

# LouPac revised 1

From: Terry Price  
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 10/22/2020 9:10 AM



Flight Dates: 10/19/2020 - 11/08/2020  
 Demo: P 18+

Radio Market: WILKES BARRE-SCRANTON  
 Survey: JUN20 (APR-JUN) / MAR20 (JAN-MAR) / DEC19 (OC ...  
 Geography: Custom Geo = MONROE EAST,PA; MONROE NORTH,PA; ...

ScheduleDescription:  
 vote Donald J Trump

	Daypart	Length	Spots	Unit Rate	Total Cost	Frequency	Net Reach	% Reach	Schedule Cume Persons	% of Cume	Gls	CPM	Notes
<b>Radio Total</b>			<b>183</b>	<b>\$10.93</b>	<b>\$2,000.00</b>	<b>4.4</b>	<b>23,100</b>	<b>16.5%</b>	<b>29,500</b>	<b>78.3%</b>	<b>100,600</b>	<b>\$21.86</b>	
<b>WSBG-FM</b>			<b>90</b>	<b>\$18.09</b>	<b>\$1,628.00</b>	<b>4.7</b>	<b>21,500</b>	<b>15.4%</b>	<b>26,800</b>	<b>80.2%</b>	<b>100,600</b>	<b>\$16.45</b>	
Flight A - 2 wks (10/19, 10/26)													
			72	\$17.78	\$1,280.00	4.6	17,900	12.8%	22,500	79.6%	82,800	\$14.82	
<b>One Week Total</b>			<b>36</b>	<b>\$17.78</b>	<b>\$640.00</b>	<b>3.2</b>	<b>12,800</b>	<b>9.2%</b>	<b>17,900</b>	<b>71.5%</b>	<b>41,400</b>	<b>\$14.82</b>	
	M-F 6A-9A	30	10	\$20.00	\$200.00	2.6	4,700	3.4%	7,000	67.1%	12,000	\$16.67	
	M-F 10A-3P	30	10	\$18.00	\$180.00	2.3	6,100	4.4%	9,800	62.2%	14,000	\$12.86	
	M-F 3P-7P	30	10	\$20.00	\$200.00	1.9	5,400	3.9%	9,900	54.5%	10,000	\$20.00	
	Sa 6A-10A	30	2	\$10.00	\$20.00	1.1	900	0.6%	2,500	36.0%	1,000	\$20.00	
	Sa 10A-3P	30	2	\$10.00	\$20.00	1.3	1,700	1.2%	3,600	47.2%	2,200	\$9.09	
	Sa 3P-7P	30	2	\$10.00	\$20.00	1.3	1,700	1.2%	3,100	54.8%	2,200	\$9.09	
Flight B - 1 wk (11/02)													
			18	\$19.33	\$348.00	2.8	6,300	4.5%	9,100	69.2%	17,800	\$19.33	
<b>One Week Total</b>			<b>18</b>	<b>\$19.33</b>	<b>\$348.00</b>	<b>2.8</b>	<b>6,300</b>	<b>4.5%</b>	<b>9,100</b>	<b>69.2%</b>	<b>17,800</b>	<b>\$19.33</b>	
	M 6A-9A	30	3	\$20.00	\$60.00	1.6	2,200	1.6%	3,800	57.9%	3,600	\$16.67	
	M 10A-3A	30	6	\$18.00	\$108.00	1.6	2,700	1.9%	6,400	42.2%	4,200	\$25.71	
	M 3A-7P	30	4	\$20.00	\$80.00	1.4	2,800	2.0%	7,700	36.4%	4,000	\$20.00	
	Tu 6A-9A	30	5	\$20.00	\$100.00	2.1	2,800	2.0%	4,000	70.0%	6,000	\$16.67	
<b>WVPO-AM</b>			<b>93</b>	<b>\$4.00</b>	<b>\$372.00</b>	<b>0.0</b>	<b>500</b>	<b>0.4%</b>	<b>600</b>	<b>83.3%</b>	<b>0</b>	<b>\$0.00</b>	
Flight A - 2 wks (10/19, 10/26)													
			72	\$4.00	\$288.00	0.0	400	0.3%	500	80.0%	0	\$0.00	

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: WILKES BARRE-SCRANTON: JUN20 (APR-JUN) / MAR20 (JAN-MAR) / DEC19 (OCT-DEC) / SEP19 (JUL-SEP); Custom Geo = MONROE EAST,PA; MONROE NORTH,PA; MONROE SOUTHWEST,PA; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.

