



# LAMONT BAGBY FOR VIRGINIA HOUSE OF DELEGATES 74<sup>TH</sup> DISTRICT

PRESENTED TO: LAMONT BAGBY  
CANDIDATE

PRESENTED BY: NATHAN THOMAS, SENIOR  
INTEGRATED MARKETING  
SPECIALIST  
RADIO ONE RICHMOND

FRIDAY, APRIL 23, 2021



# RECAP OF CAMPAIGN GOALS

During our last meeting, you stated these are the goals you want accomplished from your campaign:

- Goal 1 Target African Americans eligible voters 18+ years old in the Richmond Metro in the 74<sup>th</sup> District
- Goal 2 Re-introduce eligible voters to Delegate Bagby, and inform them of his platform on issues and accomplishments while in office
- Goal 3 Call to Action Campaign to drive eligible voters to the polls for the June 8<sup>th</sup> Democratic Primary Election





The Radio One Story began simply with a dream and one radio station. 36 years, 16 markets, and 50+ stations later, we are an urban media empire, spanning multiple media outlets.

## The Radio One Richmond Family of Radio Stations

**FUN  
FRESH  
INNOVATIVE**

**IN TOUCH WITH THE COMMUNITY & LISTENERS**

As an advertiser, you may need more than one Radio station to sufficiently cover the Richmond market and beyond to help your business. We can help!



- Format: Today's Hip Hop and R&B
- Heritage Station: Debuting in 1987
- Trend Setters, Socially Active, Affluent
- Home to the Morning Hustle Morning Show
- Delivers Multi-generational audience
- Core Audience: Adults 18-34/18-44
- Median Age: 32
- Super serves the 18-44 age cell
- 42% Male 58% Female
- 70% selected WCDX as their preferred station



- Format: Today's R&B/Classic Soul
- Educated, Affluent, Professional
- Home to the Rickey Smiley Morning Show
- Home to the D. L. Hughley Afternoon Show
- Delivers Adults 35+ audience
- Core Audience: Adults 25-54/35-64
- Median Age: 53
- Super serves the 45-64 age cell
- 27% Male 73% Female
- 50% selected WKJS as their preferred station
- Highest Exclusive Audience in Richmond



## Radio One Richmond

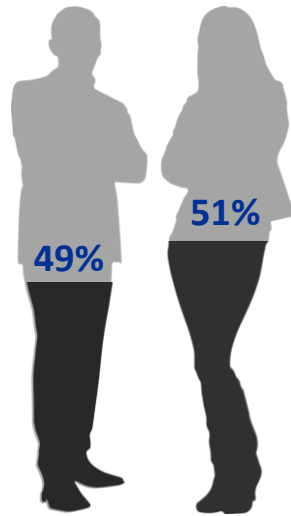
- Format: Contemporary Inspirational
- Faith, Family, Community Minded
- Home to Get Up! Mornings with Erica Campbell
- High Time Spent Listening
- Delivers the Adult 35-64 Audience
- Core Audience: Adults 45-65+
- Median Age: 60
- 34% Male 66% Female
- 39% selected WPZZ as their preferred station!



**Let RADIO ONE help grow YOUR business!**

# RICHMOND METRO VOTER PROFILE

There Are Nearly **840,000** Adults in the Richmond Metro Who Vote!



## Gender

|     |       |
|-----|-------|
| 49% | Men   |
| 51% | Women |

## Age Composition

|     |       |
|-----|-------|
| 11% | 18-24 |
| 16% | 25-34 |
| 16% | 35-44 |
| 17% | 45-54 |
| 18% | 55-64 |
| 22% | 65+   |

Average Age: 48.3

## Ethnic Composition

|     |                        |
|-----|------------------------|
| 63% | White                  |
| 28% | Black/African American |
| 3%  | Hispanic               |
| 4%  | Other                  |

**1 in 4 Are  
African American!**

## Education Composition

|     |                   |
|-----|-------------------|
| 4%  | <HS Graduate      |
| 28% | HS Graduate       |
| 31% | Some College      |
| 37% | College Graduate+ |

