



# **Delivering Pittsburgh's Luxury Home Buyers**

*Presented by:*  
**Lamar Outdoor**  
**November, 2009**

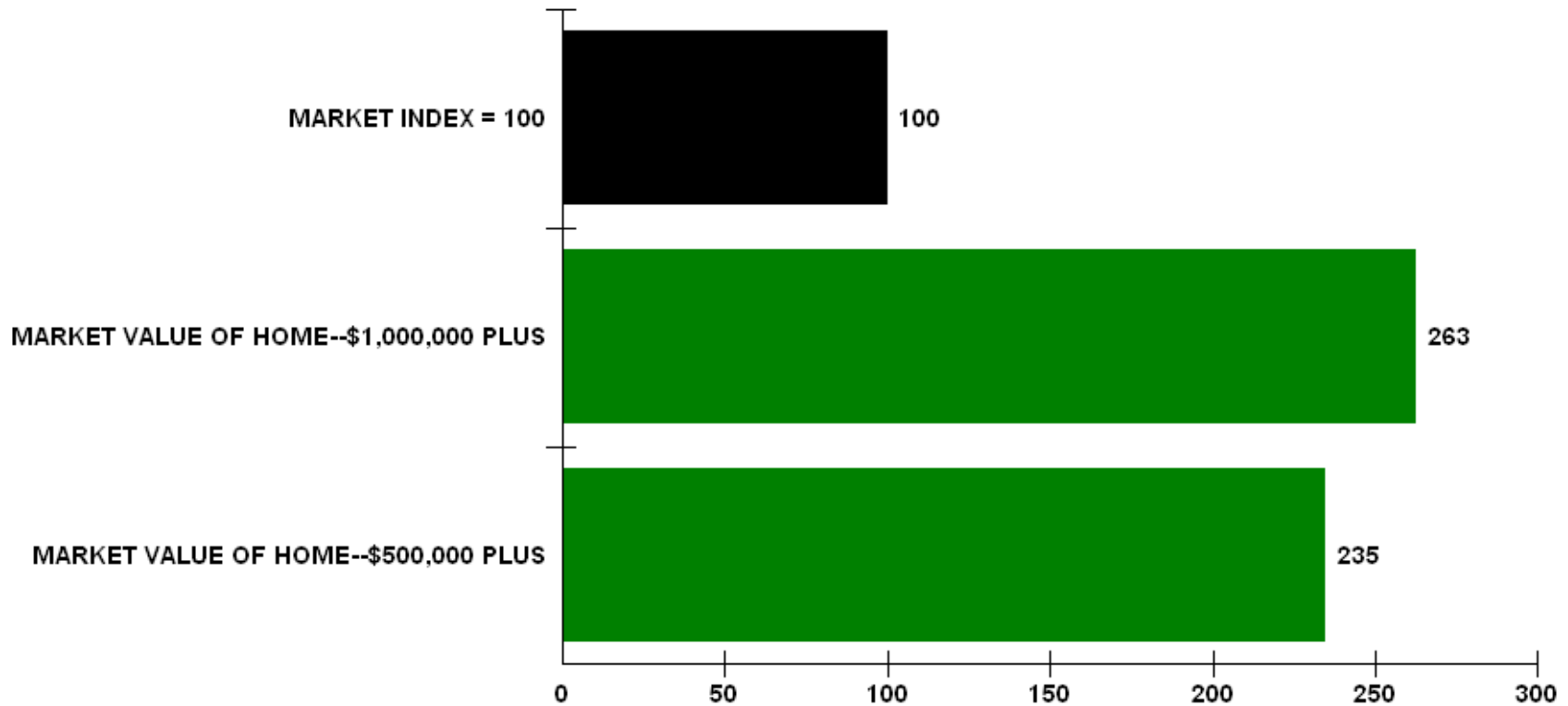


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: PITTSBURGH, PA for MAR-APR 2009  
Bases: ADULTS AGE 18+  
Media: HEAVY O-DOOR\*200 M+

