



**YOU
KNOW
US.
WE
KNOW
SPORTS.**

1160 **ESPN**
((ITHACA))

Taughannock Media, LLC

WHO LISTENS?

WHO?

WHAT?

WHERE?

WHEN?

WHY?

LEADERS IN AFFLUENCE AND EDUCATION

Hold the jokes about the stereotypical dumb jocks: All Sports Radio listeners rank No. 2 among all formats in the percentage of its listeners holding a college degree, and 80% of them have attended or graduated from college, also ranking No. 2 among all formats in this study. The education paid off: All Sports Radio was No. 1 in the percentage of its listeners in households earning \$25,000, \$50,000 and \$75,000 or more annually. Nearly 75% were in the \$50,000-plus income bracket. All Sports Radio listeners in the \$75,000-plus category have increased from below 48% to more than 51% since Spring 2005.

Source: 2007 Scarborough USA



WHO THEY ARE.

WHO?

WHAT?

WHERE?

WHEN?

WHY?

SPORTS RADIO PRIMARY TARGET ARE MEN, AGES 25-54. MEDIAN AGE - 38.7

- Have a Post Graduate Education - **206**
- Have a Professional Occupation - **187**
- Have a Household Income of \$75k+ - **186**
- Own Their Own Home - **114**
- Have Homes Valued From \$150-499k - **153**
- Own Stock - **215**
- Own Money Market Funds - **141**
- Have Investments of \$50k - **172**
- Have a 401k - **246**
- Use Financial Planning/Money Management Counseling - **237**

SPORTS RADIO LISTENERS ARE ACTIVE;

- Attend Football Games - **298**
- Attend Hockey Games - **268**
- Mountain Bike - **235**
- Play Golf - **341**
- Jog/Run - **199**
- Lift Weights/Workout - **168**

*The “norm” for consumption or use (among Adults 18+ in U.S.) is 100. This research compares the Sports Radio audience to the broad population segment. In case of any Index number over 100, the audience is that percent more likely to consume the noted product or service than the broad population segment.

SPORTS RADIO LISTENERS ARE LIKELY TO:

- Be upper management or executive in a position to spend their companies money
- Travel consistently for both personal and business reasons
- Be active politically (national & local)
- Own and use products in new technology categories such as HDTV, Computers and Mobile Devices
- Have purchased a new car in the last 12 months
- Spend on home improvements

Source: 2006 Fall Mediamark Research Inc.

WHAT WE DO.

WHO?

