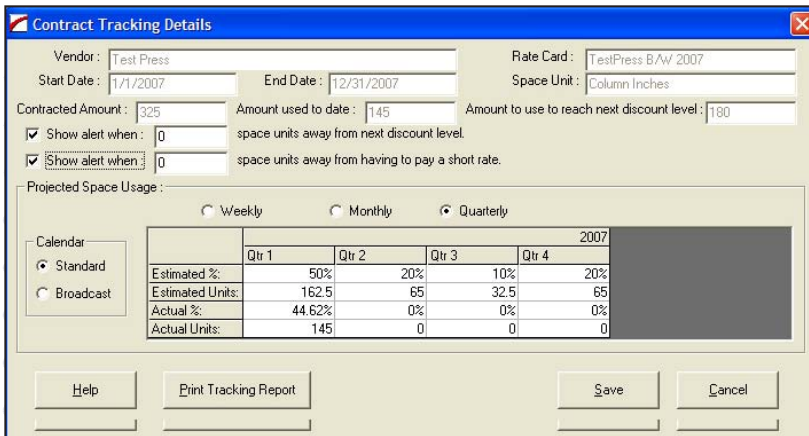


PrintPlus® 8.0 XL

Powerful. Dynamic. Smarter Than Ever.

PrintPlus 8.0 XL makes print buying easier than ever, with new capabilities and features designed to maximize your efficiency.

PrintPlus 8.0 XL gives you the flexibility to set up alerts to notify you when you are within range of additional discount levels or not meeting contractual obligations.



Contract Tracking Details

Vendor: Test Press Rate Card: TestPress B/W 2007
 Start Date: 1/1/2007 End Date: 12/31/2007 Space Unit: Column Inches

Contracted Amount: 325 Amount used to date: 145 Amount to use to reach next discount level: 180

Show alert when: 0 space units away from next discount level.
 Show alert when: 0 space units away from having to pay a short rate.

Projected Space Usage:

Weekly Monthly Quarterly

| Calendar | 2007 | | | |
|-----------|------------------------|-------|-------|-------|
| | Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4 |
| Standard | Estimated %: 50% | 20% | 10% | 20% |
| Broadcast | Estimated Units: 162.5 | 65 | 32.5 | 65 |
| | Actual %: 44.62% | 0% | 0% | 0% |
| | Actual Units: 145 | 0 | 0 | 0 |

Buttons: Help, Print Tracking Report, Save, Cancel

Establish Multiple Rate Cards

PrintPlus 8.0 XL allows you to create multiple rate cards so you can have a complete library of all rate structures for each vendor. You can create rate cards for zones, publication sections and much more. Rate cards can be developed on different pricing structures to include:

- Column inches
- Frequency
- Lines
- Pages
- Revenue
- Inserts by frequency, quantity and revenue

