



Delivering RV Buyers in the Tucson Market

KGUN9

October 22, 2008



TELEVISION IS THE MEDIUM OF CHOICE FOR RV OWNERS

Report: MEDIA DAY ANALYSIS
Market: TUCSON, AZ for JAN-MAR 2008
Bases: ADULTS--AGE 50 PLUS
Target: OWN RV/MOTOR HOME

THE MEDIA AUDIT

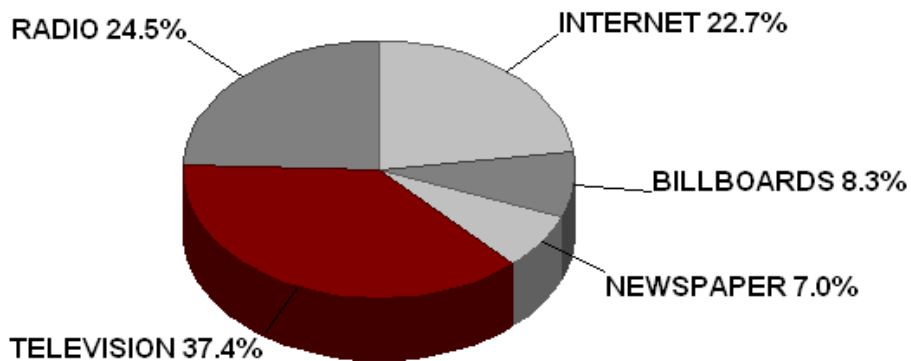
Target Market

Base Population: 316,521

% In Target: 11.0%

Target Persons: 34,791

TUCSON'S RV OWNERS SPEND 37.4% OF THEIR MEDIA DAY WITH TELEVISION

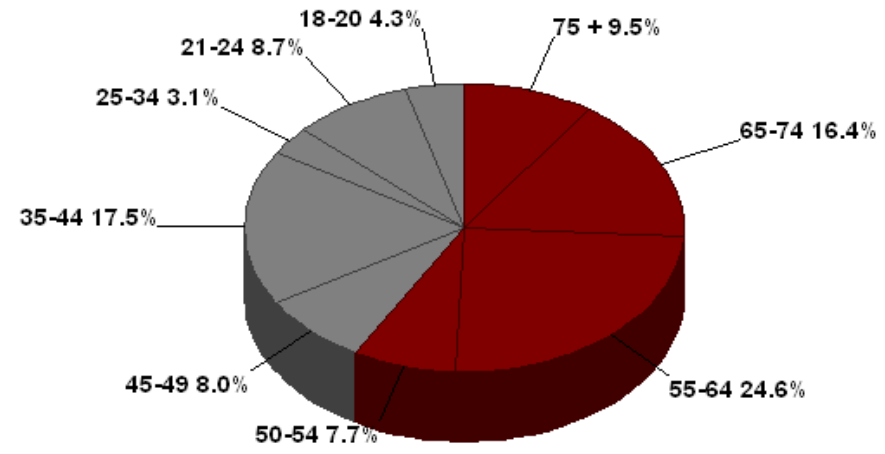




58.2% OF TUCSON'S RV OWNERS ARE AGE 50+

Report:	TARGET PROFILE REPORT	THE MEDIA AUDIT	Age Analysis
Market:	TUCSON, AZ for JAN-MAR 2008		
Bases:	ADULTS AGE 18+		
Target:	OWN RV/MOTOR HOME		
Base Population:	746,013	% In Target: 8.0%	Target Persons: 59,664

