

KODF-TV26

Dallas, TX



The Media Audit



Report: RANKER REPORT
Market: DALLAS/FT. WORTH, TX for JAN-FEB 2008 / JUN-JUL 2008
Bases: ADULTS AGE 18+
Target: ADULTS AGE 18+

THE MEDIA AUDIT

Cume Ratings

Base Population: 4,440,678

% In Target: 100.0%

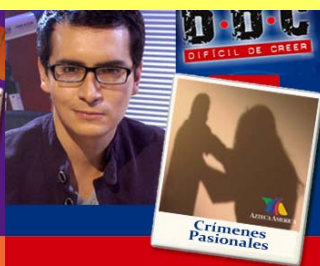
Target Persons: 4,440,678

AZTECA KODF-TV26 reaches 483,474 18+ viewers every week.

483,474



C26 KODF AZT TOTAL



KODF-TV26 AZTECA 18+ Weekly Cume Viewer Profile

Report: MEDIA QUICK PROFILE
 Market: DALLAS/F.T. WORTH, TX for JAN-FEB 2008 / JUN-JUL 2008
 Bases: ADULTS AGE 18+
 Media: C26 KODF AZT TOTAL

THE MEDIA AUDIT

All Groups
 TOTAL

Base Population: 4,440,679

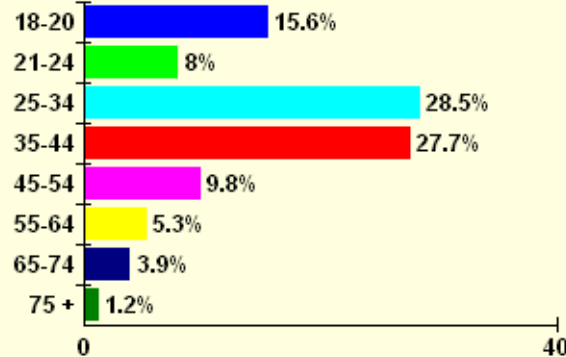
% in Media: 10.9

Media Persons: 483,475

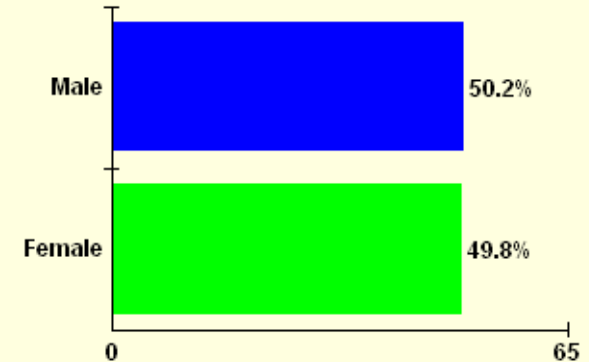
Audience Profile

Total Income: \$19,536,652,000
Mean Income: \$40,409
Mean Age: 35
Home Owners: 52%
Mean Home Value: \$199,829
Mean Miles Past Week: 178

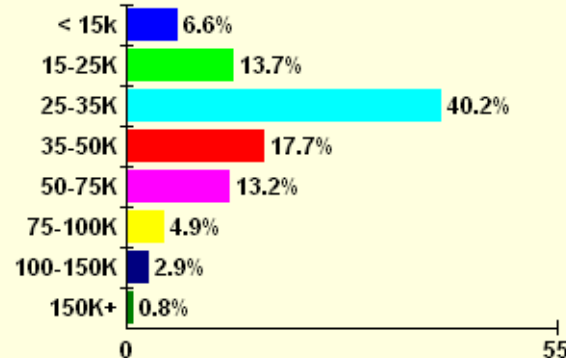
Age Analysis



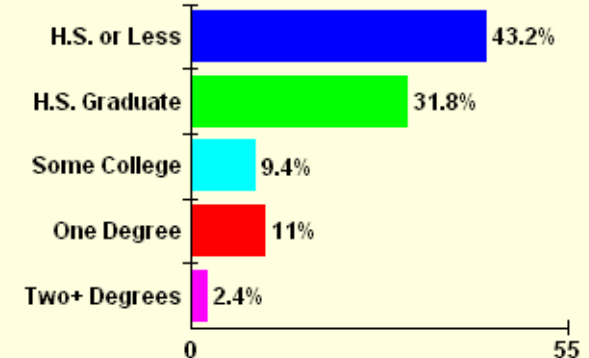
Gender Profile



Annual Income



Education Profile



AZTECA AMERICA

A Dallas, TX Sales Example



The
Media
Audit



Report: TARGET PROFILE REPORT
Market: DALLAS/FT. WORTH, TX for JAN-FEB 2008 / JUN-JUL 2008
Bases: ADULTS AGE 18+
Target: PLAN BUY--DOMESTIC CAR/VAN/TRUCK/SUV

