

V-103

Atlanta's BIG Station



## REACHING CINGULAR'S BEST CUSTOMER PROSPECTS IN THE ATLANTA MARKET

**Presented by:**  
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**V-103 WVEE-FM**

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## V-103 Delivers the Cingular Target Demo of 18-49.

Report: MEDIA PROFILE REPORT  
Market: ATLANTA, GA for NOV-DEC 2004  
Base: ADULTS  
Media: WVVE-FM  
Target: ADULTS--AGE 18-49

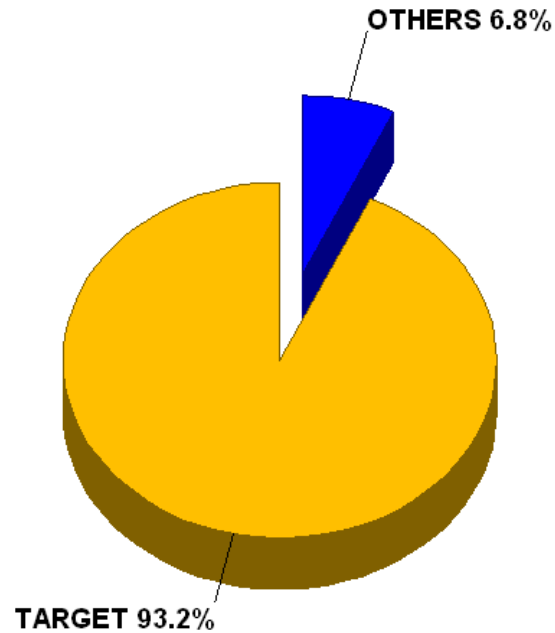
Target Analysis

Media Persons: 583,000

% In Target Audience: 93.2%

Target Audience: 543,200

**93.2% of V-103 Adult Listeners are 18-49**

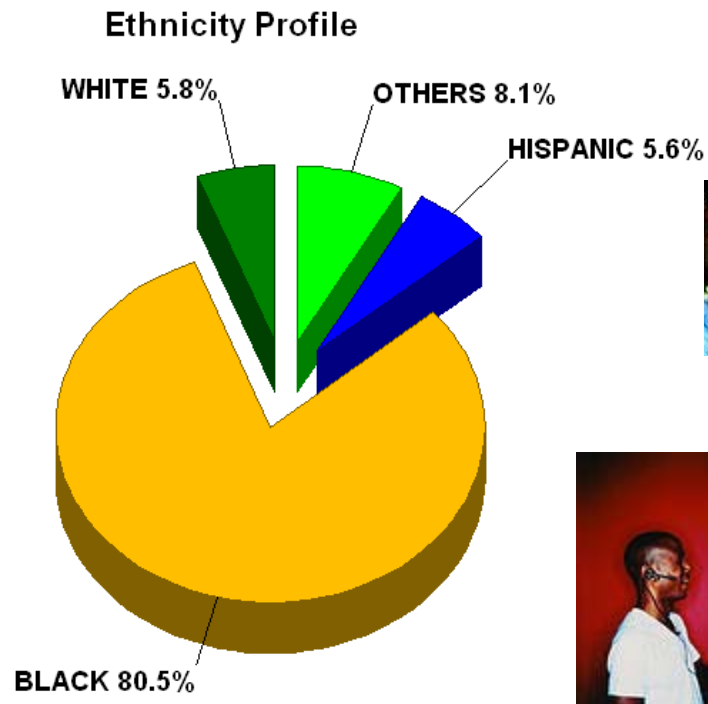


## V-103 Delivers Atlanta's Diverse Ethnic Marketplace

Report: MEDIA PROFILE REPORT  
Market: ATLANTA, GA for NOV-DEC 2004  
Base: ADULTS  
Media: WVVE-FM

Ethnicity Profile

Media Persons: 583,000



## Over Three-Fourths of V-103 Listeners are Cell Phone Users

Report: MEDIA PROFILE REPORT  
Market: ATLANTA, GA for NOV-DEC 2004  
Base: ADULTS  
Media: WVVE-FM  
Target: NOW OWN A CELLULAR PHONE

