



ADULTS 25-54

Fall 2008 Arbitron
9/18/08 - 12/10/08

Tampa-St. Petersburg-Clearwater



Reasons To Buy WILD 98.7 For Adults 25-54!

- ✓ The Adult 25-54 demo covers a broad age spectrum: Adults 25-34 and Adults 35-54. WILD super serves the 25-34 end of the 25-54 demo.
- ✓ WILD is the dominant #1 choice of Adults 25-34!
- ✓ From Summer to Fall, WILD grew 26% with Adults 25-54, and growth was across all dayparts.
- ✓ WILD is among the top five stations delivering Adults 25-54.
- ✓ Orlando and the Freakshow is also among the top five stations with Adults 25-54.
- ✓ WILD's Adult 25-54 Cume is over 150,000, placing them in the top four.
- ✓ WILD's Men 25-54 Cume is over 75,000, placing them in the top five.
- ✓ WILD's Women 25-54 Cume is over 85,000, placing them in the top three.
- ✓ WILD has minimal duplication with WFLZ. 93.9% of their combined listeners in morning drive are listening to just one station or the other, not to both!
- ✓ WILD delivers a captive 25-54 in-car audience: top three with Adults 25-54 in-car.

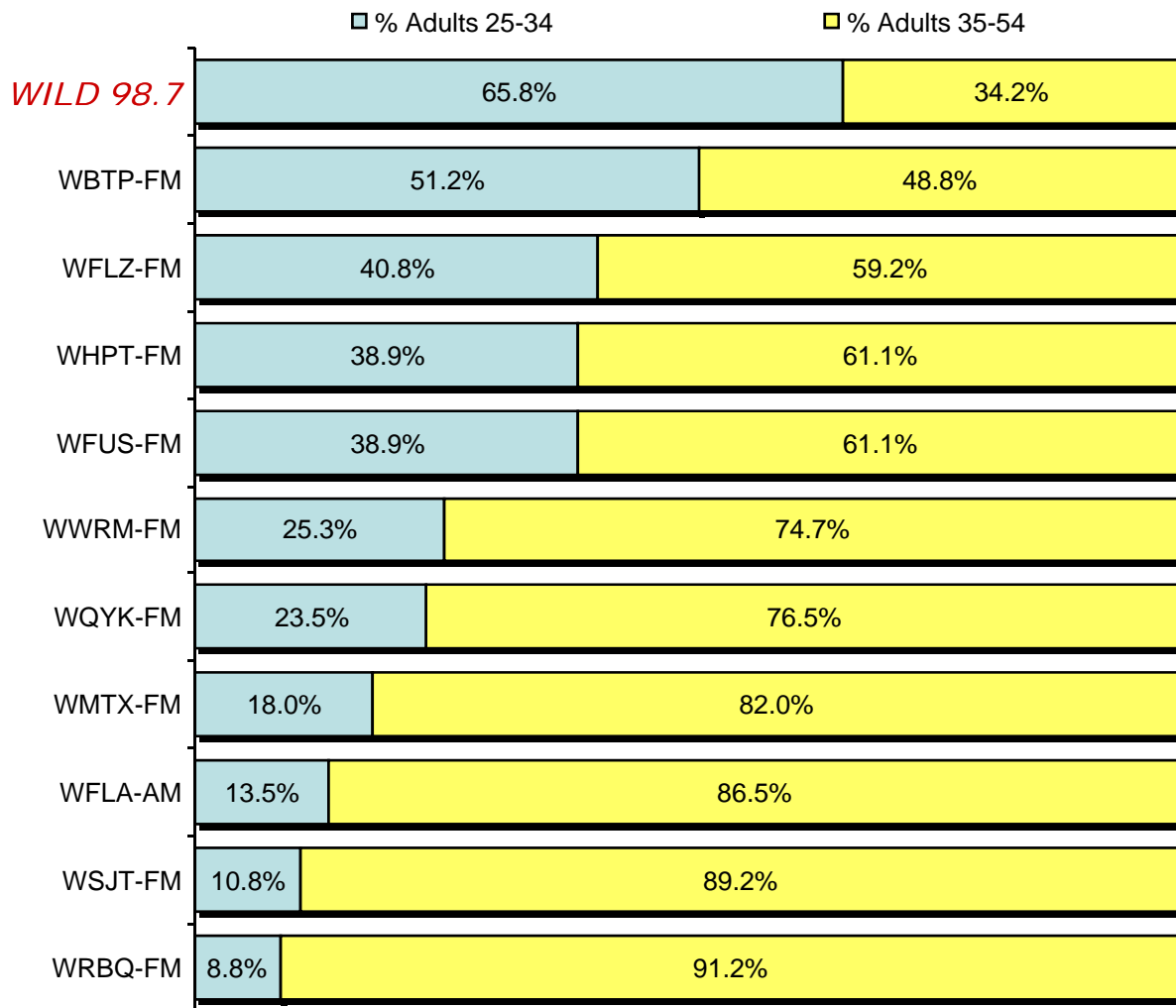
Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008



The Adult 25-54 Demo Covers A Broad Age Spectrum: 25-34 And 35-54!

WILD 98.7 Super Serves The 25-34 End Of The Adult 25-54 Demo!

% Of Each Station's Adult 25-54 AQH Listeners That Are 25-34 and 35-54:



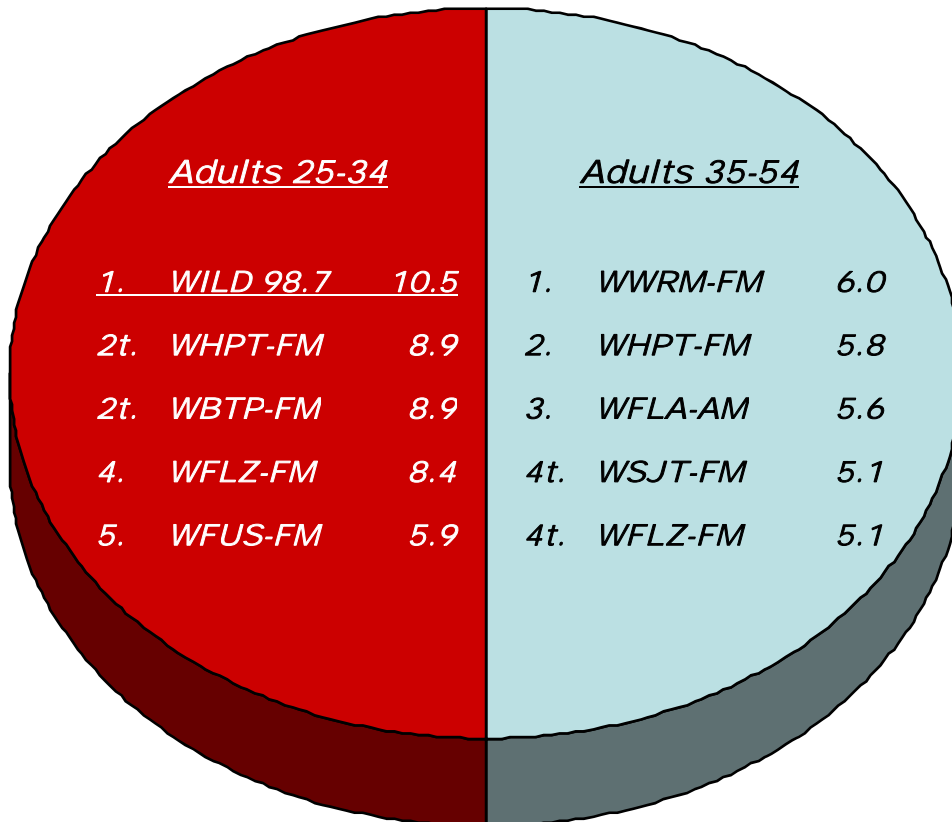
Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, Mon-Sun 6am-12mid, AQH Persons %, Top Adult 25-54 Stations Shown



