

Radio One, Inc.

No spill-in included.

Station Information shown: Owner, Format and Dial

Stations sorted by Call letters

DMA Rank	Market/Station	Schedule Time	Schedule		Persons 25-64 -- 1 Week						
			Wkly Spots	Spot Cost	Gross Imp.	GRPs	CPM	Net %Mkt Reach^	Avg Rch^ Freq^	Total Cost	
28 Baltimore [PPM+D]					Pop:	1,585,400					
					In-Tab:	951					
	WERQ-FM	MF 6-10a	10	225	78,100	4.9	28.81	43,300	2.7	1.8	2,250
	+Radio One / Urban..	MF 10a-3p	10	210	76,800	4.8	27.34	47,400	3.0	1.6	2,100
	Urban Contmp.	MF 3-7p	6	250	53,300	3.4	28.14	37,300	2.4	1.4	1,500
	92.3	MF 7p-12m	6	85	19,500	1.2	26.15	15,500	1.0	1.3	510
		SS 6a-7p	6	120	35,600	2.2	20.22	26,300	1.7	1.4	720
	TOTAL		38		263,300	16.6	26.89	121,000	7.6	2.2	7,080
	WOLB-AM #	MF 6-10a	10	50	-	-	-	-	-	-	500
	+Radio One / Urban..	MF 10a-3p	10	40	-	-	-	-	-	-	400
	Talk	MF 3-7p	6	40	-	-	-	-	-	-	240
	1010	MF 7p-12m	10	20	-	-	-	-	-	-	200
		SS 6a-7p	10	20	-	-	-	-	-	-	200
	TOTAL		46		-	-	-	-	-	-	1,540
	WWIN-AM #	MF 6-10a	10	25	-	-	-	-	-	-	250
	+Radio One / Urban..	MF 10a-3p	10	25	-	-	-	-	-	-	250
	Inspirational Gospel	MF 3-7p	6	25	-	-	-	-	-	-	150
	1400	MF 7p-12m	10	10	-	-	-	-	-	-	100
		SS 6a-7p	10	10	-	-	-	-	-	-	100
	TOTAL		46		-	-	-	-	-	-	850
	WWIN-FM	MF 6-10a	10	175	60,700	3.8	28.83	34,600	2.2	1.8	1,750
	+Radio One / Urban..	MF 10a-3p	10	165	62,900	4.0	26.23	37,300	2.4	1.7	1,650
	Urban Adult Contmp.	MF 3-7p	6	185	44,900	2.8	24.72	30,300	1.9	1.5	1,110
	95.9	MF 7p-12m	6	60	14,500	0.9	24.83	11,400	0.7	1.3	360
		SS 6a-7p	6	100	27,200	1.7	22.06	20,200	1.3	1.3	600
	TOTAL		38		210,100	13.3	26.04	95,100	6.0	2.2	5,470
	Market TOTAL		168		473,400	29.9	31.56	201,500	12.7	2.3	14,940
	Unreported		0		3,300		0.00	1,400	0.0	2.4	0
	Total United States		168		Pop: 170,604,600						
					476,700	0.3	31.34	202,900	0.1	2.3	14,940
	Coverage U.S.		168		In-Tab: 951						
					Cov Pop: 1,585,400						
	Coverage Pct.		168		476,700	30.1	31.34	202,900	12.8	2.3	14,940
						0.9%					

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Unreported in market survey

† Station cited for special station activities. ‡ Station listed below line. See Nielsen Audio eBook Special Notices.

[PPM+D] Based on areas measured by both PPM and diary methodologies. * May be understated due to non-encoded station (listening in diary-measured areas only).

^ Estimates are derived by ACT 1 based on Nielsen Audio copyrighted and proprietary audience estimates. It is not an estimate produced by Nielsen Audio.

All audience for 100% simulcast stations is reported under the call letters of the primary station of the simulcast partnership.

« The methodology for producing estimates for partial Mon-Fri days or partial 1a-5a hours is very limited. These estimates should be used with caution.

< Estimates have suspect reliability because they are based on less than 30 in-tabs. These estimates should be used with caution.

Total USA populations and DMA market ranks based on Spring 2023 population estimates (market ranks based on households).