

Nielsen



I/AUDIT™

This report is a standard, verifiable means for Web sites to report traffic to advertisers and media buyers/planners in order to facilitate effective placement of advertising.

I/PRO certifies that these results are an independent, accurate, and complete summary of this web site's activity.

Nielsen I/PRO I/AUDIT is based on census analysis of raw log files provided by the site. I/AUDIT is a consistent, conservative report of site activity that is reviewed and verified by I/PRO's Audit Analysts.

SUMMARY OF SITE ACTIVITY



Arizona Central

Phoenix Newspapers • 200 East Van Buren St. • Phoenix, AZ 85004 • 602.271.8248 • www.azcentral.com

Site Content

Site content description not available.

Arizona Central	JULY 1996
▶ VISITS	Indicates the number of times visitors came to your site
TOTAL	56,757
AVERAGE PER DAY	1,831
AVERAGE VISIT LENGTH	8:33 minutes
▶ PAGES	Indicates the extent of a visitor's interaction with the site
TOTAL VIEWED	381,538
AVERAGE VIEWED PER VISIT	6.7 pages

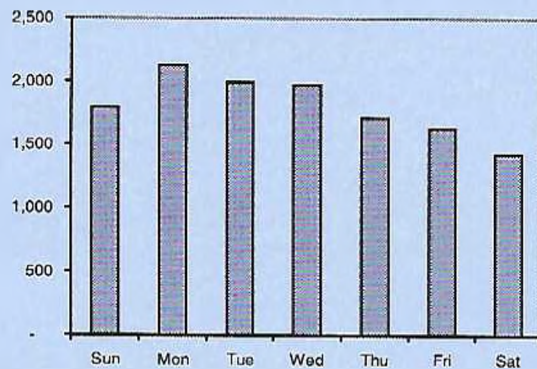


AFFIDAVIT

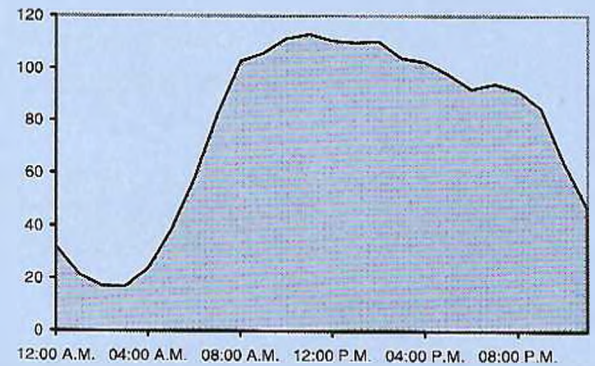
Internet Profiles Corporation

WEB SITE VISIT SUMMARY

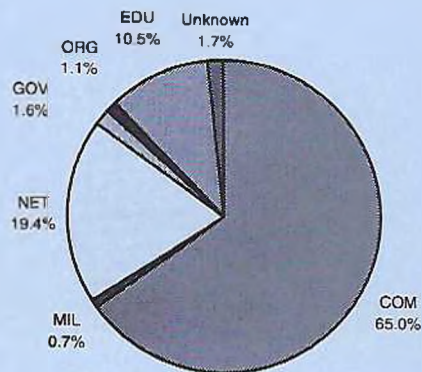
Peak Activity — visits by day of the week



Peak Activity — visits by time of day (MST)



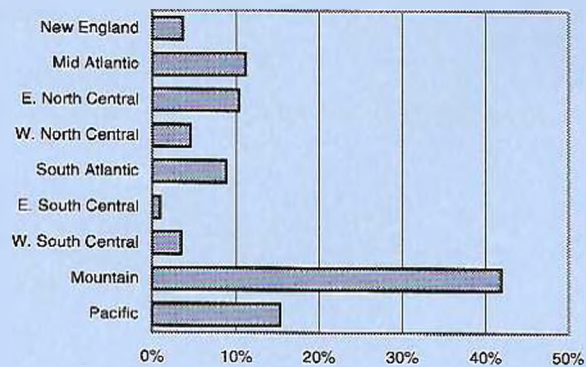
US Industry Overview



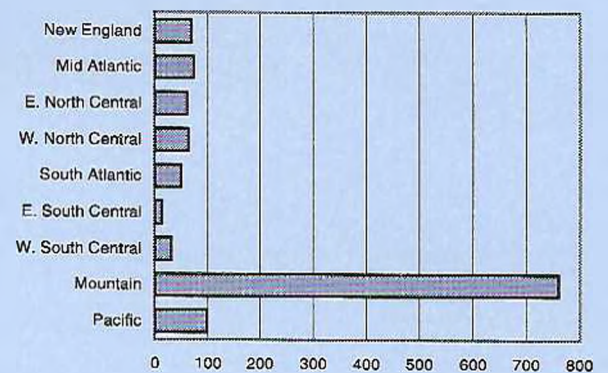
Global Geographic Overview

COUNTRY	PERCENTAGE
United States	91.0%
Canada	1.8%
Australia	0.7%
Netherlands	0.5%
Japan	0.4%
United Kingdom	0.3%
Germany	0.3%
All Other Countries	2.1%
Unknown	2.9%
	100.0%

US Regional Activity (% of total activity)*



US Regional Index (activity ÷ population x 100)*



* National access providers and on-line services excluded.

