

THE MEDIA AUDIT

RANKER REPORT
Cume Ratings

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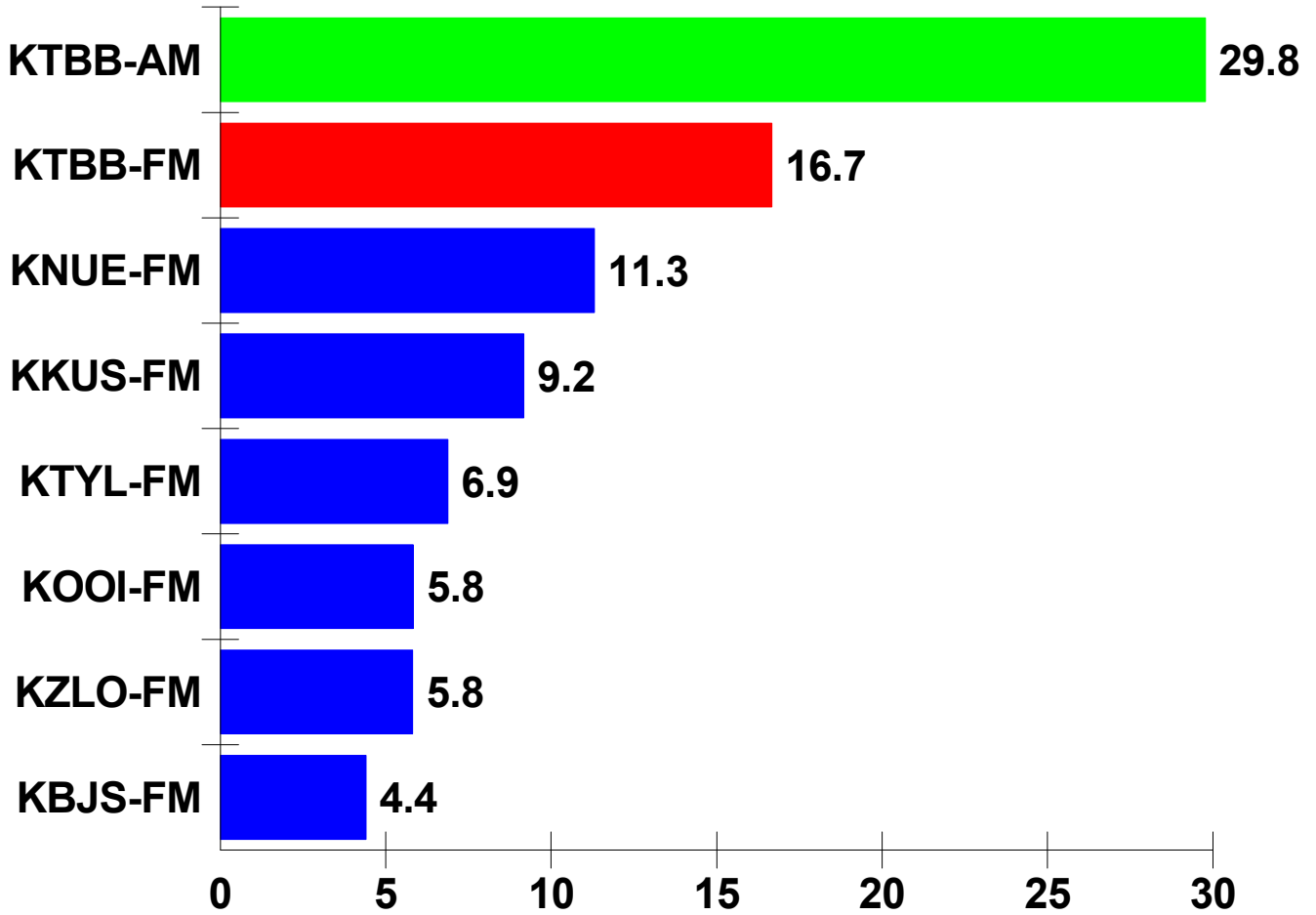
REPORT MARKET: TYLER-LONGVIEW, TX
 REPORT BASE: LIVE IN--SMITH COUNTY
 REPORT PERIOD: FEB-MAR 2012
 TARGET: EDUCATION--SINGLE AND/OR ADVANCED DEGREE

BASE POPULATION: 159,205

% IN TARGET: 29.0%

TARGET PERSONS: 46,151

Cume Ratings



RANK	MEDIA	CUME PERSONS	CUME RATINGS
1	KTBB-AM	13,739	29.8
2	KTBB-FM	7,691	16.7
3	KNUE-FM	5,214	11.3
4	KKUS-FM	4,234	9.2
5	KTYL-FM	3,172	6.9
6	KOOI-FM	2,688	5.8
7	KZLO-FM	2,682	5.8
8	KBJs-FM	2,031	4.4

[RADIO = 7-DAY CUME]

BASED ON 113 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 344 BASE # OF RESPONDENTS

Information is Subject to All Limitations and Restrictions as Stated in the original Survey.
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