

Progress NC

From: Michelle Tunstall
 Phone: (919) 863-4822
 Email: mtunstall@radio-one.com
 5/7/2024 1:53 PM



Flight Dates: 05/13/2024 - 06/09/2024
 Demo: P 25-54 Ethnic = Black

Radio Market: RALEIGH-DURHAM
 Survey: MAR24 / FEB24 / JAN24
 Geography: Metro

NTR Market: Raleigh-Durham
 Survey: STREAMING COMMERCIALS
 Geography: METRO
 NTR Sourcing:
 STREAMING COMMERCIALS WILL ENHANCE YOUR
 RADIO SCHEDULE AND WILL AIR MON-FRI 6AM-7PM

ScheduleDescription:
 Gross Rates

	Daypart /Ad Type	Spots/Units	Length/Size	Unit Rate	Net Reach	Frequency	Gls	Schedule Cume Persons	Total Cost
Grand Total		240		\$50.00			108,000		\$12,000.00
Radio Total		120		\$85.00	55,300	2.0	108,000	111,200	\$10,200.00
WQOK-FM		40		\$87.50	20,200	1.8	36,000	43,300	\$3,500.00
Flight A - 4 wks (05/13, 05/20, 05/27, 06/03)									
		40		\$87.50	20,200	1.8	36,000	43,300	\$3,500.00
One Week Total		10		\$87.50	6,800	1.3	9,000	22,600	\$875.00
	M-F 7P-10P	5	60	\$75.00	3,300	1.2	4,000	12,600	\$375.00
	Sa-Su 7A-7P	5	60	\$100.00	4,000	1.3	5,000	16,000	\$500.00
WFXC-FM		40		\$100.00	30,400	1.7	52,000	71,100	\$4,000.00
Flight A - 4 wks (05/13, 05/20, 05/27, 06/03)									
		40		\$100.00	30,400	1.7	52,000	71,100	\$4,000.00
One Week Total		10		\$100.00	9,800	1.3	13,000	35,800	\$1,000.00
	M-F 7P-10P	5	60	\$100.00	3,600	1.3	4,500	18,200	\$500.00
	Sa-Su 7A-7P	5	60	\$100.00	7,000	1.2	8,500	29,100	\$500.00
WNNL-FM		40		\$67.50	11,900	1.7	20,000	28,800	\$2,700.00
Flight A - 4 wks (05/13, 05/20, 05/27, 06/03)									
		40		\$67.50	11,900	1.7	20,000	28,800	\$2,700.00
One Week Total		10		\$67.50	3,800	1.3	5,000	14,300	\$675.00
	M-F 7P-10P	5	60	\$60.00	1,000	1.5	1,500	5,000	\$300.00
	Sa-Su 7A-7P	5	60	\$75.00	3,000	1.2	3,500	12,800	\$375.00
NTR Total		120		\$15.00			0		\$1,800.00

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: RALEIGH-DURHAM; MAR24 / FEB24 / JAN24; Metro; Multiple Dayparts Used; P 25-54; Socioeconomic Criteria Used; See Detailed Sourcing Page for Complete Details.

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	Daypart /Ad Type	Spots/Units	Length/Size	Unit Rate	Net Reach	Frequency	Gls	Schedule Cume Persons	Total Cost
WNNL-FM (continued)									
Radio Station Total		120		\$15.00			0		\$1,800.00
WFXC-FM		40		\$15.00			0		\$600.00
Flight B - 2 wks (05/13, 06/03)									
		40		\$15.00			0		\$600.00
One Week Total		20		\$15.00			0		\$300.00
	STREAMING COMMERCIALS	20		\$15.00			--	--	\$300.00
WNNL-FM		40		\$15.00			0		\$600.00
Flight B - 2 wks (05/13, 06/03)									
		40		\$15.00			0		\$600.00
One Week Total		20		\$15.00			0		\$300.00
	STREAMING COMMERCIALS	20		\$15.00			--	--	\$300.00
WQOK-FM		40		\$15.00			0		\$600.00
Flight B - 2 wks (05/13, 06/03)									
		40		\$15.00			0		\$600.00
One Week Total		20		\$15.00			0		\$300.00
	STREAMING COMMERCIALS	20		\$15.00			--	--	\$300.00

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Schedule Grand Totals: 4 Weeks

Stations	Spots/Units	Unit Rate	Net Reach	Frequency	GIs	Schedule Cume Persons	Total Cost
Radio Total	120	\$85.00	55,300	2.0	108,000	111,200	\$10,200.00
WQOK-FM	40	\$87.50	20,200	1.8	36,000	43,300	\$3,500.00
WFXC-FM	40	\$100.00	30,400	1.7	52,000	71,100	\$4,000.00
WNNL-FM	40	\$67.50	11,900	1.7	20,000	28,800	\$2,700.00
NTR Total	120	\$15.00			0		\$1,800.00
Radio Station Total	120	\$15.00			0		\$1,800.00
WFXC-FM	40	\$15.00			0		\$600.00
WNNL-FM	40	\$15.00			0		\$600.00
WQOK-FM	40	\$15.00			0		\$600.00
Grand Total	240	\$50.00			108,000		\$12,000.00

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.

The first demo listed is the Primary Demo.

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Detailed Sourcing Summary

Radio Market: RALEIGH-DURHAM
 Survey: Average of Nielsen Radio March 2024, Nielsen Radio February 2024, Nielsen Radio January 2024
 Geography: Metro
 Daypart: Multiple Dayparts Used

The following parameters are user defined.

NTR Market: Raleigh-Durham
 Survey: STREAMING COMMERCIALS
 Geography: METRO

Demo/Intab/Population:

Age/Gender	Socioeconomic	Population		Intab	
		Avg Daily	Avg Weekly	Avg Daily	Avg Weekly
Adults 25-54 (Primary)	Ethnic = Black	174,900	174,900	100	86

Stations: User Selected

Additional Notices: -- - Estimates not reported because the station was not reported in the selected survey.

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

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/PP6/2024MAR/0115/pdfs/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/PP6/2024FEB/0115/pdfs/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/PP6/2024JAN/0115/pdfs/SpecialNotices.pdf>

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