

# Reaching



# Best Customer Prospects



## WIP is Highly Targeted in Reaching Faulkner's Prime Demo of Adults Age 35+

Report: MEDIA PROFILE REPORT  
Market: PHILADELPHIA, PA for DEC '05-MAR 2006  
Bases: GENERAL BASE = ADULTS AGE 18+  
Media: WIP  
Target: ADULTS--AGE 35 PLUS

THE MEDIA AUDIT

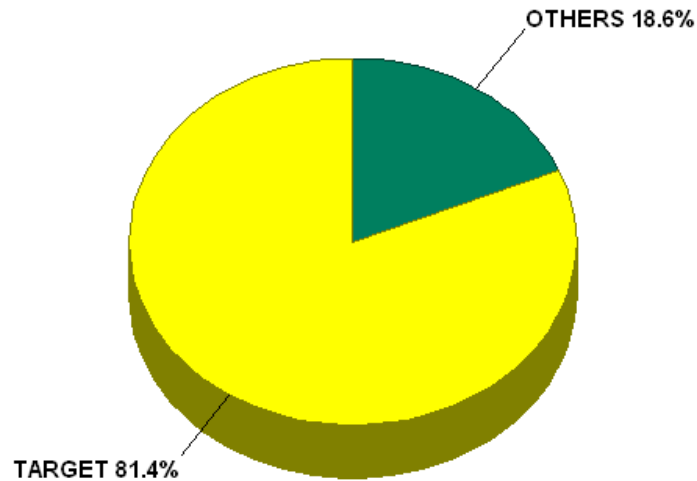
Target Analysis

Media Persons: 307,400

% In Target: 81.4%

Target Persons: 250,200

### 81.4% of WIP Listeners are Age 35+

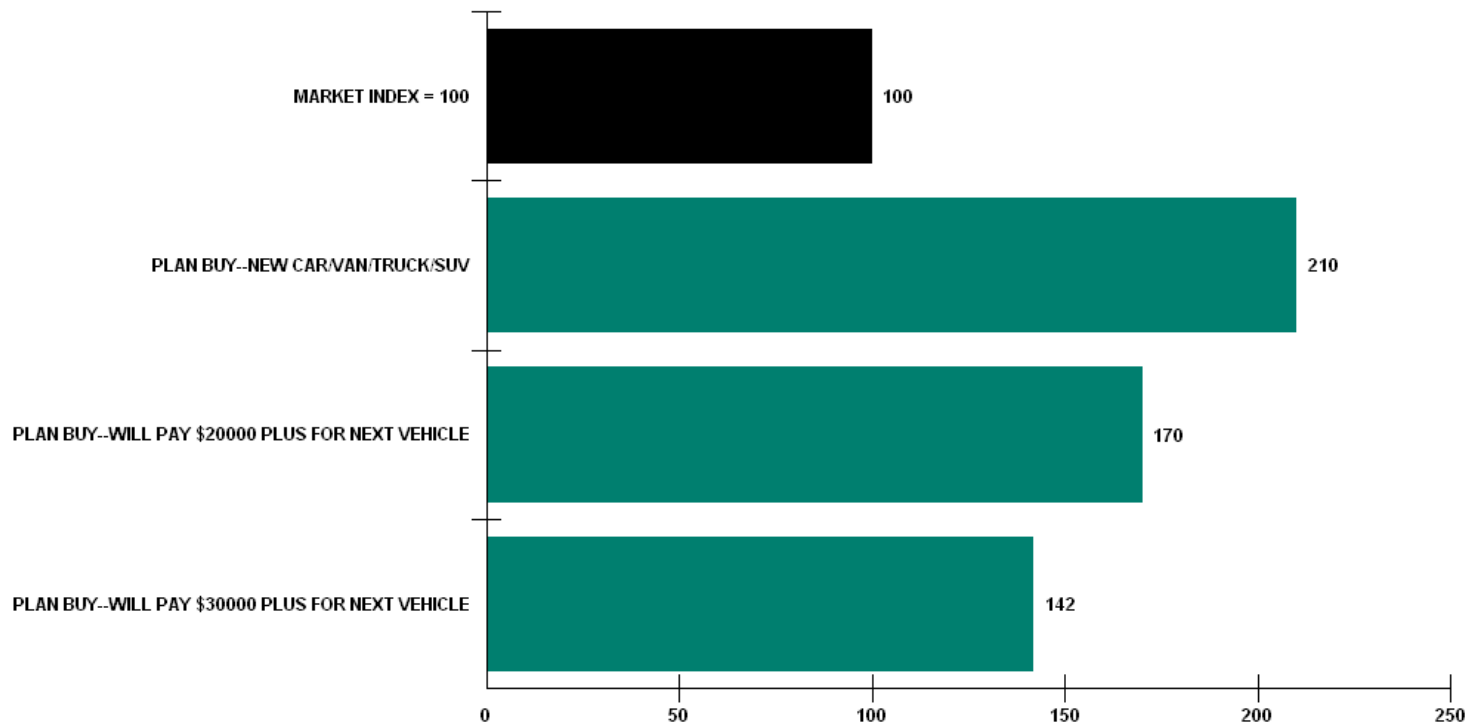




