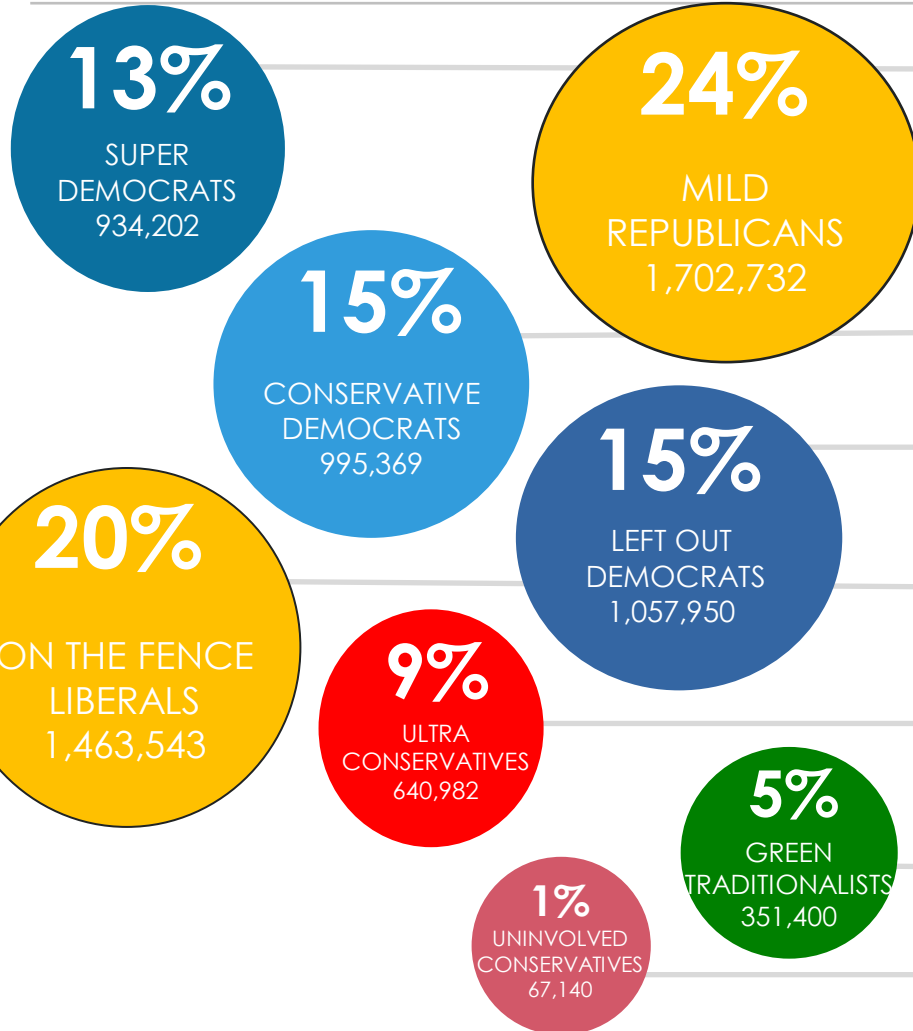

Spatial Sales At Work: Sales Presentations

Composition of Los Angeles DMA By Political Persona (Among Registered Voters)



SUPER DEMOCRATS

"Very Liberal." Very strong liberal opinions on a variety of topics, including the environment, health care, immigration, education, and the economy. Social issues show a very liberal skew including right to live and legalizing drugs. Very involved in their communities.

MILD REPUBLICANS

Consider themselves "middle-of-the-road" or "somewhat conservative." On-the-fence on key issues like health care, the environment, and religion. More conservative views on social security, immigration, employment, and education. More liberal with their attitude toward right to live, legalizing drugs, and pornography.

CONSERVATIVE DEMOCRATS

More likely "somewhat conservative" or "very conservative." Very well informed adults who have strong opinions on key issues that do not conform to traditional thinking by Democrats. More likely to be "pro-life." Religion plays an important role in their lives. Liberal views on issues like the environment and immigration.

