

REACHING



BEST CUSTOMER PROSPECTS IN THE CLEVELAND MARKET



Presented by:
Mike Malone
Doug Sifft
Clear Channel-Cleveland
July, 2007

PLAN TO BUY A MAJOR HOUSEHOLD APPLIANCE DURING THE NEXT 12 MONTHS.
Major Appliance Buyers Spend More Time with Radio than Any Other Medium.

Report: MEDIA DAY ANALYSIS, TV BREAKOUT
 Market: CLEVELAND, OH for JAN-FEB 2007
 Bases: ADULTS AGE 18+
 Target: PLAN BUY IN 12 MONTHS--MAJOR HOUSEHOLD APPLIANCE

THE MEDIA AUDIT

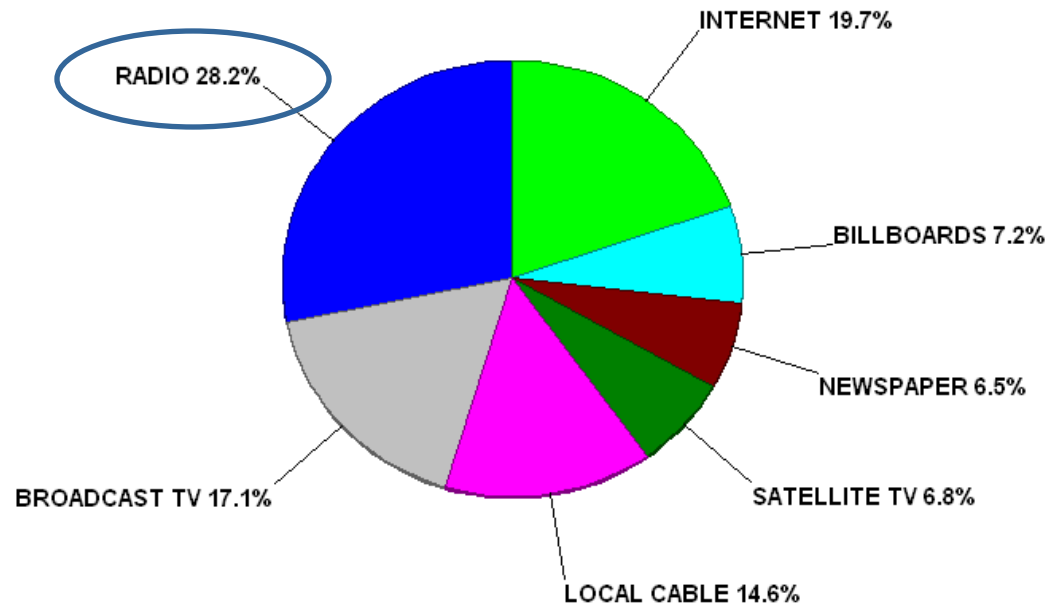
Target Market

Base Population: 1,617,600

% In Target: 11.4%

Target Persons: 184,900

MEDIA DAY ANALYSIS OF CLEVELAND'S MAJOR HOUSEHOLD APPLIANCE BUYER



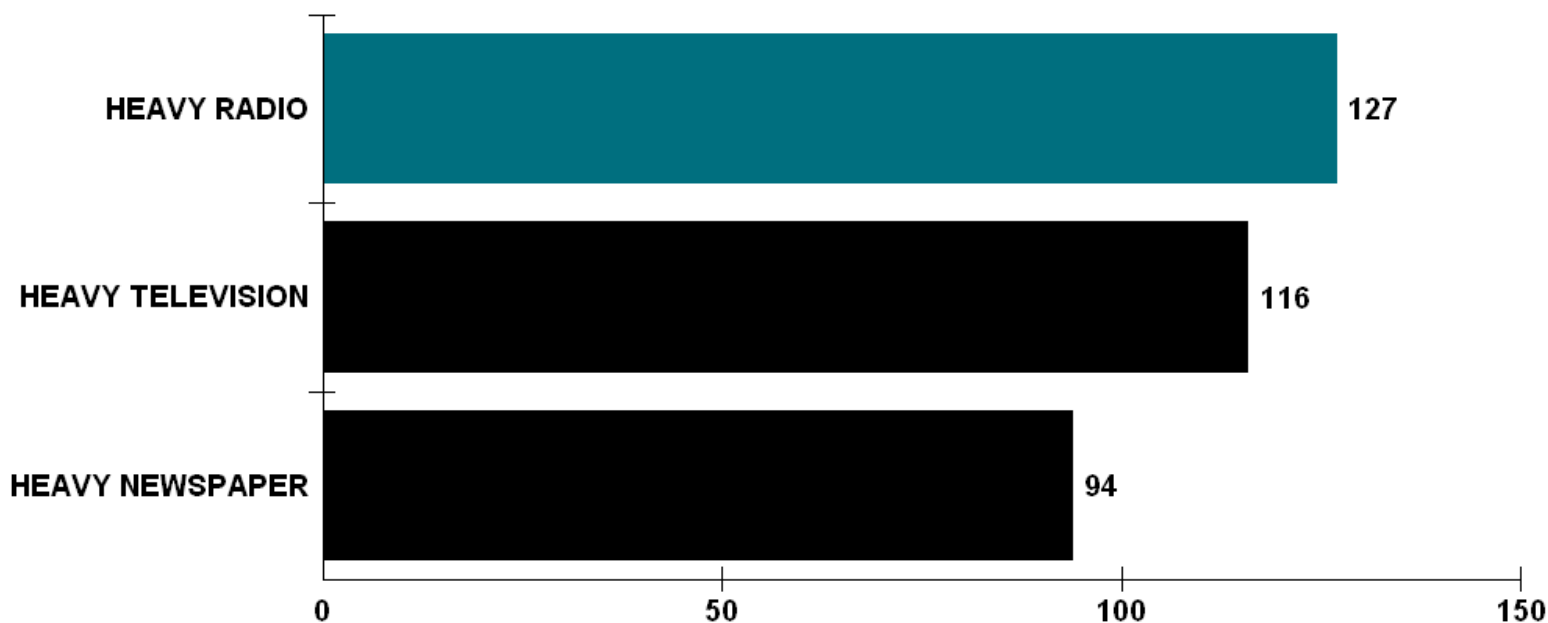
PLAN TO BUY A MAJOR APPLIANCE DURING THE NEXT 12 MONTHS.

