



**DELIVERING THE ATLANTA MARKET:**

**LUXURY CAR BUYERS**



**Presented by:  
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V-103 WVEE-FM**

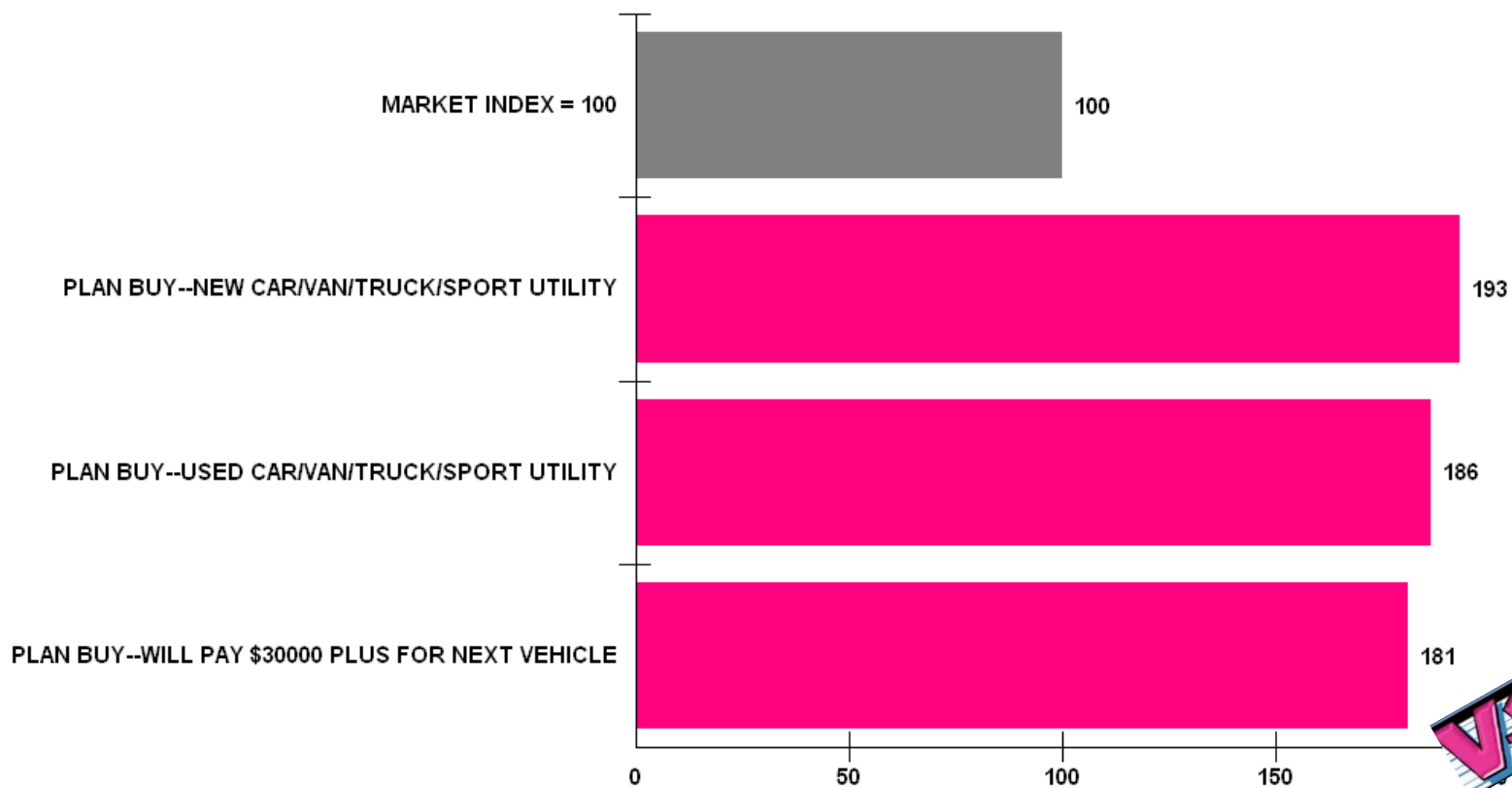
**July 11, 2005**

# WVEE-FM dramatically Outperforms the Market in New, Used and Luxury Car Buyers

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA  
Market: ATLANTA, GA for NOV-DEC 2004  
Base: ADULTS  
Media: WVEE-FM

