WYNN 106.3
The Home of Hip Hop and R&B

Z100
THE PEE DEE'S NEW #1 HIT MUSIC STATION

102.1 the FOX
The Pee Dee's Classic Rock Leader

The Power of Cumulus

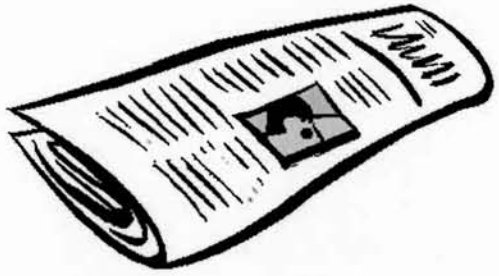
CUMULUS

versus

Local Newspaper

FUN 100
Good TIMES...Great OLDIES

MAGIC 94.3
Pee Dee's Classic Soul and R&B Station



Glory
98.5 FM
540 AM

Wheelz 92.5
Today's New Country

WYNN 106.3
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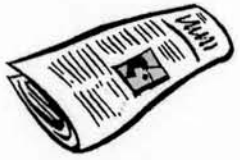
CUMULUS

FUN 100
Good TIMES...Great OLDIES

MAGIC 94.3
Pee Dee's Classic Soul and R&B Station

Cumulus of Florence can reach *more people, more times, at a* COST PER THOUSAND, far less than the Morning News!

Glory
98.5 FM
540 AM



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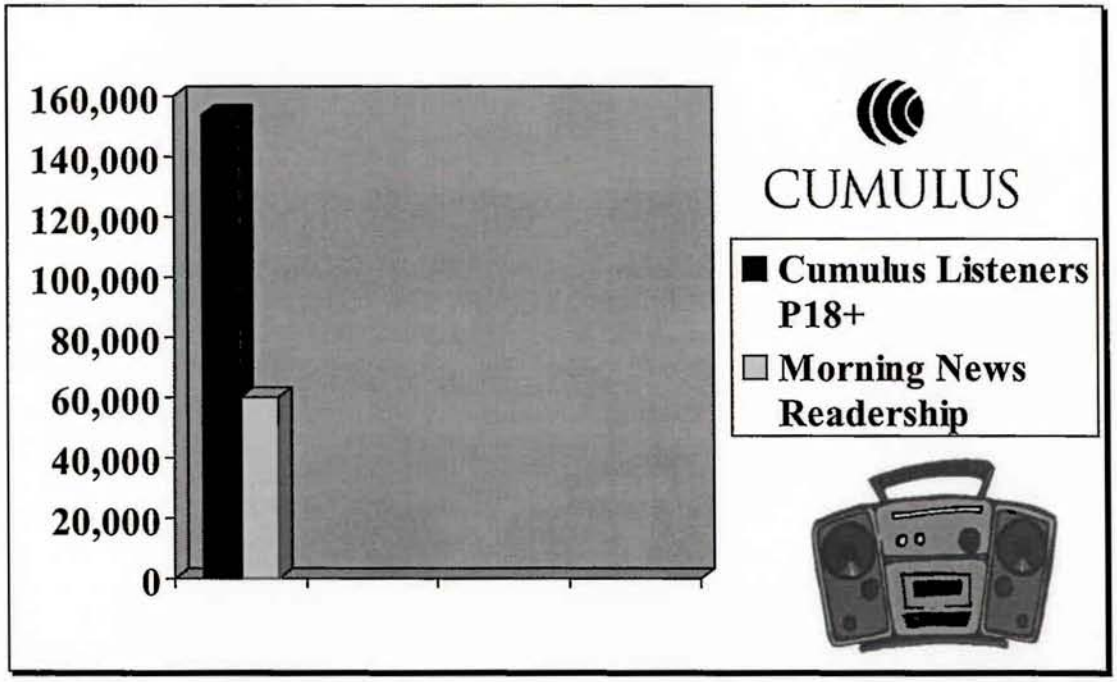

FUN 100
Good TIMES...Great OLDIES

MAGIC 94.3
Pee Dee's Classic Soul and R&B Station

<u>The seven stations of Cumulus-Florence reach 160,100 people, age 18 or older.</u> The Morning News only reaches 60,200.

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540 AM

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Today's New Country

*Cumulus Numbers: Arbitron, Fall 2001, TSA

*Morning News Numbers: Morning News Internal Survey, 2001

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Top of Mind Awareness

- Consumers spend **more time with radio** than any other medium
- 44% of Media Usage Time is with Radio
  (only 10% is with newspaper)
- Radio is Intrusive, Personal, and Portable!
- Radio is also the **MOST** cost-efficient medium for creating Top of Mind Awareness!

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MAGIC 94.3
Pee Dee's Classic Soul and R&B Station

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540 AM

CUMULUS

Source: Radio Advertising Bureau

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Today's New Country

ARE YOU REACHING THE URBAN CONSUMER?

38.5 % OF THE FLORENCE POPULATION IS URBAN.

CUMULUS FLORENCE REACHES 83 % OF THE FLORENCE URBAN POPULATION.*

NEWSPAPER REACHES ONLY 10.5 %**

Source: Newspaper association of America

Arbitron, Florence, TSA Fall 2001; CIC,Inc.

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JUST THE FACTS!

- THE MORNING NEWS HAS A PAID CIRCULATION OF 27,418
- THE 7 CUMULUS FLORENCE STATIONS HAVE A CUMULATIVE AUDIENCE OF 160,100
  - (BY DEFINITION "CUME" AND CIRCULATION ARE THE SAME)
- THE NUMBER OF FLORENCE HOUSEHOLDS HAVE INCREASED BY 9.5 % IN THE LAST 5 YEARS
- THE AVERAGE NEWSPAPER CIRCULATION HAS DECREASED BY 12.2 % IN THE LAST 5 YEARS.
- THE AVERAGE COST OF NEWSPAPER ADVERTISING HAS INCREASED BY 38% IN THE LAST 5 YEARS

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Source: Audit bureau of Circulation

Arbitron, Florence, TSA Fall 2001; CIC,Inc.

