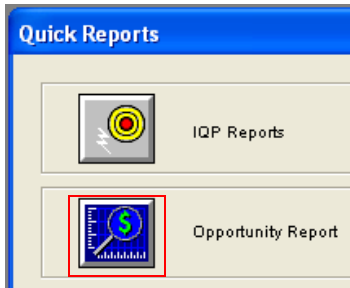


Qualitap Opportunity Report



Step 1: Click on the Q-Report button to access Quick Reports.

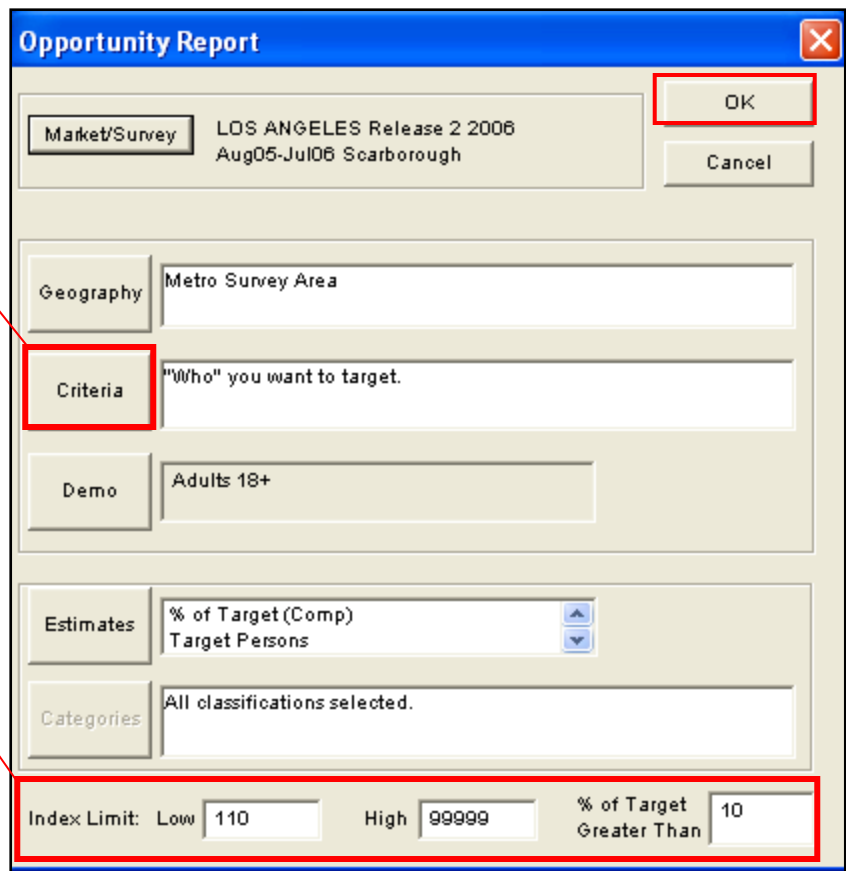


Step 2: Click on the second button to select the Opportunity Report.

Step 3: Choose your radio station as the criteria; or you can also look at your Market, Hispanic, or Black

Tip: Leave Geography, Demo, Estimates and Categories as default. You can change them later.

Optional: Change your Index limit if you want to lower limits, e.g., 105-400. You can change the % of Target, too, e.g., 5%.



Market/Survey: LOS ANGELES Release 2 2006
Aug05-Jul06 Scarborough

Geography: Metro Survey Area

Criteria: "Who" you want to target.

Demo: Adults 18+

Estimates: % of Target (Comp) Target Persons

Categories: All classifications selected.

Index Limit: Low 110 High 99999 % of Target Greater Than 10

Step 4: To run report click on OK!

Geography: Metro Survey Area Listened to KBUE-FM		Demo: Adults 18+			
Criteria: Listened to KBUE-FM		Categories: Sorting Within Classification			
	Profile ranked by index.	% of Target (Comp)	Target Persons	Covg (% left)	Index
64	Personally attended/visited 16 de Septiembre celebration (yr)	18.1%	129,582	22.3%	299
65	Language prsnly spk mst awy frm hme(amng Hisp) is Spanish only	25.0%	179,770	22.0%	295
66	KSSE-FM radio listenership Mon-Fri 6AM-10AM	10.7%	76,720	21.8%	293
67	Hhld called Mexico for personal reasons(mo)	60.6%	435,115	21.7%	292
68	Language prsnlly prefer to speak(amng Hisp) is Spanish only	25.8%	185,315	21.6%	290
69	Was not born in United States (among Hisp)	62.7%	449,775	21.6%	290
70	Read any Spanish language wkly newspaper (6mos)	26.5%	190,207	21.5%	289

Tips: By default, the report prints to your default printer.

Grab your highlighter and look for prospects and good stories!

**For Help: Press F1 at anytime or call
1-800-543-7300**