

David Stanton
Highway Superintendent 2020
Political Ads

October 8th 2020 – November 3rd 2020

This political campaign is designed to target Walton residents during prime driving hours. Early morning and mid-afternoon commercial placement across 4 Walton NY radio stations.

Top Stations & Price Per Spot:

I've italicized the price points I reference in the packages below

WDLA-FMM

:30 second 6am-10am (prime daypart) = \$17

WDLA-AM Simulcast on WDOS-AM (Big Chuck)

:30 second 6am-10am (prime daypart) = \$2

:30 second 3pm-7pm (prime daypart) = \$2

Oldies 100 WDHI-FM Simulcast on WIYN

:30 second 6am-10am (prime daypart) = \$5

:30 second 3pm-7pm (prime daypart) = \$5

97.5 WTBD-FM

:30 second 6am-10am (prime daypart) = \$5.88

:30 second 3pm-7pm (prime daypart) = \$5.88



\$822.12 campaign across all ^{Four} ~~three~~ stations

WDLA - FM Big Kat	Daypart	Days	Notes	Rate	Total Messages	Total Investment
10/8-11/3	6a-10am	Mon - Fri	:30	\$17	25	\$425

WDOS-AM (Simulcast on WDLA-AM)	Daypart	Days	Notes	Rate	Total Messages	Total Investment
10/8-11/3	6a-10am	Mon - Fri	:30	\$2	34	\$68
10/8-11/3	3pm-7pm	Mon - Fri	:30	\$2	34	\$68

Oldies 100 WDHI-FM (Simulcast on WIYN)	Daypart	Days	Notes	Rate	Total Messages	Total Investment
10/8-11/3	6a-10am	Mon - Fri	:30	\$5	12	\$60
10/8-11/3	3pm-7pm	Mon - Fri	:30	\$5	12	\$60

97.5 WTBD-FM	Daypart	Days	Notes	Rate	Total Messages	Total Investment
10/8-11/3	6a-10am	Mon - Fri	:30	\$5.88	12	\$70.56
10/8-11/3	3pm-7pm	Mon - Fri	:30	\$5.88	12	\$70.56

I,  agree to this radio schedule

Date: 10/6/20