



**FEATURED  
ARTICLES:**

- **X-Ray 4.0 Preview**  
Page 1
- **Account Executive  
Share Analysis**  
Page 2
- **2006 Radio's  
Leading  
Advertisers**  
Page 3
- **Access Your  
X-Ray Media Book  
Online**  
Page 3
- **Internet Explorer  
7.0 and FTP**  
Page 4
- **X-Ray FOCUS  
Subscription**  
Page 4

## X-Ray 4.0 Preview

As part of the Version 4.0 X-Ray Database Software, new queries have been added to the upcoming release. One of the more notable is the Interval Growth query which allows you to select a range of time and compare, on an advertiser-by-advertiser basis, the growth for each advertiser that spent on your station for the same period in the prior year.

You have the option of looking at the Interval Growth for a single station, a sub-cluster or your entire cluster. In addition, you will be able to view accounts that are filtered as being either Local Direct, Local Agency or National Accounts.

The results screen presents the advertiser with the corresponding agency (or multiple agencies where there have been more than one agency placing business on behalf of that advertiser) along with the side-by-side presentation of the current period selected to the prior period beginning one year earlier. For the first time, you will be able to track your station's growth on an advertiser-by-advertiser basis crossing multiple periods.

Clicking on "Multiple" under the agency column will result in a drill down that will allow you to better understand the market spending by each advertiser by seeing those agencies currently placing business for them.

Advertiser	Agency	Current 10/05 - 12/05	Prior 10/04 - 12/04	Growth
JC PENNEY	MULTIPLE	\$83,235	28,510	192.0%
T MOBILE WIRELESS SERVICE	MULTIPLE	\$75,120	0	100.0%
FULTON HOMES	MULTIPLE	\$66,850	10,400	542.8%
VERIZON WIRELESS	MULTIPLE	\$61,525	87,850	-30.0%
ALCOCK & ASSOCIATES ATTORNEYS	MULTIPLE	\$55,035	71,360	-22.9%
FORD MOTOR CORPORATION	MULTIPLE	\$43,310	0	100.0%
ECHOSTAR DISH NETWORK	MULTIPLE	\$41,310	0	100.0%
PASADENA RANCH MARKET	MULTIPLE	\$40,695	19,595	107.7%
ALBERTSONS	MULTIPLE	\$40,635	45,240	-10.2%
SAFEWAY	MULTIPLE	\$38,130	68,715	-44.5%
VALLEY TOYOTA DEALERS	CRAMER KRASSLIT ADVERTISING	\$37,115	0	100.0%
PEPSI COLA	MULTIPLE	\$36,195	0	100.0%
LEAP WIRELESS	MULTIPLE	\$33,850	0	100.0%
SANTAS A CHRISTMAS THEME PARK	MOLINA MEDIA GROUP	\$29,895	0	100.0%
LA FERRONA	MULTIPLE	\$29,845	22,900	30.3%
SPRINT	MULTIPLE	\$27,140	0	100.0%
QWEST COMMUNICATIONS	MULTIPLE	\$26,055	30,330	-14.1%
Totals		\$2,038,512	1,763,408	15.6%

Advertiser	Agency	Current 10/05 - 12/05	Prior	Growth
T MOBILE WIRELESS SERVICE	CONILL ADVERTISING	\$75,120	0	100.0%
T MOBILE WIRELESS SERVICE	OPTIMEDIA INTERNATIONAL	\$0	0	0.0%
T MOBILE WIRELESS SERVICE	DIRECT	\$0	0	0.0%
Totals		\$75,120	0	100.0%

# Account Executive Share Analysis

Are you jumping on your Account Executive as they have lost 30% of your previous year's revenue for one advertiser or are you praising them because they grew another advertiser by 40%? Well, in either case, revenue analysis isn't the only way to determine an Account Executive's success, you need to look at their shares.

