



ZoneCasting

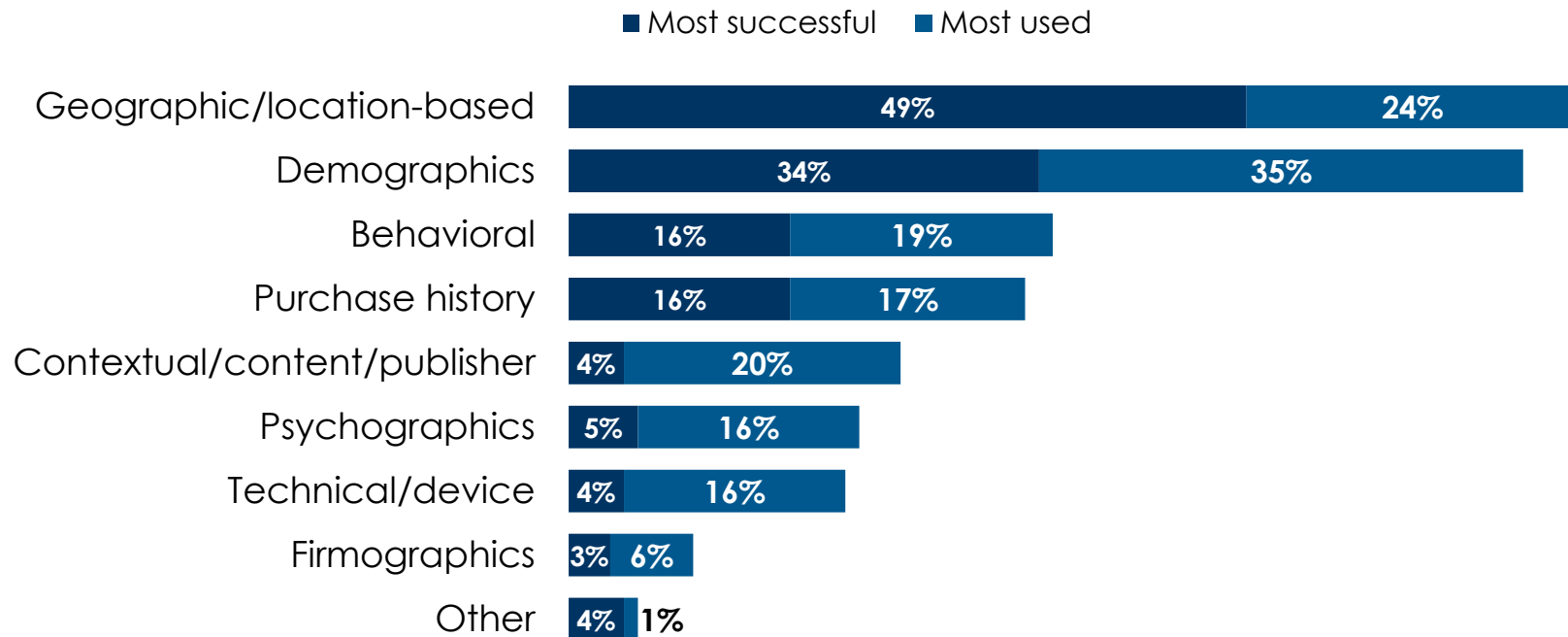
The FCC approved ZoneCasting in 2024



Among small and medium businesses, geographic/location-based targeting is the most widely used marketing effort

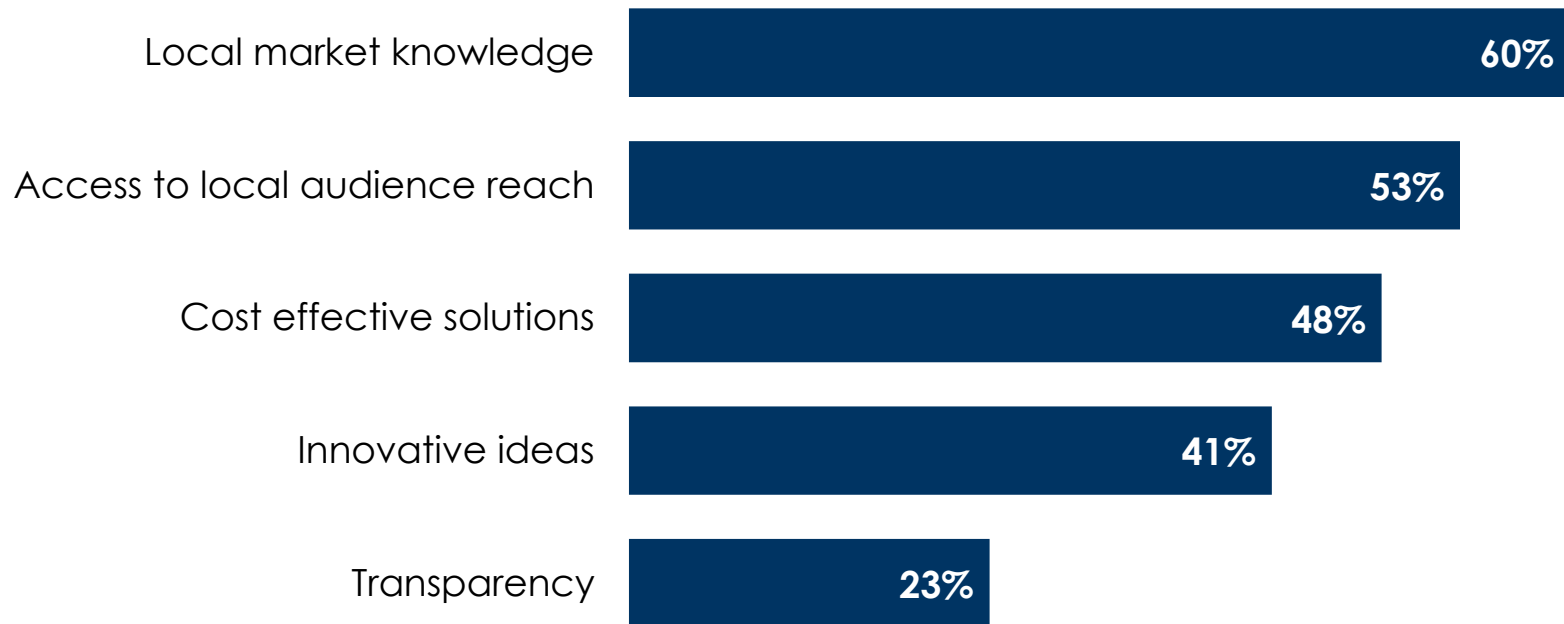
Among those with marketing responsibilities within a small or medium U.S. business

Q. "In which of the following ways, if any, did your business target its marketing efforts in 2022? Please select any methods of targeting that you used." (n=150); Q. "What form of targeting has been most successful for you in the past year? Select up to three." (Base: Used any targeting, n=133)



Agencies perceive local AM/FM radio companies to have better local market knowledge than other local media companies

Compared to other local media companies, local AM/FM radio companies have...
% who said somewhat/significantly greater



