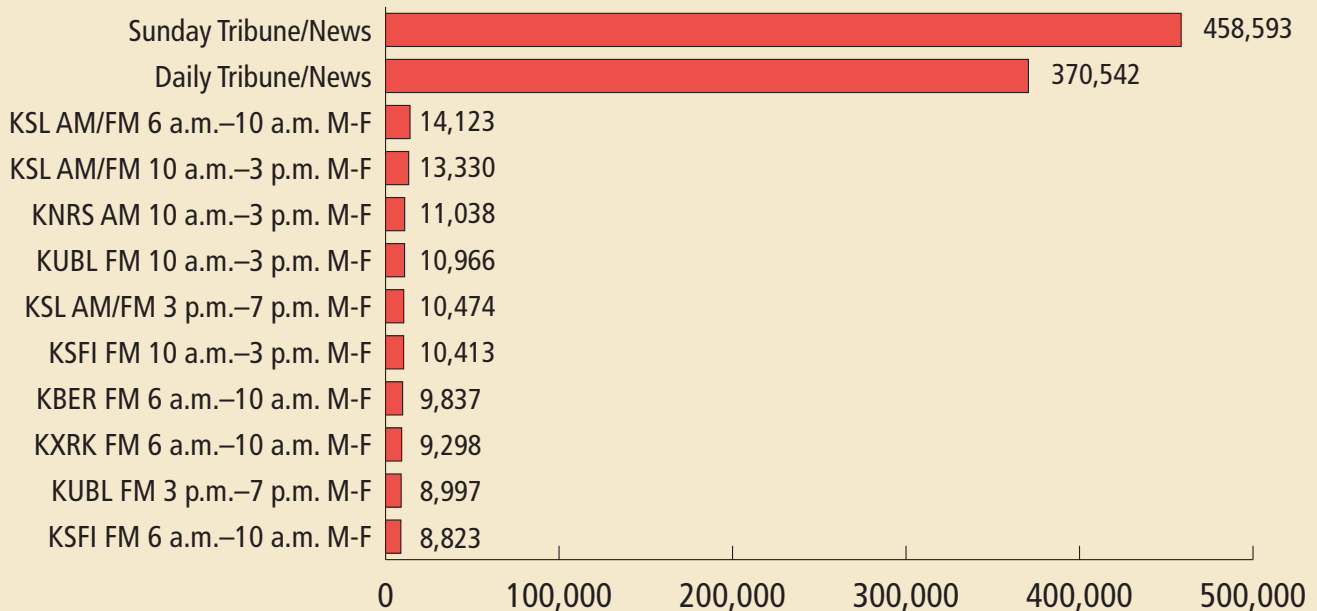


Loud and clear

Newspapers reach more of your customers than radio

Adults reached in the Salt Lake PMA



Note: Tribune/News reach based on average-issue readership; radio reach based on average quarter-hour listenership. Only top ten radio station dayparts are shown.

Source: 2006 Release 1 Scarborough Report.

The marketing department at NAC has a wealth of statistical information about the Salt Lake market. For more information, contact your account executive or visit www.nacorp.com.