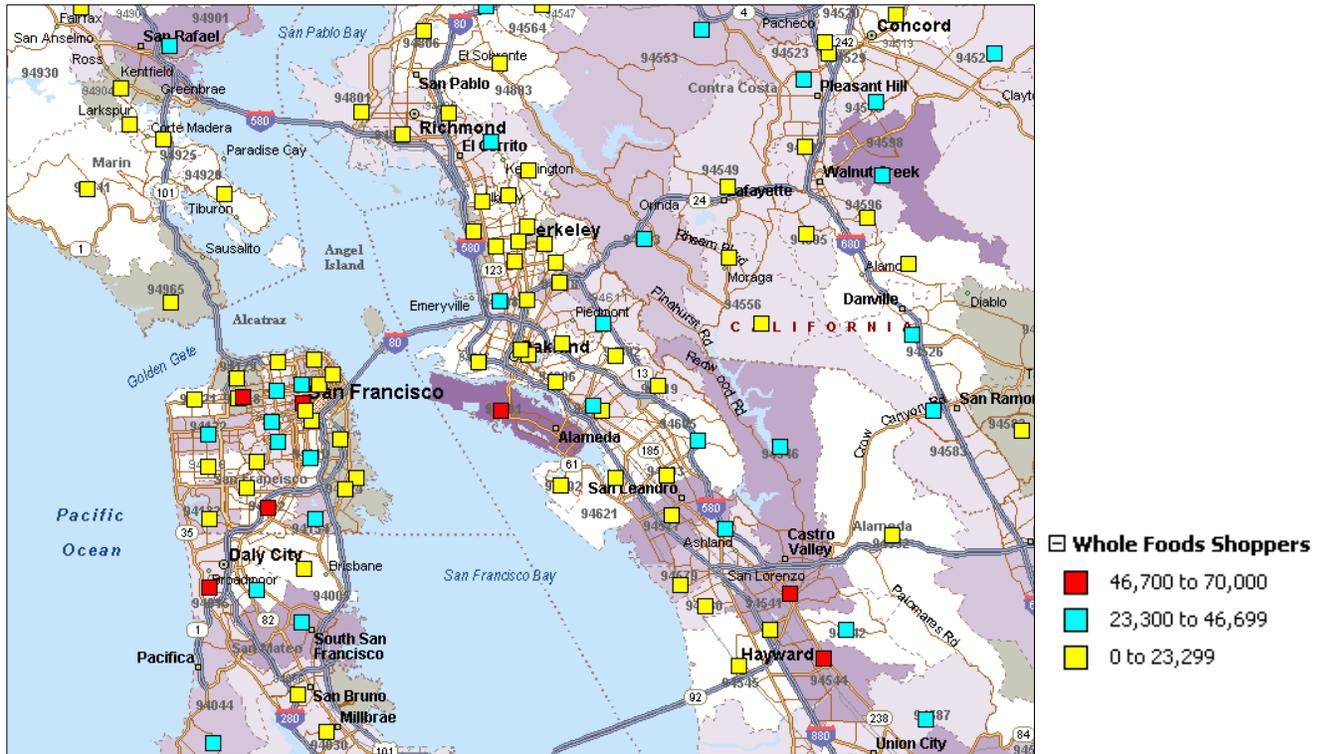


All you need to do to get the map is click on Zip Code Mapper in The Media Audit Software and then select the media you want to map...then click on the target audience you want to measure...then size the map... then click on the "Print" button in The Media Audit Software tool bar to get your map.

If you want to overlay the media's audience map with a different target audience that will show you the media's reach geographically in conjunction with the density of that target audience... simply follow the instructions defined at the bottom of this page.

KGO-TV's Geography In Terms of Whole Foods Customer Geographic Density



The shaded area is the location of KGO-TV's audience. The colored squares are the location of Whole Foods' customers. The density of Whole Food customers geographically are defined in the legend above.

If you want to do a map of Whole Food Shoppers or another target, you would follow the same procedures as defined for mapping KGO-TV's audience. The process for this overlay step is:

- Right Click on the Media Audience Label in the Legend
- Click "Export to Excel" and save the Excel File to a name of your choice.
- Create the Target Audience map, then...
- Using the Target Audience Map created in MapPoint, Click on Data in the Tool Bar...
- Then Click "Import Data Wizard" and select the Excel file you previously saved...
- Under "Sheets", select the sheet that does not say MapPoint.
- Click "Next" then...
- Click "Finish" and it will overlay both maps into a single map...
- To convert this new map to look like the map above
- Right Click on the Target Audience Label in the Legend...
- Select "Map Type and then Select "Multiple Symbol"...
- Click "Next" and then Click "Next" again
- The Default Symbol is a circle. To change to a Box Symbol or other Symbol and change colors, select the down arrow key next to Data Range and make the selections.
- Now Click "Finish"