

Reaching



Best Customer Prospects



WIP is Highly Targeted in Reaching Faulkner's Prime Demo of Adults Age 35+

Report: MEDIA PROFILE REPORT
Market: PHILADELPHIA, PA for DEC '05-MAR 2006
Bases: GENERAL BASE = ADULTS AGE 18+
Media: WIP
Target: ADULTS--AGE 35 PLUS

THE MEDIA AUDIT

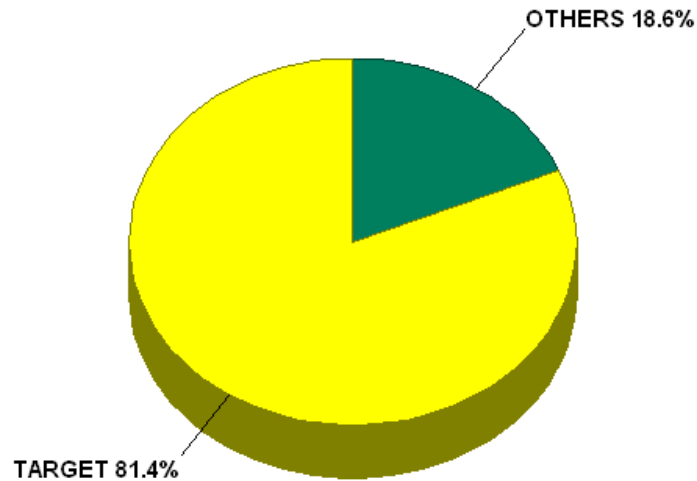
Target Analysis

Media Persons: 307,400

% In Target: 81.4%

Target Persons: 250,200

81.4% of WIP Listeners are Age 35+

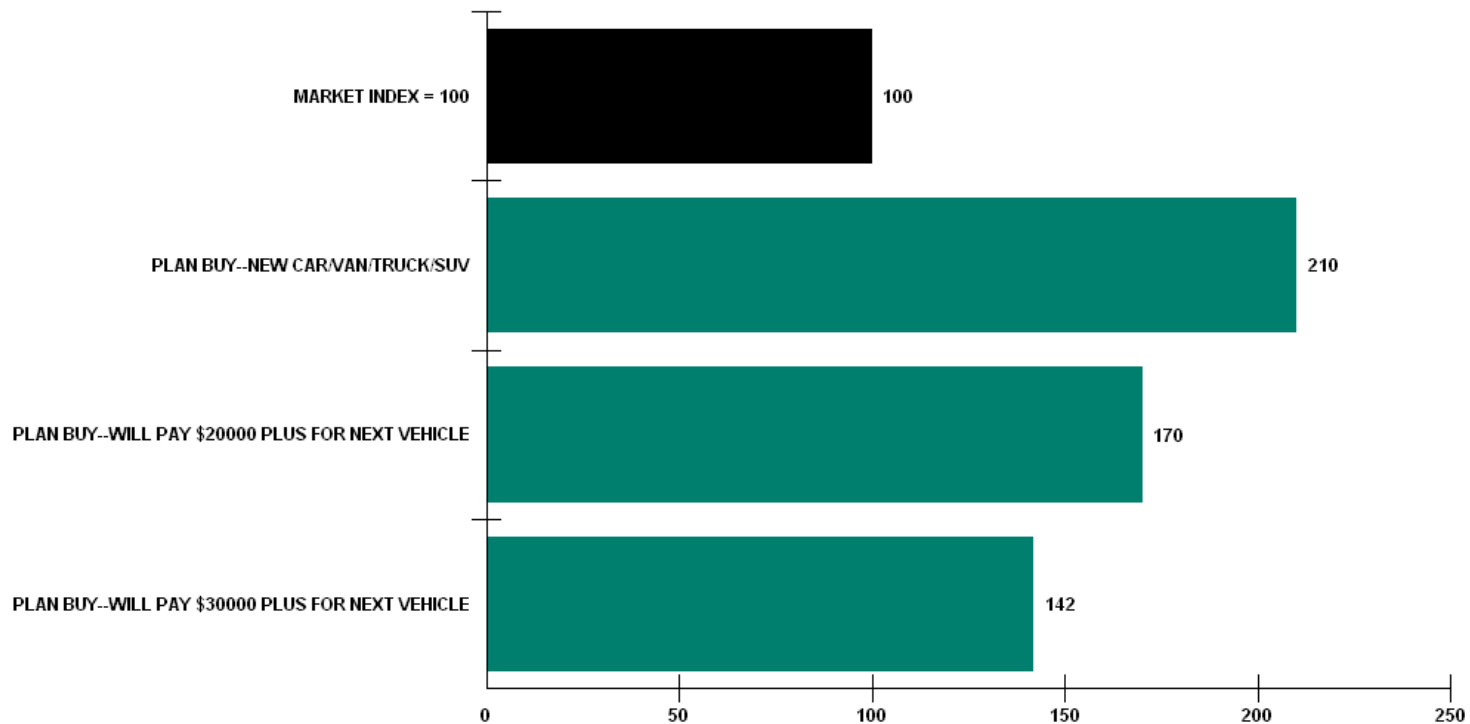




