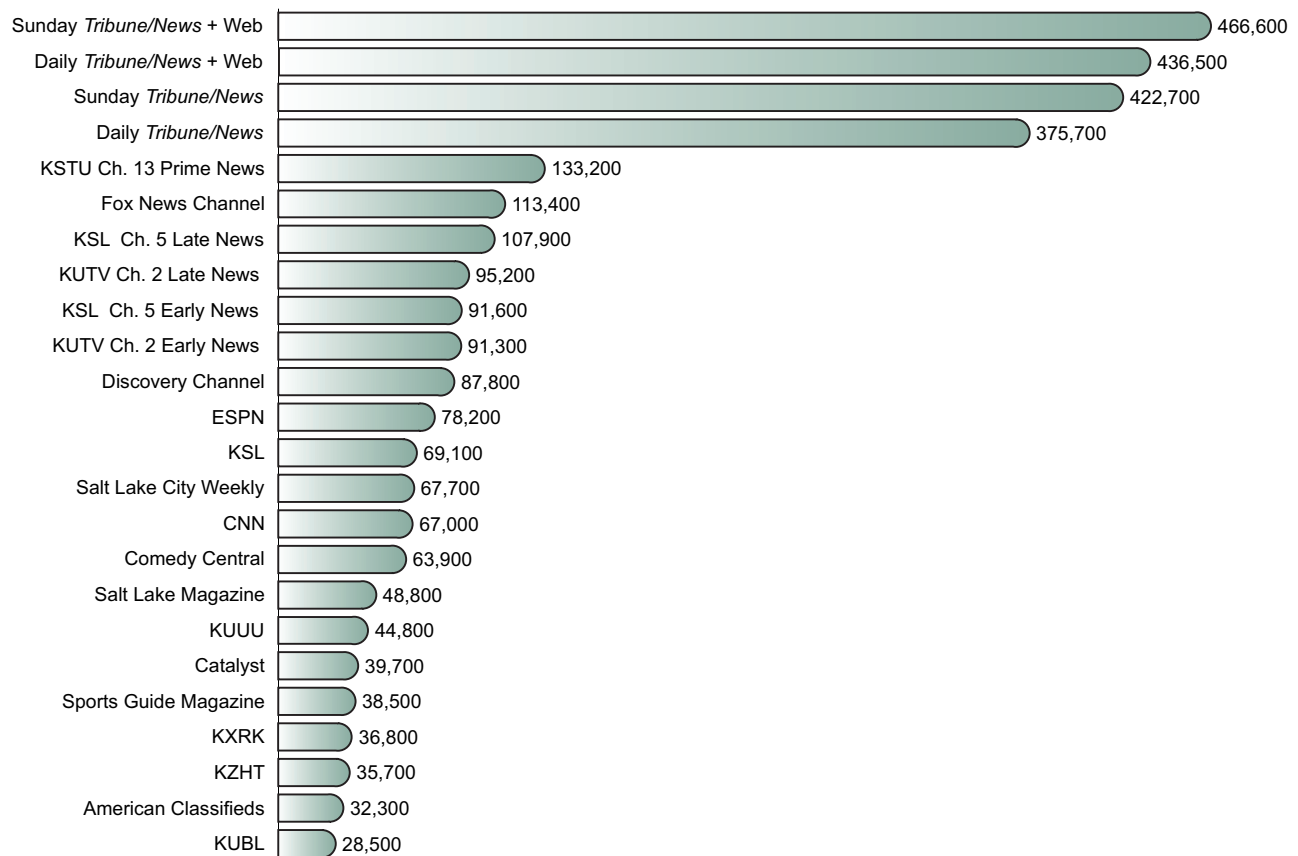


# Media Audit Ranker Report

The Media Audit is an independent survey for newspaper, television, cable and radio audience reach for adults age 18 or older in a particular market.

Media Audit results indicate the print and online editions of *The Salt Lake Tribune* and *Deseret Morning News* are the dominant advertising media in the Salt Lake market area, reaching 466,600 adults on Sundays and 436,500 on weekdays.

## Media Audit Ranker, June - July 2004, Adults 18+



Note: Only the five top-ranking media for each media group are listed.

Source: Media Audit, June - July 2004. Total audience is 747,600 based on 493 respondents out of a total sample of 493 adults age 18 or older. Area covered is the entire Salt Lake County and ZIP Codes 84010, 84014, 84025, 84037, 84054 and 84087 in Davis County. [Radio = station listened to most often] [TV news = viewed yesterday] [Cable = viewed yesterday] [Daily newspaper = read yesterday] [Other print media = read last edition] [Internet = viewed in past seven days].