Radio is the Most Highly Targeted & Efficient in Delivering Major Household Appliance Buyers

Report: RANKER REPORT THE MEDIA AUDIT Cume Index
 Market: CLEVELAND, OH for JAN-FEB 2007
 Bases: ADULTS AGE 18+
 Target: PLAN BUY IN 12 MONTHS--MAJOR HOUSEHOLD APPLIANCE

Base Population: 1,617,600 % In Target: 11.4% Target Persons: 184,900

BUYERS OF MAJOR APPLIANCES ARE 27% MORE LIKELY TO BE HEAVILY EXPOSED TO RADIO



NEWSPAPER SKEWS AGE 55+

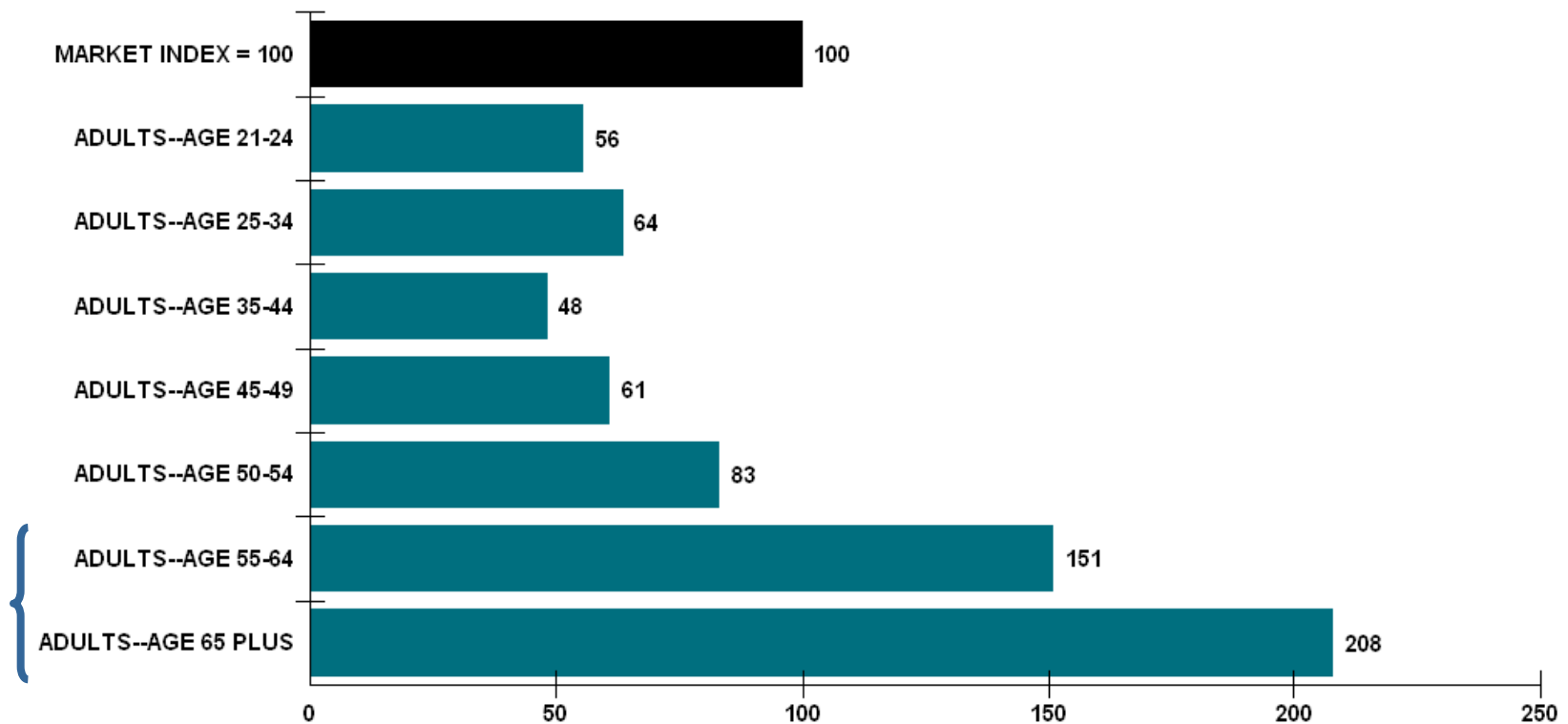
Cleveland adults who are heavily exposed to newspaper are 51% more likely to be age 55-64 & 108% more likely to be Age 65+

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
 Market: CLEVELAND, OH for JAN-FEB 2007
 Bases: ADULTS AGE 18+
 Media: HEAVY NEWSPAPER

THE MEDIA AUDIT

Cume Index

HEAVY NEWSPAPER READER AGE PROFILE



CLEAR CHANNEL RADIO IS THE LEADING RADIO CLUSTER IN REACHING MAJOR HOUSEHOLD APPLIANCE BUYERS

Report: RANKER REPORT
 Market: CLEVELAND, OH for JAN-FEB 2007
 Bases: ADULTS AGE 18+
 Target: PLAN BUY IN 12 MONTHS--MAJOR HOUSEHOLD APPLIANCE

