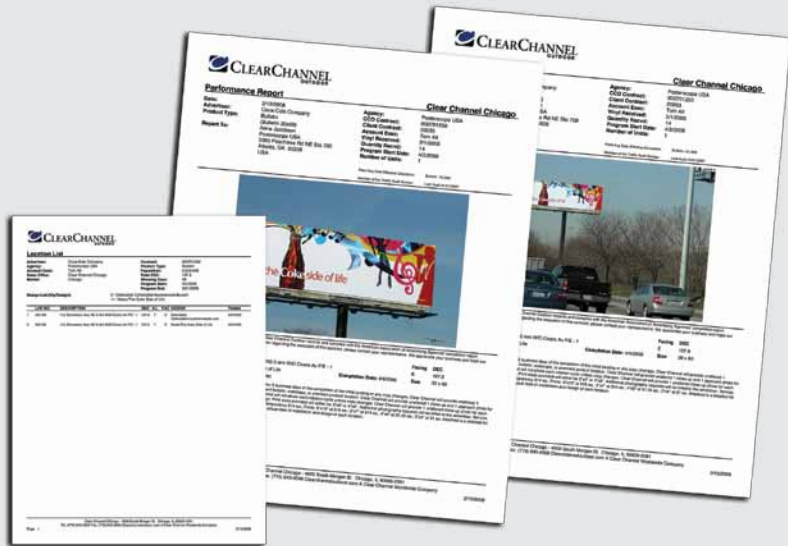


PROOF OF PERFORMANCE WebPOP

**A standard of
customer service
unmatched in the
Outdoor industry.**

*For additional information
or to get set up for
WebPOP, contact your
Clear Channel Outdoor
Account Executive.*



This proprietary program takes Clear Channel to a new standard of customer service unmatched in the Outdoor industry. WebPOP allows CCO customers the ability to monitor the installation of their campaigns as well as view photographs and Proof of Performance reports instantly. This program sets a new level of accountability and gives complete transparency to CCO's customer service commitment.

Accountability

Clear Channel Outdoor delivers the fastest turnaround of Proof of Performance following installation of your advertisement. This immediate disclosure of accurate information maximizes the transparency of Clear Channel Outdoor's performance. Agencies and clients have an unfettered view of Clear Channel Outdoor's execution of their campaign.

Accessibility

Online Proof of Performance allows clients direct access to their campaign information whenever they choose. Minimizes paperwork and eliminates the wait for mail delivery, a return phone call, and the possibility of loss during transit.

Transparency

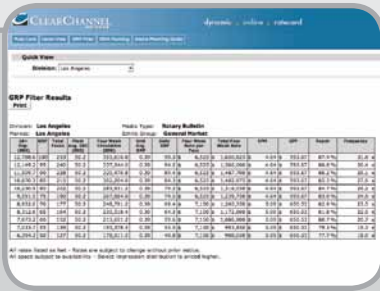
A clear view of all posting - including install and cover dates - removes any and all questions of campaign execution. Provides instant documentation of current campaigns, a history of past campaigns, and a nearly live look at how Clear Channel Outdoor earns your business.

Service Excellence

Enhances Clear Channel Outdoor's commitment to service excellence through superior post-sale support.

CLEAR CHANNEL OUTDOOR

Online Tools



Online Rate Card

<http://www.clearchanneloutdoor.com/rates>

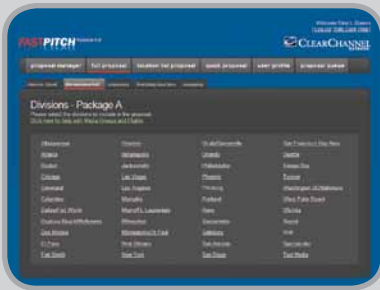
This web-based program allows the user to view all markets, products and ethnicities for rate and GRP allotments. In addition it allows filtering for GRP and ethnicity levels and provides a listing of DMA rankings.



Bulletin Inventory Search

<http://inventory.clearchannel.com>

An exclusive Clear Channel Outdoor application designed to provide online access to photos and maps of all Clear Channel Bulletins, Wallscapes, Premiere Squares and Spectaculars. Please contact your Clear Channel Outdoor representative for a log on and password. You will need to provide your email address.



Fast Pitch

Another application exclusive to CCO, Fast Pitch is an internal web based proposal generation system. This program delivers real time availability for every division and market allowing local CCO Account Executives the ability to create multi or single market programs without having to contact individual markets for current rates and availability. Fast Pitch also contains maps, product sheets, market information, shipping information and product specifications. Inventory availability is updated daily directly from each division's scheduling system.



WebPOP

<http://webpop.clearchannel.com>

This proprietary program takes Clear Channel to a new standard of customer service unmatched in the Outdoor industry. WebPOP allows CCO customers the ability to monitor the installation of their campaigns as well as view photographs and Proof of Performance reports instantly. This program sets a new level of accountability and gives complete transparency to CCO's customer service commitment.

RESOURCES

Sales & Marketing Tools

Clear Channel Outdoors' state-of-the-art Profiles database offer advertisers information unlike any out-of-home company. Profiles can analyze all U.S. markets. Clear Channel Outdoors' advanced computer mapping can define where a target audience lives and where their interests take them. From examining demographic profiles, socio-economic information or the consumer's buying power, Clear Channel Outdoor provides research data that will make any out-of-home purchase a smart, effective purchase.

