



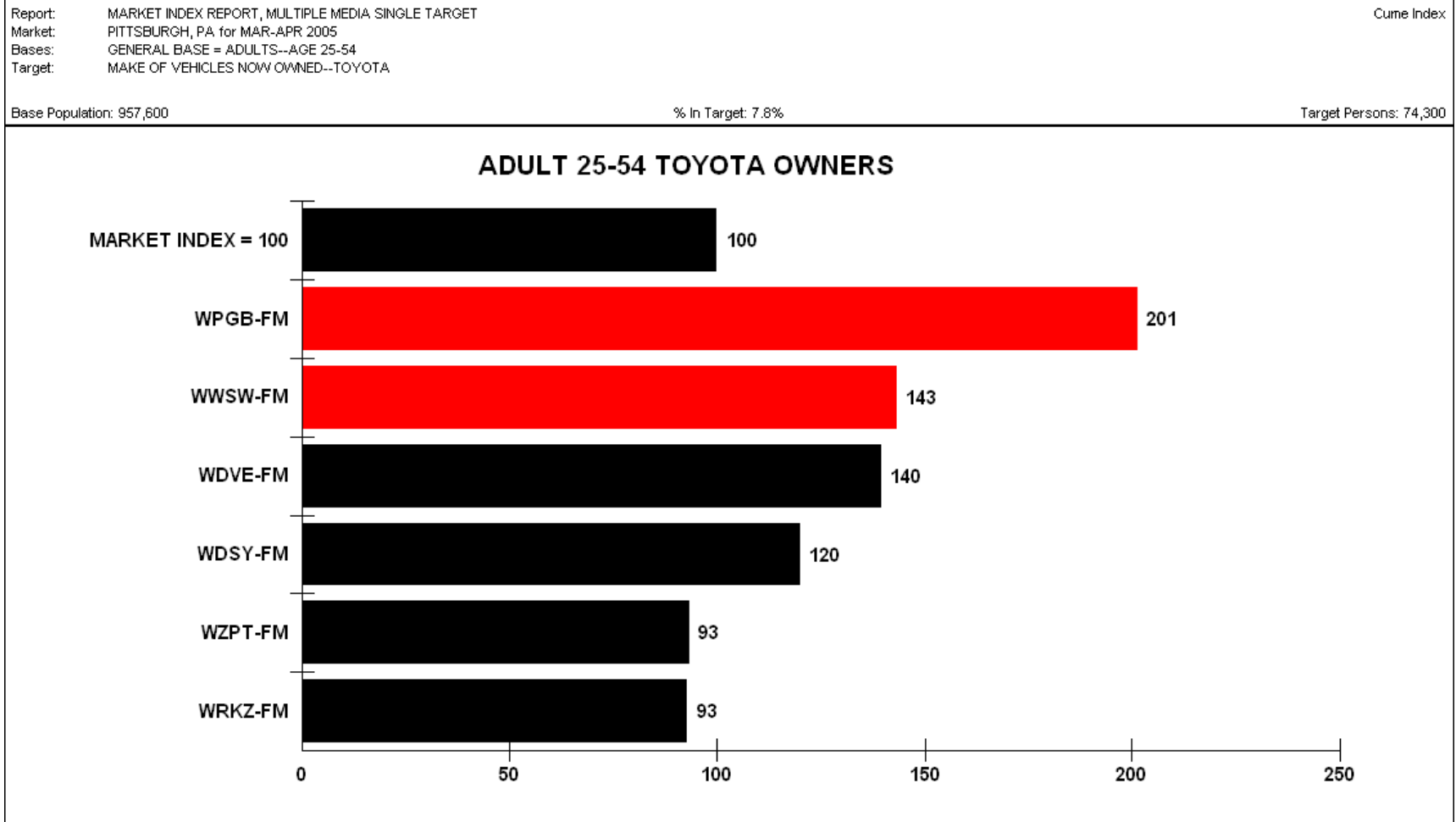
DELIVERING TOYOTA BUYERS
And Best Customer Prospects
In the Pittsburgh Market

Presented by:
Katie McGinley



WWSW & WPGB are THE MOST HIGHLY TARGETED in Reaching 25-54 TOYOTA OWNERS.

