

# Buy Detail Report

Date: 6/16/2022

**Client:** Ron Johnson for Senate

**Flight Start Date:** 06/29/2022

**Send Billing To:**

**Media:** Radio

**Flight End Date:** 07/05/2022

**Product:** Candidate

**Survey:** Apr22 MSA Triton

**Primary Demo:** Adults 35+

**Market/System:** La Crosse

| Daypart Program      | STN Gross  | Days Dur                    | Wed 6/29 | Mon 7/4 | Total Spots | Adults 35+ Rtg/CPP |
|----------------------|------------|-----------------------------|----------|---------|-------------|--------------------|
| <b>Brewers-Radio</b> |            |                             |          |         |             |                    |
| MTuWThF 6:00a- 7:00p | \$1,600.00 | 60                          | 1        | 1       | 2           | 0.0<br>\$0.00      |
|                      |            | <b>Total Spots:</b>         | 1        | 1       | 2           |                    |
|                      |            | <b>Total GRP/GIMP(000):</b> | 0.0      | 0.0     |             | 0.0                |
|                      |            | <b>Total CPP/CPM:</b>       |          |         |             |                    |
| <b>Total Cost:</b>   | \$3,200.00 |                             |          |         | 2           |                    |

**Signature:** \_\_\_\_\_

**Disclaimer:**

# Summary by Station

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| Station              | Total Spots | STN Gross  | PCT  | Adults 35+ |     |     |
|----------------------|-------------|------------|------|------------|-----|-----|
|                      |             |            |      | CPP        | GRP | PCT |
| <b>Brewers-Radio</b> | 2           | \$3,200.00 | 100% | \$0.00     | 0.0 | 0%  |
| <b>Market Total:</b> | 2           | \$3,200.00 |      | \$0.00     | 0.0 |     |