

# Reaching Lexington's Best Prospects for **COSMETIC DENTISTRY**

*Presented by:*  
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Clear Channel – Lexington, KY  
July, 2006



# CLEAR CHANNEL REACHES MORE **WOMEN 35-65** THAN ANY RADIO CLUSTER... PRIME COSMETIC DENTISTRY PROSPECTS.



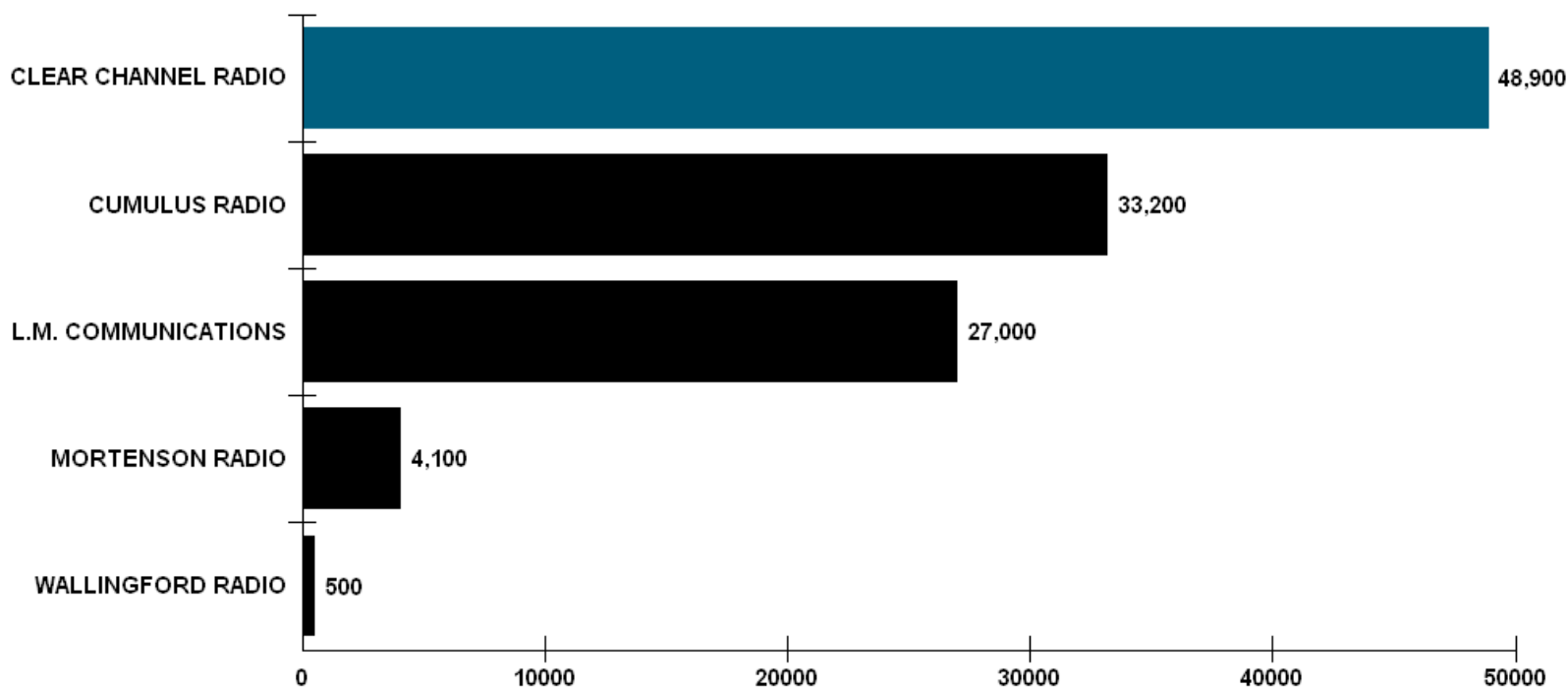
Report: RANKER REPORT  
Market: LEXINGTON, KY for APR-MAY 2006  
Bases: GENERAL BASE = ADULTS AGE 18+ \*AND\* FEMALE ADULTS  
Target: ADULTS--AGE 35-64

