



Reaching



JAGUAR OF CINCINNATI

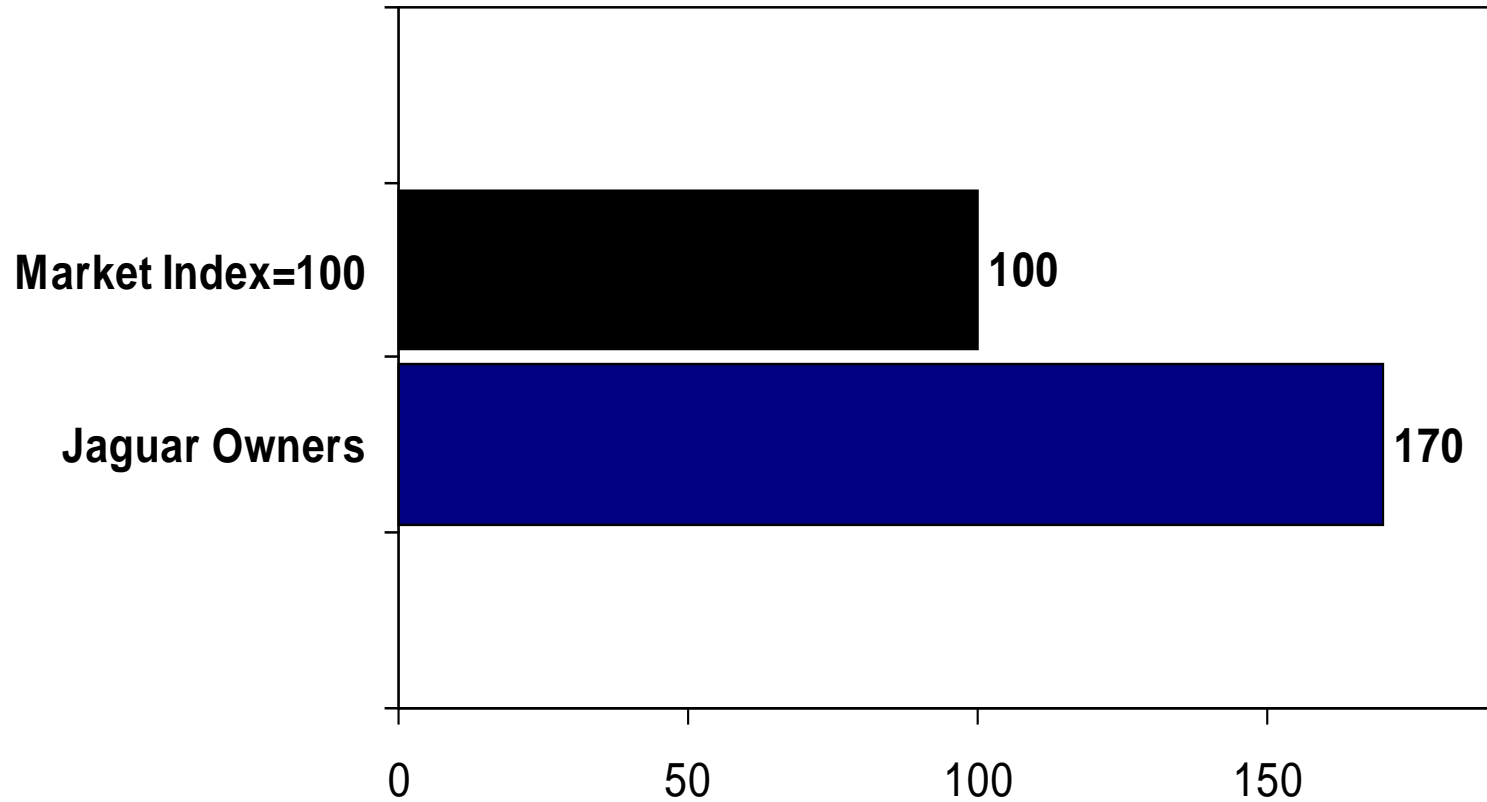
Best Customer Prospects

Presented by:
Mark Eichner
700 WLW – 1360 HOMER

WLW Outperforms the Market in JAGUAR OWNERS.

