

**Reaching
your
Best Customer Prospects
for
AUTO SALES
with
RADIO DISNEY**

Report: MEDIA PROFILE REPORT
Market: RADIO DISNEY MARKETS for MAR 2005/MAR 2006
Bases: ADULTS AGE 18+
Media: RADIO DISNEY
Target: ADULTS--AGE 25-54
Media Persons: 549,300

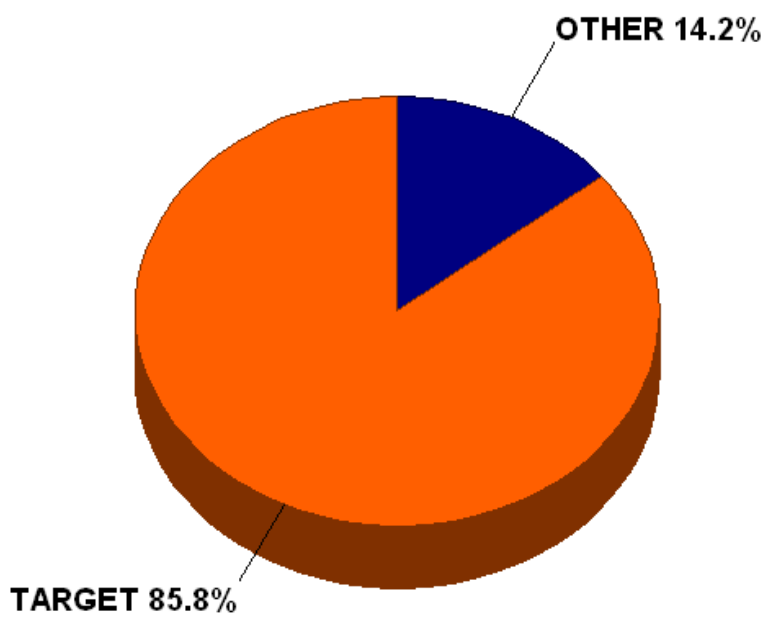
THE MEDIA AUDIT

Total Adults

Target Percent: 85.8%

Target Persons: 471,200

86% OF RADIO DISNEY LISTENERS ARE AGE 25-54



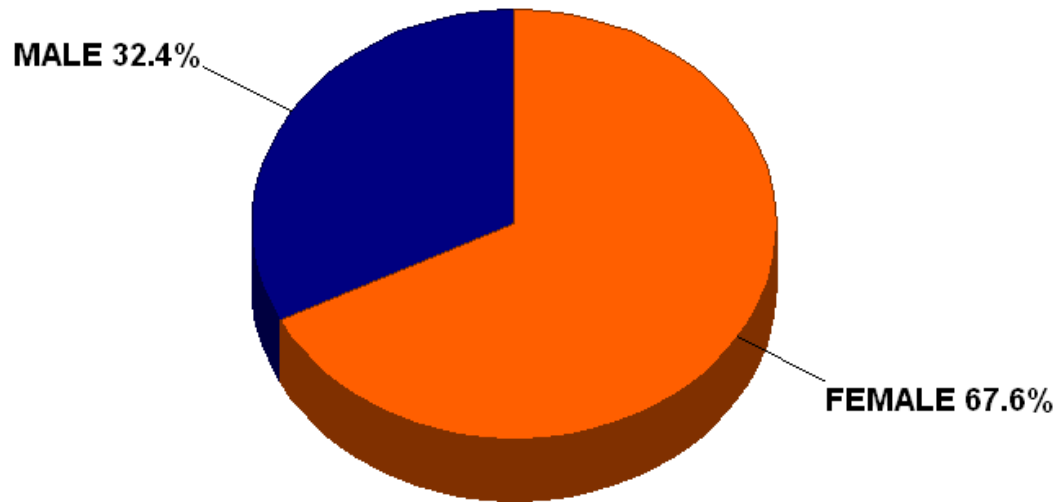
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THE MEDIA AUDIT

