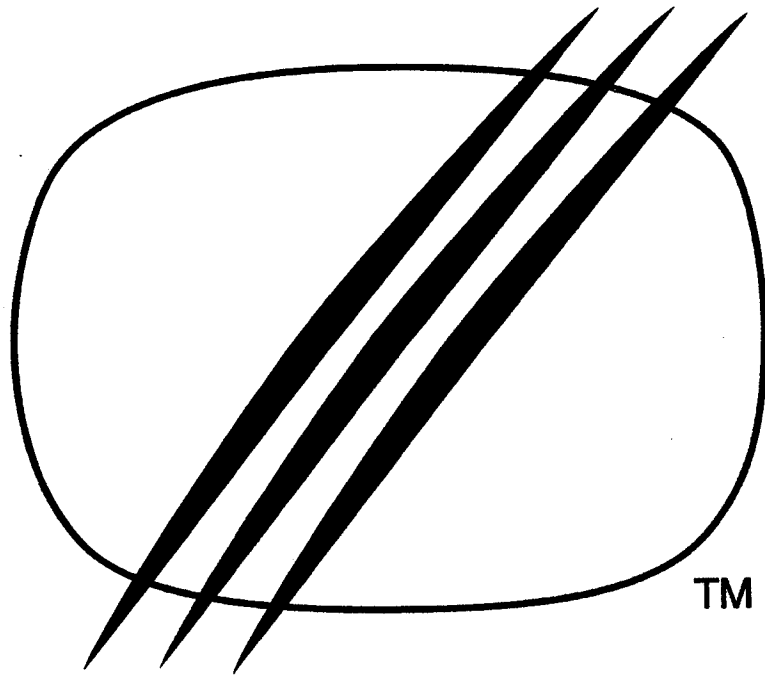


# ***CableRep of Kansas***

Presents to: Gordon Funk  
Project Access



***cable advertising  
in Sedgwick Co.***

***Presented By:  
Sally Liebst  
Account Executive  
9/20/2001  
316-262-4270 ext : 181***



**CableRep**  
Kansas  
A Cox Communications Company

RE: Project Access

I would like to provide you with some statistical information about the Sedgwick County market and Cable Television itself. This information will give you some insight into the benefits of Cable Television. The Qualitap information that I am enclosing (see 1a) covers Sedgwick County only. This data provides the premise for targeting networks with the highest index to market for the demographic criteria. These networks are then loaded in to CableScan, allowing me to select the greatest Reach programs. I then build a schedule to achieve the highest Reach and Frequency.

Below is some information for your review, as well as some of the capabilities of our system.

- **CABLE TV** targets your specific audience **LOCALLY** at an affordable price. Therefore, there are no wasted dollars spent on viewers that are not eligible for Project Access because they do not reside in Sedgwick County.
- **CABLE TV** offers a wide variety of programming on 32 insertable networks. This allows you to select programs that will attract your best demographic.
- **CABLE TV** gives you frequent exposure affordably. With Cable TV's availability of advertising time and low cost you can advertise frequently, even during prime time—reaching more potential consumers.
- When you produce a commercial at CableRep Advertising, you own that commercial. You are free to use it in any market or at any network. We will provide dubs for other networks for a small fee.
- CableRep Production uses hi-tech equipment and has the capability to do animation, extensive graphics and many other features. CableRep Production also has a history of high quality, affordable, long form video production. Please see 2a for cost and production description.
- Reach: 70.3 (reaching 70.3% of your desired demographic in Sedgwick County). Frequency: 12.7 (viewer-Households with a household income of less than \$30,000) will see your commercial an average of 12.7 times during your flight period.
- Affordable price, quality work, dependable service.
- **Don't count the people you reach.....reach the people that count!**

Your proposal will show you which networks I chose and the dayparts that your commercial will run in (see 3a). Your flight schedule is from October 1, 2001 through December 23, 2001 (12 weeks).

I am also providing you with some Sedgwick County fact information in regards to race, income, education and household size (see 4a).

Thank you for taking the time to review the enclosed information. If I might be of any additional assistance, please feel free to let me know.

