NETWORK TELEVISION COST AND CPM TRENDS

EARLY EVENING NEWS (M-F)

	HOUSEHOLDS VIEWING AVG. MIN.	COST PER 30 SEC.	COST PER 1000 HOMES
	---------- AVERAGE PROGRAM ----------		
1975	9,790,000	$12,400	$1.27
1976	9,300,000	14,400	1.55
1977	10,140,000	19,200	1.88
1978	10,270,000	21,500	2.09
1979	10,610,000	25,900	2.43
1980	11,490,000	25,700	2.23
1981	11,250,000	27,000	2.39
1982	11,080,000	31,600	2.85
1983	11,260,000	33,300	2.95
1984	10,390,000	37,000	3.56
1985	10,870,000	42,800	3.94
1986	11,570,000	45,100	3.90
1987	10,630,000	41,000	3.85
1988	10,090,000	44,500	4.41
1989	10,350,000	46,600	4.49
1990	9,570,000	51,800	5.41
1991	10,180,000	47,400	4.65
1992	9,420,000	43,400	4.61
1993	9,870,000	46,300	4.69
1994	10,600,000	47,200	4.45

SOURCE: A.C. NIELSEN
FEBRUARY EACH YEAR

NETWORK TELEVISION COST AND CPM TRENDS
LATE EVENING (M-F)

	AVERAGE PROGRAM		
	HOUSEHOLDS VIEWING AVG. MIN.	COST PER 30 SEC.	COST PER 1000 HOMES
1975	5,170,000	$8,300	$1.61
1976	4,850,000	9,000	1.86
1977	4,730,000	10,400	2.20
1978	4,910,000	8,800	1.79
1979	4,930,000	10,900	2.20
1980	4,420,000	11,900	2.70
1981	4,490,000	12,900	2.88
1982	4,450,000	13,100	2.94
1983	4,270,000	13,600	3.18
1984	4,570,000	14,800	3.24
1985	4,260,000	14,700	3.45
1986	4,310,000	15,700	3.64
1987	4,440,000	17,800	4.00
1988	3,740,000	20,200	5.40
1989	3,990,000	26,400	6.60
1990	3,080,000	21,500	6.97
1991	2,970,000	16,500	5.57
1992	2,780,000	13,200	4.75
1993	2,970,000	15,800	5.31
1994	4,230,000	24,100	5.70

SOURCE A.C. NIELSEN
FEBRUARY EACH YEAR

SPOT TELEVISION COST AND CPM TRENDS
TOP 100 MARKETS/30-SECOND COMMERCIAL

	HOUSEHOLDS PER RATING PT.	COST PER HH RATING PT.	COST PER 1000 HH
DAYTIME (M-F):			
1982	703,092	$2,176	$3.09
1983	717,905	1,894	2.64
1984	722,326	2,190	3.03
1985	732,211	2,428	3.32
1986	739,414	2,540	3.44
1987	752,863	2,844	3.78
1988	762,958	3,082	4.04
1989	774,048	3,106	4.02
1990	790,405	3,220	4.07
1991	798,727	3,020	3.78
1992	790,891	3,321	4.20
1993	799,836	3,314	4.14
1994	808,890	3,298	4.08
EARLY EVENING (M-F):			
1982	703,092	$2,683	$3.82
1983	717,905	2,464	3.43
1984	722,326	2,680	3.71
1985	732,211	3,005	4.10
1986	739,414	2,882	3.90
1987	752,863	3,178	4.22
1988	762,958	3,517	4.61
1989	774,048	3,457	4.47
1990	790,405	3,613	4.57
1991	798,727	3,554	4.45
1992	790,891	3,838	4.85
1993	799,836	3,692	4.62
1994	808,890	3,624	4.48
EARLY NEWS (M-F):			
1982	703,092	$3,337	$4.75
1983	717,905	3,077	4.29
1984	722,326	3,414	4.73
1985	732,211	3,523	4.81
1986	739,414	3,496	4.73
1987	752,863	3,828	5.08
1988	762,958	4,368	5.73
1989	774,048	4,239	5.48
1990	790,405	4,530	5.73
1991	798,727	4,244	5.31
1992	790,891	4,595	5.81
1993	799,836	4,531	5.66
1994	808,890	4,574	5.65

