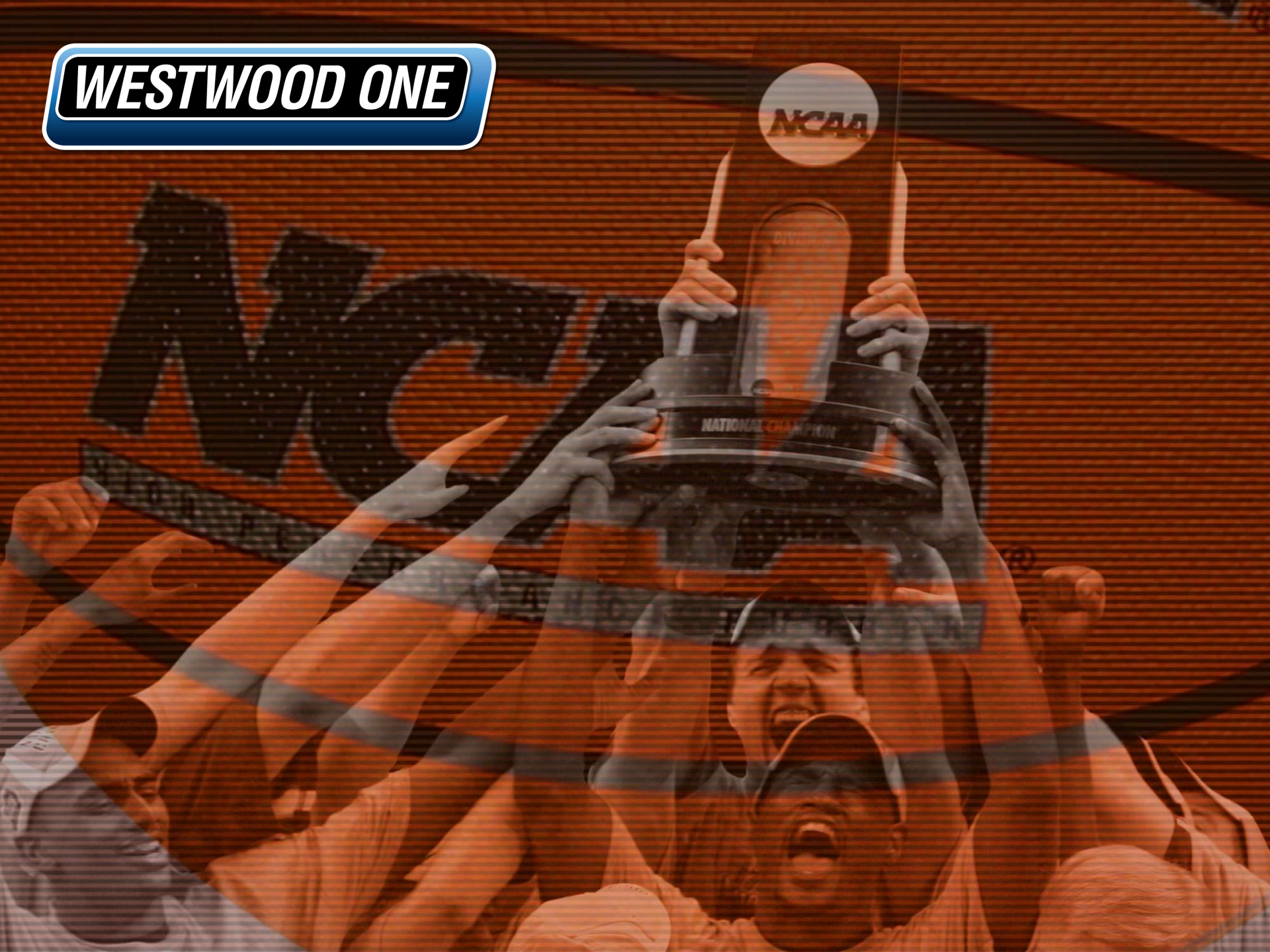


WESTWOOD ONE



More than 600,000 fans attend annually.

130+ million people tune in.

Annual advertising spending is approaching half a billion dollars.

COLLEGE BASKETBALL
has never been more popular.



