

The background of the slide features a collage of US dollar bills, including a \$100 bill, a \$20 bill, and a \$10 bill, all slightly faded and overlapping. The bills are oriented vertically and diagonally, creating a textured, financial backdrop.

# The Media Audit

## Introduction

With a reported 46% revenue share\*, Entercom New Orleans' greatest revenue growth opportunity lies in the total ad market including such media as the newspaper.

THE MEDIA AUDIT is uniquely suited to help Entercom go after those newspaper dollars as THE MEDIA AUDIT is the only multi-media qualitative service to cover the readership (or lack of readership) of 15 sections of the newspaper.

The following brief presentation shows a powerful application of this data.

\* Who Owns What July 29, 2002



# The Media Audit

Entercom Radio

New Orleans Best Way  
to Reach

New Orleans Auto Purchasers

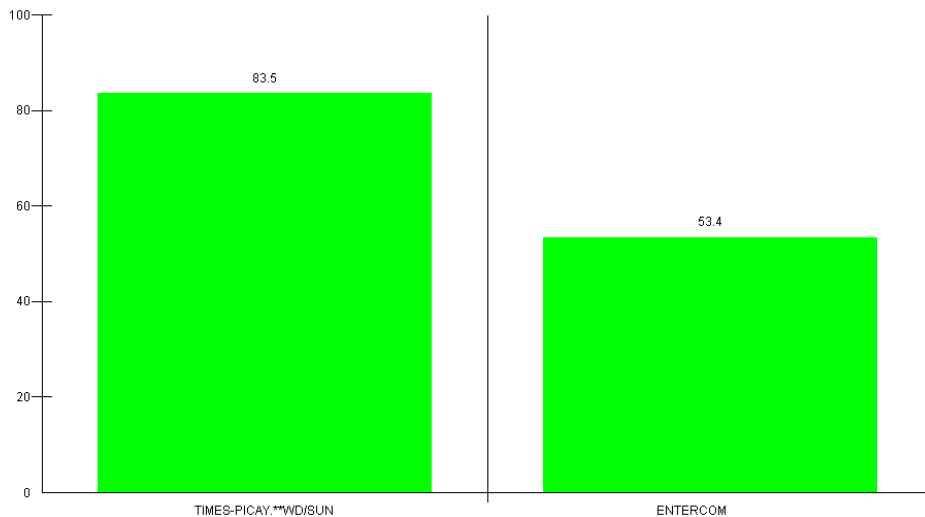


# The Media Audit

## The Media Audit Research shows...

The Times-Picayune reaches nearly 85% of those New Orleans adults planning on purchasing a new vehicle. Entercom reaches a little over 50% of planned vehicle purchasers

Report: RANKER REPORT      ADULTS AGE 18 +      CUME RATINGS  
Target: PLAN BUY--NEW CAR/VAN/TRUCK/SPORT UTILITY  
Market: NEW ORLEANS, LA for APR-MAY 2002



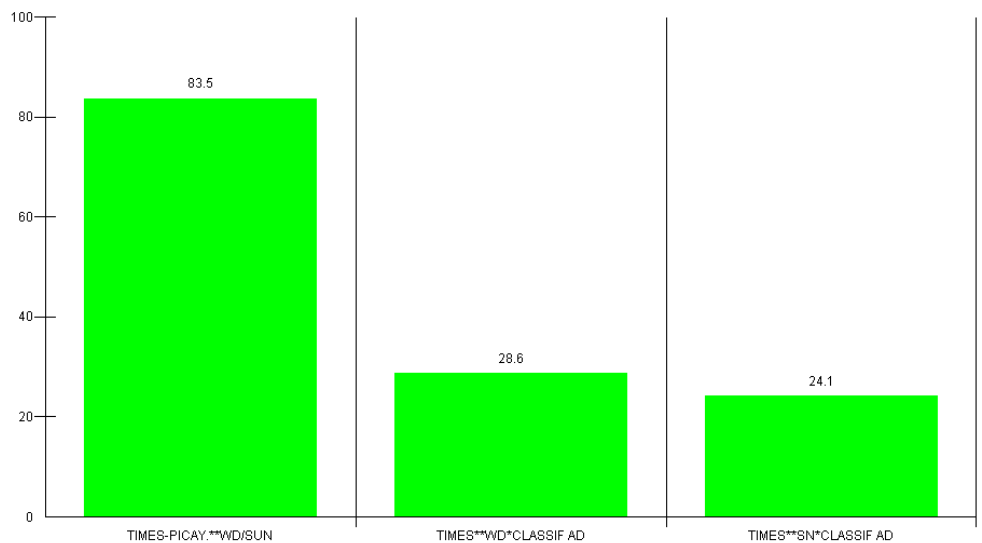
# The Media Audit

However consider this...

People read specific sections of the newspaper that is of interest to them. Few read the newspaper cover to cover!

While the Times-Picayune does reach nearly 85% of those New Orleans adults planning on purchasing a new vehicle, the weekday auto section reaches less than 30% of planned purchasers and the Sunday section reaches less than 25%.

