



# WHKO/WZLR is Dayton's Base Buy!

## WHKO/WZLR IS A UNIVERSAL LEADER!

WHKO/WZLR is a **UNIVERSAL LEADER** in Men, Women and Adults of ALL ages!

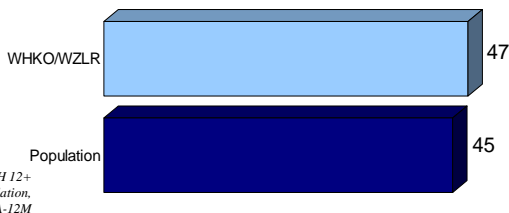
### Leadership in all demos

WHKO/WZLR Rank, AQH Rating, M-S, 6A-12M	Adults	Men	Women
18-34	#2	#3	#2
18-49	#2	#3	#2
25-54	#1	#3	#1
35-54	#1	#3	#2
35-64	#1	#3	#2

**WHKO/WZLR has been #1 Adults 25-54 for 6 of the last 8 surveys!**

## WHKO/WZLR IS WELL TARGETED

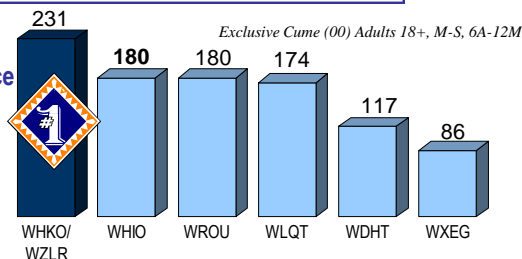
WHKO/WZLR mirrors the market's **MEDIAN AGE**



Median Age of AQH 12+ Audience vs. Population, M-S, 6A-12M

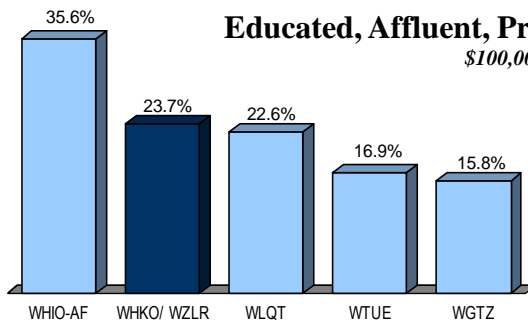
## WHKO/WZLR IS EXCLUSIVE

WHKO/WZLR delivers an audience that cannot be reached on any other station!



## WHKO/WZLR IS UPSCALE!

WHKO/WZLR delivers one out of every four **AFFLUENT** Dayton Adult

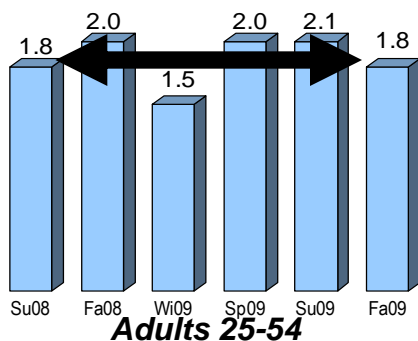


### Educated, Affluent, Professionals & Managers

*\$100,000+ Income, College Grad/Post Grad, Professionals and Managers*

Scorsborough Oct08-Sep09  
% Reached of Adults 18+  
M-S, 6A-12M

## Steady & Stable across the year



### WHKO/WZLR AQH Rating Trend M-F 6A-7P