LEFT OUT DEMOCRATS

Consider themselves "middle-of-the-road" or somewhat/very liberal. Not engaged or opinionated on the majority of political and social issues. Have jaded or apathetic views to things like education, the economy, the environment, and health care.

ON THE FENCE LIBERALS

"Middle-of-the-road" and "any liberal (somewhat to very.)" This segment does not have strong feelings on any key political issues, but they do have a slight skew to more liberal thinking. This rings true for issues like right-to-life and religion. Other issues show a more on-the-fence attitude that is not strong either way including the economy, health care, education, and immigration.

ULTRA CONSERVATIVE

"Very conservative." Well-informed, community-minded individuals. On all key election issues, they skew traditional and conservative – employment, the environment, immigration and health care. Very conservative regarding social issues – right-to-life, religion, legalizing drugs, and pornography.

GREEN TRADITIONALISTS

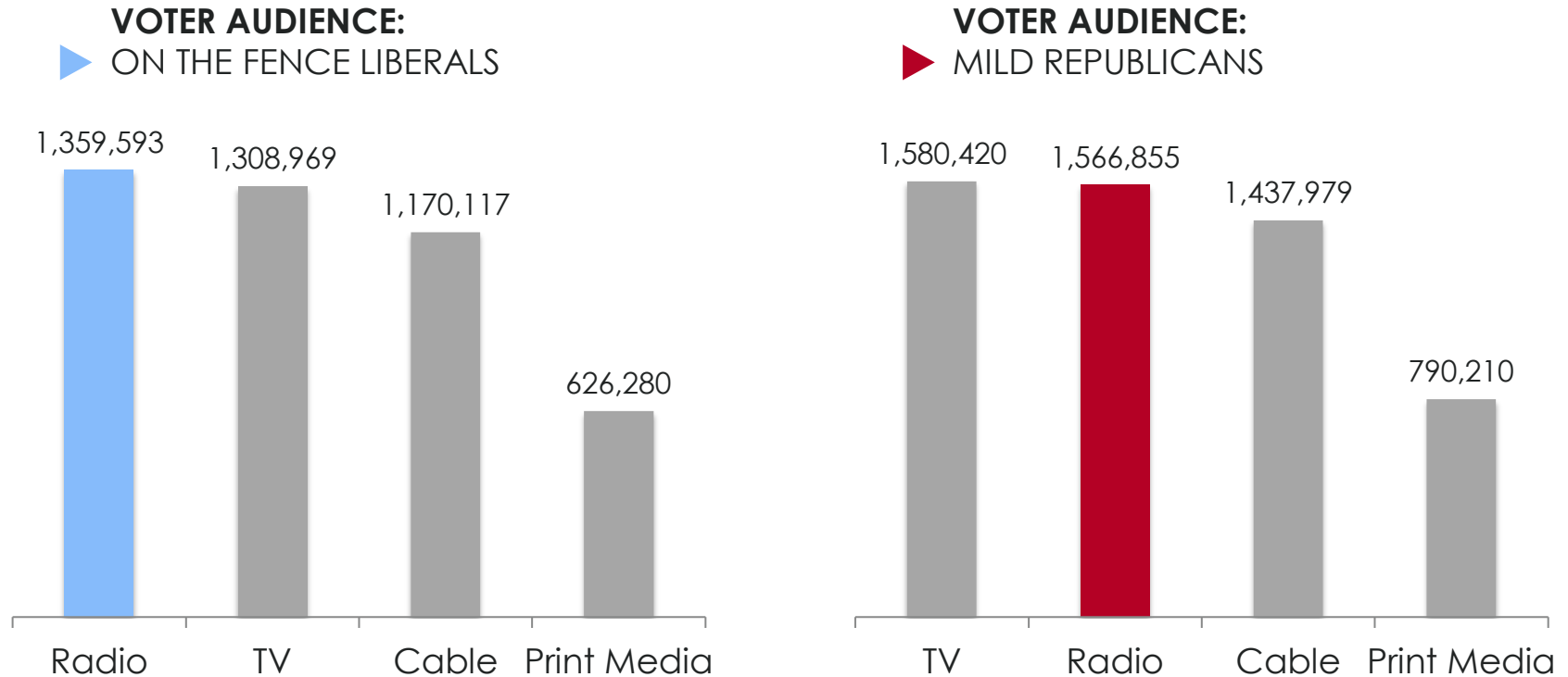
"Middle-of-the-road." This segment tends to skew more traditional or conservative on some key political and social issues such as right-to-live, social security, health care, and religion. The environment is a key issue for this group, as they actively participate in recycling programs and are concerned about pollution.

