

# Proposal

**Agency:** AL MEDIA  
**Advertiser:** ISSUE ADVERTISING  
**Product:** Issue Q2 MI PA & WI  
**Buyer:**  
**Demos:** Women 35+  
**CPE:** //  
**Flight:** 04/01/2024 - 06/30/2024 (13 wks)  
**Due Date/Time:** 1/12/2024 1:25 PM  
**Expire Date:**

**Header #:** 23001147  
**Market:** York, PA  
**Station:** WGET-AM  
**Rep Company:** CRISTAL RADIO  
**AE:** Katherine Susanne Fluri  
**Survey:** 2BK FA22+SP23 MSA ARB  
**Agency CPP:** 0  
**Agency GRP:** 0  
**Spot/Network:** Network

**\* AVAIL COMMENT \***

\*\* 1/11/2024 4:43:04 PM \*\* REP: :30 and :60

Days	Time	Len	# of Wks	Total Spots	Rtg	Rate	Goal %GRP	GRP	Stn %GRP	Stn CPP	Rep CPP	4/1	4/8	4/15	
MTuWThF	6a-10a	60	13	39	0	\$35.00	0	0	0	\$0.00	\$0.00	3	3	3	
MTuWThF	10a-3p	60	13	39	0.1	\$35.00	0	3.9	50	\$350.00	\$0.00	3	3	3	
MTuWThF	3p-7p	60	13	39	0	\$35.00	0	0	0	\$0.00	\$0.00	3	3	3	
MTuWThF	7p-12a	60	13	39	0	\$25.00	0	0	0	\$0.00	\$0.00	3	3	3	
Sa	6a-7p	60	13	39	0	\$30.00	0	0	0	\$0.00	\$0.00	3	3	3	
Su	6a-7p	60	13	39	0	\$30.00	0	0	0	\$0.00	\$0.00	3	3	3	
MTuWThF	6a-10a	30	13	39	0	\$30.00	0	0	0	\$0.00	\$0.00	3	3	3	
MTuWThF	10a-3p	30	13	39	0.1	\$30.00	0	3.9	50	\$300.00	\$0.00	3	3	3	
MTuWThF	3p-7p	30	13	39	0	\$30.00	0	0	0	\$0.00	\$0.00	3	3	3	
MTuWThF	7p-12a	30	13	39	0	\$20.00	0	0	0	\$0.00	\$0.00	3	3	3	
Sa	6a-7p	30	13	39	0	\$25.00	0	0	0	\$0.00	\$0.00	3	3	3	
Su	6a-7p	30	13	39	0	\$25.00	0	0	0	\$0.00	\$0.00	3	3	3	
<b>Station Total</b>				468		\$13,650.00	0	7.8	100	\$1,750.00	\$0.00	36	36	36	
											<b>\$ Weekly Cost</b>		1050	1050	1050
											<b>% Weekly GRP</b>		7.7	7.7	7.7
<b>Market Total</b>				2340		\$124,215.00		2035.8		\$61.02	\$0.00	180	180	180	
											<b>\$ Weekly Cost</b>		9555	9555	9555
											<b>% Weekly GRP</b>		7.7	7.7	7.7

Days	Time	Len	4/22	4/29	5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24
MTuWThF	6a-10a	60	3	3	3	3	3	3	3	3	3	3

Days	Time	Len	4/22	4/29	5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24
MTuWThF	10a-3p	60	3	3	3	3	3	3	3	3	3	3
MTuWThF	3p-7p	60	3	3	3	3	3	3	3	3	3	3
MTuWThF	7p-12a	60	3	3	3	3	3	3	3	3	3	3
Sa	6a-7p	60	3	3	3	3	3	3	3	3	3	3
Su	6a-7p	60	3	3	3	3	3	3	3	3	3	3
MTuWThF	6a-10a	30	3	3	3	3	3	3	3	3	3	3
MTuWThF	10a-3p	30	3	3	3	3	3	3	3	3	3	3
MTuWThF	3p-7p	30	3	3	3	3	3	3	3	3	3	3
MTuWThF	7p-12a	30	3	3	3	3	3	3	3	3	3	3
Sa	6a-7p	30	3	3	3	3	3	3	3	3	3	3
Su	6a-7p	30	3	3	3	3	3	3	3	3	3	3
<b>Station Total</b>			36	36	36	36	36	36	36	36	36	36
<b>\$ Weekly Cost</b>			1050	1050	1050	1050	1050	1050	1050	1050	1050	1050
<b>% Weekly GRP</b>			7.7	7.7	7.7	7.7	7.7	7.7	7.7	7.7	7.7	7.7
<b>Market Total</b>			180	180	180	180	180	180	180	180	180	180
<b>\$ Weekly Cost</b>			9555	9555	9555	9555	9555	9555	9555	9555	9555	9555
<b>% Weekly GRP</b>			7.7	7.7	7.7	7.7	7.7	7.7	7.7	7.7	7.7	7.7