



ADULTS 25-54

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

Tampa-St. Petersburg-Clearwater



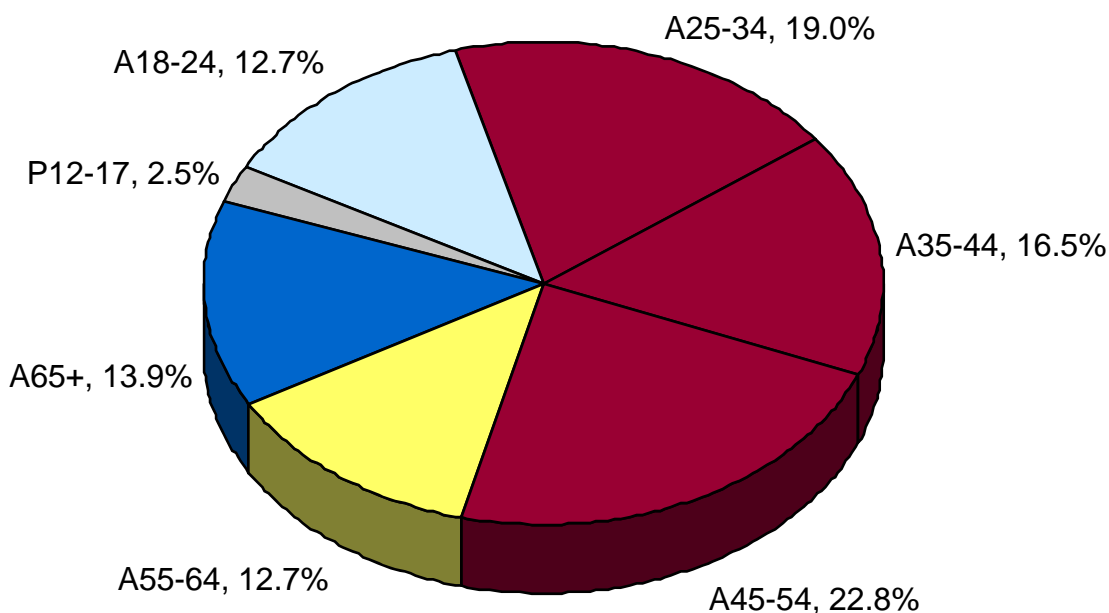
Reasons To Buy MAXIMA 92.5 For Adults 25-54

- ✓ Nearly six in ten of MAXIMA's listeners are Adults 25-54, and MAXIMA delivers a balance of men and women.
- ✓ MAXIMA 92.5 outperforms WQBN and WLCC. MAXIMA reaches nearly three times as many Adults 25-54 as WQBN and WLCC combined!
- ✓ Over the past two surveys, MAXIMA's Adult 25-54 Cume has grown by 49%, and growth has been across all major dayparts!
- ✓ Carlos Jose on MAXIMA 92.5 is among the top seven shows in the market delivering Women 25-54 in AM Drive, and is #1 delivering Hispanic Women 25-54!
- ✓ MAXIMA 92.5 delivers more loyal listeners than any other station in the market: #1 with Exclusive Adults 25-54, Exclusive Men 25-54, and Exclusive Women 25-54.
- ✓ MAXIMA 92.5 is the dominant market leader delivering Hispanic Adults 25-54, Hispanic Men 25-54, and Hispanic Women 25-54!
- ✓ Hillsborough county is important. Not only is it the largest county in the Tampa metro, but it has the largest Hispanic population... 21.3%.
- ✓ MAXIMA 92.5 does an excellent job delivering 25-54's in Hillsborough county. Over a four book average, MAXIMA is in the top six stations delivering Adults 25-54, Men 25-54, and Women 25-54 in Hillsborough county!
- ✓ You can't reach MAXIMA's Hispanic Adults 25-54 on the English stations. 80% of MAXIMA's Hispanic Adults 25-54 never tune to WWRM, 82% never tune to WFLZ, and 90% never tune to WLLD.

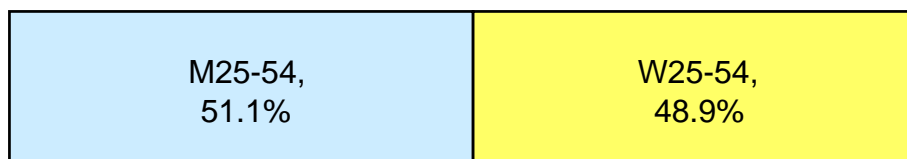
Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008 And Latest Four Book Average

MAXIMA 92.5 Delivers Adults 25-54!
58.3% Are Adults 25-54.

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

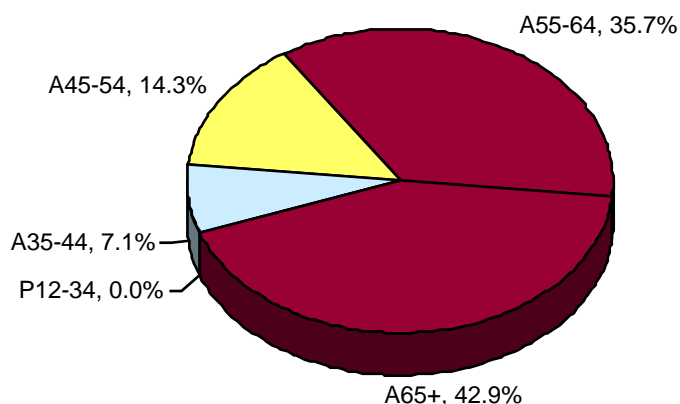


MAXIMA 92.5: Men/Women Distribution



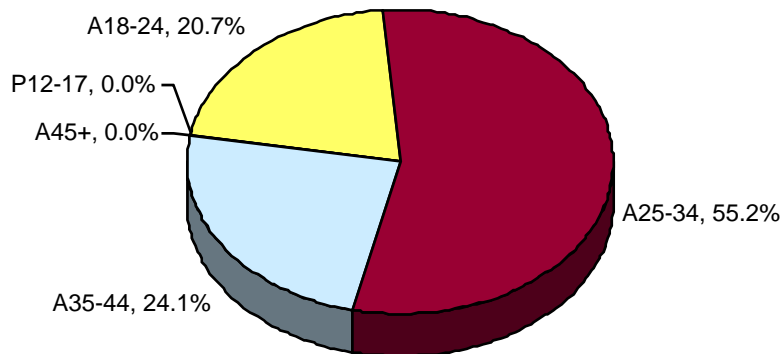
Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, AQH Persons %