THE MEDIA AUDIT

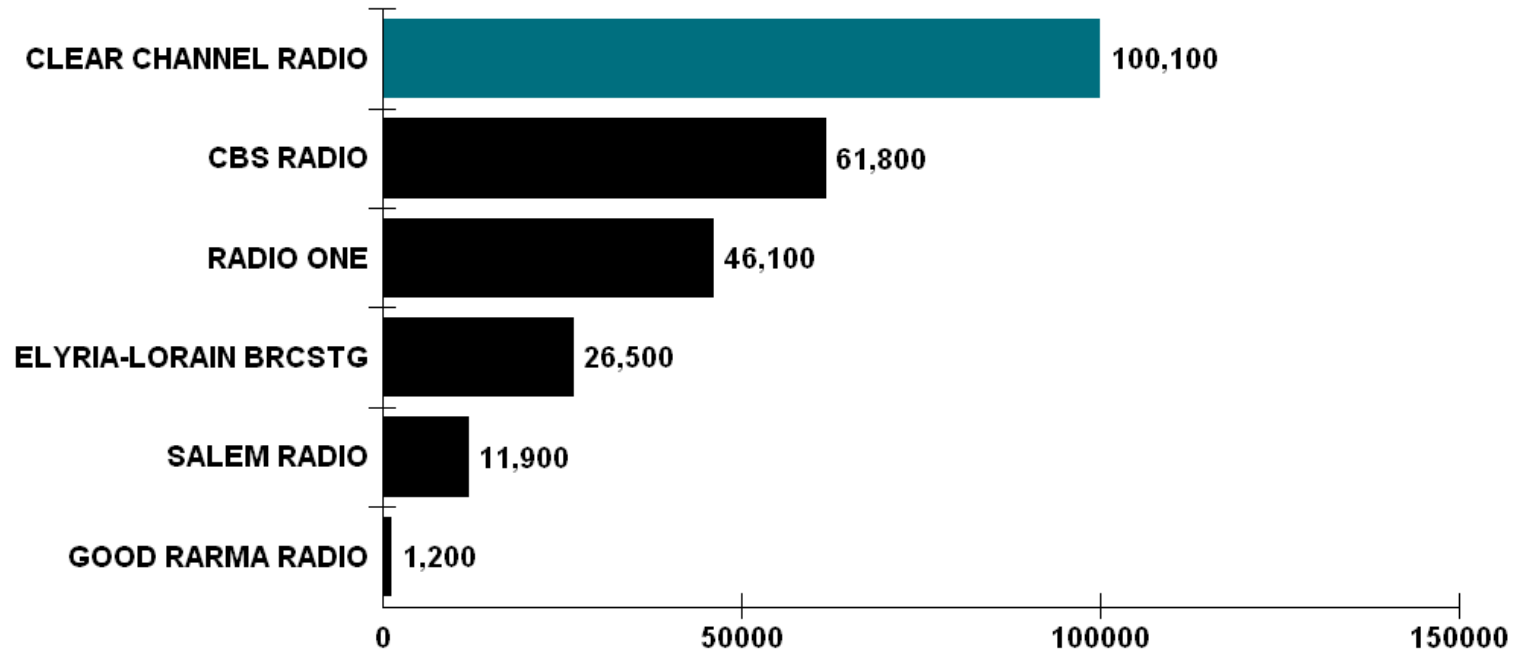
Cume Ratings

Base Population: 1,617,600

% In Target: 11.4%

Target Persons: 184,900

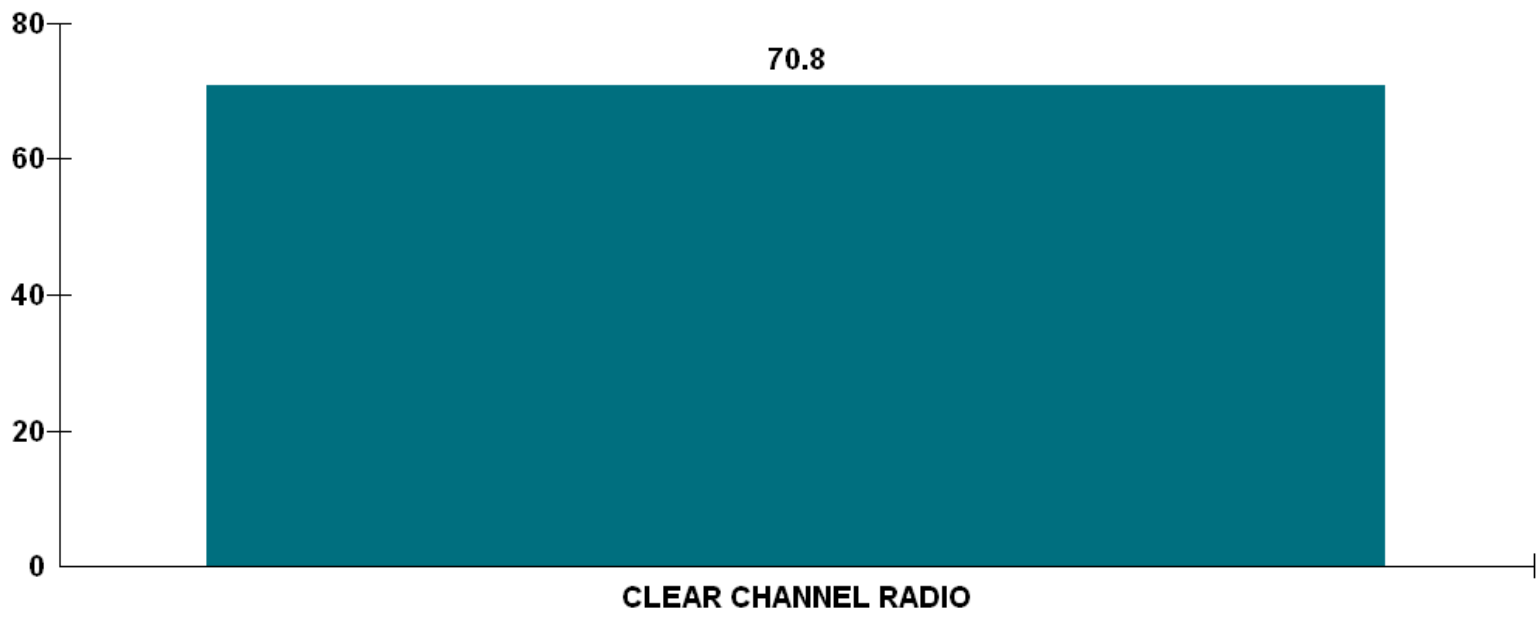
PLAN TO BUY A MAJOR HOUSEHOLD APPLIANCE DURING NEXT 12 MONTHS



CLEAR CHANNEL RADIO REACHES CLEVELAND'S **UPSCALE** MAJOR APPLIANCE BUYERS

Report: RANKER REPORT THE MEDIA AUDIT Cume Ratings
Market: CLEVELAND, OH for JAN-FEB 2007
Bases: ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS
Target: PLAN BUY IN 12 MONTHS--MAJOR HOUSEHOLD APPLIANCE
Base Population: 201,300 % In Target: 13.3% Target Persons: 26,700

CLEAR CHANNEL REACHES 71% OF MAJOR APPLIANCE BUYERS WITH \$100,000+ INCOME



PLAN TO REMODEL HOME DURING THE NEXT 12 MONTHS.

Spend More Time with Radio than Any Other Medium.

