



Citadel Broadcasting Corporation



February, 2007



Report: RANKER REPORT
Market: NEW ORLEANS, LA for AUG-OCT 2006
Bases: 70001 ; 70002 ; 70003 ; 70005 ; 70006
Target: ADULTS AGE 18+

THE MEDIA AUDIT

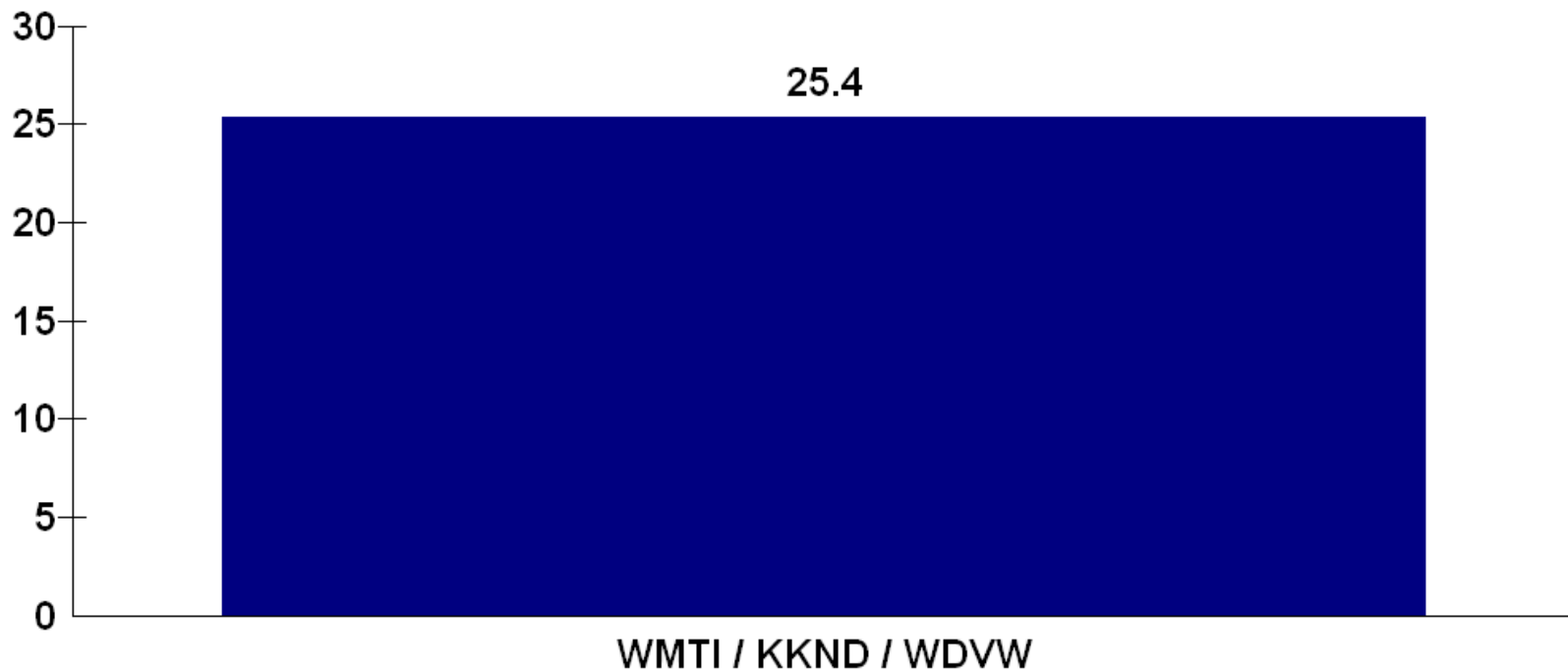
Cume Ratings
Total Adults

Base Population: 69,800

% In Target: 100.0%

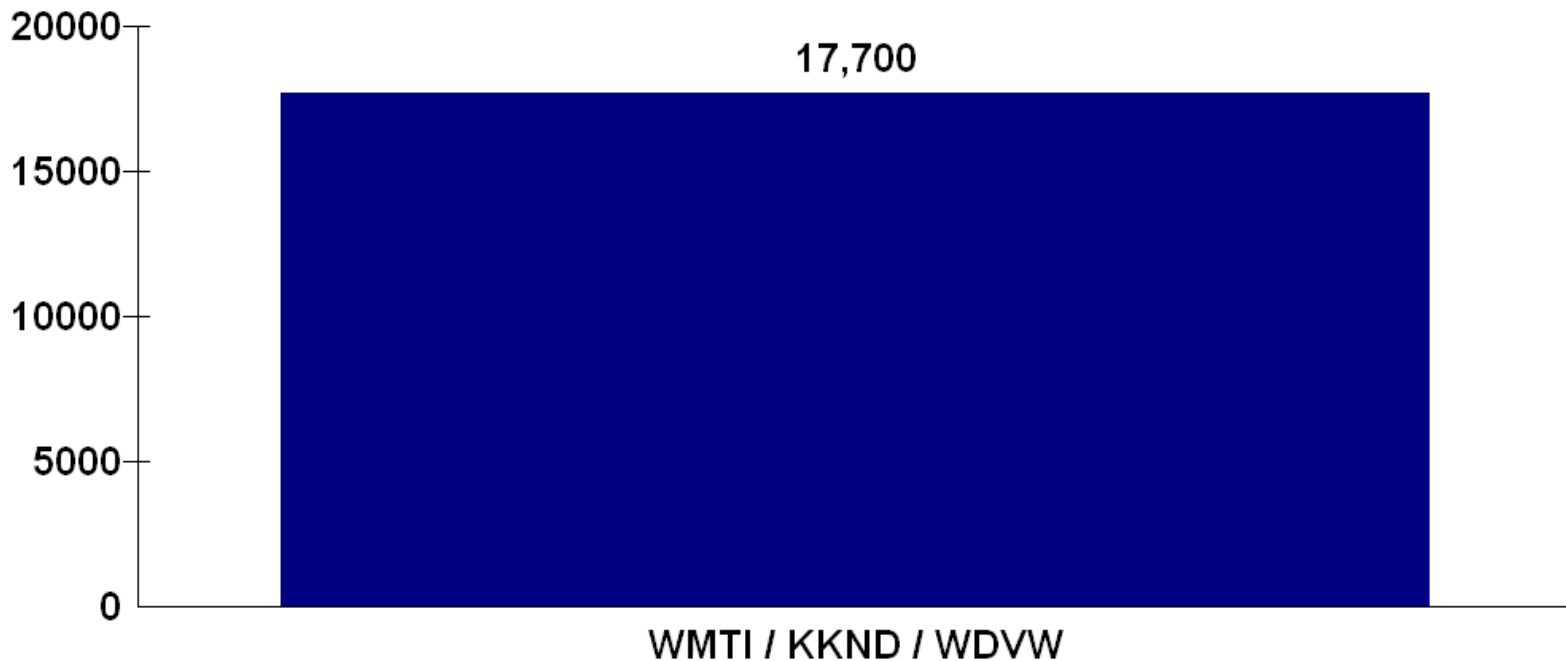
Target Persons: 69,800