UNINVOLVED CONSERVATIVES

"Somewhat" or "very conservative." Adults not particularly engaged in their communities or key political topics such as the environment, education, or health care. Appear to have conservative attitudes towards immigration issues. Their financial attitudes lean towards conservative.

Radio Is A Key Medium For Important Voter Segments in Los Angeles DMA!

MAXIMUM AUDIENCE REACH OF MEDIA CHANNELS LOS ANGELES DMA



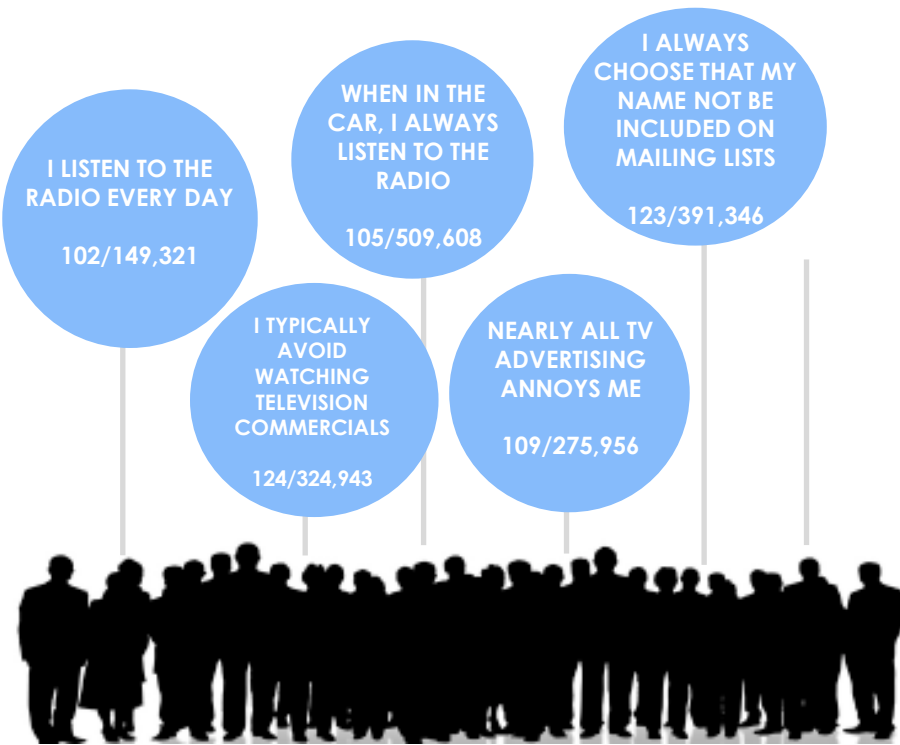
RADIO IS ONE OF THE MOST WIDELY USED MEDIUMS FOR
ON THE FENCE LIBERALS & MILD REPUBLICANS

How to read: Radio Reaches Over 1.5 Million Mild Republicans in the Los Angeles DMA

Radio Is A Relevant Medium For Reaching Key Swing Voter Segments in Los Angeles

VOTER AUDIENCE:

▶ ON THE FENCE LIBERALS



VOTER AUDIENCE:

