

WRBQ-FM



PINELLAS CNTY SUPERVISOR ELECT  
Attention: DUSTIN CHASE  
13001 Starkey Road  
Largo, Florida 33773

Advertiser: PINELLAS CNTY SUPERVISOR ELECT  
Order #: 193273902458  
Date Entered: 08/03/2023  
Last Modified: 08/03/2023  
Product: AUG & SEP  
Salesperson: Marc Zallis  
Billing Cycle: Calendar Month  
Estimate #: PO# 23153

Order Date Range: 08/14/2023 through 09/24/2023 (6 weeks)  
Media Outlets: WRBQ-FM

On-Air Schedule

#	Dates	Station	Time/Program	Len	Mo	Tu	We	Th	Fr	Sa	Su	S/W	Rate	Qty	Total
1	08/14/23-09/22/23	WRBQ-FM	06:00AM-10:00AM	15	X	X	X	X	X	--	--	3	95.00	18	1,710.00
2	08/14/23-09/22/23	WRBQ-FM	10:00AM-03:00PM	15	X	X	X	X	X	--	--	3	75.00	18	1,350.00
3	08/14/23-09/22/23	WRBQ-FM	03:00PM-07:00PM	15	X	X	X	X	X	--	--	3	90.00	18	1,620.00
4	08/19/23-09/24/23	WRBQ-FM	06:00AM-07:00PM	15	--	--	--	--	--	X	X	4	35.00	24	840.00
5	08/14/23-09/24/23	WRBQ-FM	12:00AM-12:00AM	15	X	X	X	X	X	--	--	3	0.00	18	0.00

BONUS

Station Totals

Station	On-Air Count	Digital Count	Web Count	Other Count	Gross Billing	Net Billing
WRBQ-FM	96	0	0	0	\$5,520.00	\$5,520.00
Totals	96	0	0	0	\$5,520.00	\$5,520.00

Total Charges: \$5,520.00  
Total Net: \$5,520.00

Projected Billing By Calendar Month

Month	Year	Gross Billing	Net Billing
August	2023	\$2,620.00	\$2,620.00
September	2023	\$2,900.00	\$2,900.00
Totals		\$5,520.00	\$5,520.00

Accepted for ..

Accepted for advertiser OR agency as agent for the advertiser

Name \_\_\_\_\_

Title \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

PINELLAS CO SUPERVISOR ELECT+SHARK



From: Marc Zellis  
 Phone: (727) 434-3241  
 Email: marc.zellis@bbgt.com  
 8/1/2023 10:21 PM

Flight Dates: 08/14/2023 - 09/24/2023  
 Demo: P 18+

Radio Market: TAMPA-ST. PETERSBURG-CLEARWATER  
 Survey: JUN23  
 Geography: Metro

Schedule Description:  
 Q105-MAXIMA ADD SHARK

Daypart	Notes	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gls
WRBB-FM			96		\$30.00	\$2,880.00	0.2%	17.4	31%	18%	9.0%	238,800	2.0	467,400
Flight A - 6 wks (08/14, 08/21, 08/28, 09/04, 09/11, 09/18)														
<b>One Week Total</b>														
M-F 6A-10A		AM	18	3:15	\$30.00	\$480.00	0.2%	2.9	5%	3%	2.2%	59,400	1.3	77,900
M-F 10A-3P		MD	3	3:15	\$45.00	\$135.00	0.2%	0.6	21%	28%	0.5%	14,000	1.1	15,900
M-F 3P-7P		PM	3	3:15	\$45.00	\$135.00	0.2%	0.6	21%	28%	0.6%	17,100	1.1	19,200
Sa-Su 6A-7P			4	4:15	\$60.00	\$240.00	0.2%	0.8	28%	13%	0.6%	15,600	1.1	17,600
M-Su 12M-12M	BONUS		3	3:15	\$0.00	\$0.00	0.1%	0.3	10%	0%	0.4%	9,400	1.0	9,600
WRBC-FM			96		\$57.50	\$5,520.00	0.2%	22.8	40%	37%	12.4%	327,700	1.9	634,800
Flight A - 6 wks (08/14, 08/21, 08/28, 09/04, 09/11, 09/18)														
<b>One Week Total</b>														
M-F 6A-10A		AM	18	3:15	\$57.50	\$920.00	0.2%	3.8	7%	6%	3.1%	81,500	1.3	105,800
M-F 10A-3P		MD	3	3:15	\$95.00	\$285.00	0.2%	0.6	16%	31%	0.6%	16,100	1.2	18,600
M-F 3P-7P		PM	3	3:15	\$75.00	\$225.00	0.4%	1.2	32%	24%	1.0%	25,400	1.1	28,500
Sa-Su 6A-7P			4	4:15	\$90.00	\$360.00	0.2%	0.6	16%	29%	0.7%	18,100	1.1	19,800
M-Su 12M-12M	BONUS		3	3:15	\$0.00	\$0.00	0.2%	0.6	16%	0%	0.5%	13,800	1.0	14,100
WYUL-FM			96		\$69.38	\$6,660.00	0.2%	16.8	29%	44%	7.3%	193,500	2.5	484,200
Flight A - 6 wks (08/14, 08/21, 08/28, 09/04, 09/11, 09/18)														
<b>One Week Total</b>														
M-F 6A-10A		AM	18	3:15	\$69.38	\$1,248.84	0.2%	16.8	29%	44%	7.3%	193,500	2.5	484,200
M-F 10A-3P		MD	3	3:15	\$69.38	\$208.14	0.2%	2.8	6%	7%	2.1%	55,200	1.5	80,700

