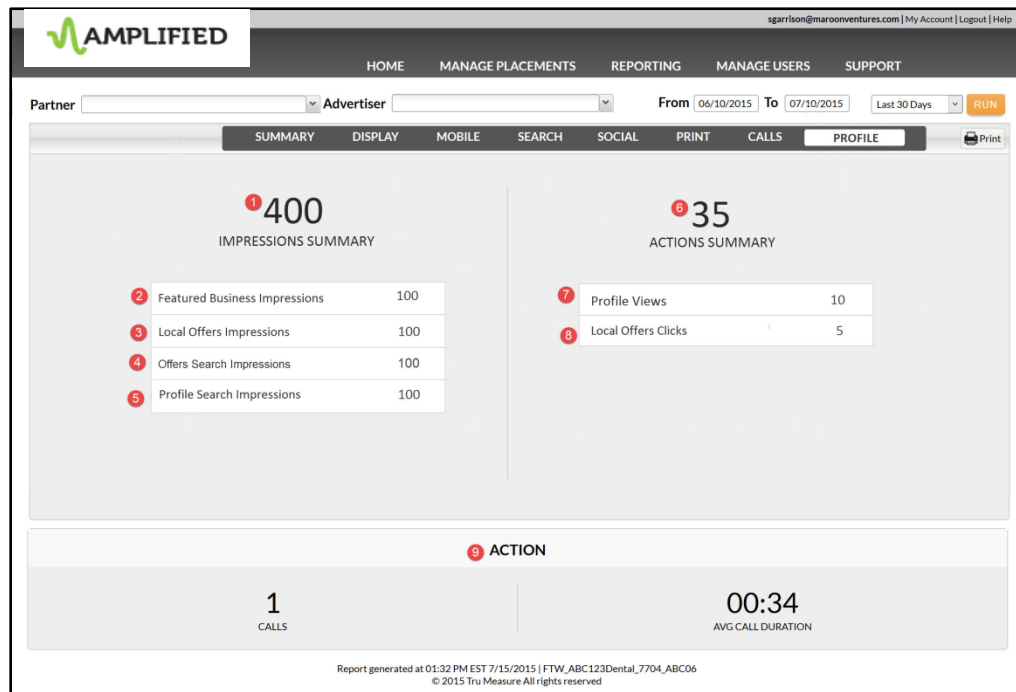


PROFILE: Reporting Legend



#	Displayed on report	Description
1	Impressions Summary	The total number of impressions the business profile page received under the Local Businesses header on the newspaper website and in the Local Search Directory plus the total number of times the business's offer(s) appeared under the Deals, Offers and Events header and in the Classifieds search results
2	Featured Business Impressions	The total number of impressions the business profile page received under the Local Businesses header on the newspaper website
3	Local Offers Impressions	The total number of times the business's offer(s) appeared under the Deals, Offers and Events header on the newspaper website
4	Offers Search Impressions	The total number of times business's offer(s) appeared in the Classifieds search results
5	Profile Search Impressions	The total number of times business's profile page appeared in the Local Search Directory search results
6	Actions Summary	The total number of pageviews the business profile received plus the total number of pageviews the business's offer(s) received
7	Profile Views	The total number of times the business profile page was clicked on from under Local Businesses or the Local Search Directory search results and received the page was viewed
8	Local Offers Clicks	The total number of times the business's offers were clicked from under Deals, Offers and Events or the Classifieds search results and viewed
9	Actions	Total number of calls made to phone number used on profile page and average call duration. *Only applies to businesses using a call tracking phone number