▶ MILD REPUBLICANS

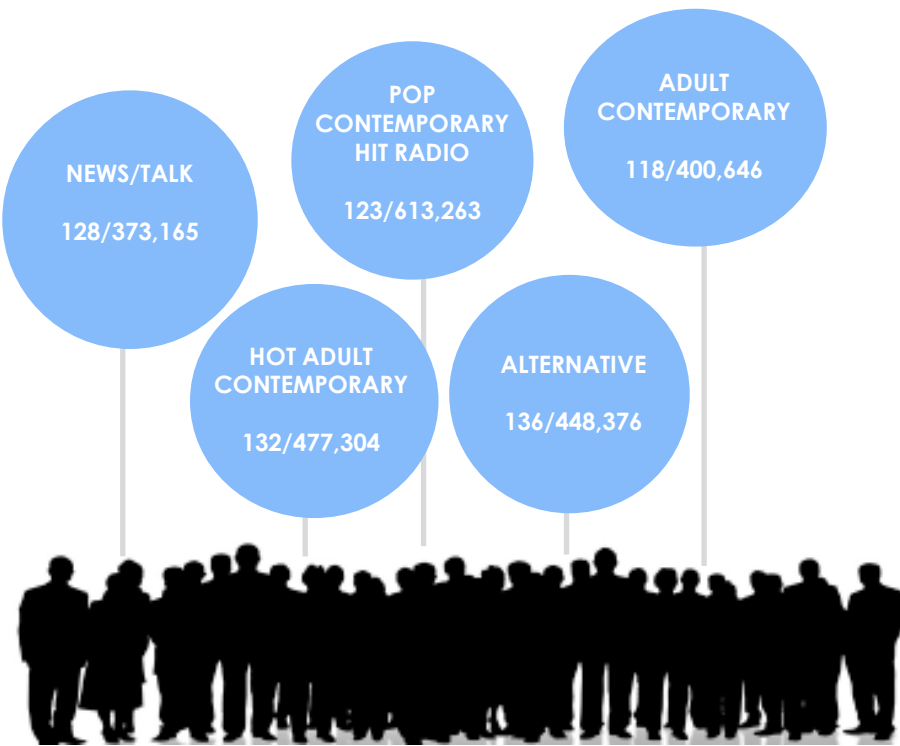


HOW TO READ: OVER 509K OF **ON THE FENCE LIBERALS** AND 599K OF **MILD REPUBLICANS** AGREE "WHEN IN THE CAR, I ALWAYS LISTEN TO THE RADIO"

Swing Voters in Los Angeles Listen To Music-Based As Well As Talk Radio Formats

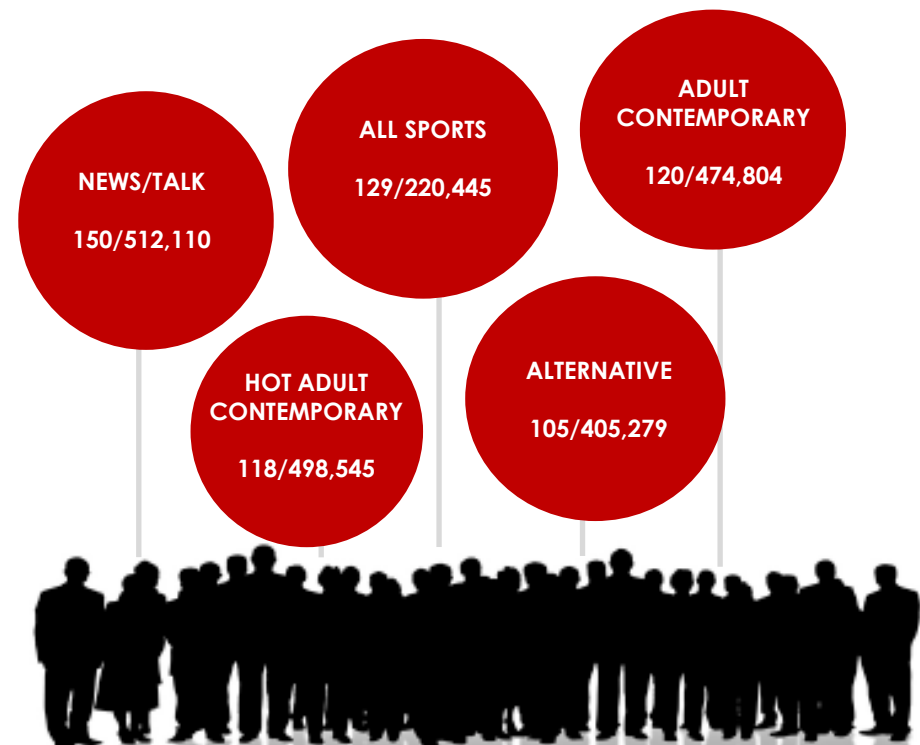
VOTER AUDIENCE:

▶ ON THE FENCE LIBERALS



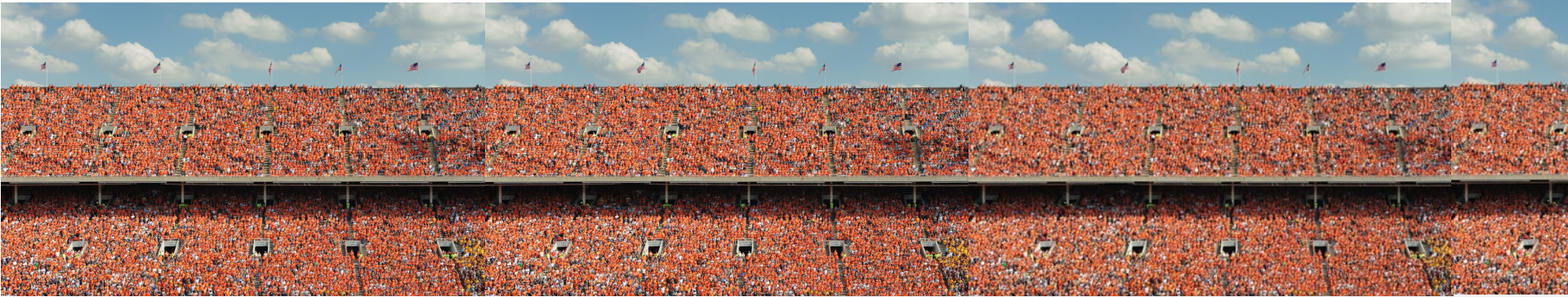
VOTER AUDIENCE:

▶ MILD REPUBLICANS



HOW TO READ: OVER 448K OF **ON THE FENCE LIBERALS** AND 405K OF **MILD REPUBLICANS** LISTEN TO ALTERNATIVE RADIO IN A GIVEN WEEK

ClientMedia Delivers All Key Voter Segments in the Los Angeles DMA!



KEY SEGMENTS

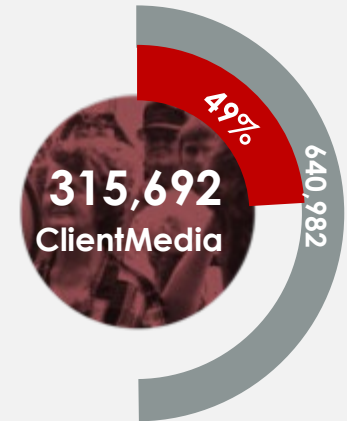
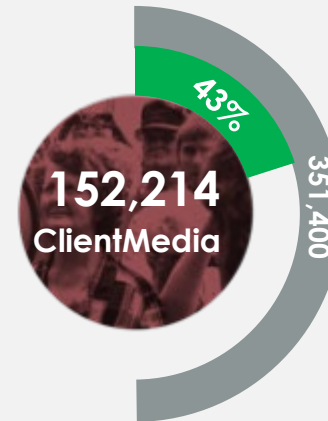
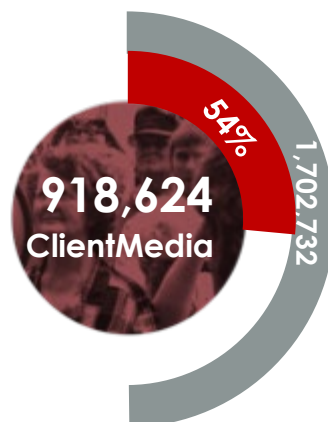
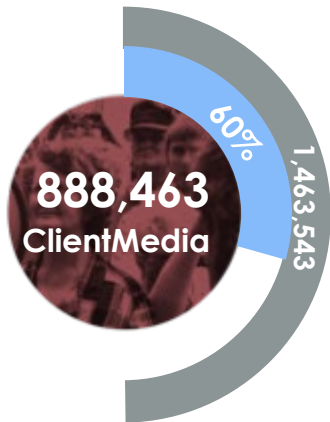
OTHER SEGMENTS

