

Reaching Lexington's Best Patient Prospects  
for  
**CENTRAL BAPTIST HOSPITAL**



*Presented by:*  
Tara Finn  
Clear Channel – Lexington, KY  
July, 2006

# Profile of Central Baptist Hospital's Best Patient Prospects

Average Age: 44.3 Years



**THE MEDIA AUDIT**  
 TARGET MARKET PROFILE REPORT  
 GENERAL BASE = ADULTS AGE 18+

Report Market: LEXINGTON, KY  
 Report Period: APR-MAY 2006  
 TARGET: PLAN HOSPITAL STAY NEXT YEAR & HAVE MEDICAL INS.

BASE POPULATION: 393,400

% IN TARGET: 7.3%

MARKET PROFILE GROUPS	MARKET PROFILE PERCENT	TARGET PROFILE PERCENT	INDEX	0	100
MALES AGE 18 +	48.4	53.3	110		
FEMALES AGE 18 +	51.6	46.7	90		
AGE 18-20	7.2	*	*		
AGE 21-24	7.3	4.9	67		
AGE 25-34	20.9	29.6	142		
AGE 35-44	19.4	21.6	111		
AGE 45-49	9.6	7.7	80		
AGE 50-54	8.7	4.9	56		
AGE 55-64	13.0	15.7	121		
AGE 65-74	8.5	12.5	148		
AGE 75 +	5.4	2.8	51		
RACE-WHITE	81.9	88.9	109		
RACE-BLACK	8.5	9.4	111		
RACE-HISPANIC	3.7	*	*		
RACE-ASIAN	2.2	*	*		
RACE-OTHER	3.7	1.7	47		
UNDER \$25000	12.8	12.5	98		
\$25000-\$34999	16.2	7.0	43		
\$35000-\$49999	23.1	33.4	145		
\$50000-\$74999	19.1	18.5	97		
\$75000 PLUS	28.8	28.2	98		
H.S. OR LESS	10.4	5.6	54		
H.S. GRADUATE	26.8	23.0	86		
SOME COLLEGE	23.8	32.8	138		
COLLEGE DEGREE	24.6	23.0	93		
ADVANCED DEGREE	14.3	15.7	110		



# RADIO

The Average Age of Central Baptist's Best Customer Prospects is 44.3 Years, closely matching the average age of Heavy Radio Listeners.

REPORT: CROSSTAB REPORTS  
 MARKET: SAN JOSE, CA FOR MAY-JUN'05/JAN-FEB 2006  
 BASE: ADULTS AGE 18+  
 PRIMARY TARGET: ADULTS AGE 18+

Base Persons: 1,282,294

% In Target: 100.0

Targets	Primary Persons	Average Age	% In Target			
			0	33	66	100
PLAN HOSPITAL STAY NEXT YEAR & HAVE MEDICAL INS.	87,607	45.0				
HEAVY EXPOSURE RADIO	210,631	45.4				

