

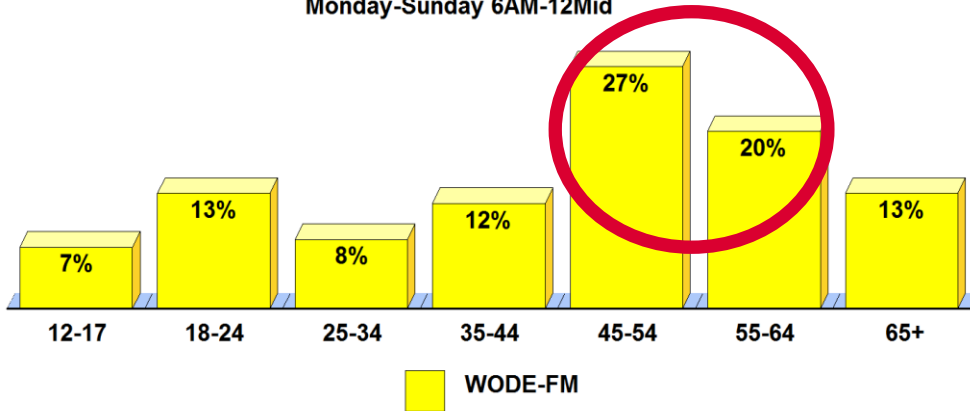


99 9 The Hawk Is Perfect for Targeting Baby Boomers!

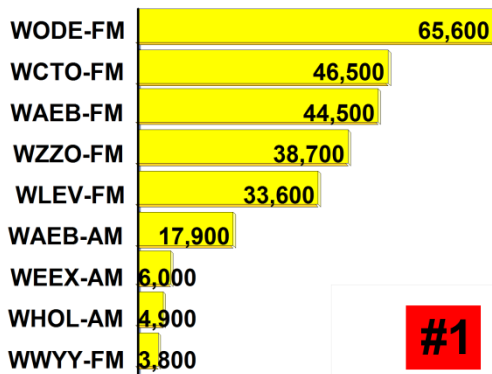
Baby Boomers fall within the 45-54 and 55-64 demographic cells that are considered to have the highest discretionary income and therefore the greatest spending power. This group is more highly educated, has more professionals, and exhibits more household diversity than previous generations.

WODE-FM is perfect for targeting these consumers as its largest demos cells are 45-54 and 55-64. Nearly half (47%) of WODE-FM's audience being Adults 45-64. Plus, WODE-FM ranks #1 with Adults 45-64 and #1 with Adults 45-64 with annual household incomes over \$75,000.

Cume Persons 12+ Age Composition
Monday-Sunday 6AM-12Mid

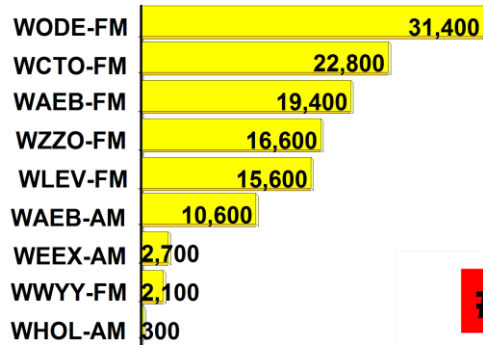


Cume Adults 45-64
Monday-Sunday 6A-12Mid



#1

Cume Adults 45-64
Household Income \$75,000+
Monday-Sunday 6A-12Mid



#1