THE MEDIA AUDIT

Target Analysis

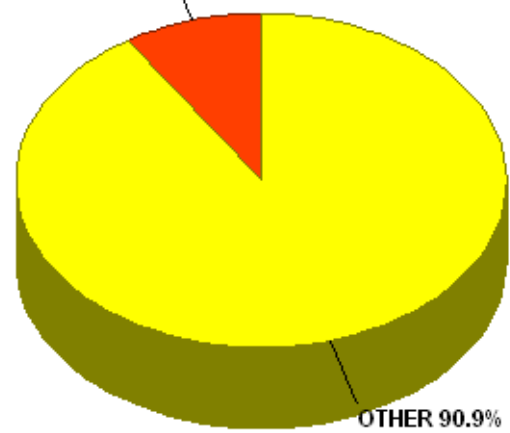
Base Population: 4,440,678

% In Target: 9.1%

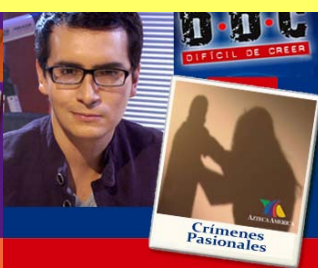
Target Persons: 404,194

404.194 Adults 18+ Plan to Buy a Domestic Car During the Next 12 Months.

PLAN BUY--DOMESTIC CAR/VAN/TRUCK/SUV 9.1%



OTHER 90.9%



Base Population: 4,440,679

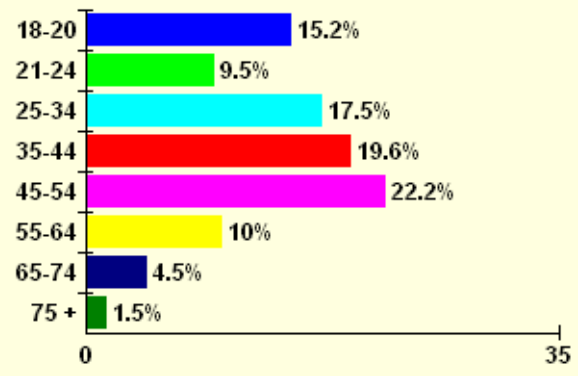
% in Target: 9.1

Target Persons: 404,194

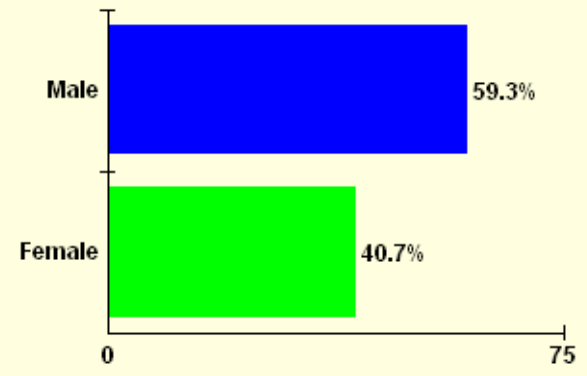
Audience Profile

Total Income: \$29,509,621,500
Median Income: \$59,614
Median Age: 39
Home Owners: 73%
Median Home Value: \$162,159
Median Miles Past Week: 150

