



## Metro Counties / Population (000)

Carbon, PA	60.4
Lehigh, PA	321.5
Northampton, PA	278.7
Warren, NJ	110.4

Market Ratio Financials									
(all figures in 000's, except percentages and ratios)									
ESTIMATED GROSS REVENUES ***	1999	2000	2001	2002	2003	2004	99 - 04		
	\$26,600	\$28,000	\$26,000	\$26,900	\$28,900	\$30,300			
	Δ 03 - 04	2005	2006	2007	2008	2009	04 - 09		
	4.8%	\$31,300	\$32,500	\$33,800	\$35,200	\$36,600			
		1999	2004	2009	Est. Breakout				
Revenue/Retail Sales		NA/1	\$2.97/1,000	\$3.08/1,000			Local	88%	
Revenue/Capita	\$37.11		\$39.30	\$45.21			National	12%	
Demographic and Economic Overview (000's, except Retail Sales and EBI in 000,000's)									

	1999	2004	2004	2009	Growth Rate
MSA Population	716.8	771.0	771.0	809.6	10%
Households	273.9	298.7	298.7	315.1	1.1%
Retail Sales	NA <sup>1/</sup>	10,187.0	10,187.0	11,867.2	3.1%
EBI <sup>2/</sup>	13,158.7	14,622.1	14,622.1	17,289.8	3.4%

## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	374.6	58.2	33.0	34.3	45.0	60.8	57.1	86.1
Women (000)	396.5	55.3	31.1	33.5	44.9	61.8	58.2	111.7
Total	771.0	113.5	64.2	67.9	89.9	122.5	115.3	197.8
Percentage	100.0%	14.7%	8.3%	8.8%	11.7%	15.9%	15.0%	25.7%
Per Capita	\$ 18,964	Median Household		\$ 48,093	Avg Household		\$ 48,955	
Ethnic Population:	White 89.1%	Black 3.1%		Asian 2.0%	Hispanic 8.3%			

## Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	2	5		5	7	10	17
Tot 12+	2.2	48.0		48.0	50.2	12.3	62.5
Avg 12+	1.1	9.6		9.6	7.2	1.2	3.7
Tot LCS	3.5	76.8		76.8	80.3	19.7	100.0
Avg LCS	1.8	15.4		15.4	11.5	2.0	5.9

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



# ATTACHMENT 1 - FCC Geographic Market Definition for Allentown-Bethlehem, PA

Call Letters	AM/FM	Type	Station	Format	Home Market	Market			City & State of License	County of License
						Designn	Home Mkt	Rank		
WAEB	AM	790	C	Nws/Tlk/Spt	Allentown-Bethlehem, PA	07/02/2003	69	69	Allentown, PA	Lehigh
WEEX	AM	1230	C	Sports	Allentown-Bethlehem, PA	07/02/2003	69	69	Easton, PA	Northampton
WEST	AM	1400	C	Adlt Sindr	Allentown-Bethlehem, PA	07/02/2003	69	69	Easton, PA	Northampton
WHCY	FM	106.3	C	Hot AC	Sussex, NJ	07/02/2003	249	69	Blairstown, NJ	Warren
WLEV	FM	100.7	C	Soft Rock	Allentown-Bethlehem, PA	07/02/2003	69	69	Allentown, PA	Lehigh
WGPA	AM	1100	C	Variety	Allentown-Bethlehem, PA	07/02/2003	69	69	Bethlehem, PA	Northampton
WHOL	AM	1600	C	Span/Tripcl	Allentown-Bethlehem, PA	07/02/2003	69	69	Allentown, PA	Lehigh
WTKZ	AM	1320	C	Sports	Allentown-Bethlehem, PA	07/02/2003	69	69	Allentown, PA	Lehigh
WCTO	FM	96.1	C	Country	Allentown-Bethlehem, PA	07/02/2003	69	69	Easton, PA	Northampton
WLSH	AM	1410	C	Lt AC/Easy	Allentown-Bethlehem, PA	07/02/2003	69	69	Easton, PA	Carbon
WODE	FM	99.9	C	Cisc Hits	Allentown-Bethlehem, PA	07/02/2003	69	69	Lansford, PA	Northampton
WRNJ	AM	1510	C	Old/Nws/Tlk	Allentown-Bethlehem, PA	07/02/2003	69	69	Easton, PA	Northampton
WKAP	AM	1470	C	Oldies	Allentown-Bethlehem, PA	07/02/2003	69	69	Hackettstown, NJ	Warren
WAEB	FM	104.1	C	Adult CHR	Allentown-Bethlehem, PA	07/02/2003	69	69	Allentown, PA	Lehigh
WYNS	AM	1160	C	Oldies	Allentown-Bethlehem, PA	07/02/2003	69	69	Allentown, PA	Lehigh
WZZO	FM	95.1	C	AOR	Allentown-Bethlehem, PA	07/02/2003	69	69	Lehigh, PA	Carbon
WWYY	FM	107.1	C	AC	Allentown-Bethlehem, PA	07/02/2003	69	69	Bethlehem, PA	Northampton
WDIY	FM	88.1	NC	Variety	Allentown-Bethlehem, PA	07/02/2003	69	69	Belvidere, NJ	Warren
WJCS	FM	89.3	NC	Christian	Allentown-Bethlehem, PA	07/02/2003	69	69	Allentown, PA	Lehigh
WJRH	FM	104.9	NC	Variety	Allentown-Bethlehem, PA	07/02/2003	69	69	Easton, PA	Northampton
WLVR	FM	91.3	NC	Variety	Allentown-Bethlehem, PA	07/02/2003	69	69	Bethlehem, PA	Northampton
WMLH	FM	91.7	NC	Variety	Allentown-Bethlehem, PA	07/02/2003	69	69	Allentown, PA	Lehigh
WNTI	FM	91.9	NC	Variety	Allentown-Bethlehem, PA	07/02/2003	69	69	Hackettstown, NJ	Warren
WXLV	FM	90.3	NC	Variety	Allentown-Bethlehem, PA	07/02/2003	69	69	Schnecksville, PA	Lehigh

Number of Stations in Geographic Market 24

## Previous Stations in Geographic Market

"C" - Commercial Station; "NC" - Non Commercial Station

Printed: 09/28/2005 Data: 09/28/2005

"p" indicates pending sale to owner listed

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