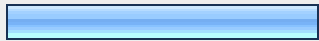

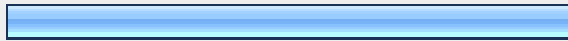


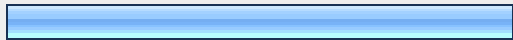

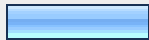


# Customer Survey

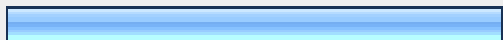
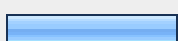
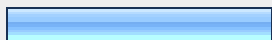
## 1. Do you expect your 2008 B2B marketing / communication's budget to increase, decrease or remain approximately the same for 2008?

		Response Percent	Response Count
Increase		33.6%	45
Decrease		6.0%	8
<b>Remain the same</b>		<b>60.5%</b>	81
		<b>answered question</b>	<b>134</b>
		<b>skipped question</b>	<b>1</b>

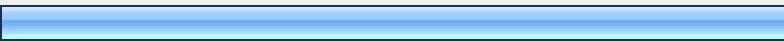
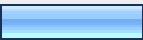
## 2. What is the approximate ratio of spending that you expect to make in print vs. digital media? (check the ONE that best applies)

		Response Percent	Response Count
100% Print		5.3%	7
100% Digital		3.0%	4
<b>75% Print / 25% Digital</b>		<b>54.6%</b>	72
50% Print / 50% Digital		21.2%	28
25% Print / 75% Digital		15.9%	21
		<b>answered question</b>	<b>132</b>
		<b>skipped question</b>	<b>3</b>



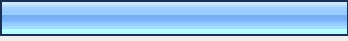
## 3. Which statement best describes your digital media planning process for 2008? (check the ONE that best applies)

		Response Percent	Response Count
<b>I will plan my investment one time for the year</b>		<b>53.8%</b>	71
I will purchase digital media month to month		18.2%	24
I will purchase digital media quarterly		28.0%	37
		<b>answered question</b>	<b>132</b>
		<b>skipped question</b>	<b>3</b>

4. Do you expect the media sales representatives that you work with to provide you with fully integrated (print & digital) communications for 2008?

		Response Percent	Response Count
Yes		84.9%	112
No		15.2%	20
<i>answered question</i>			<b>132</b>
<i>skipped question</i>			<b>3</b>

5. Would you be more predisposed to work with a media company that will provide you with a communications proposal that effectively combines print & digital media, along with Web site knowledge centers, digital landing page drivers and performance metrics...all at one monthly price?

		Response Percent	Response Count
Yes		44.3%	54
No		18.0%	22
I don't know, but I would be very interested in seeing such a plan		37.7%	46
<i>answered question</i>			<b>122</b>
<i>skipped question</i>			<b>13</b>

6. What is the single most important thing that a publishing sales representative can provide to you with regard to your B2B planning for 2008?

		Response Count
		108
<i>answered question</i>		<b>108</b>
<i>skipped question</i>		<b>27</b>

7. Would you please provide us with a comment with your opinion of the direction of B2B media investment for 2008?

		Response Count
		81
<i>answered question</i>		<b>81</b>
<i>skipped question</i>		<b>54</b>

8. Thank you very much for completing this survey. If you would like to enter the drawing for a \$100 Home Depot gift card, please complete the following information. We will notify the winner via email.

		Response Percent	Response Count
Name	<input type="text"/>	100.0%	90
Email Address	<input type="text"/>	100.0%	90
		<i>answered question</i>	<b>90</b>
		<i>skipped question</i>	<b>45</b>