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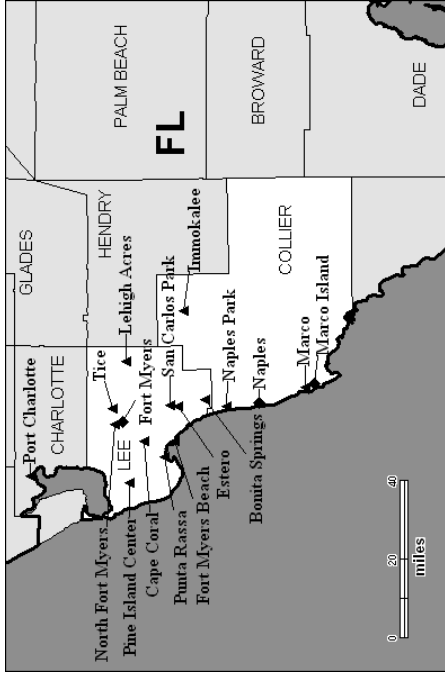
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Metro Rank: 64
Revenue Rank: 55

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



Metro Counties / Population (000)

Collier, FL	307.5
Lee, FL	518.3
	825.8

Market Radio Financials

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

ESTIMATED GROSS REVENUES ★★★	2000	2001	2002	2003	2004	2005	Δ 00 - 05
	\$32,300	\$31,700	\$35,300	\$38,900	\$46,700	\$50,400	9.3%
	Δ 04 - 05	2006	2007	2008	2009	2010	Δ 05 - 10
	7.9%	\$53,700	\$56,900	\$60,300	\$63,600	\$67,100	5.9%
Revenue/Retail Sales	2000	2005	2010	Est. Breakout			
Revenue/Capita	\$2,891,000	\$3,331,000	\$3,331,000	Local	85%		
	\$50.05	\$61.03	\$69.35	National	15%		

Demographic and Economic Overview

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

	2000	2005	Growth Rate	2010	Growth Rate
MSA Population	645.4	825.8	5.1%	967.6	3.2%
Households	266.1	349.9	5.6%	411.7	3.3%
Retail Sales	11,192.3	15,125.8	6.2%	20,159.5	5.9%
EBI	13,981.6	21,400.8	8.9%	28,274.2	5.7%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	409.8	58.4	29.5	32.5	47.1	53.1	49.6	139.6
Women (000)	415.9	55.7	28.1	28.0	41.2	50.8	51.9	160.3
Total	825.8	114.1	57.6	60.6	88.2	103.9	101.6	299.8
Percentage	100.0%	13.8%	7.0%	7.3%	10.7%	12.6%	12.3%	36.3%
Per Capita	\$ 25,916	Median Household		\$ 42,601		Avg Household		\$ 61,157
Ethnic Population:	White	84.5%	Black	6.7%	Asian	1.0%	Hispanic	17.5%

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+	2.2	71.0	72.4	73.2	10.4	83.6	
Avg 12+	1.1	3.9	3.8	3.7	1.0	2.8	
Tot LCS	2.6	84.9	86.6	87.6	12.4	100.0	
Avg LCS	1.3	4.7	4.6	4.4	1.2	3.3	