SOURCES: MEDIA MARKET GUIDE, 1ST QUARTER EACH YEAR (COSTS)
A.C. NIELSEN, NSI (HOUSEHOLDS)

SPOT TELEVISION COST AND CPM TRENDS
TOP 100 MARKETS/30-SECOND COMMERCIAL

	HOUSEHOLDS PER RATING PT.	COST PER HH RATING PT.	COST PER 1000 HH
NIGHTTIME (M-S):			
1982	703,092	$6,235	$8.87
1983	717,905	5,852	8.15
1984	722,326	6,788	9.40
1985	732,211	7,360	10.01
1986	739,414	7,075	9.57
1987	752,863	7,461	9.91
1988	762,958	8,565	11.23
1989	774,048	8,506	10.99
1990	790,405	9,135	11.56
1991	798,727	9,411	11.78
1992	790,891	9,908	12.53
1993	799,836	9,943	12.43
1994	808,890	9,943	12.29
LATE NEWS (M-F):			
1982	703,092	$4,482	$6.37
1983	717,905	4,421	6.16
1984	722,326	5,104	7.07
1985	732,211	5,731	7.83
1986	739,414	5,498	7.44
1987	752,863	5,808	7.71
1988	762,958	6,424	8.42
1989	774,048	6,016	7.77
1990	790,405	6,416	8.12
1991	798,727	6,739	8.44
1992	790,891	7,184	9.08
1993	799,836	7,210	9.01
1994	808,890	7,673	9.49
LATE NIGHT (M-F):			
1982	703,092	$3,648	$5.19
1983	717,905	3,267	4.55
1984	722,326	3,460	4.79
1985	732,211	3,837	5.24
1986	739,414	3,803	5.14
1987	752,863	4,052	5.38
1988	762,958	4,509	5.91
1989	774,048	4,665	6.03
1990	790,405	4,954	6.27
1991	798,727	4,819	6.03
1992	790,891	5,169	6.54
1993	799,836	5,117	6.40
1994	808,890	5,144	6.36

SOURCES: MEDIA MARKET GUIDE, 1ST QUARTER EACH YEAR (COSTS)
A.C. NIELSEN, NSI (HOUSEHOLDS)

MAGAZINE ADVERTISING COST ANALYSIS

	COMBINED CIRCULATION (000)	COMBINED PAGE RATE BLACK & WHITE	COMBINED PAGE RATE FOUR COLOR	COST PER PAGE PER THOUSAND B&W	COST PER PAGE PER THOUSAND 4C
1965	147,080	$595,143	$826,879	$4.05	$5.53
1966	151,786	616,084	860,740	4.06	5.67
1967	156,679	635,471	887,383	4.06	5.66
1968	160,576	659,293	917,668	4.11	5.71
1969	158,510	675,018	930,627	4.26	5.87
1970	160,848	695,674	961,293	4.33	5.98
1971	159,131	692,397	958,292	4.35	6.02
1972	155,738	678,665	934,180	4.36	6.00
1973	156,971	679,836	930,286	4.33	5.93
1974	158,978	714,535	976,630	4.49	6.14
1975	155,674	754,298	1,031,318	4.85	6.62
1976	156,816	775,337	1,061,126	4.94	6.77
1977	155,129	824,443	1,142,234	5.32	7.36
1978	154,997	908,735	1,247,793	5.86	8.05
1979	155,177	986,848	1,350,364	6.36	8.70
1980	155,130	1,097,861	1,508,088	7.08	9.72
1981	153,763	1,215,085	1,665,926	7.90	10.83
1982	151,366	1,329,932	1,815,461	8.79	11.99
1983	149,852	1,429,357	1,944,815	9.54	12.98
1984	148,150	1,525,433	2,078,618	10.29	14.03
1985	159,978	1,695,541	2,288,036	10.59	14.30
1986	161,189	1,831,185	2,502,235	11.36	15.52
1987	161,507	1,991,011	2,689,310	12.33	16.65
1988	162,833	2,021,742	2,726,575	12.42	16.74
1989 *	152,258	2,080,357	2,807,563	13.66	18.44
1990	160,093	2,335,683	3,141,692	14.59	19.62
1991	161,374	2,536,174	3,380,988	15.72	20.95
1992	161,136	2,654,814	3,561,823	16.48	22.10
1993	159,588	2,792,304	3,748,294	17.49	23.48

* Decrease in circulation due to National Geographic (10.7 million circ.), dropping from top 50 list. It was back in the 1990 listing.

