

INTERACTIVE AUDIT REPORT

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Publisher's Description: Proto.com is the online resource for business people looking for the latest local business news and information about metro Illinois. Its desired audience is made up of business people at companies located in metro Illinois or that conduct business in metro Illinois.

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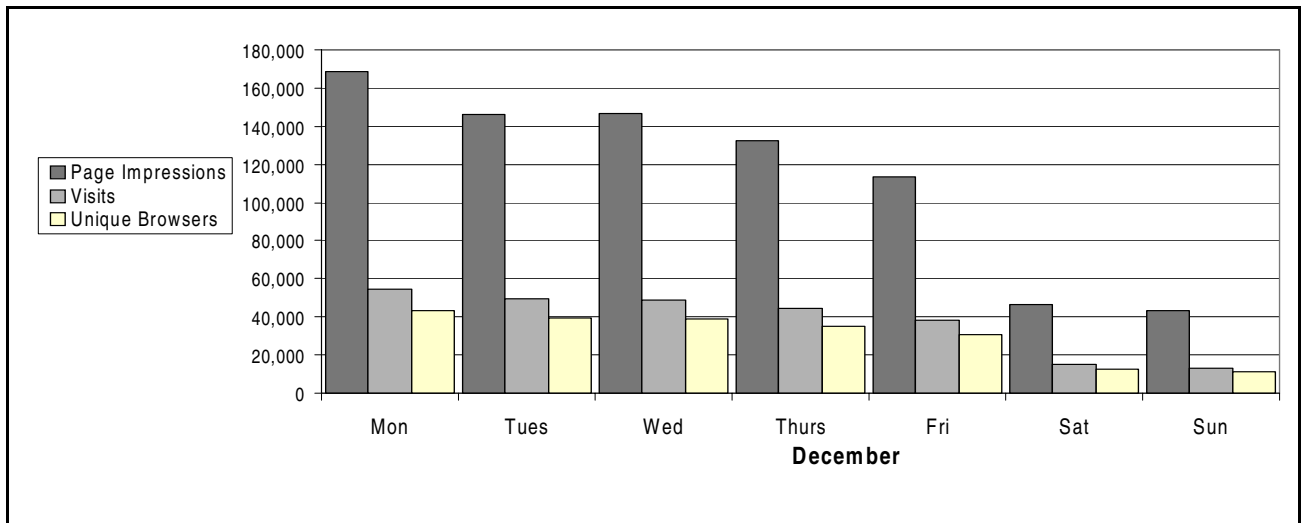
1a. AVERAGE NUMBER OF PAGE IMPRESSIONS, VISITS AND UNIQUE BROWSERS FOR ONE MONTH ENDED DECEMBER 31, 2013:

	Total	Daily Average	Mon. to Fri. Avg.	Sat. & Sun. Avg.
Page Impressions	3,583,047	115,582	140,170	44,894
Visits	1,186,770	38,283	46,737	13,978
Unique Browsers, See Par. 6	503,978	30,629	37,201	11,734

