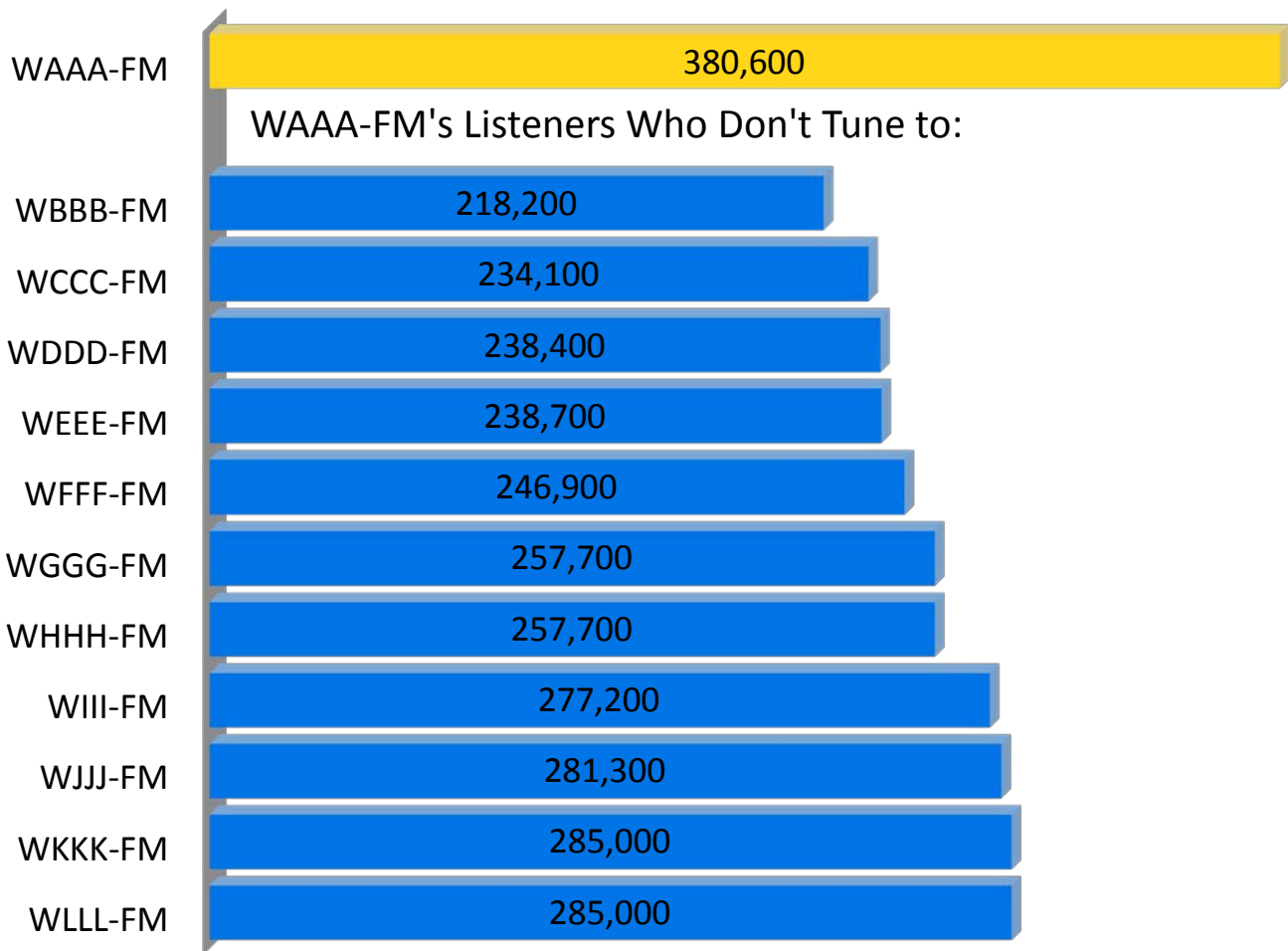




You Need WAAA-FM Because You Won't Reach Its Adult 25-54 Listeners on These Stations!