Census Data

Clear Channel Outdoor is a licensee of SRC's Allocate, which provides the latest Census data. The basis for this consumer information system is Census data that is collected every ten years, the latest being in 2000. SRC provides an estimate of the Census data annually (2009 Census estimates) to reflect ethnic and growth trends. The Census measures all basic demographic categories, such as age, income, race, marital status, employment, housing units and travel time and method to work.

Scarborough

Scarborough Research measures the lifestyles, shopping patterns, media behaviors, and demographics of American consumers locally, regionally, and nationally. Scarborough consumer insights are used by marketers and media professionals to develop successful programs that maximize return on marketing and sales investments. The local and regional services are accredited by Media Rating Council (MRC). Scarborough surveys more than 200,000+ adults 18+ and is available in 38 Clear Channel Outdoor markets. Scarborough uses a two-phase process beginning with a telephone interview followed up with a self administered questionnaire. Data is then released twice a year. Scarborough Research is your one-stop-shop for local, regional and national consumer and media information. Clear Channel Outdoor uses Scarborough to gain local and national consumer insight, for multimedia analysis, to prospect for new and non-traditional revenue, to combat the competition, to target ethnic markets and as a daily marketing tool. Among the questions that we can provide our clients is specific roads traveled in a market, types of transportation used, total miles traveled in past 7 days/4 weeks and time spent commuting.

Mediamark Research (MRI)

MRI offers comprehensive demographic, lifestyle, product usage and exposure to all forms of advertising media collected from a single sample on a national basis. As the leading U.S. supplier of multimedia audience research, MRI provides information to magazines, television, radio, Outdoor and other media to leading national advertisers and over 450 agencies in the U.S. MRI's syndicated data is widely used by these companies as the basis for the majority of the media and marketing plans that are written for advertised brands. MRI conducts more than 26,000 interviews with consumers annually throughout the U.S. to produce syndicated reports. It measures 450 categories and 6,000 brands nationwide and has consumer information on almost every consumer sector possible. While Scarborough is our first choice for data because of its' local scope, MRI provides the national survey for those markets not measured by Scarborough and for those questions they do not ask. Any question MRI measures can then be looked at the local level through our MOSAIC cluster system and our Census database that then provides the zip code analysis.

Mosaic Clusters

MOSAIC is a geodemographic segmentation system developed by Experian and marketed in over twenty countries worldwide. Each of the nearly one-quarter million block groups are classified into sixty segments on the basis of a wide range of demographic characteristics. The basic premise of geodemographic segmentation is that people tend to gravitate towards communities with other people of similar backgrounds, interests, and means. MOSAIC is linked to the systems in other nations through the Global MOSAIC classification, which consists of fourteen market segments found in every modernized country.

Media Comparisons

Telmar and Mediamaster allows us to do media comparisons and show how the addition of Outdoor in to the media mix will increase impressions and lower your CPM. These media comparisons are used in all markets to show that spending the same amount of dollars in Television, Radio, Newspapers and Outdoor your greatest "bang for the buck" will be in Outdoor.

TNS Media Intelligence

TNS Media Intelligence is the leading provider of strategic advertising intelligence to advertisers, advertising agencies and media properties. The company's tracking technologies collect competitive advertising spending and occurrence data, as well as select creative executions across 20 media in the U.S.

TNS Media combines the deepest expertise in the industry to provide media and marketing intelligence including competitive ad spending monitoring and advertising creative campaign monitoring. The TNS Media companies track more than 3 million brands and provide vital market intelligence to 16,000 customers around the world.

Business Data

We are able to target businesses by the number of employees they have. This is a new tool which is been extremely helpful in targeting small businesses by where the business is located, not the people who work for that business.

Lifestyle Market Analyst

This resource has been designed as an up-to-date, cost effective and convenient reference source for anyone doing preliminary market analysis at the local, regional or national level. Not only does it break down the American population geographically and demographically, it also includes extensive lifestyle information on the interests, hobbies and activities popular in each demographic and geographic market. For example, it will rank by DMA those markets with the highest index against a number of target groups, such as the business traveler, casino gambler or computer owner. It will then give a demographic profile of that consumer.

Profiles

Profiles is Clear Channel Outdoors' exclusive geodemographic mapping system, combining advanced, detailed mapping with demographic and psychographic information and Clear Channel's own retail and Outdoor display database. Clear Channel Outdoor offers the most accurate way to plan your outdoor buy. With profiles, advertisers are able to:

- Make out-of-home decisions based on demographic and lifestyle information, pinpointing where your audience lives
- Evaluate trade areas and run comparisons based on market potential
- Implement offensive moves in proximity to your competition's store locations
- Map moves defending against competitive activity
- Tailor a map to your needs based on your own research information
- Uncover "hidden" or secondary markets for your products

MapInfo

The basis of Clear Channel Outdoors' profile system is a desktop mapping system called MapInfo. MapInfo stores, sorts and maps street files and specific locations pinpointed by latitude and longitude coordinates. Census data, Scarborough and MRI can be mapped to examine close-up target markets, trading areas or full-market capabilities. It also shows demographic analysis (quintile analysis - breaking up your target into five parts based on concentration of your target) as well as specific locations (retail chains, malls, airports, convenience stores).