BASKETBALL



On

WESTWOOD ONE

Every Second Counts

College Basketball Has Never Been More Popular

Based on attendance,

(March Madness alone has drawn more than 600,000 fans annually since the year 2000),

reach,

(Roughly 130 million people tuned in to some part of the tournament last year, while 40.3 million caught all or some of the championship game.)

and advertising revenue.

(Since 1998, annual spending on the tourney has more than doubled from \$239.1 million, while the number of total advertisers has increased by 56 percent, going from 81 to 126 last year.)

"It's locked into the consciousness of the country.

It's more than the game itself.

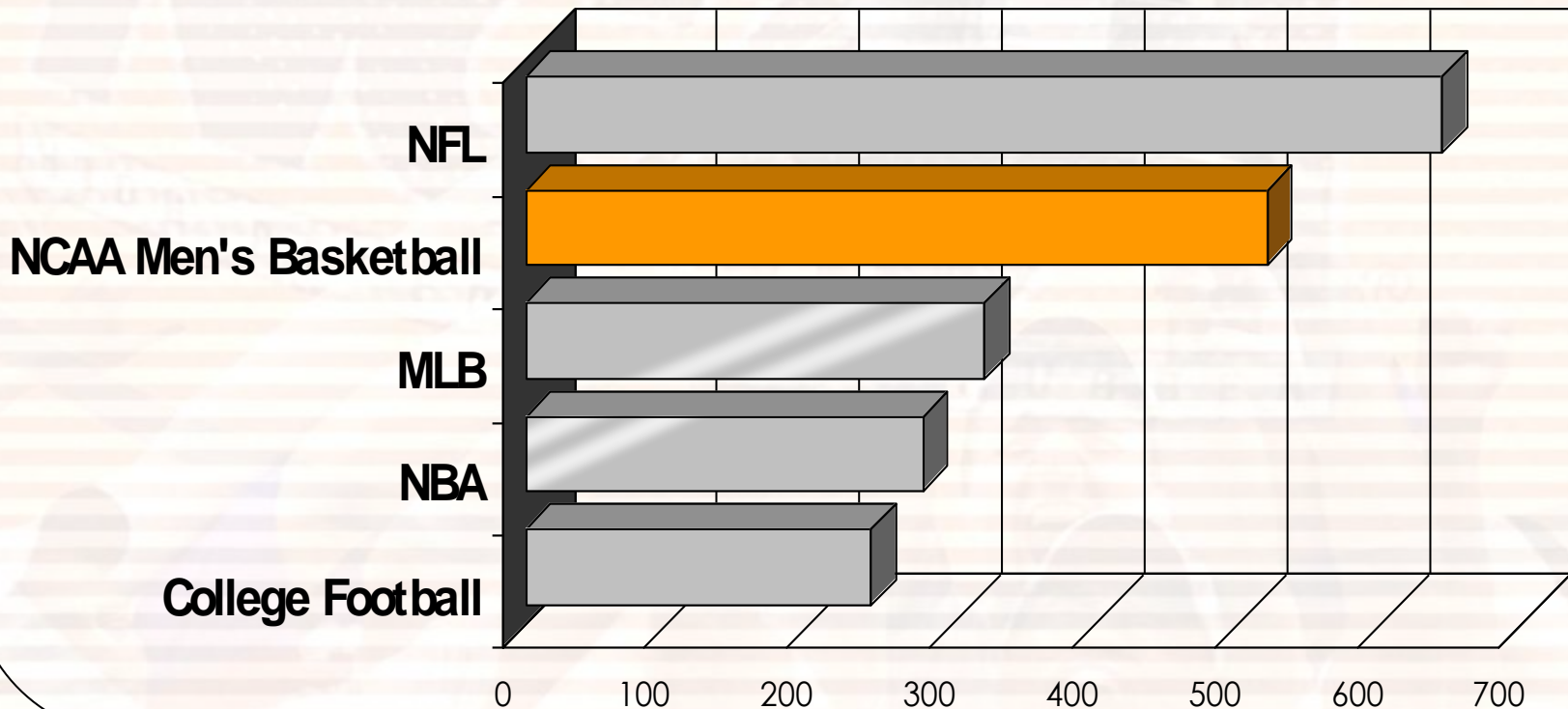
It's grown a life of its own."