On The Fence Liberals

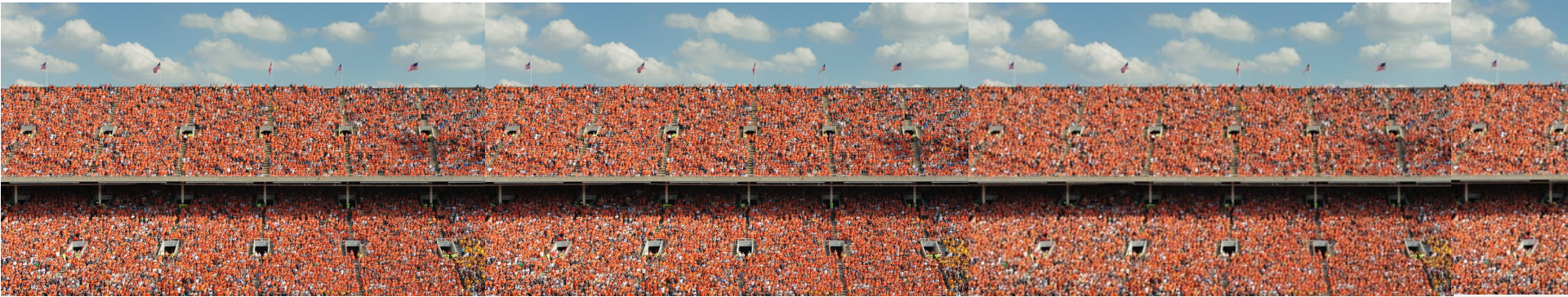
Mild Republicans

Green Traditionalists

Ultra Conservatives



ClientMedia Delivers All Key Voter Segments in the State of California!



KEY SEGMENTS

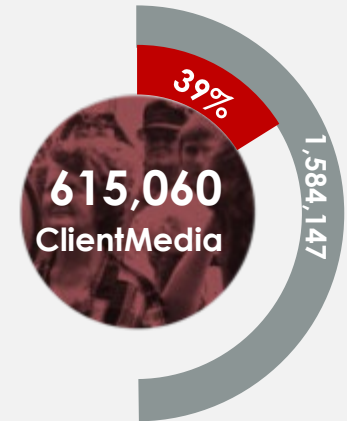
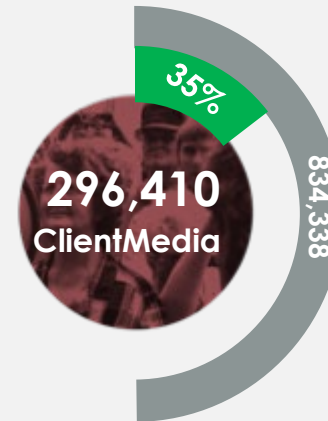
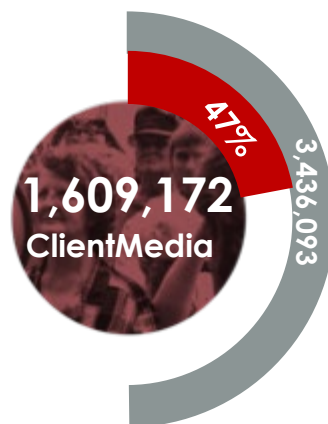
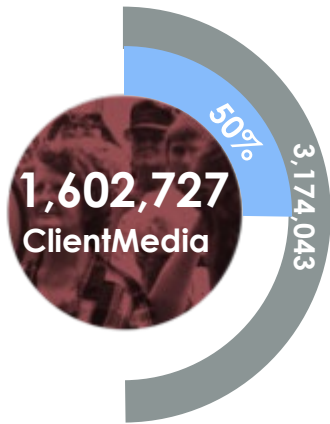
OTHER SEGMENTS