WILD 98.7 Is The Dominant Market Leader With Adults 25-34!

The leading stations for Adults 25-34 are primarily different than the leading stations for Adults 35-54. Therefore, it's important to choose stations from both age cells to adequately cover the entire Adult 25-54 demo.

AQH Shares, Mon-Sun 6am-12mid, Fall 2008



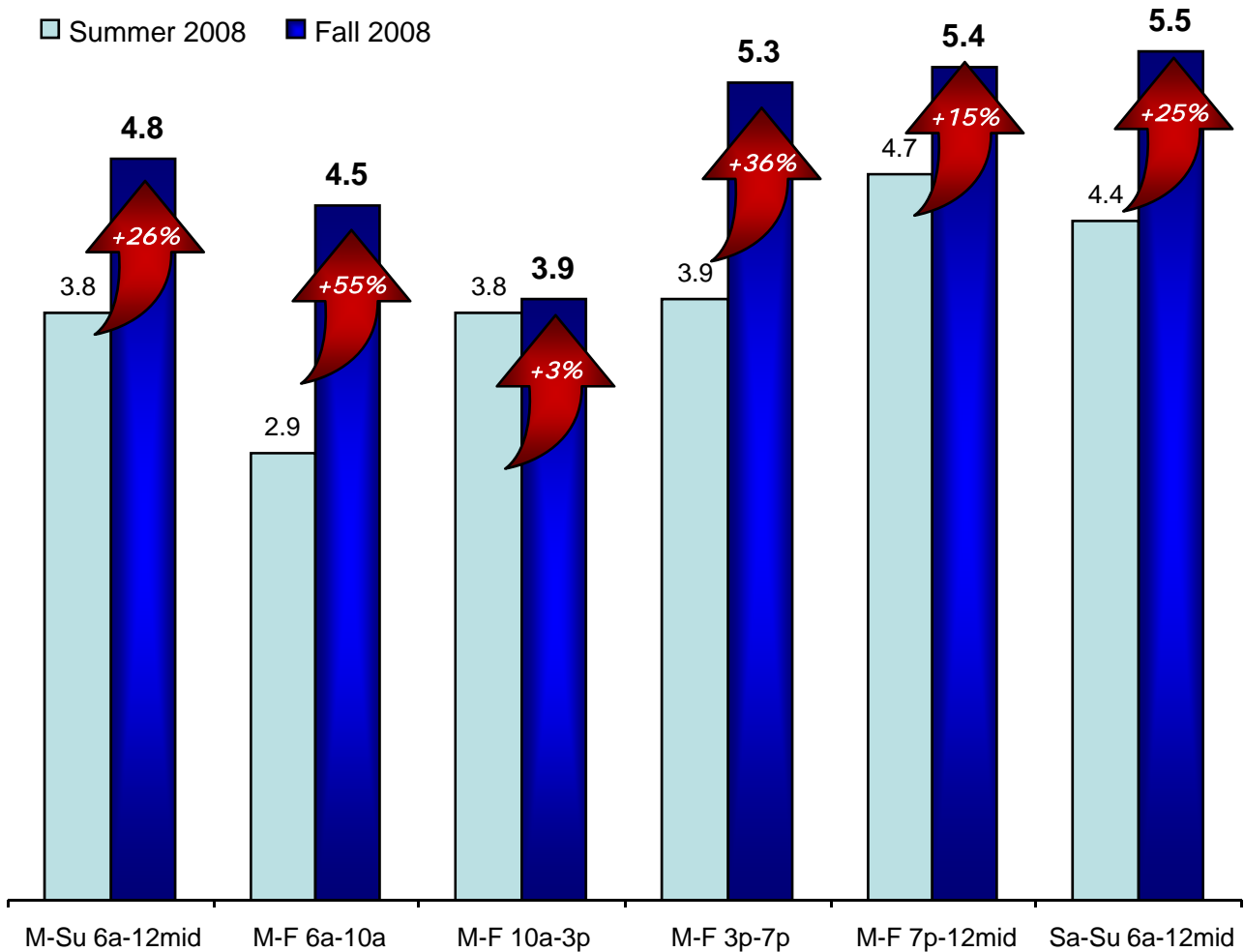
Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, Mon-Sun 6am-12mid, AQH Shares



ADULTS 25-54

WILD 98.7 Shows Huge Gains With Adults 25-54 Across Most Dayparts!