Cume Adults 25-54 Mon-Sun 6A-12Mid

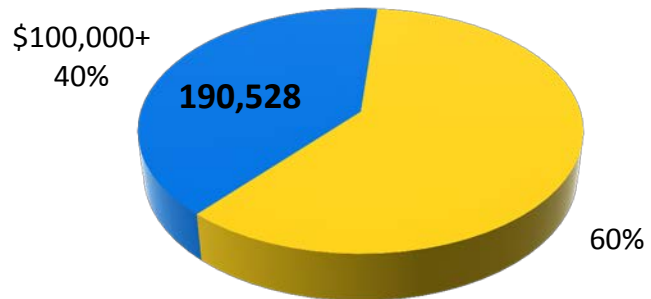




Your Message on WAAA-FM Will Reach Adults 25-54 from High-Income Households!

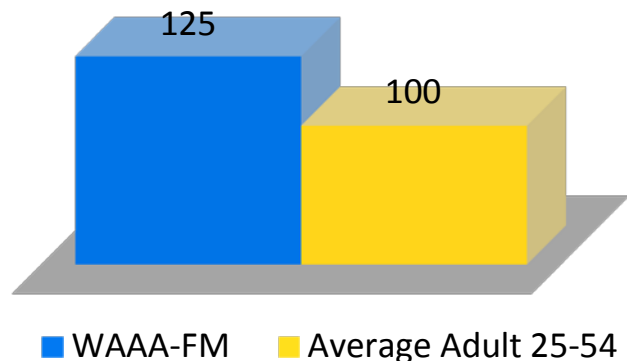
Two out of five (40%) of WAAA-FM's Adult 25-54 listeners have annual household incomes over \$100,000. That's 190,528 of WAAA-FM's Adult 25-54 listeners!

Annual Household Income \$100,000+
WAAA-FM Adults 25-54 Cume Composition/Persons



And, WAAA-FM's Adult 25-54 listeners are 25% more likely than the market average to have an annual household income of \$75,000 or more.

Annual Household Income \$100,000+
Adults 25-54 Cume Index



WAAA-FM's Annual Expenditures on Lawyers!

WAAA-FM's listeners have the money to purchase your products or services!

Make sure the money they're spending is going to your business!

For more information about attracting WAAA-FM's listeners and their considerable spending power to your business, contact your WAAA-FM Account Executive, who will assist you in creating a successful marketing campaign.

Tap into the spending power of the WAAA-FM listener with a message on WAAA-FM today!



\$1.0 Billion Annually

\$84.2 Million Monthly

\$19.4 Million Weekly

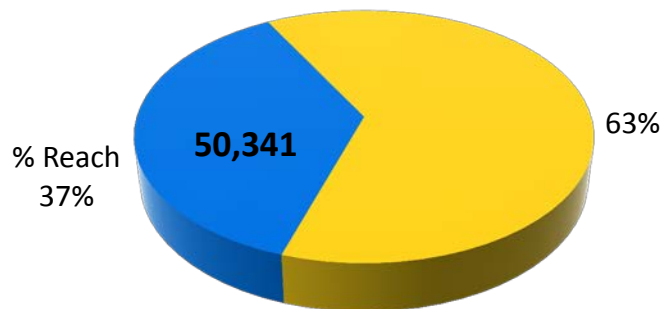
\$2.8 Million Daily



WAAA-FM's Adult 18-49 Listeners Are Visiting Mexican Restaurants for Lunch!

WAAA-FM reaches nearly two out of five (37%) of all Adults 18-49 in the metro who have visited a Mexican restaurant for lunch in the past month. That's 50,341 of your target Adults 18-49.

Mexican Restaurant Visited for Lunch/Past Month
WAAA-FM Adults 18-49 Cume Rating/Persons



And, WAAA-FM's Adult 18-49 listeners are 65% more likely than the market average to have visited a Mexican restaurant for lunch in the past month.

That's the highest index in the market!

Mexican Restaurant Visited for Lunch/Past Month
Adults 18-49 Cume Index