1b. AVERAGE NUMBER OF PAGE IMPRESSIONS PER VISITS: 3.0

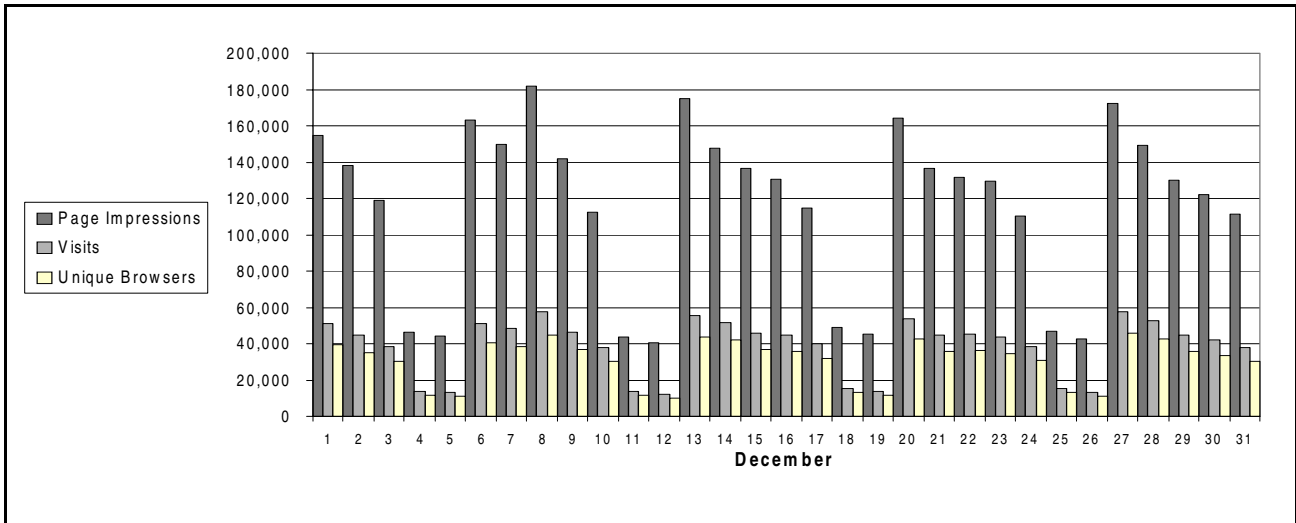
1c. AVERAGE NUMBER OF PAGE IMPRESSIONS PER UNIQUE BROWSERS: 7.1

2. AVERAGE DAILY USAGE BY DAY OF THE WEEK:

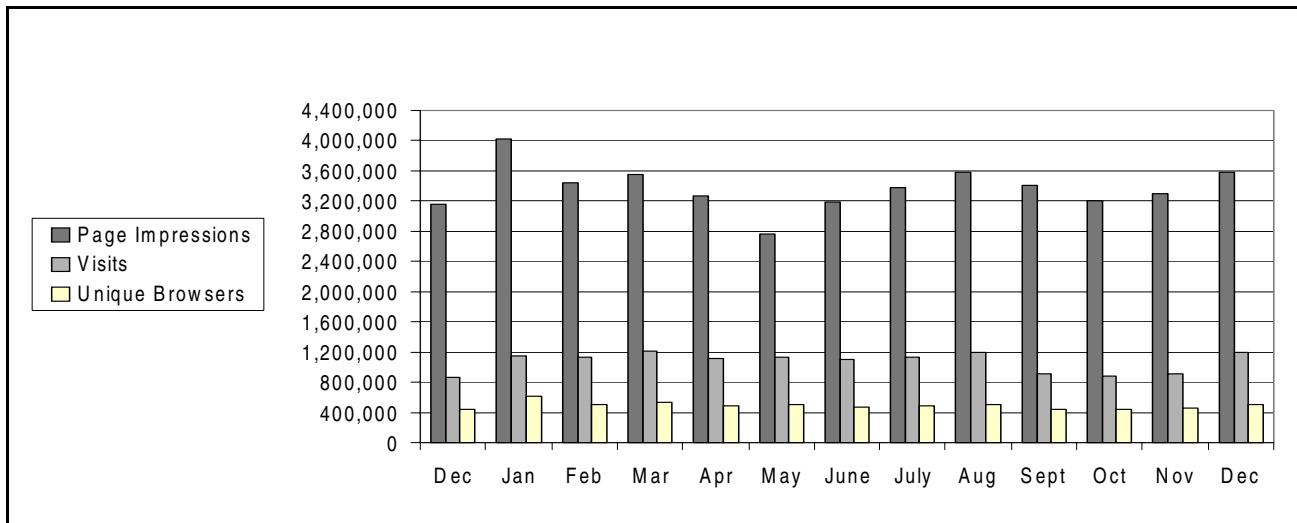


3a. TOTAL ACTIVITY BY DAY FOR ONE MONTH ENDED DECEMBER 31, 2013:

Date	Page Impressions	Visits	Unique Browsers	Date	Page Impressions	Visits	Unique Browsers	Date	Page Impressions	Visits	Unique Browsers
1	154,918	51,447	39,346	11	43,600	13,827	11,521	21	136,697	44,911	35,962
2	138,014	44,714	35,399	12	40,618	12,367	10,300	22	131,911	45,264	36,313
3	118,725	38,214	30,661	13	175,160	55,599	43,853	23	129,576	43,497	34,838
4	46,166	13,931	11,678	14	147,589	51,803	41,926	24	110,319	38,198	30,905
5	44,428	13,330	11,181	15	136,676	45,765	36,661	25	47,037	15,710	13,397
6	163,093	51,460	40,655	16	130,555	44,836	35,627	26	42,621	13,408	11,220
7	150,067	48,366	38,247	17	114,744	39,969	32,215	27	172,352	57,764	45,689
8	181,601	57,498	44,788	18	49,329	15,499	13,072	28	149,439	52,999	42,701
9	141,859	46,298	36,823	19	45,352	13,752	11,500	29	129,907	44,694	35,818
10	112,368	38,099	30,530	20	164,416	53,643	42,660	30	122,351	42,143	33,769
								31	111,559	37,765	30,234