WMTI / KKND / WDVW Reach 25.4% of Adults in Zips 70001 through 70006





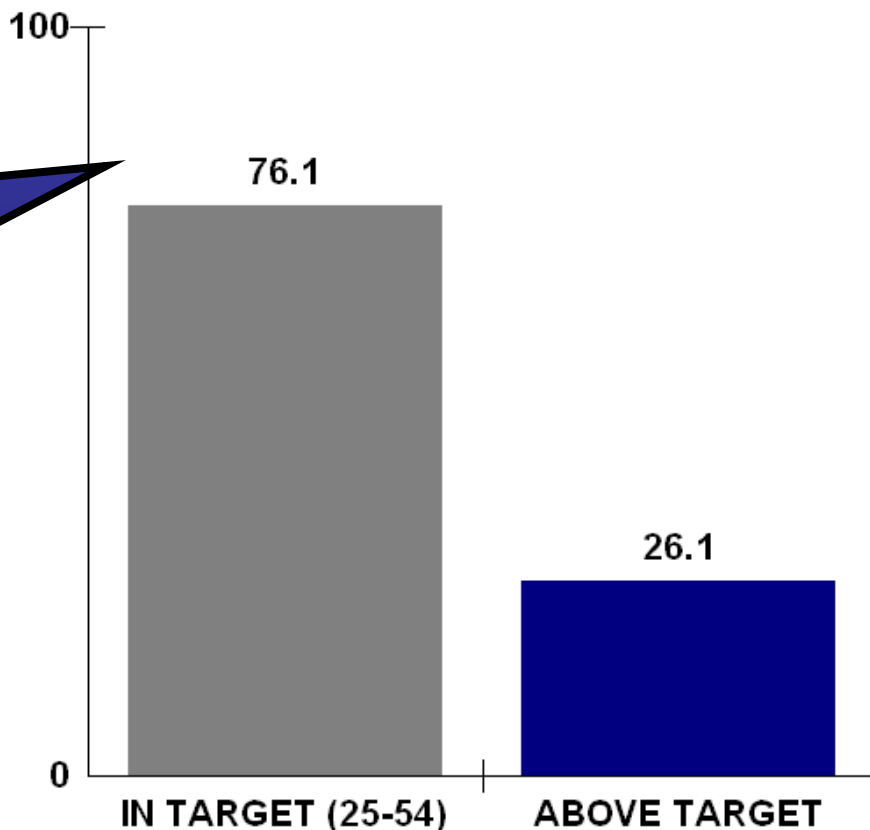
**WMTI / KKND / WDVW Reach 17,700 Adults in Zips
70001 through 70006**





Report: AGE DEMO ANALYSIS
Market: NEW ORLEANS, LA for AUG-OCT 2006
Bases: 70001 ; 70002 ; 70003 ; 70005 ; 70006
Media: WMTI-FM

WMTI-FM

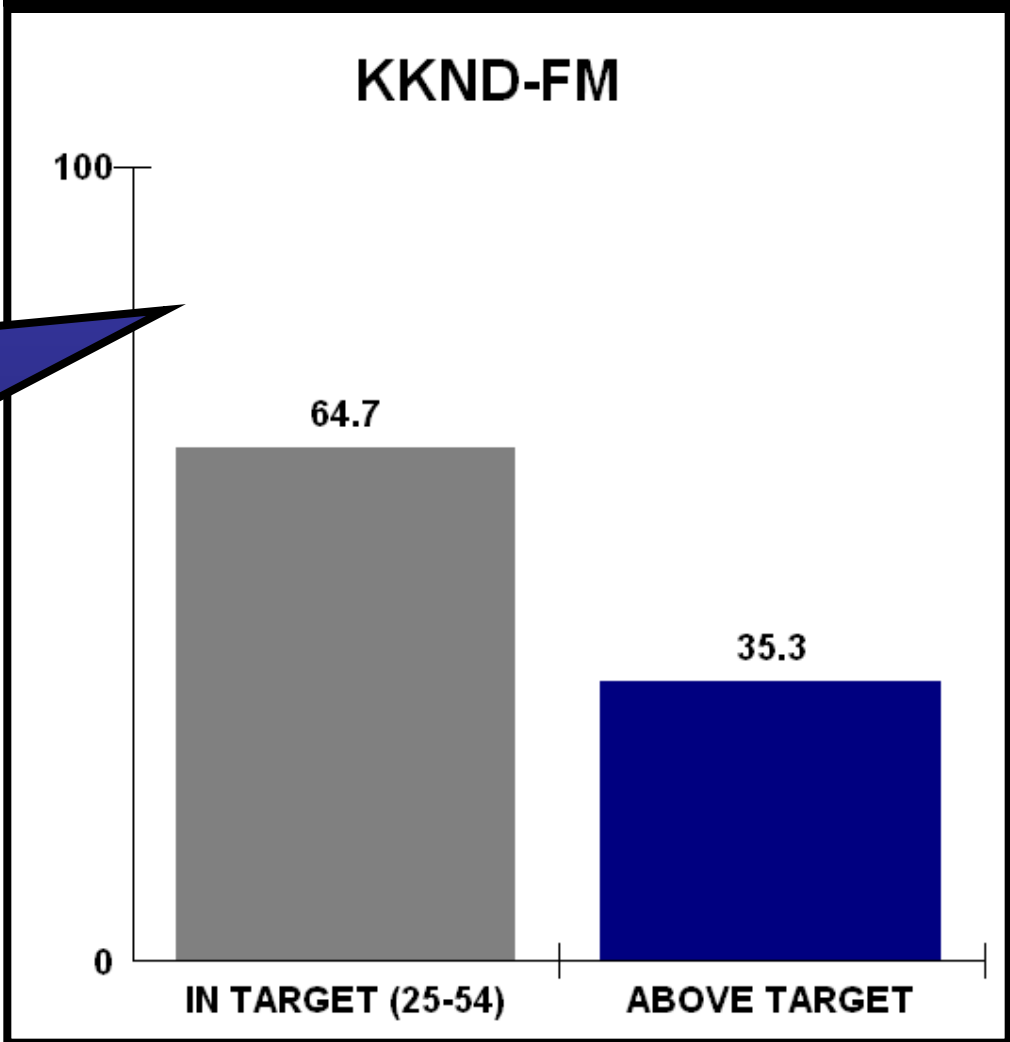


Over Three-Fourths of WMTI Listeners in Metairie are Age 25-54.



