

CIRCULATION RATE BASE

	AGENCY	PRODUCTION COMPANIES	POST PRODUCTION COMPANIES	SUPPORT SERVICES	CLIENT MARKETERS	BROADCASTERS	TOTAL
United States	7,000	2,130	1,856	150	400	500	12,036
United Kingdom	350	0	66	5	50	5	476
Continental Europe	150	0	20	20	0	0	190
Canada	300	120	88	10	50	10	578
Other	0	0	0	10	0	0	10
TOTAL	7,800	2,250	2,030	195	500	515	13,290

The Boards circulation rate base of 13,290 represents the target number of individually-addressed copies.

Circulation Objectives:

- 75% of qualified reader information verified within the most recent 12 month period
- Address 90% of all copies by both name and title
- Provide advertisers with the most up-to-date readership of decision makers and influencers

Agencies including Interactive Agencies:

Chief Creative Officer, Creative Group Head, Executive Creative Director, Creative Director, Creative Manager, Creative Supervisor; Copywriter, Art Director/Sr. Art Director; Director Broadcast Services, Producer/Sr. Producer/Broadcast Producer, Broadcast Business Manager; Talent and Music Services Manager/Director

Production Companies (Including Freelance & Reps)

President/Partner/General Manager, Producer, Director; VP/Manager Marketing and Sales

Post-Production Companies (Edit, Animation, FX, Audio, Design)

Executive Producer/President/Partner/General Manager (including sales & marketing); Editor, Music/ Sound Designer, Sound Effects Editor, Effects Artist, 2D/3D Animator, Colorist; Technical Director

Support Services (incl Stock Footage/Music, Locations, Orgs & Assocs, Equipment, Reps, Talent Agencies)

Film Lab Manager; Tape Duplication Services Manager; Film Commissioner, Executive Producer; Casting Director; Director Library Sales, Managing Director; Owner; Studio Managers, Union/Guild/Association Directors

Client Marketers

Advertising Managers, Presidents, Chief Operating Officers, Chief Marketing Officers, Directors of Marketing, Interactive Marketing Managers

Broadcasters, Networks and Promo

Marketing VP/Sr. VP, Head of Broadcast Production, Director of Advertising

ALL INFORMATION SUBJECT TO CHANGE WITHOUT NOTICE. EFFECTIVE APRIL 18, 2007.

THE CREATIVE EDGE IN COMMERCIAL PRODUCTION

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