



**Delivering
Pittsburgh's
Gospel Radio Market**

Presented by:

**Lamar Outdoor
October, 2009**



Ethnicity Profile of Pittsburgh's Gospel Radio Listeners

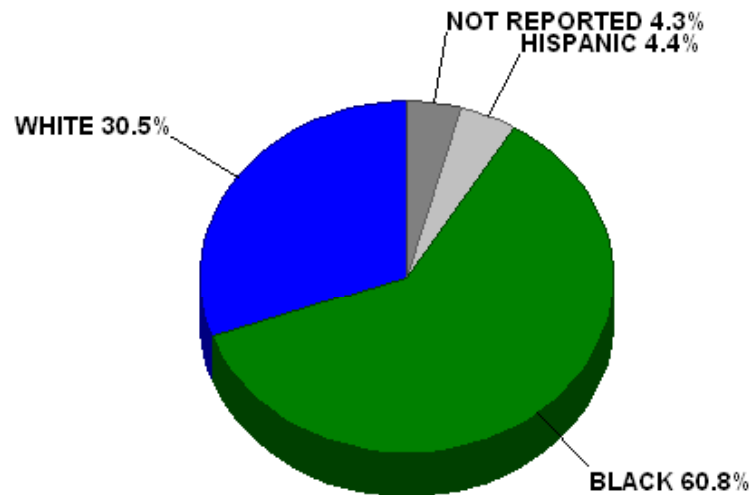
Report: MEDIA PROFILE REPORT
Market: PITTSBURGH, PA for MAR-APR 2009
Bases: ADULTS AGE 18+
Media: WVMO-AM/FM

THE MEDIA AUDIT

Ethnicity Profile

Media Persons: 144,605

Nearly 61% of Pittsburgh's Gospel Radio Listeners are African-American





Age Profile of Pittsburgh's Gospel Radio Listeners

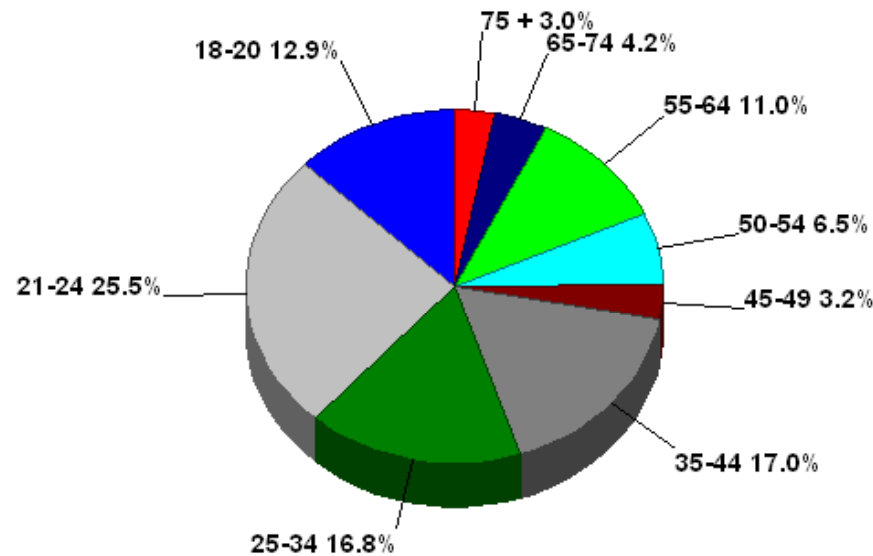
Report: MEDIA PROFILE REPORT
Market: PITTSBURGH, PA for MAR-APR 2009
Bases: ADULTS AGE 18+
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THE MEDIA AUDIT

