



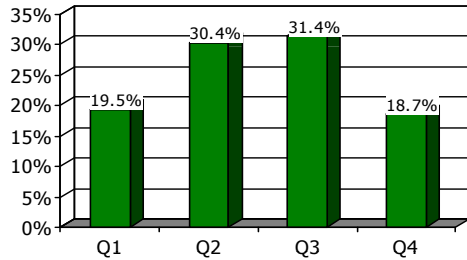
Radio's Leading Advertisers | 2008 Edition

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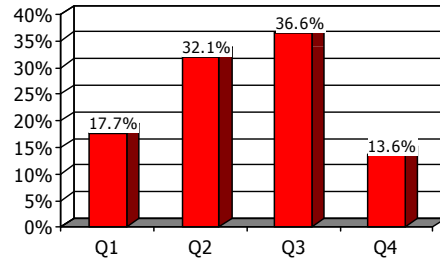
UNIVERSAL PICTURES

2008 Rank - 9 / 2007 Rank - 12

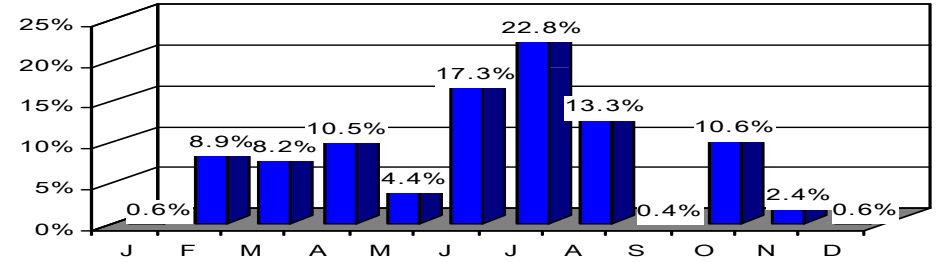
■ TOTAL MEDIA SEASONALITY BY QUARTER



■ RADIO SEASONALITY BY QUARTER



■ RADIO SEASONALITY BY MONTH



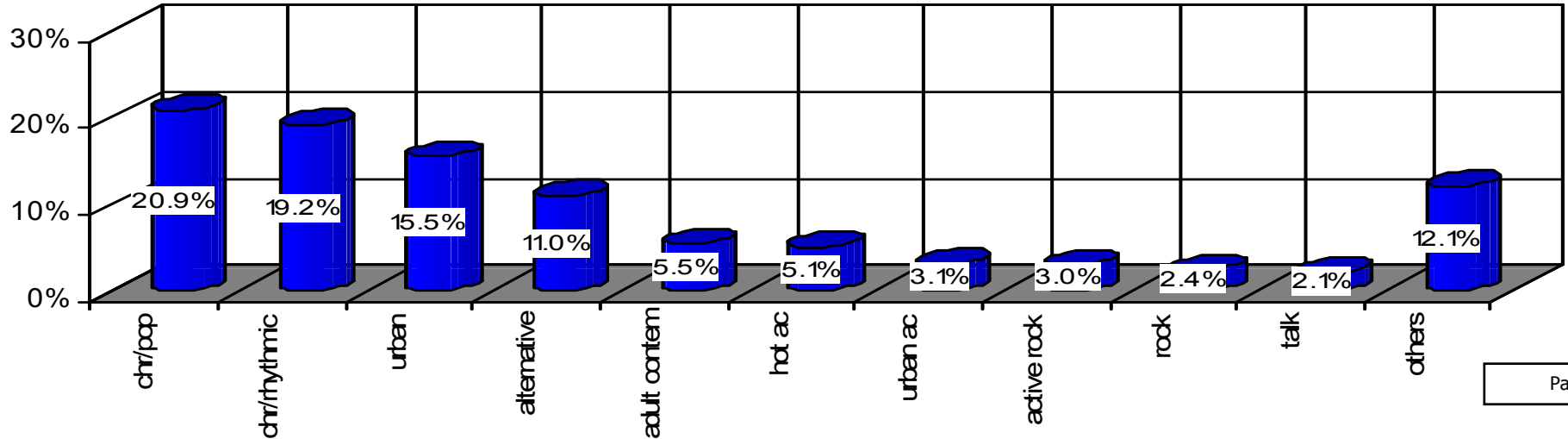
MEDIA SPENDING MIX (000)			
	2008	2007	GROWTH
NEWSPAPERS	\$54,536	\$79,605	-31.5%
TELEVISION	\$24,478	\$23,688	3.3%
RADIO	\$34,540	\$35,281	-2.1%
TOTAL	\$113,555	\$138,574	-18.1%
% SPENT ON RADIO	30.4%	25.5%	

UNIVERSAL PICTURES vs. CONCERTS/THEATER/MOVIES							
	2008			2007			
	CATEGORY	ADVERTISER	SHARE	CATEGORY	ADVERTISER	SHARE	CHANGE
NEWSPAPERS	\$191,991	\$54,536	28.4%	\$299,475	\$79,605	26.6%	1.8%
TELEVISION	\$181,112	\$24,478	13.5%	\$249,946	\$23,688	9.5%	4.0%
RADIO	\$103,570	\$34,540	33.3%	\$119,855	\$35,281	29.4%	3.9%
TOTAL	\$476,673	\$113,555	23.8%	\$669,276	\$138,574	20.7%	3.1%
% SPENT ON RADIO	21.7%	30.4%		17.9%	25.5%		

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Radio Expenditure By Format

Based on data submitted to Miller, Kaplan, Arase & Co., LLP by 715 Stations





2008 Leading Advertisers – Alpha

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Alphabetical List of Leading Advertisers

Advertiser Name	2008		2007		Advertiser Name	2008		2007	
	Rank	Revenue	Rank	Revenue		Rank	Revenue	Rank	Revenue
ABC TV NETWORK	28	\$18,977,891	14	\$32,486,098	GUITAR CENTER	47	14,439,580	40	16,761,090
AEG LIVE	82	8,708,876	113	7,334,617	HEINEKEN USA	49	13,886,236	65	11,457,655
ALBERTSONS	27	19,253,834	29	21,790,621	HOME DEPOT	18	26,357,173	13	33,137,937
ALLSTATE INSURANCE	35	17,359,497	30	21,346,097	HONDA DEALER ASSOCIATION	80	9,092,341	78	10,171,021
ANHEUSER BUSCH	19	26,341,731	16	32,002,079	IKEA	45	14,941,142	117	7,153,277
AT & T	1	130,653,897	1	131,401,984	ISSUE ADVERTISING	60	11,968,805	202	4,550,522
BANK OF AMERICA	17	26,489,933	15	32,047,475	JC PENNEY	78	9,245,133	87	9,503,549
BLUE CROSS BLUE SHIELD	75	9,474,230	72	10,744,962	JIFFY LUBE	79	9,129,211	80	10,028,944
BMW OF NORTH AMERICA	65	11,034,013	47	14,155,663	JOSEPH A BANK	86	8,451,779	96	8,721,219
BOOTHE EYE CENTER	98	7,693,215	158	5,345,929	JP MORGAN CHASE	68	10,396,791	62	11,678,179
BP AMOCO	84	8,662,718	149	5,620,849	KAISER PERMANENTE	43	15,102,156	43	15,909,152
BURGER KING	14	29,607,200	22	26,891,526	KOHL'S DEPARTMENT STORE	61	11,962,945	56	12,358,355
CARMAX	72	9,844,616	76	10,202,991	KROGER FOOD STORES	10	32,659,523	18	29,908,684
CBS TV NETWORK	34	17,419,152	37	18,640,946	LEAP WIRELESS	58	12,433,738	70	10,987,993
CHEVROLET DEALER ASSOCIATION	81	8,888,434	48	14,084,473	LEXUS DEALER ASSOCIATION	29	18,827,461	27	24,223,820
CHEVROLET MOTOR CORPORATION	85	8,641,845	35	19,003,721	LIFETIME CABLE NETWORK	90	8,190,286	449	2,016,132
CHEVRON	46	14,512,990	98	8,541,770	LIONS GATE PICTURES	83	8,698,963	88	9,410,001
COCA COLA	16	27,791,674	28	23,243,906	LIVE NATION	15	28,436,347	31	21,131,651
COMCAST CABLE	8	47,222,610	6	53,238,722	LOWES HOME IMPROVEMENT	23	21,379,575	25	24,606,445
CONSOLIDATED RESORTS	66	10,695,754	77	10,201,695	MACYS	12	30,857,688	11	37,917,940
CSK AUTO INC	74	9,619,777	268	3,344,861	MARKETING ARCHITECTS	64	11,220,425	89	9,259,649
DAIMLER CHRYSLER PLYMOUTH	55	13,005,378	17	30,736,054	MASTERCARD	76	9,392,297	53	13,458,137
DODGE JEEP CORPORATION					MATTRESS FIRM	97	7,737,201	55	12,408,723
DAIMLER CHRYSLER PLYMOUTH	30	18,821,410	19	29,082,974	MCDONALDS	3	68,384,493	3	66,465,005
DODGE JEEP DLR ASSOC					MERCEDES BENZ DEALER ASSOCIATION	52	13,307,424	75	10,336,449
DUNKIN DONUTS	51	13,331,422	34	19,074,059	MERCEDES BENZ MOTOR CORPORATION	92	8,138,241	83	9,891,434
E ENTERTAINMENT TELEVISION	87	8,439,695	67	11,326,924	METRO PCS	42	15,475,696	54	12,825,279
FORD DEALER ASSOCIATION	24	20,519,680	24	25,789,796	MICROSOFT	93	8,090,180	326	2,772,034
FORD MOTOR CORPORATION	56	12,951,854	52	13,614,721	MILLER BREWING COMPANY	25	19,995,518	39	17,335,459
FOX TELEVISION NETWORK	13	29,741,127	10	43,276,183					
GEICO	5	51,730,489	7	51,474,340					



2008 Leading Advertisers – Rank

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Leading Advertisers by Rank

Advertiser Name	2008		2007		Advertiser Name	2008		2007	
	Rank	Revenue	Rank	Revenue		Rank	Revenue	Rank	Revenue
AT & T	1	130,653,897	1	131,401,984	NISSAN DEALER ASSOCIATION	31	18,028,020	33	19,599,183
VERIZON WIRELESS	2	94,877,450	2	104,526,368	NBC TV NETWORK	32	17,435,279	26	24,391,343
MCDONALDS	3	68,384,493	3	66,465,005	OBAMA FOR PRESIDENT	33	17,429,592	5170	168,578
STATE LOTTERIES	4	55,583,580	4	56,993,877	CBS TV NETWORK	34	17,419,152	37	18,640,946
GEICO	5	51,730,489	7	51,474,340	ALLSTATE INSURANCE	35	17,359,497	30	21,346,097
TOYOTA DEALER ASSOCIATION	6	49,321,536	5	55,882,750	STATE FARM INSURANCE	36	16,950,515	95	8,786,818
SAFEWAY	7	47,359,593	9	44,071,136	SIX FLAGS THEME PARKS	37	15,884,228	36	18,736,224
COMCAST CABLE	8	47,222,610	6	53,238,722	STERLING JEWELERS	38	15,883,223	20	28,769,165
UNIVERSAL PICTURES	9	34,540,344	12	35,281,068	WA MUTUAL	39	15,612,362	69	11,195,969
KROGER FOOD STORES	10	32,659,523	18	29,908,684	TARGET	40	15,601,826	111	7,445,831
PEPSI	11	32,072,147	21	27,274,112	SUBWAY	41	15,569,791	41	16,459,188
MACYS	12	30,857,688	11	37,917,940	METRO PCS	42	15,475,696	54	12,825,279
FOX TELEVISION NETWORK	13	29,741,127	10	43,276,183	KAISER PERMANENTE	43	15,102,156	43	15,909,152
BURGER KING	14	29,607,200	22	26,891,526	TACO BELL	44	15,031,651	45	15,168,563
LIVE NATION	15	28,436,347	31	21,131,651	IKEA	45	14,941,142	117	7,153,277
COCA COLA	16	27,791,674	28	23,243,906	CHEVRON	46	14,512,990	98	8,541,770
BANK OF AMERICA	17	26,489,933	15	32,047,475	GUITAR CENTER	47	14,439,580	40	16,761,090
HOME DEPOT	18	26,357,173	13	33,137,937	TIME WARNER CABLE	48	14,053,987	61	11,777,369
ANHEUSER BUSCH	19	26,341,731	16	32,002,079	HEINEKEN USA	49	13,886,236	65	11,457,655
WENDYS	20	24,807,132	44	15,565,465	MOLSON COORS BREWING COMPANY	50	13,617,701	57	12,006,475
SHANE COMPANY JEWELERS	21	22,588,477	23	26,779,656	DUNKIN DONUTS	51	13,331,422	34	19,074,059
NATIONWIDE INSURANCE	22	22,412,131	92	9,066,465	MERCEDES BENZ DEALER ASSOCIATION	52	13,307,424	75	10,336,449
LOWES HOME IMPROVEMENT	23	21,379,575	25	24,606,445	SONY PICTURES	53	13,289,613	42	16,268,957
FORD DEALER ASSOCIATION	24	20,519,680	24	25,789,796	T MOBILE	54	13,267,576	79	10,037,326
MILLER BREWING COMPANY	25	19,995,518	39	17,335,459	DAIMLER CHRYSLER PLYMOUTH DODGE JEEP CORPORATION	55	13,005,378	17	30,736,054
WALMART	26	19,900,028	38	17,354,655	FORD MOTOR CORPORATION	56	12,951,854	52	13,614,721
ALBERTSONS	27	19,253,834	29	21,790,621	PARAMOUNT PICTURES	57	12,659,132	32	19,734,694
ABC TV NETWORK	28	18,977,891	14	32,486,098	LEAP WIRELESS	58	12,433,738	70	10,987,993
LEXUS DEALER ASSOCIATION	29	18,827,461	27	24,223,820	SPRINT	59	12,214,375	8	50,020,031
DAIMLER CHRYSLER PLYMOUTH DODGE JEEP DLR ASSOC	30	18,821,410	19	29,082,974					



2008 Leading Advertisers – Format

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Leading Advertisers by Format for ACTIVE ROCK

