



Clipper Magazine®



*A smart road
to reach
Albany
car buyers!*



Automotive

Shared By: David Marks
Date: August 4, 2008



Currently 106,200 people said they are planning to buy some type of vehicle in the next 12 months

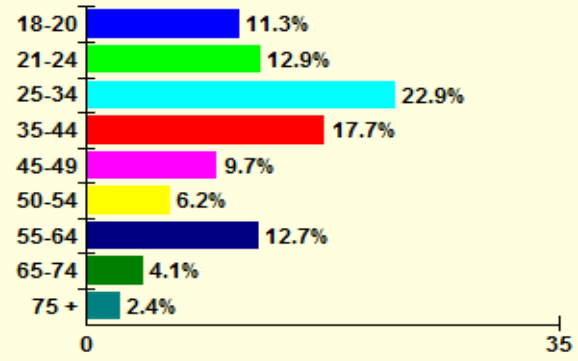


Report: TARGET QUICK PROFILE THE MEDIA AUDIT All Groups TOTAL
 Market: ALBANY-SCHENECTADY-TROY, NY for MAR-APR 2008
 Bases: LIVE IN--ALBANY COUNTY ; LIVE IN--SARATOGA COUNTY ; LIVE IN--SCHENECTADY COUNTY
 Target: PLAN BUY--CAR/VAN/TRUCK/SUV ← Target Persons: 106,200
 Base Population: 523,700 % in Target: 20.3

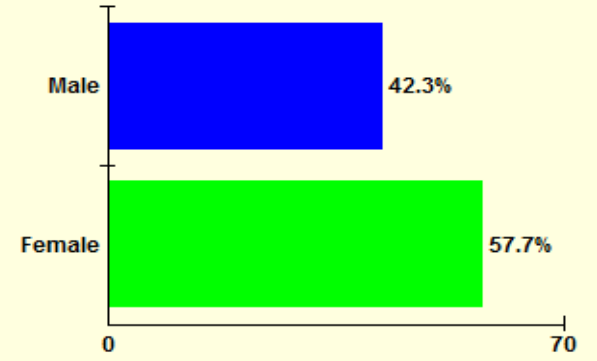
Audience Profile

Total Income: \$7,009,500,000
 Mean Income: \$66,065
 Mean Age: 38
 Home Owners: 66%
 Mean Home Value: \$292,846
 Mean Miles Past Week: 195

