Deirdre Hay Judicial

From: Mary Beth Walsh Phone: (607) 772-8400 Email: marybeth.walsh@townsquaremedia.com 10/26/2023 3:31 PM

Flight Dates: 10/23/2023 - 11/07/2023 Demo: P 18+

Radio Market: BINGHAMTON Survey: SP23 rv 1 Geography: Metro

	Deument		Curata	L		·	NetDeest	F
	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Net Reach	Frequency
Radio Total			78		\$38.62	\$3,012.50	66,500	2.4
WAAL-FM			24		\$38.25	\$918.00	17,900	2.4
Flight A - 1 wk (10/30)								
			15		\$38.25	\$573.75	12,800	2.1
One Week Total			15		\$38.25	\$573.75	12,800	2.1
	M-F 6A-10A	AM	5	30	\$38.25	\$191.25	4,900	1.5
	M-F 10A-3P	MD	5	30	\$38.25	\$191.25	6,700	1.6
	M-F 3P-7P	PM	5	30	\$38.25	\$191.25	5,700	1.4
Flight C - 1 wk (11/06)								
			9		\$38.25	\$344.25	8,300	2.1
One Week Total			9		\$38.25	\$344.25	8,300	2.1
	M-Tu 6A-10A		3	30	\$38.25	\$114.75	3,400	1.4
	M-Tu 10A-3P		4	30	\$38.25	\$153.00	5,000	1.8
	M 3P-7P		2	30	\$38.25	\$76.50	2,800	1.3
WHWK-FM			24		\$46.75	\$1,122.00	30,500	2.6
Flight A - 1 wk (10/30)	· · · · · · · · · · · · · · · · · · ·	'			· · · · ·			
			15		\$46.75	\$701.25	22,500	2.2
One Week Total			15		\$46.75	\$701.25	22,500	2.2
	M-F 6A-10A	AM		30	\$46.75	\$233.75	10,100	1.5
	M-F 10A-3P	MD		30	\$46.75	\$233.75	11,600	1.6
	M-F 3P-7P	PM		30	\$46.75	\$233.75	10,300	1.5
Flight C - 1 wk (11/06)								
			9		\$46.75	\$420.75	15,500	2.0
One Week Total			9		\$46.75	\$420.75	15,500	2.0
	M-Tu 6A-10A		3	30	\$46.75	\$140.25	6,800	1.4

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: BINGHAMTON; SP23 rv 1; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details. Copyright © 2023 The Nielsen Company. All rights reserved.





Deirdre Hay Judicial

From: Mary Beth Walsh

Phone: (607) 772-8400

Email: marybeth.walsh@townsquaremedia.com

10/26/2023 3:31 PM

	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Net Reach	Frequency
WHWK-FM (continued)								
	M-Tu 10A-3P		4	30	\$46.75	\$187.00	8,700	1.7
	M 3P-7P		2	30	\$46.75	\$93.50	4,900	1.2
WNBF-AM			22		\$34.93	\$768.50	13,300	2.5
Flight A - 2 wks (10/23, 10/30)								
			4		\$20.00	\$80.00	1,900	1.7
One Week Total			2		\$20.00	\$40.00	1,300	1.2
	Su 7A-12N		2	60	\$20.00	\$40.00	1,300	1.2
Flight B - 1 wk (10/30)								
			10		\$38.25	\$382.50	8,300	2.1
One Week Total			10		\$38.25	\$382.50	8,300	2.1
	M-F 6A-10A	AM	5	60	\$38.25	\$191.25	4,900	1.7
	M-F 10A-3P	MD	5	60	\$38.25	\$191.25	5,500	1.6
Flight C - 1 wk (11/06)								
			8		\$38.25	\$306.00	6,500	2.0
One Week Total			8		\$38.25	\$306.00	6,500	2.0
	M-Tu 6A-10A		4	60	\$38.25	\$153.00	3,700	1.6
	M-Tu 10A-3P		4	60	\$38.25	\$153.00	4,300	1.7
WWYL-FM			8		\$25.50	\$204.00	2,800	1.3
Flight A - 1 wk (10/30)								
			6		\$25.50	\$153.00	2,300	1.3
One Week Total			6		\$25.50	\$153.00	2,300	1.3
	M-F 3P-7P	PM	6	30	\$25.50	\$153.00	2,300	1.3
Flight C - 1 wk (11/06)					· · · ·			
			2		\$25.50	\$51.00	500	1.2
One Week Total			2		\$25.50	\$51.00	500	1.2
	M 3P-7P		2	30	\$25.50	\$51.00	500	1.2



The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: BINGHAMTON; SP23 rv 1; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details. Copyright © 2023 The Nielsen Company. All rights reserved.

Deirdre Hay Judicial

From: Mary Beth Walsh Phone: (607) 772-8400 Email: marybeth.walsh@townsquaremedia.com 10/26/2023 3:31 PM

Schedule Grand Totals: 3 Weeks

Stations	Spots	Unit Rate	Total Cost	Net Reach	Frequency
Radio Total	78	\$38.62	\$3,012.50	66,500	2.4
WAAL-FM	24	\$38.25	\$918.00	17,900	2.4
WHWK-FM	24	\$46.75	\$1,122.00	30,500	2.6
WNBF-AM	22	\$34.93	\$768.50	13,300	2.5
WWYL-FM	8	\$25.50	\$204.00	2,800	1.3

Accepted by Station

DocuSigned by: 9F954F04774C4CA.

Accepted by Client

Date

Date

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: BINGHAMTON; SP23 rv 1; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details. Copyright © 2023 The Nielsen Company. All rights reserved.





Detailed Sourcing Summary

Radio Market: BINGHAMTON Survey: Nielsen Radio Spring 2023 (Rev 1) Geography: Metro Daypart: Multiple Dayparts Used

Demo/Intab/Population:		
Age/Gender	Population	Intab
Adults 18+ (Primary)	196,800	806
Stations: User Selected Additional Notices:		
Estimates reported for dayparts which start Please note: The intab reported is for the fu Stations qualify to be reported if they have Sunday 6AM-Midnight, during the survey p least one diarykeeper. Estimates are derived from the diaries that software product is accredited by the Media through TAPSCAN, click here: http://www.arb The Reach and Frequency Model utilized b	ull twelve weeks of the survey. Users sh received credit for five or more minutes eriod. If a current Nielsen client does no provided the audience data for the Niels a Rating Council and reports both accre <u>pitron.com/downloads/MRC_Accredited_Service</u>	ould note that repo of listening and m ot meet this minimu sen Radio Market dited and non-acci <u>es_Markets.pdf</u>
Ascription Website:	http://ascription.nielsen.com	
Rating Reliability Estimator:	https://rre.nielsen.com	
A Nielsen Radio eBook Special Notices and S https://ebook.nielsen.com/secure/RR8/2023SPR/0	5	rated for each surve

Report: Copyright 2008 Nielsen. Software: Copyright 2008-2020 Nielsen. Nielsen Radio Data: Copyright 2023 Nielsen. All rights reserved. For use pursuant to a license from The Nielsen Company. Subject to the limitations and qualifications disclosed in the data and reports.

TAPSCAN is a mark of TAPSCAN Inc. used under license. Nielsen and the Nielsen logo are trademarks or registered trademarks of CZT/ACN Trademarks, L.L.C.

Copyright © 2023 The Nielsen Company. All rights reserved.