

Which Reports to Use and When...

Basic Audience Demographics

- Media Profile (gives you 5 pie charts to show % of audience)
- Target Profile (pie charts)
- Special Reports
- Quick Profile
- Crosstab

Profile my station

- Market Index multiple targets/single media
- Composition Report

Learn about clients/prospects

- Target Profile
- Cross Tab
- Special Reports
- Quick Profile

Sell WHY Radio

- Media Day Analysis
- Special Reports/ Generic Media Profile
- Ranker (use Heavy Radio, Heavy TV Heavy Newspaper)

Compare against other media

- Ranker
- Market Index multiple media/single target
- Composite Average
- Cross Tab:
 - Age reports
 - Income Reports

Show the power of my audience! How many exclusive listeners?

- Combo Builder
- Ad Campaign Planner

NEED HELP WITH REPORTS? At the top of each report, click on the question mark for help and definitions.



Define your universe with **BASE**.

Example:

A18+

A25-54

Geographic area

Choose gender in actual reports- see below

Latest version

The Media Audit Version 1/15/08

GREENSBORO, NC SEP-OCT 2007 GRE407

ADULTS AGE 18+

Reports

- Ranker
- Market Index
- Composite Average
- Target Profile
- Media Profile
- Composition Reports
- Special Reports
- Ad Campaign Planner
- Reach & Frequency
- Age Demo Analysis
- Media Day Analysis
- Management Reports
- Quick Profile Report

Utilities

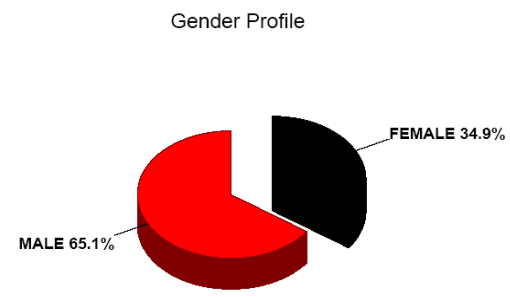
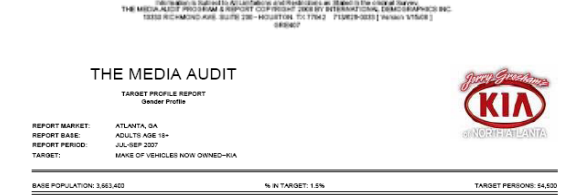
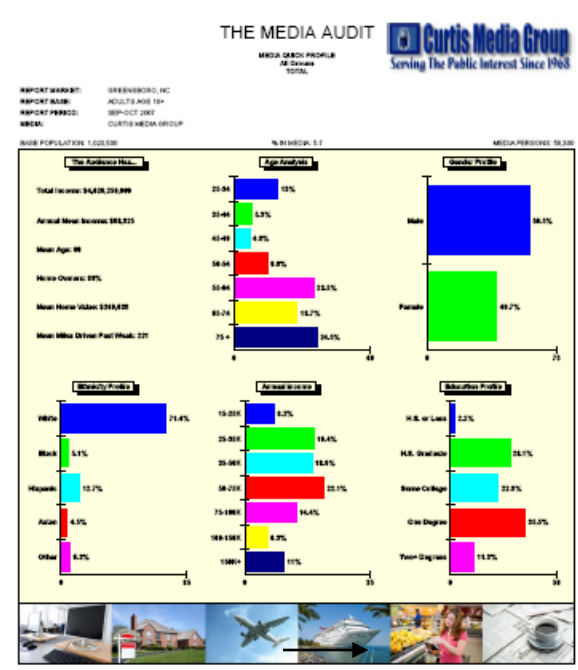
- Change Survey
- Options
- Use Default Image for Logo
- Select New Logo Image
- Disable Logo Images
- Get Survey from Another Folder
- Set Display Preferences
- Manage Your Selections
- Set Up Your Print Page
- Quit

Base Cross Tab

Curtis Media Group
Serving The Public Interest Since 1968

Version 1/15/08
Help Line: (800) 324-9921

From TMA main menu select "Options" under the Utilities reports on the right hand side. Click on "Select New Logo Image." Retrieve your logo from file. All reports when printed will include the logo selected.



Report: RANKER REPORT
Market: GREENSBORO, NC for SEP-OCT 2007
Bases: ADULTS AGE 18+
Target: MAKE OF VEHICLES NOW OWNED--CHRYSLER

THE MEDIA AUDIT

Media Plan/Buy Report

Base Population: 1,023,500

% In Target: 7.0%

Target Persons: 71,400

Rank	Media	Cume Persons	Cume Rating	Cume Comp.	Cume Index	Most Often Persons	Most Often Rating	Most Often Comp.	Most Often Index	Conversion Ratio
1	GR.N&R*WD*AUTO CLAS.	11,800	16.5	25.9	370	11,800	16.5	45.0	645	100.0
2	GR.N&R*SN*AUTO CLAS	11,800	16.5	25.8	370	11,800	16.5	29.2	418	100.0
3	CURTIS MEDIA GROUP	6,500	9.1	11.1	159	1,500	2.1	4.5	63	23.1
4	WPAW-FM	4,900	6.9	4.4	62	3,500	4.9	6.7	95	71.4
5	WTQR-FM	4,500	6.3	3.5	49	3,000	4.2	6.1	88	66.7
6	WS JNL*SN*AUTO CLAS	3,000	4.2	6.8	98	3,000	4.2	7.9	112	100.0
7	WS JNL*WD*AUTO CLAS.	1,800	2.5	5.7	82	1,800	2.5	6.2	88	100.0
8	WIST-FM	300	0.4	0.9	13	300	0.4	1.9	26	100.0