3b. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED DECEMBER 31, 2013:



4. TOP 50 REQUESTED PAGES WITHIN THE SITE:

File Name	Page Impressions	Daily Average	% of Grand Total
frontpage:index	1,185,573	40,882	34.5
automotive_news_europe:index	163,581	5,641	4.8
clickshare:login	91,072	3,140	2.6
jobs:home/index.cfm?site_id=2164	41,912	1,445	1.2
breaking:index	41,885	1,444	1.2
superbowl:index	34,771	1,199	1.0
product:index	23,375	806	0.7
clickshare:subscriptionCenter	21,249	733	0.6
data_center:index	19,192	662	0.6
oem:index	18,324	632	0.5
jobs:c/ search_results.cfm?site_id=2164&quick=function dealers%20%2d%20 management	14,851	512	0.4
us_monthly_sales:index	13,801	476	0.4
retail:dealers:index	11,974	413	0.3
error:apps/pbcs.dll/article	11,824	408	0.3
video:20120214/VIDEO/302149803_autonews-now-f-150s-chinese- twin	10,005	345	0.3
video:20120208/VIDEO/302089725_autonews-now-toyota-demand- heats-up	9,648	333	0.3
video:20120207/VIDEO/302079979_autonews-now-chryslers-halftime- ad-flap	8,756	302	0.3
video:20120206/VIDEO/302069847_first-shift-2-6-12	8,475	292	0.2
video:20120228/VIDEO/302289909_first-shift-2-28-12	8,452	291	0.2
oem:20120202/OEM/120209969_honda-kia-fume-as-obama-saves- auto-show-love-for-u-s-makers	8,184	282	0.2
classifieds:index	7,703	266	0.2
video:20120202/VIDEO/302029853_autonews-now-politics-and-cars	7,566	261	0.2
video:20120202/VIDEO/302029861_first-shift-2-2-12	7,519	259	0.2
video:20120224/VIDEO/302249968_first-shift-2-24-12	6,970	240	0.2
video:20120221/VIDEO/302219923_first-shift-2-21-12	6,924	239	0.2
search:index	6,905	238	0.2
video:20120207/VIDEO/302079984_first-shift-2-7-12	6,793	234	0.2
video:20120213/VIDEO/302139777_first-shift-2-13-12	6,781	234	0.2
video:20120215/VIDEO/302159705_autonews-now-fighting- perception-gap	6,769	233	0.2
blogs:staff_blog:20120216/BLOG06/120219896_is-new-barracuda- chryslers-next-retro-muscle-car	6,569	227	0.2
toc:index	6,564	226	0.2
datacenter01archive:sales	6,560	226	0.2
video:20120217/VIDEO/302179853_first-shift-2-17-12	6,537	225	0.2
jobs:jobseeker/search/results/http://jobs.autonews.com/jobseeker/ search/results?t730=&t731=&t732=&t7	6,429	222	0.2
video:20120209/VIDEO/302099783_autonews-now-ford-management- makeover	6,390	220	0.2
video:20120203/VIDEO/302039999_first-shift-2-3-12	6,349	219	0.2
video:20120227/VIDEO/302279766_autonews-now-bracing-for-4-gas	6,133	211	0.2
nadaconvention:index	6,108	211	0.2
video:20120227/VIDEO/302279840_first-shift-2-27-12	6,031	208	0.2
oem:executives:20120214/OEM02/120219936_obama-bailout-hurt- auto-industry-more-than-helped-romney-say	5,999	207	0.2
jobs:c/search.cfm?site_id=2164	5,977	206	0.2
video:20120223/VIDEO/302239966_first-shift-2-23-12	5,865	202	0.2
video:20120213/VIDEO/302139696_autonews-now-floored-by-the- factory	5,830	201	0.2
oem:20120215/OEM/120219914_gm-to-phase-out-salaried-pensions- shift-workers-to-401-k-plan	5,759	199	0.2
video:20120201/VIDEO/302019916_first-shift-2-1-12	5,685	196	0.2
video:20120206/VIDEO/302069669_autonews-now-mike-jackson- speaks	5,674	196	0.2
video:20120201/VIDEO/302019801_autonews-now-a-january-sales- thaw	5,670	196	0.2
video:20120210/VIDEO/302109837_first-shift-2-10-12	5,619	194	0.2
class:index	5,596	193	0.2
video:20120222/VIDEO/302229829_first-shift-2-22-12	5,578	192	0.2