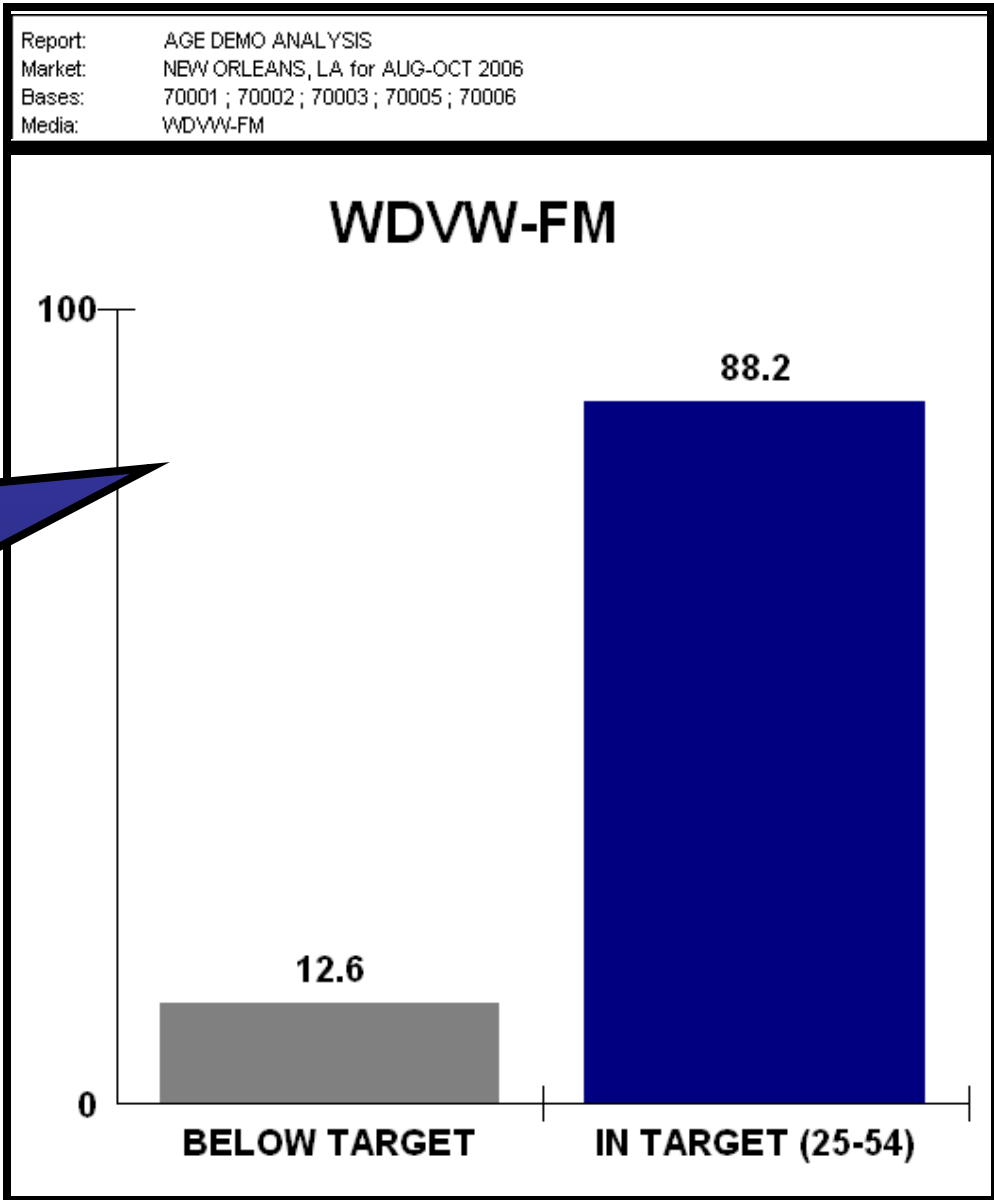
Report: AGE DEMO ANALYSIS
Market: NEW ORLEANS, LA for AUG-OCT 2006
Bases: 70001 ; 70002 ; 70003 ; 70005 ; 70006
Media: KKND-FM

