

Morgan Griffith for Congress

10/30/2014

Client: Morgan Griffith for Congress
Media: Radio
Product: Candidate Campaign
Flight Date: 10/30/2014 - 11/03/2014
Market/System: Roanoke-Lynchburg

Estimate: 195
Survey: SP14 DMA CustRadio
Buyer: Brett Feinstein
Buyer Email: brett.feinstein@poundfeinstein.com

										# of SPOTS PER DAY		
Station	Format	Day	Time	Program	Adults 35+ RTG	Dur	10/31 10/31	11/3 11/3		Total Spots	STN Net Cost	CPP
WHEE-AM	Talk	M-F	6:00a-10:00a		0.0	60	4	4		8	\$13.01	\$0.00
WHEE-AM	Talk	M-F	10:00a- 3:00p		0.0	60	5	5		10	\$13.01	\$0.00
WHEE-AM	Talk	M-F	3:00p- 7:00p		0.0	60	4	4		8	\$13.01	\$0.00
Station Total:					0.0					26	\$338.26	
WMVA-AM	Talk	M-F	6:00a-10:00a		0.0	60	4	4		8	\$13.01	\$0.00
WMVA-AM	Talk	M-F	10:00a- 3:00p		0.0	60	5	5		10	\$13.01	\$0.00
WMVA-AM	Talk	M-F	3:00p- 7:00p		0.0	60	4	4		8	\$13.01	\$0.00
Station Total:					0.0					26	\$338.26	
Spots Per Week							26	26		52		
Cost Per Week							338	338		677		
TRPs Per Week							0.0	0.0		0.0		

SCHEDULE TOTALS

TOTAL SPOTS: 52
TOTAL COST: \$676.52
TOTAL Adults 35+ TRPs: 0.0
TOTAL Adults 35+ CPP: \$0.00
TOTAL Adults 35+ Reach Pct/Frequency: 0.0%/

Disclaimer:

Agreed to and Accepted by: _____

Summary by Market/System

10/30/2014

Client:

Media:

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Flight Date:

Morgan Griffith for Congress
Radio
Candidate Campaign
10/30/2014 - 11/03/2014

Estimate:

Buyer:

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195
Brett Feinstein
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Market	Total Spots	STN Net	PCT	Adults 35+				
				CPP	GRP	PCT		
				Reach Pct / Freq				
Roanoke-Lynchburg								
Market Total:	52	\$676.52	100%	\$0.00	0.0 0.0%	0%		
All Markets								
Grand Total:	52	\$676.52		\$0.00	0.0 0.0%			