ACTIVE ROCK

Advertiser Name	2008		2007		Advertiser Name	2008		2007	
	Rank	Revenue	Rank	Revenue		Rank	Revenue	Rank	Revenue
AT & T	1	2,932,770	3	2,485,389	PARAMOUNT PICTURES	27	533,495	44	412,860
MCDONALDS	2	2,693,753	2	2,745,103	SUBWAY	28	523,017	32	607,485
VERIZON WIRELESS	3	2,217,185	1	2,933,123	CSK AUTO INC	29	515,230	109	197,757
ANHEUSER BUSCH	4	1,773,612	4	2,100,898	BP AMOCO	30	514,045	110	195,505
GUITAR CENTER	5	1,613,860	5	2,014,764	US ARMY	31	487,838	84	238,188
STATE LOTTERIES	6	1,441,961	12	1,354,218	ALLSTATE INSURANCE	32	461,554	31	618,201
WENDYS	7	1,242,130	23	791,078	LEAP WIRELESS	33	435,404	37	501,974
COMCAST CABLE	8	1,213,354	6	1,581,625	NBC TV NETWORK	34	424,648	26	737,438
GEICO	9	1,160,054	9	1,416,894	CAR TOYS	35	424,005	43	414,365
MILLER BREWING COMPANY	10	1,126,876	7	1,513,220	FORD DEALER ASSOCIATION	36	421,926	28	708,516
UNIVERSAL PICTURES	11	1,045,720	20	941,515	DAIMLER CHRYSLER PLYMOUTH DODGE JEEP CORPORATION	37	420,057	13	1,064,480
STERLING JEWELERS	12	1,043,328	11	1,389,495	DUNKIN DONUTS	38	400,179	36	532,356
LIVE NATION	13	1,040,820	15	988,395	CHEVRON	39	368,288	55	339,059
HOME DEPOT	14	1,005,580	8	1,442,350	SPRINT	40	364,564	17	969,195
PEPSI	15	969,035	24	762,200	BANK OF AMERICA	41	358,140	33	595,655
TOYOTA DEALER ASSOCIATION	16	938,690	19	945,552	MASTERCARD	42	352,175	47	397,430
COMPUTERTRAINING.COM	17	938,485	25	749,837	7 ELEVEN	43	345,700	30	638,570
SHANE COMPANY JEWELERS	18	908,743	18	947,703	NISSAN MOTOR CORPORATION	44	343,999	61	312,837
MOLSON COORS BREWING COMPANY	19	810,401	22	850,469	LIONS GATE PICTURES	45	334,892	62	310,100
FOX TELEVISION NETWORK	20	810,336	14	992,265	TIME WARNER CABLE	46	334,014	66	288,147
BURGER KING	21	809,678	21	886,369	PEP BOYS	47	322,844	2575	2,750
COCA COLA	22	715,555	10	1,399,932	BUFFALO WILD WINGS	48	304,321	114	190,825
TACO BELL	23	710,853	16	980,459	STATE FARM INSURANCE	49	284,780	91	227,889
OREILLY AUTO PARTS	24	663,910	48	390,406	GREAT CLIPS	50	270,515	94	219,050
SONY PICTURES	25	659,520	39	446,776					
HEINEKEN USA	26	652,758	35	539,105					



Leading Advertisers by Format for

ADULT CONTEMPORARY

Advertiser Name	2008		2007		Advertiser Name	2008		2007	
	Rank	Revenue	Rank	Revenue		Rank	Revenue	Rank	Revenue
SAFEWAY	1	8,135,571	4	7,122,503	UNIVERSAL PICTURES	27	1,896,300	30	1,912,460
AT & T	2	7,254,844	2	7,545,681	ALLSTATE INSURANCE	28	1,884,493	16	2,962,640
MACYS	3	6,310,689	3	7,172,053	SIX FLAGS THEME PARKS	29	1,799,197	20	2,630,794
STATE LOTTERIES	4	5,582,333	5	5,354,912	FORD DEALER ASSOCIATION	30	1,796,866	25	2,319,894
VERIZON WIRELESS	5	5,512,770	1	9,069,072	SUPERVALU	31	1,784,662	355	285,736
KROGER FOOD STORES	6	4,619,022	7	4,146,465	KAISER PERMANENTE	32	1,760,629	29	1,924,005
TOYOTA DEALER ASSOCIATION	7	4,491,854	8	3,999,067	DAIMLER CHRYSLER PLYMOUTH DODGE JEEP DLR ASSOC	33	1,752,751	23	2,467,406
GEICO	8	3,779,713	15	3,142,323	NISSAN DEALER ASSOCIATION	34	1,696,237	32	1,831,136
MCDONALDS	9	3,588,734	10	3,801,472	ISSUE ADVERTISING	35	1,684,475	167	576,803
COMCAST CABLE	10	3,583,475	6	4,406,676	PORTFOLIO MEDIA MANAGEMENT	36	1,682,676	47	1,400,959
ALBERTSONS	11	3,211,905	9	3,921,773	LIVE NATION	37	1,659,412	46	1,411,962
CBS TV NETWORK	12	3,062,632	18	2,724,131	LIFETIME CABLE NETWORK	38	1,603,910	246	413,509
KOHL'S DEPARTMENT STORE	13	2,879,050	13	3,464,823	AEG LIVE	39	1,582,266	78	1,010,314
IKEA	14	2,841,480	207	486,267	LEXUS DEALER ASSOCIATION	40	1,532,961	26	2,295,686
TARGET	15	2,768,763	45	1,412,292	BMW OF NORTH AMERICA	41	1,498,617	35	1,762,824
BANK OF AMERICA	16	2,759,027	19	2,631,309	SUBARU MOTOR CORPORATION	42	1,457,423	31	1,890,035
WALMART	17	2,704,618	22	2,622,304	NBC TV NETWORK	43	1,455,199	36	1,721,606
NATIONWIDE INSURANCE	18	2,576,854	61	1,180,985	PEPSI	44	1,440,465	131	684,415
MERCEDES BENZ DEALER ASSOCIATION	19	2,218,389	33	1,827,419	CHEVRON	45	1,415,803	84	968,473
HOME DEPOT	20	2,208,294	11	3,537,917	PNC BANK	46	1,361,769	111	805,415
RAYMOUR & FLANIGAN FURNITURE STORE	21	2,088,860	21	2,628,562	LOWES HOME IMPROVEMENT	47	1,352,081	28	2,008,190
FOX TELEVISION NETWORK	22	2,084,371	14	3,159,668	COCA COLA	48	1,337,161	94	902,464
OBAMA FOR PRESIDENT	23	2,066,321	-	0	FAMOUS FOOTWEAR	49	1,310,141	40	1,576,048
ABC TV NETWORK	24	2,028,012	12	3,491,659	APPLEBEES	50	1,278,822	51	1,298,497
PANERA BREAD	25	1,927,295	186	530,695					
SERINO COYNE	26	1,902,744	17	2,763,645					

Leading Advertisers by Format for

ALTERNATIVE



Advertiser Name	2008		2007		Advertiser Name	2008		2007	
	Rank	Revenue	Rank	Revenue		Rank	Revenue	Rank	Revenue
AT & T	1	7,531,946	1	8,388,549	SUBWAY	27	1,166,746	34	1,104,133
VERIZON WIRELESS	2	4,582,939	2	5,402,390	METRO PCS	28	1,089,686	55	821,347
MCDONALDS	3	4,443,364	5	4,286,968	STERLING JEWELERS	29	1,066,081	19	1,821,402
ANHEUSER BUSCH	4	3,967,263	4	4,389,820	ABC TV NETWORK	30	1,042,504	20	1,712,969
UNIVERSAL PICTURES	5	3,784,705	7	3,302,760	NATIONWIDE INSURANCE	31	1,029,552	246	167,495
GUITAR CENTER	6	3,697,655	3	4,874,339	CSK AUTO INC	32	1,027,088	171	258,603
MILLER BREWING COMPANY	7	3,154,257	10	2,717,341	LEAP WIRELESS	33	984,417	58	810,577
FOX TELEVISION NETWORK	8	3,076,145	6	3,655,048	VOLKSWAGEN MOTOR CORPORATION	34	966,990	29	1,280,530
LIVE NATION	9	2,742,324	9	2,894,495	AIS AUTO INSURANCE SPECIALISTS	35	944,660	42	966,470
GEICO	10	2,486,536	8	2,923,547	7 ELEVEN	36	902,875	40	995,009
COCA COLA	11	2,382,321	13	2,370,156	SIX FLAGS THEME PARKS	37	847,339	54	826,045
HEINEKEN USA	12	2,314,178	15	2,165,870	WARNER BROTHERS PICTURES	38	843,700	51	851,967
PEPSI	13	2,300,680	27	1,378,817	UNIVERSAL STUDIOS	39	818,329	86	577,138
TOYOTA DEALER ASSOCIATION	14	2,144,638	12	2,530,107	CARMAX	40	816,054	70	695,441
MOLSON COORS BREWING COMPANY	15	1,998,986	21	1,575,899	SAFE AUTO INSURANCE	41	784,864	89	552,282
WENDYS	16	1,974,992	25	1,497,213	DAIMLER CHRYSLER PLYMOUTH DODGE	42	749,407	39	1,025,412
TACO BELL	17	1,903,229	16	2,122,074	JEEP DLR ASSOC				
SONY PICTURES	18	1,880,578	24	1,499,716	MASTERCARD	43	744,920	46	918,960
STATE LOTTERIES	19	1,686,179	30	1,245,496	CROWN IMPORTS	44	736,192	66	753,135
COMCAST CABLE	20	1,653,943	23	1,555,474	DEL TACO	45	731,540	49	873,635
PARAMOUNT PICTURES	21	1,631,590	11	2,655,111	BMW OF NORTH AMERICA	46	721,005	48	879,390
ROBBINS BROTHERS	22	1,452,937	28	1,327,580	PERNOD RICARD USA	47	710,865	104	480,185
SHANE COMPANY JEWELERS	23	1,436,365	22	1,555,727	HONDA DEALER ASSOCIATION	48	703,310	38	1,031,311
LIONS GATE PICTURES	24	1,428,049	56	817,806	E ENTERTAINMENT TELEVISION	49	683,410	50	870,635
NBC TV NETWORK	25	1,411,656	18	1,854,025	QUAKER FOOD	50	672,050	826	42,710
BURGER KING	26	1,355,425	36	1,090,055					



Leading Advertisers by Format for

CHR/POP

CHR/POP

Advertiser Name	2008		2007		Advertiser Name	2008		2007	
	Rank	Revenue	Rank	Revenue		Rank	Revenue	Rank	Revenue
AT & T	1	9,149,457	2	7,671,870	DUNKIN DONUTS	27	1,701,480	28	2,072,300
VERIZON WIRELESS	2	9,124,419	1	10,190,072	SUBWAY	28	1,645,987	34	1,753,070
UNIVERSAL PICTURES	3	7,226,897	4	5,584,069	MASTERCARD	29	1,639,870	32	1,850,490
MCDONALDS	4	6,978,651	3	6,680,833	TARGET	30	1,577,601	127	500,055
PEPSI	5	5,027,579	6	5,221,828	CBS TV NETWORK	31	1,561,778	38	1,505,013
WENDYS	6	4,530,064	17	2,723,893	IDEAL IMAGE	32	1,554,845	40	1,419,243
MACYS	7	4,362,390	7	4,748,665	METRO PCS	33	1,544,359	45	1,297,267
GEICO	8	3,714,627	8	4,356,015	ALBERTSONS	34	1,462,539	37	1,561,418
FOX TELEVISION NETWORK	9	3,714,529	5	5,308,241	STERLING JEWELERS	35	1,445,891	27	2,108,486
BURGER KING	10	3,067,331	19	2,571,820	BANK OF AMERICA	36	1,415,694	24	2,129,368
TOYOTA DEALER ASSOCIATION	11	3,024,152	22	2,232,742	UNIVERSAL HOME VIDEO	37	1,393,469	48	1,180,035
STATE LOTTERIES	12	2,943,789	11	3,364,097	IKEA	38	1,389,746	65	870,258
WALMART	13	2,907,909	15	2,883,681	COMCAST CABLE	39	1,355,128	46	1,281,007
NBC TV NETWORK	14	2,739,032	14	2,905,883	E ENTERTAINMENT TELEVISION	40	1,338,932	35	1,749,893
SONY PICTURES	15	2,674,949	13	3,128,768	KOHL'S DEPARTMENT STORE	41	1,302,962	39	1,434,943
COCA COLA	16	2,622,037	29	2,012,994	STATE FARM INSURANCE	42	1,286,660	81	724,791
ABC TV NETWORK	17	2,608,291	9	4,145,278	CW NETWORK	43	1,269,974	25	2,118,426
KROGER FOOD STORES	18	2,581,816	18	2,684,515	CONSOLIDATED RESORTS	44	1,266,825	80	726,210
SIX FLAGS THEME PARKS	19	2,545,274	16	2,868,592	SPRINT	45	1,194,141	12	3,131,260
SAFEWAY	20	2,527,036	30	1,976,355	DAIMLER CHRYSLER PLYMOUTH DODGE	46	1,129,530	33	1,834,960
LIVE NATION	21	2,479,998	26	2,117,761	JEEP DLR ASSOC				
TACO BELL	22	2,378,339	20	2,261,879	BUENA VISTA PICTURES	47	1,103,120	21	2,235,068
SHANE COMPANY JEWELERS	23	2,117,752	23	2,217,834	ROBBINS BROTHERS	48	1,093,509	41	1,396,730
PARAMOUNT PICTURES	24	1,984,545	10	3,886,518	WA MUTUAL	49	1,088,488	137	461,604
LIFETIME CABLE NETWORK	25	1,892,199	118	551,660	AEG LIVE	50	1,052,200	54	1,034,290
LEAP WIRELESS	26	1,872,183	44	1,324,994					



Leading Advertisers by Format for CHR/RHYTHMIC

CHR/RHYTHMIC

Advertiser Name	2008		2007		Advertiser Name	2008		2007	
	Rank	Revenue	Rank	Revenue		Rank	Revenue	Rank	Revenue
AT & T	1	9,338,193	2	7,201,703	LIVE NATION	27	1,315,935	74	633,610
VERIZON WIRELESS	2	7,857,074	1	7,873,414	MASTERCARD	28	1,291,610	43	1,289,109
UNIVERSAL PICTURES	3	6,621,184	5	4,945,490	ABC TV NETWORK	29	1,280,572	21	2,172,997
MCDONALDS	4	6,485,327	3	6,125,464	WALMART	30	1,257,001	41	1,350,073
PEPSI	5	5,598,459	4	5,618,241	GUITAR CENTER	31	1,254,414	24	2,024,196
WENDYS	6	4,794,675	19	2,261,925	KFC	32	1,230,992	53	1,054,672
GEICO	7	4,011,406	7	4,325,169	WA MUTUAL	33	1,221,814	59	791,096
MACYS	8	3,297,465	8	3,196,886	CW NETWORK	34	1,220,234	29	1,756,785
FOX TELEVISION NETWORK	9	3,239,699	6	4,478,713	CBS TV NETWORK	35	1,204,305	42	1,303,379
COCA COLA	10	3,082,984	12	2,693,720	DUNKIN DONUTS	36	1,174,943	38	1,428,086
BURGER KING	11	2,671,815	11	2,999,275	DR PEPPER SEVEN UP	37	1,169,255	48	1,098,094
TACO BELL	12	2,532,178	15	2,563,080	E ENTERTAINMENT TELEVISION	38	1,125,631	46	1,148,101
STATE LOTTERIES	13	2,522,911	20	2,245,672	NATIONWIDE INSURANCE	39	1,107,948	362	144,685
COMCAST CABLE	14	2,368,129	22	2,138,151	OLD NAVY CLOTHING STORE	40	1,055,533	56	911,140
SONY PICTURES	15	2,138,536	9	3,173,275	UNIVERSAL HOME VIDEO	41	1,050,810	49	1,087,503
SIX FLAGS THEME PARKS	16	2,095,559	17	2,428,599	BUENA VISTA PICTURES	42	1,047,851	26	1,875,165
SHANE COMPANY JEWELERS	17	2,030,652	18	2,322,184	BANK OF AMERICA	43	1,038,782	50	1,081,945
LEAP WIRELESS	18	1,995,469	34	1,475,147	20TH CENTURY FOX	44	1,032,004	51	1,077,927
TOYOTA DEALER ASSOCIATION	19	1,968,905	23	2,098,898	VOLKSWAGEN MOTOR CORPORATION	45	1,028,185	40	1,351,295
PARAMOUNT PICTURES	20	1,893,618	10	3,166,192	STATE FARM INSURANCE	46	961,379	136	338,179
METRO PCS	21	1,841,804	54	1,051,849	ALBERTSONS	47	949,649	35	1,474,051
LIONS GATE PICTURES	22	1,717,363	33	1,481,540	BP AMOCO	48	923,272	153	307,435
NBC TV NETWORK	23	1,675,366	16	2,550,584	SAFeway	49	918,978	45	1,153,828
STERLING JEWELERS	24	1,515,455	14	2,611,277	SPRINT	50	913,186	13	2,649,729
TOYOTA MOTOR CORPORATION	25	1,461,075	55	1,002,910					
SUBWAY	26	1,343,787	39	1,398,840					



