

Presented by Joe Ferguson
McKenzie River Broadcasting



10% of the Eugene Market Drinks Beer Frequently

Report: TARGET QUICK PROFILE
 Market: EUGENE-SPRINGFIELD, OR for APR-MAY 2008
 Bases: ADULTS--AGE 21 PLUS
 Target: FREQUENT BEER DRINKER--6 + TIMES PAST 2 WEEKS
 Base Population: 250,385

THE MEDIA AUDIT

All Groups
 TOTAL

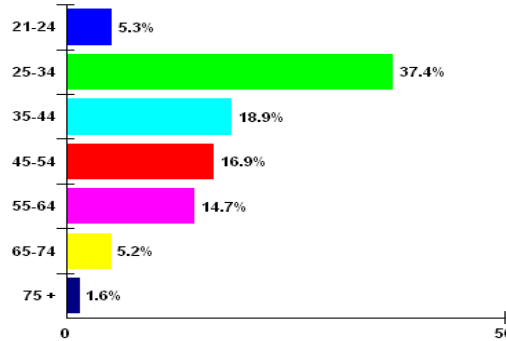
% in Target: 9.8

Target Persons: 24,613

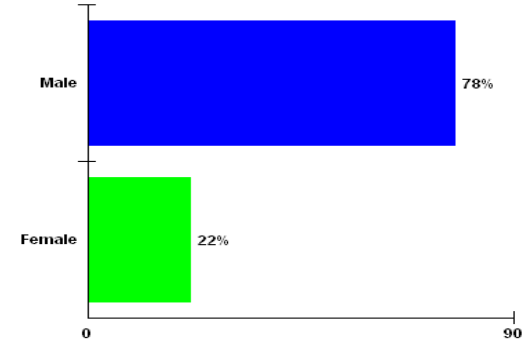
Audience Profile

Total Income: \$1,619,471,500
Mean Income: \$65,797
Mean Age: 41
Home Owners: 70%
Mean Home Value: \$294,689
Mean Miles Past Week: 227

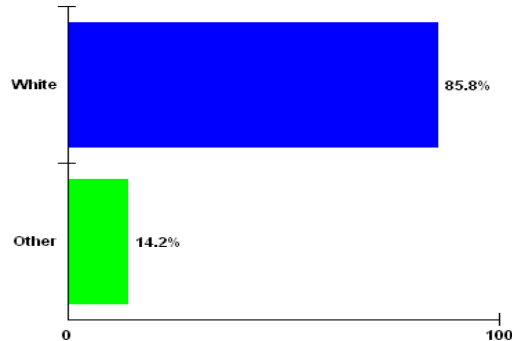
Age Analysis



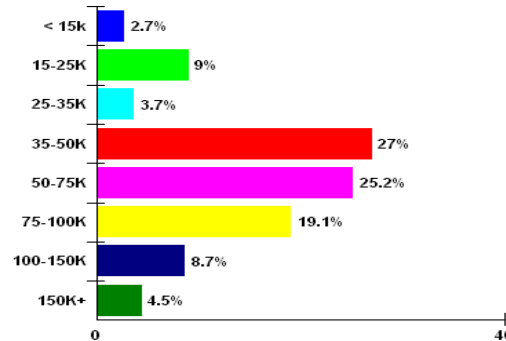
Gender Profile



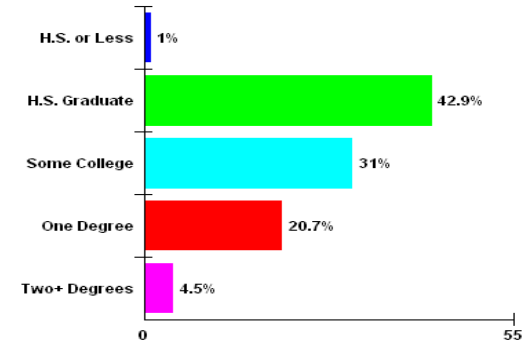
Ethnicity Profile



Annual Income



Education Profile



Beer Drinkers Spend 31% of Typical Media Day **WITH RADIO**

Report: MEDIA DAY ANALYSIS, TV BREAKOUT
Market: EUGENE-SPRINGFIELD, OR for APR-MAY 2008
Bases: ADULTS--AGE 21 PLUS
Target: FREQUENT BEER DRINKER--6 + TIMES PAST 2 WEEKS
Base Population: 250,384

