004.3						1,640.0	1.1			2,363.2	
REDDI-WIP TOPPING	F141	5,561.5						1,895.7	15.9	1,386.9	936.6	1,326.4	
SMUCKERS VAR TOPPINGS	F141	324.9		324.9									
HUNTS SNACKPACK PUDDING	F142	1,635.4							261.7			1,373.7	
JELL-O FRUIT PASSIONS GELATIN SNACKS	F142	7,743.7						3,935.5	785.1	588.7	2,434.4		
JELL-O GELATIN	F142	6,585.4	3,952.1	1,649.3					984.0				
JELL-O GELATIN SNACKS	F142	926.4	923.5									2.9	
JELL-O PUDDING SNACKS	F142	383.3	378.4						1.3			3.6	
JELL-O SUGAR FR GLTN&GLTN SNCKS	F142	5,622.2	1,254.4	237.5				2,269.2	55.4	467.1	1,307.1	31.5	
JELL-O SUGAR FREE GELATIN SNCKS	F142	1,216.6	178.0					635.5	38.3			364.8	
JELL-O SUGAR FREE INSTANT PDNG	F142	260.8	260.8										
JELL-O SUGAR FREE PUDDING SNACK	F142	13,466.6	4,429.3	237.5				4,493.3	199.8	1,029.9	3,076.8		
JELL-O VIGNETTE	F142	544.1							0.2			543.9	
GOYA SEASONINGS	F150	376.3							376.3				
HOLLAND HOUSE COOKING WINE	F150	758.8	758.8										
KERNEL SEASONS POPCORN SEASONING	F150	415.1	415.1										
KIKKOMAN TERIYAKI MARINADE&SAUCE	F150	4,184.5	4,184.5										
LAWRYS MARINADES	F150	309.0	309.0										
MCCORMICK CHILI SEASONING MIX	F150	447.8	447.8										
MCCORMICK GOURMET CLCTN BAY LEAVES	F150	661.0	661.0										
MCCORMICK GOURMET CLCTN SAIGON CNMN	F150	495.7	495.7										
MCCORMICK GOURMET CLCTN SMOKED PRK	F150	1,412.4	1,412.4										
MCCORMICK GOURMET CLCTN VAR SPICES	F150	569.2	569.2										
MCCORMICK GRILL MATES MARINADE	F150	2,736.9	1,993.8	743.0									
MCCORMICK GRILL MATES MRND&SNG MX	F150	335.6	335.6										
MCCORMICK GRILL MATES SPICE RUB	F150	3,053.6	3,053.6										
MCCORMICK GRINDERS	F150	6,785.2	2,833.2	226.9				1,672.6	0.3		2,052.2		
MCCORMICK ROASTING RUB SEASONINGS	F150	2,275.4	2,275.4										
MCCORMICK SEASON ALL SEASONED SALT	F150	397.5	397.5										
MCCORMICK SEASONING BAGS	F150	3,266.9	2,847.4	419.5									
MCCORMICK SEASONING PDTs	F150	5,702.7	4,829.4	873.3									
MCCORMICK SLOW COOKERS SEASONING MXS	F150	4,355.8	3,793.8	562.0									
MCCORMICK TACO SEASONING MIX	F150	1,719.6	1,058.0	661.5									
MCCORMICK VAR SPICES	F150	1,693.3	648.2	1,045.1									
MORTON COARSE KOSHER SALT	F150	794.3	794.3										
MORTON SALT	F150	605.1	578.4				26.7						
MORTON VAR SALT	F150	1,527.4	1,527.4										
MRS DASH 10 MINUTE MARINADE	F150	2,281.1	1,509.7	771.4									
MRS DASH SALT FREE SEASONINGS	F150	7,341.0	563.9					4,461.0	2.4	164.0	2,149.7		
SPICE HUNTER SPICES	F150	649.9	259.5								390.4		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SPICE ISLANDS SPICES	F150	789.9	774.8						15.1				
TONY CHACHERE SEASONINGS	F150	549.3							11.8		537.6		
WEBER GRILL CREATIONS MRND MX&SNG	F150	2,035.1	2,035.1										
WEBER GRILL CREATIONS SEASONING	F150	901.2	901.2										
A-1 STEAK SAUCE	F160	7,225.4							792.7		6,432.7		
CLAUSSEN REFRIGERATED PICKLES	F160	8,008.9	8,008.9										
DALES SEASONING SAUCES	F160	294.5							294.5				
FRANKS REDHOT BUFFALO WINGS SAUCE	F160	6,691.2	5,068.1	1,623.1									
FRENCHS CLASSIC YELLOW MUSTARD	F160	2,056.5						1,391.5	66.2	60.0	538.9		
FRENCHS SPICY BROWN MUSTARD	F160	3,272.4						1,764.8	153.4	104.0	1,250.3		
GOYA OLIVES	F160	364.8							364.8				
GOYA RECAITO & SOFRITO	F160	383.3							383.3				
GREY POUPON MUSTARD	F160	821.3	821.3										
HEINZ KETCHUP	F160	6,276.6			190.3	623.0		4,920.5	141.4		2.9	398.6	
KIKKOMAN CORP CP	F160	943.9	481.9		275.9	186.1							
KIKKOMAN TERIYAKI SAUCE	F160	277.5	277.5										
KIKKOMAN VAR SAUCE	F160	996.9	731.1		122.9	142.9							
LEA & PERRINS WORCESTERSHIRE SAUCE	F160	2,438.3	1,332.6	1,105.7									
NAKANO RICE VINEGAR	F160	591.6	591.6										
OPEN PIT BBQ SAUCE	F160	298.6										298.6	
REGINA VINEGAR	F160	398.4	398.4										
TABASCO CHIPOTLE SAUCE	F160	446.9	446.9										
TABASCO PEPPER SAUCE	F160	1,594.9	1,594.9										
TABASCO SAUCE	F160	1,835.8	589.4							746.4	500.0		
VLASIC PICKLES	F160	4,691.5	31.1					979.9	59.3	2,320.0	1,301.2		
BERTOLLI PASTA SAUCE	F170	6,895.0	5,635.9	1,259.2									
BERTOLLI VINEYARD PASTA SAUCE	F170	4,976.2	4,635.6	340.6									
BUITONI BRUSCHETTA	F170	3,433.1	3,433.1										
CHI-CHIS SALSA	F170	1,768.9	1,768.9										
FRANCESCO RINALDI PASTA SAUCE	F170	695.3	183.9						6.5	504.9			
GOYA TOMATO SAUCE	F170	416.5							416.5				
HERDEZ SALSA	F170	618.1							618.1				
HUNTS MANWICH SLOPPY JOE SAUCE	F170	8,113.7						3,991.2	49.0	283.8	3,789.7		
MCCORMICK GRAVY MIX & VAR SPICES	F170	1,705.3	1,285.8	419.5									
MCCORMICK GRAVY MIX&VAR SEASONINGS	F170	1,557.5	1,557.5										
MCCORMICK GRAVY MIXES	F170	797.8	797.8										
NEWMANS OWN PASTA SAUCE	F170	3,199.2	3,199.2										
PACE CHUNKY SALSA	F170	9,849.0						6,253.8	4.4	111.9	3,478.8		
PACE PICANTE SAUCE	F170	1,851.4						554.1	3.1	396.3	439.9		458.0
PIONEER BRAND GRAVY MIX	F170	366.2	366.2										
PREGO SPAGHETTI SAUCE	F170	29,203.9	10,012.0					9,354.1	353.6	4,800.0	4,659.4		24.9
PREGO VAR SAUCE	F170	298.4											298.4
RAGU OLD WORLD STYLE SPAGHETTI SAUCE	F170	7,235.8	6,087.7	1,148.1									
SANTA FE CHUNKY SALSA	F170	1,525.5	1,505.7						1.5	18.3			
SANTA FE SALSA	F170	640.9	640.9										
SANTA FE SALSA & CON QUESO	F170	1,948.5						746.5	240.1	611.9	350.0		
TOSTITOS DIPS	F170	5,835.4	5,835.4										
TOSTITOS SALSA	F170	13,617.9	12,427.3	1,190.6									
CLOROX FOOD PDT&HMB&BLDG SUPP	F190	2,566.1	2,566.1										
MCCORMICK FOOD PDTs	F190	3,230.7						1,598.8	1.5	33.2	1,597.2		
WALDEN FARMS FOOD PDTs	F190	696.5	583.3										113.1
CAMPBELLS CHUNKY FLY LD SOUP	F210	11,243.6	935.9					6,392.8	30.3	1,322.9	2,036.9		524.7
CAMPBELLS CHUNKY SOUP	F210	34,199.0	5,455.0	1,610.2	553.4			18,134.9	150.0	2,098.2	5,256.2		941.3
CAMPBELLS CHUNKY VAR SOUP	F210	952.2	952.2										
CAMPBELLS HEALTHY RQST MICRO SOUP	F210	692.6							24.9	163.6	504.2		
CAMPBELLS HEALTHY RQST SOUP	F210	14,586.1	7,859.8	372.1				3,878.0	97.5	888.6	1,490.2		
CAMPBELLS HLTHY RQST CHN MICRO SOUP	F210	2,179.3						1,617.9	24.6	328.4	208.5		
CAMPBELLS LOW SODIUM SOUP	F210	2,475.2	2,475.2										
CAMPBELLS LOW SODIUM&REDUCED FT SP	F210	532.0	387.3	144.7									
CAMPBELLS MICROWAVE SOUP	F210	2,796.9	22.5										
CAMPBELLS REG & LOW SODIUM SOUP	F210	14,044.2	10,586.6	3,457.6				1,853.8	26.7	194.5	699.5		
CAMPBELLS REG & REDUCED FAT SOUP	F210	10,807.2	8,523.9	2,283.4									

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
CAMPBELLS SELECT GLD LBL RTS SOUP	F210	16,278.1	3,183.9	5,087.5				5,066.0	128.6	870.4	1,941.7			
CAMPBELLS SELECT MICROWAVE SOUP	F210	3,360.4						2,086.3	52.1	492.1	729.8			
CAMPBELLS SELECT RTS SOUP	F210	8,734.4						6,027.6	38.8	910.9	1,757.1			
CAMPBELLS SELECT SOUP	F210	10,343.6	181.7	678.1				5,250.4	170.3	2,119.8	1,943.3			
CAMPBELLS SOUP	F210	99,149.1	16,214.8	2,866.3	168.1		9.2	39,397.4	1,999.9	8,409.4	23,310.7	6,702.6	70.7	
CAMPBELLS SOUP AT HAND MICRO SOUP	F210	11,264.1	3,372.5					5,617.0	65.6	151.3	2,057.8			
CAMPBELLS VAR MICROWAVE SOUPS	F210	13,541.2	5,558.2					5,672.1	8.1	288.3	2,014.5			
CAMPBELLS VAR SOUP	F210	14,482.5	1,212.5	3,835.2			23.7	7,192.0	38.6	316.5	1,455.4		408.7	
COLLEGE INN BROTH	F210	405.3			355.9				49.3					
HARLEM GLBTRTRS/CMPBLS	F210	2,300.9							2,300.9					
HEALTHY CHOICE SOUP	F210	1,527.0						834.5	77.9	75.0	539.7			
KITCHEN BASICS STOCK	F210	253.3									253.3			
MARUCHAN INSTANT SOUPS	F210	917.6							917.6					
MUIR GLEN ORGANIC SOUP	F210	1,975.3	1,975.3											
PROGRESSO HEALTHY FVRTS SOUP	F210	337.9	337.9											
PROGRESSO LIGHT SOUP	F210	8,536.2	2,400.1					2,906.5	710.0	6.7	2,512.9			
PROGRESSO SOUP	F210	28,127.2	225.8					7,912.1	14,009.3	59.2	5,920.9			
SWANSON BROTH	F210	32,678.4	9,407.4	5,074.1				8,214.4	88.9	3,767.3	6,021.0		105.2	
SWANSON ORGANIC BROTH	F210	256.4	256.4											
BACK/NATURE ORGANIC CHERRY VNL CRLS	F220	938.4	938.4											
CASCADIAN FARM ORGNC CNMIN RSN&OAT/GR	F220	3,078.6	3,078.6											
CASCADIAN FARM VAR CEREAL	F220	4,618.9	4,618.9											
GENERAL MILLS BERRY LUCKY CHARMS CRL	F220	1,082.5								1,082.5				
GENERAL MILLS CHEERIOS CEREAL	F220	33,946.7	3,972.4	602.1				7,746.2	17,844.3	96.5	3,685.3			
GENERAL MILLS CHOC LUCKY CHARMS CRL	F220	1,127.5									1,127.5			
GENERAL MILLS CINNAMON TST CRNCH CRL	F220	10,018.3								9,898.3		120.0		
GENERAL MILLS COCOA PUFFS CEREAL	F220	3,154.1									3,154.1			
GENERAL MILLS COOKIE CRISP CEREAL	F220	8,193.7									8,193.7			
GENERAL MILLS CURVES CEREAL	F220	11,367.0	132.7					1,367.8	7,626.4		2,240.1			
GENERAL MILLS FIBER ONE CEREAL	F220	5,398.9	2,230.0						3,168.8					
GENERAL MILLS FIBER ONE HONEY CLSTR	F220	1,682.4	1,420.3	262.1										
GENERAL MILLS FRUITY CHEERIOS CEREAL	F220	11,129.6						2,466.4	3,381.0		5,282.2			
GENERAL MILLS HONEY NUT CHEERIOS CRL	F220	39,789.4	248.4					13,728.2	14,972.2		10,840.5			
GENERAL MILLS LUCKY CHARMS CEREAL	F220	2,692.5							221.3		2,471.2			
GENERAL MILLS LUCKY CHRMS&CHOC/CHRMS	F220	522.6									522.6			
GENERAL MILLS MULTI-GRN CHEERIOS CRL	F220	603.4						40.6	521.6		41.1			
GENERAL MILLS OAT CLUSTER CHRHS CRNCH	F220	9,698.9	1,826.3					1,291.8	5,182.3		1,398.6			
GENERAL MILLS OATMEAL CRISP CEREAL	F220	1,746.7							1,746.7					
GENERAL MILLS REESES PF PNT BTR CRL	F220	9,003.0									9,003.0			
GENERAL MILLS TOTAL CEREAL	F220	5,098.2						1,296.0	2,646.4		1,155.8			
GENERAL MILLS TRIX CEREAL	F220	7,662.9									7,662.9			
GENERAL MILLS VAR CEREAL	F220	17,015.0	20.4				9.0	5,860.2	4,589.7		5,721.8	813.9		
GENERAL MILLS VAR LUCKY CHARMS CRLS	F220	7,658.3									7,658.3			
GENERAL MILLS VAR TOTAL CEREALS	F220	5,039.3						2,610.1	1,643.4	53.6	732.2			
GLUCERNA CRUNCHY FLAKES CEREALS	F220	5,034.2	5,034.2											
KASHI GOLEAN CRUNCH CEREAL	F220	2,326.8							731.8		1,595.0			
KASHI VAR CEREAL & GRANOLA BAR	F220	12,690.1							102.1	2,453.6		10,134.4		
KASHI VAR CEREALS	F220	1,183.5	1,183.5											
KELLOGGS ALL BRAN CEREAL	F220	7,230.7						4,134.3	285.6	968.1	1,842.7			
KELLOGGS ALL BRAN YOGURT BTS CRL	F220	16,045.6						9,056.8	277.9	4,144.5	2,566.4			
KELLOGGS APPLE JACKS CEREAL	F220	5,531.3						621.3	0.3	53.8	4,855.9			
KELLOGGS CHOC PEANUT BTR POPS CRL	F220	1,598.6						147.9	3.3	86.8	1,360.6			
KELLOGGS COCOA KRISPIES CEREAL	F220	1,070.6						180.9	3.0	52.4	834.3			
KELLOGGS COCOA KRISPIES CHC NL CR	F220	5,039.8						1,167.0	147.2	1,990.5	1,735.1			
KELLOGGS COLOSSAL FROOT LOOPS CRL	F220	2,939.6							283.7	2.1	99.9	2,553.9		
KELLOGGS CORN FLAKES&FRSTD MN/CRL	F220	572.5							41.1	0.2	2.8	528.4		
KELLOGGS CORN POPS CEREAL	F220	267.4	267.4											
KELLOGGS EGGO CEREAL	F220	2,671.0						501.6	0.2	18.2	2,151.1			
KELLOGGS FROOT LOOPS CEREAL	F220	3,637.7							441.1	1.3	56.9	3,138.3		
KELLOGGS FROOT LOOPS SMOOTHIE CRL	F220	3,921.1	424.3						335.3	1.4	20.7	3,139.4		
KELLOGGS FROOT LOOPS STRBRS CRL	F220	1,594.4							169.4	4.2	24.8	1,395.9		
	F220	1,926.6							233.5	3.1	58.1	1,631.9		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
KELLOGGS FROSTED FLAKES CEREAL	F220	9,534.0	2,014.2					930.0	11.1	121.1	6,223.2		234.4
KELLOGGS FROSTED MINI-WHEATS CRL	F220	50,221.8	10,162.9					18,563.8	947.2	12,111.7	8,436.2		
KELLOGGS NUTRI-GRAIN FRUIT&NUT BARS	F220	12,967.3	12,967.3										
KELLOGGS RAISIN BRAN CRUNCH CRL	F220	34,950.8						14,734.5	135.9	10,865.1	9,215.3		
KELLOGGS RICE KRISPIES CEREAL	F220	12,919.9	1,266.5					4,652.3	163.9	1,387.7	5,147.1	302.5	
KELLOGGS RICE KRISPIES/STRWBRS	F220	13,716.0	1,529.1					5,418.5	101.5	2,123.2	4,543.7		
KELLOGGS SMART START CEREAL	F220	30,090.8	538.3					21,074.9	458.6	50.2	7,968.9		
KELLOGGS SMART START HEALTHY HRT	F220	10,129.7	10,129.7										
KELLOGGS SPECIAL K CEREAL	F220	941.9	338.7				402.1		0.9		2.6		197.6
KELLOGGS SPECIAL K CHOCOLATEY/CRL	F220	18,026.7	712.1					6,822.7	538.5	6,911.1	3,042.4		
KELLOGGS SPECIAL K RED BERRIES	F220	10,353.7	1,850.0					5,633.1	220.6	855.0	1,795.1		
KELLOGGS VAR CEREAL	F220	7,032.0	1,313.7		131.3		105.6	844.8	203.6	417.2	4,015.9		
KELLOGGS VAR SPECIAL K CEREALS	F220	292.5	292.5										
KELLOGGS VIGNETTE	F220	372.1						57.0	2.3	10.7	302.1		
MALT-O-MEAL VAR CEREALS	F220	670.9	61.2		65.6				383.7		110.2		50.2
NATURE VALLEY CEREAL	F220	16,237.2	2,071.8					2,110.2	7,407.4		4,647.8		
NATURES PATH INSTANT OATMEAL	F220	291.6	291.6										
NATURES PATH ORGANIC SMART BRAN CRL	F220	410.7	410.7										
POST BAMM-BAMM BERRY PBL CRL	F220	1,292.3						39.5			1,252.8		
POST BLUEBERRY MORNING CEREAL	F220	4,101.5	4,101.5										
POST CHOCOLATE HONEYCOMB CRL	F220	2,155.6						83.0	0.1		2,072.4		
POST CINNAMON SHRD WHT CRL	F220	1,105.5	1,105.5										
POST COCOA PEBBLES CEREAL	F220	5,243.6						1,092.8	399.1	59.4	3,692.3		
POST CRANBERRY ALMND CRN CRL	F220	3,171.8	3,171.8										
POST FRUITY PEBBLES CEREAL	F220	7,570.8	2,290.6					274.9	3.4		4,701.9	300.0	
POST GRAPE NUTS TRL MX CRNCH	F220	2,652.5						1,156.1	515.3	49.0	932.1		
POST GREAT GRAINS CEREAL	F220	2,763.2	2,763.2										
POST HONEY BUNCHES/OATS CRL	F220	26,658.1	3,844.6	466.9				6,255.2	4,894.0	2,280.8	8,916.7		
POST HONEY NUT SHREDDED WHEAT	F220	4,766.9	4,766.9										
POST HONEYCOMB CEREAL	F220	6,017.1						306.1	0.2		5,248.8	462.0	
POST SHREDDED WHEAT CEREAL	F220	12,381.5	7,776.2					1,797.9	986.1	699.9	1,121.4		
POST VAR CEREAL	F220	902.0	902.0										
POST VAR SHREDDED WHEAT CRL	F220	2,776.9	2,776.4						0.5		0.0		
POST VIGNETTE	F220	715.3									715.3		
QUAKER CAPN CRNCH CHC CRNCH CRL	F220	2,024.3						650.7			1,373.6		
QUAKER CAPN CRNCH CRNCHBRRS CRL	F220	1,194.8						518.1	0.1		676.6		
QUAKER CAPN CRNCH PNT BTR CRNCH	F220	1,943.8						505.1	0.1		1,438.7		
QUAKER CINNAMON LIFE CEREAL	F220	5,057.8	412.2					2,408.7	2.3	404.7	1,829.8		
QUAKER INST&OLD FASHND OATS CRL	F220	1,843.7	1,612.7	231.0									
QUAKER INSTANT OATMEAL	F220	20,455.9	6,596.4	494.9				8,831.8	31.2	943.7	3,557.8		
QUAKER LIFE CEREAL	F220	1,727.6	836.4					745.4	0.2		145.7		
QUAKER LIFE CHOC OAT CRUNCH CRL	F220	11,939.8	3,573.7					5,676.6	5.7	771.8	1,912.0		
QUAKER OATMEAL & OATS	F220	281.2	242.4		38.9								
QUAKER OATMEAL CRUNCH CEREAL	F220	3,473.6	2,938.5	535.1									
QUAKER ORIGINAL & INSTANT CRL	F220	2,661.2						1,224.3	1.1	46.5	1,343.8	45.5	
QUAKER ORIGINAL OATS CEREAL	F220	5,311.1						2,827.4	10.5	641.7	1,831.5		
QUAKER SIMPLE HARVEST HOT CRL	F220	12,028.3	3,302.8					5,332.8	4.3	375.0	3,013.4		
QUAKER VAR CEREAL	F220	2,555.7	2,314.7	232.1	8.9								
QUAKER VAR OATMEALS	F220	7,371.7						5,152.5	3.7	324.2	1,891.3		
QUAKER WEIGHT CONTROL INST OATMEAL	F220	11,162.8	5,972.7					3,676.4	17.0	253.5	1,243.2		
WEIGHT WATCHERS VAR CEREAL	F220	789.2	789.2										
BEECH-NUT BABY FOOD	F240	5,441.1	5,441.1										
EARTHS BEST VAR BABY FOOD	F240	1,189.0	1,189.0										
ENFAMIL LIPIL FORMULA	F240	1,869.3	1,869.3										
ENFAMIL VAR BABY FOOD	F240	1,013.3	1,013.3										
GERBER BABY FOOD	F240	1,850.9	40.8					404.3	116.3	967.1	322.4		
GERBER GRADUATES LIL ENTREES	F240	3,507.2	1,370.0					630.7	33.5	202.5	1,270.6		
GERBER GRADUATES PASTA PICK-UPS	F240	2,849.7						949.0	37.6	314.9	1,548.3		
GERBER ORGANIC VAR BABY FOOD	F240	2,782.8	44.3					671.9	448.4	1,051.6	566.7		
GERBER PDT'S CORP CP	F240	4,137.3						1,209.4	41.9	1,858.8	1,027.2		
GERBER WITH DHA BABY CEREAL & PUREES	F240	1,087.5	20.4					135.8	283.0	441.5	206.8		
GERBER WITH DHA BABY FOOD	F240	1,714.1						499.0	22.3	675.8	517.0		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ISOMIL ADVANCE FORMULA	F240	426.0	426.0						0.6				
NESTLE GOOD START SPRM NAT CLTRS FRM	F240	3,446.1	3,445.6										
NESTLE GOOD START SUPREME FRML	F240	11,617.6	3,029.3					2,647.6	171.5	1,359.6	4,409.6		
SIMILAC ADVANCE FORMULA	F240	4,509.6	4,509.6										
SIMILAC GO & GROW FORMULA	F240	2,338.7	2,338.7										
SIMILAC ORGANIC FORMULA	F240	1,466.8	1,466.8										
SIMILAC SENSITIVE FORMULA	F240	758.8	758.8										
SIMILAC SENSITIVE RS FORMULA	F240	764.3	764.3										
BARILLA PASTA	F250	6,583.6	2,795.9					58.0	3,720.4	9.3			
BARILLA PASTA & SAUCE	F250	340.6		340.6									
BARILLA PLUS PASTA	F250	6,519.8	5,356.9						1,162.9				
BUITONI FETTUCCINE & PESTO SAUCE	F250	317.1	317.1										
BUITONI PASTA	F250	637.1	637.1										
BUITONI RAVIOLI	F250	1,830.7	1,830.7										
BUITONI VAR PASTA & PASTA SAUCE	F250	10,640.2	233.8					2,150.5	2,128.2	3,166.5	2,906.0		55.2
CAMPBELLS SPAGHETTI OS PASTA	F250	2,249.6	2,249.6										
CHEF BOYARDEE MACARONI&CHEESE DINNER	F250	2,412.0	2,412.0										
CHEF BOYARDEE MICROWAVE MEALS	F250	2,530.7						129.3			2,401.4		
CHEF BOYARDEE RAVIOLI	F250	4,919.4						579.2	100.4		4,239.8		
DREAMFIELDS PASTA	F250	4,327.5	4,327.5										
KNORR LIPTON PASTA SIDES SIDE DISHES	F250	4,747.8	4,301.3	446.5									
KNORR SIDES PLUS VEGGIES SIDE DISHES	F250	14,940.8	12,445.4	2,495.3									
KRAFT BISTRO DELUXE MACARONI&CHS DNR	F250	7,284.1	6,253.7	1,030.4									
KRAFT DELUXE LIGHT MACARONI&CHS DNNR	F250	262.7											262.7
KRAFT DELUXE MACARONI&CHEESE DINNER	F250	519.7	455.4										64.3
KRAFT EASY MAC MACARONI&CHEESE DNR	F250	411.6							3.7		407.9		
KRAFT MACARONI & CHEESE DINNER	F250	24,904.4	9,581.9					1,907.2	1,670.8	736.0	10,264.4		744.1
KRAFT VELVEETA MACARONI&CHEESE DNR	F250	8,192.4	7,815.3	377.1									
MUELLERS PASTA	F250	279.1							279.1				
PASTA RONI NATURES WAY &RC/RN NTR WY	F250	6,999.1						3,547.7	25.8	1,354.4	2,071.2		
PASTA RONI NATURES WAY PASTA MIXES	F250	1,892.0	1,892.0										
RONZONI HEALTHY HARVEST PASTA	F250	4,172.6	2,313.6										1,859.0
RONZONI SMART TASTE PASTA	F250	4,051.4	2,530.3					326.8	0.1		1,194.2		
SPAGHETTOS CANNED PASTA	F250	2,836.7						423.3	0.2		2,413.2		
BAGEL BITES FROZEN SNACKS	F260	7,470.1	7,466.0						4.1				
BANQUET CROCK-POT CLSCS FRZN ENTREE	F260	340.4	340.4										
BERTOLLI FROZEN DINNERS	F260	4,279.7						1,516.8	261.2	534.0	1,967.7		
BERTOLLI FROZEN ENTREES	F260	15,921.1						5,616.3	44.8	2,433.8	7,826.1		
BETTY CROCKER HMBRGR HLP DINNER	F260	16,792.4	15,651.3	1,141.1									
BETTY CROCKER HMBRGR HLP MICRO SNGLS	F260	25,447.0	5,298.3	1,396.1				5,371.1	583.1	120.5	11,411.2		1,266.8
BOCA FROZEN BREAKFAST WRAPS	F260	4,277.7	142.8					760.5	0.0		3,374.3		
BUCA DINNERS & ENTREES	F260	1,647.2	1,647.2										
BUSHS HOMESTYLE CHILI	F260	317.2		317.2									
CALIFORNIA PIZZA KITCHEN FROZEN PZ	F260	4,101.9	1,437.2	229.4				1,585.9	18.0		831.3		
CAMPBELLS CHUNKY CHILI	F260	3,266.7	3,266.7										
CONTESSA FROZEN ENTREES	F260	2,586.6	2,586.6										
DIGIORNO FROZEN PIZZA	F260	4,804.6	3,230.5										1,574.1
DIGIORNO HARVEST WHEAT FROZEN PIZZA	F260	18,993.6	35.0				6.1	10,732.7	1,518.3	815.3	5,886.2		
DIGIORNO ULTIMATE FROZEN PIZZA	F260	2,062.2	2,062.2										
DINTY MOORE STEW	F260	10,831.8						4,374.5	554.7	430.8	5,471.8		
FRESCHETTA FROZEN PIZZA	F260	1,471.5	1,471.5										
HEALTHY CHOICE CF STMRS FROZEN ENTRS	F260	352.9	352.9										
HEALTHY CHOICE FROZEN DINNERS	F260	11,443.9						6,918.4	558.1	1,404.9	2,562.5		
HEALTHY CHOICE FROZEN PANINI	F260	4,141.1	4,137.3										3.8
HORMEL CHILI	F260	3,224.3						1,877.7	256.3	131.1	959.2		
HORMEL COMPLEATS MICROWAVE MEALS	F260	4,053.1	4,053.1										
HOT POCKETS CALZONE FROZEN ENTREES	F260	3,268.1							3.8		3,264.2		
HOT POCKETS FROZEN ENTREES	F260	8,156.6						3,068.1	105.8	2,048.3	2,934.4		
JIMMY DEAN BRKFST BWLS FROZEN ENTREE	F260	13,982.2						5,439.6	291.4	2,911.2	5,340.0		
JIMMY DEAN CROISSANT SANDWICH	F260	4,694.9						2,900.6	389.9	10.6	1,393.8		
JIMMY DEAN D-LIGHTS BREAKFAST SNDWCH	F260	3,908.5						2,341.5	367.8		1,057.5	141.6	
	F260	4,941.9	1,575.4		3.6			2,181.2	446.9		734.7		

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
JIMMY DEAN SKILLET FROZEN BREAKFAST	F260	6,937.9						4,184.8	924.9		1,723.4		104.8
JIMMY DEAN VAR SANDWICHES	F260	730.8											730.8
KID CUISINE FROZEN DINNERS	F260	9,779.8	873.0					3,343.3	0.3		5,563.2		
KRAFT EASY MAC MICRO MAC&CHEESE CUP	F260	4,965.9						3,543.6	170.6	145.9	1,105.9		
LEAN CUISINE CAFE CLSC FRZN ENTR'S	F260	379.5							3.8	16.9	358.9		
LEAN CUISINE FROZEN ENTREES	F260	12,369.0	4,102.9					3,902.5	76.9	3,221.4	1,065.3		
LEAN CUISINE FROZEN PANINI	F260	13,874.7	3,897.5					5,959.5	150.5	1,516.1	2,351.1		
LEAN CUISINE SPA CUISINE FRZN ENTR'S	F260	6,285.9	1,003.4					3,394.2	118.5	678.4	1,023.5		67.8
LEAN CUISINE/ENTR &SKINNY COW/SNDWCH	F260	921.1	921.1										
LEAN POCKETS FROZEN ENTREES	F260	9,174.6	4,851.4					704.7	45.7	1,272.9	2,299.8		
MARIE CALLENDERS CRCK PT FRZN ENTR'S	F260	1,517.8						793.2	498.0		226.6		
MARIE CALLENDERS FROZEN ENTREES	F260	290.6											290.6
MARIE CALLENDERS FROZEN POT PIES	F260	9,114.3						4,958.8	1,475.5	681.9	1,998.1		
MICHELINAS FROZEN ENTREES	F260	252.1	252.1										
ON-COR FROZEN ENTREES	F260	728.8							627.5				101.4
ON-COR FROZEN PIZZA POP EMS	F260	364.3							364.3				
RED BARON FROZEN PIZZA	F260	363.7	352.9						10.8				
SHEDDS COUNTRY CROCK SIDE DISHES	F260	17,963.8	9,670.3	423.2				4,983.3	39.9	1,552.4	1,294.7		
SMART ONES FROZEN DESSERT & ENTREES	F260	328.1	328.1										
SMART ONES FROZEN ENTREES	F260	8,884.3	8,884.3										
SMUCKERS UNCRUSTABLES FRZN SANDWICH	F260	7,267.4	6,089.7										1,177.7
SOUTH BEACH DIET FROZEN ENTREES	F260	10,632.2	10,140.3						230.6	18.5	242.8		
SOUTH BEACH DIET MICROWAVE PIZZA	F260	5,238.4	2,855.1	233.5				1,201.2	557.5	381.5	9.6		
STOUFFERS CORNER BISTRO FRZN ENTREES	F260	418.4	241.4						64.9				112.2
STOUFFERS CORNER BISTRO FRZN FLTBRDS	F260	9,251.8	20.4					6,081.7	472.6	116.8	2,560.3		
STOUFFERS CORNER BISTRO FRZN PANINI	F260	21,459.6	4,563.9					9,913.2	1,357.8	139.7	5,388.4		96.6
STOUFFERS FROZEN DINNERS	F260	1,525.0	1,525.0										
STOUFFERS FROZEN ENTREES	F260	6,019.2	5,972.5						46.7				
STOUFFERS HOMESTYLE FROZEN DINNERS	F260	1,855.0	1,855.0										
SWANSON HUNGRY MAN FROZEN DINNERS	F260	2,924.9						335.1	52.0	1,278.4	1,259.4		
TOMBSTONE FROZEN PIZZA	F260	1,985.9	849.4	245.6					890.8				
TOTINOS FROZEN MEGA PIZZA ROLLS	F260	3,209.1	188.5					756.7	1,018.0		1,245.9		
TOTINOS FROZEN PIZZA ROLLS	F260	9,844.9	671.1					4,347.8	362.2		4,463.8		
WHITE CASTLE FROZEN MICRO BURGERS	F260	2,439.9						2,439.9					
WOLF BRAND CHILI	F260	367.6							367.6				
SMUCKERS JAMS & JELLIES	F270	757.2	45.3		261.4		357.2						93.3
SMUCKERS JAMS & PRESERVES	F270	7,321.9						4,650.1	133.4	1,368.6	1,169.7		
SMUCKERS JELLIES & PRESERVES	F270	1,167.8						419.5	2.9	270.6	200.9		274.0
SMUCKERS PRESERVES	F270	921.5						163.8	720.1		37.5		
SMUCKERS STARS ON ICE	F270	1,565.9		255.5		19.6		53.2	1,202.8	34.8			
SMUCKERS SUGAR FREE PRSRVS	F270	10,125.2	6,901.4		1,185.9			1,352.8	15.2	179.6	305.0		185.3
SMUCKERS SUGAR FREE PRSRVS&SYRP	F270	624.0	599.9		24.1								
JIF PEANUT BUTTER	F280	19,042.4						6,968.6	2,661.1	4,674.6	4,464.2		274.0
JIF PEANUT BUTTER & SMUCKERS	F280	4,005.5						1,367.1	47.9	1,591.5	899.0		100.0
JIF TO-GO SNACK CUPS PEANUT BUTTER	F280	2,774.6	2,053.1	297.6									423.9
SKIPPY PEANUT BUTTER	F280	451.4	451.4										
SMART BALANCE OMEGA PEANUT BUTTER	F280	859.0								859.0			
COUNTRY CROCK PREPARED FOODS	F290	375.2											375.2
KELLOGGS VAR SPECIAL K PDT'S	F290	4,773.5	4,773.5										
LUNCHABLES CHICKEN DUNKS	F290	2,923.2						263.8	0.1		2,659.3		
LUNCHABLES JR LUNCH COMBOS	F290	5,897.2	5,897.2										
LUNCHABLES MAXED OUT LUNCH COMBOS	F290	22,079.7	13,568.2	3,633.8				170.9	900.9		3,806.0		
LUNCHABLES MINI LUNCH COMBOS	F290	2,426.1						196.1			2,230.0		
OSCAR MAYER FOODS CORP CP	F290	1,011.0						56.4			954.6		
AMERICAN DAIRY ASSN MILK	F311	31,924.1						553.8	5.7	491.7	272.0		
AMERICAN EGG BOARD	F311	9,003.0	1,304.0					43.4	15,323.4	3,358.7	4,039.1	9,159.5	
AMERICAS DRY FRMRS&PRCSR MILK	F311	711.4					711.4	64.9	3,186.4	104.4	2,071.5	1,274.0	997.8
BORDEN MILK	F311	671.0						57.0		614.0			
BREAKSTONES SOUR CREAM	F311	4,967.5	4,364.9	602.6									
CALIFORNIA FLD MLK PRCR MILK	F311	10,329.7								10,329.7			
CALIFORNIA MILK ADVR BRD MILK	F311	7,960.5	97.2	168.2	1,375.2			522.1	2,253.2	1,086.0	2,458.6		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CALIFORNIA MILK PRODUCER MILK	F311	409.6	184.9		224.7								
CHALLENGE DAIRY BUTTER	F311	1,695.8	1,695.8										
DAISY SOUR CREAM	F311	10,799.1	2,602.7					3,908.6	8.4		4,279.3		
DANNON ACTIVIA YOGURT	F311	45,577.6						27,556.9	1,858.7	5,385.3	10,755.1		21.6
DANNON DANACTIVE DAIRY DRINK	F311	33,030.3						20,184.9	3,820.4	2,900.7	6,124.3		
DANNON DANIMALS DRINKABLE YOGURT	F311	3,966.0						902.5	642.8		2,420.6		
DANNON DANIMALS XTREME DRNKBL YGRT	F311	2,101.4						516.9	0.0		1,584.5		
DANNON LIGHT N FIT YOGURT	F311	6,772.8						3,620.4	553.8	792.8	1,805.9		
DEANS MILK	F311	294.4								294.4			
EGGLANDS BEST EGGS	F311	20,074.3	9,867.8					665.0	908.8	6,758.8	1,874.0		
FAGE TOTAL YOGURT	F311	1,358.6	1,228.2				130.3						
FRENDSHIP SOUR CREAM	F311	724.6							724.6				
GOYA COCONUT MILK	F311	321.2							321.2				
HOOD EGGNOG	F311	372.6		277.1							95.5		
HOOD MILK	F311	518.2			182.0				336.1				
HOOD SIMPLY SMART LW FT MLK&LW/CHOC	F311	1,267.7							1,267.7				
HORIZON ORGANIC DAIRY PDTs	F311	1,536.0	1,372.9										163.1
HORIZON ORGANIC LOWFAT YOGURT	F311	524.2	524.2										
HORIZON ORGANIC MILK	F311	6,705.5	6,699.6						5.9				
HORIZON ORGANIC REG & CHOCOLATE MILK	F311	612.5	612.5										
KERRYGOLD BUTTER	F311	1,203.2	1,203.2										
KERRYGOLD BUTTER & CHEESE	F311	523.5	523.5										
KNUDSEEN HAMPSHIRE SOUR CREAM	F311	620.7	620.7										
LACTAID MILK	F311	3,035.9	85.3						1,737.4		96.1		1,117.1
LAND O LAKES BUTTER	F311	18,653.8	11,122.3	4,956.4					340.7		299.0		1,935.4
LAND O LAKES FAT FREE HALF & HALF	F311	659.7	319.1	340.6									
MAYFIELD NURTURE LOW FAT MILK	F311	1,157.8							1,157.8				
MIDWEST DAIRY ASSN MILK	F311	595.5											595.5
MOUNTAIN HIGH YOGHURT	F311	979.7	574.1						405.6				
MUSCLE MILK CHOCOLATE MILK	F311	1,078.3	1,046.2						32.0	0.0			
NATIONAL FLUID MLK PRCSR MILK	F311	15,362.7	14,277.1		1,085.6								
NATURES BEST MICELLAR MILK	F311	387.0	387.0										
NESTLE NESQUIK CHOCOLATE MILK	F311	1,312.9	152.1				452.3		708.5				
NESTLE NESQUIK VAR FLAVORED MILK	F311	399.7											399.7
OBERWEIS DAIRY CHOC&REG MILK	F311	518.0							518.0				
ORGANIC COW MILK	F311	937.3	937.3										
PROMISE ACTIV SPRSHTS RTS FRT&YGRT	F311	30,284.6	12,149.9	2,585.0				11,817.4	110.5	329.8	3,292.0		
REAL CA MILK	F311	351.3			351.3								
SMART BALANCE SKIM MILK	F311	722.0							722.0				
STONYFIELD FARM FT FR YGRT&LGHT SMTH	F311	445.2	445.2										
TRIX YOGURT	F311	7,670.4	62.7								7,607.7		
TUSCAN MILK	F311	461.0							461.0				
UNITED DAIRY FARMERS MILK PDTs	F311	704.2					34.3						670.0
UNITED DAIRY IND OF MI MILK	F311	1,095.3											1,095.3
WEIGHT WATCHERS YOGURT	F311	3,495.2	3,495.2										
WISCONSIN MILK MKTG BRD BUTTER	F311	2,647.0	2,647.0										
YOPLAIT FIZZIX YOGURT	F311	1,959.3								1,959.3			
YOPLAIT GO-GURT YOGURT	F311	8,324.1								8,324.1			
YOPLAIT KIDS DRINKABLE YOGURT	F311	1,888.0	1,888.0										
YOPLAIT LIGHT YOGURT	F311	52,220.3						19,500.5	21,515.9	4.6	11,199.3		
YOPLAIT USA CO CP	F311	399.6	399.6										
YOPLAIT WHIPS YOGURT	F311	5,218.7						3,068.9	1.8		2,148.0		
YOPLAIT YO PLUS YOGURT	F311	11,415.6	145.3					4,028.6	5,760.6		1,481.1		
YOPLAIT YOGURT	F311	17,649.8	363.9					8,525.5	2,917.8		5,815.6		26.9
ALPINE LACE	F312	359.7											359.7
ALPINE LACE CHEESE	F312	1,370.4											1,370.4
BOARS HEAD CHEESE & LUNCH MEAT	F312	1,187.3							1,187.3				
BORDEN SINGLE CHEESE SLICES	F312	3,700.7	3,700.7										
BOURNS CHEESE & MIAILLE MUSTARD	F312	649.3	649.3										
BREAKSTONE LIVE ACTIVE COTTAGE CHS	F312	1,962.7							1,962.7				
BREAKSTONES COTTAGE DBLS COTTAGE CHS	F312	2,736.7	135.0						2,601.7				
CABOT CREAMERY CHEESE	F312	1,195.1			66.8				1,128.3				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CABOT-VT VAR CHEESE	F312	1,211.3	1,211.3										
CACIQUE CHEESE	F312	4,236.1											4,236.1
CALIFORNIA MILK ADVR BRD CHEESE	F312	12,460.7					239.6	3,765.7	2,449.6	536.4	3,925.4		1,544.0
DAISY COTTAGE CHEESE	F312	1,362.6							1,362.6				
GRANA PADANO CHEESE	F312	250.8	250.8										
ILE DE FRANCE CHEESE	F312	308.6	308.6										
JARLSBERG CHEESE	F312	637.6	637.6										
JARLSBERG LIGHT CHEESE	F312	607.7	607.7										
KERRYGOLD CHEESE	F312	1,392.1	1,392.1										
KNUDSEN COTTAGE DOUBLES COTTAGE CHS	F312	976.0						976.0					
KNUDSEN LIVE ACTIVE COTTAGE CHEESE	F312	283.0						283.0					
KRAFT CHEESE	F312	2,044.9	1,504.0	237.5					12.2	11.7	82.6		196.8
KRAFT CHEESE CRUMBLES	F312	2,571.6							675.5		1,896.2		
KRAFT DELI DELUXE CHEESE SLICES	F312	3,570.7	3,337.3	233.5									
KRAFT GRATE-IT-FRESH GRATED CHEESE	F312	3,898.5	3,770.1						128.5				
KRAFT LIVEACTIVE CHEESE	F312	8,934.0	1,505.0	1,414.7				1,580.7	2,906.9	537.2	989.5		
KRAFT RED FAT SHREDDED CHEESE	F312	7,884.5	7,884.5										
KRAFT SELECT CHEESE SLICES	F312	5,172.5	3,775.1	1,397.4									
KRAFT SHREDDED CHEESE	F312	3,355.3							3,327.1		28.2		
KRAFT SINGLES CHEESE SLICES	F312	17,462.7	688.4					6,077.0	5,480.8	1,810.0	3,406.5		
KRAFT SINGLES RED FAT CHEESE SLICES	F312	2,772.0	2,772.0										
KRAFT SINGLES/CALCI-3 CHEESE SLICES	F312	2,940.5	2,940.5										
KRAFT VAR CHEESE	F312	388.8											388.8
KRAFT VELVEETA CHEESE	F312	3,429.9	1,046.8	324.9					857.5		1,200.7		
LALA CHEESE	F312	1,226.9							444.8				782.1
LAND O LAKES CHEESE	F312	3,822.9											3,822.9
LAUGHING COW LIGHT CHEESE	F312	5,248.6	5,248.6										
MINI BABYBEL CHEESE	F312	2,892.6						62.9	280.1		2,549.5		
PARMIGIANO-REGGIANO CHS & PRST/PRM HM	F312	477.6	242.6		235.0								
PHILADELPHIA CREAM CHEESE	F312	7,991.6	5,659.5	1,546.9					706.1				79.2
PHILADELPHIA CREAM CHEESE SPREAD	F312	10,517.7							8,542.2	1,975.5			
PROSCIUTTO DI PARMA CHEESE & HAM	F312	267.5	267.5										
SARGENTO CHEF STYLE/CHS & DL STYL/CHS	F312	1,118.5	1,118.5										
SARGENTO SHREDDED & SLICED CHEESE	F312	7,384.9							1,725.9	33.4	1,381.6	4,244.0	
TILLAMOOK CHEESE	F312	2,224.1	2,224.1										
WISCONSIN MILK MKTG BRD CHEESE	F312	4,105.4	4,082.5						23.0				
BLUE BELL ICE CREAM	F313	4,510.9			3.9				4,507.0				
BLUE BELL ICE CREAM & NOVELTIES	F313	483.5							483.5				
BREYERS ALL NATURAL ICE CREAM	F313	6,575.8	4,380.6	2,195.2									
BREYERS FREE DOUBLE CHURNED/CRM	F313	6,740.8							4,009.1	32.1	1,740.2	959.4	
BREYERS LT DOUBLE CHURNED IC CRM	F313	3,087.5							314.9	43.9	2,458.9	269.8	
DIBS ICE CREAM SNACKS	F313	5,382.4							2,552.4	192.6	1,198.5	1,438.9	
DIPPIN DOTS ICE CREAM	F313	972.9	969.8		3.1								
DOVE ICE CREAM	F313	2,497.3	2,268.6	228.7									
DOVE ICE CREAM BARS	F313	3,818.9	3,590.2	228.7									
EDYS DIBS ICE CREAM SNACKS	F313	3,678.5							2,975.2	167.8	403.0	132.5	
EDYS SLOW CHURNED LIGHT ICE CREAM	F313	15,492.1	283.3						14,608.5	9.7			590.6
HAAGEN-DAZS ICE CREAM	F313	4,115.1	3,877.4	237.7									
HAAGEN-DAZS LIGHT ICE CREAM	F313	1,664.6	1,515.5							149.1			
HOOD NEW ENGLAND CRMRY ICE CREAM	F313	715.8			7.8					708.0			
KLONDIKE ICE CREAM BARS	F313	2,924.0								2,596.9	1.2	318.2	7.8
POPSICLE FROZEN TREATS	F313	1,922.0										1,922.0	
POPSICLE SUGAR FREE FRZN NVLTS	F313	997.4	997.4										
SARA LEE ICE CREAM	F313	337.9	337.9										
SKINNY COW LOW FAT ICE CREAM	F313	416.2	416.2										
SKINNY COW LOW FAT ICE CREAM BARS	F313	1,408.4	1,408.4										
SKINNY COW LOW FAT ICE CREAM CONES	F313	1,243.7	1,243.7										
SKINNY COW LOW FAT ICE CRM SNDWCHS	F313	1,918.2	1,918.2										
SMART ONES FROZEN DESSERT	F313	2,042.8	2,042.8										
TURKEY HILL DUETTO ICE CREAM	F313	967.0			34.7					932.3			
TURKEY HILL ICE CREAM	F313	601.8								397.8	187.5	16.5	
WEIGHT WATCHERS FROZEN BARS	F313	401.5	401.5										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WEIGHT WATCHERS ICE CREAM BAR	F313	1,358.9	1,358.9										
WEIGHT WATCHERS ICE CREAM SANDWICHES	F313	652.4	652.4										
WELLS BLUE BUNNY FROZEN TREATS	F313	1,912.5							1,912.5				
WELLS BLUE BUNNY ICE CREAM	F313	2,351.0							2,315.9			35.1	
WELLS BLUE BUNNY PRSNLS ICE CREAM	F313	1,387.9							1,387.9				
8TH CONTINENT FLAVORED SOY MILK	F314	1,314.1	1,314.1										
8TH CONTINENT LT FLAVORED SOY MILK	F314	7,700.8	7,700.8										
COFFEE-MATE LIQUID NON-DAIRY CREAMER	F314	15,712.5	4,239.3					6,801.5	588.8	1,168.4	2,914.5		
COFFEE-MATE NON-DAIRY CREAMER	F314	6,246.4	5,434.4						0.2		0.2		811.6
COFFEE-MATE REG & LIQ NON-DAIRY CRM	F314	660.2							354.5	6.5	104.2	195.1	
EGG BEATERS EGG SUBSTITUTE	F314	20,329.3	12,951.3	5,655.3	782.7		288.2						651.9
GALAXY VEGGIE SHREDS &/SLICES CHEESE	F314	1,001.6	1,001.6										
INTL DELIGHT FLAVORED NONDAIRY CRM	F314	10,435.5	8,905.2		26.8			429.3			1,074.2		
SILK CHOCOLATE SOY MILK	F314	451.1	451.1										
SILK LIGHT SOY MILK	F314	885.3	885.3										
SILK PLUS FIBER &OMEGA-3 DHA SOY MLK	F314	5,230.5	5,230.5										
SILK SOY MILK	F314	14,260.6	1,800.9				95.6	5,329.1	276.9	991.9	5,766.1		
AMERICAN DAIRY ASSN DAIRY PDT	F319	1,110.9			5.7				540.1		8.6		556.6
ANDERSON ERICKSON DAIRY PDT	F319	311.0					209.0		72.5				29.4
BUTTER BUDS MIX & SPRINKLES	F319	306.6	306.6										
DAIRY FARMERS OF WA	F319	250.0							22.4				227.6
DAIRY MAX DAIRY PDT	F319	767.0											767.0
DARIGOLD DAIRY PDT	F319	334.3					1.8						332.6
KEMPS DAIRY PDT	F319	449.8			88.4		361.4						
MAYFIELD DAIRY PDT	F319	408.1					408.1						
MIDWEST DAIRY ASSN DAIRY PDT	F319	1,998.6											1,998.6
NEW ENGLAND DAIRY BOARD DAIRY PDT	F319	334.9											334.9
ROBERTS DAIRY DAIRY PDT	F319	309.0			16.2				292.8				
SHAMROCK FARMS DAIRY PDT	F319	455.8					455.8						
SOUTHWEST DAIRY FARMERS DAIRY PDT	F319	940.2					940.2						
SUDIA DAIRY PDT	F319	1,095.4											1,095.4
TILLAMOOK DAIRY PDT	F319	1,253.1		1,220.2									32.9
TURKEY HILL DAIRY PDT	F319	1,480.6		2.5			1,478.1						
TUSCAN DAIRY PDT	F319	460.5											460.5
CLEMENTINES FRUIT/SPAIN CLEMENTINES	F321	278.3							278.3				
CALIFORNIA AVOCADO CMSN AVOCADOS	F322	3,128.7	83.9				920.6						2,124.3
CALIFORNIA RAISIN ADV BD	F322	3,266.1	3,266.1										
CALIFORNIA TABLE GRAPES	F322	300.1					300.1						
CALIFORNIA TBL GRP CMSN GRAPES	F322	548.4					548.4						
CHILEAN HAAS AVOCADOS	F322	1,171.8							1,171.8				
CHIQUITA BANANAS	F322	399.6							222.8				176.8
DOLE BANANAS	F322	522.5						520.0			2.5		
DOLE FRUIT PARFAITS	F322	861.6	861.6										
DOLE FRUITS	F322	2,185.8	2,110.2	66.9	8.7		33.9						
DULCINEA FRUITS	F322	1,320.3											1,286.4
FIZZY FRUIT FRESH FRUIT CUPS	F322	294.7											
FRUIT FARMERS OF CHILE FRUITS	F322	2,399.3						2,399.3					
HAAS AVOCADOS	F322	373.8											373.8
MOTTS HEALTHY HARVEST APPLESAUCE	F322	4,638.5	4,638.5										
MOTTS SCOOBY-DOO APPLESAUCE	F322	1,156.2	1,156.2										
MUSSELMANS APPLESAUCE	F322	999.1	652.7		16.4		60.1	270.0					
OCEAN SPRAY CRAISINS DRIED CRNBR	F322	3,965.5							1,896.3	19.2	558.0	1,492.1	
OCEAN SPRAY CRANBERRY SAUCE	F322	631.7							168.4	0.1	8.2	455.0	
SUN-MAID RAISINS	F322	4,352.5	948.4				35.2		0.3			3,368.7	
SUNSWET ONES PRUNES	F322	10,323.2							4,117.1	116.6	1,909.1	4,180.5	
WYMAN'S WILD BLUEBERRIES BERRIES&JC	F322	251.2	251.2										
AVOCADOS FROM MEXICO AVOCADOS	F323	2,715.5						207.5		1,307.9			1,200.1
BETTY CROCKER PACKAGED POTATO DISHES	F323	373.8	40.8	333.0									
BIRDS EYE FROZEN VEGETABLES	F323	1,977.2	1,977.2										
BIRDS EYE STEAMFRESH FRZN VEGETABLES	F323	5,419.2							653.7	107.4		4,582.5	75.6
CASCADIAN FARM FROZEN VEGETABLES	F323	1,879.9	1,879.9										
FLORIDA TOMATOES	F323	293.0									293.0		

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FOXY VEGETABLES	F323	324.8					324.8						
FRENCHS FRENCH FRIED ONIONS	F323	4,763.4	3,756.3	1,007.1									
FRESH EXPRESS PACKAGED SALADS	F323	833.3	805.8				27.5						
GLORY FOODS POTATOES	F323	483.4											483.4
GREEN GIANT FROZEN VEGETABLES	F323	579.8	235.4						344.4				
HASS AVOCADO	F323	1,572.1	278.5								392.2		901.5
HASS AVOCADO BOARD	F323	269.9											269.9
HILLSHIRE FARM PREPARED ENTREE SALAD	F323	12,000.6	1,315.4				5,590.3	43.1	2,138.4	2,913.4			
HUNTS CANNED TOMATOES	F323	6,962.3	798.2	372.1			2,320.6	96.4	2,063.9	1,311.3			
IDAHO POTATO COMMISSION	F323	4,340.1					450.0	3,076.9		813.2			
LA COSTENA CANNED VEGETABLES	F323	465.3											465.3
LIBBYS CANNED VEGETABLES	F323	547.9											547.9
MUIR GLEN ORGANIC CANNED TOMATOES	F323	3,508.8	3,508.8										
NATURE SWEET TOMATOES	F323	1,310.0						830.3		479.8			
ORE-IDA FROZEN FRENCH FRIES	F323	908.5						907.0		1.5			
ORE-IDA FROZEN GOLDEN CRINKLES	F323	395.7						394.2		1.5			
ORE-IDA FROZEN ROASTED POTATOES	F323	5,493.0	3,965.8					1,527.2					
PICTSWEET FROZEN VEGETABLES	F323	463.5	463.5										
RED GOLD CANNED TOMATOES	F323	439.6						439.6					
RO-TEL CANNED TOMATOES	F323	4,171.3						248.3	1,354.8	2,568.2			
B&M BAKED BEANS	F324	366.3											366.3
BUSHS BAKED BEANS	F324	13,091.5	675.8				2,744.3	31.8	1,957.3	7,682.3			
BUSHS CANNED BEANS	F324	3,364.9	3,052.1	312.8									
CAROLINA RICE	F324	575.4	78.5						192.0				305.0
GOYA CANILLA RICE	F324	515.6							515.6				
GOYA CANNED BEANS	F324	921.3	39.6						881.7				
MAHATMA RICE	F324	1,057.2	345.6					0.4		199.1			512.1
RICE-A-RONI NATURES WAY RICE MIXES	F324	1,865.7	1,865.7										
RICE-A-RONI RICE MIXES	F324	2,519.7					1,428.7	15.1	478.4	597.5			
SUCCESS BOIL-IN-BAG BROWN RICE	F324	1,085.5	1,085.5										
SUCCESS BOIL-IN-BAG RICE	F324	2,169.7	2,169.7										
UNCLE BENS LONG GRAIN & WILD RICE	F324	4,531.9	3,573.1	958.8									
UNCLE BENS RDY WHL/MDLY MICRO RICE	F324	2,139.7	2,139.7										
UNCLE BENS READY RICE MICROWAVE RICE	F324	6,762.3	3,506.3				478.3	20.8	1,078.1	1,678.8			
UNCLE BENS RICE	F324	10,177.8	10,131.0					0.2	5.4				41.1
UNCLE BENS VAR RICE	F324	1,679.7	1,679.7										
ZATARAINS RED SODIUM RICE MIXES	F324	8,605.6	3,292.3				3,355.8	2.8		1,954.6			
ZATARAINS RICE MIXES	F324	8,154.7	3,878.6				1,373.7	98.7	1,904.5	899.2			
AL FRESCO SAUSAGE	F331	639.5	639.5										
BALL PARK HOT DOGS	F331	5,920.4	78.0				278.8			5,563.6			
BOARS HEAD CHICKEN&TURKEY LUNCH MT	F331	784.7	784.7										
BOARS HEAD HAM	F331	405.6							405.6				
BOARS HEAD LUNCH MEAT	F331	12,155.2		90.2			2,703.3		929.1				8,432.6
BOB EVANS SAUSAGE	F331	1,889.1	1,354.3				432.1						102.7
DIETZ & WATSON LUNCH MEAT	F331	426.7											426.7
DILUSSO HAM LUNCH MEAT	F331	436.4											436.4
ECKRICH SMOKED SAUSAGE	F331	414.7	414.7										
FARMLAND TWISTER DOG HOT DOGS	F331	360.7					360.7						
HATFIELD HOT DOGS	F331	273.3											273.3
HEALTHY ONES DELI LUNCH MEAT	F331	902.8	826.9		75.9								
HEBREW NATIONAL HOT DOGS	F331	7,568.5					4,509.4	165.3	1,247.8	1,666.0			
HILLSHIRE FARM DELI SL VAR LUNCH MT	F331	5,834.0	4,587.7					13.6	8.0	318.5	906.3		
HILLSHIRE FARM LTL SMKS & LTL BF SMKS	F331	517.8	517.8										
HILLSHIRE FARM SAUSAGE	F331	3,910.8					94.5	30.8	2,325.5	956.1		504.0	
HILLSHIRE FARM VAR SAUSAGES	F331	2,464.1	2,464.1										
HORMEL NATURAL CHOICE DELI HAM	F331	13,639.1	9,901.1				149.7	37.5		3,550.8			
JENNIE-O TURKEY STORE LEAN TURKEY SG	F331	955.8	955.8										
JIMMY DEAN FULLY COOKED SAUSAGE	F331	1,836.5					1,280.1	191.4		364.9			
JIMMY DEAN SAUSAGE	F331	1,548.5		92.9			878.0	64.7		259.0		253.9	
JOHN MORRELL SMOKED SAUSAGE	F331	951.2							951.2				
JOHNSONVILLE SAUSAGE	F331	11,871.7		0.1			241.1	2,962.5	317.5	6,107.9			2,242.6
JOHNSONVILLE TURKEY SAUSAGE	F331	4,845.9	4,845.9										

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LAND O FROST HAM LUNCH MEAT	F331	833.3	766.3	67.1									
OSCAR MAYER BACON	F331	7,718.4	6,294.4	1,424.0									
OSCAR MAYER BOLOGNA LUNCH MEAT	F331	4,431.9						1,294.8	1,088.4	276.7	1,772.0		
OSCAR MAYER DELI STYLE HAM LUNCH MT	F331	9,426.8	2,588.2	595.3				2,170.0	1,188.3	144.0	2,741.1		
OSCAR MAYER DL CRTNS HT SNDWCH MLTS	F331	23,587.1	11,672.4	3,521.3				3,395.6	2,588.6	2,409.2			
OSCAR MAYER FAST FRANKS MICRO HT DGS	F331	2,056.9						1,117.1	148.6	97.4	693.7		
OSCAR MAYER HAM LUNCH MEAT	F331	255.8	62.0						30.3		163.5		
OSCAR MAYER VIGNETTE	F331	923.7							5.1		918.7		
ALLEN BROS STEAKS	F332	1,035.6	139.2									896.4	
BEEF INDUSTRY COUNCIL BEEF	F332	3,355.0	396.3						6.7			2,952.0	
BOCA BURGER FROZEN MEATLESS BURGERS	F332	6,645.9	6,645.9										29.4
BUBBA BURGER HAMBURGERS	F332	536.1					468.8		37.9				
CLIFTY FARMS HAM	F332	347.3							347.3				
COOKS HAMS	F332	3,662.7	3,396.1								266.7		
COOKS VIGNETTE	F332	297.3									297.3		
DIETZ & WATSON VAR MEAT	F332	320.4		0.6					319.8				
FARMER JOHN VAR MEAT	F332	401.3	73.0				53.8		274.5				
HATFIELD VAR MEAT	F332	367.9							367.9				
HORMEL NATURAL CHOICE VAR MEAT	F332	4,041.3	4,041.3										
HORMEL PREPARED BEEF ROAST	F332	5,427.4	2,716.2					1,514.8	0.2		1,196.3		
MAMA LUCIA MEATBALLS	F332	1,432.7							10.7	1,371.8	50.2		
MORNINGSTAR FARMS VEGGIE BITES	F332	6,887.6	6,887.6										55.9
NATIONAL CTLMNS BF ASSN BEEF	F332	21,476.9	21,420.8				0.2						2,256.4
NATIONAL PORK BOARD PORK	F332	3,504.2	1,247.8										
NATIONAL PORK PRDCR CNCL PORK	F332	5,639.0	2,551.8						3,068.5		18.6		
SMITHFIELD HAM	F332	836.5	168.2								668.3		
SMITHFIELD.COM ONLINE	F332	1,734.3	238.3						1.3	118.7	1,375.9		
SPAM CANNED MEAT	F332	667.1							667.1				
STEAK-UMM FROZEN STEAKS	F332	1,646.0							34.1	1,586.2	25.7		
BUMBLE BEE PRIME FILLET CHICKEN PCH	F333	2,535.9	2,535.9										
FOSTER FARMS CHICKEN	F333	8,350.9							8,350.9				432.1
FOSTER FARMS POULTRY	F333	432.1											59.4
GOLD N PLUMP POULTRY	F333	395.1					335.7						370.5
HONEYSUCKLE WHITE TURKEY	F333	774.7									404.2		
JENNIE-O TURKEY STORE FRZN OV RD TRK	F333	2,243.7	484.0						1,269.4		490.3		
JENNIE-O TURKEY STORE GROUND TURKEY	F333	1,090.5	1,090.5										
JENNIE-O TURKEY STORE PREPARED TRKY	F333	1,511.6	81.7						0.7		1,429.1		
PERDUE CHICKEN	F333	3,658.6		70.3			7.9		3,580.4				
PERDUE FIT N EASY POULTRY	F333	452.2								452.2			
PERDUE PERFECT PORTIONS CHICKEN	F333	3,077.0							3,077.0				
PERDUE POULTRY	F333	752.0											752.0
PERDUE PREPARED POULTRY	F333	592.6							232.3				360.2
PERDUE SHORT CUTS PREPARED CHICKEN	F333	753.7		33.6					720.1				
PILGRIMS PRIDE CHICKEN	F333	463.5	463.5										
SANDERSON FARMS CHICKEN	F333	1,267.5							1,267.5				
SPRINGER MTN FARMS CHICKEN	F333	660.8							587.5				73.3
TYSON ANYTIZERS FROZEN PRPRD CHCKN	F333	8,406.1	40.8					7,020.7	13.4		1,331.3		
TYSON CHICKEN	F333	6,841.0	61.2			142.9	80.6		3,562.7				2,993.6
TYSON FROZEN CHICKEN	F333	397.9							385.5		12.4		
TYSON FROZEN PREPARED CHICKEN	F333	8,705.1							3,753.6	13.0	4,938.5		
TYSON OVEN ROASTED CHICKEN	F333	721.8											721.8
TYSON PREPARED CHICKEN	F333	3,052.1	2,551.2						34.9	0.1		466.0	
TYSON TRIMMED & READY FRESH CHICKEN	F333	2,244.0						221.2	2,009.4			13.5	
ALASKA SEAFOOD MKTG SEAFOOD	F334	826.6	826.6										
ALASKA SEAFOOD PROMO	F334	1,220.7										1,220.7	
CATFISH INSTITUTE CATFISH	F334	714.9	321.1										393.8
GORTONS FROZEN SEAFOOD	F334	576.7							248.8		327.9		
GORTONS GRILLED FILLETS FROZEN FISH	F334	487.7							277.8	0.3		209.7	
GORTONS POTATO CRUNCH FROZEN FILLETS	F334	1,187.9							297.8	528.4		361.7	
GORTONS SHRIMP TMPTNS FROZEN SHRIMP	F334	1,779.1							783.9			995.2	
SEA PAK FROZEN SHRIMP	F334	603.6										603.6	
VAN DE KAMP FROZEN FISH	F334	5,425.5							5,421.7	3.8			

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WILD AMERICAN SHRIMP	F334	470.6									470.6		
ARNOLD NATURAL BREAD	F341	517.8											517.8
BAYS ENGLISH MUFFINS	F341	486.2									486.2		
BROWNBERRY BREAD	F341	440.7											440.7
COBBLESTONE MILLS ROLLS	F341	783.4	783.4										
EGGO FROZEN MINI WAFFLES	F341	2,520.1						209.8	1.1	61.1	2,248.0		
EGGO FROZEN PANCAKES	F341	3,266.7						404.3			2,862.4		
EGGO FROZEN WAFFLES	F341	6,654.1	381.7					139.8	5.8		6,126.8		
EGGO FRZN STFD FRNCH TSTR STK	F341	2,508.9						180.7	3.6	50.3	2,274.3		
EGGO JUNGLE FROZEN MICRO PANCAKES	F341	1,545.6						148.9			1,396.7		
EGGO LEGO FROZEN WAFFLES	F341	546.4						43.9	4.7	34.4	463.5		
EGGO NUTRI-GRAIN FROZEN PANCAKES	F341	3,287.4	3,287.4										
EGGO NUTRI-GRAIN FROZEN WAFFLES	F341	8,256.5	8,256.5										
FRANCISCO BREAD	F341	603.8	603.8										
MRS BAIRD'S BREAD	F341	873.3						873.3					
NATURES OWN BREAD	F341	5,442.5	661.8					62.9			4,717.8		
OROWEAT BREAD	F341	3,418.9	632.8		365.6			2,420.5					
OROWEAT DOUBLE FIBER BREAD	F341	539.7	539.7										
PEPPERIDGE FARM BAGELS	F341	5,775.4	5,775.4										
PEPPERIDGE FARM BAGELS & COOKIES	F341	1,213.8	1,213.8										
PEPPERIDGE FARM BAKERY PDT'S	F341	1,158.1	1,158.1										
PEPPERIDGE FARM BREAD	F341	7,857.3	7,730.8		126.3			0.2					
PEPPERIDGE FARM BREADS & COOKIES	F341	1,059.5	1,059.5										
PILLSBURY CRESCENT PL/BK REFRIG DGH	F341	1,295.6						235.7			1,059.9		
PILLSBURY CRESCENT REFRIG ROLL DOUGH	F341	9,563.2						5,909.6	3.0	53.5	3,597.1		
PILLSBURY GRANDS FRZN&REFRIG BSCSTS	F341	4,620.5	387.6					2,065.8	89.3		2,077.8		
PILLSBURY GRANDS REFRIGERATED PASTRY	F341	310.0						178.7	0.0		131.3		
PILLSBURY OVEN BAKED FRZN DINNER RLS	F341	675.8	675.8										
ROMAN MEAL BREAD	F341	730.5	726.8					3.8					
SARA LEE BAGELS & BREAD	F341	1,111.2						4.6		251.9	854.7		
SARA LEE BAKERY PDT'S	F341	538.0	538.0										
STOVE TOP STUFFING MIX	F341	9,460.1	7,297.4	1,955.1								90.1	117.5
THOMAS ENGLISH MUFFINS	F341	762.0	236.7					525.3					
THOMAS HEARTY GRAINS ENGLISH MUFFINS	F341	2,957.4						2,957.4					
THOMAS SQUARES BAGELBREAD	F341	289.6	289.6										
THOMAS SQUARES BGLBRD & THMS/MN BGLBR	F341	7,474.1	7,474.1										
WASA CRISP BREAD	F341	474.6	474.6										
AMERICAN IDL LV/POP TRTS	F342	321.8						321.8					
DUNCAN HINES OVEN READY FRZN BRWNS	F342	3,872.9	70.6					14.5		219.5	3,568.3		
ENTENMANN'S BAKED GOODS	F342	316.3	180.8	20.0				105.7					9.8
ENTENMANN'S LITTLE BITES BAKED GOODS	F342	928.8	173.3	472.7				282.8					
HOSTESS 100 CALORIE PKCS SNACK CAKES	F342	7,121.5	7,121.5										
KELLOGGS GO-TARTS BARS	F342	6,236.8	862.8					571.9	5.8	234.1	4,562.3		
KELLOGGS POP TARTS	F342	13,126.4	2,629.5		9.5			1,199.4	3.3	203.9	9,080.8		
KELLOGGS POP TARTS SPLITZ	F342	335.7	335.7										
KELLOGGS PRINTED FUN POP TARTS	F342	1,912.9						176.8	2.2	136.5	1,597.3		
LITTLE DEBBIE BAKED GOODS	F342	3,245.3						203.0	70.8	19.0	2,412.5		540.0
LITTLE DEBBIE CAKES	F342	1,595.7							59.7		1,536.1		
MARIE CALLENDERS PIES	F342	301.6							299.7				1.9
MARINELA BAKED GOODS	F342	424.0							206.4				217.7
MARINELA GANSITO SNACK CAKES	F342	317.9							317.9				
NATURES PATH TOASTER PASTRIES	F342	765.7	765.7										
PEPPERIDGE FARM PIROUETTE RLD WFRS	F342	2,405.3	2,405.3										
PILLSBURY FROZEN TOASTER STRUDEL	F342	15,646.0						7,051.3	754.7		7,840.0		
SARA LEE BAKED GOODS	F342	477.6	24.3					0.9		98.9			353.4
SARA LEE FROZEN CAKES	F342	991.1	991.1										
TASTYKAKE CAKES	F342	601.7							601.7				
TASTYKAKE VAR BAKED GOODS	F342	275.3						148.8	80.3				46.1
VITAMUFFIN FAT FREE MUFFINS	F342	1,123.5	1,123.5										
WEIGHT WATCHERS CAKES	F342	1,573.6	916.0	638.6								19.0	
WEIGHT WATCHERS CAKES & MUFFINS	F342	3,055.1	2,418.7	630.7	5.7								
WEIGHT WATCHERS MUFFINS	F342	2,470.7	1,832.1	638.6									

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BACK TO NATURE BAKERY SQUARES	F343	2,002.2	1,087.6	914.7									
DOVE COOKIES	F343	639.0	639.0										426.4
GOLDFISH MOMS COOKIES	F343	426.4											
KEEBLER CLUB CRACKERS	F343	6,620.9	5,982.3	638.6									
KEEBLER CLUB PUFFED CRACKERS	F343	10,775.6	9,633.2	630.7		511.7							
KEEBLER DUNKING DELIGHTS COOKIES	F343	2,437.1								2,437.1			
KEEBLER FUDGE SHOPPE COOKIES	F343	1,049.8								1,049.8			
KEEBLER SANDIES DROPS COOKIES	F343	1,542.1								1,542.1			
KEEBLER SANDIES SHORTBREAD CKS	F343	1,492.9								1,492.9			
KEEBLER TOWN HOUSE TOPPERS CRCKR	F343	2,180.9						915.0	10.8	758.5	496.7		
LU LE PETIT ECOLIER COOKIES	F343	612.7							612.7				
MARINELA BARRITAS COOKIES	F343	252.5							252.5				
MARINELA LORS COOKIES	F343	295.3							295.3				
NABISCO 100 CALORIE PKCS CHC CRCKRS	F343	1,051.0	1,051.0										
NABISCO 100 CALORIE PKCS LORNA DOONE	F343	3,030.4	3,030.4										
NABISCO 100 CALORIE PKCS OREO CKS	F343	2,429.0	2,429.0										
NABISCO 100 CALORIE PKCS SNACKS	F343	17,529.0	5,320.6					5,889.8	1,424.6	267.2	4,626.7		
NABISCO CHEESE NIPS	F343	1,128.6						64.6	0.6		1,063.4		
NABISCO CHIPS AHOY COOKIES	F343	8,917.0	8,911.7						2.4		2.9		
NABISCO CHUNKY CHIPS AHOY CKS	F343	14,084.1	968.0					4,935.0	1,485.3	684.8	6,011.1		
NABISCO DOUBLE STUF OREOS	F343	8,999.5						2,984.4	1,840.0	1,425.7	2,749.4		
NABISCO FIG NEWTONS	F343	8,706.2	6,419.2					237.5	826.6	48.5	1,174.3		
NABISCO FIG NEWTONS BARS	F343	1,966.1	1,966.1										
NABISCO GARDEN HARVEST TSTD CHPS	F343	2,876.5	1,312.0	1,564.5									
NABISCO HONEY MAID BEES	F343	3,248.2	3,248.2										
NABISCO MINI OREO COOKIES	F343	1,398.7	1,137.2	261.5									
NABISCO NEWTONS COOKIES	F343	2,210.9						342.2	549.8	27.4	1,291.5		
NABISCO NEWTONS MINIS	F343	923.2						298.9	132.2	33.1	459.1		
NABISCO OREO CAKESTERS	F343	7,928.3	2,253.6					1,573.8	530.8	872.5	2,697.6		
NABISCO OREO COOKIES	F343	26,196.3	10,111.6	1,882.0				7,482.2	1,327.2	2,591.6	2,471.2	330.5	
NABISCO RITZ BITS SANDWICHES	F343	758.8	531.9	226.9									
NABISCO RITZ CRACKERS	F343	25,843.9	9,435.4	1,658.0				7,851.9	1,325.1	852.3	4,714.2	7.1	
NABISCO RITZ CRACKERS&RITZ BITS	F343	3,440.3	2,986.5	453.8									
NABISCO RITZ SIMPLY SCL CRCKRS	F343	6,251.0						3,338.0	358.6	447.2	2,107.3		
NABISCO RITZ TOASTED CHIPS	F343	10,163.0	4,208.5					3,943.4	339.5	194.7	1,477.0		
NABISCO SPIDER-MAN CHEESE NIPS	F343	1,104.6						217.1			887.5		
NABISCO TEDDY GRAHAMS SNACK	F343	10,304.8	10,304.8										
NABISCO TRISCUIT CRACKERS	F343	18,997.6	18,409.6	588.0									
NABISCO VAR CRACKERS	F343	1,883.2	1,725.6							157.5			
NABISCO WHEAT THINS	F343	20,610.4	12,098.9					2,680.1	917.8	1,198.7	3,715.0		
NABISCO WHEAT THINS TOASTED CHPS	F343	11,485.1	7,714.6					2,727.1	94.1	133.8	815.5		
NONNIS BISCOTT	F343	1,106.2	1,106.2										
PEPPERIDGE FARM 100 CAL PCH&WHL GRN	F343	266.2	266.2										
PEPPERIDGE FARM BLACK&WHITE MLN CKS	F343	4,729.9	4,729.9										
PEPPERIDGE FARM CHOC DELIGHT COOKIES	F343	2,864.0	2,864.0										
PEPPERIDGE FARM FLAVOR BLSTD GLDFSH	F343	3,156.9	3,156.9					38.8		537.2			
PEPPERIDGE FARM GLDFSH STRFSL CRCKRS	F343	651.6	75.5										
PEPPERIDGE FARM GOLDFISH CRACKERS	F343	1,052.3	1,052.3										
PEPPERIDGE FARM MILANO COOKIES	F343	13,040.4	3,168.0					855.2	689.7		8,327.5		
PEPPERIDGE FARM VAR COOKIES	F343	3,477.0	3,477.0										
PEPPERIDGE FARM VERONA COOKIES	F343	2,865.0	2,865.0										
PEPPERIDGE FARM WHOLE/GLDFSH CRCKRS	F343	4,372.5	4,372.5										
QUAKER MULTIGRAIN SNACKS	F343	1,966.5	1,966.5										
SUNSHINE CHEEZ-IT CRACKERS	F343	1,101.4	1,101.4										
SUNSHINE CHEEZ-IT STIX	F343	23,656.5	7,340.2					9,326.0	86.6	2,421.2	4,482.5		
AZTECA TORTILLAS	F343	9,112.1	1,787.3					3,438.9	74.7	2,509.8	1,301.5		
BAKED NATURALS BAKERY GOODS	F349	935.3	935.3									358.6	
ENTENMANN'S BAKERY GOODS	F349	358.6											
DIETZ & WATSON VAR MEAT & CHEESE	F390	286.2	283.5	2.8					749.6		230.6		
BOCA JAVA COFFEE	F411	1,797.7										1,797.7	
CAFE DE COLOMBIA COFFEE	F411	4,636.4	4,201.0					92.4	2.4	89.7	250.8		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CARIBOU VAR COFFEE	F411	258.9			7.3		251.6						
CHOCK FULL O NUTS COFFEE	F411	344.1											344.1
COMMUNITY COFFEE	F411	1,667.5			167.2				1,427.5				72.8
DUNKIN DONUTS COFFEE	F411	8,917.0	1,280.9	1,509.0		205.6		3,051.0	285.2	827.6	1,357.8		399.9
EIGHT OCLOCK COFFEE	F411	560.7						50.2	47.9	87.6	206.8		168.3
FOLGERS CLASSIC ROAST COFFEE	F411	4,790.8						3,055.2	5.8	349.8	1,380.0		
FOLGERS COFFEE	F411	7,813.4						4,727.2	59.1	1,420.7	1,606.4		
FOLGERS GOURMET SLCTNS COFFEE	F411	16,946.6	3,012.4					6,327.7	143.3	1,660.8	5,802.5		
GENERAL FOODS INT'L INSTANT COFFEE	F411	6,432.1	6,431.9						0.2				
MAXWELL HOUSE COFFEE	F411	27,555.3	8,682.1	3,122.8				9,762.3	461.4	946.3	4,558.4		22.0
MILLSTONE COFFEE	F411	391.3									391.3		
MILLSTONE FLAVORED COFFEE	F411	1,092.6	1,092.6										
NESCAFE CLASICO INSTANT COFFEE	F411	329.5							1.6		150.0		178.0
NESCAFE CLASSIC COFFEE	F411	410.2							12.3		15.6		382.3
NESCAFE TASTERS CHOICE INSTANT COF	F411	8,002.2	8,002.2										
SEATTLES BEST COFFEE	F411	3,335.3	3,335.3										
SENSEO COFFEE	F411	1,178.7	1,178.7										
STARBUCKS COFFEE	F411	10,990.3	3,890.6		6,105.5	902.5	7.0					84.6	
YUBAN COFFEE	F411	4,597.9	4,203.0	394.9									
BELL BLADDER CNTRL & PRST EZ FLW TEA	F412	282.4	268.9		13.5								
BELL PROSTATE EZEE FLOW TEA	F412	251.4			251.4								
BIGELOW GREEN TEA TEA BAGS	F412	3,375.4	3,375.4										
CELESTIAL SEASONINGS FLAVORED TEA	F412	321.1	316.8		4.3								
CELESTIAL SEASONINGS GREEN TEA BAGS	F412	273.5	273.5										
CELESTIAL SEASONINGS VAR TEAS	F412	253.9	253.9										
CRYSTAL LT ON/GO GREEN&WHITE TEA MXS	F412	1,804.6	1,804.6										
ENVIGA RTS GREEN TEA	F412	5,505.7	5,470.6		32.8		1.5		0.8				
LIPTON BRISK RTS ICED TEA	F412	597.7											597.7
LIPTON PURELEAF RTS GREEN TEA	F412	3,496.7	3,370.6	126.1									
LIPTON PURELEAF RTS WHITE TEA	F412	3,032.1	2,981.5	50.6									
LIPTON RTS WHITE TEA	F412	25,902.0						19,589.7	139.0	2,394.4	3,779.0		
LIPTON TO GO FLAVORED PACKETS	F412	1,586.3	884.4	630.7					0.5		70.6		
LIPTON VAR TEAS	F412	254.9		2.2									252.6
LUZIANNE RTS FLAVORED ICED TEA	F412	442.9											442.9
LUZIANNE TEA BAGS	F412	1,360.6						1,360.6					
NESTEATM ICED TEA	F412	2,231.3	2,223.9						7.4				
POM WONDERFUL RTS LIGHT TEA	F412	680.1	680.1										
POM WONDERFUL RTS TEA	F412	2,791.7	2,791.7										
SALADA GREEN TEA & WHITE TEA BAGS	F412	860.6	860.6										
SNAPPLE RTS EARL GREY TEA	F412	7,205.2						4,683.1	110.1		2,412.0		
SNAPPLE RTS GREEN TEA	F412	6,735.5						4,493.3	0.5		2,241.8		
SNAPPLE RTS RED TEA	F412	5,813.1						3,292.8	0.3		2,520.0		
TAZO TEA BAGS	F412	615.1		615.1									
TWININGS ENGLISH TEA	F412	4,188.3	3,859.5	328.8									
YOGI TEA CO HERBAL TEA	F412	1,072.1	1,072.1										
ABUELITA CHOCOLATE SYRUP	F413	282.6						282.6					
ABUELITA HOT CHOCOLATE MIX	F413	787.3						540.3		17.3			229.7
NESTLE NESQUIK INSTANT DRINK MIX	F413	14,910.5	2,638.8					5,292.4	322.5	2,144.8	4,152.8	355.7	3.5
OVALTINE INSTANT DRINK MIX	F413	8,420.9						361.1	88.1	4,186.1	1,062.9	2,722.7	
SWISS MISS COCOA MIX	F413	288.6						288.6					
CAPRI SUN RTS FRUIT DRINK	F420	14,135.3	6,133.2					3,171.2	102.4	210.0	4,518.6		
CAPRI SUN VAR RTS FRUIT DRINKS	F420	1,766.0	1,243.1	522.9									
COUNTRY TIME LITE PRSWTND LMND/MIX	F420	1,606.5						401.8	0.8	18.2	1,185.7		
COUNTRY TIME PRSWTND LMND DRNK MIX	F420	727.8										727.8	
CRYSTAL LGHT ENRGY RTS&ON/FLVRD PKCT	F420	4,003.2	4,003.2										
CRYSTAL LIGHT FRUIT DRINK MIX	F420	1,193.6	1,193.6										
CRYSTAL LIGHT HYDRNT FRT DRNK MX&RTS	F420	2,643.9	2,643.9										
CRYSTAL LIGHT ON THE GO FLVRD PKCTS	F420	2,893.4	2,519.0						7.3		367.1		
CRYSTAL LIGHT RTS & PRESWEETENED MIX	F420	17,175.5						5,618.0	861.5	2,136.2	8,559.9		
CRYSTAL LIGHT VAR FRT DRNKS&TEA MXS	F420	733.5	733.5										
CRYSTAL LIGHT VAR FRUIT DRINK MIXES	F420	2,364.1	2,364.1										
CRYSTAL LT IMMUNITY ON/GO&RTS/DRNKS	F420	3,181.4	3,181.4										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CRYSTAL LT SNRS PRSWTND DRNK MX&RTS	F420	1,555.5	1,555.5										
FLORIDA VAR ORANGE JUICES	F420	14,564.3						9,302.9	6.9		5,254.5		
FLORIDAS NATURAL RTS ORANGE JUICE	F420	19,660.7	15,956.4								3,704.3		
FRUITSIMPLE RTS FRUIT SMOOTHIE	F420	363.6	148.7		214.9								
FULFILL SUGAR FREE DRINK MIX	F420	321.1	321.1										
FUZE RTS LOW CARB FRUIT JUICE	F420	668.8	668.8										
GOYA RTS FRUIT DRINK	F420	292.7						292.7					
IZZE RTS FRUIT JUICE	F420	1,520.9	1,520.9										
JAMBA RTS FRUIT JUICE	F420	473.2	142.5			330.7							
JUICY JUICE HRVST SRPRS RTS FRT/VEG	F420	16,003.6	3,768.8					8,601.6	84.2	235.3	3,231.0	82.7	
JUICY JUICE RTS FRUIT JUICE	F420	8,911.3	2,155.2					660.1	1,660.1	1,133.5	3,302.5		218.7
KAGOME NATURAL FRUIT & VEG JUICE	F420	332.4		113.7									
KOOL-AID JAMMERS 10 RTS FRUIT DRINK	F420	1,222.4					43.7				1,178.7		
KOOL-AID SINGLES PRESWEETENED FRT/MX	F420	6,361.2					1,169.0	2.3	58.4	5,131.5			
KOOL-AID UNSWEETENED FRT DRNK MX	F420	11,223.5	4,936.5	761.1			463.3	59.3	3,721.0	1,282.3			
KOOL-AID VIGNETTE	F420	839.4					27.6				811.8		
LIFEWAY KEFIR CULTURED MILK SMOOTHIE	F420	272.0	272.0										
MINUTE MAID ACTIVE RTS ORANGE JUICE	F420	2,071.2					1,149.8	6.0			915.4		
MINUTE MAID HEART WISE &MNT MD ACTV	F420	4,324.5					4,324.5						
MINUTE MAID HEART WISE RTS ORANGE JC	F420	2,868.5					1,813.0	7.3			1,048.2		
MINUTE MAID LIGHT VAR RTS FRT DRNKS	F420	431.5	431.5										
MINUTE MAID MULTI-VTMN RTS ORNG JC	F420	2,382.5					1,727.3	11.9			643.2		
MINUTE MAID RTS FRUIT DRINKS&JUICES	F420	5,496.0					4,794.0	9.3	84.5	608.2			
MINUTE MAID RTS FRUIT JUICE	F420	599.3				588.9		5.8			4.6		
MINUTE MAID RTS ORANGE JUICE	F420	5,016.3	4,960.1	55.6				0.6					
MINUTE MAID RTS POMEGRANATE BLBRYJC	F420	1,736.4	1,230.6			505.8							
MOTT'S FOR TOTS RTS APPLE JUICE	F420	2,453.3	2,453.3										
MOTT'S FOR TOTS RTS FRUIT DRINK	F420	2,930.5	2,930.5										
NAKED JUICE VAR FRUIT JUICES	F420	518.2				518.2							
OCEAN SPRAY RTS CRANBERRY JUICE	F420	14,691.5					6,676.4	4,970.4			3,044.6		
OCEAN SPRAY RTS CRANBERRY&WHT CRNBRY	F420	5,321.2					3,570.2	0.6			1,750.4		
OCEAN SPRAY RTS DIET FRUIT DRINK	F420	11,608.1					8,822.2	2.5			2,783.4		
OLD ORCHARD HEALTHY BLNC RTS FRT JC	F420	310.2	310.2										
OLD ORCHARD HLTHY BLNC RTS AP CRN JC	F420	325.9	325.9										
POM WONDERFUL RTS POMEGRANATE JUICE	F420	2,189.9	1,789.2			400.7							
RESPECT MIND&BODY RTS FLAVORED DRINK	F420	403.3	403.3										
SIMPLY APPLE RTS APPLE JUICE	F420	1,759.8				374.2		549.1	11.8	288.4	536.3		
SIMPLY ORANGE RTS LEMONADE&LMD JC	F420	352.5	352.5										
SIMPLY ORANGE RTS ORANGE JUICE	F420	10,958.2	2,069.5			571.5		6,771.8	0.3		1,545.1		
SIMPLY RTS LEMONADE&LMD DRNK	F420	797.6	797.6										
SMOOTHIE KING RTS FRUIT DRINK	F420	377.5										377.5	
SNAPPLE RTS WHITE TEA DRINK	F420	1,849.4					1,562.9	0.5			286.0		
SUNNY D BLENDS RTS FRUIT JUICE	F420	4,407.6					1,941.2	3.4			2,463.0		
SUNNY D RTS FRUIT DRINK	F420	8,350.0	982.9				2,308.4	70.4			4,988.3		
SUNSWEEET RTS PLUM SMART JUICE	F420	7,301.1					2,448.0	261.6	1,822.3	2,769.2			
TANG FRUIT DRINK MIX	F420	6,476.8	4,561.4	1,915.4									
TROPICANA FRUIT SQUEEZE RTS FRT DRNK	F420	10,251.8	10,251.8										
TROPICANA RTS ORANGE JUICE	F420	20,849.1	18,941.4		87.7			1,498.9			321.1		
V8 V-FUSION FRUIT & VEGETABLE JUICE	F420	7,365.2					4,337.0	93.1	1,422.2	1,381.1		131.9	
WELCH'S FROZEN & RTS GRAPE JUICE	F420	277.5	277.5										
WELCH'S FROZEN GRAPE JUICE CONC	F420	496.0			496.0								
WELCH'S RTS GRAPE JUICE	F420	11,663.6	4,333.1		103.4			2,767.5	993.7	21.6	2,160.7	1,283.6	
WELCH'S VAR RTS GRAPE JUICES	F420	2,169.7										2,169.7	
WHEY PROTEIN GOOD2GO FRUIT SPLASH/MX	F420	408.1	408.1										
V8 & V8 V-FUSION	F430	1,657.4					453.4	0.6			1,203.5		
V8 LOW SODIUM RTS VEGETABLE JUICE	F430	3,120.0	2,489.3	630.7									
V8 RTS VEGETABLE JUICE	F430	41,860.1	10,024.0	1,065.6				18,736.0	565.4	4,593.6	5,268.3	1,607.1	
7 UP SOFT DRINK	F441	16,275.8			131.1	168.6	100.0	9,970.4	18.9		5,886.8		
CADBURY SCHWEPPES VAR SOFT DRINKS	F441	1,706.6	28.5				1,678.1						
CANADA DRY VAR SOFT DRINKS	F441	515.7					515.7						
CHERRY COKE SOFT DRINK	F441	1,608.2						992.7	615.5				
COCA-COLA CLASSIC SOFT DRINK	F441	97,288.9	989.6				430.9	87,475.0	1,318.8	3,771.8	2,716.3	586.6	

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
COCA-COLA SOFT DRINK	F441	1,125.2			751.0	374.2							
COCA-COLA VAR SOFT DRINKS	F441	21,124.4			30.0		21,094.4						
COCA-COLA ZERO SOFT DRINK	F441	26,482.7	575.0			205.6	398.3	19,827.0	127.1		4,914.7	428.8	6.2
DR PEPPER SOFT DRINK	F441	34,104.0	1,073.5			16.0		3,801.0	19,936.4	821.6	44.1	7,898.0	450.0
JARRITOS VAR SOFT DRINKS	F441	1,448.3					12.1			1,360.6			75.5
MISPREMIOSOCACOLA.COM ONLINE	F441	267.0							1.6		265.3		
MOUNTAIN DEW GAME FUEL SOFT DRINK	F441	6,975.7							1,707.5	2,427.1		2,841.2	
MOUNTAIN DEW MDX ENERGY SODA	F441	1,799.8							671.1	462.2		666.6	
MOUNTAIN DEW SOFT DRINK	F441	22,031.4	669.2					2,198.9	8,386.0	5,095.4		5,039.0	207.7
PEPSI 400 NASCAR RACE	F441	313.5							0.0	200.6		112.9	
PEPSI SOFT DRINK	F441	40,918.4	1,054.7			1.2		840.8	15,938.5	16,099.4	907.3	6,076.4	
PEPSI-COLA CO VAR SOFT DRINKS	F441	8,357.4			166.4		7,368.8			589.8			822.2
SIDRAL MUNDET SOFT DRINK	F441	967.6											377.8
SIERRA MIST CRNBRY SPLSH SOFT DRINK	F441	1,468.2							224.1	386.2	19.5	838.4	
SIERRA MIST LEMON SQZ SOFT DRINK	F441	1,566.5								1,342.4	28.6	195.6	
SIERRA MIST SOFT DRINK	F441	6,179.3			46.3		123.3	2,748.1	1,757.0	24.3	423.2		1,057.3
SPRITE SOFT DRINK	F441	12,184.9			173.4	168.6	65.0	5,009.2	192.0	797.0	5,779.7		
SUNKIST SOFT DRINK	F441	4,023.5					1.0	4,022.4	0.1				
VAULT SOFT DRINK	F441	5,624.0	1,008.5				732.4	399.8	12.9		3,470.5		
DIET 7 UP SOFT DRINK	F442	2,851.8	815.7						1,234.7			801.5	
DIET CHERRY VNL DR PR SOFT DRINK	F442	4,785.2							3,042.6	58.7		1,683.9	
DIET COKE CAFFEINE FREE SOFT DRINK	F442	3,777.4	3,777.4										
DIET COKE PLUS SOFT DRINK	F442	14,286.5	9,770.1			9.8			3,743.4	0.0		763.1	
DIET COKE SOFT DRINK	F442	43,572.0	14,196.7			3.9	160.3	376.8	26,689.9	15.2		2,129.2	
DIET DR PEPPER SOFT DRINK	F442	12,499.9				20.0			8,537.1	357.6		3,585.2	
DIET PEPSI JAZZ SOFT DRINK	F442	2,320.4							1,151.5	940.5		228.4	
DIET PEPSI MAX SOFT DRINK	F442	27,932.7				135.0			20,470.4	2,726.3		4,601.0	
DIET PEPSI SOFT DRINK	F442	27,575.9	416.6			173.8		78.4	21,195.1	3,178.6	290.8	1,888.8	353.8
MOUNTAIN DEW DIET SOFT DRINK	F442	12,062.3							10,001.0	1,199.4		861.8	
SIERRA MIST FREE DIET SOFT DRINK	F442	6,923.1							2,705.0	2,725.5	284.0	1,208.6	
BUFFALO ROCK BTLNG CO	F449	452.0					440.3			11.6			
COCA-COLA BOTTLERS	F449	1,194.0			261.9		932.1						
COCA-COLA BOTTLERS VAR SOFT DRINKS	F449	1,237.0					1,237.0						
COCA-COLA CLASSIC & COCA-COLA ZERO	F449	1,783.4	1,783.4										
COCA-COLA CO CP	F449	2,483.2	442.9			369.9	757.5		690.9	1.9	4.9	215.1	
ESSENCE MUSIC FEST/COCA	F449	708.3	708.3										
PEPSICO INC REG & DIET SOFT DRINKS	F449	295.4							295.4				
ABB SPEED&TRIBULUS SHOT ENERGY DRINK	F450	383.1	383.1										
ACCELERADE RTS SPORTS BEVERAGE	F450	16,208.9	3,127.9						8,881.6	5.0		4,194.4	
ACCELERADE RTS SPORTS ENERGY BEV MIX	F450	742.2	150.6					591.7					
AMP ENERGY BEVERAGE	F450	9,511.0	292.2				168.6		359.8			8,690.4	
CHASER 5-HOUR ENERGY DRINK	F450	17,519.3	224.1						178.9			16,715.5	400.8
CYTOMAX ENERGY DRINK	F450	550.6	550.6										
ENDORUSH ENERGY DRINK	F450	1,410.7	1,410.7										
FULL THROTTLE ENERGY DRINK	F450	492.3						477.0		0.8		14.4	
GATORADE AM RTS BEVERAGE	F450	17,970.0							11,748.2	919.2	3,228.4	2,074.2	
GATORADE ENDURANCE FRML MIX&RTS BEV	F450	700.4	700.4										
GATORADE G2 RTS BEVERAGE	F450	5,906.4			2,966.7	480.1			1,708.0	167.8	24.0	559.8	
GATORADE INSTANT & RTS BEVERAGE	F450	302.7	302.7										
GATORADE RTS BEVERAGE	F450	136,633.4	5,879.0			985.4	142.9	132.1	76,722.7	6,463.3	19,182.8	27,125.2	
GATORADE VIGNETTE	F450	1,149.2										1,149.2	
GODIVA RTS ICED COFFEE	F450	1,641.3	1,641.3										
JONES SODA RTS BEVERAGE	F450	282.4	101.6			26.6		99.2		55.0			
NHRA POWERADE DRAG RCNG	F450	360.3	32.0			8.3				190.8		129.1	
NO SHOTGUN ENERGY DRINK	F450	763.2	763.2										
NOS ENERGY DRINK	F450	345.6	252.7					92.7		0.3			
POWERADE OPTION RTS SPORTS BEVERAGE	F450	6,895.3							6,046.8	2.5		846.0	
POWERADE RTS SPORTS BEVERAGE	F450	2,597.9	769.6			95.1	374.2	9.5	1,043.4	2.4		68.7	235.0
RED BULL AIR RACE	F450	8,309.2							5,067.1	163.0	309.2	2,769.9	
RED BULL ENERGY DRINK	F450	48,716.5	1,466.2					263.7	29,420.7	86.8	3,959.5	13,499.8	19.8
RED BULL FLUGTAG	F450	4,431.6							3,058.6	86.0	50.0	1,236.9	
RED BULL SOAP BOX RACE	F450	9,440.8							6,501.6	234.7	423.0	2,281.5	

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
REDLINE ENERGY DRINK	F450	1,005.7	1,005.7										
REDLINE REG&XTREME ENERGY DRINK	F450	287.3	287.3										
REDLINE XTREME ENERGY DRINK	F450	674.8	674.8										
SOBE ESSENTIAL ENERGY ENERGY DRINK	F450	3,466.7	3,466.7										
STACKER 2 6 HOUR PWR ENERGY DRINK	F450	1,087.6						181.3					
STARBUCKS FRAPPUCCINO RTS BEVERAGE	F450	270.8			270.8						906.3		
STARBUCKS RTS ICED COFFEE	F450	10,776.5	53.2		26.1			844.0			9,853.2		
VITA SPLASH NTRNT ENHNCED DRINK MIX	F450	882.0	676.4			205.6							
XYIENCE XENERGY ENERGY DRINK	F450	934.1					797.8				136.3		
YAKULT BEVERAGE	F450	2,730.8	141.9		163.9				2,425.0				
ACQUA PANNA MINERAL WATER	F460	1,840.6	1,279.3	561.4									
ACQUA PANNA&S PELLEGRINO MINERAL WTR	F460	545.2	430.9	114.4									
AQUAFINA ALIVE VITAMIN FLAVORED WTR	F460	5,462.3	1,890.9	1,104.0				875.0	12.8		1,579.6		
AQUAFINA PURIFIED WATER	F460	7,072.0			186.9			5,391.4	17.5		952.3		523.8
AQUAPOD BOTTLED SPRING WATER	F460	3,052.5							15.3		3,037.3		
ARROWHEAD BOTTLED WATER	F460	3,498.4	1,378.3		8.7				1,504.0				607.3
BORBA SKIN BALANCE WATER	F460	711.6	711.6										
CAPRI SUN ROARIN WATERS FLAVORED/WTR	F460	3,990.2						298.9	2.6		3,688.7		
CAPRI SUN ROARIN WATERS VIGNETTE	F460	358.3						24.8			333.5		
CONTREX BOTTLED WATER	F460	697.8	697.8										
DASANI BOTTLED WATER	F460	1,428.5	1,422.3						6.2				
DEER PARK SPRING WATER	F460	4,485.1							4,485.1				
EVIAN SPRING WATER	F460	439.1	288.4				148.0				2.7		
FIJI BOTTLED WATER	F460	5,373.9	5,098.3				275.6						
FRUIT20 ENERGY &FRUIT20 HYDRN/WTR	F460	1,135.0									1,135.0		
FRUIT20 FLAVORED WATER	F460	1,514.1	1,514.1										
FRUIT20 IMMUNITY FLAVORED WATER	F460	1,019.8	843.3								176.5		
FRUIT20 RELAX &FRUIT20 IMNTY VTMN/WT	F460	324.7									324.7		
GLACEAU FLAVORED WATER	F460	360.4					324.1						36.3
GLACEAU SMARTWATER BOTTLED WATER	F460	7,438.6	7,082.3	80.1	205.6	70.5							
GLACEAU VITAMIN WATER FLAVORED WATER	F460	26,798.9	2,972.6		222.9		859.9	11,315.5	2.6		11,407.7		17.6
ICE MTN SPRING WATER	F460	3,779.0					22.1		3,753.6				3.4
KELLOGGS SPECIAL K2O PROTEIN WATER	F460	22,477.1	2,597.8					8,388.9	726.3	7,410.5	3,353.6		
NESTLE PURE LIFE MINERAL WATER	F460	9,015.5	9,015.5										
NESTLE WATERS NORTH AMER BOTTLED WTR	F460	761.3			17.0		744.3						
NURSERY BOTTLED WATER	F460	661.4	661.4										
OZARKA BOTTLED WATER	F460	1,878.8	1,867.5						5.6				5.7
PERRIER SPARKLING WATER	F460	2,382.4	2,314.5				67.9						
POLAND SPRING BOTTLED WATER	F460	2,485.0			3.1				2,472.6				9.3
PROPEL FITNESS FLAVORED BOTTLED WTR	F460	69,469.9	8,963.6					37,178.4	570.6	14,766.2	7,759.9		231.2
S PELLEGRINO MINERAL WATER	F460	845.1	711.5		133.7								
SOBE LIFE FLAVORED WATER	F460	7,610.1						1,429.5	5.9		6,174.7		
ZEPHYRHILLS SPRING WATER	F460	1,874.1			137.4				1,472.8				263.9
ODWALLA BEVERAGES	F490	574.1					574.1						
3 MUSKeteers CANDY BAR	F510	12,508.8	2,087.7					3,218.3	28.5	2,129.4	5,044.9		
3 MUSKeteers MINT CANDY BAR	F510	9,628.6	694.6					3,115.9	20.3	1,899.6	3,898.2		
AIR HEADS CANDY	F510	2,289.2						1,141.6	0.4		1,147.2		
AIR HEADS XTREMES CANDY	F510	1,679.1						832.4	0.4		846.3		
ALTOIDS CHOCOLATE DIPPED MINTS	F510	17,221.3	4,901.0					8,462.2	53.1	214.8	3,590.2		
ALTOIDS MINTS	F510	3,585.4	3,100.3				360.4				124.8		
BABY BOTTLE POP CANDY	F510	1,188.9									1,188.9		
BABY RUTH CANDY BAR	F510	2,910.2						314.1	0.8		2,116.6	475.3	3.5
BARTONS GOLD HEAVENLY DARK CANDY	F510	630.1							62.2		567.9		
BRAD PAISLEY/HERSHEYS	F510	640.1	441.3		10.8	139.9			47.5		0.6		
BUTTERFINGER CANDY BAR	F510	1,189.3	1,188.2						1.2				
BUTTERFINGER CRISP CANDY BAR	F510	3,129.8						759.1	135.6		2,235.1		
CACAO RESERVE CANDY BAR	F510	8,677.9	8,677.9										
DOVE & DOVE HEARTS CANDY	F510	1,561.6	1,561.6										
DOVE CANDY	F510	16,635.1	2,944.9					6,306.8	30.5	1,851.8	5,480.6		20.4
DOVE DARK CANDY	F510	3,103.6	3,103.6										
FERRERO ROCHER CANDY	F510	14,189.1						5,482.1	118.2	5,998.4	2,590.5		
FIZZIX.COM ONLINE	F510	725.1									725.1		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GHIRARDELLI CANDY	F510	14,931.6						4,808.4	76.1	5,751.0	4,296.1		
GHIRARDELLI INTNS DRK CH CANDY BAR	F510	6,998.2	6,521.4	476.8									
GODIVA CANDY	F510	953.1	199.4		189.7	288.4	275.6						
GREEN & BLACKS CANDY BAR	F510	2,306.6	2,193.8										112.8
HALLS DEFENSE CANDY	F510	370.4	370.4										
HERSHEYS ANTIOXIDANT CANDY BAR	F510	1,210.1	1,076.3	133.8					1,977.6	18.2	1,182.0	552.9	
HERSHEYS CACAO RESERVE CANDY	F510	3,730.6											
HERSHEYS EXTRA DARK CANDY BAR	F510	4,307.2	4,307.2										
HERSHEYS HERSHEY BAR CANDY BAR	F510	4,962.9	1,024.2		34.5			558.3	31.2	1,406.0	1,908.6		
HERSHEYS KISSES & HERSCHEYS KISSABLES	F510	1,983.3							463.5	17.3	1,103.2	399.4	
HERSHEYS KISSES CANDY	F510	12,360.1	2,691.0	262.1				3,366.8	91.3	4,254.5	1,663.2	31.3	
HERSHEYS SPECIAL DARK CANDY BAR	F510	9,835.6	4,078.6	372.1				2,414.0	25.9	1,506.0	1,439.1		
HUBBA BUBBA SOUR GUMMY TAPE CANDY	F510	1,359.0									1,359.0		
ICE BREAKERS SOURS HARD CANDY	F510	1,683.9						551.2	0.5	193.5	938.7		
JELLY BELLY CANDY	F510	2,671.5	2,307.3				1.0		16.9	346.3			
JELLY BELLY SMTH BLND CANDY	F510	373.7	373.7								658.0		
JELLY BELLY SPORT BEANS CANDY	F510	775.7	775.7										
JUICY DROP POP CANDY	F510	658.0											
LIFE SAVERS CANDY	F510	678.2	127.0					551.2					
LIFE SAVERS FRUIT TARTS CANDY	F510	8,766.9						5,592.9	216.1	1,035.3	1,922.5		
LINDT EXCELLENCE CANDY	F510	6,525.8						1,672.8	36.7	3,306.8	1,509.5		
LINDT LINDOR CANDY	F510	11,124.8						3,259.8	79.6	5,034.6	2,750.9		
M&MS DARK CHOCOLATE CANDY	F510	21,882.0	5,470.9	2,840.6				5,930.8	30.9	3,287.7	4,316.0	5.2	
M&MS HOLIDAYS CANDY	F510	1,906.2						588.2	7.3	749.7	561.0		
M&MS MILK CHOCOLATE CANDY	F510	14,023.3	11,847.5	2,175.8									
M&MS MINIS CANDY	F510	1,455.4	816.8	638.6									
M&MS OGRE-SIZED CANDY	F510	2,667.8						1,347.9	9.4	768.3	542.2		
M&MS VAR CANDY	F510	33,713.4	1,053.0		102.4		35.6	13,197.4	188.9	9,003.3	10,132.8		
MARS 100 CALORIE PACK CANDY	F510	3,087.6	2,790.0	297.6									
MARS VAR CANDY	F510	3,865.1	3,493.0	372.1									
MENTOS CHEWY MINTS	F510	412.6				47.3		3.4					361.8
MILKY WAY CANDY BAR	F510	5,143.2	1,281.0	430.4		147.8	11.1	12.6	940.5	2,319.9			
MYMMS.COM CANDY ONLINE	F510	6,520.7						329.7	1,078.4	5,112.6			
NESTLE CRUNCH CANDY BAR	F510	3,022.6					786.3	0.0		2,236.3			
NESTLE CRUNCH CRISP CANDY BAR	F510	743.8								743.8			
NESTLE STIXX CANDY	F510	1,895.8					69.2	29.9	763.8	1,032.9			
NESTLE VAR CANDY	F510	2,142.6	2,142.6										
PEEPS MARSHMALLOWS	F510	651.2	651.2										
PUSH POPS CANDY	F510	673.0								673.0			
REESES CRISPY CRUNCHY CANDY BAR	F510	7,895.0					2,391.9	58.4	3,623.6	1,821.1			
REESES PEANUT BUTTER CUPS	F510	13,248.2	3,315.9				4,557.2	46.3	3,060.4	2,268.5			
RIESEN CANDY	F510	6,385.5	6,385.5										
RING POP CANDY	F510	676.3					61.9			614.4			
RUSSELL STOVER CANDY	F510	2,453.4	89.0				899.9	208.7			1,238.6		17.2
RUSSELL STOVER INTL CLCT CANDY	F510	1,076.7									1,076.7		
RUSSELL STOVER PRVT RSRV CANDY	F510	1,068.1									1,068.1		
RUSSELL STOVER VAR SUGAR FREE CANDY	F510	725.2		5.3			0.0	6.2	428.7	284.9			
SCHARFFEN BERGER CANDY	F510	1,153.3	1,153.3										
SKITTLES FRUIT CHEW CANDY	F510	13,048.9					1,084.2	763.5	5,909.6	5,291.6			
SNICKERS CANDY BAR	F510	21,173.9	1,689.8	2,311.7	625.0	335.5	44.7	4,046.8	112.2	812.9	8,736.6	2,458.7	
SNICKERS DARK CANDY BAR	F510	13,944.5	2,924.0	1,375.1				3,160.3	67.6	1,697.8	4,719.7		
SOUR PATCH KIDS CANDY	F510	2,600.9									2,600.9		
SPONGEBOB SQUAREPANTS GUMMY KRBY PTS	F510	250.6	250.6										
STARBURST BERRIES&CREME CANDY	F510	4,479.0					28.1	288.0	2,089.6	2,073.4			
STARBURST CANDY	F510	15,385.8						647.8	151.1	3,988.0	6,261.8	4,337.1	
SWEETARTS SQUEEZ CANDY	F510	2,065.6	188.0					268.1	6.3	110.0	1,493.3		
TIC TAC BOLD MINTS	F510	2,608.0	1,443.8					362.4	10.2	331.5	460.1		
TIC TAC MINTS	F510	12,853.0	4,309.9					3,198.9	39.3	2,291.9	3,013.0		
TOBLERONE CANDY	F510	1,017.1							1,017.1				
TOOTSIE ROLL TOOTSIE POPS CANDY	F510	829.1									829.1		
TOXIC WASTE CANDY	F510	435.0	435.0										
TWIX COOKIE BAR	F510	17,257.8						2,987.0	231.3	3,513.6	10,526.0		

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TWIX PB COOKIE BAR	F510	4,365.1						1,052.5	3.7	242.5	3,066.4		
VERTIGO CANDY	F510	1,131.1									1,131.1		
WEIGHT WATCHERS CANDY	F510	1,249.9						0.0	5.3	420.0	824.5		
WERTHERS ORIGINAL CANDY	F510	9,007.8						6,830.5	369.7	900.4	907.2		
WHITMANS CANDY	F510	313.7						77.0			236.7		
WONKA EGG HUNT & GOLDEN EGG CANDY	F510	533.1	533.1										
WONKA LAFFY TAFFY CANDY	F510	1,298.9	188.0					170.0	3.2	93.1	844.7		
WONKA NERDS & WONKA NERDS ROPE	F510	1,991.7						196.0	3.1	171.9	1,620.6		
YORK MINTS	F510	2,237.0	2,237.0										
YORK PEPPERMINT PATTIE CANDY	F510	2,380.5	2,380.5										
BUBBLICIOUS BURSTS BUBBLE GUM	F520	1,636.6									1,636.6		
BUBBLICIOUS INKD BUBBLE GUM	F520	1,605.5									1,605.5		
DENTYNE BLAST GUM	F520	5,212.6						24.5	32.9	3,050.3	2,104.9		
DENTYNE FIRE GUM & DENTYNE ICE GUM	F520	301.1	301.1										
DENTYNE ICE GUM	F520	15,243.9						7,210.5	383.7	1,585.8	6,063.9		
HUBBA BUBBA BUBBLE GUM	F520	1,684.2									1,684.2		
HUBBA BUBBA VAR BUBBLE GUM	F520	631.7	631.7										
ICE BREAKERS SOURS GUM	F520	334.8	334.8										
ICE BREAKERS SOURS SUGAR FREE GUM	F520	7,175.1	1,076.0					2,526.2	26.8	1,613.6	1,932.6		
ICE BREAKERS WELLNESS GUM	F520	5,681.3						2,388.8	50.7	2,734.6	507.3		
STRIDE SUGAR FREE GUM	F520	27,834.2	3,367.9					16,202.0	129.5	137.5	7,997.2		
TRIDENT SPLASH SUGAR-FREE GUM	F520	2,345.6						746.8	68.2	477.1	1,053.6		
TRIDENT SUGARLESS GUM	F520	12,982.6	40.8				168.6	4,362.8	32.9	2,317.7	6,059.9		
TRIDENT WHITE COOL CLD SUGARLESS GUM	F520	10,589.3						4,672.8	10.0	1,496.7	4,409.9		
TRIDENT WHITE SUGARLESS GUM	F520	521.8							0.3		521.5		
WRIGLEY'S 5 SUGAR FREE GUM	F520	19,757.6	2,621.2					6,941.9	192.8	3,720.7	6,281.0		
WRIGLEY'S BIG RED GUM	F520	869.4	754.0		45.4	58.1	12.0						
WRIGLEY'S ECLIPSE BG E PK SUGAR FR GM	F520	3,569.9	3,569.9										
WRIGLEY'S ECLIPSE FUSION SUGAR FR GM	F520	9,445.1	2,703.1					3,726.8	5.1	527.5	2,482.5		
WRIGLEY'S ECLIPSE SUGAR FREE GUM	F520	7,587.2						3,215.7	94.8	1,891.0	2,349.7	36.0	
WRIGLEY'S EXTRA & ORBIT SUGARFREE GUMS	F520	3,090.4	3,090.4										
WRIGLEY'S EXTRA SUGAR FREE GUM	F520	28,834.2	5,866.1					11,740.6	536.0	4,245.8	6,445.6		
WRIGLEY'S GUMS	F520	4,677.3		81.2			2,145.4	1,039.7			1,356.0		55.0
WRIGLEY'S ORBIT SUGARLESS GUM	F520	37,250.4	4,946.2					16,078.6	980.3	5,023.2	9,991.5	230.6	
WRIGLEY'S ORBIT WHITE SUGARFREE GUM	F520	5,074.5	5,074.5										
BAKED CHEE-TOS CHEESE SNACKS	F530	5,002.1	197.4					652.3	0.3		4,152.1		
BAKED CHEE-TOS FLAMIN HT SNACKS	F530	3,986.6						884.9	0.7		3,101.0		
BAKED TOSTITOS SCOOPS TORTILLA CHIPS	F530	7,382.9						5,272.4	0.2		2,110.3		
BLUE DIAMOND ALMONDS	F530	8,389.0	6,505.5						39.1	1,224.5		620.0	
BLUE DIAMOND NUTS	F530	353.9											353.9
CALIFORNIA ALMOND BOARD ALMONDS	F530	20,876.8	20,876.8										
CHEE-TOS CHEESE SNACKS	F530	1,120.0					45.6						1,074.4
CHEX MIX SELECT SNACK MIX	F530	432.3	432.3										
CHEX MIX SNACK MIX	F530	8,292.6	8,199.4					93.2					
DIAMOND WALNUTS	F530	316.5	238.6								77.8		
DORITOS COLLISIONS TORTILLA CHIPS	F530	3,048.9									3,048.9		
DORITOS TORTILLA CHIPS	F530	12,345.8						7,551.8	35.8	482.0	4,275.6	0.7	
EATSMART SNACKS	F530	538.8	538.8										
EMERALD NUTS	F530	6,999.5						2,385.4	0.8		4,613.3		
FISHER NUTS	F530	299.7	299.6		0.1								
FRITO-LAY CHIPS & SNACKS	F530	359.0						359.0					
FRITO-LAY VAR SNACKS	F530	2,842.3						456.9	2,385.4				
HERR FOODS VAR SNACKS	F530	258.5						258.5					
HERSHEY'S SNACK BARS	F530	1,120.3	1,120.3										
JIF SNACK NUTS	F530	513.7		513.7									
JIF VAR NUTS	F530	368.3		29.0					339.3				
JOLLY TIME HEALTHY POP RED FT/PCRN	F530	494.9	494.9										
LANCE SNACKS	F530	2,759.6											2,759.6
LAYS CLASSIC POTATO CHIPS	F530	22,472.2	167.8		98.6			17,580.2	54.5	775.8	3,795.4		
LAYS POTATO CHIPS	F530	4,428.6	4,364.7					63.9					
NABISCO PITA THINS TOASTED CHIPS	F530	965.4	965.4										
NATIONAL PEANUT BOARD PEANUTS	F530	1,988.6	1,808.6					180.0					

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ORVILLE RDNBCHR KTL KRN MICRO PCRN	F530	5,062.7						1,692.9	57.4	1,818.7	1,493.8		
ORVILLE REDENBACHER NAT MICRO PCRN	F530	5,184.1	1,472.6	446.5				753.7	257.6	1,300.9	952.8		
ORVILLE REDENBACHER POPCORN	F530	9,175.4	262.4		61.5			2,978.1	169.0	2,067.9	3,636.6		
ORVILLE REDENBACHER SMART-POP PPCRN	F530	11,854.7	9,640.4	524.2				910.6	4.0	346.4	429.1		
PITA-SNAX PITA CHIPS	F530	1,176.0	1,176.0										
PLANTERS CHOCOLATE COVERED NUTS	F530	1,254.2	1,254.2										
PLANTERS DRY ROASTED NUTS	F530	4,816.9	3,824.8	685.5					10.1		296.5		
PLANTERS NUT-RITION NUTS	F530	4,958.6	4,958.6										
PLANTERS NUTS	F530	21,847.7	7,079.1	261.5				8,071.7	237.7	665.9	5,531.9		
POPCORN FACTORY SNACKS	F530	490.1	454.7	35.3									
PRINGLES MINIS & PRINGLE SNACK STACKS	F530	1,972.1						885.5	3.1	24.7	1,058.8		
PRINGLES MINIS POTATO CRISPS	F530	7,335.2						2,381.6	34.0	2,177.3	2,742.4		
PRINGLES POTATO CRISPS	F530	1,727.3			16.0			1,601.5	6.8	84.0	19.0		
PRINGLES SELECT POTATO CRISPS	F530	14,961.2	8,145.3					5,129.8	14.2	263.9	1,407.9		
PRINGLES SNACK STACKS SNACKS	F530	1,381.3						408.7	3.5	233.7	735.4		
PRINGLES VAR CHIPS	F530	574.2						476.1	0.2		97.9		
QUAKER MINI DELIGHTS MLT-GRN RC CKS	F530	8,483.5	5,679.4								2,804.1		
QUAKER QUAKES & QUAKER RICE CAKES	F530	1,196.0	583.5								612.5		
QUAKER QUAKES RICE SNACKS	F530	5,943.3	3,610.4						0.0		2,332.9		
QUAKER QUAKES SNACKS	F530	1,848.8	1,848.8										
ROLD GOLD PRETZELS	F530	555.0	555.0										
ROLD GOLD VAR PRETZELS	F530	1,415.2					1,415.2						
SNACK FACTORY PRETZEL CRISPS	F530	495.0	495.0										
SNYDERS/HANOVER MLTGRN SNACKS	F530	2,526.6	2,526.6										
SNYDERS/HANOVER PRETZEL SANDWICHES	F530	6,460.2	6,430.9										29.2
STACYS PITA CHIPS	F530	4,428.3	4,428.3										
STACYS SIMPLE NAKED PITA CHIPS	F530	544.8	544.8										
SUN CHIPS MULTIGRAIN SNACKS	F530	9,969.1	3,825.7					3,664.1	0.7		2,478.7		
SUNKIST ALMOND ACCENTS SLICED ALMNDNS	F530	1,292.0	1,292.0										
TOSTITOS SCOOPS TORTILLA CHIPS	F530	2,063.5						1,898.0	0.1		165.4		
TOSTITOS SCOOPS TORTILLA CHIPS&SALSA	F530	5,916.6						4,110.7	0.4		1,805.5		
TOSTITOS TORTILLA CHIPS	F530	7,846.0						4,714.1			3,131.9		
TOSTITOS TORTILLA CHIPS & SALSA	F530	2,290.9						1,712.8			578.1		
BETTY CROCKER FRUIT BY/FOOT SNACKS	F590	3,474.5									3,474.5		
BETTY CROCKER FRUIT ROLL-UPS	F590	4,238.8									4,238.8		
BETTY CROCKER FRUIT STACKERS	F590	2,902.0									2,902.0		
BETTY CROCKER GUSHERS FRUIT SNACK	F590	6,436.8									6,436.8		
FLAT EARTH BAKED FRUIT CRISPS	F590	487.7	487.7										
FLAT EARTH BAKED FRUIT&VEGGIE CHIPS	F590	1,045.8	990.2		53.1						2.5		
FLAT EARTH BAKED VEGGIE CHIPS	F590	11,867.5	11,526.7	340.6					0.2				
FRUITABU SMOOSHED FRUIT FLATS	F590	3,219.3	1,916.7					1,302.7					
GENERAL MILLS CURVES BARS & CEREAL	F590	1,821.0	1,821.0										
GERBER GRADUATES FRUIT STRIPS	F590	670.1	670.1										
GERBER GRADUATES MINI FRUITS	F590	2,752.8	1,167.6					380.4	26.8	76.6	1,101.5		
JACK LINKS BEEF JERKY	F590	8,477.5	1,366.6						35.9		7,075.0		
KELLOGGS COCOA KRISPIES CRL STRWS	F590	7,643.0					271.7	1,645.0	81.6	957.5	4,958.9		
KELLOGGS NUTRI-GRAIN CEREAL BARS	F590	271.7											
KELLOGGS RICE KRISPIES SQUARE BR'S	F590	7,125.8	7,125.8										
KELLOGGS SPECIAL K CEREAL BARS	F590	5,909.2	1,231.5					2,809.7	45.0	1,277.3	545.7		
KELLOGGS YOGOS BITS FRUIT SNACK	F590	9,622.2	4,369.5					828.1	1.7	15.3	4,407.6		
KELLOGGS YOGOS FRUIT SNACK	F590	8,107.7	4,358.4					304.9	3.6	70.6	3,370.3		
KELLOGGS YOGOS ROLLERS FRUIT SNACKS	F590	11,375.2	6,197.6					545.8	3.4	101.0	4,527.4		
NABISCO 100 CLR PKCS CHWY GRNL BRS	F590	1,423.6	1,423.6										
NATURE VALLEY CHEWY TRAIL MIX BAR	F590	1,390.5	1,390.5										
NATURE VALLEY CRUNCHY GRANOLA BARS	F590	3,555.0	3,555.0										
NATURE VALLEY GRANOLA BARS	F590	10,320.7	2,399.8					495.0	3,619.5		3,806.5		
NATURE VALLEY HLTHY HRT GRANOLA BARS	F590	275.8	275.8										
NATURE VALLEY SWT&SLTYNT GRANOLA BRS	F590	993.8	993.8										
OH BOY OBERTO BEEF JERKY	F590	652.6									134.5		518.1
QUAKER BREAKFAST COOKIE	F590	6,546.8	6,546.8										
QUAKER CHEWY GRANOLA BARS	F590	6,678.2	154.8						12.9	825.3	5,685.2		
QUAKER GRANOLA BITES SNACKS	F590	13,379.3	6,159.1					3,705.8	152.5	639.0	2,723.0		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
QUAKER MUFFIN BARS	F590	9,121.5	1,064.0					4,707.9	106.1	291.0	2,952.5		
QUAKER OATMEAL TO GO CEREAL BARS	F590	3,229.2			10.1			2,151.3	18.8	415.9	633.2		
QUAKER OATMEAL/GO BAR & VAR OATMEAL	F590	7,741.3	6,775.5	965.9	0.0								
QUAKER SWEET&SALTY CRNCH SNACK BAR	F590	7,323.2	7,323.2										
SLIM JIM BEEF JERKY	F590	1,463.5	20.4						185.5	1.4		1,256.3	
SOUTH BEACH DIET CEREAL BARS	F590	6,438.2	6,204.8	233.5									
SOUTH BEACH DIET MEAL RPLCMNT BRS	F590	594.3	594.3										
SOUTH BEACH DIET SNACK BAR DELIGHTS	F590	1,961.5	1,961.5										
ADOLPH COORS CO CORP PSA	F611	807.4									807.4		
AMSTEL VAR BEERS	F611	310.8					310.8						
ANHEUSER-BUSCH COS INC BEER	F611	253.5											253.5
ANHEUSER-BUSCH COS INC CORP PSA	F611	4,630.1	1,395.2					1,936.3	271.6		1,026.9		
ANHEUSER-BUSCH COS INC CP	F611	10,745.2	3,823.0		151.0	843.0		4,865.6	312.8		749.8		
ANHEUSER-BUSCH VAR BEERS	F611	18,672.5	13.6		116.0		18,520.4						22.5
BACARDI SILVER MALT LIQUOR	F611	460.7			10.6		450.0						
BACARDI SILVER MOJITO MALT LIQUOR	F611	2,248.7	2,248.7										
BACARDI SILVER VAR MALT LIQUORS	F611	349.8					349.8						
BARTON VAR BEERS	F611	1,053.4					1,053.4						
BASS ALE	F611	787.9	777.7		10.2								
BECKS BEER	F611	6,215.1	2,096.3		23.5		164.2	91.9			3,839.2		
BLUE MOON BEER	F611	408.0	360.0				48.0						
BOSTON BEER VAR BEERS	F611	769.3					555.2						214.1
BUDWEISER BEER	F611	67,871.6	3,427.7		1,355.6	160.3	1,048.8	48,187.7	5,575.4		8,039.1	77.1	
BUDWEISER BEER CORP PSA	F611	3,018.3						2,255.4	72.7	40.4	649.9		
BUDWEISER BEER CP	F611	332.0	330.1		0.7				1.2				
BUDWEISER DRAFT BEER	F611	535.0					535.0						
BUDWEISER VAR BEERS	F611	2,990.9					2,990.9						
BUSCH BEER	F611	1,897.4					1,335.6	165.1			396.7		
COORS BANQUET BEER	F611	1,653.6					1,653.6						
COORS BEER	F611	15,752.7			9.9		912.1	11,940.2	242.5		2,558.7		89.2
COORS VAR BEERS	F611	1,368.9					1,368.9						
CORONA BEER	F611	3,200.4	402.3				2,727.4		1.6				69.1
CORONA EXTRA BEER	F611	32,821.9	2,612.0				63.2	10,115.1	4,310.3	6,023.7	8,230.1		1,467.4
CORONA EXTRA BEER &CORONA LIGHT BEER	F611	14,125.1	5,306.6					3,107.2	458.3	2,169.3	3,083.7		
CORONA VAR BEERS	F611	3,954.5					3,954.5						
DOS EQUIS BEER	F611	7,519.4	2,096.2				1,185.1		4,022.7				215.4
FOSTERS BEER	F611	931.4	931.4										
GROLSCH BEER	F611	1,144.6			6.1		930.0		208.5				
GROLSCH LAGER	F611	7,939.7	3,483.5					2,218.4	64.9		2,172.9		
GUINNESS BEER	F611	5,614.9							42.6		5,556.2		16.0
GUINNESS DRAUGHT BEER	F611	6,901.9						1,614.1	67.2		5,220.6		
HEINEKEN BEER	F611	31,669.3	3,562.9		803.3	142.9	6,419.0	10,594.5	2,306.4	516.4	6,461.7		862.3
HEINEKEN DRAUGHTKEG BEER	F611	15,681.9						8,237.2	1,606.2	989.4	4,849.1		
HEINEKEN VAR BEERS	F611	15,963.1					15,575.1						388.0
HENRY WEINHARDS BEER	F611	261.0					261.0						
ICEHOUSE BEER	F611	4,022.0	4,022.0										
JACK DANIELS CNTRY CKTLS MALT BEV	F611	358.5			358.5								
KEYSTONE BEER	F611	517.4					273.0				244.4		
KEYSTONE VAR BEERS	F611	443.4					443.4						
KILLIANS IRISH RED LAGER	F611	647.2					1.0		389.0		257.2		
LABATT VAR BEERS	F611	285.9					285.9						
LEFFE ALE	F611	700.4	700.4										
LEINENKUGELS SUNSET WHT BEER	F611	309.0	309.0										
LONE STAR BEER	F611	307.5					307.5						
MICHELOB AMBERBOCK BEER	F611	1,888.7	156.4				10.3	1,418.6	130.8		172.5		
MICHELOB BEER	F611	6,748.0	59.0				45.0	4,108.9	781.8	60.2	1,693.2		
MICHELOB VAR BEERS	F611	2,476.1					277.0	2,073.6	124.1		1.5		
MIKES HARD LEMON DROP MALT LIQUOR	F611	1,393.2							985.0		408.2		
MIKES HARD LEMONADE MALT LIQUOR	F611	2,695.2		3.9			150.8		1,211.9		1,328.5		
MILLER CHILL LIGHT BEER	F611	24,512.1					772.9	10,845.9	1,731.6	4,615.0	6,533.5		13.2
MILLER GENUINE DRAFT BEER	F611	13,543.6	7,352.0				192.0		5,718.5		116.3		164.8
MILLER HIGH LIFE BEER	F611	22,238.6	731.9				547.4	13,742.0	4,815.3		2,402.0		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MILLER VAR BEERS	F611	10,738.0			5.7		10,705.9						26.4
MODELO ESPECIAL BEER	F611	3,235.3					434.9		1,839.9		301.9		658.5
MOLSON CANADIAN BEER	F611	1,582.6			65.4				1,472.3		44.9		
MOLSON VAR BEERS	F611	1,957.7					1,957.7						
NEGRA MODELO ALE	F611	5,334.2	5,334.2										
NEW BELGIUM BREWING CO BEER	F611	943.0	943.0										
NEW BELGIUM BREWING CO CP	F611	465.1	465.1										
NEWCASTLE ALE	F611	6,068.3	4,980.8				1,087.5						
PABST BREWING VAR BEERS	F611	267.5					267.5						
PACIFICO CLARA BEER	F611	552.3	552.3										
PACIFICO IMPORTED BEER	F611	3,043.7	2,346.6				697.1						
PEELS MALT LIQUOR	F611	1,471.6	1,471.6										
PERONI BEER	F611	2,007.1	1,964.9				42.2						
RED STRIPE BEER	F611	431.8					127.1	21.0			275.5		8.2
ROLLING ROCK BEER	F611	2,181.6		8.9	168.6	439.8					1,564.3		
SAMUEL ADAMS BOSTON LAGER	F611	8,001.8	139.2		80.1		6.0	295.0	242.4		7,224.0		15.0
SAMUEL ADAMS OCTOBERFEST BEER	F611	751.8						75.3			676.5		
SAMUEL ADAMS SUMMER ALE	F611	1,336.5						78.8	20.6		1,237.1		
SCHLITZ BEER	F611	625.0		497.9					127.1				
SHINER BOCK BEER	F611	828.2		26.4		801.7							
SMIRNOFF ICE MALT LIQUOR	F611	4,979.7		5.1		235.8		2.5			4,736.3		
SMIRNOFF SOURCE MALT BEVERAGE	F611	1,951.4		13.8		29.2		1,901.6			6.8		
SMITHWICKS IRISH BEER	F611	443.1				443.1							
SPARKS MALT LIQUOR	F611	341.4	324.1		16.5						0.8		
ST PAULI GIRL BEER	F611	6,656.5	6,041.2			615.3							
STELLA ARTOIS BEER	F611	13,630.1	9,406.1		56.0	1,762.8	1,536.0				869.1		
TECATE BEER	F611	4,437.3				1,005.1		21.4			476.0		2,934.8
AMSTEL LIGHT BEER	F612	8,163.0	1,055.2				324.4	4,653.3			2,130.0		
BUD LIGHT BEER	F612	143,795.2	3,718.5		3,978.8	285.8	4,397.0	98,900.1	12,451.2	307.5	19,506.4		250.0
BUDWEISER SELECT BEER	F612	43,355.8	5,804.2		124.7		1,249.6	28,348.7	2,781.4	1,828.8	3,218.5		
BUSCH LIGHT BEER	F612	474.7					4.3	257.2	21.2		192.1		
COORS LIGHT BEER	F612	121,623.8	719.2		227.9	205.6	18,210.3	66,496.1	4,969.6		29,194.8	286.0	1,314.3
COORS LIGHT VIGNETTE	F612	762.0						35.6			726.3		
CORONA LIGHT BEER	F612	4,857.5	78.8				1,428.3	78.7	1,446.0		1,825.7		
HEINEKEN LIGHT BEER	F612	2,443.3	772.2			337.2	689.7						644.2
HEINEKEN PREMIUM LIGHT LAGER	F612	31,840.7	6,521.7		491.3	454.4		12,699.7	2,681.9	1,640.6	7,343.0		8.1
KEYSTONE LIGHT BEER	F612	3,714.0					647.9	261.7	1,517.8	34.1	1,252.5		
LABATT BLUE LIGHT BEER	F612	3,382.4							3,380.2		2.2		
MICHELOB LIGHT BEER	F612	9,916.9				45.4	5,031.2	1,086.7	245.6		3,508.0		
MICHELOB ULTRA AMBER LIGHT BEER	F612	745.4					95.8	521.6	0.1		127.8		
MICHELOB ULTRA LIGHT BEER	F612	19,685.1	6,278.2		107.9		353.5	10,002.3	25.2		2,918.0		
MILLER LITE BEER	F612	92,528.6	2,558.3		933.8	374.2	895.8	45,748.2	10,956.6		29,930.1	500.0	631.5
MILLER LITE GO PRO CHLNG	F612	278.0						202.0			76.0		
MILWAUKEES BEST LIGHT BEER	F612	3,544.0	717.0						312.5		2,514.6		
SAM ADAMS LIGHT BEER	F612	2,931.8					45.9		55.7		2,830.2		
TECATE LIGHT BEER	F612	1,455.8					170.1						1,285.7
HERESTOBEER.COM ONLINE	F619	409.8				337.2			31.4		41.2		
SAMUEL ADAMS VAR BEERS	F619	15,009.0						916.1	178.8		13,914.2		
AGUA DULCE VINEYARDS WINE	F620	1,786.0			1,786.0								
ARBOR MIST WINE	F620	4,200.7						2,906.3	0.8		1,293.6		
BALLATORE CHAMPAGNE	F620	779.2		340.4	438.8								
BANFI WINE	F620	350.5	299.3				49.0						2.3
BELLA SERA MERLOT WINE	F620	378.9										378.9	
BELLA SERA WINE	F620	311.4										298.9	12.5
BERINGER WINE	F620	2,421.3	1,273.7		5.9						1,140.1		1.6
BILTMORE ESTATE WINE	F620	394.6	387.3				7.3						
BLACKSTONE WINE	F620	545.9	431.5	114.4									
BOLLINGER CHAMPAGNE	F620	494.6	494.6										
BONTERRA VINEYARDS WINE	F620	300.0			157.6	142.4							
BV WINE	F620	447.5	290.0		155.7				1.8				
CAVIT WINE	F620	3,519.4	1,594.3					156.8			688.0	388.8	691.4
CHANDON CHAMPAGNE	F620	1,281.1							1,225.2		56.0		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CHATEAU ST JEAN WINE	F620	1,077.5	1,024.2		53.4								
CHATEAU STE MICHELLE WINE	F620	1,911.4	1,911.4										
CLOS DU BOIS WINE	F620	616.3	572.1		1.9		42.3						
CORBETT CANYON WINE	F620	1,304.6										1,304.6	
DANCING BULL WINE	F620	652.1										372.6	279.5
DIR WINE & WINE COOLERS	F620	702.9			702.9								
DOM PERIGNON CHAMPAGNE	F620	595.1	593.5		1.6								
FERRARI CARANO WINE	F620	831.1	827.4		3.7								
FISH EYE WINE	F620	2,944.6						1,635.6			1,309.0		
FONSECA PORTO WINE	F620	389.0			389.0								
FREIXENET CHAMPAGNE	F620	2,317.7	1,800.9	373.9		142.9							
FREIXENET WINE	F620	369.5							369.5				
FRUTEZIA WINE	F620	303.7	303.7										
GALLO WINE	F620	1,001.3					202.4					501.6	297.3
GLORIA FERRER CHAMPAGNE	F620	364.7	228.6		29.0	107.2							
GNARLY HEAD WINE	F620	448.2	448.2										
HOGUE RIESLING WINE	F620	431.7	431.7										
KENDALL-JACKSON WINE	F620	6,586.1	6,578.5		7.6								
KENWOOD WINE	F620	376.5	376.5										
KORBEL CHAMPAGNE	F620	4,139.4					189.7	1,509.6	0.2		2,439.8		
KRUG CHAMPAGNE	F620	932.7	932.7										
LA CREMA WINE	F620	358.0	358.0										
LVMH CHAMPAGNE	F620	1,054.6					1,054.6						
MAISON LOUIS JADOT WINE	F620	1,152.5			1,081.0	71.4							
MARTINI & ROSSI WINE	F620	1,589.9	1,453.2				136.7						
MIRASSOU WINE	F620	1,241.4	1,241.4										
MOET & CHANDON CHAMPAGNE	F620	7,184.3	6,183.5		153.9	100.5	746.3						
OFFICE OF CHAMPAGNE CHAMPAGNE	F620	1,893.7	1,893.7										
PALM BAY IMPORTS WINE	F620	393.3	208.0		38.7	113.7	32.9						
PEELS WINE COOLER	F620	909.1	909.1										
PENFOLDS WINE	F620	910.7	209.2		24.7	614.2			62.6				
PERRIER-JOUET CHAMPAGNE	F620	316.0	316.0										
REDWOOD CREEK WINE	F620	966.5	966.5										
RELAX RIESLING WINE	F620	543.3	543.3										
REX GOLIATH WINE	F620	343.8					143.4					200.4	
RODNEY STRONG WINE	F620	2,404.9	689.6	1,715.3									
ROSEMOUNT ESTATES WINE	F620	715.2						2.0		713.2			
RUFFINO WINE	F620	2,087.0	2,069.3		15.5				2.2				
RUTHERFORD HILL WINE	F620	696.0	25.8							670.2			
SANFORD WINE	F620	263.3	263.3										
SANGRIA SENIORIAL WINE	F620	280.3					80.1					200.2	
SANTA MARGHERITA WINE	F620	3,421.1	1,583.1			72.2				1,765.8			
SANTI VAR WINES	F620	322.5	322.5										
SCHMITT SOHNE RIESLING WINE	F620	1,946.3	1,946.3										
SHAW ROSS DISTRIBUTORS VAR WINES	F620	273.2					273.2						
SONOMA COUNTY WINE	F620	419.1	407.5				11.6						
SOUTHCORP VAR WINES	F620	390.0	390.0										
STERLING VINTNERS WINE	F620	1,776.9	65.7		1,675.5	35.7							
SUTTER HOME WINE	F620	443.3	443.3										
TERLATO WINES INTL WINE	F620	1,938.7	1,148.0			790.8							
TEXAS WINE	F620	572.9	572.9										
TRAPICHE WINE	F620	762.4	719.3				43.1						
TURNING LEAF WINE	F620	2,520.2	2,520.2										
VEUVE CLICQUOT CHAMPAGNE	F620	1,863.1	1,453.7		279.5	129.9							
VILLA ANTINORI WINE	F620	399.3	399.3										
WINES FROM ARGENTINA WINE	F620	348.0	348.0										
WINES FROM CHILE WINE	F620	417.6	417.6										
WINES FROM SPAIN WINE	F620	542.6	542.6										
WOODBRIDGE WINE	F620	7,011.5	6,984.7				26.8						
YELLOW TAIL SPARKLING WINE	F620	707.1	707.1										
YELLOW TAIL WINE	F620	6,104.2	3,710.4		47.7		2,346.1						
BACARDI FROZEN MIXERS	F690	1,135.7	1,030.3		105.4								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ROSES MOJITO NON ALCOHOLIC MIXERS	F690	337.7										337.7	
BULLEIT BOURBON WHISKEY	F711	623.3	528.6				94.6						
EVAN WILLIAMS BOURBON WHISKEY	F711	5,837.8	5,713.2				110.0				14.6		
GENTLEMAN JACK BOURBON WHISKEY	F711	3,197.2	2,590.9		80.7		525.6						
JIM BEAM BLACK BOURBON WHISKEY	F711	1,822.4	1,617.2		11.1		164.9				29.2		
JIM BEAM BOURBON WHISKEY	F711	6,984.8	3,632.4		20.6		1,839.9				1,484.6		7.4
JIM BEAM BRANDS CO CP	F711	816.5	713.0			103.5							
KNOB CREEK BOURBON WHISKEY	F711	2,325.6	2,325.6										
MAKERS MARK BOURBON WHISKEY	F711	1,696.8	1,227.8			142.9	326.1						
OLD FORESTER BOURBON WHISKEY	F711	816.9	558.6		218.1		40.2						
WILD TURKEY BOURBON WHISKEY	F711	1,621.1	1,554.4		21.6		38.2						7.0
WOODFORD RESERVE BOURBON WHISKEY	F711	2,269.3	2,181.9		79.5		7.9						
CANADIAN CLUB CANADIAN WHISKEY	F712	3,357.6	3,198.6		159.0								
CANADIAN MIST WHISKEY	F712	4,744.5	2,294.8	491.0	1,581.9		295.2						81.5
CROWN ROYAL CANADIAN WHISKEY	F712	13,730.4	5,172.7		291.3	168.6	581.2		7.0		7,045.1		464.5
CROWN ROYAL CASK NO 16 CDN WHSKY	F712	1,282.7	1,217.1		65.6								
BALVENIE DOUBLEWOOD SCOTCH WHISKEY	F713	2,166.6				2,166.6							
BOWMORE ISLAY SCOTCH WHISKEY	F713	1,255.8	1,255.8										
BUCHANANS SCOTCH WHISKEY	F713	912.6					289.9				523.0		99.8
CHIVAS REGAL 12 SCOTCH WHISKEY	F713	916.4	916.4										
CHIVAS REGAL 18 SCOTCH WHISKEY	F713	1,621.7	1,621.7										
CHIVAS REGAL SCOTCH WHISKEY	F713	2,683.7					2,004.8				550.2	128.8	
DEWAR'S 12 SCOTCH WHISKEY	F713	457.9			457.9								
DEWAR'S WHITE LABEL SCOTCH WHISKEY	F713	3,373.8	119.8		1,049.5	733.7			120.0		1,350.7		
GLENFIDDICH SCOTCH WHISKEY	F713	2,545.9	1,733.9			353.3					458.7		
GLENLIVET ARCHIVE 21 SCOTCH WHISKEY	F713	331.3	331.3										
GLENLIVET SCOTCH WHISKEY	F713	5,673.5	4,356.3		820.1	228.3	268.8						
JOHNNIE WALKER BLACK LBL SCOTCH WHSKY	F713	4,324.0	354.7		124.0		290.6				3,554.7		
JOHNNIE WALKER BLUE LBL SCOTCH WHSKY	F713	4,351.4	3,527.9	535.2	66.6	221.8							
JOHNNIE WALKER SCOTCH WHISKEY	F713	3,543.7	2,675.7		99.7		482.9						285.5
MACALLAN SCOTCH WHISKEY	F713	1,717.3	1,717.3										
BUSHMILLS IRISH WHISKEY	F719	2,081.1	1,913.3				142.9						24.9
BUSHMILLS VAR WHISKEY	F719	262.7	128.9	133.8									
JACK DANIELS SINGLE BRL WHISKEY	F719	470.0	470.0										
JACK DANIELS WHISKEY	F719	19,362.7	10,249.1		404.5		1,643.3		224.1		6,178.7		662.9
JAMESON IRISH WHISKEY	F719	4,936.7	3,234.2		22.9		95.5						1,584.1
SOUTHERN COMFORT WHISKEY	F719	10,833.8	5,033.4		22.9		122.6		2.1		5,652.9		
TULLAMORE DEW IRISH WHISKEY	F719	1,879.2	1,155.2		714.7		9.4						
CHRISTIAN BROS BRANDY	F721	272.5	272.5										
COURVOISIER COGNAC	F721	399.1	399.1										
HENNESSY COGNAC	F721	11,446.8	4,745.0		32.0		660.1		264.5		5,676.3		68.9
HENNESSY VERY SPECIAL COGNAC	F721	2,401.5	2,401.5										
JC VSOP COGNAC	F721	434.8	434.8										
MARTELL NOBLIGE COGNAC	F721	254.6	254.6										
REMY MARTIN COGNAC	F721	1,316.8	763.0				330.0						223.8
REMY MARTIN LOUIS XIII COGNAC	F721	465.0	465.0										
REMY MARTIN VSOP COGNAC	F721	947.6	947.6										
360 VODKA LIQUOR	F722	875.1	154.8		530.2	107.2	83.0						
ALIZE LIQUEUR	F722	1,251.0	1,251.0										
AMARULA CREAM LIQUEUR	F722	767.6	682.8				84.8						
B&B LIQUEUR	F722	618.7	618.7										
BAILEYS IRISH CREAM LIQUEUR	F722	8,566.5			60.7		424.7		50.9		8,030.2		
CAMPARI LIQUEUR	F722	2,228.4	1,542.2	686.1									
CARAVELLA LIQUEUR	F722	764.3	764.3										
COINTREAU LIQUEUR	F722	6,466.6	6,451.6				15.0						
DEKUYPER PUCKER LIQUEURS	F722	588.9			446.0	142.9							
DISARONNO AMARETTO LIQUEUR	F722	6,426.9									6,426.9		
DRAMBUIE LIQUEUR	F722	1,005.3	1,005.3										
FRAGOLI LIQUEUR	F722	944.6	349.8	457.4	101.7	35.7						416.0	
FRANGELICO LIQUEUR	F722	416.0											
GODIVA LIQUEUR	F722	991.0	991.0										
GRAND MARNIER LIQUEUR	F722	6,160.6	5,885.6				154.9		88.6				31.5

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HPNOTIQ LIQUEUR	F722	2,872.5	2,872.5						0.4				
JAGERMEISTER MUSIC TOUR	F722	340.8	340.4										
KAHLUA LIQUEUR	F722	2,914.5		24.4							2,890.1		
MIDORI LIQUEUR	F722	4,326.9	4,326.9										
PAMA POMEGRANATE LIQUEUR	F722	3,440.5	3,440.5										
SAILOR JERRY SPICED RUM	F722	507.6				507.6							
ST GERMAIN LIQUEUR	F722	719.9	719.9										
STARBUCKS COFFEE & CREAM LIQUEURS	F722	353.3	331.7		21.6								
WIDE EYE LIQUEUR	F722	2,040.0	1,972.7				67.3						
BEEFEATER GIN	F731	2,546.7	2,493.4		53.3								
BOMBAY SAPPHIRE GIN	F731	4,146.2	1,329.6		28.2	415.0				2,373.4			
HENDRICKS GIN	F731	1,545.8	1,535.8			10.0							
MARTIN MILLERS GIN	F731	918.2	441.4	476.8									
SEAGRAMS DISTILLERS RSRV GIN	F731	411.6	411.6										
SEAGRAMS EXTRA DRY GIN	F731	423.6	423.6										
SEAGRAMS FLAVORED GIN	F731	331.0	331.0										
TANQUERAY GIN	F731	2,173.3	22.0			80.3				2,070.9			
TANQUERAY RANGPUR GIN	F731	6,810.6				50.8				6,759.9			
10 CANE RUM	F732	3,106.6	2,039.7		270.3	736.6	60.0		104.1		1,223.5		
BACARDI CORP PSA	F732	1,327.5											
BACARDI FLAVORED RUM	F732	829.5	730.7		21.9								76.9
BACARDI LIMON FLAVORED RUM	F732	2,653.0	495.1								2,157.9		
BACARDI O FLAVORED RUM	F732	1,125.9	549.8								576.1		
BACARDI PEACH RED FLAVORED RUM	F732	1,381.1	33.2		90.6						1,257.3		
BACARDI RUM	F732	9,090.1	634.6		402.2	5,241.1		80.0		2,725.1			7.0
BACARDI SUPERIOR RUM	F732	10,103.3	2,756.0			216.8		64.3		6,623.7			442.6
CAPTAIN MORGAN SPICED RUM	F732	13,856.5				460.7		91.0		13,304.8			
CRUZAN FLAVORED RUM	F732	841.5	191.7		132.7	168.6	348.4						
CRUZAN SINGLE BARREL RUM	F732	749.2	87.0			662.1							
GOSLING'S BLACK SEAL RUM	F732	361.2	361.2										
MALIBU RUM	F732	4,353.0			21.6	40.0				2,829.3			1,462.2
PREMIER BEVERAGE RUM	F732	1,700.3				1,700.3							
PUERTO RICAN RUMS	F732	2,706.6	2,603.4			53.5				49.6			
PYRAT RUM	F732	388.5	388.5										
RUBI REY RUM	F732	278.8			278.8								
SAILOR JERRY RUM	F732	327.7				327.7							
TOMMY BAHAMA GOLDEN SUN & WHT SND RM	F732	2,960.5	2,960.5										
TOMMY BAHAMA RUM	F732	852.7	852.7										
TOMMY BAHAMA WHITE SAND RUM	F732	2,484.9	584.8		1,900.1								
CABO UNO TEQUILA	F733	1,018.0	1,018.0										
CAZADORES TEQUILA	F733	1,106.2				1,106.2							
DON JULIO TEQUILA	F733	1,090.6	1,016.6			73.9							
GRAN PATRON TEQUILA	F733	1,026.6	1,026.6										
JOSE CUERVO BLACK TEQUILA	F733	3,883.7	1,155.9							2,727.9			
JOSE CUERVO CLASICO &ESPECIAL TQL	F733	7,647.9	7,647.9										
JOSE CUERVO FLAVORED TEQUILA	F733	1,550.4	1,550.4										
JOSE CUERVO PLATINO TEQUILA	F733	1,911.0	1,911.0										
JOSE CUERVO TEQUILA	F733	1,157.2	655.1			303.0				199.1			
JOSE CUERVO TRADICIONAL TEQUILA	F733	716.9	273.0					13.9		430.0			
PATRON ANEJO TEQUILA	F733	571.2	571.2										
PATRON REPOSADO TEQUILA	F733	485.1	485.1										
PATRON SILVER TEQUILA	F733	1,506.6	1,506.6										
PATRON TEQUILA	F733	4,580.3	116.1		15.8	1,836.7				2,611.8			
PATRON VAR TEQUILA	F733	8,810.2	8,810.2										
PATRON XO CAFE TEQUILA	F733	327.5	327.5										
SAUZA HORNITOS TEQUILA	F733	2,976.7	2,973.3			3.5							
SAUZA TEQUILA	F733	286.0			6.0	138.6							141.4
SILVER PATRON TEQUILA	F733	17,743.6	17,743.6										
TEQUILA CAZADORES TEQUILA	F733	2,023.3	1,855.5			47.3							120.6
TEVADO TEQUILA	F733	270.3			270.3								
ABSOLUT 100 VODKA	F734	920.1	920.1										
ABSOLUT NEW ORLEANS FLAVORED VODKA	F734	1,019.0	1,019.0										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ABSOLUT PEARS FLAVORED VODKA	F734	5,113.3	3,748.4								1,364.9		
ABSOLUT VODKA	F734	16,273.0	10,119.6	133.8	624.9		2,276.6		17.5		3,100.7		
BELVEDERE VODKA	F734	11,414.7	6,675.2	289.1	1,112.4	994.7	185.7				2,157.6		
CHRISTIANIA VODKA	F734	498.8	289.6				209.2						
CIROC VODKA	F734	3,213.5	2,373.2	228.7	41.6						507.2		62.8
EFFEN VODKA	F734	294.2					294.2						
FINLANDIA FLAVORED VODKA	F734	1,863.7	1,565.1				298.6						
FINLANDIA VODKA	F734	5,905.3	5,785.6										119.7
GEORGI VODKA	F734	301.9			301.9								
GREY GOOSE LA POIRE FLAVORED VODKA	F734	9,092.9	8,749.8	343.1									
GREY GOOSE LORANGE FLAVORED VODKA	F734	298.9	186.7								112.2		
GREY GOOSE REG & FLAVORED VODKA	F734	780.2	780.2										
GREY GOOSE VODKA	F734	10,884.1	7,752.6	223.5	193.0	806.9			176.2		1,731.9		
IMPERIA VODKA	F734	3,106.9	722.5		2,081.3	303.2							
KETEL ONE CITROEN FLAVORED VODKA	F734	1,505.1	1,505.1										
KETEL ONE VODKA	F734	21,215.9	18,200.9	521.1	71.8	2,000.1	422.1						
LEVEL VODKA	F734	4,571.9	3,265.9	1,165.2			140.8						
PRAVDA VODKA	F734	8,505.0	4,500.9	1,078.1		2,926.1							
RUSSIAN STANDARD VODKA	F734	4,616.2	1,515.7		2,350.9	285.8	463.9						
SILK VODKA	F734	868.9	868.9										
SKYY 90 VODKA	F734	703.9		686.1		17.8							
SKYY VODKA	F734	12,981.7	12,061.8		12.5		907.4				0.9	1,239.9	
SMIRNOFF CORP PSA	F734	1,240.8											
SMIRNOFF MOJITO VODKA	F734	554.1	491.2				62.9						
SMIRNOFF VODKA	F734	7,267.9			1.7		760.8		21.6		6,390.3		93.6
SOBIESKI VODKA	F734	258.9			24.6		234.3						
STOLICHNAYA FLAVORED VODKA	F734	1,843.2	928.8								914.3		
STOLICHNAYA STOLI BLBR FLAVORED VDK	F734	655.9	655.9										
STOLICHNAYA VODKA	F734	8,646.2	7,786.0								860.2		
SVEDKA VODKA	F734	3,914.5	2,585.5		721.2	607.9							
TAAKA VODKA	F734	439.5					439.5						
THREE OLIVES FLAVORED VODKA	F734	5,365.8	5,294.6				71.2						
THREE OLIVES VODKA	F734	5,988.0	5,986.7				1.3						
TITOS HANDMADE VODKA	F734	1,284.6			140.2	990.3						154.1	
TRUMP VODKA	F734	384.4	219.3		76.3	88.7							
UV VODKA	F734	340.1	340.1										
X RATED VODKA	F734	672.4	672.4										
AMERICAN BEV INSTITUTE	F739	397.7	397.7										
BACARDI ALCOHOLIC BEVERAGES	F739	366.3				366.3							
BACARDI COCKTAIL MIXERS	F739	262.5	262.5										
BROWN FORMAN ALCOHOLIC BEVERAGES	F739	2,042.5	43.0		7.2		1,992.3						
JIM BEAM ALCOHOLIC BEVERAGES	F739	395.7					395.7						
JOSE CUERVO GOLDEN MARGARITAS	F739	3,992.6	3,992.6										
JOSE CUERVO LIQUOR	F739	634.8	384.4		40.4		210.0						
PATRON SPIRITS ALCOHOLIC BEVERAGES	F739	3,894.7					3,894.7						
PERNOD RICARD USA ALCOHOLIC BEV	F739	5,948.9					5,948.9						
SMIRNOFF GRAND CSMPLTN COCKTAIL	F739	813.6	785.5		28.1								
ACH VAR FOOD PDTs	F900	370.6		324.9	11.2		34.5						
APEAM VAR FOOD PDTs	F900	262.6					262.6						
ARMOUR VAR FOOD PDTs	F900	390.4							390.4				
BAKELIFESWEETER.COM ONLINE	F900	859.2						558.9			300.3		
CADBURY SCHWEPPES VAR BEVERAGES	F900	432.6	202.9				147.0		82.7				
CALIFORNIA MILK ADVR BRD VAR FD PDTs	F900	528.3			168.6	359.7							
CALIFORNIA MILK ADVR BRD VIGNETTE	F900	370.9							3.4		367.5		
CAMPBELL SOUP CO CP	F900	3,275.3	2,523.2	744.1						8.0			
CAMPBELLS VAR FOOD PDTs	F900	4,312.6	4,021.7	119.1	18.6		153.2						
CASTLEBERRYS CP	F900	743.9			674.8	69.1							
CONAGRA VAR FOOD PDTs	F900	1,819.0	268.7				746.8						803.5
EDEN VAR FOOD PDTs	F900	530.7	530.7										
GENERAL MILLS VAR FOOD PDTs	F900	2,167.4	1,983.2		7.1		41.6		0.7		92.2		42.5
GLORY FOODS VAR FOOD PDTs	F900	288.3					55.1		233.1				
GOYA VAR FOOD PDTs	F900	4,825.7	75.6		22.0				4,251.6		234.0		242.6

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HAIN CELESTIAL VAR FOOD PDTS	F900	273.1	194.3				78.8						
HEALTHY CHOICE ONLINE	F900	6,056.1						3,181.8	155.0	1,897.8	821.6		
HEALTHY CHOICE VAR FOOD PDTS	F900	11,821.2	775.6	638.6		168.6		4,835.3	174.6	3,812.1	1,416.4		
HEINZ VAR FOOD PDTS	F900	319.3	163.2				137.6		18.5				
HERSHEYS VAR FOOD PDTS	F900	2,234.3					2,234.3						
HJ HEINZ CO CP	F900	258.6			245.9				12.7				
HUNGRY JACK VAR FOOD PDTS	F900	656.8			328.3								328.5
JOHNSON & JOHNSON VAR FOOD PDTS	F900	298.3				298.3							
KASHI CO VAR FOOD PDTS	F900	973.7	973.7										
KASHI TLC VAR FOOD PDTS	F900	2,909.3						1,256.7		1,652.6			
KASHI VAR FOOD PDTS	F900	9,281.7	9,255.7		26.0								
KELLOGG CO CP	F900	623.7	80.3	543.3									
KELLOGGS SPECIAL K VAR &KLGS K20/WTR	F900	16,583.6					6,349.1	816.9	6,156.5	3,261.1			
KELLOGGS VAR FOOD PDTS	F900	5,263.5	1,533.4		1,396.6		2,333.4						
KRAFT FOODS INC CP	F900	709.5	177.0					1.7				530.8	
KRAFT VAR FOOD PDTS	F900	13,327.4	8,209.8	3,406.2	26.5		38.2	414.3		636.9	312.2		283.1
KRAFT VIGNETTE	F900	413.5						58.1	14.8		340.5		
MAD-CROC VAR FOOD PDTS	F900	274.7			53.3							221.5	
MAGGI VAR FOOD PDTS	F900	1,354.7	169.0					621.8			68.8		495.0
MANISCHEWITZ VAR FOOD PDTS	F900	251.0			98.8								152.2
MORNINGSTAR FARMS VAR BRKFS FD&GRLLR	F900	982.3	982.3										
NABISCO VIGNETTE	F900	529.4						28.3			501.1		
NATURES PATH VAR FOOD PDTS	F900	3,278.8	3,278.8										
NESTLE CO VAR FOOD PDTS	F900	279.6	179.8		22.4		77.4						
PEPPERIDGE FARM VAR FOOD PDTS	F900	3,625.5	3,471.8		153.7								
PILLSBURY VAR FOOD PDTS	F900	778.9	750.4				28.4						
PLANTERS VAR FOOD PDTS	F900	806.3					806.3						
QUAKER OATS CO CP	F900	1,243.6	1,243.6										
QUAKER VAR FOOD PDTS	F900	726.9	228.9		498.0								
SARA LEE VAR FOOD PDTS	F900	6,181.5	572.8	3,362.4			670.1		38.5	68.9	1,468.9		
SLIM FAST OPTIMA VAR FOOD PDTS	F900	1,765.5	426.4	1,339.1					0.0				
SLIM FAST VAR FOOD PDTS	F900	4,599.2	3,062.3					1,188.2	6.4	208.9	133.4		
SMART BALANCE VAR FOOD PDTS	F900	724.8										724.8	
SOUTH BEACH DIET VAR FOOD PDTS	F900	12,552.6	7,426.4					2,508.2	1,835.9	130.8	651.2		
STOUFFERS VIGNETTE	F900	711.6										711.6	
SUN-MAID VAR FOOD PDTS	F900	404.6	404.6										
THAI KITCHEN VAR FOOD PDTS	F900	2,580.2	2,154.5	425.7									
UNILEVER VAR FOOD PDTS	F900	1,806.6	1,549.2				107.7						149.6
WEIGHT WATCHERS VAR FOOD PDTS	F900	1,750.6	1,737.4		13.2								
WINDER FARMS VAR FOOD PDTS	F900	429.8							429.8				
DELSEY LUGGAGE	G120	700.9	580.0				120.9						
JANSPORT LUGGAGE	G120	538.7	538.7										
LOUIS VUITTON BRIEFCASES	G120	524.1	423.4		37.2	63.5							
LOUIS VUITTON CP	G120	561.0				561.0							
LOUIS VUITTON LUGGAGE	G120	2,497.8	2,312.3		153.8	31.8							
PRADA BRIEFCASES & RTW MEN	G120	918.3	918.3										
SAMSONITE BLACKLABEL LUGGAGE	G120	3,647.6	3,190.2	457.4									
SAMSONITE LUGGAGE	G120	380.7	264.8	114.4			1.6						
TRAVELPRO LUGGAGE	G120	274.7	274.7										
TUMI LUGGAGE	G120	2,349.4	2,274.5	14.7		60.2							
ACTRON AUTOSCANNERS DIAGNOSTIC EQUIP	G130	1,321.5	1,321.5										
AIRMAR WEATHER STATION	G130	293.3	293.3										
BUSHNELL BINOCULARS	G130	293.9	290.5							3.4			
BUSHNELL GPS NAVIGATION SYSTEM	G130	897.5	897.5										
BUSHNELL RANGEFINDER	G130	896.8	851.1							45.7			
CAT EYE BICYCLE COMPUTERS	G130	262.1	262.1										
DELOREME EARTHMADE GPS	G130	512.6	512.6										
EASY STREET PORTABLE GPS SYSTEM	G130	251.0	251.0										
FLIR IMAGING SYSTEMS	G130	570.7	570.7										
FURUNO MARINE RADAR	G130	394.2	394.2										
GARMIN CHARTPLOTTER	G130	344.9	344.9										
GARMIN EDGE BICYCLE COMPUTERS	G130	403.5	387.5			16.1							

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GARMIN ETREX GPS	G130	362.6	362.6									25.5	
GARMIN FISH FINDERS	G130	297.3	271.9										
GARMIN GOLF LOGIX GPS	G130	391.8	391.8										
GARMIN GPS	G130	21,263.7	1,494.1					13,371.4	24.9		6,373.3		
GARMIN GPSMAP DEPTH SOUNDERS	G130	575.1	575.1										
GARMIN NAVIGATIONAL EQUIP	G130	3,296.5	1,360.6									1,935.9	
GARMIN NUVI GPS	G130	18,272.5	14,824.5			3,409.1		39.0					
GARMIN STREETPILOT GPS	G130	1,739.6				48.2						1,691.4	
GARMIN ZUMO GPS SYSTEMS	G130	335.7	335.7										
MAGELLAN GPS	G130	1,074.1	1,074.1										
MAGELLAN GPS COMPANION GPS SYSTEMS	G130	285.8				285.8							
MAGELLAN MAESTRO PORTABLE GPS SYSTEM	G130	881.0	601.2			279.8							
MEADE TELESCOPES	G130	250.8	250.8										
NAVIGON GPS SYSTEMS	G130	5,492.7	3,309.5			426.8					1,726.8		29.7
NIKON BINOCULARS	G130	288.1	288.1										
NORTHSTAR NAVIGATIONAL EQUIP	G130	934.8	934.8										
RAYMARINE C-SERIES NVGTLN EQUIP	G130	479.2	479.2										
RAYMARINE E-SERIES NVGTLN EQUIP	G130	603.5	599.2		4.2			21.0			86.3		
RAYMARINE NAVIGATIONAL EQUIP	G130	1,158.2	1,050.9										
RITCHIE COMPASS	G130	308.5	308.5										
SIMRAD NAVIGATIONAL EQUIP	G130	314.5	314.5										
STANDARD HORIZON GPS	G130	482.1	482.1										
STANDARD HORIZON NAVIGATIONAL EQUIP	G130	257.4	257.4										
SUPER VISION NIGHT VISION SCOPE	G130	702.6	702.6										
SUPERVISION DIGITAL VIEWING SYSTEM	G130	376.4	376.4										
SUUNTO COMPASS	G130	272.7	272.7										
TOMTOM GPS	G130	10,263.3							1,756.9		4,203.8	4,302.6	
TRIMBLE GUIDWORX GPS	G130	381.3	381.3										
TRUE BLUE LEVELS	G130	269.3	269.3										
UNIDEN MAPTRAX GPS	G130	524.6	524.6										
WEIGHT WATCHERS SCALES	G130	1,284.9	1,284.9										
XMWX SATELLITE WEATHER SYSTEM	G130	318.4	318.4										
CANON CAMERA & PRINTER	G141	771.9	771.9										
CANON DIGITAL CAMERA & CANON PRINTERS	G141	303.1		303.1									
CANON EOS CAMERA	G141	2,478.2	2,258.8			219.4							
CANON EOS CAMERA & LENSES	G141	3,138.4	3,028.7			109.7							
CANON EOS DIGITAL CAMERA	G141	8,825.0	8,655.6		169.4								
CANON EOS REBEL XTI DIGITAL CAMERA	G141	14,251.1	2,361.4					9,667.5	37.3	17.5	2,167.4		
CANON POWERSHOT DIGITAL CAMERA	G141	24,817.7	7,634.9			440.7		7,247.5	1,372.0		7,975.1		147.6
CANON POWERSHOT G DIGITAL CAMERA	G141	1,767.6	1,767.6										
CANON POWERSHOT S DIGITAL CAMERA	G141	696.8	554.0			142.9							
CANON VAR CAMERAS	G141	1,764.3	42.9		1,093.6	627.8							
CASIO EXILIM DIGITAL CAMERA	G141	3,336.9	3,171.0		130.9	35.0							
EASTMAN KODAK CAMERA	G141	2,375.0					2,375.0						
FUJIFILM FINEPIX DIGITAL CAMERA	G141	255.4	255.4										
HP PHOTOSMART DIGITAL CAMERA	G141	576.8											576.8
KODAK EASYSHARE CAMERA & DOCK	G141	1,641.2	1,164.6		271.0	205.6							
KODAK EASYSHARE DIGITAL CAMERA	G141	5,902.3	5,838.8		63.5								
KODAK EASYSHARE DIGITAL CMR&PCTR FRM	G141	1,026.4	1,026.4										
KODAK VAR CAMERAS	G141	4,966.4	4,759.5		200.9								6.1
KODAK VAR CAMERAS & ACCESS	G141	755.5			755.5								
NIKON COOLPIX DIGITAL CAMERA	G141	566.8			566.8								
NIKON CORP CP	G141	2,132.2	2,132.2										
NIKON D DIGITAL CAMERA	G141	33,874.4	24,374.0		101.7	394.0		6,248.7	2.9		2,753.1		
NIKON DIGITAL CAMERA	G141	3,900.2	813.7		2,800.7	285.8							
NIKON PRO DIGITAL SYSTEM CMR&ACCESS	G141	295.6	295.6										
NIKON SLR DIGITAL CAMERA	G141	373.8	355.7		18.1								
NIKON VAR CAMERAS	G141	1,732.3			1,413.0	300.1	19.2						
NIKON VAR CAMERAS&CAMERA LENS	G141	407.9	407.9										
OLYMPUS CAMEDIA DIGITAL CAMERAS	G141	1,888.7	1,888.7										
OLYMPUS E & STYLUS DIGITAL CAMERAS	G141	551.3	551.3										
OLYMPUS E DIGITAL CAMERA	G141	8,840.9	8,840.9										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
OLYMPUS EVOLT DIGITAL CAMERA	G141	378.3	378.3										
OLYMPUS STYLUS DIGITAL CAMERA	G141	1,604.0	1,604.0										
PANASONIC LUMIX DIGITAL CAMERA	G141	3,385.3	2,053.8		859.4	472.1							
PENTAX DIGITAL CAMERA	G141	1,683.5	1,569.1	114.4									
PENTAX K10D SERIES CAMERA	G141	1,495.5	1,266.8	228.7									
PENTAX K10D & K100D DIGITAL CAMERAS	G141	607.5	522.8		84.7								
PENTAX K10D DIGITAL CAMERA	G141	1,327.8	1,182.8	114.4	30.6								
PENTAX OPTIO DIGITAL CAMERA	G141	1,291.5	1,177.1	114.4									
PENTAX VAR CAMERAS	G141	2,660.9			2,018.9	642.0							
SAMSUNG L77 DIGITAL CAMERA	G141	464.6	464.6										
SAMSUNG NV SERIES DIGITAL CAMERA	G141	2,774.0	2,664.3			109.7							
SIGMA SD DIGITAL CAMERA	G141	1,306.7	1,306.7										
SONY A DSLR CAMERA	G141	8,557.8	8,557.8										
SONY ALPHA CAMERA	G141	5,381.8	2,284.6		6.2	3,091.0							
SONY CYBER-SHOT DIGITAL CAMERA	G141	23,196.7	5,610.6			1,100.9		13,766.6	60.6		2,658.0		
SONY DIGITAL CAMERA&VD EQUIP	G141	4,128.6	4,128.6										
SONY VAR CAMERAS	G141	275.7	275.7										
CANON EF CAMERA LENSES	G142	2,753.6	2,631.6		50.5	71.4							
CANON PIXMA PHOTO LAB PRINTER	G142	1,751.0	1,751.0										
CANON VAR CAMERA LENSES	G142	2,224.9	1,515.9		115.4	593.6							
EPSON PICTUREMATE PERSONAL PHOTO LAB	G142	816.2	816.2										
ESPRIT MONOLIGHTS LIGHTING KITS	G142	319.2	319.2										
HOYA CAMERA FILTERS	G142	277.8	277.8										
LENSBABIES CAMERA LENSES	G142	363.0	363.0										
LEXAR PROF COMPACTFLASH MEMORY CARDS	G142	926.4	926.4										
LOWEPRO CAMERA BAG	G142	281.5	281.5										
MANFROTTO TRIPODS	G142	521.4	521.4										
POCKETWIZARD PLUS II RD TRGRNG SYS	G142	277.5	277.5										
RAW PROF COMPACTFLASH MEMORY CARDS	G142	362.2	362.2										
SEKONIC CAMERA LIGHT METERS	G142	370.0	370.0										
SIGMA APO ZOOM CAMERA LENSES	G142	273.9	273.9										
SIGMA DC CAMERA LENSES	G142	321.7	321.7										
SIGMA EX DC CAMERA LENS	G142	253.3	253.3										
SLIK TRIPODS	G142	277.8	277.8										
SUNPAK CAMERA ACCESSORIES	G142	366.4	366.4										
SUNPAK TRIPODS	G142	554.9	554.9										
TAMRAC CAMERA BAG	G142	1,185.5	1,185.5										
TAMRON DII CAMERA LENS	G142	602.1	602.1										
TAMRON VAR CAMERA LENSES	G142	321.4	321.4										
TOKINA AF CAMERA LENS	G142	551.4	551.4										
TOKINA AT-X PRO SERIES VAR CMR LNS	G142	277.5	277.5										
KODAK DIGITAL PRNTNG STN PCTR PRCSNG	G143	1,618.0	1,618.0										
KODAK PICTURE MAKER FILM PROCESSING	G143	3,506.5	1,840.7			1,665.8							
KODAK EASYSHARE CAMERAS & PHOTO SUPP	G149	1,306.2	1,306.2										
STEWART PROJECTION SCREENS	G149	265.0	265.0										
20TH CENTURY FOX MISC MERCHANDISE	G190	434.4	434.4										
ARM & HAMMER MISC MERCHANDISE	G190	1,916.7	1,916.7										
BABY EINSTEIN MISC MERCHANDISE	G190	4,068.9	4,068.9										
BACKYARDIGANS MISC MERCHANDISE	G190	262.3	262.3										
BALDWIN PIANOS	G190	327.5			326.5			1.0					
CASIO ELECTRONIC INSTRUMENTS	G190	582.5				582.5							
CASIO MUSICAL KEYBOARD	G190	1,081.4			1,063.5	17.9							
CATHYS CONCEPTS MISC MERCHANDISE	G190	256.9	256.9										
CLOROX MISC MERCHANDISE	G190	47,398.8	43,838.7	3,560.2									
CLOUD B MISC MERCHANDISE	G190	895.4	895.4										
DISNEY MISC MERCHANDISE	G190	283.8	283.8										
DORA THE EXPLORER MISC MERCHANDISE	G190	833.9	329.9							504.0			
FENDER GUITARS	G190	341.9	341.9										
HARLEM CELEBRATES ADVERTORIAL	G190	616.9			616.9								
KRAZY KAPLANS FIREWORKS	G190	287.9				287.9							
MLB AUTHENTIC COLLECTION MISC MERCH	G190	602.9					425.0	177.9					
NFL MISC MERCHANDISE	G190	970.5					17.8	137.6		815.0			

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PAID PROGRAM COMMERCIAL	G190	41,360.6									41,360.6		
PARENTING MAGAZINE MISC MERCHANDISE	G190	446.2	446.2										
PLAYTEX MISC MERCHANDISE	G190	570.5	570.5										
PROCTER & GAMBLE MISC MERCHANDISE	G190	1,173.2		936.4	50.4		75.1				111.2		
SAMSUNG MISC MERCHANDISE	G190	758.2			632.7	125.5							
SPONGEBOB SQUAREPANTS MISC MRCHNDS	G190	641.6	220.5								421.1		
STEINWAY PIANOS	G190	583.1			499.2	83.9							
SWISS ARMY MISC MERCHANDISE	G190	991.8	966.1		25.7								
TRANSFORMERS MISC MERCHANDISE	G190	473.3						319.2	0.1		154.0		
UNILEVER MISC MERCHANDISE	G190	2,150.2	2,150.2										
X GAMES GEAR MISC MERCHANDISE	G190	3,002.3						248.8			2,753.5		
CAMEL LIGHT CIGARETTES	G210	918.5	918.5										
CAMEL NO 9 100S REG & MENTHOL CIG	G210	5,854.5	5,854.5										
CAMEL NO 9 REG & MENTHOL CIGARETTES	G210	11,596.9	11,596.9										
CAMEL SIGNATURE BLENDS CIGARETTES	G210	5,856.5	5,856.5										
CAMEL VAR CIGARETTES	G210	1,502.4	1,367.5		134.9								
DUNHILL INT'L VAR CIGARETTES	G210	618.8	618.8										
KOOL VAR MENTHOL CIGARETTES	G210	270.3	212.8		57.5								
KOOL XL MENTHOL CIGARETTES	G210	7,817.4	7,817.4										
KOOL XL REG & MENTHOL CIGARETTES	G210	1,122.9	1,122.9										
LORILLARD CORP PUBLIC SERVICE	G210	1,725.2	1,725.2										
NATURAL AMER SPIRIT VAR CIGARETTES	G210	906.7	906.7										
NATURAL AMERICAN SPIRIT CIGARETTES	G210	4,980.8	4,961.3		19.5								
NATURAL AMERICAN SPIRIT REG & LT CIG	G210	3,080.9	3,080.9										
NEWPORT VAR MENTHOL CIGARETTES	G210	13,163.0	13,163.0										
PALL MALL VAR CIGARETTES	G210	8,491.6	8,491.6										
PHILIP MORRIS COS INC PUBLIC SERVICE	G210	9,551.8						5,812.9	499.4	1,223.4	2,016.1		
ASHTON CIGARS	G220	330.7	330.7										
BLACK & MILD CIGARS	G220	1,227.8	739.7		72.6								415.4
CAPTAIN BLACK CIGARS	G220	591.5	591.5										
COHIBA CIGARS	G220	299.6	299.6										
COPE SMOKELESS TOBACCO	G220	3,999.5	3,999.5										
COPENHAGEN CHEWING TOBACCO	G220	3,610.2	3,610.2										
COPENHAGEN CHEWING TOBACCO & SNUFF	G220	1,901.9	1,901.9										
DAVIDOFF CIGARS	G220	654.4	645.3					9.1					
HELIX CIGARS	G220	263.1	263.1										
MACANUDO CIGARS	G220	2,758.4	2,758.4										
MONTECRISTO CIGARS	G220	390.6	390.6										
MONTECRISTO PLATINUM CIGARS	G220	650.2	650.2										
PUNCH CIGARS	G220	763.8	673.8		0.4								89.6
ROMEO Y JULIETA CIGARS	G220	254.0	254.0										
SKOAL BANDITS TOBACCO POUCH	G220	4,283.0	4,283.0										
SKOAL CHEWING TOBACCO	G220	4,229.0	3,673.6		555.4								
SKOAL CHEWING TOBACCO&POUCHES	G220	5,019.3	5,019.3										
TIMBER WOLF CHEWING TOBACCO	G220	762.9	762.9										
WINCHESTER LITTLE CIGARS	G220	1,069.5	1,069.5										
ZIPPO LIGHTERS	G290	2,611.5	2,144.7	322.3			144.5						
ARCTIC CIRCLE RESTAURANT	G310	780.8						780.8					
ARRIBA MEXICAN GRILL	G310	710.1						710.1					
BACK YARD BURGERS REST	G310	638.1			5.5		188.4		444.2				
BENS KOSHER DL REST&CTRN	G310	258.3			241.2	17.1							
BLACK JACK PIZZA REST	G310	1,229.2							1,229.2				
BOI NA BRAZA RESTAURANT	G310	318.7	312.1		6.6								
BUFFET CITY RESTAURANT	G310	330.4			281.2		21.7		27.5				
BUFFETT KING RESTAURANT	G310	269.7											269.7
CARL KARCHER FST FD REST	G310	272.2					272.2						
CASSANOS PIZZA&SUBS REST	G310	685.5						685.5					
CHARLESTONS RESTAURANT	G310	576.0	40.5		4.3			531.2					
CHARLIE BROWNS STKHS	G310	680.8			575.4		42.1		63.2				
CHEEEBURGER CHBRGR REST	G310	300.0			162.2		117.7		20.0				
CHEESEBURGER CHSBRGR RST	G310	572.1			5.4								566.8
CHEESEBURGERS/PRDS REST	G310	311.8											311.8

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CHINA BUFFET RESTAURANT	G310	257.0			89.4		128.3		39.3				
CHINA SEA BUFFET REST	G310	252.8			60.4		177.5		14.8				
CHINA WALL BUFFET	G310	331.3			331.3								
CHUCK-A-RAMA BUFFET	G310	348.5							348.5				
CHURRASCARIA PLTFRM REST	G310	301.7	301.7										
COOK OUT RESTAURANT	G310	596.0			512.8		83.2						
COOL RIVER CAFE	G310	271.4					14.1		13.0				244.4
COTTON PATCH CAFE	G310	305.0								305.0			
CULVERS FRZN CSTRD&BTRBR	G310	274.8			108.5				166.3				
DIR LOCAL RESTAURANTS	G310	42,660.5			42,175.6	484.9							
FATZ CAFE	G310	418.5					97.0		321.5				
FIREHOUSE RESTAURANT	G310	366.4	139.0		42.4		3.2		30.7				151.0
FOGO DE CHAO STEAKHOUSE	G310	1,836.4	1,530.6		194.0		111.8						
FOGO VIVO RESTAURANT	G310	264.0			102.3				161.7				
GARLIC JIMS/PIZZA REST	G310	272.2			40.4				225.9				
GIORDANOS RESTAURANT	G310	918.0			165.1		136.4		616.6				
GOLD STAR CHILI REST	G310	459.4			3.1		83.2		373.1				
GOODTIMES BRGR&FRZN/REST	G310	903.2							903.2				
GREEN MILL RESTAURANT	G310	324.2			24.1				300.2				
HAPPI HOUSE RESTAURANT	G310	304.9			304.9								
HAWAIIAN TROPIC ZN REST	G310	776.1	174.2		601.9								
HOSS STEAK&SEAFOOD REST	G310	821.5					96.6		723.4				1.5
IMOS PIZZA RESTAURANT	G310	447.5			9.9				437.6				
IZZYS PIZZA RESTAURANT	G310	401.6							401.6				
JETS PIZZA RESTAURANT	G310	603.0			31.5				509.0				62.4
JIMMY JOHNS RESTAURANT	G310	813.7					458.9						354.8
K&W CAFETERIA	G310	336.4			4.5		332.0						
KEG STEAKHOUSE & BAR	G310	1,129.5			155.9				973.7				
KING BUFFET RESTAURANT	G310	256.7			203.2		7.5		46.0				
KINGS FAMILY RESTAURANT	G310	835.9			3.0		303.9		528.9				
LA MADELEINES RESTAURANT	G310	300.1					300.1						
LA PIZZA LOCA RESTAURANT	G310	391.1							391.1				
LAWRYS/PRIME RIB REST	G310	317.6	41.6		275.9								
LOGANS RESTAURANT	G310	329.4											329.4
MACAYOS MEXICAN REST	G310	591.4			9.6		185.8		396.0				
MARCOS PIZZA RESTAURANT	G310	765.5			84.0		13.9		667.6				
MARGARITAVILLE REST	G310	263.1					263.1						
MARIE CALLENDER REST	G310	1,733.6			822.9		490.9		359.3				60.5
MCALISTERS DELI	G310	273.5			1.1		64.1		208.3				
MEHTA'S RESTAURANT	G310	321.5					20.3		301.2				
MEHTA'S RESTAURANT	G310	379.5			378.9				0.6				
MIKY'S RESTAURANT	G310	1,286.7					1,286.7						
NORMS RESTAURANT	G310	1,663.9			84.3		80.0		1,499.7				
OBRIENS RESTAURANT & BAR	G310	628.3			628.3								
OLD WARSAW RESTAURANT	G310	792.3			782.3		10.0						
PAPA SAVERIOS PIZZA REST	G310	256.0			250.0		6.0						
PAT & OSCARS RESTAURANT	G310	675.4			8.6				656.3				10.5
PENN STATION EAST CST SB	G310	809.4					73.8		735.7				
PICK UP STIX ASIAN KTCHN	G310	2,732.3							2,732.3				
PICK UP STIX CHNS REST	G310	735.9							735.9				
PIER 27/29/EMBRCDR REST	G310	291.3			291.3								
PIZZA PAN RESTAURANT	G310	385.8			30.6		60.5		294.7				
POLLYS PIES RESTAURANT	G310	492.5			492.5								
RA SUSHI BAR RESTAURANT	G310	374.8	135.2		129.0		98.1						12.5
RESTAURANTS UNLTD	G310	426.7					110.3						316.5
REZAS RESTAURANT	G310	1,450.7			1,448.7				2.0				
RIB CRIB BBQ RESTAURANT	G310	270.2					14.7		255.4				
ROYS HAWAIIAN FSN/REST	G310	454.8	351.2		103.7								
ROYS RESTAURANT	G310	650.9	481.9		17.2		151.8						
RUNZA RESTAURANT	G310	427.9					31.2		396.7				
RUSSIAN TEA ROOM REST	G310	1,072.2	348.9		432.2	291.1							
SAM SELTZERS STEAKHOUSE	G310	378.9					12.4		366.5				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SAMBICA RESTAURANT	G310	342.4			342.4								
SHARIS RESTAURANT	G310	295.6			2.1		70.2		223.3				
SONOMA CA CAFE	G310	423.2			423.2								
SOUPER SALAD RESTAURANT	G310	445.2			169.2				9.0				267.0
SPANGLES RESTAURANT	G310	419.6							419.6				
TAPO DEL MAR RESTAURANT	G310	1,090.7			2.7				1,087.9				
TEXAS DE BRAZIL REST	G310	926.6	588.2		4.0		328.9		5.5				
TEXAS ROADHOUSE REST	G310	408.1			5.7		358.4		44.0				
TODAI RESTAURANT	G310	354.3			343.8				10.4				
TUMBLEWEED STEAKHOUSE	G310	267.2			10.6		36.2		220.5				
TUMBLEWEED SW MSQT GRILL	G310	1,061.4							1,061.4				
UNO CHICAGO GRILL REST	G310	540.0							534.2				5.9
UNOS CHICAGO GRILL	G310	485.4					94.0						391.4
VILLAGE SQUIRE REST	G310	325.8			325.8								
VOODOO BBQ RESTAURANT	G310	264.4					264.4						
WEBER GRILL RESTAURANT	G310	261.8			93.7		159.5						8.6
WINGERS RESTAURANT	G310	361.1							361.1				
WORLD GOURMET BFT REST	G310	411.6			411.6								
YOSHIS JAPANESE REST&JZZ	G310	291.5			277.2				14.3				
ZIPPYS RESTAURANT	G310	260.0							260.0				
A&W RESTAURANT	G320	5,971.2			18.5		166.4		1,387.8		4,398.5		
APPLEBEEES NGHBRHD GRL&BR	G320	151,900.0	459.4		482.9		2,658.5	102,139.5	4,835.9	10,280.2	22,948.6		8,095.0
ARBYS RESTAURANT	G320	100,990.0			248.6		2,099.2	1,140.1	76,548.2		20,523.4		430.6
ARBYS RESTAURANT VIGNETTE	G320	285.1							241.5		43.6		
BAHAMA BREEZE RESTAURANT	G320	951.3					951.3						
BAJA FRESH MEXICAN GRILL	G320	399.3			29.2		336.9		33.3				
BAKERS SQUARE RESTAURANT	G320	2,653.1			16.5				2,636.6				
BARNHILLS BUFFET	G320	499.5					344.1		155.4				
BENIHANA JAPANESE STKHS	G320	2,727.6	308.8		567.9		354.2		614.2				882.5
BENNIGANS RESTAURANT	G320	318.9			73.4		126.3		119.3				
BERTUCCIS RESTAURANT	G320	2,803.0			39.1		4.0		1,714.1				1,045.9
BIG BOY RESTAURANT	G320	907.9			6.6		379.2		522.1				
BLACK ANGUS RESTAURANT	G320	409.5			255.3		34.6						119.6
BLACK-EYED PEA REST	G320	258.4			5.1		54.1		199.2				
BLIMPIE SUBS & SALADS	G320	1,575.4			95.8		28.6	105.7	529.8				815.5
BOB EVANS FARMS REST	G320	10,808.1			37.3		1,324.1		9,445.2				1.5
BOJANGLES RESTAURANT	G320	3,999.0			161.5		446.8		3,143.6				247.1
BONEFISH GRILL	G320	2,307.9	2,082.8		186.8		38.3						
BOSTON MARKET RESTAURANT	G320	17,410.1			3.3				10,411.3		6,995.5		
BRINKER INT'L RESTAURANTS	G320	1,237.0			9.1		831.6						396.4
BUCA DI BEPPO RESTAURANT	G320	2,535.7			2,093.9	438.8		2.9					
BUFFALO WILD WINGS GRILL	G320	19,945.3			92.2		39.1	6,494.2	1,730.0		4,727.4	1,806.5	5,055.8
BUFFETS INC RESTAURANTS	G320	1,801.8					284.3						1,517.5
BUGABOO CREEK STEAKHOUSE	G320	922.7			90.1		120.3						712.4
BURGER KING RESTAURANT	G320	224,154.8	4,106.7		248.8		6,953.9	102,431.4	9,319.9	8,019.8	66,110.6	774.9	26,188.9
CALIFORNIA PIZZA KITCHEN	G320	549.0			328.2	61.8	152.3		6.7				
CAPITAL GRILLE	G320	715.1	561.7		12.7	17.0	77.0						46.7
CAPTAIN DS RESTAURANT	G320	5,998.9			175.0		190.6		5,633.3				
CARIBOU COFFEE SHOP ONLINE	G320	304.5	135.9			168.6							
CARINOS ITALIAN GRILL	G320	1,229.0			95.3		19.8		749.4		364.5		
CARLOS OKELLYS MEX CAFE	G320	283.3							283.3				
CARLS JR RESTAURANT	G320	37,568.5	129.2		468.9		814.5		35,105.3				1,050.7
CARLS JR RESTAURANT VIGNETTE	G320	331.6							331.6				
CARRABBAS ITALIAN GRILL	G320	8,076.1	77.4		59.6		261.2		5,912.2				212.0
CARROWS RESTAURANT	G320	835.4			22.6		41.1		771.7				1,553.7
CASA OLE MEXICAN REST	G320	451.5					11.1		440.5				
CHECKERS RESTAURANT	G320	19,294.7			26.8		987.8		18,278.6		1.5		
CHECKERS RESTAURANT & RALLY'S HMBRGRS	G320	763.0	760.1				1.3		0.5		1.2		
CHICK-FIL-A RESTAURANT	G320	14,874.6			158.3		3,017.8	6,051.9	4,350.4		603.3		692.9
CHILIS GRILL&BAR REST	G320	75,998.8			527.3	595.8	172.5	36,445.4	6,511.7	13,705.7	12,435.2		5,605.2
CHIPOTLE MEXICAN GRILL	G320	4,717.6	143.7		306.5		4,264.9		2.6				
CHUCK E CHEESE REST	G320	20,234.0			4.4				1,568.4	38.1	503.8	18,119.4	

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CURCH'S FRIED CHCKN REST	G320	13,557.1			24.7		1,484.2		11,392.0				656.2
CICIS PIZZA RESTAURANT	G320	17,177.1			17.7		142.8		870.8		13,071.0	2,925.9	148.9
COCOS RESTAURANT	G320	1,174.1			24.5				1,149.6				
COUNTRY BUFFET REST	G320	422.5							422.5				
COUSINS SUB SHOP	G320	608.6			1.2				607.4				
CRACKER BARREL OLD CNTRY	G320	17,805.4	72.5		234.2		15,283.6		840.4				1,374.5
CULVERS RESTAURANT	G320	6,966.0			96.3		1,029.3		5,167.4				672.9
DAIRY QUEEN RESTAURANT	G320	56,469.8	38.7		65.2		1,532.4	1,447.8	24,020.7		28,814.0		551.1
DANGELO SANDWICH SHOP	G320	688.1			4.7				683.4				
DAVE & BUSTERS REST	G320	11,407.0			439.5	17.7	15.2		111.0		10,751.4		72.2
DEL TACO RESTAURANT	G320	5,837.2			56.7		266.7		3,991.9				1,522.1
DENNYS RESTAURANT	G320	61,728.4	42.1		33.8	168.6	2,045.1	27,006.3	5,442.4	19,981.4	6,721.7		287.1
DOMINOS PIZZA RESTAURANT	G320	113,249.2	410.3		893.8		323.9	64,585.4	14,803.3		31,688.6	162.6	381.4
DON PABLOS MEX KITCHN&CSN	G320	2,628.3			351.9								2,276.5
DONATOS PIZZA RESTAURANT	G320	3,884.5			63.4		112.0		3,656.4				52.7
DUNKIN DONUTS RESTAURANT	G320	81,023.7	3,175.4		696.0	168.6	4,057.1	510.0	62,849.7	5.0	3,786.9		5,775.1
EAT N PARK RESTAURANT	G320	718.3			7.9		150.1		560.3				
EL CHICO RESTAURANTS	G320	362.3			11.9		328.8		3.3				18.2
EL FENIX RESTAURANT	G320	257.7					127.9		129.8				
EL POLLO LOCO RESTAURANT	G320	11,188.5			2.0		1.5		10,033.2				1,151.7
EL TORITO RESTAURANTS	G320	310.5	75.3		169.9		2.5		62.8				
FAIRFIELD DAVIDSONS REST	G320	3,039.3			137.5		310.6	1,050.0	765.1		251.6		524.5
FAZOLIS ITALIAN REST	G320	2,421.8			13.2		254.9		2,153.7				
FLEMINGS PRIME STKHS&WN	G320	2,090.8	1,930.7		56.2		103.9						
FLYING J TRUCK STPS REST	G320	1,979.8					1,979.8						
FRIENDLYS RESTAURANT	G320	9,832.7			106.6		406.2		8,334.5				985.4
FRISCH'S BIG BOY REST	G320	1,436.7			23.4				1,413.3				
FUDDRUCKERS RESTAURANT	G320	989.9			109.6		399.3		481.0				
GODFATHERS PIZZA REST	G320	432.0			14.4		37.4		380.2				
GOLDEN CORRAL RESTAURANT	G320	16,538.6			182.5		2,106.3		14,249.7				
GRANDY'S RESTAURANT	G320	264.8			172.3		51.7		40.8				
HARD ROCK CAFE	G320	1,317.6	219.1		164.9	68.2	861.6		3.8				
HARDEES RESTAURANT	G320	26,200.9			47.5		2,850.2		21,104.1				2,199.1
HOMETOWN BUFFET REST	G320	4,977.3			8.9		5.5		4,962.9				
HOOTERS RESTAURANT	G320	7,570.4	225.2		162.8		3,511.6	1,355.6	1,356.3		959.0		
HOULIHANS RESTAURANT	G320	254.7			131.7		96.2		26.8				
HOUSE OF BLUES REST	G320	1,059.5	24.2		811.6		180.5		36.5	0.7			5.9
HUDDLE HOUSE RESTAURANTS	G320	897.3					35.9		787.3				74.1
HUNGRY HOWIES PIZZA REST	G320	1,742.9			54.0		39.7		1,649.1				
IHOP RESTAURANT	G320	58,566.5			174.5		1,518.4	8,592.5	12,460.3	17,681.1	17,469.1		670.7
IN-N-OUT BURGER REST	G320	2,531.9			5.8		1,631.1		383.4				511.6
JACK IN THE BOX REST	G320	78,742.6	4,902.7		93.1		1,651.3		60,997.5		8,412.6		2,685.3
JACK'S RESTAURANT	G320	1,127.8			0.2		124.5		1,003.1				
JERSEY MIKES SUB SHOP	G320	429.5			29.2		324.1		76.3				
JIMMY JOHNS GRMT SND SHP	G320	2,468.7			59.0				338.9				2,070.8
JOES CRAB SHACK REST	G320	7,461.1			42.0		609.1		1,997.0		4,188.7		624.2
KERS WINGHOUSE BAR&GRILL	G320	545.6			81.7		424.5		39.4				
KFC RESTAURANT	G320	244,452.1	377.0		407.4	106.4	1,679.0	115,290.0	64,909.5	1,913.9	58,896.5		872.4
KFC RESTAURANT & TACO BELL	G320	411.4			1.3				410.2				
KFC RESTAURANT VIGNETTE	G320	372.4						73.1	178.1		121.2		
KRISPY KREME DGHNT SHP	G320	619.5			193.0	109.7	12.0		284.1				20.7
KRYSTAL RESTAURANT	G320	8,245.6			4.2		278.8		4,824.0		2.7		3,136.0
LANDRYS RESTAURANT	G320	433.1	319.6		43.9		69.6						
LANDRYS SEAFOOD HOUSE	G320	889.3	34.3		101.6		753.5						
LAROSAS PIZZERIA	G320	713.0					171.7		541.3				
LITTLE CAESARS PIZZA RST	G320	7,235.6			92.5		2,451.1		4,686.3				5.6
LOGANS ROADHOUSE REST	G320	1,552.8			112.4		16.3		159.5				1,264.6
LONE STAR STEAKHOUSE&SLN	G320	1,219.8			172.3		124.9		848.1				74.5
LONG JOHN SILVERS REST	G320	24,957.2			60.4		719.1	39.4	12,122.8		11,980.2		35.3
LONGHORN STEAKHOUSE	G320	15,049.4			175.5		112.3		10,091.8				4,669.7
LUBYS CAFETERIAS	G320	1,404.8					115.0		1,289.7				
MAGGIANOS LTL ITLY REST	G320	691.3			13.9		87.8		6.4				583.2

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MAX & ERMAS RESTAURANT	G320	528.4			306.4		199.5		22.4				
MAZZIOS PIZZA RESTAURANT	G320	627.8					89.5		538.2				
MCCORMICK&SCHMICKS REST	G320	2,734.6	878.1		1,117.9	737.6			0.9				
MCDONALDS CORP CP	G320	30,130.7	1,481.8		24.8			22,851.1	1,099.7	1,266.0	3,407.3		
MCDONALDS RESTAURANT	G320	605,493.1	43,723.4	1,375.1	2,537.8	79.5	45,593.9	229,012.7	147,541.7	37,194.5	87,842.8	5,825.6	4,766.2
MCDONALDS RESTAURANT VIGNETTE	G320	1,355.0						7.4	846.2		501.5		
MCGRATHS FISH HOUSE	G320	269.7			45.5					224.3			
MEDIEVAL TIMES DNR&TRNMT	G320	3,277.8			2,097.3		86.1		1,094.4				
MELTING POT RESTAURANT	G320	690.8			190.5		119.0		184.0		197.2		
MOES SOUTHWEST GRILL	G320	340.2			61.1		180.2		98.9				
MR HERO RESTAURANT	G320	289.3					77.1		212.2				
NINETY NINE REST & PUB	G320	1,959.6			301.6		79.0						1,579.0
OCHARLEYS REST & LOUNGE	G320	7,972.2			56.6		481.4		7,405.9		12.9		15.4
OLD CHICAGO PASTA&PZ	G320	1,315.1			136.5		16.6		1,159.3				2.7
OLD COUNTRY BUFFET	G320	3,677.2			24.6				3,646.0				6.7
OLIVE GARDEN RESTAURANT	G320	120,348.7			19.3	168.6	633.2	84,329.9	8,361.3	6,547.0	20,289.5		
ON THE BORDER MEX GRILL	G320	4,456.6			136.8		8.7		1,250.3				3,080.8
OUTBACK STEAKHOUSE	G320	72,815.2			601.3	5,582.1	2,084.5	34,165.2	12,920.5	1,313.0	8,973.0	5,832.7	1,342.9
PANDA EXPRESS RESTAURANT	G320	1,519.3			6.0		702.9		810.4				
PANERA BREAD BAKERY CAFE	G320	7,134.4			559.8	155.4	3,628.7		834.2				1,956.2
PAPA GINOS RESTAURANT	G320	871.1							646.5				224.6
PAPA JOHNS PIZZA REST	G320	85,460.8	576.2		1,367.0	38.2	435.2	25,559.4	38,517.2	12.4	18,908.8		46.3
PAPA JOHNS PIZZA REST ONLINE	G320	430.1							390.1		40.0		
PAPA MURPHYS TAKE&BAKE	G320	10,447.9			471.5				9,773.8				202.6
PERKINS REST & BAKERY	G320	8,768.1			291.8		1,831.5		6,521.4				123.4
PETER PIPER PIZZA REST	G320	3,160.9			1.1		490.6		2,636.6				32.8
PICCADILLY CAFETERIAS	G320	488.4			21.7		71.7		322.4				72.6
PIZZA HUT RESTAURANT	G320	173,273.6			334.0	168.6	397.0	64,299.1	68,044.4	2,100.7	34,217.5		3,712.2
PIZZA HUT RESTAURANT &VERIZON WRLS	G320	7,766.3						3,666.8	1,154.4	325.8	2,619.3		
PIZZA HUT RESTAURANT ONLINE	G320	3,037.3						1,563.3	73.1	195.6	1,205.3		
PIZZA HUT RESTAURANT VIGNETTE	G320	293.1							90.9		202.2		
PIZZERIA UNO RESTAURANT	G320	738.7			26.6		88.2		624.0				
PLANET HOLLYWOOD REST	G320	649.3			4.2		645.2						
POLLO CAMPERO RESTAURANT	G320	295.2			11.5		176.0		107.7				
POLLO TROPICAL REST	G320	905.3			24.4		167.9		3.7				709.3
PONDEROSA STEAKHOUSE	G320	2,827.9			56.2		533.8		2,238.0				
POPEYES FRIED CHCKN REST	G320	23,350.1			285.6		967.3		19,970.9		1,448.2		678.0
QDOBA MEXICAN GRILL	G320	1,206.5			46.2		180.5		979.8				
QUIZNOS CLASSIC SUBS	G320	79,372.7			242.1	17.7	232.4	28,068.0	8,978.9	6,794.2	34,122.5		917.0
RAISING CANES CHCKN/REST	G320	492.0					491.4		0.6				
RALLY'S HAMBURGERS	G320	8,979.4			23.3		322.7		8,632.9		0.5		
RED LOBSTER RESTAURANT	G320	112,635.8	114.3		2.0		2,253.0	71,960.4	657.9	12,000.5	25,647.7		
RED LOBSTER RESTAURANT VIGNETTE	G320	262.2							4.7		257.5		
RED ROBIN BURGER&SPIRITS	G320	11,677.7			223.5		641.3		21.1		10,791.7		
ROMANOS MACARONI GRILL	G320	7,773.9			640.2				27.8			2,414.5	4,691.4
ROUND TABLE PIZZA REST	G320	11,283.9			11.9		70.5		11,201.5				
ROY'S HAWAIIAN RESTAURANT	G320	595.9	583.3		3.9		8.7						
RUBY TUESDAY RESTAURANT	G320	49,412.7			4.1		541.9	18,656.1	145.7	4,746.2	25,318.8		
RUTH'S CHRIS STEAKHOUSE	G320	3,562.7			242.7	346.6	1,521.7		109.1			1,196.0	146.6
RYANS FAMILY STEAKHOUSE	G320	508.5			0.9		4.9		502.8				
RYANS GRILL BUFFET&BKRY	G320	1,659.5							1,602.7				56.8
SCHLOTZSKY'S DELI	G320	2,221.1					159.9		2,057.5				3.7
SEATTLES BEST COF SHOP	G320	609.5			605.2		4.3						
SHAKEY'S PIZZA PARLORS	G320	2,052.8			20.3		16.9		2,015.6				
SHONEY'S RESTAURANT	G320	3,925.5			256.8		2,031.4		1,428.0				209.3
SIZZLER RESTAURANT	G320	6,879.5			3.1		690.0		6,183.0				3.4
SKYLINE CHILI RESTAURANT	G320	617.0			7.0		182.5		427.5				
SMITH & WOLLENSKY REST	G320	1,097.2	434.7		35.8		9.9		201.8	14.2	400.9		
SONIC RESTAURANT	G320	116,160.5			288.7		650.5	11,422.9	53,693.7	8.3	49,682.3		414.1
SONNY'S REAL PIT BBQ REST	G320	4,755.3			12.4		450.4		4,292.5				
SPIRE RESTAURANT	G320	578.3			578.3								
STARBUCKS COFFEE STORE	G320	27,510.9	2,898.6	1,257.9	1,634.0	725.0	4,335.4	4,055.2	680.9	1,316.9	351.9	10,255.1	

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
STEAK & ALE RESTAURANT	G320	344.5			198.8				144.7				1.0
STEAK N SHAKE RESTAURANT	G320	12,453.0			56.9		2,303.1		10,086.0				6.9
SUBWAY RESTAURANT	G320	324,878.5	545.8		611.4	66.7	4,842.2	133,775.2	94,778.7	32,221.1	49,239.4	5,440.7	3,357.4
SUBWAY RESTAURANT VIGNETTE	G320	2,746.9						1,832.2	531.6		383.1		
TACO BELL CORP CP	G320	414.1	377.0		37.1								
TACO BELL RESTAURANT	G320	220,540.1	3,152.1		52.7		2,534.8	105,434.8	40,693.3		62,962.9	298.5	5,411.0
TACO BUENO RESTAURANT	G320	2,604.6			0.7		324.2		2,279.8				
TACO CABANA RESTAURANT	G320	4,740.6					61.3		4,679.3				
TACO JOHNS RESTAURANT	G320	2,098.8			2.5		160.6		1,935.7				
TACO MAYO RESTAURANT	G320	459.4					2.7		456.8				
TACO TIME RESTAURANT	G320	2,615.1			5.1		8.2		2,600.9				1.0
TGI FRIDAYS RESTAURANT	G320	92,216.9			33.4		86.4	47,522.2	213.6	16,575.6	26,417.3	1,368.5	
TIM HORTONS DONUT SHOP	G320	9,356.6							9,311.6				45.0
TONY ROMAS RESTAURANT	G320	738.0			30.6	198.0	14.4		494.9				
VILLAGE INN RESTAURANT	G320	2,972.4			1.6		12.8		2,909.4				48.6
WAFFLE HOUSE	G320	791.7			9.0		773.7		9.0				
WENDYS INTL INC CP	G320	648.2				107.5		487.7	45.4		7.6		
WENDYS RESTAURANT	G320	254,593.3	8,841.0		109.4	272.1	4,437.6	132,657.8	36,762.1	14,472.3	52,694.7	405.6	3,940.7
WENDYS RESTAURANT VIGNETTE	G320	379.1							185.7		193.5		
WHATABURGER RESTAURANT	G320	17,998.1			43.0		3,247.1		12,466.7				2,241.3
WHITE CASTLE RESTAURANT	G320	11,549.7			64.6		380.8		8,582.5				2,521.7
WIENERSCHNITZEL REST	G320	4,081.3							3,974.7				105.6
WING STOP RESTAURANT	G320	1,251.2			43.7		298.9		902.6			1.1	
YUM BRANDS INC CP	G320	3,241.0				168.6		2,911.9	126.9		33.6		5.9
ZAXBYS RESTAURANT	G320	7,209.5			8.4		122.5	85.0	6,771.9		76.0		145.7
PENN FISHING REELS	G410	343.0	304.7								38.4		
SHAKESPEARE UGLY STIK FISHING ROD	G410	272.2	261.8						7.1		3.2		
AIMPOINT ELECTRONIC GUN SIGHTS	G420	314.2	314.2										
BENELLI SHOTGUNS	G420	610.0	473.8								136.2		
BOWTECH BOWS	G420	251.1	203.4						3.0		44.7		
BROWNING RIFLES	G420	292.5	269.1								23.4		
CALLAWAY RANGEFINDER	G420	663.8	679.6								4.2		
FEDERAL PREMIUM AMMUNITION	G420	270.6	165.6						0.1		104.9		
GAMO AIRGUNS	G420	460.0	401.3								58.7		
HENRY REPEATING ARMS RIFLES	G420	1,127.0	884.7	232.7	9.6								
LEUPOLD RIFLE SCOPES	G420	269.1	269.1										
MARLIN FIREARMS	G420	651.8	651.8										
MARLIN RIFLES	G420	299.3	299.3										
NIKON RIFLE SCOPES	G420	553.1	553.1										
PRIMOS GAME CALLS	G420	288.5	288.3						0.1				
REMINGTON RIFLES	G420	648.6	644.6						3.9				
SAVAGE ARMS RIFLES	G420	273.4	232.9						2.2	38.3			
SKYGOFL SKYCADDIE RANGEFINDER	G420	2,371.0	1,798.7			113.1		60.0			399.2		
SWISS ARMY KNIFE & WATCHES	G420	526.1	526.1										
TRIJICON ACCUPOINT RIFLE SCOPES	G420	283.1	270.7						1.0		11.3		
WINCHESTER AMMUNITION	G420	459.1	416.2		4.6				3.5		34.8		
WINCHESTER RIFLES	G420	290.0	228.0								62.0		
ADMIRALTY YACHT SALES	G430	271.4	271.4										
AICON USA YACHTS	G430	363.9	363.9										
ALBIN MARINE BOATS	G430	746.6	746.6										
ALDEN YACHT BROKERAGE	G430	369.9	369.9										
ALLIED RICHARD BRTRM MRN	G430	1,463.4	1,441.1		14.3		8.0						
ALTIMA YACHTS	G430	342.9	342.9										
AMER GLOBAL YACHT GROUP	G430	424.2	424.2										
ANGLER BOATS	G430	264.8	264.8										
ARDELL YACHT&SHIP BROKER	G430	955.6	955.6										
ATLANTIC YACHT&SHIP YCHT	G430	1,233.0	1,233.0										
ATLANTIS YACHTS	G430	910.5	910.5										
AZIMUT YACHTS	G430	1,509.3	1,509.3										
BACK COVE YACHTS	G430	494.7	494.7										
BARTRAM&BRKNHF YCHT BRKR	G430	432.9	432.9										
BASS CAT BOATS	G430	311.0	311.0										

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BAYLINER BOATS	G430	430.1	429.2						0.9				
BAYPORT YACHT SALES	G430	352.2	352.2										
BENETTI YACHTS	G430	1,053.2	1,053.2										
BERTRAM YACHTS	G430	868.6	868.6										
BLUE WATER YACHT BROKER	G430	298.5	298.5										
BLUEWATER YACHT SALES	G430	358.3	352.8				5.5						
BOATERS WORLD MARINE CTR	G430	1,712.4	1,673.8				28.5				10.2		
BOATWORKS YACHT SALES	G430	373.4	369.9		3.5								
BOLLMAN YACHT&SHIP BRKR	G430	659.7	659.7										
BOSTON WHALER BOATS	G430	538.3	535.2						3.1				
BURGER YACHT SALES	G430	895.3	895.3										
CABO YACHTS	G430	1,434.4	1,434.4										
CARDINAL YACHT SALES	G430	255.7	255.7										
CARVER YACHTS	G430	436.2	436.2										
CAVENDISH WHITE YACHTS	G430	729.1	729.1										
CHAPARRAL BOATS	G430	462.8	462.8										
CHEOY LEE YACHTS	G430	712.2	712.2										
CHRIS-CRAFT BOATS	G430	740.7	740.7										
CHRISTENSEN YACHTS	G430	581.6	581.6										
CHURCHILL YACHT PARTNERS	G430	563.6	563.6										
C-MAP USA ELECTRONIC CHARTING SYS	G430	605.7	605.7										
COLONIAL YACHT SALES	G430	495.9	495.9										
CONCEPT BOATS	G430	462.8	462.8										
CRANCHI BOATS	G430	693.1	693.1										
CRUISERS YACHTS	G430	1,321.9	1,321.9										
CRUSADER MARINE ENGINES	G430	296.6	296.6										
CRYSTAL-PIERZ MARINE	G430	324.0		263.0		38.4		22.6					
CUSTOM LINE YACHTS	G430	306.5	306.5										
CUSTOM YACHTS INT'L YACHTS	G430	668.4	668.4										
DAVID WALTERS YACHTS	G430	369.9	369.9										
DIR BOAT DLRS	G430	1,581.4		1,581.4									
DIR BOATING ACCESSORIES	G430	847.7		847.7									
DISCOVERBOATING.COM ONLINE	G430	4,665.0						109.3	739.5	3,816.2			
DONZI BOATS	G430	778.8	778.8										
DORAL BOATS	G430	576.6	576.6										
DT&F YACHT SALES	G430	488.5	488.5										
EDGEWATER BOATS	G430	506.8	506.8										
EVERGLADES BOATS	G430	294.1	294.1										
EVINRUDE OUTBOARD MOTORS	G430	1,211.1	190.2					1.9	91.2	927.8			
FAIRLINE MARINE	G430	1,351.9	1,351.9										
FERRETTI YACHTS	G430	801.6	801.6										
FORMULA BOATS	G430	1,264.5	1,264.5										
FOUNTAIN BOATS	G430	2,401.0	2,382.0							19.1			
FOUNTAIN PWR BT RC/MRCRY	G430	1,052.6	1,052.6										
FOUR WINNS BOATS	G430	648.7	648.7										
FRASER YACHT&SHIP BROKRS	G430	493.2	493.2										
FRIENDSHIP YACHTS	G430	524.0	524.0										
GALATI YACHT SALES	G430	1,777.1	1,777.1										
GENERATION MARINE BRKRG	G430	369.9	369.9										
GILMAN YACHTS SALES	G430	1,761.1	1,761.1										
GLASTRON FACTORY BOATS	G430	268.3		268.3									
GRADY-WHITE BOATS	G430	1,450.0	1,449.3		0.7								
GRAND BANKS YACHTS	G430	1,208.9	1,208.9										
GULF COAST HTRS/BRKRG	G430	325.7	325.7										
HAL JONES & CO BOAT DLR	G430	863.1	863.1										
HAMPTON YACHT BUILDING YACHTS	G430	486.0	486.0										
HAMPTON YACHTS SLS	G430	320.7	320.7										
HARBORAGE CLUB MARINA	G430	323.5	279.5		44.0								
HARGRAVE YACHTS	G430	352.8	352.8										
HATTERAS YACHTS	G430	924.7	919.6				4.3		0.7				
HEESEN YACHTS	G430	995.8	995.8										
HENRIQUES YACHTS	G430	351.7	351.7										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HINCKLEY YACHT BROKERS	G430	616.9	616.0		0.9								
HINCKLEY YACHTS	G430	471.9	471.9										
HMY YACHT SALES	G430	5,536.7	5,529.6		7.1								
HONDA AQUA-TRAX	G430	299.8	97.8						20.0	26.5		155.6	
HORIZON YACHTS	G430	366.4	366.4										
HUCKINS YACHTS	G430	374.9	374.9										
HUNT YACHTS	G430	506.4	506.4										
ICOM MARINE RADIOS	G430	1,314.8	1,314.8										
IMTRA ANCHRG&DCKNG DSTR	G430	426.5	426.5										
INTEGRITY MARN YCHT BRKR	G430	340.3	340.3										
INTERLUX MARINE PAINT	G430	478.9	478.9										
INTL YACHT COLLECTION	G430	1,418.0	1,418.0										
INTREPID BOATS	G430	462.8	462.8										
INTRINSIC YACHT & SHIP	G430	462.3	462.3										
ISLAND GLOBAL YACHTING	G430	301.4	301.4										
JARRETT BAY YACHT SALES	G430	859.6	859.3		0.3								
JEFFERSON YACHT DLR	G430	599.3	599.3										
KAWASAKI JET SKI WTRCRFT &MTRCYCLS	G430	501.9	501.9										
KROGEN YACHTS	G430	266.4	266.4										
LARSON BOATS	G430	486.1	462.6					12.9		10.6			
LAZZARA INTL YACHT SALES	G430	1,144.6	1,144.6										
LAZZARA YACHTS	G430	1,326.2	1,314.4		11.7								
LEGACY YACHTS	G430	362.5	362.5										
LENNAR EMERALD MARINA BY	G430	295.6					295.6						
LEWMAR WINDLASS	G430	352.7	352.7										
LITTLE HARBOR YACHT SLS	G430	668.4	668.4										
LUHRS BOATS	G430	360.5	360.5										
LUKE BROWN&ASSOC YACHTS	G430	934.0	934.0										
MACGREGOR YACHTS DLR	G430	325.7	325.7										
MARINE GROUP YACHT DLR	G430	654.0	654.0										
MARINE POWER SERVICE	G430	462.8	462.8										
MARINEMAX BOAT DLR	G430	12,972.6	11,856.6		302.9	595.7	38.8		10.8				167.9
MARITIMO YACHTS	G430	762.1	762.1										
MARLOW EXPLORER YACHTS	G430	302.3	302.3										
MARLOW MARINE SALES	G430	1,855.8	1,855.8										
MARLOW YACHTS	G430	1,353.9	1,353.9										
MARQUIS YACHTS	G430	446.9	446.9										
MASTERCRAFT BOATS	G430	280.4	231.4					37.4	0.0	11.6			
MAXUM BOATS	G430	501.3	501.3										
MERCURY OUTBOARD MOTORS	G430	1,208.9	704.8					25.9		478.2			
MERIDIAN YACHTS	G430	1,225.4	1,225.4										
MERLE WOOD & ASSOC	G430	937.5	937.5										
MERRILL-STEVENS YCHT SLS	G430	1,260.1	1,260.1										
MERRITT BOAT&ENG/BRKRG	G430	352.8	352.8										
MERRITT YACHT BROKERS	G430	325.7	325.7										
MIDNIGHT EXPRESS BOATS	G430	405.9	405.9										
MOCHI CRAFT YACHTS	G430	431.6	431.6										
MOLOKAI STRAIT YACHTS	G430	270.1	270.1										
MONTEREY BOATS	G430	717.2	717.2										
MOTORGUIDE MARINE TROLLING MOTORS	G430	663.9	527.8					0.0		136.0			
MTU OF NORTH AMERICA MARINE ENGINES	G430	378.6	378.6										
NATIONAL MARINE MFR ASSN	G430	1,490.0	1,487.8				2.2						
NAUTICA INFLATABLE BOATS	G430	282.7	282.7										
NAUTICBLUE YACHT VCTNS	G430	541.0	541.0										
NIGEL BURGESS YACHTS	G430	416.7	416.7										
NORDHAVN BRKRG&YCHT SLS	G430	621.5	621.5										
NORDHAVN YACHTS	G430	553.1	553.1										
NORTHROP&JOHNSON YACHTS	G430	1,128.5	1,128.5										
OCEAN ALEXANDER YACHTS	G430	2,418.5	2,418.5										
OCEAN WORLD MARINA	G430	369.9	369.9										
OCEAN YACHTS	G430	402.1	402.1										
OCEANSTYLE BOAT DLR	G430	339.1	339.1										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
OFFSHORE YACHTS	G430	277.4	277.4										
OLYMPIC BOAT CENTERS	G430	330.5			215.7				114.8				
OUTER REEF YACHTS	G430	980.5	980.5										
PACIFIC MARINER YACHTS	G430	521.6	521.6										
PERSHING YACHTS	G430	432.8	432.8										
PETTIT MARINE PAINT	G430	338.7	338.7										
PRO-LINE BOATS	G430	514.1	477.0		28.4				8.7				
PURSUIT BOATS	G430	567.9	567.9										
REGAL BOAT	G430	1,073.8	1,073.8										
REGULATOR BOATS	G430	264.4	264.4										
RICHMOND YACHTS SLS&CHRTR	G430	479.8	479.8										
RINKER BOATS	G430	799.2	799.2										
RIVA YACHTS	G430	309.2	309.2										
RIVIERA YACHTS	G430	374.9	374.9										
ROBERT CURY&ASC YCHT BRK	G430	651.4	651.4										
SABRE YACHTS	G430	627.8	627.8										
SCOUT BOATS	G430	361.0	349.1							11.9			
SEA RAY BOATS	G430	3,466.1	3,451.1		15.0								
SEA RECOVERY MARINE WATERMAKERS	G430	287.7	287.7										
SEA TEL MARINE SATELLITE SYSTEM	G430	284.7	284.7										
SEA-DOO BOATS	G430	562.9	562.9										
SEA-DOO WATERCRAFTS	G430	745.8	43.9		1.6				18.4		91.0	590.9	
SEANET FRACTIONAL OWNRSHP PRGRM	G430	298.5	298.5										
SESSA MARINE YACHTS	G430	615.4	615.4										
SHADOW MARINE YACHTS	G430	1,386.5	1,386.5										
SHIPYARD GRP/FT LDRDL	G430	582.0	582.0										
SILVERTON YACHTS	G430	740.7	740.7										
SIMRAD MARINE AUTOPILOT	G430	491.6	491.6										
SOUTH FL YACHT SALES	G430	821.3	821.3										
SOUTH JERSEY YACHT SALES	G430	298.7	298.7										
SPARKMAN&STEPHENS SALES	G430	800.5	800.5										
STAMAS BOATS	G430	353.0	353.0										
STANDARD HORIZON MARINE RADIOS	G430	818.8	818.8										
STATEN ISLAND BOAT SALES	G430	325.7	325.7										
STATEN ISLAND YACHT SLS	G430	1,204.3	1,197.8		6.4								
STERNDRIVE ENG DLR	G430	462.8	462.8										
SUNSEEKER YACHTS	G430	1,058.8	1,058.8										
SUNSEEKER YACHTS BRKRG	G430	479.8	479.8										
SUZUKI OUTBOARD MOTORS	G430	1,029.9	1,027.5						2.4				
SYMBOL YACHT SALES	G430	376.6	376.6										
TALBOT FREEMAN & ASSOC	G430	360.2	360.2										
TIARA YACHTS	G430	904.7	904.7										
TIGE BOATS	G430	270.8	270.0							0.8			
TOHATSU OUTBOARD MOTORS	G430	407.9	407.9										
TRACKER BOATS	G430	358.3	36.3		133.5		49.3		34.3		104.9		
TRENTON MARINE CENTER	G430	462.8	462.8										
TRINITY YACHTS	G430	888.7	888.7										
TRIO MARINE YACHTS	G430	521.2	521.2										
TRITON BOATS	G430	1,138.2	727.1						0.7		410.4		
TRUE NORTH YACHTS	G430	325.5	325.5										
UNIESSE YACHTS	G430	548.8	548.8										
UNITED YACHT SALES	G430	865.8	865.8										
VIKING YACHTS	G430	3,603.1	3,603.1										
VOLVO PENTA INBOARD MOTORS	G430	500.2	500.2										
WESTPORT YACHT SALES	G430	2,743.5	2,743.5										
WESTPORT YACHTS	G430	833.1	833.1										
YACHT REGISTRY BOATS	G430	251.0	251.0										
YAMAHA BOATS	G430	1,202.2	838.7						40.0		323.5		
YAMAHA OUTBOARD MOTORS	G430	573.6	491.9							1.5		80.2	
YAMAHA WATERCRAFTS	G430	947.9	561.8							56.7	16.2	312.2	1.0
YAMAHA WAVE RUNNER WATERCRAFT	G430	1,076.8	283.8		5.6	494.9				92.7	17.4	182.4	
CERVELO BICYCLE FRAMES	G440	524.2	524.2										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CERVELO BICYCLES	G440	367.4	157.3						36.4			173.7	
ELECTRA BICYCLES	G440	1,536.3	1,536.3										
ELITE BICYCLE PARTS & ACCESS	G440	419.4	419.4										
FELT BICYCLES	G440	316.5	316.5										
FLASH-POINT BICYCLE WHEELS	G440	254.3	254.3										
FREE AGENT BICYCLES	G440	308.2	308.2										
FUZION SCOOTER	G440	876.6							81.7	0.0		794.9	
GT BICYCLES	G440	649.7	649.7										
JAMIS BICYCLES	G440	419.4	419.4										
KYMCO SCOOTERS	G440	276.0	276.0										
LOOK BICYCLE PEDALS	G440	380.1	380.1										
MAXXIS BICYCLE TIRES	G440	340.3	340.3										
MONGOOSE BICYCLES	G440	263.2	27.2						221.2			14.9	
ORBEA ORCA BICYCLES	G440	622.2	622.2										
PARK TOOL BICYCLE TOOLS	G440	350.2	350.2										
PINARELLO BICYCLES	G440	901.7	901.7										
SCHWINN BICYCLES	G440	607.9	607.9										
SPECIALIZED BCYCL CMPNTS CP	G440	262.1	262.1										
SPECIALIZED BICYCLES	G440	345.8	318.7									27.0	
SPEEDPLAY BICYCLE PEDALS	G440	367.0	367.0										
TREK BICYCLES	G440	1,066.8	1,045.2		21.6								
X GAMES MOTO X BIKE	G440	612.6	612.6										
FISCHER SKIS	G450	261.0	261.0										
GIRO SNOWBOARD HELMET	G450	281.1	281.1										
K2 SKIS	G450	1,064.3	1,064.3										
NORDICA SKI BOOTS & SKIS	G450	324.4	324.4										
SALOMON SKIS	G450	260.8	260.8										
VOLKL SKIS	G450	326.2	326.2										
ADAMS GOLF CLUBS	G460	903.1	297.5		20.8				421.5			163.3	
ADAMS IDEA A3 BOXER GOLF CLUBS	G460	1,190.9							866.3			324.6	
ADAMS IDEA GOLF CLUBS	G460	1,042.9	973.8			69.1							
ADAMS IDEA PRO GOLF CLUBS	G460	1,144.7	307.1						829.0	6.8		1.7	
ADAMS IDEA TECH OS GOLF CLUBS	G460	908.6	908.6										
ADAMS INSIGHT GOLF CLUBS	G460	1,071.8	74.8			331.7			564.7			100.6	
ADIDAS GOLF SHOES	G460	1,866.1	1,683.9						16.6			165.6	
ADIDAS GOLF SHOES & SHIRTS MEN	G460	266.4	266.4										
ADIDAS TOUR 360 GOLF SHOES	G460	924.1	924.1										
ALDILA NV & VS PROTO GOLF SHAFTS	G460	365.4	365.4										
ALDILA VS PROTO GOLF SHAFTS	G460	692.2	692.2										
BASSARA & DIAMANA GOLF SHAFTS	G460	264.6	264.6										
BOBBY JONES GOLF CLUBS	G460	337.6	231.5			58.2						47.8	
BRIDGESTONE GOLF BALLS	G460	316.8	93.7									223.1	
BRIDGESTONE GOLF BALLS & GOLF CLUBS	G460	415.9	415.9										
BRIDGESTONE TOUR B330 GOLF BALLS	G460	1,916.6							1,605.0			311.6	
BRIDGESTONE TOUR B330S GOLF BALLS	G460	636.2							421.0	1.5		213.7	
BRIDGESTONE TR B330-S/BL &J33P/CLUBS	G460	394.0	394.0										
CALLAWAY BIG BERTHA 460 GOLF CLUBS	G460	1,574.2	1,484.2			66.0						24.0	
CALLAWAY BIG BERTHA GOLF CLUBS	G460	587.2	587.2										
CALLAWAY BIG BIRTH FSN &FSN GLF CLBS	G460	494.2	494.2										
CALLAWAY FT-5 GOLF CLUBS	G460	3,527.5	1,662.1						1,390.6	86.6		388.3	
CALLAWAY FT-I GOLF CLUBS	G460	5,000.1	3,167.7	114.4					1,293.2	49.6		375.2	
CALLAWAY GOLF BALLS & CLUBS	G460	962.5	697.7									264.8	
CALLAWAY GOLF CLUBS	G460	391.3	115.8									275.4	
CALLAWAY GOLF EQUIP	G460	882.7	882.7										
CALLAWAY GOLF SHOES	G460	693.1	693.1										
CALLAWAY HX HOT GOLF BALLS	G460	776.2	595.5							86.7		94.0	
CALLAWAY HX TOUR &HX TOUR 56 GLF BLS	G460	1,678.1	1,678.1										
CALLAWAY HX TOUR 56 GOLF BALLS	G460	312.8	312.8										
CALLAWAY HX TOUR GOLF BALLS	G460	625.1	79.2									545.9	
CALLAWAY VAR GOLF CLUBS	G460	606.6	606.6										
CALLAWAY X-20 & X-20 TOUR GOLF CLUBS	G460	1,556.6	1,296.4									260.3	
CLEVELAND CG GOLD&CG RED GOLF CLUBS	G460	743.6	743.6										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CLEVELAND CG12 GOLF CLUBS	G460	466.5	466.5										
CLEVELAND CG4 GOLF CLUBS	G460	306.6	306.6										
CLEVELAND HIBORE GOLF CLUBS	G460	2,970.0	2,970.0										
CLEVELAND HIBORE XL GOLF CLUBS	G460	669.0	669.0										
CLEVELAND VAR GOLF CLUBS	G460	1,070.4	1,070.4										
DRYJOYS GOLF SHOES	G460	1,981.2	1,981.2										
ECCO GOLF SHOES	G460	972.2	470.5			69.1		403.5	14.0		15.0		
EPIC GOLF SHAFTS	G460	508.7	427.2								81.5		
FOOTJOY GOLF GLOVES	G460	701.9	701.9										
FOOTJOY GOLF SHOES	G460	4,286.6	1,522.7					2,510.2			253.7		
FOOTJOY REELFIT GOLF SHOES	G460	2,476.0	108.5					2,225.0	0.2		142.3		
GOLF PRIDE DD2 GOLF GRIPS	G460	871.1	871.1										
GOLF PRIDE GOLF GRIPS	G460	1,115.9	1,115.9										
GOLF PRIDE VAR GOLF CLUB GRIPS	G460	312.8	312.8										
GOLF PRIDE V-RAD GOLF GRIPS	G460	743.1	743.1										
GRAPHITE DESIGN GOLF SHAFTS	G460	475.3	475.3										
HEAVY PUTTER GOLF CLUBS	G460	2,016.1	1,991.1					25.0					
KING COBRA BAFFLER GOLF CLUBS	G460	862.7	862.7										
KING COBRA L4V GOLF CLUBS	G460	1,050.7	1,050.7										
KING COBRA S9 GOLF CLUBS	G460	1,674.7	1,674.7										
KING COBRA SPEED LD GOLF CLUBS	G460	2,638.7	2,638.7										
KING COBRA SPEED SERIES GOLF CLUBS	G460	8,902.5	548.8					8,117.5	0.5		235.7		
KING COBRA UFI GOLF CLUBS	G460	398.5	398.5										
LAMKIN GOLF GRIPS	G460	338.4	91.5								246.9		
MACGREGOR DCT GOLF CLUBS	G460	391.8	391.8										
MACGREGOR MACTEC NVG 2 GOLF CLUBS	G460	1,955.8	1,955.8										
MACGREGOR MACTEC SERIES GOLF CLUBS	G460	470.8	470.8										
MACGREGOR VAR GOLF CLUBS	G460	1,274.7	1,274.7										
MAXFLI FIRE & MAXFLI TOUR FR GLF BLS	G460	995.4	995.4										
MAXFLI VAR GOLF BALLS	G460	333.5	333.5										
MIZUNO GOLF CLUBS	G460	312.5	65.8							1.4		245.3	
MIZUNO MP GOLF CLUBS	G460	775.8	775.8										
MIZUNO MP-57 GOLF CLUBS	G460	447.8	447.8										
MIZUNO MP-67 GOLF CLUBS	G460	551.1	517.1								33.9		
MIZUNO MX-25 GOLF CLUBS	G460	819.4	772.5								46.9		
MIZUNO VAR GOLF CLUBS	G460	604.9	604.9										
NEVER COMPROMISE GOLF CLUBS	G460	550.2	550.2										
NICKENT 3DX & 4DX HYBRID GOLF CLUBS	G460	346.8	346.8										
NICKENT 3DX HYBRID SET GOLF CLUBS	G460	364.2	312.8								51.4		
NICKENT VAR GOLF CLUBS	G460	1,094.8	1,094.8										
NIKE CCI GOLF CLUBS	G460	448.3	448.3										
NIKE GOLF CLUBS	G460	2,937.0	60.5					2,712.6	0.3		163.7		
NIKE GOLF EQUIP	G460	1,018.9	1,018.9										
NIKE GOLF SHOES	G460	478.1	135.4					215.6			127.1		
NIKE IGNITE GOLF BALLS	G460	463.0									463.0		
NIKE ONE GOLF BALLS	G460	5,546.6	2,264.4					3,116.1			166.0		
NIKE SASQUATCH GOLF CLUBS	G460	1,349.2	1,225.8								123.4		
NIKE SP GOLF SHOES	G460	1,179.3	1,179.3										
NIKE SP-6 & SP-8 TOUR SDL GLF SHS	G460	379.6	379.6										
NIKE SQ GOLF CLUBS	G460	9,064.5	4,412.8					4,286.4	0.2		365.2		
ODYSSEY 2-BALL SRT GOLF CLUBS	G460	971.7	971.7										
ODYSSEY BLACK SERIES GOLF CLUBS	G460	751.3	751.3										
ODYSSEY GOLF CLUBS	G460	609.4	376.7								232.7		
ODYSSEY MARXMAN GOLF CLUBS	G460	1,018.4	1,018.4										
ODYSSEY WHITE HOT XG GOLF CLUBS	G460	275.6	275.6										
PING G10 & PING I10 GOLF CLUBS	G460	1,004.8	765.2								239.5		
PING G10 GOLF CLUBS	G460	1,337.9	1,337.9										
PING G5 & PING RAPTURE GOLF CLUBS	G460	2,210.2	1,105.5					1,000.8			103.9		
PING G5 GOLF CLUBS	G460	3,851.2	1,527.8					2,011.2	0.1		312.1		
PING GOLF BALLS & CLUBS	G460	329.9						125.0			204.9		
PING GOLF CLUBS	G460	1,530.9	305.8					979.2			245.9		
PING RAPTURE GOLF CLUBS	G460	3,829.7	3,829.7										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PING VAR GOLF CLUBS	G460	333.5	333.5										
PINNACLE GOLF BALLS	G460	2,322.2						2,225.8			96.4		
PINNACLE PLATINUM GOLF BALLS	G460	382.9									382.9		
SLAZENGER RAW GOLF BALLS	G460	841.7									841.7		
SRIXON GOLF BALLS & GOLF CLUBS	G460	3,256.7	401.5					2,855.0	0.2				
SRIXON Z-URC GOLF BALLS	G460	2,050.0	1,978.4								71.6		
TAYLOR MADE BURNER & R7 SPRQD GLF CL	G460	1,983.7						1,830.0			153.7		
TAYLOR MADE BURNER GOLF CLUBS	G460	3,439.8	2,221.1					1,075.0	0.4		143.4		
TAYLOR MADE GOLF CLUBS	G460	4,388.8	1,550.0		13.1			2,068.9	40.5		716.3		
TAYLOR MADE GOLF CLUBS & SHAFTS	G460	1,679.7	1,679.7										
TAYLOR MADE R7 QUAD GOLF CLUBS	G460	2,621.3	2,621.3										
TAYLOR MADE R7 SUPERQUAD GOLF CLUBS	G460	4,399.9	3,694.2					588.0			117.8		
TAYLOR MADE TP BLACK & TP RED GLF BL	G460	711.4	443.4			268.0							
TAYLOR MADE VAR GOLF CLUBS	G460	367.7	367.7										
THOUGHT FREE GOLF GOLF TRAINING SYS	G460	702.5	702.5										
TITLEIST 695CB & 907D2 GOLF CLUBS	G460	332.7	164.1			168.6							
TITLEIST 907D1 & 907D2 GOLF CLUBS	G460	2,850.8	2,513.6			337.2							
TITLEIST GOLF BALLS	G460	4,515.9			2.0	585.2		3,772.8	0.2		155.8		
TITLEIST GOLF BALLS & CLUBS	G460	290.2	289.6								0.6		
TITLEIST NXT & NXT TOUR GOLF BALLS	G460	4,066.4	1,149.4					2,796.7			120.2		
TITLEIST NXT TOUR & NXT EXTRM GLF BL	G460	4,264.2	1,610.6					2,422.1			231.5		
TITLEIST PRO V1 & PRO V1X GOLF BALLS	G460	10,799.5	3,137.1			585.2		6,599.3	0.2		477.8		
TITLEIST PRO V1 GOLF BALLS	G460	396.8	396.8										
TITLEIST VAR GOLF BALLS	G460	1,066.0	708.1			357.8							
TITLEIST VOKEY DESIGN GOLF CLUBS	G460	540.5	540.5										
TOP-FLITE D2 GOLF BALLS	G460	3,789.3	2,833.1					348.7	40.7		566.9		
TOP-FLITE GOLF BALLS	G460	345.8	345.8										
TOUR EDGE BAZOOKA GOLF CLUBS	G460	1,427.3	1,427.3										
TOUR EDGE EXOTICS GOLF CLUBS	G460	1,340.2	1,340.2					0.1					
UNITED SPORTS TECH GOLF SHAFTS	G460	677.5	677.5										
WARRIOR CUSTOM GOLF GOLF CLUBS	G460	625.6	625.6										
WILSON STAFF GOLF CLUBS	G460	915.9	915.9										
WINN GOLF GRIPS	G460	4,793.4	4,211.1								582.2		
YES C-GROOVE GOLF CLUBS	G460	2,312.9	2,296.2					16.6			0.1		
YONEX CYBERSTAR VAR GOLF CLUBS	G460	333.5	333.5										
DUNLOP AEROGEL TENNIS RACKET	G470	686.8	686.8										
HEAD AIRFLOW TENNIS RACKET	G470	271.7	271.7										
HEAD TENNIS RACKET	G470	329.1	271.7		57.4								
PENN TENNIS BALLS	G470	318.4	201.0		43.3						74.1		
PRINCE O3 TENNIS RACKET	G470	1,027.8	1,027.8										
WILSON K TENNIS RACKET	G470	1,622.4	1,622.4										
YONEX TENNIS RACKET	G470	380.4	380.4										
BOWFLEX EXERCISE EQUIP	G480	1,771.8	1,771.8								0.0		
FITNESS HOLDING INTL EXERCISE EQUIP	G480	376.8	376.8										
GARMIN FORERUNNER PERSONAL TRNR/GPS	G480	2,348.8	2,284.6			64.2							
ROMFAB EXERCISE EQUIP	G480	5,365.6	5,135.5	230.1									
SOLOFLEX WBV PLATFORM FITNESS EQUIP	G480	4,679.0	3,489.9		1,189.1								
ADIDAS SOCCER SHOES	G490	556.6						99.3	6.0		451.4		
ALMOST SKATEBOARDS	G490	265.1	265.1										
COLEMAN CAMPING EQUIP	G490	4,300.5						66.6		10.9	3,602.9	306.3	313.8
CYCLEOPS SPORTING EQUIP	G490	293.6	293.6										
EASTON BASEBALL BATS	G490	260.4						78.7			181.7		
EASTSPORT BACKPACKS	G490	921.6	873.8					47.8					
ELEMENT SKATEBOARDS	G490	382.3	265.1							51.7		65.5	
EVERLAST WORLDWIDE INC CP	G490	296.8	296.8										
GIRL SKATEBOARDS	G490	326.3	326.3										
HASBRO NERF PRO GRIP FOOTBALL	G490	320.4						11.1			309.3		
IGLOO COOLERS	G490	259.2	259.2										
KELTY TENTS	G490	296.0	296.0										
KERSHAW KNIVES	G490	294.6	267.7							1.9		25.0	
KRUX SKATEBOARD TRUCKS	G490	265.1	265.1										
LOWEPRO BACKPACK	G490	281.5	281.5										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MOUNTAIN HARDWEAR SLEEPING BAGS	G490	268.1	268.1										
MOUNTAIN HARDWEAR SLEEPING BAGS&TNTS	G490	455.9	455.9										
MYSTERY SKATEBOARDS	G490	476.6	476.6										
OGIO BACKPACKS	G490	250.7	250.7										
RIPSTIK CASTER BOARD	G490	1,458.6						228.6			1,230.0		
SPALDING BASKETBALLS	G490	303.3	302.7						0.7				
SPALDING NEVER FLAT BASKETBALLS	G490	1,314.6						857.7	12.8		444.1		
SPALDING NEVER FLAT BSKTBL&FTBLS	G490	338.3									338.3		
SPORT COURT GAME COURTS	G490	650.1	650.1										
SWISS ARMY KNIVES	G490	360.2	360.2										
TENSOR SKATEBOARD TRUCKS	G490	265.1	265.1										
WENGER POCKET KNIVES & WATCHES	G490	328.1	328.1										
WORLD INDUSTRIES SKATEBOARDS	G490	314.0	314.0										
ZERO SKATEBOARDS	G490	395.0	395.0										
2K GAMES BIOSHOCK VIDEO GAME	G511	5,345.9	1,014.0					1,478.4	9.6	255.2	2,588.6		
2K GAMES DARKNESS VIDEO GAME	G511	800.7									800.7		
2K GAMES FANTASTIC/RS/SLVR SRFR	G511	1,670.5	94.1					494.2	12.7	477.5	592.0		
2K SPORTS ALL PRO FOOTBALL 2K8 GM	G511	1,353.3	303.3					32.8			1,017.2		
2K SPORTS BIGS VIDEO GAME	G511	2,048.4	443.5					675.0	2.7		927.3		
2K SPORTS MAJOR LG BSBL 2K7 VD GM	G511	4,354.6	1,400.6					1,437.7	14.2		1,502.1		
2K SPORTS MLB POWER PROS VIDEO GM	G511	324.1	324.1										
2K SPORTS NBA 2K8 VIDEO GAME	G511	3,077.4	1,087.6					109.4	4.9		1,875.5		
2K SPORTS NHL 2K8 VIDEO GAME	G511	344.0									344.0		
ACTIVISION BARBIE/ISLND PRNCS VD GM	G511	333.3	333.3										
ACTIVISION BEE MOVIE GAME VIDEO GM	G511	874.9						236.0			638.9		
ACTIVISION CALL/DUTY 4 MODERN WRFR	G511	7,958.7						2,020.7	11.7	1,782.7	4,143.6		
ACTIVISION DANCING WITH/STARS VD GM	G511	958.1	266.7					641.9			49.4		
ACTIVISION GUITAR HERO III VIDEO GM	G511	4,996.8	84.0					1,412.3	24.8	1,291.3	2,184.4		
ACTIVISION HOT WHEELS BEAT THAT GM	G511	329.8	329.8										
ACTIVISION MONSTER JAM VIDEO GAME	G511	355.5	132.5					94.1			128.9		
ACTIVISION SHREK/THIRD VIDEO GAME	G511	1,473.2	78.3					392.7	0.6		1,001.6		
ACTIVISION SPIDER-MAN 3 VIDEO GM	G511	4,497.2						649.6	14.7	1,046.1	2,786.8		
ACTIVISION SPIDER-MAN FRIEND/FOE/GM	G511	960.3	70.0					261.1			629.3		
ACTIVISION TONY HAWKS PRVNG GRND/GM	G511	3,764.8	143.3					425.7	29.2	1,198.6	1,968.0		
ACTIVISION TRANSFORMERS/GAME VD GM	G511	2,588.9						294.9	5.2	608.6	1,680.2		
ACTIVISION WORLD SERIES/PKR 08 GM	G511	410.4	159.1								251.3		
ACTIVISION WORLD SERIES/POKER VD GM	G511	484.5							0.1		484.4		
ACTIVISION WORLD SRS/PSR TRNMNT/CHM	G511	417.4						280.0	0.4		137.0		
ATARI ARTHUR/INVISIBLES/GAME	G511	437.7									437.7		
ATARI DRAGONBALL Z BDK TNKCH 3	G511	901.7						134.4	15.4	543.2	208.7		
ATARI GODZILLA UNLEASHED VD GM	G511	513.5						67.2	1.6	350.4	94.3		
ATARI TIMESHIFT VIDEO GAME	G511	1,681.6						68.7	6.5	416.0	1,190.4		
BANDAI GIRLZ CONNECT LOCKETPAL	G511	730.6						38.6			692.0		
BANDAI TAMAGOTCHI CONNECT V4 5	G511	773.6						35.0	0.1		738.5		
BANDAI TAMAGOTCHI CONNECTION V4	G511	1,023.5						178.3	0.2		844.9		
BRASH ENTER ALVIN&CHIPMUNKS/VD GM	G511	662.7						21.0			640.9	0.9	
BUENA VISTA SPECTROBES VIDEO GAME	G511	1,769.3	793.9					228.1			747.4		
CODEMASTERS CLIVE BARKERS JERICHO GM	G511	947.6	174.9								772.8		
CODEMASTERS DIRT VIDEO GAME	G511	1,020.8							42.4		978.4		
CRAVE PURR PALS VIDEO GAME	G511	386.3	386.3										
DISNEY INTERACTIVE HIGH SCH MSCL/IT	G511	721.9	721.9										
DISNEY INTERACTIVE PIRATES/CRBN/END	G511	2,051.2									2,051.2		
DISNEY MEET/ROBINSONS/VIDEO GM	G511	475.7						93.7			382.0		
EA GAMES BOOGIE VIDEO GAME	G511	2,307.2						459.2	0.2		1,847.8		
EA GAMES DEF JAM ICON VIDEO GAME	G511	3,783.2	645.7					1,026.2			2,111.4		
EA GAMES MEDAL/HONOR AIRBORNE GM	G511	2,807.0						456.6			2,350.4		
EA GAMES ROCK BAND VIDEO GAME	G511	6,281.8	1,117.0					1,340.1	20.0		3,804.6		
EA SPORTS ARENA FOOTBALL RD/GLRY	G511	1,198.2						735.0	0.3		462.9		
EA SPORTS BIG NBA ST HOMECOURT VD GM	G511	2,742.6						436.5	1.0	16.5	2,288.7		
EA SPORTS GILBERT ARENAS/MVE VD GM	G511	377.0	377.0										
EA SPORTS MADDEN NFL 08 VIDEO GAME	G511	6,904.4						1,779.7	107.2	4.9	5,012.7		
EA SPORTS MADDEN NFL 2007 VIDEO GM	G511	421.0						421.0					

