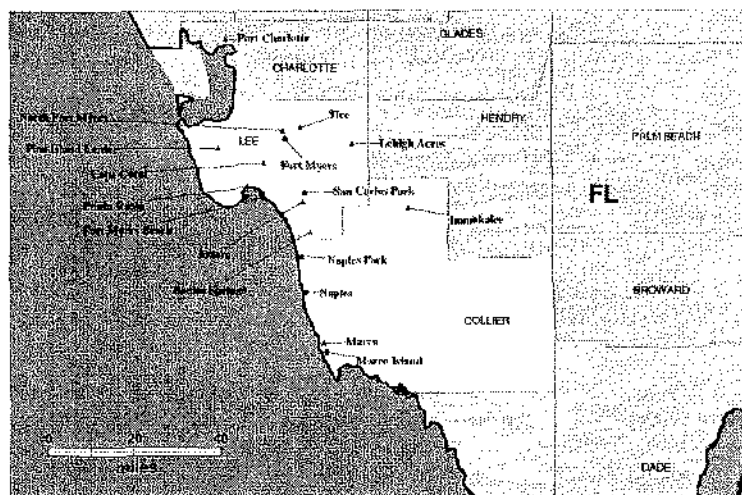


Metro Rank: 67

Revenue Rank: 65

Ft. Myers-Naples-Marco Island, FL Market Overview



Metro Counties / Population (000)

Collier, FL	283.8
Lee, FL	477.8
	761.6

Market Radio Financials (all figures in 000's, except percentages and ratios)

ESTIMATED GROSS REVENUES ***

1998	1999	2000	2001	2002	2003	Δ 98 - 03
\$24,600	\$27,700	\$32,300	\$31,700	\$35,300	\$39,200	9.8%
Δ 02 - 03	2004	2005	2006	2007	2008	Δ 03 - 08
11.0%	\$43,100	\$46,500	\$50,500	\$54,500	\$59,200	8.6%

Revenue/Retail Sales Revenue/Capita

1998	2003	2008	Est. Breakout
NA ^{1/}	\$3.14/1,000	\$3.77/1,000	Local 85%
\$40.60	\$51.47	\$67.51	National 15%

Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)

	1998	2003	Growth Rate	2003	2008	Growth Rate
MSA Population	605.9	761.6	4.7%	761.6	876.9	2.9%
Households	247.9	322.5	5.4%	322.5	374.5	3.0%
Retail Sales	NA ^{1/}	12,473.0	NA ^{1/}	12,473.0	15,720.0	4.7%
EBI ^{2/}	11,896.2	18,037.9	8.7%	18,037.9	23,291.9	5.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	374.6	50.0	25.6	28.1	39.8	49.3	45.0	136.7
Women (000)	387.0	47.5	25.0	23.3	36.2	48.2	48.2	158.7
Total	761.6	97.5	50.6	51.3	76.0	97.6	93.2	295.4
Percentage	100.0%	12.8%	6.6%	6.7%	10.0%	12.8%	12.2%	38.8%
Per Capita	\$23,683							
Median Household	\$39,659							
Avg Household	\$55,928							
Ethnic Population:								
White	86.6%							
Black	5.9%							
Asian	0.8%							
Hispanic	14.0%							

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2		18	19	20	10	30
Tot 12+	3.8		67.0	70.0	70.8	10.7	81.5
Avg 12+	1.9		3.7	3.7	3.5	1.1	2.7
Tot LCS	4.7		82.2	85.9	86.9	13.1	100.0
Avg LCS	2.3		4.6	4.5	4.3	1.3	3.3

1/ Estimate not available. See page 6. 2/ EBI estimates are for previous year than noted in column header.

