



Newspaper Performance Report

Circulation, Penetration, Reach and Frequency Analyzer

BIG IDEAS



Newspaper(s): Grand Junction Sentinel (Morning)

Market: Grand Junction, CO

Mesa County, CO

County Population (Adults 18+)	NDM Households	NDM Circulation	Market Penetration	% of Market Not Reached	Readers Per Copy	Average Daily Readers
81,800	38,400	22,810	59%	41%	2.195	49,529

YEAR		METRO HOUSEHOLDS		GROSS CIRCULATION		ADVERTISING COST	
		Number	% Change	Number	% Change	SAU RATE	% Change
1993	Base Yr.	40,600	0.0%	30,080	0.0%	\$20.35	0.0%
1994		41,400	+2.0%	30,555	-1.6%	\$21.37	+5.0%
1995		42,400	+4.4%	30,340	-0.9%	\$22.44	+10.3%
1996		43,400	+6.9%	29,944	-0.5%	\$24.24	+19.1%
1997		44,700	+10.1%	29,231	-2.8%	\$28.02	+37.7%
1998	Estimate	46,131	+13.6%	28,363	-5.7%	\$28.02	+37.7%

NEWSPAPER REACH

Number of Persons Reached by Newspaper Newspaper's Reach Rating (1% of Population) Frequency			1st Day	2nd Day*	3rd Day*	4th Day*	5th Day*
			49,629	57,540	61,540	64,518	66,007
			60.7	70.4	75.2	76.9	80.7
			1	1.7	2.4	3.1	3.8
Ad Size	Noting						
Full Page Ad	42%	Reach (#)	20,884	24,179	25,847	27,097	27,723
		Reach (%)	25.5%	29.6%	31.6%	33.1%	33.9%
		GRP's	25.5	50.3	75.8	102.7	128.8
3/4 Page Ad	38%	Reach (#)	18,869	21,876	23,365	24,517	25,082
		Reach (%)	23.1%	26.7%	26.6%	30.0%	30.7%
		GRP's	23.1	45.5%	68.8	92.9	116.5
1/2 Page Ad	34%	Reach (#)	16,874	19,574	20,924	21,988	22,442
		Reach (%)	20.8%	23.9%	25.6%	26.8%	27.4%
		GRP's	20.8	40.7	61.4	83.1	104.3
1/4 Page Ad	29%	Reach (#)	12,904	14,968	16,000	16,775	17,162
		Reach (%)	15.8%	18.3%	19.6%	20.5%	21.0%
		GRP's	15.8	31.1	46.9	63.6	78.7
1/8 Page Ad	23%	Reach (#)	11,415	13,241	14,154	14,839	15,181
		Reach (%)	14.0%	16.2%	17.3%	18.1%	16.6%
		GRP's	14.0	27.5%	41.5	56.2	70.5

SOURCES:

Circulation - Audit Bureau of Circulation, 6 mo. report ending 3/31/98
 Household/Population-Sales & Marketing Mgmt: Arbitron
 Noting Factors - Strach Newspaper Ad Readership Studies
 *Assume same ad is placed over multiple days
 NDM = Newspaper Designated Market (defined by newspaper)

Rates: SRDS Standard Advertising Unit Open Per Inch Rate
 Duplication Formula- Newspaper Association of America
 Readers per Copy - Simmons Research
 Gross Circulation - Total Copies sold inside and outside NDM
 Net Circulation - Total Copies sold inside NDM