

MEET THE ADULT STANDARDS CONSUMER

TIMELESS CLASSICS

PURCHASING POWER

AMONG ADULT STANDARDS LISTENERS 18+

- 81% own a residence
- More than 54.81% earn a household income of \$50,000+
- 45.46% are employed full/part time
- 43.01% are retired
- More than 29% earn a household income of \$75,000+

LEISURE ACTIVITIES

AMONG ADULT STANDARDS LISTENERS 18+

- 58% more likely to have participated in sailing in the past year
- 53% more likely to have participated in golf in the past year
- 49% more likely to have participated in woodworking in the past year

LIFESTYLE PURCHASES

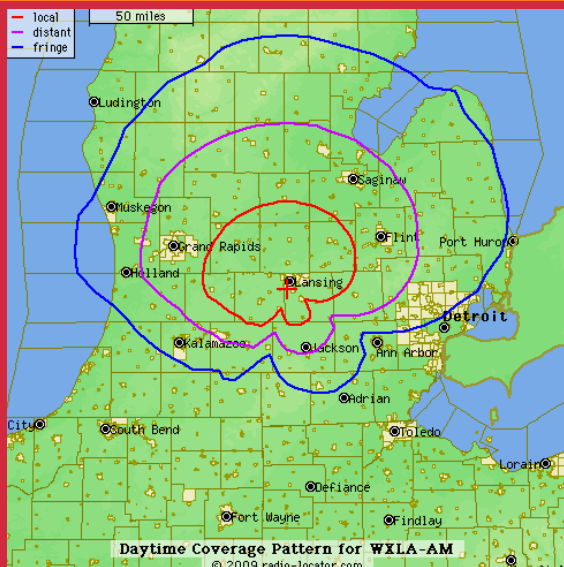
AMONG ADULT STANDARDS LISTENERS 18+

- 161% more likely to own a certificate of deposit (CD) for more than 6 months
- 92% more likely to own an insured money market account at a bank
- 91% more likely to have spent \$500-\$2499 on home remodeling in the past year

- 75% more likely to own/lease a Mercury
- 64% more likely to own U.S. saving bonds
- 52% own/lease a Buick
- 52% more likely to have bought home office furniture in the past year

***"RAB/MRI Gold Digger Report for Adult Standards Formats"

WXLA COVERAGE MAP



THE ADULT STANDARDS LISTENER

45.28% ARE AGE 35-64
45.98% ARE MALE
54.02% ARE FEMALE

RAB/MRI Radio Format Profile™

WXLA STANDARDS PROVIDE MORE VALUE

- 12 COMMERCIAL UNITS PER HOUR MAXIMUM
- COMPETITIVE SEPARATION WITHIN STOP SETS
- 3-1 MAKE GOOD POLICY
- AWARD WINNING PRODUCTION SERVICES FREE
- EFFECTIVE SCHEDULING STRATEGIES
- ACCURATE AND TIMELY BILLING
- LOCALLY OWNED AND LOCALLY INVOLVED