

Reaching Lexington's Best Patient Prospects

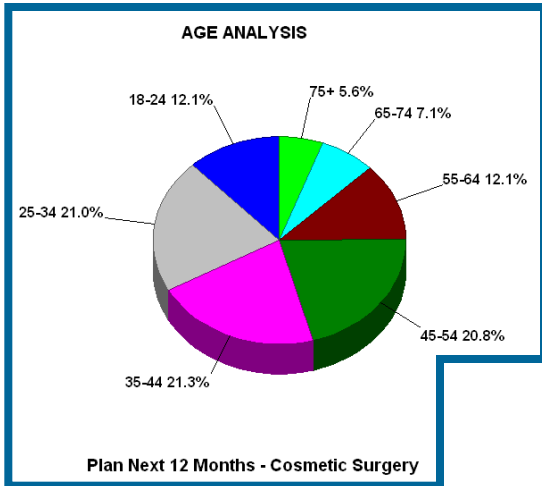
for

COSMETIC SURGERY

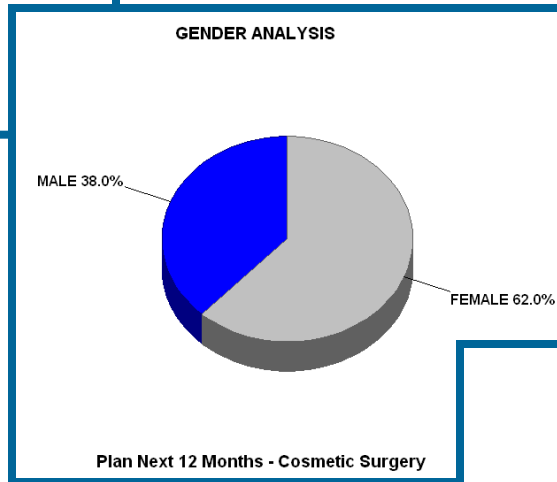


Presented by:
Lynn Carr
Clear Channel – Lexington, KY
July, 2006

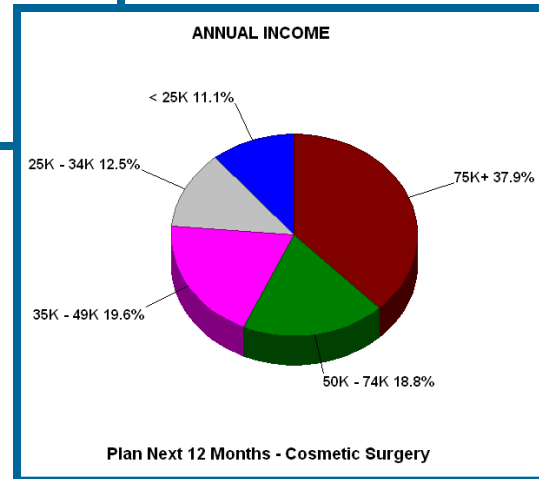
Profile of Those Planning Cosmetic Surgery