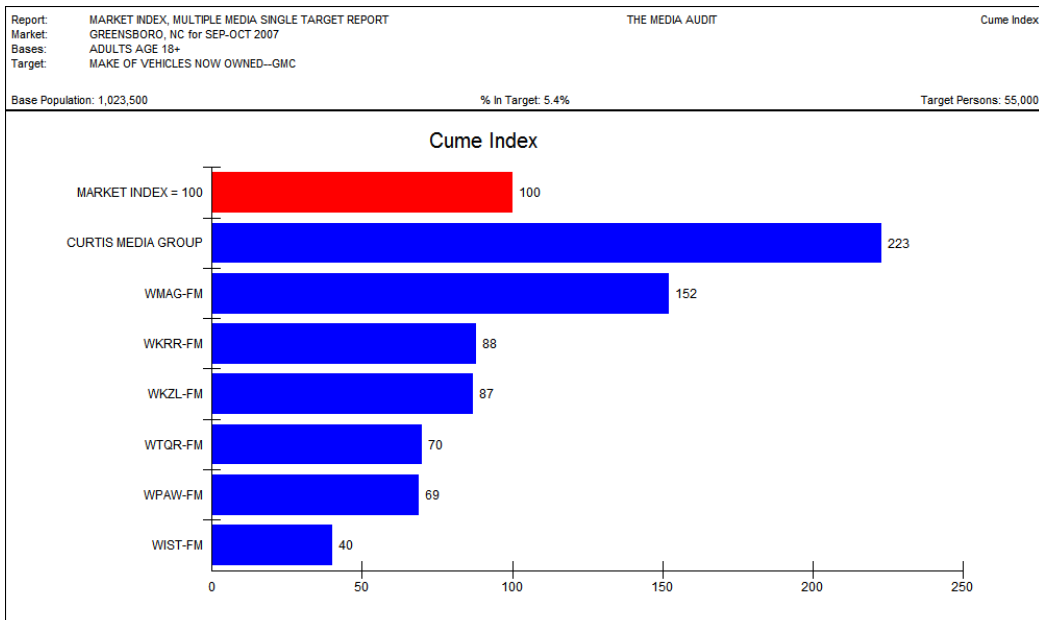
There are 6,500 listeners with who own a Chrysler listen to Curtis Media (WMFR/WSJS)

9.1% of all Chrysler owners listen to WSJS/WMFR

11.1% of WSJS/WMFR listeners own a Chrysler

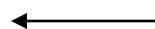
Your listeners are 59% more likely to own a Chrysler

CONVERSION RATIO: 23.1% of your total (cume) Chrysler audience listens as their primary station (most often)



Market Index Report

Multiple Media/Single Target

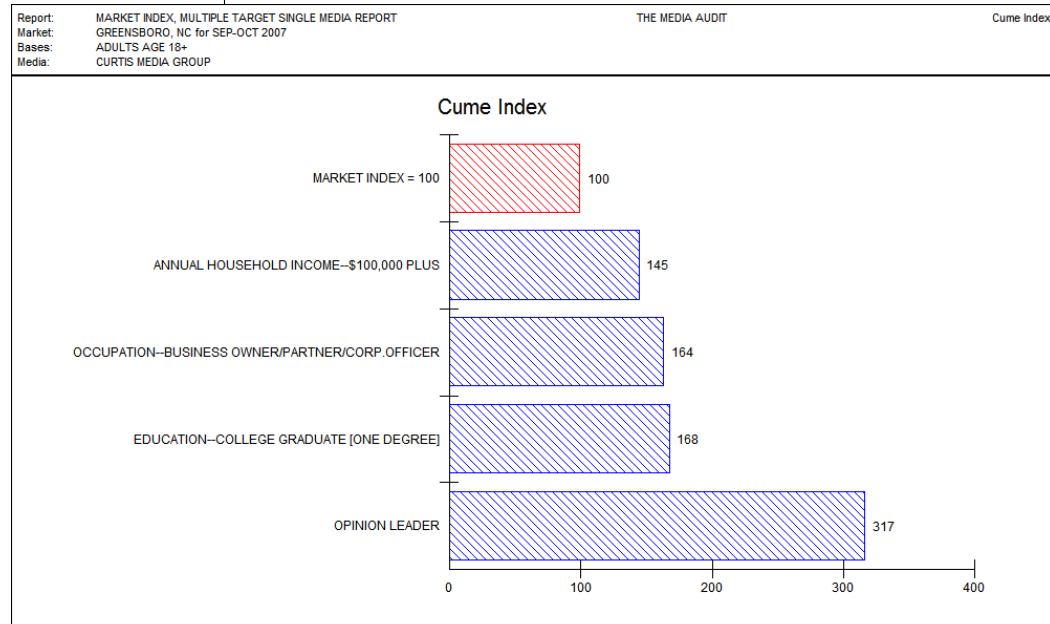
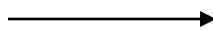


Compare your station to your competition based on Index.

Market Index Report

Multiple Target/Single Media

Build a story about who your listener is on a single page!



THE MEDIA AUDIT
COMPOSITE AVERAGE REPORTS
Cume Index

REPORT MARKET: GREENSBORO, NC
 REPORT BASE: ADULTS AGE 18+
 REPORT PERIOD: SEP-OCT 2007
 TARGET 1: ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS
 TARGET 2: OCCUPATION--BUSINESS OWNER/PARTNER/CORP.OFFICER
 TARGET 3: EDUCATION--COLLEGE GRADUATE [ONE DEGREE]
 TARGET 4: OPINION LEADER

MEDIA	TARGET #1	TARGET #2	TARGET #3	TARGET #4	COMPOSITE AVERAGE	0	100	200	300
CURTIS MEDIA GROUP	145	184	168	317	199				
CLEAR CHANNEL RADIO	107	125	104	129	116				
ENTERCOM RADIO	84	109	115	103	103				
DICK BRCSTG. RADIO	121	109	70	42	85				

Composite Average Reports allow you to analyze 5 targets at the same time for multiple media and provides an average of those 5 targets combined

Report: TARGET PROFILE REPORT
Market: GREENSBORO, NC for SEP-OCT 2007
Bases: ADULTS AGE 18+
Target: MAKE OF VEHICLES NOW OWNED--GMC