Leading Advertisers by Format for

CLASSIC HITS

CLASSIC HITS

Advertiser Name	2008		2007		Advertiser Name	2008		2007	
	Rank	Revenue	Rank	Revenue		Rank	Revenue	Rank	Revenue
AT & T	1	1,847,300	1	2,220,137	LEXUS DEALER ASSOCIATION	27	504,495	12	863,001
STATE LOTTERIES	2	1,500,114	2	1,728,299	DAIMLER CHRYSLER PLYMOUTH DODGE JEEP DLR ASSOC	28	495,548	19	643,840
TOYOTA DEALER ASSOCIATION	3	1,424,149	3	1,394,572	BMW OF NORTH AMERICA	29	479,975	41	403,940
KROGER FOOD STORES	4	1,213,722	10	943,304	KAISER PERMANENTE	30	477,840	40	409,120
VERIZON WIRELESS	5	1,162,053	6	1,095,252	IKEA	31	467,929	161	163,655
SAFEWAY	6	1,090,598	8	1,067,175	TARGET	32	463,996	228	122,185
BANK OF AMERICA	7	1,043,596	4	1,275,560	MARKETING ARCHITECTS	33	451,288	50	351,416
CBS TV NETWORK	8	1,039,844	15	720,304	FORD MOTOR CORPORATION	34	442,490	49	351,634
GEICO	9	1,001,681	7	1,094,116	LINCOLN MERCURY DEALER ASSOCIATION	35	423,180	113	205,805
ALBERTSONS	10	977,435	11	894,269	NORWEGIAN CRUISE LINE	36	421,880	74	286,838
MERCEDES BENZ DEALER ASSOCIATION	11	813,634	26	548,475	FIDELITY INVESTMENTS	37	415,891	240	118,640
CHEVRON	12	732,790	109	210,037	ORCHARD SUPPLY HARDWARE	38	411,875	227	122,475
PORTFOLIO MEDIA MANAGEMENT	13	716,820	44	386,025	PNC BANK	39	410,685	38	428,718
NISSAN DEALER ASSOCIATION	14	715,330	21	600,305	LAS VEGAS CONVENTION & VISITORS BUREAU	40	392,035	662	44,550
COMCAST CABLE	15	700,935	5	1,103,622	MCDONALDS	41	391,754	31	480,826
BRINKER INTERNATIONAL	16	672,991	140	179,550	RALSTON PURINA	42	385,680	55	342,245
MITSUBISHI DEALER ASSOCIATION	17	649,379	567	52,350	STERLING JEWELERS	43	377,901	16	688,913
VISA	18	639,912	81	273,620	BURGER KING	44	377,615	64	325,725
SHANE COMPANY JEWELERS	19	572,439	13	828,057	DUNKIN DONUTS	45	371,433	37	438,075
ANHEUSER BUSCH	20	548,895	18	670,785	CONSOLIDATED RESORTS	46	358,030	35	445,740
HONDA DEALER ASSOCIATION	21	534,125	27	546,098	WA MUTUAL	47	352,078	104	224,011
AAMCO TRANSMISSIONS	22	533,455	36	439,880	AIRTRAN AIRWAYS	48	341,192	65	325,300
LIVE NATION	23	527,973	23	574,799	UNIVISION NETWORK	49	334,446	70	306,638
SLEEPYS MATTRESS PROFESSIONAL STORE	24	520,873	107	214,910	JIFFY LUBE	50	334,140	52	349,942
SUBARU MOTOR CORPORATION	25	509,786	69	308,960					
HOME DEPOT	26	508,532	9	955,163					



Leading Advertisers by Format for

CLASSIC ROCK

Advertiser Name	2008		2007		Advertiser Name	2008		2007	
	Rank	Revenue	Rank	Revenue		Rank	Revenue	Rank	Revenue
AT & T	1	8,985,661	1	9,910,874	STERLING JEWELERS	27	1,286,426	16	2,186,154
VERIZON WIRELESS	2	6,382,252	2	7,030,219	MERCEDES BENZ MOTOR CORPORATION	28	1,277,070	43	1,059,239
COMCAST CABLE	3	5,026,017	3	5,432,381	JP MORGAN CHASE	29	1,228,803	23	1,694,660
TOYOTA DEALER ASSOCIATION	4	4,249,677	4	4,437,483	MILLER BREWING COMPANY	30	1,153,391	39	1,172,963
STATE LOTTERIES	5	3,846,806	5	4,065,929	DAIMLER CHRYSLER PLYMOUTH DODGE JEEP CORPORATION	31	1,143,080	11	2,616,048
GEICO	6	3,249,176	6	3,308,135	SUBWAY	32	1,134,621	31	1,344,557
LIVE NATION	7	3,066,725	15	2,209,492	PEP BOYS	33	1,066,043	1292	46,344
GUITAR CENTER	8	2,827,947	7	2,924,431	BMW OF NORTH AMERICA	34	1,062,452	30	1,345,511
MCDONALDS	9	2,772,350	8	2,871,539	KAISER PERMANENTE	35	1,044,530	52	946,945
SHANE COMPANY JEWELERS	10	1,918,211	13	2,393,639	MITSUBISHI MOTOR CORPORATION	36	1,016,769	376	154,935
BURGER KING	11	1,880,096	22	1,695,543	SUBARU MOTOR CORPORATION	37	997,840	34	1,298,824
LEXUS DEALER ASSOCIATION	12	1,867,699	12	2,538,471	OBAMA FOR PRESIDENT	38	993,764	-	0
ANHEUSER BUSCH	13	1,813,691	9	2,851,925	NBC TV NETWORK	39	989,220	25	1,680,574
NATIONWIDE INSURANCE	14	1,708,373	84	617,840	PNC BANK	40	979,406	64	813,595
HOME DEPOT	15	1,674,018	14	2,312,967	LENOVO GROUP LTD	41	974,769	76	644,300
NISSAN DEALER ASSOCIATION	16	1,647,415	33	1,320,723	BP AMOCO	42	952,199	87	594,853
ALLSTATE INSURANCE	17	1,614,496	18	1,735,553	SPRINT	43	934,313	10	2,754,668
BANK OF AMERICA	18	1,609,499	21	1,710,485	AAMCO TRANSMISSIONS	44	894,254	50	953,381
MOLSON COORS BREWING COMPANY	19	1,589,996	44	1,028,162	KROGER FOOD STORES	45	892,618	62	826,960
LOWES HOME IMPROVEMENT	20	1,565,040	24	1,692,960	MARKETING ARCHITECTS	46	885,414	106	498,810
FORD DEALER ASSOCIATION	21	1,543,133	20	1,711,997	HEINEKEN USA	47	877,698	41	1,124,508
CSK AUTO INC	22	1,527,340	156	357,809	CHEVROLET DEALER ASSOCIATION	48	873,797	45	1,010,864
DAIMLER CHRYSLER PLYMOUTH DODGE JEEP DLR ASSOC	23	1,385,154	17	2,097,835	TIME WARNER CABLE	49	855,929	56	858,014
PORTFOLIO MEDIA MANAGEMENT	24	1,347,046	38	1,195,819	VOLKSWAGEN MOTOR CORPORATION	50	849,490	32	1,322,221
FOX TELEVISION NETWORK	25	1,339,902	19	1,727,070					
CHEVRON	26	1,339,230	133	409,094					

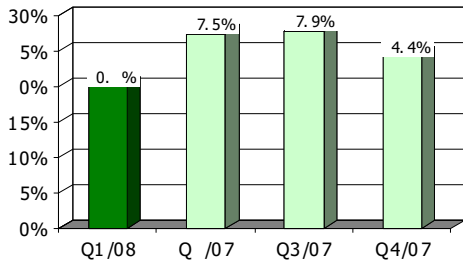


2008 Advertiser Profiles

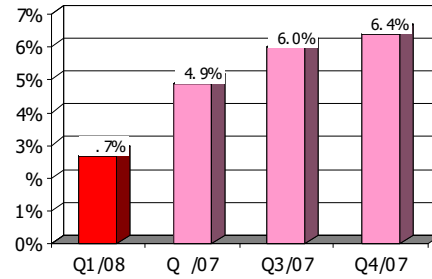
www.MillerKaplan.com/media

AT & T

MEDIA SEASONALITY BY QUARTER

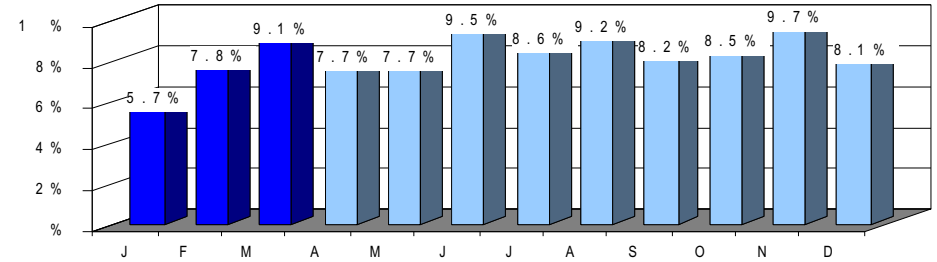


RADIO SEASONALITY BY QUARTER



Q1 08 YTD Rank - 1 | Q1 07 YTD Rank - 1 | 2007 YE Rank - 1

RADIO SEASONALITY BY MONTH



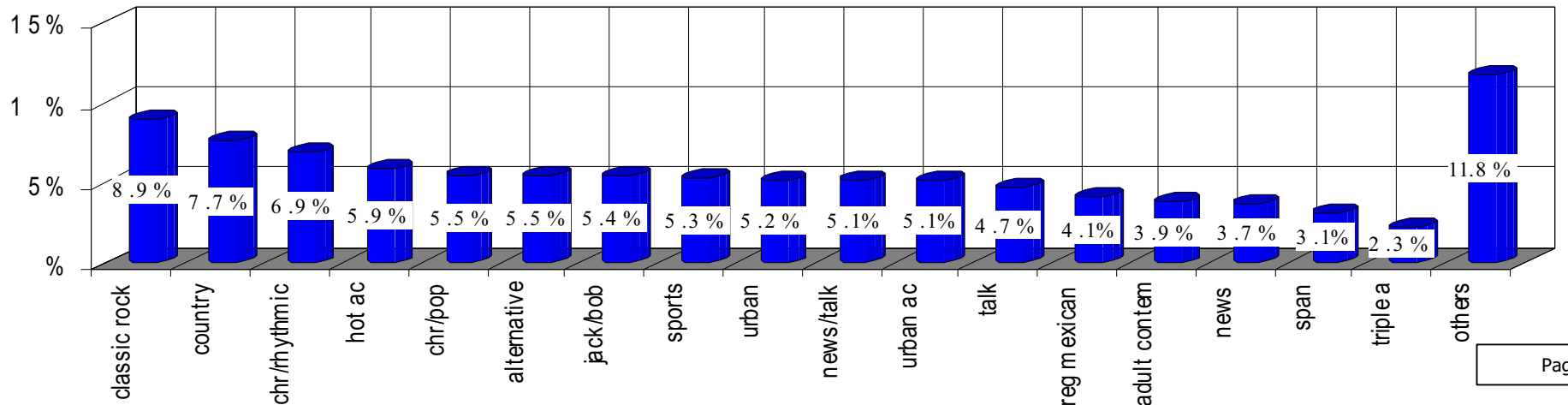
MEDIA SPENDING MIX (000)			
	YTD 008	YTD 007	GROWTH
NEWSPAPERS	\$4,715	\$46,689	-8.5%
TELEVISION	\$45,959	\$59,887	-3.3%
RADIO	\$30,085	\$9,635	1.5%
TOTAL	\$118,758	\$136,111	-1.8%
% SPENT ON RADIO	5.3%	1.8%	

AT & T vs. COMMUNICATIONS/CELLULAR/PUBLIC UTILITIES							
	YTD 2008			YTD 2007			
	CATEGORY	ADVERTISER	SHARE	CATEGORY	ADVERTISER	SHARE	CHANGE
NEWSPAPERS	\$34,731	\$4,715	18.0%	\$35,434	\$46,689	14.3%	3.9%
TELEVISION	\$174,549	\$45,959	6.3%	\$104,849	\$59,887	9.0%	-0.9%
RADIO	\$88,081	\$30,085	34.0%	\$104,666	\$9,635	8.4%	5.8%
TOTAL	\$497,361	\$118,758	3.9%	\$634,549	\$136,111	1.5%	0.4%
SPENT ON RADIO	17.7%	5.3%		16.4%	1.8%		

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Radio Expenditure By Format

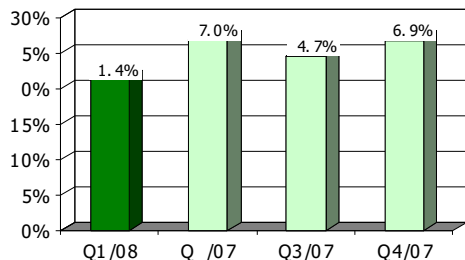
Based on data submitted to Miller, Kaplan, Arase & Co., LLP by 756 Stations



