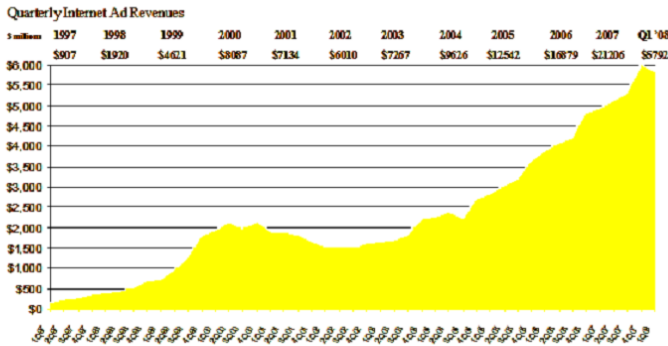


Web Ad Revenue

NATIONWIDE ONLINE AD REVENUE



STATS FOR NEWSPAPER REVENUE

Year	Quarter	TOTAL PRINT		TOTAL ONLINE		TOTAL PRINT AND ONLINE	
		\$ Millions	% Change	\$ Millions	% Change	\$ Millions	% Change
2007	1	9,840.16	-6.40%	750.04	22.30%	10,590.20	-4.80%
	2	10,515.23	-10.20%	795.68	19.30%	11,310.90	-8.60%
	3	10,147.33	-9.00%	773.029	21.10%	10,920.35	-7.40%
	4	11,706.42	-11.60%	846.871	13.60%	12,553.29	-10.30%
	Full Year	\$42,209	-9.4%	\$3,166	18.80%	\$45,375	-7.9%
2006	1	10,509.11	0.35%	613.282	34.90%	11,122.39	1.80%
	2	11,694.84	-0.31%	666.954	33.20%	12,361.79	1.10%
	3	11,152.71	-2.60%	638.339	23.00%	11,791.05	-1.50%
	4	13,244.68	-3.70%	745.485	35.00%	13,990.17	-2.20%
	Full Year	\$46,611	-1.68%	\$2,664	31.46%	\$49,275	-0.32%

Source: Newspaper Association of America

“The online publishing sector is positioned to grow strongly through this year and next.”

Source: Emarketer

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- Positive reinforcement and technical support throughout the contract year
- Cutting edge creative solutions to enhance your site gain revenue and ease composing loads
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