THE MEDIA AUDIT

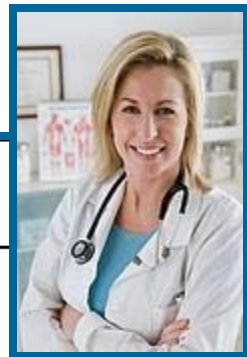
Base Population: 203,000

% In Target: 50.2%

## WOMEN AGE 35-64



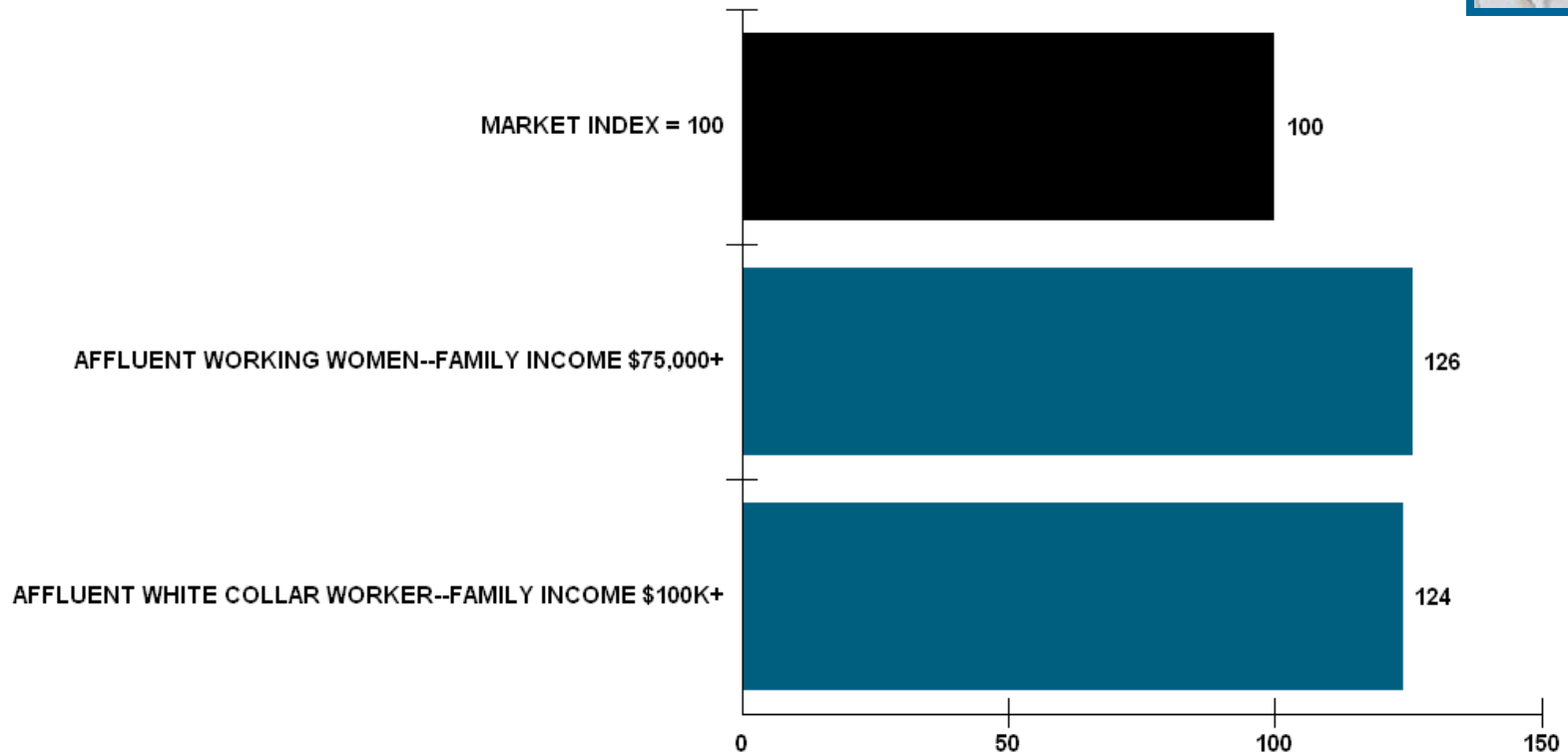
# CLEAR CHANNEL RADIO OUTPERFORMS THE MARKET IN DELIVERING AFFLUENT WORKING WOMEN & PROFESSIONAL WOMEN