# TELEVISION

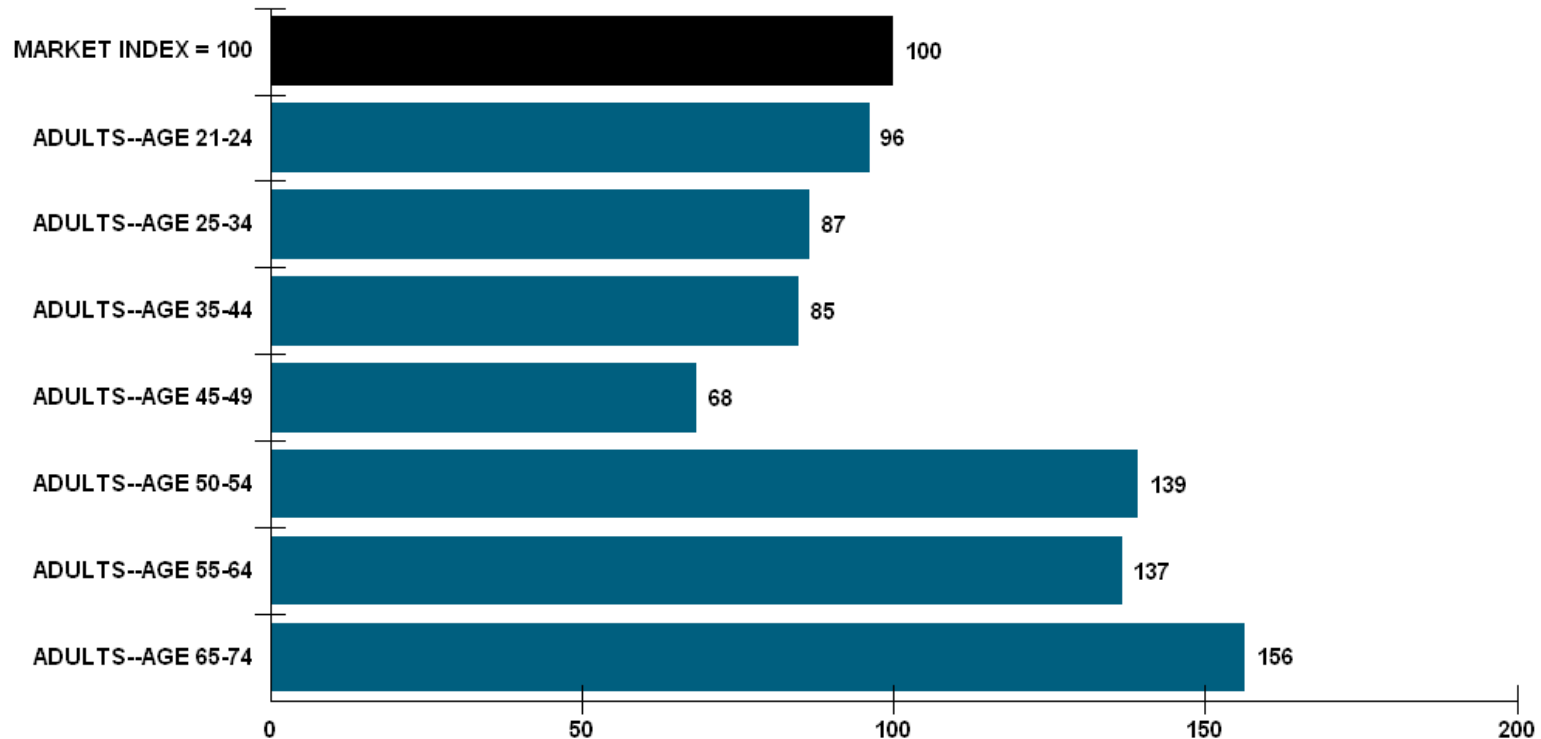
## Heavy TV Viewers Skew Older...50+

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA  
 Market: LEXINGTON, KY for APR-MAY 2006  
 Bases: GENERAL BASE = ADULTS AGE 18+  
 Media: HEAVY TELEVISION

THE MEDIA AUDIT

Cume Index

### HEAVY TELEVISION VIEWERS



# RADIO

Heavy Radio Listeners have higher incomes than Heavy TV Viewers,  
 And Radio's income closely matches the income of  
 Central Baptist Hospital's Best Customer Prospects

REPORT: CROSSTAB REPORTS  
 MARKET: LEXINGTON, KY FOR APR-MAY 2006  
 BASE: ADULTS AGE 18+  
 PRIMARY TARGET: ADULTS AGE 18+

Base Persons: 393,341  
 Total Income: 24,719,261,528

% In Target: 100.0  
 % In Target Income: 100.0

Targets	Primary Persons	Total Income	Average Income	Income Range	
				0K	58K
PLAN HOSPITAL STAY NEXT YEAR & HAVE MEDICAL INS.	28,646	1,891,991,552	66,046		
HEAVY EXPOSURE RADIO	80,385	5,136,036,352	63,893		
HEAVY EXPOSURE TELEVISION	64,245	3,417,572,608	53,196		

# Central Baptist Hospital's Best Prospects Media Day Analysis

Nearly 27% of their Media Day is Spent with Radio.



Report: MEDIA DAY ANALYSIS  
Market: LEXINGTON, KY for APR-MAY 2006  
Bases: GENERAL BASE = ADULTS AGE 18+  
Target: PLAN HOSPITAL STAY NEXT YEAR & HAVE MEDICAL INS.