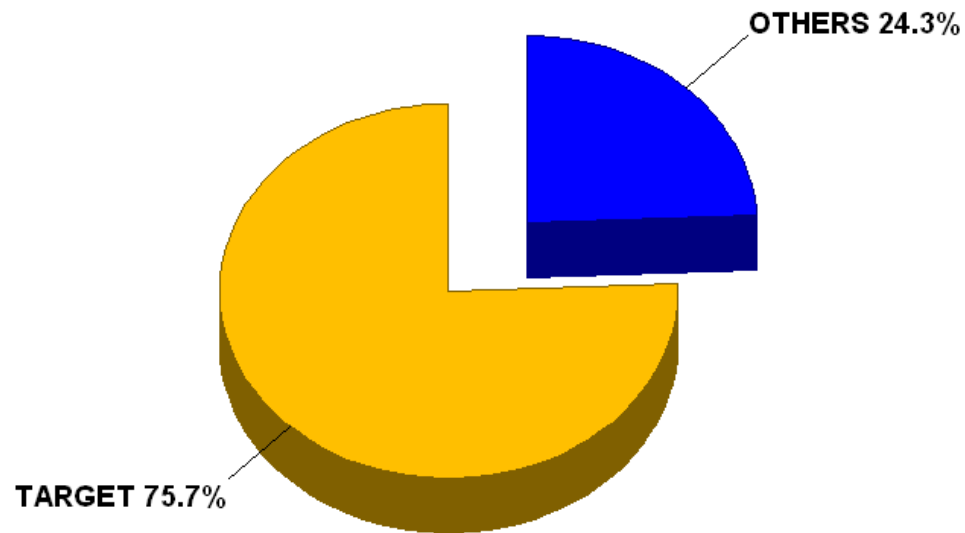
Target Analysis

Media Persons: 583,000

% In Target Audience: 75.7%

Target Audience: 441,200

### 76% of V-103 Listeners are Cell Phone Users



## Over 76% of V-103 18-49 Listeners are Cell Phone Users

Report: MEDIA PROFILE REPORT  
Market: ATLANTA, GA for NOV-DEC 2004  
Base: ADULTS--AGE 18-49  
Media: WVVE-FM  
Target: CELLULAR PHONE--OWN

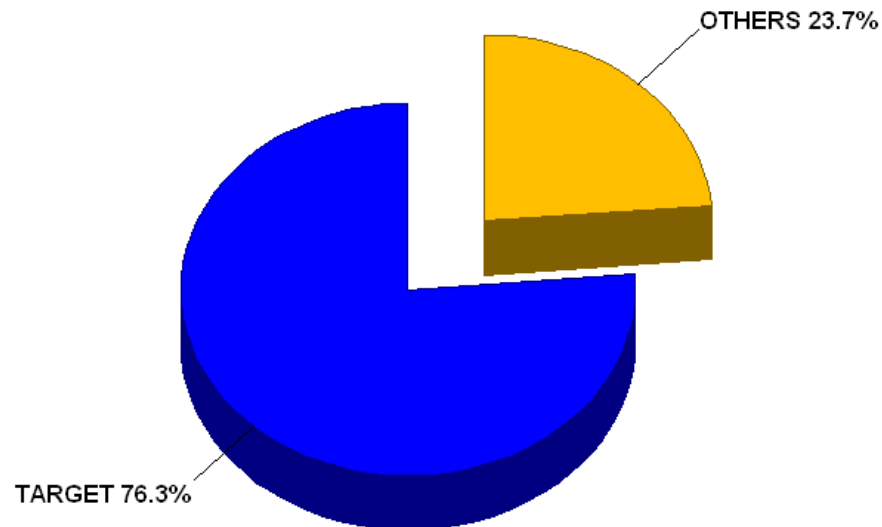
Target Analysis

Media Persons: 543,100


% In Target Audience: 76.3%

Target Audience: 414,600

### 76.3% of V-103 18-49 Listeners are Cell Phone Users



## More of V-103 18-49 Year-Old Listeners Have Chosen Cingular than any other Cell Phone Service.

Report:	COMPOSITION REPORTS	
Market:	ATLANTA, GA for NOV-DEC 2004	
Base:	ADULTS--AGE 18-49	
Media:	WVEE-FM	
Total Audience: 2,295,500		
		
Target		Media Persons
	CELLULAR CARRIER--CINGULAR [AT&T]	122,800
	CELLULAR CARRIER--NEXTEL	22,700
	CELLULAR CARRIER--SPRINT PCS	53,500
	CELLULAR CARRIER--T-MOBILE	51,100
	CELLULAR CARRIER--VERIZON WIRELESS	80,500