Adults 25-54, AQH Shares By Daypart,
% Change Summer 2008 To Fall 2008

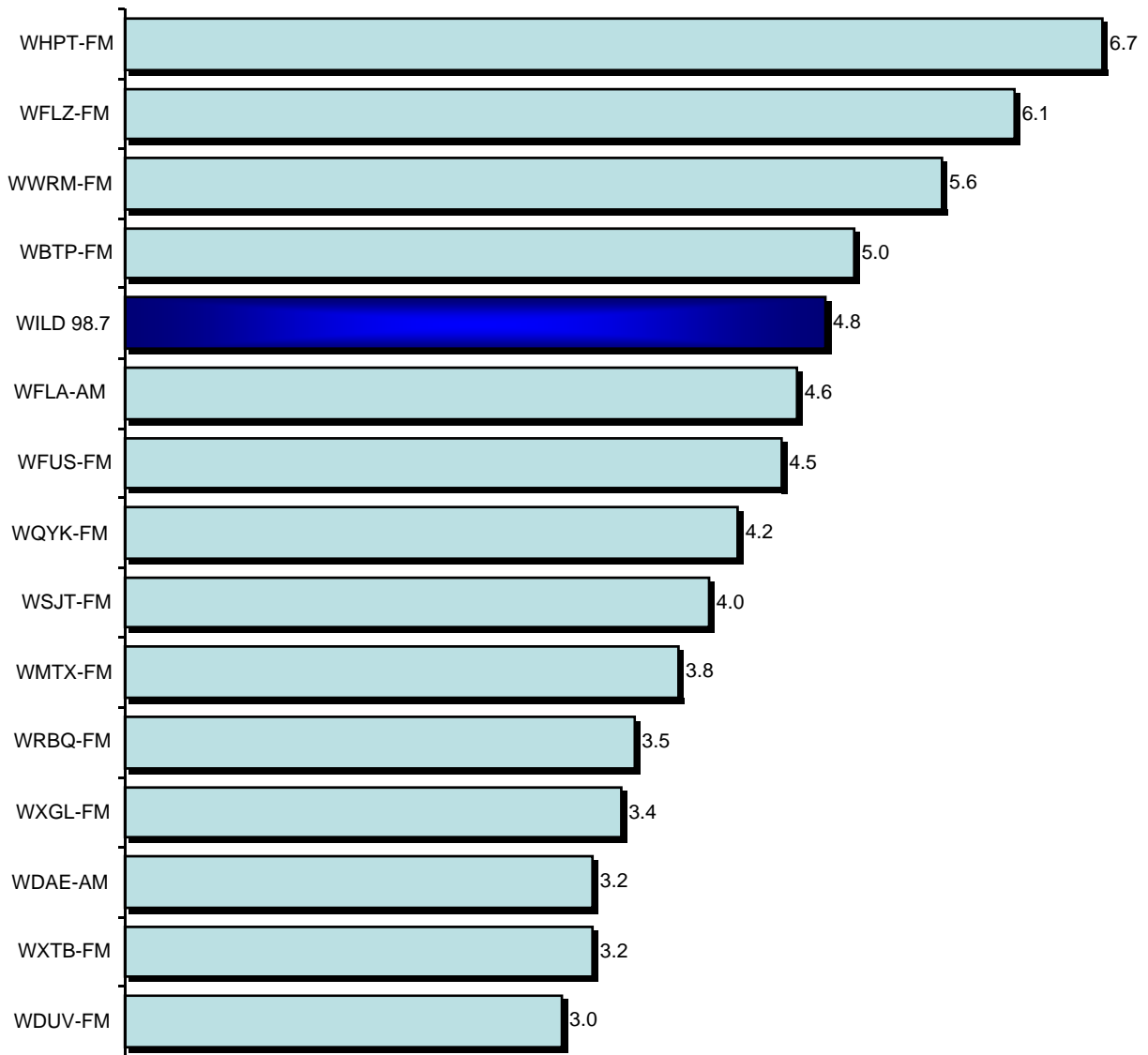


Arbitron, Tampa-St. Petersburg-Clearwater Metro, AQH Shares By Daypart, Adults 25-54



WILD 98.7: Top Five With Adults 25-54!

Adults 25-54, AQH Shares, Mon-Sun 6am-12mid, Fall 2008



Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, AQH Shares, Mon-Sun 6am-12mid, Adults 25-54



*WILD 98.7 Is In The Top Five
Delivering Adults 25-54 In
Drive-Times!*

Adults 25-54, AQH Shares By Daypart, Fall 2008

	M-F 6am-10am	Share
1.	WHPT-FM	13.4
2.	WFLZ-FM	8.9
3.	WBTP-FM	7.1
4.	WWRM-FM	4.7
5.	WILD 98.7	4.5
6t.	WQYK-FM	3.5
6t.	WFLA-AM	3.5
8.	WSUN-FM	3.4
9.	WMTX-FM	3.3
10.	WRBQ-FM	3.2

	M-F 3pm-7pm	Share
1.	WHPT-FM	6.2
2.	WFLA-AM	5.7
3.	WFLZ-FM	5.6
4.	WILD 98.7	5.3
5.	WWRM-FM	5.2
6t.	WDAE-FM	4.6
6t.	WFUS-FM	4.6
8.	WBTP-FM	4.5
9.	WQYK-FM	4.2
10.	WMTX-FM	3.7

Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, AQH Shares By Daypart, Adults 25-54