**Two-Thirds of
KKND Listeners
in Metairie
are Age 25-54.**



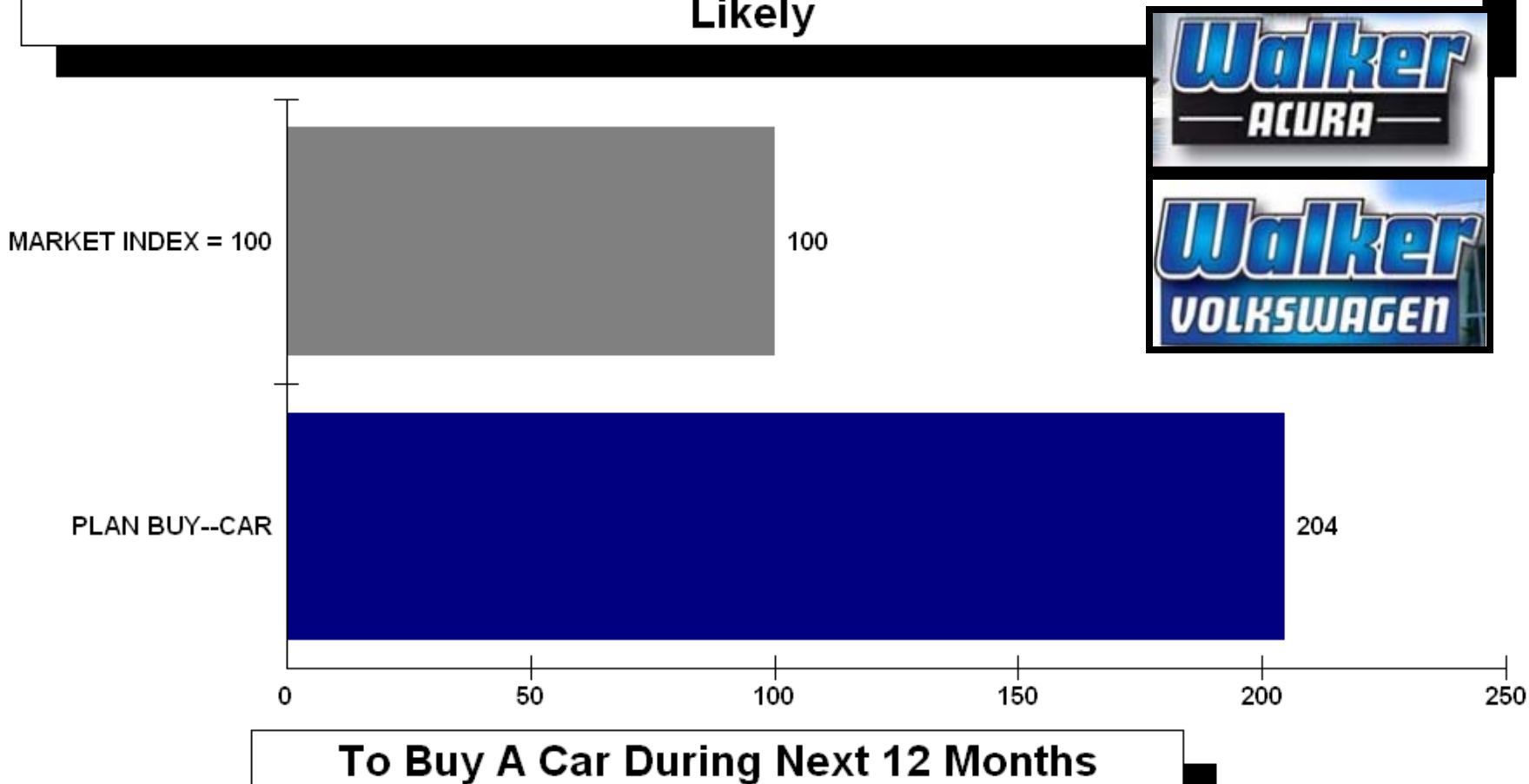


**88% of
WDVW Listeners
in Metairie
are Age 25-54.**



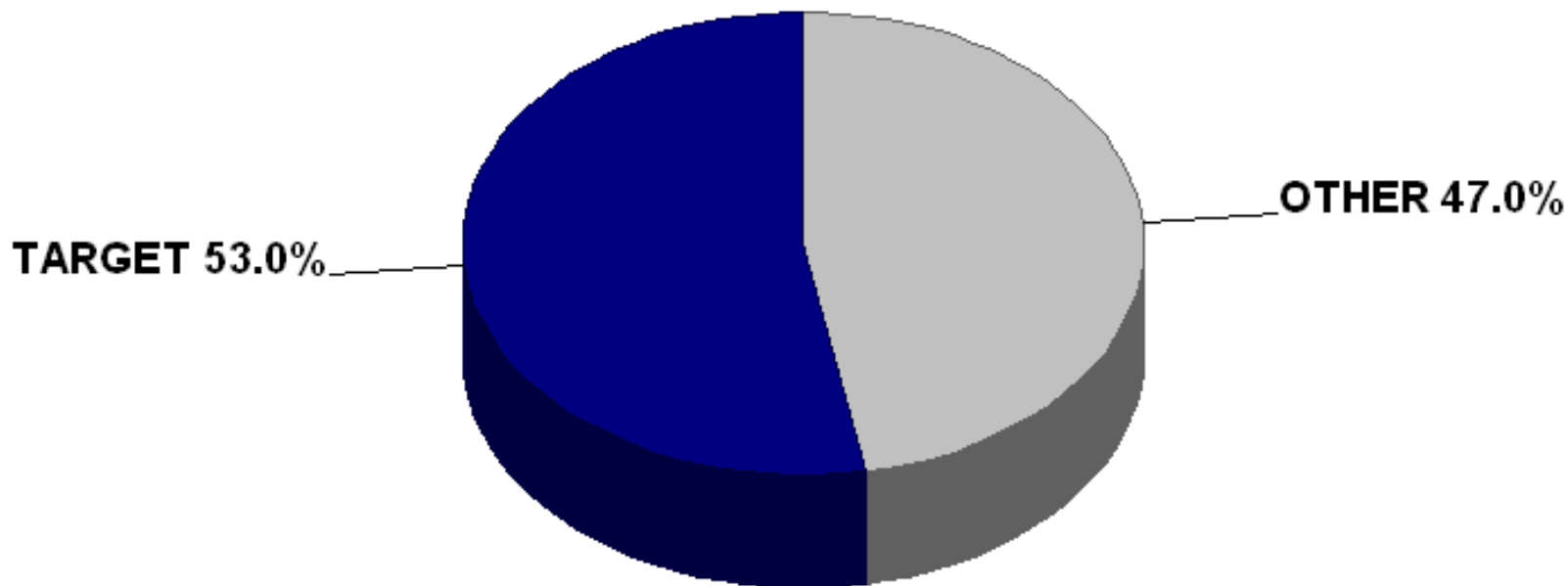


WMTI / KKND / WDVW Metairie Listeners are 104% MORE Likely





