



*ADULTS 18-49*

*Fall 2008 Arbitron*  
*9/18/08 - 12/10/08*

*Tampa-St. Petersburg-Clearwater*



## *Reasons To Buy MAXIMA 92.5 For Adults 18-49*

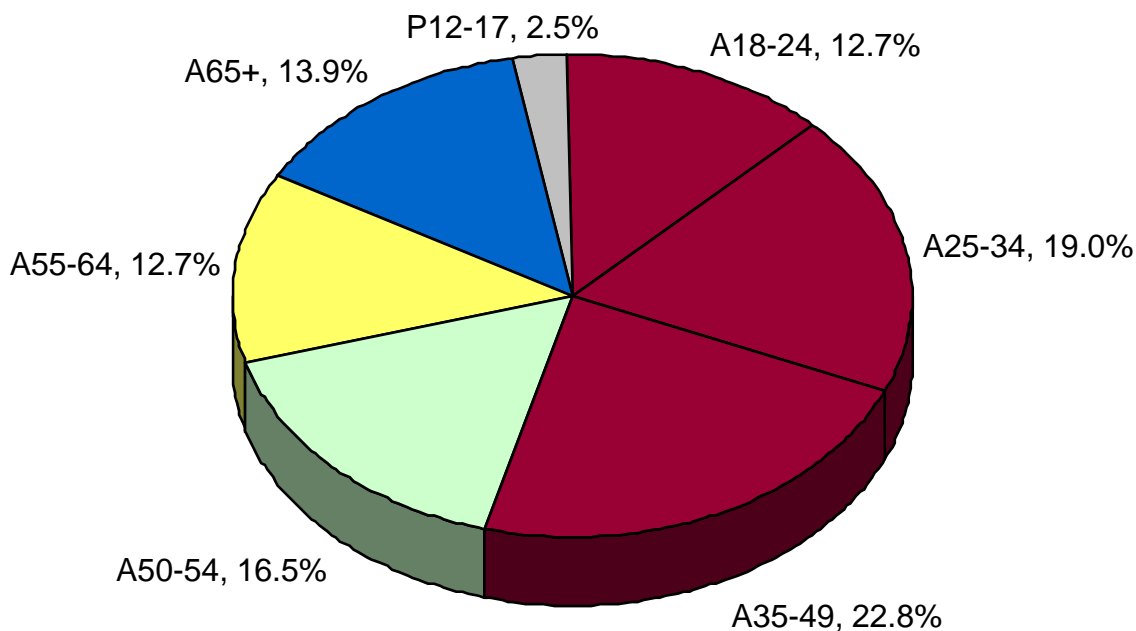
- ✓ Over half (54.5%) of MAXIMA's listeners are Adults 18-49.
- ✓ MAXIMA 92.5 outperforms WQBN and WLCC. MAXIMA reaches two and a half times as many Adults 18-49 as WQBN and WLCC combined!
- ✓ Over the past two surveys, MAXIMA's Adult 18-49 Cume has grown by 53%, and growth has been across all major dayparts!
- ✓ MAXIMA 92.5 delivers loyal listeners: top three with Exclusive Adults 18-49, top three with Exclusive Men 18-49, and top four with Exclusive Women 18-49.
- ✓ MAXIMA 92.5 is the dominant market leader delivering Hispanic Adults 18-49, Hispanic Men 18-49, and Hispanic Women 18-49!
- ✓ MAXIMA is also the dominant market leader delivering Hispanic Adults, Men and Women 18-34!
- ✓ Hillsborough county is important. Not only is it the largest county in the Tampa metro, but it has the largest Hispanic population... one-quarter!
- ✓ MAXIMA 92.5 does an excellent job delivering 18-49's in Hillsborough county. MAXIMA is in the top six stations delivering Adults 18-49, Men 18-49, and Women 18-49 in Hillsborough county!
- ✓ You can't reach MAXIMA's Hispanic Adults 18-49 on the English stations. 83% of MAXIMA's Hispanic Adults 18-49 never tune to WWRM, 81% never tune to WFLZ, and 80% never tune to WLLD.

Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008 And Latest Four Book Average

# MAXIMA 92.5 Delivers Adults 18-49!

54.5% Are Adults 18-49.

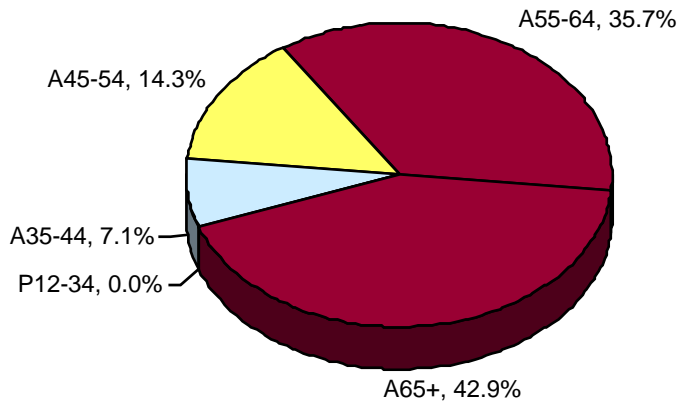
Persons 12+, AQH Persons %, Mon-Sun 6am-12mid, Fall 2008



MAXIMA 92.5: Age Distribution

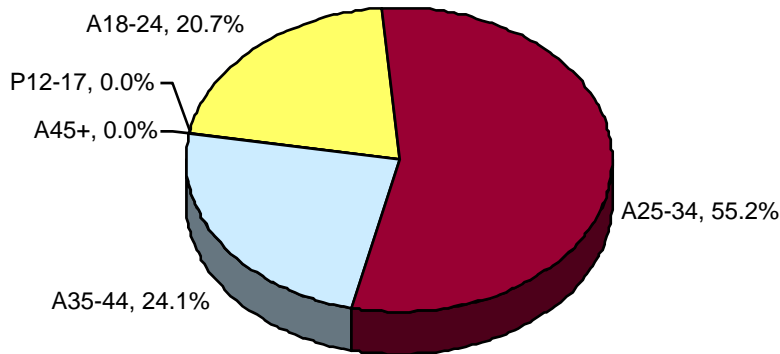
Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, AQH Persons %

*WQBN-AM Delivers Adults 55+*



**WQBN-AM**  
Persons 12+, AQH Persons %, Mon-Sun 6am-12mid, Fall 2008

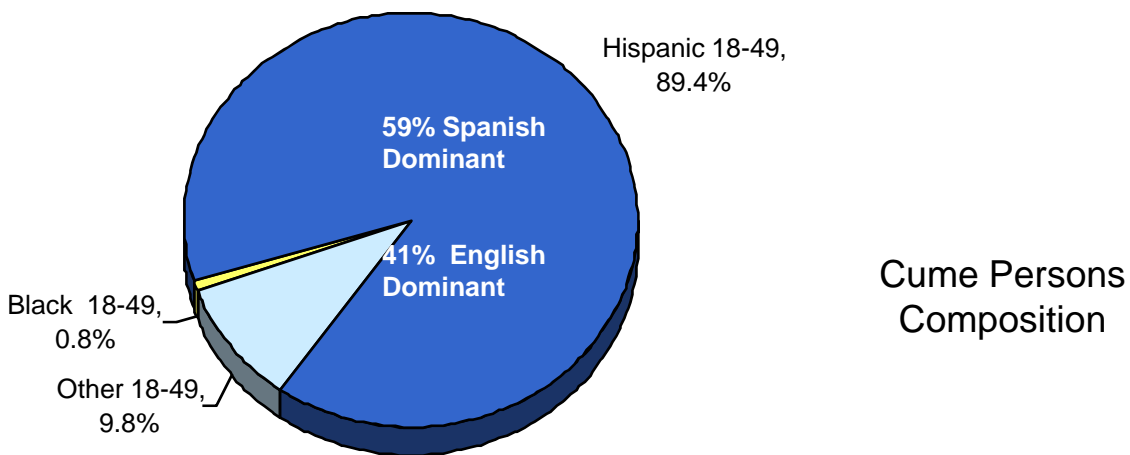
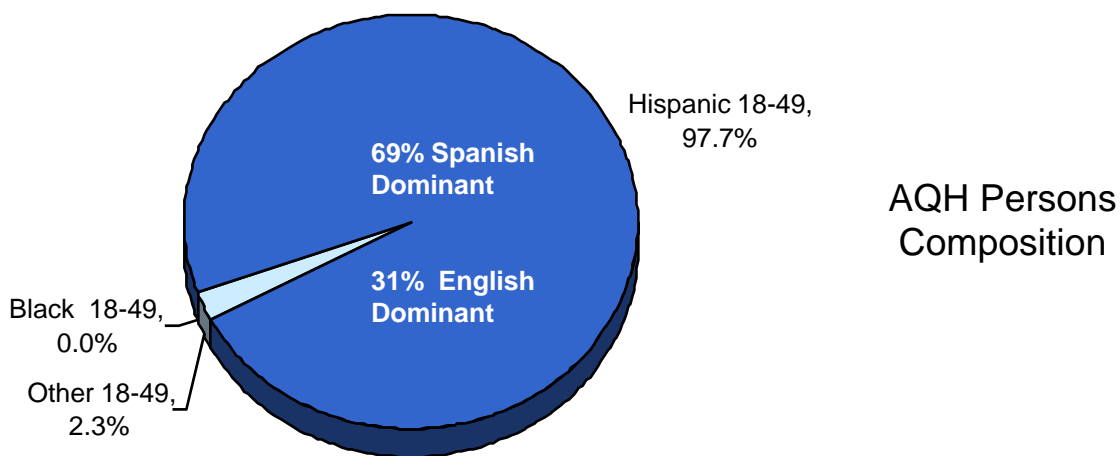
*WLCC-AM Delivers Adults 25-34*