CLEAR CHANNEL OUTDOOR

Features & Benefits

Term	Feature	Benefit
Reach	<ul style="list-style-type: none"> Exposes a high percentage of target market group to an advertiser's message. 	<ul style="list-style-type: none"> More selling opportunities are created for an advertiser because more people are exposed to the selling message.
	<ul style="list-style-type: none"> Delivers a timely message, targeted at active consumers who are prepared to buy and convenient to the point of sale. 	<ul style="list-style-type: none"> Your selling message will increase consumer traffic and facilitate impulse buying.
	<ul style="list-style-type: none"> Quickly creates consumer awareness of the selling message by achieving the majority of the campaign's reach potential in the first week. 	<ul style="list-style-type: none"> You get a more immediate return on your advertising investment.
	<ul style="list-style-type: none"> Delivers a mass audience, reaching all ethnic, income and demographic groups within the coverage area of a particular market. 	<ul style="list-style-type: none"> Greater opportunity to sell your product or services to all of your prospects and not limited as it is with other media.
Recency	<ul style="list-style-type: none"> Delivers your selling message to today's highly mobile consumer, who is spending more and more time away from home. 	<ul style="list-style-type: none"> Between other media inserts, you will not miss any opportunities to sell to prospects when they are most ready to buy.
	<ul style="list-style-type: none"> Outdoor's constant presence delivers your selling message consistently 12 to 24 hours a day. 	<ul style="list-style-type: none"> Your message is placed in the market place with an opportunity to sell to customers when they are ready to buy.
Frequency	<ul style="list-style-type: none"> Delivers repeated exposures of your selling message to today's highly mobile consumer. 	<ul style="list-style-type: none"> Your ad dollars will have more impact because consumers will retain your business name and selling message over your competition while building the brand name of your company.
Cost Efficiency	<ul style="list-style-type: none"> Localizes your selling messages to geographic or demographic targets. 	<ul style="list-style-type: none"> So you will save money by minimizing the wasted exposures that reach your non-prospects.
	<ul style="list-style-type: none"> Delivers a lower cost per thousand and a lower cost per rating point than any other medium. 	<ul style="list-style-type: none"> So you will get more exposures for the ad dollars you currently are spending or so you can spend fewer advertising dollars and maintain your current advertising exposure.
Visibility	<ul style="list-style-type: none"> Delivers your message in an uncluttered environment, in a large format with dynamic colors. 	<ul style="list-style-type: none"> So your selling message will be seen by the consumer and your company will stand out from its competitors.
Flexibility	<ul style="list-style-type: none"> Offers advertisers a variety of different outdoor products, schedule durations of weights, as well as fitting into almost any ad budget. 	<ul style="list-style-type: none"> So, with a customized media plan that fits your budget objectives, you solve more of your marketing needs and see results more quickly.
Media Insurance	<ul style="list-style-type: none"> Supplements or complements the strategic objectives of virtually any mixed media campaign. 	<ul style="list-style-type: none"> With outdoor in your advertising mix, your marketing and media objectives will be achieved more effectively and efficiently.
Service Guarantee	<ul style="list-style-type: none"> Provides timely and effective implementation of your out-of-home campaign, as well as superior pre- and post-sale support and counsel. 	<ul style="list-style-type: none"> You will save administrative time and money, while receiving maximum benefits from a professionally created and executed outdoor campaign.

CLEAR CHANNEL OUTDOOR

Top 100 DMA Rankings

Rank	DMA
1	New York NY
2	Los Angeles CA
3	Chicago IL
4	Philadelphia PA
5	San Francisco-Oakland-San Jose CA
6	Dallas-Ft. Worth TX
7	Atlanta GA
8	Boston MA (Manchester NH)
9	Washington DC (Hagerstown MD)
10	Houston TX
11	Phoenix (Prescott) AZ
12	Detroit MI
13	Seattle-Tacoma WA
14	Tampa-St. Petersburg (Sarasota) FL
15	Minneapolis-St. Paul MN
16	Miami-Ft. Lauderdale FL
17	Denver CO
18	Cleveland-Akron (Canton) OH
19	Sacramento-Stockton-Modesto CA
20	Orlando-Daytona Beach-Melbourne FL
21	St. Louis MO
22	Portland OR
23	San Diego CA

Rank	DMA
24	Pittsburgh PA
25	Charlotte NC
26	Baltimore MD
27	Raleigh-Durham (Fayetteville) NC
28	Indianapolis IN
29	Hartford & New Haven CT
30	Salt Lake City UT
31	Nashville TN
32	Kansas City MO
33	Columbus OH
34	Cincinnati OH
35	Milwaukee WI
36	San Antonio TX
37	Greenville-Spartanburg SC-Asheville NC-Anderson SC
38	West Palm Beach-Fort Pierce FL
39	Las Vegas NV
40	Grand Rapids-Kalamazoo-Battle Creek MI
41	Harrisburg-Lancaster-Lebanon-York PA
42	Norfolk-Portsmouth-Newport News VA
43	Birmingham (Anniston & Tuscaloosa) AL
44	Austin TX
45	Albuquerque-Santa Fe NM
46	Memphis TN

Rank	DMA
47	Greensboro-High Point-Winston Salem NC
48	Oklahoma City OK
49	Fresno-Visalia CA
50	Jacksonville FL
51	Louisville KY
52	ProvidenceRi-New Bedford MA
53	Buffalo NY
54	New Orleans LA
55	Wilkes Barre-Scranton PA
56	Richmond-Petersburg VA
57	Little Rock-Pine Bluff AR
58	Albany-Schenectady-Troy NY
59	Mobile AL-Pensacola (Ft. Walton Beach) FL
60	Knoxville TN
61	Tulsa OK
62	Honolulu HI
63	Lexington KY
64	Ft. Myers-Naples FL
65	Dayton OH
66	Charleston-Huntington WV
67	Tucson (Sierra Vista) AZ
68	Roanoke-Lynchburg VA
69	Flint-Saginaw-Bay City MI
70	Wichita-Hutchinson KS
71	Green Bay-Appleton WI
72	Des Moines-Ames IA
73	Spokane WA

