

THE MEDIA AUDIT

RANKER REPORT
Cume Ratings

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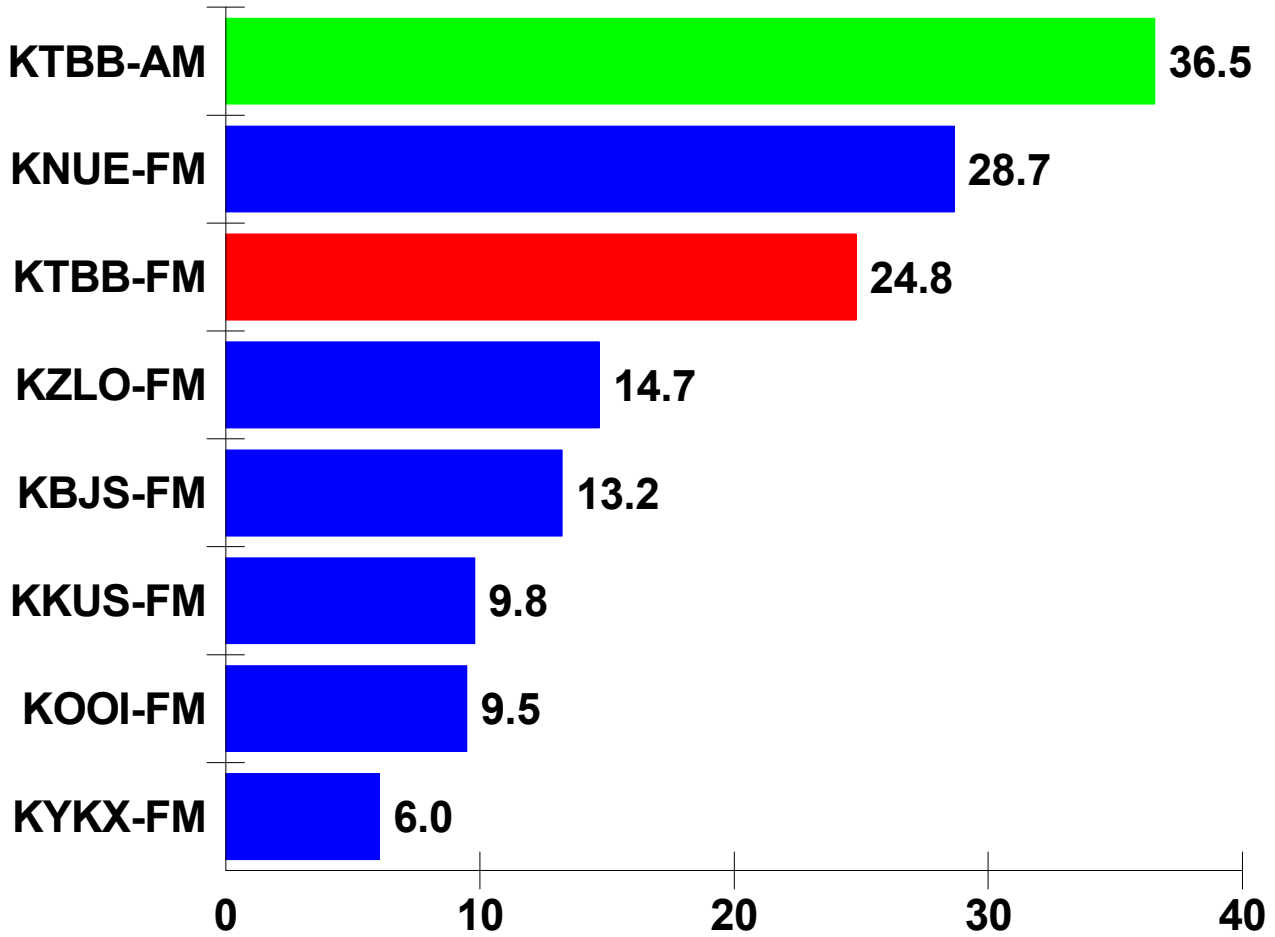
REPORT MARKET: TYLER-LONGVIEW, TX
 REPORT BASE: LIVE IN--SMITH COUNTY
 REPORT PERIOD: FEB-MAR 2012
 TARGET: HIGH MILEAGE DRIVERS--350 + MILES PER WEEK

BASE POPULATION: 159,205

% IN TARGET: 14.3%

TARGET PERSONS: 22,788

Cume Ratings



RANK	MEDIA	CUME PERSONS	CUME RATINGS
1	KTBB-AM	8,328	36.5
2	KNUE-FM	6,531	28.7
3	KTBB-FM	5,651	24.8
4	KZLO-FM	3,348	14.7
5	KBJs-FM	3,017	13.2
6	KKUS-FM	2,232	9.8
7	KOOI-FM	2,161	9.5
8	KYKX-FM	1,378	6.0

[RADIO = 7-DAY CUME]

BASED ON 43 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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