Source: Magazine publishers association, inc. Based on the circulation and rates for the 50 leading magazines in advertising revenue for each year.

DAILY NEWSPAPERS IN THE U.S.
CIRCULATION, COSTS & COST PER 1,000'S

	TOTAL DAILY CIRCULATION (000)	COST 1/2 PAGE EACH DAILY *	COST PER 1000 CIRCULATION
1965	60,358	$312,112	$5.17
1966	61,397	334,398	5.45
1967	61,561	337,987	5.49
1968	62,535	352,394	5.64
1969	62,060	370,198	5.97
1970	62,108	391,324	6.30
1971	62,231	406,409	6.53
1972	62,510	419,566	6.71
1973	63,147	446,659	7.07
1974	61,877	508,076	8.21
1975	60,655	561,785	9.26
1976	60,977	620,296	10.17
1977	61,495	655,421	10.66
1978	61,990	743,658	12.00
1979	62,223	802,007	12.89
1980	62,202	899,706	14.46
1981	61,431	968,723	15.77
1982	62,487	1,091,239	17.46
1983	62,645	1,198,680	19.13
1984	63,082	1,362,073	21.59
1985	62,766	1,515,163	24.14
1986	62,502	1,584,442	25.35
1987	62,826	1,580,006	25.15
1988	62,695	1,803,335	28.76
1989	62,649	1,830,572	29.22
1990	62,328	1,907,600	30.61
1991	60,687	2,137,266	35.22
1992	60,164	2,118,873	35.22
1993	59,812	2,294,384	38.36

SOURCE EDITOR & PUBLISHER'S INTERNATIONAL YEARBOOK

* 63 - COLUMN INCHES (1/2 PAGE) STARTING IN 1984. PRIOR TO 1984 IT WAS 1,000 LINES. COSTS ARE BASED ON THE NATIONAL OPEN RATE. RETAIL RATES WOULD BE APPROXIMATELY 60% OF THE NATIONAL FIGURE.

SUNDAY NEWSPAPERS IN THE U.S.
CIRCULATION, COSTS & COST PER 1,000'S

	TOTAL SUNDAY CIRCULATION (000)	COST 1/2 PAGE EACH DAILY *	COST PER 1000 CIRCULATION
1965	48,600	$182,559	$3.76
1966	49,282	190,236	3.86
1967	49,224	198,214	4.03
1968	49,693	207,394	4.17
1969	49,675	219,068	4.41
1970	49,217	230,246	4.68
1971	49,665	238,326	4.80
1972	50,001	249,876	5.00
1973	51,717	273,001	5.28
1974	51 679	318,968	6.17
1975	51,096	358,745	7.02
1976	51,565	388,102	7.53
1977	52,429	432,767	8.25
1978	53,990	498 785	9.24
1979	54 380	563 389	10.36
1980	54,676	647 179	11.84
1981	55,180	770,890	13.97
1982	56,261	864,587	15.37
1983	56,747	972,321	17.13
1984	57,574	1,092 847	18.98
1985	58,826	1,252,247	21.29
1986	58,925	1,290,104	21.89
1987	60,112	1,401,028	23.31
1988	61,474	1,651,846	26.87
1989	62,008	1 737 486	28.02
1990	62,635	1,790,844	28.59
1991	62,068	1,922,203	30.97
1992	62,160	1,977,057	31.81
1993	62,566	2,138,180	34.17

SOURCE: EDITOR & PUBLISHER'S INTERNATIONAL YEARBOOK

* 63 - COLUMN INCHES (1/2 PAGE) STARTING IN 1984. PRIOR TO 1984 IT WAS 1,000 LINES. COSTS ARE BASED ON THE NATIONAL OPEN RATE. RETAIL RATES WOULD BE APPROXIMATELY 60% OF THE NATIONAL FIGURE.

