

Buy Detail Report est # 25368

Summary by Station/System

Date: 5/19/2022
6:13 PM

Client: Friends of Dan Brady
Media: Radio
Product: Friends of Dan Brady
Market: Rockford
Primary Demo: Adults 35+
Separation between spots: 30

Estimate: 25368
Description: 25368_DAN BRADY_Q2_2022_RADIO
Flight Start Date: 5/9/2022 05:00 AM
Flight End Date: 7/3/2022 04:59 AM
Buyer: Arnold Fodor

Station	Total Spots	STN Gross	PCT	STN Net	PCT	Adults 35+				
						STN GR CPM	STN NET CPM	GIMP(000)	PCT	
Reach Pct / Freq										
WROK-AM	102	\$2,050.00	100%	\$1,742.50	100%	\$13.21	\$11.23	155	100%	
								5.9%	13.9	
Market Total:	102	\$2,050.00		\$1,742.50		\$13.21	\$11.23	155		
								5.9%	13.9	

Buy Detail Report est # 25368
Summary by Daypart

Date: 5/19/2022
 6:13 PM

Client: Friends of Dan Brady
Media: Radio
Product: Friends of Dan Brady
Market: Rockford
Primary Demo: Adults 35+
Separation between spots: 30

Estimate: 25368
Description: 25368_DAN BRADY_Q2_2022_RADIO
Flight Start Date: 5/9/2022 05:00 AM
Flight End Date: 7/3/2022 04:59 AM
Buyer: Arnold Fodor

Daypart	Total Spots	STN Gross	PCT	STN Net	PCT	Adults 35+			
						STN GR CPM	STN NET CPM	GIMP(000)	PCT
MD	52	\$1,300.00	63%	\$1,105.00	63%	\$9.62	\$8.17	135	87%
EV	50	\$750.00	37%	\$637.50	37%	\$37.50	\$31.88	20	13%
Market Total:	102	\$2,050.00		\$1,742.50		\$13.21	\$11.23	155	

Buy Detail Report est # 25368
Summary by Length

Date: 5/19/2022
 6:13 PM

Client: Friends of Dan Brady
Media: Radio
Product: Friends of Dan Brady
Market: Rockford
Primary Demo: Adults 35+
Separation between spots: 30

Estimate: 25368
Description: 25368_DAN BRADY_Q2_2022_RADIO
Flight Start Date: 5/9/2022 05:00 AM
Flight End Date: 7/3/2022 04:59 AM
Buyer: Arnold Fodor

Spot Length	Total Spots	STN Gross	PCT	STN Net	PCT	Adults 35+			
						STN GR CPM	STN NET CPM	GIMP(000)	PCT
30	102	\$2,050.00	100%	\$1,742.50	100%	\$13.21	\$11.23	155	100%
Market Total:	102	\$2,050.00		\$1,742.50		\$13.21	\$11.23	155	

Buy Detail Report est # 25368

Summary by Daypart/Length

Date: 5/19/2022
6:13 PM

Client: Friends of Dan Brady
Media: Radio
Product: Friends of Dan Brady
Market: Rockford
Primary Demo: Adults 35+
Separation between spots: 30

Estimate: 25368
Description: 25368_DAN BRADY_Q2_2022_RADIO
Flight Start Date: 5/9/2022 05:00 AM
Flight End Date: 7/3/2022 04:59 AM
Buyer: Arnold Fodor

Daypart	Spot Length	Total Spots	STN Gross	PCT	STN Net	PCT	Adults 35+			
							STN GR CPM	STN NET CPM	GIMP(000)	PCT
MD	30	52	\$1,300.00	63%	\$1,105.00	63%	\$9.62	\$8.17	135	87%
EV	30	50	\$750.00	37%	\$637.50	37%	\$37.50	\$31.88	20	13%
Market Total:		102	\$2,050.00		\$1,742.50		\$13.21	\$11.23	155	

Buy Detail Report est # 25368
Summary by Station/Week

Date: 5/19/2022
 6:13 PM

Client: Friends of Dan Brady
Media: Radio
Product: Friends of Dan Brady
Market: Rockford
Primary Demo: Adults 35+
Separation between spots: 30

Estimate: 25368
Description: 25368_DAN BRADY_Q2_2022_RADIO
Flight Start Date: 5/9/2022 05:00 AM
Flight End Date: 7/3/2022 04:59 AM

Buyer: Arnold Fodor

Station	5/23	5/30	6/6	6/13	6/20	6/27	Total
WROK-AM							
SPOTS	16	20	20	20	20	6	102
GIMP(000)	24	30	30	30	30	11	155
CPM	\$13.33	\$13.33	\$13.33	\$13.33	\$13.33	\$11.61	\$13.21
STN Gross	\$320.00	\$400.00	\$400.00	\$400.00	\$400.00	\$130.00	\$2,050.00
Total							
SPOTS	16	20	20	20	20	6	102
GIMP(000)	24	30	30	30	30	11	155
CPM	\$13.33	\$13.33	\$13.33	\$13.33	\$13.33	\$11.61	\$13.21
STN Gross	\$320.00	\$400.00	\$400.00	\$400.00	\$400.00	\$130.00	\$2,050.00

Buy Detail Report est # 25368

Summary by Market

Date: 5/19/2022
6:13 PM

Client: Friends of Dan Brady
Media: Radio
Product: Friends of Dan Brady

Estimate: 25368
Description: 25368_DAN BRADY_Q2_2022_RADIO
Flight Start Date: 5/9/2022 05:00 AM
Flight End Date: 7/3/2022 04:59 AM

Primary Demo: Adults 35+
Separation between spots: 30

Buyer: Arnold Fodor

Market	Total Spots	STN Gross	PCT	STN Net	PCT	Adults 35+			
						STN GR CPM	STN NET CPM	GIMP(000)	PCT
Reach Pct / Freq									
Rockford	102	\$2,050.00	100%	\$1,742.50	100%	\$13.21	\$11.23	155	100%
								5.9%	13.9
Estimate Total:	102	\$2,050.00		\$1,742.50				155	