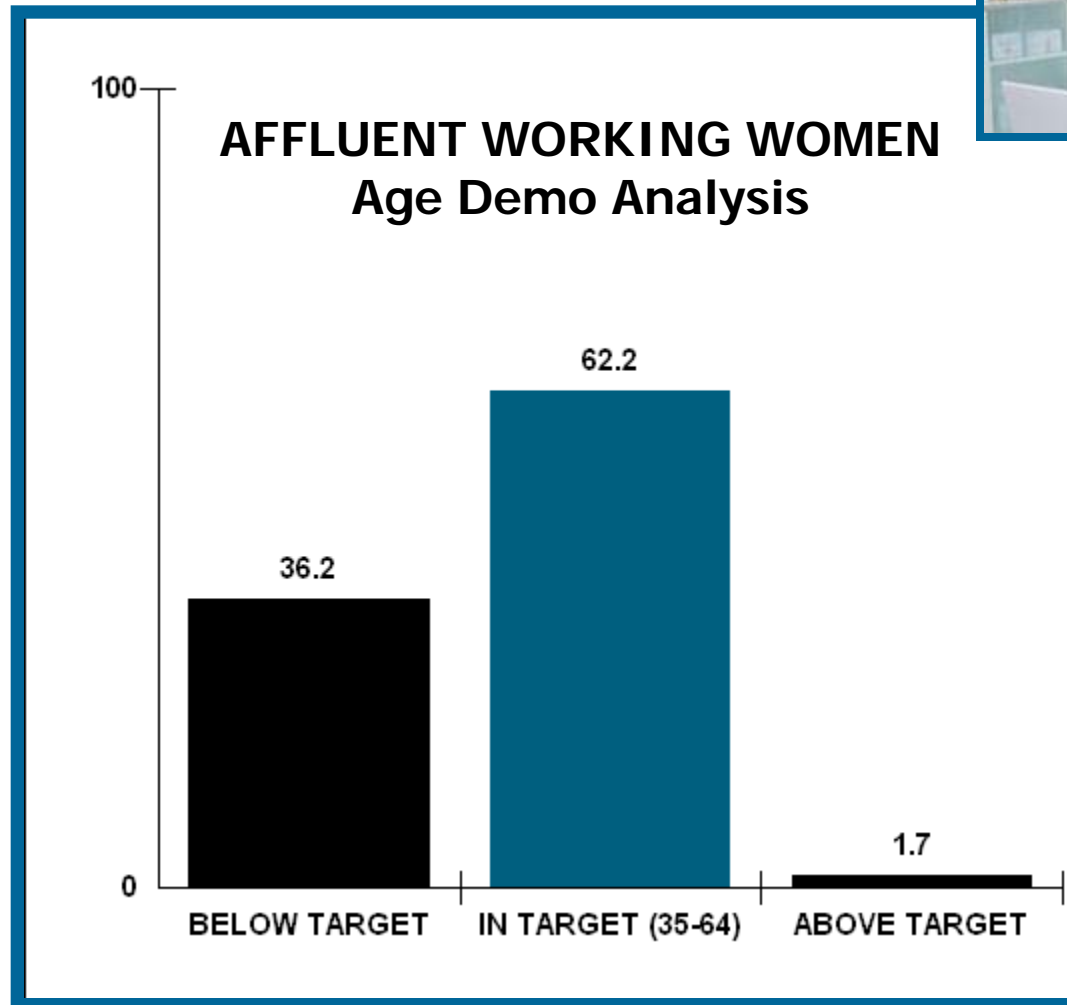
Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA  
Market: LEXINGTON, KY for APR-MAY 2006  
Bases: GENERAL BASE = ADULTS AGE 18+ \*AND\* FEMALE ADULTS  
Media: CLEAR CHANNEL RADIO

THE MEDIA AUDIT

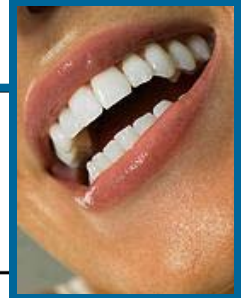
## CLEAR CHANNEL RADIO FEMALE LISTENERS



62.2% of **AFFLUENT WORKING WOMEN** are Age 35-64



# CLEAR CHANNEL REACHES MORE **AFFLUENT WORKING WOMEN** THAN ANY RADIO CLUSTER...those with the greatest desire for the perfect smile, and can best afford it!



