

Report: MEDIA PROFILE REPORT
Market: PHILADELPHIA, PA for JAN-MAR 2007
Bases: ADULTS AGE 18+
Media: WIP
Target: HOME OWNER--DWELLING UNIT--OWNED

THE MEDIA AUDIT

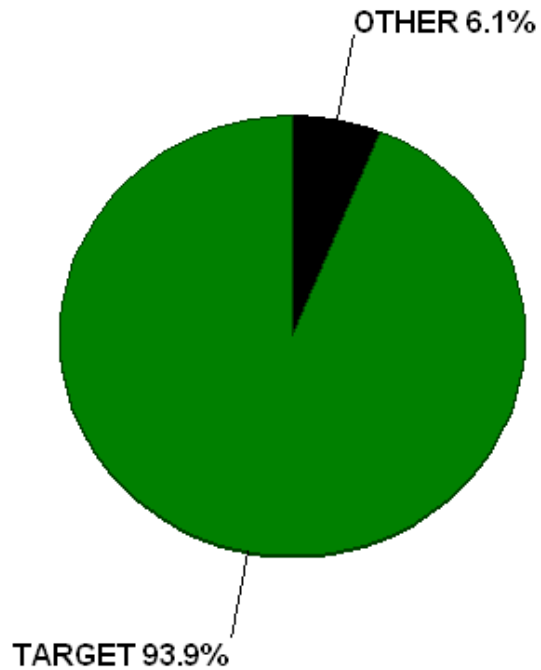
All Groups

