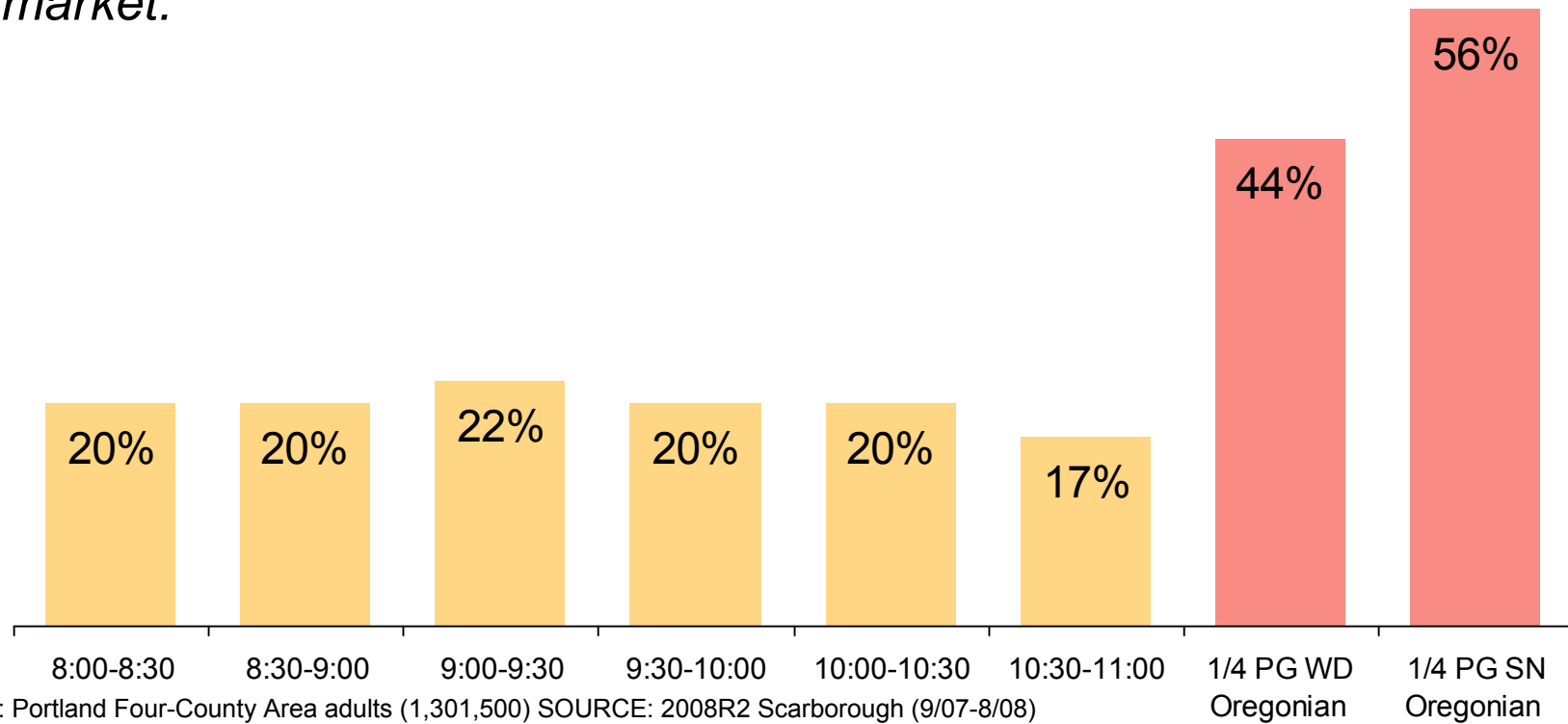




Outreaching Television

- ▼ *If you were to run a commercial on every network station at the same time during Prime Time, you would reach, at best, only 22% of the market. If you were to place just one ¼-page advertisement in the weekday edition of The Oregonian, you would reach 44% of the market.*



BASE: Portland Four-County Area adults (1,301,500) SOURCE: 2008R2 Scarborough (9/07-8/08)
TV schedule: 1 Spot on every station during the same 1/2 hour, M-S; (KATU, KGW, KOIN, KOPB, KPDX, KPTV, KRCW, KPXG)