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
EA SPORTS NASCAR 08 VIDEO GAME	G511	1,337.6						98.8	4.4	9.8	1,224.6		
EA SPORTS NBA LIVE 08 VIDEO GAME	G511	3,897.5						1,090.6	0.1		2,806.8		
EA SPORTS NCAA FOOTBALL 2008 VD GM	G511	2,599.2						530.0	2.5	18.4	2,048.3		
EA SPORTS NCAA MARCH MDNS 07 VD GM	G511	431.8						124.1			307.7		
EA SPORTS SKATE VIDEO GAME	G511	3,930.7						1,468.4	16.0		2,446.3		
EA SPORTS TIGER WOODS PGA TOUR 07	G511	3,171.8						1,264.3	8.8	176.6	1,722.1		
EA SPORTS TIGER WOODS PGA TOUR 08	G511	2,852.3						1,017.1			1,835.2		
EA SPORTS VAR VIDEO GAMES	G511	2,934.7					13.4	669.9	1.2	4.3	2,205.4	40.5	
EIDOS KANE & LYNCH DEAD MEN GM	G511	2,526.4	622.3					199.7	3.4	414.9	1,286.1		
EIDOS TOMB RDR ANVRSRY VD GM	G511	1,875.4	109.0					246.8	8.9	540.7	970.0		
ELECTRONIC ARTS HRY PTR/ORDR/PHNX/GM	G511	2,825.2						1,117.9	0.0		1,707.3		
ELECTRONIC ARTS MYSIMS VIDEO GAME	G511	3,231.6						492.1	0.2		2,739.3		
ELECTRONIC ARTS NEED/SPEED PROSTREET	G511	4,871.8						2,034.0	1.0	8.7	2,828.0		
ELECTRONIC ARTS ORANGE BOX VIDEO GM	G511	3,779.5						999.2	0.1		2,780.2		
ELECTRONIC ARTS SIMPSONS GAME VD GM	G511	6,275.4						2,520.0	172.5	439.7	3,143.2		
ELECTRONIC ARTS SIMS 2 CSTWY VD GM	G511	1,942.4						502.6	20.9		1,418.9		
FISHER-PRICE DIGITAL ARTS&CRFTS STD	G511	4,589.4						2,905.6	2.1	96.0	1,585.7		
FISHER-PRICE STAR STATION ENTER SYS	G511	1,663.7						1,047.8	0.6	23.9	591.4		
FLY PENTOP COMPUTER	G511	6,279.8						1,744.9	0.0		4,534.8		
GIRL TECH ELECT PASSWORD JRNL	G511	1,181.7						113.6	0.3		1,067.8		
GIRL TECH VIDEO JOURNAL	G511	1,818.7						151.2	0.2		1,667.3		
GLOBAL STAR CARNIVAL GAMES VIDEO GM	G511	610.1	162.6								447.4		
HASBRO ELECT CATCH PHRASE GAME	G511	334.0									334.0		
HUMONGOUS ENTER BACKYARD FTBL 08/GM	G511	349.5	271.9								77.6		
INSONMIAC RESISTANCE/FALL/MAN/GM	G511	2,071.5						702.3	6.9	175.7	1,186.6		
KONAMI DANCE DANCE RVLTN VD GM	G511	252.3	175.3						7.2			714.5	69.8
KONAMI KARAOKE RVLTN/AMER IDOL	G511	714.5											
KONAMI KIDS PLAYGROUND VD GMS	G511	450.0	450.0										
KONAMI METAL GEAR SLD VIDEO GM	G511	261.6	261.6										
LEAPFROG LEAPSTER GAME SYSTEM	G511	7,854.9						1,342.8	37.2	848.6	5,626.4		
LITTLE TIRES COZY COUP U DRIVE	G511	467.6						19.6			448.0		
LUCAS ARTS LEGO STR WRS CMPLT SG/GM	G511	1,430.7									1,430.7		
LUCAS ARTS THRILLVILLE OFF/RAILS/GM	G511	1,937.7						380.1	0.3		1,557.3		
MATTEL HYPER SCAN GAME SYSTEM	G511	441.1									441.1		
MATTEL PIXEL CHX RMS INTRCTV GM	G511	1,845.4						156.5			1,688.9		
MATTEL PIXEL PETS JAMMIN HMSTR	G511	1,280.6						83.8	0.9	1.4	1,194.4		
MEDIA ZONE VAR VIDEO GAMES	G511	644.5											644.5
MGA BRATZ ADVNTRS/LRNG LPTP	G511	359.1						6.0			353.1		
MGA BRATZLIFE VIDEO GAME	G511	747.8						124.1	0.4		623.3		
MICROSOFT CRACKDOWN VIDEO GAME	G511	3,716.8	327.1					800.3			2,589.4		
MICROSOFT FORZA 2 MOTORSPORT	G511	3,452.6	488.3					190.4			2,773.9		
MICROSOFT PGR 4 VIDEO GAME	G511	407.7	407.7										
MICROSOFT VAR VIDEO GAMES	G511	1,529.0	1,529.0										
MIDWAY BLACKSITE AREA 51 VD GM	G511	1,663.9						71.7			1,592.2		
MIDWAY STRANGLEHOLD VIDEO GAME	G511	2,349.6						144.8			2,204.8		
MIDWAY UNREAL TRNMNT 3 VD GM	G511	270.7									270.7		
MILTON BRADLEY ELECT BTLSHP ADVNC MS	G511	332.4						39.7	1.9		290.8		
NAMCO ACE COMBAT 6 VIDEO GAME	G511	1,680.8	349.7					69.0	8.0	353.2	900.9		
NAMCO ETERNAL SONATA VIDEO GM	G511	299.2									299.2		
NAMCO NARUTO ULTIMATE NINJA 2	G511	712.2						500.3	9.4		202.5		
NAMCO NARUTO UZMK CHRNLCS 2 GM	G511	2,319.8						337.1	17.1	1,014.1	951.4		
NINTENDO DS BRAIN AGE 2 VIDEO GAME	G511	12,216.5	1,039.1			134.0		4,241.9	13.7	1,204.3	5,576.5		7.0
NINTENDO DS BRAIN AGE VIDEO GAME	G511	306.3			297.3				9.0				
NINTENDO DS CHIBI-ROBO PARK PTRL/GM	G511	306.7	306.7										
NINTENDO DS CUSTOMROBO ARENA VD GM	G511	336.4	336.4										
NINTENDO DS DIDDY KONG RACING VD GM	G511	2,672.8						751.6	79.9		1,841.3		
NINTENDO DS FLASH FOCUS VIDEO GAME	G511	7,319.1						2,347.6	4.8	806.0	4,160.8		
NINTENDO DS GAME SYSTEM	G511	4,030.5	118.6		193.3			1,196.9	106.4		2,415.4		
NINTENDO DS LEGEND/ZELDA PHNTM HRGLS	G511	4,062.5						605.1	0.1		3,457.3		
NINTENDO DS MARIO PARTY DS VIDEO GM	G511	2,210.1						642.7	1.1		1,566.2		
NINTENDO DS POKEMON DIAMOND&PKMN PRL	G511	5,918.8						1,593.8	0.8		4,324.2		
NINTENDO VAR VIDEO GAMES	G511	2,374.0						30.2					2,343.9

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NINTENDO WII BIG BRAIN ACDMY WII DGR	G511	4,663.3	2,088.8					1,187.2			1,387.3		
NINTENDO WII MARIO PARTY 8 VIDEO GM	G511	3,674.7						1,216.9			2,457.8		
NINTENDO WII MARIO STRIKERS CHRGD/GM	G511	2,913.0	160.9					310.1	0.5		2,441.6		
NINTENDO WII METROID PRIME 3 CRPTN	G511	3,639.1							212.7		3,426.4		
NINTENDO WII POKEMON BTL RVLTN VD GM	G511	581.8	581.8										
NINTENDO WII SUPER MARIO GALAXY/GM	G511	5,993.2						2,425.3	62.3		3,505.6		
NINTENDO WII SUPER PAPER MARIO VD GM	G511	1,131.9						285.7	0.3		846.0		
NINTENDO WII VIDEO GAME SYSTEM	G511	29,408.1	7,576.9					12,687.5	86.3		9,057.3		
NINTENDO WII WARIO WARE SMOOTH MOVES	G511	288.8						25.7			263.1		
RADICA 20Q ELECTRONIC GAME	G511	2,847.1						644.0	0.8	22.5	2,179.8		
RADICA CUBE WORLD INTRCTV GM	G511	1,864.1						216.3	0.0		1,647.8		
RADICA ELECT SAY WHAT GAME	G511	1,296.7						96.6			1,200.1		
REDOCTANE GUITAR HERO II VIDEO GM	G511	4,438.2						2,327.9	18.9		2,091.4		
ROCKSTAR GAMES BULLY VIDEO GAME	G511	271.4	193.0								78.4		
SEGA GOLDEN COMPASS VIDEO GM	G511	2,089.2	154.5					492.6	6.3		1,435.7		
SEGA MARIO&SONIC/OLYMPIC GMS	G511	3,891.7	466.7					278.2	3.2	767.8	2,375.8		
SEGA NIGHTS JOURNEYS/DRMS GM	G511	927.1	98.0					317.4	0.9		510.9		
SEGA RALLY REVO VIDEO GAME	G511	553.4						41.8			511.6		
SEGA SONIC/SECRET RINGS VD GM	G511	2,994.2						910.3	0.1		2,083.8		
SEGA VIRTUA FIGHTER 5 VD GM	G511	2,843.8						321.3	0.1		2,522.5		
SIERRA CRASH OF/TITANS VIDEO GM	G511	1,397.9						287.0			1,110.9		
SIERRA LEGEND/SPYRO/ETRNL NT/GM	G511	780.7						71.4			709.3		
SIERRA TIME SHIFT VIDEO GAME	G511	730.5							25.4		120.8	584.3	
SONY MLB 07 THE SHOW VIDEO GM	G511	11,675.3	1,627.8					3,831.7	59.9		528.8	5,627.0	
SONY PLAYSTATION 2 BUZZ JR JNGL PRTY	G511	511.1	511.1										
SONY PLAYSTATION 2 BUZZ/MEGA QUIZ/GM	G511	3,490.8							179.2	244.4	3,067.2		
SONY PLAYSTATION 2 GOD/WAR II VD GM	G511	4,765.1						2,399.4	1.9	152.9	2,210.9		
SONY PLAYSTATION 2 GOD/WAR VIDEO GM	G511	1,867.9	1,867.9										
SONY PLAYSTATION 2 NARUTO/NINJA GAME	G511	728.5							28.3		700.2		
SONY PLAYSTATION 2 NBA 07/LIFE VOL 2	G511	302.1									302.1		
SONY PLAYSTATION 2 SINGSTAR VD GMS	G511	4,965.2	1,284.4					363.4	175.9	329.2	2,807.2		5.0
SONY PLAYSTATION 2 SOCOM US NVY SLS	G511	847.2	847.2										
SONY PLAYSTATION 3 EYE/JDGMT VD GM	G511	295.9									295.9		
SONY PLAYSTATION 3 GAME SYSTEM	G511	1,153.4	901.6				168.6		1.1	41.2	40.9		
SONY PLAYSTATION 3 HEAVENLY SWRD/GM	G511	6,968.9	1,045.1					2,947.2	131.4	1,351.8	1,493.4		
SONY PLAYSTATION 3 LAIR VIDEO GAME	G511	728.9	728.9										
SONY PLAYSTATION 3 MOTOR STORM VD GM	G511	4,113.0	218.1					2,086.6	11.5	41.4	1,755.4		
SONY PLAYSTATION 3 NBA 08 VIDEO GAME	G511	2,905.5	1,949.2					57.6	0.5		898.3		
SONY PLAYSTATION 3 RSTNC FL/MN VD GM	G511	932.3	932.3										
SONY PLAYSTATION 3 RTCHT&CLNK/DSTRCT	G511	5,898.9	1,045.1					1,378.3	6.7		660.4	2,808.3	
SONY PLAYSTATION 3 UNCHRTD DRKS FRNT	G511	6,598.2	1,769.0					2,271.1	6.3		565.2	1,986.6	
SONY PLAYSTATION 3 VAR VIDEO GMS&SYS	G511	23,997.2						12,625.5	1,013.3		2,796.2	7,562.1	
SONY PLAYSTATION 3 WARHAWK VIDEO GM	G511	1,647.0	1,647.0										
SONY PLAYSTATION PSP GAME SYSTEM	G511	14,624.2	40.8					6,872.0	179.4	1,491.5	6,040.5		
SONY PLAYSTATION PSP KILLZONE LBRTN	G511	258.7	174.9								83.8		
SONY PLAYSTATION PSP RTCHT&CLN SZ MT	G511	4,775.7						1,644.6	11.9	357.9	2,761.3		
SONY PLAYSTATION PSP VAR VD GMS&SYS	G511	8,570.5						2,895.0	119.9	2,150.3	3,405.3		
SONY SYPHON FILTER LGNS SHDW	G511	438.6	438.6										
SQUARE ENIX DRAGON QUEST MNSTR JKR/GM	G511	2,228.0	186.9					272.8			1,768.3		
TECMO NINJA GAIDEN SIGMA VD GM	G511	1,128.5									1,128.5		
THQ AVATAR/BRNG ERTH VD GM	G511	901.8	134.7								767.1		
THQ BRATZ THE MOVIE VIDEO GM	G511	786.5	61.6								724.9		
THQ CARS MATER NATL VIDEO GM	G511	903.9	62.7								841.2		
THQ DRAWN TO LIFE VIDEO GAME	G511	771.9						23.4	0.1		748.3		
THQ JUICED 2 VIDEO GAME	G511	1,846.8						365.5	40.7	201.6	1,239.0		
THQ MX VS ATV UNTAMED VD GM	G511	2,615.8						1,026.9	12.8	268.3	1,307.9		
THQ NICKTOONS ATCK/TYBTS VD	G511	1,717.7	117.4								1,600.3		
THQ RATATOUILLE VIDEO GAME	G511	2,050.4	432.5	3.2				278.8	1.4		1,269.7	64.7	
THQ SPONGEBOB ATLANTIS/VD GM	G511	708.3	62.7								645.7		
THQ STUNTMAN IGNITION GAME	G511	4,110.6						1,251.8	16.2	436.8	2,405.8		
THQ VAR VIDEO GAMES	G511	1,140.3	712.5								427.8		
THQ WWE SMACKDOWN/RW 2008/GM	G511	5,115.7	174.9					1,328.6	28.1	1,031.9	2,552.3		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TIGER ELECT DESIGNERS WORLD GM	G511	619.1						56.8	0.2	10.0	552.1		
TIGER ELECT DREAM LIFE GAME	G511	550.3						54.8	0.4	15.0	480.0		
TIGER ELECT DREAM LIFE SPRSTR	G511	1,308.6						160.7	0.1		1,147.8		
TIGER ELECTRONIC MIO PUP	G511	1,771.9						123.7	0.1		1,648.0		
TIGER NET JET CONTROLLER	G511	1,270.5						80.5	394.4		795.6		
UBISOFT ASSASSINS CREED VIDEO GM	G511	5,297.5	896.9					1,872.2	4.4		2,523.9		
UBISOFT BEOWULF THE GAME	G511	844.2	841.1								3.1		
UBISOFT COSMIC FAMILY VIDEO GAME	G511	330.4	330.4										
UBISOFT CSI HARD EVIDENCE VD GM	G511	704.8	256.8								448.0		
UBISOFT CSI VIDEO GAMES	G511	520.7									520.7		
UBISOFT DOGZ VIDEO GAME	G511	1,000.9						126.9	0.2		873.9		
UBISOFT IMAGINE FASHION DESIGNER	G511	413.1						41.4	0.2		371.5		
UBISOFT JAM SESSIONS VIDEO GAME	G511	2,537.4	268.2								2,269.2		
UBISOFT MY WORD COACH VIDEO GAME	G511	3,411.9	920.1								2,491.7		
UBISOFT NARUTO RISE/NINJA VD GM	G511	791.4									791.4		
UBISOFT PETZ 2 VAR VIDEO GAMES	G511	317.0						41.1			275.9		
UBISOFT RAYMAN RVNG RBDS 2 VD GM	G511	4,911.5	285.4					2,335.5	28.0		2,262.6		
UBISOFT SURFS UP THE VIDEO GAME	G511	1,011.1	260.9					300.0			450.1		
UBISOFT TMNT VIDEO GAME	G511	956.1	207.8					243.9	0.0		504.4		
UBISOFT TOM CLANCY GHOST RCN/GM	G511	268.8	72.7								196.1		
UBISOFT TOM CLANCYS GHOST RCN 2	G511	448.1	333.7						0.0		114.4		
UBISOFT TOM CLNCYS GHST/WRFGHT 2	G511	3,996.1						1,973.3	27.6	425.3	1,569.9		
VTECH VFLASH HOME EDUTAINMENT SYSTEM	G511	2,245.0						891.1	2.0	254.0	1,097.9		
VTECH VSIMILE BABY TV DEV SYS	G511	6,109.0	1,204.1					1,901.9	14.2	927.1	2,061.7		
VTECH VSIMILE POCKET VIDEO GAME	G511	3,434.0						181.8	31.0	484.7	2,736.4		
VTECH VSIMILE VIDEO GAME	G511	1,466.3							1.2	43.9	1,421.2		
VTECH VSMILE VIDEO GAME SYSTEM	G511	8,128.3						4,092.5	37.9	2,130.6	1,867.3		
VTECH WHIZ KID LEARNING SYSTEM	G511	6,719.4						2,347.8	94.2	2,020.8	2,256.5		
WARNER BROS INTRCTV LOONEY TUNES/ARS	G511	576.5						306.4	0.1		270.0		
XBOX 360 FORZA MOTORSPORT 2 GM	G511	261.7	261.7										
XBOX 360 GAME SYSTEM	G511	312.8	242.0					60.0	9.0		1.8		
XBOX 360 HALO 3 VIDEO GAME	G511	6,085.8	438.6					2,999.9	578.4		2,068.9		
XBOX 360 MASS EFFECT VIDEO GAME	G511	1,932.9									1,932.9		
XBOX 360 PROJECT GOTHAM RCNG 4/GM	G511	3,135.8						800.4	5.9		2,329.5		
XBOX 360 SCENE IT LIGHTS CMR ACTN	G511	288.1	288.1										
XBOX 360 SCENE IT VIDEO GAME	G511	677.6	435.5			242.1							
XBOX 360 VAR VIDEO GAMES & SYSTEM	G511	11,315.4						5,652.5	324.2		5,338.8		
XBOX 360 VIVA PINATA PARTY ANIMAL	G511	1,151.5	533.8					617.7	0.0				
XBOX 360 VIVA PINATA VIDEO GAME	G511	411.9	248.5					163.4					
XBOX GAME SYS&VAR VIDEO GAMES	G511	373.4									373.4		
BANDAI NARUTO CRS/SND TRDNG CRD	G512	261.4									261.4		
BANDAI NARUTO ETERNAL RVLRY/GM	G512	346.5									346.5		
CRANIUM CARIBOO GAME	G512	263.1	263.1										
CRANIUM HULLABALOO GAME	G512	366.6	366.6										
CRANIUM JAM PACK JAM GAME	G512	432.6						38.1			394.5		
CRANIUM VAR GAMES	G512	1,316.2	975.6	340.6									
CRANIUM WOW BOARD GAME	G512	1,002.3									1,002.3		
FUNRISE HEAD BANGERS BIG/FTBL GM	G512	532.4	181.5						0.1		350.8		
HASBRO PICTUREKA GAME	G512	725.8		725.8									
HASBRO VAR BOARD GAMES	G512	8,452.5	506.7					3,376.0	0.2		4,569.6		
IMAGINATION WHO WANTS/MLNR DVD GAME	G512	428.7						53.4	375.4				
KONAMI YU-GI-OH STRK/NS/CRD GM	G512	334.6									334.6		
KONAMI YU-GI-OH TRADING CARD GM	G512	1,104.5	607.1					60.5			436.9		
MATTEL DISNEY PICTORIANT DVD GM	G512	2,756.0						1,119.4	8.5	284.3	1,343.8		
MATTEL DISNEY SCENE IT DVD GAME	G512	323.0						59.4	19.0	84.0	160.6		
MATTEL FLIPPIN FROG GAME	G512	1,275.2						50.4	0.4		1,224.5		
MATTEL HOT WHEELS MANIACS GAME	G512	749.0						50.0			699.0		
MATTEL MAD GAB GAME	G512	1,262.4						240.6	5.9	198.5	817.4		
MATTEL NICK SCENE IT DVD GAME	G512	476.1									476.1		
MATTEL PIRANHA PANIC GAME	G512	1,057.4						67.0	0.0	5.0	985.4		
MATTEL SCENE IT DVD GAME	G512	3,690.1	623.8					1,517.1	0.2	71.6	1,477.4		
MATTEL SCENE IT HARRY POTTER/GM	G512	1,121.1						103.0	0.2		1,017.9		

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MATTEL UNO ATTACK GAME	G512	2,753.3						1,104.7	10.1	243.4	1,395.1		
MATTEL UNO SPIN GAME	G512	873.9						461.9	2.9	9.8	399.3		
MGA JEOPARDY DVD GAME	G512	1,052.7							9.5	223.0	820.2		
MILTON BRADLEY &PARKER BROS VAR GMS	G512	2,571.9						1,857.5			714.4		
MILTON BRADLEY BATTLESHIP TRPD ATCK	G512	571.2						63.6			507.6		
MILTON BRADLEY CANDY LAND CASTLE GM	G512	2,755.9						1,600.5	0.2		1,155.2		
MILTON BRADLEY ELEFUN GAME	G512	1,182.2						91.8	2.0	33.0	1,055.4		
MILTON BRADLEY GAME/LIFE TWISTS&TRNS	G512	3,228.1						8.9			3,219.2		
MILTON BRADLEY HUNGRY HUNGRY HIPPO	G512	1,032.9						51.5	1.3	22.4	957.7		
MILTON BRADLEY LUCKY DUCKS GAME	G512	3,034.8						1,008.2	0.0		2,026.5		
MILTON BRADLEY OPERATION RESCUE KIT	G512	1,673.5						404.5	0.3		1,268.8		
MILTON BRADLEY OPERATION SPONGEBOB	G512	660.5						74.1	0.0		586.4		
MILTON BRADLEY PICTONARY GAME	G512	1,379.7						511.4			868.3		
MILTON BRADLEY TABOO GAME	G512	2,297.3						822.5	0.4		1,474.4		
MILTON BRADLEY TWISTER MOVES GAME	G512	858.8						98.3	0.2		760.3		
MILTON BRADLEY TWISTER SCRAM GAME	G512	265.0						44.6	1.7	29.3	189.4		
MILTON BRADLEY VAR EXPRESS BOARD GMS	G512	703.6	703.6										
MILTON BRADLEY WHAC-A-MOLE GAME	G512	570.7						40.8	1.3	24.8	503.8		
MILTON BRADLEY WHAC-A-MOLE TOWER GM	G512	1,226.8						264.4	0.1		962.3		
OUT OF THE BOX APPLES TO APPLES GAME	G512	323.3									323.3		
PARKER BROS ARE/SMARTER/5TH GRDR/GM	G512	2,045.6						400.0	4.3		1,641.4		
PARKER BROS CATCH PHRASE GAME	G512	3,247.0						1,123.9			2,123.1		
PARKER BROS MONOPOLY DISNEY PIXAR/G	G512	483.3						223.3	0.0		260.0		
PARKER BROS MONOPOLY ELEC BANKING GM	G512	6,013.4						3,550.4	107.1	2.7	2,353.2		
PARKER BROS MONOPOLY SPGNB/EDTN GM	G512	385.7	37.6					15.2			333.0		
POKEMON NEXTQUEST TRADING FIGURE GM	G512	596.8						190.7			406.1		
RED HOT JACKPOTS SLOT MACHINE	G512	638.8			638.8								
SCRABBLE GAME	G512	3,010.9	2,328.7	682.2									
SCREENLIFE SCENE IT DISNEY DVD GAME	G512	1,318.3						505.2	0.2	68.0	745.0		
SCREENLIFE SCENE IT SQUABBLE DVD GM	G512	2,393.2						1,242.4	1.3		1,149.5		
SPIN MASTER BATTLEGROUND CRSBWS&CTPL	G512	1,286.1						49.6	0.4		1,236.1		
SUDOKU PUZZLE	G512	580.1	569.9		10.2								62.5
TECHNO SOURCE RUBIKS REVOLUTION	G512	1,979.2						193.0	0.5		1,785.7		
WARNER BROS HARRY PTR INTRCTV DVD GM	G512	257.6						85.1			172.5		
WIZARDS/COAST MAGIC/GATHERING CRD GM	G512	290.2	72.7								217.5		
DIMESPORTS ONLINE	G513	256.0	147.5	46.0									
ESPN FANTASY GAMES ONLINE	G513	938.1	868.2					16.5			53.5		
FULLTILTPOKER.NET ONLINE	G513	6,251.8						4,106.3	1.8	11.6	2,132.1		
GAMETAP.COM ONLINE	G513	1,682.4						6.7			1,675.7		
KING.COM GAMES ONLINE	G513	367.2									298.3	68.9	
PLAYHOUSE DSNY PRESCH TM ONLINE	G513	2,306.6	42.7								2,263.9		
TOONTOWN.COM GAMES ONLINE	G513	4,652.4						780.3	2.5		3,869.6		
TVBIGSHOT.COM GAME ONLINE	G513	334.4	187.2								147.2		
UTOUR GOLF GAME ONLINE	G513	1,056.3	1,056.3										
CABBAGE PATCH KIDS BABIES DOLLS	G521	955.6						155.6	0.1		799.9		
CABBAGE PATCH KIDS BIG KIDS DOLLS	G521	252.5						3.3			249.2		
CABBAGE PATCH KIDS LIL SPROUTS DOLL	G521	610.3						119.4	0.8		490.1		
CABBAGE PATCH KIDS MAGIC GLW SRPS DL	G521	892.6						117.2	0.0		775.4		
CEPIA TIM THIS IS ME DOLLS	G521	558.2						61.6	20.0		476.6		
FISHER-PRICE DORA/EXP SPRKL&TWRL MRD	G521	2,738.8						162.4	0.6		2,575.8		
FISHER-PRICE LITTLE MOMMY RL LVNG/DL	G521	2,728.9						145.8	0.1		2,582.9		
HASBRO BABY ALIVE DOLL	G521	1,555.2						134.2	0.1		1,420.9		
HASBRO BABY ALIVE SIP&SLURP DL	G521	586.6						32.3	0.0	5.0	549.3		
HASBRO BABY ALIVE WETS&WIGGLES	G521	1,833.2						16.4	1.6		1,815.3		
HASBRO LITTLEST PET SHP PWS/DRY	G521	3,318.3						525.5	3.7		2,789.1		
HASBRO LITTLEST PET SHP RND/TWN	G521	2,544.7						364.7	4.4		2,175.6		
HASBRO MY LTL PNY VNL PLY ST	G521	2,580.8						317.9	0.1	3.9	2,258.8		
IRWIN BABY SO REAL DOLL	G521	1,063.4									1,083.4		
MATTEL 2007 HOLIDAY BARBIE DOLL	G521	1,234.3						100.0			1,134.3		
MATTEL BARBIE & TANNER	G521	791.7									731.7		
MATTEL BARBIE CHAT DIVAS&ACCESS	G521	1,943.3						123.3	0.9	45.0	1,774.1		
MATTEL BARBIE ELINA & DVD GM	G521	1,536.7						160.3	1.7	14.2	1,360.5		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MATTEL BARBIE FAIRYTOPIA DOLLS	G521	536.3						53.9	0.0	2.5	479.9		
MATTEL BARBIE GYMNASTIC DIVAS	G521	1,660.5						164.8	0.1		1,495.6		
MATTEL BARBIE HUG N HEAL PET DR	G521	339.9									339.9		
MATTEL BARBIE ISLAND PRNCS&ACCS	G521	5,873.3						267.6	0.4		5,605.3		
MATTEL BARBIE POM POM DIVAS DLS	G521	1,468.1						128.6	0.9	40.0	1,298.6		
MATTEL BARBIE TOP MODEL DOLLS	G521	1,335.1						131.0	4.0	23.6	1,176.4		
MATTEL BARBIE WDNG CLCTN DLS&AC	G521	976.2						39.4	0.1	1.4	935.3		
MATTEL BEAUTY CUTIES DOLLS	G521	516.1						71.5	2.6	2.8	439.2		
MATTEL DISNEY PRNCS/MGCL WND DL	G521	260.0						16.5	0.2		243.3		
MATTEL POLLY PKT STYLN FLYRS	G521	1,133.5						133.0	1.1	15.4	984.0		
MATTEL STYLIN POLLY POCKET DOLL	G521	1,461.5						150.5			1,311.0		
MGA BRATZ BABYZ MRMNZ DLS	G521	401.7						109.4	0.1		292.1		
MGA BRATZ B-BRTZ.CM DLS&ACS	G521	3,334.6						422.7	0.1		2,911.8		
MGA BRATZ BIG BABYZ/HAIR DLS	G521	259.9						93.6			166.3		
MGA BRATZ FASHION STYLSTZ DL	G521	774.3						124.6	0.1		649.6		
MGA BRATZ FUNKY FASHION MKVR	G521	399.8						64.4			335.4		
MGA BRATZ KIDZ HRSBCK/DLS&HR	G521	289.2						107.2	1.3		180.7		
MGA BRATZ KIDZ WNTR VCTN DLS	G521	584.6						112.9	0.2		471.5		
MGA BRATZ MAGIC HAIR DOLLS	G521	841.8						281.6	1.6		558.6		
MGA BRATZ MAGIC MAKE UP DLS	G521	930.5						148.4			782.1		
MGA BRATZ MOVIE DOLLS	G521	787.1						205.4	2.3		579.5		
MGA BRATZ STAR SINGERZ DOLLS	G521	1,042.6						76.3	0.1		966.2		
MGA WALKING BRATZ DOLLS	G521	1,979.2						158.5	0.2		1,820.5		
MGA YUMMI LAND CNDY POP GRLS	G521	343.9						117.1	0.1		226.6		
OHIO ART BETTY SPAGHETTY DOLL	G521	1,084.9							3.3		1,076.5		5.0
PLAY ALONG HANNAH MT IN CONCERT DLS	G521	843.6						87.0	0.2		756.4		
PLAY ALONG PLAY ALNG CLB DLS&ACCESS	G521	276.9						13.8			263.1		
PLAY ALONG PUPPY IN MY POCKET	G521	779.8						66.4	0.1		713.3		
PLAYMATES AMAZING MCKAYLA/DOLL	G521	1,891.5						268.4	1.3		1,621.8		
PLAYMATES DISNEY LITTLE PRNCS DLS	G521	421.1	150.4						0.1	36.8	233.9		
PLAYMATES DISNEY/TEA TIME/ME BL DL	G521	1,640.7						126.1	2.9	24.1	1,487.7		
PLAYMATES DSNY/RDLNG FRNDS&PX HDWY	G521	748.4						81.0	1.2		666.2		
PLAYMATES STRAWBERRY/BERRY BABY KS	G521	1,114.0						27.6	5.1		1,081.2		
PLAYMATES STRAWBERRY/BRY/BLMS FRND	G521	827.7						66.0			761.7		
PLAYMATES STRWBRY SHRTCK&WNTR/FRND	G521	426.2						30.2			396.0		
SUMMIT GARDEN GIRLZ MEADOW MNSN	G521	786.3						116.8	0.0		669.4		
ZAPF CREATION BABY BORN DOLL	G521	722.2						75.0	0.4		646.8		
ZAPF CREATION BABY BORN MOMMY/SWM DL	G521	778.1						65.8	1.0		711.3		
ZAPF CREATION CHOU/MOMMY MAKE/BTR DL	G521	378.5						128.0	1.4		249.2		
ZAPF CREATION SNUGGLY CHOU CHOU DOLL	G521	553.6						29.8			523.8		
FISHER-PRICE DORA/EXPLORER TLKNG HS	G522	377.1						21.8	0.1		355.2		
FISHER-PRICE DORA/EXPLR DR'S TLK/RGST	G522	760.2						35.8	0.0		724.4		
FISHER-PRICE DORA/EXPLR TLKNG KTCHN	G522	660.9						38.7	0.0		622.2		
FISHER-PRICE DORA/EXPLR/TRVL&CR/TRLR	G522	1,032.6						50.9	1.9	11.4	968.4		
MATTEL BARBIE 3 STORY DREAM HS	G522	1,601.1						246.9	0.1		1,354.1		
MATTEL BARBIE JUMPING TAWNY SET	G522	1,028.0						108.6	0.1		919.4		
MATTEL BARBIE SHOPPING BOUTIQUE	G522	1,434.4						100.6	0.1		1,333.7		
MATTEL BARBIE STABLE STYLES	G522	931.8						89.2			842.6		
MATTEL BARBIE/ISLAND/CSTL VNTY	G522	1,143.0						138.0	0.4		1,004.6		
MATTEL DISNEY PRINCESS CASTLE	G522	1,145.5						52.8			1,092.7		
MATTEL DISNEY PRINCESS POPUP/ST	G522	1,360.8						65.3	0.1		1,295.5		
MATTEL DISNEY PRNCS ENCHNT PLYG	G522	810.8						53.2	0.7	6.4	750.5		
MATTEL POLLY PKT CAR/DRV THR	G522	1,504.1						98.7	0.4		1,405.0		
MATTEL POLLY PKT DNC N GRV DSC	G522	825.3						61.1	0.1	15.0	749.1		
MATTEL POLLY PKT GLTZ&GLM PETS	G522	737.1						66.9	0.6	5.5	664.1		
MATTEL POLLY POCKET JUMBO JET	G522	2,019.8						217.7			1,802.1		
MATTEL POLLY POCKET TRIPLE/BUS	G522	784.5						65.8	0.2		718.5		
MGA BRATZ KDZ IC CRM/SNW LDG	G522	327.3						153.2			174.1		
MGA BRATZ MOVIE MAKING SET	G522	896.6						95.7	0.2		800.7		
MGA BRATZ PAMPERED PUPZ&ACS	G522	357.1						178.6	0.2		178.3		
MGA BRATZ/MOV FNKY FSHN MKVR	G522	562.3						57.3	0.0		504.9		
PLAY ALONG SWEET SECRETS DLS&ACCESS	G522	488.2						24.7			463.5		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BANDAI BEN 10 VILGAX BATTLESHIP	G523	509.4						63.1			446.3		
BANDAI POWER RNRGS OPRTN OVRDRV	G523	1,466.9						21.9			1,445.0		
BANDAI POWER RNRGS/MSN RSPNS VH	G523	540.0						46.4			493.6		
BANDAI PWR RNG OPRTN/TRNSTK ARM	G523	604.7						8.4			596.3		
BANDAI PWR RNRGS DL/MGZRD&DRVMX	G523	609.5						41.2			568.3		
FISHER-PRICE DIEGOS TALKING RSC CTR	G523	915.9						44.2	0.7		871.0		
FISHER-PRICE IMGNXT ADV CSTL&PRT SHP	G523	1,487.0						36.2	0.5		1,450.3		
FISHER-PRICE PLANET HEROES FGRS&ACCS	G523	919.4						13.8	0.1		905.5		
FISHER-PRICE PLNT HRS TRB SHTL&FGRS	G523	1,488.1						94.6	0.0		1,393.5		
HASBRO ELECT BUZZ LGHTYR&ADV WD	G523	765.1						22.3	0.0		742.8		
HASBRO STAR WARS TRANSFORMERS	G523	502.5						26.1			476.4		
HASBRO TRANSFORMERS FGRS&ACCESS	G523	769.3						34.4	0.1		734.8		
HASBRO TRANSFORMERS RBT FGHTRS	G523	1,043.6	37.7					67.9	0.4	24.4	913.2		
HASBRO TRNSFRMRS MGTRN&OPTM/FIG	G523	646.8						114.9			531.9		
JAKKS POKEMON BTL FRNTR FGRC&AC	G523	474.7						14.8	1.3	27.0	431.6		
JAKKS POKEMON DIAMOND&PRL FGRS	G523	1,003.8							9.0		994.8		
MATTEL NARUTO FIGURES & ACCESS	G523	300.9						12.6	24.1		264.2		
MATTTEL SHADOWTEK BATMOBILE&FGRS	G523	475.9						15.5			460.4		
PLAYMATES REV ROBOTS	G523	253.7						12.3			241.4		
PLAYMATES TEENAGE TMNT/TMNT ST GRN	G523	473.6						37.3			436.3		
PLAYMATES TMNT AUTO ATTACK FIGURES	G523	592.3						74.4	0.3		517.6		
PLAYMATES TMNT NIGHTWATCHER/CYCLE	G523	964.0						209.3			754.7		
PLAYMOBIL PIRATES TK/ISLND&PRT/SH	G523	924.9						186.2			738.7		
TIGER I-DOG AMPD PRS MSC PLYR	G523	1,086.1						93.1	1.1		992.0		
FISHER-PRICE DORA/EXPLR LTS/RDY VNTY	G523	2,029.3						344.5	0.0		1,684.7		
MATCHBOX POP UP PIRATE LAND SET	G529	1,796.0						106.9	0.6		1,688.6		
KONAMI YU-GI-OH GLADIATORS ASLT	G529	1,187.2						139.7			1,047.5		
MAJOR LEAGUE BASEBALL CARDS	G530	354.1						32.7			321.4		
POKEMON DIAMOND & PEARL TRDNG CRD GM	G530	340.6	340.6										
POKEMON EX POWER KEEPERS TRADING/GM	G530	2,414.1	263.3					614.7	0.8		1,535.3		
TOPPS &UPPER DECK BSBL CRDS	G530	329.6	24.5					123.8			181.3		
TOPPS BASEBALL CARDS	G530	374.8						74.7	0.3		299.7		
TOPPS BASKETBALL CARDS	G530	872.7	872.7										
UPPER DECK BASEBALL CARDS	G530	351.5	351.5										
UPPER DECK TRADING CARDS	G530	1,212.0	1,212.0										
UPPERDECKKIDS.COM ONLINE	G530	425.1									425.1		
FISHER-PRICE SESAME ST SNGNG PZ ELM	G541	345.3	83.1								262.2		
FISHER-PRICE SESAME ST CKL/ELM TMX	G541	669.8						50.7	0.9		618.2		
FISHER-PRICE SESAME/TMX FRIENDS	G541	2,519.4						1,728.2	4.2	51.7	735.3		
GLO E THE BEAR TOY	G541	639.5						481.5			158.0		
HASBRO FUR RL FRNDS SQWKRS MCW	G541	360.2						66.4	0.1		293.7		
HASBRO MY LTL PNY PLY/CRY SKYWS	G541	2,914.2						440.9	3.6		2,469.6		
MGA RESCUE PETS MY EPETS.COM	G541	1,837.8						207.1	0.0		1,630.7		
MGA RESCUE PETS TRAIN&PLY PY	G541	2,264.5						263.9	0.5		2,000.1		
MGA RESCUE PETS WAKE ME UP	G541	728.0						13.6			714.4		
PLAY ALONG CARE BEARS GLTR GLW-A-LT	G541	270.5						86.9	0.0		183.6		
PLAY ALONG CARE BEARS SNG ALNG FRND	G541	1,043.9						267.9	1.7		774.3		
PLAY ALONG CARE BEARS STUFFED TOYS	G541	402.5						27.2			375.3		
PLAY ALONG DOODLE BR BS&SLMBR/GRLS	G541	655.5	132.0					109.1	2.1		412.4		
PLAYSKOOL TJ BEARYTALES	G541	289.6						11.0			278.6		
PLAYSKOOL WEEBLES	G541	1,550.5	101.6					481.4	0.2		951.6		15.7
RUSS SHINING STARS TOYS	G541	286.9	286.9								1,794.8		
SPIN MASTER FUR BERRIES TOYS	G541	1,794.8									1,928.7		
TIGER FUR REAL FRIENDS KITTENS	G541	2,089.1						154.3	6.1		438.7		
TIGER FUR REAL FRIENDS KTY CT	G541	494.4						41.5	0.3	13.9	760.3		
TIGER FUR RL FRNDS NWBRN PG&LM	G541	848.7						87.9	0.6		829.3		
TIGER FUR RL/BTRSCTCH PNY	G541	377.3						47.2	0.2	11.4	318.6		
CDI DISNEY MGCL TLKING THRN	G541	922.9						93.6			381.6		
CRAYOLA ARTS & CRAFTS TOYS	G542	381.6									973.5		
CRAYOLA BEGINNINGS TADDOODLES MRKRS	G542	1,814.3						23.4		817.4	1,519.3		
CRAYOLA BEGINNINGS VAR PDTs	G542	1,519.3											
	G542	1,038.9	1,038.9										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CRAYOLA BGNGS TADOODLES CRAYONS	G542	365.5	365.5						5.1	734.1	2,204.4		
CRAYOLA COLOR EXPLOSION GLO BOARD	G542	2,943.6							9.3	622.9	1,572.6		
CRAYOLA COLOR EXPLSN WHT DRAWING KIT	G542	2,204.8											
CRAYOLA COLOR WONDER MESS FREE PNT	G542	2,764.6									2,764.6		
CRAYOLA COLOR WONDER MESS FREE SPRYR	G542	2,715.0							18.7	791.9	1,904.4		
CRAYOLA MODEL MAGIC FUSION	G542	2,964.6							7.5	718.5	2,238.7		
CRAYOLA OUTDOORS VAR OUTDOOR TOYS	G542	2,348.6							6.7	656.6	1,685.3		
CRAYOLA TOTAL TOOLS VAR TOOLS	G542	2,921.6							23.9	1,042.2	1,855.5		
ELMERS GO PAINT SET	G542	3,020.6	2,731.4								289.2		
FISHER-PRICE I CAN PLAY GUITAR	G542	3,156.9						233.1	0.3		2,923.5		
FISHER-PRICE I CAN PLAY PIANO	G542	885.3						43.0	7.0		835.3		
FISHER-PRICE LIGHT SKETCHER	G542	1,417.2						50.1	0.4		1,366.7		
FISHER-PRICE SING ALONG STAGE	G542	4,228.2	103.5					2,105.2	2.7	417.3	1,599.6		
GO PAINT MARKERS & PAPER	G542	966.0									966.0		
HASBRO NERF COSMIC CATCH BALL	G542	1,762.4						144.1	2.6	59.4	1,556.3		
HASBRO NERF DART TAG STRIKEFIRE	G542	1,068.7						53.1	1.4	22.5	991.7		
HASBRO NERF N-STRIKE DISK SHOT	G542	476.5						37.4	12.7		426.4		
HASBRO NERF N-STRIKE LONG SHOT	G542	1,290.1						135.2	0.0	10.0	1,144.9		
HASBRO SPIDER-MAN 3 SPN WBLST	G542	2,168.6						167.1	3.3	116.4	1,881.8		
HASBRO SUPER SKR ARTC SHCK BLST	G542	280.5						25.4	0.2	24.4	230.6		
HASBRO VAR SUPER SOAKER WTR GNS	G542	484.9						35.9	0.3	61.5	387.2		
KIDDESIGNS TRANSFORMERS ACTIVITY TY	G542	433.9	433.9										
LEARNING CURVE THOMAS&FRNDS TK ALNG	G542	549.4						68.0			481.4		
LEARNING CURVE VAR PLAY TOWN FGR&AC	G542	388.7									388.7		
LEGO AQUARAIDERS BUILDING STS	G542	1,233.8						100.6			1,133.2		
LEGO BIONICLE BARRAKI BLDG ST	G542	1,613.7						31.2			1,582.5		
LEGO BIONICLE BUILDING SET	G542	936.9									936.9		
LEGO BIONICLE MAHRI BLDG SET	G542	279.8									279.8		
LEGO BIONICLE TOA MAHRI/SET	G542	1,231.3									1,231.3		
LEGO BUILDING SETS	G542	1,550.6									1,550.6		
LEGO CASTLE PLAYSETS	G542	388.0									388.0		
LEGO EXO-FORCE BUILDING SETS	G542	2,049.2						69.9			1,979.3		
LEGO MARS MISSION BLDG SETS	G542	1,891.2						7.1			1,884.1		
LEGO RACERS CRASH COLLECTION	G542	511.9						34.5			477.4		
LEGO STR WRS IMPRL LNDNG CRFT	G542	403.0						15.0			388.0		
LITTLE TIKES BUILD/LRN WRKSHP&CK/LRN	G542	465.5	465.5										
LITTLE TIKES BUILDIN/LEARN WORKSHOP	G542	1,631.7						34.1	0.1		1,597.5		
LITTLE TIKES COOK N LRN KTCHN PLYST	G542	1,793.0						86.2	0.7		1,706.1		
MATTEL BARBIE FAIRYKE WINGS	G542	1,081.1						51.8	0.1	2.8	1,026.5		
MATTEL HOT WHLS FLP N GO OCTPRK	G542	1,212.7						149.3	0.1	15.3	1,048.0		
MATTEL NARUTO ACTIVITY TOYS	G542	627.4						67.8	0.0		559.5		
MEGA BLOKS NEO SHIFTERS SETS	G542	821.7									821.7		
MEGA MAGNETIX MAGNACASE TOYS	G542	1,306.2									1,306.2		
PLAY ALONG SPEED STACKS	G542	886.5						61.9	0.1		824.5		
PLAYSKOOL HONEYBEE HOP	G542	2,022.9						1,133.5	41.1	134.8	713.5		
PLAYSKOOL PLAY-DOH MAKE N DISPLAY	G542	612.8	219.2					17.6	3.0	3.5	369.4		
PLAYSKOOL PLAY-DOH SUPER CRAFT CDY	G542	1,395.4						520.2	24.9	24.7	825.6		
RAINBOW PLAY SYS PLAYGROUND EQUIP	G542	399.4	87.0		261.5				50.9				
ROSE ART MAGNETIX MAGNACASE	G542	262.0									262.0		
SPIN MASTER AQUADOODLE DORA&DIEGO	G542	606.1									606.1		
SPIN MASTER AQUADOODLE DRAWER&ACS	G542	1,136.4									1,136.4		
SPIN MASTER AQUADOODLE MINI MATS	G542	345.7									345.7		
SPIN MASTER AQUADOODLE RAINBOW DL MT	G542	1,332.9									1,332.9		
SPIN MASTER MOON SAND	G542	1,524.0						88.5			1,435.5		
SPIN MASTER PHLAT BALL	G542	579.4									579.4		
STEP 2 LIFESTYLE GRND WLK/KTCHN	G542	281.0	281.0										
SWIM WAYS SWIM STEPS	G542	728.0	728.0										
FISHER-PRICE CAR-NIVORES&KING CR-NVR	G543	1,235.1						13.4			1,221.7		
FISHER-PRICE DIEGOS MOBILE RSC UNT	G543	1,348.7						69.3	0.2		1,279.2		
FISHER-PRICE DISNEY'S LTL ENSTNS/RCKT	G543	361.4						26.9			334.5		
FISHER-PRICE POWER WHEELS FORD F-150	G543	1,763.1						26.3	0.4		1,736.4		
FISHER-PRICE POWER WHEELS JEEP HRCN	G543	1,411.9						51.4			1,360.5		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FISHER-PRICE POWER WHLS BRB JMN JP W	G543	1,531.9					50.5	0.4		1,481.0			
FISHER-PRICE SHAKE N GO CRSH-UP SPDW	G543	2,257.2					45.9	0.1		2,211.3			
HASBRO IDATEN JUMP PLAYSET	G543	403.7					43.5	0.9	12.5	346.8			
HASBRO TRNSFRMRS ULMT BMBLB	G543	726.0					35.7	0.2		690.1			
HESS TOY TRUCK	G543	1,669.4		263.4									1,406.0
JAKKS FLY WHEELS XPV RC VHCL	G543	336.0								336.0			
LEARNING CURVE V-BOT RC TRNSFRMNG CR	G543	832.8					138.5	0.1		694.2			
MATCHBOX MEGA RIG SHARK SHIP SET	G543	1,797.9					223.2			1,574.7			
MATCHBOX MEGA RIG WRECKING RIG	G543	804.8					41.8	0.6	10.0	752.4			
MATTEL CARS LIGHTNING STRM MCQN	G543	573.5					63.0	0.0		510.5			
MATTEL CARS MEGA MACK PLAYTOWN	G543	1,641.1					217.4			1,423.7			
MATTEL HOT WHEELS 4-LANE RCWY	G543	1,020.3					106.9			913.4			
MATTEL HOT WHEELS DRAGON FIRE	G543	1,080.3					145.4			934.9			
MATTEL HOT WHEELS RUMBLERS VHCL	G543	342.2					46.5			295.7			
MATTEL HOT WHEELS SPIN CITY	G543	2,969.1					349.9			2,619.2			
MATTEL HOT WHLS BLAST&CRSH TRCK	G543	1,160.9					104.5			1,056.4			
MATTEL HOT WHLS MNSTR/FLP&CRSH	G543	1,044.4					108.4	0.5		935.5			
MATTEL HOT WHLS RMLRS THNDR/ST	G543	1,145.4					120.9	0.2		1,024.3			
MATTEL HOT WHLS SKT FRKS PLYST	G543	1,079.4					99.6	0.2	11.4	968.2			
MATTEL POLLY PCKT PLY WHL RC/ML	G543	3,375.0					276.3	0.0		3,098.6			
MGA BRATZ RC CRUISER TOY	G543	433.1					53.7			379.4			
MGA BRATZ RC X-TREME SKT BRD	G543	387.3					116.8	0.2		270.4			
PLAYSKOOL BOUNCE & GO INCH A LONG	G543	1,547.7					968.1	45.1	132.1	402.4			
TONKA SCOOT N SCOOP/RIDE-ON	G543	467.4	467.4										
TONKA TOY TRUCK	G543	1,435.4	1,435.4										
TONKA WHEEL PALS SPEED/GO FNWY	G543	2,505.3					1,250.6	21.8	563.9	669.0			
TOY STATE IND ROAD RIPPER VEHICLES	G543	1,219.3					79.0	0.0		1,140.3			
TRAXXAS RADIO CONTROLLED TRUCKS	G543	283.9	283.9										
TRAXXAS RADIO CONTROLLED VHCLS	G543	474.2	461.4				12.8						
TYCO RC NSECT RBTC ATCK CRTR	G543	377.9					21.4		2.5	354.0			
TYCO RC TERRAINIAC VEHICLE	G543	1,307.9					182.2	0.1		1,125.6			
TYCO RC TRI CLOP RC MUTANT	G543	1,479.4					143.5			1,335.9			
WILD PLANET SPY GEAR RC SPY VIDEO CR	G543	1,224.3					112.1	0.0		1,112.2			
WOW WEE FLYTECH RC DRAGONFLY	G543	2,522.0					242.8	0.4		2,278.8			
WOW WEE ROBOQUAD ELECT TOY	G543	978.5					56.8			921.7			
BABY PLUS PRENATAL EDUCATION SYS	G544	284.9	284.9							861.0			
DISNEY MICKEYS TALKIN BN CLBHS	G544	861.0											
FISHER-PRICE 2 IN 1 LEARNING KITCHEN	G544	3,472.8					1,592.6	3.3	335.3	1,541.6			
FISHER-PRICE AMAZING ANML/CH&BNC/ZBR	G544	5,130.8					2,773.2	2.7	272.1	2,080.8			
FISHER-PRICE AMAZING ANMLS/CHOO-CHOO	G544	554.5					249.7			304.8			
FISHER-PRICE BACKYARDIGANS MSCL/ADV	G544	1,021.6					61.0	0.0		960.6			
FISHER-PRICE EASY LINK INTRNT LNCHPD	G544	1,801.5					693.5	5.7	132.5	969.8			
FISHER-PRICE ESY LNK&KD-TGH DGTl CMR	G544	3,932.8					2,613.6	15.7	350.1	953.4			
FISHER-PRICE ESY LNK&KD-TGH FP3 PLYR	G544	1,506.7					838.4	1.0	177.8	489.6			
FISHER-PRICE INFANT & PRESCHOOL TOYS	G544	2,397.2	2,397.2										
FISHER-PRICE LAUGH&LEARN COLLECTION	G544	2,515.9	2,515.9										
FISHER-PRICE LITTLE PEOPLE TOYS	G544	2,366.9					1,147.4	10.5	388.8	820.2			
FISHER-PRICE LITTLE PL IMGNNT PLYSTS	G544	616.9					357.2	0.4	76.2	183.1			
FISHER-PRICE OCEAN WONDER AQRM TY	G544	1,971.8	87.6				958.9	2.5	162.1	760.8			
FISHER-PRICE SOOTHING MOTIONS GLIDER	G544	410.2	410.2										
FISHER-PRICE TWIN TIME DOLLHOUSE	G544	1,624.6					1,018.0	0.8	71.9	533.9			
LAMAZE INFANT & PRESCHOOL TOYS	G544	1,069.6	1,069.6										
LEARNING CURVE PLAY TOWN PLAYSETS	G544	416.8								416.8			
LITTLE TIKES BARK BRK VC MTS&MOO/MVR	G544	1,327.7					37.4	0.0		1,290.2			
LITTLE TIKES ROCK&TWIST MUSIC MCHN	G544	866.2					59.1			807.1			
LITTLE TIKES SHOP & LEARN MARKET	G544	555.7					65.1	0.5		490.2			
PEEK-A-BOO BUNNY MOBILE	G544	408.1	408.1										
PLAYSKOOL BUSY BALL CHOO CHOO	G544	1,529.6					1,315.4	15.1	2.7	196.5			
PLAYSKOOL BUSY BALL POPPER	G544	3,085.6	97.6				1,918.3	7.4		1,062.3			
PLAYSKOOL INFANT & PRESCHOOL TOYS	G544	1,640.4	1,640.4										
PLAYSKOOL ITSY BITSY SPIDER-MAN DL	G544	990.5					431.4	0.0		559.1			
PLAYSKOOL MADE/ME MP3 MUSIC PLAYER	G544	712.0	712.0										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PLAYSKOOL MELODY MIXIN DRUM	G544	275.4	275.4										
PLAYSKOOL ROSE PETAL COTTAGE	G544	7,583.6	1,053.9					3,734.6	361.7	603.2	1,830.1		
PLAYSKOOL SIMON SAYS SIT N SPIN	G544	614.4						387.9	16.1		210.3		
PLAYSKOOL STEP START WALK N RIDE	G544	2,074.8	314.0					948.7	2.4		809.6		
SINGING/RING GIVEAWAY CONTEST	G544	379.8									379.8		
TOMY THOMAS/TRCKMSTR THMS/SHD	G544	2,939.3						457.6	612.5	294.2	1,575.1		
TONKA 3 IN 1 SCOOT N SCOOP	G544	5,006.1						2,525.7	262.3	448.6	1,769.6		
4KIDZ INC ELECT TEST TUBE ALIENS	G549	1,067.1									1,067.1		
BABY GENIUS VAR TOYS	G549	838.0	838.0										
BANDAI BEN 10 ALIEN VOICE CHNGR	G549	418.0						38.1			379.9		
BANDAI BEN 10 ALN/CHNGR&DNA/HRS	G549	652.6						35.9	0.1		616.6		
BANDAI BEN 10 DELUXE OMNITRIX	G549	529.2						43.9			485.3		
BANDAI POWER RANGERS MEGA/HLMNT	G549	554.9						44.5			510.4		
BIG TIME MOON SHOES	G549	723.7									723.7		
BUZZ BEE TOYS TOMMY MECH 20 BLASTER	G549	1,197.4									1,197.4		
CDI DSNY PRNCS TLKN CSH RGST	G549	1,393.1						11.7			1,381.4		
CRANIUM SUPER FORT CRNVL CLBHS	G549	581.2						106.4			474.8		
DISNEY PRINCESS ROYAL TALKING VANITY	G549	992.7									992.7		
FISHER-PRICE ESPN BETTER BATTER BSSL	G549	868.2						95.0	0.1	17.8	755.3		
FISHER-PRICE GEOTRAX RAIL & ROAD SYS	G549	3,274.3						1,747.3	1.2	166.8	1,358.9		
FISHER-PRICE IMAGINEXT PIRATE SHIP	G549	353.5						3.5			350.0		
FISHER-PRICE PUPPY GROWS&KNOWS/NAME	G549	2,203.2						102.7	0.1		2,100.4		
FISHER-PRICE SESAME ST GL&GO PLY ST	G549	2,448.2						1,421.6	0.4	71.6	954.6		
FISHER-PRICE SMART CYCLE	G549	5,312.2						3,316.1	3.2	88.8	1,904.1		
FISHER-PRICE TOYS	G549	2,446.2	242.0	842.2	1,290.5	71.4							
FISHER-PRICE TURBO TAIL TICKER	G549	378.5						25.9			352.6		
FISHER-PRICE VIGNETTE	G549	506.9									506.9		
GIRL TECH DIGI-MAKEOVER ELECT GAME	G549	1,424.0						158.9			1,265.1		
GIRL TECH IM-ME PRTBL INSTNT MSG	G549	1,417.4						203.1	0.1		1,214.2		
HASBRO HYPER SLIDE ELECT GAME	G549	1,538.3						220.5	0.0		1,317.7		
HASBRO INC CP	G549	628.7	279.4		306.7	42.6							
HASBRO LITTLEST PT SHP DGTL PTS	G549	388.5						22.3	0.0		366.2		
HASBRO LITTLEST PT/TNST TNST/PL	G549	967.6						76.5	1.3	17.5	872.3		
HASBRO LITTLEST PT/TRCKS&TLNT S	G549	520.0						52.0	0.3	5.0	462.7		
HASBRO MY LTL PNY SNG&DNC PNK P	G549	1,127.0						38.5			1,088.5		
HASBRO NERF N-STRIKE BLASTERS	G549	795.1						172.4			622.7		
HASBRO NERF N-STRK MVRCK&NT FND	G549	348.3						19.8	0.7	27.5	300.3		
HASBRO SPIDER-MAN 3 ULTMT/BLSTR	G549	576.0						28.8			547.2		
HASBRO STAR WARS FORCE/LGHT SBR	G549	1,942.2	37.7					277.6	0.1	23.2	1,603.7		
HASBRO TOYS	G549	304.9			299.5		0.1						5.3
HASBRO TRANSFORMERS OPTMS/VC CH	G549	365.0						23.4	0.1		341.5		
HASBRO TRNSFRMRS FLY PR WL GRPH	G549	273.2						3.0			270.2		
HASBRO TRNSFRMRS STRSCRM&OPTMS	G549	1,189.1						96.6	2.3	16.2	1,074.1		
HASBRO VAR SPIDER-MAN 3 TYS&ACS	G549	441.5						24.2			417.3		
HASBRO VAR SPIDERMAN TOYS&ACCES	G549	607.3	62.7					286.3			258.3		
HOOKED ON PHONICS VAR LRNG PRGRMS	G549	2,068.7						148.4	10.4	710.3	1,199.6		
JAKKS CREEPY CRAWLERS&ACCESS	G549	818.1									818.1		
JAKKS EYE CLOPS TOY	G549	1,844.6						128.4	0.1		1,716.1		
KIDDESIGNS BARBIE GRL JME GTR&KYB	G549	403.3									403.3		
LEAPFROG CLICKSTART	G549	5,594.8						1,092.4	19.2	1,045.9	3,437.3		
LEARNING CURVE BTL WHLS RC ACTN FGR	G549	602.0						67.1			534.9		
MARSHMALLOW THOMAS/WHLS/WHSLT SOFA	G549	886.1									886.1		
MARVEL TOYS TUB TIME CURIOUS GEORGE	G549	1,124.3									1,124.3		
MATCHBOX DRAGON CSTL TLKNG ADV ST	G549	875.7						65.9			809.8		
MATTEL AVATAR/ARBNDR WTRBD BLST	G549	342.8						13.7	0.2	5.7	323.2		
MATTEL BARBIE MY SIZE THRONE	G549	1,278.2						51.7	0.0		1,226.5		
MATTEL BARBIE SHPNG TM CSH RGST	G549	702.2									702.2		
MATTEL BARBIE TRND FRNDS STY HD	G549	1,383.8						108.4	0.1		1,275.3		
MATTEL HOT WHEELS RACING TIMER	G549	325.2						68.8		10.0	246.4		
MATTTEL HOT WHEELS TRICK TRACKS	G549	562.4						188.5	0.0		373.9		
MATTTEL INC CP	G549	1,391.8		115.5	360.6	915.7							
MATTTEL MY SCENE RLR GRLS RC DLS	G549	1,225.1						98.2	1.4	7.5	1,118.0		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MATTEL TOYS	G549	3,712.5			191.8			765.6	2,263.1		492.1		
MEGA BLOKS PLAZMA DRAGONS TOY	G549	285.7							1.5		284.2		
MEGA MAGNETIX ICOASTER	G549	735.7									735.7		
MILTON BRADLEY TWISTER DANCE DVD GM	G549	267.6						25.0	1.0	17.5	224.1		
PLAY ALONG PUPPY/POCKET PRTY PT PLC	G549	955.8						19.5			936.3		
PLAYMATES AMAZING/SKATE/TRICKS PY	G549	665.2						54.7	3.4		607.2		
PLAYMATES ENCHANTED TALES TEA/TWO	G549	362.6	362.6										
PLAYMATES TMNT MONSTER ACTION TWR	G549	621.6						119.6	2.9		499.1		
PLAYMOBIL KNIGHTS TAKE ALONG CSTL	G549	789.5						84.4			705.1		
PLAYSKOOL INC CP	G549	825.5						466.6			358.9		
PLAYSKOOL TOYS	G549	958.2	336.9					134.7	119.5		367.1		
SPIN MASTER AIR HOGS RC HVC HL/BTL	G549	1,512.4						81.3			1,431.1		
SPIN MASTER BELLA DANCERELLA BLT STD	G549	513.1						63.3	3.8		446.0		
SPIN MASTER DORA/EXPLORER DANCE/ADV	G549	1,145.5						100.2	0.0		1,045.2		
SPIN MASTER LIL LUVALLES FLFY FCTRY	G549	2,646.2						228.4	1.6		2,416.2		
SPIN MASTER STORYTIME THEATER&ACCESS	G549	1,239.1									1,239.1		
SPIN MASTER ZOINGO BOINGO	G549	518.4									518.4		
SWIM WAYS SPRING FLOAT	G549	844.5						256.9	0.7	59.2	527.7		
TECH 2 GO AMERICAN IDOL TLNT CHLNG	G549	946.1	239.8						4.5	161.1	540.8		
TEKNO ROBOTIC PUPPY & PONY	G549	623.7						23.5			600.2		
THINKWAY ACTION CMND RC SPIDER-MN	G549	388.8									388.8		
TIGER I-CY PERSONAL MUSIC PLYR	G549	320.4						20.5	1.3	20.0	278.6		
TIGER POWER TOUR ELECT GUITAR	G549	2,814.0	168.0					49.6			2,596.4		
TOY BIZ FANTASTIC 4/SLVR/FNTSTCR	G549	306.4						8.8			297.6		
TOY QUEST BANZAI CLR STRM/GN	G549	314.0									314.0		
WILD PLANET HYPER DASH GAME	G549	627.1							1.2		625.9		
WILD PLANET PURSE PALS INTRCTV DOLLS	G549	1,446.8						227.2	1.0		1,218.6		
WILD PLANET SPY GEAR TR-LNK ALRM SYS	G549	394.9									394.9		
WILD PLANET VERTICON TOYS & ACCESS	G549	268.1							0.3		267.9		
WOW WEW ROBOPANDA ELECT TOY	G549	772.5							12.5	539.6	220.4		
ZIZZLE DISNEY PRPTS/CRBN/BLCK/AC	G549	328.7									328.7		
ZIZZLE SPOTZ MAKER	G549	1,546.3									1,546.3		
ZIZZLE VAR HOOKED/PHNCS/TOYS	G549	1,974.8						162.8	18.4	380.8	1,412.9		
BALLOON TIME PORTABLE HELIUM KIT	G590	1,198.0	1,198.0										
CRAYOLA CUTTER	G590	2,622.5							13.5	903.3	1,705.7		
HASBRO NERF SPIDER-MAN 3/DRT TG	G590	465.3						18.6			446.7		
SPIN MASTER GIRL CRUSH STREAK&STYLE	G590	1,538.8						191.7	0.0		1,347.1		
ALPO CHOPHOUSE ORGNLS CANNED DG FD	G611	702.7	469.2	233.5									
BLUE DRY DOG FOOD	G611	6,281.1	6,281.1										
BLUE SPA SELECT DRY DOG FOOD	G611	360.8	360.8										
CESAR CANNED DOG FOOD	G611	20,528.2	5,372.5					11,165.8	4.7	112.0	3,873.2		
CESAR CANNED PUPPY FOOD	G611	3,326.0	3,326.0										
EUKANUBA &IAMS CANNED&DRY DOG FD	G611	297.8		297.8									
EUKANUBA CANNED & DRY DOG FOOD	G611	678.3	678.3										
EUKANUBA DRY DOG FOOD	G611	2,419.5	2,216.7		175.8				16.3		10.7		
GOODLIFE RECIPE DRY DOG FOOD	G611	9,037.4						4,642.2	20.9	936.3	3,438.0		
HILLS SCIENCE DIET DRY DOG FOOD	G611	1,296.2	238.4		0.7				1.2	5.0	1,050.9		
IAMS CANNED & DRY DOG FOOD	G611	2,938.9									2,938.9		
IAMS DOG FOOD	G611	2,333.4	2,254.8		77.5								1.0
IAMS DRY DOG FOOD	G611	20,588.4	8,504.4	1,767.7				4,444.8	913.8	937.9	3,704.5	315.3	
IAMS HEALTHY NATURALS DRY DOG FOOD	G611	17,073.5	3,167.7					6,112.1	1,040.8	1,321.4	5,431.5		
IAMS SMALL & TOY DRY DOG FOOD	G611	2,604.9						2,251.8	1.3	109.5	242.3		
KIBBLES N BITS BRSHNG BT DRY DOG FD	G611	736.9						233.4	2.3	58.5	442.7		
PEDIGREE BUTCHERS SELECT CND DG FD	G611	5,440.0	2,013.9					2,163.5	5.3		1,257.3		
PEDIGREE CANNED & DRY DOG FOOD	G611	1,459.8	1,459.8										
PEDIGREE DRY DOG FOOD	G611	13,369.2	1,203.2					6,089.5	20.6	57.0	5,999.0		
PEDIGREE SUPER CHEW DOG TREATS	G611	376.0	376.0										
PEGETABLES DOG TREATS	G611	7,649.3	783.5		91.3			3,661.1	3.2	39.2	3,071.0		
PRO PLAN DRY DOG FOOD	G611	1,090.0	1,090.0										
PURINA BENEFUL DRY DOG FOOD	G611	2,218.7			85.2			429.0			1,704.5		
PURINA BENEFUL PREPARED MEALS	G611	26,075.4	3,520.5					10,574.9	1,127.9	2,667.9	8,184.1		
	G611	5,059.8							4,993.6	66.2			

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PURINA DOG CHOW &PUPPY CHW DRY DG FD	G611	17,973.1						10,876.5	326.5	650.8	6,119.3		
PURINA DOG CHOW DRY DOG FOOD	G611	3,276.3						1,735.0	26.5	337.8	1,176.9		
PURINA ONE DRY DOG FOOD	G611	534.8							0.0		505.9		28.8
BLUE SPA SELECT DRY CAT FOOD	G612	2,653.9	2,653.9										
FANCY FEAST ELGNT MDLYS CANNED CT FD	G612	21,528.4	3,567.1					9,069.9	1,083.4	3,141.8	4,666.2		
FANCY FEAST GOURMET GOLD DRY CAT FD	G612	3,891.5						1,448.5	499.4	778.9	1,164.7		
FRISKIES DRY CAT FOOD	G612	8,322.5						4,663.0	921.9		2,737.6		
FRISKIES FELINE FVRTS DRY CAT FOOD	G612	5,118.7						2,851.8	49.5	702.1	1,515.4		
FRISKIES VAR DRY CAT FOOD	G612	3,929.3	2,680.9					7.6	194.9		1,045.9		
GOODLIFE RECIPE DRY CAT FOOD	G612	8,222.7						3,825.2	19.8	1,049.3	3,328.4		
HILLS PRSCRPTN DT C/D CND&DRY CT FD	G612	705.9	705.9										
HILLS SCIENCE DIET DRY CAT FOOD	G612	711.5									711.5		
HILLS SCIENCE DIET LIGHT DRY CAT FD	G612	309.6							0.9	5.0	303.8		
IAMS DIGESTIVE CARE DRY CAT FOOD	G612	13,236.6	6,983.1					2,046.1	8.4	497.2	3,701.9		
IAMS DRY CAT FOOD	G612	4,937.3	3,940.0					767.8	3.0	77.1	149.4		
IAMS MULTI-CAT DRY CAT FOOD	G612	5,626.9						1,652.4	7.9	660.2	3,306.4		
MEOW MIX DRY CAT FOOD	G612	2,373.6	48.6					255.7	25.5	839.3	1,014.0		190.5
MEOW MIX INDOOR FORMULA DRY CAT FOOD	G612	2,458.7						353.5	25.0	1,073.5	1,006.7		
MEOW MIX MARKET SELECT CANNED CAT FD	G612	1,838.4						462.8	15.8	699.4	660.4		
MEOW MIX VAR CAT FOOD	G612	1,226.6	1,226.6										
PURINA CAT CHOW &KITTEH CHOW CAT FD	G612	3,668.6	3,668.6										
PURINA CAT CHOW COMPLETE DRY CAT FD	G612	250.5						0.0	7.5	240.6	2.4		
PURINA CAT CHOW NAT DRY CAT FOOD	G612	15,513.2	6,866.8					4,982.5	106.4	900.5	2,657.0		
PURINA CAT CHOW VAR DRY CAT FOOD	G612	4,712.4	829.5					1,573.4	459.5	670.7	1,179.3		
PURINA KITTEN CHOW DRY KITTEN FOOD	G612	1,516.4						836.2	27.2	185.1	467.9		
PURINA ONE DRY CAT FOOD	G612	506.9							2.2		504.7		
WHISKAS PURRFECTLY FISH POUCH CAT FD	G612	2,644.3									2,644.3		
BLUE CANNED CAT & DOG FOOD	G613	1,193.9	819.7				374.2						
BLUE DRY DOG FOOD &SP SLCT DRY CT FD	G613	536.3	536.3										
IAMS CANNED&DRY CAT&DOG FOOD	G613	445.7									445.7		
PURINA ONE DRY CAT & DOG FOOD	G613	671.3									671.3		
PURINA VAR DRY DOG & PUPPY FOOD	G613	640.8										640.8	
IAMS CO CP	G630	1,952.3			1,391.6	560.8							
IAMS VAR PET FOOD	G630	1,033.9		485.4	477.1	71.4							
RALSTON PURINA VAR PET FOOD	G630	1,050.0					1,050.0						816.4
SCOTTS BIRD SEED	G630	816.4											
ADAMS FLEA & TICK PDT'S	G640	3,053.4	3,053.4										
ADVANTAGE CAT & DOG RX	G640	404.6	404.6										
ADVANTAGE CAT RX	G640	565.3	565.3										
ADVANTAGE MULTI CAT RX	G640	4,010.2						2,990.8			1,019.4		
ADVANTAGE MULTI DOG RX	G640	4,772.3						3,782.2	0.0		990.0		
ARM & HAMMER MULTI-CAT CAT LITTER	G640	4,972.4	4,002.9					619.1	0.1	27.2	323.0		
ARM & HAMMER ODOR ALERT LITTER	G640	13,418.6	7,221.5					2,995.2	72.5	266.8	2,862.6		
ARM&HAMMER HIGH PRFRMNC LITTER	G640	539.7						121.8	0.6	47.3	370.0		
BAYER ADVANTAGE FLEA TREATMENT	G640	445.8	445.8										
CAT ATTRACT LITTER	G640	1,473.6	1,473.6										
DGP DOG SUPPLEMENT	G640	303.1	303.1									1,351.7	
DINOVITE DOG SUPPLEMENT	G640	1,351.7											
FARNAM PET SUPPLIES	G640	268.6	268.6										
FELINE PINE LITTER	G640	1,425.2						30.8		1,394.4			
FRESH STEP FREE SCPBL LITTER	G640	268.9	268.9										
FRESH STEP LITTER	G640	2,620.8					685.3	349.2	95.2	1,491.1			
FRESH STEP SCOOP &HDN VLY RNCH/DRSNG	G640	1,591.4	1,591.4										
FRESH STEP SCOOPABLE &GLAD FORCEFLEX	G640	1,071.5	1,071.5										
FRESH STEP SCOOPABLE &PN-SL LIQ CLNR	G640	320.7	320.7										
FRESH STEP SCOOPABLE LITTER	G640	29,750.6	16,489.9					5,742.9	1,669.7	684.2	5,163.9		
FRESH STEP SCPBL &GLDWR/STRG CNTNRS	G640	357.6	357.6										
FRONTLINE PLUS CAT & DOG RX	G640	41,344.8	6,602.5	689.8				18,070.0	6,974.2	2,956.8	6,051.5		
GREENIES PET SUPPLIES	G640	2,593.0	2,593.0										
HEARTGARD PLUS PET MEDICATION	G640	4,193.4						0.0	331.0	1,141.9	2,720.4		
HOME AGAIN PET ID MICROCHIP	G640	14,919.2						7,605.4	44.8	2,856.3	2,982.0	1,430.8	
INVISBLE FENCE PET CONTAINMENT	G640	1,601.2			569.2		9.1		628.2				394.7

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
K9 ADVANTIX DOG REMEDIES	G640	17,461.9	3,393.2					4,736.9	2,660.1		6,671.7		
SCOOP AWAY LITTER	G640	7,871.3	2,518.3					415.2	3,620.8	30.5	1,286.5		
SERGEANTS NATURES GRDN FL&TCK CNTRL	G640	263.4	263.4										
SWHEAT SCOOP LITTER	G640	550.0	434.4										115.7
TYDY CATS SCOOP LITTER	G640	15,374.7	7,139.5					3,093.5	205.1	2,613.0	2,323.7		
VIRBAC IVERHART MAX HEARTWORM RX	G640	297.0			297.0								
VPI PET INSURANCE	G690	5,324.1	5,268.8										55.3
ARIENS LAWN & GARDEN EQUIP	G711	612.4			1.6	610.9							
ARIENS LAWN MOWER	G711	853.9		216.4	637.5								
ARIENS SNO THRO SNOWTHROWER	G711	530.1			530.1								
BLACK & DECKER ALLIGATOR LOPPER	G711	1,269.1									1,269.1		
BRIGGS & STRATTON ENGINES	G711	429.6			63.4		58.1	15.1					293.0
BRIGGS & STRATTON LAWN MOWER PARTS	G711	843.9											843.9
CRAFTSMAN LAWN & GARDEN EQUIP	G711	2,342.6						1,790.1	66.8	135.2	350.5		
CRAFTSMAN RIDING MOWER	G711	558.3									558.3		
CUB CADET LAWN MOWER	G711	278.7			278.7								
CUB CADET LAWN MOWER & TRACTOR	G711	477.9			477.9								
CUB CADET RIDING MOWER	G711	878.2							0.4		877.8		
CUB CADET TRACTOR	G711	3,500.7			563.8	541.8		1,104.9	80.2		1,210.0		
CUB CADET TRACTOR&UTILITY VEHICLE	G711	406.2			392.9				13.3				
ECHO LAWN & GARDEN EQUIP	G711	315.3	76.5		238.7				0.1				
FISKARS GARDEN TOOLS	G711	941.7	819.8						2.1	119.8			
GARDEN CLAW GOLD GARDEN TOOLS	G711	386.2									386.2		
GRASS PAD LAWN&GRDN SUPP	G711	296.0			296.0								
GRASSHOPPER RIDING MOWER	G711	569.0							185.6		383.4		
HONDA LAWN MOWER	G711	945.8			5.7			222.0	1.6		716.6		
HONDA POWER EQUIP	G711	1,319.5			1,319.4				0.1				
HUSQVARNA RIDING MOWER	G711	329.6	294.7								34.8		
JOHN DEERE LAWN & GARDEN EQUIP	G711	927.5	56.5		725.7		123.6		5.0				16.8
JOHN DEERE LAWN MOWER	G711	469.8			469.8								
JOHN DEERE LAWN MOWER & TRACTOR	G711	1,031.7	269.3		762.5								
JOHN DEERE LAWN MOWER&RIDING MOWER	G711	1,000.0									1,000.0		
JOHN DEERE RIDING MOWER	G711	3,171.6						1,823.4	266.4		1,081.8		
JOHN DEERE TRACTOR	G711	7,049.7	129.6		2,473.0	63.8	5.7	2,189.6	157.9		2,030.2		
JOHN DEERE TRACTOR&UTILITY VEHICLE	G711	294.6			294.6								
KUBOTA LAWN & GARDEN EQUIP	G711	334.7			308.3			26.3					
KUBOTA TRACTOR	G711	822.1	547.0					4.4		152.2	62.6		55.9
KUBOTA TRACTOR & LAWN MOWER	G711	599.7			599.7								
KUBOTA TRACTOR&UTILITY VEHICLE	G711	651.5			651.5								
MASSEY-FERGUSON TRACTOR	G711	282.3	282.3										
RAIN BIRD SPRINKLER	G711	472.9	469.2						3.7				
SIMPLICITY LAWN MOWER & TRACTOR	G711	454.2			454.2								
STIHL AUTOCUT TRIMMER	G711	254.2			254.2								
STIHL BLOWER	G711	3,114.4			676.3	2,435.8			0.1		2.2		
STIHL BLOWER & CHAIN SAW	G711	878.2			623.3				255.0				
STIHL BLOWER & SAW	G711	3,760.8			3,760.8								
STIHL BLOWER & TRIMMER	G711	1,124.7			1,035.7	71.4			17.6				
STIHL LAWN & GARDEN EQUIP	G711	31,909.5			28,071.1	3,784.2			54.2				
STIHL TRIMMER	G711	2,167.6			1,468.9	571.5			127.1				
STIHL WEED TRIMMER	G711	3,013.6				2,997.2					16.5		
STIHL YARD BOSS YARD CARE SYSTEM	G711	411.7	407.2						4.5				
TORO LAWN & GARDEN EQUIP	G711	968.5			603.7		2.5		319.1	43.2			
TORO LAWN MOWER	G711	3,030.5			3,025.9				4.5				
TORO LAWN MOWER & TRACTOR	G711	1,378.4			1,378.4								
TORO SNOW THROWER	G711	1,593.5				818.8			563.6				211.2
TORO TIME CUTTER Z RIDING MOWER	G711	602.0							602.0				
ALL-AMERICAN DAYLILIES NURSERY STOCK	G712	340.8	340.8										
BONNIE NURSERY STOCK	G712	531.9									531.9		
ENCORE AZALEA NURSERY STOCK	G712	326.0	326.0										
ENDLESS SUMMER NURSERY STOCK	G712	1,012.9	1,012.9										
FLOWER CARPET NURSERY STOCK	G712	250.9	250.9										
GARDENERS CNFDNC CLCTN NURSERY STOCK	G712	345.3	345.3										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MONROVIA NURSERY STOCK	G712	1,953.1	1,951.5						1.6				
PROVEN WINNERS NURSERY STOCK	G712	1,456.1	1,241.2						0.5	120.0	94.4		
REBEL SEEDS	G712	761.2											761.2
SCOTTS RESEED SUPREME GRASS SEED	G712	955.4							955.4				
SCOTTS TURF BLDR SDNG SL & PRM/SD	G712	1,341.5							1,341.5				
WEEKS ROSES NURSERY STOCK	G712	293.5	293.5										
BAYER ADVANCED FERTILIZERS&TRTMNTS	G713	751.5	532.1			219.4							
DYNAMITE PLANT FOOD	G713	1,204.3	1,203.7										0.6
MIRACLE-GRO GARDEN SOIL	G713	5,383.6						4,018.8	423.0		941.7		
MIRACLE-GRO LIQUAFFECT PLANT FOOD SYS	G713	9,526.4	502.9	475.0				5,578.7	375.5	900.8	1,347.2		346.2
MIRACLE-GRO ORGANIC CHC GARDEN SOIL	G713	1,295.5	964.9						0.2		330.4		
MIRACLE-GRO ORGNC CHC FRTLZRS&TRTMNT	G713	520.7	520.7										
MIRACLE-GRO SHK/FD/WD PR PLANT FOOD	G713	3,444.8						2,089.6	34.1	510.0	811.0		
SCOTTS BONUS FERTILIZER	G713	547.9											547.9
SCOTTS BONUS S FERTILIZER	G713	2,481.3							2,481.3				
SCOTTS FEED & SEED FRTLZRS&TRTMNTS	G713	443.3											443.3
SCOTTS FERTILIZER	G713	654.3											654.3
SCOTTS LAWN & GARDEN TREATMENTS	G713	2,452.6			243.6								2,209.0
SCOTTS LAWN SOIL	G713	599.1											599.1
SCOTTS TURF BLDR PLS 2 FERTILIZER	G713	8,218.6						2,561.2	1,795.2		3,300.4	135.9	425.8
SCOTTS TURF BLDR/SMR GRD FERTILIZER	G713	2,006.2						93.9	16.2		1,580.8		315.3
SCOTTS TURF BLDR/WNTR GR FERTILIZER	G713	2,944.2						1,753.3	2.0		1,174.1		14.8
SCOTTS TURF BUILDER FERTILIZER	G713	8,755.8	689.8		134.0			5,382.8	736.7		1,536.0		276.5
SCOTTS TURF BUILDER FRTLZRS&TRTMNTS	G713	341.0			278.3								62.7
STA-GREEN FERTILIZERS&TREATMENTS	G713	438.8			438.8								
BAYER ADVANCED ALL/ONE ROSE&FLWR CR	G714	389.7							26.5		363.2		
BAYER ADVANCED COMPLETE INSECT KLR	G714	1,839.6							754.6		574.9		510.0
BAYER ADVANCED GRUB CNTRL PSTCD	G714	573.8							438.6		135.2		
BAYER ADVANCED LAWN ALL/ONE WEED KLR	G714	1,513.1							550.1		963.0		
BAYER ADVANCED TERMITE INSECTICIDE	G714	845.4							584.9		260.5		
BAYER ADVANCED TREE&SHRB INSCT CNTRL	G714	500.1							35.5		464.7		
CRUISERMAXX BEANS FUNGICIDE	G714	541.1											541.1
IMAGE HERBICIDE	G714	604.1											604.1
ORTHO MAX FIRE ANT KILLER	G714	1,510.5							1,219.5				291.0
ORTHO SEASON LONG GRASS&WEED KILLER	G714	644.3							644.3				
ORTHO WEED B GON MAX HERBICIDE	G714	5,515.0						2,682.1	4.9		2,828.0		
OVER N OUT MOUND TRTMNT FIRE ANT KLR	G714	1,726.8							1,726.8				
PREEN WEED & GRASS KILLER	G714	285.5											285.5
PREEN WEED PREVENTER	G714	390.3	252.7						137.6				
ROUNDUP EXTENDED CONTROL WEED PRVNTR	G714	3,134.5						1,387.9	789.5	357.6	599.6		
ROUNDUP WEED KILLER	G714	9,486.4						5,504.6	60.9	1,249.8	2,671.1		
SCOTTS PEST CONTROLS	G714	303.7											303.7
TRIAZICIDE PESTICIDE	G714	322.2							322.2				
CHIA PLANT KITS	G715	8,904.6						243.6	4,107.1	761.4	3,773.3	19.3	
MIRACLE-GRO MSTR CNTRL POTTING MIX	G715	7,422.1	2,359.1					2,560.6	278.5	1,069.8	1,154.1		
BAYER ADVANCED HORTICULTURE	G719	452.1										452.1	
CHALLENGER FARM EQUIP	G721	346.2							9.7	283.7	0.0		52.8
JOHN DEERE FARM EQUIP	G721	1,081.7		548.1		58.1	40.0	169.4	111.8	0.0			154.4
KUBOTA FARM EQUIP	G721	1,862.4		1,822.6		8.6		31.2					
MAHINDRA TRACTOR	G721	1,082.0	315.1						1.6		765.4		
BAYER HEALTHCARE LLC CP	G722	1,781.3		1,406.0	357.2								18.1
BAYER LIVESTOCK REMEDIES	G722	257.5				257.5							
AVICTA COMPLETE PAK COTTON SD TRTMNT	G724	397.7							102.2				295.5
HEADLINE FUNGICIDE	G724	303.5							0.1				303.4
MONSANTO WEATHERMAX FARM HERBICIDE	G724	272.5											272.5
QUADRIS RICE FUNGICIDE	G724	367.4											367.4
QUITL CORN FUNGICIDE	G724	369.9							0.0				369.9
RESOLVE FARM HERBICIDE	G724	269.3											269.3
ROUNDUP READY FLEX COTTON HERBICIDE	G724	405.2							229.1	152.2			23.9
STRATEGIC HERBICIDE	G724	510.2											510.2
AGRISURE CORN SEEDS	G725	839.6							207.6	534.3	0.0		97.6
ASGROW FARM SEEDS	G725	289.4							0.8				288.6

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ASGROW SOYBEAN FARM SEEDS	G725	1,639.3							1,299.8	339.5	0.0		
BAYER CROP SCIENCE FARM SEEDS	G725	282.2					282.2						
DEKALB CORN SEEDS	G725	2,025.0							1,441.3	583.7	0.0		
DEKALB FARM SEEDS	G725	429.4											429.4
MYCOGEN CORN SEEDS	G725	312.9							312.1	0.8			
NK SOYBEAN SEEDS	G725	536.2							536.2				
PIONEER HI-BRED CORN FARM SEEDS	G725	1,571.8							1,103.2	61.8			406.8
PIONEER HI-BRED SOYBEAN SEEDS	G725	622.1											622.1
ROUNDUP READY CORN SEEDS	G725	339.4											339.4
STONEVILLE COTTON SEEDS	G725	395.4							202.0	148.8			44.5
UNITED SOYBEAN BOARD SOYBEAN SEEDS	G725	422.7											422.7
VISTIVE FARM SEEDS	G725	262.4											262.4
YIELDGARD VT INSECT RESISTANT CRN SD	G725	2,290.4							1,065.5	320.7	0.0		904.1
ACADEMY/ART UNIVERSITY	G810	3,878.7	2,385.5	162.7	202.1				703.1		425.3		
ADELPHI UNIVERSITY	G810	800.0		114.4	637.9	47.7							
AIU AMER INTRCNTNL UNIV	G810	1,735.5			18.0		3.7		1,713.7				
AIU AMER INTRCNTNL UNIV ONLINE	G810	1,780.0					2.0		0.5	17.8	1,759.7		
ALAMO COMMUNITY COLLEGES	G810	285.2			58.9				226.2				
ALLIED COLLEGE	G810	453.2							453.2				
ALVERNO COLLEGE	G810	380.8					305.7		75.1				
AMERICAN CAREER COLLEGE	G810	2,060.8			23.0				2,037.8				
ANDOVER COLLEGE	G810	477.4							477.4				
APOLLO CLG MED&DENTAL	G810	2,106.0			78.6				2,027.4				
ARGOSY UNIVERSITY	G810	1,402.9			693.5		61.6		368.6				279.2
ARIZONA CLG/ALLIED HLTH	G810	315.4							315.4				
ARIZONA STATE UNIVERSITY	G810	1,548.9			709.9		721.2		3.3		114.5		
ASA INST CLG/ADVNCD TECH	G810	2,062.9			1,854.4				208.5				
ASHMEAD COLLEGE	G810	956.0							956.0				
AUBURN UNIVERSITY	G810	366.3	126.7		8.3		82.9	0.0	8.3		140.1		
BAKER COLLEGE	G810	596.8			139.7		181.0		276.0				
BALL STATE UNIVERSITY	G810	593.8			45.9		106.7		430.3		11.0		
BARRY UNIVERSITY	G810	382.4			181.5				200.9				
BAUDER COLLEGE	G810	503.5							503.5				
BAYLOR COLLEGE	G810	317.7	43.5		170.4				103.8				
BAYLOR UNIVERSITY	G810	683.4	441.3		36.3	44.0	145.0		10.5		6.4		
BELLEVUE UNIVERSITY	G810	548.5	245.2		1.5		44.8		257.0				
BENTLEY COLLEGE	G810	2,824.7	2,498.0	114.4	157.7		51.0		3.6				
BERDAN MED/DENTAL INST	G810	272.7			268.9		3.8						
BERGEN COMMUNITY COLLEGE	G810	495.1			495.1								
BERKELEY COLLEGE	G810	2,331.7			652.6		181.2		1,497.8				
BLUE CLIFF COLLEGE	G810	753.4							753.4				
BOSTON UNIVERSITY	G810	593.9	40.3	92.2	461.4								
BOWLING GREEN STATE UNIV	G810	324.9			5.6		128.9		190.4				
BRIARCLIFFE COLLEGE	G810	840.5			30.1				810.4				
BROOKS COLLEGE	G810	469.6			2.1				467.5				
BROWARD COMMUNITY CLG	G810	389.4			141.2		14.8		233.4				
BROWN COLLEGE	G810	957.7			0.4		60.4		854.5		42.4		
BROWN MACKIE COLLEGE	G810	2,713.3			10.1		14.6		2,680.6				8.0
BRYAN COLLEGE	G810	320.8			6.0		0.4		314.4				
BRYANT & STRATTON CLG	G810	2,513.2			123.5		63.9		2,325.8				
BRYANT UNIVERSITY	G810	271.9	147.1	114.4			10.5						
BRYMAN COLLEGE	G810	2,698.7			1.6		135.0		2,562.0				
CALIFORNIA COMMUNITY CLG	G810	1,863.5							167.4				1,696.1
CALIFORNIA STATE UNIV	G810	262.1	11.1		92.6	28.0	70.9		59.5				
CALIFORNIA UNIV OF PA	G810	392.5				54.4		57.4		280.7			
CAMBRIDGE COLLEGE	G810	803.4			308.2		60.3		434.9				
CAPELLA UNIVERSITY ONLINE	G810	995.2	509.4		126.4	359.5							
CAREER COLLEGES OF AMER	G810	282.2					126.1		156.1				
CDI COLLEGE	G810	824.9							300.4		524.4		
CENTRAL MI UNIVERSITY	G810	691.3			12.4		139.7		514.0		25.3		
CHAPMAN UNIVERSITY	G810	470.5	78.4		299.3	92.8							
CHI INSTITUTE	G810	490.5			0.2		9.9		480.3				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CITY COLLEGES OF CHICAGO	G810	328.9			23.3		50.5		255.2				
CITY UNIVERSITY OF NY	G810	2,335.9	19.3	228.7	925.4	150.2	990.0		22.3				
CLAYTON CLG/NAT HEALTH	G810	316.0	316.0										
CLEVELAND STATE UNIV	G810	711.6			148.2		167.7		395.7				
COLBY COLLEGE	G810	680.2					680.2						
COLEMAN COLLEGE	G810	700.3			85.7				614.6				
COLLEGE IL PRPD TUITION	G810	642.2							627.7		14.5		
COLLEGE OF MARIN	G810	314.1			314.1								
COLLINS COLLEGE	G810	2,053.3			6.0		22.0		1,517.6		507.8		
COLORADO TECH UNIVERSITY	G810	722.0			68.1		40.5		613.4				
COLORADO TECHNICAL UNIV ONLINE	G810	506.2									506.2		
COLUMBIA BUSINESS SCHOOL	G810	1,117.5	378.0		6.2	733.3							
COLUMBIA COLLEGE	G810	616.2			105.7		60.3		450.2				
COLUMBIA UNIVERSITY	G810	893.7	316.1	106.5	43.2	425.4	2.5						
COLUMBUS ST COMMUNITY CLG	G810	251.3					1.5		249.8				
COMMUNITY CARE COLLEGE	G810	277.0					106.2		170.7				
COMMUNITY CLG/PHLDLPH	G810	292.5			138.2		113.1		41.2				
CONCORDE CAREER COLLEGE	G810	1,346.4			480.2				866.2				
CONCORDIA UNIVERSITY	G810	268.3	11.1		84.9		71.7		100.7				
COOLEY LAW SCHOOL	G810	278.3					278.3						
CORNELL UNIVERSITY	G810	580.2	48.1		1.4	492.1	5.3		10.6				22.7
CUYAHOGA COMMUNITY CLG	G810	1,078.8			416.4		139.9		522.5				
DALLAS BAPTIST UNIV	G810	291.6	80.1		131.4								80.1
DALLAS COUNTY CMNTY CLG	G810	865.0			49.6		148.0		667.4				
DARDEN UNIVERSITY OF VA	G810	526.1	526.1										
DAVENPORT UNIVERSITY	G810	391.4			43.5		173.4		174.5				
DAYMAR COLLEGE	G810	266.0							266.0				
DEPAUL UNIVERSITY	G810	543.8	11.6		142.4	51.6	125.1		213.1				
DEVRY UNIVERSITY	G810	32,578.0			123.6		100.7	33.2	1,747.4	14,229.2	15,926.7		417.3
DIR COLLEGES & UNIVERSITIES	G810	808.9			804.7	4.2							
DORSEY SCHOOL/BUSINESS	G810	309.7							309.7				
DOVER BUSINESS COLLEGE	G810	277.0			277.0								
DRAUGHONS BUSINESS CLG	G810	364.2							364.2				
DREXEL UNIVERSITY	G810	668.1	81.3		352.3	19.0	149.5		66.0				
DUKE UNIVERSITY	G810	1,975.4	1,829.8		31.0	36.4	73.8	0.0	4.4				
DUNWOODY COLLEGE OF TECH	G810	370.4							370.4				
DUQUESNE UNIVERSITY	G810	456.7			14.6	7.4	14.7		420.0				
DYOUVILLE COLLEGE	G810	387.5			2.2				385.3				
EAGLE GATE COLLEGE	G810	764.4					36.3		728.1				
EASTWICK COLLEGE	G810	893.6			893.6								
EMERSON COLLEGE	G810	448.0			10.9		437.1						
EMPIRE STATE COLLEGE	G810	414.8	31.6		316.0		67.2						
EVEREST COLLEGE	G810	11,783.0			208.8		8.3		11,469.5	96.3			
EVEREST COLLEGE & EVEREST INSTITUTE	G810	11,749.6						850.3	1,672.8	4,680.6	4,545.9		
EVEREST UNIVERSITY	G810	384.4					32.8		351.6				
EXCELSIOR COLLEGE	G810	422.6	25.8			42.7	6.7		310.9				36.6
FAIRLEIGH DICKINSON UNIV	G810	660.2			642.3	2.6	15.3						
FAYETTEVILLE STATE UNIV	G810	277.6			0.5		110.4		166.7				
FELICIAN COLLEGE	G810	432.8	6.2		336.0		90.6						
FIVE TOWNS COLLEGE	G810	255.1			255.1								
FLORIDA ATLANTIC UNIV	G810	554.6			509.4		37.7		3.0		4.5		
FLORIDA CAREER COLLEGE	G810	1,209.7			13.6				1,196.1				
FLORIDA CLG/NAT HEALTH	G810	536.5			0.7				535.8				
FLORIDA INT'L UNIVERSITY	G810	374.9	61.7		254.7		48.4		10.1				
FLORIDA METRO UNIVERSITY	G810	4,684.6					363.1		4,321.5				
FLORIDA NATIONAL COLLEGE	G810	349.3							349.3				
FLORIDA TECH COLLEGE	G810	319.9							319.9				
FORDHAM UNIVERSITY	G810	287.7	66.5		109.8	111.4							
FOX INSTITUTE OF BUS	G810	316.7			279.4				37.3				
FRANKLIN UNIVERSITY	G810	267.4					77.7		189.7				
GATEWAY COMMUNITY CLG	G810	449.4			62.6				386.8				
GEMOLOGICAL INST/AMERICA	G810	1,354.7	1,334.0		7.6	13.1							

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GEORGE WASHINGTON UNIV	G810	251.6	38.2		182.8	13.5			17.1				
GEORGETOWN UNIVERSITY	G810	308.8	26.1	8.8	183.1	34.5	55.3	0.0	1.0				
GEORGIA INSTITUTE/TECH	G810	402.4	148.8		7.0		151.0	0.0	27.7		66.6		1.3
GEORGIA MEDICAL INST	G810	287.5			0.9				286.6				
GIBBS COLLEGE	G810	7,581.2					50.6		7,530.6				
GLENDALE CAREER COLLEGE	G810	452.9			9.9				443.0				
GOODWIN COLLEGE	G810	386.5			370.0				16.5				
GRAND RAPIDS CMNTY CLG	G810	266.5			45.9		106.9		113.7				
HAMILTON COLLEGE	G810	1,059.6					15.5		1,044.1				
HARRIS SCHOOL OF BUS	G810	256.6			15.2				241.4				
HARVARD UNIVERSITY	G810	2,440.5	1,858.8	5.8	224.3	341.2	10.2		0.3				
HAWAII PACIFIC UNIV	G810	261.4	84.6						176.9				
HERITAGE COLLEGE	G810	1,865.3							1,865.3				
HERZING COLLEGE OF TECH	G810	560.1			5.8		53.3		501.1				
HESSER COLLEGE	G810	777.8			48.0				729.8				
HOFSTRA UNIVERSITY	G810	1,058.2	18.1	428.7	377.6	233.7							
HOLY FAMILY UNIVERSITY	G810	326.6			179.3		147.3						
HOUSTON COMMUNITY CLG	G810	597.3			93.0		176.6		327.6				
ICDC COLLEGE	G810	515.4					300.0		215.4				
ILLINOIS SCH/HEALTH CRS	G810	259.8							259.8				
INDIANA BUSINESS COLLEGE	G810	408.9			13.9		49.1		345.8				
INDIANA STATE UNIVERSITY	G810	340.2			4.2		69.3		266.7				
INDIANA UNIVERSITY	G810	737.8			98.1		348.6	0.0	285.9		5.2		
INDIANA WESLEYAN UNIV	G810	476.4			296.0		113.5		66.9				
IONA COLLEGE	G810	550.6	26.5	104.0	189.5	187.5							43.2
IOWA STATE UNIVERSITY	G810	439.5					50.1		378.1		11.3		
IUPUI UNIVERSITY	G810	278.7			131.9		21.0		125.8				
IVY TECH CMNTY CLG/IN	G810	365.2			31.0				334.1				
JET UNIVERSITY	G810	302.0	299.3							2.7			
JOHNS HOPKINS UNIVERSITY	G810	434.4	33.0		136.7	11.3	252.9		0.5				
KAPLAN UNIVERSITY	G810	5,049.2	2,051.8		118.8		167.6		2,711.1				
KAPLAN UNIVERSITY ONLINE	G810	1,208.8		764.0					444.8				
KEAN COLLEGE/NJ	G810	325.4											
KEISER UNIVERSITY	G810	1,950.4			362.3		177.4		1,410.7				
KENNESAW STATE UNIV	G810	306.8	130.9		14.3		161.6						
KENT STATE UNIVERSITY	G810	479.8	25.8		50.4		316.6		87.0				
KINGSBOROUGH CMNTY CLG	G810	536.2	10.6		464.7	5.9	55.1						
LAKELAND COLLEGE	G810	369.7					306.5		63.2				
LAMSON COLLEGE	G810	265.7			2.0				263.7				
LAS VEGAS COLLEGE	G810	714.0							714.0				
LASALLE UNIVERSITY	G810	390.7			390.2				0.5				
LETOURNEAU UNIVERSITY	G810	323.6			10.2				313.5				
LEWIS UNIVERSITY	G810	308.0			105.1		202.9						
LINCOLN COLLEGE OF TECH	G810	5,798.2							5,798.2				
LONG ISLAND UNIVERSITY	G810	1,956.2			1,656.6	75.0	126.9		97.7				
LONG TECHNICAL COLLEGE	G810	294.1							294.1				
LOUISIANA STATE UNIV	G810	532.6			0.4		447.1	0.0	7.3		77.7		
LOYOLA UNIVERSITY	G810	367.7			273.1	45.3	49.3						
MARIC COLLEGE	G810	2,925.0			63.9				2,861.2				
MASSACHUSETTS SCHOOL/LAW	G810	283.6			283.6								
MEDICAL CAREERS INST	G810	1,891.0			174.1		20.0		1,697.0				
MERCY COLLEGE	G810	749.6			219.1	5.8	69.0		455.7				
METROPOLITAN COLLEGE/NY	G810	882.6			371.1	6.8	504.7						
MIAMI DADE COLLEGE	G810	579.0			407.5				171.5				
MIAMI-JACOBS CAREER CLG	G810	254.4			2.6				251.8				
MILLER-MOTTE TECH CLG	G810	648.6							648.6				
MILWAUKEE CAREER COLLEGE	G810	301.6							301.6				
MINNESOTA SCHOOL/BUS & GLOBE COLLEGE	G810	1,599.2							1,599.2				
MISSOURI COLLEGE	G810	833.0							833.0				
MONMOUTH UNIVERSITY	G810	316.3	17.1		289.2	8.1				1.9			
MONROE COLLEGE	G810	825.0					825.0						
MOUNTAIN VIEW COLLEGE	G810	291.3			291.3								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NADC NASHVILLE AUTO/CLG	G810	474.2			9.1		20.8		474.2				
NATIONAL AMERICAN UNIV	G810	2,421.1			2.6		172.8		2,391.1				
NATIONAL CLG/BUS & TECH	G810	298.9			0.7		32.4		123.6				
NATIONAL COLLEGE	G810	414.2							381.2				
NATIONAL COLLEGE/TECH	G810	386.4						124.4		262.0			
NATIONAL UNIVERSITY	G810	1,343.4			78.8		116.4		375.1		603.8		169.3
NATIONAL UNIVERSITY ONLINE	G810	474.0							78.4		395.5		
NATIONAL-LOUIS UNIV	G810	297.2			111.7		66.1		119.4				
NEW JERSEY CITY UNIV	G810	419.4			406.4		13.0						
NEW SCHOOL UNIVERSITY	G810	267.2	222.3	44.9									
NEW YORK INST/TECH CLG	G810	419.9		52.0	209.4	158.5							
NEW YORK UNIVERSITY	G810	4,803.8	1,438.9	607.1	1,213.9	1,125.9	411.7						6.4
NORTHAMPTON CMNTY CLG	G810	361.7			60.0		203.0		98.6				
NORTHEASTERN UNIVERSITY	G810	253.6			127.3		126.3						
NORTHERN AZ UNIVERSITY	G810	393.7			143.3	50.0	200.4						
NORTHWESTERN BUS CLG	G810	524.7			26.9				497.8				
NORTHWESTERN UNIVERSITY	G810	599.4	201.0		165.8	101.3	71.5		10.1		49.9		
NOVA SOUTHEASTERN UNIV	G810	1,108.4			199.5	17.7	48.6		842.7				
OAKLAND UNIVERSITY	G810	330.3			53.9		265.0		11.4				
OHIO STATE UNIVERSITY	G810	345.0	15.9		22.7		85.9	0.0	149.0		71.5		
OHIO UNIVERSITY	G810	279.7			8.0		51.2		209.8		5.5		5.2
OKLAHOMA STATE UNIV	G810	690.7	79.7				417.5	0.0	178.6		14.8		
OLYMPIA COLLEGE	G810	633.0			2.2				630.7				
ONE DAY UNIVERSITY	G810	1,176.1		125.8	345.8	704.6							
OREGON STATE UNIVERSITY	G810	361.5					92.6		217.1		51.8		
OUR LADY/LAKE UNIVERSITY	G810	270.5	14.3		9.1		133.8		113.3				
OWENS COMMUNITY COLLEGE	G810	271.0					29.4		241.6				
PACE UNIVERSITY	G810	605.8			228.7	377.1							
PALM BEACH COMMUNITY CLG	G810	314.0			81.5				232.5				
PASSAIC COUNTY CMNTY CLG	G810	350.8			350.8								
PCI HEALTH TRAINING CTR	G810	499.5			121.2				378.3				
PENN STATE UNIVERSITY	G810	998.8	15.4	172.5	157.9	4.7	203.1	0.0	314.0		131.2		
PEPPERDINE UNIVERSITY	G810	336.7			31.3	106.9	26.5						172.0
PIMA MEDICAL INSTITUTE	G810	1,575.6			171.4				1,404.1				
PIONEER PACIFIC COLLEGE	G810	274.7					6.6		268.1				
PLATT COLLEGE	G810	937.8			75.1				862.6				
PLAZA COLLEGE	G810	348.5			348.5								
POLYTECHNIC UNIVERSITY	G810	309.7			171.7	88.6			49.4				
PRATT INSTITUTE	G810	350.8	91.5	215.3	7.6	36.4							
PURDUE UNIVERSITY	G810	399.9			114.1		40.7	0.0	133.3		111.8		
QUINNIPAC UNIVERSITY	G810	1,334.6	668.6		89.6	576.3							
RASMUSSEN COLLEGE	G810	505.9			2.2		144.9		358.8				
REDSTONE COLLEGE	G810	2,000.8							1,032.9		964.4		3.5
REGIONS UNIVERSITY	G810	285.4							285.4				
REGIS UNIVERSITY	G810	445.0			52.7				392.3				
REMINGTON COLLEGE	G810	6,430.2			261.0		71.8		6,097.4				
RICE UNIVERSITY	G810	399.6			144.4	83.4	166.7			5.1			
ROBERT MORRIS COLLEGE	G810	1,395.6			94.0		148.9		1,152.7				
ROOSEVELT UNIVERSITY	G810	767.9			679.2		85.6		3.1				
RUTGERS UNIVERSITY	G810	1,014.1	1.3		713.0	16.5	217.9	0.0	5.9		59.7		
SANFORD BROWN COLLEGE	G810	4,000.7			22.2				3,978.5				
SEATTLE UNIVERSITY	G810	306.1			306.1								
SEMINOLE COMMUNITY CLG	G810	314.0					314.0						
SETON HALL UNIVERSITY	G810	330.5		114.4	191.4	22.8			1.9				
SINCLAIR COMMUNITY CLG	G810	534.4			41.6		62.3		430.4				
SISTEMA UNIV ANA G MNDZ	G810	512.8							512.8				
SJVC SAN JOAQUIN VLY CLG	G810	1,020.0			131.9				888.1				
SOUTH COLLEGE	G810	416.1			6.0		53.3		356.7				
SOUTH UNIVERSITY	G810	1,426.9			39.1				1,374.8				12.9
SOUTHERN METHODIST UNIV	G810	342.2			187.3		36.3		98.9		19.6		
SOUTHWESTERN COLLEGE	G810	1,219.4			30.1		31.9		1,157.5				
SPENCERIAN COLLEGE	G810	370.9			37.9		99.4		233.6				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SPRING ARBOR UNIVERSITY	G810	330.4							330.4				
ST GEORGES UNIVERSITY	G810	403.6	166.2	221.8	5.6	10.0							
ST JOHN FISHER COLLEGE	G810	316.9	15.4				145.2		156.3				
ST JOSEPHS COLLEGE	G810	327.0			301.5	10.6			14.9				
ST LOUIS UNIVERSITY	G810	307.1			14.1		282.5		10.5				
ST MARY/WOODS COLLEGE	G810	264.3			10.3		11.4		242.6				
ST MARYS COLLEGE OF CA	G810	487.9			487.9								
ST PETERS COLLEGE	G810	472.2			278.3		193.9						
ST THOMAS AQUINAS CLG	G810	290.6			287.8		2.8						
STANFORD UNIVERSITY	G810	554.5	387.1		146.5					20.9			
STEVENS-HENAGER COLLEGE	G810	467.3						467.3					
STONY BROOK UNIVERSITY	G810	1,067.0	116.9	927.5									22.5
STRAYER UNIVERSITY	G810	4,871.9			337.8		905.9		3,609.6				18.7
SUFFOLK UNIVERSITY	G810	490.8			456.7	12.9	19.2		2.0				
SULLIVAN UNIVERSITY	G810	483.2					75.1		408.1				
SYRACUSE UNIVERSITY	G810	666.6	245.1	155.5	5.8	20.1	77.1		113.1		50.0		
TEMPLE UNIVERSITY	G810	562.1			215.8		89.6		256.7				
TESST COLLEGE/TECHNOLOGY	G810	1,366.8			58.4				1,308.3				
TEXAS A&M UNIVERSITY	G810	516.7	328.8		67.8	33.1	21.4	0.0	14.7		50.9		
TEXAS CHRISTIAN UNIV	G810	672.2	268.8		139.6	83.3	178.2		0.3		2.0		
TEXAS SCHOOL OF BUSINESS	G810	1,391.4			1.7				1,389.7				
TEXAS STATE UNIVERSITY	G810	426.0	351.4				62.2			12.4			
TEXAS TECH UNIVERSITY	G810	584.4	399.7		6.4		114.8	0.0	63.5				
TOURO COLLEGE	G810	895.7			393.8	21.3	480.6						
TRINITY INTL UNIVERSITY	G810	268.3			204.0		64.4						
TROY UNIVERSITY	G810	568.0			19.2		144.4		387.1		17.3		
TRUMP UNIVERSITY	G810	688.7			688.7								
UNIVERSITY OF AKRON	G810	566.7	25.8		132.4	27.3	152.7		212.1		16.5		
UNIVERSITY OF AL	G810	346.5	61.9			55.1	50.2	0.0	51.1		76.0		52.2
UNIVERSITY OF AR	G810	524.5	25.6				34.8	0.0	424.5		39.6		
UNIVERSITY OF CA DAVIS	G810	378.7			364.2	1.3	13.2						
UNIVERSITY OF CENTRAL AR	G810	379.3					22.9		356.5				
UNIVERSITY OF CENTRAL FL	G810	296.2	5.8		58.7	146.4			35.3		50.0		
UNIVERSITY OF CHICAGO	G810	3,306.4	2,048.0		115.2	1,023.5	119.8						
UNIVERSITY OF CINCINNATI	G810	283.8			37.4		159.1		18.0		69.3		
UNIVERSITY OF CO	G810	349.4			113.4	8.8	50.6	0.0	49.5		100.6		26.5
UNIVERSITY OF CT	G810	536.8	63.0		253.6	6.0	52.6	0.0	130.4		31.2		
UNIVERSITY OF DENVER	G810	894.3			879.9	14.4							
UNIVERSITY OF FL	G810	1,033.5	737.9		5.0	91.9	134.2	0.0	10.4		54.1		
UNIVERSITY OF HOUSTON	G810	638.9	305.6		89.8	3.1	225.7	0.0	2.7		12.0		
UNIVERSITY OF KS	G810	297.1			109.7	27.7	99.0	0.0	28.7		31.9		
UNIVERSITY OF KY	G810	466.1			5.0		304.7	0.0	110.7		45.8		
UNIVERSITY OF LOUISVILLE	G810	1,030.6	59.1		188.4	8.5	605.6	0.0	103.2		65.8		
UNIVERSITY OF MA	G810	952.0			267.3				684.7				
UNIVERSITY OF MD	G810	1,935.2			571.5	15.7	529.7	0.0	89.7		50.6		678.0
UNIVERSITY OF ME	G810	258.5					5.3		253.2				
UNIVERSITY OF MI	G810	946.8	441.1		37.3	12.7	270.0	0.0	63.7		68.6		53.4
UNIVERSITY OF MIAMI	G810	1,017.8	265.8		391.3	30.8	123.8	0.0	134.2		71.9		
UNIVERSITY OF MN	G810	660.1			310.2	34.0	59.2	0.0	242.4		14.4		
UNIVERSITY OF NEW HAVEN	G810	268.0			268.0								
UNIVERSITY OF NM	G810	268.5	68.3				88.7		98.8		12.8		
UNIVERSITY OF NORTH FL	G810	704.4					698.2		6.2				
UNIVERSITY OF NORTH TX	G810	409.3	318.2		63.3		27.0		0.9				
UNIVERSITY OF OK	G810	323.0			51.1		257.7	0.0	14.2				
UNIVERSITY OF PA	G810	344.1			80.4	30.4	18.4		209.7		5.3		
UNIVERSITY OF PHOENIX	G810	29,476.0			329.4	72.4	60.3	18,041.0	569.3	2,086.0	8,005.7		312.0
UNIVERSITY OF PITTSBURGH	G810	541.9	228.7		72.8		106.9	0.0	72.8		60.7		
UNIVERSITY OF REDLANDS	G810	260.9	49.2		118.1		93.7						
UNIVERSITY OF RICHMOND	G810	928.3	587.1	325.0	16.0				0.2				
UNIVERSITY OF ROCHESTER	G810	345.0	95.6		227.7				21.8				
UNIVERSITY OF SC	G810	326.8	178.4		5.3	4.6	4.3	0.0	55.0		79.2		
UNIVERSITY OF SOUTH FL	G810	590.4		46.0	5.4		354.2	0.0	124.6		60.1		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
UNIVERSITY OF TN	G810	538.1	274.0		34.2		106.9	0.0	84.5		38.5		
UNIVERSITY OF TOLEDO	G810	311.3			0.3		234.4		75.3		1.4		
UNIVERSITY OF TX	G810	845.4	80.1		56.8	8.5	609.3	0.0	69.0		21.7		
UNIVERSITY OF TX/AUSTIN	G810	826.9	275.3		264.0	124.8	162.8						
UNIVERSITY OF TX/DALLAS	G810	348.3	151.7		59.2		137.3						
UNIVERSITY OF VA	G810	685.4	77.1		90.4	375.7	113.9		11.3		16.9		
UNIVERSITY OF WA	G810	303.6			85.8	14.8	40.8	0.0	76.9		85.2		
UNIVERSITY OF WI	G810	379.8			8.0	151.7	163.1	0.0	57.1				
UNIVERSITY/WI/MADISON	G810	273.5			15.2			174.6	12.8		70.9		
UNIVERSITY/CA	G810	308.1			203.0	1.4		0.0	88.4		15.3		
UNIVERSITY/CA BERKELEY	G810	906.4	68.6		710.9	119.6	7.2						
UNIVERSITY/CA IRVINE	G810	504.2	65.2		173.6		265.4						
UNIVERSITY/CA LOS ANGLS	G810	586.0	15.3		520.5	32.2	18.0						
UNIVERSITY/INCARNATE WRD	G810	564.0	106.6		118.6		24.7		314.1				
UNIVERSITY/MD UNIV CLG ONLINE	G810	601.1			6.2		14.4						580.5
UNIVERSITY/NC PEMBROKE	G810	575.5			6.3		569.2						
UNIVERSITY/NEW ORLEANS	G810	277.9					112.0		165.9				
UNIVERSITY/SAN FRANCISCO	G810	398.8	6.9		293.1	57.1	41.8						
UNIVERSITY/SOUTHERN CA	G810	943.8	91.3		601.9	123.2	17.9	0.0	53.1		56.4		
UNIVERSITY/TX ARLINGTON	G810	336.5	260.3		47.6		28.7						
UNKNOWN ADV COLLEGE & CAREER SCHOOLS	G810	6,288.3						6,288.3					
UTAH CAREER COLLEGE	G810	390.3					1.6		388.7				
VALENCIA COMMUNITY CLG	G810	379.0					23.3		355.8				
VALLEY CAREER COLLEGE	G810	448.5							448.5				
VATTEROTT COLLEGE	G810	3,293.9			1.8		73.8		3,218.3				
VILLANOVA UNIVERSITY	G810	294.4			179.2	8.9		0.0	30.3		76.0		
VIRGINIA CMWLTH UNIV	G810	499.8		324.0	84.7		78.7		12.4				
VIRGINIA COLLEGE	G810	2,375.1					85.2		2,289.9				
VIRGINIA TECH UNIVERSITY	G810	301.0			30.5	106.4	16.1	0.0	15.0		133.1		
WAKE FOREST UNIVERSITY	G810	252.9			101.6	22.8	7.3	0.0	41.5		79.8		
WALDEN UNIVERSITY	G810	4,051.0	3,950.1		9.6		22.8						68.5
WALDEN UNIVERSITY ONLINE	G810	3,026.2							87.1		2,939.1		
WALSH COLLEGE	G810	789.7			4.7		360.0		425.1				
WASHINGTON STATE UNIV	G810	277.4	12.6	108.6	65.1		85.4	0.0	5.7				
WAYNE COUNTY CMNTY CLG	G810	700.9							700.9				
WEBSTER UNIVERSITY	G810	1,717.5			31.2		13.8		319.3				1,353.2
WESTERN CAREER COLLEGE	G810	2,691.7							2,691.7				
WESTERN SCH/HEALTH & BUS	G810	1,048.2			0.3				1,047.9				
WESTWOOD COLLEGE	G810	19,413.4			63.7				17,118.4	1,360.8	513.4		357.1
WESTWOOD COLLEGE ONLINE	G810	2,382.8							1,002.3	742.7	637.8		
WILLIAM PATERSON UNIV	G810	526.8			367.5		159.2						
WRIGHT BUSINESS SCHOOL	G810	589.0							589.0				
WRIGHT STATE UNIVERSITY	G810	271.8			197.0		17.8		57.0				
YALE UNIVERSITY	G810	400.6	40.9		296.5	63.2							
4X MADE EASY SEMINAR	G820	553.0			552.2				0.8				
AARP SEMINAR	G820	1,517.7			1,517.7								
ADAM GINSBERG INTRNT INC SEMINAR	G820	1,996.9			1,996.9								
AUTOPILOT SYSTEM SEMINAR	G820	787.5			787.5								
AVOID CRACKING/NEST EGG SEMINAR	G820	276.8			276.8								
BALANCING/ASIAS PTNL SEMINAR	G820	417.1				417.1							
BLACK ENTRPRS ENTRPNRS CONFERENCE	G820	757.4	757.4						0.1				
BUSINESSWEEK 50 FORUM	G820	359.8	359.8										
CARLETON H SHTS RL PRFTS WORKSHOP	G820	738.8			738.8								
CASH FLOW GENERATOR WORKSHOP	G820	357.4			308.0				49.4				
CEO FORUM SEMINAR	G820	1,079.5	1,079.5										
CERAWEEK 2007 CONFERENCE	G820	383.0	25.5			357.5							
CHINA FINANCIAL MARKETS CONFERENCE	G820	403.7	43.1			360.6							
CLICKINCOME.COM SEMINAR ONLINE	G820	3,084.6			3,084.6								
CONSUMER TECH INNOVATION SEMINAR	G820	686.5				686.5							
CREATING WEALTH WITH RE WORKSHOP	G820	2,142.8			2,142.8								
CREDIT SEMINAR	G820	483.8			483.8								
DAVID BACH MILLIONAIRE SEMINAR	G820	364.8									364.8		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DEALS & DEAL MAKERS CONFERENCE	G820	1,015.0	16.8			998.2							
DIGITALIFE SEMINAR	G820	427.4	427.4										
DIR SEMINARS & LECTURES	G820	1,134.8			1,134.8								
DISCOVERING FRCLSR PRFTS SEMINAR	G820	4,965.6			4,965.6								
DWELL ON DESIGN CONFERENCE	G820	437.2	437.2										
EAST ASIAS/US JPN RLTNS SEMINAR	G820	312.8				312.8							
EBAY MONEY-MAKING SYSTEM SEMINAR	G820	820.1			820.1								
EBAY PROFITS MADE EASY SEMINAR	G820	1,907.1			1,907.1								
ECO NOMICS CONFERENCE	G820	749.4				749.4							
EQUINAIRE-WEALTH SEMINAR	G820	525.4			525.4								
ESTATE PLANNING SEMINAR	G820	460.1			460.1								
ESTATE PLANNING WORKSHOP	G820	318.1			309.9				8.1				
EUROPEAN LEADERSHIP 2007 FORUM	G820	959.6	959.6										
FOCUS ON FORECLOSURE WORKSHOP	G820	1,413.7			1,207.7				198.5				7.5
FORBES CRUISE/INVESTORS SEMINAR	G820	1,509.4	1,509.4										
FORECLOSURE RE EXPO SEMINAR	G820	479.0			479.0								
FORECLOSURE SEMINAR	G820	1,254.5			849.1				405.4				
FORECLOSURES DAILY SEMINAR	G820	873.9			873.9								
FOREX TRADING GROUP SEMINAR	G820	422.7			422.7								
FORTUNE LEADERSHIP FORUM	G820	413.4	289.4			124.1							
GENERATING WEALTH SEMINAR	G820	327.4			327.4								
GET MOTIVATED SEMINAR	G820	14,511.9			14,450.4								61.5
HOW TO MAKE MONEY SEMINAR	G820	490.9			490.9								
HOW YOU/GT SPR RCH/CM RE SEMINAR	G820	1,328.5			1,328.5								
HOW/FND FRCLRS YR OW BK SEMINAR	G820	602.7			602.7								
INC 500 CONFERENCE & AWARDS	G820	881.2	881.2										
INFORMATIONAL SEMINAR	G820	305.4			305.4								
INTERNET INCOMES SEMINAR	G820	427.2			427.2								
INTL CES 2008 CONFERENCE	G820	685.1	585.8			99.3							
INVESTOOLS INVESTOR SEMINAR	G820	1,587.3							176.8	190.2	1,220.3		
JIM LONGACRES CREDIT SEMINAR	G820	446.3			446.3								
JOURNEY LITE WEIGHT LOSS SEMINAR	G820	926.7	12.1	46.0	868.5								
KARRASS SEMINARS INC SEMINAR	G820	2,877.2	2,877.2										
LAP BAND SOLUTIONS SEMINAR	G820	584.0			584.0								
LEARNING ANNEX SEMINAR	G820	459.2							170.7				288.5
LIFESTYLES UNLTD SEMINAR	G820	1,410.4			1,410.4								
LIVE FRANCHISE WORKSHOP	G820	580.2			580.2								
LIVING TRUSTS SEMINAR	G820	997.8			997.8								
LOSE WEIGHT/HYPNOSIS SEMINAR	G820	464.3			464.3								
MAD SCIENCE WORKSHOP	G820	412.2						17.3		394.9			
MAKE BIG MONEY ON EBAY SEMINAR	G820	1,044.2			1,044.2								
MAKE MONEY/RE FRCLRS SEMINAR	G820	6,181.9			6,039.0	142.9							
MAKE/EBAY BUS FLY/30 DYS SEMINAR	G820	1,995.0			1,995.0								
MEDIA & MONEY CONFERENCE	G820	806.0	31.9			774.1							
MEET 2007 CONFERENCE	G820	314.9	314.9										
MISSED FORTUNE SEMINAR	G820	841.2			841.2								
MONEY SHOW/DE SEMINAR	G820	289.0	289.0										
MONTERREY FORUM 2007 CONFERENCE	G820	776.2	353.9				422.3						
MORE INCOME LESS RISK SEMINAR	G820	346.5			346.5								
MULTIFAMILY TRENDS CONFERENCE	G820	386.8			386.8								
MUSIC CTR SPEAKER SERIES SEMINAR	G820	331.5			331.5								
NATIONAL GEO TRAVELER SEMINAR	G820	293.6	293.6										
NATIONAL GRANTS CONFERENCE	G820	256.7			255.3				1.4				
NEW YORKER CONFERENCE	G820	2,356.1	2,356.1										
ONLINE AUCTION SUCCESS WORKSHOP	G820	742.5			742.5								
OPTIONETICS EMPOWERING INV WORKSHOP	G820	910.7			910.7								
OPTIONS INDUSTRY COUNCIL SEMINAR	G820	398.8	280.5			118.2							
ORACLE OPENWORLD 2001 SEMINAR	G820	280.9			280.9								
POPULAR PHOTO MNTR SRS WORKSHOP	G820	738.1	738.1										
PRIVATE EQUITY ANALYST CONFERENCE	G820	1,481.0				1,481.0							
PROBATE PROFITS IN RE SEMINAR	G820	1,073.8			1,073.8								
PUERTO RICO TOURISM INV CONFERENCE	G820	309.2			32.5	276.7							

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
QUIZNOS BUS OWNERSHIP SEMINAR	G820	272.1			272.1								
QUIZNOS/BUS OWNRSHP SMNR ONLINE	G820	782.4			782.4								
REAL ESTATE FORECAST CONFERENCE	G820	263.1			263.1								
REAL ESTATE INVESTING SEMINAR	G820	485.4			485.4								
REAL ESTATE SEMINAR	G820	891.8			885.9				5.9				
REVERSE MORTGAGE SEMINAR	G820	366.7			366.7								
RICH DAD EDUCATION SEMINAR	G820	10,326.3			10,309.4								16.9
RICH DAD POOR DAD SEMINAR	G820	948.2			948.2								
RICH DADS SEMINAR	G820	1,280.2			1,278.1								2.1
ROBERT ALLENS WORKSHOP	G820	943.8			943.8								
RON LAGRAND REAL ESTATE SEMINAR	G820	365.0			338.7								26.3
SECRETS/PROBATE PROFITS SEMINAR	G820	562.1			562.1								
SHOULD/HAVE/LVG WL/LVG SEMINAR	G820	359.4			359.4								
SOMNOPLASTY SEMINAR	G820	366.0			366.0								
SONY DIGITAL DAYS WORKSHOP	G820	2,380.2	2,380.2										
SPEAKING/WOMENS HEALTH CONFERENCE	G820	494.1	493.8						0.3				
SPEED OF WEALTH SEMINAR	G820	1,834.3			1,834.3								
STOP SMOKING/HYPNOSIS SEMINAR	G820	420.3			420.3								
SURGICAL WEIGHT LOSS SEMINAR	G820	351.7			351.7								
SYMANTEC VISION 2007 CONFERENCE	G820	1,228.7	1,228.7										
TABLE GROUP SEMINAR	G820	367.7	367.7										
TEACH ME FRCLSR&RE INV SEMINAR	G820	1,923.5			1,923.5								
TEACH ME TO TRADE WORKSHOP	G820	795.3			775.5				19.8				
TIECON ENTREPRENEUR CONFERENCE	G820	400.0			400.0								
USA TODAY NEWSPAPER SEMINAR	G820	427.0				427.0							
VENTUREONE OUTLOOK CONFERENCE	G820	322.3				322.3							
WEALTH BUILDING SEMINAR	G820	1,087.4			1,080.1				7.3				
WILD WEST MUSIC SUMMIT	G820	267.4	267.4										
WIZETRADE STOCK TRADING WORKSHOP	G820	1,643.7			1,464.6	160.3			18.8				
WOMEN IN CHARGE CONFERENCE	G820	344.9	344.9										
WOMEN OF POWER SUMMIT	G820	371.7	294.5						0.8	76.4	0.0		
WOMEN WHO/SHAPING/WORLD SUMMIT	G820	970.5	970.5										
WORLD BUSINESS 2007 FORUM	G820	795.9	241.2			554.7							
WORLD BUSINESS FORUM	G820	252.1			222.0	30.1							
WORLD HEALTH CARE CONGRESS	G820	260.7				260.7							
WORLD INNOVATION FORUM	G820	387.1	148.5			238.6							
AAI ARIZONA ATMTV INST	G840	263.3			0.0				263.3				
ACADEMIA BARILLA	G840	348.0	348.0										
ACADEMY/COURT REPORTING	G840	576.0			9.7				566.3				
ACADEMY/HEALTH CARE PROF	G840	598.2							598.2				
ACT ADVANCED CAREER TRNG	G840	536.5			1.3				535.3				
ALL-STATE CAREER SCHOOL	G840	517.1			25.6				491.4				
APEX TECHNICAL SCHOOL	G840	1,304.8					577.8		727.0				
ATI CAREER INSTITUTE	G840	347.8			347.8								
AVIATION INST OF MAINT	G840	661.3			191.1				470.3				
BEL-REA INST/ANIMAL TECH	G840	716.4							381.5	334.9			
BETTERPHOTO.COM TRAINING ONLINE	G840	271.0	271.0										
BLAINE HAIR & BEAUTY SCH	G840	627.0							622.4				4.6
BUMBLE & BUMBLE UNIV	G840	754.0	754.0										
CALIBER TRAINING INST	G840	1,301.7			1,301.7								
CALIFORNIA CULINARY ACDM	G840	2,558.9			2.6				2,556.4				
CALIFORNIA SCH/CLNRY ART	G840	610.9							610.9				
CANON DIGITAL LRNG CTR ONLINE	G840	366.4	366.4										
CAPITOL CITY CAREERS SCH	G840	257.1							257.1				
CAREER CENTERS OF TX	G840	700.0			15.1				684.9				
CAREER CENTERS OF TX &STHSTRN/INST	G840	458.6			4.3				454.3				
CAREER POINT INSTITUTE	G840	2,578.0			2.1		65.9		2,510.1				
CENTER FOR CULINARY ARTS	G840	648.3			9.7				638.6				
CHI INSTITUTE & THOMPSON INSTITUTE	G840	739.7			9.4				730.3				
COLLEGE AMERICA	G840	328.2			2.2				326.0				
COMPUTER CAREER CENTER	G840	296.8					34.6		262.2				
CONCORDE CAREER INST	G840	3,865.8			155.3				3,710.6				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
COOKING&HOSPITALITY INST	G840	469.6							469.6				
COOKING&HSPTLY INST/CHG	G840	289.1							275.2				13.9
CRESCENT SCH/GMNG&BRTNDN	G840	252.0							252.0				
DALE CARNEGIE TRAINING	G840	684.2	591.0		38.0				55.2				
DELTA CONNECTION ACADEMY	G840	734.1	734.1										
DENVER SCH/MASSAGE THR PY	G840	675.6			18.9				656.7				
DIR VOCATIONAL&TRAINING SCH	G840	5,024.1			5,019.8	4.3							
ECPI PROGRAMMING CENTER	G840	3,728.6			62.1				3,666.5				
EMPIRE BEAUTY SCHOOL	G840	1,102.6			10.7				1,069.0				22.9
EVEREST INSTITUTE	G840	8,570.5			8.9				8,561.5				
FASHION INST OF TECH	G840	253.5	253.5										
FRENCH CULINARY INST	G840	426.9	404.5			17.0					5.4		
GAZELLES.COM TRAINING ONLINE	G840	300.2	300.2										
H&R BLOCK TAX SCHOOL	G840	4,476.1			44.5			546.0	940.1	1,930.0	1,006.7		8.8
HALLMARK INST/TECHNOLOGY	G840	574.0							574.0				
HARRINGTON CLG OF DESIGN	G840	276.8			3.5				273.3				
HEALD INSTITUTE OF TECH	G840	3,064.1							3,064.1				
HERITAGE INSTITUTE	G840	619.3					2.5		616.8				
HOUSTON TRAINING SCHOOL	G840	324.0							324.0				
HTI HIGH-TECH INSTITUTE	G840	1,555.6			4.1				1,551.5				
ILLINOIS INSTITUTE/TECH	G840	333.6	31.9		47.4	26.3	224.5		3.6				
INSTITUTE OF TECHNOLOGY	G840	861.8						9.6		852.2			
INSTITUTE/SUPPLY MGT TRAINING COURSE	G840	448.6	448.6										
ITT TECHNICAL INSTITUTE	G840	124,285.5			34.1		47.4	216.0	60,732.2	273.8	62,982.0		
JAVELIN TECH TRNG CTR	G840	308.7			1.0				307.7				
JL KELLOGG GRAD SCH/MGT	G840	1,522.5	1,021.0		47.0	381.3	59.5						13.8
JOHN ROBERT POWERS SCH	G840	319.3	123.2		0.7				124.8				70.6
KAPLAN CAREER INSTITUTE	G840	2,619.2			5.0		12.2		2,602.0				
LE CORDON BLEU CLNRY SCH	G840	11,521.2	227.9						5,652.0	88.4	5,552.0		1.0
LEARN2GROW TRAINING ONLINE	G840	322.1	322.1										
LINCOLN TECHNICAL INST	G840	14,196.5			597.1		112.4		13,400.8		86.2		
MARINE MECHANICS INST	G840	461.0									461.0		
MARINELLO BEAUTY SCHOOL	G840	993.1			0.4		84.0		908.8				
MARTINS COLLEGE/CSMTLGY	G840	255.2							255.2				
MASTERFIT UNIV TRNG CTR	G840	253.4	253.4										
MEDIX SCHOOL	G840	413.1			3.0				410.0				
MEDVANCE INSTITUTE	G840	1,068.9			107.0		10.1		951.8				
MOTORCYCLE MCHNCS INST	G840	3,365.7	121.1					114.2	68.1	339.0	2,723.2		
NASCAR TECHNICAL INST	G840	1,928.1							65.0	237.2	1,625.9		
NATIONAL CAREER ED SCH	G840	327.5			153.0				174.5				
NATIONAL FRCLSR INST	G840	1,564.9			1,564.9								
NATIONAL INSTITUTE/TECH	G840	621.1			55.5	2.7			562.9				
NATIONAL PROBATE INST	G840	545.3			545.3								
NATIONAL SCHOOL/TECH	G840	2,234.1			89.8				2,144.3				
NEVADA CAREER INSTITUTE	G840	266.7							266.7				
NEVADA SCH/MASSAGE THR PY	G840	742.0							742.0				
NEW ENGLAND TECH INST	G840	591.2							591.2				
NEW JERSEY INST/TECH	G840	254.8	11.9		96.4	37.1							109.4
NEW YORK INSTITUTE/TECH	G840	374.0	147.1	156.0		70.9							
OHIO CENTER/BROADCASTING	G840	315.5							315.5				
OIP&T OH INST/PHOTO&TECH	G840	486.4							486.4				
OLYMPIA CAREER TRNG INST	G840	306.9							306.9				
ORLANDO CULINARY ACADEMY	G840	867.1							867.1				
OUTWARD BOUND TRAINING COURSE	G840	2,791.7	2,791.7										
PCDI PROF CAREER DV INST	G840	9,826.6						353.3	342.2	766.8	8,364.3		
PENNSYLVANIA CLNRY INST	G840	1,226.8							1,226.8				
PRISM CAREER INSTITUTE	G840	258.2			14.9		45.3		198.0				
ROADMASTER TRUCK DRV SCH	G840	559.3							559.3				
ROBERT ALLEN INSTITUTE	G840	745.1			745.1								
SCHOOL/AUTOMOTIVE MCHNST	G840	331.1	331.1										
SCOTTSDALE CULINARY INST	G840	1,632.3			7.9				1,624.5				
SEACOAST CAREER SCHOOLS	G840	368.5							368.5				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SILVER STATE HLCPTR/ACDM	G840	323.5						30.0			293.5		
SOUTHERN CAREERS INST	G840	397.1			1.9				395.2				
STAR TECHNICAL INST	G840	272.5			180.1		3.9		88.5				
TCI COLLEGE/TECHNOLOGY	G840	2,437.9			2,437.9								
TEXAS CULINARY ACADEMY	G840	690.5						12.8		677.7			
TIDEWATER TECH SCHOOL	G840	288.1			81.4					206.7			
TULSA WELDING SCHOOL	G840	1,002.0								1,002.0			
UNIVERSAL TECHNICAL INST	G840	10,862.1	1,861.3		1.6		0.8	55.6	1,437.7	1,614.6	5,853.8		36.8
VIRGINIA CAREER INST	G840	265.8			75.7					190.1			
WESTERN CULINARY INST	G840	1,139.4								1,139.4			
WSJ MENTORING PROGRAM ONLINE	G840	1,862.6				1,862.6							
WYOTECH CAREER TRNG CTR	G840	3,215.5	168.5		28.8			14.2	1,397.5		1,606.4		
YTI CAREER INSTITUTE	G840	479.6					106.6			373.0			
ACADEMY OF HEALING ARTS	G850	452.8								452.8			
ALLEN SCHOOL	G850	1,130.9			958.2					172.7			
AMERICAN LANGUAGE ACDMY	G850	643.5					643.5						
APEX SCHOOL	G850	1,133.4			1,133.4								
ARIZONA SCH/MSG THRPY	G850	780.5			5.1					775.5			
ART INSTITUTE	G850	2,238.1	1,670.6	81.3			44.7						441.5
ART INSTITUTE INTL	G850	15,963.6			10.1		6.8		15,040.7	16.0	769.0		120.9
ART INSTITUTE OF CA	G850	555.1			1.0					554.1			
ART INSTITUTE OF CHICAGO	G850	562.3	300.5	114.4	60.5	86.9							
ART INSTITUTES	G850	763.1	763.1										
ART INSTRUCTION SCHOOLS	G850	3,086.5							872.3	78.6	2,135.6		
ARTHUR MURRAY DANCE STDS	G850	1,198.5			566.6		86.6			545.3			
ATI ASSOCIATED TECH INST	G850	1,389.3			58.9					1,330.4			
BEN SUTTON GOLF SCHOOL	G850	650.9	650.9										
BERLITZ LANGUAGE CENTER	G850	334.0									334.0		
BONDURANT DRIVING SCHOOL	G850	968.0	913.9		6.1		48.0						
BRANFORD HALL CR INST	G850	1,165.7			307.5		39.1			819.0			
BROOKLYN ACADEMY/MUSIC	G850	350.0	340.8			3.9	5.3						
BROOKS INST/PHOTO	G850	335.8			10.4				125.0		200.4		
BRYMAN SCHOOL	G850	373.0			3.2					369.8			
CATHOLIC SCHOOLS	G850	422.2			71.5		61.0			289.6			
CFA INSTITUTE CP	G850	419.5				419.5							
CHUBB INSTITUTE	G850	1,253.8			149.8					1,104.0			
CITTONE INSTITUTE	G850	475.9								475.9			
CULINARY ACADEMY OF NY	G850	273.4			273.4								
DAVE PELZ GOLF SCHOOL	G850	791.5	791.5										
DAVID LEADBETTER GLF ACD	G850	551.0	551.0										
DESERT SCHOOL	G850	275.5					275.5						
DIR DAY CARE/CHILD CARE CTR	G850	1,129.7			1,129.7								
DIR SCHOOLS NEC	G850	2,030.7			2,013.8	16.9							
DISTANCE LEARNING	G850	346.4				346.4							
DRIVERSED.COM ONLINE	G850	570.4	341.3										229.2
ESPN GOLF SCHOOL	G850	2,466.8	1,797.8			668.4			0.6				
FALDO GOLF INSTITUTE	G850	285.0	233.6						29.8		21.7		
FERRARI DRIVING SCHOOL	G850	295.0							295.0				
FLIGHTSAFETY ACADEMY	G850	276.3	276.3										
FLORIDA EDUCATION CENTER	G850	410.1							410.1				
FRANKLIN INSTITUTE	G850	402.9			20.2					382.6			
FRED ASTAIRE DANCE STD	G850	457.6			349.4	0.7	0.9			106.7			
FRENCH INST/ALNC FRNS	G850	340.7	340.7										
FRIEDMAN DIABETES INST	G850	457.4		457.4									
FULL SAIL SCHOOL	G850	1,814.7	1,018.1						182.8	613.8			
GODDARD SCHOOL	G850	1,477.9	193.3		150.3					1,132.1			2.3
GOLFTEC GOLF SCHOOL	G850	256.5	35.6		125.0					25.5		70.4	
GUARANTEED EDUC TUITION	G850	376.6					17.0			359.6			
HALLMARK INST/ARNITCS	G850	318.4								318.4			
HUNTINGTON LEARNING CTR	G850	6,578.7			387.9		38.1			4,841.0		1,252.4	59.3
INDIANA TECH SCHOOL	G850	341.2			5.3		20.5			315.4			
INSTITUTE/BUS & TECH	G850	267.7								267.7			

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
INTERBORO INSTITUTE	G850	1,999.5			1,017.0		924.2		58.3				
INTL ACADEMY/DESIGN&TECH	G850	7,800.5			12.2				7,788.4				
INTL INSTITUTE/AMERICAS	G850	1,136.7					56.8		1,079.9				
JG BANKS INSTITUTE	G850	886.7			886.7								
K12 EDUCATION	G850	619.9	44.5				12.0						563.5
KATHARINE GIBBS SCHOOL	G850	907.7			905.3	2.4							
KIDDIE ACADEMY CHILD CR	G850	482.4	393.1		56.5		32.7						
KITCHEN ACADEMY	G850	643.3			11.3				632.0				
KUMON MATH&READING CTR	G850	4,296.8						262.7	76.9	1,881.3	2,075.9		
LAS VEGAS INST/ADVN DNTL	G850	2,053.4	794.9		0.4				69.1		1,188.9		
LEARNING ANNEX	G850	1,672.1			12.7		880.2		622.4				156.8
LITTLE GYM CHILDREN CTR	G850	591.3							10.3		581.0		
LOS ANGELES RC SCHOOL	G850	458.5	458.5										
MANDL SCHOOL	G850	464.8			464.8								
MIDWEST INSTITUTE	G850	266.7							266.7				
MILTON HERSHEY SCHOOL	G850	482.5	460.1						17.0				5.4
MILWAUKEE PUBLIC SCHOOL	G850	266.6					78.0		188.6				
MIT SLOAN SCH OF MGT	G850	369.1	369.1										
MUSICIANS INSTITUTE	G850	1,398.3									1,398.3		
NATIONAL ACADEMY/RC ARTS	G850	749.1	749.1										
NATIONAL HOLISTIC INST	G850	568.8							568.8				
NATIONAL INST/LITERACY	G850	455.4	455.4										
NEW ENGLAND TRCT TRL TRN	G850	370.9							370.9				
NEW YORK CITY PUBLIC SCH	G850	263.0			77.3								185.7
NEW YORK FILM ACADEMY	G850	3,949.7	1,847.2	1,129.7	259.2	384.4	329.3						
NEW YORK SCH/CR&APLD STD	G850	598.3			598.3								
PENNSYLVANIA CYBER/SCH	G850	321.6			6.0				18.7				297.0
PHILADELPHIA/CHARTER SCH	G850	602.9											602.9
PORTER & CHESTER INST	G850	345.2			57.2				288.0				
PROFESSIONAL GOLFERS/CLG	G850	531.1									531.1		
RESORT GOLF SCHOOLS	G850	250.1	250.1										
RETS TECH CENTER	G850	765.6			11.6				754.0				
ROBERT G ALLEN INSTITUTE	G850	256.8			256.8								
SALTER SCHOOL	G850	561.7			25.7				536.0				
SANFORD BROWN INSTITUTE	G850	5,295.3			178.8				5,116.5				
SANZ SCHOOL	G850	378.0							378.0				
SAWYER SCHOOLS	G850	284.0							284.0				
SCHOOL OF VISUAL ARTS	G850	449.9	5.3			2.8	441.8						
SCHOOL/PRACTICAL PHLSPHY	G850	427.5	85.5			12.0	42.8	287.2					
SCORE LEARNING SCHOOL	G850	2,314.8											2,314.8
SKIP BARBER RACING SCH	G850	2,291.7	2,291.7										
STENOTYPE INSTITUTE	G850	494.9					24.5		470.4				
SUNSHINE HOUSE CHILD CTR	G850	752.0	631.7		4.8				115.4				
SYLVAN LEARNING CENTER	G850	43,450.9			78.9		201.4	3,510.5	19,021.2	50.4	20,408.4		180.1
SYLVAN LEARNING CENTER VIGNETTE	G850	276.2							276.2				
TRUE NORTH ACADEMY	G850	353.0											353.0
TUTOR TIME DAY CENTER	G850	341.0							341.0				
UEI UNITED EDUC INST	G850	2,043.4							2,043.4				
UNIVERSITY LIGGETT SCH	G850	313.3			313.3								
UTAH CLG/MASSAGE THERAPY	G850	602.8			3.3				599.5				
WHARTON SCHOOL	G850	588.7	407.6		15.1	166.0							
ZONI LANGUAGE CENTER	G850	436.0					436.0						
CALIFORNIA TEACHERS ASSN	G890	366.1			63.3		9.1		1.3				292.3
CONNECTICUT EDUC ASSN	G890	315.4							315.4				
DIR CAMPS	G890	2,643.1			2,643.1								
MASSACHUSETTS TCHR'S ASSN	G890	298.7											298.7
NATIONAL EDUCATION ASSN	G890	1,239.6			13.2				68.9		0.3	1,157.3	
NEW JERSEY EDUC ASSN	G890	547.8			254.5		33.1						260.2
NJEA NJ EDUCATION ASSN	G890	2,627.8							2,610.8				17.0
VELTEC SPORTS MISC MERCHANDISE	G910	1,352.5	1,352.5										
DIR MISC	G920	54,555.8			54,555.8								
ABB ASEA BROWN BOVERI CP	G930	485.5	461.1						24.4				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ALCATEL-LUCENT CP	G930	1,152.4	1,152.4										
ALTA Bates SUMMIT MED CT CP	G930	332.6			332.6								
ALTRIA GROUP INC CP	G930	1,269.7	1,269.7										
AMERICAS OIL&NAT GAS IND	G930	35,043.5	11,675.6	1,069.3	3,446.1	1,968.4		13,002.9	554.7		3,326.5		
ARCHER DANIELS MIDLAND CP	G930	3,923.3	650.4			88.2		2,691.8	39.1	165.3	288.4		
AREVA GROUP CP	G930	1,966.5						111.7			1,854.8		
ASHWORTH CP	G930	297.4	297.4										
AVON PDT'S INC CP	G930	749.9	230.6			519.3							
AVON WALK/BREAST CANCER	G930	7,180.2	3,380.6		0.6		77.9		2,790.8		87.7		842.6
BANK OF AMERICA & US TRUST	G930	778.8			564.4	214.3							
BASF AG CP	G930	23,257.7	20,262.6			2,929.3					65.7		
BAX GLOBAL & SCHENKER CORP CP	G930	426.1	351.6			74.5							
BAYER AG CP	G930	1,117.7	254.9			801.4			52.7		8.6		
BAYER CORP CP	G930	1,628.9	1,628.9										
BEST BUY CO CP	G930	1,291.7			1,029.5	262.2							
BM&F BRASIL CP	G930	578.0	80.7			497.3							
BOSE CORP CP	G930	539.0	400.8			138.2							
CANON INC CP	G930	7,399.6	6,849.7			549.9							
CANON USA CP	G930	884.0	209.6			674.4							
CARGILL INC CP	G930	16,668.5	7,069.5			3,078.7		292.6	2,827.4	63.4	3,336.9		
CASIO COMPUTER CO LTD CP	G930	258.3			184.7	73.6							
CITIGROUP INC CP	G930	39,138.3	37,273.9		1.1	968.4						894.9	
COMPANHIA VALE DO RIO DC CP	G930	349.1	349.1										
CORPORATE SCL RSPNSBLTY ADVERTORIAL	G930	436.6				436.6							
CSX CORP CP	G930	2,649.4	506.2			2,143.2							
DAIMLER AG CP	G930	1,852.5			245.9	1,606.7							
DHL INTL LTD CP	G930	3,220.0	3,002.9			189.0			28.1				
DOW CHEMICAL CO CP	G930	40,267.3	26,740.8		36.9	1,799.1		2,380.0	94.2		9,216.4		
DOW JONES & CO INC CP	G930	1,049.3			103.3	946.0							
DOW JONES & CO INC RADIO PROGRAM	G930	3,550.5				3,550.5							
DYSON DIRECT INC CP	G930	8,555.2						6,236.5	8.2	626.7	1,683.8		
EDISON INTL CP	G930	1,023.1			37.2				986.0				
EMCOR GROUP INC CP	G930	1,557.4	1,321.4								236.0		
ERNST & YOUNG LLP CP	G930	307.3			25.2	282.1							
FCC FOMENTO/CNSTRCNS CP	G930	380.9	239.9			141.0							
GAP INC CP	G930	416.1	416.1										
GE GENERAL ELECTRIC CO CP	G930	67,486.9	9,338.4	1,244.3	524.8	2,591.5		37,597.9	955.5		15,234.4		
GILLETTE CO CP	G930	404.3	91.7		66.5	168.6		45.0	5.2		27.3		
GRACO CP	G930	673.9							216.7	457.2			
HAIER CP	G930	1,840.2						904.2	1.7	2.1	932.2		
HAMAMATSU CORP CP	G930	755.2	755.2										
HARRAHS ENTERTAINMENT CP	G930	304.4							193.2		111.2		
HITACHI LTD CP	G930	10,991.5	7,979.3			3,012.2							
HUTCHISON WHAMPOA LTD CP	G930	302.9	302.9										
HYBRID TECHNOLOGIES INC CP	G930	418.4	418.4										
ING GA MARATHON	G930	411.7	392.6			9.2				9.9			
ING GROEP NV CP	G930	303.6	303.6										
ING MIAMI MARATHON & 1/2	G930	436.3	392.6			43.7							
ING NY CITY MARATHON	G930	338.1	196.3			12.5	129.3						
JAVAD NAVIGATION SYS INC CP	G930	446.0	446.0										
KIMBERLY-CLARK CORP CP	G930	467.3		231.0					236.3				
KPMG LLP CP	G930	686.0	686.0										
LG ELECTRONICS INC CP	G930	450.3	450.3										
LILLY CO CP	G930	660.9	27.2			490.9	142.9						
MAJOR LEAGUE BASEBALL CP	G930	538.1	302.7				234.6					0.9	
MARMOT MTN INTL CP	G930	393.0	393.0										
MILLER REPORTING CO CORP CP	G930	285.8					285.8						
NEWS CORP CP	G930	686.6			686.6								
NOKIA SIEMENS NETWORKS CP	G930	722.9	722.9										
NORILSK NICKEL JSC CP	G930	4,638.5	1,579.0			3,059.5							
NORTHROP GRUMMAN CORP CP	G930	3,125.4	1,092.6		880.4				1,046.4		6.3		99.7
NTELOS CP	G930	2,535.0			2,535.0								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
OLIVER WYMAN GROUP CP	G930	312.9	48.8			264.2							
OLYMPUS OPTICAL CO LTD CP	G930	1,183.6	1,121.1								62.5		
ORACLE CORP CP	G930	1,947.6	139.9		19.3	1,776.7			11.7				
PETROBRAS CP	G930	335.8	240.8		95.0								
PFIZER INC CP	G930	5,719.1	4,748.3	519.8	20.2	212.8		217.0	1.1				
PHILIP MORRIS COS INC &STOP/50 TX HK	G930	456.2							456.2				
PHILIP MORRIS COS INC CP	G930	758.0										758.0	
PROCTER & GAMBLE CO CP	G930	8,781.2	6,256.9		67.7	168.6		1,717.6	5.2	4.3	114.6	446.3	
PROCTER & GAMBLE CO TV PROGRAM	G930	314.9	314.9										
PROCTER & GAMBLE CO VIGNETTE	G930	257.6										257.6	
PROGRESSIVE CORP CP	G930	554.2			348.6	205.6							
PRUDENTIAL FIN SVC CORP CP	G930	283.0	265.5									17.5	
PSEG PUBLIC SVC ENTRPRS CP	G930	608.7	504.3		104.4								
RAYTHEON CO CP	G930	356.1	277.4		53.1								25.6
RICOH CO LTD CP	G930	3,570.8	3,100.8					223.3				246.6	
RICOH CORP CP	G930	1,654.4	1,654.4										
ROYAL PHILIPS ELECT NV CP	G930	7,646.9	3,579.4	218.3	10.4			1,358.4	1,089.1	7.2	1,384.1		
RSM MCGLADREY INC CP	G930	2,084.4	2,084.4										
SAMSUNG CO LTD CP	G930	416.5	345.1			71.4							
SAMSUNG ELECT AMER INC CP	G930	659.4	631.4		27.9								
SAMSUNG GROUP CP	G930	1,015.8	145.2	311.9		207.8						351.0	
SHAKLEE CORP CP	G930	270.9	270.9										
SIEMENS AG CP	G930	2,113.4				2,113.4							
SIEMENS CORP CP	G930	19,301.4	13,162.6		1,328.9	2,352.0		338.4	63.6	2.2	2,053.7		
SKF GROUP CP	G930	1,810.1	1,810.1										
SONY CORP CP	G930	1,705.3	1,705.3										
SRP SALT RVR PRJCT UTLTY CP	G930	688.7			688.7								
STARBUCKS COFFEE CO CP	G930	1,873.4			322.6	1,550.6			0.3				
ST-GOBAIN CP	G930	992.9	455.7		85.3	451.9							
STOP & SHOP SUPERMARKET CP	G930	515.2	56.0		459.2								
STRAWBERRYFROG CP	G930	781.9	781.9										
TAYLOR MADE GOLF CO CP	G930	366.8	366.8										
TIME WARNER INC CP	G930	3,418.3	2,731.3	263.9		423.1							
T-MOBILE INVTNL EVNT	G930	1,517.5				1,517.5							
TRANSAMERICA CORP CP	G930	6,109.8	30.2			900.8		4,443.6	1.3		733.9		
TYCO INTL LTD CP	G930	582.7	149.2		2.4	426.3			4.8				
U4EA TECHNOLOGIES INC CP	G930	1,005.8	537.1			468.6							
UNITED TECHNOLOGIES CORP CP	G930	10,301.6	3,444.3		14.4	5,877.3							965.6
US PREVENTIVE MEDICINE CP	G930	1,430.2			424.0	1,006.2							
WESTINGHOUSE CP	G930	260.8							260.8				
WEYERHAEUSER CP	G930	4,586.4	2,580.1			556.2		38.0	29.5	5.4	1,377.2		
CORELLE DINNERWARE	H111	4,736.8	4,581.6								155.2		
GIEN DINNERWARE	H111	290.3	290.3										
HEREND TABLEWARE	H111	352.6	352.6										
JULISKA TABLEWARE	H111	755.4	755.4										
KATE SPADE TABLEWARE	H111	507.0	507.0										
NORITAKE DINNERWARE	H111	305.6	305.6										
NORITAKE TABLEWARE	H111	514.2	514.2										
PFALTZGRAFF TABLEWARE	H111	315.3	315.3										
RIEDEL CRYSTAL GLASSWARE	H111	2,350.1	1,331.1		5.9	1,013.1							
ROYAL COPENHAGEN PORCELAIN DINNERWR	H111	443.5	443.5										
SASAKI DINNERWARE	H111	253.7	253.7										
SWAROVSKI CRYSTAL	H111	5,131.4	4,674.0	457.4									
TIFFANY GIFTWARE & JEWELRY	H111	281.1				281.1							
VERA WANG DINNERWARE	H111	604.0	604.0										
WATERFORD CRYSTAL GLASSWARE	H111	539.3	412.8		49.8				42.1		34.6		
WATERFORD TABLEWARE	H111	356.0	356.0										
MATCH METAL DINNERWARE&TBLWR	H112	726.9	726.9										
ONEIDA FLATWARE	H112	589.3	589.3										
ONEIDA STAINLESS FLATWARE	H112	336.2	336.2										
VERA WANG TABLEWARE	H112	669.1	669.1										
AGIO DESIGNS OUTDOOR FURNITURE	H121	2,547.5	2,547.5										

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
AMERICAN LEATHER FURNITURE	H121	869.8	869.8										
ARMS REACH CO-SLEEPER BABY FURNITURE	H121	396.1	396.1										
AU FURNITURE	H121	262.0	262.0										
BABY BJORN BABY CARRIER	H121	1,093.6	1,093.6										
BABY PLANET STROLLER	H121	263.6	263.6										
BABYS DREAM BABY FURNITURE	H121	824.3	824.3										
BAKER FURNITURE	H121	2,012.6	1,532.4	480.3									
BARBARA BARRY FURNITURE	H121	469.6	469.6										
BARLOW TYRIE OUTDOOR FURNITURE	H121	621.1	621.1										
BARONET FURNITURE	H121	253.5	253.5										
BAUSMAN & CO FURNITURE	H121	283.3	283.3										
BDI FURNITURE	H121	1,706.8	1,706.8										
BELLO FURNITURE	H121	1,339.8	1,339.8										
BERNHARDT FURNITURE	H121	5,743.0	5,743.0										
BERNHARDT LEATHER FURNITURE	H121	460.8	460.8										
BETTER HOMES & GARDENS FURNITURE	H121	1,218.7	1,213.8						4.9				
BONTEMPI FURNITURE	H121	626.3	626.3										
BROWN JORDAN OUTDOOR FURNITURE	H121	388.4	388.4										
BROYHILL FURNITURE	H121	4,028.6	3,828.6						200.0				
BRUNSWIG & FILS FURNITURE	H121	262.3	262.3										
BRUNSWIG & FILS FURNITURE & HH FAB	H121	373.8	373.8										
BUGABOO CAMELEON STROLLER	H121	419.8	419.8										
BUGABOO STROLLER	H121	484.2	484.2										
CALLIGARIS FURNITURE	H121	782.1	782.1										
CARE BEARS BABY FURNITURE & ACCESS	H121	345.0	220.9										124.1
CARLYLE FURNITURE	H121	595.9	16.7	579.2									
CASSINA FURNITURE	H121	447.5	333.1	114.4									
CHICCO BABY FURNITURE	H121	1,402.2	1,402.2										
CHICCO KEYFIT CHILDRENS CAR SEAT	H121	673.6	673.6										
DANKER FURNITURE	H121	1,177.9		1,177.9									
DE SEDE OF SWITZERLAND FURNITURE	H121	324.3	324.3										
DECORATIVE CRAFTS FURNITURE	H121	497.9	497.9										
DREXEL HERITAGE FURNITURE	H121	5,898.6	5,828.7						13.6	56.3			
DURALEE FURNITURE	H121	349.8	349.8										
EKORNES FURNITURE	H121	2,851.2	2,476.4		211.4	3.7							159.6
ELITE LEATHER FURNITURE	H121	710.4	710.4										
ELITE MODERN FURNITURE	H121	615.6	615.6										
EVENFLO CHILDRENS CAR SEAT	H121	357.9	357.9										
EXCELSIOR DESIGNS FURNITURE	H121	269.6	269.1		0.5								
FISHER-PRICE BABY FURN & MONITOR	H121	750.1	750.1										
FISHER-PRICE BABY GEAR BABY FURN	H121	1,192.0	1,192.0										
FISHER-PRICE RAINFOREST BABY FURN	H121	326.2	326.2										
FLEXFORM FURNITURE	H121	1,050.5	500.5	550.0									
FREMARC DESIGNS FURNITURE	H121	639.9	639.9										
FRIGHETTO FURNITURE	H121	337.0	337.0										
FRITZ HANSEN FURNITURE	H121	516.0	516.0										
FRONTGATE OUTDOOR FURNITURE	H121	424.7	424.7										
GEORGE SMITH FURNITURE	H121	363.9	363.9										
GIATI OUTDOOR FURNITURE	H121	619.0	619.0										
GLOSTER OUTDOOR FURNITURE	H121	867.8	867.8										
GRACO SAFESEAT CHILDRENS CAR SEAT	H121	260.2	260.2										
GRACO TURBO BOOSTER SEAT	H121	388.5	388.5										
GRANGE FURNITURE	H121	1,177.3	1,177.3										
HABERSHAM FURNITURE	H121	1,482.9	1,482.9										
HANCOCK & MOORE FURNITURE	H121	848.3	848.3										
HANCOCK & MOORE LEATHER FURNITURE	H121	400.1	400.1										
HARDEN FURNITURE	H121	648.1	647.2						0.9				
HASTENS FURNITURE	H121	395.2	395.2										
HENREDON FURNITURE	H121	2,703.9	2,396.6		296.3					11.0			
HUMAN TOUCH MASSAGE CHAIRS	H121	2,533.2	2,533.2										
ITALYDESIGN.COM FURN ONLINE	H121	314.3	314.3										
JANUS ET CIE FURNITURE	H121	270.7	270.7										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
JANUS ET CIE OUTDOOR FURNITURE	H121	886.6	886.6			106.5			9.9	659.5	26.2		
JENNIFER CONVERTIBLES FURNITURE	H121	802.0											
KINGSLEY-BATE OUTDOOR FURNITURE	H121	340.5	340.5										
KOLCRAFT CONTOURS STROLLER	H121	657.8	657.8										
KRAVET FURNITURE & HH FAB	H121	1,347.7	1,347.7										
KREISS COLLECTION FURNITURE	H121	630.1	620.4		9.7								
LA-Z-BOY FURNITURE	H121	13,005.5	12,083.4		614.7		3.6	248.9	54.8				
LEE FURNITURE	H121	1,387.3	1,387.3										
LEE JOFA FURNITURE & HH FAB	H121	290.5	290.5										
LIGNE ROSET FURNITURE	H121	1,716.2	927.2	789.0									
LLOYD/FLANDERS WICKER FURNITURE	H121	295.7	295.7										
MARGE CARSON FURNITURE	H121	1,081.1	1,081.1										
MARTHA STURDY FURNITURE	H121	312.2	312.2										
MAXALTO FURNITURE	H121	344.7	344.7										
MCGUIRE FURNITURE	H121	983.7	869.4	114.4									
MIA MODA STROLLER	H121	367.8	367.8										
MINOTTI FURNITURE	H121	2,431.3	2,088.3	343.1									
MITCHELL GOLD&BOB WLMS FURNITURE	H121	1,823.8	1,501.1	228.7	94.0								
MITCHELL GOLD&BOB WLMS LEATHER FURN	H121	293.6	293.6										
MODERNICA FURNITURE	H121	607.4	607.4										
NATUZZI FURNITURE	H121	408.1	408.1										
PATINA FURNITURE	H121	500.1	500.1										
PHIL & TEDS SPORT STROLLER	H121	573.2	573.2										
PHYLLIS MORRIS FURNITURE	H121	369.0	369.0										
PRINCE LIONHEART BEBEPOD BABY SEAT	H121	2,165.9	2,165.9										
RALPH LAUREN FURNITURE	H121	481.2	481.2										
RECARO CAR SEATS	H121	419.8	419.8										
RICHARD SCHULTZ OUTDOOR FURNITURE	H121	289.5	289.5										
ROTHSCHILD COLLECTION FURNITURE	H121	306.1	306.1										
SAFEGUARD CHILD CAR SEAT	H121	456.5	424.1						1.1	16.5	14.8		
SAFEGUARD GO PORTABLE CAR SEAT	H121	423.5	423.5										
SALAMANDER FURNITURE	H121	352.0	352.0										
SANUS FURNITURE	H121	260.8	260.8										
SANUS FURNITURE & MOUNTS	H121	507.2	507.2										
SANYO MASSAGE CHAIR	H121	258.9	258.9										
SENSA MASSAGE LOUNGER CHAIR	H121	1,047.7		1,047.7									
STICKLEY FURNITURE	H121	531.3	137.2	331.6	56.0				6.5				
STOKKE SLEEPS BABY FURNITURE	H121	313.9	313.9										
STOKKE TRIPP TRAPP BABY FURNITURE	H121	853.4	853.4										
SUMMER CLASSICS OUTDOOR FURNITURE	H121	369.1	128.6		240.5								
SUTHERLAND OUTDOOR FURNITURE	H121	503.6	503.6										
SWAIM ORIGINALS FURNITURE	H121	338.1	338.1										
THOMASVILLE FURNITURE	H121	18,753.5	9,801.4		7,960.3		25.4		155.3		811.2		
WAVERLY FURNITURE	H121	308.1	308.1										
WEATHEREND ESTATE FURNITURE	H121	363.9	363.9										
WEATHERMASTER OUTDOOR FURNITURE	H121	1,194.5	1,189.8		4.7								
WESLEY ALLEN FURNITURE	H121	1,726.7	1,726.7										
WOODARD OUTDOOR FURNITURE	H121	314.0	314.0										
WOOLRICH FURNITURE	H121	1,183.8	1,183.8										
WRANGLER HOME FURNITURE	H121	3,569.1	3,568.5						0.6				
ZOOPER STROLLER	H121	287.6	287.6										
AEROBED INFLATABLE MATTRESS	H122	1,686.2	690.2								996.0		
BEAUTYREST MATTRESSES	H122	360.7	58.0		130.6				172.1				
SEALY MATTRESSES	H122	13,238.6	9,551.5		52.6				3,634.5				
SERTA MATTRESSES	H122	13,249.3	7,529.0			1,028.0		1,007.8	77.9	1,351.6	2,255.0		
SLEEP NUMBER MATTRESSES	H122	836.1							832.5		3.5		
SPRING AIR MATTRESSES	H122	763.3	748.1						15.2				
TEMPUR-PEDIC MATTRESSES	H122	804.9	803.5		1.4								
VERA WANG MATTRESSES	H122	2,199.6	2,199.6										
ASMARA RUGS	H131	293.1	293.1										
CAPEL RUGS	H131	537.2	537.2										
COURISTAN RUGS	H131	1,853.2	1,853.2										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DORIS LESLIE BLAU CARPETS	H131	491.9	491.9										
EMMA GARDNER RUGS	H131	320.5	320.5										
KARASTAN CARPETS	H131	2,680.5	2,154.3		510.8				15.4				
KARASTAN RUGS	H131	4,223.5	2,098.0		2,083.1				42.4				
LEGGETT & PLATT CARPET PADS	H131	379.6	379.6										
LETS GEL NON-SLIP FLOOR MAT	H131	607.7	607.7										
MEGERIAN RUGS	H131	1,255.7	1,255.7										
MICHAELIAN & KOHLBERG RUGS	H131	1,019.4	1,019.4										
MOHAWK CARPETS	H131	2,711.5	2,707.8					3.6					
NOURISON RUGS	H131	1,188.1	1,188.1										
PATTERSON FLYNN & MARTIN CARPETS	H131	331.8	331.8										
SAFAVIEH RUGS	H131	1,747.6	1,747.6										
SAMAD CARPETS	H131	1,407.3	1,407.3										
SHAW CARPETS	H131	3,482.2	3,418.6				4.8		1.2		57.6		
STAINMASTER CARPETS	H131	14,490.0	2,784.5		143.3			2,853.6	45.7		8,662.9		
STANTON CARPETS	H131	759.7	759.7										
STARK CARPETS	H131	904.4	884.4										20.0
TUFENKIAN CARPETS	H131	1,221.0	1,221.0										
YES ESSENTIALS FLOOR MATS	H131	1,073.0	1,073.0										
ARMSTRONG HARDWOOD FLOORING	H132	15,102.4	11,814.3						9.7	165.2	3,113.2		
ARMSTRONG HARDWOOD&LAMINATE FLOORS	H132	6,024.1	6,024.1										
ARMSTRONG LAMINATE FLOORING	H132	5,697.9	5,697.9										
BELLAWOOD HARDWOOD FLOORING	H132	2,419.8							4.1	122.2	2,293.5		
BR 111 EXOTIC HARDWOOD FLOORING	H132	2,326.9	2,322.8						4.1				
BR-111 IMPORTS HARDWOOD FLOORING	H132	2,608.5	2,608.5										
CARLISLE RSTRTN LMBR FLOORING	H132	558.3	558.3										
EXQUISITE SURFACES FLOORING	H132	417.4	417.4										
FAUS LAMINATE FLOORING	H132	957.8	957.8										
LISTONE GIORDANO HARDWOOD FLOORING	H132	497.4	497.4										
MARMOLEUM LINOLEUM FLOORING	H132	1,176.6	1,175.1		1.6								
MAX WINDSOR HARDWOOD FLOORS	H132	271.8	225.7	46.0									
MIRAGE FLOORING	H132	266.3	266.3										
MIRAGE WOOD FLOORING	H132	2,371.8	2,371.8										
MOHAWK FLOORING	H132	1,265.4	1,264.0				1.4						
MOHAWK LAMINATE FLOORING	H132	3,044.7	3,044.7										
PARIS CERAMICS CERAMIC FLOORING	H132	370.2	370.2										
PERGO FLOORING	H132	7,069.3	6,079.7							989.6			
PIANETA LEGNO HARDWOOD FLOORING	H132	255.1	255.1										
QUICK-STEP LAMINATE FLOORING	H132	3,393.5	3,182.7		1.0				11.3		198.4		
SHAW FLOORING	H132	8,369.1	6,657.6		1.7				31.5	251.3	1,427.1		
T MORTON WOOD FLOORING	H132	301.9	301.9										
TERAGREN BAMBOO FLOORING	H132	954.7	944.8		9.9								
WICANDERS FLOORING	H132	268.6	268.6										
BEACON HILL HOUSEHOLD FABRICS	H141	1,247.1	1,247.1										
BELLA & BIRCH WALLPAPER	H141	613.7							613.7				
BERGAMO HOUSEHOLD FABRICS	H141	441.5	441.5										
BRUNSWIG & FILS HOUSEHOLD FABRICS	H141	712.0	712.0										
BRUNSWIG&FILS HH FAB&WALLCOVERINGS	H141	317.4	317.4										
CAROLE HOUSEHOLD FABRICS	H141	447.4	447.4										
CASA FIORA DRAPES	H141	983.9	983.9										
CLARENCE HOUSE HOUSEHOLD FABRICS	H141	585.9	585.9										
COLEFAK & FOWLER HH FAB&WLCVRNGS	H141	363.9	363.9										
CONRAD WINDOW TREATMENTS	H141	395.7	395.7										
COWTAN & TOUT HOUSEHOLD FABRICS	H141	653.4	653.4										
CRYPTON HOUSEHOLD FABRICS	H141	657.7	657.7										
DEDAR HOUSEHOLD FABRICS	H141	272.9	272.9										
DURALEE HOUSEHOLD FABRICS	H141	1,517.8	1,517.8										
EDELMAN LEATHER HOUSEHOLD FABRICS	H141	523.1	523.1										
FABRICUT HOUSEHOLD FABRICS	H141	966.8	966.8										
HENRY CALVIN HOUSEHOLD FABRICS	H141	293.1	293.1										
HIGHLAND COURT HOUSEHOLD FABRICS	H141	1,412.8	1,412.8										
HUNTER DOUGLAS WINDOW TREATMENTS	H141	8,256.4	7,844.7	343.1					68.6				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
JAB HOUSEHOLD FABRICS	H141	356.7	356.7										
JANE CHURCHILL HH FAB&WALLCOVERINGS	H141	434.9	434.9										
JIM THOMPSON HOUSEHOLD FABRICS	H141	679.2	679.2										
KIRK-BRUMMEL HH FAB & WALLCOVERINGS	H141	307.1	307.1										
KRAVETT HOUSEHOLD FABRICS	H141	2,832.4	2,718.1	114.4									
LARSEN HOUSEHOLD FABRICS	H141	442.3	442.3										
LEE JOFA HOUSEHOLD FABRICS	H141	1,774.7	1,774.7										
LEVOLOR WINDOW TREATMENTS	H141	1,166.9							768.7		398.2		
MAHARAM HOUSEHOLD FABRICS	H141	258.8	208.2				50.5						
NOBILIS HH FAB & WALLCOVERINGS	H141	362.9	362.9										
OSBORNE & LITTLE HH FAB&WLCSRGS	H141	952.8	952.8										
PERENNIALS HOUSEHOLD FABRICS	H141	388.4	388.4										
PHILLIP JEFFRIES WALLCOVERINGS	H141	649.9	649.9										
PIERRE DEUX HOUSEHOLD FABRICS	H141	1,156.5	1,156.5										
PINDLER & PINDLER HOUSEHOLD FABRICS	H141	342.0	342.0										
POLLACK HOUSEHOLD FABRICS	H141	535.0	535.0										
ROBERT ALLEN HOUSEHOLD FABRICS	H141	3,659.7	3,637.9										21.8
RONALD REDDING HH FAB&WALLCOVERINGS	H141	723.5	723.5										
RUBELLI INC HOUSEHOLD FABRICS	H141	462.1	462.1										
S HARRIS & CO HOUSEHOLD FABRICS	H141	1,221.2	1,221.2										
SCHUMACHER HH FAB & WALLCOVERINGS	H141	786.1	786.1										
STARK HH FABRICS	H141	345.2	345.2										
SUNBRELLA HOUSEHOLD FABRICS	H141	1,362.1	1,079.4						1.8	117.6	163.3		
THIBAUT HH FAB & WALLCOVERINGS	H141	1,005.9	1,005.9										
VERVAIN HOUSEHOLD FABRICS	H141	499.9	499.9										
WAVERLY HOUSEHOLD FABRICS	H141	1,028.2	1,026.8		1.4								
ZOFFANY HH FAB & WALLCOVERINGS	H141	552.5	552.5										
ANICHINI BEDDING	H142	451.4	451.4										
CALVIN KLEIN BEDDING	H142	685.5	685.5										
CARTERS BEDDING&INFANT ACCESS	H142	301.5	301.5										
CHARISMA BATH LINENS & BEDDING	H142	282.1	282.1										
CHARISMA BEDDING	H142	365.6	365.6										
DONNA KARAN BEDDING	H142	807.3	807.3										
EASTERN ACCENTS BEDDING & HH FAB	H142	768.7	768.7										
HASTENS BEDDING	H142	1,659.0	1,544.6	114.4									
LE JACQUARD TABLE LINENS	H142	319.4	319.4										
LIZ CLAIRBORNE BEDDING&DCRTV PLWS	H142	670.3	670.3										
MARTEX BEDDING	H142	1,121.6	1,121.6										
NAUTICA BEDDING	H142	1,647.7	1,647.7										
RALPH LAUREN BEDDING	H142	285.8				285.8							
SCANDIA DOWN BEDDING	H142	1,320.5	1,320.5										
SLEEP BETTER BEDDING	H142	619.4	619.4										
SPRINGMAID BATH LINENS	H142	878.4	878.4										
SPRINGMAID BEDDING	H142	1,581.3	1,581.3										
TABLETOPPERS TABLE LINENS	H142	345.1	345.1										
THOMASVILLE BATH LINENS	H142	262.5	262.5										
YVES DELORME BATH LINENS & BEDDING	H142	469.5	469.5										
YVES DELORME BEDDING	H142	1,932.0	1,703.3	228.7									
DUPONT TEFLON HOUSEHOLD FINISHES	H143	1,239.5	1,239.5										
GP&J BAKER HOUSEHOLD FABRICS	H143	398.1	398.1										
MICROBAN PDT'S PROTECTION	H143	995.8	995.8										
BEVOLO OUTDOOR LIGHTING	H151	464.2	464.2										
FINE ART LAMPS	H151	1,039.2	1,039.2										
GE EDISON & REVEAL LIGHT BULBS	H151	3,088.2	3,088.2										
GE ENERGYSMART LIGHT BULBS	H151	650.5	650.5										
GE LIGHT BULBS	H151	1,338.9	1,338.9										
GE LIGHTING	H151	651.4	651.4										
KRAVET LIGHTING FIXTURES	H151	642.9	642.9										
LA MURRINA CHANDELIER	H151	500.5	500.5										
LUTRON HOMEWORKS LIGHTING CONTROLS	H151	928.9	928.9										
LUTRON LIGHTING CONTROLS	H151	3,393.7	3,297.6	96.1									
LUTRON MAESTRO IR DIMMER SWITCH	H151	688.2	688.2										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MALIBU OUTDOOR LIGHTING	H151	811.4	700.6	110.9									
PHILIPS HALOGENA LIGHT BULBS	H151	1,742.0	1,742.0										
PHILIPS LIGHT BULBS	H151	1,199.9							2.3		530.3	667.3	
SAVOY HOUSE CHANDELIER	H151	398.2	398.2										
SCHONBEK LIGHTING CHANDELIER	H151	1,278.7	1,031.0	228.7						19.0			
SEA GULL LIGHTING FIXTURES	H151	252.4	249.7		2.7								
SEASCAPE LAMPS	H151	506.2	506.2										
SYLVANIA LIGHT BULBS	H151	800.7			33.3		18.6		230.0			518.8	
TWILIGHT TURTLE NIGHTLIGHTS	H151	785.6	785.6										
URBAN ELECTRIC LANTERNS	H151	731.8	731.8										
LARSON-JUHL FRAMES	H152	3,312.0	3,312.0										
LLADRO SCULPTURES	H152	478.6	478.6										
ANKASA DECORATIVE PILLOWS	H190	388.2	273.9	114.4									
BIG ASS FAN CEILING FANS	H190	294.4	293.7				0.7						
BILTMORE ESTATE HH FURNISHINGS	H190	490.3	490.3										
CALVIN KLEIN HOUSEHOLD FURNISHINGS	H190	658.3	429.6	228.7									
CASABLANCA CEILING FANS	H190	2,245.8	2,221.5		24.1				0.1				
CHARTER CLUB HH FURNISHINGS&RTW M&W	H190	869.3	869.3										
CLAPPER & CLAPPER PLUS	H190	2,668.0						22.8	1,985.5	131.3	528.4		
CLAPPER ON & OFF ACTIVATOR	H190	625.5						52.4	208.7	159.6	204.8		
CLAPPER PLUS ON & OFF ACTIVATOR	H190	1,829.7						79.2	1,059.7	73.6	567.9	49.2	
CSL CREOSOTE SWEEPING LG CLNG LOGS	H190	5,876.6						87.6	3,855.9	488.7	1,444.4		
DONGHIA HOUSEHOLD FURNISHINGS	H190	472.4	472.4										
FEBREZE CANDLES	H190	30,156.5	4,131.1		2,054.5	112.9		4,567.4	143.2	3,090.5	15,990.6	66.4	
GLADE SCENTED CANDLES	H190	12,010.1						7,152.5	350.5	1,497.4	2,607.1	402.7	
GLADE SCENTED OIL FLAMELESS CANDLES	H190	19,466.6						9,583.7	344.3	4,904.2	4,634.3		
GLADE SCENTED OIL SCENTED CANDLES	H190	28,491.0	1,721.7					14,814.0	861.4	5,574.0	5,520.0		
HALLMARK ORNAMENTS	H190	4,626.1						2,755.8	19.8	1,247.0	603.5		
LAURA ASHLEY HOUSEHOLD FURNISHINGS	H190	334.7	334.7										
LIZ CLAIBORNE HOUSEHOLD FURNISHINGS	H190	1,402.3	1,402.3										
NATURAL DECORATIONS SILK PLANTS	H190	981.1	981.1										
NAUTICA HOUSEHOLD FURNISHINGS	H190	736.8	730.8			6.0							
OUST CANDLE	H190	10,589.2						5,871.0	59.2	2,107.1	2,552.0		
ROYAL CROWN DERBY STORE	H190	357.5	357.5										
SPRINGMAID HOUSEHOLD FURNISHINGS	H190	582.1	582.1										
SUN VALLEY BRONZE DECORATIVE HRDWR	H190	268.2	268.2										
SWAROVSKI CRYSTAL COLLECTIBLES	H190	334.4	334.4										
TREE CLASSICS ARTIFICIAL XMAS TREE	H190	667.4										667.4	
US MINT COINS	H190	16,709.0	73.2					12,663.5	443.9		3,528.4		
UTTERMOST HOUSEHOLD FURNISHINGS	H190	1,818.0	1,818.0										
WAVERLY HOUSEHOLD FURNISHINGS	H190	2,636.5	2,502.7	133.8									
GE REFRIGERATOR	H211	3,220.1	2,299.3					86.5		834.3			
HAIER REFRIGERATOR	H211	2,279.5	2,279.5										
KENMORE REFRIGERATOR	H211	7,592.4	652.2		134.0		3,850.1	490.0	740.4	1,725.7			
KITCHENAID REFRIGERATOR	H211	2,434.0	2,434.0										
LG REFRIGERATOR	H211	7,504.8	1,494.7				4,103.6	20.0		1,886.4			
LIEBHERR REFRIGERATOR	H211	2,724.8	2,724.8										
MAYTAG REFRIGERATOR	H211	10,186.5					4,112.1	375.2	1,849.6	3,849.6			
SAMSUNG REFRIGERATOR	H211	6,095.9	5,570.8	519.8				5.4					
SUB-ZERO REFRIGERATOR	H211	3,765.4	2,437.7				324.1	6.1		997.5			
SUB-ZERO REFRIGERATOR & WOLF RANGE	H211	763.7					140.5	25.0		598.2			
THERMADOR REFRIGERATOR	H211	556.2	556.2										
U-LINE REFRIGERATOR	H211	340.2	340.2										
U-LINE REFRIGERATOR & FREEZER	H211	786.5	786.5										
U-LINE WINE STORAGE	H211	330.2	330.2										
WHIRLPOOL REFRIGERATOR	H211	8,728.6		8,728.6									
DACOR OVEN	H212	3,472.0	3,472.0										
DACOR RANGE	H212	4,179.6	4,179.6										
ELECTROLUX COOKTOP	H212	454.8	454.8										
ELECTROLUX RANGE	H212	3,114.2	3,114.2										
ELECTROLUX WALL OVEN	H212	2,141.1	2,141.1										
GE OVEN	H212	793.5	497.2					17.2		279.0			

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GE TRIVECTOR OVEN	H212	558.2	335.7						1.7	220.8			
KENMORE COOKTOP	H212	1,074.1	975.9								98.2		
KITCHENAID OVEN	H212	1,646.6	1,646.6										
KITCHENAID RANGE	H212	823.5	823.5										
LA CORNUE FRANCE RANGE	H212	719.4	719.4										
MAYTAG RANGE	H212	775.3						549.5	12.3	20.9	192.6		
SAMSUNG CONVECTION OVEN	H212	800.9	800.9										
THERMADOR OVEN	H212	3,482.6	2,998.2		484.5								
THERMADOR WALL OVEN	H212	269.3	269.3										
TURBOCHEF OVEN	H212	4,013.7	3,259.5	754.1									
VENT-A-HOOD RANGE HOOD	H212	2,711.4	2,711.4										
VIKING RANGE	H212	726.7	565.5		6.1						155.0		
WHIRLPOOL MICROWAVE OVEN & RANGE	H212	767.2		767.2									
WOLF RANGE	H212	1,170.7	1,170.7										
WOLF RANGES & STOVES	H212	1,406.2	203.7					281.5	11.6	909.3			
BOSCH WASHER & DRYER	H213	693.4							135.8	557.5			
FISHER & PAYKEL WASHER	H213	859.9							0.2	859.7			
KENMORE WASHER	H213	2,201.2						1,041.0	103.5	161.8	894.9		
KENMORE WASHER & DRYER	H213	6,595.2	1,142.0	92.0				3,273.5	101.4	681.8	1,304.5		
LG WASHER	H213	6,985.8	3,993.1						1.2		2,991.5		
LG WASHER & DRYER	H213	3,864.3	1,886.5					1,501.8	13.8	462.1			
MAYTAG WASHER	H213	263.8						52.9	26.3	184.5			
MAYTAG WASHER & DRYER	H213	20,135.5						11,874.6	441.4	2,436.8	5,382.7		
WHIRLPOOL WASHER & DRYER	H213	14,268.6	449.1	12,617.4			1,028.0			174.1			
ASKO DISHWASHER	H214	733.1	733.1										
BOSCH DISHWASHER	H214	1,001.8	160.1		111.4				144.0		586.2		
FISHER & PAYKEL DISHWASHER	H214	2,135.6	391.6					85.2	0.2	14.6	1,644.0		
GE DISHWASHER	H214	1,026.0	1,025.0						1.0				
KENMORE DISHWASHER	H214	8,854.5	657.0					5,549.3	196.2	524.2	1,927.8		
KITCHENAID DISHWASHER	H214	645.9	632.8		13.0				0.1				
LG DISHWASHER	H214	1,114.9	1,114.9										
MAYTAG DISHWASHER	H214	1,167.7							9.9	267.9	889.9		
MIELE DISHWASHER	H214	549.2	549.2										
WHIRLPOOL DISHWASHER	H214	4,193.4	617.0	3,576.5									
BOSCH MAJOR APPLIANCES	H219	4,828.1	251.9	3,353.8		1,185.6			4.2	32.7			
DACOR MAJOR APPLIANCES	H219	328.3					328.3						
ELECTROLUX MAJOR APPLIANCES	H219	2,008.0	1,954.1				10.7		43.2				
FISHER & PAYKEL MAJOR APPLIANCES	H219	485.6	485.0		0.6								
GE MAJOR APPLIANCES	H219	7,332.3	5,411.3		7.7		2.2		146.5	230.3	1,534.3		
GE VIGNETTE	H219	481.3						450.2			31.1		
JENN-AIR MAJOR APPLIANCES	H219	11,313.9	11,313.9										
KENMORE MAJOR APPLIANCES	H219	15,580.8	11,152.9				2.0	1,477.4	128.9	1,425.0	1,394.5		
KITCHENAID MAJOR APPLIANCES	H219	2,458.9	1,770.2		233.4	41.8		359.3	49.5		4.7		
LG MAJOR APPLIANCES	H219	1,223.6	1,212.9				10.7						
MAYTAG MAJOR APPLIANCES	H219	274.9			17.3	205.6	51.6	0.0	0.4				
SIEMENS MAJOR APPLIANCES	H219	600.6	600.6										
SINGER SEWING MACHINE	H219	2,835.8	2,767.8		42.8					25.2			
SUB-ZERO MAJOR APPLIANCES	H219	1,001.3	1,001.3										
THERMADOR MAJOR APPLIANCES	H219	1,399.8	796.1	347.5		168.6			87.6				
VIKING MAJOR APPLIANCES	H219	9,461.7	8,734.8						223.8		503.0		
VIKING OUTDOOR KITCHEN	H219	569.7	569.7										
WHIRLPOOL CORP CP	H219	360.0						342.4		17.6			
WHIRLPOOL MAJOR APPLIANCES	H219	1,927.9		767.2	38.0	1,122.7							
WOLF MAJOR APPLIANCES	H219	1,811.0	1,811.0										
YORK ROOM AC	H219	888.0			888.0								
BODUM CHAMBORD COFFEEMAKER	H221	312.3	312.3										
BRAUN TASSIMO HOT BEVERAGE MACHINE	H221	5,731.1	5,049.4	571.8	109.9								
BREVILLE BLENDER	H221	1,608.1	1,129.7							478.4			
CHEFS CHOICE KNIFE SHARPENER	H221	343.1	343.1										
CROCK-POT SLOW COOKER	H221	1,056.3	369.1							687.2			
CUISINART FOOD PROCESSOR	H221	908.1	908.1										
CUISINART GRIDDLER	H221	4,504.1	1,908.1						24.2	1,926.2	645.6		

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CUISINART GRIDDLER&SMRTPWR BLNDR	H221	602.3	602.3						582.9			616.3	
CUISINART GRIND & BREW THERMAL CFMR	H221	2,345.6	1,146.4										
CUISINART KITCHEN APPL	H221	1,525.1	1,511.7		13.3								
CUISINART MIXER	H221	1,201.6	1,201.6										
CUISINART POWERPREP PLUS FOOD PRCSR	H221	932.4	932.4										
CUISINART STANDMIXER MIXER	H221	636.6	636.6										
DELONGHI ESPRESSO CAPPUCCINO MKR	H221	1,432.8	1,432.8										
FOODSAVER FOOD VACUUM SEALER	H221	1,872.4						211.5	2.7		1,658.2		
GEORGE FOREMAN NX/T/G5 INTRCHNGBL GRL	H221	1,695.0						622.9			1,072.1		
HOUDINI CORKSCREW	H221	405.4									405.4		
JURA-CAPRESSO COFFEEMAKER	H221	332.7		332.7									
KEURIG SINGLE CUP BREWER COFFEEMAKER	H221	2,407.7							2,407.7				
KITCHENAID MIXER	H221	5,423.4	3,221.1	2,202.3									
LG KITCHEN APPLIANCES	H221	324.2			219.6	104.6							
OSTER BLENDER	H221	1,486.8	1,128.2								358.6		
OSTER KITCHEN APPL	H221	288.2									288.2		
OSTER TOASTER OVEN	H221	265.2	265.2										
PROCTOR SILEX COFFEEMAKER	H221	648.3	648.3										
PROCTOR SILEX TOASTER	H221	548.5	548.5										
RABBIT CORKSCREW	H221	1,149.6	851.1	298.5									
SENSEO COFFEEMAKER	H221	2,596.9	2,596.6						0.3				
STARBUCKS SIRENA ESPRESSO MACHINE	H221	278.4	278.4										
SUNBEAM ROCKET GRILL	H221	337.4					337.4						
BLACK & DECKER CRDLS SCM BSTR EXTRM	H222	559.5					438.2	0.0			121.3		
BLUEAIR AIR PURIFIER	H222	312.3			240.9	71.4							
BRETHE AIR REVITALIZER	H222	1,134.3							1,134.3				
ENERGIZER FLASHLIGHT	H222	375.1	375.1										
ENERGIZER HARD CASE FLASHLIGHT	H222	554.4	554.4										
GRACO DIGITAL IMONITOR BABY MONITOR	H222	260.2	260.2										
KENMORE SMALL APPLIANCES	H222	661.5									661.5		
MOVADO CLOCKS	H222	327.8	249.4	78.4									
ORECK AIR PURIFIER	H222	600.8		567.1				33.7					
oust AIR CLEANER	H222	657.4	243.0	84.1				330.4					
PROCTOR SILEX IRON	H222	648.3	648.3										
STEAMFAST FABRIC STEAMER & IRON	H222	306.6	306.6										
TRIAMINIC FLOWING VPRS PRRTL VPR FN	H222	3,716.2	1,706.2					681.5	117.4	730.0	481.1		
VENTA-AIRWASHER & VENTA-SNC/PRFR/HMDF	H222	3,891.9	3,320.1	571.8									
VENTA-AIRWASHER AIR PURIFIER/HMDFR	H222	4,407.6	3,617.5	583.2		207.0							
BISELL HEALTHY HOME VACUUM CLEANER	H223	12,747.3	4,886.3			109.7		4,347.6	6.2	2.1	3,395.5		
BISELL PET HAIR ERASER VACUUM CLNR	H223	2,660.8						123.0	150.1		2,387.7		
BISELL PROHEAT CARPET CLEANING MCHN	H223	3,864.2						30.0	1.1		3,833.1		
BISELL SPOTBOT HANDSFREE CRPT CLNR	H223	2,255.2							0.6		2,254.6		
BISELL VACUUM CLEANER	H223	724.0	122.0	485.4							116.6		
BLACK&DECKER PIVOT VAC HAND VAC	H223	1,021.6						724.5	0.6		296.6		
DIRT DEVIL BROOM VAC	H223	8,197.5	40.8						8,021.0	135.7			
DIRT DEVIL I VACUUM CLEANER	H223	3,083.3							2,382.7		700.6		
DIRT DEVIL KONE HAND VACUUM	H223	4,906.3	327.0						825.6	1,365.6	2,388.1		
DIRT DEVIL KRUZ VACUUM CLEANER	H223	306.6	306.6										
DIRT DEVIL KURV HAND VAC	H223	306.6	306.6										
DIRT DEVIL REACTION VACUUM CLEANER	H223	6,042.6	613.2						3,577.3	32.2	1,819.9		
DYSON ROOT 6 HANDHELD VACUUM	H223	1,591.3	1,477.0	114.4									
DYSON ROOT HAND VAC	H223	4,320.4						2,785.6	3.2	367.0	1,164.6		
DYSON SLIM VACUUM CLEANER	H223	25,252.1	4,009.6	228.7				14,978.1	17.5	1,263.2	4,755.0		
DYSON STOWAWAY VACUUM CLEANER	H223	717.2	277.5	439.7									
DYSON VACUUM CLEANER	H223	12,124.3	1,333.2		2.7			8,422.2	5.9	773.8	1,586.5		
ELECTROLUX INTENSITY VACUUM CLEANER	H223	3,536.6	1,419.7					578.5	7.8	524.8	1,005.0	0.9	
EUREKA CAPTURE VACUUM CLEANER	H223	6,125.7	3,427.9					460.6	178.4		2,058.8		
HALO UVX ULTRAVIOLET VACUUM CLEANER	H223	287.5	287.5										
HALO VACUUM CLEANER	H223	2,176.6	1,564.9			63.9			547.9				
HOOVER FLOOR MATE FLOOR CLEANING SYS	H223	3,235.3	306.6					739.3	16.6	1,260.2	912.7		
HOOVER STEAMVAC ALL TRN CRPT CLN MCH	H223	4,182.7	306.6					1,722.2	19.0	1,682.7	452.2		
HOOVER WINDTUNNEL 2 VACUUM CLEANER	H223	613.2	613.2										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HOOVER WINDTUNNEL VACUUM CLEANER	H223	10,106.4	306.6					2,332.2	4,143.7	2,294.4	1,029.6		
HOOVER Z VACUUM CLEANER	H223	306.6	306.6										
KENMORE VACUUM CLEANER	H223	950.6									950.6		
ORECK VACUUM CLEANER	H223	3,741.6		1,448.8	93.2	41.1		20.7	95.8	31.4		2,010.6	
ORECK XL VACUUM CLEANER	H223	317.7						68.7	226.4	22.6			
ROOMBA VACUUM CLEANER	H223	3,263.0						1,393.3	22.3	684.5	1,162.9		
SWIFFER SWEEPER VAC	H223	12,064.0						1,596.0	10.1	495.9	9,961.9		
ALL-CLAD COOKWARE	H231	1,671.2	1,590.5		80.7								
BABY EINSTEIN MLTM LN CUTLERY&DNRWR	H231	953.8	953.8										
CALPHALON COOKWARE	H231	2,123.2					4.2		289.7	504.7	1,324.6		
CIRCULON COOKWARE	H231	5,318.9	5,318.9										
JA HENCKELS CUTLERY	H231	778.0	768.6		9.4								
LE CREUSET COOKWARE	H231	886.7	886.7										
PYREX OVENWARE	H231	2,427.8	2,427.8										
ROYAL DOULTON COOKWARE & TABLEWARE	H231	658.7	658.7										
WUSTHOF CUTLERY	H231	912.7	912.7										
3M COMMAND ADHESIVE HOOKS	H232	4,066.3						836.3	1,605.9		1,624.1		
AVENT BABY BOTTLES	H232	2,060.5	2,060.5										
AVENT BABY FEEDING PDTs	H232	485.3	485.3										
AVENT ISIS IQ DUO ELECT BREAST PUMP	H232	416.4	416.4										
AVENT MAGIC SPILL-PROOF CUP	H232	1,078.6	1,078.6										
AVENT TEMPO DISPOSABLE NURSERS	H232	2,182.9	2,182.9										
BOPPY NURSING PILLOW	H232	3,485.3	3,485.3										
BRITA PITCHER & WATER FILTERS	H232	15,430.8	131.8		88.5			1,565.9	148.2	232.8	13,263.7		
DAMP RID MOISTURE REMOVER	H232	1,130.6	1,130.6										
DR BROWNS NAT FLOW SPILL-PROOF CUPS	H232	591.7	591.7										
DR BROWNS NATURAL FLOW BABY BOTTLES	H232	1,966.3	1,966.3										
DR BROWNS NATURAL FLOW BREAST PUMP	H232	793.3	793.3										
ENDUST DISPOSABLE DUST CLOTHS	H232	2,160.0									2,160.0		
EVENFLO ELAN BREAST PUMP	H232	392.2	392.2										
GE SILICONE CAULKS	H232	355.2									355.2		
GLADWARE FOOD STORAGE CONTAINERS	H232	6,885.0	2,686.5	425.7		56.0		1,559.6	5.5	92.5	2,059.3		
GORILLA TAPE	H232	2,982.4	1,561.7		1,420.7								
JJ COLE COLLECTIONS BABY ACCESSORIES	H232	694.0	694.0										
KIDDOPOOTAMUS BABY ACCESSORIES	H232	812.9	812.9										
LANSINOH BREAST PUMP	H232	517.5	517.5										
LIBMAN WONDER MOP	H232	8,145.5	4,307.6				0.0	73.3	2,404.8	1,359.8			
MAG-LITE FLASHLIGHT	H232	2,793.4	1,001.3								1,792.1		
MEDELA BREAST PUMP	H232	688.4	688.4										
MUNCHKIN BLING PACIFIER	H232	648.4	648.4										
NEAT SOLUTIONS BABY EQUIP	H232	260.0	260.0										
O-CEDAR ANGLER/BUMP GRD BROOM	H232	2,109.6	2,109.6										
OVE GLOVE OVEN GLOVE	H232	6,090.0	187.0				197.0	3,898.4	484.7	1,322.8			
PAAS EGG DYE COLORING KIT	H232	350.4	219.2								131.1		
PLAYTEX COOLSTER TUMBLER	H232	490.0	490.0										
PLAYTEX CREATE MY OWN SPILL-PRF CPS	H232	1,266.8	1,266.8										
PLAYTEX DIAPER GENIE II	H232	2,093.9	2,093.9										
PLAYTEX NURSER PDTs	H232	269.2	269.2										
PLAYTEX NURSER SYSTEM	H232	2,144.6	2,144.6										
PLAYTEX VENTAIRE BOTTLE	H232	1,852.1	1,852.1										
PLEDGE DUSTER PLUS DUSTER	H232	8,987.9					1,117.2	295.6	2,414.4	5,160.7			
POLIFORM CLOSET SYSTEM	H232	468.0	260.1	207.9									
PYREX TEARDROP BOWL	H232	1,387.2	1,387.2										
RAINBOW FAST FIT IRONING BOARD COVER	H232	1,882.6						1,882.6					
REAL SIMPLE HOUSEHOLD EQUIP	H232	1,234.1	1,234.1										
RUBBERMAID FASTTRACK GARAGE ORGNZRS	H232	805.5						805.5					
RUBBERMAID PREMIER STORAGE CNTNRS	H232	6,896.1	2,144.5				826.1	17.2	708.2	3,200.0			
SCOTCH PAINTERS TAPE	H232	3,124.0									3,124.0		
SCOTCH-BRITE COOK TOP CLEANER	H232	1,115.5	1,115.5										
SCOTCH-BRITE COOK TOP&STNLN STL CLNR	H232	270.0	270.0										
SCOTCH-BRITE STAINLESS STEEL CLEANER	H232	655.2	655.2										
SECOND NATURE BABY BOTTLES	H232	402.1	402.1										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SONIC SCRUBBER BRUSH	H232	488.1							325.5	9.0	153.6		
SOOTHE BABY BOTTLES	H232	771.3	771.3										
STANLEY 369 TRIPOD FLASHLIGHTS	H232	363.4	363.4										
STANLEY FLASHLIGHT	H232	2,201.6						1,332.2	19.4		850.0		
STANLEY MAXLIFE 369 TRPD FLASHLIGHT	H232	302.7	302.7										
SUREFIRE FLASHLIGHT	H232	3,374.2	3,374.2										
SWIFFER CARPET FLICK & SWIFFER DUSTER	H232	299.4		299.4									
SWIFFER CARPET FLICK CRPT CLN UP SYS	H232	1,609.7						777.4	3.9	332.2	496.2		
SWIFFER DUST CLOTH KIT	H232	27,119.5						6,780.3	694.0	2,887.1	16,758.2		
SWIFFER DUSTER DUSTER	H232	48,143.5	2,988.2					11,466.9	3,806.8	5,884.7	23,996.9		
SWIFFER HOUSEHOLD EQUIP	H232	355.6	306.6	49.0									
SWIFFER SWEEP & VAC FLOOR CLNR SYS	H232	1,742.3						48.0	36.1	467.0	1,191.2		
SWIFFER WET DUST CLOTH	H232	11,386.0						2,895.6	487.1	1,692.8	6,310.5		
SWIFFER WET JET FLOOR CLEANER SYSTEM	H232	46,585.6	2,705.5					10,846.4	1,614.8	5,571.9	25,846.9		
V-1 VACUUM DECANTER	H232	317.1		317.1									
WARING PRO WINE CHILLERS	H232	290.2	290.2										
LG HOUSEHOLD APPL & EQUIP	H290	255.5		255.5									
DURACELL ALKALINE BATTERIES	H310	42,292.6						19,701.1	2,030.5	8,537.3	9,785.2	2,238.6	
DURACELL BATTERIES	H310	422.9		404.3	18.5								
DURACELL RECHARGEABLE BATTERIES	H310	25,423.6	6,156.5					10,119.9	255.4	3,457.7	5,434.2		
ENELOOP RECHARGEABLE BATTERIES	H310	1,528.0	1,526.0		2.0								
ENERGIZER E2 LITHIUM BATTERIES	H310	50,084.5			205.6			38,208.3	68.2	854.9	10,746.7	0.9	
ENERGIZER E2 TITANIUM BATTERIES	H310	290.4	290.4										
ENERGIZER ENERGI TO GO CL PHN CHRGR	H310	2,646.1	2,459.1			187.0							
ENERGIZER ENERGI TO GO IPOD CHARGER	H310	1,346.9	1,346.9										
ENERGIZER HOUSEHOLD BATTERIES	H310	1,287.3	1,163.9		81.4	35.0			7.0				
ENERGIZER MAX HOUSEHOLD BATTERIES	H310	8,351.0						5,481.5	2.3	124.2	2,743.1		
ENERGIZER VAR BATTERIES	H310	654.5	580.7										73.8
EVEREADY GOLD ALKALINE BATTERIES	H310	907.2	907.2										
RAYOVAC ALKALINE BATTERIES	H310	490.6						89.0		119.0	282.6		
RBRC RECHARGEABLE BATTERIES	H310	340.3											340.3
SANYO RECHARGEABLE BATTERIES	H310	723.5	723.5										
JIG-A-LOO LUBRICANTS	H320	1,971.9	76.0		731.6						1,115.4		49.0
KING KAULK CAULKING	H320	454.7	454.7										
LOCTITE POWER GRAB ADHESIVE	H320	1,783.9	459.7					164.6			1,159.6		
PE GUERIN HARDWARE & ACCESSORIES	H320	797.5	797.5										
POLYSEAMSEAL CAULK	H320	657.8	657.8										
BOUNTY PAPER TOWELS	H331	45,009.4	15.5					17,458.3	5,222.9	5,889.7	14,306.0	1,777.3	339.8
BRAWNY PAPER TOWELS	H331	5,435.8	4,617.2	818.6									
VIVA PAPER TOWELS	H331	11,112.2	5,897.8						32.6		5,181.7		
KLEENEX ANTI-VIRAL FACIAL TISSUE	H332	1,500.3	1,496.4						3.4		0.5		
KLEENEX FACIAL TISSUE	H332	31,722.9	5,781.2					14,088.7	346.6	6,367.2	5,139.2		
PUFFS PLUS FACIAL TISSUE	H332	17,335.9	1,020.5					9,260.2	976.4	2,464.4	3,614.5		
PUFFS ULTRA SOFT FACIAL TISSUE	H332	3,517.4	3,517.4										
ANGEL SOFT BATHROOM TISSUE	H333	11,694.6	40.8						6,319.3	24.5		5,310.0	
CHARMIN BATHROOM TISSUE	H333	1,669.6		122.9	142.9			649.4	377.7	47.9	328.7		
CHARMIN ULT SOFT &ULTRA STRNG/ISSUE	H333	14,116.4	327.0	454.1		168.6		6,026.9	1,050.9	1,666.8	4,422.1		
CHARMIN ULTRA BATHROOM TISSUE	H333	20,881.9	360.2					8,384.7	1,824.3	4,002.0	6,310.7		
CHARMIN ULTRA SOFT BATHROOM TISSUE	H333	10,092.7						3,226.3	1,008.9	1,803.2	4,054.3		
CHARMIN ULTRA STRONG BATHROOM TISSUE	H333	8,446.0						4,417.4	199.4	1,057.3	2,772.0		
COTTONELLE BATHROOM TISSUE	H333	1,734.6	54.9	1,639.5				28.4	11.8				
COTTONELLE ULTRA BATHROOM TISSUE	H333	8,671.1	1,776.2	681.2				420.4	514.5	2,626.3	2,652.5		
COTTONELLE/AL&E BATHROOM TISSUE	H333	15,401.0	4,616.4	357.3				7,486.1	19.2	1,341.9	1,580.0		
QUILTED NORTHERN &QLTD/ULTR BTHRM TS	H333	7,983.8	7,983.8										
QUILTED NORTHERN ULTRA BATHROOM TISSUE	H333	13,120.6	780.7					8,308.4	17.9	770.1	3,239.7		3.7
QUILTED NORTHERN ULTRA BATHROOM TISSUE	H333	2,373.0	465.5					573.6	3.2	242.9	1,079.9		8.0
SCOTT 1000 &SCOTT EX SOFT BTHRM TS	H333	724.2	74.4	649.8									
SCOTT BATHROOM TISSUE	H333	934.7	165.9	649.8					3.6		0.4		115.0
SCOTT EXTRA SOFT BATHROOM TISSUE	H333	14,035.6	7,979.5	649.8				2,847.9	895.0		1,663.4		
WHITE CLOUD BATHROOM TISSUE	H333	893.9	20.4						873.5				
BOUNTY PAPER NAPKINS	H339	306.6	306.6										
CHINET PAPER PLATES	H339	2,680.3									2,680.3		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DIXIE DISPOSABLE PLATES	H339	2,321.9						751.4	7.2	245.9	1,317.4		
DIXIE PAPER CUPS	H339	7,422.4	2,076.1	907.6				1,487.0	3.3	534.3	2,414.0		
DIXIE PAPER CUPS & PLATES	H339	599.4	541.8								57.6		
DIXIE ULTRA PAPER PLATES	H339	7,441.2	3,488.3	907.6				1,676.8	9.3	207.1	1,152.2		
GEORGIA-PACIFIC HOUSEHOLD PAPER PDT'S	H339	922.2	174.7		33.3		21.2					275.8	417.2
HEFTY ZOO PALS DISPOSABLE PLATES	H339	1,720.8						31.1			1,689.7		
KIMBERLY CLARK HOUSEHOLD PAPER PDT'S	H339	613.7			35.7		3.0						575.0
KIMBERLY-CLARK HH PAPER&PRSNL PDT'S	H339	1,341.5		1,336.2									5.3
MELITTA COFFEE FILTERS	H339	651.7	206.3								445.4		
SOLO TO GO DEEP DISH PLATES&LIDS	H339	1,170.2	1,170.2										
SOLOGRIPS DISPOSABLE CUPS & PLATES	H339	1,085.0	487.5						1.8	179.1	416.6		
VANITY FAIR PAPER NAPKINS	H339	6,246.2	6,246.2										
CUT-RITE WAX PAPER	H340	372.1		372.1									
GLAD BAGS	H340	2,268.7						347.2	21.7	104.6	1,795.2		
GLAD BAGS & WRAPS&CONTAINERS	H340	484.6	484.6										
GLAD BAGS&WRAPS &GLADWARE/CNTNRS	H340	666.0	666.0										
GLAD FORCEFLEX TRASH BAGS	H340	26,350.2	5,011.5	1,258.5		56.0		10,289.5	1,786.6	2,093.6	5,329.9	495.1	29.5
GLAD ODOR SHIELD TALL KITCHEN BAGS	H340	5,070.0						3,220.8	383.2	431.5	1,034.5		
GLAD PRESS N SEAL WRAP	H340	4,808.7	1,586.5					812.2	260.3	404.3	1,745.5		
GLAD PRESS/SEAL WRP &GLDWR FD/CNTNR	H340	264.7	264.7										
GLAD SIMPLY COOKING MICRO STMNG BGS	H340	5,501.0	623.7					1,547.9	576.3	560.8	2,192.3		
GLAD VIGNETTE	H340	383.9									383.9		
HEFTY ONE ZIP BIG BAGS STORAGE BAGS	H340	813.1							300.7		512.4		
HEFTY ONE ZIP FOOD STORAGE BAGS	H340	1,523.4							605.1		918.3		
HEFTY ULTRA FLEX TRASH BAGS	H340	4,865.5							1,330.7		3,534.8		
REYNOLDS HANDI-VAC VACUUM SLR&BGS	H340	5,160.9						3,231.1	192.4	876.9	860.4		
REYNOLDS OVEN BAGS	H340	716.7	453.1	263.6									
REYNOLDS PARCHMENT PAPER	H340	1,139.0	1,139.0										
REYNOLDS SLOW COOKER LINERS	H340	1,304.6	1,281.1						23.6				
REYNOLDS WRAP	H340	625.0						106.4			88.5		430.1
REYNOLDS WRAP FOIL	H340	6,344.2		262.4				580.6	1,156.0	1,057.3	3,288.0		
ZIPLOC BIG BAGS STORAGE BAGS	H340	6,389.7						4,258.2	17.6	655.3	1,458.6		
ZIPLOC DOUBLE ZIPPER FD STRG&FRZR BG	H340	426.1						336.1	0.3	17.0	72.8		
ZIPLOC DOUBLE ZIPPER FOOD STRG BGS	H340	3,819.8	39.0					1,389.4	51.7	1,233.4	1,106.2		
ZIPLOC DOUBLE ZIPPER FREEZER BAGS	H340	13,128.0						7,344.6	58.6	2,665.9	3,058.9		
ZIPLOC ZIP N STEAM COOKING BAGS	H340	6,421.3	262.4	1,113.6				2,917.1	148.0	773.2	1,207.0		
AMDRO ANT BLOCK ANT BAIT	H351	364.0							0.5			363.5	
AMDRO FIRE ANT INSECTICIDE	H351	2,344.1											2,344.1
BIO SPOT FLEA KILLER	H351	760.6						8.9	0.6	4.4	746.7		
D-CON MOUSE & RAT BAIT	H351	2,695.1						459.3	493.3	244.7	1,497.9		
D-CON MOUSE & RAT KILLERS	H351	296.7	187.0		109.7								
D-CON NO VIEW NO TOUCH MOUSE TRAP	H351	1,285.5						244.8	173.4	96.3	771.1		
ORTHO HOME DEFENSE MAX INDR/OTDR/CTL	H351	6,081.2						4,842.7	324.9	691.7	221.0	0.8	
RAID ANT & ROACH KILLER	H351	2,280.9							2,223.2		57.7		
RAID DISPOSABLE YLW JKCT TRPS	H351	6,532.0	1,868.2	638.6					4,025.1				
SENTRICON INSECTICIDE	H351	353.1					41.4						311.7
SPECTRUM SPECTRACIDE PRO INSECTICIDE	H351	275.8											275.8
TERMIDOR TERMITE INSECTICIDE	H351	1,208.1							1,019.3		188.8		
CLOROX ANYWHERE HARD SURFACE SPRAY	H352	8,663.8	161.2					2,276.8	6.7	503.4	5,715.7		
CLOROX DISINFECTANTS	H352	624.6	506.1										118.5
LYSOL SPRAY DISINFECTANT	H352	24,726.6	5,219.2						10,582.7	1,596.2	2,079.8	5,248.7	
AIRWICK FRESHMATIC AIR FRESHNER SYS	H353	2,713.6							1,600.3	152.6	229.3	731.4	
AIRWICK FRESHMATIC MINI AIR FRSHNR	H353	11,111.3							4,561.1	810.8	1,447.5	4,291.9	
AIRWICK FRESHMATIC ULTRA AIR FRSHNR	H353	16,463.9							7,704.1	772.6	2,364.6	5,622.6	
AIRWICK HIDDEN PLEASURES SCENTED OIL	H353	15,164.5							6,333.6	1,398.0	2,519.3	4,913.6	
AIRWICK NITE LIGHT SCENTED OIL	H353	2,336.8							1,081.2	175.1	113.3	967.2	
AIRWICK SCENTED OIL	H353	10,446.1							5,205.3	831.7	837.6	3,571.5	
ARM & HAMMER PET FRESH &ARM/VAC FR	H353	4,212.7	4,212.7										
ARM&HAMMER FRIDGE FRESH RFRG AR FLTR	H353	10,886.6	4,478.5								6,408.1		
CLOROX DEOD PDT'S&SPECIAL CLNRS	H353	2,364.0	2,364.0										
FEBREZE AIR EFFECTS AIR FRESHENER	H353	20,496.3	161.7						1,150.5	89.3	1,827.7	17,267.2	
FEBREZE ALLERGEN REDUCER FAB RFRSHR	H353	6,774.4							203.0	32.0	925.4	5,614.0	

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FEBREZE ANTIMICROBIAL ODOR ELMNTR	H353	1,846.7						27.9	1.4	243.5	1,573.9		
FEBREZE FABRIC REFRESHER	H353	52,685.4	4,216.1		211.1			10,275.3	1,240.1	5,991.9	30,585.5	109.6	55.9
FEBREZE NOTICEABLES AIR FRESHENER	H353	32,321.6						2,810.3	125.9	3,845.0	25,540.4		
FEBREZE SCENTSTORIES AIR FRESHENER	H353	306.8	306.6							0.3			
GLADE PLUG-INS	H353	631.0						213.1	10.3	307.7	99.9		
GLADE SCENTED OIL FAN PLUG-INS	H353	25,719.7						14,484.4	360.9	4,323.9	6,550.6		
GLADE SCENTED OIL LTSHW PLUG-INS	H353	14,099.3	3,948.5					6,175.2	36.4	1,399.9	2,539.3		
GLADE SCENTED OIL PLUG-INS	H353	5,649.1	4,943.2	466.9					2.4				236.6
LYSOL NEUTRA AIR AIR FRESHENER SPRAY	H353	3,736.7						1,663.5	243.1	562.0	1,268.1		
LYSOL NEUTRA AIR FRSHMTC AIR SNTZR	H353	9,950.8						3,777.7	1,163.4	1,036.3	3,973.4		
OUST AIR SANITIZER	H353	17,924.9						8,850.5	513.3	3,259.1	5,302.0		
PURE CITRUS AIR FRESHENER	H353	337.6	337.6										
RENUZIT PEARL SCENTS AIR FRESHENER	H353	2,146.8	633.2					263.7		1,249.9			
RENUZIT SUBTLE EFFECTS AIR FRESHENER	H353	834.7	834.7										
RENUZIT SUPER ODR NTRLZR AIR FRSHNR	H353	3,057.3						304.0	4.0	2,749.3			
CLOROX DEOD & HH CLEANING PDTS	H359	2,732.8	2,555.9	176.9									
SC JOHNSON DEOD & INSECTICIDES	H359	654.4											654.4
COLEMAN PROPANE GRILL STOVE	H360	350.0										350.0	
KINGSFORD CHARCOAL	H360	6,547.4	160.8		0.9			201.2	1,085.9	27.7	4,356.0	130.0	584.9
WEBER BBQ GRILL	H360	314.2			314.2								
WEBER GAS GRILL	H360	3,276.5	3,056.1										220.4
BIC LUMINERE UTILITY LIGHTER	H390	806.7	806.7										
CLOROX HH SUPP & FRESH STEP SCPBL LTR	H390	3,872.3	3,769.4				102.9						
CLOROX HH SUPP & HDN VLY RNCH SLD DRS	H390	7,351.6	7,351.6										
DURAFLAME FIRE LOGS	H390	602.5							57.2	545.3			
PROCTER & GAMBLE HOUSEHOLD SUPPLIES	H390	328.1								322.7			5.4
QUICK DRY GARMENT DRYING STATION	H390	285.0	285.0										
SCOTCHGARD FABRIC PROTECTANT	H390	748.4	748.4										
ZIPPO MINI MPL MULTI-PURPOSE LIGHTER	H390	1,618.4	1,618.4										
CASCADE 2 IN 1 ACTN PAC DSHWSHR DET	H410	7,169.7						1,833.8	68.2	1,005.6	4,262.1		
CASCADE COMPLETE/BLEACH LIQ DHWS DET	H410	15,695.8						3,771.6	738.8	1,394.3	9,791.1		
CASCADE DISHWASHER DETERGENT	H410	4,568.2						530.6	31.5	292.5	3,713.6		
CASCADE LIQ&POWDER DSHWSHR DET	H410	3,960.9						1,963.5	223.0	518.9	1,255.5		
DAWN DIRECT FOAM DISHWASHING LIQUID	H410	5,674.1	37.3					2,034.6	371.5	582.1	2,648.6		
DAWN DISHWASHING LIQUID	H410	3,945.4	35.3	851.1	2,514.3	178.6		139.2	61.1	9.9	44.5		111.5
DAWN PLUS VAR DISHWASHING LIQUIDS	H410	5,669.9	3,363.9		464.6			1,163.1	5.6	171.0	501.8		
DAWN PLUS/POWER SCRBR DSHWSHNG LIQ	H410	14,638.6	698.1					4,232.0	46.9	1,636.9	8,024.7		
DAWN SIMPLE PLEASURES DSHWSHNG LIQ	H410	9,746.1	9,694.5						51.7				
DAWN ULTRA/BLCN ALTRNTV DSHWSHNG LIQ	H410	5,682.8						1,923.3	6.9	383.7	3,368.8		
ELECTRASOL 3/1/JT DRY PVW DSHWSH/TABS	H410	12,906.6						5,532.2	2,285.5	1,283.0	3,805.8		
JET-DRY DISHWASHER CLEANER	H410	3,607.7						1,995.1	164.2	194.7	1,253.7		
JET-DRY DISHWASHER RINSE	H410	5,321.7						2,308.7	574.2	315.3	2,123.4		
JET-DRY TURBO DRY DISHWASHER RINSE	H410	2,086.5						799.4	235.9	234.9	816.3		
PALMOLIVE SCRUB BUSTER DSHWSHNG LIQ	H410	5,542.2						3,022.0	86.6	756.7	1,677.0		
OXICLEAN SPRAY AWAY STAIN REMOVER	H421	3,190.0						622.0	40.0	835.5	1,692.6		
OXICLEAN TRIPLE POWER LIQ STN RMVR	H421	606.5							37.3	157.3	411.9		
SHOUT ADVANCED SPRAY STAIN REMOVER	H421	12,577.7						7,541.5	66.6	1,959.4	2,433.3	576.9	
SPRAY N WASH RESOLVE PWR STAIN RMVR	H421	13,229.8						6,427.4	1,176.9	925.1	4,700.4		
TIDE TO GO STAIN REMOVER	H421	12,189.1						3,455.7	93.5	1,393.9	7,246.0		
WOOLITE FABRIC WASH LIQUID	H421	5,450.0						2,832.6	428.5	340.1	1,848.8		
ALL SMALL & MIGHTY LIQ LAUNDRY DET	H422	16,377.2	1,143.9					9,687.3	86.7	2,819.9	2,639.5		
ARM & HAMMER LIQ DET & FAB SOFTENER	H422	2,802.2	2,802.2										
ARM & HAMMER LIQ DETERGENT/SOFTENER	H422	350.5	350.5										
ARM & HAMMER POWDER LAUNDRY DET	H422	2,689.9	2,689.9										
CHEER LIQ LAUNDRY DET/CLR GRD	H422	2,797.1						1,279.8	24.0	947.1	546.2		
CHEER LIQUID LAUNDRY DETERGENT	H422	3,657.8		3,507.0				66.9	0.9	41.7	41.4		
CHEER TRUE FIT LIQUID LAUNDRY DET	H422	1,021.7	1,020.8								0.9		
CHEER ULTRA LIQUID LAUNDRY DETERGENT	H422	11,219.8						2,476.8	60.5	1,147.5	7,535.1		
DREFT LIQ LAUNDRY DETERGENT	H422	2,068.4	2,042.4		26.0								
GAIN LIQUID LAUNDRY DETERGENT	H422	17,212.7						5,808.6	854.6	3,268.8	7,280.8		
GAIN ULTRA LIQUID LAUNDRY DET	H422	3,016.2						41.8	2,972.1	2.3			
PROCTER & GAMBLE LAUNDRY PDTS/2X	H422	2,348.9						2,348.9					