Media Persons: 401,400

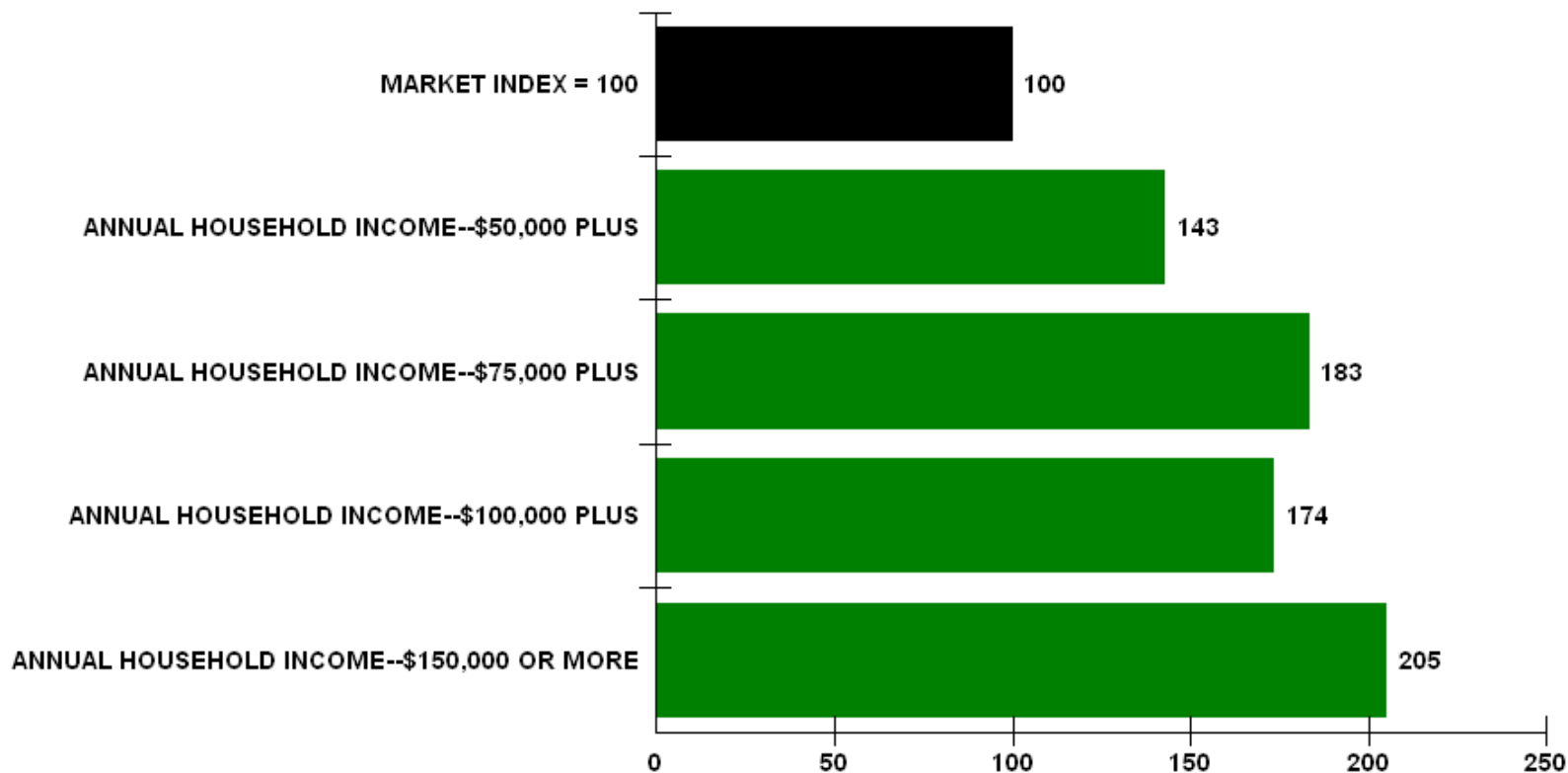
Target Percent: 93.9%

Target Persons: 377,000

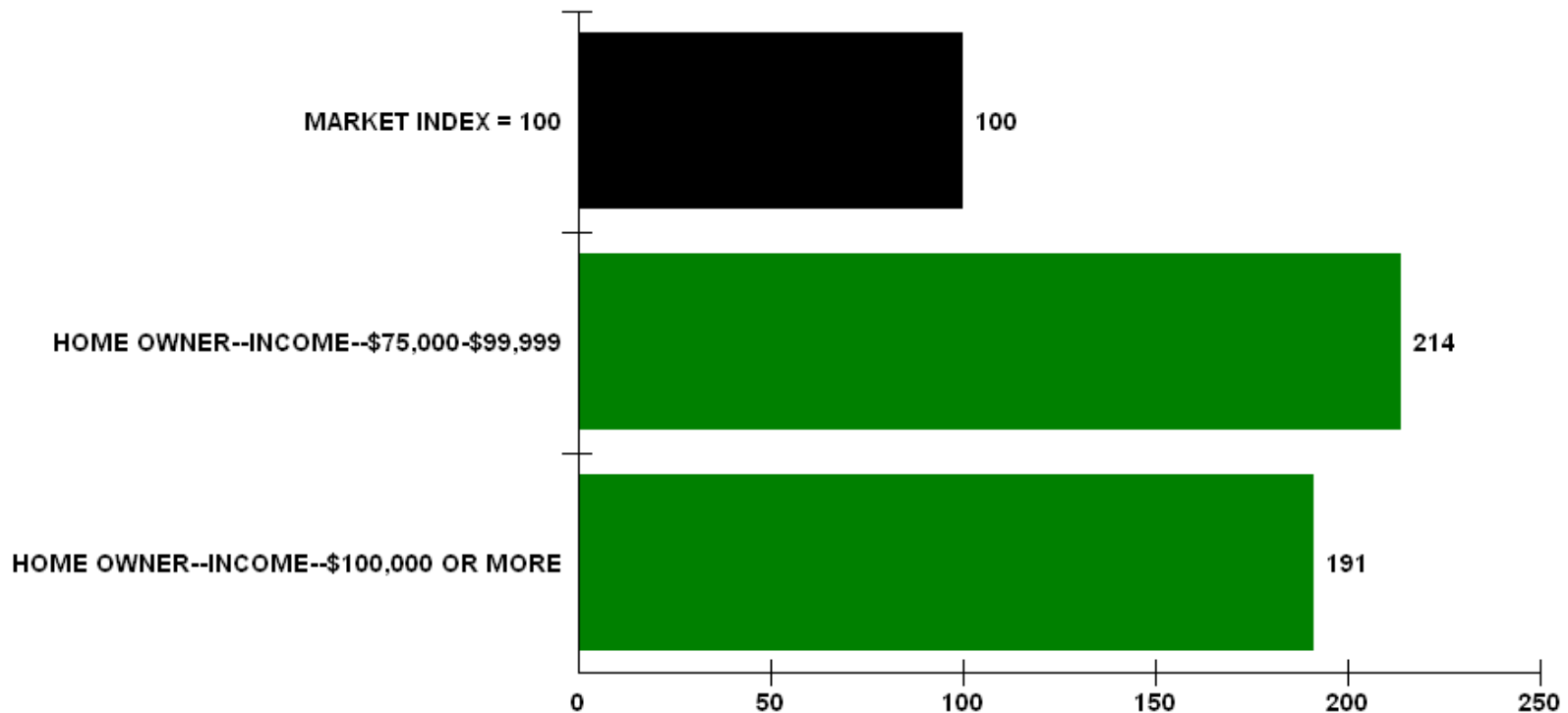
94% of WIP Listeners are Home Owners