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	Daypart	Length	Spots	Unit Rate	Total Cost	Frequency	Net Reach	% Reach	Schedule Cume Persons	% of Cume	GIs	CPM	Notes
<b>WVPO-AM (continued)</b>													
<b>One Week Total</b>			36	\$4.00	\$144.00	0.0	300	0.2%	400	75.0%	0	\$0.00	
	M-F 6A-10A	30	10	\$4.00	\$40.00	0.0	200	0.1%	300	66.7%	0	\$0.00	
	M-F 10A-3P	30	10	\$4.00	\$40.00	0.0	100	0.1%	100	100.0%	0	\$0.00	
	M-F 3P-7P	30	10	\$4.00	\$40.00	0.0	0	0.0%	0	0.0%	0	\$0.00	
	Sa 6A-10A	30	2	\$4.00	\$8.00	0.0	0	0.0%	100	0.0%	0	\$0.00	
	Sa 10A-3P	30	2	\$4.00	\$8.00	0.0	0	0.0%	100	0.0%	0	\$0.00	
	Sa 3P-7P	30	2	\$4.00	\$8.00	0.0	0	0.0%	100	0.0%	0	\$0.00	
<b>Flight B - 1 wk (11/02)</b>													
<b>One Week Total</b>			21	\$4.00	\$84.00	0.0	200	0.1%	300	66.7%	0	\$0.00	
	M 6A-10A	30	4	\$4.00	\$16.00	0.0	100	0.1%	200	50.0%	0	\$0.00	
	M 10A-3A	30	6	\$4.00	\$24.00	0.0	0	0.0%	100	0.0%	0	\$0.00	
	M 3A-7P	30	4	\$4.00	\$16.00	0.0	100	0.1%	300	33.3%	0	\$0.00	
	Tu 6A-10A	30	7	\$4.00	\$28.00	0.0	100	0.1%	200	50.0%	0	\$0.00	

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## Schedule Grand Totals: 3 Weeks

Stations	Spots	Unit Rate	Total Cost	Frequency	Net Reach	% Reach	Schedule Cume Persons	% of Cume	GIs	CPM
<b>Radio Total</b>	<b>183</b>	<b>\$10.93</b>	<b>\$2,000.00</b>	<b>4.4</b>	<b>23,100</b>	<b>16.5%</b>	<b>29,500</b>	<b>78.3%</b>	<b>100,600</b>	<b>\$21.86</b>
<b>WSBG-FM</b>	<b>90</b>	<b>\$18.09</b>	<b>\$1,628.00</b>	<b>4.7</b>	<b>21,500</b>	<b>15.4%</b>	<b>26,800</b>	<b>80.2%</b>	<b>100,600</b>	<b>\$16.45</b>
<b>WVPO-AM</b>	<b>93</b>	<b>\$4.00</b>	<b>\$372.00</b>	<b>0.0</b>	<b>500</b>	<b>0.4%</b>	<b>600</b>	<b>83.3%</b>	<b>0</b>	<b>\$0.00</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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## Detailed Sourcing Summary

Radio Market: WILKES BARRE-SCRANTON

Survey: Average of Nielsen Radio June 2020 (April - June), Nielsen Radio March 2020 (January - March), Nielsen Radio December 2019 (October - December), Nielsen Radio September 2019 (July - September)

Geography: Custom Geo = MONROE EAST,PA; MONROE NORTH,PA; MONROE SOUTHWEST,PA  
Daypart: Multiple Dayparts Used

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### Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 18+ (Primary)	139,700	1,173

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Stations: User Selected  
Additional  
Notices:

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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.

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

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 diarykeeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report 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](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.

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Ascription Website: <http://ascription.nielsen.com>  
Rating Reliability Estimator: <https://rre.nielsen.com>

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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/CR8/2020JUN/0175/pdfs/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/CR8/2020MAR/0175/pdfs/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/CR8/2019DEC/0175/pdfs/SpecialNotices.pdf>

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