



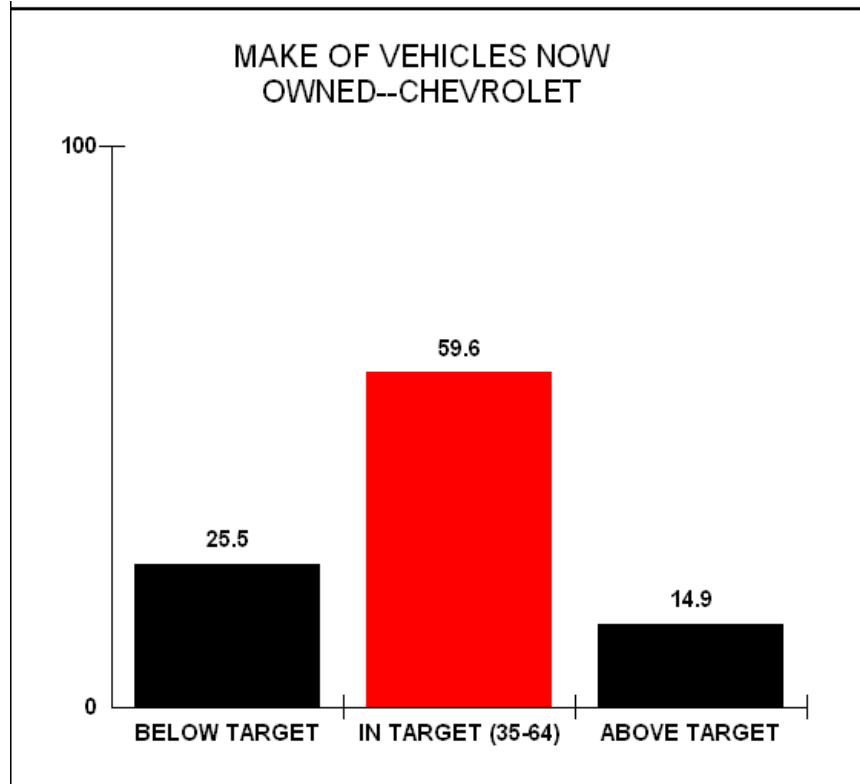
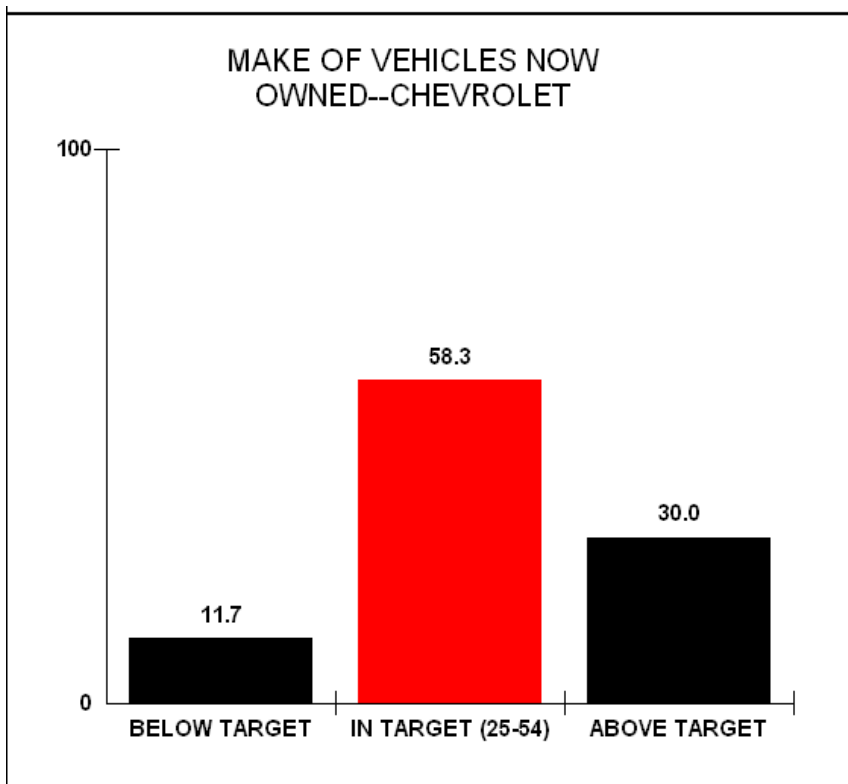
# REACHING THE BEST CAR BUYING PROSPECTS IN THE TAMPA-ST. PETE MARKET