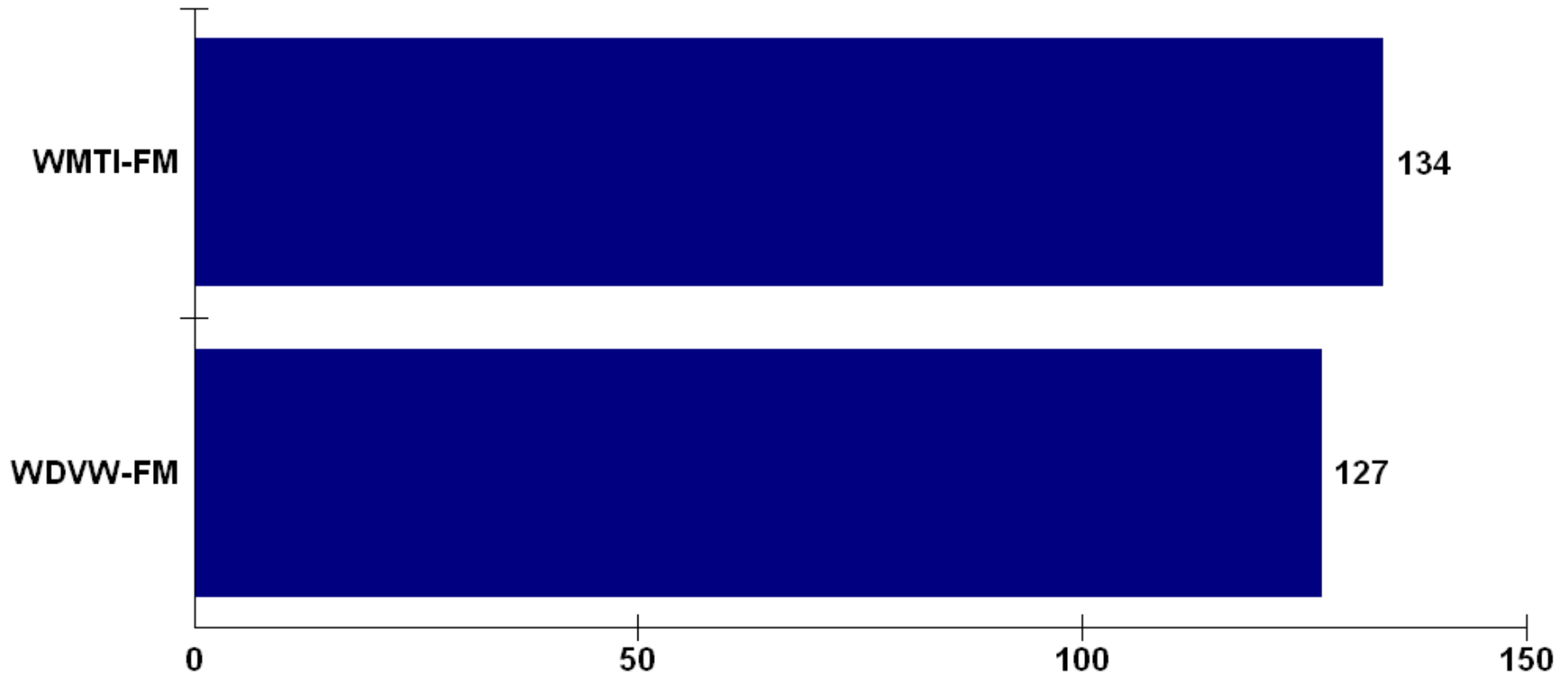
53% of WDVW Adult Listeners Reside in Jefferson Parish





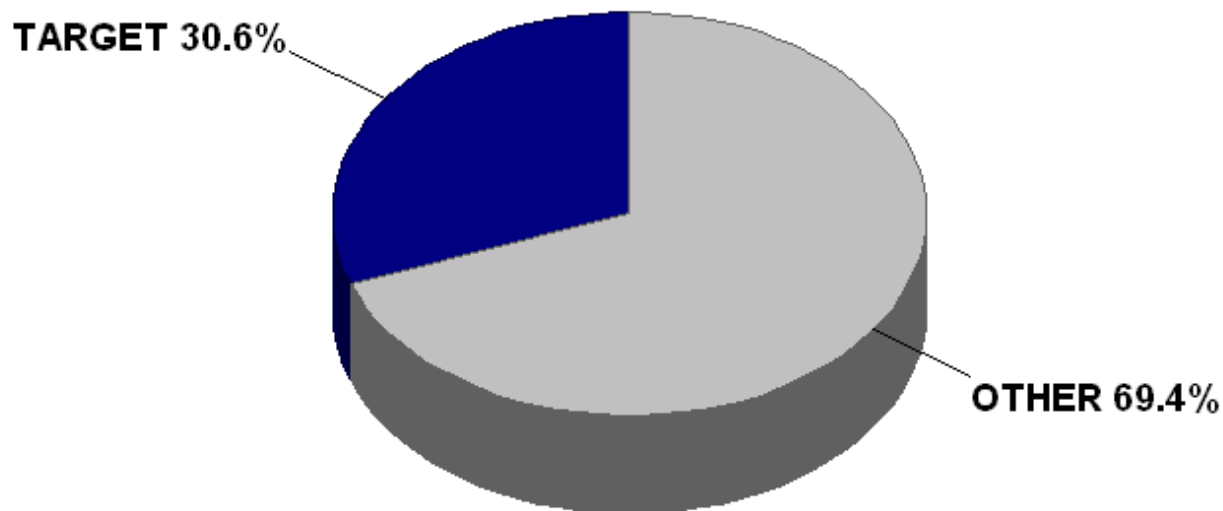
- WMTI Listeners are 34% More Likely to Live in Jefferson Parish
- WDVW Listeners are 27% More Likely to Live in Jefferson Parish