Report: MEDIA DAY ANALYSIS, TV BREAKOUT
 Market: CLEVELAND, OH for JAN-FEB 2007
 Bases: ADULTS AGE 18+
 Target: PLAN TO REMODEL HOME NEXT 12 MONTHS

THE MEDIA AUDIT

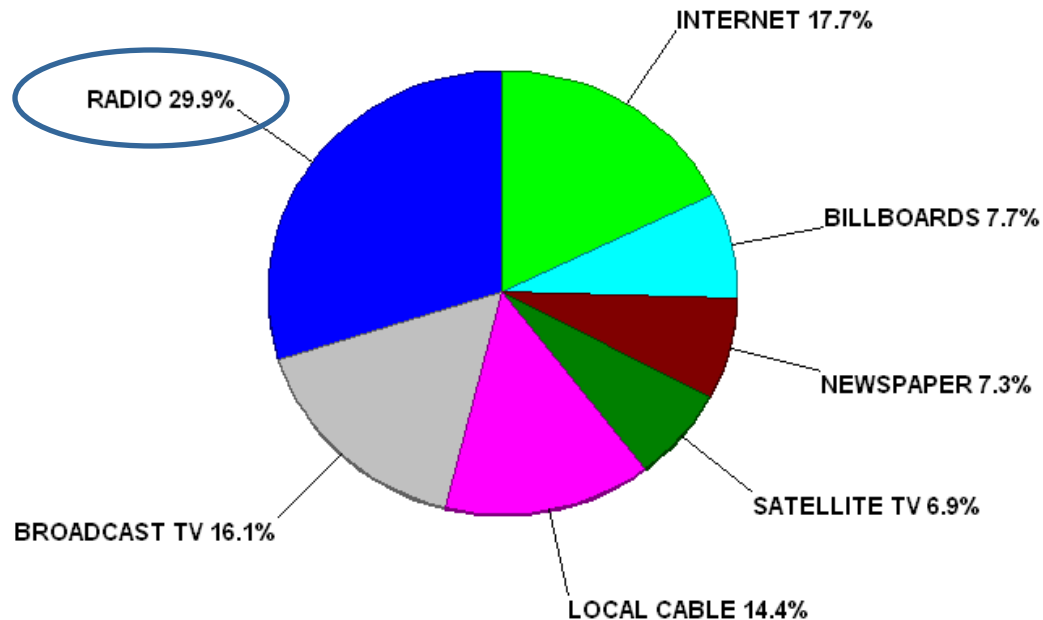
Target Market

Base Population: 1,617,600

% In Target: 20.9%

Target Persons: 337,500

MEDIA DAY ANALYSIS OF THOSE PLANNING TO REMODEL DURING NEXT 12 MONTHS



PLAN TO REMODEL DURING THE NEXT 12 MONTHS.

Radio is the Most Highly Targeted & Efficient.

Report: RANKER REPORT
 Market: CLEVELAND, OH for JAN-FEB 2007
 Bases: ADULTS AGE 18+
 Target: PLAN TO REMODEL HOME NEXT 12 MONTHS

THE MEDIA AUDIT

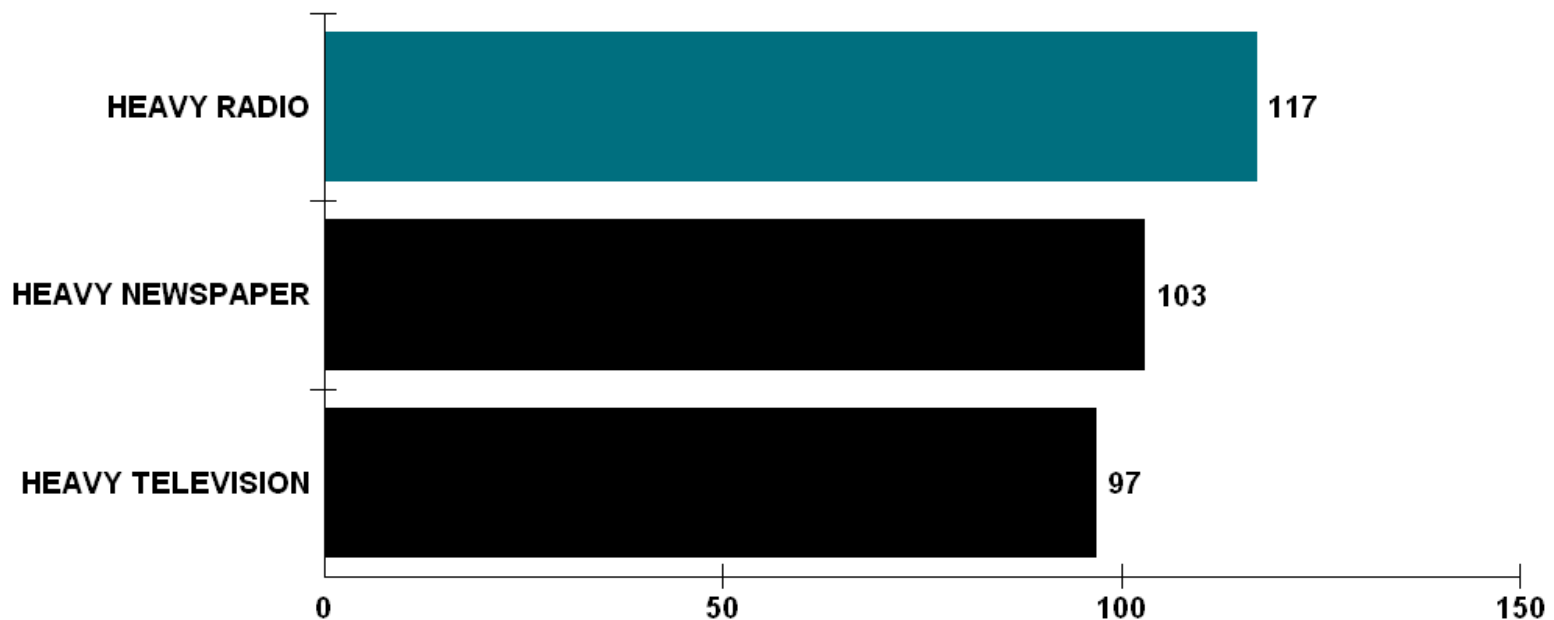
Cume Index

Base Population: 1,617,600

% In Target: 20.9%

Target Persons: 337,500

Adults Planning to Remodel are 17% More Likely to be Heavily Exposed to Radio





MULTI-MEDIA RANKER

Clear Channel Radio is the Most Highly Targeted & Efficient in Comparison to TV Stations and the Plain Dealer

Report: RANKER REPORT
 Market: CLEVELAND, OH for JAN-FEB 2007
 Bases: MARKET VALUE OF HOME--\$200,000 PLUS
 Target: PLAN TO REMODEL HOME NEXT 12 MONTHS

