

# Description of RADAR® Networks

## RADAR MARCH 2012, R112

The radio network companies have provided the following descriptions of their network's unique profiles.

### American Urban Radio Networks

#### American Urban Radio Networks

Glenn Bryant (412) 456-4036  
960 Penn Avenue, Pittsburgh, PA 15222

Barry Feldman (212) 883-2115  
432 Park Avenue South, 14th Floor  
New York, NY 10016

#### American Urban Elite

*TARGET AUDIENCE: ADULTS 18-54*

Description: A variety of weekday entertainment programming targeted to the following urban formats: Urban Contemporary and Adult Urban Contemporary. American Urban Elite Network provides 64% coverage of the African-American market.

#### American Urban Pinnacle Network

*TARGET AUDIENCE: ADULTS 18-54*

Description: Broadcasts 100+ news and sports reports covering major national and international stories, delivered daily via satellite to affiliates in the U.S. during the highest listening time periods. Its primary formats include Urban Contemporary and Adult Urban Contemporary. American Urban Pinnacle Network provides 88% coverage of the African-American market.

#### American Urban Renaissance Network

*TARGET AUDIENCE: ADULTS 25-54*

Description: Broadcasts 175+ news and entertainment feature programs, delivered daily via satellite to stations across the country. American Urban Renaissance Network provides 78% coverage of the African-American market. It broadcasts news, White House and sports reports, information features, entertainment programs, plus the only national Urban three-hour nightly talk show. Its primary formats include Adult Urban Contemporary, Urban Contemporary, and Gospel.

#### STRZ Weekend Entertainment Network

*TARGET AUDIENCE: ADULTS 18-54*

Description: A variety of weekend entertainment programming targeted to the following urban formats: Urban Contemporary, Adult Urban Contemporary and Gospel and Blues. Programming includes Russ Parr Weekend, American Blues Network, and the Bobby Jones Gospel Countdown. STRZ Weekend Entertainment Network provides 91% coverage of the African-American market.

### Crystal Media Networks

#### Crystal Media Networks

Pamela Foster (212) 922-1601 x226  
1515 Broadway, 11th Floor  
New York, New York 10036

#### CMN Prestige AMD

*TARGET AUDIENCE: ADULTS 25-54*

Description: CMN Prestige AMD provides advertisers high-ranked stations, targeting listeners in the Top 10 and Top 25 markets during the highly sought after morning drive daypart.

#### CMN Prestige PMD

*TARGET AUDIENCE: ADULTS 25-54*

Description: CMN Prestige PMD provides advertisers high-ranked stations, targeting listeners in the Top 10 and Top 25 markets during the highly sought-after afternoon drive daypart.

#### CMN Radio Social

*TARGET AUDIENCE: ADULTS 25-54*

Description: CMN Radio Social provides excellent top market delivery as well as a strong overall U.S. coverage, a balanced audience of men and women and targets Adults 25-54.

### Cumulus Media Networks

#### Cumulus Media Networks

Martha Luszcz (212) 735-1718  
261 Madison Avenue, 3rd Floor  
New York, New York 10016

#### Cumulus Media Contemporary FM Network

*TARGET AUDIENCE: WOMEN 18-49*

Description: Contemporary FM includes high-rated, music-intensive FM stations targeting Young Women and Young Adults 18-34 and 18-49. The dominant formats on the lineup are CHR/Top 40, AC, and Urban. The audience includes both Singles and Young Families and is highly attractive to many advertisers.

#### Cumulus Media Family FM Network

*TARGET AUDIENCE: WOMEN 25-54*

Description: Family FM targets Middle American families on music-intensive Urban, Country, and AC stations. The network delivers a strong rating against both Women and Adults 25-54 and is a smart choice for a wide variety of mainstream advertisers.

### Cumulus Media Female Connection Network

*TARGET AUDIENCE: WOMEN 18-49*

Description: Female Connection is one of the few RADAR networks delivering a relatively high female audience composition. The lineup consists of Urban Contemporary and AC/CHR/Top 40 formats. Female Connection has a strong A county skew and is attractive to advertisers targeting Working Women.