Sally Liebst  
Account Executive  
CableRep of Kansas

WICHITA - Release 1 2001 Feb00-Jan01 Scarborough

**Qualitative Criteria:** Adults 18+  
 Counties: Sedgwick, KS  
 Household income is less than \$30,000

Profile ranked by qualifying persons.	Qualifying Persons	Comp (% target)	Index
1 Watched The Weather Channel (wk)	38,585	44.0%	93
2 Watched FOX Family Channel (wk)	33,535	38.3%	120
3 Watched The Discovery Channel (wk)	33,455	38.2%	84
4 Watched CNN (wk)	26,570	30.3%	81
5 Watched A & E (wk)	24,330	27.8%	79
6 Watched TNT (wk)	24,275	27.7%	99
7 Watched TBS (wk)	23,210	26.5%	96
8 Watched Lifetime Television (wk)	21,750	24.8%	107
9 Watched USA Network (wk)	20,240	23.1%	88
10 Watched ESPN (wk)	18,215	20.8%	65
11 Watched Headline News (wk)	17,995	20.5%	96
12 Watched TNN (wk)	16,695	19.0%	87
13 Watched CMT (Country Music Television) (wk)	15,050	17.2%	113
14 Watched Nickelodeon (wk)	14,855	16.9%	123
15 Watched Cartoon Network (wk)	14,720	16.8%	92
16 Watched CNBC (wk)	13,805	15.7%	72
17 Watched Sci-Fi (wk)	13,715	15.6%	117
18 Watched The Learning Channel (TLC) (wk)	13,570	15.5%	77
19 Watched Comedy Central (wk)	13,385	15.3%	93
20 Watched The History Channel (wk)	13,100	14.9%	66
21 Watched Nick at Nite (wk)	13,075	14.9%	108
22 Watched Animal Planet (wk)	11,810	13.5%	109
23 Watched Food Network (wk)	11,620	13.3%	92
24 Watched MTV (wk)	10,985	12.5%	94
25 Watched TVLand (wk)	10,825	12.3%	98
26 Watched HGTV (wk)	10,305	11.8%	82
27 Watched Court TV (wk)	8,905	10.2%	96
28 Watched E! (wk)	8,785	10.0%	60
29 Watched FOX News Channel (wk)	7,730	8.8%	114
30 Watched Travel Channel (wk)	7,145	8.1%	80
31 Watched FOX Sports Net (wk)	7,020	8.0%	64





WICHITA - Release 1 2001 Feb00-Jan01 Scarborough

**Qualitative Criteria:** Adults 18+  
 Counties: Sedgwick, KS  
 Household income is less than \$30,000

Profile ranked by qualifying persons.	Qualifying Persons	Index	Respondents
1 Household subscribes to cable	61,345	98	262
2 Household income is less than \$25,000	61,015	378	261
3 Participated in walking for exercise (yr)	53,875	95	231
4 Sex of respondent is female	52,005	116	250
5 Own residence	44,185	70	187
6 Employment status is not employed	41,045	161	182
7 Rent residence	39,510	187	177
8 Highest education level attained was high school grad(12th grade/GED)	37,335	132	195
9 Employment status is full-time (35+ hrs)	36,075	68	154
10 Sex of respondent is male	35,665	83	126
11 Highest education level attained was some college(1-3 years-not grad)	33,465	99	91
12 Participated in gardening (yr)	32,885	79	148
13 Marital status is married	31,590	60	111
14 Occupation is white collar	29,815	68	127
15 Participated in swimming (yr)	29,080	84	117
16 Participated in sewing - crafts (yr)	27,200	125	122
17 Household income is \$25,000-\$34,999	26,655	188	115
18 Household does not subscribe to cable	26,325	105	114
19 Age of respondent is 65+	25,615	178	115
20 Marital status is never married (single)	23,090	137	101
21 Participated in bowling (yr)	22,175	85	89
22 Participated in fishing (yr)	21,415	93	87
23 Participated in photography (yr)	20,100	98	96
24 Participated in camping (yr)	18,850	93	74
25 Marital status is divorced	18,775	165	84
26 Age of respondent is 25 - 34	18,455	100	77
27 Participated in bicycling (yr)	17,800	80	78
28 Occupation is blue collar	16,810	91	67
29 Participated in other aerobic workouts (yr)	16,375	89	71



## WICHITA - Release 1 2001 Feb00-Jan01 Scarborough

**Qualitative Criteria:** Adults 18+

Counties: Sedgwick, KS

Household income is less than \$30,000

Profile ranked by qualifying persons.	Qualifying Persons	Index	Respondents
30 Participated in free weights-circuit training (yr)	14,325	77	60
31 Two child(ren) under 18 reside in household	12,865	95	49
32 Age of respondent is 18 - 24	12,620	124	47
33 Age of respondent is 45 - 54	12,395	80	56
34 Age of respondent is 35 - 44	12,290	65	51
35 Marital status is widowed	11,370	223	70
36 Employment status is part-time (<35 hrs)	10,550	118	40
37 One child(ren) under 18 reside in household	10,425	76	39
38 Participated in jogging - running (yr)	9,815	57	37
39 Three or more children under 18 reside in household	8,480	85	33
40 Participated in in-line skating (yr)	7,295	112	31
41 Age of respondent is 55 - 64	6,295	62	30
42 Participated in team sports(softball, soccer, etc.) (yr)	6,045	71	23
43 Participated in golf (yr)	5,845	40	25
44 Participated in hiking - backpacking (yr)	4,930	56	20
45 Other -do not own or rent residence	3,975	129	12
46 Participated in motorcycling (yr)	3,865	67	15
47 Participated in tennis (yr)	3,800	92	16
48 Participated in horseback riding (yr)	3,735	63	16
49 Participated in snow skiing (yr)	3,650	74	13
50 Participated in water skiing (yr)	3,630	58	14
51 Highest education level attained was college graduate(4 year college)	3,505	32	22
52 Marital status is legally separated	2,845	180	10
53 Highest education level attained was some post graduate(no adv.degree) Or highest education level attained was post graduate degree	2,795	32	16
54 Participated in power boating (yr)	1,410	22	7
55 Participated in hunting (yr)	900	13	5





# CableRep Video Production

## Advertising Objectives

Client: \_\_\_\_\_ AE: \_\_\_\_\_

**To help us develop the most effective advertising message, it is critical to understand your primary and secondary advertising objectives. Provided below is a list of possible specific objectives.**

**Please note your "one" primary advertising objective with an "X" and mark all secondary objectives with a check mark "✓".**