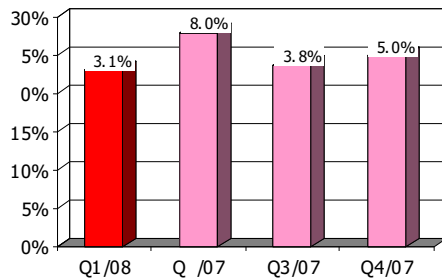
VERIZON WIRELESS

Q1 08 YTD Rank - 2 | Q1 07 YTD Rank - 2 | 2007 YE Rank - 2

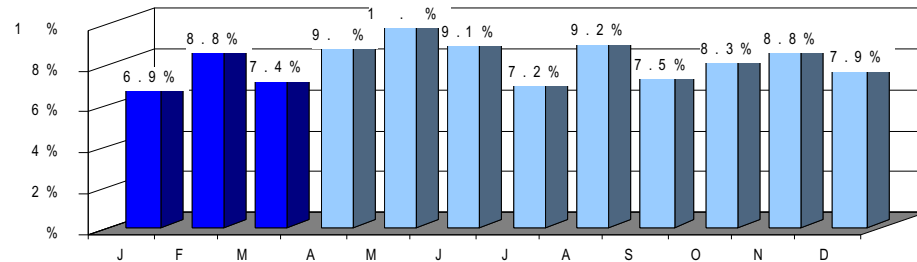
MEDIA SEASONALITY BY QUARTER



RADIO SEASONALITY BY QUARTER



RADIO SEASONALITY BY MONTH



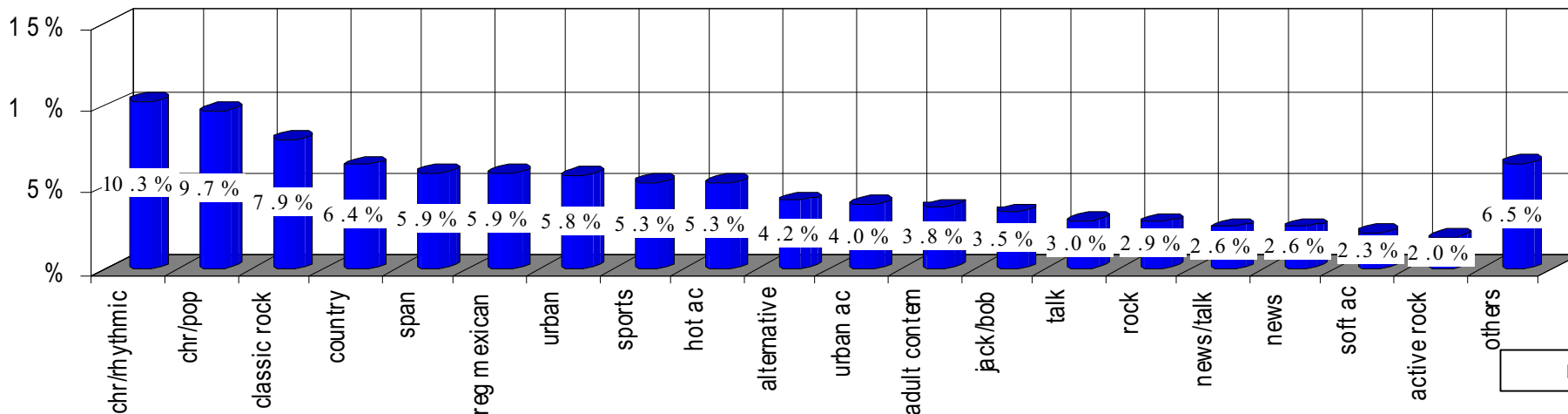
MEDIA SPENDING MIX (000)			
	YTD 008	YTD 007	GROWTH
NEWSPAPERS	\$95,003	\$99,719	-4.7%
TELEVISION	\$ 3, 86	\$38,95	-40.0%
RADIO	\$ 3,653	\$ 7,113	-1.8%
TOTAL	\$141,94	\$165,785	-14.4%
% SPENT ON RADIO	16.7%	16.4%	

VERIZON WIRELESS vs. COMMUNICATIONS/CELLULAR/PUBLIC UTILITIES							
	YTD 2008			YTD 2007			CHANGE
	CATEGORY	ADVERTISER	SHARE	CATEGORY	ADVERTISER	SHARE	
NEWSPAPERS	\$ 34,731	\$95,003	40.5%	\$3 5,434	\$99,719	30.6%	9.9%
TELEVISION	\$174,549	\$ 3, 86	13.3%	\$ 04,849	\$38,95	19.0%	-5.7%
RADIO	\$88,081	\$ 3,653	6.9%	\$104, 66	\$ 7,113	6.0%	0.9%
TOTAL	\$497,361	\$141,94	8.5%	\$634,549	\$165,785	6.1%	.4%
SPENT ON RADIO	17.7%	16.7%		16.4%	16.4%		

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Radio Expenditure By Format

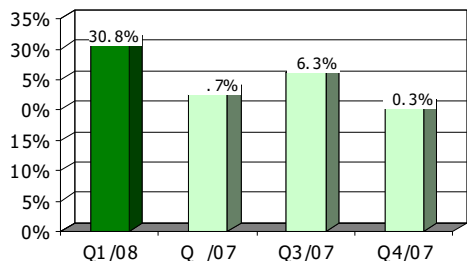
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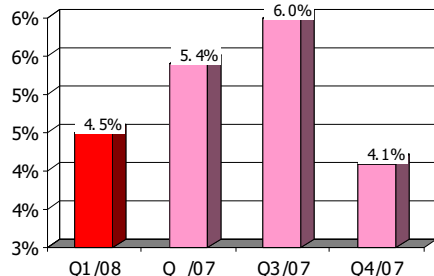
MCDONALDS

Q1 08 YTD Rank - 3 | Q1 07 YTD Rank - 4 | 2007 YE Rank - 3

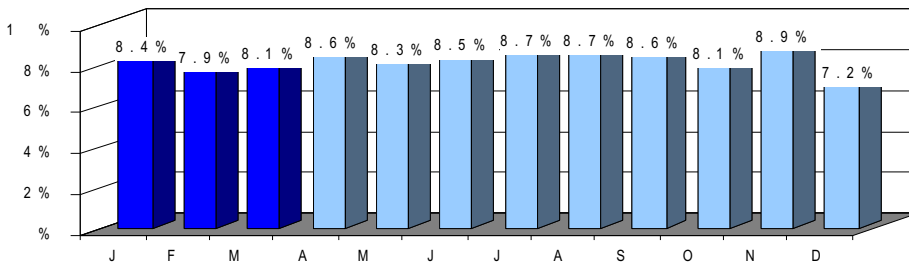
MEDIA SEASONALITY BY QUARTER



RADIO SEASONALITY BY QUARTER



RADIO SEASONALITY BY MONTH



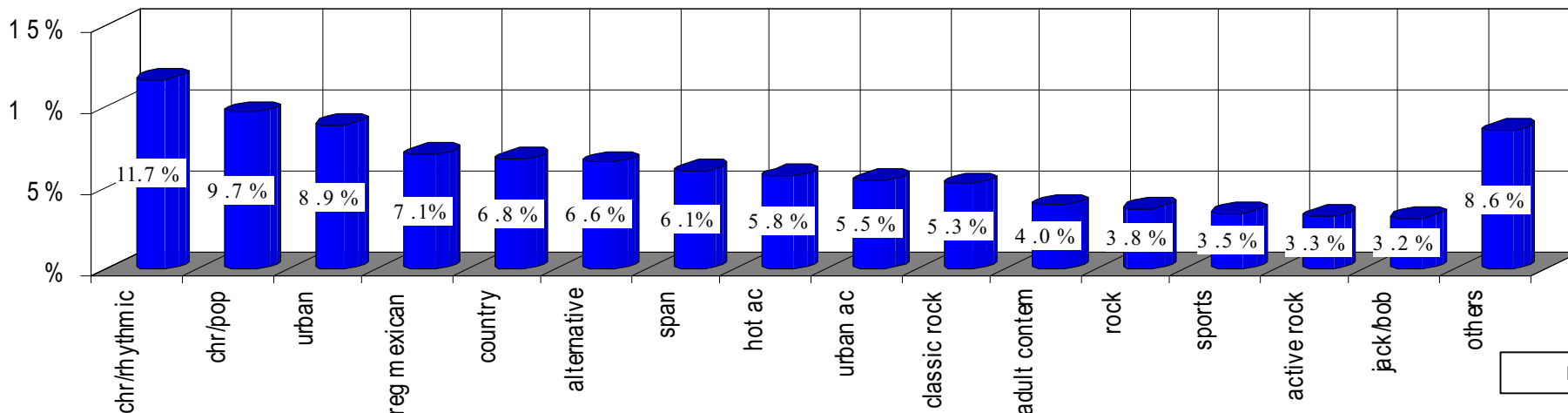
MEDIA SPENDING MIX (000)			
	YTD 008	YTD 007	GROWTH
NEWSPAPERS	\$551	\$899	-38.7%
TELEVISION	\$53,600	\$47,440	13.0%
RADIO	\$16,597	\$16,766	-0.8%
TOTAL	\$70,748	\$65,064	8.7%
% SPENT ON RADIO	3.5%	5.7%	

MCDONALDS vs. RESTAURANTS							
	YTD 2008			YTD 2007			
	CATEGORY	ADVERTISER	SHARE	CATEGORY	ADVERTISER	SHARE	CHANGE
NEWSPAPERS	\$14,959	\$551	3.7%	\$17,466	\$899	5.1%	-1.5%
TELEVISION	\$345,581	\$53,600	15.5%	\$335,716	\$47,440	14.1%	1.4%
RADIO	\$90,133	\$16,597	18.4%	\$88,451	\$16,766	18.9%	-0.5%
TOTAL	\$450,666	\$70,748	15.7%	\$441,593	\$65,064	14.7%	1.0%
SPENT ON RADIO	0.0%	3.5%		0.0%	5.7%		

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Radio Expenditure By Format

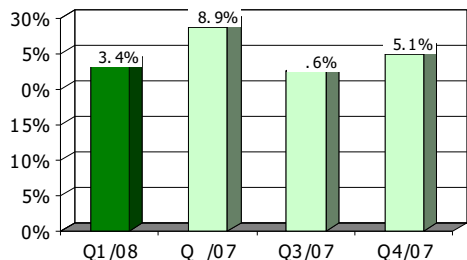
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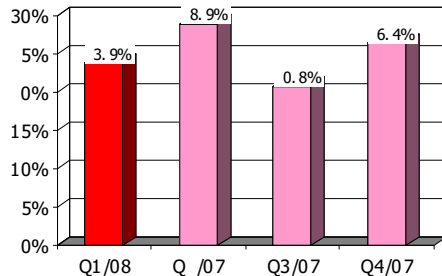
STATE LOTTERIES

Q1 08 YTD Rank - 4 | Q1 07 YTD Rank - 5 | 2007 YE Rank - 4

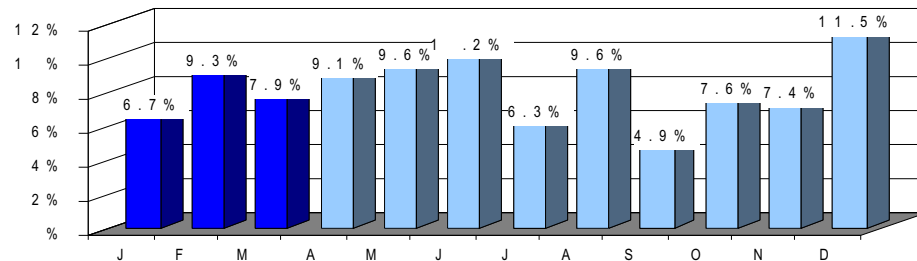
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RADIO SEASONALITY BY QUARTER



RADIO SEASONALITY BY MONTH



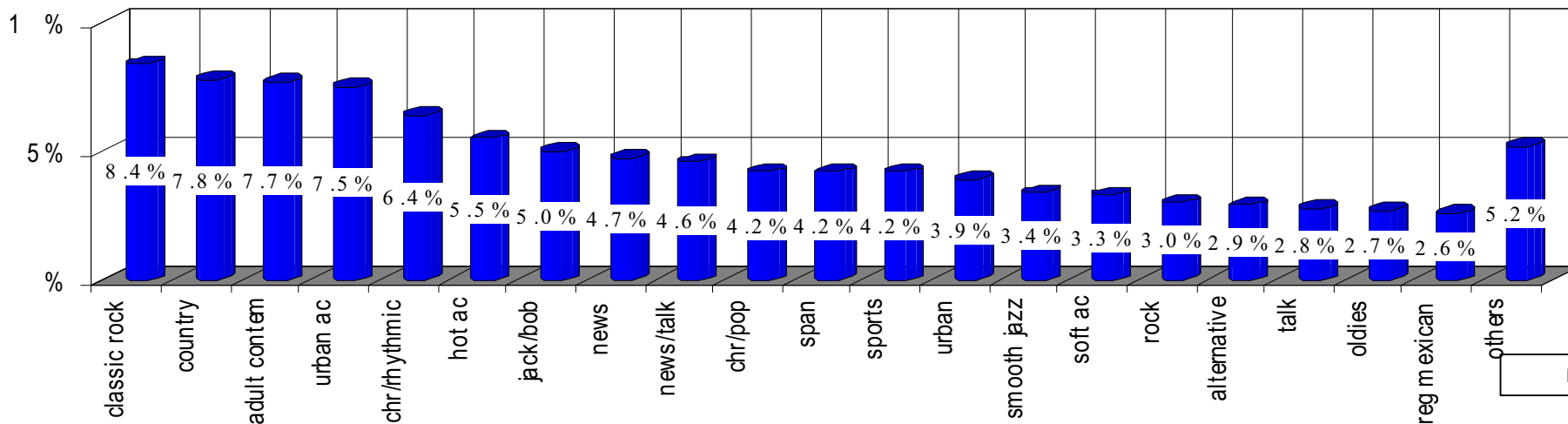
MEDIA SPENDING MIX (000)			
	YTD 008	YTD 007	GROWTH
NEWSPAPERS	\$3,071	\$3,496	-1.1%
TELEVISION	\$ 8,900	\$3 ,790	-11.9%
RADIO	\$13,647	\$15,6 3	-1.6%
TOTAL	\$45,618	\$51,908	-1.1%
% SPENT ON RADIO	9.9%	30.1%	

STATE LOTTERIES vs. CASINOS/LOTTERY							
	YTD 2008			YTD 2007			
	CATEGORY	ADVERTISER	SHARE	CATEGORY	ADVERTISER	SHARE	CHANGE
NEWSPAPERS	\$4 ,198	\$3,071	7.3%	\$38,307	\$3,496	9.1%	-1.8%
TELEVISION	\$61,00	\$ 8,900	47.4%	\$67,501	\$3 ,790	48.6%	-1.1%
RADIO	\$34,838	\$13,647	39.1%	\$37,165	\$15,6 3	41.0%	-1.8%
TOTAL	\$138,038	\$45,618	33.0%	\$14 ,97	\$51,908	36.3%	-3.3%
SPENT ON RADIO	5.1%	9.9%		6.0%	30.1%		