Gender Profile
Total Adults

Media Persons: 549,300

OVER TWO-THIRDS OF RADIO DISNEY LISTENERS ARE WOMEN

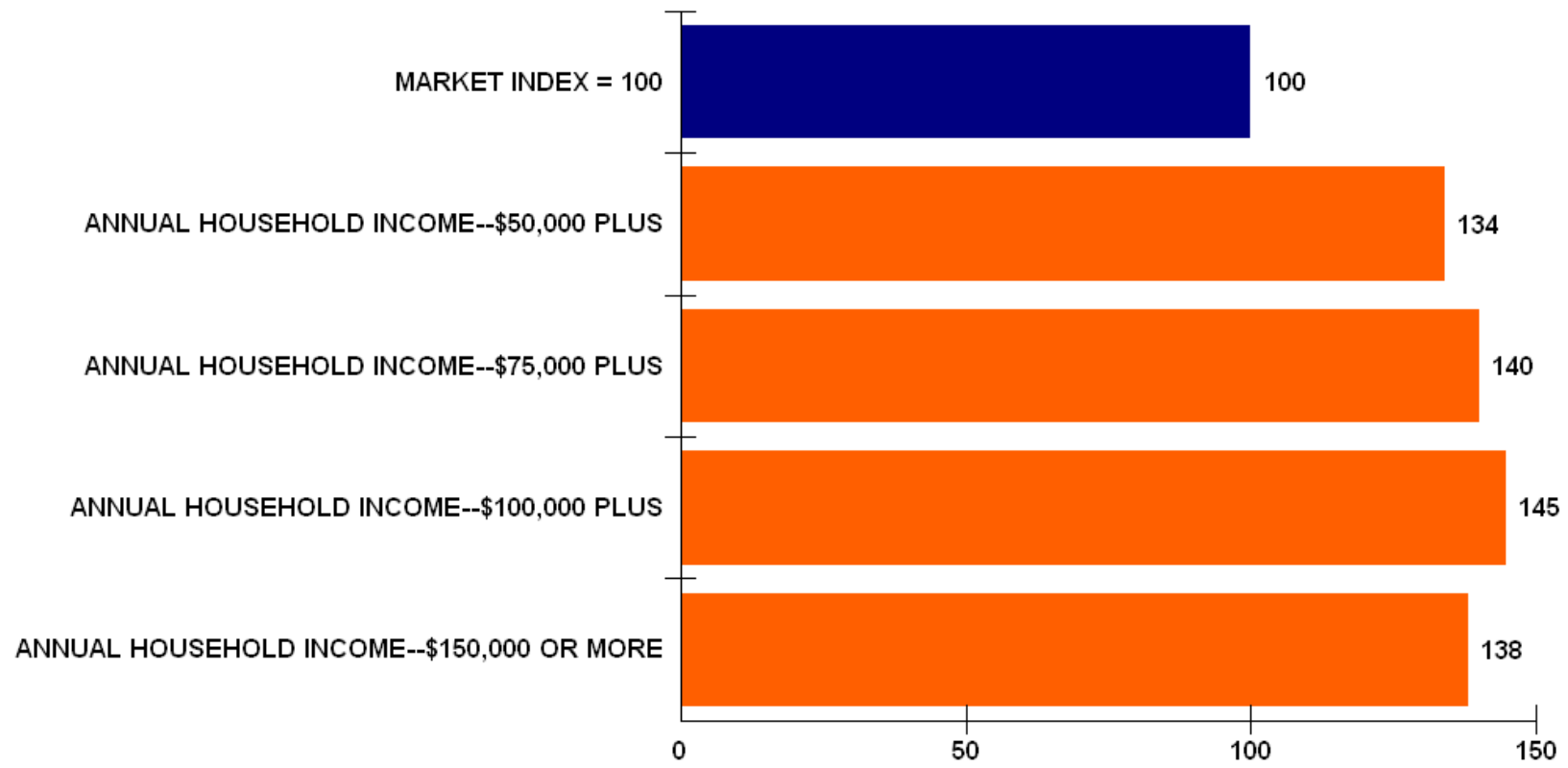


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Cume Index
