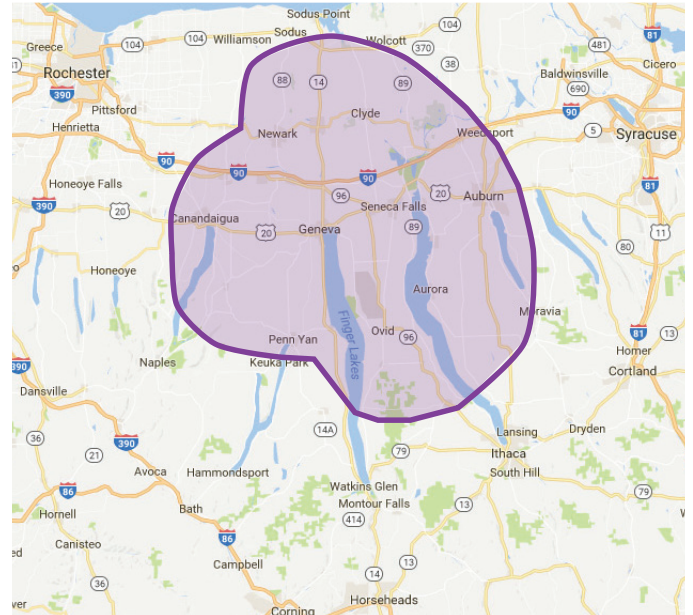




> Coverage

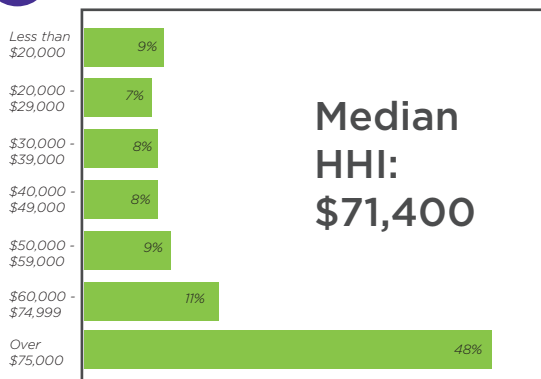


> Weekly Listener Estimate
17,500*

> Target
Men 25-64

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

> Household Income



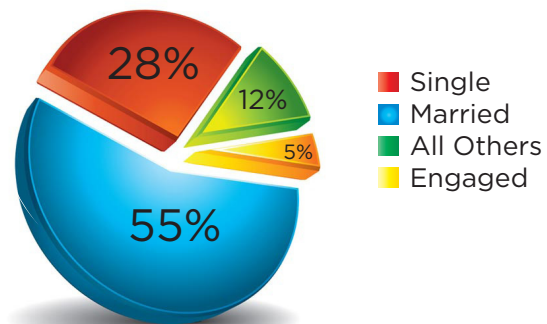
> Occupation

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

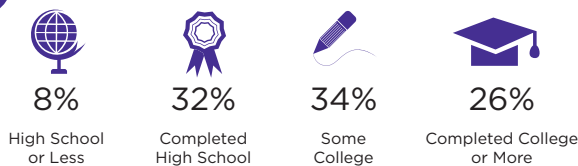
> Households with Children
45% Have Children at Home



> Marital Status



> Education



> Home Ownership
72% Own Home

