

Reaching

CLEVELAND BROWNS FANS



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# Each CLEAR CHANNEL-CLEVELAND Station outperforms the market and is HIGHLY TARGETED In Reaching CLEVELAND BROWNS FANS

Report: MARKET INDEX REPORT, MULTIPLE MEDIA SINGLE TARGET  
 Market: CLEVELAND, OH for DEC '04-JAN 2005  
 Base: ADULTS  
 Target: FOLLOW SPORT ON RADIO--CLEVELAND BROWNS

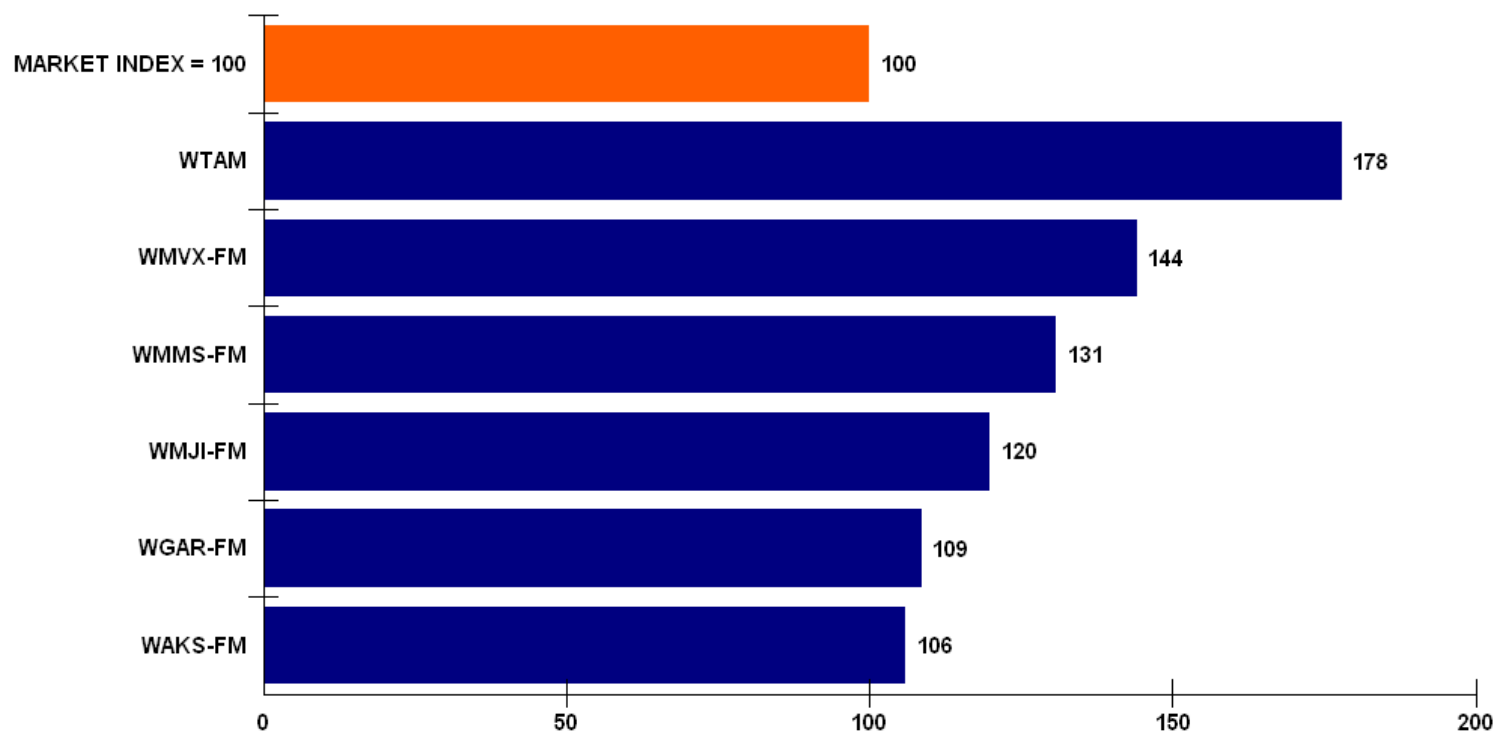
Cume Index

Base Population: 1,613,800

% In Target: 43.9%

Target Persons: 706,800

## CLEVELAND BROWNS FANS -- FOLLOW ON RADIO



**CLEAR CHANNEL-CLEVELAND reaches MORE CLEVELAND BROWNS FANS than ANY Section of the Plain Dealer...and MORE than ALL WEELDAY SECTIONS COMBINED.**