Female Adults

RADIO DISNEY - WOMEN 25-54



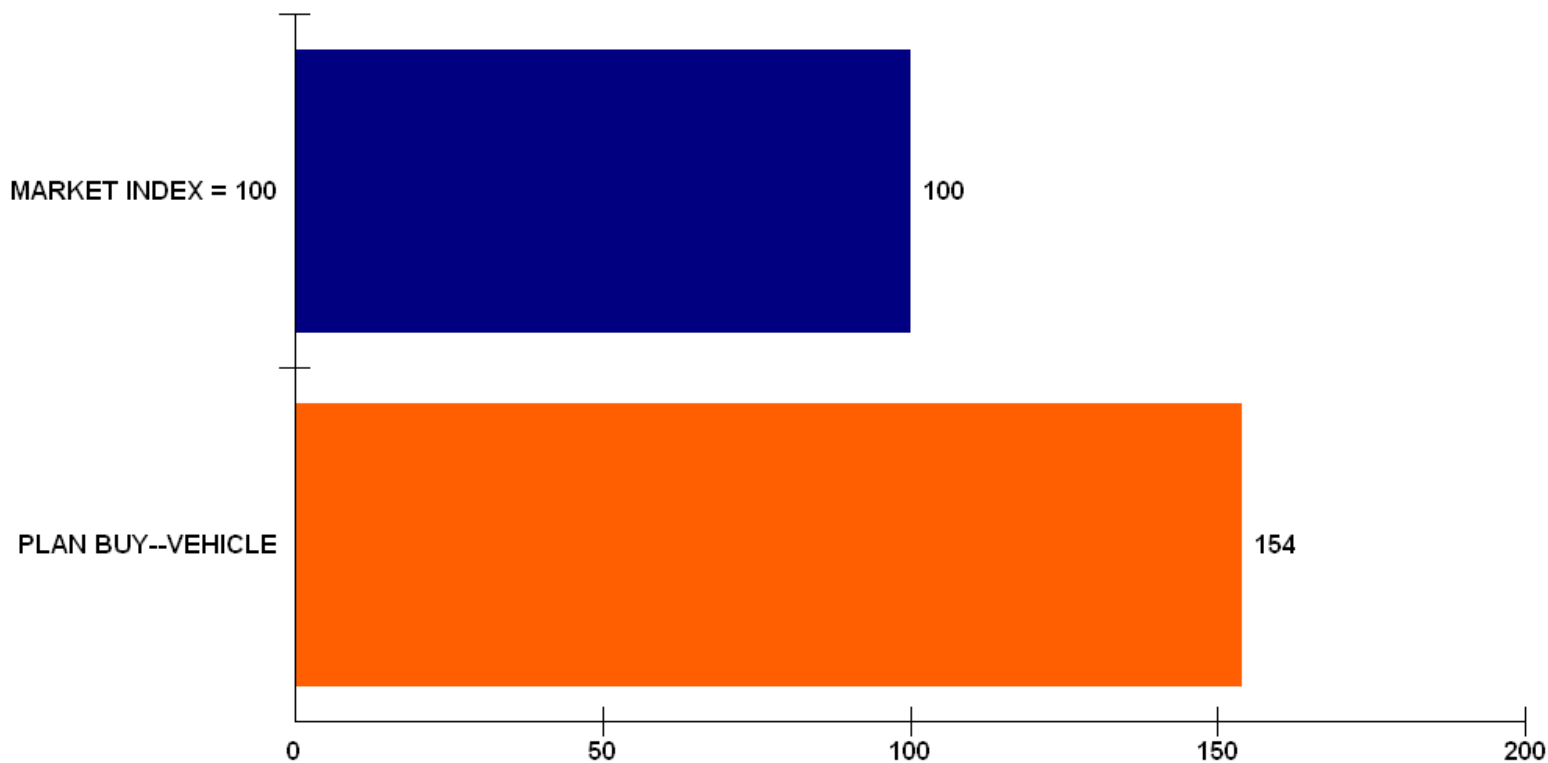
HAVE HIGH DISPOSABLE INCOME

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Most Often Index
Female Adults

