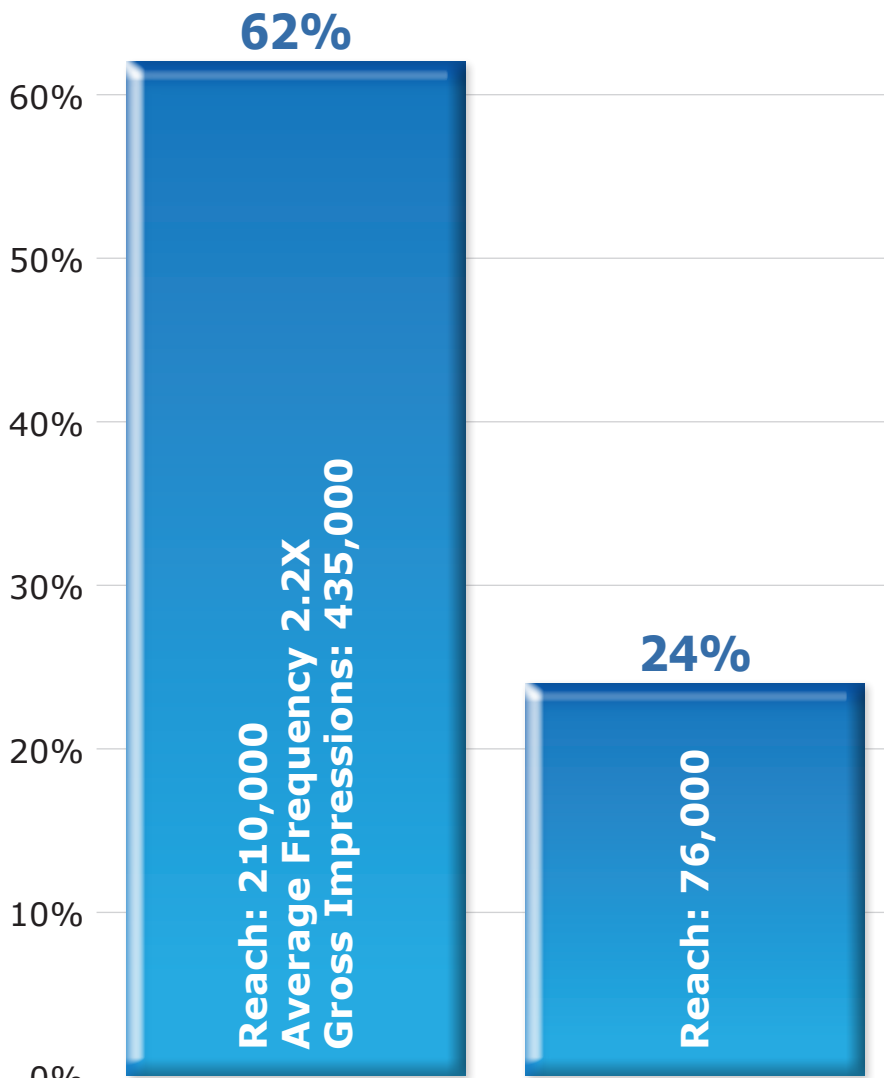


# reach

# 62%

Your Daily  
+  
Sunday  
+  
Your Week /  
North County  
News  
+  
Columbian.com  
AD COMBO  
reaches  
62% of  
the market



62%  
Reach: 210,000  
Average Frequency 2.2X  
Gross Impressions: 435,000

24%  
Reach: 76,000

**Daily Columbian  
+ Sunday  
+ Your Week /  
N. County News  
+ Online**

**Daily Columbian**

Base: Clark  
County Adults  
(320,800)  
Source: 2011  
Thoroughbred  
Research Group

