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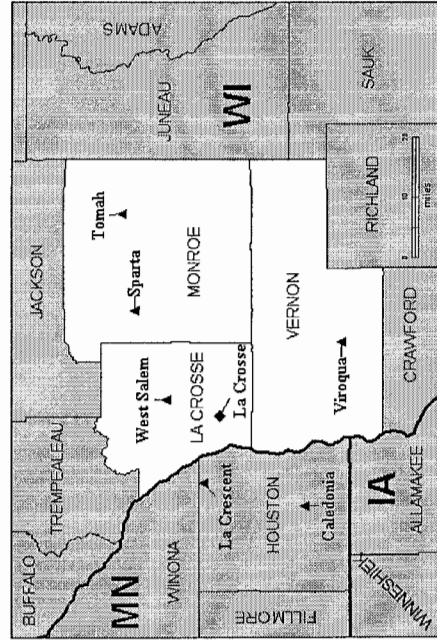
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Metro Rank: 228
Revenue Rank: 195

La Crosse, WI Market Overview



Metro Counties / Population (000)

La Crosse, WI	109.1
Monroe, WI	42.3
Vernon, WI	28.8
	<hr/>
	180.2

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

	2000	2001	2002	2003	2004	2005	Δ 00 - 05
ESTIMATED GROSS REVENUES	\$7,500	\$7,300	\$7,600	\$8,200	\$8,700	\$9,300	4.4%
★	Δ 04 - 05	2006	2007	2008	2009	2010	Δ 05 - 10
	6.9%	\$9,300	\$9,500	\$9,800	\$10,100	\$10,400	2.2%
Revenue/Retail Sales	2000	2005	2010	Est. Breakout			
Revenue/Capita	\$3,061,000	\$3,061,000	\$2,941,000	Local 80%			
	\$43.28	\$51.61	\$56.37	National 20%			

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

	2000	2005	Growth Rate	2010	Growth Rate
MSA Population	173.3	180.2	0.8%	184.5	0.5%
Households	65.7	70.2	1.3%	72.3	0.6%
Retail Sales	2,449.8	3,044.1	N/A	3,531.6	3.0%
EBI	2,514.1	2,919.8	3.0%	3,382.9	3.0%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	88.5	13.8	8.0	10.6	11.6	12.2	13.0	19.3
Women (000)	91.7	13.1	7.6	11.5	11.3	12.1	13.0	23.2
Total	180.2	26.9	15.6	22.1	22.9	24.3	26.0	42.4
Percentage	100.0%	14.9%	8.7%	12.3%	12.7%	13.5%	14.4%	23.5%
Per Capita	\$ 16,204	Median Household \$ 34,720		Avg Household \$ 41,618				
Ethnic Population:	White 95.0%	Black 0.8%	Asian 2.3%	Hispanic 1.1%				

Market Summary

FM Classes	Class A	Class B	Class C	Viable FMs	All FMs	All AMs	Total
# Stations	4		8	7	12	7	19
Tot 12+	12.5	48.0	53.5	60.5	12.6	73.1	
Avg 12+	3.1	6.0	7.6	5.0	1.8	3.8	
Tot LCS	17.1	65.7	73.2	82.8	17.2	100.0	
Avg LCS	4.3	8.2	10.5	6.9	2.5	5.3	



FCC Geographic Market Definition for La Crosse, WI

Call Letters	AM/FM	Type	Freq	Station	Format	Home Market	Market		City & State of License	County of License
							Designtn Date	Home Mkt Rank		
WKLJ	AM	1290 C	News/Talk			La Crosse, WI	12/22/2004	228	Sparta-Tomah Broadcasting	Monroe
WCOW	FM	97.1 C	Country			La Crosse, WI	12/22/2004	228	Sparta-Tomah Broadcasting	Monroe
WV/RQ	FM	102.3 C	Country			La Crosse, WI	12/22/2004	228	Robinson Corporation	Vernon
WKBH	FM	100.1 C	Clsc Rock			La Crosse, WI	12/22/2004	228	Mississippi Valley Broadcasters LLC	La Crosse
WV/RQ	AM	1360 C	Oldies			La Crosse, WI	12/22/2004	228	Robinson Corporation	Vernon
WIZM	AM	1410 C	News/Talk			La Crosse, WI	12/22/2004	228	Family Radio Inc	La Crosse
WIZM	FM	93.3 C	CHR			La Crosse, WI	12/22/2004	228	Family Radio Inc	La Crosse
WKTY	AM	580 C	Sprts/Talk			La Crosse, WI	12/22/2004	228	Family Radio Inc	La Crosse
WLFN	AM	1490 C	Oldies			La Crosse, WI	12/22/2004	228	Mississippi Valley Broadcasters LLC	La Crosse
WLXR	FM	104.9 C	AC			La Crosse, WI	12/22/2004	228	Mississippi Valley Broadcasters LLC	La Crosse
WRQT	FM	95.7 C	Rock			La Crosse, WI	12/22/2004	228	Family Radio Inc	La Crosse
WBOG	AM	1460 C	Oldies			La Crosse, WI	12/22/2004	228	Magnum Radio Inc	Monroe
WVCX	FM	98.9 NC	Christian			La Crosse, WI	12/22/2004	228	VCY America Inc	Monroe
WKBH	AM	1570 C	Christian			La Crosse, WI	12/22/2004	228	Starboard Media Foundation Inc	La Crosse
WXYM	FM	96.1 C	Hot AC			La Crosse, WI	12/22/2004	228	Magnum Radio Inc	Monroe
KOEG	FM	102.7 C	Oldies			La Crosse, WI	07/02/2003	228	Mississippi Valley Broadcasters LLC	Houston
WQCC	FM	106.3 C	Country			La Crosse, WI	12/22/2004	228	Mississippi Valley Broadcasters LLC	La Crosse
WTMB	FM	94.5 C	Country			La Crosse, WI	12/22/2004	228	Magnum Radio Inc	Monroe
KCLH	FM	94.7 C	ClHts/70sOd			La Crosse, WI	07/02/2003	228	Family Radio Inc	Houston
WHLA	FM	90.3 NC	Talk/Motvl			La Crosse, WI	12/22/2004	228	Wisconsin Public Radio	La Crosse
WLSU	FM	88.9 NC	Classical			La Crosse, WI	12/22/2004	228	Wisconsin Public Radio	La Crosse

Number of Stations in Geographic Market 21

Previous Stations in Geographic Market	
KQYB	FM 98.3 C Country

02/10/2006 0 Family Radio Inc Spring Grove, MN Houston

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

"p" indicates pending sale to owner listed