WIP Listeners are 110% more likely than the market average to Plan to Buy a New Vehicle during the Next 12 Months.

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA THE MEDIA AUDIT Cume Index
Market: PHILADELPHIA, PA for DEC '05-MAR 2006
Bases: GENERAL BASE = ADULTS AGE 18+
Media: WIP

WIP OUTPERFORMS THE MARKET IN DELIVERING NEW VEHICLE BUYERS





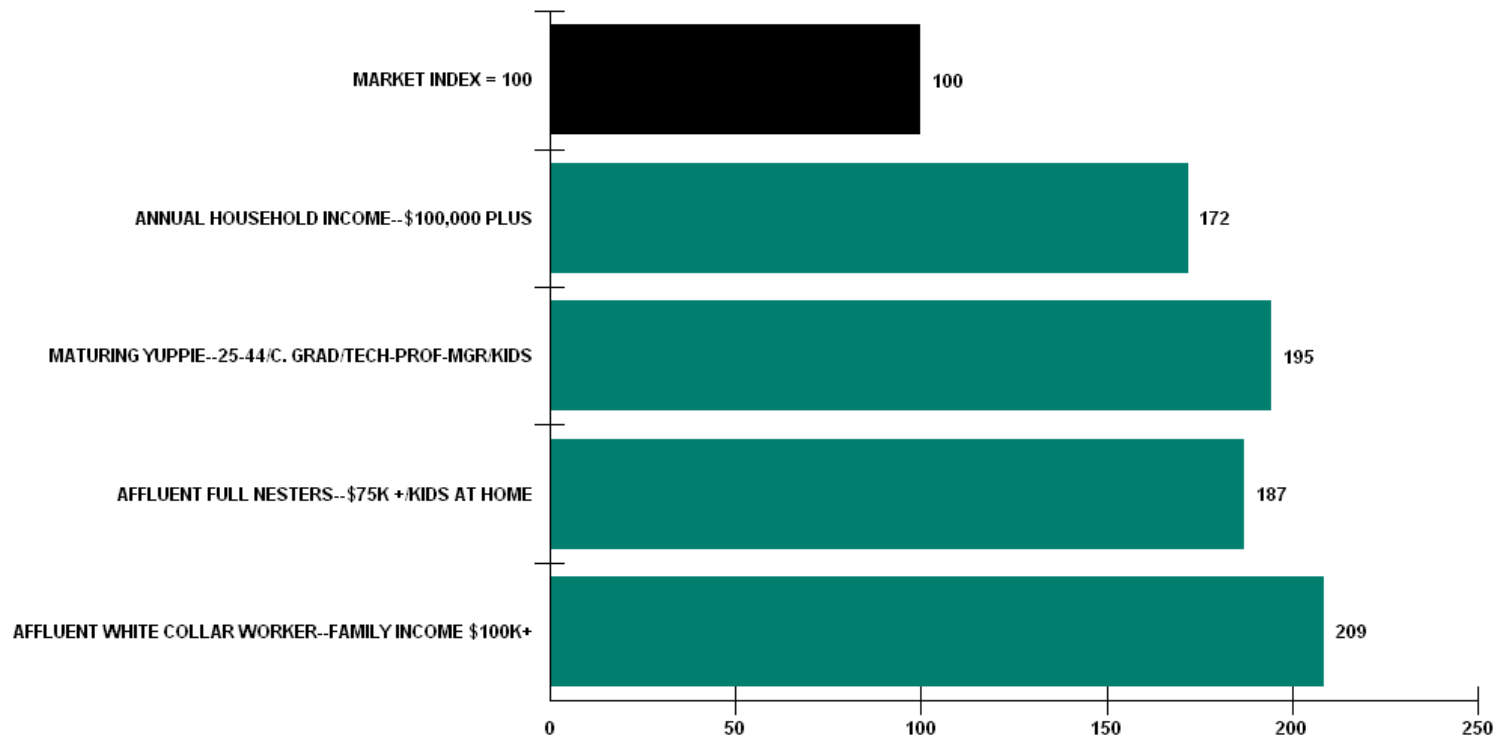
WIP Listeners Have Lots of Disposable Income and can easily afford new vehicles.

