



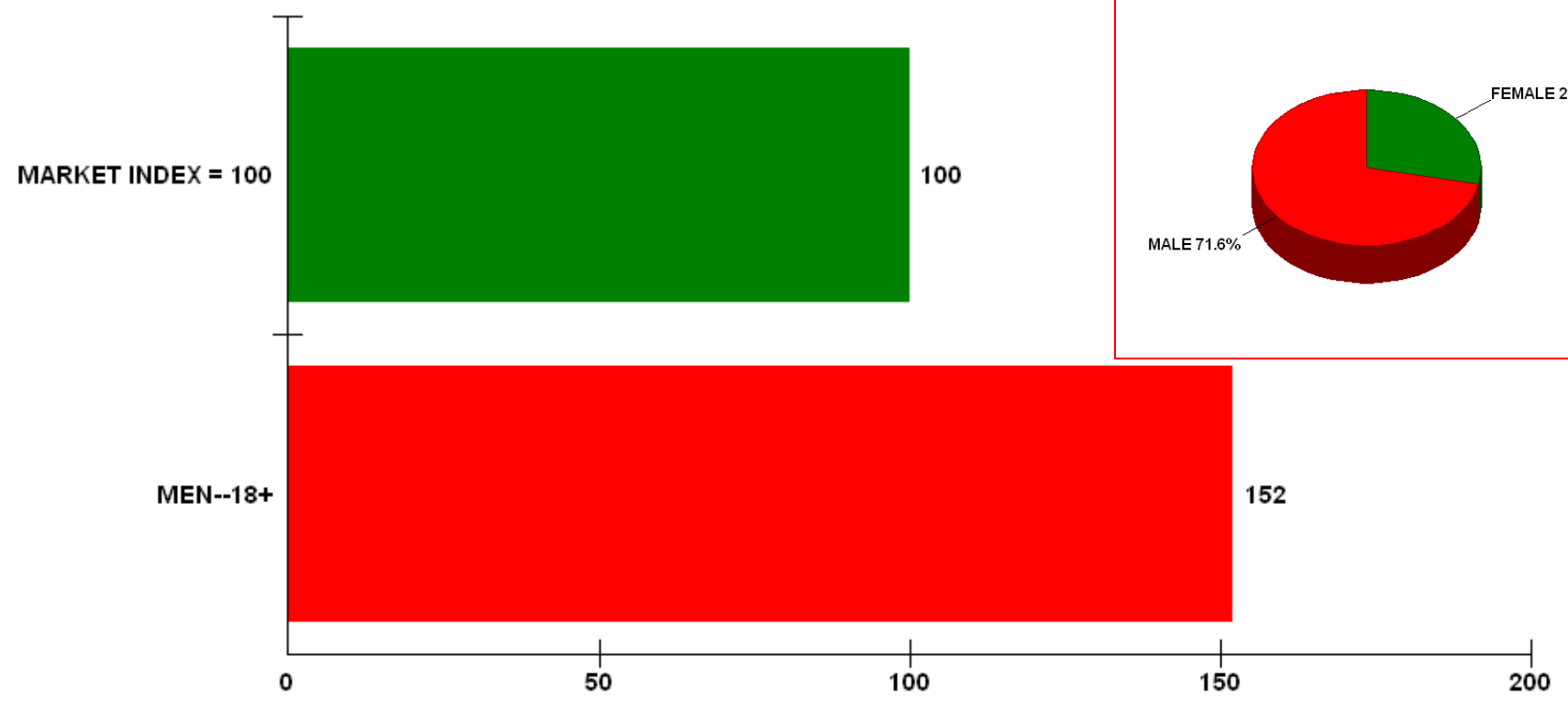
# WPGB-FM IS HIGHLY TARGETED & EFFICIENT IN REACHING MEN

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: PITTSBURGH, PA for MAR-APR 2008  
Bases: ADULTS AGE 18+  
Media: WPGB-FM

