

Reaching Cincinnati's Best Real Estate Prospects for



Clear Channel Radio Websites

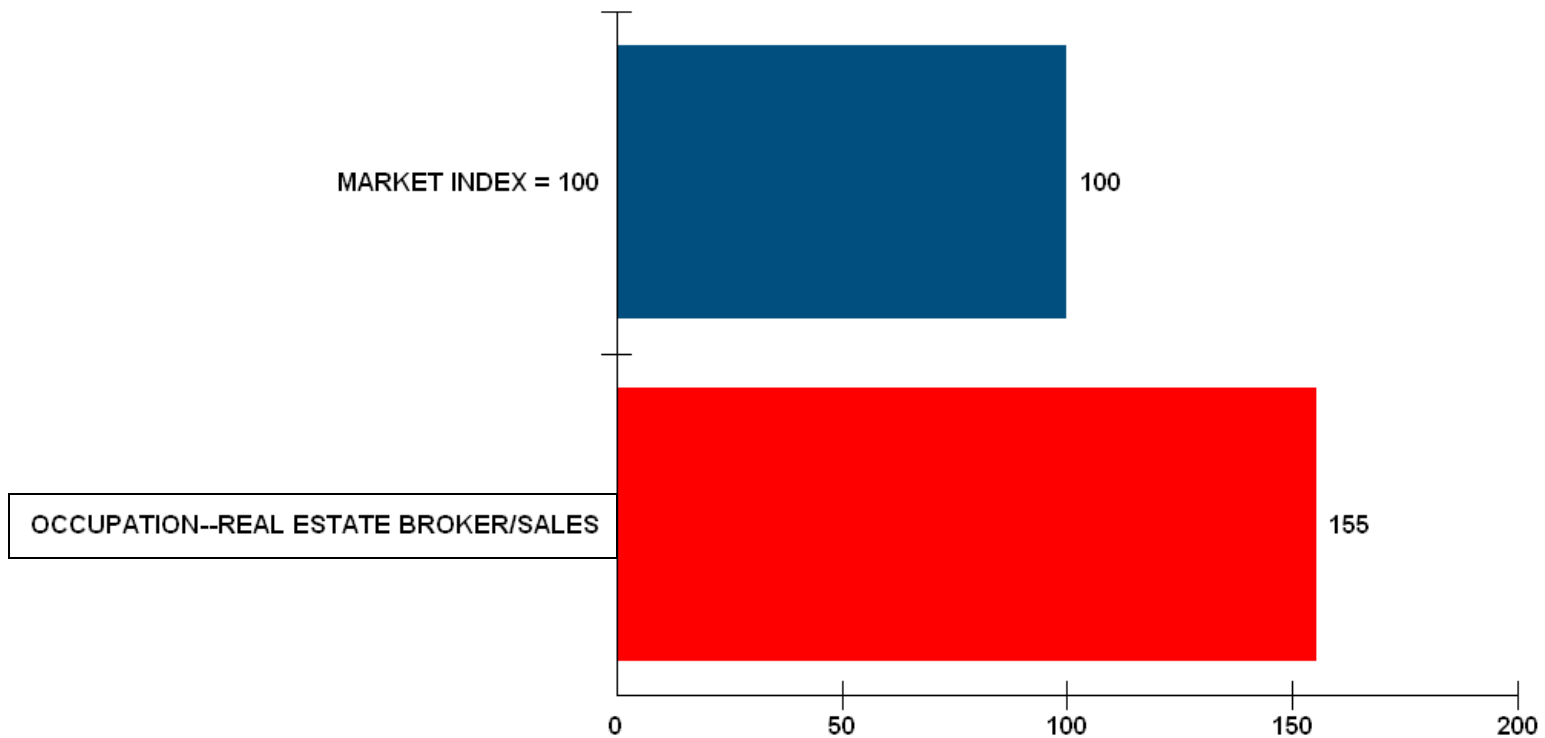
Clear Channel Radio Websites Reach Real Estate Brokers / Agents

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
 Market: CINCINNATI, OH for FEB-MAR/SEP-OCT 2006
 Bases: ADULTS AGE 18+
 Media: CLEAR CHANNEL .COM

THE MEDIA AUDIT

Cume Index
 Total Adults

CLEARCHANNEL.COM USERS ARE 55% MORE LIKELY TO BE REAL ESTATE BROKERS / AGENTS



Profile of Cincinnati's Home Buyers

Report: TARGET PROFILE REPORT
 Market: CINCINNATI, OH for FEB-MAR/SEP-OCT 2006
 Bases: ADULTS AGE 18+
 Target: PLAN TO BUY A HOME DURING NEXT 2 YEARS

