

## MD Citizen's Health Initiatives



From: Skip Quast

Phone: (202) 895-5043

Email:

1/25/2021 10:41 AM

Flight Dates: 02/08/2021 - 02/14/2021

Demo: P 25+

Radio Market: WASHINGTON, DC

Survey: DEC20 / NOV20 / OCT20

Geography: Metro

	Daypart	Spots	Length	Unit Rate	Total Cost	Net Reach	Frequency	Gls	CPM
<b>Radio Total</b>		<b>13</b>		<b>\$634.62</b>	<b>\$8,250.00</b>	<b>202,200</b>	<b>1.4</b>	<b>287,000</b>	<b>\$28.72</b>
<b>WTOP-FM</b>		<b>13</b>		<b>\$634.62</b>	<b>\$8,250.00</b>	<b>202,200</b>	<b>1.4</b>	<b>287,000</b>	<b>\$28.72</b>
Pick The Dates - 1 wk (02/08)									
		13		\$634.62	\$8,250.00	202,200	1.4	287,000	\$28.72
<b>One Week Total</b>		<b>13</b>		<b>\$634.62</b>	<b>\$8,250.00</b>	<b>202,200</b>	<b>1.4</b>	<b>287,000</b>	<b>\$28.72</b>
	M-F 5A-8P	9	60	\$750.00	\$6,750.00	159,900	1.3	207,000	\$32.61
	M-F 5A-12M	4	60	\$375.00	\$1,500.00	73,000	1.1	80,000	\$18.75

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: WASHINGTON, DC; DEC20 / NOV20 / OCT20; Metro; Multiple Dayparts Used; P 25+; See Detailed Sourcing Page for Complete Details.

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### Schedule Grand Totals: 1 Week

Stations	Spots	Unit Rate	Total Cost	Net Reach	Frequency	GIs	CPM
Radio Total	13	\$634.62	\$8,250.00	202,200	1.4	287,000	\$28.72
WTOP-FM	13	\$634.62	\$8,250.00	202,200	1.4	287,000	\$28.72

Accepted by Station

SCI, Inc. by 

Accepted by Client

Date

1/26/21

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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