

WESTWOOD ONE

a multiplatform content provider

THE BUSINESS RADIO NETWORK





THE WALL STREET JOURNAL.



Fidelity Investments is the **#1** advertiser in the **WSJ** print edition.

Fidelity also recognizes the effectiveness of radio, currently running radio ads on a local, market by market basis.

WESTWOOD ONE

THE WALL STREET JOURNAL.
RADIO NETWORK ((••))

DOW JONES



Market**W**atch.com
RADIO NETWORK

**Westwood One is the radio home of *The Wall Street Journal*,
Dow Jones and the biggest brands in financial news.**

**ONE massive national radio footprint.
900 Radio Stations. 98 of the top 100 markets.**

Bringing it all together...



THE WALL STREET JOURNAL.

RADIO NETWORK ((•))



WESTWOOD ONE



Fidelity[®]
INVESTMENTS

Smart Move.

Business Radio Network is The Most Trusted Brands In Business Reporting

THE WALL STREET JOURNAL.
RADIO NETWORK ((•))

DOW JONES



MarketWatch.com
RADIO NETWORK



WESTWOOD ONE

Bad Economy is Good for Business Radio Network

The stock market's wild ride the last several weeks has made listeners clamor for news about the economy.

"We're finding stations are asking for more promos because they have a real relevant program. We're just being bombarded with requests."

-- Wall Street Journal Radio Network executive director Nancy Abramson

"Money is at the top of everybody's newscasts these days."

*-- Tom Parker, program manager WTMJ Milwaukee, which carries the one-hour *The Wall Street Journal This Morning* and recently began airing custom WSJRN hourly updates.*



WESTWOOD ONE

Why Business Radio Network?

Immediacy

Americans have questions now. They want answers now. Radio delivers **NOW**.

- Minimal production
- Message can be on-air in a matter of days

Intimacy

Radio makes it personal. And in times like these, personal connections make all the difference.

Meaningful connections

Americans tune in to brands like The WSJ, CNBC and MarketWatch for very personal reasons. They have an established connection of trust. Invaluable when one of these brands speaks to yours.

60-second spots

Make a deep consumer connection in 60-seconds. Westwood One can produce your :60 TODAY and have it running in BRN broadcasts this week.



WESTWOOD ONE

Where is BRN?

On nearly 900 stations nationwide
in 98 of the top 100 Markets



**Two-thirds of the top 50 markets
have the highest rated news
outlet in their marketplace.**



WESTWOOD ONE

A Closer Look at BRN

Strong Brands, Great Content, Good Business

The most comprehensive business package available on radio keeps your message current in an ever-changing market.



The best in business, as it happens, from the Internet's leading source of business reporting, MarketWatch.com. Reports 24 hours a day, 5 days a week, plus weekend features.



The Wall Street Journal Report is recognized as the most in depth, up-to-the-minute business news broadcasts on radio today.



From the global leader in business news, CNBC Business Radio is anchored by leading CNBC anchors and reporters, and consists of one-minute weekday business reports.



Delivered in a "news you can use" style, these twice hourly one-minute updates offer the latest economic news, numbers and lifestyle trends.



Wall Street Journal Daybreak delivers customized segments within the most extensive business and world news every business morning. Details on next slide.



WESTWOOD ONE

WSJ Daybreak Breakdown

Customize Your Broadcast Module

Billboards read live by newscaster with full sponsorship of customized reports

Current segments

Personal Finance, Small Business, Health, Technology, Real Estate, Furniture, Home Design, Travel, Careers, Cranky Consumer, Automotive, Entertainment & Barron's On Stocks.



Radio's first look at the top business and money stories from the number one name in business journalism. Host Gordon Deal anchors this fast-paced and entertaining morning program, zeroing in on the stories that matter most.



Breaking news, sports, business, weather and features engagingly hosted by one of America's favorite radio personalities and Radio Hall of Famer Jim Bohannon. M-F, 5-6am ET and PT. Seven network :60s and live read sponsor billboards.








Top news with actuality and analysis, conversational sports, weather, business, interviews and listener calls on a hot issue of the day. Dirk Van hosts M-F, 5-6am ET, CT and PT. Seven network :60s and live read sponsor billboards.



WESTWOOD ONE

BRN By The Numbers

More Than Just Good News

-  99.5% US coverage
-  Nearly 900 stations nationwide
-  31 million+ A25-54 gross impressions per week
-  1.4 average A25-54 rating per commercial
-  ONE BRN Morning Drive unit delivers more Adult 25-54 rating points than FOUR primetime units on the major news/business cable networks.

Source: MRI Spring 2007, Arbitron Spring 2007 Nationwide



The BRN Buy

Inventory may be purchased by day
and/or daypart.

Pick a touch point, any touch point

AM Drive

Mid-Day Drive

PM Drive

Weekend Drive

Decision makers seek out these business reports, turn up the
volume and actively listen. The information they get has
never been more relevant to their every day lives.



What Can BRN Do For You?

Differentiate

Your brand from commonly cluttered business reports with customized segments.

Attract

Investors as Wall Street hears your message throughout the day.

Target

specific times of day to deliver your message when its most relevant.

Reach

a bigger audience with presence on top stations in every major market.

Maximize

your print budget. Already in WSJ? Extend your consumer reach within the same brand on *Business Radio Network*.