THE MEDIA AUDIT

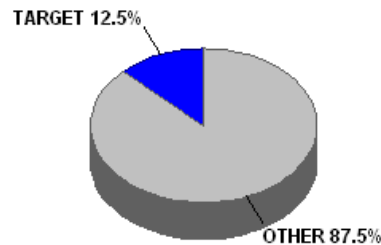
All Groups
 Total Adults

Base Population: 1,528,000

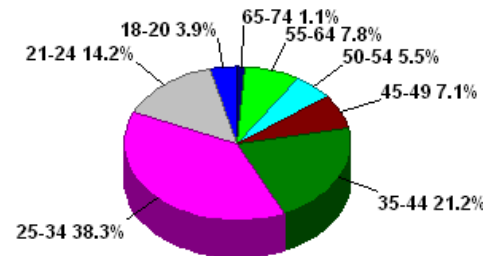
% In Target: 12.5%

Target Persons: 190,800

Target Analysis



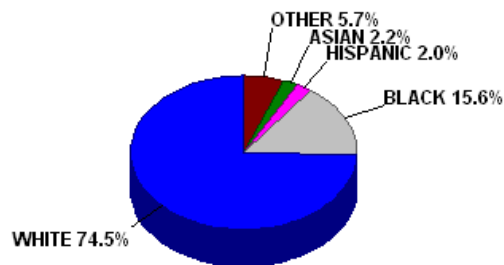
Age Analysis



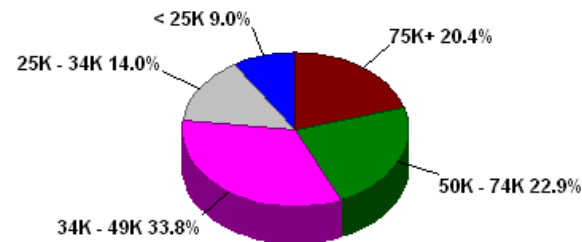
Gender Profile



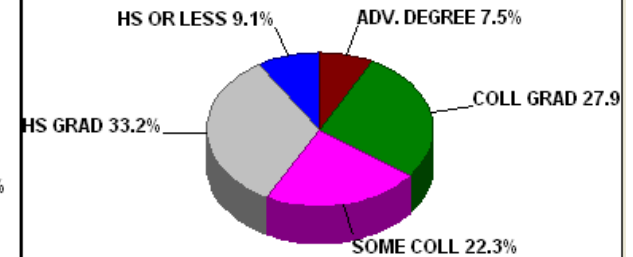
Ethnicity Profile



Annual Income



Education Profile



Profile of Clear Channel Radio Website Visitors

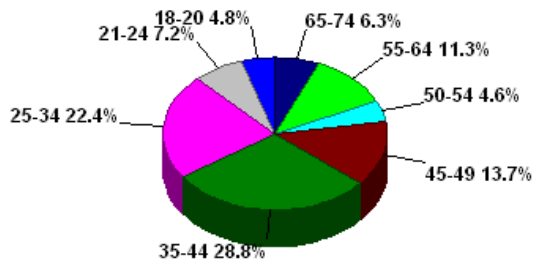
Report: MEDIA PROFILE REPORT
 Market: CINCINNATI, OH for FEB-MAR/SEP-OCT 2006
 Bases: ADULTS AGE 18+
 Media: CLEAR CHANNEL .COM

THE MEDIA AUDIT

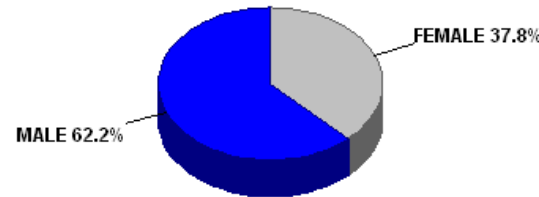
All Groups
 Total Adults

Media Persons: 82,000

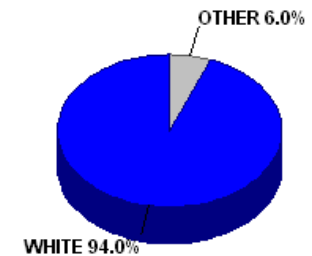
Age Analysis



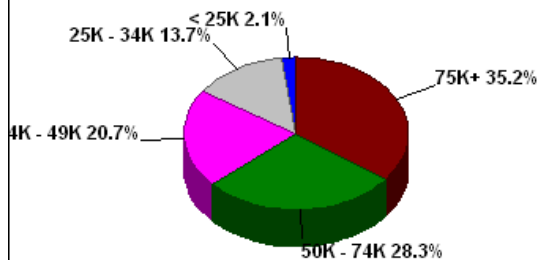
Gender Profile



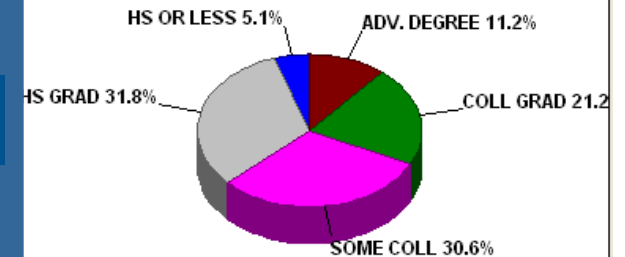
Ethnicity Profile



Annual Income



Education Profile



About 70% of Cincinnati's Home Buyers are Age 25-54. And 70% of ClearChannel.com Visitors are Age 25-54.

