

Committee to Elect Duvwon Robinson



From: Nancy Ward
 Phone: (404) 832-7265
 Email: naward@radio-one.com
 4/5/2024 2:38 PM

Flight Dates: 04/08/2024 - 05/26/2024
 Demo: P 18-54

Radio Market: ATLANTA
 Survey: FEB24 / JAN24 / DEC23
 Geography: Metro

ScheduleDescription:
 MAY 2024 PRIMARY

	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Notes	Average Rating	Net Reach	Frequency	Gls	Schedule Cume Persons
Radio Total			122		\$40.95	\$4,996.00		0.1%	195,200	2.0	388,500	391,200
WAMJ-FM			27		\$130.00	\$3,510.00		0.3%	118,500	1.9	220,500	247,200
MAJIC 107.5/97.5 - 3 wks (04/29, 05/06, 05/13)												
			27		\$130.00	\$3,510.00		0.3%	118,500	1.9	220,500	247,200
One Week Total			9		\$130.00	\$1,170.00		0.3%	50,800	1.4	73,500	146,200
	M,W 6A-10A		3	60	\$130.00	\$390.00	STEVE HARVEY	0.3%	19,600	1.2	24,300	69,100
	Tu,Th 10A-3P		3	60	\$120.00	\$360.00	JACKIE PAIGE	0.2%	18,300	1.2	21,600	80,400
	M,W 3P-7P		3	60	\$140.00	\$420.00	RYAN CAMERON	0.3%	21,800	1.3	27,600	69,000
WAMJ-FM HD2			77		\$12.68	\$976.00		0.0%	43,900	2.6	115,800	70,400
CLASSIX 102.9 - 3 wks (04/29, 05/06, 05/13)												
			27		\$26.89	\$726.00		0.1%	25,900	2.2	55,800	46,600
One Week Total			9		\$26.89	\$242.00		0.1%	11,700	1.6	18,600	28,300
	M,W 6A-10A		4	60	\$23.00	\$92.00	RICKEY SMILEY	0.1%	7,600	1.5	11,200	17,800
	M,W 10A-3P		4	60	\$30.00	\$120.00	NIECEY SHAW	0.0%	4,200	1.4	6,000	11,500
	F 10A-3P		1	60	\$30.00	\$30.00	NIECEY SHAW	0.0%	1,400	1.0	1,400	7,600
D L HUGHLEY - 2 wks (04/29, 05/06)												
			40		\$5.00	\$200.00		0.0%	20,800	2.3	48,000	36,700
One Week Total			20		\$5.00	\$100.00		0.0%	12,600	1.9	24,000	26,000
	M-F 3P-7P	PM	20	60	\$5.00	\$100.00	D L HUGHLEY	0.0%	12,600	1.9	24,000	26,000
D L HUGHLEY - 1 wk (05/13)												
			10		\$5.00	\$50.00		0.0%	8,300	1.4	12,000	26,000
One Week Total			10		\$5.00	\$50.00		0.0%	8,300	1.4	12,000	26,000
	M-F 3P-7P	PM	10	60	\$5.00	\$50.00	D L HUGHLEY	0.0%	8,300	1.4	12,000	26,000

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: ATLANTA; FEB24 / JAN24 / DEC23; Metro; Multiple Dayparts Used; P 18-54; See Detailed Sourcing Page for Complete Details.

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	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Notes	Average Rating	Net Reach	Frequency	Gls	Schedule Cume Persons
WPZE-FM			18		\$28.33	\$510.00		0.1%	31,000	1.7	52,200	72,300
PRAISE 102.5 - 3 wks (04/29, 05/06, 05/13)												
			6		\$35.00	\$210.00		0.1%	15,500	1.4	21,000	48,500
One Week Total			2		\$35.00	\$70.00		0.1%	6,300	1.1	7,000	30,000
	M 6A-10A		1	60	\$40.00	\$40.00	ERICA CAMPBELL	0.1%	4,400	1.0	4,400	21,400
	M 10A-3P		1	60	\$30.00	\$30.00	JEKALYN CARR	0.1%	2,600	1.0	2,600	14,200
SUNDAYS 6A 10A - 4 wks (04/22, 04/29, 05/06, 05/13)												
			12		\$25.00	\$300.00		0.1%	15,900	2.0	31,200	30,000
One Week Total			3		\$25.00	\$75.00		0.1%	5,900	1.3	7,800	16,300
	Su 6A-10A	SU1	3	60	\$25.00	\$75.00	SUNDAY MORNING	0.1%	5,900	1.3	7,800	16,300

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Schedule Grand Totals: 4 Weeks

Stations	Spots	Unit Rate	Total Cost	Average Rating	Net Reach	Frequency	Gls	Schedule Cume Persons
Radio Total	122	\$40.95	\$4,996.00	0.1%	195,200	2.0	388,500	391,200
WAMJ-FM	27	\$130.00	\$3,510.00	0.3%	118,500	1.9	220,500	247,200
WAMJ-FM HD2	77	\$12.68	\$976.00	0.0%	43,900	2.6	115,800	70,400
WPZE-FM	18	\$28.33	\$510.00	0.1%	31,000	1.7	52,200	72,300

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.

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Detailed Sourcing Summary

Radio Market: ATLANTA
Survey: Average of Nielsen Radio February 2024, Nielsen Radio January 2024, Nielsen Radio December 2023
Geography: Metro
Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population		Intab	
	Avg Daily	Avg Weekly	Avg Daily	Avg Weekly
Adults 18-54 (Primary)	3,054,100	3,054,100	922	787

Stations: User Selected
Additional
Notices:

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/PP6/2024FEB/0047/pdfs/SpecialNotices.pdf>

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