

# Radio Media Placement

Date: 7/16/2021

**Client:** Carey for Congress  
**Media:** Radio  
**Product:** Political Candidate  
**Primary Demo:** Adults 35+

**Description:** EST-1813  
**Flight Start Date:** 07/19/2021  
**Flight End Date:** 08/01/2021  
**Survey:** 2BK Jun20+Apr21 MSA CustRadio  
**Buyer:** Laurie Mayeux  
**Email:** laurie@peoplewhothink.com

**Market/System:** Columbus, OH

Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Wed 7/21	Thu 7/22	Fri 7/23	Sat 7/24	Sun 7/25	Mon 7/26	Tue 7/27	Wed 7/28	Total Spots	Adults 35+ Rtg/CPP
<b>WCVO-FM</b>														
MTuWThF 6:00a-10:00a	AM	\$30.00	\$25.50	30	3	3	3	0	0	3	3	3	18	0.2 \$150.00 \$127.50
MTuWThF 10:00a- 3:00p	MD	\$20.00	\$17.00	30	3	3	3	0	0	3	3	3	18	0.2 \$100.00 \$85.00
MTuWThF 3:00p- 7:00p	PM	\$30.00	\$25.50	30	3	3	3	0	0	3	3	3	18	0.3 \$100.00 \$85.00
SaSu 6:00a- 7:00p	WK	\$20.00	\$17.00	30	0	0	0	1	1	0	0	0	2	0.3 \$66.67 \$56.67
<b>Total Spots:</b>					9	9	9	1	1	9	9	9	56	
<b>Total GRP/GIMP(000):</b>					2.1	2.1	2.1	0.3	0.3	2.1	2.1	2.1		13.2
<b>Total CPP/CPM:</b>														\$112.12 \$95.30
<b>Total Cost:</b>		\$1,480.00	\$1,258.00										56	

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

Disclaimer:

# Summary by Station

Date: 7/16/2021

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Station	Total Spots	STN Gross	PCT	STN Net	PCT	Adults 35+		GRP	PCT
						STN GR CPP	STN NET CPP		
Reach Pct / Freq									
<b>WCVO-FM</b>	56	\$1,480.00	100%	\$1,258.00	100%	\$112.12	\$95.30	13.2 4.6%	100% 2.9
<b>Market Total:</b>	56	\$1,480.00		\$1,258.00		\$112.12	\$95.30	13.2 18.2%	0.7

# Summary by Market/System

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**Market/System:**

Market	Total Spots	STN Gross	PCT	STN Net	PCT	Adults 35+		GRP	PCT	Reach Pct / Freq
						STN GR CPP	STN NET CPP			
<b>Columbus, OH</b>										
<b>Market Total:</b>	56	\$1,480.00	100%	\$1,258.00	100%	\$112.12	\$95.30	13.2	100%	18.2% 0.7
<b>All Markets</b>										
<b>Grand Total:</b>	56	\$1,480.00		\$1,258.00		\$112.12	\$95.30	13.2		8.6% 3.1