

30 SHEETS: 3 PERIOD 25 DAILY GROSS RATING POINTS, SALT LAKE METRO

FIRST PERIOD

320	375 NORTH 500 WEST	12,121
380	1300 EAST 700 SOUTH	15,686
422	590 WEST 500 SOUTH	55,500
493	1300 SOUTH REDWOOD RD	22,816
2118	3119 EAST 3300 SOUTH	12,675
527	863 EAST 2100 SOUTH	16,731
2102	4026 SOUTH HIGHLAND DR	12,834
2049	449 EAST 3900 SOUTH	17,825
2070	5555 SOUTH STATE ST	25,668
855	1921 WEST 3500 SOUTH	23,529
465	2300 SOUTH 5600 WEST	23,829
807	4100 SOUTH 3900 WEST	16,224
828	4219 WEST 5415 SOUTH	12,834
938	1300 WEST 7800 SOUTH	17,825
677	1865 EAST FORT UNION BLVD	19,964
933	9015 SOUTH STATE ST	16,399

TOTAL DAILY TRAFFIC COUNT	322,460
IMPRESSIONS	9,028,880
REACH	81
FREQUENCY	12.5

SECOND PERIOD

2043	435 EAST 400 SOUTH	16,399
2275	1115 WEST NORTH TEMPLE	7,098
2046	1729 SOUTH STATE ST	6,084
524	2350 EAST 2100 SOUTH	24,955
995	2795 SOUTH 2300 EAST	21,390
893	3155 SOUTH HIGHLAND DR	14,260
660	535 WEST 3300 SOUTH	20,677
696	2270 E MURRAY-HOLLADAY RD	18,538
742	6089 SOUTH HIGHLAND DR	29,946
870	2750 SOUTH BANGERTER HWY	22,308
998	4571 SOUTH 5600 WEST	27,094
905	4888 SOUTH REDWOOD RD	12,121
958	8120 WEST 3500 SOUTH	19,964
904	10562 SOUTH 700 EAST	12,834
2059	3720 EAST 7000 SOUTH	17,825
2078	4502 W NEW BINGHAM HWY	19,251

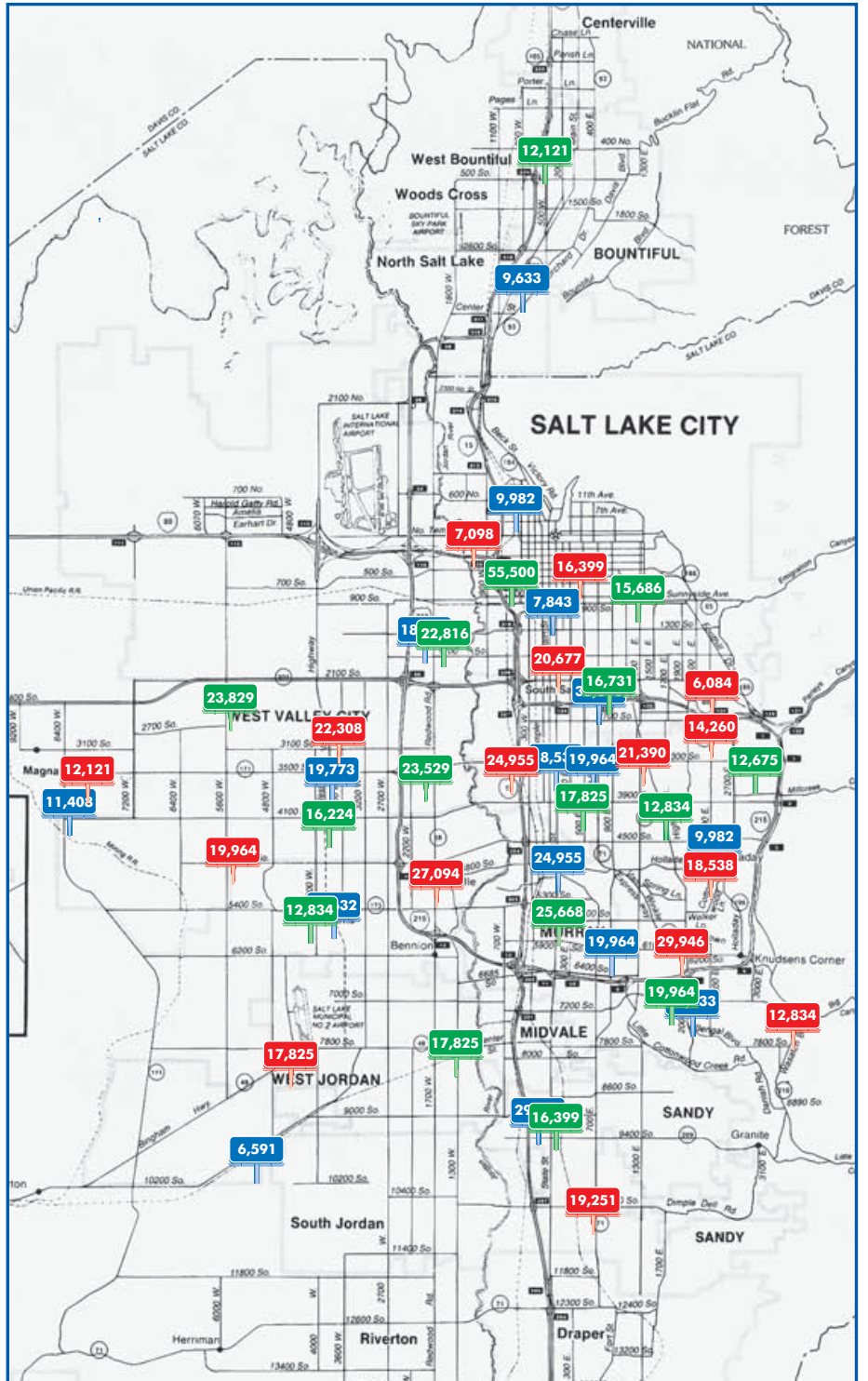
TOTAL DAILY TRAFFIC COUNT	290,744
IMPRESSIONS	8,140,832
REACH	79
FREQUENCY	11.6

THIRD PERIOD

316	3287 SOUTH US 89 MAIN ST	9,633
424	445 WEST 600 NORTH	9,982
392	950 SOUTH MAIN ST	7,843
2017	1784 WEST 1300 SOUTH	18,538
552	2204 SOUTH 700 EAST	35,650
2031	3220 SOUTH STATE ST	18,538
642	600 EAST 3300 SOUTH	19,964
681	2340 EAST 4500 SOUTH	9,982
2097	4730 SOUTH STATE ST	24,955
725	5983 SOUTH 900 EAST	19,964
997	3830 WEST 3500 SOUTH	19,773
479	3875 SOUTH 8400 WEST	11,408
821	5350 SOUTH BANGERTER HWY	45,632
885	300 WEST 9000 SOUTH	29,946
0C394	7015 SOUTH HIGHLAND DR	29,233
2094	9625 SOUTH BAGLEY PARK RD	6,591

TOTAL DAILY TRAFFIC COUNT	317,632
IMPRESSIONS	8,893,696
REACH	81
FREQUENCY	12.4

■ = 2016 Daily Traffic Count 322,460 ■ = 2016 Daily Traffic Count 290,744 ■ = 2016 Daily Traffic Count 317,632



TOTAL 3 PERIOD TOTAL IMPRESSIONS: 26,063,408
REACH: 95
FREQUENCY: 30.5