Cume Index

## WVEE-FM V-103

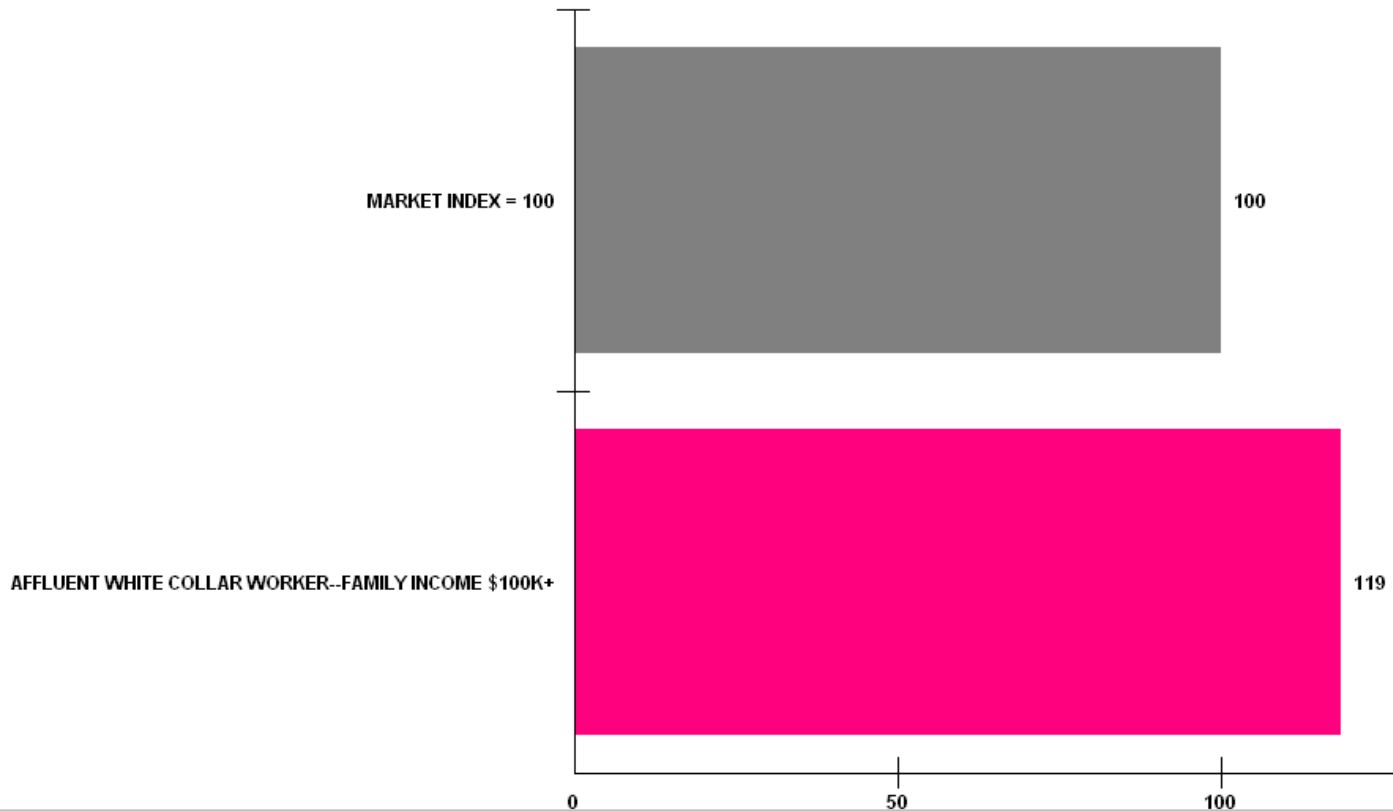


# WVEE-FM Outperforms the Market in Reaching Atlanta's Upper Income Population

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA  
Market: ATLANTA, GA for NOV-DEC 2004  
Base: ADULTS  
Media: WVEE-FM

Cume Index

## WVEE-FM V-103





## WVEE-FM Reaches MORE "25-54 Luxury Car Buyers" than ANY Other Radio Station

Report: RANKER REPORT  
 Market: ATLANTA, GA for NOV-DEC 2004  
 Base: ADULTS--AGE 25-54  
 Target: PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE

Base Population: 2,155,300

% In Target: 6.0%

Rank	Media	Cume Persons	Cume Rating	
1	WVEE-FM	47,000	36.5	
2	WFOX-FM	38,100	29.6	
3	WALR-FM	36,000	28.0	
4	WHTA-FM	34,000	26.4	
5	WPZE-FM	28,000	21.7	
6	WBTS-FM	22,700	17.6	
7	WKLS-FM	20,100	15.6	
8	WSB	18,200	14.1	
9	WZGC-FM	15,800	12.3	
10	WYAY-FM	13,800	10.7	
11	WSTR-FM	12,500	9.7	
12	WSB-FM	12,200	9.5	
13	WKHX-FM	11,600	9.0	
14	WGST	10,900	8.5	
15	WLCL-FM	8,900	6.9	
16	WWWQ-FM	8,000	6.2	
17	WABE-FM	7,700	6.0	
18	WCNN	7,100	5.5	
19	WAMJ-FM	6,000	4.7	
20	WLTN-FM	5,800	4.5	
21	WFSH-FM	5,500	4.3	
22	WNNX-FM	4,800	3.7	
23	WJZZ-FM	3,800	3.0	





## WVEE-FM is a Market Leader in reaching A25-54 with \$150,000+ Incomes

Report: RANKER REPORT  
 Market: ATLANTA, GA for NOV-DEC 2004  
 Base: ADULTS--AGE 25-54  
 Target: ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE

Base Population: 2,155,300

% In Target: 8.1%

Rank	Media	Cume Persons	Cume Rating	
				0                      9                      18                      28
1	WSB	48,600	27.9	
2	<b>WVEE-FM</b>	<b>41,600</b>	<b>23.9</b>	
3	WWWQ-FM	25,900	14.9	
4	WPZE-FM	22,800	13.1	
5	WKHX-FM	22,200	12.8	
6	WHTA-FM	21,900	12.6	
7	WZGC-FM	19,400	11.1	
8	WSB-FM	19,300	11.1	
9	WALR-FM	19,300	11.1	
10	WCNN	18,400	10.6	
11	WFSH-FM	17,900	10.3	
12	WBTS-FM	15,400	8.8	
13	WABE-FM	13,600	7.8	
14	WSTR-FM	12,900	7.4	
15	WKLS-FM	12,200	7.0	
16	WGST	12,000	6.9	
17	WQXI	10,800	6.2	
18	WNNX-FM	9,100	5.2	
19	WAMJ-FM	8,900	5.1	
20	WFOX-FM	8,900	5.1	
21	WGKA	7,800	4.5	
22	WYAY-FM	6,800	3.9	
23	WLTM-FM	5,200	3.0	
24	WLCL-FM	4,300	2.5	
25	WCLK-FM	3,800	2.2	





## WVEE-FM is a Market Leader in reaching “Male 25-54 Luxury Car Buyers”

Report: RANKER REPORT  
 Market: ATLANTA, GA for NOV-DEC 2004  
 Base: MALE ADULTS--AGE 25-54  
 Target: PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE

Base Population: 1,066,800

% In Target: 7.8%

Rank	Media	Cume Persons	Cume Rating	
				0 10 21 32
1	WALR-FM	26,400	31.8	
2	WFOX-FM	26,400	31.8	
3	WVEE-FM	23,100	27.8	
4	WHTA-FM	20,800	25.0	
5	WKLS-FM	16,200	19.5	
6	WZGC-FM	15,800	19.0	
7	WSB	15,500	18.7	
8	WPZE-FM	14,800	17.8	
9	WBTS-FM	14,800	17.8	
10	WYAY-FM	12,300	14.8	
11	WGST	10,900	13.1	
12	WSB-FM	10,700	12.9	
13	WLCL-FM	8,900	10.7	
14	WCNN	7,100	8.5	
15	WKHX-FM	7,100	8.5	
16	WABE-FM	6,500	7.8	
17	WAMJ-FM	6,000	7.2	
18	WVVWQ-FM	4,200	5.1	
19	WNNX-FM	3,700	4.5	
20	WLTM-FM	1,800	2.2	