THE MEDIA AUDIT

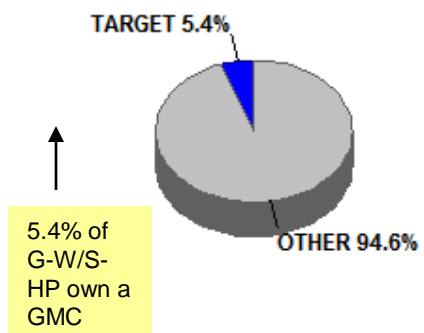
All Groups

Base Population: 1,023,500

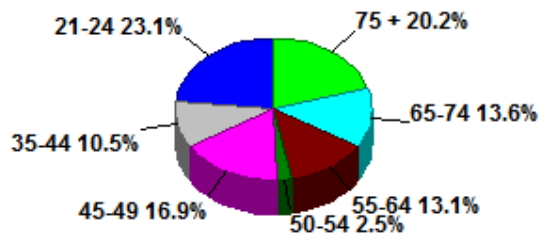
% In Target: 5.4%

Target Persons: 55,000

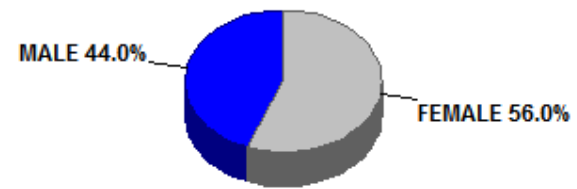
Target Analysis



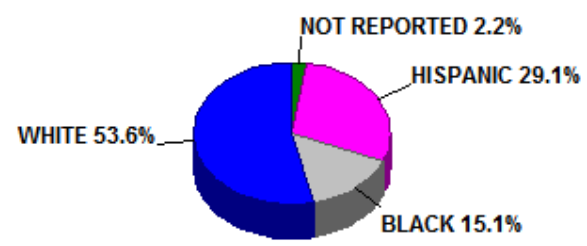
Age Analysis



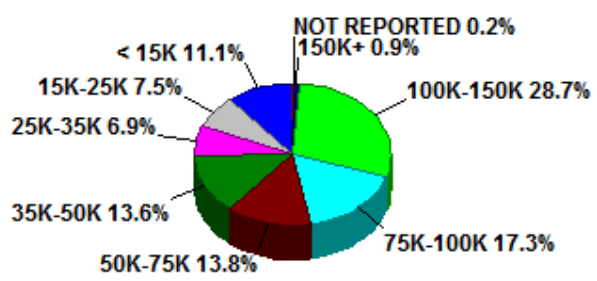
Gender Profile



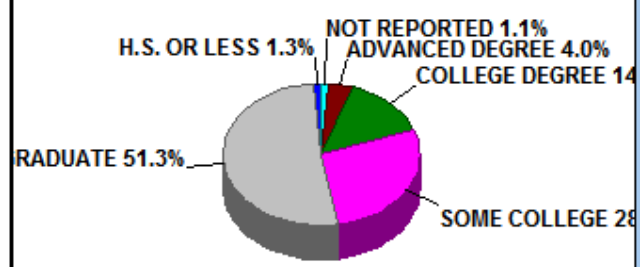
Ethnicity Profile



Annual Income



Education Profile



UNDERSTAND YOUR CLIENT.

Instantly profile your clients customer for 6 basic criteria with the Target Profile report.

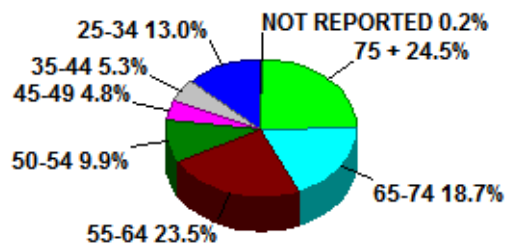
Report: MEDIA PROFILE REPORT
Market: GREENSBORO, NC for SEP-OCT 2007
Bases: ADULTS AGE 18+
Media: CURTIS MEDIA GROUP

THE MEDIA AUDIT

All Groups

Media Persons: 58,300

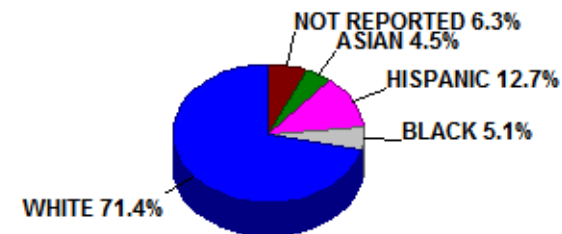
Age Analysis



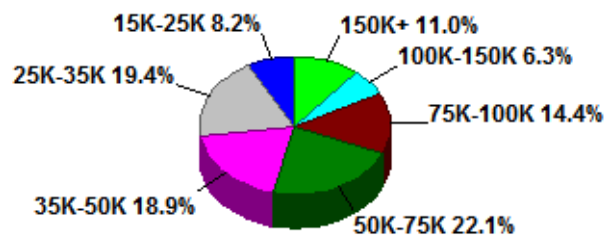
Gender Profile



Ethnicity Profile

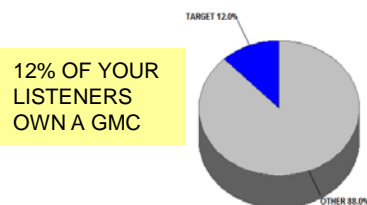


Annual Income

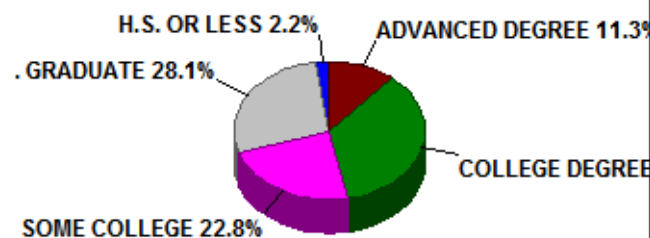


Report: MEDIA PROFILE REPORT
Market: GREENSBORO, NC for SEP-OCT 2007
Bases: ADULTS AGE 18+
Media: CURTIS MEDIA GROUP
Target: MAKE OF VEHICLES NOW OWNED-GMC
Media Persons: 58,300
Target Percent: 12.0%
Target Persons: 7,000

Target Analysis



Education Profile



KNOW YOUR LISTENERS!

Instantly profile your station for 6 basic criteria with the Media Profile report.

