

<b>MARKET (indicate one): STANISLAUS COUNTY</b>			
<b>Basic Demography</b>			
Total Adult Population	360,409	Median Age	31
Number of Households	163,395	Median Household Income	\$46,238
Data Used (pick one): DMA <input type="checkbox"/> MSA <input checked="" type="checkbox"/> NDM <input type="checkbox"/>			
<b>Source Information</b>			
Source(s) with Date(s)		Claritas, 2006. Scarborough R2 - 2005-2006	

<b>COVERAGE</b>		
<b>ABC Audit Info<sup>1</sup></b>	<b>Sunday</b>	<b>Daily</b>
<b>Total Average Paid Circulation</b>	<b>88,950</b>	<b>83,848</b>
Core Newspaper (Total)	88,950	83,848
Home Delivery and Mail (Total)	73,917	66,917
Single Copy Sales (Total)	12,121	9,557
Affiliated Publications (Total)		
<b>Coverage Maps</b> (insert URL for detailed map and zoning information, including delivery areas)	www.modbee.com/service	
<b>Audit Date (Month &amp; Year)</b>	December 25, 2005	

**Audience Demographics**

Source: ABC Reader Profile      Source Date:  
 If Other, state source: R2 2005-2006, Scarborough Research

<b>AUDIENCE COMPOSITION</b>						
<i>Data based on average issue</i>	<b>Sunday</b>			<b>Daily</b>		
	<b>Total Audience</b>	<b>Composition</b>	<b>Index</b> (U.S. avg. = 100)	<b>Total Audience</b>	<b>Composition</b>	<b>Index</b> (U.S. avg. = 100)
<b>Total Adult Readers</b>	<b>193,294</b>	<b>54.00%</b>		<b>162,392</b>	<b>45.00%</b>	
Men	85,821	44.00%		77,015	47.00%	
Women	107,474	56%		85,377	53.00%	
<b>Age</b>						
18 to 34	56,140	29.00%		45,334	28.00%	
35 to 54	74,260	38.00%		60,815	37.00%	
55+	62,895	32%		56,243	35%	
Median						

<sup>1</sup> 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)
<b>Education</b>						
Any College+	106,145	55%		89,126	55%	
College Graduate+	33,244	17.00%		28,953	18.00%	
Post-graduate Degree	9,962	5.00%		10,060	6.00%	
<b>Occupation/Job Title</b>						
Employed Full-Time	100,954	52.00%		83,325	51.00%	
P/M Top Management/ C-Suite	20,048	10.00%		14,683	9.00%	
Professional/Managerial	28,517	15.00%		21,602	13.00%	
<b>Business Decision Maker</b>		%			%	
<b>Household Income</b>						
< \$35k	49,442	26.00%		34,758	21.00%	
\$35k – \$75k	77,097	40.00%		70,056	43.00%	
> \$75k	66,756	34.00%		57,578	35.00%	
Median	\$			\$		
<b>Home Ownership and Principal Home Values</b>						
Home Owners	137,393	71.00%		116,719	72.00%	
Value: \$100k – \$249k	13,866	7.00%		13,715	8.00%	
Value: \$250k – \$499k	85,497	44.00%		71,035	44.00%	
Value: > \$500k	27,596	14.00%		22,942	14.00%	
Median Home Value	\$			\$		
Own 2+ Properties		%			%	
<b>Marital Status</b>						
Married	123,193	64.00%		105,250	65.00%	
Not Married	70,102	36.00%		57,142	35.00%	

**Additional Readership Information (insert URLs):**

### 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 <sup>2</sup>	6	21.00	\$97	\$87	\$1,300	\$1,300
Half Page Horizontal	6	10.50	\$97	\$87	\$1,300	\$1,300
Half Page Vertical	3	21.00	\$97	\$87	\$1,300	\$1,300
Quarter Page	3	10.50	\$97	\$87	\$1,300	\$1,300
Full-Page Double Truck	12	21.00	\$97	\$87	\$1,300	\$1,300
Horizontal Strip Ad			\$	\$	\$	\$
Premium Position One	2	5.00	\$116	\$104	\$	\$
Describe Position: Main News, Page 3						
Premium Position Two	3	4	\$116	\$104	\$	\$
Describe Position: Stock Page Island Ad						

