



Primetime, Major Network TV, :30	\$18.50 / CPM's
Daily Newspaper – 1/3 Page, B/W 4	\$10.89 / CPM's
Spot Radio, :30	\$7.75 / CPM's
Out-of-home, 30 sheet	\$3.55 / CPM's

1 Federal Highway Administration study shows that a personal vehicle averages 750,000 Impressions per month.

2 ABC, CBS and NBC affiliates.

3 Assumes through-the-book readership levels and negotiated off-card rates.

4 Top 50 markets. 1998 Cost-Per-1000 Projections for Five Media, Males. Media Dynamics, Inc.

\* CPM = Cost Per Thousand Impressions.