



Professional Advertising Systems Inc.  
70 Memorial Plaza  
Pleasantville, NY 10570

## Merge/Purge State Counts

Job: 1      SAMPLE CUSTOMER

04/20/01

### Step Number 9

SCF Range	State	Input	Suppress	DMA	Inter	Intra	Uniques	Multis	Net	% Retained
010 027	MASSACHUSETTS	4,325	61	28	98	1	4,053	90	4,143	95.79%
028 029	RHODE ISLAND	628	7	4	5	0	607	5	612	97.45%
039 049	MAINE	660	8	5	22	0	609	20	629	95.30%
060 069	CONNECTICUT	2,157	31	21	32	0	2,051	28	2,079	96.38%
070 089	NEW JERSEY	6,094	93	28	129	2	5,742	116	5,858	96.13%
100 149	NEW YORK	2	0	0	0	0	2	0	2	100.00%
150 196	PENNSYLVANIA	7,725	102	61	115	0	7,340	111	7,451	96.45%
197 199	DELAWARE	537	9	6	8	0	509	7	516	96.09%
201 201	VIRGINIA	401	8	4	12	0	368	11	379	94.51%
206 219	MARYLAND	3,884	61	36	77	1	3,647	72	3,719	95.75%
220 246	VIRGINIA	4,407	58	30	108	1	4,109	105	4,214	95.62%
247 268	WEST VIRGINIA	825	13	4	11	0	786	11	797	96.61%
270 289	NORTH CAROLINA	4,551	70	30	105	2	4,252	100	4,352	95.63%
290 299	SOUTH CAROLINA	2,528	37	14	80	0	2,317	80	2,397	94.82%
300 319	GEORGIA	4,561	57	26	97	0	4,294	93	4,387	96.19%
320 339	FLORIDA	8,547	101	51	102	2	8,207	96	8,303	97.15%
341 349	FLORIDA	1,869	27	10	35	0	1,768	31	1,799	96.25%
350 369	ALABAMA	2,324	34	12	56	1	2,168	55	2,223	95.65%
370 385	TENNESSEE	3,439	43	20	111	0	3,161	108	3,269	95.06%
386 397	MISSISSIPPI	1,274	20	6	34	0	1,181	33	1,214	95.29%
400 427	KENTUCKY	2,640	33	17	105	1	2,388	100	2,488	94.24%
430 459	OHIO	7,942	93	58	201	0	7,404	194	7,598	95.67%
460 479	INDIANA	4,544	74	38	175	0	4,093	170	4,263	93.82%
480 499	MICHIGAN	4,461	27	46	190	1	4,013	186	4,199	94.13%
500 528	IOWA	1,873	31	16	68	0	1,701	63	1,764	94.18%
530 549	WISCONSIN	3,093	40	24	38	1	2,952	38	2,990	96.67%
550 567	MINNESOTA	3,587	31	45	111	1	3,294	107	3,401	94.81%
570 577	SOUTH DAKOTA	468	4	6	12	0	434	12	446	95.30%
580 588	NORTH DAKOTA	462	7	4	8	2	433	8	441	95.45%
590 599	MONTANA	534	12	8	23	0	472	21	493	92.32%
600 629	ILLINOIS	8,066	99	70	231	2	7,449	223	7,672	95.12%
630 658	MISSOURI	4,184	67	43	123	2	3,837	118	3,955	94.53%
660 679	KANSAS	2,184	28	26	60	0	2,010	60	2,070	94.78%
680 693	NEBRASKA	1,146	21	14	21	1	1,068	21	1,089	95.03%
700 714	LOUISIANA	2,379	34	19	70	0	2,190	68	2,258	94.91%
716 729	ARKANSAS	1,232	24	9	18	0	1,166	17	1,183	96.02%



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<i>SCF Range</i>		<i>State</i>	<i>Input</i>	<i>Suppress</i>	<i>DMA</i>	<i>Inter</i>	<i>Intra</i>	<i>Uniques</i>	<i>Multis</i>	<i>Net</i>	<i>% Retained</i>
730	731	OKLAHOMA	758	8	3	19	0	710	18	728	96.04%
734	749	OKLAHOMA	1,497	14	16	45	0	1,380	44	1,424	95.12%
750	799	TEXAS	12,963	153	65	383	4	11,999	371	12,370	95.43%
800	816	COLORADO	3,344	58	50	98	2	3,047	95	3,142	93.96%
820	831	WYOMING	309	4	4	8	0	285	8	293	94.82%
832	838	IDAHO	804	9	11	13	0	762	11	773	96.14%
840	847	UTAH	1,707	22	12	31	0	1,617	29	1,646	96.43%
850	865	ARIZONA	3,499	41	46	118	0	3,178	116	3,294	94.14%
870	884	NEW MEXICO	1,051	17	13	27	0	970	26	996	94.77%
889	898	NEVADA	1,452	40	10	48	0	1,310	46	1,356	93.39%
900	961	CALIFORNIA	21,562	335	151	372	3	20,382	351	20,733	96.16%
970	979	OREGON	2,395	40	33	49	0	2,228	47	2,275	94.99%
980	994	WASHINGTON	3,552	56	37	72	1	3,323	69	3,392	95.50%
<i>Total</i>			164,426	2,262	1,290	3,974	31	153,266	3,809	157,075	95.53%