Age Analysis

Media Persons: 144,605

Pittsburgh's Gospel Radio Listeners Have a Median Age of 31





Ethnicity Profile of Lamar's Gospel Radio Listeners

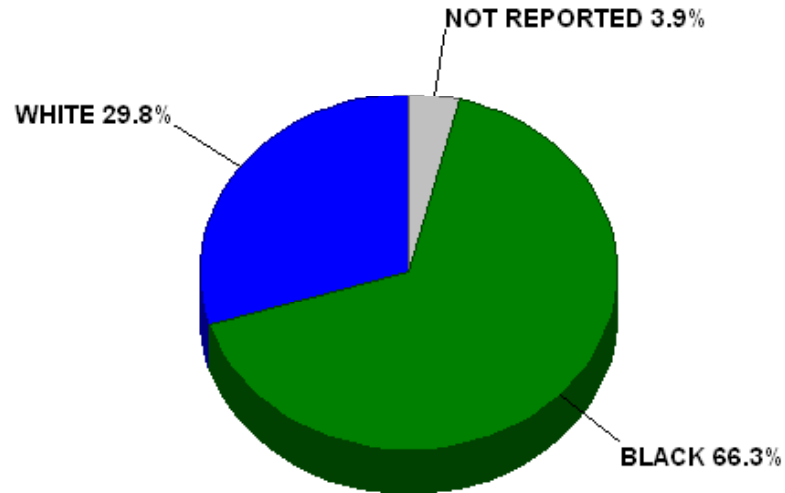
Report: MEDIA PROFILE REPORT
Market: PITTSBURGH, PA for MAR-APR 2009
Bases: PAST 7-DAY CUME RADIO--WAMO-FM
Media: OUTDOOR**DRIVE 15 M+

THE MEDIA AUDIT

Ethnicity Profile

Media Persons: 95,441

Over Two-Thirds of Lamar's Gospel Radio Listeners are African-American





Age Profile of Lamar's Gospel Radio Listeners

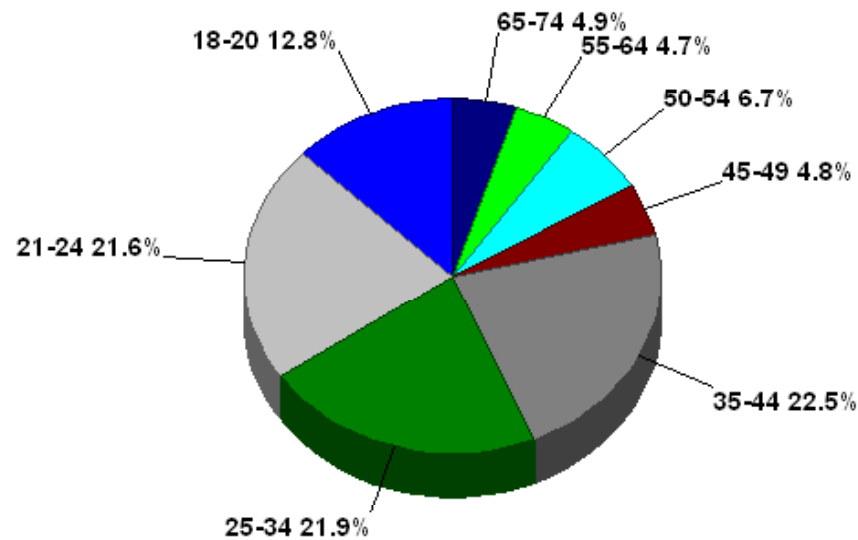
Report: MEDIA PROFILE REPORT
Market: PITTSBURGH, PA for MAR-APR 2009
Bases: PAST 7-DAY CUME RADIO--WAMO-FM
Media: OUTDOOR**DRIVE 15 M+

THE MEDIA AUDIT

Age Analysis

Media Persons: 95,441

Lamar's Gospel Radio Listeners Have a Median Age of 31





Report: RANKER REPORT
Market: PITTSBURGH, PA for MAR-APR 2009
Bases: ADULTS AGE 18+
Target: RACE--BLACK [NOT HISPANIC]

THE MEDIA AUDIT

Cume Ratings

Base Population: 1,803,590

% In Target: 7.6%

Target Persons: 136,949

Lamar Reaches 79% of Pittsburgh's African-Americans

