



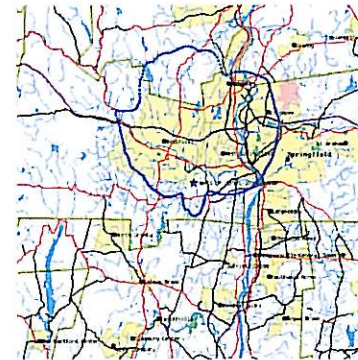
The Springfield Hispanic Market

Over The Air Coverage

Hispanic DMA Rank [1]

#61 **Hispanic DMA**
(Ranking by TV HHs)

90,000 Hispanic Persons 2+
13.8% of the DMA



Hispanic Income & Consumer Spending [2]

Hispanic
Disposable
HH Income

\$37,868

Hispanic
Consumer
Spending

\$1.1 Bil.

Cable Coverage



Source: [1] 2011 Nielsen Universe Estimates; [2] Global Insight – 2009 Hispanic Market Monitor