WMTI & WDVW Outperform the Market in Delivering Jefferson Parish Residents



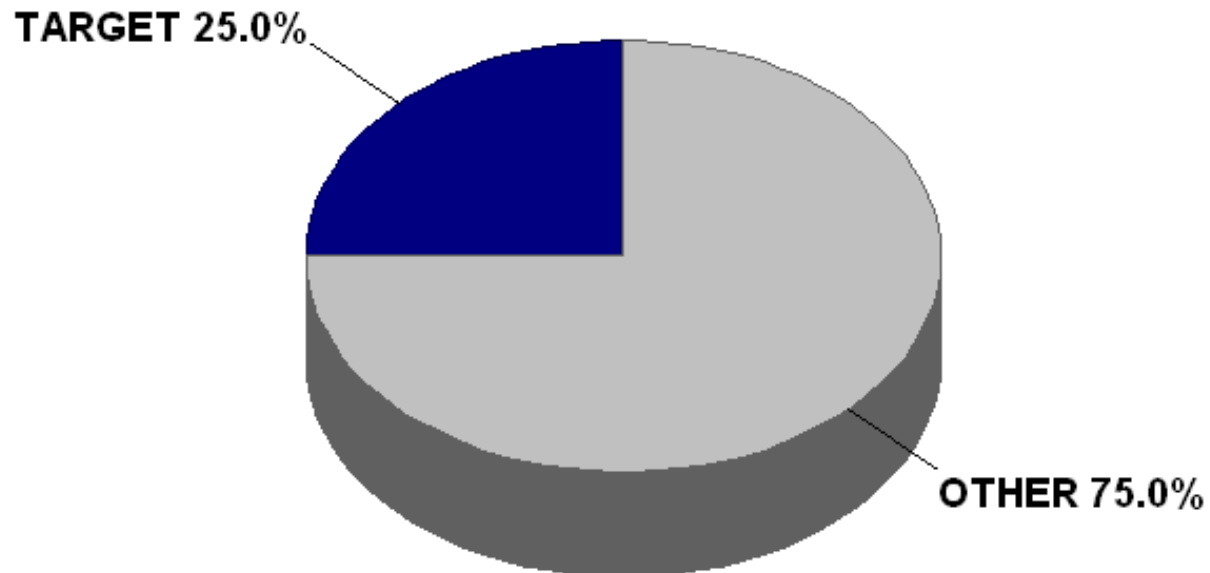


Nearly One-Third of WMTI Adult Listeners Reside in Jefferson Parish



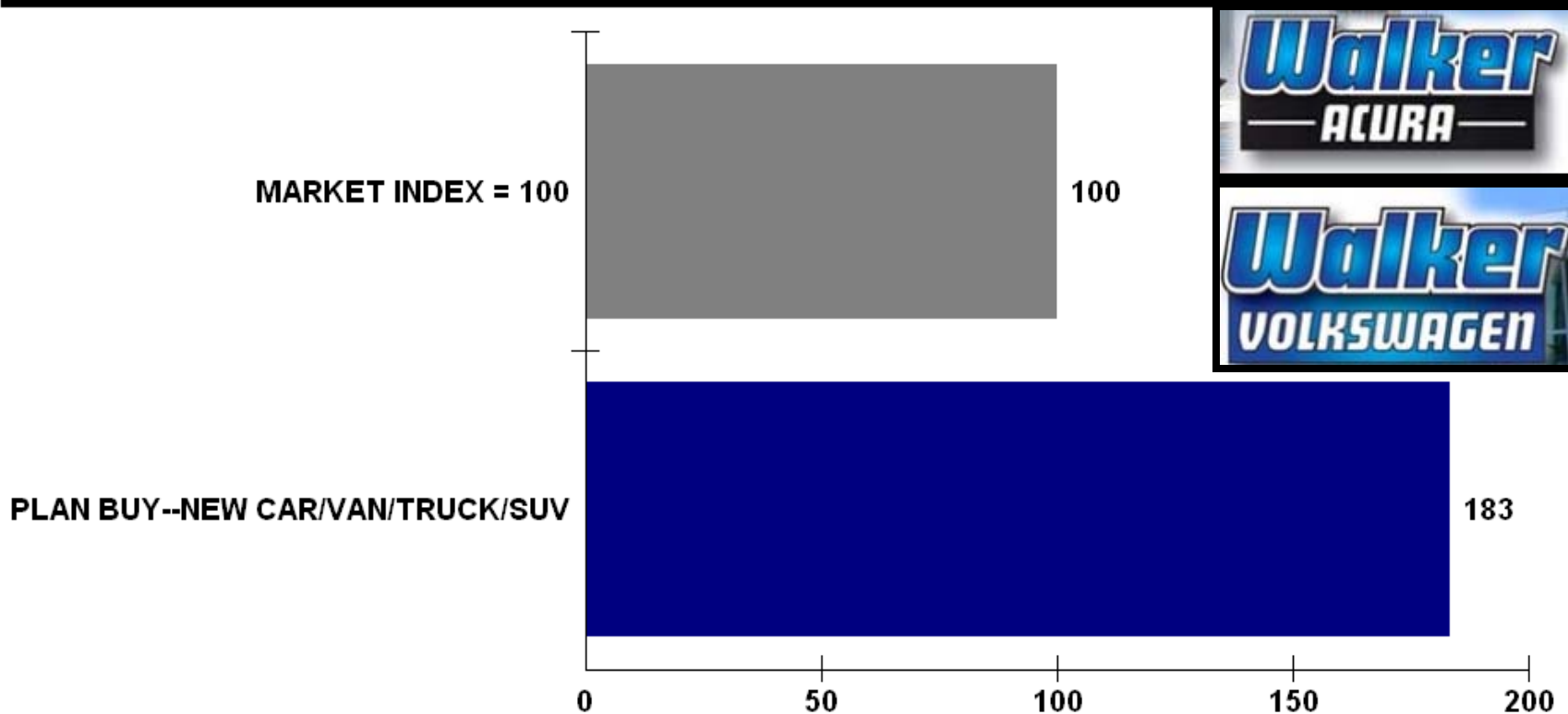


One-Fourth of KKND Adult Listeners Reside in Jefferson Parish