**WLCC-AM**  
Persons 12+, AQH Persons %, Mon-Sun 6am-12mid, Fall 2008

Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, AQH Persons %

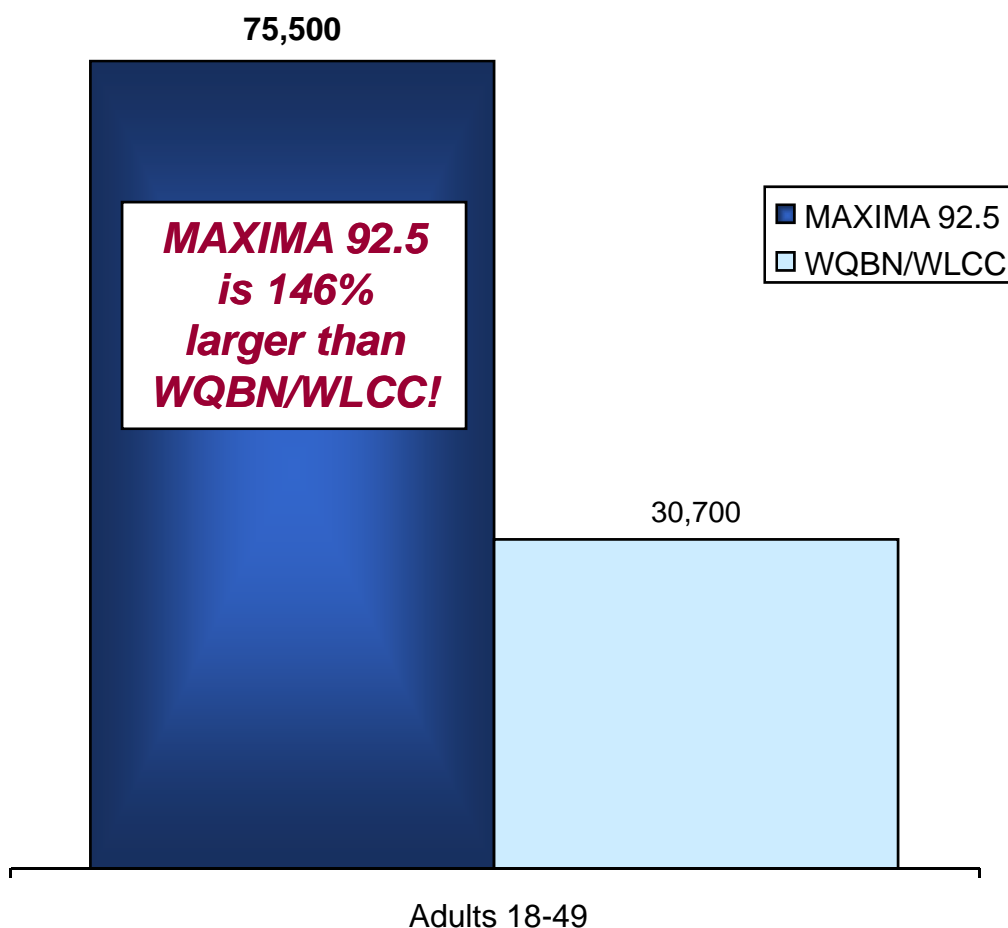
## MAXIMA 92.5 Delivers A Largely Hispanic Audience



Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, Mon-Sun 6am-12mid, Adults 18-49

# MAXIMA 92.5 Outperforms WQBN And WLCC Combined!

Adults 18-49, Cume Persons, Mon-Sun 6am-12mid, Fall 2008

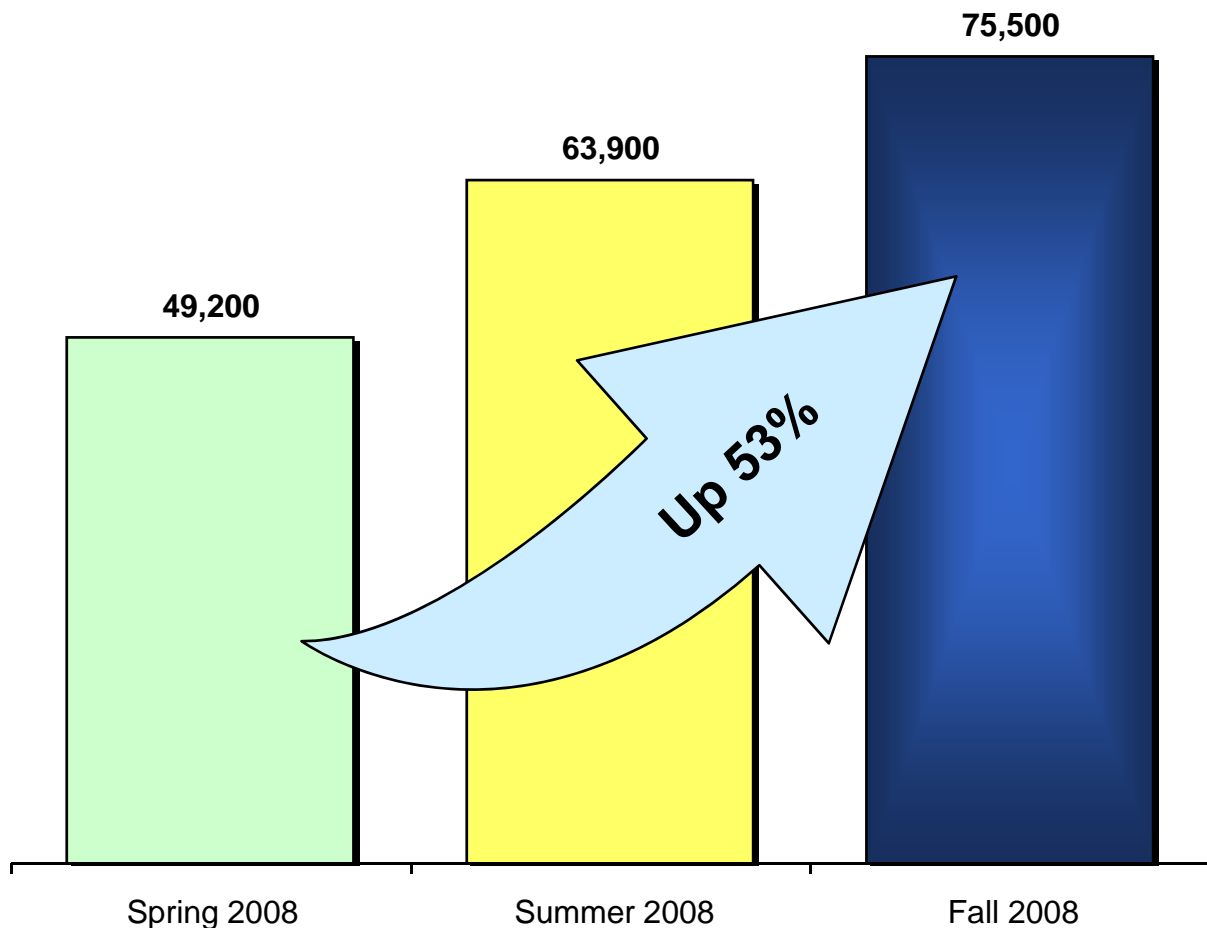


Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, Adults 18-49, Cume Persons, Mon-Sun 6am-12mid

## ADULTS 18-49

Over the past two surveys, MAXIMA 92.5 has grown 53% with Adults 18-49!

Cume Persons, Adults 18-49, Mon-Sun 6am-12mid,  
% Change Spring 2008 To Fall 2008



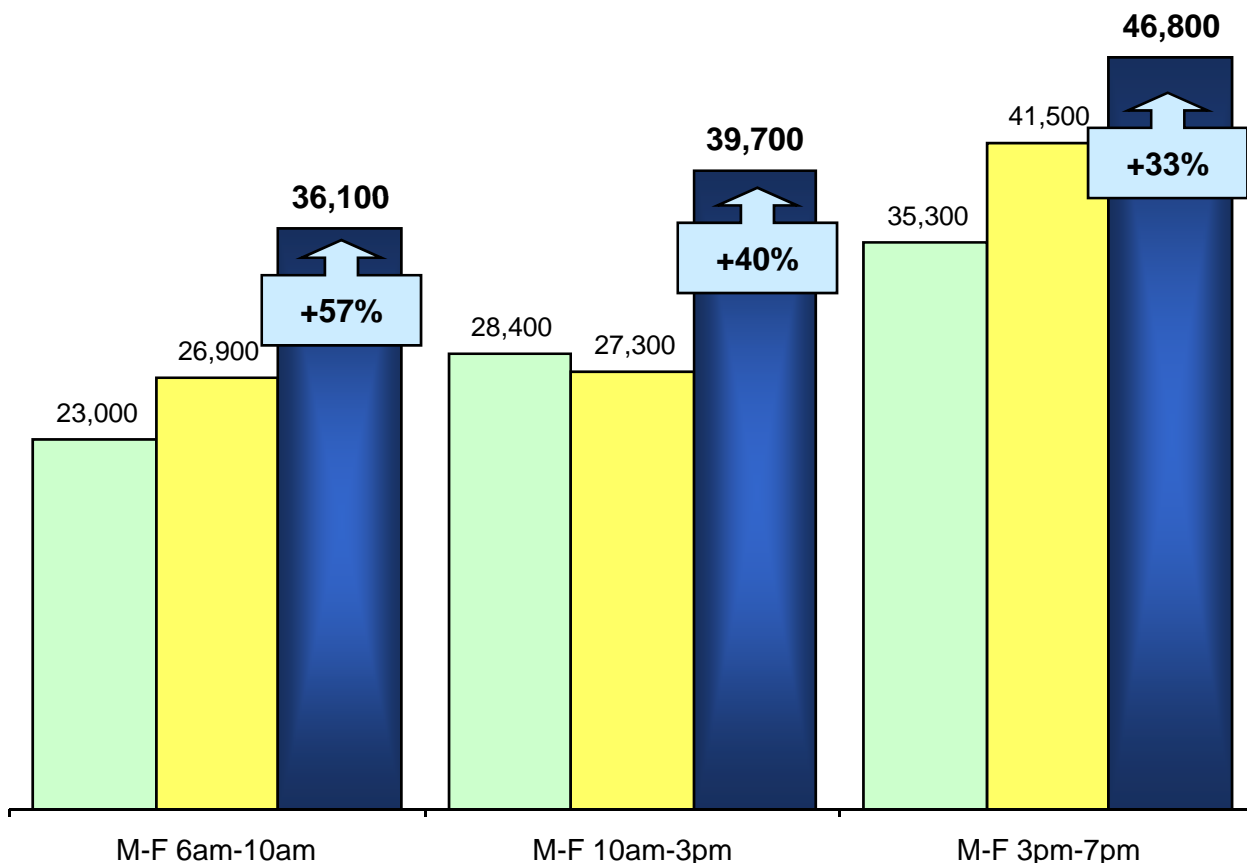
Arbitron, Tampa-St. Petersburg-Clearwater Metro, Cume Persons, Adults 18-49, Mon-Sun 6am-12mid

# ADULTS 18-49 BY DAYPART

Over the past two surveys, MAXIMA 92.5 has grown 33% or more across all major dayparts!

