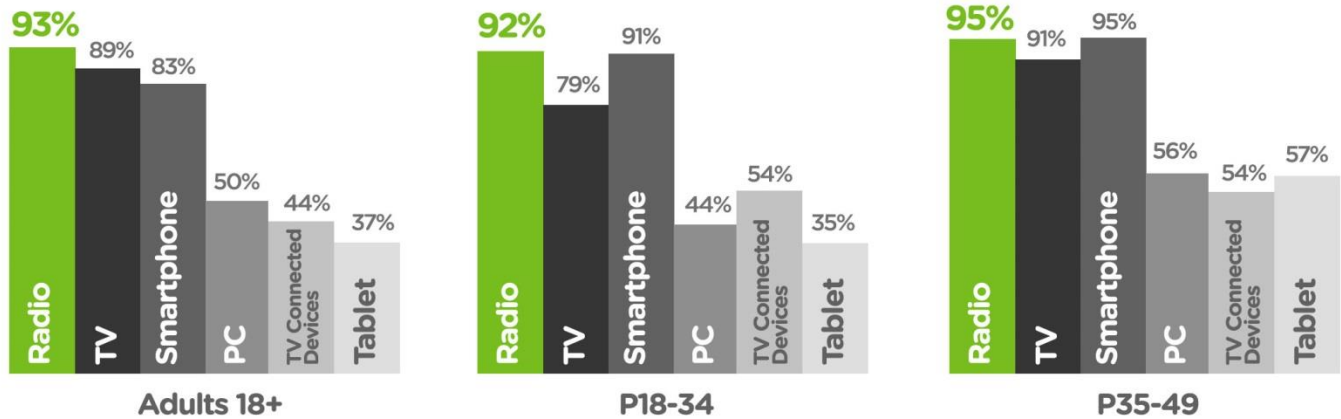


When an advertiser is looking to generate ROI – Radio Matters. When disaster strikes – Radio Matters. And when it comes to serving the community – Radio Matters.

RADIO RULES! RADIO IS A TOP REACH MEDIUM FOR ADULTS OF ALL AGES. HIGHEST AMONG TRADITIONAL MEDIA.

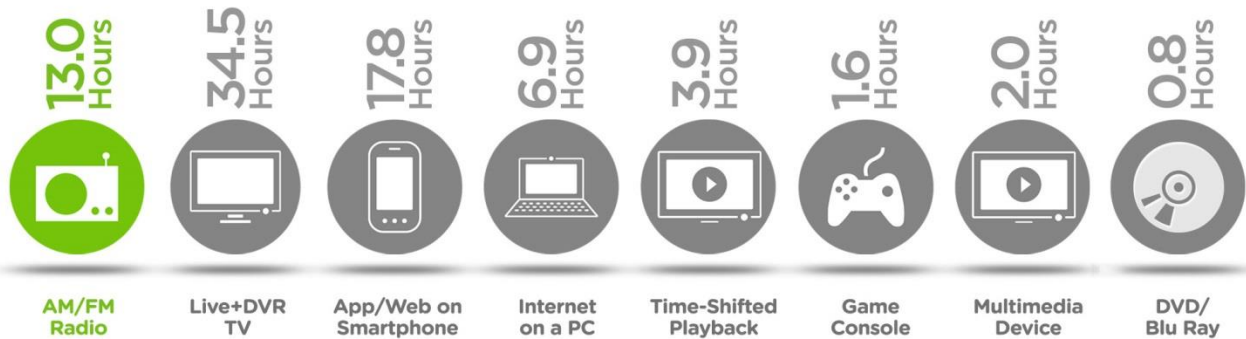
Weekly Reach (% of Population)



Source: The Nielsen Comparable Metrics Q4 2016

RADIO HAS A SOLID POSITION IN TIME SPENT WITH ELECTRONIC DEVICES. RADIO CAPTURES 1/5 OF ALL CONTENT HOURS.

Weekly hours spent with media



Nearly 81 hours of content each week across radio, TV, online and mobile by average U.S. adults.

Source: The Total Audience Report Q4 2016/ Base: Total US Population P18+

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