RADIO DISNEY W25-54 ARE 54% MORE LIKELY TO BUY A CAR DURING NEXT 12 MONTHS

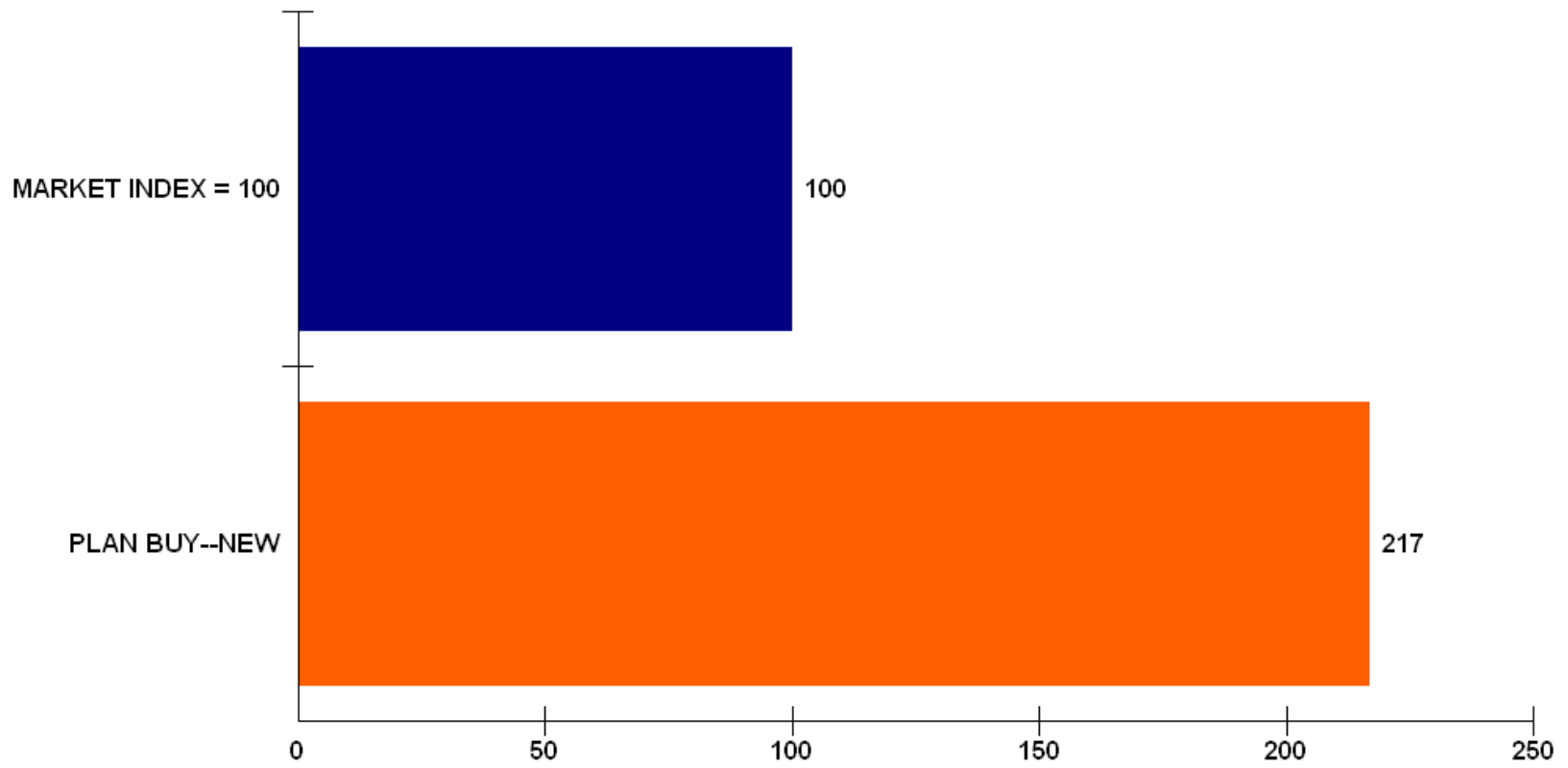


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Most Often Index
Female Adults