59% say they would travel less than 19 miles to buy/lease a new vehicle

Miles traveled one way to buy/lease last new vehicle (household): Target projected	Less than 19 miles	20-29 miles	30 miles or more
Burlington-Plattsburgh	52%	15%	34%
Denver-Boulder	64%	14%	22%
Gainesville-Ocala	53%	10%	36%
Milwaukee-Racine	66%	19%	16%
Monterey-Salinas-Santa Cruz	52%	17%	31%
Omaha-Council Bluffs	67%	15%	18%
Salt Lake City-Ogden-Provo	62%	16%	21%
Wilkes Barre-Scranton	58%	17%	25%
Average	59%	15%	25%

Source: Scarborough: Market/Release: Burlington-Plattsburgh, VT-NY 2024 Release 2 & Spring 2023 Total (Mar-May 2023/Nov 2023-May 2024); Base: Nielsen Audio radio metro area: Burlington/Plattsburgh radio metro area Projected: 315,449 Respondents: 1,291; Scarborough: Market/Release: Denver, CO 2024 Release 2 & 2023 Release 2 Total (Aug 2022 - Mar 2024/Feb); Base: Nielsen Audio radio metro area: Denver/Boulder radio metro area Projected: 2,615,918 Respondents: 3,526; Scarborough: Market/Release: Gainesville/Ocala, FL 2024 Release 2 & 2024 Release 2 Total (May-Jun 2023/Oct-Dec 2023) / (Oct-Dec 2023/Jan-July 2024); Base: Nielsen Audio radio metro area: Gainesville/Ocala radio metro area Projected: 615,119 Respondents: 1,866; Market/Release: Milwaukee, WI 2024 Release 2 & 2023 Release 2 Total (Jun 2022 - Dec 2023/Jan); Base: Nielsen Audio radio metro area: Milwaukee/Racine radio metro area Projected: 1,370,500 Respondents: 3,438; Market/Release: Monterey/Salinas/Santa Cruz, CA 2024 Release 2 & 2024 Release 1 Total (Apr-Jul 2023/Sep-Oct 2023) / (Sep-Oct 2023/Dec 2023-Jun 2024); Base: Nielsen Audio radio metro area: Monterey/Salinas/Santa Cruz radio metro area Projected: 546,423 Respondents: 3,384; Scarborough: Market/Release: Omaha, NE 2024 Release 2 & 2023 Release 2 Total (Jan 2022 - Dec 2023/Feb); Base: Nielsen Audio radio metro area: Omaha/Council Bluffs radio metro area Projected: 679,881 Respondents: 4,040; Scarborough: Market/Release: Salt Lake City, UT 2024 Release 2 & 2023 Release 2 Total (Jun 2022 - Dec 2023/Jan); Base: Nielsen Audio radio metro area: Salt Lake City/Ogden/Provo radio metro area Projected: 1,915,129 Respondents: 3,222; Market/Release: Wilkes-Barre, PA 2024 Release 2 & 2023 Release 2 Total (Aug 2022 - Feb 2024/Apr); Base: Nielsen Audio radio metro area: Wilkes-Barre/Scranton radio metro area Projected: 648,180 Respondents: 3,230

**The auto dealer consumers say
they will shop at differs by
location within the market**

Auto dealers shopped varies dramatically within markets

Dealerships might shop to buy/lease new/used vehicle (household): Top 4 target % per market

Nielsen Audio Metro	First zone by county	Second zone by county
Burlington-Plattsburgh	NY state portion (Plattsburgh): Della Auto Group 29%, None 24%, Handy Auto Group 7%, Berlin City Auto Group 7%	VT-NH states portion (Burlington): None 21%, Heritage Auto Group 21%, The Automaster 17%, Goss Dodge/Chrysler/Ram/Jeep 10%
Denver-Boulder	Boulder, CO: None 28%, Shortline Subaru 14%, CarMax 11%, Larry H. Miller Group 8%	6 counties (Denver): None 31%, AutoNation Auto Group 16%, CarMax 16%, Schomp Automotive Group 9%
Gainesville-Ocala	Levy (Ocala) and Marion County: None 29%, CarMax 19%, Automax 19%, Gary Yeomans Ford Ocala 13%	Alachua (Gainesville) and Gilchrist County: None 34%, CarMax 17%, Southeast Car Agency 14%, Gatorland Toyota 13%
Milwaukee-Racine	Milwaukee, Okauke, Washington & Waukesha Counties: None 29%, Russ Darrow Group 10%, CarMax 9%, Wilde Automotive Group 9%	Racine, WI: None 24%, Boucher Automotive 17%, CarMax 13%, Holz Motors 6%
Monterey-Salinas-Santa Cruz	Monterey, CA: None 36%, Salinas Auto Mall 19%, Salinas Toyota 14%, Salinas Honda 9%	Santa Cruz, CA: None 34%, Santa Cruz Toyota 24%, Ocean Honda 14%, Santa Cruz Subaru 12%
Omaha-Council Bluffs	Pottawattamie, IA (Council Bluffs): None 29%, Edwards Chevrolet/Buick/GMC/Cadillac 17%, Woodhouse Ford 10%, Edwards Hyundai 9%	Douglas (Omaha), Sarpy, and Washington NE Counties: None 30%, Baxter Chrysler/Jeep/Dodge/Ram 9%, Woodhouse Ford 9%, Baxter Toyota La Vista 8%
Wilkes Barre-Scranton	Columbia, Luzerne County (Wilkes Barre): None 36%, Motorworld 21%, Wyoming Valley Motors 9%, Blaise Alexander Family Dealerships 9%	Lackawanna, Monroe, and Wyoming Counties: None 31%, Toyota of Scranton 11%, Ray Price Ford/Honda/Volvo 11%, Motorworld 10%

Nielsen Audio Metro	First zone by county	Second zone by county	Third zone by county
Salt Lake City-Ogden-Provo	Salt Lake (Salt Lake City) , Tooele County: None 34%, Larry H. Miller Group 19%, Ken Garff Automotive Group 15%, CarMax 12%	Utah, UT (Provo) : None 35%, Larry H. Miller Group 17%, Ken Garff Automotive Group 17%, CarMax 11%	Weber (Ogden), Davis: None 35%, Larry H. Miller Group 19%, Young Automotive Group 14%, Ken Garff Automotive Group 13%

