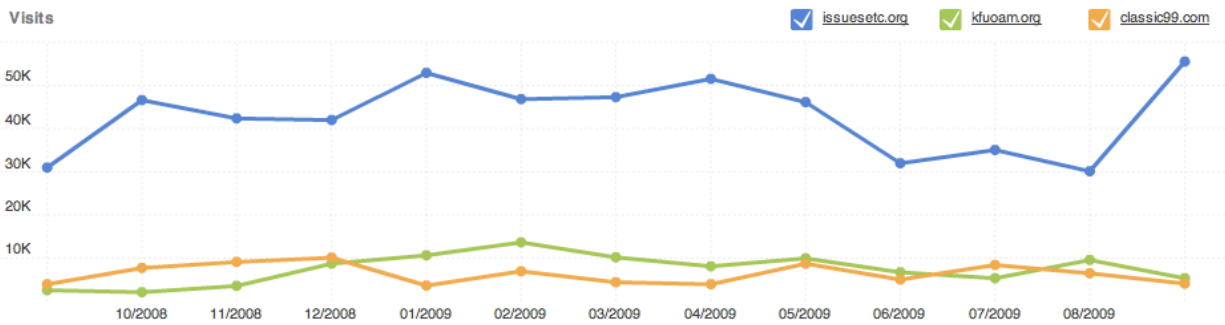
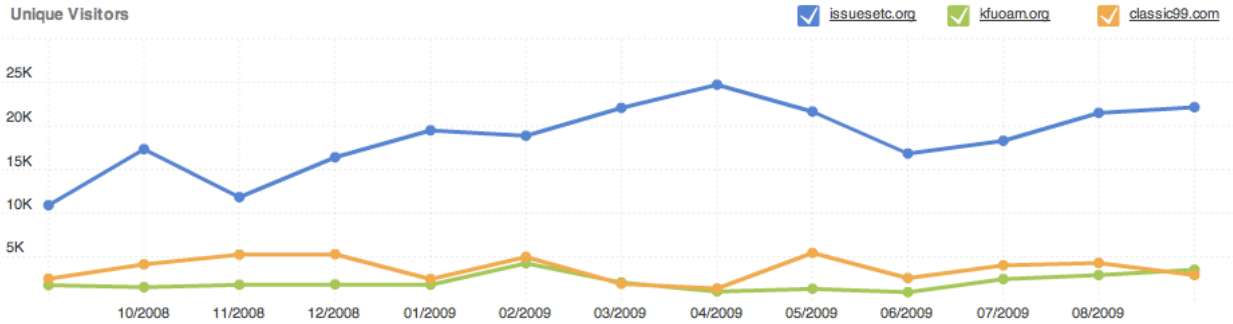


A Comparison of Unique and Total Website Visitors Issues, Etc. vs. KFUO AM & FM



Unique Visitors only counts a person once no matter how many times they visit a site in a given month. Unique Visitors are typically used to determine how popular a site is.

Visits are initiated when a user enters a site during an internet session. Visits are considered live until the user's interaction within the entire internet session has ceased for a 30-minute period. Visits are unique to a session.