- |  |  |
|--|--|
| <input type="checkbox"/> Promote a new location opening                  | <input type="checkbox"/> Increase/maintain general awareness             |
| <input type="checkbox"/> Promote a new product/service launch            | <input type="checkbox"/> Reach a broader geographic market               |
| <input type="checkbox"/> Promote a limited time sales offer              | <input type="checkbox"/> Emphasize convenience of location               |
| <input type="checkbox"/> Build participation in contest or sweepstakes   | <input type="checkbox"/> Provide direction to business/local showroom    |
| <input type="checkbox"/> Promote a new store opening                     | <input type="checkbox"/> Reach a new target audience                     |
| <input type="checkbox"/> To build goodwill within the community.         | <input type="checkbox"/> Change image/perception of a product or service |
| <input type="checkbox"/> To build employees perceptions of the business. | <input type="checkbox"/> Demonstrate product/service                     |
| <input type="checkbox"/> Increase seminar/conference attendance          | <input type="checkbox"/> To address negative publicity                   |
| <input type="checkbox"/> Promote community event                         | <input type="checkbox"/> Build value for customer service                |
| <input type="checkbox"/> Address competitive threat                      | <input type="checkbox"/> Leverage investments in other media             |



**Concept**

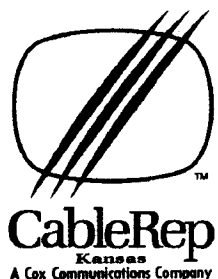
**Script**

**Direct**

**Edit**

**Details/Other:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Please submit this completed form to production.





# CableRep Video Production

## Maximize Your Television Advertising Power

Television enables you to reach your targeted audience and influence consumer perception with emotion, sound and dynamic visual images.

The following information is offered to help you maximize the effectiveness of your television advertising message.

**Tip 1: It all starts with a great concept.** The concept is the story or manner that conveys your advertising message within the commercial format.

Before a concept can be developed, it is critical for you to consider the following:

1. Your specific advertising objective - what do you hope to accomplish?
2. Your target audience - are you trying to reach a specific market segment?
3. Your production budget

**Tip 2: Key Points to Consider When Conceptualizing:**

- Keep it focused; one theme, simple messages are best.
- Concepts sell, products alone don't.
- Show it rather than say it.
- The more you tell people, the less they remember.
- The primary goal is to influence behavior and/or generate action.

*We look forward to assisting you in the production of your advertising message.*



**Concept**



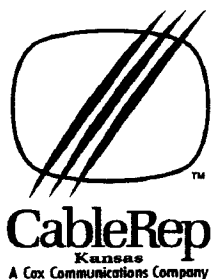
**Script**



**Direct**



**Edit**





# CableRep Video Production

## Commercial Tape Guidelines

**The following guidelines are to be followed when submitting tapes to CableRep for commercial playback:**

Audio and NTSC video should be recorded using DVCPPro or BetaCam SP format and should adhere to FCC broadcast standards. 3/4" SP U-Matic format is acceptable, but DVCPPro or BetaCam SP is preferred and will provide for better quality. All tapes should contain the following elements:

1. Color bars and tone. At least :30 seconds at the beginning of tape.
2. Slate. :05 to :10 seconds identifying each spot name, client, producer, length, and spot description.
3. Countdown leader (optional).
4. :05 seconds of black prior to commercial (mandatory if there is no countdown leader).
5. :30 or :60 second commercial spot. The audio and video levels should be consistent with the levels of the color bars and tone at head of tape.
6. :05 seconds of black following commercial (mandatory).

- Note:**
- For multiple spots on a single tape, repeat #2 through #5.
  - For multiple spots, please consolidate using one tape rather than sending individual tapes to CableRep Advertising.
  - Failure to comply with #4 through #6 could result in tape rejection.
  - Tape and case should both be clearly labeled with spot titles in the order they appear on tape.
  - Tape should have good audio/video levels with continuous sync and control track.
  - Audio should be mixed on both channels.



**Concept**



**Script**



**Direct**



**Edit**



**CableRep**  
Kansas  
A Cox Communications Company



# CableRep Video Production

## Acceptable Logo and Graphic Formats

**High quality artwork will ensure professional resolution quality on screen. All logos/artwork must be submitted either as a digital file or b/w camera ready artwork.**

The following is a list of preferred formats when submitting logos and/or graphics to production.

### 1. Digital File

- EPS Vector file: Please outline fonts.
- Tiff, Pict, Targa, BMP or Photoshop file: High resolution.
- Size: The optimum size is 720 x 486 pixels, 72 pixels per inch (72dpi).

Digital files must be submitted on a 3.5" disk, CD ROM, or 100MB Zip Disk. All digital files must be accompanied by a hard copy. We accept both PC and Macintosh file formats. Files can be emailed to us, please consult CableRep staff for email address.

### 2. Camera Ready Art

- B/W slick
- High resolution printed artwork
- Size: The optimum size is 3 inches. The maximum is 10 inches at the widest point

**Note:** Business cards and logos saved off a web site are not of a sufficient quality.

Highly detailed and thin lined art will not maintain image quality.

Fax or Xerox copies are not an acceptable quality for reproduction.

Final colors on screen may not match exact logo colors due to NTSC television limitations.



**Concept**



**Script**



**Direct**



**Edit**



# CableRep Video Production

## Wichita Commercial Production Rates

### Location / Studio Production

Includes Director/Camera Operator and Grip, LDK150 DVCPPro50 camcorder, Lowell lighting, hard wire/wireless lav mic and shotgun microphones, Sony color monitor and Miller tripod.