Source: Scarborough: Market/Release: Burlington-Plattsburgh, VT-NY 2024 Release 2 & Spring 2023 Total (Mar-May 2023/Nov 2023-May 2024); Base: Nielsen Audio radio metro area: Burlington/Plattsburgh radio metro area Projected: 315,449 Respondents: 1,291; Market/Release: Denver, CO 2024 Release 2 & 2023 Release 2 Total (Aug 2022 - Mar 2024/Feb); Base: Nielsen Audio radio metro area: Denver/Boulder radio metro area Projected: 2,615,918 Respondents: 3,526; Market/Release: Gainesville/Ocala, FL 2024 Release 2 & 2024 Release 2 Total (May-Jun 2023/Oct-Dec 2023) / (Oct-Dec 2023/Jan-July 2024); Base: Nielsen Audio radio metro area: Gainesville/Ocala radio metro area Projected: 615,119 Respondents: 1,866; Market/Release: Milwaukee, WI 2024 Release 2 & 2023 Release 2 Total (Jun 2022 - Dec 2023/Jan); Base: Nielsen Audio radio metro area: Milwaukee/Racine radio metro area Projected: 1,370,500 Respondents: 3,638; Market/Release: Monterey/Salinas/Santa Cruz, CA 2024 Release 2 & 2024 Release 1 Total (Apr-Jul 2023/Sep-Oct 2023) / (Sep-Oct 2023/Dec 2023-Jun 2024); Base: Nielsen Audio radio metro area: Monterey/Salinas/Santa Cruz radio metro area Projected: 546,423 Respondents: 3,384; Market/Release: Omaha, NE 2024 Release 2 & 2023 Release 2 Total (Jan 2022 - Dec 2023/Feb); Base: Nielsen Audio radio metro area: Omaha/Council Bluffs radio metro area Projected: 679,881 Respondents: 4,040; Market/Release: Salt Lake City, UT 2024 Release 2 & 2023 Release 2 Total (Jun 2022 - Dec 2023/Jan); Base: Nielsen Audio radio metro area: Salt Lake City/Ogden/Provo radio metro area Projected: 1,915,129 Respondents: 3,222; Market/Release: Wilkes-Barre, PA 2024 Release 2 & 2023 Release 2 Total (Aug 2022 - Feb 2024/Apr); Base: Nielsen Audio radio metro area: Wilkes-Barre/Scranton radio metro area Projected: 648,180 Respondents: 3,230

Auto dealers shopped varies dramatically within the Burlington-Plattsburgh market

NY state portion-Plattsburgh: Top 6

Dealerships might shop to buy/lease new/used vehicle (household)	Target %
Della Auto Group	28.9%
None	24.3%
Handy Auto Group	6.7%
Berlin City Auto Group	6.7%
Goss Dodge/Chrysler/Ram/Jeep	5.7%
Alderman's Auto Group	4.2%

VT-NH states portion (Burlington): Top 6

Dealerships might shop to buy/lease new/used vehicle (household)	Target %
None	20.9%
Heritage Auto Group	20.9%
The Automaster	16.6%
Goss Dodge/Chrysler/Ram/Jeep	9.7%
Handy Auto Group	9.0%
Burlington Hyundai	7.1%

Auto dealers shopped varies dramatically within the Denver-Boulder market

County of residence: Boulder, CO: Top 6

Dealerships might shop to buy/lease new/used vehicle (household)	Target %
None	27.9%
Shortline Subaru	13.6%
CarMax	10.8%
Larry H. Miller Group	8.0%
AutoNation Auto Group	4.8%
EchoPark	3.8%

6 counties (Denver) : Top 6

Dealerships might shop to buy/lease new/used vehicle (household)	Target %
None	30.8%
AutoNation Auto Group	16.3%
CarMax	15.5%
Schomp Automotive Group	9.3%
Larry H. Miller Group	8.1%
Shortline Subaru	7.4%

Auto dealers shopped varies dramatically within the Gainesville-Ocala market

Levy (Ocala) and Marion County: Top 6

Dealerships might shop to buy/lease new/used vehicle (household)	Target %
None	28.8%
CarMax	19.4%
Automax	18.6%
Gary Yeomans Ford Ocala	12.5%
Jenkins Hyundai	10.7%
DeLuca Toyota	10.5%

Alachua (Gainesville) and Gilchrist County: Top 6

Dealerships might shop to buy/lease new/used vehicle (household)	Target %
None	34.1%
CarMax	17.4%
Southeast Car Agency	14.1%
Gatorland Toyota	12.5%
Honda of Gainesville	12.4%
Santa Fe Ford	8.4%

Auto dealers shopped varies dramatically within the Milwaukee-Racine market

Milwaukee, Okauke, Washington & Waukesha Counties: Top 6

Dealerships might shop to buy/lease new/used vehicle (household)	Target %
None	29.1%
Russ Darrow Group	9.6%
CarMax	9.1%
Wilde Automotive Group	9.0%
Boucher Automotive	8.5%
Andrew Chevrolet/Toyota	7.8%

County of residence: Racine, WI: Top 6

Dealerships might shop to buy/lease new/used vehicle (household)	Target %
None	23.9%
Boucher Automotive	16.7%
CarMax	13.4%
Holz Motors	6.2%
Palmen Motors	5.6%
Wilde Automotive Group	5.5%

Auto dealers shopped varies dramatically within the Monterey-Salinas-Santa Cruz market

County of residence: Monterey, CA: Top 6

Dealerships might shop to buy/lease new/used vehicle (household)	Target %
None	35.5%
Salinas Auto Mall	18.8%
Salinas Toyota	14.3%
Salinas Honda	9.0%
Victory Toyota	8.3%
MY Chevrolet	8.1%

County of residence: Santa Cruz, CA: Top 6

Dealerships might shop to buy/lease new/used vehicle (household)	Target %
None	34.4%
Santa Cruz Toyota	24.2%
Ocean Honda	13.7%
Santa Cruz Subaru	12.4%
Watsonville Ford/Lincoln	6.2%
Salinas Auto Mall	6.1%

Auto dealers shopped varies dramatically within the Omaha-Council Bluffs market

Pottawattamie, IA (Council Bluffs): Top 6	
Dealerships might shop to buy/lease new/used vehicle (household)	Target %
None	28.5%
Edwards Chevrolet/Buick/GMC/Cadillac	16.8%
Woodhouse Ford	9.9%
Edwards Hyundai	9.0%
Edwards Kia	7.3%
Woodhouse Buick/GMC	6.1%

Douglas (Omaha), Sarpy, and Washington NE Counties: Top 6	
Dealerships might shop to buy/lease new/used vehicle (household)	Target %
None	30.3%
Baxter Chrysler/Jeep/Dodge/Ram	8.9%
Woodhouse Ford	8.5%
Baxter Toyota La Vista	8.4%
Beardmore Chevrolet/Subaru/Hyundai	8.0%
CarMax	7.6%

Auto dealers shopped varies dramatically within the Salt Lake City-Ogden-Provo market

(Salt Lake City) Salt Lake Tooele County: Top 6	
Dealerships might shop to buy/lease new/used vehicle (household)	Target %
None	33.7%
Larry H. Miller Group	18.7%
Ken Garff Automotive Group	14.6%
CarMax	11.5%
Mark Miller Auto Group	8.7%
Southtowne Auto Mall	8.4%

Utah, UT (Provo): Top 6	
Dealerships might shop to buy/lease new/used vehicle (household)	Target %
None	34.7%
Larry H. Miller Group	17.4%
Ken Garff Automotive Group	16.9%
CarMax	10.6%
Karl Malone Toyota	7.7%
Murdock Auto Team	6.9%

