

## Efficiently and Effectively Reaching Upscale Restaurant Diners



# GrillSmith

Presented by:  
Diana Baker  
**CBS Radio**  
WLLD-FM 98.7

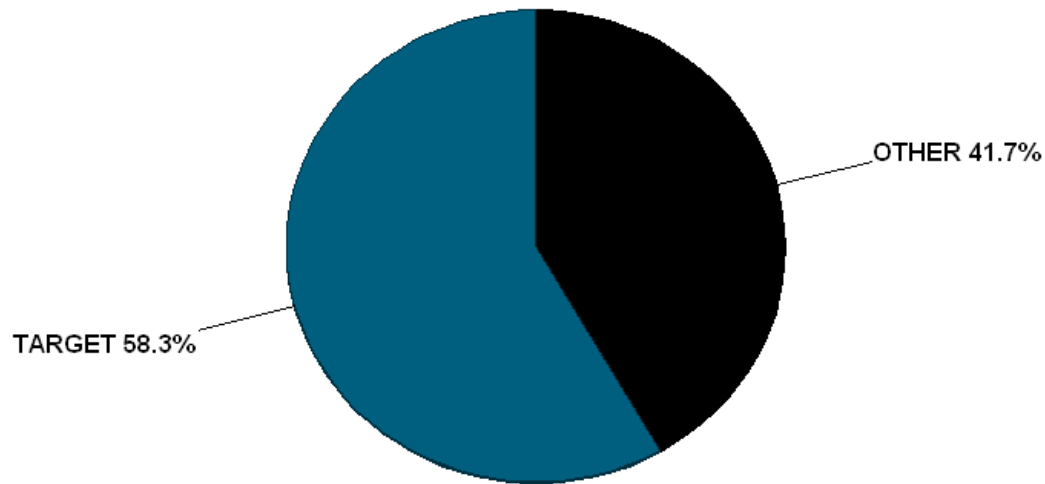
# WILD 98.7 SUPER-SERVES GRILLSMITH'S PRIME DEMO OF ADULTS 25-54

Report: MEDIA PROFILE REPORT  
Market: TAMPA-ST. PETERSBURG, FL for DEC '06-FEB 2007  
Bases: ADULTS AGE 18+  
Media: WLLD-FM  
Target: ADULTS--AGE 25-54

THE MEDIA AUDIT

All Groups

**58.3% OF WILD 98.7 LISTENERS ARE AGE 25-54**





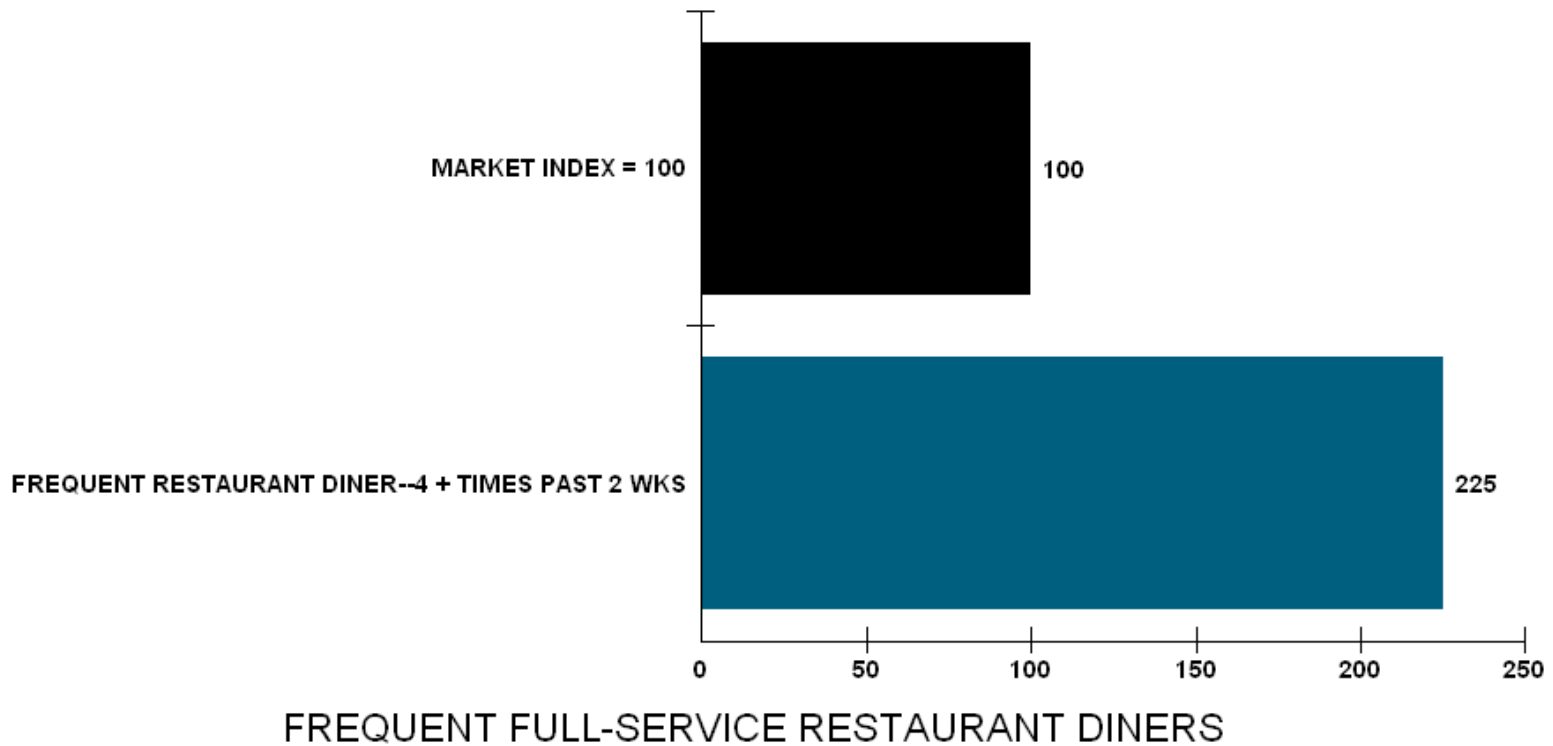
# WILD 98.7 SUPER-SERVES FULL-SERVICE RESTAURANT DINERS AGE 25-54

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: TAMPA-ST. PETERSBURG, FL for JUN-JUL 2007  
Bases: ADULTS--AGE 25-54  
Media: WLLD-FM

THE MEDIA AUDIT

Cume Index

## WLLD-FM 25-54 LISTENERS ARE 125% MORE LIKELY TO BE FREQUENT RESTAURANT DINERS





## WILD 98.7 DELIVERS TAMPA'S MOST AFFLUENT

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: TAMPA-ST. PETERSBURG, FL for JUN-JUL 2007  
Bases: ADULTS AGE 18+  
Media: WLLD-FM

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### WLLD-FM Listeners are 133% More Likely to Have \$150K+ Income