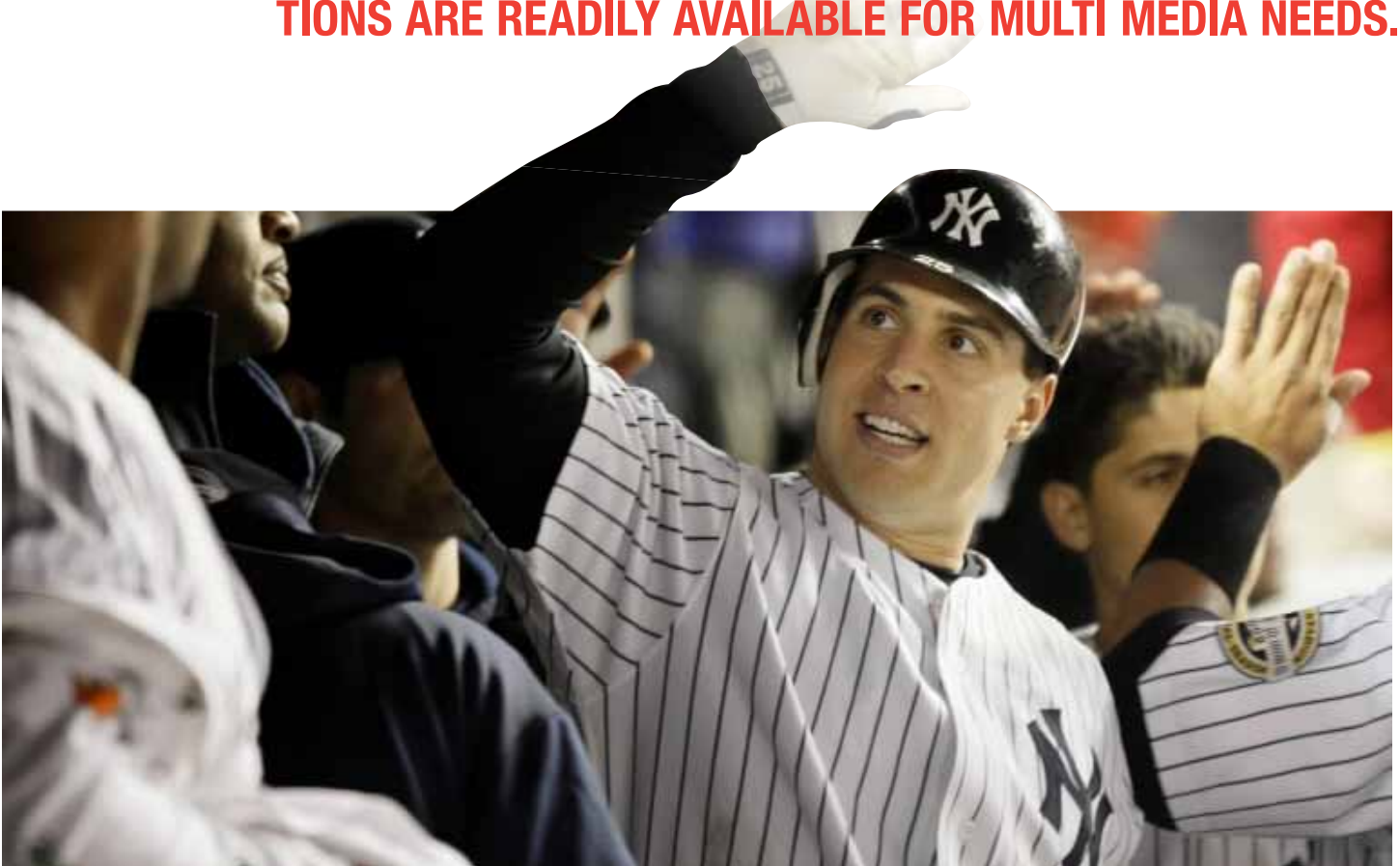
WHAT?

WHERE?

WHEN?

WHY?

WE FOCUS ON DEVELOPING WINNING ADVERTISING STRATEGIES THAT BEST TARGET OUR LISTENERS. A WINNING COMBINATION OF EFFICIENT SCHEDULING OF COMMERCIALS IN DYNAMIC PROGRAMING, COMBINED WITH EFFECTIVE WRITING AND PRODUCTION OF ADS THAT RESONATE WITH OUR LISTENERS. STRATEGIC WEB DRIVEN PROMOTIONS ARE READILY AVAILABLE FOR MULTI MEDIA NEEDS.



WHERE DO THEY LISTEN?

WHO?

WHAT?

WHERE?

WHEN?

WHY?



SPORTS RADIO MOST POPULAR IN NORTHEAST

In car is by far the preferred location where All Sports Radio listeners tune-in. In car rose from 46% to 48% of All Sports Radio listening, taking time away from at home and at work. All Sports Radio scored particularly well in afternoon drive. It also delivered above-average ratings in mornings and middays. All-Sports Radio popularity is well-balanced regionally across the country with its strongest ratings right here in the Northeast.

From 7AM to 7PM weekdays, more radio listening took place away from home: accompanying listeners in the car, at work or some other location. Radio's advantage as the on-the-go medium was its ability to reach people wherever they were, which was particularly valuable to advertisers seeking to drive traffic to business locations during the daytime hours. Overall, more than 63% of weekday listening occurs out-of-home; that figure peaks at 74% in the 2PM hour—providing that mid-day is as strong as the drive-times.

Source: 2007 Scarborough USA

WE'RE HERE! AND THERE!

WHO?