THE MEDIA AUDIT
COMPOSITION REPORTS
Cume Statistical Report

REPORT MARKET: GREENSBORO, NC
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: SEP-OCT 2007
MEDIA: CURTIS MEDIA GROUP

BASE POPULATION: 1,023,500

% IN MEDIA AUDIENCE: 5.7%

MEDIA PERSONS: 58,300

TARGET	MARKET PERSONS	MEDIA PERSONS	MEDIA RATING	AUDIENCE COMPOSITION	TARGET INDEX
MARKET VALUE OF HOME--\$1,000,000 PLUS	500	500	100.0	0.9	1,756
PAST 7-DAY CUME RADIO--WSJS/WSML	53,800	53,800	100.0	92.3	1,756
PAST 7-DAY CUME RADIO--CURTIS MEDIA GROUP	58,300	58,300	100.0	100.0	1,756
HOME/APT. RENTER--INCOME--\$75,000 OR MORE	6,800	2,900	43.9	5.0	771
MAKE OF VEHICLES NOW OWNED--ACURA	9,300	3,700	39.8	6.3	698
MARKET VALUE OF HOME--\$400,000-\$499,999	13,000	4,100	31.5	7.0	554
OWN SAILBOAT	7,600	1,900	25.0	3.3	439
MALLS SHOPPED OFTEN--THRUWAY SHOPPING CENTER	30,000	6,700	22.3	11.5	392
DOMESTIC AIR TRAVEL--FLEW 6 PLUS TIMES PAST YEAR	41,500	8,000	19.3	13.7	338
MARKET VALUE OF HOME--\$400,000 PLUS	35,000	6,800	18.9	11.3	331
ADULTS--AGE 75 PLUS	76,200	14,300	18.8	24.5	329
PAST 7-DAY CUME RADIO--WBFJ-FM	42,100	7,700	18.3	13.2	321
OPINION LEADER	24,900	4,500	18.1	7.7	317
INVESTORS--HAVE CD'S/IRA'S/401K'S--AGE 55 PLUS	209,700	36,300	17.3	62.3	304
LIQUID ASSETS [CASH/STOCKS/CD'S/ETC]--\$250K PLUS	88,600	15,300	17.3	26.2	303
ANNUAL HOUSEHOLD INCOME--\$150,000 OR MORE	38,400	6,400	16.7	11.0	293
PAST 7-DAY CUME RADIO--WFDD-FM	75,800	12,800	16.6	21.6	292
AFFLUENT EMPTY NESTER--\$50K+/NO KIDS HOME/AGE 45+	119,000	19,200	16.1	32.9	283
GRAYING AFFLUENTS--AGE 50+/FAMILY INCOME \$50,000+	145,700	23,100	15.9	39.6	278
ANNUAL HOUSEHOLD INCOME \$50,000 PLUS--AGE 50 +	145,700	23,100	15.9	39.6	278
LIVE IN--FORSYTH COUNTY	250,300	39,500	15.8	67.8	277
CUSTOMER--FIRST CITIZENS BANK & TRUST	34,400	5,400	15.7	9.3	276
DOMESTIC AIR TRAVEL--FLEW 3 PLUS TIMES PAST YEAR	108,000	16,900	15.6	29.0	275
MAKE OF VEHICLES NOW OWNED--SUBARU	21,300	3,300	15.5	5.7	272
PAST YEAR VOTED AND IS A REPUBLICAN	122,100	18,300	15.0	31.4	263
OCCUPATION--RETIRED	209,000	31,000	14.8	53.2	260
SHOP ELECTRONICS/APPLIANCES--SAM'S CLUB	52,400	7,600	14.5	13.0	255
PRIMARY BUSINESS AIR TRAVELERS	90,700	13,000	14.3	22.3	252
FOREIGN AIR TRAVEL--FLEW 2+ TIMES PAST 2 YEARS	60,200	8,600	14.3	14.8	251
FREQUENT WINE DRINKER--3 + TIMES PAST 2 WEEKS	73,600	10,500	14.3	18.0	250
ADULTS--AGE 65 PLUS	177,000	25,200	14.2	43.2	250
WK CUME TV NEWS--LATE EVENING--CH 12 WXII-TV NBC	135,200	19,200	14.2	32.9	249

Use the Composition Report as a "Road Map" to your strengths.

MARKET PERSONS-There are 88,600 ADULTS with 250k Liquid Assests. **MEDIA PERSONS**-There are 15,300 CM listeners who have 250k Liquid Assests. **MEDIA RATING**-17.3% of those with 250k assets listen to CM. **AUDIENCE COMPOSITION**-26.2% of your listeners are have 250k assests. **INDEX**-Your listeners are 3 times as likely to have liquid assest of 250,000 or more. (Use common sense with categories like 1,000,000 homes where a small % of the market owns)

THE MEDIA AUDIT
TARGET MARKET PROFILE REPORT

REPORT MARKET: GREENSBORO, NC
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: SEP-OCT 2007
TARGET: MAKE OF VEHICLES NOW OWNED-GMC

BASE POPULATION: 1,023,500

% IN TARGET: 5.4%

TARGET PERSONS: 55,000

MARKET PROFILE GROUPS	MARKET PROFILE PERCENT	TARGET PROFILE PERCENT	INDEX	0	100	200	300
GENDERS--MALE	47.8	44.0	92				
GENDERS--FEMALE	52.2	56.0	107				
AGES--18-20	2.9	-	-				
AGES--21-24	9.5	23.1	243				
AGES--25-34	17.6	-	-				
AGES--35-44	19.5	10.5	54				
AGES--45-49	9.8	16.9	172				
AGES--50-54	9.0	2.5	28				
AGES--55-64	14.5	13.1	90				
AGES--65-74	9.8	13.6	138				
AGES--75 +	7.4	20.2	271				
ETHNICITY--WHITE	67.8	53.6	79				
ETHNICITY--BLACK	19.4	15.1	77				
ETHNICITY--HISPANIC	6.9	29.1	424				
ETHNICITY--ASIAN	1.6	-	-				
INCOME--< 15K	6.6	11.1	167				
INCOME--15K-25K	11.4	7.5	65				
INCOME--25K-35K	16.9	6.9	40				
INCOME--35K-50K	25.3	13.6	53				
INCOME--50K-75K	19.6	13.8	70				
INCOME--75K-100K	8.4	17.3	206				
INCOME--100K-150K	8.1	28.7	356				
INCOME--150K+	3.8	0.9	24				
EDUCATION--H.S. OR LESS	12.4	1.3	10				
EDUCATION--H.S. GRADUATE	34.2	51.3	149				
EDUCATION--SOME COLLEGE	23.2	28.0	120				
EDUCATION--COLLEGE DEGREE	21.1	14.4	67				
EDUCATION--ADVANCED DEGREE	8.6	4.0	46				