THE MEDIA AUDIT

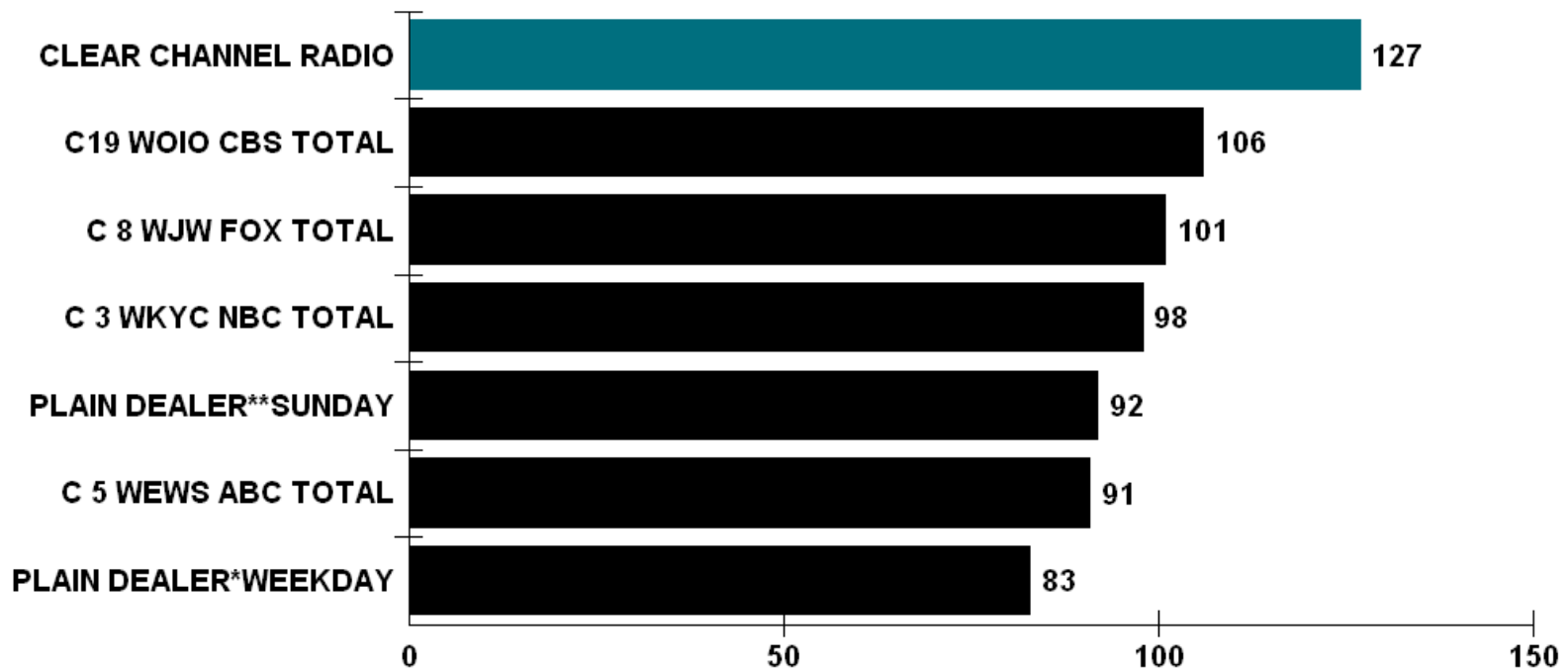
Cume Index

Base Population: 335,900

% In Target: 21.8%

Target Persons: 73,300

PLAN TO REMODEL & OWN HOME VALUED AT \$200,000+



CLEAR CHANNEL RADIO IS THE LEADING RADIO CLUSTER IN REACHING THOSE PLANNING TO REMODEL

Report: RANKER REPORT
Market: CLEVELAND, OH for JAN-FEB 2007
Bases: ADULTS AGE 18+
Target: PLAN TO REMODEL HOME NEXT 12 MONTHS