Weber (Ogden), Davis: Top 6	
Dealerships might shop to buy/lease new/used vehicle (household)	Target %
None	34.9%
Larry H. Miller Group	18.5%
Young Automotive Group	13.9%
Ken Garff Automotive Group	12.9%
CarMax	6.9%
Mark Miller Auto Group	5.1%

Auto dealers shopped varies dramatically within the Wilkes Barre-Scranton market

Columbia, Luzerne County (Wilkes Barre): Top 6

Dealerships might shop to buy/lease new/used vehicle (household)	Target %
None	36.4%
Motorworld	21.2%
Wyoming Valley Motors	9.2%
Blaise Alexander Family Dealerships	8.7%
Ciocca	4.2%
Toyota of Scranton	4.0%

Lackawanna, Monroe, and Wyoming Counties: Top 6

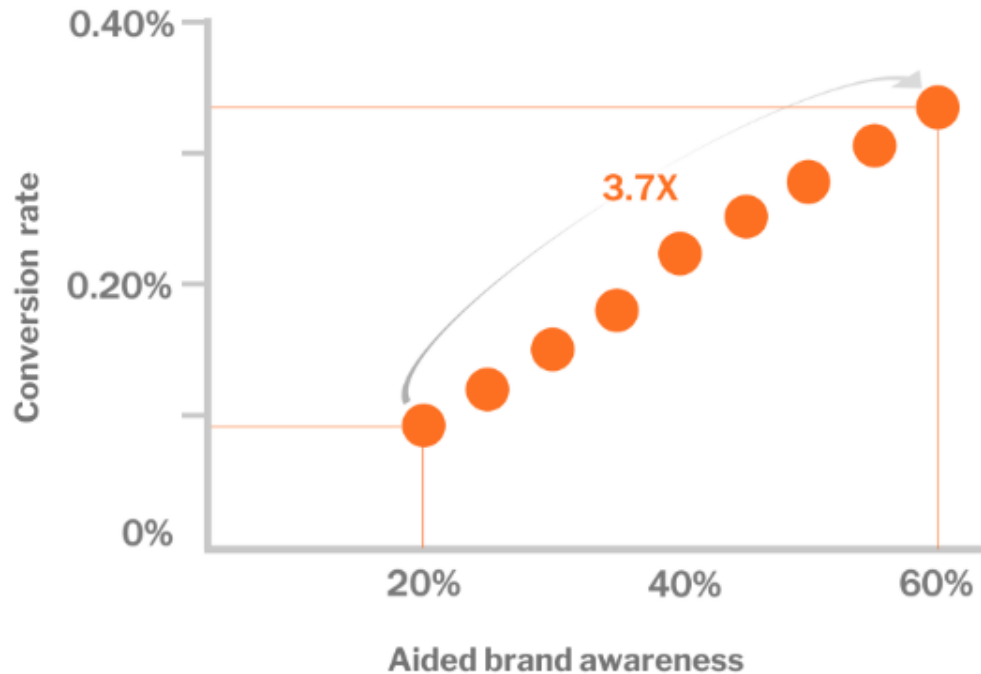
Dealerships might shop to buy/lease new/used vehicle (household)	Target %
None	31.0%
Toyota of Scranton	11.0%
Ray Price Ford/Honda/Volvo	10.9%
Motorworld	9.8%
Wyoming Valley Motors	3.5%
Ciocca	3.1%

The prevalence of people who say 'none' for auto dealer speaks to the need of auto dealer brand building

Nielsen Audio Metro	Position of 'none' as the response for 'dealerships might shop to buy/lease new/used vehicle (household)' in the market
NY state portion (Plattsburgh)	2
VT-NH states portion (Burlington)	1
Boulder, CO	1
6 counties (Denver)	1
Levy (Ocala) and Marion County	1
Alachua (Gainesville) and Gilchrist County	1
Milwaukee, Okauke, Washington & Waukesha County	1
Racine, WI	1
Monterey, CA	1
Santa Cruz, CA	1
Pottawattamie, IA (Council Bluffs)	1
Douglas (Omaha), Sarpy, and Washington NE Counties	1
(Salt Lake City) Salt Lake Tooele County	1
Utah, UT (Provo)	1
Weber (Ogden), Davis	1
Columbia, Luzerne County (Wilkes Barre)	1
Lackawanna, Monroe, and Wyoming Counties	1

Source: Scarborough; Market/Release: Burlington-Plattsburgh, VT-NY 2024 Release 2 & Spring 2023 Total (Mar-May 2023/Nov 2023-May 2024); Base: Nielsen Audio radio metro area: Burlington/Plattsburgh radio metro area Projected: 315,449 Respondents: 1,291; Scarborough; Market/Release: Denver, CO 2024 Release 2 & 2023 Release 2 Total (Aug 2022 - Mar 2024/Feb); Base: Nielsen Audio radio metro area: Denver/Boulder radio metro area Projected: 2,615,918 Respondents: 3,526; Scarborough; Market/Release: Gainesville/Ocala, FL 2024 Release 2 & 2024 Release 2 Total (May-Jun 2023/Oct-Dec 2023) / (Oct-Dec 2023/Jan-July 2024); Base: - Nielsen Audio radio metro area: Gainesville/Ocala radio metro area Projected: 615,119 Respondents: 1,866; Market/Release: Milwaukee, WI 2024 Release 2 & 2023 Release 2 Total (Jun 2022 - Dec 2023/Jan); Base: Nielsen Audio radio metro area: Milwaukee/Racine radio metro area Projected: 1,370,500 Respondents: 3,638; Market/Release: Monterey/Salinas/Santa Cruz, CA 2024 Release 2 & 2024 Release 1 Total (Apr-Jul 2023/Sep-Oct 2023) / (Sep-Oct 2023/Dec 2023-Jun 2024); Base: Nielsen Audio radio metro area: Monterey/Salinas/Santa Cruz radio metro area Projected: 546,423 Respondents: 3,384; Scarborough; Market/Release: Omaha, NE 2024 Release 2 & 2023 Release 2 Total (Jan 2022 - Dec 2023/Feb); Base: Nielsen Audio radio metro area: Omaha/Council Bluffs radio metro area Projected: 679,881 Respondents: 4,040; Scarborough; Market/Release: Salt Lake City, UT 2024 Release 2 & 2023 Release 2 Total (Jun 2022 - Dec 2023/Jan); Base: - Nielsen Audio radio metro area: Salt Lake City/Ogden/Provo radio metro area Projected: 1,915,129 Respondents: 3,222; Market/Release: Wilkes-Barre, PA 2024 Release 2 & 2023 Release 2 Total (Aug 2022 - Feb 2024/Apr); Base: Nielsen Audio radio metro area: Wilkes-Barre/Scranton radio metro area Projected: 648,180 Respondents: 3,230

