

| MARKET (indicate one): SAN LUIS OBISPO COUNTY | | | |
|---|---------|-------------------------|----------|
| Basic Demography | | | |
| Total Adult Population | 207,570 | Median Age | 37 |
| Number of Households | 97,481 | Median Household Income | \$50,220 |
| Data Used (pick one): DMA <input type="checkbox"/> MSA <input checked="" type="checkbox"/> NDM <input type="checkbox"/> | | | |
| Source Information | | | |
| Source(s) with Date(s) | | Claritas, 2006 | |

| COVERAGE | | |
|---|-----------|--------|
| ABC Audit Info ¹ | Sunday | Daily |
| Total Average Paid Circulation | 44,723 | 39,863 |
| Core Newspaper (Total) | 44,723 | 39,863 |
| Home Delivery and Mail (Total) | 37,292 | 32,509 |
| Single Copy Sales (Total) | 5,037 | 3,993 |
| Affiliated Publications (Total) | 0 | 0 |
| Coverage Maps (insert URL for detailed map and zoning information, including delivery areas) | N/A | |
| Audit Date (Month & Year) | 9/30/2005 | |

Audience Demographics

Source: ABC Reader Profile
If Other, state source:

Source Date: Clarke, Martire & Bartolomeo, Inc. 2004

| AUDIENCE COMPOSITION | | | | | | |
|------------------------------------|----------------|-------------|----------------------------|----------------|-------------|----------------------------|
| <i>Data based on average issue</i> | Sunday | | | Daily | | |
| | Total Audience | Composition | Index (U.S. avg. = 100) | Total Audience | Composition | Index (U.S. avg. = 100) |
| Total Adult Readers | 101,700 | 50.00% | | 102,800 | 50.00% | |
| Men | 52,100 | 50.00% | | 53,000 | 51.00% | |
| Women | 49,800 | 50.00% | | 49,600 | 50.00% | |
| Age | | | | | | |
| 18 to 34 | 23,800 | 36.00% | | 20,000 | 30.00% | |
| 35 to 54 | 39,000 | 52.00% | | 41,400 | 55.00% | |
| 55+ | 38,900 | 62.00% | | 41,500 | 67.00% | |
| Median | 49 | | | 51 | | |

¹ The information and statistics contained in this document are intended to provide a general overview of our products, their market and their readers. While the data is correct overall, a sales representative should be contacted for further details and/or clarification.

| <i>Data based on average issue</i> | Sunday | | | Daily | | |
|---|----------------|-------------|----------------------------|----------------|-------------|----------------------------|
| | Total Audience | Composition | Index (U.S. avg. = 100) | Total Audience | Composition | Index (U.S. avg. = 100) |
| Education | | | | | | |
| Any College+ | 83,910 | 51.00% | | 85,490 | 51.00% | |
| College Graduate+ | 44,820 | 51.00% | | 46,270 | 51.00% | |
| Post-graduate Degree | | % | | | % | |
| Occupation/Job Title | | | | | | |
| Employed Full-Time | 45,440 | 46.50% | | 46,110 | 47.20% | |
| P/M Top Management/ C-Suite | | % | | | % | |
| Professional/Managerial | | % | | | % | |
| Business Decision Maker | | % | | | % | |
| Household Income | | | | | | |
| < \$35k | 25,210 | 41.00% | | 26,290 | 42.90% | |
| \$35k – \$75k | 41,330 | 49.20% | | 42,500 | 50.60% | |
| > \$75k | 35,170 | 59.50% | | 34,030 | 57.60% | |
| Median | \$57,220 | | | \$55,410 | | |
| Home Ownership and Principal Home Values | | | | | | |
| Home Owners | 73,210 | 52.80% | | 76,190 | 55.00% | |
| Value: \$100k – \$249k | | % | | | % | |
| Value: \$250k – \$499k | | % | | | % | |
| Value: > \$500k | | % | | | % | |
| Median Home Value | \$ | | | \$ | | |
| Own 2+ Properties | | % | | | % | |
| Marital Status | | | | | | |
| Married | 68,600 | 52.90% | | 70,280 | 54.20% | |
| Not Married | 33,120 | 44.25% | | 32,540 | 43.47% | |

Additional Readership Information (insert URLs): N/A

Pricing: Open Rates of Most Commonly Used Units

| | | |
|-----------------------------------|---------|-----------|
| Publication Page Size (standard): | Width: | 6 Columns |
| | Height: | 21 Inches |

| RETAIL | | | | | | |
|------------------------|---------|--------|---------------------|---------|-------------|----------|
| | | | Black & White Rates | | Color Rates | |
| | Columns | Inches | Sunday | Daily | Sunday | Daily |
| Full Page ² | 6 | 21.00 | \$4,596 | \$4,032 | \$5,036 | \$44,723 |
| Half Page Horizontal | 6 | 10.50 | \$2,268 | \$2,016 | \$2,708 | \$2,456 |
| Half Page Vertical | 3 | 21.00 | \$2,268 | \$2,016 | \$2,708 | \$2,456 |
| Quarter Page | 3 | 10.50 | \$1,134 | \$1,008 | \$1,574 | \$1,448 |
| Full-Page Double Truck | 13 | 21.00 | \$9,828 | \$8,736 | \$10,268 | \$9,176 |
| Horizontal Strip Ad | | | \$ | \$ | \$ | \$ |
| Premium Position One | | | \$ | \$ | \$ | \$ |
| Describe Position: | | | | | | |
| Premium Position Two | | | \$ | \$ | \$ | \$ |
| Describe Position: | | | | | | |

| SECTION (indicate one): | | | | | | |
|-------------------------|---------|--------|---------------------|-------|-------------|-------|
| | | | Black & White Rates | | Color Rates | |
| | Columns | Inches | Sunday | Daily | Sunday | Daily |
| Full Page | | | \$ | \$ | \$ | \$ |
| Half Page Horizontal | | | \$ | \$ | \$ | \$ |
| Half Page Vertical | | | \$ | \$ | \$ | \$ |
| Quarter Page | | | \$ | \$ | \$ | \$ |
| Full-Page Double Truck | | | \$ | \$ | \$ | \$ |
| Horizontal Strip Ad | | | \$ | \$ | \$ | \$ |
| Premium Position One | | | \$ | \$ | \$ | \$ |
| Describe Position: | | | | | | |
| Premium Position Two | | | \$ | \$ | \$ | \$ |
| Describe Position: | | | | | | |