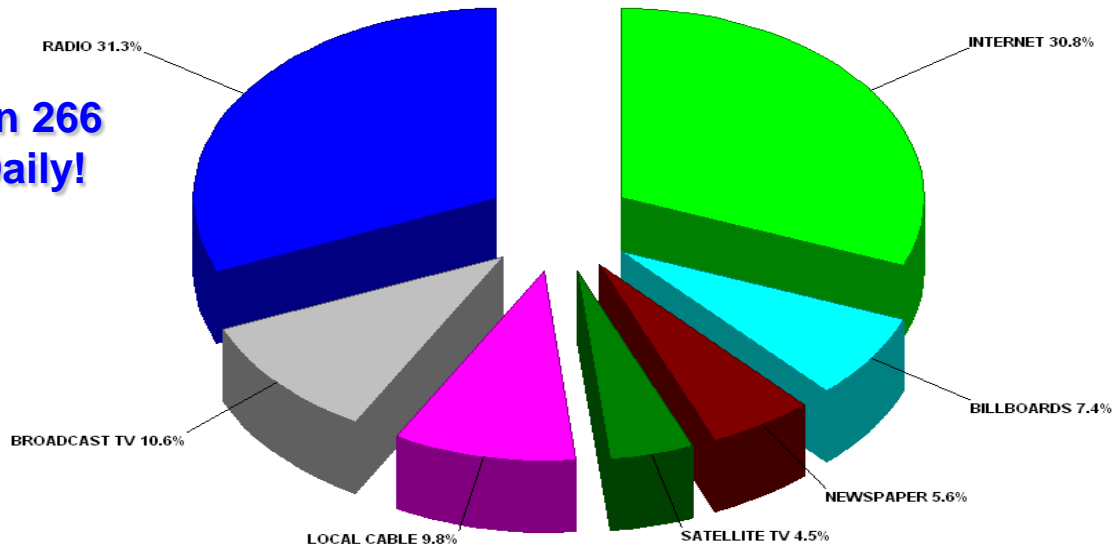
THE MEDIA AUDIT

Target Market

% In Target: 9.8%

Target Persons: 24,613

**They Listen 266
Minutes Daily!**



TOTAL MARKET PROFILE IS BASED ON 704 RESPONDENTS. TARGET MARKET PROFILE IS BASED ON 51 RESPONDENTS.

KKNU-FM Listeners **Mirror** the Age Profile of Beer Drinkers

Report: AGE DEMO ANALYSIS
 Market: EUGENE-SPRINGFIELD, OR for APR-MAY 2008
 Bases: ADULTS--AGE 21 PLUS
 Media: KGNU-FM
 Target: FREQUENT BEER DRINKER--6 + TIMES PAST 2 WEEKS

