



DATE: March 22, 2011

TO: John DeFriend
Catholics for Children

FROM: Mike Sheehy
CBS Outdoor

RE: 2010 Outdoor Campaign Statistics for Louisville

John:

The numbers are growing! Looking forward to an even bigger 2011!

	<u>Number of Units</u>	<u>Daily Number of Impressions</u>
14' x 48' Bulletins	26	1,862,410
30-Sheet Posters	70	873,510
8-Sheet Posters	50	<u>242,700</u>
Total Daily Impressions		2,978,620
Total Campaign Impressions/Monthly		89,358,600

Statistics

Daily Effective Circulation	2,978,620
Gross Rating Point	371
Market Reach	99.9%
Market Frequency	131 times
Cost per Thousand Exposures	\$.24

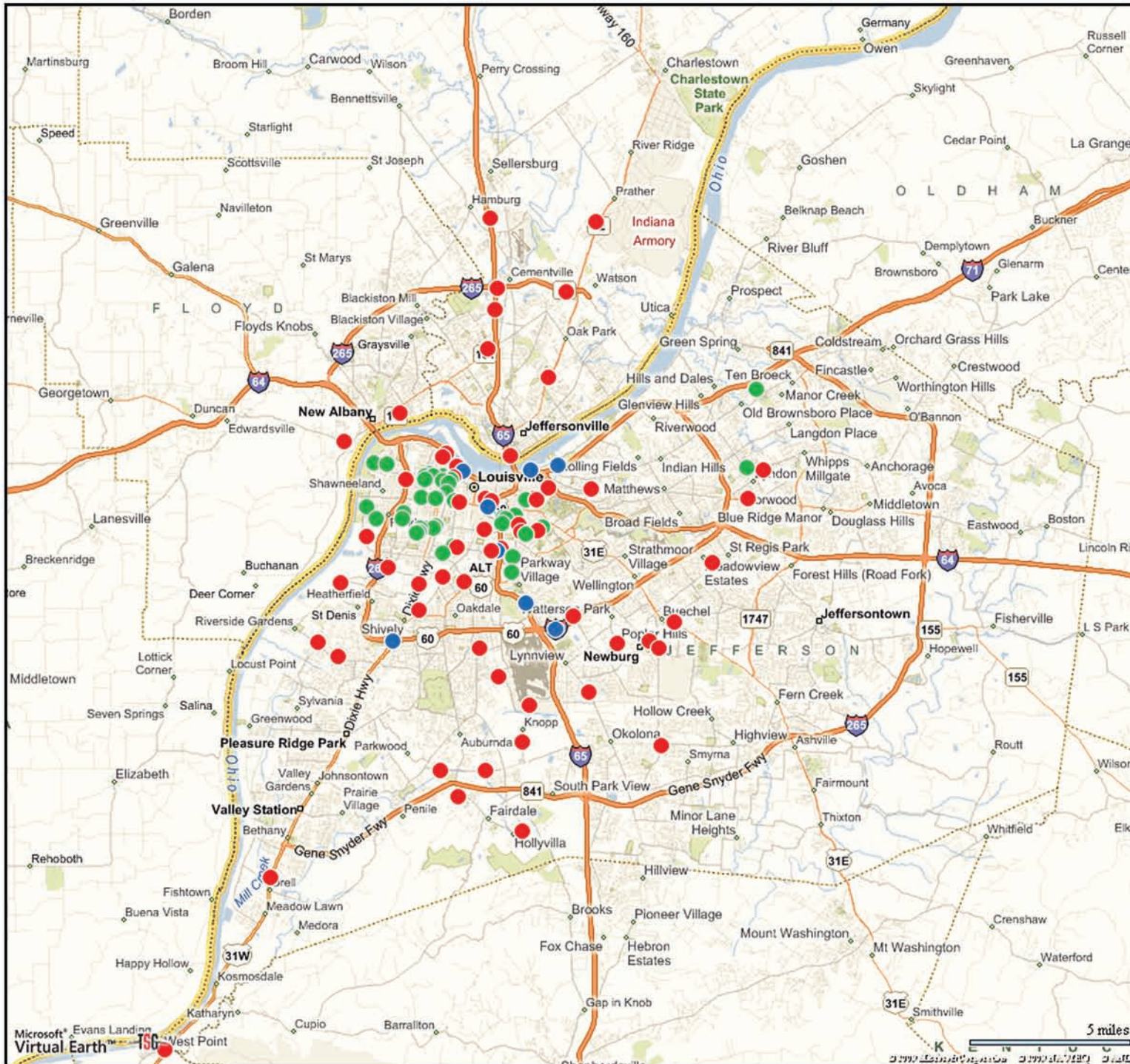
* Statistics are based on four weeks only and do not reflect the bonus override time.



Louisville

Proposal

Client: **Catholics For Children**
Proposal No.: 0747419
AE: Sheehy, Michael J.
Start: 12/1/2009
End: 4/4/2010



- Poster (60)
- 8-Sheet Poster (50)
- Bulletin (8)