THE MEDIA AUDIT

Cume Index

### Lamar Outdoor's Audience is 135% more likely to be \$500K+ Home Owners



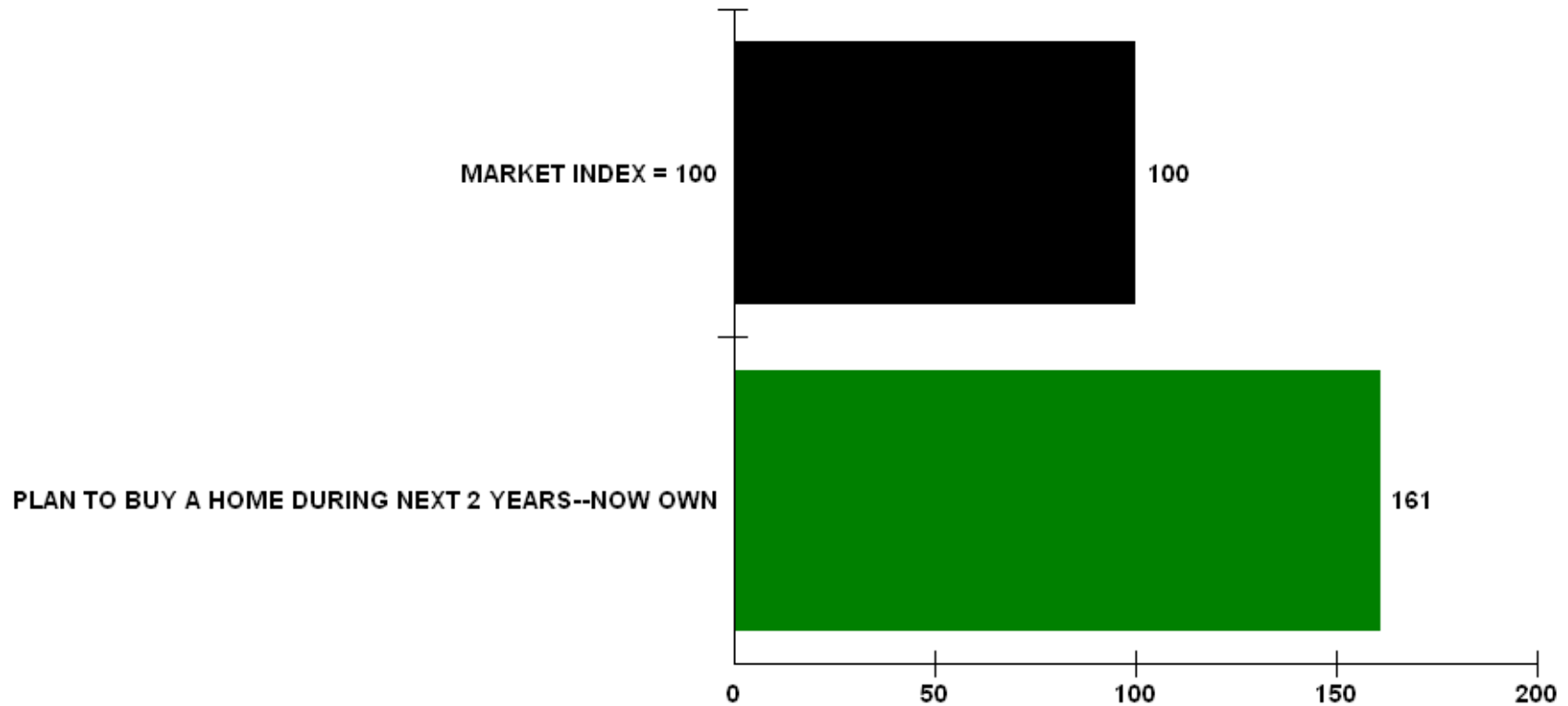


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: PITTSBURGH, PA for MAR-APR 2009  
Bases: ADULTS AGE 18+  
Media: HEAVY O-DOOR\*200 M+