A strong brand makes your performance marketing work harder





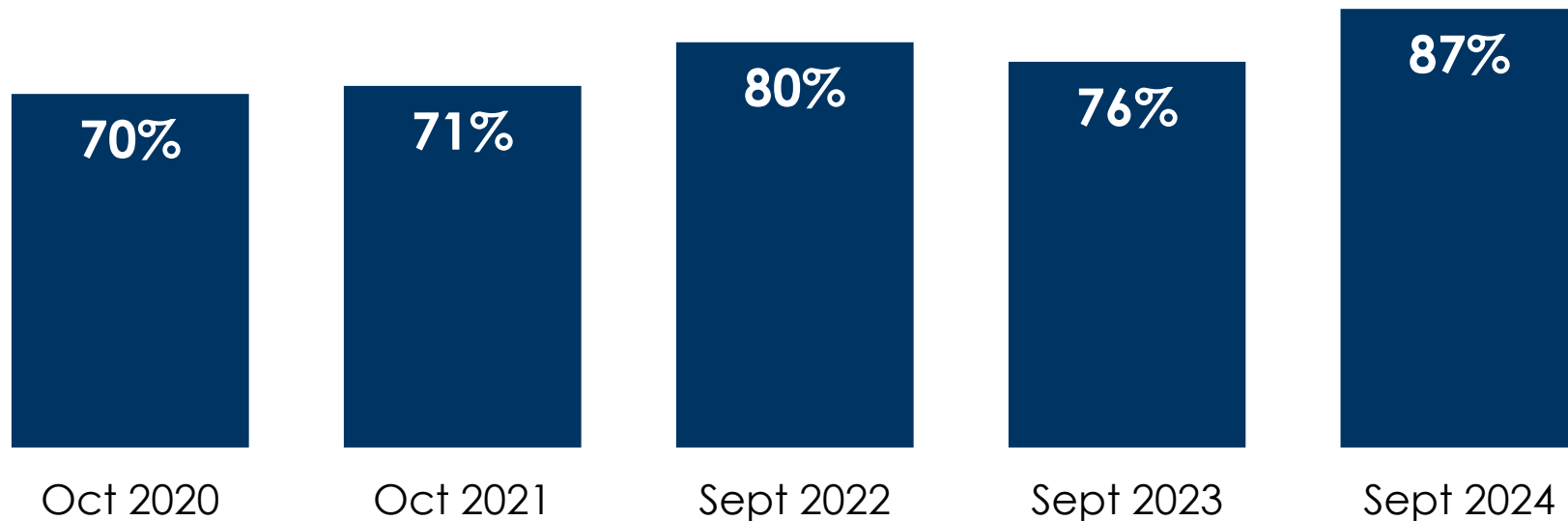
1,520 marketers/media agencies surveyed over 5 years about ZoneCasting

October 2020: 304 marketers/media agencies
October 2021: 300 marketers/media agencies
September 2022: 305 marketers/media agencies
September 2023: 305 marketers/media agencies
September 2024: 306 marketers/ media agencies

Nearly 90% of national marketers and media agencies use geotargeting, up from 70% in 2020

Q: Are you using any type of geotargeting for your company's/clients' advertising efforts? This type of targeting might include zoned cable (TV), direct mail, location-based targeting on mobile phones, etc.

% of marketers/media agencies who said yes



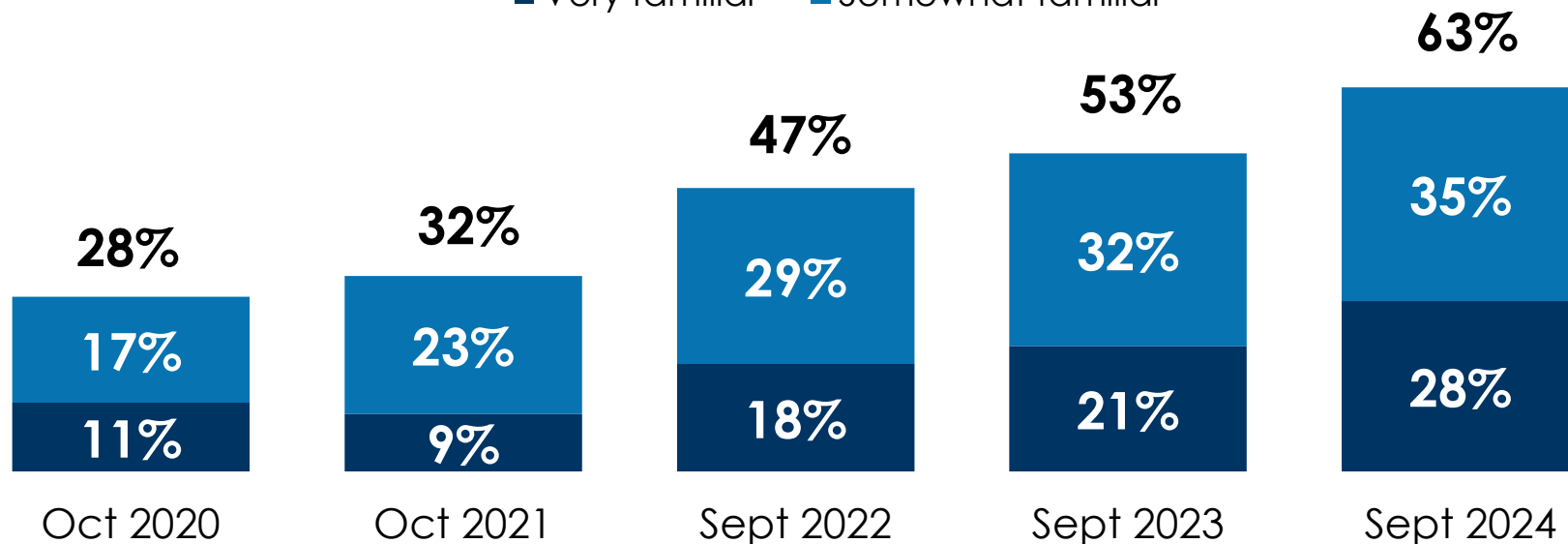
Source: Advertiser Perceptions survey of marketers/media agencies: October 2020: 304 marketers/media agencies; October 2021: 300 marketers/media agencies; September 2022: 305 marketers/media agencies; September 2023: 305 marketers/media agencies; September 2024: 306 marketers/ media agencies

Advertiser/agency familiarity with ZoneCasting increased significantly year-over-year: 63% are familiar

Q: How familiar are you with “ZoneCasting”, a new technology that allows AM/FM radio stations to broadcast different content “over the air” to different parts of their market based on location?