Report: AGE DEMO ANALYSIS
 Market: CINCINNATI, OH for FEB-MAR/SEP-OCT 2006
 Bases: ADULTS AGE 18+
 Media: CLEAR CHANNEL .COM
 Target: PLAN TO BUY A HOME DURING NEXT 2 YEARS
 Total Market Persons: 1,528,000
 Total Market Persons: 1,528,000

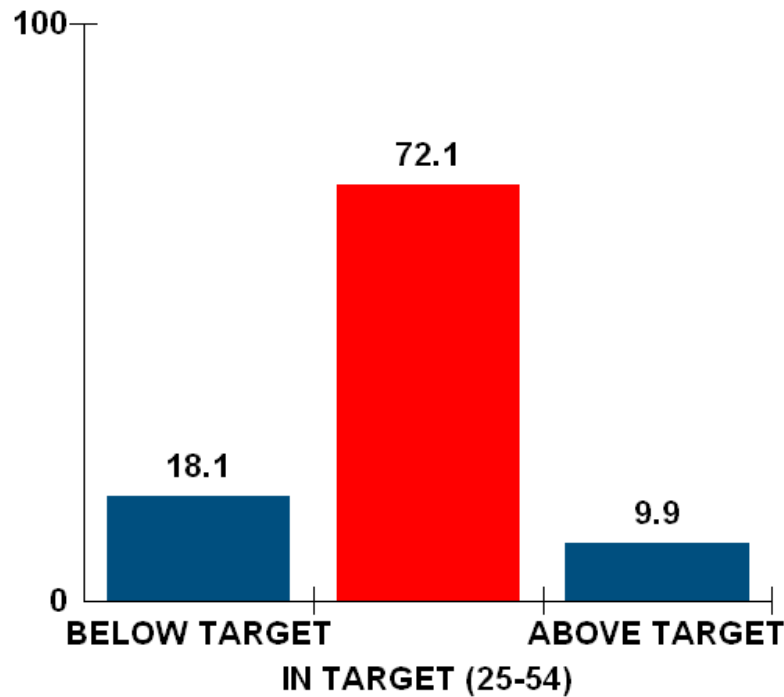
THE MEDIA AUDIT

Total Adults

Media Percent: 5.4%
 Target Percent: 12.5%

Media Persons: 82,000
 Target Persons: 190,800

PLAN TO BUY A HOME DURING NEXT 2 YEARS



CLEAR CHANNEL .COM

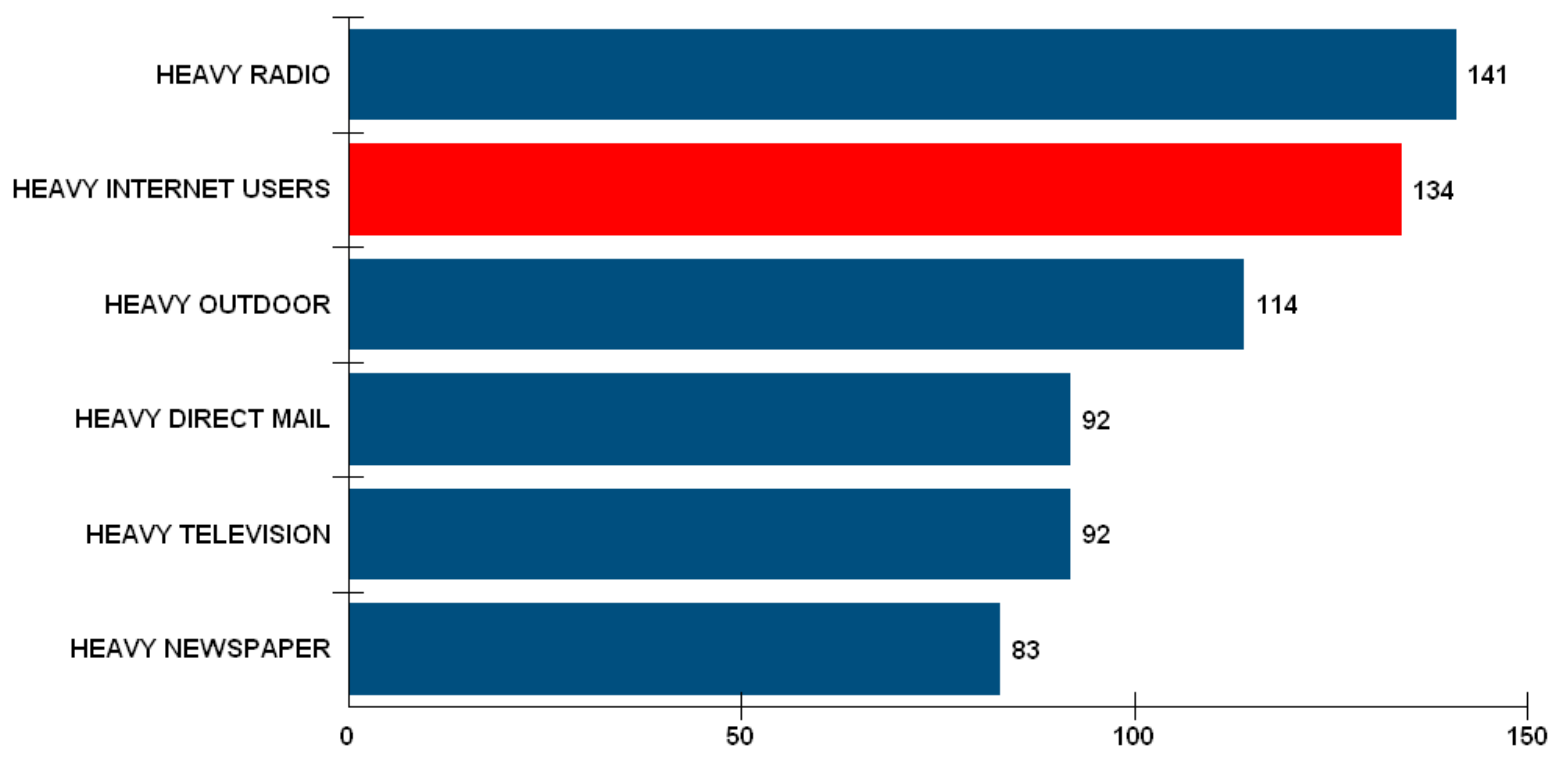