WQBN-AM Delivers Adults 55+



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

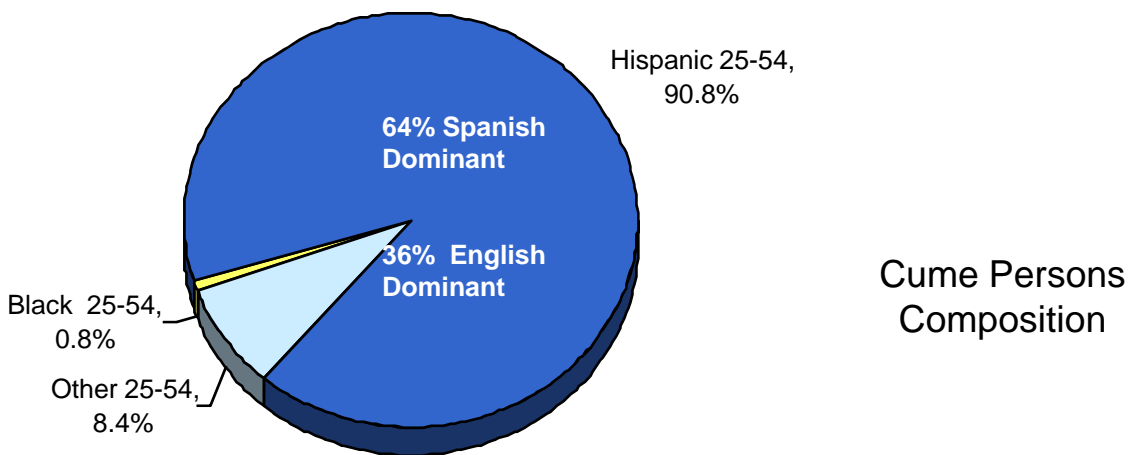
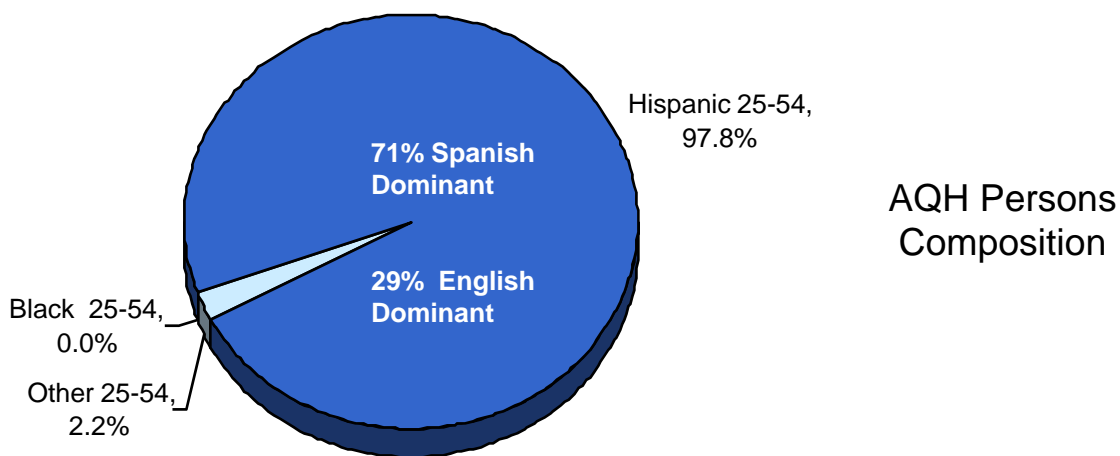
WLCC-AM Delivers Adults 25-34



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

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

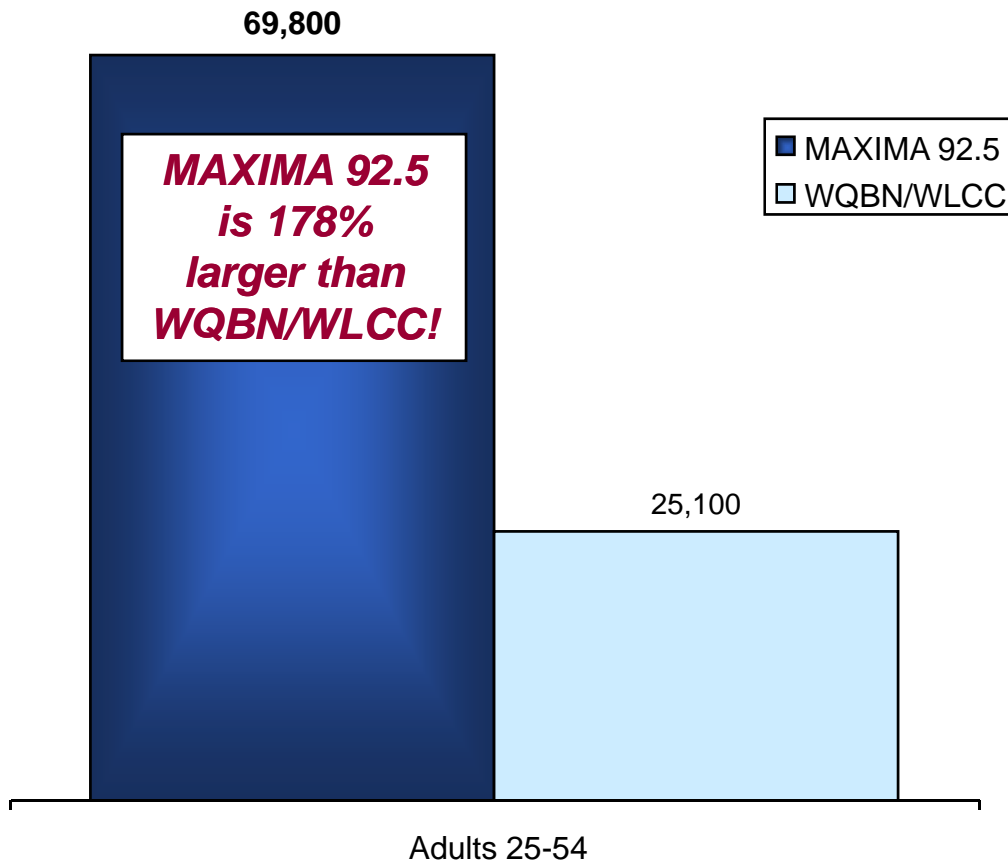
MAXIMA 92.5 Delivers A Largely Hispanic Audience



Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, Mon-Sun 6am-12mid, Adults 25-54

MAXIMA 92.5 Outperforms WQBN And WLCC Combined!