*Presented by:*  
Tom Frawley  
Q105 WRBQ-FM  
CBS Radio  
May 16, 2007

# The Tampa Area Chevrolet Owners Age Profile

58.3% are Age 25-54

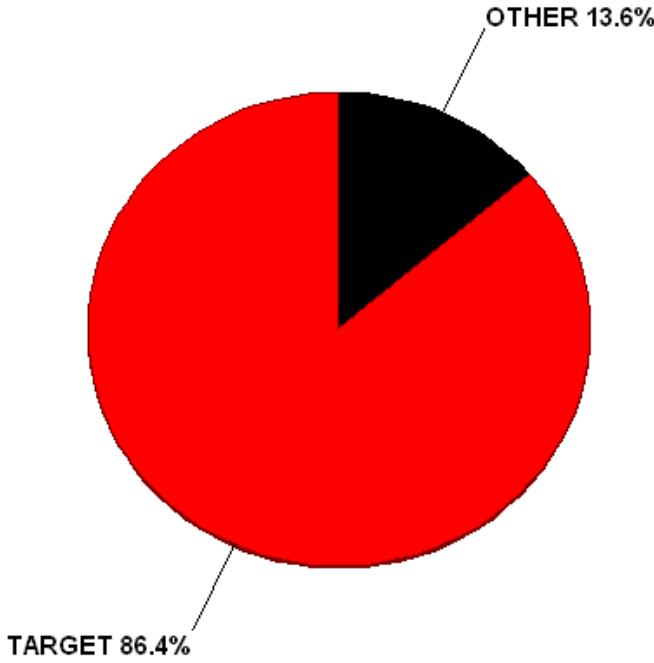
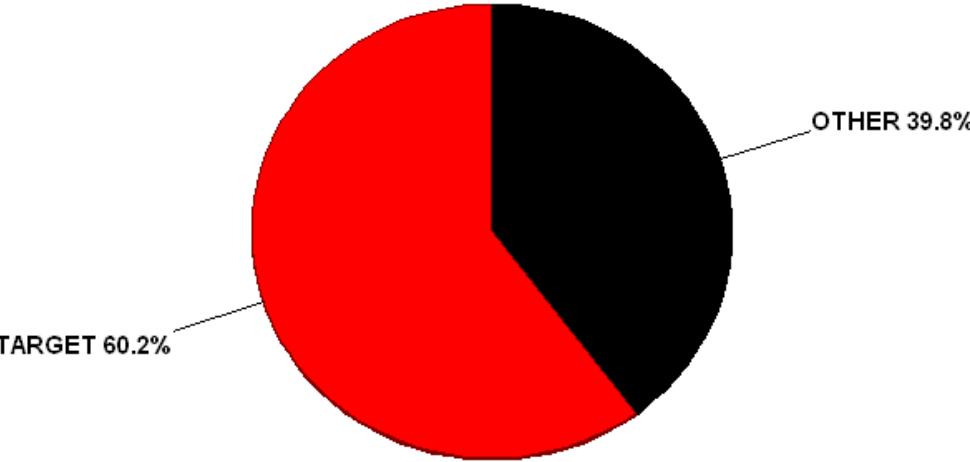
59.6% are Age 35-64