Rank	DMA
74	Springfield MO
75	Toledo OH
76	Harlingen-Weslaco-Brownsville-Mcallen TX
77	Omaha NE
78	Columbia SC
79	Rochester NY
80	Portland-Auburn ME
81	Syracuse NY
82	Paducah KY-Cape Girardeau MO-Harrisburg IL
83	Shreveport LA
84	Champaign & Springfield-Decatur IL
85	Huntsville-Decatur (Florence) AL
86	Madison WI
87	Chattanooga TN
88	Waco-Temple-Bryan TX
89	Jackson MS
90	South Bend-Elkhart IN
91	Cedar Rapids-Waterloo-Iowa City & Dubuque IA
92	Colorado Springs-Pueblo CO
93	El Paso TX (Las Cruces NM)
94	Baton Rouge LA
95	Burlington VT-Plattsburgh NY
96	Savannah GA
97	Tri-Cities TN-VA
98	Johnstown-Altoona PA
99	Charleston SC
100	Davenport IA-Rock Island-Moline IL

OUTDOOR ADVERTISING

Vocabulary Terms

Advertiser Market (Trading Area) - A custom market (often a group of counties) defined by an advertiser or retailer. The market definition is typically based on sales or other marketing criteria relevant to the product. (See Custom Market)

Allotment - The number of faces required to achieve a desired GRP level in a market. Traditional poster panel showings consist of illuminated and unilluminated displays that will vary by market size and population.

Annual Average Daily Traffic (AADT) - Measurement representing the total number of vehicles passing a specific highway location, based on 24 hour counts taken over an entire year. Counts are adjusted to an estimate of annual average daily traffic; taking into account seasonal variance, weekly changes and other factors.

Approach - The distance measured along the line of travel from the point where an advertising face first becomes fully visible to the point where the copy is no longer readable.

Audience - Population definition is one of the key factors in the determination of allotments. Clear Channel Outdoor has established clear and consistent guidelines for defining the populations of markets.

Audience Delivery - The size of an audience that notices Out of Home advertising usually measured over one or more weeks. Audience delivery can be represented using several definitions, including: EYES ON Impressions (EOIs), EYES ON ratings, gross impressions or rating points, and reach & frequency.

Audited - The certification of traffic circulation. The TAB is an independent auditing bureau responsible for verifying traffic circulation in a market.

Awareness - The recalled recognition of an Out of Home advertising message by an individual or audience. Ad awareness is influenced by creative copy and the consumer's relationship with the product or category. (see Noticing and Engagement).

Billboard or Board - Large format advertising displays intended for viewing from extended distances, generally more than 50 feet. Billboard displays are: Posters, Junior posters, vinyl-wrapped Posters, Bulletins, Wallscape and stadium signage.

Bleed - Poster copy that extends to the edge of a poster panel frame on all sides.

Bulletin - A standardized outdoor format commonly measuring 14' x 48' in overall size. Either sold as permanent displays or in rotary packages. Bulletin copy can be rendered using hand painting techniques, computer production or printing on paper.

Campaign Delivery - The audience delivered by an OOH advertising schedule, expressed in EYES ON Impressions (EOIs) and/or EYES_ON Gross Rating Points (GRPs). Reach and Frequency can also be used. Campaign delivery is most valuable when expressed using the demographic target and market definition of the advertiser.

Cancellation Period - A specified period of time when a contract can be terminated. Common to all media.

CBSA (Core Based Statistical Area) - Defined by the United States Office of Management and Budget, a metropolitan area(s) within larger markets (e.g. DMAs) containing a substantial population nucleus, together with adjacent communities having a high degree of economic and social integration with that core. CBSA's are a standard geography for buying and selling media.

Charting a Showing - The process of selecting individual face locations to maximize out-of-home advertising objectives.

Circulation - A measurement of traffic volume in a market. Circulation only estimates the number of people with an opportunity to see an Out of Home display and, therefore, is no longer a credible measure of an Out of Home audience and is out of step with other media metrics.

Commercial Audience - Audience estimates of people exposed to actual advertising. EYES ON is the first media measurement system providing true commercial audiences of Out of Home advertising rather than audiences that are merely exposed to editorial content (e.g. read a magazine, read a newspaper or tuned to a TV program, etc.)

Computer Production - The process of rendering artwork digitally onto a single-sheet vinyl display surface.

Code of Industry Principles - A set of voluntary principles, prescribed by the OAAA, that pledges a commitment by its members to operate in the public interest.

Continuity - The elimination of gaps in a media schedule by maximizing the duration of a campaign, ideally 52 weeks.

CO-OP - The sharing of advertising costs between a manufacturer and distributor or dealer. Common to all media.

Copy - The advertising displayed on an outdoor unit. The quality of the ad's creative design can impact the number of people who notice it (see Noticing).

Copy Area - The viewing area on an out-of-home face.

Count Station - A section of road with a specific traffic pattern. Count stations contain traffic estimates and the demographic composition of that traffic. All displays assigned to a count station start with same traffic count used to determine EOI. A display may have more than one count station based if it can be seen from more than on road

Coverage - The boundaries of a market. The term also refers to the percentage of a county or counties exposed to out-of-home advertising.