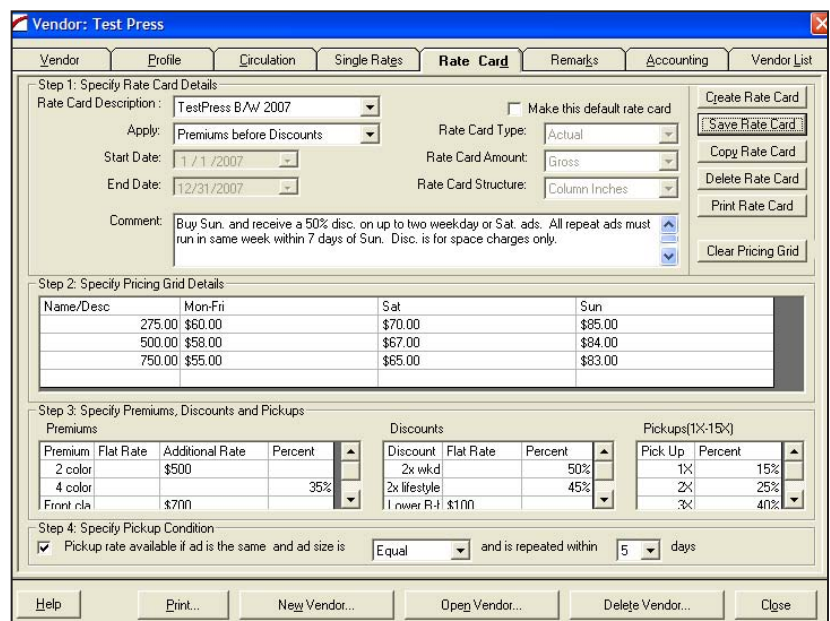
Track Your Contractual Obligations

PrintPlus 8.0 XL allows you to create multiple contracts for your advertisers. For each vendor contract, you can keep up to date with:

- Amount of contracted space
- Amount of space used to date
- Amount of space needed to reach next discount level

PrintPlus 8.0 XL is designed to help you plan your space usage on a weekly, monthly or quarterly basis. As you place insertions, you will be able to quickly monitor the estimated versus actual amount of space used.

For each rate card, you can specify discounts and premiums, as well as an individual "pickup" statement to be used with PrintPlus 8.0 XL's new "business intelligence."



Vendor: Test Press

Vendor: Profile Circulation Single Rates **Rate Card** Remarks Accounting Vendor List

Step 1: Specify Rate Card Details

Rate Card Description: TestPress B/W 2007 Make this default rate card

Apply: Premiums before Discounts Rate Card Type: Actual

Start Date: 1/1/2007 Rate Card Amount: Gross

End Date: 12/31/2007 Rate Card Structure: Column Inches

Comment: Buy Sun. and receive a 50% disc. on up to two week-day or Sat. ads. All repeat ads must run in same week within 7 days of Sun. Disc. is for space charges only.

Buttons: Create Rate Card, Save Rate Card, Copy Rate Card, Delete Rate Card, Print Rate Card, Clear Pricing Grid

Step 2: Specify Pricing Grid Details

| Name/Desc | Mon-Fri | Sat | Sun |
|-----------|---------|---------|---------|
| 275.00 | \$60.00 | \$70.00 | \$85.00 |
| 500.00 | \$58.00 | \$67.00 | \$84.00 |
| 750.00 | \$55.00 | \$65.00 | \$83.00 |

Step 3: Specify Premiums, Discounts and Pickups

| Premiums | | | Discounts | | | Pickups(1X-15X) | | |
|-----------|-----------|-----------------|--------------|-----------|---------|-----------------|---------|---------|
| Premium | Flat Rate | Additional Rate | Discount | Flat Rate | Percent | Pick Up | Percent | Percent |
| 2 color | | \$500 | 2x wk'd | | 50% | 1X | | 15% |
| 4 color | | | 2x lifestyle | | 45% | 2X | | 25% |
| Front rla | | \$700 | 1 lower R-I | \$100 | | 3X | | 40% |

Step 4: Specify Pickup Condition

Pickup rate available if ad is the same and ad size is Equal and is repeated within 5 days