Home Buyers are 34% more likely to be HEAVILY EXPOSED TO THE INTERNET.

Report: RANKER REPORT THE MEDIA AUDIT Cume Index
 Market: CINCINNATI, OH for FEB-MAR/SEP-OCT 2006 Total Adults
 Bases: ADULTS AGE 18+
 Target: PLAN TO BUY A HOME DURING NEXT 2 YEARS

Base Population: 1,528,000 % In Target: 12.5% Target Persons: 190,800

PLAN TO BUY A HOME DURING NEXT 2 YEARS



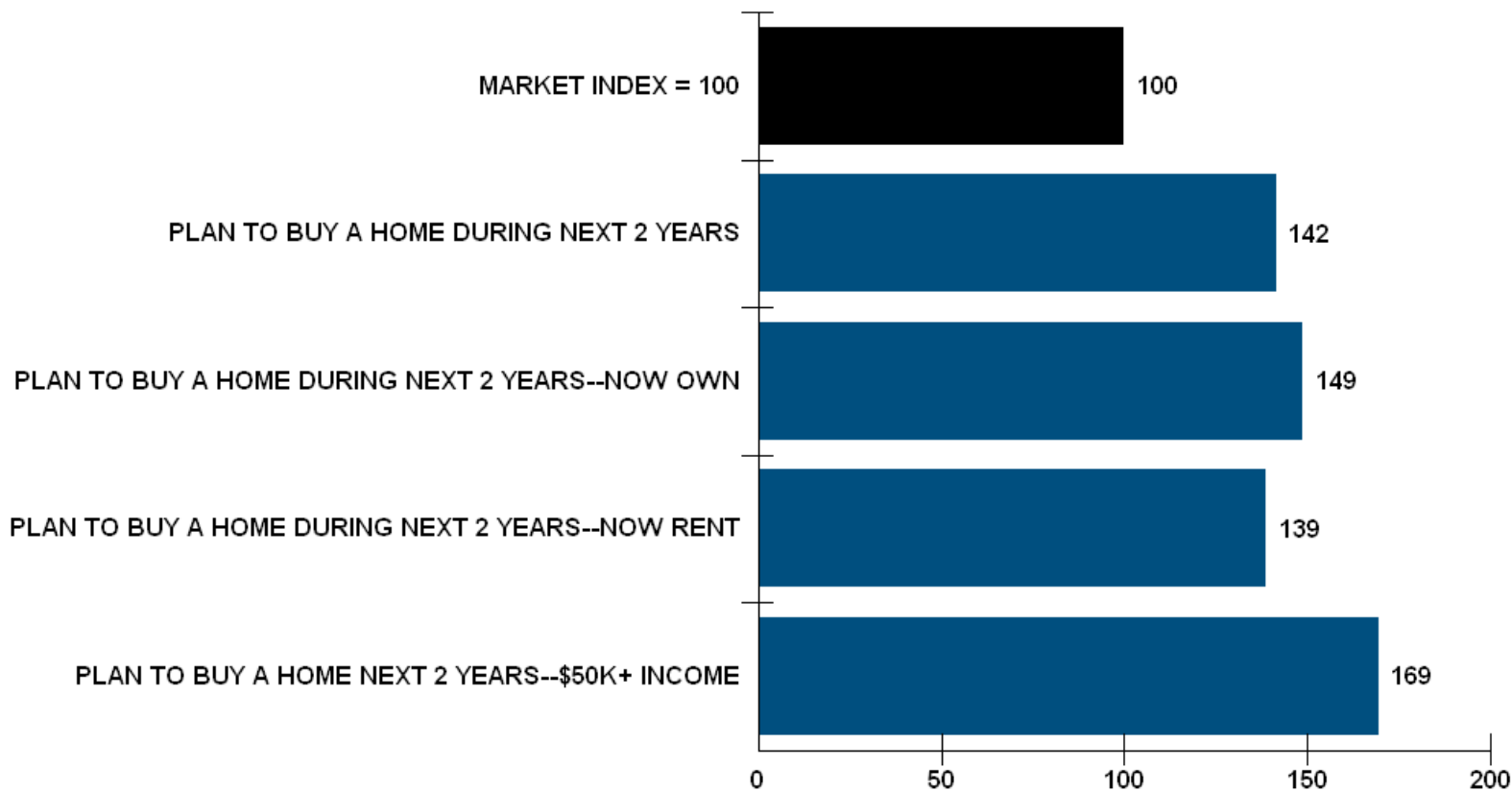
Clear Channel Radio Website Visitors are More Likely to be HOME BUYERS.

