

Schedule Name: Bill Farmer ALL Station ADD ON

From: Andrea Ayers
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 Schedule Description:
 Flight Dates: 10/22/2018-11/11/2018
 Radio Market: LEXINGTON-FAYETTE
 Geography: Metro
 Survey: Average of Nielsen Radio Summary Data Spring 2018, Nielsen Radio Summary Data Fall 2017
 Demo: SocioEconomic: Population: Intab:
 Adults 18+ (Primary) 473,800 2,255
 Time/Date: 11:01 AM 10/25/2018

Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	Net Reach	Frequency
Radio Total		206			\$2,000.00		90,700	3.6
WLTO-FM		46			\$380.00		23,700	2.7
10/29- 11/6		46			\$380.00		23,700	2.7
		46			\$380.00		23,700	2.7
	M-F 6A-10A	12	30	\$10.00	\$120.00	0.4%	11,100	2.2
	M-F 10A-3P	12	30	\$10.00	\$120.00	0.3%	7,600	1.9
	M-F 3P-7P	12	30	\$10.00	\$120.00	0.3%	8,800	1.9
	M-F 7P-12M	10	30	\$2.00	\$20.00	0.2%	4,900	1.6
WLXX-FM		46			\$380.00	0.4%	25,600	3.1
10/29- 11/6		46			\$380.00	0.4%	25,600	3.1
		46			\$380.00	0.4%	25,600	3.1
	M-F 6A-10A	12	30	\$10.00	\$120.00	0.4%	10,200	2.0
	M-F 10A-3P	12	30	\$10.00	\$120.00	0.5%	12,900	2.3
	M-F 3P-7P	12	30	\$10.00	\$120.00	0.4%	12,400	1.9
	M-F 7P-12M	10	30		\$20.00	0.1%	3,800	1.6
WVLK-AM		30			\$750.00	0.5%	19,200	3.8
10/29- 11/6		30			\$750.00	0.5%	19,200	3.8
		30		\$25.00	\$750.00	0.5%	19,200	3.8
	M-F 6A-10A	10	30	\$25.00	\$250.00	0.7%	11,500	2.7
	M-F 12N-3P	10	30	\$25.00	\$250.00	0.5%	8,600	2.9
	M-F 3P-7P	10	30	\$25.00	\$250.00	0.4%	8,300	2.0
WVLK-FM		38			\$38.00	0.1%	8,000	2.2
10/29- 11/6		38			\$38.00	0.1%	8,000	2.2
		38			\$38.00	0.1%	8,000	2.2
	M-F 6A-10A	9	30	\$1.00	\$9.00	0.1%	3,200	1.7
	M-F 10A-3P	10	30	\$1.00	\$10.00	0.1%	3,100	1.6
	M-F 3P-7P	9	30	\$1.00	\$9.00	0.1%	3,400	1.6
	M-F 7P-12M	10	30	\$1.00	\$10.00	0.0%	1,100	1.8
WXZZ-FM		46			\$452.00	0.4%	26,000	3.4
10/29- 11/6		46			\$452.00	0.4%	26,000	3.4
		46			\$452.00	0.4%	26,000	3.4
	M-F 6A-10A	12	30	\$12.00	\$144.00	0.5%	12,700	2.3
	M-F 10A-3P	12	30	\$12.00	\$144.00	0.5%	11,600	2.3
	M-F 3P-7P	12	30	\$12.00	\$144.00	0.5%	12,800	2.1
	M-F 7P-12M	10	30	\$2.00	\$20.00	0.1%	4,000	1.5

Additional Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the survey area, Monday-Sunday Midnight-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will force report the station as long as credited listening is received from at least one panelist or diary keeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf. The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website:

<http://ascription.nielsen.com>

Ratings Reliability Estimator

<https://rre.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.

<https://ebook.nielsen.com/secure/RR8/2018SPR/0259/pdfs/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/RR8/2017FAL/0259/pdfs/SpecialNotices.pdf>

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