

Cabello 22 June week 3



From: Heather Olson
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 6/16/2022 5:49 PM

Flight Dates: 06/20/2022 - 06/26/2022
 Demo: P 18+

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

	Daypart	Spots	Length	Unit Rate	Total Cost	Net Reach	Frequency
Radio Total		51		\$48.82	\$2,490.00	37,800	2.1
WKGL-FM		17		\$52.18	\$887.00	15,900	1.9
Flight A - 1 wk (06/20)							
		17		\$52.18	\$887.00	15,900	1.9
One Week Total		17		\$52.18	\$887.00	15,900	1.9
	M-F 6A-10A	3	30	\$70.00	\$210.00	5,000	1.3
	M-F 10A-3P	2	30	\$70.00	\$140.00	5,000	1.2
	M-F 3P-7P	3	30	\$70.00	\$210.00	6,200	1.3
	M-F 7P-12M	3	30	\$52.00	\$156.00	1,700	1.2
	Sa 6A-10A	3	30	\$20.00	\$60.00	1,600	1.5
	Sa 10A-3P	3	30	\$37.00	\$111.00	3,700	1.6
WRKQ-AM		17		\$31.59	\$537.00	7,600	2.0
Flight A - 1 wk (06/20)							
		17		\$31.59	\$537.00	7,600	2.0
One Week Total		17		\$31.59	\$537.00	7,600	2.0
	M-F 6A-10A	3	30	\$36.00	\$108.00	3,300	1.4
	M-F 10A-3P	2	30	\$36.00	\$72.00	3,100	1.2
	M-F 3P-7P	3	30	\$35.00	\$105.00	2,600	1.3
	M-F 7P-12M	3	30	\$30.00	\$90.00	800	1.1
	Sa 6A-10A	3	30	\$28.00	\$84.00	1,000	1.5
	Sa 10A-3P	3	30	\$26.00	\$78.00	700	1.7
WXQQ-FM		17		\$62.71	\$1,066.00	17,400	1.9
Flight A - 1 wk (06/20)							
		17		\$62.71	\$1,066.00	17,400	1.9
One Week Total		17		\$62.71	\$1,066.00	17,400	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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	Daypart	Spots	Length	Unit Rate	Total Cost	Net Reach	Frequency
WXXQ-FM (continued)							
	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	2	30	\$38.00	\$76.00	1,000	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	1.6

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Schedule Grand Totals: 1 Week

Stations	Spots	Unit Rate	Total Cost	Net Reach	Frequency
Radio Total	51	\$48.82	\$2,490.00	37,800	2.1
WKGL-FM	17	\$52.18	\$887.00	15,900	1.9
WROK-AM	17	\$31.59	\$537.00	7,600	2.0
WXXQ-FM	17	\$62.71	\$1,066.00	17,400	1.9
WZOK-FM	0	\$0.00	\$0.00	0	0.0

Accepted by Station

Date

Accepted by Client

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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Detailed Sourcing Summary

Radio Market: ROCKFORD

Survey: Average of Nielsen Radio Summary Data Fall 2021, Nielsen Radio Summary Data Spring 2021

Geography: Metro

Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 18+ (Primary)	258,300	2,033

Stations: User Selected

Additional

Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one diarykeeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website:

<http://ascription.nielsen.com>

Rating Reliability Estimator:

<https://rre.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.

<https://ebook.nielsen.com/secure/RR8/2021FAL/0279/pdfs/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/RR8/2021SPR/0279/pdfs/SpecialNotices.pdf>

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