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PUREX ULTRA LIQUID LAUNDRY DETERGENT	H422	1,268.4	1,268.4										
TIDE BLEACH LIQ LAUNDRY DETERGENT	H422	3,457.6	3,457.6										
TIDE COLDWATER LIQ LAUNDRY DETERGENT	H422	6,071.3	1,139.0					2,152.8	840.3	969.9	969.3		
TIDE CP	H422	5,189.3	323.6	188.6	122.6			1,908.4	29.7	553.8	2,062.7		
TIDE LIQ LAUNDRY DET/BL ALTRN	H422	17,595.2	748.9					7,713.8	383.1	2,053.4	6,696.0		
TIDE LIQUID LAUNDRY DETERGENT	H422	449.8	20.4		169.7				41.1		218.6		
TIDE PURE ESSENTIAL LIQ LAUNDRY DET	H422	15,287.4	659.2					5,854.9	2,024.4	2,276.3	4,300.4		172.1
TIDE PWD LAUNDRY DET	H422	3,244.9			2,950.4	294.5							
TIDE SIMPLE PLEASURES LIQ LNDRY DET	H422	20,297.4	3,295.6					8,608.7	512.1	2,316.7	5,564.3		
TIDE ULTRA 2X LIQUID LAUNDRY DET	H422	3,975.3	37.3					329.0	3,547.4	61.6			
TIDE ULTRA 2X VIGNETTE	H422	286.7						219.3	67.4				
TIDE ULTRA LIQ&PWD LNDRY DET/BLEACH	H422	361.6						324.6	0.1		36.9		
TIDE ULTRA LIQUID LAUNDRY DET	H422	698.4							698.4				
TIDE WITH/TOUCH/DOWNY LIQ LNDRY DET	H422	3,767.3	148.6					1,616.4	1.8	146.8	1,853.7		
WINN LIQUID DETERGENT	H422	255.2	255.2										
WISK LIQUID LAUNDRY DETERGENT	H422	535.8	494.0								41.8		
WISKMOM.COM ONLINE	H422	378.0	378.0										
WOOLITE FOR ALL COLORS LIQ LNDRY DET	H422	4,790.4						2,180.6	381.5	457.2	1,771.2		
ARM&HMR ESNTLS FB SFTR SHT&LQ LND DT	H423	3,975.7	3,975.7										
BOUNCE FABRIC SOFTENER SHEETS	H423	6,505.0	1,864.9	1,484.1				100.5	2.0	40.0	3,013.5		
BOUNCE PURE ESNTLS FAB SFTRN SHTS	H423	4,076.3						874.9	25.5	372.1	2,803.8		
BOUNCE WITH FEBREZE FAB SFTRN SHTS	H423	1,579.0	433.4						2.3		1,143.4		
CLOROX 2 LIQUID BLEACH	H423	1,899.2	386.4					564.5	0.8	164.1	783.4		
CLOROX CO CP	H423	292.6	292.6										
CLOROX LIQ & CLOROX 2 LIQUID BLEACH	H423	12,924.1	6,035.5					2,308.6	457.8	785.0	3,337.2		
CLOROX LIQ BLEACH	H423	19,304.2	3,482.1		181.9	0.8		4,827.9	1,478.8	1,617.4	7,573.7		141.7
CLOROX ULTIMATE CARE LIQUID BLEACH	H423	3,440.3	1,774.8					57.8	98.1	87.9	1,421.7		
CLOROX VIGNETTE	H423	303.0									303.0		
DOWNTY SIMPLE PLEASURES LIQ FAB SFTRN	H423	2,383.3	2,274.4						18.8		90.1		
DOWNTY ULTRA LIQ FABRIC SOFTENER	H423	24,798.3		1,484.1				7,289.0	890.1	2,481.4	12,534.1		119.7
DOWNTY ULTRA PURE ESNTLS LIQ FAB SFT	H423	8,302.4						1,743.2	199.9	1,533.1	4,826.2		
GAIN LIQ FAB SOFTENER&LIQ DET	H423	618.8							358.3		260.4		
SNUGGLE EXHILARATIONS LIQ FAB SFTRN	H423	12,897.4						8,192.6	93.4	2,111.7	2,499.7		
ALL SMALL&MIGHTY &WISK LIQ LNDRY DET	H429	378.0	378.0										
DRYEL DRY CLEANING FABRIC CARE	H429	685.8	684.6						1.3				
FAULTLESS SPRAY WRINKLE REMOVER	H429	276.6	276.6										
FAULTLESS STARCH/STAIN RSTNC	H429	513.6	309.0						204.6				
NIAGARA SPRAY STARCH	H429	374.0	374.0										
PROCTER & GAMBLE LAUNDRY PDTs	H429	4,974.1	4,974.1										
PROCTER&GAMBLE PURE ESNL LNDRY PDTs	H429	7,924.1						3,824.7	31.8	1,425.4	2,642.2		
RIT LIQ & PWD DYES	H429	374.0	374.0										32.5
STATIC GUARD SPRAY	H429	1,240.6	1,208.1										
CLOROX CLEAN-UP CLEANER W/BLEACH	H430	1,093.3	1,093.3										
CLOROX CLEAN-UP SPRAY CLEANER	H430	4,574.7						1,177.6	361.1	221.7	2,814.4		
CLOROX DISINFECTANT WIPES	H430	28,219.4	5,720.5	646.1	3.2			6,843.8	3,287.5	1,703.3	8,011.1		2,003.9
CLOROX DISINFECTION/FLR&SRFC CL	H430	1,067.5						427.5	0.7	53.9	585.4		
CLOROX HOUSEHOLD CLEANERS	H430	594.6					594.6						
CLR ALL-PURPOSE CLEANER	H430	3,939.9						152.4	1,971.2	687.4	1,128.9		
EASY-OFF BAM GRIME & LIME REMOVER	H430	9,105.4						3,580.2	1,455.7	652.4	3,417.2		
EASY-OFF BAM HH CLEANERS	H430	5,963.4						1,553.2	875.9	1,012.9	2,521.4		
FORMULA 409 ALL-PURPOSE CLEANER	H430	5,808.7	4,762.0					486.6	3.6	138.2	418.4		
GLASS PLUS DISSOLVABLE REFILLS	H430	2,853.1						1,340.8	181.6	73.3	1,257.4		
GREASED LIGHTNING CLEANER	H430	1,013.5	698.7						160.7		107.5		46.6
INVISIBLE GLASS GLASS CLEANER	H430	1,119.0	1,119.0										
JOHNSON & JOHNSON HH CLEANERS	H430	1,493.8					1,493.8						
LIME-A-WAY LIQUID & SPRAY CLEANER	H430	7,628.3						1,721.4	1,548.3	1,003.3	3,355.4		
LYSOL 3 IN 1 ALL-PURPOSE LIQ&SPRY	H430	10,143.0						4,649.6	983.6	899.7	3,610.1		
LYSOL 4 IN 1 ALL-PRPS LIQ&SPRY CLN	H430	4,010.8						1,770.7	324.1	671.1	1,244.9		
LYSOL WIPES	H430	13,276.2	1,431.1					6,675.8	1,015.8	1,090.1	3,063.4		
METHOD ALL-PURPOSE CLEANER	H430	791.1	791.1										
METHOD CLEANING PDTs	H430	320.2	311.5		8.7								
MR CLEAN ALL-PURPOSE CLEANER	H430	3,619.6	3,619.4						0.2				

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MR CLEAN EXTRA POWER SPRAY CLEANER	H430	1,279.8						67.9	340.6	28.2	843.1		
MR CLEAN MAGIC ERASER CLEANING PADS	H430	11,776.5	1,884.2		124.1			1,927.1	18.0	890.0	6,933.0		
MR CLEAN MAGIC ERASER FMNG CLNG PDS	H430	19,193.4						8,074.3	28.1	1,711.8	9,379.3		
MR CLEAN MULTI-PURPOSE SPRAY CLNR	H430	628.6						0.2	28.2	600.3			
MR CLEAN MULTI-SURFACE ALL-PRPS CLNR	H430	6,792.5						2,607.9	342.3	888.2	2,954.1		
MR CLEAN POWER MULTI-SURFACE WIPES	H430	21,135.3						5,903.9	1,135.4	1,893.3	12,202.7		
ODOBAN MULTI PURPOSE CLEANER	H430	265.2	265.2										
PINE-SOL CLEANER	H430	2,087.2						11.7					2,075.5
PINE-SOL LIQUID CLEANER	H430	14,423.4	5,502.4					4,816.8	453.5	888.5	2,611.6		150.6
PROCTER & GAMBLE HH CLEANERS	H430	441.5					441.5						
SC JOHNSON & SON INC CP	H430	9,641.2	205.2					5,297.8	5.9	185.0	3,947.3		
SIMPLE GREEN ALL-PURPOSE CLEANER	H430	1,309.3	456.0					0.3	2.1				850.9
SOFT SCRUB DEEP CLEAN FOAMING CLNSR	H430	6,130.3	2,242.7					1,752.8	145.7	1,100.4	888.7		
SOFT SCRUB LIQ CLEANSER	H430	351.8	351.8										
WINDEX ANTIBACTERIAL GLASS&SRFC CLNR	H430	16,987.4						9,336.1	775.4	2,674.0	4,202.0		
WINDEX GLASS CLEANER	H430	15,114.1						8,604.2	521.7	2,361.6	3,626.6		
ORANGE GLO HARDWOOD FLOOR CLNR SYS	H441	2,411.9						29.4	28.2	440.5	1,913.8		
PLEDGE FURNITURE POLISH	H441	10,852.8						4,622.8	95.6	2,580.6	3,553.8		
QUICK SHINE FLOOR CLEANER	H441	1,124.0							915.4		208.7		
UCOAT IT AMERICA FLOOR FINISH	H441	252.8	252.8										
LIQUID PLUMR FOAMING/SNK DRN CLNR	H442	4,411.1						2,335.9	15.3	712.2	1,347.7		
LIQUID PLUMR GEL DRAIN CLEANER	H442	3,977.4	1,353.8					1,398.8	0.8	79.7	1,144.3		
RID-X SEPTIC SYSTEM TREATMENT	H442	7,086.9		122.6				2,341.7	1,074.5	691.8	2,856.4		
CLOROX BATHROOM CLEANERS	H443	10,745.0						3,777.1	1,671.8	769.2	4,526.9		
CLOROX BATHROOM&TOILET BWL CLNR	H443	2,626.8						725.1	436.5	79.6	1,385.5		
CLOROX DISINFECTING KTCHN CLNR	H443	407.1	407.1										
CLOROX DSNFCTNG LIQ KTCHN&FLR C	H443	15,722.8	3,138.0					3,914.3	706.6	1,268.2	6,695.8		
CLOROX TOILETWAND DSPSBL TL CLNG SYS	H443	2,250.8	2,233.5						14.4		2.8		
CLR BATHROOM&KTCHN SPRY CLNR	H443	1,223.6						478.5		152.4	592.8		
COMET SPRAY GEL MILDEW STN RMV	H443	3,603.6						653.3	91.7	1,341.5	1,517.2		
EASY-OFF FUME FREE MAX OVEN SPRAY	H443	4,558.3						1,521.4	328.2	641.1	2,067.6		
KABOOM SHOWER TUB&TILE &KABOOM/BLSTR	H443	2,001.0						277.0	23.4	397.7	1,302.9		
KABOOM SHOWER TUB&TILE CLEANER	H443	2,803.9							41.5	1,698.6	1,063.8		
KABOOM TILE&GROUT RESTORER SPRY	H443	269.1							12.5	44.7	211.9		
LYSOL DEEP REACH TOILET BOWL CLEANER	H443	3,026.3						1,414.2	267.7	459.2	885.2		
LYSOL POWER TOILET BOWL CLEANER	H443	14,392.7						7,531.5	1,179.4	1,415.6	4,266.2		
LYSOL TOILET BOWL CLEANER	H443	281.5							90.2	15.8	175.5		
METHOD TUB & TILE SOAP SCUM&STN RMVR	H443	359.0	359.0										
MR CLEAN MAGICREACH BATHROOM CLEANER	H443	3,328.8						1,023.1	18.3	1,004.5	1,282.9		
SCOTCH-BRITE DISPOSABLE TOILET/SCRBR	H443	4,781.6	324.1						28.2	1,697.6	2,731.7		
SCRUBBING BLS FRSH/MX FLUSHABLE/BRSH	H443	10,174.4						6,258.5	440.8	1,285.6	2,189.5		
SCRUBBING BUBBLES AUTO SHWR CLNR	H443	29,551.4	142.5					16,765.2	2,996.1	3,567.9	6,079.7		
TILEX MILDEW REMOVER	H443	412.6							5.2		407.4		
TILEX MILDEW RMVR&SP SCM RMVR	H443	1,000.6						381.1	1.7	68.0	549.9		
TILEX MOLD & MILDEW REMOVER	H443	4,908.4	1,729.0					581.2	1.0	190.2	2,406.9		
TILEX SOAP SCUM REMOVER	H443	678.0	678.0										
BLINK CAR CLEANING PDTs	H449	9,488.4	2,362.6					1,112.7	7.0	298.3	3,971.3		1,736.5
CONNOISSEURS JEWELRY CLEANER	H449	613.2	613.2										
OXICLEAN BABY STAIN REMOVER	H449	672.2	672.2										
OXICLEAN STAIN REMOVER	H449	15,839.8	3,016.9					4,676.5	561.3	3,331.4	4,253.7		
OXICLEAN VERSATILE REG&FREE STN RMVR	H449	2,558.3	2,558.3										
PLEDGE MULTI SURFACE SPRAY CLEANER	H449	5,587.4	83.0					1,307.6	121.4	1,050.8	3,024.7		
RESOLVE HIGH TRAFFIC FOAM CLNR	H449	8,975.4						4,227.1	1,045.9	1,090.5	2,611.9		
RESOLVE MULTI-FABRIC CLEANER	H449	8,738.7						4,159.9	896.0	805.2	2,877.6		
SPOT SHOT CARPET STAIN REMOVER	H449	3,004.1	3,004.1										
SPOT SHOT STAIN REMOVER	H449	1,656.7							891.2		765.5		
VEGGIE WASH VEGETABLE CLEANER	H449	546.3	538.0								8.4		
WOOLITE POD CLEANING SYSTEM	H449	6,004.4	403.6		260.6				670.8	10.3	321.2	4,598.5	
ZODIAC G4 POOL CLEANER	H490	326.3	326.3										
CLOROX HH CLEANING PDTs &EVR CLN LTR	H490	1,454.1	906.5	547.6									
CLOROX HH CLEANING PDTs&HH SUPP	H490	618.1	618.1										
CLOROX HH CLNG PDTs &FRSH STP SCP LT	H490												

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CLOROX HH CLNG PDT'S & GLADWARE/CNTNR'S	H490	2,337.3	2,337.3										
CLOROX HH CLNG PDT'S & GLD FRCFLX BGS	H490	1,476.9	1,476.9										
CLOROX HH CLNG PDT'S & HDN VLY RNCH/DR	H490	650.6	650.6										
CLOROX HOUSEHOLD CLEANING PDT'S	H490	28,096.9	7,909.2	844.3				6,588.5	651.1	1,555.9	10,255.9	292.0	
SCOTCH-BRITE HOUSEHOLD CLEANING PDT'S	H490	810.0	810.0										
AIPTEK DIGITAL CAMCORDER	H511	452.4	452.4										
AQUOS TV	H511	69,194.4	14,513.8	1,257.9	2,641.1	4,557.6		20,028.8	12,950.7		13,116.0		128.4
BANG & OLUFSEN TV	H511	261.2	261.2			254.2							
BOSE LIFESTYLE DVD SYS&HOME THTR SYS	H511	254.2											
CANON CAMCORDER	H511	1,498.5	1,498.5										
CANON DC DIGITAL CAMCORDER	H511	1,063.3	1,063.3										
CANON HV DIGITAL CAMCORDER	H511	1,374.9	1,374.9										
CANON VAR/CAMCORDER&PRINTERS	H511	12,862.4				12,862.4							
CANON VIDEO SYSTEM	H511	257.1			144.5	112.6							
DISH NETWORK DVR	H511	629.8	40.4		589.4								
DISNEY FLIX VIDEO CAMERA	H511	865.3								865.3			
FLIP VIDEO CAMCORDER	H511	2,737.1						606.7		2,030.4	100.0		
HITACHI PLASMA TV	H511	1,352.1				584.0					768.1		
JVC TV	H511	792.0	792.0										
LG BLU-RAY/DVD PLAYER	H511	1,618.3	1,552.1			66.2							
LG ELECTRONICS PLASMA TV	H511	3,215.2	3,215.2										
LG SUPER BLU BLU-RAY/DVD PLAYER	H511	2,484.4	2,484.4										
LG TV	H511	23,790.3	7,231.7					11,606.7	80.7	4,871.2			
MITSUBISHI TV	H511	2,350.9	132.5		26.4			2,018.0	140.9		33.1		
OLEVIA LCD TV	H511	15,839.4	1,669.3					3,106.8	134.6	9,686.9		1,241.8	
PANASONIC BLU-RAY DISC & DISC PLAYER	H511	2,988.7			852.2	2,136.5							
PANASONIC CAMCORDER	H511	755.4						729.4			26.0		
PANASONIC DVD PLAYER	H511	481.2			275.6	205.6							
PANASONIC PLASMA TV	H511	933.5			380.0	80.1		55.2	46.2		96.3		275.7
PHILIPS DVD PLAYER	H511	259.6	259.6										
PHILIPS HDTV DIGITAL TV	H511	581.9	581.9										
PIONEER BLU-RAY DISC PLAYER	H511	1,134.0	794.8			339.2							
PIONEER KURO FLAT PANEL DISPLAYS	H511	3,588.7	3,588.7										
PIONEER PLASMA TV	H511	932.4	541.2					379.7	11.6				
PIONEER TV	H511	12,499.3	639.7			419.7		5,550.0	129.3		5,760.5		
RCA SMALL WONDER DIGITAL CAMCORDER	H511	511.1	511.1										
REGZA LCD TV	H511	3,860.3	3,860.3										
REGZA LCD TV & TOSHIBA HD DVD PLAYER	H511	518.2	518.2										
SAMSUNG CAMCORDER	H511	847.6				847.6							
SAMSUNG HD PLASMA TV	H511	2,599.4	2,495.4	104.0									
SAMSUNG HDTV & LCD TV	H511	5,404.8	5,404.8										
SAMSUNG HDTV DIGITAL TV	H511	8,052.0	2,962.2	327.5	234.3	459.8		420.0	2,130.6		1,272.0		245.7
SAMSUNG LCD HDTV	H511	4,789.8	4,037.6	311.9		440.4							
SAMSUNG TV	H511	28,523.0	1,159.8			205.6		19,872.5	299.5	6,985.6			
SAMSUNG VIGNETTE	H511	531.7						400.0	107.3		24.4		
SHARP HD LCD TV	H511	394.0				394.0							
SLING SLINGBOX ELECT DEVICE	H511	1,730.5							403.8		32.5	1,247.0	47.2
SONY BLU-RAY DISC PLAYER	H511	5,092.0	4,766.4	264.1	61.5								
SONY HANDYCAM CAMCORDER	H511	8,589.9	1,663.9			99.0		5,560.3	38.1		1,228.6		
SONY HANDYCAM DIGITAL CAMCORDER	H511	1,633.0	1,451.9			181.1							
SONY HDCAM SR CAMCORDER	H511	4,670.8	4,670.8										
SONY HDTV DIGITAL TV	H511	3,045.9	2,016.5		92.4	937.0							
SONY SXRD TV	H511	550.1			222.9	254.2			73.0				
SONY TV	H511	25,388.4	2,292.7		479.5	419.9		18,147.6	220.5	1,657.9	472.8		1,697.6
TIVO DIGITAL RECORDER	H511	11,852.6	3,590.7					705.7		7,014.4	300.0		241.7
TOSHIBA DVD PLAYER	H511	996.0				285.8		86.2	339.9		284.2		
TOSHIBA HD DVD PLAYER	H511	18,102.3	1,963.8			3,343.3		4,802.6	2,499.0	252.5	4,515.7		725.4
TOSHIBA TV	H511	1,590.5	262.0		153.9	497.5			293.6		383.5		
TOSHIBA VIDEO EQUIP	H511	319.0											319.0
VIZIO PLASMA TV	H511	14,908.7	565.5					7,360.4	1,071.2	4,911.7		1,000.0	
WESTINGHOUSE TV	H511	250.4							250.4				
ALTEC LANSING SPEAKERS	H512	436.8	436.8										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
APPLE IPOD MP3 PLAYER	H512	46,802.4				311.5	1,645.1	36,852.0	1.3		7,992.5		
APPLE IPOD MP3 PLAYER & NIKE SHOES	H512	6,891.1						4,666.5	215.3		2,009.3		
APPLE IPOD NANO MP3 PLAYER	H512	33,960.1	2,946.4	362.5				25,240.6	28.1		5,382.5		
APPLE IPOD TOUCH MP3 PLAYER	H512	22,860.0	1,566.6					19,295.7	0.0		1,997.7		
BANG & OLUFSEN BEOLAB SPEAKERS	H512	497.4	497.4										
BANG & OLUFSEN STEREO	H512	825.4			222.1	603.3							
BOSE ACOUSTIC WAVE MUSIC SYSTEM	H512	444.3		324.9	77.4								42.0
BOSE AUDIO EQUIP	H512	7,386.4		256.9	5,944.0	793.9							391.6
BOSE COMPANION SPEAKER SYSTEM	H512	381.0	354.6		26.4								
BOSE HEADPHONES	H512	1,164.9	1,114.4		50.5								
BOSE IN EAR HEADPHONES	H512	441.8	73.7		191.1		177.0						
BOSE QUIETCOMFORT 3 HEADPHONES	H512	2,846.9			2,846.9								
BOSE RADIO & HEADPHONES	H512	2,447.1			1,304.0	1,143.1							
BOSE SOUNDOCK DIGITAL MUSIC SYSTEM	H512	13,025.6	11,734.6	486.0		648.7	156.3						
BOSE WAVE MUSIC SYSTEM	H512	2,127.0	1,725.9		401.2								
COBY MP3 PLAYER	H512	1,371.0	1,371.0										
DEFINITIVE TECHNOLOGY SPEAKERS	H512	1,901.8	1,901.8										
EPHPHONE AUDIO EQUIP & GUITARS	H512	382.5							236.1		146.5		
ETON RADIO	H512	3,102.0	897.4		419.0	1,785.5							
IHOME AUDIO EQUIP	H512	1,280.7									1,280.7		
IHOME CLOCK RADIO	H512	2,662.7									2,662.7		
JBL AUDIO EQUIP	H512	329.4	329.4										
KEF SPEAKERS	H512	1,760.3	1,760.3										
KLIPSCH EARPHONES	H512	431.4	431.4										
KLIPSCH SPEAKERS	H512	280.1	280.1										
MATTTEL BARBIE GIRL MP3 PLAYER	H512	2,351.0						304.0	0.1		2,046.9		
MAXELL AUDIO EQUIP & BATTERIES	H512	841.2					841.2						
MAXELL IPOD ACCESSORIES	H512	356.7	356.7										
ONKYO AUDIO EQUIP	H512	262.9	262.9										
ONKYO STEREO RECEIVER	H512	397.4	397.4										
PANASONIC HEADPHONES	H512	1,141.5	338.2					758.6			44.6		
PARADIGM SPEAKERS	H512	909.4	909.4										
POLKAUDIO.COM ONLINE	H512	302.4	302.4										
RUSSOUND AUDIO EQUIP	H512	291.5	291.5										
SANDISK SANDA SHAKER MP3 PLAYER	H512	1,700.6									1,700.6		
SANSA RHYPSODY MP3 PLAYER	H512	327.1	327.1										
SHURE EARPHONES	H512	747.5	747.5										
SONY HEADPHONES	H512	4,003.5	2,037.9			1,965.6							
SONY NOISE CANCELING HEADPHONES	H512	1,393.6	1,393.6										
TRIAD SPEAKERS	H512	353.3	353.3										
YAMAHA DIGITAL SOUND PROJECTOR	H512	601.6	601.6										
ZUNE MP3 PLAYER	H512	37,084.4	14,905.4		4,424.8	726.6		1,088.0	6,988.1		8,658.4		293.0
ALPINE CAR AUDIO SYSTEM	H513	620.2	620.2										
BOSE CAR STEREO	H513	972.0	972.0										
BOSE MEDIA SYSTEM CAR STEREO	H513	955.6	955.6										
ECLIPSE AUDIO VISUAL/NVGTN SYS	H513	1,176.9	1,176.9										
JVC MOBILE ENTERTAINMENT SYS	H513	555.1	555.1										
PIONEER CAR CD PLAYER & STEREO	H513	268.2	268.2										
PIONEER CAR SPEAKERS	H513	688.0	688.0										
PIONEER CAR STEREO	H513	768.7	768.7										
PIONEER CD RECEIVER	H513	414.9	414.9										
PIONEER DVD NAVIGATION SYS	H513	2,022.8	2,022.8										
STRADA MOBILE NAVIGATION SYSTEM	H513	367.2	367.2										
TRIFECTA Y2 CAR AUDIO EQUIP	H513	625.6	625.6										
APPLE TV REMOTE CONTROL WRLS SYS	H519	12,067.3						10,257.4			1,809.9		
B2 MIJAM ELECT INSTR & ACCESS	H519	641.3									641.3		
BOSE ELECTRONIC ENTER EQUIP	H519	2,484.0	110.9		1,196.9		1,176.2						
BOSE HOME THEATER SYSTEM	H519	557.1			271.3	285.8							
BOSE LIFESTYLE HOME THEATER SYSTEM	H519	372.6	344.7		27.9								
DIGITAL BLUE DISNEY MX-MX DGTL/PLY	H519	561.0									561.0		
JVC ELECTRONIC ENTER EQUIP	H519	1,536.7					1,536.7						
MOTOROLA ELECTRONIC ENTER EQUIP	H519	543.0					543.0						

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MOXI MEDIA CENTER SYSTEM	H519	781.4	781.4										
PANASONIC ELECTRONIC ENTER EQUIP	H519	4,805.7			991.1	485.4	986.4	132.4	1,530.0		63.0		617.2
PHILIPS ELECTRONIC ENTER EQUIP	H519	562.8	37.2			525.6							
PIONEER ELECTRONIC ENTER EQUIP	H519	334.8	326.6		5.2		3.0						
RIP ROAR ELECTRONIC CREATION STN	H519	449.6							35.8		413.8		
SAMSUNG ELECTRONIC ENTER EQUIP	H519	5,320.1				2,467.2	2,418.2						434.6
SAMSUNG HOME THEATER SYS&LCD TV	H519	1,397.5	1,293.5	104.0									
SHARP ELECTRONIC ENTER EQUIP	H519	1,018.0			15.4		941.4						61.1
SONY ELECT ENTER EQUIP &VAIO CMPTR	H519	1,961.7	1,961.7										
SONY ELECTRONIC ENTER EQUIP	H519	11,136.0			4,390.9	1,375.3	5,098.3		10.1				261.4
SONY READER	H519	7,454.8	2,023.2		1,371.4	4,060.2							
TOSHIBA ELECTRONIC ENTER EQUIP	H519	544.6					544.6						
YAMAHA HOME THEATER SYSTEM	H519	269.7	269.7										
HD DVD DVDS	H520	2,839.4	2,495.2	228.7					115.6				
MAXELL CD & DVD RECORDABLE DISC	H520	666.1	666.1										
MAXELL RECORDABLE DVD	H520	754.9	243.2					206.8			304.9		
SONY BLU-RAY RECORDABLE DISC	H520	1,534.3	1,534.3										
5 POINTS KASSIE DEPAIVA I WNT/YOU	H531	310.7	298.5					12.2					
ADA RECORDS VAR RECORDINGS	H531	252.0	252.0										
AFTERMATH 50 CENT CURTIS RC	H531	384.1				16.1					368.0		
ARISTA ANNIE LNX SNGS/MS DSTRCT	H531	560.9	462.4						16.2		82.3		
ARISTA CARRIE UNDRWD CRNVL RD	H531	754.5	754.5										
ARISTA SANTANA ULTIMATE SNTN RC	H531	1,238.6	1,232.1						3.8		2.7		
BLUE NOTE NORAH JONES NOT/LATE RC	H531	266.9	196.3						57.9		12.8		
BRAINCANDY SERIES RECORDINGS&VIDEOS	H531	580.5	580.5										
CAPITOL BEATLES LOVE RECORDINGS	H531	290.4	290.4										
CAPITOL KEITH URBAN GREATEST HTS	H531	251.4	37.2	114.3				13.0	5.5		81.4		
CASABLANCA MIKA LIFE/CARTOON MOTION	H531	275.5							4.6		270.9		
CHERRY TREE FEIST/REMINDER RC	H531	268.7	84.0					6.6	6.4	79.9	91.9		
COLUMBIA BEYONCE BDAY RECORDING	H531	354.8	75.9								278.9		
COMPLETE NEW YORKER VIDEO	H531	2,097.8	2,097.8										
DANE COOK RGH/EDGS/GRDN RECORDINGS	H531	785.4	576.3								209.1		
DEF JAM RIHANNA GOOD GIRL/BAD RC	H531	298.8	216.5								82.3		
DISNEY HANNAH MT2 MEET MLY CYRS	H531	560.8	321.7				104.4				134.6		
DISNEY HIGH SCH MSCL 2 SNDTRCK	H531	768.4	268.8				139.0	17.4			343.1		
DISNEY VAR RECORDINGS	H531	491.8	491.8										
EMI CAPITOL NOW THATS WHAT/CL MSC 26	H531	646.0					10.0	28.6	5.3		602.2		
EMI TELEVISA MUSIC AB QNTNL/KMB ALST	H531	698.4						611.8			86.6		
EMI TELEVISA MUSIC BELINDA UTOPIA RC	H531	497.5						394.7			102.8		
EMI TELEVISA MUSIC INTOCABLES CRC/CM	H531	555.8						444.9			110.8		
EMI TELEVISA MUSIC JUAN/GR/LV/CRZN	H531	458.6						376.0			82.5		
EMI TELEVISA MUSIC RBD CELESTIAL RC	H531	324.3						240.7			83.7		
EPIC DURAN DURAN RD CRPT MSCR	H531	372.3	372.3										
FANTASY JOHN FOGERTY REVIVAL RC	H531	261.8	167.2					25.5		54.8	14.4		
FONOVIDA LOS TEMERARIOS RCRDS/ALM	H531	348.6						282.9		65.7			
FONOVIDA VAR RECORDINGS	H531	298.7						163.4		135.3			
GEFFEN MARY J BLIGE GRWNG PNS	H531	449.2	363.0								86.3		
HEAR MUSIC PAUL MORTNY MRV ALMST FL	H531	402.6	177.9		84.4		32.1	69.9		38.4			
HICKORY ELLIOTT YAMIN RECORDINGS	H531	498.6	62.4					21.5		414.7			
INTERSCOPE NICOLE SCHRZNKR HR/NCL	H531	453.4	453.4										
INTERSCOPE ROBIN THICKE EVLTN/RBN T	H531	450.9	435.4								15.5		
INTERSCOPE TIMBALAND PRSNTS SHCK VL	H531	329.6	229.2								100.4		
ISLAND FALL OUT BOY INFNTY/HGH	H531	461.9	208.8								253.1		
J RECORDS ALICIA KEYS AS I AM RC	H531	1,359.0	1,345.9								13.1		
JIVE BRITNEY SPEARS BLACKOUT	H531	300.6							35.8		264.8		
JIVE CHRIS BROWN EXCLUSIVE RC	H531	358.1						3.8		354.4			
JIVE JORDIN SPARKS RECORDINGS	H531	505.8								476.5	29.3		
LYRIC STREET RASCAL FLATTS STILL/GD	H531	537.7	87.9				111.3	27.7	21.6	261.7	27.5		
MERCURY NASHVILLE BON JOVI/HGHWY RC	H531	1,588.3	1,470.7					24.9		89.3	3.4		
MOTOWN VANESSA CRLTN HRS&THVS	H531	267.9	228.2							39.7			
NICK RECORDS SPNGB SQRPNTS/BST DY EV	H531	478.2								478.2			
NICK RECORDS WONDER PETS RECORDINGS	H531	568.9								568.9			

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NICKELODEON NICK KIDS CHOICE RC	H531	367.2							30.1		367.2		
OCTANE MAROON 5 IT WONT/SN/LNG	H531	404.4									374.4		
RCA AVRIL LVGN BST/THNG RC	H531	1,391.8	1,286.6								105.1		
RCA FOO FIGHTERS ECHOES/GRC	H531	282.2	279.3						3.0				
RCA KATHARINE MCPHEE RC	H531	346.9						11.4	107.4	45.4	165.0	17.6	
RCA VELVET REVOLVER LIBERTAD	H531	349.7	201.1								148.5		
REPUBLIC AMY WINEHOUSE BACK/BLACK	H531	649.5							23.5		626.0		
RHINO VAR RECORDINGS	H531	345.3	345.3										
ROADRUNNER STONE SOUR COME WHAT/MAY	H531	274.2	198.0								76.2		
ROC-A-FELLA JAY-Z AMER GNGSTR RC	H531	352.8	145.2								207.6		
SONY CELINE DION TAKING CHNCS	H531	362.4				69.1		67.6	66.2		159.5		
SONY NAKED BROS BAND RC	H531	1,623.9									1,542.1	81.8	
SONY PAUL POTTS ONE CHANCE RC	H531	461.7	93.6					59.2	144.7		164.2		
SONY TONY BNT DTS/AMER CLSC	H531	820.3	524.8					11.4	107.0		177.1		
SONY VAR RECORDINGS	H531	656.2	145.2	114.4		207.8	63.1				9.4	116.4	
TVT CRUNK HITS VOLUME 4 RC	H531	446.5									446.5		
UNIVERSAL COLBIE CAILLAT COCO RC	H531	447.5									447.5		
UNIVERSAL ELTON 60&ROCKET MAN/ONES	H531	871.5	871.5										
UNIVERSAL JOSE FELICIANO Y AMIGOS	H531	487.5							334.1		153.3		
UNIVERSAL MUSIC GROUP VAR RECORDINGS	H531	2,177.2	545.4	176.9		1,167.1	283.7						4.1
UNIVERSAL VAR RECORDINGS	H531	559.0	448.5			66.0	2.3		4.7			37.5	
UNIVISION AK7 EL AVION DE LAS TRES	H531	314.2							220.9		93.3		
UNIVISION BACHATA #1S RECORDINGS	H531	275.6							1.9		273.7		
UNIVISION EL TIGRILLO PALMA RC	H531	445.4							445.4				
UNIVISION IVY QUEEN SENTIMIENTO RC	H531	369.5	53.9						1.6		314.0		
UNIVISION LOS HRCNS/NRT/CRDS/PLCL	H531	255.2							255.2				
UNIVISION LOS TUCANES/TJN AMNT/BN	H531	299.7							299.7				
UNIVISION LOST CITY SOUNDTRACK	H531	367.0							367.0				
UNIVISION VAR RECORDINGS	H531	991.8							812.0		179.8		
VENE MUSIC LUPILLO RVR ENTR CP/BTLS	H531	394.0							304.1		89.9		
VENE MUSIC TIERRA CALI ENAMORADO/TI	H531	252.6							222.5		30.2		
VIRGIN KORN RECORDING	H531	279.2	134.1								123.3		21.8
WALT DISNEY VAR RECORDINGS	H531	1,304.2	106.5									1,197.7	
WARNER BROS FAITH HILL THE HITS RC	H531	282.2	138.7					44.2	3.9		95.4		
WARNER BROS INSTANT KARMA/SAVE DRFR	H531	376.8	203.6					56.0	35.3		81.9		
WARNER BROS VAR RECORDINGS	H531	258.3	229.2				5.9					23.3	
WIND-UP FINGER ELEVEN THEM/YOU/M	H531	470.8	150.8						46.7		273.3		
WIND-UP SEETHER ONE COLD NIGHT	H531	285.1	285.1										
10 MINUTE SOLUTION VIDEO	H532	477.1	477.1										
1408 VIDEO	H532	4,118.8	145.2					1,618.5	68.5	966.6	1,320.0		
20TH CENTURY FOX VAR VIDEOS	H532	2,613.5	2,601.5		12.1								
24 SERIES VIDEOS	H532	1,304.1	290.4					136.4	24.9	36.8	815.7		
28 WEEKS LATER VIDEO	H532	1,001.0						394.4			606.6		
3:16 STORIES OF HOPE VIDEO	H532	352.7	352.7										
300 VIDEO	H532	9,823.5	78.8					4,041.1	442.9	873.3	4,387.4		
A GOOD YEAR VIDEO	H532	1,716.6						1,152.8			563.8		
AC/DC PLUG ME IN VIDEOS	H532	347.9	201.1								146.7		
ADVENTURES/INDN JNS SRS VIDEOS	H532	251.2	251.2										
AFTER DARK HORRORFEST VAR VIDEOS	H532	1,001.8						4.8			997.0		
AL OTRO LADO VIDEO	H532	4,418.7							4,178.8		239.9		
AMAZING GRACE MOVIE VIDEO	H532	1,947.0						996.7	48.3	95.7	806.3		
AMERICAN GANGSTER SERIES VIDEOS	H532	393.4									393.4		
AMERICAN PIE 6 VIDEO	H532	709.9											709.9
AMERICAN PIE/BETA HOUSE VIDEO	H532	5,443.7						2,029.9	14.3	1,075.9	2,323.6		
AMOR REAL VIDEO	H532	412.3							390.6		21.7		
ANCHOR BAY ENTER VAR VIDEOS	H532	1,344.6	1,164.3	180.3									
ANDY GRIFFITH SHOW SRS VIDEOS	H532	336.0	108.6	227.4									
APOCALYPTO VIDEO	H532	3,493.6						2,493.2	43.0		957.4		
ARCTIC TALE VIDEO	H532	388.9	388.9										
ARE WE DONE YET VIDEO	H532	3,422.1	228.9					1,464.0	150.1	385.5	1,100.1	93.5	
ARTHUR & THE INVISIBLES VIDEO	H532	686.1							247.2	0.0	278.1	160.8	
ASTRONAUT FARMER VIDEO	H532	331.3	26.6								304.7		

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
AVATAR/LAST ARBNDR VOL 1 VIDEO	H532	470.5									470.5		
AVATAR/LAST ARBNDR VOL 3 VIDEO	H532	700.6									700.6		
AVATAR/LAST ARBNDR/VOL 2 VIDEO	H532	751.8	81.0								670.7		
AWAY FROM HER VIDEO	H532	268.9	268.9										
BABEL VIDEO	H532	1,309.2	259.7		3.7	22.1		569.2			454.5		
BABY EINSTEIN DSCVRNG SH VIDEO	H532	942.0						288.7	43.7	245.0	364.7		
BABY EINSTEIN LULLABY TM VIDEO	H532	1,656.1	25.8					566.8	0.6	4.4	1,058.4		
BABY EINSTEIN MY/SIGNS VIDEO	H532	2,475.7						1,133.4	12.1	244.7	1,085.6		
BABY EINSTEIN VAR VIDEOS	H532	1,113.4	880.8					14.7	2.7	26.5	188.7		
BACKYARDIGANS INTO/DEEP VIDEO	H532	351.0	351.0										
BACKYARDIGANS MVRS&SHKRS VIDEO	H532	391.8	391.8										
BACKYARDIGANS SUPER/SPY VIDEO	H532	760.9	407.4								353.5		
BALLS OF FURY VIDEO	H532	2,727.9						740.4	4.6	336.7	1,646.2		
BAND OF BROS VIDEO	H532	802.5									802.5		
BARBIE FAIRYTOPIA MGC/RN VIDEO	H532	3,511.7						1,499.2	0.5	16.6	1,995.5		
BARBIE/ISLAND PRINCESS VIDEO	H532	2,686.4						481.8	6.5	391.5	1,806.7		
BARNEY LETS GO/FIRE HS &WGLS RCNG/RN	H532	349.4							349.4				
BBC VAR VIDEOS	H532	754.7	754.7										
BBC VIDEO VAR VIDEOS	H532	821.0	821.0										
BELIEVERS VIDEO	H532	321.8							4.7	85.1	232.0		
BEN 10 SERIES VIDEOS	H532	681.4									681.4		
BEVERLY HILLS 90210 SRS &MLRS PLC/VD	H532	613.1							11.1	351.0	251.0		
BEVERLY HILLS 90210 SRS VIDEOS	H532	621.0	368.2						0.0	41.2	211.6		
BILLY&MANDYS BIG BGY ADV VIDEO	H532	311.5									311.5		
BLACK XMAS UNRATED VIDEO	H532	894.7						125.2	55.4	115.7	598.4		
BLADE HOUSE OF CHTHON VIDEO	H532	409.3									409.3		
BLADE RUNNER/FINALCUT VIDEOS	H532	2,116.2						307.4	5.2	192.4	1,611.2		
BLADERUNNER VIDEO	H532	251.6	72.0								179.6		
BLADES OF GLORY VIDEO	H532	6,598.2	466.2					2,779.8	67.4	289.4	2,647.2		348.1
BLOOD DIAMOND VIDEO	H532	2,496.1						1,287.0	18.5		1,190.6		
BOBBY VIDEO	H532	815.2						401.5	38.9	144.9	230.0		
BORAT VIDEO	H532	7,045.9	711.9					3,210.9	412.4	41.4	2,448.2		221.1
BOURNE ULTIMATUM VIDEO	H532	10,864.7	149.2	266.4		168.6		5,089.6	18.3	736.0	3,574.4		862.1
BRATZ FASHION PIXIES VIDEO	H532	1,712.6	286.9					429.6	0.2		845.9	150.0	
BRATZ KDZ SLP OVR ADVNTR VIDEO	H532	851.3	354.7					163.1	0.7		332.8		
BRATZ SUPER BABYZ VIDEO	H532	387.3						58.9	6.4		322.1		
BRATZ THE MOVIE VIDEO	H532	1,359.1						185.9	0.2		1,048.0	125.0	
BREACH VIDEO	H532	2,716.0						1,230.2	10.9	169.4	1,305.5		
BRIDGE TO TERABITHIA VIDEO	H532	6,420.5						3,615.2	24.5	435.4	2,224.4	121.0	
BRING IT ON 4 VIDEO	H532	471.6											471.6
BRING IT ON IN IT/WIN IT VIDEO	H532	3,645.8						1,191.5	67.5	705.1	1,681.7		
BROKEN BRIDGES VIDEO	H532	1,019.7	296.3					172.7	101.0		363.4		86.3
BRONX IS BURNING SERIES VIDEO	H532	2,079.1	377.0		59.2						1,642.9		
BROTHERS & SISTERS SRS VIDEOS	H532	939.0						127.5	6.6	259.5	545.4		
BUENA VISTA HOME VIDEOS VAR VIDEOS	H532	997.2	233.5			80.5	391.1					292.0	
BUG MOVIE VIDEO	H532	389.7						65.9	0.2		323.6		
BUG VIDEO	H532	260.9						33.9	0.8		226.2		
BUSCANO A LETI VIDEO	H532	5,661.4							5,661.4				
CAN-CAN VIDEO	H532	284.0	139.9	144.1									
CAPTIVITY VIDEO	H532	264.5									264.5		
CARS VIDEO	H532	930.6									930.6		
CASINO ROYALE VIDEO	H532	9,924.4	858.2					6,728.2	23.8	667.2	1,646.9		
CASPERS SCARE SCHOOL VIDEO	H532	387.5	199.9					106.2	0.0		81.3		
CATCH & RELEASE VIDEO	H532	2,278.4	826.2					429.2	28.0	515.8	479.2		
CELEBRATION OF GOSPEL VIDEO	H532	262.9									262.9		
CHARLOTTES WEB MOVIE VIDEO	H532	6,308.8						3,238.2	2.8	495.8	2,572.0		
CHARLOTTES WEB VIDEO	H532	1,352.7	1,062.6										290.1
CHARMED SERIES VIDEOS	H532	493.3									493.3		
CHILDREN OF MEN VIDEO	H532	2,933.2						1,548.1	8.5	11.3	1,204.6		160.7
CHILL OUT SCOOBY-DOO VIDEO	H532	375.5						213.0	22.6	29.4	110.5		
CHRISTMAS TV FAVORITES VIDEOS	H532	968.9						497.1			471.8		
CINDERELLA III A TWST/TM &PTR PN/VDS	H532	725.5						273.4	1.4	209.9	240.8		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CINDERELLA III A TWST/TM VIDEO	H532	10,199.3					184.5	6,041.1	580.8	953.6	2,439.3		
CINDERELLA VIDEO	H532	773.8						303.8	0.0		358.5		111.5
CINEMA GREATS COLLECTION VIDEOS	H532	288.1	288.1										
CLIFFORD/BIG RED DOG SRS VIDEO	H532	567.1	567.1										
CLOSE ENCOUNTERS3RD KND VIDEO	H532	288.5				186.1					102.3		
CODE NAME: THE CLEANER VIDEO	H532	373.5									373.5		
COLLEGE HILL SERIES VIDEO	H532	836.7									836.7		
CONDENMED VIDEO	H532	1,541.5	438.6					569.0	39.6	71.1	396.0		27.3
COVENANT VIDEO	H532	716.8						499.8	2.1	43.5	171.4		
CRANK VIDEO	H532	2,091.9						1,048.5	4.3	113.0	757.9		168.2
CRITERION COLLECTION VAR VIDEOS	H532	629.4	138.1	437.6		53.7							
CROSSOVER VIDEO	H532	692.4						241.7	2.5	190.5	257.8		
CSI MIAMI & CSI NY&CSI SERIES VDS	H532	890.9							2.3	134.6	754.0		
CSI MIAMI SERIES VIDEOS	H532	618.1	34.2					0.0	10.6		573.3		
CSI SERIES VIDEOS	H532	320.0	320.0					0.0					
CURSE/GOLDEN FLOWER VIDEO	H532	1,082.9	93.6					544.5	53.2	57.6	334.0		
DANCING/STARS CARDIO DNC VIDEO	H532	391.2	391.2										
DEADWOOD SERIES VIDEOS	H532	2,582.5	700.8			168.6		870.7	34.3		808.0		
DEATH PROOF VIDEO	H532	1,850.0						640.8	54.5	233.9	707.1		213.7
DECK THE HALLS VIDEO	H532	2,572.0						796.7	1.1	215.7	1,558.5		
DEJA VU VIDEO	H532	5,830.1						3,845.9	11.7	288.5	1,684.0		
DELIVERANCE VIDEO	H532	306.8	306.8										
DELTA FARCE VIDEO	H532	1,232.2		324.9				50.0	3.1	181.7	643.5		29.1
DENISE AUSTIN VAR VIDEOS	H532	574.4	574.4										
DENNIS THE MENACE XMAS VIDEO	H532	312.3									312.3		
DEPARTED VIDEO	H532	10,770.9	483.3	352.2				6,714.4	672.4	559.0	1,989.7		
DESPERATE HOUSEWIVES SRS VIDEOS	H532	742.8							5.8	247.2	489.8		
DIRT SERIES VIDEO	H532	652.1	288.6						7.3	117.6	238.6		
DISNEY PRNCS ENCHNTD TLS VIDEO	H532	3,233.2	532.8					701.0	5.2	265.7	1,728.5		
DISTURBIA VIDEO	H532	2,964.1	196.5					1,202.2	193.6	362.8	751.4		257.6
DOA DEAD OR ALIVE VIDEO	H532	321.2							18.2	0.3	83.7	218.9	
DOCTOR STRANGE VIDEO	H532	558.9								3.8	89.3	465.9	
DONNIE BRASCO & REVENGE VIDEOS	H532	318.9	318.9										
DORA/EXPLORER MSCL SCH D VIDEO	H532	335.7	335.7										
DORA/EXPLORER PUPPY PWR VIDEO	H532	294.2	294.2										
DORA/EXPLORER SVS/MRMDs VIDEO	H532	410.5						51.9	0.0		358.6		
DORA/EXPLR DR SVS/MRMDs VIDEO	H532	416.5	340.8								75.7		
DRAGONBALL Z SERIES VIDEOS	H532	339.8	248.9								90.9		
DREAMGIRLS VIDEO	H532	7,040.8	897.3					3,755.3	538.2	413.4	1,153.1		283.6
DREAMWORKS VAR VIDEOS	H532	307.1	290.0		17.1								
DUKES/HAZZARD/BEGINNING VIDEO	H532	1,674.5	40.6					481.6	10.8	62.1	1,079.4		
EASTERN PROMISES VIDEO	H532	2,444.6						1,109.1	0.2	62.9	1,272.5		
ED EDD N EDDY SERIES VIDEOS	H532	265.6									265.6		
EDDIE MURPHY DELIRIOUS VIDEO	H532	1,270.2						140.0	9.5	1,120.7			
EL CANTANTE VIDEO	H532	464.2	133.1						117.8				213.3
EL CORRIDO DE LOS PEREZ VIDEO	H532	251.4								251.4			
ELF & NATIVITY STORY VIDEOS	H532	323.0	323.0										
ELVIS VAR VIDEOS	H532	314.7	314.7										
EMPLOYEE OF THE MONTH VIDEO	H532	1,851.1						674.9	7.4	321.1	818.0		29.8
ENTOURAGE SERIES VIDEOS	H532	759.8							43.0		716.9		
EPIC MOVIE UNRATED VIDEO	H532	1,634.0						606.0	0.2	36.7	991.1		
ERAGON VIDEO	H532	6,308.8						3,594.1	338.4	115.2	2,261.1		
EVAN ALMIGHTY VIDEO	H532	3,511.3	24.1					1,576.5	2.4	355.9	1,473.4		54.2
EVERYBODY LOVES RMND SRS VIDEOS	H532	2,598.9	1,265.2						10.3	952.3	371.1		
EX VIDEO	H532	281.1								19.6		261.5	
FACING THE GIANTS VIDEO	H532	495.6		485.4							10.2		
FAMILY GUY SERIES VIDEOS	H532	824.8	40.6					138.1	6.4	124.2	515.5		
FAMILY TIES SERIES VIDEOS	H532	284.6	177.1								107.5		
FANTASTIC 4 RS/SLVR SRFR VIDEO	H532	6,784.9						3,408.1	248.1		3,128.7		
FIFA MUNDIAL VIDEO	H532	603.9								603.9			
FIREHOUSE DOG VIDEO	H532	1,276.9						386.4	0.3		733.2		157.0
FIT PREGNANCY MAGAZINE VAR VIDEOS DR	H532	470.1	470.1										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FLAGS OF OUR FATHERS VIDEO	H532	1,434.9						1,019.5	0.0		415.4		
FLICKA VIDEO	H532	2,939.7						1,018.0	686.0	119.6	1,116.1		
FLUSHED AWAY &1000 SING N SLUGS VDS	H532	324.9		324.9									
FLUSHED AWAY VIDEO	H532	7,975.8	1,066.4	638.6				3,482.8	5.5	486.2	2,184.6	111.7	
FLYBOYS VIDEO	H532	1,699.2						759.2	206.4	21.7	711.8		
FLYWHEEL VIDEO	H532	261.5		261.5									
FOR YOUR CONSIDERATION VIDEO	H532	333.2						239.2			94.0		
FORD AT FOX VIDEOS	H532	662.0	410.4	251.6							768.2	47.0	
FOSTERS HOME/IMGNRY/SRS VIDEOS	H532	815.2											
FOX SEARCHLIGHT VAR VIDEOS	H532	290.4	290.4										
FOX VAR VIDEOS	H532	537.9	352.9		2.2	119.8	62.9						
FRACTURE VIDEO	H532	1,725.5	516.3					259.0			950.1		
FRAY MARTIN DE PORRES VIDEO	H532	2,235.6							2,143.2		92.4		
FREEDOM WRITERS VIDEO	H532	1,202.7						559.3	6.3	206.3	430.8		
FULL HOUSE SERIES VIDEOS	H532	992.4	304.7					92.4	2.1	113.7	479.6		
FUR VIDEO	H532	393.0	393.0										
GANDHI VIDEO	H532	335.0	335.0										
GENIUS VAR VIDEOS	H532	521.6	521.6										
GEORGIA RULE VIDEO	H532	1,650.5						600.1	6.5	395.0	648.9		
HOST RIDER VIDEO	H532	6,692.2	290.4					3,590.2	56.9	560.8	1,749.0	445.0	
HOST VIDEO	H532	496.1	434.2							23.8	38.1		
GILMORE GIRLS SERIES &OC SERIES VDS	H532	577.2	577.2										
GILMORE GIRLS SERIES VIDEOS	H532	1,541.2						798.4			742.8		
GO DIEGO GO/GREAT JGR RS VIDEO	H532	511.0	126.3					90.7	0.0		293.9		
GO DIEGO GO/SFR RSC VIDEO	H532	647.8	203.7					167.0			277.1		
GO DIEGO GO/SING ALONG VIDEO	H532	498.5	498.5										
GOLF DIGEST MAGAZINE VAR VIDEOS DR	H532	538.5	538.5										
GOMER PYLE SERIES VIDEOS	H532	298.4	33.5	238.2					0.1		26.7		
GOOD SHEPHERD VIDEO	H532	4,842.4						3,014.4	1.1	67.9	1,598.2	160.7	
GRACIE VIDEO	H532	496.6	224.0								272.6		
GRADUATE VIDEO	H532	358.8	358.8										
GREYS ANATOMY SERIES VIDEOS	H532	1,442.2						303.7	5.5	285.0	848.0		
GRIDIRON GANG VIDEO	H532	3,928.1	93.6					2,801.9	119.0	311.0	602.6		
GRIM ADVNTRS/BLY&MNDY SR VIDEOS	H532	281.9									281.9		
GRUDGE 2 VIDEO	H532	2,588.9						1,581.4	9.7	317.9	679.9		
GUARDIAN VIDEO	H532	4,683.9	353.9					3,233.6	18.1	172.5	844.9	60.8	
HAIRSPRAY VIDEO	H532	4,709.5	1,017.6					1,908.1	69.9		1,713.9		
HALLOWEEN UNRATED VIDEO	H532	3,870.8						1,239.3	76.0	1,153.0	1,402.5		
HANNAH MNTN LFS WHT/IT &JHNY/BCK/BRD	H532	541.3									541.3		
HANNAH MT POP STAR PRFL VIDEO	H532	530.9							2.5	89.1	224.1	215.1	
HANNIBAL RISING VIDEO	H532	579.1						339.3	13.2	47.9	178.7		
HAPPILY NEVER AFTER VIDEO	H532	1,840.2	145.0					735.1	4.5		860.4	95.3	
HAPPY FEET & POLAR EXPRESS VIDEOS	H532	2,552.0	724.3	672.6				740.3	1.1	228.3	185.5		
HAPPY FEET VIDEO	H532	13,615.1	383.9					7,400.7	346.9	2,178.6	2,955.0	350.0	
HARRY POTTER VIDEOS	H532	576.4	576.4										
HARRY POTTER&/ORDER/PHNX &FRD CLS MV	H532	1,835.7						1,139.8	6.1	409.3	280.6		
HARRY POTTER&/ORDER/PHNX VIDEO	H532	11,617.3	164.5	840.6				6,228.2	83.0	1,922.8	2,378.3		
HARRY POTTER/CLCTN GFTST VIDEOS	H532	1,587.4						652.8	0.7		933.8		
HARSH TIMES VIDEO	H532	303.8							16.2	0.5	110.6	176.5	
HAWAII FIVE-O SERIES VIDEOS	H532	256.0									256.0		
HBO COMEDY VIDEO	H532	713.3	713.3										
HBO VAR VIDEOS	H532	3,029.8	189.1					1,502.9	35.6		1,302.2		
HE SIMPSONS VIDEO	H532	278.2										278.2	
HERMIE&FRIENDS HERMIE &BUZBY VIDEOS	H532	368.2	368.2										
HEROES SERIES VIDEOS	H532	2,357.0						251.0	44.6	219.6	1,776.8	65.1	
HIGH SCH MSCL 2 EXTN ED VIDEO	H532	255.9	255.9										
HIGH SCHOOL MUSICAL 2 VIDEO	H532	5,908.0						3,257.9	4.9	250.4	1,871.2	163.8	359.8
HIGH SCHOOL MUSICAL VIDEO	H532	258.7							3.3		243.0	12.4	
HILLS HAVE EYES 2 UNRTD VIDEO	H532	683.0						231.3	2.0	32.9	416.7		
HILLS SERIES VIDEO	H532	1,224.7	545.1						113.5			566.1	
HIT ENTERTAINMENT VAR VIDEOS	H532	325.5	325.5										
HOAX VIDEO	H532	735.6									735.6		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
HOGANS HEROES SERIES VIDEOS	H532	558.6	370.1	188.6										
HOLIDAY VIDEO	H532	4,810.9	955.4					2,564.0	14.0	608.8	668.7			
HOLLY HOBBIE&FRNDS/ADVNT VIDEO	H532	305.3	78.3					142.9	1.8		82.3			
HOLLYWOODLAND VIDEO	H532	1,121.8						0.0			1,121.8			
HOME OF THE BRAVE VIDEO	H532	832.4						382.7	0.1		449.7			
HOSTEL II VIDEO	H532	1,263.7						846.3	2.5	172.8	242.1			
HOT FUZZ VIDEO	H532	2,269.2						16.0	10.9	351.4	1,650.4		240.5	
HOUSE MD SERIES VIDEOS	H532	423.5						65.6			357.9			
HOW TO GET RICH/RE/CO VAR RECORDINGS	H532	833.1		833.1										
I KNOW WHO KILLED ME VIDEO	H532	375.3									375.3			
I LOVE LUCY SERIES VIDEOS	H532	768.7	696.9								71.7			
I NOW PRONOUNCE/CHCK&LRY VIDEO	H532	3,874.2						2,038.2	2.9	325.0	1,508.2			
I THINK I LOVE MY WIFE VIDEO	H532	1,444.0						459.8	53.8	170.8	759.7			
ILLUSIONIST VIDEO	H532	2,245.6	282.7	114.4				1,204.2	2.6	9.9	631.8			
IMAGE ENTERTAINMENT VAR VIDEOS	H532	1,821.3	1,801.3									20.0		
IN THE LAND OF WOMEN VIDEO	H532	464.9						129.9			335.0			
INVINCIBLE IRON MAN VIDEO	H532	653.2						137.7	7.9	151.8	355.8			
INVINCIBLE VIDEO	H532	253.6						39.4	0.5		213.7			
INVISBLE VIDEO	H532	1,187.1						74.0	4.2	139.5	969.4			
JACKASS 2.5 VIDEO	H532	303.2									303.2			
JACKASS NUMBER TWO VIDEO	H532	1,030.9	215.4					579.6			235.9			
JACKS BIG MUSIC/LTS RCK VIDEO	H532	437.4	437.4											
JAMES BOND 007 VAR VIDEOS	H532	288.1	288.1											
JARIPERO TORNEO/INDPNDC VIDEO	H532	293.1							251.1		42.0			
JINGLE ALL THE WAY VIDEO	H532	302.0									302.0			
JOSE LUIS SIN CENSURA VIDEO	H532	1,452.3						1,452.3						
JUDGE JUDY SERIES VIDEO	H532	587.8							1.9	585.9				
JUMP IN VIDEO	H532	876.6						68.6	6.6	210.3	502.1	88.9		
JUNGLE BOOK RIKKI-TK/RSC VIDEO	H532	326.2	73.5					101.2	0.0		151.5			
JUNGLE BOOK VIDEO	H532	10,803.2	67.7					5,569.8	606.8	411.8	3,060.9	205.0	881.2	
JUSTICE LEAGUE SERIES &BTMN BYND/VDS	H532	261.9									261.9			
KICKIN IT OLD SKOOL VIDEO	H532	1,093.2						283.3	5.6	293.4	510.9			
KING OF QUEENS SERIES VIDEO	H532	634.0	634.0											
KINGDOM VIDEO	H532	6,097.9						3,199.2	41.7	388.9	2,395.7		72.4	
KISS KISSOLOGY ULT/VOL 2 VIDEO	H532	465.5	216.8						0.6		248.1			
KNOCKED UP VIDEO	H532	9,085.3		248.6				2,982.1	22.8	802.4	4,111.2		918.2	
KYLE XY SERIES VIDEOS	H532	310.7									310.7			
LA ANTORCHA ENCENDIDA VIDEO	H532	693.1							457.3		235.8			
LA USURPADORA VIDEO	H532	691.9							471.0		220.9			
LA VIRGEN DE COROMOTO VIDEO	H532	8,133.8							8,133.8					
LAND BEFORE TM/GRT/FLYRS VIDEO	H532	1,835.3						886.2	0.3	25.8	848.0	75.0		
LAND BEFORE/WSDM/FRNDS VIDEO	H532	1,723.1							531.5	0.1	63.3	1,128.2		
LAST DAY OF SUMMER &SHRDRMN RLS VDS	H532	332.3	62.7							0.4	21.6	247.6		
LAST KING OF SCOTLAND &NTS/SCNDL VDS	H532	535.6						344.0	0.9		190.7			
LAST KING OF SCOTLAND VIDEO	H532	1,034.4							436.7	1.4	78.9	517.4		
LAST LEGION VIDEO	H532	399.3							222.2	0.7	100.9	75.5		
LAST MIMZY VIDEO	H532	1,033.2	554.6									478.5		
LAST STAND VIDEO	H532	323.7	87.2						131.1			105.4		
LED ZEPPELIN/SONG/SAME VIDEO	H532	1,517.8	1,070.6	447.2										
LICENSE TO WED VIDEO	H532	3,009.5						2,134.1	9.0	282.8	583.6			
LIONS GATE VAR VIDEOS	H532	322.0	322.0											
LITTLE CHILDREN VIDEO	H532	624.8	606.3									18.5		
LITTLE EINSTEINS/PYRAMID VIDEO	H532	716.8							120.2	3.6	101.7	491.3		
LITTLE ENSTNS RCKTS/RSC VIDEO	H532	1,493.2	13.7						467.7	38.2	223.2	750.5		
LITTLE MISS SUNSHINE VIDEO	H532	614.3							26.0	588.3				
LIVE FREE OR DIE HARD VIDEO	H532	7,228.9	358.2						3,741.6	269.2	342.1	2,517.8		
LIVES OF OTHERS VIDEO	H532	291.5	93.6									197.9		
LO MEJOR DEL CHAVO DEL 8 VIDEOS	H532	667.9								336.7		331.1		
LO MEJOR DEL CHESPIRITO VIDEOS	H532	571.9								266.2		305.6		
LO MEJOR/CHAPULIN CLRD VIDEOS	H532	449.1								398.7		50.4		
LOOKOUT VIDEO	H532	641.4								83.7		557.7		
LOST SERIES VIDEOS	H532	1,185.2	225.2							114.6	111.7	733.7		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
MAJOR LEAGUE VIDEO	H532	336.7	336.7											
MAN ABOUT TOWN VIDEO	H532	807.3	807.3											
MAN OF THE YEAR VIDEO	H532	2,610.0						1,441.4	2.3	224.2	942.2			
MANY ADVENTURES/WN/PH VIDEO	H532	1,267.3						421.3	10.5	126.8	708.7			
MARIE ANTOINETTE VIDEO	H532	1,118.0	156.0					172.1	6.3	290.6	493.1			
MARINE VIDEO	H532	1,560.5						529.0	5.2	47.8	978.5			
MARTIN SERIES VIDEO	H532	360.0									360.0			
MEATBALLS VIDEO	H532	626.8	593.0										33.8	
MEET THE ROBINSONS VIDEO	H532	8,690.7	237.1					4,343.0	43.0	306.9	3,429.6	331.1		
MESSENGERS VIDEO	H532	1,450.2						1,122.0	1.6	78.6	247.9			
MICKEY MOUSE/MICKEYS TRT VIDEO	H532	363.6						45.0			318.6			
MICKEY MS CLBHS/GRT/HNT VIDEO	H532	1,942.0	78.4					746.8	13.2	197.2	906.4			
MICKEY ROONEY&JUDY GRLND VIDEOS	H532	318.4	242.0	76.4										
MIND OF MENCIA SERIES VIDEOS	H532	265.9						16.2			249.7			
MISS POTTER VIDEO	H532	325.1						251.7			73.4			
MR BEANS HOLIDAY VIDEO	H532	1,072.9						272.0	0.2	41.2	660.4	99.1		
MR BROOKS VIDEO	H532	2,304.2						1,361.6	0.0		942.6			
MUSIC & LYRICS VIDEO	H532	4,079.0	674.4					2,227.9	54.3	202.1	920.2			
MY FRIENDS TICKER&PH/XMS VIDEO	H532	1,958.9						438.0	3.1	218.2	1,299.6			
MY LITTLE PNY/VRY PNY PL VIDEO	H532	434.4						81.2			353.2			
MY LITTLE PONY SERIES VIDEOS	H532	373.9	373.9											
NAKED BROS BAND/MOVIE VIDEO	H532	1,285.0	544.8								740.2			
NAMESAKE VIDEO	H532	878.3						375.8	0.5	7.2	494.8			
NANNY DIARIES VIDEO	H532	907.2	137.8					256.6	9.8	126.0	377.0			
NATIVITY STORY VIDEO	H532	2,820.9	1,466.5	324.9				389.3	22.1		606.6	11.5		
NCIS SERIES VIDEOS	H532	324.4						0.0			324.4			
NEW LINE CINEMA VAR VIDEOS	H532	698.5	21.5					406.5				270.4		
NICK JR VAR VIDEOS	H532	2,352.5	2,352.5											
NIGHT AT THE MUSEUM VIDEO	H532	11,163.4						6,398.0	530.5	326.0	3,529.4	200.0	179.5	
NIGHT LISTENER VIDEO	H532	479.9									479.9			
NINA AMADA MIA VIDEO	H532	558.4									247.9			
NIP TUCK SERIES VIDEOS	H532	927.3									927.3			
NORBIT VIDEO	H532	4,634.8	326.7					1,843.8	6.9	260.5	1,903.3		293.5	
NOT JUST/BEST/LARRY/SHOW VIDEO	H532	956.4	815.1								141.3			
NOTES ON A SCANDAL VIDEO	H532	583.0						289.0	1.1	39.5	253.4			
NUMBER 23 VIDEO	H532	1,850.6	434.4						5.8		1,021.9		388.5	
OC SERIES VIDEOS	H532	1,589.9	248.7					136.5	8.4	171.6	1,024.8			
OCEANS THIRTEEN VIDEO	H532	5,081.7	574.5					3,366.5	38.0	176.0	926.7			
OCTOBER ROAD SERIES VIDEO	H532	304.9									304.9			
OFFICE SERIES VIDEOS	H532	609.5						61.0	71.8	16.8	459.9			
ONCE VIDEO	H532	297.4	290.4								7.0			
ONE NIGHT WITH THE KING VIDEO	H532	511.4						78.4	1.5	112.6	318.9			
ONE TREE HILL SERIES VIDEOS	H532	611.5						221.5	1.1	211.4	177.5			
OPEN SEASON VIDEO	H532	7,564.3	326.1	638.6				3,152.5	18.7	817.4	2,511.0	100.1		
ORIGINAL XMAS CLASSICS VIDEOS	H532	2,261.4	742.7					956.1	14.9	223.2	241.2	83.3		
PANS LABYRINTH VIDEO	H532	1,958.6	821.1						135.9		792.9		208.7	
PARAMOUNT VAR VIDEOS	H532	2,428.6	2,042.1		20.8						365.7			
PATHFINDER VIDEO	H532	1,179.4							299.5	2.6	53.2	824.1		
PERFECT STRANGER VIDEO	H532	2,095.7							1,117.4	7.8	282.8	687.7		
PERRY MASON SERIES VIDEOS	H532	410.0	410.0											
PETER PAN ANIMATED VIDEO	H532	10,664.8						122.2	6,482.3	562.0	677.7	2,603.2	217.5	
PETER PAN RETURN NVRLND VIDEO	H532	1,872.3						307.3	5.2	284.5	1,275.4			
PIGSKIN PARADE VIDEO	H532	284.0	139.9	144.1				207.8				1,045.4		
PIRATES/CRBN CRS/BLCK PR &PRTS/CHST	H532	1,253.2												
PIRATES/CRBN/WRLDS END VIDEO	H532	13,393.3	290.4		9.0				7,838.2	893.6	691.7	3,552.2	118.2	
PLANET EARTH VIDEO	H532	2,838.1										2,838.1		
PLANET TERROR VIDEO	H532	2,005.6							805.6	57.7	272.6	749.7		120.1
POKEMON RANGER/TMPL/SEA VIDEO	H532	342.8	281.2									61.7		
POLAR EXPRESS VIDEO	H532	911.4	23.7						476.8	0.1	69.0	341.8		
POPEYE THE SAILOR SERIES VIDEOS	H532	362.9								6.3	80.5	276.2		
POWERPUFF GIRLS SERIES VIDEOS	H532	630.8										630.8		
PREMONITION/SONY VIDEO	H532	3,065.3	397.9						1,508.5	7.9	629.8	521.2		

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PRESTIGE VIDEO	H532	4,511.2						3,143.6	25.2	263.8	975.8		102.8
PREVENTION FITNESS SYS VIDEO	H532	327.4	327.4										
PRIDE VIDEO	H532	589.8						30.2	1.3	67.6	490.6		
PRIMEVAL VIDEO	H532	456.3									456.3		
PRINCESS BRIDE VIDEO	H532	265.3									265.3		
PROTECTOR MOVIE VIDEO	H532	1,068.7						531.1	1.5	171.4	364.7		
PURSUIT OF HAPPYNES VIDEO	H532	9,042.1	650.1	485.4				5,329.2	105.4	924.8	1,299.7		52.5
QUEEN MOVIE VIDEO	H532	3,877.1	259.7					2,147.0	44.2	169.6	1,256.7		
RATATOUILLE VIDEO	H532	16,313.5	1,036.5					8,531.8	916.9	542.2	5,093.0		193.1
REAPING VIDEO	H532	920.1						649.5	1.0	3.3	266.3		
REDLINE VIDEO	H532	385.6						19.6	22.3	11.2	332.5		
REIGN OVER ME VIDEO	H532	1,342.8	384.0					574.6	15.3	46.8	322.1		
RENO 911 THE MOVIE VIDEO	H532	2,090.7						471.8	2.9	242.1	1,374.0		
RESCUE DAWN VIDEO	H532	1,441.8						637.1			804.7		
RESCUE ME SERIES VIDEOS	H532	434.4	434.4										
RESIDENT EVIL EXTINCTION VIDEO	H532	2,824.5						1,537.2	4.9	509.7	772.8		
RETURN/HOUSE/HAUNTED HL VIDEO	H532	927.1						606.0	1.0	19.0	301.1		
RL STINES HAUNTING HOUR VIDEO	H532	418.6	284.9					28.4			105.4		
ROCKY BALBOA VIDEO	H532	5,524.8	658.6					3,331.6	99.8	255.6	1,007.2		124.0
ROME SERIES VIDEOS	H532	1,748.7	257.6					179.0	53.2		1,258.9		
ROOTS VIDEO	H532	819.2	393.6					178.6	8.6	26.6	211.8		
RUBI SERIES VIDEOS	H532	587.8							364.2		223.6		
RULES/ENGAGEMENT SRS & TIL DEATH/VDS	H532	610.3	610.3										
RUNNING WITH SCISSORS VIDEO	H532	630.5	93.6					118.9			417.9		
RUNS HOUSE SERIES VIDEOS	H532	265.0									265.0		
RUSH HOUR & RUSH HOUR 2 VIDEOS	H532	426.0	426.0										
RUSH HOUR 3 VIDEO	H532	2,779.1	290.4					1,190.6	4.1		1,272.1		22.0
SAFE HARBOUR VIDEO	H532	1,249.2	790.6								458.6		
SAMURAI JACK ANMTD SRS VIDEOS	H532	508.0									508.0		
SANDLOT 3 HEADING HOME VIDEO	H532	1,013.9		1.3				687.5			325.1		
SANDLOT VIDEO	H532	278.0									278.0		
SANTA CLAUSE 3/ESCP CLS VIDEO	H532	6,192.2						3,026.0	23.9	362.8	2,661.4		118.2
SAVE THE WONDER PETS VIDEO	H532	1,418.9	656.6					62.8			699.5		
SAW III VIDEO	H532	3,833.1	145.2					2,114.2	8.1	73.2	1,301.0		191.4
SCHOOL FOR SCOUNDRELS VIDEO	H532	1,070.0						233.4	28.6	268.1	539.9		
SCIENCE OF SLEEP VIDEO	H532	395.3						91.8	1.6	147.9	154.0		
SCRUBS SERIES VIDEOS	H532	510.9									510.9		
SEINFELD SEASON 9 VIDEO	H532	252.8											252.8
SEINFELD SERIES VIDEOS	H532	3,980.0	868.8					2,093.7	31.2	184.6	801.8		
SERGIO LEONE ANTHLGY SRS VIDEOS	H532	385.4	385.4										
SESAME ST VAR VIDEOS	H532	470.3	470.3										
SEX & THE CITY SERIES VIDEOS	H532	917.4	288.1					2.6		109.8	516.8		
SHOOT EM UP VIDEO	H532	623.0									623.0		
SHOOTER VIDEO	H532	3,166.4						1,683.2	1.6	100.9	1,380.8		
SHOUT FACTORY VAR VIDEOS	H532	461.2	142.2	319.0									
SHREK 3-D VIDEO	H532	436.4											436.4
SHREK THE THIRD &MGA SHRK/DNKY&PS/BT	H532	298.5						30.9			267.6		
SHREK THE THIRD &TRANSFORMERS VIDEOS	H532	314.9		3.1									311.8
SHREK THE THIRD VIDEO	H532	26,375.4	2,488.3	324.9			57.7	13,477.8	1,174.1	1,511.4	7,196.5		144.8
SICKO VIDEO	H532	1,362.3	525.5					436.2	36.1	41.2	323.3		
SILENCE OF THE LAMBS VIDEO	H532	253.1	253.1										
SIMPSONS MOVIE VIDEO	H532	8,350.5						3,432.0	760.2	500.1	3,658.3		
SLOW BURN VIDEO	H532	701.6	167.6								210.8		323.2
SMALLVILLE SERIES VIDEOS	H532	1,727.3	399.4					294.6	7.7	475.2	550.4		
SMOKIN ACES VIDEO	H532	3,562.2						1,094.8	5.9	473.9	1,725.3		262.3
SNAKES ON A PLANE VIDEO	H532	1,313.5	219.3					604.1			438.2		52.0
SONY PICTURES VAR VIDEOS	H532	560.6			24.0	374.2	162.4						
SONY VAR VIDEOS	H532	1,600.2	1,481.0				106.0					13.3	
SOPRANOS SERIES VIDEOS	H532	3,171.7	489.8						42.2		2,639.7		
SOUND OF MUSIC VIDEO	H532	860.6						336.3		51.1	473.2		
SOUTH PARK SERIES VIDEOS	H532	301.6						16.2			285.4		
SPECIES IV THE AWAKENING VIDEO	H532	316.1							0.5	29.3	286.3		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SPIDER-MAN 2 VIDEO	H532	290.4	290.4										
SPIDER-MAN 2-1 VIDEO	H532	469.8	332.6								137.3		
SPIDER-MAN 3 VIDEO	H532	11,942.7	145.3					6,615.6	544.2	943.0	3,694.6		
SPONGEBOB SQRPNTS SRS VIDEOS	H532	507.4									507.4		
SPONGEBOB/FRIEND OR FOE VIDEO	H532	276.3	146.3								130.0		
SPROUT VIDEO	H532	286.9	286.9										
STARDUST RE-RELEASE VIDEO	H532	497.0	497.0										
STARGATE ATLANTIS SERIES VIDEOS	H532	348.5						3.4		138.1	207.0		
STARGATE SG-1 SERIES VIDEOS	H532	465.9						19.5	0.5	60.6	385.2		
STOMP THE YARD VIDEO	H532	4,003.6	196.2					2,239.4	111.5	370.6	964.2		121.7
STRANGER THAN FICTION VIDEO	H532	2,847.2	93.6					1,544.2	156.7	344.2	708.4		
SUITE LIFE/ZCK&CDYV/CTRY &CORY/HS VD	H532	381.2						65.3	0.0		315.9		
SUPER SWEET 16/MOVIE VIDEO	H532	815.6	113.8								701.8		
SUPERBAD VIDEO	H532	8,370.9	290.4					4,018.3	10.7	776.5	2,542.2		732.8
SUPERMAN DOOMSDAY VIDEO	H532	770.5						451.3	10.4	99.6	209.2		
SUPERNATURAL SERIES VIDEO	H532	467.7						212.0	1.9	31.6	222.2		
SURFS UP VIDEO	H532	6,324.8	309.9	630.7				2,699.9	21.7	681.3	1,981.4		
SWEET LAND VIDEO	H532	383.8	259.7	114.4	9.8								
TAXI DRIVER VIDEO	H532	384.0											
TEEN TITANS TROUBLE/TKY VIDEO	H532	260.9						34.8	0.2	5.6	220.3		
TENACIOUS D/PICK/DESTINY VIDEO	H532	439.0									439.0		
TEXAS CHAINSAW MASSACRE VIDEO	H532	735.0									735.0		
TEXAS CHAINSAW MSCR/BGNG VIDEO	H532	1,019.1	538.2								444.4		36.5
THATS SO SUITE LF/HN MNT &READ IT/WP	H532	318.7						28.4	3.6		286.7		
THOMAS & FRIENDS VIDEOS	H532	321.8	321.8										
THOMAS&FRIENDS JAMES/BZ &THMS/TRCKD	H532	353.3	353.3										
THOMAS&FRNDS/TRSTY FRNDS VIDEO	H532	554.5	504.5								50.0		
TMNT VIDEO	H532	2,348.1						949.5	1.6	11.2	1,165.9		220.0
TRANSFORMERS MOVIE VIDEO	H532	20,535.2	11.6			37.3		12,187.1	983.7	491.5	6,348.4		475.6
TRANSFORMERS THE MOVIE VIDEO	H532	514.1	491.4		4.5			18.3					
TRIPPER VIDEO	H532	512.7						64.1	0.1		448.5		
TURISTAS VIDEO	H532	600.3						270.0	0.9	20.7	308.7		
TV SET VIDEO	H532	392.6	144.1	248.6									
TWO & A HALF MEN SERIES VIDEO	H532	832.4						157.2	17.8	380.8	276.6		
TYLER PERRYS DADDYS/GRLS VIDEO	H532	2,150.1	160.2					627.7	3.3	632.0	690.9		36.0
TYLER PERRYS HS/PYN SRS VIDEO	H532	359.4	75.9						0.9	67.6		215.0	
UFC ULTIMATE FGHTNG/SRS VIDEOS	H532	1,635.5	1,156.0								479.5		
UGLY BETTY SERIES VIDEO	H532	681.7						42.3	8.5	94.9	536.0		
ULTIMATE GIFT VIDEO	H532	371.9	15.0					36.5	0.0	37.8	282.6		
UNACCOMPANIED MINORS VIDEO	H532	1,024.1						516.4	0.1	33.5	474.1		
UNDERDOG THE MOVIE VIDEO	H532	4,059.9						1,872.2	24.5	288.7	1,756.3		118.2
UNDISPUTED II LST/STNDNG VIDEO	H532	548.2									548.2		
UNICINE VAR VIDEOS	H532	1,581.2							1,581.2				
UNIVERSAL VAR VIDEOS	H532	3,450.9	1,834.0		552.1		199.4	407.3			458.1		
UNTOUCHABLES SERIES &STREETS/SN FRNC	H532	387.7									387.7		
VACANCY VIDEO	H532	1,547.3						533.1	4.1	354.3	655.8		
VAN WILDER/RISE OF TAJ VIDEO	H532	1,014.2						138.0	1.7	20.7	853.9		
VEGGIE TALES MOE/BIG EXT VIDEO	H532	433.0	433.0										
VEGGIETALES GOD MD/SPCL VIDEO	H532	402.5	402.5										
VEGGIETALES VIDEO	H532	261.7	261.7										
VEGGIETALES/WNDRFL/HAS VIDEO	H532	280.8	92.2	188.6									
VERONICA MARS SERIES VIDEOS	H532	387.0									387.0		
VOLVER VIDEO	H532	454.4	209.0						134.2		111.2		
WAITRESS VIDEO	H532	2,030.1	40.8					935.6	1.0	49.8	1,003.0		
WALKER TX RANGER SERIES VIDEOS	H532	254.5									254.5		
WALL STREET VIDEO	H532	263.6	43.2			144.5					75.9		
WALT DISNEY HOME VIDEO VAR VIDEOS	H532	2,806.3		14.2			346.7	1,184.7	8.5		1,252.2		
WAR AT HOME SERIES VIDEOS	H532	441.4						70.5	3.9	91.2	275.8		
WAR SERIES VIDEOS	H532	343.1	343.1										
WAR THE MOVIE VIDEO	H532	720.5						208.2	29.3	106.0	377.0		
WARNER BROS VAR VIDEOS	H532	2,984.2	2,202.0	211.6	14.8	25.3	530.5						
WE ARE MARSHALL VIDEO	H532	2,971.8	144.1					1,695.0	47.6	161.2	924.0		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WEEDS SERIES VIDEOS	H532	494.8	404.3					95.4	22.7		265.5		90.6
WENDELL BAKER STORY VIDEO	H532	383.6											
WHAT ABOUT BRIAN SERIES VIDEOS	H532	351.4											351.4
WHOS YOUR CADDY VIDEO	H532	341.7						11.9	1.1	76.6	142.9		109.2
WIGGLES GETTING STRONG VIDEO	H532	353.8	82.0						3.9	52.6	215.2		
WILD HOGS VIDEO	H532	8,862.6						5,819.1	157.5	611.9	2,274.1		
WILL & GRACE SERIES VIDEOS	H532	646.3	646.3										
WISH GONE AMISS VIDEO	H532	468.2							6.5	233.6	228.1		
WOMENS HEALTH MAGAZINE VAR VIDEOS	H532	334.5	334.5										
WONDER PETS SAVE/UNICORN VIDEO	H532	299.9	299.9										
YOUNG INDIANA JONES VIDEOS	H532	322.1	266.7										55.3
ZODIAC VIDEO	H532	1,982.5						1,045.5	183.6		753.4		
ZOEY 101 SERIES VIDEOS	H532	360.5	62.7								245.1		52.8
ZOOM ACADEMY/SUPERHEROES VIDEO	H532	559.8						73.8			435.8		50.3
NICKELODEON NPOWER AUDIO&VIDEO EQUIP	H590	1,037.2	523.6										513.6
ARMSTRONG CEILINGS	H611	448.0	397.2		50.8								
AZEK TRIM	H611	599.0	265.2		33.1								300.7
CERTAINTeed INSULATION	H611	255.9	232.1						23.8				
CERTAINTeed SIDING	H611	488.4	488.4										
DEMILEC FOAM INSULATION	H611	375.0	290.4					84.6					
DENSARMOR PLUS WALLBOARD	H611	2,057.0	304.3						1.4	112.8	1,638.5		
DUPONT TYVEK HOMEWRAP INSULATION	H611	344.0	344.0										
ENGLERT LEAFGUARD GUTTERS	H611	8,621.7	214.7		5,790.6			2,616.5					
GAF SHINGLE ROOFING	H611	360.8	360.8										
GEORGIA-PACIFIC BUILDING PDTS	H611	615.0									615.0		
GUTTER HELMET GUTTER PROTECTION SYS	H611	1,660.9		12.3	1,015.1			633.4					
ICYNENE INSULATION SYSTEM	H611	479.4	469.0		3.3			7.1					
JAMES HARDIE BUILDING PDTS	H611	254.6	97.8		136.4		8.4	12.0					
JAMES HARDIE SIDING	H611	3,221.8	3,066.1						22.1		12.2		121.4
JOHNS MANVILLE INSULATION	H611	368.2	314.3				53.9						
LAMARITE SLATE SHINGLES	H611	934.1	934.1										
OWENS CORNING INSULATION	H611	2,383.5		1,048.6							1,334.9		
POLAR WALL PLUS SIDING	H611	613.2	613.2										
QUALITY METAL ROOF CO ROOFING	H611	272.4						272.4					
RAINHANDLER GUTTERS	H611	1,056.3	1,056.3										
RHINO SHIELD LIQUID SIDING	H611	386.4			386.4								
VISTA WINDOW FILM	H611	463.1	455.3		7.6			0.2					
PLYTANIUM PLYWOOD	H612	716.7											716.7
WOLMANIZED LUMBER	H612	306.6	306.6										
YELLAWOOD LUMBER	H612	3,444.2					764.3	2,679.9					
ANDERSEN WINDOWS	H613	10,870.5	6,814.3		58.1		2,684.8	74.2		1,239.0			
CLOPAY GARAGE DOOR	H613	2,485.5	2,465.1					20.4					
HOPES WINDOWS	H613	627.7	627.7										
JELD-WEN DOORS & WINDOWS	H613	29,039.4	11,525.8		36.7		901.9	8,370.0	5,435.8	155.9	1,515.4		1,097.9
JELD-WEN WINDOWS	H613	347.4					347.4						
LOEWEN DOORS & WINDOWS	H613	323.5	323.5										
MARVIN DOORS & WINDOWS	H613	5,960.6	1,611.1		942.5			2,567.9		151.4	687.7		
MARVIN WINDOWS	H613	2,773.8	2,699.4	46.0					13.9				14.4
MI HOME PDTS WINDOWS	H613	380.5	380.5										
MILGARD WINDOWS	H613	820.3	577.8		242.5								
NEOPORTE DOOR	H613	626.3	397.6	228.7									
NEWPRO DOORS SIDING & WINDOWS	H613	346.3						346.3					
ODL ENCLOSED BLIND/WNDW SYS	H613	683.4	419.1								264.3		
ODL TUBULAR SKYLIGHTS	H613	256.7	256.7										
OVERHEAD DOOR GARAGE DOOR	H613	660.0	541.2					118.7					
PELLA BETWEEN/GLS BLNDS WINDOWS	H613	1,061.9						38.7	43.4	979.8			
PELLA DOOR	H613	2,223.6	2,171.5		52.1								
PELLA DOORS & WINDOWS	H613	9,196.2	4,382.6	937.4	495.7			33.1	112.4	3,234.9			
PELLA IMPERVIA WINDOWS	H613	1,134.2	1,134.2										
PELLA WINDOWS	H613	4,984.0	3,285.5		134.1			112.5	127.8	1,324.0			
PGT WINGUARD DOORS & WINDOWS	H613	773.8	366.4		48.6			358.8					
PLASTPRO DOOR	H613	400.9	65.2								335.7		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RENEWAL BY ANDERSEN WINDOWS	H613	7,111.0			6,213.6		69.1		828.2				
SCHUCO REPLACEMENT WINDOWS	H613	259.4	252.7						6.8				
SOLATUBE SKYLIGHT	H613	799.9	343.1		126.6	330.2							
STANEK WINDOWS	H613	344.6							344.6				
THERMO-TITE WINDOWS	H613	1,863.8			1,863.8								
WEATHER TITE WINDOWS	H613	346.1			346.1								
ZELUCK DOORS & WINDOWS	H613	472.4	472.4										
AMDEGA & MACHIN CONSERVATORIES	H614	327.5	327.5										
CAREFREE PRE-FAB BUILDINGS	H614	393.6			393.6								
FOUR SEASONS SUNROOMS	H614	4,679.2	3,725.5	635.7	3.1				315.0				
FUTURE STEEL PRE-FAB BUILDINGS	H614	734.7							3.7	731.0			
GENERAL STEEL CORP PRE-FAB BUILDINGS	H614	3,088.3							100.0			2,988.2	
MAN PDT'S PRE-FAB BUILDINGS	H614	7,468.9			7,468.9								
MARSTON & LANGINGER CONSERVATORIES	H614	560.7	103.3	457.4									
MORTON BUILDINGS INC PRE-FAB HOMES	H614	1,388.9	1,316.2		72.8								
PARISH CONSERVATORIES	H614	368.4	368.4										
PRECISION CRAFT PRE-FAB BUILDINGS	H614	1,024.2			1,024.2								
TUFF SHED GARAGES	H614	324.3							324.3				
US BUILDINGS PRE-FAB BUILDINGS	H614	3,109.7							129.1	260.2	2,720.4		
WALPOLE WOODWORKERS PRE-FAB BLDG	H614	287.2			215.0	72.2							
BELGARD INTRLCKNG CNCRT PVMNTS	H615	385.3			385.3								
BORAL BRICKS	H615	316.4	316.4										
CAMBRIDGE PAVERS	H615	428.9							428.9				
ELDORADO STONE & MASONRY	H615	2,848.4	2,848.4										
EP HENRY PAVING STN&HRD SCPG PDT'S	H615	661.3							661.3				
TECHO-BLOC PAVING PDT'S&WALL SYSTEMS	H615	295.6			68.5		49.9		163.2				14.0
ALNO CABINETS	H619	635.0	635.0										
ANN SACKS TILE	H619	1,637.2	1,591.2	46.0									
ANN SACKS TILE & STONE	H619	1,161.4	772.3	389.1									
ARCLINEA CABINETS	H619	342.2	342.2										
ART FOR EVERYDAY BUILDING MATERIALS	H619	953.5	953.5										
BENTWOOD KITCHEN CABINETS	H619	545.8	545.8										
BISAZZA MOSAIC TILES	H619	1,481.4	1,481.4										
BULTHAUPT KITCHEN CABINETS	H619	683.7	579.8	104.0									
CAESARSTONE SURFACING MATERIAL	H619	1,615.6	1,615.6										
CAMBRIA SURFACING MATERIAL	H619	1,646.3	577.6						200.0	60.0	7.3	801.4	
CEMEX CP	H619	968.3	525.2		5.0	438.0							
CERAMIC TILES/ITALY TILE	H619	1,663.9	1,206.5	457.4									
CHOICEDEK DECKING MATERIAL	H619	687.0	687.0										
CHRISTOPHER PEACOCK KITCHEN CABINETS	H619	703.6	703.6						577.5				
DANMER SHUTTERS	H619	577.5											
DENSARMOR DRYWALL	H619	1,863.4	1,863.4										
DOWNSVIEW CABINETS	H619	1,877.7	1,877.7										
DUPONT CORIAN & ZODIAQ SURFACING MTRL	H619	741.2	741.2										
DUPONT CORIAN SURFACING MATERIAL	H619	2,533.2	2,484.2						49.0				
EVER GRAIN DECKING	H619	886.8	886.8										
EXQUISITE SURFACES BLDG MATERIALS	H619	1,021.9	1,021.9										
FRANCOIS & CO MANTELS	H619	285.0	285.0										
GENERAL SHALE BRICKS	H619	747.8	692.1						26.2	29.5			
GEORGIA-PACIFIC CORP CP	H619	615.3			179.3					142.1	25.9	268.0	
HERITAGE BUILDING SYSTEMS	H619	615.9	615.3							0.6			
HERITAGE KITCHEN CABINETS	H619	263.9	263.9										
IRON SHOP STAIR KITS	H619	542.1	542.1										
JP WEAVER CO ARCHITECTURAL ORNAMENTS	H619	293.1	293.1										
KRAFTMAID KITCHEN CABINETS	H619	5,313.5	3,276.7							0.6	2,036.2		
MAYA ROMANOFF TILE	H619	645.8	645.8										
MOHAWK CERAMIC TILE	H619	1,781.0	1,781.0										
NANA WALL SYSTEMS	H619	418.4	418.4										
NEFF KITCHEN CABINETS	H619	906.6	906.6										
OCEANSIDE GLASSSTILE TILE	H619	301.0	301.0										
ODL RETRACTABLE SCREEN DOOR	H619	330.8	314.7								16.1		
OLD WORLD STONEWORKS MANTELS	H619	863.7	863.7										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
OWENS CORNING BASEMENT FINISHING SYS	H619	4,872.8							4,872.8					
OWENS CORNING SUNSUITS HOME ADTNS	H619	821.5							821.5					
PHANTOM SCREENS	H619	628.4							17.3		611.1			
PLAIN & FANCY CABINETS	H619	3,627.8	3,627.8											
QUIKRETE CONCRETE MIXES	H619	1,467.9	661.0					74.7	18.1	28.0	686.1			
RE-BATH RESURFACING	H619	520.4							520.4					
RUTT KITCHEN CABINETS	H619	296.6	296.6											
SCAVOLINI KITCHENS	H619	1,016.4	1,016.4											
SHADETREE CANOPIES	H619	630.0	586.7	43.4										
SICIS MOSAIC TILES	H619	2,084.5	2,084.5											
SIEMATIC KITCHEN CABINETS	H619	1,528.2	739.1	748.5	40.6									
SILESTONE SURFACING MATERIAL	H619	1,080.9	32.8					156.8	141.1		646.6		103.6	
SMALLBONE KITCHEN CABINETS	H619	901.2	901.2											
SNAIDERO KITCHEN CABINETS	H619	1,500.3	1,275.6	218.3		6.4								
STONE MAGIC FIREPLACE MANTELS	H619	313.8	313.8											
STUDIO BECKER KITCHEN CABINETS	H619	1,255.3	1,255.3											
SUNBRELLA AWNINGS	H619	963.6	963.6											
TIMBERTECH DECKING MATERIAL	H619	1,905.6	1,322.9			17.1			21.7	92.8	451.2			
TREX DECKING SYSTEMS	H619	9,800.8	9,800.2			0.5								
VARENNA KITCHENS	H619	670.5	462.6	207.9										
WEYERHAEUSER BUILDING MATERIALS	H619	320.5	320.5											
WILSONART HD LAMINATE COUNTERTOPS	H619	502.5							24.3		478.2			
WOOD-MODE KITCHEN CABINETS	H619	1,307.3	1,259.7			2.8			44.8					
AMERICAN STANDARD PLUMBING SUPPLIES	H621	305.2	182.2			121.9		1.1						
AQUA SYSTEM PDT'S & PLUMBING SUPPLIES	H621	338.6				338.6								
BATH FITTER BATHTUB LINER	H621	2,128.8			842.4	1,283.5		3.0						
BLANCO FAUCETS & SINKS	H621	255.7	255.7											
BOSCH AQUA STAR WATER HEATER	H621	1,263.2	1,263.2											
BRITA FAUCET FILTER	H621	1,555.0						437.3	8.5	397.4	711.8			
BRIZO FAUCETS	H621	2,306.9	2,306.9											
CALIFORNIA FAUCETS	H621	426.4	426.4											
CARGILL WATER CONDITIONING SALT	H621	270.3											270.3	
CRYSTAL CLEAR WATER PURIFIER	H621	490.5	490.5											
DELTA FAUCETS	H621	6,289.4	6,236.8			52.6								
DIAMOND CRYSTAL SALT PELLETS	H621	334.2	334.2											
DURAVIT BATHROOM FIXTURES	H621	547.6	547.6											
ECOWATER FILTER SYSTEM	H621	278.8					109.6		34.5				134.8	
ELKAY FAUCETS & SINKS	H621	3,188.2	3,188.2											
ELKAY PLUMBING SUPPLIES	H621	270.8			266.7				4.1					
ELKAY SINK	H621	417.3	417.3											
EVERPURE WATER FILTER	H621	614.3	614.3											
FLUSHMATE TOILET SYSTEM	H621	3,497.5	448.8	162.4	2,886.3									
FRANKE FAUCETS	H621	468.4	468.4											
GE DESALINATION SYSTEM	H621	527.6				527.6								
IN-SINK-ERATOR FOOD DISPOSAL	H621	1,415.3	492.2					201.0		722.1				
JACUZZI HOT TUB	H621	252.9			2.3				0.7		250.0			
JM EAGLE PE & PVC PIPES	H621	840.8								11.8	829.0			
JMM MFG PVC PIPES	H621	904.3								4.4	899.9			
KALLISTA PLUMBING FIXTURES	H621	1,158.9	930.2	228.7										
KINETICO WATER TREATMENT SYSTEM	H621	4,099.8			3,432.9		23.9		643.0					
KOHLER FAUCETS	H621	4,301.5	260.9	133.8					1,372.9	279.5	2,254.5			
KOHLER FAUCETS & SINKS	H621	4,210.1	4,095.8	114.4										
KOHLER FAUCETS & TUBS	H621	747.6	747.6											
KOHLER PINSTRIPE FAUCETS	H621	256.1	256.1											
KOHLER PLUMBING FIXTURES	H621	2,292.1	2,015.1		141.5	5.4							130.1	
KOHLER PLUMBING SUPPLIES	H621	3,060.6							810.7	192.9	1,292.8		764.2	
KOHLER SHOWER SYSTEM	H621	2,723.7								742.9	157.8	1,823.0		
KOHLER SINK	H621	759.7	758.4									1.3		
KOHLER TOILET SEAT COVERS	H621	873.3	873.3											
KOHLER TOILET SYSTEM	H621	6,921.7	515.5							1,713.0	584.7	4,108.5		
KOHLER TOILETS	H621	524.8	524.8											
KOHLER TUBS	H621	803.7	685.2								5.1	113.5		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
KOHLER WATERTILE SHOWER SYSTEM	H621	865.6	865.6										
LACAVA BATHROOM FIXTURES	H621	826.7	826.7										
LEFROY BROOKS PLUMBING FIXTURES	H621	363.9	363.9										
MOEN FAUCETS	H621	2,578.3	2,378.5		6.0			77.8	25.1		90.9		
MOEN PLUMBING SUPPLIES	H621	890.9						5.0	256.1	14.2		615.6	
MOEN SHOWER HEAD	H621	3,808.0	855.5						1,224.5	83.3		1,644.8	
MOEN VELOCITY SHOWER HEAD	H621	542.5	542.5										
NORITZ WATER HEATERS	H621	418.8	132.5		71.7							214.6	
PUR FLAVOR OPTIONS WATER FILTER SYS	H621	9,544.0							294.6	20.1	652.0	8,577.3	
PUR WATER FILTER SYS &PUR FLVR OPTNS	H621	9,532.1	7,768.2	316.5	266.2					2.5		1,178.7	
PUR WATER FILTER SYSTEM	H621	16,204.9	3,361.8		410.9				1,556.5	20.4	918.0	9,937.3	
RAIN SOFT WATER TREATMENT SYSTEM	H621	474.7	306.6							168.1			
RINNAI CONTINUUM HOT WATER HEATER	H621	1,540.8											1,540.8
RINNAI TANKLESS WATER HEATER	H621	842.3					150.0		533.4			158.8	
RINNAI WATER HEATER	H621	350.6	350.6										
ROHL PLUMBING FIXTURES	H621	1,199.6	1,199.6										
RONBOW BATHROOM FIXTURES	H621	695.2	695.2										
SANIFLO TOILET SYSTEM	H621	279.7							279.7				
SHOW HOUSE FAUCETS	H621	2,789.2	2,789.2										
STERLING SHOWER DOOR	H621	852.3	852.3										
SUNDANCE SPA	H621	691.6	648.1						39.3	4.3			
THERMOSPAS HOT TUB	H621	7,928.1							2,783.7	103.2	5,041.2		
THG FAUCETS	H621	590.6	590.6										
TOTO PLUMBING FIXTURES	H621	793.8	793.8										
VITRAFORM SINK	H621	693.1	693.1										
WATERWORKS BATHROOM FIXTURES	H621	673.6	673.6										
3M FILTRETE AIR FILTER	H622	5,487.8						30.0	5,415.8			41.9	
AMERICAN STANDARD CENTRAL AC	H622	1,170.8		51.3					484.2			635.3	
AMERICAN STANDARD CENTRAL AC&HTG SYS	H622	4,648.2	3,146.0		7.7		89.7		565.4			839.5	
BROAN VENTILATION FAN	H622	1,282.8	585.7						6.9	84.9		605.3	
BRYANT AC & HEATING SYSTEM	H622	1,012.8							43.2			969.6	
BRYANT CENTRAL AC	H622	1,345.1			1.1			228.4	262.4			853.2	
BRYANT FURNACE	H622	328.9			0.7				328.2				
CARRIER CENTRAL & ROOM AC	H622	402.6							0.4			158.9	243.4
CARRIER CENTRAL AC	H622	596.5			310.6			30.5	82.5		23.4		149.6
CARRIER CENTRAL AC & FURNACE	H622	868.2			850.4				17.8				
CARRIER HEATING & COOLING EQUIP	H622	8,129.2	131.6		52.8		235.7	1,480.2	1,978.0		4,038.1		212.9
CARRIER HEATING SYSTEM	H622	335.9							109.2				164.6
CARRIER INFINITY HTG & COOLING EQUIP	H622	1,239.7	1,216.6		18.9								62.1
EDENPURE PORTABLE HEATER	H622	907.9							4.1				4.2
ELMIRA RANGE	H622	742.5	742.5										903.8
FRIEDRICH CENTRAL AC	H622	1,940.1			1,690.1	250.0							
LENNOX DLR	H622	614.4							406.6			207.9	
LENNOX HTG & COOLING EQUIP	H622	312.5	42.2		11.3				31.8	18.6		208.6	
LENNOX INDOOR COMFORT SYS SVC	H622	2,888.7	2,779.4						29.3	32.1		48.0	
MODERN FAN FANS	H622	918.9	918.9										
MR SLIM DUCTLESS AC & HTG SYS	H622	2,884.1							229.2			2,654.9	
NUTONE VENTILATION FAN	H622	410.3							2.6	27.9		379.8	
TRANE AC DLR	H622	1,690.6			1,690.6								
TRANE CENTRAL AC	H622	475.6			455.8				19.8				
TRANE CENTRAL AC & FURNACE	H622	1,195.9			1,186.0				9.9				
TRANE CLEANEFFECTS CENTRAL AIR SYS	H622	17,157.0	4,000.1		3,867.0				4,742.5	2,762.9		1,784.4	
TRANE FURNACE	H622	3,852.1			403.8				1,230.9	439.0		1,778.4	
TRANE HTG & COOLING EQUIP	H622	10,314.7			8,815.3		385.1			42.9			1,071.4
UPONOR FLOOR HEATING SYSTEM	H622	260.7	260.7										
WARM TILES ELECT FLOOR WARMING SYS	H622	497.0	497.0										
WEIL-MCLAIN BOILER	H622	433.5	433.5										
YORK AFFINITY FURNACE	H622	1,244.2	1,244.2										
YORK CENTRAL AC	H622	4,052.4	302.7						1,835.7	1,914.0			
YORK CENTRAL AC & FURNACE	H622	834.4			834.4								
YORK CENTRAL AC & HEAT PUMP	H622	429.1								429.1			
YORK CENTRAL AC & HEATING	H622	1,414.2	611.5		722.6					80.1			

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
YORK FURNACE	H622	4,235.9	1,061.4		867.1			756.6	1,533.2	17.6			
ZEPHYR KITCHEN VENTILATION	H622	1,432.7	1,432.7										
NAPOLEON FIREPLACE	H623	1,331.1	1,162.4		13.2						155.5		
REGENCY FIREPLACE	H623	362.8	358.8						4.0				
TARTARUGA DESIGN CAST STONE MANTELS	H623	273.6	273.6										
ARROW CT50 CORDLESS STAPLE GUN	H624	467.3							430.4		36.9		
ARROW NAIL MASTER 2 NAIL GUN	H624	359.2	359.2										
ARROW T50 STAPLE GUN	H624	428.9	428.9										
BLACK & DECKER AUTO WRENCH	H624	2,458.4						1,661.1	1.1		796.1		
BLACK & DECKER CORDLESS POWER SCSRS	H624	418.2						336.5	0.6		81.1		
BLACK & DECKER GEKO GRIP LEVELS	H624	1,339.5						990.3	0.6		348.6		
BLACK & DECKER HANDY SAW	H624	830.3						440.7	0.1		389.5		
BLACK&DECKER CRDLS CLTVTR&CRDLS TRMR	H624	746.9									746.9		
BLACK&DECKER FIRESTORM CRDLS MLT TL	H624	894.9						630.0	3.0		261.9		
BLACK&DECKER VPX LITHIUM-ION BTR SYS	H624	5,152.0						3,141.2	0.9		2,009.9		
BOSCH POWER TOOLS	H624	909.4										909.4	
CHANNELLOCK BLUE HAND TOOLS	H624	2,061.4	1,581.4			480.0							
CHANNELLOCK HAND TOOLS	H624	1,005.5	199.2									806.3	
CHANNELLOCK PLIERS	H624	621.9	621.9										
COOPER HAND TOOLS	H624	251.0	251.0										
CRAFTSMAN C3 SYSTEM POWER SOURCE	H624	681.0									681.0		
CRAFTSMAN CROSS-FORCE WRENCH	H624	1,512.8	1,512.8										
CRAFTSMAN CROSSFORCE WRENCH SET	H624	588.2									588.2		
CRAFTSMAN DIGITAL LVLS&LASER MSRNG	H624	622.5									622.5		
CRAFTSMAN POWER TOOLS	H624	1,467.3	1,467.3										
CRAFTSMAN POWER WASHER	H624	442.5									442.5		
CRAFTSMAN PROF TOOL CHEST & CABINET	H624	302.7	302.7										
CRAFTSMAN TOOLBOX	H624	1,402.6	1,402.6										
CRAFTSMAN TOOLS	H624	19,927.4	5,551.7		68.0			7,763.3	108.8	559.4	5,876.3		
CRESCENT TOOLS	H624	278.3	276.1								2.2		
DEWALT POWER TOOLS	H624	254.9	104.4				150.6						
DREMEL DUO CORDLESS ROTARY TOOL	H624	2,670.9							0.1	246.0	2,424.8		
DRILL DOCTOR DRILL BIT SHARPENER	H624	668.4	663.1						0.0		5.3		
ECHO CHAIN SAW	H624	400.8	400.8										
FEIN MULTIMASTER MULTI-FNCTN PWR TL	H624	808.8	808.8										
FORREST SAW BLADES	H624	262.5	262.5										
FREUD SAW BLADES	H624	379.6	379.6										
GENERAL INTL TABLE SAW	H624	303.7	303.7										
LEATHERMAN CHARGE MULTI PURPOSE TOOL	H624	329.6	329.6										
LEATHERMAN MULTI PURPOSE TOOL	H624	715.3	715.3										
LEATHERMAN SKELETOOL MULTI PRPS TL	H624	272.6	272.6										
LOGGERHEAD MULTIPURPOSE TOOL	H624	276.1	276.1										
NASCAR CRAFTSMAN TRCK SR	H624	454.5						127.7	6.7		320.1		
PORTER-CABLE POWER SANDER	H624	303.7	303.7										
POWERMATIC TABLE SAW	H624	452.9	452.9										
POWERSHOT STAPLE GUN	H624	298.7	298.7										
ROTOZIP SAW	H624	558.3	125.5						0.2	43.6	389.1		
RYOBI CORDLESS POWER TOOLS	H624	938.0			938.0								
RYOBI ONE PLUS CORDLESS POWER TOOLS	H624	1,543.1	1,485.6						1.2	45.9	10.5		
RYOBI POWER TOOLS	H624	2,043.4	1,324.1			670.0			2.5	46.8			
SKIL POWER TOOLS	H624	756.9	276.1								480.8		
SKIL POWER WRENCH	H624	1,024.0									1,024.0		
STANLEY FATMAX LASER LEVEL	H624	302.7	302.7										
STANLEY FATMAX TAPE MEASURE	H624	472.4	302.7								169.7		
STANLEY FATMAX XTREME AUTO TRGR CLMP	H624	302.7	302.7										
STANLEY FATMAX XTREME TAPE MEASURE	H624	2,744.4						2,648.6	0.8		95.0		
STANLEY FTMX XTRM ANTVB HAMMER	H624	440.6	440.6										
STANLEY FUBAR UTILITY BAR	H624	424.4							8.0		416.4		
STANLEY TOOLS	H624	493.5	493.5										
STANLEY UTILITY BAR	H624	302.7	302.7										
STIHL CHAIN SAW	H624	6,899.9	20.3		2,490.1	4,047.3				259.6		82.5	
STIHL POWER TOOLS	H624	1,945.1			1,513.0	214.3	4.5		0.3	27.2	164.7		21.0

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WAGNER POWER PAINTER	H624	2,964.7						346.1			2,618.6		
WORK SHARP SHARPENER	H624	287.9	287.9										
ZIRCON STUDSENSOR STUD FINDER	H624	501.3	501.3										
ADT QUIETCARE SECURITY SYSTEM & SVC	H625	314.3							2.1		312.2		
ADT SAFEWATCH SECURITY SYSTEM & SVC	H625	2,133.5						120.0	3.2		2,010.3		
ADT SECURITY SYSTEM & SVC	H625	29,522.9		655.3				14,990.5	137.9		13,739.2		
ALARMFORCE SECURITY SYSTEM	H625	927.1							927.1				
BRINKS SECURITY SYSTEM & SVC	H625	34,381.9		10.1			2.5		1,363.1	982.6	32,018.3		5.3
CAMBRIA RADON DETECTOR	H625	554.8										554.8	
CRAFTSMAN KEYLESS ENTRY PAD	H625	1,400.3	110.7					920.4	1.6	53.1	314.5		
FIRST ALERT TUNDRA FR EXTNGSN SPRY	H625	867.4	242.0						625.4				
KIDDE CARBON MONOXIDE ALARM	H625	1,024.3						1,024.3					
LASERSHIELD SECURITY SYSTEM	H625	3,689.1									452.7	3,236.3	
LIFE ALERT SECURITY SYSTEM	H625	320.7						75.5		87.0	158.2		
SCHLAGE LOCKS	H625	4,253.4	4,253.4										
SCHLAGE SECURITY SYSTEM	H625	1,646.8	1,646.8										
SLOMIN'S SECURITY SYSTEM & SVC	H625	3,854.2		1,309.1				2,545.0					
TASER SECURITY DEVICE	H625	918.5	911.0				7.5						
TYCO INTL LTD IND	H625	295.5					295.5						
BELGARD PAVING STONES	H626	515.2							338.7		176.5		
JCB CP	H626	264.2			264.2								
ALTER TRADING RECYCLING SYSTEMS	H627	347.9					57.8						290.1
LENNOX AIR PURIFICATION SYSTEMS	H627	4,394.9	4,394.6						0.3				
BRIGGS & STRATTON BUILDING EQUIP	H629	607.2										607.2	
CHAMBERLAIN GARAGE DOOR OPENER	H629	554.8						137.2	8.8		408.8		
CONTROL4 CORP HOME AUTOMATION SYSTEM	H629	413.3	353.3				60.0						
ENDLESS POOLS PERSONAL POOLS	H629	21,886.2	1,526.6	877.1				100.0	550.9	91.8	18,739.9		
GENERAC POWER SYS BUILDING EQUIP	H629	1,070.6					26.0						1,044.6
GENIE GARAGE DOOR OPENER	H629	305.7										305.7	
GUTTER CAP PROTECTION SYSTEM	H629	262.7		262.7									
HONDA GENERATORS	H629	6,226.2			5,186.6				74.1		965.6		
HONDA GENERATORS & PUMPS	H629	321.0			321.0								
JERITH FENCE	H629	662.4	577.6								84.8		
LIFTMASTER GARAGE DOOR OPENER	H629	2,262.4	261.3		135.4			604.9	23.3		206.1	1,031.3	
LITTLE GIANT LADDER	H629	627.4	627.4								0.0		
LOOP-LOC POOL COVERS	H629	303.5	303.5										
MONTAGE FENCE	H629	797.8	794.1		3.7								
QUIKRETE WALK MAKER	H629	541.9	541.9										
THYSSENKRUPP AG CP	H629	279.3	279.3										
BEHR COLOR SMART PAINTS ONLINE	H630	2,403.8	2,403.8										
BEHR PREMIUM PLUS PAINT	H630	967.1	967.1										
BEHR WET-LOOK SEALER	H630	316.2	316.2										
BEHR WOOD FINISH & SEALER	H630	501.3	501.3										
BENJAMIN MOORE PAINT	H630	11,690.5	4,432.0	457.4	5,281.7	792.7			652.5				74.3
BENJAMIN MOORE WOOD STAIN	H630	315.4	300.9						14.5				
CABOT STAINS WOOD PROTECTANT	H630	2,360.0	2,360.0										
CABOT STAINS WOOD STAIN	H630	2,692.7									2,692.7		
DRYLOK WATERPROOFING	H630	1,071.1	582.5								488.6		
DUTCH BOY PAINT	H630	1,477.8	1,477.8										
FARROW & BALL PAINT & WALLCOVERINGS	H630	842.4	842.4										
GLIDDEN PAINT	H630	2,642.3	2,611.3		31.0								
GREAT STUFF SEALANT	H630	2,585.8	2,130.6								109.1	346.1	
INSL-X GARAGE GUARD FLOOR FINISHER	H630	260.7	260.7										
KILZ PRIMER-SEALER	H630	2,875.0	1,600.7								1,274.3		
KRYLON FUSION PAINT	H630	866.1							331.7		534.4		
KRYLON H2O PAINT	H630	2,013.7		689.8							1,323.9		
MINWAX FINISH & WOOD STAIN	H630	7,047.0						5,510.3	10.5	150.5	1,375.7		
MINWAX HELMSMAN SPAR URETHANE	H630	773.0	773.0										
MINWAX POLYCRYLIC & MINWAX WD STN	H630	1,009.5	1,009.5										
MINWAX POLYSHADES STAIN&POLYURETHANE	H630	2,011.8	2,011.8										
MINWAX POLYURETHANE	H630	873.0	873.0										
OLYMPIC PAINT	H630	5,603.6							5,603.6				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
OLYMPIC WOOD STAIN	H630	1,876.9							1,876.9				
PRATT & LAMBERT PAINT	H630	1,350.5							62.0		1,288.5		
RALPH LAUREN PAINT	H630	3,955.3	3,955.3										
RUST GUY RUST CONVERTER SOLUTION	H630	470.9							9.4	461.5	0.0		
RUST-OLEUM EPOXYSHIELD FLOOR COATING	H630	1,825.7	1,138.9								686.8		
RUST-OLEUM PAINT	H630	1,692.1	1,349.7						0.5	8.3			333.6
RUST-OLEUM PAINT PDTs	H630	745.8	745.8										
SHERWIN-WILLIAMS PAINT	H630	1,790.6	1,765.3		24.6				0.7				
THOMPSONS ADVANCED WATER SEALANT	H630	3,999.2						2,970.1	2.4	83.9	942.9		
THOMPSONS WATER SEAL&WOOD PROTECT	H630	4,528.3	932.3					2,802.0	1.5	58.9	733.6		
UGL DRYLOK CONCRETE FLOOR PAINT	H630	548.8	548.8										
VALSPAR PAINT	H630	31,151.8	6,833.2		1.5			17,271.1	14.7		7,031.4		
VARATHANE WOOD FINISH	H630	331.8	331.8										
WAGNER PAINTEATER & POWERTEX SPRAYER	H630	407.7	407.7										
ZINSSER PAINT PDTs	H630	1,092.6							2.6	73.5	1,016.5		
ZINSSER PRIMER-SEALER	H630	556.0	200.4						9.0	213.6	132.9		
BLACK & DECKER VAR PDTs	H900	976.5						662.2	0.4		313.9		
CLOROX HM&BLDG SUPP &FRSH STP SCPBL	H900	2,968.3	2,968.3										
CLOROX HOME & BUILDING SUPPLIES	H900	2,791.9	2,791.9										
CLOROX HOME&BLDG SUPP &HDN VLY/SLD	H900	675.8	675.8										
PROCTER & GAMBLE HOME & BLDG SUPP	H900	851.1		851.1									
BUICK AUTO DIV CP	T111	1,413.5	885.1			528.4							
BUICK AUTOS LACROSSE	T111	4,439.8	2,781.2		11.2	1,304.7			342.7				
BUICK AUTOS LACROSSE & LUCERNE	T111	2,191.1							2,087.6		103.5		
BUICK AUTOS LUCERNE	T111	9,664.2	719.9		215.1	1,186.5	114.2	2,748.0	2,567.2	104.9	2,008.4		
BUICK AUTOS VAR	T111	901.4			729.0	142.9	14.7		7.2			7.5	
CADILLAC AUTO DIV CP	T111	558.0				558.0							
CADILLAC AUTOS CTS	T111	113,438.3	35,796.4		1,951.1	3,189.2		52,705.1	7,535.0	135.1	11,970.2	156.3	
CADILLAC AUTOS CTS LEASING	T111	12,522.2			145.3			3,680.2	4,331.2	139.6	4,226.0		
CADILLAC AUTOS DTS	T111	2,591.8	400.8		70.4			654.5	617.0	5.6	843.5		
CADILLAC AUTOS DTS LEASING	T111	400.4							400.4				
CADILLAC AUTOS STS	T111	1,280.6	1,100.8						179.8				
CADILLAC AUTOS STS LEASING	T111	309.2							309.2				
CADILLAC AUTOS VAR	T111	12,918.1	1,702.9		488.0	337.2	21.9	9,022.5	4.1	35.1	1,306.4		
CADILLAC AUTOS V-SERIES	T111	313.9	313.9										
CHEVROLET AUTO DIV CP	T111	7,286.7	1,944.8		681.8	3,563.2		1,096.8					
CHEVROLET AUTOS AVEO	T111	3,391.3			296.4			2,482.8	243.7	130.7	237.7		
CHEVROLET AUTOS CAMARO	T111	491.1	491.1										
CHEVROLET AUTOS COBALT	T111	9,450.9	5,533.2		258.2			1,866.8	1,494.5		298.2		
CHEVROLET AUTOS COBALT LEASING	T111	1,146.5			20.7				1,125.8				
CHEVROLET AUTOS CORVETTE	T111	5,953.9	5,907.3		46.6								
CHEVROLET AUTOS HHR	T111	21,522.7	9,541.3					8,545.4	260.6	1,980.7	1,194.7		
CHEVROLET AUTOS IMPALA	T111	25,451.0	10,598.9		457.0			10,135.8	850.5	544.7	2,864.1		
CHEVROLET AUTOS IMPALA LEASING	T111	3,503.7			2,229.6				1,274.1				
CHEVROLET AUTOS MALIBU	T111	82,409.8	25,075.1		827.9	3,082.7		39,290.1	665.2	4,796.1	8,672.8		
CHEVROLET AUTOS MALIBU HYBRID	T111	2,713.8	2,713.8										
CHEVROLET AUTOS VAR	T111	4,853.4	142.8		1,057.4			3,481.1	25.6	13.1	133.4		
CHRYSLER AUTOS 300	T111	13,451.3	1,109.4					574.3	10,702.7		1,064.9		
CHRYSLER AUTOS 300 LEASING	T111	6,208.3							6,208.3				
CHRYSLER AUTOS 300C	T111	2,408.8	2,089.9		54.7	264.2							
CHRYSLER AUTOS PT CRUISER LEASING	T111	406.3							406.3				
CHRYSLER AUTOS SEBRING	T111	73,882.5	25,181.1		605.3	3,192.1		27,774.3	6,518.7	178.9	8,330.0	922.5	1,179.6
CHRYSLER AUTOS SEBRING &JP VHCLS VAR	T111	316.8							316.8				
CHRYSLER AUTOS SEBRING LEASING	T111	4,425.3				1,740.1			2,529.7		155.5		
CHRYSLER AUTOS VAR	T111	17,020.3			1,426.1			57.7	13,973.4			1,563.1	
CHRYSLER CLUB CHMPNSHP	T111	995.9	976.7								19.2		
CHRYSLER CORP VAR AUTOS	T111	4,272.5			4,129.6	142.9							
CORVETTE.CARANDDRIVER ONLINE	T111	288.1	288.1										
DODGE AUTO&TRK AVENGER & RAM PKUP	T111	298.3							298.3				
DODGE AUTOS AVENGER	T111	57,061.7	23,415.0		55.9	700.4		21,587.1	2,012.4	489.0	8,801.9		
DODGE AUTOS AVENGER & CALIBER	T111	421.5							421.5				
DODGE AUTOS AVENGER & CHARGER	T111	2,867.3						1,181.3	1,657.0		29.0		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DODGE AUTOS CALIBER	T111	11,391.1	1,735.4		952.9	134.0		1,681.2	4,494.5		2,393.1		
DODGE AUTOS CALIBER LEASING	T111	2,287.5							2,287.5				
DODGE AUTOS CHARGER	T111	11,729.5	2,953.7		323.7	895.0		2,853.9	2,877.3		1,826.0		
DODGE AUTOS CHARGER & MAGNUM	T111	330.8							330.8				
DODGE AUTOS VAR	T111	15,694.5			838.9				14,855.6				
FORD AUTO DIV CP	T111	889.1	75.9			813.2							
FORD AUTOS FOCUS	T111	46,516.8	7,429.0		2,745.0	934.3		28,106.1	4,765.6	230.2	1,402.9		903.6
FORD AUTOS FOCUS LEASING	T111	328.9							324.8		4.1		
FORD AUTOS FUSION	T111	116,841.6	29,083.1		8,729.3	5,461.1		54,835.8	12,190.0	471.8	4,881.0	1,189.5	
FORD AUTOS FUSION LEASING	T111	25,321.1			354.1			7,143.1	17,080.2		743.6		
FORD AUTOS MUSTANG	T111	12,004.3	290.4		1,376.1			5,002.9	4,819.9	243.6	271.4		
FORD AUTOS MUSTANG LEASING	T111	3,099.5			1,714.0				1,385.5				
FORD AUTOS TAURUS	T111	31,438.4	8,338.2		640.7	1,358.6		17,394.4	150.8		2,427.5	1,128.2	
FORD AUTOS VAR	T111	10,636.1			2,555.0	109.7		4,000.0	3,728.2		243.3		
FORD MOTOR CO VAR AUTOS	T111	815.6	690.1		125.5								
GENERAL MOTORS CORP PRE-OWND AUTOS	T111	377.6			377.6								
GENERAL MOTORS CORP VAR AUTOS	T111	1,038.6			1,009.4		29.2						
GENERAL MOTORS CORP VAR AUTOS LSG	T111	596.1			596.1								
LINCOLN AUTOS MKS	T111	276.8			276.8								
LINCOLN AUTOS MKZ	T111	39,858.4	8,087.8	737.6				19,680.8	691.9	3,277.8	7,382.5		
LINCOLN AUTOS MKZ LEASING	T111	21,300.6			530.9	1,335.5		7,146.2	4,404.1	1,638.2	6,245.7		
LINCOLN AUTOS TOWN CAR	T111	359.5			106.3				253.2				
LINCOLN MERC AUTOS MKZ & MILAN LSG	T111	465.5			465.5								
LINCOLN MERC AUTOS VAR	T111	1,827.0			1,539.3	285.8	2.0						
LINCOLN MERC AUTOS VAR LEASING	T111	1,967.3			1,967.3								
MERCURY AUTOS GRAND MARQUIS	T111	999.6			129.4				870.2				
MERCURY AUTOS MILAN	T111	4,203.3	2,521.2		242.9				1,277.5		1.2		160.4
MERCURY AUTOS MILAN LEASING	T111	19,611.3			102.6	1,927.4		5,907.9	4,125.3	1,897.7	5,650.4		
MERCURY AUTOS SABLE	T111	17,941.5	6,389.4		3,476.4	711.4		1,288.3	3,920.4	709.2	1,446.3		
MERCURY AUTOS SABLE LEASING	T111	3,390.9			423.7				2,426.1		541.1		
PONTIAC AUTO DIV CP	T111	477.0	438.6								38.5		
PONTIAC AUTOS G5	T111	273.6						43.5	8.7		221.4		
PONTIAC AUTOS G5 & G6	T111	630.1		5.7					624.4				
PONTIAC AUTOS G6	T111	28,020.2	1,397.9		4,445.2			12,100.4	4,979.3	626.2	4,471.2		
PONTIAC AUTOS G6 & GRAND PRIX	T111	947.9							947.9				
PONTIAC AUTOS G6 LEASING	T111	679.8						144.4	187.7		347.7		
PONTIAC AUTOS G8	T111	1,053.1	1,053.1										
PONTIAC AUTOS SOLSTICE	T111	4,976.9	3,753.1					342.7	78.9		802.1		
PONTIAC AUTOS VAR	T111	2,108.2			805.4	142.9		862.7	11.6		285.7		
SATURN AUTOS & TRK AURA&VUE LEASING	T111	2,392.2			565.5	1,826.7							
SATURN AUTOS ASTRA	T111	1,133.5	1,131.1		2.4								
SATURN AUTOS AURA	T111	51,836.9	4,308.7		466.6	1,241.4	108.0	28,134.8	12,531.8	160.4	4,885.1		
SATURN AUTOS AURA LEASING	T111	23,240.3						8,505.7	13,244.3	97.8	1,392.5		
SATURN AUTOS ION	T111	661.2							661.2				
SATURN AUTOS SKY	T111	358.8	318.4						40.4				
SATURN AUTOS VAR	T111	1,871.7			899.9		779.2						192.6
ACURA AUTO DIV CP	T112	1,320.5	104.1			854.1			342.8		19.5		
ACURA AUTOS RL	T112	12,640.3	8,711.7	834.8	82.8			1,050.1	1,315.3		645.8		
ACURA AUTOS RL LEASING	T112	1,056.2			35.2			1,007.9			13.1		
ACURA AUTOS TL	T112	28,698.4	10,189.4	571.8	4,287.4	2,096.3		2,401.1	8,132.0		1,020.4		
ACURA AUTOS TL LEASING	T112	34,041.0			4,709.6	1,410.5		2,065.4	23,324.2		2,531.2		
ACURA AUTOS TSX	T112	12,048.6	6,810.8		2,757.0				2,324.4		156.5		
ACURA AUTOS TSX LEASING	T112	12,030.3			4,231.9	1,532.4		12.5	5,407.7		845.8		
ACURA AUTOS VAR	T112	2,521.3			1,719.9	285.8		261.2	191.2		63.3		
ACURA AUTOS VAR LEASING	T112	1,766.1			1,694.6	71.4							
HONDA AUTO DIV CP	T112	1,681.5	825.6			855.9							
HONDA AUTOS ACCORD	T112	97,229.0	20,085.3	2,378.6	1.7	337.2	63.8	32,333.7	32,899.3	1,356.4	7,688.6		84.4
HONDA AUTOS ACCORD HYBRID	T112	1,281.8	1,281.8										
HONDA AUTOS ACCORD LEASING	T112	56,379.0	2,057.9		45.0	178.8		4,490.2	47,147.4	22.0	2,437.8		
HONDA AUTOS CIVIC	T112	44,653.0	5,874.8			109.7		8,361.7	26,966.8		3,340.1		
HONDA AUTOS CIVIC & CIVIC HYBRID	T112	9,232.4							9,232.4				
HONDA AUTOS CIVIC HYBRID	T112	14,533.7	3,241.4					8,097.9	1,493.3	907.7	793.3		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HONDA AUTOS CIVIC HYBRID LEASING	T112	881.9							881.9				
HONDA AUTOS CIVIC LEASING	T112	3,452.2							3,452.2				
HONDA AUTOS FCX HYDROGEN	T112	1,580.5			758.9	821.6							
HONDA AUTOS FIT	T112	10,154.2	9,581.2						135.6		437.4		
HONDA AUTOS PRE-OWNED	T112	2,618.7										2,618.7	
HONDA AUTOS S2000 ROADSTER	T112	2,013.5	2,013.5										
HONDA AUTOS VAR	T112	22,252.3			203.4				8,124.5	12,526.1		1,174.9	223.5
HYUNDAI AUTO DIV CP	T112	5,590.7	5,181.4		123.5	285.8							
HYUNDAI AUTOS AZERA	T112	30,889.0	3,600.0		224.2				11,736.9	9,202.2	2,995.9	3,129.8	
HYUNDAI AUTOS ELANTRA	T112	19,736.9							10,632.9	222.3	6,357.6	2,524.1	
HYUNDAI AUTOS SONATA	T112	52,898.8	14,157.7		359.9	205.6			17,513.1	11,022.8	3,899.4	5,740.3	
HYUNDAI AUTOS SONATA LEASING	T112	39,546.2				205.6			19,512.5	11,098.7	4,536.5	4,192.9	
HYUNDAI AUTOS VAR	T112	13,160.7	1,527.2		394.1	285.8			4,919.0	4,327.7	574.5	936.6	195.9
INFINTI AUTO DIV CP	T112	1,572.6	1,572.6										
INFINTI AUTOS G	T112	51,497.9	34,365.3	737.6	497.4	1,723.7			10.5	11,960.8		2,202.6	
INFINTI AUTOS G & M SERIES	T112	5,805.4							23.5	4,782.1		999.8	
INFINTI AUTOS G35	T112	24,469.3			44.8	248.3			749.4	16,942.0		6,484.8	
INFINTI AUTOS G35 LEASING	T112	2,490.9								2,490.9			
INFINTI AUTOS G37	T112	3,020.7	2,538.4		52.9	372.4	57.0						
INFINTI AUTOS M SERIES	T112	18,812.9	4,205.0		87.9	496.6			337.7	9,982.4		3,703.4	
INFINTI AUTOS M SERIES LEASING	T112	15,646.7							2,773.4	8,197.8		4,675.5	
INFINTI AUTOS M45	T112	267.1	265.4									1.7	
INFINTI AUTOS VAR	T112	263.5			201.3		60.1					2.2	
KIA AUTOS AMANTI	T112	2,751.8	2,751.8										
KIA AUTOS OPTIMA	T112	5,635.8	4,134.7							545.3		955.8	
KIA AUTOS OPTIMA LEASING	T112	774.6								774.6			
KIA AUTOS RIO	T112	406.5				205.6				200.9			
KIA AUTOS SPECTRA	T112	30,146.4	6,612.7						2,589.6	4,035.1		16,908.9	
KIA AUTOS VAR	T112	340.3		340.3									
LEXUS AUTO DIV CP	T112	2,693.2	1,807.7			884.8						0.7	
LEXUS AUTOS ES	T112	6,984.3	2,392.9		97.0	1,544.8			1,743.3	1,146.0		60.2	
LEXUS AUTOS GS	T112	10,549.6	3,021.8			1,120.6			3,328.7	522.1		2,556.3	
LEXUS AUTOS GS & IS	T112	504.1	380.1			124.1							
LEXUS AUTOS GS HYBRID	T112	8,157.4	393.3			546.2			5,597.2	587.4		1,033.3	
LEXUS AUTOS IS	T112	10,516.1	127.6			266.9			8,148.1	176.3		1,797.2	
LEXUS AUTOS IS LEASING	T112	5,315.1							3,711.2	329.2		1,274.6	
LEXUS AUTOS LS	T112	32,169.0	16,184.8		2.4	4,684.2			7,083.8	2,568.6		1,645.2	
LEXUS AUTOS LS HYBRID	T112	6,002.6	3,278.5						1,400.0	18.5		1,305.6	
LEXUS AUTOS PRE-OWNED	T112	1,673.8	1,673.8										
LEXUS AUTOS SC	T112	464.5	464.5										
LEXUS AUTOS VAR	T112	9,284.0			258.4	124.1			5,824.0	25.2		2,994.5	57.8
MAZDA AUTO DIV CP	T112	776.7							201.9			574.8	
MAZDA AUTOS 3	T112	35,855.4							18,175.3	12,334.6		5,345.5	
MAZDA AUTOS 3 & 6	T112	5,342.3								4,582.4		759.9	
MAZDA AUTOS 3 LEASING	T112	3,113.9								3,113.9			
MAZDA AUTOS 6	T112	4,213.0							1,585.8	2,042.0		585.2	
MAZDA AUTOS 6 LEASING	T112	2,403.4								2,403.4			
MAZDA AUTOS VAR	T112	384.3			30.9		11.7		179.3	0.3		162.1	
MITSUBISHI AUTOS ECLIPSE	T112	24,689.2							1,792.7	19,019.8		3,876.7	
MITSUBISHI AUTOS ECLIPSE LEASING	T112	287.9								287.9			
MITSUBISHI AUTOS GALANT & LANCER	T112	8,962.3							730.0	7,015.7		1,216.6	
MITSUBISHI AUTOS LANCER	T112	35,250.4	1,672.7						3,280.6	23,367.8		6,929.4	
MITSUBISHI AUTOS LANCER LEASING	T112	1,738.5								1,738.5			
MITSUBISHI AUTOS VAR	T112	334.6		334.6									
NISSAN AUTOS 350Z	T112	1,957.3	1,949.5		7.8								
NISSAN AUTOS ALTIMA	T112	175,250.1	42,087.7		133.2				87,712.2	24,390.1	2,279.0	18,414.3	201.7
NISSAN AUTOS ALTIMA & ALTIMA HYBRID	T112	550.5								550.5			
NISSAN AUTOS ALTIMA & SENTRA	T112	14,656.0							6,044.8	6,650.6		1,960.6	
NISSAN AUTOS ALTIMA HYBRID	T112	2,574.3	291.4							1,624.6	658.3		
NISSAN AUTOS ALTIMA LEASING	T112	39,311.7			243.8				22,273.4	9,533.7		7,260.8	
NISSAN AUTOS MAXIMA	T112	20,123.2	15,398.1						4,674.0	4.2		47.0	
NISSAN AUTOS MAXIMA LEASING	T112	811.4							811.4				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NISSAN AUTOS PRE-OWNED	T112	297.0			297.0								
NISSAN AUTOS SENTRA	T112	22,827.5	9,202.6		11.1				12,592.1	61.8	959.9		
NISSAN AUTOS SENTRA & VERSA	T112	27,356.6						15,307.3	8,789.1		3,260.2		
NISSAN AUTOS SENTRA LEASING	T112	20,218.2			250.3			3,750.7	14,647.9		1,569.3		
NISSAN AUTOS VAR	T112	20,316.0			1,787.3			859.6	14,597.1		3,071.9		
NISSAN AUTOS VAR LEASING	T112	5,269.0			5,269.0								
NISSAN AUTOS VERSA	T112	13,053.7	3,376.7		279.1				8,926.9		471.0		
SCION AUTOS TC	T112	7,686.6						2,035.5	221.0		5,430.1		
SCION AUTOS VAR	T112	11,026.3					6,252.2	1,223.9	4.2		3,546.0		
SCION AUTOS XA	T112	1,235.9							62.5		1,173.4		
SCION AUTOS XB	T112	4,389.0			64.1			792.2	102.1		3,430.6		
SCION AUTOS XD	T112	747.7							139.7		608.0		
SUBARU AUTO DIV CP	T112	528.4			528.4								
SUBARU AUTOS IMPREZA	T112	29,178.9	8,315.3		112.4			5,369.5	5,478.5		9,823.8		79.5
SUBARU AUTOS IMPREZA LEASING	T112	5,591.5			61.0	108.7		280.5	3,385.8		1,755.6		
SUBARU AUTOS LEGACY	T112	8,295.5	7,895.9						285.7		113.8		
SUBARU AUTOS OUTBACK WAGON	T112	27,767.6	6,767.7		50.1	129.5		3,500.9	5,272.3		11,843.0		204.3
SUBARU AUTOS OUTBACK WAGON LEASING	T112	1,724.5			73.9			159.2	403.6		1,087.8		
SUBARU AUTOS VAR	T112	465.1	219.3		69.8	168.6			7.4				
SUBARU AUTOS WRX	T112	546.5									546.5		
SUZUKI AUTOS SX4 SPORT	T112	1,417.6						101.4	937.6		378.7		
TOYOTA AUTO DIV CP	T112	2,932.5	2,931.4								1.1		
TOYOTA AUTOS AVALON	T112	6,987.9	4,530.5					502.9	252.2	937.6	535.3	229.4	
TOYOTA AUTOS AVALON & CAMRY	T112	410.4							410.4				
TOYOTA AUTOS CAMRY	T112	24,723.6	11,125.3		10.2			1,261.5	9,097.9	2,390.7	676.0	162.0	
TOYOTA AUTOS CAMRY & CAMRY HYBRID	T112	1,287.8							1,287.8				
TOYOTA AUTOS CAMRY & COROLLA	T112	2,246.9							2,244.1		2.8		
TOYOTA AUTOS CAMRY & COROLLA LEASING	T112	773.7							773.7				
TOYOTA AUTOS CAMRY & PRIUS BI-FUEL	T112	1,034.9			75.6					959.2			
TOYOTA AUTOS CAMRY HYBRID	T112	44,812.3	10,860.4					30,060.4	354.7	16.2	3,520.6		
TOYOTA AUTOS CAMRY LEASING	T112	23,641.4							23,641.1	0.3			
TOYOTA AUTOS COROLLA	T112	22,528.2	3,266.1					750.4	18,151.4	183.0	177.3		
TOYOTA AUTOS COROLLA LEASING	T112	1,117.1							1,117.1				
TOYOTA AUTOS PRIUS BI-FUEL	T112	23,995.4	195.9		210.4			14,376.5	7,268.5		1,944.1		
TOYOTA AUTOS PRIUS BI-FUEL LEASING	T112	701.5							701.5				
TOYOTA AUTOS VAR	T112	6,074.5			527.0	142.9		435.1	4,503.9		465.6		
TOYOTA AUTOS YARIS	T112	26,201.2	6,299.3					15,350.6	1,725.3	413.9	2,046.6		365.5
ASTON MARTIN AUTOS VANTAGE	T113	1,296.4				1,296.4							
AUDI AUTO DIV CP	T113	1,436.3	1,436.3										
AUDI AUTOS A4	T113	508.7			154.9	353.8							
AUDI AUTOS A4 & A6 LEASING	T113	360.9				222.6		75.7	34.0		28.6		
AUDI AUTOS A4 LEASING	T113	482.6				482.6							
AUDI AUTOS A6 LEASING	T113	278.0				227.3		40.0	2.6		8.2		
AUDI AUTOS PRE-OWNED	T113	323.9						20.0	296.2		7.7		
AUDI AUTOS R10	T113	790.7				790.7							
AUDI AUTOS R8	T113	308.9	96.1			212.8							
AUDI AUTOS RS 4	T113	2,963.8	1,621.3			1,342.5							
AUDI AUTOS S SERIES	T113	544.4	544.4										
AUDI AUTOS TT	T113	412.2	412.2										
AUDI AUTOS VAR	T113	2,804.1	1,509.6		22.3	337.7		95.4	440.3		398.8		
AUDI AUTOS VAR LEASING	T113	1,227.0	258.0		84.3	539.0	345.7						
BMW AUTO DIV CP	T113	1,503.4			105.0	1,398.5					119.2		
BMW AUTOS 335	T113	2,051.9	1,932.7										
BMW AUTOS 3-SERIES	T113	12,797.9	1,010.8	121.6	81.4			1,191.4	3,300.2		7,092.5		
BMW AUTOS 3-SERIES LEASING	T113	630.8	26.9		9.5					594.4			
BMW AUTOS 5-SERIES	T113	13,894.6	4,065.2			599.9		1,213.8	2,250.6		5,765.2		
BMW AUTOS 5-SERIES LEASING	T113	1,229.1							1,229.1				
BMW AUTOS 6-SERIES	T113	3,504.9	3,234.9						250.0		20.0		
BMW AUTOS 750 LEASING	T113	998.1				998.1							
BMW AUTOS 7-SERIES	T113	923.6	48.8			185.4		402.0	6.7		280.7		
BMW AUTOS 7-SERIES HYDROGEN	T113	286.3	286.3										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BMW AUTOS PRE-OWNED	T113	4,877.1	2,670.3		784.7	1,340.6			81.5				
BMW AUTOS VAR	T113	566.0	90.6		34.2	264.2	29.2		142.9		5.0		
JAGUAR AUTO DIV CP	T113	1,356.0			8.2	1,347.8							
JAGUAR AUTOS VAR	T113	6,333.3	669.7		1,499.2	405.7	3,742.5		16.1		0.0		
JAGUAR AUTOS XF	T113	280.0	211.3		68.7								
JAGUAR AUTOS XJ	T113	12,227.4	11,555.1	654.5		17.8							
JAGUAR AUTOS XK	T113	10,677.3	3,324.7		2,953.0	454.7			3,944.8				
JAGUAR AUTOS XKR	T113	5,043.5	4,587.1	228.7	67.5	160.3							
JAGUAR AUTOS X-TYPE	T113	2,474.4	2,232.4	228.7	13.2								
MASERATI AUTOS QUATTROPORTE	T113	3,385.5	3,385.5										
MAYBACH AUTOS 57	T113	786.1	784.9		1.2								
MERCEDES BENZ AUTOS 230	T113	663.0			663.0								
MERCEDES BENZ AUTOS 350 LEASING	T113	4,003.0			2,529.8	1,473.2							
MERCEDES BENZ AUTOS C-CLASS	T113	62,143.7	13,901.6		275.1	1,575.7		34,731.8	4,282.5	4.4	7,372.6		
MERCEDES BENZ AUTOS C-CLASS LEASING	T113	1,475.2			288.9	456.2			716.8		13.3		
MERCEDES BENZ AUTOS CL-CLASS	T113	4,937.9	4,937.9										
MERCEDES BENZ AUTOS E-CLASS	T113	514.7			0.9	501.9					11.9		
MERCEDES BENZ AUTOS E-CLASS LEASING	T113	10,376.9			1,003.3			163.6	5,367.8	15.5	3,826.7		
MERCEDES BENZ AUTOS PRE-OWNED	T113	2,251.7			2,251.7								
MERCEDES BENZ AUTOS S-CLASS	T113	25,067.2	7,314.4		5.5	81.7		4,855.7	9,427.3		3,382.6		
MERCEDES BENZ AUTOS VAR	T113	975.6			612.0				324.4	38.1		1.1	
MINI AUTOS COOPER	T113	21,427.4	13,966.6				2,698.3		8.6		1,647.1	1,307.6	1,799.2
PORSCHE AUTO DIV CP	T113	1,706.8	543.5			1,163.3							
PORSCHE AUTOS 911	T113	4,073.9	3,429.1			419.0		192.0			33.9		
PORSCHE AUTOS BOXSTER	T113	1,781.0	372.7		50.5	1,357.8							
PORSCHE AUTOS BOXSTER LEASING	T113	1,398.8	45.4			1,353.5							
PORSCHE AUTOS CAYMAN LEASING	T113	2,282.4	56.3		170.6	2,055.5							
PORSCHE AUTOS VAR	T113	3,320.0	2,593.2		169.5	538.4		18.6	0.3				
ROLLS-ROYCE AUTOS VAR	T113	320.2				320.2							
SAAB AUTOS 9-3	T113	10,393.7	1,025.6		226.4	1,692.4		234.1	6,622.6		592.6		
SAAB AUTOS VAR	T113	903.4			57.7		842.1		3.6				
SMART AUTOS VAR	T113	315.5	290.4		25.2								
VOLKSWAGEN AUTOS BEETLE	T113	1,226.0	1,209.9			16.1							
VOLKSWAGEN AUTOS EOS	T113	9,636.6	5,687.0						1,878.0	387.7	798.4	885.5	
VOLKSWAGEN AUTOS GTI	T113	14,304.8	272.6			168.6			6,648.7	977.5	1,692.3	4,545.0	
VOLKSWAGEN AUTOS JETTA	T113	10,490.3	2,263.1		13.9	160.3			3,513.8	2,002.5	982.9	1,553.8	
VOLKSWAGEN AUTOS JETTA LEASING	T113	17,312.9			512.5				8,783.7	1,828.1	1,576.6	4,612.0	
VOLKSWAGEN AUTOS PASSAT	T113	7,978.4	7,644.4						87.1	154.6		92.3	
VOLKSWAGEN AUTOS PASSAT WAGON	T113	1,166.1	1,162.7							3.4			
VOLKSWAGEN AUTOS RABBIT	T113	1,815.4	865.4							788.4	118.5	43.1	
VOLKSWAGEN AUTOS RABBIT LEASING	T113	1,140.6								1,140.6			
VOLKSWAGEN AUTOS VAR	T113	39,483.4	755.1		2,818.3	835.7		17,796.2	4,361.5	2,703.5	10,078.1	1.1	134.0
VOLKSWAGEN AUTOS VAR LEASING	T113	4,088.0			3,365.4	722.6							
VOLVO AUTOS C30	T113	1,726.1	900.7		76.9	748.4							
VOLVO AUTOS C70	T113	1,977.0	1,791.7						60.0	125.3			
VOLVO AUTOS S40	T113	813.9			813.9								
VOLVO AUTOS S40 & S60 LEASING	T113	1,823.0			5.0					100.5		1,717.5	
VOLVO AUTOS S80	T113	21,734.2	11,388.1		211.2	1,335.6		4,274.1	239.6		4,285.7		
VOLVO AUTOS S80 LEASING	T113	10,778.6			710.1	621.1				579.0		8,868.5	
VOLVO AUTOS VAR	T113	1,512.1			565.0		85.5				57.8	750.0	53.8
BUICK AUTO&TRK DIV CP	T114	1,043.5								682.9	267.5		
BUICK AUTO&TRK VAR	T114	15,330.9			56.7	2,542.7	243.2		6,970.9	1,072.8	15.5	3,462.6	
BUICK OPEN	T114	288.7	79.0		142.4		26.1			41.2			966.7
CADILLAC AUTO&TRK VAR	T114	19,022.9	590.3		136.7	425.0	1,778.2		4,759.2	8,344.6	65.3	2,770.9	152.8
CHEVROLET AUTO&TRK DIV CP	T114	46,702.7	19,865.7	571.8	9,218.8	1,247.5			11,052.2	1,350.4	47.1	3,184.8	164.5
CHEVROLET AUTO&TRK LEASING	T114	4,485.5			4,485.5								
CHEVROLET AUTO&TRK VAR	T114	117,843.0	19,323.2		11,913.6	1,433.6	10,818.1		47,094.1	8,224.3	5,234.0	9,529.4	2,598.6
CHEVROLET AUTO&TRK VIGNETTE	T114	725.3								415.9	265.5		1,674.0
CHEVY.COM ONLINE	T114	1,272.5	32.0		360.5	880.0							
CHRYSLER AUTO&TRK 300 & ASPEN	T114	1,044.8									1,044.8		
CHRYSLER AUTO&TRK ASPEN & SEBRING	T114	370.9									370.9		
CHRYSLER AUTO&TRK DIV CP	T114	914.3	914.3										

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CHRYSLER AUTO&TRK VAR	T114	97,070.8			43,730.1	713.0	686.6	7,697.8	29,917.8	13.2	5,778.4	2,526.6	6,007.3
CHRYSLER AUTO&TRK VAR & JEEP PATRIOT	T114	360.6							360.6				
CHRYSLER AUTO&TRK VAR & JEEP VAR	T114	2,330.1			606.7		99.8		1,432.7				190.9
CHRYSLER AUTO&TRK VAR LEASING	T114	1,602.8			1,602.8								
CHRYSLER CORP DIV CP	T114	1,342.8	808.4		6.0	528.4							
CHRYSLER CORP VAR AUTO&TRK	T114	2,131.4	76.8		1,470.2	528.4			55.9				
CHRYSLER CORP VAR AUTOS&VEHICLES	T114	1,196.7											1,196.7
DODGE AUTO&TRK CALIBER&RAM PICKUP	T114	459.3							459.3				
DODGE AUTO&TRK DIV CP	T114	2,250.4	6.5					1,741.6	0.2		502.1		
DODGE AUTO&TRK VAR	T114	81,303.2			31,221.4	546.7	5,309.4	8,212.2	29,782.1	35.4	4,391.6		1,804.4
DODGE AUTO&TRK VAR LEASING	T114	2,945.4			2,414.7	530.7							
FORD AUTO&TRK DIV CP	T114	1,231.5	724.3			411.2		78.6	10.0		7.4		
FORD AUTO&TRK EDGE & FUSION	T114	12,383.6						12,004.8	0.4	243.6	134.8		
FORD AUTO&TRK EDGE & FUSION LEASING	T114	251.8							251.8				
FORD AUTO&TRK ESCAPE HYBRID&MUSTANG	T114	2,644.3						2,637.0			7.3		
FORD AUTO&TRK PRE-OWNED	T114	2,536.8	2,536.8										
FORD AUTO&TRK VAR	T114	76,844.2	864.1		13,773.4	2,799.1	7,410.3	27,962.1	6,276.9	859.2	1,292.1	13,788.0	1,819.0
FORD AUTO&TRK VAR LEASING	T114	9,630.4			9,279.3				351.1				
FORD AUTO&TRK VIGNETTE	T114	255.0						58.2	75.9		120.9		
FORD CHAMPIONSHIP WKND	T114	1,083.3			57.7			520.2	60.6		444.7		
FORD MOTOR CO CORP DIV CP	T114	1,255.6	369.3		247.9	638.4							
FORD MOTOR CO CP	T114	6,347.0	3,360.6		1,577.1			258.0	105.1		59.1	987.0	
FORD MOTOR CO PRE-OWNED AUTOS&TRK	T114	14,162.4	8,629.0	1,644.4	517.9	534.3						2,836.8	
FORD MOTOR CO VAR AUTO&TRK	T114	7,542.4	5,214.8		1,910.4	84.4	13.2					319.6	
GENERAL MOTORS CORP CP	T114	19,157.4	553.4		3,129.7	170.0		9,726.1	3,766.5	106.9	922.1	782.8	
GENERAL MOTORS CORP DIV CP	T114	3,084.3	2,012.6			1,071.7							
GENERAL MOTORS CORP PRE-OWND AT&TRK	T114	3,729.1	1,805.3		1,365.0	558.5			0.3				
GENERAL MOTORS CORP VAR AUTO&TRK	T114	81,517.8	1,315.7		18,557.8	571.5	24,890.7	12,155.7	2,459.8		2,032.2	15,866.5	3,667.9
GENERAL MOTORS CORP VAR AUTO&TRK LSG	T114	6,005.8			5,784.1	221.7							
LINCOLN AUTO&TRK MKX & MKZ	T114	12,681.0			324.7	115.3		3,714.2	3,465.9	568.2	4,492.7		
LINCOLN AUTO&TRK MKX & MKZ LEASING	T114	852.2			354.8				497.4				
LINCOLN AUTO&TRK MKZ & NAVIGATOR LSG	T114	294.5			294.5								
LINCOLN AUTO&TRK VAR	T114	22,255.4				168.6		6,764.8	5,712.9	2,563.4	7,045.7		
LINCOLN AUTO&TRK VAR LEASING	T114	264.2				264.2							
LINCOLN MERC AUTO&TRK VAR	T114	2,187.2			557.5	337.2	636.7		222.5		1.4		432.0
MERCURY AUTO&TRK MARINER & MILAN	T114	388.3			20.3				368.0				
MERCURY AUTO&TRK MARINER & MILAN LSG	T114	11,805.7			1,516.7			2,499.9	2,409.9	943.8	4,435.4		
MERCURY AUTO&TRK VAR	T114	32,787.7				1,085.6		14,414.8	4,710.6	1,526.0	11,050.7		
PONTIAC AUTO&TRK DIV CP	T114	7,957.3						5,493.4	257.3		2,206.6		
PONTIAC AUTO&TRK G6 & TORRENT	T114	424.4						247.7	113.8		62.8		
PONTIAC AUTO&TRK SOLSTICE & TORRENT	T114	1,459.0	1,459.0										
PONTIAC AUTO&TRK VAR	T114	22,326.5	2,261.5		95.1		466.3	13,053.4	1,606.1	168.5	3,094.3	1,416.2	165.0
PONTIAC AUTO&TRK VIGNETTE	T114	913.9						838.7	67.7		7.5		
PONTIAC.COM ONLINE	T114	5,216.8						4,696.8	17.7		502.3		
RACE FOR THE CURE/FORD	T114	5,818.7	5,818.7										
SATURN AUTO&TRK AURA & VUE	T114	22,572.7			10,351.3	857.3		8,742.9	1,328.7	247.9	1,044.6		
SATURN AUTO&TRK DIV CP	T114	898.6							0.1				898.4
SATURN AUTO&TRK ION & VUE	T114	2,838.9							2,838.9				
SATURN AUTO&TRK VAR	T114	59,661.8	2,713.8				3,219.2	30,738.5	13,140.8	540.6	7,785.9		1,523.2
ACURA AUTO&TRK PRE-OWNED	T115	876.2										876.2	
ACURA AUTO&TRK VAR	T115	16,086.0			76.6	843.7	780.6	1,990.3	8,693.5	4.4	2,840.2	719.6	137.0
ACURA AUTO&TRK VAR LEASING	T115	1,939.4			260.3	104.3		552.8	482.2		539.8		
ACURA CLASSIC TENNIS TRN	T115	270.5				243.7			26.8				
CIVIC TOUR/HONDA	T115	1,564.7	1,564.7										
HONDA AUTO&TRK DIV CP	T115	20,704.7	19,298.3	798.9	101.7	505.8							
HONDA AUTO&TRK VAR	T115	48,678.3	9,393.1	121.6	299.2	835.9	4,605.0	11,886.4	14,348.9		1,530.3	5,269.5	388.4
HONDA AUTO&TRK VIGNETTE	T115	316.3							180.5	131.3		4.5	
HONDA CLASSIC GLF TRNMNT	T115	560.2	499.2					13.6	0.0	8.9			38.5
HONDA CLASSIC GOLF EVENT	T115	500.5			222.9	277.5							
HONDA MOTOR CO CORP DIV CP	T115	14,065.3	8,345.0		2,310.1	3,410.1							
HONDA MOTOR CO LTD CP	T115	18,733.8	2,047.9		70.8			12,211.3	52.7		4,351.1		
HONDA MOTOR CO LTD TV PROGRAM	T115	284.7				284.7							

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HYUNDAI AUTO&TRK DIV CP	T115	6,267.8	5,035.7		823.7			407.6		0.8			
HYUNDAI AUTO&TRK SANTA FE&SONATA LSG	T115	776.6		365.4	411.2								
HYUNDAI AUTO&TRK VAR	T115	89,440.3	3,269.2		48.8	2,568.2	41,231.4	14,273.1	12,463.5	14,275.1	560.4	750.6	
HYUNDAI AUTO&TRK VIGNETTE	T115	938.9						27.4		911.5			
HYUNDAI CORP DIV CP.	T115	378.9	378.9										
INFINITI AUTO&TRK EX & G	T115	1,248.1	1,248.1										
INFINITI AUTO&TRK FX & G	T115	5,928.9					7.0	4,856.5		1,065.4			
INFINITI AUTO&TRK M SERIES & QX56	T115	5,295.4					7.0	4,352.7		935.7			
INFINITI AUTO&TRK VAR	T115	9,086.9	406.3		744.8	7,572.5		299.3		1.1		62.9	
KIA AUTO&TRK DIV CP	T115	4,684.4					3,382.8	41.0		1,260.6			
KIA AUTO&TRK VAR	T115	19,158.3				1,034.7	6,808.6	3,170.6		8,102.7		41.7	
KIA AUTO&TRK VIGNETTE	T115	540.8						41.7		499.1			
LA MARATHON/HONDA	T115	649.3	151.6					497.7					
LEXUS AUTO&TRK DIV CP	T115	605.3	605.3										
LEXUS AUTO&TRK DIV TV PROGRAM	T115	628.5	628.5										
LEXUS AUTO&TRK PRE-OWNED	T115	266.9	266.9										
LEXUS AUTO&TRK VAR	T115	60,795.8	767.1		47.2	5,027.8	6,436.8	26,975.5	8,493.1		12,801.9	231.7	14.7
MAZDA AUTO&TRK VAR	T115	49,447.1			101.4		40.7	18,164.2	27,211.6		3,929.3		
MITSUBISHI AUTO&TRK VAR	T115	2,693.2					110.5		2,480.6				84.3
NISSAN AUTO&TRK ALTIMA&PTHFNDR LSG	T115	1,602.5						1,602.5					
NISSAN AUTO&TRK DIV CP	T115	351.5	351.5										
NISSAN AUTO&TRK VAR	T115	40,463.4			8,442.2		8,505.7	10,001.0	11,045.7		2,348.9	119.8	
NISSAN AUTO&TRK VAR LEASING	T115	5,255.8		5,255.8									
NISSAN AUTO&TRK VIGNETTE	T115	269.5						22.6	188.7		58.1		
SUBARU AUTO&TRK DIV CP	T115	10,033.1	679.0			1,585.1		698.5	377.9		6,692.6		
SUBARU AUTO&TRK VAR	T115	13,288.5	678.3			264.2	579.1	755.4	4,598.3		5,668.1		745.1
SUBARU/AMERICA INC CP	T115	843.0				843.0							
SUZUKI AUTOS&VEHICLES SX4&SX4 SPORT	T115	11,032.7						1,959.8	4,079.8		4,993.1		
SUZUKI AUTOS&VEHICLES VAR	T115	5,940.6	1,298.7				28.7	461.9	477.6		3,673.7		
SUZUKI AUTOS&VEHICLES VIGNETTE	T115	262.7							41.9		220.8		
SUZUKI MOTOR CO CORP DIV CP	T115	335.3	335.3										
THINKABOUTIT.COM ONLINE	T115	14,236.4	13,525.0			711.4							
TOYOTA AUTO&TRK COROLLA & RAV4	T115	3,042.0							3,042.0				
TOYOTA AUTO&TRK COROLLA & RAV4 LSG	T115	2,671.1							2,671.1				
TOYOTA AUTO&TRK DIV CP	T115	13,305.5	2,667.9		175.1			7,329.0	75.9	100.2	2,952.3		5.1
TOYOTA AUTO&TRK PRE-OWNED	T115	1,150.2							1,132.7		17.6		
TOYOTA AUTO&TRK VAR	T115	35,004.0	32.0		4,077.7		9,415.2	10,818.7	7,680.1	10.8	1,548.2	355.2	1,066.1
TOYOTA AUTO&TRK VAR LEASING	T115	4,249.8				1,172.0			3,077.8				
TOYOTA AUTO&TRK VIGNETTE	T115	2,657.3						2,146.0	369.3		142.0		
TOYOTA GRAND PRIX RC	T115	288.3			286.4			0.0	1.9				
TOYOTA MOTOR CORP CP	T115	2,696.8	1,455.2			944.2		0.0					297.3
TOYOTA MOTOR CORP DIV CP	T115	16,692.0	10,428.6		351.9	5,911.4							
TOYOTA MOTOR CORP DIV MNRTY VNDR	T115	332.4	332.4										
TOYOTA MOTOR SALES USA CP	T115	1,887.0	1,718.4			168.6							
TOYOTA.COM ONLINE	T115	752.8					706.9		45.9				
WARREN MILLERS JRNY/NSN	T115	434.9	434.9										
AUDI AUTO&TRK A4 & Q7	T116	1,333.3				1,333.3							
AUDI AUTO&TRK A4 & Q7 LEASING	T116	868.2				868.2							
AUDI AUTO&TRK VAR	T116	551.5						79.4	458.2		13.9		
AUDI AUTO&TRK VAR LEASING	T116	2,834.9				2,834.9							
BMW AG CORP DIV CP	T116	2,175.2	1,947.7		58.9	168.6							
BMW AUTO&TRK DIV CP	T116	4,338.6	2,863.6					1,030.0	0.2		444.7		
BMW AUTO&TRK PRE-OWNED	T116	2,735.0				329.3			2,405.7				
BMW AUTO&TRK VAR	T116	21,544.9	640.8				14,739.1	166.2	245.7		5,752.6		0.5
BMW GOLF CHAMPIONSHIP	T116	631.6	78.0		513.0				40.6				
DAIMLERCHRYSLER AG VAR AUTO&TRK	T116	4,702.1	1,764.9		648.8	711.4	833.0					744.0	
MERCEDES BENZ AUTO&TRK PRE-OWNED	T116	1,781.3							263.3	5.4	1,512.6		
MERCEDES BENZ AUTO&TRK VAR	T116	13,550.1				185.9	4,011.5	87.1	1,550.9	38.2	7,540.8		135.6
POSCHE AUTO&TRK PRE-OWNED	T116	428.7				428.7							
SAAB AUTO&TRK 9-3 & 9-7X	T116	305.8	262.1		43.7								
VOLKSWAGEN AG CORP DIV CP	T116	809.9				809.9							
VOLKSWAGEN AG CP	T116	434.9				261.9	173.0						

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
VOLKSWAGEN AUTO&TRK VAR	T116	27,461.0				8,662.8	9,086.3	70.7	879.0	6,502.2			2,260.0	
VOLKSWAGEN AUTO&TRK VAR LEASING	T116	20,823.1			664.8	889.1		12,846.7	145.1	2,466.8	3,810.6			
VOLVO AUTO&TRK DIV CP	T116	1,945.2									1,945.2			
VOLVO AUTO&TRK VAR	T116	3,549.9				188.7	1,393.1	254.0	4.2	5.8	1,482.3	216.5	5.3	
BUICK TRUCKS ENCLAVE	T117	50,907.5	22,101.9		588.1	2,962.7		16,478.1	1,395.2	272.2	6,773.9		335.4	
CADILLAC TRUCKS ESCALADE	T117	30,242.7	14,946.1		143.1			9,154.9	3,812.6	128.0	2,058.0			
CADILLAC TRUCKS ESCALADE & SRX	T117	507.6							507.6					
CADILLAC TRUCKS ESCALADE LEASING	T117	782.2							782.2					
CADILLAC TRUCKS SRX	T117	9,147.7	3,876.1		40.4			3,781.7	680.8		768.7			
CADILLAC TRUCKS SRX LEASING	T117	1,046.1			87.7				958.4					
CADILLAC TRUCKS VAR	T117	2,336.6							2,330.4		6.2			
CHEVROLET TRUCK DIV CP	T117	2,046.6	902.1		1,144.5									
CHEVROLET TRUCKS AVALANCHE	T117	1,438.3	1,292.7						35.7	34.0	75.9			
CHEVROLET TRUCKS EQUINOX	T117	1,876.2	1,469.8		102.9				302.8		0.7			
CHEVROLET TRUCKS EQUINOX LEASING	T117	337.5							337.5					
CHEVROLET TRUCKS EXPRESS VAN	T117	1,599.2	1,594.9		4.2									
CHEVROLET TRUCKS SILVERADO	T117	190,157.8	27,002.5		6,251.7	3,085.2		113,148.4	15,927.9	2,328.1	20,913.0	1,191.1	310.0	
CHEVROLET TRUCKS SILVERADO & TAHOE	T117	288.4							288.4					
CHEVROLET TRUCKS SILVERADO LEASING	T117	3,217.3			734.7			1,048.5	1,182.8	28.4	222.8			
CHEVROLET TRUCKS SUBURBAN	T117	5,964.5	5,964.5						0.0					
CHEVROLET TRUCKS SUBURBAN & TAHOE	T117	736.7				48.2			688.5					
CHEVROLET TRUCKS TAHOE	T117	19,974.9	8,920.4		317.7			3,989.6	1,641.9	2,953.3	2,152.0			
CHEVROLET TRUCKS TAHOE HYBRID	T117	6,059.7	2,451.8		9.5			1,787.9	314.9	502.7	992.8			
CHEVROLET TRUCKS TRAILBLAZER	T117	577.6			30.1				547.4					
CHEVROLET TRUCKS TRAILBLAZER LEASING	T117	660.8							660.8					
CHEVROLET TRUCKS VAR	T117	2,670.3	20.6		1,230.3	279.5			1,117.2		22.8			
CHEVROLET TRUCKS VIGNETTE	T117	560.3						520.0	40.3					
CHRYSLER TRUCKS ASPEN	T117	9,662.8	5,969.8		157.5			1,469.8	1,095.7	40.9	929.1			
CHRYSLER TRUCKS ASPEN&TOWN&COUNTRY	T117	6,059.6							5,499.9		559.7			
CHRYSLER TRUCKS PACIFICA	T117	2,911.5	127.1			264.2			1,151.4		1,368.7			
CHRYSLER TRUCKS PACIFICA LEASING	T117	1,065.8							1,065.8					
CHRYSLER TRUCKS TOWN & COUNTRY	T117	70,969.4	16,184.8		248.2	168.6		20,448.9	22,634.7	123.0	11,161.2			
CHRYSLER TRUCKS TOWN & COUNTRY LSG	T117	5,587.4			158.3				5,429.1					
CHRYSLER TRUCKS VAR & JEEP VAR	T117	571.2			19.5				551.7					
DODGE TRUCKS CARAVAN	T117	83,934.2	22,703.5		414.2	411.2		26,828.3	23,622.2	12.9	9,941.9			
DODGE TRUCKS CARAVAN & NITRO	T117	1,562.5				573.2				1,562.5				
DODGE TRUCKS CARAVAN & RAM PICKUP	T117	1,158.4							585.2					
DODGE TRUCKS CARAVAN LEASING	T117	2,067.0						235.4	1,831.6					
DODGE TRUCKS DAKOTA	T117	777.5	605.4						172.1					
DODGE TRUCKS DAKOTA & DURANGO	T117	786.5							786.5					
DODGE TRUCKS DURANGO & PICKUPS	T117	10,147.2						243.1	9,625.3		278.8			
DODGE TRUCKS NITRO	T117	35,078.3	10,588.7		117.2	1,213.7		13,762.0	5,461.6	231.8	3,703.3			
DODGE TRUCKS NITRO LEASING	T117	1,225.4			284.4				940.9					
DODGE TRUCKS RAM PICKUP	T117	80,479.7	3,487.7		1,301.4	884.4		25,583.8	39,226.6	225.9	7,660.8		2,109.1	
DODGE TRUCKS RAM PICKUP LEASING	T117	2,004.4							2,004.4					
DODGE TRUCKS VAR	T117	21,286.6			1,403.5			1,069.8	17,245.5	33.8	1,534.0			
DODGE TRUCKS VIGNETTE	T117	578.7							324.6		254.0			
FORD TRUCKS EDGE	T117	166,254.2	34,207.0		2,145.2	1,643.0		97,907.6	17,413.9	4,688.5	7,601.1	648.0		
FORD TRUCKS EDGE LEASING	T117	4,725.8							4,721.4	4.4				
FORD TRUCKS ESCAPE	T117	3,103.4			2,007.1	303.2		249.2	533.4		10.6			
FORD TRUCKS ESCAPE & ESCAPE HYBRID	T117	12,995.6							1,471.0	502.3		11,022.3		
FORD TRUCKS ESCAPE HYBRID	T117	14,900.8	1,891.0		1,043.0	631.2		10,100.7	641.8		593.1			
FORD TRUCKS EXPEDITION	T117	12,417.7	59.3		33.1			1,871.2	8,744.5	147.4	561.7		1,000.6	
FORD TRUCKS EXPEDITION & EXPLORER	T117	2,016.1							1,974.7		41.4			
FORD TRUCKS F-SERIES	T117	200,869.9	39,582.1	805.8	1,693.1	205.6		110,696.0	29,166.6	564.3	16,576.9		1,579.5	
FORD TRUCKS F-SERIES & RANGER	T117	6,063.1							5,915.8		147.2			
FORD TRUCKS F-SERIES LEASING	T117	10,927.4			132.4			2,973.3	7,818.6		3.1			
FORD TRUCKS TAURUS X	T117	5,287.1	5,287.1						225.0	49.6				
FORD TRUCKS VAR	T117	13,564.5			7,300.5				2,586.8	3,175.7		501.5		
FORD TRUCKS VIGNETTE	T117	274.6												
GENERAL MOTORS CORP VAR TRUCKS	T117	1,042.2			1,042.2									
GMC KEYS/VICTORY CONTEST	T117	2,285.7						2,285.7						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GMC TRUCK DIV CP	T117	3,316.9	2,294.7		8.3			779.0	229.5		5.4		
GMC TRUCKS ACADIA	T117	49,150.6	24,290.3		314.5		36.0	15,487.4	2,076.5	290.1	6,655.8		
GMC TRUCKS ENVOY	T117	316.5							316.5				
GMC TRUCKS SAVANA	T117	267.6	172.4		95.1								
GMC TRUCKS SIERRA	T117	104,597.7	25,093.1		4,621.8	253.6	45.9	42,603.6	10,004.5	4,543.9	17,431.2		
GMC TRUCKS SIERRA & SIERRA DENALI	T117	11,852.5						4,784.7	262.8	267.1	6,537.9		
GMC TRUCKS SIERRA DENALI	T117	8,842.5	5,236.3		31.1			2,812.0	110.3	6.7	646.1		
GMC TRUCKS SIERRA LEASING	T117	307.4						158.8	60.7	2.2	85.8		
GMC TRUCKS VAR	T117	27,961.9	2,791.2		2,946.1	85.0	1,125.4	8,458.7	1,102.4	146.4	10,023.3	1,283.5	
GMC TRUCKS VIGNETTE	T117	507.3						0.0	153.9		353.4		
GMC TRUCKS YUKON	T117	7,014.7			39.0			997.3	5,372.6		605.8		
GMC TRUCKS YUKON DENALI	T117	2,997.3	893.4					1,492.7	250.7		360.5		
GMC TRUCKS YUKON HYBRID	T117	3,004.1	3,004.1										
HUMMER PRESS PASS	T117	754.0	754.0										
HUMMER VEHICLES H2	T117	12,318.7	5,606.5		360.5	1,141.0		3,702.8	72.2	95.0	1,340.8		
HUMMER VEHICLES H2 & H2 SUT	T117	4,551.0						402.4	427.0		3,721.6		
HUMMER VEHICLES H3	T117	44,781.6	10,317.3		15.2	337.4		13,810.1	4,560.9	210.0	13,307.7	2,223.0	
HUMMER VEHICLES H3 ALPHA	T117	3,224.2	3,224.2										
HUMMER VEHICLES H3 LEASING	T117	6,501.3			514.0	1,028.2		510.0	1,891.6		2,557.5		
HUMMER VEHICLES VAR	T117	5,709.6	69.6			433.8	426.3	1,699.4	562.9	116.8	2,400.8		
JEEP VEHICLES COMMANDER	T117	9,372.2							8,596.3		775.9		
JEEP VEHICLES COMMANDER & LIBERTY	T117	384.2							384.2				
JEEP VEHICLES COMMANDER&GRAND CHRK	T117	15,520.6			32.6				14,991.8		496.1		
JEEP VEHICLES COMMANDER&GRND CHRK LS	T117	871.8							871.8				
JEEP VEHICLES COMPASS	T117	14,563.6	2,430.7					7,400.5	1,193.4	63.8	3,475.2		
JEEP VEHICLES COMPASS & LIBERTY	T117	2,938.4							2,502.7		435.8		
JEEP VEHICLES COMPASS & PATRIOT	T117	4,197.1							4,126.4	18.2	52.4		
JEEP VEHICLES COMPASS & PATRIOT LSG	T117	5,806.6							5,806.6				
JEEP VEHICLES COMPASS LEASING	T117	594.7							560.2		34.6		
JEEP VEHICLES DIV CP	T117	10,041.5	8,343.3		0.2	1,698.0							
JEEP VEHICLES GRAND CHEROKEE	T117	6,315.9	889.9						5,391.2		34.8		
JEEP VEHICLES GRAND CHEROKEE LEASING	T117	1,185.4							1,185.4				
JEEP VEHICLES GRAND CHEROKEE&LIBERTY	T117	3,577.5							3,577.5				
JEEP VEHICLES LIBERTY	T117	42,930.8	8,229.9		10.9			20,856.2	6,855.6	361.5	6,616.8		
JEEP VEHICLES LIBERTY LEASING	T117	1,027.9							1,027.9				
JEEP VEHICLES PATRIOT	T117	37,419.7	15,451.6		39.4	245.2		10,852.8	3,817.3	162.1	6,851.2		
JEEP VEHICLES PATRIOT LEASING	T117	939.2							906.7		32.5		
JEEP VEHICLES VAR	T117	95,910.4	7,656.3		5,261.5	3,909.0	1,551.1	10,527.6	51,434.3	298.8	13,783.2	80.0	1,408.7
JEEP VEHICLES VAR LEASING	T117	489.0			474.7				14.3				
JEEP VEHICLES WRANGLER	T117	17,578.7	8,183.0		32.1		346.7	4,688.1	1,034.3	92.7	3,201.9		
JEEP WORLD OF ADV SPORTS	T117	450.4	450.4										
KIDZ BOP WORLD TR/DODGE	T117	427.4							219.4		208.0		
LINCOLN TRUCKS MKX	T117	73,494.9	16,935.3	1,475.1	204.8	275.6		29,646.2	3,944.8	7,052.8	13,825.2		135.1
LINCOLN TRUCKS MKX & NAVIGATOR LSG	T117	278.5			198.7				79.8				
LINCOLN TRUCKS MKX LEASING	T117	5,817.9			101.8			625.3	3,318.2	260.0	1,512.7		
LINCOLN TRUCKS NAVIGATOR	T117	18,361.3	2,798.8		55.7			8,488.0	1,012.6	1,597.6	4,408.5		
LINCOLN TRUCKS NAVIGATOR LEASING	T117	7,199.6			3,344.6				3,844.3		10.7		
MERCURY TRUCKS MARINER	T117	35,039.9	6,967.1		468.3	1,890.4		13,202.8	2,412.3	1,807.7	8,291.4		
MERCURY TRUCKS MARINER HYBRID	T117	17,644.5	6,169.0					5,321.9	113.5	3,243.1	2,797.0		
MERCURY TRUCKS MARINER LEASING	T117	1,447.5			5.7				1,439.3		2.4		
MERCURY TRUCKS MARINER&MARINER HYBRD	T117	3,583.0	3,478.1						104.9				
PONTIAC TRUCKS TORRENT	T117	3,588.8			171.9			2,126.6	888.8	86.6	314.8		
SATURN TRUCKS OUTLOOK	T117	14,642.5	2,835.0		19.9	253.6		7,962.8	772.8	223.4	2,574.9		
SATURN TRUCKS OUTLOOK LEASING	T117	9,811.3						7,572.8	865.7	43.4	1,329.4		
SATURN TRUCKS VUE	T117	25,495.7	5,860.8		53.9	411.2		8,399.8	6,677.5	1,490.8	2,601.8		
SATURN TRUCKS VUE LEASING	T117	20,274.2						4,405.9	7,525.5	2,449.4	5,893.4		
TIM MCGRAW&FTH HL/JEEP	T117	320.6			14.2				306.4				
TOBY KEITH/FORD TRUCKS	T117	272.2							272.2				
ACURA TRUCKS MDX	T118	38,583.3	11,004.9	457.4	258.9			3,735.6	20,392.5	4.4	2,729.5		
ACURA TRUCKS MDX LEASING	T118	20,743.5			834.4	244.8		3,489.0	14,175.8		1,999.5		
ACURA TRUCKS RDX	T118	27,090.2	13,053.5	739.8	2,141.0	2,108.9		2,168.4	4,142.8		2,735.7		
ACURA TRUCKS RDX LEASING	T118	10,633.5			2,297.5	1,107.0		2,520.0	3,119.9	8.8	1,580.3		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HONDA TRUCKS CR-V	T118	30,622.4	10,596.3					11,651.2	3,789.6	1,571.2	3,014.1		
HONDA TRUCKS ELEMENT	T118	11,502.7	9,289.9					117.9	1,024.0		1,070.9		
HONDA TRUCKS ODYSSEY	T118	25,405.5	9,813.5			219.4		4,091.2	3,400.6		7,779.7		101.1
HONDA TRUCKS ODYSSEY & PILOT	T118	13,504.8						3,911.3	8,528.7		1,064.7		
HONDA TRUCKS ODYSSEY LEASING	T118	11,471.0	642.0						10,829.0				
HONDA TRUCKS PILOT	T118	14,220.9	7,447.3		187.3			1,143.8	2,581.2		2,861.2		
HONDA TRUCKS PILOT LEASING	T118	10,473.3	3,152.9			219.4			7,089.7		11.3		
HONDA TRUCKS RIDGELINE	T118	21,291.8	5,254.4		191.6			6,526.1	1,695.9	1,885.2	5,738.6		
HONDA TRUCKS RIDGELINE LEASING	T118	1,148.7	409.5						735.5		3.6		
HONDA TRUCKS VAR	T118	34,418.3	724.3		703.8			5,183.3	25,640.4		2,166.5		
HYUNDAI TRUCKS ENTOURAGE	T118	893.1	555.9			337.2							
HYUNDAI TRUCKS SANTA FE	T118	78,687.0	26,540.3					25,973.1	10,224.7	7,883.8	8,065.1		
HYUNDAI TRUCKS SANTA FE LEASING	T118	25,516.5						13,151.6	8,693.6	1,022.8	2,648.5		
HYUNDAI TRUCKS TUCSON LEASING	T118	263.7							263.7				
HYUNDAI TRUCKS VAR	T118	10,776.8						4,918.0	4,017.7	759.4	1,081.6		
HYUNDAI TRUCKS VERACRUZ	T118	21,192.5	12,887.8			582.0		3,551.5	1,230.3	1,787.8	1,153.1		
INFINITI TRUCKS EX	T118	3,332.9	3,332.9										
INFINITI TRUCKS FX	T118	6,860.7	1,155.5		26.5	2,358.7			3,320.0				
INFINITI TRUCKS FX & QX	T118	5,345.4						9.1	4,400.8		935.5		
INFINITI TRUCKS FX LEASING	T118	3,705.5							3,705.5				
INFINITI TRUCKS FX45	T118	1,112.9	1,058.6		54.4								
INFINITI TRUCKS QX56	T118	21,541.8	3,039.0			682.0		3.2	15,185.9		2,631.6		
KIA TRUCKS RONDO	T118	42,814.4	13,351.1					13,013.3	244.5	815.3	15,390.2		
KIA TRUCKS SEDONA	T118	15,788.0	6,038.3						6,930.8		2,818.8		
KIA TRUCKS SORENTO	T118	450.6							450.6				
KIA TRUCKS SPORTAGE	T118	23,573.7	5,009.1		15.6			831.9	5,431.0		12,286.1		
KIA TRUCKS SPORTAGE LEASING	T118	2,673.3							2,673.3				
LEXUS TRUCKS RX	T118	23,670.9	3,558.8			1,161.6		16,284.0	513.7		2,152.8		
LEXUS TRUCKS RX 350	T118	1,519.1	1,192.6			133.5			193.0				
LEXUS TRUCKS RX 400 HYBRID	T118	3,330.4	3,258.8							71.6			
LEXUS TRUCKS VAR	T118	1,652.0							1,392.0		259.9		
MAZDA TRUCKS CX-7	T118	29,670.0	4,328.1					20,060.1	1,934.2		3,347.6		
MAZDA TRUCKS CX-7 & CX-9	T118	3,025.4						2,081.8	4.3		939.3		
MAZDA TRUCKS CX-7 LEASING	T118	4,786.3							4,786.3				
MAZDA TRUCKS CX-9	T118	62,675.6	15,054.0		7.7	516.1		31,894.2	4,860.6		10,343.0		
MAZDA TRUCKS CX-9 LEASING	T118	13,937.2						3,460.0	10,477.2				
MITSUBISHI TRUCKS ENDEAVOR	T118	353.3							352.6		0.7		
MITSUBISHI TRUCKS ENDEAVOR&OUTLANDER	T118	5,568.5						871.4	3,875.8		821.3		
MITSUBISHI TRUCKS OUTLANDER	T118	59,133.5	1,419.9					3,106.9	43,866.4		10,738.3		
MITSUBISHI TRUCKS OUTLANDER LEASING	T118	1,717.9							1,717.9				
NISSAN TRUCKS ARMADA	T118	2,462.4	897.2		648.2				917.0				
NISSAN TRUCKS ARMADA LEASING	T118	4,502.1			3,233.0				1,269.1				
NISSAN TRUCKS FRONTIER	T118	5,027.4							5,027.4				
NISSAN TRUCKS FRONTIER & TITAN	T118	10,473.8			126.5				10,347.3				
NISSAN TRUCKS MURANO	T118	11,173.3	8,970.8		1.6				2,200.9				
NISSAN TRUCKS MURANO & PATHFINDER	T118	266.1							266.1				
NISSAN TRUCKS MURANO & Xterra	T118	494.4							494.4				
NISSAN TRUCKS MURANO LEASING	T118	9,586.2						99.9	9,042.8		443.5		
NISSAN TRUCKS MURANO&PATHFINDER LSG	T118	7,667.9							7,667.9				
NISSAN TRUCKS PATHFINDER	T118	21,329.3	12,609.1					3,914.1	2,157.9	2,016.0	632.2		
NISSAN TRUCKS PATHFINDER LEASING	T118	2,660.8							2,660.8				
NISSAN TRUCKS QUEST	T118	6,795.1	3,220.1		1,977.3						1,597.7		
NISSAN TRUCKS QUEST LEASING	T118	828.4			828.4								
NISSAN TRUCKS ROGUE	T118	80,307.1	13,693.2					43,808.1	11,417.6		11,388.2		
NISSAN TRUCKS TITAN	T118	79,836.1	13,787.4		260.0			35,435.0	27,746.3		2,607.4		
NISSAN TRUCKS VAR	T118	14,694.4	5,335.6		199.0				8,588.8		570.9		
NISSAN TRUCKS XTERRA	T118	7,573.9	4,205.0					114.7	56.1	3,181.7	16.2	0.3	
SUBARU TRUCKS FORESTER	T118	8,470.0	5,516.9							2,945.7		7.4	
SUBARU TRUCKS TRIBECA	T118	22,909.5	8,752.6		8.7				2,845.5	4,007.7		7,295.0	
SUBARU TRUCKS TRIBECA LEASING	T118	2,684.6								956.1		1,728.5	
SUZUKI VEHICLES GRAND VITARA	T118	16,370.1	5,212.7						214.0	5,775.4	633.1	4,534.9	
SUZUKI VEHICLES SX4	T118	6,033.0	4,743.3							1,270.7		19.0	

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SUZUKI VEHICLES XL-7	T118	56,525.6	13,959.4		2.5			4,625.4	22,930.6	16.4	14,991.3		
SUZUKI VEHICLES XL-7 LEASING	T118	598.9							99.8		499.1		
TOYOTA TRUCK DIV CP	T118	8,218.0	8,218.0										
TOYOTA TRUCKS 4RUNNER	T118	12,146.4	4,411.7		6.5				7,693.6		25.1		9.6
TOYOTA TRUCKS 4RUNNER & FJ CRUISER	T118	2,465.9							2,465.9				
TOYOTA TRUCKS 4RUNNER & HIGHLANDER	T118	2,203.3							2,203.3				
TOYOTA TRUCKS 4RUNNER & RAV4	T118	336.2							336.2				
TOYOTA TRUCKS 4RUNNER & SEQUOIA	T118	469.2							469.2				
TOYOTA TRUCKS 4RUNNER & SIENNA	T118	839.7							839.7				
TOYOTA TRUCKS 4RUNNER & TACOMA	T118	1,035.9							1,035.9				
TOYOTA TRUCKS 4RUNNER & TUNDRA	T118	698.3							698.3				
TOYOTA TRUCKS 4RUNNER&HIGHLANDER LSG	T118	464.1							464.1				
TOYOTA TRUCKS FJ CRUISER	T118	996.1	958.7		22.4				15.0				
TOYOTA TRUCKS HGHLDNR HYBRD&HGHLDN	T118	302.2							302.2				
TOYOTA TRUCKS HIGHLANDER	T118	62,972.2	10,066.5		107.5			37,046.3	9,993.9	266.8	5,491.1		
TOYOTA TRUCKS HIGHLANDER & RAV4	T118	667.0							667.0				
TOYOTA TRUCKS HIGHLANDER & SEQUOIA	T118	737.0							737.0				
TOYOTA TRUCKS HIGHLANDER & SIENNA	T118	324.6			56.1				268.4				
TOYOTA TRUCKS HIGHLANDER HYBRID	T118	10,342.6	2,119.3					6,964.0	156.1	16.4	1,086.9		
TOYOTA TRUCKS HIGHLANDER LEASING	T118	7,390.6							7,390.6				
TOYOTA TRUCKS HIGHLANDER&SIENNA LSG	T118	1,140.9							1,140.9				
TOYOTA TRUCKS RAV4	T118	14,606.5	10,540.5					950.3	2,583.8		531.9		
TOYOTA TRUCKS RAV4 & TACOMA	T118	476.0							476.0				
TOYOTA TRUCKS RAV4 LEASING	T118	2,363.2							2,363.2				
TOYOTA TRUCKS SEQUOIA	T118	4,300.1						3,579.9	273.4		446.8		
TOYOTA TRUCKS SIENNA	T118	10,059.4	2,246.6						7,812.8				
TOYOTA TRUCKS SIENNA LEASING	T118	2,995.7							2,995.7				
TOYOTA TRUCKS TACOMA	T118	29,603.2	5,769.7					16,524.2	4,135.0		3,174.3		
TOYOTA TRUCKS TACOMA & TUNDRA	T118	1,748.3		87.2					1,661.1				
TOYOTA TRUCKS TACOMA & TUNDRA LSG	T118	268.6		203.4					65.2				
TOYOTA TRUCKS TUNDRA	T118	243,850.9	37,671.6		1,155.8		386.0	133,339.8	46,140.9	39.2	24,009.1		1,108.5
TOYOTA TRUCKS TUNDRA LEASING	T118	11,432.5		1,079.2					10,353.3				
TOYOTA TRUCKS VAR	T118	8,990.2		158.7				1,020.0	7,576.2				235.3
TOYOTA TRUCKS VIGNETTE	T118	676.8						648.6	9.4		18.8		
AUDI TRUCKS Q7	T119	530.6	419.4					79.1	2.3		29.9		
AUDI TRUCKS Q7 LEASING	T119	1,350.4		26.4		1,238.0		74.4	0.2		11.4		
BMW TRUCKS PRE-OWNED	T119	999.2	999.2										
BMW TRUCKS X5	T119	21,198.1	6,642.5	114.4	45.8	264.2		505.0	6,069.4		7,557.0		
BMW TRUCKS X5 LEASING	T119	291.4				168.8			122.6				
LAND ROVER VEHICLES LR2	T119	26,797.4	7,540.2		83.2	4,356.5			10,584.4		4,233.1		
LAND ROVER VEHICLES LR3	T119	13,073.6	2,408.3		86.4	2,561.1		900.0	7,112.0		5.8		
LAND ROVER VEHICLES LR3&RANGE ROVER	T119	1,526.9	1,526.9										
LAND ROVER VEHICLES RANGE ROVER	T119	40,115.9	17,271.4		72.5	3,440.8			12,258.6		7,072.5		
LAND ROVER VEHICLES VAR	T119	6,695.4	313.5		129.2	1,035.7	4,869.5		298.5		49.1		
MERCEDES BENZ TRUCKS GL-CLASS	T119	2,380.6	562.8					1,690.7	3.3	8.8	115.1		
MERCEDES BENZ TRUCKS GL-CLASS LSG	T119	2,583.9						1,030.0	1,073.8		480.2		
MERCEDES BENZ TRUCKS M-CLASS	T119	15,785.1			69.1			76.9	11,242.8	5.1	4,391.2		
MERCEDES BENZ TRUCKS M-CLASS LEASING	T119	5,208.8		329.4				2,968.1	1,431.2		480.0		
MERCEDES BENZ TRUCKS R-CLASS	T119	847.6							378.5		469.2		
MERCEDES BENZ TRUCKS R-CLASS LEASING	T119	6,999.9			142.5			3,272.1	2,155.5		1,429.8		
PORSCHE TRUCKS CAYENNE	T119	15,932.8	14,151.5	104.0	25.4	1,478.5	173.4						
PORSCHE TRUCKS CAYENNE LEASING	T119	716.1	100.0			616.1							
SAAB TRUCKS 9-7X	T119	599.9	520.3		61.5				2.2		15.9		
VOLKSWAGEN TRUCKS TOUAREG 2	T119	3,248.2						913.1	48.1		2,287.0		
VOLKSWAGEN TRUCKS TOUAREG 2 LEASING	T119	1,522.0						946.7	267.0	114.6	193.7		
VOLKSWAGEN TRUCKS TOUAREG LEASING	T119	852.0							38.7		813.3		
VOLVO TRUCKS XC70 & XC90 LEASING	T119	946.3			946.3								
VOLVO TRUCKS XC70 WAGON	T119	12,242.3	4,987.8					3,631.7	1.7	9.2	3,611.8		
VOLVO TRUCKS XC70 WAGON LEASING	T119	4,344.8						494.5	1,111.8		2,738.5		
VOLVO TRUCKS XC90	T119	2,271.9	1,400.1		77.0	389.7		40.0			103.1		
VOLVO TRUCKS XC90 LEASING	T119	6,735.3							1,084.9		5,650.6		
ARIZONA DODGE DLR ASSN	T121	1,324.5			1,071.5		253.0						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ARIZONA FORD DLR ASSN	T121	7,325.7			5,539.0								1,786.7
ATLANTA LINC MERC DA	T121	386.7											386.7
AUSTIN AREA CHEVROLET DA	T121	469.1			469.1								
AUSTIN AREA DODGE DA	T121	485.1			485.1								
AUSTIN METRO DODGE DA	T121	1,262.6			1,262.6								
BAY AREA HUMMER DLR ASSN	T121	453.1			453.1								
BUICK DLR ASSN ENCLAVE	T121	268.6							268.6				
BUICK DLR ASSN LACROSSE	T121	730.1							730.1				
BUICK DLR ASSN LACROSSE & LUCERNE	T121	11,304.4			1,224.4				10,079.9				
BUICK DLR ASSN LACROSSE LEASING	T121	1,111.2							1,111.2				
BUICK DLR ASSN LUCERNE	T121	9,111.0							9,111.0				
BUICK DLR ASSN LUCERNE LEASING	T121	2,328.6							2,328.6				
BUICK DLR ASSN PRE-OWNED AUTOS&TRK	T121	1,321.9							1,321.9				
BUICK DLR ASSN VAR AUTO&TRK	T121	3,293.4			26.0			9.5	1,437.1				1,820.8
BUICK DLR ASSN VAR AUTOS	T121	431.2			431.2								
CADILLAC DLR ASSN CTS	T121	6,422.9			408.7				6,014.2				
CADILLAC DLR ASSN CTS LEASING	T121	7,799.3							7,799.3				
CADILLAC DLR ASSN DTS	T121	1,074.6							1,074.6				
CADILLAC DLR ASSN DTS LEASING	T121	518.7							518.7				
CADILLAC DLR ASSN ESCALADE	T121	2,720.8	154.8						2,566.0				
CADILLAC DLR ASSN ESCALADE & SRX	T121	1,043.4							1,043.4				
CADILLAC DLR ASSN ESCALADE LEASING	T121	1,832.7							1,832.7				
CADILLAC DLR ASSN SRX	T121	1,047.6							1,047.6				
CADILLAC DLR ASSN SRX LEASING	T121	983.2							983.2				
CADILLAC DLR ASSN STS	T121	424.6							424.6				
CADILLAC DLR ASSN VAR AUTO&TRK	T121	9,185.0			93.3			6.7	5,895.3				3,189.8
CADILLAC DLR ASSN VAR AUTOS	T121	3,633.0			3,633.0								
CADILLAC DLR ASSN VAR TRUCKS	T121	1,623.4							1,623.4				
CADILLAC DLR ASSN VIGNETTE	T121	1,154.9							1,154.9				
CENTRAL OH CHEVROLET DA	T121	681.2			681.2								
CENTRAL OH FORD DLR ASSN	T121	428.9			346.2								82.7
CENTRAL TX CHEVROLET DA	T121	791.7			791.7								
CHEVROLET DLR ASSN AVALANCHE	T121	322.7							322.7				
CHEVROLET DLR ASSN AVALANCHE&SLVRD	T121	1,368.4							1,368.4				
CHEVROLET DLR ASSN AVEO	T121	1,067.8							1,067.8				
CHEVROLET DLR ASSN COBALT	T121	23,094.5							23,094.5				
CHEVROLET DLR ASSN COBALT LEASING	T121	7,395.4							7,395.4				
CHEVROLET DLR ASSN COBALT&SILVERADO	T121	1,162.6							1,162.6				
CHEVROLET DLR ASSN CP	T121	1,277.5							1,277.5				
CHEVROLET DLR ASSN EQUINOX	T121	6,016.4							6,016.4				
CHEVROLET DLR ASSN EQUINOX & HHR	T121	1,512.3							1,512.3				
CHEVROLET DLR ASSN EQUINOX LEASING	T121	930.5							930.5				
CHEVROLET DLR ASSN HHR	T121	5,258.9							5,258.9				
CHEVROLET DLR ASSN HHR LEASING	T121	440.6							440.6				
CHEVROLET DLR ASSN IMPALA	T121	13,165.7							13,165.7				
CHEVROLET DLR ASSN IMPALA LEASING	T121	13,730.4							13,730.4		0.0		
CHEVROLET DLR ASSN MALIBU	T121	340.7							340.7				
CHEVROLET DLR ASSN SILVERADO	T121	87,094.6			34.8				87,059.8				
CHEVROLET DLR ASSN SILVERADO & TAHOE	T121	1,448.8							1,448.8				
CHEVROLET DLR ASSN SILVERADO LEASING	T121	10,202.0							10,202.0				
CHEVROLET DLR ASSN SUBURBAN	T121	624.3							624.3				
CHEVROLET DLR ASSN SUBURBAN & TAHOE	T121	3,126.4							3,126.4				
CHEVROLET DLR ASSN TAHOE	T121	13,746.1							13,746.1				
CHEVROLET DLR ASSN TAHOE LEASING	T121	3,588.5							3,588.5				
CHEVROLET DLR ASSN TRAILBLAZER	T121	4,257.0							4,257.0				
CHEVROLET DLR ASSN TRAILBLAZER LSG	T121	3,133.0							3,133.0				
CHEVROLET DLR ASSN VAR AUTO&TRK	T121	60,377.7			6,549.3			223.1	30,757.1				22,848.2
CHEVROLET DLR ASSN VAR AUTO&TRK LSG	T121	608.7			608.7								
CHEVROLET DLR ASSN VAR AUTOS	T121	1,039.1							1,039.1				
CHEVROLET DLR ASSN VAR TRUCKS	T121	15,053.0							15,053.0				
CHEVROLET DLR ASSN VIGNETTE	T121	1,310.6							1,310.6				
CHEVROLET/NEW ENGLAND DA	T121	422.7			422.7								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CHICAGO AREA FORD DA	T121	1,526.7			1,526.7								
CHICAGO HUMMER DLR ASSN &NW IN HMR	T121	1,365.9			1,365.9								
CHICAGOLAND CADILLAC DA	T121	2,977.2			2,977.2								
CHICAGOLAND FORD DA	T121	1,467.1			1,467.1								
CHICAGOLAND GMC DA	T121	345.9			345.9								
CHICAGOLAND NW/CHEV DA	T121	6,742.2			6,742.2								
CHRYSLER CORP VAR DA VAR AUTO&TRK	T121	2,271.0			509.9		51.6		985.2				724.2
CHRYSLER DA PACIFICA & JEEP DA VAR	T121	380.3							380.3				
CHRYSLER DA/VAR AUTO&TRK & JEEP DA	T121	917.9			368.3				549.6				
CHRYSLER DA/VAR AUTO&TRK &JP DA LSG	T121	2,050.1			2,050.1								
CHRYSLER DA/VR AT&TK LSG & JEEP DA	T121	991.3			991.3								
CHRYSLER DLR ASSN 300	T121	469.4							469.4				
CHRYSLER DLR ASSN 300 LEASING	T121	2,965.6							2,965.6				
CHRYSLER DLR ASSN ASPEN	T121	318.6							318.6				
CHRYSLER DLR ASSN PACIFICA LEASING	T121	358.7							358.7				
CHRYSLER DLR ASSN SEBRING	T121	489.0							448.5				40.6
CHRYSLER DLR ASSN SEBRING LEASING	T121	576.4							576.4				
CHRYSLER DLR ASSN TOWN & COUNTRY	T121	597.8			68.8				528.9				
CHRYSLER DLR ASSN TOWN & COUNTRY LSG	T121	1,808.0							1,808.0				
CHRYSLER DLR ASSN VAR AUTO&TRK	T121	21,453.6			8,612.8		1,583.4		3,098.4				8,159.0
CHRYSLER DLR ASSN VAR AUTOS	T121	2,417.3							2,417.3				
CLEVELAND AUTO CHRY DA	T121	605.6			605.6								
COLORADO BUICK DLR ASSN	T121	2,093.6			2,093.6								
COLORADO GMC TRUCK DA	T121	377.3			377.3								
COLORADO PONT DLR ASSN	T121	384.2			384.2								
COLUMBUS AR LINC MERC DA	T121	458.4			458.4								
DALLAS/FT WORTH HMR DA	T121	343.3			343.3								
DALLAS/FT WORTH HMR DA H3	T121	426.7			426.7								
DODGE DLR ASSN AVENGER LEASING	T121	444.3							444.3				
DODGE DLR ASSN CALIBER LEASING	T121	382.3							382.3				
DODGE DLR ASSN CARAVAN	T121	1,179.7	38.7		319.6				821.4				
DODGE DLR ASSN CARAVAN & NITRO	T121	1,004.2							1,004.2				
DODGE DLR ASSN CARAVAN & RAM PICKUP	T121	1,014.5							1,014.5				
DODGE DLR ASSN CARAVAN LEASING	T121	1,098.3							1,098.3				
DODGE DLR ASSN CHARGER LEASING	T121	392.8							392.8				
DODGE DLR ASSN DAKOTA & RAM PICKUP	T121	2,927.8							2,927.8				
DODGE DLR ASSN DURANGO & PICKUPS	T121	3,460.8							3,460.8				
DODGE DLR ASSN NITRO	T121	4,069.2							4,069.2				
DODGE DLR ASSN NITRO LEASING	T121	2,569.7							2,569.7				
DODGE DLR ASSN RAM PICKUP	T121	18,837.3							18,837.3				
DODGE DLR ASSN RAM PICKUP LEASING	T121	1,358.2							1,358.2				
DODGE DLR ASSN VAR AUTO&TRK	T121	48,952.3			4,954.5		2,525.6		4,688.8				36,783.5
DODGE DLR ASSN VAR AUTOS	T121	1,833.0							1,833.0				
DODGE DLR ASSN VAR TRUCKS	T121	3,755.7			164.7				3,591.1				
FORD DLR ASSN CP	T121	2,205.6							2,205.6				
FORD DLR ASSN EDGE	T121	12,529.3							12,529.3				
FORD DLR ASSN EDGE & FUSION LEASING	T121	2,352.0							2,352.0				
FORD DLR ASSN EDGE LEASING	T121	24,484.8							24,484.8				
FORD DLR ASSN ESCAPE	T121	1,688.5							1,688.5				
FORD DLR ASSN ESCAPE & ESCAPE HYBRID	T121	2,126.7							2,126.7				
FORD DLR ASSN ESCAPE & EXPEDITION	T121	1,993.4							1,993.4				
FORD DLR ASSN ESCAPE & EXPLORER	T121	393.8							393.8				
FORD DLR ASSN ESCAPE HYBRID	T121	999.3							999.3				
FORD DLR ASSN ESCAPE LEASING	T121	5,290.6							5,290.6				
FORD DLR ASSN EXPEDITION	T121	5,384.9							5,384.9				
FORD DLR ASSN EXPEDITION & EXPLORER	T121	10,830.6							10,830.6				
FORD DLR ASSN EXPEDITION LEASING	T121	1,778.5							1,778.5				
FORD DLR ASSN EXPLORER	T121	751.8							751.8				
FORD DLR ASSN EXPLORER LEASING	T121	4,294.4							4,294.4				
FORD DLR ASSN FIVE HUNDRED	T121	385.0							385.0				
FORD DLR ASSN FIVE HUNDRED&FREESTYLE	T121	711.1							711.1				
FORD DLR ASSN FOCUS	T121	6,399.5							6,399.5				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FORD DLR ASSN FOCUS & MUSTANG	T121	312.7							312.7				
FORD DLR ASSN FOCUS LEASING	T121	3,521.8							3,521.8				
FORD DLR ASSN F-SERIES	T121	85,200.8							85,198.6		2.2		
FORD DLR ASSN F-SERIES & RANGER	T121	8,976.7							8,976.7				
FORD DLR ASSN F-SERIES LEASING	T121	16,850.8							16,844.2		6.6		
FORD DLR ASSN FUSION	T121	10,916.7							10,916.7				
FORD DLR ASSN FUSION & MUSTANG	T121	253.7							253.7				
FORD DLR ASSN FUSION & MUSTANG LSG	T121	507.7							507.7				
FORD DLR ASSN FUSION LEASING	T121	30,716.6							30,716.6				
FORD DLR ASSN MUSTANG	T121	8,585.9							8,585.9				
FORD DLR ASSN MUSTANG & TAURUS	T121	423.0							423.0				
FORD DLR ASSN MUSTANG LEASING	T121	4,486.5							4,486.5				
FORD DLR ASSN TAURUS	T121	897.8							897.8				
FORD DLR ASSN TAURUS LEASING	T121	3,044.1							3,044.1				
FORD DLR ASSN VAR AUTO&TRK	T121	39,469.5			1,521.0		3,353.7		28,436.2		19.7		6,139.0
FORD DLR ASSN VAR AUTO&TRK LEASING	T121	759.1			584.5				174.6				
FORD DLR ASSN VAR AUTOS	T121	14,469.7							11,448.7				3,021.0
FORD DLR ASSN VAR AUTOS LEASING	T121	390.8							390.8				
FORD DLR ASSN VAR TRUCKS	T121	10,468.7			550.6				9,918.2				
FORD DLR ASSN VAR TRUCKS LEASING	T121	1,231.2							1,231.2				
FORD DLR ASSN VIGNETTE	T121	877.6							877.6				
FORD GENUINE PARTS & SERVICE	T121	1,104.4							1,104.4				
FORD MOTOR CO VAR DA VAR AUTO&TRK	T121	545.2	326.7						33.8				184.7
GENERAL MOTORS VAR DA CP	T121	880.6							880.6				
GENERAL MOTORS VAR DA VAR AUTO&TRK	T121	14,626.9			11,326.9				3,300.1				
GMC DLR ASSN ACADIA	T121	2,338.4			208.5				2,129.9				
GMC DLR ASSN ACADIA LEASING	T121	1,475.4							1,475.4				
GMC DLR ASSN CANYON & SIERRA	T121	1,113.8							1,113.8				
GMC DLR ASSN CP	T121	658.9							658.9				
GMC DLR ASSN ENVOY	T121	1,528.7							1,528.7				
GMC DLR ASSN ENVOY & SIERRA	T121	1,541.9							1,541.9				
GMC DLR ASSN ENVOY LEASING	T121	2,659.5							2,659.5				
GMC DLR ASSN SIERRA	T121	31,151.7			113.9				31,037.8				
GMC DLR ASSN SIERRA & YUKON	T121	506.0							506.0				
GMC DLR ASSN SIERRA LEASING	T121	2,256.8							2,256.8				
GMC DLR ASSN VAR TRUCKS	T121	15,317.3			824.8				10,728.2				3,764.4
GMC DLR ASSN YUKON	T121	16,542.0							16,542.0				
GMC DLR ASSN YUKON LEASING	T121	1,814.4							1,814.4				
GREATER CNCNT FRD DA	T121	2,236.7			2,236.7								
HAMPTON ROADS CHRY JP DA	T121	352.4			352.4								
HEARTLAND CHEVROLET DA	T121	4,572.2			4,572.2								
HOUSTON AREA GMC DA SIERRA	T121	682.4			682.4								
HOUSTON AREA GMC DA VAR TRUCKS	T121	599.5			599.5								
HOUSTON AREA GMC DA YUKON	T121	250.5			250.5								
HOUSTON AREA GMC DA YUKON DENALI	T121	279.5			279.5								
HUMMER DLR ASSN H1 & H2	T121	1,557.2			1,557.2								
HUMMER DLR ASSN H2	T121	796.5							796.5				
HUMMER DLR ASSN H2 & H2 SUT	T121	556.2							556.2				
HUMMER DLR ASSN H3	T121	7,369.8			378.1				6,991.7				
HUMMER DLR ASSN H3 LEASING	T121	1,839.1			244.4				1,594.6				
HUMMER DLR ASSN VAR VEHICLES	T121	2,757.0			854.6	303.2	29.8		882.9				686.5
JEEP DLR ASSN CMNDR&GRND CHRK LSG	T121	2,707.8							2,707.8				
JEEP DLR ASSN COMMANDER LEASING	T121	889.0							889.0				
JEEP DLR ASSN COMMANDER&GRAND CHRK	T121	1,816.6							1,816.6				
JEEP DLR ASSN COMPASS & LIBERTY	T121	876.3							876.3				
JEEP DLR ASSN COMPASS & PATRIOT LSG	T121	262.6							262.6				
JEEP DLR ASSN GRAND CHEROKEE	T121	1,818.4							1,818.4				
JEEP DLR ASSN GRAND CHEROKEE LEASING	T121	2,219.6							2,219.6				
JEEP DLR ASSN GRAND CHEROKEE&LIBERTY	T121	2,436.5							2,436.5				
JEEP DLR ASSN LIBERTY LEASING	T121	1,845.3							1,845.3				
JEEP DLR ASSN PATRIOT	T121	1,090.6							1,090.6				
JEEP DLR ASSN VAR VEHICLES	T121	22,423.0			2,348.4		121.0		10,594.8				9,358.7

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
JEEP DLR ASSN WRANGLER	T121	282.5							282.5				
KANSAS CITY AREA CHEV DA	T121	337.3			337.3								
KANSAS CITY CADILLAC DA	T121	465.3			465.3								
LAS VEGAS FORD DLR ASSN	T121	323.9											323.9
LINCOLN MERC DLR ASSN MARINER LSG	T121	530.0							530.0				
LINCOLN MERC DLR ASSN MILAN	T121	351.8							26.0				325.7
LINCOLN MERC DLR ASSN MKX & MKZ	T121	1,328.8	337.3		20.0				971.5				
LINCOLN MERC DLR ASSN MKX & MKZ LSG	T121	534.6			75.3				459.3				
LINCOLN MERC DLR ASSN MKX LEASING	T121	1,529.6							1,529.6				
LINCOLN MERC DLR ASSN MKZ LEASING	T121	1,143.9							1,143.9				
LINCOLN MERC DLR ASSN NAVIGATOR LSG	T121	2,115.3							2,115.3				
LINCOLN MERC DLR ASSN VAR AUTO&TRK	T121	10,765.6			7,496.8		51.3		1,043.1				2,174.5
LONG ISLAND LINC MERC DA	T121	4,117.1			4,117.1								
LOUISVILLE AR LN MRC DA	T121	574.6			574.6								
MEMPHIS DIST FORD DA VAR AUTOS	T121	534.7											534.7
METRO DETROIT BUICK DA	T121	1,623.4			1,623.4								
METRO DETROIT FORD DA	T121	969.3			969.3								
METRO DETROIT FORD DA PARTS & SVC	T121	460.4			460.4								
METRO DETROIT FORD DA VAR AT&TRK LSG	T121	1,060.8			1,060.8								
METRO DETROIT LNC MR DA	T121	570.3			570.3								
METRO DETROIT LNC MR DA SABLE LSNG	T121	427.6			427.6								
METRO DTRT LINC MERC DA MKX&MKZ LSG	T121	437.9			437.9								
METRO DTRT LINC MERC DA PARTS & SVC	T121	341.2			341.2								
METROPOLIX CAD DLR ASSN	T121	519.1			519.1								
MID-AMERICA CHEV DA	T121	1,557.2			1,557.2								
MID-SOUTH CHEVROLET DA	T121	3,638.7			3,638.7								
MID-SOUTH CHRY JEEP DA	T121	293.1			293.1								
MIDWEST FORD DLR ASSN	T121	967.2			967.2								
MINNEAPOLIS GM DA	T121	647.3			647.3								
MOTOR CITY DODGE DA	T121	493.7			493.7								
NEIGHBORHOOD FORD DA	T121	985.8			985.8								
NEIGHBORHOOD GM CORP DA	T121	628.5			628.5								
NEW ENGLAND FORD DA	T121	439.8			439.8								
NEW MEXICO DODGE DA	T121	560.5			560.5								
NORTHERN CA DODGE DA VAR AUTO&TRK	T121	674.0			674.0								
NORTHERN CA GMC DLR ASSN	T121	845.8			845.8								
NORTHERN OH CHRYSLER DA	T121	528.7			528.7								
NORTHERN OH DODGE DA	T121	1,924.4			1,924.4								
NORTHLAND FORD DLR ASSN	T121	1,858.3			1,858.3								
NORTHWEST CHEVROLET DA	T121	312.8			312.8								
NORTHWEST FORD DLR ASSN	T121	3,323.4			3,303.4								20.0
OKLAHOMA CHEVROLET DA	T121	2,607.1			2,607.1								
OKLAHOMA CHRY JEEP DA	T121	689.9			689.9								
OKLAHOMA DODGE DLR ASSN	T121	2,268.8			2,268.8								
OKLAHOMA FORD DLR ASSN	T121	396.9			396.9								
PALM BEACH FORD DLR ASSN	T121	280.8			280.8								
PITTSBURGH FORD DLR ASSN	T121	378.5											378.5
PONTIAC DLR ASSN G6	T121	524.0							524.0				
PONTIAC DLR ASSN G6 & G6	T121	7,426.0							7,426.0				
PONTIAC DLR ASSN G6	T121	9,453.8							9,453.8				
PONTIAC DLR ASSN G6 & GRAND PRIX	T121	767.9							767.9				
PONTIAC DLR ASSN G6 & TORRENT	T121	1,382.5							1,382.5				
PONTIAC DLR ASSN G6 & VIBE	T121	1,719.6							1,719.6				
PONTIAC DLR ASSN G6 LEASING	T121	7,827.3							7,827.3				
PONTIAC DLR ASSN TORRENT	T121	4,059.0							4,059.0				
PONTIAC DLR ASSN VAR AUTO&TRK	T121	7,176.4			196.2				4,933.4				2,046.9
QUALITY PLUS FORD DA	T121	3,660.2			3,530.3		129.8						
SACRAMENTO AREA DODGE DA	T121	527.1			527.1								
SAN DIEGO COUNTY FORD DA	T121	1,604.3			1,535.0								69.4
SAN DIEGO COUNTY GMC DA	T121	543.5			543.5								
SATURN DLR ASSN AURA & SKY	T121	310.8			310.8								
SATURN DLR ASSN AURA LEASING	T121	686.9			656.0				31.0				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SATURN DLR ASSN VAR AUTO&TRK	T121	3,397.4			2,228.3		62.6		62.4				1,044.1
SATURN DLR ASSN VAR AUTO&TRK LEASING	T121	1,573.6			1,573.6								
SATURN DLR ASSN VAR AUTOS	T121	38,103.6			38,083.1		7.1		13.3				
SATURN/ORANGE COUNTY DA	T121	2,499.3			2,499.3								
SOUTH CHGLND STRN DA	T121	5,598.4			5,598.4								
SOUTH FL CAD DLR ASSN	T121	2,299.8			2,299.8								
SOUTH FL FORD DLR ASSN	T121	955.3			945.8								9.5
SOUTH TX LINCOLN MERC DA	T121	305.5					65.8						239.7
SOUTHEAST WI GM DA	T121	273.5			273.5								
SOUTHERN CA CHEV DA	T121	2,103.7			2,103.7								
SOUTHERN CA CHRY JEEP DA	T121	790.8			790.8								
SOUTHERN CA DODGE DA	T121	506.8			506.8								
SOUTHERN CA HUMMER DA	T121	309.6			309.6								
SOUTHERN CA LINC MERC DA	T121	266.2			266.2								
SOUTHERN CHEVROLET DA	T121	2,086.1			2,086.1								
SOUTHERN FORD DLR ASSN	T121	1,907.9			1,226.9		25.4						655.6
SOUTHERN NV CHEV DA	T121	1,230.3			1,230.3								
SOUTHERN NV DODGE DA	T121	586.0			586.0								
SOUTHERN NV FORD DA	T121	470.9			470.9								
SOUTHERN QUALITY FORD DA	T121	852.9			46.3		79.7						726.9
SOUTHERN TRCK STP DG DA VAR AUTO&TRK	T121	909.2			909.2								
SOUTHERN VA FORD DA	T121	466.9											466.9
ST LOUIS AREA LNC MRC DA	T121	511.5			511.5								
SUBARU DLR ASSN TRIBECA	T121	422.5							422.5				
SUNCOAST BUICK DLR ASSN	T121	402.4			402.4								
TEXAS CHEVROLET DLR ASSN	T121	3,758.2			3,758.2								
TEXAS CHEVROLET DLR ASSN VAR AT&TRK	T121	324.4			324.4								
TEXAS CHRY DA VAR AT&TRK & TX JEEP DA	T121	281.5			281.5								
TEXAS CHRY PLYM DLR ASSN	T121	2,090.8			2,090.8								
TEXAS CHRYSLER DLR ASSN VAR AUTO&TRK	T121	526.1			526.1								
TEXAS CHRYSLER JEEP DA	T121	2,488.4			2,488.4								
TEXAS CHRYSLER JEEP DA VAR AUTO&TRK	T121	500.5			500.5								
TEXAS DODGE DLR ASSN	T121	11,195.7			11,195.7								
TEXAS FORD DLR ASSN	T121	1,840.6			1,840.6								
TEXAS JEEP DLR ASSN	T121	2,071.3			2,071.3								
TEXAS JEEP DLR ASSN VAR VEHICLES	T121	897.3			897.3								
TEXAS LINCOLN MERCURY DA	T121	378.1			378.1								
TEXAS LINCOLN MERCURY DA VAR AT&TRK	T121	634.2			605.7								28.5
TEXAS TRUCK STOP DG DA VAR AUTO&TRK	T121	2,082.3			2,082.3								
TEXAS TRUCK STOP DG DA VAR TRUCKS	T121	467.1			467.1								
TRI-STATE CADILLAC DA	T121	6,826.1			5,501.3		1,324.8						
TRI-STATE CHEVROLET DA	T121	2,511.5			2,511.5								
TRI-STATE FORD DLR ASSN	T121	1,416.0			1,112.8		303.2						
TRI-STATE LINC MERC DA	T121	6,765.3			227.1		6,538.3						
TULSA AREA CHEVROLET DA	T121	467.2			467.2								
UPSTATE FORD DLR ASSN	T121	570.5			569.4		1.1						
VALLEY CADILLAC DLR ASSN	T121	503.6			503.6								
VALLEY CHEVROLET DA	T121	1,918.5			1,918.5								
VALLEY PONTIAC-GMC DA	T121	367.4			367.4								
WASHINGTON AREA FORD DA	T121	349.7											349.7
WISCONSIN CHEVROLET DA	T121	767.8			767.8								
ACURA DLR ASSN MDX	T122	339.8							339.8				
ACURA DLR ASSN MDX LEASING	T122	1,515.8							1,515.8				
ACURA DLR ASSN TL	T122	327.9							327.9				
ACURA DLR ASSN TL LEASING	T122	1,608.1							1,608.1				
ACURA DLR ASSN TSX	T122	250.2							250.2				
ACURA DLR ASSN VAR AUTO&TRK	T122	2,689.0			234.4				2,454.6				
ACURA DLR ASSN VAR AUTO&TRK LEASING	T122	764.5							764.5				
ATLANTA/HYND DLR ASSN SONATA	T122	1,670.1			1,670.1								
AUSTIN AREA MAZDA DA	T122	795.0			795.0								
AUSTIN HYUNDAI DLR ASSN	T122	671.2			671.2								
AUSTIN METRO CHRY DA	T122	982.2			982.2								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BREVARD COUNTY HYND DA	T122	5,192.6			5,192.6								
CENTRAL OH ACURA DA	T122	732.8			732.8								
CENTRAL OH HONDA DA	T122	726.4			726.4								
CENTRAL OH TOYOTA DA	T122	864.5			818.5		46.0						
CHARLOTTE AREA HYND DA	T122	1,260.5			1,260.5								
CHICAGO TOYOTA DLR ASSN	T122	303.6											303.6
CHICAGOLAND INFINITI DA	T122	357.2			357.2								
CHICAGOLAND NW IN KIA DA	T122	396.1			396.1								
CINCINNATI&N KY TOY DA	T122	20,875.2			20,875.2								
CINCINNATI-N KY HONDA DA	T122	11,159.3			11,159.3								
DALLAS INFINITI DLR ASSN	T122	671.0			671.0								
DAYTON AREA TOYOTA DA	T122	270.1			270.1								
EASTERN LEXUS DLR ASSN	T122	338.2											338.2
GREATER DENVER TOYOTA DA	T122	604.5			604.5								
GREATER DETROIT TOY DA VAR AUTO&TRK	T122	2,460.5			2,460.5								
GREATER DTRT TOY DLR ASN VAR AT&TRK	T122	920.7			920.7								400.5
GREATER NY TOYOTA DA	T122	400.5											
GREATER RICHMOND/HND DA	T122	496.1			496.1								
HARTFORD/NEW HVN HYND DA	T122	344.1			344.1								
HONDA DLR ASSN ACCORD	T122	2,472.3						2,472.3					
HONDA DLR ASSN ACCORD & CIVIC	T122	2,155.9						2,155.9					
HONDA DLR ASSN ACCORD & CIVIC LSG	T122	370.8						370.8					
HONDA DLR ASSN ACCORD LEASING	T122	17,608.2						17,608.2					
HONDA DLR ASSN CIVIC	T122	7,086.2						7,086.2					
HONDA DLR ASSN CIVIC & CIVIC HYBRID	T122	1,092.0						1,092.0					
HONDA DLR ASSN CIVIC HYBRID	T122	668.2						668.2					
HONDA DLR ASSN CIVIC LEASING	T122	1,308.2			83.3			1,224.9					
HONDA DLR ASSN ODYSSEY	T122	1,647.7						1,647.7					
HONDA DLR ASSN ODYSSEY & PILOT	T122	2,323.2						2,323.2					
HONDA DLR ASSN ODYSSEY LEASING	T122	534.6						534.6					
HONDA DLR ASSN PILOT	T122	539.9						539.9					
HONDA DLR ASSN PILOT LEASING	T122	602.4						602.4					
HONDA DLR ASSN VAR AUTO&TRK	T122	19,718.7			2,831.2		107.4	16,209.4					570.7
HONDA DLR ASSN VAR AUTOS	T122	5,768.0						5,768.0					
HONDA DLR ASSN VAR TRUCKS	T122	2,932.5						2,932.5					
HONDA REGIONAL CORP DA	T122	1,962.6											1,962.6
HOUSTON INFINITI DA	T122	572.6			572.6								
HYUNDAI DLR ASSN	T122	3,868.6											3,868.6
HYUNDAI DLR ASSN AZERA	T122	469.3			397.3			72.0					
HYUNDAI DLR ASSN SANTA FE	T122	1,264.8						1,264.8					
HYUNDAI DLR ASSN SANTA FE & SONATA	T122	1,223.1			919.4			303.8					
HYUNDAI DLR ASSN SANTA FE LEASING	T122	653.4						653.4					
HYUNDAI DLR ASSN SANTA FE&SONATA LSG	T122	521.8			310.6			211.2					
HYUNDAI DLR ASSN SONATA	T122	4,248.1			48.8			4,199.3					
HYUNDAI DLR ASSN SONATA & VERACRUZ	T122	438.6						438.6					
HYUNDAI DLR ASSN SONATA LEASING	T122	466.7						466.7					
HYUNDAI DLR ASSN VAR AUTO&TRK	T122	12,209.9			200.2		20.4	4,376.2					7,613.1
HYUNDAI DLR ASSN VAR AUTOS	T122	15,553.5			14,577.1		63.5	913.0					
INDIANAPOLIS HONDA DA	T122	749.3			749.3								
INFINITI DLR ASSN FX	T122	355.0						355.0					
INFINITI DLR ASSN G	T122	651.5	207.1					444.4					
INFINITI DLR ASSN M SERIES	T122	296.5			215.3			81.2					
INFINITI DLR ASSN QX56	T122	542.3			542.3								
INFINITI DLR ASSN VAR AUTO&TRK	T122	16,115.1			13,575.4		6.0						16.9
KANSAS CITY AREA TOY DA	T122	2,482.7			2,482.7								
KENTUCKIANA HONDA DA	T122	3,946.0			3,946.0								
KENTUCKIANA TOYOTA DA	T122	2,909.6			2,909.6								
KIA DLR ASSN OPTIMA	T122	1,204.7						1,204.7					
KIA DLR ASSN OPTIMA LEASING	T122	1,332.9						1,332.9					
KIA DLR ASSN RIO	T122	833.3						833.3					
KIA DLR ASSN RIO & SPECTRA	T122	2,312.0						2,312.0					

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
KIA DLR ASSN RONDO	T122	330.7							330.7				
KIA DLR ASSN RONDO LEASING	T122	464.9							464.9				
KIA DLR ASSN SEDONA	T122	4,480.1							4,480.1				
KIA DLR ASSN SORENTO	T122	3,095.7							3,095.7				
KIA DLR ASSN SPECTRA	T122	20,112.6							20,112.6				
KIA DLR ASSN SPECTRA LEASING	T122	259.5							259.5				
KIA DLR ASSN SPORTAGE	T122	8,794.2							8,794.2				
KIA DLR ASSN SPORTAGE LEASING	T122	6,904.5							6,904.5				
KIA DLR ASSN VAR AUTO&TRK	T122	14,925.1		756.0	3,766.5	71.4	51.6		8,098.9		0.8		2,179.8
LEXUS DLR ASSN ES	T122	13,080.9			407.9				12,673.0				
LEXUS DLR ASSN GS	T122	1,716.9							1,716.9				
LEXUS DLR ASSN GS & IS	T122	620.1							620.1				
LEXUS DLR ASSN GX	T122	301.0							301.0				
LEXUS DLR ASSN IS	T122	5,317.1			75.9				5,241.2				
LEXUS DLR ASSN IS 250 LEASING	T122	4,015.2							4,015.2				
LEXUS DLR ASSN IS LEASING	T122	5,517.8							5,517.8				
LEXUS DLR ASSN LS	T122	3,092.1			130.0				2,962.0				
LEXUS DLR ASSN PRE-OWNED AUTO&TRK	T122	2,857.5											2,857.5
LEXUS DLR ASSN RX	T122	11,853.9			100.5				11,753.4				
LEXUS DLR ASSN RX 350	T122	3,170.0							3,170.0				
LEXUS DLR ASSN RX 400 HYBRID	T122	446.9							446.9				
LEXUS DLR ASSN VAR AUTO&TRK	T122	39,564.6			8,626.0	8,094.8	512.6		18,171.6				4,159.6
LEXUS DLR ASSN VAR AUTOS	T122	1,451.4			287.5				29.5				1,134.3
LEXUS DLR ASSN VAR TRUCKS	T122	1,091.1							1,091.1				
MAZDA DLR ASSN 3	T122	1,067.8							1,067.8				
MAZDA DLR ASSN 3 & 6	T122	3,183.2							3,183.2				
MAZDA DLR ASSN 3 LEASING	T122	568.2							568.2				
MAZDA DLR ASSN CX-7	T122	458.6							458.6				
MAZDA DLR ASSN CX-7 LEASING	T122	270.5							270.5				
MAZDA DLR ASSN CX-9	T122	867.1							867.1				
MAZDA DLR ASSN CX-9 LEASING	T122	3,311.2							3,311.2				
MAZDA DLR ASSN VAR AUTO&TRK	T122	25,780.6			7,645.2				14,238.3				3,897.0
MEMPHIS TOYOTA DLR ASSN	T122	1,144.2			1,144.2								
METRO MILWAUKEE TOY DA AUTO&TRK	T122	1,418.8			1,418.8								
MIDDLE TN TOYOTA DA	T122	3,623.6			3,430.4		193.2						
MITSUBISHI DLR ASSN VAR AUTO&TRK	T122	13,766.2			11,983.8				43.9				1,738.6
NEW ENGLAND AR HYND DA	T122	545.8			545.8								
NEW YORK NJ CT HYND DA	T122	1,163.9			1,163.9								
NEW YORK NJ CT INFINITI	T122	1,518.7				1,518.7							
NEW YORK NJ HYUNDAI DA	T122	1,215.6			1,215.6								
NEW YRK/LNG ISLND HND DA	T122	3,364.5			2,552.0	812.4							
NISSAN DLR ASSN ALTIMA LEASING	T122	419.4							419.4				
NISSAN DLR ASSN TITAN	T122	457.8							457.8				
NISSAN DLR ASSN VAR AUTO&TRK	T122	5,411.8			1,269.7		148.8		118.1				3,875.1
NORTHERN CA HONDA DA	T122	257.5											257.5
NORTHERN CA TOYOTA DA	T122	1,542.9											1,542.9
NORTHERN OH TOYOTA DA	T122	8,821.0			8,821.0								
NORTHERN OH TOYOTA DA VAR AUTO&TRK	T122	567.0			567.0								
PENNSYLVANIA NJ/HYND DA	T122	629.0			629.0								
PHILADELPHIA OR/INFTN DA	T122	282.8			282.8								
PITTSBURGH AREA HYND DA	T122	330.6			330.6								
SOUTH FL TOYOTA DLR ASSN	T122	28,781.8			28,781.8								
SOUTHEAST TOYOTA DA	T122	789.3			5.5								783.8
SOUTHERN CA INFINITI DA	T122	452.4			452.4								
SOUTHERN CA SUBARU DA	T122	472.1			472.1								
SOUTHERN LEXUS DLR ASSN	T122	750.4											750.4
SOUTHERN NV TOYOTA DA	T122	373.1			373.1								
SUBARU DLR ASSN FORESTER	T122	1,040.9							1,040.9				
SUBARU DLR ASSN IMPREZA	T122	1,505.5							565.8				939.7
SUBARU DLR ASSN IMPREZA LEASING	T122	882.0							882.0				
SUBARU DLR ASSN LEGACY	T122	752.4							6.7				745.7
SUBARU DLR ASSN OUTBACK WAGON	T122	2,588.8							1,793.5				795.4

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SUBARU DLR ASSN VAR AUTO&TRK	T122	3,274.4							1,087.6				2,186.8
SUBARU DLR ASSN VAR AUTOS	T122	8,902.6			8,261.9								640.7
SUZUKI DLR ASSN VAR AUTO&VHCLS	T122	757.4			696.8				60.6				
TOYOTA DLR ASSN 4RUNNER	T122	3,045.4							3,045.4				
TOYOTA DLR ASSN 4RUNNER & FJ CRUISER	T122	1,079.1							1,079.1				
TOYOTA DLR ASSN 4RUNNER & HIGHLANDER	T122	1,314.2							1,314.2				
TOYOTA DLR ASSN 4RUNNER & RAV4	T122	323.1							323.1				
TOYOTA DLR ASSN 4RUNNER & SEQUOIA	T122	1,295.6							1,295.6				
TOYOTA DLR ASSN 4RUNNER & SIENNA	T122	1,447.3							1,447.3				
TOYOTA DLR ASSN 4RUNNER & TACOMA	T122	629.7							629.7				
TOYOTA DLR ASSN 4RUNNER & TUNDRA	T122	1,933.7							1,933.7				
TOYOTA DLR ASSN AVALON	T122	962.2							962.2				
TOYOTA DLR ASSN AVALON & CAMRY	T122	556.1							556.1				
TOYOTA DLR ASSN CAMRY	T122	11,640.7							11,631.8				8.8
TOYOTA DLR ASSN CAMRY & CAMRY HYBRID	T122	3,413.5							3,413.5				
TOYOTA DLR ASSN CAMRY & COROLLA	T122	6,727.7							6,684.0				43.7
TOYOTA DLR ASSN CAMRY & COROLLA LSG	T122	497.7							497.7				
TOYOTA DLR ASSN CAMRY & HIGHLANDER	T122	646.5							646.5				
TOYOTA DLR ASSN CAMRY & RAV4	T122	643.9							643.9				
TOYOTA DLR ASSN CAMRY & SIENNA	T122	929.7							929.7				
TOYOTA DLR ASSN CAMRY HYBRID	T122	1,176.8							1,176.8				
TOYOTA DLR ASSN CAMRY HYBRID&COROLLA	T122	295.1							295.1				
TOYOTA DLR ASSN CAMRY LEASING	T122	12,358.2							12,358.2				
TOYOTA DLR ASSN CAMRY&PRIUS BI-FUEL	T122	282.2							282.2				
TOYOTA DLR ASSN COROLLA	T122	17,772.5							17,772.5				
TOYOTA DLR ASSN COROLLA & MATRIX	T122	1,672.9							1,672.9				
TOYOTA DLR ASSN COROLLA & RAV4	T122	2,876.9							2,876.9				
TOYOTA DLR ASSN COROLLA & TACOMA	T122	518.7							518.7				
TOYOTA DLR ASSN COROLLA & YARIS	T122	1,379.5							1,379.5				
TOYOTA DLR ASSN COROLLA LEASING	T122	1,382.0							1,382.0				
TOYOTA DLR ASSN COROLLA&PRIUS BI-FL	T122	2,461.5							2,461.5				
TOYOTA DLR ASSN CP	T122	962.2							957.9				4.3
TOYOTA DLR ASSN FJ CRUISER	T122	1,078.7							1,078.7				
TOYOTA DLR ASSN FJ CRUISER & TACOMA	T122	851.1							851.1				
TOYOTA DLR ASSN HIGHLNDR HYBRD&HGHLDN	T122	778.5							778.5				
TOYOTA DLR ASSN HIGHLANDER	T122	8,030.2							8,030.2				
TOYOTA DLR ASSN HIGHLANDER & RAV4	T122	1,095.4							1,095.4				
TOYOTA DLR ASSN HIGHLANDER & SIENNA	T122	3,105.6							3,105.6				
TOYOTA DLR ASSN HIGHLANDER HYBRD&PRS	T122	362.8							362.8				
TOYOTA DLR ASSN HIGHLANDER HYBRID	T122	459.4							459.4				
TOYOTA DLR ASSN HIGHLANDER LEASING	T122	2,624.4							2,624.4				
TOYOTA DLR ASSN HIGHLANDER&RAV4 LS	T122	398.2							398.2				
TOYOTA DLR ASSN HIGHLANDER&SN LSG	T122	600.6							600.6				
TOYOTA DLR ASSN MATRIX&PRIUS BI-FUEL	T122	566.9							566.9				
TOYOTA DLR ASSN PRE-OWNED AUTO&TRK	T122	3,491.4							3,491.4				
TOYOTA DLR ASSN PRIUS BI-FUEL	T122	16,784.3							16,784.3				
TOYOTA DLR ASSN PRIUS BI-FUEL LSG	T122	985.6							985.6				
TOYOTA DLR ASSN RAV4	T122	3,498.1							3,498.1				
TOYOTA DLR ASSN RAV4 LEASING	T122	592.4							592.4				
TOYOTA DLR ASSN SEQUOIA & SIENNA	T122	1,231.0							1,231.0				
TOYOTA DLR ASSN SIENNA	T122	7,949.1							7,949.1				
TOYOTA DLR ASSN SIENNA LEASING	T122	368.7							368.7				
TOYOTA DLR ASSN TACOMA	T122	5,562.6							5,562.6				
TOYOTA DLR ASSN TACOMA & TUNDRA	T122	8,571.7							8,571.7				
TOYOTA DLR ASSN TUNDRA	T122	40,058.8		333.6					39,556.8				168.4
TOYOTA DLR ASSN TUNDRA LEASING	T122	1,765.8							1,765.8				
TOYOTA DLR ASSN VAR AUTO&TRK	T122	85,044.4		42,833.7		12,807.1			26,624.1				2,779.5
TOYOTA DLR ASSN VAR AUTO&TRK LEASING	T122	514.5							514.5				
TOYOTA DLR ASSN VAR AUTOS	T122	7,461.0							7,327.0				134.0
TOYOTA DLR ASSN VAR TRUCKS	T122	14,231.8		153.5					14,050.1		0.8		27.4
TOYOTA DLR ASSN VIGNETTE	T122	491.0							491.0				
TRI-STATE KIA DLR ASSN	T122	271.8			62.6	209.2							