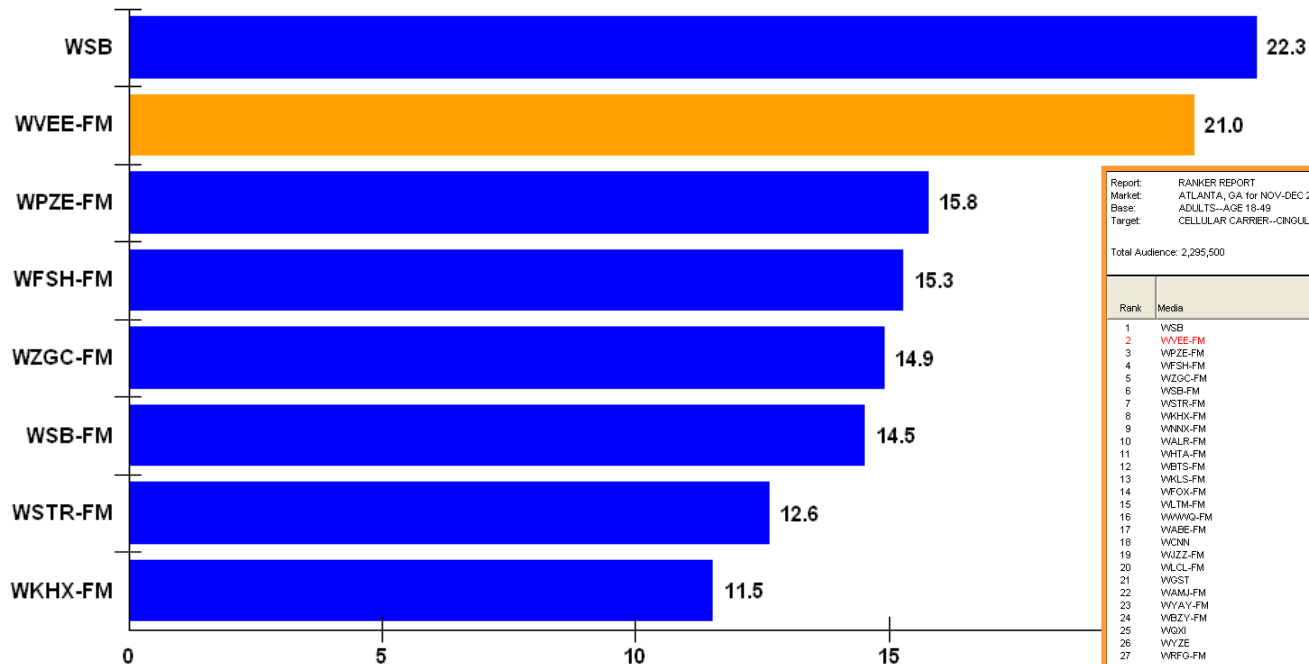
## V-103 is a Market Leader in Delivering 18-49 Cingular Customers... with only one station of Atlanta's 35 stations reaching more.

Report: RANKER REPORT Cume Ratings  
 Market: ATLANTA, GA for NOV-DEC 2004  
 Base: ADULTS--AGE 18-49  
 Target: CELLULAR CARRIER--CINGULAR [AT&T]

Total Audience: 2,295,500 Target Audience: 584,000



### 18-49 Cingular Customers



Report: RANKER REPORT  
 Market: ATLANTA, GA for NOV-DEC 2004  
 Base: ADULTS--AGE 18-49  
 Target: CELLULAR CARRIER--CINGULAR [AT&T]

Total Audience: 2,295,500 % in Target Audience

Rank	Media	Cume Persons	Cume Rating
1	WSB	130,000	22.3
2	WVEE-FM	122,800	21.0
3	WPZE-FM	92,200	15.8
4	WFSH-FM	89,300	15.3
5	WZGC-FM	87,100	14.9
6	WSB-FM	84,900	14.5
7	WSTR-FM	73,800	12.6
8	WKHX-FM	67,400	11.5
9	WNNX-FM	66,200	11.3
10	WALR-FM	59,800	10.2
11	WHTA-FM	56,900	9.7
12	WBTS-FM	55,400	9.5
13	WKLS-FM	54,200	9.3
14	WFOX-FM	46,300	7.9
15	WLTN-FM	37,800	6.5
16	WWWG-FM	31,200	5.3
17	WABE-FM	30,700	5.3
18	WCNN	29,900	5.1
19	WJZZ-FM	29,200	4.8
20	WLCL-FM	27,500	4.7
21	WGST	26,800	4.6
22	WAMJ-FM	24,900	4.3
23	WYAY-FM	24,600	4.2
24	WISY-FM	22,500	3.9
25	WQXI	20,400	3.5
26	WYZE	12,600	2.2
27	WRFG-FM	12,000	2.1
28	WWEY-FM	9,200	1.6
29	WCLK-FM	7,800	1.3
30	WRAS-FM	6,100	1.0
31	WGKA	3,900	0.7
32	WDND	2,900	0.5
33	WVVA-FM	2,400	0.4
34	WMLB	1,400	0.2
35	WACK	*	*

