

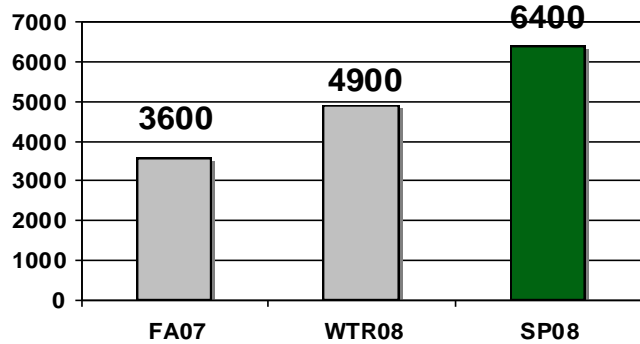


# KYDZ-AM Spring '08 Highlights

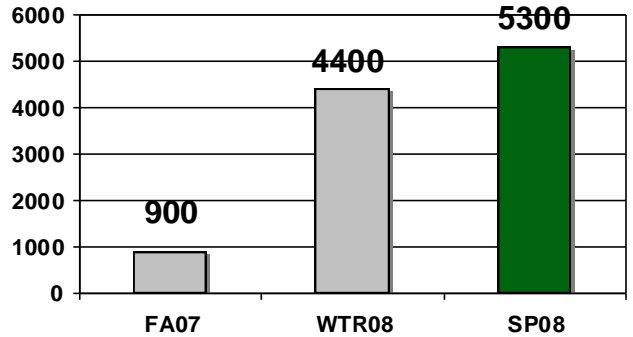


**Unprecedented Hispanic Appeal!  
Ratings Increases Across the Board with Adults 25-54!**

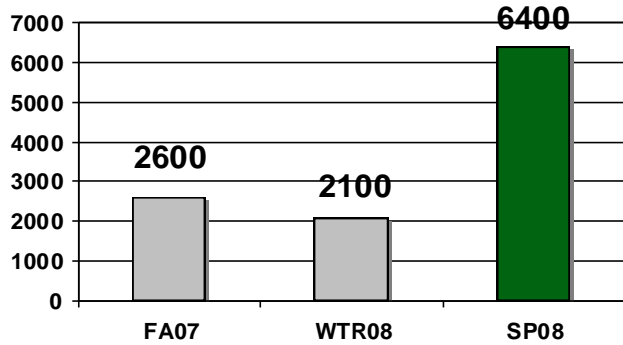
## Huge Increases Mon-Sun 6a-12m!



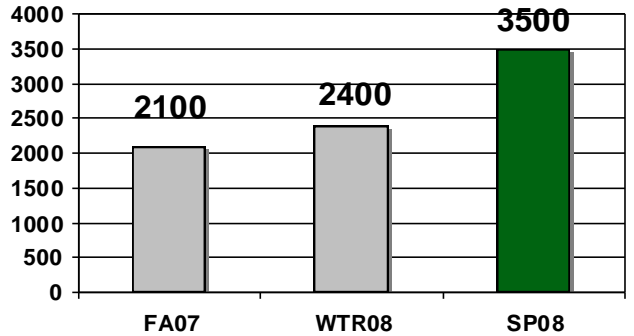
## WOW on Weekends Sa-Su 6a-12m!



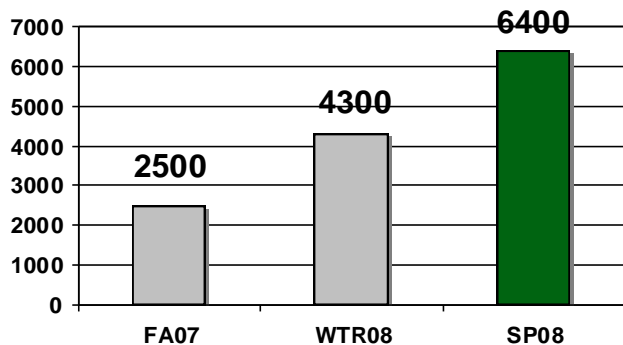
## AMD Listening up 200% M-F 6a-10a!



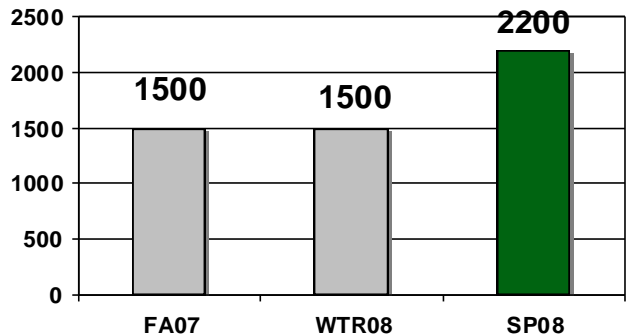
## Middays on the Move M-F 10a-3p!



## PM Drive is on the Rise M-F 3p-7p!



## Gains at Night M-F 7p-12m!



Arbitron Spring 2008  
Cume Persons