# Q105 WRBQ LISTENERS Age Profile

60.2% OF WRBQ LISTENERS ARE AGE 25-54

86.4% OF WRBQ LISTENERS ARE AGE 35-54

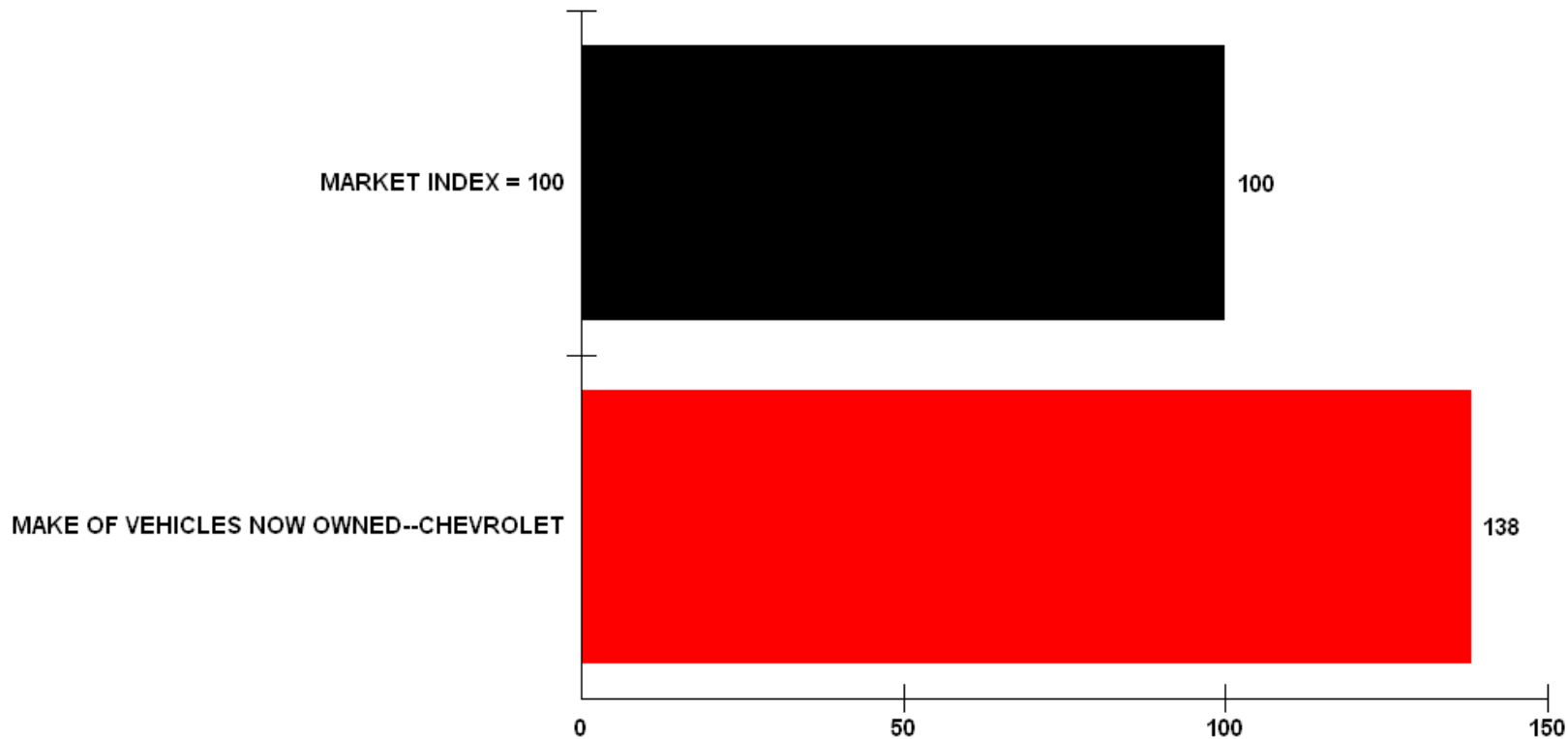


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: TAMPA-ST. PETERSBURG, FL for DEC '06-FEB 2007  
Bases: ADULTS AGE 18+  
Media: WRBQ-FM

