



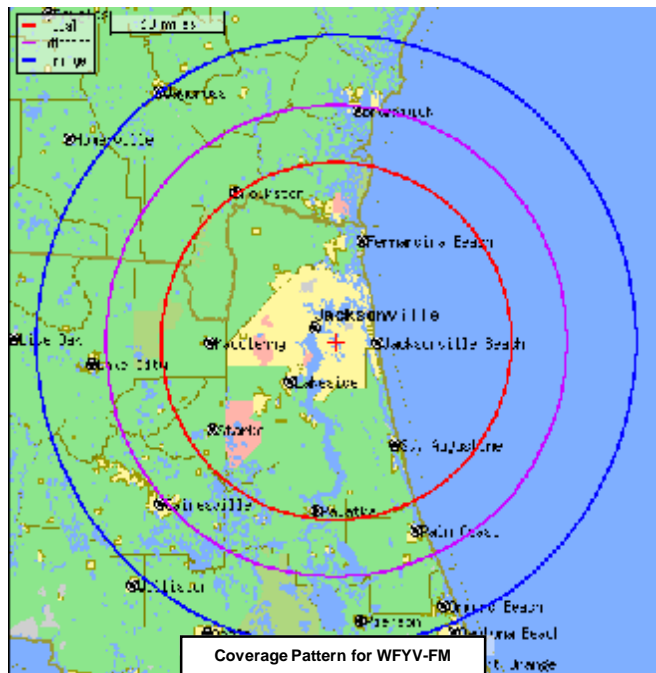
ONE MINUTE MEDIA KIT

Call letters: WFYV
 Radio Frequency: 104.5 FM
 Power: 100,000 watts

Format: Classic Rock
 Target Demo: Men 25-54
 Format Longevity: Since 1958
 Web Site: www.rock105i.com

WFYV is Jacksonville's **only classic rock station**, with the market's highest concentration of adults 25-54 years old. With its 100,000-watt signal, **WFYV** reaches many secondary markets in the counties bordering Jacksonville from Daytona to Brunswick, Ga. **WFYV's** targeted format makes it the **most effective way** to reach your target in an uncluttered environment!

Coverage Map



WFYV'S Audience is established with their disposable income and are looking to update their lives!

Over the next 12 months

- Over 15,700 listeners plan to buy furniture
- 10,700 plan to buy a major appliance
- Over 7,000 plan to purchase a pool/spa
- 42,191 are married
- Over 32,000 listeners have children living in the home.

Listener Profile

Gender: Female 28% Male 72%
 Age: 25-54 74%
 Homeowner: 74.7%
 Weekly Cum Audience 12+ :
 Metro: 100,900 TSA: 248,800
 Average Household Income
 >\$75,000 41%

Education



14.8%
 College
 Degree
 or more



34%
 Some
 College



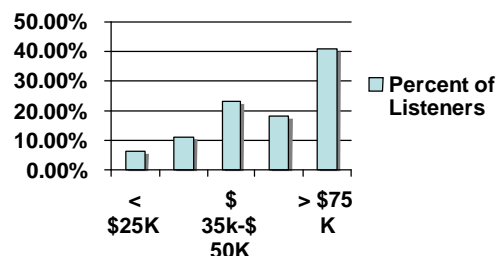
45.9%
 H.S.
 Grad

*94.7% High School Graduate or better

Occupation

Professional/Technical 7.5%
 Clerical/Sales 28.2%
 Blue Collar 36%
 White Collar 41%

Income



Listener Profile based on Sp 2008 Media Audit data. Persons 18+.