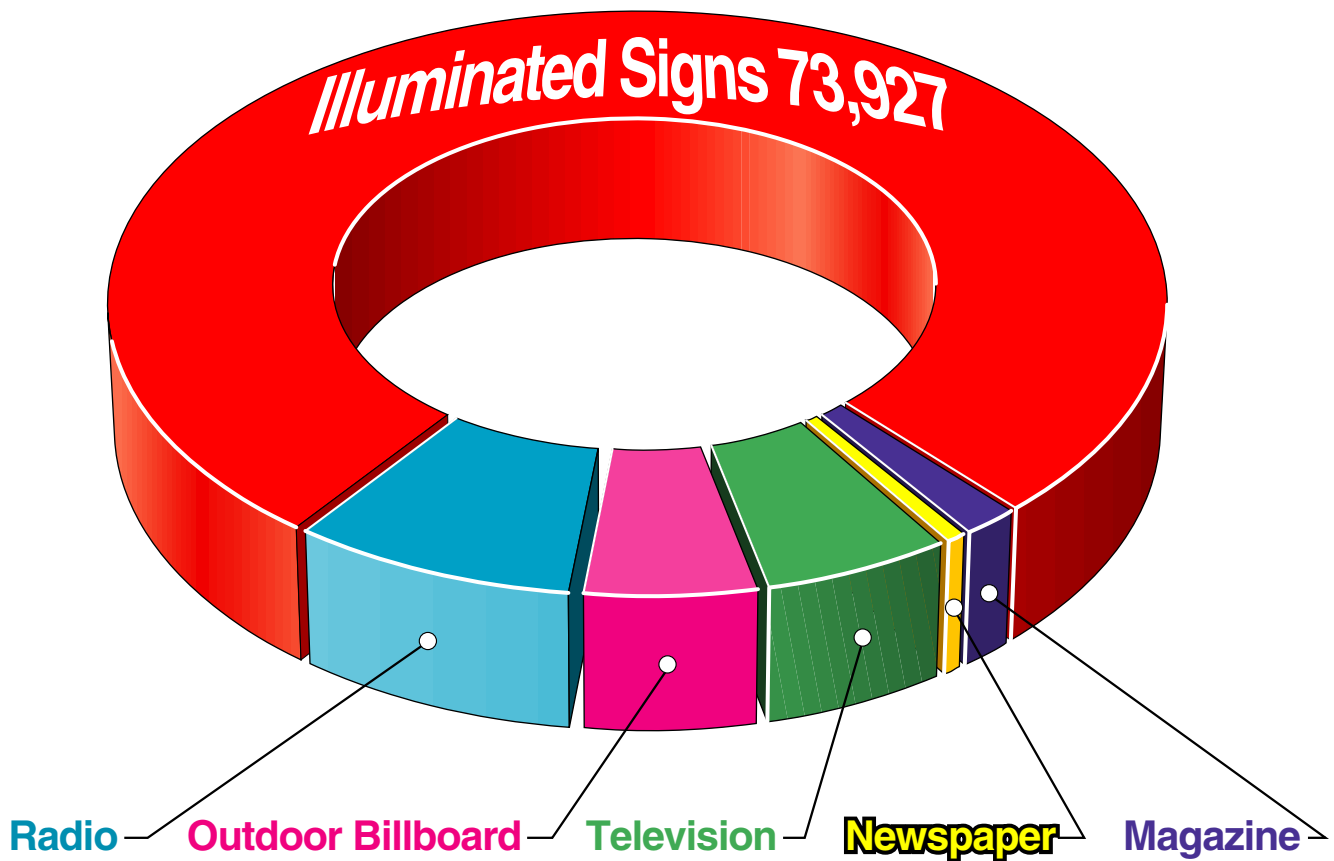


Adult Exposures per \$1.00 of Media Investment



Illuminated Signs 73,927

2' X 6' Average Cincinnati business traffic pattern. Based upon a \$1,000.00 sign over 7 1/2 years, including maintenance and electricity.

Radio 210

WLW Cincinnati. 5PM Drive Time. 30 second spot commercial @ \$200.00 with 42,000 audience.

Outdoor Billboard 136

Martin Media - 4 Boards/1 month Total \$2,880.00. Exposures: 13,060 per day X 30 = 391,800

Television 137.5

WLW TV Cincinnati. 5 to 6 PM Evening News. 30 second spot @ \$400.00 with 55,000 audience.

Newspapers 17.3

Cincinnati Enquirer. Daily - B&W full page ad. \$10,958.00. Circulation: 189,000

Magazine 46.5

Better Homes & Gardens. National Edition. Full Page B&W \$163,000. Circulation: 7,600,000



Dualite Sales & Service, Inc.

WILLIAMSBURG, OHIO • CEDAR HILL, TEXAS