Cume Persons, Adults 18-49 By Daypart,  
% Change Spring 2008 To Fall 2008

□ Spring 2008    □ Summer 2008    ■ Fall 2008

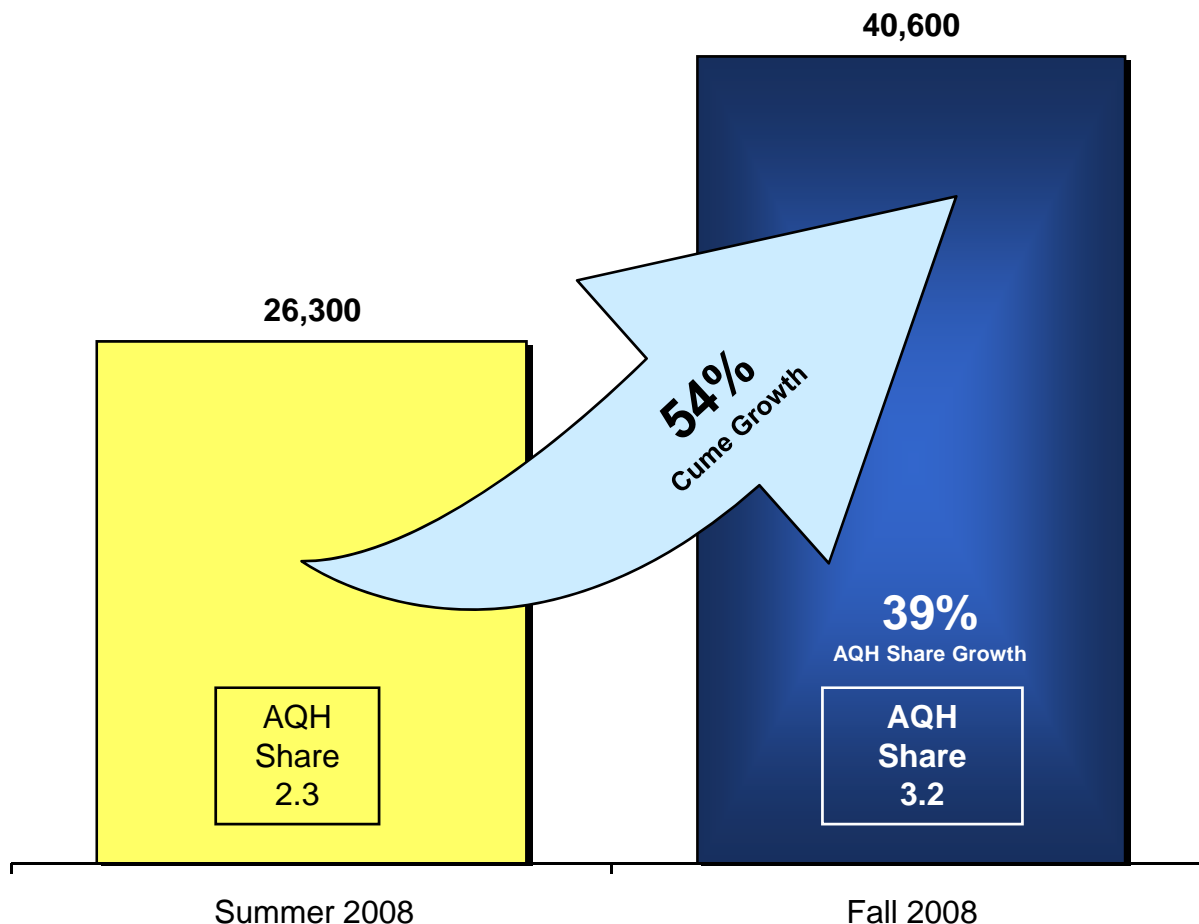


Arbitron, Tampa-St. Petersburg-Clearwater Metro, Cume Persons, Adults 18-49 By Daypart

# MEN 18-49

MAXIMA 92.5 grew 54% with Men 18-49  
from Summer to Fall!

Cume Persons, Men 18-49, Mon-Sun 6am-12mid,  
% Change Summer 2008 To Fall 2008,  
AQH Shares Are Also Shown

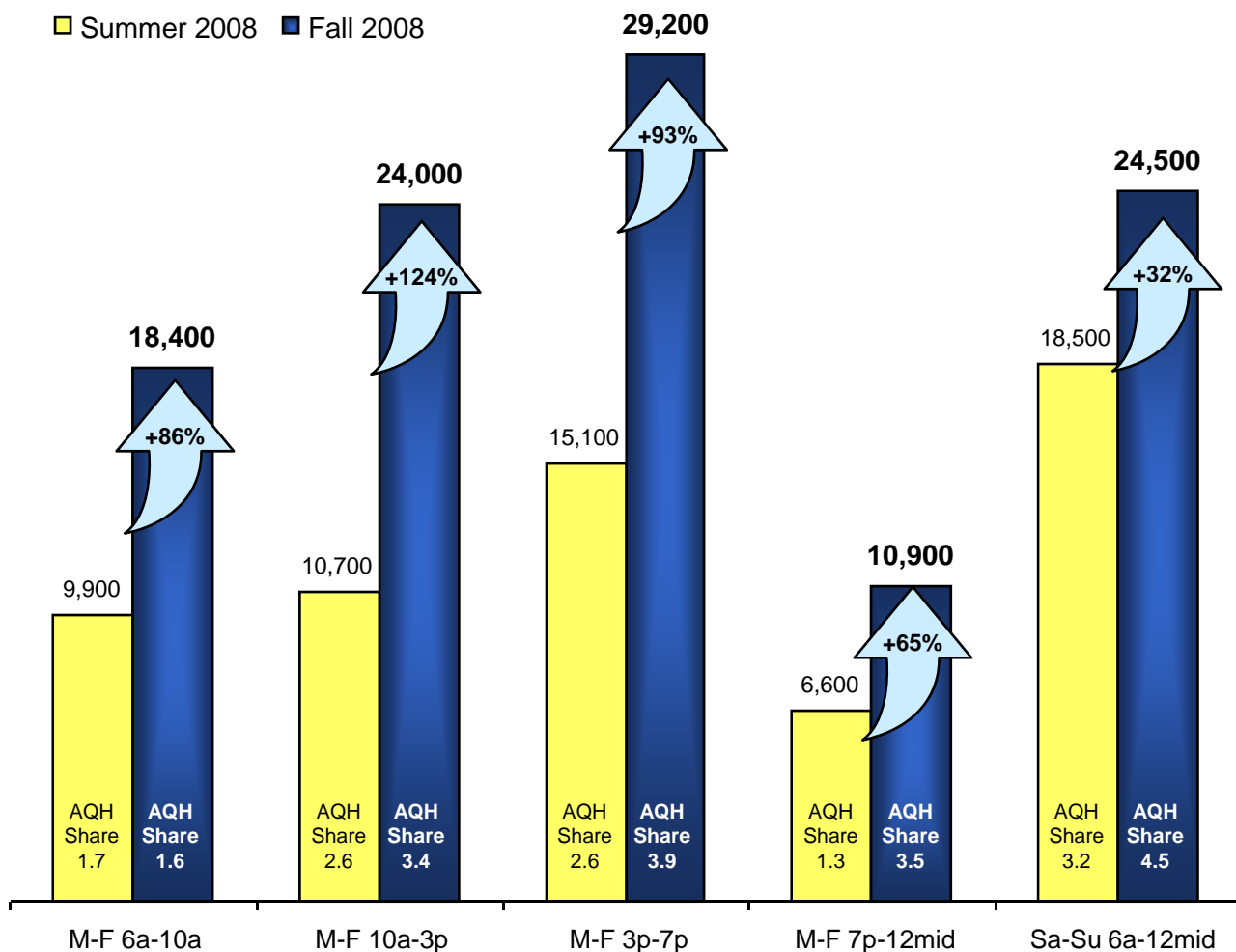


Arbitron, Tampa-St. Petersburg-Clearwater Metro, Cume Persons, Men 18-49, Mon-Sun 6am-12mid

# MEN 18-49

MAXIMA 92.5 showed huge gains with Men 18-49 across all dayparts!

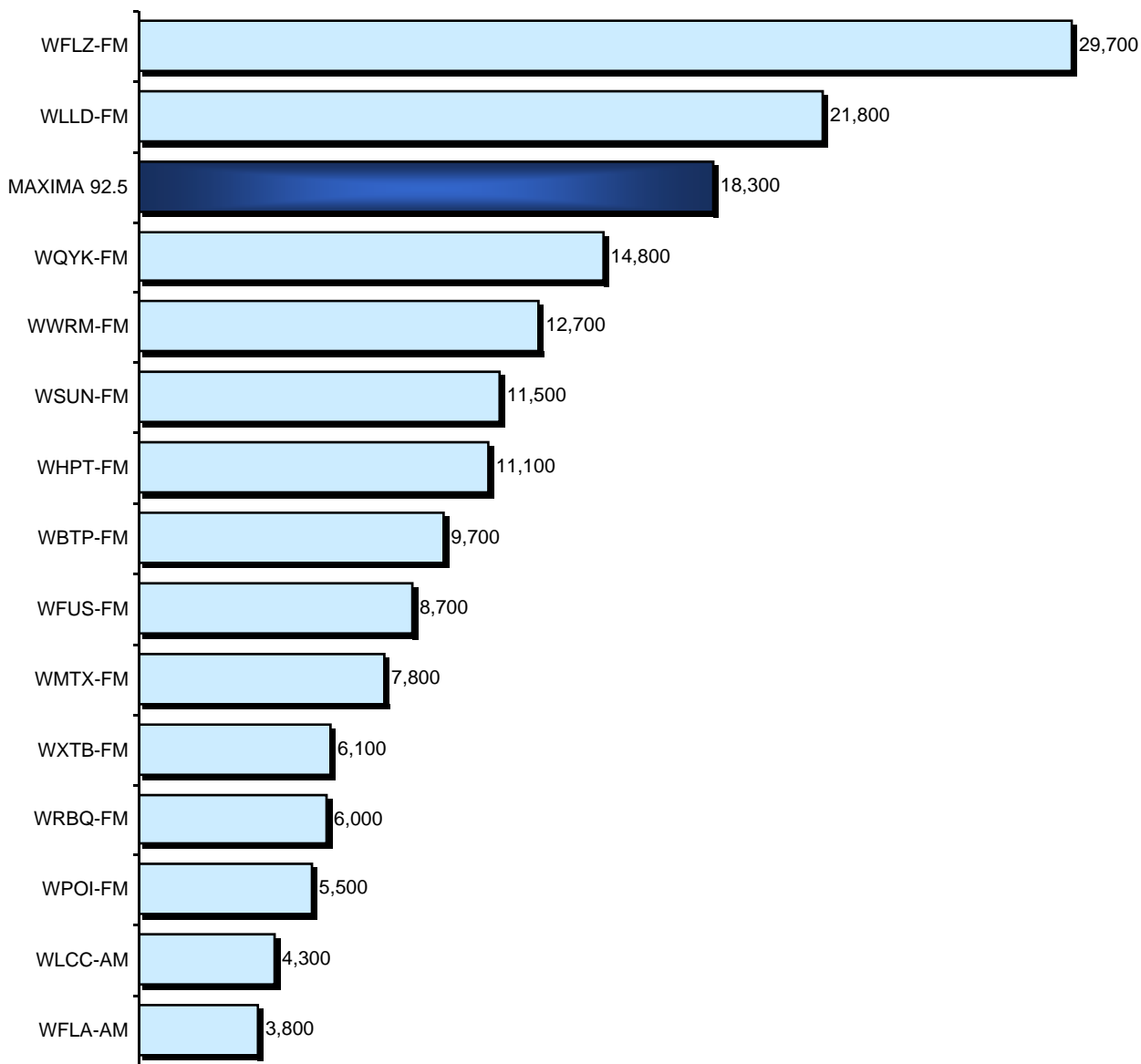
Men 18-49, Cume Persons By Daypart,  
% Change Summer 2008 To Fall 2008,  
AQH Shares Are Also Shown



Arbitron, Tampa-St. Petersburg-Clearwater Metro, Cume Persons By Daypart, Men 18-49