DAILY NEWSPAPERS PER HOUSEHOLD

	TOTAL U.S. HOUSEHOLDS (000)	TOTAL DAILY NEWSPAPER CIRCULATION (000)	DAILY NEWSPAPERS PER HOUSEHOLD
1965	56,900	60,358	1.06
1966	57,900	61,397	1.06
1967	58,900	61,561	1.05
1968	59,900	62,535	1.04
1969	61,300	62,060	1.01
1970	61,410	62,108	1.01
1971	62,910	62,231	0.99
1972	64,850	62,510	0.96
1973	67,210	63,147	0.94
1974	68,310	61,877	0.91
1975	70,520	60,655	0.86
1976	71,460	60,977	0.85
1977	73,100	61,495	0.84
1978	74,700	61,990	0.83
1979	76,240	62,223	0.82
1980	77,900	62,202	0.80
1981	81,480	61,431	0.75
1982	83,120	62,487	0.75
1983	84,940	62,645	0.74
1984	85,430	63,082	0.74
1985	86,530	62,766	0.73
1986	87,590	62,502	0.71
1987	89,130	62,826	0.70
1988	90,270	62,695	0.69
1989	92,030	62,649	0.68
1990	93,760	62,328	0.66
1991	94,800	60,687	0.64
1992	93,680	60,164	0.64
1993	94,710	59,812	0.63

SOURCE: A.C. NIELSEN, EDITOR & PUBLISHER

SUNDAY NEWSPAPERS PER HOUSEHOLD

	TOTAL U.S. HOUSEHOLDS (000)	TOTAL SUNDAY NEWSPAPER CIRCULATION (000)	SUNDAY NEWSPAPERS PER HOUSEHOLD
1965	56,900	48,600	0.85
1966	57,900	49,282	0.85
1967	58,900	49,224	0.84
1968	59,900	49,693	0.83
1969	61,300	49,675	0.81
1970	61,410	49,217	0.80
1971	62,910	49,665	0.79
1972	64,850	50,001	0.77
1973	67,210	51,717	0.77
1974	68,310	51,679	0.76
1975	70,520	51,096	0.72
1976	71,460	51,565	0.72
1977	73,100	52,429	0.72
1978	74,700	53,990	0.72
1979	76,240	54,380	0.71
1980	77,900	54,676	0.70
1981	81,480	55,180	0.68
1982	83,120	56,261	0.68
1983	84,940	56,747	0.67
1984	85,430	57,574	0.67
1985	86,530	58,826	0.68
1986	87,590	58,925	0.67
1987	89,130	60,112	0.67
1988	90,270	61,474	0.68
1989	92,030	62,008	0.67
1990	93,760	62,635	0.67
1991	94,800	62,068	0.65
1992	93,680	62,160	0.66
1993	94,710	62,566	0.66

SOURCE A.C. NIELSEN, EDITOR & PUBLISHER

NUMBER OF DAILY AND SUNDAY NEWSPAPERS

	MORNING	EVENING	ALL DAY	TOTAL DAILY	SUNDAY
1965	307	1,431	13	1,751	562
1966	310	1,430	14	1,754	578
1967	311	1,422	16	1,749	573
1968	309	1,424	19	1,752	578
1969	315	1,425	18	1,758	585
1970	319	1,414	15	1,748	586
1971	324	1,410	15	1,749	590
1972	320	1,424	17	1,761	605
1973	323	1,431	20	1,774	634
1974	319	1 428	21	1,768	641
1975	320	1,417	19	1,756	639
1976	327	1,416	19	1,762	650
1977	331	1,414	21	1,766	668
1978	337	1,401	18	1,756	696
1979	358	1 381	24	1,763	720
1980	357	1,358	30	1,745	736
1981	378	1,322	30	1,730	755
1982	401	1,277	33	1,711	768
1983	417	1,255	29	1,701	772
1984	431	1,230	27	1,688	783
1985	456	1,194	26	1,676	798
1986	469	1,158	30	1,657	802
1987	479	1,134	32	1,645	820
1988	501	1,113	28	1,642	840
1989	501	1 096	29	1,626	847
1990	527	1,052	32	1,611	863
1991	544	1,015	27	1,586	875
1992	574	974	22	1,570	891
1993	602	933	21	1,556	884