### Cumulus Media FM Connection Network

*TARGET AUDIENCE: ADULTS 18-49*

Description: FM Connection is one of the few dominant, full-inventory RADAR networks targeting Young Adults. This provides advertisers with flexible scheduling options. Formats include Urban, Country, Rock, and Classic Rock stations. Average ratings exceed many cable TV networks. FM Connection has excellent top market coverage and is a smart choice for advertisers targeting young families.

### Cumulus Media Hispanic Select Network

*TARGET AUDIENCE: HISPANIC ADULTS 18-49*

Description: Hispanic Select appeals to advertisers targeting the fastest-growing segment of the population. The network consists of a group of highly rated Spanish-language radio stations with a variety of popular music formats in the top Hispanic markets.

### Cumulus Media Information Network

*TARGET AUDIENCE: ADULTS 25-54*

Description: Information Network is a lineup of adult-oriented stations, with News/Talk stations the dominant format. *ABC News Radio* provides affiliate stations with a full menu of programming services including hourly newscasts, crisis coverage, and sports and entertainment features. The audience includes upscale professionals with disposable income.

### Cumulus Media Metro Latino Network

*TARGET AUDIENCE: HISPANIC ADULTS 18-49*

Description: Metro Latino targets active young Hispanic adults in fast-growing Metro markets and delivers a strong index in the Top 25 Hispanic DMAs. The network consists of a group of highly rated Spanish-language radio stations with a variety of popular music formats.

### Cumulus Media Prime Access Network

*TARGET AUDIENCE: ADULTS 25-54*

Description: Prime Access delivers a strong rating against most adult demos. The lineup is dominated by News/Talk and Sports formats; affiliate stations have access to ABC News Radio's full menu of news, information and entertainment features. Prime Access has a desirable A county and Top 10 market skew. The network's audience of affluent listeners makes it highly attractive to many advertisers.

### Cumulus Media Prime Reach Network

*TARGET AUDIENCE: ADULTS 25-54*

Description: Prime Reach is one of the largest full inventory RADAR networks and traditionally one of the most prominent. Inventory availability provides advertisers with scheduling flexibility. The lineup is dominated by News/Talk and Sports formats; affiliate stations have access to ABC News Radio's full menu of news, information, and entertainment features. The network's audience of affluent listeners makes it highly attractive to many advertisers.

### Cumulus Media Urban Advantage Network

*TARGET AUDIENCE: BLACK/AFRICAN*

*AMERICAN ADULTS 18-49*

Description: Urban Advantage Network is an impressive lineup of Urban format stations concentrated in the Top 25 markets, and delivers one of RADAR's largest African-American audiences. Average ratings and audience delivery exceed many other urban media alternatives. The network is an ideal choice for advertisers with multicultural and other urban outreach programs.

## Dial Global Radio Networks

### Dial Global Inc.

Paul Bronstein (212) 419-2897  
Jay Green (212) 419-2901  
220 West 42nd Street, 14<sup>th</sup> Floor  
New York, New York 10036

### DG Complete FM

*TARGET AUDIENCE: ADULTS 25-54*

Description: Aired on over 1,600 radio stations in more than 200 markets, including 25 of the top 25 DMAs. This service-based network provides comprehensive prep, web content, and interactive tools to FM-based music stations. The commercial inventory is heard Monday-Sunday from 6AM-8PM. This day-specific network covers nearly 100% of the US.

### DG Decision Maker

*TARGET AUDIENCE: ADULTS 25-54*

Description: Inspiring the purchase decisions of Adults 25-54 in more than 190 markets, including 25 of the top 25, the DG Decision Maker network is composed of almost 1,500 radio stations covering nearly 100% of the US. Dial Global programming and information-based services provide day specific inventory that airs Monday-Sunday, 6AM-8PM.

### DG Engaged FM

*TARGET AUDIENCE: ADULTS 18-49*

Description: A daypart-specific network airing in over 195 markets including 24 of the top 25. This music based network is heard on Adult Contemporary, Country and Rock stations delivering Adults 18-49 listeners in 99% of the US.