THE MEDIA AUDIT

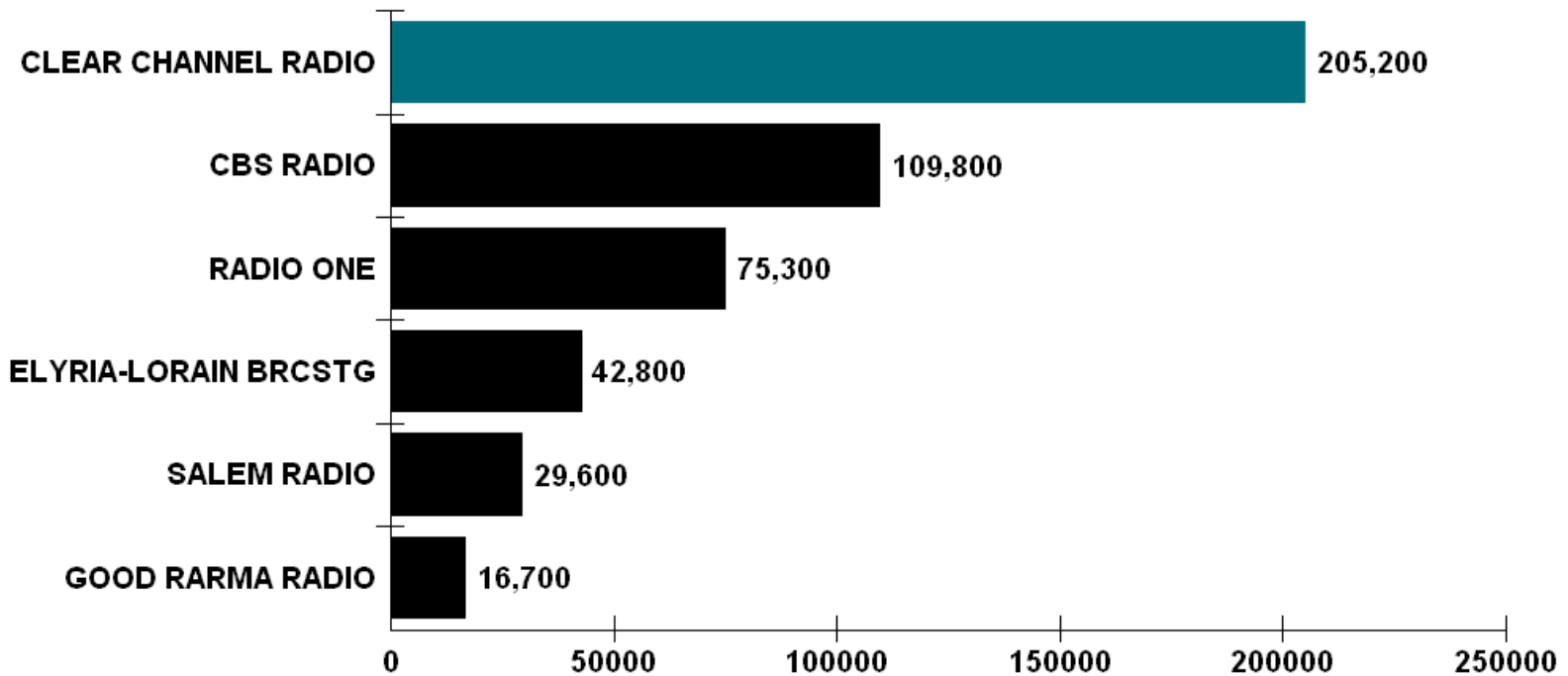
Cume Ratings

Base Population: 1,617,600

% In Target: 20.9%

Target Persons: 337,500

PLAN TO REMODEL HOME DURING NEXT 12 MONTHS

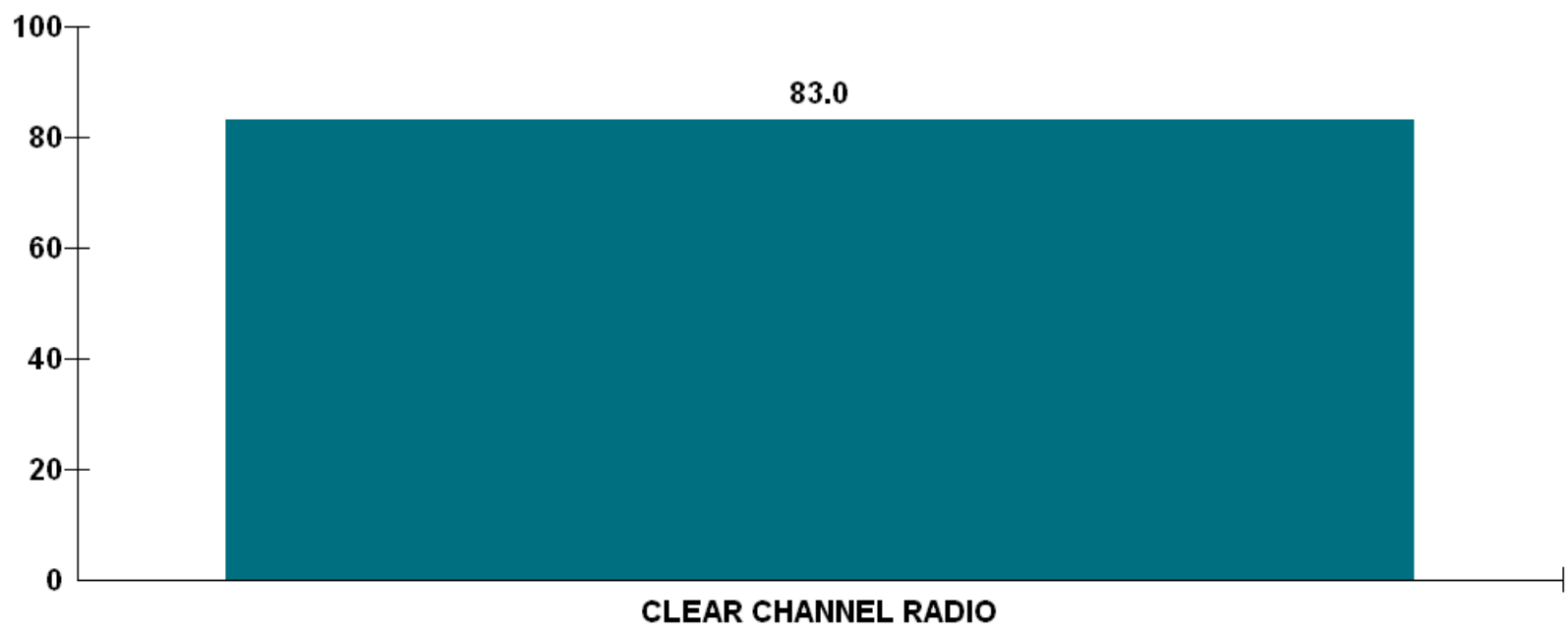




CLEAR CHANNEL RADIO REACHES CLEVELAND'S **UPSCALE** ADULTS REMODELING

| | | |
|--|--------------------|------------------------|
| Report: RANKER REPORT | THE MEDIA AUDIT | Cume Ratings |
| Market: CLEVELAND, OH for JAN-FEB 2007 | | |
| Bases: ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS | | |
| Target: PLAN TO REMODEL HOME NEXT 12 MONTHS | | |
| Base Population: 201,300 | % In Target: 21.6% | Target Persons: 43,500 |

**CLEAR CHANNEL REACHES 83% OF ADULTS WITH \$100,000+ INCOME
PLANNING TO REMODEL**



REACHING BUILDERS / CONTRACTORS / REMODELERS IN THE CLEVELAND MARKET



BUILDERS / CONTRACTORS / HOME REMODELERS

Spend More Time with Radio than Any Other Medium.

Report: MEDIA DAY ANALYSIS, TV BREAKOUT
 Market: CLEVELAND, OH for JUL-SEP'06/JAN-FEB 2007
 Bases: ADULTS AGE 18+
 Target: OCCUPATION--CONSTRUCTION INDUSTRY--INC. HOME/RE-MODEL

THE MEDIA AUDIT

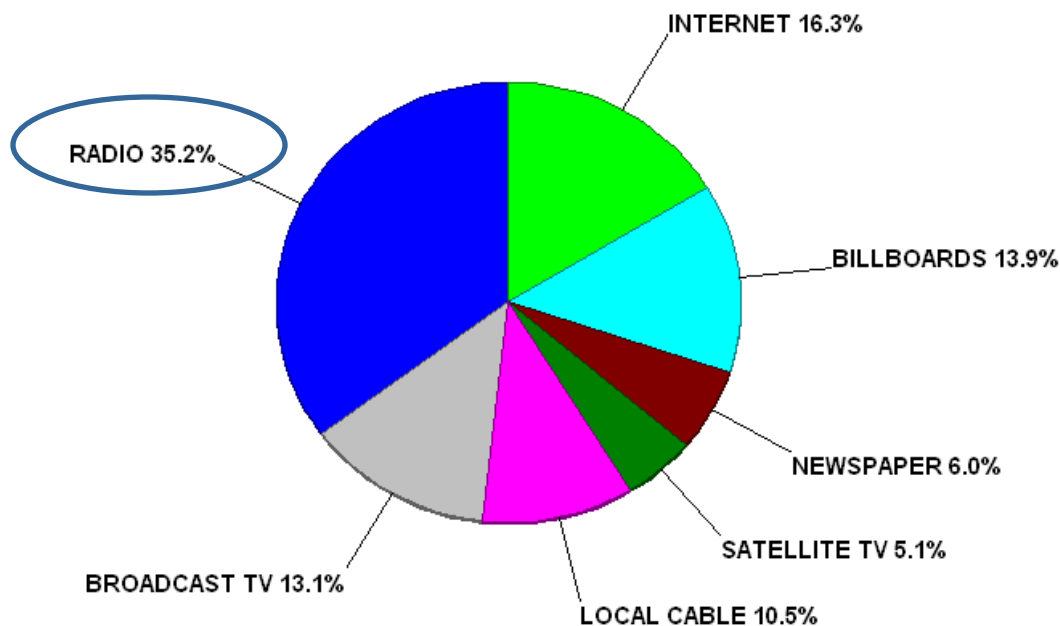
Target Market

Base Population: 1,617,600

% In Target: 3.1%

Target Persons: 50,000

MEDIA DAY ANALYSIS OF CONTRACTORS/HOME REMODELERS



BUILDERS / CONTRACTORS / HOME REMODELERS

Are 59% More Likely to be Heavily Exposed to Radio,
 15% LESS likely to be Heavily Exposed to Newspaper, 57% LESS likely to be Heavily Exposed to TV