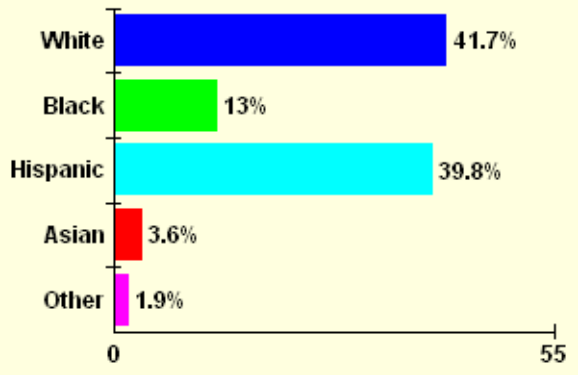
Age Analysis



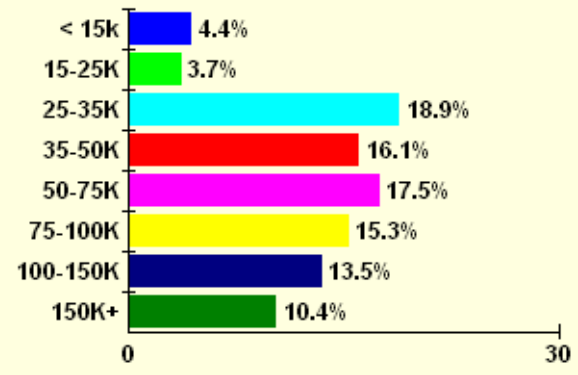
Gender Profile



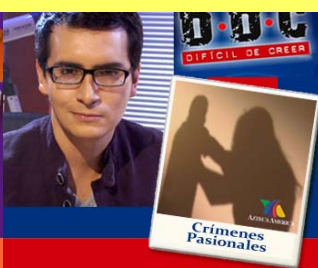
Ethnicity Profile



Annual Income



**40%
 of
 Dallas Area
 Domestic Car Buyers
 are Hispanic**



Report: MEDIA DAY ANALYSIS
Market: DALLAS/FT. WORTH, TX for JAN-FEB 2008 / JUN-JUL 2008
Bases: RACE--HISPANIC DESCENT
Target: PLAN BUY--DOMESTIC CAR/VAN/TRUCK/SUV

THE MEDIA AUDIT

Target Market

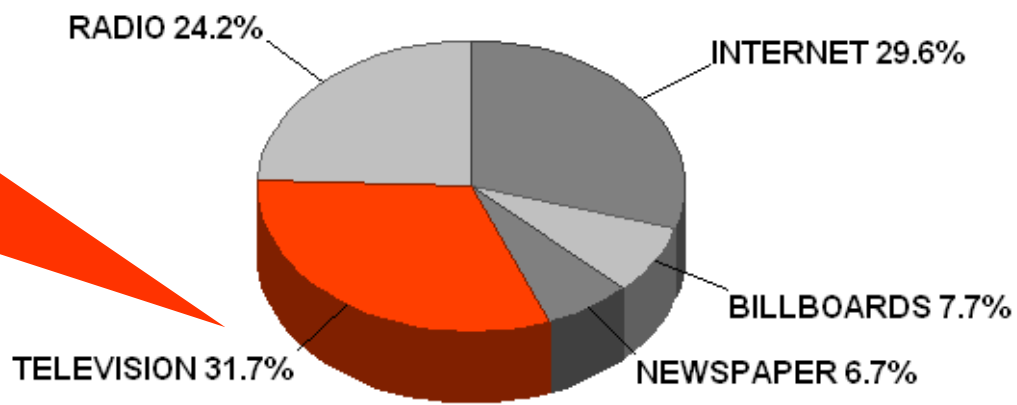
Base Population: 1,078,209

% In Target: 14.9%

Target Persons: 160,975

Hispanic Domestic Car Buyers Spend 32% of their Media Day with TELEVISION

TV is the Medium of Choice for Hispanic Domestic Car Buyers



Report: RANKER REPORT
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Bases: RACE--HISPANIC DESCENT
Target: PLAN BUY--DOMESTIC CAR/VAN/TRUCK/SUV

THE MEDIA AUDIT

Cume Ratings

Base Population: 1,078,209

% In Target: 14.9%

Target Persons: 160,975



40% of Hispanic Domestic Car Buyers watch KODF-TV26



Report: RANKER REPORT
 Market: DALLAS/FT. WORTH, TX for JAN-FEB 2008 / JUN-JUL 2008
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Cume Ratings

Base Population: 4,440,678

% In Target: 9.1%

Target Persons: 404,194



KODF-TV26 Reaches More Domestic Car Buyers than any other Hispanic Media.

