

# DVD. TIVO. DVR. NNN. THE TOP 4 WAYS TO SKIP TV COMMERCIALS.

## NNN. THE OTHER NATIONAL NETWORK.

The price of network TV continues to rise, while ratings decline and people turn to alternative media in droves—like newspapers. In 2003, newspaper spending grew 7x the rate of network TV. NNN



gives you the undivided attention of America's most educated, affluent adults: 100MM+ readers daily. As a partnership of 1,600 newspapers, we strengthen brands in a way TV can't.

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Sources: Wall Street Journal, March 8, 2004, and 2003 NNN Database.