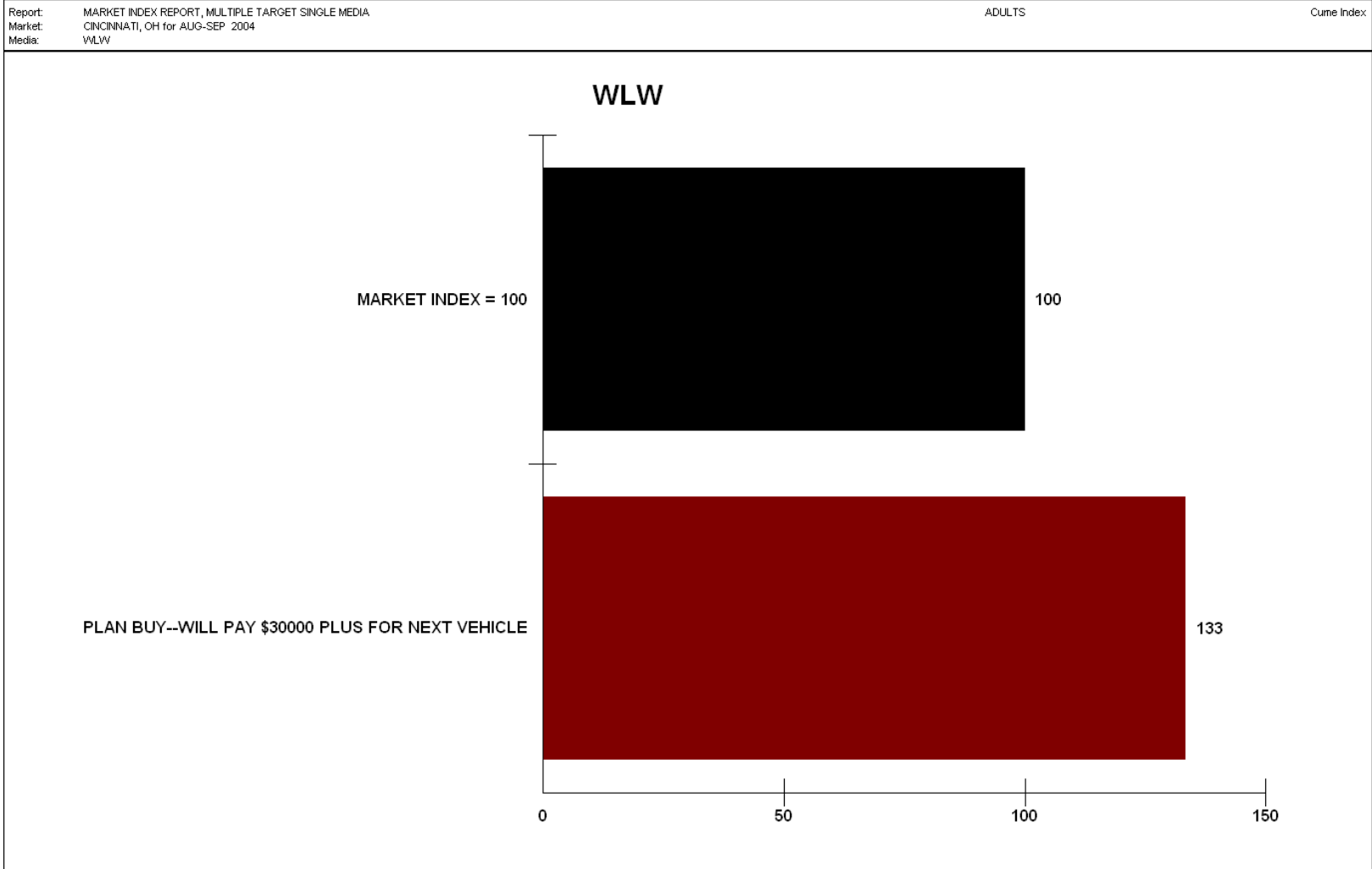
WLW Listeners are 70% more likely than the market average to OWN A JAGUAR.