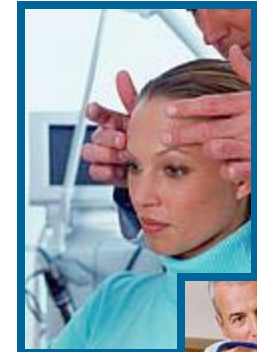
63.1% Age 25-54



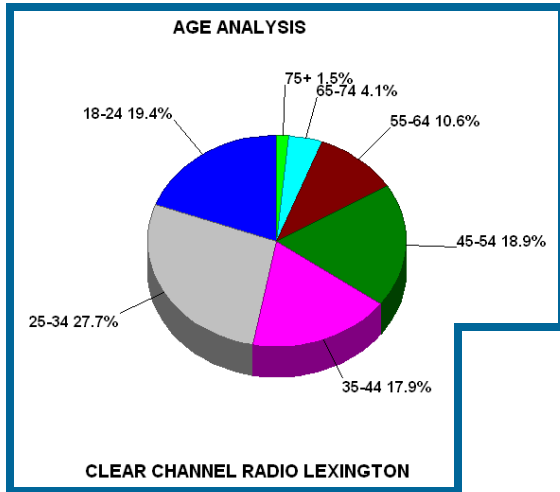
62% Female



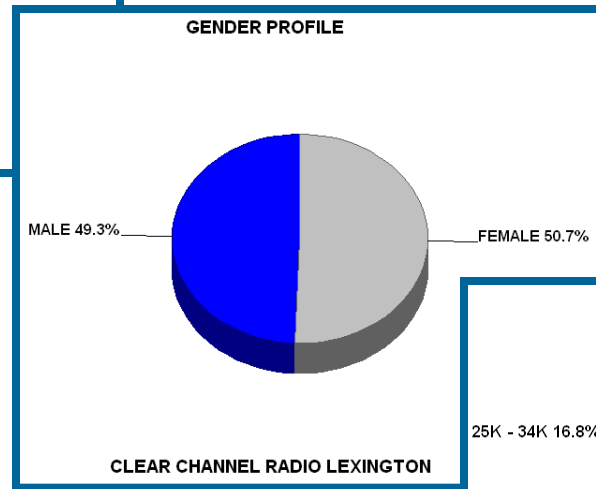
38% \$75K



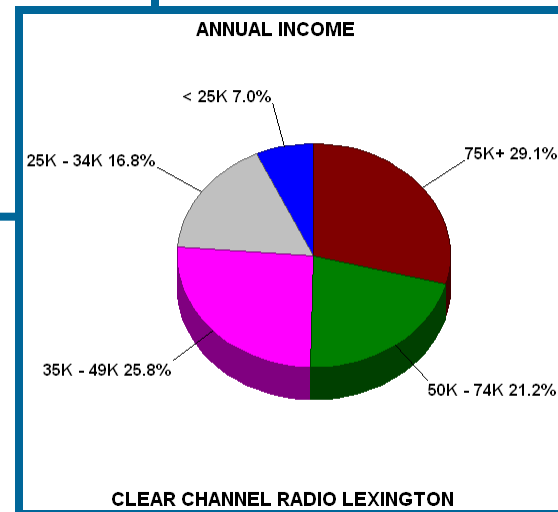
Profile of Clear Channel Lexington's Listeners



64.5% Age 25-54



51% Female



29% \$75K

CLEAR CHANNEL REACHES MORE COSMETIC SURGERY PROSPECTS THAN ANY RADIO CLUSTER.

Clear Channel Reaches 45.3% of All Lexington Market Adults Planning Cosmetic Surgery.



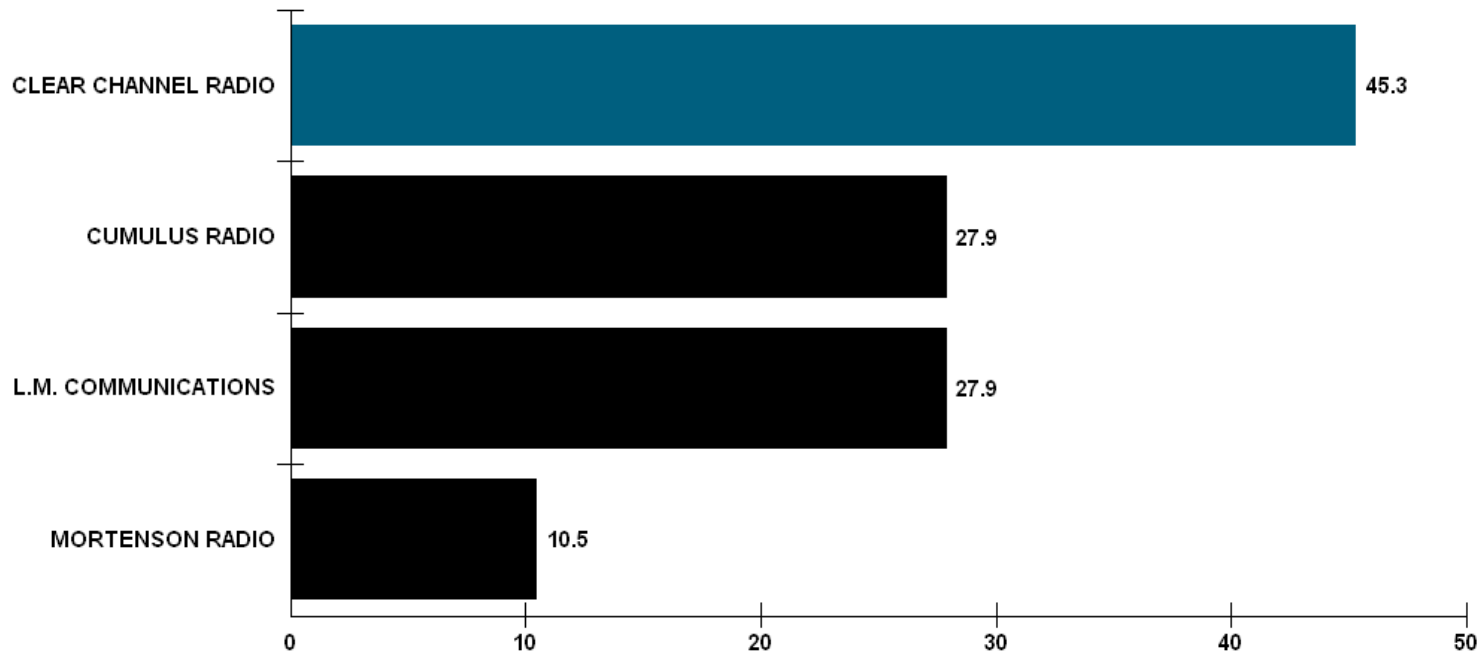
Report: RANKER REPORT
Market: LEXINGTON, KY for APR-MAY 2006
Bases: GENERAL BASE = ADULTS AGE 18+
Target: PLAN NEXT 12 MONTHS--COSMETIC SURGERY

