

Math Pac



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	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% Reach	Net Reach	Frequency	Gls	CPM
KJYY-FM (continued)														
Flight A - 1 wk (01/27)														
			39		\$69.38	\$2,705.93	0.5%	\$124.13	21.8	6.7%	11,500	3.2	36,700	\$77.09
One Week Total			39		\$69.38	\$2,705.93	0.5%	\$124.13	21.8	6.7%	11,500	3.2	36,700	\$77.09
	M-F 6A-10A	AM	10	60	\$70.59	\$705.90	0.8%	\$88.24	8.0	3.1%	5,300	2.5	13,000	\$54.30
	M-F 10A-3P	MD	5	60	\$70.59	\$352.95	0.8%	\$88.24	4.0	2.3%	3,900	1.7	6,500	\$54.30
	M-F 3P-7P	PM	10	60	\$70.59	\$705.90	0.8%	\$117.65	6.0	3.2%	5,500	2.0	11,000	\$64.17
	M-F 7P-12M	EVE	5	60	\$70.59	\$352.95	0.2%	\$352.95	1.0	0.9%	1,500	1.3	2,000	\$176.48
	Sa 6A-7P		5	60	\$70.59	\$352.95	0.4%	\$176.48	2.0	1.1%	1,900	1.6	3,000	\$117.65
	Su 6A-7P		4	60	\$58.82	\$235.28	0.2%	\$294.10	0.8	0.5%	900	1.3	1,200	\$196.07

KJYY-FM

The first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio Information: DES MOINES; SP19 SD / FA18 SD; Metro; Multiple Dayparts Used; M 18-44; See Detailed Sourcing Page for Complete Details.  
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