While it may take a little bit of work to get there, the clients that use the Sales Management section of X-Ray are glad that they do. For one, it shows you on a monthly basis the aggregate share of all of your Account Executives so that you can see how they are doing in the market. In addition, you have the ability to breakdown an Account Executive to look at each one of the advertisers on their account list. Think about the scenario that ABC Nissan is spending 50% less in the market than they did last year. If your Account Executive only lost 30% of their revenue on a year-over-year basis, they actually gained market share. Subsequently, if an advertiser like "XYZ Beverages" spent 40% more on your station between last year and now, on the surface, that is excellent, but in reality, if the advertiser spent 80% more in the market than they did last year, your market share has declined.

X-Ray 3.0 has a Sales Management section to assist you in monitoring this information. To do so, all you have to do is create your account executives and assign them to the accounts on their list. This way, when you are doing your reviews, you can run a share report that will provide an excellent indication of their performance.

The screenshots on the right show three advertisers that spent significantly more in 2005 than in 2004 both in the market and on our station in aggregate, but in looking at our share of this advertiser's spending that the Account Executive has received, we have gone from a combined 20.8% share to now having only a 15.2% share. Just remember that there is not a direct correlation between increases or decreases in overall revenue and share. You need to look at both.

**AE Growth Query Results**

AE Growth for User, Test  
KBBB-FM

Print Report Return

Advertiser	Period			Year-to-Date						
	08/05	Rank	08/04	Rank	Change	08/05	Rank	08/04	Rank	Change
AT&T WIRELESS	\$11,235	3	6135	4	83.1%	\$70,920	5	38,490	5	84.3%
WELLS FARGO BANK	\$9,690	4	16060	3	-39.7%	\$80,905	3	47,500	3	70.3%
WOOD TV	\$0		0		0.0%	\$34,425	3	35,850	3	-4.0%
<b>Totals</b>	<b>\$20,925</b>		<b>22,195</b>		<b>-5.7%</b>	<b>\$186,250</b>		<b>121,840</b>		<b>52.9%</b>

Record: 1 of 3 (Filtered)

**AE Shares Query Results**

User, Test  
KBBB-FM

Print Report Return

Sample City: 08/05

Advertiser	08/05				Year-to-Date			
	Market	Station	Share	Rank	Market	Station	Share	Rank
AT&T WIRELESS	\$93,910	11,235	12.0%	3/8	\$532,655	70,920	13.3%	5/9
WELLS FARGO BANK	\$50,955	9,690	19.0%	4/5	\$408,715	80,905	19.8%	3/5
WOOD TV	\$0	0	0.0%	--/0	\$284,568	34,425	12.1%	3/10
<b>Totals</b>	<b>\$144,865</b>	<b>20,925</b>	<b>14.4%</b>		<b>\$1,225,938</b>	<b>186,250</b>	<b>15.2%</b>	

Record: 1 of 3 (Filtered)

**AE Shares Query Results**

User, Test  
KBBB-FM

Print Report Return

Sample City: 08/04

Advertiser	08/04				Year-to-Date			
	Market	Station	Share	Rank	Market	Station	Share	Rank
AT&T WIRELESS	\$31,005	6,135	19.8%	4/4	\$225,975	38,490	17.0%	3/7
WELLS FARGO BANK	\$66,230	16,060	24.2%	3/4	\$169,600	47,500	28.0%	2/4
WOOD TV	\$14,400	0	0.0%	--/1	\$191,600	35,850	18.7%	1/9
<b>Totals</b>	<b>\$111,635</b>	<b>22,195</b>	<b>19.9%</b>		<b>\$587,175</b>	<b>121,840</b>	<b>20.8%</b>	

Record: 1 of 3 (Filtered)

# 2006 Radio's Leading Advertisers

“Classic Rock and Sports are the top two formats that Allstate allocates its spending on.”

Among the top 100 advertisers which ones are increasing their spending nationwide and which ones are cutting back? What formats are these advertisers buying? How do they allocate their spending by month? Do they favor winter or summer to spend a larger percentage of their budget on Radio?