Additional Rate Information (insert URLs):

² The information and statistics contained in this document are intended to provide a general overview of our products, their market and their readers. These rates only represent an overview of rates and ad units this newspaper accepts. Please contact a sales representative (or refer to the Media Kit) for a complete listing of all category rates, ad units and other specifications. While the data is correct overall, a sales representative should be contacted for further details and/or clarification.

Products

| DAILY AND WEEKLY SECTIONS AT-A-GLANCE | |
|---------------------------------------|---|
| Sunday | |
| Full-run Sections | Main - Local - Business - Living - Sports - TV Book - Classifieds - RE Showcase - Careerbuilder Additional Weekly Sections: Parade, Comics, Coupons Direct |
| Part-run Sections | - - - - - Additional Weekly Sections: |
| Monday | |
| Full-run Sections | Main - Local - Sports - Classified - Additional Weekly Sections: |
| Part-run Sections | - - - - - Additional Weekly Sections: |
| Tuesday | |
| Full-run Sections | Main - Local - Business/Living - Sports - Classified Additional Weekly Sections: |
| Part-run Sections | - - - - - Additional Weekly Sections: |
| Wednesday | |
| Full-run Sections | Main - Local - Business/Living - Sports - Classified Additional Weekly Sections: |
| Part-run Sections | Sun Bulletin - Scenic Coast RE - - - - Additional Weekly Sections: |
| Thursday | |
| Full-run Sections | Main - Local - Business/Living - Sports - Classified Additional Weekly Sections: Ticket Entertainment, Cars.com Automotive |
| Part-run Sections | The Cambrian - Castles & Cottages - - - - Additional Weekly Sections: |
| Friday | |
| Full-run Sections | Main - Local - Business/Living - Sports - Classified Additional Weekly Sections: Home |
| Part-run Sections | - - - - - Additional Weekly Sections: |
| Saturday | |
| Full-run Sections | Main - Local - Business/Living - Sports - Classified Additional Weekly Sections: Real Estate Weekly I & II |
| Part-run Sections | - - - - - Additional Weekly Sections: |

Additional Properties with Integrated Sales:

PREPRINTS AND RELATED PRODUCTS**General**

| | | |
|--|----------------------------------|---|
| TMC Available? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> | If so, Day(s) of Week: Wednesday | Zoning Available? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> |
|--|----------------------------------|---|

Freestanding Inserts

| | | |
|-------------------------------------|---|---|
| Days of Week Available: Tues-Sunday | Zip-level Zoning? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> | Zip+4 Zoning? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> |
|-------------------------------------|---|---|

| | |
|--------------------------------------|----------------------------|
| Rates and Other Details (insert URL) | Ask a Sales Representative |
|--------------------------------------|----------------------------|

Catalog and Product Sample Distribution

| | | |
|---|---|---|
| Days of Week Available: Monday - Sunday | Zip-level Zoning? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> | Zip+4 Zoning? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> |
|---|---|---|

| | |
|--------------------------------------|----------------------------|
| Rates and Other Details (insert URL) | Ask a Sales Representative |
|--------------------------------------|----------------------------|

Printed Home Delivery Bags

| | | |
|---|---|---|
| Days of Week Available: Monday - Sunday | Zip-level Zoning? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> | Zip+4 Zoning? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> |
|---|---|---|

| | |
|--------------------------------------|----------------------------|
| Rates and Other Details (insert URL) | Ask a Sales Representative |
|--------------------------------------|----------------------------|

DIGITAL PRODUCTS

| | |
|--------------------------------|--|
| Online Products (insert URLs) | www.SanLuisObispo.com |
| Unique Visitors per Month | 93,000 Source: NetRatings, Inc. (May 2006) |
| Page Views per Month | 1,493,261 Source: KnightRidderDigital |
| Digital Rate Card (insert URL) | Ask a Sales Representative |
| Net Reach (print & online) | 73% Past Week Source: ABC Reader Profile, 2004 |
| Print-online Duplication | 17% |
| Online Targeting Capabilities | Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes, please describe: |

Production**PRODUCTION GUIDELINES**

| | |
|---|----------------------------|
| Info on production specifications, acceptable electronic file formats and column-inch conversions (insert URLs) | Ask a Sales Representative |
|---|----------------------------|

Additional Info

| | |
|------------------------------|----------------------------|
| Reserving an Ad (insert URL) | Ask a Sales Representative |
|------------------------------|----------------------------|

| | |
|----------------------------|----------------------------|
| Closing Times (insert URL) | Ask a Sales Representative |
|----------------------------|----------------------------|

Contracts/Credits

Contract Information – Statement of commissions, terms of payments and rate policies (insert URLs):
Ask a Sales Representative

Credit Application – Guidelines and application (insert URLs):
Ask a Sales Representative

Advertising Contacts – List of locations, contacts and contact information (insert URL):
Ask a Sales Representative