

Estimated Directory Statistics

Prepared For Your Company Name

Directory Name

Directory code:	99999	Pub date:	Jun-02
Publisher initials:	BSA	Close date:	3/19/2002
Publisher code:	913	Issue length:	12
Number of pages:	382	Distribution:	68,198
Number of columns:	4	Population:	82,000

Ad Category	Ad Size	# of Ads	Ad Rate	Revenue	% of Revenue
Display Ads	DFPWP	3	\$54,768.00	\$164,304.00	2.0%
	DFP	6	\$37,032.00	\$222,192.00	2.7%
	FPWP	6	\$28,896.00	\$173,376.00	2.1%
	FP	22	\$19,536.00	\$429,792.00	5.3%
	TQPR	3	\$17,364.00	\$52,092.00	0.6%
	HPWP	16	\$16,488.00	\$263,808.00	3.2%
	TQP	6	\$14,484.00	\$86,904.00	1.1%
	HPB	3	\$13,740.00	\$41,220.00	0.5%
	HPR	9	\$13,740.00	\$123,660.00	1.5%
	THCWP	31	\$12,324.00	\$382,044.00	4.7%
	THCW3	3	\$11,604.00	\$34,812.00	0.4%
	THCB	6	\$10,284.00	\$61,704.00	0.8%
	THCR	3	\$10,284.00	\$30,852.00	0.4%
	HP	38	\$9,828.00	\$373,464.00	4.6%
	DHCWP	41	\$8,220.00	\$337,020.00	4.1%
	DHCW2	6	\$7,740.00	\$46,440.00	0.6%
	THC	28	\$7,344.00	\$205,632.00	2.5%
	DHC2	3	\$7,296.00	\$21,888.00	0.3%
	DHCB	6	\$6,816.00	\$40,896.00	0.5%
	DHCG	9	\$6,816.00	\$61,344.00	0.8%
	DHCR	3	\$6,816.00	\$20,448.00	0.3%
	TQCWP	28	\$6,156.00	\$172,368.00	2.1%
	TQCW2	6	\$5,808.00	\$34,848.00	0.4%
	TQCWB	3	\$5,808.00	\$17,424.00	0.2%
	TQCWR	3	\$5,808.00	\$17,424.00	0.2%
	TQC2	6	\$5,484.00	\$32,904.00	0.4%
	TQCG	6	\$5,112.00	\$30,672.00	0.4%
	TQCR	22	\$5,112.00	\$112,464.00	1.4%
	DHC	69	\$4,872.00	\$336,168.00	4.1%
	DQCWP	28	\$4,272.00	\$119,616.00	1.5%
	DQCW	6	\$4,080.00	\$24,480.00	0.3%
	DQCW2	3	\$4,080.00	\$12,240.00	0.2%
	DQCW3	6	\$4,080.00	\$24,480.00	0.3%
	DQCW4	3	\$4,080.00	\$12,240.00	0.2%
	DQCWB	3	\$4,080.00	\$12,240.00	0.2%
	DQCWR	3	\$4,080.00	\$12,240.00	0.2%
	DQC3	3	\$3,744.00	\$11,232.00	0.1%
	TQC	106	\$3,660.00	\$387,960.00	4.8%
	DQCB	6	\$3,468.00	\$20,808.00	0.3%
	DQCG	3	\$3,468.00	\$10,404.00	0.1%
	DQCR	13	\$3,468.00	\$45,084.00	0.6%
	DTS2	13	\$2,952.00	\$38,376.00	0.5%

