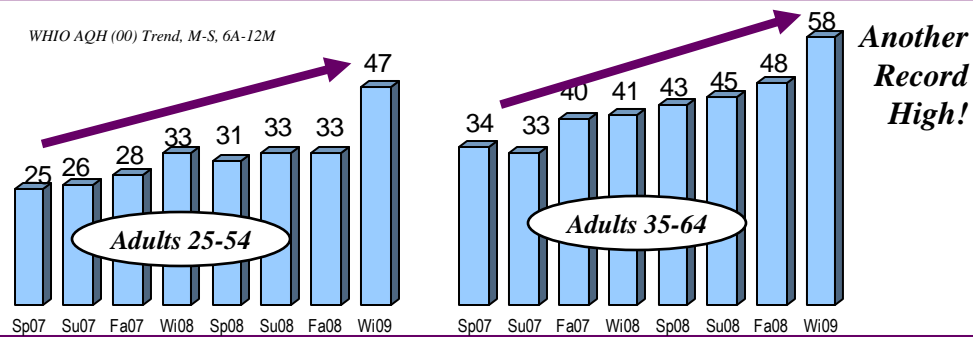




WHIO hits another RECORD High!

The AM/FM simulcast of WHIO (WHIO-FM is the old WDPT) debuted in the Fa06 survey and the **WHIO franchise has significantly increased its ratings** as a result! Note that the WHIO call letter in Arbitron reflects this WHIO-AF simulcast since the Fall 2007 survey.

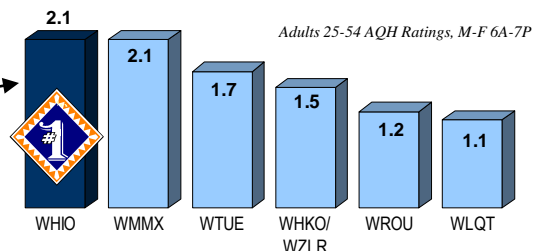
GROWING:
WHIO boasts solid growth and a phenomenal uptrend over the past two years!



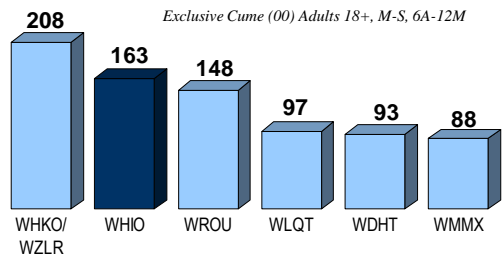
LEADERSHIP:
WHIO is one of Dayton's leading stations with Adults, Men and Women of ALL ages!

WHIO Rank. AQH Ratings, M-F, 6A-7P

	Adults	Men	Women
25-54	#1	#2	#5
35-64	#1	#1	#1
18-49	#2	#2	#6



EXCLUSIVE:
WHIO is one of Dayton's Exclusive Cume Leaders – you can't reach the WHIO audience on other Radio stations!



AFFLUENT:
WHIO is a leader with Dayton's UPSCALE Adults
WHIO is a leading station in the market with Dayton's upscale ... the high income, educated Professionals & Managers!