THE MEDIA AUDIT

Cume Index

### Lamar Outdoor Audience Indexes 161 in Home Owners Planning to Buy a Home



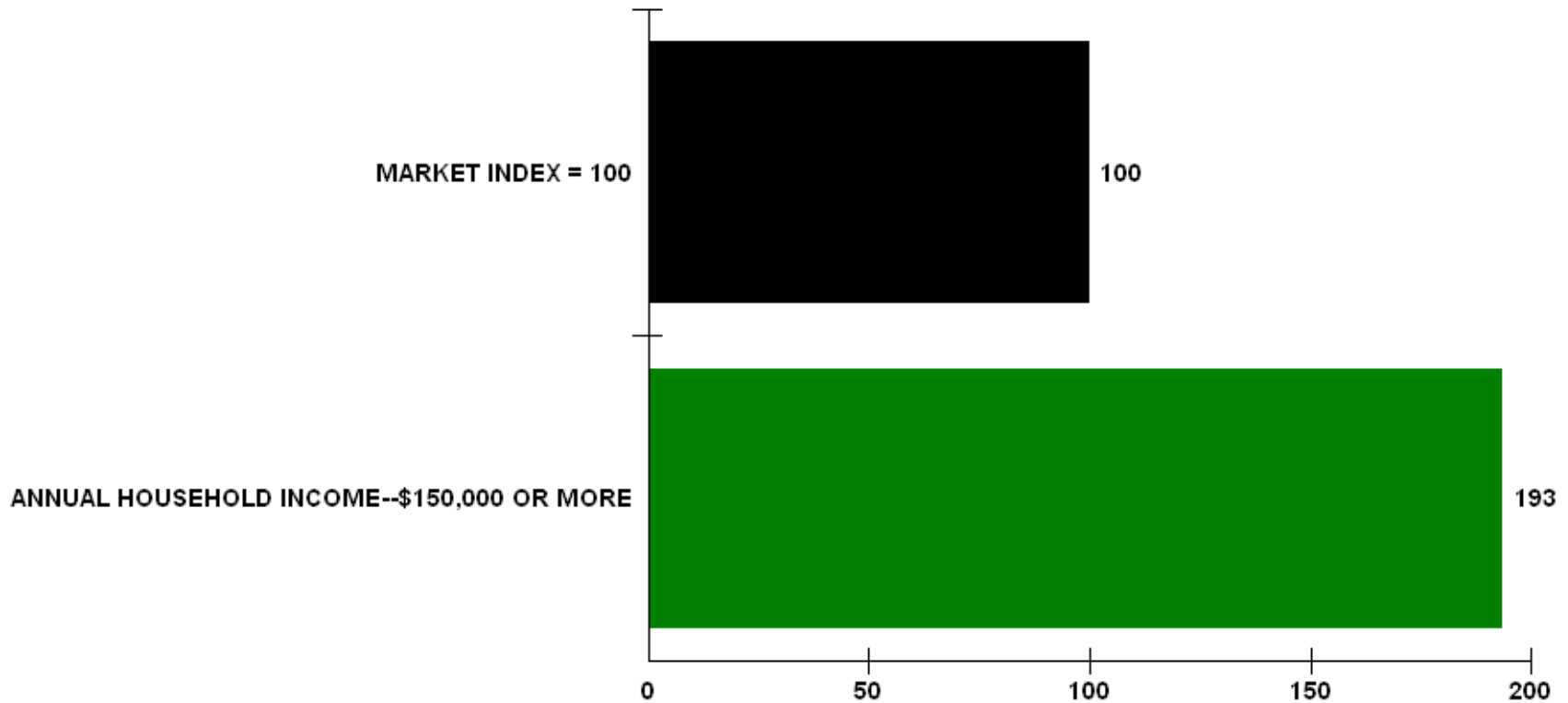


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: PITTSBURGH, PA for MAR-APR 2009  
Bases: ADULTS AGE 18+  
Media: HEAVY O-DOOR\*200 M+