Adults 25-54, Cume Persons, Mon-Sun 6am-12mid, Fall 2008

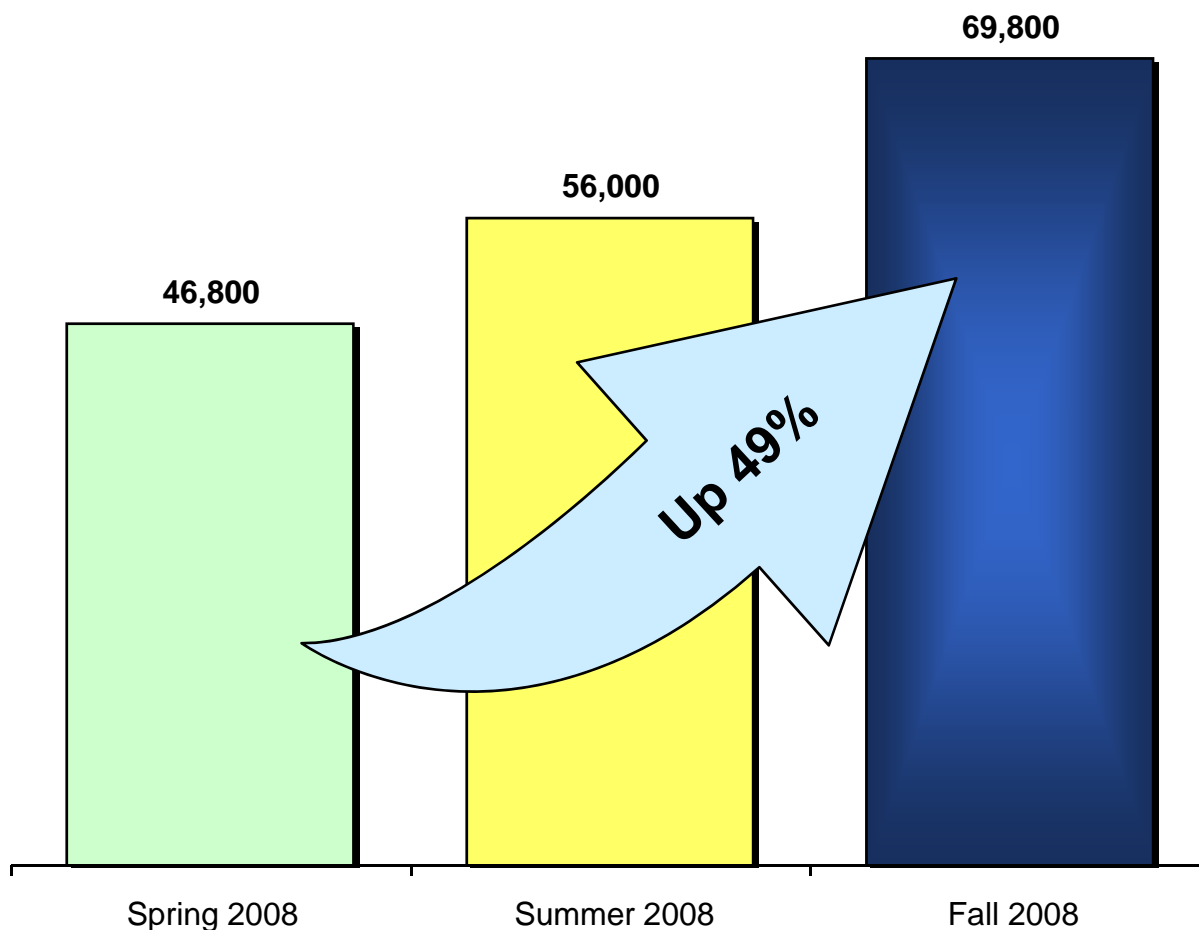


Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, Adults 25-54, Cume Persons, Mon-Sun 6am-12mid

ADULTS 25-54

Over the past two surveys, MAXIMA 92.5 has grown 49% with Adults 25-54!

Cume Persons, Adults 25-54, Mon-Sun 6am-12mid,
% Change Spring 2008 To Fall 2008

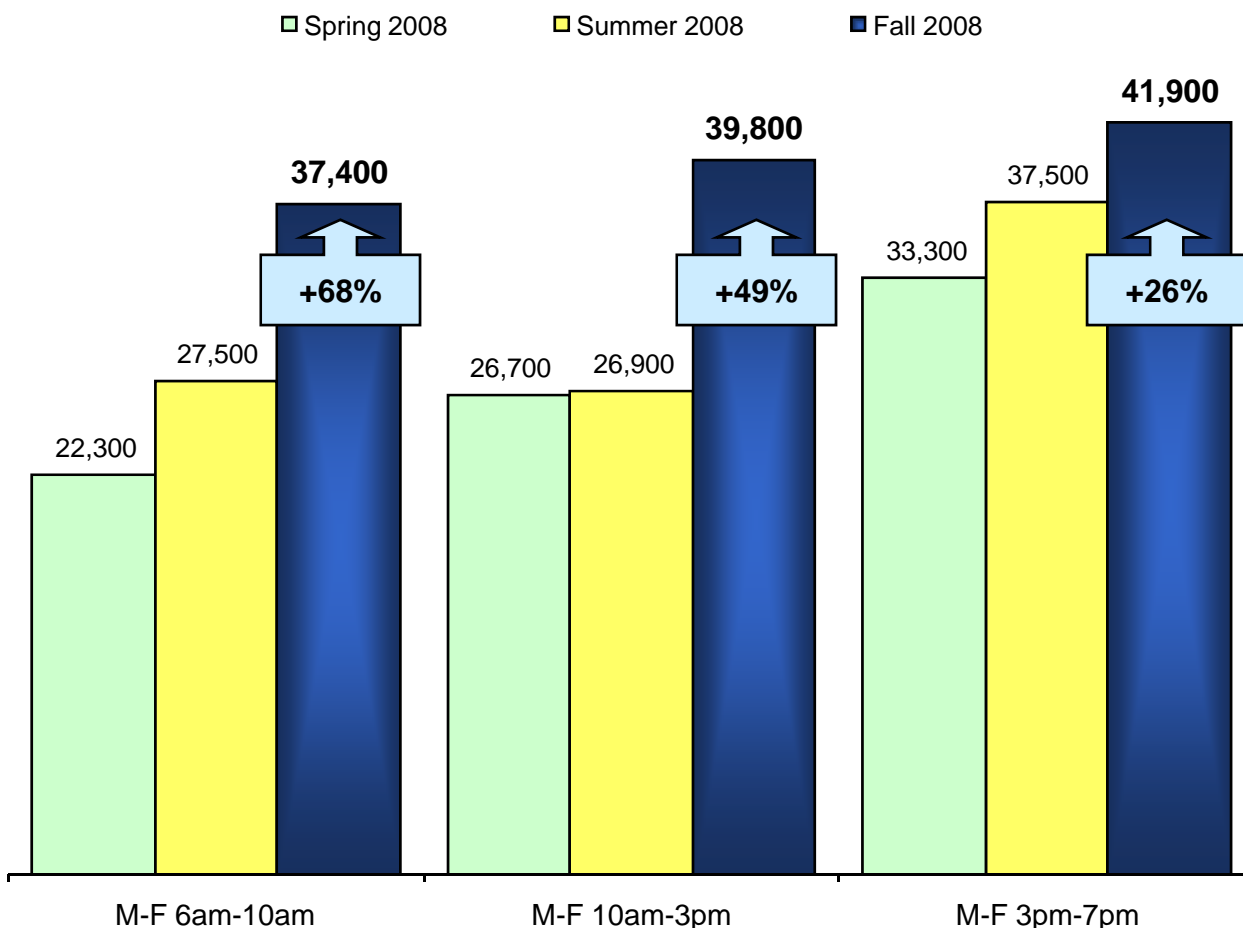


Arbitron, Tampa-St. Petersburg-Clearwater Metro, Cume Persons, Adults 25-54, Mon-Sun 6am-12mid

ADULTS 25-54 BY DAYPART

Over the past two surveys, MAXIMA 92.5 has grown 25% or more across all major dayparts!