% among marketers/media agencies

■ Very familiar ■ Somewhat familiar



Source: Advertiser Perceptions survey of marketers/media agencies: October 2020: 304 marketers/media agencies; October 2021: 300 marketers/media agencies; September 2022: 305 marketers/media agencies; September 2023: 305 marketers/media agencies; September 2024: 306 marketers/ media agencies



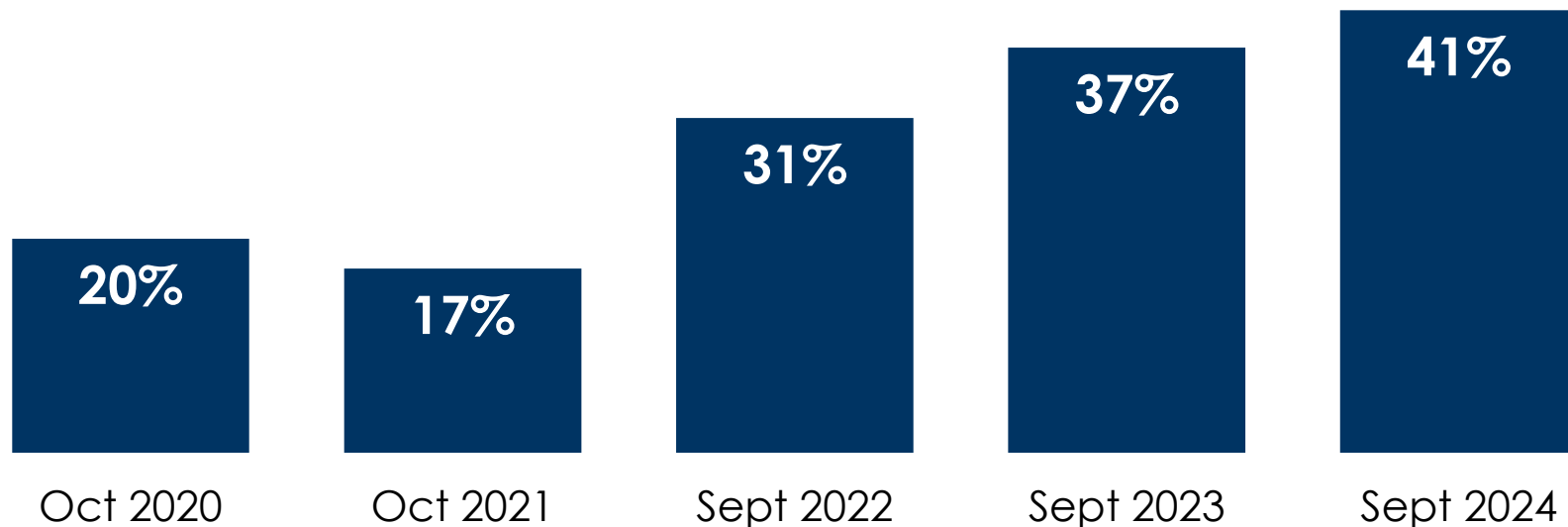
Advertiser
Perceptions



AUDIO ACTIVE
GROUP

Advertiser interest in AM/FM radio's ability to deliver geotargeted ads through ZoneCasting continues to grow

Q: How interested are you in the ability of AM/FM radio to deliver geotargeted ads “over the air” through “ZoneCasting”?
% of marketers/media agencies who said very interested

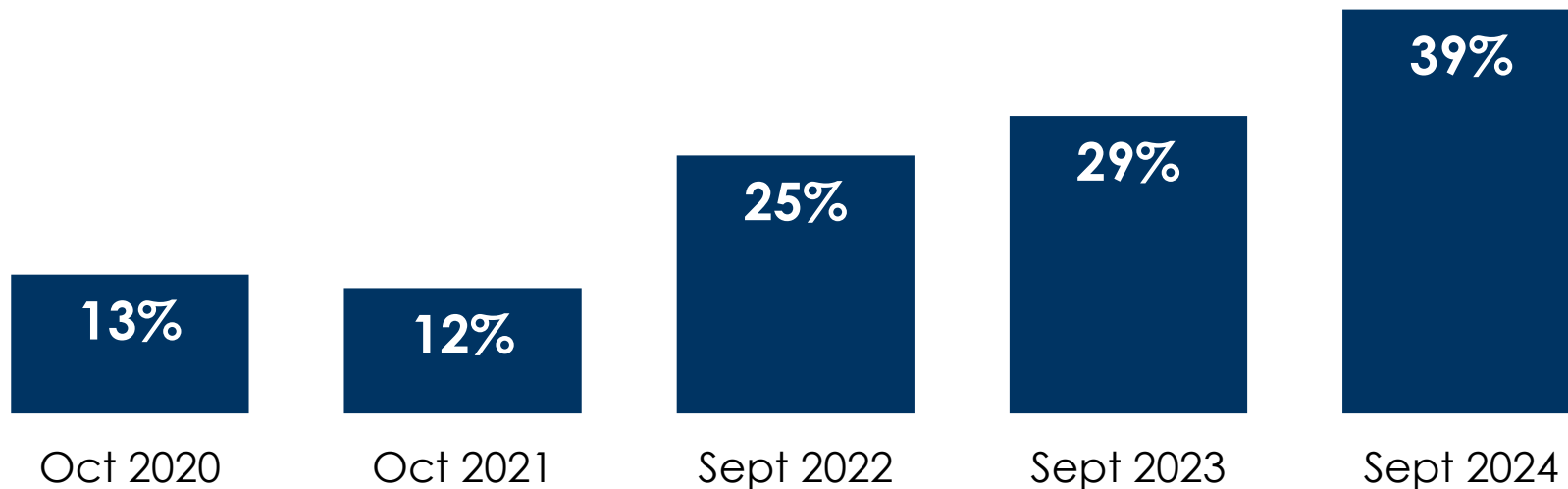


Source: Advertiser Perceptions survey of marketers/media agencies: October 2020: 304 marketers/media agencies; October 2021: 300 marketers/media agencies; September 2022: 305 marketers/media agencies; September 2023: 305 marketers/media agencies; September 2024: 306 marketers/ media agencies

39% of marketers/agencies say they will invest more with broadcast due to ZoneCasting

Q: Knowing that there is now the opportunity to use AM/FM radio to deliver geotargeted ads “over the air” through “ZoneCasting”, how likely are you to spend (or spend more) with broadcast AM/FM radio?

% of marketers/media agencies who said very likely



Source: Advertiser Perceptions survey of marketers/media agencies: October 2020: 304 marketers/media agencies; October 2021: 300 marketers/media agencies; September 2022: 305 marketers/media agencies; September 2023: 305 marketers/media agencies; September 2024: 306 marketers/ media agencies

