



Reaching the Best Travel Prospects In the Cleveland Market



October, 2008

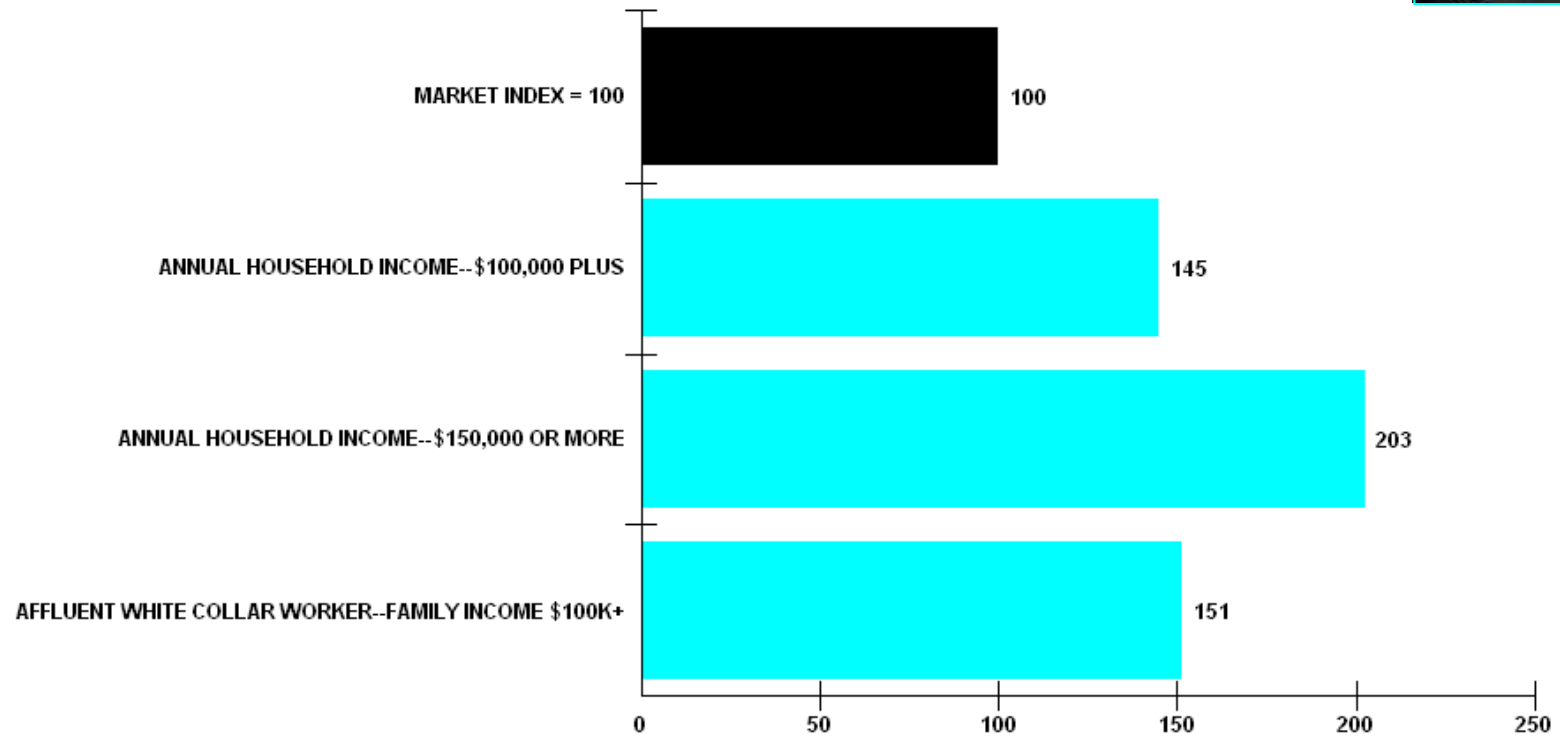
Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: CLEVELAND, OH for MAY-JUN 2008
Bases: ADULTS AGE 18+
Media: WDOK-FM



