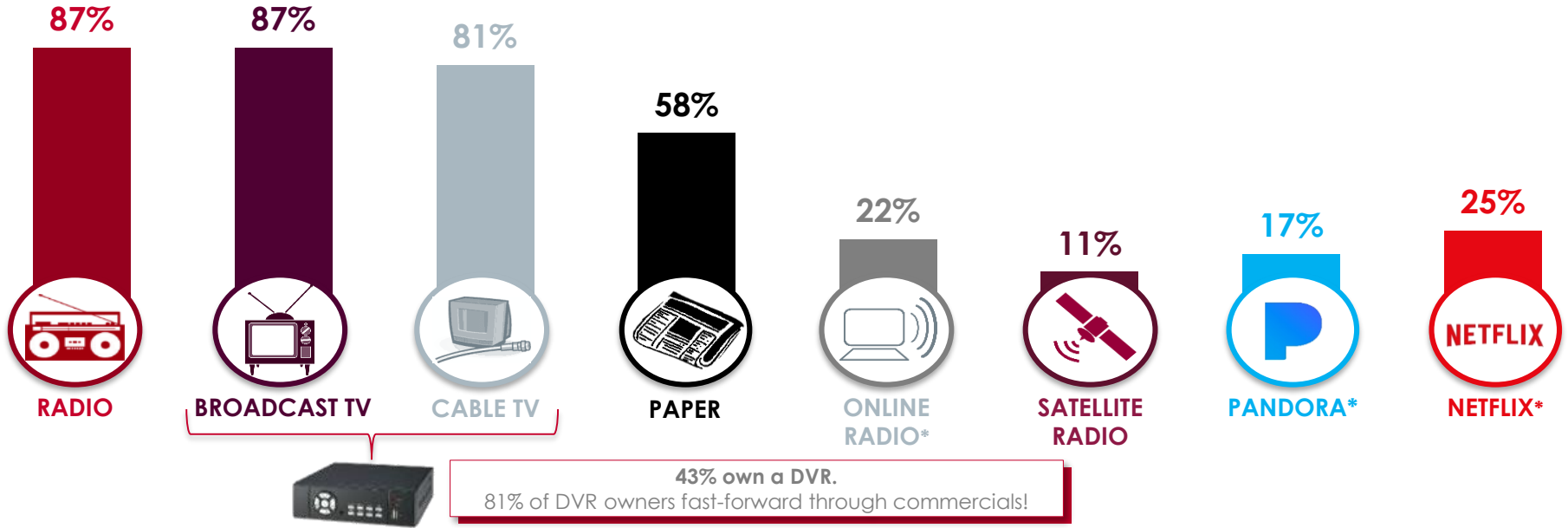


RADIO REACHES OMAHA



Radio Reaches Omaha: Consumers 18+

Weekly Media Usage: Consumers 18+

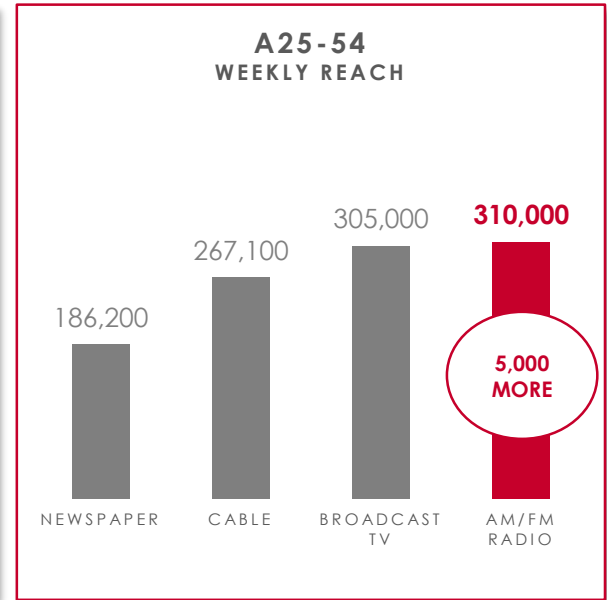
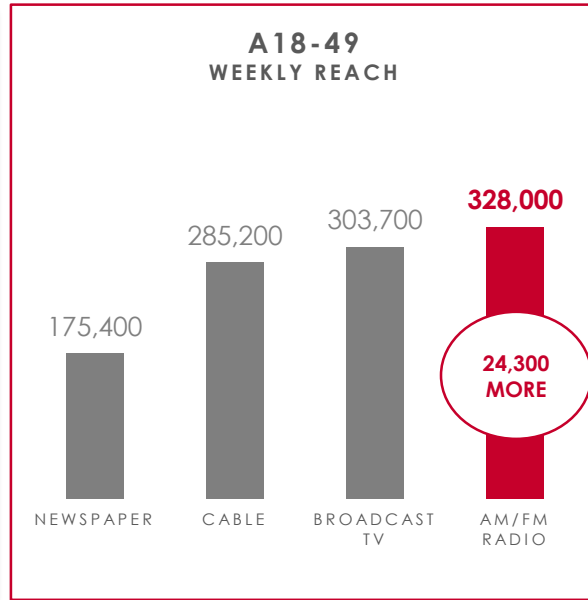
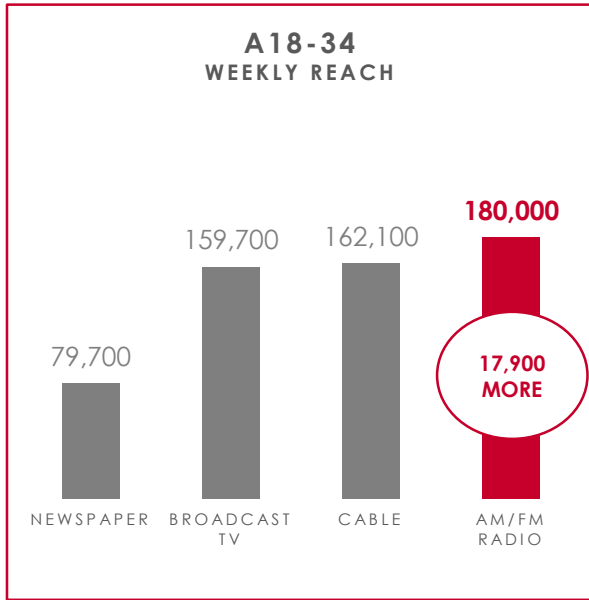