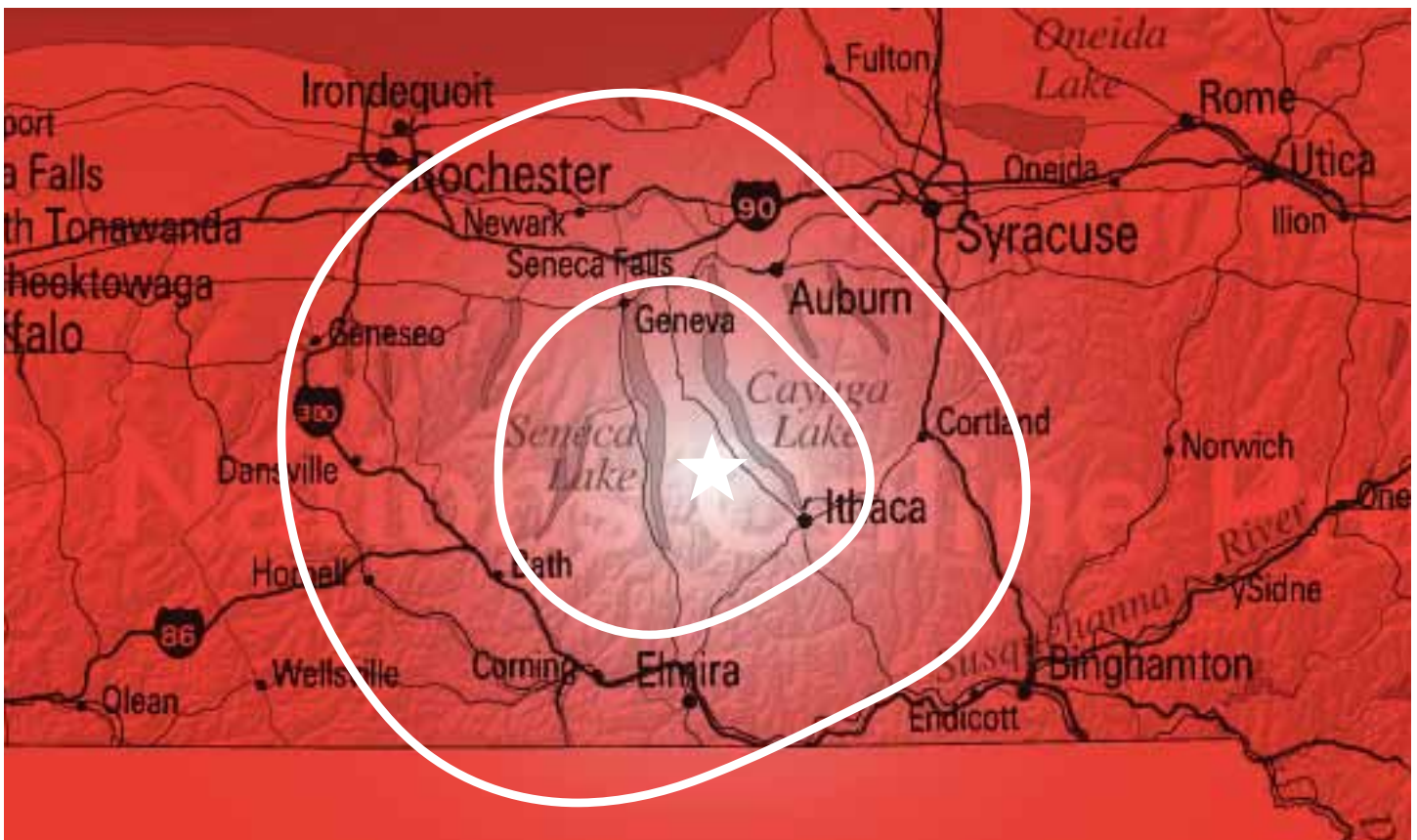
WHAT?

WHERE?

WHEN?

WHY?

1160 ESPN RADIO IN THE FINGER LAKES.



Daytime Signal Area for WPIE-AM
(5,000 kw)

WHEN ARE WE UP? 24/7.