FCC Geographic Market Definition for Ft. Myers-Naples-Marco

Call Letters	AM/FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WCRM	AM	1350	C	Spn/Cct/Var	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Manna Christian Mission	Fort Myers, FL	Lee
WARO	FM	94.5	C	Clsc Rock	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Meridian Broadcasting	Naples, FL	Collier
WUSV	FM	98.5	C	Country	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Ave Maria University Inc	San Carlos Park, FL	Lee
WWGR	FM	101.9	C	Country	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Renda Broadcasting Corporation	Fort Myers, FL	Lee
WAFZ	FM	92.1	C	Mexcn/Intnl	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Glades Media Company	Immokalee, FL	Collier
WINK	AM	1240	C	News/Talk	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Ft Myers Broadcasting Company	Fort Myers, FL	Lee
WINK	FM	96.9	C	Hot AC	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Ft Myers Broadcasting Company	Fort Myers, FL	Lee
WRXK	FM	96.1	C	Clsc Rock	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Beasley Broadcast Group	Bonita Springs, FL	Lee
WVOI	AM	1480	C	News	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Starboard Media Foundation Inc	Marco Island, FL	Collier
WMYR	AM	1410	C	Religion	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Starboard Media Foundation Inc	Fort Myers, FL	Lee
WNOG	AM	1270	C	News/Talk	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Meridian Broadcasting	Naples, FL	Collier
WWCL	AM	1440	C	Spanish	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Dwyer, Robert	Lehigh Acres, FL	Lee
WCKT	FM	100.1	C	Country	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Clear Channel Communications	Port Charlotte, FL	Charlotte
WJBX	FM	99.3	C	Alternative	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Beasley Broadcast Group	Fort Myers Beach, FL	Lee
WXKB	FM	103.9	C	Top 40	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Beasley Broadcast Group	Cape Coral, FL	Lee
WTLT	FM	93.7	C	AC	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Meridian Broadcasting	Naples, FL	Collier
WSGL	FM	104.7	C	Hot AC	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Renda Broadcasting Corporation	Naples, FL	Collier
WOLZ	FM	95.3	C	Oldies	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Clear Channel Communications	Fort Myers, FL	Lee
WAFZ	AM	1490	C	Mexcn/Tejno	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Glades Media Company	Immokalee, FL	Collier
WPTK	AM	1200	C	Tropical	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Ft Myers Broadcasting Company	Pine Island Center, FL	Lee
WBTT	FM	105.5	C	CHR/Rhymc	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Clear Channel Communications	Naples Park, FL	Collier
WAVV	FM	101.1	C	Easy	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Alpert, Norm	Marco, FL	Collier
WGUF	FM	98.9	C	Talk	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Renda Broadcasting Corporation	Marco, FL	Collier
WJPT	FM	106.3	C	Adlt Stndrd	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Beasley Broadcast Group	Fort Myers, FL	Lee
WWCN	AM	770	C	Sprts/Talk	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Beasley Broadcast Group	North Fort Myers, FL	Lee
WRQC	FM	92.5	C	Rock	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Meridian Broadcasting	Estero, FL	Lee
WZJZ	FM	107.1	C	Smooth	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Clear Channel Communications	Lehigh Acres, FL	Lee
WTLQ	FM	97.7	C	Span/Varty	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Ft Myers Broadcasting Company	Punta Rassa, FL	Lee
WCNZ	AM	1660	C	Talk	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Starboard Media Foundation Inc	Marco Island, FL	Collier
WJGO	FM	102.9	C	Rhymc/Olde	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Renda Broadcasting Corporation	Tice, FL	Lee
WAYJ	FM	88.7	NC	ChrsContem	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	WAY FM Media Group Inc	Fort Myers, FL	Lee
WGPU	FM	90.1	NC	Educational	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Gulf Coast University, Board of Regents	Fort Myers, FL	Lee
WJYO	FM	91.5	NC	Inspr/Chrst	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Airwaves for Jesus Inc	Fort Myers, FL	Lee
WMKO	FM	91.7	NC	Educational	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Gulf Coast University, Board of Regents	Marco, FL	Collier
WSOR	FM	90.9	NC	Christian	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Moody Bible Institute of Chicago Incorporated	Naples, FL	Collier

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

"p" indicates pending sale to owner listed



FCC Geographic Market Definition for Ft. Myers-Naples-Marco

Call Letters	AM/ FM	Freq	Type Station	Format	Home Market	Market Designtn Date	Home Mkt Rank	Owner	City & State of License	County of License
WSRX	FM	89.5	NC	Christian	Ft. Myers-Naples-Marco Island, FL	07/02/2003	64	Shadowlawn Association Inc	Naples, FL	Collier
WBGY	FM	88.1	NC	Country	Ft. Myers-Naples-Marco Island, FL	02/20/2004	64	Everglades City Broadcasting Company Inc	Naples, FL	Collier

Number of Stations in Geographic Market 37

Previous Stations in Geographic Market