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X-Ray Training Sessions

Have you ever wondered what new advertisers entered your radio advertising market this year? How about who the biggest spenders on radio were this year that you had no share on or the advertisers that are not currently buying radio at all? What about the fastest growing industries or the advertisers that have doubled their spending since 2004. Did you know that all of these queries can be run in the current version of our X-Ray software? Would you like to find out simple ways to get this data? Miller Kaplan would like to help you!

Call us today to schedule a web based training that is tailored just for your station with your data! We will work with your agenda to make certain that you have the right tools to go after advertiser dollars that are being left on the table. To schedule a training session, contact Andrew Rosen at Miller Kaplan at (818) 487-1171 or email him at arosen@millerkaplan.com. The only requirement is that you have a computer with Internet Access, a phone and 45 minutes of your time available.

To Find Hot Categories In Your Market for 2006, Look At 2005 First.

While radio advertising revenue growth across the nation remains flat, a number of industries are continuing to outperform the rest of the market. However, one category is dragging the overall growth.

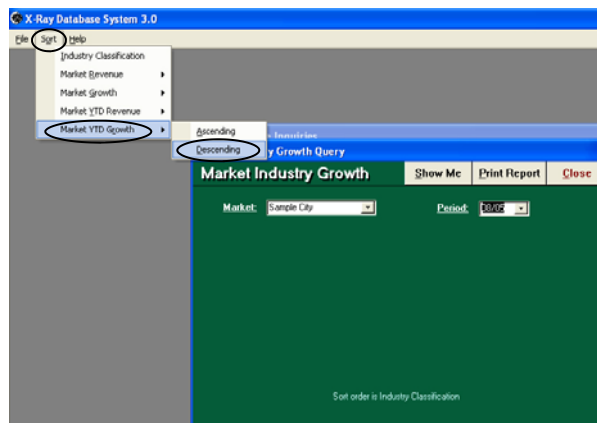
It should come as no surprise that in most markets, advertising from companies in the Communications Industry is down. With the continued consolidation in the Wireless Market (Cingular/AT&T and Sprint/Nextel mergers), there are 2 less active advertisers than there were just a year ago. According to Radio's Leading Advertisers, AT&T and Nextel ranked 17th and 26th respectively in

local market spot radio advertising in 2004. That coupled with 2005 not being a major political year, impacted radio revenue in 2005.

This makes it especially important to look for the hot categories in your market that are generating additional revenue.

Looking for these hot categories is easy! When you open X-Ray, click on the Industry tab, then select Market Industry Growth. Up at the top left of the page, Click on Sort, then select

Market Year to Date Growth (Descending Order). This will show you the fastest growing Industries at the top.



Sales Management Queries - A Better Way To Compare!

Sure, you can get your Account Executive's billed revenue direct from your traffic system, but were you aware that the sales management section of the X-Ray system allows you to view the same information with the inclusion of market revenue data by account so that you can see how your Account Executive's are doing in terms of market share. Measuring your stations revenue alone doesn't give you a broad perspective on your Account Executive's overall performance.



To do this, begin by selecting "Create AE Record" in the Sales Management Section. Then, you may assign each of their accounts by going to "Assign AE to Account". After they are set up, all you have to do is run the AE queries that are listed on the Station or Multimedia Tab in the X-Ray Database Inquiries Section. You can run a summary for each AE's with their share and rank by account, or run reports showing your individual AE's growth (year-over-year comparisons for each account).

X-RAY ADvantage Targeted Sales Leads

- Tired of stagnant (or even declining) station revenue growth?
- Looking for a proven system to increase your station's revenue?
- Would you spend \$600 (and make a few phone calls) to find \$50,500* of NEW station revenue per quarter?

X-RAY ADvantage utilizes our 35 market macro database of Radio, TV, and Newspaper advertisers, then applies years of experience in strategic research, analysis, and judgment to identify top advertisers that are spending little (or nothing) on your station.



The quarterly "Money Page" report from X-RAY ADvantage gives you a list of 25 under-performing advertisers with the greatest upside revenue potential in your market – based on your station's distinct format and listener demographics.