WLW



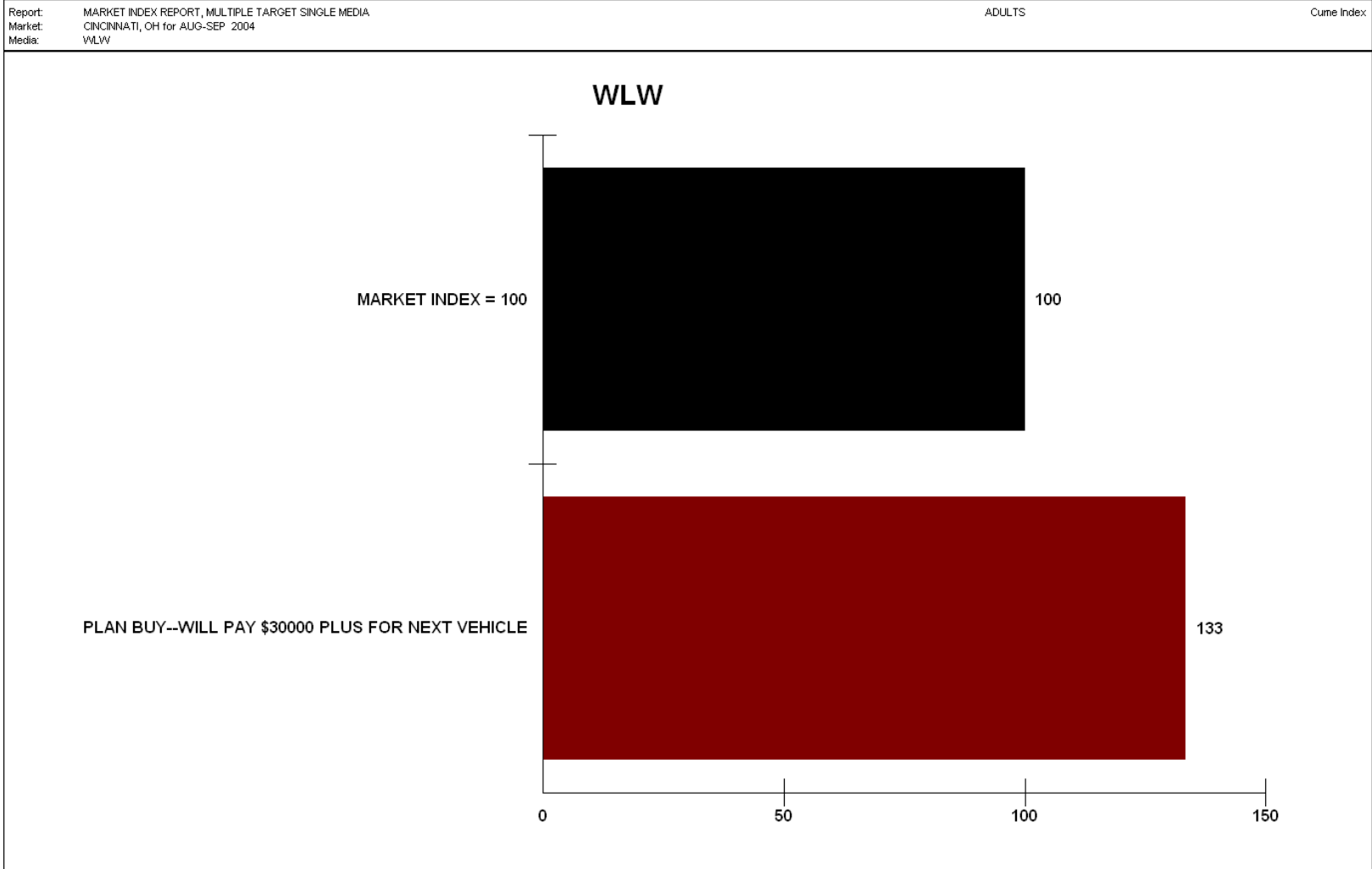
WLW Outperforms the Market in Delivering Luxury Car Buyers.

WLW Listeners are 33% more likely than the market average to buy a luxury vehicle during the next 12 months.



WLW Outperforms the Market in Delivering Luxury Car Buyers.