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
 Market: CINCINNATI, OH for FEB-MAR/SEP-OCT 2006
 Bases: ADULTS AGE 18+
 Media: CLEAR CHANNEL .COM

THE MEDIA AUDIT

Cume Index
 Total Adults

ClearChannel.com Visitors Have a High Propensity to Buy Homes



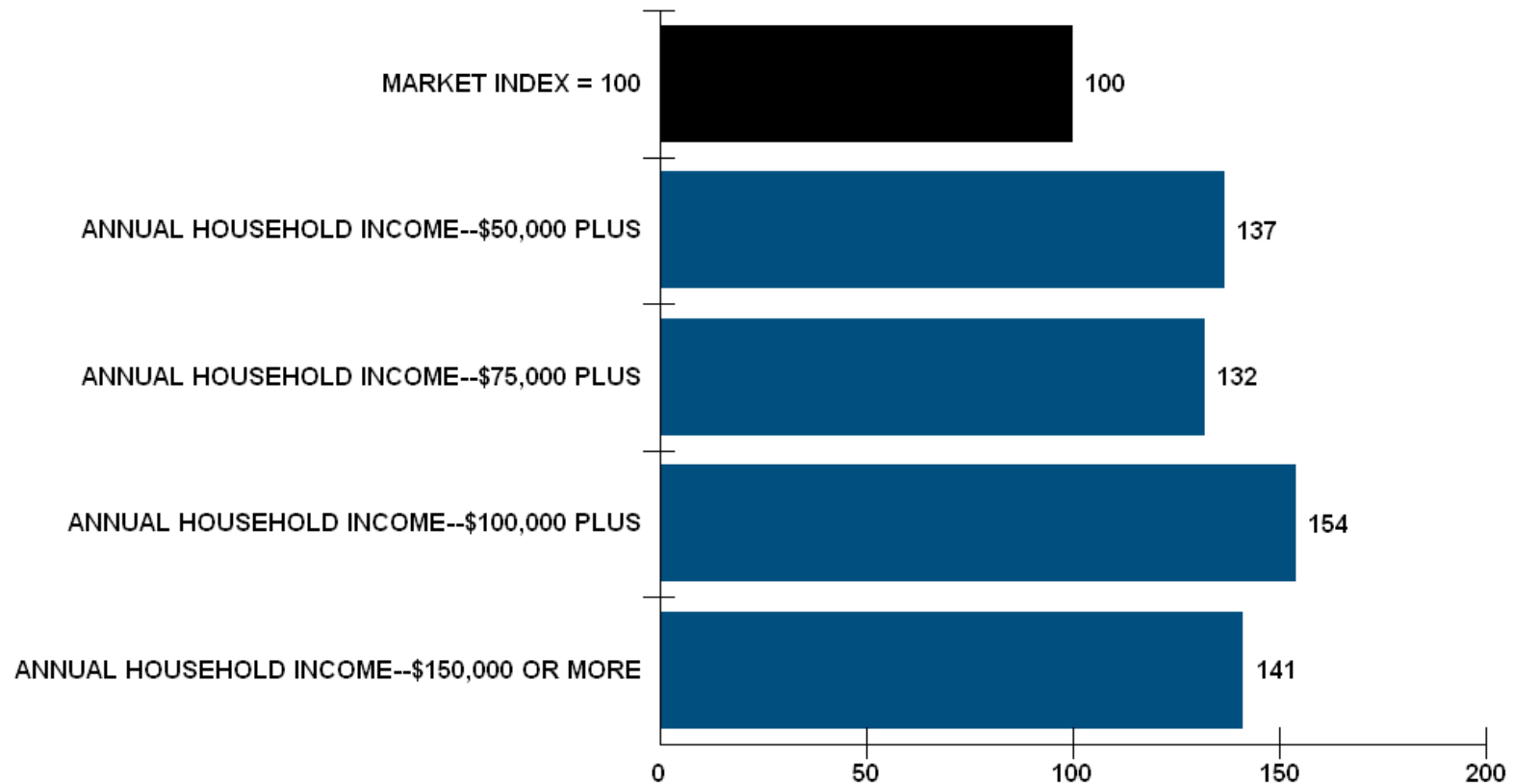
Clear Channel Radio Website Visitors Have High Incomes... A Real Estate Agent's Dream!