THE MEDIA AUDIT



WDOK OUTPERFORMS THE MARKET IN CLEVELAND'S AFFLUENT



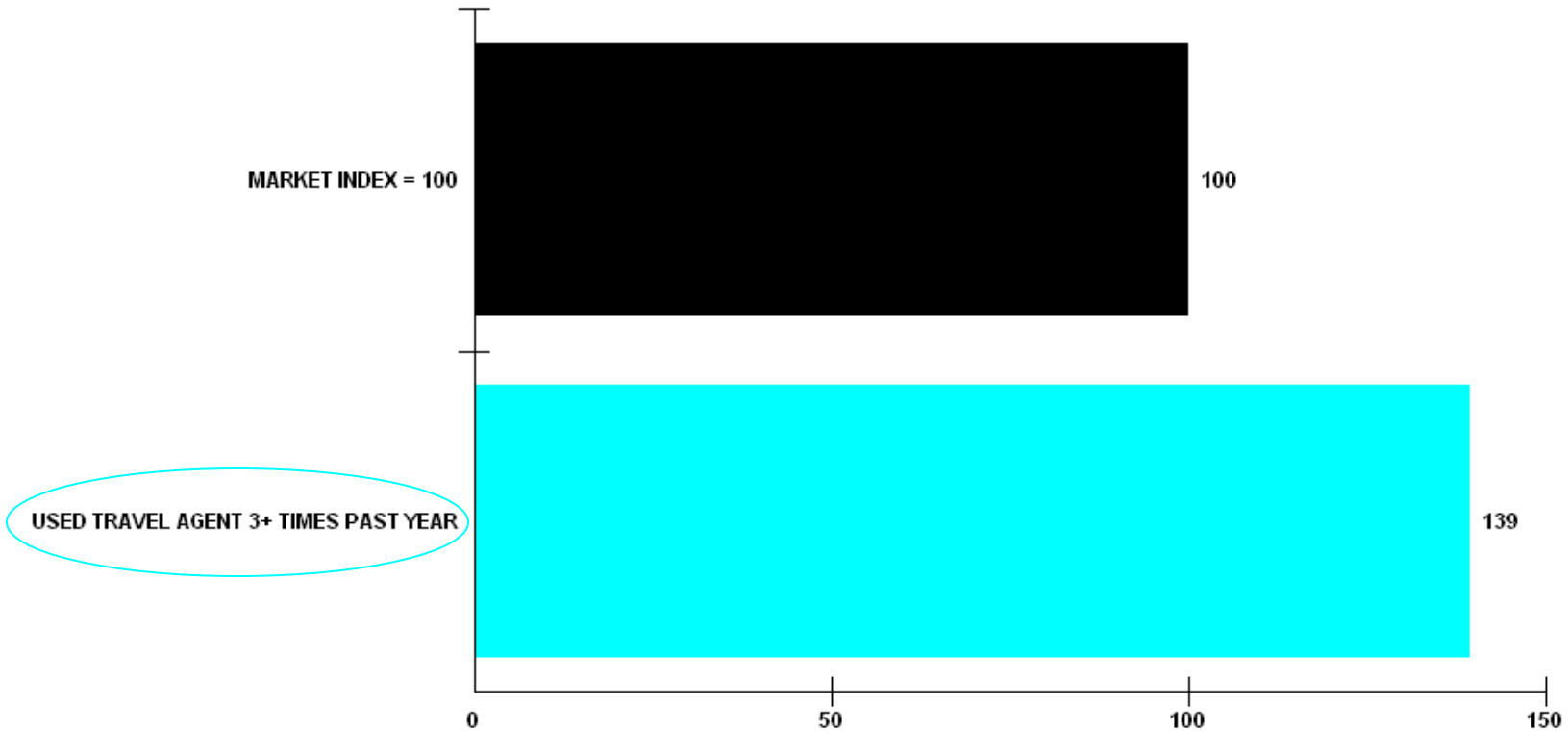


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