THE MEDIA AUDIT

Cume Index

### Lamar Outdoor Audience Indexes 193 in Adults with \$150,000+ Income

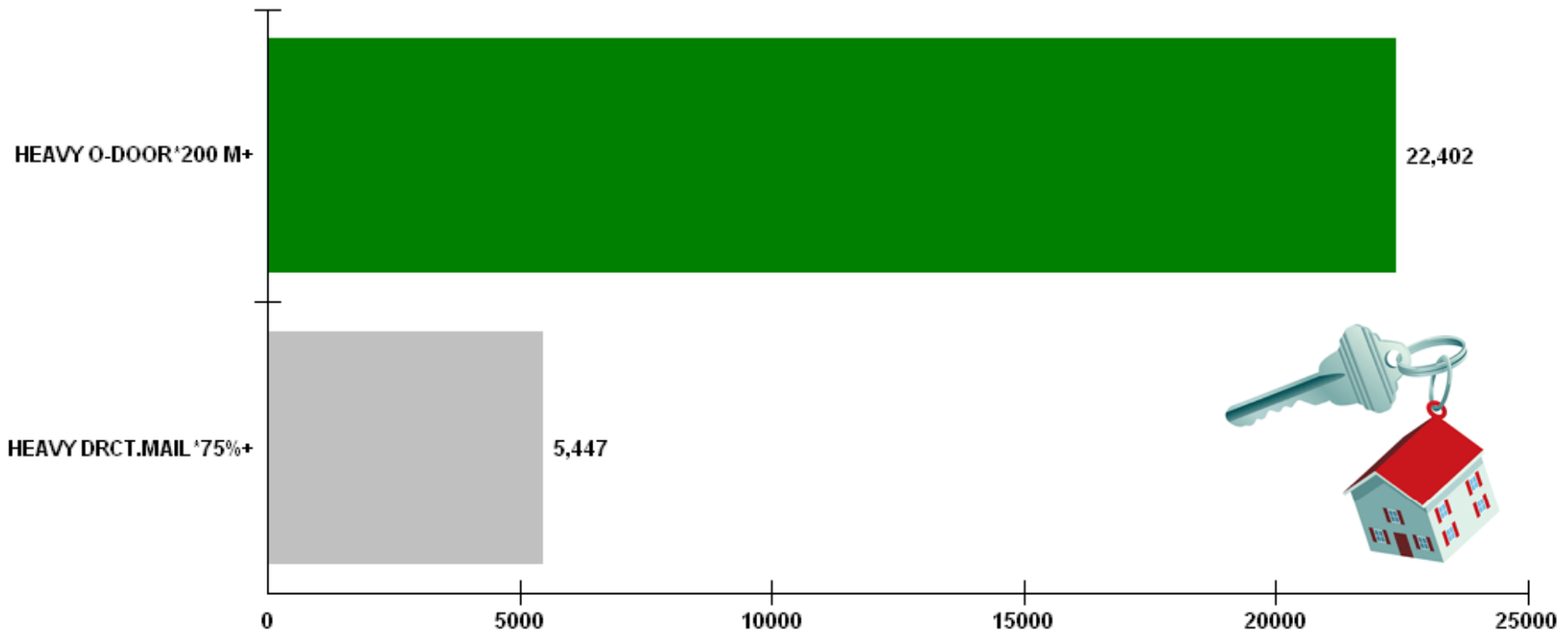




# vs. Direct Mail

Report: RANKER REPORT THE MEDIA AUDIT Cume Ratings  
Market: PITTSBURGH, PA for MAR-APR 2009  
Bases: ADULTS AGE 18+  
Target: PLAN TO BUY A HOME DURING NEXT 2 YEARS--NOW OWN  
Base Population: 1,803,590 % In Target: 2.8% Target Persons: 49,628

## LAMAR REACHES MORE HOME OWNERS PLANNING TO BUY THAN DIRECT MAIL





# vs. Newspaper

## Lamar Outdoor Reaches more Home Owners Planning to Buy a Home Than ANY section of the Post-Gazette.

REPORT MARKET: PITTSBURGH, PA  
 REPORT BASE: ADULTS AGE 18+  
 REPORT PERIOD: MAR-APR 2009  
 TARGET: PLAN TO BUY A HOME DURING NEXT 2 YEARS--NOW OWN  
 BASE POPULATION: 1,803,590

**THE MEDIA AUDIT**  
 RANKER REPORT  
 Cume Ratings

% IN TARGET: 2.8%

RANK MEDIA	CUME PERSONS	CUME RATING 0	15	31	46
1 HEAVY O-DOOR*200 M+	22,402	45.1			
2 POST-G*SN*SECTION 1	22,009	44.3			
3 POST-G*SN*BUSINESS S	20,836	42.0			
4 POST-G*WD*SECTION 1	18,875	38.0			
5 POST-G*SN*NH NEWS S.	17,867	36.0			
6 POST-G*WD*BUSINESS S	17,702	35.7			
7 POST-G*SN*SPORTS SEC	13,616	27.4			
8 POST-G*WD*NH NEWS S.	13,167	26.5			
9 POST-G*SN*HOME SEC.	12,864	25.9			
10 POST-G*WD*SPORTS SEC	12,498	25.2			
11 POST-G*SN*LIFE/FASHN	11,557	23.3			
12 POST-G*WD*LIFE/FASHN	10,439	21.0			
13 POST-G*SN*MOVIE/ENT.	10,285	20.7			
14 POST-G*SN*TRAVEL S.	9,432	19.0			
15 POST-G*SN*TV BOOK	9,420	19.0			
16 POST-G*SN*FOOD SEC.	9,318	18.8			
17 POST-G*WD*MOVIE/ENT.	9,167	18.5			
18 POST-G*SN*CLASSIF AD	8,763	17.7			
19 POST-G*SN*AUTO CLAS	7,659	15.4			
20 POST-G*WD*CLASSIF AD	6,747	13.6			
21 POST-G*WD*FOOD SEC.	6,185	12.5			
22 POST-G*WD*AUTO CLAS.	5,643	11.4			
23 POST-G*SN*EMPLOY CLS	4,420	8.9			
24 POST-G*WD*EMPLOY CLS	2,404	4.8			





# vs. Television

## Lamar Outdoor Reaches more Home Owners Planning to Buy a Home Than ANY section of the Post-Gazette.

Report: RANKER REPORT  
Market: PITTSBURGH, PA for MAR-APR 2009  
Bases: ADULTS AGE 18+  
Target: PLAN TO BUY A HOME DURING NEXT 2 YEARS--NOW OWN

THE MEDIA AUDIT

Cume Ratings

Base Population: 1,803,590

% In Target: 2.8%

Target Persons: 49,628

### LAMAR REACHES MORE HOME OWNERS PLANNING TO BUY THAN WPXI NEWSCASTS

