

Friends of Ramona Reyes 2021



From: Raeanne Ellis
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 10/21/2021 12:24 PM

Flight Dates: 10/24/2021 - 11/02/2021
 Demo: P 18+

Radio Market: COLUMBUS, OH
 Survey: SEP21 / AUG21 / JUL21
 Geography: Metro

	Daypart	Spots	Length	Unit Rate	Total Cost	Net Reach	Frequency	Notes
Radio Total		67		\$22.39	\$1,500.00	79,900	2.2	
WXMG-FM		67		\$22.39	\$1,500.00	79,900	2.2	
Sundays 10/24 + 10/31 - 2 wks (10/18, 10/25)								
		8		\$15.00	\$120.00	7,100	2.0	
One Week Total		4		\$15.00	\$60.00	4,600	1.6	
	Su 6A-10A	4	30	\$15.00	\$60.00	4,600	1.6	
General Election Mon + Tues - 1 wk (11/01)								
		14		\$35.71	\$500.00	21,700	1.8	
One Week Total		14		\$35.71	\$500.00	21,700	1.8	
	M-Tu 6A-10A	4	30	\$35.00	\$140.00	6,600	1.3	
	M-Tu 10A-3P	4	30	\$35.00	\$140.00	9,200	1.4	
	M-Tu 3P-7P	4	30	\$45.00	\$180.00	10,700	1.3	
	M 7P-12M	2	30	\$20.00	\$40.00	1,700	1.2	
Week of the General Election 2021 - 1 wk (10/25)								
		45		\$19.56	\$880.00	52,100	2.3	
One Week Total		45		\$19.56	\$880.00	52,100	2.3	
	M-F 6A-10A	10	30	\$5.00	\$50.00	13,100	1.6	
	M-F 10A-3P	8	30	\$15.00	\$120.00	16,300	1.5	
	M-F 3P-7P	10	30	\$45.00	\$450.00	22,500	1.7	
	M-F 7P-12M	4	30	\$5.00	\$20.00	4,500	1.1	
	Sa 6A-10A	4	30	\$20.00	\$80.00	3,900	1.4	
	Sa 10A-3P	5	30	\$20.00	\$100.00	8,300	1.6	
	Sa 3P-7P	4	30	\$15.00	\$60.00	9,300	1.6	

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: COLUMBUS, OH; SEP21 / AUG21 / JUL21; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.

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Friends of Ramona Reyes 2021



From: Rosanne Ellis
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 10/21/2021 12:24 PM

Schedule Grand Totals: 3 Weeks

Stations	Spots	Unit Rate	Total Cost	Net Reach	Frequency
Radio Total	67	\$22.39	\$1,500.00	78,900	2.2
WQDR-FM	67	\$22.39	\$1,500.00	78,900	2.2


 Accepted by Station

10/21/2021
 Date


 Accepted by Client

10/21/2021
 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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