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WIP Listeners are Highly Affluent.





WIP is a Market Leader in Delivering New Vehicle Buyers.

THE MEDIA AUDIT
 ADJUSTED ARBITRON RATINGS RANKER REPORT
 GENERAL BASE = ADULTS AGE 18+

Report Market: PHILADELPHIA, PA
 Report Period: DEC '05-MAR 2006
 TARGET: PLAN BUY--NEW CAR/VAN/TRUCK/SUV
 Arbitron Daypart: MONDAY - SUNDAY 6AM TO MIDNIGHT

TOTAL AUDIENCE: 3,912,800

% IN TARGET AUDIENCE: 6.5%

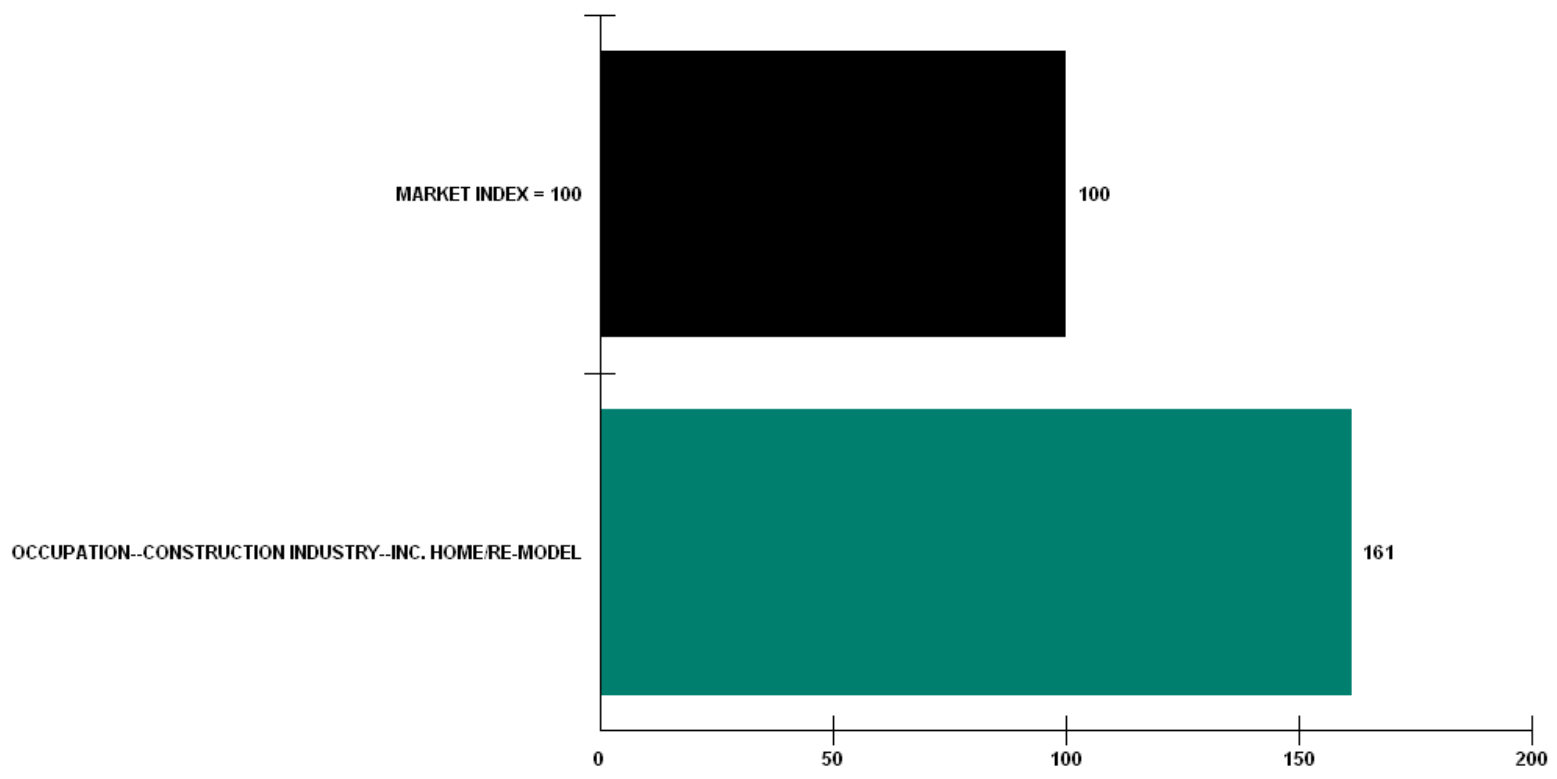
RANK	MEDIA	CUME ADJUSTED PERSONS	CUME ADJUSTED RATING	0	8	16
1	WMGK-FM	60,177	23.6	[Bar]		
2	WIP	51,331	20.2	[Bar]		
3	WBEN-FM	49,782	19.6	[Bar]		
4	WIOQ-FM	36,326	14.3	[Bar]		
5	WPHT	35,219	13.8	[Bar]		
6	WDAS-FM	28,026	11.0	[Bar]		
7	WVSN-FM	26,847	10.5	[Bar]		
8	WJZ-FM	25,779	10.1	[Bar]		
9	WUSL-FM	22,858	9.0	[Bar]		
10	WMMR-FM	22,654	8.9	[Bar]		
11	WRDQ-FM	22,243	8.7	[Bar]		
12	WQGL-FM	22,221	8.7	[Bar]		
13	WPHI-FM	21,484	8.4	[Bar]		
14	WTHK-FM	17,625	6.9	[Bar]		