47% of the metro is male

44% of GMC owners are male

Under Special Report Button
Instantly profile your client for 5 basic categories. (Similar to Target Profile reports)

THE MEDIA AUDIT
GENERIC MEDIA PROFILE REPORT

REPORT MARKET: GREENSBORO, NC
 REPORT BASE: ADULTS AGE 18+
 REPORT PERIOD: SEP-OCT 2007
 TARGET: PLAN BUY-NEW CAR/VAN/TRUCK/SUV

MARKET PROFILE GROUPS	MARKET PROFILE PERCENT	TARGET PROFILE PERCENT	INDEX	0	100	200	300
RADIO EXPOSURE GROUPS:							
HEAVY 180 MINUTES +	22.9	30.7	134				
MEDIUM 60-179 MIN.	28.9	19.1	66				
LIGHT 1-59 MIN.	17.9	25.1	139				
NONE 0 MIN.	30.3	24.9	82				
TELEVISION EXPOSURE GROUPS:							
HEAVY 300 MINUTES +	25.4	26.5	104				
MEDIUM 180-299 MIN.	34.7	33.8	97				
LIGHT 1-179 MIN.	31.3	35.2	112				
NONE 0 MIN.	8.5	4.4	52				
NEWSPAPER EXPOSURE GROUPS:							
HEAVY 60 MINUTES +	15.8	23.2	146				
MEDIUM 30-59 MIN.	16.7	14.5	86				
LIGHT 1-29 MIN.	17.4	8.5	49				
NONE 0 MIN.	50.1	53.6	106				
INTERNET EXPOSURE AVG. DAY							
HEAVY 180 MINUTES	25.6	23.2	90				
MEDIUM 60-179 MIN	32.1	38.6	120				
LIGHT 1-59 MIN	12.5	9.7	77				
NONE 0 MIN	29.7	28.3	95				

30.7% of those who plan to buy a new vehicle are heavy radio listeners.

53.6% of those who plan to buy a new vehicle spend no time with any daily newspaper.

Under Special Report Button

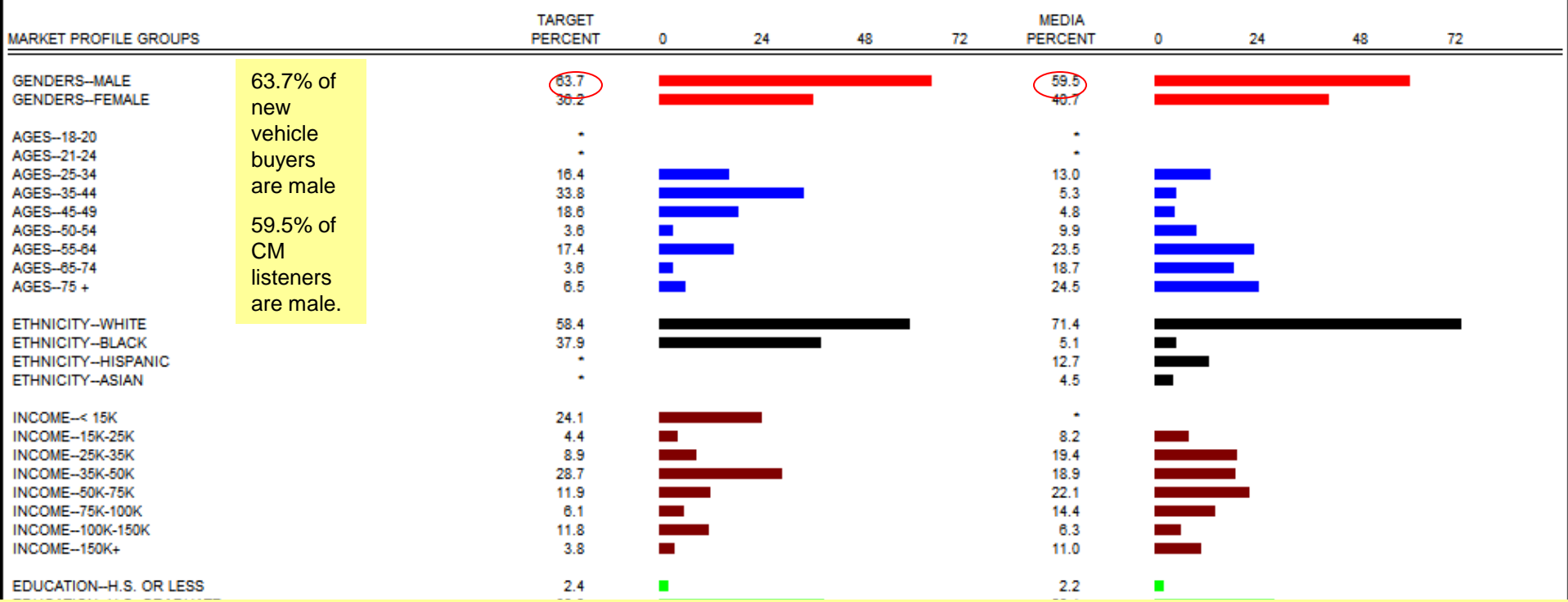
Shows a customer profile by media in general. (Great report to use at the agency planner level)

THE MEDIA AUDIT
TARGET VS. MEDIA PROFILE REPORT
Cume

REPORT MARKET: GREENSBORO, NC
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: SEP-OCT 2007
MEDIA: CURTIS MEDIA GROUP
TARGET: PLAN BUY--NEW CAR/VAN/TRUCK/SUV

TARGET PERSONS: 58,800

MEDIA PERSONS: 58,300



63.7% of new vehicle buyers are male
59.5% of CM listeners are male.

Under Special Report Button

Understand your audience and match your strengths to the clients' customer profile. Shows a side by side profile of the client's customer and your listeners.

