ADLARGE MEDIA

Jennifer Barnes (212) 883-2115
52 Vanderbilt Avenue, 7th Floor
New York, NY 10017

ADLARGE ROI NETWORK
Target Audience: Adults 18-49/25-54
Description: Strategically designed to help advertisers get the most from their advertising dollars, the ROI Network has broad, nationwide reach, with heavy concentration in major markets, including the Top 25. Covering nearly 100% of the U.S. with 800 entertainment formatted radio stations, the ROI Network delivers a large 18-49 and 25-54 adult audience with an equal balance of male and female listeners.

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 86% 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 70% 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.

AMERICAN URBAN 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 87% coverage of the African American market.

continued...
CRYSTAL MEDIA NETWORKS

Pamela Foster (212) 922-1601 x226
One Little West 12th Street
New York, NY 10014

CMN PRESTIGE DRIVE
Target Audience: Adults 25-54
Description: CMN Prestige Drive provides advertisers high-ranked stations, targeting listeners in the Top 10 and Top 25 markets during the highly sought-after morning and afternoon drive dayparts.

CMN RADIO SOCIAL
Target Audience: Adults 25-54
Description: CMN Radio Social provides top market coverage as well as a strong overall U.S. coverage in prime dayparts, targeting Adults 25-54.

CMN RADIO SOCIAL FEMALE
Target Audience: Women 25-54
Description: CMN Radio Social Female provides a strong overall U.S. coverage in prime dayparts, targeting female listeners 25-54.

PREMIERE RADIO NETWORKS

Keri Degroote (212) 424-6303
125 West 55th Street, 12th Floor
New York, NY 10019

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: Country, CHR, AC, and Classic Rock.

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. Dominant formats: AC, Country, and Urban.

PREMIERE DAYTIME YOUTH
Target Audience: Adults 18-34
Description: With much of its audience under 35 years old, Daytime Youth reaches young people as they are tuning into upbeat music throughout the day. Dominant formats: CHR, Country, Rhythmic, Rock, and Urban.

PREMIERE ENTERPRISE
Target Audience: Adults 25-54
Description: This flexible network comprised of 100% Clear Channel-owned and operated stations is designed to reach the heart of America all week long. The network carries a variety of formats with extra emphasis on Country, to reach an audience that likes a little bit of everything. Dominant formats: Rock, Country, and AC.

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 NEWS ADVANTAGE
Target Audience: Men 25-54
Description: With trusted correspondents, FOX brings its visible brand in news to affluent men via this day- and daypart-specific network. Dominant format: News/Talk.

Continued...
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. Dominant format: News/Talk.

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 SPECTRUM
Target Audience: Adults 25-54
Description: Delivering the heart of America, this network reaches the powerful majority with common values who appreciate the comforts of home. Dominant formats: Country, AC, and Rock.

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, Country, and CHR 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. Dominant formats: Sports, Rock, Classic Rock, and Classic Hits.

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, Country, Classic Rock, and Rock 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

Susan Moore (212) 536-3630
1065 Avenue of the Americas, 3rd Floor
New York, NY 10018

USRN IMPACT NETWORK
Target Audience: Adults 18-49
Description: The USRN Impact Network consists of approximately 1,000 affiliates designed to deliver top stations in major markets and offers copy-split capabilities. Their 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.

Continued...
WESTWOODONE NETWORKS

Timothy Seymour  (212) 519-3078
220 West 42nd Street, 4th Floor
New York, NY 10036

WW 24-7 MUSIC

Target Audience: Adults 25-54

Description: WW 24-7 Music is comprised of nationally distributed, completely turn-key music formats touching a variety of audiences—from Adult Contemporary to Classic Rock and points in between. Airs on nearly 900 radio stations, reaching listeners in big cities and small towns alike.

WW COMPLETE FM

Target Audience: Adults 25-54

Description: Airs on almost 1,700 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 100% of the U.S.

WW DECISION MAKER

Target Audience: Adults 25-54

Description: Inspiring the purchase decisions of Adults 25-54 in more than 180 markets, including 25 of the top 25, the WW Decision Maker network is composed of more than 1,000 radio stations covering 99% of the U.S. WestwoodOne programming and information-based services provide day-specific inventory that airs Monday-Sunday, 6am-8pm.

WW ENGAGED FM

Target Audience: Adults 18-49

Description: A daypart-specific network airing in 190 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 96% of the U.S.

