

# DESCRIPTIONS OF RADAR NETWORKS PROVIDED BY THE RADIO NETWORK COMPANIES

## ADLARGE MEDIA

Jennifer Barnes (212) 302-1100  
52 Vanderbilt Avenue, 7th Floor  
New York, NY 10017

## ADLARGE ROI NETWORK

Target Audience: Adults 18-49/25-54  
Description: Strategically designed to help advertisers get the most from their advertising dollars, the ROI Network has broad, nationwide reach, with heavy concentration in major markets, including the Top 25. Covering nearly 100% of the U.S. with 1,000 entertainment formatted radio stations, the ROI Network delivers a large 18-49 and 25-54 adult audience with an equal balance of male and female listeners.

## AMERICAN URBAN RADIO NETWORKS

Lenore Williams (412) 456-4098  
938 Penn Avenue Suite 701  
Pittsburgh, PA 15222

Barry Feldman (212) 883-2115  
112 West 34th St, Suite 1510  
New York, NY 10120

## AMERICAN URBAN ELITE PLUS NETWORK

Target Audience: Adults 18-54  
Description: American Urban Elite Plus Network is a five minute weekly network which airs Monday- Friday 6A-8P.

American Urban Elite Plus Network offers a variety of weekday entertainment programming targeted to Urban Contemporary and Urban Adult Contemporary formatted radio stations. With over 240 affiliated stations American Urban Elite Plus Network provides 95% coverage of the African American market and 84% U.S. coverage.

## AMERICAN URBAN PINNACLE NETWORK

Target Audience: Adults 18-54  
Description: American Urban Pinnacle Network is a limited inventory premium network airing Monday-Friday 6A-7P. American Urban Pinnacle Network consists of over 160 Urban Adult Contemporary and Urban Contemporary stations providing 90% coverage of the African American market and 76% U.S. coverage.

## AMERICAN URBAN RENAISSANCE NETWORK

Target Audience: Adults 25-54  
Description: The American Urban Renaissance Network is a full service Monday-Sunday 6A-12M network. American Urban Renaissance Network consists of over 140 stations with formats ranging from Urban AC, Urban Contemporary, Urban Oldies, News and Inspirational.

The American Urban Renaissance Network broadcasts 175+ news, sports and entertainment programs weekly providing 84% coverage of the African American market and 70% U.S. coverage.

## AMERICAN URBAN STRZ WEEKEND ENTERTAINMENT NETWORK

Target Audience: Adults 18-54  
Description: The STRZ Weekend Entertainment Network airs Saturday and Sunday from 6A-12A. The STRZ Weekend Entertainment Network consists of over 240 stations with formats ranging from Urban AC, Urban Contemporary, Urban Oldies, News and Inspirational. The American Urban STRZ Weekend Entertainment Network provides 92% coverage of the African American market and 83% U.S. coverage.

## DESCRIPTIONS OF RADAR NETWORKS: RADAR JUNE 2017, R133 continued

### CRYSTAL MEDIA NETWORKS

Pamela Foster (212) 922-1601 x226  
One Little West 12th Street  
New York, NY 10014

#### CMN PRESTIGE DRIVE

Target Audience: Adults 25-54  
Description: CMN Prestige Drive provides advertisers high-ranked stations, targeting listeners in the Top 10 and Top 25 markets during the highly sought-after morning and afternoon drive dayparts.

#### CMN CRYSTAL AM/PM

Target Audience: Adults 25-54  
Description: CMN Crystal AM/PM delivers strong top markets during the most strategic times of the day – AM and PM Drives. This network provides top ranked stations targeting Adults 25-54.

#### CMN RADIO SOCIAL

Target Audience: Adults 25-54  
Description: CMN Radio Social provides excellent top market delivery as well as a strong overall US coverage, and a balanced audience of men and women in prime dayparts.



### PREMIERE NETWORKS

Linda Hafner (212) 445-3972  
125 West 55th Street, 12th Floor  
New York, NY 10019

#### PREMIERE AMERICA NETWORK

Target Audience: Adults 18-49  
Description: This daypart-specific network offers strong reach across all markets while providing consistent delivery across core demos. Provides an even distribution of men and women. Dominant formats: Country, CHR, AC, and Classic Rock.

#### PREMIERE DAYTIME ADULT

Target Audience: Adults 25-54  
Description: Reaches adults during the day while at work or on the go. Provides even distribution of men and women and access to the top markets. Even distribution of all adult demos with an extensive affiliate list for truly national reach. Dominant formats: AC, Country, and Urban.

#### PREMIERE DAYTIME YOUTH

Target Audience: Adults 18-34  
Description: With much of its audience under 35 years old, Daytime Youth reaches young people as they are tuning into upbeat music throughout the day. Dominant formats: CHR, Country, Rhythmic, Rock, and Urban.