THE MEDIA AUDIT

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## WPGB-FM LISTENERS ARE 52% MORE LIKELY THAN MARKET AVG TO BE MEN





# WPGB-FM IS HIGHLY TARGETED & EFFICIENT IN REACHING MEN AGE 35-64

Report: MEDIA PROFILE REPORT  
Market: PITTSBURGH, PA for MAR-APR 2008  
Bases: MEN--18+  
Media: WPGB-FM  
Target: ADULTS--AGE 35-64

THE MEDIA AUDIT

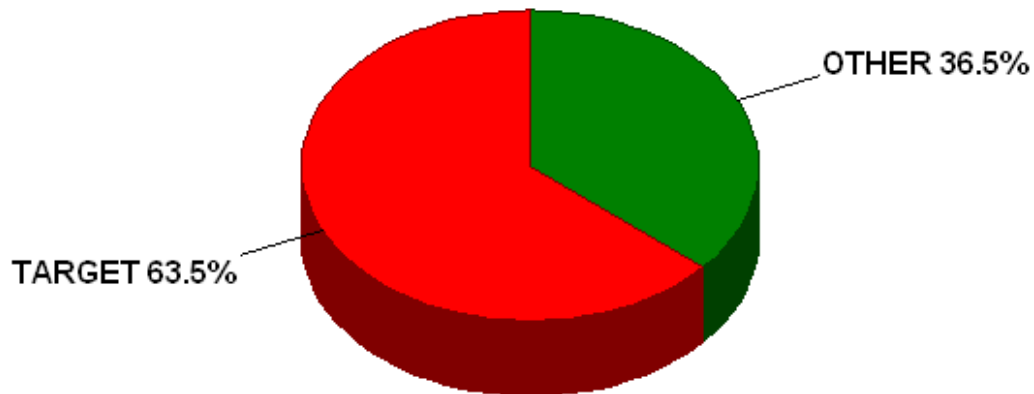
