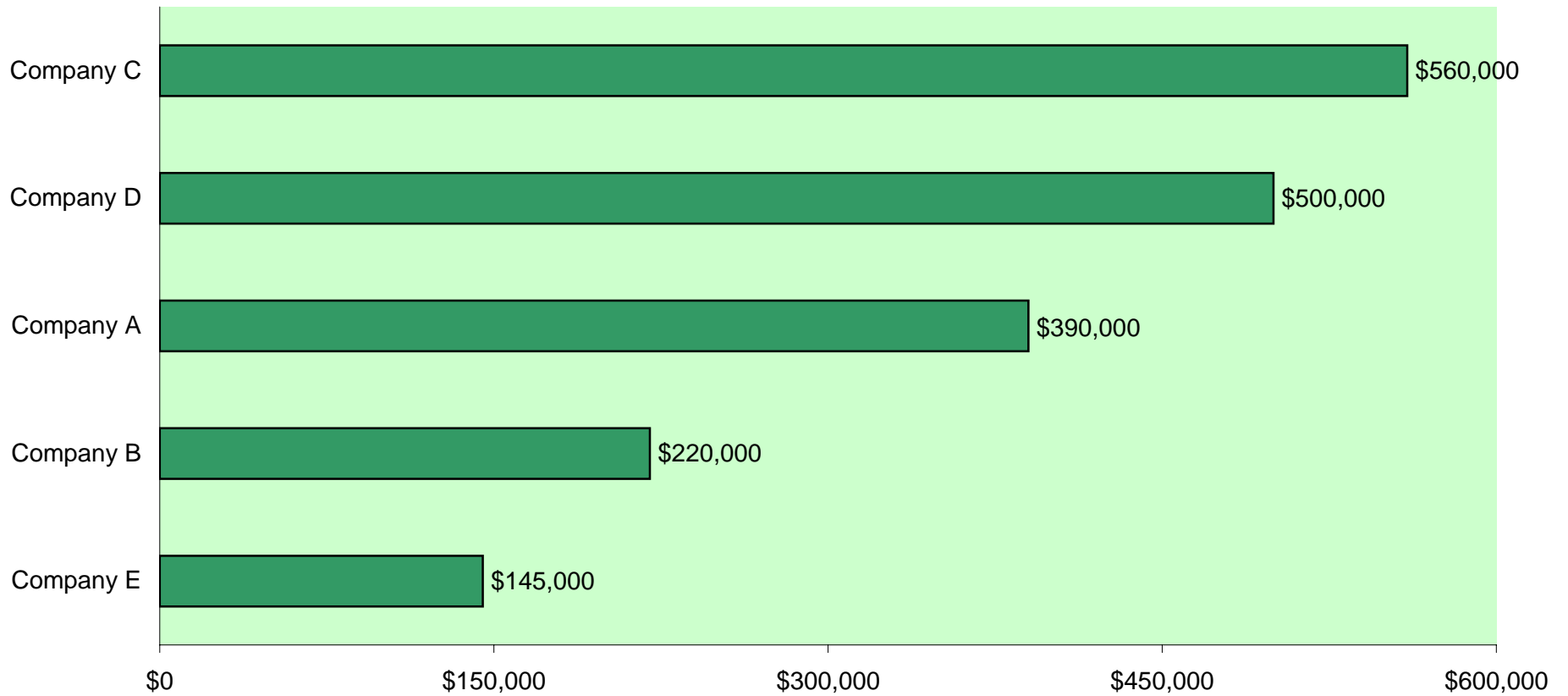


# Advertising Expenditures by Company January Through December 2008

*prepared for Client#1 by Ad Facts, Inc.*



## Advertising Expenditures by Company by Publication January through December 2008

*prepared for Client#1 by Ad Facts, Inc.*

	Company A	Company B	Company C	Company D	Company E	TOTAL
<b>Magazine 1</b>	\$50,000	\$25,000	\$80,000	\$70,000	\$20,000	<b>\$245,000</b>
<b>Magazine 2</b>	80,000	30,000	100,000	90,000	30,000	<b>330,000</b>
<b>Magazine 3</b>	120,000	80,000	175,000	150,000	50,000	<b>575,000</b>
<b>Magazine 4</b>	0	5,000	10,000	0	0	<b>15,000</b>
<b>Magazine 5</b>	10,000	0	15,000	20,000	5,000	<b>50,000</b>
<b>Magazine 6</b>	30,000	20,000	50,000	60,000	10,000	<b>170,000</b>
<b>Magazine 7</b>	100,000	60,000	130,000	110,000	30,000	<b>430,000</b>
<b>Total</b>	<b>\$390,000</b>	<b>\$220,000</b>	<b>\$560,000</b>	<b>\$500,000</b>	<b>\$145,000</b>	<b>\$1,815,000</b>

# Advertising Expenditures By Company By Market Segment January through December 2008

*Prepared for Client#1 by Ad Facts, Inc.*

	Market Segment A	Market Segment B	Market Segment C	Market Segment D	TOTAL
<b>Company A</b>	\$100,000	\$50,000	\$50,000	\$190,000	<b>\$390,000</b>
<b>Company B</b>	40,000	0	30,000	150,000	<b>220,000</b>
<b>Company C</b>	120,000	100,000	150,000	190,000	<b>560,000</b>
<b>Company D</b>	30,000	50,000	340,000	80,000	<b>500,000</b>
<b>Company E</b>	20,000	60,000	35,000	30,000	<b>145,000</b>
<b>TOTAL</b>	<b>\$310,000</b>	<b>\$260,000</b>	<b>\$605,000</b>	<b>\$640,000</b>	<b>\$1,815,000</b>

# Advertising Expenditures Comparison

## 1Q08 vs 2Q08 vs 3Q08 vs 4Q08

*Prepared for Client#1 by Ad Facts, Inc.*

	1Q08	2Q08	% Change	3Q08	% Change	4Q08	% Change	Total
<b>Company A</b>	\$95,000	\$100,000	5%	\$90,000	-10%	\$105,000	17%	\$390,000
<b>Company B</b>	20,000	25,000	25%	75,000	200%	100,000	33%	220,000
<b>Company C</b>	50,000	40,000	-20%	200,000	400%	270,000	35%	560,000
<b>Company D</b>	40,000	35,000	-13%	200,000	471%	225,000	13%	500,000
<b>Company E</b>	10,000	75,000	650%	30,000	-60%	30,000	0%	145,000
<b>TOTAL</b>	<b>\$215,000</b>	<b>\$275,000</b>	<b>28%</b>	<b>\$595,000</b>	<b>116%</b>	<b>\$730,000</b>	<b>23%</b>	<b>\$1,815,000</b>

# Advertising Expenditures Comparison

## 2006 vs 2007 vs 2008

*Prepared for Client#1 by Ad Facts, Inc.*

	2006	2007	% Change	2008	% Change
<b>Company A</b>	\$320,000	\$300,000	-6%	\$390,000	30%
<b>Company B</b>	215,000	225,000	5%	220,000	-2%
<b>Company C</b>	450,000	400,000	-11%	560,000	40%
<b>Company D</b>	650,000	550,000	-15%	500,000	-9%
<b>Company E</b>	100,000	135,000	35%	145,000	7%
<b>TOTAL</b>	<b>\$1,735,000</b>	<b>\$1,610,000</b>	<b>-7%</b>	<b>\$1,815,000</b>	<b>13%</b>