Gary Bender –

long-time broadcaster and announcer of the 1982, 1983 and 1984 Final Four

NCAA basketball ranks second among all postseason sporting events in revenue.

**Post-Season Sports
National Ad Spending**
(\$ millions)



*Note: Figures include pre-game, game and post-game programming
Source: TNS Media Intelligence*

Catch Every Moment

What You Get On Radio

We are the game. Unlike TV, fans listening on the radio are invested in every word of the broadcast. Tuning out for even a few seconds can mean missing a major moment.

- Live reads In-Game
- Audience is 'Locked in'
- Voice of trusted sportscasters
- In-Game Brand Integration
- Ownership of Pre-Game, Post-Game & Halftime Shows
- Live listener to broadcaster interaction via email & text messaging
- "Play-of-the-game" sponsorships



March Madness On-Demand Audio

No one brings the NCAA Men's Basketball Tournament to life better than Westwood One.

Own Westwood One's live streaming audio of the NCAA Men's Basketball Tournament, exclusively within the March Madness On Demand website.



Ford Field, April 4-6th, 2009

Presenting sponsorship may include:

- :15 audio pre-roll ad*
- Static billboard in video screen, "audiocast sponsored by"
- 728x90 ROS Sports ads



*Subject to CBS approval

Streaming Summary

Stream Type	Stream Requests	Streams Growth	Hours	Hours Growth	MB Transferred	Mins/Stream	Mins/Stream Growth	MB/Stream
Live Audio	605,146	37%	162,673	325%	2,427,351	16.13	210%	4.01

Live Audio Consumption was up 325% year-over-year, due in large part to:

- Westwood One streamed live audio throughout the entire tournament in 2007
- Using Westwood One live audio allowed for no blackout restrictions on the streams and a better quality of play-by-play than TV audio only.

Source: Akamai

Own The Row

In the Game and At the Game

Westwood One's Radio Row at the Final Four brings together the country's top sports radio stations for live broadcasts from behind the scenes. Sporting greats, up-and-coming superstars and celebrities from all walks turn out, and turn it up at college basketball's marquee event.

On-air mentions, on-site signage, sponsored areas (i.e. The Castrol GTX Refuel Area) and sampling keeps your name on the minds and lips of everyone in attendance.



Join The Super Brands

Join these and other advertisers who recognize the many benefits of an NCAA Basketball sponsorship:



click billboards to play in-game sponsorship

"March Madness is the only major sporting event that we do in America year-in and year-out that's a festival. It lasts for most of the month and leads into April. That gives marketers a lot of advantages. The Super Bowl is a one-time only thing. The lasting effect of advertising during March Madness is so much more expansive."

--John Rowady,
president of rEvolution
2007

Capture The Fans

Live sports broadcasts generate a superior level of audience engagement over regular programming.

More than half of the listeners tuned in to a game were more likely to stay tuned into the station during a commercial break than during regular programming.

56% have a more positive response to advertisers who support their local team.

42% of those surveyed pay more attention to commercials when they are delivered live by the sportscaster.

Game attendance is also reinforced by radio.

58% surveyed listened to the pre-game broadcast on radio.

77% surveyed listened to the post-game analysis on radio.

Nearly 1/5th listened to the game broadcast while in the stadium.

Own More For Less

NCAA College Basketball on Westwood One

Impressions	213,970,000	Frequency	8.7
RTG Points	169.3	CPM	\$3.14
Reach %	19.3	CPP	\$3,963
Units	94	Campaign	14 weeks

NCAA College Basketball on Just 2 TV Networks



Regular Season

Single spot	
Cost	\$23,500
Impressions	739,000
Rating Points	0.6
Reach %	0.6
Frequency	1.0
CPM	\$31.80
CPP	\$39,167
Campaign	1 game



Regular Season

Single spot	
Cost	\$62,896
Impressions	824,000
Rating Points	0.7
Reach %	0.7
Frequency	1.0
CPM	\$76.33
CPP	\$89,851
Campaign	1 game



Regionals & Final 4 Tournament

Single spot	
Cost	\$268,900
Impressions	4,295,000
Rating Points	3.5
Reach %	3.5
Frequency	1.0
CPM	\$62.61
CPP	\$76,829
Campaign	1 game

Let the Madness Work for you!



BASKETBALL



On

WESTWOOD ONE