



# Reaching Cleveland's CW Viewers



Report: MEDIA DAY ANALYSIS  
Market: CLEVELAND, OH for JUL-AUG/NOV'07-JAN 2008  
Bases: ADULTS AGE 18+  
Target: PAST 7-DAY CUME RADIO--WKRK-FM

THE MEDIA AUDIT

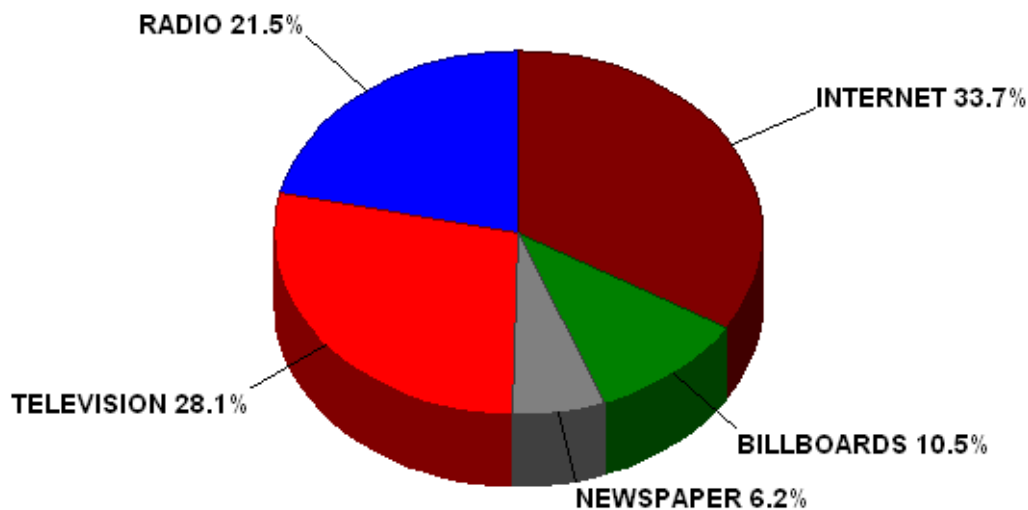
Target Market

Base Population: 1,615,100

% In Target: 7.5%

Target Persons: 121,200

## WKRK LISTENERS SPEND 28.1% OF THEIR MEDIA DAY VIEWING TV



Report: MEDIA PROFILE REPORT  
Market: CLEVELAND, OH for JUL-AUG/NOV'07-JAN 2008  
Bases: ADULTS AGE 18+  
Media: WKRK-FM  
Target: PAST WEEK CUME TV VIEWING--CH 55 WBNX-TV CW

THE MEDIA AUDIT

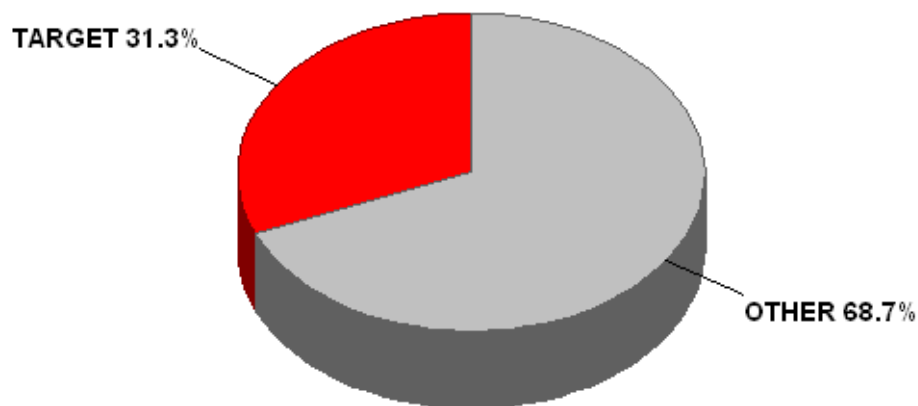
All Groups

Media Persons: 121,200

Target Percent: 31.3%

Target Persons: 37,900

### 31.3% OF WKRK LISTENERS VIEW WBNX CW





# 60% OF CW VIEWERS ARE AGE 18-49..AND WKRK Super-serves that demo.

Report: AGE DEMO ANALYSIS  
Market: CLEVELAND, OH for JUL-AUG/NOV'07-JAN 2008  
Bases: ADULTS AGE 18+  
Media: WKRK-FM  
Target: PAST WEEK CUME TV VIEWING--CH 55 WBX-TV CW