WIP Listeners are 110% more likely than the market average to Plan to Buy a New Vehicle during the Next 12 Months.

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA THE MEDIA AUDIT Cume Index  
Market: PHILADELPHIA, PA for DEC '05-MAR 2006  
Bases: GENERAL BASE = ADULTS AGE 18+  
Media: WIP

### WIP OUTPERFORMS THE MARKET IN DELIVERING NEW VEHICLE BUYERS





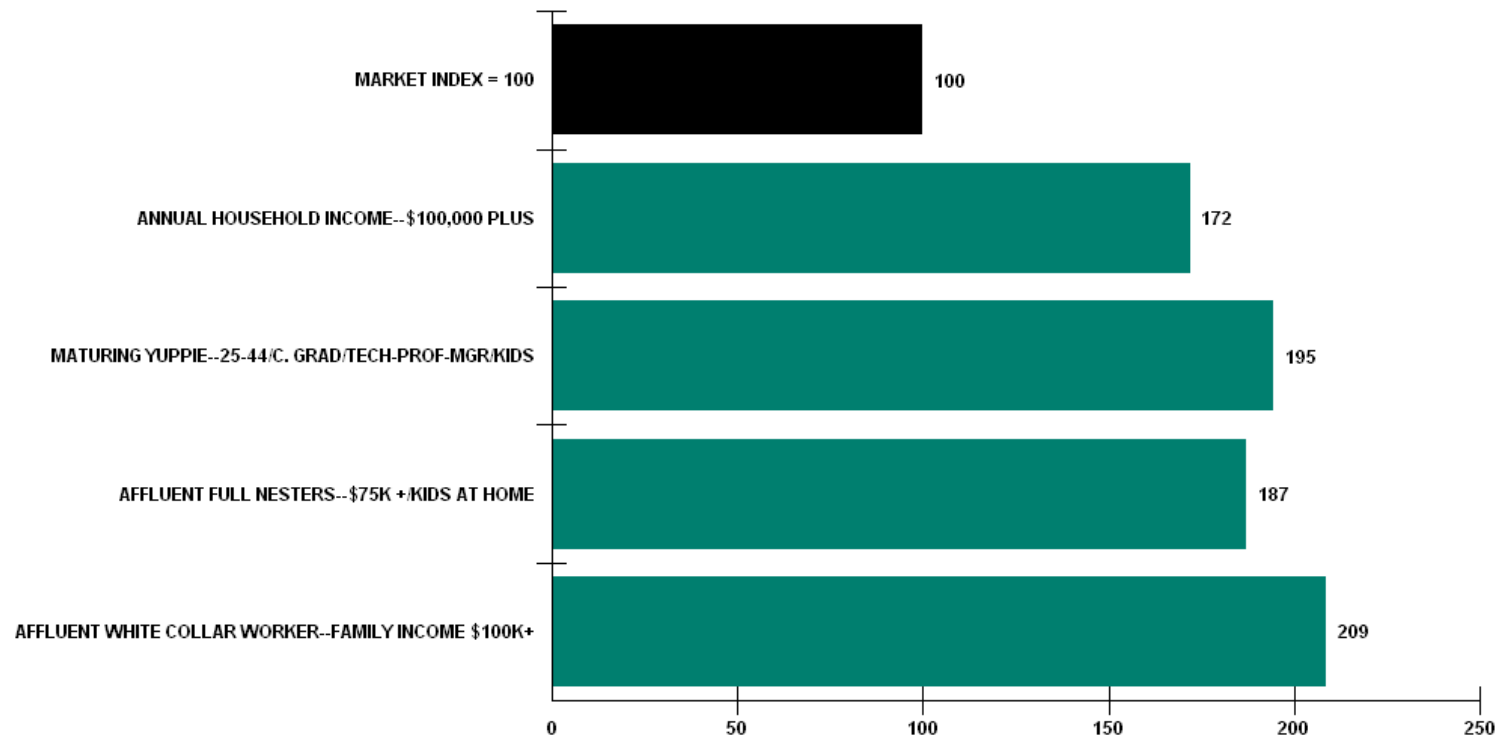
## WIP Listeners Have Lots of Disposable Income and can easily afford new vehicles.