RADIO DISNEY W25-54 ARE 117% MORE LIKELY TO BUY A NEW VEHICLE DURING NEXT YEAR

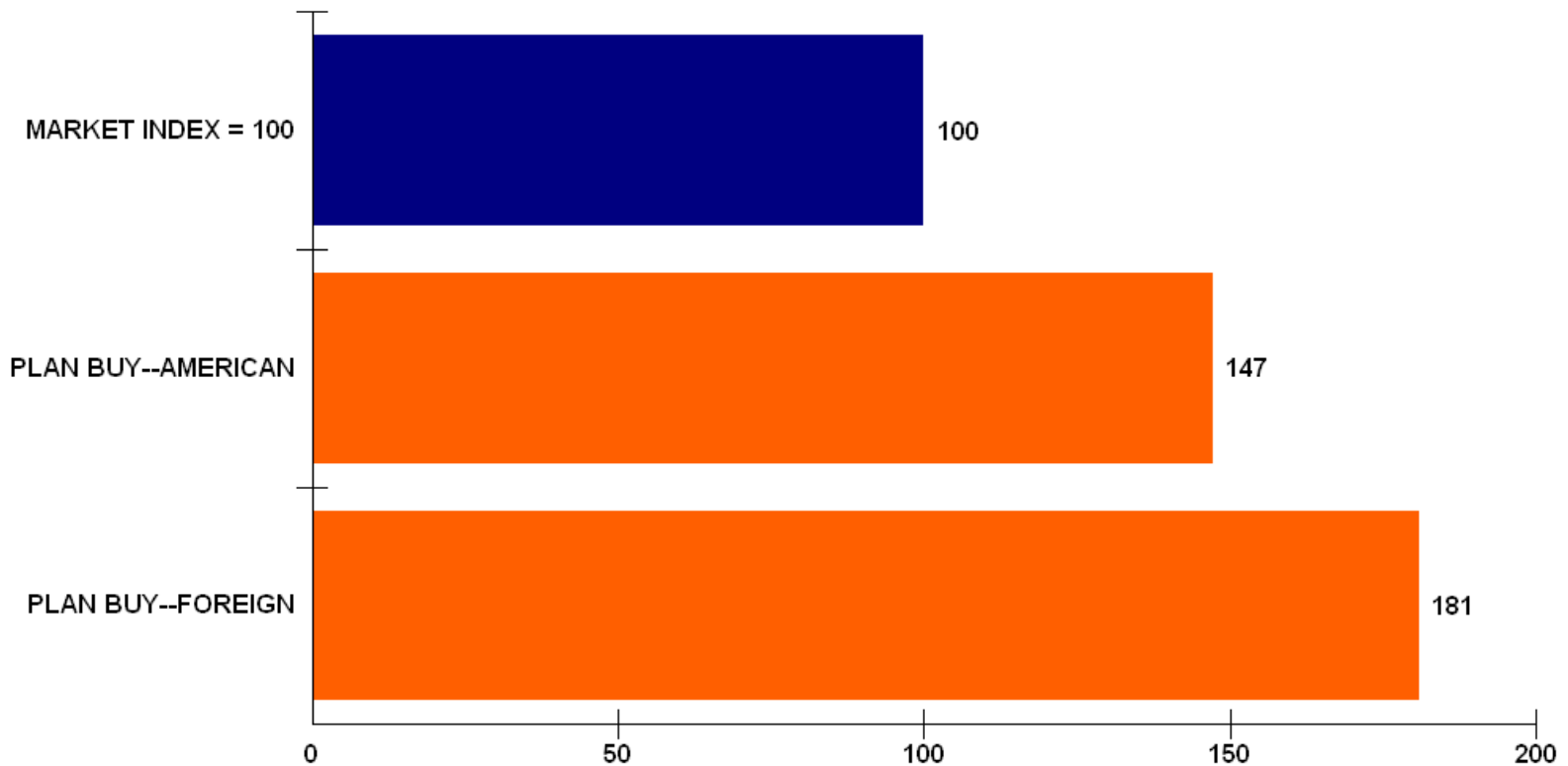


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Most Often Index
Total Adults

