

# Efficiently and Effectively Reaching Mazda & Hyundai Best Buying Prospects

**Mazda of Wesley Chapel**



**Hyundai of Wesley Chapel**



Presented by:  
Diana Baker  
**CBS Radio**  
WLLD-FM 98.7



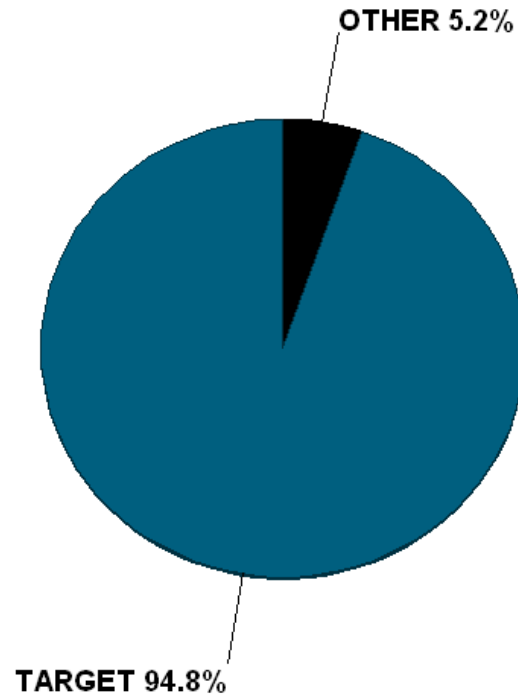
# WILD 98.7 SUPER-SERVES YOUR PRIME DEMO OF ADULTS 18-49

Report: MEDIA PROFILE REPORT  
Market: TAMPA-ST. PETERSBURG, FL for DEC '06-FEB 2007  
Bases: ADULTS AGE 18+  
Media: WLLD-FM  
Target: ADULTS--AGE 18-49

THE MEDIA AUDIT

All Groups

**94.8% OF WILD 98.7 LISTENERS ARE AGE 18-49**



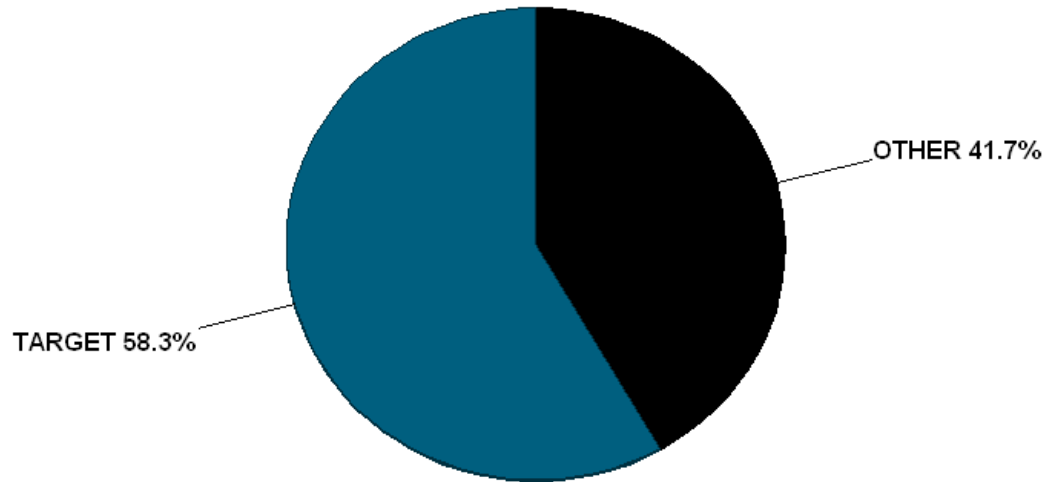
# WILD 98.7 SUPER-SERVES YOUR PRIME DEMO OF ADULTS 25-54

Report: MEDIA PROFILE REPORT  
Market: TAMPA-ST. PETERSBURG, FL for DEC '06-FEB 2007  
Bases: ADULTS AGE 18+  
Media: WLLD-FM  
Target: ADULTS--AGE 25-54