## Occupation Composition

|     |                  |
|-----|------------------|
| 33% | Bus/Mgr/Fin/Prof |
| 13% | Sales/Office     |
| 20% | Blue Collar      |

**Nearly Half Are  
White-Collar  
Employees!**

## Annual HH Income Composition

|     |                   |
|-----|-------------------|
| 14% | <\$25,000         |
| 21% | \$25,000-\$49,999 |
| 15% | \$50,000-\$74,999 |
| 17% | \$75,000-\$99,999 |
| 33% | \$100,000+        |

Average Annual HH Income: \$89,298

Based on Always or Sometimes Vote in Presidential, Statewide or Local Elections.

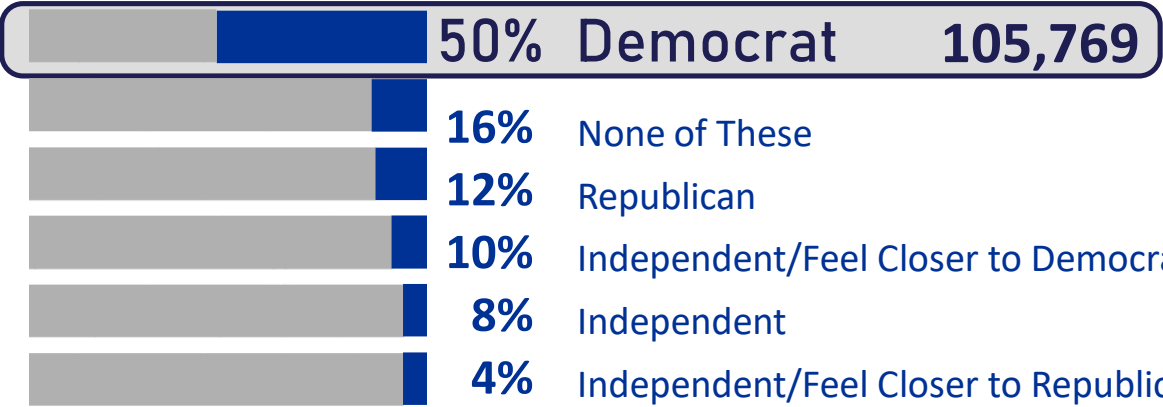
Estimates based on % of target, target persons, and mean.  
Nearly 840,000 = 839,680 Nearly half = 46% Age Composition and Average Age based on A18+.

Source: Nielsen Scarborough, Richmond MSA, R2 2019, M-Su 6a-12m, A18+





**Radio One Richmond Reaches and Influences Over 100,000 Democrats!**



**63% more likely** to be affiliated with the **DEMOCRAT** political party!  
**1% more likely** to be **INDEPENDENT**, but feel closer to the **DEMOCRAT** party!

Radio One = WCDX-FM, WKJS-FM, WPZZ-FM, WXGI-AM

*Estimates based on political party affiliation, % of target, target persons, and index.*  
Source: Nielsen Scarborough, Richmond MSA, R2 2019, M-Su 6a-12m, A25-64

## Radio One Richmond Reaches and Influences Nearly 190,000 Adults Who Are Registered to Vote!

**89%** NEARLY 9 OUT OF 10 ARE REGISTERED TO VOTE!

Types of Elections Always or Sometimes Vote in:

PRESIDENTIAL/STATEWIDE/LOCAL **91%** 9 OUT OF 10

This is **4% more likely** than the market average.  
Targeting **192,695** of these listeners each week.



*Estimates based on % of target, target persons, and index.  
Nearly 190,000 = 188,784*

Radio One = WCDX-FM, WKJS-FM, WPZZ-FM, WXGI-AM

Source: Nielsen Scarborough, Richmond MSA, R2 2019, M-Su 6a-12m, A25-64



# MARKETING PLAN



## MONTHLY INVESTMENT: \$300

- Includes ONE (1) 64 character message to run for 4 weeks/30 days
- Includes TWO (2) Facebook post per month (Added Value)
- **\$300 PER station**

## RDS - RADIO DATA SYSTEM

### WHAT IS RDS? (RADIO DATA SYSTEM)

**RDS (Radio Data System)** is the display unit in all vehicles where artist name and song title appear. RDS messaging allows advertisers to display their company name, message and contact information on the same screen during our music programs as well as 'jock chatter'.

