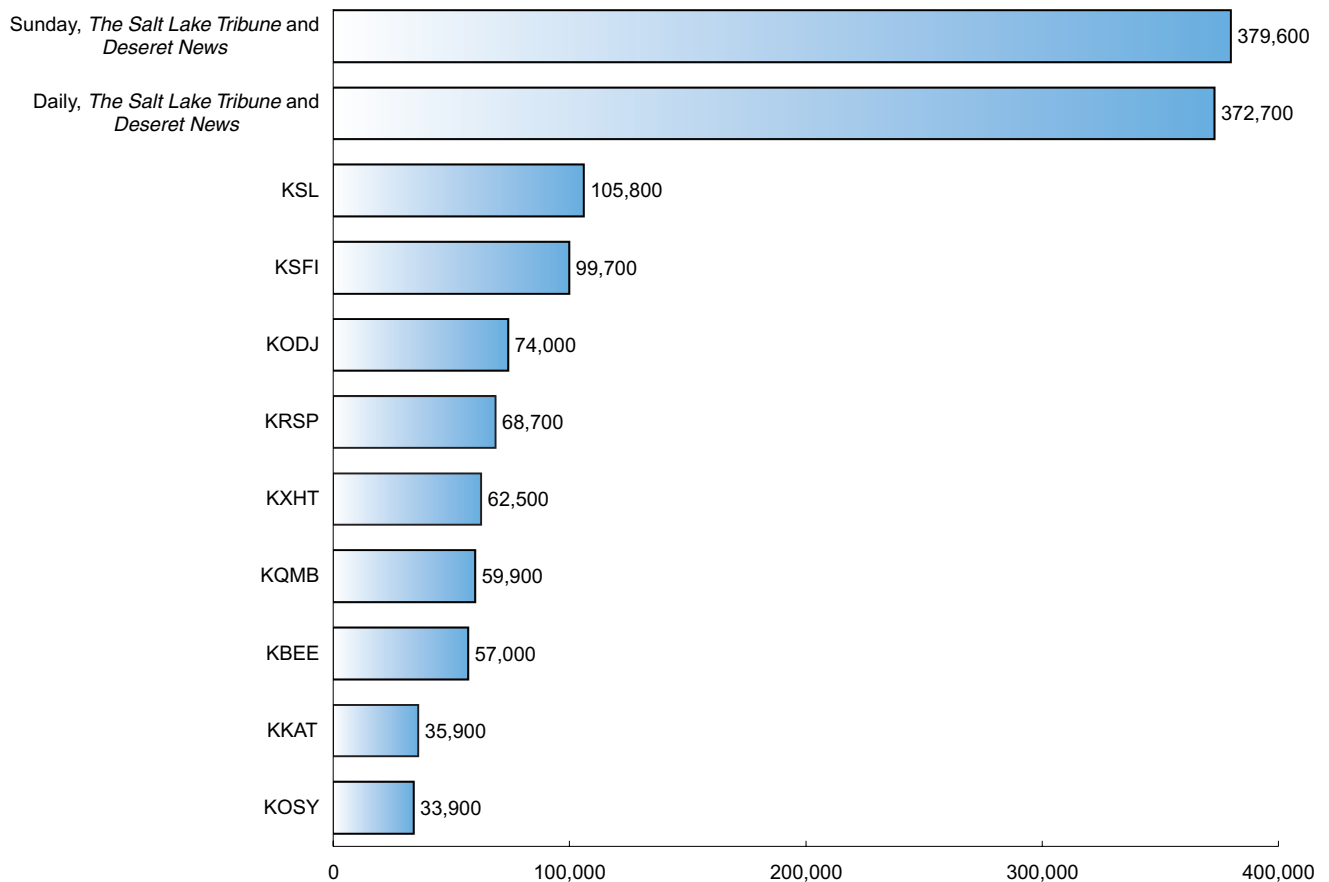




Radio

Newspaper reach is much higher, compared to radio reach. The following graph shows the top 10 radio stations' average "persons" reached per quarter hour, Monday through Sunday, for listeners ages 25-54, compared to *The Salt Lake Tribune* and *Deseret News* average reach for the same age group.

Radio Reach Compared to Newspaper Reach



Radio stations often present their CUME audience figures against newspapers' circulation, but they are not comparable figures. The only way for an advertiser to reach the CUME is to buy the station during every daypart, 24 hours a day, seven days a week. (The only business that reaches the CUME is the radio station.)

Source: Media Audit, March - April 2001.