WPGB Listeners are 101% more likely, and WWSW Listeners are 43% more likely than the market average to ADULT 25-54 TOYOTA OWNERS.



WWSW & WPGB are Market Leaders in Delivering the LARGEST NUMBER of ADULT 25-54 TOYOTA OWNERS

Report: RANKER REPORT
 Market: PITTSBURGH, PA for MAR-APR 2005
 Bases: GENERAL BASE = ADULTS--AGE 25-54
 Target: MAKE OF VEHICLES NOW OWNED--TOYOTA

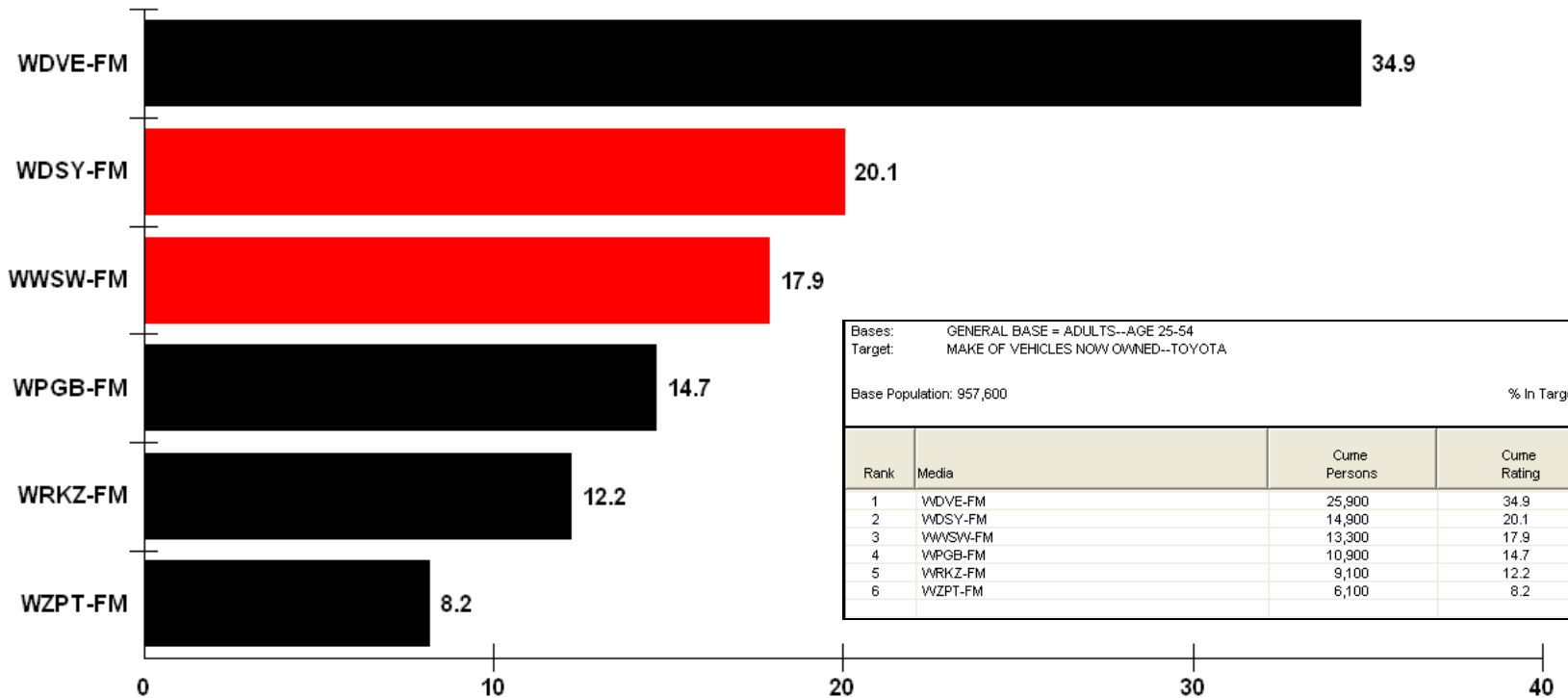
Cume Ratings

Base Population: 957,600

% In Target: 7.8%

Target Persons: 74,300

ADULT 25-54 TOYOTA OWNERS



Bases: GENERAL BASE = ADULTS--AGE 25-54
 Target: MAKE OF VEHICLES NOW OWNED--TOYOTA
 Base Population: 957,600 % In Target: 7.8

Rank	Media	Cume Persons	Cume Rating
1	WDVE-FM	25,900	34.9
2	WDSY-FM	14,900	20.1
3	WWSW-FM	13,300	17.9
4	WPGB-FM	10,900	14.7
5	WRKZ-FM	9,100	12.2
6	WZPT-FM	6,100	8.2



WWSW & WPGB are HIGHLY TARGETED in Reaching FOREIGN CAR BUYERS.

