

**i GOT
YOU,
BABE...**



WANNA KNOW WHAT'S REALLY WEIRD?

According to top automotive researchers CNW Marketing, US automakers could have maintained 2006 sales at their 2005 levels if they had also maintained their newspaper advertising budgets.

When it comes time to buy, Americans are motivated by newspaper advertising more than by any other medium. And CNW says that the ideal formula for generating car sales is to combine local newspapers with Internet advertising on the websites of those same local newspapers.

Only Mediaspace Solutions has the expertise and the technology to help you buy ROP ads and newspaper websites across multiple markets as a simple, single-source solution.

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Groundhog Day 2/2/07
full report at www.cnwmmr.com