The messaging will never run during an on-air commercial ad and conflict with another advertiser.

RDS is a 'billboard on your dash' for cars built in the years from 2000-2019. This product is available on WCDX, WKJS, WPZZ and WXGI

### CATEGORIES

- Medical
- Government / Military
- Attorney / Law
- Food / Restaurant
- Clothing / Apparel
- Automotive
- Furniture
- Home Services (HVAC)
- Electronics / Appliances
- Sports / Hobbies
- Home Improvement

### BENEFITS

- 64 Character Limit
- One message per advertiser
- Equal SOV rotator (12 Ads)
- 30 Sec Display
- (Mon-Sun 12m-12m)
- 20,000 Estimated plays monthly
- Radio One is the only radio group in RVA to offer this feature.

# MARKETING PLAN

LAMONT BAGBY FOR DELEGATE 4-23-21

From: Nathan Thomas  
Phone: (804) 501-0718  
Email: nthomas@radio-one.com  
4/23/2021 2:04 PM



Flight Dates: 04/28/2021 - 06/08/2021  
Demo: P 18-64

Radio Market: RICHMOND  
Survey: FEB21 (DEC-FEB)  
Geography: Metro

ScheduleDescription:  
2021 PRIMARY ELECTION

|   | Daypart      | Spots      | Unit Rate      | Length | Notes           | Weight | Average Rating | % Reach      | Frequency  | Net Reach      | Total Cost        |
|---|--------------|------------|----------------|--------|-----------------|--------|----------------|--------------|------------|----------------|-------------------|
| <b>Radio Total</b>  |              | <b>300</b> | <b>\$13.40</b> |        |                 |        | <b>0.3%</b>    | <b>34.1%</b> | <b>3.3</b> | <b>262,900</b> | <b>\$4,020.00</b> |
| <b>WCDX-FM</b>  |              | <b>75</b>  | <b>\$14.60</b> |        |                 |        | <b>0.4%</b>    | <b>13.1%</b> | <b>2.7</b> | <b>100,800</b> | <b>\$1,095.00</b> |
| Flight A - 3 wks (05/03, 05/17, 05/31)                      |              |            |                |        |                 |        |                |              |            |                |                   |
|   |              | 69         | \$11.52        |        |                 |        | 0.5%           | 10.3%        | 3.1        | 79,500         | \$795.00          |
| <b>One Week Total</b>                                       |              | <b>23</b>  | <b>\$11.52</b> |        |                 |        | <b>0.5%</b>    | <b>5.2%</b>  | <b>2.0</b> | <b>40,300</b>  | <b>\$265.00</b>   |
|   | M-F 6A-10A   | 3          | \$25.00        | 30     |                 | 100.0% | 0.5%           | 1.3%         | 1.2        | 9,900          | \$75.00           |
|   | M-F 3P-7P    | 5          | \$20.00        | 30     |                 | 100.0% | 0.6%           | 2.3%         | 1.4        | 17,900         | \$100.00          |
|   | M-F 7P-12M   | 10         | \$2.00         | 30     |                 | 100.0% | 0.3%           | 2.1%         | 1.6        | 16,000         | \$20.00           |
|   | Sa 3P-7P     | 2          | \$15.00        | 30     |                 | 100.0% | 0.7%           | 1.0%         | 1.3        | 7,800          | \$30.00           |
|   | Sa 7P-12M    | 1          | \$15.00        | 30     |                 | 100.0% | 0.3%           | 0.3%         | 1.0        | 2,600          | \$15.00           |
|   | Su 3P-7P     | 1          | \$15.00        | 30     |                 | 100.0% | 0.4%           | 0.4%         | 1.0        | 2,800          | \$15.00           |
|   | Su 7P-12M    | 1          | \$10.00        | 30     |                 | 100.0% | 0.3%           | 0.3%         | 1.0        | 2,600          | \$10.00           |
| Flight B - 6 wks (05/03, 05/10, 05/17, 05/24, 05/31, 06/07) |              |            |                |        |                 |        |                |              |            |                |                   |
|   |              | 6          | \$50.00        |        |                 |        | 0.1%           | 2.8%         | 1.1        | 21,200         | \$300.00          |
| <b>One Week Total</b>                                       |              | <b>1</b>   | <b>\$50.00</b> |        |                 |        | <b>0.1%</b>    | <b>0.5%</b>  | <b>1.0</b> | <b>4,000</b>   | <b>\$50.00</b>    |
|   | M-Su 6A-12M† | 1          | \$50.00        | 30     | RDS SPONSORSHIP | 10.0%  | 0.1%           | 0.5%         | 1.0        | 4,000          | \$50.00           |
| <b>WKJS-FM</b>  |              | <b>60</b>  | <b>\$18.25</b> |        |                 |        | <b>0.7%</b>    | <b>13.2%</b> | <b>3.3</b> | <b>101,300</b> | <b>\$1,095.00</b> |
| Flight A - 3 wks (04/26, 05/10, 05/24)                      |              |            |                |        |                 |        |                |              |            |                |                   |
|   |              | 54         | \$14.72        |        |                 |        | 0.7%           | 11.3%        | 3.5        | 86,700         | \$795.00          |
| <b>One Week Total</b>                                       |              | <b>18</b>  | <b>\$14.72</b> |        |                 |        | <b>0.7%</b>    | <b>6.1%</b>  | <b>2.2</b> | <b>46,700</b>  | <b>\$265.00</b>   |
|   | M-F 6A-10A   | 2          | \$25.00        | 30     |                 | 100.0% | 0.9%           | 1.5%         | 1.1        | 11,700         | \$50.00           |
|   | M-F 10A-3P   | 3          | \$15.00        | 30     |                 | 100.0% | 1.0%           | 2.2%         | 1.3        | 16,700         | \$45.00           |