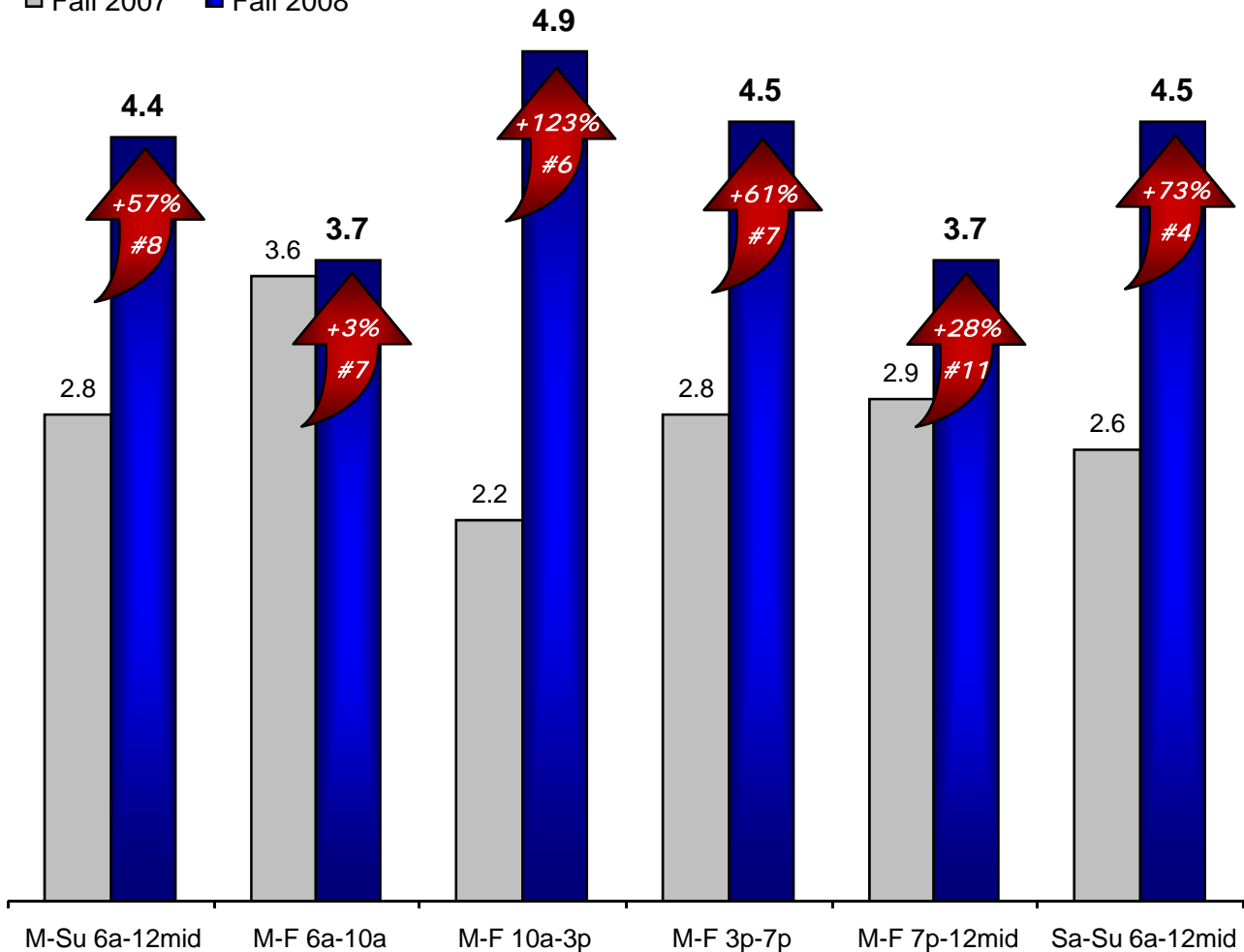


MEN 25-54

Compared To Last Fall, WILD 98.7 Is Up Substantially
Across All Men 25-54 Dayparts!

Men 25-54, AQH Shares By Daypart,
% Change Fall 2007 To Fall 2008,
Ranks Positions Are Also Shown

□ Fall 2007 ■ Fall 2008



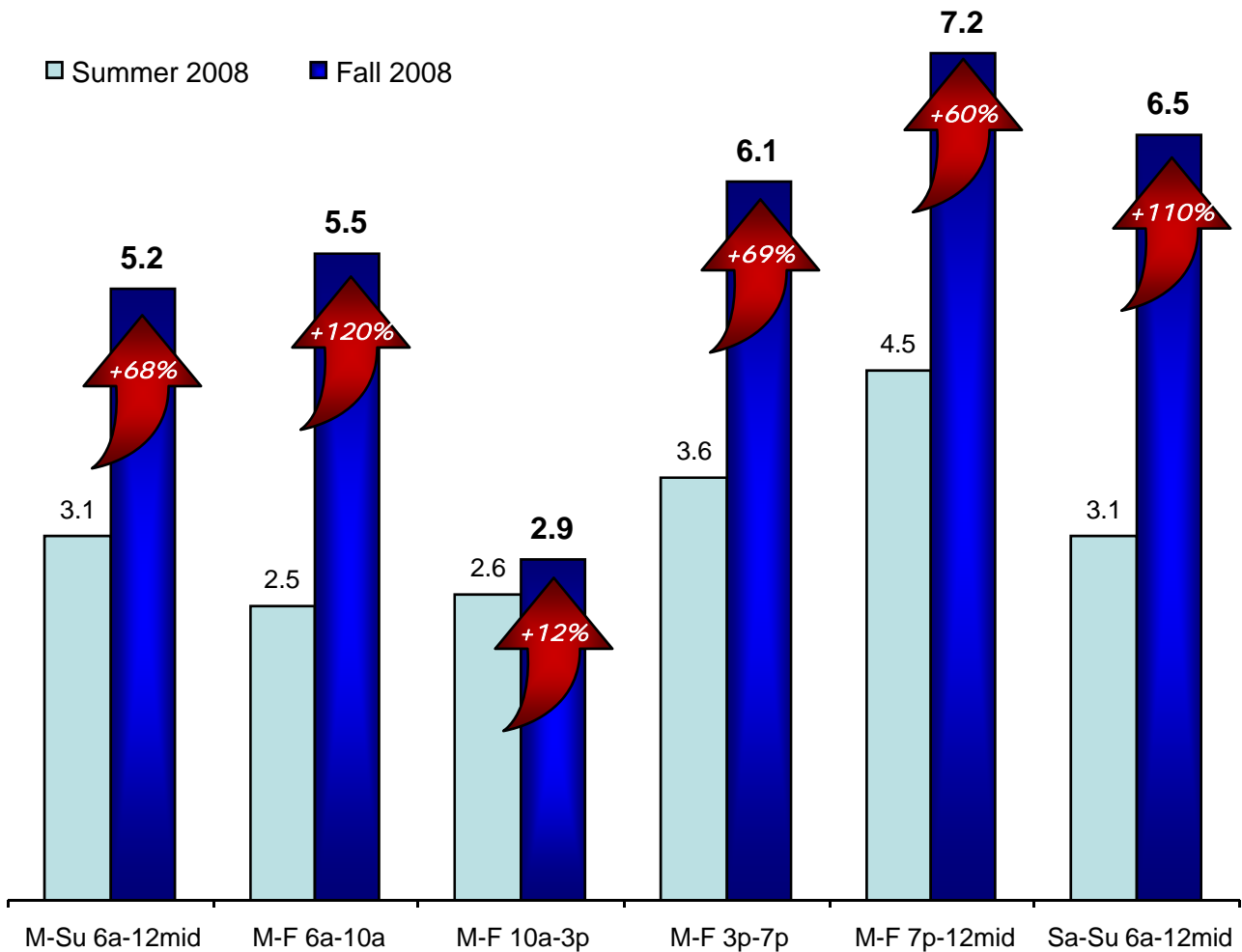
Arbitron, Tampa-St. Petersburg-Clearwater Metro, AQH Shares By Daypart, Men 25-54



WOMEN 25-54

WILD 98.7 Showed Huge Gains With Women 25-54 Across Most Major Dayparts!