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TRI-STATE TOYOTA DA	T122	3,107.2											3,107.2
TWIN CITIES HONDA DA	T122	4,911.0			4,911.0								
TWIN CITIES HONDA DA VAR AUTO&TRK	T122	279.5			279.5								267.7
UPSTATE TOYOTA DLR ASSN	T122	267.7											
VALLEY HONDA DLR ASSN	T122	5,004.3			5,004.3								
VALLEY TOYOTA DLR ASSN	T122	10,972.1			10,972.1								
WASHINGTON DC MD/INFN DA	T122	257.9			257.9								
WEST MI TOYOTA DLR ASSN	T122	660.9			660.9								
WESTERN WA TOYOTA DA	T122	3,340.3			3,340.3								
ATLANTA AREA VOLVO DA	T123	549.1			549.1								
ATLANTA AREA VOLVO DA S40&S60 LSG	T123	630.7			630.7								
ATLANTA AREA VOLVO DA S80 LEASING	T123	370.2			370.2								
ATLANTA AREA VOLVO DA XC90 LEASING	T123	407.3			407.3								
ATLANTA VOLVO DLR ASSN VAR AUTO&TRK	T123	302.9			302.9								
ATLANTA VOLVO DLR ASSN XC70 & XC90	T123	378.9			378.9								
AUDI DLR ASSN A3 LEASING	T123	2,506.5						2,506.5					
AUDI DLR ASSN A4	T123	2,778.1						2,778.1					
AUDI DLR ASSN A4 LEASING	T123	18,721.5						18,721.5					
AUDI DLR ASSN A6 LEASING	T123	1,937.5						1,937.5					
AUDI DLR ASSN Q7	T123	1,859.2						1,859.2					
AUDI DLR ASSN Q7 LEASING	T123	15,296.0						15,293.1		2.9			
AUDI DLR ASSN TT	T123	2,694.4						2,694.4					
AUDI DLR ASSN TT LEASING	T123	1,118.4						1,118.4					
AUDI DLR ASSN VAR AUTO&TRK	T123	8,723.4						7,555.4					1,168.0
AUDI DLR ASSN VAR AUTO&TRK LEASING	T123	292.9			292.9								
AUDI DLR ASSN VAR AUTOS	T123	4,668.0			4,573.5		31.1						63.4
BAY AREA AUDI DLR ASSN	T123	477.7			477.7								
BAY AREA VOLVO DLR ASSN	T123	3,103.2			3,103.2								
BENTLEY DLR ASSN CONTINENTAL GTC	T123	494.4	494.4		350.4								
BMW DLR ASSN 328 LEASING	T123	350.4											
BMW DLR ASSN 3-SERIES	T123	3,403.2	70.6					3,332.6					
BMW DLR ASSN 3-SERIES & 5-SERIES	T123	413.2						413.2					
BMW DLR ASSN 3-SERIES LEASING	T123	15,231.4						15,231.4					
BMW DLR ASSN 5-SERIES	T123	2,166.3	585.0	114.4				1,467.0					
BMW DLR ASSN 5-SERIES LEASING	T123	5,327.0			116.8			5,210.2					
BMW DLR ASSN 7-SERIES	T123	294.3						294.3					
BMW DLR ASSN 7-SERIES LEASING	T123	465.2						465.2					
BMW DLR ASSN PRE-OWNED AUTO&TRK	T123	5,193.9			116.8			5,077.1					
BMW DLR ASSN VAR AUTO&TRK	T123	14,281.9		104.0			0.9	4,797.1					9,379.9
BMW DLR ASSN VAR AUTOS	T123	6,009.1			2,461.7	3,483.8		63.7					
BMW DLR ASSN X3	T123	657.9						657.9					
BMW DLR ASSN X3 LEASING	T123	973.9			350.4			623.5					
BMW DLR ASSN X5	T123	1,220.2	129.3					1,091.0					
BMW DLR ASSN X5 LEASING	T123	1,357.8			116.8			1,241.0					
BOSTON/MERCEDES BENZ DA	T123	355.6			355.6								
CHICAGO AREA VOLVO DA	T123	1,416.7			1,416.7								
CHICAGOLAND MRCDS BENZ DA	T123	3,142.5			3,142.5								
COLORADO VOLVO DLR ASSN	T123	452.0			452.0								
CONNECTICUT NJ NY VLV DA	T123	749.0			749.0								
DALLAS FT WORTH VOLVO DA	T123	502.4			502.4								
DALLAS FT WORTH VW DA	T123	4,864.4			4,864.4								
DALLAS FT WORTH VW DA	T123	345.3			345.3								
DALLAS-FT WORTH VOLVO DA XC70 & XC90	T123	345.3			345.3								
DELAWARE VALLEY VOLVO DA	T123	871.9			871.9								
DENVER/MERCEDES-BENZ DA	T123	305.3			305.3								
DETROIT VOLVO DLR ASSN	T123	2,846.5			2,846.5								
EASTERN NW ENGLND VLV DA	T123	1,295.3			1,295.3								
HOUSTON AREA VOLVO DA	T123	644.7			644.7								
HOUSTON AREA VOLVO DA XC90 LEASING	T123	348.3			348.3								
JAGUAR DLR ASSN VAR AUTOS	T123	982.7			982.7								
LAND ROVER DLR ASSN LR2	T123	1,858.2			154.0			1,704.2					
LAND ROVER DLR ASSN LR3	T123	5,130.0			23.3			5,106.7					

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LAND ROVER DLR ASSN LR3 LEASING	T123	306.2			42.4				263.8				
LAND ROVER DLR ASSN RANGE ROVER	T123	5,090.6							5,090.6				
LAND ROVER DLR ASSN VAR VEHICLES	T123	3,742.8			1,157.4	865.2	695.7						1,024.4
LONG ISLAND VOLVO DA	T123	1,859.7			1,859.7								
MASERATI DLR ASSN VAR AUTOS	T123	934.5			578.8	355.8							
MERCEDES BENZ DLR ASSN C-CLASS	T123	19,264.6	70.6	46.0	706.6				18,441.4				
MERCEDES BENZ DLR ASSN C-CLASS LSG	T123	1,853.0			266.3				1,586.7				
MERCEDES BENZ DLR ASSN E-CLASS	T123	2,114.4			239.1				1,875.3				
MERCEDES BENZ DLR ASSN E-CLASS LSG	T123	3,587.5			682.6				2,904.9				
MERCEDES BENZ DLR ASSN GL-CLASS	T123	986.9	61.4						925.5				
MERCEDES BENZ DLR ASSN GL-CLASS LSG	T123	512.8							512.8				
MERCEDES BENZ DLR ASSN M-CLASS	T123	8,538.5	122.8		128.2				8,287.5				
MERCEDES BENZ DLR ASSN M-CLASS LSG	T123	600.9			100.3				500.5				
MERCEDES BENZ DLR ASSN PRE-OWNED A&T	T123	2,049.7							2,049.7				
MERCEDES BENZ DLR ASSN R-CLASS	T123	1,119.5							1,119.5				
MERCEDES BENZ DLR ASSN R-CLASS LSG	T123	372.9			277.6				95.3				
MERCEDES BENZ DLR ASSN VAR AT&TR LSG	T123	779.4			779.4								
MERCEDES BENZ DLR ASSN VAR AUTO&TRK	T123	40,018.4	214.2		13,683.4		532.7		14,282.2				11,305.9
MERCEDES BENZ DLR ASSN VAR AUTOS	T123	1,747.2			53.4	17.0			1,428.2				248.6
MERCEDES BENZ DLR ASSN VAR TRUCKS	T123	570.0							570.0				
METRO DTRT MRC-BNZ DA VAR AT&TRK LSG	T123	1,002.0			1,002.0								
METRO DTRT MRCDS BNZ DA	T123	1,351.3			1,351.3								
METRO DTRT MRCDS-BNZ DA VR AT&TRK	T123	566.6			566.6								
MIAMI VOLVO DLR ASSN XC70 & XC90	T123	427.9			427.9								
MINI DLR ASSN COOPER	T123	700.8											700.8
NEW YORK NJ CT VOLVO DA	T123	6,286.6			3,950.7	2,336.0							
NORTHERN OH VW DLR ASSN	T123	541.9			541.9								
PHOENIX AREA VOLVO DA	T123	472.8			472.8								
PORSCHE DLR ASSN	T123	5,394.1			4,492.5	901.6							
PROVIDENCE AREA VOLVO DA	T123	416.0			416.0								
PUGET SOUND VOLVO DA	T123	1,048.9			1,048.9								
ROLLS-ROYCE DLR ASSN PHANTOM	T123	322.8	322.8										
ROLLS-ROYCE DLR ASSN VAR AUTOS	T123	677.3	677.3										
SAAB DLR ASSN 9-3	T123	2,853.8			1,484.6				1,369.2				
SAAB DLR ASSN 9-3 LEASING	T123	684.2			357.4				326.8				
SAAB DLR ASSN VAR AUTO&TRK	T123	2,341.5											2,341.5
SAAB DLR ASSN VAR AUTOS	T123	18,837.2			17,062.7	1,750.1			24.5				
SAN DIEGO CNTY MRC BN DA	T123	532.6			532.6								
SOUTH FL MERCEDES BNZ DA	T123	254.4			254.4								
SOUTH FL VOLVO DLR ASSN	T123	4,622.7			4,622.7								
SOUTHERN CA BMW DLR ASSN	T123	1,552.1			1,552.1								
SOUTHERN CA MRCDS BNZ DA	T123	4,608.9			4,608.9								
SOUTHERN CA PORSCHE DA	T123	1,003.2			1,003.2								
SOUTHERN CA VOLVO DA	T123	2,063.2			2,063.2								
TRI-STATE AREA SAAB DA	T123	677.8				677.8							
TRI-STATE AUDI DLR ASSN	T123	2,278.8			2,278.8								
TRI-STATE BMW DLR ASSN	T123	907.1			83.1	824.0							
TRI-STATE LAND ROVER DA	T123	3,740.3			1,138.4	2,601.9							
TRI-STATE MRCDS BNZ DA	T123	3,914.5			1,023.7	2,890.8							
TRI-STATE VOLVO DLR ASSN	T123	1,641.1			1,560.9	80.1							
VOLKSWAGEN DLR ASSN BEETLE LEASING	T123	341.0							341.0				
VOLKSWAGEN DLR ASSN JETTA	T123	6,500.5			332.4				6,168.1				
VOLKSWAGEN DLR ASSN JETTA & PASSAT	T123	314.7			314.5				0.2				
VOLKSWAGEN DLR ASSN JETTA LEASING	T123	8,007.2							8,007.2				
VOLKSWAGEN DLR ASSN JETTA&PASSAT LSG	T123	367.2			367.2								
VOLKSWAGEN DLR ASSN PASSAT	T123	2,610.4							2,610.4				
VOLKSWAGEN DLR ASSN RABBIT	T123	2,805.8							2,805.8				
VOLKSWAGEN DLR ASSN RABBIT LEASING	T123	2,632.8							2,632.8				
VOLKSWAGEN DLR ASSN TOUAREG 2 LSG	T123	986.9							986.9				
VOLKSWAGEN DLR ASSN VAR AUTO&TRK	T123	21,104.4			5,108.5				5,169.7				10,826.3
VOLKSWAGEN DLR ASSN VAR AUTO&TRK LSG	T123	9,331.6			154.4				9,177.2				
VOLKSWAGEN DLR ASSN VAR AUTOS	T123	2,158.0			40.3				2,117.7				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
VOLVO DLR ASSN C70	T123	1,493.7							1,493.7				
VOLVO DLR ASSN S40 & S60	T123	2,513.6							2,513.6				
VOLVO DLR ASSN S40 & S60 LEASING	T123	1,699.2			282.4				1,416.7				
VOLVO DLR ASSN S40 LEASING	T123	569.0			73.9				495.1				
VOLVO DLR ASSN S80 LEASING	T123	3,400.4			102.9				3,297.5				
VOLVO DLR ASSN VAR AUTO&TRK	T123	1,384.6					12.2		346.8				1,025.6
VOLVO DLR ASSN VAR AUTOS	T123	5,051.7			4,879.7	170.8			1.2				
VOLVO DLR ASSN XC70 WAGON & XC90	T123	3,058.4							3,058.4				
VOLVO DLR ASSN XC70 WAGON LEASING	T123	3,784.5							3,784.5				
VOLVO DLR ASSN XC90 LEASING	T123	12,555.5			670.7				11,884.8				
APRILIA MOTORCYCLE	T131	266.9	266.9										
ARCTIC CAT ATVS	T131	1,126.9	636.0		382.0		6.5		38.9		63.5		
BMW MOTORCYCLE	T131	708.5	697.4		1.7				9.4				
BOBCAT UTILITY VEHICLE	T131	281.7	281.7										
BUELL MOTORCYCLE	T131	464.1	368.0						33.5		62.6		
CAN-AM ATVS	T131	3,261.0						2,051.5	18.1		1,191.4		
DUCATI MOTORCYCLE	T131	421.8	421.8										
HARLEY-DAVIDSON MOTORCYCLE	T131	19,156.1	13,958.5		58.3	84.4	386.8	108.0	123.6		3,775.3	650.0	11.1
HONDA ATVS	T131	1,531.9	908.3					131.2	46.9	156.6	288.9		
HONDA MOTORCYCLE	T131	8,611.5	305.6		5.4			1,913.5	75.5		6,311.7		
HONDA VAR VEHICLES&WATERCRAFTS	T131	420.7						72.0	31.2	6.3	311.2		
HYOSUNG MOTORCYCLE	T131	597.9	597.9										
KAWASAKI ATVS	T131	1,250.6	594.2						30.2		626.3		
KAWASAKI ATVS & MOTORCYCLES	T131	1,969.3							14.3		1,955.0		
KAWASAKI BRUTE FORCE ATVS	T131	769.2	769.2										
KAWASAKI MOTORCYCLE	T131	11,347.7	8,247.2		0.3		72.5	206.0	46.9		2,774.8		
KAWASAKI VAR VEHICLES&WATERCRAFTS	T131	752.9	752.9										
KTM MOTORCYCLE	T131	380.2	380.2										
POLARIS ATVS	T131	3,626.6	279.2		9.1		5.9	53.4	2,817.4		308.3	153.3	
POLARIS ATVS & UTILITY VEHICLE	T131	1,603.6							53.9		1,549.7		
POLARIS UTILITY VEHICLE	T131	2,552.4	1,121.4						29.5		1,401.5		
STAR MOTORCYCLE	T131	1,032.0	630.7		89.8			67.8	21.2		222.5		
SUZUKI ATVS	T131	1,619.0	422.6					319.0	702.7		174.7		
SUZUKI ATVS & MOTORCYCLES	T131	1,399.9		7.4				698.0	97.0		597.6		
SUZUKI KINGQUAD ATVS	T131	1,201.2	1,201.2										
SUZUKI MOTORCYCLE	T131	3,143.0	1,205.2		51.0	205.6	6.8	558.6	136.2		976.8	2.8	
VESPA MOTOR SCOOTERS	T131	344.0	122.9		34.2	72.5			30.7			83.7	
VICTORY MOTORCYCLE	T131	4,798.1	2,211.8						63.4		1,952.5	570.3	
YAMAHA ATVS	T131	7,236.7	1,342.8		1.0			1,975.6	228.6	175.7	3,494.6		18.4
YAMAHA ATVS & MOTORCYCLES	T131	9,583.5		6.6				5,474.6	845.1		3,241.6		15.6
YAMAHA MOTORCYCLE	T131	7,202.1	1,522.7		77.8		23.1	2,670.5	243.9		2,635.3		28.7
DODGE CARGO VANS SPRINTER	T132	1,444.6	1,444.6										
FORD CARGO TRUCKS E-SERIES	T132	757.4	757.4										
FORD CARGO TRUCKS VAR	T132	928.9	928.9										
FORD MOTOR CO FLEET VEHICLES	T132	261.3	261.3										
INT'L CARGO TRUCKS DURASTAR	T132	984.3	984.3										
JOHN DEERE UTILITY VEHICLE	T132	1,936.5	1,678.2		257.5				0.9				
TOYOTA MOTOR FLEET SALES	T132	254.7	254.7										
VOLVO FLEET CAR SALES	T132	313.5	313.5										
CROWN RV SALES	T139	389.5		389.5									
FEATHERLITE COACHES	T139	518.1	51.6						327.8		138.7		
FEATHERLITE TRAILERS	T139	1,673.6							1,126.0	4.6	542.9		
GO RVING	T139	21,066.5	12,786.7					4,157.0	41.2	88.0	3,993.7		
JAYCO CAMPERS	T139	268.0	268.0										
JAYCO TRAVEL TRLRS&BTS	T139	255.8	255.8										
NAVISTAR INT'L CORP CP	T139	478.4				264.2			201.2		12.9		
ROADTREK MOTORHOME VAN	T139	306.6	306.6										
DIEHARD AUTOMOTIVE BATTERIES	T141	2,246.6									46.9	2,199.7	
DIEHARD PLATINUM AUTO BATTERIES	T141	629.5									629.5		
EXIDE AUTOMOTIVE BATTERIES	T141	590.8	590.8										
EXIDE MARATHON AUTOMOTIVE BATTERIES	T141	294.3	294.3										
INTERSTATE AUTOMOTIVE BATTERIES	T141	2,714.2						6.8	1,867.9	16.6	423.1	399.8	

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
OPTIMA AUTOMOTIVE BATTERIES	T141	1,694.7	468.5					240.0	0.4		985.7		
CHEVRON TECHRON FUEL SYSTEM CLEANER	T142	3,594.0	2,089.1						1,504.9				
LUCAS OIL VAR ADDITIVES	T142	316.3						149.2	22.6		144.5		
PEAK ANTI-FREEZE/COOLANT	T142	582.1								88.6		493.5	
PEAK GLOBAL LIFETIME ANTIFREEZE&CLNT	T142	442.2	442.2										
PEAK LONG LIFE ANTIFREEZE/COOLANT	T142	2,273.3	1,760.7					106.8			405.8		
PRESTONE ANTI-FREEZE/COOLANT	T142	956.1									584.6		371.5
PROLONG ENGINE TREATMENT	T142	904.9	904.9							40.0		148.2	
QUEST SUB-ZERO SYNTHETIC A/C BOOSTER	T142	259.2	71.0										
RESTORE ENGINE RESTORER&LBRCT	T142	728.9									728.9		
STA-BIL FUEL STABILIZER	T142	1,179.3	764.6						0.6		414.1		
ZMAX ENGINE ADDITIVES&CLNRS	T142	411.2				411.2							
ZMAX ENGINE TREATMENT	T142	747.4									747.4		
3M CAR CARE PDTS	T143	1,160.4	582.0		563.6				14.7				
ARMOR ALL CAR CARE PDTS	T143	8,779.5	2,153.8	601.7		56.0		786.3	1,362.5	6.7	3,570.3		242.3
BLACK MAGIC TITANIUM CAR CARE PDTS	T143	580.2	580.2										
BLACK MAGIC TITANIUM WHEEL CLEANER	T143	430.1	430.1										
BLACK MAGIC TNM TR WT/GL&WHL CLNR	T143	1,365.0	1,365.0										
DUPLI-COLOR CAR CARE PDTS	T143	301.2	301.2										
EAGLE ONE CAR CARE PDTS	T143	1,784.9	1,784.9										
GLOSSER CAR CLEANER/WAXER	T143	743.1	743.1										
GLOSSER CAR WAX WIPES	T143	371.6	371.6										
LEXOL &VINYLEX CAR CLNR&COND	T143	485.1	485.1										
MEGUIARS CAR CARE PDTS	T143	451.7	415.7					36.0					
MEGUIARS NXT GENERATION TECH WAX	T143	476.4	384.6								91.8		
MEGUIARS PLASTX CLEANER & POLISH	T143	584.5	584.5										
MEGUIARS QUIK DETAILER SPRAY	T143	324.9	174.8								150.1		
MEGUIARS QUIK INTERIOR SPRAY & WIPES	T143	1,339.2	1,339.2										
MORE SHINE LESS TIME TIRE CLEANER	T143	1,248.7	1,248.7										
MOTHERS CA GOLD CAR CARE PDTS	T143	717.2	717.2										
MOTHERS CAR CARE PDTS	T143	2,224.3	1,475.7						294.4		454.2		
MOTHERS CLAY BAR SYSTEM	T143	820.6	820.6										
MOTHERS FX CAR CARE PDTS	T143	1,804.3	1,804.3										
MOTHERS POWERBALL MINI CAR CARE PDTS	T143	1,921.7	1,921.7										
MOTHERS POWERBALL TOOL &PWRMLT PLSH	T143	491.9	78.1								413.8		
MR CLEAN AUTO DRY CAR WASH	T143	10,578.3	3,537.4					100.9	9.7	337.9	6,592.4		
NU FINISH CAR POLISH	T143	1,198.7								585.6		613.1	
NU FINISH SCRATCH DOCTOR CAR POLISH	T143	987.6								221.0		766.6	
RAIN-X CAR CARE PDTS	T143	1,422.5										1,422.5	
TURTLE WAX ICE LIQUID CAR POLISH	T143	2,435.3						14.2	4.7	334.4	2,082.1		
TURTLE WAX ICE LIQUID CLAY BAR FN SHR	T143	405.0						14.2			390.8		
ABSORBER CAR DRYER	T144	333.8	333.8										
AMERICAN RACING EQUIP WHEELS	T144	1,253.8	1,253.8										
AUTO METER AUTOMOTIVE GAUGES	T144	513.2	222.5								290.7		
AUTOLITE PARTS & ACCESSORIES	T144	425.1										425.1	
AUTOLITE SPARK PLUGS	T144	977.6	389.5									588.1	
AUTOLITE XP XTREME SPARK PLUGS	T144	269.6	269.6										
B&W HITCHES	T144	486.5						347.6	0.5		138.4		
BBS WHEELS	T144	419.0	419.0										
BELTRONICS VECTOR 995 RADAR DTCTRS	T144	1,010.7	1,010.7										
BILSTEIN SHOCK ABSORBERS	T144	1,853.0	1,587.1					100.0			165.9		
BLACK&DECKER SIMPLE STRT BTRY CHRGR	T144	1,771.5	76.6					1,099.2	0.5		595.1		
BORLA AUTO EXHAUST SYS&MFLRS	T144	3,912.3	3,912.3										
BORLA AUTO PARTS	T144	305.7	305.7										
BOSCH ICON WIPER BLADES	T144	1,208.7	1,208.7										
BOSCH PLATINUM IR FUSION SPARK PLUGS	T144	424.4	424.4										
BOSCH PLATINUM SPARK PLUGS	T144	703.3	703.3										
BOSCH PREMIUM CABIN FILTER	T144	435.8	435.8										
BOSCH SPARK PLUGS	T144	2,317.1	2,317.1										
CARLITE AUTO GLASS	T144	289.5						141.1				148.4	
CARMD AUTO DIAGNOSTIC TOOL	T144	482.5	482.5										
CHAMPION SPARK PLUGS	T144	1,275.2	1,275.2										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CHERRY BOMB EXHAUST SYSTEMS	T144	665.8	665.8										
CHERRY BOMB MUFFLERS	T144	429.9									429.9		
DAIMLERCHRYSLER VAR DA PARTS & SVC	T144	504.2			504.2								
DELTRAN AUTO BATTERY TENDER	T144	497.4	467.3								30.2		
DENSO SPARK PLUGS	T144	312.3						20.0			292.3		
DYNOMAX AUTOMOTIVE EXHAUST SYS	T144	299.1	299.1										
E3 SPARK PLUGS	T144	440.5	337.1								103.4		
EATON AUTO PARTS	T144	269.6	269.6										
FLOWMASTER MUFFLERS	T144	761.4	383.8								377.6		
FORD MOTOR CO PARTS & SERVICE	T144	917.4	226.1		691.3								
FRAM OIL FILTER	T144	3,803.2						1,147.2			2,656.0		
FRAM SYNWASH AIR FILTER	T144	999.4						225.0			774.4		
GM GOODWRENCH ONLINE	T144	1,581.2						1,463.3			117.9		
GM GOODWRENCH PARTS & SERVICE	T144	6,844.5	445.7				85.2		586.6			3,745.2	1,981.7
GM PERFORMANCE PARTS	T144	515.1	515.1										
HERCULINER BED LINER & PEAK ANTI-FRZ	T144	713.3	713.3										
HERCULINER TRUCK BED LINER KIT	T144	367.2									367.2		
HOLLEY PERFORMANCE PDTS AUTO PARTS	T144	611.9	611.9								267.7		
HYPERTEC POWER TUNINGS PDTS	T144	432.0	164.2									360.6	
JAMAK WINDSHIELD WIPERS	T144	360.6						45.6					
K&N AIR FILTER	T144	333.0	333.0										
K&N AIR INTAKE SYSTEM	T144	783.8									783.8		
K&N AUTOMOTIVE AIR FILTERS	T144	1,924.5						0.0			1,924.5		
K&N HIGH-FLOW AIR FILTER	T144	3,424.0	3,424.0										
KONI SHOCK ABSORBERS	T144	414.9	414.9										
LINE-X TRUCK BED LINERS	T144	561.2	514.2								1.5		
LOJACK VEHICLE RECOVERY SYSTEM	T144	4,593.0	46.0				23.1		38.0				4,485.9
MAGNA CHARGER SUPER CHARGER SYS	T144	881.2	881.2										
MAGNAFLOW EXHAUST SYSTEM	T144	1,739.8	697.4								1,042.4		
MASS-FLO FUEL INJECTION KITS	T144	1,003.2	1,003.2										
MERCURY OPTIMAX ENGINES	T144	504.5	169.9						0.2		334.5		
MONROE SHOCK ABSORBERS	T144	6,744.9	4,059.9				1,099.0					1,586.0	
MOPAR AUTO ENGINE	T144	337.1	337.1										
MOTOR TREND AUTOMOTIVE ACCESS	T144	993.7	993.7										
MSD IGNITION AUTO PARTS	T144	1,363.3	1,228.2								135.1		
NAPA NATL AUTO PRPTS ASSN CP	T144	1,820.6			1,820.6								
NGK SPARK PLUGS	T144	318.3	155.8		106.3								56.2
NISSAN MOTOR CORP PARTS & SERVICE	T144	626.6						77.2					549.4
NUCAP INDUSTRIES BRAKES	T144	684.0									684.0		
ONSTAR VEHICLE MONITORING SYS	T144	85,585.0	738.1		70.8	255.0	67.6	47,734.6	836.6	6,149.5	13,685.7	14,110.4	1,936.8
O-Z RACING WHEELS	T144	490.1	490.1										
PULSTAR PULSE PLUGS	T144	987.5	852.4		135.2								
PUROLATOR OIL FILTER	T144	565.9	213.9								352.0		
QUALITY CARE PARTS & SERVICE	T144	9,431.8							920.5			8,511.4	
RHINO TRUCK BED LINERS	T144	546.0							12.5		533.5		
ROCKLAND STANDARD GEAR TRANSMISSIONS	T144	278.0	278.0										
SARIS BICYCLE RACKS	T144	358.6	358.6										
SHOCKWAVE AIR SUSPENSIONS	T144	445.0	445.0										
SPAL AUTO FAN	T144	331.1	331.1										
SPEC CLUTCHES	T144	278.0	278.0										
SUNPRO SENSOR TSTR PLS&CD SCNNR	T144	278.2	278.2										
SYLVANIA SLVRSTR ULTRA HLGN HDLGLHTS	T144	4,800.0						2,598.4	133.9		2,067.7		
SYNC VOICE ACTVTD VHCL CMNCTR	T144	14,413.7	138.7					5,138.0	2,712.0		6,425.0		
TCAUTO.COM ONLINE	T144	327.4	327.4										
THULE AUTOMOTIVE STORAGE SYS	T144	308.5	308.5										
TOM TOM AUTO & TRUCK ACCESSORIES	T144	312.3											312.3
TOYOTA DLR ASSN PARTS & SERVICE	T144	388.2							388.2				
TREMEC TRANSMISSIONS	T144	1,022.7	1,022.7					107.6		210.5		453.0	499.2
TRICO WINDSHIELD WIPERS	T144	1,270.2											
TURBONATOR VORTEX GENERATOR	T144	278.0	278.0										
TWO BROS RACING EXHAUST SYSTEMS	T144	335.5	335.5										
WEATHERTECH AUTOMOTIVE ACCESS	T144	2,114.4	2,114.4										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WIX AUTOMOTIVE FILTERS	T144	282.4	273.8								8.6		
WIX OIL FILTER	T144	529.3	529.3										
YAKIMA CARGO BOX	T144	313.2	313.2										
YAKIMA RACKS BICYCLE RACKS	T144	325.4	325.4										
BF GOODRICH AUTO & TRUCK TIRES	T145	14,547.9						8,834.0	10.7		1,260.8	295.0	4,147.4
BF GOODRICH AUTO TIRES	T145	3,993.2	2,120.6		109.3			1,466.8	0.3		296.2		
BF GOODRICH TRUCK TIRES	T145	300.4	300.4										
BRIDGESTONE AUTO TIRES	T145	37,343.3	12,874.5		25.9	532.9		12,449.3	670.9		10,789.8		
BRIDGESTONE AUTO TIRES & GOLF BALLS	T145	2,704.6						2,621.8	36.1		46.7		
BRIDGESTONE TIRE CO LTD CP	T145	1,352.3	1,245.6			106.7							
BRIDGESTONE TRUCK TIRES	T145	2,132.3	2,131.9								0.5		
BRIDGESTONE VAR TIRES	T145	514.3	334.7				26.7				152.9		
BRIDGESTONE/FIRESTONE CP	T145	3,458.6			265.0			2,386.5	0.5		806.5		
BRIDGESTONE/FIRESTONE TIRES	T145	2,877.8					122.5					19.4	2,736.0
CONTINENTAL AUTO TIRES	T145	5,411.4	5,411.4					6.0	1,166.2	55.5		245.2	
COOPER AUTO & TRUCK TIRES	T145	1,472.9											
COOPER AUTO TIRES	T145	1,212.6			2.0			960.1	30.8		219.8		
COOPER TRUCK TIRES	T145	1,055.4						872.6	39.8		143.1		
DUNLOP AUTO & TRUCK TIRES	T145	402.4	402.4										
DUNLOP DRIVERS CUP EVENT	T145	275.7	275.7										
FALKEN AUTO TIRES	T145	1,985.7	1,985.7										
FIRESTONE AUTO & TRUCK TIRES	T145	381.0	278.2					83.2	19.6				
FIRESTONE AUTO TIRES	T145	8,447.8	8,222.1		186.1			38.0	1.6				
FIRESTONE TIRE&RUBBER CO CP	T145	4,995.2	917.7		12.0			1,930.8	10.1		2,124.6		
GENERAL AUTO TIRES	T145	1,315.9	1,315.9										
GOODYEAR AUTO & TRUCK TIRES	T145	8,998.1	2,309.0			308.5	15.3	581.8	8.9		2,571.8	3,202.8	
GOODYEAR AUTO TIRES	T145	29,560.1	9,954.2		709.9	477.1		11,174.3	7.5		7,237.1		
GOODYEAR TIRE&RUBBER CO CP	T145	2,023.2	88.1			592.3		75.2				1,267.7	
GOODYEAR TRUCK TIRES	T145	17,154.0	2,145.0					12,469.8	10.2		2,528.9		
HANKOOK AUTO & TRUCK TIRES	T145	331.6	331.6										
HANKOOK AUTO TIRES	T145	1,327.4	1,326.4								1.0		
HANKOOK TIRES DLR	T145	1,474.3					1,474.3						
INVO AUTO TIRES	T145	599.8	599.8										
KUMHO AUTO TIRES	T145	2,591.3	2,122.1					462.0	0.2		7.0		
MICHELIN AUTO & TRUCK TIRES	T145	1,090.2	32.0						12.7			970.0	75.5
MICHELIN AUTO TIRES	T145	32,101.1	5,058.0		520.9	123.4		14,175.3	1,102.5	22.6	8,039.0	3,059.0	0.5
MICHELIN TRUCK TIRES	T145	4,494.0	1,181.1					1,642.5	151.4		1,518.9		
MICKEY THOMPSON AUTO TIRES	T145	754.4	754.4										
NITTO AUTO & TRUCK TIRES	T145	323.6					323.6						
NITTO AUTO TIRES	T145	942.4	942.4										
PIRELLIFILM.COM ONLINE	T145	1,867.8	1,867.8										
TOYO AUTO TIRES	T145	7,530.1	6,769.1						109.3		651.8		
TOYO TRUCK TIRES	T145	525.8	58.2			69.1		59.0	58.7		280.8		
UNIROYAL AUTO & TRUCK TIRES	T145	3,762.9							4.6			3,743.4	14.9
YOKOHAMA AUTO & TRUCK TIRES	T145	879.4	525.3					268.3	23.4		3.8		58.6
YOKOHAMA AUTO TIRES	T145	1,718.8	1,304.2						48.6		365.9		
AKRAPOVIC MOTORCYCLE EXHAUST SYS	T149	276.5	276.5										
ARAI MOTORCYCLE HELMETS	T149	322.5	322.5										
COBRA MOTORCYCLE ACCESSORIES	T149	461.5	461.5										
COBRA MOTORCYCLE PARTS	T149	659.8	659.8										
DUNLOP MOTORCYCLE TIRES	T149	467.3	391.8								75.5		
DUPLI-COLOR CAR PAINT	T149	301.2	301.2										
EAGLE EQUIP AUTO LIFTS	T149	439.7	439.7										
FACTORY EFFEX MOTORCYCLE ACCESSORIES	T149	570.3	570.3										
GIVI MOTORCYCLE ACCESSORIES	T149	276.6	276.6										
HARD-KROME MOTORCYCLE PARTS	T149	276.0	276.0										
HJC MOTORCYCLE HELMETS	T149	338.8	338.8										
ICON MOTORCYCLE HELMETS	T149	276.0	276.0										
MAXXIS MOTORCYCLE TIRES	T149	402.7	402.7										
MICHELIN MOTORCYCLE TIRES	T149	265.4	46.0			219.4							
SCORPION SPORTS MOTORCYCLE HELMETS	T149	336.2	336.2										
SHOEI MOTORCYCLE HELMETS	T149	421.8	421.8										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
VANCE & HINES MOTORCYCLE EXHAUST SYS	T149	515.6	515.6										
VANCE & HINES MOTORCYCLE PARTS	T149	438.9	438.9										
Z1R MOTORCYCLE HELMETS	T149	656.1	656.1										
ADVANTAGE RENT-A-CAR	T151	297.7			110.7		143.4		43.6				
ALAMO RENT-A-CAR	T151	6,114.5	509.1				61.5	5,534.3	9.7				
AVIS RENT-A-CAR	T151	26,635.8	4,364.8		40.2	2,195.8	113.4	6,087.6	37.7		13,796.3		
BUDGET CAR&TRUCK RENTAL	T151	1,172.3			842.8	16.7	32.7		42.5				237.5
BUDGET RENT-A-CAR	T151	2,879.7	1,140.3			1,038.8	140.0						560.6
DOLLAR RENT-A-CAR	T151	2,772.8	1,670.3		19.9	852.1	205.5		24.9				
ENTERPRISE RENT-A-CAR	T151	60,376.0	651.7	2,638.6	330.3	1,890.7	277.6	46,700.3	346.0		7,515.8		25.0
ENTERPRISE RENT-A-CAR CO CP	T151	1,264.7			143.3	1,121.4							
ENTERPRISE RENT-A-CAR VIGNETTE	T151	256.2						159.0	0.3		96.9		
HERTZ RENT A CAR	T151	48,215.7	11,918.1		2,755.8	6,637.7	672.3	17,318.1	69.8		8,844.0		
LEASE OUTLET DLR	T151	333.0			333.0								
NATIONAL CAR RENTAL	T151	2,517.8			46.2		308.6		0.2		2,162.8		
THRIFTY CAR RENTAL	T151	1,693.6	231.2	228.7	45.5	816.1	244.3		127.8				
THRIFTY CAR RENTAL ONLINE	T151	436.7	304.0			132.7							
VANGUARD CAR RENTAL USA	T152	817.6					817.6						
BAGSTER BAG SYSTEM	T190	544.5							544.5				
SUPERCHIPS MAX MICRO TUNER	T190	414.8	261.7								153.1		
BP AMOCO GASOLINE	T211	1,592.9	217.0						1.1			65.5	1,309.3
BP GASOLINE	T211	23,066.5			641.6	142.9		13,476.1	2,827.8	2,451.4	2,928.1		598.6
CHEVRON GASOLINE	T211	10,748.2			2,149.9				5,994.9		2.2		2,601.2
CHEVRON GASOLINE & MOTOR OIL	T211	2,085.8											2,085.8
CITGO GASOLINE	T211	2,109.6							2,075.6		8.6		25.3
CITGO GASOLINE & MOTOR OIL	T211	1,092.4											1,092.4
CITGO PETROLEUM CORP GASOLINE	T211	599.4			599.4								
EXXON GASOLINE & MOTOR OIL	T211	565.7											565.7
EXXON MOBIL GASOLINE	T211	5,207.5				301.9							4,905.6
FORDS THEATER/EXXON MBL	T211	470.0					470.0						
HESS GASOLINE	T211	333.0						314.7					18.3
MARATHON ASHLAND GASOLINE	T211	342.2											342.2
MARATHON GASOLINE	T211	3,886.8		0.2				2,461.2		1,087.3			338.1
PHILLIPS 66 GASOLINE	T211	1,442.8						822.7		115.2			504.9
RACETRAC GASOLINE	T211	460.2											460.2
SHELL GASOLINE	T211	14,248.0	378.3		215.9	62.4		4,393.8	302.4		8,201.9	144.0	549.4
SHELL GASOLINE & MOTOR OIL	T211	3,288.4											3,288.4
SHELL GASOLINE & PENNZOIL MOTOR OIL	T211	2,369.4											2,369.4
SHELL V-POWER GASOLINE	T211	581.9											581.9
SPEEDWAY GASOLINE	T211	775.2											775.2
SUNOCO GASOLINE	T211	3,042.6	275.0		4.3			2,246.7	264.2		252.4		
TESORO GASOLINE	T211	674.6											674.6
TEXACO GASOLINE	T211	3,323.1	2,635.9		4.1				431.3		3.9		247.9
VALERO GASOLINE	T211	2,192.8							463.8		1,534.4		194.6
AMOCO ULTIMATE MOTOR OIL	T212	1,694.1	1,694.1										
CASTROL GTX HIGH MILEAGE MOTOR OIL	T212	11,524.0	4,149.6						348.1	14.5		6,011.8	1,000.0
CASTROL GTX MOTOR OIL	T212	13,751.1	3,390.4						912.1	80.2		9,340.2	
CASTROL SYNTEC MOTOR OIL	T212	11,541.3	2,954.1						51.7	3.2		8,453.1	79.1
CHAMPIONSHIP OFF/RC/LCS	T212	371.6								370.7		0.8	
CHEVRON MOTOR OIL	T212	268.3											268.3
HAVOLINE DEPOSIT SHIELD MOTOR OIL	T212	5,323.5	2,987.2						1,294.6	1,010.6	9.8	21.4	
HAVOLINE FORMULA 3 MOTOR OIL	T212	471.5	452.4		19.1								
HAVOLINE MOTOR OIL	T212	4,996.4	142.0										
LUCAS OIL MOTOR OIL	T212	335.4			198.6					6.1		130.7	
MOBIL 1 EXTENDED PRFRMNC MOTOR OIL	T212	3,427.2	732.7										
MOBIL 1 HIGH MILEAGE MOTOR OIL	T212	546.0	546.0										
MOBIL 1 MOTOR OIL	T212	8,482.6	3,675.7						1,389.3	37.6		3,379.0	0.9
MOBIL 1 SYNTHETIC MOTOR OIL	T212	4,585.1							2,972.6	46.7		1,565.7	
MOBIL CLEAN 5000 MOTOR OIL	T212	3,282.2	1,217.4							155.4		1,909.4	
MOBIL VAR MOTOR OIL	T212	435.5										435.5	
PENNZOIL MOTOR OIL	T212	3,883.4		5.0						0.5		2,523.1	225.0
PENNZOIL PLATINUM MOTOR OIL	T212	13,828.8	6,342.8						3,970.2	10.1		3,405.6	100.0

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
Q HORSE POWER SYNTHETIC MOTOR OIL	T212	2,814.0	431.8					70.0	4.3		2,307.9		
Q MOTOR OIL	T212	695.8	55.6					342.0	26.0		272.2		
Q TORQUE POWER SYNTHETIC MOTOR OIL	T212	8,347.6	500.6					6,382.0	15.4		1,449.6		
QUAKER STATE PK PRFRMNC MOTOR OIL	T212	836.6							836.6				
ROYAL PURPLE SYNTHETIC MOTOR OIL	T212	965.2	443.1		4.2		155.3		86.9		275.9		554.2
SHELL OIL & QUAKER STATE MOTOR OIL	T212	554.2											
VALVOLINE MAX LIFE MOTOR OIL	T212	7,272.6	3,280.1			134.0		541.4			3,317.1		
VALVOLINE PREMIUM BLUE MOTOR OIL	T212	486.6	486.6										
VALVOLINE VAR MOTOR OILS	T212	10,528.2	4,303.5			134.0	55.7	1,093.3			4,749.4		192.3
AMERICAN PETROFINA INC CP	T220	264.2				264.2							
AMERICAN PETROLEUM INST	T220	15,290.6	123.4		829.9	168.6	117.6	7,161.8	763.0		1,011.2	1,813.7	3,301.4
AMERICAN PETROLEUM INST CP	T220	10,561.9	67.6		6,408.0	4,086.3							
BP AMERICA INC CP	T220	443.3			443.3								
BP AMOCO PLC CP	T220	15,671.0	7,171.5	207.9	3,197.3	4,744.0		22.0			19.8	308.4	
BP AMOCO TV PROGRAM	T220	294.0				294.0							
BP PLC CP	T220	29,971.9	10,001.9	104.0	71.4	168.6		8,401.6	513.9	158.7	7,057.9	3,494.0	
BRITISH PETROLEUM CO CP	T220	254.2			254.2								
CHEVRON CORP CP	T220	34,633.1	17,112.9		4,454.3			6,371.4	2,717.3	15.9	3,961.2		
CHEVRONTEXACO CORP CP	T220	12,284.0				11,383.0		901.0					
CITGO PETROLEUM CORP CP	T220	19,309.1	5,863.0		1,147.4	1,399.5		1,109.9	6,336.3		2,515.5	937.5	
CONOCOPHILLIPS CP	T220	10,942.7	6,379.3			981.1		1,791.4	0.2		1,790.7		
EXXON MOBIL CORP CP	T220	41,348.0	3,596.7		4,924.0	15,545.0		15,584.3	142.0		611.1	944.9	
MARATHON OIL CO CP	T220	2,361.2			504.7	502.5			0.1		1,353.9		
Occidental PETRO CORP CP	T220	2,551.6				1,482.3		246.5			822.9		
PENNZOIL-QUAKER STATE CO CP	T220	422.6	422.6										
SHELL OIL CO CP	T220	17,669.7	9,293.5	977.2	708.8	2,817.0		0.0	102.6		3,006.1	750.3	14.4
USA SUPERIOR ENERGY BP	T220	281.0				281.0							
CENEX FUELS & LUBRICANTS	T290	361.0							361.0				
ETHANOL FUEL PROMO	T290	1,353.3						1,082.0	21.6		249.7		
IRVING OIL CORP CP	T290	619.0							619.0				
LUBRIPLATE LUBRICANTS	T290	385.0	385.0										
ROCKETT BRAND RACING FUEL	T290	389.4	389.4										
ADAM AIRCRAFT	T300	276.3	276.3										
AIRBUS INDUSTRIE AIRCRAFT	T300	1,490.9	982.4			508.5							
AKRON-CANTON RGNL ARPT	T300	1,076.1	11.6		114.5				950.0				
AVANTAIR FRACTIONAL OWNRSHP PRGRM	T300	3,400.8	2,450.1			950.7							
BOEING 787 AIRCRAFT	T300	264.2				264.2							
BOEING AIRCRAFT	T300	3,848.0	1,124.8		1,930.4	311.5	481.3						
BOEING CO CP	T300	21,858.2	242.8		931.9			10,989.5	2,370.5		7,323.6		
BOMBARDIER AIRCRAFT	T300	591.0	591.0										
BOMBARDIER FLEXJET FRACTIONAL OWNER	T300	2,900.0	2,259.2			638.8							2.0
BOMBARDIER LEARJET RACE	T300	258.9						230.6			28.3		
BOMBARDIER SKYJET FRCTNL OWNRSHP	T300	602.7	602.7										
BRIDGESTONE AIRCRAFT TIRES	T300	328.9	328.9										
CESSNA AIRCRAFT	T300	1,027.8	1,004.8				23.0						
CESSNA CITATION AIRCRAFT	T300	719.5	207.5			506.5	5.5						
CIRRUS DESIGN AIRCRAFT	T300	1,894.8	1,884.9				9.9						
CIRRUS DESIGN HELICOPTER	T300	326.1	326.1										
CITATIONSHARES FRCTNL OWNRSHP PRGRM	T300	2,210.5	2,082.2			128.3							
COLUMBIA AIRCRAFT	T300	293.8	293.8										
DALLAS FT WRTH INTL ARPT	T300	357.7	256.5		47.5	21.2	32.6						
DIAMOND AIRCRAFT	T300	276.3	276.3										
ECLIPSE AVIATION AIRCRAFT	T300	607.5	526.5			71.4	9.6						
EMBRAER AIRCRAFT	T300	346.5	339.0				7.5						
FALCON JET AIRCRAFT	T300	3,646.4	3,646.4										
FLIGHT OPTIONS FRCTNL OWNRSHP ARCRFT	T300	3,810.0	2,833.7		73.4	902.9							
FLIGHT OPTIONS INC CP	T300	476.7				476.7							
GARMIN GPS MAP HANDHELDS	T300	259.7	259.7										
GRUMMAN AIRCRAFT	T300	1,842.0			1,842.0								
GULFSTREAM FRACTIONL OWNSHP AIRCRFT	T300	561.2	561.2										
GULFSTREAM JETS	T300	527.1	527.1										
HONDAJET AIRCRAFT	T300	646.5	646.5										

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
JET NETWORK FRCTN OWNRSH	T300	605.9				605.9							
LOCKHEED MARTIN AIRCRAFT	T300	1,107.6	27.2		821.2	142.9	116.3						
LOS ANGELES WORLD ARPRTS	T300	784.0	366.4		240.5		177.2						
MARQUIS PRE-PAID FRACTIONAL/PRGM	T300	580.6	51.6		84.0	445.0							
MOONEY AIRCRAFT	T300	486.4	486.4										
NETJETS FRACTIONAL OWNRSHP PRGRM	T300	8,962.4	3,306.3	125.8	47.5	5,259.8		194.8			28.2		
NEW PIPER AIRCRAFT	T300	442.1	442.1										
NORTHROP GRUMMAN AIRCRAFT	T300	1,142.5					612.6						529.9
ONTARIO CA INTL AIRPORT	T300	251.1					251.1						
PILATUS AIRCRAFT	T300	395.2	327.9			67.3							
PILATUS FRACTIONAL OWNRSHP PRGRM	T300	306.2	103.2			203.0							
PRATT & WHITNEY CP	T300	260.5	27.2	233.3									
RAYTHEON AIRCRAFT	T300	334.5					334.5						
RICHMOND INTL AIRPORT	T300	318.2			145.3		32.2		140.7				
ROCKWELL COLLINS CP	T300	509.7	508.7						0.9				
ROCKWELL COLLINS IN-FLIGHT INFO SYS	T300	265.7	265.7										
SALT LAKE CTY INTL ARPRT	T300	356.7	356.7										
SENTIENT PRIVATE JET MEMBERSHIP	T300	906.2	906.2										
SHARJAH AIRPORT INTL/ZN	T300	434.5		434.5									
XOJET FRACTIONAL OWNRSHP PRGRM	T300	450.2	450.2										
ACELA EXPRESS RAILROAD	T411	2,112.4	33.7			280.3			1,798.4				
AMTRAK RAILROAD	T411	13,345.7	1,387.4		3,585.7	1,578.4	1,572.8		2,886.7		460.5	994.4	879.7
METRO-NORTH RAILROAD	T411	1,107.6	8.8		1,049.2	42.8							6.8
AMERICAN CRUISES	T412	6,056.5	6,056.5										
AZAMARA CRUISES	T412	1,212.7			705.1	507.5							
CARNIVAL CRUISE LINES CRUISES	T412	70,254.1	12,199.1	274.7	15,846.4	1,000.6		29,472.0	39.3		9,832.2		1,589.8
CELEBRITY CRUISES	T412	19,093.0	3,707.8		6,009.3	694.5		142.1	5,814.7		2,724.6		
COSTA CRUISES	T412	6,488.4		212.8	5,726.1	549.5							
CRUISE WEST CRUISES	T412	439.4	92.5	343.1	3.9								
CRUISES OF VALUE CRUISES	T412	442.3			442.3								
CRYSTAL CRUISES	T412	8,708.5	6,531.9	692.4	300.1	1,184.1							
CUNARD CRUISES	T412	5,835.6	4,423.7	1,143.5	72.3	108.1	88.0						
DIR CRUISE SHIP TRAVEL	T412	2,953.7			2,953.7								
DISCOVERY CRUISES	T412	2,300.2			2,247.7		7.7		44.8				
DISNEY CRUISES	T412	2,223.5	1,264.5		958.9								
HOLLAND AMERICA CRUISES	T412	25,098.6	18,158.4	629.0	4,751.1	1,447.1	110.4		2.6				
HURTIGRUTEN NRWGN CST VY CRUISES	T412	1,287.9	100.6	1,143.1					0.6		43.7		
IMPERIAL MAJESTY CRUISES	T412	1,901.1			1,763.9		31.5		105.7				
INSIGHT CRUISES	T412	579.1	579.1										
MAJESTIC AMERICA LINE CRUISES	T412	1,869.4	1,084.3		785.1								
MSC CRUISES	T412	1,346.3			1,134.5	211.8							
NORWEGIAN COASTAL VOYAGE CRUISES	T412	2,279.1	651.0	1,332.8	181.9	96.7			16.7				
NORWEGIAN CRUISES	T412	35,898.8	11,788.5		6,436.6	145.9		8,325.4	49.5	88.7	5,895.6		3,168.7
OCEANIA CRUISES	T412	966.7	905.4		61.3								
PEARL SEAS CRUISES	T412	2,361.1	2,361.1										
PETER DEILMANN CRUISES	T412	286.5	286.5										
PRINCESS CRUISES	T412	35,768.8	19,233.3		15,844.7	687.5	3.3						
REGENT SEVEN SEAS CRUISES	T412	5,247.5	4,729.3	457.4	55.1	5.7							
RESIDENTIAL CRUISE LINE CRUISES	T412	1,580.3	1,422.9		80.2	77.2							
ROYAL CARIBBEAN CRUISES	T412	75,847.2	1,490.3		16,554.9	1,558.5	990.1	46,688.2	1,034.5		5,305.9	290.0	1,934.8
SEABOURN CRUISES	T412	1,140.1	1,140.1										
SEAESCAPE CRUISES	T412	320.1					320.1						
SILVERSEA CRUISES	T412	6,371.4	5,493.0	400.6	31.3	429.8				16.7			
VIKING RIVER CRUISES	T412	1,068.6	1,063.4		5.3								
WINDSTAR SAIL CRUISES	T412	1,265.0	1,265.0										
AA.COM AIRLINES ONLINE	T413	3,782.0	2,367.4			48.9	120.0		967.4	5.8	272.6		
AIRTRAN AIRWAYS & WALT DISNEY WORLD	T413	458.4			458.4								
AIRTRAN AIRWAYS DOM	T413	9,007.5	365.1		1,706.8	165.2	2,141.0		3,520.2	18.6	35.7		1,054.8
AIRTRAN AIRWAYS INC CP	T413	262.0	241.4							20.7			
AIRTRAN AIRWAYS ONLINE	T413	782.9			118.0					664.9			
ALASKA AIRLINES DOM & INTL	T413	2,051.3	68.1		9.8	28.9	861.3		77.7	5.8			999.7
ALASKA AIRLINES SGNTR VS & BANK/AMER	T413	1,165.9			1,165.9								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ALASKA AIRLINES SIGNATURE VISA CARD	T413	757.4			757.4								
ALLEGANT AIRLINES DOM	T413	1,965.0			898.0		23.1		891.1				152.9
AMERICAN AIRLINES & AMER EAGLE DOM	T413	307.2			307.2								
AMERICAN AIRLINES DOM	T413	4,122.6	884.2		1,562.6	369.3		310.0	311.7		259.4		425.4
AMERICAN AIRLINES DOM & INTL	T413	19,475.0	5,883.0		40.1	502.7	2,618.2	569.5	3,933.6	13.5	4,508.9	770.4	635.3
AMERICAN AIRLINES INC CP	T413	1,328.5	193.5	233.3	901.6		245.4						
ATA AMERICAN TRANS AIR DOM	T413	786.9			541.5								
CIRQUE DU SOLEIL/DELTA	T413	524.2							524.2				
CONTINENTAL AIRLINES	T413	679.6	12.7		222.5			25.0	400.0		19.4		
CONTINENTAL AIRLINES DOM	T413	4,025.5	142.5		2,775.2	1,006.8							101.1
CONTINENTAL AIRLINES DOM & INTL	T413	9,312.1	1,738.4	496.3	80.4	85.1	5,645.9	55.2	942.7	7.7			260.4
CONTINENTAL AIRLINES INC CP	T413	1,101.8			434.4	667.4							
CONTINENTAL AIRLINES ONLINE	T413	521.5			343.5				178.1				
DELTA AIRELITE DOM	T413	250.2	250.2										
DELTA AIRELITE DOM & INTL	T413	361.8	283.0										78.8
DELTA AIRLINES DOM	T413	5,022.2	927.5		1,721.7	2,311.9			14.9		46.3		
DELTA AIRLINES DOM & INTL	T413	16,601.3	4,456.4		101.3	236.8	7,705.6	83.0	3,326.6	12.9	564.7		114.0
DELTA AIRLINES INC CP	T413	3,232.6	1,776.2		244.3	1,052.9			159.3				
DELTA AIRLINES ONLINE	T413	1,344.9	986.4		179.1	178.9			0.4				
DELTA AIRLINES SKYMILES PROGRAM	T413	1,400.7	1,356.5			44.2							
EXPRESSJET AIRWAYS DOM	T413	8,703.5			5,298.7	358.9	785.3						2,260.7
FRONTIER AIRLINES CP	T413	341.7			341.7								
FRONTIER AIRLINES DOM	T413	5,030.2			2,893.8	207.3	444.3		1,476.9		8.1		
FRONTIER AIRLINES DOM & INTL	T413	1,486.3			72.8	138.2	461.3		814.0				
HAWAIIAN AIRLINES DOM	T413	251.9							251.9				
HAWAIIAN AIRLINES DOM & INTL	T413	636.1	91.1					524.8	18.7	1.5			
HORIZON AIR DOM	T413	362.9			362.4				0.5				
JETBLUE AIRWAYS CORP CP	T413	2,539.1			386.4	902.8							1,250.0
JETBLUE AIRWAYS DOM	T413	13,118.8	231.5		7,628.2	849.2	1,843.2		1,860.0				706.5
JETBLUE AIRWAYS DOM & INTL	T413	3,645.3	650.4	114.4	1,030.1	40.1	559.8		144.3				1,106.2
JETBLUE AIRWAYS ONLINE	T413	386.0	386.0										
MAXJET AIRWAYS DOM & INTL	T413	449.1			347.0	92.1	10.0						
MIDWEST AIRLINES DOM	T413	2,737.2	334.1		1,534.9		214.7		557.1				96.3
NORTHWEST AIRLINES DOM	T413	4,148.4			3,622.6	525.8							
NORTHWEST AIRLINES DOM & INTL	T413	4,396.1	69.6		1,193.6	1,195.9	1,874.7		8.9	8.8			44.6
SKYBUS AIRLINES DOM	T413	2,590.9			1,029.3		850.3		345.4				365.9
SOUTHWEST AIRLINES & VISA	T413	2,292.8						2,292.8					
SOUTHWEST AIRLINES CP	T413	1,522.3	590.5		64.4	850.3			14.6		2.5		
SOUTHWEST AIRLINES DOM	T413	86,152.5	911.5		7,049.7	1,438.1	7,388.1	34,110.2	20,376.3		5,008.5	2,895.2	6,974.8
SOUTHWEST AIRLINES ONLINE	T413	45,965.9	1,829.6		268.0			30,022.1	9,131.6	523.8	4,190.7		
SOUTHWEST AIRLINES RAPID REWARDS	T413	386.8	386.8										
SPIRIT AIRLINES DOM	T413	447.9			14.5		433.4						16.2
SPIRIT AIRLINES DOM & INTL	T413	511.5					147.1		348.1				
SPIRIT AIRLINES ONLINE	T413	729.4							729.4				
SUN COUNTRY AIRLINES DOM	T413	1,252.0			613.4		638.6						
SUN COUNTRY AIRLINES ONLINE	T413	684.1							684.1				
UNITED AIRLINES DOM	T413	1,212.0	48.3		1,022.7	139.9			1.0				
UNITED AIRLINES DOM & INTL	T413	8,636.5	2,739.1			3,566.9	790.6		170.1		1,356.7	7.2	6.0
UNITED AIRLINES INC CP	T413	1,600.8	145.0		633.5	822.3							
UNITED AIRLINES ONLINE	T413	1,071.3	1,071.3										
US AIRWAYS CP	T413	375.1			375.1								
US AIRWAYS DIVIDEND MILES	T413	453.2	453.2										
US AIRWAYS DOM	T413	3,526.2	158.9		3,313.5		53.8						
US AIRWAYS DOM & INTL	T413	1,180.0	255.1		17.8		605.6		301.4				
USA 3000 AIRLINES DOM	T413	1,466.5			227.3		860.7		378.5				
USA 3000 AIRLINES DOM & INTL	T413	542.6	223.2		2.2		79.1		0.3				237.8
VIRGIN AMERICA AIRLINES DOM	T413	989.3			673.8	142.9	172.7						
VIRGIN ATLANTIC AIRWAYS DOM & INTL	T413	1,109.1	36.4				1,072.7						
ZOOM AIRLINES DOM	T413	812.3			421.8	390.4							
AER LINGUS AIRLINES INTL	T414	6,649.1			6,217.1	432.1							
AEROMEXICO AIRLINES INTL	T414	1,452.0		227.3	190.5	83.9	22.1		890.8				37.5
AIR CANADA AIRLINES INTL	T414	2,130.2	2,040.3		90.0								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
AIR CHINA AIRLINES INTL	T414	368.7	338.4								30.3		
AIR FRANCE AIRLINES INTL	T414	11,973.2	4,662.4		2,483.2	3,953.0					847.3		27.3
AIR GREENLAND INTL	T414	329.8	153.1		123.3	53.4							
AIR JAMAICA AIRLINES INTL	T414	2,909.2	22.7		2,170.3		413.1		303.0				
AIR NEW ZEALAND AIRLINES INTL	T414	2,729.5	1,279.8	98.9	974.7	66.7	309.3		0.1				
ALASKA & HORIZON AIRLINES INTL	T414	1,135.9			1,135.9								
ALASKA AIRLINES INTL	T414	4,413.7			4,342.8				44.7	26.1			
ALL NIPPON ARWYS CO LTD CP	T414	254.2			254.2								
ALOHA AIRLINES INTL	T414	448.3			122.8		75.3		250.2				
AMERICAN AIRLINES INTL	T414	28,199.0	11,992.0	1,127.2	6,628.9	2,623.7		640.6	2,848.6	5.7	2,332.3		
ANA AIRLINES INTL	T414	882.1	251.2		49.6		149.7		431.5				
ASIANA AIRLINES INTL	T414	298.9	235.3		2.3	3.8	57.5						
ATA AMERICAN TRANS AIR INTL	T414	658.7	96.7		562.0								
AUSTRIAN AIRLINES INTL	T414	937.8	223.1		435.2	279.5							
BRITISH AIRWAYS INTL	T414	21,740.7	9,215.9	228.7	3,646.5	3,547.3	1,351.4		2,543.4		0.0		1,207.6
CATHAY PACIFIC AIRWAYS INTL	T414	3,924.0	1,578.6	114.4	268.4	596.3	1,363.4		2.9		0.1		
CAYMAN AIRWAYS INTL	T414	534.1		282.7		71.4	25.6		149.4	4.9			
CONTINENTAL AIRLINES INTL	T414	7,908.0	2,638.4	496.3	1,689.2	2,575.9		12.5	495.7				
DELTA AIRLINES INTL	T414	7,810.0	2,827.7		738.3	3,967.0			276.9				
EMIRATES AIRLINES INTL	T414	4,477.7	1,473.8	228.7	412.0	1,305.3	397.9	410.6	1.6		193.6		54.1
EOS AIRLINES INTL	T414	3,210.4	774.3			2,346.1	90.0						
ETIHAD AIRWAYS INTL	T414	410.5	190.9			71.4	148.2						
FLYGLOBESPAÑA AIRLINE INTL	T414	809.4			582.2	181.2	46.0						
HAWAIIAN AIRLINES INTL	T414	2,347.0	1,315.5		821.6	114.0		18.7	64.9	10.8			1.5
IBERIA AIRLINES/SPAIN INTL	T414	1,491.3			1,205.8								285.5
ICELANDAIR AIRLINES INTL	T414	1,642.0	203.9		1,006.0	361.6	70.6						
JAPAN AIRLINES INTL	T414	914.8	768.6			146.0			0.2				
JET AIRWAYS INTL	T414	1,435.6	109.2		345.6	677.4	303.5						
KLM & NORTHWEST AIRLINES INTL	T414	1,788.2			1,788.2								
KOREAN AIRLINES INTL	T414	11,797.6	5,292.9		320.6	2,394.7	29.4	474.0	0.1		3,285.9		
LUFTHANSA AIRLINES INTL	T414	12,688.0	9,766.9		490.1	492.9	932.4		1.8				1,003.9
LUFTHANSA GERMAN ARLNS	T414	372.8					372.8						
MEXICANA AIRLINES INTL	T414	1,222.1			50.6		31.9		931.5				208.1
NORTHWEST AIRLINES INTL	T414	5,127.5	110.7		4,929.2				87.6				
QANTAS AIRLINES INTL	T414	3,413.0	36.1	207.5	920.2	617.0	237.6		201.0				1,193.7
QATAR AIRWAYS INTL	T414	2,360.3	506.3		342.5	1,159.9	262.0						89.7
SCANDINAVIAN AIRLINES INTL	T414	346.1	36.0		146.8	163.3							
SILVERJET AIRLINES	T414	2,354.6			316.5	1,155.0	883.1						
SILVERJET AIRLINES INTL	T414	738.0	459.3			209.3			66.2				3.2
SINGAPORE AIRLINES INTL	T414	8,974.0	7,454.5		416.0	864.1	194.1		45.4				
SOUTH AFRICAN AIRWAYS INTL	T414	1,224.5	616.4		174.0	160.8		219.2			54.1		
THAI AIRWAYS INTL	T414	1,017.7	500.7		57.4	295.7	152.6		11.1		0.3		
TURKISH AIRLINES INTL	T414	651.5	479.8		171.8								
UNITED AIRLINES INTL	T414	4,446.0	1,112.7		1,354.0	1,616.9			178.6		173.8		10.0
US AIRWAYS INTL	T414	1,965.0	25.8		1,939.3								
VIRGIN ATLANTIC AIRWAYS INTL	T414	999.3		238.7	142.9	301.3							316.3
GREYHOUND BUS LINES	T419	7,322.0	990.6			300.8		727.8	497.2		1,068.1	2,005.9	1,731.5
SKYTEAM AIRLINE NETWORK	T419	1,226.6	726.6				25.7				474.3		
STAR ALLIANCE AIRLINE NETWORK	T419	1,212.7	938.3				73.6				200.7		
AAA MID-ATLANTIC TRAVEL	T420	482.3			427.3		55.0						
AAA TRAVEL	T420	667.1	112.1		217.4	337.6							
AAA WORLD WIDE TRAVEL	T420	12,216.8			11,711.7		8.2		496.8				
AARP TRAVEL	T420	749.1	749.1										
ABERCROMBIE&KENT TRAVEL	T420	840.4	726.0	114.4									
ADVENTURES BY DISNEY	T420	3,042.4	3,041.0						1.3				
AIR JAMAICA VACATIONS	T420	337.8	260.5		77.4								
ALASKA CRUISE TOURS	T420	348.3			348.3								
ALTAIR TRAVEL & CRUISE	T420	745.0			745.0								
AMENITI TRAVEL CLUB	T420	467.0	467.0										
AMERICAN AIRLINES VCTNS	T420	1,148.5	505.6		461.9				181.0				
AMERICAN EXPRESS TRAVEL	T420	3,626.8	1,108.6		2,311.8	206.4							
APPLE VACATIONS TRAVEL	T420	23,799.5	329.2		21,601.7		610.2		1,238.0		20.5		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
APPLEVACATIONS.COM TRVL ONLINE	T420	262.9	188.2		74.7								
ARTHUR FROMMERS BDGTRVL ONLINE	T420	697.5	697.5										
ASTA AMER SOC/TRVL AGNTS	T420	1,379.2				1,379.2							
ATLANTIS EVENTS TRAVEL	T420	407.5	407.5										
BUDGET TRAVEL ONLINE	T420	940.4	940.4										
CALIFORNIA TOURS&TRAVEL	T420	314.2			153.9	160.3							
CAMPER&NCHLSNS/CHRTR&SLS	T420	2,515.3	2,515.3										
CARAVAN TOURS	T420	2,564.2	2,034.4		91.0	438.8							
CARLSON WAGONLIT TRAVEL	T420	1,168.1			1,026.1		2.6		139.3				
CHAMPIONSHIP TENNIS TRS	T420	359.3	359.3										
CHARTER BUS SVC	T420	457.9			417.9		23.3						16.8
CHEAP TICKETS TRAVEL ONLINE	T420	5,447.1	2,961.3	2,485.8									
CHEAPCARIBBEAN.COM TRVL ONLINE	T420	665.5	272.3		375.8		17.4						
CHEAPTICKETS.COM ONLINE	T420	1,595.2											1,595.2
CI TRAVEL AGENCY	T420	320.8			320.8								
CIE TOURS	T420	282.3			245.4	36.9							
CLIPPER VACATIONS	T420	2,188.6	7.8		2,180.8								
COACH USA BUS TOUR	T420	312.4			296.8		15.6						
COLLINSON PUB TRAVEL SVC	T420	403.4	403.4										
COMPASS MKTG TRAVEL SVC	T420	1,972.6	1,938.0		34.5								
COOKING LIGHT MAG TRAVEL	T420	997.1	997.1										
COSTAMAR TRAVEL AGENCY	T420	744.2			392.3				351.9				
CRUISE CONNECTION TRAVEL	T420	754.2			754.2								
CRUISE HOLIDAYS TRAVEL	T420	689.6			678.5		9.9		1.2				
CRUISE SPECIALISTS TRVL	T420	838.7	826.7		12.0								
CRUISE VALUE CENTER & TOUR VALUE CTR	T420	599.8			599.8								
CRUISE.COM TRAVEL SVC ONLINE	T420	6,859.4	38.6		5,843.1	946.8	30.8						
CRUISE411.COM TRAVEL SVC ONLINE	T420	289.0			289.0								
CRUISEONE TRAVEL AGENCY	T420	543.2			536.8				6.4				
CRUISES INC TRAVEL	T420	475.4			474.6								0.7
CRUISESONLY TRAVEL AGNCY	T420	12,168.2	212.8		11,955.4								
CRYSTAL CRUISES TRVL SVC	T420	799.9	561.8	114.4		123.8							
CUSTOM MKTG GROUP TRAVEL	T420	1,733.2	1,733.2										
DESTINATION TRAVEL INC	T420	1,080.0			1,080.0								
DESTINATIONS/DNX TRVL AG	T420	297.6			297.6								
DIR TRAVEL SERVICES	T420	78,517.0			77,189.4	1,327.7							
DIRECT LINE TRAVEL&CRS	T420	873.0			873.0								
DISCOVERY CRUISE LINE	T420	984.2			458.2		387.3		138.6				
DOUG FOX TRAVEL & CRUISE	T420	387.9			387.9								
ECRUISES.COM AGENCY ONLINE	T420	534.1			534.1								
EXPEDIA.COM TRAVEL SVC ONLINE	T420	52,983.5	13.4		1,353.4	679.0	11.3	20,715.0	8,490.6		19,247.6		2,473.3
FLIGHT CENTER TRAVEL SVC	T420	3,591.1			3,591.1								
FLORIDA YACHT CHRTRS&SLS	T420	393.6	391.4		2.2								
FORBES TRAVELER.COM ONLINE	T420	2,066.5	2,066.5										
FOX WORLD TRAVEL AGENCY	T420	279.1			279.1								
FRASER YACHT CHARTERS	T420	400.7	400.7										
FUNJET VACATIONS TRAVEL	T420	7,837.2	99.4		7,579.7				134.8				23.3
GATE 1 INTL TRAVEL SVC	T420	1,070.7	1,070.7										
GLOBUS & COSMOS TOURS	T420	467.7	451.8		15.8								
GLOBUS TOURS	T420	2,651.7	2,595.3		56.4								
GOGO WORLDWIDE VACATIONS	T420	4,109.1			4,109.1								
GOLDEN MEMORIES TRVL AGN	T420	254.4			254.4								
GOLFPAC TRAVEL	T420	1,600.0	1,600.0										
GREAT AMER TRAVEL SVC	T420	2,436.1			2,436.1								
GREEK NATL TOURISM ORG	T420	313.9			234.4	79.5							
GRINNELL TRAVEL & CRUISE	T420	277.3			277.3								
GULLIVER TRAVEL & TOURS	T420	314.6			314.6								
HEART OF EUROPE TOURS	T420	309.9			309.9								
HOBBIT TRAVEL AGENCY	T420	2,533.9			2,402.4				131.5				
HOLIDAY VACATIONS	T420	895.3			122.5				772.8				
HOLLAND AMERICA TOURS	T420	446.7	446.7										
HOMERIC TOURS	T420	430.5			430.5								

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HOTWIRE.COM TRAVEL SVC ONLINE	T420	15,421.1			172.5			303.3	1.4	213.5	14,578.1		152.3
JETLINK ARCRFT CHRTR SVC	T420	342.9			342.9								
JOHN HALLS AK TRAVEL	T420	438.3			438.3								
JUST CRUISES TRAVEL	T420	1,422.8			1,422.8								
JUST CRUISIN PLUS TRAVEL	T420	664.4			664.4								
KEY HOLIDAYS TRLV AGNCY	T420	274.5			274.5								
KEY WEST EXPRESS TOURS	T420	1,625.7			1,625.7								
LASVEGAS.COM ONLINE	T420	453.0			3.6			75.2		374.1			
LEGENDARY JOURNEYS	T420	495.3			495.3								
LEISURE SOUTH TRAVEL	T420	489.0	489.0										
LIBERTY TRAVEL AGENCY	T420	77,970.3		479.0	64,678.5	11,534.2			1,070.2		7.8		200.5
LINDBLAAD EXPEDITIONS	T420	1,689.3	1,433.6			142.9			0.8		112.0		
LOVES TRLV STP&CNTRY STR	T420	1,436.7					1,418.2		18.5				
MANN TRAVELS	T420	425.4			425.4								
MARRIOTT VCTN CLB INTL	T420	1,393.8	699.5		440.7		253.6						
MCINTOSH TRAVEL SERVICE	T420	443.2	443.2										
MK TRAVEL & TOURS	T420	2,579.4			2,415.8				163.5				
MLT VACATIONS	T420	1,567.4			1,239.6		327.8						
MONOGRAMS TRAVEL SERVICE	T420	255.0	255.0										
MONROSE TRAVEL SERVICE	T420	317.7			317.7								
MYRTLE BEACH TRIPS TRLV	T420	542.6	542.6										
NASSAU PRDS ISLND EXPRSS	T420	359.2			158.8	200.3							
NATIONAL BUS TRAVEL ASSN	T420	393.3	393.3										
NWA WORLD VACATIONS	T420	692.1	221.3		470.7								
NWA WRLDVCTNS TRLV AGNCY	T420	749.5			749.5								
ORBITZ TRAVEL SERVICE	T420	1,390.4	865.0				525.1					0.4	
ORBITZ TRAVEL SERVICE ONLINE	T420	45,805.6	7,188.1		202.3	18.3	247.0	4,170.3	683.1		31,031.8	2,264.6	
ORBITZ TRAVEL SERVICE VIGNETTE	T420	907.0									907.0		
PACIFIC DELIGHT TOURS	T420	406.9	115.8	84.7	119.5	71.3							15.5
PERILLO TOURS	T420	4,356.5	213.9		2,202.9	583.6			469.7		886.4		
PGA TOURS EXPERIENCE	T420	706.9	706.9										
PLAY TAMPA BAY GLF VCTNS	T420	272.2	272.2										
PLEASANT HOLIDAY TOURS	T420	5,972.9			5,941.3				9.9	21.6			
PRESTIGE TRAVEL	T420	310.0			280.4				29.6				
PRICELINE.COM TRAVEL ONLINE	T420	27,047.2	698.1		42.3	2,236.2		1,027.0	17.7	859.9	22,166.1		
PRIORITY CLUB RWRDS TRLV	T420	1,810.9	1,345.3			465.7							
RAIL EUROPE TRAVEL	T420	679.8	280.8		238.7	160.3							
RCI TRAVEL	T420	577.5	577.5										
REGENCY TRAVEL	T420	306.9			306.9								
RITZ TOURS TRAVEL AGNCY	T420	1,150.6	204.3		704.0	242.3							
RSVP VACATIONS ONLINE	T420	690.7	690.7										
SACKS GROUP YACHT CHARTR	T420	462.4	462.4										
SEARCHCHICAGO.COM TRAVEL ONLINE	T420	503.5			503.5								
SKI.COM TRAVEL SERVICES ONLINE	T420	969.5	969.5										
SMITHSONIAN JOURNEYS	T420	1,520.9	1,520.9										
SNYDER TOURS	T420	258.1			258.1								
SOUTHERN LIVING MAG TRLV	T420	309.0	309.0										
SOUTHERN LIVING TRAVEL ONLINE	T420	660.3	660.3										
SOUTHWEST VACATIONS TRLV	T420	361.7	215.8		139.7		6.2						
SPORTS LEISURE TRAVEL	T420	306.9			306.9								
STAR TRAVEL & TOURS	T420	363.5			363.5								
STUFF VIP TRAVEL SERVICE	T420	1,400.7	1,400.7										
SUPER CLUBS TOURS	T420	260.0				260.0							
T&L ELITE TRAVELER SVC	T420	403.5	403.5										
TAG AVIATION CHARTERS	T420	533.9	533.9										
TALON AIR INC CHARTER	T420	296.4	180.6			115.8							
TEE-TIMES TRAVEL	T420	1,202.3	1,202.3										
TNT VACATIONS	T420	351.1			301.7		10.6		38.8				
TRAFAVGAR TOURS	T420	396.7	381.7		15.0								
TRAVEL CENTERS/AMERICA	T420	1,437.8					1,437.8						
TRAVEL EXPLG WRLD CLS DS ADVERTORIAL	T420	1,186.3			1,186.3								
TRAVEL GUIDE TRAVEL SVC	T420	387.7			387.7								

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TRAVEL IMPRESSIONS	T420	3,518.3	325.1		3,193.2								1,648.2
TRAVEL MI TRAVEL SVC	T420	2,268.3					620.2						
TRAVEL STORE TRAVEL SVC	T420	2,483.7		46.0	2,434.8				2.9				
TRAVEL&LEISURE FAM CLUB	T420	282.0	282.0										
TRAVELOCITY TRAVEL SVC ONLINE	T420	79,025.7	11,870.3		10,768.3	12,462.9	5.5	9,283.7	277.8	24.8	30,247.9	4,084.6	
TRAVELPORT SERVICE ONLINE	T420	958.3										958.3	
TRAVELSAVERS	T420	505.5	505.5										
ULTIMATE ROAD TRIP	T420	296.4										296.4	
UNITED VACATIONS TRAVEL	T420	613.7	211.2		402.5								
UNIVERSITY TRAVEL SVC	T420	724.0			724.0								
US AIRWAYS VACATIONS	T420	473.9	283.5	24.9	163.6		1.9						
VACATION EXPRESS INC	T420	520.0			472.4	47.6					0.0		
VACATION OUTLET TRVL AGN	T420	1,757.9			1,757.9								
VALERIE WILSON TRAVEL	T420	340.3	340.3										
VANGUARD TOURS & CRUISES	T420	1,125.3			1,125.3								
VAYAMA INTL TRAVEL AGNCY	T420	283.7			97.2	186.5							
VEGAS.COM ONLINE	T420	6,816.6		92.0	4,333.8			133.6	1,294.0		963.2		
VIKING LIFE TRAVEL PRGRM	T420	1,043.4	1,043.4										
VIRTUOSO TRAVEL SERVICE	T420	407.7	407.7										
WALT DISNEY TRAVEL	T420	1,141.7			1,141.7								
WHISTLER-BLKCMB TRV AGN	T420	884.5	102.3		782.2								
WHOLE WORLD TRAVEL	T420	1,009.7			1,009.7								
WORRY FREE VACATIONS	T420	4,998.5			4,973.8			24.7					
YANKEE TRAILS TRVL AGNCY	T420	422.0			189.4			232.6					
YMT YOUR MAN TOURS	T420	521.9			521.9								
YOUR MAN TOURS TRAVEL	T420	718.4	57.0		647.4			8.8				5.2	
ABBEY RESORT/LAKE GENEVA	T431	476.6			438.2		38.4						
ACCOR HOTELS	T431	2,740.4				2,740.4							
AGUA CALIENTE CASINO &SPA RESORT CSN	T431	1,268.1		46.0	800.2			421.8					
ALADDIN RESORT & CASINO	T431	729.7			191.3		488.2	50.2					
ALGONQUIN HOTEL	T431	257.0				257.0							
AMELIA ISLAND PLANTATION	T431	1,321.3	551.5	235.1	320.8	81.7	132.2						
AMERICAN CLUB HOTEL RSRT	T431	868.6			56.2		66.0	738.4			8.0		
AMERICAS BEST VL INN&STS	T431	944.7	338.2				606.5						
AMERICINN MOTEL & SUITES	T431	1,517.2	535.4		8.0		973.7						
AMERISTAR CASINO HOTEL	T431	9,195.7			5,118.2		1,153.6	2,903.8				20.2	
AMERISUITES HOTELS	T431	914.1	420.9		4.5	169.6	319.0						
AMRIT RESORT & RES	T431	255.0	58.5		196.5								
AQUARIUS CASINO RESORT	T431	596.7			496.4		23.8	76.6					
ARGOSY HOTEL & CASINO	T431	5,840.1			3,568.5		1,242.0	1,029.6					
ARIZONA CHARLIES HTL&CSN	T431	1,205.8			461.3		425.4	319.1					
ARRABELLE/VAIL SQR RSRT	T431	338.8	338.8										
ASPEN SNOWMASS LODGING	T431	905.8			905.8								
ATLANTIS CASINO RESORT	T431	3,246.4	331.6		1,918.7	303.2	283.1	404.4	5.5				
BACARA RESORT & SPA	T431	1,381.4	572.4		737.9	71.1							147.4
BALLYS CASINO HOTELS	T431	1,267.6			281.1		839.0						
BALLYS CASINO HOTELS ATLANTIC CITY	T431	580.2			580.2								
BALLYS CASINO HOTELS LAS VEGAS	T431	921.5	675.8		40.0		110.3	95.4					
BAREFOOT RESORT GLF RSRT	T431	266.4	266.4										
BARONA RESORT & CASINO	T431	348.9	348.9										
BARONA VLY RNCH RSRT&CSN	T431	4,624.8	250.8		1,658.0		2,500.1	208.2					7.7
BARTON CREEK RESORT	T431	1,121.0	80.8		1,040.2								
BAYMONT INNS & SUITES	T431	1,808.4	963.8		1.5	493.5	349.5						
BEAU RIVAGE CASINO RSRT	T431	766.0	230.8		535.1								
BEAU RIVAGE RESORT	T431	1,473.8	106.2		21.5		863.9	482.2					
BEAVER CREEK RESORT	T431	1,972.6	1,819.1		141.9			11.6					
BEAVER CREEK TIMESHARES	T431	283.0			283.0								
BEDFORD SPRINGS RESORT	T431	346.9			346.9								
BELLAGIO HOTEL & CASINO	T431	1,742.4	1,437.7	228.7			75.9						
BELLAGIO HOTEL & CASINO LAS VEGAS	T431	2,268.8	2,040.1	228.7									
BELTERRA CASINO RESORT	T431	2,884.3			2,158.3		419.4	306.7					
BEST WESTERN HOTELS	T431	21,210.9	1,343.4	201.2	103.5	1,449.1	6,356.3	157.2	106.1	474.5	11,019.6		

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BEVERLY HILLS HOTEL PLAZA	T431	1,131.7			1,131.7								
BIG BEAR MTN RESORT	T431	402.0					92.4		309.6				
BIG SKY MT SKI RESORT	T431	448.6	428.4		11.4		8.8						
BILTMORE ESTATE RESORT	T431	271.2		271.2									
BILTMORE HOTELS	T431	385.2	324.0		11.6		49.7						
BLACK BEAR CASINO&HOTEL	T431	424.5			354.3		23.5		46.7				
BLOCKADE RUNNER RSRT HTL	T431	519.8			517.7		2.1						
BLUE CHIP CASINO HOTEL	T431	1,642.3			688.7		266.3		666.1		21.2		
BLUE HARBOR RESORT&CONF	T431	462.9	23.7				7.9						431.3
BOCA RATON RESORT & CLUB	T431	892.2	198.2	131.0	319.4	243.6							
BOOMTOWN CASINO HOTEL	T431	1,442.3			134.9		1,179.7		127.7				
BORGATA HOTEL CASINO&SPA	T431	3,687.0	1,247.2	230.7	1,511.1	20.4	677.5						
BOULDER STATION HTL&CSN	T431	342.0			66.3		275.7						
BOULDERS RESORT & GOLDEN DOOR SPA	T431	389.4	170.2		139.8	79.4							
BREAKERS HOTELS	T431	1,317.7	274.6	69.4	871.0	102.7							
BREAKERS RESORT PALM BEACH	T431	1,132.3	1,132.3										
BRECKENRIDGE SKI AREA	T431	274.8	274.8										
BRECKENRIDGE SKI RESORT	T431	608.7	543.6		21.1								43.9
BRENTWOOD BAY LODGE&SPA	T431	290.9			290.9								
BROADMOOR RESORT	T431	1,687.8	994.7	114.4	574.0		4.7						
CABLE BEACH RESORT	T431	363.6			6.7		356.9						
CACHE CREEK CASINO RSRT	T431	13,562.9	5.4		8,036.5		1,475.5		4,045.6				
CAESARS HOTELS&CASINOS	T431	1,675.6			592.4		827.9		255.3				
CAESARS HOTELS&CASINOS ATLANTIC CITY	T431	2,781.1	141.2		378.2				2,251.5				10.1
CAESARS HOTELS&CASINOS IN	T431	2,546.5			1,661.3		44.9		635.4				205.0
CAESARS HOTELS&CASINOS LAS VEGAS	T431	1,311.8	1,148.8		163.1								
CAESARS HOTELS&CASINOS PALACE	T431	5,505.6	1,686.6				661.9	280.0	806.2		2,070.9		
CAESARS HOTELS&CASINOS POCONO RESORT	T431	1,264.6	1,094.3		127.7		42.7						
CALISTOGA RANCH RESORT	T431	705.0	185.2	519.8									
CALLAWAY GARDENS RESORT	T431	287.8	175.9		94.9		17.0						
CAMBRIA SUITES HOTEL	T431	277.7			221.8		56.0						
CAMPTON PLACE HOTEL	T431	532.0			353.3	178.6							
CANDLEWOOD SUITES HOTELS	T431	342.5				229.8	112.7						
CANNERY CASINO HOTEL	T431	535.4			372.3		159.0		4.2				
CANYON RANCH HEALTH RSRT	T431	2,058.3	1,659.6	343.1	19.9	35.7							
CANYONS RESORTS PARK CITY	T431	551.5	551.5										
CAPE SANTA MARIA RESORT	T431	366.2			225.5	140.7							
CASA DE CAMPO RESORT	T431	331.6	328.5						3.1				
CASA DEL MAR HOTEL	T431	327.8	325.1		2.7								
CASABLANCA RESORT&CASINO	T431	416.3			68.0		348.3						
CASINO AZ HOTEL	T431	1,387.4			13.9		1,373.4						
CASINO MONTE LAGO RESORT	T431	500.2			500.2								
CASINO QUEEN HOTEL	T431	2,347.6			2,250.0				97.6				
CASINO QUEEN STEAMBOAT	T431	299.6				299.6							
CASINO WINDSOR HOTEL	T431	4,166.9			1,932.0		1,395.0		638.3				201.7
CAVALIER HOTEL	T431	502.9			502.9								
CHASE PARK PLAZA HOTEL	T431	375.0	240.8		127.5		6.7						
CHEECA LODGE	T431	337.0	38.7	68.9	21.2		173.2			35.1			
CHEROKEE CASINO RESORT	T431	975.9	32.2		943.7								
CHOICE HOTELS INTL	T431	41,516.2	4,283.8		14.7	2,509.9	67.2	15,680.8	94.7	115.0	15,461.0	3,255.8	33.3
CHUKCHANSI GOLD RSRT&CSN	T431	3,803.6			2,312.6		665.5		825.6				
CHULA VISTA RESORT	T431	2,473.3			1,959.6		199.6		314.1				
CHUMASH CASINO HOTEL	T431	825.1					825.1						
CHUMASH CASINO RESORT	T431	2,427.6	279.5	230.1	1,918.0								
CIRCUS CIRCUS HOTEL&CSN	T431	2,190.7	115.5		164.2		378.4		367.3		1,165.2		
CIRCUS CIRCUS HOTEL&CSN RENO	T431	253.4	189.8		63.6								
CITYCENTER CONDO HOTEL	T431	434.5	147.0	192.8	94.8								
CLARION HOTELS	T431	1,416.0	31.4		187.2	545.4	652.1						
CLIFFS RESORT	T431	375.8	66.5		306.0				3.2				
CLUB MED RESORTS	T431	280.6	250.5										30.2
COAST CASINO HOTEL	T431	1,369.5			1,369.5								
COAST HOTELS & CASINOS	T431	854.2					854.2						

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

<b>BRAND</b>	<b>PIB</b>	<b>TOTAL</b>	<b>MAGAZINES</b>	<b>SUNDAY MAGS</b>	<b>NEWSPAPER</b>	<b>NATL NEWSP</b>	<b>OUTDOOR</b>	<b>NETWORK TV</b>	<b>SPOT TV</b>	<b>SYNDICATION</b>	<b>CABLE TV</b>	<b>NETWORK RADIO</b>	<b>NAT SPOT RADIO</b>
COCO KEY WATER RESORT	T431	1,199.1			868.0		206.2		124.9				
COCOA BEACH AREA HOTEL	T431	293.6					293.6						
COLONIAL WLMSBRG RSRT	T431	283.5			243.4	40.1							
COLONY HOTELS & RESORTS	T431	513.3	289.6	159.8	63.8								
COLORADO BELLE HOTEL&CSN & EDGWTR HTL	T431	250.7			250.7								
COMFORT INN HOTELS	T431	6,619.6	1,214.1		30.4	893.0	4,480.1				2.0		
COMFORT SUITES	T431	3,157.8	949.0		23.9	676.5	1,508.4						
CONRAD INTL HOTELS	T431	323.4	319.4		4.0								
CONSEJO/PROM TRST/MEX	T431	283.4					173.2						110.3
CONSOLIDATED RESORTS	T431	7,236.0								0.3	6,577.6		658.1
COUNTRY INNS & SUITES	T431	2,862.0	111.7		59.7	122.2	1,288.8		365.1		914.4		
COURTYARD BY MARRIOTT	T431	26,280.0	8,049.5		188.4	1,485.5	1,735.8	5,981.9	2.1		8,836.7		
COUSHATTA CASINO RESORT	T431	3,877.1			2,224.9		579.7		1,072.5				
COVE ATLANTIS RESORT	T431	6,854.4	1,866.1		962.1	3,915.9							110.3
CRAGUNS RESORT	T431	281.0			275.8				5.2				
CRESTED BUTTE MT RSRT CO	T431	787.2	326.2		432.2	2.3	26.5						
CROWNE PLAZA HOTELS	T431	10,820.0	2,161.9		413.6	109.7	811.7	7,043.5	42.8		236.8		
DANCING BEAR LODGE	T431	264.5	264.5										
DAUFUSKIE ISLND CLB&RSRT	T431	479.5	397.1		23.1	59.3							
DAYS INN HOTELS	T431	14,391.5	1,896.9	368.0	120.6	761.1	4,685.9	1,484.5	17.0		4,223.7	629.5	204.4
DEER VALLEY RESORT	T431	1,411.2	1,330.7		34.5		45.2		0.9				
DESMOND HOTEL	T431	484.4			484.4								
DIAMOND JACKS HOTEL&CSN	T431	1,392.6					1,130.1		262.5				
DIR HOTELS & RESORTS	T431	81,101.7			76,523.3	4,578.4							
DISNEY HOTELS	T431	684.9											684.9
DISNEY HOTELS & RESORTS	T431	269.2											269.2
DISNEY HOTELS VACATION CLUB	T431	781.6	738.8				42.8						
DISNEYLAND RESORT	T431	14,977.9	310.1		5,554.4		947.7		8,125.2	34.5	6.0		
DISNEYS HOTELS/RESORTS	T431	1,195.4			1,195.4								
DOUBLETREE HOTELS	T431	15,252.6	5,522.6		186.4	5,131.2	638.9		33.3		3,740.3		
DRURY INN	T431	385.5					385.5						
EAGLE RIDGE RESORT & SPA	T431	304.7	31.8		268.8				4.1				
ECONO LODGES	T431	1,690.2	200.1		9.5	96.8	1,321.4		1.0				61.5
EL CONQUISTADOR RESORT	T431	844.3			77.7	766.6							
EL CORTEZ HOTEL & CASINO	T431	440.4			152.5				287.9				
ELDORADO HOTEL CASINO	T431	1,312.2	27.1		9.1		912.6		315.6		2.7		45.1
ELDORADO RESORT & CASINO	T431	339.1							191.8				147.3
EMBASSY SUITES HOTELS	T431	16,474.8	6,036.3		251.9	7,591.2	728.8				1,859.6		7.0
EMERALD QUEEN CASINO HTL	T431	1,891.0			1,157.6				733.4				
EMERSON RESORT & SPA	T431	390.5	333.0		4.1	53.4							
EMPRESS CASINO HOTEL	T431	1,100.2			1,100.2								
ENCHANTMENT RESORT	T431	301.6	301.6										
EXCALIBUR HOTEL & CASINO	T431	2,419.4			69.9		241.8		5.8		2,101.9		
EXEL INN	T431	259.6					259.6						
FAIRFIELD INN/MARRIOTT	T431	2,927.6			39.9		898.7	1,989.0					
FAIRMONT HOTELS	T431	756.5	524.4		64.0	107.2	61.0						
FAIRMONT HOTELS SAN FRANCISCO	T431	559.1	559.1										
FAIRMONT HOTELS SCOTTSDALE	T431	539.6	460.6		78.9								
FAIRMONT TRNBRY ISL RSRT	T431	2,631.6	1,504.5	806.0	321.0								
FENWICK INN	T431	264.5			196.9		67.6						
FIESTA CASINO HOTEL	T431	1,132.5			857.0		203.1		72.4				
FITZGERALDS HOTEL&CASINO	T431	356.2			313.2		35.7		7.3				
FLAMINGO HOTEL & CASINO	T431	521.9					521.9						
FONTAINEBLEAU RESORT	T431	508.5			147.9	360.6							
FORT LAUDERDALE HTL&RES	T431	290.6			280.1	10.5							
FORTUNE VALLEY HOTEL&CSN	T431	503.1			154.6		190.3		158.2				
FOUR POINTS HOTELS	T431	284.8	4.6			70.0	210.2						
FOUR SEASONS HOTEL JACKSON HOLE	T431	328.2				328.2							
FOUR SEASONS HOTELS	T431	7,021.0	5,005.8	400.5	488.6	1,126.1							
FOUR SEASONS HOTELS AVR NRTH SN DG	T431	311.0			270.3	40.7							
FOUR SEASONS HOTELS LANA/MAHELE BAY	T431	334.7			269.6	65.1							
FOUR SEASONS HOTELS WESTLAKE VLG CA	T431	689.9			666.7	23.2							

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FOUR WINDS CASINO RESORT	T431	2,165.6	160.1		189.5		452.4		1,032.2				331.5
FOXWOODS CASINO & RESORT	T431	16,584.6	584.6		11,482.5		819.0		3,644.1				54.3
FRENCH LICK SPRINGS RSRT	T431	557.7			502.1		7.4		48.2				
GARDEN CITY HOTEL	T431	330.1			279.0	51.1							
GAYLORD OPRYLAND NSHVL	T431	1,186.7	131.8		568.6		129.7		317.2		39.3		
GINN CLUBS & RESORTS	T431	2,061.9	1,202.5		292.5		55.6	228.5	21.0		85.8		176.0
GINN HAMMOCK BEACH RSRT	T431	585.5	359.9		225.5								
GINN REUNION RESORT	T431	1,385.6	1,150.5					170.8			64.3		
GOLD COAST HOTELS&CASINO	T431	648.3			622.6		0.8		17.0		7.9		
GOLD STRIKE CASINO RSRT	T431	1,199.5			510.0		100.2		589.3				
GOLDEN NUGGET HOTEL&CSN	T431	1,598.6	165.8		604.5		794.8		33.5				
GRAMERCY PARK HOTEL	T431	439.1	116.8	322.3									
GRAND BILOXI HOTEL&CSN	T431	592.9			203.6		48.3		316.3				24.7
GRAND CASINO HINCKLEY & GRND/ML LCS	T431	919.1					41.3		877.9				
GRAND CASINO HOTELS	T431	3,199.8			1,638.3		871.1		690.4				
GRAND CASINO MILLE LACS	T431	288.3			21.5		202.4		64.4				
GRAND CASINO TUNICA	T431	843.2			203.8		26.3		547.5				65.6
GRAND GENEVA RESORT&SPA	T431	1,121.4			1,121.4								
GRAND HOTEL	T431	520.8	19.2		307.2		193.2		1.2				
GRAND HOTEL MICHIGAN	T431	302.6			302.6								
GRAND RIOS WTR PRK RSRT	T431	513.6			182.6				331.0				
GRAND SIERRA RESORT&CSN	T431	1,280.4	496.9		447.1		334.4		2.1				
GRAND VICTORIA CSN&RSRT	T431	313.8			313.8								
GRAND VICTORIAN HOTEL	T431	3,891.7			3,891.7								
GRANDOVER RSRT&CONF CTR	T431	398.6	398.6										
GREAT WOLF LODGE	T431	8,018.0	35.9		1,063.3		593.4		3,259.3				3,066.2
GREEN VLY RNCH/RSRT & RED RCK/RSRT	T431	357.2	357.2										
GREENBRIER RESORT	T431	1,126.9	865.6		218.2					43.1			
GROVE PARK INN	T431	1,403.4			703.1		15.9		684.4				
HAMPTON INN HOTELS	T431	25,395.0	3,945.6		155.1	4,210.5	6,097.1	72.8	13.8		10,900.0		
HARD ROCK HOTEL & CASINO	T431	11,207.4	4,314.3		5,834.8		740.4		317.9				
HARD ROCK HOTEL & CASINO SEMINOLE	T431	10,836.4	33.9		6,677.5		1,056.9	8.0	3,060.1				
HARRAHS CASINO HOTELS	T431	16,320.1	148.3		3,791.4		4,950.1		2,010.6		26.4	99.3	5,294.0
HARRAHS CASINO HOTELS & HRVYS HTL&CSN	T431	482.2			305.9				176.3				
HARRAHS CASINO HOTELS ATLANTIC CITY	T431	5,907.2			1,787.8		3,698.8		376.7				43.9
HARRAHS CASINO HOTELS CHEROKEE	T431	3,643.7			2,233.2		378.1		961.7				70.7
HARRAHS CASINO HOTELS CHESTER	T431	1,457.1			1,188.3								268.7
HARRAHS CASINO HOTELS COUNCIL BLUFF	T431	616.2			262.3		19.2		177.3				157.4
HARRAHS CASINO HOTELS JOLIET	T431	4,500.0			3,297.9				1,046.1				155.9
HARRAHS CASINO HOTELS LA DOWNS	T431	523.4					441.4		81.9				
HARRAHS CASINO HOTELS LAKE TAHOE	T431	1,917.2	184.7		537.2		472.7		722.7				
HARRAHS CASINO HOTELS LAS VEGAS	T431	615.4	32.2		77.7		100.9		359.4		45.2		
HARRAHS CASINO HOTELS LAUGHLIN	T431	885.8			313.3		488.6		83.8				
HARRAHS CASINO HOTELS METROPOLIS	T431	1,306.3			973.5				173.9				158.9
HARRAHS CASINO HOTELS NEW ORLEANS	T431	3,894.1	693.9		1,460.7		658.9		769.4				311.2
HARRAHS CASINO HOTELS NORTH KC	T431	3,862.2			3,411.9		105.1		345.1				
HARRAHS CASINO HOTELS PHOENIX AK-CHN	T431	3,637.8			2,509.3		497.6		630.9				
HARRAHS CASINO HOTELS RINCON	T431	2,407.6	59.1		1,059.7		895.6		393.3				
HARRAHS CASINO HOTELS SAN DIEGO	T431	1,498.6			1,498.6								
HARRAHS CASINO HOTELS ST LOUIS	T431	931.2			857.9								73.3
HARRAHS CASINO HOTELS ST LOUIS RVPR	T431	334.3					7.0		232.6				94.8
HAWTHORN SUITES HOTEL	T431	1,353.2			4.2		84.9		3.7			1,260.5	
HEAVENLY LAKE TAHOE HTL & MNTBL RSRT	T431	562.6	562.6										
HEAVENLY SKI RESORT	T431	1,497.4	1,482.5		14.9								
HELMSTY PARK LANE HOTEL	T431	1,213.4	686.8		419.1	107.5							
HERSHEY RESORTS	T431	313.2	147.6	122.2	43.3								
HILTON GARDEN INN	T431	5,535.7	2,821.7			1,605.4	1,067.1	0.0	24.7		16.8		
HILTON HEAD ISLAND RSRT	T431	286.2	169.5		116.7								
HILTON HOTELS	T431	9,654.6	458.1		401.7	1,599.9	487.6	833.4	2.0		5,871.9		
HILTON HOTELS CORP	T431	4,529.3	2,811.0			1,718.3							
HILTON HOTELS CORP CP	T431	1,892.0	1,334.5			557.5							
HILTON HOTELS LAS VEGAS	T431	3,821.2	815.4		1,482.0		1,339.2	64.0	50.0		5.0		65.6

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HILTON HOTELS LOS CABOS BCH/GOLF RST	T431	440.9	440.9										
HILTON HOTELS PLEASANTON	T431	271.6			268.5				3.1				
HILTON HOTELS POINTE	T431	441.3	81.0		356.5		3.8						
HOLIDAY INNS	T431	14,337.2	67.0		659.8	1,380.6	5,505.4	903.1	473.2		5,223.1	125.0	
HOLIDAY INNS AIRPORT	T431	269.4			8.5		260.9						
HOLIDAY INNS EXPRESS	T431	24,232.5	763.6			1,686.0	7,543.4	8,006.5	257.6		5,975.3		
HOLIDAY INNS NICKELODEON FAM SUITES	T431	980.8									980.8		
HOLIDAY INNS STAYBRIDGE SUITES	T431	262.6	11.6		35.0	109.7	106.3						
HOLLYWOOD CSN HTL&RV PRK	T431	931.4			931.4								
HOMESTEAD 1766 RESORT	T431	723.0			723.0								
HOMESTEAD RESORT HOTEL	T431	311.4	71.7		222.5		15.8				1.3		
HOMEWOOD SUITES HOTEL	T431	5,281.7	2,265.1		7.9	2,563.8	202.1		7.5		235.3		
HOOTERS CASINO HOTEL	T431	622.6	173.8		137.4		311.5						
HORIZON CASINO & RESORT	T431	517.3					439.6		77.6				
HORSESHOE CASINO HOTEL	T431	6,486.0			3,196.3		931.6	29.1	2,315.9				13.2
HOTEL DEL CORONADO	T431	1,024.9	136.0		847.0		42.0						
HOTEL GRANDUCA	T431	335.0	335.0										
HOTEL VICTOR	T431	270.8		229.1	25.8	15.9							
HOTELS.COM ONLINE	T431	52,470.8	4,385.6			1,546.7	512.5	14,133.6	4,530.3		22,441.1		4,920.9
HOWARD JOHNSON HOTELS	T431	4,835.7	2,744.1	700.4	36.6	588.8	765.9						
HYATT HOTELS	T431	9,627.6	1,761.7	228.7	304.6	4,228.4	2,137.7	54.0	0.8		908.3		3.4
HYATT HOTELS GRAND ASPEN	T431	285.3	205.2			80.1							
HYATT HOTELS PLACE	T431	4,273.8	2,956.3			1,317.5							
HYATT HOTELS PLACE&SUMMERFIELD STS	T431	526.4				526.4							
HYATT HOTELS SUMMERFIELD SUITES	T431	1,790.6	860.6		8.2	921.9							
HYATT PLACE HOTELS	T431	777.6			2.8	715.2	59.6						
HYATT REGENCY HOTELS	T431	918.9	518.5		300.7		60.8	0.0					38.9
HYATT REGENCY HOTELS SCOTTSDALE	T431	254.1		202.9	51.2								
IMPERIAL PALACE HTL&CSN	T431	1,912.7	58.2		767.8		1,017.2		69.6				
INDIANA BEACH RESORT	T431	511.9							511.9				
INN OF THE MTN GODS	T431	542.3	130.5		142.6	15.4	181.9		71.8				
INN ON BILTMORE ESTATE	T431	321.7	321.7										
INTER-CONTINENTAL HOTELS	T431	4,516.8	2,264.4	52.0	89.6	2,031.2	79.7						
IP HOTEL & CASINO	T431	4,956.7			4,636.9		84.4		235.4				
ISLAND ONE RESORT	T431	334.4					334.4						
ISLE OF CAPRI CASINO	T431	2,473.8			662.3		1,034.5		777.1				
ISLETA CASINO & RESORT	T431	1,022.6			309.3		511.5		201.8				
JACKSON RANCHERIA CSN&HL	T431	1,577.5			54.9		421.6		1,101.0				
JAMESON INN	T431	848.5					848.5						
JEKYLL ISLAND CLUB HOTEL	T431	330.6	134.4		158.9		37.3						
JERRYS NUGGET CASINO&RST	T431	328.9					250.8		78.2				
JW MARRIOTT HOTELS	T431	808.6	644.1		164.5								
KAH-NEE-TA RESORT	T431	303.7			303.7								
KALAHARI RESORT&WTR PRK	T431	1,226.2			62.9		316.1		337.1				510.1
KEWADIN CASINO HOTEL	T431	364.4	99.7		19.9		104.0		140.8				
KEYSTONE CO RESORT	T431	288.1	283.8		4.2								
KIAWAH ISLAND RESORTS	T431	376.4	203.3		173.1								
KIAWAH ISLND GLF&TNS RST	T431	354.9	354.9										
KINGS CREEK PLANTATION	T431	347.0	347.0										
KINGSMILL RESORT & SPA	T431	1,150.0	1,091.5		50.8				4.6		3.1		
KINGSMILL RSRT&CONF CTR	T431	1,624.9			1,624.9								
KNIGHTS INN	T431	435.2					435.2						
KONOCTI HARBOR INN	T431	1,161.1			1,161.1								
LA CASA DEL ZORRO HOTEL	T431	336.4			336.4								
LA COSTA RESORT & SPA	T431	1,542.0	114.4		1,427.6								
LA QUINTA INNS	T431	10,823.7	126.6		56.2	1,731.9	3,085.0		5,152.2				671.8
LA QUINTA INNS & PGA WEST	T431	447.0	29.0		418.0								
LA QUINTA INNS & SUITES	T431	656.9				400.2	41.9						214.8
LA QUINTA RESORT & CLUB	T431	606.2	395.4		123.9								86.9
LAGO MAR RESORT & CLUB	T431	411.5	411.5										
LAKE ARROWHEAD RESORT	T431	524.4	3.0		521.4								
LAKE LAS VEGAS RESORT	T431	693.1	129.8		249.1	113.5		69.6	59.0		72.1		

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LAKE LAWN RESORT	T431	773.2			773.2								
LAKE OF/TORCHES CSN RSRT	T431	284.2			20.0		228.0		36.1				
LANGHAM HOTELS	T431	760.2	760.2										
LAUBERGE DU LAC/RESORTS	T431	2,192.9	311.4		1,432.4		402.3		46.8				
LEADING HOTELS OF/WORLD	T431	765.2	711.8			53.4							
LODGE AT WOODLOCH	T431	414.4	394.8		19.6								
LOEWS HOTELS	T431	3,200.4	3,130.5				59.1						10.7
LOEWS HOTELS LAKE LAS VEGAS	T431	302.6	220.0			82.6							
LOEWS HOTELS SANTA MONICA BEACH	T431	478.3		478.3									
LONDON NYC LXRY RSRT HTL	T431	611.9	132.5		163.3	316.2							
LONGBOAT KEY CLUB RESORT	T431	595.5	154.0		379.9	55.3			6.3				
LONGBOAT KEY MOORINGS	T431	347.8	347.8										
LUMIERE PLACE CASINO HTL	T431	358.4	5.2				9.6		343.6				
LUMIERE PLACE CASINO&HTL	T431	1,385.9			1,385.9								
LUXOR HOTEL & CASINO	T431	512.0			117.2		367.5		27.2				
LUXURY RESORTS & HOTELS	T431	1,688.4	704.9	198.6	492.2	283.2	9.6						
LXR LUXURY RESORTS	T431	339.5	260.8			54.8	23.9						
MAMMOTH MTN SKI RESORT	T431	307.9	292.9		10.4		3.2						1.5
MANDALAY BAY RESORT&CSN	T431	4,394.4	691.1		1,095.1		1,072.8	134.2	1,325.3		75.9		
MANDARIN ORIENTAL HOTELS	T431	401.5	348.2			53.3							
MANDARIN ORIENTAL HOTELS NY	T431	617.9	617.9										
MARRIOTT CORP CP	T431	543.9			1.1	542.8							
MARRIOTT CORP HOTELS	T431	4,429.5	3,549.0				880.4						
MARRIOTT HOTELS	T431	9,341.5	2,224.9		552.8		1,458.8		2.1		5,102.8		
MARRIOTT HOTELS AIRPORT	T431	405.5					405.5						
MARRIOTT HOTELS GRAND	T431	303.2							287.0		16.3		
MARRIOTT HOTELS SHOALS	T431	301.6					13.5		288.1				
MASSANUTTEN MTN RESORT	T431	354.0	353.9						0.0				
MERIDIAN CONDORESORTS	T431	409.3	409.3										
MGM GRAND DETROIT HTL/CS	T431	293.5			293.5								
MGM GRAND HOTEL & CASINO	T431	10,693.5	7,011.5	228.7	1,043.0		1,589.9	45.2	37.9				737.3
MGM MIRAGE HOTEL	T431	2,155.7	1,349.1				666.8						139.8
MICCOSUKEE RESORT&CASINO	T431	475.3			166.6				308.6				
MICROTEL INN	T431	1,798.3					615.3					1,183.0	
MIRAGE HOTEL & CASINO	T431	4,328.1	2,470.3		82.2		231.2	80.0	228.3		1,236.1		
MIRAVAL SPA RESORT	T431	751.4	293.1	114.4	24.9	319.1							
MOHEGAN SUN CASINO HOTEL	T431	17,164.5	799.8		3,735.6	91.1	942.1	63.4	6,991.5		94.9		4,446.1
MOHICAN NORTH STAR CASN	T431	434.2					160.1		274.1				
MONTAGE RESORT & SPA	T431	383.3	269.0	114.4									
MONTAGE RESORT & SPA LAGUNA BEACH	T431	384.6	384.6										
MONTE CARLO RESORT&CSN	T431	565.8	414.6		145.6				5.6				
MORONGO CASINO RSRT&SPA	T431	5,298.7	217.6		1,166.5		87.8		3,826.9				
MOTEL 6 MOTELS	T431	6,459.3					3,594.8	281.0	0.4		1,700.8	427.1	455.3
MOTEL 6 MOTELS ONLINE	T431	1,538.6						260.8	2.6		1,275.2		
MOUNT AIRY LODGE	T431	731.8			670.9		60.9						
MOUNT WA HOTEL & RESORT	T431	436.1	13.4		421.7						1.0		
MYRTLE BEACH GOLF RESORT	T431	460.1	460.1										
MYSTIC LAKE HOTEL CASINO	T431	3,832.9			2,493.4		988.6		349.6				1.3
NAPLES BEACH HOTEL&CLUB	T431	272.9	33.8		182.9	54.1			2.1				
NAPLES GRANDE RESORT&CLB	T431	265.6	67.7		93.2	104.7							
NEMACOLIN WOODLANDS RSRT	T431	338.0	124.6		213.4								
NEW ORLEANS FINE HOTELS	T431	283.4			283.4								
NEW YORK-NY HOTEL&CASINO	T431	1,230.5	161.2		4.7		1,049.5	0.0	15.1				
NICKELODEON FAM/HLDY IN	T431	1,540.2	106.4	70.0							1,363.7		
NORTHSTAR/TAHOE RESORT	T431	390.0	175.1		70.7		82.5		60.4				1.3
NUGGET HOTEL	T431	1,022.6			777.6		209.5		35.6				
OAKES HOTEL	T431	252.3			252.3								
OCEANA HOTEL	T431	305.5	305.5										
OGLEBAY RESORT	T431	283.9							283.9				
OJAI VALLEY INN & SPA LOS ANGELES	T431	1,209.1	1,209.1										
OJAI VALLEY INN&CNTRY CL	T431	1,285.3			1,285.3								
OMNI HOTELS	T431	540.6	378.1		118.7		26.0		17.8				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
OMNI HOTELS ORLANDO/CHAMPIONSGATE	T431	349.1	150.5		1,264.8		372.4	180.0	18.7				
ORLEANS HOTEL & CASINO	T431	1,727.2			4.5			86.7			3.3		
OSTHOFF RESORT	T431	450.1	445.6		4.5								
PALA CASINO RESORT & SPA	T431	1,840.5	403.9		1,430.1								6.5
PALACE RESORTS	T431	714.4	586.7		127.7								
PALACE STATION HTL&CSN	T431	983.8	71.4		480.1		432.4						
PALAZZO HOTEL	T431	410.7			380.8		29.8						
PALAZZO HOTEL LAS VEGAS	T431	2,628.4	2,094.3	228.7	243.7						61.8		
PALAZZO RESORT HOTEL CSN	T431	606.1			592.7	13.4							
PALMS CASINO RESORT	T431	1,036.5			629.1		280.9		126.5				
PALMS HOTEL & CASINO	T431	1,596.4	1,224.1		13.0		359.3						
PARADISE POINT RESORT	T431	525.8			525.8								
PARADISUS RESORTS	T431	576.3	333.5	230.1	12.7								
PARAGON CASINO RESORT	T431	681.6					498.5		183.1				
PARIS HOTEL & CASINO	T431	1,306.2					1,306.2						
PARIS LAS VEGAS HOTEL	T431	4,303.7	3,389.1		673.7	129.9	54.0		57.0				
PEAKS RESORT & GOLDEN DOOR SPA	T431	336.4			256.3	80.1							
PEARL RIVER RESORT	T431	922.3	146.7		15.2		385.9		374.6				
PEBBLE BEACH RESORT	T431	708.6	672.7						35.9				
PECHANGA RESORT & CASINO	T431	8,058.4	169.3		1,837.7		1,013.2		3,994.5				1,043.7
PEPPERMILL HOTEL&CASINO	T431	926.2	374.3				541.7		10.3				
PFISTER HOTEL	T431	1,159.4			1,159.4								
PGA NATL RESORT & SPA	T431	378.2	268.5		106.8				2.9				
PHEASANT RUN RESORT	T431	277.2	87.1		190.1								
PHOENICIAN HOTELS SCOTTSDALE	T431	568.7			460.6	108.1							
PINEGROVE RANCH&FAM RSRT	T431	268.7			255.5		13.2						
PINEHURST RESORT	T431	578.0	578.0										
PINEHURST RESORT & CC	T431	654.7	548.0		106.6								
PINES MOTOR LODGE	T431	290.9			290.9								
PLANET HOLLYWOOD RESORT	T431	1,432.2			1,432.2								
PLANET HOLLYWOOD RSRT&CS	T431	363.2	134.5						228.7				
PLATINUM HOTEL	T431	446.9	205.3		232.2				9.5				
PLAZA HOTEL	T431	332.4	81.3	133.8			117.3						
POINTE SOUTH MTN RESORT	T431	326.3	96.7		64.3		131.1		34.2				
PONTE VEDRA INN & CLUB	T431	809.9	660.8	80.0			39.6		29.6				
PORTOLA PLAZA HTL/MNTRY	T431	503.9	29.0		474.9								
POTAWATOMI INN	T431	1,718.6			1,718.6								
PREFERRED HOTELS	T431	1,481.6	1,462.9		18.8								
PRIMM VALLEY RESORT&CSN	T431	865.9			753.2		108.3		4.4				
PUNTACANA RESORT & CLUB	T431	392.7			312.6	80.1							
QUALITY INNS	T431	2,586.6	536.1			128.0	1,922.5						
QUINAULT BEACH RSRT&CSN	T431	526.2			481.8		9.4		35.0				
RADISSON HOTELS	T431	1,583.8	108.8		301.8	427.0	708.7		27.0		10.6		
RAFFAELLO CONDO HOTEL	T431	345.3			330.7				14.7				
RAFFLES HOTELS & RESORTS	T431	662.8	662.8										
RAMADA HOTELS	T431	2,348.6	649.6		93.8		1,604.4		0.6		0.3		
RAMADA HOTELS AIRPORT	T431	367.3					367.3						
RAMADA HOTELS LTD	T431	602.5					602.5						
RANCHO LAS PALMAS	T431	978.4			978.4								
RED JACKET HOTEL	T431	254.7			254.7								
RED LION INN HOTELS	T431	725.9	182.7		289.5	8.5	245.1						
RED MTN RESORT & SPA	T431	541.3	541.3										
RED ROCK CASINO RESORTS	T431	1,464.4	497.2		838.7		110.0		18.6				
RED ROOF INNS	T431	3,348.9			73.1		3,275.9						
REEF ATLANTIS RESORT	T431	1,209.0			1,209.0								
REGAL PALMS RESORT	T431	2,816.4							145.8	1,656.2	1,014.3		
RENAISSANCE HOTELS	T431	6,220.1	4,904.6	914.8	331.3		69.4						
RESIDENCE INN HOTEL	T431	14,475.8	9,720.4		77.1		301.6		9.9		4,366.8		
RESORT AT PELICAN HILL	T431	762.1			762.1								
RESORTS AT WENDOVER	T431	272.0			272.0								
RESORTS EAST CHICAGO	T431	2,476.8			419.8		305.8		1,438.6				312.6
RESORTS INTL HOTEL CSN	T431	3,361.3					3,361.3						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RESORTS TUNICA HOTEL&CSN	T431	367.6					263.1		104.5				
RESORTS WEST	T431	339.0	339.0										
RIO SUITE HOTEL & CASINO	T431	3,424.7	950.1		438.0		2,006.9		29.6				
RIO SUITE HOTEL & CASINO LAS VEGAS	T431	758.9	626.5		132.5								
RITZ CARLTON HOTELS SOUTH BEACH	T431	339.6	46.1		79.1	214.3							
RITZ HOTEL	T431	264.5					264.5						
RITZ-CARLTON HOTELS	T431	6,608.3	2,345.8	104.0	1,892.5	2,090.9	175.1						
RITZ-CARLTON HOTELS AMELIA ISLAND	T431	389.6			389.6								
RITZ-CARLTON HOTELS BACHELOR GULCH	T431	664.5			664.5								
RITZ-CARLTON HOTELS DALLAS	T431	902.6	701.3		201.3								
RITZ-CARLTON HOTELS GOLF CLUB & SPA	T431	285.1	285.1										
RITZ-CARLTON HOTELS LAGUNA NIGUEL	T431	433.8			433.8								
RITZ-CARLTON HOTELS NEW ORLEANS	T431	731.6			150.8	580.7							
RITZ-CARLTON HOTELS REYNOLDS PLNTN	T431	1,033.3	190.6	207.9	634.7								
RITZ-CARLTON HTLS/BSCYN	T431	405.4			298.2	107.2							
RITZ-CARLTON/TMSHR RNTLS	T431	529.3			308.5	69.2	151.6						
RIU HOTELS & RESORTS	T431	566.9	349.1		217.8								
RIVER PALMS RESORT&CSN	T431	312.6			98.3		214.2						
RIVERSIDE RESORT HOTEL	T431	1,398.5			1,238.9		121.0		35.9		2.7		
RIVIERA HOTEL & CASINO	T431	949.2	213.7		282.0		453.2		0.2				
ROBERT TREAT HOTEL	T431	258.9			215.0		43.8						
ROCKING HORSE RANCH	T431	252.2			153.8	53.7	44.6						
ROCKRESORTS	T431	943.3	810.7	114.4	18.3								
ROSARIO RESORT & SPA	T431	264.8			264.8								
ROSEWOOD HOTELS	T431	1,326.5	1,097.8	228.7									
ROYAL PALMS RESORT & SPA	T431	433.7	363.0		70.7								
RYDE HOTEL	T431	814.6			814.6								
SADDLEBROOK RESORT	T431	587.8	228.0		359.9								
SAGAMORE HOTEL	T431	730.2	235.5		494.8								
SAHARA HOTEL & CASINO	T431	1,777.6	371.6		814.2		454.7		137.1				
SAMS TOWN HOTEL & CASINO	T431	2,581.2	408.4		1,138.7		807.2		226.9				
SANDESTIN GOLF&BCH RSRT	T431	600.5	330.6		257.2				5.2		7.5		
SANDIA RESORT & CASINO	T431	1,521.2	613.1		871.3				35.9		0.8		
SANDPEARL RESORT	T431	567.9	190.2	113.2	264.5								
SANTA FE HOTEL CASINO	T431	440.7			198.2		242.5						
SANTE FE STN CSN HTLS	T431	1,003.7			1,003.7								
SEA ISLAND CLUB RESORTS	T431	753.3	482.9	104.0	94.2	72.2							
SEA ISLAND RESORTS	T431	368.0			368.0								
SEA ISLAND/CLOISTER RSRT	T431	352.5	209.2		76.5	66.8							
SEA PINES RESORT	T431	621.0	612.7				8.3						
SEMINOLE HRD RCK HTL&CSN	T431	901.6			889.3				12.3				
SEVEN SPRINGS MTN RESORT	T431	398.1			200.6	3.6			193.9				
SHANGRI-LA HOTELS	T431	1,141.8	1,114.6		27.2								
SHANGRI-LA HOTELS &WATERVIEW TWR CND	T431	701.2			701.2								
SHERATON HOTELS	T431	3,049.9	263.3		738.9	1,056.2	527.4		29.3		434.8		
SHERATON HOTELS CABLE BEACH	T431	274.2	274.2										48.1
SHILO INN	T431	773.8	265.9		7.3		345.7		106.8				
SHOCK HILL LODGE & SPA	T431	1,053.3			1,053.3								
SHOWBOAT HOTEL & CASINO	T431	813.0			813.0								
SHOWBOAT MARDI GRAS CSN	T431	589.0							589.0				
SHUTTERS HOTEL ON/BEACH SANTA MONICA	T431	294.0	294.0										
SIGNATURE AT MGM GRAND LAS VEGAS	T431	1,222.9			1,222.9								
SILVER LEGACY RESORT CSN	T431	1,351.4					216.2		1,132.6		2.7		
SILVERTON HOTEL & CASINO	T431	1,577.7	695.8		835.2		46.7						
SKAGIT VALLEY CSN RSRT	T431	758.5			650.0		5.8		102.7				
SKI LAKE TAHOE RESORT	T431	434.9	434.9										
SLEEP INN	T431	1,527.3	439.3				1,079.9				8.1		
SNOWMASS VILLAGE/ASPEN	T431	596.0	506.3		89.7								
SOARING EAGLE CSN&RSRT	T431	835.1			137.5		382.5		315.0				
SOFITEL HOTEL & RESORTS	T431	694.8											
SOLITUDE SKI RESORT	T431	493.9	347.8		58.8	5.7	81.6						
SOUTH PEAK RESORT	T431	848.6	30.2		818.4								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SOUTH SEAS ISLAND RESORT	T431	712.8	67.7		282.8	362.3							
SOUTH SEAS RESORTS CO	T431	279.7			279.7								
SOUTHPOINT HOTEL&CASINO	T431	5,049.9			4,728.9		321.0						
SPIRIT MTN CASINO	T431	3,355.8			2,012.7		973.3		369.9				
SPRINGHILL SUITES HOTELS	T431	496.0			11.0		475.9		9.1				
ST CROIX CASINO & HOTEL	T431	555.0			242.0		213.4		99.6				
ST REGIS HOTELS	T431	1,262.5	341.4	142.9	624.4	153.7							
STARWOOD HOTELS&RESORTS	T431	1,361.5	312.0				1,049.5						
STATION CASINO HTLS&CSN	T431	11,309.2			10,049.3		532.4		727.5				
STATION CASINO HTLS&CSN &FIESTA CSNS	T431	522.4							522.4				
STEAMBOAT CO SKI RESORT	T431	577.1	577.1										
STEAMBOAT GRAND HOTEL	T431	400.7	377.6		23.2								
STEAMBOAT SKI RESORTS	T431	1,209.8	865.4		344.4								
STERLING RESORTS	T431	855.0	383.8		20.6				450.6				
STONEWATER CV RES CLB&RS	T431	341.4			341.4								
STRATOSPHERE TWR HTL&CSN	T431	1,980.9	224.6		20.3		1,735.8		0.3				
STRATTON MTN RESORT	T431	310.1	221.1		9.0			40.0	40.0				
SUN MTN LODGE	T431	418.6			338.8				79.8				
SUNRIVER RESORT	T431	482.4	370.8		111.5								
SUNSET STATION HOTEL&CSN	T431	315.0			94.5		203.9		16.6				
SUPER 8 MOTELS	T431	10,228.9	1.3		2.4		3,674.0	199.7	53.1	1,907.4	4,057.2	333.9	
SYBARIS POOL SUITES HTL	T431	734.1							734.1				
SYCUAN CASINO & RESORT SAN DIEGO	T431	964.4			459.5				504.9				
TACHI PALACE HOTEL&CSN	T431	1,196.6			496.2		91.9		608.6				
TAHITI VILLAGE RESORT	T431	10,317.6					27.9	409.8	456.4	5,017.2	4,406.3		
TAJ HOTEL BOSTON	T431	1,169.8	417.7	104.0	194.3	453.8							
TAJ INTL HOTEL	T431	3,211.7	2,409.6		516.3	285.8							
TAMARACK RESORT	T431	969.4	559.8		207.5	201.9			0.2				
TELLURIDE MTN VILLG RSRT	T431	307.0	307.0										
TERRIBLES HOTEL & CASINO	T431	572.4			46.7		15.2		510.6				
TEXAS STATION HOTEL&CSN	T431	319.4			78.5		240.9						
TI TREASURE ISLAND LAS VEGAS	T431	654.6	517.0						137.7				
TIMBER RIDGE LDG&VTRPRK	T431	293.7			293.7								
TORTUGA BAY HOTEL	T431	984.1	511.8	472.3									
TRAVELODGE HOTELS	T431	6,843.4	1,690.0		2.8		480.4	187.0	140.1		4,063.1		280.1
TREASURE ISLAND RSRT&CSN	T431	3,228.5	580.8		725.4		993.5		861.3		2.6		64.9
TROPICANA HOTEL ATLANTIC CITY	T431	1,232.3			1,232.3								
TROPICANA HOTELS&CASINOS	T431	946.6			306.3		640.3						
TRUMP ENTER RESORTS	T431	415.5			412.1		3.4						
TRUMP HOTELS	T431	2,202.4	739.5		344.9		1.6		1,116.4				
TRUMP HOTELS INTL & TOWER	T431	343.7	304.5				39.3						
TRUMP HOTELS MARINA	T431	827.7			709.4		118.3						
TRUMP HOTELS PLAZA	T431	1,271.3			641.0		630.3						
TRUMP HOTELS TAJ MAHAL	T431	2,656.4			1,084.7		1,288.7		282.6		0.4		
TRUMP INTL HOTEL & TOWER CHICAGO	T431	404.8	404.8										
TRUMP ON THE OCEAN HOTEL	T431	292.7			113.2	179.5							
TULALIP RESORT CASINO	T431	1,282.4			1,282.4								
TURNING STONE CSN RSRT	T431	1,478.9	990.6		104.1		138.1		80.9		165.1		
TUSCANY SUITES & CASINO	T431	504.3			501.3				3.0				
TWELVE HOTELS & RES	T431	1,356.6	270.4		1,086.2								
UNIVERSAL ORLANDO RESORT	T431	26,321.3			1,984.9			87.5	3,330.1	1,034.3	19,884.6		
VAIL PLAZA HOTEL & CLUB	T431	473.8	473.8										
VAIL RESORTS	T431	3,577.7	3,173.6		304.1	84.4	15.6						
VAIL SKI RESORT	T431	794.4	756.4					30.0	8.0				
VENETIAN HOTEL	T431	697.9			320.2		324.1						53.6
VENETIAN RESORT HOTEL CS	T431	1,354.8	765.0	228.7			110.3		231.1		19.6		
VERO BEACH HOTEL & CLUB	T431	277.8		86.9	190.9								
VILLAS/GRAND CYPRS RSRT	T431	338.5	338.5										
W ATLANTA DWNTWN HTL&RES	T431	278.9	217.6		61.4								
W DALLAS VICTORY HTL&RES	T431	1,137.0			1,137.0								
W HOTELS	T431	269.2	137.2		132.0								
WALDORF ASTORIA HOTEL	T431	1,956.8	1,430.2	389.1	38.5	99.0							

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WALT DISNEY WORLD RSRTS	T431	14,434.0	6,394.6		5,944.9	770.8							1,323.7
WELK RESORT CENTER HOTEL	T431	552.1			497.1				55.0				
WESTGATE RESORT	T431	336.8					336.8						
WESTIN HOTELS	T431	19,934.7	13,972.7	1,186.3	606.1	1,053.3	3,044.7		71.5				
WESTIN HOTELS LA CANTERA RESORT	T431	269.9	269.9										
WHISTLER BLACKCOMB/RSRT	T431	534.8	459.0		34.7				41.1				
WILD DUNES RESORT	T431	323.0	323.0										
WILDERNESS TERRITORY RST	T431	515.4							515.4				
WILDERNESS TRTRY WTRP RS	T431	356.5			356.5								
WINGATE BY WYNDHAM	T431	2,262.2	922.7		2.7	804.3	532.5						
WINTERGREEN RESORT	T431	771.5	231.3		479.0		19.1		33.1		9.0		
WYNDHAM HOTELS	T431	3,316.6	666.9		2,099.4		479.4		3.5			67.3	
WYNN LAS VEGAS RESORT	T431	11,015.0	7,446.1		1,052.7	1,659.6	754.5		102.0		0.0		
ZUMANITY HOTEL CASINO	T431	267.8					267.8						
ALA MOANA HOTEL HI	T432	626.1	403.2		154.0	68.8							
ALMOND RESORTS BARBADOS	T432	631.3	452.9			20.0			1.0		157.4		
ATLANTIS PARADISE ISLAND	T432	471.6											471.6
ATLANTIS RESORT BAHAMAS	T432	12,543.0	924.6		1,672.2	7,430.9			1,420.3		1,002.1		92.9
BEACHES RESORTS CARIBBEAN	T432	3,168.9	1,064.8				6.3	83.3	12.4	7.7	1,994.4		
BEST WESTERN HOTELS WORLDWIDE	T432	2,663.1	78.9						13.9	620.4	1,949.8		
BREEZES RESORT CARIBBEAN	T432	781.9	781.9										
CARLSON HOTELS WORLDWIDE	T432	637.4				196.2						441.2	
CHOICE HOTELS INTL WORLDWIDE	T432	1,462.7	1,462.7										
CLUB MED RESORTS FOREIGN	T432	698.4			477.5	220.9							
CLUB MED RESORTS WORLDWIDE	T432	3,217.3	2,010.5	555.6	263.7	320.5			1.0				65.9
COUPLES RESORTS JAMAICA	T432	1,839.6	1,825.1			14.5							
CUISINART RESORT & SPA ANGUILLA	T432	982.4	982.4										
DIVI RESORTS CARIBBEAN	T432	415.7	415.7										
DREAMS RESORTS & SPAS MEXICO	T432	1,016.6	787.9	228.7									
EL CONQUISTADOR RESORT PUERTO RICO	T432	315.6	291.5		24.1								
EL DORADO RESORT & SPA MEXICO	T432	320.4	320.4										
ELAN RESORT & SPA MEXICO	T432	263.2	263.2										
ELBOW BEACH HOTEL BERMUDA	T432	465.1	465.1										
ELITE ISLAND RESORTS CARRIBEAN	T432	690.5	612.4		2.4	75.7							
EMBASSY SUITES HOTELS HI	T432	641.1	397.5	229.1	14.4								
EMBASSY SUITES HOTELS WORLDWIDE	T432	467.6				467.6							
FAIRMONT HOTELS CANADA	T432	317.2	317.2										
FAIRMONT HOTELS HI	T432	581.0	346.6	52.0	20.1	162.3							
FAIRMONT HOTELS WORLDWIDE	T432	482.5	476.7						5.8				
FIESTA AMERICANA HOTELS MEXICO	T432	1,213.6	453.3		506.5			253.7					
FOUR SEASONS HOTELS HI	T432	644.9	50.8	46.0	457.3	90.7							
FULLERTON HOTELS SINGAPORE	T432	311.5	311.5										
GRAND LIDO RESORTS&SPAS	T432	2,389.1	1,778.4			52.0				558.7			
HALEKULANI HOTELS HI	T432	1,129.5	1,113.4			16.1							
HALF MOON HOTEL JAMAICA	T432	1,377.8	1,217.3	160.5									
HALI I KAI/WAIKOLOA/RSRT HI	T432	717.1	717.1										
HILTON FAMILY HOTELS WORLDWIDE	T432	2,469.9						19.5		2,450.4			
HILTON HOTELS CARIBBEAN	T432	1,433.6	1,323.4	110.2									
HYATT CORP HOTELS FOREIGN	T432	686.2				686.2							
HYATT HOTELS WORLDWIDE	T432	6,506.7	1,579.1	114.4				582.4	1.2	4,229.7			
IBEROSTAR HOTELS&RESORTS MEXICO	T432	649.5	649.5										
IMPERIAL HOTEL INDIA	T432	709.8	709.8										
INTER-CONTINENTAL HOTELS WORLDWIDE	T432	1,505.9	1,199.6			98.1			149.2		59.0		
JUMEIRAH BEACH HOTEL UNTD ARB EMRTS	T432	726.5	279.5	447.0									
JUMEIRAH ESSEX HOUSE HTL	T432	1,889.7	1,207.0	343.1		339.7							
JW MARRIOTT HOTELS MEXICO	T432	286.2	159.4	120.8	6.0								
JW MARRIOTT HOTELS WORLDWIDE	T432	2,050.2	2,050.2										
KAANAPALI BEACH HOTEL HI	T432	270.3	270.3										
KAHALA HOTEL & RESORT HI	T432	1,054.1	719.7		269.2	65.2							
KONA VILLAGE RESORT HI	T432	777.3	589.7		187.6								
LE BLANC SPA RESORT MEXICO	T432	860.0	860.0										
LOS SUEÑOS RESORT&MRN COSTA RICA	T432	1,972.4	1,841.8					8.0	0.2	122.4			

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LUXURY COLLECTION WORLDWIDE	T432	254.3	254.3										
MANDARIN ORIENTAL HOTELS WORLDWIDE	T432	3,142.4	3,035.8			106.7							
MARQUIS LOS CABOS HOTEL MEXICO	T432	317.4	317.4										
MARRIOTT HOTELS HI	T432	729.7	332.9		220.7	56.9	119.2						
MAUNA LANI RESORT HI	T432	817.4	426.0	19.9	330.3	41.3							
MAXIM BUNGALOWS DOMINICAN REPUBLIC	T432	868.5	868.5										
MAYAKOBA RESORT MEXICO	T432	454.9	302.2	152.8									
NECKER ISLAND RSRT BRTSH VRGN ISLNDS	T432	343.1		343.1									
OBEROI HOTELS INDIA	T432	2,261.7	1,973.0	133.8		155.0							
OHANA HOTELS HI	T432	668.8	649.0				19.8						
ONE&ONLY PALMILLA RESORT MEXICO	T432	418.2	416.7							1.5			
OUTRIGGER HOTELS HI	T432	1,241.0	1,193.9		33.8				2.5	10.8			
PALACE RESORT MEXICO	T432	1,268.3	1,262.3		6.0								
PALACE RESORTS CARIBBEAN	T432	363.3	363.3										
PALMAS DEL MAR RESORT PUERTO RICO	T432	361.1	361.1										
PARADISUS RESORT DOMINICAN REPUBLIC	T432	263.5	149.2	114.4									
PENASCO DEL SOL HOTEL	T432	250.4			250.4								
PENINSULA GROUP HOTELS CHINA	T432	274.0	274.0										
PENINSULA GROUP HOTELS WORLDWIDE	T432	1,284.1	1,284.1										
PREFERRED HOTELS WORLDWIDE	T432	563.7	242.1		30.2	291.5							
PRINCE RESORTS HI	T432	675.5	634.9					37.4			3.2		
PUEBLO BONITO HTLS&RSRT MEXICO	T432	1,390.8	1,364.6		26.3								
QUALITY OAK BAY MRN RSRT CANADA	T432	326.0			326.0								
RADISSON HOTELS ARUBA	T432	386.0	264.9		121.1								
RADISSON HOTELS ENGLAND	T432	428.2	428.2										
RAFFLES HOTELS & RESORTS GRENADINES	T432	344.3	344.3										
RAMADA HOTELS WORLDWIDE	T432	4,728.5	3,561.4			1,167.0							
REAL RESORTS MEXICO	T432	543.2	543.2										
REGENT INTL HOTELS	T432	398.0	152.4	243.6	2.0								
RESORTQUEST HOTEL HI	T432	1,621.0	1,610.8					10.2					
REX RESORTS CARIBBEAN	T432	265.4	264.1		1.4								
RITZ-CARLTON HOTELS CARIBBEAN	T432	714.4				714.4							
RITZ-CARLTON HOTELS HI	T432	383.5	372.1							11.4			
RITZ-CARLTON HOTELS MEXICO	T432	313.3			313.3								
RITZ-CARLTON HOTELS WORLDWIDE	T432	1,514.8	389.9			1,124.9							
RIU HOTELS & RESORTS WORLDWIDE	T432	303.7	156.1		147.6								
RIU HOTELS MEXICO	T432	318.1	204.8		113.3								
ROSEWOOD HOTELS WORLDWIDE	T432	534.4	420.1	114.4									
ROYAL LAHAINA RESORT HI	T432	1,744.5	1,744.5										
ROYAL PLANTATION JAMAICA	T432	452.4	452.4										
SANDALS RESORTS CARIBBEAN	T432	20,056.9	11,223.4		2,205.7	414.8	222.8	486.8	102.8	198.7	5,202.0		
SANDALS RESORTS FOREIGN	T432	860.3			299.3	56.3	504.7						
SANDALS RESORTS ST LUCIA	T432	987.3	732.8						1.0		253.5		
SANDALS RESORTS WORLDWIDE	T432	1,675.5	1,675.5										
SHANGRI-LA HOTELS FOREIGN	T432	958.9	958.9										
SHERATON HOTELS BAHAMAS	T432	562.5	250.4		312.1								
SHERATON HOTELS HI	T432	335.5	24.1		111.9				199.5				
ST JAMES CLUB ANTIGUA	T432	281.9	66.1	64.5		151.3							
ST JAMES'S CLUB RESORT ANTIGUA	T432	289.1	108.8			180.3							
ST REGIS HOTELS WORLDWIDE	T432	300.2	300.2										
STARWOOD HOTELS&RESORTS HI	T432	1,987.4	928.9		547.1	230.4			112.3		168.6		
SUPER CLUBS RESORT CARIBBEAN	T432	1,310.2	997.9		0.3	312.0							
SUPER CLUBS RESORT JAMAICA	T432	1,618.7	1,098.7			520.0							
TAJ PALACE HOTEL INDIA	T432	361.5	361.5										
TRUMP OCEAN CLB INTL HTL PANAMA	T432	472.0	59.7	52.6		359.7							
W HOTELS WORLDWIDE	T432	1,690.0	1,690.0										
WAIKOLOA BEACH RESORT HI	T432	305.1	290.3						14.9				
WATERFALL RESORT AK	T432	425.9	425.9										
WESTIN HOTELS BAHAMAS	T432	344.7	123.7		113.9		107.1						
WESTIN HOTELS HI	T432	379.6	267.9		111.7								
WESTIN HOTELS WORLDWIDE	T432	1,105.6	651.2			454.4							
WYNDHAM HOTELS WORLDWIDE	T432	5,089.1	84.8	238.1	831.4			3,099.4	0.6		834.8		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ALABAMA GULF COAST TP	T433	435.7	182.2						251.6		1.9		
ALABAMA STATE TP	T433	2,507.6	1,193.4						1,250.3		64.0		
ALBUQUERQUE NM TP	T433	1,414.7	1,359.5		16.8		27.2				11.3		
ALEXANDRIA VA TP	T433	272.8	147.4		113.5		11.9						
AMELIA ISLAND FL TP	T433	315.1	176.1		139.1								
ARIZONA STATE TP	T433	7,570.9	5,970.1	160.4	625.9		126.9		575.9		11.4		100.3
ARKANSAS STATE TP	T433	6,490.1	2,952.0		151.2				1,710.2	2.1	1,674.5		
ASHEVILLE NC TP	T433	1,546.8	641.4		10.1		53.1		842.3				
ASPEN SNOWMASS AREA TP	T433	635.2	550.7					44.1	10.6	29.0	0.8		
ATLANTA GA TP	T433	329.1	69.7		245.5					14.0			
ATLANTIC CITY NJ TP	T433	321.7			39.4		231.9		50.4				
AUSTIN TX TP	T433	963.5	945.5				18.0						
BAJA CA TP	T433	339.0	78.9	92.0	150.6		17.5						
BAL HARBOUR FL TP	T433	552.6	209.5	343.1									
BALTIMORE MD TP	T433	268.3				31.8	185.1	20.0	4.8		2.1		24.5
BATON ROUGE LA TP	T433	475.1	327.7				141.9		5.5				
BEACHES/FRT MYRS&SNBL FL TP	T433	1,821.2									1,795.1		26.1
BEAVER CREEK CO TP	T433	1,545.8	1,429.5		116.3								
BELLINGHAM MT BAKER WA TP	T433	304.8	28.5		276.3								
BEVERLY HILLS CA TP	T433	998.0	953.0				45.0						
BIRMINGHAM AL TP	T433	408.7	386.8						21.8				
BRANSON MO TP	T433	4,581.0	443.5		97.4				1,912.8		1,857.3		270.0
BRECKENRIDGE CO TP	T433	354.9	123.0		231.9								
BRUNSWICK ISLAND NC TP	T433	311.3	182.0						45.2		84.1		
CALIFORNIA STATE TP	T433	11,621.3	1,476.8		280.3	168.6		1,236.3	677.4		7,781.9		
CATALINA ISLAND CA TP	T433	338.9	18.0		320.9								
CENTRAL OR TP	T433	632.7	618.0		9.8				4.9				
CHARLESTON SC TP	T433	1,404.9	903.0	71.0	184.5		30.0		211.9		4.5		
CHATTANOOGA TN TP	T433	2,469.5	61.2						597.1		1,811.3		
CHEROKEE NC TP	T433	291.4	248.6		11.2				31.7				
CHICAGO IL TP	T433	490.2	69.3		11.5	167.4			214.4				27.6
CINCINNATI OH TP	T433	449.4							449.4				
COLONIAL WILLIAMSBURG VA TP	T433	8,973.4	2,527.3		3,082.9	641.1			2,444.1	21.6			256.4
COLORADO SKI COUNTRY TP	T433	3,770.1	792.9		2,932.5								44.7
COLORADO STATE TP	T433	10,911.4	6,861.8	695.5	1,258.9	111.1	75.2		1,066.4		240.2		602.2
CONNECTICUT STATE TP	T433	2,144.0	929.8	238.1	136.4	464.4							375.3
CORPUS CHRISTI TX TP	T433	567.7	183.1		302.2		82.5						
CRYSTAL COAST NC TP	T433	573.3	85.4		72.4				218.6		2.6		194.3
CURRITUCK OUTER BANKS NC TP	T433	610.2	577.6		32.6								
DALLAS TX TP	T433	565.4	190.5		45.0		5.4	160.0	2.3				162.2
DAYTONA BEACH FL TP	T433	6,270.5	1,000.0		158.7		15.1	173.1	717.4		4,206.2		
DEADWOOD SD TP	T433	1,118.6			1,082.7		35.9						
DEARBORN COUNTY IN TP	T433	289.6			289.6								
DENVER CO TP	T433	724.7		80.9	298.7		179.6		165.4				
DETROIT MI TP	T433	473.4	58.7						414.7				
DIR TP DOM	T433	12,465.3			12,136.1	329.1							
DOWNTOWN RENO TP	T433	509.1			509.1								
EMERALD COAST FL TP	T433	1,556.6	569.7						119.8		867.0		
ESTES PARK CO TP	T433	350.0	130.4		162.2				57.4				
FLORIDA KEYS & KEY WEST FL TP	T433	2,260.6	819.7	83.0	442.9	142.5			65.6		706.9		
FLORIDA SPACE COAST TP	T433	1,110.4	37.0				1.9				1,071.4		
FLORIDAS GULF ISLANDS TP	T433	17,641.9	7,225.9	66.4	1,403.9	71.2	238.3	221.8	1,063.9		6,834.3	516.2	
FORT MYERS TP & SANIBEL TP	T433	875.8	106.9	73.8	128.8				53.5		512.7		
FORT WORTH TX TP	T433	1,877.9	565.4	457.4	88.8				616.6		149.7		
FRANKENMUTH MI TP	T433	404.9	210.1		194.8								
FT LAUDERDALE FL TP	T433	504.4	87.6	395.7	20.4				0.7				
GATLINBURG TN TP	T433	341.7			305.2						36.5		
GEORGIA STATE TP	T433	2,099.8	102.9					14.1	1,104.4		878.4		
GOLF MESQUITE NV TP	T433	2,277.6	1,649.9		20.3				0.1		607.3		
GRANBURY TX TP	T433	697.6	697.6										
GRAND JUNCTION CO TP	T433	602.4	149.7		452.7								
	T433	291.9	112.7		92.8		86.4						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GREATER FT LAUDERDALE FL TP	T433	2,874.2	2,137.3	517.9	7.0	143.9	10.5		2.7		24.4		30.5
GREATER HOUSTON TX TP	T433	533.6	154.9		19.2	359.5							
GREATER MIAMI FL TP	T433	3,769.9	3,401.1	237.3	118.8								12.8
GREATER PHILA TRSM MKTG TP	T433	404.9					404.9						
GREATER PHOENIX AZ TP	T433	3,084.1	3,084.1										
GREATER PORTLAND ME TP	T433	384.7	384.7										
HARLEM TP	T433	406.8			263.9	142.9							
HERSHEY PA TP	T433	474.4	209.5	233.6	27.7				3.6				
HILTON HEAD ISLAND SC TP	T433	777.2	754.9		21.0				1.2				
HISTORIC HUDSON VALLEY TP	T433	405.3			144.0	261.3							
HOT SPRINGS AR TP	T433	290.8	153.8						137.0				
HOUSTON TX TP	T433	1,240.7	543.4		52.8	20.1		434.0	190.4				
I LOVE NY TP	T433	383.8			278.9			40.0	15.3		49.7		
IDAHO STATE TP	T433	1,417.0	1,224.8		185.3				7.0				
ILLINOIS STATE TP	T433	3,206.1	904.3		1,077.6		23.8	15.1	1,169.4				15.9
INDEPENDENCE MO TP	T433	291.7	190.7		52.1				48.9				
INDIAN WELLS CA TP	T433	493.5	3.0		84.2			382.0			24.4		
INDIANA STATE TP	T433	1,888.5	947.1		517.7				423.7				
INDIANAPOLIS IN TP	T433	344.2			4.2		84.6		180.8		2.6		72.0
IOWA STATE TP	T433	1,625.8	1,242.2	132.0	224.9		23.2		3.6				
ISLAMORADA FL TP	T433	340.0	28.6		120.4	71.9			95.7		23.5		
JACKSON HOLE WY TP	T433	265.8	265.8										
JACKSONVILLE FL TP	T433	331.8	96.5				66.2	121.8	34.6		12.7		
JAMESTOWN SETTLEMENT & YORKTOWN VA TP	T433	609.0	223.9		385.0								
JAMESTOWN SETTLEMENT TP	T433	365.5	213.0		129.6				23.0				
JAMESTOWN VA TP	T433	1,026.4						54.4	969.7		2.3		
KANKAKEE CITY TP	T433	438.1			438.1								
KANSAS CITY KS TP	T433	253.5	253.5										
KANSAS CITY MO TP	T433	533.8	323.9						209.9				
KANSAS CITY TP	T433	467.5			58.6				408.9				
KANSAS STATE TP	T433	1,148.0	948.2						199.8				
KENTUCKY STATE TP	T433	4,133.1	2,035.7		264.7			134.0	586.1		1,112.7		
KEY LARGO FL TP	T433	411.6	49.7		190.0	35.6			128.8		7.6		
KEY WEST FL TP	T433	1,800.0	283.6	73.8	773.2	200.3		215.3			253.8		
KEYSTONE CO TP	T433	920.5	861.1		59.4								
KIAWAH ISLAND SC TP	T433	356.8	267.9	83.5	5.4								
KISSIMMEE FL TP	T433	4,102.2	392.6	58.9				202.5	1,381.2	1,470.5	596.5		
KISSIMMEE-ST CLOUD FL TP	T433	3,877.6	1,257.6				47.2		6.9		2,289.2		276.7
LAKE COUNTY IL TP	T433	1,433.4	62.5		1,370.9								
LAKE GEORGE NY REGION TP	T433	576.2	198.0		4.0				374.2				
LAKE OF THE OZARKS MO TP	T433	842.2	261.4		580.9								
LAKE TAHOE CA TP	T433	1,510.5	412.8		259.0		138.7	700.0					
LAKE TAHOE NV TP	T433	259.3	259.3										
LANCASTER COUNTY TP	T433	760.0							760.0				
LAS VEGAS NV TP	T433	35,966.4	8,447.1		484.2	444.9		10,156.9	3,686.5	10.8	12,735.9		
LAUGHLIN NV TP	T433	658.3	77.9		101.0				476.9		2.6		
LAURENTIANS TP	T433	297.2			297.2								
LEXINGTON KY TP	T433	748.0	697.0		28.4			20.0	2.6				
LONG BEACH CA TP	T433	721.9	488.7		232.7						0.5		
LONG ISLAND NY TP	T433	538.7	324.4		2.4	8.4			203.5				
LOS ANGELES CA TP	T433	684.4	302.3						382.1				
LOUISIANA STATE TP	T433	10,067.0	7,439.3	332.7	53.5		53.5	189.0	99.0	42.6	1,710.8	29.4	117.3
LOUISVILLE KY TP	T433	734.4	404.1		76.4						253.9		
MAINE STATE TP	T433	3,328.7	1,167.7	1,132.1	196.2				832.7				
MARYLAND STATE TP	T433	5,247.0	3,422.5	1,091.9	29.7			20.0			682.9		
MASSACHUSETTS STATE TP	T433	4,326.4	61.4	152.8	307.7	1,757.3			1,872.5				174.8
MEMPHIS TN TP	T433	363.6			101.0		89.5		173.0				
MESA AZ TP	T433	463.3	323.8		139.5								
MESQUITE NV TP	T433	1,317.8	431.3		25.7			34.8	758.2		67.8		
MIAMI FL TP	T433	1,465.4	159.9		547.6				757.9				
MICHIGAN STATE TP	T433	6,686.2	380.5		1,522.6		567.5		2,910.6		161.6		1,143.4
MINNESOTA STATE TP	T433	2,203.8	668.1	189.7	510.2		49.5		786.3				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MISSISSIPPI GULF COAST TP	T433	289.0			17.5				86.2				185.4
MISSISSIPPI STATE TP	T433	1,232.2	1,018.2		3.9	142.9	0.7		35.0	4.1	27.4		
MISSOURI STATE TP	T433	5,153.8	2,464.5		865.0				1,323.1		5.9		495.3
MOAB UT TP	T433	669.3	652.8		13.7				2.8				
MONTANA STATE TP	T433	2,640.8	2,082.5		96.8		23.3		438.4				
MOUNT HOOD TP	T433	494.8	51.2		440.7				2.9				
MYRTLE BEACH SC TP	T433	8,735.5	2,535.7		641.1	17.8			5,030.3	24.8	437.5		48.3
NASHVILLE TN TP	T433	526.7	524.6								2.2		
NEBRASKA CITY TP	T433	393.6							13.1		380.4		
NEBRASKA STATE TP	T433	2,685.8	710.7	238.3	1.6				53.7	171.7		1,509.8	
NEVADA STATE TP	T433	4,574.5	3,084.5		26.6				2.6	12.9	1,447.9		
NEVIS ISLAND TP	T433	269.0	185.2	83.8									
NEW HAMPSHIRE STATE TP	T433	3,125.9	1,881.6	924.4	212.0						107.9		
NEW JERSEY STATE TP	T433	2,545.3		467.0	83.5		367.1	30.0	1,227.5				370.3
NEW MEXICO STATE TP	T433	1,723.5	1,000.8		147.7		60.3		421.8		92.9		
NEW ORLEANS LA TP	T433	8,334.1	3,092.8	293.3	1,119.6	71.4	63.9		899.2	29.2	2,744.7	20.0	
NEW YORK CITY TP	T433	1,885.4	459.4		433.1	50.0			591.5		211.0		140.4
NEW YORK STATE TP	T433	1,520.1	1,378.3		135.8	6.0							
NIAGARA FALLS TP	T433	530.3			530.3								
NORFOLK VA TP	T433	947.3	261.7		641.5		19.8		24.3				
NORTH CAROLINA STATE TP	T433	7,098.9	4,867.4	238.3	337.9	35.7			74.9	2.1	1,542.7		
NORTH DAKOTA STATE TP	T433	2,923.0	801.7		85.2				575.5		1,460.7		
NORTH LAKE TAHOE CA TP	T433	581.5	350.5		219.5		11.4						
NORTH MYRTLE BEACH SC TP	T433	276.4	193.2		64.2		3.0		16.0				
NORTHERN IN TP	T433	1,612.9	314.5		1,298.4								
OCEAN CITY MD TP	T433	746.1	147.1		39.0				537.9				22.0
OHIO STATE TP	T433	1,930.3	1,207.4		67.9		10.8		644.3				
OKLAHOMA CITY OK TP	T433	272.6					30.2	20.0	214.5		8.0		
OKLAHOMA STATE TP	T433	1,705.8	726.9		57.2		3.8		911.3		6.6		
OREGON COAST TP	T433	250.0	250.0										
OREGON STATE TP	T433	4,495.5	4,317.8		64.3						4.1		109.2
ORLANDO FL TP	T433	23,642.1	3,403.4		778.0		126.6	10,989.3	247.5	4.3	8,093.2		
ORLANDO ORANGE COUNTY FL TP	T433	26,086.8	24,848.8		843.3	205.6	189.1						
OTTAWA ONT CANADA TP	T433	316.3			95.4	220.9							
OUTER BANKS NC TP	T433	966.7	956.7						10.0				
PADUCAH KY TP	T433	334.2	119.5		214.7								
PALM BEACH COUNTY FL TP	T433	2,520.4	1,950.4	176.7	368.7	4.5		20.0					
PANAMA CITY BEACH FL TP	T433	415.1	348.5		66.6								
PARADISE COAST FL TP	T433	486.7							486.7				
PARK CITY SKI AREA TP	T433	914.8	21.3						893.5				
PARK CITY UT TP	T433	3,632.5	3,027.9						604.6				
PENNSYLVANIA STATE TP	T433	2,608.4	981.1		124.1	36.1	291.4		1,123.8				51.9
PENSACOLA FL TP	T433	1,175.4	245.4				23.5		14.2		879.5		12.8
PHILADELPHIA PA TP	T433	1,042.7	468.3		192.4		17.8		342.8	21.4			
PHOENIX AZ TP	T433	1,881.8	1,551.9		329.8								
PIGEON FORGE TN TP	T433	1,322.8	187.4				1.0		1,134.4				
PINEHURST NC TP	T433	566.6	566.6										
PITTSBURGH PA TP	T433	363.3	143.0		175.0				45.2				
POCONO MTN PA TP	T433	789.9	356.5	117.9	302.3				13.1				
RENO & LAKE TAHOE TP	T433	955.0	525.6		134.4				288.3		6.6		
RENO/TAHOE SKI AREA TP	T433	482.6	482.6										
RHODE ISLAND STATE TP	T433	457.1	209.7	238.3	9.1								
SALT LAKE CITY UT TP	T433	253.9	153.4		91.5		9.0						
SAN ANTONIO TX TP	T433	8,021.5	5,380.9	1,018.3	1,224.7			108.0	40.7		248.9		
SAN DIEGO CA TP	T433	2,318.8	687.1		199.5	25.3			592.9	3.3	809.2		1.5
SANTA FE NM TP	T433	404.3	358.3	46.0									
SARASOTA FL TP	T433	287.8	215.9		12.7	20.0			25.1				14.2
SAVANNAH GA TP	T433	290.9	206.4				60.3		15.8				8.4
SCHWEITZER MT RESORT	T433	830.3	390.6		121.5	285.8			32.3				
SCOTTSDALE AZ TP	T433	5,367.4	4,392.8		442.4				527.7				4.5
SEVIERVILLE TN TP	T433	717.4	270.7		10.1				37.8		398.7		
SKI LAKE TAHOE TP	T433	1,496.6	1,496.6										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SKI UT TP	T433	5,273.9	5,273.9										
SMUGGLERS NOTCH VT TP	T433	687.6	687.6										
SNOWBIRD UT SKI AREA TP	T433	308.0	284.1			24.0							
SNOWMASS CO TP	T433	947.8	934.2		13.6								
SONOMA COUNTY CA TP	T433	321.8	230.8	27.2	40.4		23.4						
SOUTH CAROLINA STATE TP	T433	6,211.4	5,392.4		12.3				119.7		687.0		
SOUTH DAKOTA STATE TP	T433	4,782.9	3,671.0		744.6				347.2		20.1		
SOUTH PADRE ISLAND TX TP	T433	310.8	310.3				0.5						
SOUTHEAST TOURISM SOC TP	T433	670.4	330.0		340.4								
SPRINGFIELD MO TP	T433	482.3	364.5						117.8				
ST AUGUSTINE FL &PONTE VEDRA&BCHS FL	T433	1,042.0	778.0		264.1								
ST LOUIS MO TP	T433	1,195.5	22.0		135.7		106.0		403.3				528.5
ST PETERSBURG/CLRWTR FL TP	T433	3,525.6	802.0	312.8	1,322.6	400.0	40.0	506.1		142.0			
ST TAMMANY LA TP	T433	342.7	250.4				92.3						
STEAMBOAT CO SKI AREA TP	T433	972.4	869.2		23.2			80.0					
STEAMBOAT SPRINGS CO TP	T433	403.6	96.6		275.5		31.4						
TAMPA BAY FL TP	T433	597.3	266.4		153.6		29.7	80.0	35.9		31.7		
TAOS SKI VALLEY TP	T433	475.3	461.2				0.2		14.0				
TELLURIDE CO TP	T433	952.5	798.2		154.3								
TENNESSEE STATE TP	T433	6,682.1	2,261.1		41.2			14.1	1,575.0	2.1	2,788.5		
TEXAS STATE TP	T433	14,085.9	11,265.1		148.9				0.1		2,455.9		215.8
TUCSON AZ TP	T433	2,243.9	757.0		889.1				76.1		512.3		9.4
TUNICA MS TP	T433	479.0					6.3		472.7				
UTAH STATE TP	T433	6,875.1	1,888.7	467.0	429.4	25.2		153.6	1,173.3		2,737.8		
VAIL CO TP	T433	290.8	10.6		275.2					5.0			
VAIL SKI AREA TP	T433	494.0	226.7		99.0	168.4							
VERMONT STATE TP	T433	689.0	299.1		54.2	28.1	8.0		299.5				
VIRGINIA BEACH VA TP	T433	4,442.4	1,012.6	156.2	1,603.9	196.9			142.6		1,330.1		
VIRGINIA STATE TP	T433	3,485.2	2,551.4	228.7	623.6				66.8		14.7		
WASHINGTON DC TP	T433	1,804.5	668.4	575.1	191.2	369.8							
WASHINGTON STATE TP	T433	977.0	924.2		10.5		3.1		39.2				
WEST VA STATE TP	T433	4,021.6	2,599.4		653.4		144.9		97.1		479.1		47.7
WHISTLER BRITISH CLMB	T433	276.5			276.5								
WILLIAMSBURG VA TP	T433	2,736.8	141.9		79.6				2,515.2				
WILMINGTTON DE TP	T433	263.6	241.6		22.0								
WISCONSIN DELLS WI TP	T433	1,408.3			7.1		86.5		1,314.7				
WISCONSIN SKI TP	T433	355.2							355.2				
WISCONSIN STATE TP	T433	9,142.5	541.6		7,275.7		73.8		1,251.4				
WRIGHTSVILLE BEACH NC TP	T433	1,327.4	34.7						31.5		1,261.2		
WYOMING STATE TP	T433	4,713.7	1,855.1		1,395.8		86.3		1,375.0		1.5		
ALASKA STATE TP	T434	2,374.8	1,224.8		67.9			0.0	401.8	292.7	387.6		
ALBERTA CANADA TP	T434	3,876.8	1,156.8	469.6	1,632.5	534.2	51.0		3.7	29.0			
ALPINE TOURIST COMMISSN TP	T434	323.9	323.9										
ANDALUCIA SPAIN TP	T434	1,666.9	1,574.8		92.1								
ARGENTINA TP	T434	652.2	643.3			8.9							
ARUBA TP	T434	6,266.3	1,830.4		171.3					4,264.6			
ASIA ADVERTORIAL	T434	663.4			663.4								
ATLANTIS TP	T434	1,148.3							515.8		632.5		
AUSTRALIA TP	T434	6,678.2	5,230.4						551.8		896.0		
BAHAMAS TP	T434	9,935.9	3,253.2		239.8		551.4	1,301.0	1,381.9	536.8	2,248.6		423.1
BAJA CA SUR MEXICO TP	T434	599.1	75.2		523.9								
BARBADOS TP	T434	4,201.6	1,830.6	114.4	92.5	140.3	163.0		1,344.3				516.5
BAY OF FUNDY TP	T434	411.0			320.5					90.4			
BELGIUM TP	T434	384.6	384.6										
BELIZE TP	T434	1,661.7	1,433.0	228.7									
BERMUDA TP	T434	5,191.0	2,787.8		382.1	284.5	239.1		503.4		96.1	211.0	687.1
BIG ISLAND HI TP	T434	649.2	597.6		51.5								
BRAZIL TP	T434	1,202.1	199.1	457.4	198.8	152.4	170.0			24.4			
BRITAIN TP	T434	885.7	885.7										
BRITISH COLUMBIA CANADA TP	T434	2,356.1	683.8		1,022.2				650.1				
BRITISH COLUMBIA VCTR TP	T434	439.4			439.4								
BRITISH TOURIST AUTH TP	T434	431.4	413.4				18.0						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BRITISH VIRGIN ISLANDS TP	T434	1,763.9	1,655.2		72.5	36.1			20.2	8.6			
CANADA TP	T434	6,602.7	5,577.5		490.5	487.9	18.0						
CANCUN MEXICO TP	T434	612.8	39.4		21.2	186.0	80.5		6.8		3.7		275.3
CAP CANA DOMINICAN RPBLC TP	T434	1,369.5	97.7			180.5	248.0	522.9			320.5		
CARIBBEAN ISLANDS TP	T434	587.7			454.4	133.3							
CAYMAN ISLANDS TP	T434	5,716.4	3,469.1	472.3	41.3	214.3			1,075.0	4.9	439.5		
CHINA TP	T434	1,554.6	526.3	280.7	35.9	464.2	225.0				22.5		
COSTA RICA TP	T434	1,085.9	773.9			311.9							
CURACAO TP	T434	1,379.0	709.6	394.9	120.5	151.6			2.5				
DIR TP FOREIGN	T434	1,917.0				1,917.0							
DOMINICAN REPUBLIC TP	T434	2,861.1	938.7		108.2	231.9	45.0		834.6		702.7		
DUBAI UNITED ARAB EMRTS TP	T434	428.0	330.5			26.0	71.4						
EUROPE TP	T434	1,124.8	110.1			617.2	397.5						
GRAND BAHAMA ISLAND TP	T434	1,033.0				49.3							983.8
GREECE TP	T434	4,258.4	2,819.1	273.1	641.8	66.0			458.5				
GUATEMALA TP	T434	1,039.7	724.5			315.1							
GUAYAQUIL ECUADOR TP	T434	3,474.4		3,404.5		70.0							
HAWAII STATE TP	T434	4,029.8	1,917.7		37.7	36.1		392.6	15.2	5.4	1,625.2		
HONDURAS TP	T434	635.9	635.9										
HONG KONG TP	T434	1,544.9	1,060.7		180.8	215.1	25.0		27.3				36.0
ICELAND TP	T434	316.7	53.1		27.4	234.7			1.4				
INCREDIBLE INDIA ADVERTORIAL	T434	251.8				39.9	211.9						
INCREDIBLE INDIA TP	T434	561.3	469.2		84.2	7.9							
INDIA TP	T434	4,469.5	3,440.4	114.4	293.5	350.1	194.5				76.7		
IRELAND TP	T434	8,155.6	3,950.3		359.1	200.3			1,195.2		1,495.6		955.0
ISRAEL TP	T434	6,771.0	1,747.3	1,581.7	220.5		140.5		3,066.9		14.1		
ITALIAN GOVT TOURIST BRD TP	T434	680.7	557.7		122.9								
ITALY TP	T434	2,260.9	1,609.4		40.9	106.8	503.8						
IXTAPA MEXICO & ZIHUATANEJO MEXICO TP	T434	968.9	41.4			927.5							
JAMAICA TP	T434	7,094.5	2,952.0			36.2			2,451.3		1,651.5		3.5
JAPAN TP	T434	1,456.6	1,414.0			42.4			0.2				
KAUAI HI TP	T434	737.9	736.9						1.0				
KOREA TP	T434	1,590.7	445.4	507.3	33.6	11.5					592.9		
KOREAN NATIONAL TOURISM TP	T434	584.3	502.8	46.0			35.5						
LANAI ISLAND HI TP	T434	284.8	284.8										
LIFE NEEDS THE CARIBBEAN ADVERTORIAL	T434	1,857.5				1,857.5							
London ENGLAND TP	T434	2,315.8	1,854.6										461.2
LOS CABOS MEXICO TP	T434	4,245.0	2,354.8	228.7	1,603.4								58.1
MADRID SPAIN TP	T434	3,300.9	2,708.3	228.7	256.7	107.2							
MALAYSIA TP	T434	4,306.6	2,861.6	217.3	833.9	281.9					112.0		
MANITOBA CANADA TP	T434	391.9	192.2			199.8							
MAUI HI TP	T434	2,742.0	2,625.7					56.1	1.6	15.1	43.5		
MAZATLAN MEXICO TP	T434	428.6	257.1		40.0		131.4		62.7				
MEXICO CITY MEXICO TP	T434	363.7	26.3			274.7							
MEXICO TP	T434	16,621.0	6,619.4	354.5	2,950.7	415.9	2,748.2	76.1	2,164.8		683.8		607.5
MICHOACAN MEXICO TP	T434	311.6	57.8			148.6			105.1				
MOLOKAI HI TP	T434	354.5	354.5										
MONACO TP	T434	696.9	641.3			17.3	15.9	22.5					
MONTRÉAL CANADA & QUEBEC TP	T434	481.6				212.5	269.0						
MONTRÉAL CANADA TP	T434	1,739.4	203.8	114.4	775.3	375.9	270.0						
NASSAU BAHAMAS TP	T434	885.3	764.1			121.2							
NASSAU/PARADISE ISLAND TP	T434	1,836.2	100.2			676.8	414.0		55.7	73.4		351.0	165.1
NETHERLANDS TP	T434	713.9	707.5					6.5					
NEW BRUNSWICK CANADA TP	T434	630.0	625.2			4.8							
NEW ZEALAND TP	T434	1,645.2	1,437.4			34.5				173.3			
NEWFOUNDLAND & LABRADOR TP	T434	654.2	654.0						0.2				
NIAGARA PARKS CANADA TP	T434	348.6	348.6										
NORWAY TP	T434	821.2	794.2			27.0							
NOVA SCOTIA TP	T434	493.9	368.9			118.0			7.0				
OAHU HI TP	T434	1,708.9	1,689.7			13.8			1.1		4.4		
ONTARIO CANADA TP	T434	2,030.0	864.9			119.8	643.0		345.7		15.8		41.0
ONTARIO TOURISM CMSN TP	T434	343.5											343.5

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
OTTAWA CANADA TP	T434	718.8	718.8										
OUT ISLANDS/BAHAMAS TP	T434	323.2			148.0	120.2	55.0						
PANAMA REPUBLIC TP	T434	1,646.5	1,376.3						269.8		0.4		
PERU REPUBLIC TP	T434	4,812.5	4,658.2			141.0	13.3						
PHILIPPINES TP	T434	484.4		363.4	19.5	101.6							
PORTUGAL TP	T434	693.7	640.6		10.3		42.8						
PRINCE EDWARD ISLAND TP	T434	579.9	509.0		70.7				0.2				
PUEBLA MEXICO TP	T434	358.4	190.7		149.5				18.2				
PUERTO RICO TP	T434	14,223.6	9,487.9		86.6	137.3		223.0	2.9		4,285.9		
PUERTO VALLARTA MEXICO TP	T434	2,055.0	1,879.2	114.4	7.5								53.9
QUEBEC CANADA TP	T434	4,371.8	2,048.7		1,244.8	795.0		160.0	72.1		51.3		
RIVIERA MAYA MEXICO TP	T434	759.3	596.3		23.8		57.8		28.9		1.3		51.2
RIVIERA NAYARIT TP	T434	408.0	42.2		363.3		2.5						
ROMANIA TP	T434	589.1	461.6		21.6	99.0					6.8		
SENTOSA ISLAND SINGAPORE TP	T434	575.9	575.9										
SHANGHAI TP	T434	668.8	668.8										
SHARJAH TP	T434	627.4		627.4									
SINGAPORE TP	T434	1,917.5	1,706.5	211.0									
SONORA MEXICO TP	T434	841.2			650.3	37.5	31.8		98.4				23.2
SOUTH AFRICA TP	T434	2,463.5	2,141.0		186.1	72.2			3.1		61.0		
SPAIN TP	T434	2,447.6	1,899.3		187.6	360.6							
ST CROIX TP	T434	506.9	441.5		65.4								
ST LUCIA TP	T434	1,482.3	214.5	243.6	225.0	71.4	89.4				605.9		32.4
ST VINCENT GRENADINS ISL TP	T434	283.7	283.7										
SWITZERLAND TP	T434	1,521.3	1,511.7						1.0	8.6			
TAHITI TP	T434	958.8	955.7		3.0								
TAIWAN TP	T434	545.7	317.1		34.4	72.2	105.0				17.0		
THAILAND TP	T434	1,189.4	1,065.2			72.2			52.0				
TORONTO CANADA TP	T434	3,489.9	2,612.6		634.7								242.6
TRINIDAD & TOBAGO TP	T434	745.5	362.9	292.9	10.5	71.4					7.7		
TURKEY TP	T434	5,945.7	2,393.4	228.7	819.2	575.0	124.8		1,773.6		31.1		
TURKS & CAICOS ISLANDS TP	T434	452.5	445.3		7.2								
TURKS & CAICOS ISLANDS TP	T434	5,624.3	5,165.7	251.6			187.6		17.3		2.1		
US VIRGIN ISLANDS TP	T434	1,833.6	867.8			451.0	241.2		109.5		60.5		103.6
UTTARANCHAL INDIA TP	T434	409.2	409.2										
VANCOUVER CANADA TP	T434	1,797.2	21.3		1,667.5	72.2	36.2						
WAIKIKI HI TP	T434	415.7	415.7										
WALES TP	T434	482.3	401.8								80.5		
WHISTLER BRITISH CLMB TP	T434	732.9	535.1		22.7				175.2				
WHISTLER RESORT ASSN TP	T434	609.2	466.5	27.2	115.4								
WHISTLER-BLACKCOMB MTN PK	T434	3,044.8	3,014.5						30.3				
YOKOSO JAPAN TP	T434	563.8	491.5			72.2							
YUCATAN MEXICO TP	T434	1,474.4	1,260.0		214.3								
ADVENTURE ISLAND PARK	T440	339.1					14.3		324.8				
ADVENTURELAND PARK	T440	638.4							638.4				
ALABAMA ADVENTURE THM PR	T440	572.4					60.5		512.0				
AVALANCHE BAY/WATERPARK	T440	359.5							359.5				
BUSCH GARDENS	T440	10,545.6	38.4		113.1		1,152.9	160.0	3,817.4		5,263.8		
BUSCH GARDENS & WATER COUNTRY USA	T440	869.6									869.6		
CANOBIE LAKE PARK	T440	509.6			47.3		114.3				348.0		
CAROWINDS AMUSEMENT PARK	T440	755.9									755.9		
CEDAR POINT AMUSE PARK	T440	3,297.8	62.4		16.3		301.0		2,918.1				
CYPRESS GARDENS AMUSE PK	T440	668.3					177.2		491.1				
DARIEN LAKE AMUSE PARK	T440	895.0							895.0				
DAYTONA USA AMUSE CTR	T440	253.2					249.7				3.5		
DISCOVERY COVE PARK	T440	2,578.8		201.6	176.1						2,201.0		
DISCOVERY KINGDOM	T440	433.4					271.4						162.0
DISNEY EPCOT CENTER	T440	272.9						270.7	2.2				
DISNEYLAND THEME PARK	T440	15,300.2			150.6		2,434.1	41.3	9,853.1	7.4			2,813.6
DOLLYWOOD AMUSEMENT PARK	T440	1,609.7					91.2		1,518.5				
DOLPHIN DISCOVERY	T440	482.5	482.5										
DORNEY PARK AMUSE PRK	T440	1,386.0			7.6		73.5		1,290.3				14.6

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ELITCH GARDEN AMUSE PARK	T440	811.7							811.7				
FUN SPOT AMUSEMENT PARK	T440	374.4					163.2		211.2				
GATORLAND AMUSEMENT PARK	T440	262.2					262.2						
GEAUGA LAKE AMUSE PARK & WLDWTR KNGDM	T440	538.1			4.8				533.2				
GREAT AMERICA AMUSE PARK	T440	848.9			22.3				821.7				4.9
GREAT ESCAPE AMUSE PARK	T440	252.5			1.4				228.0				23.1
HERSHEY PARK AMUSE PARK	T440	1,904.5			44.1		397.2		1,436.7				26.5
HOLIDAY WORLD AMUSE PARK	T440	314.0					134.2		179.8				
HOLIDAY WORLD AMUSE PRK & SPLSHNG SFR	T440	803.9							803.9				
KENNYWOOD PARK AMUS PARK	T440	303.0					3.6		299.4				
KINGS DOMINION AMUSE PRK	T440	1,643.8			3.8		10.0		1,629.9				
KINGS ISLAND AMUSEMENT	T440	2,724.7			255.5		236.2		2,233.0				
KNOTTS BERRY FRM AMS PRK	T440	3,256.6			402.7		665.2		2,188.8				
KNOTTS SOAK CITY USA	T440	664.8			29.3		70.5		564.9				
LAGOON AMUSEMENT PARK	T440	445.6							445.6				
LAKE COMPOUNCE AMUSE PRK	T440	280.6			1.2	12.5			266.8				
LAKESIDE AMUSEMENT PARK	T440	280.8			215.2		52.0		13.5				
LAND/MAKE BLV AMUSE PRK	T440	514.2			9.2		19.6		485.4				
LEGOLAND AMUSEMENT PARK	T440	3,009.3			191.0		290.3		2,528.0				
MAGIC SPRINGS AMUSE PARK	T440	277.9					32.8		245.1				
MARINELAND AMUSE PARK	T440	1,294.6					48.4		1,246.2				
MICHIGANS ADVNTR AMUS PR	T440	591.6	58.7		1.9		136.3		394.8				
MOODY GARDENS AMUSE PARK	T440	363.5					210.3		153.2				
MOUNT OLYMPUS THEME PARK	T440	315.2					150.5		164.7				
NOAHS ARK WATER PARK	T440	425.4					87.2		338.2				
PLAYLAND AMUSEMENT PARK	T440	310.0			275.3				34.7				
RAPIDS WATER PARK	T440	435.6			37.7				397.9				
SCHLITTERBAHN WATER PARK	T440	557.2					87.0		470.2				
SEAWORLD ADVENTURE PARKS	T440	706.6	233.5		472.3		0.8						
SEAWORLD PARKS	T440	19,508.9					1,919.2		11,559.6	11.6	6,018.6		
SEAWORLD PARKS & BUSCH GARDENS	T440	409.3							286.2		123.1		
SESAME PLACE AMUSE PARK	T440	1,256.0	348.8		78.0		80.3		748.9				
SILVER DOLLAR CITY AMUSE	T440	1,753.4					152.3		1,601.1				
SIX FLAGS GREAT ADVNTR	T440	830.3			310.2		192.3						327.8
SIX FLAGS GREAT AMERICA	T440	524.0			61.9		453.3						8.9
SIX FLAGS MAGIC MTN PRK	T440	701.4					297.4						404.0
SIX FLAGS THEME PARKS	T440	36,110.0			557.7		1,911.3		33,554.9		51.9		34.2
SIX FLAGS THEME PARKS & COCA COLA	T440	2,456.5							2,456.5				
SIX FLAGS THEME PARKS & TACO BELL	T440	284.2							284.2				
SIX FLAGS/TX AMUSE PARK	T440	283.9			164.6		101.5						17.8
SPACE CTR HSTN AMSMT PR	T440	625.5			625.5								
UNIVERSAL STUDIO THM PRK	T440	1,413.7			266.1		629.3	78.3	439.9				
UNIVERSAL STUDIO/FL	T440	4,380.4			114.6		3,986.9		278.8				
UNIVERSAL STUDIO/HLYWD	T440	4,201.9					2.6		4,199.3				
VALLEYFAIR AMUSE PARK	T440	774.9					152.3		622.6				
WALT DISNEY THEME PARKS	T440	13,485.3					6,995.6	3,750.4	655.2	1,271.0	813.1		
WALT DISNEY WORLD	T440	17,544.9	12,525.6	597.0	678.2	22.0	745.7	1,291.1	950.1	15.7	719.4		
WALT DISNEY WORLD MRTHN	T440	392.6	392.6										
WALT DISNEY WORLD ONLINE	T440	52,899.1						34,047.7	2,702.8	6,133.2	10,015.4		
WATER COUNTRY WATER PARK	T440	252.6											252.6
WATER PARK OF AMERICA	T440	687.3			17.1		211.7						458.5
WATER WORLD AMUSE PARK	T440	413.8					65.0						348.8
WET N WILD AMUSE PARK	T440	1,329.9					440.1						889.8
WILD ADVENTURES THEME PK	T440	497.2					46.5						450.7
WORLDS OF FUN AMUSE PARK	T440	621.3			59.0		75.4						487.0
MOHANS CUSTOM TAILORS	V110	1,666.0			24.4	1,641.6							
PARIGI GROUP DSTR	V110	301.4	301.4			1.6							
AGILITY LOGISTICS SVC	V121	298.4					1,265.4						114.8
ARCELOR MITTAL STEEL CO	V121	5,745.6	4,480.2										
ATS ADVANCED TECH SVC	V121	261.1	261.1										
BUGS.COM ONLINE	V121	304.7							304.7				
BUTLER MFG CO CP	V121	255.4	248.4		7.0								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
C&D SCRAP METAL CO	V121	486.6					15.1		471.5				
CONCRETE BLOCK HOMES ADV	V121	261.9							261.9				
ELITE MFG CORP	V121	322.0	322.0										
GLASS DOCTOR SERVICES	V121	344.7					0.8		87.4		256.6		
GRAINGER INDUSTRIAL SUPP	V121	4,578.4					97.3					4,281.3	199.9
INTERTEK TESTING SVC	V121	373.0	359.8				13.2						
JACO ENVIRONMENTAL SVC	V121	355.7			273.2				82.5				
NYK LOGISTICS SERVICES	V121	717.1	717.1										
PACE-BUTLER SERVICES	V121	919.8	919.8										
PORT AUTH OF NY & NJ	V121	1,395.9			1,214.8	164.4							16.7
PORT AUTHORITY OF MA	V121	782.5			782.5								
PORT OF LOS ANGELES	V121	649.0	189.0		459.9								
PRATT & WHITNEY ENG MFG	V121	412.8	23.0		389.7								
PROJECT POLLUTION PRVNTN	V121	270.8			270.8								
RAVEN GOLD CORP	V121	616.5			455.3	142.9					18.3		
RECHARGEABLE BTRY RCYCLN	V121	6,261.9	5,627.6						148.3		485.9		
SDT WASTE & DEBRIS SVC	V121	416.4							416.4				
TYCO ELECTRONICS DISTR	V121	322.2			30.0		292.2						
VEOLIA ENVIRONNEMENT CP	V121	1,903.1				1,903.1							
VINEYARD BANK CONSUMER SERVICES	V121	374.2			356.3		17.9						
WASTE MGT CO	V121	808.1	777.1		5.1		25.8						
WASTE MGT HOLDINGS INC CP	V121	12,300.3			233.7				3,798.1	314.6		7,953.9	
WASTE MGT INC	V121	4,656.9	4,654.1		1.2		1.5						
YKK USA.ZIPPER CO	V121	283.2					283.2						
YRC LOGISTICS SERVICE	V121	484.0	484.0										
AJ BILLIG&CO AUCTIONEER	V122	297.9			292.3	1.6	4.0						
ALAMEDA COUNTY AUCTION	V122	1,076.5			1,076.5								
ALEX COOPER AUCTIONS	V122	3,169.2			3,038.2	0.8			130.1				
AMERICAN HERITAGE ACTNR	V122	348.8				348.8							
AUCTION BLOCK LOCAL ONLINE	V122	476.7			476.7								
BARGAIN NETWORK AUCTIONS	V122	9,763.7							6,771.8	2,402.1	589.8		
BARRETT JACKSON CAR AUC	V122	343.1	251.9						80.9		10.3		
BAY STATE AUCTION CO	V122	368.0			368.0								
BIDBUYAUCTION ONLINE	V122	419.9			419.9								
BLACKTHORN EST/ACTNR	V122	335.3			335.3								
BOB PARKS AUCTION CO	V122	260.9			260.9								
BONHAMS&BUTTERFIELDS AUC	V122	677.1	47.8		501.7	127.6							
CHRISTIES AUCTIONEERS	V122	1,943.3	184.1	114.4	63.4	1,581.5							
COMMONWEALTH AUC ASSOC	V122	638.0			638.0								
DIR AUCTIONEERS & AUCTIONS	V122	2,469.7			2,433.7	36.0							
EBAY.COM AUCTIONS ONLINE	V122	54,908.1	1,726.3		447.2	16.2	3,733.6	31,883.9	163.5	8,347.7	8,137.5		452.3
FLAWLESS AUCTIONEER	V122	853.5			853.5								
GOVERNMENT AUCTION	V122	369.8							369.8				
HERITAGE AUC GALLERIES	V122	620.0	464.4		155.6								
HUDSON&MARSHALL ACTNR	V122	898.6			898.6								
LAND AUCTION	V122	1,029.9							1,029.9				
LAND FORECLOSURES AUC	V122	550.9			547.1	3.8							
NATIONAL AUCTION GROUP	V122	305.5			64.5	241.0							
NATIONWIDE AUCTION SYS	V122	944.1							944.1				
NATIONWIDE PUBLIC AUC	V122	537.6			537.6								
OAZARKSFIRST.COM ONLINE	V122	620.5							620.5				
PAUL E SAPERSTEIN ACTNRS	V122	378.3			366.8	11.6							
PHILADELPHIA PBLC AT AUC	V122	357.6			78.5				279.1				
PHILLIPS DEPUTY&ACTNR	V122	738.8	620.6	114.4		3.8							
POLICE SEIZURE AUCTION	V122	287.9			15.7				266.6		5.6		
PUBLIC AUCTION SALE	V122	1,280.7			105.0				1,160.6		15.0		
ROCK ISLAND AUCTION CO	V122	508.7			97.2	411.4							
SHERIFFS AUCTION	V122	781.0			781.0								
SOTHEBYS AUCTION HOUSE	V122	1,013.0	64.7		13.7	934.6							
SOUTHERN CA ACTNRS ASSN	V122	582.4			582.4								
SWANN GALLERIES AUCTIONS	V122	470.5	340.5			130.0							
UBID.COM AUCTIONS ONLINE	V122	3,336.3							268.7		3,052.0	15.6	

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
USHOMEAUCTION.COM ONLINE	V122	2,243.8			2,130.0				113.8				
WILLIAMS&WILLIAMS ACTNR	V122	258.1			255.9	2.2							
1-800-656-9020 TAX INFO	V129	365.8										365.8	
1-800-961-1838 TAX INFO	V129	485.4							0.1			485.2	
ACS SERVICES	V129	877.0					877.0						
ADMINISTAFF BUSINESS SVC	V129	378.8									378.8		
ADVANCE AMERICA CASH ADV CON SVC	V129	2,994.3							2,994.3				
ADVANCED TECHNOLOGY SVC	V129	493.3	493.3										
ADVENT PDTS DEVELOPMENT	V129	1,714.9							1,714.9				
AMERICAN EXPRESS/BUS SVC	V129	800.7	522.5		261.8	16.4							
AMERICAN HOME PARTNERS	V129	1,864.2							466.0	1,340.2		58.0	
AMERICAN INVSTR NTWRK SV	V129	688.7			688.7								
AMERICAN MGT ASSN SVC	V129	281.0	166.2		100.4	14.4							
AT&T SMALL BUSINESS SVC ONLINE	V129	518.3	518.3										
BEARINGPOINT BUS SVC	V129	1,987.5	1,893.8										93.8
BIZFILINGS BUSINESS SVC ONLINE	V129	437.3										437.3	
CALHOUN CO BUSINESS SVC	V129	393.5			393.5								
CAMELOT COMM SVC GRP	V129	448.0					448.0						
CAMPUSDOOR SERVICES	V129	559.8	559.8										
CAREMARK RX INC CP	V129	939.2		263.9		675.3							
CDW SOLUTIONS PROVIDER	V129	16,858.6							7,915.0	47.6		8,895.9	
CERTIFIED Fldr DSPLY SVC	V129	365.0	365.0										
CERTIFIEDFIRST NTWRK SVC	V129	306.6	306.6										
CIT BUSINESS SERVICE	V129	1,416.5	1,416.5										
COMDATA SERVICE	V129	520.3	137.3									383.0	
CREDIT EXCHANGE CORP SVC	V129	428.0								2.3		425.6	
DELL SMALL BUSINESS SVC	V129	2,591.3	2,591.3										
DIAMOND CRTFD/RTNGS SVC	V129	6,738.6			6,738.6								
DIR PROF SERVICES	V129	10,951.4			10,951.4								
DOMINO HOME REGISTER	V129	300.5	300.5										
DOMUS DESIGN CENTER	V129	391.6	331.9			59.7							
DONLEN FLEET MGT SVC	V129	260.3	260.3										
DOW AUTOMOTIVE SERVICES	V129	259.1					259.1						
EDS ELECT DATA SYS SVC	V129	1,035.2	1,035.2										
FINANCIAL SUCCESS SYS SV	V129	284.0										87.5	196.5
FIREDOG TECH SLNTS CONS	V129	1,563.4							1,488.4	17.6	57.4		
GOLDLINE RESEARCH	V129	963.1	963.1										
HERITAGE BUILDING SVC	V129	1,073.6	1,073.6										
HP PARTNERONE BUS SVC	V129	402.1			402.1								
IBM EXPRESS ADVNTG SVC	V129	2,172.5		2,172.5									
IHS INC CP	V129	508.5			508.5								
INTELLIGENT OFFICE SVC	V129	315.1							315.1				
INTL BUSINESS WALES SVC	V129	287.8	188.7		99.0								
INVENT HELP	V129	4,969.8							945.8	840.4	3,105.5	77.6	0.4
INVENTION SBMSNS CORP	V129	553.1							414.4		138.8		
ISS INTERNET SEC SYS SVC	V129	798.4	797.6									0.9	
JD POWER & ASSOC	V129	365.2	239.9		145.4								
JH COHN LLP CP	V129	603.0			603.0								
LEGALZOOM.COM ONLINE	V129	7,773.2			25.4	4.2			0.0		2,742.2	4,995.9	5.5
MANHATTAN MEDIA SERVICES	V129	541.6	541.6										
MARSH MRCR KRL GY CRPNTR	V129	848.1			129.9	718.2							
MOTION MEDIA PROD SVC	V129	779.6					779.6						
MULTIMEDIA DEV CORP SVC	V129	665.2	665.2										
OCE BUSINESS SERVICES	V129	1,293.2	1,293.2										
OHIO TUITION TRUST PRGRM	V129	418.6							418.6				
PEROT SYSTEMS BUS SVC	V129	597.2	597.2										
PITNEY BOWES SERVICE	V129	1,004.5			19.5		985.0						
PRODUCING OFFICE AGENCY	V129	334.4					334.4						
REAL EST LIBRARY BUS SVC	V129	383.6			383.6								
REGUS BUSINESS SERVICE	V129	979.4	141.1		28.8		25.7		783.8				
RESOURCES GLBL PROF SVC	V129	2,352.3	2,352.3										
ROLL INTL CORP	V129	3,070.4					3,070.4						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SAIC SERVICES	V129	389.2					389.2						
SERINO COYNE PROF SVC	V129	329.2					329.2						
SILBOWITZ GARAFOLA&SCHTZ	V129	331.0							331.0				
SITEL SERVICES	V129	320.7	320.7										
SUNGARD BUSINESS SERVICE	V129	719.7	719.7										
SYMANTEC GLOBAL SERVICES	V129	667.1	667.1										
TARGET SERVICES	V129	668.1			580.0	88.1							
TOSHIBA ENCOMPASS SVC	V129	759.4	759.4										
TRILOGY BUSINESS SERVICE	V129	309.8	309.8										
TYRE BAILEY ROBERTS&ASC	V129	439.0			439.0								
UNILEVER PLC CP	V129	489.6	489.6										
UNKNOWN ADV MISC BUSINESS SVC	V129	309.7							309.7				
UPS BUSINESS SERVICE	V129	695.3	695.3										
UPS SUPPLY CHAIN MGT SVC	V129	264.2				264.2							
VERISIGN INTELLIGENT/SVC	V129	468.3	468.3										
WARNER BROS STUDIOS	V129	291.1					291.1						
WHEELBASE COMM BUS SVC	V129	3,367.9			3,367.9								
WINNING EDGE INFO SVC	V129	421.4											421.4
XEROX BUSINESS SERVICES	V129	681.7	151.9			529.7							
XEROX GLOBAL SERVICES	V129	3,941.7	3,393.2			548.5							
XPLANE BUSINESS SERVICES	V129	466.9	466.9										
ASPIRA THE SPA	V131	280.4			280.4								
BOSLEY MED INST/HAIR RPL	V131	23,488.7							1,024.9	1,735.5	3,867.4	16,860.9	
CLARINS SKIN SPA	V131	257.2	107.5	114.4		35.3							
COMPLETELY BARE	V131	270.8		214.8						55.9			
COST CUTTERS BEAUTY SLN	V131	943.1			24.1		79.8		431.9				407.3
DIR BEAUTY SHOPS	V131	611.4			611.4								
ELIZABETH GRADY FCL SLN	V131	383.4			383.4								
FANTASTIC SAMS HAIR SLN	V131	2,634.8			73.5		20.0		1,826.2				715.0
GREAT CLIPS HAIR&BTY SLN	V131	10,318.8			139.1		12.9	139.7	3,619.6				6,314.1
HAIR CLUB FOR MEN	V131	2,992.8							752.0	540.1	814.4	886.3	
HAIR CLUB SALON	V131	610.5	524.6		85.9								
HAIR CLUB/MEN & WOMEN	V131	1,535.1					168.1		82.9	1,273.2	10.9		
HAIR CUTTERY HAIR SALON	V131	3,637.9			224.6		1,580.2						1,833.1
HANS WIEMANN HAIR RPLC	V131	648.3								648.3			
IDEAL IMAGE BEAUTY SALON	V131	656.5					555.0						101.5
IHRS INTL HAIR RSTRN SYS	V131	484.5								484.5			
INVISIONS HAIR RPLCMNT	V131	278.3								278.3			
JKS INTL SALON	V131	259.7			259.7								
LITETOUCH HAIR LS RSTRTN	V131	369.6			367.3	2.3							
LOCCITANE SALON	V131	431.3					431.3						
MERLE NORMAN STUDIOS	V131	2,864.9	253.4		105.6		11.0		2,495.0				
MHN HAIR NOW SALON	V131	472.5			472.5								
MHN HAIR STUDIO	V131	444.6	419.6						25.0				
MORPHOSIS RVJNTN STD	V131	533.8			533.8								
NS NEOSKIN LASER HR RMVL	V131	323.3		64.6	258.7								
OASIS DAY SPA	V131	372.7	295.8		76.1		0.7						
OUIDAD BEAUTY SALON	V131	381.4	381.4										
QUA BATHS & SPA	V131	553.7	553.7										
QUIROZAGUA SPA & SALON	V131	370.8							370.8				
RED DOOR SALON & SPA	V131	373.5	62.4	228.7	49.3	33.0							
REGIS SALONS	V131	517.6	439.8		74.6	3.2							
SAN MIGUEL SPA	V131	349.3							349.3				
SUPERCUTS HAIR SALON	V131	6,626.3			41.5	4,405.7	209.0		412.8		2.2		1,555.2
SWORD HAIR RSTRTN CTR	V131	265.9			265.9								
TONI & GUY HAIRDRESSING	V131	1,615.2	1,609.8		5.3								
ALAN BITTNER MD	V132	292.5			292.5								
BAN BARBAT DDS	V132	253.9			253.9								
BRAD PLUCKHAN DC	V132	807.7			807.7								
CLYDE UCHIDA DDS	V132	552.8					552.8						
DIR DOCTORS/DENTIST/NURSES	V132	3,428.0			3,428.0								
ERIC GINTER DC	V132	321.1			321.1								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FEINSTEIN MD	V132	425.3							425.3				
GREGORY D ALBERT MD	V132	372.7			372.7								
HOUR EYES OD	V132	2,005.4			89.6				1,915.8				
HOWARD A POPPER DDS	V132	315.3			315.3								
HOWARD A POPPER DDS & JASON P POPPER	V132	257.8			257.8								
HOWARD B FEFFER DDS	V132	362.7			272.8				89.9				
J SHERLOCK MD	V132	252.5			252.5								
JEFF WINTERHEIMER MD	V132	267.7			267.7								
JOHN CHRISTIAN SCHR DDS & RICK L KLN	V132	441.0	441.0										
JOHN SCHIRO&RICK KLN DDS	V132	254.1	254.1										
JOSE KATZ MD	V132	1,548.1							1,548.1				
KEN MOADEL MD	V132	592.1			592.1								
MARK CANNON MCCAULEY DDS	V132	259.9			259.9								
ROBERT L BECK DMD MD	V132	432.7			432.7								
SHANE L STANLEY DC	V132	773.5			773.5								
SHIMMYO MD	V132	273.4							273.4				
WADE BARKER MD	V132	385.6			34.7				350.9				
1-800-4BRACES	V133	1,518.7								1,518.7			
1-888-SMILE-INFO DNTL NT	V133	1,295.4								1,295.4			
AA LASER&SKIN RVJNTN CTR	V133	291.4			291.4								
ABINGTON MEMORIAL HOSP	V133	393.2			350.7		5.8		36.6				
ABSOLUTE DENTAL CLINIC	V133	461.1			684.8					461.1			
AC DENTAL OFFICE	V133	684.8											
ACCIDENT & INJURY CHIRO	V133	494.6							494.6				
ADVANCED LASER CENTER	V133	342.0			21.5		11.5		309.1				
ADVANCED LIPO DSLV CTR	V133	1,245.9			2.2					1,243.6			
ADVANCED MEDICAL INST	V133	276.5			276.5								
ADVOCATE CHRIST MED CTR	V133	326.7			262.2		64.5						
ADVOCATE GD SHPHRD HOSP	V133	267.4			267.4								
ADVOCATE HEALTHCARE	V133	480.3	41.8		29.8		347.6		61.1				
AFFORDABLE DENTURES	V133	2,860.3			193.8		230.5		2,436.0				
AKRON CHILDRENS HOSPITAL	V133	364.2			60.3		42.7		261.2				
AKRON GENERAL HOSPITAL	V133	499.5					2.3		497.2				
AKRON GENERAL MED CTR	V133	561.9			370.0		134.3		57.6				
ALBANY MEDICAL CENTER	V133	387.3	15.4		362.2		9.6						
ALBERT EINSTEIN MED CTR	V133	266.2			221.0		45.2						
ALEGENT HEALTH CARE SYS	V133	295.6					85.9		209.6				
ALEXIAN BROS HOSP NTWRK	V133	351.9			308.4		43.5						
ALEXIAN BROS HOSPITAL	V133	260.0							260.0				
ALL SMILES DENTAL	V133	275.9			6.2				269.7				
ALLCARE DENTAL&DENTURES	V133	3,584.8			752.0				2,832.8				
ALLERGY CARE CENTER	V133	663.5			117.6				545.9				
ALLURE MEDICAL SPA	V133	1,527.5	9.6		1,343.3		170.3		4.2				
AMERICAN ACADEMY/DRMTLGY	V133	4,548.6	4,514.3		33.8				0.4				
AMERICAN ACADEMY/FAM PHY	V133	1,058.3	409.8		13.4	496.4						138.7	
AMERICAN DENTAL CARE	V133	882.9					38.3		844.6				
AMERICAN DENTAL CENTERS	V133	324.0			33.9		4.5		285.6				
AMERICAN INST/GSTRC BNDG	V133	685.2			531.4				153.8				
AMERICAN LASER CENTERS	V133	2,949.5	1,863.5	108.6	607.4		27.4		86.4		66.5		189.7
AMERICAN SOC/PLSTC SRGNS	V133	364.0	112.6		1.4							250.0	
APPEARANCE IMPLNT&FAM DN	V133	397.5			397.5								
APPLE ORTHODONTIX	V133	807.4							807.4				
ARIZONA CTR/IMPLNT DNTST	V133	977.4			977.4								
ARROWHEAD CLINICS	V133	913.9							913.9				
ASPEN DENTAL CENTER	V133	3,208.8							3,208.8				
ASPEN DENTAL GROUP	V133	1,242.0			1,242.0								
ATLANTA CTR/CSMTC DNSTRY	V133	755.1	729.7						25.4				
ATLANTIC HEALTH SYSTEM	V133	291.4			272.4	19.0							
ATLANTIC MED IMAGING CTR	V133	270.5			270.5								
atrium medical center	V133	335.2			29.0		26.2		280.0				
AURORA HEALTH CARE SYS	V133	1,387.6			207.1		144.3		1,036.2				
AUSTIN-WESTON CTR/CSMTC	V133	664.4			664.4								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BACK PAIN INSTITUTE	V133	724.4			307.2	22.0			395.2				
BACK/ACTION SPNL DCMPRSN	V133	1,362.4			1,362.4								
BANNER HEALTH HOSPITAL	V133	452.4			133.1				319.3				
BAPTIST HEALTH CARE CTR	V133	403.0	40.1		9.1				353.8				
BAPTIST HEALTH SYS FL	V133	855.6	120.2		621.3				114.0				
BAPTIST HEALTH SYSTEM	V133	1,096.7	40.1					636.8	419.8				
BAPTIST HOSPITAL	V133	1,086.3			199.8			530.8	355.8				
BAPTIST HOSPITAL EAST	V133	673.7			40.1				633.7				
BARNES JEWISH HOSPITAL &WA UNIV/MED	V133	355.5			354.8				0.7				
BARNET DLNY PRKNS EY CTR	V133	519.9			519.9								
BATON ROUGE GEN MED CTR	V133	259.0						138.5	120.6				
BAYADA NURSES	V133	695.4			16.2			24.6	654.6				
BAYLOR ALL ST MED CTR	V133	280.2	14.4		142.6			123.2					
BAYLOR HEALTH CARE SYS	V133	2,392.1	111.2		52.3			1,486.7	741.9				
BAYLOR UNIV MED CTR	V133	1,646.8	1,297.5		276.1			6.0	64.8				2.4
BEAUMONT HOSPITAL	V133	2,111.2			199.9	46.5		586.7	1,278.0				
BEITMAN LASER EYE INST	V133	989.5			989.5								
BELLIN HEALTH SYSTEMS	V133	275.1						8.1	195.9				71.2
BEVERLY HILLS ADVNCD LSR	V133	685.6			685.6								
BEVERLY HOSPITAL	V133	612.2			184.4			185.6	242.1				
BEYER CHIRO&PHYSCL THRPY	V133	305.2			305.2								
BIOSPHERE MEDICAL CENTER	V133	466.1			12.6			453.5					
BISCUP SPINE INSTITUTE	V133	379.9			379.9								
BLOOD CENTER	V133	275.9						16.2	259.7				
BODY BEAUTE CLINIC	V133	276.5			272.2			4.4					
BON SECOURS HLTHCR SYS	V133	758.7	15.4	22.3	95.7			291.0	334.3				
BONFILS BLOOD CENTER	V133	516.7			291.5			69.5	155.6				
BOOTH EYE CARE&LSR CTR	V133	2,138.5			1,303.9				834.6				
BORGESS MEDICAL CENTER	V133	430.0			9.3				420.7				
BOSTON MEDICAL GROUP	V133	8,343.7			7,517.6	810.4							15.7
BOTSFORD GENERAL HOSP	V133	374.8						22.2	352.6				
BOULDER COMMUNITY HOSP	V133	260.9			228.6				32.2				
BRADFORD HEALTH SERVICES	V133	638.1			2.2			102.1	533.8				
BRADFORD MEDICAL HOSP	V133	331.0						331.0					
BRAIN MATTERS MED CTR	V133	371.6							371.6				
BRIDGEPORT HOSPITAL	V133	358.0			241.1	27.2		89.6					
BRIGHAM & WOMENS HOSP	V133	416.2			11.1			0.5	404.7				
BRIGHT NOW DENTAL CENTER	V133	353.6			13.0			340.6					
BRONX-LEBANON HOSPITAL	V133	273.2			273.2								
BROOKWOOD MEDICAL CENTER	V133	264.7							264.7				
BROWARD GENERAL MED CTR	V133	559.0			105.4			220.0	223.9				9.7
BROWN & TOLAND MED GROUP &HEALTH NET	V133	369.2			369.2								
CABELL HUNTINGTON HOSP	V133	550.0						58.5	491.5				
CALIFORNIA HOSPITAL ASSN	V133	617.7							617.7				
CALIFORNIA PCFC MED CTR	V133	343.6			73.2			225.9					44.5
CALVARY HOSPITAL	V133	438.8			180.6	82.1			176.1				
CAMBRIDGE HLTH ALNC CTR	V133	256.4			8.3			248.1					
CAMBRIDGE MEDICAL CLINIC	V133	504.5			504.5								
CANCER TREATMENT CENTERS	V133	25,992.2			243.8			26.9	1,629.8	9,420.1	8,146.3	6,525.4	
CAPE FEAR VALLEY MED CTR	V133	255.8								255.8			
CAPITAL IMAGING ASSOC	V133	306.3			273.6			32.8					
CARDIO MED LTD	V133	407.2			407.2								
CARENOW MEDICAL CLINIC	V133	442.8						61.0	381.8				
CAROLINA MEDICAL CENTER	V133	435.8						418.9	16.9				
CAROLINAS MEDICAL CENTER	V133	568.6			327.3			51.7	189.6				
CARTERET CMPRHNSV MED CR	V133	413.9			413.9								
CATHOLIC HEALTH SERVICES	V133	271.9							271.9				
CATHOLIC HEALTHCARE WEST	V133	714.0			75.5	140.0		498.4					
CATHOLIC HLTHCR WST CTR	V133	487.1			334.6	151.2	1.3						
CENEGENICS MEDICAL INST	V133	3,507.2	697.7		2,021.2	788.3							
CENTEGRA HEALTH SYSTEM	V133	621.2			481.2			140.1					
CENTER FOR LASER SURGERY	V133	303.9			303.9								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CENTER/COLORECTAL HLTH	V133	1,045.2			1,001.0		9.3						35.0
CENTER/FACIAL RJNTN	V133	304.4			304.4								
CENTER/MEDICARE&MDCC SVC	V133	333.4										333.4	
CENTER/REGENERATIVE MDCN	V133	1,099.9	1,099.9										
CENTERS/DISEASE CNTRL&PR.	V133	1,594.1	990.9		11.3		104.3		28.7			133.6	325.5
CENTRAL BAPTIST HOSPITAL	V133	664.8					245.6		419.2				
CENTRAL DUPAGE HOSPITAL	V133	1,086.7			593.2		282.5		98.1				112.9
CHESTER COUNTY HOSPITAL	V133	342.6			170.5		56.2		115.9				
CHILDRENS HEALTH CR CTR	V133	760.9					760.9						
CHILDRENS HEALTH CR/ATLN	V133	503.4	13.3						490.1				
CHILDRENS HEALTHCARE/ATL	V133	277.6	244.6		33.0								
CHILDRENS HOSP & CLINICS	V133	396.2			129.7				265.9		0.6		
CHILDRENS HOSP & REGIONAL MED CTR	V133	941.7	332.4		254.4	27.0			327.9				
CHILDRENS HOSP MED CTR	V133	415.2					405.2		10.0				
CHILDRENS HOSP/BOSTON	V133	432.5			289.8				142.7				
CHILDRENS HOSP/KNGS DGH	V133	508.6			291.4		12.5		204.7				
CHILDRENS HOSP/LOS ANGLS	V133	478.1			176.4				301.6				
CHILDRENS HOSP/PHLDLPH	V133	285.8			285.8								
CHILDRENS HOSPITAL	V133	3,760.5			245.7		1,000.0		1,806.8				708.1
CHILDRENS HOSPITAL OF WI	V133	304.5		183.0	6.3	32.2	55.3		27.8				
CHILDRENS INSTITUTE	V133	470.9			4.3		53.8		412.8				
CHILDRENS MEDICAL CENTER	V133	1,292.9	10.2		111.8		591.0		519.0	12.9			48.0
CHILDRENS MEMORIAL HOSP	V133	1,815.8	11.6		569.2		201.6		1,033.4				
CHILDRENS MERCY HOSPITAL	V133	366.3			46.4		101.5		218.5				
CHILDRENS NATL MED CTR	V133	513.7	332.4		27.9				153.4				
CHILTON MEMORIAL HOSP	V133	496.2			390.8		105.5						
CHRIST HOSPITAL	V133	1,108.1			601.9		21.9		484.3				
CHRISTIANA CARE HLTH SYS	V133	354.7	120.8				176.2		57.7				
CHRISTIUS SANTA ROSA HOSP	V133	304.7	35.5		248.3		19.9		1.0				
CINCINNATI CHILD HOSP	V133	681.9			112.5		174.0		395.4				
CITY OF HOPE CANCER CTR	V133	590.5		40.5					66.9		3.0		480.0
CITY/HOPE NATL MED CTR	V133	1,359.1	919.7		408.2		31.2						
CLARIAN HEALTH PARTNERS	V133	405.6	77.3		28.2		289.5		10.6				
CLARIAN HEALTH SYSTEM	V133	750.3	11.8		51.4		340.4		346.7				
CLEARCHOICE DENTAL/CTR	V133	625.6			372.2		20.0		233.3				
CLEVELAND CLINIC	V133	8,265.5	4,905.6		1,105.3	52.3			253.5		1,948.8		
CLEVELAND CLINIC FL	V133	540.0			355.9				184.1				
CLEVELAND CLINIC FNDTN	V133	275.1	241.4				33.8						
CLINICA DE ACCIDENTES	V133	453.3							453.3				
CLINICA MEDICA GENERAL	V133	1,504.1							1,504.1				
CLINICA MEDICA SN MIGUEL	V133	1,269.2					8.4		1,260.8				
COLUMBIA ST MARYS HOSP	V133	775.8							775.8				
COMMUNITY HOSP/LOS GATOS	V133	333.0			333.0								
COMMUNITY HOSPITAL	V133	422.6			38.1		296.3		88.2				
COMMUNITY MEMORIAL HOSP	V133	632.1			10.8		94.5		526.7				
CONTEMPORARY DNTL IMPLNT	V133	677.5			677.5								
COOK CHILDRENS MED CTR	V133	1,482.0	261.9		31.6		543.1		645.4				
COOPER HEALTH SYSTEM	V133	379.9			0.1		80.0		299.7				
COOPER UNIVERSITY HOSP	V133	2,197.5							2,197.5				
COSMETIC SRGRY INFO CTR	V133	453.8			453.8								
COVENANT HEALTHCARE SYS	V133	478.8			10.8		210.5		257.5				
COX HEALTH SYSTEMS	V133	363.6					77.7		285.9				
CRESPO & ASSOC REHAB CTR	V133	301.4							301.4				
CROWN COSMETIC SRGRY CTR	V133	322.7			322.7								
CROZER KEYSTONE HLTH SYS	V133	262.9			107.0		155.9						
DALLAS REGIONAL MED CTR	V133	254.3			155.6		93.6		5.0				
DANA-FARBER CANCER INST	V133	393.2	362.4		0.6		30.1						
DANBURY HOSPITAL	V133	413.9			110.5		205.6		97.8				
DAVITA DIALYSIS CENTER	V133	417.1	27.2		95.1		109.6		185.2				
DAY ONE HEALTH SYSTEMS	V133	253.5							253.5				
DAYONE HEALTH MED CTR	V133	269.4			269.4								
DEACONESS HOSPITAL	V133	584.9			41.2		188.2		355.5				

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DEAN ANDERSON CHIRO	V133	272.0			272.0								
DECATUR VEIN CLINIC	V133	431.1			184.1				247.0				
DEKALB MEDICAL CENTER	V133	482.8			18.0		116.9		347.9				
DELLA RUSSO LSR VSN CTR	V133	275.0			275.0								
DELLO RUSSO LASER CENTER	V133	391.6							391.6				
DENTAL CENTER	V133	281.1			103.1		8.0		170.0				
DENTAL GROUP	V133	297.9			297.9								
DENTAL IMPLANT CENTER	V133	310.6			236.4				74.3				
DENTAL WORKS	V133	1,431.4							1,431.4				
DENTURE CENTERS	V133	1,415.3			1,415.3								
DERMACARE LSR&SKN CLNCS	V133	508.9	5.9		299.2				203.8				
DETROIT MEDICAL CENTER	V133	725.8			67.3		557.1		101.4				
DEVOS CHILDRENS HOSPITAL	V133	360.7							360.7				
DIABETES CARE CENTER	V133	277.3			9.9				0.6		266.9		
DIR HOSPITALS/CLNCS/MED CTR	V133	2,672.0			2,672.0								
DOCTORS CARE CENTER	V133	467.4			1.8		457.7		7.9				
DOCTORS HOSPITAL	V133	275.4			47.8		166.7		61.0				
DOYLESTOWN HOSPITAL	V133	283.7			283.2				0.5				
DREYER MEDICAL CLINIC	V133	309.9			33.2		226.9		49.9				
DUKE MEDICINE CENTER	V133	252.6			252.6								
DUKE UNIV MED CTR	V133	974.8	38.7		14.5		54.5		867.1				
DYNAMIC REHAB CTR	V133	883.1			360.2				522.8				
EASTERN CT HEALTH NTWRK	V133	506.1			506.1								
EBT HEART&BODY IMNG CTR	V133	623.8			623.8								
EL CAMINO HOSPITAL	V133	394.6			217.0		177.6						
EMERGENCY CHIROPRACTIC	V133	939.5					234.1		705.4				
EMORY HEALTHCARE SERVICE	V133	253.2			178.6		74.6						
ENGLEWOOD HOSP & MED CTR	V133	699.9			648.5	51.3							
ERLANGER MEDICAL CENTER	V133	301.2	25.8						275.4				
ESSEX PAIN MGT	V133	274.9			274.9								
EVANSTON NRTHWSTRN HLTH	V133	921.8			921.8								
EYE SURGERY INSTITUTE	V133	263.2			263.2								
FAIRVIEW HOSPITAL	V133	812.5			49.4		400.2		362.8				
FERNANDEZ DENTAL CLINIC	V133	644.2							644.2				
FERTILITY PHYSCNS/N CA	V133	266.2			266.2								353.2
FIBROMYALGIA&FATIGUE CTR	V133	526.6			173.4								
FIDELIS CARE HOSPITAL	V133	634.2			8.0		626.3						
FIG LIPO DISSOLVE CLINIC	V133	9,763.3					66.7		9,696.6				
FLORIDA HOSPITAL	V133	971.0					935.9		35.1				
FOOT & ANKLE HEALTH CTR	V133	987.9			987.9								
FOOT SOLUTIONS CLINIC	V133	497.0			402.6		5.0		89.4				
FORSYTH MEDICAL CENTER	V133	388.0					79.4		303.8	4.9			
FORT SANDERS RGNL MED CT	V133	317.5							317.5				
FOX CHASE CANCER INST	V133	965.4			79.1	28.7			857.6				
FRANCISCAN HEALTH SYSTEM	V133	329.9			256.4				73.5				
FRANKFORD HOSPITAL	V133	378.2			156.8		221.4						
FRANKLIN SQUARE HOSP CTR	V133	546.6			103.3				443.3				
FROEDERT MRL LTHR N HOSP &MED CLG	V133	501.1							501.1				
FULLERTON DRAKE MED CTR	V133	549.1							549.1				
FULLERTON SURGERY CENTER	V133	406.8							406.8				
GBMC GREATER BALT MED CN	V133	415.5			53.8				361.6				
GENESIS DISC INST CHIRO	V133	706.8			706.8								
GENETICS & IVF INSTITUTE	V133	466.2		356.4	90.3	19.6							
GENTLE DENTAL CENTER	V133	549.5			326.1		30.1		193.3				
GILBERT HOSPITAL	V133	611.9			611.9								
GOOD SAMARITAN HOSPITAL	V133	1,335.0		227.6	598.2	1	179.8		329.4				
GOOD SAMARITAN MED CTR	V133	327.9			294.2		22.3		11.3				
GOOD SHEPHERD HOSPITAL	V133	254.4			13.2		241.2						
GOSHEN HEALTH SYSTEM	V133	280.3							280.3				
GREAT EXPRSNS DNTL CTR	V133	302.4			12.3				290.1				
GREENWICH HOSPITAL	V133	1,013.5			821.4	68.3	123.8						
GROUP HEALTH ASSOC	V133	706.4			3.1								703.3

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GROUP HEALTH COOPERATIVE	V133	1,286.6					101.3		1,185.3				
HACKENSACK UNIV MED CTR	V133	3,243.3	70.6	422.0	1,082.9	362.5			1,042.0		263.3		
HAIR RESTORATION CENTERS	V133	288.0			52.9		49.6		185.4				
HALIFAX MEDICAL CENTER	V133	507.6							489.2				18.5
HAND CENTER	V133	1,091.5					452.4		639.2				
HARBOR HOSPITAL	V133	265.6			211.1		54.5						
HARRIS METHODIST HOSP	V133	632.2	126.3		33.3		472.6						
HARTFORD HOSPITAL	V133	1,090.3			455.5		7.5		627.4				
HEADACHE & PAIN CENTER	V133	460.2			1.9				458.3				
HEALTH TX MEDICAL GROUP	V133	253.8			165.3		86.9		1.6				
HEALTH EAST CARE SYS HOSP	V133	417.7			417.7								
HEALTHSOURCE CHIRO&RHB	V133	359.9		3.7	355.5				0.6				
HEALTHSOUTH REHAB HOSP	V133	330.4	298.4		3.3		3.6		25.1				
HEMORRHOID RELIEF CENTER	V133	876.7			547.6				329.1				
HENDRICKS REGIONAL HLTH	V133	520.6			5.3		150.7		364.7				
HENRY FORD HOSPITAL	V133	1,071.0					50.1		1,020.9				
HENRY FORD MEDICAL GROUP	V133	367.1							367.1				
HHC NY HEALTH & HOSPITAL	V133	270.5					270.5						
HIGHLINE MEDICAL CENTER	V133	453.4			27.6		27.8		398.0				
HILL PHYSICIANS MED GRP	V133	485.2			5.3				428.6				51.3
HILLCREST HOSPITAL	V133	437.1			115.5		106.9		214.7				
HOAG HOSPITAL	V133	643.9			504.4	139.5							
HOLY CROSS HOSPITAL	V133	1,406.1			861.3		170.0		374.8				
HOLY NAME HOSPITAL	V133	2,103.4			1,714.2	221.5	57.4		98.8				11.6
HOLY SPIRIT HOSPITAL	V133	374.3					268.0		106.3				
HOSPITAL OF CENTRAL CT	V133	939.9			577.1		96.7		266.2				
HOSPITAL/SPECIAL SURGERY	V133	2,368.5	349.7	183.0	165.8	1,258.2	66.7		345.2				
HOTZE HEALTH&WLNS CTR	V133	424.0	424.0										
HOUSTON VEIN INSTITUTE	V133	378.8			378.8								
HUMANA HEALTH SERVICES	V133	350.2	36.9				313.3						
IDEAL IMAGE CSMTC SRGRY	V133	340.8					340.8						
INDIANA UNIV CANCER CTR	V133	416.9	268.6		38.6				109.7				
INGALLS MEMORIAL HOSP	V133	343.9			52.7		291.2						
INNERVISION CLINIC	V133	279.7			279.7								
INTEGRIS BAPTIST MED CTR	V133	285.1							285.1				
INTEGRIS HEALTH	V133	1,187.6		29.2			126.7		1,031.7				
INTEGRIS OK HEART CENTER	V133	482.8							482.8				
INTERMOUNTAIN HEALTH CR	V133	721.2					16.2		705.0				
IOWA CLINIC	V133	364.9					68.0		296.9				
JEFFERSON DENTAL CLINIC	V133	1,552.0							1,552.0				
JEFFERSON HOSPITAL	V133	374.1			28.0				346.1				
JEFFERSON UNIV HOSP	V133	618.1			132.0				486.1				
JEWISH HOSPITAL	V133	757.2			24.5		110.4		622.3				
JOE DIMAGGIO CHILD HOSP	V133	286.0			99.1				186.9				
JOHN F KENNEDY MED CTR	V133	501.9			411.7	85.0	5.2						
JOHN MUIR HEALTH CENTER	V133	1,267.6			1,175.7		91.9						
JOHN MUIR MEDICAL CENTER	V133	401.1			10.1		388.5		2.5				
JOHN PETER SMITH HOSP	V133	270.2					270.2						
JOHNS HOPKINS HOSPITAL	V133	383.6	32.2	171.5	42.7	17.8	119.3						
JUPITER MEDICAL CENTER	V133	378.5			256.9		95.0		26.7				
K CLINIC MEDICAL CLINIC	V133	318.6							318.6				
KAISER PERMANENTE HOSP	V133	9,429.7					2,045.9		7,383.8				
KAISER PERMANENTE MD CTR	V133	559.7			288.7		271.0						
KARMANOS CANCER INST	V133	732.8			713.3		19.5						
KELSEY-SEYBOLD CLINIC	V133	438.4	68.5		191.0		178.9						
KENNEDY HEALTH SYSTEMS	V133	453.0			116.8				336.1				
KESSLER INSTITUTE/REHAB	V133	613.8		202.4	163.7	247.6							
KETTERING MEDICAL CENTER	V133	788.1			471.4		80.1		236.6				
KINGS DAUGHTERS MED CTR	V133	472.1					117.0		355.1				
KLEIMAN EVANGELISTA EYCR	V133	546.6			546.6								
KOOL SMILES DENTAL/CTR	V133	1,198.5					19.7		1,120.9				58.0
KREMER LASER EYE CENTER	V133	349.2					169.3		179.9				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
KRONOS OPTIMAL HLTH CTR	V133	306.1			306.1								
LA CTR/COSMETIC SURGERY	V133	300.4							300.4				
LAHEY CLINIC	V133	595.8			110.2	35.3	45.0		366.8				38.5
LAKE FOREST HOSPITAL	V133	780.5			741.0		39.5						
LAKELAND HEALTH CARE CTR	V133	289.6					22.2		267.4				
LAKELAND RGNL MED CTR	V133	502.1							502.1				
LASER CONCEPTS/CHCG CTR	V133	280.8							280.8				
LASER EYE CENTER	V133	1,696.7			798.6				898.1				
LASIK CENTER MED GROUP	V133	428.3			428.3								
LASIK PLUS VISION CENTER	V133	22,665.8	928.7	881.5	6,009.1		77.7		4,696.5	50.4	1,921.3		8,100.6
LASIK VISION INSTITUTE	V133	4,466.6			1,381.4		25.1		3,060.0				
LE BONHEUR CHILD MED CTR	V133	468.0			110.0		38.0		320.0				
LEHIGH VALLEY HOSPITAL	V133	507.4			360.8		146.7						
LEON MEDICAL CENTER	V133	1,171.4					206.3		965.2				
LEVINE CHILDRENS HOSP	V133	471.1	9.7		37.6				423.9				
LEXINGTON MEDICAL CENTER	V133	331.9	15.4				155.6		160.8				
LIFE LINE SCREENING	V133	1,434.3			942.7				10.8			478.8	2.0
LIFEBRIDGE HEALTH SYSTEM	V133	659.9					192.4		467.5				
LIFESTYLE LIFT CENTERS	V133	6,896.1	3,267.4						3,611.5		17.2		
LITE TCH MED CSMTLGY CTR	V133	692.3			692.3								
LITTLE CO/MARY HOSPITAL	V133	315.7			315.7								
LIZASO & VASALLO DDS	V133	344.7							344.7				
LOMA LINDA UNIV MED CTR	V133	1,325.8	284.3	171.5	307.1	32.2	222.0		259.9				48.8
LONG BEACH MRL MED CTR	V133	510.2			127.5		348.3		34.4				
LOOKSFORLESS.COM ONLINE	V133	555.4	555.4										
LOURDES HEALTH SYSTEM	V133	350.3			238.3		112.0						
LOVELACE HEALTH SYS CLNC	V133	725.8					667.7		58.1				
LOYOLA MEDICINE CLINIC	V133	876.6			876.6								
LOYOLA UNIV MEDICAL CTR	V133	1,104.8	99.0		2.8		12.9		990.1				
LUMINEERS BY CERINATE	V133	12,173.7	1,047.7	360.0	45.4			90.8	685.9	9,844.0	100.0		
LUNA COSMETIC CTR/SRGY	V133	728.5					3.6		724.9				
LUNA EYE CENTER	V133	315.1			16.1				299.0				
LUNA HEALTH MGT	V133	302.1											302.1
MADISON CENTER	V133	266.7							266.7				
MAGEE-WOMENS HOSPITAL	V133	315.1			127.4		13.1		174.5				
MAIMONIDES MEDICAL CTR	V133	707.1		394.0	121.8	191.2							
MARQUE MEDICOS	V133	286.3							286.3				
MASSACHUSETTS GEN HOSP	V133	424.4			80.7		96.5		247.2				
MAYO CLINIC	V133	490.8	465.1		25.7								
MCLEAN HOSPITAL	V133	324.0	324.0										
MD ANDERSON CANCER CTR	V133	5,178.7	2,620.5		39.6	46.6			588.6				1,883.3
MEA FAMILY MED CLINIC	V133	283.1					101.4		181.7				
MEDEXPRESS URGENT CARE	V133	736.5			423.4		313.1						
MEDICAL CENTER/AURORA	V133	292.5			292.5								
MEDICAL HAIR RESTORATION	V133	3,492.1			7.9				1,099.6		1,715.0	540.5	129.2
MEMORIAL CARE SYSTEM	V133	523.0							523.0				
MEMORIAL HEALTHCARE SYS	V133	382.9			144.8		30.1		207.9				
MEMORIAL HERMANN HLTHCR	V133	301.9			165.0		107.7		29.3				
MEMORIAL HERMANN HOSP	V133	490.7			457.4		33.3						
MEMORIAL HOSPITAL	V133	669.2			25.8		361.1		282.3				
MEMORIAL SLOAN-KETTERING	V133	4,226.8	1,058.7	1,841.2	464.0	805.1	57.8						
MERCY HEALTH SYSTEM	V133	447.8			332.4		15.1		100.3				
MERCY HOSPITAL	V133	2,677.6			1,456.9		333.5		887.1				
MERCY MEDICAL CENTER	V133	902.2	8.4		50.6		479.7		363.5				
MERIDIAN HEALTHCARE CTR	V133	433.6			112.4		321.2						
MERITER HOSPITAL	V133	330.6					35.4		295.3				
METHODIST HEALTHCARE SYS	V133	598.5	8.1		6.8		196.7		386.8				
METHODIST HOSPITAL	V133	3,193.1	155.7		705.5	51.3	874.2		1,406.4				
METHODIST MEDICAL CENTER	V133	281.1			3.5		52.1		225.5				
METHODIST SPORTS MED CTR	V133	280.5			24.6				255.9				
METRO HEALTH CARE CENTER	V133	710.7							710.7				
METRO HEALTH HOSPITAL	V133	297.5			82.7				214.9				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
METRO PLUS HEALTHCARE	V133	811.2					811.2						
METROPOLITAN JWSH HLT SY	V133	1,333.1		343.1	954.4	35.6							
MIAMI CHILDRENS HOSPITAL	V133	894.8			528.7		199.5		166.5				
MIAMI VALLEY HOSPITAL	V133	357.8			184.0		27.1		146.7				
MIDDLESEX HOSPITAL	V133	425.7							425.7				
MIDWEST CTR/STRESS&ANXTY	V133	371.2			22.0				85.8	216.6	46.8		
MIDWEST EYE CENTER	V133	315.5							315.5				
MIDWEST REGIONAL MED CTR	V133	340.5		59.0			83.8		197.8				
MIDWEST VEIN TRTMNT CTR	V133	989.6			966.8				22.8				
MILLENNIUM MED&REHAB CTR	V133	515.9			515.9								
MINIMALLY INVS SRGR INS	V133	480.4			480.4								
MINISTRY HEALTH CARE SYS	V133	272.0					272.0						
MINNESOTA ONCOLOGY HMTLG	V133	297.9			296.6		1.3						
MINUTE CLINIC MED CTR	V133	707.5			440.1		5.0		165.9				96.5
MINUTECLINIC HEALTH CLNC	V133	316.2			316.2								
MISSION HOSPITAL	V133	326.6	9.7		221.6		58.8		36.6				
MONARCH DENTAL ASSOC	V133	365.4			22.8				342.6				
MONTEFIORE MEDICAL CTR	V133	1,220.9	259.2		33.7				928.0				
MORRISON VEIN INSTITUTE	V133	256.7	46.3		210.4								
MOSES CONE HOSPITAL	V133	275.2					112.2		163.1				
MOUNT AUBURN HOSPITAL	V133	256.3			16.8				239.4				
MOUNT CARMEL HEALTH SYS	V133	463.8					64.9		398.9				
MOUNT CLEMENS RGNL MD CT	V133	282.0			78.8		119.6		83.6				
MOUNT SINAI HOSPITAL	V133	1,597.3	132.0	1,229.3	194.6	19.0	6.1		16.3				
MOUNT SINAI HOSPITAL NY	V133	323.9			266.5	57.5							
MOUNT SINAI MEDICAL CTR	V133	350.3					340.3		10.0				
MULTI-CARE REHAB CTR	V133	299.8					299.8						
MVP HEALTH CARE	V133	471.0					127.7		343.3				
NATIONAL CANCER INST	V133	261.8			1.9								259.9
NATIONAL JEWISH MED&RSRC	V133	889.9			424.7		108.6		356.6				
NEBRASKA MEDICAL CENTER	V133	447.9					83.8		358.4		5.8		
NEMOURS CHILDRENS CLINIC	V133	580.9			104.1		439.8		31.7		5.3		
NEW IMAGE CSMTC SRG CTR	V133	338.1			45.9				34.9		257.3		
NEW IMAGE HAIR RPLCMNT	V133	877.7						877.7					
NEW JERSEY CTR/PRST CNCR	V133	305.7			305.7								
NEW JERSEY HOSPITAL ASSN	V133	298.6			298.6								
NEW JERSEY SPINAL CARE	V133	326.8			326.8								
NEW YORK BLOOD CENTER	V133	564.8			509.2				52.5		3.1		
NEW YORK CITY HOSPITALS ADVERTORIAL	V133	268.1			268.1								
NEW YORK METHODIST HOSP	V133	432.0	184.2		124.1	93.6	30.0						
NEW YORK PRSBYTRN HOSP	V133	906.0	105.6		15.4	591.9			147.6				45.6
NEW YORK PRSBYTRN HOSP CP	V133	3,119.5		221.3		2,898.3							
NEW YORK UNIV MED CTR	V133	2,404.2	264.1	822.2	394.2	923.8							
NOBEL BIOCARE USA	V133	753.0							10.8	232.3	509.9		
NORMAN REGIONAL HOSPITAL	V133	590.2					113.9		224.7				251.6
NORTH BROWARD HOSP DIST	V133	616.7			276.3		340.4						
NORTH KS CITY HOSP	V133	340.4			107.2		30.6		202.6				
NORTH SHORE LI JWSH HLTH	V133	679.2		171.5	332.3	175.4							
NORTH SHORE MEDICAL CTR	V133	567.0			162.9				404.1				
NORTHERN WSTCHSTR HOSP	V133	298.8			285.5	13.3							
NORTHRIDGE HOSP MED CTR	V133	284.2		27.2	106.8		150.2						
NORTHSIDE HOSPITAL	V133	689.9			234.8		389.2		65.9				
NORTHWEST COMMUNITY HOSP	V133	294.2			226.9		67.3						
NORTHWEST WGHT LS SRGRY	V133	381.0							381.0				
NORTHWESTERN MEM HOSP	V133	772.9	174.3	171.5	409.2	17.8							
NORTON CANCER CENTER	V133	262.9			13.5				249.4				
NORTON HEALTHCARE	V133	472.8							300.6				
O BAND SURGERY CENTER	V133	293.2							293.2				
OAKWOOD HEALTH CARE SYS	V133	489.0					361.9		127.1				
OCEAN DENTAL CLINIC	V133	540.9			8.4				532.6				
OCHSNER CLINIC FNDTN	V133	624.8					545.6		79.2				
OHIO STATE UNIV MED CTR	V133	807.3					229.8		577.5				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
OHIO VALLEY EYE INST	V133	262.4							262.4				
ORLANDO REGIONAL HLT SYS	V133	578.9					569.0		9.8				
OUR LADY/LAKE MED CTR	V133	576.7					183.1		393.6				
PAI MEDICAL GROUP	V133	620.2			203.9		357.1		59.2				
PAIN CENTER	V133	336.8			12.1				324.7				
PALMS/PASADENA HOSPITAL	V133	326.7		326.7									
PALO ALTO MED FOUNDATION	V133	325.9			325.9								
PARARELLA ER HD&NCK INST	V133	307.3			307.3								
PARK NICOLLET MED CTR	V133	458.6			263.6				195.0				
PARKWEST MEDICAL CENTER	V133	366.0					43.3		322.7				
PHOENIX CHILDRENS HOSP	V133	402.6			194.5		208.2						
PHYSICIANS SKIN CARE CTR	V133	360.6					8.2		352.4				
PIEDMONT HOSPITAL	V133	280.1			54.6				225.5				
PIEDMONT MEDICAL CENTER	V133	260.3			20.5		89.3		150.4				
PLASTIC SURGERY CENTER	V133	324.9			181.4		15.3		128.3				
PLAZA MEDICAL/FT WORTH	V133	279.5			3.8		275.7						
PRENTICE WOMENS HOSPITAL	V133	691.9							691.9				
PRESBYTERIAN HLTHCR SYS	V133	299.7			144.0		128.5		27.2				
PRESBYTERIAN HOSP/DALLAS	V133	293.1	64.2		228.9								
PRESBYTERIAN HOSPITAL	V133	1,248.4			31.5		575.8		641.0				
PROGRESSIVE MEDICAL CTR	V133	324.8			324.8								
PROHEALTH CARE ASSOC	V133	822.5			11.0		85.0		726.5				
PRO-MEDICA	V133	265.6					265.6						
PROSTHODONTICS INTRMDC	V133	713.3	713.3										
PROVENA MERCY CENTER	V133	1,413.0			1,300.8		112.3						
PROVENA MERCY HOSPITAL	V133	279.5					279.5						
PROVENA ST JSPH MED CTR	V133	358.3			358.3								
PROVIDENCE HEALTH SYSTEM	V133	840.2			101.9		525.1		213.2				
PROVIDENCE HLY CRS MED	V133	272.0			138.9				133.1				
PROVIDENCE HOSPITAL	V133	370.8			48.0		252.7		70.1				
PS FAMILY HEALTHCARE CTR	V133	1,127.8			1,127.8								
QUEENS MEDICAL CENTER	V133	269.5							269.5				
QUEST DIAGNOSTICS INC CP	V133	757.1			586.8	170.3							
QUEST DIAGNOSTICS/TSTNG	V133	372.1			372.1								
QUICKLIFT COSMETIC PRCDR	V133	628.6	23.2						605.5				
RADIANCE MEDSPA	V133	492.8			353.3		8.0		131.6				
RAINBOW BABIES&CHLD HOSP	V133	302.0	223.6		77.1		1.3						
READING HOSP & MED CTR	V133	398.0			73.6		307.0		17.4				
REGIONAL CANCER CENTER	V133	307.0					15.7		291.3				
RIVERSIDE MEDICAL CLINIC	V133	391.2			244.1		147.1						
ROBERT WOOD JOHNSON/HOSP	V133	348.6			148.4	176.8	2.9						20.5
ROBINSON MEMORIAL HOSP	V133	262.2			146.8		115.5						
ROCHESTER GENERAL HOSP	V133	383.2	51.5		183.5				148.2				
ROSE RADIOLOGY CENTER	V133	305.7					175.6		130.1				
ROSEWOOD CARE CENTER	V133	417.7							417.7				
ROSWELL PARK INSTITUTE	V133	276.6					47.0		229.6				
ROTHMAN INST ORTHPDC CTR	V133	718.6			395.1		101.3		222.2				
RUSH UNIVERSITY MED CTR	V133	1,893.2			544.8				1,343.2				5.2
SACRED HEART HOSPITAL	V133	460.5					357.0		103.4				
SAGAMORE HEALTHCARE NTWK	V133	446.3					23.8		422.5				
SAN ANTONIO CMNTY HOSP	V133	511.4			407.0		104.4						
SANFORD HEALTH SYSTEM CP	V133	553.1				553.1							
SCAN HEALTH PLAN	V133	2,920.1							2,920.1				
SCHWARTZ LASER EYE CTR	V133	892.6			803.4				89.2				
SCOTT&WHITE HOSP&CLINIC	V133	796.9	497.5				96.3		203.1				
SCOTTSDALE MRL HLTH SYS	V133	370.8			370.8								
SCRIPPS CLINIC	V133	570.4			563.6				6.7				
SCRIPPS HEALTH SYSTEM	V133	455.2			235.6	17.8	201.7						
SCRIPPS MEMORIAL HOSP	V133	467.8		228.7	234.4		4.7						
SCRIPPS MERCY HOSPITAL	V133	279.5			279.5								
SEATTLE CANCER/ALNC CLNC	V133	359.5			47.6				311.9				
SEQUOIA HOSPITAL	V133	273.9			99.4		44.0		130.5				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SHARP HEALTHCARE SYSTEMS	V133	890.0			155.4				734.6				
SHAWNEE MISSION MED CTR	V133	264.6					94.4		170.2				
SHEPPARD PRATT HLTH SYS	V133	296.1	3.0	183.0	29.7	17.8			62.6				
SHERMAN HOSPITAL	V133	326.8			244.0		82.9						
SHIELDS MRI CENTER	V133	332.1							332.1				
SHRINERS HOSPITAL	V133	1,793.3			1.6		69.1		955.8		547.9		218.9
SHRINERS HOSPITALS/CHILD	V133	725.9	725.9										
SIERRA INTEGRATIVE MDCN	V133	326.3	326.3										
SILVER CROSS HOSP&MED CT	V133	362.8			301.0		61.8						
SKIN CENTER	V133	1,021.9			123.6		19.8		878.5				
SKINTASTIC MEDICAL CTR	V133	255.9	33.4		54.6				18.2				149.6
SMALL SMILES DENTAL CLNC	V133	2,504.1					26.3		2,477.8				
SMILE STARTERS DNTL CTR	V133	432.4							432.4				
SNORING CENTER	V133	273.4			7.7				265.7				
SOMERSET MEDICAL CENTER	V133	374.1	8.8		365.3								
SOUTH MIAMI HOSPITAL	V133	320.0			272.5				47.5				
SOUTH TX DENTAL CLINIC	V133	1,071.3							1,071.3				
SOUTHCREST HOSPITAL	V133	386.3					67.6		318.7				
SOUTHERN DENTAL ASSOC	V133	496.2			230.2				265.9				
SOUTHERN OH MEDICAL CTR	V133	389.3					100.5		288.9				
SOUTHWEST DENTAL CENTER	V133	346.8			346.8								
SOUTHWEST GENERAL HOSP	V133	290.1			5.5		273.7		10.8				
SOUTHWESTERN MEDICAL CTR	V133	344.6	140.9		203.7								
SPARTANBURG RGNL HLTHCR	V133	368.1							368.1				
SPECTRUM HEALTH HOSPITAL	V133	615.7					365.8		250.0				
SPINAL AID CTR/AMERICA	V133	1,087.9			1,084.3		3.7						
SPINAL DECOMPRESSION CTR	V133	331.3			208.1				121.4				1.8
ST ANTHONYS HOSPITAL	V133	1,077.1		102.8	23.0		354.4		596.9				
ST BARNABAS HEALTH CARE	V133	325.8			294.5	19.0	12.3						
ST DOMINIC HOSPITAL	V133	282.0					119.2		162.8				
ST ELIZABETH MED CTR	V133	354.3			34.4		96.2		223.8				
ST FRANCIS HOSP&MED CTR	V133	438.0			432.7				5.3				
ST FRANCIS HOSPITAL	V133	3,246.9	193.4	155.0	525.0	197.3	1,420.5		748.8		6.8		
ST FRANCIS MEDICAL CTR	V133	595.0	32.2		43.1				519.7				
ST FRANCIS MEMORIAL HOSP	V133	391.4			391.4								
ST HELENA HOSPITAL	V133	257.7			19.5				238.2				
ST JOHN HEALTH SYSTEM	V133	1,053.7			306.3		156.4		591.0				
ST JOHNS HOSPITAL	V133	454.8			83.0		206.4		165.3				
ST JOHNS RGNL HLTH CTR	V133	338.3			333.0				5.3				
ST JOSEPH HEALTH SYSTEMS CP	V133	271.2		183.0		88.2							
ST JOSEPH HLTH CTR&HOSP	V133	417.7			417.7								
ST JOSEPH HOSPITAL	V133	1,966.7	130.5		866.2		532.4		437.5				
ST JOSEPH MEDICAL CENTER	V133	934.2	106.7		144.0		114.0		569.5				
ST JOSEPH MERCY OAKLAND	V133	362.5			4.4				147.9				210.2
ST JOSEPHS CANDLER HOSP	V133	500.6					148.5		352.2				
ST JOSEPHS HOSP&MED CTR	V133	259.2			181.3		55.6		22.3				
ST JOSEPHS HOSPITAL	V133	319.4	19.3		175.0		125.1						
ST JOSEPHS MERCY HLTHCR	V133	440.0											440.0
ST JOSEPHS MERCY HOSP	V133	342.6			2.7		339.9						
ST JUDE CHILD RSRCH HOSP	V133	21,197.8	1,028.4		901.6	503.0	150.6	7,645.3	1,564.8	3,639.6	5,727.0	37.5	
ST LUKES EPISCOPAL HOSP	V133	681.3	56.9		251.8	191.7	181.0						
ST LUKES HOSPITAL	V133	1,778.6	205.5		637.2		677.6		258.3				
ST MARGARET MERCY HEALTH	V133	300.4			218.4		82.0						
ST MARY MERCY HOSPITAL	V133	443.2			14.7		108.3		2.4				317.8
ST MARYS HEALTH CENTER	V133	365.1					365.1						
ST MARYS HOSPITAL	V133	1,087.8			24.5		347.9		715.4				
ST MARYS MEDICAL CENTER	V133	1,557.4			392.9		697.3		467.1				
ST PETERS CARDIAC CENTER	V133	482.6			482.6								
ST PETERS HOSPITAL	V133	1,051.8	25.8		843.3		72.3		110.4				
ST PETERS UNIV HOSP	V133	1,920.9	65.7		790.0		411.0						654.2
ST THOMAS HEALTH SERVICE	V133	258.5			44.5		14.7		199.3				
ST THOMAS HEART INST	V133	382.9			119.9				263.0				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ST VINCENT BARIATRIC CTR	V133	561.4							561.4				
ST VINCENT CHARITY HOSP	V133	422.1			176.8		245.4						
ST VINCENT CHILD HOSP	V133	628.2			5.1					623.2			
ST VINCENT HOSPITAL	V133	960.1			10.6		408.0			541.5			
ST VINCENT WOMENS HOSP	V133	343.7			19.9					323.8			
ST VINCENTS HOSPITAL	V133	681.7	6.6		21.5	18.9	566.7			68.0			
ST VINCENTS MEDICAL CTR	V133	279.2	13.1		58.0	3.4	128.3			76.4			
STAMFORD HOSPITAL	V133	278.6			224.1	54.4							
STRAX INSTITUTE	V133	302.4							302.4				
SUMMA HEALTH SYSTEMS	V133	591.8			364.6		218.1			9.0			
SUPERIOR MED SOLUTIONS	V133	335.0			335.0								
SURGICAL PAVILION	V133	443.8			443.8								
SURGILITE MEDICAL GROUP	V133	1,259.2							1,259.2				
SUSAN G KOMEN BREAST CTR	V133	1,317.1	636.3		63.8	125.8	62.1		314.0				115.2
SUTTER HEALTH CP	V133	319.0			319.0								
SUTTER HEALTH HOSPITAL	V133	2,354.3			159.1		212.3			1,982.8			
SUTTER HEALTH HOSPITAL ONLINE	V133	790.7								790.7			
SUTTER HEALTH SYSTEM	V133	985.1					336.8			648.2			
SUTTER MED/SACRAMENTO	V133	273.7			273.7								
SWEDISH CANCER INSTITUTE	V133	330.0			330.0								
SWEDISH COVENANT HOSP	V133	502.9			474.0		28.9						
SWEDISH MEDICAL CENTER	V133	955.9			465.3	9.4	104.1			377.1			
SYNCHRONY HEALTH CENTER	V133	281.0								281.0			
TEMPLE UNIVERSITY HOSP	V133	1,380.8			6.8					1,374.0			
TEXAS CHILDRENS HOSPITAL	V133	640.2	574.7		48.0					17.5			
TEXAS HEART INSTITUTE	V133	1,444.7	442.6		11.7	990.4							
TEXAS ONCOLOGY PA	V133	1,677.1	378.6	92.0	38.8					1,167.7			
THOMAS JEFFERSON HOSP	V133	594.6			178.2					416.3			
TLC LASER EYE CENTER	V133	889.8			214.5		672.8			491.6			90.9
TO YOUR HEALTH ADVERTORIAL	V133	672.8					672.8						
TOOTHSAVERS DENTAL SVC	V133	430.6			430.6								
TOTAL HLTH/MED&REHAB CTR	V133	262.1			262.1								
TOURO INFIRMARY	V133	366.4					323.9			42.5			
TRINITY HEALTHCARE	V133	353.5					131.0			222.6			
TRUE RESULTS SURGEONS	V133	706.0											706.0
TWELVE OAKS MEDICAL CTR	V133	254.1								254.1			
UAB HEALTHSYSTEMS	V133	951.2	166.2	410.5			153.6			220.8			
UAMS MEDICAL CENTER	V133	346.4					5.7			340.7			
UC DAVIS HEALTH SYSTEM	V133	756.0			286.3					469.7			
UCI MEDICAL CENTER	V133	302.6			72.5		230.1						
UCSD MEDICAL CENTER	V133	363.7			350.5					13.2			
UCSF MEDICAL CENTER	V133	304.6	6.9		65.1					232.6			
UF & SHANDS HOSPITAL	V133	528.3	46.9							481.4			
UM SYLVESTER/CANCER CTR	V133	341.1			259.4					81.8			
UNC HEALTHCARE	V133	538.3	62.4		125.3		100.3			250.2			
UNDERSTANDING W CLINIC	V133	254.6								254.6			
UNDERWOOD MEMORIAL HOSP	V133	343.4			93.4		77.7			172.3			
UNION MEMORIAL HOSPITAL	V133	1,191.1	11.8		485.0					694.3			
UNITED HEALTH CARE SVC	V133	390.1			112.9	35.3	241.9						
UNITED HOSPITAL	V133	326.1			311.7	14.4							
UNIVERSAL DENTISTRY CTR	V133	277.6								277.6			
UNIVERSITY HEALTH CARE	V133	719.3					118.0			601.3			
UNIVERSITY HOSP/CLEVE	V133	510.9			25.7					485.2			
UNIVERSITY HOSPITAL	V133	1,799.4			676.7		794.4			328.3			
UNIVERSITY MEDICAL CTR	V133	663.3			41.7		282.5			339.0			
UNIVERSITY MRI/IMGNG CTR	V133	345.8			315.0					30.8			
UNIVERSITY OF KS HOSP	V133	1,082.0			682.1		2.4			397.5			
UNIVERSITY OF MN HOSP	V133	260.1								260.1			
UNIVERSITY OF TN MED CTR	V133	322.1								322.1			
UNIVERSITY/CHICAGO HOSP	V133	620.3			298.0	100.8	17.4			201.7		2.4	
UNIVERSITY/CO HOSPITAL	V133	558.9			227.5		162.1			169.3			
UNIVERSITY/CT HEALTH CTR	V133	717.0			492.7					224.3			

