



Dayton's *Most Important Radio Station*

Is Now...

Dayton's
*Most Listened to Radio
Station*

The latest Arbitron ratings are in...
And News-Talk Radio WHIO is Dayton's NEW
#1 Radio Station!

Larry Hansgen
5:30am-8:30am



Neal Boortz
8:30am-12noon



Rush
Limbaugh
12noon-3pm



Sean Hannity
3pm-6pm



Clark Howard
6pm-9pm



Source: 2008 Arbitron, Inc. Tapscan Winter Ratings (Avg. Share 12+)



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News-Talk Radio WHIO AM/FM is
GROWING in KEY DEMO's and KEY
DAYPARTS!

	Adults 25-54	Men 25-54	Women 25-54
M-F 6a-9a	↑ 23.4%	↑ 27.3%	↑ 13.5%
M-F 9a-12n	↑ 37.0%	↑ 36.4%	↑ 36.1%
M-F 12n-3p	↑ 18.7%	↑ 27.4%	↑ 0.0%
M-F 3p-6p	↑ 4.0%	↑ 1.0%	↑ 15.9%

Source: 2008 Arbitron. Avg. Share. A25-54, M25-54, W 25-54, M-F 6a-6p. Fall '07 vs. Winter '08.