

AMONG SOFT ROCK LISTENERS 18+

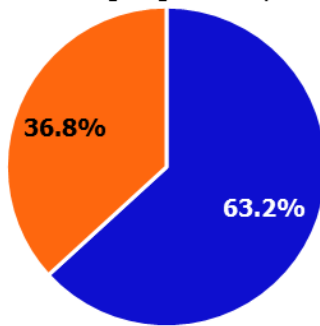
PURCHASING POWER

- 71% are employed full/part time
- 24.8% earn a household income of \$100,000 to \$199,999
- Over 65% earn a household income of \$50,000+
- More than 73% own a residence

RAB

SOFT ROCK AUDIENCE

88% are adults 25+
Average age of 42 years



Male Female

RAB

LIFESTYLES

RAB & Admall

Purchase patio furniture	12.4%
Purchase car wash/detailing services	29.6%
Purchase accounting/tax services	23.3%
Purchase financial/retirement planning services	10.3%

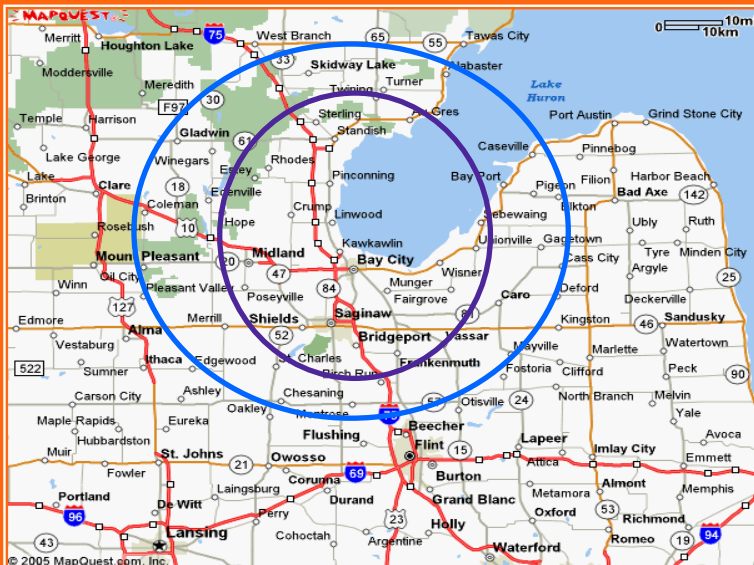
MORE LIKELY TO...

Installed household exterior doors in the past year by an outside contractor	94%
Remodeled household rooms other than bathroom, kitchen, bedroom in the past year by an outside contractor	64%
Spend a household total of \$3,000 or more on any home remodeling project in the past year	19%
Own dual-purpose bike/motorcycle	108%
Spend total of \$51-\$100 at fine dining restaurants in the past month	37%

62.7% of soft rock listeners are willing to pay more for higher quality on most products

Admall

THE BAY REACHES THE GREAT LAKES BAY REGION



THE BAY AT OLD TOWN MOTORFEST



THE BAY STANDARDS PROVIDE MORE VALUE

- 10 commercial minutes per hour maximum
- Competitive separation within stop sets
- 3-1 make good policy
- Award-winning production service – free
- Effective scheduling strategies
- Accurate and timely billing
- Locally owned and locally involved