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
UNIVERSITY/LSVL HOSPITAL	V133	302.4							302.4				
UNIVERSITY/MD MED CTR	V133	277.5			35.0				242.5				
UNIVERSITY/MI HEALTH SYS	V133	2,137.6		457.4				33.2	1,106.8				540.2
UNIVERSITY/MN CHILD HOSP	V133	368.9			113.4				255.5				
UNIVERSITY/PA HEALTH SYS	V133	1,241.8	13.3					366.3		862.1			
UNIVERSITY/PA MED CTR	V133	1,290.8			1,241.8	48.9							
UNIVERSITY/PTSBRGH MED	V133	6,289.0	1,521.2		43.4	4,279.1	270.3		174.9				
UNIVERSITY/ROCHESTER MED	V133	720.9	25.8		594.7		4.2		96.2				
UNIVERSITY/TX MD ANDRSN	V133	256.8			45.1		211.6						
UNIVERSITY/TX SW MED CTR	V133	1,159.7	38.7		313.3				807.7				
UNKNOWN ADV MEDICAL SERVICES	V133	451.5							451.5				
UPMC HEALTH SYSTEM	V133	2,511.7	110.0					737.8	1,663.9				
UT SOUTHWESTERN MED CTR	V133	878.4							878.4				
UW HEALTH-UW HOSP&CLNCS	V133	464.4						18.0	446.4				
VALLEY HOSPITAL	V133	954.5			698.4		256.0						
VALLEY MEDICAL CENTER	V133	404.3			108.1				296.2				
VANDERBILT MEDICAL CTR	V133	387.9	23.4					27.1	337.4				
VEIN CLINICS OF AMERICA	V133	4,176.0	1,451.0		2,660.0								65.0
VEIN TREATMENT CENTER	V133	336.6	102.0		96.3	31.0	24.0		83.3				
VEINSOLUTIONS CENTER	V133	316.2			3.6				312.5				
VINCENT SURGICAL ARTS	V133	346.1	318.9						27.2				
VIRTUA HEALTH CENTER	V133	2,486.0			382.4				2,103.6				
VISITING NURSE SVC/NY	V133	1,473.7			527.5	175.0			771.2				
VISITING NURSE/WSTCHSTR	V133	444.3			398.3	46.0							
VISTA HEALTH SERVICE	V133	336.1			336.1								
VITAL DENT DENTISTRY	V133	1,568.5			359.4		79.0		1,070.1				60.0
WAKE FOREST UNIV/MED CTR	V133	630.7			2.2		192.3		436.1				
WAKE MEDICAL CENTER	V133	278.9					212.2		66.8				
WAKEMED HEALTH CARE SYS	V133	606.7							606.7				
WAKEMED HOSPITAL	V133	823.0			511.6		111.8						199.6
WAKEMED MEDICAL CENTER	V133	572.2											572.2
WASHINGTON HOSP HLTH/SYS	V133	382.0							382.0				
WASHINGTON HOSPITAL CTR	V133	473.5			75.0		21.8		376.8				
WEIGHT LOSS CSMTC&SRGCL	V133	252.5			252.5								
WEIGHT LOSS SURGICAL CTR	V133	450.2			37.7				412.5				
WELLSTAR HEALTH SYSTEM	V133	1,415.4			55.5		454.2		462.5				443.3
WEST MI CANCER CENTER	V133	412.8							412.8				
WEST PENN ALGHNY HLTH SYS	V133	725.2					355.8		369.4				
WESTCHESTER CNTY MED CTR	V133	381.5			290.9	90.6							
WESTCHESTER HEADACHE CTR	V133	393.1			393.1								
WESTERN DENTAL CTR&PLAN	V133	6,011.4			0.3		16.2		5,994.9				
WESTLAKE DERMATOLOGY	V133	480.2	480.2										
WHEATON FRNCSCN HLTHCR	V133	770.9					369.2		401.8				
WHITE PLAINS HOSP MD CTR	V133	376.8	23.1		310.2	43.5							
WINDSOR LASER EYE INST	V133	290.7					108.9		181.8				
WOMENS HOSPITAL OF TX	V133	312.9							312.9				
WYETH CONSUMER HEALTH CR	V133	571.4			542.7	28.7							
YALDO EYE CENTER	V133	557.5			11.1				466.4				80.0
YALE NEW HAVEN HOSPITAL	V133	1,308.3		239.1	471.5	125.5			468.4	3.8			
ZIERING MEDICAL CENTER	V133	1,179.6			1,106.7		72.9						
ANNS CHOICE RTRMNT CMNTY &MRS GRV SN	V134	752.8			437.2				315.6				
BELMONT VLG ASST LVNG	V134	322.3	16.3		306.0								
CAREFREE SENIOR LIVING	V134	253.6			253.6								
COVENANT VLG/CO NRNSNG HM	V134	441.1			441.1								
DIR CONVALESCENT/NURSING HMs	V134	6,185.5			6,185.5								
FELLOWSHIP VILLAGE	V134	288.4			230.3	58.1							
FOX RUN VLG RTRMNT CTR	V134	302.0							302.0				
FRANCISCAN COMMUNITIES	V134	624.0			624.0								
FRIENDSHIP VLG RTRMT CM	V134	448.4			288.1				160.3				
LUTHER VILLAGE RTRMNT HM	V134	283.2			283.2								
MANOR/ST MARYS RTRMNT HM	V134	306.8			306.8								
MATHER LFWYS ASST LVN CR	V134	737.4			737.4								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MONARCH LANDING RTRMNT & SEDGE BROOK	V134	459.0			231.8				227.2				
SHOREFRONT JWSH GRT RC CT	V134	337.5			337.5								
SUNRISE ASSISTED LIVING	V134	293.6			261.6				31.9				
SUNRISE SENIOR LVNG CTR	V134	1,597.7			1,565.6				32.1				
TERRACE ASST LVNG CMNTY	V134	749.5	9.2		740.3								
WESTCHESTER CARE/HM SVC	V134	280.9			241.2	39.7							
WYNDEMER E RTRMNT CMPS	V134	262.4			262.4								
20/20 INST LASIK EYE CTR	V135	832.0			295.6				536.4				
AMERICAS BEST CNTCS&EYE	V135	12,883.3			69.9				12,613.9	69.4			130.0
AXIS EYE INSTITUTE	V135	320.1			183.9		20.8		96.4				18.9
BASCOM PALMER EYE INST	V135	381.5			371.5		10.0						
BINYONS OPTICAL CO	V135	616.4							616.4				
CAMBRIDGE EYE DOCTORS	V135	1,324.1			27.2				1,296.9				
CARTER EYE CENTER	V135	304.3							304.3				
CHRISTENBURY EYE CENTER	V135	553.6			463.9				89.7				
COHEN'S FASHION OPTICAL	V135	972.3			175.8		147.0		649.4				
DE LA PENA EYE CLINIC	V135	343.6							343.6				
DIAMOND VISION OPTICAL	V135	1,152.6			1,094.9		57.7						
DOC OPTICAL CENTERS	V135	2,051.8			115.0				1,936.8				
DOCTORS VALU VISION CTR	V135	1,004.1			2.0				1,002.1				
DOCTORS VISION WORKS CTR	V135	351.1			351.1								
DOCTORS VISIONWORKS	V135	474.5			22.9				451.6				
DR BIZERS VISION WORLD	V135	768.8			10.3				758.5				
DR TAVEL ONE HOUR OPTCL	V135	417.6							417.6				
EMPIRE VISION CENTER	V135	666.7			37.8				628.9				
EYEGLASS WORLD	V135	1,041.9			1,031.9		10.0						
EYEMART EXPRESS	V135	2,990.5							2,990.5				
EYE-MART OPTICAL	V135	1,093.2			30.1				1,063.0				
EYEMASTERS OPTICAL CTR	V135	9,536.0			702.9				8,833.1				
EYES ON U CENTER	V135	830.6			830.6								
EYEWEAR EXPRESS OPTCNS	V135	354.1			348.4				5.7				
FOR EYES OPTICAL CO	V135	3,775.5			866.8		50.9		2,857.8				
FURLONG VISION CRCTN CTR	V135	429.0			429.0								
KEY-WHITMAN EYE CENTER	V135	1,057.8			530.0				527.8				
LASERVUE EYE CENTER	V135	341.0			188.9				133.6				18.6
LENSCRAFTERS OPTICAL	V135	59,652.3	20,587.6	549.4	20.5		122.9	20,022.3	178.5	7,239.3	10,751.3		180.5
LOOK OPTICAL	V135	347.1			347.1								
MORETSKY CSDY VSN CRCTN	V135	332.6			234.0				98.6				
NATIONWIDE VISION CENTER	V135	710.5			324.9				385.6				
NEW YORK EYE SPECIALIST	V135	762.8							762.8				
ONE VISION OPTICAL SVC	V135	275.7			275.7								
OPTICAL SHOP OF ASPEN	V135	330.6	283.8		46.8								
PEARLE VISION CENTERS	V135	16,736.2	706.1		3,082.4				9,823.2		1,995.4		1,129.1
RAHMANI EYE INSTITUTE	V135	264.8			174.9				90.0				
STAHL EYE ASSOC	V135	741.0			741.0								
STANDARD OPTICAL	V135	544.5							544.5				
STEIN OPTICAL CENTERS	V135	600.1							600.1				
STERLING OPTICAL	V135	341.9			238.1		22.4		81.4				
SUCCESS VISION EXPRESS	V135	370.3					3.2		367.1				
TEXAS STATE OPTICAL SVC	V135	272.0			11.1		261.0						
TLC VISION CENTER	V135	9,278.0											9,278.0
TRANSITIONS OPTICAL STR	V135	449.2	449.2										
VISION 4 LESS OPTICAL	V135	850.0							850.0				
VISION POINT OPTICAL SVC	V135	278.0			257.6		20.4						
VISION WORLD	V135	1,649.5			590.6				1,059.0				
VISIONWORKS OPTICAL	V135	6,776.2			327.9				6,448.3				
VSP SERVICES	V135	367.6					367.6						
WIZE EYES OUTLET	V135	853.0			853.0								
1-800-DENTIST	V139	15,674.6						148.7	0.0	13,214.3	2,028.4	247.2	36.0
4D ULTRASOUND SERVICE	V139	389.6	339.5									50.1	
ABBOTT HEARING CENTER	V139	412.4			412.4								
ABC HEARING AID SVC CTR	V139	1,133.1			1,133.1								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ABILITY HEARING CENTER	V139	733.1			733.1								
ADVANCED HEARING AID CTR	V139	1,201.8			1,199.6				2.2				
ADVANCED HEARING CENTER	V139	423.2			262.5		8.0		152.6				
AFFORDABLE HEARING CTR	V139	358.5			358.5								
ALLIANCE/QLTY NRSNG HMCR	V139	331.3			83.4				247.9				
ALLIANCE/QLTY NRSNG HMCR & AMER HLTHC	V139	352.4							352.4				
ALZHEIMERS RESEARCH STDY	V139	343.7							343.7				
ALZHEIMERS STUDY	V139	655.0							655.0				
AMERICAN ASSN/ORL&MXL SG	V139	822.4			822.4								
AMERICAN ASSN/ORTHDNTSTS	V139	2,083.7	1,611.3		0.4				73.9		398.1		
AMERICAN DENTAL ASSN	V139	1,541.9	1,179.7	104.0	19.9		80.1		158.2				
AMERICAN MEDICAL ASSN	V139	3,385.8	1,415.6		10.9	226.1	481.8		712.1				539.4
AMERICAN MEDICAL ASSN & AARP	V139	512.2							512.2				
AMERICAN MSG THRPY ASSN	V139	543.0	539.5		3.5								
AMERIGROUP CMNTY CR SVC	V139	280.6							280.6				
AUDIBEL HEARING AID CTR	V139	1,117.2			980.4				136.8				
AUTISM CLNCL RSRCH TRL	V139	951.3							951.3				
AVADA AUDIOLOGY&HRNG CTR	V139	1,538.5			1,260.4				278.0				
BAYER HEALTHCARE ANGELIQ STUDY	V139	1,595.2											1,595.2
BAYER HEALTHCARE MENORRHAGIA STUDY	V139	1,135.9											1,135.9
BELTONE HEARING AID CTR	V139	7,387.4			6,027.5		6.7	724.7	349.2		279.3		
BERLEX LAB MENORRHAGIA STUDY	V139	318.4											318.4
BERLEX LAB PMDD STUDY	V139	2,055.0									2,055.0		
BETTER HEARING AID CTR	V139	440.9			395.3				45.6				
BRACANALYSIS CANCER RSRC	V139	1,412.3							1,412.3				
BREAST CNCR RSRCH FNDTN	V139	6,841.8	6,511.4		120.5	208.6			1.3				
BRISTOL-MYERS SQUIBB DEPRESSION STDY	V139	363.5							363.5				
BRISTOL-MYERS SQUIBB TYPE 2 DBTS STD	V139	849.9							849.9				
CALIFORNIA CLINICAL TRLS SCHZPHRN ST	V139	377.8							377.8				
CALIFORNIA DENTAL ASSN	V139	321.9					24.3						297.7
CARTER BLOOD CARE	V139	444.5					10.8		433.7				
CAUTION ALLERGEN PROGRAM	V139	1,297.5							1,297.5				
CBR CORD BLOOD REGISTRY	V139	515.3	515.3										
CHILDHOOD LUKEMIA FNDTN	V139	317.8			317.8								
CHIRO MED CHIROPRACTIC	V139	604.6							604.6				
CLINICAL SITE SERVICES GOUT STUDY	V139	281.2											281.2
CLINICAL SITE SERVICES ULCRTV CLTS	V139	513.0											513.0
CNS HEALTHCARE DEPRESSION STUDY	V139	284.5							284.5				
COLOPLAST MEDICAL SVC	V139	960.3			960.3								
COMMONHEALTH FLUVIRIN STUDY	V139	859.3					138.2						721.1
COMMONHEALTH MYRIAD STUDY	V139	327.5											327.5
COMMONHEALTH SUBOXONE STUDY	V139	2,039.3											2,039.3
COMMONWEALTH SUBOXONNE	V139	425.9											425.9
COMMUNITY HOSPICE	V139	281.6			43.9				237.7				
COMPASSIONATE CARE HSPC	V139	285.9			0.2		122.0		163.6				
CONCORD BELTONE HRNG CTR	V139	453.4			453.4								
CONSUMER HLTHCR PDT ASSN CP	V139	2,313.3	744.1	1,462.8		106.4							
CONSUMER HLTHCR PDTs ASN	V139	431.5			27.9	403.6							
COPD RESEARCH STUDY	V139	763.3							763.3				
CORD BLOOD REGISTRY	V139	1,026.0	1,026.0										
COVANCE RESEARCH SVC NON-SMKNG STDY	V139	378.6							378.6				
COVIDIEN HEALTHCARE SVC	V139	2,763.6	581.7		228.6	1,953.3							
CRYO-CELL INTL	V139	636.7	636.7										
DENTAL ORG/CNSCNC SDTN	V139	3,680.9											3,680.9
DEPRESSION RESEARCH STDY	V139	785.0							785.0				
DIABETES RESEARCH STUDY	V139	461.2							461.2				
DIABETES STUDY	V139	250.5							250.5				
DIABETIC NEUROPATHIC/STD	V139	343.5							343.5				
DIR BEAUTY HEALTH & MED SVC	V139	24,190.5			23,974.3	216.2							
EAR MAN HEARING AID SVC	V139	790.6			790.6								
ECHO HEARING SYS&ADLGY	V139	1,659.2			1,659.2								
ELI LILLY HMEP OA OF THE KNEE	V139	276.1											276.1

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ENT & ALLERGY ASSOC	V139	299.1			51.8		247.3						
ESSENTIAL GROUP CONSTIPATION STUDY	V139	355.9							355.9				
ESSENTIAL GROUP GOUT STUDY	V139	275.8	275.8										311.4
ESSENTIAL PATIENT ALZA STUDY	V139	311.4											
FAMILY HEAR CARE CENTER	V139	905.4			905.4				1,273.4				
FIBROMYALGIA RSRCH STDY	V139	1,273.4											
FINALLY HEAR CENTER	V139	285.9			285.9								
FOOT ULCER CLINICAL TRL	V139	495.4							495.4				
FULL BIRTH SLTN SNR TRTMN	V139	321.9			321.9								
GE HEALTHCARE CP	V139	499.8						373.5	25.9		100.4		
GEORGE IWANOW HRNG AD CT	V139	2,979.3		2,979.3									
GILEAD SCIENCES SVC	V139	326.0					326.0						
GOUT RESEARCH STUDY	V139	257.9							257.9				
GULF COAST RGR BLOOD CTR	V139	849.8							849.8				
HATFIELD-BERRANG HEARING	V139	260.0			260.0								
HEADACHE RESEARCH STUDY	V139	560.5							560.5				
HEAR AGAIN HRNG AID CTR	V139	283.3			249.8				33.5				
HEAR FOR YOU HEARING AID	V139	327.5			327.5								
HEAR X LTD	V139	5,497.1			5,335.5	161.7							
HEARING AID CENTERS	V139	398.5			398.5								
HEARING AID EXPRESS CTR	V139	934.1			934.1								
HEARING HEALTHCARE CTR	V139	544.1			444.6				99.4				
HEARITE HEARING AIDS STR	V139	1,568.4			1,568.4								
HEARUSA HEARING AID CTR	V139	306.2			301.2		5.0						
HEARX LTD HEARING AID CT	V139	287.2							287.2				
HIGH BLOOD PRESSURE STDY	V139	435.3							435.3				
HMSA HI MEDICAL SVC ASSN	V139	693.2							693.2				
HOLLYWOOD TANS SALON	V139	1,056.4			106.7		251.8		47.6			50.7	599.6
HOMETOWN HRNG&ADLGY CTR	V139	562.8			562.8								
HOSPICE OF THE VALLEY	V139	725.7			230.9		247.4		247.4				
HOUSE OF HEARING AIDS	V139	274.3			274.3								
IBS IRRITABLE BWL SYNDRM STUDY	V139	1,784.5							1,784.5				
IDEAL IMAGE LSR HR RMVL	V139	440.9					288.9						151.9
INCLINIX BDL DIABETES STUDY	V139	888.7											888.7
INCLINIX CNT CROHNS DISEASE	V139	304.9											304.9
INCLINIX JPRD OA SURGICAL STUDY	V139	1,751.1											1,751.1
INCLINIX JPRD HIP & KNEE PAIN	V139	1,472.4											1,472.4
INCLINIX PZPRPD SEVERE KNEE PAIN	V139	898.0											898.0
INCLINIX RNT OSTEOARTHRITIS	V139	398.0											398.0
INSTITUTE/HEALTH STUDIES DPRSN STDY	V139	304.8							304.8				
INSULIN STUDY/DIABETICS	V139	287.9							287.9				
INTEGRAMED AMERICA CLINICAL STUDY	V139	444.1											444.1
INTEGRATED CLINICAL FBRMLY LG STDY	V139	3,772.3											3,772.3
ION HEARING AID	V139	1,609.3			1,609.3								
JONES AUDIOLOGY&HRNG CTR	V139	495.0			495.0								
JONES HEARING CENTERS	V139	473.7			473.7								
JOURNEY LITE CENTER	V139	272.6			214.9								57.8
JUVENILE DIABETES RSRCH	V139	1,104.7	1,101.6				3.2						
KENDLE INTL RAGWEED STUDY	V139	1,469.1											1,469.1
KENDLE INTL SEASONAL ALLERGY STUDY	V139	944.8											944.8
KIDNEY&URLGY FNFTN/AMER	V139	339.6			339.6								
LASER LIGHT TRTMNT CTR	V139	483.7			468.2		15.5						
LIFE ALERT MED ALERT SYS	V139	1,342.6		1,342.6									
LOW TESTOSTERONE STUDY	V139	453.7							453.7				
MASSAGE ENVY THERAPIST	V139	745.8			397.7		73.0		133.0				142.1
MCDONALD HEARING AID CTR	V139	329.0			329.0								
MCNEIL PEDIATRICS ADHD STUDY	V139	502.8	490.9						11.9				
MEDICALERT/MED INFO SVC	V139	258.3	234.7						15.1		8.5		
MEDICOS DR REFERRAL SVC	V139	430.6							430.6				
MEDIMMUNE INC RSV	V139	3,151.6	2,030.6								1,120.9		
METROPOLITAN JEWISH HSPC	V139	837.8			279.4				558.4				
METROPOLITAN JWSH HM CR	V139	856.4							856.4				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MICHIGAN DENTAL ASSN	V139	467.4							467.4				
MIGRAINE HEADACHE STUDY	V139	376.0							376.0				
MIRACLE-EAR CENTER	V139	6,800.1			3,961.0		7.2	1,861.6	243.9	143.8	582.6		
MIRACLE-EAR CENTER &SEARS HRNG/CTR	V139	1,115.8			1,081.0			16.2	15.7		3.0		
MOORINGS/ARLINGTON HGHTS	V139	253.6			253.6								
NATIONAL DIABETES EDUC	V139	425.9	420.2		5.7								
NCCN ORG	V139	873.0	166.2	706.8									
NEOSKIN DPLCN LSR STR	V139	636.0		19.9	616.1								
NEW ENGLAND CORD BLD BNK	V139	314.2	297.1						17.2				
NU U MED SPAS	V139	278.2			278.2								
NU-SOUND HEARING AID STR	V139	476.8							476.8				
OHIO HEALTH CARE ASSN	V139	348.7					288.3		60.3				
OSTEOARTHRITIS STUDY	V139	895.9							895.9				
OWENSBORO MED HEALTH SYS	V139	596.0					123.1		473.0				
PALM BEACH TAN SALON	V139	306.7					119.9		133.9				52.9
PARADISE HEARING AID CTR	V139	448.1			436.7				11.4				
PMS RESEARCH STUDY	V139	694.8							694.8				
POSEYS HEARING AID CTR	V139	808.4			808.4								
POSITIVE CHNGS HYPNTHRPY	V139	3,051.1			2,478.4		91.9		480.8				
PREMIER HEALTH PARTNERS	V139	566.6			286.7				279.9				
PREMIER PHYSICAL THERAPY	V139	2,598.8			2,370.4				228.4				
PRIORITY HEALTHCARE SVC	V139	850.0					835.8		14.2				
PROFESSIONAL CARETAKERS	V139	542.9	533.2	9.8									
PROFESSIONAL CRTKRS SVC	V139	260.6			248.4				12.1				
PROGRESSIVE THRPTCS CTR	V139	369.7			369.7								
PURE MED SPA	V139	462.7			462.7								
QUICKHEALTH MEDICAL SVC	V139	300.7					2.6						298.1
ROBBINS EYE CENTER	V139	396.7			327.4		69.3						
SAN DIEGO BLOOD BANK	V139	392.9							392.9				
SCHIZOPHRENIA RSRCH STDY	V139	474.3							474.3				
SCIREX RESEARCH CENTER BUNIONS STUDY	V139	614.2							614.2				
SEARS HEARING AID CENTER	V139	373.1					2.1	252.3	27.6		91.2		
SELKIN LASER CENTER	V139	451.2			451.2								
SERONO LAB	V139	328.8					328.8						
SHEA HEARING AID CENTER	V139	610.6			610.6								
SONA MEDSPA	V139	268.7			15.8		15.0		203.6				34.3
SONUS HEARING CARE CLNC	V139	511.2			511.2								
SONUS HEARING CARE PROF	V139	1,528.1			1,528.1								
SOUND HEARING SOLUTIONS	V139	374.1			365.8				8.4				
SOUTHWESTERN HEARING CTR	V139	1,127.2			1,127.2								
SPINALFRACTURE.COM ONLINE	V139	1,464.5							1,464.5				
ST PETERS REHAB SERVICE	V139	265.7			265.7								
SUMMIT RESEARCH DEPRESSION STUDY	V139	536.6							536.6				
TAN & TONE AMERICA CTR	V139	283.4							283.4				
TENNESSEE HEARING/SPCLST	V139	485.5			485.5								
THEHEADACHESTUDY.COM ONLINE	V139	265.2											265.2
TIDEWELL HOSPICE&PLTV CR	V139	265.6							265.6				
TOTAL HEARING CARE CTR	V139	300.4			300.4								
TOTAL TRANSFORMATION	V139	1,980.6	610.1	363.9		250.2						746.0	10.5
TYPE 2 DIABETES STUDY	V139	1,683.9			9.0				1,674.9				
ULCERATIVE CLTS RSRCH ST	V139	653.3							653.3				
UNITED BLOOD SERVICE	V139	535.2			38.7		0.8		488.2				7.5
VERITAS MEDICINE DIABETES STUDY	V139	337.7											337.7
VIACORD BLOOD CORD SVC	V139	3,267.3	2,768.4								498.9		
VNA VISITING NURSE ASSN	V139	289.6			62.8		36.5		190.4				
VNUS MED TECH CLSR PRCDR	V139	759.5							10.7	594.4	154.4		
WESTLAKE HEARING AID CTR	V139	280.4			280.4								
WHISPER HEARING CENTER	V139	369.4			369.4								
WYETH DIABETIC NEUROPATHIC PN	V139	424.0											424.0
WYETH DVS 402 MDD STUDY	V139	374.3											374.3
WYETH DVS 403 MDD STUDY	V139	379.1											379.1
XENOPORT RESTLESS LEG SYNDRM STDY	V139	1,511.8											1,511.8

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BLACK STALLION WINERY	V140	355.9			355.9								
BLACKSTONE WINERY	V140	682.7			5.7	677.0							
CRUSHPAD WINERY	V140	293.7	293.7										
DIAGEO PLC VAR BEVERAGES	V140	11,272.0					11,272.0						
DREAM DINNERS CATERING	V140	835.2	62.6	736.0	36.6								
EDNA VALLEY VINEYARD	V140	291.1			291.1								
EPCOT INTL FOOD&WN FEST	V140	628.1							355.7	272.4			
HOME BISTRO DELIVERY SVC	V140	375.1	301.9	73.2									
INBEV USA/DISTRIBUTORS	V140	502.0				502.0							
IN-FLIGHT CAFE FOOD SVC	V140	309.0	309.0										
J LOHR WINERY	V140	281.4	32.2		198.5		50.7						
MASTERFOODS USA SERVICE	V140	1,018.9				1,018.9							
MOLSON BREWERY	V140	251.4				251.4							
ORIGLIO BEER DISTR	V140	1,020.0				1,020.0							
ROLL INTL VAR BEVERAGES	V140	392.6				392.6							
RUSSIAN RVR VLY WNGRWRNS	V140	556.8	556.8										
UNITED DISTRIBUTORS INC	V140	861.5				861.5							
1-800-411-PAIN ATTY	V151	2,122.5							2,122.5				
1-800-4-MY CHILD ATTY	V151	2,117.8							2,117.8				
1-800-ABOGADO	V151	664.1							664.1				
1-800-ASK DAVE RFRL SVC	V151	752.3							752.3				
1-800-ASK-GARY RFRL SVC	V151	3,731.8							3,731.8				
1-800-CANTASO ATTY	V151	498.1							498.1				
1-800-CP-NEEDS ATTY	V151	1,830.9							51.5	1,772.2	7.2		
1-800-DEMANDA ATTY	V151	668.4								668.4			
1-800-LAW SUIT	V151	1,219.2							28.3	1,188.1	2.7		
1-800-LAW-FIRM	V151	2,844.1							94.3	2,705.1	44.7		
1-800-LAWYERS	V151	527.1							527.1				
1-800-MY-CHILD ATTY	V151	274.0							56.2	196.3	21.5		
1-800-MY-RIGHTS ATTY	V151	568.8								568.8			
1-800-THE-LAW2 ATTY	V151	908.9								908.9			
1-866-PAIN 911 ATTY	V151	305.9								305.9			
AARON M LEVINE&ASSOC ATTY	V151	277.4	236.1		41.2								
AARON WM SACHS ATTY	V151	523.2							523.2				
ABLITT & CHARLTON ATTY	V151	720.6			720.6								
ABRAHAM & ROSE ATTY	V151	304.2			304.2								
ADAM S KUTNER ATTY	V151	2,194.0							2,194.0				
ADLER & ASSOC ATTY/LAW	V151	649.2			649.2								
ALEX HANNA ATTY	V151	374.9							374.9				
ALEXANDER&CATALANO ATTY	V151	2,189.5					47.9		2,141.6				
ALIVIO LEGAL ATTY	V151	632.3								632.3			
ALLEN ALLEN ALN&ALN ATTY	V151	620.6					38.3		582.3				
ALLEN L ROTHEBERG ATTY	V151	493.2							493.2				
ALM LAW BUSINESS SERVICE	V151	11,803.1	10,330.5	1,472.6									
ALVAREZ LAW FIRM	V151	315.4							315.4				
AMERICAN BAR ASSN	V151	481.8	479.8		2.1								
AMI MORGENSTERN ATTY	V151	853.2							853.2				
ANDERSON HEMMAT&LVN ATTY	V151	890.3							890.3				
ASHCRAFT & GEREL ATTY	V151	983.6			24.3				959.3				
ATTORNEYS TRIAL GROUP	V151	500.0						78.0	422.1				
BAILEY & GALYEN ATTY	V151	283.0						269.0	14.1				
BALKIN & EISBROUCH ATTY	V151	1,018.6							750.8	267.8			
BARNES FIRM ATTY	V151	2,622.6						241.0	2,381.6				
BARNES LAW FIRM	V151	513.9						129.7	384.3				
BARON & BUDD ATTY	V151	1,307.0	602.7					231.7	472.6				
BARRON & STADFELD ATTY	V151	881.3			881.3								
BARRY FEINSTEIN ATTY	V151	327.1							327.1				
BART DURHAM LEGAL CLNC	V151	599.2							599.2				
BEAM&RAYMOND ASSOC ATTY	V151	301.0							301.0				
BECKER LAW OFFICE	V151	1,538.6							1,538.6				
BELTZ & RUTH ATTY	V151	920.3							920.3				
BENJAMIN EICHHOLZ ATTY	V151	364.4							364.4				

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BERG INJURY LAWYERS	V151	905.3							905.3				
BERGER & GREEN ATTY	V151	1,935.1						6.0		1,929.1			
BERNARD LAW GROUP	V151	523.0								523.0			
BERNSTEIN & ASSOC ATTY	V151	990.8						196.1		794.7			
BETRAS HARSHMAN ATTY	V151	350.2						60.1		290.1			
BIERMAN GEESING&WRD ATTY	V151	909.6			909.6								
BILL GREEN ATTY	V151	255.1							255.1				
BINDER & BINDER ATTY	V151	6,555.8							1,118.9		5,380.0		56.9
BINGHAM MCCUTCHEON ATTY	V151	2,390.4	682.6			1,335.2	372.5						
BLACKBURN & GREEN ATTY	V151	359.0								359.0			
BLOCKER & SPAHR ATTY	V151	290.0								290.0			
BOB RICHARDSON ATTY	V151	280.1						3.7		276.4			
BOGIN MUNNS&MUNNS ATTY	V151	1,382.8						37.9		1,344.9			
BOURGAULT & HARDING ATTY	V151	338.9								338.9			
BRAD BRADSHAW ATTY	V151	269.1			4.2					264.9			
BRANTLEY JNKNS RDL/ATTY	V151	287.9						46.2		241.7			
BRIAN LONCAR&ASSOC ATTY	V151	1,612.8								1,612.8			
BROWN & CROUPPEN ATTY	V151	1,077.5						22.8		1,054.8			
BRUCE L SCHEINER&ASSOC	V151	686.9						104.4		582.5			
BRYAN MOORE ATTY	V151	255.3								255.3			
BURNETTI PA ATTY	V151	1,967.3						108.8		1,858.5			
CALDWELL & OBER ATTY	V151	494.0								494.0			
CAMPBELL & ASSOC ATTY	V151	500.6								500.6			
CANNON & DUNPHY ATTY	V151	297.3								297.3			
CARR & CARR ATTY	V151	530.9								530.9			
CARTER MARIO ATTY	V151	730.0						10.8		719.2			
CASTLE LAW OFFICES&ASSN	V151	352.7								352.7			
CATANIA & CATANIA ATTY	V151	929.9								929.9			
CELLINO & BARNES ATTY	V151	2,843.3						405.8		2,437.5			
CENTRO DE JUSTICIA ATTY	V151	623.8								623.8			
CHAD GOLIGHTLY ATTY	V151	309.9								309.9			
CHASEN & BOSCOLO ATTY	V151	298.6								298.6			
CHRISTOPHER LIGORI ATTY	V151	286.8								286.8			
CLASS ACTION LAWSUIT MESOTHELIOMA	V151	467.9							62.8	361.4	43.8		
CLASS ACTION LAWSUIT PAXIL	V151	1,491.0								1,447.1	44.0		
CLASS ACTION LAWSUIT SEROQUEL	V151	265.2								265.2			
CLASS ACTION LAWSUIT TRASYROL	V151	255.5								240.8	14.7		
COATS & TODD ATTY	V151	270.5								270.5			
COCHRAN LAW FIRM	V151	6,088.7						123.3		4,831.8	1,133.3	0.3	
COFMAN TOWNSLEY ATTY	V151	952.4						36.0		711.4		205.0	
COHEN SNYDER&ASSOC ATTY	V151	286.0								286.0			
COLLING GLBRT&WRGHT ATTY	V151	256.3						86.7		169.6			
COMPLETE CLM SLTNS ATTY	V151	297.6	261.1	26.9	9.6								
CORBETT LAW FIRM ATTY	V151	261.5								261.5			
COREY B TROTZ ATTY	V151	1,525.2						5.6		1,519.6			
CRAIG GOLDENFARB ATTY	V151	336.7			3.6					333.1			
CRAIG SWAPP ATTY	V151	865.8								865.8			
CRUMLEY & ASSOC ATTY	V151	1,133.3								1,133.3			
CULPEPPER KURLAND ATTY	V151	976.9						102.2		874.8			
CZAIA & GALLAGHER ATTY	V151	292.8						48.8		244.0			
DALE BUCHANAN ATTY	V151	580.4								580.4			
DAN DAVIS ATTY	V151	305.4								305.4			
DANE SHULMAN ASSOC ATTY	V151	306.6						17.4		289.3			
DANIEL J NEWLIN ATTY	V151	1,486.6						222.5		1,264.2			
DANIEL L CRANDALL ATTY	V151	439.3								439.3			
DANNY CLINE ATTY	V151	467.7								467.7			
DANZIGER & DE LLANO ATTY	V151	494.7	136.0							358.7			
DARRYL ISAACS ATTY	V151	1,834.5						15.5		1,818.9			
DAVID GORBERG ATTY	V151	1,309.9								1,309.9			
DEBT REDUCTION LAW CTR	V151	1,404.4								497.4	186.8	720.2	
DELUCA & ASSOC ATTY	V151	283.1								283.1			
DENNIS FUSI ATTY	V151	1,556.5								1,556.5			

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DIR LEGAL SERVICES	V151	4,762.8			4,762.8								
DIVORCE CENTER	V151	306.6			306.6								
DLA PIPER ATTY	V151	857.4	190.4		83.1	584.0							
DLA PIPER RDNC GRY CRY CP	V151	688.4			109.7	578.7							
DOLIVEIRA & ASSOC ATTY	V151	521.0							521.0				
DUNNION LAW FIRM	V151	254.5							254.5				
DYER GRFL MN&SCHLTZ ATTY	V151	923.7			1.0				922.8				
E ERIC GUIRARD ATTY	V151	527.3						11.6	515.7				
EBERSTEIN&WITHERITE ATTY	V151	415.5							415.5				
EDGAR SNYDER&ASSOC ATTY	V151	3,264.3			33.6			216.1	3,014.6				
ELK & ELK CO ATTY	V151	1,940.7							1,940.7				
ELK & ELK CO ATTY VIGNETTE	V151	401.2							401.2				
EMROCH & KILDUFF ATTY	V151	469.9							469.9				
ERIC PALACIO ATTY	V151	260.4							260.4				
ERIC SHORE ATTY	V151	464.4			303.5				160.9				
FARACI LANGE ATTY	V151	250.6							250.6				
FARAH & FARAH ATTY	V151	1,576.4						63.6	1,512.9				
FERRER POIROT WNSBR ATTY	V151	2,730.7			54.6				1,604.3	112.7	959.1		
FINKELSTEIN&PRTNRS ATTY	V151	482.8							482.8				
FITZGERALD&FTZGRD ATTY	V151	775.3			28.6			156.9	476.2		88.6		25.0
FLESCHNER STRK TNS/ATTY	V151	330.4							330.4				
FLORIN ROEBIG ATTY	V151	332.7			34.8			260.0		37.9			
FOLEY HOAG ATTY	V151	297.7			23.3		202.7	71.7					
FOX & FARMER ATTY	V151	269.6						27.0	242.6				
FOX LAW FIRM	V151	1,364.5						0.9			1,363.6		
FRANCOISE M HAASCH ATTY	V151	253.6						253.6					
FRANK DAMICO JR ATTY	V151	356.1							356.1				
FRANK JENKINS ATTY	V151	337.9							337.9				
FRANK SORRENTINO ATTY	V151	287.0							287.0				
FRANKLIN AZAR&ASSOC ATTY	V151	1,791.8							1,791.8				
FREDERICK L MCGUIRE ATTY	V151	361.9							361.9				
FRICKEY LAW FIRM	V151	281.2							281.2				
G DALLAS HORTON ATTY	V151	261.7							261.7				
GARRETT LAW OFFICE	V151	274.3	41.7						166.5	64.7	1.4		
GARY GREEN ATTY	V151	272.1							272.1				
GARY MARTIN HAYS ATTY	V151	1,073.6							1,073.6				
GATTI KLTNR BNVN&MINTS AT	V151	550.6							550.6				
GEOFFREY FIEGER ATTY	V151	976.4							976.4				
GEORGE SINK ATTY	V151	1,358.9							1,358.9				
GERLING LAW OFFICES	V151	671.1						21.8	649.3				
GLEN J LERNER ATTY	V151	2,328.3						179.0	2,149.3				
GOLDBERG & ASSOC ATTY	V151	511.6							511.6				
GOLDBERG & OSBORNE ATTY	V151	2,045.6			3.1			224.2	1,818.2				
GOLDBERG WEISMAN&CR ATTY	V151	638.8			20.8				591.0				27.0
GOLDSTEIN BCKLY CHIN RC	V151	537.6						45.9	491.6				
GOLIGHTLY & ASSOC ATTY	V151	1,791.0							1,791.0				
GOODMAID ACKER PC ATTY	V151	1,427.8							1,427.8				
GORDON & DONER ATTY	V151	932.1			101.0			294.0	537.1				
GORDON MCKERNAN ATTY	V151	507.0							507.0				
GREENBERG&BEDERMAN ATTY	V151	540.0							540.0				
GREGORY & SWAPP ATTY	V151	343.9						201.2	142.7				
GRUBER LAW OFFICE	V151	410.4							410.4				
GRUPO MEDLEGAL ATTY	V151	351.1							351.1				
GUAETTA & BENSON ATTY	V151	634.9			634.9								
HABUSH HABUSH&RTR ATTY	V151	793.7							793.7				
HAINES & KRIEGER ATTY	V151	374.9							374.9				
HALE & DORR LLP CP	V151	254.2						254.2					
HANDLER HENNING&RSBRG	V151	725.7			3.5				722.3				
HARDISON & ASSOC ATTY	V151	602.0							602.0				
HARDY WOLF&DOWNING ATTY	V151	322.2							322.2				
HARMON LAW OFFICES	V151	7,174.1			7,174.1								
HARRELL & HARRELL ATTY	V151	2,066.1						32.4	2,033.7				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HARRIS & GRAVES ATTY	V151	315.2							315.2				
HARRY S COHEN&ASSOC ATTY	V151	522.1							522.1				
HASTINGS & HASTINGS ATTY	V151	1,053.9					369.9		684.0				
HAYMOND LAW FIRM	V151	495.4							495.4				
HENSLEY LEGAL GROUP	V151	381.0							381.0				
HENSON FUERST ATTY	V151	622.4					20.9		601.5				
HEUSER & HEUSER ATTY	V151	362.8							362.8				
HILL & PONTON ATTY	V151	363.0							363.0				
HUGHES & COLEMAN ATTY	V151	1,340.0					20.9		1,319.1				
HUPY & ABRAHAM ATTY	V151	1,236.9							1,236.9				
INJURY HELPLINE	V151	8,022.3						1,045.2	4,762.7		2,214.4		
INJURY SOLUTIONS ATTY	V151	1,041.5							1,041.5				
ISADORE M BERSTEIN ATTY	V151	819.0							819.0				
JACK BERNSTEIN&ASSOC ATY	V151	317.4							317.4				
JACOBS & GOODMAN ATTY	V151	398.5							398.5				
JACOBY & MEYERS ATTY	V151	3,897.0							3,646.3		250.7		
JAMES E ROLSHOUSE ATTY	V151	647.1			607.9				5.7	10.6	22.9		
JAMES SCOTT FARRIN ATTY	V151	1,558.4							1,558.4				
JAMES SOKOLOVE&AFLT ATTY	V151	15,359.7	355.4		38.1	59.7			2,949.1	327.7	11,624.7		4.8
JARAMILLO & FREEMAN ATTY	V151	271.1							271.1				
JAY TRUCKS&ASSOC ATTY	V151	317.7							317.7				
JEFF MARTIN ATTY	V151	336.7					13.2		323.5				
JEFFERY M LEVING ATTY	V151	366.3					30.8		335.5				
JEFFREY FREEDMAN ATTY	V151	252.4					64.7		187.7				
JEROME SNYDER ATTY	V151	251.2			251.2								
JESUS J PENA ATTY	V151	411.8							411.8				
JIM S ADLER ATTY	V151	3,982.0					56.7		3,925.3				
JOE BORNSTEIN ATTY	V151	773.4							773.4				
JOEL BIEBER ATTY	V151	674.9							674.9				
JOHN BALES ATTY	V151	272.0					13.0		259.0				
JOHN FOY ATTY	V151	574.3							574.3				
JOHN MICHAEL BAILEY ATTY	V151	265.9							265.9				
JOHN PRESTON ATTY	V151	284.2			284.2								
JOHN R SALAZAR ATTY	V151	303.2							303.2				
JOHN T ORCUTT ATTY	V151	382.1							382.1				
JOHNSON LAW GROUP	V151	526.8							500.8		26.0		
JUSTICE INJURY LAWYERS	V151	500.3					67.3		433.0				
KALFUS & NACHMAN ATTY	V151	1,281.2							1,281.2				
KAUFMAN STGR&HIGHS ATTY	V151	780.0							780.0				
KEELING LAW FIRM	V151	304.6							304.6				
KEITH BARTON ATTY	V151	1,082.1					123.5		958.6				
KELLER & KELLER ATTY	V151	1,776.5			0.5		162.2		1,613.8				
KEN NUNN ATTY	V151	878.2							878.2				
KENNETH HILLER ATTY	V151	529.4							529.4				
KENNETH S NUGENT ATTY	V151	2,995.4					236.6		2,758.8				
KENNETH WILHELM ATTY	V151	542.8							542.8				
KERRY L STEIGERWALT ATTY	V151	534.2						145.0	86.6	55.3	247.2		
KERRY STEIGERWALT ATTY	V151	778.9							178.9	105.2	494.8		
KIMMEL & SILVERMAN ATTY	V151	1,345.5			88.7		126.5		1,130.4				
KINGCADE & GARCIA ATTY	V151	946.9							946.9				
KISLING NESTICO&RDCK ATY	V151	456.4					97.5		358.9				
KORDE & ASSOC ATTY	V151	2,226.9			2,226.9								
KUVARA LAW FIRM	V151	306.9							306.9				
LARRY H PARKER ATTY	V151	2,885.8							2,885.8				
LAVAN & ASSOC ATTY	V151	259.2							259.2				
LAWYER REFERRAL SERVICE	V151	582.7							582.7				
LAWYER UP NOW ATTY	V151	279.5							279.5				
LAWYERS GROUP	V151	5,846.2						16.6	2,751.1		3,078.5		
LEE & SMITH ATTY	V151	364.0							364.0				
LEE STEINBERG ATTY	V151	1,213.4							1,213.4				
LEGAL HELPERS ATTY	V151	1,745.0							1,745.0				
LENAHAN & DEMPSEY ATTY	V151	265.9					3.1		262.7				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LEONE BENDER SEATE ATTY	V151	488.6							488.6				
LERNER & ROWE ATTY	V151	1,744.5						12.0		1,732.5			
LEVIN&PAPANTONIO/ATTY	V151	264.7	66.7			42.7				155.4			
LEVINE BENJAMIN ATTY	V151	269.2								269.2			
LEVINESS TLZMN&HMLTN ATY	V151	547.2								547.2			
LEWIS & DAGGETT ATTY	V151	550.0								550.0			
LIPMAN LAW FIRM	V151	318.7								318.7			
LITIGATORS INC LAW FIRM	V151	264.3							143.6		120.7		
LONG & GONZALEZ ATTY	V151	292.2					42.0		250.2				
LOS DEFENSORES ATTY	V151	6,902.0					101.1		6,800.8				
LOWELL STANLEY ATTY	V151	480.8								480.8			
LUHRSEN & ASSOC ATTY	V151	271.5					5.2		266.3				
LUNDY LAW	V151	453.8					13.0		440.8				
LYTAL RTR CLRK FNTN&WLMS	V151	305.7								305.7			
MAHER GUILEY&MAHER ATTY	V151	545.6			398.5					147.1			
MALAISE LAW FIRM	V151	277.8								277.8			
MALONEY & MALONEY ATTY	V151	250.6								250.6			
MALONEY-STROHMEYER ATTY	V151	431.9								431.9			
MANEY & GORDON ATTY	V151	282.5								282.5			
MANUEL E SOLIS ATTY	V151	257.0								257.0			
MARCUS & MACK ATTY	V151	346.9								346.9			
MARGOLIUS MRGLS&ASSOC	V151	268.7								268.7			
MARK DAVIS ATTY	V151	1,859.5							902.0	503.6	332.2	121.8	
MARK E SALOMON ATTY	V151	684.9								684.9			
MARK E SALOMONE&MRL ATTY	V151	330.4								330.4			
MARKS & HARRISON ATTY	V151	715.8								715.8			
MARTIN & JONES ATTY	V151	260.6			58.0					202.6			
MARTIN HARDING&MZZ ATTY	V151	1,198.7					76.3		1,118.2	4.3			
MAUNE RAICHE LAW FIRM	V151	663.3									663.3		
MCMAHAN LAW FIRM	V151	388.1								388.1			
MCWHIRTER BLNGR&ASSOC	V151	325.5								325.5			
METZGER WICKERSHAM ATTY	V151	1,087.6								1,087.6			
MICHAEL A DEMAYO ATTY	V151	919.9			12.2		25.5			882.1			
MICHAEL D PONCE ATTORNEY	V151	292.1								292.1			
MICHAEL HINGLE ATTY	V151	682.6								682.6			
MICHAEL V BARSZCZ ATTY	V151	557.1								557.1			
MICHELS & WATKINS ATTY	V151	566.0								566.0			
MICHENZIE & SHAWIN ATTY	V151	1,680.6			1,680.6								
MIRMAN MRKVTS&LND ATTY	V151	372.5								372.5			
MISNY & ASSOC ATTY	V151	622.5								622.5			
MONTLICK & ASSOC ATTY	V151	2,899.2					383.0		2,516.2				
MORGAN & MORGAN ATTY	V151	12,292.1					1,430.3		10,861.8				
MORRIS BART ATTY	V151	2,044.2					19.8		2,024.4				
MUNLEY MNLY&CRTWRGT ATTY	V151	317.3								317.3			
NAHON SAHAROVICH&TROTZ	V151	261.5					51.3		210.2				
NATION LAW FIRM	V151	835.2					235.4		599.8				
NEW YORK SUPER LAWYERS ADVERTORIAL	V151	1,390.3				1,390.3							
NIXON PEABODY ATTY	V151	1,069.5			26.7	1,042.8							
NIXON PEABODY LLP CP	V151	254.2				254.2							
NORRIS INJURY LAWYERS	V151	493.8							302.4		191.4		
NURENBERG PRS HL&MCRTHY	V151	306.2							306.2				
OCONNOR ACCIANI&LVY ATTY	V151	295.5								295.5			
OMALLEY & LANGAN ATTY	V151	652.9					27.2			625.7			
ORLANS MORAN ATTY	V151	1,100.5			1,100.5								
PACIFIC LAW CENTER	V151	3,836.5			0.5				3,836.0				
PACIFIC LAW OFFICES	V151	390.8			390.8								
PANTER PANTER&SMPLDR ATTY	V151	473.9							473.9				
PARKER & WAICHMAN ATTY	V151	335.0							335.0				
PARKER WAICHMAN ATTY	V151	268.6								268.6			
PARMELE LAW FIRM	V151	304.9								304.9			
PAUL WILLIAM BELTZ ATTY	V151	1,009.5								1,009.5			
PEAKE & FOWLER ATTY	V151	325.5								325.5			

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PERRY DEAN ELLIS ATTY	V151	876.6							876.6				
PETER ANGELOS ATTY	V151	1,611.7							1,027.5		584.2		
PETER FRANCIS GRC ATTY	V151	2,470.5							2,470.5				
PETER MILLER ATTY	V151	294.4					24.8		269.6				
PETER T NICHOLL ATTY	V151	655.5			213.7					441.7			
PETERSEN JOHNSON ATTY	V151	484.2							484.2				
PETERSON & ASSOC ATTY	V151	270.6			21.4				249.2				
PHILLIPS & ASSOC ATTY	V151	7,424.4			435.5		689.7		6,293.4	5.9			
PHILLIPS LYON&WOLF ATTY	V151	605.0					269.1		335.9				
PISTOTNIK LAW OFFICE	V151	314.9							314.9				
PITTS & ZANATY ATTY	V151	425.7							425.7				
PLYMALE & ASSOC ATTY	V151	688.8							688.8				
PULASKI & MIDDLEMAN ATTY	V151	1,100.7							884.2		216.4		
RAINWATER HOLT&SXTN ATTY	V151	434.0							434.0				
RAND SPEAR ATTY	V151	268.3							268.3				
RANDOLPH H GOLDBERG ATTY	V151	397.2							397.2				
RASANSKY LAW FIRM	V151	876.1			700.0		176.1						
RAUSER & ASSOC ATTY	V151	1,458.4							1,458.4				
RICHARD ALEXANDER ATTY	V151	396.6			396.6								
RICHARD WERNER ATTY	V151	435.2							435.2				
RICK MCGUIRE ATTY	V151	385.4							385.4				
ROB GRAHAM & ASSOC ATTY	V151	338.8							338.8				
ROBERT DEBRY&ASSOC ATTY	V151	813.3							813.3				
ROBERT FENSTERSHEIB ATTY	V151	263.8					0.1		263.7				
ROBERT FRIEDMAN ATTY	V151	300.4							300.4				
ROBERT GOLDWATER ATTY	V151	3,587.6							2,247.3		1,340.3		
ROBERT H WEISS ATTY	V151	1,239.4	721.2		9.0				305.7		203.6		
ROBERT J HOGLUND ATTY	V151	322.3			39.2				283.1				
ROBERT PEIRCE&ASSOC ATTY	V151	390.9							390.9				
ROBERT RUBENSTEIN ATTY	V151	1,170.8							1,170.8				
ROLSHOUSE & ASSOC ATTY	V151	450.5			396.7	14.4			1.1		38.3		
RON BELL ATTY	V151	317.0					102.0		215.0				
RONI LYNN DEUTCH ATTY	V151	3,024.1							548.8	1,715.4	759.9		
RONZIO & ASSOC ATTY	V151	456.6							456.6				
ROSENBAUM & ASSOC ATTY	V151	526.3			67.0				459.3				
RUE & ZIFFRA ATTY	V151	492.8					45.7		447.1				
RUSS BROWN ATTY	V151	250.3							250.3				
RUTTER MILLS ATTY	V151	349.1							349.1				
SACKETT & ASSOC ATTY	V151	417.1							417.1				
SAINTZ KIRK&MILES ATTY	V151	3,215.6							3,094.1		121.6		
SAM BERNSTEIN ATTY	V151	5,746.4					190.5		5,556.0				
SAWAYA LAW FIRM	V151	382.8							382.8				
SCHWARTZ & ASSOC ATTY	V151	604.5			1.1				603.4				
SCHWARTZAPFEL&TRHWSKT AT	V151	253.2					154.0		99.2				
SCHWEBEL GOETZ SBN ATTY	V151	476.3							476.3				
SIEBEN GROSSE&VON HL ATTY	V151	414.2							414.2				
SIEGEL KELLEHER&KHN ATTY	V151	252.8					74.6		178.2				
SIEGFRIED & JENSEN ATTY	V151	1,115.0							1,115.0				
SILBERSTEIN AWD&MLK ATTY	V151	579.2							579.2				
SIMMONS & FLETCHER ATTY	V151	567.5					1.5		566.0				
SMITH & HASSSLER ATTY	V151	1,269.7							1,269.7				
SPIEGEL & UTRERA ATTY	V151	340.9			157.5	183.4							
STANTON & DAVIS ATTY	V151	830.4			830.4								
STARK & STARK ATTY	V151	436.0			3.7				432.2				
STEINGER ISCOE&GRN ATTY	V151	1,065.8							1,065.8				
STEPHEN L KLIMJACK ATTY	V151	361.1							361.1				
STEVEN E SLOOTSKY ATTY	V151	309.5					11.4		298.0				
STEVEN LEE ATTY	V151	483.9					21.6		462.3				
STEWART & STEWART ATTY	V151	285.7							285.7				
SUSAN E LOGGANS ATTY	V151	390.1							390.1				
TANZY & BORREGO ATTY	V151	272.2					69.7		202.5				
TAYLOR KING & ASSOC ATTY	V151	257.3							257.3				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TERRY BRYANT ATTY	V151	1,058.5							1,058.5				
TOLBERT BDL&MSGRV/ATTY	V151	306.5							306.5				
TOM MAGELANER ATTY	V151	263.0							263.0				
TRAFFIC LAW CENTER	V151	261.7							261.7				
TRANTOLO & TRANTOLO ATTY	V151	455.3							455.3				
TROLMAN GLSR&LCHTMN ATTY	V151	5,422.5					275.7		5,146.9				
VERDECIA & HASTY ATTY	V151	717.9							717.9				
WALKER & WALKER ATTY	V151	277.1							277.1				
WAYNE WRIGHT ATTY	V151	2,186.1							2,186.1				
WE/PEOPLE PARALEGAL SVC	V151	418.2			418.2								
WEISS & WEISS LAW FIRM	V151	412.7							412.7				
WEITZ & LUXENBERG ATTY	V151	2,487.4			164.8	61.5			1,870.5		390.7		
WETTERMARK HLND&KTH ATTY	V151	572.0					38.3		533.7				
WILENS & BAKER ATTY	V151	2,055.1					276.8		1,778.4				
WILKES & MCHUGH ATTY	V151	1,258.6					13.5		1,245.1				
WILLIAM H JACKSON ATTY	V151	391.3							391.3				
WILLIAM MATTAR ATTY	V151	1,565.3							1,565.3				
WILLIAM MCBRIDE ATTY	V151	543.5							543.5				
WINSTON & STRAWN ATTY	V151	1,252.5	446.8				805.7						
WINTERS & YONKER ATTY	V151	1,713.8						193.4		1,520.4			
WINTERS YONKER&RSL ATTY	V151	1,245.8								1,245.8			
WOMBLE CARLYLE/RCC ATTY	V151	445.1			49.8	262.8			26.3				106.2
WOOD FRIEDMAN MACFADYEN	V151	1,266.2			1,266.2								
WOODS & WOODS ATTY	V151	277.5							277.5				
WORKERS COMP ATTY	V151	413.4							413.4				
YANKOWITZ LAW FIRM	V151	1,629.5							1,629.5				
YOST LEGAL GROUP ATTY	V151	296.9							296.9				
ZAMLER MELLAN&SHFFN ATTY	V151	580.8			143.8		3.3		433.7				
GLAMOUR SHOTS PHOTO	V152	726.8			344.1	132.0	43.4		207.4				
IMEMORIES PHOTOS/DVD STD	V152	1,089.7			1,089.7								
KIDDIE KANDIDS PHOTO STD	V152	1,222.3	62.8		1,073.6	51.0	34.9						
KODAKGALLERY ONLINE	V152	540.0	540.0										
MONICA RICH KOSANN PHOTO	V152	254.3	254.3										
MPIX PHOTOGRAPHY SERVICE ONLINE	V152	1,142.0	1,142.0										
OLAN MILLS PORTRAIT STD	V152	250.9	250.9										
PICTURE PEOPLE PHOTO SVC	V152	1,111.7	930.3				22.3		159.1				
PORTRAIT INVTS PHOTO ST	V152	2,323.1			2,323.1								
SCANCAFE PHOTO SVC	V152	361.5	361.5										
SHUTTERFLY.COM PHOTO ONLINE	V152	6,204.3	6,170.4						34.0				
SNAPFLASH FILM DEV SVC ONLINE	V152	6,319.2	6,271.5										47.8
WINKFLASH DEVELOPING CO	V152	767.4	767.4										
WINKFLASH.COM ONLINE	V152	408.1	408.1										
YUEN LUI PHOTOGRAPHER	V152	361.2			361.2								
AARON RENTS&SELLS FURN	V153	429.9					179.5		0.4			250.0	
AARONS SALES&LEASE OWNRS	V153	10,068.1					13.8	1,413.4	3,205.0		3,722.6		1,713.2
COLORTIME RENTALS	V153	468.1					2.4		464.1				1.6
CORT FURNITURE RENTALS	V153	6,821.5	4,220.5		623.3		84.0		16.9	5.4	1,866.3		5.0
CRESCO EQUIP RENTALS SVC	V153	375.9							375.9				
NATIONAL RENT TO OWN	V153	427.0							427.0				
QUALITY RENTALS	V153	287.0							244.2				42.9
RENT-A-CENTER	V153	32,518.2			29.4		5.5	8,230.0	3,342.1	9,485.9	7,706.5	3,571.4	147.4
RENTALS.COM SERVICE ONLINE	V153	283.1											283.1
RENTWAY RENTALS	V153	287.2							287.2				
AJS LANDSCAPING & DESIGN	V154	280.1							280.1				
BETTYS AZALEA RANCH	V154	261.7			261.7								
CHERRY CREEK TR FRMS SLS	V154	541.4			541.4								
DIR AGRCLTRL&HRTCLTRL SVC	V154	1,302.8			1,302.8								
EASY TURF SERVICE	V154	291.6							291.6				
FARM & FLEET SUPPLIES	V154	6,305.5							6,305.5				
FEEDERS SUPPLY CO	V154	284.5			187.6				96.9				
HEAVENLY GREENS TURF SVC	V154	486.6							486.6				
KITSAP FARM GARDEN&TRCTR	V154	311.5							311.5				

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LAWN DOCTOR LAWN CARE	V154	1,225.4			20.9		5.5		3.1				1,195.9
PRIDE OF NY PROMO	V154	272.0							272.0				
SAN TAN TREE FARMS&NRSRY	V154	286.2			286.2								
SCOTTS LAWN SERVICES	V154	452.7			1.3		29.8		421.6				410.1
SHADBROOK FARM	V154	410.1											410.1
SUSTAINABLE FRSTRY INTV	V154	2,337.5	1,651.6	114.4		158.0	413.6						
AXXESS LATINO CHAT/SVC	V155	852.1							852.1				
BLACKSINGLES.COM DATING ONLINE	V155	348.9										166.7	182.2
CHEMISTRY.COM DATING SVC ONLINE	V155	19,130.6	1,104.3					11,243.4	40.0	2,179.8	4,563.3		
DIR DATING SERVICES	V155	3,901.4			3,901.4								
EHARMONY.CA ONLINE	V155	324.1									324.1		
EHARMONY.COM ONLINE	V155	66,971.5						3,348.5	720.5	1,700.8	58,826.2	2,375.5	
EVENTS&ADVENTURES DATING	V155	780.0			459.2				19.0				301.8
INTERACTIVE MALE DTN SVC	V155	2,924.7					291.0		2,142.5	19.4	471.7		
ITS JUST LUNCH DTNG SVC	V155	4,926.6	4,280.9		134.4		50.9		197.9		226.5		36.1
LAVALIFE DATING SERVICE	V155	7,632.6			1,126.9		109.9		2,931.2	2,734.3	730.3		
LAVALIFE DATING SERVICE ONLINE	V155	251.4					106.6				144.8		
LIVE LINKS DATING SVC	V155	12,056.0			80.7				10,244.7	12.6	1,718.0		
MATCH.COM DATING SERVICE ONLINE	V155	49,976.6	10,805.8					8,212.5	163.9	6,942.4	14,091.0	9,639.2	121.7
PERFECTMATCH.COM ONLINE	V155	2,100.0							105.8		1,994.2		
SELECTIVE SRCH DTNG SVC	V155	1,205.8	1,205.8										
SPARK NETWORK DATING SVC	V155	581.5					581.5						
SYSTEM DATING SERVICE	V155	436.9							436.9				
TABLE FOR SIX DATING SVC	V155	609.9			499.3								110.5
TANGO PERSONALS DTNG SVC	V155	2,552.9							2,091.8		461.0		
VALENTI INTL MATCHMAKING	V155	2,251.8	2,251.8										
VIBE LINE DATING SERVICE	V155	3,508.3							1,861.6		1,646.7		
1-800-BETS OFF PHONE SERVICE	V156	828.6							828.6				
1-800-FREE LOVE PHONE SERVICE	V156	384.9							97.5		287.4		
1-800-FREE-411 PHONE SERVICE	V156	1,020.9											1,020.9
1-800-WE ARE 18 PHONE SERVICE	V156	974.9							155.6		819.2		
1-800-YES-GIRL PHONE SERVICE	V156	1,154.6							235.0		919.6		
AFTER HOURS PHONE SERVICE	V156	860.3							860.3				
CAR & DRIVER MAG PHONE SERVICE	V156	474.9	474.9										
COUNTRY LIVING MAG PHONE SERVICE	V156	411.5	411.5										
DIAL A MATE PHONE SERVICE	V156	307.7						307.7					
ELLE DECOR DESIGN LINE PHONE SERVICE	V156	371.9	371.9										
FONOCAT PHONE SERVICE	V156	1,585.5							1,058.2		527.4		
JENNIFER ANGEL PHONE SERVICE	V156	4,704.8	4,704.8										
LOUISIANA SPIRIT HLPLN	V156	343.3					90.8		252.5				
METROPOLITAN HOME MAG PHONE SERVICE	V156	388.6	388.6										
METROVIBE PHONE SERVICE	V156	1,243.3							1,243.3				
NIGHT EXCHANGE PHONE SERVICE	V156	681.1							272.7	396.2	12.3		
NIGHTLINE PERSONALS PHONE SERVICE	V156	2,928.3							2,883.6	44.7			
PERSONAL PSYCHIC LINE PHONE SERVICE	V156	788.2							13.5		774.7		
POISON HELP HOTLINE PHONE SERVICE	V156	409.1							409.1				
PREGNANCY LINE PHONE SERVICE	V156	307.8							307.8				
PSYCHIC SOURCE PHONE SERVICE	V156	1,020.4	47.0						152.5	701.2	114.6	5.1	
QUEST CHATLINE PHONE SERVICE	V156	13,256.0							12,716.3	539.7			
RAVE PHONE SERVICE	V156	439.6							68.3	21.6	349.7		
RED HOT DATELINE PHONE SERVICE	V156	3,976.6							2,569.7	564.1	842.9		
SINGLES LINE PHONE SERVICE	V156	1,707.0							1,707.0				
WALTER MERCADO ASTRLGST PHONE SVC	V156	431.2	431.2										
AMERICAN CREMATION SOC	V157	283.2			283.2								
CATHOLIC CEMETERIES	V157	350.9			310.6		36.5		3.8				
DIGNITY MEMORIAL FNRL HM	V157	269.2			193.8				75.4				
DIR FUNERAL HOMES & SERVICES	V157	8,836.9			8,836.9								
FOREST LAWN	V157	358.8			5.4		313.0		30.9				9.4
GARDENS MEMORIAL PARK	V157	294.3			191.7		8.0		94.7				
GEORGE H LEWIS&SONS FNRL	V157	413.8	191.4		222.5								
NEW JERSEY ST FNRL/ASSN	V157	1,327.5			1,327.5								
NEWCOMER FAM FUNERAL HM	V157	381.5						5.3	376.2				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PALM MORTUARIES	V157	259.3				259.3							
ROSE HILLS MEMORIAL PARK	V157	794.9			70.8		724.1						
SHALOM MEMORIAL PARK CMT	V157	408.4			408.4								
STEWART ENT FUNERAL HOME	V157	676.4					68.5		10.8				597.1
AKC AMERICAN KENNEL CLUB	V158	1,569.9	10.7	1,244.3	56.2		8.7	123.0	30.9		96.1		
AMERICAN KENNEL CLUB CP	V158	1,867.0		1,866.5	0.5								
ASPCA	V158	916.1			110.5		26.4		77.0	162.6	539.7		
BEST FRIENDS ANIMAL SOC	V158	527.7			2.0		7.8		3.2		514.8		
BEST FRIENDS ANML SNCTRY	V158	562.9									562.9		
BIDE-A-WEE PET ADOPTION HOMES&CLNC	V158	346.0	306.6				39.4						
CAMP BOW WOW KENNELS	V158	580.8	541.2		35.7		3.0		0.9				
DIR VETERINARIANS & PET SVC	V158	2,101.9			1,951.7	150.2							
FALLS ROAD ANIMAL HOSP	V158	456.6			456.6								
FRIENDS OF ANIMALS ORG	V158	708.8	708.8										
HUMANE SOCIETY OF THE US	V158	1,945.5	333.0	116.1	909.8	283.5	182.5		76.3		44.4		
MANS BEST FRIEND DG TRNG	V158	293.9							293.9				
NORTH SHORE ANML LEAGUE	V158	702.4	44.4		601.6		10.0		26.2		20.2		
PAWS ORG	V158	251.1			251.1								
PETSMART PETSHOTEL	V158	398.4						398.0	0.4				
PORT CHESTER OBDNC TRNG	V158	300.7			300.7								
SARASOTA KENNEL CLUB	V158	311.1					26.4		284.7				
SPCA ORG	V158	266.2			260.2		6.0						
1-800-941-6724 TAX INFO	V159	978.9									978.9		
1-800-957-1657 TAX INFO	V159	575.7									575.7		
1-888-290-9251	V159	1,008.9							3.6		1,005.3		
AAA MI MOTOR CLUB	V159	437.1										437.1	
AAA MO MOTOR CLUB	V159	426.5										426.5	
AAA MOTOR CLUB	V159	6,851.9	282.2	417.3	437.3		1,141.6		3,874.5	120.8	24.8	121.3	432.1
ABERNATHY MACGREGOR GRP CP	V159	397.3				397.3							
ACTIVE INTL	V159	319.3					0.9	302.6	11.4		4.5		
ADAMEVE.COM ONLINE	V159	456.1	195.8							244.8		15.5	
ALADDIN BAIL BONDS	V159	2,299.4						2,256.9					42.5
ALL-PRO BAIL BONDS	V159	451.8						451.8					
BBCARDS.COM ONLINE	V159	1,026.3					86.2	0.1		939.9			
BRAND SOURCE DLR LCTR SV	V159	1,372.7			139.1			135.1		69.3	1,029.2		
CARTER PRSCT TR&ASSOC ES	V159	267.0			267.0								
COINSTAR COIN EXCHNG SVC	V159	4,092.2					2,351.8	0.7		1,739.7			
DEX MEDIA SERVICE	V159	486.1				486.1							
DIR GENERAL SERVICES	V159	144,743.6			144,050.1	693.5							
EDUCATION CONNECTION SVC	V159	5,299.9			188.7	22.0		4.1	676.8	226.9	4,181.5		
EDUCATION CONNECTION SVC ONLINE	V159	5,068.9					3.2	538.8	1,445.0	3,081.9			
EMCOR GROUP SERVICES	V159	493.9	356.1								137.8		
FEDEX GROUND SERVICE	V159	765.6			2.9	762.7							
FEDEX KINKOS OFC&PRNT CT	V159	30,018.3	4,755.1		1,153.5	1,397.2		19,656.6	117.0		2,938.4		0.5
FEDEX KINKOS OFC&PRNT CT ONLINE	V159	7,362.1					5,921.2	7.8		1,433.1			
GIFT SUBSCRIPTIONS SVC	V159	565.3	565.3										
HANS KLOK/BEAUTY/MAGIC	V159	305.8	255.4			50.4							
HEADTURNINGHAIR.COM ONLINE	V159	450.2					77.1	4.5	163.2	205.4			
HOW TO PLAN YOUR WEDDING ADVERTORIAL	V159	313.2				313.2							
IAC INTERACTIVE CORP CP	V159	468.0	246.0		79.1	142.9							
INFOCISON MGT CO CP	V159	266.1				266.1							
INTL STAR REGISTRY	V159	1,297.8							13.4		1,284.4		
JUSTLIKEME.ORG ONLINE	V159	436.1	78.8						357.2				
KING STAHLMAN BAILBONDS	V159	595.0					66.5		528.5				
LIFELOCK IDNTY THFT SVC	V159	15,002.8	546.1		1,130.0	467.6		128.0	16.5	963.6	4,585.8	7,042.7	122.6
LONG ISLAND HOME ADVERTORIAL	V159	550.7				550.7							
MENS HEALTH PRSLN TRNR	V159	745.7	745.7										
NATIONAL BRIDAL SERVICE	V159	472.9	472.9										
NEW JERSEY AT HOME ADVERTORIAL	V159	287.3				287.3							
NID DIGITAL CBL&STLT PRV	V159	313.8								313.8			
PRESTO SERVICE	V159	344.1	255.4		88.6								
PURE ROMANCE PARTIES	V159	1,440.6			0.8				1,425.8				14.0

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
QUEST DIAGNOSTICS LAB	V159	3,117.3			1,523.0	229.8							1,364.5
QUIT ASSIST INFO RSRC	V159	1,359.3	1,359.3										
QUITPLAN COUNSELING SVC	V159	342.3							342.3				
ROOM A DAY GIVE AWAY	V159	1,184.5						1,014.7	169.8				
SAN DIEGO COUNTY ADPTNS	V159	301.3			47.5				253.8				
SIEMENS CORP	V159	328.3					328.3						
SKINET.COM ONLINE	V159	483.3	483.3										
SODEXHO SA CP	V159	421.1	187.8	233.3									
SPECTACOLOR COMM SVC	V159	551.5				551.5							
SPI ENTERTAINMENT SVC	V159	597.6				597.6							
SUPPORT KIDS SERVICE	V159	1,096.9					22.0	14.6	602.8	457.5			
SUPPORTKIDS.COM SERVICE ONLINE	V159	335.5					39.8	10.4	27.2	258.1			
THINGSWEBUY.COM ONLINE	V159	1,629.8			0.4			77.6	278.2	189.2	1,084.3		
UPS STORE	V159	23,517.8	5,366.4		20.5		161.5	7,297.7	1,891.4	758.6	7,718.3		303.4
VERIFIED IDENTITY PS SVC	V159	536.1					12.8						523.2
WORLD DIVERSITY ADVERTORIAL	V159	418.8			418.8								
ZONE CHEF HOME DELIVERY	V159	1,811.2	1,811.2										
2ECOND STAGE THEATRE	V161	452.0	5.3			446.7							
59E59 THEATER	V161	362.9	232.3			130.7							
5TH AVE THEATRE	V161	546.3	6.6		539.7								
A CHORUS LINE PLAY	V161	405.8	5.3					400.5					
A CHRISTMAS CAROL PLAY	V161	489.2			255.6				233.6				
ACT THEATRE	V161	318.4			318.4								
AEG CONCERTS	V161	732.8	61.6				663.9						7.4
AEG LIVE ENTERTAINMENT	V161	681.1	337.9			200.3	142.9						
AHMANSON THEATRE	V161	408.7			370.8	38.0							
AHMANSON THEATRE & CTR THEATRE GROUP	V161	1,074.4			1,074.4								
AL HIRSCHFELD THEATRE	V161	1,148.7			557.2	591.5							
ALL SHOOK UP PLAY	V161	303.6			10.1				293.6				
AMBASSADOR THEATRE	V161	743.0			367.8	375.2							
AMERICAN BALLET THEATRE	V161	2,773.4	1,294.7		257.6	1,214.8							6.3
AMERICAN CNSRVTRY THTR	V161	1,160.1			1,085.2		75.0						
AMERICAN MSCL THTR/SN JS	V161	284.0			257.7				26.3				
AMOR A LA MUSICA/VAR SPN	V161	322.1							322.1				
ANDRE RIEU PRSNL APPR	V161	368.9							368.9				
ANNIE PLAY	V161	418.1							418.1				
APOLLO THEATRE	V161	502.9	37.5		432.9	32.5							
ARENA STAGE THEATRE	V161	329.5			314.5		15.0						
ARONOFF CENTER THEATER	V161	337.1			337.1								
ART LEAGUE THEATER	V161	261.8			261.8								
ATLANTA SYMPHONY ORCHSTR	V161	479.5			454.9				24.6				
AUGUST WILSON THEATRE	V161	407.9			197.9	210.0							
AVENUE Q PLAY	V161	615.2	37.0		31.4		75.6		471.2				
AVERY FISHER HALL	V161	721.8			0.7	721.0							
BALTIMORE SYMPHNY ORCHST	V161	702.2			687.3		8.7		6.2				
BARRY MANILOW PRSNL APPR	V161	560.9			20.1				540.9				
BEAUTY & THE BEAST PLAY	V161	262.0	17.6		36.5				207.9				
BELASCO THEATRE	V161	333.9				333.9							
BENEDUM CENTER	V161	558.0			558.0								
BERGEN PERFORMING ARTS	V161	550.5			490.4	60.1							
BERKELEY REPERTORY THTR	V161	375.2			354.5				20.8				
BERNARD B JACOBS THEATRE	V161	574.9	20.9			554.0							
BILLY JOEL PRS AP	V161	566.3			10.1				556.2				
BLUE MAN GROUP PLAY	V161	638.9	612.3		6.6		20.0						
BLUE MAN GROUP PRSNL APR	V161	3,422.4			2.7		1,230.6		2,189.2				
BLUES IN THE NIGHT PLAY	V161	298.3					9.7		226.5				62.1
BON JOVI PRS AP	V161	361.1			40.8				320.3				
BOOTH THEATRE	V161	575.5			65.0	510.6							
BOSTON BALLET	V161	498.7			304.2		6.8		187.7				
BOSTON SYMPHONY ORCHSTR	V161	316.5	32.8		251.5		12.2		20.1				
BOULDERS DINNER THEATRE	V161	288.0			288.0								
BOYETT OSTAR PRODUCTIONS	V161	351.3					351.3						

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BRANSON THEATRE	V161	279.6							279.6				
BROADHURST THEATRE	V161	747.6	5.3		588.2	154.1							
BROADWAY ACROSS AMERICA	V161	750.6			588.2		60.5		101.9				
BROADWAY IN CHICAGO	V161	1,549.0			642.5		901.2		5.3				
BROADWAY PALM DNR THTR	V161	371.8			360.2		6.1		5.5				
BROADWAY SERIES PLAYS	V161	261.8			156.0				105.8				
BROADWAY THEATRE	V161	1,252.5			1,088.6	152.1			11.8				
BROOKLYN PRMNT RCK/RL CN	V161	359.0			359.0								
BROOKS ATKINSON THEATRE	V161	698.9			383.7	315.1							
BROWARD CTR/PRFRMNG ARTS	V161	880.6			850.2				30.4				
BUENA VISTA THTRCL GRP	V161	331.7					331.7						
BUSCH ENTERTAINMENT CORP	V161	509.3					509.3						
BUSHNELL THEATRE	V161	725.9			711.7				14.2				
CABARET THEATRE	V161	321.2			321.2								
CADILLAC PALACE THEATRE	V161	2,484.8			2,484.8								
CALIFORNIA PERFORMANCES	V161	503.7			486.3	12.6	4.8						
CALIFORNIA THTR/PRFRM AR	V161	379.2			379.2								
CAMELOT PLAY	V161	489.2			4.4				484.7				
CARNEGIE HALL	V161	4,515.2	2,829.0		54.4	1,631.8							
CARNIVAL CTR/PRFRMNG ART	V161	626.4			609.0				17.4				
CATS PLAY	V161	535.9			15.7				520.2				
CAYMAN JAZZ FEST	V161	405.6	405.6										
CELEBRITY THEATRE	V161	252.6			252.6								
CELINE DION PRSNL APPR	V161	597.4			166.7				430.6				
CELINE DION/NEW DY CNCRT	V161	380.2	380.2										
CENTER THEATRE GROUP	V161	563.3			563.3								
CENTER THEATRE GROUP & MARK TAPER FRM	V161	271.9			271.9								
CENTERSTAGE PRFRMNG ARTS	V161	298.7			298.7								
CERRITOS CTR/PRFRMNG ARTS	V161	641.3			641.3								
CHAMPIONS ON ICE SHOW	V161	988.6			224.8				763.8				
CHANHASSEN DINNER THTR	V161	581.9			538.2				43.6				
CHAYANNE PRS AP/VAR SPON	V161	482.7							482.7				
CHEVROLET THEATRE	V161	318.3			315.3	3.0							
CHEVROLET THEATRE & NW ENGLND DG MSC	V161	416.1			416.1								
CHICAGO PLAY	V161	397.7			4.0				393.7				
CHICAGO SHAKESPEARE THTR	V161	2,427.6			2,374.6	53.0							
CHICAGO SYMPHONY ORCHSTR	V161	1,847.4			1,697.4	150.1							
CHICAGO THEATRE	V161	327.2			274.2	53.0							
CHILDRENS THEATRE	V161	397.3			300.5		37.7		59.1				
CIRCLE IN/SQUARE THEATER	V161	288.1			59.0	229.1							
CIRCO/HERMANOS VAZQUEZ	V161	445.8							445.8				
CIRQUE DU SOLEIL	V161	1,624.0	1,184.9		391.9		47.2						
CIVIC THEATRE	V161	598.0			595.6				2.4				
CLEVELAND ORCHESTRA	V161	253.5			229.2				24.3				
CLEVELAND PLAYHOUSE THTR	V161	270.3			220.6		3.8		45.9				
CMA MUSIC FESTIVAL	V161	275.2	157.1		42.2				38.0		37.9		
CMJ 07 MUSIC MRTHN&FEST	V161	336.0	336.0										
COLOR PURPLE PLAY	V161	1,433.8	302.7		24.5		15.0		1,091.6				
COLOR PURPLE/VAR SPON	V161	775.2							775.2				
COLORADO BALLET	V161	321.8			12.7		10.7		298.4				
COLOSSEUM/CAESARS PALACE	V161	353.6			353.6								
COMPANY PLAY	V161	363.1	363.1										
CONSOLIDATED THEATRE	V161	601.7			601.7								
CORT THEATRE	V161	406.1			52.2	353.9							
COUNT BASIE THEATRE	V161	528.8			526.4	2.5							
CUILLO CTR/PRFRMNG ARTS	V161	267.5			267.5								
CURRAN THEATRE	V161	1,001.6			994.2	7.3							
CURTAINS PLAY	V161	379.5	69.1						304.2		6.1		
DALLAS SYMPHONY ORCHSTR	V161	937.5			539.3		175.3		222.9				
DANCING/STARS TOUR/VAR	V161	319.2			4.4				314.7				
DANNY GANS PRSNL APPR	V161	769.5							768.7		0.8		
DAVID COPPERFIELD PRS AP	V161	250.9							250.9				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DENVER CIVIC THEATRE	V161	343.4			343.4								
DESTINTA THEATRE	V161	315.3			315.3								
DETROIT SYMPHONY ORCHSTR	V161	424.6			327.5		14.1		83.0				
DIR LIVE THEATER/MUSIC/DANCE	V161	44,263.2			34,419.4	9,843.8							
DIRTY ROTTEN SCOUNDRELS PLAY	V161	637.9			44.8				593.1				
DISNEY ON BROADWAY VAR PLAYS	V161	581.0	63.8		356.4	123.4			37.4				
DISNEY ON ICE SHOW	V161	6,822.3	242.0		1,331.7		228.1		5,020.5				
DIXIE STAMPEDE DNR&SHW	V161	730.7					148.9		581.8				
DODGE THEATRE	V161	492.2			492.2								
DOROTHY CHANDLER PVLN	V161	287.9			278.4	9.5							
DREAM CONCERT EVENT	V161	1,076.4							319.4		757.0		
DROWSY CHAPERONE PLAY	V161	828.7	116.1		16.3		282.5		413.8				
DRURY LANE THEATRES	V161	524.7			524.7								
EL CAPITAN THEATRE	V161	554.1			351.0				203.1				
ELECTRIC FACTORY CNCRTS	V161	316.2			316.2								
EMELIN THEATRE	V161	344.8			343.6	1.2							
ETHEL BARRYMORE THEATRE	V161	510.4			81.0	429.5							
EUGENE ONEILL THEATER	V161	1,142.7			317.6	825.1							
FASHION ROCKS	V161	3,259.8	2,736.6	523.2									
FELD ENTERTAINMENT	V161	496.8			12.7		483.0					1.1	
FILM FORUM THEATER	V161	524.9	235.4			289.5							
FORT WORTH SYMPHONY	V161	310.1	38.7		266.7				4.7				
FOX THEATRE	V161	1,037.4			923.8		37.7		75.9				
FUERZABRUTA PLAY	V161	568.5	568.5										
GE IMAGINATION THEATRE	V161	353.0						353.0					
GEFFEN PLAYHOUSE	V161	1,019.9			1,017.4		1.1						1.4
GERALD SCHOENFELD THTR	V161	867.7			496.0	371.7							
GERSHWIN THEATRE	V161	550.6			462.5	88.1							
GO DIEGO GO LV/VAR SPON	V161	565.7							565.7				
GOODMAN THEATRE	V161	1,158.8			1,099.9	58.9							
GORDIE BROWN PRS AP	V161	584.7					584.7						
GRAND OLE OPRY HOUSE	V161	296.6	40.0		158.3		13.4		53.7		31.2		
GREASE ON BROADWAY	V161	301.8			147.7	154.1							
GUTHRIE THEATRE	V161	866.4			866.4								
HAIRSPRAY PLAY	V161	346.9	116.1						230.7				
HALIFAX PRS AP	V161	258.5									258.5		
HARRIS THEATER	V161	887.9			861.4	26.5							
HARTFORDSTAGE THEATRE	V161	343.6			339.9	3.8							
HEINZ HALL/PRFRMNG ARTS	V161	512.2			512.2								
HERSHEY ENTERTAINMENT	V161	260.2				260.2							
HIGH SCH MUSICAL/CNCRT	V161	347.2			53.2				293.9				
HIGH SCHOOL MUSICAL PLAY	V161	621.0	40.0		14.1		5.5		514.3				47.1
HIGH SCHOOL MUSICAL/ICE	V161	2,080.3	40.0		172.8				1,867.5				
HILTON THEATRE	V161	994.8			754.9	240.0							
HOLLYWOOD BOWL	V161	1,508.3			1,231.7				276.6				
HOLLYWOOD HIGHLAND ENTER	V161	257.7				257.7							
HOLLYWOOD THEATERS	V161	383.7			383.7								
HOT 97 SUMMER JAM	V161	262.0				262.0							
HOUSTON BALLET	V161	618.7			278.3				340.4				
HOUSTON SYMPHONY ORCHSTR	V161	539.4			473.6	2.6			63.2				
IMPERIAL THEATRE	V161	427.0			9.3	417.8							
INDEPENDENT THEATRES	V161	370.3			370.3								
INDIANAPOLIS SYMPHONY	V161	372.0			83.8		5.7		282.5				
IRVINE BARCLAY THEATRE	V161	305.2			305.2								
JAM EXHIBITIONS	V161	532.5					532.5						
JAZZ AT LINCOLN CENTER	V161	736.2	493.3		18.6	224.2							
JAZZ FESTIVAL	V161	252.9	88.1		15.0				149.8				
JERSEY BOYS PLAY	V161	3,094.0	79.6		107.2		103.5	0.0	2,691.3		112.5		
JESUS CHRIST SUPERSTAR PLAY	V161	352.3			39.3				313.1				
JOSH GROBAN PRS AP	V161	332.9			2.7				330.2				
JOYCE THEATER	V161	1,196.4	538.5			645.2	12.7						
KANSAS CITY RPRTRY THTR	V161	276.1			263.4		5.1		7.6				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
KENNEDY CTR/PRFMNG ARTS	V161	1,344.2			1,344.2								
KIDZ BOP WORLD TOUR	V161	412.4	404.6		2.5				5.3				
KIMMEL CTR/PRFRMNG ARTS	V161	619.8			469.4				150.4				
KODAK THEATRE	V161	310.8			310.8								
KRAVIS CTR/PRFRMNG ARTS	V161	704.9			701.4				3.5				
LA JOLLA PLAYHOUSE	V161	317.5			302.0		15.5						
LA MIRADA CIVIC THEATRE	V161	268.7			268.7								
LAEMMLE THEATRES	V161	3,141.8			3,141.8								
LANDMARK THEATRE	V161	2,302.9	8.8		2,291.6				2.5				
LAS VEGAS THEATRICAL GRP	V161	584.3				584.3							
LASALLE BANK THEATRE	V161	3,335.1			3,327.4	7.7							
LEGALLY BLONDE PLAY	V161	1,244.2	493.0				121.9		579.1		50.2		
LEGENDS PLAY	V161	272.6							272.6				
LES MISERABLES PLAY	V161	266.0	95.0		1.2				169.8				
LESHER CENTER/ARTS	V161	546.4			546.4								
LINCOLN CENTER THEATER	V161	2,104.1	525.5		106.7	1,471.9							
LION KING MUSICAL	V161	424.6			424.6								
LION KING PLAY	V161	3,805.8	137.3		71.7		29.9	116.7	3,450.2				
LITTLE MERMAID/MUSICAL PLAY	V161	320.6						0.0	320.6				
LIVE NATION ENTER	V161	2,747.6	2,228.8				312.6		18.5			187.7	
LIVE NATION THEATRES	V161	1,504.2	406.0		949.7	12.9	135.6						
LONG WHARF THEATRE	V161	264.4			222.8	41.6							
LORD OF THE DANCE PLAY	V161	487.8			5.5		3.8		478.5				
LOS ANGELES OPERA	V161	1,149.9			1,105.7	44.1							
LOS ANGELES PHILHARMONIC	V161	1,340.2	14.8		913.9	53.0	337.6		21.0				
LOWRY THEATER	V161	322.7			322.7								
LUNT FONTANNE THEATRE	V161	1,102.5			636.5	466.0							
LYCEUM THEATRE	V161	667.9			141.4	521.5			5.1				
LYRIC OPERA OF CHICAGO	V161	798.8			654.5	144.2							
MAJESTIC THEATRE	V161	1,437.9			1,056.0	344.6			37.2				
MALTZ JUPITER THEATRE	V161	254.4			247.1				7.2				
MAMMA MIA PLAY	V161	2,784.4	79.2		14.0		1,145.4		1,545.3			0.5	
MANHATTAN THEATRE CLUB	V161	636.7	96.0			540.7							
MANN THEATRES	V161	5,950.6			5,950.6								
MARIN CENTER THEATER	V161	313.2			313.2								
MARQUIS THEATRE	V161	867.4			466.8	400.6							
MARTINA MCBRIDE PRSNL AP	V161	357.7	104.8						252.9				
MARY POPPINS PLAY	V161	1,682.3	797.9						870.8		13.5		
MENOPAUSE THE MUSICAL	V161	353.9			217.5		13.4		123.0				
MESA ARTS CENTER	V161	631.8			631.8								
METROPOLITAN OPERA	V161	627.5	403.9		20.5	123.2	80.0						
METROPOLITAN OPERA ASSN	V161	1,353.5	32.2		20.2	1,301.2							133.0
METROPOLITAN TALENT THTR	V161	315.9	172.1		3.1	7.7							
MILLER THEATRE	V161	267.1	266.1			1.0							
MINSKOFF THEATRE	V161	649.7			455.5	194.2							
MORRISSEY PRSNL APPR	V161	306.9	195.3						111.7				
MORTON ARBORETUM	V161	444.5			444.5								
MOSCOW BALLET CO	V161	291.7			56.2				235.6				
MUSIC BOX THEATRE	V161	594.4			90.2	504.3							
MUSIC CENTER	V161	740.9			104.1				636.8				
MUSIC HALL CENTER	V161	605.0			568.2		24.2		12.6				
MUSIKFEST FESTIVAL	V161	331.2			282.9				48.3				
MUVICO THEATRES	V161	574.9			538.6		36.3						
MY FAIR LADY PLAY	V161	365.2			78.9				286.2				
MY LITTLE PONY LIVE PLAY	V161	469.2						4.2	465.0				
NASHVILLE SYMPHONY	V161	322.4			187.8		24.0		110.6				
NATIONAL GALLERY OF ART	V161	329.4			209.3	36.4	83.7						
NEIL SIMON THEATRE	V161	462.9			262.5	200.4							
NEW AMSTERDAM THEATRE	V161	775.7			534.2	241.5							
NEW JERSEY PRFRMNG ARTS	V161	550.7			476.6	74.1							
NEW JERSEY SYMPHNY ORCHS	V161	565.1			270.7	294.4							
NEW VICTORY THEATER	V161	343.3	343.3										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP.	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NEW WORLD STAGES THEATER	V161	478.7	41.5		139.9	297.3							
NEW YORK CITY BALLET	V161	1,366.1	579.7		43.2	733.4			9.8				
NEW YORK CITY CENTER	V161	1,550.9	185.6		42.5	1,194.0	128.9						
NEW YORK CITY OPERA	V161	1,771.5	936.2		31.3	804.0							
NEW YORK PHILHARMONIC	V161	1,342.9	29.7		11.1	1,279.4			22.7				
NEW YORK STATE THEATRE	V161	473.2			103.0	370.2							
NEW YORK THEATRE WRKSHP	V161	363.7	159.3			204.4							
NOKIA THEATRE	V161	1,145.3	177.1		858.5	10.8			98.8				
NORTH FORK THEATRE	V161	723.1			723.1								
NUTCRACKER PLAY	V161	2,039.4			487.9		93.4		1,458.1				
NY CITY CENTER THEATER	V161	407.0	213.3	193.7									
OLD GLOBE THEATRE	V161	508.8			491.9		16.9						
OPERA HOUSE	V161	477.8			477.8								
ORANGE CNTY PRFRMNG ARTS	V161	2,760.3		46.0	2,531.6		182.7						
ORDWAY CTR/PRFRMNG ARTS	V161	948.8			948.8								
ORIENTAL THEATRE	V161	2,014.7			2,014.7								
ORPHEUM THEATRE	V161	1,608.6	62.3		1,307.2	43.3	83.7		112.1				
PACIFIC NORTHWEST BALLET	V161	590.2	9.6		388.4				192.1				
PACIFIC SYMPHONY ORCHSTR	V161	316.5			316.5								
PACIFIC THEATRES	V161	4,543.5			4,543.5								
PALACE THEATRE	V161	1,206.2			916.9	221.8	4.1		63.4				
PALACE/AUBURN HILLS THTR	V161	287.9			238.9		49.0						
PANTAGES THEATRE	V161	1,436.2			1,436.2								
PAPER MILL PLYHS&REST	V161	608.7	5.3		523.8	79.6							
PARAMOUNT CENTER/ARTS	V161	258.5			250.9	7.5							
PARAMOUNT THEATRE	V161	1,306.8			1,248.0	6.7	9.5		42.6				
PASADENA PLAYHOUSE	V161	772.6			763.7	8.8							
PEPSI CENTER THEATRE	V161	620.3			595.8				24.5				
PHANTOM OF THE OPERA PLAY	V161	2,001.2	381.5		42.6		466.3		1,110.8				
PHILADELPHIA ORCHESTRA	V161	321.0			180.9	17.7			122.4				
PHOENIX SYMPHONY	V161	639.7			639.7								
PIRATE QUEEN PLAY	V161	1,156.0	58.1				434.0		664.0				
PIRATES DNR ADVNTR THTR	V161	1,081.8			541.5		86.7		453.5				
PITTSBURGH BALLET THTR	V161	252.8			66.1		40.4		146.2				
PITTSBURGH SYMPHONY ORCH	V161	280.8			271.9		8.9						
PLAYHOUSE SQUARE CENTER	V161	1,053.4			954.2		99.2						
PLAYWRIGHTS HORIZONS	V161	354.3	246.4			107.9							
POST ST THEATRE	V161	387.5			387.5								
PRODUCERS PLAY	V161	757.0	114.7						642.2				
PROGRESS ENERGY/PRFRMNG	V161	446.1			446.1								
PROJEKT RVLTN 07/VAR SPN	V161	283.6							99.1		184.5		
PUBLIC THEATER	V161	453.9	451.7						2.2				
PUBLIC THEATER EVENT	V161	341.0	7.0			312.2	21.7						
RADIO CITY MUSIC HALL	V161	2,049.2	187.4	251.0	649.0	921.8			40.0				
RADIO CITY XMAS SPCTCLR	V161	2,762.5	29.0		483.1		15.5		2,235.0				
RAUE CENTER FOR THE ARTS	V161	490.9			490.9								
RAVINIA MUSIC FESTIVAL	V161	1,191.4			1,191.4								
RENT PLAY	V161	353.5	5.3		26.6				321.7				
RICHARD ROGERS THEATRE	V161	396.2			119.6	276.6							
RICKY MARTIN PRSLN APPR	V161	452.9					12.5		440.4				
RIVERDANCE SHOW	V161	701.1			76.7		11.0		613.4				
ROD STEWART PRSLN APPR	V161	638.8			12.0		18.4		608.5				
ROSEMONT THEATRE	V161	342.2			342.2								
ROUNDABOUT THEATRE CO	V161	1,953.4	1,310.3		22.1	621.1							
SAN DIEGO CIVIC THEATRE	V161	276.5			276.5								
SAN DIEGO OPERA	V161	531.5			502.4				29.0				
SAN DIEGO SYMPHONY	V161	295.8			283.8				12.0				
SAN FRANCISCO BALLET	V161	747.7			527.8		219.6		0.3				
SAN FRANCISCO JAZZ FEST	V161	411.9			411.9								
SAN FRANCISCO OPERA	V161	1,109.7			689.5				20.9				399.4
SAN FRANCISCO SYMPHONY	V161	1,797.5			1,750.3	17.1			30.1				
SAN JOSE CTR/PRFMNG ARTS	V161	298.4			298.4								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SAN JOSE REPERTORY THTR	V161	343.4			343.4								
SEATTLE OPERA HOUSE	V161	256.5			256.5								
SEATTLE REPERTORY THTR	V161	411.8			411.8								
SEATTLE SYMPHONY	V161	508.1			442.0				66.0				
SELF MAGAZINE LOL SHOW	V161	302.7	302.7										
SERINO COYNE LIVE THTR	V161	2,808.0					2,808.0						
SESAME STREET LIVE PLAY	V161	1,342.4					7.5		1,334.9				
SHAKESPEARE THEATRE	V161	291.8			238.4	51.8	1.5						
SHORENSTEIN HAYS-NDRLNDR	V161	924.9					924.9						
SHUBERT THEATRE	V161	990.1			803.0	176.1			11.1				
SMUIN BALLET	V161	311.5	14.1		297.4								
SO YOU THINK YOU/DNC TR	V161	250.5			6.2				244.3				
SONOMA COUNTY/WN&FD EVNT	V161	334.4			146.9	187.5							
SOUTH COAST REPERTORY	V161	422.6			422.6								
SPAMALOT PLAY	V161	2,835.2	579.9		60.2		553.4	116.7	1,505.0				20.0
SPAMALOT/VAR SPON	V161	485.4							485.4				
SPANISH MUSIC EVENTS	V161	258.2							258.2				
SPANISH MUSIC EVT/VAR SP	V161	368.6							368.6				
SPELLING BEE PLAY	V161	617.6	276.5		15.3				325.8				
SPOTCO THEATER	V161	839.1					839.1						
SPRING AWAKENING/NW MSCL PLAY	V161	973.5	285.0						688.5				
ST JAMES THEATRE	V161	795.4			471.2	324.2							
STAGE DOOR THEATER	V161	404.9			404.9								
STAR PAVILION THEATER	V161	259.6			259.6								
STARLIGHT THEATRE	V161	274.5			189.7		13.1		71.6				
STATE THEATRE	V161	639.9			615.5	24.4							
STEPPENWOLF THEATRE CO	V161	827.7			827.7								
STEVE WYRICK PRSNL APPR	V161	361.9					361.9						
STOMP MUSIC&DANCE PRFRMC	V161	1,036.4					619.8		392.9		23.6		
STUDIO 54 THEATRE	V161	358.0			358.0								
SUMMIT ENTERTAINMENT	V161	407.8					407.8						
SWEET CHARITY PLAY	V161	577.9			54.0				523.9				
SYMPHONY CENTER THEATER	V161	342.3			342.3								
SYMPHONY SPACE	V161	616.7	466.0			90.7	60.0						
TARZAN PLAY	V161	313.0							313.0				
TEATRO ZINZANNI DNR&DRMS	V161	259.6			195.5		64.1						
TEJANO MUSIC/VAR SPON	V161	390.9							390.9				
TEMPE IMPROV COMEDY THTR	V161	252.2			252.2								
TENNESSEE PRFRMNG ARTS	V161	319.5			319.5								
THEATER DISTRICT OPEN HS	V161	390.6	24.1		366.4								
THEATREWORKS	V161	1,166.3			1,045.6	120.7							
TRANS-SIBERIAN ORCHESTRA	V161	1,642.7			27.3				367.8		1,247.5		
TWEETER CTR/PRFRMNG ARTS	V161	275.0			207.1				67.9				
VOODOO MUSIC FESTIVAL	V161	388.3	388.3										
WALNUT STREET THEATRE	V161	387.2			387.2								
WALT DISNEY CNCRT HL/CTR	V161	843.7			843.7								
WALTER KERR THEATRE	V161	727.1	15.8		24.4	686.9							
WAMU THEATER	V161	687.8	18.0		295.5	374.3							
WASHINGTON NATL OPERA	V161	283.7			239.6	44.0							
WEDDING SINGER PLAY	V161	341.2			35.9				305.4				
WELLS FARGO CENTER/ARTS	V161	473.6			473.6								
WHATEVER SHE WANTS PLAY	V161	267.5							267.5				
WHISTLE DOWN THE WIND PLAY	V161	254.3			74.8				179.5				
WHITE CHRISTMAS/MUSICAL PLAY	V161	353.7			41.8				311.9				
WICKED PLAY	V161	3,894.1	284.2		47.8		677.3		2,494.7				390.1
WIGGLES PRS AP	V161	285.5			11.4				235.8				38.3
WINTUK PLAY	V161	299.5	48.3	251.1									
WOLF TRAP THEATER	V161	1,126.1			825.2				300.9				
XANADU PLAY	V161	321.9	139.2					32.2		150.5			
YERBA BUENA CTR FOR/ARTS	V161	320.7			314.7		6.0						
ZUMANITY PLAY	V161	471.2	471.2										
ACC ATLANTIC COAST CONF	V162	728.7	136.0			146.7		0.0	108.7		337.3		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BASS ANGLERS SPRSMN SOC	V162	496.2	231.1								265.1		
BG US CHALLENGE	V162	599.9	599.9										
BIG SUR INTL MARATHON	V162	281.6	281.6										
BREAST CANCER MARATHON	V162	307.3	307.3										
CALEDONIA GLF&SH CLB & TR BL GLF CRS	V162	284.2	284.2										
CANONGATE GOLF CLUB	V162	422.3			422.3								
CHELSEA PIERS SPORTS CTR	V162	597.8	397.1		24.9	17.4	158.4						
DIR PARTICIPATORY SPORTS	V162	11,452.8			11,452.8								
DISNEYLAND 1/2 MARATHON	V162	294.4	294.4										
DOONBEG GOLF CLUB	V162	719.6	719.6										
ENCANTERRA COUNTRY CLUB	V162	559.6			440.7		7.5		111.3				
FC DALLAS SOCCER TEAM	V162	388.3			256.6		62.0		69.6				
FIRST TEE GOLF COURSE	V162	473.3	435.3				0.5		35.3		2.2		
FREEDOM BOAT CLUB	V162	356.6			206.7				149.9				
FRISCO ROUGHRIDERS BSBL	V162	292.5			284.0				8.5				
GOLF CLUB/CHELSEA PIERS	V162	327.6	143.6		99.8	84.2							
GOLF COURSE SPRNTNT ASSN	V162	319.0									319.0		
HOUSTON MARATHON	V162	294.4	294.4										
KAUAI LAGOONS GLF&RCT CL	V162	310.3	310.3										
LITTLE LEAGUE BASEBALL	V162	385.0			1.2			0.0	4.3		379.5		
MARINE CORPS MARATHON	V162	251.3	217.4		33.9								
MAYACAMA COUNTRY GLF CLB	V162	314.7	298.9		15.8								
MYRTLE BEACH MARATHON	V162	354.9	354.9										
NATIONAL RIFLE ASSN/AMER	V162	513.9					2.5		1.2	472.3	37.8		
NCAA NATL CLG ATH ASSN	V162	2,367.5				73.2		0.0	85.0		2,209.3		
NEXTSNOW SEARCH EVENT	V162	309.7	309.7										
NFL EXPERIENCE/VAR SPON	V162	276.5							276.5				
PELICAN HILL GOLF CLUB	V162	454.6	134.4		320.2								
PGA MCGLDRY TM CHMPNSHP	V162	427.4	427.4										
PHILADELPHIA MARATHON	V162	374.6	349.9				24.7						
PRIVATE QUARTERS CLUB	V162	290.8			149.0								141.8
PUYALLUP FAIR	V162	361.9			176.0		60.8		125.1				
RALLY FOR A CURE	V162	1,445.2	468.5	976.7									
RENAISSANCE FEST/VAR SP	V162	441.3							441.3				
ROBERT TRENT JNS GLF TRL	V162	2,477.8	1,279.4		1.8				1,196.6				
ROCK & ROLL MARATHON	V162	394.9	392.6				2.3						
ROCK N ROLL 1/2 MARATHON	V162	620.4	620.4										
RUN FOR THE CAUSE EVENT	V162	706.0	706.0										
SEATTLE SONICS BSKTBL TM	V162	419.7			419.7								
SEVEN FALLS GOLF&RVR CLB	V162	527.5	436.2		42.4		49.0						
SUPERCAR LIFE	V162	1,534.8	1,534.8										
TRAVEL&LEISURE GOLF CLUB	V162	538.4	538.4										
TROON GOLF COURSES	V162	604.3	603.6		0.7								
VERTICAL YACHT CLUB	V162	356.2	230.3		106.8			19.0					
WACCAMA GOLF TRAIL	V162	301.9	299.5					2.4					
WALK TO CURE DIABETES	V162	272.3			272.3								
WASHINGTON NATL BSBLL TM	V162	817.2			336.2		96.0		385.1				
XTERRA TRAIN RUN SERIES	V162	438.3	438.3										
YACHT CLUBS/AMERICAS	V162	331.9	271.7				60.0			0.2			
AMERICAN LE MANS SRS RC	V163	1,089.2	905.7			179.2		0.0	4.3				
AMPD MOBILE/SPRCRS/VR SP	V163	1,336.5							1,336.5				
ANAHEIM ANGELS BSBLL TM	V163	770.4			301.0		285.0		184.4				
ANAHEIM DUCKS HOCKEY TM	V163	571.8			551.7		20.1						
ARENA FOOTBALL	V163	500.5			2.3						131.4		366.8
ARIZONA DMNDCKS BSBLL TM	V163	1,271.6			467.6		51.7		752.4				
ARM & HAMMER LIQUID LAUNDRY DET	V163	2,039.4	1,208.8	830.6									
ATLANTA BRAVES BSBLL TM	V163	1,440.0	7.5		542.0		71.1		813.3		6.0		
ATLANTA FALCONS FTBL TM	V163	1,334.6			17.6		1,316.3		0.8				
ATLANTA MOTOR SPEEDWAY	V163	705.1	45.8		49.9		123.5	49.1	248.1		139.3	40.0	9.3
BALTIMORE ORIOLES BSBLL	V163	880.6			302.9		208.1			369.6			
BAY MEADOWS RACE COURSE	V163	987.6			294.9					692.8			
BELMONT PARK RACE TRACK	V163	650.1	76.2		300.8				273.1				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BIG 10 CONF FOOTBALL	V163	337.9						174.6	13.6		149.7		
BIG EAST CONFERENCE	V163	644.8						0.0	99.5		545.2		
BIG TEN CONFERENCE	V163	809.6						0.0	62.7		746.9		
BODOFIGHT.COM ONLINE	V163	437.4	149.1			70.3		8.1	0.0			209.9	
BOSTON BRUINS HOCKEY TM	V163	353.6			303.2				50.3				
BOSTON CELTICS BSKTBL TM	V163	268.6			266.8				1.8				
BOSTON RED SOX BSBL TM	V163	634.1			464.0		137.6		32.5				
BREEDERS CUP RACE	V163	384.5	19.1		190.3		63.3	37.2	70.8		3.8		
BREEDERS CUP/WRLD/CHMPSP	V163	1,463.0	729.1		289.5	444.4							
BRISTOL MOTOR SPEEDWAY	V163	613.6			0.7		97.0	61.8	182.1	61.2	161.8	49.0	
BROOKLYN CYCLNS BSBL TM	V163	268.5			268.5								
BUFFALO BILLS FTBL TM	V163	332.8					10.3		322.5				
CALDER RACE COURSE	V163	482.4			170.1				312.4				
CALIFORNIA SPEEDWAY	V163	1,269.1			382.5		64.0	0.0	664.0		158.5		
CANTERBURY PARK	V163	298.5			69.8		127.4		101.2				
CAROLINA PANTHERS FTBL	V163	385.1						16.5	368.6				
CHAMPIONS TOUR	V163	359.5	236.1						0.0	72.6		50.9	
CHARLES TOWN RACES&LOTS	V163	2,169.8					370.2		1,798.7		1.0		
CHARLOTTE BOBCATS BSKTBL	V163	362.8			250.3		20.0		92.4				
CHICAGO BEARS FTBL TM	V163	395.9			57.0				338.9				
CHICAGO BLCKHWRKS HCKY	V163	660.2			363.4		224.7		72.0				
CHICAGO BULLS BSKTBL TM	V163	2,694.1			781.8		426.2		1,486.0				
CHICAGO CUBS BASEBALL TM	V163	1,721.7			413.3		92.2		1,216.1				
CHICAGO FIRE SOCCER TEAM	V163	412.0			198.4		29.7		183.8				
CHICAGO WHITE SOX BSBL	V163	2,604.0			516.4		785.5		1,302.1				
CHICAGO WOLVES HOCKEY TM	V163	805.0			534.2		270.8						
CHICAGOLAND SPDWY RCTRCK	V163	462.5			200.5			0.0	153.4		108.5		
CHURCHILL DOWNS RACE TRK	V163	930.3	440.6		115.7		22.1		352.0				
CINCINNATI REDS BASEBALL	V163	509.2			382.1				127.2				
CLEVELAND BROWNS FTBL	V163	487.5			170.6				316.9				
CLEVELAND CAVALIER BSKBL	V163	1,047.3			675.9				371.3				
CLEVELAND INDIANS/TEAM	V163	666.3			483.8		30.0		152.5				
COLORADO AVALANCHE HCKY	V163	448.2			373.1				75.2				
COLORADO CRUSH ARN FTBL	V163	837.8			710.9		11.0		115.9				
COLORADO RAPIDS SCR TM	V163	258.9			154.1		50.6		54.2				
COLORADO ROCKIES BSL TM	V163	1,412.2			1,222.0		54.4		135.8				
CONFERENCE USA SPORTS	V163	256.3							5.0		251.3		
CONNECTICUT SUN W BSKTBL	V163	258.9			30.3				228.6				
CROWNE PLAZA INVNL/CLNL	V163	3,170.2					22.0	2,967.8	63.3		117.1		
DALLAS COWBOYS FTBL TM	V163	511.7			209.3		19.2		283.2				
DALLAS DESPERADOS FTBL	V163	291.0			266.1				17.3				7.6
DALLAS MAVERICKS BSKTBL	V163	403.3			75.2		63.4		264.7				
DALLAS STARS HOCKEY TEAM	V163	699.5			479.6		66.2		153.6				
DAYTONA 500 RACE	V163	676.1			9.6			150.3	419.4		96.8		
DAYTONA INTL SPEEDWAY	V163	269.5			2.5		45.2		165.5		6.4		49.9
DEL MAR RACE TRACK	V163	684.8			18.9				665.9				
DELAWARE PARK RACE TRACK	V163	482.1			8.8		473.3						
DELTA DOWNS RACE TRACK	V163	1,042.2			430.1		468.2		143.9				
DENVER BRONCOS FTBL TEAM	V163	336.9			240.5		55.2		41.2				
DENVER NUGGETS BSKTBL TM	V163	773.4			642.8				130.6				
DETROIT PISTONS BSKBL TM	V163	655.8	19.9		137.9				498.0				
DETROIT RED WINGS HOCKEY	V163	739.7			423.0	6.1	158.5		152.1				
DETROIT TIGERS BSL TM	V163	1,368.0			716.6	6.1	40.9		604.4				
ELITE RACING	V163	394.6	392.6					2.0					
EMERALD DOWNS RACE TRACK	V163	339.9			152.9				187.1				
FBR OPEN GOLF TOURNAMENT	V163	273.1			169.6				103.5				
FINGERLAKES RACE TRACK	V163	292.1					292.1						
FIRST TEE OPEN GOLF	V163	252.3	240.0			12.4							
FLORIDA MARLINS BSL TM	V163	1,248.9			877.5		155.9		215.5				
FLORIDA PANTHERS HCKY TM	V163	626.4			321.9		212.0		92.6				
FORT ERIE RACETRACK	V163	281.6						165.7	116.0				
FREESTYLE MOTOCROSS	V163	420.1							420.1				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FREESTYLE MTRCR/VAR SPON	V163	436.0							436.0				
GOLDEN GATE FLDS RC TRK	V163	1,206.0			189.3				1,016.7				
GRAND AMER ROAD RACING	V163	537.8	537.8										
GRAND PRIX/CLVLND/VAR SP	V163	263.2						42.0	221.2				
GREENETRACK RACE TRACK	V163	546.1					26.0		520.2				
GULFSTREAM PARK RACING	V163	2,525.8			1,638.9		450.5		436.4				
HARLEM GLOBETROTTERS	V163	658.7	151.1		88.7		20.6		398.4				
HARTFORD WOLF PACK HCKY	V163	328.6			117.7				210.9				
HIP HOP GAMING LEAGUE	V163	532.8	532.8										
HOLLYWOOD GRYHND RC TRCK	V163	363.5					363.5						
HOLLYWOOD PARK RACE TRCK	V163	1,280.7			203.4				1,077.3				
HOMESTEAD MIAMI SPEEDWAY	V163	518.1			146.7		151.0	0.0	174.3		20.1		26.0
HOUSTON ASTROS BSBL TM	V163	1,113.7			688.7		121.8		303.3				
HOUSTON DYNAMO SOCCER TM	V163	389.7			197.5		14.4		177.8				
HOUSTON ROCKETS BSKTBL	V163	466.1			279.8				186.3				
HOUSTON TEXANS FTBL TM	V163	669.7			429.1		26.7		213.9				
IFL INTL FIGHT LEAGUE	V163	417.5			18.8		12.5	342.0	44.1				
INDIANA PACERS BSKTBL TM	V163	691.5			403.3		69.3		218.9				
INDIANAPOLIS 500	V163	664.2	605.4		13.5				45.4				
INDIANAPOLIS MOTOR SPDWY	V163	305.5			113.1		2.2		67.0		106.3		16.9
INFINEON RACEWAY	V163	386.1			115.3			0.0	227.7		43.1		
JACKSONVILLE JAGUARS FTB	V163	350.1					14.8		335.3				
JOE WEIDERS/OLYMPIA WKND	V163	383.1	383.1										
KANE COUNTY COUGARS TEAM	V163	873.6			634.3		239.4						
KANSAS CITY ROYALS BSBL	V163	435.2			178.7		124.4		132.1				
KENTUCKY SPEEDWAY	V163	343.2			87.0		11.6		225.1		19.5		
LAS VEGAS MOTOR SPEEDWAY	V163	1,158.7			6.7		4.9	271.1	130.9		745.1		
LONE STAR PARK RACE TRCK	V163	384.9			151.3		146.0		87.7				
LOS ANGELES ANGELS	V163	288.5			281.3		7.2						
LOS ANGELES AVNRS FTBL	V163	316.5			316.5								
LOS ANGELES CLIPPERS CP	V163	271.3			271.3								
LOS ANGELES CLPPRS BSKTB	V163	1,705.1			1,200.2				504.9				
LOS ANGELES DODGERS BSBL	V163	1,690.0			541.4	41.9	173.5		933.1				
LOS ANGELES GALAXY SCCR	V163	390.4			315.8				74.6				
LOS ANGELES KINGS HCKY	V163	477.3			133.0		45.0		299.2				
LOWES MOTOR SPEEDWAY	V163	3,003.2			200.0	467.1	125.2	123.3	439.5	103.3	274.7	1,270.2	
LPGA LDS PROF GLF ASSN	V163	935.2				713.0		118.8	7.0			96.4	
MAJOR LEAGUE BASEBALL	V163	5,886.3	923.7		93.7	2,207.7	17.7	0.0	67.2		2,548.6		27.8
MARDI GRAS RACE TRACK	V163	304.9					304.9						
MARTINSVILLE SPEEDWAY	V163	374.7						273.6	34.2		66.9		
MEADOWLANDS RACE TRACK	V163	565.7			393.2	11.7	52.6		108.2				
MEADOWS RACE TRACK	V163	319.5					191.3		128.2				
MEMPHIS GRIZZLIES BSK TM	V163	1,588.5			1,364.5		134.7		89.3				
MEMPHIS MOTORSPORTS PARK	V163	273.0			19.1		51.3	123.3	48.6		30.7		
MIAMI DOLPHINS FTBL TM	V163	375.4			132.4				243.0				
MICHIGAN INTL SPEEDWAY	V163	408.8			7.6		105.9	0.0	7.8		275.0		12.5
MINNESOTA TIMBERWOLVES	V163	605.4			61.3		8.3		535.9				
MINNESOTA TWINS BSBL TM	V163	1,074.0			255.9		37.6		780.5				
MINNESOTA VIKINGS FTBL	V163	849.0			277.8		37.0		534.3				
MINNESOTA WILD HOCKEY	V163	373.1			246.2		3.8		123.1				
MONDAY NIGHT FOOTBALL	V163	360.3					360.3						
MONMOUTH PARK RACE TRACK	V163	433.6			328.3		60.3		44.9				
MONSTER JAM/VAR SPON	V163	3,240.2						3,240.2					
MOUNTAIN WEST CONFERENCE	V163	418.7							393.2		25.5		
MUTUAL OF OMAHA GOLF TRN	V163	278.9									278.9		
NASCAR AUTO RACING	V163	284.3	188.5		15.0		33.0	0.0			47.8		
NASCAR BUSCH SERIES RCS	V163	1,141.1						185.5	17.0		938.5		
NASCAR NATL ASSN/STCK CR	V163	1,355.4				411.2		0.0	14.4		929.8		
NASHVILLE PREDATORS HCKY	V163	489.9			489.9								
NASHVILLE SUPER SPEEDWAY	V163	279.0			35.2		29.8	0.0	198.0		16.0		
NASTAR SKI PROGRAM	V163	287.8	287.8										
NBA BASKETBALL GAME	V163	469.2					130.2		81.0		258.0		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NBA NATL BASKETBALL ASSN	V163	15,250.4	1,575.1		10.7	3,071.4	62.3	341.6	853.0		8,541.7	558.8	235.7
NEW JERSEY DVLS HCKY TM	V163	514.2			423.9		90.4						
NEW JERSEY NETS BSKTB TM	V163	672.8			558.3	36.5	77.8		0.3				
NEW YORK ISLNDRS HCKY TM	V163	629.9			627.5				2.4				
NEW YORK METS BSB TM	V163	1,001.7			499.9	12.7	95.1		393.9				
NEW YORK YANKEES BSB TM	V163	620.4			310.7		4.1		305.7				
NFL NATL FOOTBALL LEAGUE	V163	11,987.6	2,635.5		43.2	5,664.2	219.6	60.8	315.3		2,990.3	58.8	
NHL ALL-STAR GAME	V163	970.2	908.0		62.2								
NHL NATL HOCKEY LEAGUE	V163	2,455.6	605.4			1,686.8		0.0	41.6		121.9		
NHRA NATL HOT ROD ASSN CP	V163	341.5				341.5							
NHRA POWERADE DRG/VAR SP	V163	272.1							263.0		9.1		
NTRA NATL THRGRD RCNG	V163	276.1				168.6		74.4	6.4		26.7		
OAKLAND AS BASEBALL TM	V163	1,297.7			1,019.1				278.7				
OAKLAND RAIDERS FTBL TM	V163	702.6			69.4		200.0		433.2				
PAC 10 CONFERENCE	V163	423.2						0.0	267.0		156.2		
PALM BEACH KENNEL CLUB	V163	331.5			220.6		76.7		34.2				
PBR BUILT FRD TGH/VAR SP	V163	513.0							474.8		38.2		
PBR PRO BULL RDRS/VAR SP	V163	1,031.0							55.7	974.8	0.5		
PGA CHAMPIONS TOUR	V163	5,656.9	344.1		9.0	4,822.8		0.0	21.0		460.0		
PGA GOLF TOURNAMENT	V163	2,086.6	1,709.0	50.6	58.3		53.9	0.0	90.6		124.3		
PGA GRAND SLAM OF GOLF	V163	263.9	263.9										
PGA NATIONWIDE TOUR	V163	255.8	255.8										
PGA OF AMERICA	V163	615.2	81.7					121.0	17.8		394.7		
PGA PLAYOFFS	V163	363.5	150.1			213.4							
PGA PROF GOLFERS ASSN	V163	980.3	344.8		79.0			0.0	50.9		505.7		
PHILADELPHIA 76ERS BSKTB	V163	336.0			137.0		3.7		195.4				
PHILADELPHIA FLYRS HCKY	V163	407.5			315.1				92.4				
PHILADELPHIA PHL BSB TM	V163	966.4			58.4		57.5		850.5				
PHOENIX COYOTES HOCKY TM	V163	673.1			529.0		102.3		41.8				
PHOENIX INTL RACEWAY	V163	591.3			102.7		140.9	0.0	307.4		40.4		
PHOENIX SUNS BSKTBL TM	V163	547.1			80.8		129.0		337.3				
PITTSBURGH PANTHERS TMS	V163	392.8			264.9				127.9				
PITTSBURGH PIRATES BSB	V163	764.9			394.6				370.3				
PITTSBURGH PNGNS HCKY TM	V163	296.9			118.2				178.7				
POCONO RACEWAY	V163	569.6	54.5		64.3		140.2	0.0	243.7		66.9		
POMPANO PARK RACE&POKER	V163	693.3					693.3						
PORTLAND TRAILBLZR BSKBL	V163	1,047.0					662.4		384.6				
PRESIDENTS CUP GOLF	V163	292.5	274.0					0.0	18.6				
R&A GOLF ASSN	V163	765.8						705.5	0.1		60.2		
REAL SALT LAKE SOCCER TM	V163	292.2					85.3		206.8				
REMINGTON PARK RACE TRCK	V163	481.2					39.0		442.2				
RICHMOND INTL RACEWAY	V163	306.6			52.9				136.9	52.3	49.6	15.0	
ROAD AMERICA RACEWAY	V163	357.7	334.0				18.0		3.7		2.1		
ROYAL LIPIZZAN STLNS SHW	V163	472.1							472.1				
SAM HOUSTON RACE PARK	V163	603.8			567.8		36.0						
SAN ANTONIO SPURS BSKTBL	V163	840.0			253.1		196.6		390.2				
SAN DIEGO CHRGRS FTBL TM	V163	328.9			41.7				287.2				
SAN DIEGO PADRES BSB TM	V163	970.4			230.0		32.0		708.4				
SAN FRANCISCO 49ERS FTBL	V163	757.3			258.1		25.4		473.8				
SAN FRANCISCO GIANTS/TM	V163	1,033.6			370.0		55.5		608.1				
SAN JOSE SABERCATS FTBL	V163	1,828.9			1,750.6				78.3				
SAN JOSE SHARKS HCKY TM	V163	413.0			272.8				140.2				
SANTA ANITA PARK RCTRCK	V163	834.8							834.8				
SARATOGA GAMING&RACEWAY	V163	708.0					463.6		244.4				
SEATTLE MARINERS BSB TM	V163	1,204.2			492.1		12.0		700.1				
SEC SOUTHEASTERN CONF	V163	751.1			64.9			0.0	57.9		628.4		
SKI TOUR	V163	284.9	284.9										
ST LOUIS BLUES HOCKEY TM	V163	445.7			201.9		20.3		223.6				
ST LOUIS CRDNLS BSB TM	V163	259.6			139.4				120.1				
STANFORD ST JUDE/CHMPNSP	V163	1,934.5						1,751.5	7.6		175.3		
SUFFOLK DOWNS RACE TRACK	V163	526.7			239.1				287.6				
TALLADEGA RACE TRACK	V163	436.4					52.3	0.0	203.7	57.7	122.7		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TAMPA BAY BUCCANEERS FTB	V163	415.1					7.1		408.1				
TAMPA BAY DEVIL RYS BSL	V163	565.6					79.5		486.1				
TARGET WORLD CHALLENGE	V163	1,477.5	993.3		484.2								
TEXAS MOTOR SPEEDWAY	V163	1,475.6			612.4		201.0	218.0	330.8	50.7	62.8		
TEXAS RANGERS BSL TM	V163	2,404.7	64.0		157.2		1,471.9			711.5			
TNA WRESTLING LIVE EVENT	V163	273.0				37.3			6.9		228.7		
TOYOTA-UNTD PR CYCLNG TM	V163	367.0	367.0										
TRAVELERS CHMPNSHP GLF	V163	4,076.3	68.0		157.1		12.9	3,553.0	54.4		230.8		
TRI-STATE RACE TRCK&GMNG	V163	345.1					72.9		272.2				
TURF PARADISE RACE TRACK	V163	346.0			192.5				153.5				
ULTIMATE FIGHTING CHMPSH	V163	2,451.6			102.0		2,151.7		123.5		74.4		
US OPEN SERIES	V163	405.2	282.0					120.0	0.7			2.5	
US OPEN TENNIS MATCH	V163	769.0	119.2		119.2	488.9	9.0	0.0	32.8				
US PROF TENNIS ASSN	V163	259.6	259.6										
US SKI TEAM	V163	800.8	653.8					145.0	2.1				
US WOMENS OPEN GOLF CHMP	V163	258.5			180.1		21.2		57.2				
USA BASKETBALL TEAM	V163	927.6						134.6	81.1		712.0		
USTA US TENNIS ASSN	V163	2,371.5	127.0		2.5	1,599.7		85.8	3.6		431.6	121.3	
USTA.COM ONLINE	V163	611.8	611.8										
UTAH JAZZ BSKTBALL TEAM	V163	262.2			2.0		107.6		152.6				
WHEELING ISLAND RCTRCK	V163	419.1					278.0		141.1				
WNBA/W NATL BSKTBL ASSN	V163	3,022.5	123.0	275.6	28.8	168.6	101.3	415.6	282.8		1,626.8		
WORLD CLASS DRIVING	V163	1,746.6	1,746.6										
WORLD GOLF CHAMPIONSHIP	V163	1,156.8	464.6		190.6			134.5	153.9		213.1		
WORLD SERIES/PKR TRNMNT	V163	2,565.1			6.4	1,550.6			0.2		1,008.0		
WORLD TEAM TENNIS	V163	280.3	163.0	108.6					7.7		1.0		
WORLDS TGHST RD/VAR SPON	V163	320.3						320.3					
WWE WORLD WRESTLING MTCH	V163	802.5	332.6		63.3	48.6		23.9	304.1	5.8	24.2		
WWE WORLD WRSTLNG ENTER	V163	536.4	188.5		6.9		175.7	51.3	1.2			112.9	
YONKERS RACEWAY	V163	2,003.8			526.7		245.5		1,231.5				
ADVANSTAR MOTORCYCLE SHW	V164	608.6	608.6										
ADVENTURES/TRAVEL EXPO	V164	1,192.5	380.5		812.0								
ALL BABY & CHILD EXPO	V164	391.6	391.6										
ANTIQUE SHOW & SALE	V164	501.6			82.0				419.6				
ARMORY SHOW INTL FR/ART	V164	286.5	114.7	114.4		57.5							
ARTS & CRAFTS SHOW&SALE	V164	716.9			98.2		11.8		607.0				
ATLANTIC CITY/PWR BT SHW	V164	533.5	533.5										
AUTO SHOW EVENT	V164	2,243.7			713.5		47.4		1,482.7				
AUTO SHOW/VAR SPON	V164	475.7							475.7				
BOAT SHOW	V164	2,244.4			227.8		90.3		1,926.2				
BODIES THE EXHIBITION	V164	1,437.8	174.4		109.4	3.9	664.5		485.5				
CAMPING & RV SHOW	V164	353.9			2.0				351.8				
CAREER FAIR	V164	545.9			440.0				105.9				
CHERRY CREEK ARTS FEST	V164	295.3			295.3								
CHICAGO AUTO SHOW	V164	376.9			342.8				34.1				
CHRISTMAS CRAFT SHOW	V164	308.2			13.8				294.3				
CONCOURS D'ELEGANCE SHOW	V164	253.1	187.1						66.0				
COUNTRY LIVING FAIR	V164	412.1	402.9		9.2								
CROSSROADS/WEST GUN SHOW	V164	271.9			100.4		143.6		27.9				
CTIA WIRELESS 2007 SHOW	V164	971.2	232.3			738.9							
CYCLE WORLD MTRCYCL SHW	V164	864.4	864.4										
DALLAS BOAT SHOW	V164	314.1			294.6		19.5						
DIR CONV/TRADE/HOBBY SHOWS	V164	494.9			494.9								
DOMINO BAZAAR	V164	763.5	763.5										
FLORIDA LIFESTYLE EXPO	V164	414.6			414.6								
FOSE INFO TECH EXPO	V164	259.9			259.9								
FRANCHISE&BUS OPPTY EXPO	V164	745.4			727.6	17.8							
FT LAUDERDALE INTL BT SH	V164	511.2	490.1		17.1	4.0							
GARDEN SHOWCASE	V164	256.3			256.3								
GREENWICH CNCRS D ELGNC	V164	678.5	678.5										
GUN & KNIFE SHOW	V164	326.8			68.3		39.8		218.7				
GUN SHOW	V164	324.4			153.6		170.8						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HEALTH & FITNESS EXPO	V164	495.4			3.1				492.3				
HEALTH FAIR	V164	1,841.8			1,841.7				0.1				
HEALTH FAIR EXPO	V164	3,059.1			3,058.4				0.7				
HEALTHY LIVING EXPO	V164	421.7			421.1				0.6				
HOME & GARDEN SHOW	V164	2,376.8		25.1	536.0		65.0		1,750.6				
HOME & GARDEN/VAR SPON	V164	327.5							327.5				
HOME & LANDSCAPE EXPO	V164	338.1			211.5				126.6				
HOME BLDG&RMDLNG EXPO	V164	318.0			270.4				47.6				
HOME DECOR&RMDLNG SHOW	V164	493.9			367.8				126.1				
HOME IMPROVEMENT SHOW	V164	352.9			90.7				262.3				
HOME RMDLNG&DCRTNG SHW	V164	710.3			573.0				137.3				
HOME SHOW EVENT	V164	1,182.2			40.6		47.4		1,094.2				
HOME SHOW HOMES EXHBTN	V164	727.3			720.8		6.5			577.2			
HOME SHOW/VAR SPON	V164	577.2								577.2			
HOME&GARDEN SHW/VAR SPON	V164	405.1								405.1			
HOT TUB & POOL EXPO	V164	380.8			234.0	4.8			142.0				
HOT TUB EXPO SHOW & SALE	V164	316.2			312.6				3.6				
INTL AUTO SHOW	V164	1,000.6					2.5		998.1				
INTL AUTO SHWVAR SPON	V164	529.0							529.0				
INTL FRANCHISE EXPO	V164	603.3	470.3		6.5				126.5				
INTL GEM & JEWELRY SHOW	V164	1,215.0			934.3		37.2		243.5				
INTL SPORTSMENS EXPO	V164	288.7			209.4		7.0		72.3				
INTL SPRTSMN EXP/VAR SP	V164	280.7							280.7				
ISALONI WORLDWIDE EXHBT	V164	498.2	369.5	114.4		14.4							
JOB FAIR	V164	575.1			237.5		5.9		331.7				
LEARNING ANNEX RE/EXPO	V164	11,540.6	1,043.2		9,137.0	463.4			896.9				
LEARNING ANNEX WLTH EXPO	V164	335.9			335.9								
MACYS FLOWER SHOW	V164	634.3	87.0		168.1	379.1							
MARICOPA/HOME LNDSCP SHW	V164	323.4			23.1		300.4						
MENS LUXURY TOY EXPO	V164	361.6			244.5				117.0				
MONEY SHOW	V164	886.0	882.7		3.3								
MOTIVATION SHOW	V164	372.1	348.3		23.8								
NAUTICEXPO.COM SHOW ONLINE	V164	271.4	271.4										
NEW JERSEY HOME SHOW	V164	267.6			257.0		10.6						
NEW JERSEY SPRNG HM&GRND	V164	373.9			373.9								
NEW JSYFL HM&GRDN EXPO	V164	561.6			561.6								
NEW YORK INTL AUTO SHOW ADVERTORIAL	V164	1,094.4				1,094.4							
NY/NJ INTL IN-WTR BT SHW	V164	256.3	256.3										
PREMIER EXHIBITIONS	V164	510.2					510.2						
REAL ESTATE EXPO	V164	655.4			619.1				36.3				
RV & BOAT SHOW	V164	313.0					2.5		310.5				
RV SHOW	V164	252.3			113.5		138.8						
RV SHOW & SALES	V164	3,328.0			155.1				3,172.9				
SEMA INTL AUTO SALON	V164	769.8	769.8										
SKI DAZZLE SHOW & SNOWBOARD EXPO	V164	465.7			465.7								
SOFA CHICAGO ART EXPO	V164	429.8			429.8								
SPA & BACKYARD EXPO	V164	261.2			224.4				36.8				
SPA & POOL EXPO	V164	543.7			471.5				72.1				
SPA POOL & BBQ SHOW	V164	1,285.8							1,285.8				
SPA POOL & PATIO SHOW	V164	1,115.0			557.8				557.2				
SPA POOL&BBQ SHOW/VAR SP	V164	1,229.3			1,229.3								
SUPER LIQUIDATION SALE	V164	596.2							596.2				
TRAIN EXPO	V164	396.4			242.0				154.3				
TRAIN SHOW	V164	363.0			51.8				311.2				
TRAVEL SHOW	V164	728.6			693.6		12.3		22.7				
US POWERBOAT SHOW	V164	295.9	278.3		17.7								
VICENZAARO EXHIBITIONS	V164	250.3	250.3										
WEST COAST FRNCHS EXPO	V164	295.9	235.1				60.8						
WINTER ANTIQUES SHOW	V164	353.8	239.3			114.5							
WORLD MONEY SHOW	V164	254.0	254.0										
AMC THEATRES	V165	29,734.8			29,609.6	0.9	124.3						7.3
AMERICAN BLACK FILM FEST	V165	401.4	394.1										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ANGELIKA FILM CENTER	V165	506.5			91.0	415.6							
ARCLIGHT CINEMAS & PACIFIC THEATRES	V165	7,874.6			7,874.6								
BAM ROSE CINEMAS	V165	348.6	236.7			111.8							
BRIDGE CINEMA DE LUX	V165	1,346.8			1,346.8								
CARMIKE CINEMAS	V165	1,220.3			1,220.3								
CENTURY THEATRES	V165	4,180.5			4,180.5								
CINEMARK THEATRES	V165	7,197.8			7,186.3		10.4		1.0				
CINEVEGAS FILM FESTIVAL	V165	288.6	288.6										
DIR MOVIE THEATERS/CINEMAS	V165	146,336.5			146,336.5								
EL CAPITAN THEATRE & PACIFIC THEATRES	V165	660.4			660.4								
HARKINS MOVIE THEATRES	V165	3,847.1			3,847.1								
IFC CENTER	V165	505.8	92.0			413.7							
IMAX THEATRES	V165	1,187.8			217.5	28.4	109.4		580.5		131.3		120.7
INTL FILM FESTIVAL	V165	413.4	255.5						157.8				
KERASOTES MOVIE THEATER	V165	5,006.7			5,006.7								
KRIKORIAN PREMIERE THTR	V165	5,244.3			5,244.3								
LINCOLN PLAZA CINEMAS	V165	472.1				472.1							
MALCO THEATRES	V165	649.2			649.2								
MARCUS THEATRES	V165	1,380.2			1,374.5				5.6				
MOVIE EXPERIENCE MV THTR	V165	255.4			255.4								
NANTUCKET FILM FESTIVAL	V165	271.1	271.1										
RAVE MOTION PCTRS THTR	V165	316.5			293.6		22.8						
REGAL CINEMAS	V165	5,207.4			5,177.5				29.9				
REGAL ENTER GROUP	V165	20,978.5			20,918.2		5.0		55.4				
SANTIKOS THEATRES	V165	439.4			439.4								
SHOWCASE CINEMA	V165	1,376.4			1,376.4								
SPRINGDALE 18 CINEMA/LUX	V165	337.1			337.1								
STUDIO MOVIE GRILL THTR	V165	271.7			271.7								
SUNSHINE CINEMA	V165	330.7				330.7							
TRIBECA FILM FESTIVAL	V165	704.9	380.0		64.8	123.9			136.2				
UNITED ARTISTS THEATRES	V165	307.8			307.8								
92ND ST Y CULTURAL CTR	V166	768.6	66.3			702.3							
ADVENTURE AQUARIUM	V166	970.5			207.6				762.9				
AIR ZOO MUSEUM	V166	455.7	19.2	316.0	14.5				106.0				
ALLSTATE ARENA	V166	335.0			335.0								
AMERICAN AIRLINES ARENA	V166	271.1			271.1								
AMERICAN AIRLINES CENTER	V166	383.3			383.3								
AMERICAN MUSEUM/NAT HST	V166	1,301.9	538.9	236.6	61.4	346.0	119.0						
ANAHEIM CONVENTION CTR	V166	355.9			350.0				5.9				
AQUARIUM OF THE PACIFIC	V166	1,077.7	7.7		169.8				900.2				
ARIZONA STATE FAIR	V166	272.2			238.5		33.7						
ASIAN ART MUSEUM	V166	339.4			250.9	39.7	48.6		0.2				
AT&T CENTER	V166	356.8	13.6		225.8		117.4						
ATLANTA HISTORY CENTER	V166	431.5			279.3		152.2						
BILTMORE EST ASHVL NC	V166	5,456.8	1,349.4	336.7	208.8		171.7		3,390.2				
BRONX ZOO	V166	673.3			325.7	8.9			311.4				27.3
BROOKFIELD ZOO	V166	275.9	40.2		13.1		171.8		50.8				
CAESARS PALACE ARENA	V166	1,206.8	688.0		299.2	219.6							
CARNEGIE MSM/NAT HSTRY	V166	271.4			208.5		5.7		57.2				
CARNEGIE SCIENCE CENTER	V166	523.3			385.9		23.3		114.2				
CHICAGO BOTANIC GARDEN	V166	338.1	23.7		263.1	8.8	40.8		1.7				
CHILDRENS MUSEUM	V166	388.9	4.5		147.2		103.0		134.2				
CHILDRENS MUSEUM/INDNPLS	V166	453.0			149.6		115.7		187.6				
CINCINNATI MUSEUM CENTER	V166	891.8			211.4		10.0		670.4				
CINCINNATI ZOO	V166	285.8					55.1		230.7				
CLEVELAND METROPARK ZOO	V166	447.0			119.8		24.7		302.4				
COLUMBUS ZOO	V166	256.5					9.2		247.3				
CONTINENTAL AIRLN ARENA	V166	442.5			435.1	7.3							
COOPER-HEWITT NATL/MSM	V166	250.8	85.2		26.4	132.5	6.7						
CORNING MUSEUM OF GLASS	V166	387.5					101.1		283.2		3.2		
COUNTRY CLUB RECEPTIONS	V166	381.5	381.5										
COUNTY FAIR	V166	2,405.2			28.7		4.9		2,371.7				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CREATION MUSEUM	V166	271.7			10.8		74.1		186.8				
DE YOUNG MUSEUM	V166	699.9	75.1		607.9				16.9				
DENVER MUSEUM/NTR&SCNC	V166	284.7			19.4		187.5		77.8				
DETROIT INSTITUTE/ARTS	V166	1,155.8			621.4	34.0	124.3		376.2				
DETROIT SCIENCE CENTER	V166	600.6	9.6	268.8	87.0		55.2		180.1				
FAMILY ARENA	V166	275.8			170.6		93.8		11.4				
FERNBANK MSM/NAT HSTRY	V166	557.2	65.4		306.5		185.3						
FIELD MUSEUM	V166	922.2			648.8	8.8	76.4		188.2				
FORD AMPHITHEATRE	V166	576.6			51.9				524.7				
FORD FIELD STADIUM	V166	311.0			311.0								
FRANKLIN INST SCIENC MSM	V166	489.6		114.4	375.3								
GEORGIA AQUARIUM	V166	430.1	174.4		67.3				24.6				163.7
GIANTS STADIUM	V166	364.7			144.5	220.2							
GOKART RACER PARK	V166	440.8			8.6				432.3				
GRACELAND MUSEUM	V166	471.0	24.0				117.3		144.1		185.6		
GUGGENHEIM MUSEUM	V166	1,903.9	1,360.9			303.9	239.0						
HENRY FORD MUSEUM	V166	589.7	83.7	134.1	8.2		196.2		167.5				
HIGH MUSEUM OF ART	V166	704.6			339.8	22.0	69.3		273.5				
HONDA CENTER	V166	844.4			844.4								
HONDA CENTER & MGM GRAND HOTEL&CASINO	V166	307.8			307.8								
HOUSTON MUSEUM/NAT SCNC	V166	1,324.3	508.5		103.7	57.5	183.8		470.9				
HOUSTON ZOO	V166	492.3			25.1		220.1		247.1				
HP PAVILION AT SAN JOSE	V166	531.3			531.3								
INDIANAPOLIS MUSEUM/ART	V166	764.0			442.7	8.8	46.1		266.4				
IZOD CTR/MEADOWLANDS ARN	V166	664.9	141.2		224.0	299.6							
JEWISH MUSEUM	V166	1,018.7	810.5			208.2							
JOBING.COM ARENA	V166	564.4			564.4								
KENNEDY CENTER	V166	387.9			379.8		8.1						
KENNEDY SPACE CTR TOURS	V166	1,713.5					256.8		1,276.1		180.6		
KIMBELL ART MUSEUM	V166	868.0	40.2		257.3	129.3	182.4		258.9				
LAS VEGAS CONVENTION CTR	V166	383.9	377.5			6.4							
LEGION OF HONOR MUSEUM	V166	412.4			412.4								
LONGWOOD GARDENS	V166	329.5	9.0		25.6				295.0				
LOS ANGELES CNTY MSM/ART	V166	407.1			34.1	57.5	315.6						
LOS ANGELES COUNTY FAIR	V166	320.9			252.8		68.1						
LOS ANGELES ZOO	V166	259.1			146.4		14.3		98.3				
LURAY CAVERNS	V166	547.5					56.5		491.0				
MARINERS MUSEUM	V166	418.7	41.0		255.9	79.5	11.7		30.6				
METROPOLITAN MUSEUM/ART	V166	2,100.4	518.2		98.2	1,448.7			35.3				
MINNESOTA HISTORICAL SOC	V166	341.9			279.1		62.8						
MINNESOTA STATE FAIR	V166	457.9			411.7		24.0						22.2
MOCA MUSEUM/CNTMPY ART	V166	389.7	389.7										
MOHEGAN SUN ARENA	V166	1,121.0			1,117.6	3.4							
MONTEREY BAY AQUARIUM	V166	1,235.7	36.2		10.2		211.9		727.8				249.6
MUSEUM OF FINE ARTS	V166	538.1	70.6		242.7		108.6		116.2				
MUSEUM OF MODERN ART	V166	2,685.9	659.0	311.9	85.2	1,281.0	235.7		113.1				
MUSEUM OF MODERN ART CP	V166	264.2				264.2							
MUSEUM OF SCIENCE	V166	926.3	15.0		584.7		37.4		289.2				
MUSEUM OF THE CITY OF NY	V166	264.7	227.7						37.0				
MUSEUM/FINE ART BSTN EXH	V166	398.8	54.1		287.2	57.5							
MUSEUM/FINE ARTS HOUSTON	V166	424.8	165.6		192.0		67.2						
MUSEUM/NATURAL HISTORY	V166	796.8					792.8		3.9				
MUSEUM/SCIENCE & IND	V166	838.9	140.5		550.4		82.7		65.2				
NATIONAL AQUARIUM/BLTMR	V166	327.2			17.3		69.5		240.4				
NEW ORLEANS MUSEUM/ART	V166	290.5	94.6		24.7	26.8	34.0		110.4				
NEW YORK BOTANICAL GRDN	V166	2,051.5	1,503.6		114.4	433.6							
NEW YORK HISTORICAL SOC	V166	755.8	166.0		62.9	518.6	8.3						
NEWARK MUSEUM	V166	276.7			226.9	38.7	11.1						
NEWPORT AQUARIUM	V166	600.8			120.9		38.8		441.1				
NUT TREE FAMILY PARK	V166	260.2			165.0		95.2						
OHEKA CASTLE MSM&CTRNG	V166	321.3	252.1		69.3								
ORACLE ARENA	V166	263.5			201.0		62.5						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PACIFIC AMPHITHEATRE	V166	402.4			402.4								
PACIFIC SCIENCE CENTER	V166	597.9	18.0		579.9								
PARK AVENUE ARMORY	V166	401.2				401.2							
PARROT JUNGLE ISLAND ZOO	V166	310.6			47.2		109.5		111.7				42.1
PHILADELPHIA MUSEUM/ART	V166	1,220.2	74.0		361.4	360.3	147.3		277.2				
PHILADELPHIA ZOO	V166	350.6			0.3				350.3				
PHOENIX ART MUSEUM	V166	560.2	94.6		386.2	79.5							
PITTSBURGH ZOO&PPG AQRM	V166	631.2			163.1		10.0		458.1				
PRUDENTIAL CENTER	V166	359.4			324.7		34.8						
QUICKEN LOANS ARENA	V166	499.0			484.0		15.0						
RED ROCKS AMPHITHEATRE	V166	277.4			277.4								
RELIANT STADIUM	V166	293.0			293.0								
RENAISSANCE FAIR	V166	271.7							271.7				
SAN DIEGO NAT HSTRY MSM	V166	802.9	19.8		438.3				344.8				
SAN DIEGO ZOO	V166	1,371.2			6.9		418.8		893.2				52.3
SAN DIEGO ZOO WILD/PARK	V166	928.9							926.8		2.1		
SAN FRNCSC MSM/MDRN ART	V166	417.8	72.9		340.7	4.2							
SCIENCE MUSEUM OF MN	V166	1,209.8			296.7		128.2		784.9				
SCOTTRADE CENTER	V166	276.6			267.9		8.7						
SEARS CENTRE ARENA	V166	349.7			349.7								
SEATTLE ART MUSEUM	V166	343.8			80.0	28.7	131.4		103.6				
SHEDD AQUARIUM	V166	1,200.1	29.8		584.9		63.9		521.4				
SHRINERS AUDITORIUM	V166	372.4			372.4								
SMITHSONIAN INSTITUTE	V166	1,413.7	1,261.0		12.9		139.8						
SOUTH ST SPRT EXHBTN CTR	V166	419.2			333.0	86.2							
SOUTHLAND PARK GMG&RCNG	V166	341.5			208.6		132.9						
SPACE CENTER HOUSTON	V166	430.9							430.9				
SPRINGS PRESERVE	V166	324.2					26.2		298.0				
SPRINT CENTER	V166	251.9			251.9								
ST LOUIS ZOO	V166	433.7			1.8		56.8		375.1				
STAPLES CENTER	V166	1,063.8	32.7		926.2				105.0				
STATE FAIR	V166	2,640.0			63.6		152.0		2,420.7		3.7		
STATE FAIR/VAR SPON	V166	459.3							459.3				
STONE MTN PARK	V166	606.4			6.3				478.5				121.6
TACOMA DOME CONV HALL	V166	283.3			211.4		33.4		38.5				
TARGET CENTER SPORT STDM	V166	312.7			312.7								
TD BANKNORTH GRDN FRGRND	V166	259.1			259.1								
TECH MUSEUM OF SAN JOSE	V166	278.4							278.4				
TECH MUSEUM/INNOVATION	V166	682.2	116.1		480.1		86.0						
TENNESSEE AQUARIUM	V166	420.6	12.7		3.1		28.5		376.3				
UNITED CENTER CONV CTR	V166	869.7			869.7								
US AIRWAYS CENTER	V166	351.5			351.5								
VERIZON CENTER	V166	252.8			252.8								
VERIZON WRLS AMPHTHTR	V166	590.2			523.1		21.1		45.9				
WACHOVIA CENTER	V166	305.9			304.5		1.4						
WHITNEY MUSEUM/AMER ART	V166	426.6	250.8		17.3	158.5							
WILDLIFE EXPERIENCE MSM	V166	343.3			104.6				238.7				
WILDLIFE WORLD ZOO	V166	478.8			169.9				308.9				
WINTERTHUR MUSEUM	V166	285.2	24.6		243.1	4.8	12.8						
WISCONSIN STATE FAIR	V166	367.8			297.2		70.6						
WORLD GOLF HALL OF FAME	V166	680.2					87.9	20.0	22.0		550.3		
BB KING BLUES CLUB&GRILL	V167	362.2	293.8		13.8	54.6							
BEEF OBRADYS SPORTS PUB	V167	332.8							332.8				
BILLY BOBS TX NIGHTCLUB	V167	303.3	68.0		185.6		49.7						
BLUE NOTE NIGHT CLUB	V167	477.9	186.8		59.3	231.7							
BOWERY BALLROOM NGHT CLB &MERC LNG	V167	258.6	258.6										
CAESARS PALACE NIGHT CLB	V167	878.7	122.5		756.3								
CAROLINES COMEDY CLUB	V167	279.8	279.8										
CHRISTIES CABARET NT CLB	V167	687.4			687.4								
COACH HOUSE NIGHTCLUB &GALAXY THTR	V167	549.2			549.2								
COMEDY CONNECTION CLUB	V167	656.4			651.8				4.6				
COMIX COMEDY CLUB	V167	278.7	278.7										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DIR NIGHT CLUBS & DISCOS	V167	1,687.5			1,596.5	91.0							
EL CHAPARRAL NIGHTCLUB	V167	444.2							444.2				
FANTASY CASTLE NIGHT CLB & FNTSY GLD	V167	289.8			289.8								
FEINSTEINS NIGHT CLUB	V167	285.4			8.7	276.7							
GOTHAM COMEDY CLUB	V167	464.0	362.5		86.6		15.0						
HAWAIIAN TROPIC ZONE LNG	V167	504.5	466.9				37.7						
HIGHLINE BALLROOM	V167	383.2	383.2										
IMPROV COMEDY CLUB	V167	532.6			532.6								
LA RUMBA NIGHTCLUB	V167	262.6						262.6					
MANHATTAN CLUB	V167	367.0	366.8		0.2								
METROPOLITAN ROOM LOUNGE	V167	307.0	272.7		2.2	32.0							
OASIS GENTLEMENS CLUB	V167	386.7			312.8		73.9						
PLAYBOY CLUB	V167	699.5	699.5										
QUIL CEDA CREEK/CLUB&CSN	V167	293.9			95.6		198.4						
SPEARMINT RHINO NGHTCLB	V167	307.6			186.7		120.9						
TAO NIGHTCLUB	V167	519.2					519.2						
TOOTSIES CABARET NGHTCLB	V167	373.0			373.0								
ZANIES COMEDY CLUB	V167	261.4			252.1				9.2				
7 CEDARS CASINO	V169	261.9							261.9				
ABSOLUTEPOKER.NET ONLINE	V169	2,732.6						98.0			2,599.6		35.0
AC INTL CASINO	V169	346.1				346.1							
ACTION AGAINST HNGR/FEST	V169	349.5			349.5								
ADMIT 1 TICKETS SVC	V169	1,788.4	151.2			1,637.2							
ADVERTISING WEEK EVENT	V169	308.6				259.7			49.0				
AFTER DARK HORRORFEST	V169	1,296.3						100.1	0.0		1,196.2		
AGUA CALIENTE CASINO	V169	845.7			113.9		723.7		8.1				
AIR SHOW/VAR SPON	V169	321.6							321.6				
ALASKA EVENTS	V169	287.6					287.6						
AMPAS EVENT	V169	527.3					527.3						
ANGEL/WINDS CASINO	V169	578.3			1.0		117.0		460.3				
ARISTOCRAT GAMING	V169	499.0					499.0						
ARIZONA SCIENCE CTR	V169	785.7			307.1		144.1		334.5				
ARIZONA SUPERBOWL EVENT	V169	486.2					486.2						
ARNIES ARMY BATTLES/CNCR	V169	960.0	959.9		0.1								
BARONA CASINO	V169	1,727.2					89.9		1,637.3				
BAY 101 CASINOS	V169	419.8			419.8								
BELLE/BATON ROUGE CASINO	V169	335.8					335.8						
BIG APPLE CIRCUS	V169	1,714.6	125.9		456.9	90.3			1,041.5				
BLACK OAK CASINO	V169	1,804.9			527.6		342.3		935.0				
BOAT SHOW/VAR SPON	V169	292.9							292.9				
BODOG BATTLE/BANDS CNTST	V169	319.4	319.4										
BODOG FIGHT EVENT	V169	687.3	366.6				309.0		11.7				
BODOG.COM ONLINE	V169	375.8	312.3				3.1						60.4
BODOGFANTASY.NET ONLINE	V169	438.7							10.7	30.9	397.2		
BOSTON WINE FEST /BOSTON HARBOR HTL	V169	533.2	533.2										
BOWLmor LANES	V169	919.5	919.5										
BREAST CANCER 3-DAY EVNT	V169	10,101.6	1,250.7		1.8				3,126.4		444.9		5,277.7
BREEDERS CUP CHALLENGE	V169	409.3				409.3							
BRIDAL SHOW	V169	1,347.4	781.7		189.3		95.1		281.4				
BRIDAL SHOWS & EXPO	V169	290.4			290.4								
BROADWAY ENTER HLYWD MN	V169	998.9										998.9	
CALIFORNIA GRAND CASINO	V169	343.6			343.6								
CALLAWAY GARDENS	V169	281.7							281.7				
CASINO ARIZONA	V169	2,546.1							2,546.1				
CASINO AZ AT SALT RIVER	V169	2,457.9	25.8		2,107.1		325.0						
CASINO AZTAR	V169	785.6			269.0		500.9		15.7				
CASINO DEL SOL & CASINO OF THE SUN	V169	694.7		301.9					694.7				
CASINO FILIPINO	V169	539.6						537.1	2.5				
CASINO OF THE SUN	V169	705.1				534.1			170.9				
CASINO PAUMA	V169	272.8	272.8										
CELEBRITY CHEF CLASSIC	V169	287.2					287.2						
CENTURY CASINOS	V169												

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CHAMP CAR WORLD SERIES	V169	677.6	431.6					245.8	0.2				
CHEROKEE CASINO	V169	1,152.4					506.4		645.9				
CHEVYS FREEDOM/TX/VAR SP	V169	261.7			4.5				257.3				
CHINOOK WINDS CASINO	V169	291.3					243.3		47.9				
CHOCTAW CASINO	V169	1,380.9	22.9		505.0		546.6		297.9				8.6
CHOCTAW INDIAN BINGO	V169	295.3					295.3						
CINCO DE MAYO/VAR SPON	V169	403.4							403.4				
CIRCUS CIRCUS CASINO	V169	425.3					425.3						
CIRQUE DU SOLEIL CIRCUS	V169	4,264.1			3.4		410.0		3,648.0	10.8	2.8		189.1
CIRQUE DU SOLEIL/VAR SPN	V169	3,130.9							3,130.9				
CITY OUTDOOR EVENT	V169	2,612.1					2,612.1						
CLEAR CHANNEL ENTER	V169	533.4			6.2		527.2						
CLIFF CASTLE CASINO	V169	516.5					323.3		193.2				
CLUBUBT.COM ONLINE	V169	1,677.7						1,653.6	2.9		21.2		
CMA AWARDS	V169	930.2	242.0	682.2			6.0						
COCONUT CREEK CASINO	V169	337.6					337.6						
COEUR DALENE CASINO	V169	491.7							491.7				
COLUSA CASINO	V169	328.6					310.0		18.6				
COMMERCE CASINO	V169	621.9			3.2		495.1		123.5				
CREEK NATION CASINO	V169	643.8					123.0		520.7				
CYBERBINGO ONLINE	V169	1,329.9	1,103.0	226.9									
DEJOPE GAMING CASINO	V169	991.2							713.7				277.5
DESERT DIAMOND CASINO	V169	1,172.9	44.8				219.7		908.4				
DETROIT PRINCESS RVRBT	V169	767.7			56.9				710.7				
DIAMOND JO CASINO	V169	268.7			88.5		180.2						
DIR AMUSEMENTS & EVENTS	V169	1,929.7			1,870.3	59.4							
DISCOVERY PLACE	V169	407.3			47.2				360.1				
DOVER DOWNS GAMING&ENTER	V169	404.8					404.8						
DOWNTOWN LIVING EVENT	V169	289.0		289.0									
DOYLESROOM.NET ONLINE	V169	346.5							1.4	290.0	55.2		
DREAM HOUSE RAFFLE CNTST	V169	1,706.8			1,706.8								
EBONY FASHION FAIR	V169	2,121.0	2,096.3		23.4				1.3				
ELGIN RIVERBOAT CASINO	V169	277.4					277.4						
EMPIRE CITY CASINO	V169	1,843.4			174.5		1,668.9						
EMPIRE CITY/YONKERS RCWY	V169	271.6			59.9								211.7
EMPRESS CASINO	V169	593.9			12.4		477.0		104.6				
EXCEL ENERGYCENTRE	V169	444.6			444.1		0.5						
FACTORY SURPLUS SALES	V169	361.1							361.1				
FAIR	V169	327.9							327.9				
FAIRGROUNDS GAMING&RCWY	V169	263.0					150.1		112.8				
FANTASY SPRINGS CASINO	V169	338.6			74.5		264.0						
FERIA/LOS NIÑOS/VAR SPON	V169	250.8							250.8				
FESTIVAL 5 DE MAYO/VAR	V169	318.3							318.3				
FESTIVAL OF CHILDREN	V169	550.6	459.6	46.0	45.0								
FESTIVAL OF MAPS	V169	272.1	55.0		200.2		16.9						
FIESTAS PATRIAS/VAR SPON	V169	336.3							336.3				
FINE ART LIQUIDATORS SL	V169	1,063.9							1,063.9				
FIRELAKE GRAND CASINO	V169	483.5					80.4		403.1				
FOOD & WINE FESTIVAL	V169	300.6	278.4		16.6				5.6				
FORT McDOWELL CASINO	V169	1,016.0	82.9		375.7		39.1		518.4				
FOXWOODS FOOD&WINE FEST	V169	378.1	208.8		169.3			432.3					
FREEMONT ST EXPERIENCE	V169	432.3											
FRENCH COCKTAIL HOUR DAY	V169	457.4		457.4									
FRENCH LICK CASINO	V169	479.4					479.4						
FT McDowell CASINO	V169	644.9					644.9						
GAMEWORKS INDR AMUSE CTR	V169	317.2					67.3		98.7				151.2
GILA RIVER CASINO	V169	2,551.6			584.8		660.9		838.5				467.5
GOLDEN ACORN CASINO	V169	437.0			88.5		287.0		61.4				
GOURMET WINE CELLAR EVNT	V169	312.6	289.6		23.1								
GRAND VICTORIA CASINO	V169	2,091.5			567.6		974.4						549.5
GREAT BRIDAL EXPO	V169	706.2	706.2										
GREEK FESTIVAL	V169	273.6			173.9		15.4		84.3				

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GREEKTOWN CASINO	V169	1,616.4			111.6		1,203.8		301.0				
GREENWOOD GAMING CENTER	V169	303.4					303.4						
HARRAHS CHSTR CSN&RCTRCK	V169	1,135.8							1,135.8				
HENNESSY ARTISTRY	V169	1,323.6	1,323.6										
HERFOOTBALL.COM ONLINE	V169	290.2						290.2					
HIGH LINE FESTIVAL	V169	777.7	777.7										
HO-CHUNK CASINO	V169	1,430.1					557.2		873.0				
HOLLYWOOD CASINO	V169	2,299.3			245.6		1,784.7		269.1				
HORSESHOE CASINO	V169	4,843.0					1,837.7		2,352.6				652.7
HOUSE OF DREAMS CONTEST	V169	759.1			759.1								
HUSTLER CASINO	V169	492.9			14.7		478.2						
IRVINE PBLC SCH FNDTN HS	V169	281.2			281.2								
ISLAND VIEW CASINO RSRT	V169	1,342.2					872.5		469.6				
ISLE CASINO & RACING	V169	1,355.4			562.3				793.2				
JACKPOT JUNCTION CASINO	V169	328.7			62.1		105.1		161.6				
JOHN ASCUAGAS CASINO	V169	271.3					271.3						
JUMERS ROCK ISLAND CSN	V169	425.8					288.6		137.2				
KING RICHARDS FAIRE	V169	258.3			27.9		115.5		107.3				7.7
KOA KAMPGROUNDS	V169	344.5					339.9		4.6				
LATIN GRAMMY AWARDS	V169	287.1							287.1				
LATIN GRAMMY/PARTY/VAR	V169	391.7							391.7				
LEHMAN CENTER	V169	289.3			261.6	27.7							
LINCOLN CENTER FESTIVAL	V169	567.7	263.6			304.0							
LION COUNTRY SAFARI	V169	355.5			228.0		72.1		55.3				
LITTLE CREEK CASINO	V169	721.4			236.6		216.6		268.2				
LITTLE RIVER CASINO	V169	716.1					206.7		454.6				54.8
LIVE NATION EVENT	V169	396.3					396.3						
LODGE CASINO	V169	617.6			7.7				609.9				
LOREAL FASHION WEEK	V169	404.0	404.0										
LUCKY EAGLE CASINO	V169	435.6			180.4		199.4		55.9				
LUCKY STAR CASINO	V169	484.6					389.8		94.7				
MADISON SQUARE GARDEN	V169	2,616.0	171.7		1,576.8	780.0	63.0		23.7				0.8
MAJESTIC STAR CASINO	V169	764.8			331.4		429.2		4.1				
MARDI GRAS CASINO	V169	250.9			35.9		164.8		50.2				
MARDI GRAS GAMING CASINO	V169	2,082.2			1,623.5				458.7				
MEGA JACKPOTS SLOTS	V169	659.6			659.6								
MEMORY WALK EVENT	V169	873.6			21.6			474.4	9.4	368.2			
MENS CLUB	V169	295.2					295.2						
MESKWAKI BINGO & CASINO	V169	733.9					380.2		353.7				
METREON SONY ENTER CTR	V169	265.7			243.6				22.1				
MGM GRAND DETROIT CASINO	V169	4,474.9	54.0		133.1		1,960.8		2,327.0				
MIAMI SEAQUARIUM	V169	711.6			139.5		20.0		552.1				
MINI FLYBY SHOW	V169	377.4					377.4						
MORONGO CASINO	V169	809.9					808.9						1.0
MOTORCITY CASINO	V169	2,366.3			28.8		1,560.7		776.8				
MUCKLESHOOT CASINO	V169	1,120.1			640.7		13.1		466.4				
NATIONAL ARTISTS EVENTS	V169	309.3	309.3										
NAVY PIER	V169	838.4	40.2		466.9		62.6		268.7				
NORTHERN QUEST CSN&ENTER	V169	667.5					329.2		263.3				75.0
NYC & CO RESTAURANT WEEK	V169	339.0	339.0										
OFF TRACK BETTING	V169	871.0			855.1		7.6		8.3				
OKTOBERFEST FESTIVAL	V169	346.6			263.2		2.7		80.7				
ONEIDA BINGO & CASINO	V169	559.9					206.7		353.2				
ONEIDA CASINO	V169	491.4							491.4				
OSAGE MILLION DLR/CSN	V169	728.5	32.2				196.0		500.3				
PAINT THE TOWN EVENT	V169	453.8			310.5	143.3							
PALA CASINO	V169	1,815.2			22.9		1,260.0		527.5				4.8
PALACE CASINO	V169	457.5			6.0		392.1		59.4				
PANTENE TOTAL YOU TR/VAR	V169	574.3								574.3			
PARADE OF HOMES	V169	1,630.7			788.2		97.9		744.6				
PARADE OF HOMES/VAR SPO	V169	367.1							367.1				
PARTYPOKER.NET ONLINE	V169	518.2				19.6			10.5	487.5	0.6		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PCH.COM SWEEPSTAKES ONLINE	V169	3,201.1						1,147.0	34.8	1,506.6	512.7		
PECHANGA CASINO	V169	1,187.3					1,187.3						
PEOPLES CHOICE AWARDS	V169	1,066.9	1,066.9										
PHANTOM GOURMET FD FEST	V169	304.3			282.3				21.9				
PHILADELPHIA PARK CASINO	V169	693.8			343.9				349.9				
PINNACLE ENTERTAINMENT	V169	617.1					41.0		576.1				
PINNACLE RIVERBOAT CSN LAKE CHARLES	V169	1,664.8					1,664.8						
POARCH BAND/CREEK INDNS	V169	277.2						277.2					
POKERSTARS.NET ONLINE	V169	5,855.9	1,131.0						0.6	98.6	4,625.7		
POTAWATOMI BINGO CASINO	V169	2,619.8			452.7		909.5		1,257.6				
PRAIRIE BAND CASINO&RSRT	V169	890.6			762.7		109.9		18.0				
PRODUCERS CASINO	V169	263.5					263.5						
QUEST/CUP GAME CONTEST	V169	302.7	302.7										
RACETOTHEDREAM.COM CNTST ONLINE	V169	1,593.3						1,497.3			96.0		
RAINBOW CASINO	V169	520.1					275.0		245.1				
RED WIND CASINO	V169	376.8			192.4		184.4						
RENAISSANCE FESTIVAL	V169	422.5			101.3		32.1		289.1				
RINGLING BROS BRN&BLY CR	V169	2,074.8			1,922.4		66.1	32.4					53.9
RINGLING BROS CIRCUS	V169	7,904.1					547.3		7,356.8				
RIVER ROCK CASINO	V169	2,989.0			588.9		161.3		2,238.8				
RIVERWIND CASINO	V169	678.3					295.4		375.5		7.5		
RIVIERA BLACK HAWK CSN	V169	410.3			410.3								
ROMAFICTIONFEST FESTIVAL	V169	1,362.5			1,324.8		37.7						
ROUTE 66 CASINO	V169	421.9					64.6		357.3				
SAMS TOWN RIVERBOAT CSN	V169	316.4					316.4						
SAMS TOWN TUNICA CASINO	V169	343.7							343.7				
SAN MANUEL INDN BNG&CSN	V169	6,124.0	410.8		2,312.1		1,194.7	114.8	2,091.7				
SANDIA CASINO	V169	958.5					948.0		10.5				
SANTA ANA STAR CASINO	V169	465.0					449.9		15.0				
SANTA CRUZ BEACH BRDWLK	V169	886.1					22.0		864.1				
SCOTTSDALE CULINARY FEST	V169	417.6	417.6										
SEMINOLE CASINO	V169	3,028.3			1,624.2		235.8		1,168.4				
SENECA ALLEGANY CASINO	V169	410.7			121.5		289.2						
SENECA ALLEGANY CASINO &SENECA NGR	V169	473.4			473.4								
SENECA NIAGARA CASINO	V169	847.1			49.5		797.5						
SERGAY RYSHKFS MSCW CRCS	V169	297.9					297.9						
SHERATON CASINO	V169	282.8					282.8						
SHRINE CIRCUS	V169	659.1			40.0		35.8		583.3				
SIGNATURE INTL AT HAVEN	V169	272.0	272.0										
SKYGUIDE EXECUTIVE/CLUB	V169	328.5	328.5										
SOARING ADVENTURES/AMER	V169	759.2		519.5	163.9	75.8							
SOBOBA CASINO	V169	2,298.9			1,469.9		829.0						
SOUTH BEACH WINE&FD FEST	V169	737.1	726.7		10.4								
SPACE CAMP	V169	317.5	317.5										
SPORTSBBOOK.COM ONLINE	V169	545.0	536.5		8.5								
SPOT & CO OF MANHATTAN	V169	848.0					848.0						
SPOTLIGHT 29 CASINO	V169	357.9			1.9		356.0						
STUBHUB TICKETS AGENCY	V169	2,979.9	124.0		10.6		55.5						2,789.8
STUBHUB TICKETS AGENCY ONLINE	V169	2,132.6	215.2				58.8		256.9		181.9	788.5	631.2
STYLE LOUNGE EVENT	V169	351.6	351.6										
SUMMER PLAY FESTIVAL	V169	252.7	147.8			19.2			85.8				
SUMMERFEST	V169	287.1			56.7		156.3		73.6		0.6		
SUMMIT FOR SOMEONE	V169	290.9	290.9										
SUNCOAST CASINO	V169	1,534.6			1,488.8				45.8				
SUNCRIUZ CASINO	V169	756.9			71.4		391.2		294.3				
SUNSET CELEBRATION WKND	V169	289.8	289.8										
SYCUAN CASINO&GAMING CTR	V169	1,269.7					854.1		415.6				
TABLE MTN CASINO & BINGO	V169	2,079.0					347.8		1,731.2				
TAKE IT TO THE MAX TOUR	V169	1,522.2	1,522.2										
THUNDER VALLEY CASINO	V169	5,768.6			2,430.7		848.7		2,489.1				
TICKETMASTER ONLINE	V169	275.5							152.3			123.1	
TICKETSNOW.COM ONLINE	V169	379.1					118.8		10.2			250.0	

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TOP OF THE ROCK VIEW	V169	295.8							295.8				
TOP/ROCK OBSERVATION DCK	V169	666.1	212.2	114.4	71.6		268.0						
TOTAL REWARDS CARD	V169	4,781.1			328.0			600.0	2,653.3		1,199.7		
TULALIP CASINO	V169	4,004.1			1,352.8		1,074.2		1,239.0				338.1
TWIN RIVER CASINO	V169	1,117.7					139.5		974.1		4.1		
UFC EVENT	V169	429.4											429.4
ULTIMATEBET.NET ONLINE	V169	1,626.2						101.7			1,524.5		
ULTIMATEPOKERCHALLENGE ONLINE	V169	339.0							4.7	323.7	10.5		
UNIVERSOUL CIRCUS	V169	455.3					18.2		437.1				
VALLEY HOME RAFFLE EVENT	V169	306.3			306.3								
VALLEY VIEW CASINO	V169	440.4							440.4				
VALLEY VW CSN PLYRS CTR	V169	1,186.3			1,186.3								
VEE QIVA CASINO	V169	449.6			39.5				410.2				
VEGASPOKER247.NET ONLINE	V169	751.4							5.6	732.0	13.8		
VIEJAS CASINO	V169	1,434.3					1,434.3						
VIEJAS CASINO&TURF CLUB	V169	488.2			39.2				442.5		6.5		
VIRGIN FESTIVAL	V169	250.5	100.2		60.8						89.5		
WALKER ART CENTER	V169	298.9			160.5		90.9		47.5				
WALKING/DINOSAURS EVENT	V169	1,309.7							1,309.7				
WANNADO CITY INDR AMUSE	V169	489.7			8.1		343.4		136.2				1.9
WEDDING MARCH BRIDAL SHW	V169	1,241.1	1,241.1										
WILD HORSE PASS CASINO	V169	684.1			155.3				528.8				
WINSTAR CASINO	V169	3,021.9			971.2		882.7		1,168.0				
YOBET.COM BETTING SVC ONLINE	V169	457.3	411.9		14.0		18.9					12.5	
AAA WINDOWS&DOORS CONTR	V171	915.5			915.5								
ABC AWNING CO	V171	368.8			368.8								
ABC SEAMLESS SIDING CO	V171	800.1			54.8				745.3				
ABLE ROOFING INC	V171	392.9							392.9				
ACCENT WINDOWS RPLCMN CO	V171	671.7							671.7				
ACCURATE FENCE CONTR	V171	268.4			260.8				7.6				
ACCURATE KITCHENS CONTR	V171	396.6			395.3		1.3						
ADVANCED FOUNDATION RPR	V171	786.1							756.1				30.0
AIA AMER INST/ARCHITECTS	V171	2,391.8	476.7		22.0							1,893.0	
AIROOM CONTRACTOR	V171	2,033.1			2,033.1								
ALL AMERICAN SIDING CO	V171	467.0			467.0								
ALL CITY DOORS CONTR	V171	791.5			791.5								
ALL SEASONS SUNROOMS	V171	442.7			211.9				230.8				
ALLEN ANDERSON CONTR	V171	1,276.7			1,276.7								
ALLGOOD CONSTRUCTION CO	V171	867.5			649.2		5.0		213.3				
ALLGOOD HOME IMPRVMNTS	V171	503.0							503.0				
ALPHA WINDOW FACTORY	V171	590.4			590.4								
AMAZING SIDING CONTR	V171	1,041.1			600.7				440.4				
AMAZING STONE CONTRACTOR	V171	378.2			366.9				11.3				
AMERICAN THERMAL WINDOW	V171	418.5			418.5								
AMERICAS WINDOWS CONTR	V171	330.1							330.1				
APPLE BLOSSOM MLNG&MLWK	V171	257.6			257.6								
AR-BE GARAGE DOORS&GRGS	V171	391.6			391.6								
ARCHADECK DECK BUILDERS	V171	449.8			301.0				44.7		104.1		
ARCHWAY CONSTRUCTION CO	V171	802.6			802.4				0.3				
ARI REMODELING CONTR	V171	756.4	710.7		45.7								
ARMACLAD HM IMPRVMNT CNT	V171	600.9			600.9								
ARMADILLO HOMES BUILDERS	V171	509.1			121.2		388.0						
ARMIKEA INC CONTRACTOR	V171	342.4			342.4								
BARRATT BUILDERS	V171	267.9					267.9						
BATH FITTER TUB LINERS	V171	15,901.5							15,805.4		96.1		
B-DRY WATERPROOFING CO	V171	502.8					31.8		471.0				
BEAZER HOMES BUILDERS	V171	1,121.3					488.3		63.6				569.4
BEST HOMES SERVICE CONTR	V171	258.5			258.5								
BEST KITCHENS & BATHS	V171	421.5			421.5								
BETTER BUILT GARAGES CO	V171	625.8			625.8								
BETTERLIVING PATIO ROOMS	V171	956.5			483.2				473.3				
BRADFORD & KENT CONTR	V171	455.8			455.8								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BRIGHTON HOMES BUILDERS	V171	357.3					357.3						
BROTHERS HOME IMPRVMNT	V171	2,516.5			2,516.5								
BROWN & GLYNN CONST	V171	414.9			414.9								
BUDGET CONSTRUCTION CO	V171	270.8			270.8								
BUILDERS ASSN/TWN CITIES	V171	259.4			30.3		229.1						
BUILDERS SVC CO CONTR	V171	611.6			611.6								
BUILDING IND ASN/ORN CTY	V171	431.5			431.5								
BUILDING IND ASN/SE MI	V171	1,996.7			1,996.7								
BUILDING INDUSTRY ASSN	V171	266.4			148.0		3.5		89.5				25.4
CAL HOME SOLUTIONS CONTR	V171	288.1			288.1								
CALENDAR PDT'S SNRM CONTR	V171	338.7			338.7								
CALIFORNIA CLOSET/INSTLT	V171	1,720.4					38.8		798.0		883.6		
CALIFORNIA CLOSETS CONTR	V171	8,204.2	5,565.5	240.1	1,773.3	521.7	103.6						
CAL-PAC ROOFING	V171	342.1			342.1								
CAREY CONSTRUCTION	V171	270.4			270.4								
CASTLE ROCK REMODELING	V171	505.8			303.0		202.8						
CASTLE WINDOWS CO	V171	589.0			589.0								
CHAMPION WINDOWS&SIDING	V171	2,548.8		29.2	2,440.7		78.9						
CHANDLER GARAGE DOOR SVC	V171	725.8			706.2				19.6				
CHARCO CONSTRUCTION	V171	271.8			8.7		217.3		45.8				
CHICAGOLAND WNDW&DR CNTR	V171	332.2			332.2								
CHOICE HOMES BUILDER	V171	660.8					660.8						
CLEAN CRAWLSPACE CONTR	V171	454.4			454.4								
CLEAR CHC USA WNDW CONTR	V171	2,672.7			2,672.7								
CLOSET FACTORY CONTR	V171	1,435.6			1,114.7				320.9				
CLOSETS BY DESIGN CONTR	V171	2,988.4			2,971.3	17.1							
COASTAL EMPIRE EXTERIORS	V171	320.8							320.8				
COMFORT WNDWS&DRS CONTR	V171	595.2							595.2				
CONCRETE CRWLSPCS CONTR	V171	344.0			302.2		41.8						
CONTRA COSTA DOOR	V171	476.3			476.3								
CORRAL CONSTRUCTION CO	V171	853.4			853.4								
COUNTRY ROAD ASSOC LTD	V171	340.8			340.8								
CP MORGAN HOME BUILDER	V171	1,779.4					1,779.4						
CREATIVE WINDOW CO	V171	311.0			311.0								
C-THRU SUNROOMS CONTR	V171	289.3			289.3								
CW CO CONTRACTOR	V171	389.6			389.6								
D&H GRANITE&MRBL SUPP CN	V171	539.1			539.1								
DALCO HOME REMODELING CO	V171	432.6			20.1		21.0		391.5				
DANLEY'S GARAGE WORLD CO	V171	1,331.0			1,099.8				231.3				
DAVID WEEKLY HOME BLDR	V171	2,966.2			794.8		2,164.0		7.4				
DESERT KING WINDOW CONTR	V171	809.1			809.1								
DESIGNERS GUILD CONTR	V171	386.4	386.4										
DIAL ONE WINDOW RPLCMNT	V171	351.7			351.7								
DIGIORGI ROOFING&SIDING	V171	413.4			209.2				204.2				
DIR ARCHITECTS/CONTR/ENG	V171	7,889.4			7,889.4								
DISCOUNT HOME REMODELERS	V171	1,741.1			1,741.1								
DIXIE HOME CRAFTERS CONTR	V171	697.3			697.3								
DREES HOME BUILDERS	V171	679.3			405.7		97.9		175.8				
DRH CAMBRIDGE HMS CONTR	V171	269.0					269.0						
EAST BAY KTCHN&BTNH CONTR	V171	260.9			260.9								
EFFICIENT ATTIC SYS SVC	V171	334.9							334.9				
EMPIRE WINDOW CO	V171	329.5			261.8				67.6				
EMPYREAN ARCHITECTURE CO	V171	539.9	516.8		23.1								
ENERGY SAVERS VNYL WNDWS	V171	1,316.7			1,292.0				24.7				
ENERGY SAVINGS EXTERIORS	V171	1,312.2			1,312.2								
ERIE CONSTRUCTION CO	V171	423.6			11.5				412.1				
ESTRIDGE HOME BUILDERS	V171	298.2							298.2				
EVER DRY WATERPROOFING	V171	343.6			343.6								
EVERDRY WATERPROOFING CO	V171	1,410.5			116.0		52.0		1,242.4				
EVEREST HOME WORKS CONTR	V171	580.5			580.5								
FACTORY DIRECT INSTLLTN	V171	773.5			105.6				667.9				
FANTASTIK SIDING CONTR	V171	344.7			332.6				12.0				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FIREPLACE&CHIMNEY/CONTR	V171	385.8			385.8								
FISCHER HOMES BUILDERS	V171	448.0			150.7		68.5		228.8				
FLORIDA HM IMPRVMT ASC	V171	731.9			574.7				157.3				
FOUR SEASONS SNRM CONTR	V171	1,273.6		139.5	1,134.1								
FOX RIDGE HOMES BUILDER	V171	280.4			280.4								
FRANK VINCENT HOME/CONTR	V171	276.8			276.8								
FRANZOZO FACTOR CONTR	V171	1,641.2			1,641.2								
FULTON HOMES BUILDERS	V171	392.8						392.8					
GEORGES GARAGE DR CONTR	V171	511.2			484.4				26.7				
GL HUNT CONTRACTORS	V171	363.8			363.8								
GLOBALVIA INFSTRCTRS	V171	1,100.9	954.9			146.0							
GORE RPLCMNT WNDW&DR CNT	V171	250.1			250.1								
GRACE HOME & KITCHEN SVC	V171	702.6			702.6								
GRANITE TRNSFRMTNS CONTR	V171	1,719.7		29.8	626.9				1,063.0				
GRANITECH CONTRACTOR	V171	428.9			428.9								
GRAVINA SIDING & WINDOW	V171	514.0			514.0								
GREATER ATLNT/BLDRS ASSN	V171	255.0			255.0								
GTFM REMODELING CONTR	V171	283.0			283.0								
GUTTER HELMET CONTRACTOR	V171	1,686.6			1,686.6								
GUTTER HELMET/MN CONTR	V171	364.5			364.5								
GUTTER TOPPER CONTRACTOR	V171	584.6	374.0		166.4				44.1				
HANKE BROS SIDING&HM IMP	V171	415.7							415.7				
HENRYBUILT KTCNS CONTR	V171	529.9	529.9										
HOLIDAY BUILDERS	V171	786.0			252.3		426.7		107.0				
HOME BUILDERS ASSN	V171	1,132.8			161.2		279.6		692.0				
HOME BUILDERS ASSN/CLVD	V171	825.8			825.8								
HOME REMODELING CTR CONT	V171	313.3			313.3								
HOMewise BUILDERS	V171	331.8			331.8								
HOMEWORKS HOME IMPRVMNT	V171	9,091.3			9,077.6				13.7				
HRC HOMEOWNER RSRC CTR	V171	263.5							263.5				
INDEPENDENT/USA CONTR	V171	880.7	14.4		866.3								
INSTA-DRY BSMNT WTRPRFNG	V171	503.7							503.7				
INTERIOR DR RPLCMNT SVC	V171	1,455.6		46.0	1,409.6								
INTERLOCK RFNG SYS CONTR	V171	573.2			518.1				55.1				
IVY KITCHEN & BATH CONTR	V171	418.5			418.5								
JC FRY CONSTRUCTION CO	V171	356.9			356.9								
JEDA HOMES BUILDER	V171	255.6			242.1				13.6				
JELD-WEN CONTRACTOR	V171	286.2					286.2						
JUPITER CONST SUPP CONTR	V171	337.9			337.9								
K HOVNANIAN CO HM BLDR	V171	2,193.3					1,575.7		531.4				86.2
KAWA BLDG MATERIAL CONTR	V171	1,032.3			1,032.3								
KB HOME BUILDER	V171	9,341.1			316.1		8,453.2		488.8				83.0
KEYSTONE CUSTOM HOMES	V171	438.0			209.8		199.3		28.9				
KING QUALITY CONTRACTOR	V171	421.6			421.6								
KITCHEN MAKE-OVERS CONTR	V171	553.6			553.6								
KITCHEN WORKS INC CONTR	V171	883.5		19.9	863.6								
KITCHENS MADE SMPL CONTR	V171	285.9			285.9								
LAMANTIA DESIGN&CNSTRCTN	V171	1,286.0			1,286.0								
LAMPERT EXTERIORS CONTR	V171	758.4			680.4				78.0				
LARMCO WINDOW&SDNG CONTR	V171	1,267.0							1,267.0				
LEADING RNVTS CONTR	V171	379.2			379.2								
LEHRER&SON CONSTRUCTION	V171	451.9			451.9								
LENNAR CORP BUILDER	V171	702.0					511.5		185.8				4.7
LENNAR HOMES	V171	15,232.2	28.8		5,826.6		9,247.5		129.4				
LEVEL CONSTRUCTION	V171	524.3					524.3						
LIQUID STUCCO HOME/CONTR	V171	465.7			373.9				91.8				
LONG FENCE & HOME CONTR	V171	304.5							304.5				
LONG WINDOWS CONTR	V171	431.5							431.5				
LTS BUILDERS & REALTY	V171	3,956.7			3,774.7		17.9	164.1					
LUXURY BATH SYS INC	V171	629.2			254.4				374.8				
MADDEN DOOR & SONS	V171	522.3			522.3								
MAJIC WINDOW CONTRACTOR	V171	2,013.6							2,013.6				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MASTER EXTRS&DSGN CONTR	V171	494.1			494.1								
MASTER KTCNS&BTB CONTR	V171	276.7			276.7								
MASTER SHIELD GTR/CONTR	V171	485.8							485.8				
MASTER SHLD GTR PRTCT SV	V171	871.4			871.4								
MCCAR HOMES BUILDER	V171	830.5			830.5								
MCLEOD BROS HM IMPRVMNT	V171	849.5			849.5								
MCMILLIN HOMES CONTR	V171	618.2					609.1		9.1				
MEDALLION HOMES BUILDER	V171	302.7					302.7						
MERCEDES HOMES BUILDERS	V171	336.0					200.0		136.1				
METRO BUILDERS SUPPLY	V171	454.8					11.9		442.9				
METROPLEX FNDTN RPR SVC	V171	617.5			617.5								
MI HOMES CONTRACTOR	V171	617.8					617.8						
MID-ATLANTIC WTRPRFG	V171	342.8				113.8	138.0		91.0				
MIRACLE METHOD SRFC RSTR	V171	1,335.4				1,184.1				151.3			
MISTER SPARKY ELECT	V171	340.1								340.1			
MJC CONSTRUCTION	V171	573.4			573.4								
MR ROGERS WINDOWS CONTR	V171	602.1							602.1				
MR ROOF ROOFING CONTR	V171	1,772.5				90.8				1,681.7			
MUELLER ROOFING SERVICES	V171	517.3	517.3										
MWH GLOBAL RSRCS ARCHCTC	V171	314.4				14.4	300.0						
NATIONAL ASSN/HOME BLDRS	V171	611.1	344.1			54.2	212.8						
NDA KITCHEN CONTRACTOR	V171	899.0				899.0							
NEWMAN REPLACEMENT WNDWS	V171	859.6				820.5			39.2				
NEWPRO RPLCMNT WNDW CNTR	V171	1,056.0				1,056.0							
NHANCE WOOD RENEWAL SVC	V171	766.3				736.3			30.1				
NKBA NATL KTCNH&BTB ASSN	V171	1,953.9	1,921.7			5.3			1.6		25.2		
NORMANDY BUILDERS&ARCHTC	V171	1,709.9				1,709.9							
OHIO STATE WATERPROOFING	V171	324.7							324.7				
OLSHAN FOUNDATION REPAIR	V171	2,790.8				2.9				2,787.9			
ONE WEEK BATH BTHRM RMDL	V171	295.6				295.6							
OUTDOOR LGHTNG PRSPCTVS	V171	576.4	576.4										
OVERHEAD DOOR CO	V171	658.6					86.9		483.5		88.1		
PACIFIC LIFESTYLE HM BLD	V171	368.6								368.6			
PACIFIC RPLCMNT WND CNTR	V171	762.9				762.9							
PATIO ENCLOSURES INC	V171	6,493.1				3,917.2			2,576.0				
PATIO PROS BLDG CONTR	V171	657.1				657.1							
PATRIOT HOME IMPROVEMENT	V171	355.3				40.7			314.6				
PENGUIN WINDOW CONTR	V171	355.4								355.4			
PERSONALIZED PWR SYS CNT	V171	691.9				491.1			200.8				
PIONEER BASEMENT WTRPRFG	V171	258.6				1.3			257.3				
POWER LIFT FNDTN REPAIR	V171	294.0				13.2			280.8				
PRECISION HOME BUILDERS	V171	862.1				862.1							
PREMIER BATHROOMS CONTR	V171	20,848.3	12,909.5	4,647.1		1,072.2			1,585.8		633.7		
PRIME HM IMPRVMNTS CONTR	V171	559.9				559.9							
PRIME HOME BUILDERS	V171	459.6				319.3		140.3					
PRO AMER WNDW&SDNG CONTR	V171	424.9				424.9							
PULTE HOMES CORP BLDRS	V171	8,599.5				226.4	2.2	7,363.3		417.8		287.0	302.7
QUALITY HOMES/ROCHSTR CO	V171	513.1								513.1			
QUALITY WINDOWS & DOORS	V171	378.8				378.8							
R&S ERECTION INC	V171	495.8				495.8							
RAM JACK FOUNDATION RPR	V171	422.5						19.0		403.5			
RE-BATH CONTRACTOR	V171	9,262.0				1,098.1		23.0		8,141.0			0.6
RECOL ALUMINUM PDT CONTR	V171	327.6				326.9							
REGENCY WINDOWS&SDNG SVC	V171	328.6				30.9				297.7			
RELIABLE HM IMPROV&SUPP	V171	346.1				346.1							
RENEW WINDOWS CONTRACTOR	V171	330.6				330.6							
RESIDENTIAL SPECIALIST	V171	613.6						42.6		570.9			
RICKS CUSTOM FENCING	V171	391.4				391.3				0.1			
ROCHESTER COLONIAL MFG	V171	700.1								700.1			
ROCHESTER HM BLDRS ASSN	V171	855.6				855.6							
ROLLADEN CONTRACTOR	V171	566.4				395.4				171.0			
ROLLUP AWNINGS	V171	652.7				652.7							

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ROOFMAX ROOFING CONTR	V171	691.2			691.2								
ROSE FENCE INC CONTRACTR	V171	276.0			276.0								
ROYAL WINDOWS & SIDING	V171	486.4							486.4				
ROYCE BUILDERS	V171	599.6			301.3		285.9		12.4				
SEARS HOME IMPRVMT SVC	V171	6,281.2	947.0	5,318.4	15.9								
SERVICE MAGIC CONTRACTOR	V171	281.8			281.8								
SHELF CNVRSNs HM CONTR	V171	3,159.5			3,159.5								
SHELVES TO DRAWERS RMDLR	V171	312.8		283.1	29.7								
SIERRA WINDOWS CONCEPTS	V171	547.4			547.4								
SLIDING DOOR CO CONTR	V171	1,506.1		579.9	926.2								
SOSA GRANITE&MRBL CONTR	V171	992.5			936.6				55.9				
SOUND BUILT HOMES CONTR	V171	441.7					441.7						
SOUTHWEST SHADE SLTNS	V171	428.9		428.9									
SPG SOLAR CONTRACTOR	V171	289.7			289.7								
ST CLAIR CORP HM RMDLNG	V171	255.5							255.5				
STANDARD PACIFIC HOMES	V171	8,127.2			4,555.3		3,333.5		238.5				
STATE ROOFING INC	V171	452.7			452.7								
STATEWIDE REMODELING CO	V171	1,161.1		165.0	846.9		25.6		123.5				
STEELE & LOEBER CONTR	V171	606.3			606.3								
SUN ENERGY CONTRACTOR	V171	1,090.4			1,090.4								
SYSTEMS PAVING CONTR	V171	567.6							567.6				
TAYLOR WOODROW HOME BLDR	V171	554.2	355.4		16.7	30.0			152.1				
THERMAL ADVANTAGE CONTR	V171	774.7			245.2				529.5				
THERMO TWIN WINDOW CO	V171	1,117.5			352.4		113.6		651.5				
THOMPSON CREEK CONTR	V171	275.7			275.7								
TK CONSTRUCTORS	V171	379.3							379.3				
TLC REMODELING	V171	373.3			373.3								
TOLL BROS CONTRACTOR	V171	934.3		185.9	27.9		720.4						
TRADES UNLTD CONTRACTORS	V171	405.2			405.2								
TRIANGLE CONST CONTR	V171	283.1			283.1								
TRI-STAR SDNG&WNDW CONTR	V171	840.2			840.2								
TUFF SHEDS BLDG CONTR	V171	3,068.7			309.2		23.4		2,732.3		23.8		
UBUILDIT BLDG&RMLDNG SVC	V171	325.3			25.7		71.3		228.2				
UNIQUE REFINISHERS	V171	255.2			255.2								
URB INC CONTRACTOR	V171	377.9			377.9								
US FOAM & COATINGS CONTR	V171	886.6			886.6								
VALIANT HOME RMDLNG SVC	V171	779.9			779.9								
VINYL MASTERS HM IMPRVMT	V171	301.3			144.1				157.3				
WALK IN BATHTUB CO	V171	403.9		357.7	37.3				9.0				
WEATHERITE WNDW&DR CONTR	V171	376.0			323.7		30.3		22.1				
WEST COAST VINYL CO	V171	273.2			273.2								
WILLIAMS BROS BUILDERS	V171	321.9			321.9								
WILSONS HOME IMPRVMT CO	V171	266.6					71.5		195.2				
WINDOWWIZARDS CO	V171	650.8							650.8				
WINDOWWIZARDS&MORE CONTR	V171	383.5			383.5								
WINDOWS PLUS CONTRACTOR	V171	266.3			266.3								
WOODBRIDGE HM EXTR CONTR	V171	363.4							363.4				
WOODCRAFT SUPPLY STORE	V171	324.2	324.2										
WOOD-MODE FN CSTM CBNTRY	V171	1,075.6	1,071.5		4.1								
WORLDWINDOWS & SIDING	V171	405.8			405.8								
ABC PEST & LAWN SERVICE	V172	1,457.1							1,457.1				
ABC PEST POOL&LAWN SVC	V172	637.0							637.0				
CLARK PEST CONTROL	V172	403.5							403.5				
COOKS PEST CONTROL SVC	V172	571.2							571.2				
HOME PARAMOUNT PST CNTRL	V172	305.8				305.8							
HYDREX PEST CONTROL	V172	344.5			344.5								
MIDDLETON LAWN&PST CNTRL	V172	542.6							542.6				
NATIONAL PEST MGT ASSN	V172	766.9							57.7		0.5	708.7	
NORTHWEST EXTERMINATING	V172	308.3							308.3				
ORKIN EXTERMINATORS	V172	11,303.2			27.5		20.8	79.1	839.2		8,715.0	1,616.3	5.3
TERMINIX PEST CONTROL	V172	18,826.3			110.5		176.6	1,614.9	8,574.8	253.4	6,745.5		1,350.6
TRULY NOLEN EXTERMINATOR	V172	2,023.9							2,023.9				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
AEP AMER ELECT POWER CO	V173	812.2			71.0		9.3		711.3				20.5
ALABAMA POWER CO	V173	1,951.6	156.6		4.4		418.8		1,371.7				
ALSTOM ENERGY CO	V173	2,953.5	2,953.5										
AMEREN ELECTRIC CO	V173	743.0			625.4				117.5				
AMERICAN ELECT POWER CO	V173	285.9	261.2				24.7						
AMIGO ENERGY	V173	301.8			61.2		235.8		4.8				
APPALACHIAN POWER CO	V173	364.1							286.5				77.6
APS AZ PUBLIC SVC CO	V173	1,841.7	121.5		537.3		64.0		1,093.9				25.0
AREVA NUCLEAR ENERGY CO	V173	616.2			606.5		9.8						
ASKCHESAPEAKE.COM ONLINE	V173	353.0			353.0								
ATLANTA GAS LIGHT CO	V173	484.0			106.7		368.4		8.8				
ATMOS ENERGY CORP	V173	459.6			405.5		52.0		2.0				
AUSTIN ENERGY SERVICES	V173	477.7			424.2		17.5		36.1				
BALTIMORE GAS & ELECTRIC	V173	506.6					72.0		434.6				
BGE BALTIMORE GAS&ELECT	V173	863.3			863.3								
CENTERPOINT ENERGY	V173	2,233.8			791.0		164.1		1,278.7				
CENTRICA UTILITY CO	V173	664.6					452.1						212.5
CHESAPEAKE ENERGY CORP CP	V173	2,129.3							2,129.3				
CHESAPEAKE NAT GAS CO	V173	1,310.5			1,310.5								
CIRRO ENERGY	V173	759.0					218.9		540.1				
CITIZENS ENERGY CORP	V173	5,944.1					31.8		5,572.8				339.6
CITIZENS GAS	V173	367.8					367.8						
CITIZENS GAS CO	V173	391.9			15.5				376.4				
COMED CP	V173	620.0	21.3		598.7								
COMED ELECTRIC UTILITY	V173	3,440.7			1,853.1			30.2	1,448.9		4.8		103.7
COMMERCE ENERGY GROUP	V173	442.9					442.9						
CON EDISON ENERGY CO	V173	9,486.9			5,613.5	2,910.5	902.0						61.0
CONNECTICUT LT&POWER CO	V173	1,406.2			739.6				666.5				
CONSOL ENERGY UTILITY	V173	786.1	114.3		39.1		234.2		398.6				
CONSOLIDATED EDISN CO/NY	V173	488.3					488.3						
CONSOLIDATED EDISON INC CP	V173	787.5				787.5							
CONSTELLATION ENERGY GRP	V173	422.7			21.8		299.7						101.2
CONSTELLATION ENERGY GRP CP	V173	4,466.6						1,236.4	4.2		3,226.0		
CPS ENERGY	V173	1,378.7	232.9		546.3		130.4		469.1				
DEPARTMENT/PUBLIC WORKS	V173	357.6			357.6								
DETROIT EDISON ELEC CO	V173	670.2							670.2				
DEVON ENERGY CO	V173	626.6			372.9		61.2		192.5				
DIRECT ENERGY ELECT CO	V173	1,987.9			109.6				1,878.3				
DOMINION ENERGY SERVICE	V173	1,601.5			7.9				1,593.6				
DOMINION RESOURCES CP	V173	258.5			258.5								
DOMINION UTILITY CO	V173	2,745.6			2,602.7	142.9							
DOMINION VA POWER CO	V173	847.9			846.0		1.9						
DTE ENERGY CO	V173	1,943.2			929.6		63.6		692.6				257.4
DTE ENERGY CO CP	V173	663.0			612.2								50.8
DUKE ENERGY	V173	300.2			295.7	4.5							
EDISON ELECTRIC INST	V173	600.8	532.1					43.2					25.5
EDISON INTL UTILITY CORP	V173	611.6			611.6								
EFFICIENCY PARTNERSHIP	V173	1,391.2											1,391.2
ELECTRIC EXPRESS CO	V173	682.3			682.3								
ELIZABETHTOWN GAS CO	V173	606.3			606.3								
EMERSON ELECTRIC CO CP	V173	3,730.7	742.1			1,585.1		38.1	2.4		920.8	442.3	
ENERGETIX UTILITY CO	V173	357.1			89.1	37.7	175.4		54.9				
EPB ELECTRIC POWER BOARD	V173	288.7	7.2						281.4				
EXELON CORP CP	V173	1,057.1	446.9		101.7	508.5							
EXELON ENERGY	V173	560.9	499.6		60.8				0.5				
FLEX/POWER/ENERGY PRGRM	V173	564.7			450.2		114.5						
FLORIDA POWER & LIGHT CO	V173	3,042.7			486.0	11.9			2,251.4				293.4
FREEDOM POWER CO	V173	533.1							533.1				
GAS SOUTH CO	V173	336.8					290.4		46.4				
GENERAL ELECT IND&POWER	V173	309.6				309.6							
GEORGIA NATURAL GAS SVC	V173	1,011.2					680.7		330.5				
GEORGIA POWER CO	V173	3,849.5	197.6		866.7		642.3		2,140.2		0.9		1.8

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GEXA ENERGY CORP	V173	553.2			27.9		137.2		388.0				
GULF POWER CO	V173	262.9					119.0		143.9				
HAWAIIAN ELECTRIC CO	V173	546.9							546.9				
INDIAN POINT ENERGY CTR	V173	414.6			391.6	22.9							
INDIANAPOLIS PWR&LGT CO	V173	259.2			38.7				211.5		9.1		
INTEGRYS ENERGY SERVICE	V173	336.3			336.3								
JACKSONVILLE ELECT AUTH	V173	466.9			326.9		25.5		114.4				
KANSAS CITY POWER&LIGHT	V173	1,004.9	77.6		545.1		17.4		364.8				
KEYSPAN&NATL GRID ENERGY	V173	419.8			419.8								
LIPA LONG ISLND PWR AUTH	V173	2,051.9			1,793.3								258.6
LUMINANT ENERGY	V173	641.9			396.7				245.2				
METROPOLITAN WATER DIST	V173	1,722.9			1,707.4		15.5						
MIDAMERICAN ENERGY CO	V173	262.8			10.2		54.2		198.4				
MISSISSIPPI POWER CO	V173	310.1	231.1				79.0						
MXENERGY NATURAL GAS SVC	V173	259.6			5.9				253.7				
NATIONAL GRID UTILITY CO	V173	454.6	25.8		129.1		262.9		36.8				
NEEP-NE ENRGY/PRTRNSHP	V173	253.7											253.7
NEVADA POWER CO	V173	1,108.3			659.5				448.8				
NEW JERSEY-AMER WATER CO	V173	287.4			287.4								
NORTHWEST NATURAL GAS	V173	318.4					35.3		283.1				
OG&E ELECTRIC CO	V173	477.2			477.2								
OGE ENERGY CORP	V173	402.8			54.4				348.3				
OMAHA PUBLIC POWER DIST	V173	265.7			86.3		16.8		162.6				
ONCOR UTILITY CO	V173	1,367.3			842.5				524.8				
PARTNERS/AFRDBL ENRGY	V173	298.3							298.3				
PECO ENERGY	V173	1,215.2			699.8				515.4				
PECO ENERGY VIGNETTE	V173	463.9							463.9				
PG&E CORP CP	V173	3,521.1			3,486.9	34.2							
PG&E PACIFIC GAS & ELECT	V173	12,974.9			2,938.7		1,103.0		7,956.8				976.4
PORTLAND GENERAL ELECT	V173	351.5			145.4		56.2		149.8				
PPL CORP CP	V173	1,405.6	213.9			1,191.8							
PPL UTILITY CORP	V173	880.0	170.8		141.4				567.9				
PROGRESS ENERGY INC CP	V173	1,045.5							1,045.5				
PROGRESS ENERGY POWER CO	V173	2,578.1			1,707.9								870.2
PSE&G UTILITIES	V173	3,199.7	258.6		2,193.6		747.5						
PUBLIC SVC ELECT&GAS CO CP	V173	979.6				979.6							
PUGET SOUND ENERGY SVC	V173	397.1			397.1								
QUESTAR NATURAL GAS CO	V173	462.3	21.8		10.7		44.1		385.8				
RELIANT ENERGY	V173	8,881.6			3,091.0		937.8		3,571.7				1,281.1
RIVERSIDE PUBLIC UTLTS	V173	251.0			249.7		1.3						
ROCHESTER GAS&ELECT CO	V173	908.1	25.8		627.3				255.1				
ROCKY MTN POWER CO	V173	600.2			286.4				310.4				3.4
SALT RVR PRJCT UTLTY CO	V173	1,173.9			1,173.9								
SAN ANTONIO WATER SYS	V173	394.5			284.0		54.4		56.1				
SAN DIEGO GAS&ELECT CO	V173	377.0			259.3				117.7				
SANTA CLARA VLY WTR DIST	V173	1,527.3			1,362.1				165.2				
SCANA ENERGY	V173	2,820.9	21.4		1,088.9		640.4		973.5				96.6
SEMPRA ENERGY	V173	841.4			466.7				374.8				
SOUTHERN CA EDISON CO	V173	3,530.9	189.0		458.0		16.6		2,596.5				270.7
SOUTHERN CA GAS CO	V173	358.4			113.4				245.0				
SOUTHERN CO CP	V173	3,185.4	3,000.3			185.1							
SOUTHERN CO ELEC CO	V173	1,731.3	51.7		2.7				1,282.2	337.2	57.5		
SOUTHERN EDISON POWER CO	V173	699.7								699.7			
SOUTHERN NV WATER AUTH	V173	1,007.3			395.5		167.6		444.2				
SOUTHWESTERN ELECT POWER	V173	281.1			281.1								
SPECTRA ENERGY	V173	445.2			149.8	295.5							
SRP ENERGY CO	V173	852.6							852.6				
STATOIL ENERGY CP	V173	389.5			97.5	292.0							
SUN CAL ENERGY INC CP	V173	991.1	991.1										
TAMPA ELECTRIC CO	V173	551.9			459.7				92.2				
TEXAS POWER UTILITY CO	V173	664.1	38.7		459.0	20.3	19.7		126.5				
TEXAS UTILITIES ELECT CO	V173	719.7			719.7								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TOUCHSTONE ENERGY	V173	6,220.0			10.9		15.0	38.4	2,050.1		4,105.6		
TVA TN VALLEY AUTHORITY	V173	437.5	31.2		15.1				391.3				
TXU CORP CP	V173	853.7	164.2		689.5								
TXU ENERGY	V173	14,533.0	123.9		3,555.5		1,331.3		8,799.9				722.4
UNITED WATER RESOURCES	V173	502.9			502.9								
VECTREN UTILITIES CO	V173	567.8			110.4				446.0				11.5
VESTAS WND PWR ELECT UTL	V173	358.8	131.5		26.1	89.3	112.0						
VIRGINIA NATURAL GAS	V173	379.2			372.3								6.9
XCEL ENERGY	V173	1,023.6			16.8		296.9		709.9				
XCEL ENRGY NRTHRN ST PWR	V173	1,286.3			1,286.3								
A PROF HTG & COOLING SVC	V174	422.5			422.5								
ABC HEATING & AC CONTR	V174	1,259.4			1,259.4								
AIR ARND/CLK AC&APPL SV	V174	258.5					77.3		181.2				
AIR GROUP HTG & AC CONTR	V174	580.9			580.9								
AKEENA SOLAR CONTRACTOR	V174	633.7	89.0		521.4		23.3						
ALL TEMP HTG & AC	V174	1,884.1			1,846.3		4.5		33.3				
ALL YEAR CLNG&HTG CONTR	V174	1,053.6			1,053.6								
AMERICAN GAS ASSN	V174	550.9	81.6				0.6		468.7				
AMERICAN STANDARD HTG&AC	V174	550.4			550.4								
ARCTIC AIR AC & HEATING	V174	294.8			294.8								
ARIZONA COLD AIR HTG&AC	V174	495.2			495.2								
ASI HASTINGS AC & HTG	V174	344.2			344.2								
ASI HEATING & AC	V174	335.3			335.3								
ATLAS TRILLO HTG & AC	V174	512.4			512.4								
AVALANCHE MCHNCL HTG&AC	V174	377.6			369.7				8.0				
BEACON PLMBNG HTG&MCHNCL	V174	330.4			330.4								
BEACON PLUMBING SERVICES	V174	463.0					101.2		361.8				
BENJAMIN FRANKLIN PLMBNG	V174	284.1			0.9				283.3				
BILL HOWE PLUMBING SVC	V174	271.9					59.7		212.2				
BLACKMON MRNG HTG&AC SVC	V174	507.3							507.3				
BLIND&SONS HTG&AC SVC &TR-CTY HTG&AC	V174	361.8			361.8								
BLUE MT AIR CONTRACTOR	V174	1,973.5			1,973.5								
BROTHERS AIR & HTG CONTR	V174	272.6			15.9		109.0		147.7				
BRYANT HEATING & AC SVC	V174	273.0			94.4		46.7		131.9				
CALIFORNIA ENERGY SVC	V174	2,034.2			2,034.2								
CHESAPEAKE ENERGY UTLY	V174	2,285.5			1,478.3		807.2						
CLASSIC AIR CARE HTG&AIR	V174	292.2			280.5				11.7				
CLIMATECH HEATING & AC	V174	687.3			627.7				59.6				
COLLINS CMFRT MSTRS SVC	V174	254.0			254.0								
CONDITIONED AIR AC & HTG	V174	491.5			490.9				0.7				
COOLER HTG & AC CONTR	V174	370.7			370.7								
CORNER HEATING&AC SVC	V174	379.1			379.1								
CULLIGAN WATER SERVICES	V174	3,331.1	616.2		82.1		86.0		2,546.7				
DIAL ONE HOUR HTG & AC	V174	283.4							283.4				
DUCT PROS AIR DUCT SVC	V174	347.5			347.5								
ENERGY STAR GAS	V174	461.6	422.0		4.0		35.5						
ESP HEATING & AC	V174	380.9			380.9								
FIRST CHOICE AC&HTG SVC	V174	687.5			312.7		374.9						
FOUR SEASONS HTG & AIR	V174	6,365.8			6,347.9		17.9						
FRESCHI AIR SYS CONTR	V174	263.8			263.8								
GEORGE MORLAN PLUMBING	V174	827.7			640.6		30.6		156.5				
GLENN HEATING & AIR	V174	464.7			464.7								
GRECO&HAINES WTR SFT SYS	V174	306.7							306.7				
HOME ENERGY CENTER	V174	373.3			373.3								
JOHNSON AC CONTRACTOR	V174	375.4			375.4								
KEITH HEATING & COOLING	V174	351.5			351.5								
KEYSPAN ENRGY SVC GAS CO	V174	2,391.2			1,918.4	445.2			27.7				
LEN THE PLUMBER	V174	349.1							349.1				
LINDSTROM AC & HTG CO	V174	1,170.7			1,170.7								
METRO EXPRESS AC & HTG	V174	302.8			302.8								
MORRIS-JENKINS HTG CO	V174	947.8			496.7				451.1				
MR ROOTER PLUMBING SVC	V174	12,661.6	12,422.5		3.2		44.3		161.6				30.0

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NATIONAL OILHEAT/ALNC	V174	266.9							266.9				
NORA OIL HEAT RSRCH ALNC	V174	465.6							1.7				464.0
NORTH PACIFIC SVC&REPAIR	V174	636.8			636.8								
NU FLOW PLUMBING SERVICE	V174	332.1							332.1				
OKLAHOMAS OIL&GAS PRDCRS	V174	275.4							275.4				
ONE HOUR AC & HEATING	V174	1,160.5			966.2				194.3				
ONE HOUR HEATING & AC	V174	346.6							346.6				
PACIFIC AIRE HTG&CLNG	V174	393.7			393.7								
PARKER & SONS AC HEATING	V174	309.7							309.7				
PERFECT CLIMATE HTG & AC	V174	596.1			596.1								
PETRO HEATING & AC CONTR	V174	585.1			581.9	3.3							
PROPANE EDUC&RSRCH CNCL	V174	2,916.5	2,179.0					1.5	0.2	40.8	0.0	695.0	
PROPANE GAS ADV	V174	6,132.0							1,276.1	194.5	4,661.4		
QUALIFIED GAS CONTR ASSN	V174	270.5			270.5								
QUALITY BREEZE AC	V174	552.7			525.7		27.0						
QUALITY HEATING & AC	V174	623.8			623.8								
QUALITY HM MAINT AC CNTR	V174	489.8			489.8								
RANDAZZO HEATING&CLNG	V174	856.3			13.9				842.3				
REPPIPE SPECIALISTS SVC	V174	464.2							464.2				
RINNAI// WATER SYSTEM	V174	418.4			418.4								
ROTO-ROOTER SEWER SVC	V174	1,135.8			11.1		199.3		625.1	3.7			296.6
SANSONE AC SERVICE	V174	627.2			627.2								
SERVICE CHAMPIONS HTG&AC	V174	1,165.8			1,165.8								
SERVICE EXPERTS HTG&CLNG	V174	259.8			216.0		14.5		29.3				
SLOMINS OIL & HTG SVC	V174	275.7			275.7								
SOLARCITY ENERGY SERVICE	V174	441.9			411.5		30.4						
STANDARD HEATING & AC CO	V174	472.3			409.7		34.2		28.4				
STEWARTS AC & HTG SVC	V174	579.7			579.7								
SUPERIOR PLUMBING & HTG	V174	484.8			0.1		104.1		380.6				
SUPERIOR WATER & AIR SVC	V174	355.9							355.9				
UNIQUE INDOOR COMFORT CO	V174	490.2			453.8	36.4							
UNIVERSAL HEATING & AC	V174	322.3			322.3								
VALLEY HEATING & COOLING	V174	1,012.0			1,012.0								
VAN GO PLUMBING & HTG	V174	305.3			305.3								
WALTONS HEATING&AC SVC	V174	418.7			418.7								
YORK HEATING & AC SVC	V174	677.8			599.3		22.5		56.0				
ALLIED POOLS & SPAS STR	V175	321.9								321.9			
ANTHONY & SYLVAN POOLS	V175	804.5			165.0		69.6		569.9				
AQUA POOLS & SPAS	V175	317.6			317.6								
ARTESIAN FACTORY OUTLET	V175	260.2			23.7		17.5		219.0				
BLUE HAVEN POOLS & SPAS	V175	3,194.6	121.6	1,725.3	1,283.1		24.0		40.7				
BRANCH BROOK POOLS&SPAS	V175	971.3			766.5				204.8				
BUCK STOVE POOLS & SPA	V175	255.2			225.6				29.5				
BUILD YOUR OWN POOL CO	V175	345.3			317.5				27.8				
CENTRAL JERSEY POOLS&PTS	V175	908.8			908.8								
CLEARWATER POOLS&SPA STR	V175	290.2			1.3		3.2		285.8				
CLOVER HOME LEISURE CTR	V175	1,293.6			3.7				1,289.9				
DESERT SPRINGS POOLS&SPS	V175	364.8							364.8				
DIAMOND IND POOL CONTR	V175	377.6			377.6								
DIR POOL CONTRACTORS	V175	724.9			724.9								
EASTGATE POOLS	V175	254.7							254.7				
FUN IN MOTION POOL STRS	V175	478.5			478.5								
GEORGIA POOL DISTR STR	V175	320.2			320.2								
GREAT ESCAPE PLS SPS/STR	V175	4,616.4							4,616.4				
HOBERT POOLS&SPAS CONTR	V175	1,376.1		1,129.6	150.5				96.0				
LESLIES SWIMMING PL SUPP	V175	737.7			578.5		56.4		102.8				
LITEHOUSE POOLS & SPAS	V175	1,442.8		7.5					1,435.2				
MARYLAND POOLS CONTR	V175	272.6			272.6								
MASTER POOLS CONTRACTOR	V175	553.5	552.0		1.5								
MORGAN BLDG SPA PLS RVS	V175	288.7			288.7								
MR POOL & MRS PATIO FURNITURE	V175	330.5			202.9				127.6				
NAMCO POOL & PATIO	V175	1,345.8			930.2				415.5				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NAMCO POOLS MOVING SALE	V175	448.4											448.4
NIAGARA POOLS & SPAS	V175	308.0			308.0								
OFFENBACHER POOL&PATIO	V175	601.2			541.0				60.2				
PADDOCK POOLS STORE	V175	2,080.9			1,709.0				372.0				
POOL & PATIO SPECIALIST	V175	820.8		700.5	120.3								
POOL COVER RESOURCE STR	V175	252.5		224.9	27.6								
POOL PATIO & MORE STORE	V175	749.9			749.9								
POOL TOWN POOLS	V175	382.5			382.5								
POOLS & SPAS A GO GO	V175	293.0			293.0								
PREMIER POOLS&SPAS CONTR	V175	318.2			318.2								
PRISCO POOL STORE	V175	308.2			294.7	13.4							
RIVIERA POOLS STORE	V175	597.1			518.3				78.8				
SEASONAL POOL & PATIO	V175	331.0			331.0								
SPLASH POOLS & SPAS	V175	280.2					34.1		246.1				
STATEN ISLAND POOL&SPA	V175	346.5			346.5								
TALLMAN POOLS CENTER	V175	485.9			485.9								
TODAYS POOL&PT FURN STR	V175	325.6			298.9				26.6				
UNIVERSAL ROCK POOLS&SPS	V175	360.7			349.3				11.4				
VENTURE CUSTOM POOLS STR	V175	1,146.0		1,027.0	119.0								
VISCOUNT POOLS SPS&BLRDS	V175	761.0			697.1		62.0		1.9				
WATER WAY POOL&SPA STORE	V175	425.7			425.7								
WATSONS POOLS SPAS&BLRD	V175	18,236.0			1,182.3				17,053.7				
WHITE WATER POOLS & SPAS	V175	273.5		225.2	48.3								
1-800-GOT-JUNK RMVL SVC	V179	285.4			54.1		55.3		97.2				78.7
AAAAAA RENT-A-SPACE STRG	V179	357.8			127.7		2.4		227.7				
ABF U-PACK MOVING SVC	V179	481.9			30.4				451.6				
AETRIS CLN HM CMFRT SVC	V179	303.9			303.9								
ALL MY SONS MOVING&STRG	V179	517.0			0.4				516.5				
ALL PROF PAINTING CONTR	V179	346.2			346.2								
ALLIED POWDER COATING SV	V179	283.1			282.7				0.5				
AMERICLEAN CRPT&DCT/SVC	V179	432.3			432.3								
ARROW UPHOLSTERY	V179	259.9							259.9				
ASID AMER SOC/INTR DSGNR	V179	343.8	337.0		6.8								
BAY ALARM SECURITY SVC	V179	1,087.1					189.4		380.9				516.8
BLACKMON MRNG CRPT SVC	V179	453.0							453.0				
CERTAPRO PAINTERS SVC	V179	3,161.2	3,126.6		23.8		10.8						
CHICAGOS FNST CRPT CLNG	V179	506.3			506.3								
COIT CARPET&DRAPERY CLNR	V179	2,352.7			164.6				2,188.1				
COIT HOME CLEANING SVC	V179	5,028.1			5,028.1								
CPI SECURITY SERVICE	V179	1,258.2			1,258.2								
CPI SECURITY SYSTEMS	V179	1,286.3					75.1		1,211.3				
CRIME STOPPERS SERVICE	V179	303.5			64.7		238.8						
DALWORTH CARPET CLEANING	V179	457.6	43.1						414.5				
DECORATING DEN INTERIORS	V179	691.8	648.5		43.0				0.2				
DESIGNER PREVIEWS INT DS	V179	876.5	876.5										
DIR HOME & BUILDING SERVICES	V179	7,635.3			7,635.3								
EMPIRE TODAY HOME SVCS	V179	119,636.0			45.1				113,906.9	2,695.5			2,988.5
EXTRA SPACE STORAGE	V179	648.5			3.6		16.5		5.6	252.8	358.0		12.0
GO MINIS MOVING&STORAGE	V179	347.8							347.8				
GREENBAUM INTERIORS DSGN	V179	705.1	31.1	571.8		102.3							
HAGOPIAN CLEANING SVC	V179	263.3			169.6				93.7				
HANDYMAN CONNECTION	V179	1,662.4	378.9		812.7		41.1		155.4		274.2		
HOME CARE ASSISTANCE SVC	V179	387.2			315.1	72.1							
ICON CLEANING SERVICE	V179	2,304.1			2,304.1								
INTERIORS/DECORATING DEN	V179	1,171.7	538.7						3.9		629.0		
JAN SHOWERS & ASSOC	V179	343.9	343.9										
JANI-KING CLEANING SVC	V179	297.5			27.6				154.8	21.9	93.2		
KIWI SVC CARPET CLEANING	V179	356.7								356.7			
LABRAS PAINTING & SVC	V179	288.4			288.4								
MAIDPRO CLEANING SVC	V179	360.1			360.1								
MAIDS HOME SERVICE	V179	1,110.9	448.4					0.8		21.7	640.1		
MASSEY SERVICES	V179	392.4								392.4			