RADIO DISNEY OUTPERFORMS IN DELIVERING CAR BUYERS...AMERICAN & FOREIGN

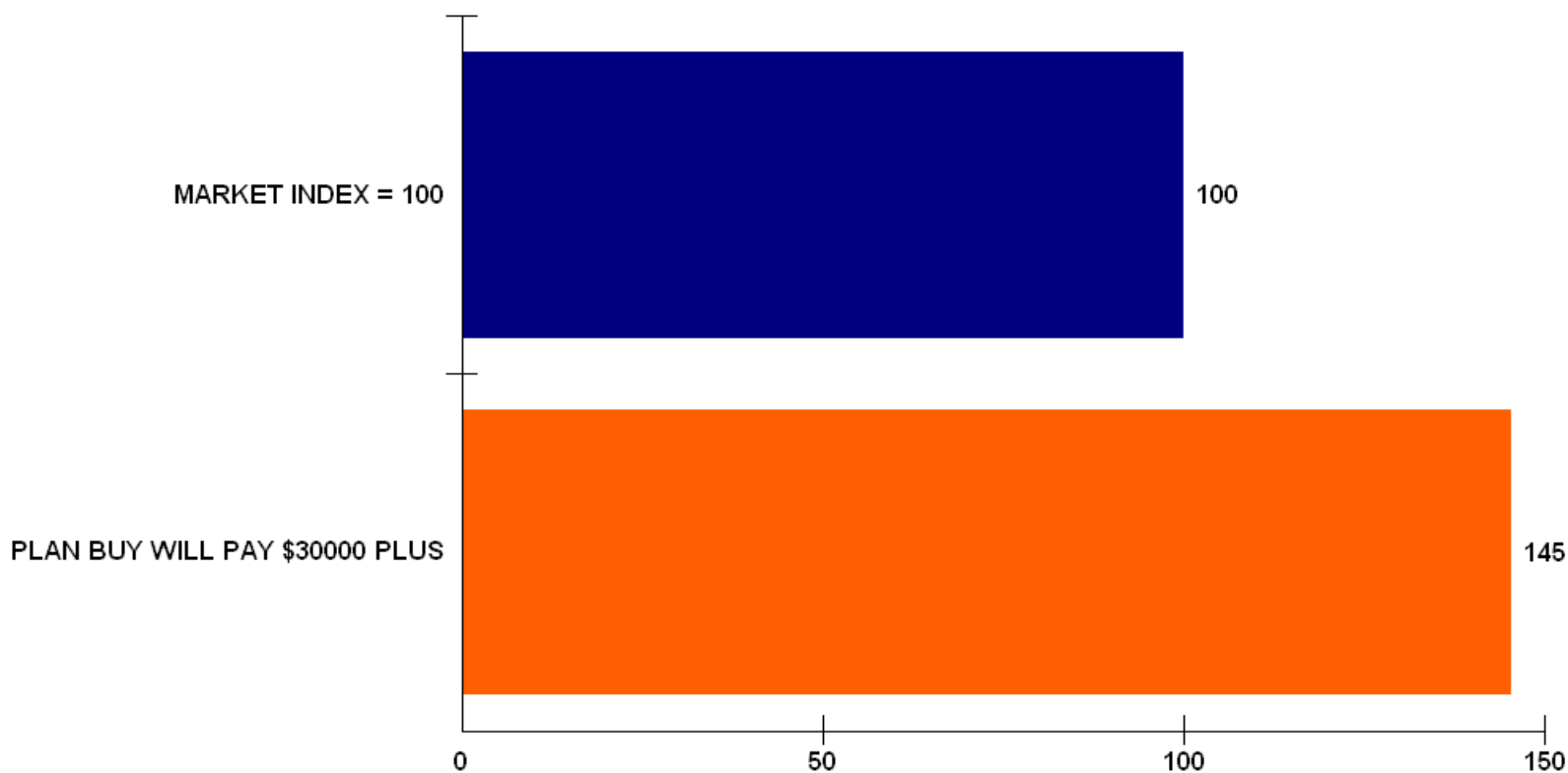


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Cume Index
Female Adults

RADIO DISNEY W25-54 ARE PAYING TOP DOLLAR



Plan to Buy Vehicle in Next 12 Months & Will Spend \$30,000+