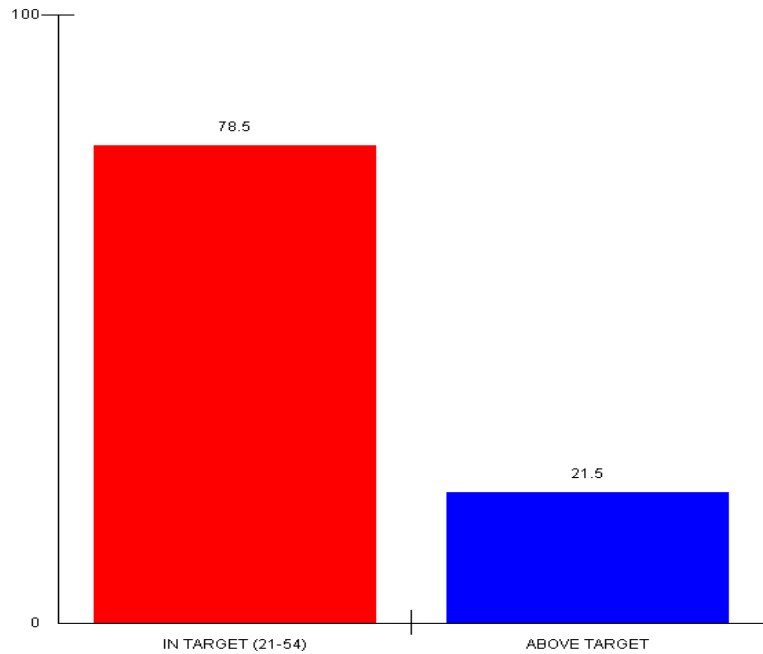
THE MEDIA AUDIT

Total Market Persons: 250,384
 Total Market Persons: 250,384

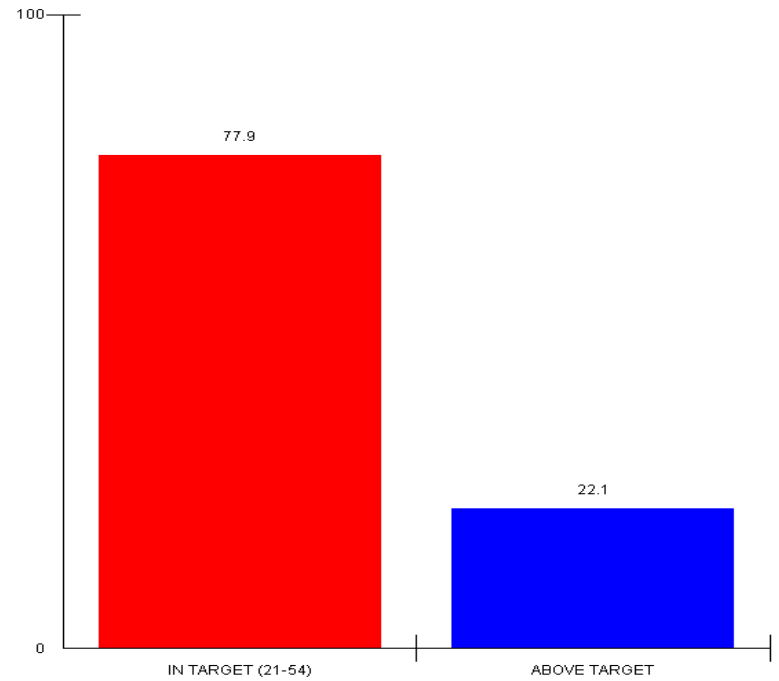
Media Percent: 14.4%
 Target Percent: 9.8%

Media Persons: 35,942
 Target Persons: 24,613

FREQUENT BEER DRINKER--6 + TIMES PAST 2 WEEKS



KKNU-FM



MEDIA AUDIENCE ANALYSIS IS BASED ON 88 RESPONDENTS IN THE AUDIENCE OF THE MEDIA.
 MARKET PROFILE IS BASED ON 704 RESPONDENTS. TARGET PROFILE IS BASED ON 51 RESPONDENTS IN THE AUDIENCE OF THE MEDIA.

Among Beer Drinkers and KEUG-FM Listeners over 78% are age 21-54

Report: AGE DEMO ANALYSIS
Market: EUGENE-SPRINGFIELD, OR for APR-MAY 2008
Bases: ADULTS--AGE 21 PLUS
Media: KEUG-FM
Target: FREQUENT BEER DRINKER--6 + TIMES PAST 2 WEEKS