**DG Female Target**

*TARGET AUDIENCE: WOMEN 18-49*

Description: Connects with Women 18-49 between 6AM-midnight, Monday-Friday. The DG Female Target network is composed of nearly 100 music radio stations in nearly 50 markets, including 19 of the top 25. The mostly AC and Country audience is 56% Female and 51% more likely to live in a top 25 market. Commercial inventory is scheduled by daypart.

**DG Female Target Weekend**

*TARGET AUDIENCE: WOMEN 25-54*

Description: Targets Women 25-54 throughout the weekend from 6AM-midnight, across nearly 70% of the US, the DG Female Target Weekend network is composed of over 100 music radio stations in nearly 50 markets, including 21 of the top 25. The mostly AC and Country audience is 54% Female and 48% more likely to live in a top 25 market. This network schedules commercials inventory by daypart.

**DG Information Net**

*TARGET AUDIENCE: ADULTS 25-54*

Description: Reaches influential Adults 25-54. The DG Information Network is composed of over 1,200 stations in over 190 markets, including 25 of the top 25. Affiliates exchange information based services for local inventory that airs Monday-Sunday from 5AM-8PM and is day specific.

**DG Market Select**

*TARGET AUDIENCE: ADULTS 25-54*

Description: Airls in the prime radio dayparts of morning drive, mid-day, and PM drive. Market Select is over 50% more likely to reach Adults 25-54 in top markets than anywhere else. The mostly News, Sports, and Rock audience reaches across America.

**DG Metro Women**

*TARGET AUDIENCE: WOMEN 25-54*

Description: Connecting with women this network airs in over 175 markets, including 25 of the top 25 markets. Heard on mostly AC, CHR, and Urban stations across 98% of the US, this day-specific network airs on over 750 stations Monday-Sunday from 6AM-8PM.

**DG Metro Music**

*TARGET AUDIENCE: ADULTS 18-49*

Description: Connects with Adults 18-49 in over 160 markets including 25 of the top 25. DG Metro Music airs Monday-Friday from 5AM-8PM on more than 730 music radio stations.

**DG News Brand**

*TARGET AUDIENCE: ADULTS 25-54*

Description: Provides stations top-of-the-hour news casts, breaking news coverage, and crisis alerts produced by award-winning journalists of CBS and NBC News Radio. The day- and daypart-specific inventory airs seven days a week on over 900 stations in 180 markets and delivers high-earning Adults 25-54, especially those in the top 25 markets.

**DG News Net**

*TARGET AUDIENCE: ADULTS 25-54*

Description: Provides stations top-of-the-hour news casts, breaking news coverage, and crisis alerts produced by award-winning journalists of CBS and NBC News Radio. The network reaches consumers during the work week, Monday-Friday from 6AM-7PM. The day- and daypart-specific inventory airs on over 900 stations in over 180 markets and delivers high-earning Adults 25-54. This network has affiliates in each of the top 25 markets.

**DG Reach Net**

*TARGET AUDIENCE: ADULTS 25-54*

Description: Reaching Adults 25-54 in more than 200 markets, including 25 of the top 25, the DG Reach Network is composed of almost 1,500 stations covering nearly 100% of the US. Commercials air Monday-Sunday from 6AM-8PM and are heard on music stations that receive music services and programming from Dial Global.

**DG Women’s Week**

*TARGET AUDIENCE: WOMEN 25-54*

Description: Reaches Women 25-54 between 6AM-7PM, Monday-Friday across nearly 70% of the US. This daypart-specific network is composed of more than 120 music radio stations in over 50 markets. The mostly AC, Urban, and Country audience is 57% Female and 49% more likely to live in a top 25 market.

**Premiere Radio Networks**

**Premiere Radio Networks**

Len Klatt (818) 461-5119  
15260 Ventura Boulevard, 3rd Floor  
Sherman Oaks, California 91403

**Premiere America Network**

*TARGET AUDIENCE: ADULTS 18-49*

Description: This daypart-specific network offers strong reach across all markets while providing consistent delivery across core demos. Provides an even distribution of men and women. Dominant formats: News/Talk, Country, CHR, and AC.

**Premiere Daytime Adult**

*TARGET AUDIENCE: ADULTS 25-54*

Description: Reaches adults during the day while at work or on the go. Provides even distribution of men and women and access to the top markets. Even distribution of all adult demos with an extensive affiliate list for truly national reach.