WMTI / KKND / WDVW Jefferson Parish Listeners are 83% MORE Likely

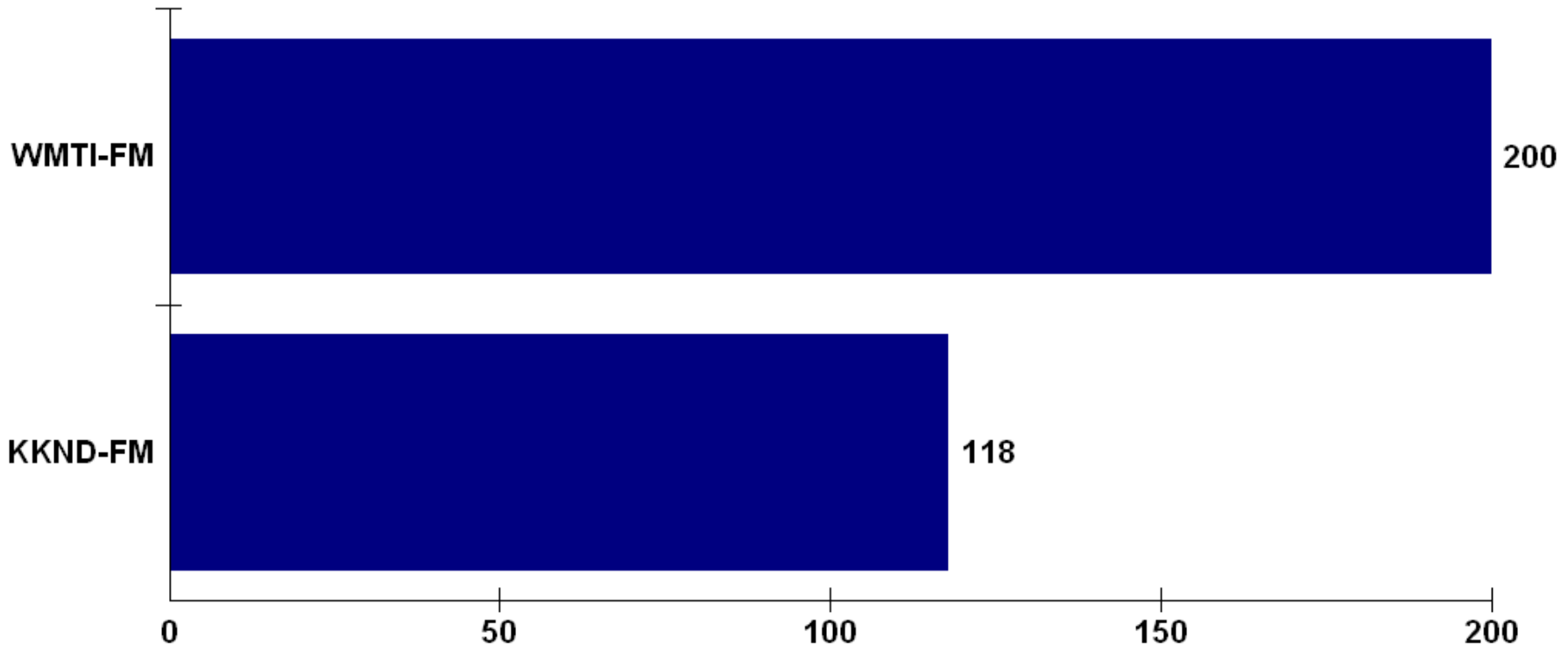


To Be New Car Buyers



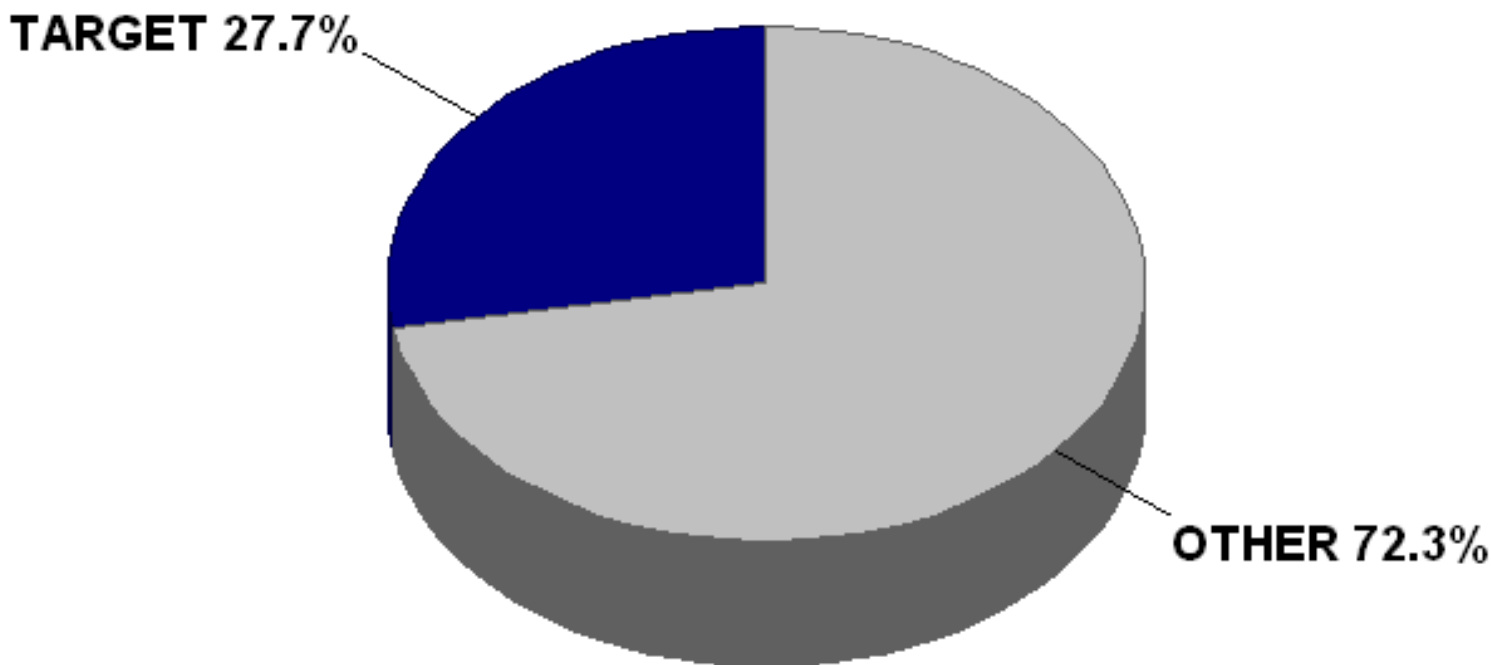
- WMTI Listeners are 100% More Likely to Live in St. Tammany Parish
- KKND Listeners are 18% More Likely to Live in St. Tammany Parish

