

# BAL David Trone Q2'24 (May Add) WLIF-F2



From: gail warren  
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 5/3/2024 12:38 PM

Flight Dates: 04/29/2024 - 06/30/2024  
 Demo: P 18+

Radio Market: BALTIMORE  
 Survey: FA23  
 Geography: DMA  
 Qual. Survey: Scarborough R2 2023: Jul22-Aug23  
 Qual. Selection: Qualitative Adjustment Selected

ScheduleDescription:  
 5/3/24 - 5/14/24 (3 Weeks)

	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	P 18+ Gls	P 18+ GRPs	P 18+ CPM	P 18+ Average Rating	P 18+ Net Reach	P 18+ CPP	P 18+ Average Persons	P 18+ % Reach	P 18+ Frequency
<b>Radio Total</b>			<b>12</b>		<b>\$25.00</b>	<b>\$300.00</b>	<b>25,900</b>	<b>1.4</b>	<b>\$11.36</b>	<b>0.1%</b>	<b>20,000</b>	<b>\$214.29</b>	<b>2,200</b>	<b>0.8%</b>	<b>1.3</b>
<b>WLIF-FM HD2</b>			<b>12</b>		<b>\$25.00</b>	<b>\$300.00</b>	<b>25,900</b>	<b>1.4</b>	<b>\$11.36</b>	<b>0.1%</b>	<b>20,000</b>	<b>\$214.29</b>	<b>2,200</b>	<b>0.8%</b>	<b>1.3</b>
May - 1 wk (04/29)															
			6		\$25.00	\$150.00	12,500	0.7	\$11.90	0.1%	9,800	\$214.29	2,100	0.4%	1.3
<b>One Week Total</b>			<b>6</b>		<b>\$25.00</b>	<b>\$150.00</b>	<b>12,500</b>	<b>0.7</b>	<b>\$11.90</b>	<b>0.1%</b>	<b>9,800</b>	<b>\$214.29</b>	<b>2,100</b>	<b>0.4%</b>	<b>1.3</b>
	F 6A-10A	AM	1	60	\$30.00	\$30.00	2,200	0.1	\$13.64	0.1%	2,200	\$300.00	2,200	0.1%	1.0
	F 10A-3P	MD	1	60	\$30.00	\$30.00	3,800	0.2	\$7.89	0.2%	3,800	\$150.00	3,800	0.2%	1.0
	F 3P-7P	PM	1	60	\$30.00	\$30.00	2,900	0.1	\$10.34	0.1%	2,900	\$300.00	2,900	0.1%	1.0
	Sa-Su 6A-7P	WKND	3	60	\$20.00	\$60.00	3,600	0.3	\$16.67	0.1%	3,200	\$200.00	1,200	0.1%	1.1
MAY - 1 wk (05/06)															
			6		\$25.00	\$150.00	13,400	0.7	\$11.36	0.1%	11,300	\$214.29	2,200	0.5%	1.2
<b>One Week Total</b>			<b>6</b>		<b>\$25.00</b>	<b>\$150.00</b>	<b>13,400</b>	<b>0.7</b>	<b>\$11.36</b>	<b>0.1%</b>	<b>11,300</b>	<b>\$214.29</b>	<b>2,200</b>	<b>0.5%</b>	<b>1.2</b>
	M-F 6A-10A	AM	1	60	\$30.00	\$30.00	2,700	0.1	\$11.11	0.1%	2,700	\$300.00	2,700	0.1%	1.0
	M-F 10A-3P	MD	1	60	\$30.00	\$30.00	3,900	0.2	\$7.69	0.2%	3,900	\$150.00	3,900	0.2%	1.0
	M-F 3P-7P	PM	1	60	\$30.00	\$30.00	3,200	0.1	\$9.38	0.1%	3,200	\$300.00	3,200	0.1%	1.0
	Sa-Su 6A-7P	WKND	3	60	\$20.00	\$60.00	3,600	0.3	\$16.67	0.1%	3,200	\$200.00	1,200	0.1%	1.1

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: BALTIMORE; FA23; Scarborough R2 2023: Jul22-Aug23; DMA; Multiple Dayparts Used; P 18+; Qualitative Criteria Used: Race - Detailed: Black/African American; See Detailed Sourcing Page for Complete Details.

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## Schedule Grand Totals: 2 Weeks

Stations	Spots	Unit Rate	Total Cost	P 18+ Gls	P 18+ GRPs	P 18+ CPM	P 18+ Average Rating	P 18+ Net Reach	P 18+ CPP	P 18+ Average Persons	P 18+ % Reach	P 18+ Frequency
<b>Radio Total</b>	<b>12</b>	<b>\$25.00</b>	<b>\$300.00</b>	<b>25,900</b>	<b>1.4</b>	<b>\$11.36</b>	<b>0.1%</b>	<b>20,000</b>	<b>\$214.29</b>	<b>2,200</b>	<b>0.8%</b>	<b>1.3</b>
<b>WLIF-FM HD2</b>	<b>12</b>	<b>\$25.00</b>	<b>\$300.00</b>	<b>25,900</b>	<b>1.4</b>	<b>\$11.36</b>	<b>0.1%</b>	<b>20,000</b>	<b>\$214.29</b>	<b>2,200</b>	<b>0.8%</b>	<b>1.3</b>

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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