#### PREMIERE ENTERPRISE

Target Audience: Adults 25-54  
Description: This flexible network comprised of 100% iHeartMedia-owned and operated stations is designed to reach the heart of America all week long. The network carries a variety of formats with extra emphasis on Country, to reach an audience that likes a little bit of everything. Dominant formats: Rock, Country, and AC.

#### PREMIERE FEMALE FOCUS NETWORK

Target Audience: Women 25-54  
Description: Comprises Adult Contemporary stations/programming (e.g., Delilah) that offer a strong composition of female listeners.

#### PREMIERE FOX NEWS ADVANTAGE

Target Audience: Men 25-54  
Description: With trusted correspondents, FOX brings its visible brand in news to affluent men via this day- and daypart-specific network. Dominant format: News/Talk.

#### PREMIERE FOX NEWS NETWORK

Target Audience: Adults 25-54  
Description: General-interest news, with commercials in top-of-the-hour newscasts. Dedicated national and international news coverage, including breaking news and crisis alerts. Day- and daypart-specific commercial placement Monday-Friday 6am-7pm. Dominant format: News/Talk.

#### PREMIERE PARAGON

Target Audience: Men 25-54  
Description: Paragon reaches males with a high household income in top markets through a variety of formats including Rock, Adult Hits and Sports.

#### PREMIERE PEARL

Target Audience: Women 18-49  
Description: A Female-oriented network that delivers top AC, CHR, and Country stations. Pearl brings top market coverage and delivers strong ratings to a nationwide audience.

#### PREMIERE SPECTRUM

Target Audience: Adults 25-54  
Description: Delivering the heart of America, this network reaches the powerful majority with common values who appreciate the comforts of home. Dominant formats: Country, AC, and Rock.

#### PREMIERE SUPER MOMS

Target Audience: Women 25-54  
Description: Consists primarily of iHeartMedia-owned and operated FM stations that deliver the popular formats to reach women in the 18-49 and 25-54 age groups with children in the home. Delivers top-market AC, Country, and CHR affiliates.

## DESCRIPTIONS OF RADAR NETWORKS: RADAR JUNE 2017, R133 continued

### PREMIERE TOP 50 OPTIMIZED

Target Audience:

Adults 18-49/Adults 25-54

Description: Offers top-market delivery through iHeartMedia affiliates. It consists exclusively of the top 50 DMAs and contains some of the most popular, high-ranking stations in the country. Dominant CHR, AC/Adult Hits, Country, Classic Rock, and Rock formats target young listeners.

### PREMIERE URBAN

Target Audience:

African American Adults 25-49

Description: Strong Urban stations offer the opportunity to reach African Americans on a national scale. Consists of top-ranked Urban stations in major markets. This network is primarily comprised of iHeartMedia-owned stations.

### PREMIERE YOUNG INFLUENCERS

Target Audience: Adults 18-49

Description: Young adult targeted network and comprised of iHeartMedia-owned and operated top-ranked stations in major markets. Attracts younger listeners with CHR and Rock formats. Delivers a balanced distribution of men and women.

### SUN BROADCAST GROUP

Julio Aponte (212) 380-9301

111 Broadway, Suite 1804

New York, NY 10006

### SUN SELECT

Target Audience: Adults 25-54

Sun Select is America's newest day-specific RADAR network, targeting adults 25-54. Connect with an affluent audience with targeted programs and services. With a broad reach of over 1,000 national affiliates and 100% coverage, Sun Select stretches across all 50 of the top 50 markets. The dominant formats within this network are Country, Sports and Information, making for strong delivery against both A18-49 and A25-54.

### UNITED STATIONS RADIO NETWORKS

Susan Moore (212) 536-3630

485 Madison Avenue, 3rd Floor

New York, NY 10022

### USRN IMPACT NETWORK

Target Audience: Adults 18-49

Description: The USRN Impact Network consists of well over 1,000 affiliates designed to deliver top stations in major markets and offers copy-split capabilities. Their reach includes every major format in the radio landscape and delivers listeners loyal to those formats. This network can be day specific and delivers two :30s or one :60 unit per day, Monday-Sunday.

### WESTWOOD ONE NETWORKS

Timothy Seymour (212) 735-1755

220 West 42nd Street, 4th Floor

New York, NY 10036

### WESTWOOD ONE 24/7 MUSIC

Target Audience: Adults 25-54

Description: Westwood One 24-7 Music is comprised of nationally distributed, completely turn-key music formats for radio stations touching a variety of audiences—from Adult Contemporary to Classic Rock and Oldies and points in between. 24/7 Music includes nearly 1,000 affiliates, reaching listeners in big cities and small towns alike. The network is fully daypartable, can be purchased day specific and is a smart choice for many general market advertisers.

### WESTWOOD ONE CONTEMPORARY CONNECTION

Target Audience: Adults 25-54

Description: Contemporary Connection delivers both Men 18-49 and Men 25-54 across a variety of formats. The Network is fully daypartable and day specific allowing for more scheduling options. Dominant formats include Urban, Classic Rock/Rock, Country, and AC stations.