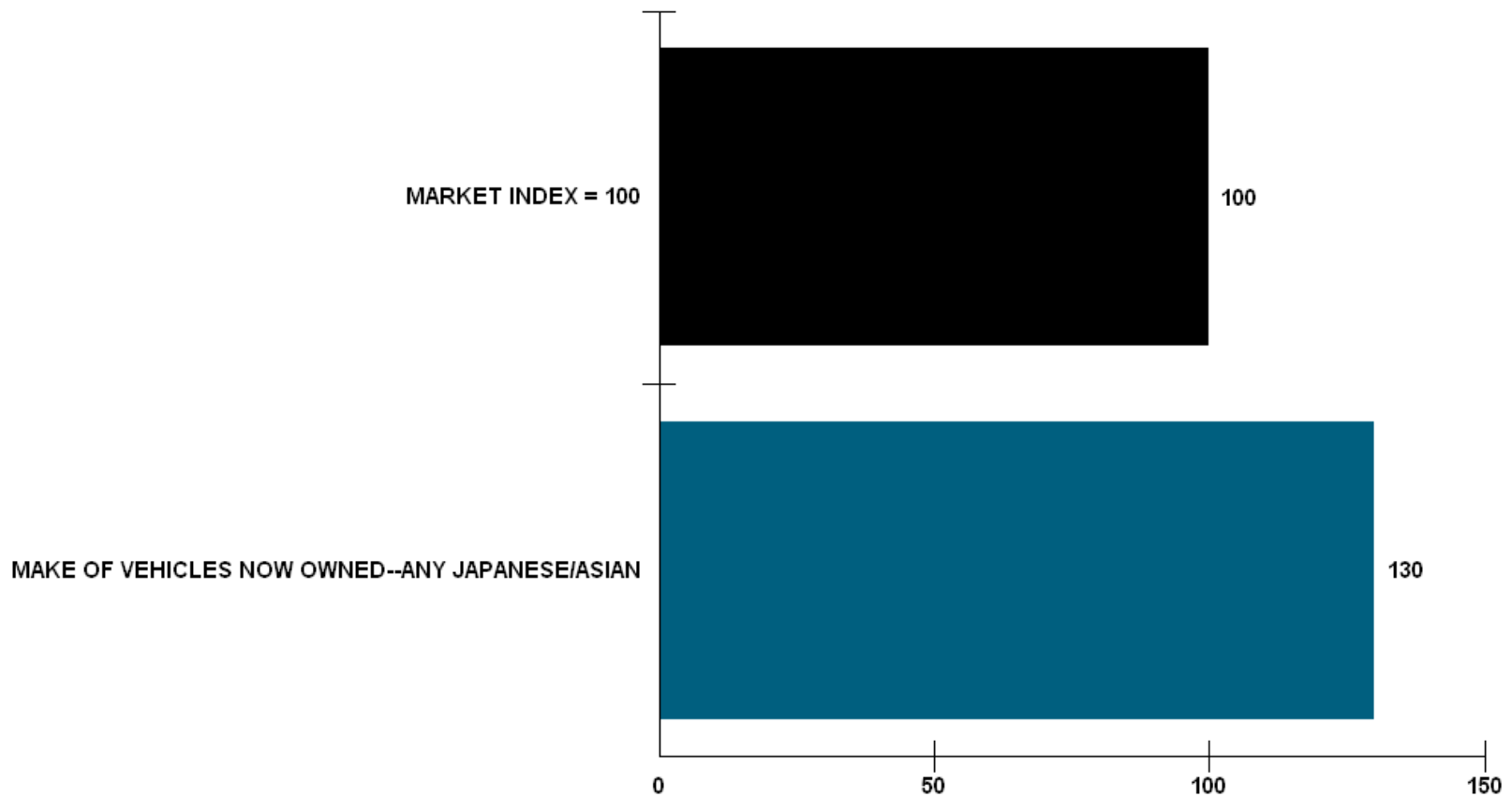
THE MEDIA AUDIT

All Groups

## 58.3% OF WILD 98.7 LISTENERS ARE AGE 25-54



### WILD 98.7 OUTPERFORMS THE MARKET IN DELIVERING JAPANESE/ASIAN CAR OWNERS





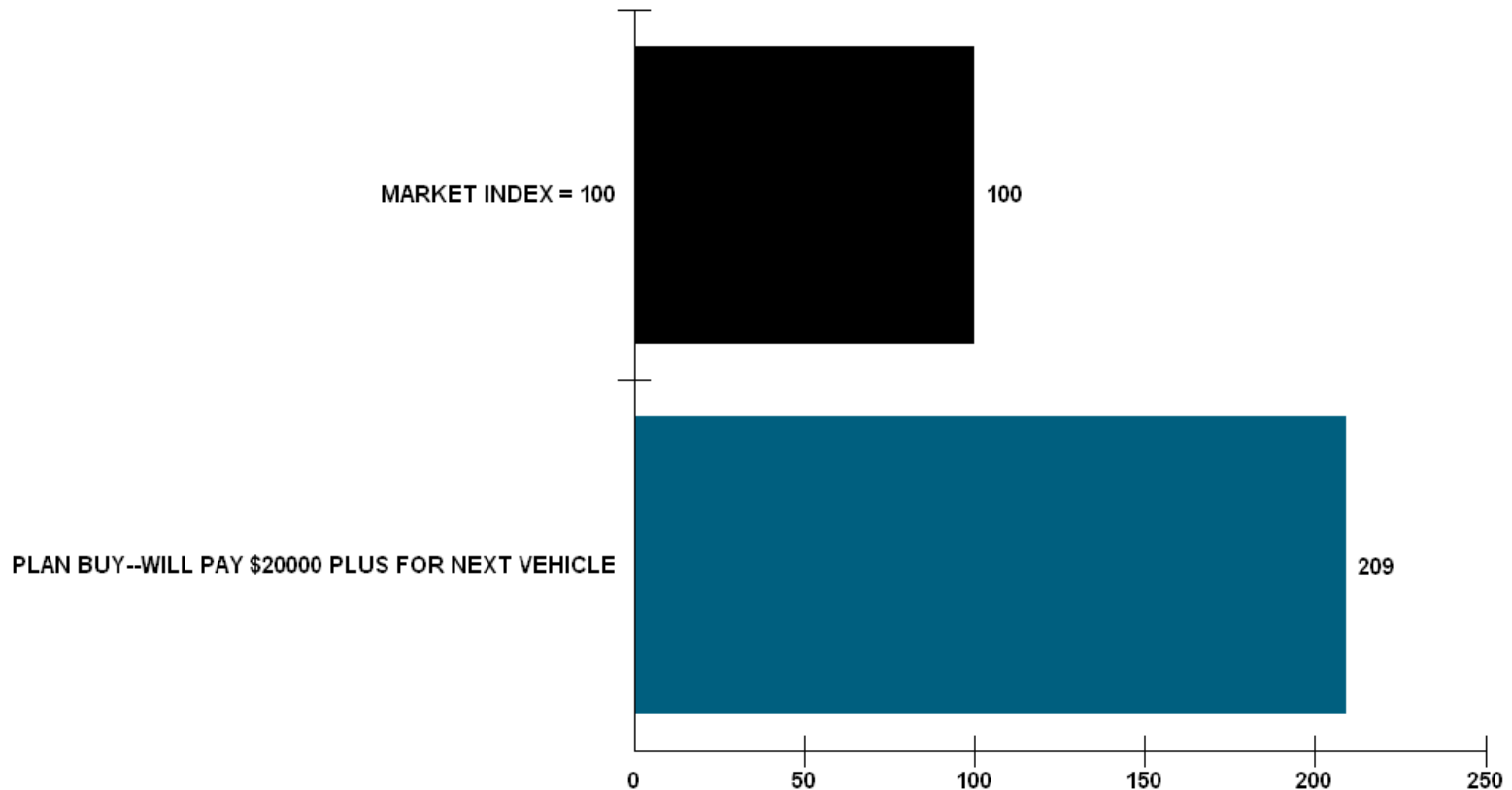
# PLAN TO BUY A VEHICLE DURING NEXT 12 MONTHS & WILL SPEND OVER \$20K

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

THE MEDIA AUDIT

Cume Index

## WILD OUTPERFORMS IN NEXT 12-MONTHS CAR BUYERS SPENDING \$20,000+





Report: RANKER REPORT  
Market: TAMPA-ST. PETERSBURG, FL for DEC '06-FEB 2007  
Bases: ADULTS AGE 18+  
Target: MAKE OF VEHICLES NOW OWNED--ANY JAPANESE/ASIAN

