

Cabello 22



From: Heather Olson
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 4/6/2022 1:44 PM

Flight Dates: 04/18/2022 - 04/24/2022

Demo: P 18+

Radio Market: ROCKFORD
 Survey: FA21 SD / SP21 SD
 Geography: Metro

Radio Total	Daypart	Spots	Length	Unit Rate	Total Cost	Net Reach	Frequency
WKGL-FM		54		\$48.78	\$2,634.00	38,900	2.2
Flight A - 1 wk 4/18-4/24 S/17							
One Week Total		18		\$53.17	\$957.00	16,600	2.0
	M-F 6A-10A	18		\$53.17	\$957.00	16,600	2.0
	M-F 10A-3P	3 30		\$70.00	\$210.00	5,000	1.3
	M-F 3P-7P	3 30		\$70.00	\$210.00	6,600	1.3
	M-F 7P-12M	3 30		\$70.00	\$210.00	6,200	1.3
	Sa 6A-10A	3 30		\$52.00	\$156.00	1,700	1.2
	Sa 10A-3P	3 30		\$20.00	\$60.00	1,600	1.5
WROK-AM		18		\$31.83	\$573.00	8,100	2.1
Flight A - 1 wk 4/18-4/24 S/17							
One Week Total		18		\$31.83	\$573.00	8,100	2.1
	M-F 6A-10A	18		\$31.83	\$573.00	8,100	2.1
	M-F 10A-3P	3 30		\$36.00	\$108.00	3,300	1.4
	M-F 3P-7P	3 30		\$36.00	\$108.00	4,000	1.4
	M-F 7P-12M	3 30		\$35.00	\$105.00	2,600	1.3
	Sa 6A-10A	3 30		\$30.00	\$90.00	800	1.1
	Sa 10A-3P	3 30		\$28.00	\$84.00	1,000	1.5
WXXQ-FM		18		\$61.33	\$1,104.00	17,500	1.9
Flight A - 1 wk 4/18-4/24 S/17							
One Week Total		18		\$61.33	\$1,104.00	17,500	1.9
	M-F 6A-10A	18		\$61.33	\$1,104.00	17,500	1.9

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio Information: ROCKFORD: FA21 SD / SP21 SD; Metro: Multiple Dayparts Used: P 18+; See Detailed Sourcing Page for Complete Details.
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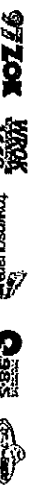
WXXQ-FM (continued)	Daypart	Spots	Length	Unit Rate	Total Cost	Net Reach	Frequency
M-F 6A-10A		3	30	\$80.00	\$240.00	5,200	1.2
M-F 10A-3P		3	30	\$80.00	\$240.00	6,500	1.3
M-F 3P-7P		3	30	\$80.00	\$240.00	5,700	1.2
M-F 7P-12M		3	30	\$38.00	\$114.00	1,500	1.2
Sa 6A-10A		3	30	\$45.00	\$135.00	2,400	1.5
Sa 10A-3P		3	30	\$45.00	\$135.00	4,300	1.5

The first demo listed is the Primary Demo.

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Schedule Grand Totals: 1 Week

Stations	Spots	Unit Rate	Total Cost	Net Reach	Frequency
Radio Total	54	\$48.79	\$2,634.00	38,900	2.2
WKGL-FM	18	\$53.17	\$957.00	16,600	2.0
WRKQ-AM	18	\$31.83	\$572.00	8,100	2.1
WXXQ-FM	18	\$61.33	\$1,104.00	17,500	1.9
WZOK-FM	0	\$0.00	\$0.00	0	0.0

Accepted by Station

Date

[Handwritten Signature]

5/9/22

Accepted by Client

For Sale Cabello

Date

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

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