All of these questions are answered by looking at Miller Kaplan's quarterly Radio's Leading Advertisers Report.

“Radio's Leading Advertisers” breaks out the top 100 advertisers in Radio so that you can spot nationwide trends as they are developing.

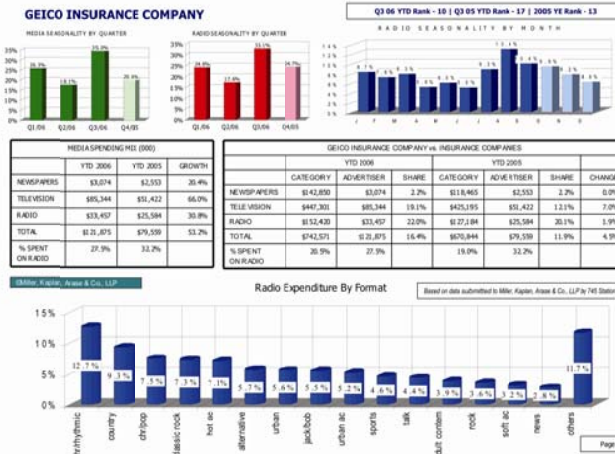
In addition, you can see how advertisers in the top 100 cyclically spend their Radio advertising budgets. Most importantly, the report breaks out the trends of each of the advertisers to see how they allocate their budgets across the multiple formats that are covered.

For the quarter ended September 30th, 2006, you would be able to see that Insurance Companies including GEICO and Allstate

insurance have both significantly increased their spending on Radio by going up an aggregate 55% over the same period in 2005. You would also see that GEICO focuses its attention on the CHR/Rhythmic and Country formats versus Classic Rock and Sports as the

top two formats on the Allstate spending distribution.

A few of the new additions to the top 100 list for the nine months ended September 2006 are Buena Vista Pictures, JP Morgan Chase, Volvo Motor Corporation and Hyundai Dealer Association.



For only \$175 you can access the entire list of Radio's Leading Advertisers by ordering your copy at [www.radiosleadingadvertisers.com](http://www.radiosleadingadvertisers.com). The data for the year ended 2006 will soon be posted. Submit your order with the Sales Code "Focus" and , in addition to the data for the year ended 2006 and the 3 additional quarterly updates for 2007, you will receive data for the year 2005 included in your subscription at no additional charge.

## Access Your X-Ray Media Books Online

Last year we began promoting that Miller Kaplan's monthly X-Ray books were available online via FTP. Thank you to all of those that have expressed your enthusiasm to us. You should all have received a user name and password enabling your access to view and to download the reports online. In your FTP directory you will be able to see the current month's book as well as the previous month's book at any time. In having the Media Book available online, you gain access to the data presented in the books far earlier than ever before. In addition, you can e-mail them to colleagues as well as print out only the sections that you are interested in reviewing in further detail.