(Similar to the Target Profile and Media Profile combined)

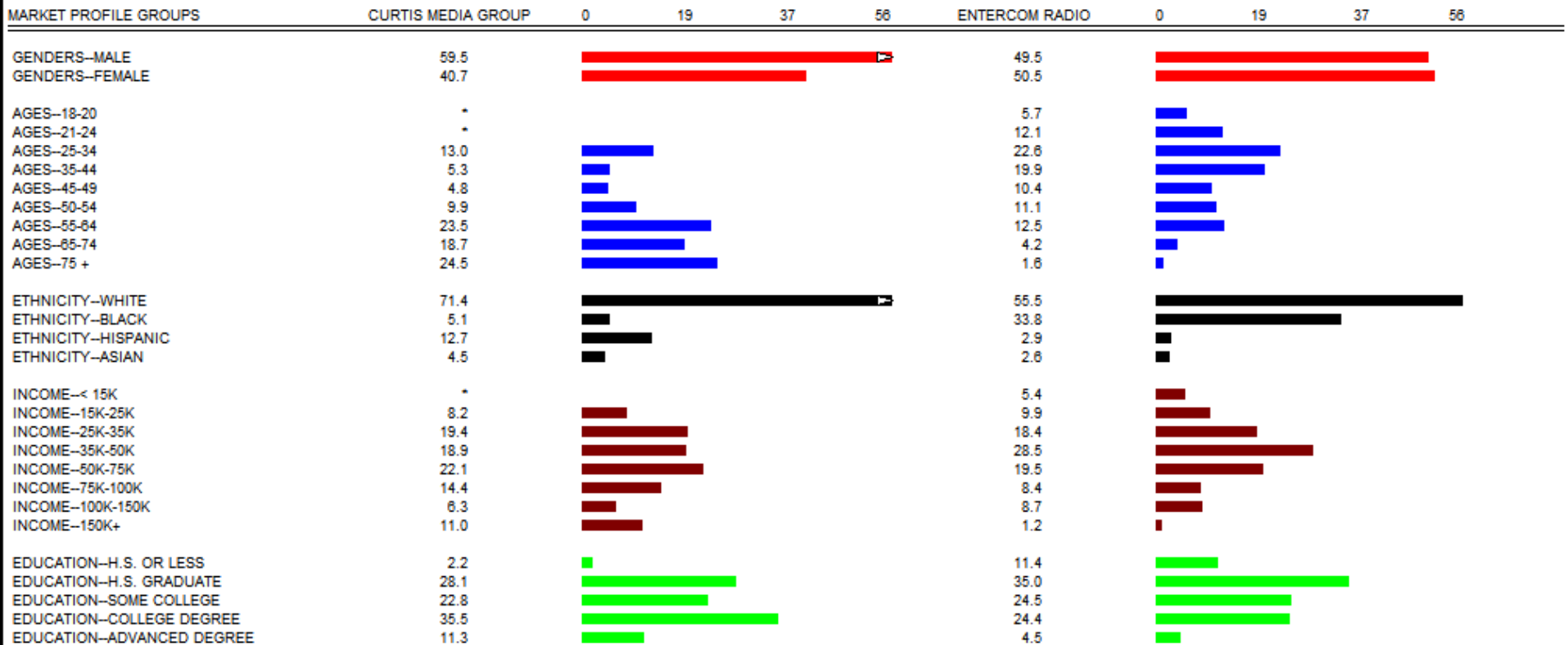
THE MEDIA AUDIT
MEDIA VS. MEDIA REPORT
Cume Audience

REPORT MARKET: GREENSBORO, NC
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: SEP-OCT 2007
MEDIA 1: CURTIS MEDIA GROUP
MEDIA 2: ENTERCOM RADIO

MEDIA 1 PERSONS: 58,300

MEDIA 2 PERSONS: 319,100

BASE PERSONS: 1,023,500



Under Special Report Button

Shows a side by side comparison of two media.







**THE MEDIA AUDIT
AD CAMPAIGN PLANNER**

REPORT MARKET: GREENSBORO, NC
 REPORT BASE: ADULTS AGE 18+
 REPORT PERIOD: SEP-OCT 2007
 TARGET: MAKE OF VEHICLES NOW OWNED-CHRYSLER

BASE POPULATION: 1,023,500

% IN TARGET: 7.0%

TARGET PERSONS: 71,400

MEDIA	CUME PERSONS	CUME RATING	NET CUME REACH	0	50	100
CURTIS MEDIA GROUP	8,500	9.1	9.1			
WS JNL*SN*AUTO CLAS	3,000	4.2	4.2			
WS JNL*WD*AUTO CLAS.	1,800	2.5	4.2			
Radio	8,500	9.1	9.1			
Print	3,000	4.2	4.2			
Net Cume Reach %			13.3			
Net Cume Persons	9,500					
GRPs		15.8				

Demonstrate what Curtis Media can add to the buy.

Report: MEDIA DAY ANALYSIS, TV BREAKOUT
Market: GREENSBORO, NC for SEP-OCT 2007
Bases: ADULTS AGE 18+
Target: MAKE OF VEHICLES NOW OWNED--CHRYSLER