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Radio Expenditure By Format

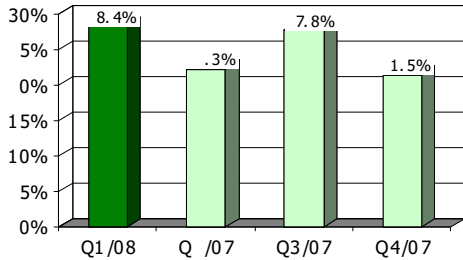
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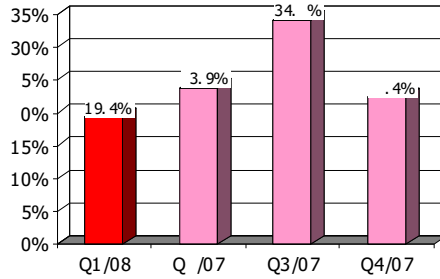
COMCAST CABLE

Q1 08 YTD Rank - 8 | Q1 07 YTD Rank - 8 | 2007 YE Rank - 5

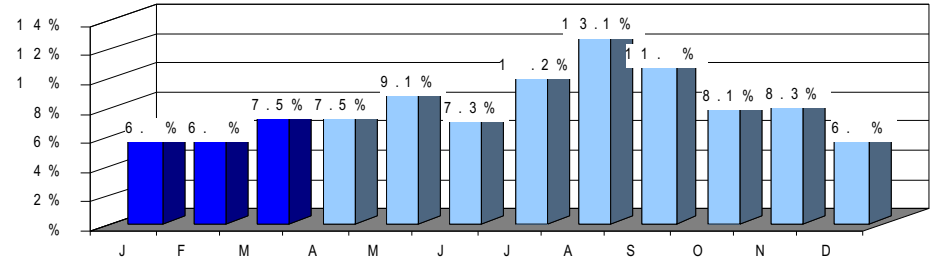
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RADIO SEASONALITY BY QUARTER



RADIO SEASONALITY BY MONTH



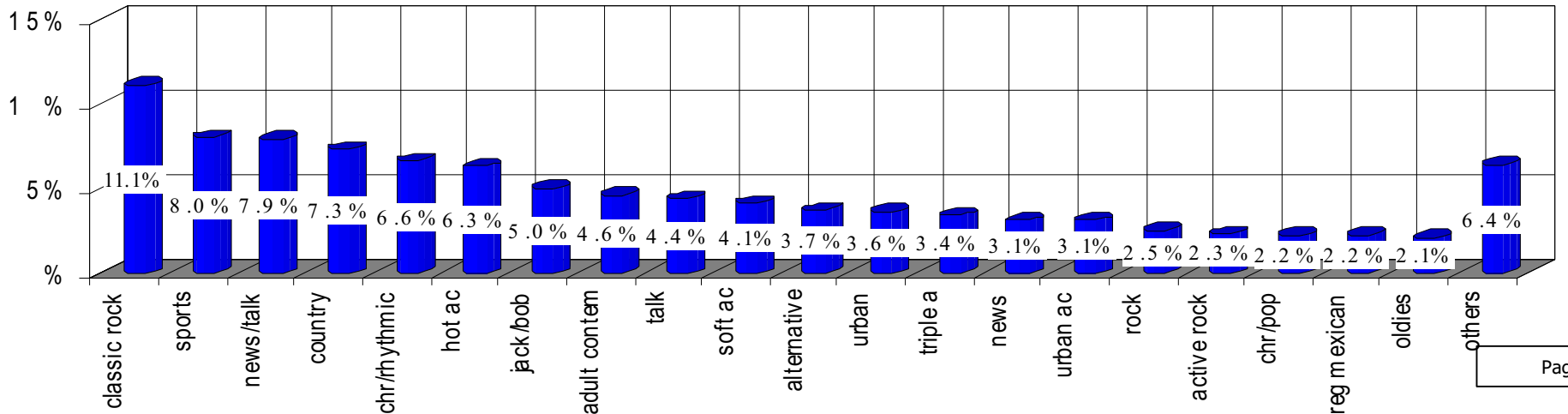
MEDIA SPENDING MIX (000)			
	YTD 008	YTD 007	GROWTH
NEWSPAPERS	\$10,657	\$8,483	5.6%
TELEVISION	\$35,357	\$18,058	95.8%
RADIO	\$9,89	\$1,07	-19.0%
TOTAL	\$55,905	\$38,748	44.3%
% SPENT ON RADIO	17.7%	31.5%	

COMCAST CABLE vs. TELEVISION							
	YTD 2008			YTD 2007			
	CATEGORY	ADVERTISER	SHARE	CATEGORY	ADVERTISER	SHARE	CHANGE
NEWSPAPERS	\$ 3,084	\$10,657	46. %	\$,698	\$8,483	37.4%	8.8%
TELEVISION	\$70,317	\$35,357	50.3%	\$38,044	\$18,058	47.5%	.8%
RADIO	\$39,70	\$9,89	5. %	\$51,148	\$1,07	3.9%	1.3%
TOTAL	\$13,671	\$55,905	4.1%	\$111,890	\$38,748	34.6%	7.5%
SPENT ON RADIO	9.6%	17.7%		45.7%	31.5%		

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Radio Expenditure By Format

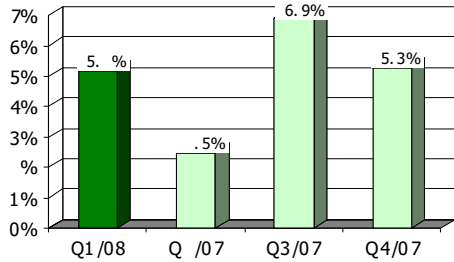
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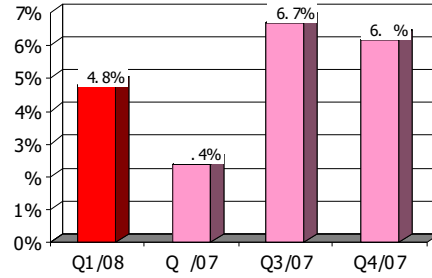
GEICO INSURANCE COMPANY

Q1 08 YTD Rank - 5 | Q1 07 YTD Rank - 6 | 2007 YE Rank - 6

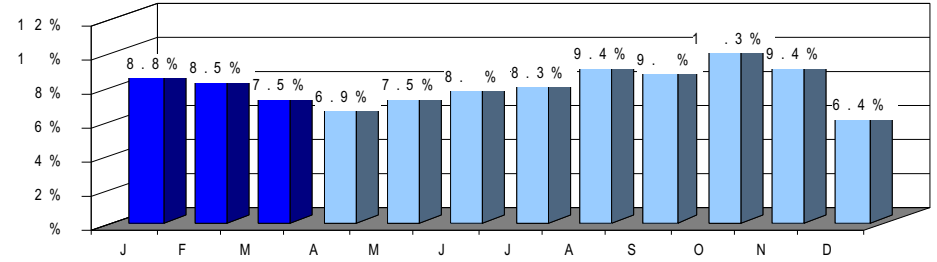
MEDIA SEASONALITY BY QUARTER



RADIO SEASONALITY BY QUARTER



RADIO SEASONALITY BY MONTH



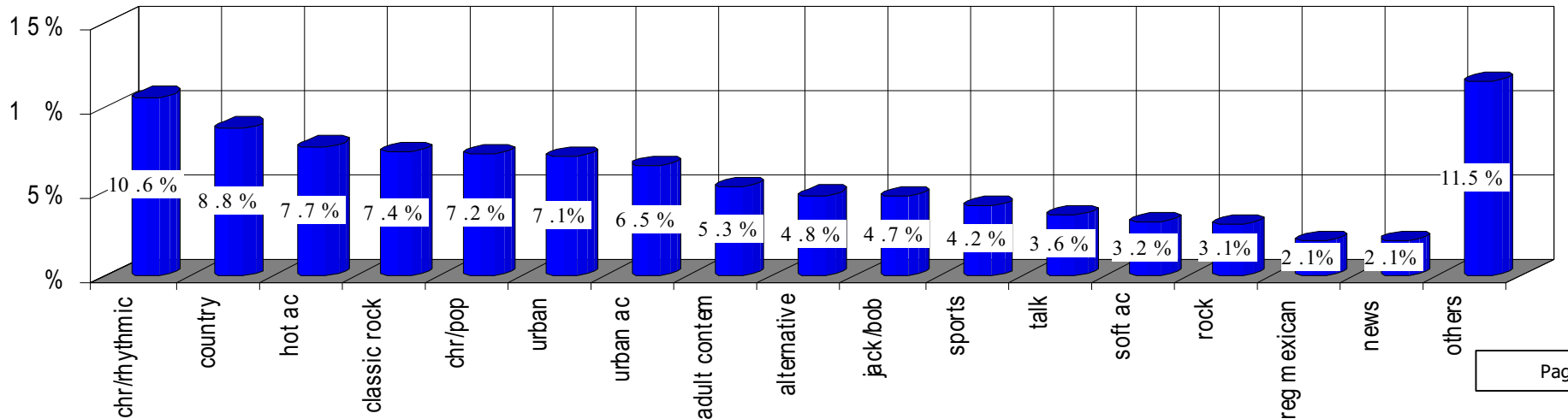
MEDIA SPENDING MIX (000)			
	YTD 008	YTD 007	GROWTH
NEWSPAPERS	\$757	\$1,087	-30.4%
TELEVISION	\$30,364	\$30,65	0.3%
RADIO	\$13,096	\$13,089	0.1%
TOTAL	\$44,18	\$44,441	-0.5%
% SPENT ON RADIO	9.6%	9.5%	

GEICO INSURANCE COMPANY vs. INSURANCE COMPANIES							
	YTD 2008			YTD 2007			
	CATEGORY	ADVERTISER	SHARE	CATEGORY	ADVERTISER	SHARE	CHANGE
NEWSPAPERS	\$49,647	\$757	1.5%	\$4,577	\$1,087	.6%	-1.1%
TELEVISION	\$186,430	\$30,364	16.3%	\$147,965	\$30,65	0.5%	-4.0%
RADIO	\$49,045	\$13,096	6.7%	\$4,398	\$13,089	30.9%	-4.0%
TOTAL	\$85,1	\$44,18	15.5%	\$3,940	\$44,441	19.1%	-3.6%
SPENT ON RADIO	17.0%	9.6%		18.0%	9.5%		

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Radio Expenditure By Format

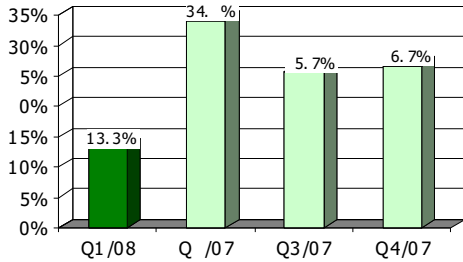
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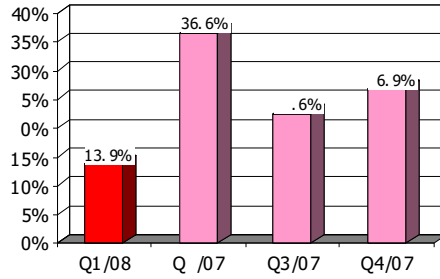
SPRINT

Q1 08 YTD Rank - 20 | Q1 07 YTD Rank - 3 | 2007 YE Rank - 7

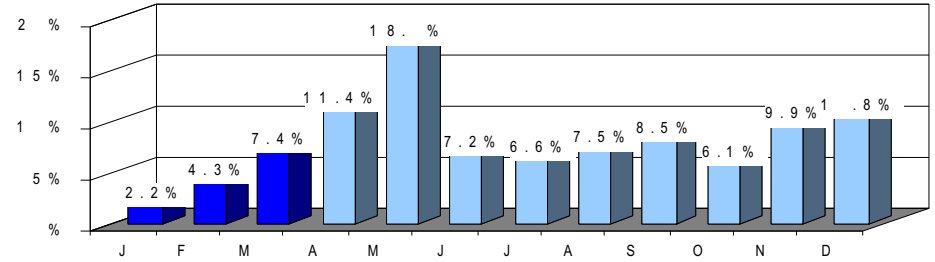
MEDIA SEASONALITY BY QUARTER



RADIO SEASONALITY BY QUARTER



RADIO SEASONALITY BY MONTH



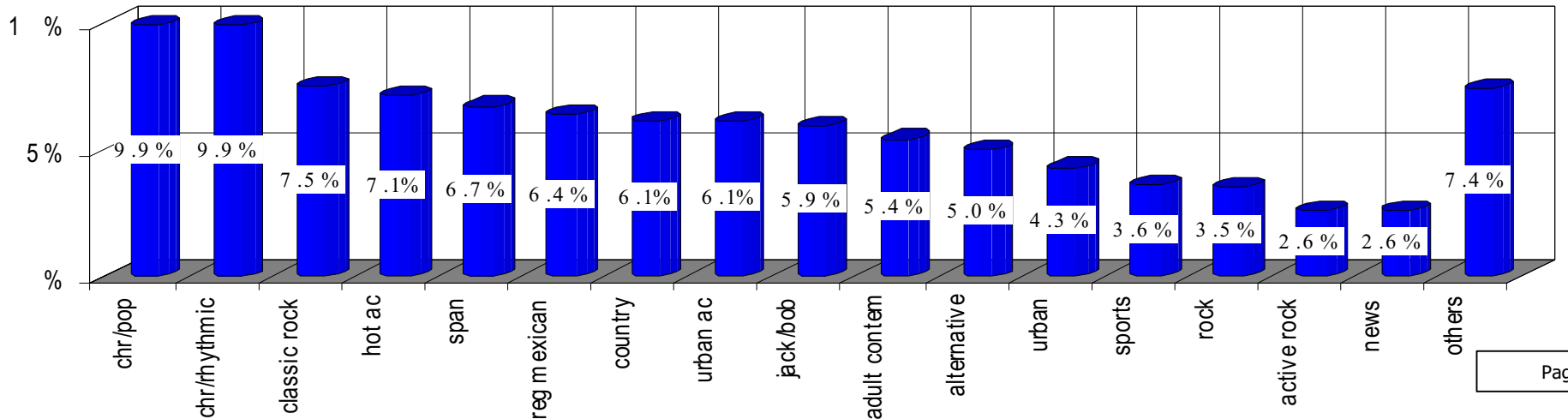
MEDIA SPENDING MIX (000)			
	YTD 008	YTD 007	GROWTH
NEWSPAPERS	\$34,168	\$100, 30	-65.9%
TELEVISION	\$ 15	\$5,757	-96.3%
RADIO	\$5, 81	\$17,858	-70.4%
TOTAL	\$39,663	\$13,845	-68.0%
% SPENT ON RADIO	13.3%	14.4%	

SPRINT vs. COMMUNICATIONS/CELLULAR/PUBLIC UTILITIES							
	YTD 2008			YTD 2007			
	CATEGORY	ADVERTISER	SHARE	CATEGORY	ADVERTISER	SHARE	CHANGE
NEWSPAPERS	\$ 34,731	\$34,168	14.6%	\$35,434	\$100, 30	30.8%	-16. %
TELEVISION	\$174,549	\$ 15	0.1%	\$ 04,849	\$5,757	.8%	- .7%
RADIO	\$88,081	\$5, 81	6.0%	\$104, 66	\$17,858	17.1%	-11.1%
TOTAL	\$497,361	\$39,663	8.0%	\$634,549	\$13,845	19.5%	-11.5%
SPENT ON RADIO	17.7%	13.3%		16.4%	14.4%		

