

Anticipated Yield Measurement Based on Industry Standards				Office of College Marketing 2003-2004
Movie Theatres	Duration	Frequency of Slide	Average # of Viewers	Retention: Theatre vs. TV
Hoyts	28 weeks	1,050/week	15,000/week	96% vs 27%
Waterbury Brass Mill Mall				
Lowes	28 weeks	994/week	15,000/week	96% vs 27%
Danbury Sony Theatre				
Billboards	Month	# of Billboards	Daily Circulation in	Market Reached
Viacom	July	2	107.3	Waterbury, Cheshire, Thomaston, Watertown
	August	2	107.3	Waterbury, Cheshire, Thomaston, Watertown
	Sept	1	56.1	Waterbury, Cheshire
	Oct	1	56.1	Waterbury, Cheshire
	Nov	1	51.4	Waterbury, Cheshire
	June	1	56.1	Waterbury, Cheshire
Lamar	July	7	131.1	Danbury, Bethel, Newtown, Ridgefield, Brookfield
	August	1	71.0	Waterbury
	June	1	71.0	Waterbury
Totals	6 months	17 boards	707.4	9 towns
	<i>Average monthly *DEC</i>		37.4	<i>*DEC = Daily Effective Circulation</i>
Newspaper	# of Subscribers	Frequency of Paper	Number of Towns	
Waterbury Republican	70,957	Sunday	43	
	57,387	Daily	43	Visibility Ratings:
				Numbers are based on data
Danbury News Times	43,000	Sunday	18	compiled and utilized by
	36,000	Daily	18	each industry-specific tracking
Prime Publishers (PP)				system. Data is based
Voices (part of PP)	28,000	Wednesday	12	on our past history of
Town Times (part of PP)	9,553	Thursday	2	usage periods within each media.
Sunday Voices (part of PP)	22,000	Sunday	9	
Citizen Register	4,200	Wed/Fri	3	
Meriden Record Journal (MRJ)	30,500	Sunday	4	
Tiempo (part of MRJ)	15,000	Wednesday	4	
Southington Post (part of MRJ)	11,000	Saturday	1	
Waterbury Observer	17,000	Monthly	1	
Newtown Bee	24,000	Friday	14	
Shopping News (SN)				
Shopping News (part of SN)	25,700	Tuesday	5	
Valley Times (part of SN)	16,800	Friday	4	
Terryville/Plymouth News	11,000	Monthly	2	