



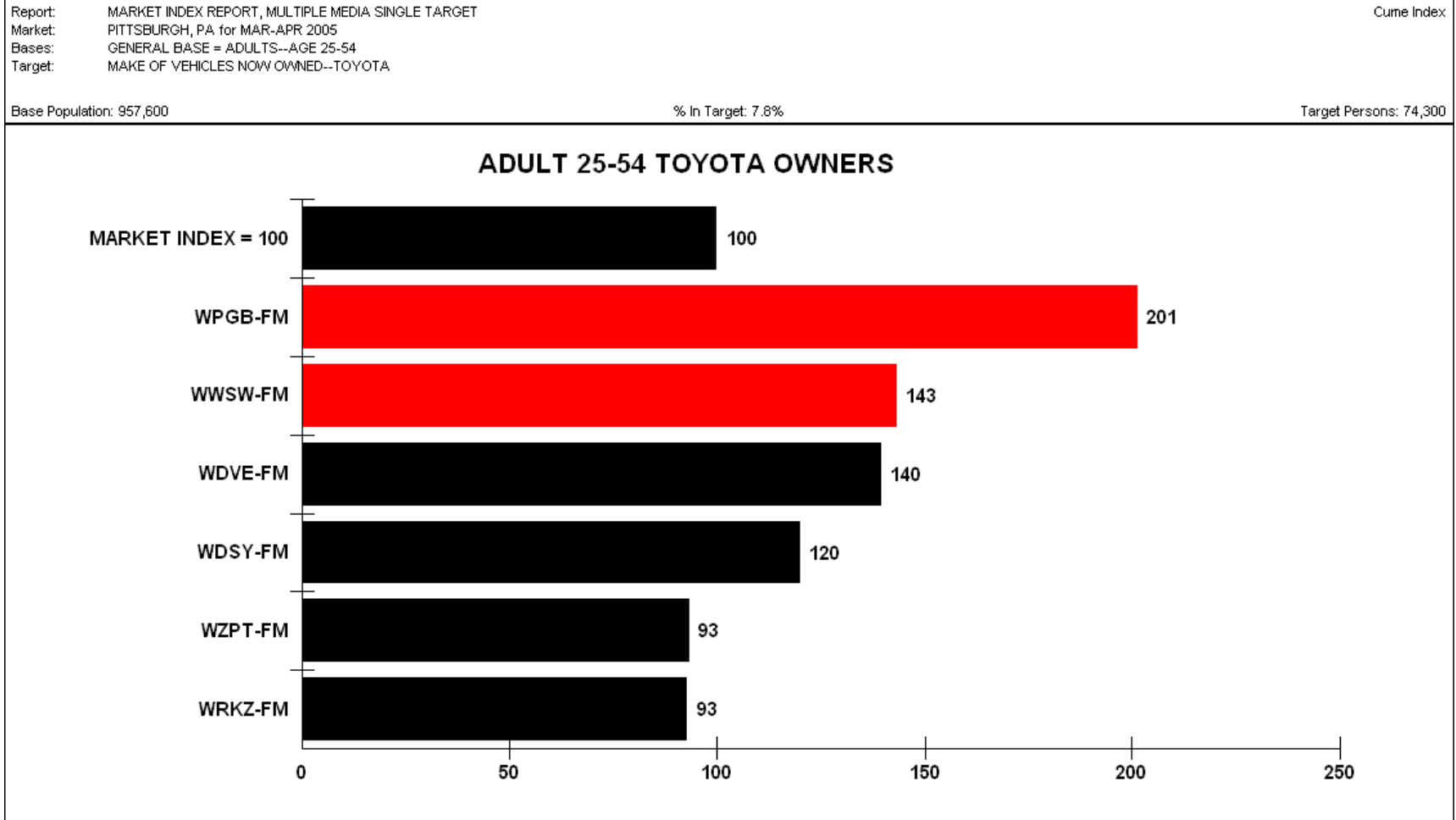
DELIVERING TOYOTA BUYERS
And Best Customer Prospects
In the Pittsburgh Market

Presented by:
Katie McGinley



WWSW & WPGB are THE MOST HIGHLY TARGETED in Reaching 25-54 TOYOTA OWNERS.

WPGB Listeners are 101% more likely, and WWSW Listeners are 43% more likely than the market average to ADULT 25-54 TOYOTA OWNERS.