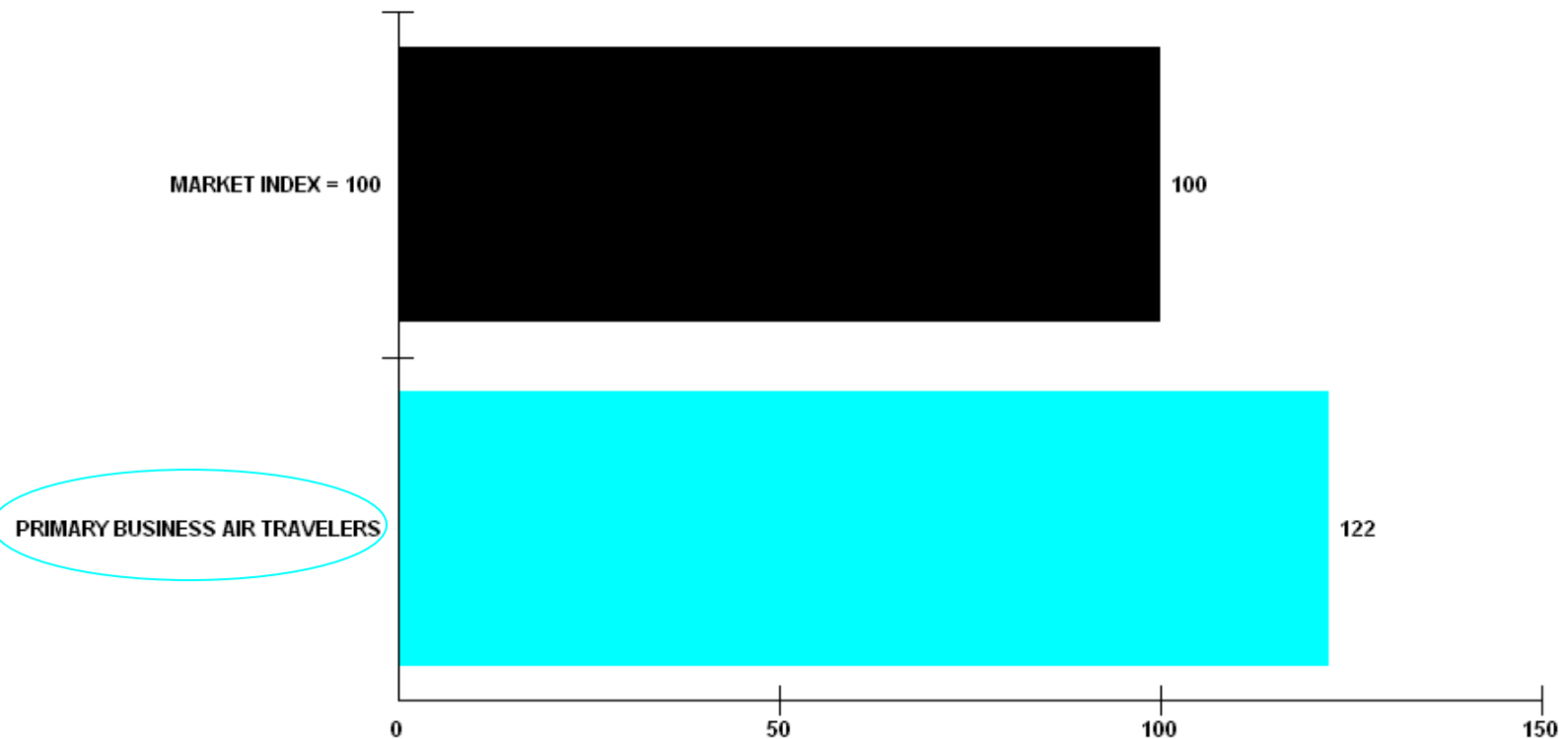
WDOK Listeners are 39% More Likely than the Market Average to Use Travel Agents