THE MEDIA AUDIT

Cume Index

### WRBQ LISTENERS ARE 38% MORE LIKELY TO BE CHEVROLET OWNERS

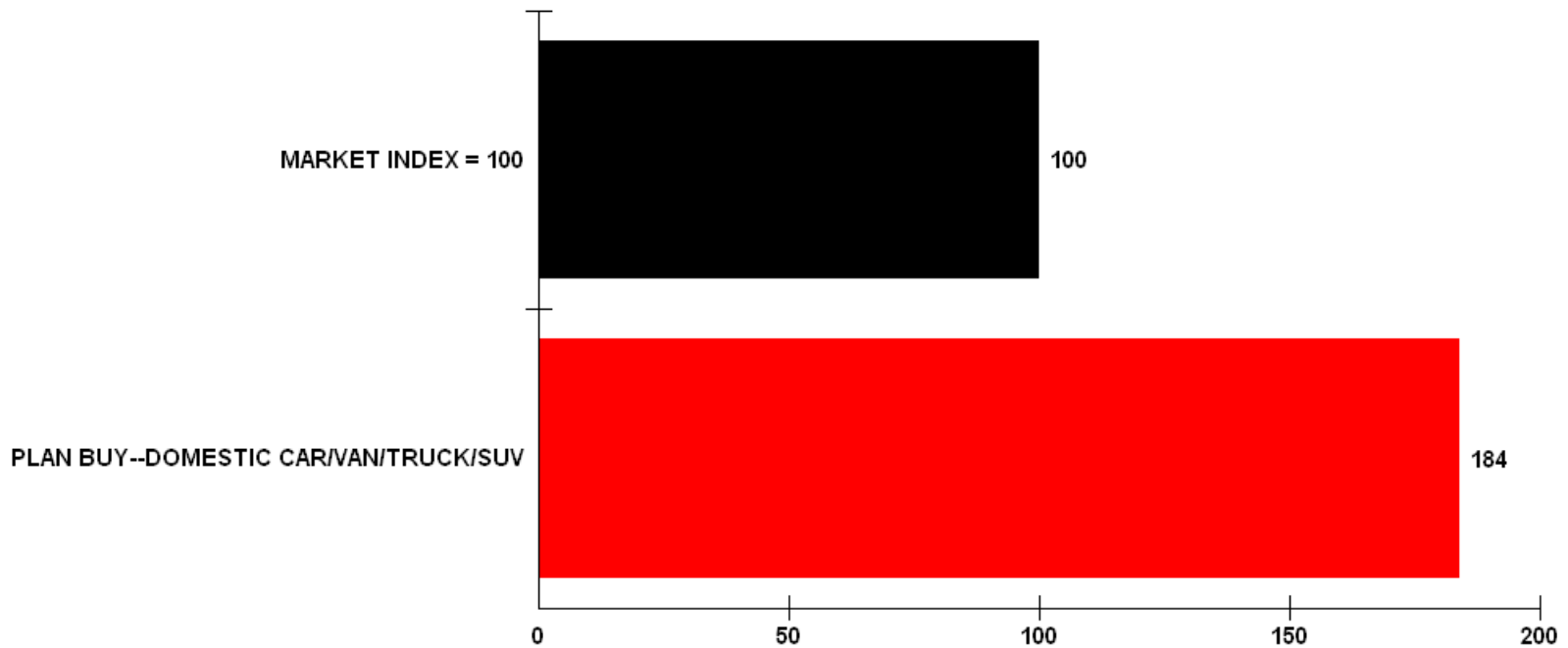


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: TAMPA-ST. PETERSBURG, FL for DEC '06-FEB 2007  
Bases: ADULTS--AGE 25-54  
Media: WRBQ-FM