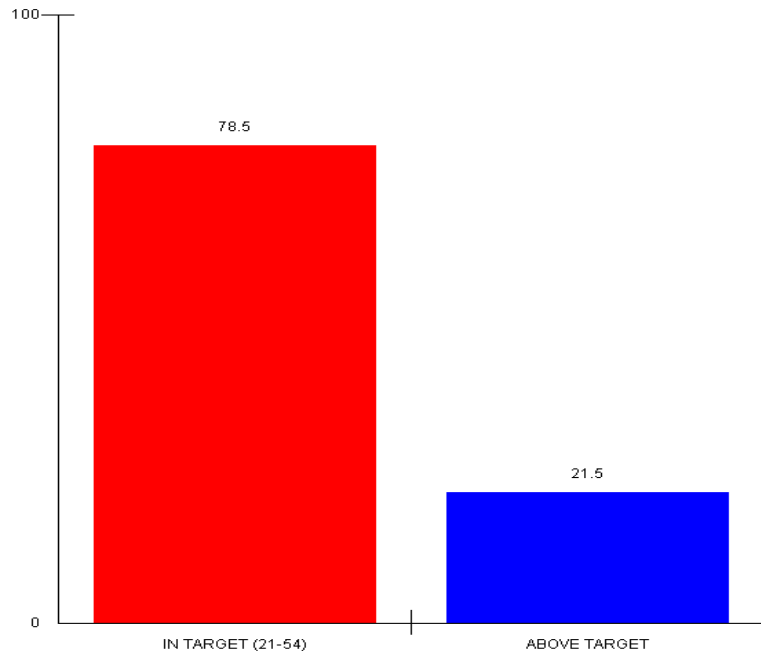
THE MEDIA AUDIT

Total Market Persons: 250,384
Total Market Persons: 250,384

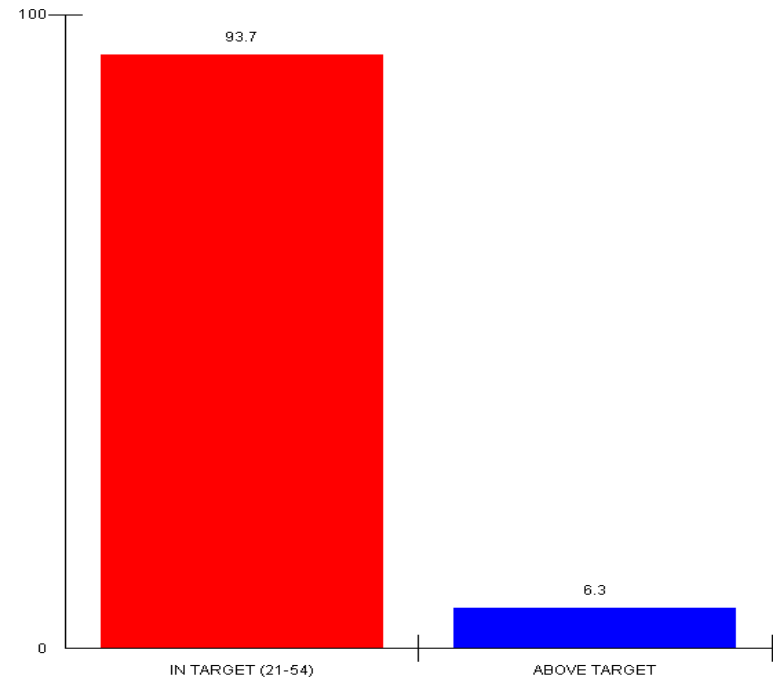
Media Percent: 10.3%
Target Percent: 9.8%

Media Persons: 25,832
Target Persons: 24,613

FREQUENT BEER DRINKER--6 + TIMES PAST 2 WEEKS



KEUG-FM



MEDIA AUDIENCE ANALYSIS IS BASED ON 50 RESPONDENTS IN THE AUDIENCE OF THE MEDIA.
MARKET PROFILE IS BASED ON 704 RESPONDENTS. TARGET PROFILE IS BASED ON 51 RESPONDENTS IN THE AUDIENCE OF THE MEDIA.

Both KEUG-FM and KGNU-FM are among the **top media choices** for reaching Beer Drinkers