15	WKOW-FM	14,781	5.8	[Bar]		
16	WPST-FM	14,554	5.7	[Bar]		
17	WRNB-FM	13,440	5.3	[Bar]		
18	WPPZ-FM	12,628	5.0	[Bar]		
19	WYSP-FM	11,924	4.7	[Bar]		
20	WNTP	8,590	3.4	[Bar]		
21	WPEN	6,209	2.4	[Bar]		
22	WXTU-FM	4,706	1.8	[Bar]		
23	WJBR-FM	2,672	1.0	[Bar]		
24	WZZO-FM	2,468	1.0	[Bar]		



WIP Delivers Great Prospects for Commercial Trucks.

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA THE MEDIA AUDIT Most Often Index
Market: PHILADELPHIA, PA for JUN-AUG/DEC'05-MAR 2006
Bases: GENERAL BASE = ADULTS AGE 18+
Media: WIP

WIP Listeners are 61% More Likely to be in the Construction Industry.





WIP Delivers Great Prospects for Commercial Trucks...Business Owners and Decision Makers.

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
Market: PHILADELPHIA, PA for DEC '05-MAR 2006
Bases: GENERAL BASE = ADULTS AGE 18+
Media: WIP

THE MEDIA AUDIT

Cume Index

WIP Listeners are 138% More Likely to be Business Owners.