**Premiere Daytime Youth**

*TARGET AUDIENCE: ADULTS 18-34*

Description: CHR, AC, and Urban affiliates reach young people during the day. Provides an even distribution of men and women as well as access to young adults in top markets.



**Premiere Female Focus Network**

*TARGET AUDIENCE: WOMEN 25-54*

Description: Comprises Adult Contemporary stations/programming (e.g., Delilah) that offer a strong composition of female listeners.

**Premiere FOX Business Report Network**

*TARGET AUDIENCE: ADULTS 35-64*

Description: This daypart-specific vignette that features business and financial news-related content airs during the morning and evening commute as well as midday, catering to its audience of sophisticated, upper income, and educated males.

**Premiere FOX News Network**

*TARGET AUDIENCE: ADULTS 25-54*

Description: General-interest news, with commercials in top-of-the-hour newscasts. Dedicated national and international news coverage, including breaking news and crisis alerts. Day- and daypart-specific commercial placement Monday-Friday 6AM-7PM.

**Premiere Informed**

*TARGET AUDIENCE: MEN 25-54*

Description: Features highly rated morning drive personalities. Extensive affiliate list includes top-ranked News/Talk stations as well as Sports and Country affiliates from across the country.

**Premiere Modern Women**

*TARGET AUDIENCE: WOMEN 25-54*

Description: A Female-oriented network that delivers top AC, Urban, and Country stations. Modern Women brings top market coverage and delivers strong ratings to a nationwide audience.

**Premiere Money and Smarts**

*TARGET AUDIENCE: MEN 25-54*

Description: Male-targeted network with a top-market presence. Stations provided are primarily Clear Channel owned and operated. Provides access to Men 25-54, Men 35-64, and upper-income households.

**Premiere Prime Time**

*TARGET AUDIENCE: ADULTS 18-49*

Description: Extensive affiliate list provides truly national access and balanced distribution of Adult demos. Offers top-ranked stations in dominant News/Talk, Rock, and Country formats.

**Premiere Super Moms**

*TARGET AUDIENCE: WOMEN 25-54*

Description: Consists primarily of Clear Channel-owned and operated FM stations that deliver the popular formats to reach women in the 18-49 and 25-54 age groups with children in the home. Delivers top-market AC and Country affiliates.

**Premiere Today's Men**

*TARGET AUDIENCE: MEN 25-54*

Description: A blend of information and music stations, this network delivers coverage in A/B counties and has strong ratings across any male demographic.

**Premiere Top 50 Optimized**

*TARGET AUDIENCE: ADULTS 18-49/ADULTS 25-54*

Description: Offers top-market delivery through Clear Channel affiliates. It consists exclusively of the top 50 DMAs and contains some of the most popular, high ranking stations in the country. Dominant CHR, AC/Adult Hits and News/Talk formats target young listeners.

**Premiere Urban**

*TARGET AUDIENCE: AFRICAN-AMERICAN ADULTS 25-49*

Description: Strong Urban stations offer the opportunity to reach African-Americans on a national scale. Consists of top-ranked Urban stations in major markets. This network is primarily comprised of Clear Channel-owned stations.

**Premiere Young Influencers**

*TARGET AUDIENCE: ADULTS 18-49*

Description: Young adult-targeted network and comprised of Clear Channel-owned and operated top-ranked stations in major markets. Attracts younger listeners with CHR and Rock formats. Delivers a balanced distribution of men and women.

**United Stations Radio Networks**

**United Stations Radio Networks**  
 Susan Moore (212) 536-3630  
 1065 Avenue of the Americas, 3rd Floor  
 New York, New York 10018

**USRN Impact Network**

*TARGET AUDIENCE: ADULTS 18-49*

Description: The USRN Impact Network consists of approximately 900 affiliates designed to deliver top stations in major markets and offers copy-split capabilities. Our reach includes every major format in the radio landscape and delivers listeners loyal to those formats. This network can be day specific and delivers two :30s or one :60 unit per day, Monday-Sunday.

**Note:** Network descriptions are provided to Arbitron by the networks themselves. Arbitron does not verify or endorse any of these statements.

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RDR-12-07701 4/12