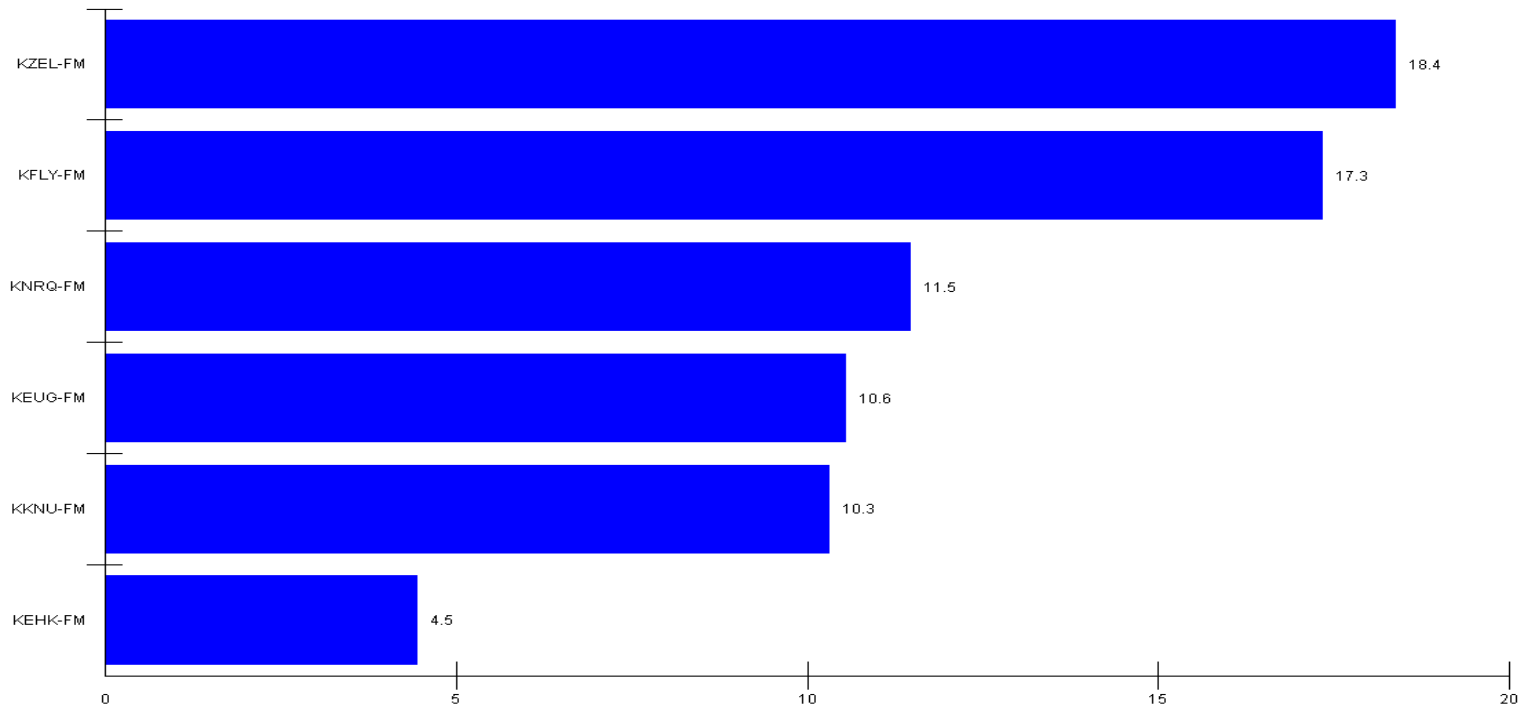
Report: RANKER REPORT
Market: EUGENE-SPRINGFIELD, OR for APR-MAY 2008
Bases: ADULTS--AGE 21 PLUS
Target: FREQUENT BEER DRINKER--6 + TIMES PAST 2 WEEKS
Base Population: 250,384

THE MEDIA AUDIT

Cume Ratings

% In Target: 9.8%

Target Persons: 24,613



BASED ON 51 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 704 BASE # OF RESPONDENTS