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THE MEDIA AUDIT

WDOK OUTPERFORMS THE MARKET IN BUSINESS AIR TRAVELERS



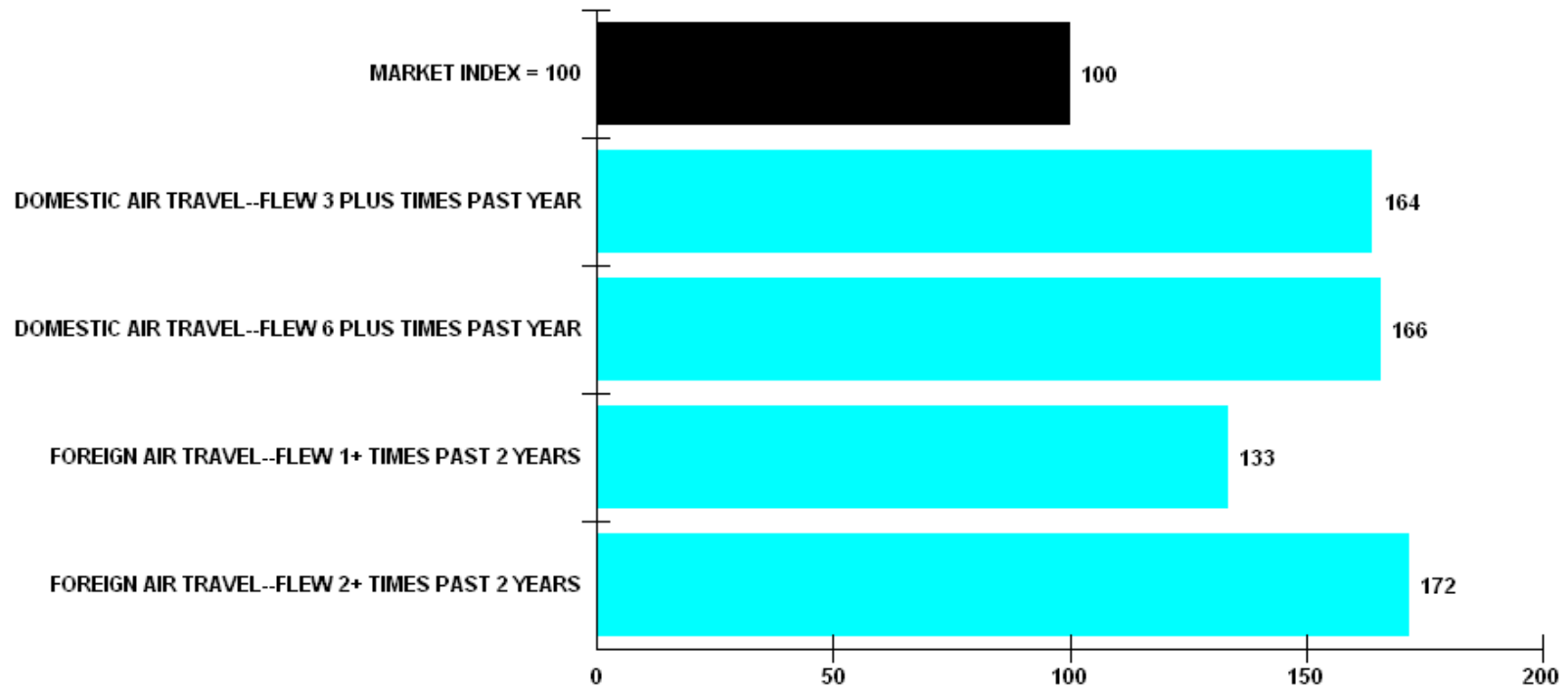


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THE MEDIA AUDIT

WDOK IS HIGHLY TARGETED & EFFICIENT IN REACHING FREQUENT AIR TRAVELERS



WDOK-FM IS A MARKET LEADER IN FOREIGN AIR TRAVELERS

Report: RANKER REPORT
Market: CLEVELAND, OH for MAY-JUN 2008
Bases: ADULTS AGE 18+
Target: FOREIGN AIR TRAVEL--FLEW 1+ TIMES PAST 2 YEARS

THE MEDIA AUDIT



Base Population: 1,606,673

Arbitron: SPRING 2008
% In Target: 14.9%

Rank	Media	Cume Adjusted Persons	Cume Adjusted Rating	0	10	21	31
1	WTAM	73,791	30.9				
2	WDOK-FM	48,317	20.2				
3	WGAR-FM	47,802	20.0				
4	WMJI-FM	32,881	13.8				
5	WMMS-FM	32,563	13.6				
6	WQAL-FM	28,056	11.7				
7	WAKS-FM	24,767	10.4				
8	WNWV-FM	23,413	9.8				
9	WNCX-FM	22,314	9.3				
10	WMVX-FM	18,395	7.7				
11	WKRK-FM	17,843	7.5				
12	WENZ-FM	16,738	7.0				
13	WKNR	15,114	6.3				
14	WCLV-FM	11,956	5.0				
15	WFHM-FM	10,327	4.3				
16	WQMX-FM	9,187	3.8				
17	WERE	8,152	3.4				
18	WHK	7,508	3.1				
19	WZAK-FM	5,844	2.4				
20	WEOL	4,651	1.9				
21	WJMO	1,605	0.7				



AIR TRAVEL EXPENDITURES



Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT
Market: CLEVELAND, OH for JUL-AUG/NOV'07-JAN 2008
Bases: ADULTS AGE 18+
Target: AIRLINE FARES
Base Population: 1,615,083

THE MEDIA AUDIT



% In Target: 23.0%

WDOK LISTENERS SPEND NEARLY \$212 MILLION PER YEAR ON AIR TRAVEL

