

David Scott 2018 WALR OOW

From: Mark Turcotte
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 8/3/2018 2:16 PM

Flight Dates: 08/20/2018 - 09/06/2018
 Demo: P 35+

Radio Market: ATLANTA
 Survey: JUN18 / MAY18 / APR18
 Geography: Metro

Daypart	Spots	Length	Unit Rate	Total Cost	% Reach	Net Reach	Frequency	GIs	CPM
Radio Total	57		\$107.37	\$6,120.00	11.0%	329,400	2.1	683,700	\$8.95
WALR-FM	57		\$107.37	\$6,120.00	11.0%	329,400	2.1	683,700	\$8.95
Flight A - 3 wks (08/20, 08/27, 09/03)									
	57		\$107.37	\$6,120.00	11.0%	329,400	2.1	683,700	\$8.95
One Week Total	19		\$107.37	\$2,040.00	4.9%	147,200	1.5	227,900	\$8.95
M-F 6A-10A	6	30	\$150.00	\$900.00	1.2%	36,100	1.3	46,200	\$19.48
M-F 10A-3P	5	30	\$100.00	\$500.00	1.8%	52,700	1.3	66,500	\$7.52
M-F 3P-7P	4	30	\$120.00	\$480.00	1.7%	49,800	1.2	60,000	\$8.00
Sa-Su 9A-6P	4*	30	\$40.00	\$160.00	1.5%	44,600	1.2	55,200	\$2.90

Adel M-Su 6A-12m 6x @ N/C

* - indicates the value varies across weeks

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: ATLANTA; JUN18 / MAY18 / APR18; Metro; Multiple Dayparts Used; P 35+; See Detailed Sourcing Page for Complete Details.
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Schedule Grand Totals: 3 Weeks

Stations	Spots	Unit Rate	Total Cost	% Reach	Net Reach	Frequency	Gls	CPM
Radio Total	57	\$107.37	\$6,120.00	11.0%	329,400	2.1	683,700	\$8.95
WALR-FM	57	\$107.37	\$6,120.00	11.0%	329,400	2.1	683,700	\$8.95

Accepted by Station  Date 8/3/18

Accepted by Client  Date 8/3/18

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.

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