# MAXIMA 92.5: Top Three Delivering Loyal Adults 18-49!

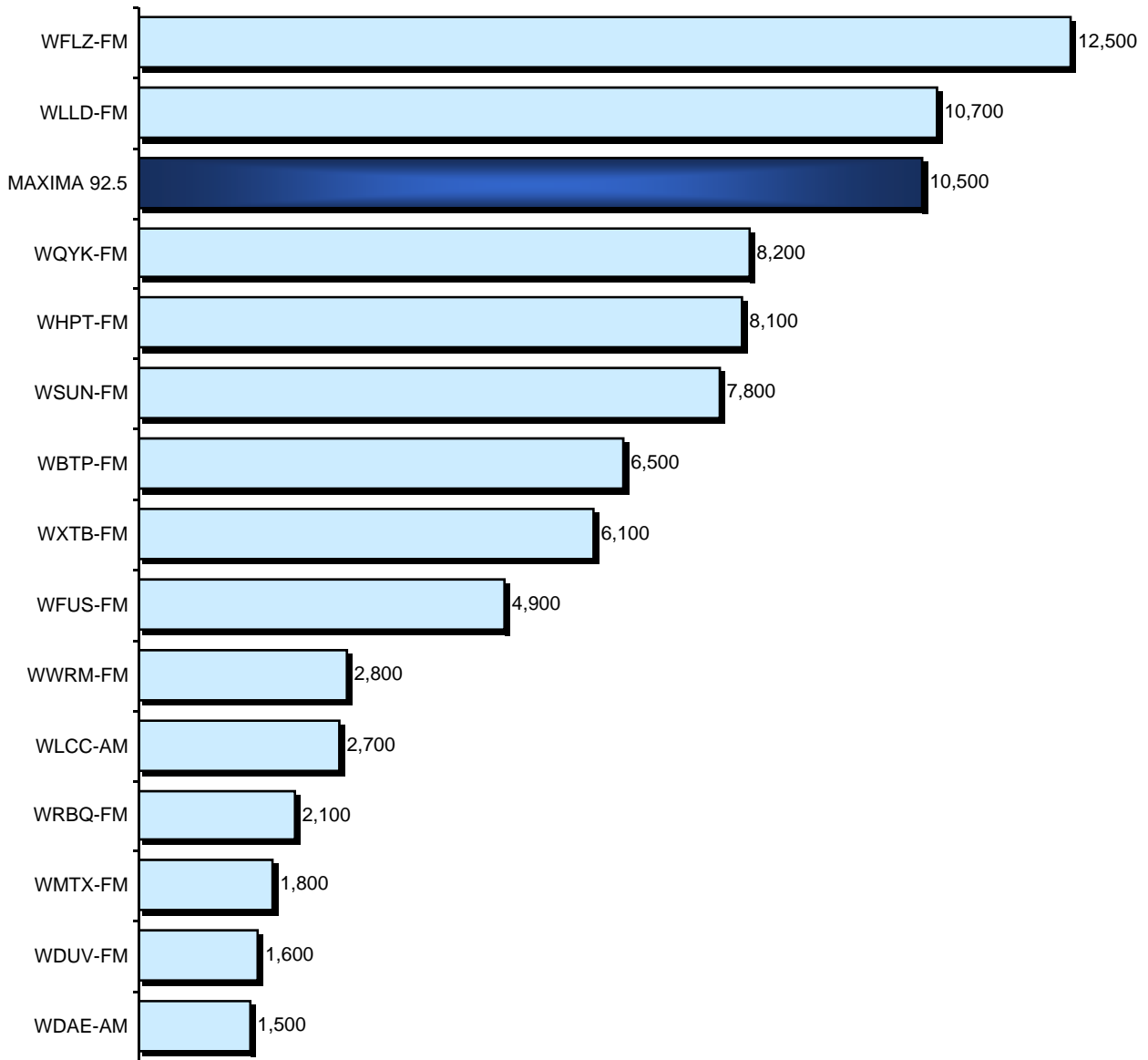
Exclusive Adults 18-49, Mon-Sun 6am-12mid, Fall 2008



Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, Mon-Sun 6am-12mid, Adults 18-49, Exclusive Cume

# MAXIMA 92.5: Top Three Delivering Loyal Men 18-49!

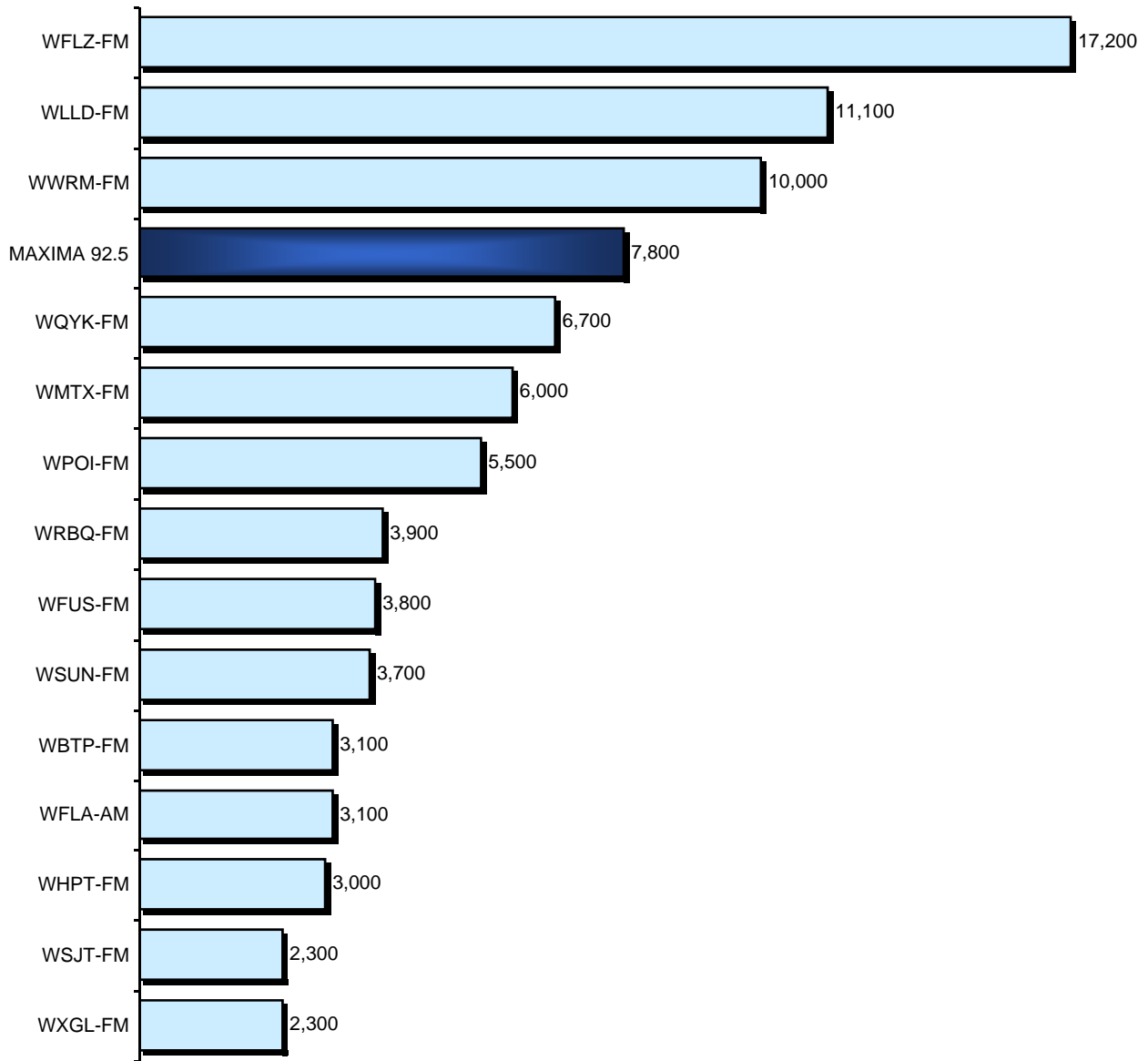
Exclusive Men 18-49, Mon-Sun 6am-12mid, Fall 2008



Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, Mon-Sun 6am-12mid, Men 18-49, Exclusive Cume

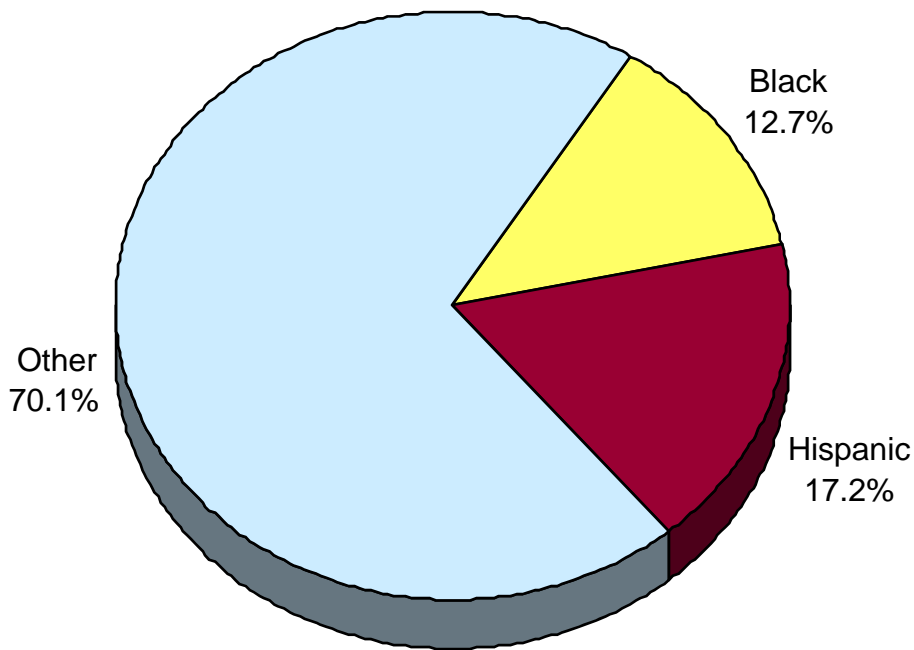
## MAXIMA 92.5: Top Four Delivering Loyal Women 18-49!