We tell you which companies are ready to invest advertising dollars on your station, how and where to contact them, and – most importantly – a starting point dollar amount to be used as a launching pad for issuing your sales proposal.

UNDER PERFORMING - CYCLICAL/SEASONAL - RADIO ADVERTISERS					
ADVERTISER	AGENCY	CONTACT	PHONE	REVENUE	POTENTIAL
1 American Online	W & W Group	Stacy Peterson	(800) 265-4801	\$ 64,000	\$ 64,000
2 AstraZeneca Pharmaceuticals	AdMedia	Gary Garcia	(800) 770-2806	\$ 21,000	\$ 21,000
3 Aha	Reynolds Communications Eric Tamara Gaid	(321) 666-9200		\$ 20,000	\$ 20,000
4 Aha	Carol K.A.	Jeff Andrews	(760) 427-2000	\$ 24,000	\$ 24,000
5 Starling & Key Investors	Richard's Group, The	Stephanie Hales	(760) 891-9700	\$ 22,000	\$ 22,000

UNDER PERFORMING - TOP SPENDING - RADIO ADVERTISERS					
ADVERTISER	AGENCY	CONTACT	PHONE	REVENUE	POTENTIAL
1 ABC TV	Media Edge	Tony Peters	(800) 265-4801	\$ 22,500	\$ 22,500
2 Empire Today Concepts	Perfection	Levi Sharfman	(800) 770-2806	\$ 15,000	\$ 15,000
3 AA State Lottery	MediaCom	Levi Sharfman	(321) 666-9200	\$ 26,000	\$ 26,000
4 Access Dealer Association	Leo Burnett	Mark Klein	(760) 427-2000	\$ 24,500	\$ 24,500
5 AirTran Airways	Blitz Media	Adrian Holmes	(760) 891-9700	\$ 25,500	\$ 25,500
6 Lowes Home Center	Deutsch Inc.	Eric Bass	(800) 725-8121	\$ 21,500	\$ 21,500
7 Frito Lay	Kastner & Partners	Ben Wilson	(800) 347-1000	\$ 28,500	\$ 28,500
8 Radio Department Stores	Garner Rothman Inc.	Kevin Ergal	(800) 463-8242	\$ 44,000	\$ 44,000
9 RadioPlus Music Centers	WJ RadioPlus Centers	Charles Mason	(800) 265-2000	\$ 25,000	\$ 25,000
10 Revolution Corporation	Horizon Media	Stephanie Hales	(800) 664-1000	\$ 29,500	\$ 29,500

TOP SPENDING - "NON - RADIO" ADVERTISERS					
ADVERTISER	AGENCY	CONTACT	PHONE	REVENUE	POTENTIAL
1 Blue Cross Blue Shield	Blue Cross Blue Shield	Tom Shortness	(800) 229-4444	\$ 12,000	\$ 12,000
2 2000 Designer Show Warehouse	Compassion Midwest City	Earl Murray	(800) 791-9900	\$ 3,750	\$ 3,750
3 Lincoln Mercury Dealer Association	Lincoln Mercury Dealer Associa	Harve Smith	(302) 232-9100	\$ 3,500	\$ 3,500
4 Los Vegas Committee & Writers	Don Ingger Group, The	Mark McMillan	(760) 510-8000	\$ 2,500	\$ 2,500
5 Southwest Airlines	DMG USA	Jerri	(760) 891-9700	\$ 2,500	\$ 2,500
6 Ford & Lexus	Martin Agency	Robert Johns	(800) 265-4801	\$ 2,500	\$ 2,500
7 Albert	DMG USA	Phil Miller	(800) 770-2806	\$ 2,250	\$ 2,250
8 Hyundai	McCann Erickson	Paul Morabito	(321) 666-9200	\$ 1,000	\$ 1,000
9 Harrah's Casino & Hotel	Harrah's Casino & Hotel	Lizy Jones	(760) 427-2000	\$ 5,000	\$ 5,000
10 Sleep Number Mattresses	Richard's Group, The	Stephanie Hales	(760) 891-9700	\$ 2,250	\$ 2,250

This list is then further analyzed for advertisers who most closely match your station's unique listening audience, using such criteria as gender and age groups, ethnicity, education, household income, residence ownership, likelihood of children in the home, and particular spending habits of format listeners.

