

THE MEDIA AUDIT

RANKER REPORT
Cume Ratings

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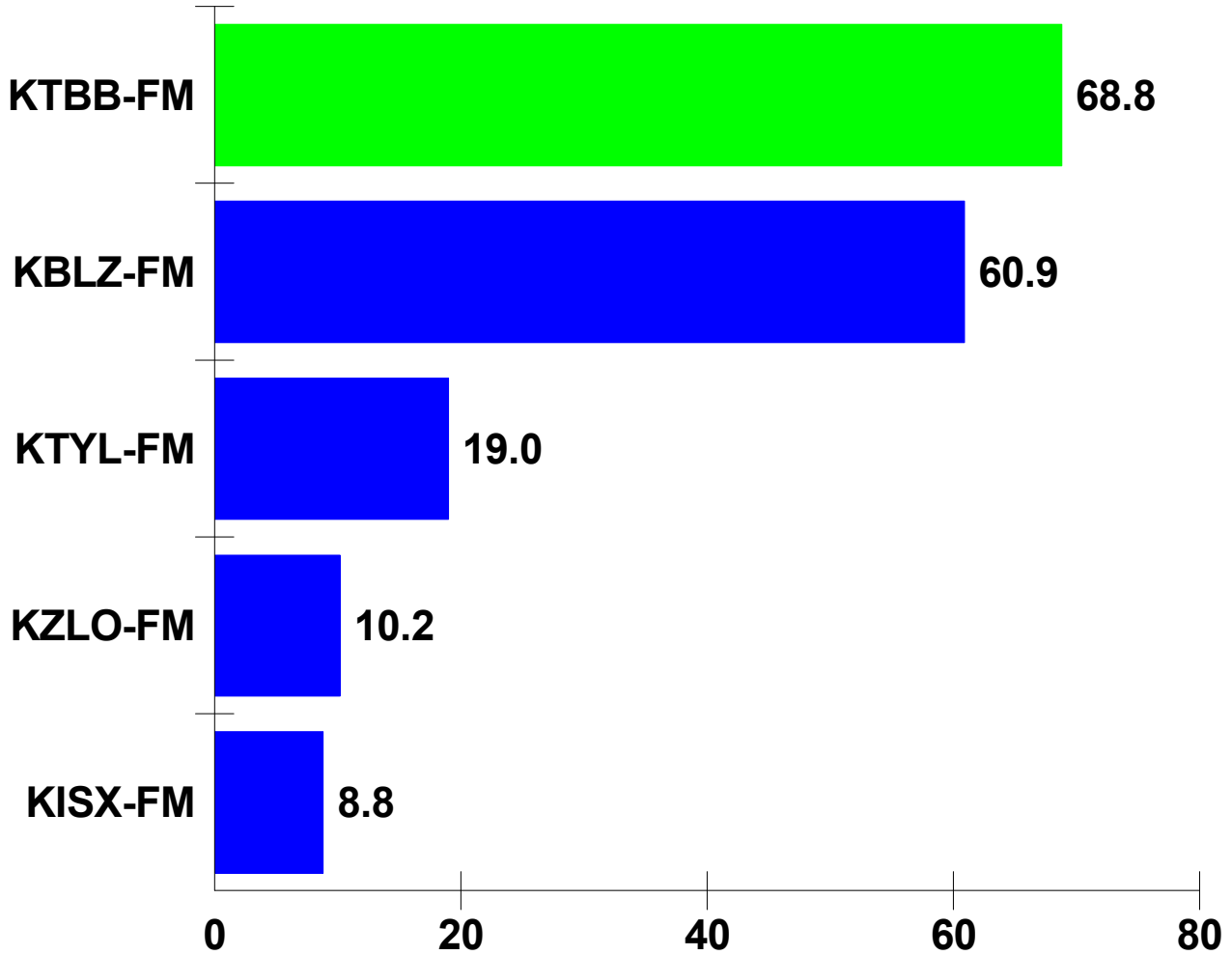
REPORT MARKET: TYLER-LONGVIEW, TX
 REPORT BASE: LIVE IN--SMITH COUNTY
 REPORT PERIOD: FEB-MAR 2012
 TARGET: PLAN BUY--WILL PAY \$30000 PLUS FOR NEXT VEHICLE

BASE POPULATION: 159,205

% IN TARGET: 2.0%

TARGET PERSONS: 3,212

Cume Ratings



RANK	MEDIA	CUME PERSONS	CUME RATINGS
1	KTBB-FM	2,210	68.8
2	KBLZ-FM	1,956	60.9
3	KTYL-FM	610	19.0
4	KZLO-FM	327	10.2
5	KISX-FM	283	8.8
6	KKTX-FM	*	*

[RADIO = 7-DAY CUME]

BASED ON 6 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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