All Groups

Media Persons: 113,300

Target Percent: 63.5%

Target Persons: 72,000

63.5% OF WPGB-FM MALE LISTENERS ARE AGE 35-64





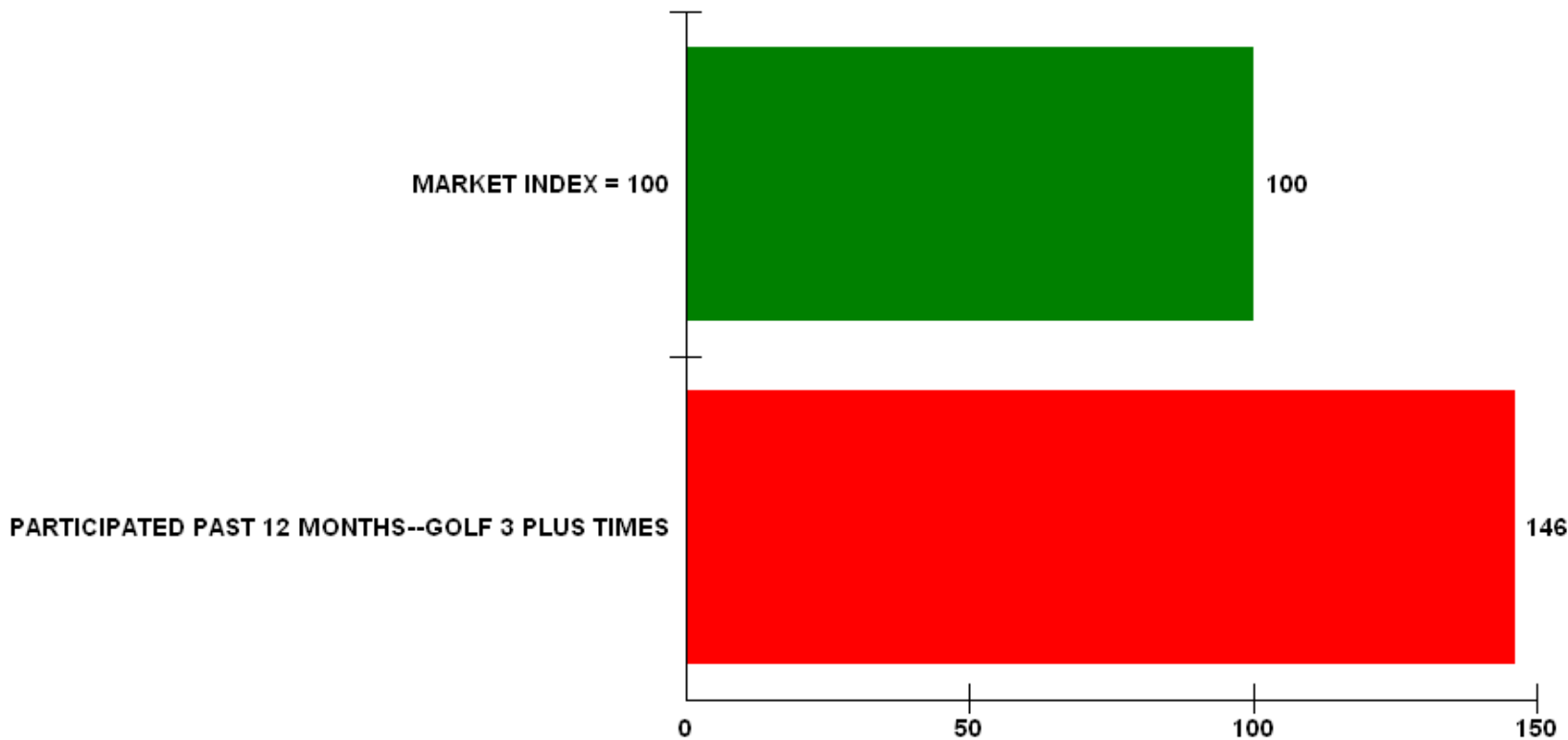
# WPGB-FM IS HIGHLY TARGETED & EFFICIENT IN REACHING GOLFERS

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: PITTSBURGH, PA for MAR-APR 2008  
Bases: ADULTS AGE 18+  
Media: WPGB-FM

