

Anticipated Yield Measurement
for year 2000/2001

Movie Theatres	Duration	Frequency of Slide	Average # of Viewers	Retention: Theatre vs. TV
Hoyts Waterbury Brass Mill Mall	28 weeks	1,050/week	15,000/week	96% vs 27%
Lowes Danbury Sony Theatre	28 weeks	994/week	15,000/week	96% vs 27%

Billboards	Month	# of Billboards	Daily Circulation in Thousands	Market Reached
Infinity Outdoor Systems	April	1	31.7	Waterbury, Naugatuck
	May	1	31.7	Waterbury, Naugatuck
	June	3	139.0	Waterbury, Naugatuck, Cheshire, Watertown, Thomaston
	July	3	130.8	Waterbury, Naugatuck, Cheshire, Watertown, Thomaston
	August	2	76.20	Waterbury, Naugatuck, Watertown, Thomaston
	Sept	3	132.3	Waterbury, Naugatuck, Cheshire, Watertown, Thomaston
	Oct	2	59.2	Waterbury, Watertown, Thomaston
	Nov	1	31.2	Waterbury, Watertown, Thomaston
Murphy Outdoor/Lamar	June	3	121.7	Danbury, Bethel, Newtown
	July	3	121.7	Danbury, Bethel, Newtown
Totals	8 months	21 boards	875.50	9 towns
Average monthly *DEC			109.4	

*DEC = Daily Effective Circulation

Newspaper	# of Subscribers	Frequency of Paper	Number of Towns Penetrated
Waterbury Republican	70,957	Sunday	43
	57,387	Daily	43
Cheshire Herald	7,200	Thursday	3
Danbury News Times	43,000	Sunday	18
	36,000	Daily	18
Prime Publishers (PP)			
Voices (part of PP)	28,000	Wednesday	12
Town Times (part of PP)	9,553	Thursday	2
Sunday Voices (part of PP)	22,000	Sunday	9
Naugatuck Daily News	4,200	Wed/Fri	3
Meriden Record Journal (MRJ)	30,500	Sunday	4
	29,583	Daily	4
Southington Post (part of MRJ)	11,000	Saturday	1
Waterbury Observer	17,000	Monthly	1
Newtown Bee	8,500	Friday	14
Shopping News (SN)			
Shopping News (part of SN)	25,700	Tuesday	5
Valley Times (part of SN)	16,800	Friday	4
New Milford Times	7,653	Friday	6

Visibility Ratings:
Numbers are based on data compiled and utilized by each industry-specific tracking system. Data is based on our past history of usage periods within each media.

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Radio	Semester	Gender/ Range	Age	Airtime	Total Number of Spots	Reach (FM)	AQH (AM)	Total Audience
WKSS-FM 95.7	CR Spring00	F	18-34	5:30 am-5am	48	101,700		161,500
		M	18-34	5:30 am-5am	48	59,800		
WHCN-FM 105.9	CR Spring00	F	18-34	12m-7am	16	6,700		32,000
		M	18-34	12m-7am	16	25,300		
WMRQ-FM 104	CR Spring00	F	18-34	12m-7am	16	18,100		51,300
		M	18-34	12m-7am	16	33,200		
WXMZ-FM 93.7	CF Spring00	F	18-34	6am-5am	27	47,200		90,500
		M	18-34	6am-5am	27	43,300		
		F	25 -54	6am-5am	27	104,700		
		M	25 -54	6am-5am	27	78,500		
WRKI-FM 95.1	CR Spring00	M/F	18-34	6am-7pm	15	4,600		16,600
		M	18-34	6am-7pm	15	12,000		
WWCO-AM 1240	CR Spring99	M/F	35+	6am-12m	56		11,200	11,200
WATR-AM 1320	CR Spring99	M/F	35+	6am-12m	28		9,000	9,000

Reach: the number of persons reached
in a given schedule

AQH persons: the average number of
persons listening for five minutes during
a 15 minute period