FM Stations

Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C	Owner	Year Std	Date Acq'd	Sales Price (\$000)	L M A	Format	2003 Est Revenue (\$000)1/	Power Ratio	Avg '03 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2004	Fall 2003	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000
• WAFZ	Immokalee	A	92.1	4.1	397	g	Glades Media	84	0404 p		na	Span/Mexcn	300	0.31	2.5	3.0	2.2	1.8	2.4	0.0	0.0	0.0	0.0
WRQC	Estero	C3	92.5	6.8	620	c	Meridian Bcstg	78	0010	7,000	2	Rock	950	1.51	1.6	2.1	1.3	1.2	1.4	3.3	2.5	3.3	0.0
WTLT	Naples	C3	93.7	21.0	328	c	Meridian Bcstg	71	9612		c2 2	AC	1,100	0.70	4.0	2.7	3.9	3.6	3.0	4.0	1.8	3.2	3.6
WARO	Naples	C0	94.5	99.0	1014	c	Meridian Bcstg	62	9612		c2 2	Cisc Rock	2,900	1.90	3.9	3.0	2.5	3.2	3.2	3.7	3.8	3.5	2.1
WOLZ	Fort Myers	C1	95.3	79.0	476	d	Clear Channel	70	9703	11,000	dt 1	Oldies	3,400	1.58	5.5	5.5	5.1	4.9	4.3	6.0	7.2	7.5	7.1
• WRXK	Bonita Springs	C	96.1	100.0	1119	a	Beasley Bcst Group	74	8608	3,500		Cisc Rock	3,350	1.55	5.5	5.3	3.5	4.7	4.5	3.2	3.9	4.1	3.7
WINK	Fort Myers	C	96.9	98.0 cp	1499	b	Ft Myers Bcstg Co	64				Hot AC	3,300	2.28	3.7	3.3	3.4	3.0	3.1	3.3	3.9	2.8	3.4
WTLQ	Punta Rassa	C3	97.7	14.5	430	b	Ft Myers Bcstg Co	99	0010	7,000		Span/Trpcl	1,100	1.40	2.0	2.5	3.1	1.8	1.6	2.0	3.1	2.3	3.1
WUSV	San Carlos Park	C3	98.5	18.5	371		Ave Maria	95	0402	4,900	2	Country	800	0.89	2.3	2.2	0.9	2.3	1.5	2.2	1.5	2.1	1.9
WGUF	Marco	A	98.9	6.0	328	f	Renda Bcstg Corp	90	9705	2,000		Cisc Hits	400		0.8	0.8	0.7	0.6	0.7	0.0	0.8	0.6	0.6
WJBX	Fort Myers Beach	C2	99.3	45.0	466	a	Beasley Bcst Group	83	9802	6,000	d3	Alternative	1,500	1.16	3.3	3.6	2.1	3.0	2.5	3.2	3.0	3.5	4.4
• WCKT	Fort Charlotte	C1	100.1	100.0	476	d	Clear Channel	76	9703		d1 1	Country	1,600	0.83	4.9	2.3	3.0	4.4	3.8	3.7	5.6	5.0	5.1
• WAVV	Marco	C1	101.1	100.0	981		Alpine Bcstg Corp	87				Easy	2,500	0.44	14.6	9.7	10.1	11.4	12.8	12.9	11.4	12.2	11.5
WWGR	Fort Myers	C0	101.9	100.0	981	f	Renda Bcstg Corp	68	9407	4,000		Country	2,800	1.01	7.1	4.8	6.0	5.3	6.5	4.6	5.5	5.8	5.5
WJGO	Tice	C2	102.9	50.0	466	f	Renda Bcstg Corp	99	0010	7,000		Rhymc/Oldes	900	0.85	2.7	2.4	3.1	3.2	1.3	2.6	2.2	3.4	1.8
WXKB	Cape Coral	C	103.9	100.0	1119	a	Beasley Bcst Group	75	9411	3,500		Adult CHR	3,050	1.90	4.1	3.4	3.5	3.5	3.3	4.0	4.2	3.8	4.8
WSGL	Naples	C2	104.7	20.0	433	f	Renda Bcstg Corp	80	9812	3,650		Hot AC	725	1.42	1.3	1.4	1.3	1.2	1.0	1.6	1.0	1.0	2.1
WBTT	Naples Park	C2	105.5	23.5	722	d	Clear Channel	87	9607		g1 1	CHR/Rhymc	1,100	0.46	6.1	5.0	5.5	4.6	5.5	5.5	5.3	5.5	5.2
WJPT	Fort Myers	C2	106.3	50.0	466	a	Beasley Bcst Group	92	9802		d3	Adlt Stndrd	1,200	0.45	6.8	6.1	5.8	4.3	6.9	6.8	5.7	3.3	3.6
• WDRR	Lehigh Acres	C2	107.1	23.5	722	d	Clear Channel	76	9607		g1 1	Smooth Jazz	1,800	1.35	3.4	1.7	3.7	3.3	2.4	2.9	3.0	1.9	2.9
# FM Stations -					20	# Combos -					18	FM TOTALS			86.1	70.8	70.7	71.3	71.7	75.3	75.4	74.8	72.4