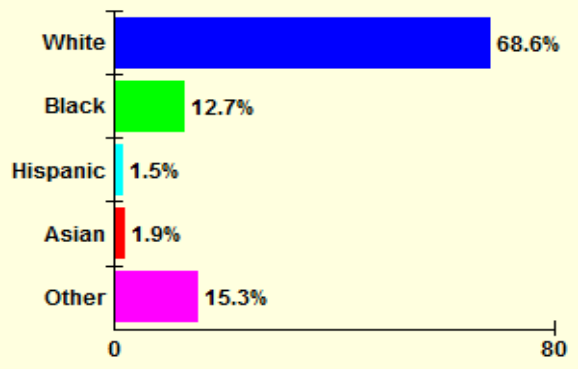
Age Analysis



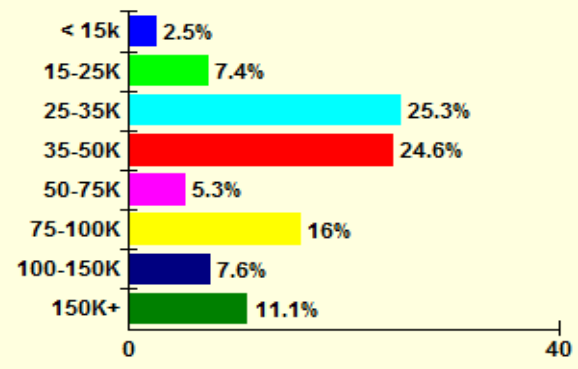
Gender Profile



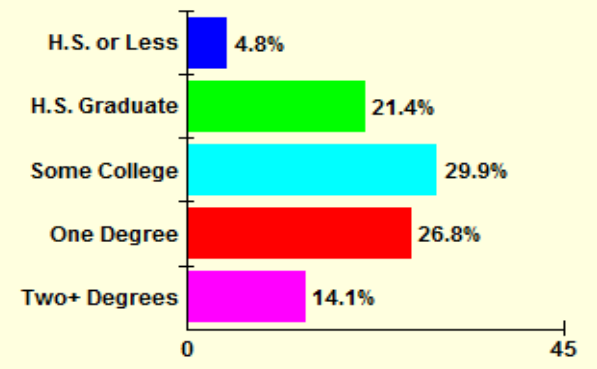
Ethnicity Profile



Annual Income



Education Profile



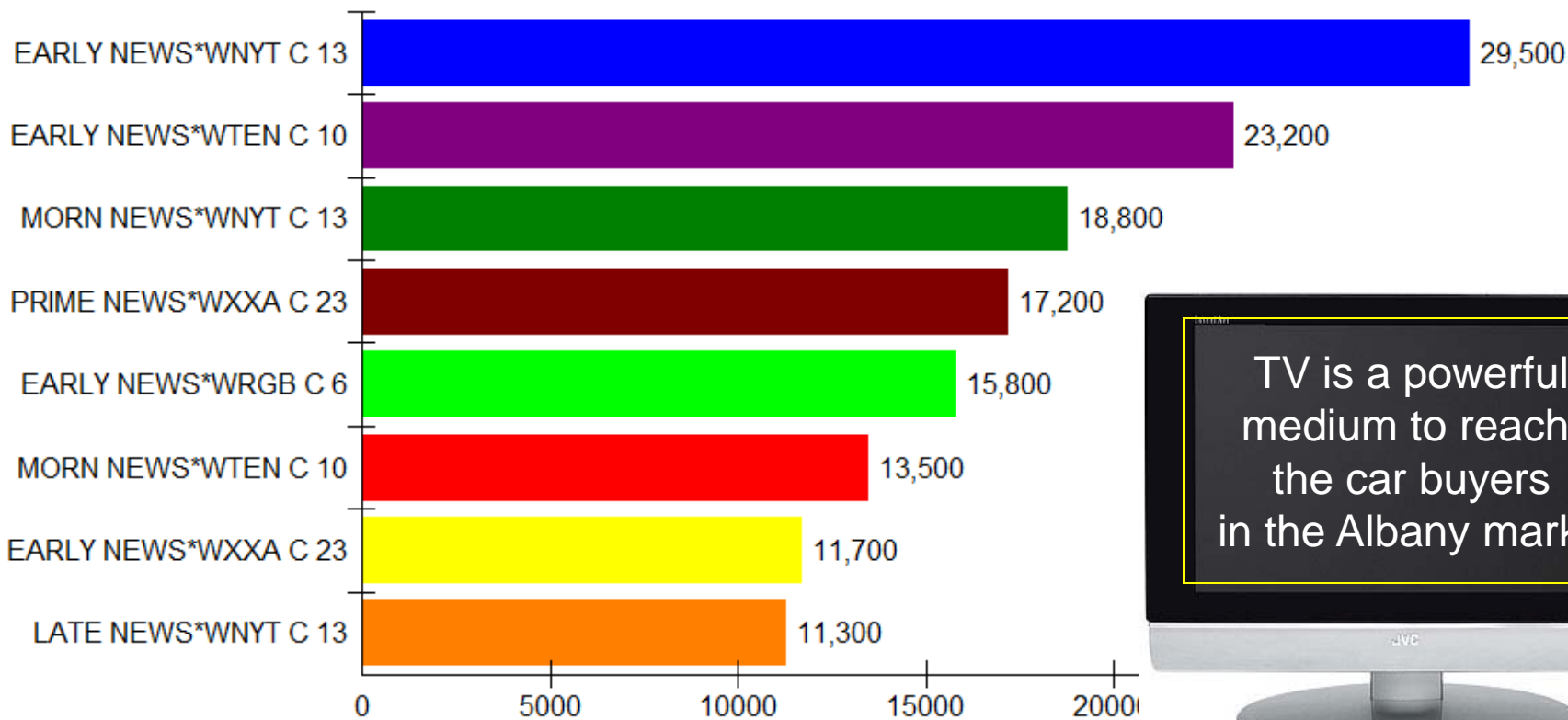


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The top local newscasts are reaching almost 30,000 vehicle buyers