THE MEDIA AUDIT

Most Often Index

### WRBQ LISTENERS AGE 25-54 ARE 84% MORE LIKELY TO BE DOMESTIC VEHICLE BUYERS



WRBQ-FM and Plan to Buy Domestic Vehicle During Next 12 Months

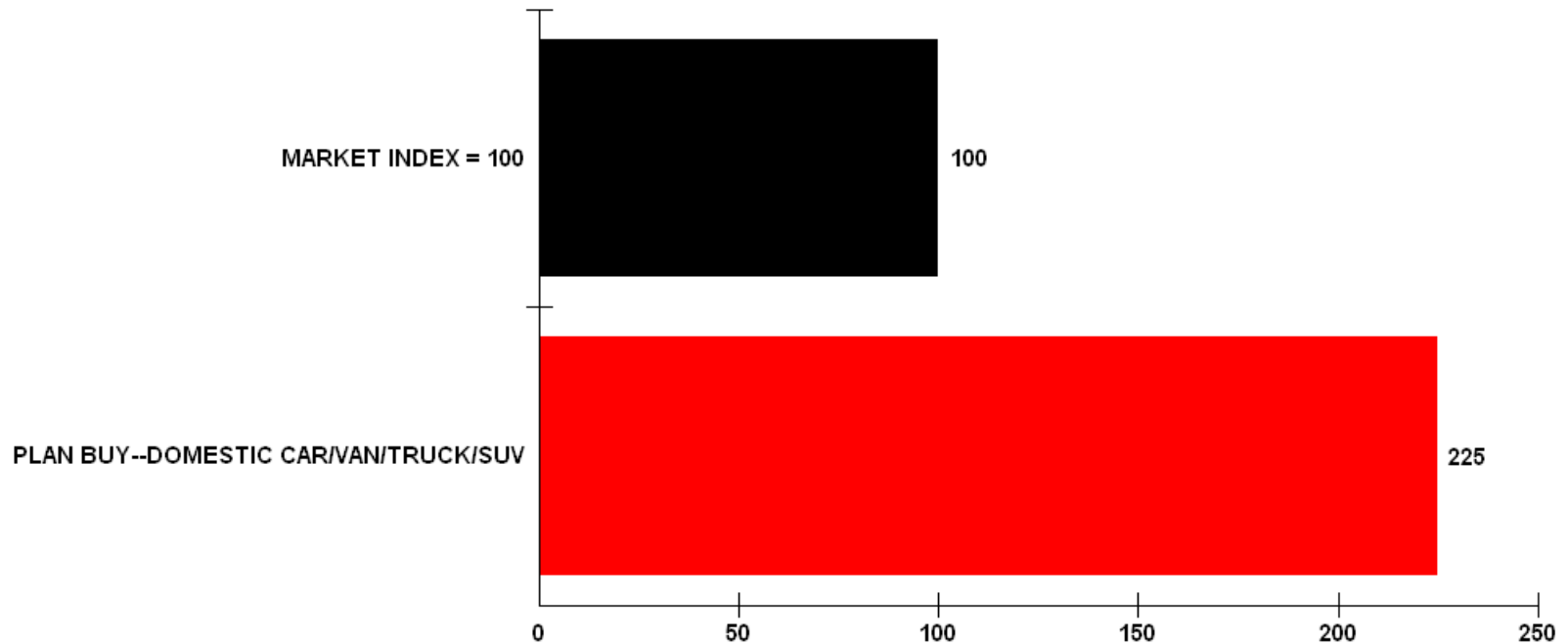


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: TAMPA-ST. PETERSBURG, FL for DEC '06-FEB 2007  
Bases: ADULTS--AGE 35-64  
Media: WRBQ-FM

