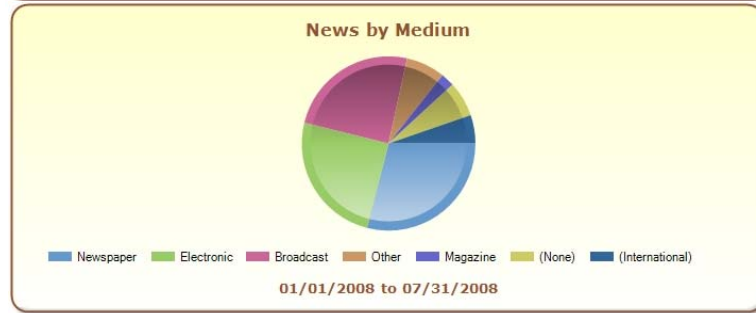




2008 Year to Date Media Impact Report



Date	Number of Articles	Circulation	Ad Value
January			
12/30/2007	115	5,873,935	\$230,308.53
1/6/2008	102	3,103,744	\$216,967.18
1/13/2008	86	4,247,950	\$390,385.64
1/20/2008	115	3,209,918	\$217,979.42
1/27/2008	<u>171</u>	<u>11,366,422</u>	<u>\$2,078,294.66</u>
	589	27,801,969	\$3,133,935.43
February			
2/3/2008	112	4,638,158	\$1,417,343.77
2/10/2008	155	6,625,045	\$1,029,782.41
2/17/2008	57	4,899,781	\$126,748.36
2/24/2008	<u>63</u>	<u>6,211,167</u>	<u>\$1,447,146.41</u>
	387	22,374,151	\$4,021,020.95
March			
3/2/2008	104	11,753,677	\$1,519,023.57
3/9/2008	125	12,668,602	\$1,092,077.72
3/16/2008	218	16,351,659	\$1,482,600.27
3/23/2008	184	19,407,028	\$1,283,510.98
3/30/2008	<u>219</u>	<u>11,108,171</u>	<u>\$754,185.34</u>
	850	71,289,137	\$6,131,397.88
April			
4/6/2008	433	27,239,009	\$2,312,308.87
4/13/2008	296	9,231,609	\$1,130,674.35
4/20/2008	214	19,187,768	\$1,998,892.06
4/27/2008	<u>112</u>	<u>6,606,944</u>	<u>\$640,478.63</u>
	1,055	62,265,330	\$6,082,353.91
May			
5/4/2008	209	7,070,806	\$1,755,863.40
5/11/2008	334	5,851,598	\$897,199.19
5/18/2008	328	11,418,726	\$1,205,645.84
5/28/2008	<u>379</u>	<u>14,579,342</u>	<u>\$6,031,202.39</u>
	1,250	38,920,472	\$9,889,910.82
June			
6/1/2008	188	5,740,168	\$836,094.52
6/18/2008	231	6,051,529	\$1,106,583.39
6/15/2008	256	7,829,777	\$1,292,727.99
6/22/2008	565	15,667,019	\$3,812,002.83
6/29/2008	<u>303</u>	<u>9,586,011</u>	<u>\$1,977,917.00</u>
	1,543	44,874,504	\$9,025,325.73
July			
7/6/2008	399	16,934,869	\$2,372,544.73
7/13/2008	474	18,884,530	\$3,014,474.19
7/20/2008	441	8,178,868	\$4,110,592.40
7/27/2008	<u>336</u>	<u>6,776,232</u>	<u>\$1,817,440.35</u>
	1,650	50,774,499	\$11,315,051.67
Totals YTD	7,324	318,300,062	\$49,598,996.39