Cume Ratings: Plan to buy a car/van/truck/SUV in the next 12 months



TV is a powerful medium to reach the car buyers in the Albany market



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Report: RANKER REPORT THE MEDIA AUDIT
 Market: ALBANY-SCHENECTADY-TROY, NY for MAR-APR 2008
 Bases: LIVE IN--ALBANY COUNTY ; LIVE IN--SARATOGA COUNTY ; LIVE IN--SCHENECTADY COUNTY
 Target: PLAN BUY--CAR/VAN/TRUCK/SUV

Base Population: 523,700

% In Target: 20.3%

Rank	Media	Cume Persons	Cume Rating	0	29
1	CLIPPER MAGAZINE	30,300	28.5		
2	EARLY NEWS*WNYT C 13	29,500	27.8		
3	EARLY NEWS*WTEN C 10	23,200	21.8		
4	MORN NEWS*WNYT C 13	18,800	17.7		
5	PRIME NEWS*WXXA C 23	17,200	16.2		
6	EARLY NEWS*WRGB C 6	15,800	14.9		
7	MORN NEWS*WTEN C 10	13,500	12.7		
8	EARLY NEWS*WXXA C 23	11,700	11.0		
9	LATE NEWS*WNYT C 13	11,300	10.6		
10	MORN NEWS*WRGB C 6	9,800	9.2		
11	LATE NEWS*WTEN C 10	8,400	7.9		
12	LATE NEWS*WRGB C 6	5,700	5.4		

A campaign with Clipper will reach more vehicle buyers than any local newscast



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**Clipper reaches 1 out of every 4 vehicle buyers in the market!
Clipper on average reaches 25% of the vehicle buyers across all categories**

Report: COMPOSITION REPORTS THE MEDIA AUDIT
 Market: ALBANY-SCHENECTADY-TROY, NY for MAR-APR 2008
 Bases: ~~LIVE IN ALBANY COUNTY~~ ; LIVE IN-SARATOGA COUNTY ; LIVE IN-SCHENECTADY COUNTY
 Media: **CLIPPER MAGAZINE**
 Base Population: 523,700 % In Media Audience: 32.4%

Target	Market Persons	Media Persons	Media Rating
PLAN BUY--CAR/VAN/TRUCK/SUV	106,200	30,300	28.5
PLAN BUY--NEW CAR/VAN/TRUCK/SUV	55,400	17,300	31.2
PLAN BUY--USED CAR/VAN/TRUCK/SUV	46,300	8,900	19.2
PLAN BUY--CAR	60,300	14,800	24.5
PLAN BUY--VAN/TRUCK/SUV	39,700	14,100	35.5
PLAN BUY--DOMESTIC CAR/VAN/TRUCK/SUV	47,000	15,400	32.8
PLAN BUY--FOREIGN CAR/VAN/TRUCK/SUV	38,900	12,000	30.8
PLAN BUY--WILL PAY \$20000 PLUS FOR NEXT VEHICLE	60,300	18,600	30.8
PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE	8,900	3,300	37.1



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The car buyers that are reading Clipper will also see my dealerships advertisement on Television...won't they?



How many of these buyers are the same buyers?





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Report: RANKER REPORT
 Market: ALBANY-SCHENECTADY-TROY, NY for MAR-APR 2008
 Bases: PLAN BUY--CAR/VAN/TRUCK/SUV
 Target: PAST 4 EDITION CUME--CLIPPER MAGAZINE
 Base Population: 139,000