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	DTS3	6	\$2,952.00	\$17,712.00	0.2%
	QC3	3	\$2,952.00	\$8,856.00	0.1%
	DTSB	19	\$2,748.00	\$52,212.00	0.6%
	DTSG	6	\$2,748.00	\$16,488.00	0.2%
	DTSR	22	\$2,748.00	\$60,456.00	0.7%
	QCB	3	\$2,748.00	\$8,244.00	0.1%
	QCR	9	\$2,748.00	\$24,732.00	0.3%
	DQC	97	\$2,484.00	\$240,948.00	3.0%
	DTS	207	\$1,956.00	\$404,892.00	5.0%
	QC	28	\$1,956.00	\$54,768.00	0.7%
HS Ads	6HSWB	3	\$2,916.00	\$8,748.00	0.1%
	6HSWB	6	\$2,508.00	\$15,048.00	0.2%
	6HSAG	3	\$2,496.00	\$7,488.00	0.1%
	6HSAR	13	\$2,496.00	\$32,448.00	0.4%
	5HAWR	16	\$2,472.00	\$39,552.00	0.5%
	5HSAW	3	\$2,472.00	\$7,416.00	0.1%
	5HSAB	3	\$2,268.00	\$6,804.00	0.1%
	5HSAR	3	\$2,268.00	\$6,804.00	0.1%
	5HSWR	6	\$2,220.00	\$13,320.00	0.2%
	6HSR	3	\$2,160.00	\$6,480.00	0.1%
	4HSWR	3	\$1,980.00	\$5,940.00	0.1%
	3HAWR	3	\$1,776.00	\$5,328.00	0.1%
	3HSWB	16	\$1,776.00	\$28,416.00	0.3%
	3HSWR	25	\$1,776.00	\$44,400.00	0.5%
	4HSB	3	\$1,680.00	\$5,040.00	0.1%
	4HSR	3	\$1,680.00	\$5,040.00	0.1%
	5HSA	28	\$1,452.00	\$40,656.00	0.5%
	5HS	3	\$1,308.00	\$3,924.00	0.0%
	3HSB	16	\$1,296.00	\$20,736.00	0.3%
	3HSR	16	\$1,296.00	\$20,736.00	0.3%
	2HSWB	66	\$1,212.00	\$79,992.00	1.0%
	2HSWG	6	\$1,212.00	\$7,272.00	0.1%
	2HSWR	94	\$1,212.00	\$113,928.00	1.4%
	4HS	38	\$1,152.00	\$43,776.00	0.5%
	3HS	56	\$888.00	\$49,728.00	0.6%
	2HSB	47	\$876.00	\$41,172.00	0.5%
	2HSG	13	\$876.00	\$11,388.00	0.1%
	2HSR	119	\$876.00	\$104,244.00	1.3%
	1HSW	56	\$792.00	\$44,352.00	0.5%
	2HS	714	\$612.00	\$436,968.00	5.4%
	A2HS	3	\$612.00	\$1,836.00	0.0%

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	1HS	692	\$396.00	\$274,032.00	3.4%
Listing Ads	ABLNR	357	\$324.00	\$115,668.00	1.4%
	BLNR	122	\$324.00	\$39,528.00	0.5%
	ABL	6	\$264.00	\$1,584.00	0.0%
	ABLN	157	\$264.00	\$41,448.00	0.5%
	BL	9	\$264.00	\$2,376.00	0.0%
	BLN	1,621	\$264.00	\$427,944.00	5.3%
	TBLN	50	\$264.00	\$13,200.00	0.2%
	AL	9	\$168.00	\$1,512.00	0.0%
	EL	319	\$168.00	\$53,592.00	0.7%
	TAL	3	\$168.00	\$504.00	0.0%
	TEL	19	\$168.00	\$3,192.00	0.0%
	TNAL	3	\$168.00	\$504.00	0.0%
	TNEL	16	\$168.00	\$2,688.00	0.0%
	TNSL	178	\$168.00	\$29,904.00	0.4%
	TRL	228	\$168.00	\$38,304.00	0.5%
	ARL	379	\$0.00	\$0.00	0.0%
	RL	3,390	\$0.00	\$0.00	0.0%
Trade Ads	CTMB	3	\$1,788.00	\$5,364.00	0.1%
	CTMR	6	\$1,788.00	\$10,728.00	0.1%
	CTM	19	\$1,236.00	\$23,484.00	0.3%
	TMB	3	\$1,200.00	\$3,600.00	0.0%
	TMR	6	\$1,200.00	\$7,200.00	0.1%
	TM	103	\$840.00	\$86,520.00	1.1%
	TN	131	\$288.00	\$37,728.00	0.5%
Cover Ads	CSP	1	\$34,284.00	\$34,284.00	0.4%
	TAB2P	1	\$32,988.00	\$32,988.00	0.4%
	OBCP	1	\$30,156.00	\$30,156.00	0.4%

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Directory Summary

Estimated total listings:	9,346
Estimated total ads:	10,209
Estimated revenue:	\$8,125,884.00
Estimated revenue per page:	\$21,271.95
Estimated revenue per listing:	\$869.45
Estimated revenue to distribution ratio:	\$119.15
Estimated revenue to population ratio:	\$99.10
Estimated display ads per page:	2.6

Ad Category Summary

Ad Category	# of Paid Ads	Revenue	Avg Ad Rate	% of Revenue
Display Ads	990	\$5,548,872.00	\$5,604.92	68.3%
HS Ads	2,079	\$1,533,012.00	\$737.38	18.9%
Listing Ads	3,097	\$771,948.00	\$249.26	9.5%
Trade Ads	271	\$174,624.00	\$644.37	2.1%
Cover Ads	3	\$97,428.00	\$32,476.00	1.2%