Women 25-54, AQH Shares By Daypart,
% Change Summer 2008 To Fall 2008

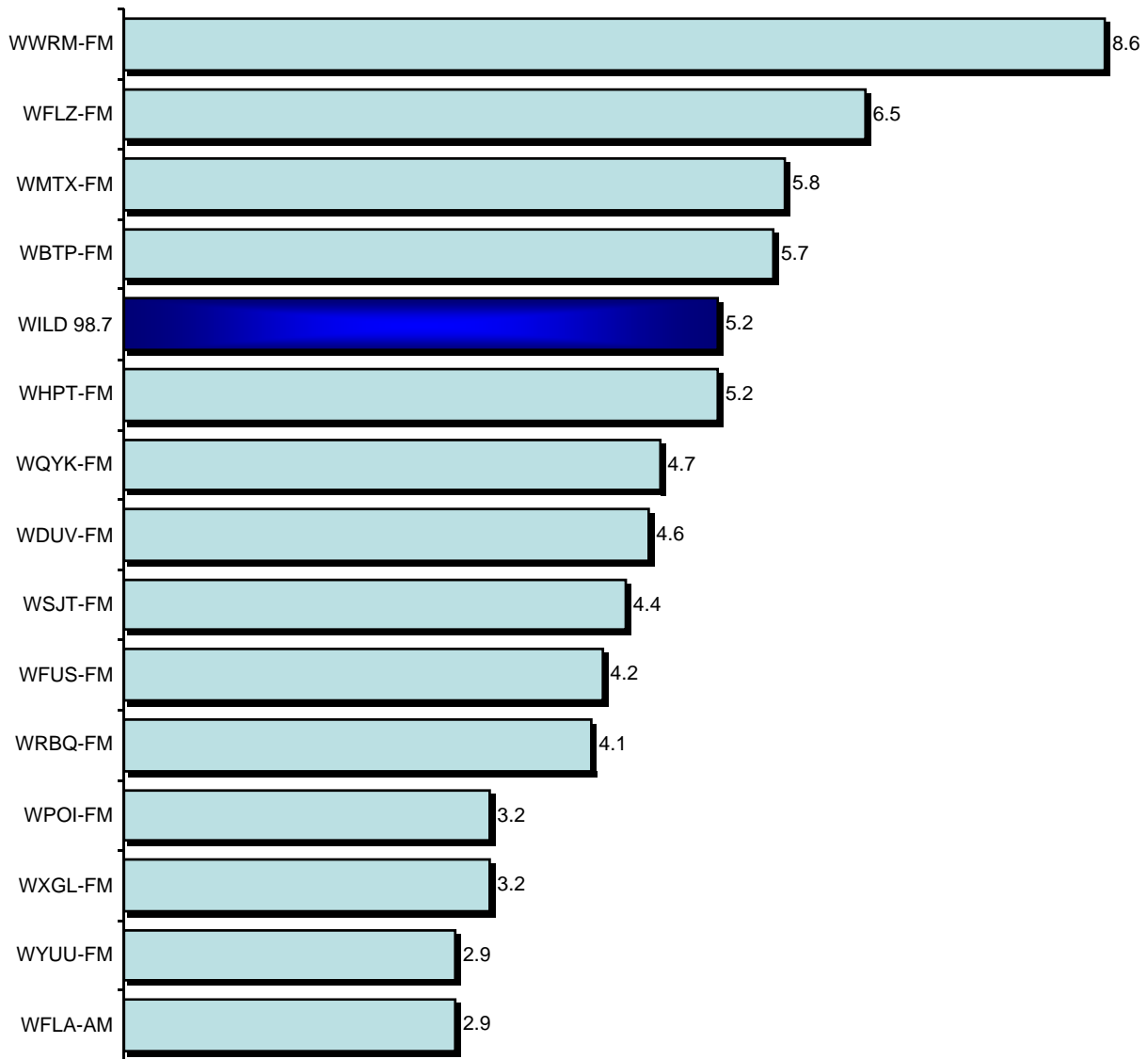


Arbitron, Tampa-St. Petersburg-Clearwater Metro, AQH Shares By Daypart, Women 25-54



WILD 98.7: Top Five With Women 25-54!

Women 25-54, AQH Shares, Mon-Sun 6am-12mid, Fall 2008



Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, AQH Shares, Mon-Sun 6am-12mid, Women 25-54



*WILD 98.7:
Top Five In Morning Drive,
Top Two In PM Drive!*

Women 25-54, AQH Shares By Daypart, Fall 2008

	M-F 6am-10am	Share
1.	WHPT-FM	10.3
2.	WFLZ-FM	9.2
3.	WBTP-FM	7.8
4.	WWRM-FM	7.3
5.	WILD 98.7	5.5
6t.	WYUU-FM	5.0
6t.	WMTX-FM	3.9
8.	WQYK-FM	3.7
9.	WDUV-FM	3.3
10.	WFUS-FM	3.1

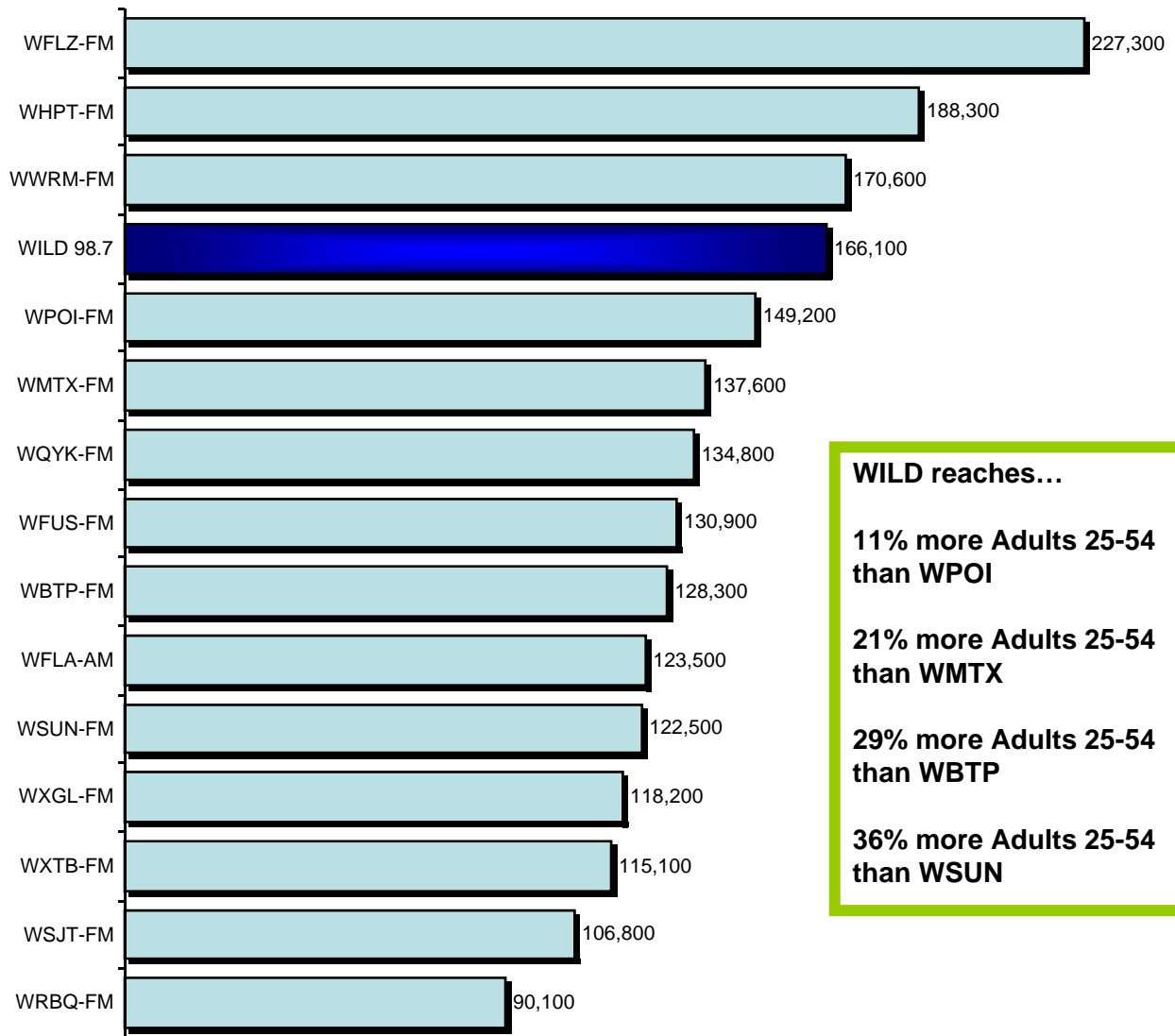
	M-F 3pm-7pm	Share
1.	WWRM-FM	8.1
2.	WILD 98.7	6.1
3.	WFLZ-FM	6.0
4.	WMTX-FM	5.9
5.	WBTP-FM	5.3
6.	WQYK-FM	4.9
7.	WHPT-FM	4.6
8.	WFLA-AM	4.4
9t.	WRBQ-FM	4.3
9t.	WDUV-FM	4.3

Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, AQH Shares By Daypart, Women 25-54



WILD 98.7 Reaches Over 150,000 Adults 25-54 Weekly!

Adults 25-54, Cume Persons, Mon-Sun 6am-12mid, Fall 2008



WILD reaches...

11% more Adults 25-54 than WPOI

21% more Adults 25-54 than WMTX

29% more Adults 25-54 than WBTP

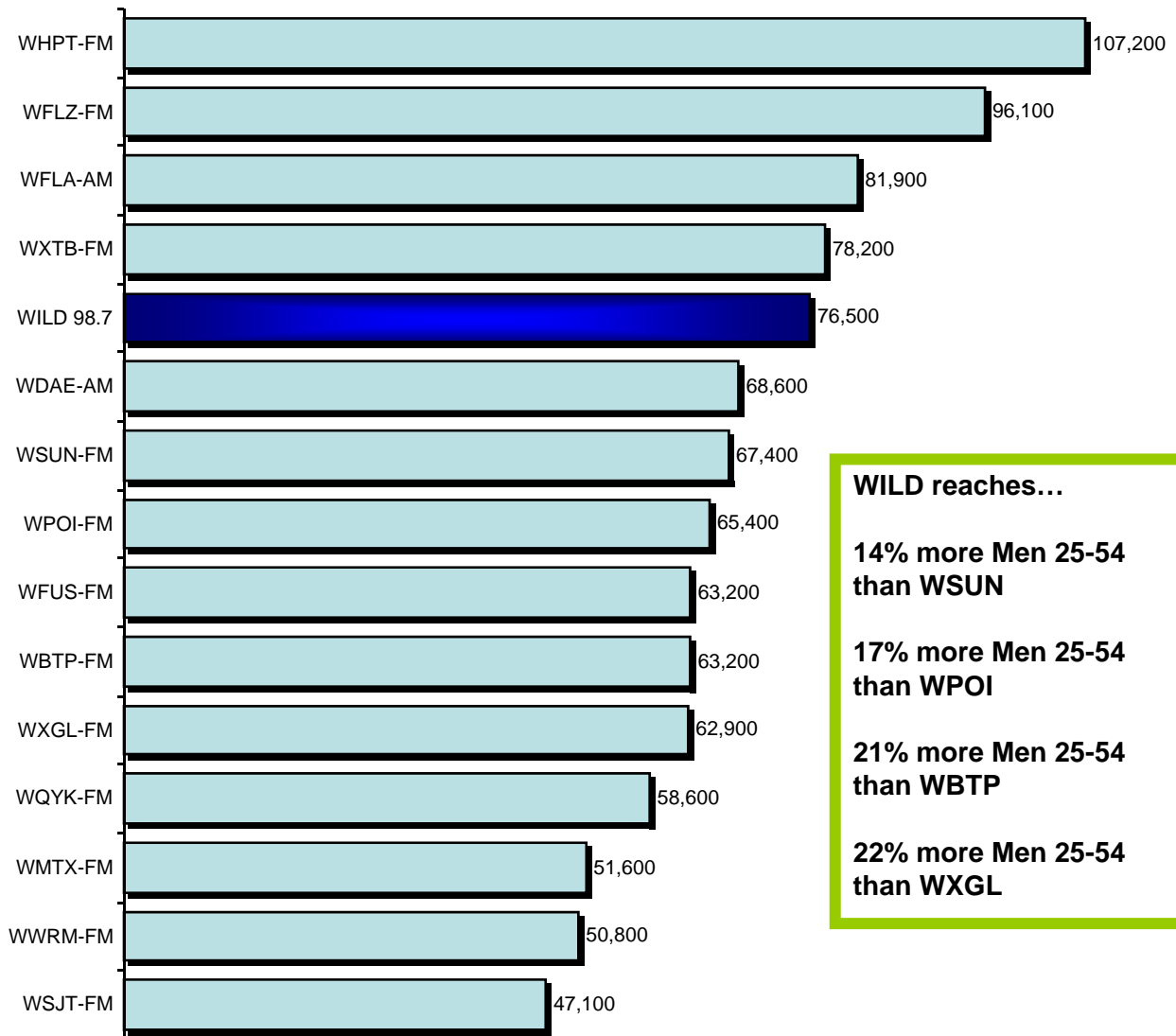
36% more Adults 25-54 than WSUN

Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, Cume Persons, Mon-Sun 6am-12mid, Adults 25-54



WILD 98.7 Reaches Over 75,000 Men 25-54 Weekly!