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Radio Expenditure By Format

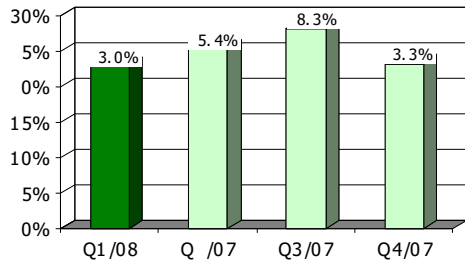
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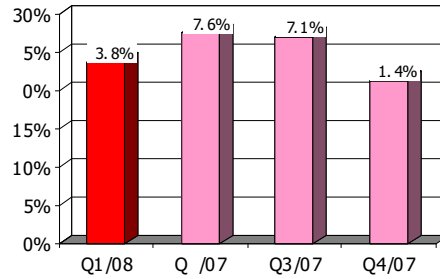
TOYOTA DEALER ASSOCIATION

Q1 08 YTD Rank - 6 | Q1 07 YTD Rank - 7 | 2007 YE Rank - 8

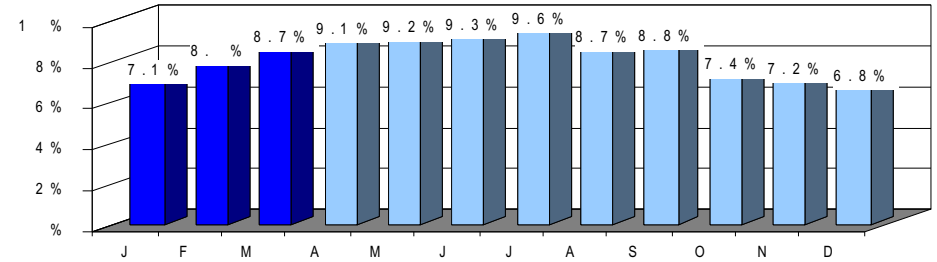
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RADIO SEASONALITY BY QUARTER



RADIO SEASONALITY BY MONTH



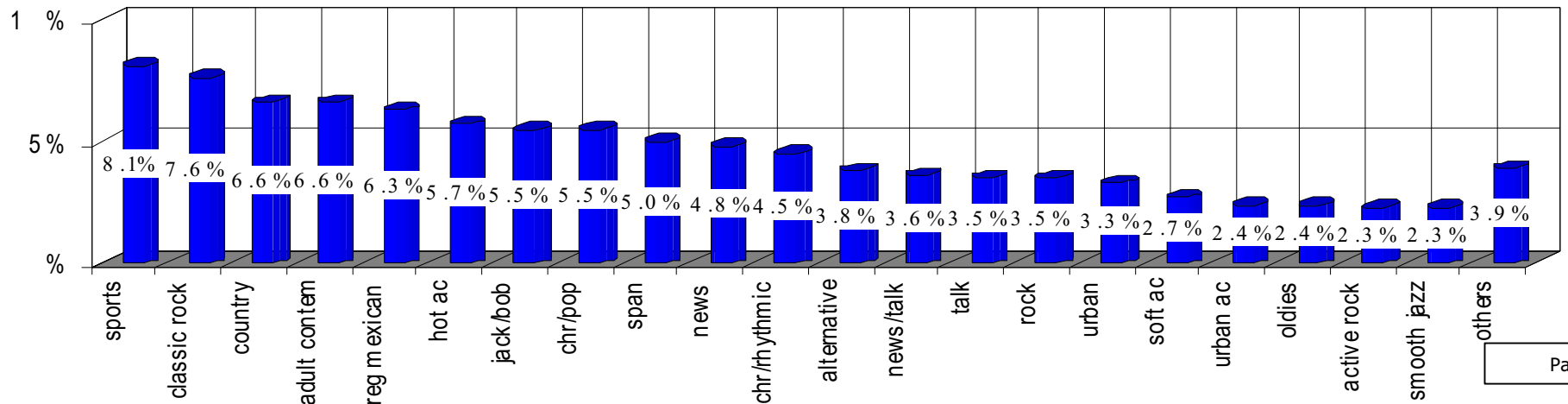
MEDIA SPENDING MIX (000)			
	YTD 008	YTD 007	GROWTH
NEWSPAPERS	\$16,119	\$17,491	-7.8%
TELEVISION	\$58,146	\$6,975	-7.7%
RADIO	\$13,003	\$13,044	-0.3%
TOTAL	\$87,69	\$93,510	-6.7%
% SPENT ON RADIO	14.9%	13.9%	

TOYOTA DEALER ASSOCIATION vs. AUTO DLRS/DLR GRPS/ MANUFACTURERS/RENTALS							
	YTD 2008			YTD 2007			
	CATEGORY	ADVERTISER	SHARE	CATEGORY	ADVERTISER	SHARE	CHANGE
NEWSPAPERS	\$601,331	\$16,119	.7%	\$695,75	\$17,491	.5%	0.0%
TELEVISION	\$999,944	\$58,146	5.8%	\$1,069,805	\$6,975	5.9%	-0.1%
RADIO	\$184,390	\$13,003	7.1%	\$99,071	\$13,044	6.0%	0.9%
TOTAL	\$1,785,665	\$87,69	4.9%	\$1,974,68	\$93,510	4.7%	0.0%
SPENT ON RADIO	10.3%	14.9%		10.6%	13.9%		

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Radio Expenditure By Format

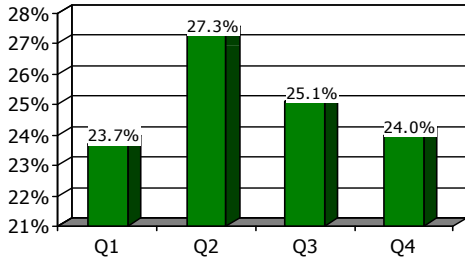
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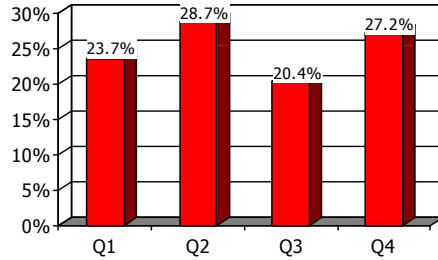
AT & T

2008 Rank - 1 / 2007 Rank - 1

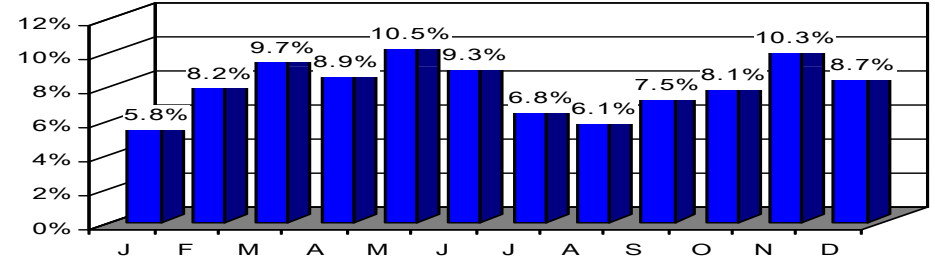
■ TOTAL MEDIA SEASONALITY BY QUARTER



■ RADIO SEASONALITY BY QUARTER



■ RADIO SEASONALITY BY MONTH



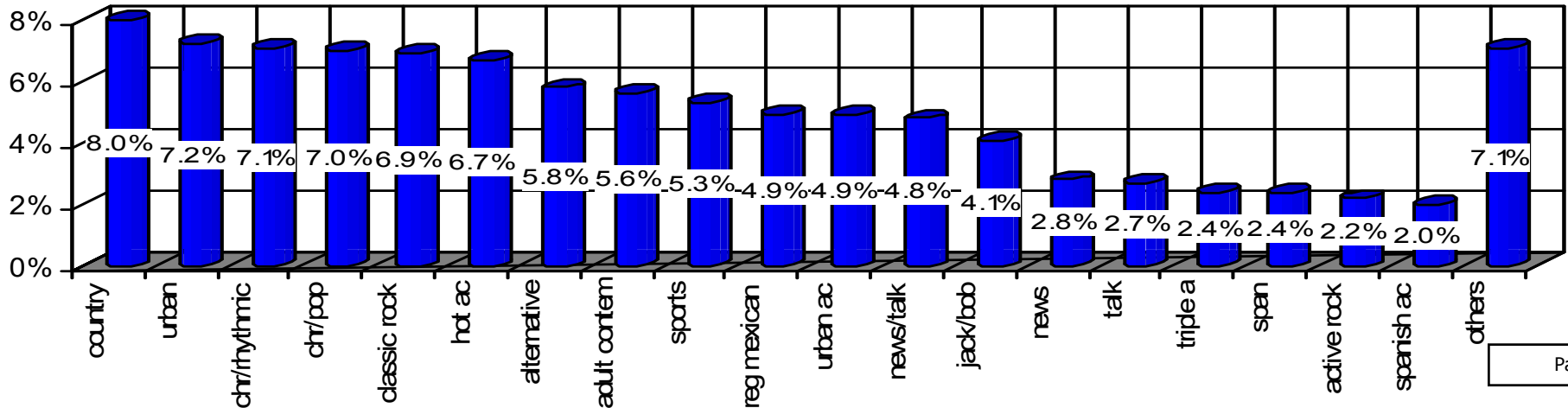
MEDIA SPENDING MIX (000)			
	2008	2007	GROWTH
NEWSPAPERS	\$158,214	\$197,490	-19.9%
TELEVISION	\$214,471	\$271,157	-20.9%
RADIO	\$130,654	\$131,402	-0.6%
TOTAL	\$503,339	\$600,049	-16.1%
% SPENT ON RADIO	26.0%	21.9%	

AT & T vs. COMMUNICATIONS/CELLULAR/ PUBLIC UTILITIES							
	2008			2007			
	CATEGORY	ADVERTISER	SHARE	CATEGORY	ADVERTISER	SHARE	CHANGE
NEWSPAPERS	\$761,424	\$158,214	20.8%	\$1,220,259	\$197,490	16.2%	4.6%
TELEVISION	\$717,358	\$214,471	29.9%	\$910,549	\$271,157	29.8%	0.1%
RADIO	\$383,880	\$130,654	34.0%	\$446,382	\$131,402	29.4%	4.6%
TOTAL	\$1,862,662	\$503,339	27.0%	\$2,577,189	\$600,049	23.3%	3.7%
% SPENT ON RADIO	20.6%	26.0%		17.3%	21.9%		

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Radio Expenditure By Format

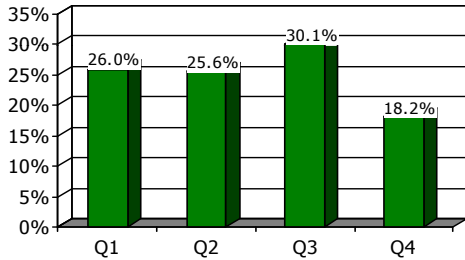
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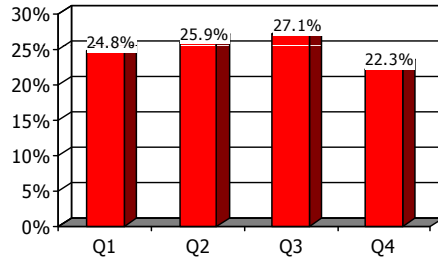
VERIZON WIRELESS

2008 Rank - 2 / 2007 Rank - 2

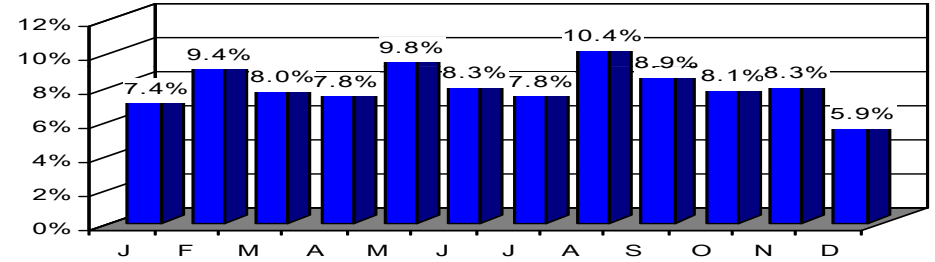
■ TOTAL MEDIA SEASONALITY BY QUARTER



■ RADIO SEASONALITY BY QUARTER



■ RADIO SEASONALITY BY MONTH



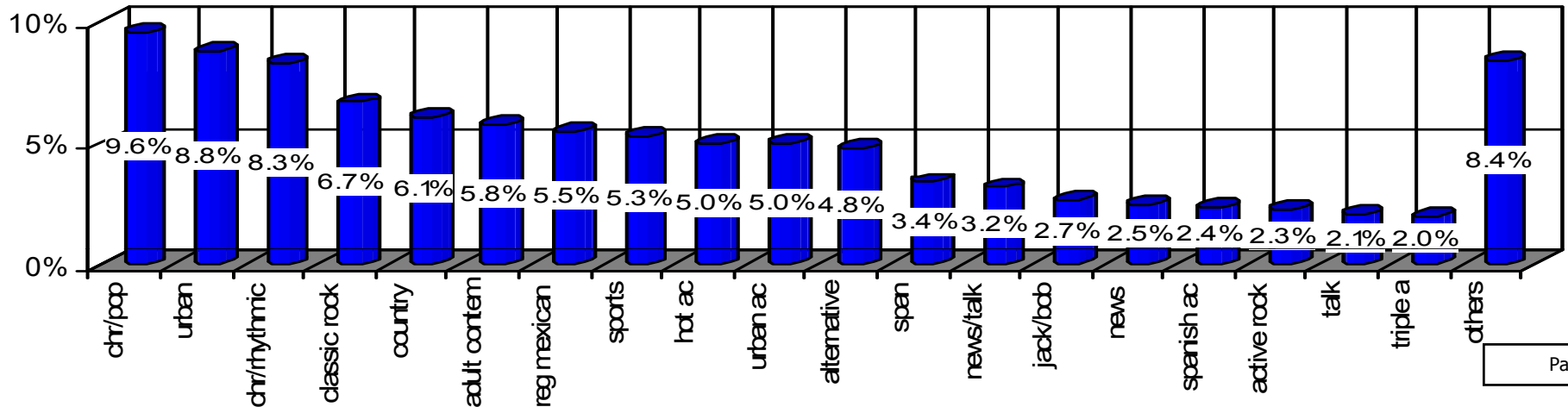
MEDIA SPENDING MIX (000)			
	2008	2007	GROWTH
NEWSPAPERS	\$351,173	\$420,848	-16.6%
TELEVISION	\$93,475	\$151,865	-38.4%
RADIO	\$94,877	\$104,526	-9.2%
TOTAL	\$539,526	\$677,239	-20.3%
% SPENT ON RADIO	17.6%	15.4%	

