

# IPS REF REV

From: Adrian Warren  
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9/20/2018 9:42 AM

# RADIO ONE

THE URBAN MEDIA SPECIALIST

Flight Dates: 09/17/2018 - 09/30/2018  
Demo: P 12+

Radio Market: INDIANAPOLIS  
Survey: JUL 18  
Geography: Metro

Daypart	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	Frequency	Notes
<b>Radio Total</b>	<b>124</b>		<b>\$80.65</b>	<b>\$10,000.00</b>	<b>0.3%</b>	<b>\$299.40</b>	<b>33.4</b>	<b>100%</b>	<b>2.2</b>	
<b>WTLC-FM</b>	<b>54</b>		<b>\$92.59</b>	<b>\$5,000.00</b>	<b>0.3%</b>	<b>\$316.46</b>	<b>15.8</b>	<b>47%</b>	<b>2.1</b>	
Flight B - 2 wks (09/17, 09/24)										
	54		\$92.59	\$5,000.00	0.3%	\$316.46	15.8	47%	2.1	
One Week Total	27		\$92.59	\$2,500.00	0.3%	\$316.46	7.9	24%	1.7	
M-F 6A-10A	3	60	\$150.00	\$450.00	0.3%	\$500.00	0.9	11%	1.2	
M-F 10A-3P	4	60	\$150.00	\$600.00	0.4%	\$375.00	1.6	20%	1.2	
M-F 3P-7P	4	60	\$150.00	\$600.00	0.4%	\$375.00	1.6	20%	1.2	
Sa-Su 10A-7P	6	60	\$100.00	\$600.00	0.3%	\$333.33	1.8	23%	1.4	
M-Su 12M-12M	10	60	\$25.00	\$250.00	0.2%	\$125.00	2.0	25%	1.2	
<b>WTLC-AM</b>	<b>34</b>		<b>\$41.18</b>	<b>\$1,400.00</b>	<b>0.1%</b>	<b>\$411.76</b>	<b>3.4</b>	<b>10%</b>	<b>2.2</b>	
Flight B - 2 wks (09/17, 09/24)										
	34		\$41.18	\$1,400.00	0.1%	\$411.76	3.4	10%	2.2	
One Week Total	17		\$41.18	\$700.00	0.1%	\$411.76	1.7	5%	1.8	
M-F 6A-10A	3	60	\$50.00	\$150.00	0.1%	\$500.00	0.3	18%	1.2	
M-F 10A-3P	5	60	\$50.00	\$250.00	0.1%	\$500.00	0.5	29%	1.3	
M-F 3P-7P	3	60	\$50.00	\$150.00	0.1%	\$500.00	0.3	18%	1.2	
Sa-Su 6A-12M	6	60	\$25.00	\$150.00	0.1%	\$250.00	0.6	35%	1.4	
<b>WHHH-FM</b>	<b>36</b>		<b>\$100.00</b>	<b>\$3,600.00</b>	<b>0.4%</b>	<b>\$253.52</b>	<b>14.2</b>	<b>43%</b>	<b>1.8</b>	
Flight B - 2 wks (09/17, 09/24)										
	36		\$100.00	\$3,600.00	0.4%	\$253.52	14.2	43%	1.8	
One Week Total	18		\$100.00	\$1,800.00	0.4%	\$253.52	7.1	21%	1.5	
M-F 6A-10A	2	60	\$150.00	\$300.00	0.3%	\$500.00	0.6	8%	1.1	
M-F 10A-3P	3	60	\$150.00	\$450.00	0.4%	\$375.00	1.2	17%	1.1	

The first demo listed is the Primary Demo.  
This report was created in TAPSCAN using the following Radio Information: INDIANAPOLIS: JUL 18; Metro: Multiple Dayparts Used; P 12+; See Detailed Sourcing Page for Complete Details.  
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	Daypart	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	Frequency	Notes
<b>WHHH-FM (continued)</b>											
	M-F 3P-7P	3	60	\$150.00	\$450.00	0.5%	\$300.00	1.5	21%	1.2	
	Sa-Su 10A-7P	4	60	\$75.00	\$300.00	0.5%	\$150.00	2.0	28%	1.2	
	M-Su 12M-12M	6	60	\$50.00	\$300.00	0.3%	\$166.67	1.8	25%	1.1	

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# Indianapolis Public Schools Referendum Proposal

## Campaign Summary Totals:

Station	Dates of Promotion	Assets/Elements	Total number of mentions/promos
Cluster On-Air WTLC FM WTLC AM WHHH	September 20 <sup>th</sup> - September 30 <sup>th</sup>	(124) 60 second commercials per week	A total of (124 ) 60 commercial announcements across platforms

Investment:  
\$10,000 NET

TOTAL Investment: \$10,000 NET  
Promotional Value: \$37,750

Accepted by:

Heath Vane

Name

9.19.2018

Date

Lead Consultant

Title