Source: Scarborough USA+ R1, 2017, A18+, Metro, Target Persons

- Radio = M-Su 6a-12m
- Broadcast TV = Any broadcast viewing past 7 days
- Cable = Any non-premium cable past 7 days
- Paper = Omaha World-Herald Integrated Newspaper Audience
- DVR = Devices connected to television sets (HHL). Fast Forward = Edison Research, Infinite Dial 2012
- Online Radio = Listen to radio online (mo) (Local or internet)
- Satellite Radio = Listened past week (SiriusXM)
- Streaming services visited/apps used past 30 days = Facebook, Google, Netflix, Pandora

Radio Reaches More Omaha Consumers in All Key Demos

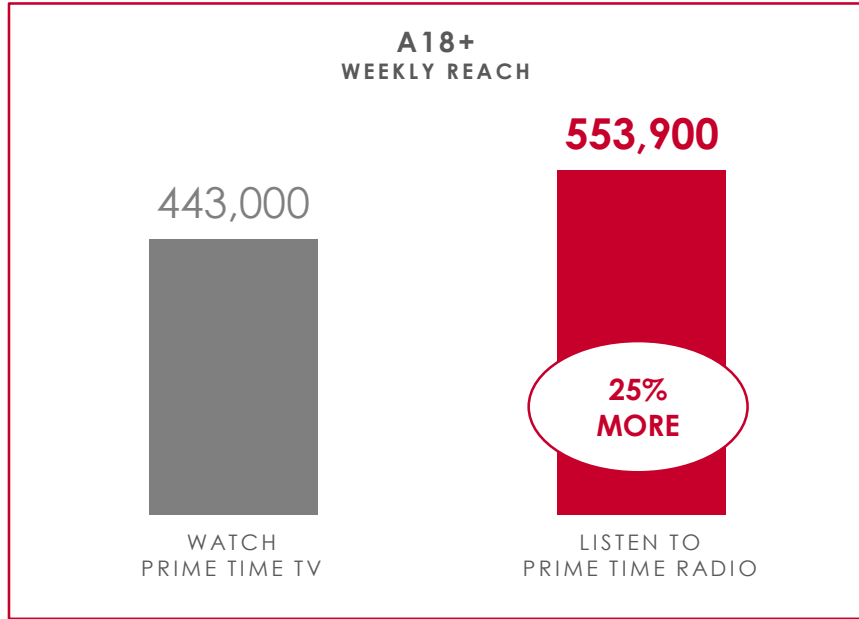
Omaha-Council Bluffs Metro Weekly Reach



Source: Scarborough USA+ RI, 2017, A18+, Metro, Target Persons

- Radio = M-Su 6a-12m
- Broadcast TV = Any broadcast viewing past 7 days
- Cable = Any non-premium cable past 7 days
- Paper = Omaha World-Herald Integrated Newspaper Audience (INA)

Radio Reaches Omaha: Radio Prime Listening Delivers More Audience Than TV's Prime Time



83,000
A18+ Listen to iHeartMedia
M-F 6a-7p and DO NOT
watch Prime Time TV

That's enough Adults to fill the
CHI Center nearly 5x
who can't be reached with TV!