AGE PROFILE OF TUCSON'S RV/MOTOR HOME OWNER

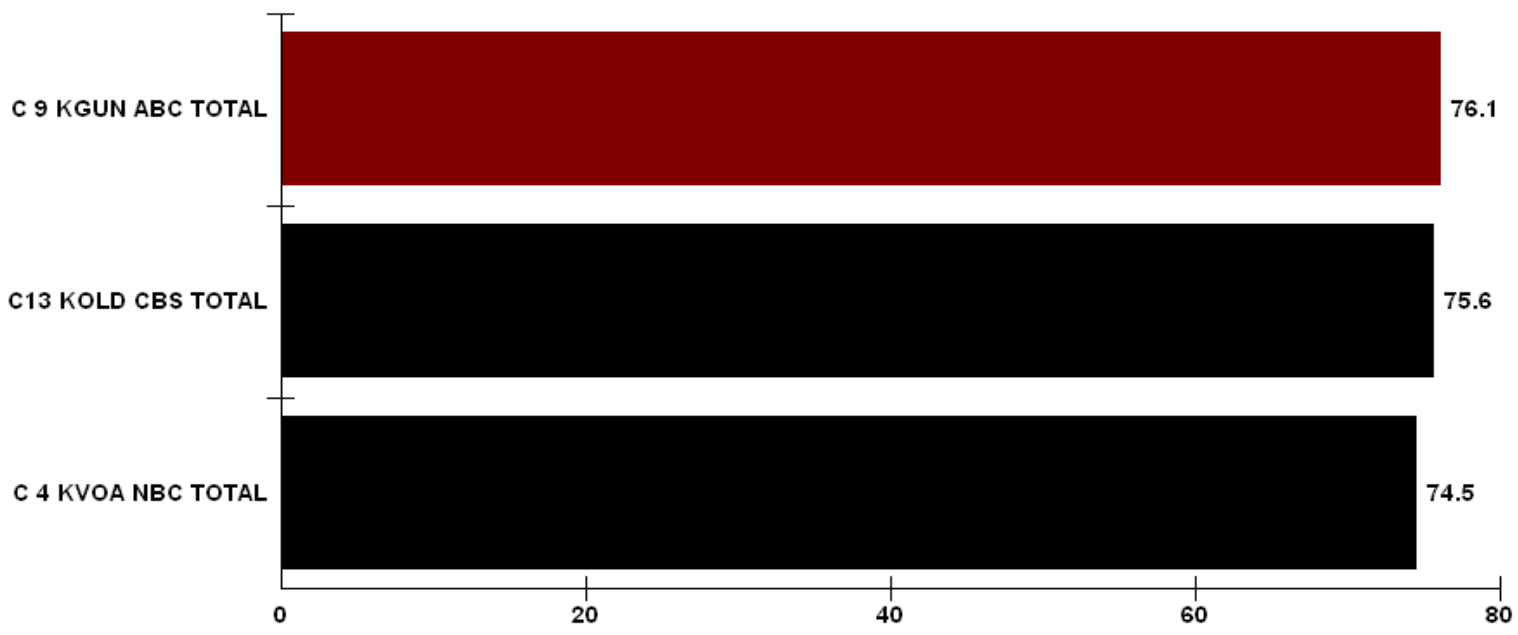




KGUN9 REACHES THE MOST ADULTS AGE 50+

Report: RANKER REPORT THE MEDIA AUDIT Cume Ratings
Market: TUCSON, AZ for JAN-MAR 2008
Bases: ADULTS AGE 18+
Target: ADULTS--AGE 50 PLUS
Base Population: 746,013 % In Target: 42.4% Target Persons: 316,521