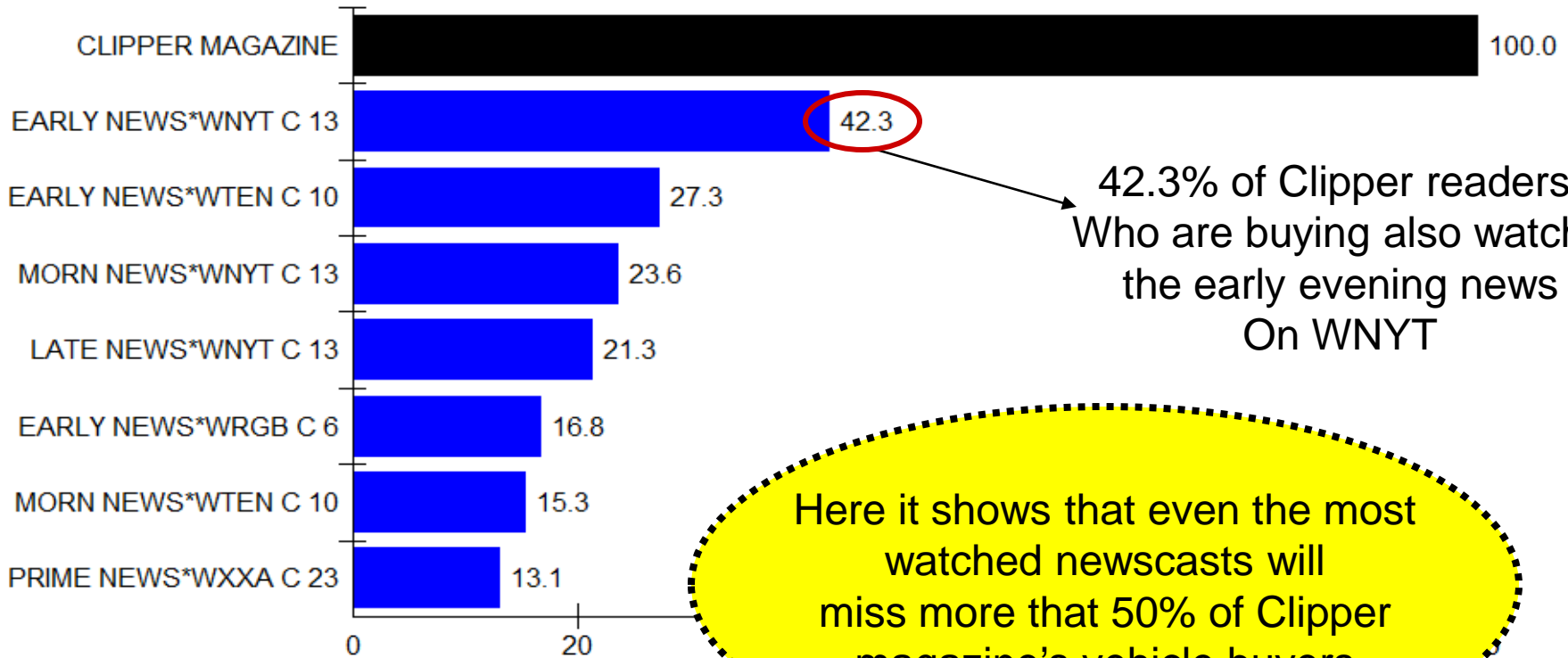
THE MEDIA AUDIT

Cume Ratings

% In Target: 25.3%

Target Persons: 35,200

Duplication of Albany vehicle buyers reading Clipper Magazine and watching news



42.3% of Clipper readers
 Who are buying also watch
 the early evening news
 On WNYT

Here it shows that even the most
 watched newscasts will
 miss more that 50% of Clipper
 magazine's vehicle buyers



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Using WNYT as an example.

If a dealership bought the news package they would reach 29% of the vehicle buyers.

Report: COMBO BUILDER -- NET MEDIA REACH REPORT THE MEDIA AUDIT
 Market: ALBANY-SCHENECTADY-TROY, NY for MAR-APR 2008
 Bases: LIVE IN--ALBANY COUNTY ; LIVE IN--SARATOGA COUNTY ; LIVE IN--SCHENECTADY COUNTY
 Target: PLAN BUY--CAR/VAN/TRUCK/SUV
 Base Population: 523,700 % In Target: 20.3%

Media	Cume Persons	Cume Rating	0	15	31	46
MORN NEWS*WNYT C 13	18,800	17.7				
EARLY NEWS*WNYT C 13	29,500	27.8				
LATE NEWS*WNYT C 13	11,300	10.6				
NET MEDIA REACH 1	30,800	29.0				



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Just by adding Clipper the reach will go up from 29% to 45.5%!
 Clipper will add 17,500 different car buyers that don't watch WNYT's news

Report: COMBO BUILDER -- NET MEDIA REACH REPORT THE MEDIA AUDIT
 Market: ALBANY-SCHENECTADY-TROY, NY for MAR-APR 2008
 Bases: LIVE IN--ALBANY COUNTY ; LIVE IN--SARATOGA COUNTY ; LIVE IN--SCHENECTADY COUNTY
 Target: PLAN BUY--CAR/VAN/TRUCK/SUV
 Base Population: 523,700 % In Target: 20.3%