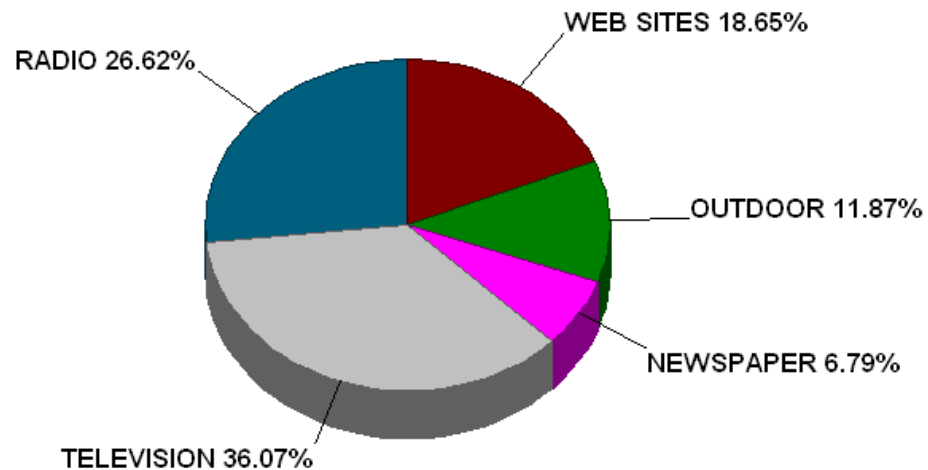
THE MEDIA AUDIT

Base Population: 393,400

Target Percent: 7.3

Target: 28,700

## MEDIA DAY ANALYSIS



## PLAN HOSPITAL STAY NEXT YEAR & HAVE MEDICAL INSURANCE

SHARE OF TOTAL MEDIA EXPOSURES IN MINUTES SPENT WITH EACH MEDIA PER AVERAGE WEEKDAY

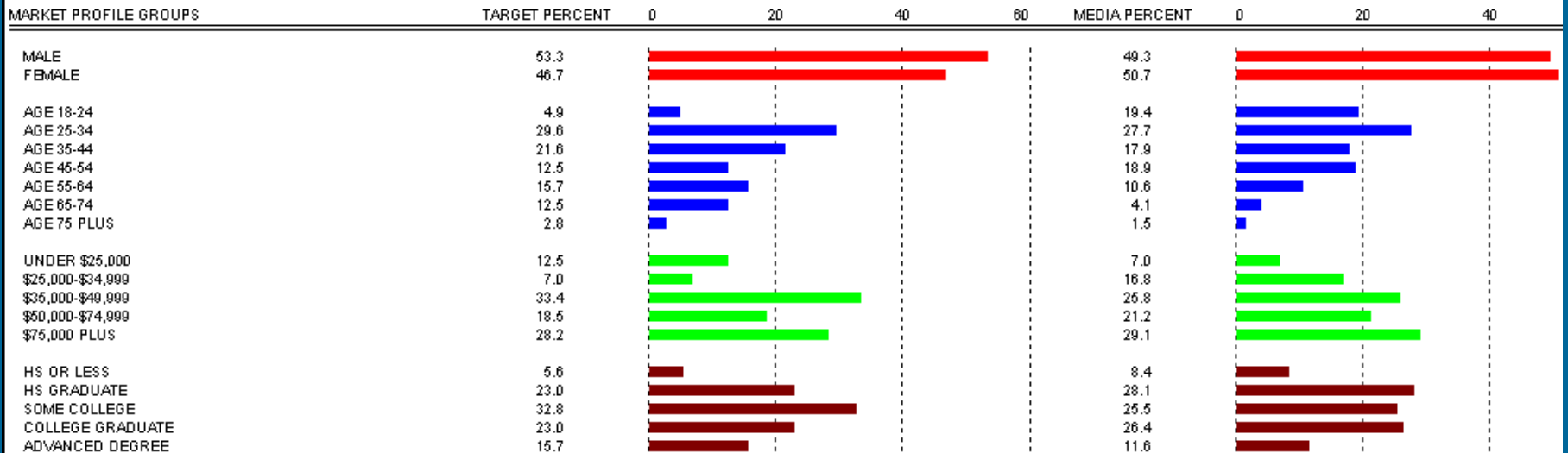
# Clear Channel's Audience Profile is a Close Match To The Profile of Central Baptist Hospital's Best Patient Prospects Profile

**THE MEDIA AUDIT**  
 TARGET VS. MEDIA PROFILE REPORTS  
 GENERAL BASE = ADULTS AGE 18+

Report Market: LEXINGTON, KY  
 Report Period: APR-MAY 2006  
 MEDIA: CLEAR CHANNEL RADIO  
 TARGET: PLAN HOSPITAL STAY NEXT YEAR & HAVE MEDICAL INS.



