

# WE ARE HOME

From: Danielle Wilson  
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 9/20/2021 5:52 PM



Flight Dates: 09/20/2021 - 10/10/2021  
 Demo: P 55+

Radio Market: PHOENIX  
 Survey: AUG21 / JUL21 / JUN21 / MAY21 / APR21 / MAR21  
 Geography: Metro

	Daypart	Daypart Code	Spots	Length	Unit Rate	Average Rating	CPP	Net Reach	Frequency	GRPs	% of GRPs	Gls	Total Cost
<b>Radio Total</b>			<b>49</b>		<b>\$76.63</b>	<b>0.2%</b>	<b>\$383.16</b>	<b>51,500</b>	<b>2.2</b>	<b>9.8</b>	<b>100%</b>	<b>112,600</b>	<b>\$3,755.00</b>
<b>KAZG-AM</b>			<b>49</b>		<b>\$76.63</b>	<b>0.2%</b>	<b>\$383.16</b>	<b>51,500</b>	<b>2.2</b>	<b>9.8</b>	<b>100%</b>	<b>112,600</b>	<b>\$3,755.00</b>
Flight A - 1 wk (09/20)													
			14		\$73.57	0.2%	\$367.86	18,900	1.8	2.8	29%	33,600	\$1,030.00
<b>One Week Total</b>			<b>14</b>		<b>\$73.57</b>	<b>0.2%</b>	<b>\$367.86</b>	<b>18,900</b>	<b>1.8</b>	<b>2.8</b>	<b>29%</b>	<b>33,600</b>	<b>\$1,030.00</b>
	Th-F 10A-3P		8	30	\$80.00	0.2%	\$400.00	12,400	1.7	1.6	57%	21,600	\$640.00
	Sa 6A-7P		6	30	\$65.00	0.2%	\$325.00	8,400	1.4	1.2	43%	12,000	\$390.00
Flight B - 1 wk (09/27)													
			25		\$77.00	0.2%	\$385.00	28,700	2.0	5.0	51%	56,000	\$1,925.00
<b>One Week Total</b>			<b>25</b>		<b>\$77.00</b>	<b>0.2%</b>	<b>\$385.00</b>	<b>28,700</b>	<b>2.0</b>	<b>5.0</b>	<b>51%</b>	<b>56,000</b>	<b>\$1,925.00</b>
	M-F 10A-3P	MD	20	30	\$80.00	0.2%	\$400.00	23,600	1.9	4.0	80%	46,000	\$1,600.00
	Sa 6A-7P		5	30	\$65.00	0.2%	\$325.00	7,500	1.3	1.0	20%	10,000	\$325.00
Flight C - 1 wk (10/04)													
			10		\$80.00	0.2%	\$400.00	15,900	1.4	2.0	20%	23,000	\$800.00
<b>One Week Total</b>			<b>10</b>		<b>\$80.00</b>	<b>0.2%</b>	<b>\$400.00</b>	<b>15,900</b>	<b>1.4</b>	<b>2.0</b>	<b>20%</b>	<b>23,000</b>	<b>\$800.00</b>
	M-F 10A-3P	MD	10	30	\$80.00	0.2%	\$400.00	15,900	1.4	2.0	100%	23,000	\$800.00

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: PHOENIX; AUG21 / JUL21 / JUN21 / MAY21 / APR21 / MAR21; Metro; Multiple Dayparts Used; P 55+; See Detailed Sourcing Page for Complete Details.

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## Schedule Grand Totals: 3 Weeks

Stations	Spots	Unit Rate	Average Rating	CPP	Net Reach	Frequency	GRPs	% of GRPs	GIs	Total Cost
<b>Radio Total</b>	<b>49</b>	<b>\$76.63</b>	<b>0.2%</b>	<b>\$383.16</b>	<b>51,500</b>	<b>2.2</b>	<b>9.8</b>	<b>100%</b>	<b>112,600</b>	<b>\$3,755.00</b>
<b>KAZG-AM</b>	<b>49</b>	<b>\$76.63</b>	<b>0.2%</b>	<b>\$383.16</b>	<b>51,500</b>	<b>2.2</b>	<b>9.8</b>	<b>100%</b>	<b>112,600</b>	<b>\$3,755.00</b>

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Accepted by Station

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Date

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Accepted by Client

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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.

The first demo listed is the Primary Demo.

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# Detailed Sourcing Summary

Radio Market: PHOENIX

Survey: Average of Nielsen Radio August 2021, Nielsen Radio July 2021, Nielsen Radio June 2021, Nielsen Radio May 2021, Nielsen Radio April 2021, Nielsen Radio March 2021

Geography: Metro

Daypart: Multiple Dayparts Used

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## Demo/Intab/Population:

Age/Gender	Population		Intab	
	Avg Daily	Avg Weekly	Avg Daily	Avg Weekly
Adults 55+ (Primary)	1,261,400	1,261,400	462	434

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Stations: User Selected

Additional

Notices:

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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.

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 panelist.

PPM estimates are derived from the PPM technology and methodology 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](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.

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Ascription Website:

<http://ascription.nielsen.com>

Rating Reliability Estimator:

<https://rre.nielsen.com>

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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/PP6/2021AUG/0057/pdfs/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/PP6/2021JUL/0057/pdfs/SpecialNotices.pdf>

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