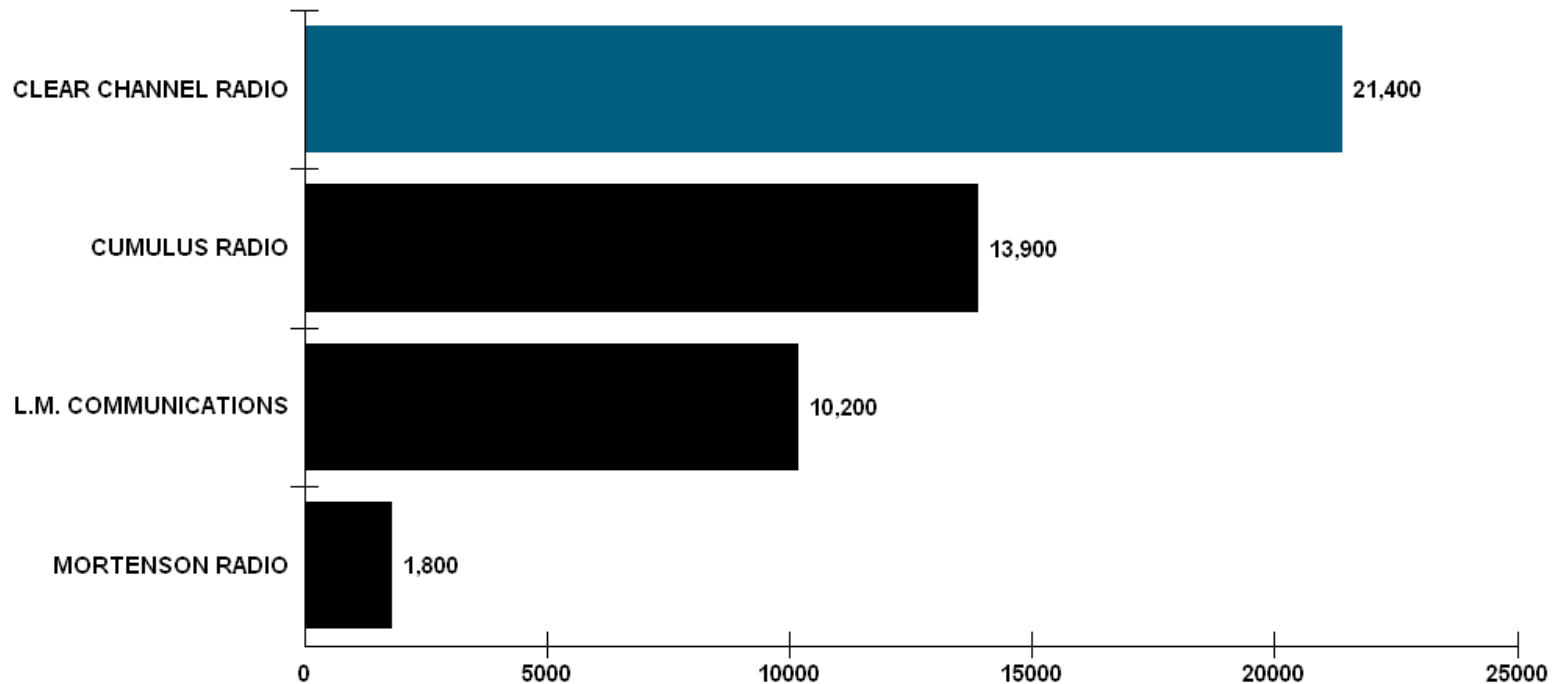
Report: RANKER REPORT  
Market: LEXINGTON, KY for APR-MAY 2006  
Bases: GENERAL BASE = ADULTS AGE 18+ \*AND\* FEMALE ADULTS  
Target: AFFLUENT WORKING WOMEN--FAMILY INCOME \$75,000+

THE MEDIA AUDIT

Base Population: 203,000

% In Target: 17.8%

## AFFLUENT WORKING WOMEN



# CLEAR CHANNEL REACHES MORE AFFLUENT WHITE COLLAR WOMEN WITH \$100,000+ INCOME THAN ANY RADIO CLUSTER.

**Clear Channel Radio reaches 63% of all Affluent White Collar Women.**

Report: RANKER REPORT  
Market: LEXINGTON, KY for APR-MAY 2006  
Bases: GENERAL BASE = ADULTS AGE 18+ \*AND\* FEMALE ADULTS  
Target: AFFLUENT WHITE COLLAR WORKER--FAMILY INCOME \$100K+

THE MEDIA AUDIT

Cume Ratings

Base Population: 203,000

% In Target: 8.5%



## AFFLUENT WHITE COLLAR WOMEN - \$100K+ HOUSEHOLD INCOME