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
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 Bases: ADULTS AGE 18+
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THE MEDIA AUDIT

Cume Index
Total Adults

ClearChannel.com Visitors Have High Incomes



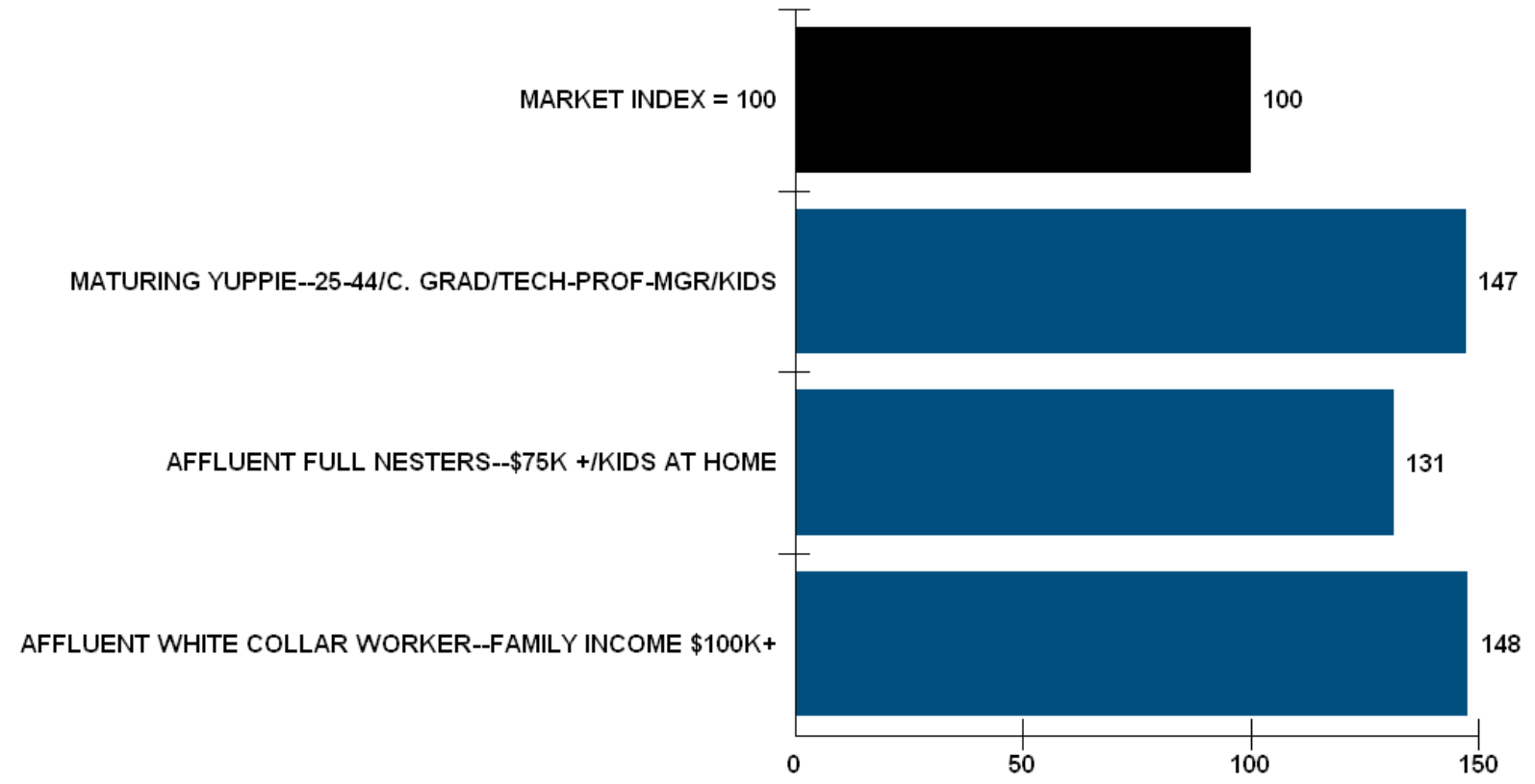
Clear Channel Radio Websites Deliver Cincinnati's AFFLUENTS