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):** [www.modbee.com/service](http://www.modbee.com/service)

<sup>2</sup> 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	
<b>Sunday</b>	
<b>Full-run Sections</b>	Main News - Local News - Sports - Classified - Lifestyles - Travel - Sunday Employment - Sunday Real Estate - Work & Money <b>Additional Weekly Sections:</b> Parade Magazine, TV Week
<b>Part-run Sections</b>	- - - - - <b>Additional Weekly Sections:</b>
<b>Monday</b>	
<b>Full-run Sections</b>	Main News - Local News - Sports - Lifestyles - Classified <b>Additional Weekly Sections:</b>
<b>Part-run Sections</b>	- - - - - <b>Additional Weekly Sections:</b>
<b>Tuesday</b>	
<b>Full-run Sections</b>	Main News - Local News - Sports - Life Styles (Health) - Classified and Work & Money <b>Additional Weekly Sections:</b>
<b>Part-run Sections</b>	- - - - - <b>Additional Weekly Sections:</b>
<b>Wednesday</b>	
<b>Full-run Sections</b>	Main News - Local News - Sports - Life Styles (Ready.Set Go! - Taste, Classified, Work and Money <b>Additional Weekly Sections:</b>
<b>Part-run Sections</b>	- - - - - <b>Additional Weekly Sections:</b>
<b>Thursday</b>	
<b>Full-run Sections</b>	Main News - Local News - Sports - Buzzz - Classified and Work & Money <b>Additional Weekly Sections:</b>
<b>Part-run Sections</b>	- - - - - <b>Additional Weekly Sections:</b>
<b>Friday</b>	
<b>Full-run Sections</b>	Main News - Local News - Sports - Life Styles (leisure and fashion) - Scene, Cars, Classified, Work & Money <b>Additional Weekly Sections:</b> LIFE Magazine
<b>Part-run Sections</b>	- - - - - <b>Additional Weekly Sections:</b>
<b>Saturday</b>	
<b>Full-run Sections</b>	Main News - Local News - Sports - Life Styles (religion) - Your Home, classified, Work & Money <b>Additional Weekly Sections:</b> Valley Homes
<b>Part-run Sections</b>	- - - - - <b>Additional Weekly Sections:</b>

**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/Saturday	Zoning Available? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
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**Freestanding Inserts**

Days of Week Available: 7 days a week	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)	\$45 to \$41 per thousand www.modbee.com/service	

**Catalog and Product Sample Distribution**

Days of Week Available: 7 days a week	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)	www.modbee.com/service	

**Printed Home Delivery Bags**

Days of Week Available: 7 days a week	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)	www.modbee.com	

**DIGITAL PRODUCTS**

Online Products (insert URLs)	www.modbee.com
Unique Visitors per Month	371,281 Source: ABC Interactive Audit
Page Views per Month	2,951,358 Source: ABC Interactive Audit
Digital Rate Card (insert URL)	www.modbee.com/service
Net Reach (print & online)	272,878 Source: Scarborough R2, 2005-2006
Print-online Duplication	15%
Online Targeting Capabilities	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If yes, please describe: by registered user profile

**Production****PRODUCTION GUIDELINES**

Info on production specifications, acceptable electronic file formats and column-inch conversions (insert URLs)	www.modbee.com/service
<b>Additional Info</b>	
Reserving an Ad (insert URL)	
Closing Times (insert URL)	www.modbee.com/service

**Contracts/Credits**

**Contract Information – Statement of commissions, terms of payments and rate policies (insert URLs):**  
www.modbee.com/service - choose rate card (retail, classified or general)

**Credit Application – Guidelines and application (insert URLs):**  
www.modbee.com/service

**Advertising Contacts – List of locations, contacts and contact information (insert URL):**  
www.modbee.com/service - choose rate card (retail, classified or general)