WWSW & WPGB are Market Leaders in Delivering the LARGEST NUMBER of ADULT 25-54 TOYOTA OWNERS

Report: RANKER REPORT
 Market: PITTSBURGH, PA for MAR-APR 2005
 Bases: GENERAL BASE = ADULTS--AGE 25-54
 Target: MAKE OF VEHICLES NOW OWNED--TOYOTA

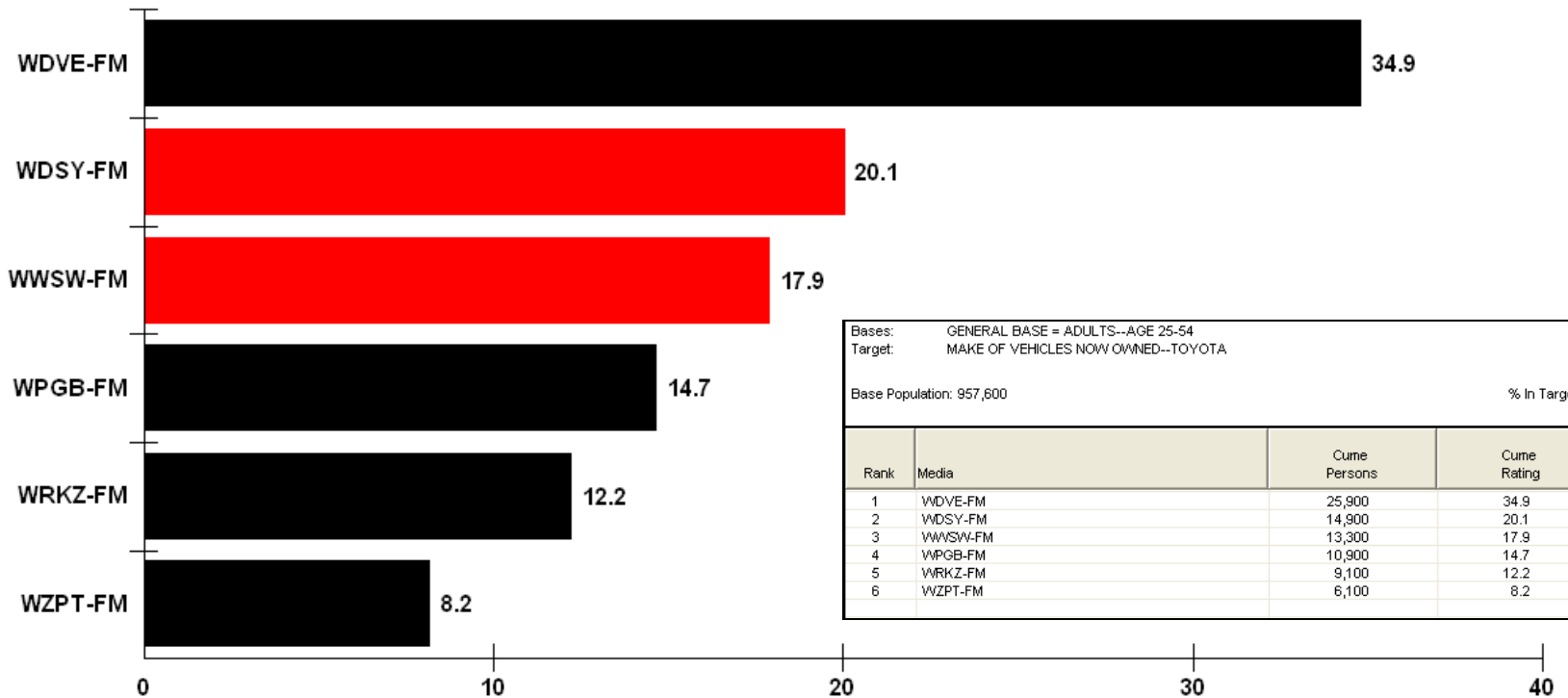
Cume Ratings

Base Population: 957,600

% In Target: 7.8%

Target Persons: 74,300

ADULT 25-54 TOYOTA OWNERS



Bases: GENERAL BASE = ADULTS--AGE 25-54
 Target: MAKE OF VEHICLES NOW OWNED--TOYOTA
 Base Population: 957,600 % In Target: 7.8

| Rank | Media | Cume Persons | Cume Rating |
|------|---------|--------------|-------------|
| 1 | WDVE-FM | 25,900 | 34.9 |
| 2 | WDSY-FM | 14,900 | 20.1 |
| 3 | WWSW-FM | 13,300 | 17.9 |
| 4 | WPGB-FM | 10,900 | 14.7 |
| 5 | WRKZ-FM | 9,100 | 12.2 |
| 6 | WZPT-FM | 6,100 | 8.2 |