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MASTER CARPET&UPHOLSTERY	V179	340.0			340.0								
MERRY MAIDS SERVICE	V179	2,088.4			26.9			18.0		41.1	1,534.6	467.8	
MODERNISTIC CARPET CLNG	V179	255.8								219.1			36.7
MOLLY MAID CLEANING SVC	V179	317.3			233.9			39.0		44.4			
MONSTER VAC VACUUM SVC	V179	379.0			379.0								
MR HANDYMAN SERVICE	V179	399.0			63.3					335.7			
PODS PORTABLE STRG SYS	V179	6,934.6						49.8	4,564.5	711.3		1,605.3	3.8
PRO CARPET CLEANERS	V179	468.7			468.7								
PUBLIC STORAGE RNTL SPC	V179	25,770.6			3.9			6.8	9.5	23,819.8		1,537.4	393.2
RHODE ISLAND DESIGN CTR	V179	263.9								263.9			
SAM STORE & MOVE	V179	7,449.6								73.9		7,375.7	
SEARS HOMECENTRAL SVC	V179	8,704.7	525.6	8,112.9	22.4			5.7		38.2			
SERVICEMASTER CLNG SVC	V179	309.1				110.5		67.7		130.9			
SERVPRO CLEANING SERVICE	V179	4,466.5				15.1		10.1		214.0		4,227.4	
SOUTHARD HOME IMPRVMNTS	V179	316.6								316.6			
SPACE PLUS DESIGN SVC	V179	298.6		33.1	222.8	42.7							
STANLEY STEEMER CRPT CLN	V179	44,171.3				170.3			4,617.7	31,178.6	4,929.8	3,275.0	
STEAM PRO CARPET SERVICE	V179	752.1				731.4				20.7			
STORAGE BARN STORAGE SVC	V179	564.0								564.0			
TO FIX IT REFERRAL SVC	V179	346.5								346.5			
TWO MEN&A TRUCK MVNG CO	V179	574.9				11.4		14.3		272.5		276.7	
VACUENT AIR DUCT CLNRS	V179	322.4				322.4							
VALET ORGANIZERS SERVICE	V179	912.8				912.8							
WEST COAST APPL SVC CTR	V179	407.1				407.1							
WHEATONS WRLDWD MVG SVC	V179	252.7	252.7										
CAT CAR FERRY	V180	418.2				8.2	3.1			406.9			
CHICAGO TRANSIT AUTH	V180	557.3				557.3				0.0			
CITATIONSHARES AVTN SVC	V180	265.0	164.5				100.5						
DALLAS AREA RAPID TRANS	V180	360.8			360.8								
DART DALLAS/RAPID TRNST	V180	755.3				15.1		86.1		654.1			
DEUCE BUS SERVICE	V180	269.4	269.4										
DIAL-7-CAR&LIMOUSINE SVC	V180	823.1						823.1					
E-Z PASS ELECT TOLL SVC	V180	260.4						134.6		125.9			
JACKSONVILLE TRANS AUTH	V180	428.9			428.9								
KANSAS CITY AVIATION SVC	V180	324.4	307.9					16.5					
LAS VEGAS MONORAIL	V180	289.0	254.4					34.7					
MARQUIS JET PRE-PAID FLIGHT CARD	V180	3,636.8	2,797.5				839.3						
MASSPORT TRANPORTATION	V180	277.7	277.7										
METRA COMMUTER TRAINS	V180	438.7				45.5			29.9		363.4		
METRO TRANSIT AUTHORITY	V180	595.5							6.4		589.0		
METRO TRANSIT BUS LINES	V180	571.8				124.5			252.5		194.8		
MTA METRO TRANS AUTH	V180	5,556.0	68.1	138.1	2,545.7		451.0	548.3		1,743.8			61.0
MTA MCPL TRANS AGNCY	V180	525.8				525.8							
NEW JERSEY TRANSIT AUTH	V180	328.1				253.1	5.2	69.8					
OLYMPIA TRAILS BUSLINES	V180	363.3						363.3					
SEPTA TRANSIT AUTHORITY	V180	250.4				180.4			30.2		39.7		
SOUND TRANSIT SERVICE	V180	567.2				280.6			286.6				
SUN PASS ELECT TOLL SVC	V180	744.2				0.7				743.4			
TAG AVIATION ARCRFT SLS	V180	744.1	744.1										
TRANS BRIDGES BUS LINES	V180	300.9				300.9							
UPS/UNITED PARCEL SVC	V180	528.4					528.4						
UTAH TRANSIT AUTHORITY	V180	466.5							57.9		408.5		
BIG APPLE GREETER	V190	622.2									622.2		
X GAMES APPAREL	V190	612.6										612.6	
23 DODGE	V211	2,237.0				2,220.2			16.8				
AC COLLINS FORD	V211	291.1								291.1			
ADAMSON FORD	V211	1,724.0				1,724.0							
ADVANTAGE CHEVROLET	V211	1,821.2				1,761.2			60.0				
AIRPARK CHRYSLER JEEP	V211	932.1				932.1							
AL PIEMONTE CAD CHEV	V211	300.9				300.9							
AL PIEMONTE CADILLAC	V211	1,248.3				1,222.6				25.6			
AL PIEMONTE FORD	V211	1,018.9				4.2				1,014.6			

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ALBANY DODGE	V211	405.2			345.5				59.7				
ALISON HAGGERTY CHEV	V211	3,270.0			3,270.0								
ALL AMERICAN FORD	V211	6,474.1			6,466.8		7.3						
ALL AMERICAN FORD & GREAT AMER CHEVY	V211	3,036.3			3,036.3								
ALLEN GWYNN CHEVROLET	V211	1,010.0							1,010.0				
ALLEN SAMUELS CHEVROLET	V211	294.2			238.6		53.3		2.4				
ALLEN SAMUELS DODGE	V211	1,063.3			918.3				145.0				
ALPINE BUICK PONTIAC GMC	V211	574.6							574.6				
ANCIRA CHEVROLET	V211	352.9			352.9								
ANCIRA CHRYSLER JEEP	V211	1,843.0			1,414.5		24.7		403.9				
ANCIRA DODGE	V211	1,564.8			1,309.6		27.3		227.8				
ANCIRA FORD MERCURY	V211	727.5			727.5								
ANCIRA WINTON CHEVROLET	V211	2,295.6			1,420.2		19.7		855.7				
ANDERSON FORD	V211	342.7			134.4		57.5		150.7				
ANDY MOHR BUICK PONT GMC	V211	737.9					100.8		637.1				
ANDY MOHR CHEVROLET	V211	914.0			181.5		48.2		684.3				
ANDY MOHR FORD	V211	258.7			24.0		8.2		226.5				
ANDY MOHR FORD LINC MERC	V211	916.4			327.2				589.1				
ANTWERPEN JEEP	V211	318.4			318.4								
APPLE CHEVROLET	V211	1,309.3			1,128.0		141.9		39.5				
APPLE FORD	V211	533.7			445.5		29.9		58.3				
ARLINGTON HEIGHTS FORD	V211	1,055.1			1,013.7		36.3		5.1				
ARMORY CHRYSLER JEEP	V211	309.1			278.3				30.7				
ARTIOLI DODGE	V211	544.8			544.8								
ATCHLEY FORD	V211	284.1			284.1								
ATLANTIC CADILLAC	V211	297.7			297.7								
ATLANTIC CADILLAC CHEV	V211	441.8			441.8								
ATLANTIC CHEVROLET	V211	732.4			732.4								
AUBURN GMC PONTIAC	V211	503.0			503.0								
AUTOFAIR CHEVROLET	V211	1,090.2			1,020.9				69.3				
AUTOWAY CHEVROLET	V211	1,012.2			969.0		43.2						
AVIS FORD	V211	293.7			257.7		36.0						
AVONDALE CHRYSLER JEEP	V211	304.9			139.3				165.6				
AVONDALE DODGE	V211	589.9			293.7				296.2				
AYERS CHEVROLET	V211	308.3			308.3								
BACHMAN CHEVROLET	V211	468.3			303.2				165.1				
BAIERL BUICK	V211	256.6			177.5				79.1				
BAIERL CADILLAC	V211	296.0			247.0				49.0				
BAIERL CHEVROLET	V211	430.2			349.2		40.5		40.5				
BALE CHEVROLET	V211	1,067.1			1,067.1								
BALISE CHEVROLET	V211	402.3							402.3				
BANKSTON CHEVROLET AUTO	V211	1,830.4			1,768.6		61.8						
BANKSTON FORD	V211	306.8			283.8		23.1						
BANNER CHEVROLET	V211	1,093.8			989.8				104.0				
BARILE FORD LINC MERC	V211	370.6			370.6								
BARLOW CHEVROLET	V211	601.0			601.0								
BASIL FORD	V211	667.2			226.8		6.0		434.3				
BAY STATE FORD & CLARK&WHT LINC MERC	V211	368.9			368.9								
BEACH FORD & BARTON FORD LINC MERC	V211	302.8							302.8				
BEAMAN PONTIAC GMC	V211	270.8							270.8				
BEATY CHEVROLET	V211	385.8							385.8				
BEAU TOWNSEND FORD	V211	1,003.4			912.4				91.0				
BECK & MASTEN GMC PONT	V211	450.7			392.0				58.7				
BEECHMONT FORD & MONTGOMERY FORD	V211	444.7			96.0				348.8				
BELL FORD	V211	1,402.4			1,090.9		6.0		305.5				
BELLAVIA BUICK CHEVROLET	V211	890.2			890.2								
BELLEVUE CADILLAC	V211	1,047.0			1,047.0								
BENNETT CHEVROLET	V211	519.7			519.7								
BENSON FORD MERCURY	V211	301.6			298.1				3.5				
BERGE FORD	V211	746.5			526.3				220.2				
BERGEN COUNTY DODGE	V211	1,678.6			1,678.6								
BERGER CHEVROLET	V211	849.8			810.6		6.0		33.2				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BERGERON CHRYSLER JEEP	V211	1,650.4			1,650.4								
BEST CHEVROLET	V211	739.8			739.8								
BETTENHAUSEN DODGE	V211	2,042.9			2,036.5				6.4				
BEV SMITH FORD	V211	748.4			183.0				565.4				
BIG BRANDON DODGE	V211	251.2			251.2								
BIG VALLEY DODGE	V211	1,002.2			986.8				15.4				
BILL CURRIE FORD	V211	847.3			814.8				32.5				
BILL FOX CHEVROLET	V211	349.4			329.8				19.6				
BILL HEARD CHEV & TOM JUMPER CHEV	V211	6,264.8			6,264.8								
BILL HEARD CHEVROLET	V211	11,060.4			9,741.8		277.2		1,041.4				
BILL HEARD CHEVROLET & LANDMARK CHEV	V211	290.4			290.4								
BILL HEARD CHEVROLET & VISTA CHEV	V211	252.1			221.4				30.7				
BILL JACOBS CAD CHEV	V211	300.9			300.9								
BILL JACOBS CHEVROLET	V211	365.3			365.3								
BILL KAY CHEVROLET	V211	969.1			923.1		46.0						
BILL NELSON CHEVROLET	V211	1,640.2			1,501.2				139.0				
BILL PIERRE FORD	V211	1,632.8			1,625.2				7.6				
BILL STASEK CHEVROLET	V211	1,691.7			1,691.7								
BIRMINGHAM CHRYSLER JEEP	V211	276.3			271.0		3.1		2.3				
BLOSSOM CHEVROLET	V211	325.1			157.3		49.5		118.3				
BLUEBONNET CHRY DODGE	V211	1,829.2			1,743.2				86.0				
BLUEBONNET FORD	V211	1,896.9			1,780.5				116.4				
BLUEBONNET JEEP	V211	674.1			650.2				24.0				
BO BEUCKMAN FORD	V211	1,178.4			1,178.4								
BOB BELL CHEVROLET	V211	416.2			240.8				175.4				
BOB BELL FORD	V211	464.8			348.7				116.1				
BOB DANCE DODGE	V211	352.9			220.3				132.7				
BOB HOWARD CHEVROLET	V211	625.1			497.0				128.1				
BOB HOWARD FRD LINC MERC	V211	403.0			400.8		2.2						
BOB JOHNSON CHEVROLET	V211	1,049.1			957.6				91.5				
BOB MONTGOMERY CHEVROLET	V211	304.0			304.0								
BOB MOORE FORD	V211	352.8			333.1		19.6						
BOB STALL CHEVROLET	V211	265.1			253.9				11.2				
BOB STEELE CHEVROLET	V211	390.2			390.2								
BOB TURNERS FORD COUNTRY	V211	658.8			27.4				631.3				
BOB WILSON DODGE	V211	452.8			451.4				1.4				
BOBS DODGE	V211	1,088.0							1,088.0				
BOCH DODGE	V211	786.8			786.8								
BOMMARITO BUICK GMC	V211	451.6			451.6								
BOMMARITO CADILLAC	V211	429.0			429.0								
BOMMARITO CHEVROLET	V211	731.3			694.6				36.7				
BONIFACE-HIERS CHRY DDG	V211	1,070.3			1,070.3								
BORGMAN FORD	V211	275.2			242.1				33.2				
BOROUGH CHRYSLER JEEP	V211	1,697.0			1,697.0								
BOUCHER CHEVROLET &FRANK BCHR CHEV	V211	300.0			300.0								
BRANDON FORD	V211	5,261.5			5,261.5								
BREDEMANN CHEVROLET	V211	315.8			315.8								
BROADWAY DODGE	V211	2,451.7			2,451.7								
BROOKLYN DODGE	V211	1,226.5			1,226.5								
BROWN & BROWN CHEVROLET	V211	1,205.8			1,205.8								
BROWN CHEVROLET	V211	1,056.4			588.2				468.2				
BROWN-DAUB CHRYSLER JEEP	V211	500.8			463.2		37.6						
BROWNING'S CERRITOS DODGE	V211	1,167.4			1,167.4								
BRUCE CAMPBELL DODGE	V211	394.2			277.7		116.5						
BRUCE CHEVROLET	V211	266.4			38.9				227.5				
BRUCE LOWRIE CHEVROLET	V211	2,087.7			1,957.9		129.8						
BRYAN CHEVROLET	V211	993.3			805.1				188.2				
BRYNER CHEVROLET	V211	355.4			355.4								
BUCKALEW CHEVROLET	V211	318.9			184.9		45.7		88.3				
BUERGE CHRYSLER JEEP	V211	256.4			256.4								
BUFF WHELAN CHEVROLET	V211	1,968.4			1,851.5		89.2		27.7				
BUICK GMC/THOUSAND OAKS	V211	452.5			452.5								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BURCH FORD	V211	336.8			336.8								
BURD FORD	V211	428.6			26.7		91.6		310.3				
BURT CHEVROLET	V211	523.8			461.1				62.7				
BURT FORD	V211	323.1			323.1								
BURT GREENWALD CHEVROLET	V211	306.5			240.3		66.3						
BUTLER CHRYSLER JEEP	V211	2,148.0			2,148.0								
CABLE DAHMER CHEVROLET	V211	444.4			88.5				355.9				
CABLE DAHMER CHEVROLET & CITY CHEV	V211	386.3							386.3				
CADILLAC HUMMER VLG/NRWD	V211	442.6			442.6								
CADILLAC LOC DLR	V211	264.2							264.2				
CADILLAC OF WHITTIER	V211	345.9			345.9								
CAMINO REAL CHEVROLET	V211	320.6			102.0				218.7				
CAPISTRANO FORD	V211	315.0			315.0								
CAPITAL FORD	V211	651.1			217.1				433.9				
CAPITOL CHEVROLET	V211	469.9			286.0		19.5		164.5				
CAR PROS CHRYSLER JEEP	V211	330.1			330.1								
CARL CHEVROLET	V211	543.1			521.4				21.6				
CARR CHEVY WORLD	V211	468.9							468.9				
CARROLL CHEVROLET	V211	891.3			891.3								
CARUSO CHRYSLER JEEP	V211	375.0			375.0								
CASA CHEVROLET	V211	293.6			1.1				292.5				
CASA FORD LINCOLN MERC	V211	444.4							444.4				
CASEY CHEVROLET	V211	874.8			789.2				85.6				
CASTLE FORD	V211	1,981.5			1,981.5								
CASTRIOTA CHEVROLET	V211	415.2			171.4		46.0		197.8				
CENTRAL CHEVROLET	V211	435.3			169.1		3.6		262.6				
CENTRAL CHRYSLER JEEP	V211	375.1			350.8				24.3				
CENTRAL FI CHRY JEEP DG	V211	1,899.3							1,899.3				
CENTURY III CHEVROLET	V211	650.9							650.9				
CERRITOS DODGE	V211	1,927.2			1,927.2								
CERRITOS FORD LINC MERC	V211	362.7			362.7								
CERRONE CAD BCK PNT GMC	V211	286.2							286.2				
CHAMPION CHEVROLET	V211	766.0			671.0		1.4		93.6				
CHAMPION DODGE	V211	4,039.1			3,983.0				56.1				
CHAMPION FORD	V211	1,024.0			741.2		49.9		232.9				
CHAPARRAL FORD	V211	911.1			891.2		2.5		17.3				
CHAPLINS CHEVROLET	V211	298.1			298.1								
CHAPMAN CHRYSLER JEEP	V211	448.4			208.5				240.0				
CHAPMAN FORD	V211	555.0			515.8				39.1				
CHAPMAN LAS VEGAS DODGE	V211	613.5			613.5								
CHAPMAN LINCOLN MERC	V211	413.4			406.9				6.5				
CHARLES BOYD CADILLAC	V211	381.1							381.1				
CHASE CHEVROLET	V211	281.4							281.4				
CHEVROLET 73	V211	2,234.3			2,213.3		21.0						
CHEVROLET IN EATONTOWN	V211	361.3			361.3								
CHEVROLET/UPPER SLD RVR & JEEP 17	V211	580.7			580.7								
CHEVYLAND CHEVROLET	V211	255.3					32.9		222.5				
CHRIS AUFFENBERG CHEV	V211	325.4			305.5				19.9				
CHRISTENSON CHEVROLET	V211	1,191.7			1,130.2		61.5						
CHRISTOPHERS DODGE WORLD	V211	3,342.7			3,264.2				78.4				
CHRYSLER CORP LOC DLR LEASING	V211	3,788.3			3,788.3								
CHRYSLER DODGE/PARAMUS	V211	1,545.3			1,545.3								
CHUCK HUTTON CHEVROLET	V211	340.2			211.4				128.8				
CIRCLE PONTIAC GMC	V211	1,295.5			1,295.5								
CITY CHEVROLET	V211	551.4			547.7				3.7				
CITY WORLD FRD LINC MERC	V211	488.7			488.7								
CLASSIC CADILLAC	V211	711.7			670.2		26.6		14.9				
CLASSIC CADILLAC CHEV	V211	297.0			297.0								
CLASSIC CHEVROLET	V211	822.7			466.2		109.4		247.1				
CLASSIC CHEVROLET HUMMER	V211	531.7			531.7								
CLASSIC LINCOLN MERCURY	V211	565.2			565.2								
CLAY COOLEY BCK PONT GMC	V211	423.0							423.0				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CLEAR LAKE DODGE	V211	633.2			101.0				532.2				
CLIPPINGER CHEV HUMMER	V211	401.7			401.7								
CLIPPINGER CHEVROLET	V211	359.3			27.6				331.7				
COAST CADILLAC	V211	374.4			366.1				8.3				
COCCIA FORD LINCOLN MERC	V211	304.6			304.6								
COGDILL DODGE	V211	797.8							797.8				
COGGIN CHEVROLET	V211	425.0			422.0				3.0				
COLONIAL CHEVROLET	V211	370.7			290.7				80.0				
COLUMBIA CHEVROLET	V211	351.2			281.4				69.9				
COMMUNITY GMC PONTIAC	V211	732.8			693.6		39.2						
COMPAREFORD.COM ONLINE	V211	342.3							342.3				
CORMIER CHEVROLET	V211	280.5			280.5								
CORONA CHEVROLET	V211	722.1			722.1								
COULTER CADILLAC	V211	627.9			488.3				139.6				
COUNTRY LINCOLN MERC	V211	443.5			443.5								
COUNTY LINE FORD	V211	290.3			237.7		52.6						
COURTESY CHEVROLET	V211	1,733.1			1,088.4		191.4		453.3				
COURTESY CHRYSLER JEEP	V211	1,157.2			1,149.8				7.4				
COURTESY DODGE	V211	585.9			350.8				235.1				
COURTESY FORD	V211	558.2			451.3		4.0		102.9				
COVERT BUICK CADILLAC	V211	388.3			388.3								
COVERT CADILLAC	V211	772.8			529.4				243.4				
COVERT FORD	V211	937.1			899.2				38.0				
COX CHEVROLET	V211	266.4							266.4				
CRAIN FORD	V211	485.4			8.6				476.8				
CRAIN PONTIAC BUICK GMC	V211	290.5							290.5				
CRANE CHEVROLET	V211	652.4			574.2		78.2						
CREST CHEVROLET	V211	488.3			230.2				258.1				
CREST LINCOLN MERCURY	V211	795.8			335.6				460.2				
CRESTVIEW CADILLAC	V211	408.9			358.9		50.0						
CRESTWOOD DODGE	V211	508.5			508.5								
CROSS ROAD CHRYSLER JEEP	V211	302.4			252.3				50.0				
CROSSROADS FORD	V211	3,031.8			48.5				2,983.3				
CROWN DODGE	V211	1,719.9			1,642.9				77.0				
CRYSTAL LAKE CHRY JEEP	V211	384.9			384.9								
CURRIE MOTORS CHEV CHRY	V211	336.7			336.7								
CURRIE MOTORS FORD	V211	752.4			749.3		3.2						
CURRY CHEVROLET	V211	301.1			301.1								
DADE CHRYSLER JEEP	V211	288.3			288.3								
DALE JARRETT FORD	V211	945.8			602.5		8.9		334.4				
DALLAS DODGE	V211	638.1			590.9		8.1		39.1				
DALLAS DODGE CHRY JEEP	V211	286.3			165.8				120.5				
DAMBROSIO CHRYSLER JEEP	V211	331.7			331.7								
DAMBROSIO DODGE	V211	629.7			629.7								
DAN PERKINS CHEVROLET	V211	1,137.1			1,137.1								
DAN WOLF CHEVROLET	V211	253.1			253.1								
DARCARS FORD	V211	788.7			788.7								
DARNER CHRYSLER JEEP	V211	268.3			101.8		121.2		45.2				
DAVE SINCLAIR LINC MERC	V211	291.7			102.2				189.5				
DAVID STANLEY CHEVROLET	V211	1,033.9			198.4				835.5				
DAVID STANLEY DODGE	V211	1,442.0			195.8		17.2		1,229.1				
DAVIS CHEVROLET	V211	415.2			12.6		39.4		363.2				
DAYTON ANDREWS DDG CITY	V211	351.7			351.7								
DEALMAKER FORD	V211	297.6							297.6				
DENNY HECKERS FRD LNC MR	V211	376.5			376.5								
DENOoyer CHEVROLET	V211	251.1			160.3				90.8				
DEPAULA CHEVROLET HUMMER	V211	500.2			315.8		7.6		176.7				
DEPENDABLE DODGE	V211	323.0			323.0								
DESIMONE CADILLAC	V211	478.6			389.7		35.1		53.7				
DETROIT HUMMER & HUMMER OF NOVI	V211	1,334.9			1,271.7				63.2				
DEWEY BARBER CHEVROLET	V211	1,055.3			1,045.7		8.5		1.1				
DEWORKIN CHEVROLET	V211	474.2			474.2								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DIAMOND FORD	V211	294.9			294.9								
DIMMITT CHEVROLET	V211	377.7			325.6		52.1						
DOBBS FORD	V211	530.8			512.1				18.7				
DODGE CITY OF MCKINNEY	V211	1,325.0			1,325.0								
DODGE OF BURNSVILLE	V211	530.5			530.5								
DODGE OF WINTER PARK	V211	283.1			283.1								
DODGELAND	V211	408.2							408.2				
DOMINION CHEVROLET	V211	262.4			23.0				239.4				
DON BOHN FORD	V211	314.0			211.7		47.4		54.9				
DON BOHN LINCOLN MERCY	V211	765.9			765.9								
DON BROWN CHEVROLET	V211	634.7			208.1				426.6				
DON CHALMERS FORD	V211	514.9			143.1				371.8				
DON HEWLETT BUICK CHEV	V211	590.3			590.3								
DON KNOT FORD LINC MERC	V211	432.4			432.4								
DON MASSEY CADILLAC	V211	879.5			854.4				25.1				
DON MCCUE CHEVROLET	V211	856.3			856.3								
DONAHOO FORD	V211	1,358.2			1,322.0				36.2				
DON-A-VEE CHRYSLER JEEP	V211	1,591.6			1,591.6								
DORIAN FORD	V211	863.5			863.5								
DOUG STANLEY FORD	V211	685.4			314.9		61.9		308.6				
DOWNERS GROVE DODGE	V211	272.3			272.3								
DOWNTOWN FORD	V211	393.7			244.7				149.0				
DUGAN CHEVROLET PONTIAC	V211	307.9			90.2				217.7				
DUNCANVILLE FORD	V211	631.3			241.1				390.2				
DUVAL FORD	V211	583.5			583.5								
EAGLE CHEVROLET	V211	374.8			374.8								
EARNHARDT CHRYSLER JEEP	V211	816.3			816.3								
EARNHARDT DODGE	V211	618.2			405.4				212.8				
EARNHARDT FORD	V211	928.1			588.1				340.0				
EASLEY CHEV CADILLAC	V211	799.2			687.8				111.4				
EASTGATE CHRYSLER JEEP	V211	364.5			252.5				112.0				
EASTSIDE CHRYSLER JEEP	V211	491.7			491.7								
ECHELON FORD	V211	923.8			923.8								
ED BOZARTH CHEVROLET	V211	1,663.0			1,357.0		6.0		300.0				
ED MORSE CADILLAC	V211	2,711.7			2,520.9				190.8				
ED MORSE CHEVROLET	V211	930.3			930.3								
ED MORSE SATURN	V211	1,200.6			1,200.6								
ED NAPLETON DODGE	V211	267.3			267.3								
EDWARDS CHEVROLET	V211	5,892.2			5,687.9		51.4		153.0				
ELCO CHEVROLET	V211	1,852.2			1,852.2								
ELK GROVE CHRY JEEP &FOLSOM LAKE DG	V211	765.0			765.0								
ELK GROVE CHRYSLER JEEP	V211	320.6			302.3				18.3				
ELK GROVE FORD	V211	266.1			248.5				17.6				
ELKINS CHEVROLET	V211	336.3			336.3								
ENCINITAS FORD	V211	623.9			363.6				260.3				
ERNIE HAIRE FORD	V211	5,247.1			5,082.3				140.0				24.8
EXECUTIVE DODGE JEEP	V211	307.5			307.5								
EXPRESSWAY FORD	V211	375.6					47.4		328.3				
FAIRWAY CHEVROLET	V211	695.0			33.8				661.3				
FAIRWAY CHEVROLET &HENDERSON CHEV	V211	332.6							332.6				
FAIRWAY FORD	V211	700.3			580.3		0.7		119.3				
FAMILY FORD	V211	267.0			178.1		47.9		41.1				
FC KERBECK BUICK	V211	384.6			384.6								
FC KERBECK CADILLAC	V211	297.1			297.1								
FC KERBECK CADILLAC CHEV	V211	426.1			426.1								
FC KERBECK CHEVROLET	V211	328.3			328.3								
FC KERBECK GMC	V211	653.8			596.8				57.0				
FELD CHEVROLET	V211	432.9			287.4				145.5				
FERMAN CHEVROLET	V211	718.9			682.7				36.2				
FETTE FORD	V211	510.3			510.3								
FIESTA DODGE	V211	1,034.8			98.0				936.8				
FIESTA LINCOLN MERCURY	V211	714.0			163.7				550.3				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FINDLAY CHEVROLET	V211	974.0							974.0				
FITZPATRICK CHEV HUMMER	V211	855.0			855.0								
FIVE STAR FORD	V211	1,007.5			677.4		0.0		330.0				
FLOOD FORD	V211	334.6			334.6								
FOLSOM LAKE DODGE	V211	644.2			577.8				66.4				
FORBES CHEVROLET	V211	369.7			269.9		67.3		32.5				
FORD COUNTRY FORD	V211	588.9			497.6				91.3				
FORD LINC-MERC/SLIDEELL	V211	389.5			389.5								
FORD OF CLERMONT	V211	343.2			38.5		15.2		289.4				
FORD OF DUBLIN	V211	415.7			415.7								
FORD OF FRANKFORT	V211	309.6			309.6								
FORD OF KIRKLAND	V211	4,131.7			4,107.2				24.5				
FORD STORE/MORGAN HILL	V211	423.2			423.2								
FOX CHEVROLET	V211	1,231.6			970.7				260.9				
FOX HILLS CHRYSLER JEEP	V211	341.7			341.7								
FRANK PARRA CHEVROLET	V211	288.0			223.1				64.9				
FRANK Z CHEVROLET	V211	368.8			293.7				75.1				
FRED MARTIN DODGE	V211	411.8			411.8								
FREEDOM CHEVROLET	V211	417.5			398.6		18.9						
FREEDOM FORD	V211	337.6			259.2		13.2		65.2				
FREEHOLD DODGE	V211	279.0			175.1		103.9						
FREEWAY CHEVROLET	V211	344.2			208.0				136.2				
FREEWAY FORD	V211	644.3			570.8		23.0		50.6				
FRIENDLY CHEVROLET	V211	2,276.3			1,279.9		222.2		774.2				
FRIENDLY FORD	V211	794.0			571.6		81.8		140.6				
FRITTS FORD	V211	296.3			102.0		194.2						
FRONTIER FORD	V211	1,113.8			252.4		1.5		859.9				
FUCCILLO BUICK PONT GMC	V211	345.8							345.8				
FUCCILLO CHEVROLET	V211	1,249.8							1,249.8				
FUCCILLO FORD	V211	455.5							455.5				
FUTURE FORD	V211	3,730.1			3,301.7				428.5				
GALLES CHEVROLET	V211	395.4			73.2		7.3		315.0				
GALPIN FORD	V211	652.5			552.7				99.7				
GANLEY CHRYSLER JEEP	V211	661.8			661.8								
GANLEY DODGE	V211	267.9			253.9				14.0				
GANLEY FORD	V211	913.6			913.6								
GARY CROSSLEY FORD	V211	297.7							297.7				
GARY YEOMANS FORD	V211	521.4			455.1				66.3				
GATEWAY CHEVROLET	V211	2,005.5			1,179.5				826.0				
GATOR FORD	V211	250.9			175.4		75.5						
GAUDIN FORD	V211	595.2			464.0				131.2				
GEORGE CHEVROLET	V211	741.4							741.4				
GERMAIN FORD	V211	291.1			137.3				153.8				
GILLESPIE FORD	V211	250.4			167.7				82.7				
GLEN CAMPBELL CHEVROLET	V211	306.6			74.7				231.9				
GLENDALE CHRYSLER JEEP	V211	500.1			493.6		6.5						
GLENDALE PONTIAC GMC	V211	1,135.8			1,135.8								
GLENORA CHEVROLET	V211	259.4			259.4								
GLENN E THOMAS DODGE	V211	542.0			542.0								
GO CHRYSLER JEEP	V211	349.0			349.0								
GO COURTESY FORD	V211	1,018.7			1,018.7								
GO DODGE	V211	250.7			250.7								
GOLD COAST CAD HUMMER	V211	1,392.4			1,392.4								
GOLD COAST CADILLAC	V211	2,112.6			2,112.6								
GOLD COAST HUMMER	V211	332.1			332.1								
GOLDSTEIN BUICK GMC	V211	254.6			100.1				154.5				
GOLF MILL FORD	V211	1,765.8			1,765.8								
GOLLING GMC PONTIAC	V211	498.1			498.1								
GOLLINGS ARENA DODGE	V211	423.0			388.0				35.0				
GOOD CHEVROLET	V211	1,848.4			1,737.4				111.0				
GORDON CHEVROLET	V211	785.1			648.7		78.8		57.7				
GRAHAM FORD	V211	418.2			214.0		20.9		183.3				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GRAND BUICK PONTIAC	V211	672.3			650.7				21.6				
GRAND PRAIRIE FORD	V211	349.0			166.1		35.2		147.8				
GRAND PRIZE CHEVROLET	V211	252.7			245.8				6.9				
GREAT AMERICAN CHEVROLET	V211	4,054.2			4,054.2								
GREENBRIER CHRYSLER JEEP	V211	831.5			782.5				49.0				
GREENBRIER GMC	V211	281.2			281.2								
GREENWAY DODGE CHRY JEEP	V211	457.0							457.0				
GREENWAY DODGE CHRY JEEP & GRNwy FRD	V211	596.8								596.8			
GREENWAY FORD	V211	254.7			20.0		57.0		177.8				
GRESHAM SCION TOYOTA	V211	336.4			336.4								
GROSSINGER CADILLAC	V211	274.7			274.7								
GROSSINGER CADILLAC CHEV	V211	1,203.4			1,203.4								
GROSSINGER CHEVROLET	V211	1,842.6			1,842.6								
GUNN CHEVROLET	V211	597.3			397.8				199.5				
GUS PAULOS CHEVROLET	V211	295.8			20.6		2.4		272.8				
GWARTNEY FORD	V211	419.4			322.2					97.2			
GWATNEY CHEVROLET	V211	575.6			394.6					181.0			
H&H CHEVROLET	V211	801.8			75.6					726.2			
H&L CHEVROLET	V211	286.9			286.9								
HAMDEN CHRYSLER	V211	282.9			282.9								
HANK GRAFF CHEVROLET	V211	1,223.4			1,089.6					133.8			
HARBOR CHEVROLET	V211	764.6			764.6								
HARBOR CHRYSLER	V211	306.5			299.9		6.5						
HARBOR GMC	V211	326.8			326.8								
HARE BUICK PONT GMC	V211	293.8								293.8			
HARRIS FORD	V211	1,024.4			1,024.4								
HARTZHEIM DODGE	V211	1,695.6			835.3					860.3			
HAWK FORD	V211	1,141.2			1,019.4					121.9			
HAWTHORNE CHEVROLET	V211	7,025.2			7,001.4		23.8						
HAYNES JEEP CHRYSLER	V211	570.2			350.6					219.6			
HAYWARD FORD	V211	359.2			35.1					324.1			
HAYWARD FORD LINC MERC	V211	1,230.5			863.9					366.7			
HAYWOOD CHEVROLET	V211	872.9			872.9								
HEDRICKS CHEVROLET	V211	289.1			243.9					45.2			
HEINRICH CHEVROLET	V211	303.0								303.0			
HELPFMAN DODGE	V211	257.5			240.1					17.3			
HELPFMAN DODGE FORD & RVR OKS CHRY JP	V211	251.7			251.7								
HEMBORG FORD	V211	377.4			232.4		145.0						
HENDERSON CHEVROLET	V211	706.0			29.6		35.0			641.3			
HENNA CHEVROLET	V211	304.5			97.1					207.4			
HENNESSY CADILLAC	V211	295.6			295.6								
HENRY CURTIS FORD MERC	V211	271.6			271.6								
HERB CHAMBERS DODGE JEEP	V211	337.8			337.8								
HERB CHAMBERS FORD	V211	685.0			667.1					17.9			
HERITAGE CHEVROLET	V211	569.3			557.8					11.5			
HERITAGE LINCOLN MERCURY	V211	566.7			555.2					11.5			
HEWLETT HUMMER	V211	259.7			97.9		7.8			153.9			
HIDY FORD	V211	302.3			80.3		3.7			218.3			
HILBISH FORD LINC MERC	V211	561.3			561.3								
HILLTOP FORD LINC MERC	V211	501.7			501.7								
HILLYER MID-CITY FORD	V211	353.1					6.3			346.9			
HINCKLEY DODGE	V211	366.0			366.0								
HOFFMAN FORD	V211	276.7			174.7		50.2			51.8			
HOLLYWOOD CHRYSLER JEEP	V211	325.2			325.2								
HOLLYWOOD CHRYSLER JEEP & UNIV DODGE	V211	1,958.6			1,958.6								
HOLLYWOOD LINCOLN MERC & PNS LINC MRC	V211	452.4			452.4								
HOLMAN FORD	V211	298.0			298.0								
HOLMAN LINCOLN MERCURY	V211	823.2			823.2								
HOMER SKELTON FORD	V211	1,473.7			0.5		12.5			1,460.7			
HOOKS LINCOLN MERCURY	V211	571.3			571.3								
HOPKINS FORD LINC MERC	V211	396.0			396.0								
HUBLER CHEVROLET	V211	414.0			116.5					297.4			

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HUFFINES CHEVROLET	V211	430.0			373.7				56.3				
HUMMER LOC DLR	V211	9,736.5			7.3		21.0		9,708.2				
HUMMER OF MAHWAH	V211	2,500.7			2,500.7								
HUMMER OF PALM BEACH	V211	250.5			201.7				48.8				
HUMMER/MANHATTAN & POTAMKIN AUTO DLR	V211	911.6			31.4	880.2							
HUNTINGTON BEACH FORD	V211	1,325.1			1,325.1								
HUTCHENS CHEVROLET	V211	308.4			308.4								
INGRAM PARK CHRY JEEP	V211	766.1			672.7				93.4				
INTERSTATE FORD	V211	1,555.8			1,119.4		18.8		417.5				
INVER GROVE FORD	V211	310.5			310.5								
IRVINE GMC & IRVINE MAZDA	V211	379.4			379.4								
IVERSON FORD	V211	268.9			268.9								
JACK MADDEN FORD	V211	1,656.7			1,656.7								
JACK MAXTON CHEVROLET	V211	277.9			277.9								
JACKSONVILLE CHRY JP DG	V211	817.4							817.4				
JAY CHEVROLET	V211	748.5			747.0		1.5						
JAY CHEVROLET & LIBERTY CHEVROLET	V211	288.0			288.0								
JEEP 17	V211	2,550.5			2,550.5								
JEEP STORE & SEA VIEW CHRYSLER	V211	2,134.0			2,134.0								
JEFFERSON CHEVROLET	V211	297.4			264.5				32.9				
JENNINGS ANDERSON FORD	V211	350.8			317.5		33.3						
JERRY HAMM CHEVROLET	V211	268.3			178.1		7.1		83.0				
JERRY MORRIS BRDWY DG	V211	1,843.8			1,843.8								
JERRYS CHEVROLET	V211	1,320.5			1,040.8		73.1		206.7				
JERRYS FORD	V211	499.4			343.4				156.0				
JERRYS FORD LINCOLN MERC	V211	523.4			523.4								
JIM BURKE CHEVROLET	V211	2,499.5			2,479.0				20.5				
JIM BUTLER CHEVROLET	V211	371.4			272.7		9.9		88.8				
JIM GLOVER CHEVROLET	V211	728.8			57.3				671.5				
JIM MARSH CHRYSLER JEEP	V211	381.0			104.7		14.6		261.7				
JIM NORTON FORD	V211	474.6			49.0		46.9		378.8				
JIM TRENARY CHEVROLET	V211	608.0			423.2		2.6		182.2				
JOE BASIL CHEVROLET	V211	1,018.8			712.8				306.0				
JOE COOPER FORD	V211	1,633.5				52.8			1,580.7				
JOE MADDEN FORD	V211	685.3			685.3								
JOE PANIAN CHEVROLET	V211	332.8			332.8								
JOE RIZZA FORD	V211	703.8			703.8								
JOE RIZZA LINCOLN MERC	V211	875.7			875.7								
JOHN L SULLIVAN CHEV	V211	1,071.2			671.3				399.9				
JOHN LANCE FORD	V211	448.1			448.1								
JOHNNY LONDOFF CHEV	V211	636.9			592.8				44.1				
JOHNSON AUTO ENTERPRISES	V211	746.8							746.8				
JON HALL CHEVROLET	V211	626.3			623.5		2.9						
JORDAN FORD	V211	627.7			369.5				258.2				
JOSEPH CHEVROLET	V211	266.8			266.8								
K&M DODGE SPRINTER	V211	514.6			514.6								
KEARNY MESA CHEVROLET	V211	414.9			399.6				15.2				
KEARNY MESA FORD	V211	278.9			278.9								
KEFFER CHRYSLER JEEP	V211	410.3			369.3				41.0				
KELLER CHEVROLET	V211	403.0			123.1				279.9				
KELLY CHRYSLER JEEP	V211	435.1			435.1								
KELLY FORD	V211	1,280.8			1,280.8								
KEN GRODY FORD	V211	1,612.1			1,587.6				24.5				
KEN SMITH LINCOLN MERC	V211	387.5			387.5								
KENDALL CHEVROLET	V211	343.3			147.9				195.4				
KENNY KENT CHEVROLET	V211	332.0					122.8		209.2				
KEYSTONE CHEVROLET	V211	1,102.5			2.7				1,099.8				
KIMNACH FORD	V211	401.2			40.7				360.5				
KINGS PLAZA CHRY JEEP	V211	4,966.5			4,966.5								
KIRKLAND CHRYSLER JEEP	V211	447.7			447.7								
KOOL CHEVROLET	V211	354.3			335.7		18.6						
KOONS CHEVROLET CHRYSLER	V211	265.6			265.6								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
KOONS FORD	V211	1,492.6			1,376.8				115.9				
LA BREA CHRYSLER JEEP	V211	1,402.5			1,402.5								
LAFFERTY CHEVROLET	V211	302.4			302.4								
LAKWOOD FORD	V211	318.3			258.0				60.3				
LAKWOOD FORDLAND	V211	1,127.7			986.2					141.5			
LAMARQUE FORD	V211	335.9			177.8					158.0			
LANCE CUNNINGHAM FORD	V211	310.3					22.4			288.0			
LANDERS FORD	V211	375.3			224.0		4.4			146.9			
LANDERS FORD LINC MERC	V211	312.9			261.4					51.5			
LANDMARK CHEVROLET	V211	890.0			700.6		69.7			119.7			
LANDMARK DODGE	V211	337.5			71.4					266.1			
LANDMARK DODGE CHRY JEEP	V211	856.9								856.9			
LANDMARK FORD	V211	404.5			322.1					82.4			
LANGS CHEVROLET	V211	307.9			307.9								
LARRY H MILLER CHEV	V211	251.3					4.0			247.3			
LARRY MILLER DODGE	V211	508.7			508.7								
LARRY ROESCH CHEVROLET	V211	716.7			716.7								
LARRY STOVESAND LINC MRC	V211	253.6								253.6			
LASORSKA CHEVROLET	V211	254.5			254.5								
LAWLESS CHRYSLER JEEP	V211	397.2			397.2								
LB SMITH FORD	V211	300.0			217.4		50.8			31.8			
LEE PARTYKA CHEVROLET	V211	2,368.3			2,368.3								
LEIF JOHNSON FORD	V211	343.0					35.6			307.4			
LEITH AUTOPARK CHRY JEEP	V211	713.7			713.7								
LES STANFORD CHEVROLET	V211	270.9			21.8					249.1			
LESON CHEVROLET	V211	2,150.5			2,003.9					146.6			
LIBERTY BUICK	V211	486.8			390.4					96.4			
LIBERTY BUICK & PEORIA PONTIAC GMC	V211	537.7			520.2					17.5			
LIBERTY CHEVROLET	V211	3,432.1			3,429.7					2.5			
LIBERTY DODGE	V211	456.1			100.6					355.6			
LIBERTY FORD LINC MERC	V211	373.7			119.1					254.6			
LIBERTY PONTIAC GMC	V211	315.4								315.4			
LINCOLN MERC LOC DLR LEASING	V211	1,468.1			1,468.1								
LINCOLN MERCURY/DAYTON	V211	421.6			421.6								
LITHIA CHRY JEEP/ANCHRG	V211	465.5			465.5								
LLOVIO FORD	V211	451.2								451.2			
LONE STAR CHEVROLET	V211	1,100.6			716.5		119.5			264.6			
LONE STAR CHRYSLER JEEP	V211	686.6			535.4					151.1			
LONE STAR DODGE	V211	1,130.2			791.1		40.1			299.1			
LONE STAR FORD	V211	297.0			287.2					9.9			
LONG BEACH CHRYSLER JEEP	V211	1,177.8			1,177.8								
LONG BEACH LINCOLN MERC	V211	564.1			564.1								
LONGHORN DODGE	V211	882.1			865.3		16.8						
LOS GATOS CHEVROLET	V211	704.2			704.2								
LOU BACHRODT CHEVROLET	V211	775.5			664.9		101.9			8.6			
LOU FUSZ CHEVROLET	V211	423.3			410.9					12.4			
LOU FUSZ DODGE	V211	265.7			265.7								
LUTHER BROOKDALE CHEV	V211	328.0			328.0								
LYALL CHEVROLET	V211	502.4			502.4								
LYNN CHEVROLET	V211	315.2			315.2								
LYNN LAYTON CHEVROLET	V211	388.7								388.7			
LYNN SMITH CHEVROLET	V211	938.7			916.2		22.5						
MAC HAIK FORD LINC MERC	V211	1,862.1			1,836.5					25.5			
MAHER CHEVROLET	V211	301.8			250.0					51.8			
MAITAS ELK GROVE CHEV	V211	354.4			354.4								
MAJOR WORLD CHEVROLET	V211	1,629.1			1,629.1								
MAJOR WORLD FORD LNC MRC	V211	725.9			725.9								
MALL CHEVROLET	V211	1,167.4			1,157.4					10.0			
MALL CHRYSLER	V211	754.0			740.9					13.1			
MALLON FORD	V211	277.9			277.9								
MALOUF CHEVROLET	V211	398.1			398.1								
MALOUF FORD LINC MERC	V211	406.9			406.9								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MALOUF LINCOLN MERCURY	V211	274.4			274.4								
MANCARIS CHRYSLER JEEP	V211	3,321.6			3,321.6								
MARC HEITZ CHEVROLET	V211	380.9			371.9		9.0						
MARINA BUICK PONTIAC GMC	V211	259.6							259.6				
MARINA DODGE	V211	262.4			71.4				191.0				
MARINA PONTIAC GMC	V211	796.2			705.1				91.1				
MARITIME MOTORS CHEV	V211	563.9			563.9								
MARK CHRISTOPHER CAD HMR	V211	951.4			951.4								
MARK CHRISTOPHER CHEV	V211	312.2			303.7				8.6				
MARK CHRISTOPHER HUMMER	V211	265.6			265.6								
MARK DODGE	V211	587.8							587.8				
MAROONE CHEVROLET FORD	V211	541.0			541.0								
MAROONE CHEVROLET OLDS	V211	4,536.6			4,536.6								
MAROONE FORD	V211	2,692.0			2,692.0								
MARSHALL BROS LINC MERC	V211	850.8			829.0		21.8						
MARTIN CADILLAC	V211	390.0			390.0								
MARTIN CHEVROLET	V211	1,121.3			1,009.0		11.7		100.6				
MASSEY CADILLAC	V211	1,090.5			965.4		53.0		72.0				
MASSEY CADILLAC CHEV	V211	412.3			412.3								
MATTHEWS HARGREAVES CHEV	V211	450.3			450.3								
MAUR ETTLESON BUICK CAD	V211	857.7			857.7								
MAXWELL DODGE	V211	438.4			397.8				40.6				
MAXWELL FORD	V211	545.5			512.4				33.0				
MCCARTHY DODGE	V211	297.8			296.6				1.1				
MCCLUSKEY CHEVROLET	V211	484.5							484.5				
MCCUNE CHRYSLER JEEP	V211	353.0			276.8				76.2				
MCDAVID LINCOLN MERCURY	V211	763.4			763.4								
MCMAHON FORD	V211	321.6			317.2		2.5		2.0				
MCPEEKS DODGE OF ANAHEIM	V211	420.0			420.0								
MEADE DODGE	V211	401.4			394.7				6.7				
MEADOR CHRYSLER JEEP	V211	1,617.8			1,578.3				39.5				
MEADOWBROOK FORD	V211	751.9			751.9								
MEL CLAYTON FORD	V211	717.2			717.2								
MEL HAMBELTON FORD	V211	425.9					20.5		405.4				
MELLOY DODGE	V211	327.4			4.1				323.3				
MERIT CHEVROLET	V211	792.2			788.2				4.1				
METAIRIE DODGE AUTO	V211	1,536.1			1,445.5				90.6				
METRO CHRYSLER	V211	481.2			481.2								
METRO FORD	V211	1,138.7			990.0		58.9		89.8				
METROPOLITAN FORD	V211	474.0			470.9				3.1				
MEYER CHEVROLET	V211	334.2			334.2								
MICHAEL CADILLAC CHEV	V211	865.0			865.0								
MICHAEL HUMMER	V211	454.1			44.0				410.1				
MICHAEL STEAD CAD CHEV	V211	4,893.2			4,893.2								
MICKS NORTH HLS CHRY JP	V211	266.6			266.6								
MIDWAY CHEVROLET	V211	2,225.8			1,816.4		215.7		193.8				
MIDWAY CHRYSLER JEEP	V211	1,078.8			1,023.2				55.6				
MIKE ANDERSON CHEVROLET	V211	3,736.4			3,736.4								
MIKE BASS FORD	V211	304.0			120.6		22.6		160.8				
MIKE BROWN FORD	V211	344.4			344.4								
MIKE ERDMAN CADILLAC	V211	313.2			313.2								
MIKE PALLONE CHEVROLET	V211	302.6			302.6								
MIKE SHAD FORD	V211	287.0			256.2		30.7						
MILLER FORD	V211	289.8			289.8								
MINCHIN BUICK GMC	V211	312.6			312.6								
MISSION CHEVROLET	V211	318.2					62.6		255.6				
MISSION CHRYSLER JEEP	V211	723.1			641.3				81.8				
MIZERA BUICK CHEVROLET	V211	427.1			427.1								
MONICATTI CHRYSLER JEEP	V211	345.1			253.3				91.8				
MONROEVILLE DODGE	V211	503.4			252.9				250.5				
MONTGOMERY CHEVROLET	V211	1,037.2			1,037.2								
MOORE CHRYSLER JEEP	V211	530.0			530.0								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MORAN CHEVROLET	V211	548.4			360.3		28.0		160.0				
MORITZ CHEVROLET	V211	1,390.0			1,007.2				382.8				
MORITZ CHRYSLER JEEP	V211	1,004.4			1,004.4								
MORRIES FORD	V211	694.6			694.6								
MORSE CHEVROLET	V211	327.2			285.4				41.8				
MOSS BROS DODGE	V211	303.7			219.3		84.5						
MOUNT CLEMENS DODGE	V211	989.6			989.6								
MOUNTAIN VIEW CHEVROLET	V211	612.4			612.4								
MT EPHRAIM CHRY DODGE	V211	1,431.2			1,431.2								
MULLINAX FORD	V211	475.9			455.6				20.3				
MUNDAY CHEVROLET	V211	572.1			483.4		61.3		27.5				
MURDOCK CHEVROLET	V211	452.6			228.7				223.9				
MURPHY CADILLAC	V211	481.2			481.2								
MURPHY SHELBY DODGE	V211	575.9			575.9								
MUZI FORD CITY	V211	924.5			924.5								
NAPERVILLE DODGE	V211	1,075.9			1,075.9								
NAPERVILLE DODGE JEEP	V211	1,067.5			1,067.5								
NAPERVILLE HUMMER	V211	372.5			372.5								
NAPLETON DODGE CHRY JEEP	V211	1,207.5							1,207.5				
NASHVILLE DODGE	V211	620.6			292.9		77.5		250.2				
NEIL HUFFMAN CHRY DODGE	V211	351.0			312.1				39.0				
NEW YORK CMDY FEST/JEEP	V211	286.5							286.5				
NEW YORK NJ CT LINC MERC	V211	942.0			942.0								
NICHOLS FORD	V211	843.2			819.4		23.8						
NIMNIGHT CHEVROLET	V211	774.7			615.9		73.4		85.4				
NIMNIGHT HUMMER	V211	341.6			283.2				58.4				
NORMANDIN CHRYSLER JEEP	V211	322.3			322.3								
NORRIS FORD	V211	737.2			735.1		2.1						
NORTH CENTRAL FORD	V211	847.8			582.2				265.6				
NORTH COUNTRY FORD MERC	V211	299.4			299.4								
NORTH COUNTY FORD	V211	993.1			946.4				46.7				
NORTH COUNTY GMC	V211	514.8			456.8				58.0				
NORTH JACKSON CHRY JP DG	V211	309.2							309.2				
NORTH PARK LINCOLN MERC	V211	1,811.7			1,686.1				125.5				
NORTH POINT FORD & NORTH POINT LINC M	V211	845.6			607.4				238.2				
NORTH STAR DODGE	V211	1,102.3			700.0				402.3				
NORTHSIDE FORD	V211	1,543.1			848.2				694.9				
NORTHWEST DODGE	V211	577.4			217.7		187.6		172.1				
NORTHWOOD LINCOLN MERC	V211	256.7			252.5				4.2				
OC WELCH FORD LINC MERC	V211	379.1					10.3		368.8				
OCONNOR CHEVROLET	V211	481.0			264.4		101.8		114.7				
ODONNELL BUICK CHEVROLET	V211	302.4			302.4								
OLATHE CHRYSLER-JEEP	V211	568.7			525.0				43.8				
OLATHE DODGE	V211	609.5			527.6		26.7		55.1				
OLSEN CADILLAC	V211	472.8			462.0				10.8				
OMEARA FORD CENTER	V211	317.0			176.3				140.7				
ORANGE COAST CHRY JEEP	V211	569.1			558.1		11.0						
ORIELLY CHEVROLET	V211	821.8					8.7		813.2				
OSMAN JEEP LINCOLN MERC	V211	730.3			730.3								
OXMOOR FORD LINCOLN MERC	V211	1,926.3			1,739.4				187.0				
PACIFIC FORD	V211	694.8			694.8								
PADDOCK CHEVROLET	V211	1,681.9			524.0		9.7		1,148.2				
PALM BAY FORD	V211	479.6			449.7		29.9						
PALM BAY FORD & SUBARU OF PALM BAY	V211	347.5			347.5								
PALMER DODGE	V211	1,291.0			648.4				642.6				
PAPE CHEVROLET	V211	264.9							264.9				
PARADISE CHEVROLET	V211	351.3			351.3								
PARAMUS CHEVROLET	V211	6,885.5			6,885.5								
PARAMUS CHRYSLER	V211	291.3			291.3								
PARAMUS DODGE	V211	272.2			272.2								
PARAMUS FORD	V211	1,676.5			1,676.5								
PARK CITIES DODGE	V211	665.9			533.2				132.7				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PARK CITIES FORD	V211	378.0			9.9				368.1				
PARK CITIES FRD LINC MRC	V211	254.1			22.4				231.7				
PARK CITIES FRD LINC MRC &PRSTG FRD	V211	313.2			313.2								
PARK CTS FRD LINC-MERC	V211	1,316.6			1,316.6								
PARK PLAZA DODGE	V211	489.6			489.6								
PARKER CADILLAC	V211	535.3			358.3		38.8		138.2				
PARKS CHEVROLET	V211	1,318.8			588.1		50.1		680.5				
PAT O'BRIEN CHEVROLET	V211	475.0			52.0				422.9				
PATRICK PONTIAC GMC	V211	297.8			158.1				139.7				
PAUL CERAME FORD LNC MRC	V211	420.9			420.9								
PAUL HARVEY FORD	V211	715.4			706.6		8.8						
PAUL MASSE CHEVROLET	V211	643.4			615.2				28.2				
PAUL SUR GMC PONTIAC	V211	412.1			412.1								
PAYTON WRIGHT FORD	V211	358.2			336.0		22.2						
PEABODY CHRYSLER JEEP	V211	252.4			252.4								
PEARSON DODGE	V211	704.8			704.8								
PEARSON FORD	V211	283.2			283.2								
PENSKE CHEVROLET	V211	370.6			126.0				244.6				
PEOPLES CHEVROLET	V211	641.0			641.0								
PEORIA PONTIAC GMC	V211	585.6			477.1				108.5				
PERFORMANCE FORD	V211	603.1			585.8		2.7		14.6				
PERRY FORD	V211	2,276.5			1,906.0		32.3		338.2				
PETE MOORE CHEVROLET	V211	324.5					90.3		234.2				
PHIL LONG FORD	V211	288.5			160.1		17.6		110.8				
PHIL SMITH CHEVROLET	V211	324.0			295.1		8.4		20.6				
PHIL SMITH FORD	V211	368.5			368.5								
PHILLIPS CHEVROLET	V211	3,964.5			3,942.4				22.1				
PIERRE CHEVROLET	V211	1,148.6			1,148.6								
PIERRE DODGE	V211	1,131.6			1,131.6								
PIERRE FORD	V211	676.6			676.6								
PINE BELT CADILLAC	V211	397.7			383.9		13.8						
PINE BELT CHEVROLET	V211	3,846.1			3,811.1		35.0						
PINE BELT CHRYSLER JEEP	V211	705.0			705.0								
PLANET DODGE	V211	337.9			138.1		114.6		85.1				
PLANET DODGE FORD	V211	1,011.1			1,011.1								
PLANET FORD	V211	1,661.7			684.4		68.7		908.6				
PLAZA CADILLAC	V211	312.1			305.1		6.9						
POLAR CHEVROLET	V211	812.7			786.1				26.6				
POMPANO LINCOLN MERCURY	V211	494.3			227.6				266.7				
POPULAR FORD	V211	1,769.1			1,769.1								
PORTLAND DODGE	V211	409.1					409.1						
POTAMKIN GM	V211	312.9			312.9								
POTAMKIN PLANET DODGE	V211	540.0			540.0								
POTAMKIN RIVERA DODGE	V211	258.8			258.8								
POWAY CHEVROLET	V211	256.5			4.6				251.9				
POWER CHEVROLET	V211	1,228.8			954.9		2.9		271.1				
POWER CHRYSLER JEEP	V211	723.0			723.0				0.0				
POWER DODGE	V211	291.1			291.1								
POWER FORD	V211	742.0			742.0								
POWERHOUSE CHEVROLET	V211	298.5							298.5				
PRECISION TOYOTA/TUCSON	V211	374.8					100.5		274.3				
Premier Ford	V211	328.5			263.8				64.7				
Prestige Ford	V211	587.7			259.3		14.4		313.9				
Prestige Ford & Park Cities Ford	V211	709.1							709.1				
PRIORITY CHEVROLET	V211	360.8			247.9				113.0				
Puente Hills Chevrolet	V211	1,350.4			130.8				1,219.6				
Puente Hills Ford	V211	1,716.5			93.4		78.0		1,545.2				
Pundmann Ford	V211	445.0			309.3				135.7				
Purcell Chevrolet	V211	1,517.1			1,517.1								
Quality Pontiac	V211	443.9			443.9								
Quirk Chevrolet	V211	1,403.3			1,319.4				84.0				
Quirk Ford	V211	1,302.0			1,299.9				2.1				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RAIRDON CHRYSLER JEEP	V211	266.2			266.2								
RAMSEY CHRYSLER JEEP	V211	320.2			320.2								
RANCHO MIRADA CHEVROLET	V211	2,354.3			2,354.3								
RANCHO VALLEY CHEVROLET	V211	2,194.3			2,194.3								
RANCHO VALLEY CHEVROLET & RIO RNCH AT	V211	1,233.3			1,233.3								
RANDALL NOE DODGE	V211	1,413.4			1,413.4								
RANDALL NOE DODGE FORD	V211	359.2			359.2								
RANDALL NOE FORD	V211	744.5			744.5								
RANDALL NOE FORD MERCURY	V211	1,067.1			1,067.1								
RANDY BOWEN CHEVROLET	V211	881.4			881.4								
RANDY MARION BCK GMC PNT	V211	251.2							251.2				
RAY SKILLMAN GMC	V211	425.1							425.1				
RAY SKILLMAN PRFRMNC FRD	V211	803.4							803.4				
RED MCCOMBS FORD	V211	317.2			284.3				32.9				
REDWOOD CITY DODGE	V211	480.3			480.3								
REEDMAN TOLL CHEVROLET	V211	424.3			424.3								
REEVES BUICK PONTIAC	V211	260.5			195.9				64.6				
REICHERT CHEVROLET BUICK	V211	259.4			259.4								
RELIABLE CHEVROLET	V211	1,810.0			826.1				983.9				
REUTHER DODGE	V211	251.3			251.3								
REYNOLDS FORD	V211	1,036.6							1,036.6				
RICH FORD	V211	800.7			16.7		6.5		777.5				
RICHMOND FORD	V211	303.6			226.0				77.6				
RINKE CADILLAC	V211	278.3			278.3								
RIVER FRONT CHRY JEEP	V211	1,180.7			1,180.7								
RIVERSIDE CHRYSLER JEEP	V211	880.4			880.4								
RIVERTON CHEVROLET OLDS	V211	705.8			521.2				184.6				
RIZZA CHEVROLET	V211	1,171.6			772.6		29.1		369.9				
RIZZOS PLM BCH LINC MERC	V211	1,367.9			1,367.9								
ROCHESTER HILLS CHRY JP	V211	406.4			406.4								
ROCKENBACH CHEVROLET	V211	1,167.8			557.9		186.1		423.8				
ROCKWALL FORD MERCURY	V211	950.3			929.3				21.1				
RODEO FORD SALES	V211	2,048.8			154.3				1,894.5				
ROGER DEAN CHEVROLET	V211	656.4			589.1				67.3				
RON BAKER CHEVROLET	V211	512.2							512.2				
RON CARTER CHEVROLET	V211	319.7			5.0				314.7				
RON TIRAPELLI FORD	V211	301.2			301.2								
RON WARD CHEVROLET	V211	332.4							332.4				
ROSEDALE CHEVROLET	V211	1,390.6			1,390.6								
ROSEVILLE CHRYSLER JEEP	V211	301.1			288.9				12.1				
ROSEVILLE LINCOLN MERC	V211	251.8			251.8								
ROTOLO CHEVROLET	V211	689.1			642.6		46.5						
ROUTREE FORD LINC MERC	V211	500.5							500.5				
ROUTE 23 AUTOMALL FORD	V211	472.2			472.2								
ROYAL OAK FORD	V211	3,328.0			3,315.7				12.2				
ROYAL OAKS CHRYSLER JEEP	V211	356.7			356.7								
RUDOLPH CHEVROLET	V211	517.1							517.1				
RUSSELL CHEVROLET	V211	446.3			386.3				60.0				
SAFFORD DODGE JEEP	V211	330.5			330.5								
SALT LAKE VALLEY GMC	V211	471.7			412.4				59.2				
SAM PACKS FIVE STAR FORD	V211	8,542.2			8,249.0				293.2				
SAM PACKS FORD COUNTRY	V211	1,045.3			1,040.5		4.8						
SAM SWOPE CADILLAC	V211	346.1			346.1								
SAN LEANDRO FORD	V211	911.9			911.9								
SANDERSON FORD	V211	1,456.6			731.2		79.5		645.8				
SANDERSON LINCOLN MERC	V211	771.3			636.4				134.9				
SANDS CHEVROLET	V211	2,145.0			2,116.8		13.5		14.7				
SANDY SPRINGS FORD	V211	324.7			237.3				87.4				
SANSONES FORD LINC MERC	V211	521.3			521.3								
SANTA MONICA FORD	V211	478.5			478.5								
SATURN CARS OF ATLANTA	V211	307.1					307.1						
SATURN LOC DLR	V211	611.8	550.0						61.8				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SATURN OF AURORA & SATURN NORTH	V211	316.1			316.1								
SATURN OF CERRITOS	V211	991.5			991.5								
SATURN OF COLUMBUS	V211	281.2			247.9		33.3						
SATURN OF CONCORD & PLEASANTON	V211	998.6			998.6								
SATURN OF COOL SPRINGS	V211	595.6			595.6								
SATURN OF DAYTON NORTH &STRN/DYTN ST	V211	674.7			617.8				56.9				
SATURN OF DAYTONA	V211	291.7			291.7								
SATURN OF ELMHURST &SATURN/SCHMBRG	V211	2,618.7			2,618.7								
SATURN OF GREENVILLE	V211	680.1			679.8				0.4				
SATURN OF KINGS AUTOMALL	V211	329.9			329.9								
SATURN OF LOUISVILLE	V211	255.9			234.5				21.4				
SATURN OF MONROEVILLE &SATURN/RBNSN	V211	365.6			365.6								
SATURN OF MT LAUREL	V211	290.8			290.8								
SATURN OF NASHVILLE	V211	266.6					102.5		164.1				
SATURN OF PUYALLUP	V211	406.4			137.4		269.0						
SATURN OF RIVERSIDE	V211	310.3			310.3								
SATURN OF SANTA MONICA	V211	328.0			328.0								
SATURN OF WALLINGFORD	V211	269.0			269.0								
SATURN OF WHITE PLAINS	V211	268.6			268.6								
SATURN OF WHITTIER	V211	442.7			442.7								
SATURN SPACE COAST	V211	516.5			516.5								
SATURN WEST	V211	351.8					351.8						
SATURN/CLARKSTON & SATURN/SOUTHFIELD	V211	324.8			308.5		16.3						
SATURN/RICHMOND & SATURN/WEST BROAD	V211	582.9			582.9								
SAWGRASS CHRY JEEP DODGE	V211	250.3							250.3				
SCHEPEL CADILLAC-HUMMER	V211	621.4			546.0		75.3						
SCOTT CHEVROLET	V211	284.4			128.1		1.8		154.5				
SCOTT CHEVROLET GMC PONT	V211	265.5							265.5				
SCOTTSDALE LINCOLN MERC	V211	560.4			560.4								
SEA BREEZE FORD	V211	1,679.1			1,679.1								
SECURITY CHRYSLER DODGE	V211	800.0			800.0								
SENTRY LINCOLN MERCURY	V211	291.1			288.3				2.8				
SERPENTINI CHEVROLET	V211	3,302.3			597.1		129.0		2,576.2				
SERRA CHEVROLET	V211	763.3			455.8		66.9		240.6				
SERRAMONTE FORD	V211	618.7			365.7				252.9				
SEWELL CADILLAC	V211	364.8			320.9				43.9				
SEWELL HUMMER	V211	319.8			319.8								
SHEEHY FORD LINC MERC	V211	492.5							492.5				
SHERMAN DODGE	V211	3,165.7			3,092.9		72.8						
SHOEMAKERS CHRYSLER JEEP	V211	482.6			482.6								
SHUMAN CHRYSLER JEEP	V211	477.4			477.4								
SIFFORD GMC PONTIAC	V211	319.4			319.4								
SINGH CHEVROLET	V211	586.9			586.9								
SMICKLAS CHEVROLET	V211	449.7			449.7								
SMITH CHEVROLET	V211	795.7			766.0		29.7						
SMITH CHEVROLET PONTIAC	V211	261.9			261.9								
SMITH FORD	V211	271.9			247.5		19.8		4.5				
SNETHKAMP CHRYSLER JEEP	V211	520.6			520.6								
SOPP CHEVROLET	V211	3,969.1							3,969.1				
SOPP FORD	V211	1,431.9							1,431.9				
SOUND FORD	V211	3,998.2			3,976.6				21.6				
SOUTH COUNTY CHRY JEEP & SOUTHTOWN DG	V211	908.8			908.8								
SOUTH HOLLAND DODGE	V211	785.1			574.0				211.1				
SOUTHERN FORD	V211	862.7			637.7		225.0						
SOUTHFIELD CHRY JEEP	V211	979.2			960.3				19.0				
SOUTHFIELD CHRY JEEP & TLGRPH CHRY JP	V211	2,075.3			1,983.9				91.4				
SOUTHVIEW CHEVROLET	V211	268.3			268.3								
SOUTHWAY FORD	V211	841.2			667.6				173.6				
SOUTHWEST LINCOLN MERC	V211	306.8			306.8								
SPEEDWAY CHEVROLET	V211	363.2			94.7		27.5		240.9				
SPITZER CHEVROLET	V211	459.9			344.6				115.4				
SPITZER DODGE	V211	655.0			578.3				76.6				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SPITZER FORD	V211	436.4			411.3				25.0				
SPRINGHURST CHEVROLET	V211	251.2			4.8				246.4				
ST CLAIRE CADILLAC	V211	817.5			817.5								
STAR FORD	V211	386.3			384.9				1.5				
STERLING HEIGHTS DODGE	V211	470.3			470.3								
STEVE FOLEY CADILLAC	V211	3,183.5			3,183.5								
STEVE FOLEY CHEVROLET	V211	325.6			325.6								
STEVE RAYMAN CHEVROLET	V211	1,791.0			1,090.5				700.5				
STEVE RAYMAN CHRY JEEP	V211	324.3			118.8				205.6				
STEVE RAYMAN CHRY JP DG	V211	763.9							763.9				
STEVINSON CHEVROLET	V211	772.1			772.1								
STEWART CADILLAC CHEV	V211	322.8			313.7				9.1				
STIVERS LINCOLN MERCURY	V211	250.1							250.1				
STOCKBURGER CHEVROLET	V211	318.5			318.5								
STONEBRIAR CHEVROLET	V211	1,553.0			1,553.0								
STONEHAM FORD	V211	384.9			369.2		15.7						
SUBURBAN CHEVROLET	V211	533.9			276.3				257.6				
SUBURBAN CHRYSLER	V211	2,399.7			2,399.7								
SUBURBAN CHRYSLER JEEP	V211	267.2			267.2								
SUBURBAN FORD	V211	842.2			765.7				76.4				
SUBURBAN HUMMER	V211	318.0			318.0								
SUN STATE FORD	V211	305.0			58.5		13.4		233.0				
SUNNYVALE FORD	V211	3,018.7			2,909.1				109.6				
SUNRISE CHEVROLET	V211	1,231.4			1,231.4								
SUNRISE FORD	V211	862.5			777.1		18.9		66.6				
SUNSET CHEVROLET	V211	502.2			18.3		11.1		472.8				
SUNSET FORD	V211	1,250.4			1,151.4				98.9				
SUNTRUP FORD	V211	260.8			219.2				41.6				
SUPER FORD PUENTE HILLS	V211	1,622.1							1,622.1				
SUPER LINCOLN MERCURY	V211	724.7							724.7				
SUPERIOR CHEVROLET	V211	921.7			904.2		13.1		4.4				
SUPERIOR FORD	V211	340.2			333.9				6.3				
SUPERIOR GMC PONTIAC	V211	279.7			279.7								
SUSAN SCHEIN CHRY DODGE	V211	545.6			537.4				8.2				
SUTLIFF CHEVROLET	V211	398.9			276.7		32.5		89.7				
SWIFT DODGE	V211	340.9			326.6				14.4				
TAMIAMI CHRY PLYM JEEP	V211	384.3			384.3								
TAMIAMI CHRYSLER JEEP	V211	625.5			173.3				452.1				
TEAM CHEVROLET	V211	1,113.5			967.9		1.2		144.4				
TEAM FORD	V211	1,201.0	36.8		1,065.9		61.5		36.7				
TEC GMC TRUCK	V211	260.4			260.4								
TELEGRAPH CHRYSLER JEEP	V211	908.7			903.3				5.3				
TEMPE DODGE	V211	1,008.3			1,008.3								
TERRYS LINCOLN MERCURY	V211	318.9			282.9		6.7		29.3				
TEREBORO CHRYSLER JEEP	V211	3,617.9			3,617.9								
TEXAN FORD	V211	485.4			473.5		11.9						
THEODORE ROBINS FORD	V211	284.9			284.9								
THOMAS CHEVROLET	V211	371.8			323.0				48.8				
THOMAS DODGE	V211	289.5			289.5								
THOMAS DODGE OF ORLANDO	V211	843.2			843.2								
THOROBRED CHEVROLET	V211	1,935.0			1,668.4		162.1		104.4				
THOROUGHBRED FORD	V211	355.0			0.2		83.1		271.7				
TIGARDS LANDMARK FORD	V211	409.4			409.4								
TINDOL FORD LINC MERC	V211	500.7							500.7				
TITUS WILL FORD	V211	301.4			301.4								
TODD WENZEL CHEVROLET	V211	447.3			447.3								
TODEY CHEVROLET	V211	528.9			528.9								
TOM BANNEN CHEVROLET	V211	2,527.0			2,527.0								
TOM BENSON CHEVROLET	V211	464.3			413.3				51.0				
TOM GILL CHEVROLET	V211	495.2							495.2				
TOM JUMPER CHEVROLET	V211	452.0			430.5		19.7		1.8				
TOM MOORE CHEVROLET AUTO	V211	520.4			520.4								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TOM O'BRIEN CHRYSLER JEEP	V211	307.8			19.3				288.4				
TOM SMITH FORD	V211	600.4							600.4				
TOM WOOD FORD	V211	356.1			305.6				50.5				
TOWBIN DODGE	V211	1,164.1			318.6		77.8		767.7				
TOWBIN HUMMER	V211	636.8			53.1				583.7				
TOWN & COUNTRY FORD	V211	3,364.1			2,597.1		100.0		667.1				
TOWN EAST FORD	V211	1,165.6			1,165.6								
TOWNE CADILLAC	V211	320.6			320.6								
TROY AIKMAN FORD	V211	693.3			685.3				8.0				
TWIN CITIES CHRY PLYM	V211	418.5					418.5						
TYSONS DODGE JEEP	V211	733.7			733.7								
UNION DODGE	V211	334.4			334.4								
UNITED DODGE	V211	482.8							482.8				
UNITED DODGELAND	V211	321.8			19.7				302.2				
UNITED FORD	V211	349.1			21.1		82.6		245.4				
UNIVERSAL FORD	V211	665.7			665.7								
VALLEY CADILLAC HUMMER	V211	384.8			384.8								
VALLEY DODGE	V211	742.3			742.3								
VALLEY FORD	V211	614.2					15.6		598.6				
VALLEY STREAM CHEVROLET	V211	464.2			464.2								
VAN CHEVROLET	V211	2,067.5			1,887.7		29.9		150.0				
VAN DYKE DODGE	V211	454.2			454.2								
VANDERGRIFF CHEVROLET	V211	1,452.3			1,190.0		105.4		156.8				
VARA CHEVROLET	V211	548.0			313.5				234.5				
VARSITY FORD	V211	393.7			366.5		27.2						
VERA CADILLAC HUMMER	V211	276.0			4.4				271.6				
VETERANS FORD	V211	803.7			456.2		23.6		323.9				
VIKING DODGE	V211	508.7			508.7								
VILLA FORD	V211	997.4			997.4								
VISION DODGE	V211	267.7							267.7				
VISION FORD	V211	494.9			26.8				468.2				
VISTA CHEVROLET	V211	342.7			317.5				25.2				
VISTA FORD	V211	2,485.9			2,449.2				36.7				
VISTA FORD OF OXNARD	V211	1,615.9			1,608.7		7.2						
VISTA LINCOLN MERC	V211	599.2			599.2								
VOSS CHEVROLET	V211	270.4			236.2				34.2				
VULCAN LINCOLN MERCURY	V211	1,242.2			1,242.2								
WALKER FORD	V211	531.6			498.7		32.9						
WALKER PONTIAC	V211	268.2			268.2								
WALLINGFORD BUICK GMC	V211	265.5			129.8				135.8				
WALLY EDGAR BUICK CHEV	V211	352.8			352.8								
WALNUT CREEK FORD	V211	1,959.9			1,933.5				26.4				
WARD CHRYSLER CENTER	V211	445.5							445.5				
WARNOCK FORD	V211	292.1			292.1								
WASHINGTON CHEVROLET	V211	318.9			182.4		9.0		127.5				
WAYNE AKERS FORD	V211	1,891.6			1,622.9				268.7				
WAYNE DODGE	V211	365.8			365.8								
WAYNE LINCOLN MERCY	V211	3,437.7			3,437.7								
WEBB CHEVROLET	V211	280.6			280.6								
WEBB FORD	V211	1,258.4			1,257.9				0.4				
WEBER CHEVROLET	V211	1,031.2			907.4				123.8				
WEIL CADILLAC HUMMER LEASING	V211	348.9							348.9				
WEST HERR FORD	V211	250.1			5.8				244.3				
WESTOAKS CHRYSLER-DODGE	V211	428.9			428.9								
WESTSIDE CHEVROLET	V211	330.8			0.3				330.5				
WESTSIDE DODGE	V211	879.9			879.9								
WESTWAY FORD	V211	1,516.7			1,240.9				275.8				
WESTWOOD CHRYSLER JEEP	V211	929.0			929.0								
WESTWOOD LINCOLN MERC	V211	788.7			788.7								
WHITAKER LINCOLN MERC	V211	406.4			394.7				11.7				
WHITE BEAR DODGE	V211	300.7			268.2				32.5				
WHITE BEAR LINCOLN MERC	V211	584.7			584.7								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WHITLOW CHEVROLET	V211	267.9			9.4				258.5				
WHITTEN BROS CHRY JEEP	V211	281.1			66.6				214.5				
WIGDER CHEVROLET	V211	366.8			366.8								
WILLIAMSBURG FORD LNC MR	V211	476.5			476.5								
WILLIAMSON CAD HUMMER	V211	762.7			539.0				223.6				
WILLIAMSON CAD HUMMER LEASING	V211	409.6							409.6				
WILSON CNTY BUICK CHEV	V211	466.2			466.2								
WINNER FORD	V211	1,107.5			1,107.5								
WITT LINCOLN MERCURY	V211	652.6			651.7				0.9				
WOODFIELD CHEV HUMMER	V211	250.7			250.7								
WOODFIELD CHEVROLET	V211	283.4			283.4								
WOODFIELD FORD	V211	2,321.1			2,321.1								
WOODHOUSE CHRY DODGE FRD	V211	425.7			425.3				0.4				
WORLD FORD	V211	315.5			251.7		31.4		32.4				
WORTHINGTON DODGE	V211	1,357.9			2.7				1,355.2				
WORTHINGTON FORD	V211	1,851.1							1,851.1				
YONKERS AVENUE DODGE	V211	361.6			361.6								
YORK FORD	V211	343.9			343.7		0.3						
YOUNG CHEVROLET	V211	927.6			721.2		170.3		36.1				
YOUNG FORD	V211	290.7			6.0				284.7				
ZANGARA DODGE	V211	349.5			1.2				348.3				
355 TOYOTA & DARCARS TOYOTA	V212	1,297.1			1,297.1								
ABSOLUTE HYUNDAI	V212	345.9			345.9								
ACKERMAN TOYOTA	V212	490.4			448.5		5.0		36.9				
ACURA BY EXECUTIVE	V212	400.9			383.0				17.8				
ACURA OF LIBERTYVILLE	V212	448.0			448.0								
ACURA OF MANHATTAN	V212	698.0			686.1	11.9							
ACURA OF RAMSEY	V212	990.9			990.9								
ACURA OF RAMSEY & MAHWAH HONDA	V212	439.1			439.1								
ACURA OF WESTCHESTER	V212	297.0			60.0	237.0							
ADAMS TOYOTA	V212	491.8			115.8				376.0				
ADVANTAGE HYUNDAI	V212	776.5			776.5								
ADVANTAGE NISSAN	V212	828.6			828.6								
ADVANTAGE SUZUKI	V212	414.7			182.2				232.5				
ADVANTAGE TOYOTA	V212	1,279.8			671.8				608.0				
AIRPORT HONDA	V212	700.4					27.2		673.2				
AIRPORT MARINA HONDA	V212	1,092.1			1,092.1								
AIRPORT MARINA HONDA & MRN DLRY TOY	V212	894.4			894.4								
AIRPORT TOYOTA	V212	289.3			228.5				60.8				
AL HENDRICKSON TOYOTA	V212	4,471.8			4,388.1				83.7				
ALEXANDRIA TOYOTA	V212	468.3			185.6				282.8				
ALL STAR NISSAN	V212	272.6			252.9				19.7				
ALLEN SAMUELS HYUNDAI	V212	868.8			678.7				190.1				
ALMADEN MAZDA	V212	824.2			824.2								
AMERICAN HONDA	V212	638.7											638.7
AMITY NISSAN	V212	632.5			632.5								
ANAHEIM MITSUBISHI	V212	1,340.0			1,340.0								
ANCIRA KIA	V212	304.9			85.1				219.8				
ANCIRA NISSAN	V212	1,654.2			1,139.2				515.0				
ANDERSON HONDA	V212	428.6			397.3		3.4		28.0				
ANDERSON HONDA & COURTESY CHEVROLET	V212	2,352.6			2,352.6								
ANDY MOHR NISSAN	V212	486.4			9.9				476.5				
ANDY MOHR TOYOTA	V212	792.8			42.6				750.2				
ANNISTON SUZUKI	V212	312.6					32.0		280.6				
ANTIOCH MAZDA	V212	1,499.4			1,499.4								
ANTIOCH NISSAN	V212	2,987.4			2,987.4								
ANTIOCH SCION TOYOTA	V212	3,402.4			3,402.4								
ANTWERPEN HYUNDAI	V212	574.6			341.5				233.1				
ANTWERPEN TOYOTA	V212	327.1			266.2				60.9				
ARAPAHOE HYUNDAI	V212	404.0			404.0								
ARLINGTON ACURA	V212	497.4			344.0		62.7		90.7				
ARLINGTON LEXUS	V212	479.2			372.7				106.5				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ARLINGTON NISSAN	V212	334.6			334.6								
ARLINGTON TOYOTA	V212	360.3			114.4		125.5		120.5				
ARLINGTON TOYOTA SCION	V212	699.3			387.7				311.6				
ARTIOLI KIA	V212	390.7			390.7								
ATLANTA TOYOTA	V212	707.7					91.6		616.1				
ATLANTIC HONDA	V212	471.9			471.9								
ATLANTIC HYUNDAI	V212	1,801.6			1,801.6								
ATLANTIC INFINITI	V212	533.6			533.6								
ATLANTIC KIA	V212	526.1			526.1								
ATLANTIC NISSAN	V212	424.4			424.4								
ATLANTIC TOYOTA	V212	1,346.7			868.2		46.3		432.2				
AUBURN NISSAN & BURIEN NISSAN	V212	511.2			402.0				109.3				
AUBURN VALLEY HYUNDAI	V212	626.3			626.3								
AUBURN VALLEY KIA	V212	634.2			634.2								
AUBURN VALLEY MAZDA	V212	648.2			648.2								
AUBURN VALLEY MITSUBISHI	V212	335.2			335.2								
AUSTIN INFINITI	V212	354.1			264.9		89.3						
AUSTIN SUBARU	V212	256.4			256.4								
AUTOBARN MAZDA	V212	279.4			279.4								
AUTOCENTERS NISSAN	V212	429.3			429.3								
AUTOMAX HYUNDAI	V212	1,651.1			237.4				1,413.7				
AUTOWAY HONDA	V212	295.6			233.9		52.3		9.4				
AUTOWAY NISSAN & NISSAN OF BRANDON	V212	363.6			363.6								
AUTOWAY TOYOTA	V212	967.2			967.2								
AUTOWEST HONDA	V212	770.9			770.9								
AUTOWORLD KIA	V212	701.4			701.4								
AVONDALE HYUNDAI	V212	458.9			427.4								31.5
AVONDALE KIA	V212	530.8			529.2				1.6				
AVONDALE MITSUBISHI	V212	429.2			429.2								
BABYLON HONDA	V212	410.2			410.2								
BAIERL ACURA	V212	364.6			301.5				63.0				
BAIERL HONDA	V212	432.2			418.5				13.6				
BAIERL KIA	V212	448.1			360.3				87.7				
BAIERL SUBARU	V212	486.7			402.9				83.8				
BAIERL TOYOTA	V212	478.6			392.3				86.3				
BAKER JACKSON NISSAN	V212	359.3			356.6				2.7				
BALISE TOYOTA	V212	310.4							310.4				
BALISE TOYOTA SCION	V212	380.3			80.8				299.5				
BANKSTON HONDA	V212	659.9			644.9		15.0						
BANKSTON NISSAN	V212	1,416.1			1,416.1								
BAY RIDGE HONDA	V212	727.3			727.3								
BAY RIDGE NISSAN & NISSAN/MANHATTAN	V212	1,744.4			1,744.4								
BAY RIDGE SCION TOYOTA	V212	667.1			667.1								
BEAMAN TOYOTA SCION	V212	522.8							522.8				
BEAU TOWNSEND NISSAN	V212	607.3			588.1				19.2				
BEAVER TOYOTA	V212	1,044.7							1,044.7				
BEAVER TOYOTA SCION	V212	255.9							255.9				
BEAVERTON HONDA	V212	394.6			165.7		51.6		177.4				
BEAVERTON TOYOTA	V212	337.8			47.5		63.0		227.3				
BECK TOYOTA	V212	305.1			25.3		62.2		217.6				
BECKER SUBARU	V212	652.4			652.4								
BEECHMONT TOYOTA	V212	268.9			222.9				45.9				
BELL HONDA	V212	1,533.2			1,533.2								
BELL ROAD KIA	V212	1,132.9			1,132.9								
BELL ROAD TOYOTA	V212	547.6			501.9				45.7				
BENSON HONDA	V212	299.4			262.6				36.9				
BENSON NISSAN	V212	575.7			544.4				31.2				
BERGENFIELD NISSAN	V212	1,106.9			1,106.9								
BEV SMITH TOYOTA	V212	678.6					8.3		670.3				
BIENER NISSAN	V212	255.0			255.0								
BILL KAY NISSAN	V212	1,448.4			1,448.4								
BILL KOLB JR SUBARU	V212	823.1			783.5		39.7						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BILL PENNEY TOYOTA	V212	329.4				30.0		299.4					
BILL RAY NISSAN	V212	487.1			29.6				457.5				
BILL SEIDLES MTSBSH SZK	V212	1,927.6			1,927.6								
BILL SEIDLES NISSAN	V212	298.1			4.4		30.0		263.7				
BILL SEIDLES NISSAN LEASING	V212	267.2							267.2				
BINGHAM TOYOTA	V212	1,119.9			1,118.6				1.2				
BIRMINGHAM SUZUKI	V212	1,522.0			6.1		132.8		1,383.1				
BIRMINGHAM SUZUKI & ANNISTON SUZUKI	V212	538.8							538.8				
BLOOMINGTON ACURA SUBARU	V212	278.4			278.4								
BOB BAKER TOYOTA	V212	475.9			475.9								
BOB BELL KIA	V212	404.6			363.5				41.1				
BOB BELL NISSAN	V212	566.8			435.3				131.4				
BOB DANCE HYUNDAI	V212	330.2			209.7				120.6				
BOB DANCE KIA	V212	553.2			426.0				127.2				
BOB HOWARD ACURA HONDA	V212	682.3			475.5				206.8				
BOB HOWARD NISSAN	V212	450.5			430.8		19.7						
BOB HOWARD TOYOTA	V212	662.1			453.0				209.0				
BOB KING HYUNDAI	V212	323.1							323.1				
BOB KING KIA	V212	484.9							484.9				
BOB MONTGOMERY HONDA	V212	335.8			335.8								
BOB MOORE NISSAN	V212	329.2			329.2								
BOB ROHRMANS INDY HONDA	V212	453.0			177.7				275.3				
BOB ROHRMANS INDY SUZUKI	V212	264.3			108.4				155.9				
BOB SMITH TOYOTA	V212	632.3			632.3								
BOB TYLER TOYOTA	V212	257.1					13.6		243.5				
BOCH HONDA	V212	3,748.3			3,384.8					363.5			
BOCH KIA	V212	1,044.5			870.1					174.4			
BOCH TOYOTA	V212	4,535.9			3,838.8					697.1			
BOCH TOYOTA SOUTH	V212	294.7								294.7			
BOHN BROS TOYOTA	V212	1,052.5			995.8					56.7			
BOMMARITO INFINITI	V212	759.9			759.9								
BOMMARITO MAZDA	V212	1,988.9			1,857.3					131.6			
BOMMARITO NISSAN	V212	1,492.4			1,492.4								
BONIFACE-HIERS KIA MAZDA	V212	443.0			443.0								
BOUCHER HYUNDAI	V212	398.2			398.2								
BOWSER HYUNDAI	V212	557.3			511.3				46.0				
BRAMAN HONDA	V212	1,009.9			814.6		0.8		194.5				
BRANDFON HONDA	V212	423.8			423.8								
BRANNON HONDA	V212	281.7			232.2		31.1		18.4				
BREAKAWAY HONDA	V212	1,056.3			1,008.9		30.4		16.9				
BREWSTER HONDA	V212	743.0			740.9		2.1						
BRILLIANCE HND/CRYSTL LK	V212	1,731.9			1,731.9								
BROADWAY TOYOTA	V212	401.6			7.6				394.0				
BROOKDALE MAZDA MTSBSH	V212	857.5			857.5								
BROOKLYN PARK SUBARU	V212	255.3			255.3								
BROWN & BROWN NISSAN	V212	259.0			259.0								
BROWN-DAUB KIA	V212	412.1			372.4				39.7				
BROWNING MAZDA	V212	1,034.1			1,034.1								
BRUCE BENNETT NISSAN	V212	400.2			330.6		20.4		49.2				
BRUCE ROSSMEYER TOYOTA	V212	267.9					267.9						
BRYAN EASLER TOYOTA	V212	290.2			241.6				48.6				
BRYAN MITSUBISHI	V212	273.4			265.2				8.2				
BRYAN SUZUKI	V212	344.4			246.9				97.5				
BUENA PARK HONDA	V212	1,643.2			1,643.2								
BUERKLE HYUNDAI	V212	595.5			595.5								
BURNS HONDA	V212	520.2			520.2								
BURNS HYUNDAI	V212	389.0			389.0								
BURT KUNI HONDA	V212	251.3					59.0		192.3				
BURT SUBARU	V212	438.2			438.2								
BURT TOYOTA	V212	401.4			396.0				5.4				
BUTLER KIA	V212	300.2			8.9				291.4				
BUTLER SCION TOYOTA DLR	V212	270.9			270.9								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BUTLER TOYOTA SCION	V212	644.6							644.6				
BUYATOYOTA.COM ONLINE	V212	3,320.1							3,320.1				
CALABASAS MITSUBISHI	V212	367.6			367.6								
CALDWELL TOYOTA	V212	744.9			744.9								
CAMELBACK SCION TOYOTA	V212	889.9			889.9								
CAMELBACK TOYOTA	V212	1,363.6			1,363.6								
CAPITAL NISSAN	V212	708.6			708.6								
CAPITOL CITY NISSAN	V212	673.5			130.7				542.8				
CAPITOL CITY NISSAN &STONE MTN NSN	V212	418.0			418.0								
CAPITOL HONDA	V212	360.2			348.0		12.1						
CAPITOL HYUNDAI	V212	1,273.0					3.0		1,270.0				
CAPITOL HYUNDAI KIA	V212	4,688.5			4,688.5								
CAPITOL KIA	V212	3,418.8			493.5		130.1		2,795.1				
CAPITOL KIA & HYUNDAI AUTOMALL	V212	447.1			447.1								
CAPITOL MAZDA	V212	673.4			673.4								
CAPITOL MITSUBISHI	V212	1,125.0			1,125.0								
CAPITOL NISSAN & STEVENS CREEK NISSAN	V212	284.0			284.0								
CAPITOL SUBARU	V212	457.9			457.9								
CAPITOL TOYOTA	V212	1,825.8			1,813.3		12.5						
CAR PROS HYUNDAI	V212	369.9			101.1				268.9				
CAR PROS KIA	V212	1,238.7			501.2				737.5				
CARL KIA	V212	344.3			344.3								
CARLSEN SUBARU	V212	547.0			512.6				34.4				
CAROLINA HYUNDAI	V212	309.8			309.8								
CAROLINA HYUNDAI & LAKE NORMAN HYND	V212	767.0			767.0								
CAROLINA KIA	V212	286.1							286.1				
CARRS HONDA	V212	449.9			449.9								
CARSON HONDA	V212	280.5			271.4				9.1				
CARSON TOYOTA	V212	277.4			2.4				275.0				
CARTER SUBARU	V212	360.0					14.7		345.3				
CASA NISSAN	V212	493.7							493.7				
CASCADE HONDA & WHITE PLAINS HONDA	V212	436.2			436.2								
CASEY KIA	V212	315.5			217.9				97.6				
CASTLE HONDA	V212	481.8			481.8								
CASTLE MITSUBISHI	V212	334.8			258.5				76.3				
CASTLE TOYOTA	V212	1,882.0			1,693.4				188.6				
CAVENDER SUZUKI	V212	369.7			230.9				138.8				
CAVENDER TOYOTA	V212	1,066.3			581.2				485.1				
CENTRAL AVE NISSAN	V212	491.7			491.7								
CENTRAL FL TOYOTA	V212	1,205.6			597.1				608.5				
CENTRAL KIA	V212	2,654.7			17.3				2,637.4				
CENTURY KIA	V212	570.9			485.8		21.0		64.1				
CERRITOS ACURA	V212	315.2			315.2								
CERRITOS BROWNING MAZDA	V212	699.2			699.2								
CERRITOS NISSAN	V212	1,341.7			1,131.7				85.5				124.4
CERRITOS SUZUKI	V212	1,050.0			807.4				242.6				
CHACON SUZUKI	V212	1,463.7			379.5				1,084.3				
CHAD FRANKLIN SUZUKI	V212	995.4							995.4				
CHAMPION TOYOTA	V212	511.0			491.8		19.2						
CHAMPION TOYOTA & SLOANE TOYOTA	V212	335.0			214.9				120.0				
CHAPLINS SUBARU	V212	932.6			857.4				75.2				
CHAPMAN HYUNDAI	V212	349.0			343.4				5.6				
CHARLES BARKER LEXUS	V212	262.2			19.9				242.2				
CHARLES BARKER TOYOTA	V212	340.8			94.0				246.8				
CHARLES MAUND TOYOTA	V212	1,201.2			1,201.2								
CHATHAM PARKWAY LEXUS	V212	250.2							250.2				
CHECKERED FLAG TOYOTA	V212	466.1			466.1								
CHERRY HILL NISSAN	V212	281.5			12.5		9.8		259.2				
CHERRY HILL SUBARU	V212	308.9			308.9								
CHINO VALLEY SUBARU	V212	661.9			661.9								
CHRIS LEITH KIA&IMPRCT CT	V212	306.0			306.0								
CHRISTOPHER KIA	V212	287.8			287.8								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CIRCLE INFINITI	V212	472.4			338.6	71.2	62.6						
CITY MITSUBISHI	V212	260.6			260.6								
CITY TOYOTA	V212	728.8			728.8								
CITY WORLD HYUNDAI	V212	888.7			888.7								
CLAIR HONDA	V212	294.4			255.8		21.8		16.9				
CLAREMONT SCION TOYOTA	V212	426.1			426.1								
CLAREMONT TOYOTA	V212	532.2			532.2								
CLASSIC KIA	V212	494.6			320.9		50.4		123.4				
CLASSIC MAZDA	V212	1,010.5			942.0				68.5				
CLAWSON HONDA	V212	314.6			234.1				80.5				
CLAY SUBARU	V212	306.3			306.3								
CLAYS NISSAN	V212	586.0			586.0								
COAST HONDA	V212	734.6			734.6								
COASTAL HYUNDAI	V212	645.9			645.8				0.1				
COASTAL HYUNDAI & COCOA HYUNDAI	V212	378.2			378.2								
COASTAL HYUNDAI & COCOA HYUNDAI CP	V212	522.4			522.4								
COASTAL MITSUBISHI	V212	933.0			933.0								
COBB COUNTY TOYOTA	V212	1,061.6			1,061.6								
COCOA HYUNDAI	V212	1,014.4			1,014.1				0.3				
COCONUT CREEK HYUNDAI	V212	1,598.1			1,598.1								
COGGIN HONDA	V212	378.2			274.3		56.7		47.3				
COGGIN TOYOTA	V212	541.1			255.2				285.9				
COLLEGE PARK HONDA	V212	252.9			252.9								
COLLINS NISSAN	V212	252.6			224.4				28.2				
COLONIAL HONDA	V212	629.2			505.8				123.4				
COLONIAL HYUNDAI	V212	407.6			358.7				48.9				
COLONIAL NISSAN	V212	746.4			604.8				141.6				
COLONIAL TOYOTA	V212	922.3			447.0				475.2				
COLUMBIA HYUNDAI	V212	250.8			27.9				222.9				
COMMONWEALTH HONDA	V212	380.3			380.3								
COMMUNITY MAZDA	V212	250.5			229.7		20.9						
CONCORD HONDA	V212	1,852.6			1,852.6								
CONCORD HYUNDAI	V212	307.9			307.9								
CONCORD MITSUBISHI	V212	595.3			595.3								
CONCORD TOYOTA	V212	1,230.1			1,230.1								
CONICELLI HONDA	V212	591.6			406.4				185.2				
CONICELLI HONDA NISSAN	V212	336.2			336.2								
CONICELLI HYUNDAI	V212	429.1			417.1				12.0				
CONICELLI NISSAN	V212	421.0			248.2				172.9				
CONICELLI SCION TOYOTA	V212	995.1			995.1								
CONICELLI TOYOTA	V212	617.6			342.4				275.2				
CORY FAIRBANKS MAZDA	V212	876.0			536.3				339.6				
COURTESY HYUNDAI	V212	1,390.8			1,315.7		44.9		30.2				
COURTESY INFINITI	V212	1,204.5			1,204.5								
COURTESY ISUZU	V212	450.4			450.4								
COURTESY KIA OF BRANDON	V212	367.7			367.7								
COURTESY MAZDA & PEOPLES MAZDA	V212	834.8			329.2				505.6				
COURTESY MITSUBISHI &PEOPLES MTSBSH	V212	311.4							311.4				
COURTESY NISSAN	V212	1,527.3			1,420.4		65.0		41.9				
COURTESY SUZUKI	V212	1,032.1			834.8		2.2		195.1				
COURTESY TOYOTA	V212	1,045.6			950.2				95.4				
COURTNEY HONDA	V212	259.9			259.9								
COWBOY TOYOTA	V212	427.6			427.6								
CRABTREE SUBARU	V212	623.8			599.2				24.6				
CRAIN HYUNDAI	V212	426.6			12.4				414.2				
CRAIN KIA	V212	331.3			8.6				322.6				
CRESTMONT TOYOTA	V212	362.4			272.9		16.8		44.0		28.7		
CROSSROADS NISSAN	V212	429.4									429.4		
CROWN ACURA	V212	432.8			392.8				13.8		26.2		
CROWN HONDA	V212	374.2			243.8						130.3		
CROWN INFINITI	V212	669.9			669.9								
CROWN KIA	V212	722.3			722.3								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CURRY ACURA	V212	486.8			251.8	235.1							
CURRY HONDA	V212	366.3			336.1		25.5		4.6				
CURTISS RYAN HONDA	V212	521.7			477.9				43.8				
D&C HONDA	V212	2,439.6			2,439.6								
DAN PERKINS SUBARU	V212	525.6			525.6								
DAN WOLF TOYOTA	V212	497.7			497.7								
DARCARS NISSAN/ROCKVILLE	V212	389.6			369.2				20.5				
DARCARS TOYOTA	V212	1,126.4			1,126.4								
DAVE EDWARDS HYUNDAI	V212	354.5			354.5								
DAVE EDWARDS TOYOTA	V212	1,091.2			843.5		9.0		238.7				
DAVID MAUS TOYOTA	V212	889.5							889.5				
DAVID MAUS TOYOTA SCION	V212	2,009.8							2,009.8				
DAVID MICHAEL HONDA	V212	290.6			290.6								
DAY APOLLO SUBARU & DAY SUBARU	V212	351.7			309.7				42.0				
DAY SUBARU	V212	276.2			198.8		4.5		72.9				
DAYTONA MITSUBISHI	V212	536.8			536.8								
DAYTONA TOYOTA	V212	418.2			232.9		16.6		168.6				
DCH GARDENA HONDA	V212	528.1			528.1								
DCH HONDA	V212	903.2			903.2								
DCH PARAMUS HONDA	V212	1,764.3			1,673.4				91.0				
DCH SCION TOYOTA	V212	306.6			199.4	107.2							
DCH TOYOTA OF OXNARD	V212	894.8			894.8								
DCH TOYOTA/SIMI VALLEY	V212	1,526.5			1,526.5								
DEACON JONES NISSAN	V212	509.2							509.2				
DEAN HONDA	V212	297.5			297.5								
DELRAY MAZDA	V212	1,969.5			1,969.5								
DENNY HECKERS HYUNDAI	V212	642.9			601.8		5.2		35.9				
DENVER ISUZU SUZUKI	V212	308.9			297.6				11.3				
DESERT KIA	V212	521.8			139.9		72.9		308.9				
DESERT NISSAN	V212	341.8			99.6				242.2				
DESERT TOYOTA/LAS VEGAS	V212	405.1							405.1				
DESIMONE SUZUKI	V212	252.5			233.0				19.5				
DIABLO SUBARU	V212	280.4			280.4								
DIAMOND BAR HONDA	V212	1,117.9			1,117.9								
DIAMOND VALLEY HONDA	V212	357.5			354.6		2.9						
DICK DYER TOYOTA	V212	400.3					63.6		336.7				
DICK IDE HONDA CENTER	V212	431.0			193.6		37.5		199.9				
DIXIE NISSAN	V212	838.2			702.8		27.6		107.8				
DON CARLTON HYUNDAI	V212	348.5			162.8				185.7				
DON HERRING MITSUBISHI	V212	491.3			322.0				169.3				
DON JOSEPH SCION/TOYOTA	V212	279.3			23.1				256.3				
DON MILLER MAZDA	V212	275.5							275.5				
DON MILLER SUBARU	V212	373.1							373.1				
DORAL HYUNDAI	V212	301.0			301.0								
DORSCHEL NISSAN	V212	264.4			50.2				214.1				
DORSCHEL TOYOTA	V212	259.5							259.5				
DOTEN HYUNDAI	V212	960.6			960.6								
DOUGLAS NISSAN	V212	1,367.6							1,367.6				
DOWNTOWN LA NISSAN	V212	393.8							393.8				
DOWNTOWN NASHVILLE NSN	V212	653.6							653.6				
DUB RICHARDSON TOYOTA	V212	469.5			459.1				10.4				
DUBLIN HONDA	V212	1,233.5			1,233.5								
DUBLIN HONDA NISSAN	V212	354.6			354.6								
DUBLIN NISSAN	V212	553.2			553.2								
DUBLIN TOYOTA	V212	1,886.9			1,875.0				11.9				
DURANT TOYOTA	V212	689.3			489.5		43.7		156.2				
DUVAL MAZDA	V212	263.9			233.2		30.7						
EARL STEWART SCION TOY	V212	255.0			0.7				254.3				
EARNHARDT HYUNDAI	V212	370.4			349.1				21.3				
EARNHARDT NISSAN	V212	718.6			531.6				187.0				
EARNHARDT TOYOTA	V212	258.4			242.4				16.0				
EAST BAY MITSUBISHI	V212	255.7			255.7								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
EAST CHARLOTTE NISSAN	V212	1,143.5			1,868.9		133.7		1,143.5				
EAST COAST TOYOTA	V212	2,430.2			314.0				427.6				
EASTSIDE HYUNDAI	V212	363.2			406.7				49.1				
EASTSIDE SUBARU	V212	681.7			447.2				275.0				
ED MORSE HONDA	V212	748.1			748.1								
ED MORSE SCION TOYOTA	V212	1,943.0			1,943.0								
EDDIE ACCARDI MAZDA	V212	334.6			334.6								
EDDIE TRLS NRTHPRK NSN	V212	447.2			447.2								
EDMOND HYUNDAI	V212	1,547.3			1,547.3								
EL DORADO MAZDA	V212	547.6			547.6								
EL PASO HONDA	V212	258.0							258.0				
ELGIN SCION TOYOTA	V212	796.5			796.5								
ELGIN TOYOTA	V212	363.6			363.6								
ELK GROVE NISSAN	V212	401.9			365.8		36.1						
ELK GROVE TOYOTA	V212	440.8			86.0		41.4		313.4				
ELMORE TOYOTA	V212	1,389.3			1,293.8		95.5						
EMPIRE HYUNDAI	V212	959.6			865.4		41.4		52.8				
EMPIRE LAKEWOOD NISSAN	V212	1,016.5			1,016.5								
EMPIRE NISSAN	V212	914.9			696.4		19.8		198.8				
EMPIRE SUZUKI	V212	304.4							304.4				
ENDICOTT NISSAN	V212	723.2			702.9				20.3				
ERIC HILL NISSAN	V212	734.2			718.9		2.4		13.0				
ERNIE GUZMAN HYUNDAI	V212	288.4			16.5				271.9				
ERNIE PALMERS TOY SCION	V212	430.1							430.1				
ESSERMAN NISSAN	V212	556.4							556.4				
ESSERMAN NISSAN LEASING	V212	610.0							610.0				
ETTLESON HYUNDAI	V212	452.8			91.4				361.5				
EVANSTON SUBARU	V212	417.5			417.5								
EXECUTIVE HONDA	V212	727.3			694.2				33.0				
EXECUTIVE KIA	V212	355.9			339.6				16.4				
EXPRESSWAY TOYOTA	V212	293.3			8.9				284.4				
FAIRBANKS MAZDA	V212	508.2			476.6				31.6				
FAMILY HYUNDAI	V212	1,044.7			985.5				59.3				
FAULKNER SUBARU	V212	295.3			273.3				22.1				
FAZELI MITSUBISHI	V212	317.6			310.7				6.9				
FC KERBECK SUBARU	V212	280.7			280.7								
FENTON NISSAN	V212	296.7			101.2				195.5				
FERMAN ACURA	V212	321.9			321.9								
FERMAN MAZDA	V212	323.0			272.5				50.5				
FERNDALE HONDA	V212	252.0			252.0								
FETTE KIA	V212	792.0			792.0								
FINDLAY ACURA	V212	374.0			2.5		131.0		240.5				
FINDLAY HONDA	V212	369.4			86.2				283.2				
FINDLAY TOYOTA	V212	1,136.2			0.8		100.0		1,035.4				
FIVE TOWNS KIA	V212	717.0			717.0								
FIVE TOWNS MITSUBISHI	V212	689.8			689.8								
FIVE TOWNS NISSAN	V212	410.7			410.7								
FLOW LEXUS	V212	691.2			373.6		74.2		243.4				
FOLGER KIA	V212	1,370.5			646.4				724.1				
FOLSOM LAKE TOYOTA	V212	481.2			433.2				48.1				
FORDHAM TOYOTA	V212	835.9			774.0				61.8				
FORT MYERS TOYOTA	V212	2,105.0							2,105.0				
FOWLER HONDA	V212	574.7			20.4		32.5		521.7				
FOWLER TOYOTA	V212	457.4							457.4				
FOX HONDA	V212	374.9			289.5				85.4				
FOX LAKE SCION TOYOTA	V212	336.0			336.0								
FOX TOYOTA	V212	504.1						23.9	480.2				
FOX VALLEY SUZUKI	V212	1,320.1						20.6	1,299.5				
FRANK ANCONA HONDA	V212	307.9			121.7				186.2				
FRANK LETA HONDA	V212	258.3			17.9		37.1		203.4				
FRANK TOYOTA	V212	305.9			301.9				4.0				
FRED ANDERSON TOYOTA	V212	990.4			105.9		11.2		873.3				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FRED HAAS TOYOTA	V212	796.4			687.7		8.6		100.1				
FRED MARTIN NISSAN	V212	425.9			425.9								
FREEHOLD HYUNDAI	V212	325.3			325.3								
FREEMAN HYUNDAI	V212	290.8			290.8								
FREEMAN LEXUS TOYOTA	V212	590.3			590.3								
FREEMAN TOYOTA	V212	423.4			423.4								
FREMONT MAZDA	V212	339.6			339.6								
FREMONT TOYOTA	V212	583.1			517.6		9.6		55.8				
FRESNO INFINITI	V212	259.6			126.9				132.7				
FRESNO MITSUBISHI	V212	274.7			274.7								
FRONTIER TOYOTA	V212	3,784.6			3,784.6								
FUCCILLO HYUNDAI	V212	2,698.9							2,698.9				
FUCCILLO HYUNDAI LEASING	V212	308.9							308.9				
FUCCILLO TOYOTA	V212	326.5							326.5				
FUTURE NISSAN	V212	395.7			354.4				41.3				
GALAXY SCION TOYOTA	V212	283.4			283.4								
GALE TOYOTA	V212	341.2			290.2				51.0				
GARDEN STATE HONDA	V212	439.7			314.2				125.5				
GARDEN STATE HONDA NSN	V212	1,061.9			1,061.9								
GARDENA NISSAN	V212	670.8			593.1				77.7				
GARTNER HYUNDAI	V212	1,539.8			1,473.7				66.1				
GARY FORCE ACURA	V212	630.0			504.0				125.9				
GARY ROME HYUNDAI	V212	521.9					23.9		498.0				
GATEWAY KIA	V212	582.4			480.1				102.4				
GATEWAY NISSAN	V212	329.6					118.7		210.9				
GATOR SUZUKI	V212	398.7			398.7								
GEORGE HARTE NISSAN	V212	408.6			298.9				109.7				
GEORGETOWN SUBARU	V212	312.5			312.5								
GERALD NISSAN	V212	691.7			691.7								
GERALD SUBARU	V212	553.2			553.2								
GERMAIN LEXUS	V212	348.9			20.1				328.8				
GERMAIN TOYOTA	V212	1,092.7			236.5				856.2				
GERMAIN TOYOTA OF NAPLES	V212	642.2							642.2				
GILLMAN HONDA	V212	702.7			10.7				692.0				
GILLMAN HYUNDAI	V212	505.0			321.9				183.1				
GILLMAN MITSUBISHI	V212	365.4			12.7				352.7				
GILLMAN SUBARU	V212	360.4			101.7				258.7				
GILROY TOYOTA	V212	1,030.5			1,030.5								
GIUFFRE HYUNDAI	V212	698.6			698.6								
GIUFFRE KIA	V212	278.2			278.2								
GIUFFRE MAZDA	V212	410.1			410.1								
GLASSMAN HYUNDAI	V212	282.0			282.0								
GLEN TOYOTA & SCION TOY HACKENSACK	V212	269.7			269.7								
GLENDALE INFINITI	V212	630.9			630.9								
GLENDALE KIA NISSAN	V212	2,111.4			2,111.4								
GLENDALE MITSUBISHI	V212	390.1			374.0		16.1						
GLENDALE NISSAN	V212	4,519.7			4,228.4				291.3				
GO NISSAN	V212	326.8			326.8								
GO SCION TOYOTA	V212	932.0			932.0								
GOODSON HONDA NORTH	V212	296.6			6.2				290.4				
GOUDY HONDA	V212	374.0			374.0								
GRAPEVINE SUZUKI	V212	425.4			16.4				409.0				
GREENTREE TOYOTA	V212	481.8			407.0	40.8			34.1				
GREENWICH ACURA	V212	353.7			353.7								
GREENWICH HONDA	V212	1,282.1			1,282.1								
GREGORY HYUNDAI	V212	263.9			263.9								
GRESHAM TOYOTA	V212	411.9			131.7				280.2				
GROSSINGER SCION TOYOTA	V212	2,076.0			2,076.0								
GULF STATES TOYOTA	V212	3,577.0					3,280.8		0.5				295.8
GUNTHER KIA MAZDA	V212	305.4			305.4								
GUNTHNER MAZDA	V212	479.8			479.8								
GWINNETT PLACE HONDA	V212	1,525.3			712.4				812.9				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GWINNETT PLACE NISSAN	V212	926.2			3.4				922.8				
HALEY TOYOTA	V212	579.5			179.6				399.9				
HALL HONDA	V212	250.1			112.7				137.4				
HALL NISSAN	V212	415.7			150.3				265.3				
HALLMARK HYUNDAI	V212	382.0					38.0		344.0				
HAMER TOYOTA	V212	2,015.1			1,744.6		270.5						
HAMILTON MAZDA SUBARU	V212	431.1			431.1								
HANCOCK MAZDA	V212	256.0			256.0								
HANLEES NISSAN TOYOTA	V212	459.3			459.3								
HANLEES TOYOTA	V212	545.3			540.7		4.6						
HANSEL HONDA	V212	381.5			381.5								
HANSEL TOYOTA	V212	482.2			482.2								
HARBOR HONDA	V212	608.9			558.0		50.9						
HARDIN HONDA	V212	504.3			504.3								
HARDIN HYUNDAI	V212	469.3			469.3								
HARTE INFINITI NISSAN	V212	283.8			250.3	33.5							
HARTE NISSAN	V212	354.4			315.9				38.5				
HATFIELD HYUNDAI	V212	251.4			59.8				191.6				
HAYWARD MAZDA	V212	944.4			944.4								
HAYWARD NISSAN	V212	588.0			260.1				327.9				
HAYWARD SCION TOYOTA	V212	974.1			974.1								
HEADQUARTER TOYOTA	V212	562.4							562.4				
HEISER TOYOTA	V212	687.0			446.5				240.5				
HEMPSTEAD MITSUBISHI	V212	307.2			307.2								
HENDERSON HYUNDAI SPRSTR	V212	1,214.4			689.2				525.2				
HENDRICK HONDA	V212	851.1			611.4				239.7				
HENDRICK LEXUS	V212	669.7			358.8				311.0				
HENNESSY HONDA	V212	646.9			611.6		35.3						
HENNESSY LEXUS/ATLNT &HNSY LXS/GWNT	V212	292.1			292.1								
HERB CHAMBERS HONDA	V212	3,690.2			3,423.8				266.4				
HERB CHAMBERS HONDA LEASING	V212	329.3							329.3				
HERB CHAMBERS TOYOTA	V212	389.2			389.2								
HERITAGE HONDA	V212	461.8			201.7		13.1		247.1				
HEWLETT KIA	V212	343.0			295.1		36.5		11.4				
HICKORY HOLLOW KIA	V212	350.4							350.4				
HILLSBORO HYUNDAI	V212	313.8			114.5		61.8		137.5				
HILLSIDE HONDA	V212	1,205.4			915.5				289.9				
HOLMAN HONDA	V212	455.1							455.1				
HOLMAN INFINITI	V212	334.2			334.2								
HONDA AUTO CTR	V212	1,502.2			1,502.2								
HONDA AUTO CTR/BELLEVUE	V212	316.5			31.0				285.5				
HONDA CARS OF CORONA	V212	708.9			708.9								
HONDA CARS OF MESA	V212	358.4			358.4								
HONDA CARS OF ROCK HILL	V212	287.6			287.6								
HONDA CARS/BOSTON/EVRT	V212	660.2			660.2								
HONDA CITY	V212	1,155.7			948.6				207.1				
HONDA MAZDA OF ESCONDIDO	V212	439.5			439.5								
HONDA MISSION VALLEY	V212	408.8			11.7				397.1				
HONDA NORTH	V212	289.1			277.3				11.8				
HONDA OF CONCORD	V212	468.8							468.8				
HONDA OF CONCORD &TOY SCION/CONCORD	V212	257.2			150.1				107.1				
HONDA OF KIRKLAND	V212	740.5			740.5								
HONDA OF LAKE NORMAN	V212	343.5			89.1				254.4				24.6
HONDA OF NANUET	V212	1,462.6			1,438.0								
HONDA OF NEW ROCHELLE	V212	1,660.1			1,660.1								
HONDA OF OAKLAND	V212	1,440.4			1,440.4								
HONDA OF PASADENA	V212	1,466.4			1,466.4								
HONDA OF SANTA MONICA	V212	311.0			311.0								
HONDA OF STEVENS CREEK	V212	657.0			657.0								
HONDA OF TEMPE	V212	610.1			610.1								
HONDA OF THOUSAND OAKS	V212	532.7			532.7								
HONDA OF TOMS RIVER	V212	299.5			299.5								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HONDA OF WESTPORT	V212	662.5			662.5								
HONDA ON GRAND	V212	2,814.8			2,814.8								
HONDA SUPERSTORE	V212	2,349.7			2,315.6		34.0						
HONDA SUPERSTORE/LISLE	V212	1,148.8			1,148.8								
HONDA UNIVERSE	V212	643.1			643.1								
HONDA WEST	V212	797.1			239.2		45.9		512.0				
HONDA WEST & SHCK FNDLY HND&DSRT HND	V212	327.1							327.1				
HONDA WORLD	V212	686.9			634.8		0.7		52.1				
HONDA/SUPERSTITION SPRNG	V212	439.9			439.2				175.0				
HOSELTON TOYOTA	V212	507.5			332.5								
HOWARD HYUNDAI	V212	421.6			421.6								
HOWDY HONDA	V212	354.4			317.8				36.6				
HUDIBURG NISSAN	V212	948.0			931.5				16.5				
HUDIBURG SCION TOYOTA	V212	379.2			379.2								
HUDSON HONDA	V212	311.1			9.6				301.5				
HUDSON NISSAN	V212	2,972.1							2,972.1				
HUDSON TOYOTA	V212	3,944.7				61.0			3,883.7				
HUFFINES HYUNDAI	V212	675.5			590.0				85.6				
HUGGINS HONDA	V212	1,560.3			1,560.3								
HUNT NISSAN	V212	392.9							392.9				
HUNTINGTON BEACH MTSBSH	V212	543.2			543.2								
HUNTINGTON BEACH MTSBSH & SO CST MTSB	V212	340.2			340.2								
HUNTINGTON HONDA	V212	2,903.1			2,903.1								
HUNTINGTON TOYOTA	V212	503.1			503.1								
HYUNDAI OF DAPHNE	V212	504.4					105.2		399.2				
HYUNDAI OF EL PASO	V212	318.5					52.8		265.7				
HYUNDAI OF GLENDALE	V212	1,052.2			1,052.2								
HYUNDAI OF LO	V212	270.2			270.2								
HYUNDAI OF MONROE	V212	627.7			586.1				41.6				
HYUNDAI OF PARAMUS	V212	1,578.6			1,578.6								
HYUNDAI OF TURNERSVILLE	V212	293.9			287.2								6.7
HYUNDAI OF WESTCHESTER	V212	805.9			805.9								
HYUNDAI OF WHITE PLAINS	V212	303.4			303.4								
INFINITI AUTOS M35	V212	282.1			158.0	124.1							
INFINITI OF CHANTILLY	V212	428.6			428.6								
INFINITI OF ENGLEWOOD	V212	1,380.3			1,364.3		16.0						
INFINITI OF GREENWICH	V212	453.6			358.3	95.3							
INFINITI OF LISLE	V212	1,640.6			1,640.6								
INFINITI OF MANHATTAN	V212	837.4			825.4	11.9							
INFINITI OF MELBOURNE	V212	256.6			243.0				13.6				
INFINITI OF MONTCLAIR	V212	902.5			902.5								
INFINITI OF ORLAND PARK	V212	396.4			69.5				326.8				
INFINITI OF SANTA MONICA	V212	783.0			783.0								
INFINITI OF WEST CHESTER	V212	282.0			264.3		17.7						
INFINITI/COCONUT CREEK	V212	375.3			252.1		123.3						
INFINITI/PALM BEACHES	V212	523.8			362.7				161.1				
INFINITI/SUPERSTITION SP	V212	313.2			313.2								
INFINITI/THOUSAND OAKS	V212	933.7			933.7								
INGRAM PARK MAZDA	V212	1,065.4			1,065.4								
INGRAM PARK NISSAN	V212	1,029.6			1,029.6								
IRA LEXUS	V212	424.6			424.6								
IRA LEXUS TOYOTA	V212	458.1			458.1								
IRA MAZDA TOYOTA	V212	342.6			342.6								
IRA NISSAN TOYOTA	V212	541.0			541.0								
IRA TOYOTA	V212	902.5			258.0				644.4				
IRONDEQUOIT SUZUKI	V212	837.3			7.8				829.5				
JACK MATIA HONDA	V212	405.1							405.1				
JACK SAFRO LEXUS	V212	335.0							335.0				
JACKIE COOPER NISSAN	V212	262.7			50.0				212.7				
JAY WOLFE HONDA	V212	463.5			382.0				81.6				
JAY WOLFE TOYOTA	V212	922.8			545.6				377.2				
JBA INFINITI	V212	1,232.2			1,170.9				61.2				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
JBA INFINITI MITSUBISHI	V212	592.1			592.1								
JEFF DAMBROSIO SUZUKI	V212	250.9			215.2				35.7				
GEREMY FRANKLIN SUZUKI	V212	1,020.0							1,020.0				
JIM BURKE HYUNDAI	V212	2,299.0			2,285.0				14.0				
JIM BURKE NISSAN	V212	5,119.6			5,085.5				34.1				
JIM BURKE SUBARU	V212	595.1			595.1								
JIM HUDSON TOYOTA	V212	658.6					12.8		645.8				
JIM NORTON TOYOTA	V212	585.5					131.7		453.9				
JM LEXUS	V212	3,876.4			3,297.1				579.3				
JM LEXUS LEASING	V212	266.6							266.6				
JOE GIBSONS SUZUKI	V212	983.9							983.9				
JOE MYERS TOYOTA	V212	368.0			33.5		55.6		279.0				
JOE RIZZA ACURA	V212	397.7			397.7								
JOHN ELWYS CRWN SCN TOY	V212	467.7			467.7								
JOHN HARVEY TOYOTA	V212	556.2							556.2				
JOHN HINE MAZDA	V212	340.9			228.8				112.1				
JOHN HOLTZ HONDA	V212	483.0			191.2				291.8				
JOHNSON CITY HONDA	V212	371.5							371.5				
JOHNSON HYUNDAI OF CARY	V212	492.7			189.2				303.5				
JOHNSON LEXUS	V212	913.6			166.7		54.5		692.3				
JOSEPH AIRPORT SCION TOY	V212	439.8			149.9				289.9				
JOSEPH SCION TOYOTA	V212	587.7			587.7								
JOYCE HONDA	V212	301.8			301.8								
KEARNY MESA HYUNDAI	V212	251.3			251.3								
KEARNY MESA INFINITI	V212	351.1			177.8				173.3				
KEARNY MESA LEXUS	V212	250.9			250.9								
KEARNY MESA TOYOTA	V212	1,072.1			594.3				477.8				
KEITH PIERSON SCION TOY	V212	388.0							388.0				
KEITH PIERSON TOYOTA	V212	433.8					353.9		79.9				
KELLY HONDA	V212	539.5			539.5								
KEN GARFF HONDA	V212	404.2			17.8				386.4				
KEN GARFF NISSAN	V212	668.7			644.2				24.5				
KENDALL TOYOTA	V212	1,384.8			1.8				1,383.1				
KERRY TOYOTA	V212	278.9			219.7				59.2				
KEY HYUNDAI	V212	1,121.3			948.5				172.9				
KEY MITSUBISHI	V212	832.8			746.2				86.5				
KEYES ACURA	V212	421.7			421.7								
KEYES TOYOTA	V212	1,346.0			1,346.0								
KEYES WOODLAND HILLS HND	V212	1,946.8			1,946.8								
KEYES WOODLAND HILLS NSN	V212	1,478.4			1,478.4								
KIA ATLANTA SOUTH	V212	353.9			136.1				217.8				
KIA MALL OF GA	V212	492.3			479.2		13.2						
KIA OF GASTONIA	V212	507.0			23.9				483.1				
KIA OF GREER	V212	2,352.1			1,413.7				938.4				
KIA OF MONROE	V212	2,252.7			1,273.5				979.2				
KIA OF THE BRONX	V212	309.6			309.6								
KIA STORE	V212	3,493.5			1,766.3				1,727.1				
KING HYUNDAI	V212	657.6			657.6								
KING SUZUKI	V212	357.8			357.8								
KINGS TOYOTA	V212	990.9			662.1				328.8				
KOEPPEL HYUNDAI	V212	307.4			307.3				0.1				
KOLBE HONDA	V212	706.7			706.7								
KOONS TYSONS TOYOTA	V212	755.5			223.4				532.1				
LA MAR HYUNDAI & MOOTHART CHRY JEEP	V212	1,163.0			1,163.0								
LADIN HYUNDAI	V212	516.3			516.3								
LAFONTAINE HONDA	V212	276.7			7.2				269.6				
LAKE NORMAN INFINITI	V212	298.2			198.6		35.0		64.5				
LAKESIDE TOYOTA	V212	310.2							310.2				
LAMAR HYUNDAI	V212	774.9			774.9								
LANDERS TOYOTA	V212	584.7					54.8		529.9				
LARRY H MILLER HYUNDAI	V212	459.0			459.0								
LARRY H MILLER TOYOTA	V212	283.3			283.3								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LARRY MILLER HYUNDAI	V212	270.9							270.9				
LARRY MILLER SCION TOY	V212	256.6			256.6								
LAZARE KIA	V212	304.9			272.1				32.8				
LEBLANC NISSAN	V212	981.4					6.1		975.3				
LEE PARTYKA MAZDA	V212	2,150.1			2,145.7				4.4				
LEES TOYOTA	V212	2,591.7			1,986.8	605.0							
LEGEND KIA	V212	420.0			98.5				321.5				
LEGEND KIA MAZDA	V212	587.2			575.3				11.9				
LEGEND MAZDA	V212	435.0			71.9				363.2				
LEGEND NISSAN	V212	277.3			277.3								
LEITH TOYOTA	V212	520.8			42.6				478.2				
LESTER GLENN HYUNDAI	V212	1,093.9			1,093.9								
LEVIS MITSUBISHI	V212	289.4							289.4				
LEWISVILLE MITSUBISHI	V212	940.6			900.3		40.3						
LEXUS LOC DLR	V212	39,359.1							39,359.1				
LEXUS LOC DLR LEASING	V212	5,306.6							5,306.6				
LEXUS OF AUSTIN	V212	499.3			229.4				269.9				
LEXUS OF CLEARWATER	V212	647.1			647.1								
LEXUS OF EDISON	V212	416.4			192.4	8.4	115.5						100.1
LEXUS OF ENGLEWOOD	V212	1,664.5			1,257.3	312.8	94.4						
LEXUS OF GREENVILLE	V212	523.6			446.5				77.1				
LEXUS OF JACKSONVILLE	V212	780.0			491.2				288.9				
LEXUS OF KENDALL &LEXUS/WEST KENDALL	V212	871.7							871.7				
LEXUS OF KNOXVILLE	V212	267.0							267.0				
LEXUS OF LAS VEGAS	V212	417.4			166.3				251.1				
LEXUS OF LOUISVILLE	V212	494.9			366.0				129.0				
LEXUS OF MASSAPEQUA	V212	819.4			819.4								
LEXUS OF MELBOURNE	V212	473.5			239.2		22.3		212.1				
LEXUS OF MERRILLVILLE	V212	337.4			321.3		16.1						
LEXUS OF NAPERVILLE	V212	977.7			977.7								
LEXUS OF NASHVILLE	V212	656.8			209.2		20.0		427.6				
LEXUS OF NEW ORLEANS	V212	933.5			747.1				186.4				
LEXUS OF NORTHBOROUGH	V212	385.2			385.2								
LEXUS OF ORLANDO	V212	1,923.9			183.2				1,740.7				
LEXUS OF PALM BEACH	V212	1,691.8			1,298.2				393.7				
LEXUS OF PEMBROKE PINES	V212	366.1			238.5				127.6				
LEXUS OF RICHMOND	V212	359.3			245.1		91.5		22.7				
LEXUS OF RIVERSIDE	V212	374.8			237.8		136.9						
LEXUS OF ROCKVILLE	V212	967.3			897.1	70.1							
LEXUS OF SAN ANTONIO	V212	990.4			990.4								
LEXUS OF SMITHTOWN &SOUTHAMPTON LXS	V212	366.6			276.4	90.2							
LEXUS OF STEVENS CREEK	V212	332.6			269.1				63.5				
LEXUS OF TUCSON	V212	261.5							261.5				
LEXUS OF WATERTOWN	V212	371.5			260.3				111.2				
LEXUS OF WEST KENDALL	V212	433.8							433.8				
LEXUS OF WILMINGTON	V212	375.3			375.3								
LIA HONDA	V212	648.9			336.2				312.7				
LIA HYUNDAI	V212	589.0			451.1				137.9				
LIA INFINITI	V212	334.1			273.1				61.0				
LIA NISSAN	V212	490.6			431.8				58.8				
LIA TOYOTA	V212	659.2			485.3				173.9				
LIBERTY HONDA	V212	329.1			291.8				37.3				
LIBERTY HYUNDAI	V212	772.0			772.0								
LIBERTY HYUNDAI SUBARU	V212	1,240.3			1,240.3								
LIBERTY MAZDA	V212	516.1			502.9				13.2				
LIBERTY SUBARU	V212	1,019.6			1,019.6								
LIBERTYVILLE SCION TOY	V212	885.7			885.7								
LIMBAUGH TOYOTA	V212	1,402.7			1,261.1		102.9		38.6				
LIPTON SCION TOYOTA	V212	1,603.0			1,603.0								
LIPTONS TOYOTA	V212	1,019.5			1,019.5								
LITHIA HYUNDAI OF FRESNO	V212	469.2			435.7				33.6				
LITTLETON NISSAN	V212	693.5			693.5								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LIVERMORE HONDA	V212	360.1			360.1								
LIVERMORE SUBARU	V212	453.2			453.2								
LOKEY KIA	V212	290.0			290.0								
LOMBARD SCION TOYOTA	V212	1,441.6			1,441.6								
LONE STAR MITSUBISHI	V212	1,016.4			783.2				233.2				
LONG BEACH HONDA	V212	544.5			544.5								
LONG BEACH MAZDA	V212	1,838.7			1,838.7								
LONG BEACH MITSUBISHI &STH CST MTSBS	V212	924.7			924.7								
LONGO LEXUS	V212	837.9			760.0		77.8						
LONGO TOYOTA	V212	1,240.5			1,240.5								
LOREN HYUNDAI	V212	329.7			329.7								
LOS GATOS ACURA	V212	366.9			366.9								
LOU BACHRODT MAZDA	V212	485.8			482.7				3.1				
LOU FUSZ MAZDA	V212	323.2			321.3				2.0				
LOU FUSZ TOYOTA	V212	388.4			378.7				9.7				
LOU SOBH'S HONDA	V212	538.4			538.4								
LUSTINE TOYOTA	V212	646.3			646.3								
LUTHER KIA	V212	453.0							453.0				
LUTHER WHITE BEAR SUBARU	V212	286.1			286.1								
LYNNES INFINITI	V212	472.5			432.0				40.5				
LYNNES NISSAN SUBARU	V212	517.1			517.1								
LYNNWOOD HONDA	V212	619.8			452.9				166.9				
MADISON HONDA	V212	644.2			609.2		35.0						
MAHIWAH HONDA	V212	1,054.8			981.9		72.9						
MAITA TOYOTA	V212	791.5			791.5								
MAJOR WORLD KIA	V212	1,442.6			1,442.6								
MALL SUZUKI	V212	827.8			708.4				119.3				
MANHATTAN BEACH TOYOTA	V212	2,260.4			2,260.4								
MANHATTAN MAZDA	V212	290.5			273.8	16.8							
MANHATTAN TOYOTA	V212	681.4			681.4								
MAPLE SHADE MAZDA	V212	898.7			898.7								
MAPLE SHADE MAZDA & TURNERSVILLE MZD	V212	899.0			899.0								
MAPLEWOOD TOYOTA	V212	274.5			212.8				61.7				
MARINA MITSUBISHI	V212	321.3			74.1				247.3				
MARK JACOBSON SCION TOY	V212	259.4			259.4								
MARK JACOBSON SUZUKI	V212	357.4			50.6				306.7				
MARK JACOBSON TOY SCION	V212	2,931.1							2,931.1				
MARKETPLACE SUZUKI	V212	486.4			59.4				427.0				
MAROONE HONDA	V212	566.9			509.7				57.2				
MAROONE NISSAN	V212	821.7			747.4				74.3				
MAROONE SCION TOYOTA	V212	372.7			372.7								
MARTIN MAIN LINE HONDA	V212	399.6			399.6								
MATT BLATT SUZUKI	V212	1,119.5			9.7				1,109.8				
MAURY ETTLESON HYUNDAI	V212	293.2			293.2								
MAX MADSEN MITSUBISHI	V212	1,116.9			973.8		109.5		33.6				
MAZDA CITY/ORANGE PARK & TOM BUSH MZD	V212	424.2			424.2								
MAZDA OF LODI	V212	4,549.5			4,442.9		106.6						
MAZDA SOUTH	V212	1,095.1			1,086.5				8.6				
MAZDA SUBARU/THSNDO OAKS	V212	499.2			499.2								
MAZZEI HYUNDAI	V212	379.0			379.0								
MCCARTHY HYUNDAI NISSAN	V212	411.5			411.5								
MCCORDS VANCOUVER TOYOTA	V212	380.9							380.9				
MCDAVID NISSAN	V212	378.1			378.1								
MCGEE TOYOTA	V212	309.8			115.6				194.3				
MCGRAITH ACURA	V212	485.2			478.5				6.7				
MCGRAITH CITY HONDA	V212	292.1			251.8		40.3						
MCGRAITH HONDA	V212	422.0			345.3				76.6				
MED CENTER MAZDA	V212	324.7			228.2		14.2		82.3				
MED CENTER MAZDA & TRUSSVILLE MAZDA	V212	694.8			647.4				47.4				
MEDINA MITSUBISHI	V212	283.2							283.2				
MELLOY NISSAN	V212	503.5							503.5				
MELODY TOYOTA	V212	336.0			336.0								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MENLO MAZDA	V212	557.9			557.9								
METRO HONDA	V212	672.4			354.9		67.4		250.1				
METRO HYUNDAI	V212	342.7			90.0				252.7				
METRO INFINITI	V212	658.6			658.6								
METRO NISSAN	V212	702.4			604.8				97.5				
MIAMI LAKES MITSUBISHI & POTAMKIN AT	V212	1,600.0			1,600.0								
MID CITY NISSAN SUBARU & STAR NISSAN	V212	1,437.8			1,437.8								
MID-CITY NISSAN & STAR NISSAN	V212	540.9			540.9								
MIDDLETON NISSAN	V212	429.4			170.4				259.0				
MIDDLETOWN TOYOTA	V212	612.0			612.0								
MIKE CALVERT TOYOTA	V212	399.8							399.8				
MIKE ERDMAN NISSAN	V212	428.4			428.4								
MIKE ERDMAN SCION TOYOTA	V212	1,095.7			1,039.7				55.9				
MIKE ERDMAN TOYOTA	V212	257.8			71.6				186.2				
MIKE JOHNSONS HCKRY TOY	V212	385.4						21.4	364.0				
MIKE PIAZZA HONDA	V212	476.6			476.6								
MIKE SHAD NISSAN	V212	309.6			309.6								
MILLENIUM HONDA	V212	610.9			610.9								
MILLENNIUM HONDA & ATLANTIC HONDA	V212	291.0			291.0								
MILLENNIUM HYUNDAI	V212	1,103.2			1,103.2								
MILLENNIUM TOYOTA	V212	1,326.7			1,326.7								
MILLER INFINTI	V212	740.2			740.2								
MILLER SCION TOYOTA	V212	455.6			455.6								
MILLER TOYOTA	V212	708.9			417.9		283.6		7.5				
MOHAWK HONDA	V212	251.3							251.3				
MOLLE TOYOTA	V212	322.8			248.7				74.1				
MONROEVILLE KIA	V212	306.0			306.0								
MORITZ KIA	V212	1,687.8			1,574.0				113.7				
MORRIES NISSAN HYUNDAI	V212	617.7			616.2				1.4				
MORRISTOWN TOYOTA	V212	264.9			264.9								
MOSSY NISSAN	V212	1,542.6			738.9				803.6				
MOSSY TOYOTA	V212	369.8			369.8								
MOUNT KISCO HONDA	V212	254.6			254.6								
MOUNTAIN STATES TOYOTA	V212	535.0			3.4				531.6				
MULLER HONDA	V212	893.0			893.0								
MULLERS WOODFIELD ACURA	V212	756.9			756.9								
NALLEY NISSAN	V212	524.3			524.3								
NAPLES NISSAN	V212	391.3					15.0		376.3				
NAPLETON HYUNDAI & NORTH PALM HYUNDAI	V212	336.2			336.2								
NAPLETON NISSAN	V212	451.7			451.7								
NAPLETONS HYUNDAI	V212	1,408.5			1,408.5								
NAPOLI NISSAN	V212	904.1			904.1								
NATIONWIDE INFINTI	V212	1,341.7			1,274.6				67.2				
NATIONWIDE INFINTI NSN	V212	2,627.5			2,627.5								
NATIONWIDE KIA NISSAN	V212	1,349.6			1,349.6								
NATIONWIDE NISSAN	V212	669.1			557.9				111.2				
NEIL HUFFMAN HONDA	V212	454.8			337.2				117.5				
NELSON MAZDA	V212	471.2			77.7		74.0		319.5				
NEMET HYUNDAI	V212	275.4			275.4								
NEMET HYUNDAI NISSAN	V212	422.6			422.6								
NEMET NISSAN	V212	455.3			455.3								
NEW ROCHELLE HONDA TOY	V212	283.7			283.7								
NEW ROCHELLE TOYOTA	V212	1,834.2			1,834.2								
NIELLO INFINTI	V212	575.1			575.1								
NISSAN 112	V212	492.2			492.2								
NISSAN OF GARDEN CITY	V212	653.0			653.0								
NISSAN OF MELBOURNE	V212	2,189.8			2,189.8								
NISSAN OF RIVERGATE	V212	463.8			169.9		9.5		284.4				
NISSAN OF SLIDELL	V212	310.3			310.3								
NISSAN OF THE EASTSIDE	V212	1,654.4			1,567.4				86.9				
NISSAN OF THOUSAND OAKS	V212	502.6			502.6								
NISSAN SOUTH	V212	2,084.6			2,074.3		6.4		3.9				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NISSAN SOUTH & NISSAN OF UNION CITY	V212	425.5			425.5								
NISSAN SOUTH CENTRAL	V212	260.0					260.0						
NISSAN/EAST PROVIDENCE	V212	270.1				118.5			151.6				
NORCAL SUZUKI	V212	611.0				611.0							
NORCO MAZDA	V212	489.8				489.8							
NORM REEVES HONDA	V212	2,327.7				2,153.5			174.2				
NORTH COUNTY HYUNDAI	V212	344.5				344.5							
NORTH HILLS TOYOTA	V212	250.2							250.2				
NORTH HILLS TOYOTA SCION	V212	542.9				542.9							
NORTH LITTLE ROCK NISSAN	V212	304.4				304.4							
NORTH LITTLE ROCK NISSAN & PNT NSN	V212	527.2				213.5			313.8				
NORTH PALM HYUNDAI	V212	1,256.3				1,241.8			14.4				
NORTH PARK HYND SBR KIA	V212	671.5				661.8			9.7				
NORTH PARK ISUZU MAZDA	V212	618.7				618.7							
NORTH PARK LEXUS	V212	536.1				143.7			392.4				
NORTH PARK MAZDA	V212	643.0				596.1			46.9				
NORTH PARK SCION TOYOTA	V212	521.6				521.6							
NORTH PARK TOYOTA	V212	279.6							279.6				
NORTH PARK TOYOTA/BOERNE	V212	374.7				337.5	37.2						
NORTH PLAINFIELD NISSAN	V212	1,114.5				1,114.5							
NORTH POINT NISSAN	V212	472.5				401.1			71.4				
NORTH POINT TOYOTA	V212	784.1				400.4			383.7				
NORTH SCOTTSDALE HYUNDAI	V212	1,134.2				1,134.2							
NORTH SHORE HONDA	V212	672.9				672.9							
NORTH TX NISSAN	V212	4,069.5				4,026.9	42.6						
NORTHBAY NISSAN	V212	324.0				324.0							
NORTHBROOK SCION TOYOTA	V212	915.5				915.5							
NORTHRIDGE TOYOTA	V212	2,192.3				2,082.1	46.3		63.8				
NORTHTOWN HYUNDAI SUBARU	V212	468.7				363.0			105.7				
NORTHWAY TOYOTA	V212	476.3				476.3							
NORWALK TOYOTA	V212	370.7				370.7							
OAK TREE MAZDA	V212	1,869.5				1,869.5							
OAKBROOK SCION TOYOTA	V212	384.8				384.8							
OAKBROOK TOYOTA	V212	520.0				420.6			99.4				
OBRIEN NISSAN	V212	714.8				714.8							
OBRIEN TOYOTA SCION	V212	481.8							481.8				
OLATHE TOYOTA	V212	826.9				153.0			673.8				
ONTARIO HONDA	V212	361.7				310.2			51.5				
OPEN ROAD ACURA	V212	320.3				320.3							
OPEN ROAD ACURA MAZDA	V212	287.3				287.3							
OPEN ROAD HONDA	V212	592.2				592.2							
OPEN ROAD MAZDA	V212	504.8				504.8							
OPEN ROAD NISSAN	V212	629.1				629.1							
ORLAND PARK NISSAN	V212	332.5				100.5			232.0				
ORLANDO HYUNDAI	V212	711.9				546.9			165.0				
OURISMAN TOYOTA	V212	380.6				340.4			40.1				
OXMOOR HYUNDAI	V212	1,113.8				959.8	43.2		110.8				
OXMOOR MAZDA	V212	1,205.8				1,133.1	2.5		70.2				
OXMOOR TOYOTA	V212	2,365.6				1,654.2			711.4				
PALM BEACH ACURA	V212	1,928.4				1,928.4							
PALM BEACH MAZDA	V212	371.9				274.2			97.8				
PALM BEACH TOYOTA	V212	1,236.6				641.2			595.4				
PALMERS TOYOTA	V212	354.5							354.5				
PARAGON ACURA	V212	2,472.8				1,174.4	1,298.4						
PARAGON ACURA HONDA	V212	544.8				508.4	36.4						
PARAGON ACURA HONDA &WHITE PLNS HND	V212	288.2				272.7	15.4						
PARAGON HONDA	V212	1,228.5				921.1	307.4						
PARAGON HONDA & WHITE PLAINS HONDA	V212	2,349.6				1,188.0	1,161.7						
PARAMOUNT KIA	V212	476.7						36.8	204.4				
PARETTI MAZDA	V212	941.4											
PARKWAY TOYOTA	V212	999.9											
PATRICK HYUNDAI	V212	540.4				540.4							

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PEARSON HONDA	V212	895.9			873.6				22.3				
PEARSON HYUNDAI	V212	1,034.0			1,034.0								
PEARSON INFINITI	V212	332.2			313.4				18.9				
PEARSON MITSUBISHI	V212	631.9			631.9								
PENCE NISSAN	V212	535.1			226.0				309.1				
PENN TOYOTA	V212	262.7			262.7								
PENSKE HONDA	V212	524.8			152.1		74.1		298.6				
PEOPLES SUZUKI	V212	363.2			108.8				254.5				
PEPE INFINITI	V212	458.3			243.0	215.3							
PERFECTION HONDA	V212	367.1			20.4		0.4		346.2				
PERFORMANCE NISSAN	V212	303.5			122.3		61.5		119.7				
PERFORMANCE TOYOTA	V212	424.6			292.6		36.2		95.8				
PERFORMANCE TOYOTA SCION	V212	301.0							301.0				
PFLUEGER HONDA	V212	269.9							269.9				
PHILLIPSBURG EASTON HND	V212	291.6			100.0		109.1		82.5				
PIAZZA HONDA	V212	726.0			726.0								
PIERCEY SCION TOYOTA	V212	492.8			366.8				126.0				
PIERCEY TOYOTA	V212	2,246.0			2,246.0								
PINE BELT NISSAN	V212	1,563.2			1,555.6		7.7						
PINE BELT SUBARU	V212	778.3			778.3								
PINNACLE MAZDA	V212	1,098.5			997.1				101.4				
PLANET HONDA	V212	566.2			368.6		31.6		165.9				
PLANET HYUNDAI	V212	3,130.9			1,655.6		209.2		1,266.1				
PLANET KIA	V212	470.7							470.7				
PLANET NISSAN	V212	1,916.7			919.1				997.5				
PLAZA HONDA	V212	415.0			415.0								
PLAZA HONDA TOYOTA	V212	451.9			451.9								
PLAZA HYUNDAI	V212	272.2			272.2								
PLAZA TOYOTA	V212	407.1			407.1								
POHANKA ACURA	V212	374.9			1.2				373.8				
POLAR MAZDA	V212	528.4			525.5				2.9				
POPULAR KIA	V212	1,164.8			1,164.8								
POTAMKIN HONDA	V212	348.6			348.6								
POWAY HONDA	V212	564.2			564.2								
POWAY TOYOTA	V212	657.6			657.6								
POWER HONDA	V212	1,558.0			1,558.0								
POWER HYUNDAI AUTO	V212	334.9			334.9								
POWER NISSAN AUTO	V212	1,063.1			1,063.1								
POWER SCION TOYOTA	V212	601.0			601.0								
POWER TOYOTA	V212	4,760.7			4,612.2				148.5				
PREBUL KIA	V212	331.5							331.5				
PRECISION TOYOTA	V212	402.6							402.6				
PREMIER HONDA	V212	669.4			607.8				61.6				
PREMIER HYUNDAI	V212	302.6			165.3		32.4		104.9				
PREMIER KIA OF KENNER	V212	417.3			417.3								
PREMIER NISSAN/METAIRIE	V212	1,249.0			1,249.0								
PREMIER SUBARU	V212	282.7			115.8				166.9				
PREMIUM NISSAN LTD	V212	659.2			659.2								
PRICE LEBLANC TOYOTA	V212	1,110.7							1,110.7				
PRIORITY HONDA	V212	258.4			74.5				183.9				
PRIORITY HYUNDAI	V212	268.9			61.5				207.5				
PRIORITY TOYOTA SCION	V212	545.0			491.6				53.4				
PS HONDA	V212	466.3			466.3								
PUENTE HILLS MAZDA	V212	1,524.2			1,524.2								
PUENTE HILLS TOYOTA	V212	2,665.3			2,663.8				1.5				
PUTNAM MAZDA	V212	791.9			791.9								
QUAD CITIES SUZUKI	V212	416.8					6.3		410.5				
QUALITY HYUNDAI	V212	422.6			392.2				30.4				
QUALITY SUZUKI	V212	1,300.9			33.0				1,267.8				
QUIRK KIA	V212	1,453.9			1,453.9								
QUIRK MAZDA	V212	1,483.8			1,483.8								
QUIRK NISSAN	V212	1,217.6			1,217.6								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RAFFERTY SUBARU	V212	518.5			518.5								
RALLYE ACURA	V212	464.7			406.8	57.9							
RALPH HAYES TOYOTA	V212	357.8					18.1		339.7				
RAMSEY INFINITI	V212	623.7			623.7								
RAMSEY NISSAN	V212	714.8			714.8								
RAMSEY SUBARU	V212	504.5			488.9				15.6				
RANDALL NOE HYUNDAI	V212	1,308.7			1,308.7								
RAY BRANDT HYUNDAI	V212	1,968.9			1,929.6				39.3				
RAY BRANDT INFINITI/MTR	V212	517.3			486.9				30.4				
RAY BRANDT NISSAN	V212	2,002.7			1,867.2				135.5				
RAY BRANDT TOY/METAIRIE	V212	1,604.1			1,604.1								
RAY CARTER KIA	V212	270.3			96.3		56.8		117.2				
RAY CATENA INFINITI	V212	367.2			256.1		111.1						
RAY SKILLMAN KIA	V212	801.3							801.3				
RAY SKILLMAN MITSUBISHI	V212	497.1							497.1				
RED MCCOMBS HYUNDAI	V212	454.9			453.2				1.7				
RED MCCOMBS TOYOTA	V212	928.3			379.7				548.6				
REGAL NISSAN	V212	443.0					70.7		372.3				
RELIABLE TOYOTA	V212	930.9					14.2		916.7				
RENTON HONDA	V212	841.8			841.8								
REYNOLDS KIA	V212	480.2			341.7				138.4				
REYNOLDS MAZDA	V212	258.2			115.0				143.2				
RICE TOYOTA	V212	864.0			446.5		15.5		402.1				
RICHARDS HONDA	V212	390.4							390.4				
RICHMOND TOYOTA	V212	319.5			124.2		12.8		182.5				
RICK CASE ACURA	V212	690.8			611.2				79.6				
RICK CASE ACURA HONDA	V212	1,097.8			1,097.8								
RICK CASE HONDA	V212	1,339.9			773.1				566.8				
RICK CASE HYUNDAI	V212	324.2			49.0				275.2				
RIGHT HONDA	V212	295.7			295.7								
RIVER OAKS TOYOTA	V212	308.0							308.0				
RIVERGATE TOYOTA	V212	340.1			216.3				123.8				
RIVERTON HYUNDAI SUZUKI	V212	460.3			434.9				25.3				
ROCK HONDA	V212	1,086.0			903.4		181.8		0.9				
ROCKLAND NISSAN	V212	1,153.1			1,153.1								
ROCKLAND TOYOTA	V212	911.0			892.4		18.6						
ROGER BEASLEY MAZDA	V212	2,498.2			2,482.4				15.8				
RON CARTER TOYOTA	V212	757.8							757.8				
RON MARHOFER HYUNDAI	V212	643.3			643.3								
ROSEN HONDA	V212	721.3			721.3								
ROSEN HYUNDAI	V212	426.7			426.7								
ROSEN NISSAN	V212	702.4			608.7				93.7				
ROSENTHAL LANDMARK HONDA	V212	289.8			284.5				5.3				
ROSENTHAL MAZDA NISSAN	V212	309.4			309.4								
ROSEVILLE HYUNDAI	V212	1,229.9			1,153.4				76.5				
ROSEVILLE TOYOTA	V212	1,183.1			760.1				423.0				
ROSNER TOYOTA	V212	830.6			829.7				0.9				
ROSWELL INFINITI/N ATLNT	V212	339.2			339.2								
ROTO SUBARU	V212	333.4			333.4								
ROUND ROCK NISSAN	V212	371.6			336.6				35.0				
ROUTREE HYUNDAI	V212	394.9							394.9				
ROUTE 22 HONDA	V212	667.6			38.9				628.7				
ROUTE 22 NISSAN	V212	626.2			36.5				589.6				
ROUTE 22 TOYOTA	V212	452.7			26.2				426.5				
ROUTE 23 AUTOMALL NISSAN	V212	387.7			387.7								
ROY ROBINSON SUBARU	V212	502.9			470.8				32.1				
ROYAL HONDA	V212	394.8			342.6				52.2				
RUDOLPH HONDA	V212	318.3					67.6		250.6				
RUDOLPH HONDA	V212	455.2			455.2								
RUDY LUTHER SCION TOYOTA	V212	1,205.3			24.6				1,180.7				
RUSS DARROW KIA	V212	333.4							333.4				
RUSSEL TOYOTA	V212	415.0			10.5		9.6		394.9				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RUSTY WALLACE KIA	V212	423.7							423.7				
RUSTY WALLIS HONDA	V212	657.3			657.3								
SAM SWOPE HONDA	V212	1,889.9			1,707.8		2.9		179.2				
SAM SWOPE MITSUBISHI	V212	756.7			688.3				68.3				
SAM SWOPE SUZUKI	V212	402.8			386.1				16.7				
SAN LEANDRO NISSAN	V212	304.3			304.3								
SAN MARCOS TOYOTA	V212	422.2			403.2		7.7		11.3				
SANDY SPRINGS SCION TOY	V212	1,731.1			1,731.1								
SANSONES HYUNDAI SUZUKI	V212	273.6			273.6								
SANSONES NISSAN	V212	260.4			260.4								
SANTA MONICA ACURA	V212	255.9			255.9								
SANTA MONICA NISSAN	V212	294.2			294.2								
SAWGRASS INFINITI	V212	1,884.5			1,884.5								
SCHAUMBURG HONDA	V212	2,489.2			2,168.7				320.6				
SCHAUMBURG MITSUBISHI	V212	637.9			637.9								
SCHAUMBURG SCION TOYOTA	V212	482.6			482.6								
SCHLOSSMANN'S HONDA CITY	V212	1,037.0			1,029.1				7.9				
SCION TOYOTA 101	V212	632.6			632.6								
SCION TOYOTA CITY	V212	645.2			100.6	544.6							
SCION TOYOTA NORTH	V212	401.7			58.3	343.4							
SCION TOYOTA OF ALAMEDA	V212	427.7			427.7								
SCION TOYOTA OF CONCORD	V212	373.8			373.8								
SCION TOYOTA/MANHATTAN	V212	409.5			409.5								
SCION TOYOTA/MELBOURNE	V212	455.2			455.2								
SCOTT CLARKS TOY SCION	V212	604.9							604.9				
SCOTT CLARKS TOYOTA CITY	V212	790.5			1.0				789.5				
SCOTT CRUMP TOYOTA	V212	302.9							302.9				
SCOTT ROBINSON HONDA	V212	286.7			286.7								
SEAGER TOYOTA	V212	842.0			647.2				194.9				
SELMA HONDA	V212	339.0			312.0				27.0				
SERRA HONDA	V212	657.5			535.3		23.7		98.4				
SERRA HYUNDAI	V212	408.3			408.3								
SERRA KIA	V212	390.1			374.4		15.7						
SERRA NISSAN	V212	299.2			292.7				6.5				
SERRA TOYOTA	V212	917.6			69.8		77.7		770.1				
SERRAMONTE NISSAN	V212	377.6			377.6								
SHACK FINDLAY HONDA	V212	274.8			139.1				135.7				
SHERWOOD HONDA	V212	644.7			629.2				15.4				
SHORTLINE SUBARU	V212	487.8			255.4				232.4				
SHOWCASE HONDA	V212	825.2			817.2				7.9				
SIERRA HONDA	V212	498.9			498.9								
SKYLINE MITSUBISHI &ARAPAHOE MTSBSH	V212	2,737.8			2,547.3				190.6				
SLOANE HONDA	V212	728.2			595.0				133.2				
SLOANE TOYOTA	V212	877.7			616.8				261.0				
SMITHTOWN NISSAN	V212	388.8			388.8								
SOMERSET NISSAN	V212	502.7			502.7								
SOUTH BAY HONDA	V212	663.3			663.3								
SOUTH BAY TOYOTA	V212	855.9					855.9						
SOUTH COAST MITSUBISHI	V212	425.9			425.9								
SOUTH MOTORS HONDA	V212	1,048.8			1,007.6				41.2				
SOUTH SHORE HONDA	V212	701.6			701.6								
SOUTHWEST HYUNDAI	V212	3,286.8			2,270.6				1,016.2				
SOUTHWEST HYUNDAI KIA	V212	2,370.4			2,370.4								
SOUTHWEST KIA	V212	7,872.2			3,157.2		120.9		4,594.0				
SOUTHWEST KIA PRE-OWND C	V212	414.5							414.5				
SPITZER SCION TOYOTA	V212	332.6			332.6								
SPORT CITY TOYOTA	V212	314.9			273.7				41.2				
SPREEN HONDA	V212	254.2			240.2		14.0						
SPRINGFIELD HYUNDAI	V212	275.7			275.7								
ST CHARLES HYUNDAI NSN	V212	422.3			422.3								
STADIUM TOYOTA	V212	1,464.4			138.1				1,326.3				
STAR NISSAN	V212	1,049.9			1,047.8		2.1						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
STAR SUBARU	V212	408.6			98.5	310.1							
STAR TOYOTA	V212	1,107.8			441.5				666.3				
STEVE BAILEY HONDA	V212	268.4			239.7				28.8				
STEVENS CREEK MITSUBISHI	V212	1,243.6			1,243.6								
STEVENS CREEK NISSAN	V212	563.7			563.7								
STEVENS CREEK SUBARU	V212	893.0			893.0								
STEVENS CREEK TOYOTA	V212	381.2			381.2								
STEVINSON LEXUS	V212	322.7			143.5				179.2				
STEVINSON SCION TOYOTA & WEST AUTO	V212	946.7			946.7								
STONE MTN NISSAN	V212	514.2			15.6				498.6				
STONE MTN TOYOTA	V212	967.1							967.1				
SUBARU & TOY/MORRISTOWN	V212	442.4			442.4								
SUBARU OF STAMFORD	V212	425.7			274.9	150.8							
SUBARU OF THOUSAND OAKS	V212	282.6			282.6								
SUBURBAN SUBARU	V212	254.8			254.8								
SUNNYSIDE TOYOTA	V212	370.2							370.2				
SUNNYVALE TOYOTA	V212	3,891.5			3,891.5								
SUNTRUP NISSAN	V212	599.2			583.3				15.9				
SUPERIOR ACURA	V212	254.7			254.7								
SUPERIOR HONDA	V212	705.4			378.1				327.2				
SUPERIOR HYUNDAI	V212	804.8			799.6				5.2				
SUPERIOR LEXUS	V212	675.9							675.9				
SUPERIOR NISSAN	V212	1,657.5			1,554.7		7.5		95.3				
SUPERIOR NISSAN/CARSON	V212	1,011.6			1,007.4				4.2				
SUPERIOR NISSAN/MSN HLS	V212	673.3			604.7				68.6				
SUPERIOR NISSAN/PNT HLS	V212	1,630.7			1,630.7								
SUTHERLIN MAZDA NISSAN	V212	3,609.7			3,609.7								
SUTHERLIN NISSAN	V212	578.4					21.0		557.4				
SUZUKI OF HUNTSVILLE	V212	298.9							298.9				
SUZUKI OF WAYNE	V212	617.5			617.5								
TAMERON HONDA MITSUBISHI LEASING	V212	985.4			985.4								
TANSKYS SAWMILL TOYOTA	V212	277.0			38.9				238.1				
TARBOX HYUNDAI	V212	1,133.1			1,133.1								
TARRYTOWN HONDA	V212	1,135.7			1,132.7		3.0						
TEAM HONDA	V212	1,461.6			897.0		22.7		541.8				
TEAM HONDA NISSAN	V212	504.0			504.0								
TEAM INFINITI	V212	435.3			435.3								
TEAM NISSAN	V212	1,889.7			1,751.9		56.8		81.0				
TEAM SCION TOYOTA	V212	265.0			265.0								
TEAM TOYOTA	V212	2,689.6			1,733.4		108.5		847.6				
TED RUSSELL ISUZU	V212	264.7							264.7				
TEMPE KIA	V212	370.0			370.0								
TEXAS TOYOTA	V212	1,379.2			63.1				1,316.2				
THOMAS KIA	V212	498.7			498.7								
THOMAS NISSAN HYUNDAI	V212	1,099.9			1,099.9								
THOMAS SCION TOYOTA	V212	347.7			347.7								
THOMAS TOYOTA	V212	1,365.1			1,385.1								
THOROUGHBRED NISSAN	V212	323.0							323.0				
THOUSAND OAKS TOYOTA	V212	2,777.5			2,777.5								
TIM DAHLE INFINTI	V212	256.1			238.5				17.6				
TIM DAHLE NISSAN	V212	1,126.3			1,123.6				2.7				
TIPTON HONDA	V212	304.6			289.4				15.2				
TITUS WILL TOYOTA	V212	265.4			265.4								
TODD ARCHER HYUNDAI	V212	343.9			249.4		0.7		93.8				
TOM OBIEN HYUNDAI	V212	322.0			322.0								
TOM PEACOCK NISSAN	V212	362.3			361.2				1.1				
TOM WILLIAMS LEXUS	V212	479.6			277.1				202.6				
TOM WOOD LEXUS	V212	489.0			144.6				344.4				
TOM WOOD NISSAN	V212	257.4			67.8				189.6				
TOM WOOD TOYOTA	V212	294.3			16.4		19.6		258.4				
TORRANCE TOYOTA	V212	723.9			723.9								
TOWN & COUNTRY TOY SCION	V212	593.9							593.9				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TOWN NORTH NISSAN	V212	261.0			258.7				2.3				
TOWNE HYUNDAI	V212	626.4			342.7				283.7				
TOWNE HYUNDAI TOYOTA	V212	346.2			346.2								
TOYOTA 101	V212	507.6			507.6								
TOYOTA CENTER	V212	525.8			18.6				507.2				
TOYOTA CENTRAL	V212	973.9							973.9				
TOYOTA CHULA VISTA	V212	464.3			426.9				37.4				
TOYOTA CREDIT/AUTO SALES	V212	1,652.7							1,652.7				
TOYOTA GREENVILLE	V212	1,236.2			1,236.2								
TOYOTA KNOXVILLE	V212	297.4					33.6		263.8				
TOYOTA LOC DLR	V212	437.7							437.7				
TOYOTA MALL OF GA	V212	2,138.8			530.1		395.8		1,212.9				
TOYOTA OF ALAMEDA	V212	572.8			572.6				0.3				
TOYOTA OF BEDFORD	V212	265.0			3.3				261.7				
TOYOTA OF CARLSBAD	V212	930.7			487.6		82.8		360.3				
TOYOTA OF DALLAS	V212	976.2			632.1				344.0				
TOYOTA OF EASLEY	V212	1,081.6			995.3				86.3				
TOYOTA OF ESCONDIDO	V212	782.7							782.7				
TOYOTA OF FORT WORTH	V212	1,182.3			1,121.4		38.4		22.5				
TOYOTA OF GARDEN GROVE	V212	560.8			11.0				549.8				
TOYOTA OF GLENDALE	V212	658.4			25.6				632.8				
TOYOTA OF GLENORA	V212	440.0			106.1				333.9				
TOYOTA OF GREENWICH	V212	1,513.5			1,513.5								
TOYOTA OF GREER	V212	1,720.7			1,344.5				376.2				
TOYOTA OF HOLLYWOOD	V212	850.2			822.7		14.4		13.1				
TOYOTA OF IRVING	V212	250.6			146.5		98.8		5.3				
TOYOTA OF LAKE NORMAN	V212	426.2			2.0				424.1				
TOYOTA OF LEWISVILLE	V212	876.5			76.0				800.5				
TOYOTA OF LOUISVILLE	V212	957.3			186.1		66.3		705.0				
TOYOTA OF MCKINNEY	V212	435.3							435.3				
TOYOTA OF MERRILLVILLE	V212	424.0			381.7		42.4						
TOYOTA OF NEW ORLEANS	V212	1,074.7			1,035.2				39.5				
TOYOTA OF ORANGE	V212	355.1			355.1								
TOYOTA OF ORLANDO	V212	420.5							420.5				
TOYOTA OF PASADENA	V212	1,258.8			1,199.0				59.8				
TOYOTA OF RICHARDSON	V212	804.7			804.6				0.0				
TOYOTA OF RIVERSIDE	V212	326.8					326.8						
TOYOTA OF ROSWELL	V212	345.3							345.3				
TOYOTA OF ROSWELL & TOYOTA SOUTH	V212	279.7							279.7				
TOYOTA OF SANTA MONICA	V212	565.1			565.1								
TOYOTA OF TAMPA BAY	V212	1,664.8			1,212.0		73.4		379.4				
TOYOTA OF THE BRONX	V212	1,330.0			1,330.0								
TOYOTA OF WINTER HAVEN	V212	261.6							261.6				
TOYOTA ON NICHOLASVILLE	V212	444.7							444.7				
TOYOTA SAN DIEGO	V212	292.7					42.1		250.6				
TOYOTA SCION OF CONCORD	V212	667.1							667.1				
TOYOTA SCION OF ORLANDO	V212	6,253.5							6,253.5				
TOYOTA SCION/LAKE NORMAN	V212	2,866.2							2,866.2				
TOYOTA SCION/RUNNEMEDE	V212	1,016.3			1,016.3								
TOYOTA SOUTH	V212	433.4			197.6		56.2		179.7				
TOYOTA UNIVERSE	V212	2,129.0			2,129.0								
TOYOTA WEST	V212	546.1			52.4				493.7				
TOYOTA/SAN JUAN CPSTRN	V212	321.9			321.9								
TOYOTA/TEMECULA VALLEY	V212	779.7			779.7								
TOYOTALAND AUTOS	V212	724.2			287.9				436.4				
TRACY HYUNDAI	V212	311.8			311.8								
TRI-CITIES NISSAN	V212	365.5							365.5				
TRICKETT HONDA	V212	265.0							265.0				
TRI-COUNTY LEXUS	V212	504.6			504.6								
TROPHY NISSAN	V212	1,923.1			246.4				1,676.7				
TUSTIN TOYOTA	V212	361.5			250.5				111.0				
UNITED NISSAN	V212	740.9			2.1				738.8				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
UNIVERSAL CITY NISSAN	V212	871.3			798.6				72.8				
UNIVERSAL HYUNDAI	V212	434.8			434.8								
UNIVERSAL TOYOTA	V212	1,200.9			623.1				577.8				
UNIVERSITY MAZDA	V212	916.4			869.1				47.3				
UTAHHONDADEALERS.COM ONLINE	V212	275.7							275.7				
VALENCIA NISSAN	V212	688.3			688.3								
VALLEJO TOYOTA	V212	315.5			315.5								
VALLEY HONDA	V212	4,186.1			3,849.3				336.8				
VALLEY TOYOTA	V212	583.9			10.2		573.7						
VAN GRIFFITH KIA	V212	371.9			327.6		44.3						
VANDERGRIFF HYUNDAI	V212	834.2			641.2		146.7		46.2				
VANDERGRIFF TOYOTA	V212	1,723.0			1,723.0								
VANDERSTYNE TOYOTA	V212	331.4			231.4		37.9		62.1				
VICTORY HONDA	V212	1,033.5					37.9		995.7				
VICTORY HONDA/PLYMOUTH & VCTRY HND/MN	V212	837.7							837.7				
VICTORY NISSAN	V212	2,847.9			96.6				2,751.4				
VICTORY TOYOTA	V212	2,120.2			610.8		41.4		1,468.0				
VIP HONDA	V212	374.4			205.9		168.5						
VISION HYUNDAI	V212	1,552.5			16.0				1,536.5				
VISION HYUNDAI LEASING	V212	280.6							280.6				
VISTA HONDA	V212	864.2			864.2								
WALKER ACURA	V212	337.7			337.7								
WALKER SCION TOYOTA	V212	381.7			381.7								
WALKERS RENTON MAZDA	V212	514.6			514.6								
WALKERS RENTON MTSBSH	V212	419.1			403.3				15.8				
WALKERS RENTON SUBARU	V212	669.3			669.3								
WALNUT CREEK HONDA	V212	1,538.3			1,469.6		68.7						
WALNUT CREEK TOYOTA	V212	794.0			794.0								
WANTAGH MAZDA	V212	260.7			260.7								
WARNOCK LEXUS	V212	311.6			311.6								
WAYNE HYUNDAI	V212	1,413.4			1,413.4								
WAYNE MAZDA	V212	11,371.4			11,369.6		1.8						
WEIR CANYON HONDA	V212	263.2			263.2								
WEISS SCION TOYOTA	V212	274.1			274.1								
WELLESLEY MAZDA	V212	255.8			255.8								
WESLEY CHAPEL TOYOTA	V212	267.7					98.2		91.8				77.7
WEST COVINA NISSAN	V212	804.3			695.2				109.1				
WEST COVINA SCION TOYOTA	V212	316.6			316.6								
WEST COVINA TOYOTA	V212	483.0			483.0								
WEST KENDALL TOYOTA	V212	263.3			83.7				179.6				
WEST LOOP HYUNDAI	V212	507.1			507.1								
WEST LOOP MITSUBISHI	V212	1,165.7			899.8				265.9				
WEST PALM NISSAN	V212	493.1			191.2				302.0				
WEST VALLEY SUZUKI	V212	398.6			312.3				86.3				
WESTCHESTER SCION TOYOTA	V212	1,455.4			1,455.4								
WESTCHESTER TOYOTA	V212	394.1			394.1								
WESTCOTT MAZDA	V212	286.9			286.9								
WESTON NISSAN LEASING	V212	436.9							436.9				
WHITE BEAR ACURA SUBARU	V212	557.5			557.5								
WHITE PLAINS HONDA	V212	1,250.9			1,250.9								
WILDE SCION TOYOTA	V212	940.6			940.6								
WILDE TOYOTA	V212	446.7			309.4				137.3				
WILKIE LEXUS	V212	516.1			483.1				33.0				
WILKINS MAZDA	V212	1,250.2			1,250.2								
WILLIAMS HONDA	V212	268.4			130.1				138.2				
WILSONVILLE TOYOTA	V212	553.0					40.1		512.9				
WONDRIES SCION TOYOTA	V212	1,926.6			1,926.6								
WOODFIELD NISSAN	V212	3,625.3			3,619.3				6.1				
WORLD CAR HYUNDAI	V212	1,736.7			185.3				1,551.4				
WORLD CAR KIA	V212	1,746.9			110.6				1,636.2				
WORLD CAR MAZDA	V212	622.3			170.0				452.3				
WORLD CAR NISSAN	V212	901.0			221.0				680.1				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WORLD KIA	V212	267.4			50.2				217.3				
WORLD SCION TOYOTA	V212	778.4			778.4								
WORLD TOYOTA	V212	601.9			294.2				307.8				
YOKEM TOYOTA	V212	430.8							430.8				
YONKERS HONDA	V212	771.7			771.7								
128 SAAB &128 VOLVO	V213	431.2			431.2								
ALPINE JAGUAR	V213	601.6			601.6								
ASSAEL BMW	V213	398.6			398.6								
ATLANTIC AUDI	V213	678.3			404.0	274.3							
AUDI LOC DLR	V213	552.1							552.1				
AUDI LOC DLR LEASING	V213	636.8							636.8				
AUDI OF CHARLOTTE	V213	311.0			251.9				59.1				
AUDI OF DOWNTOWN LA	V213	699.6			699.6								
AUDI OF HUNTINGTON & AUDI/SMITHTOWN	V213	419.7			345.6	74.1							
AUDI WEST COVINA	V213	321.1			321.1								
AUTOBAHN MERCEDES	V213	618.5			618.5								
AUTOHAUS OF CLAYTON BMW	V213	383.7			84.2				299.5				
BARRETT JAGUAR	V213	254.7			254.7								
BARRIER VOLVO	V213	796.3			796.3								
BAUER JAGUAR	V213	332.1			332.1								
BAY RIDGE LEXUS &MANHATTAN QNS LXS	V213	3,012.9			1,706.8	1,306.1							
BENZEL BSCH MYBCH MRC BN	V213	290.1			161.8	128.3							
BERGEN JAGUAR & ENGLEWOOD JAGUAR	V213	300.7			283.7	17.0							
BERGERON VOLVO	V213	663.6			663.6								
BEST VOLVO	V213	306.2			282.3				23.9				
BEVERLY HILLS BMW	V213	520.6			520.6								
BILL GRAY VOLVO	V213	394.7			394.7								
BILL JACOBS BMW	V213	310.8			310.8								
BMW CENTER	V213	336.8	101.2		235.6								
BMW GALLERY	V213	285.7			187.8				97.9				
BMW LOC DLR	V213	1,087.7							1,087.7				
BMW LOC DLR LEASING	V213	1,529.7							1,529.7				
BMW MERCEDES/ORLAND PARK	V213	514.5			514.5								
BMW NORTH SCOTTSDALE	V213	500.8			500.8								
BMW OF BAYSIDE	V213	289.3			277.6	11.7							
BMW OF BEL AIR	V213	517.5			517.5								
BMW OF BEL AIR & BMW OF TOWSON	V213	658.4			658.4								
BMW OF BLOOMFIELD	V213	504.0			504.0								
BMW OF FREEHOLD	V213	285.0			285.0								
BMW OF GREENWICH & PLACE BMW	V213	513.3			10.7	502.6							
BMW OF MANHATTAN	V213	1,105.3			167.4	855.9			82.1				
BMW OF MT VIEW	V213	255.3			255.3								
BMW OF NORTH HAVEN	V213	858.0			734.6				123.4				
BMW OF SAN DIEGO	V213	443.1			443.1								
BMW OF TOWSON	V213	1,662.3			1,252.5				409.8				
BMW OF TOWSON & MINI OF TOWSON	V213	757.2			757.2								
BOB BYERS VOLVO	V213	288.4			288.4								
BOMMARITO AUDI	V213	517.7			517.7								
BOMMARITO VOLKSWAGEN	V213	415.1			415.1								
BRAMAN AUDI DLR	V213	305.6			305.6								
BRUMOS MTR CRS MCDS BNZ	V213	764.5			764.5								
CALSTAR MOTORS MRCDs BNZ	V213	1,327.4			1,327.4								
CENTURY WEST BMW	V213	935.6			935.6								
CHAMPION AUDI	V213	1,418.1			1,418.1								
CHAPLINS VOLKSWAGEN	V213	522.9			522.9								
CHAPMAN BMW	V213	1,413.4			1,315.0				98.4				
CHARLES MAUND VOLKSWAGEN	V213	478.6			478.6								
CHERRY HILL VOLVO	V213	398.1			398.1								
CIRCKLE AUDI	V213	421.8			421.8								
CLASSIC AUDI	V213	398.2			225.8	172.4							
CLASSIC BMW	V213	698.3			607.7				90.6				
COLE EUROPEAN AUTO DLR	V213	499.5			499.5								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
COMMONWEALTH AUDI	V213	308.0			308.0								
COMPETITION BMW/SMTHTWN	V213	755.8			280.0	475.8							
CONTEMPORARY MTR/MRCDS	V213	326.2			326.2								
COURTESY MERCEDES BENZ	V213	626.5			494.5		132.0						
CREVIER BMW	V213	429.4			429.4								
CROWN AUDI	V213	389.6			379.8		9.8						
CROWN JAGUAR	V213	279.9			279.9								
CROWN MERCEDES BENZ	V213	1,439.2			1,379.7				59.5				
CULVER CITY VOLVO	V213	477.6			477.6								
DAVID MICHAEL MRCDS BNZ	V213	324.5			324.5								
DESIMONE BMW	V213	384.1			266.2				117.9				
DIFEO BMW	V213	384.7			213.4								171.3
DORSCHL VOLKSWAGEN	V213	275.7			201.4				74.3				
DOWNTOWN LA MERCEDES BNZ	V213	1,523.9			1,523.9								
DYER & DYER VOLVO	V213	511.0			438.9		52.0		20.2				
EMICH VOLKSWAGEN	V213	384.2			110.5		64.1		209.6				
FC KERBECK BENTLEY	V213	420.2			398.6				21.6				
FERRARI&MASERATI/SEATTLE	V213	577.4			577.4								
FIELDS BMW	V213	257.0			77.4				179.6				
FIELDS BMW LEASING	V213	458.8							458.8				
FLETCHER JONES MRCDS BNZ	V213	2,194.8			2,188.8		6.1						
GALPIN JAGUAR	V213	440.2			440.2								
GANLEY MERCEDES BENZ & GANLEY TOYOTA	V213	271.6			271.6								
GLOBE MERCEDES BENZ	V213	457.2			457.2								
GOSSETT VOLKSWAGEN	V213	624.9			586.5				38.4				
GREENBRIER VOLKSWAGEN	V213	463.8			411.1				52.8				
GUNTHER VOLKSWAGEN	V213	910.1			905.0				5.1				
HABBERSTAD BMW	V213	766.1			758.2	7.8							
HASSEL MOTORS BMW	V213	410.9			393.6	17.3							
HELMS BROS MERCEDES BENZ	V213	362.5			15.1	347.4							
HENDRICK BMW & HENDRICK MINI	V213	321.3			321.3								
HENNESSY JAGUAR	V213	391.6			391.6								
HENNESSY LAND ROVER	V213	379.4			350.8				28.6				
HERB CHAMBERS BMW MRCDS	V213	672.9			672.9								
HERB CHAMBERS BMW/BOSTON & FRGN/BMW	V213	255.9							255.9				
HERITAGE JAGUAR/FREEPOR	V213	503.3			93.1	410.2							
HOLBERTS AUDI VOLKSWAGEN	V213	291.5			291.5								
HOUSE/IMPORTS MERCEDES	V213	297.4			297.4								
JACK DANIELS AUDI	V213	580.5			580.5								
JACK HANANIAS VW/ORNG PR	V213	254.9			254.9								
JAGUAR LAND ROVER/VNTR	V213	307.7			307.7								
JAGUAR OF SOUTH BAY	V213	280.7			280.7								
JAGUAR PALM BEACH	V213	668.2			666.1				2.2				
JIM BURKE SAAB	V213	280.0			279.9				0.1				
JOE HEIDT VOLKSWAGEN	V213	260.6			260.6								
KUNDERT VOLVO	V213	537.1			439.0								98.1
LAND ROVER CHARLOTTE	V213	311.9			311.9								
LAND ROVER ENCINO	V213	313.3			313.3								
LAND ROVER LOC DLR	V213	4,872.3			15.0	19.5			4,837.8				
LAND ROVER MANHATTAN	V213	502.4			121.5	380.8							
LAND ROVER MINNEAPOLIS	V213	298.7			147.5				151.2				
LAND ROVER NEW ORLEANS	V213	619.6			617.3				2.3				
LAND ROVER PALM BEACH	V213	1,173.9			1,173.9								
LAND ROVER PARAMUS	V213	366.1			341.0	25.1							
LARRY MILLER VOLKSWAGEN	V213	265.3			222.1				43.2				
LAUDERDALE BMW	V213	555.9			466.7				89.2				
LAUDERDALE BMW LEASING	V213	702.2							702.2				
LAUREL AUDI	V213	1,073.1			1,073.1								
LAUREL BMW	V213	1,705.2			1,702.3				2.9				
LEITH BMW	V213	294.2			257.6					36.5			
LIFE QUALITY BMW	V213	371.0			169.8	201.2							
LIVERMORE AUDI	V213	464.3			464.3								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LOEBER MTRS MRCDS BNZ PR	V213	359.6			359.6								
LONG ISLAND BMW DLR ASSN	V213	301.5			301.5								
MANHATTAN AUDI	V213	1,602.7				1,602.7							
MAROONE VOLKSWAGEN VOLVO	V213	271.7			271.7								
MCKENNA AUDI	V213	379.4			379.4								
MCKENNA BMW	V213	581.5			563.5		18.0						
MCKENNA VOLKSWAGEN	V213	364.2			364.2								
MERCEDES BENZ LOC DLR	V213	4,081.1							4,081.1				
MERCEDES BENZ LOC DLR LEASING	V213	1,057.7								1,057.7			
MERCEDES BENZ OF BOERNE	V213	259.2			213.9		45.3						
MERCEDES BENZ OF CHICAGO	V213	269.3			269.3								
MERCEDES BENZ OF OAKLAND	V213	2,377.2			2,180.4				196.9				
MERCEDES BENZ OF TAMPA	V213	538.8			513.6				25.2				
MERCEDES BENZ/BVRLY HLS	V213	993.3			993.3								
MERCEDES BENZ/CALABASAS	V213	497.9			497.9								
MERCEDES BENZ/EL DRD HLS	V213	596.4			98.7				497.6				
MERCEDES BENZ/ESCONDIDO	V213	297.7			153.0					144.7			
MERCEDES BENZ/FAIRFIELD	V213	254.9			127.4		127.5						
MERCEDES BENZ/FT LDRDL &MRCDS BNZ/PM	V213	311.2			311.2								
MERCEDES BENZ/GREENWICH	V213	437.1			223.5		213.5						
MERCEDES BENZ/HFMN EST	V213	253.5			253.5								
MERCEDES BENZ/HUNTINGTON	V213	914.1			315.2		598.9						
MERCEDES BENZ/LAGUNA NGL	V213	815.3			815.3								
MERCEDES BENZ/LARCHMONT	V213	897.1			386.2		360.7		150.2				
MERCEDES BENZ/LONG BEACH	V213	507.8			507.8								
MERCEDES BENZ/MORRISTOWN	V213	363.9			147.8		167.4			48.7			
MERCEDES BENZ/NAPERVILLE	V213	670.8			670.8								
MERCEDES BENZ/NASHVILLE	V213	255.9			76.0				20.2		159.7		
MERCEDES BENZ/NORTH HVN	V213	735.9			607.2					128.7			
MERCEDES BENZ/NRTH OLMST LEASING	V213	281.9								281.9			
MERCEDES BENZ/OK CITY	V213	273.6				134.8					138.7		
MERCEDES BENZ/PALM BEACH	V213	576.6				572.8					3.8		
MERCEDES BENZ/PLEASANTON	V213	880.9				448.8					432.1		
MERCEDES BENZ/SACRAMENTO	V213	348.0				266.8				81.2			
MERCEDES BENZ/SAN ANTN	V213	387.2				387.2							
MERCEDES BENZ/SAN DIEGO	V213	332.2				332.2							
MERCEDES BENZ/SAN FRNCSC LEASING	V213	253.2							253.2				
MERCEDES BENZ/STHMPTN	V213	565.6				217.0		348.6					
MERCEDES BENZ/WALNUT CRK	V213	1,528.5				1,528.5							
MERCEDES BENZ/WESTMONT	V213	603.3				603.3							
MERCEDES BENZ/WESTWOOD	V213	294.7				199.7				95.0			
MERCEDES BENZ/WHITE PLNS	V213	998.6				578.0		420.6					
MERCEDES BENZ/OF ANAHEIM	V213	2,370.9				2,370.9							
MERCEDES BENZ/OF POMPANO	V213	684.2				684.2							
MERCEDES BENZ/VALENCIA	V213	480.4				480.4							
MICHAEL STEAD PORSCHE	V213	295.0				295.0							
MINI OF TOWSON	V213	319.9				225.0				94.9			
MONTCLAIR VOLVO	V213	274.3				274.3							
MORRISTOWN BMW	V213	266.6				199.5		67.0					
MOTOR WERKS BMW	V213	338.0				240.9				97.2			
NEW CNTRY AUDI/GRNWCH	V213	289.9				63.8		226.1					
NORTHSORE VOLKSWAGEN	V213	259.8				259.8							
ONTARIO VOLKSWAGEN VOLVO	V213	354.3				354.3							
OPEN ROAD BMW	V213	376.9				312.6		64.2					
P&W BMW	V213	392.5				392.5							
PALM BEACH/LTD JAGUAR	V213	307.4				307.4							
PARK AVE BMW	V213	321.2							88.0		233.2		
PARK PLACE VOLVO	V213	824.1				824.1							
PARKFIELD MOTORS SAAB	V213	1,173.6				1,173.6							
PASSPORT BMW	V213	398.4				398.4							
PATRICK JAGUAR	V213	342.3				342.3							
PAUL MILLER BMW	V213	453.6				230.6		58.7		164.3			

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PEAKE BMW	V213	634.1			604.8				29.3				
PENSKE MERCEDES BENZ	V213	804.3			804.3								
PERFORMANCE VOLKSWAGEN	V213	346.3			336.6				9.7				
PHIL SMART MERCEDES BENZ	V213	709.7			440.0				269.7				
PHOENIX MOTOR/MRCD'S BNZ	V213	397.2			397.2								
PLAZA BMW	V213	409.9			387.8				22.0				
PORSCHE CAYMAN	V213	719.0			504.6	214.3							
PORSCHE/DOWNTOWN/LA	V213	454.8			454.8								
POWELL VOLVO	V213	408.9			408.9								
PRESTIGE AUDI	V213	252.8			169.3		43.7		39.8				
PRESTIGE BMW	V213	432.1			415.3	16.8							
PRESTIGE IMPORTS AUDI	V213	1,607.2			1,607.2								
PRESTIGE VOLKSWAGEN	V213	336.9			336.9								
QUIRK VOLKSWAGEN	V213	1,303.6			1,303.6								
RALLYE BMW	V213	329.0			300.7	28.3							
RASMUSSEN BMW	V213	356.3			50.2				306.1				
RBMI/ATLANTA MERCEDES BNZ	V213	329.8			329.8								
RICKENBAUGH VOLVO	V213	350.8			350.8								
RIVERBANK VW/STAMFORD	V213	283.8			283.8								
ROGER BEASLEY AUDI	V213	521.5			416.5		34.1		70.8				
ROGER BEASLEY SAAB VOLVO & VLV/GRGTWN	V213	1,347.9			1,347.9								
ROGER JOBS PORSCHE	V213	289.1			289.1								
RUSNAK AUDI	V213	310.3			310.3								
RUSNAK BMW	V213	901.7			901.7								
RUSNAK MERCEDES BENZ	V213	582.2			582.2								
SAAB OF SANTA MONICA	V213	571.0			571.0								
SAM SWOPE BMW	V213	430.4			283.9				146.4				
SANDBERG VOLVO	V213	250.9			250.9								
SANTA MONICA BMW	V213	327.5			327.5								
SCHUMACHER MERCEDES	V213	268.5			264.8				3.7				
SHEEHAN SAAB	V213	470.4			470.4								
SILVER STAR MERCEDES BNZ	V213	360.7			188.6	172.2							
SMYTHE MERCEDES BENZ	V213	512.3							512.3				
SMYTHE VOLVO	V213	285.0			285.0								
SOUTH BAY BMW	V213	356.0			356.0								
SOUTH MOTORS BMW	V213	274.2			274.2								
SOUTH MOTORS BMW MINI	V213	436.8			436.8								
SOUTH SHORE VOLVO	V213	267.0			267.0								
STEVE THOMAS BMW	V213	668.7			668.7								
STEVENS CREEK AUDI	V213	858.3			858.3								
STEVENS CREEK BMW	V213	557.9			556.2				1.7				
STEVENS CREEK PORSCHE	V213	449.7			449.7								
SUNTRUP WEST COUNTY BMW	V213	850.4			810.4				39.9				
SUNTRUP WEST COUNTY VLV	V213	494.4			494.4								
TERRY YORK VALENCIA BMW	V213	535.9			535.9								
TOM BUSH BMW	V213	525.1			511.2				13.9				
UNIVERSITY AUDI	V213	841.8			685.8				156.0				
VISTA BMW	V213	451.5			86.8				364.7				
VISTA MOTORS BMW	V213	1,170.1			1,122.6	47.6							
VOB BMW	V213	427.5			427.5								
VOLKSWAGEN NORTH SCTSDL	V213	271.2			271.2								
VOLKSWAGEN/DOWNTOWN LA	V213	697.4			452.4				245.0				
VOLVO CENTER	V213	304.7			304.7								
VOLVO NORTH SCOTTSDALE	V213	359.2			359.2								
VOLVO OF CALABASAS	V213	1,474.3			1,474.3								
VOLVO OF CHARLOTTE	V213	392.5			392.5								
VOLVO OF DALLAS	V213	252.1			252.1								
VOLVO OF FORT WA	V213	322.8			322.8								
VOLVO OF LISLE	V213	575.8			575.8								
VOLVO OF LOUISVILLE	V213	260.9			251.4				9.5				
VOLVO OF ORANGE COUNTY	V213	795.4			795.4								
VOLVO OF SANTA MONICA	V213	344.4			344.4								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WALKER VOLKSWAGEN	V213	276.2			276.2								
WEISS BRENTWOOD VOLVO	V213	285.4			280.2				5.2				
WEST SIDE VOLKSWAGEN	V213	439.2			436.7				2.5				
WI SIMONSON MERCEDES	V213	1,195.9			1,160.9		35.0						
WIDE WORLD OF CARS BMW	V213	675.3			558.8	116.4							
#1 RICART AUTO DLR	V219	368.0			368.0								
112 AUTO SALES	V219	554.6			554.6								
AC EUROPEAN AUTO	V219	303.1			303.1								
ACA SALES & FINANCE DLR	V219	294.5			294.5								
ADAMM AREA AUTO DLRS	V219	604.1			604.1								
ADVANTAGE AUTO DLR	V219	515.0			495.9		19.1						
AL DEEBY DODGE & BILL SNETHKAMP AUTO	V219	378.5			378.5								
AL SERRA AUTO PLAZA	V219	439.3			18.8				420.5				
ALEXANDER AUTO ENTRPRS	V219	258.3			251.9				6.4				
ALHAMBRA AUTO DLR	V219	1,881.7			1,881.7								
ALISON HAGGERTY AUTO	V219	1,608.8			1,608.8								
ALLEN SAMUELS AUTO ENTRP	V219	922.4			816.5				105.9				
ALLEN SAMUELS DODGE HYND	V219	1,497.6			1,477.4				20.3				
ANCIRA AUTO ENTERPRISES	V219	1,216.3			351.5		114.5		750.2				
ANCIRA KIA VOLKSWAGEN	V219	364.7			364.7								
ANDERSON AUTO ENTRPRS	V219	1,147.5			1,147.1				0.4				
ANDERSON HONDA HUMMER	V219	386.6			386.6								
ANTIOCH AUTO DLR	V219	6,658.9			6,658.9								
ANTWERPEN MOTORCARS	V219	7,796.8			7,796.8								
ARCHER AUTO DLR	V219	919.1			919.1								
ARLINGTON AUTO DLR	V219	657.4			657.4								
ARNELL AUTO	V219	523.6			523.6								
ARRIGO AUTO	V219	6,539.0			6,539.0								
ARROW AUTO DLR	V219	482.8			458.9		23.9						
ATLANTIC AUTO DLR	V219	353.1			353.1								
ATLANTIC AUTOMALL	V219	778.3			778.3								
AUBURN VALLEY AUTO ENT	V219	1,283.3			1,283.3								
AUCTION DIR USA AUTO DLR	V219	836.9							836.9				
AUCTION DIRECT USA AUTO	V219	774.2			559.5		14.2		200.5				
AUTO ADVANTAGE CAR SALES	V219	255.7							255.7				
AUTO CARS & TRUCKS	V219	307.6			307.6								
AUTO CENTER NORTHWEST	V219	438.3			276.0				162.4				
AUTO COLLECTION/CL SPRNG	V219	585.0			326.0				259.0				
AUTO CONNECTION	V219	731.0			95.9		0.8		634.3				
AUTO GALLERY	V219	292.0			292.0								
AUTO MASTER AUTO SALES	V219	564.5					92.0		472.5				
AUTO MAXX CAR SALES	V219	1,047.1			3.2				1,043.9				
AUTO TRADE CENTER AUTO	V219	303.1			303.1								
AUTOBAHN MOTORS	V219	756.6			8.8		747.8						
AUTOBahn MOTORS &RCDS-BNZ WLNT CRK	V219	292.9			292.9								
AUTOHAUS/EDENS AUTO DLR	V219	955.5			955.5								
AUTOLAND & TOYOTALAND	V219	1,324.6			1,324.6								
AUTOLAND AUTO ENTRPRS	V219	825.7			733.9		0.3		91.5				
AUTOLENDERS LQDTN CTR	V219	2,438.8			2,438.8								
AUTONATION USA	V219	555.4			79.4		474.3		0.3				1.4
AUTOS REPOSEIDOS SALE	V219	376.1							376.1				
AUTOTRADER.COM DLR & AUTOTRADER MAG	V219	4,843.3								4,843.3			
AUTOTRADER.COM DLR ONLINE	V219	19,073.9					611.6	3,179.7	5,068.0	9,695.4			519.3
AUTOWAY AUTO ENTERPRISES	V219	571.1			380.5				190.6				
AUTOWAY DODGE HONDA	V219	364.2			364.2								
AUTOWEST AUTO ENTRPS	V219	993.9			869.7		24.6		99.7				
AUTOWEST.COM ONLINE	V219	314.1							314.1				
AUTOWORLD AUTO DLR	V219	1,259.5			1,259.5								
AVONDALE AUTO DLR	V219	1,796.5			1,796.5								
BAIERL AUTO ENTERPRISE	V219	2,187.1			2,068.0				119.0				
BAIERL.COM ONLINE	V219	250.9			59.4				191.6				
BALE CHEVROLET HONDA	V219	481.4			342.8				138.6				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BALES AUTOMALL	V219	283.1			228.2				54.9				
BALISE AUTO DLR	V219	696.8			696.8								
BANKSTON MOTORS	V219	1,126.1			1,126.1								
BARBER AUTO GROUP	V219	439.4			439.4								
BARBERINO PONTIAC NISSAN	V219	1,087.1							1,087.1				
BARLOW AUTO DLR	V219	364.4			364.4								
BARNETT AUTO GROUP	V219	634.8			634.8								
BARON AUTOMALL	V219	341.3			341.3								
BARRIER MOTORS	V219	397.4			2.1				395.3				
BARRY AUTO DLR	V219	326.6			326.6								
BASIL RESALE CENTER	V219	773.3			571.9				201.4				
BAXTER AUTO DLR	V219	564.5			564.5								
BAY RIDGE AUTO DLR	V219	980.2			912.3	67.8							
BBC DODGE ISUZU	V219	303.2			303.2								
BEAU TOWNSEND FORD NSN	V219	321.1			321.1								
BEAVERTON AUTO DLR	V219	266.3			266.3								
BECK & MASTEN AUTO DLR	V219	615.1			318.0		297.1						
BENCHMARK AUTO DLR	V219	411.4			411.4								
BENNETT AUTO DLR	V219	680.3			680.3								
BENSON AUTOMOTIVE WORLD	V219	1,100.0			1,100.0								
BIDIC AUTO DLR	V219	1,717.0			1,717.0								
BIG LOT CAR CRDT AT SLS	V219	390.9							390.9				
BIG RED SPORTS IMPORTS	V219	594.7			99.6				495.0				
BIG VALLEY AUTO SALES	V219	1,848.5			1,848.5								
BILL COLLINS FRD LNC MRC	V219	688.3			594.3				94.0				
BILL DELUA AUTO ENTRPRS	V219	410.9			410.9								
BILL GRAY AUTOMOTIVE	V219	430.2			430.2								
BILL KAY AUTO DLR	V219	1,300.8			1,300.8								
BILL LUKE AUTO DLR	V219	1,214.0			1,175.7				38.3				
BILL PIERRE AUTOS	V219	1,336.4			1,336.4								
BLUEBONNET AUTO DLR	V219	253.4			253.4								
BOARDWALK AUTO CENTER	V219	632.8			510.2		87.0		35.5				
BOB BAKER AUTO GROUP	V219	1,158.5			1,130.9				27.5				
BOB BELL AUTO GROUP	V219	2,846.9			2,837.4				9.5				
BOB BELL CHEV NISSAN	V219	604.3			604.3								
BOB DANCE AUTO DLR	V219	841.9			815.3		24.9		1.7				
BOB HOWARD AUTOMALL	V219	3,473.7			3,473.7								
BOB MOORE AUTO DLR	V219	1,596.2			1,594.5		1.7						
BOB ROHRMANS AUTO GROUP	V219	545.6			347.0		136.1		62.5				
BOBBY RAHAL AUTO DLR	V219	753.9			732.3		21.6						
BOBBY RAHAL BMW/STH HLS	V219	260.2			260.2								
BOCH AUTO DLR	V219	2,836.2			2,836.2								
BOLLES MOTORS AUTO DLR	V219	251.3			251.3								
BOMMARITO AUTO GROUP	V219	1,365.6			1,317.6				48.0				
BONHAM AUTO & GREENVILLE AUTO	V219	289.0			289.0								
BONIFACE HIERS AUTO DLR	V219	1,387.5			1,387.5								
BORMAN AUTOPLEX	V219	600.2					58.7		541.4				
BOULEVARD AUTO DLR	V219	830.7			830.7								
BOWSER AUTO DLR	V219	2,767.5			2,767.5								
BRADSHAW AUTO GROUP	V219	1,245.9			1,149.9				96.0				
BRAMAN MOTORCARS	V219	3,763.6			2,949.2		273.2		541.2				
BRANDON AUTO DLR	V219	1,542.5			1,542.5								
BRANHAVEN MOTORS AT SLS	V219	252.0			252.0								
BREDEMANN AUTO DLR	V219	806.4			806.4								
BRENT BROWN AUTO GROUP	V219	409.6							409.6				
BRENTWOOD AUTO OUTLET	V219	647.5			647.5								
BRICKELL MOTORS	V219	252.2							252.2				
BROADWALK CHEV NISSAN	V219	421.7			421.7								
BROOKDALE AUTOS	V219	1,674.1			1,674.1								
BROWN AUTO ENTERPRISES	V219	267.5			116.6		134.9		16.0				
BROWN-DAUB AUTO ENTRPRS	V219	378.5			324.4		54.2						
BROWNS AUTO	V219	253.7			253.7								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BRUNSWICK AUTOS	V219	1,960.8			1,960.8								
BUDGET CAR SALES	V219	289.0			5.8		7.9		244.4				30.9
BUDGET CAR SALES &BUDGET-RENT-A-CAR	V219	1,153.2			1,153.2								
BUDGET CAR&TRCK RNTL SLS	V219	1,262.5			336.2				926.3				
BUERGE AUTO DLR	V219	794.5			794.5								
BUNNIN AUTO	V219	1,694.0			1,589.9		104.0						
BURNS AUTO DLR	V219	1,359.2			1,242.0		117.1						
BURT AUTO ENTERPRISES	V219	1,248.8			1,213.4				35.4				
C HARPER AUTOPLEX	V219	404.9					8.5		396.4				
C HARPER AUTOS	V219	306.4			306.4								
CAPISTRANO AUTOS	V219	619.8			619.8								
CAPITAL AUTO DLR	V219	541.1			541.1								
CAR CITY AUTOS	V219	326.6					19.5		307.1				
CAR CREDIT CENTER	V219	1,504.5			119.5				1,385.0				
CAR CREDIT CITY AUTO SLS	V219	661.0					51.5		609.6				
CAR FACTORY OUTLET	V219	1,782.5			1,401.8				380.6				
CAR HOP AUTO SALES & SVC	V219	1,096.9			22.0				1,074.9				
CAR MART AUTO SALES	V219	311.8							311.8				
CAR OUTLET	V219	439.8							439.8				
CAR PROS SALES	V219	656.5			656.5								
CAR SENSE AUTO DLR	V219	307.8					19.0		288.8				
CARCRAZYCENTRAL.COM ONLINE	V219	371.1						132.0			239.1		
CARDINALE WAY AUTO	V219	312.3			312.3								
CARMAX AUTO SUPERSTORE	V219	50,811.8			14,014.3		583.5		35,108.0				1,106.1
CARMAX AUTO SUPERSTORE ONLINE	V219	7,593.6							7,593.6				
CARMAX CP	V219	1,048.1											1,048.1
CARS 101 AUTO SALES	V219	1,284.8			1,284.8								
CARS.COM ONLINE	V219	17,050.6			323.1		447.9	859.7	3,935.9		11,064.8		10.2
CARSMART AUTOS	V219	323.5			277.1				46.5				
CARSOUP ONLINE	V219	2,319.0							2,293.4	25.7			
CASA AUTOMOTIVE GROUP	V219	1,658.4			1,649.8				8.5				
CASEY AUTO ENTERPRISES	V219	419.3			323.6				95.7				
CASTLE AUTO DLR	V219	460.3			244.3		216.0						
CAVENDER AUTO DLR	V219	550.3			550.3								
CENTRAL AUTO CENTER	V219	322.9			322.9								
CENTURY AUTO DLR	V219	375.6			375.6								
CERRITOS AUTO DLR	V219	1,403.5			1,403.5								
CERRITOS AUTO SQUARE	V219	767.6							767.6				
CERRITOS AUTO SQUARE ONLINE	V219	585.0							585.0				
CFLCARS.COM AUTOS ONLINE	V219	843.2							843.2				
CHAMPION AUTO DLR	V219	885.2			874.7		10.5						
CHAMPION CHEV NISSAN	V219	378.8			378.8								
CHAMPION FORD TOYOTA	V219	469.0			469.0								
CHAPLINS SUBARU VW	V219	375.0			375.0								
CHAPMAN AUTO ENTERPRISES	V219	715.9			715.9								
CHAPMAN BMW DG OLDS VW	V219	497.0			229.7				267.3				
CHAPMAN CHEVROLET ISUZU	V219	322.3			312.9				9.3				
CHECKERED FLAG AUTO DLR	V219	417.5			250.6				166.9				
CHERRY HILL AUTO DLR	V219	578.9			578.9								
CHERRY HILL TRIPLEX	V219	3,046.3			0.1				3,046.2				
CHRIS LEITH AUTO	V219	367.5			367.5								
CHRIS NIKELS AUTO	V219	297.8			297.8								
CHUCK HUTTON AUTO DLR	V219	452.1			141.4				310.6				
CINCYAUTOS.COM ONLINE	V219	345.2							345.2				
CITY AUTO DLR	V219	673.9			406.6	267.3							
CLAIR AUTO ENTERPRISE	V219	337.5			7.5				330.0				
CLAREMONT FORD MAZDA	V219	1,037.0			1,037.0								
CLASSIC AUTO DLR	V219	4,521.2			4,521.2								
CLASSIC AUTO GROUP	V219	321.4						3.9	317.5				
CLASSIC AUTO/ARLINGTON	V219	368.8			368.8								
CLASSIC AUTOMOTIVE GROUP	V219	575.7			575.7								
CLASSIC LINC MERC MAZDA	V219	510.1			510.1								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CLIPPINGER AUTO DLR	V219	268.0			268.0								
COCHRAN AUTO DLR	V219	7,847.1			7,826.5		20.6						
COCONUT CREEK AUTO	V219	357.3			357.3								
COGGIN AUTO ENTERPRISES	V219	728.8			552.6				176.2				
COLONIAL AUTO & WELLESLEY VOLKSWAGEN	V219	275.5			275.5								
CONICELLI AUTO DLR	V219	1,652.0			1,652.0								
CORTESE AUTO ENTERPRISE	V219	314.9			179.9				135.0				
COURTESY AUTO DLR	V219	3,411.8			3,254.1		137.3		20.5				
COURTESY AUTO ENTERPRISE	V219	258.5							258.5				
COURTESY AUTO GROUP	V219	826.1			689.0		17.8		119.3				
COURTESY IMPORT AUTO DLR	V219	918.8			302.4				616.4				
COURTESYDEALERS.COM ONLINE	V219	371.3							371.3				
COVERT AUTO	V219	2,724.2			2,724.2								
CRABTREE DODGE SUBARU	V219	270.3			270.3								
CRAIG ZINN AUTO ENTRPRS	V219	314.7			126.9				187.8				
CRAIN AUTOMOTIVE	V219	352.6			17.3				335.3				
CRAWFORD AUTO TEAM	V219	382.6							382.6				
CREST AUTO ENTERPRISES	V219	786.3			785.1				1.2				
CRESTMONT TOYOTA VW	V219	498.7			498.7								
CROWLEY AUTO DLR	V219	505.3			505.3								
CROWN AUTO DLR	V219	2,296.1			2,296.1								
CROWN DUBLIN AUTO DLR	V219	505.8			505.8								
CROWN KIA RV	V219	390.0			390.0								
CRYSTAL AUTO MALL DLR	V219	690.4			690.4								
CURRIE MOTORS	V219	399.2			314.8		84.4						
CURRY AUTO DLR	V219	298.3			192.2	106.1							
CUTTER AUTO ENTERPRISES	V219	335.0							335.0				
DADDARIO AUTO	V219	339.0			339.0								
DADDARIO BUICK GMC NSN	V219	477.2			461.0				16.3				
DALLAS AREA AUTO DLRS	V219	2,262.5			2,262.5								
DMAMBROSIO AUTO DLR	V219	732.1			728.4		3.7						
DAN WOLF DLR	V219	438.6			438.6								
DARCARS AUTO DLR	V219	1,193.5			1,193.5								
DAVE CROFT AUTO	V219	419.3			419.3								
DAVE DENNIS AUTO GROUP	V219	353.2			328.6		24.2		0.3				
DAY AUTOMOTIVE GROUP	V219	2,761.8			2,675.0				86.8				
DAYTONA AUTO MALL	V219	319.3						118.4	200.8				
DAYTONA INTL AUTO MALL	V219	342.5			4.9		114.3		223.2				
DCH AUTOMOTIVE GROUP DLR	V219	1,010.3			1,010.3								
DCH MNTCLR LINC MERC VLV	V219	316.5			316.5								
DEACON JONES PRE-OWNED	V219	274.8							274.8				
DEAN TEAM AUTO DLR	V219	637.4			637.4								
DEEL AUTO DLR	V219	647.4			647.4								
DEMONTROND AUTO COUNTRY	V219	1,416.9			1,334.8		81.9		0.3				
DENNY GUESTS STH OK AUTO	V219	1,581.9			1,581.9								
DENNY HECKER.COM ONLINE	V219	267.4							267.4				
DENNY HECKERS AUTO ENT	V219	2,662.4			2,049.6		3.7		609.1				
DENNY HECKERS DODGE HYND	V219	312.6			312.6								
DESERT AUTO ENTERPRISE	V219	486.3							486.3				
DESIMONE AUTO ENTERPRISE	V219	665.3			417.2		135.2		112.8				
DFWVEHICLES.COM ONLINE	V219	353.3							353.3				
DICK HANNAH AUTOS	V219	299.0			244.2				54.8				
DICK HUVAERES AUTO	V219	872.5			872.5								
DICK MILHAM AUTO DLR	V219	862.7			862.7								
DICK NORRIS AUTO	V219	516.4			421.9		94.4						
DIOGUARDI AUTO SALES	V219	839.9							839.9				
DIR CAR & TRUCK DLR	V219	226,685.3			224,802.2	1,883.2							
DIRITO BROS AUTO DLR	V219	378.4			368.4		10.0						
DOAN AUTO DLR	V219	379.9			379.9								
DON BOHN AUTO DLR	V219	453.5			453.5								
DON DAVIS AUTO GROUP	V219	2,022.8			1,486.1		92.8		443.8				
DOVER AUTO DLR	V219	316.1			316.1								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DRIVERS SELECT DLR	V219	474.0							474.0				
DRIVERS VILLAGE AUTO SLS	V219	290.6							290.6				
DRIVERS WAY DLR	V219	938.6			882.1		56.5						
DRIVERS WAY PRE-OWNED CR	V219	324.0							324.0				
DRIVETIME AUTO SALES	V219	2,486.7			1.2			107.0		2,226.1			152.3
DRIVEWORLD AUTO	V219	2,412.8			2,412.8								
DWORKIN CHEVROLET MAZDA	V219	467.7				460.5			7.2				
EAGLE AUTO SALES	V219	681.7				680.3			1.4				
EARNHARDT AUTO DLR	V219	508.0			508.0								
EARNHARDT FORD MAZDA	V219	453.9				453.9							
EAST COAST AUTOMALL	V219	388.1			388.1								
EAST COAST NISSAN VW	V219	562.7			562.7								
EASTERN MOTORS CENTER	V219	252.6					4.3		248.3				
EASTERNS AUTO GROUP	V219	1,723.8				690.5				1,033.3			
EASTERNS MOTORS	V219	776.9								776.9			
EBAY MOTORS AUCTION ONLINE	V219	11,453.2	11,428.1					25.1					
ED MARTIN AUTO DLR	V219	643.0			643.0								
ED MORSE AUTO ENTERPRISE	V219	1,745.6			1,745.6								
EDDIE ACCARDI AUTO DLR	V219	450.9			450.9								
EL DORADO AUTO SALES	V219	949.8			949.8								
EL MONTE AUTO DLR	V219	483.7			483.7								
ELK GROVE AUTO MALL	V219	612.4			87.5		114.9		410.1				
EMPIRE AUTO DLR	V219	253.2			252.3		0.9						
ENGLEWOOD AUTO DLR	V219	1,643.4			1,547.9		95.5						
ERNIE HAIRE AUTO DLR	V219	2,118.2			2,118.2								
ERNIE PALMER USED/SPRSTR	V219	321.6							321.6				
ETTLESON AUTO DLR	V219	260.9			260.9								
EWALD AUTOMOTIVE GROUP	V219	288.8			197.1		21.7		70.1				
EXECUTIVE AUTO GROUP	V219	485.7			461.1				24.6				
EXECUTIVE JEEP EAGLE NSN	V219	1,011.9			1,011.9								
EXPRESS CREDIT AUTOS	V219	525.9							525.9				
FAHRNEY AUTOMOTIVE GROUP	V219	269.5			139.8				129.7				
FAIRBANKS AUTO	V219	411.1			411.1								
FALCONIS MN TWP AT DLR	V219	800.6			800.6								
FALLS AUTO DLR	V219	348.2			348.2								
FC KERBECK AUTO DLR	V219	3,879.1			3,879.1								
FC KERBECK AUTO GROUP	V219	273.6						273.6					
FC KERBECK MOTORS	V219	1,389.6			1,389.6								
FEENY AUTO DLR	V219	286.4			286.4								
FERMAN AUTO ENTERPRISES	V219	2,332.7			1,885.2				447.5				
FERMAN AUTO GROUP	V219	273.0					273.0						
FERMAN ON FL AUTO	V219	641.2			641.2								
FETTE FORD KIA	V219	994.1			994.1								
FIELDS AUTO DLR	V219	782.5			716.4		57.2		8.9				
FIESTA AUTO	V219	594.8			594.8								
FIESTA USED CARS	V219	284.3							284.3				
FITZGERALD AUTO MALL	V219	960.2			138.2		32.0		790.0				
FITZPATRICK AUTO DLR	V219	2,092.0			2,092.0								
FLADEBOE HONDA VW	V219	271.0			271.0								
FLEMINGTON AUTO & TRUCK	V219	333.8					333.8						
FLETCHER AUTO GROUP	V219	757.4			725.4		32.0						
FLETCHER JONES IMPORTS	V219	499.7			4.5				495.3				
FLOOD AUTO GROUP	V219	272.6					38.3		234.3				
FLOW AUTO	V219	481.0			481.0								
FOLSOM AUTO MALL	V219	1,464.1			425.4				1,038.7				
FOX AUTO DLR	V219	1,665.4			1,665.4								
FRANK KENT AUTO	V219	913.7			748.2		165.5						
FRANK PARRA AUTOPLEX	V219	330.6			280.9				49.7				
FRANKIES AUTO SALES	V219	2,800.2			2,713.5				86.7				
FRED BEAN AUTO MALL	V219	879.6			879.6								
FRED MARTIN SUPERSTORE	V219	2,838.8			1,899.4				939.3				
FREEHOLD AUTO DLR	V219	780.9			780.9								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FREEHOLD DODGE SUBARU	V219	251.5			251.5								
FREEMAN AUTO DLR	V219	994.0			994.0								
FRESARD AUTO	V219	285.0			285.0								
FRONTIER AUTO DLR	V219	307.9			261.6		46.3						
FUCCILLO AUTO MALL	V219	1,138.9			222.3					916.6			
FULLER FORD HONDA	V219	833.2			817.6					15.6			
FUN CARS LIQUIDATION CTR	V219	1,229.1								1,229.1			
FURY MOTORS	V219	963.0			963.0								
FUTURE FORD KIA	V219	436.4			436.4								
GALEANA AUTO DLR	V219	613.6			613.6								
GALLES & DAVIS MOTOR CO	V219	277.6							277.6				
GALLES AUTO & DAVIS AUTO	V219	324.8			324.8								
GALPIN MOTORS	V219	843.8			843.8								
GANLEY AUTO DLR	V219	830.2			830.2								
GANLEY AUTO ENTERPRISES	V219	461.1							461.1				
GANLEY CHEV HYUNDAI	V219	397.0			397.0								
GARDEN CITY AUTO DLR	V219	636.5			636.5								
GARDEN STATE AUTO	V219	435.9			435.9								
GARTNER AUTO DLR	V219	368.4			368.4								
GARY BARBERA AUTO DLR	V219	1,152.9			1,152.9								
GARY LANG AUTO DLR	V219	544.6			332.2		212.4						
GATES AUTO ENTERPRISES	V219	330.3							330.3				
GATOR CHRY PLYM SUZUKI	V219	3,215.1			3,215.1								
GEE WEST SEATTLE AUTO	V219	722.7			709.0				13.7				
GENGRAS MOTORS	V219	407.1			275.5				131.5				
GERMAIN AUTOMOTIVE DLR	V219	280.4			280.4								
GILLMAN AUTO DLR	V219	313.5			300.0		13.5						
GIUFFRE MOTORS	V219	1,261.0			1,261.0								
GLOBAL AUTO MALL	V219	2,586.0			2,473.0				112.9				
GLOBAL HYUNDAI JEEP	V219	406.8			406.8								
GO AUTO DLR	V219	4,905.4			4,905.4								
GO AUTOMOTIVE GROUP	V219	956.0							956.0				
GO CHEVROLET HONDA	V219	283.9			283.9								
GO CHEVROLET NISSAN	V219	273.0			273.0								
GO NISSAN SB PRC AUD ACR	V219	373.4			373.4								
GOLLING AUTO DLR	V219	1,835.6			1,835.6								
GOODWILL AUTO AUCTION	V219	367.1			9.0				358.1				
GOSCH AUTO DLR	V219	362.6			362.6								
GOSSETT MOTORS AUTO SLS	V219	906.6			732.4		108.0		66.3				
GRAND AUTO DLR	V219	612.3			612.3								
GRAND PONT BCK MTSBSH VW	V219	366.0			366.0								
GRAND PRIX AUTO DLR	V219	293.1			214.6		78.5						
GRAND PRIZE AUTO DLR	V219	722.8			722.8								
GRANDVILLE AUTO & FIN	V219	313.5			313.5								
GRAPEVINE AUTO	V219	1,601.7			1,601.7								
GRAVA AUTO DLR	V219	326.0			325.1				0.9				
GREATER BIRMINGHAM AUTO	V219	4,224.3			4,224.3								
GREEN RGNL USD CR SPRSTR	V219	397.4							397.4				
GRIEGERS AUTO	V219	915.6			915.6								
GRIFFIN AUTO DLR	V219	671.3			671.3								
GROSSINGER AUTOPLEX	V219	2,410.5			2,213.6		196.9						
GUNN AUTO DLR	V219	588.5			378.0		210.5						
HALL AUTOMOTIVE	V219	2,679.1			624.0				2,055.0				
HAMILTON AUTO DLR	V219	494.7			494.7								
HAMPTON CHEVROLET MAZDA	V219	850.4			820.2				30.3				
HANLEES AUTO	V219	314.7			314.7								
HARBOR AUTO DLR	V219	860.3			860.3								
HARDIN AUTO SALES	V219	1,895.6			1,891.2				4.4				
HARDIN GMC HYUNDAI	V219	571.9			571.9								
HAROLD ZEIGLER AUTO ENT	V219	650.8			566.0				84.8				
HARRIS AUTO DLR	V219	312.3			312.3								
HARTE AUTO DLR	V219	336.0			265.6		70.4						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HARVEY AUTOMOTIVE	V219	362.3			338.6				23.7				
HAWTHORNE AUTO DLR	V219	479.4			479.4								
HAYWARD AUTO DLRS	V219	263.7			263.7								
HEISER AUTO ENTERPRISES	V219	1,371.9			1,343.4				28.5				
HELPMAN AUTO DLR	V219	396.4			396.4								
HENDRICKCARS.COM ONLINE	V219	390.1			106.7				283.4				
HENNESSY AUTO DLR	V219	3,277.7			3,271.6		6.1						
HERB CHAMBERS AUTO ENT	V219	13,060.6			12,769.7				290.9				
HERITAGE AUTO DLR	V219	812.6			812.6								
HERITAGE AUTO GROUP	V219	1,072.6			393.2				679.4				
HERITAGE AUTOMALL/BEL AR	V219	2,564.4			2,564.4								
HERITAGE FORD TOY SCION	V219	285.5							285.5				
HERTZ CAR SALES	V219	2,898.4	100.8		2,569.0		68.6		160.1				
HILLTOP AUTO DLR	V219	2,479.0			2,479.0								
HILLTOP AUTO PLAZA	V219	1,615.3			1,615.3								
HOEHN MOTORS	V219	326.8							326.8				
HOEHNDEALS.COM AUTO SLS ONLINE	V219	286.5							286.5				
HOLLER-CLASSIC AUTO GRP	V219	253.7						191.5	62.2				
HOLZ MOTORS	V219	270.1			223.2		5.3		41.5				
HOLZHAUER AUTO&TRUCK SLS	V219	430.3			430.3								
HORNBURG JAGUAR LNDRVR	V219	260.2			260.2								
HOSELTON AUTO SALES	V219	633.2			624.1				9.1				
HOWARD AUTO DLR	V219	637.3			637.3								
HUDIBURG AUTO GROUP	V219	1,037.1			988.2		34.9		14.1				
HUFFINES AUTO DLR	V219	839.7			839.7								
HURD AUTO ENTERPRISES	V219	1,039.8			1,028.6				11.1				
INDIANAPOLIS AREA DLRS	V219	260.1							260.1				
INDYAUTOS.COM ONLINE	V219	441.8							441.8				
INFINITI MRCDS BNZ/GRNWC	V219	1,115.0			1,115.0								
INGRAM PARK AUTO DLR	V219	342.5			342.5								
INSKIP AUTO DLR	V219	332.5			317.1		15.4						
INSTA-CREDIT AUTO MART	V219	373.8						1.6		372.2			
IRA AUTO ENTERPRISES	V219	1,862.1			1,575.4					286.7			
ISLAND AUTO DLR	V219	858.7			858.7								
JACK SAFRO AUTO ENTER	V219	291.9			27.0		245.1		19.9				
JACKSONVILLE AREA DLRS	V219	798.9			796.4				2.5				
JAMAICA AUTO GROUP	V219	289.7			289.7								
JAMES WOOD AUTO PARK	V219	908.1			74.1		34.5		799.5				
JBA AUTO DLR	V219	320.5			320.5								
JBA CHEVROLET MITSUBISHI	V219	2,237.2			1,949.0				288.2				
JD BYRIDER AUTO SALES	V219	3,887.5			47.7		198.6		3,641.3				
JD BYRIDER AUTO SALES ONLINE	V219	487.4							487.4				
JEFF BELZERS AUTO DLR	V219	836.5			836.5								
JEFF WYLER AUTO MALL	V219	309.6			252.2				57.3				
JELMAC AUTO GROUP	V219	424.4			424.4								
JELMAC AUTOMOTIVE GROUP	V219	5,260.3			5,260.3								
JENSEN AUTO SALES	V219	865.0						0.9				864.1	
JERRY SEINER AUTO DLR	V219	599.7			560.8		38.9						
JERRY SEINER AUTO ENTER	V219	256.1							256.1				
JERRY ULM AUTO	V219	502.1			502.1								
JERRYS AUTO ENTERPRISES	V219	740.6			722.1				18.5				
JIM BURKE AUTO DLR	V219	8,757.9			8,741.6		16.3						
JIM CLICK AUTO ENTRPRS	V219	329.9							329.9				
JIM ELLIS AUTO DLR	V219	419.7			397.0				22.7				
JIM GLOVER CHEV ISUZU	V219	565.0							565.0				
JIM LYNCH AUTO DLR	V219	672.9			672.9								
JIM LYNCH TOYOTA CAD	V219	293.5			293.5								
JIM MURPHY AUTO	V219	300.5			300.5								
JOE MYERS AUTO GROUP	V219	1,450.1			1,450.1								
JOE RIZZA AUTO DLR	V219	1,193.4			1,188.4		5.0						
JOHN KENNEDY AUTO DLR	V219	426.0			426.0								
JOHNSON AUTO PLAZA	V219	251.6			251.6								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
JONES AUTO DLR	V219	1,235.8			1,232.9		2.9						
JONES JUNCTION AUTO DLR	V219	1,528.9			1,528.9								
JORDAN FRAZIER AUTO	V219	276.6			276.6								
JOSEPH AUTOMOTIVE GROUP	V219	377.5											
JUPITER DODGE MAZDA	V219	3,142.2			3,142.2				359.8		17.7		
KARL MALONE SUPERSTORE	V219	254.9							254.9				
KELLY AUTOMOTIVE GROUP	V219	1,883.4			1,656.0		43.1		184.2				
KELLY CAR & TRUCK CENTER	V219	541.4			540.0				1.4				
KEN CARR AUTO DLR	V219	533.4			533.4								
KEN GARFF AUTO DLR	V219	294.9			273.9		21.0						
KEN GRODY AUTO	V219	442.1			442.1								
KENNY ROSS AUTO ENTRPRS	V219	3,649.2			3,260.4				388.8				
KEY AUTO DLR	V219	303.2			303.2								
KEYES MOTORS	V219	1,512.6			1,512.6								
KEYES WOODLAND HILLS AT	V219	780.2			780.2								
KEYSTONE DODGE KIA	V219	451.0			451.0								
KING OROURKE AUTO DLR	V219	284.8			284.8								
KINGS AUTO MALL	V219	292.4							292.4				
KINGS PLAZA AUTO DLR	V219	322.2			322.2								
KOEPPEL MAZDA NISSAN&VW	V219	333.2							333.2				
KORUM AUTO GROUP	V219	322.2			291.3				30.9				
KOWALIS AUTO	V219	301.5			301.5								
KRISTAL AUTO DLR	V219	578.5			562.8	15.7							
LA FIESTA AUTO SALES	V219	269.9							269.9				
LAFONTAINE AUTO DLR	V219	566.5			566.5								
LAKESHORE AUTO DLR	V219	1,418.4			1,418.4								
LAMBERT AUTO DLR	V219	254.9			254.9								
LANDERS AUTO	V219	1,013.7			1,013.7								
LARRY H MILLER AUTOMALL	V219	316.4			316.4								
LARRY MILLER DODGE HYND	V219	403.8			403.8								
LARRY REID AUTO	V219	1,941.1			1,941.1								
LARRY ROESCH AUTO DLR	V219	1,295.4			1,295.4								
LASORSA AUTO DLR	V219	343.2			343.2								
LAWRENCE MARSHALL AUTOS	V219	805.1			777.0		28.1						
LAWRENCE MARSHALL/HMPSTD	V219	444.7							444.7				
LEE JOHNSON AUTO DLR	V219	1,378.1			1,378.1								
LEES SUMMIT AUTO DLR	V219	759.6			759.6								
LEHIGH VALLEY AUTO DLR	V219	1,051.0			1,051.0								
LEITH AUTO CENTER	V219	371.9			296.4				75.4				
LEITH AUTO PARK EAST	V219	905.2			807.0				98.2				
LEITHCARSCOM DLR ONLINE	V219	254.1			90.7				163.3				
LEMLEN GRAND AUTO DLR	V219	323.0			323.0								
LEN STOLER INC AUTOS	V219	333.9			80.0				253.9				
LENZ TRUCK CENTER	V219	633.4							633.4				
LESTER GLENN AUTO DLR	V219	775.7			697.2		78.5						
LIA AUTO GROUP	V219	335.8			262.6		19.6		53.5				
LIBERTY AUTO DLR	V219	1,008.9			286.4		697.9		24.6				
LIBERTY CHEVROLET MAZDA	V219	458.9			458.9								
LINCOLN AUTO GROUP	V219	253.6			253.6								
LITHIA AUTOMOTIVE GROUP	V219	1,089.5			1,040.1		13.5						35.9
LIVERMORE AUTO DLR	V219	445.5			445.5								
LOEBER MOTORS	V219	697.0			499.0		198.0						
LOKEY AUTO DLR	V219	251.4			236.6		14.8						
LONE STAR AUTO DLR	V219	1,200.6			1,200.6								
LONGO AUTO DLR	V219	250.9					250.9						
LORENSEN AUTO GROUP	V219	769.9			769.9								
LOU FUSZ AUTO ENTRPRS	V219	1,619.4			1,188.5				430.9				
LOU SOBH AUTO DLR	V219	2,403.7			2,403.7								
LOWELL AUTO DLR	V219	360.8			360.8								
LUNDQUIST AUTOMOTIVE	V219	460.9			375.7				85.2				
LUPIENT AUTO MALL	V219	545.8			545.8								
LUSTINE AUTO ENTERPRISES	V219	470.8			470.8								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LUTHER AUTO ENTERPRISE	V219	386.7			261.2				125.5				
LUXURY MOTORS AUTO DLR	V219	7,445.2	7,405.5		25.4	14.3							
LYNCH AUTO DLR	V219	437.0			428.6		8.4						
LYNNES AUTO GROUP	V219	279.8			279.8								
LYON WAUGH AUTO GROUP	V219	532.2			532.2								
MAC HAIK AUTO DLR	V219	2,046.1			2,046.1								
MAITA AUTO ENTERPRISES	V219	352.9			352.9								
MAJOR AUTO DLR	V219	2,759.3			2,759.3								
MAJOR WORLD AUTO	V219	11,267.9			10,152.6				1,115.4				
MAJOR WORLD CHEV KIA	V219	426.5			426.5								
MAJORWORLD.COM ONLINE	V219	3,198.7			3,198.7								
MALL OF GA AUTO	V219	701.6			701.6								
MALOUF AUTO ENTERPRISES	V219	812.6			812.6								
MANCARIS AUTO DLR	V219	1,707.0			1,707.0								
MANFREDI AUTO DLR	V219	1,206.4			1,130.1		76.3						
MANHATTAN AUTO DLR	V219	2,019.7			1,285.3	734.4							
MANUEL AUTO DLR	V219	881.3			881.3								
MARC MILLER AUTO	V219	535.9			535.9								
MARGATE LINCOLN MERC VLV	V219	823.5			823.5								
MARINA AUTO	V219	295.1			295.1								
MARINA SQUARE AUTO CTR	V219	738.0			738.0								
MARINA SQUARE AUTO CTR &SN LNDR AUTO	V219	855.8			855.8								
MARITIME MOTORS INC	V219	308.2			308.2								
MAROONE AUTO ENTERPRISE	V219	1,194.1			180.6				1,013.5				
MAROONE AUTO PLAZA	V219	4,964.4			4,653.3				311.0				
MAROONE CHEVROLET NISSAN	V219	1,801.8			1,801.8								
MAROONE FORD NISSAN	V219	336.0			336.0								
MAROONE USED CAR&TRCKS	V219	375.4							375.4				
MAROONE.COM ONLINE	V219	1,069.7			40.2				1,029.5				
MARTIN AUTO GROUP	V219	692.2			692.2								
MATT CASTRUCCI AUTOMALL	V219	528.6			528.6								
MATTESON AUTO MALL	V219	1,035.1			1,035.1								
MAURO MOTORS	V219	615.2			554.2				61.0				
MAURY ETTLESON AUTOS	V219	492.0			492.0								
MAXWELL AUTO DLR	V219	983.8			983.8								
MAZZEI AUTO DLR	V219	2,698.2			2,698.2								
MCCAFFERTY AUTO CENTER	V219	344.7			344.7								
MCCONNELL AUTO DLR	V219	404.9			404.9								
MCCUNE AUTO DLR	V219	350.7			350.7								
MCGRATH AUTOMOTIVE GROUP	V219	1,118.0			1,069.9				48.1				
MCKINNEY AUTO DLR	V219	557.7			557.7								
MEDINA AUTO DLR	V219	354.7			354.7								
MEDVED AUTOPLEX	V219	1,459.0			432.4				1,026.6				
MENLOVE DODGE TOYOTA	V219	380.6			73.5	22.8			284.2				
METCALF AUTO PLAZA	V219	286.9							286.9				
METRO AREA AUTO DLRS	V219	696.6			671.1	25.5							
METRO AUTO CTR USED CARS	V219	363.1							363.1				
MICHAEL AUTOMOTIVE CTR	V219	2,278.3			2,153.8				124.5				
MICHAEL STEAD AUTO DLR	V219	333.2			333.2								
MICHAELS AUTO DLR	V219	1,531.8			1,531.8								
MID CITY LINC-MERC NSN &STAR NSN	V219	1,098.1			1,098.1								
MIDWAY AUTO DLR	V219	997.7			988.1	9.6							
MIDWESTERN AUTO GROUP	V219	432.8			408.4	24.4							
MIKE BROWN AUTO	V219	376.4			376.4								
MIKE ERDMAN AUTO DLR	V219	285.5			285.5								
MIKE ERDMAN CAD NISSAN	V219	1,531.3			1,531.3								
MIKE ERDMANS TRCK EXCHNG	V219	779.6			779.6								
MLE OF CARS AUTO DLRS	V219	288.9							288.9				
MILE ONE AUTO DLRS	V219	421.2			421.2								
MILEA AUTO DLR	V219	252.1			252.1								
MILEHIGHCREDIT.COM & CAR CITY	V219	297.0							297.0				
MILLER FORD NISSAN	V219	253.6			253.6								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MINCHIN AUTO DLR	V219	346.8			346.8								
MOORE AUTO DLR	V219	1,890.5			1,890.5								
MORITZ AUTO DLR	V219	949.0			782.7		78.2		88.2				
MORITZ BMW CADILLAC	V219	395.7					395.7						
MORRIES CADILLAC SAAB	V219	287.2			287.2								
MOSS BROS AUTO DLR	V219	317.9			317.9								
MOSSY AUTO ENTERPRISES	V219	1,643.3			1,625.3		18.0						
MOSSY FORD TOYOTA	V219	292.8			292.8								
MOTOR WERKS AUTO DLR	V219	294.2			294.2								
MOTOR WERKS CAD SAAB	V219	611.2			611.2								
NAPERVILLE AUTO DLR	V219	715.5			715.5								
NAPLETON AUTO DLR	V219	3,183.4			3,183.4								
NATIONAL CAR SALES	V219	344.2			100.2				244.0				
NATIONAL CITY MILE/CARS	V219	398.1							398.1				
NATIONWIDE AUTO DLR	V219	4,883.9			4,883.9								
NEIL HUFFMAN AUTO DLR	V219	528.9			528.9								
NEMET AUTO DLR	V219	591.4			591.4								
NEMITH AUTO	V219	278.3			278.3								
NICE CARS AUTO SALES	V219	275.8							275.8				
NIELLO AUTO DLR	V219	421.9			64.4		357.6						
NIELSEN BUICK SUBARU	V219	277.3			277.3								
NIMNIGHT AUTO	V219	1,093.1			1,093.1								
NORMAN AUTO DLRS	V219	2,495.7			2,495.7								
NORTH COUNTY AUTO	V219	875.2			875.2								
NORTH PARK AUTO DLR	V219	932.5			932.5								
NORTHEAST AUTO DLR	V219	261.0			261.0								
NORTHEAST AUTO OUTLET	V219	329.5			326.2		3.3						
NORTHGATE LINC MERC VW	V219	278.1			278.1								
NORTHSTAR AUTO	V219	1,656.5			1,656.5								
NWAUTOS.COM ONLINE	V219	372.9			74.0				298.9				
OAK MOTORS	V219	511.8							511.8				
OBRIEN AUTO PARK	V219	579.7							579.7				
OLATHE AUTO	V219	501.7			501.7								
ONTARIO AUTO CENTER	V219	2,046.1			2,046.1								
OPEN ROAD AUTO DLR	V219	358.9			358.9								
ORANGE COAST AUTO DLR	V219	956.0			956.0								
ORANGE MOTORS	V219	326.5			326.5								
ORR AUTOMOTIVE SALES	V219	286.2			269.9				16.4				
PACIFICO AUTO DLR	V219	364.3			340.1		24.2						
PALISADES AUTO	V219	292.5			11.3		281.2						
PALM BEACH AUTOMALL	V219	282.9			51.1		62.2		169.6				
PALM BEACH MOTOR CARS	V219	447.0			441.4				5.7				
PAPPAS AUTO	V219	1,678.5			1,678.5								
PARAGON AUTO DLR	V219	1,062.6			1,001.7		61.0						
PARK PLACE MOTORCARS	V219	260.4	223.3		37.0								
PARKSIDE AUTO-DRIVE SLS	V219	316.1							316.1				
PAT CLARK AUTO	V219	305.4			225.3		80.1						
PATRICK AUTO DLR	V219	2,740.6			2,740.6								
PATRICK CADILLAC BMW	V219	348.0			348.0								
PAUL MASSE AUTO DLR	V219	617.0			617.0								
PAUL MILLER AUTO DLR	V219	302.2			4.8		297.3						
PAYLESS AUTO DLR	V219	285.9			285.9								
PEARSON AUTO DLR	V219	2,480.9			2,480.9								
PENCE AUTO MALL	V219	1,096.7			1,096.7								
PENINSULA AUTO DLR	V219	395.7			395.7								
PENSKE AUTO DLR	V219	338.7			333.7		5.0						
PEOPLES AUTO BROKER	V219	1,006.2			1,006.2								
PEOPLES AUTO CENTER	V219	1,310.6							1,310.6				
PERFORMANCE AUTO DLR	V219	1,103.8			1,099.8		4.0						
PERUZZI AUTO DLR	V219	407.2			399.2		8.0						
PHIL LONG AUTO ENT & SATURN/DENVER	V219	717.6			717.6								
PHIL LONG AUTO ENTRPS	V219	1,916.5			1,782.1				134.4				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PHILLIPS AUTO DLR	V219	262.5			256.9		5.6						
PIERRE MONEY MART AUTOS	V219	763.7					12.5		751.2				
PINE BELT AUTO DLR	V219	773.2			773.2								
PLATTNERS BELLE GLADE AT	V219	419.0			413.7				5.3				
PLAZA AUTOMALL AUTO	V219	1,432.6			1,432.6								
POLAR CHEVROLET MAZDA	V219	465.4			444.0				21.4				
POMOCO AUTO DLR	V219	458.2			456.1		2.1						
POTAMKIN AUTO MALL	V219	1,230.2			1,054.0	176.2							
POWER AUTO ENTERPRISES	V219	566.6							566.6				
POWER AUTOS	V219	3,987.9			3,981.1				6.8				
PREMIER AUTOS	V219	267.1			250.3		16.8						
PREMIER COLLECTION AUTO	V219	817.8			10.0	807.8							
PREMIUM AUTO DLR	V219	1,092.8			1,092.8								
PRESTIGE MOTORS	V219	456.7					456.7						
PRIORITY AUTO ENTRPRS	V219	1,215.1			135.8				1,079.2				
PUBLIC AUTO AUCTION	V219	562.5			554.6				7.9				
PUENTE HILLS AUTO & RANCHO MRD CHEV	V219	343.6			343.6								
PUENTE HILLS AUTO PLAZA	V219	307.9							307.9				
PUENTE HILLS AUTOS	V219	1,440.6			1,440.6								
PUENTE HILLS AUTOS & RANCH VLY CHEV	V219	628.1			628.1								
PUGI AUTO DLR	V219	952.3			952.3								
PUTNAM AUTO DLR	V219	2,028.7			2,028.7								
QUALITY PRE-OWNED CRS&TR	V219	320.1							320.1				
QUIRK AUTOS	V219	10,235.6			10,235.6								
RAINIER AUTOMOTIVE GROUP	V219	2,130.8			2,108.0				22.8				
RAMSEY AUTO DLR	V219	2,173.0			2,087.7		85.4						
RAMSEY PNT MZ SB PRS AUD	V219	1,699.1			1,699.1								
RANCHO AUTO	V219	746.8			746.8								
RANCHO MOTOR	V219	284.5			229.0		55.5						
RANDALL NOE AUTO GROUP	V219	2,815.1			2,412.8		172.1		230.3				
RANDY MARION AUTO DLR	V219	702.5			702.5								
RAY BRANDT AUTO DLR	V219	2,455.2			2,407.1		48.2						
RAY CATENA AUTO GROUP	V219	364.9							364.9				
RAY CATENA MOTORS	V219	3,456.0			1,238.3	1,494.3	723.5						
RAY SKILLMAN AUTO ENT	V219	978.0					149.0		828.9				
RAY SKILLMAN WSTSD IMPRT	V219	462.9							462.9				
RED MCCOMBS AUTO CENTER	V219	439.9			439.9								
RED MCCOMBS AUTO ENTRPRS	V219	261.2	261.2										
REEDMAN TOLL AUTO WORLD	V219	1,578.9			1,364.1		214.8						
REGAL CAR SALES & CREDIT	V219	269.8							269.8				
RENICK CADILLAC SUBARU	V219	577.4			577.4								
REPO JOE AUTOS	V219	865.2			31.2				834.1				
RESNICK AUTOMOTIVE GROUP	V219	522.5			197.5				325.0				
REUTHER AUTO DLR	V219	464.5			464.5								
REYNOLDS AUTO DLR	V219	754.5			754.5								
REYNOLDS LINCOLN MERCURY	V219	488.6			274.0				214.6				
RHODEN AUTO DLR	V219	467.0			467.0								
RICART AUTOMOTIVE GROUP	V219	717.1					88.2		628.9				
RICART USED CAR FACTORY	V219	259.5							259.5				
RICK CASE AUTO MALL	V219	1,514.9			1,495.2				19.7				
RIO RANCHO AUTO SALES	V219	1,901.5			1,901.5								
RIVERLAND AUTO DLR	V219	1,275.5			1,275.5								
RIZZA AUTO DLR	V219	534.3			534.3								
ROCKIE WLMS PRMR AUTO	V219	282.5			282.5								
ROCKWALL AUTO SALES	V219	456.0			456.0								
ROCKYS AUTO SALES	V219	2,382.6			85.6				2,297.1				
ROGER WILLIAMS AUTO SLS	V219	418.3			418.3								
ROMAIN CROSS POINTE/PARK	V219	332.1							332.1				
RON CARTER AUTO ENTRPRS	V219	704.7					109.0		595.6				
RON CARTER AUTOLAND	V219	385.4					383.7		1.7				
RON LEWIS AUTO GROUP	V219	345.6			345.6								
ROSE CITY MOTORS	V219	729.3							729.3				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ROSENTHAL AUTO ENTRPRS	V219	1,522.9			1,450.3				72.6				
ROSEVILLE AUTO MALL	V219	761.5			21.3				740.2				
ROTO AUTO DLR	V219	393.3			393.3								
ROUTE 22 AUTO DLR	V219	438.7			438.7								
ROUTE 23 ATML FRD NSN	V219	3,274.5			3,274.5								
ROUTE 23 AUTOMALL	V219	875.5			875.5								
ROYAL GATE AUTO	V219	939.1			939.1								
RUSNAK AUTO DLR	V219	1,133.8			1,133.8								
RUSS AUTO DLR	V219	261.3			261.3								
RUSS DARROW AUTO ENTRPRS	V219	2,534.4			2,435.1				99.2				
RUSSELL CHEVROLET HONDA	V219	289.6			289.6								
RUSSELL&SMITH FORD MAZDA	V219	296.6			296.6								
RYDELL AUTO	V219	859.8			859.8								
RYDER TRUCKS FLEET LSG	V219	266.8	266.8										
SAM SWOPE AUTO GROUP	V219	2,245.3			2,087.2				158.0				
SAN DIEGO AREA AUTO DLRS	V219	312.6							312.6				
SAN LEANDRO AUTO	V219	3,105.5			3,105.5								
SAN MARCOS AUTO OTLT CTR	V219	321.3			321.3								
SAN RAFAEL AUTO	V219	354.0			354.0								
SANDS AUTO DLR	V219	275.4			275.4								
SANSONE AUTO DLR	V219	1,354.8			1,312.5				42.3				
SANSONES ROUTE 1 AUTO ML	V219	725.9			420.7				305.1				
SAWGRASS AUTO	V219	4,661.8			4,661.8								
SCHAFFER&STRHMNGR AT ENT	V219	1,040.8			1,003.5				37.3				
SCHEPEL AUTO DLR	V219	643.8			643.8								
SCHLOSSMANN'S AUTO ENTRPR	V219	507.0			506.1				0.8				
SCHUMACHER AUTO DLR	V219	565.0			565.0								
SCHUMACHER MITSUBISHI VW	V219	495.1			495.1								
SCOTT AUTO DLR	V219	735.8			735.8								
SEARS IMPORTED AUTOS	V219	408.1			408.1								
SELECT AUTO IMPORTS	V219	751.1							751.1				
SELMA AUTO MALL	V219	1,069.7			683.8		36.6		349.3				
SERRA AUTO DLR	V219	2,790.8			2,790.8								
SERRA CHEVROLET HYUNDAI	V219	476.5			476.5								
SERRA CHEVROLET SUBARU	V219	512.7			512.7								
SERRA MITSUBISHI JP EGL	V219	409.2			409.2								
SERRA NISSAN VOLKSWAGEN	V219	943.1			943.1								
SERRAMONTE AUTO DLR	V219	366.3			366.3								
SEWELL AUTO DLR	V219	851.2			808.6		42.6						
SHAVER AUTO DLR	V219	2,075.9			2,075.9								
SHEEHAN AUTO DLR	V219	1,235.0			1,235.0								
SHEEHY AUTO ENTERPRISES	V219	720.9			671.4		6.7		42.8				
SHELOR MOTORMILE	V219	422.6					21.6		401.0				
SHELTON AUTO DLR	V219	400.8			400.8								
SHERWOOD AUTO DLR	V219	485.9			485.9								
SHORTLINE AUTO DLR	V219	341.7			324.2				17.5				
SHOWCASE AUTO SALES	V219	1,170.3			1,170.3								
SID DILLON AUTO DLR	V219	957.8			957.8								
SILL-TERHAR MOTORS	V219	392.1			3.1				389.0				
SIMI VALLEY AUTO DLR	V219	900.8			900.8								
SIMMONS-ROCKWELL DLR	V219	2,954.4			2,949.8		4.5						
SLOANE AUTO DLR	V219	302.2			302.2								
SMAIL AUTO DLR	V219	324.5			268.8		55.7						
SMITH AUTO DLR	V219	331.8			307.5		24.3						
SNELL AUTO	V219	580.5			580.5								
SOUTH BAY AUTO	V219	682.9			682.9								
SOUTHERN HOSPITALITY AT	V219	379.0			371.0				8.0				
SOUTHERN NV DLR ASSN	V219	832.2			832.2								
SOUTHTOWNE AUTOMALL	V219	490.7			58.8				431.9				
SOUTHWEST AUTO DLR	V219	2,083.7			2,083.7								
SPACE COAST AUTO DLR	V219	459.3			459.3								
SPARTANBURG AUTO WORLD	V219	326.0			326.0								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SPITZER AUTO ENTERPRISES	V219	1,492.7			700.9				791.7				
SPORT AUTOS	V219	330.7			330.7								
SPORT CHEVROLET HONDA	V219	559.6			559.6								
SPRING AUTO	V219	603.1			603.1								
ST CHARLES AUTO DLR	V219	918.9			918.9								
STADIUM AUTO ENTERPRISES	V219	2,654.7			2,653.0				1.8				
STAN OLSEN AUTO DLR	V219	318.8			318.8								
STAR AUTO DLR	V219	1,311.9			1,309.5		2.4						
STAR ENTERPRISES AUTO	V219	321.7			321.7								
STEAD AUTOMOTIVE GROUP	V219	1,765.3			1,765.3								
STEAD FAST MOTORS	V219	480.7			480.7								
STEPHEN AUTOMALL CENTRE	V219	570.7			458.8				112.0				
STEVE RAYMAN AUTO DLR	V219	905.8			905.8								
STONERIDGE AUTO DLR	V219	5,844.2			5,844.2								
STRAUB MOTORS	V219	1,289.9			1,284.3		5.6						
SUBURBAN AUTO DLR	V219	1,268.1			1,268.1								
SUBURBAN COLLECTION AUTO	V219	463.7			463.7								
SUBURBAN IMPORTS AUTO	V219	630.6			630.6								
SUN AUTO WAREHOUSE & SUN CHEVROLET	V219	737.0							737.0				
SUNNYVALE AUTOROW	V219	5,275.5			5,251.6				23.9				
SUNRISE AUTO DLR	V219	426.9			426.9								
SUNROAD AUTOMOTIVE GROUP	V219	435.5			435.5								
SUNSHINE DODGE ISUZU	V219	353.8			353.8								
SUNTRUP AUTO ENTERPRISES	V219	5,105.3			5,088.4				16.9				
SUPER AUTO SALES	V219	279.8							279.8				
SUPER REMATE DE AUTOS	V219	4,062.6							4,062.6				
SUPERIOR AUTO DLR	V219	2,553.9			2,553.9								
SUPERIOR CHEVROLET TOY	V219	261.6			261.6								
SUSS AUTO DLR	V219	1,158.2			1,158.2								
SUTTLE MOTOR CORP	V219	328.4			317.5		11.0						
SZOTT AUTO DLR	V219	1,751.9			1,751.9								
TAG AUTO CENTER	V219	451.4							451.4				
TASCA AUTOMOTIVE GROUP	V219	271.6			235.3				36.3				
TEAM AUTO ENTERPRISES	V219	500.4			470.1				30.3				
TEAM CHEVROLET NISSAN	V219	431.5			431.5								
TEMPE AUTOPLEX	V219	589.4			0.9				588.5				
TEMPE DODGE KIA	V219	462.7			462.7								
TERRYS AUTO DLR	V219	270.5			270.5								
TEXANS CAN CARS/KIDS AUC	V219	396.3							396.3				
THOMAS AUTO DLR	V219	1,109.4			1,057.2		52.2						
THOMASON AUTO GROUP	V219	262.3			262.3								
THOMPSON AUTO	V219	2,251.8			2,108.7		143.1						
THRIFTY CAR SALES	V219	716.5			560.5		2.2		153.8				
TODD WENZEL AUTO	V219	1,456.3			1,440.0		16.3						
TOM WOOD AUTOS	V219	277.6			251.3		26.3						
TOMS RIVER AUTO DLR	V219	1,178.9			1,178.9								
TONKIN AUTO	V219	394.7			274.9		119.8						
TONY GROUP AUTOPLEX	V219	339.7							339.7				
TOWBIN AUTO DLR	V219	365.2			51.9		217.7		95.6				
TOWN&COUNTRY AUTO SALES	V219	889.5			853.3		19.6		16.6				
TOWNE AUTO DLR	V219	297.4			297.4								
TRANSITOWNE AUTO	V219	292.7			292.7								
TRONCALLI AUTO DLR	V219	257.0			257.0								
TRUCKS ONLY SALES	V219	861.7			28.6				833.1				
TURNERSVILLE AUTO MALL	V219	1,417.9			1,078.0		170.8						169.1
TUSTIN AUTO DLR	V219	478.6			478.6								
TYSON MOTOR AUTO DLR	V219	262.5			262.5								
UNION AUTO DLR	V219	591.8			591.8								
UNITED AUTO GROUP	V219	514.8			446.8		68.0						
UNIVERSITY VW MAZDA SAAB	V219	493.5			493.5								
UNKNOWN ADV LOCAL AUTO DLR	V219	2,743.5							2,743.5				
UNKNOWN ADV LOCAL AUTO DLR LEASING	V219	264.9							264.9				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
USED CARTHROWDOWN AUTO SL	V219	393.0			393.0								
VALLEY AUTO DLRS	V219	900.7			900.7								
VALLEY AUTOMALL	V219	1,372.4			36.8		244.7		1,090.9				
VAN DEVERE AUTO ENTRPRS	V219	437.7			437.7								
VIC BAILEY AUTO ENTRPRS	V219	816.5			792.5				24.0				
VILLAGE AUTOMOTIVE GROUP	V219	1,323.4			1,323.4								
VISION AUTOMOTIVE GROUP	V219	805.2			281.6				523.6				
VISTA RIDGE AUTOS	V219	1,530.9			1,530.9								
WALKER AUTO DLR	V219	924.5			924.5								
WALLY MCCARTHY'S AUTO ENT	V219	256.0			248.9				7.0				
WALNUT CREEK AUTO DLR	V219	2,143.3			2,143.3								
WALSER AUTO DLR	V219	572.3			416.3		156.0						
WARNOCK MOTORS	V219	539.2			539.2								
WASHINGTON AUTO DLR	V219	1,658.6			1,642.8		15.8						
WEST HERR AUTO ENTRPRS	V219	364.2					81.9		282.3				
WESTBURY AUTO DLR	V219	935.8			935.8								
WESTFALL ODELL MOTORS	V219	263.4			106.6				156.8				
WESTLUND AUTO DLR	V219	330.3			330.3								
WHITE-ALLEN AUTO DLR	V219	471.8			471.8								
WHITTIER AUTO DLR	V219	417.1			417.1								
WHOLESALE SUPERSTORE DLR	V219	518.6			518.6								
WIN KELLY AUTO	V219	1,503.0			1,496.5				6.4				
WINTER AUTO DLR	V219	3,155.1			3,155.1								
WOODHOUSE AUTO DLR	V219	1,591.0			1,550.5				40.6				
WORLD CAR AUTO	V219	1,478.6			1,478.6								
WORLD CAR CENTER	V219	1,007.0			876.0				130.9				
WORLD IMPORTS	V219	258.6			258.6								
WRIGHT AUTO DLR	V219	2,291.1			2,291.1								
WYOMING VALLEY MOTORS	V219	272.8			126.4		8.4		137.9				
ZEIGLER AUTO	V219	376.1			376.1								
10000 RV SALES	V232	742.7			742.7								
ANCIRA RV SALES	V232	515.3					66.1		449.2				
BEAUDRY RV DLR	V232	406.0			136.9		216.2		52.9				
CAMPING TIME RV CENTER	V232	379.1					43.2		335.8				
CAMPING WORLD RV SALES	V232	645.6							11.3	634.3			
CLOVIS RV SALES	V232	300.5			3.0					297.4			
DUSTYS CAMPER WORLD	V232	336.6			15.9					320.7			
EARNHARDT RV'S	V232	727.7			727.7								
EAST BAY RV	V232	1,133.8			1,052.7				81.1				
FUN TIME RV	V232	401.6			306.5		66.9		28.3				
GIANT RV SALES	V232	317.2							317.2				
GREAT AMERICAN RV SALES	V232	293.4			40.9				252.5				
INDEPENDENCE RV'S	V232	260.7					24.1		236.6				
JCS RVS	V232	882.1			866.8		15.3						
K&C RV DLR	V232	315.4			96.2				219.2				
LA MESA RV CENTER	V232	3,344.7			816.5		16.6		2,511.6				
LAS VEGAS RV&CMPNG WRLD	V232	357.6							357.6				
LITTLE DLR LTL PRC RV	V232	255.1			152.8				102.3				
MCCLAINS RV SUPERSTORE	V232	266.5			177.8		24.3		64.4				
NIELS MOTORHOMES CTR	V232	260.2			260.2								
NOLANS RV & MARINE SALES	V232	256.1			216.9				39.2				
POULSBØ RV SALES	V232	1,321.2			377.7		63.3		880.2				
ROBERT CRIST & CO RVS	V232	256.6			190.4				66.2				
ROY ROBINSON RV	V232	605.6			605.6								
RV OUTLET SALES	V232	262.9			1.5				261.4				
RV SALE	V232	294.6							294.6				
SIRPILLA RV CENTER	V232	264.9			2.6				262.3				
SUN CITY RV	V232	330.7			327.6		3.1						
TOM JOHNSON CAMPING CTR	V232	471.0			141.5		35.6		294.0				
TOM RAPER CAMPERS & RVS	V232	1,712.1					12.4		1,698.0		1.7		
TRAVELAND USA	V232	389.8			389.8								
ADAMECS HARLEY-DAVIDSON	V233	348.1					191.6		156.5				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BIGDOG MOTORCYCLE DLR	V233	409.8			409.8								
BMW MOTOR RAD	V233	279.3	277.5		1.8								
CAN-AM ATV	V233	284.9	282.8		1.8		0.4						
CRAZY FREDDYS MTR SPRTS	V233	406.6			295.5								111.0
DAYTONA HARLEY-DAVIDSON	V233	881.6			0.2		881.4						
FUN BIKE CENTER	V233	416.7							416.7				
HONDA OF RUSSELLVILLE	V233	250.2			137.8		16.4		95.9				
RICK CASE HONDA/MTRCYCL	V233	740.4			740.4								
RIDENOW POWERSPORTS	V233	410.6			383.0				27.6				
SHAWNEE HONDA MTRSPTNS	V233	388.4			247.4		6.0		135.0				
SUNRISE HONDA MTRSPTNS	V233	265.4			156.0				109.4				
SUZUKI WESTERN REG DLR	V233	975.5											975.5
URAL CLASSIC MOTORCYCLES	V233	276.0	276.0										
YAMAHA MOTORCYCLE DLR	V233	565.3	554.2		3.1		8.0						
AAMCO TRANSMISSIONS SVC	V241	4,153.9			23.8		64.9		4,045.2				19.9
ADAMSONS UNIV AUTOPLEX	V241	301.5			301.5								
ADVANCED & GOODYEAR AUTO	V241	345.1			345.1								
ALLEN TIRE CO	V241	392.0			392.0								
AMERICAS TIRE CO	V241	2,327.6			2,068.5				259.1				
BELLE TIRE STORE	V241	3,704.7			1,225.1		25.2		1,907.0				547.5
BELRON USA AUTO GLASS	V241	254.3											254.3
BG SERVICE SHOPS	V241	710.9							47.4		663.4		
BIG 10 TIRE STORE	V241	1,406.2			1,379.9				26.2				
BIG ALS MUFFLERS&BRAKES	V241	309.2			309.2								
BIG O TIRES STORE	V241	4,110.6			1,675.6		598.8		1,836.2				
BRAKE CHECK BRAKE CENTER	V241	1,087.4					36.5		1,050.9				
BRAKE CHECK BRAKE CENTER ONLINE	V241	882.9							882.9				
BRAKE MASTERS	V241	437.4			2.4		48.6		386.4				
BUDGET BRAKES	V241	926.1								926.1			
CAR X CAR CARE CENTER	V241	2,004.4			122.8				1,881.6				
CARROLLS TIRE WAREHOUSE	V241	549.2			506.8		17.3		25.1				
CARSTAR COLLISION REPAIR	V241	306.5			7.0		39.3		260.2				
CASSIDY TIRE & SERVICE	V241	1,554.5			1,554.5								
CERTIFIED TRANSMISSIONS	V241	491.4			312.7				178.7				
COLONY TIRE STORE	V241	308.9			6.6				302.4				
COTTMAN TRANSMISSION	V241	1,810.7			187.9		49.8		996.2		321.5		255.3
DEERFIELD TIRE CO	V241	528.8			528.8								
DIAMOND AUTO GLASS RPR	V241	872.2							872.2				
DIR GAS & SERVICE STATIONS	V241	5,429.8			5,429.8								
DISCOUNT TIRE CO INC	V241	15,424.4	1,208.1		8,512.8		1,796.9		3,752.5		154.1		
DISCOUNT TIRE DIRECT	V241	13,935.0	13,935.0										
DISCOUNT TIRE DIRECT STR ONLINE	V241	1,042.5	1,042.5										
DISCOUNT TIRE STORE	V241	1,743.2			1,453.3		289.8						
DOBBS TIRE & AUTO CTR	V241	1,415.9			129.8		67.5		1,218.6				
DUNN TIRE DISTRIBUTORS	V241	796.1			184.4		18.1		593.6				
ETD DISC TIRE CENTER	V241	437.8			437.8								
FIRESTONE CMPLT AT/SVC	V241	2,754.4			802.7				154.5				1,797.2
FIRESTONE COMPLETE AUTO	V241	1,086.4			25.3								1,061.1
FIRESTONE TIRE & SVC CTR	V241	10,301.2			10,182.2		96.1		21.9		1.0		
FORD GN PRTS&SVC CTR	V241	424.9			424.9								
GATEWAY TIRE&SERVICE CTR	V241	431.7					9.8		421.9				
GEMINI AUTOMOTIVE CARE	V241	651.0			35.0				23.0		552.4		40.6
GLASS DOCTOR MOBILE RPR	V241	1,165.5	590.4				1.4		50.9		522.8		
GLASS MASTERS WNDSHLD RP	V241	864.4							864.4				
GOODYEAR AUTO SVC CTR	V241	3,226.0			2,763.2		11.1		32.5		49.0		370.3
GOODYEAR GEMINI AUTO/SVC	V241	1,026.4			1,026.4								
HALL AUTOMOTIVE SVC CTR	V241	290.7							290.7				
HIBDON TIRES PLUS CTR	V241	391.8			270.7				121.1				
INDY TIRE CENTER	V241	394.9			394.9								
JACK WILLIAMS TIRE CO	V241	401.7			145.6		33.2		222.9				
JENSEN TIRE & AUTO SVC	V241	308.5							308.5				
JIFFY LUBE AUTO CENTER	V241	7,287.7			1,209.4		1,015.5		756.0		2,814.2		1,305.3
													187.3

