



OUTDOOR ADVERTISING
ASSOCIATION OF AMERICA, INC.

Comparison of Typical CPM's for Adults by Age and Income 2006

	Age			Top 1/3 HH Income
	Total 18+	18-34	25-54	
TV (:30)				
Broadcast Networks				
Early AM	\$7.60	\$34.65	\$14.60	\$27.00
Daytime	4.85	14.25	10.10	18.00
Early News	6.60	38.15	16.25	24.40
Primetime	15.20	43.75	27.70	50.60
Late Evening	13.05	34.35	24.05	40.75
Syndication				
Daytime	3.85	13.40	8.55	19.25
Early / Late Fringe	8.65	22.10	15.95	27.95
Prime Access	12.30	39.55	21.75	47.25
Cable				
Daytime	2.70	9.10	5.50	13.45
Early / Late Fringe	6.30	20.10	11.35	20.30
Primetime	8.00	29.80	14.55	26.75
Radio (:30)				
Network	1.60	4.05	2.45	4.50
Spot (100 Markets)	6.65	16.65	10.10	19.00
Magazines (P4C)				
Celebrity / Entertainment	8.85	19.65	13.90	22.85
Mass Dual Audiences	4.65	20.60	8.20	12.75
Newsweeklies	6.85	25.70	12.15	15.90
Newspapers (Mag. Size, B&W)				
40 Market Top Papers	5.25	21.90	9.80	11.95
Out-of-Home (30-Sheet Poster)				
Top 50 Markets	2.15	6.30	3.40	4.90

Source: Media Dynamics; *Intermedia Dimensions 2007*