WIP Outperforms the Market in Upper Incomes



WIP Listeners are 91% More Likely to be Home Owners with \$100,000+ Income



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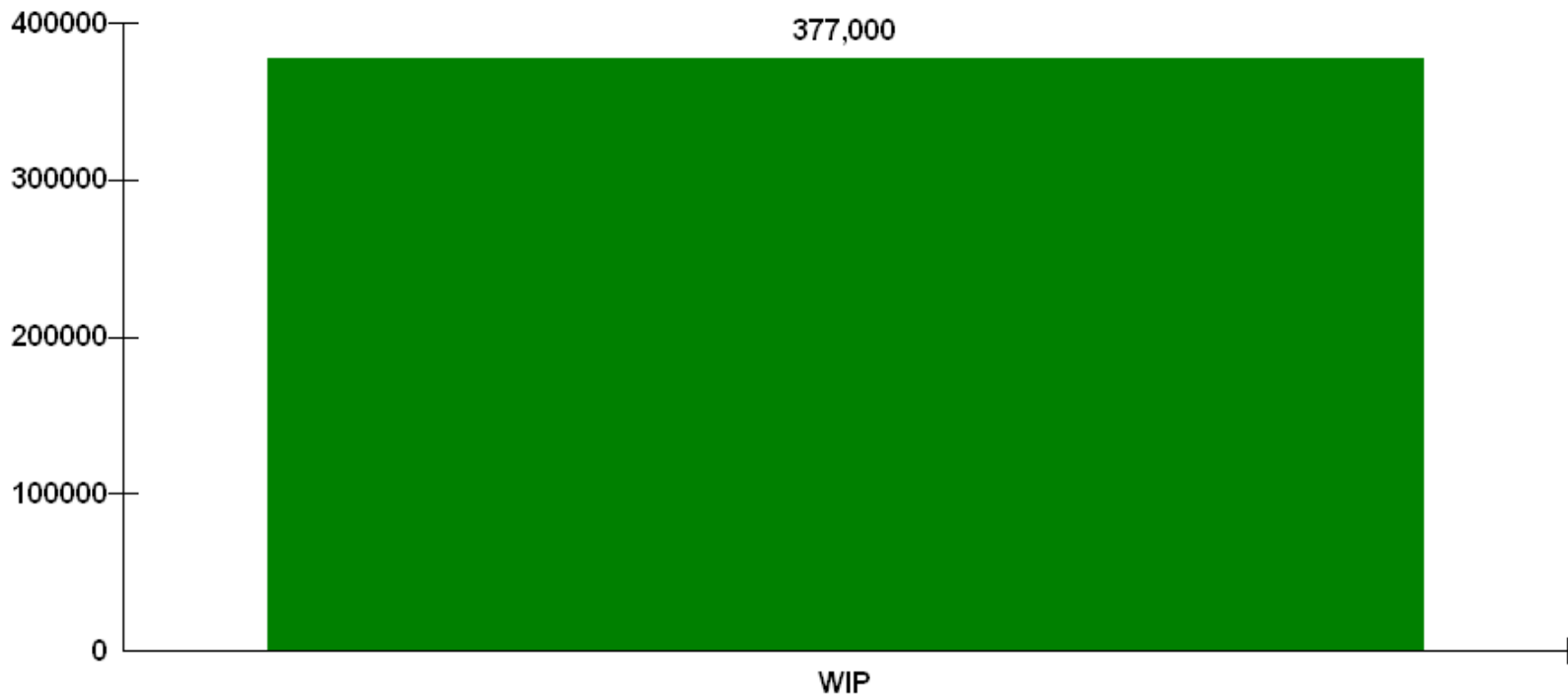
Cume Ratings