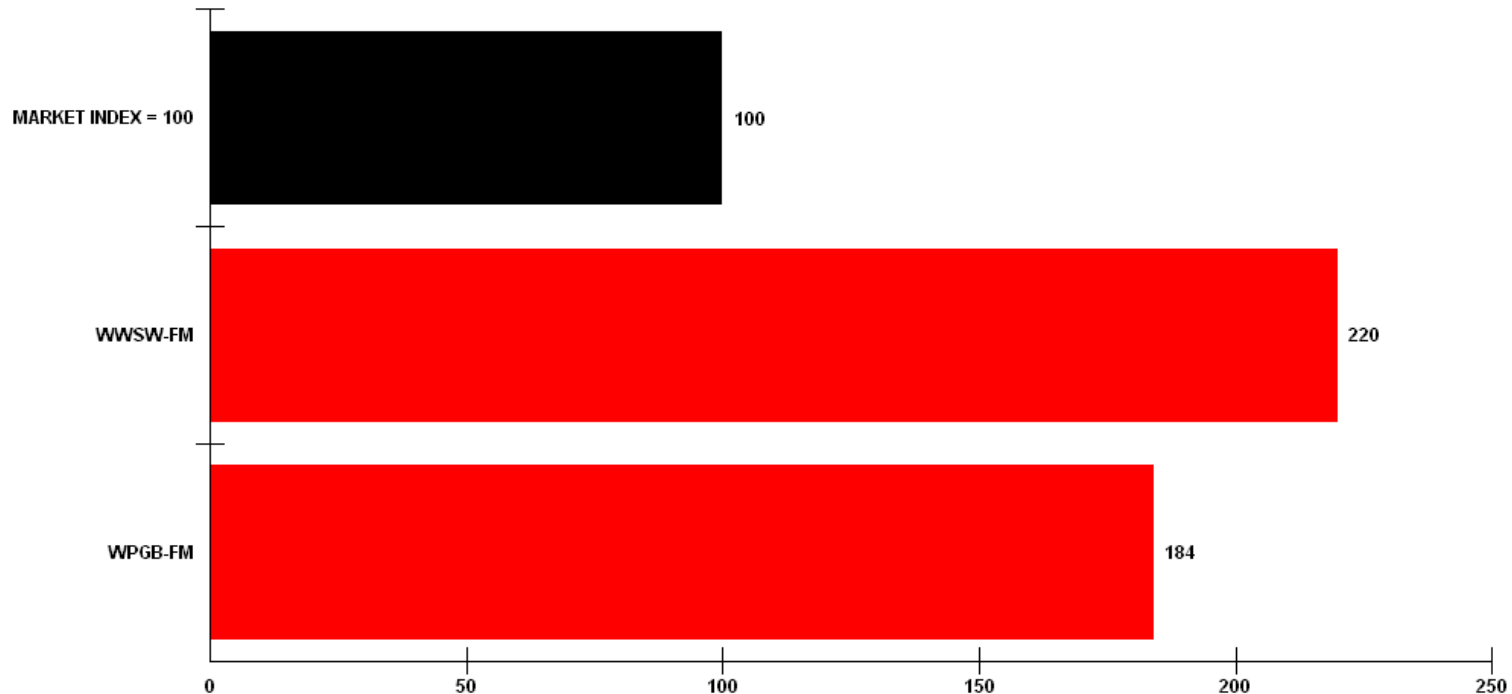


WWSW & WPGB are HIGHLY TARGETED in Reaching FOREIGN CAR BUYERS.

WWSW Listeners are 120% more likely, and WPGB Listeners are 84% more likely than the market average to BUY A FOREIGN VEHICLE in the next 12 months.

Report: MARKET INDEX REPORT, MULTIPLE MEDIA SINGLE TARGET
Market: PITTSBURGH, PA for MAR-APR 2005
Bases: ADULTS
Target: PLAN BUY--FOREIGN CAR/VAN/TRUCK/SUV
Cume Index
Base Population: 1,839,400
% In Target: 3.1%
Target Persons: 56,400

PLAN TO BUY FOREIGN VEHICLE DURING NEXT 12 MONTHS.