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Market: PHILADELPHIA, PA for DEC '05-MAR 2006  
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THE MEDIA AUDIT

Cume Index

### WIP Listeners are Highly Affluent.





# WIP is a Market Leader in Delivering New Vehicle Buyers.

**THE MEDIA AUDIT**  
 ADJUSTED ARBITRON RATINGS RANKER REPORT  
 GENERAL BASE = ADULTS AGE 18+

Report Market: PHILADELPHIA, PA  
 Report Period: DEC '05-MAR 2006  
 TARGET: PLAN BUY--NEW CAR/VAN/TRUCK/SUV  
 Arbitron Daypart: MONDAY - SUNDAY 6AM TO MIDNIGHT

TOTAL AUDIENCE: 3,912,800

% IN TARGET AUDIENCE: 6.5%

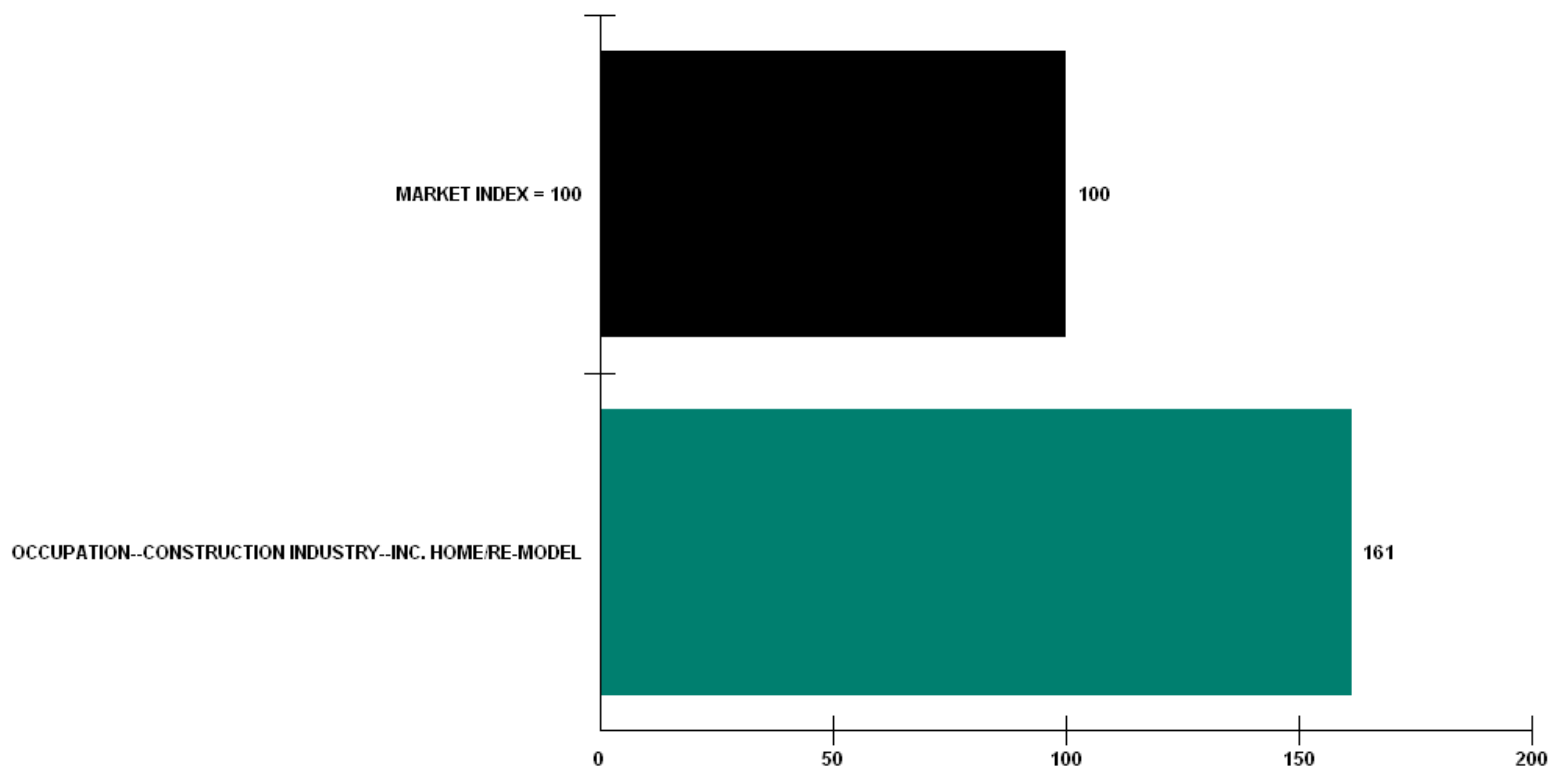
| RANK | MEDIA   | CUME ADJUSTED PERSONS | CUME ADJUSTED RATING | 0     | 8 | 16 |
|------|---------|-----------------------|----------------------|-------|---|----|
| 1    | WMGK-FM | 60,177                | 23.6                 | [Bar] |   |    |
| 2    | WIP     | 51,331                | 20.2                 | [Bar] |   |    |
| 3    | WBEN-FM | 49,782                | 19.6                 | [Bar] |   |    |
| 4    | WIOQ-FM | 36,326                | 14.3                 | [Bar] |   |    |
| 5    | WPHT    | 35,219                | 13.8                 | [Bar] |   |    |
| 6    | WDAS-FM | 28,026                | 11.0                 | [Bar] |   |    |
| 7    | WVSN-FM | 26,847                | 10.5                 | [Bar] |   |    |
| 8    | WJZ-FM  | 25,779                | 10.1                 | [Bar] |   |    |
| 9    | WUSL-FM | 22,858                | 9.0                  | [Bar] |   |    |
| 10   | WMMR-FM | 22,654                | 8.9                  | [Bar] |   |    |
| 11   | WRDQ-FM | 22,243                | 8.7                  | [Bar] |   |    |