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CUMULUS

Is your investment in advertising the most cost effective way to reach potential clients?

A Schedule of 21 commercials on each of the seven Cumulus radio stations during the course of one week will reach 160,100 adults, age 18+, an average of 3.8 times each at a Cost per Thousand of $7.92

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Pee Dee's Classic Soul and R&B Station

•A full page ad in the Morning News will reach 60,200 people, age 18+, an average of ONE (1) time at a Cost per Thousand of $118.58. if you're a new advertiser or are paying the open rate (more if you're national).

160,100 listeners vs. 60,200 readers!

$7.92 vs. $118.58 to reach 1000 people!

Exposure to your message 3.8 times vs. 1 time!

Is there any doubt?

Glory
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540 AM

Source: NAA;

Arbitron, Florence, TSA Fall 2001

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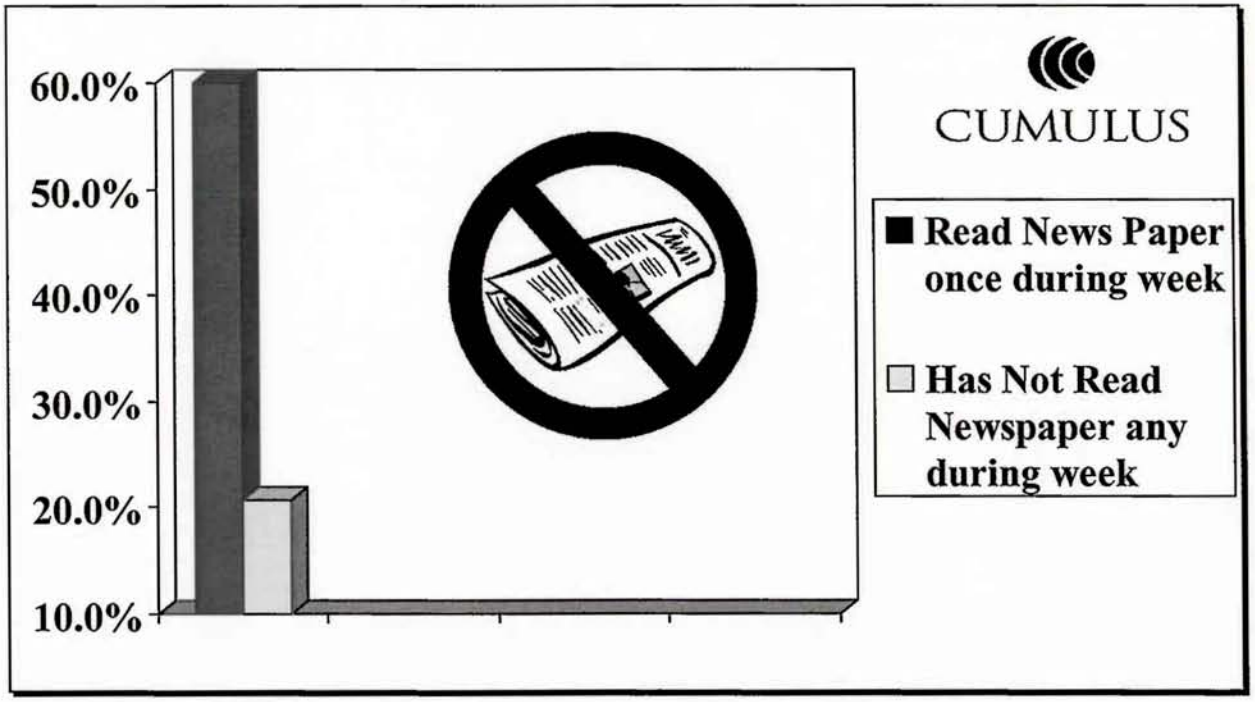

FUN 100
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Pee Dee's Classic Soul and R&B Station

20.7% of Cumulus Listeners DO NOT read *any* newspaper weekly!

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*Cumulus Numbers: Arbitron, Fall, 2001

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MARKET REACH vs. PENETRATION

- The ***Morning News*** **does not** reach ***49.5%*** of ***Cumulus listeners*** in the Florence area.

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- This means, over 100,000 people **are not** getting your message.

- Your newspaper dollars may not be reaching your goal!

WHAT CAN YOU DO?

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CUMULUS

The Big Secret:

You can include the frequency of *Cumulus Florence* **WITHOUT** increasing your budget

FUN 100
Good TIMES...Great OLDIES

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Today's New Country

Did You Know?

•Reducing from a full page ad to 3/4 page only reduces **NOTABILITY** of your ad by 4%, but can free from $600.00 to $2,000 per ad to expand into radio?

•Reducing from a full page ad to half page only reduces **NOTABILITY** of your ad by 8%, but can free from $1,200 to $4,000 per ad?

Source: Audit Bureau of circulation;

Arbitron, Florence, TSA Fall 2001

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CUMULUS

EXTRA $$

FUN 100
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The dollars you will save from newspaper ad reduction will allow you to add *Cumulus Florence* and reach the 100,000+ Pee Dee Area customers that the Morning News does not.

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Pee Dee's Classic Soul and R&B Station

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Source: Audit Bureau of circulation;
Arbitron, Florence, TSA Fall 2001

Wheelz 92.5
Today's New Country