



Delivering Pittsburgh's Auto Enthusiasts

Presented by:



Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: PITTSBURGH, PA for MAR-APR / SEP-OCT 2010
Bases: ADULTS AGE 18+
Media: HEAVY O-DOOR*200 M+

THE MEDIA AUDIT

Cume Index

LAMAR IS HIGHLY TARGETED IN REACHING THOSE PLANNING TO BUY A NEW VEHICLE



MARKET INDEX = 100

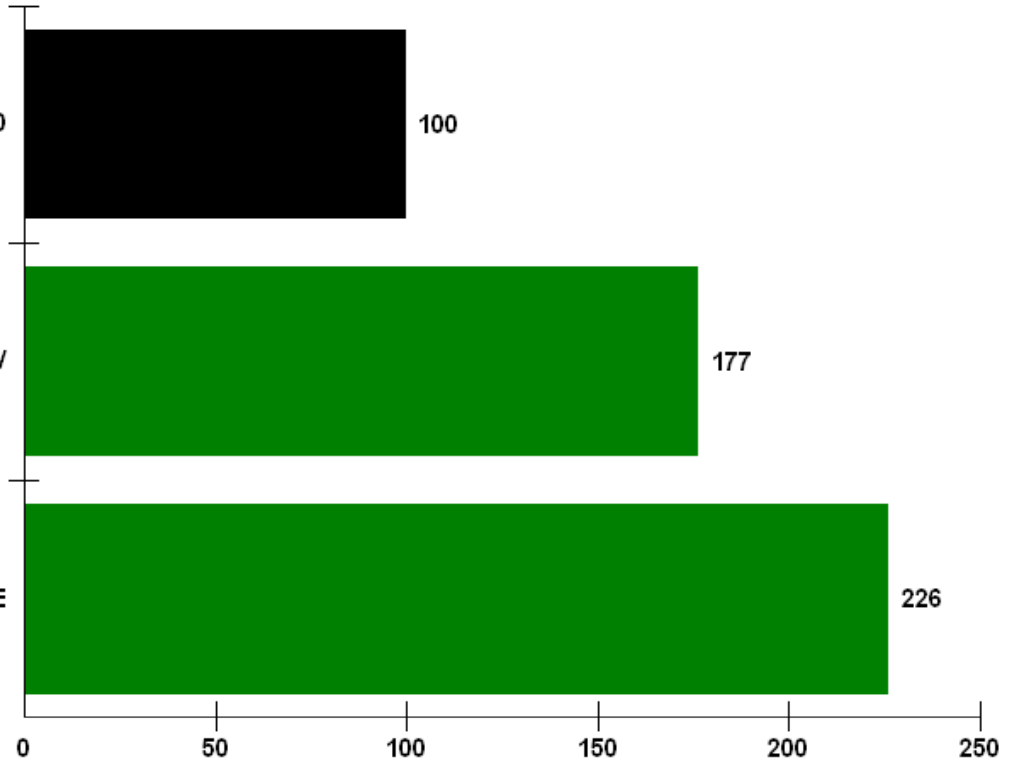
100

PLAN BUY--NEW CAR/VAN/TRUCK/SUV

177

PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE

226



AND THOSE PLANNING TO PAY IN EXCESS OF \$30,000 FOR IT



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THE MEDIA AUDIT

Cume Index

LAMAR REACHES CAR ENTHUSIASTS WHO OWN 3+ VEHICLES

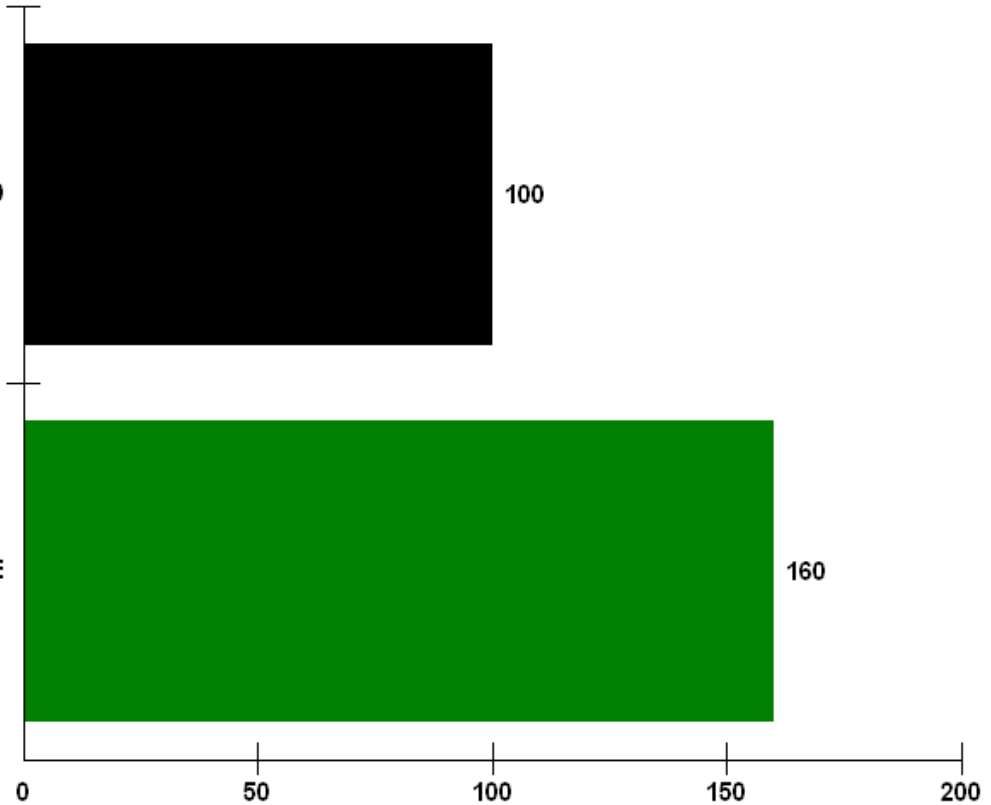


MARKET INDEX = 100

100

NUMBER OF VEHICLES NOW OWNED--THREE OR MORE

160





PITTSBURGH INTERNATIONAL

AUTO SHOW

Report: RANKER REPORT
 Market: PITTSBURGH, PA for MAR-APR / SEP-OCT 2010
 Bases: ADULTS AGE 18+
 Target: LIVE IN--ALLEGHENY COUNTY

THE MEDIA AUDIT

Base Population: 1,908,405

% In Target: 50.2%



Rank	Media	Cume Persons	Cume Ratings	0	17	33	50
