

# Think WDXB 102.5 The Bull is a Bargain?

You get what you pay for!

Not even 260 spots, one every 15 minutes M-F 6a-7P,  
can deliver what just 20 spots M-F 6a-7p deliver on  
**WZZK**

**TAPSCAN<sup>®</sup>**

*Benchmark Report*

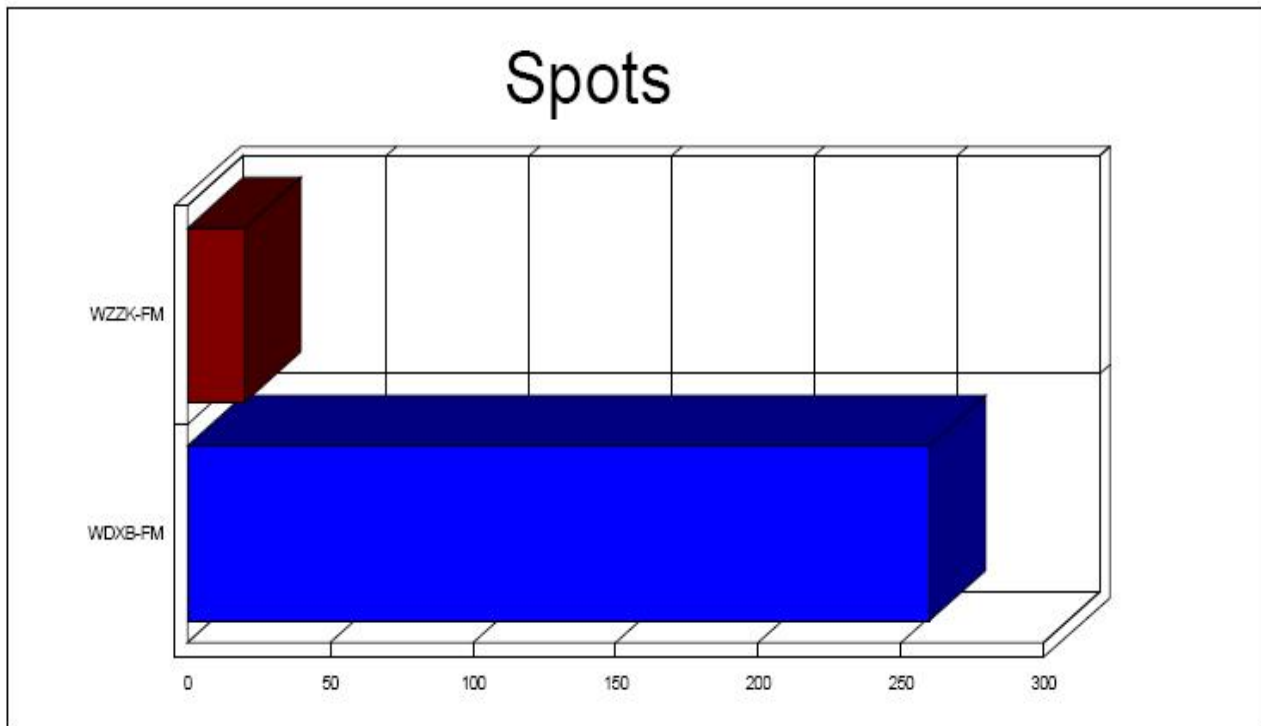
**BIRMINGHAM**

SPRING 2007 ARBITRON MaximiSer Metro Survey Area

M-F 6A-7P

ADULTS 18+ --- Population/Sample: 789,800/1,920

Spots Required to Equal Reach of 20 Spots on WZZK-FM  
Using MaximiSer Metro



SELECTED STATIONS	Spots	Persons Reached	Reach %	Freq	GRP's
WZZK-FM	20	102,300	13.0%	2.8	36.0
WDXB-FM	260	**88,700	11.2%	19.9	234.0

\*\* - Benchmark Reach could not be achieved by airing a spot in each of the 260 quarter-hours in this daypart.