ADULTS AGE 50+

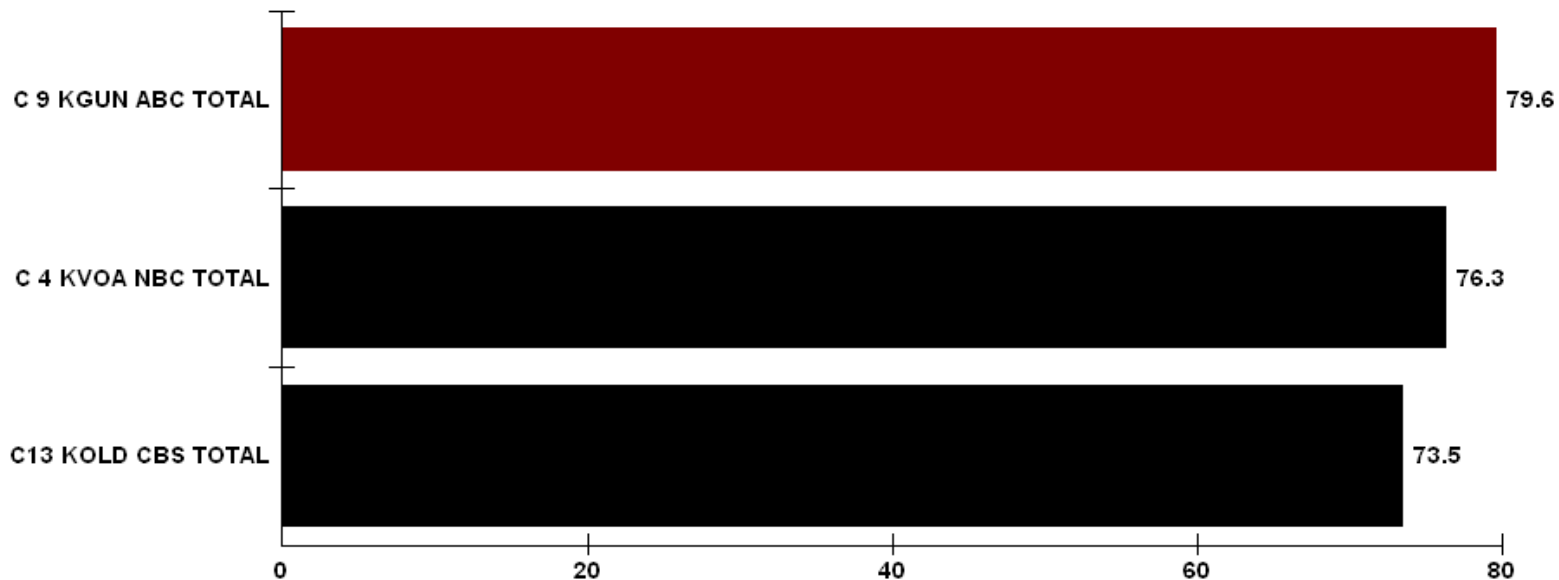




KGUN9 REACHES THE MOST GRAYING AFFLUENTS

Report:	RANKER REPORT	THE MEDIA AUDIT	Cume Ratings
Market:	TUCSON, AZ for JAN-MAR 2008		
Bases:	ADULTS AGE 18+		
Target:	GRAYING AFFLUENTS--AGE 50+*FAMILY INCOME \$50,000+		
Base Population:	746,013	% In Target: 15.9%	Target Persons: 118,770

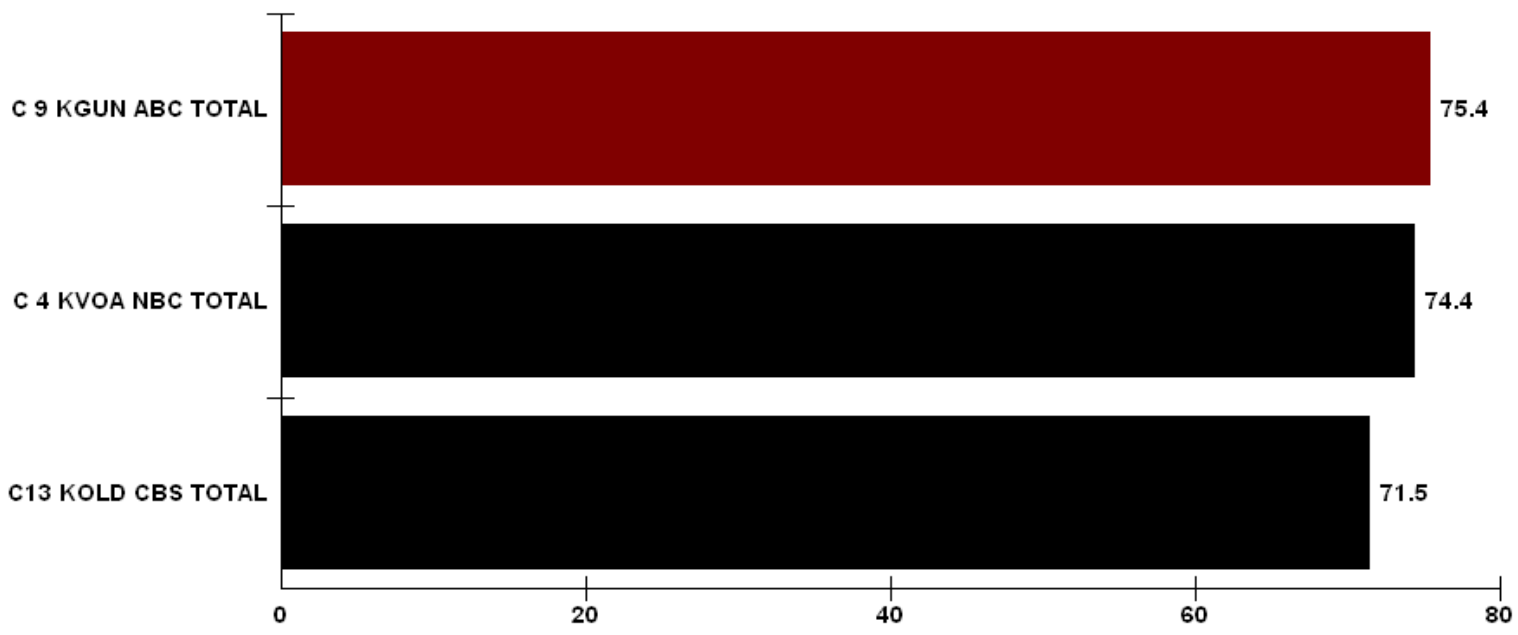
KGUN REACHES THE MOST GRAYING AFFLUENTS...50+ WITH \$50K+ INCOME





Report: RANKER REPORT THE MEDIA AUDIT Cume Ratings
Market: TUCSON, AZ for JAN-MAR 2008
Bases: ADULTS AGE 18+
Target: AFFLUENT EMPTY NESTER--\$50K+/NO KIDS HOME/AGE 45+
Base Population: 746,013 % In Target: 15.3% Target Persons: 114,481

