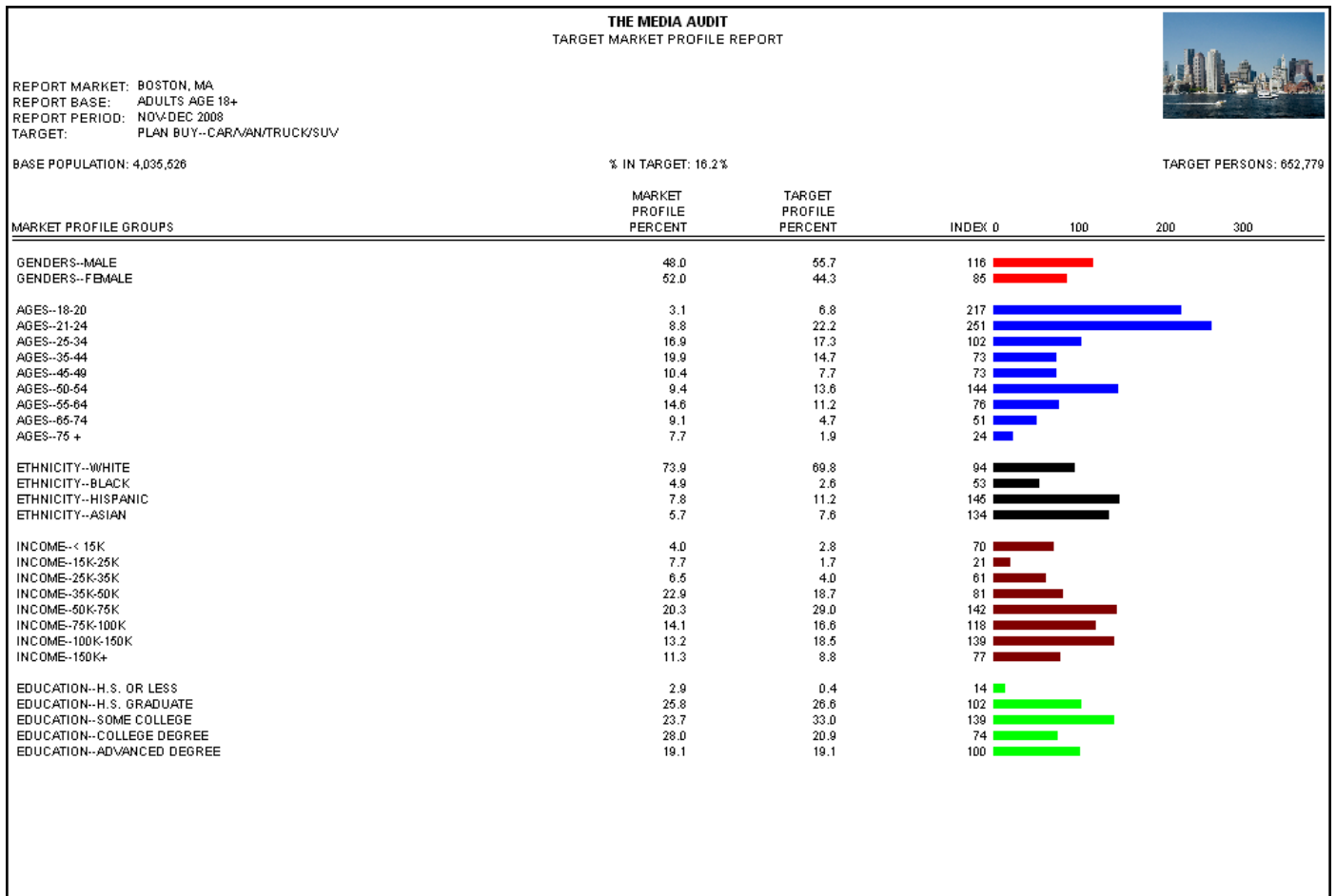


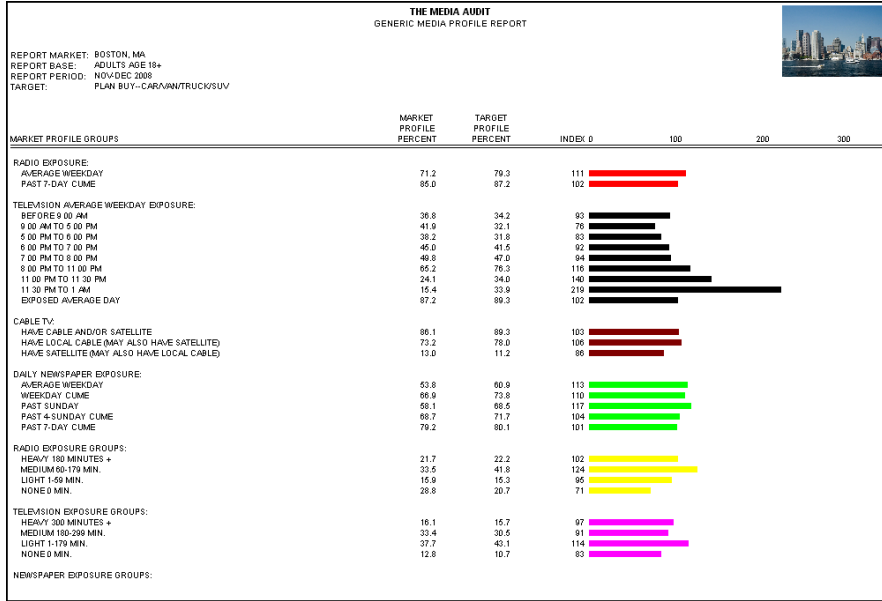
The Media Audit Software Special Reports

- **The Media Audit Software...** can provide competitive media analyses that no other media software program can easily duplicate...and which is the most user friendly software of any qualitative media software program available anywhere.
 - **Special Reports** can be used to compare analyses of...
 - Target Market Profile: Demographic profile of a target audience by comparison to the market as shown below.

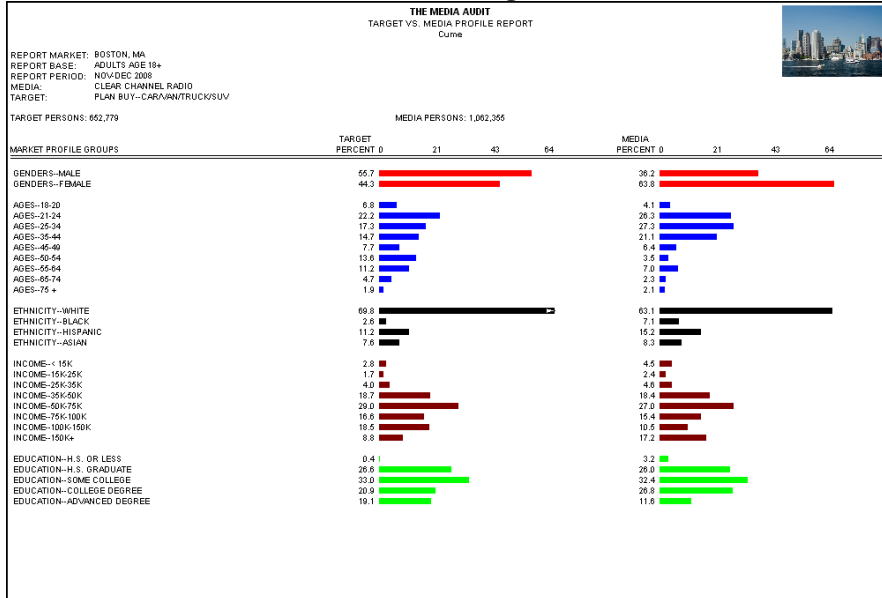


- Three additional **Special Reports** analyses include...
 - Generic Media Profile: Demonstrates the general media habits of a target audience that includes radio, television, cable TV / satellite, daily newspapers, the Internet and outdoor billboards for heavy, medium, light and no exposure analyses for each media group.
 - Target vs. Media: Side-by-Side comparison of a single medium and a target audience.
 - Media vs. Media: Compares the demographic profile of two media side-by-side.
- The report above and these three additional reports can be used in sales presentations to make your case for a given media selection.

Generic Media Profile



Media vs. Target



Media vs. Media