CPM (Cost Per Thousand) - 1. An EYES ON CPM is the cost of delivering 1000 impressions from individuals who notice the advertising on displays in a market. 2. Traditional measures used by other media do not provide EYES ON CPMs, but rather the only cost of delivering 1000 opportunities-to-see-advertising, i.e. people who may or may not see the advertising.

CPP (Cost Per Point) - The cost of advertising exposure opportunities that equals one gross rating point in

any geographically defined market or the delivery of in-market EYES ON Impressions equal to one percent of the population (gross).

Creative Brief - Detailed marketing objectives that pertain to the design of an out-of-home campaign. Common to all media.

Cross-Read - An advertising display which is visible across traffic lanes on the opposite side of the roadway.

Custom Market - Any market used by a plant or advertiser other than a DMA or CBSA. Custom markets are used by plants or advertisers to highlight Out of Home delivery within relevant geographic areas. Custom markets are generally counties or groups of counties.

DEC (Daily Effective Circulation) - The average number of persons, in cars or other vehicles, passing and potentially exposed to an advertising display for either 12 hours (un-illuminated - 6:00am to 6:00pm), 18 hours (illuminated - 6:00am to 12:00 midnight) or 24 hours. While DEC's remain a valuable measure of circulation, they are not a measure of the EYES ON audience and no longer endorsed as a buying and selling currency by the TAB.

Demographic Audiences - Target audiences used to plan, buy and sell media. EYES ON demographic target audiences include age, sex, ethnicity and income.

Digital Billboard - An off-premise sign capable of displaying words, symbols, figures or images that can be electronically or mechanically changed by remote or automatic means.

Display Period - The interval of exposure when an out-of-home advertising campaign is viewed.

Distribution - The strategic placement of outdoor units across a market. The distribution of units will impact the reach of the campaign and the demographic profile of the audience that is delivered.

DMA (A.C. Nielsen, Inc.) - The Designated Market Area is a rigidly defined geographical measurement used by A.C. Nielsen to identify television stations that best reach an area and attract the most viewers. A DMA consists of all ZIP Codes whose largest viewing share is given to stations of that same market area. Non-overlapping DMAs cover the entire continental United States, Hawaii and most of Alaska.

8-Sheet Poster - See Junior Poster.

ECO•Poster - The largest standardized poster format measuring 12' 3" x 24' 6" in overall size with a bleed copy area of 10' 5" x 22' 8". ECO•Posters attach directly to a structure requiring no glue or paste and are environmentally responsible. Previously referred to as a 30-Sheet Poster.

Efficiency - The degree of value delivered to an audience relative to it's the audience that is delivered and cost. Usually expressed as either CPM (cost per thousand) or CPP (cost per gross rating point).

Embellishment - Letters, figures, mechanical devices or lighting that is attached to the face of an out-of-home face to create special effects.

Emerging Media - Recently developed or introduced outdoor formats.

Exposure - Seeing an advertising message. Common to all media.

Extension - The addition of copy outside the restraints of a bulletin or Premiere Panel face. Sometimes referred to as cut-outs.

EYES ON Audience Measurement - TAB's audience measurement system for buying and selling Out of Home media. EYES ON is unique in media measurement in that it provides counts of demographic audiences actually noticing the advertising on Out of Home displays.

EYES ON Impressions (EOIs) - The average number of persons who are likely to notice an ad on an OOH display for either 12 hours (un-illuminated – 6:00 am to 6:00 pm) or 18 hours (illuminated – 6:00 am to 12 midnight) or 24 hours. Unless specified as In-Market, EOIs include all persons who notice the unit, regardless of the origin of their trips. EOIs are reported in weekly increments.

EYES ON University - TAB's e-learning program that provides coursework relating to all the fundamentals of the EYES ON measurement system. EYES ON University is available to the public at www.eyesonratings.com.

Face - The surface area on an out-of-home face where advertising copy is displayed. A unit may have more than one face.

Facing - The cardinal direction that an out-of-home

unit faces. As an example, a north facing bulletin would be viewed by vehicles traveling south.

Flagging - A tear that causes poster paper to hang loose from a bulletin or poster panel face.

Flexible Face - Single-sheet vinyl used in computer painting.

Flight - The length of an advertising campaign, sometimes divided into distinct segments over the course of weeks.

Foster and Kleiser - Founded in 1901, Foster and Kleiser Advertising Company established most of the standards used by the modern out-of-home industry. In 1995, the original Foster and Kleiser operation became Eller Media Company until 2001 when the company again changed it's name to Clear Channel Outdoor.

Frequency - 1. The average number of times an individual notices an out of home advertising message during a defined period of time. Frequency in outdoor advertising is typically measured over a four week period, but can be reported for any campaign length. 2. For other media, it is the average number of times an individual has a opportunity to see an advertising message during a defined period of time.

Gross Impressions - 1. The sum of EYES ON Impressions delivered against a demographic audience for an advertising schedule. Unless specified, they include all individuals; regardless of the origins of their trips (see In-Market Impressions). 2. The Gross Impressions reported for other media are estimates of opportunity to see the advertising rather than those who notice it.

GRP (Gross Rating Point) - The total number of In-Market EYES ON Impressions delivered by an Out of Home schedule expressed as a percentage of a market population. One rating point represents Impressions equal to 1% of the market population. In the calculation of GRPs, total EOIs must first be reduced to the In-Market EOIs of individuals who live in the defined market and are part of that market's population.

