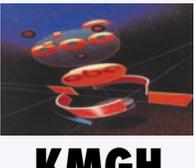


# WB2news | @nine

**Denver's Most Efficient News!**



Monday-Friday  
May '00 Denver Cume News Evaluation  
% HH Delivery/000's/Unduplicated Nightly Delivery/Cost Efficiency

| Station   | Avg. Audience | Weekly Cume | Avg. Rate      | Undup Rtg. CPP             | Unduplicated Rating |                 |                 |                 |                  | Undup Avg. 23.4 |
|---|---------------|-------------|----------------|----------------------------|---------------------|-----------------|-----------------|-----------------|------------------|-----------------|
|   |               |             |                |                            | 1x                  | 2x              | 3x              | 4x              | 5x               |                 |
|    | <b>76</b>     | <b>356</b>  | <b>\$1,000</b> | <b>\$200.00</b>            | <b>\$208.33</b>     | <b>\$212.77</b> | <b>\$222.22</b> | <b>\$227.27</b> | <b>\$213.68</b>  |                 |
|   |               |             |                | Unduplicated 000's         |                     |                 |                 |                 | Undup 000's 356  |                 |
|   |               |             |                | Undup 000's CPM            | 1x 76               | 2x 73           | 3x 71           | 4x 69           |                  | 5x 66           |
|   |               |             |                | Nightly Percent Duplicated |                     |                 |                 |                 | Weekly Undup 94% |                 |
|   |               |             |                | 1x 0%                      | 2x 3%               | 3x 6%           | 4x 10%          | 5x 13%          |                  |                 |
|  | <b>186</b>    | <b>536</b>  | <b>\$3,500</b> | Undup Rtg. CPP             | 1x 14.0             | 2x 10.1         | 3x 7.3          | 4x 5.2          | 5x 3.8           | Und Tot. 40.4   |
|   |               |             |                | Undup 000's CPM            | 1x 186              | 2x 134          | 3x 96           | 4x 69           | 5x 50            | All 536         |
|   |               |             |                | % Dup                      | 1x 0%               | 2x 28%          | 3x 48%          | 4x 63%          | 5x 73%           | Wk Und 58%      |
|  | <b>125</b>    | <b>391</b>  | <b>\$2,000</b> | Undup Rtg. CPP             | 1x 9.0              | 2x 6.9          | 3x 5.2          | 4x 4.0          | 5x 3.1           | Und Tot. 28.2   |
|   |               |             |                | Undup 000's CPM            | 1x 125              | 2x 95           | 3x 73           | 4x 56           | 5x 42            | All 391         |
|   |               |             |                | % Dup                      | 1x 0%               | 2x 24%          | 3x 42%          | 4x 56%          | 5x 66%           | Wk Und 63%      |
|  | <b>78</b>     | <b>293</b>  | <b>\$1,200</b> | Undup Rtg. CPP             | 1x 6.0              | 2x 5.1          | 3x 4.4          | 4x 3.8          | 5x 3.2           | Und Tot. 22.5   |
|   |               |             |                | Undup 000's CPM            | 1x 78               | 2x 67           | 3x 57           | 4x 49           | 5x 42            | All 293         |
|   |               |             |                | % Dup                      | 1x 0%               | 2x 14%          | 3x 27%          | 4x 37%          | 5x 46%           | Wk Und 75%      |

How to Read: Denver's KWGN-WB2 has the least duplicated audience in the Denver DMA for late news. 94% of our audience is not duplicated during an average week, meaning that you reach a larger new audience each week.