9AM to 5:30PM M-F \$150/hr.  
 Nights / Weekends \$225/hr.  
 Holidays \$300/hr.  
 ( 1/2 hr. minimum )

### Linear Editing Suite

Includes Editor and multi-format editing (DVCPPro, BetaSP, 3/4"SP) with Sony edit controller, Sony switcher, Microtime DVE w/perspective, Inscribe VMP graphics, flatbed scanner/Photoshop and CD/DAT audio.

9AM to 5:30PM M-F \$150/hr.  
 Nights / Weekends \$225/hr.  
 Holidays \$300/hr.  
 ( 1/2 hr. minimum )

### AVID Nonlinear Editing Suite

Includes Editor and AVID Media Composer 1000XL, DVCPPro, BetaSP, 3/4"SP source and/or record, Photoshop and CD/DAT audio.

9AM to 5:30PM M-F \$150/hr.  
 Nights / Weekends \$225/hr.  
 Holidays \$300/hr.  
 (1/2 hr. minimum )

### 5 to 10 second commercial tags

Tag with one element (character generated text) \$40  
 Tag with two elements (character generated text and approved logo) \$60  
 Tag with three elements (character generated text, approved logo and voiceover) \$75

### Dubs / Tape Stock

Spot Dubs \$12.50 / cut  
 5 minute BetaSP Videocassette \$20

### Miscellaneous

Music Library \$25 / cut  
 Creative Scriptwriting Services for :30 / :60 spots No charge for CableRep advertisers  
 Motion Graphics with After Effects Per job quote  
 3D Animation Per job quote  
 Voice / On Camera Talent Per job quote  
 Specialty equipment such as Steadicam, jib, dolly and teleprompter available upon request. Per job quote



Concept

Script

Direct

Edit

Phone: (316) 262-4270  
 Fax: (316) 262-7484

Effective 02/02/01



**CableRep**  
 Kansas  
 A Cox Communications Company

# CABLESCAN™

## Package Plan - Proposal Summary Roll-Up

WICHITA-HUTCHSN DMA RP Nov 2000

Page: 1

Salesperson: SALLY LIEBST  
 Agency: Gordon Funk  
 Buyer: PROJECT ACCESS  
 Advertiser: C,D,WK,FF,SS,B,E,B,F  
 Product: 2001 RATE CARD  
 Flight Dates: 10/01/01 to 12/23/01  
 Flight Wks: 12  
 Lengths: 30  
 Dayparts: C,D,WK,FF,SS,B,E,B,F  
 Rate Card: 2001 RATE CARD  
 Date Due: 9/17/01  
 Zones: WICHITA  
 Multi-Zone HH Population: 108,065

Program	Time Period	Spots/ Week	# of Weeks	Total Spots	Avg Rate	HH RTG	GRP's	GL's(000)	Total Cost	CPP	CPM
APL	VARIOUS	1	0	0	\$ 10.00	###.#	0.0	1944,057	\$ 0.04	\$ 0.00	\$ 0.00
CMT	ALL DAY ROS 6A-MIDNICK	10	12	120	\$ 0.00	0.2	28.3	31	\$ 0.00	\$ 0.00	\$ 0.00
FAM	ALL DAY ROS 6A-MIDNICK	20	12	240	\$ 0.00	0.3	60.4	65	\$ 0.00	\$ 0.00	\$ 0.00
LIF	Movies	1	12	12	\$ 30.00	1.4	16.5	18	\$ 360.00	\$ 21.82	\$ 20.16
NIK	ALL DAY ROS 6A-MIDNICK	15	12	180	\$ 0.00	0.9	169.2	183	\$ 0.00	\$ 0.00	\$ 0.00
SFI	PRIME ROS 5P-M	1	0	0	\$ 30.00	###.#	0.0	1944,057	\$ 0.04	\$ 0.00	\$ 0.00
CMT	Non-Stop Country	2	12	24	\$ 20.00	0.5	12.4	13	\$ 480.00	\$ 38.71	\$ 35.91
FAM	State of Grace	1	12	12	\$ 40.00	1.1	13.7	15	\$ 480.00	\$ 35.04	\$ 32.31
	The Night of the Twisters	1	12	12	\$ 35.00	1.0	12.3	13	\$ 420.00	\$ 34.15	\$ 31.56
	Scariest Places on Earth	1	12	12	\$ 30.00	1.2	14.1	15	\$ 360.00	\$ 25.53	\$ 23.66
LIF	*Talk to Me	1	0	0	\$ 0.00	###.#	0.0	1944,057	\$ 0.04	\$ 0.00	\$ 0.00
	Strong Medicine	1	12	12	\$ 70.00	1.4	16.6	18	\$ 840.00	\$ 50.60	\$ 46.89
NIK	Hey Arnold!/Rugrats	1	0	0	\$ 30.00	###.#	0.0	1944,057	\$ 0.04	\$ 0.00	\$ 0.00
	Hey Arnold!/Rugrats	1	0	0	\$ 30.00	###.#	0.0	1944,057	\$ 0.04	\$ 0.00	\$ 0.00
	Rugrats	4	12	48	\$ 10.00	2.0	97.9	106	\$ 480.00	\$ 4.90	\$ 4.54
	Brady Bunch	1	0	0	\$ 65.00	###.#	0.0	1944,057	\$ 0.04	\$ 0.00	\$ 0.00
SFI	Now and Again	1	0	0	\$ 20.00	###.#	0.0	1944,057	\$ 0.04	\$ 0.00	\$ 0.00
	Farscape	1	12	12	\$ 25.00	1.1	13.0	14	\$ 300.00	\$ 23.08	\$ 21.28
TNT	The Pretender	2	12	24	\$ 50.00	1.9	44.9	49	\$ 1,200.00	\$ 26.73	\$ 24.74
	Movies	1	0	0	\$ 90.00	###.#	0.0	1944,057	\$ 0.04	\$ 0.00	\$ 0.00
	The Pretender	1	0	0	\$ 45.00	###.#	0.0	1944,057	\$ 0.04	\$ 0.00	\$ 0.00

\* - Denotes m(s).



