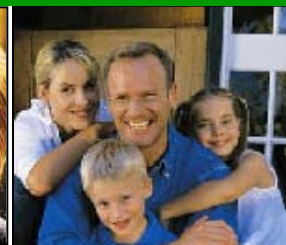




WLRN 91.3



a smart partnership to
reach a quality audience

 **MBAF**
MORRISON BROWN ARGIZ & FARRA, LLP

WLRN 91.3

shared by: Michael Peyton
date: July 22, 2008



Report: MEDIA QUICK PROFILE
 Market: MIAMI/FT. LAUDERDALE, FL for NOV '07-JAN 2008
 Bases: ADULTS AGE 18+
 Media: WLRN-FM

THE MEDIA AUDIT

Audience Profile
 TOTAL

Base Population: 3,186,500

% in Media: 7.8

Media Persons: 250,100

Audience Profile

Total Income: \$20,669,000,000

Mean Income: \$82,643

Mean Age: 47

Home Owners: 85%

Mean Home Value: \$483,617

Mean Miles Past Week: 256



WLRN Listeners
 have a
 Combined income
 In Miami
 of over
\$20.6 Billion



Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
 Market: MIAMI/FT. LAUDERDALE, FL for NOV '07-JAN 2008
 Bases: ADULTS AGE 18+
 Media: WLRN-FM

THE MEDIA

WLRN outperforms the Market at reaching High income professionals

WLRN Listener Profile

MARKET INDEX = 100



OCCUPATION-BUSINESS OWNER/PARTNER/CORP.OFFICER



OCCUPATION-PROFESSIONAL,TECHNICAL



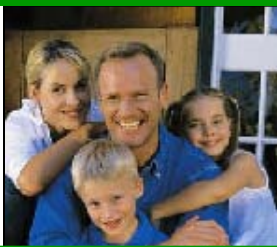
OCCUPATION-PROPRIETORS,MANAGERS



0 50 100 150 200 250



WLRN 91.3

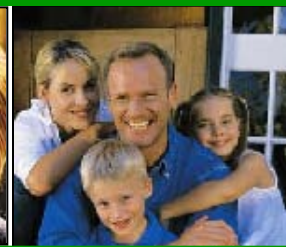


*Want to enhance your
Business through positive
word of mouth ?*



Who would your potential customers consult regarding partners for business services.....





Report: RANKER REPORT
 Market: MIAMVFT. LAUDERDALE, FL for NOV '07-JAN 2008
 Bases: ADULTS AGE 18+
 Target: **OPINION LEADER**

THE MEDIA AUDIT

% In Target: 4.7%

#1 with Opinion Leaders

 *They would ask a WLRN Listener!*

Rank	Media	Cume Persons	Cume Rating	0	10	19	29
1	WLRN-FM	42,700	28.2				
2	WBGG-FM	41,100	27.2				
3	WFLC-FM	38,800	25.7				
4	WIOD	30,300	20.0				
5	WMXJ-FM	24,600	16.3				
6	WINZ	22,100	14.6				
7	WLYF-FM	18,700	12.4				
8	WHYI-FM	18,600	12.3				
9	WHDR-FM	18,500	12.2				
10	WAQI	14,800	9.8				
11	WAMR-FM	14,300	9.5				
12	WQAM	13,900	9.2				
13	WPOW-FM	12,400	8.2				
14	WMIB-FM	11,000	7.3				
15	WCMQ-FM	10,200	6.7				
16	WEDR-FM	7,800	5.2				
17	WQBA	6,900	4.6				
18	WAXY	6,800	4.5				
19	WKIS-FM	6,300	4.2				
20	WRMF-FM	5,500	3.6				
21	WIRP-FM	5,400	3.6				
22	WFTL	5,200	3.4				
23	WXDJ-FM	4,800	3.2				

WLRN reaches more Opinion Leaders than any other local radio station.



In 2007 WLRN's Listeners spent over \$96 Million on Accounting Fees

Report: ANNUAL CONSUMER BUYING POWER COMPOSITION REPORT
Market: MIAM/FT. LAUDERDALE, FL for JUN-JUL/NOV'07-JAN 2008
Bases: ADULTS AGE 18+
Media: WLRN-FM

THE MEDIA AUDIT

Base Population: 3,186,500

% In Media Audience: 8.2%

Targets	Media Persons	Total \$'s	Average \$'s
ACCOUNTING FEES	54,600	96,113,824	1,759



a smart partnership to reach a quality audience



in conclusion:

- WLRN showcases the best of South Florida Residents
- point #2
- point #3
- point #4

WLRN 91.3