TARGET PERSONS: 28,700



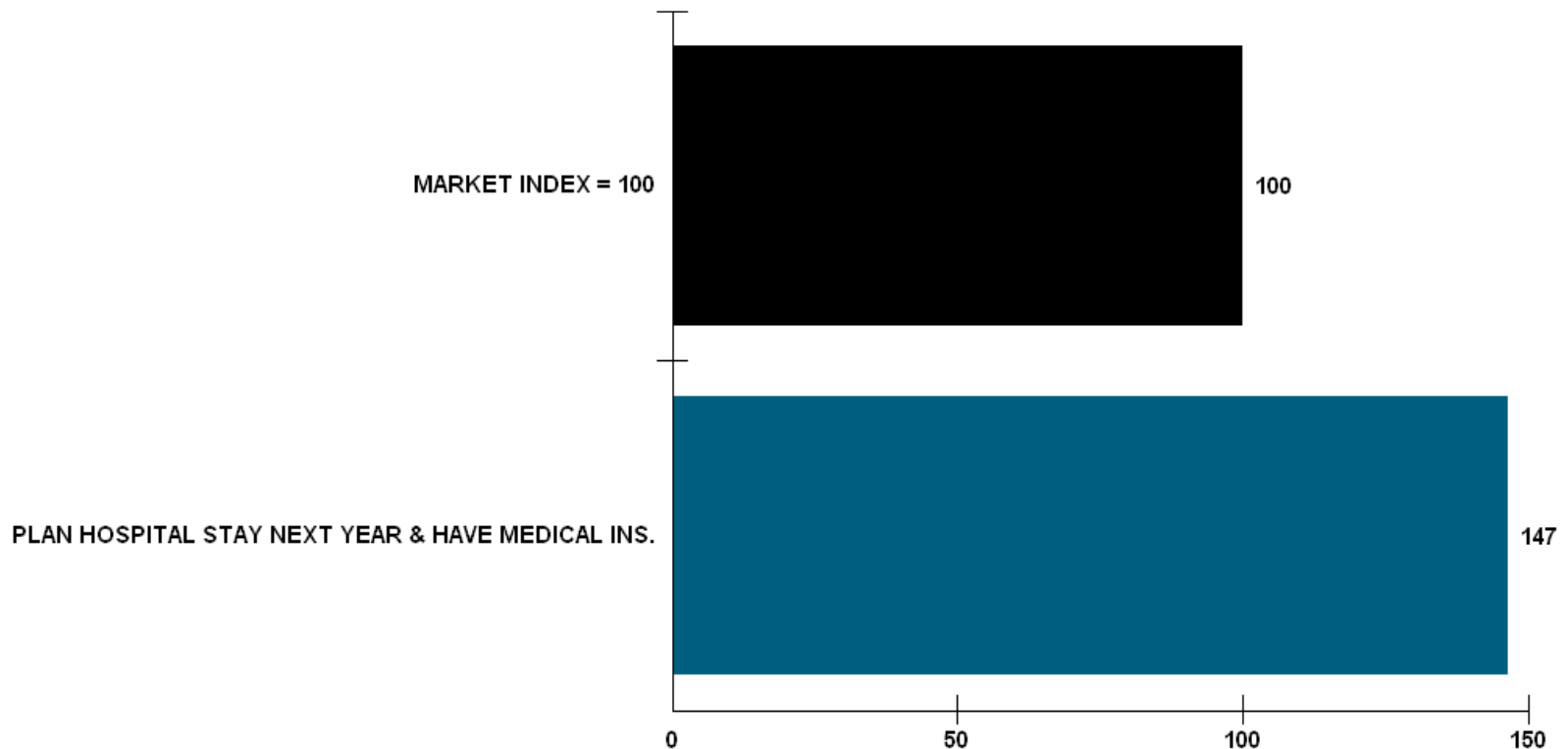
# Clear Channel Radio Listeners are 47% More Likely than the Market Average To Be Highly Qualified Prospects for Central Baptist Hospital.

Report: MARKET INDEX REPORT, MULTIPLE TARGET SINGLE MEDIA  
Market: LEXINGTON, KY for APR-MAY 2006  
Bases: GENERAL BASE = ADULTS AGE 18+  
Media: CLEAR CHANNEL RADIO

THE MEDIA AUDIT



## CLEAR CHANNEL RADIO - LEXINGTON





## Clear Channel Radio is the Most Highly Targeted & Efficient Radio Cluster In Reaching Central Baptist Hospital's Prime Prospects.