SOURCE: EDITOR & PUBLISHER'S YEAR BOOK

RATIO OF ADVERTISING TO TOTAL CONTENT IN DAILY & SUNDAY NEWSPAPERS

	% AD CONTENT	% OTHER	% TOTAL
1965	60.5	39.5	100.0
1966	61.7	38.3	100.0
1967	61.2	38.8	100.0
1968	61.9	38.1	100.0
1969	62.0	38.0	100.0
1970	61.5	38.5	100.0
1971	62.6	37.4	100.0
1972	64.4	35.6	100.0
1973	65.5	34.5	100.0
1974	65.6	34.4	100.0
1975	64.0	36.0	100.0
1976	63.5	36.5	100.0
1977	63.1	36.9	100.0
1978	63.4	36.6	100.0
1979	63.7	36.3	100.0
1980	62.6	37.4	100.0
1981	62.3	37.7	100.0
1982	62.2	37.8	100.0
1983	62.5	37.5	100.0
1984	63.0	37.0	100.0
1985	62.8	37.2	100.0
1986	62.2	37.8	100.0
1987	62.0	38.0	100.0
1988	62.7	37.3	100.0
1989	61.6	38.4	100.0
1990	63.4	36.6	100.0
1991	60.0	40.0	100.0
1992	58.8	41.2	100.0
1993	NA	NA	NA

SOURCE: LNA

ANDREWS OFFICE PRODUCTS CAPITOL HEIGHTS, MD (K)

Z

APPENDIX N

Harrington, Righter, & Parsons, Inc., *Television: In touch with Chicago consumers*

5
WMAQ-TV
CHICAGO

Television
In touch with
Chicago
consumers

HARRINGTON, RIGHTER & PARSONS, INC.

Television advertising has the most positive image in the eyes of the public!

The medium that is most...

Influential

81%	9%	5%	3%
Television	Newspapers	Radio	Magazines

Authoritative

57%	20%	9%	11%
Television	Newspapers	Radio	Magazines

Exciting

76%	3%	7%	9%
Television	Newspapers	Radio	Magazines

Television advertising creates built-in acceptance for your product or service!

Source: TVB/Bruskin 1990

Adults spend about as much time with television as with all other media *combined!*

58%	8%	30%	4%
Television	Newspapers	Radio	Magazines

This holds true for high-income homes and for college-educated adults.

Household Income $50,000+

49%	11%	35%	5%
Television	Newspapers	Radio	Magazines

College-Educated Adults*

52%	11%	32%	5%
Television	Newspapers	Radio	Magazines

*College Graduate/Some College

Upscale viewers are best reached through television!

Source: TVB/Bruskin 1990

Television reaches more people every day than any other medium

WMAQ delivers the Chicago ADI

2,812,000
ADI CUME Households

93%
ADI Cume %

Source: Nov92 ARB; Sign-on to Sign-off

Television holds viewer attention best

Among adult viewers during Prime Time:

68%
are fully attentive

30%
are partially attentive

Source: TV Dimensions 91/SMRB Viewer Attentiveness Study 1989

Compare this to readership of newspaper inserts and direct mail.

% of adults who read all or most of the following:

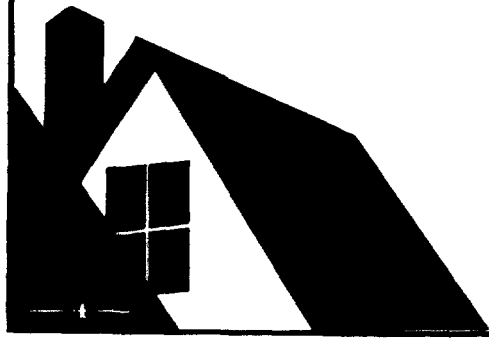
52%
Newspaper inserts for stores usually shopped at

25%
Newspaper inserts for stores not usually shopped at

48%
Catalogs received in the mail

33%
General mailers

Source: TVB/Bruskin 1990



Television reaches the market and commands the viewer's attention!

Newspapers and magazines have limited and declining reach in Chicago.

(circulation/% ADI)

Newspapers

	Chicago Tribune	Chicago Sun Times
Nov92	22%	17%

Source: Nov92 ARB

Magazines

	TV Guide	Reader's Digest	Better Homes and Gardens	National Geographic
Nov92	14.4%	13.9%	9.5%	7.8%

Source: Nov92 ARB

Time spent daily by adults

Television	Newspapers	Magazines
245 Minutes	34 Minutes	15 Minutes

Source: TVB/Bruskin 1990

Adults spend over 4 hours daily with television, 5 times more than with newspapers and magazines combined!