### WESTWOOD ONE FEMALE MUSIC

Target Audience: Women 18-49

Description: Female Music delivers a relatively high female composition and a racially diverse audience. Nearly 55% of the female adult audience delivery falls in the W18-49 demo. The Network consists of Urban, Country, CHR and AC stations. Female Music is attractive to HBA, Retail and other advertisers targeting working moms and working women.

## DESCRIPTIONS OF RADAR NETWORKS: RADAR JUNE 2017, R133 continued

### **WESTWOOD ONE FEMALE PRIME**

Target Audience: Women 25-54

Description: Westwood One Female Prime connects with Women 18-49 and Women 25-54 on FM music stations across the country. The Network of over 1,000 affiliates efficiently delivers working women. Formats include AC, Country, CHR and Urban. Average ratings exceed many other broadcast options. Commercials clear in prime listening dayparts MF 6a-7p.

### **WESTWOOD ONE FEMALE PRIME WEEKEND**

Target Audience: Women 25-54

Description: Westwood One Female Prime Weekend connects with Women 18-49 and Women 25-54 on FM music stations across the country. The Network of nearly 900 affiliates efficiently delivers working women. Formats include AC, Country, Urban and CHR. Average ratings exceed many other broadcast options. Commercials clear in prime listening dayparts SS 6a-7p.

### **WESTWOOD ONE FEMALE TARGET**

Target Audience: Women 18-49

Description: Westwood One Female Target delivers Women 18-49 and Women 25-54 on a mix of AC, Country, Urban and CHR radio stations. Over 30% of adult audience delivery falls in the W18-49 demo. The Network is fully daypartable and day specific allowing for more scheduling options. Female Target is a smart choice for General Retail and CPG Advertisers.

### **WESTWOOD ONE FEMALE TARGET WEEKEND**

Target Audience: Women 18-49

Description: Westwood One Female Target Weekend delivers Women 18-49 and Women 25-54 on a mix of AC, Urban, Country, CHR and Oldies stations. (continued on next column)

### **WESTWOOD ONE FEMALE TARGET WEEKEND, continued**

30% of adult audience delivery falls in the W18-49 demo. The Network can be purchased day specific, allowing for more scheduling options. Female Target Weekend is a smart choice for General Retail and CPG Advertisers.

### **WESTWOOD ONE MARKET SELECT**

Target Audience: Adults 25-54

Description: Westwood One Market Select targets both Adults 25-54 and Men 25-54 on AC, Sports, AOR/Classic Rock and Oldies stations, including many highly rated stations in Top 10 and Top 25 markets. Market Select is fully daypartable and can be purchased day specific, with commercials airing during prime listening hours MF 6a-7p.

### **WESTWOOD ONE NEWS BRAND**

Target Audience: Adults 25-54

Description: Westwood One News Brand provides affiliate stations top-of-the-hour newscasts, breaking news coverage and crisis alerts produced by award-winning journalists of CBS and WWO News Radio. News Brand is a full inventory network, daypartable and day specific, providing advertisers with scheduling flexibility. The lineup includes many of the top News stations across the country. The audience includes many upscale working professionals with disposable income.

### **WESTWOOD ONE NEWS NET**

Target Audience: Adults 25-54

Description: Westwood One News Net provides affiliate stations top-of-the-hour newscasts, breaking news coverage, and crisis alerts produced by award-winning journalists of CBS and WWO News Radio. Commercials clear in prime listening dayparts MF 6a-7p. (continued on next column)

### **WESTWOOD ONE NEWS NET, continued**

The Network includes many brand name News stations, has an A county skew with excellent top market coverage and delivers an audience that includes many upscale professionals with disposable income.

### **WESTWOOD ONE TOP MARKET PRIME**

Target Audience: Adults 25-54

Description: Westwood One Top Market Prime is a male skewing network that includes over 1,300 affiliates. Dominant formats include Rock, AOR/Classic Rock, Sports and News. Top Market Prime can be purchased day specific, with commercials airing in prime listening dayparts MF 6a-7p. Average ratings exceed other broadcast options.

### **WESTWOOD ONE TOP MARKET PRIME WEEKEND**

Target Audience: Adults 25-54

Description: Westwood One Top Market Prime Weekend is a male skewing network that includes nearly 1,300 affiliates. Dominant formats include Rock, AOR/Classic Rock, Oldies and Country. Top Market Prime Weekend can be purchased day specific, with commercials airing in prime listening dayparts SS 6a-7p. Average ratings exceed other broadcast options.

### **WESTWOOD ONE WOMEN'S WEEK**

Target Audience: Women 25-54

Description: Westwood One Women's Week reaches a dominant Female audience, with nearly 30% of adult listeners falling into the Women 25-54 demo. Commercials air during prime listening hours, MF 6a-7p, and the network is day specific and daypartable. Dominant formats include AC, Oldies and Country.

**Note:** Network descriptions are provided to Nielsen by the networks themselves. Nielsen does not verify or endorse any of these statements.