Report: RANKER REPORT  
 Market: LEXINGTON, KY for APR-MAY 2006  
 Bases: GENERAL BASE = ADULTS AGE 18+  
 Target: PLAN HOSPITAL STAY NEXT YEAR & HAVE MEDICAL INS.

THE MEDIA AUDIT

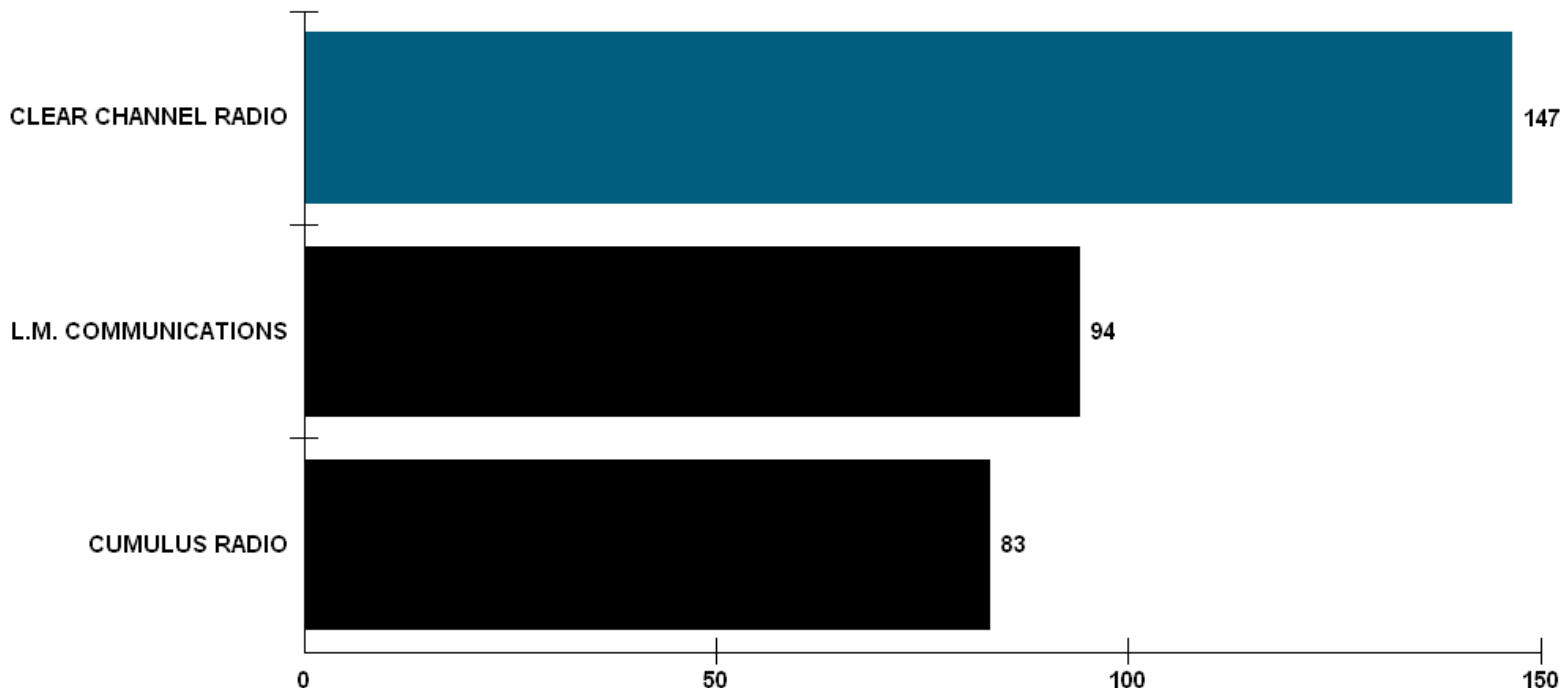
Most Often Index

Base Population: 393,400

% In Target: 7.3%

Target Persons: 28,700

### PLAN HOSPITAL STAY DURING NEXT YEAR & HAVE MEDICAL INSURANCE



## Clear Channel Radio Reaches MORE of Central Baptist Hospital's Prime Prospects than ANY Radio Cluster.

Report: RANKER REPORT  
 Market: LEXINGTON, KY for APR-MAY 2006  
 Bases: GENERAL BASE = ADULTS AGE 18+  
 Target: PLAN HOSPITAL STAY NEXT YEAR & HAVE MEDICAL INS.