Report: RANKER REPORT ADULTS AGE 18 + CUME RATINGS  
Target: PLAN BUY--NEW CAR/VAN/TRUCK/SPORT UTILITY  
Market: NEW ORLEANS, LA for APR-MAY 2002

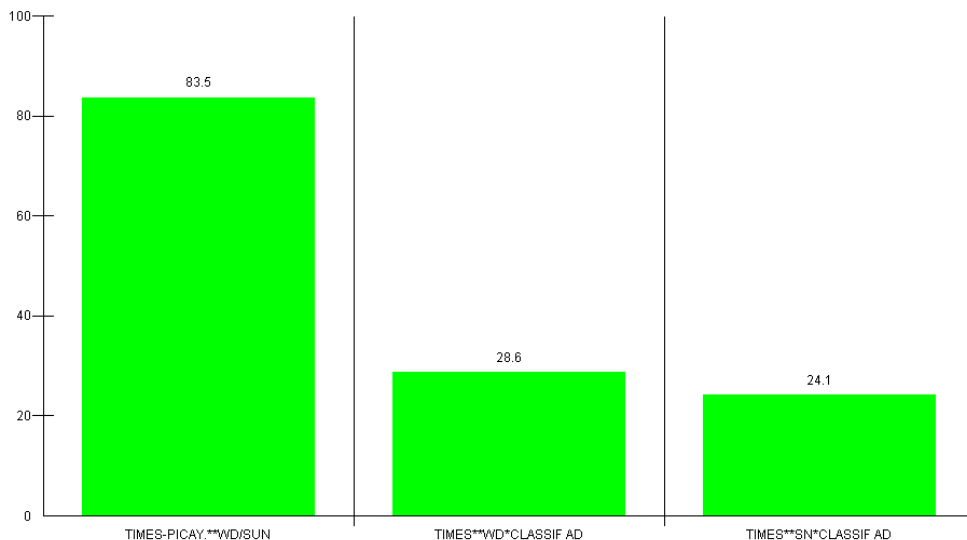


# The Media Audit

Did you know ...

Comparing potential to potential, Entercom Radio's more than 50% reach of planned new vehicle purchasers, is more than double the potential reach of the Times-Picayune's auto sections!

Report: RANKER REPORT      ADULTS AGE 18 +      CUME RATINGS  
Target: PLAN BUY--NEW CAR/VAN/TRUCK/SPORT UTILITY  
Market: NEW ORLEANS, LA for APR-MAY 2002



# The Media Audit

Did you know ...

Together the Times-Picayune auto sections reach 36% of New Orleans planned vehicle purchasers.

Report: AD CAMPAIGN PLANNER REPORT ADULTS AGE 18 +  
 Target: PLAN BUY--NEW CAR/VAN/TRUCK/SPORT UTILITY  
 Market: NEW ORLEANS, LA for APR-MAY 2002

MEDIA TYPE	CUME PERSONS	CUME RATING	NET CUME REACH	NET CUME REACH	
				0%	50%
ENTERCOM	49,700	53.4	53.4		
TIMES**WD*AUTO CLAS.	19,800	21.3	21.3		
TIMES**SN*AUTO CLAS	17,800	19.1	36.4		
<b>MEDIA SUMMARY</b>					
RADIO	49,700	53	53		
PRINT MEDIA	37,600	40	36.4		
TOTAL	87,300	93	70.4		

MEDIA MIX HAS A MAXIMUM REACH OF 65,400 PERSONS IN THE TARGET AUDIENCE



# The Media Audit

Did you know that...

Adding Entercom Radio's reach (of over half the planned new vehicle purchasers) with the Times-Picayune auto sections will nearly double the reach potential of planned new vehicle purchasers to 70%.

Report: AD CAMPAIGN PLANNER REPORT      ADULTS AGE 18 +  
 Target: PLAN BUY--NEW CAR/VAN/TRUCK/SPORT UTILITY  
 Market: NEW ORLEANS, LA for APR-MAY 2002

MEDIA TYPE	CUME PERSONS	CUME RATING	NET CUME REACH	NET CUME REACH	
				0%	50%
ENTERCOM	49,700	53.4	53.4		
TIMES**VD*AUTO CLAS.	19,800	21.3	21.3		
TIMES**SN*AUTO CLAS	17,800	19.1	36.4		
<b>MEDIA SUMMARY</b>					
RADIO	49,700	53	53.4		
PRINT MEDIA	37,600	40	36.4		
TOTAL	87,300	93	70.4		

MEDIA MIX HAS A MAXIMUM REACH OF 65,400 PERSONS IN THE TARGET AUDIENCE



# The Media Audit

## Auto Sections Exclusive to THE MEDIA AUDIT

THE MEDIA AUDIT offers Entercom a unique opportunity to be more effective in going after the substantial automotive dollars in the Times-Picayune as THE MEDIA AUDIT is the only local market qualitative service to have auto section readership.

Newspaper section information cuts readership to realistic levels and offers Entercom a level playing field to pursue the lucrative auto ad market.

With some minor modifications Entercom New Orleans can use this presentation with its auto dealers.

