

Radio Media Placement

Date: 7/12/2021

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

Flight Start Date: 07/12/2021
Flight End Date: 07/25/2021
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	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total Spots	Adults 35+ Rtg/CPP	
					7/13	7/14	7/15	7/16	7/17	7/18	7/19	7/20			
WCVO-FM															
MTuWThF 6:00a-10:00a	AM	\$30.00	\$25.50	30	3	3	3	3	0	0	3	3	18	0.2 \$150.00 \$127.50	
MTuWThF 10:00a- 3:00p	MD	\$20.00	\$17.00	30	3	3	3	3	0	0	3	3	18	0.2 \$100.00 \$85.00	
MTuWThF 3:00p- 7:00p	PM	\$30.00	\$25.50	30	3	3	3	3	0	0	3	3	18	0.3 \$100.00 \$85.00	
SaSu 6:00a- 7:00p	WK	\$20.00	\$17.00	30	0	0	0	0	1	1	0	0	2	0.3 \$66.67 \$56.67	
Total Spots:					9	9	9	9	1	1	9	9	56		
Total GRP/GIMP(000):					2.1	2.1	2.1	2.1	0.3	0.3	2.1	2.1		13.2	
Total CPP/CPM:														\$112.12	
Total Cost:					\$1,480.00		\$1,258.00							56	\$95.30

Signature: _____

Disclaimer:

Summary by Station

Date: 7/12/2021

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

Flight Start Date: 07/12/2021
Flight End Date: 07/25/2021
Survey: 2BK Jun20+Apr21 MSA CustRadio
Buyer: Laurie Mayeux
Email: laurie@peoplewhothink.com

Market/System: Columbus, OH

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

Summary by Market/System

Date: 7/12/2021

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

Flight Start Date: 07/12/2021
Flight End Date: 07/25/2021
Buyer: Laurie Mayeux
Email: laurie@peoplewhothink.com

Market/System:

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