THE MEDIA AUDIT

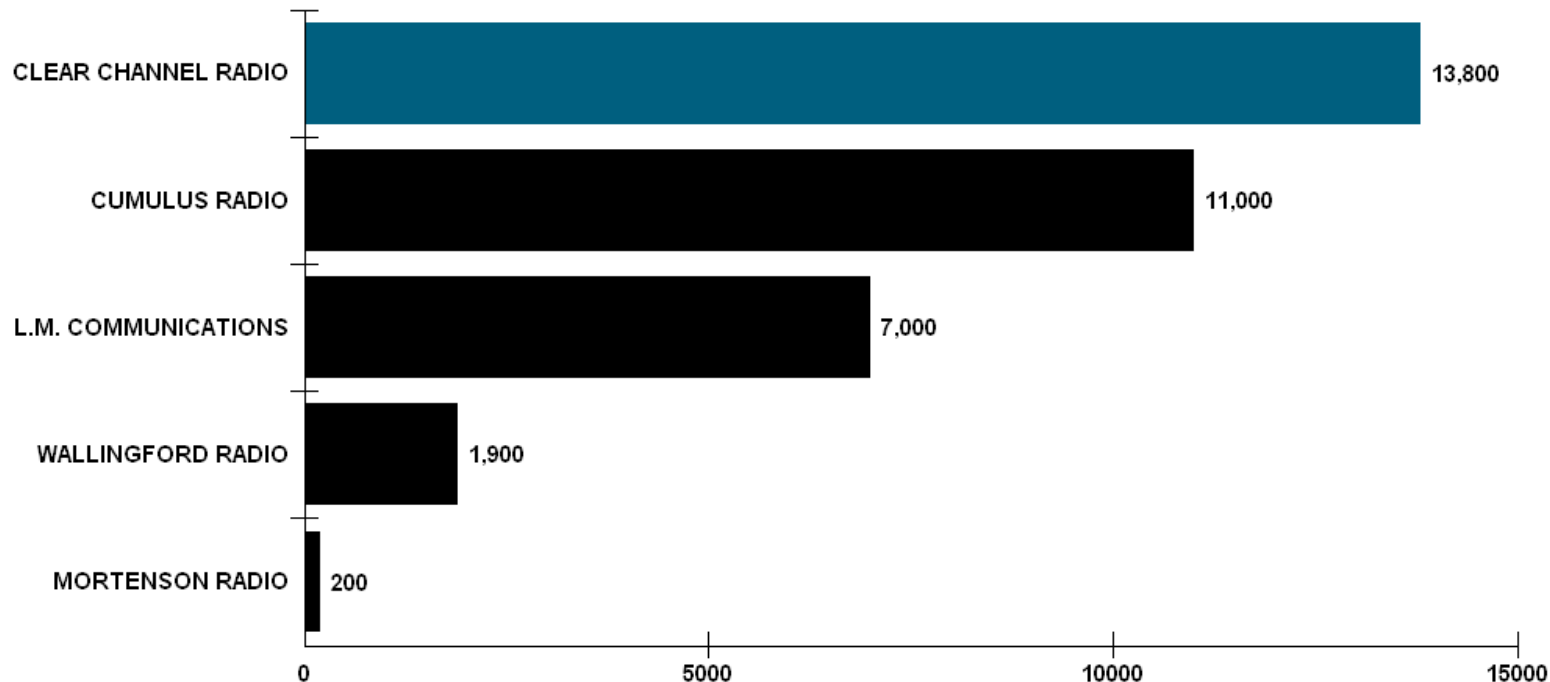
Cume Ratings

Base Population: 393,400

% In Target: 7.3%

Target Persons: 28,700

### PLAN HOSPITAL STAY DURING NEXT YEAR & HAVE MEDICAL INSURANCE



## Clear Channel Radio is More Highly Targeted and Efficient In Reaching Central Baptist Hospital's Prime Prospects than ANY TV Station.

Report: RANKER REPORT  
 Market: LEXINGTON, KY for APR-MAY 2006  
 Bases: GENERAL BASE = ADULTS AGE 18+  
 Target: PLAN HOSPITAL STAY NEXT YEAR & HAVE MEDICAL INS.