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## WPGB-FM LISTENERS ARE 46% MORE LIKELY TO BE GOLFERS

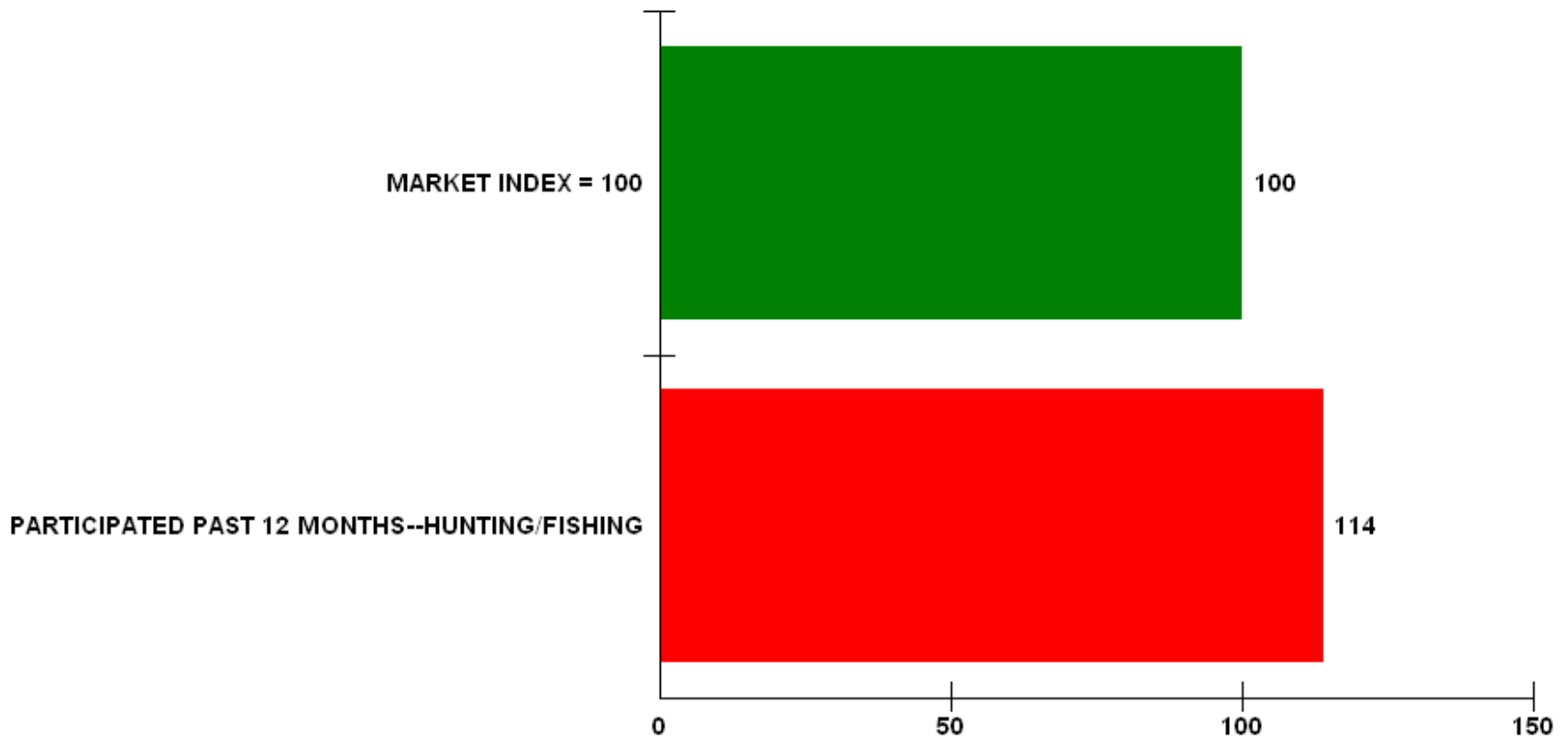




# WPGB-FM IS HIGHLY TARGETED & EFFICIENT IN REACHING THOSE WHO HUNT / FISH

Market: PITTSBURGH, PA for MAR-APR 2008  
Bases: ADULTS AGE 18+  
Media: WPGB-FM

## WPGB-FM LISTENERS ARE 14% MORE LIKELY TO HUNT/FISH





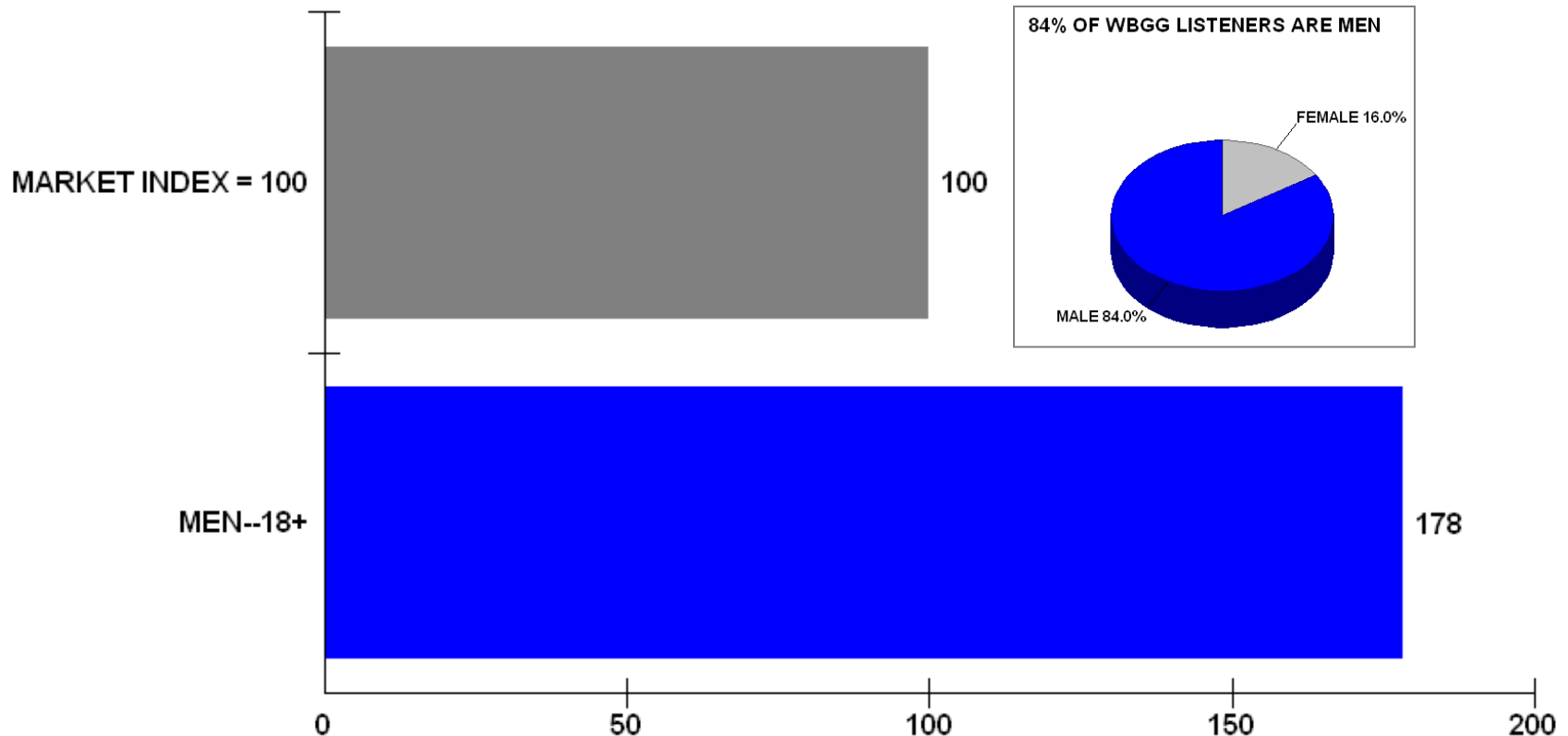
# WBGG IS HIGHLY TARGETED & EFFICIENT IN REACHING MEN

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: PITTSBURGH, PA for MAR-APR 2008  
Bases: ADULTS AGE 18+  
Media: WBGG

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## WBGG LISTENERS ARE 78% MORE LIKELY THAN MARKET AVG TO BE MEN





# WBGG IS HIGHLY TARGETED & EFFICIENT IN REACHING MEN Age 35-64

Report: MEDIA PROFILE REPORT  
Market: PITTSBURGH, PA for MAR, APR 2008  
Bases: MEN--18+  
Media: WBGG  
Target: ADULTS--AGE 35-64