Hand Paint - The rendering of copy onto an out-of-home face using paints and brushes.

Highway Beautification Act of 1965 - Federal legislation sometimes referred to as the Lady Bird

Johnson Act. The act was signed into law by President Lyndon B. Johnson and mandates state controls regarding out-of-home media on interstate highways.

Illuminated Face - An outdoor unit equipped with lighting that provides night time illumination of an advertising message, usually from dusk until midnight. The EOs for an illuminated unit are calculated using an 18 or 24 hour viewing period.

Impression - Exposure to an advertising message by an individual. Common to all media.

In-Market EOs (In-Market Impressions) - The average number of persons who are likely to notice an ad on an OOH display for either 12 hours (un-illuminated – 6:00 am to 6:00 pm) or 18 hours (illuminated – 6:00 am to 12 midnight) or 24 hours that live in a defined market (e.g. a DMA or CBSA). In-Market Impressions exclude Impressions derived from people who travel into or through the market, but live outside of it. In-Market Impressions are the audience from which EYES ON GRPs are calculated.

Junior Poster - A standardized poster format measuring 6' x 12' in overall size with a bleed copy area of 5' x 11'. Previously referred to as an 8-Sheet poster.

Likelihood to See (LTS) - The portion of the OTS (Opportunity to See) audience who are likely to see an ad. Out Of Home is the first medium in the US to move from reporting OTS audiences (DECs) to LTS (Likely to See) audiences (EOIs) audiences which can also be referred to as commercial audiences.

Line - The side of a highway or street on which an out-of-home face is positioned.

Line of Sight - The simultaneous viewing of more than one out-of-home face.

Location List - A listing of all locations included in a specific out-of-home program.

Markets - Geographically defined areas used to buy and sell media. Standard markets definitions are DMAs and CBSAs. Out of Home media companies and advertisers also use custom geographies based on their geographic coverage of their panel or product sales distribution areas respectively.

Media Mix - The combination of media types and associated audience weight levels used together

to meet the objectives of a media plan (advertising campaign).

Mobile Billboard™ - A truck that is equipped with one or more poster panel faces. The trucks can either be parked at specified venues or driven around designated localities.

MOVI® (Metropolitan Outdoor Visibility Index) - The term refers to a technique that renders speculative artwork in a simulated out-of-home environment for viewing with slides. The MOVI test allows an advertiser to evaluate the creative integrity of an out-of-home design prior to production. MOVI® is only available from Clear Channel Outdoor.

Noticing - As derived from TAB's visibility research, a physiological or behavioral measure of actual eye contact with an out of home media unit and its advertising. EYES ON audiences are derived from the adjustment of circulation or passing to those who notice the advertising.

OAAA (Outdoor Advertising Association of America) - The term refers to a national trade association representing out-of-home companies, suppliers and affiliates.

OBIE Award - An annual award that recognizes creative excellence in out-of-home. The OBIE Award program is administered by the OAAA.

Off-Premise Sign - A sign that advertises products or services that are not sold, produced, manufactured or furnished on the property where the sign is located. An out-of-home face is an off-premise sign.

On-Premise Sign - A sign that advertises products or services that are sold, produced, manufactured or furnished on the property where the sign is located.

Opportunity to See (OTS) - A basic measure of media exposure. OTS estimates are measures of media exposure (e.g. magazine readership or the TV program exposures) and not the advertising. OTS is today's standard for reporting ratings for all media types except Out Of Home. Circulation or DEC's are OTS measures for Out of Home media.

Outdoor - Bulletins and poster panels. Also referred to as traditional outdoor.

Out-of-Home (OOH) - All advertising signage found outside the home, including bulletins and poster

panels.

Override - The continuation of an out-of-home advertising program beyond a contracted period. An override, if offered by an out-of-home company, is provided at no additional cost to an advertiser.

Pedestrian Daily Effective Circulation (PDEC) - The average number of pedestrians passing and potentially exposed to an advertising display for either 12 hours (un-illuminated - 6:00am to 6:00pm), 18 hours (illuminated - 6:00am to 12:00 midnight), or 24 hours. While PDECs remain a valuable measure of circulation, they are not a measure of the EYES ON audience and are not endorsed as a buying and selling currency by the TAB.

Percent Composition - The percent of the total audience for a display or schedule that a brand target demographic group comprise (e.g. 65% of the total EOIs for Adults 18+ were Men 24-64).

Permanent Bulletin - A bulletin that remains permanently located at a specified site throughout the term of a contract, usually for long periods. A permanent bulletin program can build strong brand recognition in specific market areas.

Plant - A term used to identify a media company and its entire outdoor advertising inventory in a market.

Plant Defined Market - A custom market defined by a plant usually established based on the geographic coverage of its inventory.

Proximity - Nearness in time and space to a purchase decision.

Population - The total number of people who live within a market. The population can be segmented by key demographic groups. Populations (also referred to as universe estimates) of defined geographic areas are the bases from which rating points are calculated.

Poster Panel - An outdoor face that can accommodate Poster and Junior poster displays.

Posting Date - The date when a poster program is scheduled to commence. A five day leeway is customary. Clear Channel Outdoor posting dates are every Monday, except holidays.

Posting Instructions - Detailed marketing objectives provided to an out-of-home company by an advertiser or agency. The information is used to chart a showing

with the greatest efficiency in reaching a desired target audience.

Post-turn - An out-of-home unit with a slatted face that allows three different copy messages to revolve at intermittent intervals. Sometimes referred to as a Tri-vision.

