

Order Spot Targeting Detail

Grouped by: Spot Type

Standard Report, Exclude Non-Commercial, Exclude Network, Exclude Zero Rate, All Orders

1A Totals:

All Things Considered

2790	BLUE CROSS BLUE SHIELD OF NORTH CAROLINA	• 2790-00022 [3]	General	HEALTH/AUTO/LIFE INSURANCE	225	ME	AllThings Considered	3/10/2021	3/14/2021	15
2790	BLUE CROSS BLUE SHIELD OF NORTH CAROLINA	• 2790-00022 [3]	General	HEALTH/AUTO/LIFE INSURANCE	225	ME	AllThings Considered	3/15/2021	3/21/2021	15
2790	BLUE CROSS BLUE SHIELD OF NORTH CAROLINA	• 2790-00022 [3]	General	HEALTH/AUTO/LIFE INSURANCE	225	ME	AllThings Considered	3/22/2021	3/28/2021	15
2790	BLUE CROSS BLUE SHIELD OF NORTH CAROLINA	• 2790-00022 [3]	General	HEALTH/AUTO/LIFE INSURANCE	225	ME	AllThings Considered	3/29/2021	4/4/2021	15
3186	FRESH MARKET - DIRECT	• 3186-00006 [2]	General	GROCERY/FOOD STORES	255	ME	AllThings Considered	3/1/2021	3/7/2021	15
3186	FRESH MARKET - DIRECT	• 3186-00006 [2]	General	GROCERY/FOOD STORES	255	ME	AllThings Considered	3/8/2021	3/14/2021	15
3186	FRESH MARKET - DIRECT	• 3186-00006 [2]	General	GROCERY/FOOD STORES	255	ME	AllThings Considered	3/15/2021	3/21/2021	15
3186	FRESH MARKET - DIRECT	• 3186-00006 [2]	General	GROCERY/FOOD STORES	255	ME	AllThings Considered	3/22/2021	3/28/2021	15
647	HILL COUNTRY WOODWORKS	• 647-00014 [4]	General	HOME/OFFICE FURNISHINGS	255	ME	AllThings Considered	12/23/2020	12/14/2021	15
3241	KUHN ADVISORS	• 3241-00002 [13]	General	FINANCIAL SERVICES/BANKS	255	ME	AllThings Considered	3/29/2021	4/4/2021	15
3107	MINDPATH CARE CENTERS	• 3107-00006 [3]	General	MEDICAL SERVICES	255	C	AllThings Considered	3/15/2021	3/21/2021	15
355	SHAKORI HILLS GRASSROOTS FEST	• 355-00028 [2]	General	CONCERTS/LIVE MUSIC	255	E	AllThings Considered	3/22/2021	3/26/2021	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00021 [2]	General	LEGAL SERVICES / LAW OFFICES	255	ME	AllThings Considered	3/1/2021	3/7/2021	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00021 [2]	General	LEGAL SERVICES / LAW OFFICES	255	ME	AllThings Considered	3/8/2021	3/14/2021	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00021 [2]	General	LEGAL SERVICES / LAW OFFICES	255	ME	AllThings Considered	3/15/2021	3/21/2021	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00021 [2]	General	LEGAL SERVICES / LAW OFFICES	255	ME	AllThings Considered	3/22/2021	3/28/2021	15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00022 [2]	General	LEGAL SERVICES / LAW OFFICES	255	ME	AllThings Considered	3/29/2021	4/4/2021	15

All Things Considered Totals:

Back Porch Music

355	SHAKORI HILLS GRASSROOTS FEST	• 355-00028 [3]	General	CONCERTS/LIVE MUSIC	255	E	Back Porch Music	3/26/2021	3/27/2021	15
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Back Porch Music Totals:

ID#	Advertiser		Order	Product	Pri	I.F.	Schedule Target	Start	End	
	Fresh Air (M-Th)									
1828	CHAMBER ORCHESTRA OF THE TRIANGLE	• 1828-00020 [12]	General	CONCERTS/LIVE MUSIC	255	ME	Fresh Air 7pm (M-TH)	3/15/2021	3/18/2021	15
1828	CHAMBER ORCHESTRA OF THE TRIANGLE	• 1828-00020 [18]	General	CONCERTS/LIVE MUSIC	255	ME	Fresh Air 7pm (M-TH)	3/29/2021	4/4/2021	15
1582	FLYLEAF BOOKS	• 1582-00016 [2]	General	BOOKSTORES/IN STORE READINGS	255	ME	Fresh Air 7pm (M-TH)	3/1/2021	3/7/2021	15
1582	FLYLEAF BOOKS	• 1582-00016 [2]	General	BOOKSTORES/IN STORE READINGS	255	ME	Fresh Air 7pm (M-TH)	3/15/2021	3/21/2021	15
1582	FLYLEAF BOOKS	• 1582-00016 [4]	General	BOOKSTORES/IN STORE READINGS	255	ME	Fresh Air 7pm (M-TH)	3/29/2021	4/4/2021	15
3100	FUQUAY-VARINA ARTS CENTER	• 3100-00003 [2]	General	ART GALLERIES/ART ORGANIZATIONS	225	C	Fresh Air 7pm (M-TH)	3/8/2021	3/14/2021	15
3100	FUQUAY-VARINA ARTS CENTER	• 3100-00003 [2]	General	ART GALLERIES/ART ORGANIZATIONS	225	C	Fresh Air 7pm (M-TH)	3/22/2021	3/28/2021	15
3077	HAWTHORNE AND WOOD	• 3077-00005 [4]	General	RESTAURANTS/BARS	255	C	Fresh Air 7pm (M-TH)	3/1/2021	3/7/2021	15
3077	HAWTHORNE AND WOOD	• 3077-00005 [4]	General	RESTAURANTS/BARS	255	C	Fresh Air 7pm (M-TH)	3/15/2021	3/21/2021	15
3077	HAWTHORNE AND WOOD	• 3077-00005 [4]	General	RESTAURANTS/BARS	255	C	Fresh Air 7pm (M-TH)	3/29/2021	4/4/2021	15
411	HILLCREST CONVALESCENT CENTER	• 411-00019 [64]	General	ASSISTED LIVG/RETIREMENT	255	ME	Fresh Air 7pm (M-TH)	3/1/2021	3/4/2021	15
3143	KENDALL PAGE ATTORNEY	• 3143-00004 [2]	General	LEGAL SERVICES / LAW OFFICES	225	ME	Fresh Air 7pm (M-TH)	3/8/2021	3/14/2021	15
3143	KENDALL PAGE ATTORNEY	• 3143-00004 [2]	General	LEGAL SERVICES / LAW OFFICES	225	ME	Fresh Air 7pm (M-TH)	3/22/2021	3/28/2021	15
917	NEW LEAF LANDSCAPING	• 917-00016 [5]	General	LANDSCAPING/ YARD SERVICES	255	ME	Fresh Air 7pm (M-TH)	8/22/2020	6/2/2021	15
361	UNC PRESS	• 361-00015 [5]	General	PUBLISHERS	255	ME	Fresh Air 7pm (M-TH)	10/12/2020	6/24/2021	15

Fresh Air (M-Th) Totals:

Here & Now

411	HILLCREST CONVALESCENT CENTER	• 411-00019 [50]	General	ASSISTED LIVG/RETIREMENT	255	ME	Here & Now	3/8/2021	3/12/2021	15
411	HILLCREST CONVALESCENT CENTER	• 411-00019 [51]	General	ASSISTED LIVG/RETIREMENT	255	ME	Here & Now	3/29/2021	4/2/2021	15

Here & Now Totals:

Morning Edition

2790	BLUE CROSS BLUE SHIELD OF NORTH CAROLINA	• 2790-00022 [1]	General	HEALTH/AUTO/LIFE INSURANCE	225	ME	Morning Edition	3/10/2021	3/14/2021	15
2790	BLUE CROSS BLUE SHIELD OF NORTH CAROLINA	• 2790-00022 [1]	General	HEALTH/AUTO/LIFE INSURANCE	225	ME	Morning Edition	3/15/2021	3/21/2021	15
2790	BLUE CROSS BLUE SHIELD OF NORTH CAROLINA	• 2790-00022 [1]	General	HEALTH/AUTO/LIFE INSURANCE	225	ME	Morning Edition	3/22/2021	3/28/2021	15
2790	BLUE CROSS BLUE SHIELD OF NORTH CAROLINA	• 2790-00022 [1]	General	HEALTH/AUTO/LIFE INSURANCE	225	ME	Morning Edition	3/29/2021	4/4/2021	15
3186	FRESH MARKET - DIRECT	• 3186-00006 [1]	General	GROCERY/FOOD STORES	255	ME	Morning Edition	3/1/2021	3/7/2021	15
3186	FRESH MARKET - DIRECT	• 3186-00006 [1]	General	GROCERY/FOOD STORES	255	ME	Morning Edition	3/8/2021	3/14/2021	15
3186	FRESH MARKET - DIRECT	• 3186-00006 [1]	General	GROCERY/FOOD STORES	255	ME	Morning Edition	3/15/2021	3/21/2021	15
3186	FRESH MARKET - DIRECT	• 3186-00006 [1]	General	GROCERY/FOOD STORES	255	ME	Morning Edition	3/22/2021	3/28/2021	15
3107	MINDPATH CARE CENTERS	• 3107-00006 [1]	General	MEDICAL SERVICES	255	C	Morning Edition	3/15/2021	3/21/2021	15
917	NEW LEAF LANDSCAPING	• 917-00016 [4]	General	LANDSCAPING/ YARD SERVICES	255	ME	Morning Edition	8/22/2020	8/18/2021	15
355	SHAKORI HILLS GRASSROOTS FEST	• 355-00028 [1]	General	CONCERTS/LIVE MUSIC	255	E	Morning Edition	3/22/2021	3/26/2021	15