THE MEDIA AUDIT

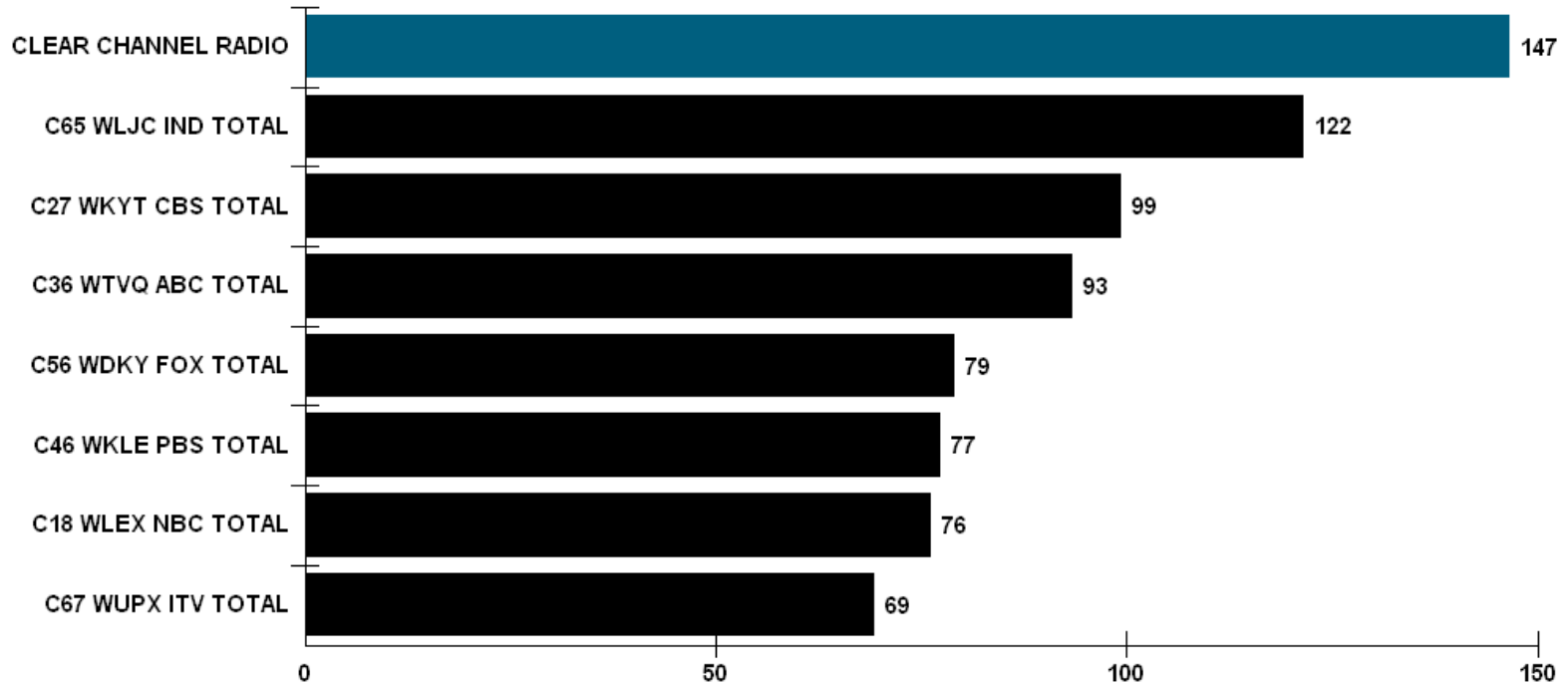
Most Often Index

Base Population: 393,400

% In Target: 7.3%

Target Persons: 28,700

### PLAN HOSPITAL STAY DURING NEXT YEAR & HAVE MEDICAL INSURANCE



## Clear Channel Radio Reaches MORE of Central Baptist Hospital's Prime Prospects than ANY TV Newscast.

Report: RANKER REPORT  
 Market: LEXINGTON, KY for APR-MAY 2006  
 Bases: GENERAL BASE = ADULTS, AGE 18+  
 Target: PLAN HOSPITAL STAY NEXT YEAR & HAVE MEDICAL INS.

THE MEDIA AUDIT

Cume Ratings

Base Population: 393,400

% In Target: 7.3%

Target Persons: 28,700

### PLAN HOSPITAL STAY NEXT YEAR & HAVE MEDICAL INSURANCE