WWSW Listeners are 120% more likely, and WPGB Listeners are 84% more likely than the market average to BUY A FOREIGN VEHICLE in the next 12 months.

Report: MARKET INDEX REPORT, MULTIPLE MEDIA SINGLE TARGET
Market: PITTSBURGH, PA for MAR-APR 2005
Bases: ADULTS
Target: PLAN BUY--FOREIGN CAR/VAN/TRUCK/SUV

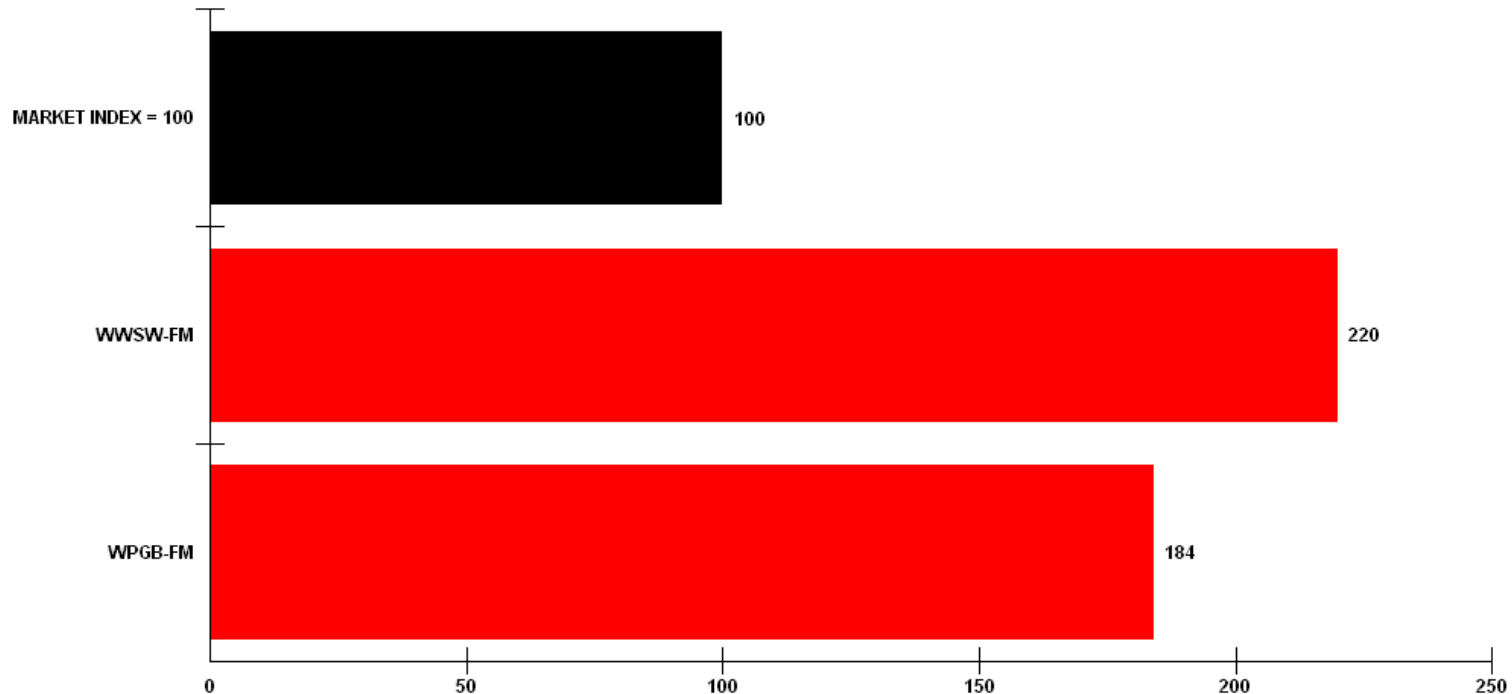
Cume Index

Base Population: 1,839,400

% In Target: 3.1%

Target Persons: 56,400

PLAN TO BUY FOREIGN VEHICLE DURING NEXT 12 MONTHS.



