

Radio Media Placement

Date: 6/30/2021

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

Description: EST-1805
Flight Start Date: 06/28/2021
Flight End Date: 07/11/2021
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	Fri 7/2	Sat 7/3	Sun 7/4	Mon 7/5	Tue 7/6	Wed 7/7	Thu 7/8	Fri 7/9	Sat 7/10	Sun 7/11	Total Spots	Adults 35+ Rtg/CPP
WCVO-FM																
MTuWThF 6:00a-10:00a	AM	\$30.00	\$25.50	30	3	0	0	3	3	3	3	3	0	0	18	0.2 \$150.00 \$127.50
MTuWThF 10:00a- 3:00p	MD	\$20.00	\$17.00	30	3	0	0	3	3	3	3	3	0	0	18	0.2 \$100.00 \$85.00
MTuWThF 3:00p- 7:00p	PM	\$30.00	\$25.50	30	3	0	0	3	3	3	3	3	0	0	18	0.3 \$100.00 \$85.00
SaSu 6:00a- 7:00p	WK	\$20.00	\$17.00	30	0	1	1	0	0	0	0	0	1	1	4	0.3 \$66.67 \$56.67
Total Spots:					9	1	1	9	9	9	9	9	1	1	58	
Total GRP/GIMP(000):					2.1	0.3	0.3	2.1	2.1	2.1	2.1	2.1	0.3	0.3		13.8
Total CPP/CPM:																\$110.14 \$93.62
Total Cost:		\$1,520.00	\$1,292.00												58	

Signature: _____

Disclaimer:

Summary by Station

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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									
WCVO-FM	58	\$1,520.00	100%	\$1,292.00	100%	\$110.14	\$93.62	13.8	100%
								4.9%	2.8
Market Total:	58	\$1,520.00		\$1,292.00		\$110.14	\$93.62	13.8	18.3% 0.8

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			
Columbus, OH										
Market Total:	58	\$1,520.00	100%	\$1,292.00	100%	\$110.14	\$93.62	13.8	100%	18.3% 0.8
All Markets										
Grand Total:	58	\$1,520.00		\$1,292.00		\$110.14	\$93.62	13.8		8.6% 3.1