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# CABLESCAN™

## Package Plan - Proposal Summary Roll-Up

WICHITA-HUTCHSN DMA RP Nov 2000

Page: 2

Salesperson: SALLY LIEBST  
 Agency: Gordon Funk  
 Buyer: PROJECT ACCESS  
 Advertiser: C,D,WK,FF,SS,B,E,B,F  
 Product: 2001 RATE CARD  
 Package Number 2:793  
 Flight Dates: 10/01/01 to 12/23/01  
 Flight Wks: 12  
 Lengths: 30  
 Dayparts: C,D,WK,FF,SS,B,E,B,F  
 Rate Card: 2001 RATE CARD  
 Date Due: 9/17/01  
 ZONES: WICHITA  
 Multi-Zone HH Population: 108,065

Program	Time Period	Spots/Week	# of Weeks	Total Spots	Avg Rate	Avg HH RTG	GRP's	GI's(000)	Total Cost	CPP	CPM
*Message in a Bottle	Fri-Fri 07:00PM-09:00PM	1	0	0	\$ 0.00	###	0.0	1944,057	\$ 0.04	\$ 0.00	\$ 0.00
*Grease	Sun-Sun 10:00AM-05:00PM	2	0	0	\$ 0.00	###	0.0	1944,057	\$ 0.04	\$ 0.00	\$ 0.00
TWC Evening Edition	Mon-Fri 06:00AM-08:00AM	3	12	36	\$ 16.00	1.0	*	39	\$ 576.00	\$ 16.00	\$ 14.81
WTBS Roseanne	Mon-Fri 05:00PM-06:00PM	1	0	0	\$ 80.00	###	0.0	1944,057	\$ 0.04	\$ 0.00	\$ 0.00
Beetlejuice	Fri-Fri 07:00PM-11:00PM	1	12	12	\$ 50.00	1.2	14.0	15	\$ 600.00	\$ 42.86	\$ 39.53
*The Dead Pool	Sun-Sun 05:00PM-09:00PM	1	0	0	\$ 0.00	###	0.0	1944,057	\$ 0.04	\$ 0.00	\$ 0.00
The Dead Pool	Sat-Sun 10:00AM-10:00PM	6	12	72	\$ 20.00	0.8	60.2	65	\$ 1,440.00	\$ 23.92	\$ 22.12
NIK VARIOUS	Mon-Sun 09:00PM-10:00PM	1	0	0	\$ 0.00	###	0.0	1944,057	\$ 0.04	\$ 0.00	\$ 0.00
TNT DAYTIME ROS 5A-5P M-F	Mon-Sun 06:00AM-05:00PM	10	12	120	\$ 10.00	0.5	62.2	67	\$ 1,200.00	\$ 19.29	\$ 17.86
BET James Robison/Pastor I.V	Tue-Sat 09:00AM-12:00AM	25	12	300	\$ 0.00	0.2	*	65	\$ 0.00	\$ 0.00	\$ 0.00
T.D. Jakes/Bishop Paul M	Sun-Sun 06:00AM-11:30AM	6	12	72	\$ 0.00	0.4	*	31	\$ 0.00	\$ 0.00	\$ 0.00
NIK The Wild Thornberrys/Cat	Mon-Fri 05:00PM-12:00AM	1	0	0	\$ 50.00	###	0.0	1944,057	\$ 0.04	\$ 0.00	\$ 0.00
UNI Various	Wed-Sun 08:00AM-12:00AM	20	12	240	\$ 20.00	0.3	*	72.0	\$ 4,800.00	\$ 66.67	\$ 61.73
ESP NFL PRIME TIME/VARIOI	Sun-Sun 06:30PM-07:30PM	1	12	12	\$ 95.00	3.7	44.0	48	\$ 1,140.00	\$ 25.91	\$ 23.98
COLL FTBL-SAT	Sat-Sat 07:00PM-10:00PM	1	12	12	\$ 80.00	2.3	27.6	30	\$ 960.00	\$ 34.78	\$ 32.23

Schedule Computations 12 Weeks  
 Households Multi-Zone Population: 108,065

Network	Total Spots	Avg. Rate	Reach	Freq.	GRP's	CPP
BET	372	0.00	4.2	21.1	88.8	0.00

\* - Denotes

m(s).