TOP 50 PAGES VIEWED

Arizona Central, July 1996

PAGE NAMES	DESCRIPTIONS	TOTAL PAGES VIEWED	AVG. DAILY PAGES VIEWED
/pni-bin/megajen		133,750	4,315
/	Home Page	28,480	919
/cgi-bin/hbc/wax	HBC: Location Map and Descriptions	27,493	887
/pni-bin/liller		25,090	809
/advert/class/search.html	Arizona Central: Job Search	13,584	438
/flash.html	Arizona Central: FLASH	6,060	195
/features.html	Arizona Central: FEATURES	4,249	137
/fun.html	Arizona Central: FUN	3,119	101
/depts/work/workpl.html	Arizona Central: WORK PL.	2,973	96
/depts/lodging/lodging.html	Arizona Central lodging	2,658	86
/depts/comics/comics.html	Arizona Central comics!	2,639	85
/depts/dest/destinations.html	Arizona Central: Destinations	2,598	84
/advert/class/	Classifieds	2,554	82
/pni-bin/hbc/wax	HBC: Location Map and Descriptions	2,462	79
/index.html	Home Page	2,432	78
/depts/work/employ.html	WORK PL.: Employment Office	2,114	68
/depts/golf/search.shtml	Course Surfer	1,984	64
/depts/compute/intro.html	Computing Online	1,867	60
/advert/hbc/index.html	Arizona Central: Home Buying Choices	1,866	60
/cgi-bin/net.Thread/bin/net.Thread.pl	Arizona Central Message Boards	1,832	59
/depts/golf/azgolf.html	Arizona Central: Arizona Golf Guide	1,632	53
/depts/dest/maps/maps.html	Maps	1,612	52
/help/azpress.html	Press Release	1,609	52
/flash/militia/militia.html	Phoenix bombing plot	1,587	51
/advert/hbc/	Arizona Central: Home Buying Choices	1,577	51
/pni-bin/tvwi/tvcgi/_SelectLineup	Arizona Central On Line TV Listings	1,568	51
/advert/class/info.html	Classifieds Information	1,558	50
/pni-bin/tvwi/tvcgi	Arizona Central On Line TV Listings	1,219	39
/depts/dest/factsheet/faqindex.html	Arizona Factsheet	1,135	37
/depts/work/abg.html	WORK PL.: Arizona Business Gazette	1,111	36
/depts/dining/dining.html	Arizona Central Dining	1,057	34
/pni/tvwelcome.html	Welcome to the Interactive TV Listings	1,051	34
/depts/dest/interests/expeditions.html	Destinations: Expeditions	1,029	33
/depts/dest/top10/topsites.html	AZCentral Destinations: Top Attractions	983	32
/depts/taste/	Taste the Town	898	29
/depts/dest/where/whereabouts.html	Arizona Central Whereabouts	887	29
/depts/work/pubs/smbiz/table.shtml	Small Business Book, Table of Contents	797	26
/depts/dbacks/dbacks.html	Arizona Central - Diamondbacks	769	25
/advert/winners/intro.html	Welcome to Web Winners!	747	24
/depts/work/riqthot.html	Hot Topic	723	23
/depts/lodging/area-metro.shtml	AZ Central Accommodations: Metro Corridor	720	23
/cgi-bin/net.Thread/bin/net.Thread.pl/message/8	Real Estate Forum	707	23
/depts/lodging/area-canyon.shtml	AZ Central Accommodations: Canyon Country	692	22
/flash/symington/indict.html	Symington indicted	691	22
/flash/oly/index.html	Arizona's Olympians	654	21
/cgi-bin/hbc/mort.pl	Mortgage Calculation	649	21
/cgi-bin/net.Thread/bin/net.Thread.pl/message/14	Gab Room	623	20
/depts/dining/	Arizona Central Dining	617	20
/pni/survey.html	Tell us what you think!	617	20
/depts/dest/maps/azhwy.shtml	AZ Highways	583	19
TOTAL		299,906	
% OF TOTAL PAGES VIEWED		78.6%	



This report is part of the Nielsen I/PRO I/AUDIT for this site.