THE MEDIA AUDIT

Target Market

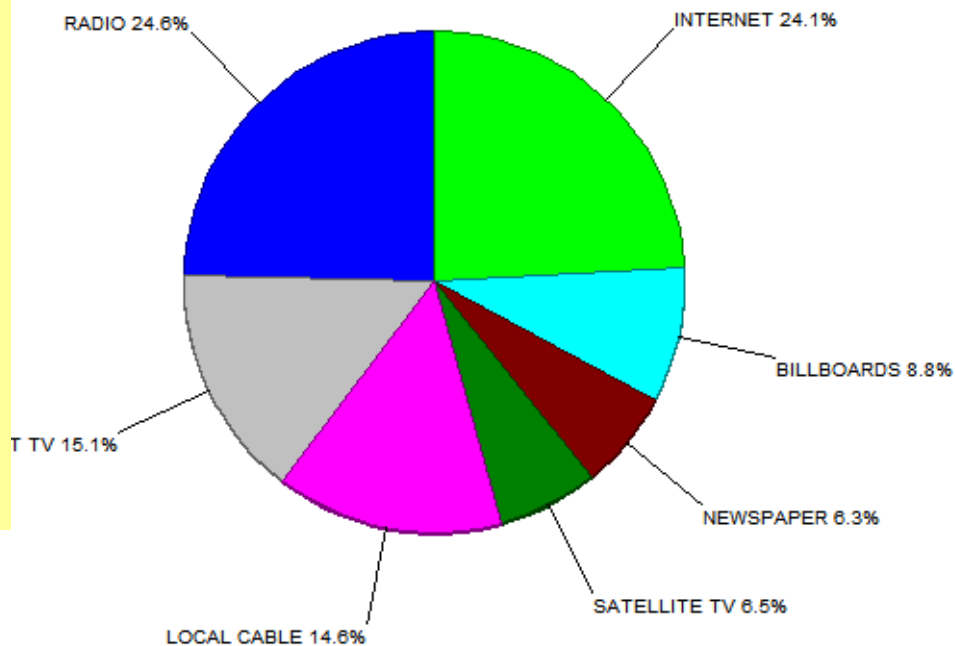
Base Population: 1,023,500

% In Target: 7.0%

Target Persons: 71,400

Target Market

Radio and Internet make up 48% of the Chrysler customers media time. Is 48% of the budget allocated to Radio and Internet?



Cross Target Statistical

REPORT: CROSSTAB REPORTS
MARKET: GREENSBORO, NC FOR APR-MAY/SEP-OCT 2007
BASE: ADULTS AGE 18+
PRIMARY TARGET: MAKE OF VEHICLES NOW OWNED--GMC

In-depth customer profiles!!!

Base Persons: 1,023,500

% In Target: 4.8

Primary Persons: 49,000

Targets	Base Persons	Primary Persons	Horizontal Percent	Vertical Percent	Target Index
YOUNG WITH MONEY--AGE 18-34/\$100,000+ INCOME	24,200	5,000	20.7	10.2	432
SHOP ELECTRONICS/APPLIANCES--SAM'S CLUB	34,400	6,800	19.8	13.9	413
PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE	22,700	4,300	18.9	8.8	396
PAST 2 YEARS USED ATTORNEY TO COLLECT DAMAGES	49,200	9,000	18.3	18.4	382
MAKE OF VEHICLES NOW OWNED--MERCEDES	20,200	3,600	17.8	7.3	372
MAKE OF VEHICLES NOW OWNED--SUZUKI	10,100	1,800	17.8	3.7	372
CUSTOMER--TRULIANT FEDERAL C.U.	46,700	8,300	17.8	16.9	371
PAST 7-DAY CUME RADIO--WBFJ-FM	34,700	6,100	17.6	12.4	367
USED TRAVEL AGENT 3+ TIMES PAST YEAR	47,100	7,700	16.3	15.7	341
MALLS SHOPPED OFTEN--THRUWAY SHOPPING CENTER	28,900	4,700	16.3	9.6	340
ATE FAST FOOD PAST 4-WEEKS--SUBWAY	63,100	8,300	13.2	16.9	275
ANNUAL HOUSEHOLD INCOME--\$100,000-\$149,999	58,400	6,900	11.8	14.1	247
SHOPPED PAST 6-MONTHS--DILLARD'S	168,900	19,200	11.4	39.2	237
OCCUPATION--HOMEMAKER	55,100	6,200	11.3	12.7	235
CUSTOMER--FIRST CITIZENS BANK & TRUST	25,100	2,600	10.4	5.3	216
BUILDING SUPPLY SHOP PAST 6 MOS--ACE HARDWARE	65,700	6,800	10.4	13.9	216
MALLS SHOPPED OFTEN--OAK HOLLOW MALL	110,900	11,100	10.0	22.7	209
AFFLUENT WORKING WOMEN--FAMILY INCOME \$75,000+	43,700	4,300	9.8	8.8	206
MARKET VALUE OF HOME--\$300,000-\$399,999	32,800	3,200	9.8	6.5	204
OCCUPATION--BUSINESS OWNER/PARTNER/CORP.OFFICER	56,200	5,400	9.6	11.0	201
PAST 4-WEEKS SHOPPED JEWELRY STORES	91,800	8,700	9.5	17.8	198
SHOPPED PAST 6-MONTHS--MARSHALLS	93,100	8,800	9.5	18.0	197
AFFLUENT EMPTY NESTER--\$50K+/NO KIDS HOME/AGE 45+	109,400	10,300	9.4	21.0	197
HOME OWNER--INCOME--\$75,000-\$99,999	93,300	8,500	9.1	17.3	190
SHOPPED PAST 6-MONTHS--JC PENNEY	243,600	22,000	9.0	44.9	189
HOME OWNER--INCOME--\$100,000 OR MORE	87,400	7,800	8.9	15.9	186
PAST WEEK VIEW CABLE--CNBC	181,800	16,200	8.9	33.1	186
PAST 7-DAY CUME RADIO--BAKER FAMILY RADIO	32,600	2,900	8.9	5.9	186
PAST 7-DAY CUME RADIO--WTHZ-FM	58,500	5,200	8.9	10.6	186

There are multiple uses for Crosstab Reports one of which is a in depth profile for your clients' customers.

Income Report -- Avg (Mean)

REPORT: CROSTAB REPORTS
MARKET: GREENSBORO, NC FOR APR-MAY/SEP-OCT 2007
BASE: ADULTS AGE 18+
PRIMARY TARGET: ADULTS AGE 18+

