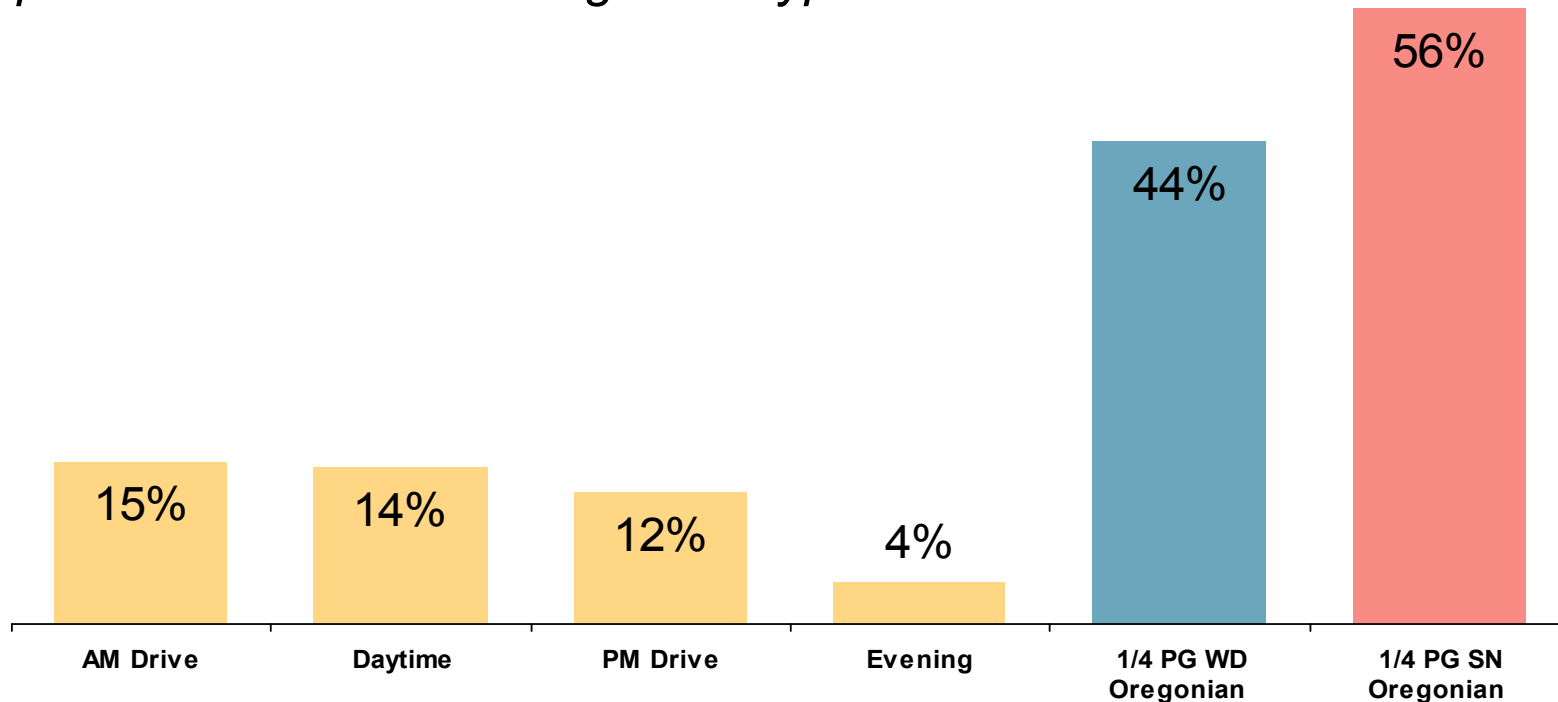




Outreaching Local Radio

- ▼ *If you were to place just one 1/4-page advertisement in the weekday edition of The Oregonian, you would reach 44% of the market, compared to reach you would receive by placing one ad on each of the top 20 radio stations during the dayparts shown.*



FM Stations: KBPS, KEX, KGON, KINK, KKCW, KKRZ, KLTH, KMHD, KNRK, KOPB, KPAM, KPOJ, KRSK, KRYP, KUFO, KUPL, KWJJ, KXJM, KXL, KYCH
Dayparts: AM Drive 6am-10am, Daytime 10am-3pm, PM Drive 3pm-7pm, Evening 7pm-Midnight. (aqh)
BASE: Portland Four-County area adults (1,301,500)
SOURCE: 2008R2 Scarborough (9/07-8/08)