THE MEDIA AUDIT

Most Often Index

### WRBQ LISTENERS AGE 35-64 ARE 125% MORE LIKELY TO DOMESTIC VEHICLE BUYERS



WRBQ-FM and Plan to Buy Domestic Vehicles During Next 12 Months



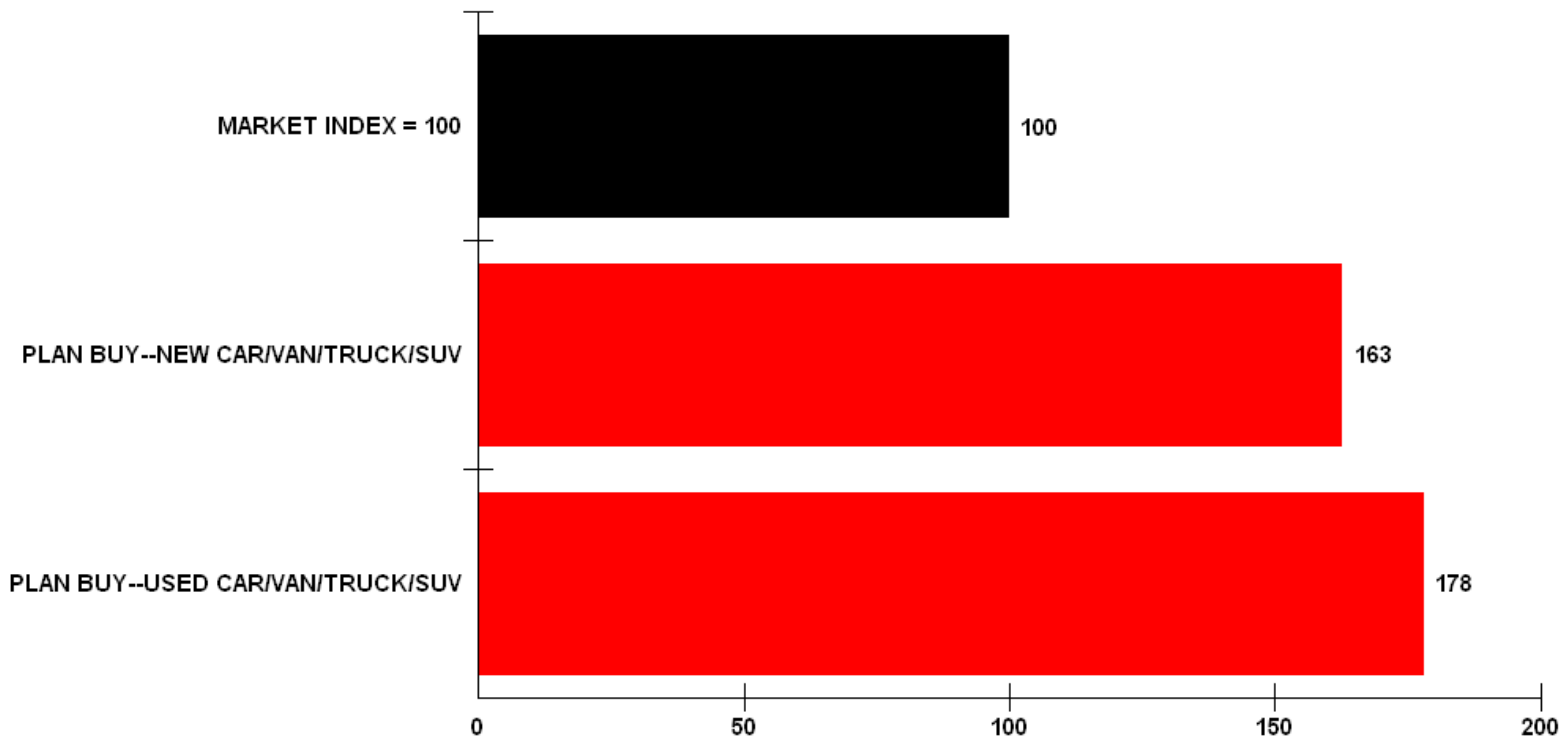
# WRBQ DRAMATICALLY OUTPERFORMS THE MARKET IN DELIVERING ADULTS 25-54 PLANNING TO BUY A VEHICLE DURING THE NEXT 12 MONTHS... BOTH NEW AND USED.

**ADULTS AGE 25-54**

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: TAMPA-ST. PETERSBURG, FL for DEC '06-FEB 2007  
Bases: ADULTS--AGE 25-54  
Media: WRBQ-FM