On The Fence Liberals

Mild Republicans

Green Traditionalists

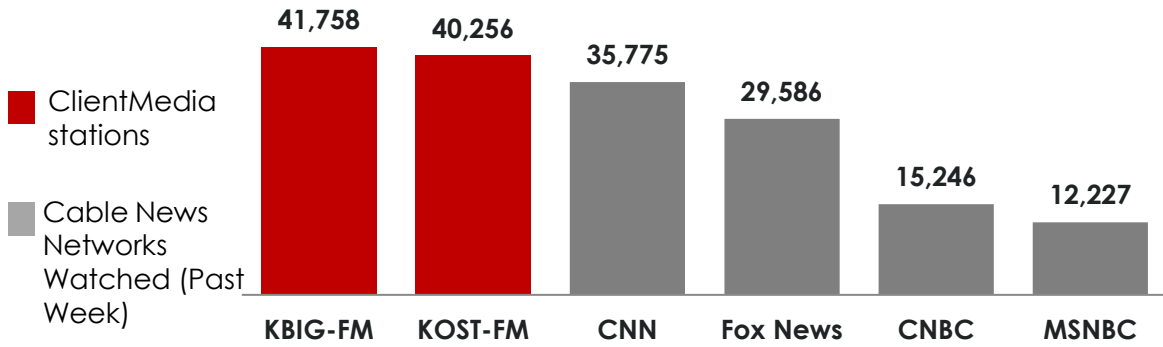
Ultra Conservatives



ClientMedia Outdelivers Leading Cable News Networks with Swing Voters in CA District 48

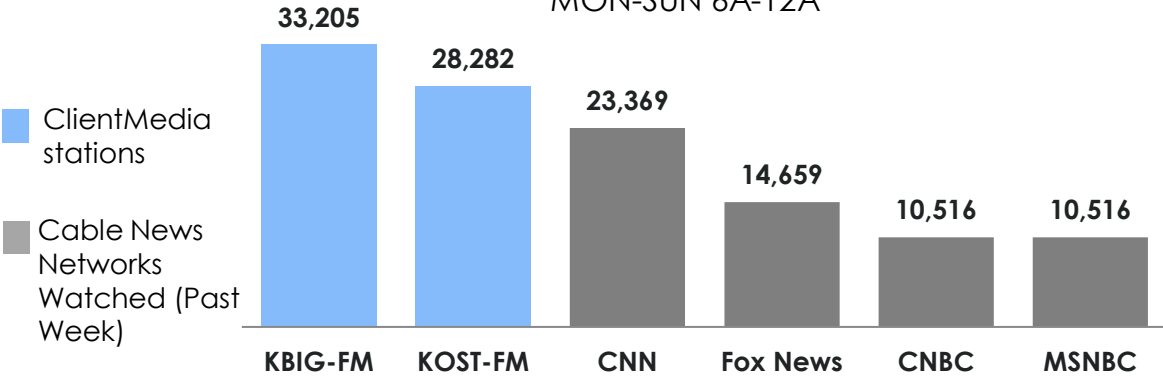
AUDIENCE REACH BY MEDIA PROPERTY (TOP 5 STATIONS)

MILD REPUBLICANS: DISTRICT 48
MON-SUN 6A-12A



AUDIENCE REACH BY MEDIA PROPERTY (TOP 5 STATIONS)

ON THE FENCE LIBERALS: DISTRICT 48
MON-SUN 6A-12A



Sources: CentraForce, LLC., CCM&E, Nielsen Spatial Sales, Experian Marketing Services, Experian NCS, New Media, Local and Alteryx, Wizard Political Ad Sales Report. Proprietary and confidential property of CentraForce, LLC. and/or its Licensors. Copyright, 2014. All Rights Reserved. CA District 48. Demo based on Adults 18+ Mon-Sun 6a-12a