Base Population: 3,914,800

% In Target: 75.3%

Target Persons: 2,946,100

WIP Reaches 377,000 Home Owners





Report: RANKER REPORT
Market: PHILADELPHIA, PA for JAN-MAR 2007
Bases: ADULTS AGE 18+
Target: ANNUAL HOUSEHOLD INCOME--\$75,000 PLUS

THE MEDIA AUDIT

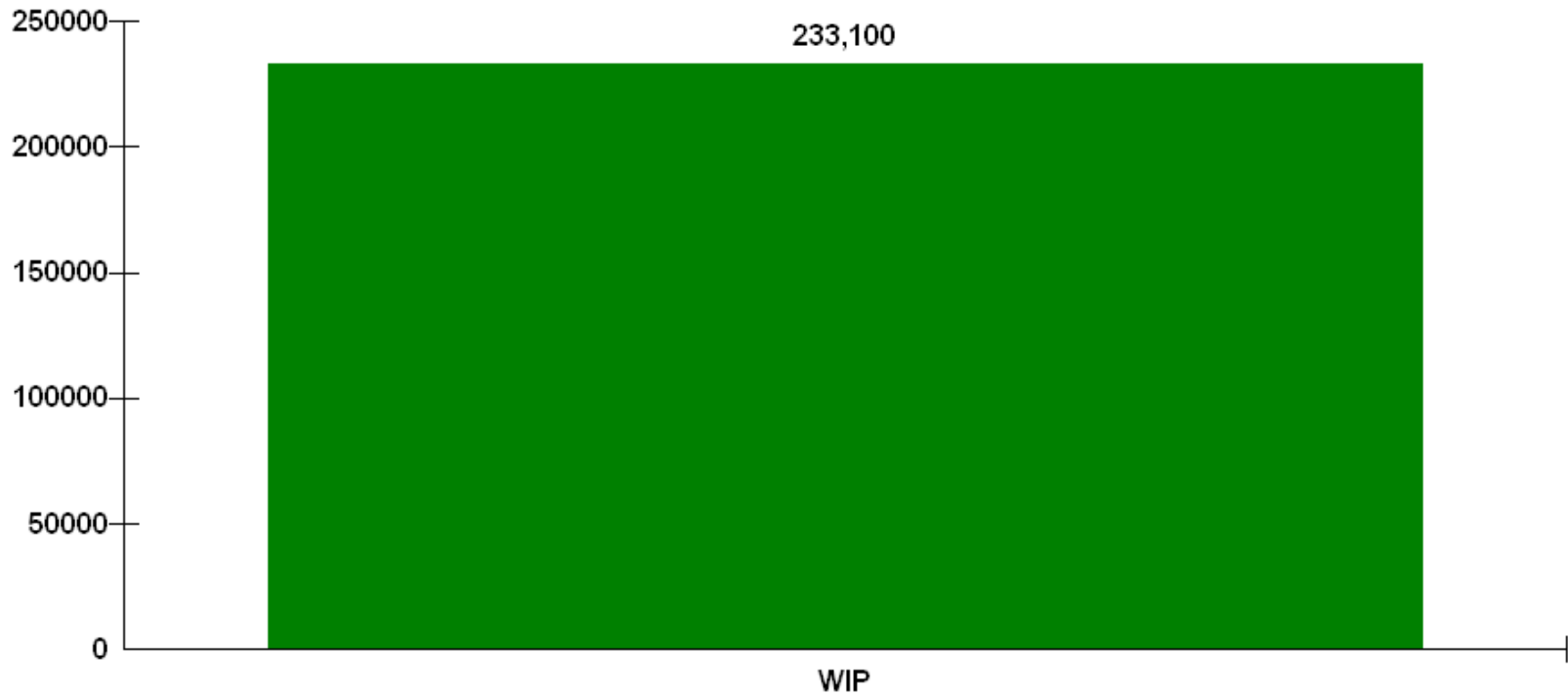
Cume Ratings

Base Population: 3,914,800

% In Target: 31.7%

Target Persons: 1,240,000

WIP Reaches 233,100 Adults with \$75,000+ Household Income





Report: RANKER REPORT
Market: PHILADELPHIA, PA for JAN-MAR 2007
Bases: ADULTS AGE 18+
Target: PLAN TO BUY A HOME DURING NEXT 2 YEARS

THE MEDIA AUDIT

Cume Ratings

Base Population: 3,914,800

% In Target: 14.6%

Target Persons: 570,700

WIP Reaches 41,400 Adults Planning to Buy a Home

