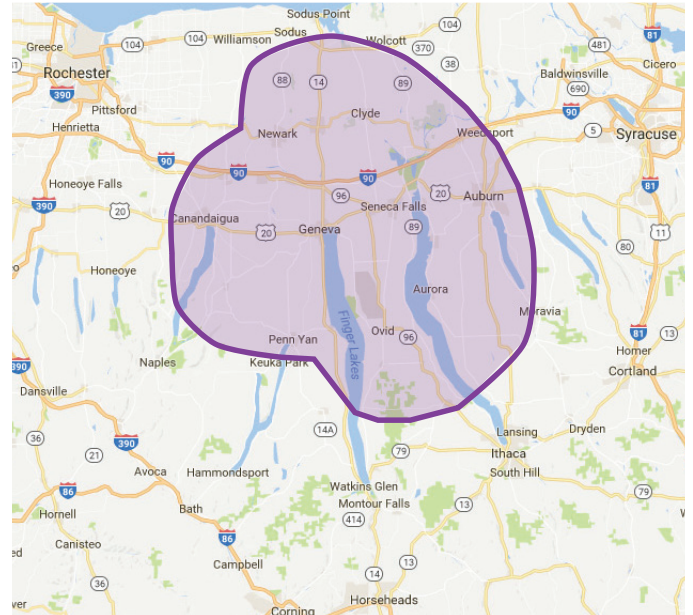




> Coverage

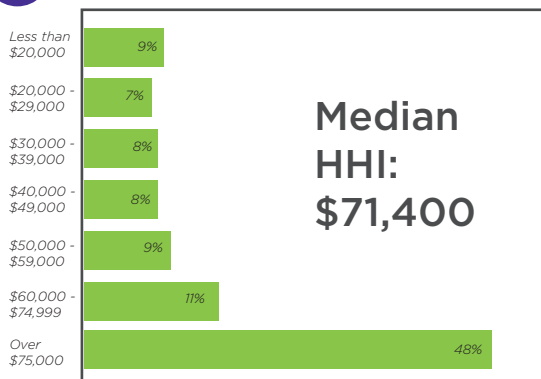


> Weekly Listener Estimate  
17,500\*

> Target  
Men 25-64

> Personalities  
5:30 a.m. to Noon - Paul Szmal on the WALL  
Classic Rock All Day

> Household Income



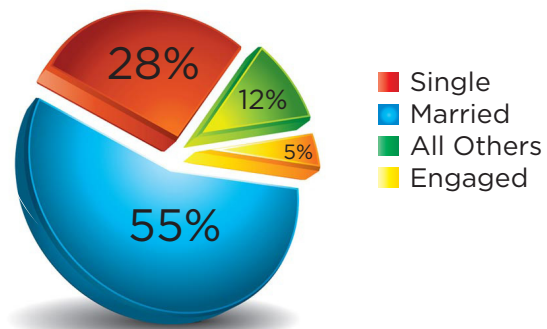
> Occupation

Professional and Related Occupations	14%
Management, Business and Financial	12%
Sales and Office	17%
Natural Resources, Construction, Maintenance	11%
Other	22%

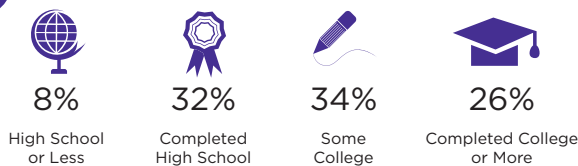
> Households with Children  
45% Have Children at Home



> Marital Status



> Education



> Home Ownership  
72% Own Home