THE MEDIA AUDIT

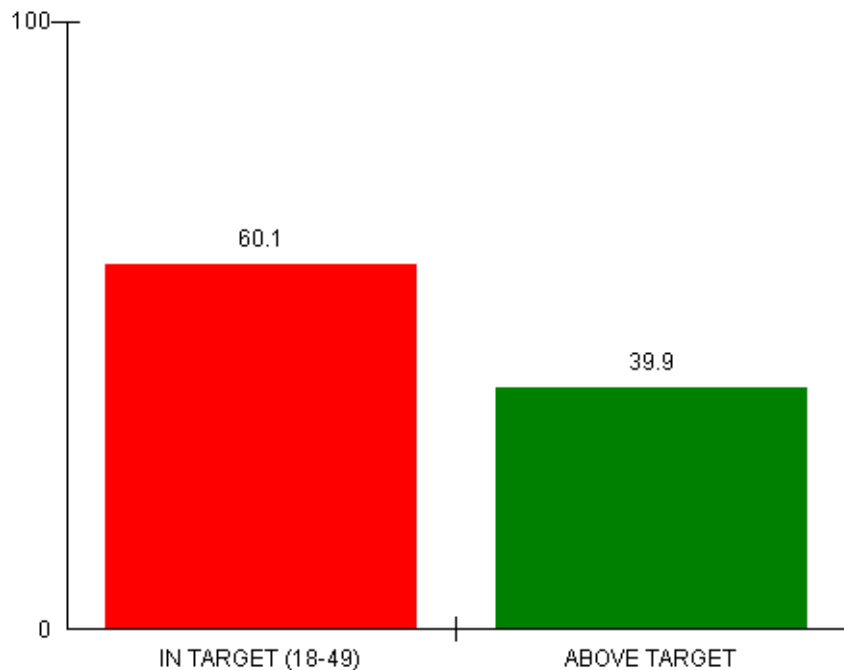


Total Market Persons: 1,615,100  
Total Market Persons: 1,615,100

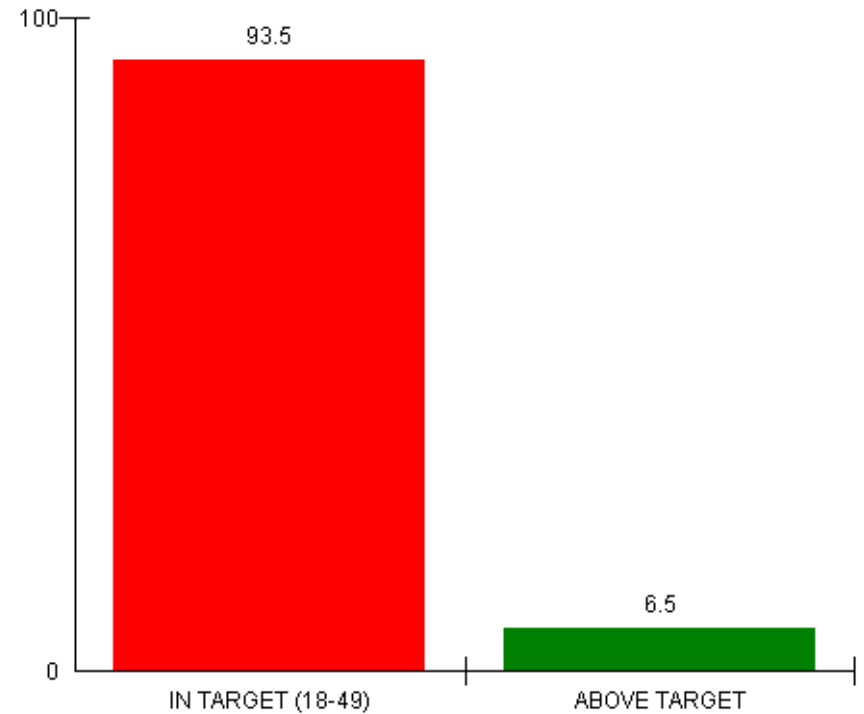
Media Percent: 7.5%  
Target Percent: 29.4%

Media Persons: 121,200  
Target Persons: 475,100

### PAST WEEK CUME TV VIEWING--CH 55 WBX-TV CW



### WKRK-FM





## WKRK Outperforms the Market in Delivering CW Viewers...and also delivers Thousands of Cleveland Adults Viewing your Competition!

Report: COMPOSITION REPORTS  
 Market: CLEVELAND, OH for JUL-AUG/NOV'07-JAN 2008  
 Bases: ADULTS AGE 18+  
 Media: WKRK-FM

THE MEDIA AUDIT



Base Population: 1,615,100

% In Media Audience: 7.5%

Target	Media Persons	Media Rating	Audience Composition	Target Index
PAST WEEK CUME TV VIEWING--CH 3 WKYC-TV NBC	86,300	7.0	71.2	93
PAST WEEK CUME TV VIEWING--CH 5 WEWS-TV ABC	82,800	6.7	68.3	89
PAST WEEK CUME TV VIEWING--CH 19 WOIO-TV CBS	81,500	7.0	67.2	93
PAST WEEK CUME TV VIEWING--CH 8 WJW-TV FOX	97,000	7.4	80.0	98
PAST WEEK CUME TV VIEWING--CH 55 WBX-TV CW	37,900	8.0	31.3	106
PAST WEEK CUME TV VIEWING--CH 43 WJAB-TV MY TV	52,400	6.7	43.2	89
PAST WEEK CUME TV VIEWING--CH 23 WVPX-TV ION	15,100	7.8	12.5	104
PAST WEEK CUME TV VIEWING--CH 61 WQHS-TV UNI	3,100	2.2	2.6	29
PAST WEEK CUME TV VIEWING--CH 25 WVIZ-TV PBS	35,300	4.9	29.1	65
PAST WEEK CUME TV VIEWING--CH 68 WMFD-TV IND	1,800	2.7	1.5	36
PAST WEEK CUME TV VIEWING--CH 52 WGGN-TV IND	4,600	4.9	3.8	66
PAST WEEK CUME TV VIEWING--CH 67 WOAC-TV IND	500	1.2	0.4	16
PAST WEEK CUME TV VIEWING--CH 32 WRAP-TV AZT	500	1.5	0.4	20