KGUN9 REACHES THE MOST AFFLUENT EMPTY NESTERS





KGUN9 REACHES THE MOST RV OWNERS AGE 50+

Report: RANKER REPORT
Market: TUCSON, AZ for JAN-MAR 2008
Bases: ADULTS--AGE 50 PLUS
Target: OWN RV/MOTOR HOME

THE MEDIA AUDIT

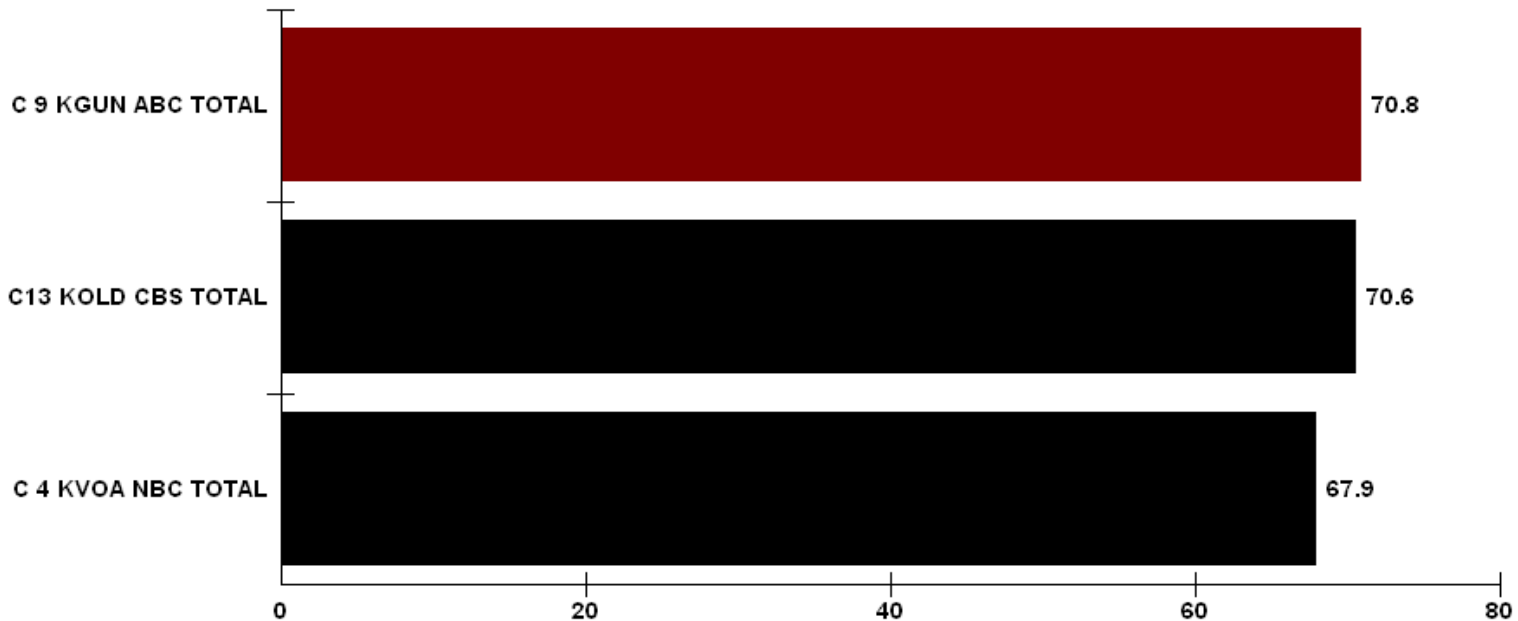
Cume Ratings

Base Population: 316,521

% In Target: 11.0%

Target Persons: 34,791

KGUN9 IS THE LEADER...REACHING 70.8% OF RV OWNERS AGE 50+





KGUN9 REACHES THE MOST HIGH INCOME RV OWNERS



Report: RANKER REPORT
 Market: TUCSON, AZ for JAN-MAR 2008
 Bases: ANNUAL HOUSEHOLD INCOME--\$75,000 PLUS *AND* ADULTS--AGE 50 PLUS
 Target: OWN RV/MOTOR HOME

THE MEDIA AUDIT

Base Population: 63,214

% In Target: 13.4%

Target Persons: 8,476

KGUN9 REACHES THE 50+ RV OWNERS WITH \$75,000+ INCOME