5a. PROFILE OF BROWSERS BY DOMAIN:

Domain Type	Page Impressions	%
Commercial	724,388	21.1
Educational	22,769	0.7
Government	7,828	0.2
Military	4,380	0.1
Networks	977,235	28.4
Organizations	16,502	0.5
Other	199,783	5.8
Total	1,952,885	56.8
Unresolved IP Addresses	692,314	20.1
Total International	792,929	23.1
GRAND TOTAL	3,438,128	100.0

5b. PROFILE OF BROWSERS BY INTERNATIONAL DOMAIN:

Domain Type	Page Impressions	%
Africa	5,719	0.7
Asia	170,782	21.5
Canada	141,664	17.9
Europe	421,110	53.1
Middle America	26,372	3.3
Oceania	16,077	2.0
South America	11,205	1.5
Total International	792,929	100.0

6. EXPLANATORY:

Par. 1a: Par(1):This site uses the cookie-based method to measure unique browsers. If cookies are not accepted, then the IP address & user-agent in combination based method is used to measure unique browsers.

Note: The total number of unique browsers is adjusted to remove duplicate visits by the same browser. In other words, regardless of the number of times that a browser visited the site, they were considered a single unique browser for the period in Par. 1.

The Daily average represents the number of unique browsers that visited the site each day as shown in Par. 3a added together and then divided by the number of days in the period. The Mon. to Fri and the Sat. & Sun. averages are calculated in the same manner as the Daily average but limited to weekdays and weekends respectively.

Average Duration per Visit: 25 minutes 17 seconds. This calculation excludes 614,947 visits for which duration could not be measured due to only one request during a particular browser's session.

Average Duration per Unique Browser Visit: 60 minutes 38 seconds. This calculation excludes 291,856 unique browsers for which duration could not be measured due to only one request during a particular browser's session. A unique browser may be categorized in both browsers with duration and browsers without duration. For the period, there were 68,404 unique browsers that were in both categories.

Total Monthly Duration per Unique Browser: 145 minutes 25 seconds. This calculation is defined by taking the ratio of visits to unique browsers with duration multiplied by the average duration per unique browser Visit.

DEFINITIONS:

Browser: A software program running on a computer that can request load and display documents available on the World Wide Web. In our definition, it is assumed that a "human being" is operating the browser manually and viewing the page.

Communication Errors: The failure of a web browser/web server to successfully request/transfer a document is considered a communications error. AAM only measures successful communications.

Page: A Hyper Text Markup Language document is stored in a directory on a web server and/or created dynamically at the time of the request for the purpose of satisfying that request. In addition to text, an HTML page may include graphics, video, audio and other files.

Internal Page Impressions: Website activity that is generated by individuals with IP addresses known to be associated with the website. This activity is excluded from the Audit Report.

Nonqualifying Activity: Unsuccessful transfers of requested documents, as well as successful transfers of requested documents where evidence suggests that browsers were not in use (i.e., a human was not viewing the page at the time of the request) are considered nonqualifying and have been deducted from reported figures.

Page Impressions: The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server.

Unique Browser: A unique and valid identifier. Sites may use (i) IP+User-Agent and/or (ii) Cookie. This metric measures each browser, it does not measure a person. Counting of unique browsers may overstate or understate the number of individual devices concerned due to factors such as dynamic IP address allocation, significant levels of uniformity in IP and browser combinations operating through a proxy, cookie blocking and deletion.

Visit: A series of interactions by a visitor with a site without 30 consecutive minutes of inactivity.

From the Alliance for Audited Media:

We have examined the activity records and other data presented by this Website for the period covered by this Audit Report. Our examination was made in accordance with AAM's established procedures, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the Website activity shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to the activity.

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Alliance for Audited Media