The first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio Information: TAMPA-ST. PETERSBURG-CLEARWATER; JUN23; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.  
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PINELLAS CO SUPERVISOR ELECT+SHARK



From: Marc Zallis  
 Phone: (727) 434-3241  
 Email: marc.zallis@bbgi.com  
 8/1/2023 10:21 PM

Daypart	Notes	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	GRPs	% of GRPs	% of Total Cost	% Reach	Nat Reach	Frequency	Gis
M-F 6A-10A		AM	3	15	\$110.00	\$330.00	0.3%	0.9	32%	30%	0.7%	18,700	1.3	23,400
M-F 10A-3P		MD	3	15	\$100.00	\$300.00	0.2%	0.6	21%	27%	0.6%	14,900	1.1	16,000
M-F 3P-7P		PM	3	15	\$120.00	\$360.00	0.2%	0.6	21%	32%	0.5%	13,100	1.1	14,700
Sa-Su 6A-7P			4	15	\$30.00	\$120.00	0.1%	0.4	14%	11%	0.5%	13,600	1.1	15,600
M-Su 12M-12M	BONUS		3	15	\$0.00	\$0.00	0.1%	0.3	11%	0%	0.4%	9,700	1.1	10,200

WYUU-FM (continued)

The first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio Information: TAMPA-ST. PETERSBURG-CLEARWATER; JUN23; Metro; Multiple Dayparts Used; P 18-4; See Detailed Sourcing Page for Complete Details.  
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PINELLAS CO SUPERVISOR ELECT+SHARK



From: Marc Zallis  
 Phone: (727) 434-3241  
 Email: marc.zallis@bbgj.com  
 8/1/2023 10:21 PM

Schedule Grand Totals: 6 Weeks

Stations	Spots	Unit Rate	Total Cost	Average Rating	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	GM	CPM
WPBB-FM	96	\$30.00	\$2,880.00	0.2%	17.4	31%	19%	9.0%	236,800	2.0	467,400	\$8.12
WRBQ-FM	98	\$57.50	\$5,520.00	0.2%	22.8	40%	37%	12.4%	327,700	1.9	634,800	\$8.71
WYUL-FM	98	\$69.38	\$6,800.00	0.2%	16.8	29%	44%	7.9%	193,500	2.5	484,200	\$13.88

Accepted by Station \_\_\_\_\_

Date \_\_\_\_\_

Accepted by Client \_\_\_\_\_

Date 8/2/23

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: TAMPA-ST. PETERSBURG-CLEARWATER; JUN23; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.  
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# Detailed Sourcing Summary

Radio Market: TAMPA-ST. PETERSBURG-CLEARWATER  
 Survey: Nielsen Radio June 2023  
 Geography: Metro  
 Daypart: Multiple Dayparts Used

## Demo/Intab/Population:

Age/Gender	Population		Intab	
	Avg Daily	Avg Weekly	Avg Daily	Avg Weekly
Adults 18+ (Primary)	2,640,200	2,640,200	1,123	989

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](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.

Subscription Website: <http://subscription.nielsen.com>  
 Rating Reliability Estimator: <https://tra.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/PP8/2023/JUN/0087/pdfs/SpecialNotices.pdf>

**PPM ratings are based on audience estimates and are the opinion of Nielsen and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.**

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