Combined KEUG-FM & KGNU-FM REACHES THE MOST BEER DRINKERS

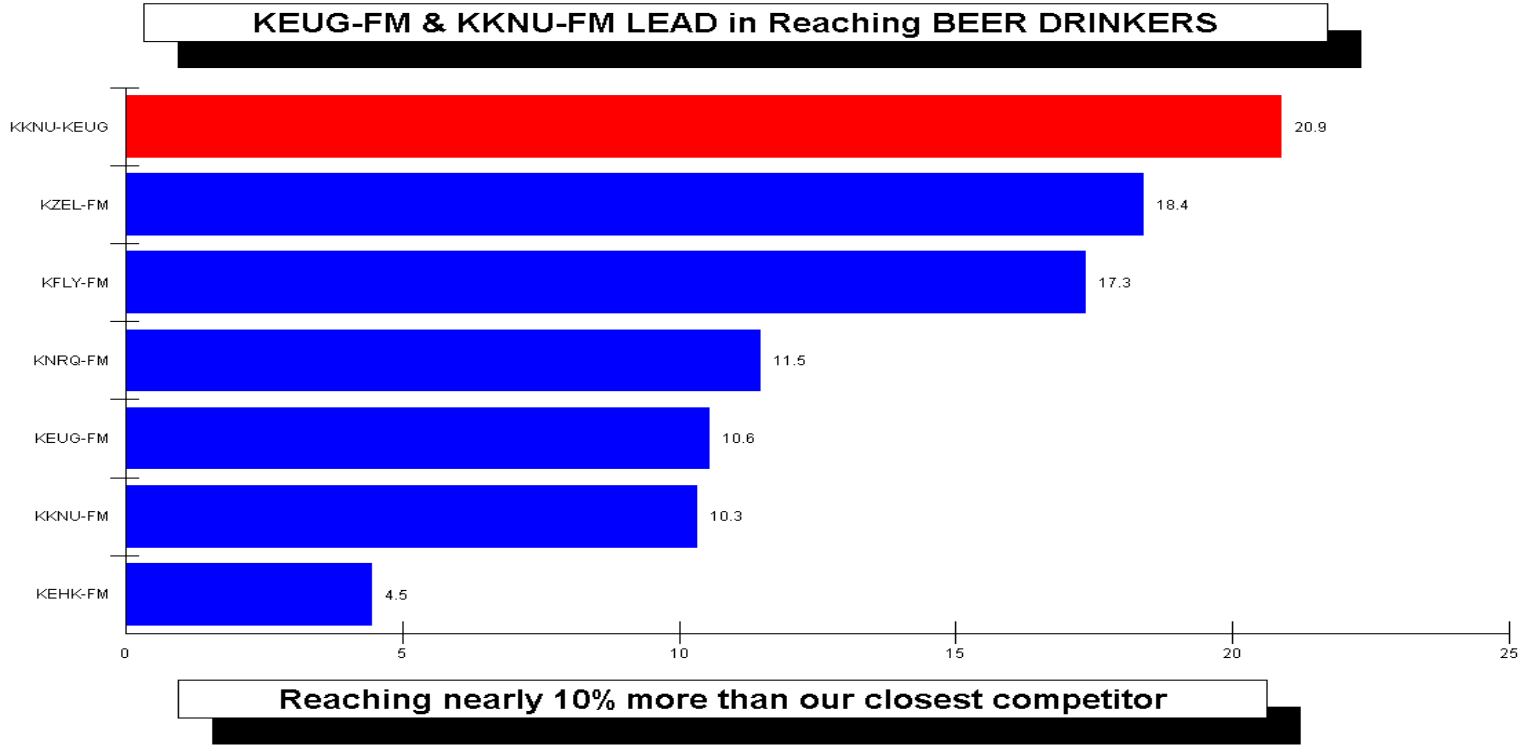
Report: RANKER REPORT
Market: EUGENE-SPRINGFIELD, OR for APR-MAY 2008
Bases: ADULTS--AGE 21 PLUS
Target: FREQUENT BEER DRINKER--6 + TIMES PAST 2 WEEKS
Base Population: 250,384

THE MEDIA AUDIT

Cume Ratings

% In Target: 9.8%

Target Persons: 24,613



BASED ON 51 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 704 BASE # OF RESPONDENTS

Adding KEUG-FM & KGNU-FM to an existing buy increases your reach by 4,500 or 59%

THE MEDIA AUDIT
COMBO BUILDER -- NET MEDIA REACH REPORT
Cume Ratings

REPORT MARKET: EUGENE-SPRINGFIELD, OR
REPORT BASE: ADULTS--AGE 21 PLUS
REPORT PERIOD: APR-MAY 2008
TARGET: FREQUENT BEER DRINKER--6 + TIMES PAST 2 WEEKS