THE MEDIA AUDIT

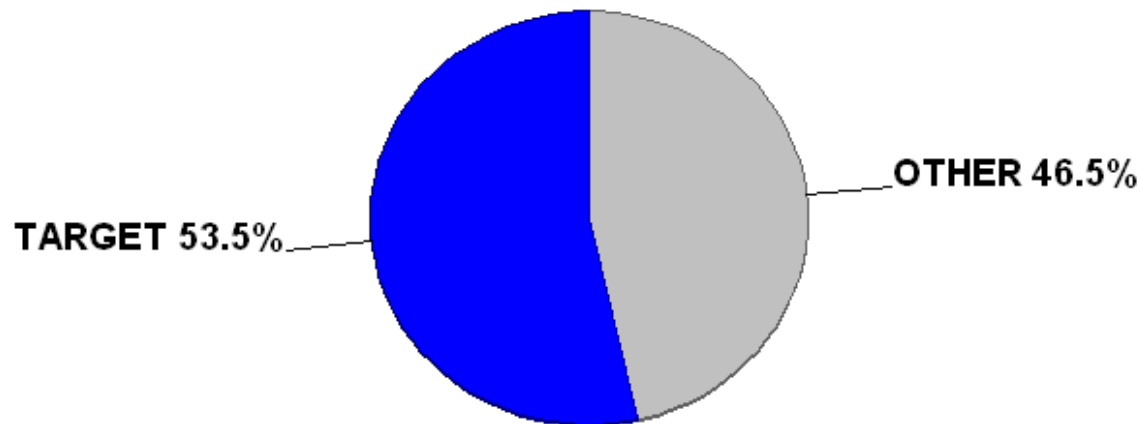
All Groups

Media Persons: 14,200

Target Percent: 53.5%

Target Persons: 7,600

## 54% of WBGG Male Listeners are Age 35-64





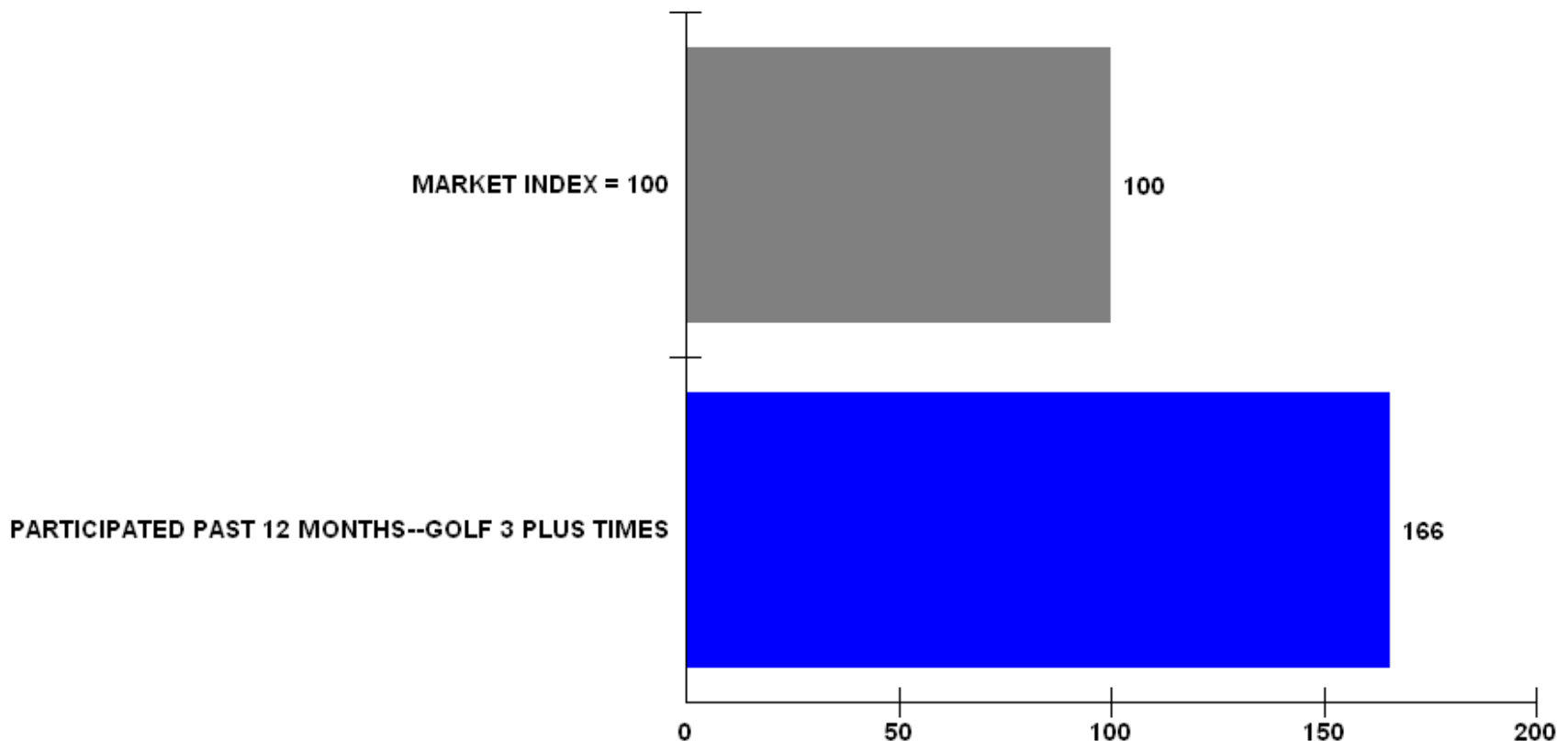
# WBGG IS HIGHLY TARGETED & EFFICIENT IN REACHING GOLFERS

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: PITTSBURGH, PA for MAR-APR 2008  
Bases: ADULTS AGE 18+  
Media: WBGG