1	LAMAR OUTDOOR	475,677	49.6				
2	WDVE-FM	180,284	18.8				
3	WKST-FM	158,682	16.6				
4	KDKA-AM	148,421	15.5				
5	WZPT-FM	129,677	13.5				
6	WWSW-FM	113,756	11.9				
7	WXDX-FM	93,174	9.7				
8	WDUG-FM	90,895	9.5				
9	WDSY-FM	86,333	9.0				
10	WPGB-FM	85,800	9.0				
11	WSHH-FM	85,004	8.9				
12	KDKA-FM	82,429	8.6				
13	WRRK-FM	75,765	7.9				
14	WLTJ-FM	72,892	7.6				
15	WGED-FM	61,053	6.4				
16	WEAE-AM	60,104	6.3				
17	WJAS-AM	47,001	4.9				
18	KQV-AM	45,022	4.7				
19	WOGG-FM/WFGI/WOGH/WOGI	43,862	4.6				
20	WYEP-FM	31,869	3.3				
21	WORD-FM	26,202	2.7				
22	WPKV-FM	25,972	2.7				
23	WOGI-FM	25,606	2.7				
24	WBGG-AM	24,873	2.6				
25	WOGH-FM	12,982	1.4				
26	WMNY-AM	7,076	0.7				
27	WPIT-AM	6,616	0.7				
28	WOGG-FM/WFGI-AM	5,633	0.6				
29	WJPA-FM	5,252	0.5				
30	WKFB-AM	4,887	0.5				
31	WRIJ-FM	4,777	0.5				
32	WLFR-FM	4,595	0.5				
33	WFGL-FM	3,535	0.4				
34	WHJB-FM	3,486	0.4				

LAMAR reaches nearly 50% of all ticket buying prospects in Allegheny County...dramatically more than any radio station's reach.



