

<b>MARKET (indicate one):</b>			
<b>Basic Demography</b>			
Total Adult Population	282,900	Median Age	46
Number of Households	114,987	Median Household Income	\$47,200
Data Used (pick one): DMA <input type="checkbox"/> MSA <input type="checkbox"/> NDM <input checked="" type="checkbox"/>			
<b>Source Information</b>			
Source(s) with Date(s)		ABC Reader Profile July-Aug 2006	

<b>COVERAGE</b>		
ABC Audit Info <sup>1</sup>	Sunday	Daily
<b>Total Average Paid Circulation</b>	49,822	43,963
Core Newspaper (Total)	49,822	43,963
Home Delivery and Mail (Total)	35,030	32,422
Single Copy Sales (Total)	13,430	9,984
Affiliated Publications (Total)		
<b>Coverage Maps</b> (insert URL for detailed map and zoning information, including delivery areas)	SunHerald.com	
<b>Audit Date (Month &amp; Year)</b>	Publishers Statement Sept. 24, 2006	

**Audience Demographics**

Source: ABC Reader Profile  
If Other, state source:

Source Date: July-Aug. 2006

<b>AUDIENCE COMPOSITION</b>						
<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>Total Adult Readers</b>	170,000	100.00%		156,100	100.00%	
Men	85,500	50.30%		80,600	51.60%	
Women	84,500	49.70%		75,600	48.40%	
<b>Age</b>						
18 to 34	37,300	21.90%		29,900	19.20%	
35 to 54	68,400	40.20%		65,800	42.20%	
55+	64,300	37.80%		60,500	38.80%	
Median	49			50		

<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+	114,600	67.40%		106,400	68.20%	
College Graduate+	54,200	31.90%		54,300	34.80%	
Post-graduate Degree		%			%	
<b>Occupation/Job Title</b>						
Employed Full-Time	96,500	56.80%		91,800	58.80%	
P/M Top Management/ C-Suite	11,100	6.50%		12,900	8.30%	
Professional/Managerial	18,300	10.80%		19,400	12.40%	
<b>Business Decision Maker</b>		%			%	
<b>Household Income</b>						
< \$35k	50,100	29.50%		44,100	28.30%	
\$35k – \$75k	72,600	42.80%		68,500	43.90%	
> \$75k	47,400	27.90%		43,600	27.90%	
Median	\$50,700			\$51,600		
<b>Home Ownership and Principal Home Values</b>						
Home Owners	143,100	84.20%		130,200	83.40%	
Value: \$100k – \$249k		%			%	
Value: \$250k – \$499k		%			%	
Value: > \$500k		%			%	
Median Home Value	\$			\$		
Own 2+ Properties		%			%	
<b>Marital Status</b>						
Married	114,500	67.40%		108,400	69.40%	
Not Married	55,500	32.60%		47,700	30.60%	

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	\$5,746	\$5,195	\$725	\$725
Half Page Horizontal	6	10.50	\$2,873	\$2,597	\$725	\$725
Half Page Vertical	3	21.00	\$2,873	\$2,597	\$725	\$725
Quarter Page	3	10.50	\$1,436	\$1,299	\$725	\$725
Full-Page Double Truck	13	21.00	\$12,449	\$11,256	\$1,449	\$1,449
Horizontal Strip Ad	6	4.00	\$1,094	\$990	\$725	\$725
Premium Position One			\$	\$	\$	\$
Describe Position: NA						
Premium Position Two			\$	\$	\$	\$
Describe Position: NA						

SECTION (indicate one): SAME AS ABOVE						
			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):**

<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>	
Full-run Sections	Main news - Sports - World - Classified - Business - Arts/Travel - Employment - YourLife - <b>Additional Weekly Sections:</b> Real Estate Weekly, PARADE, TV Week, South Mississippi Outdoors & Recreation
Part-run Sections	- - - - - <b>Additional Weekly Sections:</b>
<b>Monday</b>	
Full-run Sections	Main news - Sports - World - YourLife - Classified <b>Additional Weekly Sections:</b>
Part-run Sections	- - - - - <b>Additional Weekly Sections:</b>
<b>Tuesday</b>	
Full-run Sections	Main news - Sports/Business - World - YourLife - Classified <b>Additional Weekly Sections:</b> At the Casinos (tab)
Part-run Sections	- - - - - <b>Additional Weekly Sections:</b>
<b>Wednesday</b>	
Full-run Sections	Main News - Sports - Business - World - YourLife - Classified <b>Additional Weekly Sections:</b>
Part-run Sections	- - - - - <b>Additional Weekly Sections:</b>
<b>Thursday</b>	
Full-run Sections	Main news - Sports - Business - World - YourLife - Classified <b>Additional Weekly Sections:</b> Marquee (entertainment tab)
Part-run Sections	- - - - - <b>Additional Weekly Sections:</b>
<b>Friday</b>	
Full-run Sections	Main news - Sports - Business - World - YourLife - Classified <b>Additional Weekly Sections:</b> LIFE Magazine - @HOME (broadsheet)
Part-run Sections	- - - - - <b>Additional Weekly Sections:</b>
<b>Saturday</b>	
Full-run Sections	Main news - Sports/Business - YourLife - World - Classified <b>Additional Weekly Sections:</b>
Part-run Sections	- - - - - <b>Additional Weekly Sections:</b>

Additional Properties with Integrated Sales:

**PREPRINTS AND RELATED PRODUCTS**

<b>General</b>			
TMC Available? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	If so, Day(s) of Week: Wednesday	Zoning Available? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
<b>Freestanding Inserts</b>			
Days of Week Available: 7	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)			
<b>Catalog and Product Sample Distribution</b>			
Days of Week Available: NA	Zip-level Zoning? Yes <input type="checkbox"/> No <input type="checkbox"/>	Zip+4 Zoning? Yes <input type="checkbox"/> No <input type="checkbox"/>	
Rates and Other Details (insert URL)			
<b>Printed Home Delivery Bags</b>			
Days of Week Available: 7	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)			

**DIGITAL PRODUCTS**

Online Products (insert URLs)	
Unique Visitors per Month	530,000 Source: HBX Analytics
Page Views per Month	615,000 Source: HBX Analytics
Digital Rate Card (insert URL)	
Net Reach (print & online)	219,000 Source: ABC Reader Survey
Print-online Duplication	%
Online Targeting Capabilities	Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, please describe:

**Production**

**PRODUCTION GUIDELINES**

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

**Contracts/Credits**

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

Credit Application – Guidelines and application (insert URLs):

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