| 12   | WVGL-FM | 22,221                | 8.7                  | [Bar] |   |    |
| 13   | WPHI-FM | 21,484                | 8.4                  | [Bar] |   |    |
| 14   | WTHK-FM | 17,625                | 6.9                  | [Bar] |   |    |
| 15   | WKOW-FM | 14,781                | 5.8                  | [Bar] |   |    |
| 16   | WPST-FM | 14,554                | 5.7                  | [Bar] |   |    |
| 17   | WRNB-FM | 13,440                | 5.3                  | [Bar] |   |    |
| 18   | WPPZ-FM | 12,628                | 5.0                  | [Bar] |   |    |
| 19   | WYSP-FM | 11,924                | 4.7                  | [Bar] |   |    |
| 20   | WNTP    | 8,590                 | 3.4                  | [Bar] |   |    |
| 21   | WPEN    | 6,209                 | 2.4                  | [Bar] |   |    |
| 22   | WXTU-FM | 4,706                 | 1.8                  | [Bar] |   |    |
| 23   | WJBR-FM | 2,672                 | 1.0                  | [Bar] |   |    |
| 24   | WZZO-FM | 2,468                 | 1.0                  | [Bar] |   |    |



# WIP Delivers Great Prospects for Commercial Trucks.

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA THE MEDIA AUDIT Most Often Index  
Market: PHILADELPHIA, PA for JUN-AUG/DEC'05-MAR 2006  
Bases: GENERAL BASE = ADULTS AGE 18+  
Media: WIP

WIP Listeners are 61% More Likely to be in the Construction Industry.





## WIP Delivers Great Prospects for Commercial Trucks...Business Owners and Decision Makers.

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA  
Market: PHILADELPHIA, PA for DEC '05-MAR 2006  
Bases: GENERAL BASE = ADULTS AGE 18+  
Media: WIP

THE MEDIA AUDIT

Cume Index

WIP Listeners are 138% More Likely to be Business Owners.