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
JORDAN VALLEY AT BD RPR	V241	325.2							229.1				96.1
JUST TIRES	V241	3,140.6			2,619.9				33.7				487.0
KAUFFMAN TIRE STORE	V241	1,457.1			1,217.8		13.0		156.2				70.1
KAUFMANN TIRE CENTER	V241	597.0			460.9								136.1
KEN TOWERYS CAR SVC CTR	V241	709.1			582.0				127.1				
KING BEAR AUTO SVC CTR	V241	256.2			256.2								
KRAMER TIRE CENTER	V241	828.2			614.7								213.5
LES SCHWAB TIRE CENTER	V241	8,889.9	117.6		1,135.0		1,527.1		6,110.2				
LEVINS TIRE AUTO CENTER	V241	620.4			620.4								
LINE-X CUSTOM TRUCK/LNRS	V241	276.8			6.6		13.5		47.3		209.4		
LKQ SELF SVC AUTO PARTS	V241	306.9					11.4		295.6				
MAACO AUTO BODY CENTER	V241	27,391.4			833.9		31.6		26,515.4	10.5			
MAVIS TIRE OF GREENWICH	V241	400.7			400.7								
MAVIS TIRES	V241	3,179.7			3,179.7								
MAXXIS TIRE DLR	V241	633.2					633.2						
MEINEKE CAR CARE CENTER	V241	18,100.7			80.8		16.6	0.0	1,495.1	14,492.5	1,714.3	37.3	264.1
MERCHANTS TIRE&AUTO CTR	V241	1,679.0			1,679.0								
MIDAS AUTO SVC EXPERTS	V241	460.7			66.7		43.2						350.8
MIDAS INTL CORP CP	V241	530.3											530.3
MIDAS MUFFLER SHOPS	V241	29,413.2			192.2		51.9	10,459.7	3,918.0	6,204.2	7,543.3		1,043.9
MIDWEST TIRE&AUTO REPAIR	V241	442.4			442.4								
MR TIRE TIRES STORE	V241	2,400.3			1,404.0				81.1				915.1
NAPA AUTO CARE CENTER	V241	4,746.4			184.0		61.8	1,530.3	190.8		1,223.4	1,556.1	
NTB NATL TIRE & BATTERY	V241	2,091.7			1,595.3				496.5				
OIL CAN HENRYS ATM/TV	V241	337.7			6.0				331.6				
PPG PROSTARS TECHNICIANS	V241	615.4	613.2						0.1	2.2			
PRECISION TUNE AUTO CARE	V241	768.2			273.3		258.5		236.4				
PURCELL TIRE & RUBBER CO	V241	412.4			412.4								
QUALITY TUNE-UP	V241	734.0			734.0								
QUICK LANE AUTO SERVICE	V241	615.4			614.5				0.9				
RABEN TIRE & AUTO CENTER	V241	251.6					9.1		242.4				
RENT-N-ROLL CSTM WHL&TR	V241	441.1							441.1				
SAFELITE AUTO GLASS CO	V241	2,053.1									2,033.5		19.6
SEARS AUTO SERVICE	V241	438.4			438.4								
SERVICE KING COLLISION	V241	1,079.1							1,079.1				
STS CAR SERVICE CENTERS	V241	351.1			351.1								
SULLIVAN TIRE STORE	V241	283.6			261.5				22.1				
SUN DEVIL AUTO SERVICE	V241	1,460.1			1,380.6				79.5				
TIKE BARN WAREHOUSE	V241	1,086.4			803.5		17.3		265.7				
TIKE KINGDOM	V241	4,287.4			708.0		63.9		3,012.8				502.7
TIKE PROS TIRE SHOP	V241	564.5			529.3		4.0		31.2				
TIKE WORKS TOTAL CAR/CTR	V241	480.4							480.4				
TIREDISCOUNTERS TIRE STR	V241	1,228.8							1,228.8				
TIRES PLUS AUTO SVC CTR	V241	2,567.6			2,485.9				69.2				12.5
TIRES PLUS TOTAL CAR CR	V241	320.2			277.4				42.8				
TOSCALITO TIRE & BRAKE	V241	590.7			590.7								
TOWN FAIR TIRE CENTER	V241	1,896.4			1,528.9		55.8		302.8				9.0
TREAD QUARTERS TIRES	V241	729.7			729.7								
TREADEPOT.COM TIRE DLR ONLINE	V241	1,329.2	1,329.2										
VALVOLINE INSTANT OIL CH	V241	892.2			12.8		33.4		173.6				672.4
VESPIAS AUTO SERVICE CTR	V241	661.4			661.4								
WARREN TIRE CENTERS	V241	263.6			240.2				23.4				
WHEEL WORKS TIRE DLR	V241	2,933.4			2,777.9				155.5				
ZIEBART TIDY CAR	V241	682.1			675.2								6.9
BLUE BEACON SVC STATION	V242	953.5					953.5						
BP AMOCO GAS STN&CNVNC	V242	418.3	288.1		75.3		54.9						
BP SERVICE STATION	V242	1,859.0			48.6		1,810.4						
CHEVRON GASOLINE CO	V242	1,857.5					1,857.5						
CHEVRON SERVICE STATION	V242	6,517.8			13.7		6,504.1						
CITGO SERVICE STATION	V242	2,591.4	1,035.4		48.9		1,507.0						
CONOCO SERVICE STATION	V242	266.9			4.3		262.6						
EXXON SERVICE STATION	V242	1,209.8			62.0		1,147.8						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
EXXONMOBIL SVC STATIONS	V242	3,200.7			150.7		3,050.0						
FLYING J SERVICE STATION	V242	1,247.9					1,247.9						
GAS CITY SERVICE STATION	V242	320.6					320.6						
HESS DLR SERVICE	V242	2,610.7							2,610.7				
HESS EXPRESS GAS&CNVNC	V242	7,374.5			371.5		30.6		1,395.0				5,577.4
MOBIL SERVICE STATION	V242	867.6			7.0		860.5						
PETRO EXPRESS SVC STN	V242	357.9			31.5		326.4						
PETRO STOPPING CTR TRKST	V242	1,397.4					1,376.8		20.6				
PHILLIPS 66 SVC STATION	V242	310.3			85.5		224.8						
PILOT TRAVEL CENTER	V242	3,151.4					3,151.4						
RACETRAC SERVICE STATION	V242	913.1					913.1						
SHELL SERVICE STATION	V242	2,272.6			56.5		2,216.0						
SUNOCO DLR SERVICE	V242	672.8						185.5	75.7		411.6		
SUPERAMERICA GAS&FD STRS	V242	2,657.2			29.6				2,627.5				
TEXACO SERVICE STATION	V242	279.4			1.3		278.1						
VALERO DLR SERVICE	V242	446.2							201.0		245.2		
BLUE BEACON TRK WASHING	V290	405.8					405.8						
CARFAX.COM ONLINE	V290	10,351.6						332.9	105.9		9,025.7		887.1
DELTA SONIC CAR WSH&SVC	V290	514.4					299.3		215.1				
ECONO AUTO PAINTING	V290	466.8			290.6				176.2				
HOFFMAN CAR WASH & JIFFY LUBE AT CTR	V290	579.7			579.7								
ICON 24 HOUR PARKING SVC	V290	313.4							313.4				
ICON PARKING SYSTEMS	V290	284.9			35.7		249.2						
PARKING SPOT ARPRT PRKNG	V290	450.9	194.1		0.4		256.5						
POWERBLOCKTV.COM SHOP ONLINE	V290	1,088.9									1,088.9		
US AIRPORT PARKING SVC	V290	358.6							358.6				
VANTAGE MOBILITY/VAN CNV	V290	253.8	252.7		1.1								
ZIEBART AUTO SERVICES	V290	380.8			40.6		12.0		328.2				
3 DAY SUIT BROKER STORE MEN	V311	395.1			153.5				241.6				
80STEES.COM STORE ONLINE	V311	517.7	319.7			198.0							
A PEA IN/POD MTRNTY STR WOMEN	V311	738.5	737.0			1.5							
ABERCROMBIE & FITCH STR MEN & WOMEN	V311	1,378.9				1,378.9							
ADRIANO GOLDSCHMIED STR MEN & WOMEN	V311	2,068.7	2,068.7										
ADRIANO GOLDSCHMIED STR WOMEN	V311	1,016.3	1,016.3										
AEROPAStALE CLOTHING STR WOMEN	V311	835.5	835.5										
AFTER HOURS FRMLWR STR FAMILY	V311	279.3	279.3										
AFTER HOURS FRMLWR STR MEN	V311	3,444.5	3,442.2		2.3								
AJ WRIGHT CLOTHING STORE CHILDREN	V311	466.1							356.5				109.6
AJ WRIGHT CLOTHING STORE FAMILY	V311	3,150.5			190.5	26.5	179.9		2,753.7				
AJ WRIGHT CLOTHING STORE MEN	V311	365.0							365.0				
AJ WRIGHT CLOTHING STORE MEN & WOMEN	V311	4,122.0			2.3		142.1		1,573.9				2,403.7
AJ WRIGHT CLOTHING STORE WOMEN	V311	610.6							610.6				
AKRIS CLOTHING STR WOMEN	V311	1,411.3	1,150.1	248.4	3.0	9.8							
ALFRED ANGELO STORE FAMILY	V311	8,632.2	8,630.7						1.5				
ALFRED ANGELO STORE MEN & WOMEN	V311	464.4					456.3		8.1				
ALFRED ANGELO STORE WOMEN	V311	3,808.7	3,782.9		25.8								
ALL BORO WR WHLSRS STR MEN	V311	253.3			253.3								
AMERICAN APPAREL STORE WOMEN	V311	1,781.3	1,781.3										
AMERICAN EAGLE OUTFITTER MEN	V311	1,457.8	1,457.8										
AMERICAN EAGLE OUTFITTER MEN & WOMEN	V311	1,547.3	1,541.4				5.9						
AMERICAN EAGLE OUTFITTER WOMEN	V311	1,974.7	1,974.7										
AMSALE BRIDAL GOWNS STR WOMEN	V311	894.2	894.2										
ANCHOR BLUE CLOTHING STR MEN & WOMEN	V311	276.2					5.4						270.8
ANN TAYLOR CLOTHING STR WOMEN	V311	858.3	417.1	114.4	245.6	81.2							
ANNE KLEIN BOUTIQUES STR WOMEN	V311	265.0	265.0										
ANTHONY'S LADIES APRL STR WOMEN	V311	532.6			532.6								
ARDEN B CLOTHING STORE WOMEN	V311	585.1	573.5		11.6				701.0				
ARMANI EXCHANGE A/X STR MEN	V311	563.9	563.9										
ARMANI EXCHNG CLTHNG STR MEN & WOMEN	V311	701.0											
ASCOT CHANG CLOTHING STR MEN	V311	579.4	579.4										
ATELIER AIMEE SALON WOMEN	V311	451.9	451.9										
BABY GAP CLOTHING STORE CHILDREN	V311	620.4	551.3		69.0								

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BABY PHAT CLOTHING STORE WOMEN	V311	782.5	782.5										
BALENCIAGA CLOTHING STR WOMEN	V311	1,949.5	1,949.5										
BALLY/SWITZERLAND STORE MEN	V311	2,018.1	1,789.4	228.7									
BALLY/SWITZERLAND STORE MEN & WOMEN	V311	1,070.8	1,052.4		18.4								
BALLY/SWITZERLAND STORE WOMEN	V311	1,432.5	1,432.5										
BANANA REPUBLIC STORE MEN	V311	1,443.7	1,407.8		35.9								
BANANA REPUBLIC STORE MEN & WOMEN	V311	8,414.6	1,328.6		1,424.6	504.5	5,156.8						
BARNEYS NY CLOTHING STR MEN	V311	1,278.7	1,265.2		13.5								
BARNEYS NY CLOTHING STR MEN & WOMEN	V311	4,899.6	87.0		1,733.2	2,462.7	257.5		248.9				110.3
BARNEYS NY CLOTHING STR WOMEN	V311	552.9	552.9										
BCBG MAX AZRIA BOUTIQUES WOMEN	V311	6,470.6	6,013.2	457.4									
BCBG MAX AZRIA CLTHNG ST WOMEN	V311	3,854.4	3,854.4										
BEBE CLOTHING STORE MEN & WOMEN	V311	2,205.5					2,205.5						
BEBE CLOTHING STORE WOMEN	V311	1,824.3	1,577.3		247.0								
BENETTON CLOTHING STORE WOMEN	V311	1,047.7	1,047.7										
BIJAN CLOTHING STORE MEN & WOMEN	V311	340.2					340.2						
BIRNBAUM&BULLOCK BRIDAL WOMEN	V311	411.9	411.9										
BOBS STORES CLOTHING STR FAMILY	V311	789.6							789.6				
BOBS STORES CLOTHING STR MEN & WOMEN	V311	3,488.9	56.0		3,059.5		81.8		176.1				115.5
BOBS STORES CLOTHING STR WOMEN	V311	303.3							303.3				
BONTON FASHION STORE WOMEN	V311	604.7			604.7								
BOSS HUGO BOSS STORE MEN	V311	661.7	661.7										
BOSS HUGO BOSS STORE MEN & WOMEN	V311	8,691.8	8,691.8										
BOSS HUGO BOSS STORE WOMEN	V311	494.2	494.2										
BOTTEGA VENETA STORE MEN & WOMEN	V311	2,424.9	2,081.8	343.1									
BOTTEGA VENETA STORE WOMEN	V311	5,057.9	4,714.8	343.1									
BOYDS CLOTHING STORE MEN & WOMEN	V311	299.3			299.3								
BRIDAL REFLECTIONS STORE WOMEN	V311	876.9	874.6				2.3						
BRIDES BY DEMETROIS STR WOMEN	V311	1,040.5	930.4		7.7		102.4						
BRIONI CLOTHING STORE MEN	V311	869.4	755.1	114.4									
BRIONI CLOTHING STORE MEN & WOMEN	V311	634.0	209.8				424.2						
BRIONI CLOTHING STORE WOMEN	V311	982.2	982.2										
BROOKS BROS CLOTHING STR FAMILY	V311	6,420.4	4,339.0		1,385.5		695.9						
BROOKS BROS CLOTHING STR MEN	V311	572.0	491.2	35.0	5.6	40.1							
BROOKS BROS CLOTHING STR MEN & WOMEN	V311	5,004.6	4,655.3	46.0	145.9	156.1	1.3						
BROOKS BROS CLOTHING STR WOMEN	V311	296.1	235.9			60.2							
BROOKS BROS CP	V311	308.1			6.5	301.6							
BUCKEYE CORNER STORE FAMILY	V311	447.9			447.9								
BURBERRY CLOTHING STORE FAMILY	V311	501.5			188.7	312.9							
BURBERRY CLOTHING STORE MEN & WOMEN	V311	3,015.2	2,827.9	156.8	30.5								
BURBERRY CLOTHING STORE WOMEN	V311	2,140.7	1,983.9	156.8									
BURLINGTON COAT FACTORY CHILDREN	V311	4,292.1	2,589.4				915.2	5.6	145.6	636.3			
BURLINGTON COAT FACTORY FAMILY	V311	27,486.2					15.2	16,186.8	595.8	2,862.8	7,825.6		
BURLINGTON COAT FACTORY MEN	V311	1,817.4						1,375.3	0.8	91.2	350.1		
BURLINGTON COAT FACTORY MEN & WOMEN	V311	10,655.5			6,828.1	88.3	150.1	2,241.5	506.1	196.5	636.6		8.4
BURLINGTON COAT FACTORY WOMEN	V311	7,932.2						4,673.4	13.1	859.6	2,386.1		
CABELAS CLOTHING STORE MEN	V311	522.3	345.7				176.5						
CACHE CLOTHING STORE WOMEN	V311	430.0			2.6				131.2		296.2		
CALVIN KLEIN CLTHNG STR MEN	V311	1,896.1	1,668.1	207.9		20.1							
CALVIN KLEIN CLTHNG STR MEN & WOMEN	V311	2,069.1	891.4		13.0	270.1	894.6						
CALVIN KLEIN CLTHNG STR WOMEN	V311	3,208.0	2,669.4	498.5		40.1							
CANALI CLOTHING STORE MEN	V311	1,740.8	1,708.7			32.0							
CAROLINA HERRERA STORE WOMEN	V311	1,603.6	1,576.5			4.7	22.5						
CARTERS OUTLET STORE CHILDREN	V311	577.5	574.2			3.3							
CASSARA BROS CLOTHIERS MEN	V311	641.7			641.7								
CASUAL MALE XL CLTHNG ST MEN	V311	431.3						90.0	23.2		318.1		
CATO FSHNS CLTHNG STR WOMEN	V311	2,067.8			36.3				2,031.5				
CAVENDERS WESTERN WR STR FAMILY	V311	400.0			364.3		35.7						
CESARE PACIOTTI STORE MEN & WOMEN	V311	292.3	292.3										
CESARE PACIOTTI STORE WOMEN	V311	2,030.0	1,801.3	228.7									
CHARLES TYRWHITT STORE MEN	V311	641.2	466.1		30.8	144.2							
CHICOS CLOTHING STR WOMEN	V311	11,462.4	10,434.4		67.2		7.5		953.3				

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CHILDRENS PLACE STORE CHILDREN	V311	16,686.1	16,680.7		1.8		3.6						
CHLOE & CO CLOTHING STR FAMILY	V311	260.2				260.2							
CHLOE BOUTIQUE WOMEN	V311	15,555.5	14,824.4	686.1	45.0		285.7						
CLIFFORD MICHAEL DESIGN MEN & WOMEN	V311	285.7											
COLDWATER CREEK STORE WOMEN	V311	12,777.7	11,664.0		31.8				1,081.8				
COLE HAAN CLOTHING STORE MEN & WOMEN	V311	569.6	543.4				26.2						
COLE-HAAN W CLOTHING STR WOMEN	V311	837.8	837.8										
COOKIES CLOTHING STORE CHILDREN	V311	966.2			922.6		43.6						
COSMOS DESIGNER-DRCT STR MEN	V311	970.2			928.6		41.5						
CUSTOMIZEDGIRL.COM STORE ONLINE	V311	1,217.0	1,217.0										
DAFFYS CLOTHING STORE MEN & WOMEN	V311	521.9				521.9							
DAVIDS BRIDAL STORE FAMILY	V311	32,655.4	11,293.3					5,934.6	267.4	11,150.4	4,009.8		
DAVIDS BRIDAL STORE WOMEN	V311	18,610.3	16,789.7		46.6		20.0	124.4	31.2	1,322.3	276.2		
DEMETRIOS BRIDAL SALON WOMEN	V311	3,097.4	3,078.1		19.2								
DENNYS CHILDRENS WR STR CHILDREN	V311	388.2			388.2								
DENNYS CLOTHING STORE MEN & WOMEN	V311	258.7			258.7								
DEPOT CLOTHING STORE MEN	V311	304.9			304.9								
DESIGNERS TO YOU STORE WOMEN	V311	420.5			420.5								
DESTINATION MTRNTY STR WOMEN	V311	798.9	798.9										
DIESEL CLOTHING STORE MEN	V311	632.1	632.1										
DIESEL CLOTHING STORE MEN & WOMEN	V311	304.3	304.3										
DIESEL CLOTHING STORE WOMEN	V311	919.6	919.6										
DIR CLOTHING STORES	V311	889.6			889.6								
DKNY STORE FAMILY	V311	517.3			58.7	458.7							
DKNY STORE MEN & WOMEN	V311	639.7	277.4				362.3						
DKNY STORE WOMEN	V311	1,512.2	1,512.2										
DOCKERS CLOTHING STORE MEN	V311	648.7	648.7										
DOLCE&GABBANA CLTHNG STR FAMILY	V311	322.5	16.7		278.8	27.1							
DOLCE&GABBANA CLTHNG STR MEN & WOMEN	V311	280.4			0.4		280.0						
DONNA KARAN CLOTHING STR MEN & WOMEN	V311	3,476.2	3,146.0	228.7			101.5						
DONNA KARAN CLOTHING STR WOMEN	V311	4,213.7	3,985.0	228.7									
DRESS BARN CLOTHING STR WOMEN	V311	9,412.0	9,410.2		1.9								
ECCO CLOTHING STORE WOMEN	V311	511.0	511.0										
EDDIE BAUER CLOTHING STR FAMILY	V311	5,564.5	5,564.5										
EDDIE BAUER CLOTHING STR MEN & WOMEN	V311	2,644.9	2,572.4		56.9		15.5						
EILEEN FISHER CLTHNG STR WOMEN	V311	5,275.2	2,898.5	1,686.7	490.6	162.0	37.4						
ELIE TAHARI CLOTHING STR MEN & WOMEN	V311	1,856.2	1,856.2										
ELIE TAHARI CLOTHING STR WOMEN	V311	5,930.2	5,039.4	665.3		206.0	19.5						
EMPORIO ARMANI STORE MEN	V311	978.7	978.7										
EMPORIO ARMANI STORE WOMEN	V311	2,200.6	2,194.6		6.0								
ENERGIE CLOTHING STORE MEN	V311	255.8	255.8										
ERMENEGILDO ZEGNA STORE MEN	V311	1,544.4	1,051.6		105.6	387.2							
ESCADA BOUTIQUE WOMEN	V311	6,357.8	6,071.4	70.9	177.8	37.7							
ESQUIRE BIG & TALL STORE MEN	V311	253.0	253.0										
ETRO CLOTHING STORE MEN	V311	1,476.3	1,247.6	228.7									
ETRO CLOTHING STORE MEN & WOMEN	V311	1,391.4	1,391.4										
ETRO CLOTHING STORE WOMEN	V311	4,284.7	3,827.3	457.4									
FACONNABLE BOUTIQUE WOMEN	V311	271.2	271.2										
FASHION BUG CLOTHING STR WOMEN	V311	1,160.9	1,029.6		105.1			26.1					
FENDI BOUTIQU CLTHNG STR MEN & WOMEN	V311	576.9				575.5	1.4						
FENDI BOUTIQU CLTHNG STR WOMEN	V311	9,602.8	9,023.3	571.8	7.7								
FERAUD BOUTIQUE WOMEN	V311	477.5	477.5										
FORMAN MILLS FCTRY WRHS FAMILY	V311	902.4						879.9				22.5	
FORMAN MILLS FCTRY WRHS MEN & WOMEN	V311	2,119.3			1,284.2		15.0		19.7				800.5
FORTH&TOWNE CLOTHING STR WOMEN	V311	1,350.7	880.2		413.1	57.5							
FRANK STELLA LTD STORE MEN	V311	703.2			85.6	617.7							
FRENCH CONNECTION STR MEN	V311	294.5	294.5										
FRENCH CONNECTION STR WOMEN	V311	1,654.7	1,654.7										
G&M MENS SUIT WAREHOUSE MEN	V311	470.5			470.5								
GAP CLOTHING STORE MEN & WOMEN	V311	8,384.0			601.4	1,151.6	6,630.9		0.1				
GAP CLOTHING STORE WOMEN	V311	16,199.8	1,068.2	914.8				7,500.5	373.3	3,859.6	2,483.3		
GIORGIO ARMANI BOUTIQUE FAMILY	V311	543.3			153.7	389.6							

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GIORGIO ARMANI BOUTIQUE MEN	V311	3,681.6	3,206.8	228.7	5.4	240.8							
GIORGIO ARMANI BOUTIQUE MEN & WOMEN	V311	2,870.9	1,708.2	156.8	2.1	60.2	943.6						
GIORGIO ARMANI BOUTIQUE WOMEN	V311	5,896.3	5,384.5	457.4	14.3	40.1							
GIVENCHY CLOTHING STR WOMEN	V311	524.3	524.3										
GOODYS FAM CLOTHING INC CP	V311	289.9							289.9				
GOODYS FAM CLOTHING STR FAMILY	V311	3,404.9			902.5				2,499.2				3.2
GOODYS FAM CLOTHING STR MEN	V311	573.2	264.6						308.7				
GOODYS FAM CLOTHING STR MEN & WOMEN	V311	2,473.5					11.3		2,441.9				20.3
GOODYS FAM CLOTHING STR WOMEN	V311	2,071.4	850.9						1,220.5				
GROUP USA CLOTHING STORE FAMILY	V311	287.6	287.6										
GROUP USA CLOTHING STORE WOMEN	V311	1,073.9	1,073.9										
GUCCI OUTLET STORE MEN & WOMEN	V311	1,829.4			40.5	1,788.9							
GUESS CLOTHING STORE FAMILY	V311	433.8					433.8						
H&M CLOTHING STORE CHILDREN	V311	1,036.1	1,036.1										
H&M CLOTHING STORE FAMILY	V311	2,161.5			768.8	73.2	1,319.5						
H&M CLOTHING STORE MEN & WOMEN	V311	316.8	45.4				190.5						81.0
H&M CLOTHING STORE WOMEN	V311	15,916.4	15,861.9			54.5							
HAGGAR CLOTHING CO STORE FAMILY	V311	257.8				41.2							216.6
HAMRICKS CLOTHING STORE FAMILY	V311	270.6					35.3		235.3				
HAMRICKS CLOTHING STORE MEN & WOMEN	V311	303.4				48.9	27.9		226.6				
HENRY BEGUELIN STORE WOMEN	V311	436.3	436.3										
HERMES CLOTHING STR MEN	V311	543.5	314.8	228.7									
HERMES CLOTHING STR MEN & WOMEN	V311	273.8				229.5	44.3						
HERMES CLOTHING STR WOMEN	V311	774.5	545.8	228.7									
HICKEY-FREEMAN STORE CHILDREN	V311	527.0	184.0	343.1									
HICKEY-FREEMAN STORE MEN	V311	1,456.5	472.0	571.8	265.9	146.9							
HONG KONG GRAND CSTM STR MEN	V311	542.9					542.9						
HOUSE OF BRIDES STORE WOMEN	V311	269.3	222.6			23.0			23.6				
HUGO BOSS BOSS STORE WOMEN	V311	776.7	776.7										
ICEBERG BOUTIQUE WOMEN	V311	415.2	415.2										
IDEAL BABY STORE CHILDREN	V311	644.7							644.7				
IKE BEHAR CLOTHING STORE MEN	V311	1,486.6		1,486.6									
INTIMACY BRA SPLCLSTS STR WOMEN	V311	269.7							269.7				
IRVS MENS CLOTHING STR MEN	V311	284.7			284.7								
ISAIA CLOTHING STORE MEN	V311	758.8	758.8										
J JILL CLOTHING STORE WOMEN	V311	2,260.4	2,260.4										
J MENDEL CLOTHING STORE WOMEN	V311	1,235.0	1,225.2				9.8						
JIL SANDER CLOTHING STR WOMEN	V311	592.0	562.6				29.4						
JIMMY CHOO CLOTHING STR WOMEN	V311	884.1	493.0	343.1	48.1								
JOHN VARVATOS CLTHNG ST MEN	V311	1,121.0	856.1	228.7	6.9	29.4							
JORDAN FASHIONS STORE WOMEN	V311	614.7	614.7										
JOS A BANK CLOTHIERS MEN	V311	6,761.0							6,761.0				
JOS A BANK CLOTHIERS MEN & WOMEN	V311	8,610.8			119.2		3.7						8,487.9
JUDITH LEIBER CLTHNG STR WOMEN	V311	1,217.6	1,086.0	114.4		6.4	10.9						
JUICY COUTURE BOUTIQUE WOMEN	V311	778.8	550.1	228.7									
JULIANA COLLEZIONE STORE WOMEN	V311	584.5	582.3			2.2							
JUST CAVALLI BOUTIQUE WOMEN	V311	845.1											
K&G FASHION SUPERSTORE FAMILY	V311	1,207.1			203.5				1,003.6				
K&G FASHION SUPERSTORE MEN	V311	7,439.9							7,439.9				
K&G FASHION SUPERSTORE MEN & WOMEN	V311	8,126.5				10.9			8,115.6				
K&G FASHION SUPERSTORE WOMEN	V311	4,005.5							4,005.5				
KARAKO DESIGNER STS STR MEN	V311	2,857.1			2,857.1								
KENNETH COLE CLTHNG STR FAMILY	V311	292.9				292.9							
KENNETH COLE CLTHNG STR MEN & WOMEN	V311	865.8	193.0			121.0	19.2	532.7					
KENNETH COLE CLTHNG STR WOMEN	V311	633.8	555.4	78.4									
KIMORA LEE SIMMONS STORE	V311	333.2	232.3					100.9					
KIPLING CLOTHING STORE WOMEN	V311	448.3	448.3										
KITSON CLOTHING STORE MEN & WOMEN	V311	275.0	160.6	114.4									
LA PERLA CLOTHING STR WOMEN	V311	672.1	672.1										
LACOSTE BOUTIQUE MEN	V311	1,032.6	1,032.6										
LACOSTE BOUTIQUE MEN & WOMEN	V311	1,667.8	1,667.8										
LACOSTE BOUTIQUE WOMEN	V311	1,518.0	1,414.1	104.0									

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LANDS END INLET STORE MEN & WOMEN	V311	507.1			463.9		1.5						41.7
LANE BRYANT CLTHNG STR WOMEN	V311	7,823.3	4,273.8		826.8		83.5	89.0	144.2	1,266.3	1,139.8		
LANVIN BOUTIQUE STORE MEN	V311	286.8	58.1	228.7									
LANVIN BOUTIQUE STORE WOMEN	V311	1,114.3	885.6	228.7									
LAS TIENDAS NOO FAMILY	V311	391.3							391.3				
LESPORTSAC CLOTHING STR WOMEN	V311	1,345.5	1,106.2	228.7	10.7								
LIZ LANGE MATERNITY STR WOMEN	V311	344.8	253.5		88.4	2.9							
LONGCHAMP BOUTIQUE WOMEN	V311	296.2		104.0	1.4	190.9							
LOUIS BOSTON CLTHNG STR MEN & WOMEN	V311	326.9			54.6		272.3						
LOUIS VUITTON CLTHNG STR FAMILY	V311	1,332.4			237.0	1,095.4							
LOUIS VUITTON CLTHNG STR MEN	V311	5,148.0	4,836.1	311.9									
LOUIS VUITTON CLTHNG STR MEN & WOMEN	V311	3,264.4	1,886.5	245.9	365.6	539.6	226.8						
LOUIS VUITTON CLTHNG STR WOMEN	V311	20,160.9	19,420.7	727.7	12.5								
LOVERS LANE STORE MEN & WOMEN	V311	263.6						263.6					
LUBIAM CLOTHING STORE MEN	V311	295.5	295.5										
LUCIEN PELLAT FINET STR	V311	376.2	360.0			16.2							
MALO CLOTHING STORE MEN & WOMEN	V311	324.1	138.2	185.9									
MALO CLOTHING STORE WOMEN	V311	1,984.9	1,984.9										
MANDEE SHOPS CLTHNG STR WOMEN	V311	407.7	407.7										
MARC JACOBS CLOTHING STR MEN	V311	321.1	321.1										
MARC JACOBS CLOTHING STR MEN & WOMEN	V311	1,800.3	1,800.3										
MARC JACOBS CLOTHING STR WOMEN	V311	6,926.5	6,812.2	114.4									
MARCIANO CLOTHING STORE WOMEN	V311	277.4	277.4										
MARINA RINALDI STORE WOMEN	V311	788.2	772.7		15.5								
MARK INGRAM BRIDAL STORE WOMEN	V311	550.8	550.8										
MASTROIANNI FASHIONS MEN	V311	461.6			39.6			422.0					
MAXMARA CLOTHING STORE WOMEN	V311	3,271.3	2,842.6	322.3			106.5						
MAXSTUDIO.COM ONLINE	V311	5,326.8	5,326.8										
MCCAULOUS CLOTHING STORE MEN & WOMEN	V311	789.6			789.6								
MENS FASHION DEPOT MEN	V311	570.4			257.7			312.7					
MENS WEARHOUSE CLTHNG ST MEN	V311	34,799.5	1,626.4		2.4		26.0	1,058.4	28,993.3		2,944.6		148.4
MICHAEL KORS CLTHNG STR MEN & WOMEN	V311	409.1	409.1										
MICHAEL KORS CLTHNG STR WOMEN	V311	3,399.4	3,176.7	114.4	7.0	101.4							
MIMI MATERNITY STORE WOMEN	V311	707.0	707.0										
MISS SIXTY CLOTHING STR WOMEN	V311	935.5	935.5										
MISSONI CLOTHING STR WOMEN	V311	5,252.6	4,795.2	457.4			291.2						
MITCHELLS/WSTPR &RICHARDS STR FAM	V311	291.2											
MIU MIU CLOTHING STORE WOMEN	V311	4,242.2	3,767.7	474.6									
MON AMIE CLTHNG STR WOMEN	V311	307.4	307.4										
MON CHERI BRIDAL STR WOMEN	V311	287.6	287.6										
MOTHERHOOD MATERNITY STR WOMEN	V311	1,573.0	1,573.0										
MR ALANS SHOE&SPRTWR STR FAMILY	V311	298.5			41.0			222.4					35.1
MR MAC CLOTHING STORE MEN	V311	338.2						338.2					
MULBERRY CLOTHING STORE WOMEN	V311	2,210.5	1,363.6	343.1	14.0	489.8							
MUNSINGWEAR PENGUIN STR WOMEN	V311	418.3	418.3										
NAPAPIJRI CLOTHING STORE MEN	V311	512.4	512.4										
NAU CLOTHING STORE MEN & WOMEN	V311	345.2	345.2										
NAUTICA CLOTHING STORE MEN	V311	479.7	443.1		36.6								
NET-A-PORTER CLTHNG STR ONLINE	V311	723.9	723.9										
NEW YORK & CO STORE WOMEN	V311	2,392.1	2,286.5				26.0						79.6
NEW YORK SUIT EXCHNG LTD MEN	V311	1,246.0						1,246.0					
NEW YORK&CO CLOTHING STR WOMEN	V311	765.0	765.0										
NICOLE FARHI BOUTIQUE WOMEN	V311	840.6	840.6										
NICOLE MILLER CLTHNG STR WOMEN	V311	799.0	799.0										
NINA RICCI BOUTIQUE WOMEN	V311	529.9	529.9										
OAKLEY O STORE MEN & WOMEN	V311	540.7	540.7										
OLD NAVY CLOTHING STORE CHILDREN	V311	467.4											467.4
OLD NAVY CLOTHING STORE FAMILY	V311	30,134.4			426.5			15,886.1	356.3	9,237.0	3,207.5		1,021.0
OLD NAVY CLOTHING STORE MEN & WOMEN	V311	48,657.8	470.1		5,984.2	779.6		19,595.7	608.8	9,773.6	4,054.3		7,391.5
OLD NAVY CLOTHING STORE WOMEN	V311	122,104.5	2,986.3		164.7			76,879.4	481.7	30,056.1	11,536.3		
ONCE UPON A CHILD STORE CHILDREN	V311	787.1			20.4		18.3		748.4				
ORVIS CO STORE MEN & WOMEN	V311	299.4			280.4		19.0						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
OSCAR DE LA RENTA STORE WOMEN	V311	5,378.9	4,857.7	457.4	34.5	29.4							
PACSUN CLOTHING STORE MEN & WOMEN	V311	1,255.5	1,255.5										
PACSUN CLOTHING STORE WOMEN	V311	1,137.7	1,137.7										
PAL ZILERI CLOTHING STR MEN	V311	507.8	507.8										
PAUL SMITH CLOTHING STR MEN	V311	1,061.9	739.6	322.3									
PAUL STUART CLTHNG STR MEN	V311	451.2	289.0			162.2							
PERRY ELLIS CLOTHING STR MEN	V311	1,182.0	1,182.0										
PERRY ELLIS CLOTHING STR MEN & WOMEN	V311	626.2				626.2							
PERSONAL SHOPPER STORE ONLINE	V311	645.2	645.2										
PLATOS CLOSET TEEN SHOP WOMEN	V311	400.0						400.0					
POLO RALPH LAUREN STORE MEN	V311	3,632.3	3,632.3										
PORTOLANO PDT'S STORE WOMEN	V311	291.8		114.4	177.5								
PRADA CLOTHING STORE MEN & WOMEN	V311	430.9			17.5	408.8	4.7						
PRADA CLOTHING STORE WOMEN	V311	769.3	769.3										
PRATO CLOTHING STORE MEN	V311	298.8			298.8								
PRINGLE OF SCOTLAND STR WOMEN	V311	781.0	781.0										
PRISCILLA OF BOSTON STR WOMEN	V311	1,707.0	1,705.5			1.5							
PRIVACY WEAR CLTHNG STR WOMEN	V311	600.6	600.6										
RALPH LAUREN CLTHNG STR CHILDREN	V311	1,600.8	1,600.8										
RALPH LAUREN CLTHNG STR MEN	V311	10,291.0	8,566.8	983.4		740.7							
RALPH LAUREN CLTHNG STR MEN & WOMEN	V311	4,732.0			954.6	3,777.4							
RALPH LAUREN CLTHNG STR WOMEN	V311	16,595.2	15,577.5	1,017.7									
RAMPAGE CLOTHING STORE WOMEN	V311	674.5	674.5										
REEBOK FACTORY DRCT STR FAMILY	V311	616.1					616.1						
REEM ACRA BRIDAL STORE WOMEN	V311	510.3	510.3										
REI OUTDOOR CLOTHING STR FAMILY	V311	296.3			246.1		50.1						
REPORT COLLECTION STORE MEN	V311	376.6	376.6										
ROBERTO CAVALLI STORE WOMEN	V311	3,248.9	2,926.7	322.3									
ROCHESTER BIG&TALL STORE MEN	V311	581.0			576.4			4.6					
ROCK&REPUBLIC CLTHNG STR WOMEN	V311	735.1	735.1										
ROSS DISC CLOTHING STORE CHILDREN	V311	2,643.1						2,643.1					
ROSS DISC CLOTHING STORE FAMILY	V311	3,226.0						3,226.0					
ROSS DISC CLOTHING STORE MEN	V311	4,119.7						4,119.7					
ROSS DISC CLOTHING STORE MEN & WOMEN	V311	9,952.6					11.8	9,936.5					4.3
ROSS DISC CLOTHING STORE WOMEN	V311	20,765.5							20,765.5				
ROTHMANS CLOTHING STORE MEN	V311	406.1	228.7	71.8	105.5								
S&B MENS SUIT WAREHOUSE MEN	V311	317.9		317.9									
S&K MENSWEAR STORE MEN	V311	6,265.9	354.7		7.6		18.5	5,834.2					50.9
SALVATORE FERRAGAMO STR MEN	V311	1,197.8	854.8	343.1									
SALVATORE FERRAGAMO STR MEN & WOMEN	V311	2,796.0	2,202.6	228.7	85.5	159.6	119.6						
SALVATORE FERRAGAMO STR WOMEN	V311	9,735.0	9,277.6	457.4									
SEARLE CLOTHING STORE WOMEN	V311	383.5		383.5									
SHEPLERS WESTERN WR STR MEN & WOMEN	V311	639.7			298.9		334.2	6.6					
SOMA INTIMATES BOUTIQUE WOMEN	V311	1,611.1							1,611.1				
SONIA RYKIEL CLTHNG STR WOMEN	V311	587.5	587.5										
SOUTHPOLE CLOTHING STORE WOMEN	V311	642.6	642.6										
ST JOHN CLOTHING STORE WOMEN	V311	4,734.3	4,676.7		31.6	26.0							
STEIN MART CLOTHING STR MEN	V311	352.9	344.3		8.6								
STELLA McCARTNEY STORE WOMEN	V311	731.8	731.8										
STEVE MADDEN CLTHNG STR FAMILY	V311	311.7			95.4		216.3						
STRASBURG CLOTHING STORE CHILDREN	V311	287.6	287.6										
SUE PATRICK CLOTHING STR WOMEN	V311	371.8			371.8								
SUITMART MENSWEAR STORE FAMILY	V311	284.6						284.6					
SUITS 20/20 MENSWEAR STR MEN	V311	856.1			856.1								
SWIM N SPORT CLTHNG STR WOMEN	V311	287.2					287.2						
SYMS CLOTHING STORE FAMILY	V311	917.0			44.9				11.6				860.6
SYMS CLOTHING STORE MEN	V311	353.6			56.2					297.4			
SYMS CLOTHING STORE MEN & WOMEN	V311	4,293.7			1,322.6	129.7	10.0		1,323.5				1,508.0
TADASHI CLOTHING STORES WOMEN	V311	762.0	762.0										23.7
TALBOTS CLOTHING STORE FAMILY	V311	1,917.2			1,654.1	239.3							
TALBOTS CLOTHING STORE WOMEN	V311	22,231.2	7,937.0		1,874.5	1,036.6		11,380.2	3.0				
TALBOTS OUTLET CLOTHING FAMILY	V311	289.4			289.4								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TASSES FASHION STORE FAMILY	V311	548.0							548.0				
TELCO STORES CLTHNG STR FAMILY	V311	263.1			70.2				192.8				
TERI JON CLOTHING STORE WOMEN	V311	921.2		914.8		6.4							
TJ MAXX CLOTHING STORE FAMILY	V311	1,879.0	39.6		540.6		21.1		990.5		156.1		131.1
TJ MAXX CLOTHING STORE MEN	V311	2,644.5			219.0	31.3			1,653.4		697.2		43.6
TJ MAXX CLOTHING STORE MEN & WOMEN	V311	18,658.4	39.6		3,729.1	175.2	122.3	121.2	7,516.8		1,830.0		5,124.2
TJ MAXX CLOTHING STORE WOMEN	V311	17,282.1	116.8	46.0	1,791.3	104.7			299.9	9,784.1		5,139.3	
TODS CLOTHING STORE WOMEN	V311	283.0	251.2			31.8							
TOM FORD MENSWEAR STORE MEN	V311	1,153.7	745.3	114.4		274.2	19.8						
TOMMY HILFIGER STORE MEN	V311	1,317.5	826.9	197.1		293.6							
TOMMY HILFIGER STORE MEN & WOMEN	V311	12,771.4	12,771.4										
TOMMY HILFIGER STORE WOMEN	V311	1,213.5	1,213.5										
TORRID PLUS SIZES STORE WOMEN	V311	1,591.9	1,591.9										
TRUDYS BRIDES CLTHNG STR WOMEN	V311	451.5	22.3		429.3								
TSE CASHMERE CLTHNG STR MEN	V311	271.2		271.2			18.0						
TSE CASHMERE CLTHNG STR MEN & WOMEN	V311	341.2	323.2										
TSE CASHMERE CLTHNG STR WOMEN	V311	3,023.9	2,512.2	499.9	11.8								
UNDER ARMOUR FCTRY STR MEN & WOMEN	V311	438.7					438.7						
VALENTINO BOUTIQUE MEN	V311	383.7	383.7										
VALENTINO BOUTIQUE WOMEN	V311	2,520.7	2,462.6	58.1									
VAN HEUSEN CLOTHING STR MEN	V311	734.9	734.9										
VERA WANG CLOTHING STORE WOMEN	V311	1,439.5	895.2	457.4	4.6	29.9	52.5						
VERONIQUE MATERNITY STR WOMEN	V311	336.9	332.4		4.4								
VERSACE CLOTHING STORE MEN	V311	565.0	450.7	114.4									
VERSACE CLOTHING STORE WOMEN	V311	1,829.6	1,829.6										
VF FACTORY OUTLET STR MEN & WOMEN	V311	657.5				657.5							
VICTORIAS SECRET STORES WOMEN	V311	68,351.8	1,441.5		7.9		141.2	51,000.5	136.8	6,393.2	9,205.7	21.5	3.5
VILEBREQUIN CLOTHING STR FAMILY	V311	297.9	297.9										
VON MAUR CLOTHING STORE FAMILY	V311	340.7			326.2		14.4						
WEATHERPROOF GARMENT STR MEN	V311	1,172.3		114.4	74.1		983.8						
WESTERN WAREHOUSE MEN & WOMEN	V311	323.8			323.8								
WHITE HOUSE BLCK MKT STR WOMEN	V311	4,859.7	4,859.7										
WORTH COLLECTION LTD STR WOMEN	V311	1,169.1	1,160.2		8.8								
YVES ST LAURENT STORE MEN	V311	438.7	334.7	104.0									
YVES ST LAURENT STORE WOMEN	V311	5,383.3	4,858.0	218.3	52.5	254.4							
ZEGNA CLOTHING STORE MEN	V311	563.4	342.8				220.6						
ZEGNA SPORT CLOTHING STR MEN	V311	475.8	475.8										
ALAN FURS STORE	V312	329.0			121.5				207.5				
ALASKAN FUR CO	V312	297.8			178.5				119.4				
ANDRIANA FURS	V312	1,572.8			1,004.9				567.9				
ANGELOS LEATHER & FURS	V312	553.4			519.3		34.2						
BARTH WIND ELAN FUR STR &ELAN FURS	V312	250.9			250.9								
DITTRICH FURS STORE	V312	293.1			231.0				62.2				
ELAN FURS FURRIER	V312	262.1			244.0				18.2				
FLEMINGTON FUR CO STORE	V312	413.5			78.4	25.5	161.0		148.6				
KLUGER FURS LTD STORE	V312	388.6			388.6								
MARKS-LLOYDS FUR STORE	V312	788.0			628.0				160.0				
MCELROY FURS STORE	V312	591.5			591.5								
POLOGEORGIS FUR STORE	V312	298.5	184.2	114.4									
SAKOWITZ FUR SALON	V312	705.7	9.3		674.0				22.3				
STEVEN CORN FURS STORE	V312	367.3			247.9				119.4				
WEISS FUR&LEATHERS STR	V312	491.4			260.3				231.1				
WOLVERINE FUR CO STORE	V312	288.8			288.8								
YORK FURRIERS	V312	1,176.9			1,100.6		76.4						
ZINMAN FUR SHOP	V312	616.1			265.0		29.7		321.4				540.3
ADIDAS SHOE STORE FAMILY	V313	577.1					36.8						
AEROSOLES SHOE STORE MEN & WOMEN	V313	833.3				833.3							
ALAMO SHOES STORE WOMEN	V313	317.5			317.5								
ALDO SHOE STORE MEN	V313	1,435.7	1,435.7										
ALDO SHOE STORE MEN & WOMEN	V313	2,045.1	732.2				1,312.9						
ALDO SHOE STORE WOMEN	V313	1,738.1	1,738.1										
ALLEN EDMONDS SHOE STORE MEN	V313	747.1	252.9		46.5	421.3	24.8		1.7				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ALLEN EDMONDS SHOE STORE MEN & WOMEN	V313	551.7			212.9	226.2	37.3						75.4
BALLY SHOE STORE WOMEN	V313	1,597.4	1,368.7	228.7									
BRANDYS SHOES STORE MEN & WOMEN	V313	499.3			476.3		23.0						
BRUCETTES SHOE STORE WOMEN	V313	336.0			336.0								
CHARLES DAVID SHOE STORE WOMEN	V313	922.6	922.6										
CLARKS SHOE STORE MEN & WOMEN	V313	292.0	230.3		61.7								
COLE-HAAN SHOE SHOPS MEN	V313	3,019.4	2,549.2	349.8		120.4							
COLE-HAAN SHOE SHOPS MEN & WOMEN	V313	1,401.5	402.4		688.4	293.2	17.6						
COLE-HAAN SHOE SHOPS WOMEN	V313	5,632.3	5,284.2	228.7	54.3	65.1							
DIOR SHOES STORE WOMEN	V313	400.6				400.6							
DONALD J PLINER SHOE STR MEN	V313	385.5	385.5										
DONALD J PLINER SHOE STR WOMEN	V313	1,441.7	1,441.7										
DSW SHOE WAREHOUSE MEN & WOMEN	V313	1,305.4			284.9		91.3						929.3
DSW SHOE WAREHOUSE WOMEN	V313	15,535.4			44.7				15,490.6				
EARTH SHOE STORE MEN & WOMEN	V313	1,097.2	1,097.2										
FAIRWWEAR STORE FAMILY	V313	1,576.7							1.0			1,564.6	11.1
FAIRWEAR STORE MEN	V313	779.7							779.7				
FAIRWEAR STORE MEN & WOMEN	V313	6,065.3			2,448.1				428.0				3,189.3
FAIRWEAR STORE WOMEN	V313	3,559.5							3,559.5				
FINISH LINE SHOE STORE MEN	V313	1,566.7										1,566.7	
FINISH LINE SHOE STORE MEN & WOMEN	V313	1,332.0		0.5								1,249.0	82.5
FOOT LOCKER INC CP	V313	580.7	580.7										
FOOT LOCKER SHOE STORE &KDS FT L&LDY	V313	1,059.7							193.5			866.2	
FOOT LOCKER SHOE STORE MEN	V313	9,755.9	5,531.5						50.0	894.1		3,280.3	
FOOT LOCKER SHOE STORE MEN & WOMEN	V313	3,098.4	236.9				2,028.3		0.5				832.7
FOOT SOLUTIONS SHOE STR FAMILY	V313	5,775.0			5,628.7	30.9	5.5		24.0				85.8
FOOT SOLUTIONS SHOE STR MEN & WOMEN	V313	843.0			546.4								11.1
FOOTPRINTS SHOE STORE WOMEN	V313	255.9			255.9								
FRATELLI ROSSETTI BTQS WOMEN	V313	381.1	147.0	228.7		5.4							
GEOX SHOE STORE MEN & WOMEN	V313	1,454.1	228.3	800.5	425.4								
GIUSEPPE ZANOTTI STORE WOMEN	V313	1,245.6	1,242.9		2.7								
GLOBE SHOE STORE WOMEN	V313	333.9			333.9								
GOOD FEET STORE FAMILY	V313	281.7			281.7								
GOOD FEET STORE MEN	V313	994.9			30.3				964.6				
GOOD FEET STORE MEN & WOMEN	V313	4,151.0			38.4				4,104.2				
GOOD FEET STORE WOMEN	V313	646.1							646.1				
HARRYS SHOES STORE FAMILY	V313	1,357.4			43.4	1,314.1							
JOHNSTON & MURPHY STORE ONLINE	V313	370.4	370.4										
JOHNSTON&MURPHY SHOE STR MEN	V313	1,370.8	1,290.5			80.3							
JOURNEYS SHOES STORE WOMEN	V313	1,405.3	1,405.3										
KITSON SHOES WOMEN	V313	283.9	283.9										
LADY FOOT LOCKER SHOE ST WOMEN	V313	5,032.6	4,294.8									737.9	
LOUIS VUITTON SHOE STORE WOMEN	V313	878.2	878.2										
MANOLO BLAHNIK SHOE STR WOMEN	V313	632.7	632.7										
MARMI SHOE STORE MEN & WOMEN	V313	716.7			519.6	197.1							
MARTYS SHOE OUTLETS FAMILY	V313	691.1			640.1		51.0						
MEPHISTO SHOE STORE MEN & WOMEN	V313	449.7			402.1	47.6							
MJM DESIGNER SHOE STORE FAMILY	V313	459.4			459.4								
MURRAYS SHOES STORE FAMILY	V313	279.1			279.1								
NATURALIZER SHOE STORES WOMEN	V313	586.9	582.7		4.1								
NEW BALANCE FACTORY OTLT MEN & WOMEN	V313	1,467.5			1,390.4	31.2	45.9						
NEW BALANCE FACTORY STR MEN & WOMEN	V313	329.0			329.0								
NEW BALANCE SHOE STORE MEN & WOMEN	V313	658.7			208.1		158.9		291.7				
OFF BROADWAY SHOE WRHS FAMILY	V313	289.1			245.8		43.3						
OFF BROADWAY SHOE WRHS WOMEN	V313	1,423.8							1,423.8				
PAYLESS SHOESOURCE FAMILY	V313	8,714.1	242.0		870.2	284.1			3,900.4	21.0	977.2	1,524.3	816.0
PAYLESS SHOESOURCE MEN & WOMEN	V313	3,545.0	663.1						20.4	1,347.3	5.1	193.4	928.5
PAYLESS SHOESOURCE WOMEN	V313	53,978.7	11,029.1	228.7						25,692.9	160.6	5,590.3	11,277.1
PUMA SHOE STORE MEN	V313	268.2	268.2										
PUMA SHOE STORE MEN & WOMEN	V313	956.3	956.3										
RACK ROOM SHOES STORE MEN & WOMEN	V313	1,418.3	113.8		1,287.2		17.3						
RED WING SHOE STORE MEN & WOMEN	V313	1,067.3			896.4		155.6			10.9			4.4

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ROCKPORT SHOE STORE MEN	V313	682.1	344.1		338.0								
ROGAN'S SHOE STORE FAMILY	V313	408.0			171.9				236.2				
SAS COMFORT SHOE STORE FAMILY	V313	520.4			514.7	4.4	1.4						
SAS FACTORY SHOE STORES MEN & WOMEN	V313	699.8			695.4	4.4							
SCHULER SHOE STORE MEN & WOMEN	V313	311.4			311.4								
SHOE CARNIVAL SHOE STORE FAMILY	V313	4,763.8			972.8		14.6		3,776.4				
SHOE CARNIVAL SHOE STORE MEN	V313	295.7							295.7				
SHOE CARNIVAL SHOE STORE MEN & WOMEN	V313	9,921.2			20.3		112.1		5,590.4				4,198.4
SHOE CARNIVAL SHOE STORE WOMEN	V313	2,377.4							2,377.4				
SHOE CENTER SHOE STORE FAMILY	V313	458.8			458.8								
SHOE PAVILION SHOE STORE FAMILY	V313	761.3							761.3				
SHOE PAVILION SHOE STORE MEN & WOMEN	V313	1,882.5							1,882.5				
SHOE PAVILION SHOE STORE WOMEN	V313	4,633.2							4,633.2				
SHOE WAREHOUSE STORE FAMILY	V313	1,408.3			93.4				1,314.9				
SHOEBUY.COM ONLINE	V313	3,812.3			218.0			262.0	6.5	401.2	2,924.6		
SHOEMAKERS INN SHOE STR	V313	446.3			446.3								
SKECHERS SHOE STORE MEN & WOMEN	V313	398.0					398.0						
STEVE MADDEN SHOE STORE WOMEN	V313	1,130.0	941.1		188.9								
STUART WEITZMAN SHOE STR WOMEN	V313	2,125.7	1,902.1	218.3	5.2								
TARYN ROSE SHOE STORE MEN & WOMEN	V313	341.5	341.5										
TARYN ROSE SHOE STORE WOMEN	V313	391.5	113.9		9.3	268.3							
TIP TOP SHOE STORE MEN & WOMEN	V313	581.6			34.7	546.9							
VANS SHOE SHOP MEN & WOMEN	V313	260.6			260.6								
ZAPPOS.COM STORE ONLINE	V313	17,454.9	14,714.7	881.6	15.3	1,723.2	27.5				92.6		
AARON BASHA JEWELERS	V314	470.0	460.2			9.8							
ACE DIAMOND JEWELERS	V314	417.8			417.8								
ADLERS JEWELERS	V314	648.5			416.7		178.8		53.1				
AIRPORT PLAZA JEWELERS	V314	582.5							582.5				
ALBERTS JEWELERS	V314	970.2			756.2		214.0						
ALPHA OMEGA JEWELERS	V314	1,455.5			1,337.5		118.0						
ALVIN GOLDFARB JEWELER	V314	328.1	68.4		242.0		7.8		9.4		0.5		
AMERICUS DIAMOND JWLR	V314	652.5			65.0		120.7		466.9				
ANDREW&PTR FBRKNJ JWLR	V314	336.1				336.1							
ANTHEM JEWELERS	V314	264.3							264.3				
AUCOIN HART JEWELRY STR	V314	633.0			274.5		33.1		325.4				
AUDEMARS PIGUET JEWELERS	V314	5,826.7	4,748.9		58.1	1,019.8							
BACHENDORFS JEWELRY STR	V314	1,250.6	833.2		411.2		6.2						
BAILEY BANKS&BIDDLE JWLR	V314	2,510.5	612.9		179.1	550.5	1,168.1						
BAILEYS FINE JEWELRY STR	V314	663.6			404.3		207.0		52.3				
BARMAKIAN JEWELERS	V314	295.5			295.5								
BC CLARK JEWELERS	V314	322.7			135.2		40.5		147.0				
BE ICED JEWELRY STORE	V314	291.3			291.3								
BEN BRIDGE JEWELERS	V314	9,418.0	737.5		1,171.1	317.8	1,467.8		1,647.5				4,076.3
BERNIE ROBBINS JEWELER	V314	414.5			69.3	107.8	92.8		144.7				
BETTERIDGE FINE JEWELERS	V314	517.2	332.6	114.4	46.6	23.7							
BEVERLY HILLS JEWELERS	V314	1,383.8			1,383.8								
BHINDI JEWELLERS	V314	277.0			247.5	15.5	14.0						
BLACKTHORN EST BYRS JWLR	V314	629.5			629.5								
BLANCPAIN JEWELRY BTQ	V314	397.0	25.8			291.2	80.0						
BLUE NILE.COM STORE ONLINE	V314	797.5			724.6	72.9							
BOONE & SONS JEWELERS	V314	317.2			317.2								
BORSHEIM JEWELERS	V314	319.2			125.3		194.0						
BOUCHERON JEWELRY STORE	V314	505.9	483.6		22.3								
BREGUET BTQ JWLR STR	V314	3,922.0	2,104.9	133.8	229.3	1,453.9							
BROWN & CO JEWELERS	V314	415.0			344.1		70.9						
BROWNLEE JEWELERS	V314	292.1			281.5				10.6				
BRUCE G WEBER JEWELER	V314	434.1			286.9		127.8		19.4				
BULGARI JEWELRY STORE	V314	7,895.6	5,171.2	228.7	86.8	2,409.0							
CAMELOT JEWELERS	V314	4,268.5			4,268.5								
CARLYLE & CO JEWELERS	V314	1,125.7			30.3			1,095.4					
CARTIER JEWELERS	V314	6,438.8	1,091.7	839.3	736.6	3,382.6	388.6						
CASTLE JEWELRY&PAWN STR	V314	350.5							350.5				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CD PEACOCK JEWELERS	V314	1,000.2			772.6		227.6						
CELLINI JEWELRY STORE	V314	3,299.4	2,881.2		56.8	334.0	27.3						
CH PREMIER JEWELERS	V314	616.4	38.6		502.8		75.0						
CHONG HING JEWELERS	V314	481.8			280.1		201.8						
CHOPARD BOUTIQUE JEWELRY	V314	3,422.5	2,410.6		5.8	952.0	54.0						
CHRISTOFLE JEWELRY STORE	V314	1,020.1	386.2	542.3	9.1		82.5						
CIRCA JEWELRY STORE	V314	7,984.2	2,767.2	606.1	2,961.1	1,649.9							
CRESCENT JEWELERS	V314	1,533.0			448.1			1,084.9					
DALLAS GOLD&SILVER EXCHG	V314	306.0					55.0	251.0					
DAMIANI JEWELLERS	V314	789.4	789.4										
DANIELS JEWELERS	V314	320.6			65.8			254.8					
DAVID MORRIS JEWELRY ST	V314	380.5	380.5										
DAVID ORGELL JWLRY&STR	V314	479.4			479.4								
DAVID YURMAN JEWELERS	V314	15,164.4	12,644.0	1,366.5			1,153.9						
DAVIDSON & LICHT JEWELRY	V314	1,632.4			1,491.8			140.7					23.4
DE BEERS JEWELRY STORE	V314	6,337.3	5,034.6		255.5	1,023.7							
DE BOUILLE JEWELERS	V314	411.6	77.4		148.5	29.2	156.6						
DE GRISOGONO JEWELRY STR	V314	2,597.1	2,378.2			218.9							
DEJAUN JEWELERS	V314	334.9			71.5		263.4						
DEUTSCH&DEUTSCH JEWELRY	V314	597.0			218.1		378.9						
DEVONS JEWELRY STORE	V314	624.2			283.3		89.5						251.4
DI MODOLO JEWELRY STORE	V314	1,562.7	1,562.7										
DIAMOND CELLAR JWLRY STR	V314	286.0			90.7		33.0	162.4					
DIAMOND DISTRICT JEWELRY	V314	250.0					136.4	113.6					
DIAMOND SOURCE JWLRY STR	V314	332.6	183.6		9.3			139.8					
DIAMOND TRADING CO STORE	V314	1,289.1	217.4			866.7	205.0						
DIAMOND&JEWELRY GALLERY	V314	2,416.1			2,416.1								
DONOHOS FINE JEWELRY	V314	1,068.2	336.2		468.8		128.9	134.4					
DORFMAN JEWELERS	V314	392.3	362.0		30.3								
DUNKINS DMND&GLD JWLRS	V314	404.8					203.5	201.3					
EAST COAST JEWELRY STORE	V314	609.1	330.3		245.6		33.2						
ED MARSHALL JEWELERS	V314	654.8			654.8								
ELIZABETH LOCKE JEWELS	V314	349.7	349.7										
FAST-FIX JEWELRY REPAIR	V314	343.5			59.6		8.3	275.5					
FINKS JEWELERS	V314	2,399.5			1,154.5		1,239.2	5.8					
FORDS JEWELERS	V314	1,048.2			684.9		363.2						
FORTUNOFF JWLRY&HM FRNSH	V314	12,010.0	418.6		5,973.9	3,835.6	151.0	1,481.4					149.5
FOUNTAINS JEWELERS	V314	415.4			415.4								
FRANK ADAMS JEWELERS	V314	323.9			159.1		101.9	63.0					
FRED MEYER JEWELERS	V314	454.1	51.1		403.0								
FRIEDMANS JEWELERS	V314	4,239.9			27.8		19.9	4,183.1					9.1
GARRARD JEWELRY STORE	V314	538.2			498.2		40.0						
GEM JEWELRY STORE	V314	452.7			159.0		109.4	184.2					
GEORG JENSEN JEWELER	V314	1,817.0	1,216.4	114.4	301.5	184.8							
GOLD EXCHANGE JEWELERS	V314	294.9			283.4			11.5					
GORDONS JEWELERS	V314	4,624.4			224.5		39.4	4,339.4					21.2
GOVBERG JEWELRY	V314	388.7	69.5		46.8	272.4							
GRAFF JEWELRY STORE	V314	1,166.6	251.9		0.1	914.6							
HAMILTON JEWELERS	V314	627.1			190.4	136.8	283.2	16.6					
HANNOUSH JEWELERS	V314	1,131.6			47.2		65.8	1,018.5					
HARRY WINSTON JEWELERS	V314	3,628.7	1,989.1		144.9	1,494.6							
HELLER FINE JEWELRY	V314	1,125.7			1,125.7								
HELZBERG DIAMOND STORE	V314	11,605.4	435.3		817.0		571.1	2,879.9		2,600.2	450.7		3,851.3
HERMES JEWELERS	V314	256.7		133.8	40.0	82.9							
HESS FINE ART JEWELRY	V314	364.3			364.3								
HING WA LEE JEWELERS	V314	320.5					320.5						
HOFF JEWELERS	V314	343.4					48.9	294.4					
HONORA JEWELRY STORE	V314	931.4	842.0			89.4							
HSN.COM STORE ONLINE	V314	5,669.8			18.1			4,390.5	32.8	542.1	686.3		
HUSARS HOUSE/FINE DMNDS	V314	693.9			61.5				632.4				
HYDE PARK JEWELERS	V314	1,471.0			1,344.9		126.2						
ILIAS LALAOUNIS JEWELERS	V314	401.1		228.7		172.4							

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
INSPIRED SILVER.COM STORE ONLINE	V314	1,006.5	1,006.5										
INT'L DIAMOND CENTER	V314	912.5			431.9		475.2		5.4				
IRIDESSE JEWELRY STORE	V314	2,944.1		19.9	2,732.4	188.5	3.4						
IVANKA TRUMP JEWELRY STR	V314	956.5	777.0	114.4		65.1							
IW MARKS JEWELERS	V314	1,761.7	68.5		1,555.6				137.7				
J BROWN JEWELERS	V314	546.7			436.3		42.0		68.4				
J EDWARDS JEWELRY CO	V314	667.6							667.6				
JACK KELLMER JEWELRY STR	V314	272.9			130.8		133.9		8.2				
JACOB & CO JEWELER	V314	1,504.8	1,345.0			159.8							
JAMES AVERY JEWELERS	V314	437.2	185.5		251.7								
JARED/GALLERIA/JEWELRY	V314	39,968.7			191.4	353.4	22.1	18,632.2	4,722.2		11,319.5	40.3	4,687.7
JB HUDSON JEWELERS	V314	447.2			338.5		108.7						
JB ROBINSON JEWELERS	V314	851.0			12.9				228.4				609.8
JERI COHEN JEWELRY STORE	V314	630.4	494.0			136.4							
JEWELRY EXCHANGE	V314	27,854.3			395.8			203.0	21,564.3	91.5	5,599.8		
JEWELRY FACTORY	V314	5,224.5							5,224.5				
JEWELRY SOURCE STORE	V314	1,038.3							1,038.3				
JEWELRY.COM ONLINE	V314	1,658.9	1,658.9										
JEWELS BY VIGGI LTD STR	V314	275.0	265.3			9.7							
JEWELSMITHS JEWELRY STR	V314	463.5			463.5								
JOHN ATENCIO JEWELER	V314	363.6			293.9		69.8						
JR DUNN JEWELERS	V314	365.1			144.1		221.0						
JUDITH RIPKA JEWELERS	V314	1,875.3	784.5		356.3	528.4	206.0						
KAUFMANN DE SUISSE JWLRY	V314	746.6	713.8						32.8				
KAUFMANN JEWELERS	V314	251.5				251.5							
KAY JEWELERS	V314	108,423.2	103.9			7,314.4	9.1	79,528.8	1,273.2		17,445.1	2,473.6	275.2
LEE MICHAELS JEWELRY STR	V314	1,456.6			989.3		422.5		44.8				
LENKERSDORFER & LILJENQUIST & BECKSTEAD	V314	711.6			711.6								
LEONARDO JEWELERS	V314	274.6				107.8	166.8						
LEVIEV JEWELLERS	V314	1,029.9	903.6			126.3							
LEVINSONS JEWELERS	V314	315.9				34.5	281.4						
LILJENQUIST & BCKSTD JWLR'S	V314	455.6	246.8			208.8							
LINDSTROM & MCKENNEY JWLRY	V314	325.4				325.4							
LINKS LONDON JEWELRY STR	V314	543.1	335.8			15.2	192.1						
LONDON GOLD JEWELRY STR	V314	857.4	183.0			428.3		122.6		123.6			
LONDON JEWELERS	V314	1,338.6	616.4			316.9	405.3						
LONGS FINE JEWELERS	V314	290.1				290.1							
LONGS JEWELERS	V314	516.4				193.7		271.6		2.2			48.9
LUNDSTRÖM JEWELERS & WHITEHALL CO	V314	1,639.2			1,497.9	141.3							
LUX BOND & GREEN JEWELER	V314	1,829.4				1,533.2	81.8	214.5					
MANFREDI JEWELRY STORE	V314	380.7				142.3	196.2	42.2					
MANNS JEWELERS	V314	311.4				259.4		46.7		5.3			
MARTIN KATZ JEWELERS	V314	1,426.9	1,426.9										
MASTER IJO JEWELER	V314	531.5	531.5										
MAUI DIVERS JEWELRY STR	V314	353.0				298.7		54.4					
MAYORS JEWELERS	V314	3,877.5	337.8			1,398.9		1,939.3					201.4
ME & RO JEWELRY STORE	V314	251.9	251.9										
MEDNIKOW JEWELERS	V314	440.4				327.0		113.3					
MICHAELS JEWELRY STORE	V314	366.2				131.0			235.2				
MIGNON FAGET JEWELRY ST	V314	532.5	14.3			401.4		95.0		21.7			
MIKIMOTO JEWELERS	V314	2,577.9	1,797.4	52.9			727.5						
MISH NY FINE JEWELRY STR	V314	299.4	299.4										
MOLINA FINE JEWELERS	V314	416.6	283.8			49.0		83.9					
MONACO JEWELERS	V314	470.4				470.4							
MOODY'S JEWELRY STORE	V314	1,186.9				1,013.3		92.9		80.8			
MORETTI'S FINE JWLRY STR	V314	342.2				221.7		104.8		15.7			
MOVADO JEWELRY STORE	V314	1,684.9	310.7			205.2	927.0	242.0					
NA HOKU JEWELRY STORE	V314	3,337.5	1,208.0			1,807.5	322.0						
NANCY BROWN CUSTOM JWLR	V314	431.0	431.0										
NAZARS FINE JEWELRY STR	V314	689.2				635.6		53.5					
OLD NORTHEAST JEWELERS	V314	297.7				297.7							
OLIVER SMITH JEWELER	V314	289.9				289.9							

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
OMEGA BOUTIQUE WATCH STR	V314	3,273.3	387.1		41.1	2,845.1							
PANDORA JEWELERS	V314	305.2	144.9		160.3								
PAOLO COSTAGLI STORES	V314	305.3	305.3										
PAUL CARTER JEWELRY STR	V314	308.2			308.2								
PERSIN & ROBBIN JEWELERS	V314	283.8			217.9		66.0						
PETER NORMAN&CO JEWELERS	V314	475.9	475.9										
PIAGET JEWELERS	V314	360.3	262.1		8.8	89.4							
POLACHEKS JEWELERS	V314	276.8			2.5		274.3						
POMELLATO JEWELRY STORE	V314	626.5	282.5	343.1	0.9								
PORCELLO JEWELRY STORE	V314	478.0			478.0								
PROVIDENT JEWELRY STORE	V314	265.3			155.5		52.5		57.3				
RAZNY JEWELERS	V314	599.8					599.8						
REEDS JEWELERS	V314	1,504.7			85.2		672.0		747.6				
REIS-NICHOLS JEWELRY STR	V314	566.6	38.7		77.2		450.7						
RICHEMONT JEWELERS	V314	399.5					399.5						
ROBBINS BROS JEWELERS	V314	4,292.6	279.4				47.5						3,965.7
ROBERTO COIN JEWELERS	V314	538.0	506.6		30.7			0.7					
ROGERS JEWELERS	V314	627.2			59.7		233.6		333.9				
ROSS-SIMONS JEWELERS	V314	1,610.4			1,386.5	46.1	162.8						15.0
SCHEHERAZADE JEWELERS	V314	261.1	8.0		253.1								
SHANE CO JEWELRY STORE	V314	276.9					276.9						
SHREVE & CO JEWELERS	V314	1,204.6			1,204.6								
SHREVE CRUMP&LOW JEWELRY	V314	926.2			752.8			173.4					
SHRUBSOLE JEWELRY STORE	V314	260.8	260.8										
SILVERBERG JEWELRY CO	V314	635.6			608.6		27.0						
SIMMONS JEWELRY CO	V314	263.1	263.1										
SIMONS JEWELRY&LOAN CO	V314	282.0			158.1		123.9						
SISSYS LOG CABIN JEWELRY	V314	580.9			170.1		39.4		371.4				
SKATELLS JEWELERS	V314	280.3			214.8		8.6		57.0				
SMART JEWELERS	V314	5,325.1			5,325.1								
SONNYS DIAMONDS&JEWELRY	V314	472.4			466.2			6.2					
SONNYS/FILLMORE JEWELERS	V314	550.3			550.3								
STERLING JEWELRY STORE	V314	3,157.7	111.7		14.2		1,274.6		33.3			113.2	1,610.7
SUPERIOR GALLERIES JWLRY	V314	269.0						269.0					
SUZANNE FELSEN JEWELERS	V314	697.2	697.2										
SWATCH JEWELRY STORE	V314	487.0			194.5		292.5						
TAG HEUER BOUTIQUE JWLRY	V314	323.5				200.2	123.3						
TAPPERS DMNDS&FN JWLRY	V314	885.3			796.7		88.6						
TIFFANY & CO STORE	V314	24,719.4	4,428.7	579.8	14,414.7	3,975.7	1,320.5						
TINY JEWEL BOX	V314	325.2	95.0		216.9		13.2						
TIVOL JEWELRY STORE	V314	569.9			216.9		218.6		134.4				
TOURNEAU JEWELERS	V314	3,127.0	1,726.7		406.2								994.0
TOURNEAU WATCHES STORE	V314	8,163.4	1,527.1	394.1	2,913.5	3,328.7							
TOUS JEWELRY STORE	V314	782.1	764.0		18.1								
TOWER OF JEWELS STORE	V314	339.2			158.6		87.0		93.6				
ULTRA DIAMOND&GOLD OLT	V314	425.6				425.6							
VAN CLEEF&ARPELS JEWELER	V314	2,239.5	758.7	46.0	651.1	783.7							
VERDURA JEWELRY STORE	V314	1,512.1	1,493.0			19.2							
WARNER CO JEWELERS	V314	1,646.7	73.0		1,248.9		110.4		214.4				
WEMPE JEWELRY STORE	V314	769.7				769.7							
WESTCHESTER JEWELRY&COIN	V314	328.6			328.6								
WESTIME EXTRDNRY WTCH ST	V314	1,368.6	1,115.5		26.2	85.5	141.4						
WILKERSON JEWELERS	V314	331.7			265.6		43.3		22.8				
WINDSOR JEWELERS	V314	540.1			48.4	243.3	151.6		96.8				
WIXON JEWELERS	V314	809.9	22.3		761.0	3.4			23.2				
YONKERS GOLD&SLVR &DIAMOND BYRS STR	V314	447.7			447.7								
ZADOK JEWELERS	V314	414.5	34.3		112.1		190.0		78.1				
ZALES JEWELERS	V314	48,633.8	1,077.9		808.1	40.2	92.4	38,275.3	16.1		8,323.8		
ZALES OUTLET	V314	310.4			1.1		309.3						
BAG BORROW OR STEAL STR	V319	311.2	268.8	42.4									
BAG BORROW OR STEAL STR ONLINE	V319	284.5	184.7			99.9							
ICED OUT GEAR STORE ONLINE	V319	286.6	286.6										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PUMA STORE ONLINE	V319	957.0	957.0										
TWILITE MOON STORE ONLINE	V319	443.3	443.3										
1-800-905-GEEK CMPTR SVC	V321	301.6					1.1		148.4		152.1		
1STDIBS.COM ONLINE	V321	938.7	938.7										
APPLE COMPUTER STORE	V321	5,468.0	229.8				5,238.2		3,985.9	37.6	1,025.3		
BLU-RAY DISC ASSN	V321	5,890.5	841.8										
CDW COMPUTER CENTER	V321	6,280.8	3,361.6		76.0	144.4	7.4	1,196.6			775.3		719.5
CDW COMPUTER CTR INC CP	V321	1,396.2	458.4				937.8						
CISCO SYS COMPUTER CTR	V321	367.9				27.5	340.5						
COMPUSA COMPUTER SPRSTR	V321	35,401.4	747.3		26,863.5	3,171.5	41.6					165.9	4,411.6
COMPUTER ASSOC CO	V321	1,100.4						937.0			149.3		14.1
DELL COMPUTER SVC STR	V321	559.5				496.6	63.0						
DENALI COMPUTER SVC &HP VAR CMPTRS	V321	267.8				267.8							
DIR COMPUTER STORES & SVC	V321	1,137.5				966.4	171.1						
DYNTEK COMPUTER SVC &HP VAR CMPTRS	V321	309.5				309.5							
EEK SQUAD COMPUTER SVC	V321	18,060.7	9,925.9			38.8			300.0	448.7		7,347.3	
EEKS ON CALL CMPTR SVC	V321	486.5						116.9		209.4		111.0	49.2
GIO TECH COMPUTER STORE	V321	282.3						282.3					
IBM CORP SERVICES	V321	678.6	464.4					214.2					
KREX COMPUTERS INC STORE	V321	261.6				261.6							
MCAFEE STDVSR CMPTR SVC	V321	258.3				178.5		79.7					
MICRO CENTER COMPUTER ST	V321	319.9				311.1				8.9			
MICROGEAR COMPUTER STORE	V321	343.9				343.9							
MONEUAL.COM STORE ONLINE	V321	307.6	307.6										
NEWEGG.COM STORE ONLINE	V321	2,556.5	1,921.0			460.5		175.0					
ORACLE COMPUTER SERVICE	V321	714.0				18.6		695.4					
PANASONIC COMPUTER SLTNS	V321	417.6						417.6					
PC CLUB	V321	540.0				540.0							
PC OUTLET STORE	V321	278.6				278.6							
TIGERDIRECT.COM ONLINE	V321	1,020.8	535.5			380.6			94.5				10.2
UNISYS COMPUTER SERVICES	V321	767.4					767.4						
ADVANCE BUSINESS SYSTEMS	V322	361.7							361.7				
CARTRIDGE WORLD OFC SUPP	V322	1,217.9	1,136.2			81.8							
CARTRIDGE WORLD SUPP STR	V322	1,066.5				2.6		24.2		444.7		595.0	
IN YOUR OFFICE FURNITURE	V322	336.2		322.1		14.0							
INKSTOP STORE	V322	2,930.8				2,910.1			20.7				
LES OLSON OFC EQUIP STR	V322	717.8						29.7		688.1			
OFCO OFFICE FURN STORE	V322	362.3				362.3							
OFFICE DEPOT CP	V322	1,553.2	868.2	633.0		52.1							
OFFICE DEPOT OFFICE SUPP	V322	68,150.7				35,470.9	294.5		8,449.8	327.3		7,742.6	15,770.8
OFFICE FURNITURE OUTLET	V322	341.7				77.1				264.6			
OFFICE LIQUIDATORS	V322	621.2				482.1				139.1			
OFFICEMAX CP	V322	411.4					398.9						12.5
OFFICEMAX OFFICE SUPPLY	V322	25,804.2	529.0			19,726.9	2,218.7		133.6	1,196.6		42.4	1,900.3
PHOTOSTAMPS.COM ONLINE	V322	937.3	276.2						233.3	10.6	0.8	258.9	157.5
QWEST SOLUTIONS CENTER	V322	826.0				826.0							
STAMPS.COM STORE ONLINE	V322	361.6					66.0					162.8	132.8
STAPLES OFFICE SUPPLY	V322	109,875.1	2,537.3			21,901.4	1,762.5	37.4	53,510.6	6,539.6	4,102.5	13,773.6	3,680.9
ALLTEL CELLULAR STORE	V329	636.4				575.9		60.5					
AMERICAN CELLULAR STORE	V329	526.3				517.0		9.3					
AMERITEL CELLULAR STORE	V329	2,387.5				2,372.0		15.5					
ANSWER WIRELESS STORE	V329	289.8				289.8							
AT&T WIRELESS STORE	V329	29,467.2				27,661.0	1,765.3	4.2		36.7			
BEAUTIFUL SOUND STORES	V329	341.3				341.3							
CARTRONIX WIRELESS STORE	V329	412.3					412.3						
CELLULAR CENTER	V329	251.8					251.8						
CELLULAR IMAGES STORE	V329	2,521.5				2,521.5							
CELLULAR SALES	V329	1,386.8				1,244.2			480.6	393.4		21.7	
CELLULAR SOUTH CELL STR	V329	4,214.8				3,450.3				764.5			
CENTENNIAL WIRELESS STR	V329	465.4				34.5		20.1		410.7			
CHOICE CELLULAR STORE	V329	787.0				787.0							
CINGULAR WIRELESS STORE	V329	3,535.8				2,640.1							

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CONNECT WIRELESS STORE	V329	299.2			299.2								
GO WIRELESS CELL PHN STR	V329	1,163.0			707.9				455.1				
HTC AMERICA PHONE STORE	V329	570.8											570.8
ICC CELLULAR STORE	V329	1,642.6			1,320.3	322.3							
LETSTALK.COM ONLINE	V329	6,585.1				152.2		52.0	874.1	508.3	4,998.6		
MINNENIUM WRLS COMM STR	V329	313.5			218.3	95.3							
MOBILEZONE CELLULAR STR	V329	561.3			561.3								
NEXTEL COMMUNICATION STR	V329	318.7			314.3		4.4						
PARROT CELLULAR STORE	V329	1,673.6			1,673.6								
POCKET COMM STORE	V329	1,610.1			1,610.1								
PORTABLES WRLS CTR STR	V329	391.6			391.6								
QWEST WIRELESS COMM STR	V329	1,463.0			1,413.8		49.3						
S WIRELESS STORE	V329	378.8			378.8								
SMART PHONE CELL STR	V329	271.6			271.6								
SPRINT STORE	V329	58,129.6			48,385.3	9,651.0	23.2		70.0				
SUNCOM WIRELESS STORE	V329	1,822.6			1,665.4		3.5		153.7				
T-MOBILE WIRELESS STORE	V329	4,502.3			4,322.0	150.7			29.6				
US WIRELESS STORE	V329	15,104.6			15,104.6								
VERIZON WIRELESS STORE	V329	9,604.1			8,363.9	887.1	273.1	45.2	34.8				
WIRELESS CENTRAL STORE	V329	1,563.6			1,563.6								
WIRELESS DEPOT STORE	V329	1,559.8			1,559.8								
WIRELESS ONE COMM STORE	V329	266.6			259.6								7.0
WIRELESS TO GO CELL STR	V329	550.1			550.1								
WIRELESS TOYZ CELL STR	V329	358.2			213.8		95.2		8.7				40.5
WIRELESS WORLD CELL STR	V329	991.6			991.6								
ZOOM CELLULAR STORE	V329	740.3			740.3								
BARTELL DRUG STORE	V330	2,433.6			1,903.2				530.4				
BATH & BODY WORKS	V330	1,056.9	230.9		220.6	9.8						526.7	68.9
BEDCO MOBILITY STORE	V330	321.4			321.4								
BIOMED SA CP	V330	257.9	257.9										
BROOKS PHARMACY	V330	1,266.0			1,128.8		17.2						120.0
CVS CORP CP	V330	953.9											953.9
CVS DRUG STORE	V330	133,240.6	4,545.2	950.2	64,656.9	60.8	3,467.6	26,485.2	11,198.9	9,430.5	5,924.5		6,520.7
CVS DRUG STORE VIGNETTE	V330	473.1							468.2		5.0		
CVS PHARMACY CP	V330	1,366.2	777.5		588.8								
DRUGSTORE.COM STORE ONLINE	V330	467.0	467.0										
DUANE READE DRUG STORE	V330	518.3			213.4		127.9		177.0				
ECKERD DRUG STORE	V330	7,694.7			7,358.8		98.4		227.8		9.7		
EPIC PHARMACY ASSOC	V330	998.6							998.6				
FRAGRANCENET.COM STORE ONLINE	V330	1,201.0	406.9	213.5	131.0						442.6	7.1	
GENENTECH LUCENTIS DRUG	V330	1,077.2			1,077.2								
GOOD NEIGHBOR PHARMACY	V330	1,611.1			48.5		48.4		1,340.4	163.6	10.3		
HEALTH MART PHARMACY	V330	4,734.1	22.0		9.4			2,231.3	196.6	842.4	1,160.9		271.5
HEALTHY BACK STORE	V330	356.3			126.2				230.1				
KINNEY DRUGS STORE	V330	1,033.0					243.1		789.9				
LEADER DRUG STORES	V330	444.8			2.6				442.2				
LONGS DRUG STORE	V330	15,966.6	94.8		15,431.5		263.8		115.3		54.0		7.1
MAJORS MOBILITY MED SUPP	V330	302.3											
MED MART MEDICAL SUPPLY	V330	308.9			60.1								
MEDCO PHARMACY	V330	5,358.2	5,310.2		48.0								
MEDCO PHARMACY CP	V330	903.6	903.6										
MEDICAP PHARMACY	V330	1,253.8			9.2				1,211.3				33.4
MEDICINE SHOPPE	V330	1,488.6	1,195.5		135.7		105.6		31.8				20.1
NAVARRO DISC PHARMACIES	V330	934.1			146.6				787.5				
NAVARRO DISC PHARMACY	V330	304.7			304.7								
OSCO DRUG STORE	V330	2,041.5			128.9				1,912.6				
PERFUMANIA STORE	V330	638.6											638.6
PHARMACA PHARMACY	V330	389.1			196.0								193.1
PHREDS DRUG STORE	V330	257.4			257.4								
RELAX THE BACK STORE	V330	3,284.5		147.1	2,401.4	491.4			244.7				
RITE AID PHARMACY	V330	32,701.4	3,260.1		29,302.9	53.0	38.9		22.6		8.9		15.0
SCOOTER STORE	V330	355.1	38.7		283.5	22.0							10.9

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SEPHORA PRFMS&CSMTCS STR	V330	11,178.4	10,365.8		603.4	62.2	26.3						120.8
SEPHORA.COM DRUG STORE ONLINE	V330	2,500.2	2,500.2										
SNYDERS DRUG STORE	V330	2,053.8			2,053.8								
SUPER SUPPLEMENTS STORE	V330	735.3							735.3				
TOTAL BEAUTY EXPRNC STR	V330	271.7			271.7								
ULTA 3 BEAUTY SUPP STR	V330	8,886.5	156.3		8,730.3								
ULTA BEAUTY SUPP&SALON	V330	8,228.1	8,226.9		1.2								
USA DRUG & BEAUTY MARKET	V330	317.1							317.1				
VICTORIAS SECRET BTY STR	V330	252.3	252.3										
VITAMIN SHOPPE	V330	356.0			94.9	62.6			198.5				
WALGREEN CO CP	V330	1,570.7	1,533.3		37.4								
WALGREENS DRUG STORES	V330	188,286.3	19,292.7	56.5	86,748.9	101.0	103.1	15,826.2	5,038.1	12,922.5	33,879.2	11,449.2	2,869.0
WALGREENS DRUG STORES & AARP	V330	3,619.6	893.4		1.6			332.6	42.8	799.7	1,549.6		
WALGREENS DRUG STORES ONLINE	V330	6,661.2	259.9					549.1	652.0	2,294.7	2,905.6		
WALGREENS WELLNESS TOUR	V330	484.0	484.0										
67 WINE & SPIRITS MRCHNT	V341	1,940.5			717.6	1,222.9							
ABC FINE WINE&SPRTS STR	V341	398.4			79.5		183.9		135.1				
APPLEJACK LIQUOR STORE	V341	3,308.9			3,308.9								
APPLEJACK WINE&SPRTS STR	V341	284.4			212.7				71.7				
ARGONAUT WINE & LIQUORS	V341	1,138.0			1,138.0								
BELTWAY FINE WN&SPRT STR	V341	445.4			445.4								
BEVERAGES&MORE WINE SHOP	V341	3,815.7					21.0						3,794.7
BEVMAX WINE&LIQUOR STORE	V341	271.7			258.1	13.6							
BEVMO BEV & MORE STR	V341	3,417.1			1,226.9				2,190.2				
BIG DADDYS LIQUORS&WINES	V341	264.6			264.6								
BOTTLE SMRT WN&SPRTS STR	V341	387.5			387.5								
BUY RITE LIQUOR STORE	V341	693.6			693.6								
CALVERT WOODLEY LQR STR &INTL DELI	V341	872.4			872.4								
CANALS DISC LIQUOR MART	V341	610.5			610.5								
CARDINAL WINE & SPIRITS	V341	897.1			897.1								
CHAMBERS WINE&LIQUOR STR	V341	838.6			838.6								
CHICAGO LAKE LIQUOR STR	V341	330.5			330.5								
CORRIDOR WINE & SPIRITS	V341	313.7			313.7								
CROWN WINE&SPIRITS STORE	V341	1,161.3			1,161.3								
D SOKOLIN WINES MRCHNTS	V341	448.8	51.6			397.3							
DAVECO LIQUORS STORE	V341	1,774.2			1,755.2				18.9				
DAVIDSONS LIQUOR STORE	V341	1,423.9			1,423.9								
DIRT CHEAP BEER & LIQUOR	V341	312.7							312.7				
FOREMOST LIQUOR STORES	V341	419.4			419.4								
FRANCOS WINE MERCHANTS	V341	1,126.1				1,126.1							
GABRIELS WINES STORE	V341	271.8			271.8								
GARDEN STATE DISC LIQUOR	V341	347.3			347.3								
G-WILL LIQUORS	V341	262.8			262.8								
HASKELLS LIQUOR STORE	V341	341.8			341.8								
HERITAGE DISC WINE&LQR	V341	526.4			526.4								
HOME WINES & LIQUOR STR	V341	265.5			265.5								
INCREDIBLE LIQUOR STORE	V341	582.3			582.3								
JOE CANALS DISC LQR OTLT	V341	425.5			406.4	19.0							
KEG LIQUORS	V341	706.8			706.8								
LAKE LIQUOR STORE	V341	371.0			371.0								
MARKETVIEW LIQUOR STORE	V341	347.2							347.2				
MORRELL WINE SHOP	V341	310.3				310.3							
PREMIER WINE STORE	V341	400.9							400.9				
SAMS WINES & SPIRITS	V341	540.9			534.5		6.4						
SHERRY-LEHMANN WINE STR	V341	2,575.8	13.2			2,562.6							
SHOPRITE LIQUOR STORE	V341	663.7			663.7								
SOUND SHORE LQR STR &VRMX LQR PNTRY	V341	724.3			672.5	51.8							
STEW LEONARDS WINE SHOP	V341	606.9			504.4	102.4							
SUNSET WINE CLUB	V341	514.7	514.7										
SUPER SAVER LIQUORS	V341	375.3			375.3								
TOTAL WINE & SPIRITS STR	V341	2,570.9			2,570.9								
TOTAL WINE&MORE SPRSTR	V341	5,180.0			4,755.2	190.3	89.0						145.5

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TOWER WINE & SPIRITS STR	V341	402.4			402.4								
TRI STATE LIQUORS	V341	426.7			426.7								
UNITED LIQUOR MARTS	V341	472.4			472.4								
WINE CENTERS OF NJ	V341	286.4			286.4								
WINE ENTHUSIAST STORE	V341	262.6			4.1	258.6							
WINE FACTORY OUTLET	V341	260.0			260.0								
WINE LIBRARY STORE	V341	297.9			79.5		218.4						
WORLD MARKET WINE STORE	V341	2,518.4			2,518.4								
WORLD OF LIQUOR STORE	V341	290.6			290.6								
YANKEE SPIRITS WN&LQRS	V341	373.5			362.0		9.0		2.6				
ZACHYS WINE & LIQUOR STR	V341	3,789.5			226.2	3,563.3							
BIMBO BAKERIES	V342	875.5											875.5
COOKIES BY DESIGN	V342	451.3			3.5		2.7	0.0	56.1	373.0	16.1		
HONEY DEW DONUT SHOP	V342	823.3					229.7		593.6				
BASKIN ROBBINS STORE	V343	6,173.0			101.9		39.1		3,139.4	8.0	2,770.5		114.2
BRAUMS ICE CREAM&DRY STR	V343	734.0			13.9		342.3		377.8				
CARVEL ICE CREAM STORE	V343	487.3			30.3		24.8		327.2				105.0
CLOVER FARMS DAIRY STORE	V343	350.5					350.5						
COLD STONE CREAMERY SHOP	V343	3,787.4			118.6				84.9		3,310.2	183.8	47.3
DAIRY BARN	V343	377.8			377.8								
OBERWEIS DAIRY&STORE	V343	1,113.7			2.9				1,110.8				
SMOOTHIE KING YOGURT STR	V343	539.6	527.8		11.8								
GIUNTAS MEAT FARM STORE	V344	678.8			678.8								
HONEYBAKED HAM STORE	V344	6,741.8			1,010.9		475.1		3,089.5				2,166.3
MCKINNONS SPR BTCHR SHP	V344	398.3			398.3								
MOO & OINK MEAT MARKET	V344	1,032.7			873.0				159.6				
RASTELLIS MEAT SHOP MKT	V344	250.6			250.6								
7 ELEVEN FOOD STORES	V345	11,918.8			264.3	699.2	597.7		1,130.9		30.5		9,196.2
A&P FOOD STORES	V345	1,739.0			1,718.8	20.1							
ACME FRESH MKT FD&PHARM	V345	1,029.8			1,029.8								
ACME MARKETS	V345	2,243.4			232.2		1.5		1,222.8				787.0
AJS FINE FOOD MARKET	V345	1,093.4			801.3				292.2				
ALBERTSONS FOOD STORES	V345	21,693.5			3,821.0		1,980.6		9,041.8		12.5		6,837.6
ALBERTSONS FOOD STORES & OSCO DRUG	V345	682.3			682.3								
ALBERTSONS FOOD STORES &SAV ON DRUG	V345	1,188.9			1,188.9								
ALDI FOOD STORE	V345	3,615.7			3,267.7				348.0				
AM PM MINI MARKET	V345	5,386.8	78.3		1.7		56.7	11.3	3,234.1				2,004.7
ASSOCIATED FOOD STORES	V345	1,185.0			1,164.6				20.4				
BAKERS SUPER MARKET	V345	877.3			318.6				558.7				
BALDUCCIS FOOD STORE	V345	660.2	61.6		598.6								
BASHAS FOOD STORE	V345	3,030.3			1,746.4		284.2		999.8				
BEL AIR MARKETS & RALEYS SUPERSTORE	V345	1,086.0			1,086.0								
BIG Y SUPERMARKET	V345	3,746.9			1,349.5		115.3		2,104.5				177.6
BIGGS SUPERMARKET	V345	702.9			702.9								
BI-LO FOOD STORE	V345	1,694.7			900.7		102.3		474.6		2.6		214.4
BLOOM FOOD STORE	V345	1,260.2							573.6				686.6
BRAVO SUPERMARKET	V345	1,064.0			1,026.2				33.4				4.3
BRISTOL FARMS FOOD STORE	V345	975.1			954.8		20.3						
BUEHLERS BUY LOW FD STR	V345	412.2			362.2				50.0				
BUTERA FOOD STORE	V345	886.4			886.4								
BYERLYS GROCERS & LUNDS GROCERY STR	V345	335.7			335.7								
CENTRAL MARKET FOOD STR	V345	1,133.6			714.9		418.7						
CENTRELLA FOOD STORE	V345	296.2			296.2								
CIRCLE K CONVENIENCE STR	V345	1,095.4			1.6				1,032.1				61.7
CIRCLE K FOOD STORE	V345	1,531.5			205.5		1,314.7		2.2				9.0
COPPS FOOD CENTER	V345	438.7							438.7				
CUB FOOD STORE	V345	5,552.3			3,321.4		736.0		1,144.6				350.3
D&W FOOD CENTER	V345	304.9			304.9								
DOMINICKS GROCERY STORE	V345	7,590.8			3,946.1				3,639.9		4.8		
ELRODS COST PLUS SPRMRKT	V345	718.6			382.2				336.4				
FAIR SHARE FINER FDS STR	V345	634.5			634.5								
FARM FRESH SUPERMARKET	V345	5,930.9			5,858.0				72.8				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FIESTA MART GROCERY STR	V345	2,172.0			1,332.4		162.7		2,009.3				
FINE FARE SUPERMARKETS	V345	1,332.4											
FOOD 4 LESS STORE	V345	1,310.7			891.9		82.9		336.0				
FOOD CITY FOOD STORE	V345	2,364.3			7.4		435.9		1,918.6		2.5		
FOOD EMPORIUM STORE	V345	881.2	61.4		139.7	680.2							
FOOD LION FOOD STORE	V345	11,900.8			499.4		14.2		7,816.6				3,570.6
FOOD MAXX SUPERMARKET	V345	866.1			463.6		38.4		364.2				
FOODTOWN SUPER MARKETS	V345	2,172.8			2,172.8								
FRED MEYER SUPERMARKET	V345	323.9			323.9								
FRYS FOOD STORE	V345	1,248.1			705.7		320.9		221.6				
FRYS FOOD STORE & FRY'S MARKETPLACE	V345	1,968.8			1,968.8								
FRYS MARKETPLACE	V345	865.0			825.8		39.3						
GENUARDIS SUPERMARKET	V345	4,962.0			675.4				569.1				3,717.5
GIANT EAGLE SUPER MARKET	V345	13,044.6	30.6		1,751.6		1,227.2		9,880.9				154.4
GIANT FD ST/GIANT FD INC	V345	332.1							332.1				
GIANT FOOD STORE	V345	8,099.1	19.2		1,816.4		233.0		5,275.4				755.1
GRISTEDES FOOD STORE	V345	983.8			983.8								
HANNAFORD FOOD&DRG SPRST	V345	4,000.8	128.3		318.2				3,554.4				
HARRIS TEETER SUPER MKT	V345	6,288.4			1,473.1		258.9		4,556.4				
H-E-B FOOD STORES	V345	11,184.3	304.8		4,036.7		637.9		5,261.6				943.3
H-E-B PANTRY FOOD STORE	V345	1,268.6			741.6		527.0						
HEINENS SUPERMARKET	V345	1,076.0			1,076.0								
HOLIDAY STATIONSTORES	V345	296.8			10.2		250.9		35.7				
HY-VEE FOOD STORE	V345	5,024.1			2,861.6		56.0	30.0	2,076.5				
IGA FOOD STORE	V345	623.2			321.8		17.3		284.1				
INGLES SUPERMARKETS	V345	6,826.0			3,946.3		10.9		2,868.8				
JERRYS FOODS STORE	V345	1,204.8			1,204.8								
JEWEL FOOD STORE	V345	6,104.6			65.8				5,793.5		7.2		238.2
JEWEL-OSCO FOOD STORE	V345	12,221.1			11,021.4				1,199.7				
JOEY FRANCOS PW SPRMKT	V345	548.0			548.0								
KEY FOOD STORES	V345	2,078.1			2,028.7				49.4				
KING KULLEN SUPERMARKET	V345	1,154.9			1,154.9								
KING SOOPERS MARKET	V345	3,299.2			1,435.8		235.4		1,628.1				
KING SOOPERS MARKET & CITY MARKET	V345	479.1							479.1				
KINGS SUPERMARKETS	V345	620.7			620.3		0.4						
KROGER CO CP	V345	1,739.9	24.0		1,697.0				18.9				
KROGER FOOD STORES	V345	59,448.8	325.8		32,788.5		4,893.1		21,435.7		2.2		3.4
KROGER MARKETPLACE STORE	V345	517.1			467.8				49.3				
KWIK TRIP CONVENIENCE ST	V345	790.9					614.6		176.3				
LITTLE APPLE MKT IGA FD	V345	295.9			295.9								
MAGRUDERS GROCERS	V345	1,982.4			1,982.4								
MARSH SUPERMARKETS	V345	2,166.7			1,172.4		65.3		929.1				
MET FOOD STORES	V345	890.7			889.7				1.1				
MINYARD FOOD STORES	V345	369.3			369.3								
MR ZS FOOD MART	V345	477.2			477.2								
NOB HILL FOOD MARKET	V345	350.0			350.0								
NOB HILL FOODS & RALEYS SUPERSTORE	V345	771.7			771.7								
PATHMARK FOOD STORE	V345	3,805.7	22.6		2,687.9		182.8		291.3				621.1
PAVILIONS & VONS SUPERMARKET	V345	655.1			655.1								
PEAPOD.COM FOOD STORE ONLINE	V345	339.2			35.3				262.3				41.7
PEAPOD/STOP & SHOP STORE ONLINE	V345	1,216.5					1,216.5						
PENN TRAFFIC CO STORES	V345	430.3											430.3
PICK KWIK FOOD STORE	V345	451.0			451.0								
PICK N SAVE FOOD STORES	V345	1,936.9			1,448.2				488.7				
PIGGLY WIGGLY FOOD STRS	V345	1,577.7	29.6		844.8		64.6		638.8				
PIONEER SUPERMARKET	V345	415.4			412.1				3.2				
PRICE CHOPPER FD ST/NY	V345	1,439.8							1,439.8				
PRICE CHOPPER FOOD STORE	V345	2,589.5			1,816.8		52.8		719.9				
PUBlix GREENWISE MARKET	V345	1,031.1	924.0		107.1								
PUBlix SUPERMARKETS	V345	56,438.9	3,903.7		18,501.9		1,821.7		31,960.3				251.3
PUBlix SUPERMARKETS CP	V345	918.1	106.9		811.2								
PUBlix SUPERMARKETS VIGNETTE	V345	269.6							269.6				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
QFC QUALITY FOOD CENTER	V345	1,365.4	43.8		1,256.0				65.6				
QUICKCHEK FOOD STORES	V345	870.2			6.0		864.2						
QUIKTRIP CONVENIENCE STR	V345	3,069.9					1,514.5		300.2		4.5		1,250.7
RAINBOW FOOD MARKET	V345	3,786.9			2,941.4				845.5				
RALEYS SUPERSTORE	V345	1,069.2			914.9		110.4		43.9				
RALEYS SUPERSTORE & BELAIR STORE	V345	1,952.4			72.1				1,880.3				
RALPHS FOOD STORE	V345	8,255.5			8,210.7				44.8				
RALPHS FOOD STORE VIGNETTE	V345	254.4							254.4				
RANDALLS FOOD MARKETS	V345	5,013.3			682.5				2,049.4				2,281.4
RANDALLS FOOD MARKETS & TOM THUMB/STR	V345	5,062.9	35.8		888.2								5,027.1
RICE EPICUREAN MARKETS	V345	888.2			888.2								
SAFEWAY FOOD STORE	V345	57,315.5	559.3		7,301.9		5,208.5		17,899.6		9.5		26,336.8
SAVE MART SUPERMARKET	V345	3,837.8			2,890.9		150.1		796.8				
SAVE-A-LOT FOOD STORE	V345	692.6			260.6		138.9		83.4				209.7
SCHNUCKS SUPERMARKETS	V345	3,359.8			1,219.4		4.8		2,135.6				
SEDANOS SUPERMARKET	V345	2,080.3							2,080.3				
SENTRY FOOD STORES	V345	672.1			36.4				635.7				
SHAWS MARKET FOOD STORE	V345	4,286.3	56.0		673.3		28.8		832.2				2,696.0
SHAWS MARKET FOOD STORE & STAR MARKET	V345	824.3			28.5				795.9				
SHEETZ CONVENIENCE STR	V345	3,125.0			3.8		2,892.9		210.1				18.2
SHOP N SAVE FOOD STORE	V345	4,592.4			3,125.5				1,025.8				441.1
SHOP RITE SUPERMARKETS	V345	14,978.1			7,627.3		26.3		6,780.8		14.9		528.9
S-MART FOODS STORE	V345	300.1					43.8		256.2				
SMITHS FOOD & DRUG STORE	V345	1,594.4			219.7				1,374.7				
SMITHS MARKETPLACE	V345	272.0							272.0				
SPARTAN FOOD STORE	V345	413.9			6.6		9.3		398.0				
SPEEDWAY CNVNC STR	V345	10,899.6							10,899.6				
STATER BROS MARKET	V345	2,592.6			1,354.5				849.2				388.9
STOP & SHOP SUPERMARKET	V345	20,131.4	106.6		2,257.1		60.0		13,329.6				4,378.0
STOP N SHOP SUPERMARKETS	V345	984.4											984.4
STRACK&VAN TIL MEGA MART	V345	4,929.6			4,794.2		135.5						
SUPER FRESH FOOD STORE	V345	4,077.3			2,490.1								1,587.3
SUPER VALU FOOD STORES	V345	4,258.6			4,218.0		22.8		17.9				
SWEETBAY SUPERMARKET	V345	4,772.2			1,390.7		130.9		3,250.6				
THRIFTWAY FOOD STORE	V345	765.2			765.2								
THRIFTWAY FOOD STORE & SHOP N BAG	V345	362.9							362.9				
TOM THUMB FOOD STORE	V345	3,274.6			1,193.6		34.1		2,046.9				
TRADER JOES FOOD STORE	V345	1,646.3			60.2								1,586.1
TREASURE ISLAND FOOD	V345	1,209.8			1,209.8								
UKROPS FOOD STORE	V345	2,607.5			2,403.3		33.2		171.0				
VITAMIN COTTAGE FOOD MKT	V345	500.7			192.4				308.3				
VONS SAFEWAY FOOD STORES	V345	998.7					8.8						989.9
VONS SUPERMARKET	V345	17,183.1			1,793.0		6.4		11,073.3				4,310.4
WALDBAUM FOOD STORE	V345	2,163.8			2,163.8								
WAWA FOOD MARKET	V345	12,200.4			148.7		2,144.8		1,251.8				8,655.1
WEGMANS FOOD MARKETS	V345	1,992.2			1,871.5		120.7						
WEIS FOOD MARKET	V345	2,996.6			1,260.5		16.2		1,176.5				543.5
WHOLE FOODS MARKET	V345	2,874.5	285.0		2,011.0		386.2		164.4				28.0
WINN DIXIE FOOD STORES	V345	12,047.4			1,648.7		202.7		10,133.0				63.1
A&G FRESH MARKET	V346	377.2			377.2								
ADAMS SUPER FOOD STORES	V346	335.6			335.6								
AHARTS MARKET FOOD STORE	V346	310.0			310.0								
ANDYS FOOD TOWN SPRMKT	V346	294.8			294.8								
ANGELO CAPUTOS SPRMKT	V346	434.0			434.0								
BAG N SAVE SUPERMARKET	V346	600.5			600.5								
BARLETT FRESH MARKET	V346	505.4			505.4								
BERKELEY FINER FOODS STR	V346	500.4			500.4								
BERWYN FINER FOOD STORE	V346	520.6			520.6								
BEST YET MARKET	V346	1,111.4			1,111.4								
BLOOM GROCERY STORES	V346	1,087.4							1,087.4				
BROOKHAVEN MRKTPLC STR	V346	362.7			362.7								
BROOKSHIRE FOOD STORE	V346	564.9			73.4				491.5				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
C TOWN SUPERMARKET	V346	1,934.6			1,919.4				15.2				
CHAVEZ SUPER MARKET	V346	421.2							421.2				
CHIPAINS FINER FOODS STR	V346	611.3			611.3								
COBORNS GROCERY STORE	V346	2,875.6			2,864.4		11.2						
CONAGRA GROCERY STORE	V346	646.4					646.4						
COUNTRY SQUIRE FOOD MART	V346	401.4			401.4								
COUNTRY SQUIRE/FOODS STR	V346	286.4			286.4								
COUNTY FAIR SUPERMARKET	V346	315.6			315.6								
COUNTY MARKET FOOD STORE	V346	2,582.3			2,473.6		14.5		94.2				
CUSHMANS FOOD STORE	V346	860.7			666.2	194.5							
DEVON MARKET	V346	495.1			495.1								
DIERBERGS FOOD MARKET	V346	1,273.1			1,242.9				30.2				
DILLONS FOOD STORES	V346	675.3			144.8				530.5				
DORIGNACS FOOD CENTER	V346	1,046.6			1,046.6								
DORIS ITALIAN AMER MKT	V346	1,577.2			1,577.2								
EDS WAY FOOD MART	V346	419.1			419.1								
EL GUERO SUPERMARKET	V346	1,600.1							1,600.1				
EUROFRESH GROCERY STORE	V346	535.1			535.1								
FAIRWAY MARKET	V346	1,885.0			1,885.0								
FAMILY FARE FOOD MARKET	V346	356.7			356.7								
FAREWAY FOOD STORE	V346	911.5			408.0				503.5				
FARMERS MARKET	V346	332.2			138.1		40.0		151.5				2.6
FERRAROS FAMOUS MARKET	V346	995.8			995.8								
FIESTA MARKET	V346	1,662.1			1,662.1								
FIESTA SUPERMERCADOS STR	V346	308.8							308.8				
FITZGERALDS SUPERMARKET	V346	542.7			542.7								
FOOD DEPOT SUPERMARKET	V346	367.4			367.4								
FOOD WORLD SUPER MKT	V346	415.1			200.1		212.8		2.2				
FORT SALONGA MARKET	V346	303.1			303.1								
FRANKLIN FOODS STORE	V346	272.5			272.5								
FRESHDIRECT.COM FOOD STR ONLINE	V346	786.7				153.0	609.4		24.4				
FRESHLINE SUPERMARKET	V346	416.9			416.9								
G&G SUPERMARKETS	V346	1,158.3			1,158.3								
GARDEN FRESH MARKET	V346	941.0			605.9				335.0				
GARDINERS MARKET	V346	255.0			255.0								
GAZZALIS SUPERMARKET	V346	576.9			576.9								
GEISSLERS SUPER MARKET	V346	526.9			276.3				250.5				
GELSONS SUPERMARKET	V346	598.2			579.2		19.0						
GENNAROS FARMERS MARKET	V346	966.0			966.0								
GEORGE WESTON FOOD STORE	V346	947.8	947.8										
GFS MARKETPLACE	V346	544.7			236.7		10.2		297.8				
GLICKS MARKET	V346	269.4			269.4								
HAGGEN FOOD & PHARMACY	V346	388.3			183.7				204.6				
HAPPY FOODS STORE	V346	669.0			669.0								
HARMONS FOOD STORE	V346	368.4			128.2				240.2				
HARVEST HOUSE NAT FOODS	V346	574.5			574.5								
HARVEST RANCH MARKET & JONATHANS MKT	V346	293.4			293.4								
HEALTH FOODS UNLTD	V346	309.0			103.5				205.5				
HEN HOUSE MARKET	V346	475.6			321.4		10.0		144.2				
HENRY'S FARMERS MARKET	V346	696.5			690.0				6.5				
HG HILL FOOD STORE	V346	581.6			512.8				68.8				
HIGHLAND PARK MARKET	V346	424.7			424.7								
ISCHLER FINER FOODS STR	V346	340.0			340.0								
JOE CAPUTO&SONS FRT MKT	V346	363.2			363.2								
JOHNNYS FOOD CENTER	V346	2,001.0			2,001.0								
JOLIET FRUIT RANCH &MEAT MKT FD STR	V346	295.7			295.7								
KARN'S QUALITY FOODS STR	V346	357.6			235.7		73.4		48.5				
KOWALSKIS MARKETS	V346	406.5			154.8				251.7				
LEAMINGTON FOODS MARKET	V346	406.4			406.4								
LOWES FOODS STORE	V346	1,060.0			1,028.0				32.0				
LUCKY GROCERY STORE	V346	1,338.5			1,338.5								
MACKENTHUNS COUNTY MKT	V346	2,156.0			2,156.0								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MALONES COST PLUS SPRMR	V346	304.5							304.5				
MARIANAS FOOD STORE	V346	275.8						7.8		268.0			
MARTINS FOOD MARKET	V346	332.7						6.4		326.3			
MARTINS SUPERMARKET	V346	327.2				10.4				316.8			
MI PUEBLO SUPERMARKET	V346	593.2								593.2			
MILES FARMERS MARKET	V346	273.0			273.0								
MILLER K MARKET FOOD STR	V346	398.6			398.6								
MINNESOTAS OWN GRCR ASSN	V346	270.3			270.3								
MORELLIS FOOD STORE	V346	377.6			377.6								
MOTHERS NUTRITIONAL CTR	V346	258.5							258.5				
OLIVERS MARKET	V346	412.6			412.6								
ONE STOP FOOD&LIQUOR STR	V346	810.1			810.1								
P&C FOOD MARKETS	V346	356.1							356.1				
PACIFIC MARKET FOOD STR	V346	368.6			368.6								
PALMERS FOOD WHLSL OTLT	V346	397.9			397.9								
PAYLOW DISC FOOD STORE	V346	626.9			626.9								
PENN DUTCH FOOD CENTER	V346	1,086.4			1,086.4								
PEORIA PACKING FOOD STR	V346	278.7			278.7								
PETES MARKET PLACE	V346	325.3			325.3								
PLUM MARKET	V346	316.1			316.1								
POTASH BROS SPRMRT FD ST	V346	468.3			468.3								
PRICE CHOPPER FD ST/KS	V346	1,107.5							1,107.5				
REDNERS WAREHOUSE MARKET	V346	1,592.8			1,513.8		78.9						
REMUS FARMS CENTER	V346	324.4			324.4								
RIO VALLEY MARKET	V346	626.0			626.0								
ROUSES FOOD STORE	V346	278.7			278.7								
ROYAL FARM STORE	V346	777.0					278.2		48.0				450.8
RSVP FOOD&PRTY OTLT STR	V346	405.8			405.8								
RUGGERIS FOOD STORE	V346	347.9			347.9								
SACK-N-SAVE FOOD STORES	V346	333.7			333.7								
SAPPINGTON FOOD STORE	V346	854.8			854.8								
SAVE MORE FOOD CENTER	V346	428.9			428.9								
SENDIKS FOOD MARKET	V346	557.4			557.4								
SHOP & SAVE MARKET	V346	731.8			731.8								
SHOPPERS FOOD & PHARMACY	V346	1,150.5			1,150.5								
SHORES FRESH FOOD MARKET	V346	292.9			292.9								
SPRINGBROOK MARKET	V346	368.2			368.2								
SPROUTS FARMERS MARKET	V346	1,089.7			986.0				103.6				
STERKS SUPER FOODS STORE	V346	597.7			597.7								
STEW LEONARDS FOOD STORE	V346	1,583.2			1,583.2								
STEW LEONARDS FRM/FDS ST	V346	483.2			471.5		11.7						
STONY ISLAND FOOD MART	V346	252.2			252.2								
SUN HARVEST FOOD STR	V346	414.4			414.4								
SUNSET FOODS STORE	V346	882.9			882.9								
SUPER KING RANCH MARKET	V346	407.0							407.0				
SUPER LOW FOODS STORE	V346	755.4			755.4								
SUPER SAVER SUPERMARKET	V346	303.6			303.6								
SUPERVALUE STORES	V346	459.7					448.7						11.0
TOM LEONARDS FARMERS MKT	V346	332.1			332.1								
TONYS FINER FOOD STORE	V346	805.5			755.8				49.7				
TOP FOOD & DRUG STORE	V346	2,236.7			1,030.5				1,206.2				
TOP TOMATO FOOD	V346	511.5			511.5								
TOPS MARKET	V346	263.8			259.3		4.5						
TRADE FAIR SUPERMARKETS	V346	288.8			227.2				61.6				
TURKEY HILL MINIT MARKET	V346	307.5					307.5						
ULTRA FOODS FOOD STORE	V346	7,388.9			7,231.9		157.0						
UNCLE GIUSEPPES MKT PLC	V346	1,632.0			1,632.0								
UNITED SUPERMARKETS	V346	1,095.7	66.0		1,029.7								
UNKNOWN/ADV FOOD STORES	V346	966.5							966.5				
VALLI PRODUCE/FRESH MKT	V346	255.8			255.8								
VILLA PARK FRUIT&MT MKT	V346	345.8			345.8								
VILLAGE MARKET PLACE	V346	287.6			284.2				3.4				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WALTS FOOD STORE	V346	1,131.5			1,093.3		22.4		15.8				
WAREHOUSE MARKET	V346	641.4			641.4								
WEST SIDE MARKETPLACE	V346	396.3			396.3								
WESTBROOK MARKET STORE	V346	681.8			681.8								
WILD OATS NAT FOODS&PDT'S	V346	1,315.8			1,315.8								
WILSONS FARMS STORE	V346	675.7			675.7								
WINCO FOOD STORE	V346	530.6			79.7				450.9				
WISTED'S SUPERMARKET	V346	677.4			677.4								
WORLD MARKET PLACE STR	V346	10,752.7			10,752.7								
WORLD MARKET STORE	V346	414.4			414.4								
ACKER MERRALL&CONDIT CO	V349	316.3			316.3								
BEVERAGE BARN STORES	V349	277.9			277.9								
BINNYS BEVERAGE DEPOT	V349	1,601.6			1,601.6								
BOYERS COFFEE SHOP	V349	254.1							254.1				
DALE&THOMAS POPCORN STR ONLINE	V349	251.5							0.2		251.3		
DIET TO GO PREPARED MLS	V349	381.0									381.0		
EDIBLE ARRANGEMENTS STR	V349	1,825.6	134.4		1,281.6		98.0		311.7				
FANNIE MAY CANDY STORE	V349	593.3			593.3								
GENERAL NUTRITION CENTER	V349	32,526.6	10,933.0		2,541.8	3,246.4	30.8	7,278.7	54.2	5.0	8,436.6		0.1
GODIVA CHOCOLATIER	V349	3,702.1	1,870.7		715.2	287.3	828.9						
GREAT AMERICAN BEER STR	V349	632.3			632.3								
RITAS WATER ICE SHOP	V349	1,035.3			69.7	3.5	945.5		1.7				15.0
SEES FAMOUS OLD TM CNDS	V349	355.3			355.3								
TUNIES NUTRITION CENTER	V349	309.9			309.9								
WORLDS FINEST CHOC/STR	V349	260.3			260.3								
1-800-FLOWERS FLRST DLVY	V351	5,313.4	132.9		196.9	28.7	774.7	183.5	18.5		224.1		
1-800-FLOWERS.COM STORE ONLINE	V351	3,457.1	332.0		383.6		21.5	1,046.2	273.2	2.6	1,398.1		
BLOOM FLORIST	V351	506.4											506.4
FTD FLORIST DELIVERY SVC	V351	7,786.3	733.1	6,991.7		6.4			0.7	54.4			
MARTHASFLOWERS.COM ONLINE	V351	734.3	734.3										
MOLBAKS GREENHOUSE	V351	387.0			387.0								
PLANT SHED FLORIST	V351	2,428.4			2,428.4								
PROFLOWERS FLORIST	V351	2,644.0							16.8	45.5		16.1	2,565.6
PROFLOWERS.COM ONLINE	V351	2,606.2										3.1	2,603.0
TELEFLORA FLORIST DLVRY	V351	12,199.6	1,818.5	9,024.4	5.7		540.5		0.4		782.4		27.8
ALHAMBRA COIN CENTER	V352	366.6			366.6								
ART DLR ASSN OF AMERICA	V352	1,104.1				1,104.1							
ART-WAVE WAREHOUSE	V352	316.7			316.7								
BELLAGIO GALLERY	V352	683.8	489.8				194.0						
BILLY HORK GALLERIES LTD	V352	449.1			449.1								
CARTOONBANK.COM ONLINE	V352	1,264.8	1,264.8										
CAVALIER FINE ART	V352	265.8	265.8										
COLLECTORS ART SALE	V352	1,003.4							1,003.4				
DIR COLLECTIBLE STR&GLRS	V352	776.8			227.0	549.8							
IRVING ARTS CENTER	V352	307.8	169.0		138.8								
MADISON GALLERY	V352	342.0	342.0										
MIDWEST MONEY COIN CTR	V352	276.4			276.4								
NASCAR STORE ONLINE	V352	502.1							0.0		502.1		
PS1 CONTEMPORARY ART CTR	V352	287.4	287.4										
STARVING ARTISTS ART SL	V352	5,649.8							5,649.8				
TEPPER GALLERIES	V352	410.8				410.8							
BERGAMO FABRICS STORE	V353	365.6	365.6										
BEVERLY CRAFT&FAB STR	V353	668.5			668.5								
BOCA BARGOONS/FAB OUTLET	V353	775.7			775.7								
CALICO CORNERS FAB SHOP	V353	3,572.6	2,113.0	46.0	988.3	47.9	9.0		368.3				
HANCOCK FABRICS STORES	V353	4,604.9			4,599.0		6.0						
JO-ANN FAB & CRAFTS STR	V353	8,240.9			8,240.9								
MILL END SHOPS	V353	461.7			461.7								
BLUE BUFFALO CO PET STR	V354	854.7	850.9		3.8								
DIR PET STORES & SERVICES	V354	981.4			971.6	9.8							
PET CLUB FOOD&SUPP STORE	V354	1,055.1			1,055.1								
PET SUPERMARKET	V354	962.1			84.5				844.9				32.7

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
PET SUPPLIES PLUS STORE	V354	299.7			271.9		27.5		0.2				
PET WORLD	V354	271.6							271.6				
PETCO ANIMAL SUPPLIES	V354	19,500.6			6,039.8	478.3		3,630.6	235.1	1,543.9	5,899.6	598.3	1,074.9
PETLAND DISC STORE	V354	336.4			7.3				329.0				
PETLAND PET STORE	V354	1,011.0			697.6		60.9		252.6				
PETSMART CENTER	V354	35,305.8			217.9			13,236.5	1,009.1	7,052.5	9,365.1	3,235.7	1,189.0
PETSMART.COM ONLINE	V354	2,747.2						196.1	53.7	1,007.0	1,490.4		
WILD BIRDS UNLTD STORE	V354	337.1	30.6		205.3		8.6		92.6				
AMAZON.COM STORE ONLINE	V355	1,844.6	537.8	471.5	85.0	93.8	0.4		5.5		284.3		366.2
BARNES&NOBLE BOOKSELLERS	V355	5,759.1	1,401.1		1,807.9	2,515.3	16.2		2.3		7.2		9.1
BAUMAN RARE BOOK STORE	V355	1,289.0				1,289.0							
BOOKS INC BOOK STORE	V355	273.2			273.2								
BOOKS-A-MILLION BOOK STR	V355	250.8			245.9				4.9				
BORDERS BOOKS&MUSIC CAFE	V355	1,613.5	594.0		688.8	241.7	30.0		17.4		24.0		17.6
BROOKSTONE.COM STORE ONLINE	V355	1,134.4	141.2			993.1							
DIR CARD GIFT & BOOK STORES	V355	674.8			674.8								
DISCOUNT CRD PRTY&GFT ST	V355	262.8			262.8								
GIFTS.COM STORE ONLINE	V355	884.7									563.4	321.3	
GIFTSRIPTIONS STORE ONLINE	V355	375.2	375.2										
HACHETTE BK GRP USA STR	V355	523.1	98.3		62.9	361.8							
HALF PRICE BOOKS STORE	V355	5,293.8			43.7				2,233.6				3,016.5
HALLMARK GOLD CROWN STR	V355	13,744.5	9,718.1	1,984.0	609.6	683.1	22.8					727.0	
INVITATION CONS STORE ONLINE	V355	375.2	375.2										
IPARTY STORE	V355	830.7					9.0		685.8				135.8
NULLPHYSICS.COM STORE ONLINE	V355	944.5	944.5										
PAPYRUS CARD SHOP	V355	745.6	745.6										
PAPYRUS CARDS&GIFTS SHOP	V355	1,246.6	1,244.9		1.7								
PARTY AMERICA STORE	V355	340.3			336.1		4.2						
PARTY CITY PARTY STORE	V355	6,391.5	1,194.4		2,554.9			63.3		1,245.5			1,333.3
ROOM SERVICE HOME STR	V355	291.3	291.3										
SHAPEBOUTIQUE.COM STORE ONLINE	V355	498.2	498.2										
SMALLBIZBOOKS.COM ONLINE	V355	1,360.5	1,360.5										
STEUBEN GLASS STORE	V355	463.9		463.9									
SWOOZIES STORE	V355	298.4			298.4								
T ANTHONY LTD STORE	V355	290.0		138.0	16.6	135.3							
TATTERED COVER BOOKSTORE	V355	574.9			574.9								
THINGS REMEMBERED GFT SH	V355	963.2	963.2										
YANKEE CANDLE CO STORE	V355	269.3	55.3		90.3		123.7						
ALVIERO MRTN HNDBGS STR	V357	859.0	859.0										
COACH HANDBAG STORE	V357	1,735.1			1,684.1	51.1							
COACH LEATHER STORE	V357	3,479.5	733.0		1,356.9	1,389.6							
DOONEY & BOURKE STORE	V357	3,262.5	2,708.8	436.6	56.5	60.6							
EBAGS STORE ONLINE	V357	556.7	87.6	81.6	43.0	344.4							
KAEHLER LUGGAGE STORE	V357	506.7	65.3		441.4								
LUGGAGE & LEATHER OUTLET	V357	465.3			465.3								
LUGGAGE ONLINE STORE ONLINE	V357	834.0	834.0										
TODDS BOUTIQUE	V357	306.4				306.4							
TUMI BOUTIQUE LG STR	V357	595.8				595.8							
TUMI STORE	V357	1,966.7	1,959.8		6.9								
ACE OUTDOOR PWR EQUIP ST	V358	250.1			250.1								
AMODIOS GARDEN CENTER	V358	361.2			361.2								
ATWOODS RANCH & HOME STR	V358	285.6			2.3				283.3				
BACHMANS GARDEN CENTER	V358	844.6			844.6								
BALSAM HILL XMAS TREE CO	V358	1,161.3	293.5	788.9	62.8	16.2							
BB BARNS GARDEN STORE	V358	354.7			354.7								
BINGHAM EQUIP STORE	V358	281.8			281.8								
BRISTOLS GARDEN CENTER	V358	299.2			299.2								
CALLOWAYS NURSERY	V358	378.8			378.8								
DIR LAWN & GARDEN STORES	V358	464.4			464.4								
ENGLISH GARDENS NURSERY	V358	395.2			360.0				35.2				
EVERGREEN NURSERY	V358	318.3			318.0				0.3				
GARDEN FACTORY LAWN STR	V358	617.9			617.9								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GASKOS FAM FARM GRNHS	V358	421.3			421.3								
GERTENS GARDEN CTR&NRSRY	V358	647.7			647.7								
GREEN ACRES NURSERY&GRDN	V358	454.9			454.9								
HOUSTON GARDEN CENTERS	V358	6,310.7			5,984.8				325.9				
LINDERS GREENHOUSES CTR	V358	973.8			707.2		27.7		238.9				
MEADOWS FARMS NURSERIES	V358	321.8			321.8								
METROPOLITAN PLNT EXCHNG	V358	327.7			296.9	30.9							
MIKES GARDEN CENTER	V358	516.5			516.5								
MOON VALLEY NURSERY CTR	V358	10,048.0			10,031.5		16.5						
OCONNORS LAWN&GRDN SHOP	V358	382.6			347.3				35.3				
PETITTI GARDEN CENTER	V358	610.3			145.4		180.6		284.3				177.9
PIKE FAMILY NURSERIES	V358	759.4	205.2		376.3								
RIVERTON POOL&GARDEN CTR	V358	264.9			264.9								
STABLES GARDEN & NURSERY	V358	332.4			332.4								
STAR NURSERY	V358	2,221.1			2,210.7				10.3				
STEIN GARDEN&GIFTS CTR	V358	303.0							303.0				
STEIN GRDNS&GFTS LWN STR	V358	921.0			776.2				144.8				
STONE PLUS STORE	V358	285.3			285.3								
TONYS NURSERIES	V358	444.1			444.1								
TRACTOR DEPOT&GRDN SUPP	V358	258.7											258.7
VINNYS HOME&GRDN SHWPLC	V358	381.5			341.1				40.5				
WATERLOO GARDENS	V358	792.7			728.3				64.3				
WHITFILL NURSERY	V358	738.4			702.8				35.6				
192 FLEA MKT PRICES STR	V359	333.3					333.3						
99 CENT STORE	V359	299.6			299.6								
99 CENTS ONLY STORES	V359	8,940.2			8,541.3				398.8				
ALL AMER RECREATION STR	V359	279.2			279.2								
AMERICAN SALES CO STORE	V359	1,026.9							1,026.9				
ANDERSON CTRR TR&EST BY	V359	3,047.6			3,047.6								
ARMY NAVY SURPLUS STORE	V359	330.4			294.3		14.9		21.2				
AUDIBLE.COM STORE ONLINE	V359	388.5	261.8		30.3	36.4	60.0						
BABIES R US STORE	V359	8,099.1	7,769.2		184.5								145.4
BABIES R US STORE & TOYS R US STORE	V359	297.6	272.0		6.3								19.2
BACCARAT BOUTIQUES	V359	1,019.5	1,019.5										
BAMZU.COM ONLINE	V359	8,469.0							227.2		8,241.9		
BARGAIN OUTLET	V359	1,532.4			1,532.4								
BENNYS GENERAL MDSE STR	V359	428.2			428.2								
BIG LOTS STORE	V359	45,287.0			6,715.1			10,393.3	11,527.1	676.2	15,947.0		28.3
BIG LOTS STORE VIGNETTE	V359	625.0							10.5		614.5		
BILLIARDS & BARSTOOLS	V359	343.8			304.0		22.1		17.6				
BI-MART DISC STORE	V359	1,415.6			905.3				347.1				163.2
BLUEFLY OUTLET STORE ONLINE	V359	4,565.0	1,876.6		8.5			948.6	10.1	533.3	1,188.0		
BROOKSIDE EQUIP SALES	V359	265.3			265.3								
BROOKSTONE STORE	V359	1,573.8				1,391.5			5.0	172.6	4.6		
BUILD-A-STOCKING.COM ONLINE	V359	261.1	148.6	59.6	3.3	49.7							
BUYCHEAPCIGARETTES.COM ONLINE	V359	541.2	166.1	286.9	88.2								65.6
CAROLINA PREMIUM OUTLETS	V359	290.6	31.1		86.8		2.8		104.4				
CARPET&TILE LQDTRS STR	V359	551.6			438.4				113.2				
CASEYS GENERAL STORE	V359	854.0					8.3		845.8				
CATHERINE MALANDRINO STR	V359	571.8	571.8										
CENTURY 21 DEPT VRTY STR	V359	2,428.2	238.8		2,111.2	78.1							
CHANEL BOUTIQUE	V359	15,461.6	11,154.3	839.3	351.0	2,899.6	217.3						
CHRIS SARE STORE ONLINE	V359	1,310.4	1,310.4										
CHRISTMAS TREE SHOP	V359	2,567.4			1,036.7		60.0		1,382.5				88.1
C-MART DISC STORE	V359	1,583.8			482.4				1,101.4				
COLDWATER CREEK STORE	V359	1,611.9	1,544.0				68.0						
CONTAINER STORE	V359	7,379.5	2,184.6	491.7	984.6	1,455.6	2,228.6		15.2				19.3
COOK BROS WHOLESALE STR	V359	1,908.3			1,589.3				318.9				
COST PLUS WORLD MKT STR	V359	17,509.9			17,499.0				10.8				
DAVANTE STORE	V359	288.1					288.1						
DAVIDOFF CIGAR SHOP	V359	531.0	531.0										
DEALS GENERAL MDSE STR	V359	540.6			540.6								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
DECORATION & DESIGN BLDG	V359	306.5	306.5										
DESERET IND THRIFT STR	V359	318.3						198.5		119.8			
DIR GENERAL RETAILERS	V359	2,139.5			2,139.5								
DIRECT BUYING SERVICE	V359	372.1				247.6				124.5			
DOLLAR GENERAL STORE	V359	6,319.2			942.9		4.4	700.4	2.1		3,032.9	1,513.3	123.2
DOLLAR STORE	V359	404.6			404.6								
DOLLAR TREE STORE	V359	834.9			556.4								278.6
DUBAI DUTY FREE	V359	470.5	239.9	114.4	35.5	80.7							
EL PASO SADDLEBLANKET CO	V359	280.7					212.8		67.9				
EVERYTHING SALE	V359	299.0								299.0			
FASHION SHOP & HOME STR	V359	360.3			168.9		19.3		172.1				
FATHEAD STORE ONLINE	V359	493.3	324.7			168.6							
FIREWORKS SUPERMARKET	V359	501.5					487.3		14.2				
FIVE BELOW STORE	V359	570.6			570.6								
FUTURE OF CARS ADVERTORIAL	V359	1,512.2				1,512.2							
FWS FACTORY WAREHOUSE SL	V359	286.1				35.8			250.4				
GABRIEL BROS VARIETY STR	V359	320.4				320.4							
GDC HOME STORE	V359	250.7		142.9		107.8							
GEARYS/BEVERLY HILLS STR	V359	1,463.2		92.0	1,259.7		111.5						
GIBRALTAR TRADE CENTER	V359	374.0				117.3	61.2		195.6				
GOODWILL THRIFT STORES	V359	4,213.7				844.2		9.5		3,360.1			
GREAT INDOORS STORE	V359	5,951.2	61.4			5,889.8							
GUCCI STORE	V359	1,270.6	70.6	228.7	126.4	826.4	18.6						
HALLOWEEN EXPRESS STR	V359	450.7	183.9			50.0		177.7		39.1			
HALLS SALVAGE STORE	V359	1,405.2								1,405.2			
HAMMACHER SCHLEMMER	V359	1,068.7	225.4	334.0	475.8	33.5				71.4			
HARROWS GENERAL MDSE STR	V359	826.6				823.6	3.0						
H-E-B PLUS STORE	V359	1,242.9				976.6			266.4				
HOLTS CIGAR STORE	V359	430.1	398.9			31.2							
HOME CONSIGNMENT CENTER	V359	1,435.8				1,364.5							
HORCHOW STORE ONLINE	V359	1,051.5	1,051.5										
HUGE CHRISTMAS LQDTN SL	V359	313.3								313.3			
HUGE LIQUIDATION SALE	V359	452.6								452.6			
INSIGHT DIRECT STORE	V359	416.5					416.5						
JC PENNEY OUTLET STORE	V359	1,857.3				1,791.0	66.3						
JR TOBACCO STORES	V359	663.9					663.9						
KATE SPADE BOUTIQUE	V359	3,987.5	3,200.6	623.7	2.2	92.1	68.9						
KIRKLANDS STORE	V359	1,327.8	1,318.2			2.6		7.0					
KRAVIT ESTATE BUYERS INC	V359	1,393.4				1,393.4							
LA CURACAO STORE	V359	7,324.0					37.9		7,184.9				101.3
LEVENCER STORE	V359	344.6				44.5	300.2						
LIQUIDATION EXPO	V359	404.5							404.5				
LIQUIDATION SALE	V359	375.8							375.8				
LL BEAN FACTORY STORE	V359	2,094.9				887.5							1,207.4
MAIN GATE FLEA MARKET	V359	282.7					277.7		5.0				
MARDEL CHRSTN&EDUC/STR	V359	256.1				256.1							
MEGA LIQUIDATION CLUB	V359	785.9							785.9				
MERCHANDISE MART STORE	V359	299.7	87.9			211.9							
MILE HIGH FLEA MARKET	V359	542.6				214.7			327.8				
MILLS FLEET FARM	V359	10,464.9				9,268.3	8.0		1,188.6				
MONTBLANC BOUTIQUE	V359	690.5	374.6			92.6	76.5	146.8					
MONTGOMERY VLG SHPNG CTR	V359	254.8					254.8						
MUSCLESTUFF.COM STORE ONLINE	V359	294.6	294.6										
MUSIC & ARTS CENTER	V359	1,105.2				318.2							787.0
NATIONAL WHOLESALE LQDR	V359	1,330.8				1,330.8							
NBA STORE ONLINE	V359	1,948.1											
NEIMAN MARCUS DEPT STORE	V359	254.3	132.5	114.4			7.5						
NEW YORKER STORE ONLINE	V359	348.9	348.9										
NFL SHOP ONLINE	V359	3,048.8	1,096.5						0.0	226.1		1,726.2	
NIKE RETAIL OUTLET CTR	V359	726.1						726.1					
NORTH GA PREMIUM OUTLETS	V359	419.7	30.1			139.2				250.5			
OCEAN STATE JOB LOT STR	V359	3,645.2				3,645.2							

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
OLLIES BARGAIN OUTLET ST	V359	2,210.7			1,854.7		3.0		353.0				
OVERSTOCK.COM STORE ONLINE	V359	15,545.9	947.2	248.0				1,623.6	250.4	4,220.2	7,276.7	823.4	156.4
PAWN AMERICA PAWN SHOP	V359	587.6								587.6			
PHANTOM FIREWORKS STORE	V359	1,514.8			32.0		1,142.8		178.0				162.0
PLAYBOYSTORE.COM ONLINE	V359	4,883.0	4,883.0										
POOL FACTORY	V359	715.1			715.1								
PORCELLO EST BUYERS STR	V359	2,427.1			2,427.1								
QVC STORE ONLINE	V359	1,041.8	1,041.8										
READERS DGST AMER MD STR ONLINE	V359	324.9		324.9									
REC WAREHOUSE	V359	11,084.2			4,006.7				7,077.5				
RICHARDS CREATIVE MRKTPL	V359	675.4			675.4								
SALVATION ARMY THRFT STR	V359	977.9			784.8		23.1		164.1				6.0
SANDALS FACTORY OTLT STR	V359	285.2					285.2						
SAVERS THRIFT STORE	V359	1,151.1			69.2				1,082.0				
SEARS OUTLET STORE	V359	288.5			273.3		15.3						
SEASONAL WORLD STORE	V359	257.1			161.1		96.0						
SHARPER IMAGE STORE	V359	481.7			481.7								
SHELTON FIREWORKS WRHS	V359	443.3			45.8		397.5						
SHOPPERS WORLD STORE	V359	695.2			87.1				608.1				
SMART & FINAL WHOLESALER	V359	4,105.7			427.4				3,498.4				180.0
SMITHSONIANSTORE.COM ONLINE	V359	419.0	419.0										
SORIANA STORE	V359	440.4							440.4				
SOUTHEASTERN SALVAGE STR	V359	733.2					8.8		724.4				
SPIRIT HALLOWEEN SPRSTR	V359	1,210.1			0.3		1,193.0		16.8				
STUPID PRICES STORE	V359	267.5							267.5				
SUMMER CLSCS FCTRY OTLT	V359	527.8			519.8				8.0				
SUPER PAWN SHOP	V359	288.4							288.4				
SURPLUS WAREHOUSE	V359	317.6			162.0		13.2		142.4				
SWAP SHOP FLEA MARKET	V359	388.0			230.6				157.4				
SWAROVSKI STORE	V359	3,653.0	3,648.9		4.0								
T A LORTON STORE	V359	290.9			290.9								
TABUTOYS.COM ADULT STORE ONLINE	V359	467.4							467.4				
THEWEDDINGSHOPPER.COM ONLINE	V359	303.5	303.5										
TNT FIREWORKS STORE	V359	266.0			7.7		137.0		7.8			20.0	93.6
TOWN CENTER/CORTE MADERA	V359	592.9			592.9								
TREE CLASSICS STORE	V359	621.1			621.1								
TUESDAY MORNING STORES	V359	3,988.2			976.9			0.1	78.8	2,932.5			
TWERYS ESTATE BUYERS SVC	V359	428.7			428.7								
UNCLAIMED FREIGHT	V359	948.4			544.8		38.2		365.4				
USA DISOUNTERS CENTER	V359	1,369.0					209.6		1,159.4				
VALLEY FAIR STORE	V359	416.7			416.7								
VALSAN OF MIAMI STORE	V359	1,097.3							1,097.3				
VALUE VILLAGE THRIFT STR	V359	314.4			19.6				294.8				
VERA BRADLEY DESIGNS SHP	V359	358.6	142.5		27.2		21.9						167.1
VF OUTLET VILLAGE CENTER	V359	339.2			338.3		0.9						
6TH AVE ELECTRONICS CITY	V361	8,171.7			8,083.7		88.0						
A&B TV STORE	V361	312.1			312.1								
ABC WAREHOUSE ELECT/STR	V361	3,251.6			3,251.6								
ABT ELECTRONICS STORE	V361	3,170.4	2,656.4						513.9				
AFFORDABLE PRTBLS ELECT	V361	575.0			575.0								
ALTERMAN AUDIO STEREO ST	V361	352.4			262.4		5.7		84.2				
AMERICAN ELECT&APPL STR	V361	535.5							535.5				
ANDERSONS CON ELECT STR	V361	1,327.8			1,327.8								
B&H PHOTO & VIDEO STORE ONLINE	V361	1,017.4	1,017.4										
BAILLIOS ELECTRONICS STR	V361	536.7			36.3				500.4				
BANG & OLUFSEN AUDIO CTR	V361	1,563.2	896.7		97.1	569.5							
BEACH CAMERA OF ME ELECT	V361	458.9	458.9						996.2				
BEL AIR CAMERA & VIDEO	V361	820.8			820.8								
BEST BUY ELECT STR	V361	296,309.8	16,765.3		106,576.8	8,043.8	757.9	89,094.6	5,204.3	2,632.0	64,474.3	515.2	2,245.7
BIG SCREEN STORE	V361	4,056.6			3,060.4								
BOSE ELECTRONIC STORES	V361	454.9			14.2		440.7						
BRANDSMART USA ELECT STR	V361	93,027.6			83,642.6				9,385.1				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BRANDSMART USA ELECT STR VIGNETTE	V361	522.7							522.7				
BUYDIG.COM STORE ONLINE	V361	277.5	277.5										
CAMERA WHOLESALERS/CTR	V361	257.3			71.7	185.6							
CIRCUIT CITY STORES	V361	194,831.0	319.9		98,523.7	7,311.7	0.4	48,045.4	16,782.4		23,816.8		30.7
CIRCUIT CITY STORES ONLINE	V361	19,563.9							14,146.4	2,356.6		3,060.9	
CORD CAMERA SHOP	V361	435.2			364.9					70.3			
COUNTY TV APPL AUDIO CTR	V361	291.0			257.4	33.7							
COWBOY MALONEYS ELECT CT	V361	637.0								637.0			
DISCOUNT ELECT STORE	V361	264.8			264.8								
DODD CAMERA & VIDEO STR	V361	612.3			612.3								
ELECTRONIC EXPRESS STORE	V361	2,451.7			2,071.2					380.5			
ELECTRONICS BEDDING&APPL	V361	1,168.1			1,168.1								
ELECTRONICS EXPO STORE	V361	3,091.0			3,091.0								
FRTS ELECTRONICS STORE	V361	230,986.1			228,523.8					2,462.2			
FRYS.COM ELECT STORE ONLINE	V361	1,379.4			617.3					428.9		333.2	
GADGET UNIVERSE STORE ONLINE	V361	1,567.8	1,567.8										
GLAZERS CAMERA SUPPLY	V361	415.8			415.8								
HAWK ELECTRONICS STORE	V361	557.1			248.0		309.1						
HOME THEATER STORE	V361	354.2			354.2								
HOME THEATRE STORE	V361	306.1			126.0		133.0			47.1			
HOME THEATRE SYSTEMS STR	V361	957.4			957.4								
HOWARDS TV & APPL STORE	V361	629.6			617.5					12.1			
KEEBLE&SHUCHAT CAMERA ST	V361	1,261.1			1,261.1								
KENMORE CAMERA STORE	V361	416.9			416.9								
KINGS GREAT BUYS PLS STR	V361	396.9								396.9			
KITS CAMERA STORE	V361	263.0			117.2					145.8			
LABELLE CAMERA STEREO VD	V361	284.5			284.5								
LEIGH ADAMS DISC ELEC	V361	384.6			384.6								
LG ELECTRONICS USA STORE	V361	366.7			89.8		276.9						
LISTEN UP STEREO STORE	V361	421.5			421.5								
MAGNOLIA AUDIO VD DSG CT	V361	1,480.9			1,480.9								
MESA TV & APPLIANCE CTR	V361	295.4			283.9					11.4			
MICKEY SHORR ELECT STR	V361	2,200.3			2,200.3								
MIKES CAMERA STORE	V361	544.4			534.7		9.7						
MODIA HOME THEATER STORE	V361	406.7			406.7								
MURPHYS CAMERA&VIDEO CTR	V361	275.9			275.9								
MYER-EMCO STEREO STORE	V361	391.0			391.0								
NATIONAL CAMERA EXCHG&VD	V361	2,156.2			2,154.2		2.0						
PAULS TV & VIDEO CENTER	V361	3,698.9			3,650.4					48.5			
PC RICHARD&SON ELECT STR	V361	39,450.5			35,152.9	81.9				4,215.7			
PENN CAMERA STORE	V361	472.3			458.7		13.6						
PIONEER ELECTRONIC STORE	V361	2,158.7			173.0		1,985.7						
POLICE PRS AP/BEST BUY	V361	297.9			51.6					246.3			
QUEEN CITY AUDIO VD&APPL	V361	3,192.5			2,646.9					545.6			
RADIO SHACK ELECT STR	V361	96,937.0	249.5	1,137.2	9,491.3	2,375.5	145.4	37,964.0	1,408.9	5,354.0	13,379.8	22,575.0	2,856.6
RHAPSODY AUDIO EQUIP STR	V361	261.8	261.8										
RITZ CAMERA CENTERS	V361	5,814.2	89.4		3,932.7	11.9				1,760.2			20.1
RITZ CAMERA CENTERS & WOLF CAMERA	V361	1,598.5			1,579.3								19.2
RITZ CAMERA CENTERS &WLF CMR&KTS CMR	V361	3,201.4								1,773.6		1,427.9	
ROBERTS CAMERA STORE	V361	868.1			868.1								
ROBERTS PHOTO VD&SELECT	V361	483.3	475.9		4.4					3.0			
SAMYS CAMERA STORE	V361	5,091.2	1,106.3	46.0	3,133.2					805.6			
SAN JOSE CAMERA STORE	V361	292.0			292.0								
SHUTTERBUG CAMERA STORE	V361	692.1			687.9		4.2						
SILVIOS CAMERA	V361	301.1			301.1								
SONY STYLE ELECT STORE	V361	337.5					337.5						
SOUND ADVICE ELECT STR	V361	549.2			109.4					439.8			
STAR CLUB ELECTRONIC STR	V361	515.5			515.5								
STARPOWER HOME THTR STR	V361	313.9			313.9								
STEINWAY LYNGDORF STORE	V361	331.5	331.5										
STEREO ADVNTGS ELECT STR	V361	367.9			367.9								
TALLS CAMERA & VIDEO	V361	640.9			640.9								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TEEVAX TV VIDEO&APPL STR	V361	391.2			391.2								
TWEETER ETC STEREO STORE	V361	2,076.3			267.3				1,645.9				163.1
TWEETER HOME ENTER	V361	8,406.9	3,128.9		174.1								5,103.9
ULTIMATE ELECTRONICS STR	V361	4,268.5			3,569.4				106.5				592.5
VAN VREEDES TV APPL FURN	V361	600.2							600.2				
VIDEO ONLY ELECT STORES	V361	7,281.9			5,118.4								2,163.5
WILLOUGHBY'S ELECT STR	V361	1,228.7			919.3	309.4							
WILSHIRE HOME ENTER CTR	V361	304.7			304.7								
WOLF CAMERA & VIDEO SHOP	V361	2,511.6			1,077.0				1,434.6				
WOLF CAMERA & VIDEO SHOP & RITZ CMR	V361	817.0							463.8	353.2			
WOODLAND HILLS CAMERA	V361	263.2			263.2								
BJORNS AUDIO VIDEO STORE	V362	297.9			11.8				286.1				
BLOCKBUSTER VIDEO STORE	V362	5,164.9	371.5		134.0	254.4	161.9	855.9	235.3	2,494.0			658.1
BLOCKBUSTER.COM STORE ONLINE	V362	62,727.7			28.6			47,303.5	249.1	15,025.2			121.2
DATA VSN COM VIDEO ELECT	V362	411.0			184.9	226.1							
DEEPDISCOUNTDVD.COM STR ONLINE	V362	405.1		204.4	0.1								200.6
EMUSIC STORE ONLINE	V362	2,569.9	1,860.4	394.4	3.7		39.3		7.5	264.6			
FYE FOR YOUR ENTER STR	V362	5,540.6	3.5		534.4	1,012.3			60.8	2,639.5	1,290.1		
GAMESTOP VIDEO GAME STR	V362	3,794.5	2,216.7		929.0	216.1	32.8						399.9
HENDERSON MUSIC STORE	V362	395.5			248.6				146.8				
HOLLYWOOD VIDEO STORE	V362	633.4	576.2		41.5				1.4	14.2			
ITUNES.COM MUSIC STORE ONLINE	V362	1,837.2	846.7		14.3			19.2	2.2	4.3	9.1	29.4	912.0
J&R MUSIC&COMPUTER/STR	V362	13,458.7	273.9		2,184.4	9,377.3	2.3		1,620.8				
JIM LAABS MUSIC STORE	V362	276.9			276.9								
KELLUM AUDIO VIDEO&APPL	V362	305.1							305.1				
MP3TUNES MUSIC STORE ONLINE	V362	280.3	280.3										
MUSICSPACE.COM STORE ONLINE	V362	1,677.8							9.7	1,668.1			
NAPSTER.COM STORE ONLINE	V362	467.4	467.4										
NETFLIX.COM STORE ONLINE	V362	73,356.2	1,514.7	732.2	570.7	54.0		24,665.8	209.8	7,677.1	32,211.5	5,585.6	134.8
NEW ORLEANS AUDIO VIDEO	V362	380.3			380.3								
PAULSONS AUDIO&VIDEO STR	V362	471.7			471.7								
PODFITNESS.COM MUSIC ONLINE	V362	1,293.9	1,284.0		9.9								
ROMANTIC DEPOT VIDEO STR	V362	1,069.5			1,052.4		17.0						
URGE.COM MUSIC STORE ONLINE	V362	2,256.5					123.8				2,132.8		
VIDEO & AUDIO CENTER	V362	2,306.0			2,306.0								
VIDEO LIQUIDATORS VIDEOS	V362	271.7					248.9		22.8				
VIRGIN MEGASTORE MSC&MVS	V362	379.2	159.4		101.2	44.0					74.5		
VONGO.COM ONLINE	V362	7,773.1						461.5	9.2	155.6	7,146.8		
WELLS MUSIC STORE	V362	365.1			362.0	3.0							
WORLD VIDEO STORE	V362	430.8			396.6		34.2						
AMERICAN GIRL BTQ&BSTR	V363	862.0	193.5		148.7								519.8
AMERICAN GIRL PLACE	V363	1,099.6	44.0		304.6	121.7	204.1		241.4	4.3		124.8	54.7
DOLL HOSP&TOY SLDR SHP	V363	339.8			339.8								
EASTERN JUNGLE/TOY STR	V363	500.3			500.3								
EB GAMES & GAMESTOP STORE	V363	329.1			195.3	24.5		39.9	49.6		19.9		
GAME CRAZY VIDEO GM STR	V363	322.8			317.6				5.2				
GAME STOP STORE	V363	9,037.3	1,477.0		137.3		7.8	1,126.0	93.0	5,777.9	418.2		
GAMEFLY VIDEO GAME RNTLS ONLINE	V363	14,190.7	102.5					481.1	65.5	1,306.2	12,180.7		54.7
GEOFFREYS TOYS R US STR	V363	1,083.8			1,083.8								
K-B TOYS STORE	V363	1,818.8			1,538.5	72.9							207.3
LEARNING EXPRESS TOY STR	V363	570.8	62.7		498.4				9.7				
MANHATTAN MINI TOY STORE	V363	642.6					642.6						
MANHATTAN TOY STORE	V363	395.6	395.6										
TOYS R US STORE	V363	77,665.9			25,354.7	1,836.7	38.8	18,146.0	75.6	1,358.2	18,492.7	6,875.6	5,487.8
TY STORE ONLINE	V363	304.6	304.6										
WOOD KINGDOM TOY STORE	V363	264.8			260.1	4.7							
AARON BROS ART MART	V364	1,636.0	28.4		1,607.6								
AC MOORE ARTS&CRFTS STR	V364	2,739.7			2,739.7								
BUILD-A-BEAR WRKSHIP STR	V364	18,605.9	3,326.5	191.4	11.4		127.5	5,637.6	621.3	1,486.1	6,401.2	803.0	
DIR HOBBY & CRAFT STORES	V364	1,132.6			1,132.6								
EARTHWORKS CRFTS&JWLRY	V364	278.2			278.2								
HOBBY LOBBY CREATIVE CTR	V364	20,560.2			20,502.8	57.5							

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
JUST TRAINS HOBBY STORE	V364	400.1			400.1								
KATE ASPE WEDDING FVRS ONLINE	V364	661.0	661.0										
MICHAELS ARTS&CRAFTS STR	V364	23,952.6	8,976.0		12,491.3	856.8	173.4		1,411.1	44.0			
RAG SHOP CRAFT FAB&FLWRS	V364	305.1			305.1								
RAGSHOP CRAFT STORE	V364	284.4			284.4								
SCOTSMAN COINS&JWLRY STR	V364	1,847.6			1,847.6								
WARRICKS HOBBY SPRSTR	V364	408.4			0.3				408.1				
2ND WIND EXER EQUIP STR	V365	4,294.3			2,183.3				2,049.7				61.3
ACADEMY SPORTS&OTDR STR	V365	28,571.8			20,884.4		1,079.6		6,607.8				
ACTIONVILLAGE.COM STORE ONLINE	V365	287.9	287.9										
AMERICAN HOME FITNESS ST	V365	1,296.6			1,036.1				260.6				
AMERICAN SL HM REC SPRST	V365	676.1			676.1								
ANY MTN SPORTING GOODS	V365	427.0			389.9		37.1						
AT&T AUSTIN MRTHN/RNTX	V365	588.8	588.8										
BASS PRO SHOP OTDR WRLD	V365	17,601.4	850.4		3,554.6		4,053.7	218.3	140.9		6,120.8		2,662.7
BASS PRO SHOP SPRTSMN WR	V365	2,343.2			2,343.2								
BICYCLE VILLAGE SPRT GDS	V365	375.2			375.2								
BIG 5 SPORTING GOODS STR	V365	93,113.4			93,113.4								
BILLIARD FACTORY	V365	746.0			628.8		55.8		58.7		2.7		
BILLIARDEX POOL TBL STR	V365	349.4			346.6				2.8				
BLATT BILLIARDS STORE	V365	636.8	564.7	46.0	26.1								
BRUNSWICK HOME&BLRD STR	V365	1,332.0			1,328.6								3.4
BUSY BODY EQUIP STORE	V365	1,937.3			1,289.2								648.2
BUSY BODY GYMS TO GO STR	V365	404.3			404.3								
CABELAS SPRT GDS STR	V365	9,936.9	508.6		5,475.7		1,733.4		1,768.8		450.5		
CALLAWAY GOLF OUTLET	V365	375.8			4.6						371.2		
CAMPING WRLD OTDR/ACCESS	V365	700.3						346.9	181.6		171.8		
CAMPMOR SPORTING GOODS	V365	514.4			492.1	22.2							
CARLS GOLFLAND SHOP	V365	890.1			581.4				308.7				
CARTERS COUNTRY SPRT STR	V365	559.8			559.8								
CHAMPION BILLIARDS STORE	V365	258.2			133.2		125.0						
CHAMPION BILLIARDS&BRSTL	V365	490.7			39.4				451.3				
CHAMPS SPORTS STORE	V365	5,000.7	4,333.6		55.7		179.8	94.4	64.5	11.6	181.1		80.0
CHICAGO HOME FITNESS CTR	V365	3,763.7			3,288.4				475.3				
CHICKS SPORTING GOODS	V365	279.6			260.1		19.5						
CHRISTYS SPRT SKI&PATIO	V365	395.8			395.8								
COLORADO SKI & GOLF STR	V365	1,254.5			1,028.2				226.3				
CREATIVE PLYTHNGS FCTRY	V365	978.6			942.8	35.8							
DENNIS KIRK STORE	V365	302.0	301.7				0.3						
DENNY DENNIS SPRT GDS	V365	254.6			174.2				80.4				
DICKS SPORTING GOODS STR	V365	58,526.6	4,190.0		21,618.3	1,882.4	511.4	12,546.3	3,334.1		13,211.6	1,176.0	56.6
DUNHAMS SPORTING GOODS	V365	1,302.8			1,295.3				7.5				
EASTERN MTN SPORTS STORE	V365	865.0	47.7		241.5		35.5						540.4
EDWIN WATTS GOLF SHOP	V365	3,336.1	421.1		1,606.0		419.0		682.0		207.9		
EREHWON MTN OUTFTR STR	V365	317.7			317.7								
ERIKS BIKE SHOP	V365	491.2					123.5		346.3				21.4
ESPNSHOP.COM SPRSTS STR ONLINE	V365	358.3	26.4						41.4		290.5		
FITNESS GALLERY SPRT GDS	V365	410.8			410.8								
FITNESS RESOURCE STORE	V365	907.2			413.1				494.1				
FITNESS SHWCSS SPRT GDS	V365	1,086.1			1,086.1								
FODOR BILLIARDS STORE	V365	261.3			261.3								
G&G FITNESS EQUIP STORE	V365	381.9					153.1		131.5				97.2
GANDER MTN SPORT GOODS	V365	10,551.2	1,066.9		1,438.7		215.3		10.3		58.5		7,761.5
GI JOES SPORTS&AUTO STR	V365	1,689.3			1,378.1		282.6		28.6				
GOLF GALAXY GOLF STORE	V365	5,775.9	54.2		4,550.8				722.1				448.8
GOLF HEADQUARTERS STORE	V365	270.3			147.9		10.8		111.6				
GOLF MART STORE	V365	861.2			801.4				59.8				
GOLF SHOP SPRT GDS STR	V365	453.9			453.9								
GOLF USA GOLF SHOP	V365	408.4	31.4		308.7		20.8		35.0		12.6		
GOLF WAREHOUSE ONLINE	V365	2,469.7				1,148.3			3.7		1,317.8		
GOLFDOM SPRT GDS STR	V365	250.6			250.6								
GOLFERS WAREHOUSE	V365	489.7			345.8				143.9				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
GOLFSMITH GOLF CENTER	V365	3,780.0			1,606.4		90.9		27.5		261.0		1,794.2
GOLFSMITH GOLF&TNS STR	V365	768.2	108.7		658.2				1.4				
GRAINGER BRNCH SPRT STR	V365	1,213.4											1,213.4
GYM SOURCE SPRT GDS STR	V365	1,010.2			650.1	245.8	25.1		4.6				84.6
HEALTHSTYLES EXER EQUIP	V365	356.6			304.3				52.3				
HEST FITNESS SUPERSTORE	V365	518.0			499.4				18.6				
HOLABIRD SPORTS OUTLET	V365	271.7	271.7										
INSIDE OUT HOME REC/STR	V365	2,433.4							2,433.4				
JOES SPORTS OTDR&MR STR	V365	1,596.4			1,303.5				292.9				
LAKESHORE LEARNING MTRLS	V365	406.5			406.5								
LAS VEGAS GOLF&TNS STR	V365	460.4			415.0				45.5				
LEISURE FITNESS SPRT GDS	V365	791.0			712.7	26.8	51.5						
LL BEAN SPRT GDS STR	V365	2,817.6	94.0		65.2			2,142.1	459.4		56.9		
LOS ANGELES GYM EQUIP	V365	404.8			404.8								
MC SPORTS SPORT GDS STR	V365	644.0			570.7		65.5		7.9				
MEL COTTONS SPRT GDS STR	V365	412.8			412.8								
MODELLS SPORTING GOODS	V365	5,319.4			4,537.2	35.6	195.5		314.8				236.3
MONARCH BILLIARDS STORE	V365	361.2	361.2										
MOREDISTANCE.COM ONLINE	V365	280.1								280.1			
NBA STORE	V365	390.6			339.1		51.5						
NIKE.COM ONLINE	V365	605.4	605.4										
NORTH FACE SPRT GDS STR	V365	252.5	219.6		32.9								
NORTH STAR HOME FTNS STR	V365	300.2			275.8				24.4				
OLYMPIA SPORTS STORE	V365	569.3			569.3								
OMNI FITNESS EQUIP STORE	V365	1,318.6			796.5	198.1							323.9
PARAGON SPORTING GOODS	V365	965.7	26.9		316.2	622.6							
PETER GLENN SKI SHOP	V365	306.6	38.5		167.0				22.8				78.3
PETER GLENN SKI&SPRT STR	V365	267.5							257.6				9.9
PGA TOUR STOP STORE	V365	301.0											301.0
PLAY IT AGAIN SPORTS STR	V365	617.7			39.9		32.9		544.9				
POOL CITY LEISURE CENTER	V365	1,009.7							1,009.7				
PRECOR HOME FITNESS STR	V365	370.5			312.9				57.6				
PRO GOLF DISC STORE	V365	974.4			724.8				247.6				2.0
PUETZ GOLF SUPERSTORE	V365	259.4			259.4								
RAINBOW PLAY SYS SHWRM	V365	262.4			251.5				10.9				
RECREATIONAL WAREHOUSE	V365	878.0							878.0				
REI RECREATIONAL EQUIP	V365	9,639.9				286.2							9,353.7
REI SPORTING GOODS STORE	V365	9,657.3	4,827.6		4,593.6		236.1						
RIDGEWOOD COIN STORE	V365	293.5			293.5								
ROGER DUNN GOLF SHOP	V365	1,198.1			1,198.1								
RON JON SURF SHOP	V365	1,672.4				1,558.3		83.2		30.9			
SCHEELS ALL SPRTS SPRSTR	V365	1,358.4		11.9	332.6		202.4		823.4				
SIERRA TRADING POST STR	V365	275.9				258.1							5.9
SKI BARN	V365	250.8			91.9	131.8	11.0						16.0
SPORT CHALET SPRT GDS	V365	6,227.3			5,020.9		132.4		726.7				347.4
SPORTS AUTHORITY SPRT GD	V365	46,318.2			34,958.3	1,452.5	69.1	1,650.8	5,981.0	901.3	205.0		1,100.1
SPORTSMANS WAREHOUSE	V365	552.0			337.8		119.5		91.0		3.7		
SUN & SKI SPORTING GOODS	V365	578.7			578.7								
TENNIS WAREHOUSE STORE	V365	318.9	318.9										
VANS PRO SHOPS GOLF STR	V365	430.9			430.9								
VERTICAL DROP SKI&PATIO	V365	289.6			289.6								
WASHINGTON GOLF CENTER	V365	257.5			257.5								
WIDE WORLD/GLF&TNS STR	V365	266.3			255.0		5.1		6.2				
ZUMIEZ SPORTING GDS STR	V365	278.2	278.2										
BARRETT'S HOME THTR STR	V369	464.2			464.2								
BEAUTIFUL SOUND PIANO &CHCG PN SPRST	V369	272.1			272.1								
CARLSONS PIANO WORLD STR	V369	366.3			366.3								
FORSHEY PIANO CO	V369	344.4			344.4								
FRANK&AMILLES MUSIC STR	V369	887.0			658.8	225.8	2.4						
GUITAR CENTER	V369	22,885.9							112.0		227.1		22,546.7
HENDERSON MUSIC CO	V369	295.4							295.4				
JACOBS MUSIC STORE	V369	304.9			129.4	129.7			45.8				

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
JORDAN KITTS MUSIC STORE	V369	360.7			314.0				46.7				
KEYBOARD CONCEPTS STORE	V369	564.7			564.7								
MUSIC EXCHANGE PIANO STR	V369	324.5			324.5								
PIANO EXPERTS STORE	V369	2,357.7			2,357.7								
PIANO GALLERY STORE	V369	277.9			212.0				65.9				
PIANO WAREHOUSE STORE	V369	268.6			268.5				0.1				
SAM ASH MUSIC STORE	V369	421.6			7.4		3.2		4.9	406.0			
SCHMITT MUSIC CO	V369	459.0			459.0								
SHERMAN CLAY MUSIC CO	V369	352.9			350.5	2.4							
STEINWAY HALL PIANO STR	V369	343.2			222.4	120.8							
STEINWAY PIANO GALLERY	V369	791.9			637.7	59.6	43.3		51.3				
A-1 APPL&ELECT STR	V371	781.3							781.3				
A-1 HOME APPL & TV STR	V371	1,666.4			1,686.4								
ABC WAREHOUSE APPL STR	V371	1,789.1							1,789.1				
ABT KITCHEN APPL STR	V371	588.0	588.0										
ABT TV & APPLIANCE STORE	V371	5,571.9	124.1		5,317.5				130.3				
AIRPORT HOME APPLIANCE	V371	2,990.0			2,509.9				480.1				
ALBO DISC APPL&ELECT STR	V371	705.8			705.8								
AMERICAN APPL STORE	V371	2,024.7							2,024.7				
AMERICAN TV APPL & FURN	V371	4,420.9						3.7	4,417.2				
APPLIANCE DIRECT STORE	V371	787.8			257.3		124.6		405.9				
APPLIANCE FACTORY OUTLET	V371	26,967.7			26,703.3				264.4				
APPLIANCE WORLD STORE	V371	5,617.6			5,230.4	13.1	13.8		360.3				
APPLIANCESMART FCY OTLT	V371	2,142.5							2,142.5				
APPLIANCESMART STORE	V371	637.0			630.7		6.3						
APSCO APPLIANCE CENTER	V371	3,365.0			3,188.6		3.9		172.5				
B&B APPLIANCE STORE	V371	308.5			246.3				62.1				
BALLARDS APPL&CBNT STR	V371	499.8			466.5				33.4				
BARTO APPLIANCE	V371	340.0			237.3				102.8				
BERNIES APPLIANCE STORE	V371	2,963.9			1,030.2				1,933.7				
BGE HOME PDTS & SERVICES	V371	653.6					18.7		634.9				
BILL SMITH APPL & ELECT	V371	347.8							347.8				
BOSCH HOME APPL STR	V371	1,259.2			137.9	1,121.3							
BRAY & SCARFF APPL STR	V371	837.8			837.8								
CHARLOTTE APPL ELECT/STR	V371	807.1			682.6				124.5				
CINCINNATI BELL PHN STR	V371	1,108.9			1,108.9								
COCCAS APPL & TV	V371	539.1			475.4				63.7				
CONNS APPLIANCE STORE	V371	16,797.5			12,194.7		15.4		4,587.4				
CONNS APPLIANCE STORE ONLINE	V371	302.4							302.4				
CROCK-POT CRAZE STORE ONLINE	V371	705.8	705.8										
CROSS ROADS APPLIANCE	V371	416.4			416.4								
DIRECT APPLIANCE CENTER	V371	383.1			383.1								
EAST COAST TV&APPL STR	V371	270.0			270.0								
FAIRMONT TATE APPL&BDNG ST	V371	1,162.9			1,162.9								
FAMSA APPL & FURN STR	V371	9,872.0							9,857.0				14.9
FILCO DISC CENTERS	V371	1,356.6			1,356.6								
FREDS APPLIANCE STORE	V371	358.4					77.2		281.2				
GEORGE SMITH WRHS SLS	V371	801.6			801.6								
GERHARDS APPLIANCE STORE	V371	1,507.5			1,374.9				132.5				
GOLD STAR APPLIANCE STR	V371	339.8			339.8								
GRANADO TV & APPL STR	V371	305.7			305.7								
GRAND APPLIANCE STORE	V371	353.7			353.7								
GRANTS APPLIANCES STORE	V371	788.2			788.2								
HALLOCKS APPL&FURN STORE	V371	585.1			460.1				125.0				
HANDY TV & APPL STORE	V371	430.7			294.9				135.8				
HAWTHORNE APPL&ELECT STR	V371	644.0			644.0								
HHGREGG APPL&ELECT STR	V371	27,958.7			12,349.0		1,954.3		13,655.5				
HOME APPL&FRNSHNGS STR	V371	314.4			314.4								
HOOVER SALES & SERVICE	V371	412.8			399.1		3.0		10.7				
HOWARD'S BRAND NAME APPL	V371	7,182.7			7,182.7								
JAYS APPLIANCE CENTER	V371	254.8			254.8								
JEFF LYNCH APPL&TV CTR	V371	2,672.3			1,998.3				674.0				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
JERSEY JIM TOWERS APPL	V371	662.2			662.2								
KARLS APPL TV AUDIO	V371	1,056.2			566.4	489.8							
KEN CRANES TV & APPL STR	V371	10,951.0			10,803.1				147.9				
KISS APPLIANCE & TV STR	V371	880.1			880.1								
LAKES APPLIANCE & TV	V371	321.2			321.2								
LAKESIDE APPL STORE	V371	337.4			337.4								
LAKETON TV & APPL STR	V371	597.6			554.6				43.0				
MALKIN RIFKIN APPL STR	V371	431.9			431.9								
MANNYS TV & APPL STORE	V371	925.8			367.7				558.2				
MAR-BECK SMALL APPL STR	V371	359.7			63.8				296.0				
MAYTAG APPLIANCE CENTER	V371	3,106.9		3,053.4	53.5								
MAYTAG HOME APPL CTR	V371	599.9			599.9								
MAYTAG STORE	V371	8,682.5			6,751.8		17.2		1,913.4				
MR JAYS APPLIANCE STORE	V371	425.8			424.3	1.5							
NETZMANS APPLIANCE STORE	V371	439.0			422.9				16.1				
OLIVER DYERS APPL CTR	V371	801.8			801.8								
ORECK CLEAN HOME STORE	V371	13,738.0		24.8	7,036.9		10.6	1,028.1	1,567.5	2,893.9	1,176.2		
ORECK FACTORY STORE	V371	606.1			512.3				93.8				
ORECK STORE VACUUM CTR	V371	1,182.8			1,182.8								
ORECK VACUUM CLEANER CTR	V371	399.9			384.8		15.1						
ORECK VACUUM STORES	V371	2,018.7			482.7		51.5	15.8	897.1		571.6		
PLANTRONICS PHONE STORE	V371	308.7					308.7						
PLASS APPL & FURN STR	V371	891.7			891.7								
PLESSERS TV VCR & APPL	V371	430.8			430.8								
PURCELL MURRAY APPL STR	V371	735.2	282.3	294.5	158.4								
RECKER&BOERGER APPL STR	V371	285.6			128.1		53.0		104.5				
REX TV & APPLIANCE STR	V371	3,806.6			3,789.7				17.0				
ROSNERS DISC TV & APPL	V371	535.1			364.4				170.7				
SCRATCH & DENT APPL	V371	457.6			443.6				14.1				
SEARS APPL OUTLET STR	V371	6,387.1			6,387.1								
SMITHTOWN APPLIANCE STR	V371	264.1			264.1								
SNOW BROS TV & APPL STR	V371	306.3			205.0				101.3				
SOUTHEAST STEEL APPL STR	V371	492.5			435.6				56.9				
SPENCERS TV & APPL STR	V371	9,653.1			9,123.1		38.3		491.8				
STANDARD TV & APPL STR	V371	4,167.2			3,114.0				1,053.2				
THERMADOR KITCHN APPL STR	V371	468.7	44.2	142.7	138.9	142.9							
TUCSON APPLIANCE CO STR	V371	422.5							422.5				
VIKING KITCHEN APPL	V371	356.9	11.1		37.4		308.4						
WAREHOUSE DISC APPL CTR	V371	975.9			975.9								
WARNERS STELLIAN APPL ST	V371	2,562.3	248.4		1,414.5				899.5				
WESTERN APPL SHWRM&SVC	V371	1,587.4			1,587.4								
WESTERN APPLIANCE STORE	V371	7,010.4			7,010.4								
AARONS CORP FRNSHNG STR	V372	282.5	168.6		113.9								
ADORAMA STORE ONLINE	V372	2,557.0	2,557.0										
AMERICAN HOME FRNSHNGS	V372	786.0							786.0				
AMERICAN HOME STORE	V372	2,307.3			2,307.3								
ANN GISH HM FRNSHNG STR	V372	382.4	382.4										
ANNAS LINENS STORE	V372	18,169.0			969.9				17,199.1				
ARTE INTL FURNISHING STR	V372	544.2	61.6		482.6								
ARTIFACTS INTL HOME FURN	V372	293.1	293.1										
BACCARAT FURNISHINGS STR	V372	421.5	421.5										
BASSETT HM FRNSHNG STR &THMSVL/FRNSH	V372	793.6			793.6								
BED & BATH STORE	V372	297.2	293.4		3.8								
BED BATH & BEYOND STORE	V372	6,202.3	3,955.5		2,121.6	125.2							
BERNHARDT HM FRNSHNG STR	V372	664.2	394.0		270.2								
BOFFI KITCHEN&BATH STR	V372	347.9	36.4	311.4									
BREUNERS HOME FRNSHNGS	V372	605.7			434.3				171.4				
BROOKSTONE GENERAL	V372	1,534.3											1,534.3
BROYHILL HM FRNSHNG STR	V372	252.6	154.5		38.4		19.9		39.9				
BROYHILL HM FRNSHNG/FURN	V372	281.4			281.4								
BRUNOS HOME FURNISHINGS	V372	280.8			129.8				151.0				
BUDGET CLOSET STORE	V372	402.6			402.6								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CALICO CORNERS HM FRNSHG	V372	616.1	428.3		187.8								
CHARLES HOME FURNISHINGS	V372	538.8			333.8				204.9				
CLASSIC CNTRY KITCHNS/FRN	V372	282.5			282.5								
CLOSET WORLD STORE	V372	1,759.7			759.7				1,000.0				
CRATE & BARREL STORE	V372	11,390.3	4,807.6	1,349.9	757.4	57.5	434.7		281.1		3,696.8		5.3
CREATIVE MIRROR & SHOWER	V372	2,102.1			1,949.5				152.6				
DAVIS HOME FURNISHINGS	V372	551.2			551.2								
DECORATORS WAREHOUSE	V372	552.8			504.5			40.6		7.6			
DESIGN WITHIN REACH STR	V372	1,931.4	1,327.3	551.0	7.0	36.1	10.0						
DIR HOME FURNISHINGS STORES	V372	1,546.8			1,527.6	19.2							
DOMAIN HOME FASHIONS STR	V372	1,611.8		343.1	1,262.3	6.4							
DWELLERS HAVEN HOME STR	V372	1,051.6			1,029.2				22.4				
ESTATES CNSGNMNTS HM FRN	V372	461.4			461.4								
EZ HOME FURNISHING STORE	V372	462.2			462.2								
FIRESIDE HEARTH&HOME/STR	V372	505.3			365.7		2.8		136.8				
FLEGELS/FRNSHNG/DSGN STR	V372	414.0			414.0								
FRONT ROOM FRNSHNGS STR	V372	482.2							482.2				
FRONT ROOM HOME FRNSHNG	V372	327.4			288.0		39.4						
GARDEN RIDGE PTRY&HM DCR	V372	9,949.8			530.7				9,419.0				
GRACE HOME FURNISHINGS	V372	960.7	665.2	92.0	203.5								
GRAND HOME FRNSHNGS STR	V372	1,265.5			243.8		128.8		892.9				
GREAT AMERICAN HOME STR	V372	1,527.1					7.8		1,519.3				
HEMISPHERES FINE FRNSHNG	V372	435.6							435.6				
HIGH FASHION HM FRNSHNG	V372	762.4			762.4								
HILL COUNTRY INTERIORS	V372	510.3	461.3						49.0				
HOME DECOR LODTRS STR	V372	853.9			310.3				543.6				
HOME VALU INTERIORS STR	V372	735.5			315.8				419.7				
HOMEGOODS HM FRNSHNG STR	V372	13,434.6	2,808.7	206.4	1,625.0	21.3	9.6		7,834.4				929.3
IDEAL HOME FRNSHNGS STR	V372	682.3			671.3				11.0				
INTO/WEST FURN&ACCESS ST	V372	254.7			254.7								
ISRAELS HOME FRNSHNGS ST	V372	466.5			356.0				110.5				
KALIN HOME FRNSHNG STR	V372	373.5			371.4		2.1						
KCS HOME FURNISHINGS STR	V372	793.6			793.6								
KEY HOME FRNSHNGS STR	V372	297.6			1.6				296.0				
KITCHEN KABOODLE STORE	V372	266.5			256.5				9.9				
LACKS HOME FRNSHNGS STR	V372	5,398.2			3,511.2		12.2		1,874.7				
LANE HOME FRNSHNGS STR	V372	6,224.4			3,816.5		4.3		787.0		1,616.7		
LAYTNER'S LINEN&HOME STR	V372	269.8		114.4		155.4							
LINEN OUTLET	V372	547.0			529.5				17.5				
LINENS N THINGS STORE	V372	27,357.0	69.9		20,687.5	1,501.1		2,865.6	380.5	1,071.3	781.2		
LUXEHOME HM FRNSHNG STR	V372	398.1	89.8		308.2								
MARC TASH INTERIORS	V372	258.1			258.1								
MATCH PEWTER STORE	V372	316.2	316.2										
MICHAEL C FINA HM FRNSHG	V372	1,148.0	21.8		7.6	1,118.5							
MICHAELIAN&KOHLBERG/STR	V372	328.1	324.7		3.4								
MONTANAS HOME FURN STR	V372	265.7							265.7				
NANCY KOLTES/HM FRNSHNGS	V372	276.3	276.3										
NEW JERSEY DCRTNG/STR	V372	859.7			857.6	2.1							
OLD TIME POTTERY STORE	V372	1,913.7			640.0		489.9		783.7				
OUTRAGEOUS BRGNS/FRNSHNG	V372	308.3			308.3								
PARK AVE HOME FRNSHNGS	V372	885.1			779.7		9.0		96.4				
PETER ANDREWS HM FRNSHNG	V372	326.5			326.5								
PIER 1 IMPORTS STORE	V372	21,113.4	796.0		288.5	70.6	95.9	13,702.8	30.6	1,231.6	4,897.4		
POTTERY BARN	V372	1,036.5	1,036.5										
POTTERY BARN KIDS STORE	V372	628.3	628.3										
POTTERY WORLD	V372	443.0			138.6				304.5				
PRIMOR HOME FRNSHNG STR	V372	431.3							431.3				
RC WILLEY HOME FRNSHNG	V372	9,826.1			1,259.9		33.8		8,532.4				
ROLL-N-GLOW FRPLC STR	V372	1,052.1			85.2	966.9							
ROSSI HOME FURNISHINGS	V372	266.4			266.4								
SAFAVIEH HM FRNSHNGS STR	V372	1,670.9	53.8		398.0	1,219.1							
SDH ENTERPRISES HM FRNSH	V372	314.7	314.5		0.2								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SHERWOOD STUDIOS FRNSHNG	V372	291.8			291.8								
SKLAR FURNISHINGS STORE	V372	300.3			252.9				47.4				
STATS HOME DCRTV CTR	V372	697.2			697.2								
STEUBEN GLASS HM FRNSHNG	V372	500.5			0.5	500.0							
SUITEPLAY HM FRNSHNG STR	V372	465.3			465.3								
TENNILLE & CO	V372	382.3	376.2		6.2								
THEODORES CNTMPRY INTRS	V372	347.0			347.0								
TOMS FARMS CNTRY FRNSHNG	V372	435.4			22.8		412.6						
TREES N TRENDS HM DCR ST	V372	354.4							354.4				
URBAN HOME EXPO FRNSHNGS	V372	530.3			530.3								
USONA HOME FRNSHNGS STR	V372	453.1	453.1										
XTREME ACCESS HM FRNSHNG	V372	488.1			488.1								
YVES DELORME LINEN STORE	V372	376.8	301.5		49.3	26.0							
Z GALLERIE HM FRNSHG STR	V372	465.8	465.8										
A-1 CARPET MARKET	V373	2,053.0			2,053.0								
ABBEY CARPET & FLOOR STR	V373	672.4			160.0				24.3		488.1		
ABBEY CARPET STORES	V373	766.9			540.3		41.4		185.2				
ABC CARPET & HOME STORE	V373	8,785.3	1,682.3	1,332.1	923.5	4,791.6			48.5				7.3
ABC CARPET STORE	V373	277.6	62.5		79.5	135.7							
ACTION FLOORING INC	V373	388.8			388.8								
ADVANCE CARPET ONE	V373	443.3							443.3				
ALEX COOPER ORIENTAL RUG	V373	330.9			211.8				119.2				
ALLEN CARPET STORES	V373	991.1			977.4		13.7						
AMERICAN CARPETS STORE	V373	353.9							353.9				
AMERICAN&IMPORT FLRS STR	V373	309.1			309.1								
AMERICAS FINEST CARPET	V373	864.8			864.8								
APELIAN CARPETS&ORNTLS	V373	1,067.1			1,067.1								
AR KRAMER FLOORING STR	V373	336.5			6.7				329.8				
ARAMINGO CARPET WRHS	V373	380.9			380.9								
ARIA ORIENTAL RUGS	V373	851.3			836.4		14.0		0.9				
ARTISTIC TILE STORE	V373	942.3	321.5	457.4	13.9	149.5							
AT HOME CARPETS SHOP	V373	423.5			244.7				178.9				
AVALON CARPET TL&FLR STR	V373	1,107.7			735.3	4.8	165.2		202.5				
AZHARS ORIENTAL RUGS	V373	345.4			345.4								
AZIZI RUG DEPOT	V373	450.2			450.2								
BAKER BROS FLOOR CVRG'S	V373	624.2			624.2								
BAY CARPET STORE	V373	361.7			359.6				2.2				
BECKYS CARPET & TILE	V373	396.4							396.4				
BECKYS CARPET&TL SPRSTR	V373	583.9			583.9								
BIG BOBS FLOORING OUTLET	V373	929.2							929.2				
BILLS CARPET FAIR STORE	V373	422.6			25.0				397.6				
BILLS CARPET WAREHOUSE & CARPET FAIR	V373	906.1			906.1								
BILLS DISC CRPT&FLRNG ST	V373	1,213.9			1,212.8				1.1				
BOBS CARPET MART	V373	1,122.4			47.3				1,075.2				
BUDDYS CARPET STORE	V373	1,118.9							1,118.9				
CALIFORNIA CARPET OUTLET	V373	302.0			302.0								
CAPEL RUGS STORE	V373	955.7			490.8		48.5		416.5				
CAPITOL CARPET & TILE	V373	321.1			70.1				251.0				
CARLISLE WIDE PLANK FLRS	V373	1,239.7	1,239.7										
CARPET BARN	V373	638.3			274.6		3.8		359.9				
CARPET CITY USA	V373	400.2			400.2								
CARPET CLUB CARPET STR	V373	542.8			531.7				11.1				
CARPET CLUB CARPET STR & CONST CLUB	V373	913.3			913.3								
CARPET CORNER CARPET STR	V373	1,248.8			1,038.9				209.8				
CARPET DEPOT CARPET STR	V373	274.0			101.7		16.1		156.2				
CARPET EXCHANGE STORE	V373	2,297.4			172.2				2,125.3				
CARPET KING	V373	426.6			91.4		120.2		215.0				
CARPET LAND	V373	1,769.0			1,769.0								
CARPET LIQUIDATORS STORE	V373	450.0			125.0				325.0				
CARPET MART CARPET STORE	V373	283.8			90.4				193.3				
CARPET MILL OUTLET	V373	2,029.9			2,029.9								
CARPET MILLS OF AMERICA	V373	278.4			278.4								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CARPET N DRAPES STORE	V373	316.6			309.7				6.8				
CARPET ONE FLOOR&HM STR	V373	1,008.2			244.2				764.0				
CARPET ONE FLOORING CTR	V373	679.4	613.2		46.8		19.5						
CARPET ONE STORE	V373	2,215.7	1,226.3		444.0				538.6	6.7			
CARPET ONE WRLD/CRPTS/ST	V373	420.6			420.6								
CARPET ONE/LIVERMORE STR &SAN RAMON	V373	314.1			314.1								
CARPET WORLD CARPET STR	V373	409.8			176.5		3.1		230.2				
CARPET&FLOORING EMPORIUM	V373	1,123.8			1,123.8								
CARPETERIA CARPET STORE	V373	1,380.1			1,093.9		46.7		239.4				
CARPETLAND USA	V373	1,271.8			325.8				946.0				
CARPETS & MORE STORE	V373	483.5			445.1				38.3				
CARPETS N MORE STORE	V373	3,371.0			3,216.8				154.1				
CARPETS OF DALTON CAMPUS	V373	966.0							966.0				
CASA/CERAMICA FLRNG STR	V373	1,085.4							1,085.4				
CASAS/CERAMICA FLRNG STR	V373	262.2							262.2				
CC CARPET STORE	V373	495.1			320.5				174.6				
CENTURY TILE & SUPPLY	V373	559.3							559.3				
CHRISTOPHER FARR STORE	V373	294.9	294.9										
CLAREMONT RUG CO	V373	848.4	848.4										
CLOUD CARPET&DRAPERIES	V373	299.1							299.1				
COLES CARPETS&FINE/STR	V373	319.2							319.2				
CONKLIN BROS CARPET STR	V373	499.5			499.5								
COUNTRY FLOORS STORE	V373	849.3	849.3										
COURISTAN RUG STORE	V373	254.0	245.2		8.8								
CUSTOM CARPET CENTERS	V373	285.7			90.8				194.9				
CYRUS RUG STORE	V373	851.0			835.3				15.8				
D&D ORIENTAL RGS&FURN ST	V373	294.0			272.8	21.2							
DALTON CARPET OUTLET	V373	318.5					26.6		291.8				
DECORATORS RUG WAREHOUSE	V373	852.8			852.8								
DOLPHIN CARPET&TILE STR	V373	2,305.2			844.8		16.0		1,444.4				
EDWARDS CARPET STORE	V373	334.1							334.1				
EINSTEIN MOOMJY CRPT STR	V373	1,738.8	54.1	541.4	865.2	278.2							
ELITE FLOORS STORE	V373	280.9			280.9								
EXPRESS HOME SVC FLRNG	V373	3,722.0							3,722.0				
FANTASTIC FLOORS STORE	V373	420.6			420.6								
FJ HAKIMIAN CARPETS	V373	315.5	315.5										
FLOOR & DECOR OUTLET	V373	5,353.4			2,483.8				2,773.0				96.6
FLOOR CENTER STORE	V373	353.4							353.4				
FLOOR DE LIS FLRNG STR	V373	399.3			247.3				152.0				
FLOOR DIMENSIONS STORE	V373	280.8			28.0		28.5		224.3				
FLOOR PLACE STORE	V373	290.3			18.8				271.5				
FLOOR STORE	V373	576.3			551.8		1.3		1.7				21.6
FLOOR TRADER CARPET STR	V373	394.4							394.4				
FLOORING AMERICA STORE	V373	2,707.2			1,276.3		26.6	221.6	902.8		280.0		
FLOORING AMERICA STR &KPLS CRPT STR	V373	398.8			398.8								
FLOORING CENTER	V373	520.2			518.2		2.0						
FLOORING LIQUIDATORS CTR	V373	302.6			289.6				13.1				
FLYNN'S CARPET CENTS CTR	V373	269.4							269.4				
FORT STREET STUDIO	V373	419.0	419.0										
G FRIED FLOORING STORE	V373	691.3			198.7	190.3			302.3				
GCO FLOORING OUTLET	V373	447.6			71.1				376.5				
GEORGIA CARPET OUTLET	V373	555.2			0.4				554.8				
GOLD CST FLRNG SUPP STR	V373	286.5			286.5								
GREAT FLOORS STORE	V373	1,235.5			558.9		24.3		652.3				
GRIGSBYS CARPET STORE	V373	279.1			279.1								
HAGOPIAN RUG OUTLET STR	V373	701.2			697.7				3.5				
HERNANDEZ CRPT BRKRS STR	V373	913.7		46.0	867.7								
HORIZON CARPET STORE	V373	791.0			791.0								
IBRAHEEMS ORIENTAL RUGS	V373	301.2			301.2								
JACKS CARPET SPR FLR STR	V373	535.4			375.0				160.4				
JB FACTORY CARPETS	V373	694.9			521.7		13.2		160.0				
JOES CARPET STORE	V373	250.6							250.6				

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
JT FLOORING&DCRTN CTR	V373	685.3			685.3								
KAOUD BROS ORIENTAL RUGS	V373	909.4			20.8		35.0		853.5				
KARASTAN CARPET CENTER	V373	392.1			392.1								
KARENS CARPETMAX	V373	721.4							721.4				
KELLYS CARPET STORE	V373	375.1			0.7				374.4				
L&S CARPET STORE	V373	882.6			853.6				29.0				
LA CARPET STORE	V373	3,136.0			3,136.0								
LA CARPET STORE & LA MATTRESS STR	V373	772.9			772.9								
LAMINATE FLOORING STORE	V373	260.4			260.4								
LAMINATE INTL FLRNG STR	V373	781.7			781.7								
LAMINATE US FLOOR STORE	V373	473.1			473.1								
LEVIS 4 FLOORS STORE	V373	435.9			244.1				191.8				
LUNA CARPET & BLIND CO	V373	2,987.7			7.6				2,980.1				
MACDONALD HARDWOOD FLRS	V373	354.6			60.0				294.6				
MALOUMIAN ORNTL RG STR	V373	382.2			354.1		28.2						
MANSOUR ORIENTAL RG GLRY	V373	974.2	896.4		77.7								
MANSOURS ORIENTAL RUG GL	V373	454.9	346.6		61.7				46.6				
MARIONS CARPETS	V373	368.1						4.7	363.4				
MAYFAIR CARPET&FURN STR	V373	377.3			377.3								
MCSWAIN CARPET CENTER	V373	463.2			215.3				247.9				
MEDALLION RUG GALLERY	V373	311.9	311.9										
METRO FLOORING CRPT STR	V373	252.9							252.9				
MID-WEST FLOOR CO	V373	284.6			220.5				64.1				
MILL CREEK CARPET&TILE	V373	442.4			21.2		38.4		382.8				
MJ FLOORING CTR & DESIGN	V373	447.4			447.4								
MMM CARPET STORE	V373	268.9			268.9								
MOATTAR HOUSE/PERSIA STR	V373	357.5	357.5										
MOHAWK CARPET STORE	V373	598.9	591.3		7.7								
MOHAWK COLOR CENTER	V373	546.1			528.7				17.4				
MOHAWK FLOORZ STORE	V373	556.6			556.6								
MOHAWK FLOORZ STORE &MHWK FLRSCPS&CL	V373	958.4								958.4			
MOLYNEAUX TILE&CARPET ST	V373	581.1			27.3		142.5		411.2				
MONTAUK RUG & CARPET STR	V373	383.9			237.9	146.0							
MUNDO TILE STORE	V373	339.9			2.1				337.7				
NADINE FLOOR STORE	V373	258.9			258.9								
NATIONAL FLOORS DIRECT	V373	3,954.7							3,954.7				
NATURE STONE FLRNG STR	V373	371.2			371.2								
NEXT DAY FLOORS SERVICE	V373	731.3							731.3				
NORTH SHR RGS&CRPTNG STR	V373	714.4			714.4								
NORTHWEST RUGS STORE	V373	916.2							916.2				
NW RUGS STORE	V373	1,755.4			1,755.4								
ODEGARD CARPET STORE	V373	473.9	175.7	207.9	32.9	57.4							
OLSON RUG STORE	V373	950.6			24.7				925.9				
ORIENTAL RUG BAZAAR	V373	718.3	62.5		655.8								
ORIENTAL RUG GALLERY/TX	V373	800.4	147.9		652.4								
PACIFIC COAST CARPET STR	V373	273.0			273.0								
PARVIZIAN RUGS STORE	V373	298.0			298.0								
PINO TILE & CARPET STORE	V373	336.2			76.5		52.5		207.1				
PRIZANTS CARPET WRHS	V373	464.8			23.0				441.8				
PRIZANTS FLOORZ STORE	V373	531.3							531.3				
PROCIDA TILE IMPORTERS	V373	858.3			858.3								
PTK ORIENTAL RUG CENTER	V373	360.8			300.1	4.2			56.5				
RENAISSANCE TILE & BATH	V373	719.3	719.3										
RITERUG CO STORE	V373	647.3							647.3				
ROCHESTER LINOLEUM &CARPET ONE STORE	V373	1,079.6			1,079.6								
ROTH CARPET STORE	V373	375.8			25.2				350.7				
ROY LOMAS CARPETS&HRDWDS	V373	474.7			421.4		53.3						
RUG CO CARPET STORE	V373	1,556.3	1,360.5	114.4	34.4		46.5		0.6				
RUG DECOR OUTLET STORE	V373	504.2			480.8				23.4				
RUG DECOR RUG STORE	V373	305.8			6.2				299.6				
RUG DEPOT OUTLET STORE	V373	257.1			257.1								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RUG GALLERY CARPET STORE	V373	498.7			420.6				78.1				
RUSMUR FLOORS/CARPET ONE	V373	273.2							273.2				
S&G CARPET & MORE STORE	V373	887.8			105.6				782.2				
SAIL-ON CARPETS STORE	V373	415.3			300.9				114.4				
SANTA MONICA/RUG GALLERY	V373	369.3			369.3								
SHOW CARPET OUTLET	V373	1,431.8			1,431.8								
SIMPLY FLOORED STORE	V373	557.8							557.8				
SKAFF RUG & FURN STORE	V373	653.8					29.0		624.8				
SMART CARPET STORE	V373	9,297.0			9,071.9		225.1						
SOREFS CARPET CITY STORE	V373	393.2							393.2				
STAINMASTER CARPET STORE	V373	2,052.3	2,052.3										
STARK CARPET STORE	V373	2,310.2	952.3		1,133.7	212.1							12.2
STONE MT FLRNG OTLT STR	V373	438.1			438.1								
STONE MTN CARPET ML OTLT	V373	386.8			135.5				251.3				
STONE MTN FLOORING OTLT	V373	785.8							785.8				
SUN SHINE FLR&DSGN GLRY	V373	306.4			273.8				32.7				
TILE OUTLET STORE	V373	657.0			104.0				553.0				
TOLIVERS CARPET ONE STR	V373	746.3			663.7				82.5				
TRADEWAY CARPET & TRADEWAY FURN OTLT	V373	547.2			547.2								
TUFENKIAN TBTN CRPTS ST	V373	300.4	252.5	46.0			1.8						
UNIVERSAL CARPET CO	V373	2,041.1			2,041.1								
WARP & WEFT CARPETS STR	V373	481.0	481.0										
WATSONS CARPET&FLOORING	V373	363.3							363.3				
WEST COAST FLOORING CTR	V373	644.7			616.7				28.0				
WOOD MONSTERS FLRNG STR	V373	320.1			270.3				49.8				
WORLD OF RUGS STORE	V373	478.5			252.5				226.0				
WORLD/CRPT ON FLR&HM CTR	V373	374.7			374.7								
WORLDWIDE WHSL FLR CVRG	V373	675.2			516.3	158.9							
ZOLLANVARI RUG STORE	V373	727.5	727.5										
3 DAY BLINDS STORE	V374	3,954.9			717.3				3,143.9				93.7
ABC WINDOW FSHNS&INTRS	V374	332.5			332.5								
ACCORDION SHUTTERS STORE	V374	277.8			277.8								
AERO DRAPERY STORE	V374	1,017.3			1,017.3								
BLINDS TO GO SUPERSTORE	V374	7,257.7			88.7				7,169.0				
BUDGET BLINDS STORE	V374	9,478.9	7,917.3		420.1				74.3		1,067.3		
CHICAGOLAND DRPRY&BLNDS	V374	297.9			297.9								
COUNTRY CURTAINS STORE	V374	899.3	35.0		758.5	88.8	3.4		13.5				
CREATIVE CUSTOM BLINDS	V374	394.7			394.7								
CURTAIN EXCHANGE STORE	V374	896.6	628.5	104.0	58.5				105.6				
DRAPERY FACTORY	V374	411.7			411.7								
DRAPERY SOURCE	V374	490.9			490.9								
EDDIE ZS EXPRESS BLINDS	V374	2,597.6			128.4				2,469.2				
ELIZABETH SHUTTERS STORE	V374	761.3			761.3								
HUNTER DOUGLAS WNDW FSHN	V374	605.1	209.2		377.0				18.9				
MR MINIBLIND STORE	V374	641.9			641.9								
NEW WINDOWS/AMERICA STR	V374	417.8			417.8								
NEXT DAY BLINDS STORE	V374	3,452.9			2,286.9				1,166.1				
OUTLOOK WINDOW FASHION	V374	2,387.5			863.2				1,524.3				
P&J WINDOW COVERING STR	V374	1,898.5			1,898.5								
PAULS DRAPERIES	V374	350.7			350.7								
SAN FRANCISCO SHUTTERS	V374	385.9			385.9								
SIGNATURE SHUTTER SHOPPE	V374	272.9			272.9								
SUNBURST SHUTTERS STORE	V374	1,471.8			1,471.8								
SUNSHINE DRAPERY&INT STR	V374	315.7			267.8				47.9				
VERTICALS UNLTD INC STR	V374	288.8			288.8								
WINDOW FASHIONS/TX STORE	V374	250.7			250.7								
WINDOW WORLD CENTER	V374	13,197.3			9,897.4	348.9			2,951.0				
A WOODEN DUCK FURN STR	V375	272.6			272.6								
AARONS FINE FURN STR	V375	352.7			309.5				43.2				
AL MEYERS FURN STORE	V375	316.1			316.1								
ALPERTS FURN SHOWPLACE	V375	452.8							452.8				
ALPERTS FURN WRHS&SHWRM	V375	898.8			761.6				137.2				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
AMERICAN FREIGHT FURN	V375	1,803.1							1,803.1				
AMERICAN FURN CLRNC CTR	V375	259.9			259.9								
AMERICAN FURN GALLERIES	V375	923.6			881.0				42.6				
AMERICAN FURN WAREHOUSE	V375	17,700.7			13,806.7				3,894.0				
AMERICAN FURN&APPL STORE	V375	582.9							582.9				
AMERICAN FURNITURE DEPOT	V375	354.6							354.6				
AMERICAN FURNITURE STORE	V375	2,077.0			1,225.2				851.8				
AMERICAN HOME DESIGN STR	V375	564.6			10.8				553.7				
AMERICAN HOME FURN STR	V375	1,275.6			47.9				1,227.6				
AMERICAN SGNTR FURN STR	V375	305.0			305.0								
AMERICAN SIGNATURE FURN	V375	9,579.1							9,579.1				
AMERICAN SIGNATURE HM ST	V375	889.7			508.4				381.3				
AMINIS GALLERIA FURN STR	V375	1,323.8			1,138.6				185.2				
AMISH FURNITURE GALLERY	V375	877.8			866.6		11.2						
AMISH FURNITURE SHOWCASE	V375	317.4			254.0				63.5				
ANAHEIM PATIO & FIRESIDE	V375	452.8							452.8				
ANDERSONS FURNITURE STR	V375	331.8			108.8				223.0				
ANNABELLES FURN STORE	V375	263.1			259.6		3.5						
APT FURNITURE STORE	V375	325.2	325.2										
ARHAUS FURNITURE STORE	V375	1,371.3	427.9		818.0		59.3		59.0				7.0
ARIZONA LEATHER CO STORE	V375	868.8			841.1				27.7				
ARKETIPO FURNITURE STR	V375	431.7	431.7										
ARMANI CASA FURN STR	V375	1,742.7	1,038.1	469.4	18.9	216.3							
ARRANGEMENT FURN STORE	V375	1,079.1	560.6		2.0				516.4				
ART VAN FURNITURE STORE	V375	23,902.4			6,278.2		12.7		17,611.4				
ARTEFACTO FURNITURE STR	V375	257.8			203.8		54.0						
ASHLEY FURN HOME STR	V375	82,350.6			34,713.3		1,273.3		46,363.9				
B&B ITALIA FURNITURE CTR	V375	2,142.7	1,557.0	566.0	19.7								
BADCOCK FURN & APPL STR	V375	343.9					52.3		291.6				
BADCOCK HOME FURN&MR STR	V375	3,956.7			425.2		22.5		3,509.0				
BAERS FURNITURE STORE	V375	12,564.7			8,945.8				3,618.9				
BAKER FURNITURE STORE	V375	1,366.4	1,241.9		123.4				1.2				
BAKERS FURN&ACCESS STR	V375	595.3			440.7	154.7							
BALABAN FURNITURE STORE	V375	262.0			262.0								
BARCLAY BUTERA HOME STR	V375	416.2	333.7		82.5								
BARN FURNITURE MART	V375	351.4			351.4								
BARN FURNITURE STORE	V375	456.0			456.0								
BASISTA FURNITURE STORE	V375	461.6			389.1				72.5				
BASSETT FURN GALLERY STR	V375	1,496.1			1,451.0		14.0		31.1				
BASSETT FURNITURE DIRECT	V375	10,218.1		34.6	3,523.6		63.3		6,596.6				
BASSETT FURNITURE STORE	V375	1,072.8			1,072.8								
BECKER FURN WORLD STR	V375	2,028.9			656.5		25.2		1,347.1				
BECKS FURNITURE STORE	V375	744.8			623.5				121.3				
BEELINE FURNITURE STORE	V375	289.4			205.8				81.5				2.1
BEL FURNITURE STORE	V375	6,621.5			6,331.6				290.0				
BELFORT FURNITURE STORE	V375	1,218.6			416.8				801.8				
BELLACHS LEATHER FURN ST	V375	540.9			243.0				297.9				
BERKELEY MILLS FURN STR	V375	281.7	281.7										
BERKS PATIO FURNITURE	V375	311.4			311.4								
BERNIE & PHYLS DISC FURN	V375	6,279.0			284.8				5,994.2				
BEST BUY FURNITURE STORE	V375	314.0			300.7		9.0		4.3				
BEWLEYS FURNITURE CENTER	V375	279.4					19.2		260.2				
BIG GREEN EGG BBQ GRL ST	V375	334.6			334.6								
BIG SANDY SUPERSTORE	V375	2,356.5							2,356.5				
BILTRITE FURN LTHR/STR	V375	373.9							373.9				
BI-RITE FURNITURE STORE	V375	1,508.0			25.9				1,482.0				
BLACK SEA GALLERY STORE	V375	1,089.8			1,089.8								
BLOOM BROS FURN STORE	V375	531.1			79.4				451.7				
BLU DOT FURNITURE STORE	V375	366.6	366.6										
BLUE BELL FURN STORE	V375	449.2							449.2				
BLUEPRINT FURNITURE STR	V375	401.2		355.6	45.6								
BO CONCEPT FURNITURE	V375	1,021.6	903.3		101.2		17.0						

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BOB MILLS FURNITURE CO	V375	1,482.0			241.5				1,240.5				
BOBS DISC FURN OLT	V375	541.9							541.9				
BOBS DISC FURNITURE STR	V375	18,258.5			445.3		31.0		17,782.3				
BOCONCEPT FURNITURE STR	V375	1,013.9	792.4	18.3	197.8	5.4							
BOND DINETTES FURN STR	V375	306.7			306.7								
BOSTON INTERIORS FURN	V375	2,011.7	23.5		133.4				1,854.8				
BOVA SCNDNV FURN STR	V375	284.3			284.3								
BOYLES DISTINCTIVE FURN	V375	368.9							368.9				
BOYLES FURNITURE STORE	V375	1,107.4			912.2		119.2		76.0				
BRANDON FN FRNSHNGS&ACS	V375	1,425.6			1,366.1				59.6				
BRANDON FURNITURE KING	V375	1,482.6			1,482.6								
BRICK FURNITURE STORE	V375	533.7			0.7				533.0				
BROYHILL FURN GALLERIES	V375	384.0			384.0								
BROYHILL HOME CLCTNS STR	V375	281.7			97.5				184.2				
BRUMBAUGHS LEATHER GLRY	V375	483.2	474.1		9.1								
CABOT HOUSE FURN STR	V375	1,337.9			1,270.8				67.0				
CALIFORNIA BACKYARD FURN	V375	455.7			400.4				55.3				
CALIFORNIA CASUAL DNG ST	V375	869.6			869.6								
CALIFORNIA FURN GLRS	V375	440.1			440.1								
CALLIGARIS FURNITURE STR	V375	657.4	657.4										
CALVIN KLEIN FURN STR	V375	682.2	322.0	360.2									
CANTONI FURNITURE STORE	V375	1,001.9	403.1		361.6				237.2				
CAPACCIO BROS FURN STR	V375	806.6			780.0		26.6						
CARDIS FURNITURE STORE	V375	12,995.2			9,059.0		267.2		3,669.0				
CARL HANSEN&SON FURN STR	V375	250.9	250.9										
CARL HARZ FURNITURE STR	V375	595.3			595.3								
CARLS FURNITURE STORE	V375	9,495.6			7,431.1				2,064.5				
CARLS FURNITURE STORE & CARLS PATIO	V375	275.0			275.0								
CARLS PATIO FURN STORE	V375	2,659.2			1,838.3				821.0				
CAROL HOUSE FURN STR	V375	653.6			6.4				647.1				
CAROLINA CLRNGHS FURN&IN	V375	251.5			251.5								
CAROLINA FURN CNCPTS STR	V375	614.5			328.4		10.4		275.7				
CAROLINA INTERIORS FURN	V375	361.3			346.3		15.0						
CASUAL CONCEPTS FURN ST	V375	312.6			312.6								
CATHOUSE ANTIQUE IRN BDS	V375	470.6	470.6										
CB2 FURNITURE STORE	V375	704.5	70.6	457.4		176.5							
CEDAR HILL FURN STORE	V375	303.0			267.5				35.4				
CENTRAL FURNITURE MART	V375	346.0			346.0								
CHAIR KING FURNITURE STR	V375	2,299.6			2,299.6								
CHARLES FINE FURN STR	V375	913.8			913.8								
CHARTER FURN GLRS STR	V375	379.1			379.1								
CHERRY HOUSE FURN GLLRY	V375	424.5			2.8				421.7				
CHINA TOWNE FURN STR	V375	466.1							466.1				
CHRISTIAN ST FURN STR	V375	382.7			90.5				292.2				
CIRCLE FURNITURE STORE	V375	448.5	40.3		253.9		18.1		136.3				
CITY FURNITURE STORE	V375	13,732.7			5,909.7				7,823.0				
CITY KITCHENS	V375	407.0			407.0								
CITY LEATHER FURN CO STR	V375	476.2			476.2								
CITY LQDTRS FURN WRHS	V375	301.5			301.5								
CLASSIC GALLERIES FURN	V375	788.9		37.7	138.8	483.0			129.3				
CLEARINGHOUSE FURN STR	V375	316.8			316.8								
CLEOS FURNITURE STORE	V375	610.6			414.8				195.9				
COLDERS FURN&APPL STORE	V375	2,751.1			2.5				2,748.6				
COLFAX FURNITURE STORE	V375	489.9			20.0		11.5		458.4				
COLONY HOUSE FURN STR	V375	381.6			360.6				21.0				
COMPLETE BACKYARD STORE	V375	277.4			208.1				69.4				
CONNECTICUT HOME INTRS	V375	513.2			343.4				169.8				
CONRAN SHOP FURN STR	V375	319.2	52.7	228.7		37.8							
COPENHAGEN CNTMPY/STR	V375	905.2			905.2								
COPENHAGEN FURNITURE STR	V375	1,015.2			412.1				603.1				
CORT FURN CLEARANCE CTR	V375	468.4							468.4				
COVENANT FURNITURE STORE	V375	319.1			319.1								