VERIZON WIRELESS vs. COMMUNICATIONS/CELLULAR/ PUBLIC UTILITIES							
	2008			2007			
	CATEGORY	ADVERTISER	SHARE	CATEGORY	ADVERTISER	SHARE	CHANGE
NEWSPAPERS	\$761,424	\$351,173	46.1%	\$1,220,259	\$420,848	34.5%	11.6%
TELEVISION	\$717,358	\$93,475	13.0%	\$910,549	\$151,865	16.7%	-3.7%
RADIO	\$383,880	\$94,877	24.7%	\$446,382	\$104,526	23.4%	1.3%
TOTAL	\$1,862,662	\$539,526	29.0%	\$2,577,189	\$677,239	26.3%	2.7%
% SPENT ON RADIO	20.6%	17.6%		17.3%	15.4%		

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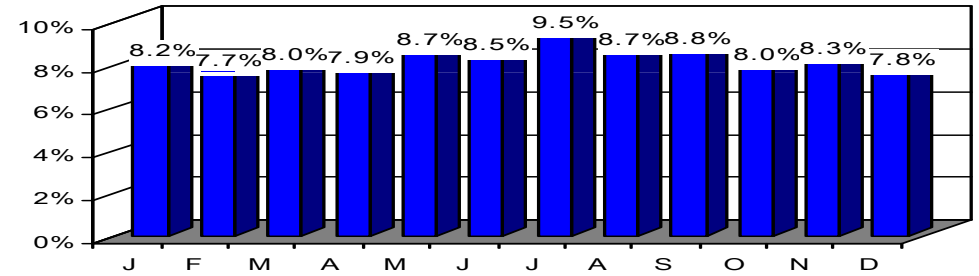
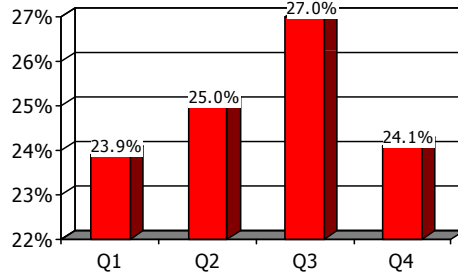
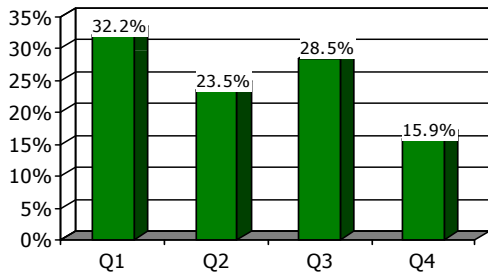
MCDONALDS

2008 Rank - 3 / 2007 Rank - 3

TOTAL MEDIA SEASONALITY BY QUARTER

RADIO SEASONALITY BY QUARTER

RADIO SEASONALITY BY MONTH



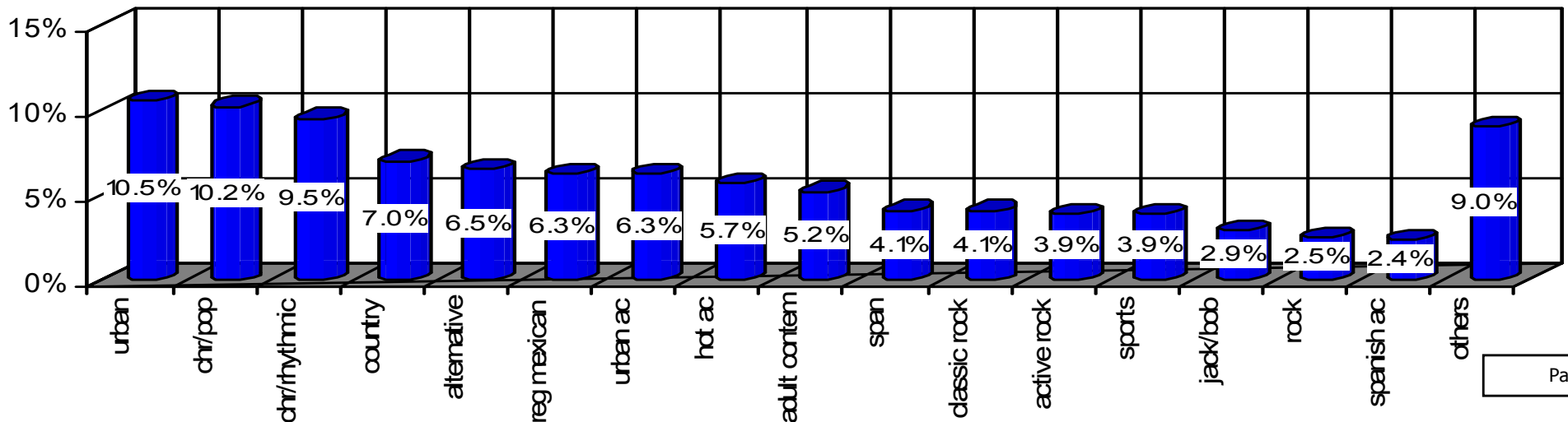
MEDIA SPENDING MIX (000)			
	2008	2007	GROWTH
NEWSPAPERS	\$1,547	\$2,036	-24.0%
TELEVISION	\$147,437	\$150,930	-2.3%
RADIO	\$68,384	\$66,465	2.9%
TOTAL	\$217,368	\$219,431	-0.9%
% SPENT ON RADIO	31.5%	30.3%	

MCDONALDS vs. RESTAURANTS							
	2008			2007			
	CATEGORY	ADVERTISER	SHARE	CATEGORY	ADVERTISER	SHARE	CHANGE
NEWSPAPERS	\$45,535	\$1,547	3.4%	\$69,862	\$2,036	2.9%	0.5%
TELEVISION	\$1,160,684	\$147,437	12.7%	\$1,282,249	\$150,930	11.8%	0.9%
RADIO	\$400,110	\$68,384	17.1%	\$411,013	\$66,465	16.2%	0.9%
TOTAL	\$1,606,329	\$217,368	13.5%	\$1,763,123	\$219,431	12.4%	1.1%
% SPENT ON RADIO	24.9%	31.5%		23.3%	30.3%		

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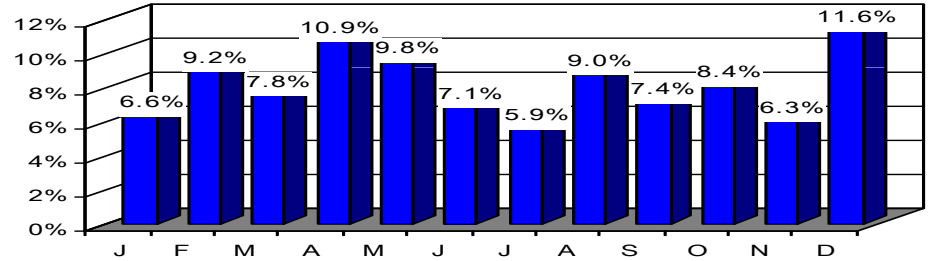
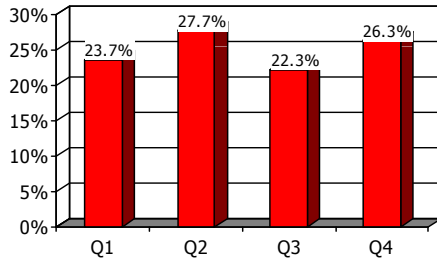
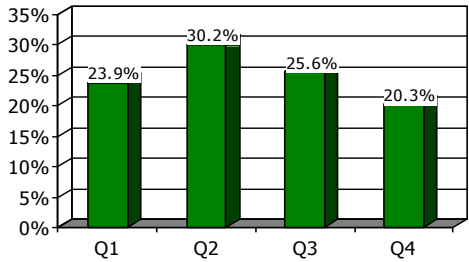
STATE LOTTERIES

2008 Rank - 4 / 2007 Rank - 4

TOTAL MEDIA SEASONALITY BY QUARTER

RADIO SEASONALITY BY QUARTER

RADIO SEASONALITY BY MONTH



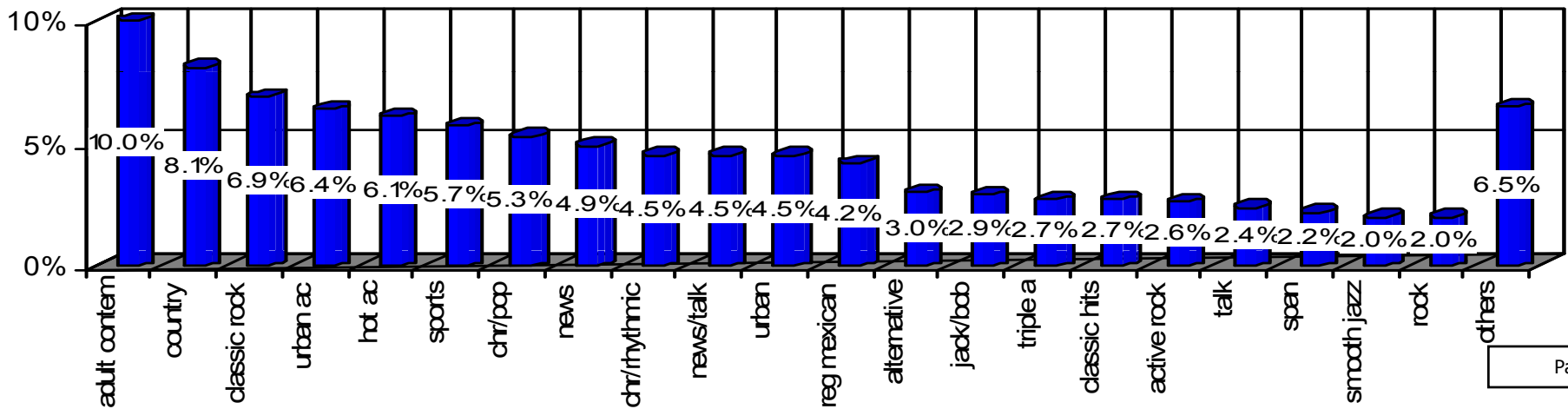
MEDIA SPENDING MIX (000)			
	2008	2007	GROWTH
NEWSPAPERS	\$8,136	\$10,849	-25.0%
TELEVISION	\$120,461	\$129,684	-7.1%
RADIO	\$55,584	\$56,995	-2.5%
TOTAL	\$184,181	\$197,527	-6.8%
% SPENT ON RADIO	30.2%	28.9%	

STATE LOTTERIES vs. CASINOS/LOTTERY							
	2008			2007			
	CATEGORY	ADVERTISER	SHARE	CATEGORY	ADVERTISER	SHARE	CHANGE
NEWSPAPERS	\$139,230	\$8,136	5.8%	\$167,997	\$10,849	6.5%	-0.7%
TELEVISION	\$270,432	\$120,461	44.5%	\$274,905	\$129,684	47.2%	-2.7%
RADIO	\$154,556	\$55,584	36.0%	\$155,284	\$56,995	36.7%	-0.7%
TOTAL	\$564,217	\$184,181	32.6%	\$598,187	\$197,527	33.0%	-0.4%
% SPENT ON RADIO	27.4%	30.2%		26.0%	28.9%		

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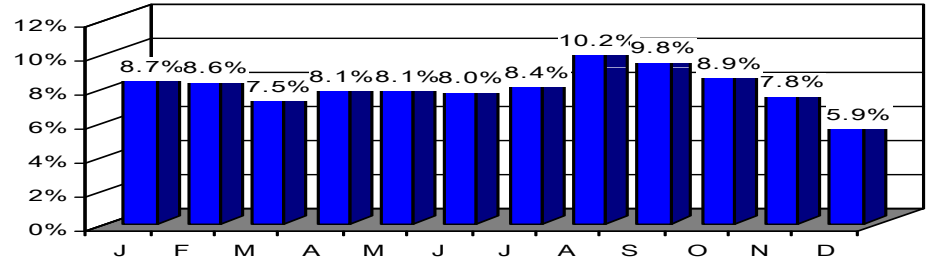
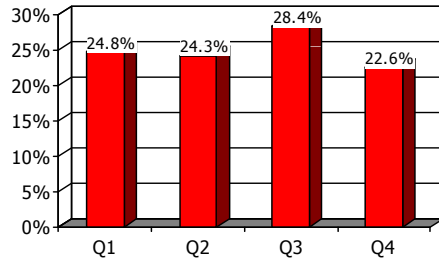
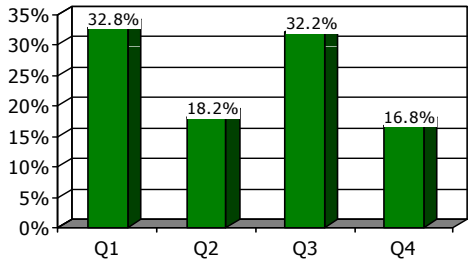
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TOTAL MEDIA SEASONALITY BY QUARTER

RADIO SEASONALITY BY QUARTER

RADIO SEASONALITY BY MONTH



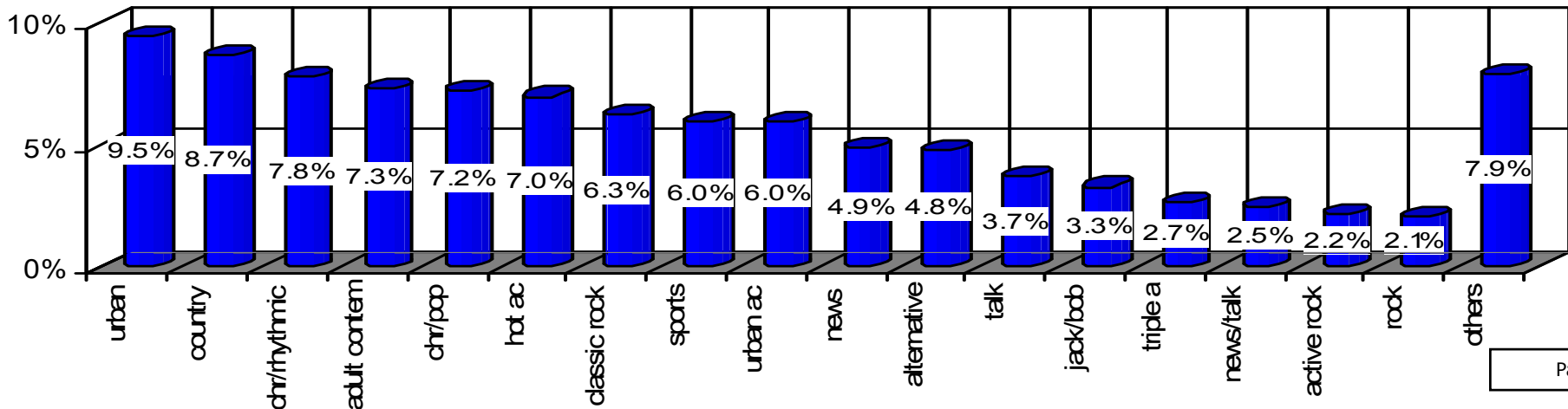
MEDIA SPENDING MIX (000)			
	2008	2007	GROWTH
NEWSPAPERS	\$2,455	\$4,360	-43.7%
TELEVISION	\$78,706	\$116,292	-32.3%
RADIO	\$51,730	\$51,474	0.5%
TOTAL	\$132,891	\$172,126	-22.8%
% SPENT ON RADIO	38.9%	29.9%	

GEICO vs. INSURANCE COMPANIES							
	2008			2007			
	CATEGORY	ADVERTISER	SHARE	CATEGORY	ADVERTISER	SHARE	CHANGE
NEWSPAPERS	\$135,538	\$2,455	1.8%	\$185,386	\$4,360	2.4%	-0.6%
TELEVISION	\$580,454	\$78,706	13.6%	\$642,802	\$116,292	18.1%	-4.5%
RADIO	\$252,510	\$51,730	20.5%	\$246,213	\$51,474	20.9%	-0.4%
TOTAL	\$968,502	\$132,891	13.7%	\$1,074,401	\$172,126	16.0%	-2.3%
% SPENT ON RADIO	26.1%	38.9%		22.9%	29.9%		

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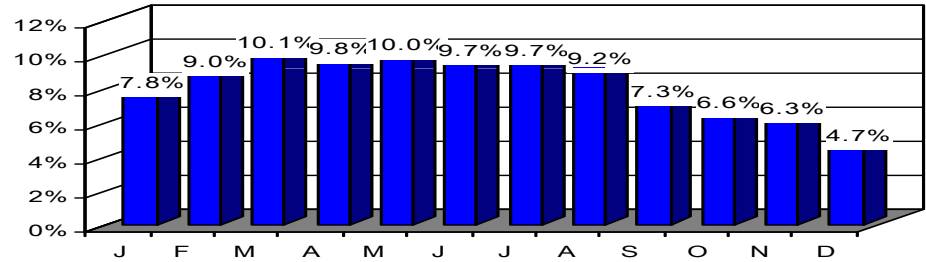
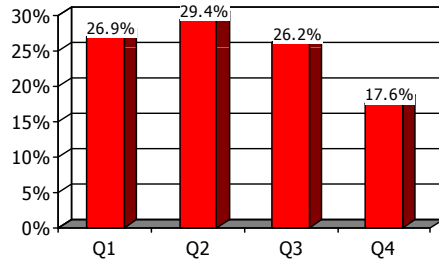
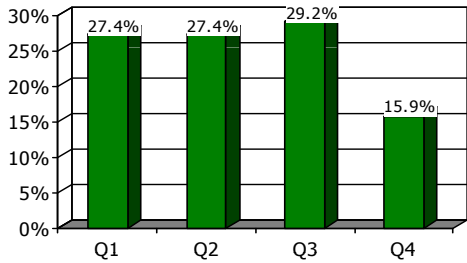
TOYOTA DEALER ASSOCIATION

2008 Rank - 6 / 2007 Rank - 5

TOTAL MEDIA SEASONALITY BY QUARTER

RADIO SEASONALITY BY QUARTER

RADIO SEASONALITY BY MONTH



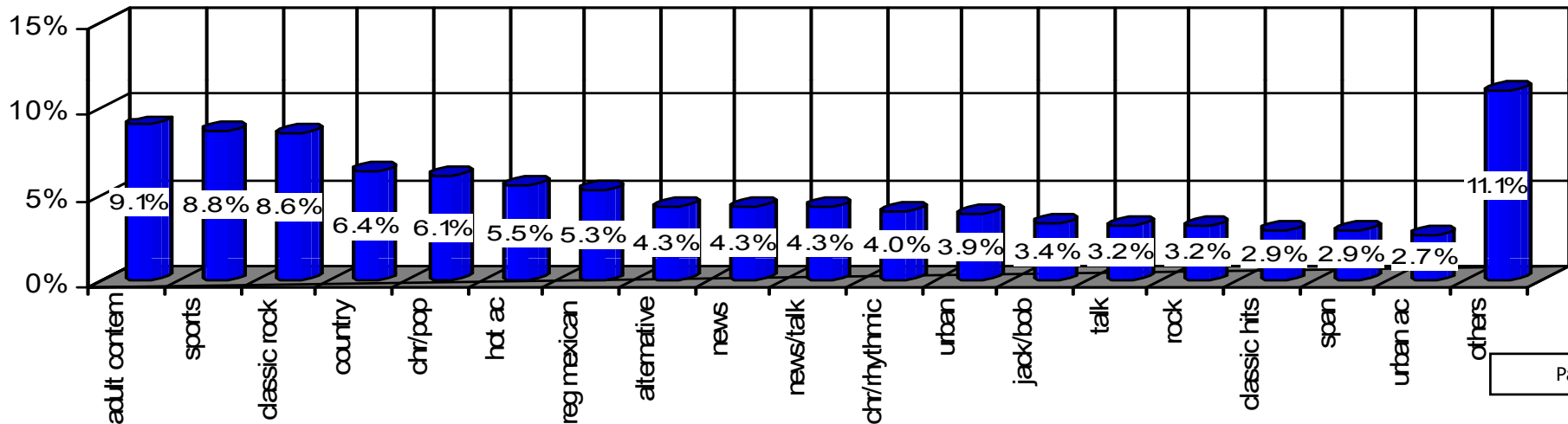
MEDIA SPENDING MIX (000)			
	2008	2007	GROWTH
NEWSPAPERS	\$49,942	\$66,320	-24.7%
TELEVISION	\$214,805	\$256,692	-16.3%
RADIO	\$49,322	\$55,883	-11.7%
TOTAL	\$314,069	\$378,895	-17.1%
% SPENT ON RADIO	15.7%	14.7%	

TOYOTA DEALER ASSOCIATION vs. AUTO DLRS/DLR GRPS/ MANUFACTURERS/RENTALS							
	2008			2007			
	CATEGORY	ADVERTISER	SHARE	CATEGORY	ADVERTISER	SHARE	CHANGE
NEWSPAPERS	\$1,897,134	\$49,942	2.6%	\$2,688,620	\$66,320	2.5%	0.1%
TELEVISION	\$3,586,937	\$214,805	6.0%	\$4,804,408	\$256,692	5.3%	0.7%
RADIO	\$800,290	\$49,322	6.2%	\$1,037,073	\$55,883	5.4%	0.8%
TOTAL	\$6,284,360	\$314,069	5.0%	\$8,530,101	\$378,895	4.4%	0.6%
% SPENT ON RADIO	12.7%	15.7%		12.2%	14.7%		

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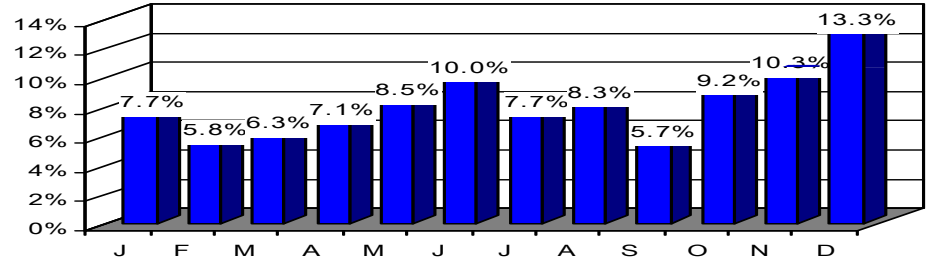
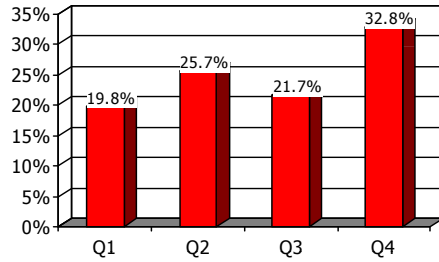
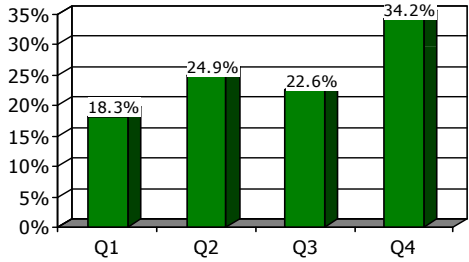
SAFEWAY

2008 Rank - 7 / 2007 Rank - 9

■ TOTAL MEDIA SEASONALITY BY QUARTER

■ RADIO SEASONALITY BY QUARTER

■ RADIO SEASONALITY BY MONTH



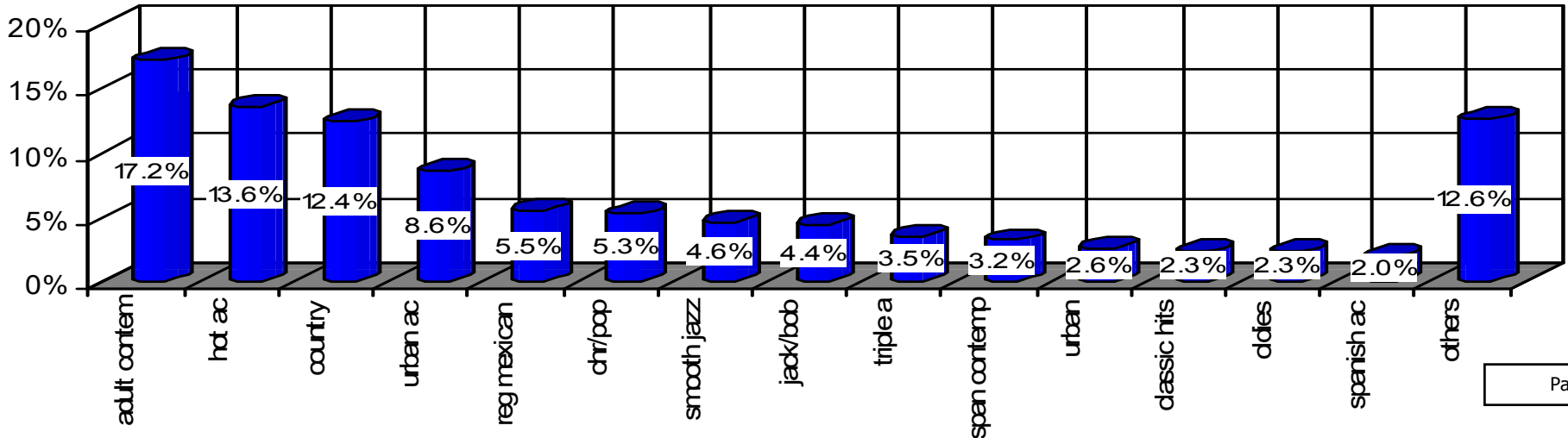
MEDIA SPENDING MIX (000)			
	2008	2007	GROWTH
NEWSPAPERS	\$10,458	\$12,692	-17.6%
TELEVISION	\$30,154	\$42,456	-29.0%
RADIO	\$47,360	\$44,071	7.5%
TOTAL	\$87,972	\$99,219	-11.3%
% SPENT ON RADIO	53.8%	44.4%	

SAFEWAY vs. GROCERY/CONVENIENCE/LIQUOR STORES							
	2008			2007			
	CATEGORY	ADVERTISER	SHARE	CATEGORY	ADVERTISER	SHARE	CHANGE
NEWSPAPERS	\$260,608	\$10,458	4.0%	\$319,274	\$12,692	4.0%	0.0%
TELEVISION	\$247,207	\$30,154	12.2%	\$261,655	\$42,456	16.2%	-4.0%
RADIO	\$231,923	\$47,360	20.4%	\$239,750	\$44,071	18.4%	2.0%
TOTAL	\$739,738	\$87,972	11.9%	\$820,680	\$99,219	12.1%	-0.2%
% SPENT ON RADIO	31.4%	53.8%		29.2%	44.4%		

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Radio Expenditure By Format



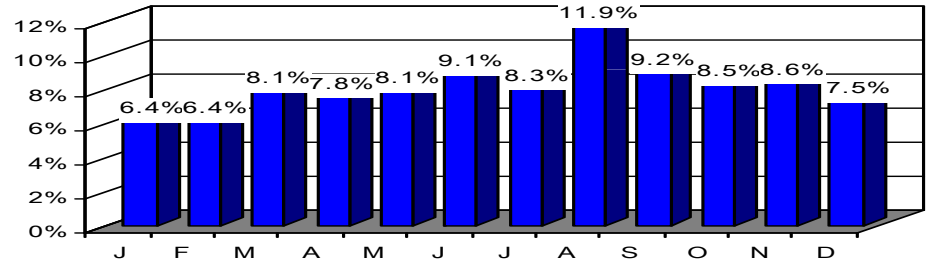
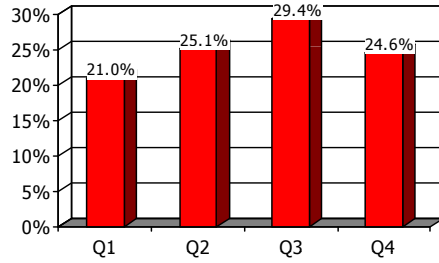
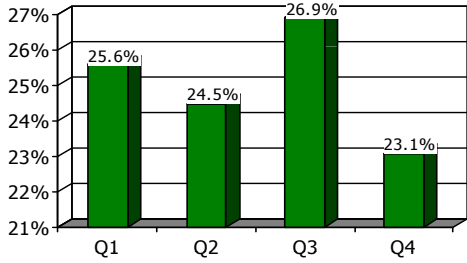
COMCAST CABLE

2008 Rank - 8 / 2007 Rank - 6

TOTAL MEDIA SEASONALITY BY QUARTER

RADIO SEASONALITY BY QUARTER

RADIO SEASONALITY BY MONTH



MEDIA SPENDING MIX (000)			
	2008	2007	GROWTH
NEWSPAPERS	\$40,156	\$47,357	-15.2%
TELEVISION	\$131,150	\$79,345	65.3%
RADIO	\$47,223	\$53,239	-11.3%
TOTAL	\$218,529	\$179,941	21.4%
% SPENT ON RADIO	21.6%	29.6%	

COMCAST CABLE vs. TELEVISION							
	2008			2007			
	CATEGORY	ADVERTISER	SHARE	CATEGORY	ADVERTISER	SHARE	CHANGE
NEWSPAPERS	\$68,304	\$40,156	58.8%	\$94,997	\$47,357	49.9%	8.9%
TELEVISION	\$218,817	\$131,150	59.9%	\$147,943	\$79,345	53.6%	6.3%
RADIO	\$123,549	\$47,223	38.2%	\$151,861	\$53,239	35.1%	3.1%
TOTAL	\$410,669	\$218,529	53.2%	\$394,802	\$179,941	45.6%	7.6%
% SPENT ON RADIO	30.1%	21.6%		38.5%	29.6%		

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Radio Expenditure By Format

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