

Proposal

Agency: AL MEDIA
Advertiser: ISSUE ADVERTISING
Product: Issue Q2 MI PA & WI
Buyer:
Demos: Women 35+
CPE: //
Flight: 04/01/2024 - 06/30/2024 (13 wks)
Due Date/Time: 1/12/2024 1:25 PM
Expire Date:

Header #: 23001147
Market: York, PA
Station: WPPY-FM
Rep Company: CRISTAL RADIO
AE: Katherine Susanne Fluri
Survey: 2BK FA22+SP23 MSA ARB
Agency CPP: 0
Agency GRP: 0
Spot/Network: Network

*** AVAIL COMMENT ***

** 1/11/2024 4:43:04 PM ** REP: :30 and :60

Days	Time	Len	# of Wks	Total Spots	Rtg	Rate	Goal %GRP	GRP	Stn %GRP	Stn CPP	Rep CPP	4/1	4/8	4/15
MTuWThF	6a-10a	60	13	39	0.1	\$40.00	0	3.9	6.3	\$400.00	\$0.00	3	3	3
MTuWThF	10a-3p	60	13	39	0.2	\$40.00	0	7.8	12.5	\$200.00	\$0.00	3	3	3
MTuWThF	3p-7p	60	13	39	0.2	\$40.00	0	7.8	12.5	\$200.00	\$0.00	3	3	3
MTuWThF	7p-12a	60	13	39	0	\$20.00	0	0	0	\$0.00	\$0.00	3	3	3
Sa	6a-7p	60	13	39	0.2	\$20.00	0	7.8	12.5	\$100.00	\$0.00	3	3	3
Su	6a-7p	60	13	39	0.1	\$20.00	0	3.9	6.3	\$200.00	\$0.00	3	3	3
MTuWThF	6a-10a	30	13	39	0.1	\$40.00	0	3.9	6.3	\$400.00	\$0.00	3	3	3
MTuWThF	10a-3p	30	13	39	0.2	\$40.00	0	7.8	12.5	\$200.00	\$0.00	3	3	3
MTuWThF	3p-7p	30	13	39	0.2	\$40.00	0	7.8	12.5	\$200.00	\$0.00	3	3	3
MTuWThF	7p-12a	30	13	39	0	\$20.00	0	0	0	\$0.00	\$0.00	3	3	3
Sa	6a-7p	30	13	39	0.2	\$20.00	0	7.8	12.5	\$100.00	\$0.00	3	3	3
Su	6a-7p	30	13	39	0.1	\$20.00	0	3.9	6.3	\$200.00	\$0.00	3	3	3
Station Total				468		\$14,040.00	0	62.4	100	\$225.00	\$0.00	36	36	36
											\$ Weekly Cost	1080	1080	1080
											% Weekly GRP	7.7	7.7	7.7
Market Total				2340		\$124,215.00		2035.8		\$61.02	\$0.00	180	180	180
											\$ Weekly Cost	9555	9555	9555
											% Weekly GRP	7.7	7.7	7.7

Days	Time	Len	4/22	4/29	5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24
MTuWThF	6a-10a	60	3	3	3	3	3	3	3	3	3	3

Days	Time	Len	4/22	4/29	5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24
MTuWThF	10a-3p	60	3	3	3	3	3	3	3	3	3	3
MTuWThF	3p-7p	60	3	3	3	3	3	3	3	3	3	3
MTuWThF	7p-12a	60	3	3	3	3	3	3	3	3	3	3
Sa	6a-7p	60	3	3	3	3	3	3	3	3	3	3
Su	6a-7p	60	3	3	3	3	3	3	3	3	3	3
MTuWThF	6a-10a	30	3	3	3	3	3	3	3	3	3	3
MTuWThF	10a-3p	30	3	3	3	3	3	3	3	3	3	3
MTuWThF	3p-7p	30	3	3	3	3	3	3	3	3	3	3
MTuWThF	7p-12a	30	3	3	3	3	3	3	3	3	3	3
Sa	6a-7p	30	3	3	3	3	3	3	3	3	3	3
Su	6a-7p	30	3	3	3	3	3	3	3	3	3	3
Station Total			36	36	36	36	36	36	36	36	36	36
\$ Weekly Cost			1080	1080	1080	1080	1080	1080	1080	1080	1080	1080
% Weekly GRP			7.7	7.7	7.7	7.7	7.7	7.7	7.7	7.7	7.7	7.7
Market Total			180	180	180	180	180	180	180	180	180	180
\$ Weekly Cost			9555	9555	9555	9555	9555	9555	9555	9555	9555	9555
% Weekly GRP			7.7	7.7	7.7	7.7	7.7	7.7	7.7	7.7	7.7	7.7