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CREATIVE LEATHER FURN ST	V375	1,169.3			1,169.3								
CRESENT HOME FRNSHNG STR	V375	252.2							252.2				
CROWLEY FURNITURE STORE	V375	540.7			0.7				540.0				
D2-DESIGN QUEST FURN STR	V375	283.6							283.6				
DANE DECOR SCNDN FURN ST	V375	324.4			140.2				184.2				
DANIA FURNITURE STORE	V375	1,269.6			38.5		109.2		1,077.5				44.4
DANIA HOME&OFC INTR STR	V375	590.9			590.9								
DANIA INTL DESIGN FURN	V375	1,102.0			1,102.0								
DARVIN FURNITURE STORE	V375	7,221.1			5,747.7		14.2		1,459.2				
DDC FURNITURE STORE	V375	1,160.2	588.4	571.8									
DE LA ESPADA FURN STR	V375	483.6	483.6										
DEARDENS FURNITURE STORE	V375	1,974.0							1,974.0				
DECOR ONE FURNITURE STR	V375	446.8			446.8								
DESIGN RI CTR FURN STR	V375	1,428.0			1,428.0								
DESIGN STUDIO FURN STR	V375	339.1			339.1								
DESIGNERS FURN OUTLT STR	V375	264.0			264.0								
DIAMOND FURN WAREHOUSE	V375	1,119.5			558.4				561.1				
DINING FURN SHOWROOM	V375	316.1			307.8		8.3						
DIR FURNITURE STORES	V375	499.5			499.5								
DOERR FURNITURE CO	V375	583.6			149.8				433.8				
DOMICILE FURNITURE STORE	V375	1,004.5			1,004.5								
DOMUS DESIGN FURN STR	V375	2,022.0	1,221.5	800.5									
DOOR STORE FURN STORE	V375	2,158.9	1,227.4		592.7	338.8							
DREXEL HERITAGE FURN STR	V375	3,770.1	689.8		2,885.1	19.1			154.2				21.9
DREXEL HERITAGE FURN STR & HENREDON	V375	374.9			374.9								
DREXEL HRTG FURN STR & THOMASVILLE	V375	450.1			450.1								
DT MCCALL&SONS FURN STR	V375	1,602.7			1,450.3				152.4				
DUMP FURNITURE STORE	V375	4,875.0					136.8		4,738.2				
DUNK & BRIGHT FURN STR	V375	1,066.6					15.3		1,051.3				
EASTERN FURNITURE STORE	V375	669.3			635.7				33.6				
EASYLIFE FURNITURE STR	V375	2,245.4			321.1				1,924.3				
ECONOMY FURN GALLERIES	V375	354.2			354.2								
EL DORADO BOULEVARD FURN	V375	342.4							342.4				
EL DORADO FURNITURE CO	V375	9,532.1			279.4		337.4		8,915.3				
EMW CARPETS & FURN STR	V375	525.0			505.6				19.4				
ENGLISH GARDEN FURN CO	V375	291.3			291.3								
ESPRIT DECOR FURN STR	V375	310.8			310.8								
ETHAN ALLEN FURN STR	V375	26,446.0	71.3	1,654.9	3,978.5	148.1	428.9	7,397.2	2,112.0	3,370.5	7,235.9		48.6
ETHAN ALLEN FURN STR & THOMASVILLE	V375	395.4			395.4								
EUROFURNITURE.COM STORE	V375	264.5	264.5										
EUROPEAN FURN WAREHOUSE	V375	342.2	124.2		218.1								
EURWAY FURNITURE STORE	V375	491.7			14.0		122.7		355.0				
EXCLUSIVE FURNITURE STR	V375	445.5			38.0		8.0		399.5				
EXPO FURNITURE STORE	V375	337.6			337.6								
EXPRESS FURNITURE STORE	V375	496.4			492.4				4.1				
FACTORY DIRECT FURN&BDS	V375	836.8							836.8				
FAMSA NATL FURNITURE STR	V375	587.7					8.3		579.5				
FASHION FURNITURE STORE	V375	351.8			106.2		15.8		229.8				
FINGERS FURNITURE STORE	V375	9,265.3			6,378.8		162.4		2,724.2				
FIRE HOUSE CASUAL LV STR	V375	272.4			239.5				32.9				
FISH FURNITURE SHOPS	V375	909.7			749.1				160.6				
FISHBECKS PATIO &STATS DCRTR FLRL&CR	V375	1,836.0			1,836.0								
FISHBECKS PATIO CENTER	V375	798.6			798.6								
FLORIDA LEATHER GLRY STR	V375	494.8			254.5				240.3				
FORSHAW FURN&FIREPLACES	V375	764.4			654.7				109.7				
FOWLER'S FURNITURE STORE	V375	319.3							319.3				
FREEDS HMFRNSHNGS MLL	V375	516.5							516.5				
FREIGHT LQDTRS FURN STR	V375	371.2			366.7				4.5				
FRELLENS FURN STORE	V375	297.8			297.8								
FURN A KIT WHLSL FCTRY	V375	2,252.3			2,252.3								
FURNITURE 2000 FURN STR	V375	731.5			731.5								
FURNITURE CITY FURN STR	V375	547.0			275.6		8.1		263.3				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FURNITURE CLEARANCE CTR	V375	277.3			263.7				13.6				
FURNITURE DEALS & STEALS	V375	997.2							997.2				
FURNITURE FACTORY OUTLET	V375	3,575.8			416.3		11.6		3,147.9				
FURNITURE FACTORY WRHS	V375	571.7			75.6				496.2				
FURNITURE FAIR STORE	V375	2,227.4			1,047.7		21.3		1,158.4				
FURNITURE GALLERY	V375	298.0			282.9		15.1						
FURNITURE IN THE RAW STR	V375	260.4			129.0				131.5				
FURNITURE LIQUIDATORS	V375	1,270.0			919.1		69.3		281.6				
FURNITURE MART	V375	693.8			379.6		34.0		280.2				
FURNITURE MART & UNIQUE HOME FRNSHNGS	V375	257.8			257.8								
FURNITURE ON CONSIGNMENT	V375	435.2			22.0				413.2				
FURNITURE OUTLET FURN ST	V375	710.0			218.4		13.7		478.0				
FURNITURE OUTLET USA STR	V375	705.0							705.0				
FURNITURE ROOM FURN STR	V375	518.0			499.2				18.8				
FURNITURE ROW CENTER	V375	455.0							455.0				
FURNITURE ROW OUTLET	V375	4,993.7			988.9		85.9		3,919.0				
FURNITURE SOLUTIONS STR	V375	358.8			281.8		7.1		69.9				
FURNITURE TRENDS STORE	V375	395.5			373.3		6.5		15.7				
FURNITURE WAREHOUSE	V375	1,097.1			199.1		2.5		895.5				
FURNITURE WHLSL LQDTRS	V375	273.1			273.1								
FURNITURE WORLD & LEATHER EXPRSNS	V375	345.5							345.5				
FURNITURE WORLD FURN STR	V375	272.5			78.3		81.3		113.0				
FURNITURE WORLD SPRSTRS	V375	256.8							256.8				
FURNITURE&MATTRESS LQDTN	V375	697.3			697.3								
FURNITURE&MTRS CLRNC STR	V375	321.0			321.0								
FURNITURELAND SOUTH STR	V375	989.0	662.8		50.0		276.1						
FUTON SHOP	V375	261.5			261.5								
G&J STYLES FURNITURE STR	V375	622.5	610.5				12.0						
GABBERTS FURNITURE STORE	V375	500.7			452.7		48.0						
GAINES FURN OUTLET	V375	265.4							265.4				
GALLAHANS HM FRNSHNG STR	V375	265.0			239.5				25.5				
GALLERIA FURNITURE STORE	V375	464.0			276.0		5.1		182.9				
GALLERY FURNITURE STORE	V375	21,547.5	77.8		13,643.8		617.9		7,208.0				
GALLERYFURNITURE.COM ONLINE	V375	309.1							309.1				
GARDINERS FURN&APPL STR	V375	519.9			9.3				510.6				
GARDNER-WHITE FURN STR	V375	9,430.7			925.5				8,505.2				
GEARYS FURNITURE STORE	V375	448.9			448.9								
GERDT FURN&INTERIORS	V375	1,072.2			475.3				596.8				
GIOVANNI TRN INTL DSGNS	V375	251.3			243.2	4.4	3.8						
GLOBAL IMPORTS FURN STR	V375	255.2			255.2								
GO FURNITURE STORE	V375	275.0			251.1				23.8				
GOBEILS FURN GALLERIES	V375	410.1							410.1				
GODBY HOME FRNSHNGS STR	V375	741.3			1.4		61.9		677.9				
GOLDBERGS FURN STORE	V375	978.7							978.7				
GOLDSTEINS FURNITURE STR	V375	494.5							494.5				
GOODS FURNITURE STORE	V375	1,406.5			68.1				1,338.4				
GORMANS FURNITURE STORE	V375	2,404.4			2,017.1				387.4				
GOTHIC CBNT CRFT FURN ST	V375	2,699.1			2,673.0	26.1							
GRAND FURNITURE DISC STR	V375	383.9							383.9				
GRAND FURNITURE STORE	V375	1,551.2			1,551.2								
GREATER GARDNER FRN OTLT	V375	277.8							277.8				
HALPERNS FURNITURE STORE	V375	336.7			336.7								
HAMILTONS SOFA GALLERY	V375	612.0			318.4				293.5				
HAMPTON HOUSE FURN STR	V375	252.7			242.9	9.8							
HANK COCA FURNITURE STR	V375	254.7							254.7				
HANKS FINE FURNITURE STR	V375	1,125.4			175.3	1			950.1				
HARDWOOD ARTISAN FURN	V375	348.5			348.5								
HARDWOOD FURN STUDIOS	V375	336.0			336.0								
HARKNESS FURNITURE STORE	V375	485.2			485.2								
HARLEM FURNITURE STORE	V375	8,338.8			931.2		27.6		7,380.0				
HARROWS PATIO FURN STR	V375	258.8		322.3	253.6	5.2							
HASTENS FURNITURE STORES	V375	1,851.0	1,528.8										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HAVERTYS FURNITURE STORE	V375	32,313.2	4,235.9		13,305.2		20.4		14,751.7				
HAWKINS FURNITURE CO	V375	258.7	258.7										
HAYNES BROS FURN STR	V375	485.9			429.9				56.0				
HAYNES FURNITURE STORE	V375	5,749.9			364.4				5,385.6				
HD BUTTERCUP FURN STORE	V375	1,131.7	174.0		957.7								
HEAVNERS FURNITURE MKT	V375	863.0			863.0								
HECTORS FURN GALLERIES	V375	359.0			359.0								
HENCO FURN HOUSE STR	V375	368.7					5.0		363.7				
HENREDON FCTRY OTLT FURN	V375	285.7			285.7								
HICKORY FURNITURE MART	V375	703.8	198.3		314.2		67.1		124.2				
HILL COUNTRY/FURN STR	V375	258.1			258.1								
HIVEMODERN.COM STORE ONLINE	V375	821.6	821.6										
HOLLY HUNT HOME FURN STR	V375	632.3	632.3										
HOM FURNITURE STORE	V375	10,374.0			6,956.4				3,417.7				
HOME CMFRT FURN&MTRS STR	V375	1,319.7			1,319.7								
HOME DESIGN FURN STR	V375	440.7			433.7		0.6		6.4				
HOME EMPORIUM FURN STORE	V375	314.9							314.9				
HOME FURNITURE CO	V375	462.0			107.7		1.9		352.3				
HOME FURNITURE STORE	V375	300.3			52.0		7.0		241.3				
HOME PLACE FURNITURE STR	V375	575.8			82.2				493.7				
HOMEMAKERS FURN STR	V375	936.6			577.3				359.3				
HONQUEST FURN/LVNG STR	V375	738.8			738.8								
HOUSEWORKS FURNITURE STR	V375	276.1						276.1					
HOWARD LORTON FURN GLRY	V375	291.5			291.5								
HURWITZ MINTZ FURN STR	V375	5,290.0			5,208.5				81.5				
IKEA FURN&FRNSHNGS STR	V375	85,984.9	7,048.6	46.0	23,507.3	1,720.9	2,472.7		40,778.4		8,128.9		2,282.0
INDIANA FURN SHWCS STR	V375	420.1			420.1								
INDY WHOLESALE FURN STR	V375	341.5			330.8		10.6						
INFINITY LEATHER FURN	V375	603.3			516.1				87.2				
INSPIRATION FURN STR	V375	276.8			152.4				124.3				
INTL HOME FURNITURE STR	V375	290.1			290.1								
ISLAND FURN&BEDDING STR	V375	278.2			278.2								
IVAN SMITH FURN&APPLS	V375	802.4						802.4					
JACKS FAMOUS FURN WRHS	V375	673.1			673.1								
JASONS FURNITURE CENTER	V375	3,584.0			3,584.0								
JENNIFER CONVERTIBLES ST	V375	18,792.7		563.7	10,896.2	97.6	110.0		359.4	6,341.6	424.1		
JENNIFER CONVERTIBLES ST &JNFR LTHR	V375	716.6		609.8	104.3				0.7	1.8			
JENSEN-LEWIS FURN STR	V375	1,796.9	1,466.2	324.8		6.0							
JEROMES FURN WAREHOUSE	V375	4,624.5			18.9				4,605.6				
JOHN PARAS FURN&APPL STR	V375	373.7			19.0				354.7				
JOHN WILLIAMS INTERIORS	V375	710.6			377.8				332.8				
JORDANS FURNITURE STORE	V375	6,959.1			249.5				6,709.6				
JULIAN CHICHESTER STORE	V375	251.1	251.1										
JUST ABOUT FURNITURE STR	V375	335.2			193.7				141.6				
KACEY FINE FURN STR	V375	2,018.5			879.3				1,139.2				
KALES FURNITURE STORE	V375	9,235.5			5,541.4		7.2		3,686.8				
KAUFMAN ALLIED FURN STR	V375	358.4			358.4								
KAY FURN & MATTRESS STR	V375	358.0			5.9				352.1				
KERBY'S FURNITURE STORE	V375	403.9			393.9				10.0				
KINCAID HOME FURNISHINGS	V375	615.9			493.3				122.7				
KINDERS FURN MALL STR	V375	587.9					16.1		571.8				
KITTLES FURNITURE STORE	V375	1,128.2			588.5				539.7				
KITTLES ROOMS EXPRSS STR	V375	308.9			261.3				47.6				
KLINGMANS FURNITURE STR	V375	396.5			297.2				99.3				
KLOTER FARMS FURN STR	V375	406.5			404.0		2.5						
KNOXVILLE WHOLESALE FURN	V375	309.0							309.0				
KREISS CLCTN FURN STR	V375	2,981.0	1,008.6		1,713.5	149.4	7.7		101.7				
L FISH FURNITURE STORE	V375	706.0			30.3				675.8				
LA POPULAR FURNITURE STR	V375	340.3			340.3								
LANE HOME FURN STR &LEATHER GLRS STR	V375	250.9			250.9								
LAWRANCE FURNITURE STORE	V375	412.2			174.7				237.5				
LA-Z-BOY FURN GALLERIES	V375	56,708.0	290.3	31.9	34,105.5	184.7	341.5	2,774.6	14,101.8		4,736.7		140.8

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LEATH FURNITURE CO	V375	537.8			84.2				453.6				
LEATH FURNITURE STORE	V375	773.7					19.2		754.5				
LEATHER CREATIONS FURN	V375	278.4			125.7				152.7				
LEATHER EXPRESS FURN STR	V375	423.2			420.1				3.1				
LEATHER GALLERY FURN STR	V375	350.7			346.4				4.4				
LEONS FURNITURE STORE	V375	437.6							437.6				
LEVIN FURNITURE STORE	V375	8,668.0			3,756.1				4,911.9				
LEVITZ FURNITURE STORE	V375	18,863.9			8,422.6		10.7		9,388.8				1,041.8
LIBERTY FURNITURE STORE	V375	410.8			367.5				43.3				
LIFESTYLE FURNITURE STR	V375	864.5			565.6				298.9				
LIGNE ROSET FURN STR	V375	1,342.2	956.6	114.4	166.1	93.6	11.5						
LINDERS FURNITURE MART	V375	1,439.5			1,439.5								
LIVING SPACE FURN STORE	V375	458.1							458.1				
LIVING SPACES FURN STR	V375	8,754.6		184.1	710.5		658.2		7,201.8				
LOUIS SHANKS FURN STR	V375	1,976.2			1,606.2				370.0				
LUXURY OF LEATHER FURN	V375	831.7			392.1				439.6				
MADISON HOUSE FURN GLRY	V375	291.4			291.4								
MARLO FURNITURE STORE	V375	5,326.2			596.8				4,729.4				
MARQUIS FURNITURE STORE &HFMNS FURN	V375	332.6							332.6				
MARSTON & LANGINGER STR	V375	1,053.7	293.4	760.3									
MATHIS BROS FURN STR	V375	10,542.8			4,674.9				5,867.8				
MATTER BROS FURN&DESIGN	V375	820.4			408.5				411.9				
MAURICE VILLENCY FURN	V375	807.9			216.2	591.7							
MAZER DISC FURN STR	V375	985.9			813.0				173.0				
MCGUIRE FURNITURE STORE	V375	935.1	706.4	228.7									
MCLAUGHLINS &THOMASVILLE FURN	V375	985.2			985.2								
MD PRUITTS FURNITURE STR	V375	1,941.1			1,941.1								
MEALEY'S FURNITURE STORE	V375	2,150.2			1,182.9				967.2				
METRO FURNITURE OUTLET	V375	473.3			128.9		95.3		249.0				
METROPOLITAN FURN STR	V375	312.9			64.5				248.4				
MICHAELS FURN SUPER STR	V375	304.5			304.5								
MILLSTORES DISC FURN OTL	V375	303.8			134.0				169.7				
MISKELLY FURNITURE STORE	V375	1,454.9					64.4		1,390.5				
MITCHELL GLD&BOB WLMS ST	V375	828.6	307.0		314.5	207.1							
MITCH'S FURN&BDNG LDGDTN	V375	258.9							258.9				
MODA FURNITURE STORE	V375	287.8			164.9								
MODEL INTERIORS FURN RNT	V375	521.3			442.1		79.2						
MODERNAGE FURNITURE STR	V375	1,628.4			541.1		93.8		993.5				
MONTAUK FURNITURE STORE	V375	296.8		275.6	21.2								
MOORADIANS FURNITURE STR	V375	639.9			427.2				212.7				
MOR FURN FOR LESS STR	V375	10,072.8					176.3		9,896.6				
MOR FURNITURE STORE	V375	264.1			264.1								
MORE SPACE PLC FURN STR	V375	566.2			424.2				142.0				
MORRIS HOME FURNISHINGS	V375	2,686.3			1,942.4				743.9				
MRS BS FURN STR & NE FURN MART CTR	V375	408.7			408.7								
MUEBLERIA CONTINENTAL	V375	1,724.2							1,724.2				
MUEBLERIA DEL SOL	V375	474.7							474.7				
NADERS/POPULAR FURN STR	V375	559.4			559.4								
NANCY CORZINE FURN&FAB	V375	569.9	569.9										
NASSAUS FURN WAREHOUSE	V375	715.9			715.9								
NATIONAL FURN&BEDDING ST	V375	443.6			443.6								
NATIONAL HALF PRICE FURN	V375	657.0			657.0								
NATIONWIDE WRHS FURN	V375	325.4							325.4				
NATURWOOD HOME FURN STR	V375	668.0			574.9				93.1				
NATUZZI FURNITURE STORE	V375	2,933.2	2,805.9	114.4	12.9								
NATUZZI LEATHER/FURN STR	V375	883.9	520.0		266.7	97.3							
NB LIEBMAN FURN STR	V375	655.2			70.2				585.0				
NEBRASKA FURNITURE MART	V375	10,476.1			4,748.7				5,727.4				
NEUVIE FINE FURN STR	V375	297.0			297.0								
NEW DEAL FURNITURE STORE	V375	855.3							855.3				
NEW YORK DESIGN CENTER	V375	4,650.8	4,645.4			5.4							
NOEL FURNITURE STORE	V375	614.8	493.0		21.6				100.2				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NORTH CAROLINA CO FURN	V375	511.4							511.4				
NORWALK FURN IDEA STR	V375	358.9			354.3		4.6						
NORWALK FURNITURE STORE	V375	747.3			509.2		3.4		234.8				
NORWALK SOFA & CHAIR STR	V375	289.1			184.9				104.1				
NORWOOD FURNITURE SALES	V375	528.7			528.7								
OAK EXPRESS FURN STR	V375	759.8			80.5				679.4				
OAK EXPRESS FURN STR & BEDROOM EXPRSN	V375	2,520.9							2,520.9				
OAK FACTORY FURN OUTLET	V375	501.4			134.6				366.8				
OAK FURN LIQUIDATORS STR	V375	1,031.9			1,031.9								
OAK FURNITURE STORE	V375	261.3			261.3								
OAK WAREHOUSE FURN OTLT	V375	1,121.0			1,121.0								
OLD BRICK FURNITURE STR	V375	485.4			18.7				466.7				
OLINDES FURNITURE STORE	V375	402.8					16.6		386.2				
OSKAR HUBER FURN STR	V375	795.2			42.4				752.8				
PADDY O FURNITURE STORE	V375	315.6			152.1				163.6				
PALM CASUAL FURN STORE	V375	352.1			352.1								
PATIO & HEARTH SHOPPE	V375	466.4			301.5				164.9				
PATIO WORLD HM&HRTH STR	V375	321.8			321.8								
PATIO.COM OTDR FURN STR ONLINE	V375	1,469.5			422.4	1,047.1							
PATTERSON FURNITURE CO	V375	350.8	48.2		148.4				154.1				
PAUL SCHATZ FURNITURE	V375	260.4			15.4				245.0				
PEERLESS FURN&LTHR GLRY	V375	303.5			18.1				285.4				
PIEROWAYS FURN STORE	V375	399.4							399.4				
PILGRIM FURN CITY STORE	V375	1,586.8			55.8				1,531.0				
PLACE FURNITURE GALLERY	V375	3,787.3			3,787.3								
PLANTATION FURN STORE	V375	540.2	540.2										
PLANTATION FURNITURE STR	V375	254.8	254.8										
PLUMMERS FURNITURE STORE	V375	2,301.3		600.6	641.7		366.0		674.6				18.5
PLUNKETT HOME FRNSHNG ST	V375	2,465.6			1,984.8				480.8				
POLIFORM FURNITURE STORE	V375	254.2		207.9	6.3	40.0							
POLTRONA FRAU FURN STORE	V375	721.8	497.0	218.3		6.5							
POMPANOOSUC MILLS STORE	V375	1,345.5	33.1	388.3	740.6	183.5							
PRESTIGE FURNITURE STORE	V375	412.8			345.1				67.7				
PUCCI INTL FURNITURE STR	V375	379.5	379.5										
PURITAN FURNITURE STORE	V375	1,582.0			1,168.3				413.7				
RALPH PUCCI FURN STR	V375	378.7	378.7										
RAYMOND WAITES FURN STR	V375	334.4	334.4										
RAYMOUR & FLANIGAN FURN	V375	60,979.5	8,577.8		5,068.0		115.5		47,218.2				
RAZMATAZ DISC FURNITURE	V375	440.3			440.3								
REC ROOM FURN OUTLET	V375	627.5			627.5								
REC ROOM PLUS GAME STORE	V375	263.3							263.3				
RECLINERLAND FURN STORE	V375	619.3			410.9				208.4				
REEDS FURNITURE STORE	V375	821.9			695.5				126.4				
REGENCY FURN SHOWROOMS	V375	399.8							399.8				
REGENCY FURNITURE STORE	V375	957.8			663.3		294.5						
REGIS-BERNARD FURN CO	V375	576.7					16.0		560.6				
ROBB & STUCKY/FURN STR	V375	8,721.9	1,093.3		5,990.1				1,638.4				
ROBERT LIGHTON FURNITURE	V375	313.6	313.6										
ROCHE-BOBOIS FURN STORE	V375	5,218.0	1,764.2	1,502.9	1,260.5	690.4							
ROOM & BOARD STORE	V375	2,909.1	1,818.9	1,090.2									
ROOM TO ROOM FURN&BDNG	V375	801.0			801.0								
ROOMFUL EXPRESS FURN STR	V375	1,960.1			212.6				1,747.5				
ROOMS TO GO FURN STR	V375	153,167.8			90,357.0		155.0		62,543.0				112.8
ROOMS TO GO KDS FURN STR	V375	4,107.9							4,107.9				
ROOMS TODAY FURN STR	V375	4,645.2			449.9				4,195.3				
ROOMS UNLTD FURN STR	V375	4,351.4			4,345.3				6.1				
ROOMSOURCE FURNITURE STR	V375	3,407.2			1,303.0				2,104.2				
ROOMSTORE FURN&ACCS STR	V375	17,023.9							16,897.1				126.7
ROOMSTORE FURNITURE STR	V375	12,344.8			11,825.5				49.8				469.4
ROOMSTORE WORLD FURN	V375	724.8			606.0				118.8				
ROOMSTORE/MISKELLY FURN	V375	305.4							305.4				
ROSAS HOME FURN STORE	V375	1,037.4							1,037.4				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
ROTHMAN FURNITURE CO	V375	1,455.0			946.9				1,455.0				
ROTHMAN FURNITURE STORE	V375	946.9			44.1								
ROTMANS FURN&CARPET STR	V375	561.7			1,420.3		85.2		432.4				
ROYAL FURN GALLERY STR	V375	1,420.3			1,420.3								
ROYAL FURNITURE STORE	V375	660.2			124.5				535.7				
RUBY GORDON FURNITURE ST	V375	2,269.6			2,091.0				178.6				
RUSSELLS FURNITURE STORE	V375	2,117.5			2,117.5								
SAM LEVITZ FURNITURE STR	V375	2,492.0							2,492.0				
SAMUELS FURN & INTERIORS	V375	1,841.0			1,734.3				106.7				
SAVON FURNITURE STORE	V375	418.9							418.9				
SAXON-CLARK FURN SHWCS	V375	335.0			215.8				119.2				
SCAN DESIGN FURN STR	V375	1,111.7			573.4		167.4		370.9				
SCAN FURNITURE STORE	V375	479.4			350.7				128.7				
SCAN INTERIORS FURN STR	V375	335.9			288.6				47.3				
SCANDINAVIAN DESIGN FURN	V375	2,836.3	351.9		1,149.6				1,328.5				6.3
SCHEWELS FURNITURE STORE	V375	1,094.4							1,094.4				
SCHNEIDERMAN'S FURN STR	V375	1,299.3			398.7		16.4		884.2				
SEASONAL CONCEPTS STORE	V375	1,421.0			1,183.5				237.5				
SEDLAK INTERIORS	V375	589.6			433.6				156.0				
SEDONA LEATHER FURN STR	V375	292.8							292.8				
SEDONA PATIO FURN STR	V375	1,338.3			48.6				1,289.7				
SEIGERMANS SHOWPLACE	V375	541.4			445.7	95.7							
SELDENS FINE HM FRNSHNG	V375	306.6			47.3				259.3				
SENSA SHTS MSG LNGR STR	V375	461.6			461.6								
SENZIGS WAREHOUSE SHWRM	V375	253.7							253.7				
SERRANOS FURNITURE STORE	V375	569.5							569.5				
SHEELYS FURN&APPL STORE	V375	478.7			11.1				467.6				
SHOFERS FURNITURE STORE	V375	568.6							568.6				
SHUBERT DESIGN FURN STR & FURN TWO	V375	325.5			325.5								
SIGNATURE GLRY FURN STR	V375	551.4			551.4								
SIGNATURE LEATHER FURN	V375	409.9			253.3	156.7							
SIMS FURNITURE STORE	V375	402.1					49.7		352.4				
SIT4LESS.COM STORE ONLINE	V375	317.2	248.3	3.6							65.4		
SLEEP EXPRESS FURN STR	V375	534.1			15.4				518.7				
SLONE BROS FURN OUTLET	V375	367.1			346.0				21.2				
SLUMBERLAND FURN STR	V375	8,593.0			3,468.8		13.1		4,827.4				283.8
SMALLBONE/DVZS FURN STR	V375	530.0	213.8	310.8		5.4							
SMITHIE FURNITURE STORE	V375	480.5							480.5				
SMITHS FURNITURE STORE	V375	810.5			128.7				681.8				
SNOWS FURNITURE MART	V375	569.2			398.1				171.2				
SOFA EXPRESS & MORE STR	V375	6,711.5			422.1				6,289.5				
SOFA EXPRESS FURN STR	V375	530.3			225.1				305.3				
SOFA LQDTRS DISC SPRSTR	V375	813.0			813.0								
SOFA MART STORE	V375	423.1			0.8				422.4				
SOFA SELECT FURN STR	V375	589.2							589.2				
SOFA STORE	V375	382.8			382.8								
SOFAS DIRECT&MR FURN STR	V375	380.0			380.0								
SOFAS ETC STORE	V375	303.3			162.6				140.7				
SOLOMON FACTORY DIRECT	V375	258.0							258.0				
SPACE MAKER FURN STR	V375	431.1			431.1								
SPRINTZ FURN SHOWROOM	V375	1,415.8			475.9				939.8				
STACY FURN & ACCESS STR	V375	1,716.1			929.2				786.9				
STANDARD FURNITURE CO	V375	392.7							392.7				
STANIS FURNITURE STORE	V375	285.4			242.9				42.4				
STANTON FURNITURE STORE	V375	773.3	773.3										
STAR FURNITURE STORE	V375	16,046.2			9,653.1		34.4		6,358.8				
STEINHAFFELS FURN&CRPT ST	V375	5,702.8			1,569.6		6.0		4,127.2				
STEVENS FURNITURE STORE	V375	335.9			335.9								
STICKLEY AUDI&CO FURN ST	V375	4,243.3	111.5		2,482.3	1,506.4			143.1				
STICKLEY FURNITURE STORE	V375	1,151.7			938.4	156.9			56.3				
STICKS N STUFF FURN STR	V375	2,515.5							2,515.5				
STONE CREEK FURN FACTORY	V375	2,225.5			1,674.4				551.2				

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
STONEYBROOK FURN STR	V375	767.8			767.8								
STOOL & DINETTE FACTORY	V375	285.8			285.8								
STOWERS FURNITURE CO	V375	564.3			220.6				343.7				
STRESSLESS STNG FURN STR	V375	412.8			412.8								
STRICTLY WHLSL FURN&RUGGS	V375	264.6			264.6								
SUNDOWN SKI & PATIO FURN	V375	331.4			324.8	6.7							
SUNSHINE FURNITURE STORE	V375	615.0			431.5				183.5				
SUPER NOVA FURNITURE STR	V375	730.2							730.2				
SURPLUS FREIGHT FURN STR	V375	3,373.2			3,071.7				301.4				
SUSSAN FINE DISC FURN	V375	323.9							323.9				
T&D FURNITURE STORE	V375	445.6						6.9	438.6				
TAFT FURNITURE STORE	V375	869.0							869.0				
TAKEMI/WHLSL FURN OTLT	V375	380.8			380.8								
TALMSA FURNITURE STORE	V375	771.3			79.2			30.0	662.0				
TEAK WAREHOUSE FURN STR	V375	1,752.2		27.2	1,725.0								
THOMASVILLE FURN FCTR ST	V375	841.3	111.4		726.8	3.1							
THOMASVILLE HM FURN STR	V375	23,609.6	479.7		13,275.7	6.9	99.0		6,399.7		3,348.6		
THOS MOSER FURNITURE STR	V375	469.3	233.4	228.7	2.2	5.1							
TILLES FURNITURE STORE	V375	271.0			271.0								
TLC HOME FURN&ACCESS STR	V375	547.1			531.8		2.3		13.0				
TODAYS BEDROOM ONE STR	V375	860.4			854.0				6.5				
TODAYS WAY FURN&DSGN STR	V375	259.1		92.0	167.0								
TOM PETERSON&GLORIAS TOO	V375	324.1			324.1								
TOMMY HILFIGER HOME FURN	V375	455.8	455.8										
TOMS-PRICE HM FRNSHG STR	V375	3,822.5			3,564.3		258.2						
TOWN SQUARE FURN STORE	V375	532.4			522.3				10.1				
TREASURES FURNITURE STR	V375	1,036.4		46.0	907.6				82.8				
TYSON FURNITURE STORE	V375	379.3	11.6		262.2		56.1		49.4				
UFO FURNITURE STORE	V375	257.6			257.6								
UNCLAIMED FURNITURE STR	V375	1,703.1			1,542.6		6.9		153.7				
UNDERHILLS FINE WD FURN	V375	422.1			348.2				73.9				
UNIVERSAL FURNITURE STR	V375	2,703.8	888.2		1,286.7				528.9				
USA BABY CHLDSPC FURN ST	V375	619.8							619.8				
USA BABY FURNITURE STR	V375	1,762.0			10.7				1,751.2				
V WATTS FURNITURE STORE	V375	669.0					19.2		649.8				
VALLEY FURNITURE SHOP	V375	641.4			626.7	14.7							
VALUE CITY FURNITURE STR	V375	31,444.0			1,878.3		110.1		29,455.6				
VERONA FINE FURNITURE	V375	928.5			928.5								
VICTORY FURNITURE STORE	V375	706.4			706.4								
VIKING CASUAL FURN STR	V375	269.9			269.9								
VIRGINIA FURN MKT STR	V375	281.8					33.8		248.0				
VON HEMERT FURNITURE STR	V375	576.1			576.1								
WALKER DISC DESKS STORE	V375	322.3			322.3								
WALKER FURNITURE OUTLET	V375	452.9			312.1				140.8				
WALKER FURNITURE STORE	V375	3,706.4			1,265.6				2,440.7				
WALL UNITS STORE	V375	295.7		39.7	256.0								
WALTER E SMITH FURN STR	V375	1,708.9			557.9				1,151.0				
WAREHOUSE FURN OUTLET	V375	345.3			345.3								
WATSONS FURNITURE STORE	V375	466.0			466.0								
WAYSIDE FURNITURE STORE	V375	3,687.8			3,096.6		22.1		569.1				
WB MASON FURNITURE&OFFC	V375	2,546.2							2,546.2				
WEEKENDS ONLY FURN OTLT	V375	975.2			72.6		10.0		892.6				
WEIRS FURNITURE VILLAGE	V375	3,420.0			3,420.0								
WEST ELM FURNITURE STORE	V375	670.4	142.6	425.8			102.0						
WG&R FURNITURE STORE	V375	294.8							294.8				
WICKES FURN WRHS&HWRM	V375	18,452.4			4,906.4				13,368.2				177.8
WILLHITE MTRS&FURN STR	V375	254.6			254.6								
WILLIS FURNITURE STORE	V375	381.9			226.8				155.2				
WL LANDAU'S CARRIAGE HOUS	V375	405.3			405.3								
WOLF FURNITURE STORE	V375	2,402.3			130.7		28.8		2,242.8				
WOODLAND FURNITURE STORE	V375	342.0	342.0										
WOODLEYS FINE FURN STORE	V375	2,068.2			1,153.7		37.3		877.3				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WOODSTOCK FURN OUTLET	V375	325.8			7.4				318.4				
WORLD OF DECOR FURN STR	V375	525.0			464.9		58.7		1.5				
YORK FURNITURE GALLERY	V375	515.6			56.2				459.4				
ZENDERS FURNITURE STORE	V375	272.7			272.7								
84 LUMBER CO	V376	309.8			74.9		194.1		31.9		9.0		
ABOFFS HOME CENTER	V376	358.2			287.6	70.6							
ACDC HOME & DESIGN CTR	V376	258.9							258.9				
ACE HARDWARE STORES	V376	28,375.5			4,519.7	205.6	1,440.5	9,809.2	1,349.0	38.0	8,007.4	2,177.1	829.1
AIR CHEK WINDOW DEPOT	V376	264.4			218.7		45.6						
ALEXANDER WNDW SPCLT/CTR	V376	327.4			327.4								
ALURE HOME CENTER	V376	743.0			743.0								
AMENDOLAS FENCE CENTER	V376	601.3			601.3								
AMERICAN VISION WNDW CTR	V376	2,008.2			2,008.2								
AMERICAS WINDOW SHOP	V376	403.6			403.6								
A-SHED USA SHEDS&GARAGES	V376	285.0			182.0				103.0				
ATLANTIC ALUMINUM HM CTR	V376	279.9			279.9								
ATLANTIC SPAS&BLRDS STR	V376	269.8			257.9				11.9				
AUCTION OUTLET HOME CTR	V376	839.8			839.8								
AW MEYER HOME CENTER	V376	261.7			261.7								
B&H DOORS & WINDOWS STR	V376	708.4			708.4								
BACKYARD SPLASH SPA STR	V376	336.6			336.6								
BARBEQUES GALORE STORE	V376	746.6	143.8	46.0	426.2				21.2				109.4
BARDON QUALITY CABINETRY	V376	303.0			303.0								
BATH FITTER HOME CENTER	V376	921.0	91.1		784.2		45.8						
BAY AREA VINYL SHTRS STR	V376	402.1			402.1								
BAY HOME & WINDOW FCTRY	V376	565.6			565.6								
BENJAMIN MOORE PAINT STR	V376	3,137.0	1,697.2	228.7	973.9	114.9	111.8		10.6				
BEST MARBLE & GRANITE CO	V376	299.1			299.1								
BLACKMAN KTCHN&BTH SHWRM	V376	541.4		158.9	106.9	275.5							
BLACKMAN PLUMBING SUPPLY	V376	250.1		250.1									
BOSCH KITCHEN CENTER	V376	252.7	252.7										
BUILDERS SURPLUS	V376	1,124.0			195.0		3.0		926.0				
BULTHAUP KTCHN DSGN CTR	V376	256.6	256.6										
CABINET CENTER	V376	761.0			761.0								
CABINETS FLOORING&MR STR	V376	297.7							297.7				
CAESARSTONE QRTZ SRFCT	V376	695.9	695.9										
CAL SPAS & BILLIARD STR	V376	820.1			820.1								
CAL SPAS & POOLS STORE	V376	269.6					257.0		12.6				
CAMBRIDGE PAVINGSTONES	V376	250.2	184.7		65.5								
CHAMPION FCTRY DRCT HM	V376	687.3	374.0	29.8	230.4				53.1				
CHAMPION WNDW SDNG&PT RM	V376	32,048.5	187.0	29.8	23,567.4		145.5		8,118.8				
CHRISTOPHER PCK CBTRY	V376	446.1	444.3		1.8								
CLAYTONS MASONRY CENTER	V376	280.1			280.1								
CONSTRUCTION LTS HM/WRHS	V376	419.2							419.2				
CONSUMERS KITCHENS&BATH	V376	3,955.9			3,955.9								
CONTINENTAL SIDING SUPP	V376	883.5					48.0		835.5				
CONTINENTAL TRDN&HDWR ST	V376	264.8							264.8				
CRAFTY BEAVER CENTERS	V376	616.7			616.7								
CREATIVE ENERGY/TBS&SPA	V376	425.2			425.2								
CUMMINS TOOL WAREHOUSE	V376	483.6			483.6								
CUSTOM EXTRS WNDW&DR CTR	V376	262.9			262.9								
DALTON LUMBER DO IT CTR	V376	447.6			413.5				34.2				
DEFENDER DOOR CO	V376	284.1			284.1								
DIAMOND KITCHEN&BTH CBNT	V376	581.3			581.3								
DIR HOME CTR/HARDWARE STR	V376	1,014.0			1,014.0								
DOLANS LUMBER WINDOWS&DR	V376	419.3			399.9				19.5				
DOORMASTERS/TX HOME CTR	V376	408.4			408.4								
DREXEL INTERIORS	V376	460.4			135.1				325.3				
ELEGANT ENTRIES SHOWROOM	V376	351.1			351.1								
ELLIOTTS ACE HARDWARE	V376	261.6			261.6								
EMG HOME SUPPLY CENTER	V376	274.8			274.8								
EMPIRE DOORS & WINDOWS	V376	1,327.1			1,327.1								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
EPCO PAINT & WALLPAPER	V376	411.4			389.2				22.2				
EXPO DAILY HOME IDEA CTR	V376	705.9			705.9								
EXPO DESIGN CENTER	V376	9,598.8	2,746.2	435.1	4,979.3	497.5							940.8
FASTENAL TOOL SUPPLY	V376	478.5						327.0	0.9		150.6		
FELDCO FACTORY TO YOU	V376	3,266.3			3,266.3								
FELDCO FACTORY/WNDS STR	V376	2,185.7							2,185.7				
FERGUSON BATH&KTCHN GLR	V376	363.7	138.7		87.8		25.8		111.4				
FIREPLACE & PATIO PLACE	V376	281.6			163.5				118.1				
FIREPLACE CTR/SPA BRKRS	V376	270.5			270.5								
FLICKS DESIGN CENTER STR	V376	283.7							283.7				
FLORIDA WINDOW CO CENTER	V376	620.5			620.5								
FORDHAM MARBLE BLDG SUPP	V376	364.3			364.3								
FRIEDMANS HM IMPRVT CTR	V376	887.0			887.0								
GILKEY WINDOWS & DOORS	V376	529.1			237.5		12.0		279.7				
GOLD STAR HOME CENTER	V376	302.6			302.6								
GRANITE DEPOT STORE	V376	3,648.0			3,648.0								
GRANITE TRANSFORMATIONS	V376	571.7	16.8	26.2	509.2		19.4						
GROSSMANS BARGAIN OUTLET	V376	1,792.0			1,678.9				113.1				
GUARDIAN WINDOW CENTER	V376	1,137.2			1,137.2								
GUIRYS PAINT & WALLPAPER	V376	276.3			276.3								
GULF COAST WINDOWS CTR	V376	282.9			276.8				6.2				
HAMMOND LUMBER CO	V376	321.0							321.0				
HANSONS WINDOWS & SIDING	V376	2,820.0			41.4				2,778.6				
HARBOR FREIGHT TOOLS CTR	V376	464.1			464.1								
HD SUPP REPAIR&RMDL STR	V376	476.8			476.8								
HD SUPPLY HOME CENTER	V376	549.5			514.6								34.9
HEARTLAND GRNT STN/STR	V376	754.4			754.4								
HIRSHFIELDS PNT&VLLCVRNG	V376	624.0			624.0								
HOBO HOME OWNRS BRGN OTL	V376	1,295.5			1,266.8				28.7				
HOME DEPOT HOME CENTER	V376	474,897.0	56,615.1		82,573.3	4,663.5	1,755.4	177,760.0	5,477.3	1,358.1	62,638.0	45,789.8	36,266.6
HOME DEPOT HOME CENTER VIGNETTE	V376	944.0						135.3	0.3	2.1	806.2		
HOME DEPOT INC CP	V376	4,382.9	2,929.8		628.3	798.2			9.4		17.2		
HOME DEPOT INC MINORITY VENDOR	V376	408.8	408.8										
HOME SURPLUS HOME CENTER	V376	281.8			281.8								
HOMEKO HOME CENTER	V376	294.0			294.0								
HOODS DISC HOME CENTER	V376	354.7			208.8		35.8		110.1				
ISLAND RECREATIONAL STR	V376	5,219.6			5,219.6								
JACKS WHOLESALE WINDOWS	V376	651.5					64.6		586.9				
JACKSONS HARDWARE STORE	V376	499.0			499.0								
JACUZZI&SNDNC SPS STR	V376	276.2			276.2								
JAMES PRICE WINDOWS STR	V376	285.6			285.6								
JANOVIC PLAZA PAINTS&PRS	V376	1,585.3	1,412.4		22.7	150.2							
JETMORE FIREPLACE CENTER	V376	263.9			263.9								
JUST CABINETS DISC OTLT	V376	324.4			324.4								
K&H WINDOWS&EXTERIOR STR	V376	282.3			282.3								
KBT DESIGN CENTER	V376	512.6			512.6								
KING QUALITY HOME CTR	V376	781.3			781.3								
KITCHEN TUNE-UP SHOP	V376	1,296.7	986.3		231.1		4.8		74.5				
KURTIS KITCHEN&BATH CTR	V376	263.6			163.2		44.1		56.3				
LA SPAS STORE	V376	262.0			253.0				9.0				
LIBERTY HOME PDT'S STORE	V376	451.3	17.5		433.8								
LONG FENCE HOME CTR	V376	1,258.7			1,258.7								
LOWES BLDG SUPP STR	V376	368,599.4	37,756.9	246.4	78,943.8	6,872.3	757.8	132,160.1	39,735.8	19,908.4	47,421.6	1,601.0	3,195.3
LOWES BLDG SUPP STR VIGNETTE	V376	1,326.1						823.9	30.4		471.8		
LUMBER LIQUIDATORS STORE	V376	15,859.7	2,270.8	6,393.3	873.0	96.5	915.9		112.1	267.4	2,729.7	2,201.0	
MANHATTAN CTR/KTCHN&BTH	V376	1,980.9	1,200.6	780.3									
MARYGROVE AWNINGS CTR	V376	328.0			328.0								
MAZER DISC HOME CENTER	V376	1,248.5			778.0				470.5				
MCLENDON HARDWARE STORE	V376	603.5			497.6				105.9				
MENARDS BUILDING SUPPLY	V376	49,169.5			13,181.8		2,368.5		33,619.3				
METRO LUMBER&HARDWARE ST	V376	1,779.1			1,779.1								
MILLER PAINT STORE	V376	270.4			32.5				238.0				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MODERN BATHROOM STORE	V376	349.3		349.3									
MOULDING CO HOME CENTER	V376	514.6			514.6								
MOULDING MASTERS HM CTR	V376	272.1			272.1								
MYTHIC PAINT STORE	V376	1,136.3	1,136.3	72.9		289.0							
NORITZ TNKLS GS WT HT ST	V376	361.9											
NORTH PCFC SUPP CO HRDWR	V376	351.4				351.4							
NORTH SHR FNC&CONTR SUPP	V376	602.2				602.2							
NORTHBROOK HARDWARE STR	V376	291.6				291.6							
NORTHERN TOOL&EQUIP CO	V376	2,116.1				1,747.4	2.4						366.3
NORTHWEST WINDOW & DOOR	V376	343.3				245.9	10.0	87.5					
OFFENBACHERS PT FRPLC&RC	V376	683.1							683.1				
OMARS GARAGE DOORS STORE	V376	259.7				259.7							
ORCHARD SUPPLY HARDWARE	V376	4,639.8				13.0			4,626.0				0.8
OSH COMPLETE HM&GRDN STR	V376	4,370.6				4,370.6							
PAMPERED CHEF KTCNH PDTS	V376	559.9	557.2			2.6							
PANDA KITCHEN HOME CTR	V376	445.3				398.4		47.0					
PARIS CERAMCS LMSTN SUPP	V376	607.3	607.3										
PARR LUMBER CO	V376	313.9					108.6	205.3					
PAVELOC INDUSTRIES CTR	V376	331.6				331.6							
PEDINI STORE	V376	422.8	422.8										
PELLA DOORS&WINDOWS STR	V376	6,199.8		622.2		5,412.5	76.9	18.2		70.1			
PERFORMANCE TOOL CENTER	V376	274.1				257.5	16.6						
PHOENICIAN STONE IMPORTS	V376	412.1	412.1										
POGGENPOHL USA KTCNH CTR	V376	383.1	25.8	321.2	1.2	34.9							
PORCELANOSA TL&BTH SHWRM	V376	322.9				313.4			9.4				
PREMIER BATHROOMS STORE	V376	1,243.8	821.1			422.7							
REBORN CABINETS INC STR	V376	1,273.7				1,273.7							
REGENCY WINDOWS CENTER	V376	482.3						482.3					
REMODEL AMER HM IMPRVMNT	V376	316.8							316.8				
REPUBLIC WEST WINDOW&DRS	V376	377.5				284.9	92.6						
RESTORATION HARDWARE STR	V376	1,544.0	418.4			1,052.8	72.8						
RICHERT LUMBER CO	V376	378.1				378.1							
RICH'S STOVES FURN & SPAS	V376	319.2				168.1			151.1				
RIVERHEAD BLDG SUPP CORP	V376	264.8				264.8							
ROCKY MTN HARDWARE STR	V376	1,078.9	1,078.9										
ROSATI WINDOWS SHOWROOM	V376	589.3				105.5			483.8				
SCIOTO VALLEY SUPERSTORE	V376	1,707.7							1,707.7				
SEARS HARDWARE STORE	V376	1,443.5				1,442.9			0.7				
SEA-THRU WINDOWS HM CTR	V376	346.4				75.8			270.7				
SHERLE WAGNER STORE	V376	558.1	558.1										
SHERWIN-WILLIAMS PNT STR	V376	34,823.8	7,691.2	125.2		484.6	43.8	8,608.2	45.3	1,694.6	12,824.4	2,790.9	515.6
SHERWIN-WILLIAMS PNT STR VIGNETTE	V376	411.7									411.7		
SHIELD WINDOWS CENTER	V376	309.0				309.0							
SIEMATIC CABINETS STORE	V376	312.5	104.6	207.9									
SILVERADO BLDG MTRLS CTR	V376	475.2				475.2							
SINCERE HRDWR SUPP STR	V376	270.2				9.6			260.7				
SITEWORKS HOME CENTER	V376	409.7	409.7										
SLIDING DOOR CO STORE	V376	1,295.7	243.3	973.3	14.0		65.0						
SOUTHERN LUMBER	V376	462.0				462.0							
SPA BROKERS SPA STORE	V376	367.6				367.6							
STEVES WHOLESALE TOOLS	V376	621.9				621.9							
STONELEGENDS.COM STORE ONLINE	V376	645.9	645.9										
SUNBURST SHUTTERS CENTER	V376	447.9							447.9				
SUTHERLANDS LUMBER CO	V376	720.2				73.9	5.0		641.4				
TAYLOR DOOR&BUILDERS CO	V376	263.3				263.2			0.1				
TDC TEMPE DECORATOR CTR	V376	392.3				392.3							
THATCHER OAKS CMRCL AWNG	V376	405.0				367.2							37.8
THOMPSON BLDG MATERIALS	V376	386.1		46.0		340.1							
TOOL KING STORE	V376	435.8				435.8							
TRACTOR SUPPLY CO STR	V376	14,399.9				983.3			2,119.1		10,265.2		1,032.3
TRI-STATE WINDOWS&DOORS	V376	3,619.8				3,619.8							
TRUE VALUE HARDWARE STR	V376	15,233.9	7,132.2	696.8		820.5	127.3		33.5		6,423.5		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
U COAT IT HOME IMPRVMNT	V376	842.7	842.7										
UNIFIED WINDOWS DR&SDNG	V376	575.1			575.1								
UNIQUE WINDOW & DOOR STR	V376	1,038.2							1,038.2				
URBAN ARCHAEOLOGY STORE	V376	476.3	476.3										
US WINDOW FACTORY CO	V376	1,496.7			356.9				1,139.9				
VALCUCINE KITCHENS SHWRM	V376	253.5	139.1	114.4									
VALU HOME CENTERS	V376	1,623.3							1,623.3				
WALKER ZANGER HOME CTR	V376	2,472.5	2,405.0		41.9	25.5							
WALK-IN BATHTUB STORE	V376	1,151.7	464.3	678.3	9.1								
WALLSIDE WINDOWS STORE	V376	8,420.2							8,420.2				
WATERWORKS HOME CENTER	V376	712.4	675.8		4.0	32.6							
WEATHERGARD WNDW&DR STR	V376	1,117.3							1,117.3				
WEISMAN DISC HOME CENTER	V376	1,000.1			1,000.1								
WENDEL HOME CENTER	V376	346.6			346.6								
WEST COAST BLDG MTRL WHL	V376	594.3			594.3								
WEST COAST WINDOWS	V376	1,109.2			1,109.2								
WESTLAKE ACE HARDWARE	V376	1,377.0			1,232.3		8.2		136.4				
WIND RIVER SPAS STORE	V376	484.0			476.0		8.0						
WIN-DOR HOME CENTER	V376	710.0			710.0								
WINDOW DEPOT	V376	611.6			515.1				96.6				
WINDOW DEPOT USA STORE	V376	748.1			680.9		48.2		19.1				
WINDOW NATION STORE	V376	372.5			372.5								
WINDOW WIZARDS HOME CTR	V376	720.1			720.1								
WINDOW WORLD & SIDING CO	V376	338.3			338.3								
WINDOW WORLD OF KS CITY	V376	279.7			279.7								
WINDOW WORLD SHOWROOM	V376	351.9							351.9				
WINDOW WORLD STORE	V376	1,518.0			1,481.4		36.6						
WINDOW WORLD/CHCGLND HM	V376	312.4			312.4								
WINDOW WRLD/TDWTR HM CTR	V376	354.9			354.9								
WINDOWS DRS&MR DSGN CTR	V376	1,130.7			1,130.7								
WONDER WINDOWS HOME CTR	V376	459.4			459.4								
WORLD OF WINDOWS STORE	V376	1,183.2			1,007.4				175.8				
YESSICKS DESIGN CENTER	V376	253.7	195.4						58.3				
ZMC PDTS HOME CENTER	V376	882.8			882.8								
1-800-MATTRESS STORE	V377	724.3			118.3	13.9	132.7		103.6		200.2		155.6
AMERICAN MATTRESS STORE	V377	7,549.6			6,063.2		11.1		1,475.2				
AMERICAS MATTRESS STORE	V377	993.8			650.4		23.4		320.0				
AMERICAS MTRS/FURN FR & FURNITURE FR	V377	634.6			634.6								
BACK TO MATTRESS STORE	V377	344.6			344.6								
BACK/BED MTRS BDNG STR	V377	9,836.9			9,836.9								
BANNER MATTRESS FCTRY OT	V377	1,238.8			1,238.8								
BANNER MATTRESS&FURN STR	V377	1,464.0							1,464.0				
BED & FURN WAREHOUSE	V377	282.3							282.3				
BED MART BEDDING STORE	V377	5,645.1			5,645.1								
BED PROS BEDDING STORE	V377	565.4			565.4								
BEDDING BARN FURN STORE	V377	307.1			203.2				103.9				
BEDDING EXPERTS BDNG STR	V377	8,491.2			7,776.1				715.1				
BEDDING PLUS & DOERR FURNITURE STR	V377	481.2			481.2								
BEDDING PLUS STORE	V377	1,291.7			850.7				441.0				
BEDMART CMFRT/BDNG STR	V377	606.3			606.3								
BEDMART MATTRESS SPR STR	V377	529.5							529.5				
BEDROOM STORE	V377	798.7							798.7				
BEDROOMS TODAY STORE	V377	642.6			642.6								
BEDZZZ BEDDING STORE	V377	666.1			686.1								
BEST MATTRESS STORE	V377	1,109.7			648.1				461.6				
BETTER BEDDING SHOP	V377	1,672.1			838.2		67.5		766.4				
CHARLES P ROGERS BED STR	V377	4,272.5	3,473.9	304.0	42.6	452.0							
CITY MATTRESS CO	V377	5,575.1			2,322.7				3,252.5				
CLEARWATER MATTRESS STR	V377	3,342.0			2,820.0		11.0		511.0				
CLOUD 9 MATTRESS&MR STR	V377	251.2			181.8				69.4				
COMFORT PLUS BEDDING STR	V377	252.9			252.9								
CROWN BEDROOMS STORE	V377	466.2							466.2				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
CUSTOM COMFORT MATTRESS	V377	1,039.1		46.0	993.1								
DAGOSTINOS MATTRESS OTLT	V377	292.3			292.3								
DENVER MATTRESS CO STORE	V377	7,485.6			3,419.2		23.1		4,043.2				
DIAL-A-MATTRESS	V377	608.0					141.6		70.2		396.1		
DISCOUNT MATTRESS BARN	V377	857.3			756.5		100.8						
DORMIA BEDDING STORE	V377	1,809.7			1,795.3		14.4						
DUXIANA BEDDING STORE	V377	451.3			300.8	150.5							
ERGO/COMFORT SLEEP CTR	V377	374.9			374.9								
FACTORY MATTRESS SALES	V377	864.5			773.9		90.6		0.1				
FACTORY MATTRESS STORE	V377	316.3			316.3								
FAIRMONT MATTRESS STORE	V377	341.1			341.1								
GLORIAS MATTRESS KINGDOM	V377	996.9			996.9								
HASTENS BEDDING STORE	V377	540.3			397.2	143.1							
HASTENS PASSION/BEDS STR	V377	286.8			286.8								
HORIZON MATTRESS CENTER	V377	256.0			256.0								
HOUSE OF BEDROOMS	V377	591.4			581.7			9.7					
INTELLI-BED MATTRESS STR	V377	427.2			253.7				173.5				
INTELLIBED SLP WLNS CTR	V377	364.3			332.0				32.4				
JOANNES BED & BACK SHOP	V377	568.5			547.7				20.8				
JONATHAN STEVENS MTRS CO	V377	317.0							317.0				
KITTLES MATTRESS EXPRESS	V377	564.8			158.7				406.1				
LA MATTRESS STORE	V377	2,075.3			2,075.3								
LEBEDA MATTRESS FACTORY	V377	761.4							761.4				
MANCINI SLEEP WORLD	V377	4,960.9			1,669.3				3,291.6				
MATTRESS & MORE STORE	V377	1,568.4			1,361.7		9.7		197.0				
MATTRESS BARN STORE	V377	323.5			297.2		26.3						
MATTRESS CITY STORE	V377	341.7			341.7								
MATTRESS DEPOT STORE	V377	2,028.0			1,856.4		68.5		103.1				
MATTRESS DIRECT STORE	V377	1,298.7			1,255.0		31.9		11.9				
MATTRESS DISOUNTERS	V377	7,593.5			6,150.8				1,350.7			92.0	
MATTRESS EXPO STORE	V377	2,038.7			2,037.2				1.5				
MATTRESS FACTORY	V377	1,794.8			1,794.8								
MATTRESS FIRM STORE	V377	23,105.5			11,646.8		239.8		8,865.8			2,353.0	
MATTRESS GALLERY STORE	V377	9,957.8			9,870.8		32.4		54.6				
MATTRESS GIANT STORE	V377	6,118.4			480.6		44.7		4,238.0			1,355.0	
MATTRESS KING STORE	V377	15,389.5			13,680.9		19.3		1,689.4				
MATTRESS LAND STORE	V377	1,213.0			493.6				719.4				
MATTRESS MALL BDNG STR	V377	1,272.2			1,272.2								
MATTRESS MART	V377	1,084.0			535.3				548.7				
MATTRESS MATTERS STORE	V377	1,031.7			739.4				292.3				
MATTRESS ONE STORE	V377	1,422.6			573.8				848.8				
MATTRESS OUTLET	V377	265.1			46.7		33.3		185.1				
MATTRESS PLACE STORE	V377	350.5			348.9				1.6				
MATTRESS STORE	V377	1,623.2			1,592.2				31.0				
MATTRESS VALUE SPRSTRS	V377	361.7			361.7								
MATTRESS WAREHOUSE	V377	8,593.6			4,029.0		11.8		4,552.9				
MATTRESS WORLD BDNG STR	V377	2,020.4			1,979.7				40.6				
MATTRESS WORLD STORE	V377	1,785.7					1.4		1,784.3				
MATTRESSES FOR LESS STR	V377	828.1			733.4				94.7				
MATTRESSES UNLTD STORE	V377	743.8			743.8								
MATTRESSPRO STORE	V377	2,527.3			1,936.9		42.3		548.1				
METROMATTRESS SLEEP DISC	V377	616.9			616.9								
MR MATTRESS STORE	V377	1,014.0			1,014.0								
NEW&ALMOST NEW MTRS WRHS	V377	816.8			816.8								
OASIS BEDROOMS&WTRBD STR	V377	2,011.6			621.4				1,390.1				
ORIGINAL MATTRESS FCTRY	V377	5,316.1			1,565.6		69.0		3,681.6				
ORTHO MATTRESS SLEEP CTR	V377	2,897.4			2,100.8				796.7				
PM SLEEP CTR&BDRM GLRY	V377	1,142.2			78.5				1,063.7				
POPULAR MATTRESS FACTORY	V377	265.9						101.2	164.7				
ROCKAWAY BEDDING STORE	V377	4,074.7			3,846.3	98.6			32.8			97.0	
ROYAL SUITE BDRM SHWCS	V377	279.5			279.5								
SELECT COMFORT BDNG STR	V377	22,364.5		2,920.4	5,760.7	420.7	478.0	1,710.0	1,734.4			9,340.3	

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SIT N SLEEP STORES	V377	11,089.9			1,012.4		5.1		10,072.5				
SLEEP AMERICA STORE	V377	1,005.2			6.3		120.5		878.4				
SLEEP CITY FURNITURE STR	V377	435.0			392.0				43.0				
SLEEP COUNTRY USA STORE	V377	8,135.9			537.0				7,598.9				
SLEEP EXPERTS STORE	V377	1,509.0			21.9				1,487.2				
SLEEP NUMBER STORE	V377	5,674.4	161.2	2,909.8	2,035.0	178.9					389.5		
SLEEP OUTFITTERS MTRS ST	V377	1,849.8			1,585.4				264.4				
SLEEP SAVVY STORE	V377	589.3			575.0				14.4				
SLEEP SHOPS FURNITURE	V377	435.9			431.9				4.0				
SLEEP TRAIN MATTRESS CTR	V377	3,637.7			109.8				3,527.9				
SLEEP TRAIN MATTRESS CTR VIGNETTE	V377	262.6							262.6				
SLEEP-TECH MDRN SLP/STR	V377	257.6			257.6								
SLEEPYS MATTRESS STORE	V377	54,358.1			40,054.5	50.0	1,409.8		12,843.8				
SUPERMATTRESS WAREHOUSE	V377	344.8			5.9				338.9				
VERLO MATTRESS FCTRY STR	V377	1,638.3			1,316.7		174.3		147.3				
WAREHOUSE MTRS&FURN STR	V377	750.1			750.1								
BRIGHTER CONCEPTS STORE	V378	297.9			297.9								
CAPITOL LIGHTING STORE	V378	1,616.1	82.1		1,119.2	380.5	34.2						
CAROLINA LANTERNS&ACCESS	V378	1,297.9	1,297.9										
CIRCA LIGHTING STORE	V378	833.5	833.5										
CONNECTICUT LIGHTING CTR	V378	380.5			380.3				0.3				
DANS FAN CITY	V378	568.8			496.9		69.8		2.1				
HINKLEYS LIGHTING STORE	V378	350.3	342.0		6.2	2.1							
LAMPS PLUS STORE	V378	7,815.8			6,277.6		23.0		1,411.3		103.8		
LIGHTING BY ERIK INC STR	V378	334.3			334.3								
LIGHTING UNIVERSE STORE	V378	287.7	28.7		26.7				232.3				
LIGHTS FANTASTIC STORE	V378	283.8			283.8								
LIGHTSTYLE/ORLANDO STORE	V378	311.9			273.4				38.5				
LITTMAN BROS LGHTNG STR	V378	458.2			458.2								
METRO LIGHTING STORE	V378	281.5			173.7				107.8				
SCHONBEK LIGHTING STORE	V378	2,248.9	2,000.4	228.7	19.8								
SEATTLE LGHTNG FXTRS ST	V378	288.4			280.2				8.2				
AGOSTINO ANTIQUES LTD	V379	364.8	298.7		47.5	18.6							
AINSWORTH NOAH&ASSOC	V379	483.5	483.5										
ARCHITECTS & DSGNRS BLDG	V379	287.4				287.4							
ARTE DE MEXICO STORE	V379	1,862.5	1,862.5										
BERND GOECKLER ANTIQUES	V379	314.9	314.9										
CARL MOORE ANTIQUES	V379	342.0	342.0										
CHARLES EDWARDS ANTIQUES	V379	441.4	441.4										
CLASSIC OAK DESIGNS	V379	1,224.7			1,224.7								
CLIVE CHRISTIAN SHOWROOM	V379	2,054.0	2,054.0										
DAVID M BRIAN STORE	V379	495.3			495.3								
DAVIS & WARSHOW	V379	608.7		275.6	146.1	187.1							
DC ENCLOSURES STR&CONTR	V379	689.7			689.7								
DESIGN CENTRO ITALIA STR	V379	305.6	252.5		53.1								
DEVON SHOPS	V379	360.0	101.2	252.1		6.7							
DIR ANTIQUE STORES	V379	2,431.7			2,148.9	282.8							
DOMAIN STORE	V379	267.4	38.7	228.7									
DOS GALLOS ANTIQUE FURN	V379	648.5	648.5										
FIRESIDE ANTIQUES&INTRS	V379	727.2	658.3				68.9						
FOSTER-GWIN ANTIQUES	V379	335.9	335.9										
GABLES ANTIQUES	V379	327.2	317.7		9.5								
GRACIOUS HOME STORE	V379	2,193.4	889.7	275.6		1,028.1							1,973.1
GRAINGER'S ANTIQUES STORE	V379	1,973.1											
HERMES STORE	V379	372.3				372.3							
HERMITAGE ANTIQUES	V379	511.8	511.8										
HILL STREET WAREHOUSE	V379	266.2	45.1		221.1								30.8
HOUSE OF DENMARK STORE	V379	575.5			544.6								
HUCK FINNS WRHS&MR STR	V379	2,441.3			746.5				1,694.9				
J TRIBBLE ANTIQUES	V379	399.0	399.0										
JAYSON HOME & GARDEN CTR	V379	381.2	377.3		3.9								
JULIA GRAY ANTIQUES	V379	316.0	316.0										

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
LILLIAN AUGUST WAREHOUSE	V379	738.3			603.3	134.9							
LLADRO GALLERY STORE	V379	1,934.8	1,820.4	114.4									
MACKSOODS POOL & SPA STR	V379	735.4							735.4				
MARBURN CURTAIN WRHS	V379	286.9			286.9								
MARTAYAN LAN GALLERY	V379	454.0				454.0							
MARVIN ALEXANDER STORE	V379	562.1	562.1										
MONARCH INTERIORS STORE	V379	408.2			408.2								
MS RAU ANTIQUES	V379	2,580.2	419.6			2,160.6							
NIERMANN WEEKS SHOWROOM	V379	678.1	678.1										
OSULLIVAN ANTIQUES	V379	288.3	288.3										
PACIFIC SALES STORE	V379	4,544.7		230.1	4,033.8				280.9				
PATIO SHOPPE	V379	564.0			564.0								
PATIO TOWN LANDSCAPE CTR	V379	402.8			261.3				141.5				
PATIO WORLD OUTDOOR FURN	V379	347.1			71.4				275.7				
RALPH LAUREN HOME CLCTN	V379	4,649.1	4,648.4		0.7								
RED BARON ANTIQUES	V379	392.1	392.1										
REX & REX IMPORTS STORE	V379	253.8			253.8								
RICHARD SHAPIRO STUDIO	V379	857.6	857.6										
RIVIERA REUPHOLSTERY SHP	V379	391.1							391.1				
RUG & HOME STORE	V379	1,470.4			76.0	37.7		1,356.7					
SCOTT ANTIQUE MARKET	V379	279.5			139.8				139.8				
SHOWPLACE ANTIQUES	V379	305.8	305.8										
STEWART ROTHS OAK CNCTN	V379	437.5			437.5								
STONE AGE DESIGNS	V379	345.4	345.4										
TRADING POST FAN STORE	V379	758.2			758.2								
TREE CLASSICS.COM STORE ONLINE	V379	11,426.5	6,050.9	4,529.4		846.2							
WILLIAMS-SONOMA STORE	V379	2,582.3	2,412.3		139.9	30.1							
ZARAS ANTIQUES STORE	V379	292.1	292.1										
1-800-RADIATOR SALES&SVC	V380	426.2	426.2										
ADVANCE AUTO PARTS STORE	V380	13,460.1	224.8		1,075.7	585.1	84.8	643.1		5,068.8	5,282.4		495.4
AID AUTO STORES	V380	693.5			693.5								
AUTO BARN STORES	V380	1,243.7			1,243.7								
AUTOTIRE CAR CARE STORE	V380	993.7			300.2		23.0		670.5				
AUTOZONE PARTS STORE	V380	55,817.0	386.8					13,928.1	368.8	15,386.9	25,225.3		521.1
BATTERIES PLUS STORE	V380	1,548.2			214.3		25.7		1,294.7				13.5
BRAKES PLUS STORE	V380	350.9							350.9				
CALIFORNIA CAR COVER CO	V380	313.0	313.0										
CAR TOYS ACCESSORIES STR	V380	5,247.1			1,496.6				3,697.7				52.9
CARQUEST AUTO PARTS STR	V380	2,101.9	1,981.4		2.9				92.3		25.4		
CHECKER AUTO PARTS STORE	V380	1,170.5			601.1	100.0		161.2					308.2
COMPETITION ACCESS STORE ONLINE	V380	338.3	338.3										
CSK AUTO	V380	629.9				228.2							401.6
DISCOUNT WHEEL&TIRE STR	V380	290.5			286.9				3.5				
ECOLOGY AUTO PARTS	V380	732.7							732.7				
GRAND AMERICAN TIRE STR	V380	476.0	300.4		175.6								
KRAGEN AUTO PARTS STORE	V380	1,654.8			1,382.6				15.1				257.1
LAKE TIRE DISC KNGDM STR	V380	485.0			485.0								
MEGUIARS.COM PAINT FNHS ONLINE	V380	346.2						90.2		256.0			
MONROE AUTO WRLD AT PRTS	V380	269.8											269.8
MONSTER JAM/ADVNC AT&FRD	V380	879.5							879.5				
NAPA AUTO PARTS STORE	V380	17,854.2			64.7	316.0	10,668.3	407.8		2,378.3	3,608.5		410.6
O'REILLY AUTO PARTS STORE	V380	3,955.9			9.8	533.5		451.5		1,897.8			1,063.3
PARTS PLUS CAR CARE CTR	V380	595.3							7.3	35.7	2.3		550.0
PEP BOYS AUTO PARTS STR	V380	44,959.4			36,590.4				1,682.8	192.9	314.2	3,013.2	2,468.5
PICK YOUR PART AUTO WRCK	V380	890.2								890.2			697.4
PICK-N-PULL AUTO PRTS ST	V380	363.3			43.5		125.9			185.6			8.3
PULL-A-PART AUTO PARTS	V380	624.9							342.1		247.4		35.4
ROCKAUTO.COM STORE ONLINE	V380	772.1	612.7		148.4	11.0							
SEMA SPECIALTY/MKT ASSN	V380	1,469.4	1,469.4										
SHOPHEADERS.COM ONLINE	V380	451.1									451.1		
STRAUSS DISC AUTO PARTS	V380	1,493.8			1,493.8								
TAYLOR AUTO PARTS STORE	V380	447.1	445.0		2.1								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TRAILER WHEEL & FRAME CO	V380	280.9			274.1				6.8				
U-PULL-IT AUTO&TRCK PRPTS	V380	318.3							318.3				
VICTORY AUTO WRECKERS	V380	1,029.0							1,029.0				
WESTERN AUTO STORES	V380	254.3						1.0	3.5				249.8
YEARONE.COM AUTO PARTS ONLINE	V380	448.9							0.7		448.3		
BUY.COM STORE ONLINE	V390	7,237.1							299.7	405.1	719.3	5,813.0	
COACH RETAIL STORE	V390	698.2			355.9			342.2					
DIR RETAIL STORES	V390	17,734.0			17,366.2	367.8							
FRONTGATE.COM STORE ONLINE	V390	557.9	36.1	400.4		121.3							
BEALLS DEPT APPAREL FAMILY	V410	713.1				34.5				678.6			
BEALLS DEPT APPAREL MEN & WOMEN	V410	1,358.1				7.3				1,350.9			
BEALLS DEPT APPAREL WOMEN	V410	291.3				15.7				275.6			
BEALLS DEPT/FL APPAREL MEN & WOMEN	V410	317.4				20.6				296.7			
BELK DEPT APPAREL MEN	V410	352.0				352.0							
BELK DEPT APPAREL WOMEN	V410	1,656.0				937.9				718.1			
BELK DEPT JEWELRY	V410	1,163.6	309.0			255.4				599.2			
BERGDORF GOODMAN DEPT APPAREL MEN	V410	655.4	100.5	554.9									
BERGDORF GOODMAN DEPT APPAREL WOMEN	V410	2,806.7	1,062.2			206.1	1,538.4						
BERGDORF GOODMAN DEPT JEWELRY	V410	412.3	281.6			29.8	100.9						
BLOOMINGDALES DEPT APPAREL FAMILY	V410	693.5				575.4	103.8			14.3			
BLOOMINGDALES DEPT APPAREL M & W	V410	466.4	230.3			120.5	115.6						
BLOOMINGDALES DEPT APPAREL MEN	V410	7,715.2	5,817.2	343.1		924.9	630.1						
BLOOMINGDALES DEPT APPAREL WOMEN	V410	18,009.9	7,006.9	503.4		3,588.4	6,603.7			307.4			
BLOOMINGDALES DEPT JEWELRY	V410	1,461.2				238.2	1,223.0						
BOSCOVS DEPT APPAREL MEN	V410	666.3				245.3				420.9			
BOSCOVS DEPT APPAREL MEN & WOMEN	V410	898.9				543.4				355.4			
BOSCOVS DEPT APPAREL WOMEN	V410	1,119.1	289.5							829.6			
BOSCOVS DEPT JEWELRY	V410	1,128.4				136.2				992.2			
CARSON PIRIE SCOTT DEPT APPAREL MEN	V410	277.8				277.8							
CARSON PIRIE SCOTT DEPT APPAREL W	V410	1,113.1				706.6				406.5			
DILLARDS DEPT APPAREL CHILDREN	V410	2,014.3				2,014.3							
DILLARDS DEPT APPAREL FAMILY	V410	4,268.3	120.0			4,168.3							
DILLARDS DEPT APPAREL MEN	V410	20,867.3	10,398.3			9,200.0	1,268.9						
DILLARDS DEPT APPAREL MEN & WOMEN	V410	12,324.9	7,955.7			3,384.9	40.1			921.6	22.6		
DILLARDS DEPT APPAREL WOMEN	V410	84,874.6	43,889.6			40,985.0							
DILLARDS DEPT JEWELRY	V410	512.1				492.0	20.1						
DILLARDS DEPT JEWELRY/OPTICAL	V410	1,548.8				1,548.8							
GOTTSCHALKS DEPT APPAREL WOMEN	V410	1,054.1				1,048.0				6.1			
JC PENNEY DEPT APPAREL CHILDREN	V410	11,651.3				115.9				7,826.7	263.1		3,445.5
JC PENNEY DEPT APPAREL FAMILY	V410	540.3	151.1			237.7					62.2		89.3
JC PENNEY DEPT APPAREL MEN	V410	6,090.8	438.6			1,121.7	134.0			2,312.8	25.5		1,308.7
JC PENNEY DEPT APPAREL MEN & WOMEN	V410	18,093.9	2,481.2			279.0				12,996.8	60.1		2,151.0
JC PENNEY DEPT APPAREL WOMEN	V410	45,596.6	25,948.3			3,499.0				11,712.4	254.6	1,192.7	2,989.6
JC PENNEY DEPT JEWELRY	V410	23,136.9		11,198.7		875.0	7,582.8			2,276.6	9.9		1,194.0
KOHLS DEPT APPAREL FAMILY	V410	804.5				45.8					751.3		7.4
KOHLS DEPT APPAREL MEN	V410	357.2	74.6			30.1							9.4
KOHLS DEPT APPAREL MEN & WOMEN	V410	10,357.2				13.7				5,544.1	88.7	1,767.1	2,824.8
KOHLS DEPT APPAREL WOMEN	V410	67,198.0	15,457.8			24.9				34,212.3	1,156.3	10,127.1	6,219.6
LORD & TAYLOR DEPT APPAREL FAMILY	V410	3,695.6	3,416.5			274.5	4.6						
LORD & TAYLOR DEPT APPAREL M & W	V410	2,726.6	2,440.1			75.1	211.4						
LORD & TAYLOR DEPT APPAREL MEN	V410	2,675.4	1,593.8	228.7		366.2	486.8						
LORD & TAYLOR DEPT APPAREL WOMEN	V410	9,231.4	3,844.4	228.7		2,333.3	2,824.5				0.6		
LORD & TAYLOR DEPT JEWELRY	V410	752.6				258.1	494.5						
MACYS DEPT APPAREL CHILDREN	V410	3,364.5	887.6			1,919.2	129.7						427.9
MACYS DEPT APPAREL FAMILY	V410	10,800.1	141.2			4,738.2	41.0			4,570.9	192.7	239.7	876.4
MACYS DEPT APPAREL MEN	V410	24,732.1	6,848.8			14,886.2	2,482.8						514.3
MACYS DEPT APPAREL MEN & WOMEN	V410	8,961.8	1,499.6	92.0		6,174.7	349.7				97.3		748.5
MACYS DEPT APPAREL WOMEN	V410	89,296.1	25,061.3	46.0		33,798.9	6,632.0			18,112.6	665.9	779.0	3,912.6
MACYS DEPT JEWELRY	V410	20,151.4	2,159.1			11,534.4	3,752.7				2,705.2		
MACYS WEST DEPT APPAREL MEN	V410	319.7	319.7										
MACYS WEST DEPT APPAREL WOMEN	V410	1,213.0	1,213.0										
MERVYNS DEPT APPAREL FAMILY	V410	398.9				16.4					382.5		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MERVYNS DEPT APPAREL MEN & WOMEN	V410	486.3			26.4				224.5				235.4
NEIMAN MARCUS DEPT APPAREL M & W	V410	1,750.4	1,445.1		104.2	114.4							86.8
NEIMAN MARCUS DEPT APPAREL MEN	V410	1,872.5	1,721.3	114.4	36.8								
NEIMAN MARCUS DEPT APPAREL WOMEN	V410	18,420.5	17,271.3	274.7	619.0	255.5							
NEIMAN MARCUS DEPT JEWELRY	V410	805.1	653.9		10.8	140.4							
NORDSTROM DEPT APPAREL FAMILY	V410	328.3			267.2	61.1							
NORDSTROM DEPT APPAREL MEN	V410	4,766.6	2,693.8	883.2	1,081.9	107.8							
NORDSTROM DEPT APPAREL MEN & WOMEN	V410	674.8			70.7								604.1
NORDSTROM DEPT APPAREL WOMEN	V410	22,401.0	17,297.7	1,340.6	3,082.0	274.0							406.7
PALAIS ROYAL DEPT APPAREL FAMILY	V410	827.8			638.6				189.2				
PARISIAN DEPT APPAREL FAMILY	V410	5,315.7			5,315.7								
SAKS FIFTH AVENUE DEPT APPAREL FAM	V410	670.5	424.4	228.7	12.8	4.6							
SAKS FIFTH AVENUE DEPT APPAREL M & W	V410	804.8	572.2		110.3	122.3							
SAKS FIFTH AVENUE DEPT APPAREL MEN	V410	4,119.3	3,657.1	165.4	71.2	225.5							
SAKS FIFTH AVENUE DEPT APPAREL WOMEN	V410	19,864.7	15,302.5	421.5	1,484.3	2,656.5							
SAKS FIFTH AVENUE DEPT JEWELRY	V410	282.9			46.5	236.5							
SEARS DEPT APPAREL CHILDREN	V410	4,555.2							2,994.7	21.6	287.7	1,251.2	
SEARS DEPT APPAREL FAMILY	V410	13,492.1			182.0				6,596.6	582.9	3,896.3	2,234.4	
SEARS DEPT APPAREL MEN & WOMEN	V410	2,048.9							1,119.9	37.0	324.1	500.2	37.6
SEARS DEPT APPAREL WOMEN	V410	3,432.8	2,691.6						589.7	0.0	9.8	141.7	
SEARS DEPT JEWELRY	V410	4,662.1	3,758.3		231.9				354.3	5.9	182.5	129.2	
BELK DEPT DRUGS/TOILETRIES	V430	1,271.0			1,258.6				12.4				
BERGDORF GOODMAN DEPT DRUGS/TOIL	V430	286.4	208.1		59.9	18.5							
BLOOMINGDALES DEPT DRUGS/TOILETRIES	V430	9,783.5	949.6		4,699.0	3,987.5					2.5		144.9
CARSON PIRIE SCOTT DEPT DRUGS/TOIL	V430	430.5			333.0				97.4				
DILLARDS DEPT DRUGS/TOILETRIES	V430	23,899.9	13,487.1		10,283.7				19.3				109.8
GOTTSCHALKS DEPT DRUGS/TOILETRIES	V430	1,360.0			1,352.9				7.1				
JC PENNEY DEPT DRUGS/TOILETRIES	V430	1,030.2			1,017.3								13.0
KOHLS DEPT DRUGS/TOILETRIES	V430	2,103.3	2,103.3										
LORD & TAYLOR DEPT DRUGS/TOILETRIES	V430	7,068.5			5,118.0	1,662.9			0.1				287.5
MACYS DEPT DRUGS/TOILETRIES	V430	81,068.6	5,121.8		59,791.8	5,872.5			682.8	43.6	123.2		9,432.9
NEIMAN MARCUS DEPT DRUGS/TOILETRIES	V430	1,299.2	576.9	114.4	434.6	173.4							
NORDSTROM DEPT DRUGS/TOILETRIES	V430	702.4	646.6		35.0	20.9							
SAKS FIFTH AVENUE DEPT DRUGS/TOIL	V430	5,117.0	2,555.2		436.1	2,123.7	2.1						
SEARS DEPT DRUGS/TOILETRIES	V430	816.9			816.9								
MACYS DEPT GROCERIES	V440	852.5			834.0	18.5							
BEALLS DEPT MISC	V450	251.5			88.4				163.1				
BEALLS DEPT/FL MISC	V450	427.8			279.1				148.7				
BELK DEPT MISC	V450	6,632.0	309.0		6,210.9				112.1				
BLOOMINGDALES DEPT MISC	V450	8,379.1	1,258.9		5,302.3	1,817.9							
BON TON DEPT MISC	V450	1,399.5	79.0		1,303.7				16.8				
BOSCOVS DEPT MISC	V450	11,227.0			10,999.2				227.7				
CARSON PIRIE SCOTT DEPT MISC	V450	6,712.8			6,511.5				201.3				
DILLARDS DEPT MISC	V450	16,937.5			16,918.6		17.9		1.0				
GOTTSCHALKS DEPT MISC	V450	3,179.3			3,179.3								
HERBERGERS DEPT MISC	V450	4,031.7			3,978.6				53.1				
JC PENNEY DEPT MISC	V450	164,105.4	7,134.5	4,911.0	131,358.2				11,858.7	521.0	2,879.6	5,442.4	
JC PENNEY PORTRAIT STD	V450	7,949.9	7,949.9										
KOHLS DEPT MISC	V450	152,240.6	2,484.2		133,833.3	11,749.6			2,522.7	322.3	381.7	526.0	420.7
LORD & TAYLOR DEPT MISC	V450	2,565.9	46.0		1,933.1	586.8							
MACYS DEPT MISC	V450	93,338.3	3,844.1	52.9	80,483.3	5,038.6			2,330.4	387.1	309.4	892.4	
MACYS DEPT OPTICAL	V450	778.2			778.2								
MACYS DEPT SPORT/TOY/HOBBI	V450	259.1			182.8	76.3							
MERVYNS DEPT MISC	V450	1,173.6			633.6				540.0				
NEIMAN MARCUS DEPT MISC	V450	1,685.4			1,384.9	280.3			3.0	17.2			
NORDSTROM DEPT MISC	V450	1,099.8			1,086.2	13.7							
SAKS FIFTH AVENUE DEPT MISC	V450	2,049.4			1,122.3	927.1							
SCHOTTENSTEIN DEPT & VALUE CITY DEPT	V450	328.7							328.7				
SEARS DEPT MISC	V450	100,684.9			94,433.1		9.9		2,279.0	3,220.3	100.8	641.8	
SEARS DEPT OPTICAL	V450	6,311.7			9.5		19.0		435.2	3,570.6	640.5	1,250.8	386.2
SEARS DEPT SPORT/TOY/HOBBI	V450	1,490.0			6.5				767.8	31.9	43.5	640.3	
SEARS ESSENTIALS DEPT MISC	V450	2,019.5			2,019.5								

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SEARS PORTRAIT STUDIO	V450	8,916.5	8,915.8						0.7				
YOUNKERS DEPT MISC	V450	434.1			434.0				0.1				
BEALLS DEPT HOUSEHOLD	V470	454.0			454.0								
BELK DEPT HOUSEHOLD	V470	345.4			345.4								
BLOOMINGDALES DEPT APPLIANCES	V470	313.7			114.5	199.2							
BLOOMINGDALES DEPT HOUSEHOLD	V470	10,394.2	1,735.8	228.7	5,507.7	2,235.2							686.7
BOSCOVS DEPT APPLIANCES	V470	613.8			134.7				479.1				
BOSCOVS DEPT ELECTRONICS	V470	267.2			57.4				209.9				
BOSCOVS DEPT HOUSEHOLD	V470	1,352.5			761.0				591.4				
CARSON PIRIE SCOTT DEPT HOUSEHOLD	V470	1,927.0			655.0				1,272.0				
DILLARDS DEPT APPLIANCES	V470	628.2			628.2								
DILLARDS DEPT HOUSEHOLD	V470	10,939.7	5,967.6		4,972.1								
GOTTSCHALKS DEPT HOUSEHOLD	V470	513.6			468.7				44.9				
JC PENNEY DEPT HOUSEHOLD	V470	15,548.9	11,215.4		952.9		8.2	2,462.1	4.8	461.5	444.1		
KOHLS DEPT HOUSEHOLD	V470	1,972.1	1,502.5		2.4						467.2		
MACYS DEPT APPLIANCES	V470	1,487.1			1,487.1								
MACYS DEPT HOUSEHOLD	V470	74,763.0	8,451.8	46.0	32,879.5	720.4		17,717.9	3,221.3	5,271.7	6,216.7		237.7
NEIMAN MARCUS DEPT HOUSEHOLD	V470	351.3	329.1		6.1	7.0							9.1
SEARS DEPT APPLIANCES	V470	74,607.9		3,932.1	1,665.8	134.0	1.4	36,555.2	5,730.0	11,262.3	14,637.7	289.0	400.5
SEARS DEPT BUILDING SUPPLIES	V470	6,604.6			103.9				4,329.4	106.5	239.0	1,715.4	110.4
SEARS DEPT ELECTRONICS	V470	11,648.7			260.4				8,313.2	184.7	547.0	2,343.5	
SEARS DEPT HOUSEHOLD	V470	6,405.4		4,291.2	100.1				0.4		871.2	143.3	999.2
SEARS DEPT PAINT	V470	253.8			253.8								
SEARS DEPT AUTOMOTIVE	V480	1,427.5			20.9				0.0		140.2	1,261.3	5.0
BEALLS DEPT SALES ANNOUNCEMENT	V490	2,980.7			972.1				1,967.4				41.3
BEALLS DEPT/FL MULTI-PDTS	V490	2,342.4			2,342.4								
BEALLS DEPT/FL SALES ANNOUNCEMENT	V490	2,751.7			908.7				1,843.0				
BELK DEPT MULTI-PDTS	V490	478.9	309.0		112.7				16.6				40.6
BELK DEPT SALES ANNOUNCEMENT	V490	4,897.1			1,027.5				3,869.6				
BERGDORF GOODMAN DEPT SALES ANNC	V490	284.5			125.8	158.7							
BLOOMINGDALES DEPT MULTI-PDTS	V490	3,804.3	191.2	228.7	2,806.0	308.3	104.3						165.8
BLOOMINGDALES DEPT SALES ANNC	V490	25,955.1			20,341.4	4,913.4			4.3				696.0
BON TON DEPT SALES ANNOUNCEMENT	V490	2,012.7			503.2				1,509.5				
BOSCOVS DEPT MULTI-PDTS	V490	1,929.5	164.8		1,725.3				36.6				2.8
BOSCOVS DEPT SALES ANNOUNCEMENT	V490	8,488.6			4,882.2				3,600.9				5.5
BOSTON STORE/WI DEPT SALES ANNC	V490	884.5			302.2				884.5				
BOSTON STORES DEPT SALES ANNC	V490	302.2			194.3		58.8						
CARSON PIRIE SCOTT DEPT MULTI-PDTS	V490	253.1			1,891.9				3,191.6				
CARSON PIRIE SCOTT DEPT SALES ANNC	V490	5,083.5			3,838.0	168.6	234.5		0.4				
DILLARDS DEPT MULTI-PDTS	V490	4,241.5			41,939.0								
DILLARDS DEPT SALES ANNOUNCEMENT	V490	41,939.0			41,939.0								
ELDER BEERMAN DEPT SALES ANNC	V490	1,417.2			179.8				1,237.4				
GOTTSCHALKS DEPT MULTI-PDTS	V490	494.1			372.8		7.8		113.5				
GOTTSCHALKS DEPT SALES ANNOUNCEMENT	V490	3,622.2			3,068.3				554.0				
HERBERGERS DEPT SALES ANNC	V490	1,533.6			414.6				1,119.0				
JC PENNEY CO INC CP	V490	458.4	377.3		81.1								
JC PENNEY CO INC VIGNETTE	V490	414.6						0.0	42.4		372.1		
JC PENNEY DEPT MULTI-PDTS	V490	46,918.4	6,829.6		431.9		181.1	29,231.8	243.1	214.8	5,831.1		3,955.0
JC PENNEY DEPT SALES ANNOUNCEMENT	V490	68,535.1			7,370.1			33,185.2	517.5		11,428.9	10,207.0	5,826.5
KEY TO THE CURE/SAKS	V490	513.4	464.9	46.0	2.4								
KOHLS DEPT CP	V490	975.7			762.0	10.7			202.9				
KOHLS DEPT MULTI-PDTS	V490	36,379.1	9,443.7		261.9		358.6	17,606.4	615.7	1,895.0	2,847.2		3,350.6
KOHLS DEPT SALES ANNOUNCEMENT	V490	143,144.8			1,403.7			88,888.2	25,997.4	82.4	8,868.8	12,469.3	5,435.0
KOHLS DEPT VIGNETTE	V490	431.3							8.0		423.3		
LORD & TAYLOR DEPT MULTI-PDTS	V490	713.5			177.6	41.0	495.0						
LORD & TAYLOR SALES ANNOUNCEMENT	V490	5,444.2			4,151.5	1,251.5							41.3
MACYS DEPT CP	V490	2,313.9	1,949.4		195.9	168.6							
MACYS DEPT MULTI-PDTS	V490	55,284.8	761.8		18,456.7	353.3	1,512.6	23,143.2	337.6	1,953.8	5,387.4		3,378.3
MACYS DEPT SALES ANNOUNCEMENT	V490	367,602.8			239,944.0	1,893.1		66,042.5	11,237.7	16,026.2	21,124.7	587.1	10,747.6
MACYS EAST CP	V490	337.2				337.2							
MACYS WEST DEPT MULTI-PDTS	V490	2,577.5						586.3					1,991.2
MERVYNS DEPT MULTI-PDTS	V490	27,362.2			25,471.0		77.5		764.6				1,049.1

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MERVYN'S DEPT SALES ANNOUNCEMENT	V490	39,920.9			3,650.6				31,270.4				4,999.9
NEIMAN MARCUS DEPT MULTI-PDTS	V490	695.5	42.4		9.8	122.6	288.5						232.2
NEIMAN MARCUS DEPT SALES ANNC	V490	1,271.3			912.4	54.6							304.4
NORDSTROM DEPT MULTI-PDTS	V490	1,875.8	1,189.4		14.6		214.1					313.6	144.1
NORDSTROM DEPT SALES ANNOUNCEMENT	V490	5,932.1			4,281.0	163.8							1,487.3
PALAIS ROYAL DEPT SALES ANNOUNCEMENT	V490	1,793.4			999.2				794.3				
PARISIAN DEPT SALES ANNOUNCEMENT	V490	1,311.8			972.9				324.6				14.3
RH MACYS & CO INC CP	V490	2,379.1			1,624.5	754.6							
SAKS FIFTH AVENUE DEPT MULTI-PDTS	V490	279.7			53.2	149.1	77.4						
SAKS FIFTH AVENUE DEPT SALES ANNC	V490	3,052.0			2,147.9	854.4							49.7
SCHOTTENSTEIN DEPT MULTI-PDTS	V490	293.8			236.1				57.6				
SEARS CRAFTSMAN NATLS	V490	250.2	250.2										
SEARS DEPT MULTI-PDTS	V490	18,880.4	107.8		306.6		936.4	8,707.5	287.1	404.7	1,760.7	5,952.1	417.5
SEARS DEPT SALES ANNOUNCEMENT	V490	76,828.2			1,638.8			43,859.7	2,866.5	9,012.9	15,459.6	3,714.3	276.5
SEARS GRAND DEPT MULTI-PDTS	V490	1,018.2			1,018.2								
SEARS ROEBUCK & CO CP	V490	1,891.4			70.8	109.7		1,597.8	60.6			52.5	
SEARS.COM ONLINE	V490	1,304.0						1,168.4	7.5		128.1		
YOUNKERS DEPT & ELDER BEERMAN DEPT	V490	698.5										698.5	
YOUNKERS DEPT SALES ANNOUNCEMENT	V490	1,043.9			177.6								
FILENES BASEMENT DISC APPAREL M & W	V510	287.6			89.1				198.5				
FILENES BASEMENT DISC APPAREL MEN	V510	1,089.8			1,028.4	61.4							
FILENES BASEMENT DISC APPAREL WOMEN	V510	1,816.1			1,577.5	61.4			67.7				109.4
GORDMANS DISC APPAREL MEN & WOMEN	V510	374.8							374.8				
GORDMANS DISC APPAREL WOMEN	V510	791.6							791.6				
KMART DISC APPAREL FAMILY	V510	7,128.7						5,193.9	60.2	788.8	1,085.8		
KMART DISC APPAREL MEN	V510	917.5						682.3	10.7	217.3	7.2		
KMART DISC APPAREL WOMEN	V510	15,442.9						10,537.3	180.5	2,328.2	2,396.9		
KMART DISC JEWELRY	V510	2,452.6						1,620.5	31.5	254.6	546.1		
MARSHALLS DISC APPAREL CHILDREN	V510	1,235.4	25.3		49.8			67.1	778.4			314.8	
MARSHALLS DISC APPAREL FAMILY	V510	5,196.0	58.7		124.7			177.0	3,606.5			1,229.1	
MARSHALLS DISC APPAREL MEN	V510	1,660.3			171.2				1,430.0			59.1	
MARSHALLS DISC APPAREL MEN & WOMEN	V510	2,377.8						21.6	1,576.6	6.7	772.9		
MARSHALLS DISC APPAREL WOMEN	V510	8,218.5	508.3		1,887.8	116.6		219.8	4,282.5	4.2	1,199.3		
MEIJER DISC APPAREL FAMILY	V510	543.1							543.1				
MEIJER DISC JEWELRY	V510	840.4							840.4				
STEIN MART DISC APPAREL FAMILY	V510	15,231.1			15,231.1								
STEIN MART DISC APPAREL WOMEN	V510	2,084.2			43.5				1,068.1		972.6		
TARGET DISC APPAREL CHILDREN	V510	879.1	879.1										
TARGET DISC APPAREL FAMILY	V510	575.9	544.5		31.4								
TARGET DISC APPAREL MEN	V510	3,513.6	3,344.1		146.7	22.8							
TARGET DISC APPAREL MEN & WOMEN	V510	11,948.5	3,453.8					4,657.9	2,100.8	420.8	1,315.3		
TARGET DISC APPAREL WOMEN	V510	30,031.2	16,208.1		344.7	363.6		4,877.0	4,298.0		3,939.9		
TARGET DISC JEWELRY	V510	543.7	543.7										
VALUE CITY DISC APPAREL FAMILY	V510	2,492.0			289.6				2,202.4				
VALUE CITY DISC APPAREL MEN	V510	2,012.4			41.9				1,970.6				
VALUE CITY DISC APPAREL MEN & WOMEN	V510	333.4			21.1				312.3				
WAL-MART DISC APPAREL CHILDREN	V510	7,655.7	3,065.0	4,224.0				93.2	2.0	41.9	229.6		
WAL-MART DISC APPAREL FAMILY	V510	7,134.8	42.1					4,256.8	13.9	389.3	2,432.7		
WAL-MART DISC APPAREL MEN & WOMEN	V510	293.4	113.8										179.6
WAL-MART DISC APPAREL WOMEN	V510	6,345.3	5,454.4					676.6	51.1	41.2	122.0		
WAL-MART DISC JEWELRY	V510	5,894.7		5,894.7									
MEIJER DISC BUSINESS/TECHNOLOGY	V520	896.6							896.6				
TARGET DISC BUSINESS/TECHNOLOGY	V520	20,634.7	1,088.0		76.7			11,574.7	4,895.6	847.3	2,152.5		
VALUE CITY DISC BUSINESS/TECHNOLOGY	V520	837.9							837.9				
WAL-MART DISC BUSINESS/TECHNOLOGY	V520	21,695.0	5,779.7	2,303.4	1,399.7			6,510.7	197.4	1,422.5	4,004.9	76.6	
MEIJER DISC DRUGS/TOILETRIES	V530	1,082.2							1,082.2				
TARGET DISC DRUGS/TOILETRIES	V530	29,408.1	12,668.4		1,029.7	187.9		9,795.5	3,315.1	364.4	2,047.2		
WAL-MART DISC DRUGS/TOILETRIES	V530	19,264.0	6,481.3	3,367.0	89.9			4,657.8	524.6	1,993.4	1,650.4	499.6	
WAL-MART SUPERCENTER DRUGS/TOIL	V530	4,973.0						3,638.2	12.8	226.6	1,095.4		
FRED MEYER DISC GROCERIES	V540	1,553.5							1,553.5				
MEIJER DISC GROCERIES	V540	6,618.5			230.8				6,387.7				
SUPER TARGET DISC GROCERIES	V540	727.9			727.9								

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
TARGET DISC GROCERIES	V540	37,660.6	3,959.1		1,888.4	62.6		22,987.2	5,541.4	1,300.7	1,921.1			
WAL-MART DISC GROCERIES	V540	40,239.4	8,196.8	5,189.5	1,306.1			13,944.8	1,933.4	3,048.2	6,525.3		95.4	
WAL-MART SUPERCENTER GROCERIES	V540	290.0			246.1			30.9			12.9			
ANN & HOPE DISC MISC	V550	313.2			313.2									
BUILDING NUMBER 19 DISC MISC	V550	1,378.9			1,378.9									
FILENES BASEMENT DISC MISC	V550	1,184.3			1,179.8	4.6								
FRED MEYER DISC MISC	V550	610.7			94.0				516.7					
GORDMANS DISC MISC	V550	717.6			240.6				477.0					
KMART DISC MISC	V550	74,404.5	540.0		65,333.4			5,243.0	108.7	1,562.6	1,517.0		99.9	
KMART DISC SPORT/TOY/HOBBY	V550	2,016.8						1,049.7	42.5	519.3	405.3			
MARSHALLS DISC MISC	V550	1,750.9			1,722.6	8.8			2.7		16.7			
MARSHALLS DISC SPORT/TOY/HOBBY	V550	269.3							269.3					
MEIJER DISC MISC	V550	1,583.5			1.8				1,581.7					
STEIN MART DISC MISC	V550	1,277.8			170.2				496.7		360.8	250.1		
TARGET DISC & SUPER TARGET DISC	V550	818.9			665.3	153.6								
TARGET DISC MISC	V550	168,439.0	18,553.2		130,087.8	6,943.3	0.4	8,321.0	2,279.1	608.6	1,645.7			
TARGET DISC OPTICAL	V550	267.2					267.2							
TARGET DISC SPORT/TOY/HOBBY	V550	13,827.7	120.0		79.9			9,013.1	2,370.0	429.8	1,815.0			
VALUE CITY DISC MISC	V550	7,163.2			6,781.7				381.5					
WAL-MART DISC & SAMS WHOLESALE CLUB	V550	1,226.0	43.5		46.3				0.7			1,135.7		
WAL-MART DISC MISC	V550	55,634.2	2,655.6	3,249.2	17,366.7	214.0		18,661.2	1,564.5	4,146.3	6,959.3	817.4		
WAL-MART DISC OPTICAL	V550	486.8	484.0		2.9									
WAL-MART DISC SPORT/TOY/HOBBY	V550	9,412.0	125.3		36.6			2,790.5	158.6	315.8	5,661.9	323.2		
WAL-MART SUPERCENTER MISC	V550	482.0			482.0									
GORDMANS DISC HOUSEHOLD	V570	314.5							314.5					
KMART DISC ELECTRONICS	V570	8,330.4			34.3			4,821.0	255.1	1,059.9	2,129.1		31.0	
KMART DISC HOUSEHOLD	V570	21,156.8	4,770.5		353.1			10,455.4	298.8	3,662.7	1,616.3			
MEIJER DISC ELECTRONICS	V570	766.7							766.7					
SHOPKO DISC HOUSEHOLD	V570	612.3			571.3				40.9					
STEIN MART DISC HOUSEHOLD	V570	1,312.4	1,228.9							83.5				
TARGET DISC ELECTRONICS	V570	39,102.0	8,404.7		107.5	41.0		8,363.8	5,754.0	379.0	16,052.1			
TARGET DISC HOUSEHOLD	V570	5,040.0	4,464.8		164.9	398.5			11.8					
VALUE CITY DISC HOUSEHOLD	V570	334.1			100.6				233.5					
WAL-MART DISC APPLIANCES	V570	927.9			23.2			534.0	79.0	175.7	116.2			
WAL-MART DISC ELECTRONICS	V570	65,849.0	3,860.4		709.2	20.9		30,660.2	1,508.7	8,058.4	20,192.4	682.0	156.9	
WAL-MART DISC HOUSEHOLD	V570	19,092.5	2,680.2	10,283.4	71.9	1,028.0		1,233.1	1.9	88.4	1,492.1	1,585.3	628.3	
FILENES BASEMENT DISC MULTI-PDTS	V590	1,697.5			1,006.1	20.5	543.4						127.5	
FILENES BASEMENT DISC SALES ANN	V590	2,009.4			1,987.3								22.1	
FRED MEYER DISC MULTI-PDTS	V590	8,472.3			7,257.8			846.3		368.2				
FRED MEYER DISC SALES ANNOUNCEMENT	V590	446.0							446.0					
FREDS VARIETY DISC MULTI-PDTS	V590	869.4							474.1				395.2	
FREDS VARIETY DISC SALES ANN	V590	589.1							196.0				393.2	
GORDMANS DISC MULTI-PDTS	V590	1,337.1							1,337.1					
GORDMANS DISC SALES ANNOUNCEMENT	V590	469.9							469.9					
KMART DISC MULTI-PDTS	V590	38,020.5	194.3		391.7		42.9	22,534.8	499.8	6,240.3	4,679.6	681.4	2,755.8	
KMART DISC SALES ANNOUNCEMENT	V590	9,441.2			131.1			3,849.0	31.9	1,856.7	1,392.9	1,302.8	876.8	
MARSHALLS DISC MULTI-PDTS	V590	14,068.4	107.8		1,602.8	131.0	412.7	270.8	5,342.8	34.4	1,884.3		4,281.8	
MARSHALLS DISC SALES ANNOUNCEMENT	V590	3,920.1						24.4	2,053.1	8.4	388.5		1,445.7	
MEIJER DISC MULTI-PDTS	V590	19,762.1			18,207.0			402.8		1,152.3				
MEIJER DISC SALES ANNOUNCEMENT	V590	1,518.8							1,518.8					
SHOPKO DISC MULTI-PDTS	V590	581.0							581.0					
SHOPKO DISC SALES ANNOUNCEMENT	V590	1,241.5							1,241.5					
STEIN MART DISC MULTI-PDTS	V590	3,961.0			8.9				723.5		1,459.9		1,768.6	
STEIN MART DISC SALES ANNOUNCEMENT	V590	3,652.8			681.8				1,090.4		1,878.9		1.6	
SUPER TARGET DISC MULTI-PDTS	V590	1,375.1											1,375.1	
SUPER TARGET DISC SALES ANNOUNCEMENT	V590	1,235.2											1,235.2	
TARGET DISC MULTI-PDTS	V590	208,389.1	21,458.7	894.0	743.6		8,565.0	107,017.1	34,833.8	7,581.3	24,221.6		3,073.9	
TARGET DISC SALES ANNOUNCEMENT	V590	11,960.5			163.2				3,871.8	5,416.5	378.5	579.1		1,551.4
TARGET STORES INC CP	V590	33,283.6	7,225.6		7,104.6	1,308.1			11,634.4	2,931.5	1,297.2	1,782.3		
TARGET STORES INC MINORITY VENDOR	V590	335.1	335.1											
TARGET.COM ONLINE	V590	1,226.4	1,209.5		16.9									
VALUE CITY DISC MULTI-PDTS	V590	4,511.3			2,566.0				1,945.3					

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
VALUE CITY DISC SALES ANNOUNCEMENT	V590	12,204.2			3,640.8				8,560.0		3.4		
WAL-MART DISC MULTI-PDTS	V590	102,540.0	3,510.8	16,011.6	325.1	62.6	947.0	41,056.7	955.4	5,852.3	12,841.1	15,184.8	5,792.7
WAL-MART DISC ONLINE	V590	7,725.3	122.1					6,174.0	373.6	29.6	1,026.0		
WAL-MART DISC SALES ANNOUNCEMENT	V590	10,429.1			78.2			1,519.1	2.7	210.4	134.9	3,720.8	4,763.1
WAL-MART DISC VIGNETTE	V590	899.5						266.8	143.0	95.0	394.7		
WAL-MART STORES INC CP	V590	15,638.4	421.8	2,179.9	428.3	205.6		4,952.4	4,974.9	368.4	1,927.8	179.3	
WAL-MART SUPERCENTER MULTI-PDTS	V590	1,848.0		1,702.2	83.6				62.2				
DIRECTBUY SHWRM&DSGN CTR	V610	55,304.5	2,378.7	857.0	10,784.3			95.8	731.0	15,308.2	5,362.2	19,564.1	186.0
DIRECTBUY.COM ONLINE	V610	422.8										422.8	
LANE BRYANT CATALOG	V610	368.0									4.1	363.9	
ALBERTVILLE PREMIUM OTLT	V620	422.6			107.4			88.4		174.2			52.6
ALLEN PREMIUM OUTLETS	V620	421.7			181.2					240.6			
AMERICANA MANHASSET MALL	V620	800.7	451.9	207.9	21.4	119.6							
AMERICANA/MANHAST SH CTR	V620	660.4	452.5	207.9									
ARIZONA MILLS MALL	V620	268.4			230.4					38.0			
ARUNDEL MILLS SHPNG CTR	V620	281.7			28.9			252.8					
BAL HARBOUR SHOPS	V620	1,344.2	733.0	457.4	11.8			142.0					
CAMARILLO &DESERT HILLS PRM OTLTS	V620	646.9								646.9			
CHICAGO PREMIUM OUTLETS &LGHTHS PLC	V620	595.8			595.8								
DESERT PASSAGE MRKPLC	V620	288.2						288.2					
DIR SHOPPING CENTERS	V620	915.7			915.7								
DOWNTOWN MERCHANTS ASSN	V620	257.2			1.0					256.2			
DUTY FREE SHOPPING CTR	V620	1,244.6	18.0					1,226.6					
EASTWOOD MALL SHPNG CTR	V620	277.2						35.8		241.4			
FACTORY/FRNKLN SHPNG ML	V620	255.4			255.4								
FASHION SHOW MALL	V620	282.4						281.6		0.8			
FESTIVAL FLEA MKT MALL	V620	407.6			63.9					343.7			
FURNITURE ROW SHPNG CTR	V620	18,677.3			4,064.6					14,612.7			
GALLERIA/DALLAS SHOP CTR	V620	281.0	154.8		108.6			17.6					
GARDENS MALL	V620	295.4			63.3			130.4		101.7			
GILROY PREMIUM OUTLETS	V620	497.0			249.6			67.1					180.3
GM RENAISSANCE CENTER	V620	743.8			743.8								
GRAND CENTRAL MALL	V620	566.4	452.0	114.4									
HILLSDALE SHOPPING CTR	V620	320.5			157.6			34.3		128.6			
KINGS PLAZA SHOPPING CTR	V620	293.0			293.0								
KROGER SHOPPING CENTER	V620	259.5			259.5								
LAS VEGAS PREMIUM OTLTS	V620	486.5						442.5					44.0
LEESBURG CORNER PRM OTLT	V620	611.6	27.7		268.7					315.1			
MACERICH SHOPPING MALLS	V620	427.0			9.7			417.3					
MALL AT SHORT HILLS	V620	305.9		27.4				97.6		180.8			
MALL OF AMERICA	V620	2,460.3	299.8		1,660.9			168.4		327.2			4.1
MALL OF GEORGIA	V620	342.5			342.2					0.3			
MATTRESS MALL STORE &MEGA MTRS STR	V620	946.5			946.5								
MIRACLE MILE MALL	V620	372.3	337.4		34.9								
MIRACLE MILE SHOPPING CN	V620	666.1						666.1					
NORTH PARK CENTER MALL	V620	2,651.9	2,649.6		2.3								
PHILADELPHIA PREM OTLTS	V620	412.1			150.6				184.7				76.8
PREMIUM OUTLET MALLS	V620	1,519.6	226.6	367.3	777.8			148.0					
PRIME OUTLETS	V620	3,212.0			768.2			1,041.2		1,402.7			
ROCKVALE OUTLETS LNCSTR	V620	270.9			5.9			51.8		213.3			
ROUND ROCK PREMIUM OUTLT	V620	287.5						70.4		79.3			137.8
SAN MARCOS OUTLET CENTER	V620	252.8	228.1										24.7
SEATTLE PREMIUM OTLT CTR	V620	302.5			31.6					173.5			97.5
SIMON MALLS	V620	1,209.5	372.7		439.4			131.1		266.4			
SOUTH COAST PLAZA MALL	V620	2,941.4	235.5	666.6	1,879.8			159.5					
TANGER OUTLET CENTERS	V620	2,081.6			610.8			810.3		660.5			
TRIPLETS SHOPPING CENTER	V620	613.8						31.3					582.5
WATERLOO PREMIUM OUTLETS	V620	273.5						47.9		202.5			23.2
WESTCOR SHOPPING CENTERS	V620	699.0	108.4		101.9					488.7			
WOODBURY COMMON PRM OTLT	V620	1,628.2	565.0	45.7	158.4	247.0				612.1			
WOODFIELD MALL	V620	521.6								521.6			
WORLD MARKET CENTER	V620	952.2						35.7					916.5

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
WRENTHAM VILLAGE PREM OT	V620	830.3			447.4		70.8		265.4				46.7
BJS WHOLESALE CLUB	V630	994.6			609.8	36.7	50.7						297.4
COSTCO WHOLESALE STORE	V630	328.3	45.4		282.9								
SAMS CLUB WHOLESALE CLUB	V630	25,761.6	7,778.8	7,956.2	3,586.9		232.8	515.2	97.5		2,580.3	2,853.5	160.5
SAMS WHOLESALE CLUB CP	V630	335.1	335.1										
AGA CORREA JEWELRY DR	V810	3,110.0	3,110.0										
ASHTON-DRAKE GALLERIES JEWELRY DR	V810	1,836.0	1,296.0	540.1									
ATHLETA APPAREL WOMEN DR	V810	270.3	86.2	184.1									
BLAIR APPAREL WOMEN DR	V810	3,724.7	2,345.6	1,379.2									
BOCHIC JEWELRY DR	V810	519.8		519.8									
BRADFORD EXCHANGE JEWELRY DR	V810	23,474.7	15,552.5	7,922.2									
BUXTON APPAREL WOMEN DR	V810	11,002.4						66.4	6.6	96.4	10,833.0		
CHADWICKS OF BOSTON APPAREL WOMEN DR	V810	585.3	579.1		6.2								
CHARLES TYRWHITT APPAREL MEN DR	V810	1,241.5	1,241.5										
COLDWATER CREEK APPAREL WOMEN DR	V810	62,139.7	61,499.2	640.5									
COLLECTIBLE AMERICA JEWELRY DR	V810	250.5		250.5									
CONCORDE COLLECTION JEWELRY DR	V810	1,671.5	1,625.0	46.5									
CUSTOMIZED GIRL APPAREL WOMEN DR	V810	321.0	321.0										
DANBURY MINT APPAREL WOMEN DR	V810	1,432.5		1,432.5									
DANBURY MINT JEWELRY DR	V810	13,519.7	6,225.5	7,294.2									
DIAMOND ESSENCE CO JEWELRY DR	V810	6,188.3		663.7	4,002.5	1,522.1							
DILLARDS APPAREL MEN DR	V810	4,898.6	240.0			4,658.6							
DIRECT SOURCE APPAREL MEN & WOMEN DR	V810	584.6	60.0	248.4	276.2								
DIRECT SOURCE APPAREL WOMEN DR	V810	533.7	441.7		92.1								
DREAM PDT'S APPAREL MEN & WOMEN DR	V810	1,834.5	955.1	879.4									
DREAM PDT'S APPAREL WOMEN DR	V810	3,753.3	1,859.7	1,801.6	92.1								
ELEBINI APPAREL CHILDREN DR	V810	316.8	316.8										
EMPIRE DIAMOND JEWELRY DR	V810	274.5										274.5	
FIRST STREET JEWELRY DR	V810	1,402.3	1,402.3										
GLAMOURMOM APPAREL WOMEN DR	V810	519.2	519.2										
GUCCI APPAREL WOMEN DR	V810	688.4	688.4										
HABAND CO APPAREL MEN DR	V810	2,387.3	74.8	2,312.5									
HABAND CO APPAREL WOMEN DR	V810	6,937.0	3,569.5	3,367.4									
INSPIRED SILVER JEWELRY DR	V810	1,240.2	1,240.2										
ISABELLA OLIVER APPAREL WOMEN DR	V810	265.2	192.9	72.3									
JOHN CHRISTIAN JEWELRY DR	V810	3,775.5	3,216.3		559.2								
KARATS & FACETS INC JEWELRY DR	V810	1,643.4			1,643.4								
LANE BRYANT INC APPAREL WOMEN DR	V810	1,646.8	1,297.6	349.2									
LAURA K DESIGNS JEWELRY DR	V810	563.6	359.9	119.2	84.5								
LENOX COLLECTIONS JEWELRY DR	V810	6,631.4	4,052.1	2,471.8	107.5								
LIMOGES COLLECTION JEWELRY DR	V810	1,580.3	1,182.1	398.1									
LL BEAN APPAREL MEN & WOMEN DR	V810	8,969.6	8,893.2	76.4									
LL BEAN APPAREL MEN DR	V810	881.0	881.0										
LL BEAN APPAREL WOMEN DR	V810	1,216.8	1,140.4	76.4									
MTM JEWELRY DR	V810	635.1	635.1										
NATIONAL CONSUMER MKTG JEWELRY DR	V810	3,444.7	362.4	3,082.3									
NEWPORT NEWS APPAREL WOMEN DR	V810	1,365.4	1,254.0	111.5									
NEXT TEN APPAREL WOMEN DR	V810	2,521.5	2,321.5	200.0									
NEXT TEN OPTICAL DR	V810	497.7	497.7										
ORBITA CORP JEWELRY DR	V810	349.1	349.1										
OTOMIX APPAREL WOMEN DR	V810	531.1	531.1										
PANTY OF THE MONTH APPAREL WOMEN DR	V810	294.1	294.1										
PARAGON APPAREL MEN DR	V810	257.2	54.4	122.0		80.7							
PAUL FREDRICK MENSTYLES APRIL M DR	V810	3,351.3	2,765.4	73.2	68.1	444.5			4.8	82.8	238.9		
Q-RAY IONIZED BRACELET JEWELRY DR	V810	326.5											
READER VALUES JEWELRY DR	V810	4,199.9		4,199.9									
ROYALTON COLLECTION JEWELRY DR	V810	3,020.1	281.2	2,738.9									
SAVE BY MAIL APPAREL MEN & WOMEN DR	V810	559.1		559.1									
SAVE BY MAIL APPAREL WOMEN DR	V810	261.5		261.5									
SPIEGEL APPAREL WOMEN DR	V810	2,706.2	2,706.2										
STAUER JEWELRY DR	V810	20,629.0	18,777.2	988.7	756.0	107.2							
STEINHAUSEN JEWELRY DR	V810	1,134.5	1,134.5										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TIMEPIECES INTL JEWELRY DR	V810	351.1	351.1										
US GOLD BUREAU JEWELRY DR	V810	296.7			296.7								
VANQUISH OPTICAL DR	V810	5,414.8	5,414.8										
WELLCONNECTED JEWELRY DR	V810	4,482.4	4,466.3	16.1									
WOMAN WITHIN APPAREL WOMEN DR	V810	2,101.2	2,101.2										
XEZO JEWELRY DR	V810	1,117.2	1,117.2										
ZIAMOND JEWELRY DR	V810	1,038.5	1,038.5										
ABS COMPUTER COMPUTER PDTS DR	V821	313.7	313.7										
BLUEHIPPO FUNDING COMPUTER PDTS DR	V821	27,514.9	240.1	1,088.0				2,018.4	5,549.5	18,618.9			
CARDSCAN HOME OFFICE EQUIP DR	V821	2,710.8	895.7		1,815.1								
CARDSCAN VAR SOFTWARE DR	V821	575.1								575.1			
CDW COMPUTER CTR INC CMPTR PDTS DR	V821	25,874.2	15,431.3		10,442.9			211.4		4,372.2			42.1
CIRCUIT COUNTRY COMPUTER PDTS DR	V821	4,625.7											
COMPUSA COMPUTER PDTS DR	V821	568.7			568.7								
COMPUSA DIRECT COMPUTER PDTS DR	V821	767.9			767.9								
COMPUTACION/BARRERAS VAR SOFTWARE DR	V821	5,689.4						702.2		4,987.2			
CYBERPOWER COMPUTER PDTS DR	V821	2,032.8	2,032.8										
DELL DIMENSION&INSPIRON CMPTR PDT DR	V821	60,651.1		57,360.2	2,434.6	856.3							
DELL INSPIRON COMPUTER PDTS DR	V821	120,790.1	16,943.2	57,082.1		311.5		16,741.2	328.6	3,438.6	25,944.8		
DELL LATITUDE COMPUTER PDTS DR	V821	3,348.6	3,348.6										
DELL LATITUDE&OPTIPLEX CMPTR PDTS DR	V821	1,068.5	1,068.5										
DELL OPTIPLEX COMPUTER PDTS DR	V821	385.6	385.6										
DELL POWEREDGE COMPUTER PDTS DR	V821	3,819.6	2,203.2		144.4	530.2		922.2	0.1		19.5		
DELL POWEREDGE&VOSTRO CMPTR PDTS DR	V821	3,946.4			2,196.4	1,750.0							
DELL POWERVAULT&VOSTRO CMPTR PDTS DR	V821	267.7				267.7							
DELL PRECISION COMPUTER PDTS DR	V821	708.1	708.1										
DELL VAR COMPUTERS COMPUTER PDTS DR	V821	119,485.2	3,318.4		69,380.8	28,983.5	520.5	5,015.4	1,351.0		10,684.0		231.5
DELL VOSTRO COMPUTER PDTS DR	V821	19,613.8	1,866.8		2,434.7	4,221.7		425.0	2,333.0		8,332.5		
FINANCING ALTERNATIVES CMPTR PDTS DR	V821	51,628.4	14,272.9			1,551.4		18,270.1	23.9	1,052.6	16,457.5		
FIRST STREET HOME OFFICE EQUIP DR	V821	1,671.1						46.8	697.6	926.7			
GATEWAY S SERIES COMPUTER PDTS DR	V821	32,319.0	15,844.4	16,383.6		90.9							
GUARANTEED CON FUNDING CMPTR PDTS DR	V821	261.3	261.3										
HELP ME TO BUY COMPUTER PDTS DR	V821	3,925.6						611.6	281.2	3,032.9			
HP COMPUTER PDTS DR	V821	2,219.0						65.1	48.8	2,085.0	20.1		
HP PAVILION COMPUTER PDTS DR	V821	7,279.2			3,817.3			447.1			3,014.9		
HP PAVILION SLIMLINE CMPTR PDTS DR	V821	43,823.6		9,509.8	32.4		351.3	372.4	15.3	33,542.3			
HP VAR COMPUTERS COMPUTER PDTS DR	V821	1,555.5					956.2	0.3		599.0			
IBM SYSTEM X COMPUTER PDTS DR	V821	33,824.8	733.8	16,282.9			96.4	1,734.9	1,020.7	13,956.2			
IBM VAR COMPUTERS COMPUTER PDTS DR	V821	587.9	587.9										
INSIGHT ENTERPRISES COMPUTER PDTS DR	V821	526.1				526.1							
ION TECHNOLOGIES COMPUTER PDTS DR	V821	1,064.8	1,064.8										
METASTOCK CORP VAR SOFTWARE DR	V821	759.4							759.4				
mighty key VAR SOFTWARE DR	V821	614.4								614.4			
MONEUAL LAB COMPUTER PDTS DR	V821	277.1								277.1			
MOUNTAINCOW VAR SOFTWARE DR	V821	627.3	627.3										
NOTION MUSIC VAR SOFTWARE DR	V821	288.0	288.0										
NUANCE SOFTWARE DR	V821	679.6	679.6										
PRESTO HOME OFFICE EQUIP DR	V821	904.6							904.6				
PUNCH VAR SOFTWARE DR	V821	2,651.5	75.7	1,090.3				3.0		1,482.5			
ROSETTA STONE VAR SOFTWARE DR	V821	1,078.2						145.8	122.6	809.8			
VIDEO PROFESSOR VAR SOFTWARE DR	V821	141,698.3	22,892.0	1,693.2	1,560.1		278.9	107.8	5,410.4	109,743.4	12.4		
401K MAGIC VAR BOOKS DR	V823	23,221.8					492.2	763.7	753.7	21,212.1			
ALPHA PUBLISHING HOUSE VAR BOOKS DR	V823	412.4			412.4								
AMERICAN FAMILY VAR BOOKS DR	V823	584.7	508.8	75.9									
AMERICAN PROFILE MAG VAR BOOKS DR	V823	1,316.0		1,316.0									
ARCHITECTS & DESIGNERS BOOK CLUBS DR	V823	3,684.5		3,684.5									
BARRONS MAGAZINE SUBS DR	V823	1,012.7	1,012.7										
BILLY GRAHAM VAR BOOKS DR	V823	2,004.3	538.2					50.3		1,415.8			
BLACK EXPRESSIONS BOOK CLUB DR	V823	1,335.4						1,335.4					
BON APPETIT MAGAZINE VAR BOOKS DR	V823	2,602.4	2,602.4										
BOOK-OF-THE-MONTH CLUB DR	V823	409.6	409.6				41.1						
	V823	371.8	330.7										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
BOSTON GLOBE NEWSPAPER SUBS DR	V823	315.9							315.9				
CAR & DRIVER MAG VAR BOOKS DR	V823	685.8	685.8										
CHILDRENS BOOK/MONTH CLB DR	V823	408.1	408.1										
CONDE NAST JOHANSENS VAR BOOKS DR	V823	616.0	616.0										
COSMOPOLITAN MAGAZINE SUBS DR	V823	1,203.6							934.5		269.1		
COUNTRY LIVING MAG VAR BOOKS DR	V823	387.9	387.9										
CROSSINGS BOOK CLUB DR	V823	351.9	351.9										
CYCLE WORLD MAG VAR BOOKS DR	V823	266.3	266.3										
DAEDALUS VAR BOOKS DR	V823	458.9	458.9										
DISCOVERY CHANNEL BOOK CLUB DR	V823	345.1	345.1										
DOUBLEDAY BOOK CLUB DR	V823	20,265.1	19,814.5	375.2		75.4							
DOUBLEDAY LARGE PRINT VAR BOOKS DR	V823	12,593.1	11,639.1	954.0									
EASTON PRESS VAR BOOKS DR	V823	747.8	661.3	82.5	4.0								
EBONY MAGAZINE VAR BOOKS DR	V823	530.0	530.0										
ECONOMIST PUBLICATIONS SUBS DR	V823	555.1								555.1			
ENTREPRENEUR MAGAZINE VAR BOOKS DR	V823	2,505.6	2,505.6										
ESPN MAGAZINE SUBS DR	V823	2,292.8							586.2		1,706.6		
FAR EASTERN ECONOMIC RVW SUBS DR	V823	291.5				291.5							
FC&A VAR BOOKS DR	V823	723.5	13.6	709.9									
FISHER INVESTMENTS INC VAR BOOKS DR	V823	6,792.5	63.9	142.6	305.8	5,571.8				708.4			
FIX YOUR MARRIAGE BOOK CLUB DR	V823	479.0			479.0								
FOLIO SOCIETY BOOK CLUB DR	V823	353.7	148.1			205.7							
FORBES STOCK MKT COURSE VAR BOOKS DR	V823	348.3	348.3										
FRONTSIGHT SUBS DR	V823	321.3								321.3			
GOOD HOUSEKEEPING MAG SUBS DR	V823	674.9		674.9									
GOOD NEWS PUB HOUSE VAR BOOKS DR	V823	428.7				428.7							
GOURMET MAGAZINE VAR BOOKS DR	V823	326.3	326.3										
GUIDEPOSTS MAGAZINE VAR BOOKS DR	V823	1,173.1	1,173.1										
HISTORY BOOK CLUB DR	V823	480.1	411.0			69.1							
IDEALS PUBLICATIONS VAR BOOKS DR	V823	502.8	502.8										
IN STYLE MAGAZINE VAR BOOKS DR	V823	2,944.4	2,944.4										
INTL MASTER PUBLISHERS VAR BOOKS DR	V823	722.3	722.3										
INVESTORS BUSINESS DAILY SUBS DR	V823	2,622.5							2,622.5				
JAMES DIRECT INC VAR BOOKS DR	V823	2,148.0	131.3	2,016.8									
JET MAGAZINE PRINTED PDTS DR	V823	827.4	827.4										
JEWS FOR JESUS VAR BOOKS DR	V823	550.3			420.4	129.9							
JOHNSON PUBLISHING CO VAR BOOKS DR	V823	1,533.4	1,533.4										
KIPLINGERS BFLS MKT ALRT SUBS DR	V823	297.6	297.6										
KIPLINGERS RTRMNT RPRT SUBS DR	V823	268.7	268.7										
LEADER CO INC VAR BOOKS DR	V823	11,786.3	207.6	11,334.4	244.3								
LIFE MAGAZINE VAR BOOKS DR	V823	543.3	175.3	368.0									
LINDAL CEDAR VAR BOOKS DR	V823	1,102.0	387.8	714.2									
LINGUALITYS FRENCH BOOK CLUB DR	V823	532.9	113.2		197.6	222.1							
LIONHEART PRESS VAR BOOKS DR	V823	306.5		306.5									
LITERARY GUILD/AMER INC VAR BOOKS DR	V823	6,435.1	6,435.1										
LITTLE BROWN & CO VAR BOOKS DR	V823	317.8	307.6		10.2								
LOG HOME LIVING MAGAZINE SUBS DR	V823	858.2								858.2			
MATTHEW LESKO VAR BOOKS DR	V823	5,263.8			4.1				38.1	8.9	5,212.8		
MENS HEALTH MAGAZINE VAR BOOKS DR	V823	298.3	298.3										
MOSAIICO BOOK CLUB DR	V823	1,513.6	1,513.6										
MYSTERY GUILD BOOK CLUB DR	V823	15,535.6	9,062.5	6,349.7		123.4							
NATION MAGAZINE SUBS DR	V823	770.9									738.5	32.4	
NATIONAL GEOGRAPHIC MAG SUBS DR	V823	324.0							206.5		117.5		
NATIONAL REVIEW INC MAG SUBS DR	V823	1,773.3									1,773.3		
NEW YORK TIMES NEWSPAPER SUBS DR	V823	11,337.5							25.2	1,996.5	1,205.5	8,110.3	
NICK JR MAGAZINE VAR BOOKS DR	V823	262.5	262.5										
NICKELODEON MAGAZINE SUBS DR	V823	931.0									931.0		
NUTRAMEDIA VAR BOOKS DR	V823	454.0	454.0										
O THE OPRAH MAGAZINE SUBS DR	V823	295.3		295.3									
OUR DAILY BREAD MAG SUBS DR	V823	945.0								936.2	8.8		
OXMOOR HOUSE VAR BOOKS DR	V823	2,992.6	2,992.6										
PEOPLE MAGAZINE VAR BOOKS DR	V823	253.6	253.6										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
RACER MAGAZINE SUBS DR	V823	323.5									323.5		
REAL SIMPLE MAGAZINE VAR BOOKS DR	V823	1,393.6	1,393.6										
RODALE PRESS VAR BOOKS DR	V823	1,007.7	1,007.7										
ROTMAN MAGAZINE SUBS DR	V823	842.8	842.8										
SAMARITANS PURSE VAR BOOKS DR	V823	477.4							460.0	17.4			
SCHOLASTIC CORP VAR BOOKS DR	V823	1,915.1	816.1	1,099.0									
SCIENTIFIC AMERICAN BOOK CLUB DR	V823	2,265.3	2,265.3										
SELECCIONES MAGAZINE SUBS DR	V823	2,001.5							502.3		1,499.2		
SHAPE MAGAZINE VAR BOOKS DR	V823	1,363.9	1,363.9										
SOUNDVIEW EXEC BK SMRS VAR BOOKS DR	V823	1,276.4	213.8		52.4	1,010.1							
SOUTHERN LIVING MAG VAR BOOKS DR	V823	345.2	345.2										
SPORTING NEWS VAR BOOKS DR	V823	382.0	382.0										
SPORTS ILLUSTRATED MAG SUBS DR	V823	11,173.7							242.9		10,930.7		
SPORTS ILLUSTRATED MAG VAR BOOKS DR	V823	4,155.8	4,155.8										
SPORTS PUBLISHING VAR BOOKS DR	V823	583.6		583.6									
STEPHENS PRESS VAR BOOKS DR	V823	3,673.3		3,673.3									
TIME MAGAZINE SUBS DR	V823	366.2		366.2									
TIME WARNER INC VAR BOOKS DR	V823	687.8	687.8										
TRADEWINS PUBLISHING VAR BOOKS DR	V823	691.4			691.4								
TRAFFORD PUBLISHING CO VAR BOOKS DR	V823	641.9	641.9										
TU DINERO MAGAZINE SUBS DR	V823	330.5							234.8		95.7		
TV GUIDE MAGAZINE SUBS DR	V823	1,137.0		13.8					53.0	57.4	1,012.8		
TV Y NOVELAS MAGAZINE SUBS DR	V823	2,034.9							1,176.8		858.1		
UNDERSTANDING RLTNSHPS VAR BOOKS DR	V823	460.4	460.4										
URBAN BOOKS VAR BOOKS DR	V823	779.2	779.2										
US NEWS&WORLD REPORT VAR BOOKS DR	V823	2,015.8	2,015.8										
VALUE LINE INVSTMNT SRVY SUBS DR	V823	1,083.7	1,083.7										
VANIDADES MAGAZINE SUBS DR	V823	1,396.2							1,014.9		381.3		
VANTAGE PRESS BOOKLET VAR BOOKS DR	V823	397.0							10.8		386.2		
VOICE OF MARTYRS VAR BOOKS DR	V823	773.1	773.1										
VOICE/MARTYRS NEWSLETTER SUBS DR	V823	2,499.5	2,499.5										
WALL ST JOURNAL SUBS DR	V823	1,289.4	1,289.4										
WASHINGTON POST NWSPR SUBS DR	V823	429.8							429.8				
WEEKLY STANDARD SUBS DR	V823	5,054.4									5,054.4		
WEIGHT WATCHERS VAR BOOKS DR	V823	404.9	404.9										
WOMANS DAY MAG VAR BOOKS DR	V823	254.0	254.0										
WOOD WORKERS BOOK CLUB DR	V823	455.6	455.6										
ZOOBOOKS MAGAZINES SUBS DR	V823	12,885.5							0.7		12,884.8		
21ST CENTURY INSURANCE DR	V829	1,840.2							7.5		1,832.7		
730AUTO INSURANCE DR	V829	688.6							688.6				
AIG INSURANCE DR	V829	13,345.9							72.6	121.2	13,152.1		
AMERICAN DENTAL CARE INC INS DR	V829	505.8							505.8				
AMERICAN NATIONAL INSURANCE DR	V829	3,381.4							56.0	196.9	1,694.5	1,434.1	
AMERICAN STATIONERY CO PRNTD PDTS DR	V829	259.1	259.1										
AMERICAN WEDDING ALBUM PRNTD PDTS DR	V829	1,524.0	1,524.0										
ASSURANT HEALTH INSURANCE DR	V829	16,363.8							572.9		15,790.9		
BELL & HOWELL ELECT PDTS & EQUIP DR	V829	1,006.8									1,006.8		
BRADFORD EXCHANGE PRINTED PDTS DR	V829	436.6	436.6										
CAR & DRIVER MAG PRINTED PDTS DR	V829	291.7	291.7										
CHECKS IN THE MAIL PRINTED PDTS DR	V829	283.8	283.8										
CINERGY HEALTH INSURANCE DR	V829	9,094.1							155.4	1,737.5	1,165.2	6,036.0	
COLONIAL PENN INSURANCE DR	V829	82,830.2							9,594.5	3,539.7	2,941.6	66,754.4	
COMPLETE CHOICE PLANS INSURANCE DR	V829	462.3							17.8	3.4	427.7	13.4	
CREDIT ANSWERS PRINTED PDTS DR	V829	629.9								0.5		629.4	
DESIGNER CHECKS INC PRINTED PDTS DR	V829	438.6		438.6									
ENCORE DENTAL INSURANCE DR	V829	3,908.1	59.3							971.0	457.0	2,420.7	
GERBER LIFE GROW-UP PLAN INS DR	V829	38,877.5	2,313.8						988.0	859.2	283.3	34,432.3	0.9
GLOBE INSURANCE DR	V829	3,170.5		0.0					811.3	214.4	218.2	1,926.5	
GOLDEN MEMORIAL INSURANCE DR	V829	1,480.6								1,480.6			
GOLF DIGEST MAGAZINE PRINTED PDTS DR	V829	461.3	461.3										
HAYNES MANUALS PRINTED PDTS DR	V829	535.2	535.2										
HEALTH BENEFITS DIRECT INSURANCE DR	V829	1,260.9								342.9		918.0	

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
HEALTHMARKETS INSURANCE DR	V829	726.1						726.1					
HERITAGE PLAN INSURANCE DR	V829	5,590.3						1,139.8	371.4	4,079.1			
IMAGE CHECKS PRINTED PDTS DR	V829	276.2			276.2								
INSURANCE STORE INSURANCE DR	V829	2,041.0						83.6	37.9		1,919.4		
IPC PRINTED PDTS DR	V829	684.5	141.0	543.5									
JACK ARNOLD HMS/ELGNC PRNTD PDTS DR	V829	357.9	357.9										
JOHNSON PUBLISHING CO PRNTD PDTS DR	V829	678.8	678.8										
LONG-TERM CARE QUOTE INSURANCE DR	V829	1,514.9	1,247.2	267.6									
MAIL HANDLERS INSURANCE DR	V829	2,079.8						22.8	12.7	401.6	1,642.8		
MEGA LIFE & HEALTH INSURANCE DR	V829	1,720.6							51.3	74.4	1,594.9		
MENS HEALTH MAGAZINE PRINTED PDTS DR	V829	1,092.3	1,092.3										
MODERN POSTCARD PRINTED PDTS DR	V829	282.2	282.2										
MUTUAL OF OMAHA INSURANCE DR	V829	550.0				550.0							
MY LIL REMINDER ELECT PDTS & EQP DR	V829	4,054.0						903.4	69.6	65.4	3,015.5		
NATIONAL GEOGRAPHIC PRINTED PDTS DR	V829	1,406.2	1,406.2					103.8	143.3	219.2	1,333.8		
NEW YORKER MAGAZINE PRINTED PDTS DR	V829	2,563.5	2,563.5						7.6	419.1	15.2		
PEOPLES HEALTH PLAN INSURANCE DR	V829	440.6							440.6				
PHYSICIANS MUTUAL INS INSURANCE DR	V829	1,800.2								219.2	1,333.8		
PS FAMILY HEALTHCARE INSURANCE DR	V829	3,644.2	2,825.5	367.8	9.0					7.6	419.1	15.2	
QUALIFIED HEALTH INSURANCE DR	V829	520.2							439.0	81.2			
RECOVERY HMWNRS ASSOC INSURANCE DR	V829	2,306.0							60.0	43.6	2,202.4		
ROAD & TRACK MAGAZINE PRNTD PDTS DR	V829	498.4	498.4										
RUNNERS WORLD MAG PRINTED PDTS DR	V829	294.4	294.4										
S USA LIFE INSURANCE CO INSURANCE DR	V829	2,651.5						246.0	36.9	1,882.8	485.8		
SEGUROS SIN BARRERAS INSURANCE DR	V829	4,667.1							3,038.1		1,629.0		
SENIOR DIMENSIONS INSURANCE DR	V829	269.4							269.4				
SILVER CARE INSURANCE DR	V829	42,288.5							98.2		42,190.3		
SOUTHERN LIVING MAG PRINTED PDTS DR	V829	1,229.3	1,229.3										
SPORTS ILLUSTRATED MAG PRNTD PDTS DR	V829	802.4	802.4										
STANDARD MARKETING SVC INSURANCE DR	V829	823.1	823.1										
STONEBRIDGE LIFE INS CO INS DR	V829	8,127.7						826.0	729.3	2,201.2	4,371.2		
STYLES CHECK CO PRINTED PDTS DR	V829	1,330.2	1,054.0	276.2									
SUNSET MAGAZINE PRINTED PDTS DR	V829	485.8	485.8										
TAYLOR CORP PRINTED PDTS DR	V829	5,412.7	5,412.7										
TRIUNFANDO/LOS NEGOCIOS MISC DR	V829	2,095.9							8.6		2,087.3		
UNICARE INS CO INSURANCE DR	V829	988.4							988.4				
UNION BANKERS INS CO INSURANCE DR	V829	480.3							7.0		473.2		
UNINTRIN DIRECT INSURANCE DR	V829	13,250.4							1,400.8		11,849.6		
UNIVERSAL MEDIA SNDCT PRNTD PDTS DR	V829	1,265.9		1,265.9									
US NEWS&WORLD REPORT PRINTED PDTS DR	V829	465.8	465.8										
VALUE DENTAL PLAN INSURANCE DR	V829	2,981.7						100.0	8.4	2,873.3			
WALGREENS DRUG STORES ELECT PDTS/DR	V829	2,663.7									2,663.7		
WEIRD N WILD CREATURES PRNTD PDTS DR	V829	444.9	444.9										
WOMANS DAY MAG PRINTED PDTS DR	V829	468.3	468.3										
WOOD MAGAZINE PRINTED PDTS DR	V829	303.7	303.7										
WORLD RSRV MNTRY EXCHNG PRNTD/DR	V829	1,015.1		252.3	762.8								
ZAGAT SURVEY PRINTED PDTS DR	V829	303.2	303.2										
1-800 CONTACTS DRUGS/TOILETRIES DR	V830	32,037.8	360.7		51.9				212.4	6,535.0	23,427.7	1,450.1	
AARP PHARMACY SERVICES DRUGS/TOIL DR	V830	277.5	271.1						6.5				
ACCESS DIABETIC SUPPLY DRUGS/TOIL DR	V830	47,123.8	116.6					309.3	2,224.7	1,053.8	43,419.4		
ACCU-CHEK DRUGS/TOILETRIES DR	V830	1,122.0									1,122.0		
ACTIFADE DRUGS/TOILETRIES DR	V830	7,208.4	2,348.2	4,854.9					5.3				
AKAVAR 20/50 DRUGS/TOILETRIES DR	V830	18,198.8	11,416.8	6,781.9									
AKAVAR DRUGS/TOILETRIES DR	V830	2,729.9			50.3				197.3		2,482.3		
ALFA DRUGS/TOILETRIES DR	V830	1,551.4							1,551.4				
ALTERIL DRUGS/TOILETRIES DR	V830	576.6									576.6		
AM MED DIRECT DRUGS/TOILETRIES DR	V830	8,674.9						106.0	2,797.4	3,434.4	2,337.1		
AMATOKIN DRUGS/TOILETRIES DR	V830	2,817.9	2,474.8	343.1									
AMERICA DIRECTO DRUGS/TOILETRIES DR	V830	299.2							299.2				
AMERICAN BIOSCIENCES DRUGS/TOIL DR	V830	525.5	525.5										
AMERICAN MED SUPP DRUGS/TOIL DR	V830	286.0	286.0										
AMERICAN RESEARCH INST DRUGS/TOIL DR	V830	5,028.7		2,370.8	2,657.9								

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
AMIDREN DRUGS/TOILETRIES DR	V830	325.2									325.2		
APATRIM DRUGS/TOILETRIES DR	V830	689.3			689.3								
ARTHROMEDIX DRUGS/TOILETRIES DR	V830	371.5	371.5										
ASCENSA BREEZE DRUGS/TOILETRIES DR	V830	9,985.6							576.0	937.0	16.0	8,456.6	
ASPIRE 36 DRUGS/TOILETRIES DR	V830	475.6			243.5	232.1							
ASPIRE36 DRUGS/TOILETRIES DR	V830	3,300.5			3,300.5								
ATHENA INSTITUTE DRUGS/TOILETRIES DR	V830	489.6	489.6										
AVACOR DRUGS/TOILETRIES DR	V830	1,037.3		42.1					4.0	237.8	519.9	233.5	
BACK JOY DRUGS/TOILETRIES DR	V830	290.4	198.4	92.0									
BAREMINERALS DRUGS/TOILETRIES DR	V830	4,019.0							50.0	130.2	167.4	3,671.4	
BARMENSEN DRUGS/TOILETRIES DR	V830	612.7	612.7										
BARTON DRUGS/TOILETRIES DR	V830	408.9								408.9			
BASIC RESEARCH DRUGS/TOILETRIES DR	V830	15,379.2	14,047.2	1,332.0									
BEE-ALIVE INC DRUGS/TOILETRIES DR	V830	1,235.9	1,122.5	113.4									
BELL & HOWELL DRUGS/TOILETRIES DR	V830	3,248.6							12.0		3,236.6		
BELL LIFESTYLE PDT'S DRUGS/TOIL DR	V830	573.4	126.6		446.8								
BETTER WOMAN DRUGS/TOILETRIES DR	V830	1,046.9		538.2	462.1				3.0		43.5		
BETTERWOMAN DRUGS/TOILETRIES DR	V830	868.6			868.6								
BIE HEALTH DRUGS/TOILETRIES DR	V830	477.1	477.1										
BIOKOLINE USA DRUGS/TOILETRIES DR	V830	897.5	897.5										
BIOLOGIC SOLUTIONS DRUGS/TOIL DR	V830	4,496.0	588.8		3,675.4				0.0		231.7		
BIOTECH RESEARCH DRUGS/TOILETRIES DR	V830	31,437.4	109.3		30,473.9	854.3							
BLUE-EMU DRUGS/TOILETRIES DR	V830	620.4									620.4		
BONRO MEDICAL DRUGS/TOILETRIES DR	V830	1,032.3	388.5	617.5	26.3								
BOSLEY MEDICAL GROUP DRUGS/TOIL DR	V830	258.7	126.7			132.0							
BOSOM MAX DRUGS/TOILETRIES DR	V830	537.7							537.7				
BRAVA DRUGS/TOILETRIES DR	V830	440.3	439.9								0.4		
BREATHRX DRUGS/TOILETRIES DR	V830	619.2	225.2								394.0		
BSN DRUGS/TOILETRIES DR	V830	261.5	254.0				7.5						
CELA DRIN DRUGS/TOILTRIES DR	V830	525.9			525.9								
CELLULESS DRUGS/TOILETRIES DR	V830	276.2						276.2					
CHOLESTERBLOCK DRUGS/TOILETRIES DR	V830	428.9			427.4								1.4
CIGARREST DRUGS/TOILETRIES DR	V830	2,757.2						276.8	2,031.8	448.7			
CONAIR DRUGS/TOILETRIES DR	V830	677.6						18.1	53.6	605.9			
CONNECTION DRUGS/TOILETRIES DR	V830	610.4	610.4										
CONQUER HA DRUGS/TOILETRIES DR	V830	782.0			782.0								
CRE-C DRUGS/TOILETRIES DR	V830	302.4						302.4					
CREMA INT'L DRUGS/TOILETRIES DR	V830	2,527.7						2,527.7					
CUUR DRUGS/TOILETRIES DR	V830	397.1						30.0	1.6	261.2	104.3		
DELO ENTERPRISE DRUGS/TOILETRIES DR	V830	2,474.4		2,474.4									
DERMALASTYL DRUGS/TOILETRIES DR	V830	993.4	65.0		928.4								
DETOXYKALL DRUGS/TOILETRIES DR	V830	9,117.0	5,127.2	3,989.8									
DHC DRUGS/TOILETRIES DR	V830	411.3	411.3										
DIABETES CARE CLUB DRUGS/TOIL DR	V830	15,060.8						419.5	571.0	14,070.3			
DIABETIC CARE SERVICES DRUGS/TOIL DR	V830	286.0	286.0										
DIABETIC EXPERTS/AMER DRUGS/TOIL DR	V830	1,810.0					28.6				1,781.4		
DIABETIC SUPPLY/AMER DRUGS/TOIL DR	V830	258.3						0.1			258.2		
DIETA INT'L DRUGS/TOILETRIES DR	V830	1,344.0						1,344.0					
DISCOUNT DIABETIC DRUGS/TOIL DR	V830	4,681.2	526.9	4,060.8	93.6								
DR BLAINES DRUGS/TOILETRIES DR	V830	2,593.2						0.2			2,593.0		
DR FRANKS DRUGS/TOILETRIES DR	V830	16,448.1						51.2	628.0	217.6	15,551.3		
DR PACHECO NTRLMT DRUGS/TOIL DR	V830	9,049.6							9,049.6				
DREAM PDT'S DRUGS/TOILETRIES DR	V830	1,154.7	807.9	346.8		280.7							
DRS HEALTH PDT'S DRUGS/TOILETRIES DR	V830	5,665.9	4,272.0	1,393.9									
DYNAKOR PHARMACAL DRUGS/TOIL DR	V830	3,886.2							105.2		3,781.1		
EDGE PARK DRUGS/TOILETRIES DR	V830	46,500.3						33.3	196.1	514.0	45,756.9		
EMJOI DRUGS/TOILETRIES DR	V830	327.3							0.7	148.4	178.2		
EMPRESS HAIR CARE DRUGS/TOIL DR	V830	2,394.9							0.2		2,394.6		
EMSON INC DRUGS/TOILETRIES DR	V830	562.6		562.6									
ENCORE DRUGS/TOILETRIES DR	V830	917.2	60.0		857.2								
ENVOY HEALTH DRUGS/TOILETRIES DR	V830	136,862.2							6,764.3	7,003.4	123,094.5		
ENZYTE DRUGS/TOILETRIES DR	V830												

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
EPIL-STOP DRUGS/TOILETRIES DR	V830	1,662.8									1,662.8		
EQUIBAL INC DRUGS/TOILETRIES DR	V830	1,578.8	1,578.8										
EXTENZE DRUGS/TOILETRIES DR	V830	24,634.7	3,301.2						419.4	6,878.2	14,035.9		
FINISHING TOUCH DRUGS/TOILETRIES DR	V830	1,613.6						48.4	22.2		1,543.0		
FITNESS ONE DRUGS/TOILETRIES DR	V830	335.2	335.2										
FOCUS FACTOR DRUGS/TOILETRIES DR	V830	3,635.1						84.3	1,766.2	99.0	1,685.6		
FOLLICARE HAIR SPLMT DRUGS/TOIL DR	V830	1,021.0							305.3	10.6	705.1		
GENISPHERE DRUGS/TOILETRIES DR	V830	4,964.3	101.4	204.2	2,041.2					1.7		2,615.9	
GERO VITA LAB DRUGS/TOILETRIES DR	V830	326.8	51.3	275.5									
GNC LIVE WELL DRUGS/TOILETRIES DR	V830	459.7	437.2		22.5								
GPI DIRECT DRUGS/TOILETRIES DR	V830	255.1	255.1										
GREAT AMERICAN PDT'S CO DRUGS/TOIL DR	V830	880.9	74.1	54.9	752.0								
GUTHY-RENKER CORP DRUGS/TOIL DR	V830	27,103.8	25,377.5	1,692.7	33.6								
H57 HOODIA DRUGS/TOILETRIES DR	V830	1,888.1	452.6						221.9	88.6	928.2	196.9	
HAIRMAX DRUGS/TOILETRIES DR	V830	1,186.0		62.2	1,088.1	35.7							
HAIRMAX LASERCOMB DRUGS/TOIL DR	V830	955.7				955.7							
HDIS DRUGS/TOILETRIES DR	V830	2,087.5							5.8	23.2	2,058.5		
HEADACHE STAY GONE DRUGS/TOIL DR	V830	1,276.7	640.0			636.7							
HEARING HELP EXPRESS DRUGS/TOIL DR	V830	5,564.8	3,749.8	1,815.0									
HFR DRUGS/TOILETRIES DR	V830	369.0	369.0										
HOLLYWOOD HEALTH&BTY DRUGS/TOIL DR	V830	2,445.2	2,445.2										
HOME OXYGEN 2-U DRUGS/TOILETRIES DR	V830	4,351.0									4,351.0		
HOMEDICS DRUGS/TOILETRIES DR	V830	399.0							44.1		5.2	349.6	
HONGOSAN DRUGS/TOILETRIES DR	V830	444.9							380.5		64.5		
HOODIA DEX-L10 DRUGS/TOILETRIES DR	V830	320.9							8.1	4.4	308.5		
HOODIA PATCH DRUGS/TOILETRIES DR	V830	396.9		396.9									
HOODIA PRO DRUGS/TOILETRIES DR	V830	1,197.9	1,020.4		125.0				23.6			28.9	
HOVEROUND DRUGS/TOILETRIES DR	V830	50,809.6						7,597.4	930.0	25,067.3	17,215.0		
HYDROLYZE DRUGS/TOILETRIES DR	V830	525.5		525.5									
HYDROLYZE UNDR-EY TRTMNT DRUGS/TL DR	V830	533.1		497.3		35.7							
HYDROXATONE DRUGS/TOILETRIES DR	V830	3,643.6	613.9	2,749.6	49.5	230.6							
HYLEXIN DRUGS/TOILETRIES DR	V830	1,953.0	1,314.4		638.6								
ICELAND HEALTH OMEGA-3 DRGS/TLTRS DR	V830	8,808.5	332.9		6,609.7	42.7		452.0	23.8	1,008.0	339.4		
ICELAND HLTH JNT RLF FRM DRGGS/TL DR	V830	3,534.8	573.4		2,909.4				9.2		42.8		
IMMUDERM DRUGS/TOILETRIES DR	V830	1,026.7	60.0			966.7							
IMMUNOCORP DRUGS/TOILETRIES DR	V830	873.4	60.0	229.6	583.7								
INFINITY DRUGS/TOILETRIES DR	V830	27,851.6						105.2	223.0	27,523.4			
INFINITY RAZOR DRUGS/TOILETRIES DR	V830	1,038.3						0.0	17.2	1,021.0			
INFLAME AWAY CELADRIN DRUGS/TOIL DR	V830	333.5			333.5								
INNOV PDT'S DRUGS/TOILETRIES DR	V830	804.2		804.2									
INOV PDT'S DRUGS/TOILETRIES DR	V830	570.1		570.1									
INTERCEUTICALS DRUGS/TOILETRIES DR	V830	347.2			347.2								
JOINT FLEX DRUGS/TOILETRIES DR	V830	6,115.7			6,115.7								
KINOKI DRUGS/TOILETRIES DR	V830	2,419.2						39.7		2,379.5			
LEADER HEALTH PUBLISHERS DRUGS/TL DR	V830	452.5			452.5								
LENS DRX DRUGS/TOILETRIES DR	V830	9,420.1						19.2	322.4	834.8	8,243.7		
LEPTOPRIL DRUGS/TOILETRIES DR	V830	1,408.7							44.4		320.4	1,043.9	
LEPTOPRIN DRUGS/TOILETRIES DR	V830	456.2							2.9	38.2	415.1		
LESSTEROL DRUGS/TOILETRIES DR	V830	576.0	140.4	404.9	30.7								
LEXINGTON INTL DRUGS/TOILETRIES DR	V830	289.3			217.0	72.3							
LIBERATOR MEDICAL SUPP DRUGS/TOIL DR	V830	917.8	367.3						12.4		538.1		
LIBERTY MEDICAL SUPPLY DRUGS/TOIL DR	V830	97,315.9	6,249.7	2,623.1	308.0			13,614.3	5,201.3	20,961.4	48,358.1		
LIBITROL DRUGS/TOILETRIES DR	V830	1,476.0	935.9		36.3	503.8							
LIFE EXTENSION DRUGS/TOILETRIES DR	V830	486.5	124.1		9.8						352.6		
LIFESTYLE LIFT DRUGS/TOILETRIES DR	V830	6,846.1							6,846.1				
LIPOZENE DRUGS/TOILETRIES DR	V830	26,948.6	108.9					2,418.0	869.5	2,753.4	20,798.8		
LUMEDIA DRUGS/TOILETRIES DR	V830	5,014.1	3,622.1	1,392.0									
LUXIS INTL DRUGS/TOILETRIES DR	V830	1,100.8	574.4	365.0		161.4							
MAGNA-RX DRUGS/TOILETRIES DR	V830	3,984.2	3,636.5	347.8									
MAGNIFILIFE DRUGS/TOILETRIES DR	V830	479.4		479.4									
MAJESTIC DRUG CO DRUGS/TOILETRIES DR	V830	561.2	561.2										
MAJORS MEDICAL SUPPLY DRUGS/TOIL DR	V830	281.0							281.0				

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MASTER FORMULA DRUGS/TOILETRIES DR	V830	422.8	422.5						0.3				
MAXODERM DRUGS/TOILETRIES DR	V830	34,116.3	5,121.6	974.7	3,265.4	341.6		4,641.0	225.0	2,947.1	16,599.8		
MD BRACELET DRUGS/TOILETRIES DR	V830	979.8							0.7		979.0		
MED 4 HOME DRUGS/TOILETRIES DR	V830	19,396.3	29.2					4,137.4	515.4	8,875.7	5,838.6		
MEDICOOL INC DRUGS/TOILETRIES DR	V830	346.5	346.5										
MEDIFAST DIRECT DRUGS/TOILETRIES DR	V830	32,672.1	29,971.1						33.4	112.6	2,549.0	6.0	
MEDTRONIC DRUGS/TOILETRIES DR	V830	290.4			126.5	142.9	21.0						
MEMO PROVE DRUGS/TOILETRIES DR	V830	1,492.9			1,377.2				19.9		95.9		
MICRO TOUCH DRUGS/TOILETRIES DR	V830	844.7						290.1	23.7	38.8	492.2		
MIRTA DE PERALES DRUGS/TOILETRIES DR	V830	414.9							414.9				
MOBILITY PDT'S UNLTD DRUGS/TOIL DR	V830	66,144.6						877.5	1,212.2	4,578.2	59,476.6		
NADS DRUGS/TOILETRIES DR	V830	579.6									579.6		
NATURAL POWER DRUGS/TOILETRIES DR	V830	516.2							516.2				
NATURAL RELIEF FOR WOMEN DRGS/TL DR	V830	325.4							9.3	122.2	193.8		
NATURE MADE DRUGS/TOILETRIES DR	V830	17,376.7						211.4	40.5	1,468.2	15,656.5		
NATURES CURE DRUGS/TOILETRIES DR	V830	7,081.4							2.7	176.1	6,902.5		
NATURES PEARL DRUGS/TOILETRIES DR	V830	486.6	486.6										
NATURES PHARMACY INC DRUGS/TOIL DR	V830	1,040.6			1,040.6								
NATURES RESOURCE DRUGS/TOILETRIES DR	V830	1,186.7									1,186.7		
NURIGENE DRUGS/TOILETRIES DR	V830	325.5	325.5										
NUTRAORIGIN DRUGS/TOILETRIES DR	V830	583.9	583.9										
NUTREX INC DRUGS/TOILETRIES DR	V830	714.5	714.5										
NUTRISYSTEM INC DRUGS/TOILETRIES DR	V830	250,736.6	45,354.5	76,261.1	336.7	132.0		2,691.7	1,377.3	1,136.6	122,296.7	1,150.0	
NUTRITIONAL SCNC LAB DRUGS/TOIL DR	V830	440.9	440.9										
ONETOUCH ULTRA 2 DRUGS/TOILETRIES DR	V830	7,270.3						2,636.4	11.8	295.1	4,327.1		
ONETOUCH ULTRAMINI DRUGS/TOIL DR	V830	22,903.9						5,443.3	346.6	1,248.5	15,865.5		
OSTEO-BI-FLEX DRUGS/TOILETRIES DR	V830	16,664.6							13.5	125.2	16,525.9		
OWEN BEYER USA DRUGS/TOILETRIES DR	V830	666.9	686.9										
PARAVOL DRUGS/TOILETRIES DR	V830	2,988.0			2,661.2	326.8							
PATENTHEALTH LLC DRUGS/TOILETRIES DR	V830	2,418.9			2,418.9								
PATENTHEALTH TRGSMN DRUGS/TOIL DR	V830	1,375.9			1,375.9								
PATENTLEAN DRUGS/TOILETRIES DR	V830	727.6			727.6								
PAULA YOUNG WIGS DRUGS/TOIL DR	V830	1,733.7	1,545.2	188.6									
PHILIPS LIFELINE DRUGS/TOILETRIES DR	V830	9,680.1							111.3		9,568.9		
PHYSICIANS CHOICE DRUGS/TOIL DR	V830	748.4	86.3	31.7	630.5								
POTENCY PDT'S DRUGS/TOILETRIES DR	V830	469.3							469.3				
POTENNIX ALL NAT SPLMT DRUGS/TL DR	V830	2,267.9			2,267.9								
POTENSEX DRUGS/TOILETRIES DR	V830	1,854.5							1,854.5				
PRO PLUS MEDICAL DRUGS/TOILETRIES DR	V830	1,499.5	1,499.5										
PROACTIV DRUGS/TOILETRIES DR	V830	146,514.6	140.3					21,545.2	21,576.5	22,763.8	80,407.0	81.7	
PROCEDE DRUGS/TOILETRIES DR	V830	3,705.9							24.1		3,681.8		
PROCYCLON DRUGS/TOILETRIES DR	V830	2,443.8			2,226.4	217.4							
PROFRESH BREATHCARE SYS DRGS/TOIL DR	V830	252.3	245.6		6.7								
PROSTALEX PLUS DRUGS/TOILETRIES DR	V830	4,955.4		33.5	4,921.9								
PSORINOL 3 DRUGS/TOILETRIES DR	V830	374.1			374.1								
PURANOL DRUGS/TOILETRIES DR	V830	6,938.0	4,573.6	2,187.6	124.8	52.0							
PUR-HOODIA PLUS DRUGS/TOILETRIES DR	V830	7,705.6	5,304.7	2,241.2	39.9	119.9							
PURITANS PRIDE INC DRUGS/TOIL DR	V830	2,734.8		285.1					95.8	28.8	2,325.1		
QVC DRUGS/TOILETRIES DR	V830	870.9	870.9										
REGENCY LABS DRUGS/TOILETRIES DR	V830	252.8	252.8										
RELACORE DRUGS/TOILETRIES DR	V830	15,166.1							641.4	8,018.2	6,506.5		
REMOVYL DRUGS/TOILETRIES DR	V830	1,383.3	1,383.3										
RESPERATE DRUGS/TOILETRIES DR	V830	789.4	429.9	175.7	154.1	29.7							
RESTAID DRUGS/TOILETRIES DR	V830	1,101.6	119.4	796.6		185.6							
REUMATOL DRUGS/TOILETRIES DR	V830	501.6							501.6				
RIGHT SIZE DRUGS/TOILETRIES DR	V830	590.0	163.3						224.6		202.1		
RX PRESCRIPTION SLTN DRUGS/TOIL DR	V830	433.8	271.3	162.5									
SAUNA TWIN DRUGS/TOILETRIES DR	V830	728.9						728.9					
SAVE A BLADE DRUGS/TOILETRIES DR	V830	335.1									335.1		
SCALPMED DRUGS/TOILETRIES DR	V830	8,046.4							24.5	48.8	7,973.1		
SCHIFF NUTRITIONAL PDT'S DRGS/TOIL DR	V830	2,393.4							219.6		2,173.9		
SCOOTER STORE DRUGS/TOILETRIES DR	V830	138,478.4				1,209.3		8,591.2	2,940.8	13,219.3	112,517.7		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SCOOTERS AMERICA DRUGS/TOILETRIES DR	V830	358.8							358.8				
SCUNCI DRUGS/TOIL DR	V830	1,193.4									1,193.4		
SDI-LABS DRUGS/TOILETRIES DR	V830	876.4	876.4										
SHEER COVER DRUGS/TOILETRIES DR	V830	6,066.3	228.9					1,258.0	28.1	846.8	3,704.4		
SKIN ZINC DRUGS/TOILETRIES DR	V830	817.8	125.5	674.0					2.7		13.7	1.9	
SKINZINC DRUGS/TOILETRIES DR	V830	890.2	121.2	745.5	23.5								
SKINZIUM DRUGS/TOILETRIES DR	V830	556.7	353.1	194.0	9.6								
SONIC DRUGS/TOILETRIES DR	V830	557.8							2.9		554.9		
SORAVI DRUGS/TOILETRIES DR	V830	1,959.9	1,046.1	899.2	14.5								
SOVAGE DERMALOGIC LAB DRUGS/TOIL DR	V830	2,290.3	2,290.3						70.4	74.2	150.8	3,261.9	
SPIN SPA DRUGS/TOILETRIES DR	V830	3,557.3								6.2		342.1	
SPLINTEK DRUGS/TOILETRIES DR	V830	3,396.6	3,396.6										
STA-TIGHT ANTI-AGING SRM DRG/TOIL DR	V830	435.3			87.0								
STRESS ERASER DRUGS/TOILETRIES DR	V830	2,993.7	1,946.0	830.3		217.4							
STRESSERASER DRUGS/TOILETRIES DR	V830	4,397.1	3,773.8	522.5	20.1	80.7							
STRIVECTIN-HS DRUGS/TOILETRIES DR	V830	5,578.0	2,167.0	3,370.4	40.5								
STRIVECTIN-SD DRUGS/TOILETRIES DR	V830	292.1									292.1		
SUPER VIGOR DRUGS/TOILETRIES DR	V830	664.8							664.8				
TELEBRANDS DRUGS/TOILETRIES DR	V830	4,559.0							29.7	477.8	4,051.6		
THERAPAIN PLUS DRUGS/TOILETRIES DR	V830	252.2	252.2										
ATHERMACLEAR DRUGS/TOILETRIES DR	V830	636.1							39.6	25.4	571.1		
TOPAMAX DRUGS/TOILETRIES DR	V830	680.9	680.9										
TRIGOSAMINE DRUGS/TOILETRIES DR	V830	2,639.4		2,639.4									
TRIPEPTINON ANT-AGING SRM DRGS/TL DR	V830	1,022.5			1,022.5								
TRIVITA DRUGS/TOILETRIES DR	V830	359.2							2.9		356.3		
TWEEZE DRUGS/TOILETRIES DR	V830	1,844.5							3.9		1,840.5		
UNIVERSITY MEDICAL DRUGS/TOIL DR	V830	676.2	676.2										
VAZOMYNE DRUGS/TOILETRIES DR	V830	827.2	73.7		548.9				41.3	25.2	138.1		
VERVAREX DRUGS/TOILETRIES DR	V830	513.2			513.2								
VIAPREN STRIPS DRUGS/TOILETRIES DR	V830	10,290.7			9,898.6	392.1							
VISION TEL COMM LLC DRUGS/TOIL DR	V830	1,056.4				1,056.4							
VIVAXA DRUGS/TOILETRIES DR	V830	5,512.5	2,895.7						64.0	13.7	271.6	2,267.5	
VYTALIN DRUGS/TOILETRIES DR	V830	4,226.5		34.9	3,883.5	308.2							
VYTALIS DRUGS/TOILETRIES DR	V830	929.9			759.1	170.8							
WALGREENS DRUG STORES DRUGS/TOIL DR	V830	2,496.5									2,496.5		
WELLESSE DRUGS/TOILETRIES DR	V830	653.7							4.2		649.5		
WYLD DRUGS/TOILETRIES DR	V830	453.0									453.0		
XOMAX DRUGS/TOILETRIES DR	V830	3,766.0	3,766.0										
ZENCORE TABS DRUGS/TOILETRIES DR	V830	3,973.6			2,683.8	1,285.9					3.9		
ZENO ACNE CLEARING DVC DRUGS/TOIL DR	V830	288.3	205.2						58.0		25.1		
ZYREXIN DRUGS/TOILETRIES DR	V830	6,010.3	2,764.6		2,569.5	676.2							
4 SEASONS WINE BEVERAGES DR	V840	1,255.5	1,166.6	88.9									
BOCAJAVA.COM STORE BEVERAGE DR	V840	1,659.6									36.2	1,623.4	
CHEFS DIET FOOD DR	V840	320.4							320.4				
COLLIN STREET BAKERY FOOD DR	V840	754.7		379.8	13.7	361.1							
CUSHMAN FRUIT CO FOOD DR	V840	836.2	48.6	381.8	405.8								
DALE & THOMAS POPCORN FOOD DR	V840	2,867.0	123.4		15.9				45.8	20.5	396.2	2,265.3	
DANCING DEER BAKING CO FOOD DR	V840	493.6		387.7	39.9	66.0							
DELIGHTFUL DELIVERIES FOOD DR	V840	287.3	17.5		162.6	107.2							
DOCTORS CHOCOLATE FOOD DR	V840	569.6	569.6										
EDIBLE ARRANGEMENTS FOOD DR	V840	2,963.1	2,663.0		5.0					295.0			
EDIETS EXPRESS FOOD DR	V840	1,066.7	699.0	367.7									
FRS BEVERAGE DR	V840	1,007.8									1,007.8		
GEVALIA KAFFE BEVERAGE DR	V840	7,190.0	6,542.3	642.8						4.9			
GREGORYS GROVES FARM FOOD DR	V840	789.9	32.0	92.0	665.8								
HARRINGTONS OF VT FOOD DR	V840	801.0	39.0	245.5	388.4	128.1							
HEARST RANCH FOOD DR	V840	475.8	440.9		34.9								
HOME BISTRO FOOD DR	V840	1,072.4	239.7	119.2		713.4							
ILLYCAFFE ESPRESSO USA BEVERAGE DR	V840	1,771.1	557.7	1,213.4									
IN THE ZONE DELIVERY FOOD DR	V840	301.4				301.4							
LOBSTER GRAM FOOD DR	V840	948.5								0.1	5.4	546.8	396.2
OMAHA STEAKS INTL FOOD DR	V840	7,016.4	2,520.3	806.1	1,227.3	1,442.7				218.5	26.1	725.5	50.0

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
POM WONDERFUL FOOD DR	V840	510.0	464.0	46.0									
RELISH WINE CLUB BEVERAGE DR	V840	892.9		892.9									
SEATTLE SUTTON HLTHY FD FOOD DR	V840	815.8					6.1	807.3		2.3			
SUNSET WINE CLUB BEVERAGE DR	V840	574.4	574.4										
SWISS COLONY FOOD DR	V840	768.5	766.9				1.6						
WHATS FOR DINNER TONIGHT FOOD DR	V840	278.7			278.7								
ZONE CHEFS FOOD DR	V840	412.2						412.2					
AB LOUNGE EXERCISE EQUIP DR	V851	16,449.5						1,197.5	670.0	14,582.0			
AB ROCKET EXERCISE EQUIP DR	V851	319.4						0.0		319.3			
AB-DOER EXERCISE EQUIP DR	V851	946.4						55.0		891.4			
AIR CLIMBER EXERCISE EQUIP DR	V851	327.6						235.0		92.6			
AIR HOGS TOYS DR	V851	38,495.3						2,165.2	10.8	122.2	36,197.1		
ALMOST GOLF SPORTING GOODS DR	V851	530.3									530.3		
AQUADOODLE TOYS DR	V851	1,473.5						0.6	70.6	1,402.3			
AQUADOTS TOYS DR	V851	7,621.2						124.3	5.4	144.0	7,347.5		
ARGON SPORTING GOODS DR	V851	404.5									404.5		
BAMZU.COM TOYS DR	V851	17,802.2						51.0	18.7	17,732.5			
BEAN EXERCISE EQUIP DR	V851	355.5					264.4		0.6		90.5		
BEDAZZLER CRAFTS DR	V851	4,368.3						174.4	11.6	4,182.4			
BENDER BALL EXERCISE EQUIP DR	V851	9,077.9						156.0	20.7	390.0	8,511.2		
BIONIC SPORTING GOODS DR	V851	895.4	771.1						0.0		124.2		
BOBBY JONES SPORTING GOODS DR	V851	2,431.5						49.8	33.4	2,348.3			
BOWFLEX EXERCISE EQUIP DR	V851	122,030.4	21,916.0	296.1	0.0			6,774.5	820.0	2,411.2	89,753.5	59.1	
BRUSH T SPORTING GOODS DR	V851	2,517.1									2,517.1		
CABELAS INC SPORTING GOODS DR	V851	1,993.8	1,613.7						4.9		375.2		
CARDWORKS TOYS DR	V851	439.4									439.4		
CHECK-GO SPORTING GOODS DR	V851	318.6	318.6										
CLARK ENTERPRISES EXERCISE EQUIP DR	V851	2,497.1	2,497.1										
COLORLOCO CRAFTS DR	V851	13,243.9						106.2	8.7	13,129.1			
CRAFT-LITE CUTTER CRAFTS DR	V851	10,689.8						12.0	142.4	188.6	10,346.8		
DANS COMPETITION SPORTING GOODS DR	V851	393.9	393.9										
DOUG RUSSELL MARINE SPRT GDS DR	V851	925.6	925.6										
DREAM PDT'S SPORTING GOODS DR	V851	298.2	60.0	238.2									
EASTERN NUMISMATICS INC CRFTS/HBS DR	V851	2,000.8		2,000.8									
EASY CURVES EXERCISE EQUIP DR	V851	505.4									505.4		
EHRMAN TAPESTRY CRAFTS/HOBBIESTS DR	V851	865.1	457.7	389.1	18.3								
F2GOLF.COM SPORTING GOODS DR	V851	2,546.4	272.0				208.7		1.8	2,063.8			
FITNESS FACTORY OUTLET EXER EQUIP DR	V851	1,962.1	756.5		1,205.6								
FLOAM TOYS DR	V851	5,417.1						100.0	0.6	5,316.5			
GIRL CRUSH CRAFTS DR	V851	841.2									841.2		
GUERIN RIFE SPORTING GOODS DR	V851	1,119.5	503.2								616.3		
HASBRO TOYS DR	V851	1,341.2							1.5	1,339.7			
HEAVY HITTER IND INC SPRT GDS DR	V851	1,401.4		1,401.4									
HENRY GUNS SPORTING GOODS DR	V851	668.4	129.6	261.5	225.3	52.0							
LEADBETTER SWING SETTER SPRT GDS DR	V851	308.1									308.1		
LL BEAN SPORTING GOODS DR	V851	892.6	816.2	76.4									
MEDICUS SPORTING GOODS DR	V851	3,324.6									3,324.6		
MOMENTUS SPORTING GOODS DR	V851	2,506.8									2,506.8		
NGC GOLF SPORTING GOODS DR	V851	952.0			857.3	94.7							
NGC SPORTS SPORTING GOODS DR	V851	1,325.6	314.1			430.8					580.7		
NGC WORLDWIDE SPORTING GOODS DR	V851	401.1	318.9	62.6	19.6								
NORDICTRACK EXERCISE EQUIP DR	V851	13,970.6	299.5	44.7					106.6	41.8	13,478.1		
PATTERNCENTRAL HOBBIES DR	V851	747.4			747.4								
PERFECT PUSHUP EXERCISE EQUIP DR	V851	22,227.6	604.9					140.0	162.6	45.4	21,267.1	7.6	
POWERTEC EXERCISE EQUIP DR	V851	605.6	605.6										
PUSH UP PRO EXERCISE EQUIP DR	V851	1,216.6							20.7	323.6	872.3		
RED EXERCISE EQUIP DR	V851	259.1									259.1		
RED EXERCISER EXERCISE EQUIP DR	V851	3,800.0							0.5	40.8	3,758.7		
REI SPORTING GOODS DR	V851	1,990.1	54.4									1,935.7	
RESISTANCE CHAIR EXERCISE EQUIP DR	V851	4,821.8									4,821.8		
RIPSTIK SPORTING GOODS DR	V851	734.0									734.0		
ROCKET FISHING ROD SPORTING GOODS DR	V851	9,250.3						6.6	0.3	43.2	9,200.2		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SKIERS EDGE CO SPORTING GOODS DR	V851	779.6	298.2	447.0	34.4				26.7		1,205.7		
SLENDERTONE SPORTING GOODS DR	V851	1,232.4											
SOLUS GOLF SPORTING GOODS DR	V851	258.4	258.4										
SOLUS SPORTING GOODS DR	V851	970.9									970.9		
SPEED STIK SPORTING GOODS DR	V851	744.1									744.1		
SPIN MASTER MOON SAND TOYS DR	V851	9,053.5						347.6	6.3	55.6	8,644.0		
STANCE MINDER SPORTING GOODS DR	V851	523.0									523.0		
SUMMIT TOYS DR	V851	549.8							1.2	16.2	532.4		
SUPER STROKE PUTTING SYS SPORTING/DR	V851	452.7			87.4						365.3		
SWING GLOVE SPORTING GOODS DR	V851	1,530.0									1,530.0		
TEETER HANG UPS EXERCISE EQUIP DR	V851	2,981.7							4.1		2,977.5		
TELEBRANDS SPORTING GOODS DR	V851	1,925.5						42.1	1.9	242.8	1,638.7		
TENNIS WAREHOUSE SPORTING GOODS DR	V851	914.1	914.1								910.9		
THANE INTL INC EXERCISE EQUIP DR	V851	952.9							42.1			1,686.0	
TOOBERS & ZOTS TOYS DR	V851	1,810.8						124.8	0.0		7,204.5		
TOTAL GYM EXERCISE EQUIP DR	V851	7,807.1							575.3	27.4		430.1	
TRAV-A-LITE SPORTING GOODS DR	V851	430.1										2,496.5	
TYCO RC TOYS DR	V851	2,496.5											
WOMANS DAY MAG CRAFTS DR	V851	434.1	434.1										
ZONE PILATES EXERCISE EQUIP DR	V851	1,708.7							0.0		1,708.6		
ZOOM-O TOYS DR	V851	924.5									924.5		
AMERICAN COLLECTIBLES CLCTBLS DR	V852	400.4			357.7	42.7							1.4
AMERICAN HISTORIC SOC COLLECTIBLS DR	V852	314.1		193.0	111.4	9.6							
AMERICAN PROFILE MAG COLLECTIBLES DR	V852	340.6			340.6								
ARDLEIGH-ELLIOTT COLLECTIBLES DR	V852	14,482.4	10,811.6		3,670.8								
ART OF ROBERT SEXTON ART DR	V852	490.5	490.5										
ASHTON-DRAKE GALLERIES CLCTBLS DR	V852	16,420.1	14,039.7		2,379.0								
BEAUCOUP WEDDING FVRS MULTI-PDTS DR	V852	256.2	256.2										
BRADFORD AUTHENTICATED CLCTBLS DR	V852	489.7		489.7									
BRADFORD EDITIONS COLLECTIBLES DR	V852	6,450.5	4,636.8	1,813.7									
BRADFORD EXCHANGE COLLECTIBLES DR	V852	18,435.7	10,536.8	7,883.8	15.1								
COLLECTIBLESTODAY COLLECTIBLES DR	V852	556.0	556.0										
CONDE NAST ART DR	V852	3,747.2	3,747.2										
DANBURY MINT COLLECTIBLES DR	V852	13,668.9	4,147.8	9,197.7	313.4						10.0		
DEL PRADO PUBLISHERS COLLECTIBLES DR	V852	1,694.7	839.4	855.2									
FRANKLIN MINT COLLECTIBLES DR	V852	438.3	268.9	165.7	3.7								
GICLEE GALLERY ART DR	V852	272.1	199.9	72.3									
GMP INC COLLECTIBLES DR	V852	332.9	19.6							313.3			
GOLF DIGEST MAGAZINE ART DR	V852	444.0	444.0										
HAMILTON COLLECTION COLLECTIBLES DR	V852	14,036.6	10,091.0	3,945.6									
HAWTHORNE VILLAGE COLLECTIBLES DR	V852	26,149.3	15,076.8	10,723.0	349.5								
JACK DANIELS LTD COLLECTIBLES DR	V852	1,190.9	1,092.9		98.0								
LENOX COLLECTIONS COLLECTIBLES DR	V852	12,059.5	8,097.9	3,559.7	401.9								
MONEX DEPOSIT CO COLLECTIBLES DR	V852	2,525.3								2,525.3			
NATIONAL MOTOR MSM MNT CLCTBLS DR	V852	3,221.8			11.3				10.7	224.2	2,975.6		
PARADISE GALLERIES COLLECTIBLES DR	V852	1,086.1	229.4	856.7									
RELISH MAGAZINE COLLECTIBLES DR	V852	297.6		297.6									
THOMAS KINKADE COLLECTIBLES DR	V852	452.5	452.5										
US GOLD DISTR CTR COLLECTIBLES DR	V852	1,740.9			1,186.6	554.3							
AEROGROW INTL INC NURSERY STOCK DR	V853	388.5	322.7	65.8									
AWESOMEAUGER LAWN & GARDEN PDTS DR	V853	2,219.3						101.8	1.7	51.2	2,064.6		
COMPOSTUMBLER LAWN & GARDEN PDTS DR	V853	261.0	47.9						22.7	13.2	177.2		
COUNTRY HOME PDTS LAWN&GRDN PDTS DR	V853	1,408.4	929.9	477.3	1.2								
DR LAWN & GARDEN PDTS DR	V853	26,415.7			18.5				387.9	1,406.0	24,603.3		
DR POWER EQUIP LAWN & GARDEN PDTS DR	V853	1,595.8	1,322.8	165.1	107.9								
GARDENERS CHOICE NURSERY STOCK DR	V853	806.4	182.5	188.6					13.3	241.6	180.5		
MANTIS MFG LAWN & GARDEN PDTS DR	V853	17,022.2	12.0						365.3	188.4	16,456.5		
Michigan BULB CO NURSERY STOCK DR	V853	1,390.8		1,390.8									
NEUTON LAWN & GARDEN PDTS DR	V853	6,347.6	637.1	173.6					44.6	38.8	5,453.4		
PATCH PERFECT LAWN & GARDEN PDTS DR	V853	21,797.0						288.0	39.2	109.0	21,360.8		
ROLL N GROW NURSERY STOCK DR	V853	2,661.5							146.4	0.6	2,514.4		
SEEDS OF CHANGE NURSERY STOCK DR	V853	263.5	263.5										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SPRING RIVER NURSERY STOCK DR	V853	669.6	245.6	424.0					51.7	495.4	6,219.2		
WOODLAND POWER PDT\$ LWN&GRDN PDT\$ DR	V853	6,967.6	201.2										
YEAR ROUND TOMATO LAWN&GRDN PDT\$ DR	V853	1,171.0							0.4	25.2	1,145.4		
ZOYSIA FARM INC LAWN&GARDEN PDT\$ DR	V853	2,812.7	829.0	1,983.7									
AMIGO HOME CORR SCH DR	V854	566.3									566.3		
ASHWORTH UNIVERSITY CORR SCH DR	V854	17,552.0	256.8					98.0	104.7	180.6	16,912.0		
BERLITZ LANGUAGE COURSES CORR SCH DR	V854	338.4									338.4		
CALIFORNIA COAST UNIV CORR SCH DR	V854	267.3	267.3										
EARLY ADVANTAGE CORR SCH DR	V854	777.1	777.1										
INSTITUTE/CHILD LIT CORR SCH DR	V854	3,132.1	2,870.6	261.5									
INT'L SPORTS SCIENCE ASSN CORR SCH DR	V854	475.2	475.2										
MARINE MECHANICS INST CORR SCH DR	V854	515.1									515.1		
MCKINLEY COLLEGE CORR SCH DR	V854	492.7	250.9	241.8									
MUZZY COLLECTION CORR SCH DR	V854	7,555.6									7,555.6		
NEW YORK INST/PHOTO CORR SCH DR	V854	1,895.7	1,551.8					23.8	9.6	310.5			
PENN FOSTER CAREER SCH CORR SCH DR	V854	17,818.9	1,976.1					159.7	4,149.6	11,533.5			
STRATFORD CAREER INST CORR SCH DR	V854	1,986.9	731.5					170.7	727.2	357.6			
TEACHING CO CORR SCH DR	V854	2,734.6	2,554.1	180.4									
US CAREER INSTITUTE CORR SCH DR	V854	10,771.1	8,813.1	1,958.0									
1-800-901-7291 MISC DR	V859	365.5						65.4			300.1		
1ST AMERICAN RESERVE COINS DR	V859	584.9	584.9										
1ST NATIONAL RESERVE COINS DR	V859	578.3	578.3										
AARP LIFE INS PROGRAM MISC DR	V859	709.5		709.5									
ADORAMA MISC DR	V859	12,897.8	12,897.8										
ADVENT PDT\$ DEV MISC DR	V859	858.7						858.7					
AEROGARDEN MISC DR	V859	3,774.0						6.9	277.4	3,489.8			
ALERT USA MISC DR	V859	12,569.9						527.4	599.7	11,442.8			
AMERICAN HISTORIC SOC COINS DR	V859	2,258.9	2,252.0	2.9	4.0								
AMPLI-EAR ULTRA MISC DR	V859	1,048.5		1,048.5									
ARCHITECTURAL PDT\$/OTWT MISC DR	V859	263.9		263.9									
BETTER THAN EARS MISC DR	V859	420.5						0.8		419.7			
BIOTECH RESEARCH MISC DR	V859	698.9		698.9									
BLANCHARD & CO COINS DR	V859	1,950.0									1,950.0		
BOATMANS I-NET MARINE MISC DR	V859	303.8	303.8										
CALUMET PHOTOGRAPHIC PHOTO SVC DR	V859	359.0	277.5		81.6								
CASH4GOLD MISC DR	V859	2,870.3						32.1	501.7	2,336.5			
CAT GENIE MISC DR	V859	1,782.6						3.4	126.2	1,653.0			
CD STRIPPER MISC DR	V859	1,262.9						3.3		1,259.6			
CHRISTS SOON RETURN MISC DR	V859	342.2		124.7	217.4								
CIGARS INT'L CLUB MISC DR	V859	838.9	785.6	53.3									
CLEAR20 MISC DR	V859	745.2									745.2		
CLEVER CLASP MISC DR	V859	8,975.2		998.0				1,169.2	71.3	76.0	6,660.7		
COLLECTIBLE AMERICA COINS DR	V859	553.8			553.8								
COLLECTORS ALLIANCE COINS DR	V859	874.7		248.6	626.1								
COMFORTABLE RETIREMENT MULTI-PDT\$ DR	V859	3,804.2						435.3	75.6	3,293.3			
CROCODILE CUTTER MISC DR	V859	1,406.3									1,406.3		
DELKIN MISC DR	V859	366.4	366.4										
DIR MISC DR	V859	259.9		259.9									
DIRECT SOURCE MISC DR	V859	1,038.7	385.3	561.4	92.1								
DISCOUNT BOXES MISC DR	V859	522.3						5.6		516.7			
DOCTORS FOSTER & SMITH MISC DR	V859	1,837.4						105.6	225.1	187.6	1,319.0		
DOLCE VITA MISC DR	V859	459.1							1.2	224.8	233.1		
DR FRANKS MISC DR	V859	252.5							4.6		247.8		
DREAM PDT\$ MISC DR	V859	1,327.3	940.5	305.0	81.8								
EASTERN MONETARY RESERVE MISC DR	V859	1,621.9			1,621.9								
EASTERN NUMISMATICS INC COINS DR	V859	440.6	172.5		49.1	219.0							
ECO-GOLD MISC DR	V859	317.0	156.0	161.0									
EDENPURE MISC DR	V859	509.9			509.9								
ENKEBOLL DESIGNS MISC DR	V859	279.8	279.8										
FAMOUS SMOKE SHOP INC MISC DR	V859	662.4	246.8		415.6								
FATHEAD MISC DR	V859	12,185.0						4,158.8	57.6	537.9	7,295.7	135.0	
FINANCIAL HERITAGE MULTI-PDT\$ DR	V859	4,271.0							287.9	95.0	3,888.1		

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
FIRST FEDERAL COIN CORP COINS DR	V859	2,799.1	2,243.1		114.5	441.4							
FIRST FEDERAL COIN STORE STAMPS DR	V859	2,687.1			2,544.2	142.9							
FIRST STREET MISC DR	V859	957.6	831.4	126.2									
FIRSTSTREET BLNCD SPCTR MISC DR	V859	968.2	15.0		388.2	565.0							
FLITZ MISC DR	V859	495.8									495.8		
GOLD KIT MISC DR	V859	27,454.7			14.5			61.0	1,467.3	3,259.7	22,652.3		
GRILL DADDY MISC DR	V859	1,149.1									1,149.1		
HAMMACHER SCHLEMMER MISC DR	V859	3,389.9		563.9	2,517.8	308.2							
HOME BASED BUSINESS MISC DR	V859	704.4							0.0		704.3		
HOOKED ON PHONICS MISC DR	V859	2,343.6	365.2						7.4	18.4	29.8	1,922.8	
INTERCURE MISC DR	V859	10,856.2			3,826.7	7,029.5							
INTL COINS&CURRENCY COINS DR	V859	319.1	175.5	143.7									
JOMIRA MISC DR	V859	1,166.3	817.6	348.8									
JTB FINANCIAL COINS DR	V859	489.0			489.0								
LEATHER MENDER MISC DR	V859	616.2							3.9		612.4		
LIFE ALARM MISC DR	V859	503.8									503.8		
LIFE ALERT MISC DR	V859	98,028.0	908.2	914.3					1,377.0	539.6	94,288.9		
LIFEFONE MISC DR	V859	294.2									294.2		
LIONEL TRAIN MISC DR	V859	844.8									844.8		
LITTLETON COIN CO COINS DR	V859	7,313.2	810.4	3,114.4	2,883.1	505.4							
MABELS LABELS MISC DR	V859	250.0	250.0										
MARS INC MISC DR	V859	321.8	321.8										
MERIT FINANCIAL MISC DR	V859	1,043.9				1,043.9							
MIGHTY PUTTY MISC DR	V859	8,837.6							66.4	6.3	97.6	8,667.3	
MIRACLE PLUS MISC DR	V859	2,922.0			2,922.0								
MONACO FINANCIAL COINS DR	V859	1,187.1									1,187.1		
MONARCH RARE COINS COINS DR	V859	755.3			755.3								
MORGAN MINT COINS DR	V859	9,255.3	459.4	8,467.7	242.8	85.4							
MYSTIC STAMP CO COINS DR	V859	765.6	208.9	519.0	37.7								
MYSTIC STAMP CO STAMPS DR	V859	1,209.1	274.8	236.2	698.2								
NATIONAL COLLECTORS MINT COINS DR	V859	13,356.7	46.5		492.6				26.8	143.8	12,647.1		
NATIONAL COLLECTORS MINT MISC DR	V859	811.1							0.0		811.1		
NATIONAL CONSUMER MKTG COINS DR	V859	1,383.7		1,383.7									
NEW WORLD RARITIES LTD COINS DR	V859	3,117.8	395.7		2,722.1								
NEW YORK MINT COINS DR	V859	5,932.0	5,514.1		268.8	149.1							
NEXT TEN MISC DR	V859	521.3	286.6	115.1	48.2	71.4							
ODYSSEY MARINE EXPLRTN COINS DR	V859	1,502.2	833.0		470.4	71.4					127.3		
ORO KIT MISC DR	V859	1,178.4							576.8		601.6		
PACKAGE SHARK MISC DR	V859	2,783.4							6.0		2,777.4		
PAJAMAGRAM MISC DR	V859	6,982.1	277.8						33.6		5,421.4	1,249.3	
PERFECT LITTER ALERT MISC DR	V859	2,162.0		9.7							2,152.3		
PETMED EXPRESS MISC DR	V859	54,747.8	245.6						1,103.3	4.1	53,394.8		
PHILIPS LIFELINE SYSTEM MISC DR	V859	417.4	17.5	399.9									
PLEDGE EXPRESS MISC DR	V859	374.5							374.5		0.0		
POSTAL COMMEMORATIVE SOC COINS DR	V859	462.6	462.6										
POWERKICK MISC DR	V859	491.5			491.5								
PRESIDENTIAL COIN&ANTIQ COINS DR	V859	4,848.0	3,100.4	1,706.2	41.4								
PROFLOWERS FLORIST MISC DR	V859	278.6							178.8		99.7		
RARE COIN DEPOSITORY COINS DR	V859	489.8			489.8								
READER VALUES MISC DR	V859	9,108.6	51.3		9,057.3								
READERS VALUES MISC DR	V859	863.2			863.2								
RESPERATE/LWR BLD PRS ML MISC DR	V859	3,138.9	103.2	46.0	2,632.5	357.2							
RIDDEX PLUS MISC DR	V859	4,444.4							0.7		4,443.7		
SHAMWOW MISC DR	V859	440.4							0.5		439.9		
SHED ENDER MISC DR	V859	921.7							1.1	131.2	789.4		
SKY GOLF MISC DR	V859	671.7									671.7		
SMOKERS WAREHOUSE CLUB MISC DR	V859	522.9		522.9									
SPEAKING ROSES MISC DR	V859	475.4									475.4		
SPONGE TECH MISC DR	V859	276.8			276.8								
STANFORD COINS&BULLION COINS DR	V859	693.0									693.0		
STICKY SHEETS MISC DR	V859	406.1									406.1		
STRESS ERASER MISC DR	V859	256.8			215.7	41.1							

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
SUPERTEK MISC DR	V859	379.2							3.4		375.9		
TELEBRANDS MISC DR	V859	1,331.4		553.9					2.3	106.4	668.8		
THERMACELL MISC DR	V859	662.2							3.4	61.6	597.2		
THOMPSON CIGAR CO MISC DR	V859	3,262.3	2,347.3	24.4	805.2	85.4							
TOTAL TRNSFRMTN/INFO MISC DR	V859	561.6			525.9	35.7							
UNIVERSAL COIN&BOULLION COINS DR	V859	2,636.6	2,350.9	285.7									
UNIVERSAL MEDIA SYNDCT COINS DR	V859	21,426.2	582.8	20,688.6	154.8								
US COMMEMORATIVE GALLERY COINS DR	V859	5,578.3		3,333.7	2,129.1	115.5							
US GOLD BUREAU COINS DR	V859	332.7	303.7	29.0									
US MINT COINS DR	V859	12,960.5	6,787.4	5,642.7	20.1				14.7		495.6		
US RARE COIN/BLN RSRV COINS DR	V859	29,931.2	1,993.8	31.9	27,408.0		488.5	9.1					
USCOINS.COM COINS DR	V859	534.4									534.4		
VAX-D THERAPY MISC DR	V859	313.3			313.3								
VERMONT TEDDY BEAR CO MISC DR	V859	6,299.7	337.8								4,459.8	1,502.2	
VICTORY CIGARS MISC DR	V859	254.8	254.8										
WALLET PIX MISC DR	V859	6,165.4		985.5					413.0	62.8	1,677.4	3,026.7	
WESTMINSTER MINT COINS DR	V859	2,521.1	108.6		1,916.5	496.0							
WHITES ELECTRONICS MISC DR	V859	16,287.3							377.2	106.3	15,803.8		
WORLD RSRV MNTRY EXCHNG COINS DR	V859	6,041.4			2,437.9	3,603.5							
WORLD RSRV MNTRY EXCHNG STAMPS DR	V859	39,080.9			38,509.3	571.5							
ZARANO MISC DR	V859	420.2	420.2										
ZEROSMOKE MISC DR	V859	3,598.5			33.4				24.2		3,540.9		
AMERICAN FAMILY VAR RECORDINGS DR	V871	275.6		275.6									
AMERICAN PROFILE MAG VAR RC DR	V871	6,947.8		6,947.8									
ANDRE RIEU VAR RECORDINGS DR	V871	485.4									485.4		
ARISTA VAR RECORDINGS DR	V871	271.0							0.2		270.8		
BAMZU.COM VAR RECORDINGS DR	V871	14,026.8							26.7		14,000.2		
BEAUTIFUL MUSIC CO VAR RECORDINGS DR	V871	1,028.9	21.8	1,007.1									
BELL & HOWELL AUDIO PDTS DR	V871	446.5	377.9		68.6								
BILL BARTMANN VAR RECORDINGS DR	V871	862.5			862.5								
BMG MUSIC SERVICE VAR RECORDINGS DR	V871	362.4	362.4										
BOSE 321 GSX AUDIO PDTS DR	V871	4,887.9							73.8	4,814.1			
BOSE ACOUSTIC WAVE AUDIO PDTS DR	V871	7,964.1	2,693.6	3,987.8	40.7						1,242.0		
BOSE ACOUSTIC WAVE II AUDIO PDTS DR	V871	16,327.7	5,092.0	9,141.5	1,377.6	716.6							
BOSE COMPANION 5 AUDIO PDTS DR	V871	2,449.6	2,449.6										
BOSE CORP AUDIO PDTS DR	V871	4,465.9	200.3	52.9	1,244.4	474.8			1.6		1,312.2	1,179.7	
BOSE EXPRESS MUSIC VAR RECORDINGS DR	V871	1,346.5			1,346.5								
BOSE HEADSET X AUDIO PDTS DR	V871	252.5	201.7		50.8								
BOSE IN EAR AUDIO PDTS DR	V871	12,246.4	10,019.4		125.3				2,100.2			1.5	
BOSE LIFESTYLE AUDIO PDTS DR	V871	11,938.1	5,347.3	457.7	16.2	1,189.8			186.5	14.4	4,726.2		
BOSE QC 2 & QC 3 AUDIO PDTS DR	V871	69,624.9	24,050.5	9,478.6	4,839.1	5,039.7			1,279.3	14.4	22,643.3	2,280.0	
BOSE QUIETCOMFORT 2 AUDIO PDTS DR	V871	2,876.8							18.6		2,588.3	270.0	
BOSE QUIETCOMFORT 3 AUDIO PDTS DR	V871	8,216.0	4,104.8	2,194.3		1,137.2						779.8	
BOSE SOUNDDOCK AUDIO PDTS DR	V871	3,558.4							404.3	517.0	2,637.1		
BOSE WAVE AUDIO PDTS DR	V871	61,926.7	20,313.7	32,908.2	112.2				26.6	41.8	5,674.0	2,850.2	
BRUCE A BERMAN VAR RECORDINGS DR	V871	331.6									331.6		
C CRANE CO AUDIO PDTS DR	V871	911.2										905.2	6.0
CASTALIAN MUSIC VAR RECORDINGS DR	V871	3,761.0						849.5	131.0	5.3	2,775.2		
CATALOG MUSIC VAR RECORDINGS DR	V871	390.7	376.3		14.3								
CHAMPS-ELYSEES MAG VAR RECORDINGS DR	V871	323.5	241.3			82.3							
CRUTCHFIELD CORP AUDIO PDTS DR	V871	1,591.5	1,591.5										
DISNEY VAR RECORDINGS DR	V871	479.7									479.7		
ENDLESS HIGHWAY VAR RECORDINGS DR	V871	258.1							2.5		255.5		
ENTREPRENEUR VAR RECORDINGS DR	V871	338.0	338.0										
ETON FR300 AUDIO PDTS DR	V871	645.6	619.8		25.8								
FIRE UP VAR RECORDINGS DR	V871	622.0							518.8	97.6	5.7		
FIRST STREET AUDIO PDTS DR	V871	356.9	271.3	85.6									
FIRST STREET TV EARS AUDIO PDTS DR	V871	447.3	438.4	8.9									
GIRL AUTHORITY VAR RECORDINGS DR	V871	307.9									307.9		
GREAT COURSES TEACHING VAR RC DR	V871	7,094.7	2,199.7	56.8	772.6	3,962.0					103.7		
GRUNDIG AUDIO PDTS DR	V871	325.9	325.9										
GRUNDIG G5 AUDIO PDTS DR	V871	278.6	278.6										

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
I WORSHIP VAR RECORDINGS DR	V871	1,196.9							55.5		1,141.3		
IHOME AUDIO PDTS DR	V871	427.4	427.4										
IHOME IH8 AUDIO PDTS DR	V871	1,358.6	1,358.6										
INGLES EN ESPANOL VAR RECORDINGS DR	V871	3,558.0							11.8		3,546.2		
JOHN FRANCIS VAR RECORDINGS DR	V871	252.6									252.6		
KITZ WORLD VAR RECORDINGS DR	V871	283.6									283.6		
LISTEN UP AUDIO PDTS DR	V871	38,073.2	1,357.4	2,182.8	187.1			4,370.6	105.3	1,826.8	28,043.1		
MIDWEST CTR/STRS&ANXTY VAR RC DR	V871	3,017.7							181.6	2,070.4	765.7		
MUSICSPACE.COM STORE VAR RC DR	V871	17,419.1							232.1	1,004.0	16,183.1		
MUSICSPACEKIDS.COM VAR RECORDINGS DR	V871	2,749.8							61.2	16.7	18.2	2,653.7	
NATIONAL CONSUMER MKTG VAR RC DR	V871	318.3		318.3									
NOW YOU KNOW MEDIA VAR RECORDINGS DR	V871	498.6	48.3		450.3								
NOWTHATSMUSIC.COM VAR RC DR	V871	8,802.3							63.8	91.3	96.5	8,550.7	
RADIO DISNEY VAR RECORDINGS DR	V871	253.4										253.4	
RAZOR & TIE VAR RECORDINGS DR	V871	7,459.4							33.8	365.6	26.2	7,033.8	
SINGSACTION VAR RECORDINGS DR	V871	992.7								2.1	865.7	124.9	
SONY BMG MUSIC DIRECT VAR RC DR	V871	10,182.0	42.8						148.3	300.7	127.3	9,563.0	
SPEED SLEEP VAR RECORDINGS DR	V871	573.3	573.3										
TEACHING CO VAR RECORDINGS DR	V871	324.7	249.9			74.8							
TIME-LIFE VAR RECORDINGS DR	V871	95,834.4		51.5					936.2	1,544.8	894.8	92,407.1	
TOIVOLI AUDIO AUDIO PDTS DR	V871	4,168.6			2,811.2	1,357.4							
TOPCDHITS.COM VAR RECORDINGS DR	V871	2,217.2							14.1	13.4	11.6	2,178.1	
TRAVELING WILBURYS VAR RECORDINGS DR	V871	426.5								38.5	17.8	370.2	
TV EARS AUDIO PDTS DR	V871	3,250.9	1,042.2	1,980.3	2.1	151.4							75.0
TVATLAS.COM VAR RECORDINGS DR	V871	15,010.5							1,729.1	569.5	263.0	12,448.9	
TVT VAR RECORDINGS DR	V871	1,916.5										1,916.5	
UNIVERSAL VAR RECORDINGS DR	V871	638.5								5.5		633.0	
WALT DISNEY RECORDS VAR RC DR	V871	293.7										293.7	
AEROGROW INTL INC HOUSEHOLD DR	V872	259.1			116.5	142.6							
AMI HOUSEHOLD DR	V872	4,976.1	1,496.2	3,444.2		35.7							
AQUASANA WATER FLTR SYS HOUSEHOLD DR	V872	491.2	491.2										
BENNOTI HOUSEHOLD DR	V872	344.5								18.7		325.8	
BIOTECH RESEARCH APPLIANCES DR	V872	11,042.0	1,591.3	8,374.0	970.2	106.4							
BISSELL APPLIANCES DR	V872	9,854.0								3.1	198.8	9,652.1	
BISSELL HOUSEHOLD DR	V872	2,715.0										2,715.0	
BRADFORD EXCHANGE HOUSEHOLD DR	V872	2,649.0	404.6	2,244.4									
BRYLANE HOME HOUSEHOLD DR	V872	288.4	288.4										
CASUAL LIVING HOUSEHOLD DR	V872	252.3			252.3								
CHEFS CATALOG HOUSEHOLD DR	V872	273.7		273.7									
CLEAN & SHIELD HOUSEHOLD DR	V872	596.9								17.2		579.7	
COMPANY STORE HOUSEHOLD DR	V872	2,161.9	2,161.9										
CONAIR APPLIANCES DR	V872	8,319.0								5.9		8,313.1	
CONTOUR PDTS HOUSEHOLD DR	V872	261.5		261.5									
COUNTRY CURTAINS HOUSEHOLD DR	V872	1,035.7	1,029.6		6.1								
COUNTRY CURTAINS ML ORDR CP	V872	406.3	406.3										
CPAP PRO HOUSEHOLD DR	V872	300.7			37.9							262.8	
CRAFTMATIC/CONTOUR IND HOUSEHOLD DR	V872	46,820.0							9.0	1,162.8	110.4	45,537.8	
CRATE & BARREL HOUSEHOLD DR	V872	666.2	551.8	114.4									
CROCK POT CRAZE HOUSEHOLD DR	V872	662.0	662.0										
CROFT & LITTLE HOUSEHOLD DR	V872	315.0	315.0										
CUISINART APPLIANCES DR	V872	311.3								0.6		310.7	
DANBURY MINT HOUSEHOLD DR	V872	906.9	498.5	408.5									
DEBBIE MEYER GREEN BAGS HOUSEHOLD DR	V872	17,616.4								10.6	138.4	17,467.4	
DESIGN WITHIN REACH HOUSEHOLD DR	V872	1,925.1	590.4	104.0	273.9	956.8							
DOMESTICATIONS HOUSEHOLD DR	V872	263.1	263.1										
DRYEL HOUSEHOLD DR	V872	1,730.8								106.0	42.1	271.0	1,132.1
FEBREZE HOUSEHOLD DR	V872	483.7										483.7	
FILTRAMAX HOUSEHOLD DR	V872	3,452.3									1,702.2		1,750.1
FIRST STREET HOUSEHOLD DR	V872	10,508.6	6,281.0	4,219.9	7.7								
FOODSAVER HOUSEHOLD DR	V872	1,723.3								2.9		1,720.4	
FULL SPECTRUM HOUSEHOLD DR	V872	574.9	574.9										
GENERAL MILLS INC HOUSEHOLD DR	V872	5,168.7								372.0	5.5	4,791.2	

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO	
HAMILTON BEACH APPLIANCES DR	V872	5,660.7						238.6	19.9	896.0	4,506.2			
HAMILTON BEACH HOUSEHOLD DR	V872	642.3						13.7	0.3	76.6	551.7			
HANDY SWITCH HOUSEHOLD DR	V872	2,636.1						88.4	17.7	188.0	2,342.0			
HEAT SURGE MANTELS HOUSEHOLD DR	V872	4,605.2			4,605.2									
HOMEDICS APPLIANCE DR	V872	1,583.5							21.7		240.6	1,321.3		
HOMEDICS HOUSEHOLD DR	V872	419.0							0.4		418.6			
HYDRO-SIL HOUSEHOLD DR	V872	4,427.7	2,855.0	1,139.2	433.5									
INDULGE A BATH HOUSEHOLD DR	V872	2,949.5	1,170.5	46.0					399.9	146.4	1,186.7			
INTL HOME SHOPPING HOUSEHOLD DR	V872	3,415.2	175.3	3,161.0		78.8								
JACK LALANNE APPLIANCES DR	V872	2,467.9							321.4	3.2	2,143.3			
JUNEUV HOUSEHOLD DR	V872	277.1		277.1										
KABOOM HOUSEHOLD DR	V872	4,123.1							242.7	735.5	3,144.9			
KITCHENAID APPLIANCES DR	V872	2,391.9							13.5	17.2	2,361.3			
LEAN CUISINE HOUSEHOLD DR	V872	433.4	433.4											
LIBERATOR SHAPES HOUSEHOLD DR	V872	1,671.2	1,671.2											
LINT-B-GONE HOUSEHOLD DR	V872	3,146.3						17.2	0.4		3,128.7			
LOUVER SHOP INC HOUSEHOLD DR	V872	631.5			631.5									
MATTRESS GENIE HOUSEHOLD DR	V872	728.7							0.6		728.2			
MIRACLE BLADE 3 HOUSEHOLD DR	V872	22,019.2							438.4	22.2	21,558.6			
NEXT TEN HOUSEHOLD DR	V872	747.8	747.8											
OLYMPIA HOUSEHOLD DR	V872	4,432.5							384.6		4,047.9			
ONE TOUCH APPLIANCES DR	V872	4,092.0							2.4	81.7	147.2	3,860.7		
ONE TOUCH CAN OPENER APPLIANCES DR	V872	5,241.1							158.0	125.5	13.2	4,944.4		
ORECK CORP APPLIANCES DR	V872	21,864.8	5,789.1	6,818.8	15.7				304.4	289.1	3,494.3	5,153.3		
OSTER APPLIANCES DR	V872	1,128.6										1,128.6		
OTT-LITE HOUSEHOLD DR	V872	1,859.0	220.0	1,639.0										
OXICLEAN HOUSEHOLD DR	V872	4,453.3							255.4	338.9	3,859.0			
PANCAKE PUFF HOUSEHOLD DR	V872	1,794.7							6.0		209.0	1,579.7		
PROCTER & GAMBLE CO HOUSEHOLD DR	V872	1,876.8							30.0	43.8		1,803.0		
QUIK-BRITE HOUSEHOLD DR	V872	1,861.5							677.6	240.4		943.5		
RACK & ROLL HOUSEHOLD DR	V872	658.4	245.6	207.6						205.3				
READYBED HOUSEHOLD DR	V872	2,429.3							104.8	1.7	59.6	2,263.2		
REJUVENATE HOUSEHOLD DR	V872	1,276.5								92.2	13.2	1,171.0		
REPLACEMENTS LTD HOUSEHOLD DR	V872	505.9	243.3	241.6	2.4	18.6								
ROWENTA APPLIANCES DR	V872	2,417.2								161.6	48.4	2,207.2		
ROYAL PRESTIGE HOUSEHOLD DR	V872	566.9				0.8				61.1		505.1		
RUG DOCTOR HOUSEHOLD DR	V872	502.7								3.2		499.5		
SAMURAI SHARK HOUSEHOLD DR	V872	22,120.9							57.6	67.7	115.2	21,880.4		
SAVE BY MAIL HOUSEHOLD DR	V872	261.5		261.5										
SC JOHNSON HOUSEHOLD DR	V872	4,848.3									37.4	4,810.9		
SCULPTURE FOUNDATION HOUSEHOLD DR	V872	586.7	586.7											
SELECT COMFORT DRCT CORP HH DR	V872	103,327.1	33,868.9	22,196.6	279.7	3,211.5			1,012.8	2,683.6	7,868.0	27,455.4	4,750.5	
SENTRY TABLE PAD CO HOUSEHOLD DR	V872	1,533.3			1,533.3									
SHARPER IMAGE HOUSEHOLD DR	V872	318.1	318.1											
SIMPLEHUMAN HOUSEHOLD DR	V872	387.7	387.7											
SLEEP COMFORT HOUSEHOLD DR	V872	1,029.0	1,029.0											
SLEEP NUMBER HOUSEHOLD DR	V872	10,891.3		2,269.8	45.2				2,603.5	205.2	440.8	5,326.8		
SMITH NOBLE HOUSEHOLD DR	V872	383.7	183.1	19.9	180.8									
SNOREEEZZZ HOUSEHOLD DR	V872	472.5			467.3							5.2		
SONIC SCRUBBER HOUSEHOLD DR	V872	4,529.4							498.0	25.3	1,079.7	2,926.5		
SPACE BAG HOUSEHOLD DR	V872	13,035.4							1,281.4	49.0	2,887.0	8,818.0		
SPECTRUM HOME FRNSHNGS HOUSEHOLD DR	V872	392.2	392.2											
STICKUP BULB HOUSEHOLD DR	V872	395.8								0.0		395.8		
SUNBEAM APPLIANCES DR	V872	1,507.8	42.8						11.9	18.3		1,434.8		
SURE FIT SLIPCOVERS/MAIL HH DR	V872	1,418.6	1,326.6	92.0										
SWEEP N MOP HOUSEHOLD DR	V872	844.8								0.8		844.0		
SWIVEL SWEEPER APPLIANCES DR	V872	10,776.0							312.0	76.6	704.4	9,683.1		
TATER MITTS HOUSEHOLD DR	V872	1,696.9								4.6		1,692.3		
TELEBRANDS HOUSEHOLD DR	V872	11,841.5							30.1	111.0	1,286.8	10,413.6		
TEMPUR-PEDIC INC HOUSEHOLD DR	V872	147,382.4	30,187.2	975.8	676.2	194.0			2,572.7	3,535.3	3,201.4	101,368.2	4,671.6	
TERMOSPAS HOUSEHOLD DR	V872	15,533.5								3,039.4	91.6	12,402.5		
TRISTRAR PDT'S APPLIANCES DR	V872	306.6	306.6											

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TUBS FOR LIFE HOUSEHOLD DR	V872	328.4			328.4								
VIDALIA CHOP WIZARD HOUSEHOLD DR	V872	14,295.6											
VIDALIA SLICE WIZARD HOUSEHOLD DR	V872	1,562.4											
VIVA TERRA HOUSEHOLD DR	V872	338.5	246.4	92.0				513.2	42.8	40.0	13,699.6		
WEST ELM HOUSEHOLD DR	V872	595.2					595.2						
WOMANS DAY MAG HOUSEHOLD DR	V872	658.0	658.0										
YLIGHTING STORE HOUSEHOLD DR	V872	745.6	653.6	92.0									
ZERO WATER HOUSEHOLD DR	V872	1,528.0							97.2		1,430.7		
ZIPLOC HOUSEHOLD DR	V872	2,309.5									2,309.5		
ZORBEEZ HOUSEHOLD DR	V872	9,043.6							100.9	225.0	8,717.7		
2MAKETHEMONEY.COM VAR VIDEOS DR	V873	1,751.5										1,751.5	
50 COWBOY CLASSICS VAR VIDEOS DR	V873	306.6										306.6	
50 HORROR CLASSICS VAR VIDEOS DR	V873	377.9										377.9	
ADAM & EVE VAR VIDEOS DR	V873	573.1	573.1										
AMERICAN FAMILY VAR VIDEOS DR	V873	733.9		733.9									
AMERICAN PROFILE MAG VAR VIDEOS DR	V873	4,358.7		4,358.7									
BAMZU.COM VAR VIDEOS DR	V873	6,518.3							16.2		6,502.1		
BENNETT MARINE VAR VIDEOS DR	V873	462.8	462.8										
BETTER BASKETBALL VAR VIDEOS DR	V873	596.8	302.2					63.5	5.0		226.1		
BIBLES ON DVD VAR VIDEOS DR	V873	1,388.3							91.7		1,296.6		
BIG IDEA VAR VIDEOS DR	V873	311.0											311.0
CAR & DRIVER MAG VAR VIDEOS DR	V873	270.8	270.8										
CHURCH/LATTER-DAY ST VAR VIDEOS DR	V873	1,390.4							204.4		1,186.0		
CLUB DE VIDEO/ESPAÑOL VAR VIDEOS DR	V873	819.7							70.3		749.3		
COLUMBIA HOUSE DVD CLUB VAR VDS DR	V873	4,092.4	3,371.7	720.7									
COLUMBIA HOUSE VAR VIDEOS DR	V873	819.9	626.7						1.7		191.5		
COLUMBIA HOUSE VIDEO CLB VAR VDS DR	V873	340.4	235.2								105.2		
COMPUTACION PARA TODOS VAR VIDEOS DR	V873	1,677.6							8.0		1,669.5		
CORE RHYTHMS VAR VIDEOS DR	V873	2,583.8						180.0	9.0		2,394.9		
DIRTY DANCING VAR VIDEO DR	V873	394.0									394.0		
DISNEY VAR VIDEOS DR	V873	629.8									629.8		
EARLY ADVANTAGE VAR VIDEOS DR	V873	511.0									511.0		
ENVYGIRLS VAR VIDEOS DR	V873	735.5									735.5		
FAST EXERCISE VAR VIDEOS DR	V873	376.8	376.8										
FINANCIAL FRDM SNR FNNDG VAR VDS DR	V873	3,729.7							122.4	233.6	3,373.7		
GIRLS GONE WILD VAR VIDEOS DR	V873	37,890.3							351.7		37,538.5		
GUYS GONE WILD VAR VIDEOS DR	V873	294.0							33.8		260.2		
HIP HOP HARRY VAR VIDEOS DR	V873	830.3									830.3		
HOLE IN ONE PILATES VAR VIDEOS DR	V873	299.9	253.9	46.0									
INGLES PARA HOY VAR VIDEOS DR	V873	3,260.5							338.3		2,922.2		
INGLES SIN BARRERAS VAR VIDEOS DR	V873	9,716.4							481.8		9,234.6		
JOHNSON PUBLISHING CO VAR VIDEOS DR	V873	335.8	335.8										
KING JAMES VERSION BIBLE VAR VDS DR	V873	365.1							20.3		344.8		
KING SCHOOLS VAR VIDEOS DR	V873	276.3	276.3										
KNOCKOUT HOCKEY VAR VIDEOS DR	V873	2,834.2							18.9	87.2	2,728.1		
LARRY KING LIVE VAR VIDEOS DR	V873	604.4									604.4		
LEGENDS OF CLASSIC SOUL VAR RC DR	V873	635.6							2.7		632.9		
LOTS & LOTS OF TRAINS VAR VIDEOS DR	V873	5,193.3							0.0		5,193.2		
MAGIC FUNDAMENTALS VAR VIDEOS DR	V873	3,405.4									3,405.4		
MOTO TEES VAR VIDEOS DR	V873	258.3									258.3		
NATIONAL CONSUMER MKTG VAR VIDEOS DR	V873	460.6		460.6									
OXYCISE VAR VIDEOS DR	V873	485.2		485.2									
PLANE TRUTH FOR GOLFERS VAR VDS DR	V873	875.7									875.7		
PRACTICE LIKE A PRO VAR VIDEOS DR	V873	250.8									250.8		
PREVENTION MAGAZINE VAR VIDEOS DR	V873	1,376.1	1,376.1										
ROAD & TRACK MAGAZINE VAR VIDEOS DR	V873	342.9	342.9										
ROGER FREDRICKS VAR VIDEOS DR	V873	714.0									714.0		
SELF MAGAZINE VAR VIDEOS	V873	973.4	973.4										
SENIOR LENDING NETWORK VAR VIDEOS DR	V873	41,332.3							105.1	5,560.8	1,264.6	34,401.8	
SHAPE MAGAZINE VAR VIDEOS DR	V873	1,593.9	1,593.9										
SHOUT FACTORY VAR VIDEOS DR	V873	299.1								5.5		293.6	
SINCLAIR INTIMACY INST VAR VIDEOS DR	V873	14,431.8	10,391.4	679.9	2,061.9	1,296.3							2.3

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
TELEVISA VAR VIDEOS DR	V873	552.4							91.9		460.5		
TIME-LIFE VAR VIDEOS DR	V873	6,783.3	366.8	15.4				1.2	96.2	269.8	6,034.0		
TIVO VIDEO PDTs DR	V873	5,262.6									5,262.6		
TRIUNFANDO CON EL INGLES VAR VDS DR	V873	297.0							5.7		291.3		
TVATLAS.COM VAR VIDEOS DR	V873	15,732.4						425.4	47.4	85.0	15,174.6		
TVONDVDOFFERS.COM VAR VIDEOS DR	V873	476.1									476.1		
ULTIMATE FIGHTING CHMPSH VAR VDS DR	V873	838.4									838.4		
UNIVISION VAR VIDEOS DR	V873	1,832.6							1,781.8		50.8		
VIDEO PROFESSOR VAR VIDEOS DR	V873	1,677.8						2.2	61.6	67.8	1,546.2		
VIDEOEYE CORP VIDEO PDTs DR	V873	4,238.0	4,238.0										
WARREN MILLER VAR VIDEOS DR	V873	275.0	275.0										
WHACKED OUT SPORTS VAR VIDEOS DR	V873	1,567.5							6.0	91.7	1,469.8		
WILD AMERICA SERIES VAR VIDEOS DR	V873	360.8							0.8	89.6	270.4		
AMERICAN STEEL SPAN HOME&BLDG PDT DR	V879	874.8							1.7		873.1		
BACK TO NATURE HOME & BLDG PDTs DR	V879	379.6							37.4	83.6	258.6		
BLUE WORLD POOLS HOME & BLDG PDTs DR	V879	2,967.1							2,812.3	154.8			
CRAFTSMAN HOME & BUILDING PDTs DR	V879	3,185.8									3,185.8		
FIRST STREET HOME & BUILDING PDTs DR	V879	330.4	330.4										
FOREARM FORKLIFT HOME & BLDG PDTs DR	V879	1,291.3							4.1	175.6	1,111.6		
FURI OZITECH HOUSEHOLD DR	V879	256.9							0.0		256.9		
GRABIT HOME & BUILDING PDTs DR	V879	2,034.9									2,034.9		
GRIZZLY IND HOME & BLDG PDTs DR	V879	1,327.1	1,327.1										
HERCULES HOOK HOME&BLDG PDTs DR	V879	1,644.3							52.1	49.2	1,542.9		
LEE VALLEY&VERITAS HOME&BLDG PDTs DR	V879	685.9	685.9										
LITTLE GIANT HOME & BUILDING PDTs DR	V879	1,068.6	425.4	72.7	45.2				0.2		525.1		
MLCS LTD HOME & BUILDING PDTs DR	V879	529.9	529.9										
MXZ SAW HOME & BLDG PDTs DR	V879	3,429.4							1.1	19.6	3,408.7		
ONEIDA AIR SYSTEMS HOME&BLDG PDTs DR	V879	353.8	353.8										
OSBORNE WOOD PDTs HOME&BLDG PDTs DR	V879	449.9	449.9										
PREMIER BATHROOMS HOME&BLDG PDTs DR	V879	15,568.5	1,259.3	226.9	9.8				4,973.8		9,098.7		
PRO-TRIM HOME & BUILDING PDTs DR	V879	1,095.7	1,095.7										
ROTOZIP HOME & BUILDING PDTs DR	V879	3,021.9								273.2	2,748.7		
SUNDANCE SPAS HOME & BLDG PDTs DR	V879	1,711.6	1,711.6										
SUNPORCH STRUCTURES HM&BLDG PDTs DR	V879	549.7	549.7										
SUNSETTER HOME & BUILDING PDTs DR	V879	70,274.3	5,060.9	1,398.6	2,104.8	281.1		778.0	378.4	496.0	59,776.4		
ATHERASHOWER HOME & BUILDING PDTs DR	V879	3,100.4							6.9		3,093.5		
TIMBERLANE WDCRFTRS HM&BLDG PDTs DR	V879	683.5	683.5										
TWIN DRAFT GUARD HOME & BLDG PDTs DR	V879	2,082.1							0.7	48.8	2,032.5		
VIPER GRIP HOME & BUILDING PDTs DR	V879	591.8								164.5	427.3		
WOODMASTER TOOLS HOME&BLDNG PDTs DR	V879	531.5	531.5										
WOODSTOCK INTL INC HOME&BLDG PDTs DR	V879	531.5	531.5										
AEROMOTIVE AUTOMOTIVE DR	V880	606.6	606.6										
AUTOMOTIVE RACING PDTs AUTOMOTIVE DR	V880	445.0	445.0										
CALIFORNIA CAR COVER AUTOMOTIVE DR	V880	298.6	298.6										
COKER TIRE AUTOMOTIVE DR	V880	1,003.2	1,003.2										
COMPETITION CAMS AUTOMOTIVE DR	V880	936.5	936.5										
DENNIS KIRK AUTOMOTIVE DR	V880	561.0	561.0										
EDELBROCK CORP AUTOMOTIVE DR	V880	2,151.4	337.1								1,814.3		
EDGE AUTOMOTIVE DR	V880	284.7									284.7		
ESCORT AUTOMOTIVE DR	V880	513.9									513.9		
ESCORT INC AUTOMOTIVE DR	V880	8,848.5	8,848.5										
EXOTO AUTOMOTIVE DR	V880	445.7	445.7										
FACTORY FIVE RACING AUTOMOTIVE DR	V880	662.3	662.3										
GOODMARK AUTOMOTIVE DR	V880	392.2	392.2										
GRIOTS CAR CARE AUTOMOTIVE DR	V880	1,515.8	1,515.8										
HKS USA INC AUTOMOTIVE DR	V880	758.6	758.6										
HOT HEADS RESEARCH&RCNG AUTO DR	V880	250.8	250.8										
J&P CYCLES AUTOMOTIVE DR	V880	562.5	189.4								373.1		
JET-HOT AUTOMOTIVE DR	V880	322.1	322.1										
LOKAR LTD AUTOMOTIVE DR	V880	636.6	635.3								1.4		
MACNEIL AUTOMOTIVE PDTs AUTO DR	V880	34,398.4	34,398.4										
MARCH PERFORMANCE AUTOMOTIVE DR	V880	551.6	551.6										

Multi-Media Service  
AD \$ Summary Brand Index - PIB Sort  
January - December 2007 (\$000)

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
MITO CORP AUTOMOTIVE DR	V880	451.7	451.7										
MOSER ENGINEERING AUTOMOTIVE DR	V880	386.9	386.9										
MSD IGNITION AUTOMOTIVE DR	V880	326.8											326.8
ORIGINAL PARTS GROUP AUTOMOTIVE DR	V880	975.5	937.3										38.1
PAINLESS PRFRMNC PDTS AUTO DR	V880	1,267.2	918.9										348.3
QA1 MOTORSPORTS AUTOMOTIVE DR	V880	551.6	551.6										
QUIXX AUTOMOTIVE DR	V880	962.6	587.7						0.0	89.8	262.1		23.0
SHAFIROFF RC ENG&CMPNTS AUTO DR	V880	662.3	662.3										
SIMONIZ AUTOMOTIVE DR	V880	10,773.8							230.4	76.4	126.0	10,341.0	
STAINLESS STEEL BRAKES AUTOMOTIVE DR	V880	333.8	333.8										
STRANGE ENGINEERING AUTOMOTIVE DR	V880	331.1	331.1										
STREET BEASTS AUTOMOTIVE DR	V880	1,616.6	911.3										705.3
SUMMIT RACING EQUIP AUTOMOTIVE DR	V880	1,004.9	834.6										170.3
SUPERCHIPS INC AUTOMOTIVE DR	V880	879.1	879.1										
TIRE RACK AUTOMOTIVE DR	V880	52,644.3	52,644.3										
VALENTINE RESEARCH INC AUTO DR	V880	6,431.3	6,431.3										
YEAR ONE INC AUTOMOTIVE DR	V880	1,258.4	1,258.4										
ZMAX AUTOMOTIVE DR	V880	477.2											477.2
ABES OF ME MULTI-PDTS DR	V899	1,198.8	1,198.8										
ACCESSORY ROW MULTI-PDTS DR	V899	1,198.3	1,198.3										
AIRCRAFT SPRUCE&SPCITY MULTI-PDTS DR	V899	276.3	276.3										
AMERICAN PROFILE MAG MULTI-PDTS DR	V899	1,441.1		1,441.1									
B&H PHOTO CORP MULTI-PDTS DR	V899	11,152.0	11,152.0										
BEACH CAMERA MULTI-PDTS DR	V899	1,017.4	1,017.4										
BETTER HOMES&GARDENS MULTI-PDTS DR	V899	320.5	320.5										
BRUCE A BERMAN MULTI-PDTS DR	V899	967.5											967.5
CALUMET PHOTOGRAPHIC MULTI-PDTS DR	V899	2,512.4	2,512.4										
CAMP MOR MULTI-PDTS DR	V899	304.3	304.3										
CARQUEST MULTI-PDTS DR	V899	4,123.5	4,123.5										
CATALOG MUSIC CO MULTI-PDTS DR	V899	604.6	343.2	261.5									
CDW COMPUTER CTR INC MULTI-PDTS DR	V899	933.3	688.3				245.0						
CHAPARRAL MOTORSPORTS MULTI-PDTS DR	V899	1,011.9	1,011.9										
CLASSIC INDUSTRIES MULTI-PDTS DR	V899	1,003.2	1,003.2										
CLEARPOINTDIRECT.COM MULTI-PDTS DR	V899	453.8		453.8									
CRUTCHFIELD CORP MULTI-PDTS DR	V899	414.5	414.5										
CURRENT INC MULTI-PDTS DR	V899	439.4	439.4										
DANBURY MINT MULTI-PDTS DR	V899	1,624.3	1,577.3	47.0									
DELL COMPUTER CORP MULTI-PDTS DR	V899	3,960.9	1,383.4		246.0	2,313.8		15.4			2.3		
DIGI COMBOS MULTI-PDTS DR	V899	739.9	739.9										
DOUBLEDAY ENTERTAINMENT MISC DR	V899	449.1		449.1									
EDDIE BAUER INC MULTI-PDTS DR	V899	416.3	416.3										
ESPECIALLY YOURS MULTI-PDTS DR	V899	332.5	332.5										
EXCLUSIVELY WEDDINGS MULTI-PDTS DR	V899	5,956.6	5,956.6										
EXPOSURES MULTI-PDTS DR	V899	260.0	260.0										
FC&A MULTI-PDTS DR	V899	2,271.3		2,271.3									
FISHER INVESTMENTS INC MULTI-PDTS DR	V899	267.4							2.2	66.4	198.8		
GADGET UNIVERSE MULTI-PDTS DR	V899	1,022.1	1,022.1										
GRANDIN ROAD MULTI-PDTS DR	V899	474.8	474.8										
HAVERHILLS MULTI-PDTS DR	V899	535.8	531.5		4.4								
HEALTHY BACK STORE MULTI-PDTS DR	V899	1,093.0		1,093.0									
HEARTLAND AMERICA MULTI-PDTS DR	V899	867.7	662.7	67.1		137.9							
HILLHOUSE NATURALS MULTI-PDTS DR	V899	389.3	389.3										
HOUSE BEAUTIFUL MAG MULTI-PDTS DR	V899	1,590.5	1,590.5										
INTL HOME SHOPPING MULTI-PDTS DR	V899	2,467.8		2,255.0	212.8								
J&R MUSIC WORLD MULTI-PDTS DR	V899	635.8	635.8										
LENOX COLLECTIONS MULTI-PDTS DR	V899	742.6	742.6										
LL BEAN MULTI-PDTS DR	V899	1,042.8		985.7	55.2	2.0							
MARILYN'S KEEPSAKES MULTI-PDTS DR	V899	815.6	815.6										
MEDICOOL MULTI-PDTS DR	V899	663.8	663.8										
MOTOSPORT OUTLET MULTI-PDTS DR	V899	933.8	933.8										
MUNDO DE INGLES MULTI-PDTS DR	V899	4,332.4							914.5	3,418.0			
NAPASTYLE MULTI-PDTS DR	V899	677.7									677.7		

**Multi-Media Service**  
**AD \$ Summary Brand Index - PIB Sort**  
**January - December 2007 (\$000)**

BRAND	PIB	TOTAL	MAGAZINES	SUNDAY MAGS	NEWSPAPER	NATL NEWSP	OUTDOOR	NETWORK TV	SPOT TV	SYNDICATION	CABLE TV	NETWORK RADIO	NAT SPOT RADIO
NATIONAL CONSUMER MKTG MULTI-PDTS DR	V899	11,404.5	50.7	11,353.8									
NFL SHOP MULTI-PDTS DR	V899	697.0							90.0	251.5		355.6	
PAULA YOUNG WIGS MULTI-PDTS DR	V899	1,865.0	1,676.5	188.6									
PENN STATE INDUSTRIES MULTI-PDTS DR	V899	1,015.2	1,015.2										
PLEASANT CO MULTI-PDTS DR	V899	257.6			257.6								
PONY CLUB MULTI-PDTS DR	V899	408.8	408.8										
RELISH MAGAZINE MULTI-PDTS DR	V899	488.8		488.8									
RODALE PRESS MULTI-PDTS DR	V899	267.3	267.3										
SAVE BY MAIL MULTI-PDTS DR	V899	261.5		261.5									
SHARPER IMAGE MULTI-PDTS DR	V899	7,667.6			6,272.3	1,395.3							
SPORTYS PILOT SHOP MULTI-PDTS DR	V899	345.4	345.4										
STATLER BROS MUTLI-PDTS DR	V899	563.2		563.2									
STONEWALL KITCHEN MULTI-PDTS DR	V899	273.9	273.9										
SUPER SIGNS INC MULTI-PDTS DR	V899	261.5		261.5									
TRISTATE CAMERA&VIDEO MULTI-PDTS DR	V899	1,380.2	1,380.2										
U-BILD FEATURES MULTI-PDTS DR	V899	1,008.5			1,008.5								
VIDEO PROFESSOR MULTI-PDTS DR	V899	394.6							2.6		392.0		
WEIGHT WATCHERS MAG MULTI-PDTS DR	V899	525.0	525.0										
WINE ENTHUSIAST MULTI-PDTS DR	V899	3,542.2				3,542.2							
WOMANS DAY MAG MULTI-PDTS DR	V899	703.6	703.6										
UNIVERSAL MEDIA SYNDCT MISC DR	V900	6,041.5			6,041.5								