



The Zone is the #1 Sports Talk in Omaha



Side by Side Comparison

The ZONE

Average Age: 46 (Market: 45)

P12+ Listening to KXSP: 24%

M25-54 Listening to KXSP: 30%

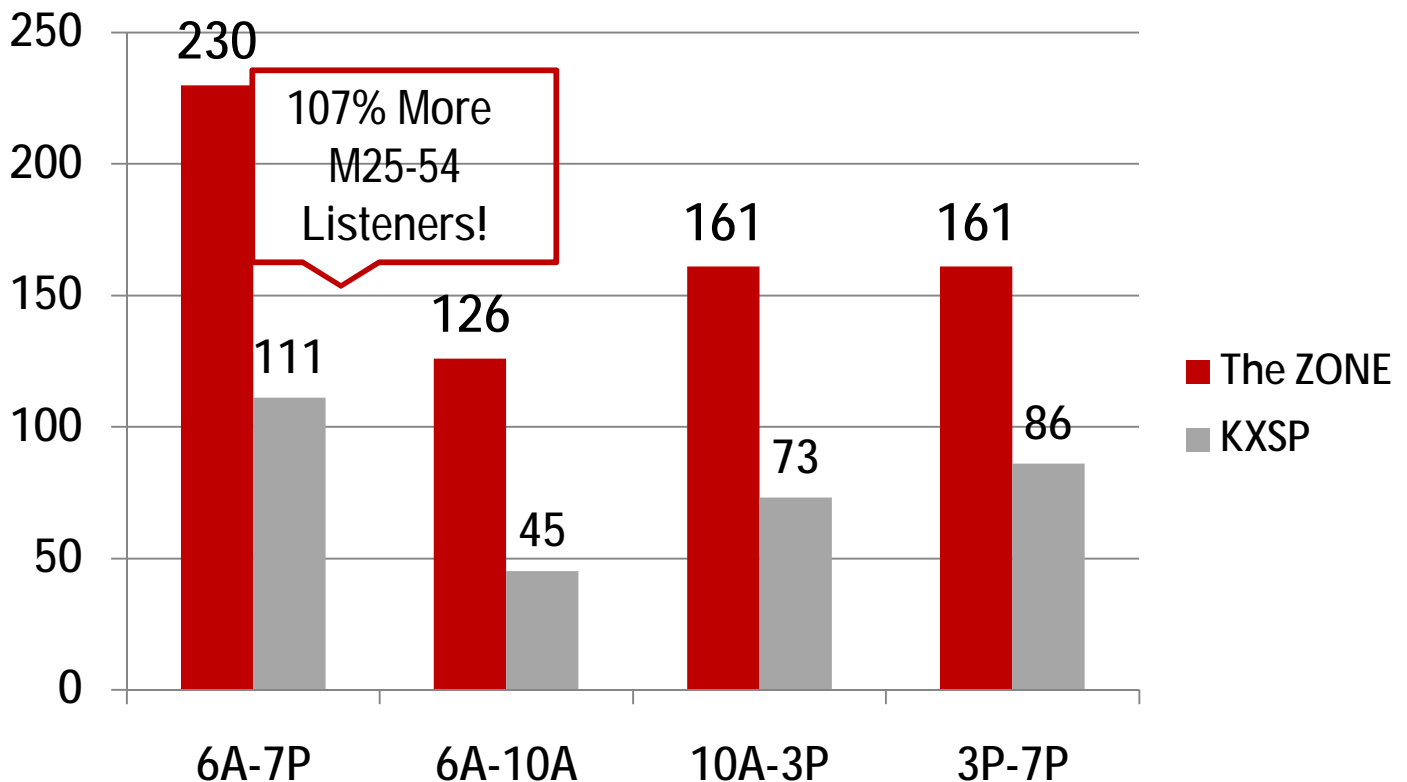
KXSP-AM

Average Age: 50

P12+ Listening to Zone: 46%

M25-54 Listening to Zone: 57%

Monday-Friday Daypart Delivery Comparison M25-54



- The ZONE Delivers More than Double the Audience in Every Daypart!
- The ZONE Offers Lower Duplication!
- More than Half of KXSP M25-54 Listeners Tune to the ZONE!

Omaha Arbitron SU08; M25-54 Cume Persons (00's); Standard Daypart; TAPSCAN Duplication Analysis M25-54 M-Su 6a-12m