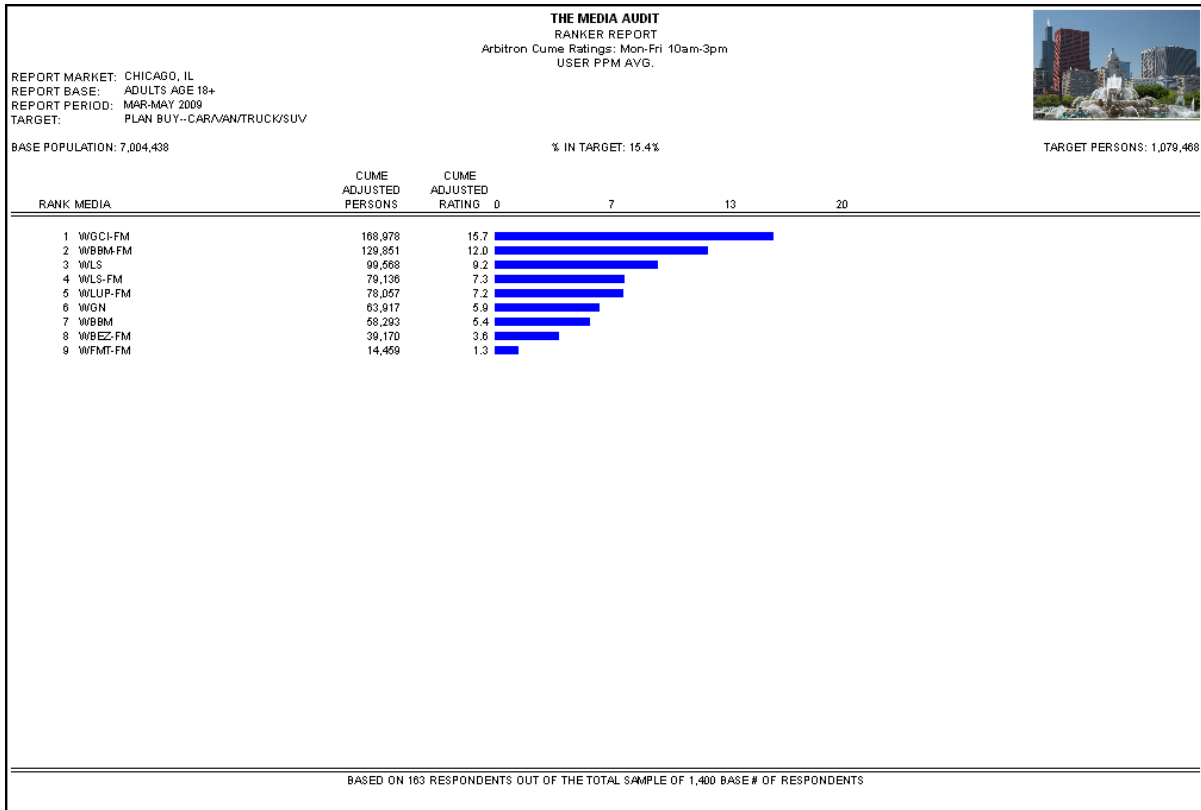


The Media Audit Software

Arbitron Qualitative Adjustments Via Rolled PPM Monthly Data

- **The Media Audit Software**...can provide competitive media analyses that no other media software program can easily duplicate...and which is the most user friendly software program of any qualitative media software program available anywhere.
 - **Rolled PPM Monthly Qualitative Adjustments** can be used to:
 - Compile a two-month average PPM qualitative adjustment...or up to a 12 month rolled-average to eliminate monthly bounces in the PPM data via The Media Audit.
 - The PPM Monthly Qualitative Adjustments can be created in...
 - The Media Audit Ranker Reports
 - The Media Audit Composition Reports



Creating this analysis only requires two simple tasks...

- Click on Options in The Media Audit main menu where you will see a list of Arbitron monthly PPM selections, then...
- Click on the number of monthly PPM selections that you want to include in your presentation.
- Then click on "Average from Selected".
- Then click on Ranker in The Media Audit main menu. A small screen will pop up that defines the PPM months you selected. Click OK and you will get a list of radio stations for selection.
 - Select the stations that you want to include in the analysis.
 - Click OK...then click on the qualitative target that you want to include in the ranker report.
 - Now click on the arrow in the tool bar that points to the right until you get to the Arbitron day part you want and then Click Print.
 - You will get two pages like the ones you will see on the other side of this page.

THE MEDIA AUDIT

RANKER REPORT
Arbitron Com Score Ratings: Mon-Sun 6 am-Midnight
USER PPM AVG.



