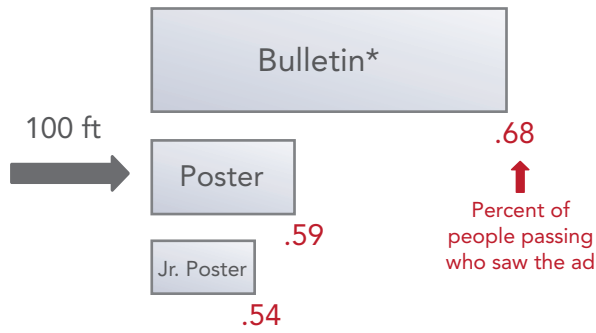


THE KEY FACTORS OF VISIBILITY ADJUSTMENTS

1) FORMAT AND SIZE

Format/size matters most when units are in the same relative position and distance:

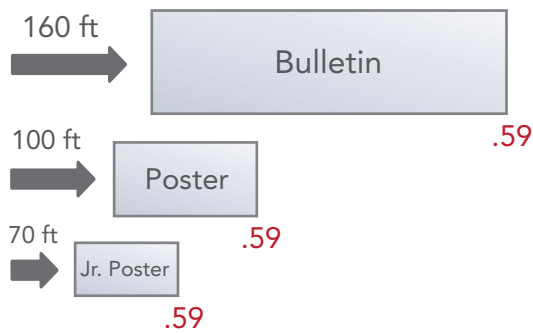


Visibility Adjustment Indices (VAIs) convert weekly circulation into EYES ON audiences. These VAIs are based on high quality eye-tracking research and a statistically powerful and valid VAI model. This model assigns a VAI score to each of nearly 400,000 units of inventory based on six visibility factors. These factors are format, size, position relative to road, angle to road, road type and distance from the road.

How are each of the six visibility factors weighted in developing the VAI score? There is not a "simple" answer because VAI is based on a sophisticated technique that considers all factors simultaneously. Essentially, the importance of any predictor is based on the relative power of the variable in determining noticing and the relative presence of the characteristic among the 400,000 units of inventory. The current predictors are based on what is available in the TAB database and can be expanded (if required) to handle new formats (e.g. transit, digital).

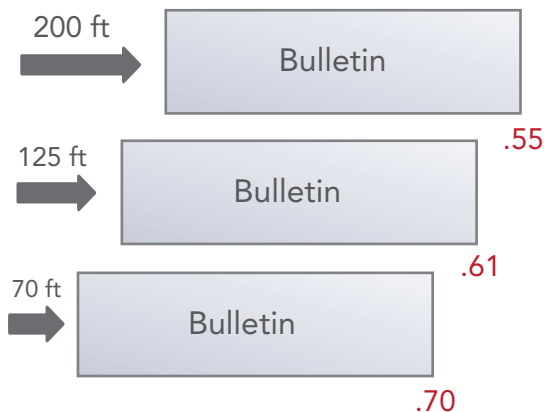
2) SIZE IN RELATION TO DISTANCE

Most units are located at the optimum distance for their size:



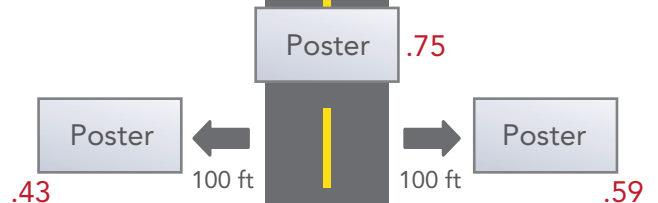
3) DISTANCE IN RELATION TO SIZE

The role of distance really matters when examining one format:



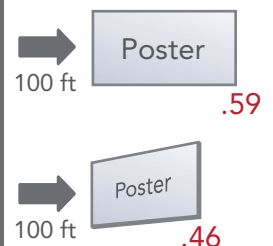
4) SIDE OF ROAD

Side of Road matters most when format and distance are constant.



4) PARALLEL POSITION

The impact of a parallel position is significant.



* Bulletins in illustrations represent the standard size of 14' x 48'.