

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

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

prepared for Client#1 by Ad Facts, Inc.

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

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

# Advertising Expenditures Comparison 2006 vs 2007 vs 2008

Prepared for Client#1 by Ad Facts, Inc.

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

#### Media Schedules by Company January through December 2008 Prepared for Client#1 by Ad Facts, Inc.

<b>Company/Publication</b>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Company A												
Magazine 1	-	-	3	4	-	-	-	-	-	-	-	-
Magazine 2	-	2	1	-	-	-	-	-	-	-	-	-
Magazine 3	-	-	-	1	-	-	-	-	-	-	-	1
Magazine 5	-	-	-	-	1	-	-	-	-	-	-	-
Magazine 6	-	-	-	-	1	-	-	-	-	-	-	-
Magazine 7	-	-	2	2	-	-	-	-	-	-	-	-
Company A Total - 18	0	2	6	7	2	0	0	0	0	0	0	1
Company B												
Magazine 1	1	-	1	-	1	-	-	-	-	-	1	-
Magazine 2	1	-	1	-	-	-	1	-	1	-	1	1
Magazine 3	1	1	-	1	1	-	-	1	1	-	1	1
Magazine 4	-	-	1	1	1	-	-	1	-	-	-	-
Magazine 6	-	-	-	-	-	-	1	-	1	-	1	-
Magazine 7	1	-	-	1	-	-	1	-	-	1	-	-
Company B Total - 29	4	1	3	3	3	0	3	2	3	1	4	2
Company C												
Magazine 1	1	-	1	-	1	-	-	-	-	-	1	-
Magazine 2	1	-	1	-	-	-	1	-	1	-	1	1
Magazine 3	1	1	-	1	1	-	-	1	1	-	1	1
Magazine 4	-	-	1	1	1	-	-	1	-	-	-	-
Magazine 5	1	-	1	1	-	1	-	1	1	1	1	-
Magazine 6	-	-	-	-	-	-	1	-	1	-	1	-
Magazine 7	1	-	-	1	-	-	1	-	-	1	-	-
Company C Total - 37	5	1	4	4	3	1	3	3	4	2	5	2
Company D												
Magazine 1	1	-	1	-	1	-	-	-	1	-	1	-
Magazine 2	1	-	1	-	-	-	1	-	1	-	1	1
Magazine 3	1	1	-	1	1	-	-	1	1	-	1	1
Magazine 5	-	-	1	1	1	-	-	1	-	-	-	-
Magazine 6	1	1	1	-	1	-	1	-	1	-	1	-
Magazine 7	1	-	-	1	-	-	1	-	-	1	-	-
Company D Total - 34	5	2	4	3	4	0	3	2	4	1	4	2
Company E												
Magazine 1	-	-	1	1	1	-	-	-	-	-	-	-
Magazine 2	-	-	1	1	1	-	-	-	-	-	-	2
Magazine 3	-	1	1	1	-	-	-	-	-	-	-	-
Magazine 5	-	-	1	1	-	-	-	-	-	-	-	-
Magazine 6	-	-	1	1	1	-	-	-	-	-	-	-
Magazine 7	-	-	1	1	1	-	-	-	-	-	-	-
Company E Total - 19	0	1	6	6	4	0	0	0	0	0	0	2