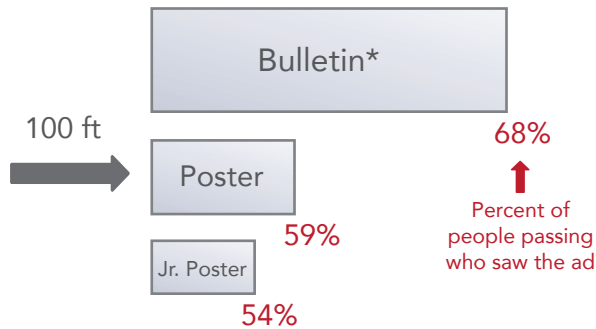


THE KEY FACTORS OF VISIBILITY ADJUSTMENTS



1) FORMAT AND SIZE

Format/size matters most when units are in the same relative position and distance:

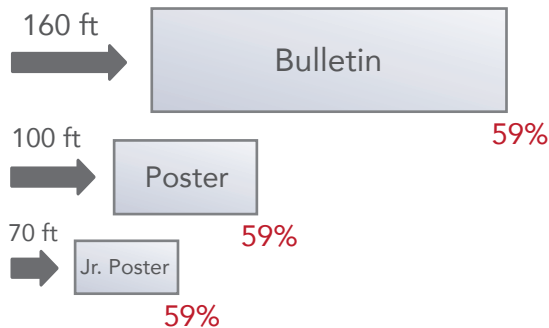


Visibility Adjustment Indices (VAIs) convert weekly circulation into out of home audiences. These VAIs are based on state of the art eye-tracking research and a statistically significant VAI model. This model assigns a VAI score to each of nearly 400,000 out of home inventory based on six visibility factors. These factors are format, size, position relative to road, angle to road, road type and distance from the road.

The six visibility factors are weighted based on a proprietary process that considers all factors simultaneously. The current predictors are based on what is available in TAB's database and can be expanded to incorporate new formats such as transit and digital.

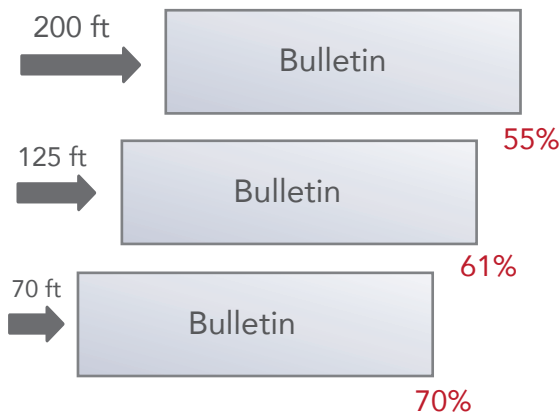
2) SIZE IN RELATION TO DISTANCE

Most units are located at the optimum distance for their size:



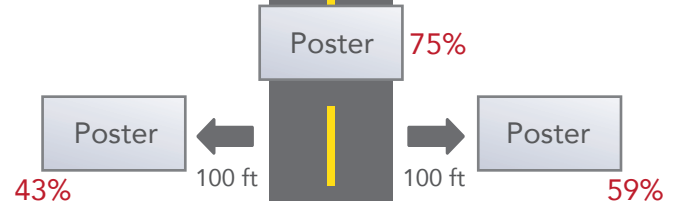
3) DISTANCE IN RELATION TO SIZE

The role of distance really matters when examining one format:



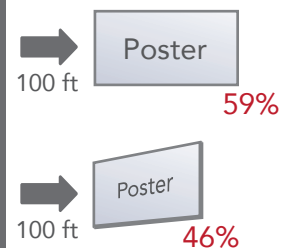
4) SIDE OF ROAD

Side of Road matters most when format and distance are constant.



5) PARALLEL POSITION

The impact of a parallel position is significant.



* Bulletins in illustrations represent the standard size of 14' x 48'.