REPORT MARKET: CHICAGO, IL
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: MAR-MAY 2009
TARGET: PLAN BUY-CAR/VAN/TRUCK/SUV

BASE POPULATION: 7,204,438

% IN TARGET: 15.4%

TARGET PERSONS: 1,079,469

RANK	MEDIA	CUME ADJUSTED PERSONS	CUME ADJUSTED RATING
1	WICD-FM	451,647	41.0
2	WBNS-FM	370,235	34.3
3	WLS	208,081	19.4
4	WLUP-FM	187,364	17.4
5	WDRW	166,209	15.4
6	WLS-FM	168,017	15.4
7	WGN	132,465	12.3
8	WBEZ-FM	69,846	6.0
9	WFMT-FM	33,321	3.1

[RADIO = 7 DAY CUME]

BASED ON 93 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 1,400 BASE # OF RESPONDENTS
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JANUARY 2009 PPM
FEBRUARY 2009 PPM
MARCH 2009 PPM

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You can enhance the ranker presentation via a Composition Report that demonstrates another reason that your station(s) should be included in the buy as shown below. Developing a Composition Report is much the same as defined on the previous page for the Ranker Reports.

THE MEDIA AUDIT

ARBITRON COMPOSITION REPORTS
Adjusted Arbitron Com Score Statistical Report
USER PPM AVG.



REPORT MARKET: CHICAGO, IL
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: MAR-MAY 2009
MEDIA: WGN

BASE POPULATION: 7,204,438

% IN MEDIA AUDIENCE: 12.2%

MEDIA PERSONS: 843,900

TARGET	MARKET PERCENT	MARKET PERSONS	MEDIA PERSONS	MEDIA RATING	AUDIENCE COMP	TARGET INDEX
MAKE OF VEHICLES NOW OWNED-CADILLAC	2.6	190,885	22,001	12.2	2.6	101
MAKE OF VEHICLES NOW OWNED-BUICK	3.7	256,862	32,057	12.5	3.8	104
MAKE OF VEHICLES NOW OWNED-CHEVROLET	21.5	1,506,583	155,075	10.3	18.4	85
MAKE OF VEHICLES NOW OWNED-GMC	4.7	328,403	31,268	9.6	3.7	79
MAKE OF VEHICLES NOW OWNED-LINCOLN/MERCURY	3.9	273,054	37,595	13.8	4.6	114
MAKE OF VEHICLES NOW OWNED-FORD	20.3	1,423,416	168,502	11.8	20.0	98
MAKE OF VEHICLES NOW OWNED-CHRYSLER	9.2	677,596	80,549	15.3	10.6	127
MAKE OF VEHICLES NOW OWNED-JEEP	7.9	554,868	61,336	9.3	6.1	77
MAKE OF VEHICLES NOW OWNED-DAEWOO	2.5	173,152	11,014	6.4	1.3	53
MAKE OF VEHICLES NOW OWNED-SATURN	3.0	212,095	28,837	13.6	3.4	113
MAKE OF VEHICLES NOW OWNED-ACURA	1.2	86,964	23,916	27.4	2.8	227
MAKE OF VEHICLES NOW OWNED-AUDI	0.5	33,942	2,358	6.9	0.3	58
MAKE OF VEHICLES NOW OWNED-BMW	3.3	232,166	32,348	13.9	3.9	116
MAKE OF VEHICLES NOW OWNED-HONDA	12.1	846,148	117,502	13.9	13.9	115
MAKE OF VEHICLES NOW OWNED-HYUNDAI	2.9	204,752	28,443	13.9	3.4	116
MAKE OF VEHICLES NOW OWNED-ISUZU	0.4	27,066	4,230	15.8	0.9	130
MAKE OF VEHICLES NOW OWNED-INFINITI	1.5	100,191	9,546	9.8	1.1	73
MAKE OF VEHICLES NOW OWNED-JAGUAR	0.2	11,003	4,230	38.4	0.5	319
MAKE OF VEHICLES NOW OWNED-LEXUS	2.1	148,803	3,010	2.0	0.4	17
MAKE OF VEHICLES NOW OWNED-LAND ROVER	0.6	46,143	3,553	7.9	0.4	65
MAKE OF VEHICLES NOW OWNED-MAZDA	2.1	142,354	40,575	27.5	4.8	229
MAKE OF VEHICLES NOW OWNED-MERCEDES	1.9	134,860	17,421	12.9	2.1	97
MAKE OF VEHICLES NOW OWNED-MITSUBISHI	2.0	140,570	2,194	1.6	0.3	13
MAKE OF VEHICLES NOW OWNED-NISSAN	6.8	494,540	34,141	9.4	4.0	70
MAKE OF VEHICLES NOW OWNED-PORSCHE	0.3	17,913	4,976	27.8	0.6	211
MAKE OF VEHICLES NOW OWNED-SUBARU	1.4	96,878	21,540	22.2	2.6	185
MAKE OF VEHICLES NOW OWNED-TOYOTA	17.2	1,203,765	171,015	14.2	20.3	119
MAKE OF VEHICLES NOW OWNED-VOLKSWAGEN	3.5	243,863	44,765	18.4	5.3	152
MAKE OF VEHICLES NOW OWNED-VOLVO	2.9	202,531	38,939	19.2	4.6	90

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Media Audience Analysis Based on 269 Respondents Out of the Total Sample of 1,400 Base # of Respondents
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