Cume Persons, Adults 25-54 By Daypart,
% Change Spring 2008 To Fall 2008

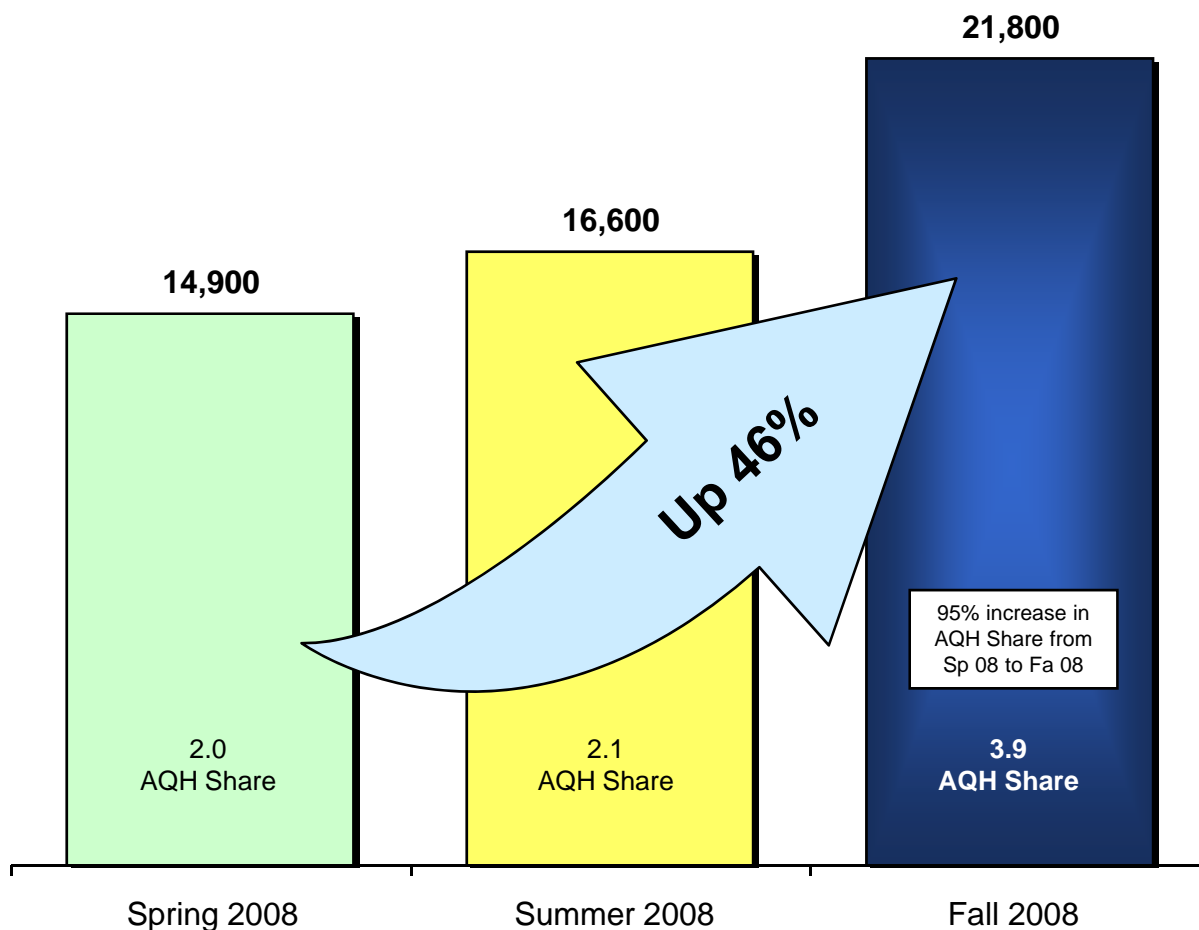


Arbitron, Tampa-St. Petersburg-Clearwater Metro, Cume Persons, Adults 25-54 By Daypart

WOMEN 25-54: AM DRIVE

Over the past two surveys, MAXIMA 92.5 has grown 46% with Women 25-54 in AM Drive!

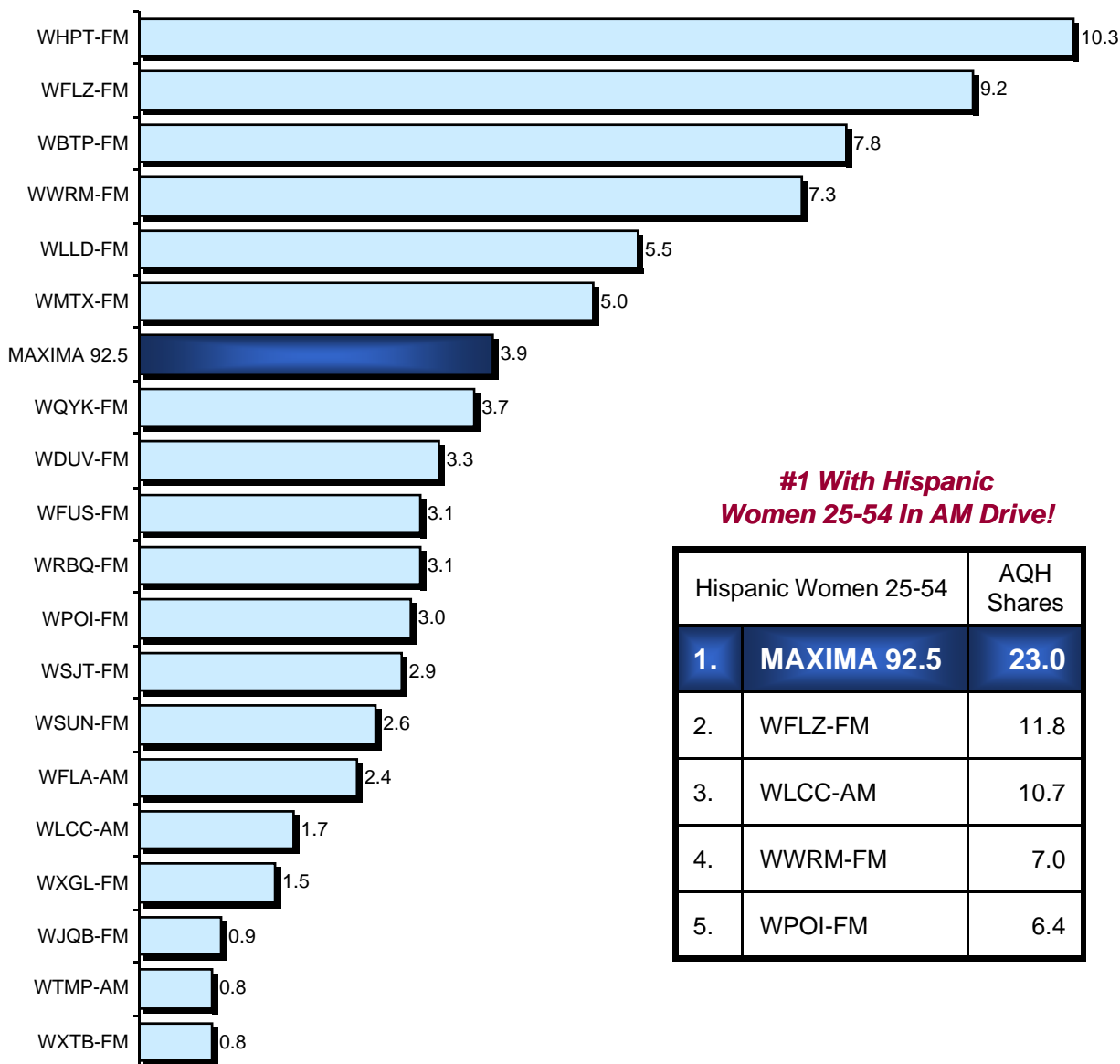
Cume Persons, Women 25-54, Mon-Fri 6am-10am,
% Change Spring 2008 To Fall 2008,
AQH Shares Are Also Shown



Arbitron, Tampa-St. Petersburg-Clearwater Metro, Cume Persons, Women 25-54, Mon-Fri 6am-10am

Carlos Jose On MAXIMA 92.5 Is Among The Top Seven Shows In The Market Delivering Women 25-54 In AM Drive!

Women 25-54, AQH Shares, Mon-Fri 6am-10am, Fall 2008



#1 With Hispanic Women 25-54 In AM Drive!

	Hispanic Women 25-54	AQH Shares
1.	MAXIMA 92.5	23.0
2.	WFLZ-FM	11.8
3.	WLCC-AM	10.7
4.	WWRM-FM	7.0
5.	WPOI-FM	6.4

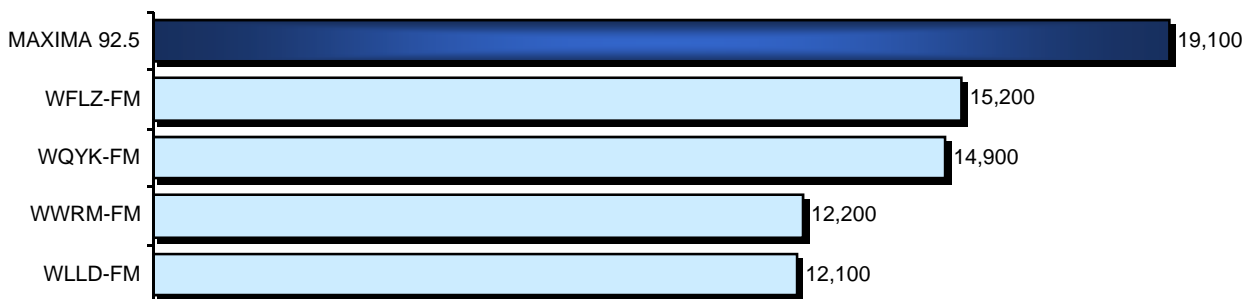
Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, AQH Shares, Mon-Fri 6am-10am, Women 25-54



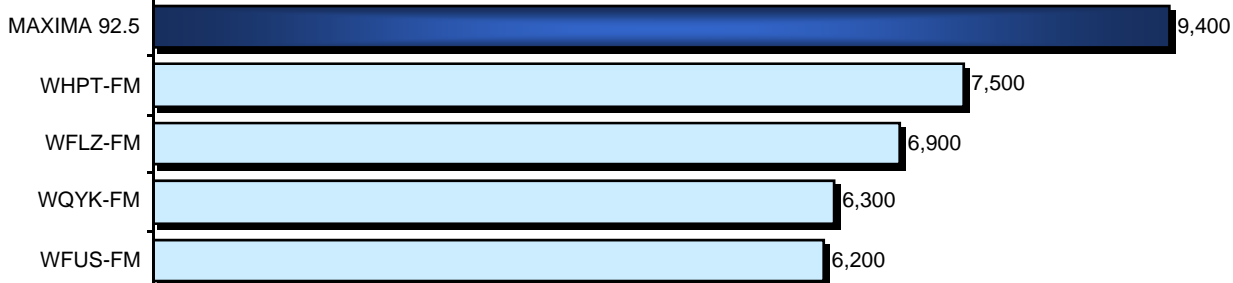
MAXIMA 92.5 Delivers More Loyal 25-54 Listeners Than Any Other Station In The Market!