BASE POPULATION: 260,384

% IN TARGET: 9.8%

MEDIA	CUME PERSONS	CUME RATING	0	17	33	50
KFLY-FM	4,270	17.3				
KZEL-FM	4,527	18.4				
NET MEDIA REACH 1	7,652	31.1				
KEUG-FM	2,597	10.6				
KFLY-FM	4,270	17.3				
KGNU-FM	2,542	10.3				
KZEL-FM	4,527	18.4				
NET MEDIA REACH 2	12,220	49.6				

Average spending on Beer & Ale is highest with KEUG-FM & KKNU-FM

Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT
Market: EUGENE-SPRINGFIELD, OR for APR-MAY 2007
Bases: ADULTS AGE 18+
Target: BEER AND ALE
Base Population: 269,408

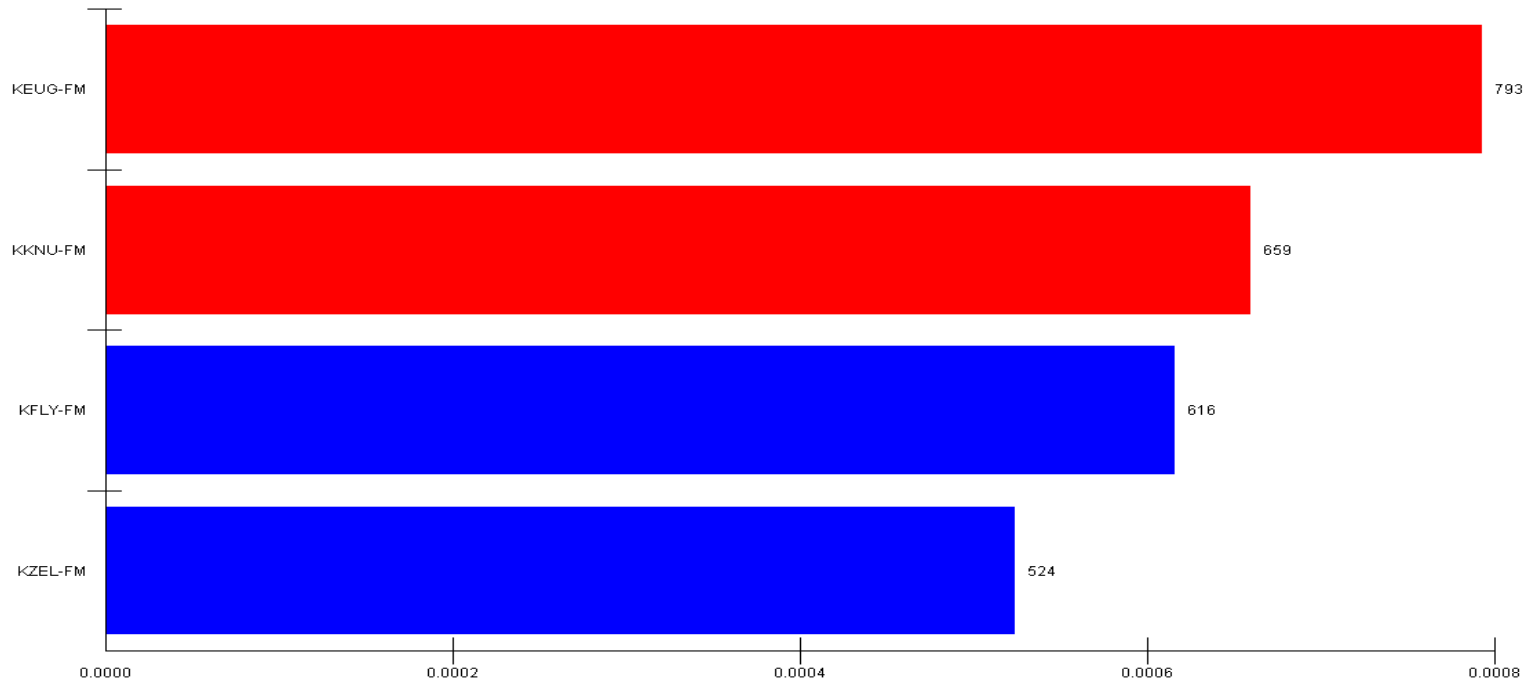
THE MEDIA AUDIT

Average \$'s Expenditure -- Cume Rating

% In Target: 19.9%

Target Persons: 53,686

Average \$'s Expenditure -- Cume Rating



BASED ON 147 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 721 BASE # OF RESPONDENTS