THE MEDIA AUDIT

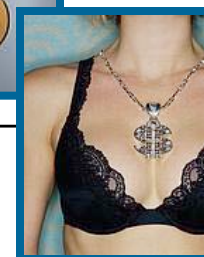
Base Population: 393,400

% In Target: 2.2%

PLAN NEXT 12 MONTHS - COSMETIC SURGERY



CLEAR CHANNEL REACHES MORE ADULTS WHO CAN AFFORD COSMETIC SURGERY THAN ANY RADIO CLUSTER.



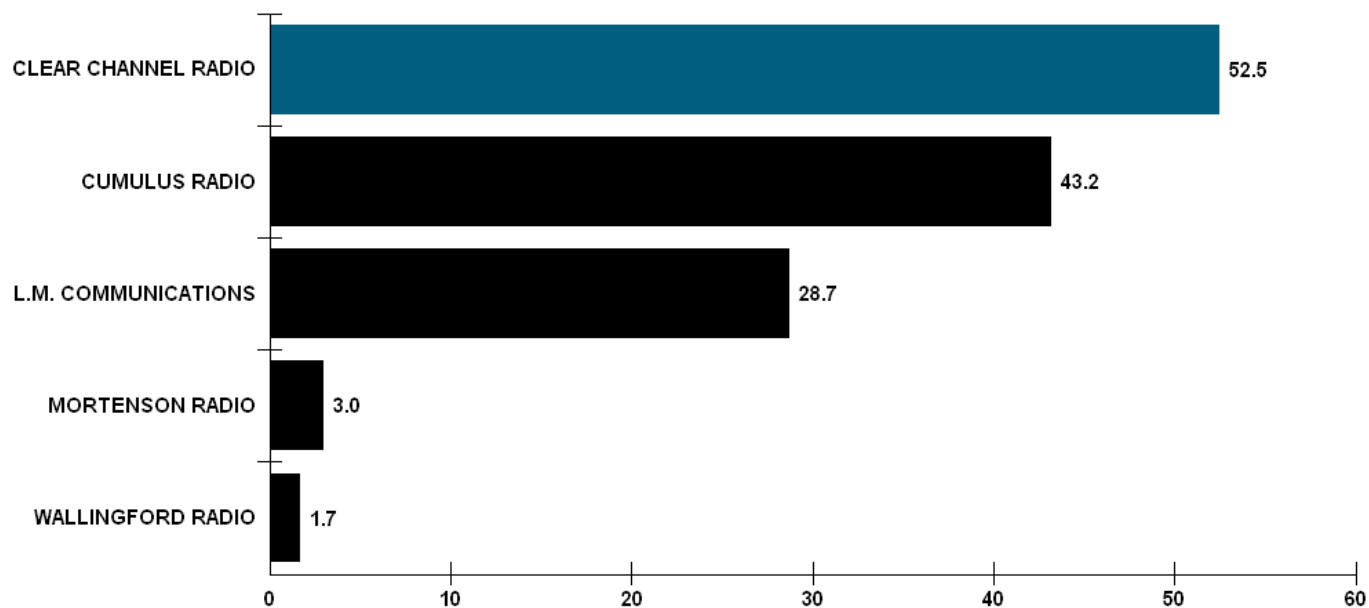
Report: RANKER REPORT
Market: LEXINGTON, KY for APR-MAY 2006
Bases: GENERAL BASE = ADULTS AGE 18+
Target: ANNUAL HOUSEHOLD INCOME--\$75,000 PLUS

THE MEDIA AUDIT

Base Population: 393,400

% In Target: 28.8%

ANNUAL HOUSEHOLD INCOME - \$75,000+



CLEAR CHANNEL REACHES MORE COSMETIC SURGERY PROSPECTS THAN THE HERALD-LEADER

Report: RANKER REPORT
Market: LEXINGTON, KY for APR-MAY 2006
Bases: GENERAL BASE = ADULTS AGE 18+
Target: PLAN NEXT 12 MONTHS--COSMETIC SURGERY

THE MEDIA AUDIT

Base Population: 393,400

% In Target: 2.2%



PLAN NEXT 12 MONTHS - COSMETIC SURGERY