THE MEDIA AUDIT

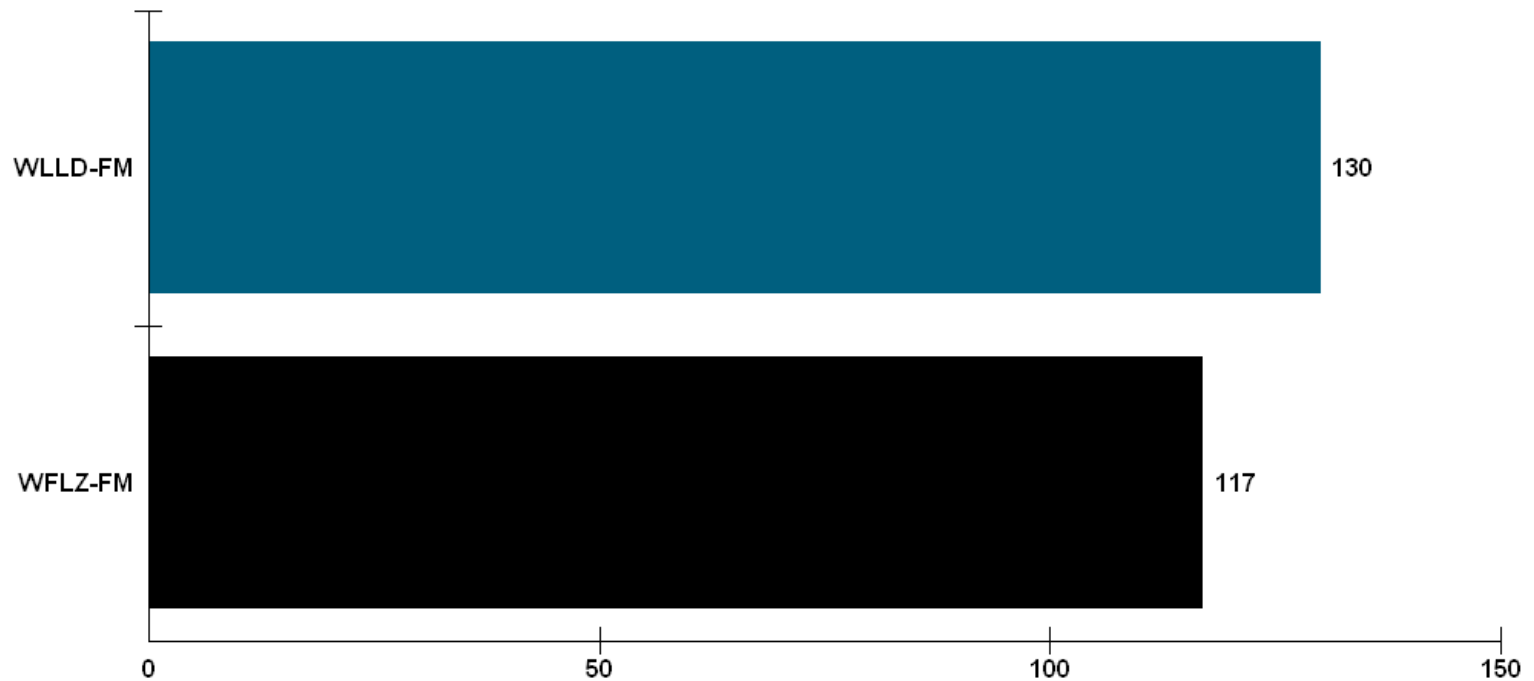
Cume Index

Base Population: 2,060,800

% In Target: 53.1%

Target Persons: 1,094,300

## WILD 98.7 IS MORE HIGHLY TARGETED & EFFICIENT IN REACHING ASIAN CAR OWNERS





# WILD 98.7 DELIVERS FOREIGN CAR BUYERS

Report: RANKER REPORT  
Market: TAMPA-ST. PETERSBURG, FL for DEC '06-FEB 2007  
Bases: ADULTS AGE 18+  
Target: PLAN BUY--FOREIGN CAR/VAN/TRUCK/SUV

THE MEDIA AUDIT

Most Often Index

Base Population: 2,060,800

% In Target: 5.8%

Target Persons: 119,700

**WILD 98.7 IS MORE TARGETED & EFFICIENT REACHING PLAN TO BUY FOREIGN CAR THIS YR.**

