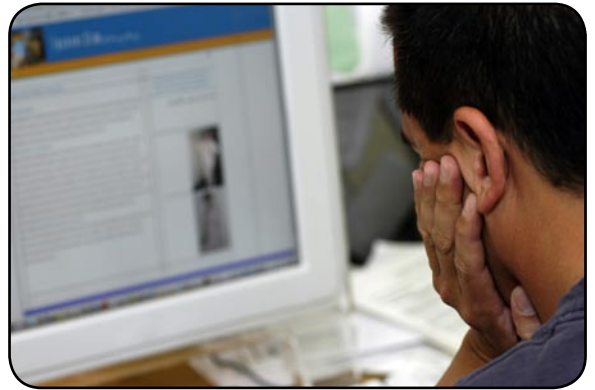


Who's Working as Hard as You to Sell Newspaper Advertising?



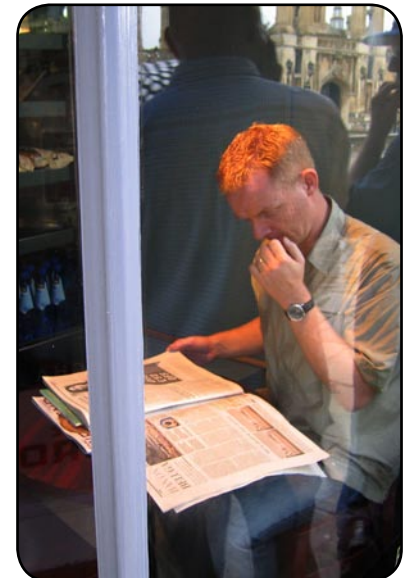
Everyday, you work hard to sell newspaper advertising. So do we.

We make it simple for national advertisers to run national newspaper campaigns.

Our industry-best database now tracks well over 4,000 newspapers and serves as the basis for three tools to manage newspaper advertising:

PlanET™ Our online planning and estimating tool for agencies and advertisers.

APEX™ Our internal, proprietary order management system.



APEXDirect™ A desktop program created exclusively for our customers that allows the client, the agency and other authorized parties to jointly manage orders in real time over a secure private network.

We do it all to help national advertisers approach national newspaper campaigns with confidence. No other industry group or rep firm can say as much.

So tomorrow, when you're selling newspapers as hard as you do, remember that we're out there, too, doing the same thing.

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