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# CABLESCAN™

## Package Plan - Proposal Summary Roll-Up

WICHITA-HUTCHSN DMA RP Nov 2000

Page: 3

Salesperson	SALLY LIEBST	Flight Dates	10/01/01 to 12/23/01	Zones:	WICHITA
Agency	Gordon Funk	Flight Wks:	12		
Buyer	PROJECT ACCESS	Lengths	30,		
Advertiser		Dayparts	C,D,WK,FF,SS,B,E,B,F		
Product		Rate Card	2001 RATE CARD		
Package Number:	2:793	Date Due	9/17/01	Multi-Zone HH Population	108,065
CMT	144	4.5	8.0	36.0	13.33
FAM	276	4.57	9.9	111.6	11.29
LIF	24	50.00	2.8	33.6	35.71
NIK	228	2.11	13.0	258.0	1.86
SFI	12	25.00	3.2	13.2	22.73
TNT	144	16.67	7.8	105.6	22.73
TWC	36	16.00	3.9	36.0	16.00
WTBS	84	24.29	6.2	72.0	28.33
UNI	240	20.00	18.0	72.0	66.67
ESP	24	87.50	3.4	72.0	29.17

### MULTI-ZONE QUICKSCAN SUMMARY

Totals: Spots: 1,584 Reach: 70.5 Frequency: 12.7 GRP's: 898.8 Cost: \$15,636.00

Market Penetration for Cable = 69%. 69/24 WICHITA System Penetration = 24% of WICHITA-HUTCHSN DMA RP. HUTS/PUTs adjusted to 24%. Cable systems' performance is based on the portion of the cable universe the system represents: 35%.

\* - Denotes

m(s).



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## U.S. Census Bureau

## State and County QuickFacts

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 Sedgwick County, Kansas

4A


























Kansas counties - [view map](#)




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USA QuickFacts[Locate a county by place name](#)Follow the  link for  
definition and source information.[Browse more data sets for Sedgwick County, Kansas](#)

	People QuickFacts	Sedgwick County	Kansas
	Population, 2000	452,869	2,688,418
	Population, percent change, 1990 to 2000	12.2%	8.5%
	Persons under 5 years old, percent, 2000	7.9%	7.0%
	Persons under 18 years old, percent, 2000	28.2%	26.5%
	Persons 65 years old and over, percent, 2000	11.4%	13.3%
	White persons, percent, 2000 (a)	79.4%	86.1%
	Black or African American persons, percent, 2000 (a)	9.1%	5.7%
	American Indian and Alaska Native persons, percent, 2000 (a)	1.1%	0.9%
	Asian persons, percent, 2000 (a)	3.3%	1.7%
	Native Hawaiian and Other Pacific Islander, percent, 2000 (a)	0.1%	Z
	Persons reporting some other race, percent, 2000 (a)	4.2%	3.4%
	Persons reporting two or more races, percent, 2000	2.8%	2.1%
	Female population, percent, 2000	50.6%	50.6%
	Persons of Hispanic or Latino origin, percent, 2000 (b)	8.0%	7.0%
	White persons, not of Hispanic/Latino origin, percent, 2000	76.4%	83.1%
	High school graduates, persons 25 years and over, 1990	208,452	1,272,664
	College graduates, persons 25 years and over, 1990	56,119	330,377
	Housing units, 2000	191,133	1,131,200
	Homeownership rate, 2000	66.2%	69.2%
	Households, 2000	176,444	1,037,891
	Persons per household, 2000	2.53	2.51
	Households with persons under 18 years, percent, 2000	37.0%	35.5%
	Median household money income, 1997 model-based estimate	\$40,875	\$36,488
	Persons below poverty, percent, 1997 model-based estimate	11.3%	10.9%
	Children below poverty, percent, 1997 model-based estimate	17.0%	15.4%

	Business QuickFacts	Sedgwick County	Kansas
	Private nonfarm establishments with paid employees, 1998	11,776	74,019
	Private nonfarm employment, 1998	232,884	1,081,941
	Private nonfarm employment, percent change 1990-1998	15.3%	21.0%

Nonemployer establishments, 1997	23,846	154,619
Manufacturers shipments, 1997 (\$1000)	10,638,666	46,296,431
Retail sales, 1997 (\$1000)	4,265,426	22,571,918
Retail sales per capita, 1997	\$9,711	\$8,627
Minority-owned firms, 1992	1,556	7,244
Women-owned firms, 1992	10,796	66,429
Housing units authorized by building permits, 1999	2,433	15,682
Federal funds and grants, 1999 (\$1000)	2,446,879	14,447,020
Local government employment - full-time equivalent, 1997	14,895	118,302

Geography QuickFacts		Sedgwick County	Kansas
Land area, 2000 (square miles)		999	81,815
Persons per square mile, 2000		453.3	32.9
Metropolitan Area		Wichita, KS MSA	

(a) Includes persons reporting only one race.

(b) Hispanics may be of any race, so also are included in applicable race categories.

FN: Footnote on this item for this area in place of data

NA: Not available

D: Suppressed to avoid disclosure of confidential information

X: Not applicable

S: Suppressed; does not meet publication standards

Z: Value greater than zero but less than half unit of measure shown

#### Data Quality Statement

What do you think of our new QuickFacts? Send comments to [quickfacts@lists.census.gov](mailto:quickfacts@lists.census.gov)

Source U.S. Census Bureau: State and County QuickFacts. Data derived from Population Estimates, 2000 Census of Population and Housing, 1990 Census of Population and Housing, Small Area Income and Poverty Estimates, County Business Patterns, 1997 Economic Census, Minority- and Women-Owned Business, Building Permits, Consolidated Federal Funds Report, 1997 Census of Governments