Buttons: Help, Print..., New Vendor..., Open Vendor..., Delete Vendor..., Close

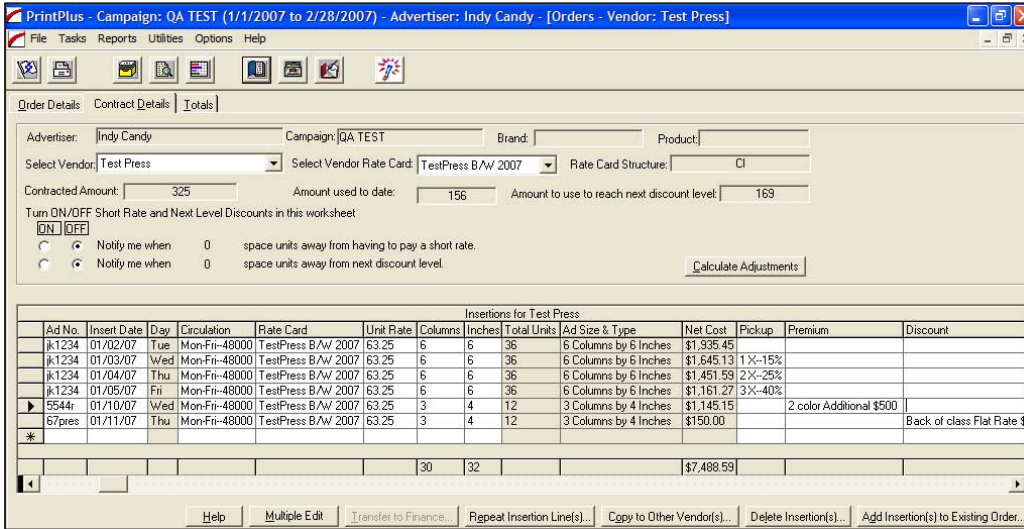
Implement Business Intelligence

No more having to manually keep up with the number of insertions that qualify for a pickup. Based upon your defined pickup statement, PrintPlus 8.0 XL provides you with the capability to recommend pickup discounts when placing insertion lines. It's as simple as a click to accept the recommendations on your screen. At the same time, you can select premium and discounts for each insertion line and have the system quickly calculate your new cost.

Import Up-to-Date Vendor Information

Arbitron has partnered with Mediaspace Solutions and PrecisionTrak software to streamline keeping your vendor database up to date.

With a subscription to Mediaspace Solutions/PrecisionTrak, you'll have access to download vendors from each PSA. This file can quickly be imported into PrintPlus 8.0 XL, allowing you access to the latest vendor information, such as addresses, contacts and circulation estimates.



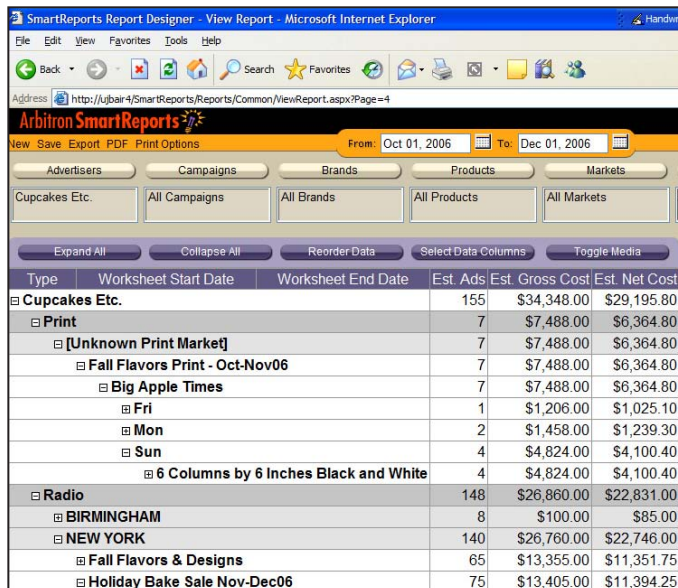
More New Features

You can now toggle between multiple circulation estimates for each insertion line, resulting in the ability to get CPM. With the addition of the contract tracking, rate cards and new business intelligence come a variety of new printed reports.

Get Customized Reporting with SmartReportsSM

With SmartReports, you have even more opportunity to buy smarter and look smarter too. SmartReports combines your broadcast campaign created with SmartPlus[®] and your print campaign created with PrintPlus into comprehensive customizable reports.

- Create roll-ups of your advertiser campaigns, markets, media and more
- Review expenditures and deliveries across media and vendors for negotiation purposes
- Prepare broadcast and print combined campaign summaries for your clients



Contact Your Arbitron Representative for More Details

We'll be happy to schedule a live demo and provide sample reports to show you just how powerful and dynamic PrintPlus 8.0 XL (and you!) can be.



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