Exclusive Women 18-49, Mon-Sun 6am-12mid, Fall 2008



Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, Mon-Sun 6am-12mid, Women 18-49, Exclusive Cume

*17% Of All Adults 18-49 In The Tampa-St. Petersburg-Clearwater Metro Are Hispanic.*

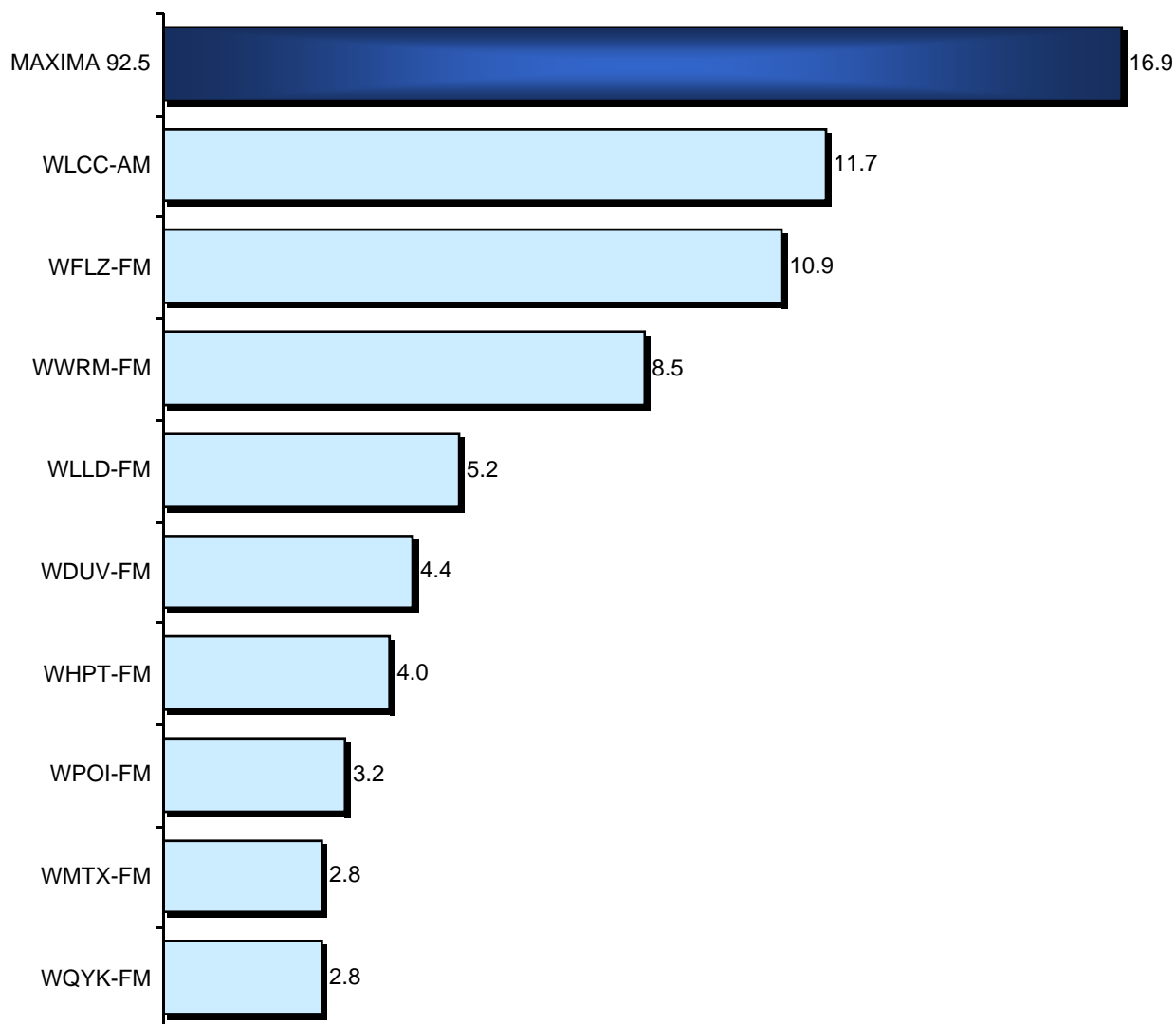


Ethnic Composition Of Adults 18-49,  
Tampa-St. Petersburg-Clearwater Metro, Fall 2008

Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008

# *MAXIMA 92.5 Is The Dominant #1 Choice Of Hispanic Adults 18-49!*

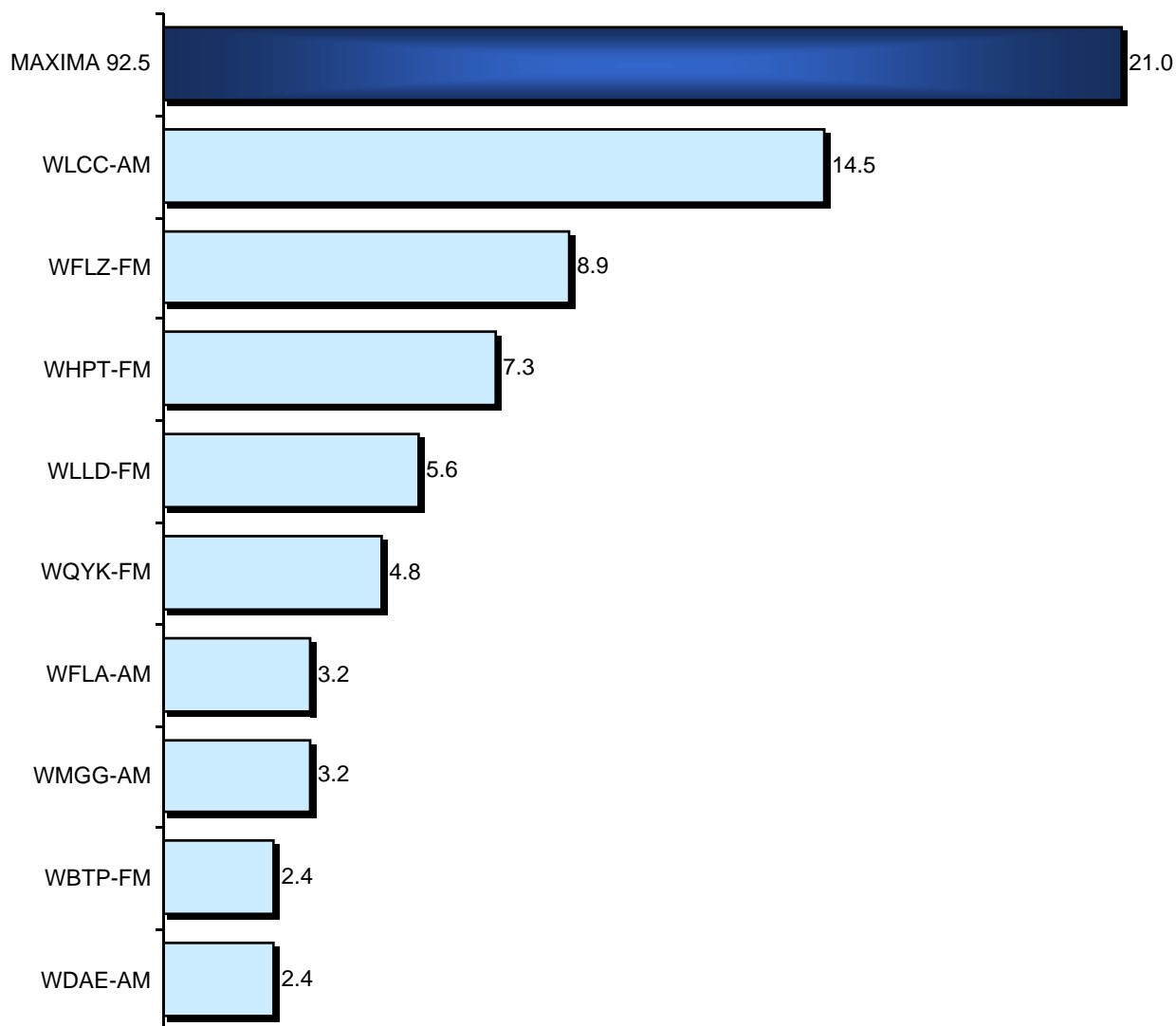
Hispanic Adults 18-49, AQH Shares, Mon-Sun 6am-12mid, Fall 2008



Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, Mon-Sun 6am-12mid, Hispanic Adults 18-49, AQH Shares

## *MAXIMA 92.5 Is The Dominant #1 Choice Of Hispanic Men 18-49!*

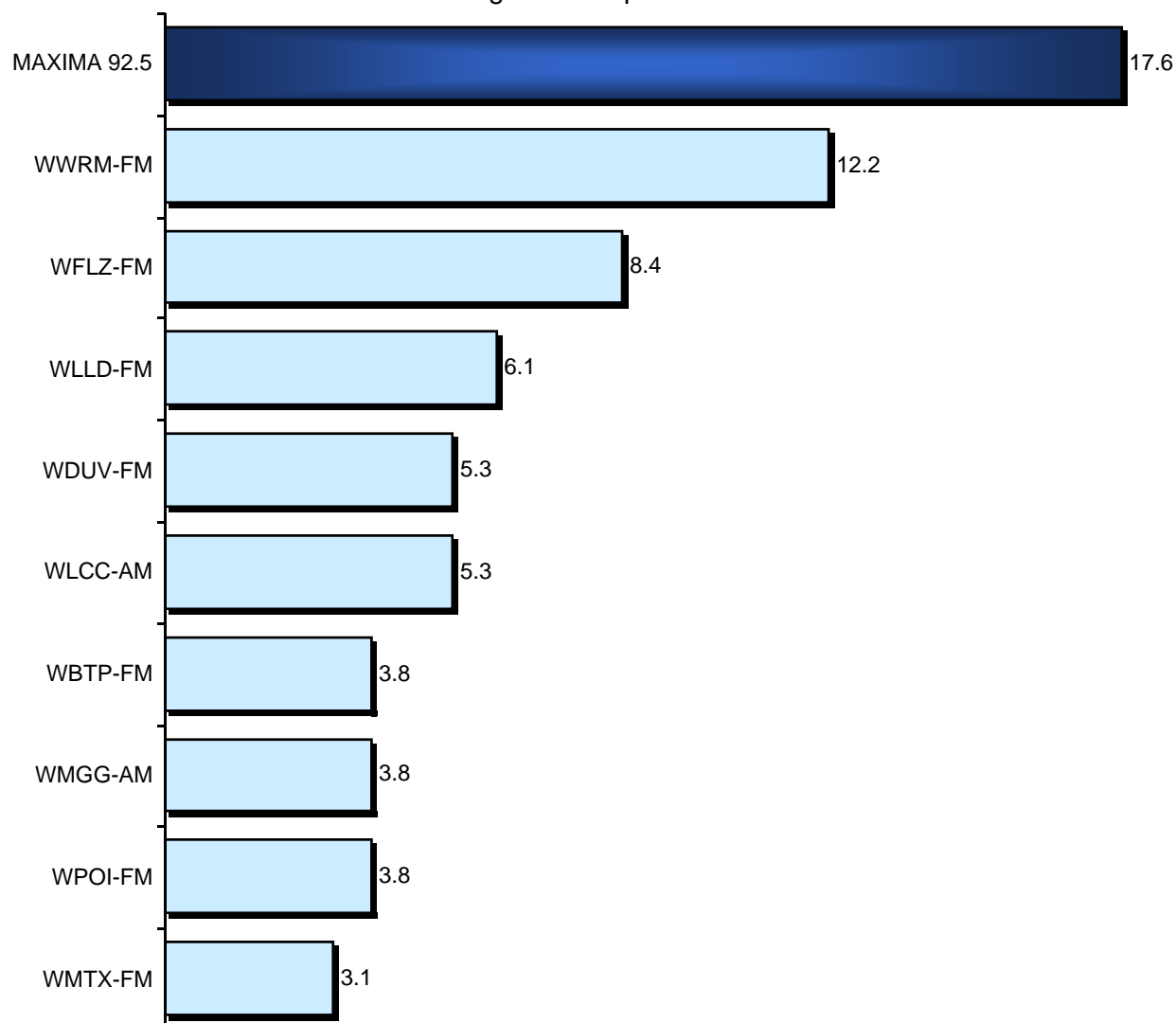
Hispanic Men 18-49, AQH Shares, Mon-Sun 6am-12mid, Fall 2008



Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, Mon-Sun 6am-12mid, Hispanic Men 18-49, AQH Shares

# *MAXIMA 92.5 Is The Dominant #1 Choice Of Hispanic Women 18-49!*

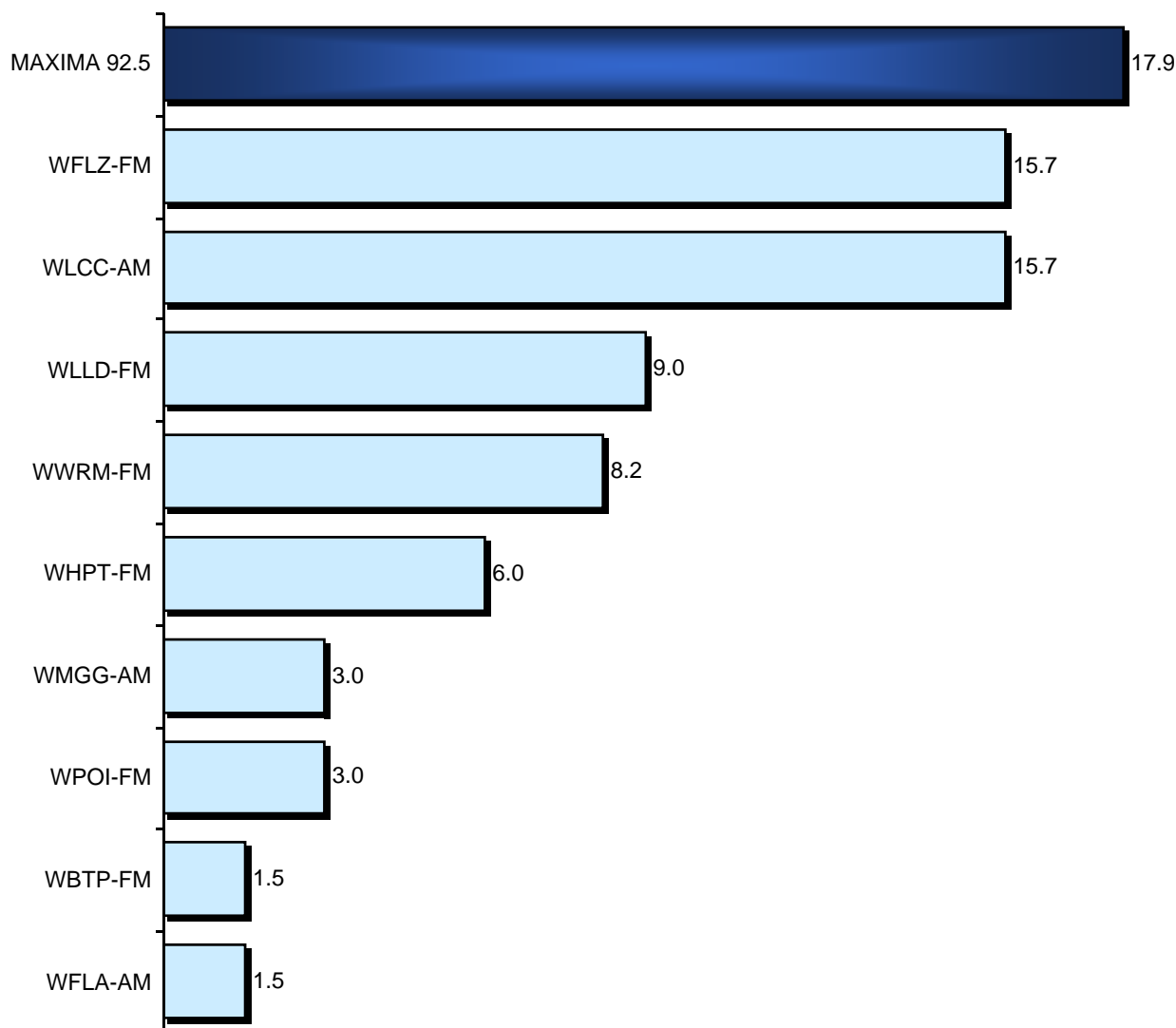
Hispanic Women 18-49, AQH Shares, Mon-Sun 6am-12mid,  
4-Bk-Avg: Wi 08/Sp 08/Su 08/Fa 08



Arbitron, Tampa-St. Petersburg-Clearwater Metro, 4-Bk-Avg: Wi 08/Sp 08/Su 08/Fa 08,  
Mon-Sun 6am-12mid, Hispanic Women 18-49, AQH Shares

## *MAXIMA 92.5 Is The Dominant #1 Choice Of Hispanic Adults 18-34!*

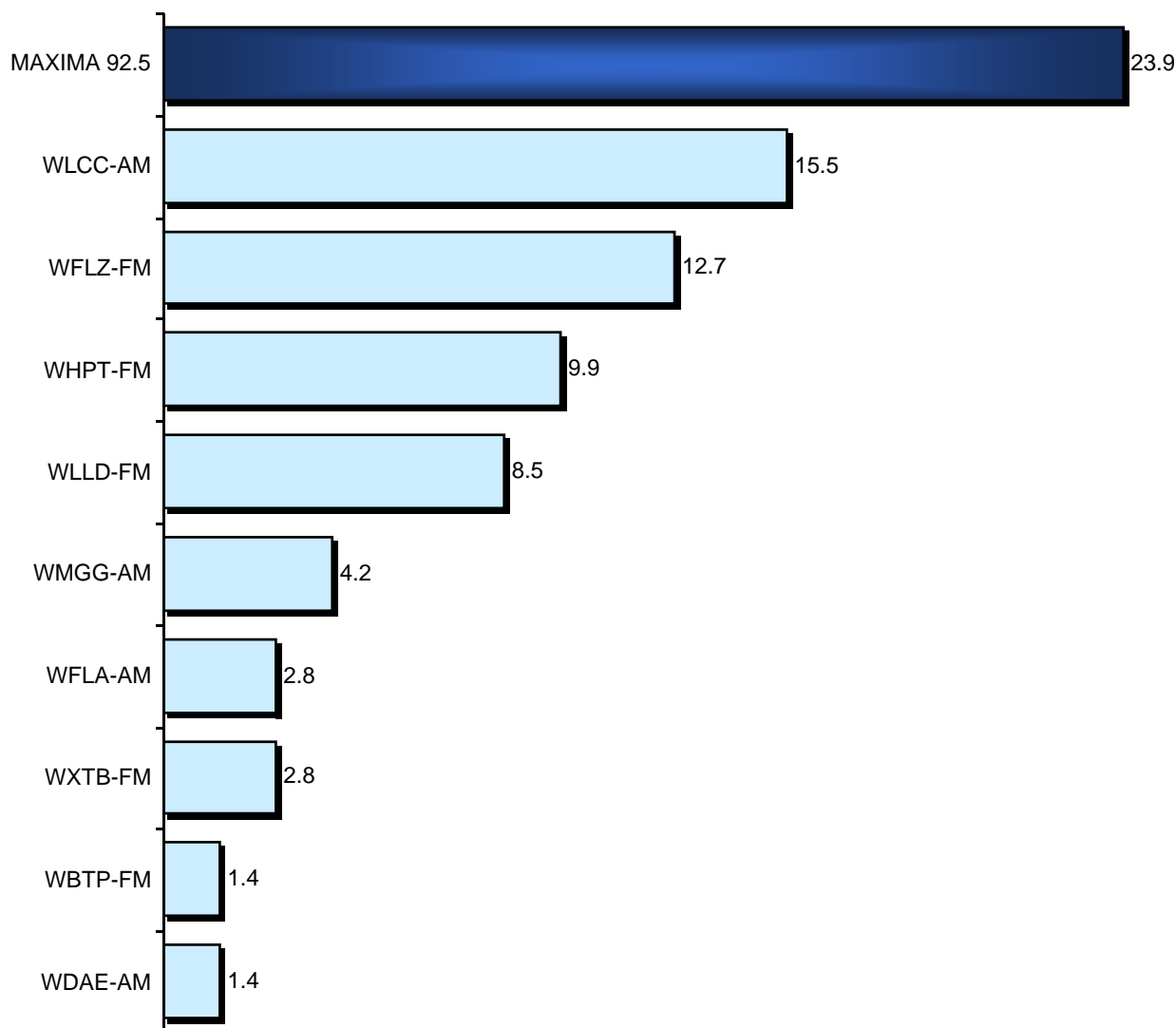
Hispanic Adults 18-34, AQH Shares, Mon-Sun 6am-12mid, Fall 2008



Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, Mon-Sun 6am-12mid, Hispanic Adults 18-34, AQH Shares