WWSW & WPGB are Market Leaders in Delivering the LARGEST NUMBER of FOREIGN CAR BUYERS

Report: RANKER REPORT
 Market: PITTSBURGH, PA for MAR-APR 2005
 Bases: ADULTS
 Target: PLAN BUY--FOREIGN CAR/VAN/TRUCK/SUV

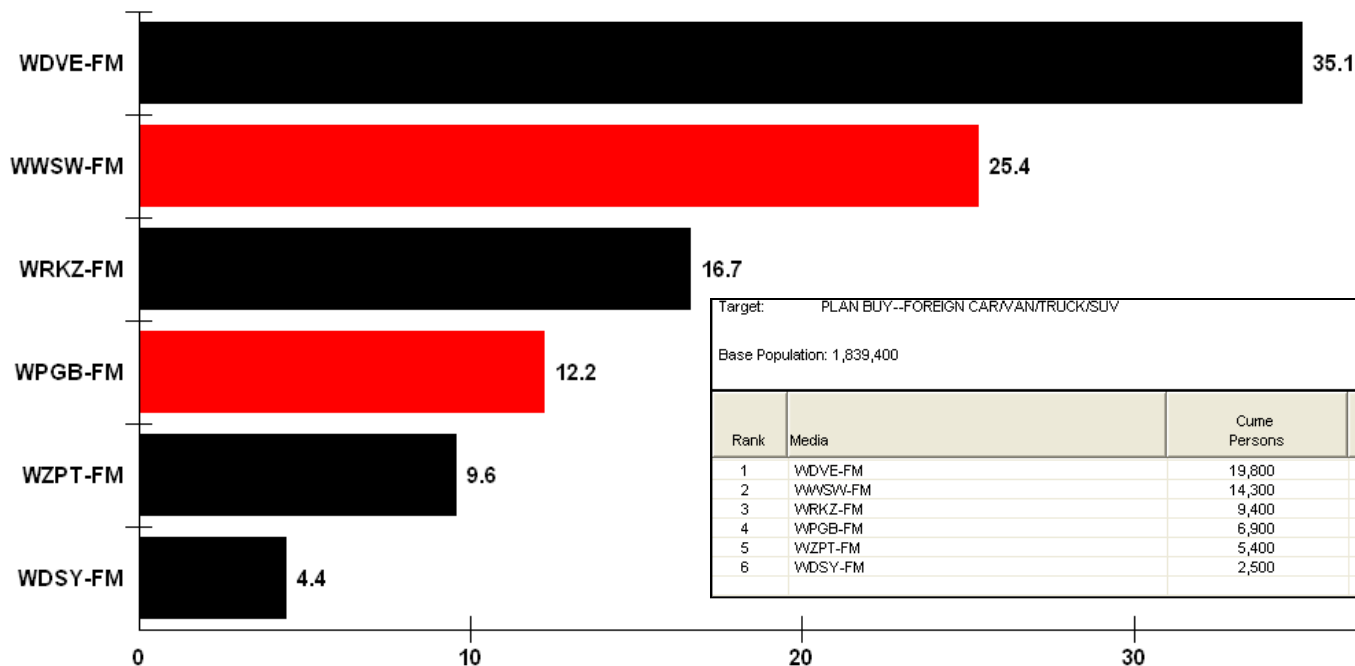
Cume Ratings

Base Population: 1,839,400

% In Target: 3.1%

Target Persons: 56,400

PLAN TO BUY FOREIGN VEHICLE DURING NEXT 12 MONTHS



Target: PLAN BUY--FOREIGN CAR/VAN/TRUCK/SUV

Base Population: 1,839,400 % In Target: 3.1

Rank	Media	Cume Persons	Cume Rating
1	WDVE-FM	19,800	35.1
2	WWSW-FM	14,300	25.4
3	WRKZ-FM	9,400	16.7
4	WPGB-FM	6,900	12.2
5	WZPT-FM	5,400	9.6
6	WDSY-FM	2,500	4.4