Exclusive Cume, Mon-Sun 6am-12mid, Fall 2008

Exclusive Adults 25-54



Exclusive Men 25-54

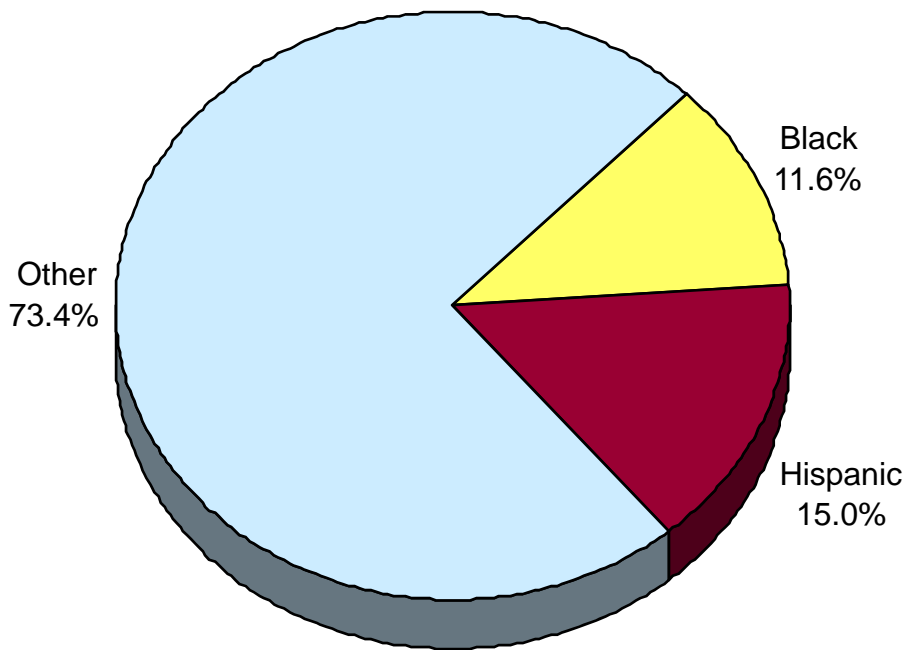


Exclusive Women 25-54



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

15% Of All Adults 25-54 In The Tampa-St. Petersburg-Clearwater Metro Are Hispanic.



Ethnic Composition Of Adults 25-54,
Tampa-St. Petersburg-Clearwater Metro, Fall 2008

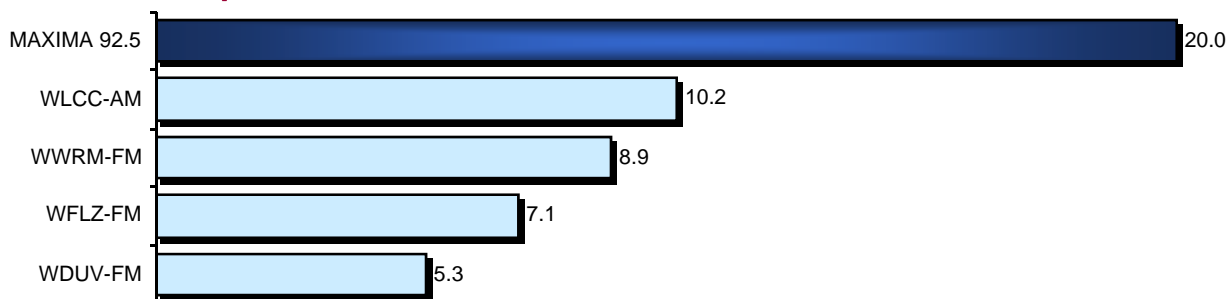
Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008



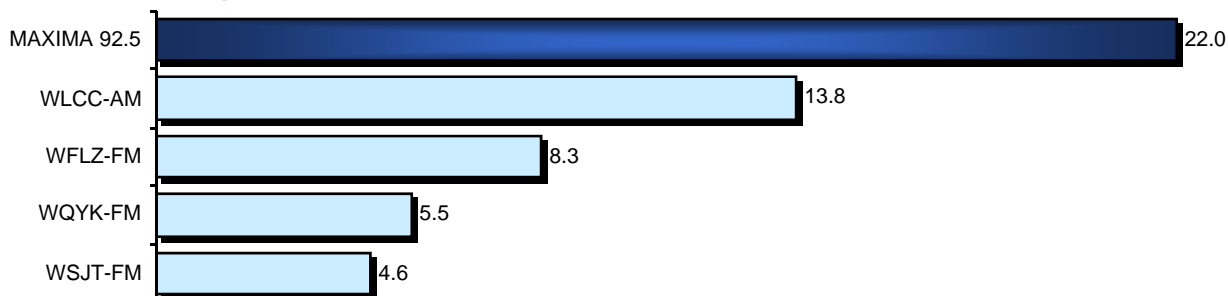
MAXIMA 92.5 Is The Dominant Market Leader Delivering Hispanic 25-54's!

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

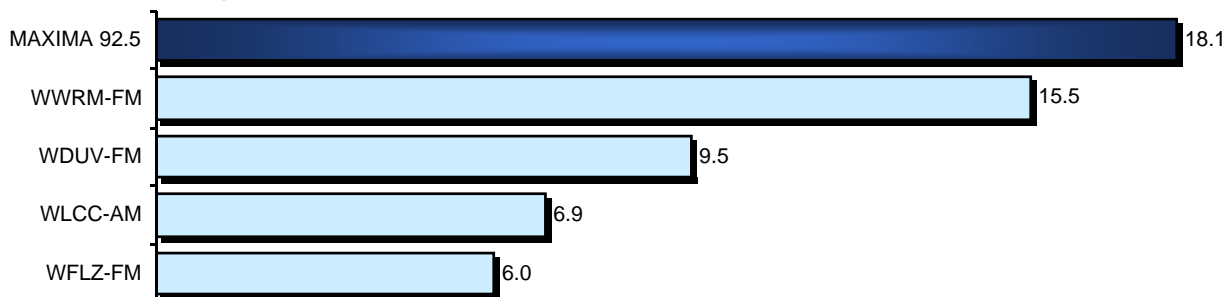
Hispanic Adults 25-54



Hispanic Men 25-54



Hispanic Women 25-54



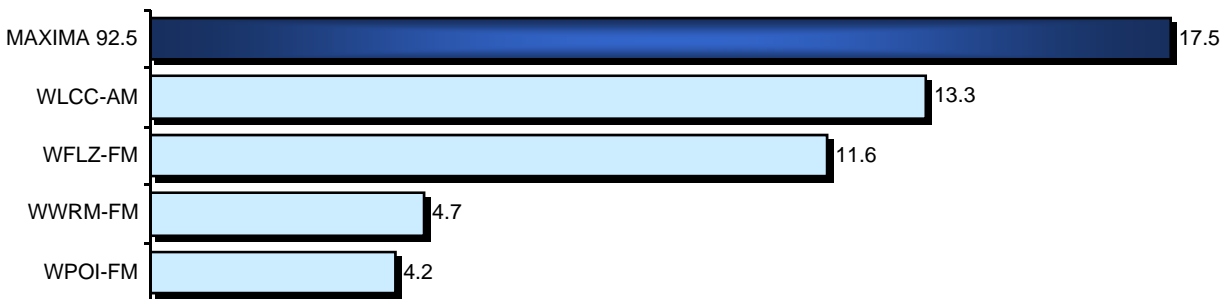
Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, Mon-Sun 6am-12mid, Hispanic AQH Shares