Men 25-54, Cume Persons, Mon-Sun 6am-12mid, Fall 2008

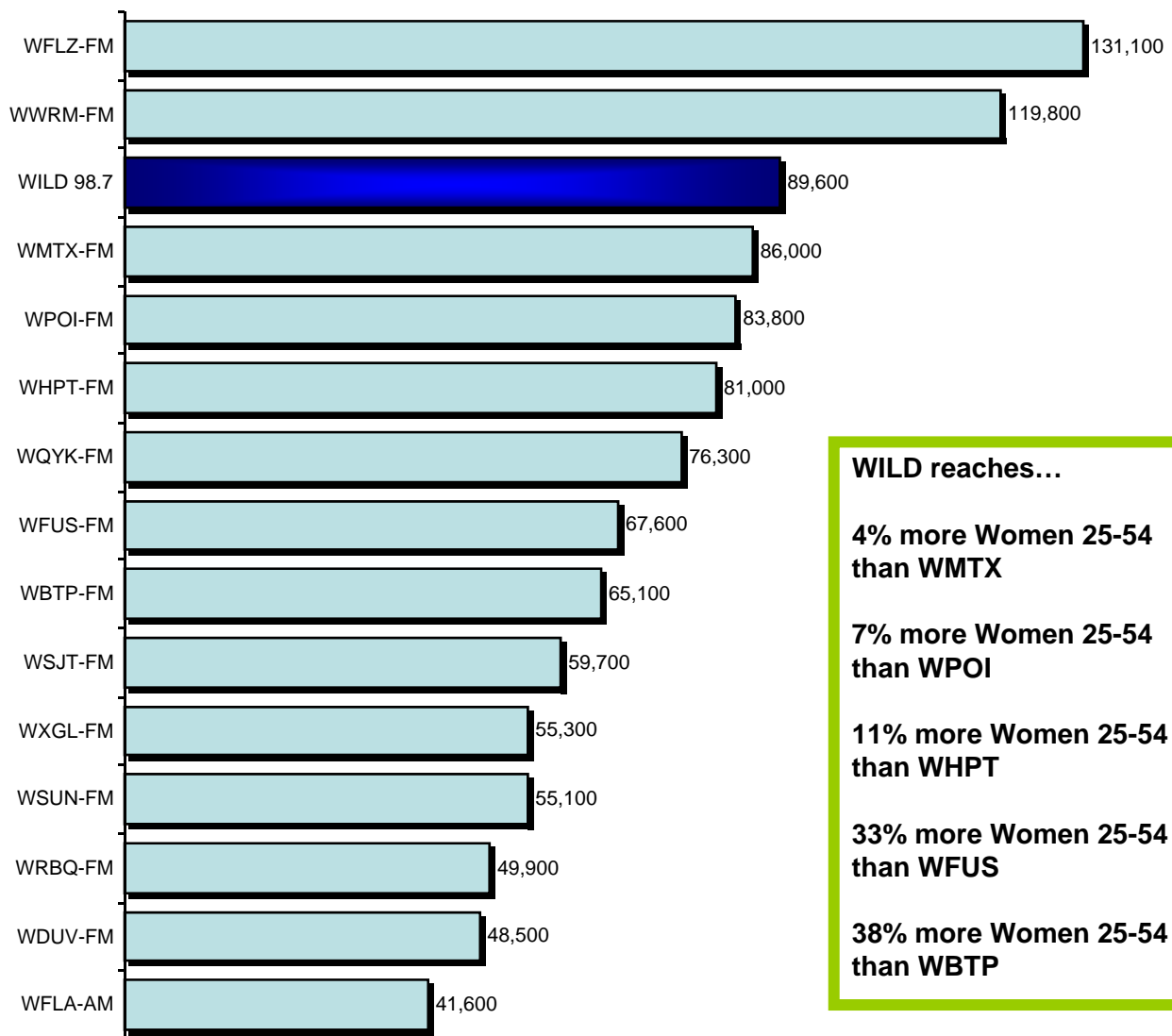


Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, Cume Persons, Mon-Sun 6am-12mid, Men 25-54



WILD 98.7 Reaches Over 85,000 Women 25-54 Weekly!

Women 25-54, Cume Persons, Mon-Sun 6am-12mid, Fall 2008



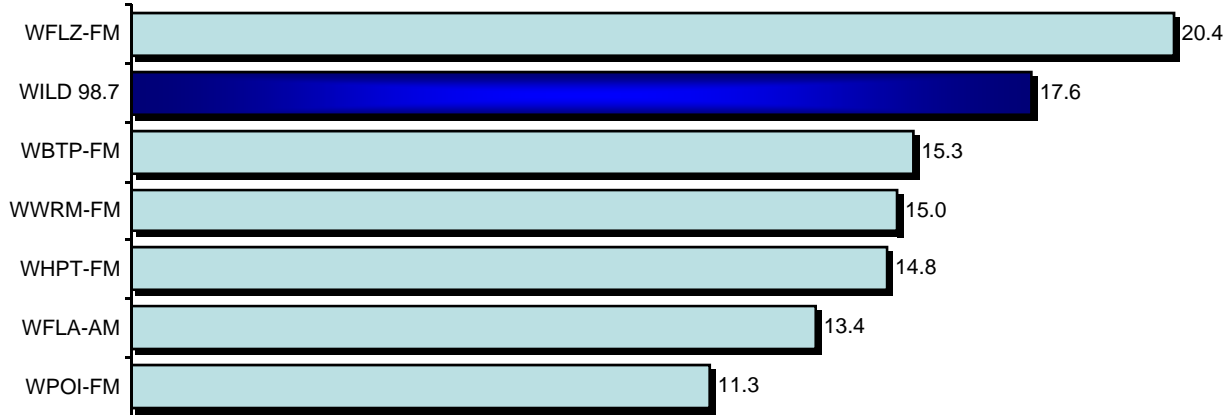
Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, Cume Persons, Mon-Sun 6am-12mid, Women 25-54



WILD 98.7: Top Two In Hillsborough County Top Three In Pinellas County

Adults 25-54, Cume Ratings, Mon-Sun 6am-12mid, Fall 2008

Hillsborough County



Pinellas County



Arbitron, Tampa-St. Petersburg-Clearwater Metro (Rankers By County), Fall 2008, Mon-Sun 6am-12mid, Adults 25-54, Cume Ratings

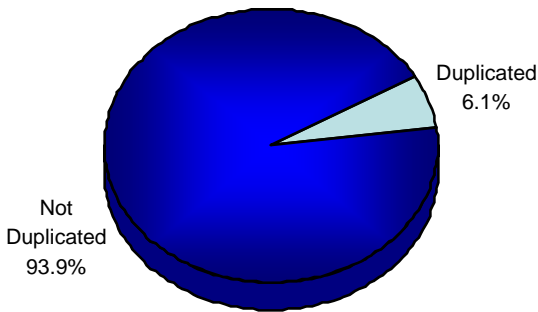


When You Look At The 25-54 Duplication Between WILD 98.7 And WFLZ By Daypart, It's Very Low!