WEB SITE VISITORS — BY ORGANIZATION

TOP 50 ORGANIZATIONS	NUMBER OF VISITS	DAILY AVERAGE	STATE OR COUNTRY	INTERNET HIERARCHY
America Online, Inc.	14,143	456	VA	COM
PrimerNet	1,824	59	AZ	COM
Arizona State University	1,818	59	AZ	EDU
AT&T EasyLink Services	1,411	46	NJ	NET
NETCOM	1,401	45	CA	COM
GoodNet, LLC.	1,273	41	AZ	COM
CompuServe Inc	1,131	36	OH	COM
Netzone, Inc	750	24	AZ	COM
Microsoft Network	687	22	WA	NET
MCI Telecommunications	679	22	VA	NET
Internet Direct, Inc.	559	18	AZ	COM
Prodigy Services Co	546	18	NY	COM
UUNET Technologies, Inc.	433	14	VA	NET
Global Network Navigator, Inc.	406	13	CA	COM
Motorola Inc	406	13	IL	COM
GetNet	371	12	AZ	COM
Intel Corp	354	11	CA	COM
Tucson Newspapers	349	11	AZ	COM
Honeywell Inc	348	11	MN	COM
Apex Global Information Services Inc.	341	11	MI	NET
Systems Solutions Inc	299	10	AZ	COM
Concentric Research Corporation (CRC)	262	8	MI	NET
SprintLink Internetworking Services	224	7	VA	NET
Arizona Macintosh Users Group	217	7	AZ	ORG
Arizona Public Service Co.	211	7	AZ	COM
Carl Hayden High School	209	7	AZ	EDU
WestNet	205	7	CO	NET
UUNET Communications Services	203	7	VA	NET
Maricopa Community College District	199	6	AZ	EDU
Dancris Telecom	196	6	AZ	COM
University of Arizona	191	6	AZ	EDU
Nova Star, Inc	181	6	AZ	COM
University of Washington	180	6	WA	EDU
Hewlett-Packard Co	173	6	CA	COM
Performance Systems International Inc.	173	6	VA	NET
NRZI Data, Inc.	171	6	AZ	COM
Reseaux IP Europeens - Network Coordination Centre	169	5	Netherlands	NET
InfliNet Computing and Design	165	5	AZ	COM
Crossroads Communications	160	5	AZ	COM
New England Academic and Research Network	151	5	MA	NET
Erols	144	5	DC	COM
International Discount Telecommunications	143	5	NJ	NET
The Pipeline Network, Inc.	141	5	NY	COM
Well Fargo Bank Na	140	5	CA	COM
Maricopa County	133	4	AZ	GOV
Bull HN Information Systems Inc.	128	4	MA	COM
America Online, Inc.	126	4	VA	NET
Woln Computer Services	120	4	AZ	NET
General Electric Co	117	4	PA	COM
International Business Machines	116	4	NY	COM
TOTAL	34,477			
% OF TOTAL SITE VISITS	60.7%			

WEB SITE TRAFFIC

Visits	A sequence of requests made by one user at one site. If a visitor does not request any new information for a period of time, known as the "time-out" period, then the next request by the visitor is considered a new visit. To enable comparisons among sites, I/PRO uses a 30-minute time-out.	Visits	The gross number of occasions on which a user looked up X site or domain during Y time.
Unique Users	The number of different individuals who visit a site within a specific time period. To identify unique users, Web sites need an unique identifier, which may be obtained through some form of user registration or identification system.	Users	The number of different people visiting X site or domain during Y time.
		Identified Users	Demographic measures of visits or users relating to X site or domain during Y time.

CONTENT MEASUREMENT

Pages	All Web sites are collections of electronic "pages." Each Web page is an HTML (Hyper Text Markup Language) document that may contain text, images, or media objects. A page can be either static or dynamically generated. All frames and frame parent documents are counted as pages.	Pages	The gross number of pages downloaded from X site or domain during Y time. <i>*Coalition for Advertising Supported Information and Entertainment</i>
Pages Viewed	Number of pages requested and, presumably, seen by all visitors of a given site.		

ADVERTISING MEASUREMENT

Ad Views	The number of times an ad banner is downloaded and presumed to be seen by visitors. If the same ad appears on multiple pages simultaneously, ad views may understate the number of ad impressions due to browser caching. Corresponds to net impressions in traditional media.
Page Views	The number of times a user requests a page which may contain a particular ad. Indicative of the number of times an ad was potentially seen, or "gross impressions." Page views may overstate ad impressions if users choose to turn off graphics (often done to speed browsing).

RESPONSE ANALYSIS

Ad Clicks	The number of times users "click" on an ad banner to request additional information from the advertiser. Typically, users are directed ("linked") to the advertiser's Web site.
Ad Click Rate	The number of ad clicks as a percentage of ad views. This is the response rate for a specific advertising campaign.
Page Click Rate	The number of ad clicks as a percentage of page views.



785 Market Street, 13th Floor • San Francisco, CA 94103
415.975.5800 • FAX 415.975.5818 • <http://www.ipro.com> • info@ipro.com

Copyright © 1996 Internet Profiles Corporation. All rights reserved. Nielsen I/PRO I/AUDIT™ is a trademark of Internet Profiles Corporation.