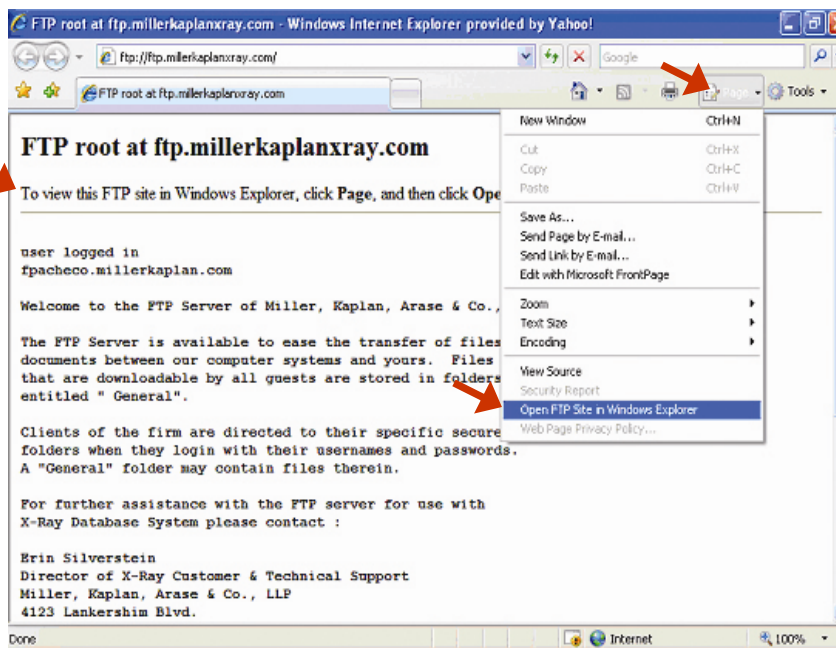
As previously communicated, Miller Kaplan will discontinue production of the hard copy versions of these reports for 2007. If you have any questions or you need assistance accessing the media books, please contact customer service at (818) 487-1197 X 3 or e-mail [mkaxray@millerkaplan.com](mailto:mkaxray@millerkaplan.com)

“You will be able to see the current month's book as well as the previous month's book at any time”

# Internet Explorer 7 and FTP

Microsoft, which recently released Internet Explorer 7, has disabled the software program from allowing downloads via FTP. If you currently get data from Miller Kaplan via FTP, don't despair as there are easy to navigate instructions on how to properly download the data which are just as easy. If you have an existing FTP account, which allows you easy access to your monthly X-Ray Data Updates and media books, you can get access to the data from Windows Explorer. To do so, follow these simple steps:

1. Open the email received from Miller Kaplan containing the following link <ftp://ftp.millerkaplanxray.com>
2. Click on the link to get the root page shown on the right. The directions to follow are right below the heading "FTP root at ftp.millerkaplanxray.com/".
3. Click on the drop down entitled "Page" off of the Internet Explorer Browser Bar.
4. Select the Drop Down "Open FTP Site in Windows Explorer"
5. You will be prompted to enter your User Name and Password. To avoid entering this information in the future, the Save password option could be checked.
6. Click on Log On, to see your folders.



**Miller, Kaplan, Arase & Co., LLP**  
 CERTIFIED PUBLIC ACCOUNTANTS

4123 LANKERSHIM BOULEVARD  
 NORTH HOLLYWOOD, CALIFORNIA 91602-2828

## X-Ray FOCUS Subscription

Phone: 818-769-2010  
 Fax: 818-769-3100  
 Website: <http://www.millerkaplan.com>  
 E-mail: [mkaxray@millerkaplan.com](mailto:mkaxray@millerkaplan.com)

"Success is the sum of small efforts — repeated day in and day out."  
 - Robert Collier

Thank you for all of your feedback. It is great to see that this publication is well received in the market. The X-Ray FOCUS is designed to keep you posted with upcoming developments that pertain to X-Ray as well as recent trends in Radio. If you have any co-workers that would like to receive our newsletter, have them forward an E-Mail, with the subject line "Subscribe" to [xrayfocus@millerkaplan.com](mailto:xrayfocus@millerkaplan.com). We will be sure to include them in our next quarterly newsletter.

If you have any great story lines or feedback to an article that we have recently written, please contact us as well. We would love to hear from you.

**George Nadel Rivin, CPA**  
 Partner-In-Charge of  
 Broadcast Services

**Don Garrett, CPA**  
 Partner

**Christine Lopez**  
 Director of X-Ray Operations

**Erin Silverstein**  
 Director of X-Ray Customer  
 and Technical Support

**Paul Millard**  
 Manager of X-Ray Advantage

**Andrew Rosen**  
 Manager of X-Ray Product  
 Development and Editor:  
 X-Ray Focus

**David Silverman**  
 Training Specialist

**Peter Nunes**  
 X-Ray Customer and  
 Technical Support