# *MAXIMA 92.5 Is The Dominant #1 Choice Of Hispanic Men 18-34!*

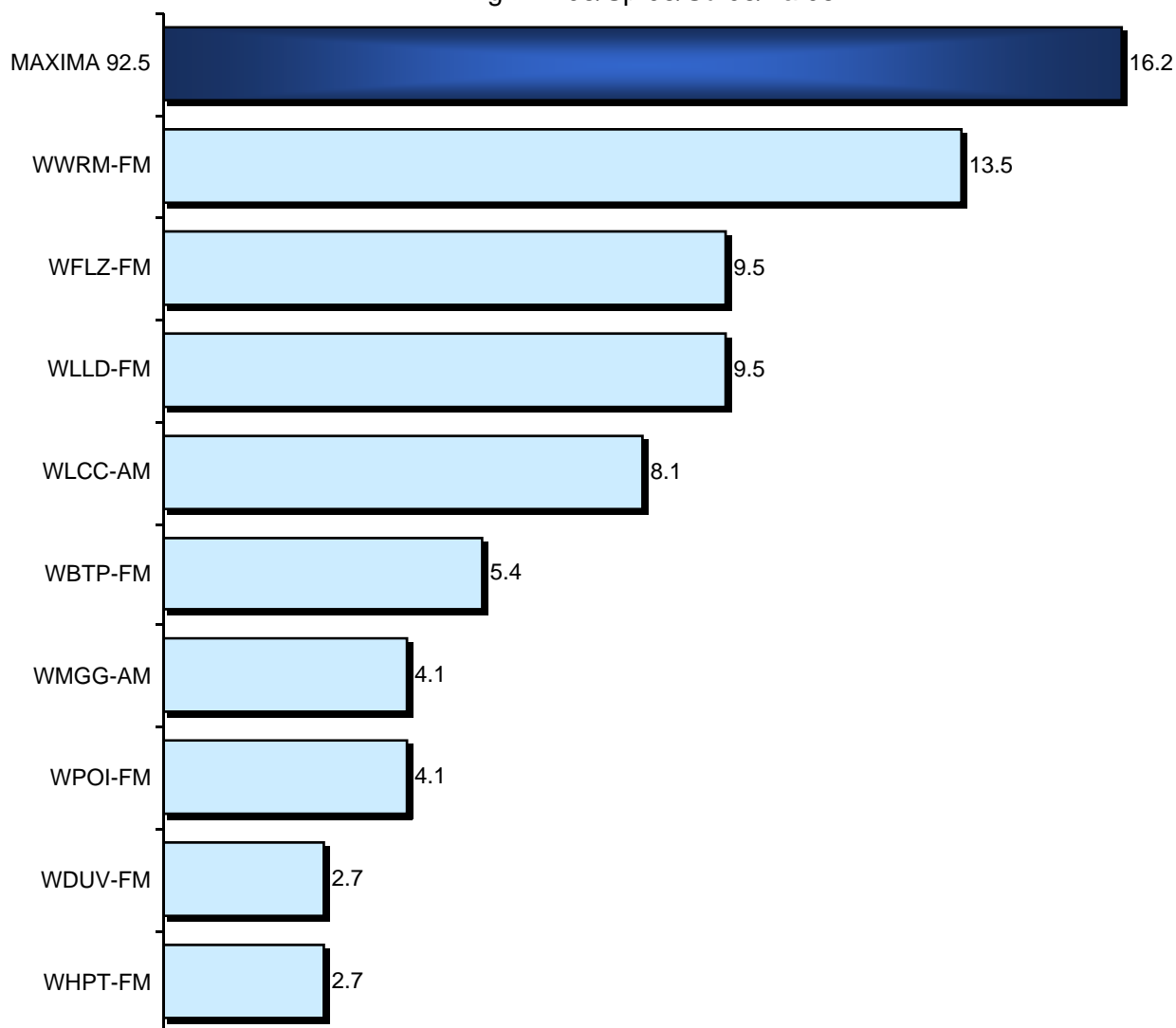
Hispanic Men 18-34, AQH Shares, Mon-Sun 6am-12mid, Fall 2008



Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, Mon-Sun 6am-12mid, Hispanic Men 18-34, AQH Shares

# MAXIMA 92.5 Is The Dominant #1 Choice Of Hispanic Women 18-34!

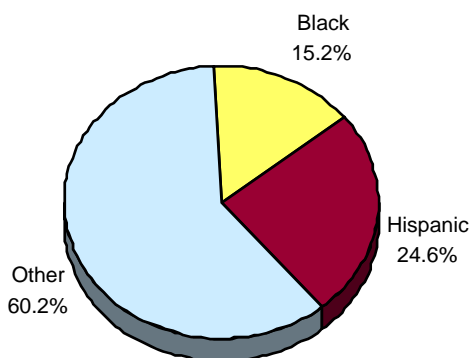
Hispanic Women 18-34, AQH Shares, Mon-Sun 6am-12mid,  
4-Bk-Avg: Wi 08/Sp 08/Su 08/Fa 08



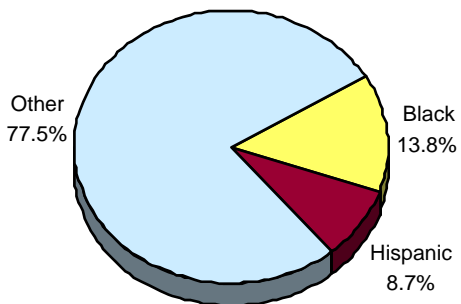
Arbitron, Tampa-St. Petersburg-Clearwater Metro, 4-Bk-Avg: Wi 08/Sp 08/Su 08/Fa 08,  
Mon-Sun 6am-12mid, Hispanic Women 18-34, AQH Shares

## Hillsborough County Is Important!

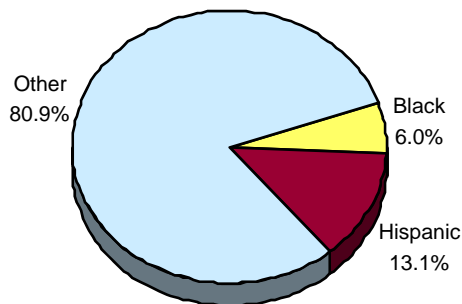
Not only is it the largest county in the Tampa metro, but it has the largest Hispanic population... one-quarter!



**Hillsborough County**  
18-49 Population: 541,513



**Pinellas County**  
18-49 Population: 355,219



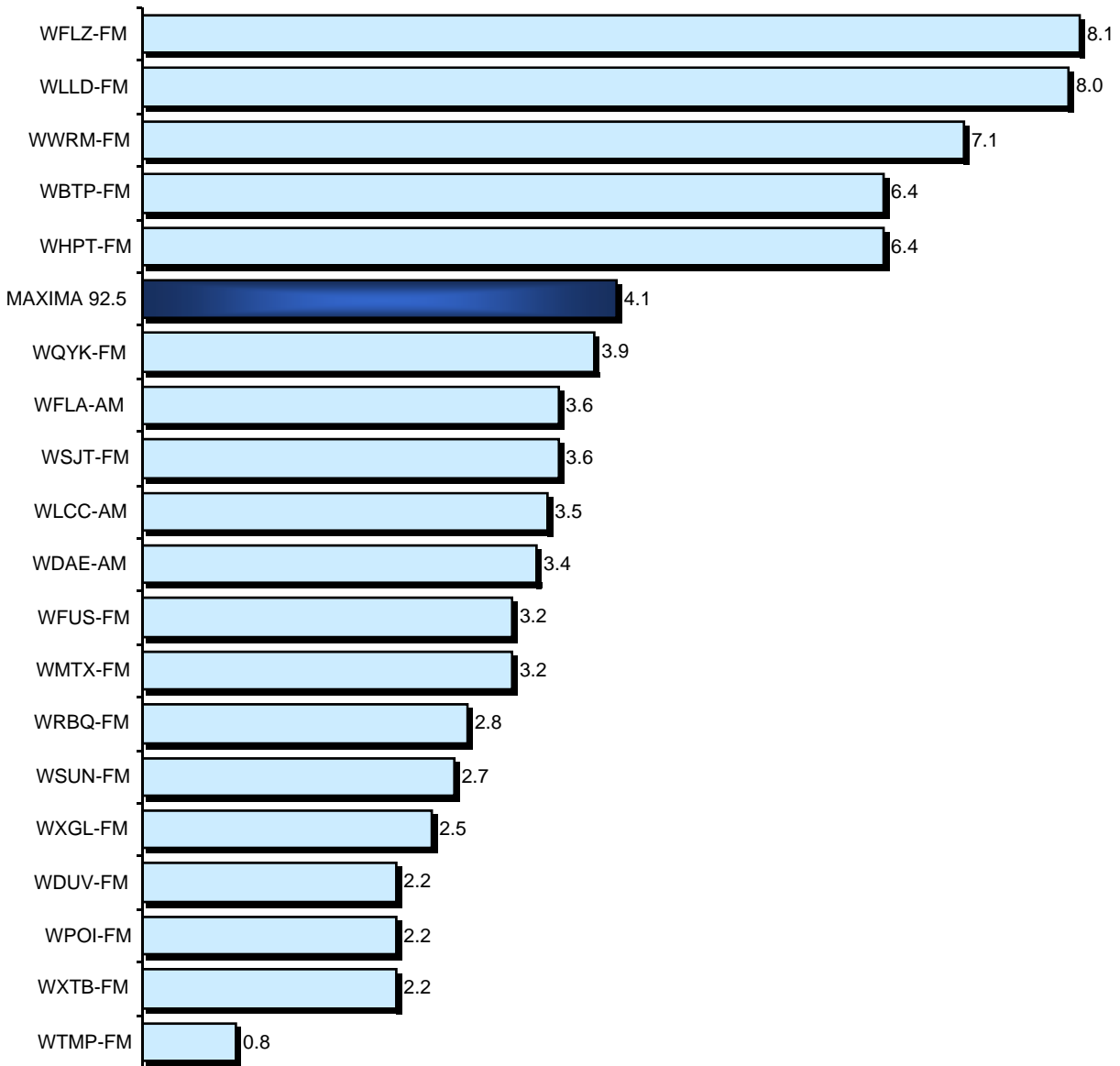
**Pasco and Hernando Counties**  
18-49 Population: 255,145

Arbitron, Tampa-St. Petersburg-Clearwater Metro (Hillsborough County), Fall 2008, Adults 18-49



*MAXIMA 92.5 Is Among The Top Six Stations Delivering Adults 18-49 In Hillsborough County!*

Adults 18-49, Hillsborough County, AQH Shares, Mon-Sun 6am-12mid, Fall 2008

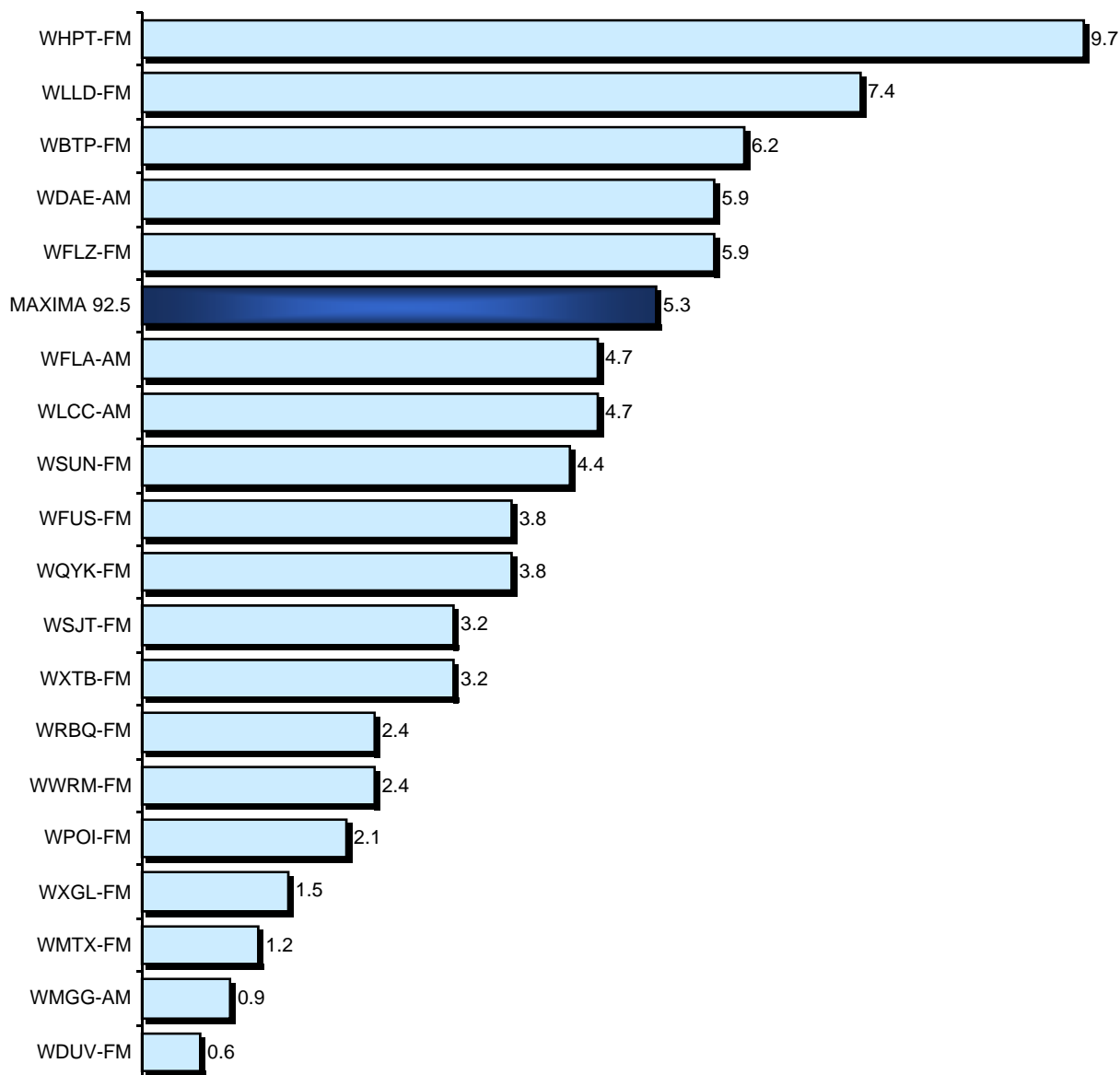


Arbitron, Tampa-St. Petersburg-Clearwater Metro (Hillsborough County), Fall 2008, AQH Shares, Mon-Sun 6am-12mid, Adults 18-49



