

REVELATION OUTDOOR MANAGEMENT, LLC



2010 Market Rates

Greenville-Spartanburg DMA Market Affiliation

Laurens, Newberry, Lexington, Chester,
Union and Fairfield Counties

Market/Counties Covered	18+ AMA Population	GRP Levels	# Panels	Total Daily Circulation	Adult 18+ Reach	Adult 18+ Frequency	1 Month Rate
Laurens	17,050	100	3	18,318	93.8	32	\$1,200
Laurens County		50	2	12,212	90.9	22	\$800
		25	1	6,106	83.4	12	\$400
<i>Average DEC Per Panel: 6,106</i>							
Clinton	12,318	100	2	11,390	92.8	28	\$800
Laurens County		25	1	6,126	82.5	14	400
<i>Average DEC Per Panel: 5,695</i>							
Gray Court	8,408	100	1	8,740	93.9	31	\$400
Laurens County							
<i>Average DEC Per Panel: 8,740</i>							
Joanna	1,623	100	1	17,188	99.3	299	\$400
Laurens County							
<i>Average DEC Per Panel: 17,188</i>							
Greenwood	52,100	100	5	56,300			\$2,500
		50	3	33,900			\$1,500
		25	1	11,300			\$500
<i>Average DEC Per Panel: 11,300</i>							
Newberry	15,246	100	3	18,045	94.3	35	\$1,200
Newberry County		50	2	12,212	90.9	22	\$800
		25	1	6,106	83.4	12	\$400
<i>Average DEC Per Panel: 6,015</i>							
Prosperity	5,845	100	2	7,920	95	40	\$800
Newberry County							
<i>Average DEC Per Panel: 3,960</i>							
Chapin	10,709	100	5	12,445	94.2	35	\$3,000
Lexington County		50	3	7,467	90.7	22	\$1,800
<i>Average DEC Per Panel: 2,489</i>							
Union	15,613	100	3	14,706	93	28	\$1,200
Union County		50	2	12,212	90.9	22	\$800
		25	1	6,106	83.4	12	\$400
<i>Average DEC Per Panel: 5,505</i>							

All rates are for space and subject to change based upon occupancy levels.
Rates may vary depending on location and DEC.

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2010 Market Rates

Counties Covered DMA Market Affiliation		Chester County Charlotte, NC					
Market/Counties Covered	18+ AMA Population	GRP Levels	# Panels	Total Daily Circulation	Adult 18+ Reach	Adult 18+ Frequency	1 Month Rate
Chester	15,710	100	3	16,524	93.6	31	\$1,200
Chester County		50	2	11,016	90.8	22	\$800
		25	1	5,508	83.1	12	\$400
<i>Average DEC Per Panel: 11,016</i>							
Great Falls	3,703	50	1	2,131	88.9	128	\$400
Chester County							
Richburg	1,653	100	1	7,452	98.4	128	\$400
Chester County							
Winnsboro	10,825	100	6	12,510	94.2	34	\$2,400
Fairfield County		50	3	6,255	89	18	\$1,425
<i>Average DEC Per Panel: 2,085</i>							

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Revelation Outdoor Management
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