THE MEDIA AUDIT

### WRBQ-FM LISTENERS AGE 25-54





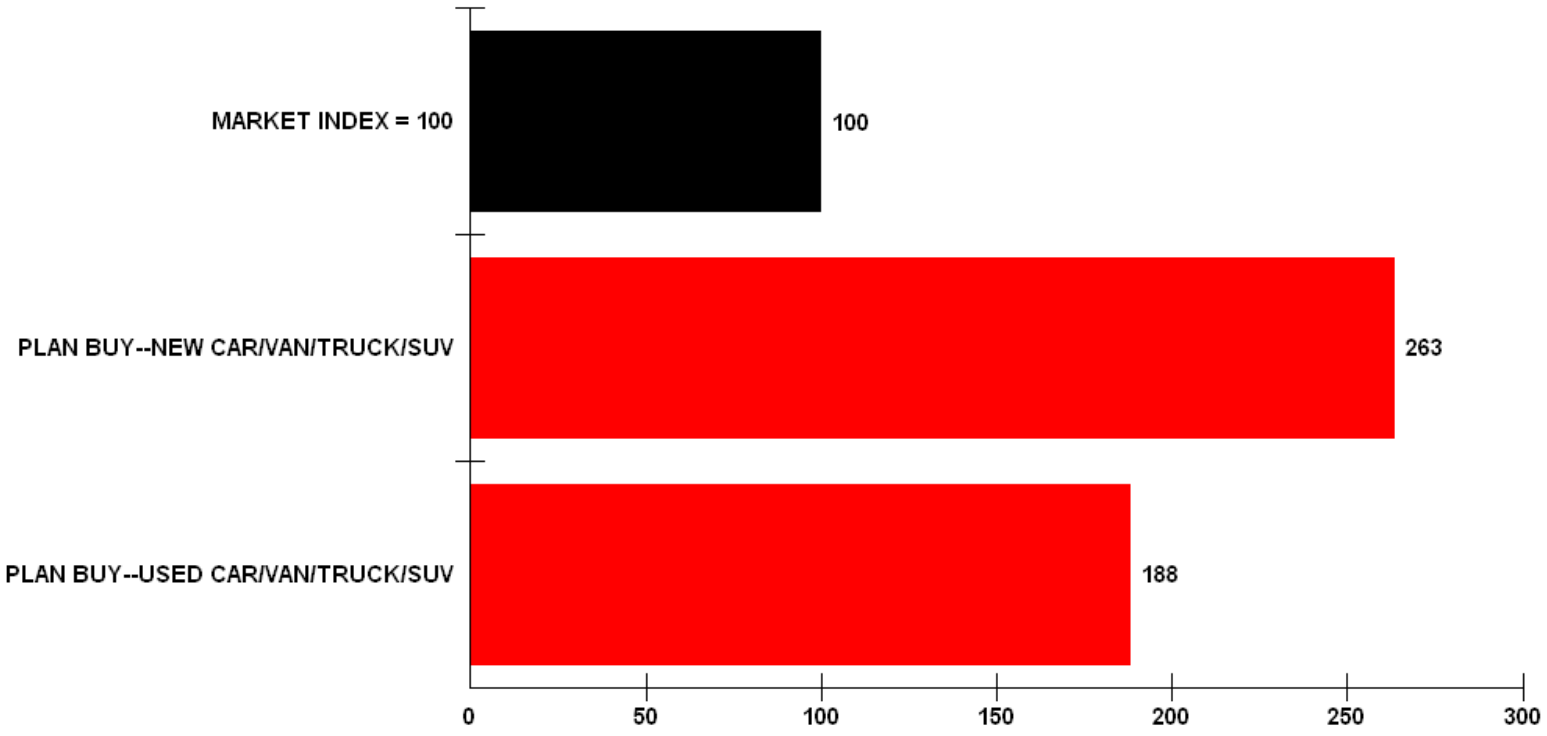
# WRBQ DRAMATICALLY OUTPERFORMS THE MARKET IN DELIVERING ADULTS 35-64 PLANNING TO BUY A VEHICLE DURING THE NEXT 12 MONTHS... BOTH NEW AND USED.

**ADULTS AGE 35-64**

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: TAMPA-ST. PETERSBURG, FL for DEC '06-FEB 2007  
Bases: ADULTS--AGE 35-64  
Media: WRBQ-FM

THE MEDIA AUDIT

### WRBQ LISTENERS AGE 35-64





# WRBQ IS A MARKET LEADER IN REACHING THE BEST CUSTOMER PROSPECTS FOR TOM MOORE CHEVROLET

Report: RANKER REPORT  
Market: TAMPA-ST. PETERSBURG, FL for DEC '06-FEB 2007  
Bases: ADULTS--AGE 35-64  
Target: PLAN BUY--CAR/VAN/TRUCK/SUV

THE MEDIA AUDIT

Cume Ratings

Base Population: 1,047,900

% In Target: 14.0%

Target Persons: 146,900

## ADULTS AGE 35-64 & PLAN TO BUY A VEHICLE DURING THE NEXT 12 MONTHS

