

# Sales Order

Station: **WRBQ-FM** Buyer: **DUSTIN CHASE**  
 Contract Name: **PINELLAS SUPER VOTE REG RBQ** Tax Schedule: **(None)**  
 Contract#: **(none)** Agency Commission %: **0**  
 Start Date: **7/13/20** End Date: **7/20/20** Billing Cycle: **Standard**  
 Revenue Type: **LOCAL DIRECT** Type: **Cash** Salesperson: **2062mzal** Comm %: **15**  
 Advertiser: **PINELLAS CNTY SUPERVISOR ELECT** Makegood Policy: **Within Contract Dates**  
 Address: **Attn: DUSTIN CHASE**  
**13001 Starkey Road**  
 City: **Largo** State: **FL** Zip: **33773**  
 Product Name: **VOTER REGISTRATION**  
 Estimate #: **PO # 20168**  
 Competitive Code: **09 POLITICAL**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	7/13/20	7/17/20		6:00 AM	10:00 AM	15	X	X	X	X	X			5	W	75.00	5	375.00		
2	7/13/20	7/17/20		10:00 AM	3:00 PM	15	X	X	X	X	X			5	W	60.00	5	300.00		
3	7/13/20	7/17/20		3:00 PM	7:00 PM	15	X	X	X	X	X			5	W	75.00	5	375.00		
4	7/18/20	7/19/20		6:00 AM	7:00 PM	15						X	X	5	W	40.00	5	200.00		
5	7/13/20	7/19/20		6:00 AM	12:00 AM	15	X	X	X	X	X	X	X	5	W	18.00	5	90.00		
6	7/20/20	7/20/20		6:00 AM	10:00 AM	15	1							1	D	75.00	1	75.00		
7	7/20/20	7/20/20		10:00 AM	3:00 PM	15	2							2	D	60.00	2	120.00		
8	7/20/20	7/20/20		3:00 PM	5:00 PM	15	1							1	D	75.00	1	75.00		

No	DATES		INVENTORY TYPE	ORDER BY	QTY	PRICING STRUCTURE	RATE	TOTAL
	START	END						
1	7/13/20	7/19/20	AUDIO - STREAMING SPOTS	Spots	23	Per Item	\$15.00	\$345.00
New / Revised Revenue Type: LOCAL DIRECT Salesperson Commission: 15.00% Line Remark: 6A-12A Daypart: M-S 12:00 AM-12:00 AM								
2	7/20/20	7/20/20	AUDIO - STREAMING SPOTS	Spots	3	Per Item	\$15.00	\$45.00
New / Revised Revenue Type: LOCAL DIRECT Salesperson Commission: 15.00% Line Remark: 6A-5P Daypart: M-S 12:00 AM-12:00 AM								

Billing Projections: By Month

	Jul 20
CA	2,000.00
ST	2,000.00

☒ Print Spot Prices

TOTAL SPOTS ..... 29  
SPOT TOTAL \$ ..... 1,610.00  
ALTERNATIVE REVENUE TOTAL \$ ..... 390.00  
GROSS TOTAL \$ ..... 2,000.00  
ADJUSTED SPOTS ..... 29  
ADJUSTED TOTAL \$ ..... 2,000.00

APPROVE    DECLINE

☐☐

General Manager

☐☐

Sales Manager

☐☐

Business

☐☐

Interactive Sales Manager

From: Marc Zallis  
 Phone: (727) 563-8889  
 Email: marc.zallis@bbgi.com  
 7/8/2020 7:07 PM

Flight Dates: 07/13/2020 - 07/26/2020

Demo: P 18+

Radio Market: TAMPA-ST. PETERSBURG-CLEARWATER

Survey: MAY20

Geography: Metro

ScheduleDescription:

ENGLISH

	Daypart	Notes	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gls
<b>Radio Total</b>				55		\$36.36	\$2,000.00	0.3%	12.7	100%	100%	8.3%	213,500	1.7	365,900
<b>WRBQ-FM</b>				55		\$36.36	\$2,000.00	0.3%	12.7	100%	100%	8.3%	213,500	1.7	365,900
<b>Flight A - 1 wk (07/13)</b>															
				48		\$35.83	\$1,720.00	0.3%	11.1	87%	86%	6.7%	171,500	1.9	319,900
<b>One Week Total</b>				48		\$35.83	\$1,720.00	0.3%	11.1	87%	86%	6.7%	171,500	1.9	319,900
	M-F 6A-10A		AM	5	15	\$75.00	\$375.00	0.2%	1.0	9%	22%	0.8%	19,700	1.2	24,000
	M-F 10A-3P		MD	5	15	\$60.00	\$300.00	0.3%	1.5	14%	17%	1.3%	33,700	1.2	40,500
	M-F 3P-7P		PM	5	15	\$75.00	\$375.00	0.4%	2.0	18%	22%	1.5%	38,700	1.3	48,500
	Sa-Su 6A-7P			5	15	\$40.00	\$200.00	0.2%	1.0	9%	12%	1.0%	27,000	1.2	32,000
	M-Su 6A-12M		ROS	5	15	\$25.00	\$125.00	0.2%	1.0	9%	7%	1.1%	28,200	1.1	30,000
	M-F 6A-12M	STREAM	MFROT	23	15	\$15.00	\$345.00	0.2%	4.6	41%	20%	3.8%	97,900	1.5	144,900
<b>Flight A - 1 wk (07/20)</b>															
				7		\$40.00	\$280.00	0.3%	1.6	13%	14%	1.2%	31,300	1.5	46,000
<b>One Week Total</b>				7		\$40.00	\$280.00	0.3%	1.6	13%	14%	1.2%	31,300	1.5	46,000
	M 6A-10A			1	15	\$75.00	\$75.00	0.2%	0.2	13%	27%	0.2%	5,300	1.0	5,300
	M 10A-3P			2	15	\$60.00	\$120.00	0.2%	0.4	25%	43%	0.4%	10,600	1.2	12,200
	M 3P-5P			1	15	\$40.00	\$40.00	0.4%	0.4	25%	14%	0.4%	9,300	1.0	9,300
	M 6A-5P	STREAM		3	15	\$15.00	\$45.00	0.2%	0.6	38%	16%	0.6%	16,700	1.1	19,200

The first demo listed is the Primary Demo.

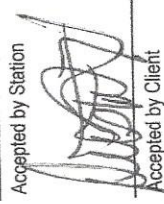
This report was created in TAPSCAN using the following Radio information: TAMPA-ST. PETERSBURG-CLEARWATER; MAY20; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.  
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From: Marc Zallis  
 Phone: (727) 563-8889  
 Email: marc.zallis@bbgi.com  
 7/8/2020 7:07 PM

**Schedule Grand Totals: 2 Weeks**

Stations	Spots	Unit Rate	Total Cost	Average Rating	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gls	CPM
Radio Total	55	\$36.36	\$2,000.00	0.3%	12.7	100%	100%	8.3%	213,500	1.7	365,900	\$5.43
WRBQ-FM	55	\$36.36	\$2,000.00	0.3%	12.7	100%	100%	8.3%	213,500	1.7	365,900	\$5.43

Accepted by Station



Date

7-9-2020

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.

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## Detailed Sourcing Summary

Radio Market: TAMPA-ST. PETERSBURG-CLEARWATER

Survey: Nielsen Radio May 2020

Geography: Metro

Daypart: Multiple Dayparts Used

### Demo/Intab/Population:

	Population		Intab	
	Avg Daily	Avg Weekly	Avg Daily	Avg Weekly
Age/Gender				
Adults 18+ (Primary)	2,577,900	2,577,900	1,282	1,163

Stations: User Selected  
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. 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 Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one panelist.

PPM estimates are derived from the PPM technology and methodology 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>

Rating Reliability Estimator:

<https://rrr.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/PP6/2020MAY/0087/pdfs/SpecialNotices.pdf>

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