WMTI & KKND Outperform the Market in Delivering St. Tammany Parish Residents



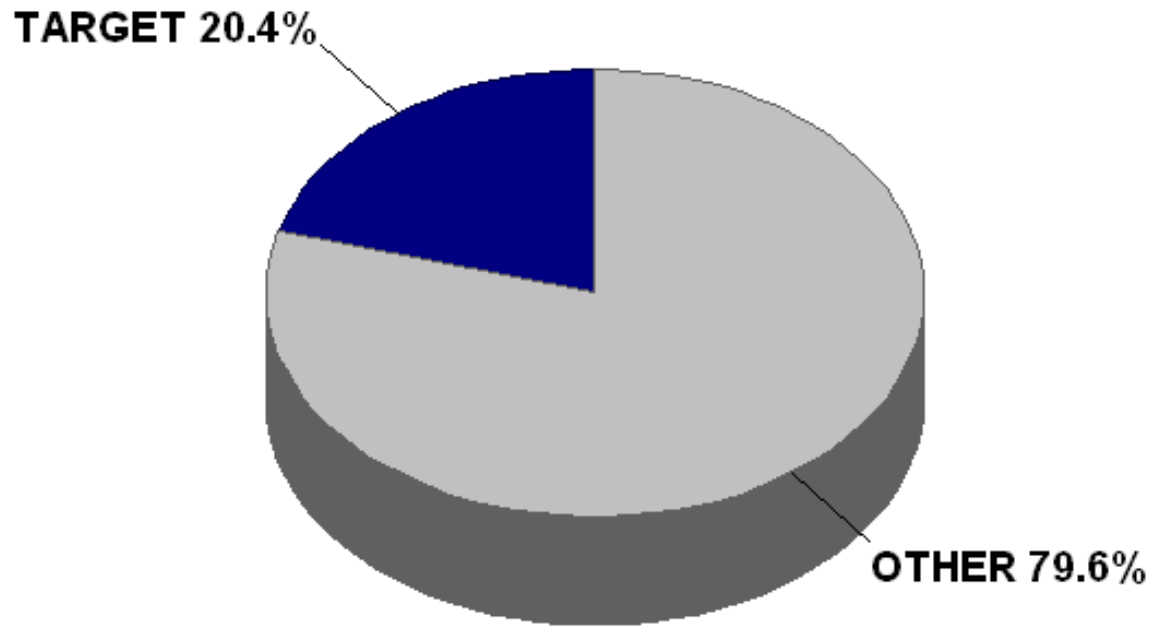


28% of KKND Listeners Live in St. Tammany Parish



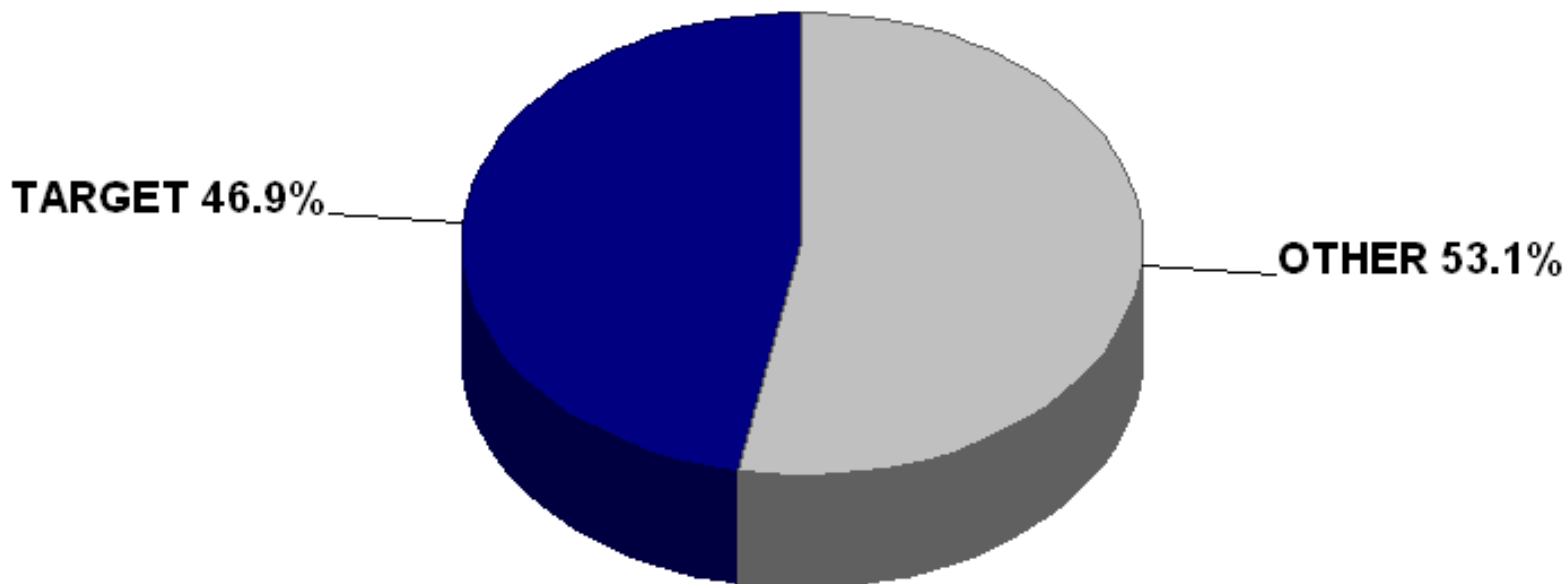


Over One-Fifth of WDVW Listeners Live in St. Tammany Parish



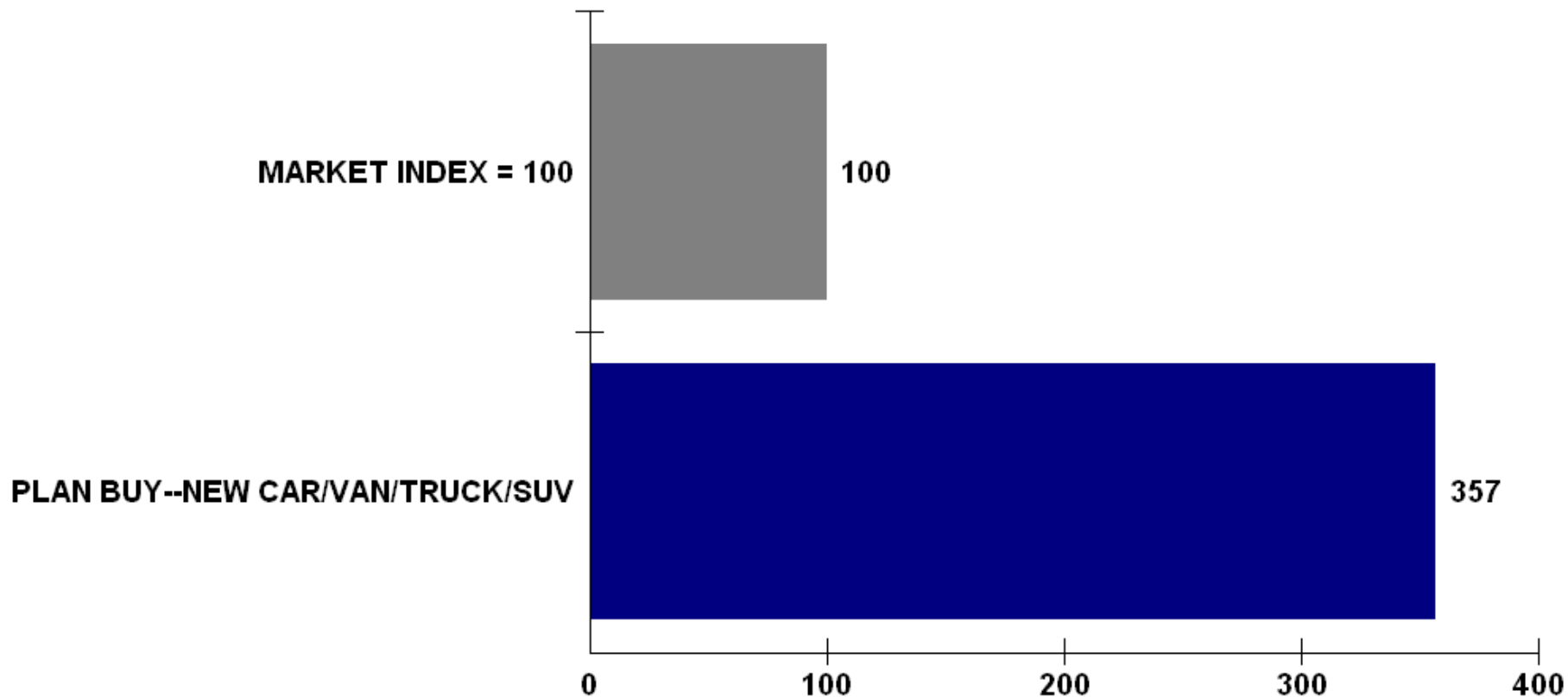


Nearly Half o WMTI Listeners Live in St. Tammany Parish





WMTI / KKND / WDVW St. Tammany Listeners are 257% MORE Likely



To Buy a New Car During Next 12 Months