WHO?

WHAT?

WHERE?

WHEN?

WHY?

THE LINE-UP.



6am 10am MIKE & MIKE in the Morning with Mike Greenberg & Mike Golic

10am 2pm The Herd with Colin Cowherd

2pm 4pm The Scott Van Pelt Show with Scott Van Pelt

4pm 7pm The Pulse with Doug Gottlieb

7pm 8pm Baseball Tonight

8pm 10pm The Brian Kenny Show with Brian Kenny

10pm 11pm Football Tonight

11pm 1am Sports Center Nightly

1am 5am All Night with Jason Smith

5am 6am Sports Center AM

WHY RADIO?

WHO?

WHAT?

WHERE?

WHEN?

WHY?

RADIO IS MOBILE. Consumers can be influenced almost anywhere they go, in their car, in their office, on their way to shopping. That's a lot of opportunity to tell your story.

RADIO IS A FREQUENCY MEDIUM. Because of the low cost per commercial rate, you can buy a lot of ads. The more a consumer hears your message, the greater the impact.

RADIO IS TARGETED. Each station attracts a specific audience type. A cost efficient way to match your product or service to that consumer type. More of your money goes to your hottest prospects. In this case, predominately men.

RADIO = TIMING. Radio's prime time corresponds to prime shopping time. In fact, 75% of all retail purchases occur between the hours 6a and 7p. Further, 55% of all consumers listen to radio within one hour of their largest purchase of the day.

RADIO IS EFFICIENT. The average cost-per-thousand of radio has gone up less than any other medium over the past decade. Radio continues to deliver results for a modest investment.

WHY SPORTS RADIO?

69% of Sports Radio listeners are married

81% of Sports Radio listeners own their residence

70% of Sports Radio listeners work 35 hours or more

Sports Radio listeners are **12%** more likely to always vote in local elections

Sports Radio listeners are **19%** more likely to always vote in statewide elections

Sports Radio listeners are **13%** more likely to always vote in presidential elections

WHY ESPN RADIO?

WHO?

WHAT?

WHERE?

WHEN?

WHY?

AWARENESS OF ESPN: 97%

#1 Media Brand in Sports
#4 Leading Name in Sports

- | | | |
|---------|-----------|-----------|
| 1. NFL | 4. ESPN | 7. NASCAR |
| 2. Nike | 5. Adidas | 8. NHL |
| 3. NBA | 6. MLB | 9. NCAA |



- Credible information from SportsCenter 3x per hour
- Sports play by play is engaging, it's foreground radio: Super Bowl, MLB Playoffs & World Series, Indy 500, March Madness, Daytona 500, Triple Crown, Olympics, etc.
- Entertaining personalities featuring MIKE & MIKE in the Morning
- Feature interviews with the biggest names in the world of sports
- Expert analysis & insight from the likes of Dick Vitale, Mike Ditka, Peter Gammons, etc.
- We deliver local sports reports throughout the day, 7 days a week



WHY 1160 ESPN ITHACA?

WHO?

WHAT?

WHERE?

WHEN?

WHY?

PLAY-BY-PLAY COVERAGE:

- New York Yankees
- Buffalo Bills
- Syracuse Orange Basketball/Football
- MLB All-Star Game, Playoffs and World Series
- NFL Playoffs and Superbowl
- NCAA March Madness
- NCAA Bowl Championship Week
- NBA All-Star Game and Playoffs
- NASCAR Daytona 500
- Olympic Coverage
- Indy 500
- Triple Crown
- Indy Camping World at The Glen
- NASCAR HelluvaGood at The Glen

COLLEGIATE COVERAGE:

- Cornell
- Ithaca
- Syracuse
- SUNY Cortland
- TC3

HIGH SCHOOL COVERAGE:

- Dryden
- Groton
- Ithaca
- Lansing
- Newfield
- Odessa-Montour
- South Seneca
- Southern Cayuga
- Trumansburg
- Union Springs
- Watkins Glen





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