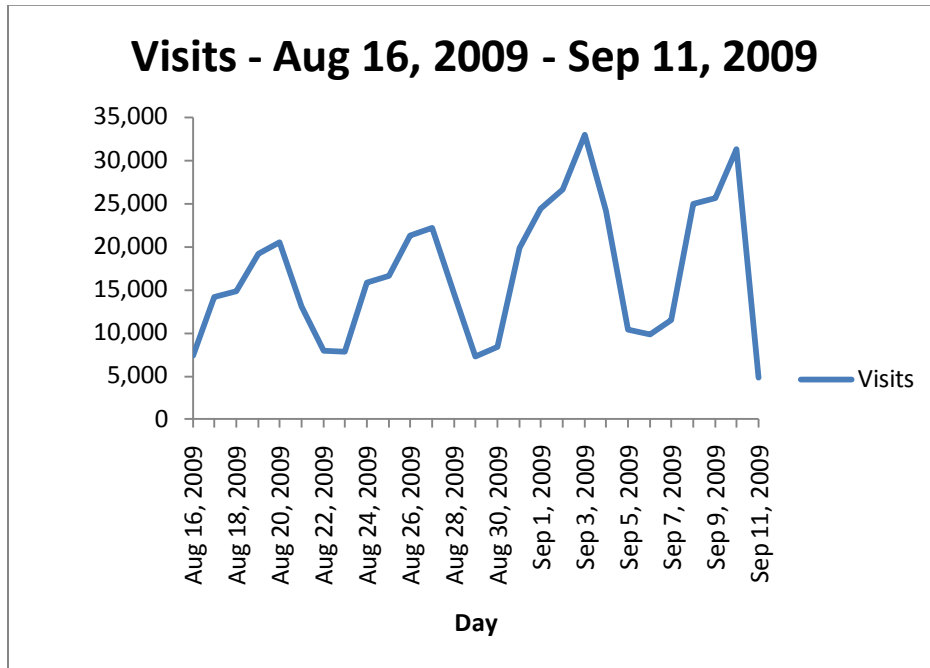
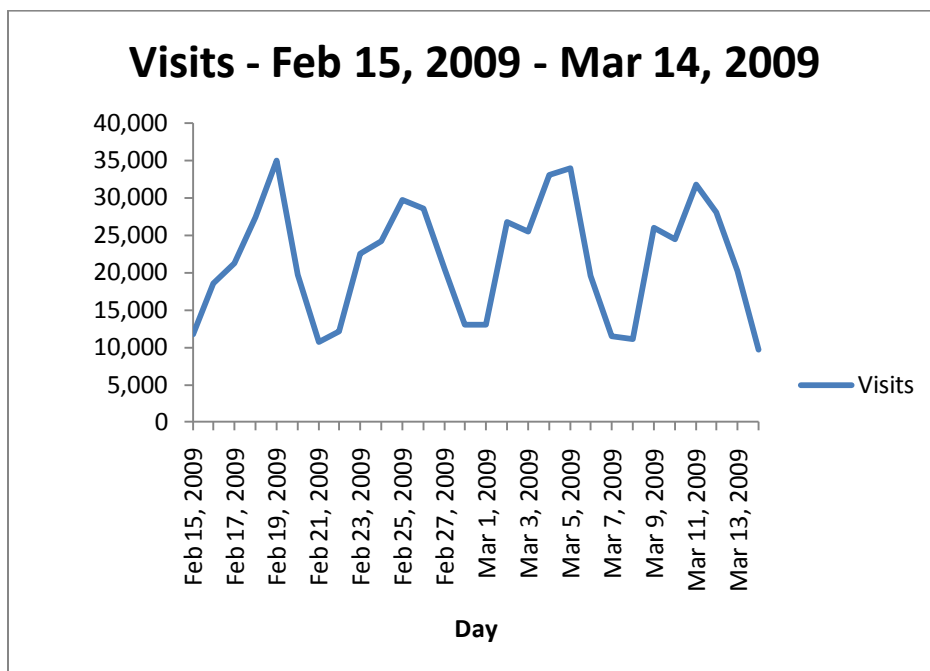