Source: TVB/Bruskin 1990

Cable networks' ratings are too low to give effective market reach.

Commercial Cable Networks

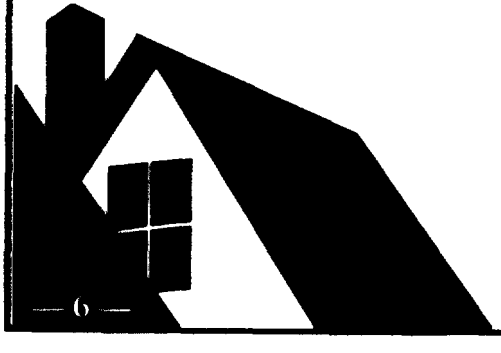
	M-F/3-630PM		M-SU/PRIME		NET WEEKLY
	RTG	SHR	RTG	SHR	CIRCULATION %
CNN	0.2	0.6	0.5	0.9	11.5
ESPN	0.2	0.5	0.8	1.4	12.1
FAM	0.1	0.2	0.1	0.2	5.3
LIFE	0.3	0.8	0.2	0.3	7.5
MTV	0.1	0.2	0.1	0.2	5.6
NICK	0.6	1.6	0.3	0.5	13.4
TNT	0.3	0.7	0.5	0.9	12.1
USA	0.3	0.9	0.5	0.9	13.2
Super Stations					
WTBS	0.4	1.1	0.5	0.9	14.0
WWOR	0.1	0.2	0.1	0.1	3.1

Source: Nov92 Viewing Allocation Report. Nov92 ARB Cable Update and Audience Spotlight

Local cable systems deliver only a fraction of the cable networks' audience.

Local Cable System	Market Penetration	
Greater Chicago Interconnect	1,261,000	42%
Rainbow Advertising	76,515	3%

Source: Media Market Guide 1st Quarter 1993

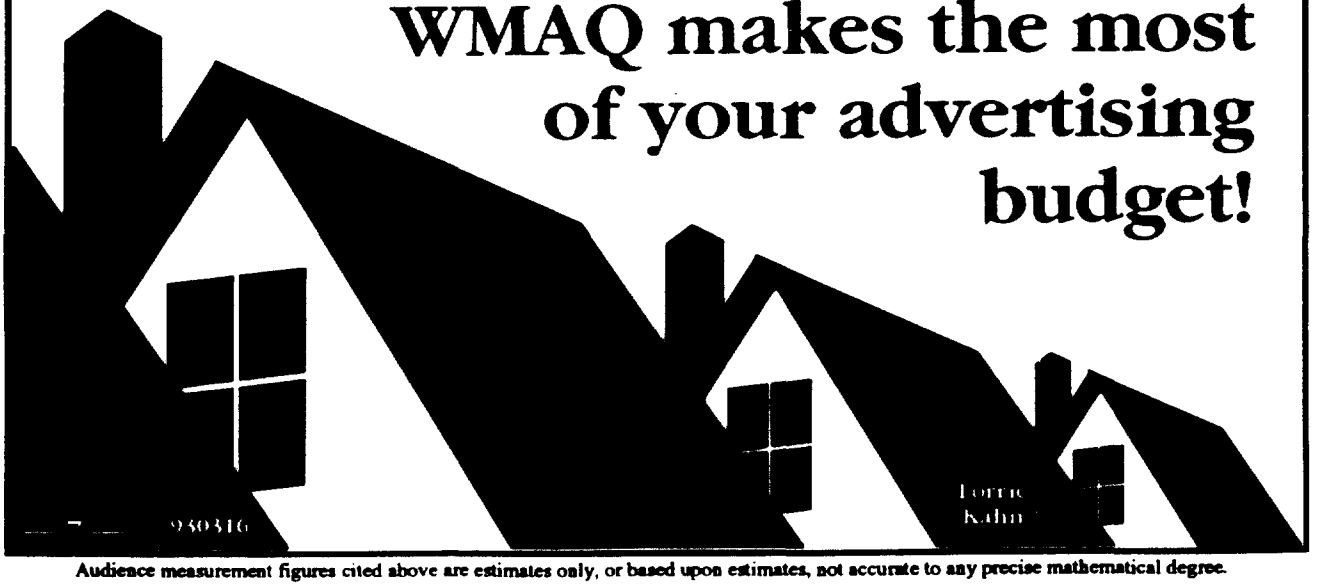


Buying any local cable system means little or no significant audience!