Last Revised: Friday, 07-Sep-2001 13:26:59 EDT

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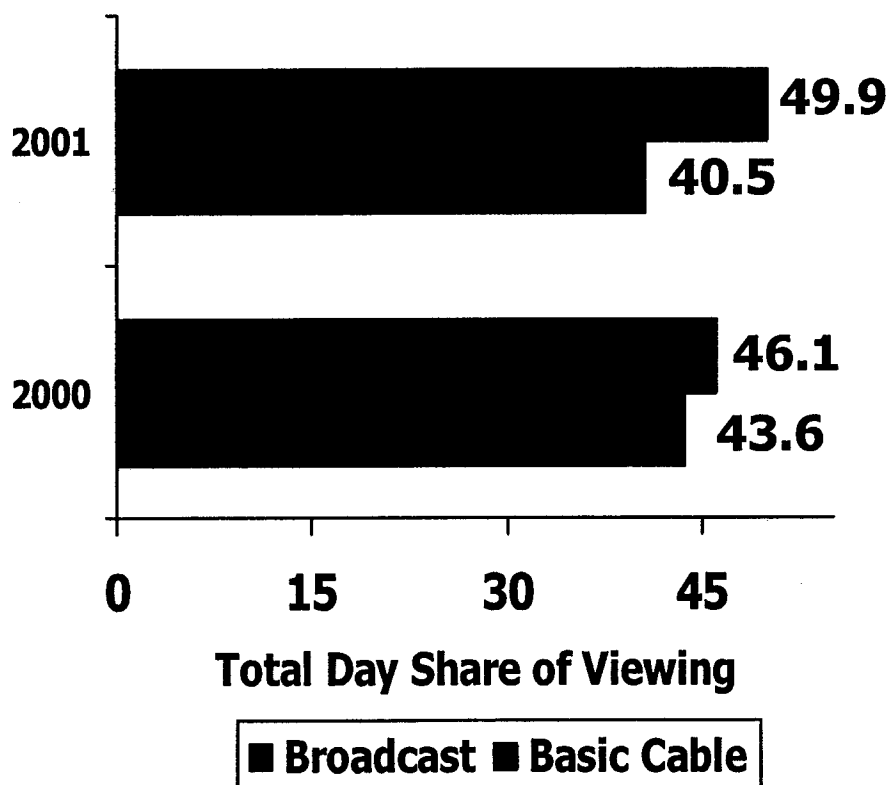
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# ***cable viewing SOARS in August '01!***

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**Finishing just under the 50 share mark, basic cable records its best August ever!**