KKNU-FM & KEUG-FM spend substantially on beer... **\$6.4 Million**

Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT
Market: EUGENE-SPRINGFIELD, OR for APR-MAY 2007
Bases: ADULTS--AGE 21 PLUS
Target: BEER AND ALE

THE MEDIA AUDIT

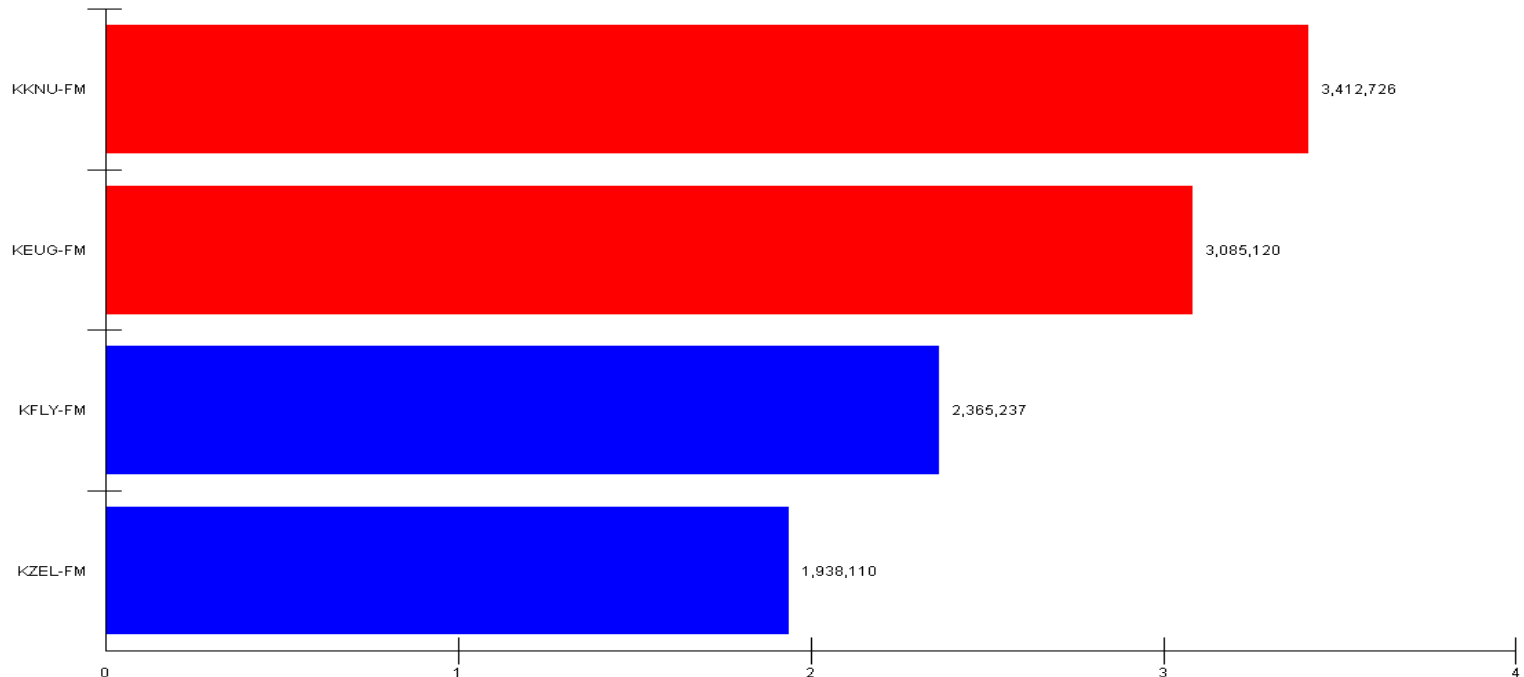
Total Expenditures -- Cume Rating \$'s

Base Population: 253,170

% In Target: 18.6%

Target Persons: 46,984

Total Expenditures -- Cume Rating \$'s



BASED ON 140 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 705 BASE # OF RESPONDENTS