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Rank	Media	Cume Persons	Cume Ratings	0	28	55	83
1	C11 WPXI NBC TOTAL	786,611	82.1	[Bar chart showing 82.1% in target]			
2	C 2 KDKA CBS TOTAL	749,670	78.2	[Bar chart showing 78.2% in target]			
3	C 4 WTAE ABC TOTAL	707,897	73.9	[Bar chart showing 73.9% in target]			
4	C53 WPGH FOX TOTAL	607,320	63.4	[Bar chart showing 63.4% in target]			
5	LAMAR OUTDOOR	475,677	49.6	[Bar chart showing 49.6% in target]			
6	EARLY NEWS*KDKA C 2	422,655	44.1	[Bar chart showing 44.1% in target]			
7	EARLY NEWS*WPXI C 11	375,643	39.2	[Bar chart showing 39.2% in target]			
8	EARLY NEWS*WTAE C 4	359,747	37.5	[Bar chart showing 37.5% in target]			
9	C19 WPCW CW TOTAL	233,291	24.3	[Bar chart showing 24.3% in target]			
10	LATE NEWS*KDKA C 2	229,225	23.9	[Bar chart showing 23.9% in target]			
11	MORN NEWS*WPXI C 11	211,705	22.1	[Bar chart showing 22.1% in target]			
12	MORN NEWS*WTAE C 4	208,889	21.8	[Bar chart showing 21.8% in target]			
13	LATE NEWS*WTAE C 4	207,409	21.6	[Bar chart showing 21.6% in target]			
14	LATE NEWS*WPXI C 11	206,057	21.5	[Bar chart showing 21.5% in target]			
15	MORN NEWS*KDKA C 2	196,340	20.5	[Bar chart showing 20.5% in target]			
16	C22 WPMY MY TOTAL	168,564	17.6	[Bar chart showing 17.6% in target]			
17	C16 WGEX IND TOTAL	81,182	8.5	[Bar chart showing 8.5% in target]			
18	C59 WBGH IND TOTAL	71,432	7.5	[Bar chart showing 7.5% in target]			
19	C40 WPCB IND TOTAL	63,514	6.6	[Bar chart showing 6.6% in target]			
20	PRIME NEWS*WPGH C 53	61,126	6.4	[Bar chart showing 6.4% in target]			

LAMAR reaches more Allegheny County ticket buying prospects than any TV Newscast.



PITTSBURGH INTERNATIONAL

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Rank	Media	Cume Persons	Cume Ratings	0	20	41	61
1	POST-GAZETTE**SUNDAY	582,015	60.7				
2	LAMAR OUTDOOR	475,677	49.6				
3	POST-GAZETTE*WEEKDAY	447,896	46.7				
4	TTM DAILIES*WEEKDAY	245,223	25.6				
5	TTM DAILIES*SUNDAY	202,224	21.1				
6	PITTS T-REV***SUNDAY	162,751	17.0				
7	TRIBUNE-REV***SUNDAY	162,751	17.0				
8	TRIBUNE-REV**WEEKDAY	153,358	16.0				
9	PITTS T-REV**WEEKDAY	153,358	16.0				
10	PIT. TRIB P.M.*WKDAY	122,860	12.8				
11	PIT. TRIB P.M.*WKDAY	122,860	12.8				
12	LEADER TIMES*WEEKDAY	70,557	7.4				
13	DAILY NEWS***WEEKDAY	27,965	2.9				
14	DAILY NEWS***WEEKDAY	27,965	2.9				
15	VALLEY NEWS**SUNDAY	16,978	1.8				
16	VALLEY NEWS**SUNDAY	16,978	1.8				
17	VALLEY INDEPENDENT*W	13,986	1.5				
18	VALLEY NEWS**WEEKDAY	13,354	1.4				
19	VALLEY NEWS**WEEKDAY	13,354	1.4				
20	OBSERVER-REP*WEEKDAY	4,139	0.4				
21	OBSERVER-REP*WEEKDAY	4,139	0.4				
22	OBSERVER-REP*SUNDAY	2,558	0.3				
23	OBSERVER-REP*SUNDAY	2,558	0.3				

LAMAR reaches more Allegheny County ticket buying prospects than any daily newspaper except the Sunday P-G.