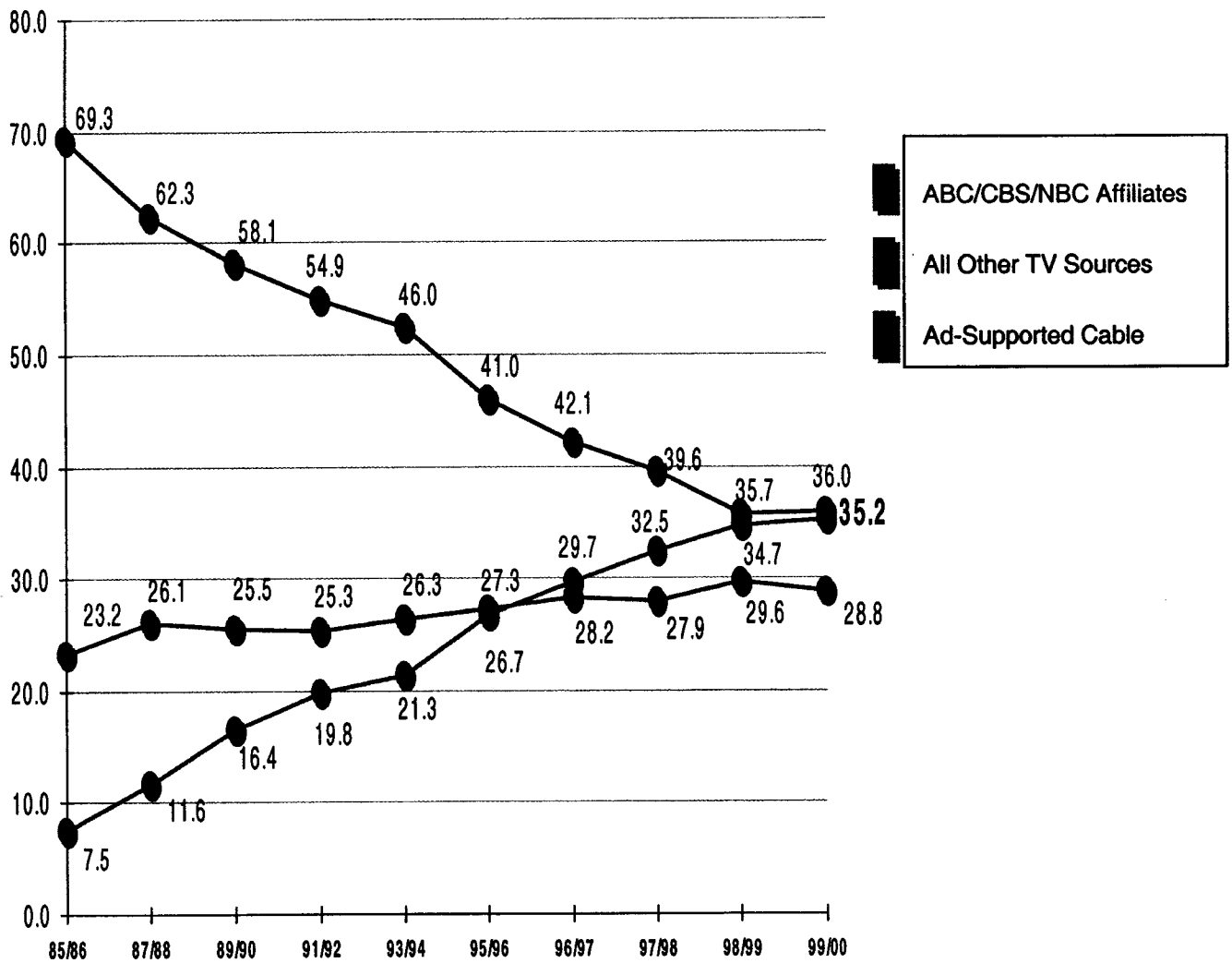


Over the five-week period July 30 - Sept. 2, **basic cable registered a 49.9 share, up 8.2%** from the same period last year. At the same time, the seven broadcast networks share decreased 7.1% from a 43.6 to 40.5.

# viewers hip trends

You can see where the audience is going...

Total TV HH Universe - Primetime



...shouldn't your message be there to meet them?

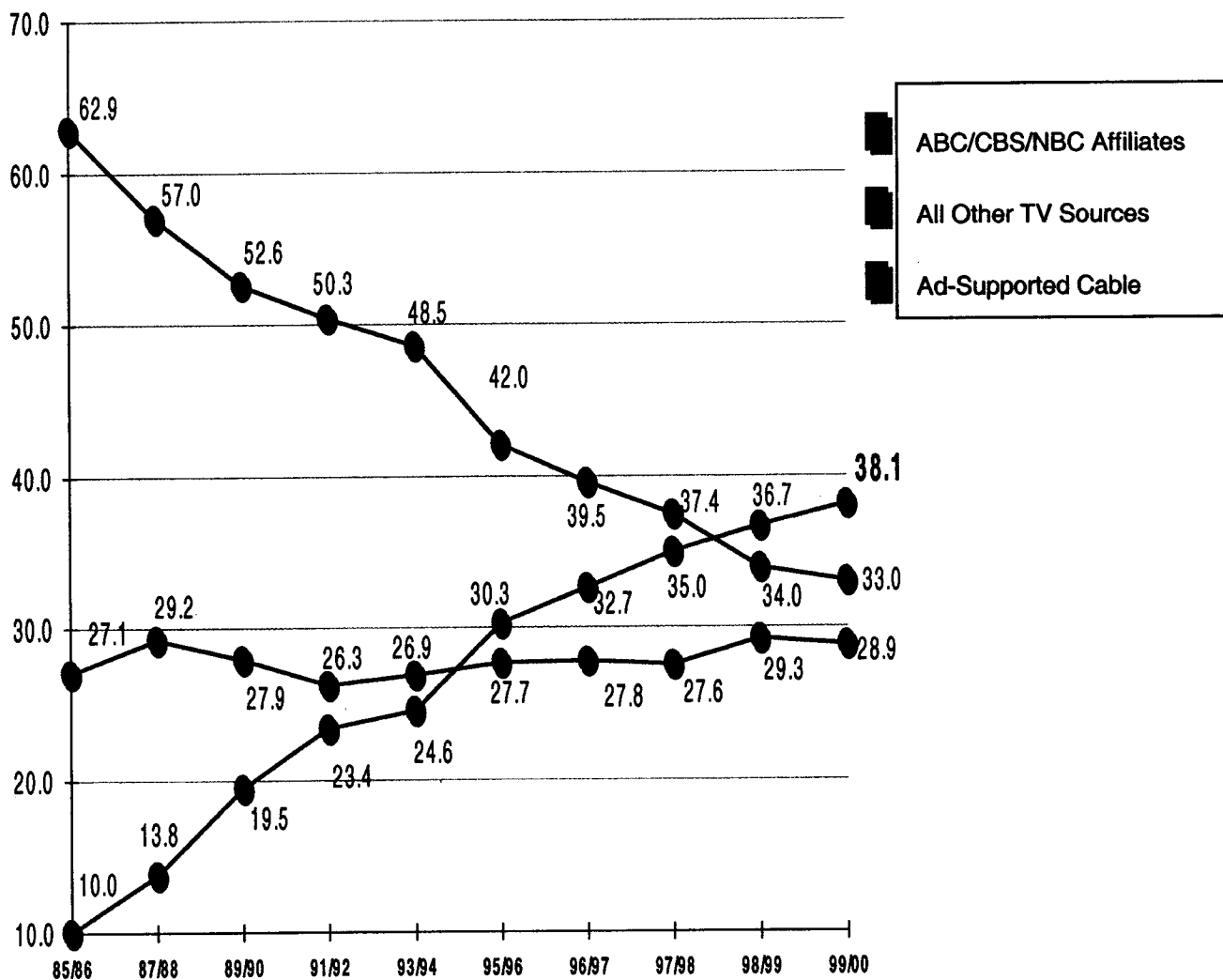


Source: NHI Quarterly NCAR - October thru September of each year

# viewers hip trends

You can see where the audience is going...

Total TV HH Universe - Total Day



...shouldn't your message be there to meet them?

Source: NHI Quarterly NCAR - October thru September of each year