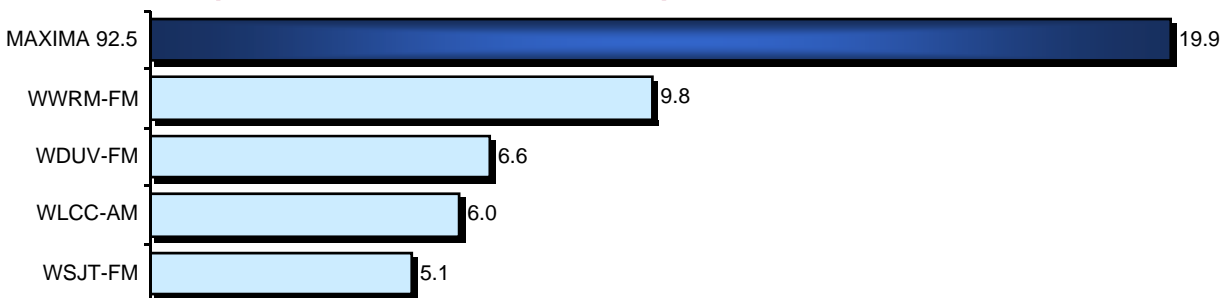
MAXIMA 92.5 Is The Dominant Market Leader Delivering Hispanic Adults 25-54 Across All Major Dayparts!

Hispanic Adults 25-54 By Daypart, AQH Shares, Fall 2008

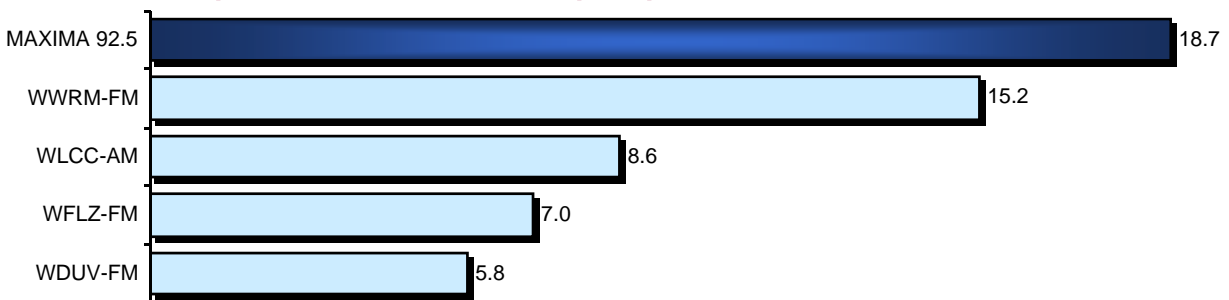
Hispanic Adults 25-54: M-F 6am-10am



Hispanic Adults 25-54: M-F 10am-3pm



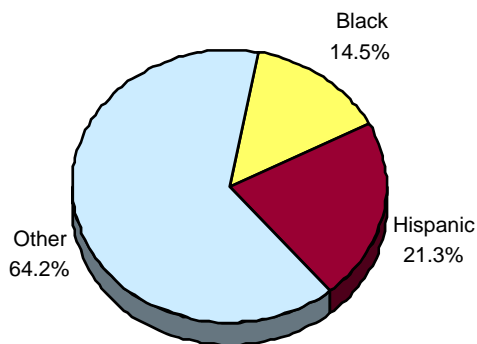
Hispanic Adults 25-54: M-F 3pm-7pm



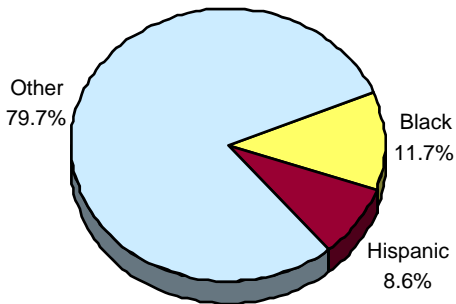
Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, Hispanic Adults 25-54 By Daypart, AQH Shares

Hillsborough County Is Important!

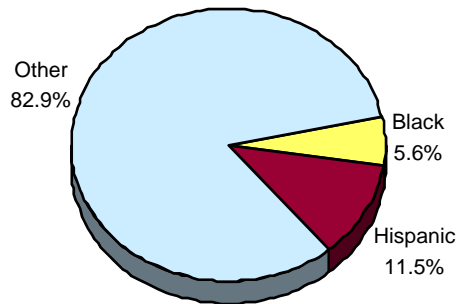
Not only is it the largest county in the Tampa metro, but it has the largest Hispanic population... 21.3%



Hillsborough County
25-54 Population: 506,623



Pinellas County
25-54 Population: 357,643



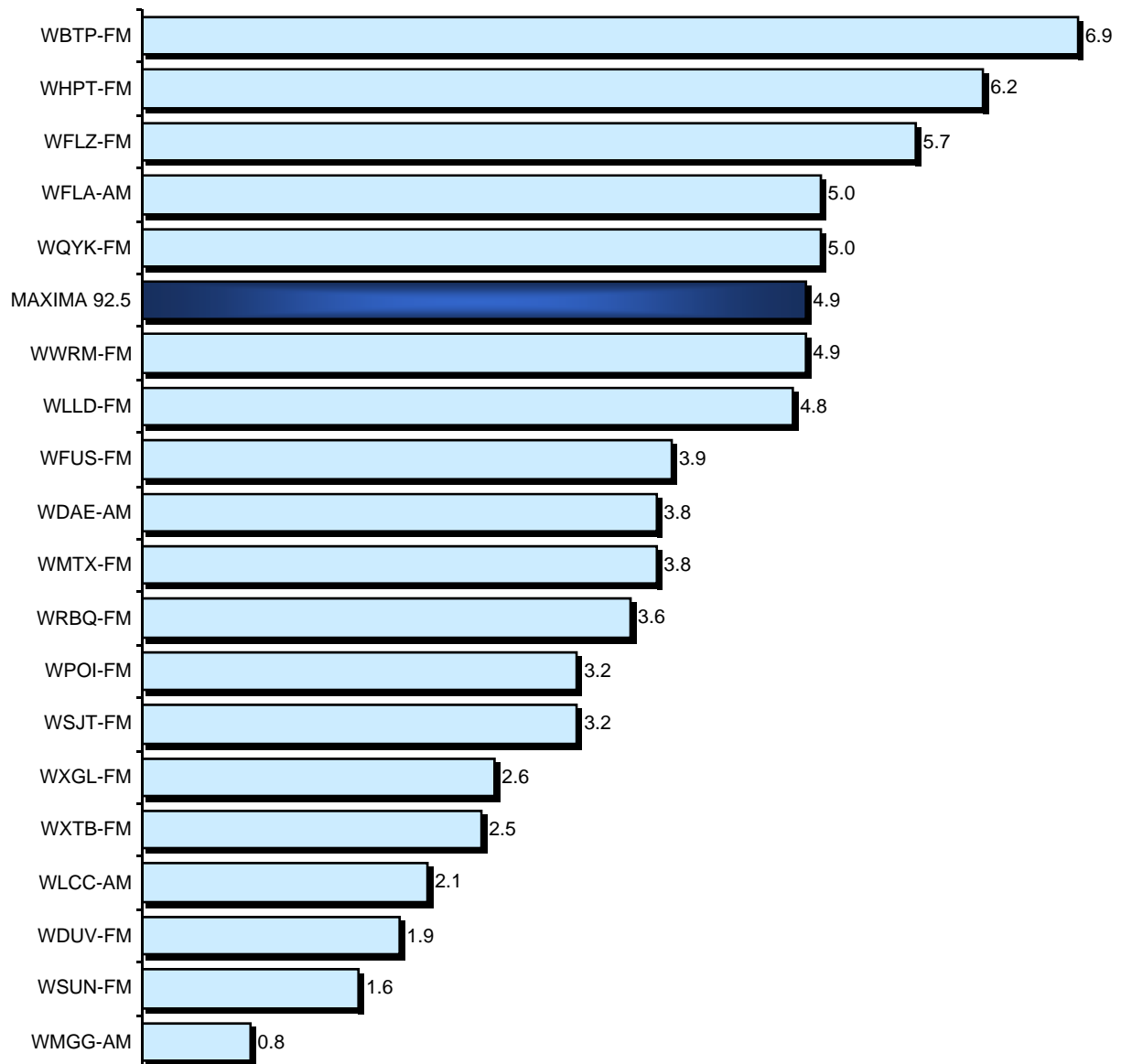
Pasco and Hernando Counties
25-54 Population: 253,859