## MAXIMA 92.5 Is Among The Top Six Stations Delivering Men 18-49 In Hillsborough County!

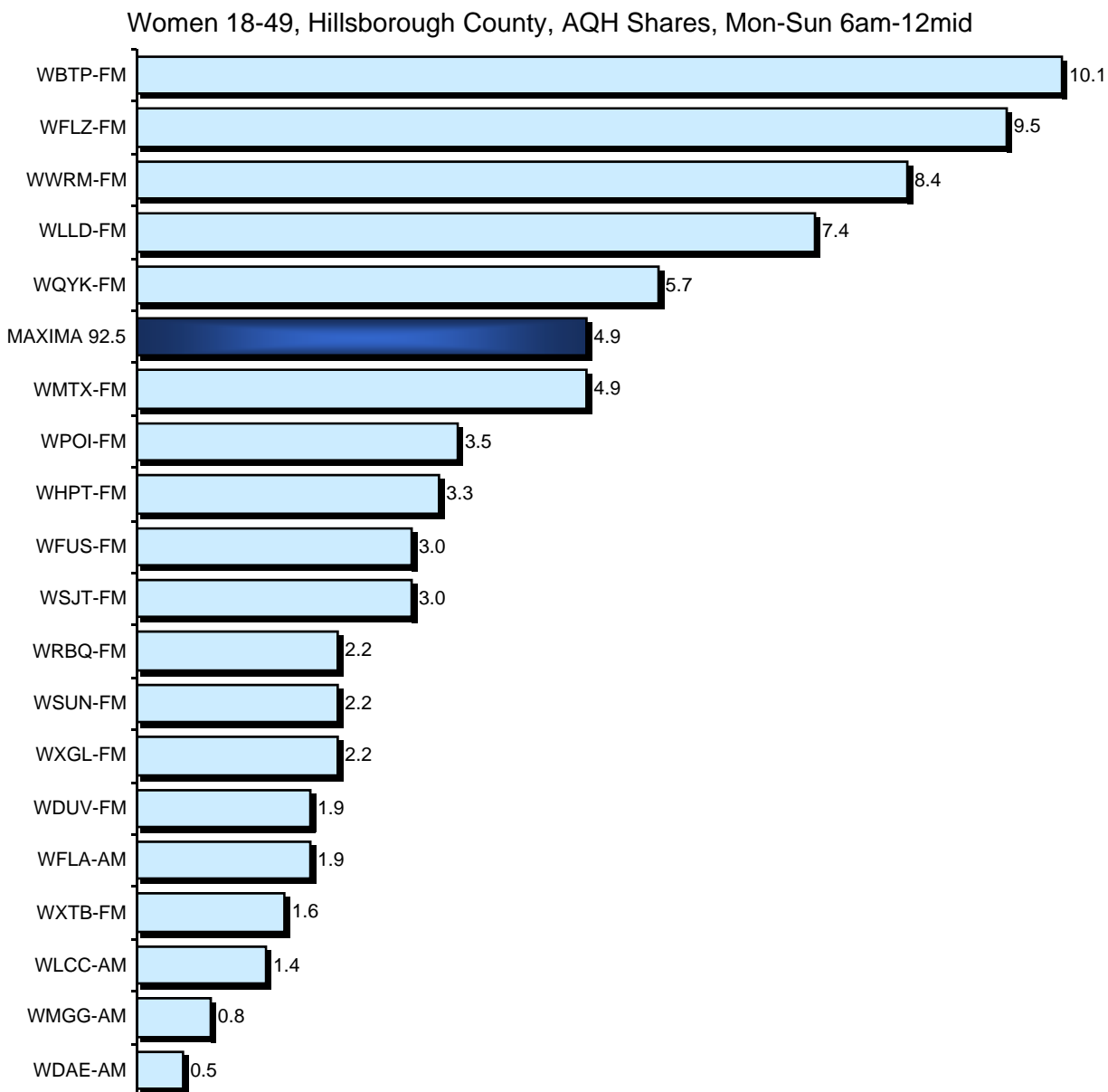
Men 18-49, Hillsborough County, AQH Shares, Mon-Sun 6am-12mid, Fall 2008



Arbitron, Tampa-St. Petersburg-Clearwater Metro (Hillsborough County),  
Fall 2008, AQH Shares, Mon-Sun 6am-12mid, Men 18-49



*Over A Four Book Average, MAXIMA 92.5 Is Among The Top Six Stations Delivering Women 18-49 In Hillsborough County!*

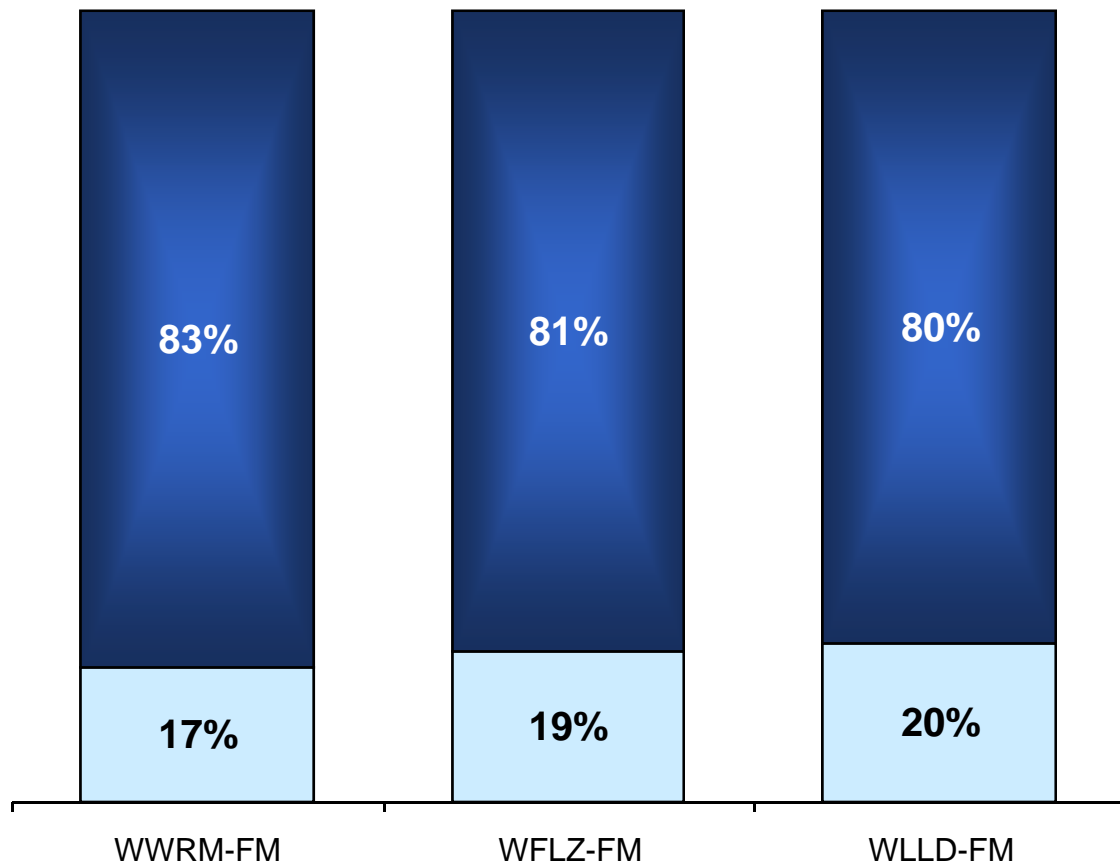


Arbitron, Tampa-St. Petersburg-Clearwater Metro (Hillsborough County),  
4-Bk-Avg: Wi 08/Sp 08/Su 08/Fa 08, AQH Shares, Mon-Sun 6am-12mid, Women 18-49

## *You Can't Reach MAXIMA's 18-49 Hispanics On The English-Language Stations!*

Just 20% of MAXIMA's Hispanic Adults 18-49 tune to WLLD. 80% never tune to WLLD!  
 Just 19% of MAXIMA's Hispanic Adults 18-49 tune to WFLZ. 81% never tune to WFLZ!  
 Just 17% of MAXIMA's Hispanic Adults 18-49 tune to WWRM. 83% never tune to WWRM!

- % Of MAXIMA's Hispanic Adults 18-49 That Don't Listen To Each Station
- % Of MAXIMA's Hispanic Adults 18-49 That Listen To Each Station



Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008,  
 Mon-Fri 6am-7pm, Hispanic Adults 18-49, Cume Duplication/Non-Duplication



# A Large Percentage Of The Hispanic Listeners To The English Stations Listen To MAXIMA 92.5!

But MAXIMA's listeners don't tune to the English stations!

36% of WWRM's Hispanic Adults 18-49 tune to MAXIMA  
 Only 17% of MAXIMA's Hispanic Adults 18-49 tune to WWRM

22% of WFLZ's Hispanic Adults 18-49 tune to MAXIMA  
 Only 19% of MAXIMA's Hispanic Adults 18-49 tune to WFLZ

29% of WLLD's Hispanic Adults 18-49 tune to MAXIMA  
 Only 20% of MAXIMA's Hispanic Adults 18-49 tune to WLLD

Hispanic Adults 18-49 Duplication %	MAXIMA	WLLD-FM	WFLZ-FM	WWRM-FM
MAXIMA	100	29%	22%	36%
WLLD-FM	20%	100	32%	4%
WFLZ-FM	19%	39%	100	29%
WWRM-FM	17%	3%	16%	100

Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, Mon-Fri 6am-7pm, Hispanic Adults 18-49, Cume Duplication