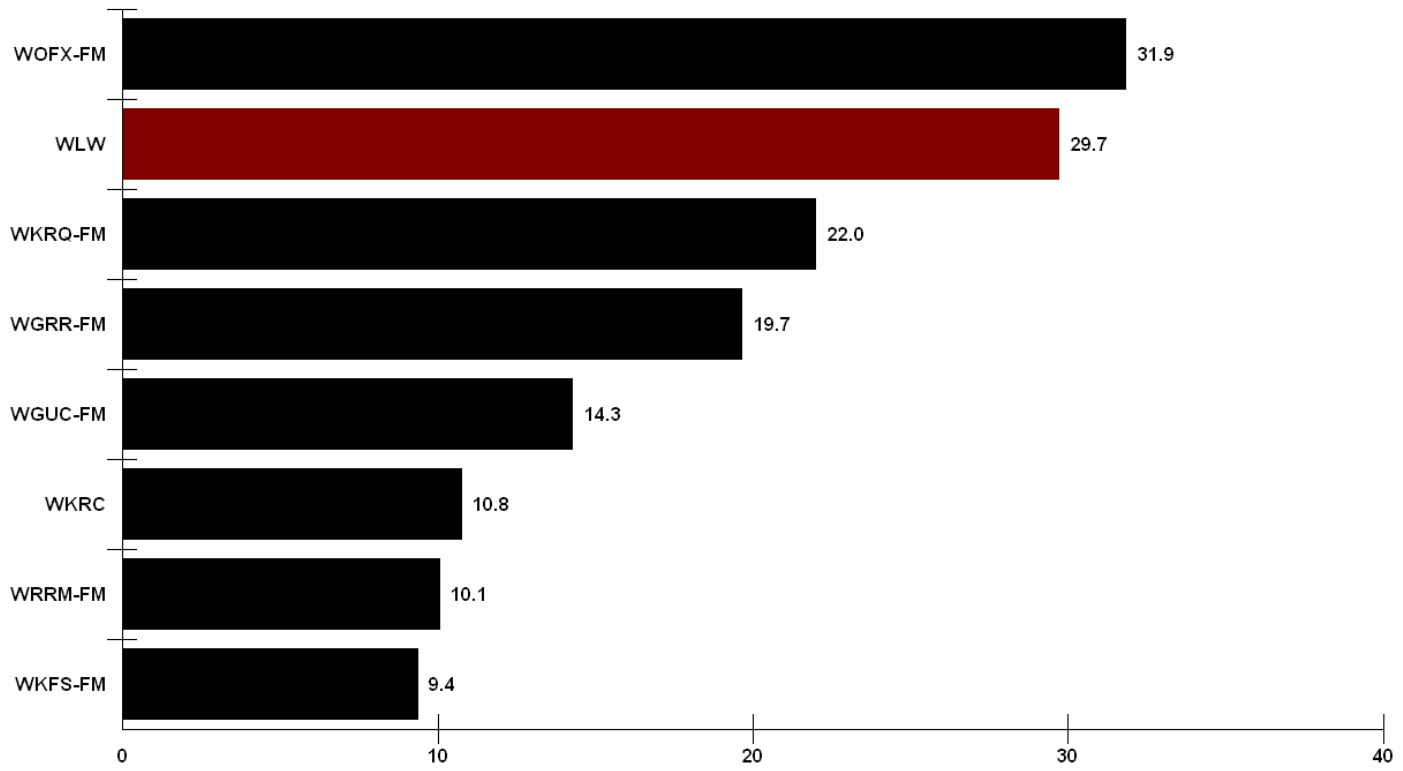
WLW Listeners are 33% more likely than the market average to buy a luxury vehicle during the next 12 months.



WLW is a Market Leader in Reaching Luxury Vehicle Buyers.

Report: RANKER REPORT
Market: CINCINNATI, OH for AUG-SEP 2004
Target: PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE
ADULTS
Cume Ratings
Total Audience: 1,509,700
% In Target Audience: 2.8%
Target Audience: 42,700

PLAN TO BUY WITHIN 12 MONTHS & WILL PAY \$30,000+ FOR NEXT VEHICLE



WCKY is highly targeted in reaching Luxury Car Buyers.

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA
Market: CINCINNATI, OH for AUG-SEP 2004
Media: WCKY

ADULTS
Most Often Index

WCKY Core Listeners