Arbitron, Tampa-St. Petersburg-Clearwater Metro (Hillsborough County), Fall 2008, Adults 25-54



Over A Four Book Average, MAXIMA 92.5 Is Among The Top Six Stations Delivering Adults 25-54 In Hillsborough County!

Adults 25-54, Hillsborough County, AQH Shares, Mon-Sun 6am-12mid



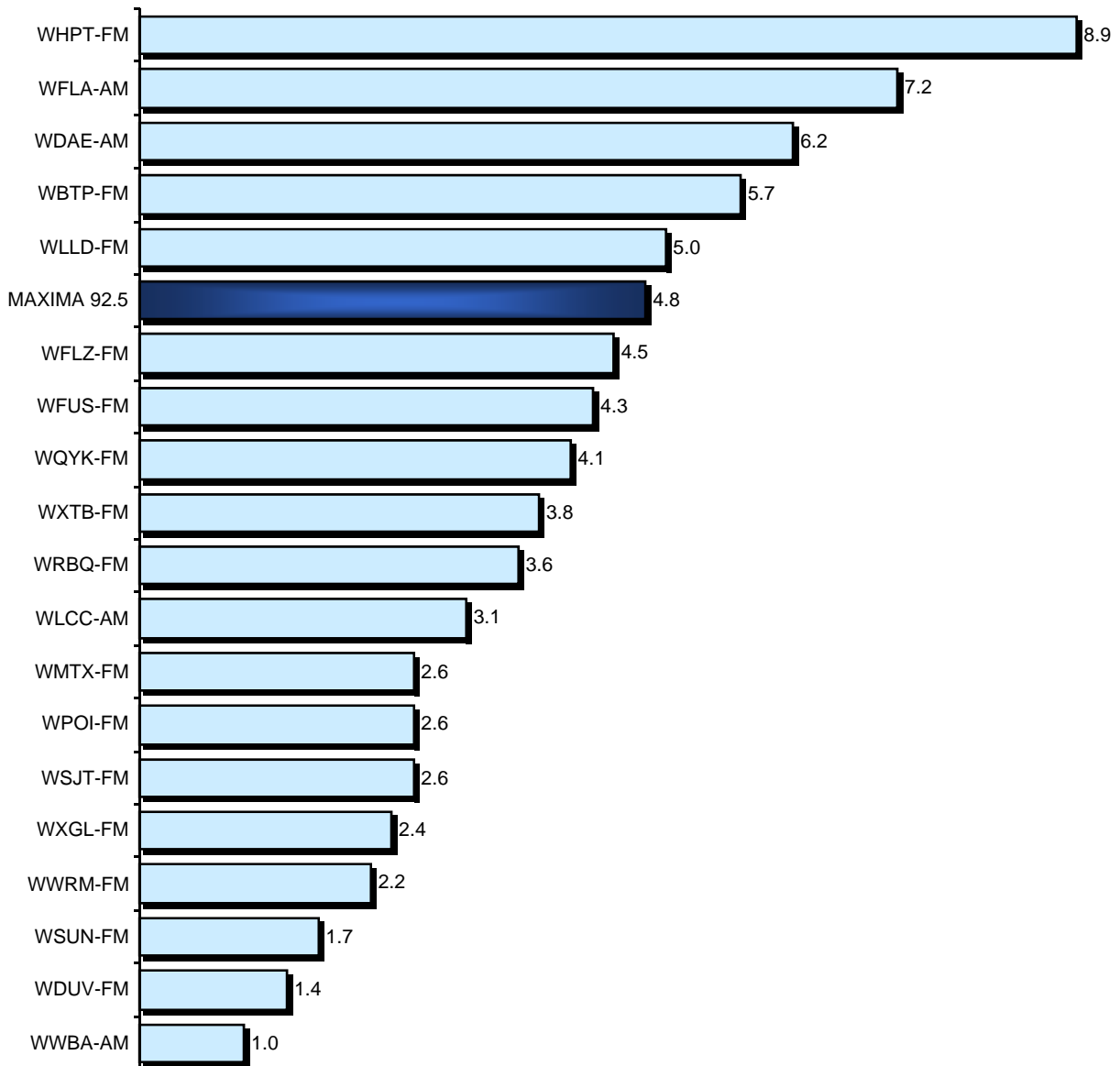
Arbitron, Tampa-St. Petersburg-Clearwater Metro (Hillsborough County), 4-Bk-Avg: Wi 08/Sp 08/Su 08/Fa 08, AQH Shares, Mon-Sun 6am-12mid, Adults 25-54





Over A Four Book Average, MAXIMA 92.5 Is Among The Top Six Stations Delivering Men 25-54 In Hillsborough County!