Premiere Panel[®] - A standardized display format measuring 12'3" x 24'6" in overall size. Premiere Panel faces offer the impact of a bulletin by utilizing a single-sheet vinyl face stretched over a standard Poster panel. The target specific market segments. An innovation developed by Clear Channel Outdoor.

Premiere Square[™] - A standardized display format measuring 25'5" x 24'6" in overall size. The Premiere Square offers spectacular impact by utilizing a single-sheet vinyl face stretched over two stacked poster panels. In some markets, this same technique can be applied to stacked Junior poster panels measuring 12'6" x 12'1" in overall size. An innovation developed by Clear Channel Outdoor.

Profiles[™] - Proximity Referenced Observation Files. - The term refers to a method of identifying consumers through geo-demographic analysis of a market. The information is correlated on customized maps that detail consumer clusters, point-of-commerce locations and out-of-home coverage. ProFiles is only available from Clear Channel Outdoor.

Proof-of-Performance - Certification by an out-of-home company that contracted advertising services have been rendered.

Rating Points - 1. The total number of in-market EYES ON Impressions delivered by an Out of Home display expressed as a percentage of a market population. One rating point represents impressions equal to 1% of the market population. In the calculation of GRPs, total EOIs must first be reduced to the in-market EOIs of individuals who live in the defined market and are part of that market's population base. 2. Rating points for other media are based on opportunity to see audiences and not EYES ON audiences.

Reach - The percent of a target audience exposed to an advertising message at least once during a specified period of time. Reach is normally measured over four week periods. Common to all media.

Reach and Frequency - 1. For Out of Home media, estimates of the number of people, within a market, who notice at least one ad in an advertising campaign

– reach and the average number of times an individual will see it - frequency. 2. For other media, estimates of the number of people, within a market, who have an opportunity to see one ad in an advertising campaign – reach and the average number of times an individual might have the opportunity to see it.

Recency Theory - The idea that advertising messages sell to those consumers who are ready to buy.

Riding the Showing - The physical inspection of the faces that comprise an out-of-home program in a market.

Rotary Bulletin - A standardized 14' x 48' bulletin that is moved to different locations in a market at fixed intervals, usually every 60 or 90 days. A rotary bulletin program can provide balanced reach in a market.

Shipping Instructions - Information provided to printers for shipping posters and single-sheet vinyl to out-of-home companies. Shipping instructions should include a description of the design(s), full snipe text (if applicable), the number of faces shipped, and the contact with full address of each location where the materials are being shipped.

Showing - The traditional way of selling Out of Home media. A level of delivery that directly relates to the population of the market. Typical showing levels are: #100, #75, #50 and #25 GRP/Showings. The number of panels involved in an actual showing varies by market population and the average DEC of the market's inventory. As the industry migrates to the EYES ON system, this traditional definition will need to be modified to incorporate the new audience metrics.

Sign - A structure used to display information regarding a product or service. An out-of-home face is a sign.

Snipe - An adhesive strip that is used to change a portion of copy displayed on an out-of-home face.

Spectacular - A bulletin that is usually larger than 14' x 48' and is positioned at prime locations in a market. A spectacular often utilizes special embellishments.

Spotted Map - A map indicating all locations included in a specific out-of-home program. Also referred to as a location map.

Standardized Face - Out-of-home faces constructed in accordance with the specifications established by the OAAA.

Street Furniture - Advertising displays, many that provide a public amenity, positioned at close proximity to pedestrians and shoppers for eye-level viewing, or at curbside to influence vehicular traffic. Street furniture displays include: transit shelters, newsstands/newsracks, kiosks, shopping mall panels, convenience store panels and in-store signage.

Surface Arterials - Major streets in towns or cities that carry a heavy flow of vehicular traffic.

30-Sheet Poster - See ECO•Poster.

Target Audience - In the EYES ON system, any audience reflecting the most desired consumer prospects for a product or service, defined by age, sex, race, ethnicity or income; or their combinations for any geographic definition.

Target Rating Points - 1. The total number of In-market EYES ON Impressions, to a target audience, delivered by an Out of Home display expressed as a percentage of a market population. One rating point represents impressions equal to 1% of the market population. In the calculation of GRPs, total EOIs must first be reduced to the In-Market EOIs of individuals who live in the defined market and are part of that market's population. 2. For other media, Target Rating Points are based on opportunity to see audiences.

To and Through Audience - A portion of the total EOIs for a display that is comprised of people who do not live in the neighborhood but travel past the unit. The demographic characteristics of "the to and through" audience can be significantly different from those of people who live in the surrounding neighborhood.

Traffic Audit - The third party verification of traffic circulation in a market. Traffic audit information is used to calculate out-of-home DEC figures.

TAB (Traffic Audit Bureau) - The term refers to an independent auditing bureau responsible for verifying out-of-home traffic circulation figures in a market.

Traffic Count - The number of vehicles that pass an out-of-home face each day. Traffic counts are used to calculate EOI figures.

Traffic Origin - A component of EYES ON measurement, traffic origin information is used to produce to and through traffic estimates that determine the amount of total EOIs for a display derived from

people who live outside of the market and those in the market.

Transit - Advertising displays affixed to moving vehicles or in the common areas of transit terminals, stations and airports. Transit displays include: bus panels, taxi panels, and mobile advertising signage (e.g., trucks).

Transit Poster (Bus) - Posters attached to the exterior of buses. Common displays are king, queen and kingkong panels as well as full wraps and full backs. Sizes vary by market.