Report: RANKER REPORT
 Market: CLEVELAND, OH for JUL-SEP'06/JAN-FEB 2007
 Bases: ADULTS AGE 18+
 Target: OCCUPATION--CONSTRUCTION INDUSTRY--INC. HOME/RE-MODEL

THE MEDIA AUDIT

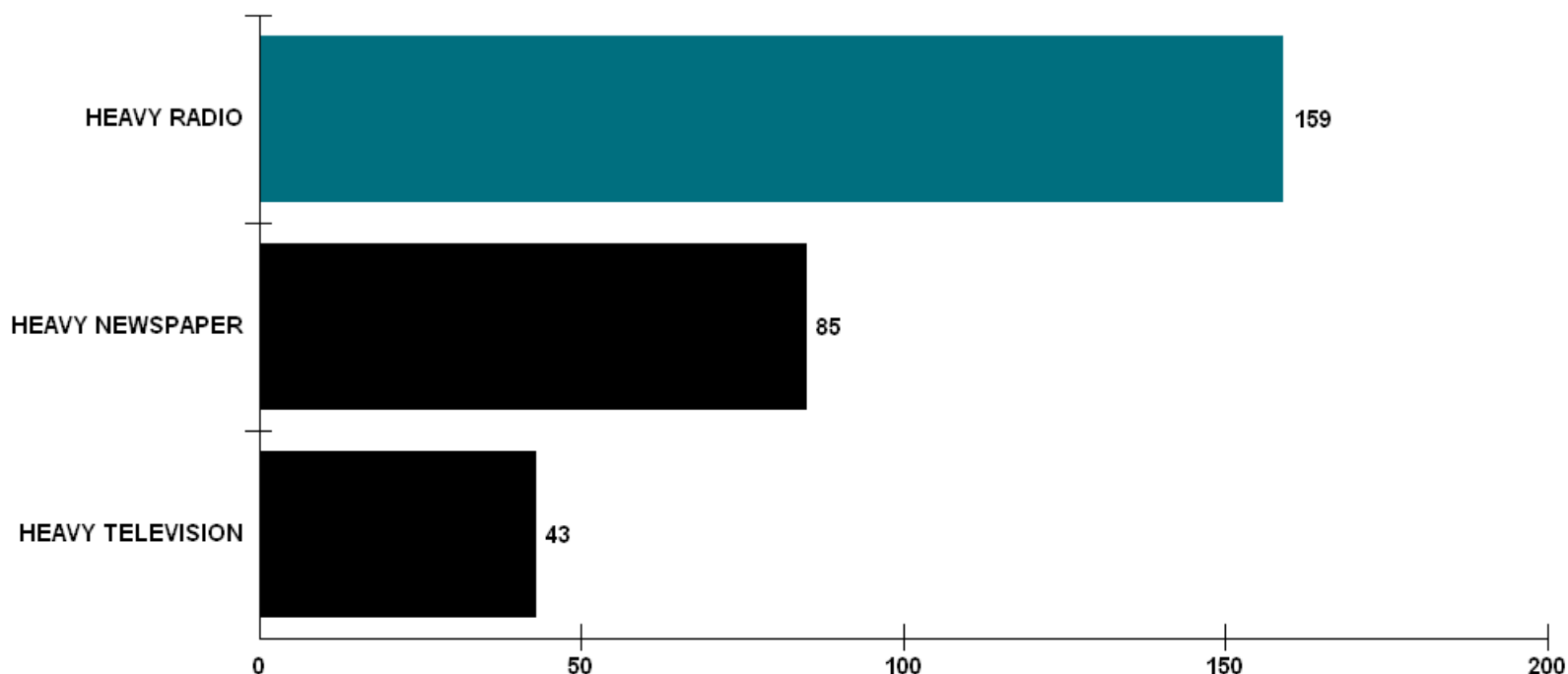
Cume Index

Base Population: 1,617,600

% In Target: 3.1%

Target Persons: 50,000

CONTRACTORS / HOME REMODELERS



CLEAR CHANNEL RADIO REACHES THE BUILDING INDUSTRY

Report: RANKER REPORT
Market: CLEVELAND, OH for JUL-SEP'06/JAN-FEB 2007
Bases: ADULTS AGE 18+
Target: OCCUPATION--CONSTRUCTION INDUSTRY--INC. HOME/RE-MODEL