Men 25-54, Hillsborough County, AQH Shares, Mon-Sun 6am-12mid

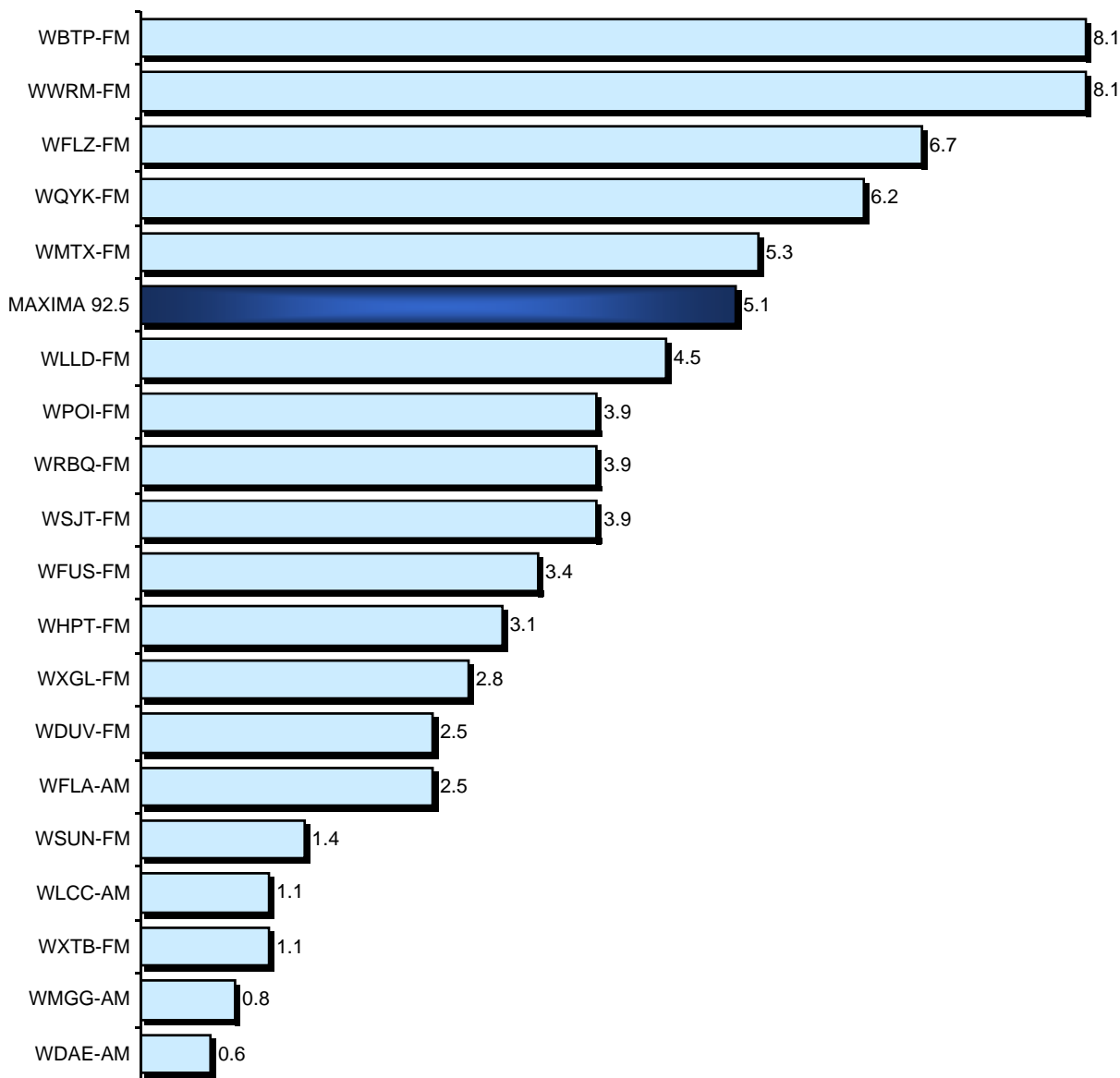


Arbitron, Tampa-St. Petersburg-Clearwater Metro (Hillsborough County),
4-Bk-Avg: Wi 08/Sp 08/Su 08/Fa 08, AQH Shares, Mon-Sun 6am-12mid, Men 25-54



Over A Four Book Average, MAXIMA 92.5 Is Among The Top Six Stations Delivering Women 25-54 In Hillsborough County!

Women 25-54, Hillsborough County, AQH Shares, Mon-Sun 6am-12mid

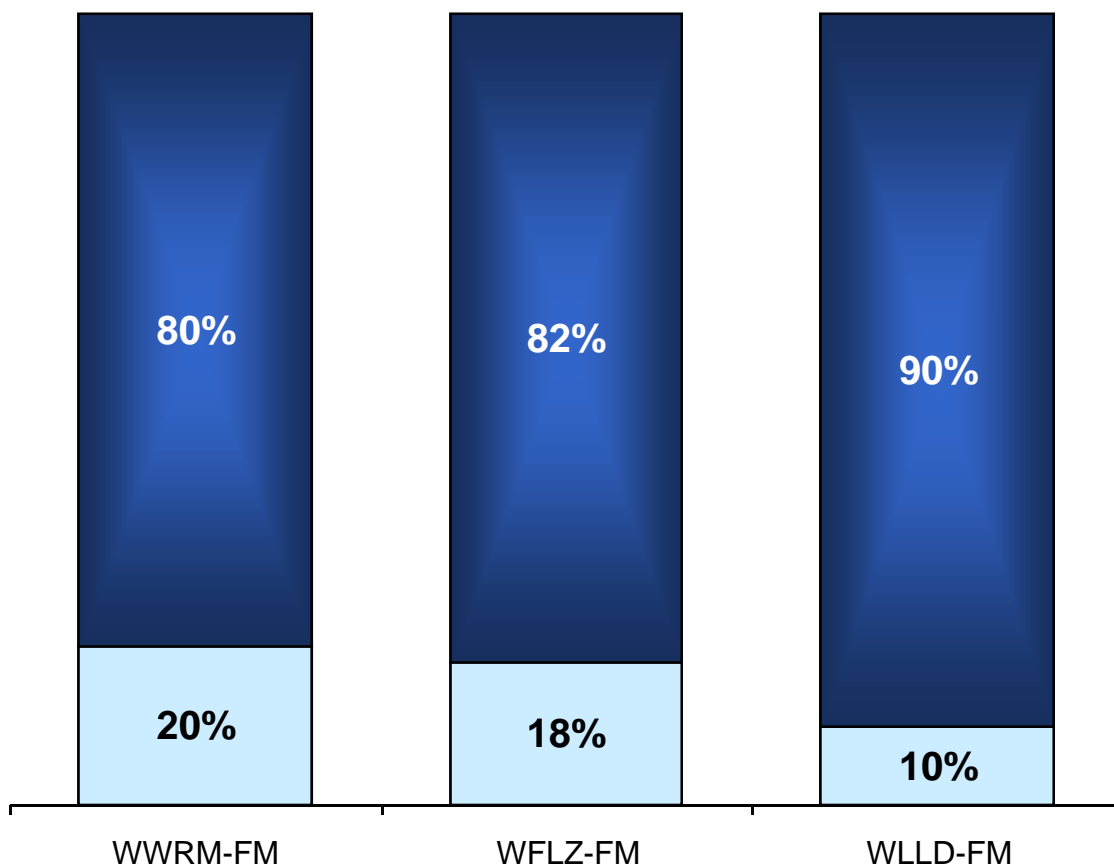


Arbitron, Tampa-St. Petersburg-Clearwater Metro (Hillsborough County),
4-Bk-Avg: Wi 08/Sp 08/Su 08/Fa 08, AQH Shares, Mon-Sun 6am-12mid, Women 25-54

You Can't Reach MAXIMA's 25-54 Hispanics On The English-Language Stations!

Just 10% of MAXIMA's Hispanic Adults 25-54 tune to WLLD. 90% never tune to WLLD!
Just 18% of MAXIMA's Hispanic Adults 25-54 tune to WFLZ. 82% never tune to WFLZ!
Just 20% of MAXIMA's Hispanic Adults 25-54 tune to WWRM. 80% never tune to WWRM!

- % Of MAXIMA's Hispanic Adults 25-54 That Don't Listen To Each Station
- % Of MAXIMA's Hispanic Adults 25-54 That Listen To Each Station



Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008,
Mon-Fri 6am-7pm, Hispanic Adults 25-54, 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 25-54 tune to MAXIMA
 Only 20% of MAXIMA's Hispanic Adults 25-54 tune to WWRM

28% of WFLZ's Hispanic Adults 25-54 tune to MAXIMA
 Only 18% of MAXIMA's Hispanic Adults 25-54 tune to WFLZ

31% of WLLD's Hispanic Adults 25-54 tune to MAXIMA
 Only 10% of MAXIMA's Hispanic Adults 25-54 tune to WLLD

Hispanic Adults 25-54 Duplication %	MAXIMA	WWRM-FM	WFLZ-FM	WLLD-FM
MAXIMA	100	36%	28%	31%
WWRM-FM	20%	100	21%	6%
WFLZ-FM	18%	25%	100	45%
WLLD-FM	10%	4%	23%	100

Arbitron, Tampa-St. Petersburg-Clearwater Metro, Fall 2008, Mon-Fri 6am-7pm, Hispanic Adults 25-54, Cume Duplication