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## WBGG LISTENERS ARE 66% MORE LIKELY TO PLAY GOLF





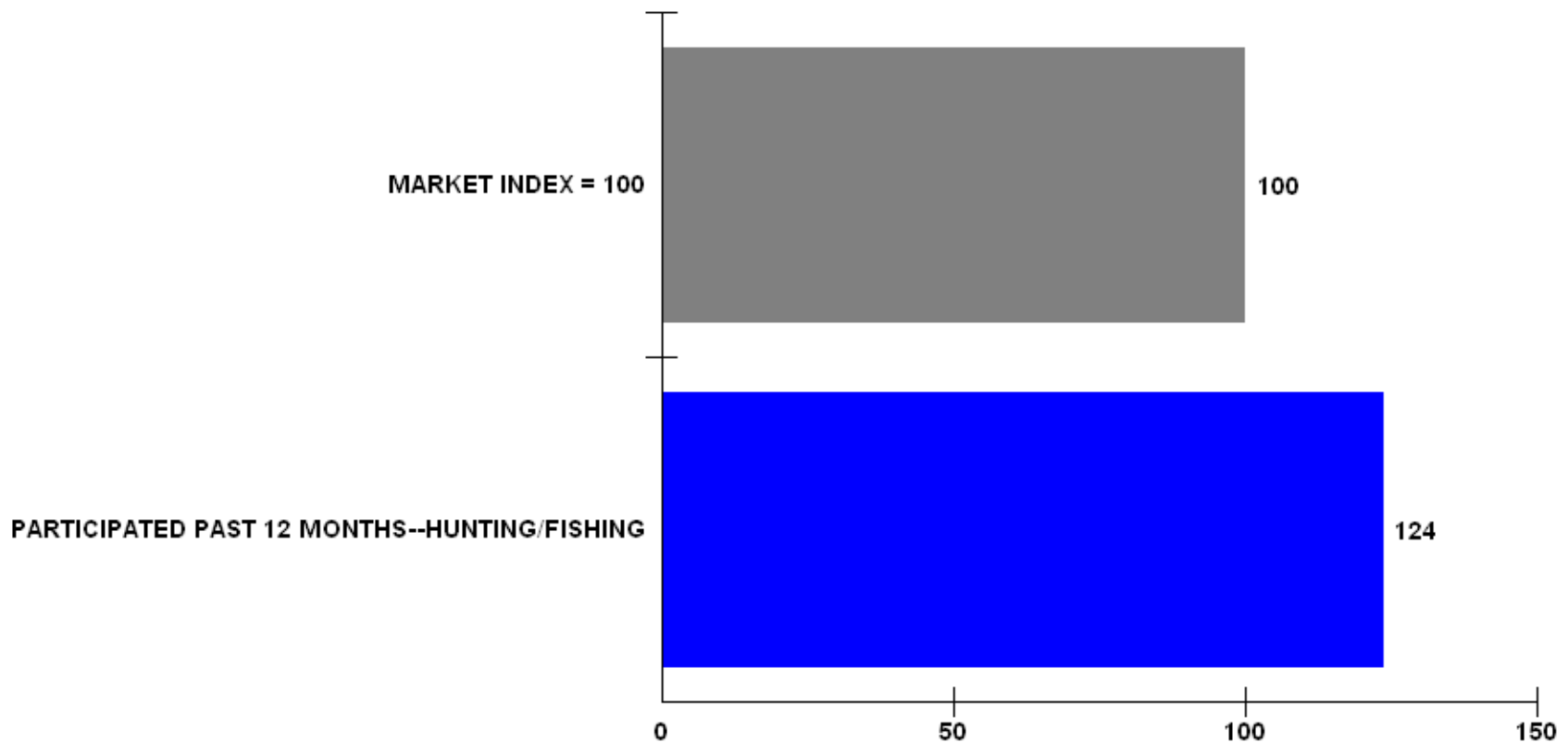
# WBGG IS HIGHLY TARGETED & EFFICIENT IN REACHING HUNTERS/FISHERMEN

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: PITTSBURGH, PA for MAR-APR 2008  
Bases: ADULTS AGE 18+  
Media: WBGG

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## WBGG LISTENERS ARE 24% MORE LIKELY TO HUNT/FISH







# WPGB-FM & WBGJ ARE MARKET LEADERS IN DELIVERING MEN 36-64 WHO GOLF OR HUNT/FISH

Report: RANKER REPORT  
 Market: PITTSBURGH, PA for MAR-APR 2008  
 Bases: PARTICIPATED PAST 12 MONTHS--HUNTING/FISHING \*OR\* PARTICIPATED PAST 12 MONTHS--GOLF 3 PLUS TIMES  
 Target: ADULTS--AGE 35-64

THE MEDIA AUDIT

Cume Ratings  
 Male Adults

Base Population: 397,000