Base Persons: 1,023,500
Total Income: 52,684,750,000

% In Target: 100.0
% In Target Income: 100.0

Primary Persons: 1,023,500
Target Income: 52,684,750,000

Targets	Primary Persons	Total Income	Avg (Mean) Income	Income			
				0K	58K	116K	175K
PAST 7-DAY CUME RADIO--WFDD-FM	56,200	4,727,000,064	83,961				
PAST 7-DAY CUME RADIO--WBFJ-FM	34,700	2,754,749,952	79,159				
PAST 7-DAY CUME RADIO--WSMW-FM	86,500	6,062,499,840	70,087				
PAST 7-DAY CUME RADIO--WSJS/WSML	53,500	3,724,499,968	69,617				
PAST 7-DAY CUME RADIO--WZTK-FM	43,300	2,795,749,888	64,418				
PAST 7-DAY CUME RADIO--WVBZ-FM	57,400	3,671,249,920	63,959				
PAST 7-DAY CUME RADIO--WTHZ-FM	58,500	3,646,500,096	62,440				
PAST 7-DAY CUME RADIO--WMAG-FM	82,100	4,873,750,016	59,291				
PAST 7-DAY CUME RADIO--WPAW-FM	100,700	5,884,000,256	58,373				
PAST 7-DAY CUME RADIO--WKZL-FM	116,500	6,759,000,064	58,017				
PAST 7-DAY CUME RADIO--WKRR-FM	89,800	5,213,749,760	57,995				
PAST 7-DAY CUME RADIO--WTQR-FM	128,600	6,821,250,048	53,042				
PAST 7-DAY CUME RADIO--WIST-FM	28,200	1,325,500,032	47,004				
PAST 7-DAY CUME RADIO--WJMH-FM	104,100	4,796,749,824	46,123				
PAST 7-DAY CUME RADIO--WHPE-FM	19,500	844,249,984	43,074				
PAST 7-DAY CUME RADIO--WQMG-FM	104,500	4,401,500,160	42,160				

In-depth customer and station profiles!!!

REPORT: CROSSTAB REPORTS
 MARKET: GREENSBORO, NC FOR APR-MAY/SEP-OCT 2007
 BASE: ADULTS AGE 18+
 PRIMARY TARGET: ADULTS AGE 18+

Cross Target Age -- Avg (Mean)

Base Persons: 1,023,500

% In Target: 100.0

Primary Persons: 1,023,500

Targets	Primary Persons	Avg (Mean) Age	0	33	66	100
PAST 7-DAY CUME RADIO--WSJS/WSML	53,500	59.7				
PAST 7-DAY CUME RADIO--WIST-FM	28,200	56.1				
PAST 7-DAY CUME RADIO--WHPE-FM	19,500	55.5				
PAST 7-DAY CUME RADIO--WFDD-FM	56,200	50.6				
PAST 7-DAY CUME RADIO--WZTK-FM	43,300	48.6				
PAST 7-DAY CUME RADIO--WTHZ-FM	58,500	46.7				
PAST 7-DAY CUME RADIO--WMAG-FM	82,100	46.6				
PAST 7-DAY CUME RADIO--WTQR-FM	128,600	45.8				
PAST 7-DAY CUME RADIO--WPAW-FM	100,700	44.1				
PAST 7-DAY CUME RADIO--WQMG-FM	104,500	41.3				
PAST 7-DAY CUME RADIO--WKRR-FM	89,800	39.7				
PAST 7-DAY CUME RADIO--WVBZ-FM	57,400	38.3				
PAST 7-DAY CUME RADIO--WSMW-FM	86,500	38.1				
PAST 7-DAY CUME RADIO--WBFJ-FM	34,700	38.0				
PAST 7-DAY CUME RADIO--WKZL-FM	116,500	33.0				
PAST 7-DAY CUME RADIO--WJMH-FM	104,100	30.2				

Home Value Report -- Avg (Mean)

REPORT: CROSSTAB REPORTS
MARKET: GREENSBORO, NC FOR APR-MAY/SEP-OCT 2007
BASE: ADULTS AGE 18+
PRIMARY TARGET: ADULTS AGE 18+

Base Persons: 1,023,500
Home Value: 111,342,500,000

% In Target: 100.0
% In Target Value: 100.0

Primary Persons: 1,023,500
Target Value: 111,342,500,000

Targets	Number of Home Owners	Home Value	Avg (Mean) Home Value	Home Value			
				0K	416K	833K	1,250K
PAST 7-DAY CUME RADIO--WFDD-FM	38,915	9,762,499,584	250,964	█			
PAST 7-DAY CUME RADIO--WJMH-FM	39,285	8,904,999,936	226,015	█			
PAST 7-DAY CUME RADIO--WBFJ-FM	18,792	4,197,499,904	224,465	█			
PAST 7-DAY CUME RADIO--WZTK-FM	28,949	6,452,499,968	223,270	█			
PAST 7-DAY CUME RADIO--WSJS/WSML	37,833	8,240,000,000	218,568	█			
PAST 7-DAY CUME RADIO--WMAG-FM	54,218	11,230,000,128	207,196	█			
PAST 7-DAY CUME RADIO--WSMW-FM	65,976	13,487,500,288	204,356	█			
PAST 7-DAY CUME RADIO--WTHZ-FM	35,800	7,272,500,224	203,142	█			
PAST 7-DAY CUME RADIO--WKZL-FM	75,218	14,912,499,712	198,041	█			
PAST 7-DAY CUME RADIO--WKRR-FM	62,009	12,137,499,648	195,451	█			
PAST 7-DAY CUME RADIO--WTQR-FM	81,458	15,260,000,256	187,469	█			
PAST 7-DAY CUME RADIO--WPAW-FM	73,318	12,880,000,000	175,716	█			
PAST 7-DAY CUME RADIO--WVBZ-FM	36,081	6,252,499,968	173,199	█			
PAST 7-DAY CUME RADIO--WQMG-FM	38,278	6,607,499,776	172,520	█			
PAST 7-DAY CUME RADIO--WIST-FM	19,989	2,910,000,128	145,500	█			
PAST 7-DAY CUME RADIO--WHPE-FM	11,815	1,655,000,064	140,254	█			

THE MEDIA AUDIT

800-324-9921

DEFINITIONS of *Cume and **Most Often

Radio	Cume = Listened To During Past 7 Days
Radio	Primary/Most Often = Average Day/yesterday
Television	Cume = Viewed During Past 7 Days
Television	Primary/Most Often = Viewed Yesterday
Cable Television	Cume = Viewed During Past 7 Days
Cable Television	Primary/Most Often = Viewed Yesterday
Weekly/Monthly Print	Cume = Read One or More Of Past 4 Editions
Weekly/Monthly Print	Primary/Most Often = Read Last Edition
Newspaper Sections	Cume = Read one of pst 5 issues for weekday, one of pst 4 for Sunday
Newspaper Sections	Primary/Most Often = Regularly Read This Section or read last issue
Internet	Cume = Logged On Past 30 Days
Internet	Primary/Most Often = Logged On Past Week

BUYING POWER:

of people in your audience for each target multiplied by cost of clients product/target

_____ x \$ _____ = **Buying Power**

of audience in target cost of target