Morning Edition Totals:

ID#	Advertiser		Order	Product	Pri	I.F.	Schedule Target	Start	End	
	People's Pharmacy									
411	HILLCREST CONVALESCENT CENTER	• 411-00019 [53]	General	ASSISTED LIVG/RETIREMENT	255	ME	People's Pharmacy	3/1/2021	3/7/2021	15
411	HILLCREST CONVALESCENT CENTER	• 411-00019 [53]	General	ASSISTED LIVG/RETIREMENT	255	ME	People's Pharmacy	3/8/2021	3/14/2021	15
411	HILLCREST CONVALESCENT CENTER	• 411-00019 [53]	General	ASSISTED LIVG/RETIREMENT	255	ME	People's Pharmacy	3/15/2021	3/21/2021	15
411	HILLCREST CONVALESCENT CENTER	• 411-00019 [53]	General	ASSISTED LIVG/RETIREMENT	255	ME	People's Pharmacy	3/29/2021	4/4/2021	15
3286	INTERVENTIONAL ORTHOPEDICS OF RALEIGH	• 3286-00002 [4]	General	MEDICAL SERVICES	255	ME	People's Pharmacy	3/6/2021	3/7/2021	15
3286	INTERVENTIONAL ORTHOPEDICS OF RALEIGH	• 3286-00002 [4]	General	MEDICAL SERVICES	255	ME	People's Pharmacy	3/8/2021	3/14/2021	15
3286	INTERVENTIONAL ORTHOPEDICS OF RALEIGH	• 3286-00002 [4]	General	MEDICAL SERVICES	255	ME	People's Pharmacy	3/15/2021	3/21/2021	15
3286	INTERVENTIONAL ORTHOPEDICS OF RALEIGH	• 3286-00002 [4]	General	MEDICAL SERVICES	255	ME	People's Pharmacy	3/22/2021	3/28/2021	15
3286	INTERVENTIONAL ORTHOPEDICS OF RALEIGH	• 3286-00002 [4]	General	MEDICAL SERVICES	255	ME	People's Pharmacy	3/29/2021	4/4/2021	15
3107	MINDPATH CARE CENTERS	• 3107-00006 [4]	General	MEDICAL SERVICES	255	C	People's Pharmacy	3/8/2021	3/14/2021	15
3267	PBS NORTH CAROLINA	• 3267-00008 [4]	General	TELEVISION STATIONS/SHOWS	200	C	People's Pharmacy	3/27/2021	3/28/2021	15
3267	PBS NORTH CAROLINA	• 3267-00008 [4]	General	TELEVISION STATIONS/SHOWS	200	C	People's Pharmacy	3/29/2021	4/3/2021	15
2708	PRIMUS INTERNAL MEDICINE	• 2708-00007 [1]	General	MEDICAL SERVICES	255	ME	People's Pharmacy	1/25/2020	6/12/2021	15

People's Pharmacy Totals:

Science Friday

3285	FLOW VOLKSWAGEN	• 3285-00002 [5]	General	CAR DEALERSHIP	255	CE	Science Friday	3/8/2021	3/14/2021	15
3285	FLOW VOLKSWAGEN	• 3285-00002 [5]	General	CAR DEALERSHIP	255	CE	Science Friday	3/22/2021	3/28/2021	15

Science Friday Totals:

State of Things (Noon)

411	HILLCREST CONVALESCENT CENTER	• 411-00019 [33]	General	ASSISTED LIVG/RETIREMENT	255	ME	1A	3/1/2021	3/5/2021	15
411	HILLCREST CONVALESCENT CENTER	• 411-00019 [34]	General	ASSISTED LIVG/RETIREMENT	255	ME	1A	3/22/2021	3/26/2021	15
314	MY DOG TESS	• 314-00020 [1]	General	REAL ESTATE/SENIOR LIVING	255	ME	The Takeaway (Noon)	1/21/2021	1/16/2022	15

State of Things (Noon) Totals:

The Takeaway (Noon)

361	UNC PRESS	• 361-00015 [3]	General	PUBLISHERS	255	ME	The Takeaway (Noon)	10/19/2020	5/15/2021	15
2699	WARD AND SMITH	• 2699-00009 [5]	General	LEGAL SERVICES / LAW OFFICES	200	C	The Takeaway (9pm)	3/22/2021	3/28/2021	15
2699	WARD AND SMITH	• 2699-00009 [5]	General	LEGAL SERVICES / LAW OFFICES	200	C	The Takeaway (9pm)	3/29/2021	4/4/2021	15