WW FEMALE TARGET

Target Audience: Women 18-49

Description: Connects with Women 18-49 between 6am-Midnight, Monday-Friday. The WW Female Target network is composed of nearly 100 music radio stations in nearly 50 markets, including 16 of the top 25. The mostly AC and Country audience is 56% Female and is over 32% more likely to live in a top 25 market. Commercial inventory is scheduled by daypart.

WW FEMALE TARGET WEEKEND

Target Audience: Women 25-54

Description: Targets Women 25-54 throughout the weekend from 6am-midnight, across nearly 70% of the U.S. The WW Female Target Weekend network is composed of nearly 100 music radio stations in 40 markets, including 19 of the top 25. The mostly AC and Country audience has a heavy Female skew and is over 32% more likely to live in a top 25 market. This network schedules commercial inventory by daypart.

WW MARKET SELECT

Target Audience: Adults 25-54

Description: Airs in the prime radio dayparts of morning drive, midday, and PM drive. Market Select is over 40% more likely to reach Adults 25-54 in top markets than anywhere else. The mostly AC, Sports, and Rock audience reaches across America.

WW METRO MUSIC

Target Audience: Adults 18-49

Description: Connects with Adults 18-49 in over 140 markets including 25 of the top 25. WW Metro Music airs Monday-Friday from 5am-8pm on more than 400 music radio stations.

WW METRO WOMEN

Target Audience: Women 25-54

Description: Connecting with women, this network airs in 170 markets, including 25 of the top 25 markets. Heard on mostly AC, Country, CHR, and Urban stations across 99% of the U.S., this day-specific network airs on over 725 stations Monday-Sunday from 6am-8pm.

Continued...
WW NEWS BRAND
Target Audience: Adults 25-54
Description: Provides stations top-of-the-hour newscasts, 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 nearly 700 stations in over 165 markets and delivers high-earning Adults 25-54, especially those in the top 25 markets.

WW NEWS NET
Target Audience: Adults 25-54
Description: Provides stations top-of-the-hour newscasts, 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 nearly 700 stations in over 165 markets and delivers high-earning Adults 25-54. This network has affiliates in 23 of the top 25 markets.

WW REACH NET
Target Audience: Adults 25-54
Description: Reaching Adults 25-54 in nearly 200 markets, including 25 of the top 25, the WW Reach Network is composed of over 700 stations covering nearly 100% of the U.S. Commercials air Monday-Sunday from 6am-8pm and are heard on music stations that receive music services and programming from WestwoodOne.

WW WOMEN’S WEEK
Target Audience: Women 25-54
Description: Reaches Women 25-54 between 6am-7pm, Monday-Friday across 70% of the U.S. This daypart-specific network is composed of more than 200 music radio stations in 85 markets. The mostly AC, Country, and Oldies audience is 56% Female and is over 25% more likely to live in a top 10 market.

WW 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.

WW CONTEMPORARY FM WEEKEND NETWORK
Target Audience: Women 18-49
Description: Contemporary FM Weekend 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 Country. The audience includes both singles and young families and is highly attractive to many advertisers. Weekends are an ideal time to reach customers during leisure activities and shopping trips.

WW FAMILY FM NETWORK
Target Audience: Adults 25-54
Description: Family FM targets Middle American families on music-intensive Country, Urban, Oldies, 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.

WW FAMILY FM WEEKEND NETWORK
Target Audience: Adults 25-54
Description: Family FM targets Middle American families on music-intensive Urban, Country, Oldies, 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. Weekends are an ideal time to reach customers during leisure activities and shopping trips.

Continued...
**WW FEMALE CONNECTION NETWORK**
*Target Audience: Women 18-49*

Description: Female Connection delivers a relatively high female audience composition. The lineup consists of AC/CHR/Top 40 and Urban Contemporary formats. Female Connection has a strong A-county skew and is attractive to advertisers targeting working women.

**WW 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.

**WW GENX NETWORK**
*Target Audience: Men 18-49*

Description: GenX targets the post-Baby Boom generation of Americans born after 1965 and includes young adults in their 30s and 40s. The network has a male skew, with 45% of the Adult audience falling into the M18-49 demographic. The network consists of high rated, music-intensive FM stations including Rock, Classic Rock, and AOR stations.

**WW 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.

**WW 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 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.

**WW 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 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.

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