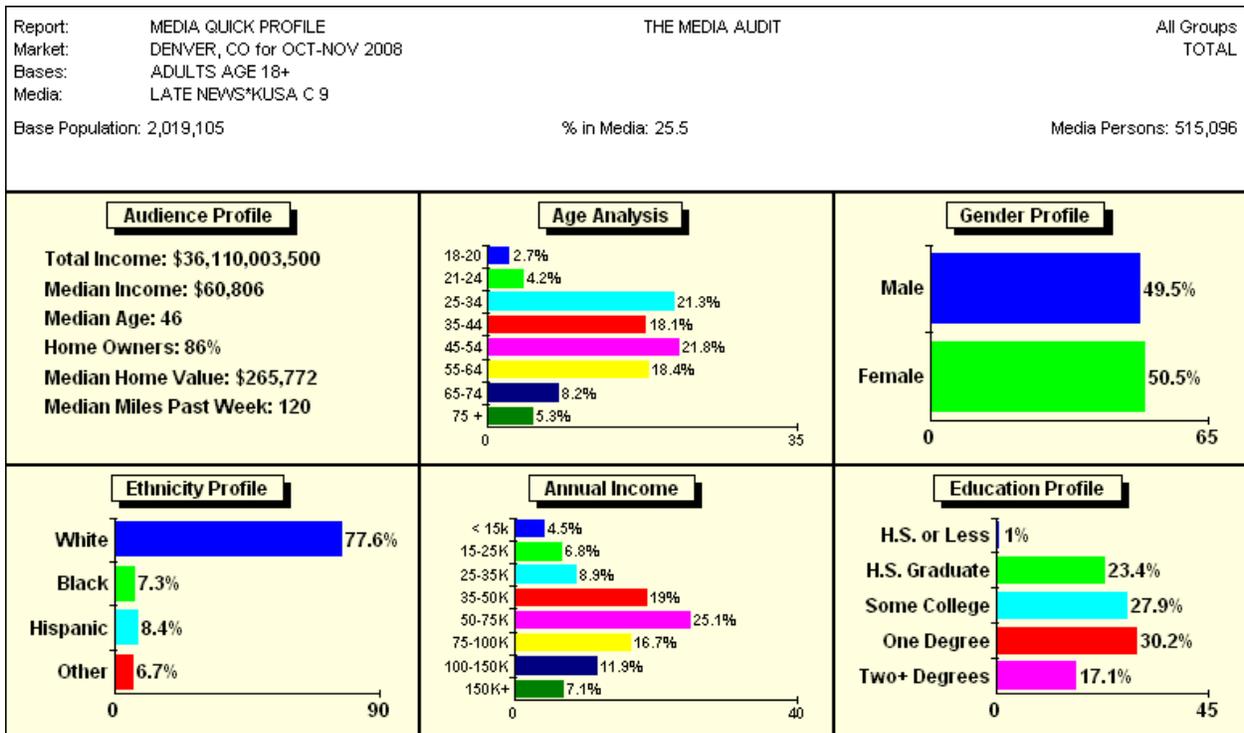


The Media Audit

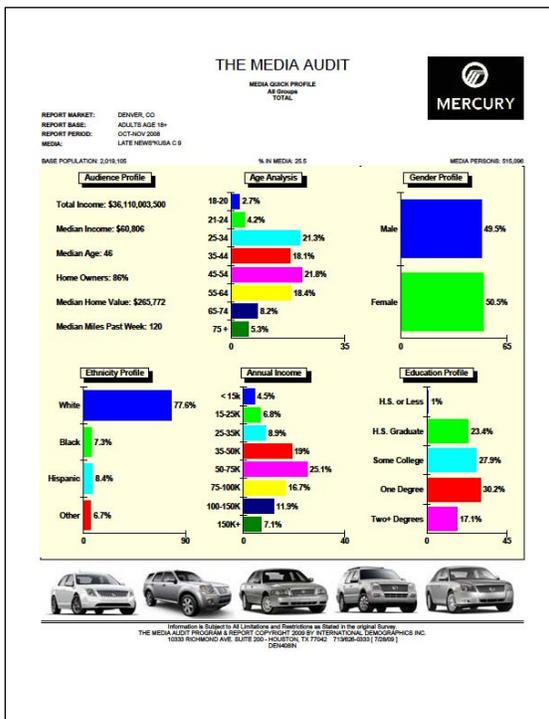
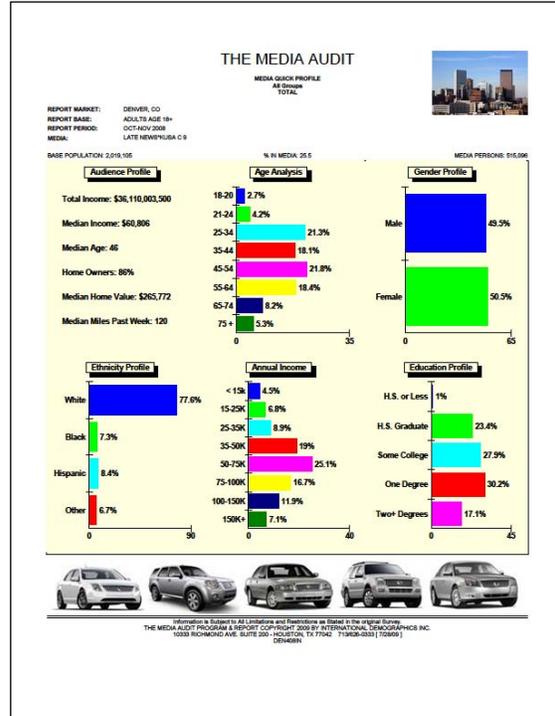
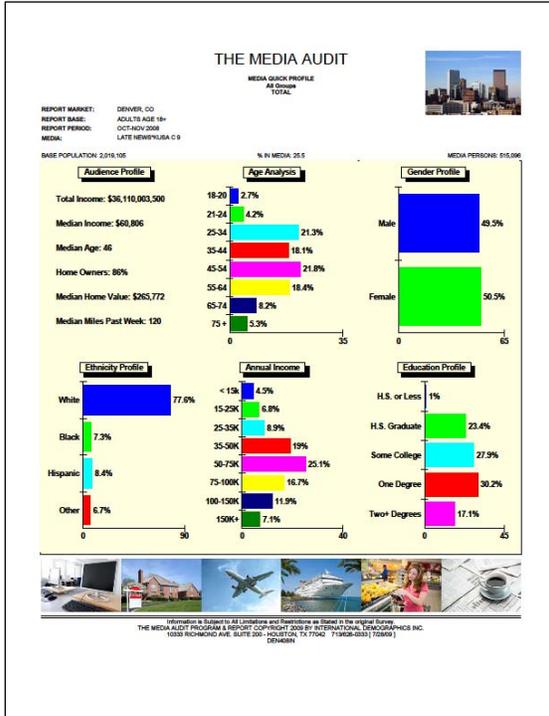
Software Quick Profile

- **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 program of any qualitative media software program available anywhere.
 - **Quick Profile Reports** profiles Media and Target audiences in a single sheet analysis that can include customized text, footers and logos. The basic reports the following graphed profiles...
 - Audience Profile
 - Age Analysis
 - Gender Profile
 - Ethnicity Profile
 - Annual Income
 - Education Profile



In the graphed picture above shows median income, median age, median home value, and the median miles driven in the metro area during the past week. Under "Options" in the tool bar, you can change each of these "Median" numbers to "Mean" averages.

You can also add a standard "Footer" to this graph by clicking on "Options" and then clicking on "Change Footer Image", which will provide you two choices... "Set Image" and "Options". By clicking on "Set Image", you will get the same graph as above but with the Standard Footer as shown on the back side of this page. After you have Set Image, all you need to do then is to click on Options in the drop down menu and click on "Center" and then click on the "Print" button in the tool bar.



The Quick Profile is very easy to produce, as you can see from the front page of this how to use paper. It is also easy to produce the Quick Profile footer, as explained on the reverse side of this page...and as pictured in the above left example.

To produce a custom footer, you need to first build the footer by going to Google Images or other websites where you can copy the images you would like in your footer.

Save each of the images that you would like to have in your new footer and give each one a name.

Now, click on Microsoft's "Start" menu and then click on "All Programs". Go to Accessories and click on "Paint". Click on "Edit", then click on "Paste From" process until you have all of the other images. Now click on "File" and then click on "Save As" and save your image as a JPEG or Bitmap. As you continue the "Paste From" process, the second image will be pasted over the prior image. Click on each image and move them to the right. Make sure the dotted

box is large enough for the images. Stretch the box by using the squares at the edge of the box.

If you want to put a logo at the top of this presentation when you are ready to print, click on "Options" in the tool bar. When "Logo Options" comes up, click on "Set Image" then click on "New Image". Select My Documents or Desktop where ever you saved the logo. Open the file and select the name that you gave the logo. Click on that file, then click "Open". The Logo Options box will come up with your logo. Click on Set Logo and then click on Set Image. When you print the report, the logo you selected will print at the top right corner of the page...as shown in the bottom left picture above.