THE MEDIA AUDIT

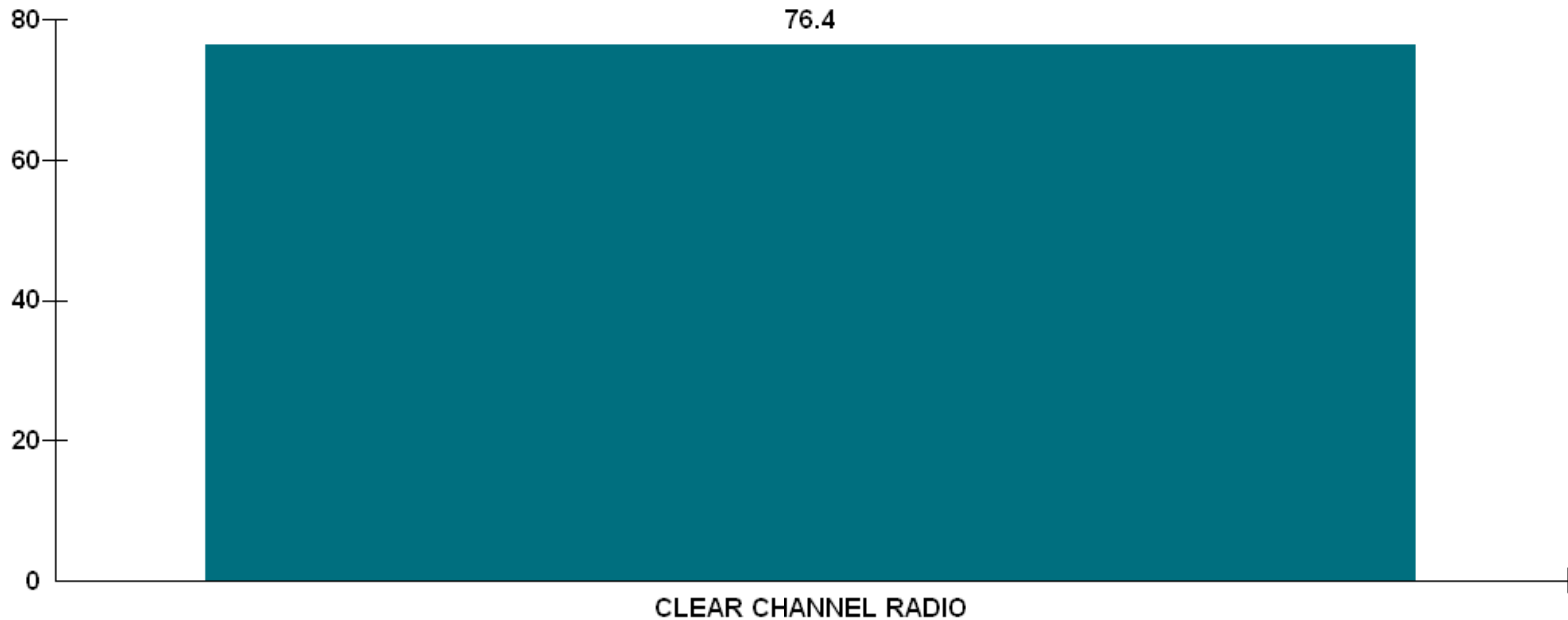
Cume Ratings

Base Population: 1,617,600

% In Target: 3.1%

Target Persons: 50,000

CLEAR CHANNEL RADIO REACHES 76.4% OF ALL BUILDERS/CONTRACTORS/REMODELERS



MULTI-MEDIA RANKER

Clear Channel Radio is More Targeted & Efficient in Reaching the Building Industry than the Plain Dealer or Local TV Stations

Report: RANKER REPORT
 Market: CLEVELAND, OH for JUL-SEP'06/JAN-FEB 2007
 Bases: ADULTS AGE 18+
 Target: OCCUPATION--CONSTRUCTION INDUSTRY--INC. HOME/RE-MODEL

THE MEDIA AUDIT

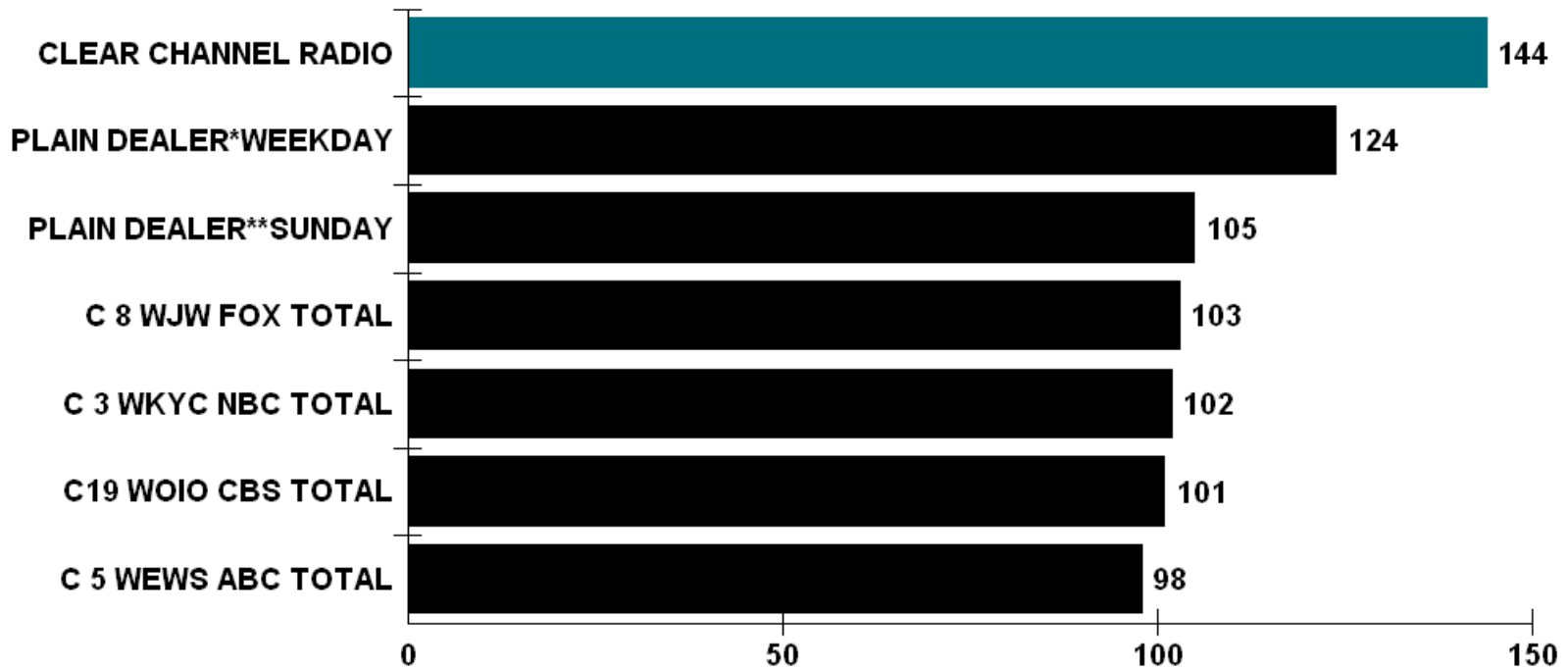
Cume Index

Base Population: 1,617,600

% In Target: 3.1%

Target Persons: 50,000

BUILDERS / CONTRACTORS / REMODELERS



MULTI-MEDIA RANKER

Clear Channel Radio is a Market Leader In Reaching the Most in the Building Industry

Report: RANKER REPORT
 Market: CLEVELAND, OH for JUL-SEP'06/JAN-FEB 2007
 Bases: ADULTS AGE 18+
 Target: OCCUPATION--CONSTRUCTION INDUSTRY--INC. HOME/RE-MODEL

THE MEDIA AUDIT

Cume Ratings

Base Population: 1,617,600

% In Target: 3.1%

Target Persons: 50,000

BUILDERS / CONTRACTORS / REMODELERS