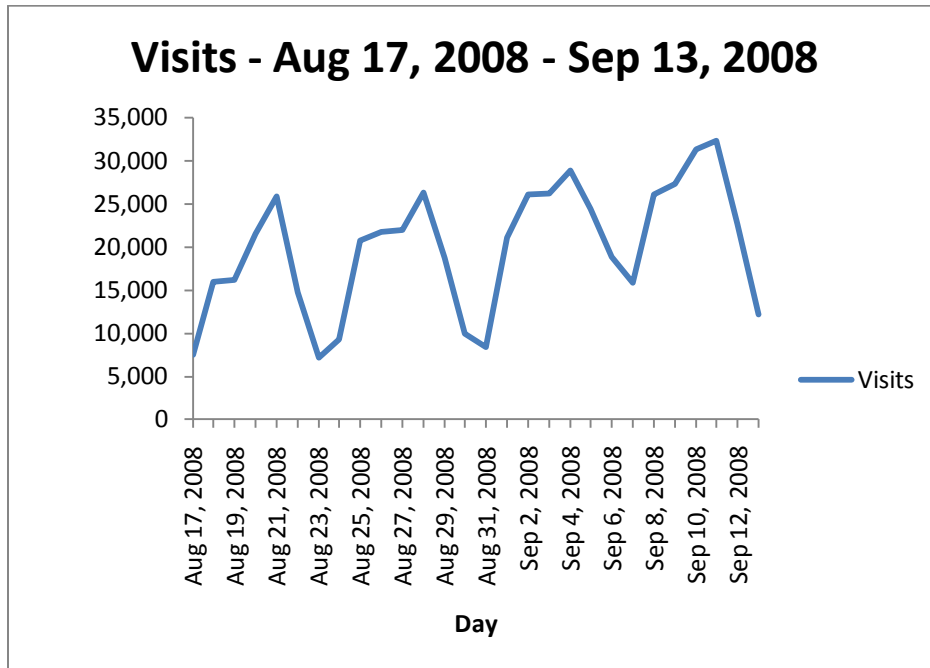
Site visits for the past 4 weeks. Weeks 3 & 4 show introduction of Daily Newsletter



Same time period, 6 months ago. Important to note that school is in session during this time. In the graph above, schools were not in session for the entire time period.



Same time period, one year ago. Again, schools are not in session for this full time period.



- Variance between peaks in graph 3 is not as severe as graph 1s.
- Graph 1 shows DN has boosted traffic consistently over past 2 weeks.
- Graph 2 is the one we need to beat. Getting consistent peaks, besting numbers of graph 2 are where we need to aim.
- 3 graphs show average traffic has dipped since last year (we knew this already). Weeks 3 & 4 in Graph 1 show hope for getting traffic trending upwards.

Over the next month we will be able to do much better comparative analysis of traffic and how the DN has impacted visits during “regular publishing hours” (ie, not during summer break).

PAGE VIEWS

2009: Sunday Aug. 23 thru Sat. Aug. 29 (Pre-newsletter traffic)

Day	Proxies	Reloads	Downloads	Page Views
Sunday	1,142	1,273	166	24,921
Monday	4,889	2,516	465	47,806
Tuesday	4,678	2,652	379	49,575
Wednesday	6,411	2,934	644	64,174
Thursday	7,310	2,800	405	63,540
Friday	5,805	2,270	271	44,637
Saturday	1,038	1,105	87	23,499

2008: Same time period as above. Note higher consistent traffic.

Hour	Proxies	Reloads	Downloads	Page Views
Aug 24, 2008	2,262	1,825	550	27,251
Aug 25, 2008	7,594	3,783	1,117	59,713
Aug 26, 2008	8,091	3,944	1,052	60,634
Aug 27, 2008	9,147	4,247	1,288	60,591
Aug 28, 2008	11,797	4,696	1,688	68,994
Aug 29, 2008	8,767	3,394	1,185	52,919
Aug 30, 2008	2,663	2,251	674	31,789

2009: Sunday Aug. 30 thru Saturday Sept. 5: First week of Daily newsletter

Day	Proxies	Reloads	Downloads	Page Views
Sunday	1,476	1,108	141	27,669
Monday	7,209	2,720	447	59,155
Tuesday	7,104	3,370	532	69,676
Wednesday	9,054	3,136	1,263	75,969
Thursday	11,609	3,255	850	90,500
Friday	7,767	2,888	1,087	64,446
Saturday	1,178	1,178	263	30,845

Visits -

2008: same time period. Note gains made above due to Newsletter.

Hour	Proxies	Reloads	Downloads	Page Views
Aug 31, 2008	3,055	1,773	637	26,029
Sep 1, 2008	6,619	4,025	719	67,803
Sep 2, 2008	10,819	4,397	674	70,333
Sep 3, 2008	12,092	5,809	828	75,413
Sep 4, 2008	13,038	6,831	866	81,286
Sep 5, 2008	9,618	4,770	623	65,120
Sep 6, 2008	6,041	5,044	1,354	69,981

2009: Sunday Sept. 6 thru Friday Sept 11 (only Friday morning): Second week of Daily

Day	Proxies	Reloads	Downloads	Page Views
Sunday	1,163	1,261	226	30,160
Monday (LABOR DAY.. OFFICE CLOSED)	2,232	1,793	303	36,196
Tuesday	8,128	3,516	791	72,049
Wednesday	8,476	3,053	793	73,377
Thursday	10,465	3,780	639	86,707
Friday	1,086	456	79	12,562
Saturday	0	0	0	0

2008: Same time period. Much higher traffic, but not sure when labor day was in '08.

Hour	Proxies	Reloads	Downloads	Page Views
Sep 7, 2008	4,042	4,167	749	54,690
Sep 8, 2008	11,255	6,209	1,041	76,300
Sep 9, 2008	11,848	5,832	1,088	78,916
Sep 10, 2008	13,567	7,125	2,288	89,203
Sep 11, 2008	17,313	7,520	1,107	97,238
Sep 12, 2008	10,322	4,953	687	64,269
Sep 13, 2008	3,719	2,972	333	37,558

Visits -