Source: **The Media Audit** Atlanta, GA Nov-Dec 2004

## V-103 Reaches SUBSTANTIALLY MORE 18-49 Cell Phone Owners Than any of its Format Competitors

Report: RANKER REPORT  
Market: ATLANTA, GA for NOV-DEC 2004  
Base: ADULTS--AGE 18-49  
Target: CELLULAR PHONE--OWN

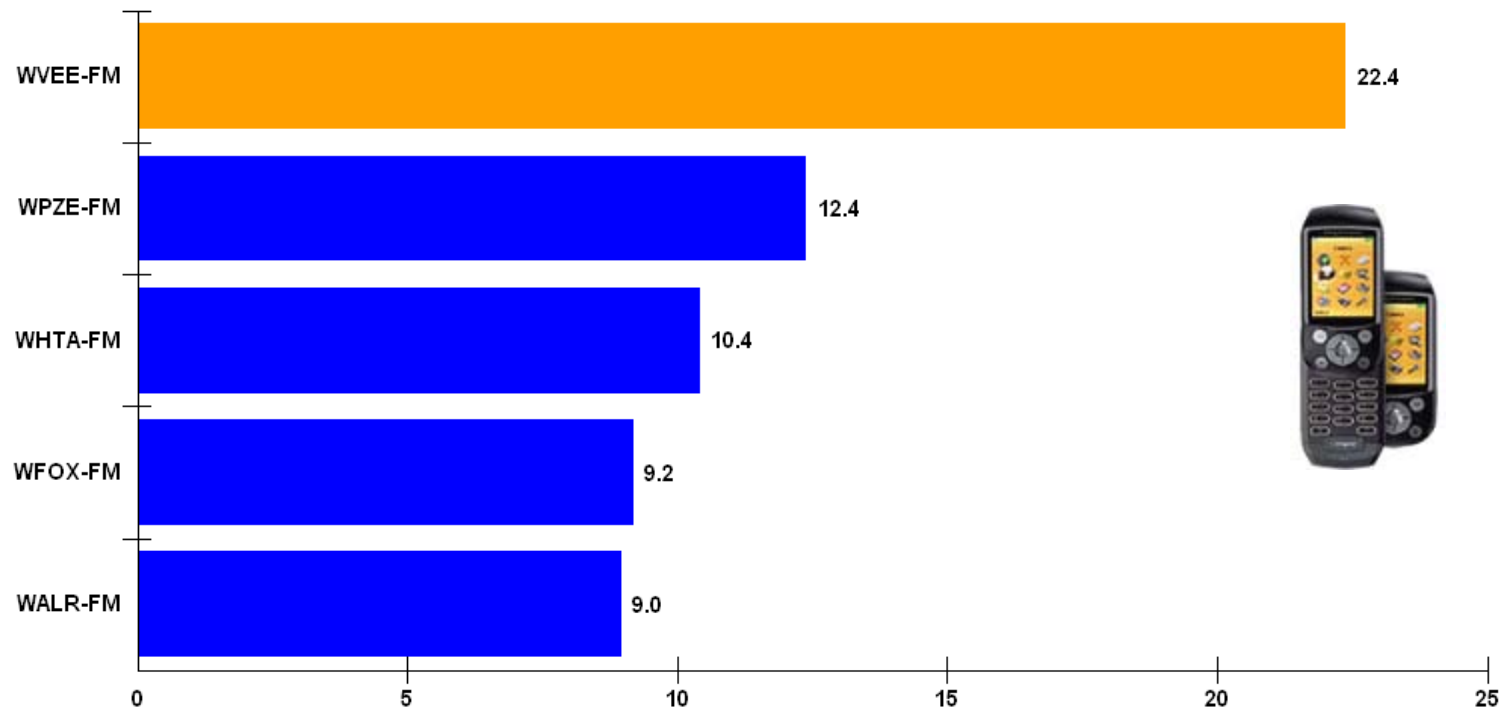
Cume Ratings

Total Audience: 2,295,500

% In Target Audience: 80.7%

Target Audience: 1,852,000

### 18-49 Year-Old Cell Phone Owners



Source: **The Media Audit** Atlanta, GA Nov-Dec 2004



## V-103 Reaches SUBSTANTIALLY MORE 18-49 CINGULAR CUSTOMERS Than any of its Format Competitors

