



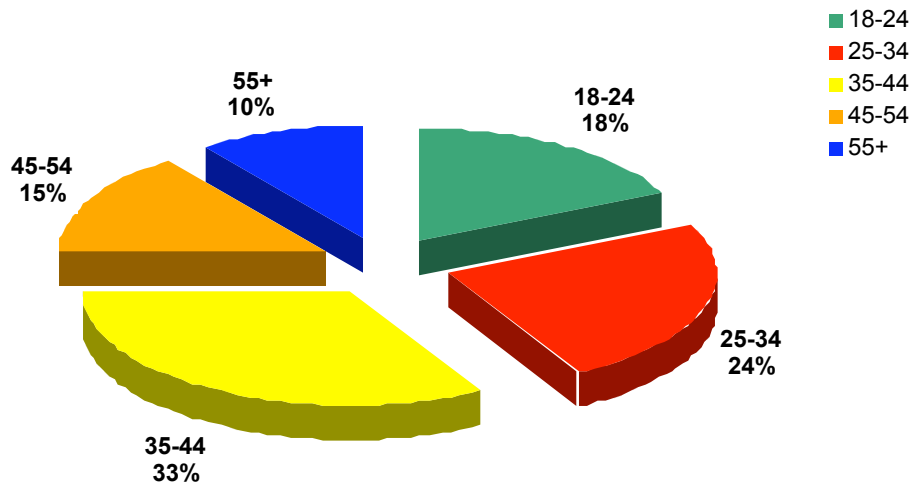
Who's listening?

Our audience consists of urban, well-educated fans of classic and nu-school rock. Male listeners continue to dominate our broadcasts in 2003 and 2004.

Cume 12+	58,000	
2003	62.1% Male	37.8% Female
2004	58.1% Male	41.9% Female

This does not reflect a decline in male listeners, rather an overall increase in listeners. Females represented a proportionally higher increase than males in 2004.

2004-2005 Listener Ages as Percentage of Audience



Over 57% of *Pulse* listeners earned household incomes above \$50K and 30% earned more than \$35K in 2004. The average income for a *Pulse* listener was estimated at \$47,953.

What are our basic advertising rates?

Although rates vary depending on general, prime time, or premium slots, we have standardized our basic advertising rates.

Premium Time	<i>\$50/30 Second Slot during 1 Show</i>
Prime Time	<i>\$35/30 Second Slot during 1 Show</i>
Generic/Standard	<i>\$125 for 3 times a day</i> <i>\$500 for 3 times daily over five days</i>

Monday-Friday	6am-11am	premium
	11am-3pm	generic/standard
	3pm-8pm	prime time
	8pm-1am	generic/standard
	1am-6am	generic/standard

Saturday	midnight-6am	generic/standard
	6am-11am	generic/standard
	11am-3pm	premium
	3pm-8pm	prime time
	8pm-midnight	generic/standard

Sunday	midnight-6am	generic/standard
	6am-11am	prime time
	11am-3pm	prime time
	3pm-8pm	generic/standard
	8pm-midnight	generic/standard