Before you spend a dime... consider these facts:

- Television has greater public acceptance
- Adults spend more time with television
- Television's reach is best
- Newspapers' circulation in Chicago is limited
- Cable's reach and audience delivery in Chicago is limited
- Any local cable system's delivery is only a portion of the low cable delivery

WMAQ makes the most of your advertising budget!



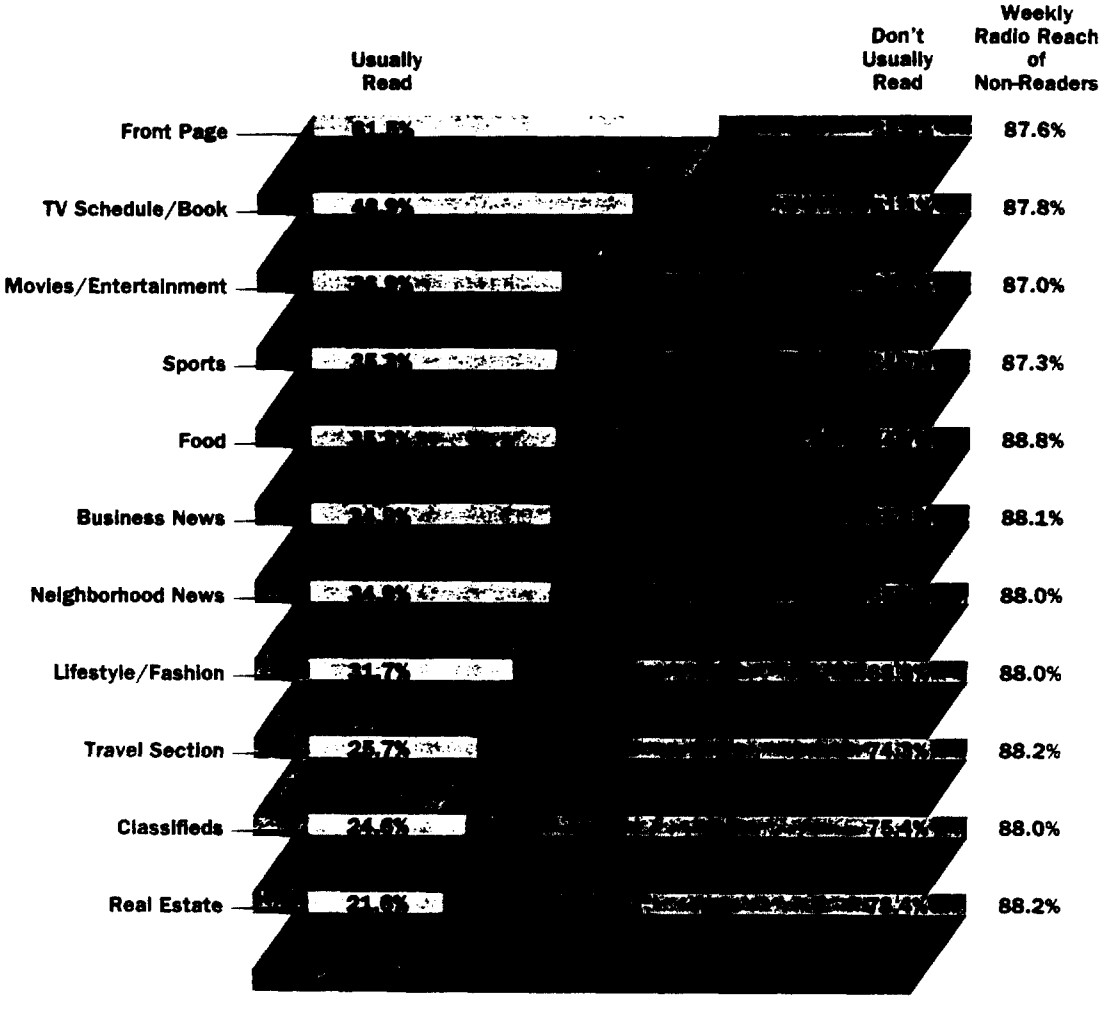
Audience measurement figures cited above are estimates only, or based upon estimates, not accurate to any precise mathematical degree.