AM Stations

Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Std	Date Acq'd	Sales Price (\$000)	L M A	Format	2003 Est Revenue (\$000)1/	Power Ratio	Avg '03 Local Comm	ARB 12+ Metro Shares (see rights)							
																Spring 2004	Fall 2003	Spring 2003	Fall 2002	Spring 2002	Fall 2001	Spring 2001	Fall 2000
WWCN	North Fort Myers	B	770	10.0	1.00	a	Beasley Bcst Group	83	8711	300		Sprts/Talk	650	1.18	1.4	1.2	1.5	1.2	1.1	0.4	0.9	0.4	0.6
WPTK	Pine Island	B	1200	10.0	1.00	b	Ft Myers Bcstg Co	86	9508	560	2	Talk	100	0.23	1.1	2.0	2.2	0.7	1.1	0.6	1.8	1.6	1.6
WINK	Fort Myers	C	1240	1.0	1.00	b	Ft Myers Bcstg Co	40			2	News/Talk			4.2	3.2	1.8	3.8	3.2	2.4	3.8	3.0	4.6
• WNOG	Naples	B	1270	5.0	1.90	c	Meridian Bcstg	54	9612		c2 2	News/Talk	1,800	1.31	3.5	2.4	2.2	3.2	2.6	2.0	1.5	1.8	2.3
WCRM	Fort Myers	D	1350	2.0	0.15		Manna Chrstn	64	8904	450		Spn/Cst/Var	150			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WMYR	Fort Myers	B	1410	5.0	5.00		Starboard Media	52	0406 p	1,500		Children				0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
WWCL	Lehigh Acres	B	1440	5.0	1.00		Dwyer, Robert	70	7901			Span/Varty	750	1.13	1.7	1.2	1.8	1.5	1.3	0.7	0.7	1.3	0.6
WVOI	Marco Island	B	1480	1.0	1.00	e	All Financial Ntwk	75	0110	975	d2	Oldies				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
• WAFZ	Immokalee	C	1490	0.6 cp	0.70	g	Glades Media	64	9603		na	Mexican	550	1.28	1.1	0.0	0.9	1.3	0.5	1.0	0.5	1.3	0.7
WCNZ	Marco Island	B	1660	10.0	1.00	e	All Financial Ntwk	99	0110		d2	Nws/BNw/Tlk	400	1.02	1.0	0.7	0.6	1.0	0.6	0.4	0.0	0.6	0.0
# AM Stations -					10	# Combos -					7	AM TOTALS			14.0	10.7	11.0	12.7	10.4	7.9	9.0	10.0	10.4
AM & FM Stations Profiled -					30	# Duopolies -					10	Total Local Commercial Share				81.5	81.7	84.0	82.1	83.2	84.4	84.8	82.8

indicates a change since last edition

the introduction section for interpretation of revenue estimates.