Transit Poster (Commuter Rail) - Posters displayed in commuter rail stations and on trains. Clear Channel Outdoor provides exclusive transit poster coverage throughout the METRA system in Chicago.

Transit Shelter - A curbside structure located at regular stopping points along urban bus routes. Backlit posters are affixed to transit shelter structures using a standardized display format measuring 69" x 48" in overall size with a bleed copy area of 67" x 46".

Ubiquity - Omnipresent. Everywhere at the same time.

Unilluminated Face - An out-of-home unit that has not been equipped with lighting for nighttime illumination of an advertising message. The DEC for an unilluminated face is calculated using a 12 hour viewing period. Sometimes referred to as a regular face.

VAI (Visibility Adjustment Indices) - A ratio or the percentage of a unit's total OTS audience (DECs) who are likely to notice an ad. VAI's are derived from TAB's visibility study. The impact of common board characteristics, size, road side, distance from the road, road type, and illumination are taken into consideration. VAIs are not measures of audience.

Vinyl - A single-sheet substrate on which an advertising message is rendered by either computer production or hand painting. Vinyl is primarily used on the face of bulletins and Premiere products.

Wallscape™ - Murals painted or attached directly onto the exterior surface of a building.

CLEAR CHANNEL OUTDOOR

Terms & Conditions

The arena of public discourse requires both a defense of free speech and a sensitivity to contemporary standards and concerns. Clear Channel Outdoor recognizes the need to balance these standards and concerns and therefore adheres to the following code of advertising practices:

Alcohol/Tobacco Related Advertising Restrictions - Alcohol and/or Tobacco advertising restrictions vary between states. Restrictions also apply within 500 feet of established places of worship, primary or secondary schools and playgrounds.

Billing - Net cash must be received by Clear Channel Outdoor 30-days after the initial date of invoicing. If late payment occurs, late charges will be assessed at 1.5% of the contract value every 30-days.

Circulation - Clear Channel Outdoor is a member in good standing of the Traffic Audit Bureau for Media Measurement (TAB). All circulation figures quoted by Clear Channel Outdoor are compiled using TAB authorized procedures, formulas and practices.

Code of Practices - Establish exclusionary zones which prohibit advertisements of all products illegal for sale to minors that are intended for reading from or within 500 ft. of established places of worship, primary or secondary schools and playgrounds.

Clear Channel Outdoor asserts the right to reject creative content that is misleading, sexually explicit, overly suggestive, or in any way reflects negatively upon the character, integrity or standing of any community, organization or individual.

Continue a traditional commitment, at both the national and local levels, to display public service messages for worthy community causes. Encourage diversity of advertised goods and services in all markets.

Contracts - Rates are guaranteed on 12-month contracts. Early termination or interruption of a contract may be subject to applicable short-term rates. All rates quoted in this booklet represent space only prices.

Contract Inquiries - All contract inquiries should be addressed directly to:
Contract Billing Department at the Financial Services Center
Clear Channel Communications, Inc.
200 East Basse Road
San Antonio, Texas 78209
Phone: 210/822.2828

Copy Acceptance - Clear Channel Outdoor may reject any advertising material, art or copy, submitted by client/agency for any reason. In addition, Clear Channel Outdoor may require advertising material, art or copy to be removed at anytime once posted.

Creative Services - Clear Channel Outdoor provides creative, pre-press and consulting art services to clients and agencies. Experienced Art Directors are located in every office around the nation. Fees for their services vary by market and the complexity of the project.

Design Changes - During a 12-month contract, advertisers may change designs twice, at the time of rotation. An advertiser requesting additional changes of artwork or copy on any portion of a WallscapeSM, Bulletin or Premiere ProductSM will be charged a fee for that service. Fees vary by location and type of structure. A minimum fee may apply. For exact costs, please contact Clear Channel Outdoor representative.

Late Copy - The arrival of late artwork or delays caused by client or agency alterations may keep Clear Channel Outdoor from meeting a scheduled display date. If delays occur, the advertiser will be charged for the full display period regardless of actual delivery.

Reposting
An advertiser is entitled to one posting during each 4-week period of a poster contract. Unused posting may not be carried forward and credits will not be issued. If an advertiser requests an additional or unscheduled change of copy, overlay or additional sheets, there will be an additional charge. Fees for bulletins and Premiere Products[®] are quoted individually by each market. Charges may vary with location and the size of a face.

Rotation - Rotary bulletins and selected Premiere ProductsSM are moved to new locations based on the time allotment established in a contract. Advertisers may be charged a fee for additional rotations.

Space Extensions - Fees for fabrication and painting of flat extensions on bulletins and Premiere ProductsSM vary by market. All embellishments remain the property of Clear Channel Outdoor. Fees for 3-dimensional structures or other

special embellishments are quoted based on final creative specifications.

Shipping and Storage Service

All shipping charges are paid by the client. The method of shipment is by land carrier unless otherwise specified by the client or necessary due to the late arrival of artwork. Clear Channel Outdoor will dispose of painted vinyl 30-days after the completion of an advertising program. Alternative arrangements must be in the form of written instructions from the client or its agency. Upon request, vinyl will be shipped to any designated location at the expense of the advertiser.

Clear Channel Outdoor will store vinyl for up to one year. Storage fees may apply and vary by market. Clear Channel Outdoor does not assume any liability for damage that might occur to stored vinyl, including but not limited to fire, theft, vandalism or acts of God. Wallscape, Bulletin or Premiere Product[®] will be charged a fee.