

Spring 2006 WBLI Snapshot



Spring 2006: WBLI hits a two year high!!

WBLI is Long Island's #1!

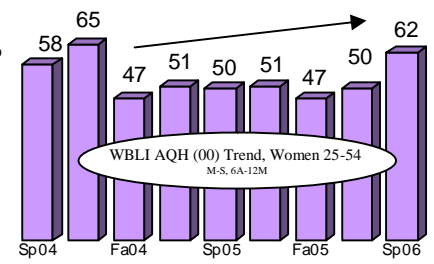
- **#1 in cume!** WBLI boasts 32 consecutive surveys as Long Island #1 radio station (12+ cume)
- **#1 Exclusive Cume!**
- **#1 in most demographics!** WBLI IS A CUME MACHINE: It ranks #1 in cume on Long Island in many major demographics. It also ranks #1 in AQH in many key demos!

WBLI is GROWING!

Solid gains for BLI in key demographics:

- Adults 25-54 are UP 13%; Women 25-54 are up 24%
- Adults 18-49 are up 11%; Women 18-49 are up 18%
- Adults 18-34 are up 26%; Women 18-34 are up 25%

WBLI boasts the largest growth of any of the major stations! This is WBLI's BEST BOOK IN TWO YEARS in WOMEN!



WBLI is LONG ISLAND'S #1 STATION!

WBLI ranks #1 on Long Island with Adults and Women of ALL ages!

WBLI DOMINATES in CUME

- #1 Adults and Women 18-34
- #1 Adults and Women 18-24
- #1 Adults and Women 25-34
- #1 Women 35-44

And, #2 behind WBAB in
Adults 35-44, Adults 25-54, Adults 18-49

WBLI DOMINATES IN AQH

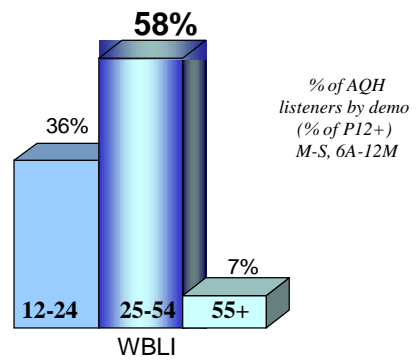
- #1 Adults & Women 18-34
- #1 Adults & Women 18-24
- #1 Adults & Women 25-34

AQH Rating A25-34

Station	Rating
WBLI	1.1
WALK	0.7
WBAB	0.6
WKJY	0.5

WBLI is well-targeted to Adults!

- WBLI continues to be a middle demo targeted CHR station ... not a 12-24 station! BUT, WBLI's secondary demo is 12-24's who are FUTURE consumers with great marketplace value.



106.1 WBLI
Long Island's
#1 station for 32
consecutive surveys!