

- Friday movie: *The One*, 7 p.m. Stars Jet Li.
- Major League Baseball: Red Sox @ Phillies, Saturday at noon.
- NASCAR: Nextel Cup, Live from Sonoma, Sunday at 1:30 p.m.

Analyzing Newspaper Medium Requires Some Investigative Reporting

Many advertisers face challenges in determining which media to choose for optimum results. Figuring out what one is actually getting for one's precious dollars can be a daunting task!

One of the most controversial media sources recently has been newspaper. The newspaper industry as a whole has taken a lot of hits in the past few years, because of declining readership, erosion of the younger demographics due to competition from the Internet and other media, and several scandals involving "cooking" of circulation numbers.

We recently conducted a study of newspaper reach vs. KDSM's reach. In analyzing the *Des Moines Register*, we used published circulation data from the Audit Bureau of Circulations and the Newspaper Association of America, including the NAA assumption that each daily paper is read by an average of 2.3 people. We also used Media Audit noting factors, which means the percentage of readers who "note" an ad, or recall it, after reading the paper.

We then took the costs of various size ads in the local newspaper and ran schedules on KDSM over the same time frames for the same costs. The result? KDSM's reach far exceeds the Register's reach. In other words, you get more bang for your buck with KDSM!

See Figures A and B to the right.

Teen Choice Awards Approaches

We're only two months away from the *Teen Choice Awards*, which will air on KDSM August 16th at 7 p.m.

Advertising during this show is a great way to reach back-to-school students - and their mothers. The show reaches a wide range of demographics but skews female for

those over 18 years of age.

The *Teen Choice Awards* is a perfect venue for retailers, colleges, auto dealers, and numerous other advertisers targeting teens and adult females. Contact your account executive today about this fabulous opportunity!

Newspaper Performance Report:
TV and Newspaper Reach – Full Page Ad
Monday - Saturday

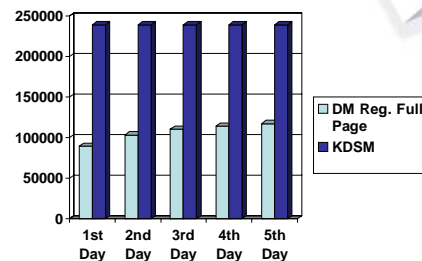


Figure A

Des Moines Register Reach vs. KDSM
(newspaper cost for full page ad over five days = \$6,468;
KDSM schedule over five days = \$6,425)

Register reach calculated by 92,961 daily circulation x 2.3 readers per copy x .42 Media Audit noting factor for full page. KDSM gross impressions over five day schedule = 275,000 / 2.4 frequency = 239,000. Readers per copy: Newspaper Assn. of America "Facts About Newspapers '03"

Newspaper Performance Report:
TV and Newspaper Reach – 1/2 Page Ad
Monday - Saturday

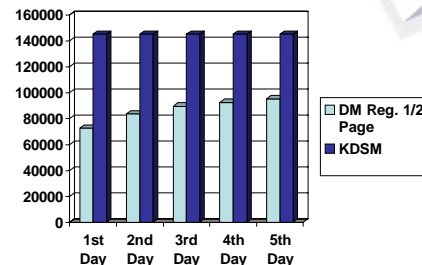


Figure B

Des Moines Register Reach vs. KDSM
(newspaper cost for 1/2 page ad over five days = \$3,234;
KDSM schedule over five days = \$3,230)

Register reach calculated by 92,961 daily circulation x 2.3 readers per copy x .34 Media Audit noting factor for 1/2 page. KDSM gross impressions over five day schedule = 315,000 / 2.2 frequency = 145,000. Readers per copy: Newspaper Assn. of America "Facts About Newspapers '03"

KDSM FOX 17

4023 Fleur Drive

Des Moines, IA 50321

www.kdsm.com

Phone 515.287.1717

Fax 515.287.0064

Editor: Beth Grant

bgrant@kdsm.sbgnet.com