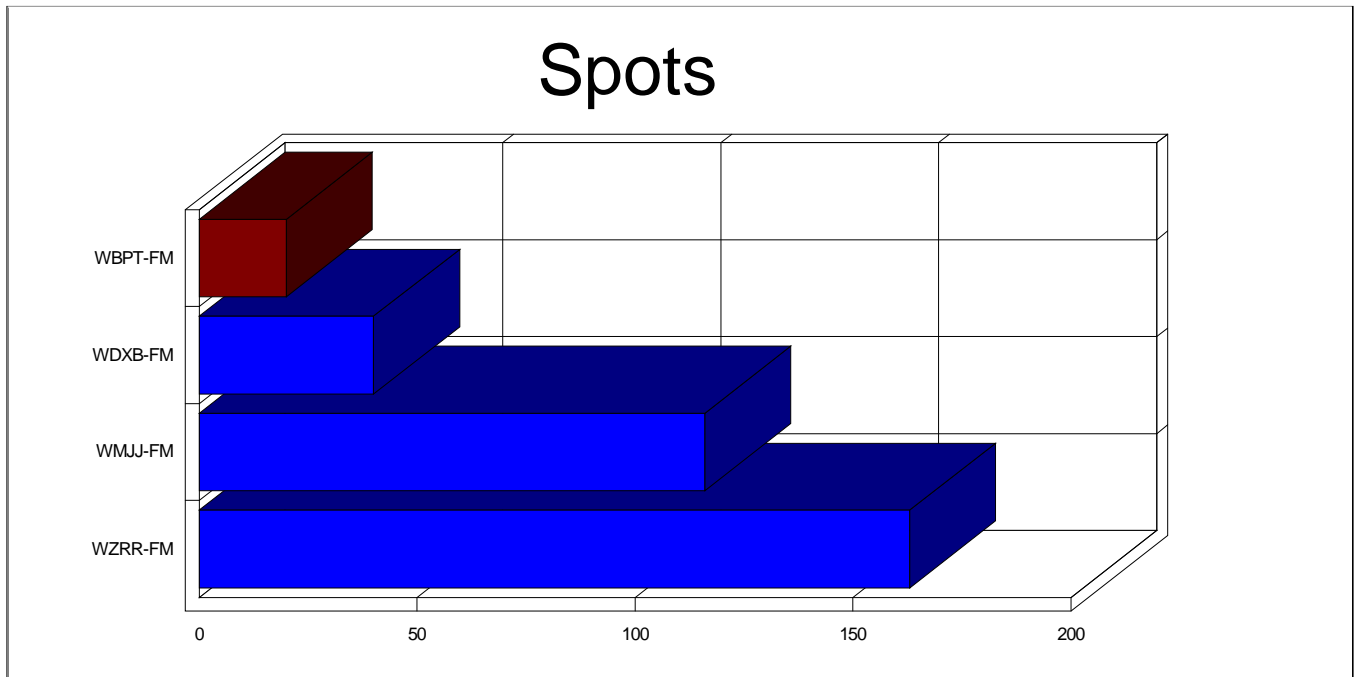


**BIRMINGHAM**  
**SPRING 2007 ARBITRON Maximi\$er Metro Survey Area**

**M-F 6A-7P**  
**ADULTS 25-54 --- Population/Sample:442,000/993**  
**Spots Required to Equal Reach of 20 Spots on WBPT-FM**  
**Using Maximi\$er Metro**



<b>SELECTED STATIONS</b>	<b>Spots</b>	<b>Persons Reached</b>	<b>Reach %</b>	<b>Freq</b>	<b>GRP's</b>
WBPT-FM	20	42,200	9.5%	2.6	24.0
WDXB-FM	40	42,200	9.5%	3.7	36.0
WMJJ-FM	116	42,200	9.5%	9.9	92.8
WZRR-FM	163	42,200	9.5%	15.5	146.7