Report:	RANKER REPORT			
Market:	CLEVELAND, OH for DEC '04-JAN 2005			
Base:	ADULTS			
Target:	FOLLOW SPORT ON RADIO--CLEVELAND BROWNS			
Base Population: 1,613,800		% In Target: 43.9%		
Rank	Media	Cume Persons	Cume Rating	
1	PLAIN DEALER**SUNDAY	529,500	74.7	0 25 50 75
2	<b>CLEAR CHANNEL RADIO</b>	<b>509,600</b>	<b>71.9</b>	
3	PLAIN DEALER*WEEKDAY	441,700	62.3	
4	C.P.D.*SN*SECTION 1	396,900	56.0	
5	C.P.D.*WD*SECTION 1	348,700	49.2	
6	C.P.D.*SN*SPORTS SEC	338,000	47.7	
7	C.P.D.*WD*SPORTS SEC	305,400	43.1	
8	C.P.D.*SN*BUSINESS S	190,600	26.9	
9	C.P.D.*SN*TV BOOK	181,700	25.6	
10	C.P.D.*WD*BUSINESS S	175,300	24.7	
11	C.P.D.*SN*NH NEWS S.	157,300	22.2	
12	C.P.D.*SN*MOVIE/ENT.	143,900	20.3	
13	C.P.D.*SN*FOOD SEC.	127,500	18.0	
14	C.P.D.*WD*MOVIE/ENT.	127,300	18.0	
15	C.P.D.*WD*NH NEWS S.	119,400	16.8	
16	C.P.D.*SN*LIFE/FASHN	116,000	16.4	
17	C.P.D.*SN*TRAVEL S.	115,000	16.2	
18	C.P.D.*SN*CLASSIF AD	114,300	16.1	
19	C.P.D.*WD*FOOD SEC.	111,000	15.7	
20	C.P.D.*WD*LIFE/FASHN	98,900	14.0	
21	C.P.D.*SN*HOME SEC.	92,600	13.1	
22	C.P.D.*WD*CLASSIF AD	91,300	12.9	
23	C.P.D.*SN*AUTO CLAS	74,100	10.5	
24	C.P.D.*SN*EMPLOY CLS	65,700	9.3	
25	C.P.D.*WD*AUTO CLAS.	58,600	8.3	
26	C.P.D.*WD*EMPLOY CLS	49,800	7.0	



























## THE SAME IS TRUE ON THE MARKET'S ADULT POPULATION.

**CLEAR CHANNEL-CLEVELAND reaches MORE ADULTS IN THE MARKET than ANY Section of the Plain Dealer...and MORE than ALL WEEKDAY SECTIONS COMBINED.**

Report: RANKER REPORT  
 Market: CLEVELAND, OH for DEC '04-JAN 2005  
 Base: ADULTS  
 Target: ADULTS--AGE 18 +

Base Population: 1,613,800

% In Target: 100.0%

Rank	Media	Cume Persons	Cume Rating	
				0                      22                      45                      68
1	PLAIN DEALER**SUNDAY	1,094,400	67.8	
2	<b>CLEAR CHANNEL RADIO</b>	<b>918,300</b>	<b>56.9</b>	
3	PLAIN DEALER*WEEKDAY	868,000	53.8	
4	C.P.D.*SN*SECTION 1	778,300	48.2	
5	C.P.D.*WD*SECTION 1	673,200	41.7	
6	C.P.D.*SN*SPORTS SEC	447,900	27.8	
7	C.P.D.*WD*SPORTS SEC	398,400	24.7	
8	C.P.D.*SN*BUSINESS S	379,000	23.5	
9	C.P.D.*SN*TV BOOK	369,200	22.9	
10	C.P.D.*WD*BUSINESS S	348,700	21.6	
11	C.P.D.*SN*MOVIE/ENT.	341,400	21.2	
12	C.P.D.*SN*NH NEWS S.	338,400	21.0	
13	C.P.D.*SN*FOOD SEC.	313,700	19.4	
14	C.P.D.*WD*MOVIE/ENT.	287,300	17.8	
15	C.P.D.*WD*FOOD SEC.	278,200	17.2	
16	C.P.D.*SN*LIFE/FASHN	276,900	17.2	
17	C.P.D.*WD*NH NEWS S.	269,300	16.7	
18	C.P.D.*SN*CLASSIF AD	255,200	15.8	
19	C.P.D.*SN*TRAVEL S.	253,600	15.7	
20	C.P.D.*WD*LIFE/FASHN	229,500	14.2	
21	C.P.D.*SN*HOME SEC.	208,000	12.9	
22	C.P.D.*WD*CLASSIF AD	196,200	12.2	
23	C.P.D.*SN*EMPLOY CLS	170,300	10.6	
24	C.P.D.*SN*AUTO CLAS	160,000	9.9	
25	C.P.D.*WD*AUTO CLAS.	129,100	8.0	
26	C.P.D.*WD*EMPLOY CLS	127,400	7.9	














## CLEAR CHANNEL REACHES 72% OF BROWN FANS

### And is a Leading “Network” in Reaching Cleveland Browns Fans

Report: RANKER REPORT  
 Market: CLEVELAND, OH for DEC '04-JAN 2005  
 Base: ADULTS  
 Target: FOLLOW SPORT ON RADIO--CLEVELAND BROWNS

Base Population: 1,613,800

% In Target: 43.9%

Rank	Media	Cume Persons	Cume Rating	
				0                      30                      61                      92
1	C 8 WJW FOX TOTAL	632,400	89.2	
2	C 5 WEWS ABC TOTAL	609,800	86.0	
3	C 3 WKYC NBC TOTAL	605,200	85.4	
4	C19 WOIO CBS TOTAL	563,700	79.5	
5	<b>CLEAR CHANNEL RADIO</b>	<b>509,600</b>	<b>71.9</b>	
6	C43 WJAB UPN TOTAL	450,100	63.5	
7	C25 WWJZ PBS TOTAL	304,600	43.0	
8	C55 WBNX WB TOTAL	229,400	32.4	
9	C23 WWPX PAX TOTAL	174,600	24.6	
10	C52 WGGN TBN TOTAL	67,900	9.6	
11	C61 WGHS UNI TOTAL	64,600	9.1	
12	C68 WMFD IND TOTAL	27,500	3.9	
13	C67 WOAC IND TOTAL	17,900	2.5	

But here is the truly important point of differentiation.... 

**CLEAR CHANNEL is much more HIGHLY TARGETED in Reaching Brown Fans Than ANY Cleveland TV station.**

**Clear Channel Listeners outperform the Market by 26%.**

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 Base: ADULTS  
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Cume Index

Base Population: 1,613,800

% In Target: 43.9%

Target Persons: 708,800

**CLEVELAND BROWNS FANS -- FOLLOW ON RADIO**