To sign up for this service, please contact:

Paul Millard, Director of "X-RAY ADvantage – Targeted Sales Leads"
Phone: (818) 769-2010 - ext 1185
Email: pmillard@millerkaplan.com

* Station Average of NEW Revenue per quarter - for 2004/2005 clients

“Radio’s Leading Advertisers is the only publication that shows actual radio spending for the top 100 advertisers nationally ”

Radio’s Leading Advertisers Online

Miller, Kaplan, Arase & Co., LLP is publishing its 2005 year end Radio’s Leading Advertisers and future quarterly updates online.

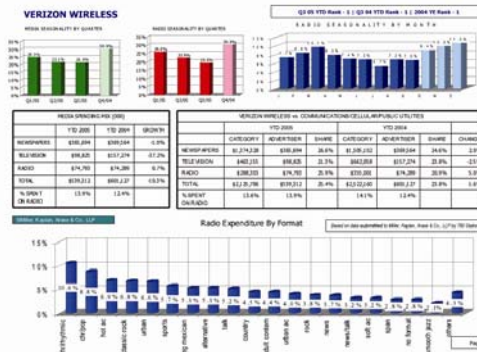
Radio’s Leading Advertisers is the only publication that shows actual local spot radio spending for the top 100 advertisers . This publication includes total media seasonality by quarter as well as Radio seasonality by month allowing you to find cyclical advertisers like Home Depot which spends over a third of its annual radio budget in April and May. It also includes Media Mix Trends, Category Comparisons and Expenditure by Format. Also included in this groundbreaking data are the top 50 advertisers by format with their format

rankings for current period and prior year. Easily see which advertisers are climbing up the charts in your format and capitalize on their increased spending!

Quarterly updates of Radio’s Leading Advertisers are published within six weeks of the close of the quarter and are available to all subscribers. Each quarter you will receive a link to download the quarterly updates.

The Subscription rate for all of 2006 is only \$175.00 for X-Ray

Focus Readers. With your 2006 subscription, we will provide access to data for all of 2005 for no additional charge. While supplies last, you will also get the printed 2004 year end edition. To order this valuable resource, go to www.radiosleadingadvertisers.com or call Christina Marko at (818) 769-2010.



X-Ray 4.0 Now In Development

Miller, Kaplan, Arase & Co., LLP is happy to announce that it has recently begun development of an updated version of X-Ray database query software. Thank you to all of our clients for your constructive feedback. We are making some exciting changes to the design as well as adding a number of queries.

One of the main changes to the program is the way in which we support agency information. Currently, you are only seeing the primary agency for an advertiser in your market. In our next version, you will be able to see all of the agencies that have placed business for an advertiser. We will be maintaining our exclusivity rules to protect your proprietary relationships. In addition to the agency changes, we are incorporating sub-category breakouts into our system . In the future, you

will be able to break the Automotive category down further into sub-categories of “Manufacturers, Dealer Groups, or Local Dealers.”

Lastly, we are making some noticeable changes to the design of the software and the data result screens. We will be combining the station and cluster queries and expanding the size of the input form to allow for easier sorting and exporting of your data into Excel. We will also be adding agency information next to the advertiser on station share reports.

If you would like to be considered as a beta-tester, please email us at mkaxray@millerkaplan.com or call us at 818-487-1197. We will be providing you some sneak peaks as they become available.

Do you want to be a beta-tester for X-Ray Version 4.0? Send us an email and let us know.



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“Success is the sum of small efforts —
repeated day in and day out.”

- Robert Collier

X-RAY Single User or Network Installation. Which Is Best?

Determine your X-Ray configuration, Single-User or Network? There are two configuration options for installing the X-Ray Database System. A Single-User installation is for an individual desktop or laptop computer, used by only one person. A Network installation involves a file-server computer and any number of connected workstation computers, enabling multiple-user access. Please contact X-Ray Technical Support at (818) 487-1197 if you need assistance determining your X-Ray configuration before beginning installation.

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