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
 Market: CINCINNATI, OH for FEB-MAR/SEP-OCT 2006
 Bases: ADULTS AGE 18+
 Media: CLEAR CHANNEL .COM

THE MEDIA AUDIT

Cume Index
 Total Adults

ClearChannel.com Visitors are AFFLUENTS in all Lifestyles



The Average Home Value in the Cincinnati Market: \$204,229

REPORT: CROSSTAB REPORTS
 MARKET: CINCINNATI, OH FOR FEB-MAR/SEP-OCT 2006
 BASE: ADULTS AGE 18+
 PRIMARY TARGET: ADULTS AGE 18+

 Base Persons: 1,527,971
 Home Value: 187,314,022,832

Targets	Average Value	
ADULTS AGE 18+	204,229	

Report: RANKER REPORT
Market: CINCINNATI, OH for FEB-MAR/SEP-OCT 2006
Bases: ADULTS AGE 18+
Target: PLAN TO BUY A HOME DURING NEXT 2 YEARS

THE MEDIA AUDIT

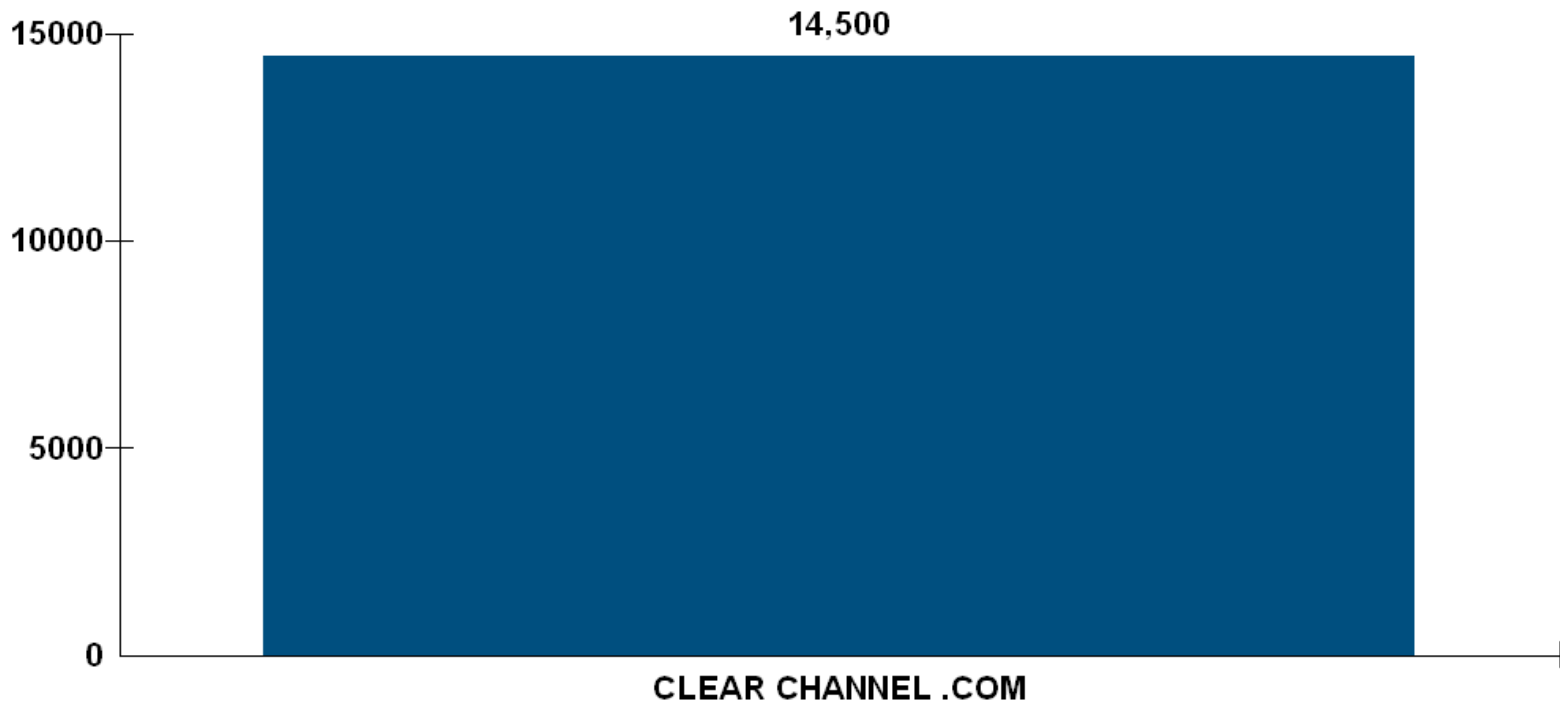
Cume Ratings
Total Adults

Base Population: 1,528,000

% In Target: 12.5%

Target Persons: 190,800

ClearChannel.com Visitors Will Spend over \$2.9 BILLION on Homes...