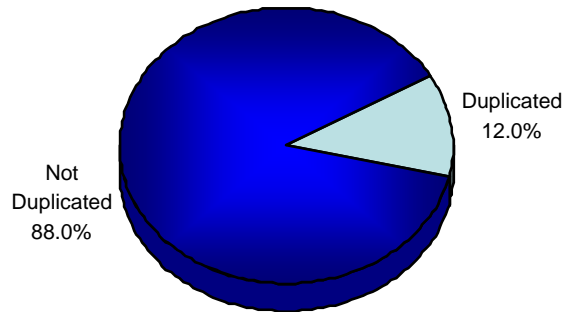
% of WILD's combined audience with WFLZ that is not duplicated

Reads: If you combine WILD and WFLZ's Adult 25-54 Cumes, 93.9% of WILD and WFLZ's combined Cume in morning drive is not shared!
In other words, 93.9% of the combined listeners are listening to just one station or the other, not to both!

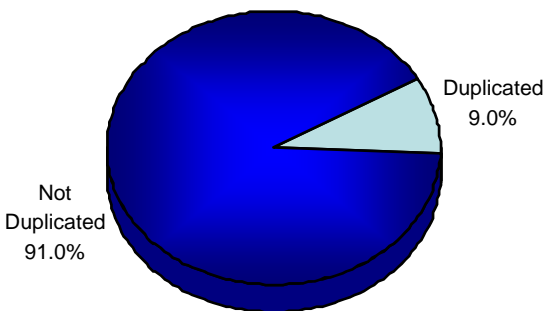
Mon-Fri 6am-10am



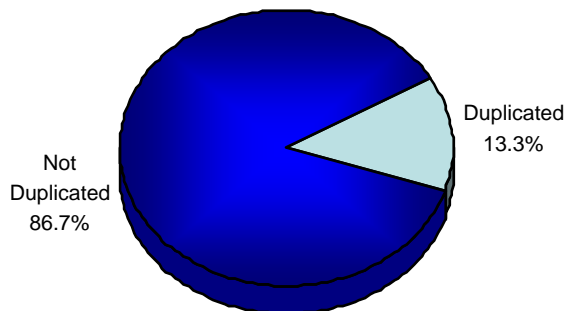
Mon-Fri 10am-3pm



Mon-Fri 3pm-7pm



Mon-Fri 7pm-12mid



Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, Mon-Sun 6am-12mid, Combined Cume Duplication By Daypart, Adults 25-54



WILD 98.7 Delivers A Captive In-Car 25-54 Audience!

In Car Listening, AQH Shares, Mon-Sun 6am-12mid, Fall 2008

Adults 25-54 In-Car



Men 25-54 In-Car



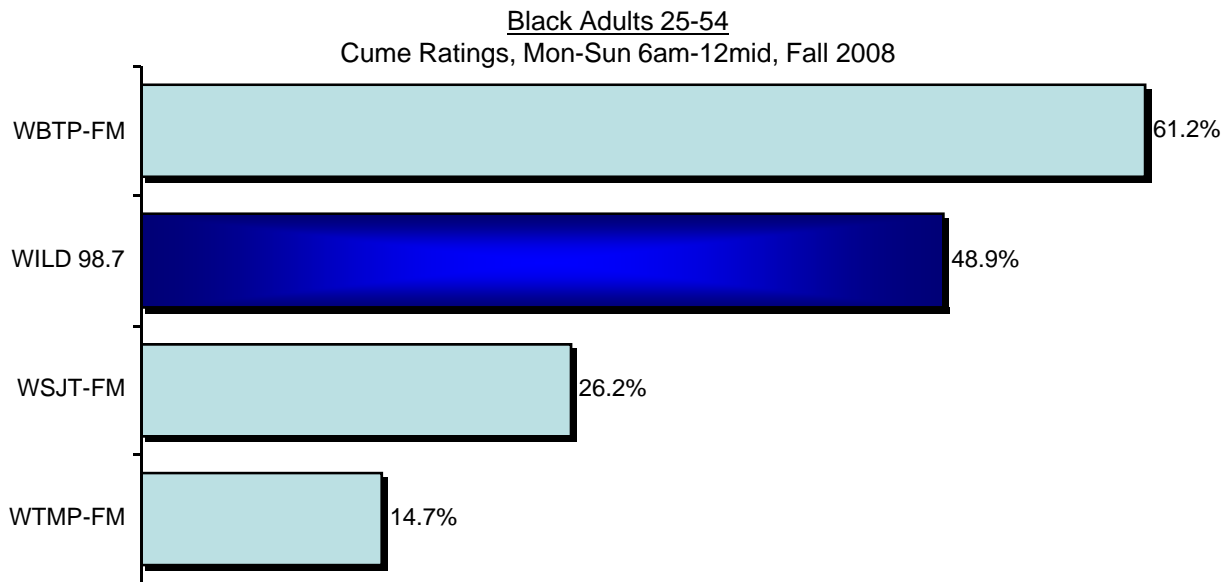
Women 25-54 In-Car



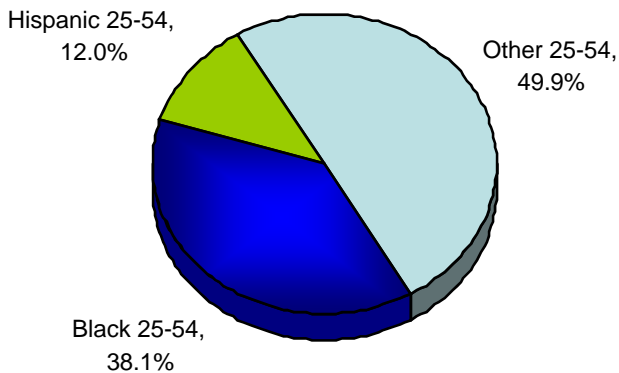
Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, Mon-Sun 6am-12mid, In-Car, AQH Shares



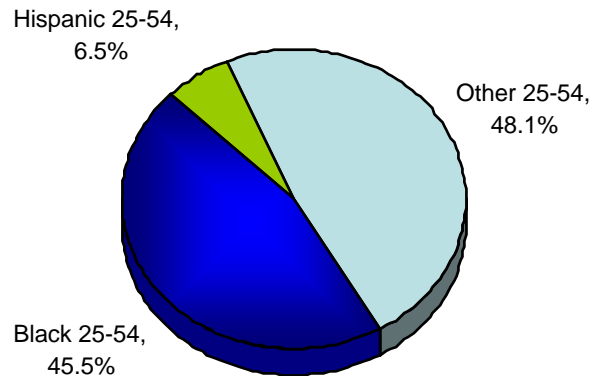
Alone, WILD 98.7 Reaches About Half Of All Black Adults 25-54!



WILD 98.7: Ethnic Composition
Cume Persons %



WILD 98.7: Ethnic Composition
AQH Persons %



Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, Mon-Sun 6am-12mid