ANDREWS OFFICE PRODUCTS CAPITOL HEIGHTS, MD (K)

APPENDIX O

Radio Advertising Bureau, RADIO MARKETING GUIDE AND FACTBOOK FOR ADVERTISERS, 1993-94, excerpts

Radio Reaches Customers Newspapers Miss



"Radio is very important to us. It works and we'll stick with it."

Arnie Greenberg
Chief Executive Officer
Snapple Beverages

Source The Media Audit 1992

Radio is Strong Where Television is Weak

(Average Daily Time Spent, Mon.-Sun., 24 Hours)

	Adults 18+	
TV Viewing Quintiles	**TV**	**Radio**
Very Light	0:39	3:32
Light	1:36	3:29
Moderate	2:40	3:25
Heavy	4:06	3:27
Very Heavy	7:14	3:19

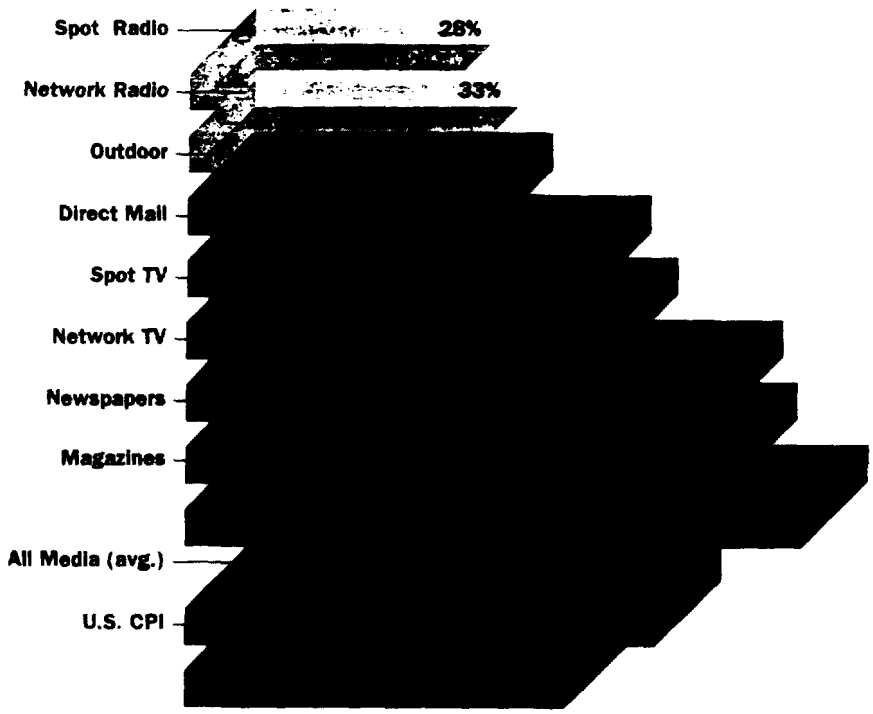
Each Day All Kinds of TV Viewers Listen To Radio (Average Daily Time Spent, Mon.-Sun., 24 Hours)

	Men 18+		Women 18+	
TV Viewing Quintiles	**TV**	**Radio**	**TV**	**Radio**
Very Light	0:35	3:41	0:40	3:24
Light	1:28	3:33	1:44	3:25
Moderate	2:24	3:28	2:55	3:21
Heavy	3:36	3:45	4:33	3:09
Very Heavy	6:38	3:20	7:47	3:18

Special tabulation for RAB by Simmons Market Research Bureau, 1992

Radio is Cost-Effective

(Cost-Per-Thousand Increase 1982-84 To 1993)



"Radio is the primary medium for New York State Lottery for two reasons: It reaches a captive audience, and it boosts the effectiveness of other media."

Michael Abbate
Promotions Director
New York State Lottery

Sources: CPM Indices: McCann-Erickson