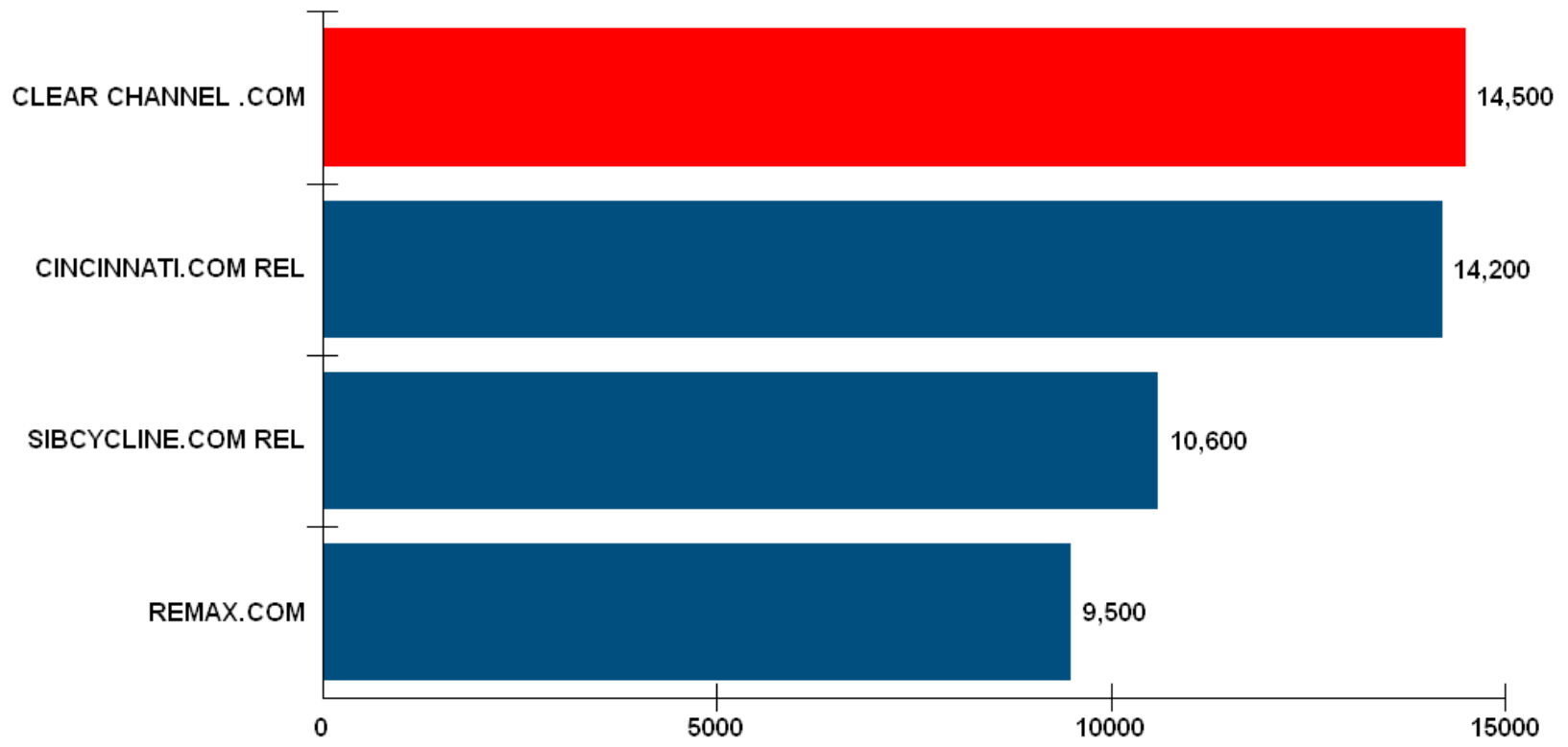
14,500 Visitors Buying a Home at \$204,229 Average Price

Clear Channel Radio Websites Reach MORE Home Buyers

Report:	RANKER REPORT	THE MEDIA AUDIT	Cume Ratings
Market:	CINCINNATI, OH for FEB-MAR/SEP-OCT 2006		Total Adults
Bases:	ADULTS AGE 18+		
Target:	PLAN TO BUY A HOME DURING NEXT 2 YEARS		

Base Population: 1,528,000 % In Target: 12.5% Target Persons: 190,800

PLAN TO BUY A HOME DURING NEXT 2 YEARS



Clear Channel Radio Websites Deliver a UNIQUE Audience.

Report: RANKER REPORT
Market: CINCINNATI, OH for FEB-MAR/SEP-OCT 2006
Bases: ADULTS AGE 18+
Target: MADE VISIT PAST MONTH TO--CLEAR CHANNEL RADIO.COM

THE MEDIA AUDIT

Cume Ratings
Total Adults

Base Population: 1,528,000

% In Target: 5.4%

Target Persons: 82,000

Visited Clearchannel.com During Past Month