Station reach

Day part activity

Heatmap

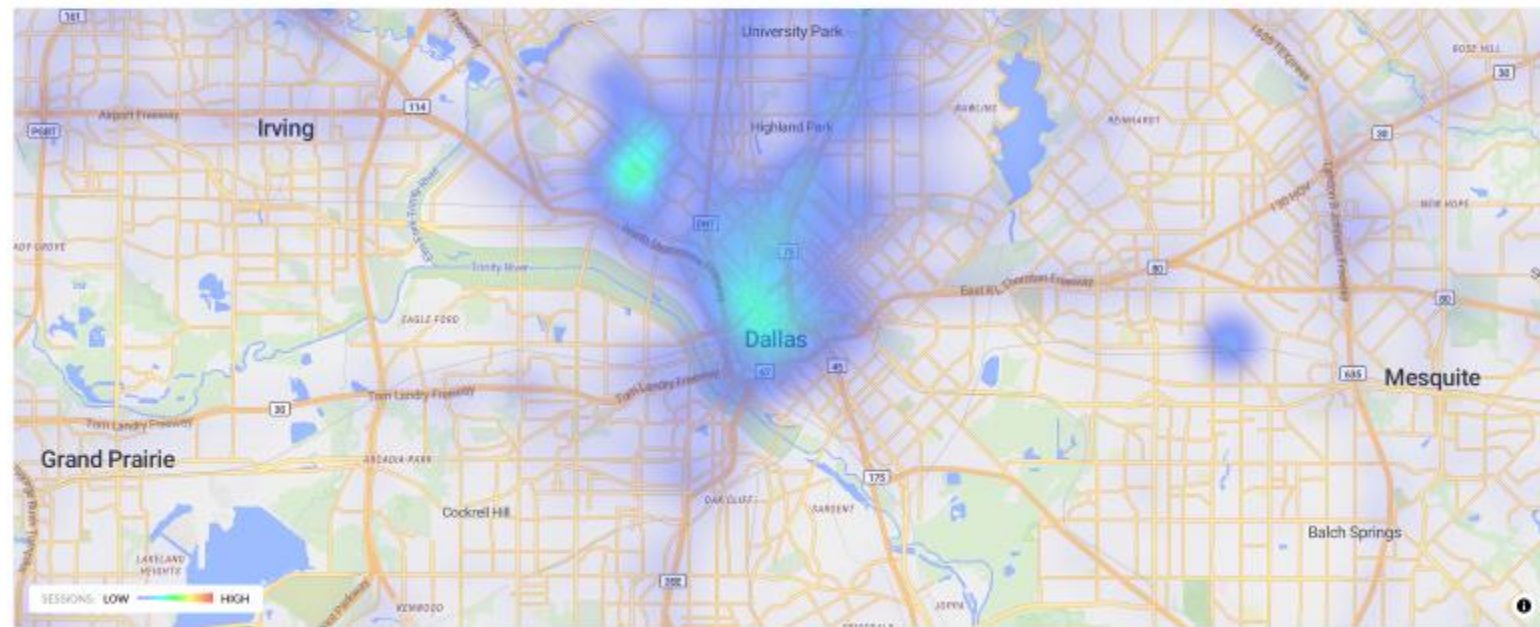
Music charts

HEATMAP

LEARN MORE

FILTER DAYS: WORK DAYS

SELECT BROADCAST: **96.7 FM TX** KTCK PLOODE 426A GCC 440 ECC A0



890 WLS WLS

4 / 20 / 2025 - 5 / 19 / 2025

Station details →

Station reach

Day part activity

Heatmap

Music charts

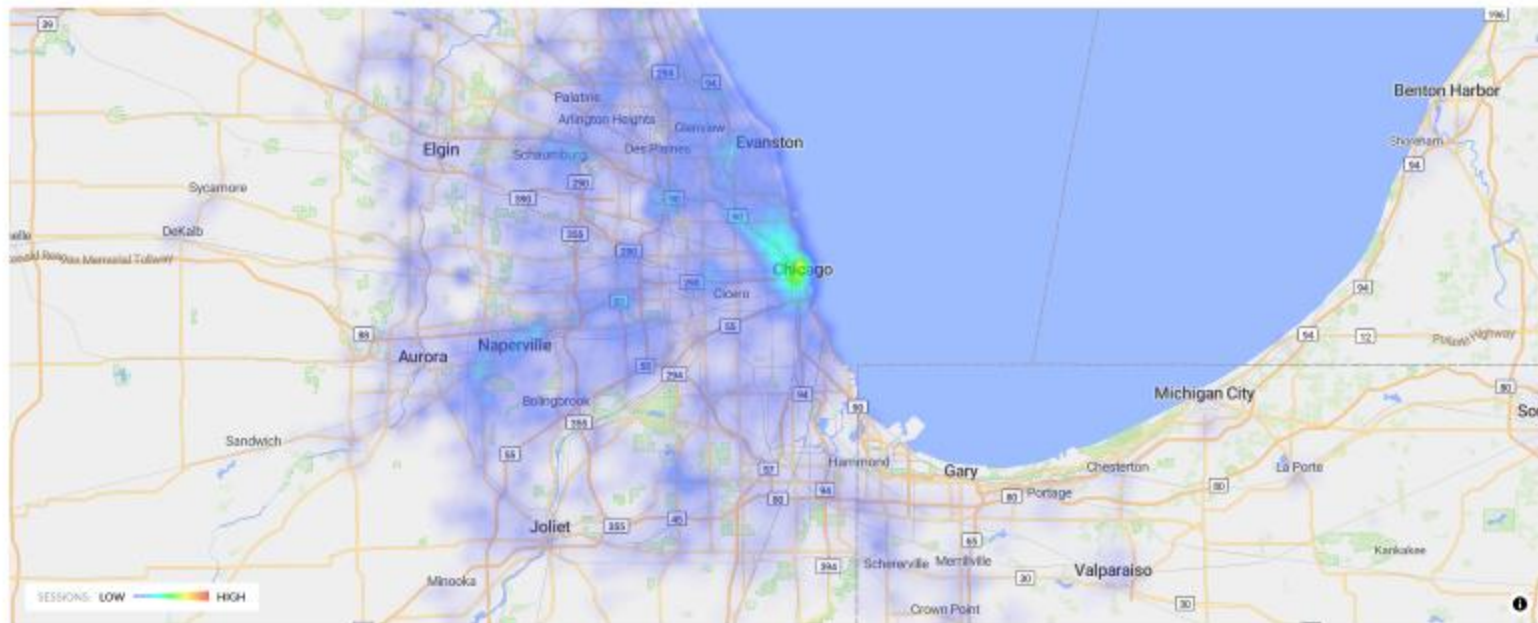
HEATMAP

LEARN MORE

FILTER DAYS:

WORK DAYS

SELECT BROADCAST: AM 890 AM CHICAGO-IL WLS R CODE - GOC - ECC A0





KIX 96 KYKZ



4 / 20 / 2025 - 5 / 19 / 2025



Station details →



Station reach



Day part activity



Heatmap



Music charts

HEATMAP

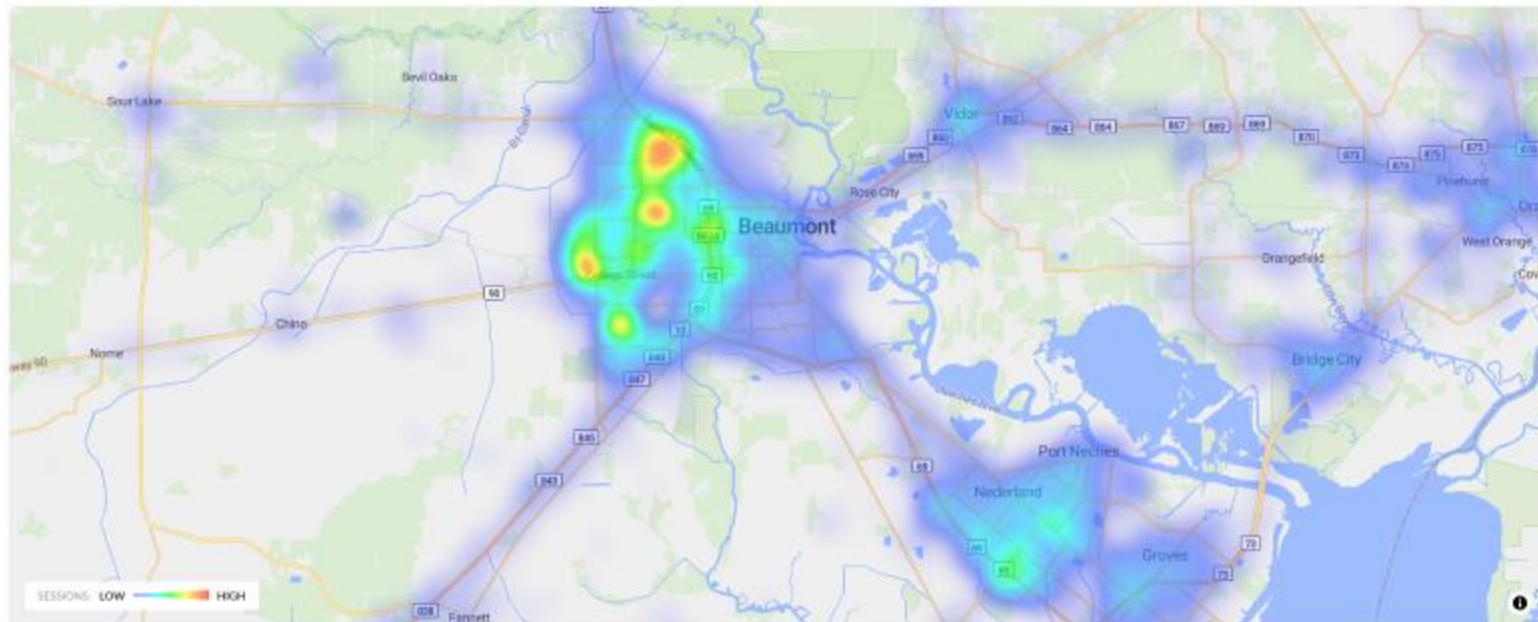
LEARN MORE

FILTER DAYS:

WORK DAYS

SELECT BROADCAST:

96.1 FM LAKE CHARLES, LA KYKZ PI CODE A57D GOC AA0 SOC A0





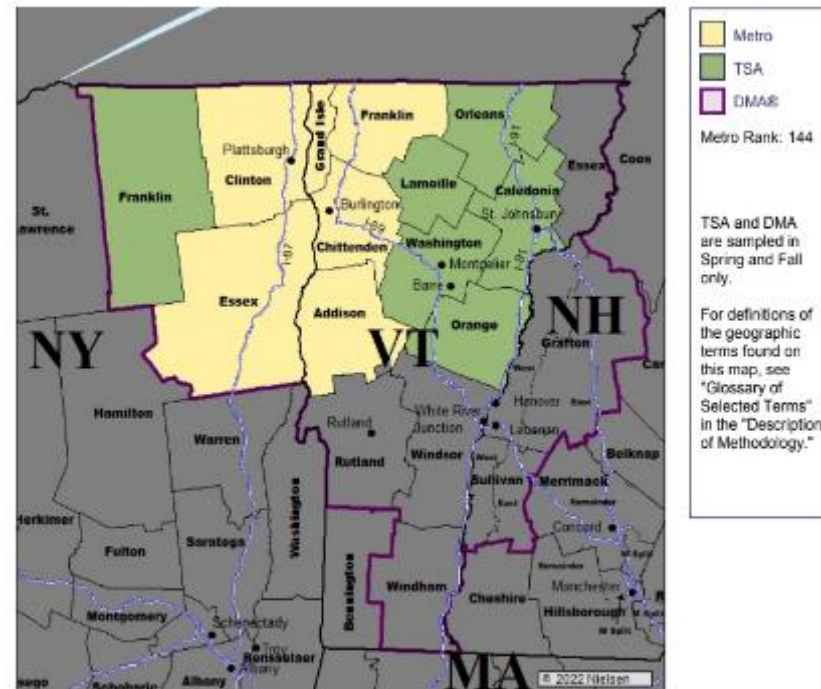
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Burlington-Plattsburgh

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Burlington-Plattsburgh



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Denver-Boulder

Denver-Boulder PPM



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PPM Data
PORTABLE PEOPLE METRICS

■ Metro
■ DMA③

Metro Rank: 18

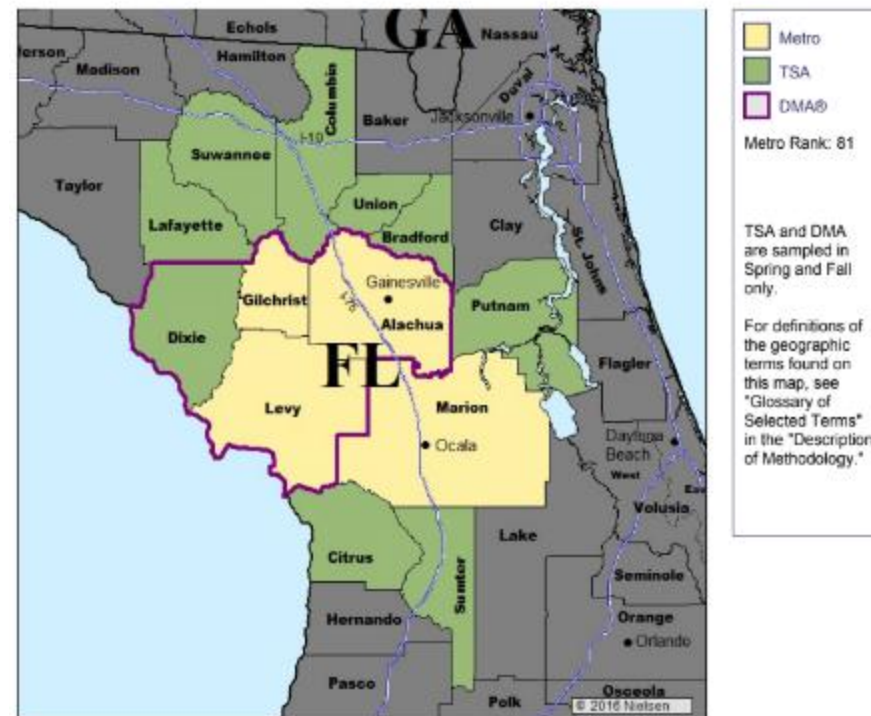
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Gainesville-Ocala

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Gainesville-Ocala



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Milwaukee-Racine

Milwaukee-Racine PPM



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PPM Data
PORTABLE PEOPLE METER

Metro
DMA®

Metro Rank: 44

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Monterey-Salinas-Santa Cruz

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Monterey-Salinas-Santa Cruz



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Omaha-Council Bluffs

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Omaha-Council Bluffs



Metro
TSA
DMA®

Metro Rank: 74

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Salt Lake City- Ogden-Provo

Salt Lake City-Ogden-Provo PPM



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Wilkes Barre-Scranton

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Wilkes Barre-Scranton



Metro Rank: 80

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