WWSW & WPGB are Market Leaders in Delivering the LARGEST NUMBER of FOREIGN CAR BUYERS

Report: RANKER REPORT
 Market: PITTSBURGH, PA for MAR-APR 2005
 Bases: ADULTS
 Target: PLAN BUY--FOREIGN CAR/VAN/TRUCK/SUV

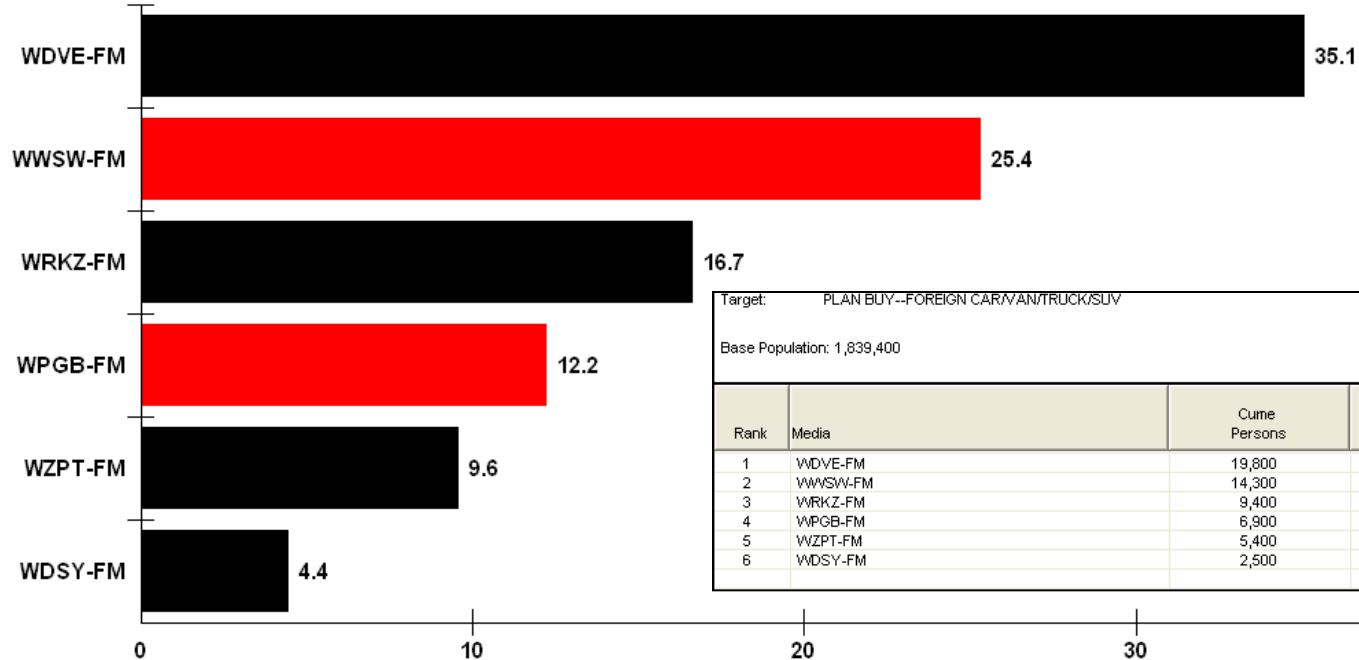
Cume Ratings

Base Population: 1,839,400

% In Target: 3.1%

Target Persons: 56,400

PLAN TO BUY FOREIGN VEHICLE DURING NEXT 12 MONTHS



| Target: PLAN BUY--FOREIGN CAR/VAN/TRUCK/SUV | | | |
|---------------------------------------------|---------|------------------|-------------|
| Base Population: 1,839,400 | | % In Target: 3.1 | |
| Rank | Media | Cume Persons | Cume Rating |
| 1 | WDVE-FM | 19,800 | 35.1 |
| 2 | WWSW-FM | 14,300 | 25.4 |
| 3 | WRKZ-FM | 9,400 | 16.7 |
| 4 | WPGB-FM | 6,900 | 12.2 |
| 5 | WZPT-FM | 5,400 | 9.6 |
| 6 | WDSY-FM | 2,500 | 4.4 |