The Takeaway (Noon) Totals:

This American Life

361	UNC PRESS	• 361-00015 [2]	General	PUBLISHERS	255	ME	This American Life	10/17/2020	5/15/2021	15
361	UNC PRESS	• 361-00015 [4]	General	PUBLISHERS	255	ME	This American Life	10/16/2020	6/25/2021	15

This American Life Totals:

Thistle & Shamrock

355	SHAKORI HILLS GRASSROOTS FEST	• 355-00028 [4]	General	CONCERTS/LIVE MUSIC	255	E	Thistle & Shamrock	3/28/2021	3/28/2021	15
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Thistle & Shamrock Totals:

Wait Wait Don't Tell Me

3285	FLOW VOLKSWAGEN	• 3285-00002 [4]	General	CAR DEALERSHIP	255	CE	Wait Wait Don't Tell Me	3/1/2021	3/7/2021	15
3285	FLOW VOLKSWAGEN	• 3285-00002 [4]	General	CAR DEALERSHIP	255	CE	Wait Wait Don't Tell Me	3/15/2021	3/21/2021	15
314	MY DOG TESS	• 314-00020 [2]	General	REAL ESTATE/SENIOR LIVING	255	ME	Wait Wait Don't Tell Me	1/21/2021	1/19/2022	15

Wait Wait Don't Tell Me Totals:

ID#	Advertiser			Order	Product	Pri	I.F.	Schedule Target	Start	End	
Weekend Edition Saturday											
684	ALUMINUM COMPANY OF NC	D	• 684-00021 [3]	General	HOME IMPROVEMENTS	255	CE	<u>Weeknd Ed SATURDAY</u>	3/8/2021	3/14/2021	15
684	ALUMINUM COMPANY OF NC	D	• 684-00021 [3]	General	HOME IMPROVEMENTS	255	CE	<u>Weeknd Ed SATURDAY</u>	3/22/2021	3/28/2021	15
3186	FRESH MARKET - DIRECT		• 3186-00006 [3]	General	GROCERY/FOOD STORES	255	ME	<u>Weeknd Ed SATURDAY</u>	3/1/2021	3/7/2021	15
3186	FRESH MARKET - DIRECT		• 3186-00006 [3]	General	GROCERY/FOOD STORES	255	ME	<u>Weeknd Ed SATURDAY</u>	3/8/2021	3/14/2021	15
3186	FRESH MARKET - DIRECT		• 3186-00006 [3]	General	GROCERY/FOOD STORES	255	ME	<u>Weeknd Ed SATURDAY</u>	3/15/2021	3/21/2021	15
3186	FRESH MARKET - DIRECT		• 3186-00006 [3]	General	GROCERY/FOOD STORES	255	ME	<u>Weeknd Ed SATURDAY</u>	3/22/2021	3/28/2021	15
647	HILL COUNTRY WOODWORKS		• 647-00014 [1]	General	HOME/OFFICE FURNISHINGS	255	ME	<u>Weeknd Ed SATURDAY</u>	12/7/2020	11/29/2021	15
917	NEW LEAF LANDSCAPING		• 917-00016 [6]	General	LANDSCAPING/ YARD SERVICES	255	ME	<u>Weeknd Ed SATURDAY</u>	8/22/2020	8/19/2021	15
347	TONY HALL & ASSOCIATES		• 347-00013 [4]	General	REAL ESTATE/SENIOR LIVING	255	ME	<u>Weeknd Ed SATURDAY</u>	11/7/2020	6/26/2021	15

Weekend Edition Saturday Totals:

Weekend Edition Sunday

3186	FRESH MARKET - DIRECT		• 3186-00006 [4]	General	GROCERY/FOOD STORES	255	ME	<u>Weeknd Ed SUNDAY</u>	3/1/2021	3/7/2021	15
3186	FRESH MARKET - DIRECT		• 3186-00006 [4]	General	GROCERY/FOOD STORES	255	ME	<u>Weeknd Ed SUNDAY</u>	3/8/2021	3/14/2021	15
3186	FRESH MARKET - DIRECT		• 3186-00006 [4]	General	GROCERY/FOOD STORES	255	ME	<u>Weeknd Ed SUNDAY</u>	3/15/2021	3/21/2021	15
3186	FRESH MARKET - DIRECT		• 3186-00006 [4]	General	GROCERY/FOOD STORES	255	ME	<u>Weeknd Ed SUNDAY</u>	3/22/2021	3/28/2021	15

Weekend Edition Sunday Totals:

WUNC-FM Totals:

Printed: 4/6/2021 At: 4:55:06PM

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