

THE MEDIA AUDIT

RANKER REPORT
Cume Ratings

Page 1

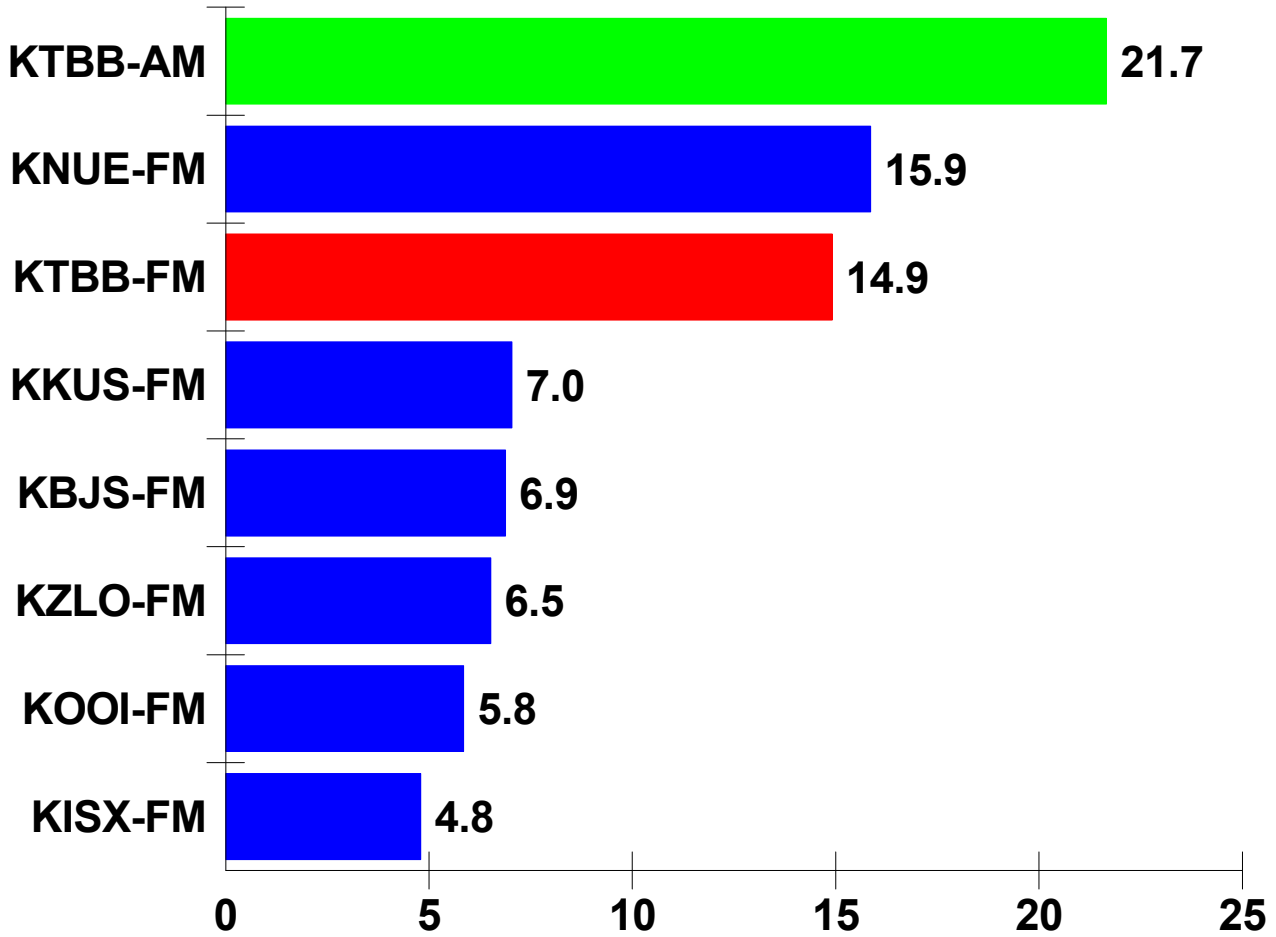
REPORT MARKET: TYLER-LONGVIEW, TX
 REPORT BASE: LIVE IN--SMITH COUNTY
 REPORT PERIOD: FEB-MAR 2012
 TARGET: TRADED STOCKS/BONDS/SECURITIES DURING PAST YEAR

BASE POPULATION: 159,205

% IN TARGET: 16.0%

TARGET PERSONS: 25,409

Cume Ratings



RANK	MEDIA	CUME PERSONS	CUME RATINGS
1	KTBB-AM	5,503	21.7
2	KNUE-FM	4,029	15.9
3	KTBB-FM	3,788	14.9
4	KKUS-FM	1,787	7.0
5	KBJs-FM	1,748	6.9
6	KZLO-FM	1,656	6.5
7	KOOI-FM	1,486	5.8
8	KISX-FM	1,219	4.8

[RADIO = 7-DAY CUME]

BASED ON 69 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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