

## Media Positioning

The Tampa Tribune carries the greatest weight in Macy's weekly media schedule, and contains a high concentration of this retail audience within its online component. 90% of Macy's customer reach is accomplished by Tribune weekday editions alone.

## Media Reach Report

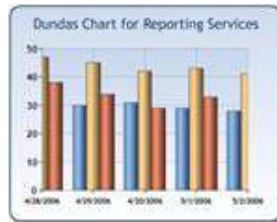
The Tampa Tribune reaches 71% of (ADVERTISER) shoppers with five weekday insertions – 90% of those reached with four other vehicles added to the schedule.



Media Selected	Market Persons (000)	Market Reach	Target Persons (000)	Target Reach	Percent of Media Plan	Cumulative Media Plan
Tampa Tribune - Weekday	1,261	62%	709	71%	90%	71%
Tribune Online	304	15%	220	22%	28%	73%
WTBN - 570 AM 6AM - 10 AM	60	3%	10	1%	19%	75%
WDAE - 620 AM (Sports)	81	4%	20	2%	2%	75%
City Times	529	26%	309	31%	39%	79%
Total Unduplicated Reach	1,464	72%	788	79%	100%	79%

## Offline/Online Audience Report

TBO.com offers a greater compliment to net reach of (ADVERTISER) customers; and a more focused target audience than other media contained in this retailer's weekly media schedule. The combination of Tampa Tribune weekday and TBO.com delivers significantly greater target reach and cost-effectiveness.



Media Selected	Offline Reach	Online Reach	Combined Reach	Unduplicated Online	Offline Target Index	Online Target Index	Combined Target Index
Tampa Tribune - Weekday	62%	20%	69%	10%	89	170	130
WTBN - 570 AM (Religious) 6AM - 10 AM	3%	1%	3%	6%	112	40	76
City Times	26%	15%	30%	5%	160	74	117

## Advertising Strategy

While ease of doing business and brand reputation are important, convenient location tops the reasons (BANK) customers choose their banking location(s).

## Store Selection Driver Report



- Interest rates
- Ease of conducting banking business
- Variety of financial service offerings
- Distance from me
- Reputation
- Courteous and professional personnel

Selection Drivers	Percent Among Category	Percent Among Target within Category	Bank of America Customers (Total)	Bank of America Customers (Target)	Bank of America Driver Index (Target)
Interest rates	20%	10%	5%	10%	86
Ease of conducting banking business	20%	10%	15%	20%	102
Variety of financial service offerings	20%	10%	25%	10%	86
Distance from me	20%	25%	30%	35%	135
Reputation	10%	20%	20%	20%	102
Courteous and professional personnel	10%	25%	5%	5%	40



## Retailing Intelligence

### Target Profile Report:

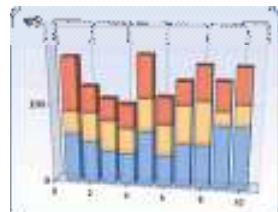
When upper-income shoppers are the target, (ADVERTISER) has a higher concentration of 45+ than (STORE) or (STORE), indicating a need to sustain focus on products and lifestyles of the mature consumer to maintain current demographic levels.



Tertiary Segments Selected	Market Percent	Target Percent	Wal-Mart	Dillard's	Macy's
18-34 years	25%	42%	25%	14%	25%
35-44 years	35%	40%	25%	25%	20%
45-55 years	25%	20%	35%	35%	50%
55 or more years	15%	21%	15%	15%	16%

### Retail Cross-Shopping Report

While cross-shopping is common among this group of retailers, (STORE) customers display the highest loyalty in the market. Among younger shoppers, however, (STORE) loyalty levels fall while the competition posts gains.



Secondary Target Selections	Market Shoppers (000)	Target Shoppers (000)	Market Incidence	Target Incidence	Loyal Market Customer	Loyal Target Customer
Macy's	248	218	14%	25%	18%	26%
Dillard's	521	487	26%	21%	24%	31%
Lord & Taylor	348	247	20%	23%	37%	14%
Wal-Mart	298	214	14%	17%	14%	21%

### Brand Images

The percentage of Promoters minus the percentage of Detractors - provides the single most reliable indicator of a company's ability to grow.

(STORE) is highly preferred among affluent full-nesters; posting the highest NPS (intent to recommend) and share-of-target market among other selected retailers.



Secondary Target Selections	Market Incidence	Target Incidence	Target Promoters	Target Passives	Target Detractors	Target NPS Score
Macy's	50%	50%	60%	30%	10%	50
Dillard's	60%	60%	70%	20%	10%	60
Lord & Taylor	40%	40%	50%	30%	20%	30
Wal-Mart	25%	25%	40%	40%	20%	20

### Media Scheduling

The Chicago Tribune helps advertisers meet their goals by reaching the majority of target persons in a multimedia schedule and helping to achieve a low overall cost-per-thousand.



Media	Rating	Cume	Gross Impressions (000)	Media Reach	Frequency	GRPs
Chicago Tribune	46.0%	53%	1,380	46.0%	1.0	46
WKSC - 103.5 FM	1.2%	15%	900	9.8%	3.1	30
Chicago Magazine	22.0%	31%	1,980	29.0%	2.3	66
WMAQ - NBC - EN	16.0%	23%	960	19.0%	1.7	32
<b>TOTALS</b>			<b>5,220</b>	<b>68%</b>	<b>2.6</b>	<b>174</b>

	CPGRP	Persons Reached (000)	CPM	Net Cume Reach
Chicago Tribune	\$54.34	1,380	\$1.81	46.0%
WKSC - 103.5 FM	\$145.83	294	\$14.89	48.0%
Chicago Magazine	\$15.90	870	\$1.21	58.0%
WMAQ - NBC - EN	\$31.25	570	\$1.75	68.0%
<b>TOTALS</b>	<b>\$51.29</b>	<b>2,040</b>	<b>\$4.38</b>	