Media	Cume Persons	Cume Rating	
MORN NEWS*WNYT C 13	18,800	17.7	█
EARLY NEWS*WNYT C 13	29,500	27.8	█
LATE NEWS*WNYT C 13	11,300	10.6	█
NET MEDIA REACH 1	30,800	29.0	█
CLIPPER MAGAZINE	30,300	28.5	█
MORN NEWS*WNYT C 13	18,800	17.7	█
EARLY NEWS*WNYT C 13	29,500	27.8	█
LATE NEWS*WNYT C 13	11,300	10.6	█
NET MEDIA REACH 2	48,300	45.5	█

Clipper reaches exclusive car buyers and can enhance any television campaign



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Report: RANKER REPORT THE MEDIA AUDIT
 Market: ALBANY-SCHENECTADY-TROY, NY for MAR-APR 2008
 Bases: LIVE IN--ALBANY COUNTY ; LIVE IN--SARATOGA COUNTY ; LIVE IN--SCHENECTADY COUNTY
 Target: PLAN BUY--CAR/VAN/TRUCK/SUV
 Base Population: 523,700 % In Target: 20.3%

Albany

Rank	Media	Cume Persons	Cume Rating
1	CLIPPER MAGAZINE	30,300	28.5
2	WAJZ-FM	23,400	22.0
3	WGNA-FM	16,700	15.7
4	WFLY-FM	16,600	15.6
5	WRVE-FM	15,600	14.7
6	WKKF-FM	13,300	12.5
7	WEQX-FM	12,900	12.1
8	WGY	10,600	10.0
9	WHRL-FM	10,300	9.7
10	WTMM-FM	9,700	9.1
11	WZMR-FM	9,400	8.9
12	WPYX-FM	8,900	8.4
13	WAMC-FM	8,400	7.9
14	WYJB-FM	8,300	7.8
15	WTRY-FM	6,600	6.2
16	WFFG-FM	5,600	5.3
17	WKBE-FM	4,900	4.6
18	WVCR-FM	4,700	4.4
19	WQBJ-FM	4,300	4.0
20	WJIV-FM	3,600	3.4
21	WPTR-FM	3,500	3.3
22	WKLI-FM	3,400	3.2
23	WQAR-FM	3,100	2.9

Clipper reaches more vehicle buyers in Albany compared to 38 local radio stations



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Report: RANKER REPORT
 Market: ALBANY-SCHENECTADY-TROY, NY for MAR-APR 2008
 Bases: LIVE IN--ALBANY COUNTY ; LIVE IN--SARATOGA COUNTY ; LIVE IN--SCHENECTADY COUNTY
 Target: PLAN BUY--CAR/VAN/TRUCK/SUV

THE MEDIA AUDIT

Base Population: 523,700

% In Target: 20.3%

Rank	Media	Cume Persons	Cume Rating	0
1	TIMES UNION***SUNDAY	58,100	54.7	
2	TIMES UNION**WEEKDAY	49,900	47.0	
3	CLIPPER MAGAZINE	30,300	28.5	
4	PENNYSAVER	30,100	28.3	
5	METROLAND MAGAZINE	27,200	25.6	
6	SPOTLIGHT COMM. NWSP	17,400	16.4	
7	AUTO TRADER	15,400	14.5	
8	CAPITAL REG. LIVING	14,300	13.5	
9	SARATOGA LIVING MAG.	8,900	8.4	
10	HUDSON VALLEY MAG.	6,600	6.2	
11	BALLSTON JOURNAL	6,200	5.8	
12	LEGISLATIVE GAZETTE	6,100	5.7	
13	CAPITAL D. B. REVIEW	5,300	5.0	
14	THE CHRONICLE	2,900	2.7	
15	HOMESTYLE MAGAZINE	1,200	1.1	
16	CAPITAL D. SR.SPTLGT	1,000	0.9	
17	NEWS HERALD-RAVENA	1,000	0.9	
18	MY SHOPPER	800	0.8	



Compared to the other
 Print media in the market
 Clipper is still a market
 leader in delivering the
 vehicle buyers!



Proposal: