

WBPT 106.9 the EAGLE

Spring '07 Arbitron Ratings Overview



Rankings

- Adults 25-54, Mon-Fri 6a-7p, WBPT is #2 non-urban
- Men 25-54, Mon-Fri 6a-7p, WBPT is #4 non-urban
- Women 25-54, Mon-Fri 6a-7p, WBPT is #4 non-urban

Source: Arbitron Spring '07 estimates, AQH Ratings



WBPT FACTS

- WBPT has a cume 12+ of 92,800 persons
- WBPT is 51% male, 49% female
- WBPT superserves the A35-54 demo, making up 30% of its total audience
- Prime daypart ratings are consistent throughout the day, for A25-54, P12+, M25-54, and W25-54.
- WBPT and WZZK reach over 60% of the non-urban population in the Birmingham metro per week.



THE COMPETITION

- **WZRR** – Citadel's Classic Rock 99.5 continued its 4-book down-trend.
- Compared to a year ago, WZRR is down 25% A25-54, down 26% W25-54, and down 25% M25-54 (their core demo!). (Arbitron Spring '07 compared to Spring '06 Mon-Fri 6a-7p, Cume persons)
- WZRR is 65% male, 35% female, with the highest concentration in Men 45-54. (Audience Composition Report, Arbitron Spring '07, cume persons 12+)



THE COMPETITION

- **WMJJ** – Clear Channel’s Magic 96.5 also continued a downward trend over the past year. The one exception is the one month of all-Christmas music in December of the fall book.
- The past year has shown WMJJ lose cume in M25-54 by 27%, A25-54 down by 16%, and W25-54 (their core!) down 11%! (Arbitron Spring '07 compared to Spring '06 Mon-Fri 6a-7p)
- WMJJ is 69% female, 31% male, biggest age cell by far is W45-54 followed by W55-64. (Audience Composition report, Arbitron Spring '07 Persons 12+



THE COMPETITION

- **WYSF** – Rick and Bubba left the studios of WYSF in January 2007; so did their listeners. Citadel's 94.5 has seen the ratings plummet in all dayparts, all demos. The sharp decreases were literally overnight when Rick and Bubba moved to WZZK.
- WYSF is down 74% in M25-54, 48% in W25-54, and down 59% A25-54. (Cume, Mon-Fri 6a-7p, Arbitron Spring 07)
- WYSF is 33% men, 67% women, largest age cell W25-34. (Audience Composition Report, Arbitron Spring '07 P12+ Mon-Fri 6a-7p)



WHY BUY WBPT

- **WBPT IS GROWING** – WBPT is growing as opposed to its competitors trending down. WBPT gained cume in W25-54 and A25-54, and experienced only a slight loss of 9% in M25-54 over a year ago.
- **WBPT's CUME** -- The first sign of a healthy radio station is the cume. WBPT's cume of 92,800 P12+ is larger than WZRR (66,300), WMJJ (83,500), and WYSF (39,400).
- **WBPT IS UNCLUTTERED** – Only 8 units per hour creates the best environment for advertisers. And, research shows that listeners want **fewer** interruptions, including “blinks”, :05's, :10's, :30's and :60's, not more.
- **WBPT IS RELIABLE** – 1069 the Eagle is a station that can be listened to and enjoyed by the entire family, without worrying about obscenities, off-color humor, or inappropriate lyrics. This makes it the perfect place for any business wishing to attract families.
- **WBPT IS AFFLUENT** – The latest available Scarborough research tells that 44% of WBPT's listeners earn \$75K+, and that 40% of its audience has at least some college education, with 27% college degree or more.
- **WBPT IS EFFICIENT** – Since WBPT is gender balanced, and its audience is evenly distributed throughout the prime dayparts, WBPT is a perfect A25-54 buy with very little waste outside the demo.
- **WBPT IS EFFECTIVE** – WBPT gets results for the client, using on-air, website, and on-site opportunities.