% In Target: 54.1%

Target Persons: 214,800

Rank	Media	Cume Persons	Cume Rating	0	14	27	41
1	WDVE-FM	87,000	40.5				
2	KDKA	44,100	20.5				
3	WPGB-FM/WBGJ-AM	39,900	18.6				
4	WDSY-FM	37,400	17.4				
5	WRRK-FM	34,800	16.2				
6	WEAE	26,700	12.4				
7	WXDX-FM	23,100	10.8				
8	WSHH-FM	19,700	9.2				
9	WWSW-FM	17,200	8.0				
10	WZPT-FM	16,200	7.5				
11	WOGF/WOGG/WOGH/WOGI	15,900	7.4				
12	WORD-FM	15,800	7.4				
13	WOGF-FM	10,100	4.7				
14	WDUQ-FM	9,300	4.3				
15	WKST-FM	8,800	4.1				
16	WYEP-FM	8,200	3.8				
17	WJPA-FM	6,600	3.1				
18	WPTT	6,300	2.9				
19	WBZV-FM	5,900	2.7				
20	WOGI-FM	4,700	2.2				
21	KGV	4,100	1.9				
22	WPKL-FM	3,900	1.8				
23	WAMO-FM	3,700	1.7				
24	WLTJ-FM	3,600	1.7				
25	WQED-FM	3,500	1.6				
26	WAMO	2,900	1.4				
27	WMBS	2,200	1.0				
28	WLSW-FM	1,800	0.8				