† - These dayparts contain ratings estimates that have been weighted or manually adjusted by the user.

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: RICHMOND; FEB21 (DEC-FEB); Metro; Multiple Dayparts Used; P 18-64; See Detailed Sourcing Page for Complete Details.

Copyright © 2021 The Nielsen Company. All rights reserved.





# MARKETING PLAN

LAMONT BAGBY FOR DELEGATE 4-23-21

From: Nathan Thomas  
Phone: (804) 501-0718  
Email: nthomas@radio-one.com  
4/23/2021 2:04 PM



|  | Daypart      | Spots | Unit Rate | Length | Notes           | Weight | Average Rating | % Reach | Frequency | Net Reach | Total Cost |
|--|--------------|-------|-----------|--------|-----------------|--------|----------------|---------|-----------|-----------|------------|
| <b>WKJS-FM (continued)</b>   |              |       |           |        |                 |        |                |         |           |           |            |
|  | M-F 3P-7P    | 3     | \$20.00   | 30     |                 | 100.0% | 1.2%           | 2.7%    | 1.3       | 20,600    | \$60.00    |
|  | M-F 7P-12M   | 5     | \$5.00    | 30     |                 | 100.0% | 0.4%           | 1.2%    | 1.5       | 9,200     | \$25.00    |
|  | Sa 3P-7P     | 2     | \$20.00   | 30     |                 | 100.0% | 1.0%           | 1.4%    | 1.4       | 10,700    | \$40.00    |
|  | Sa 7P-12M    | 1     | \$15.00   | 30     |                 | 100.0% | 0.3%           | 0.3%    | 1.0       | 2,600     | \$15.00    |
|  | Su 3P-7P     | 1     | \$20.00   | 30     |                 | 100.0% | 0.6%           | 0.6%    | 1.0       | 4,500     | \$20.00    |
|  | Su 7P-12M    | 1     | \$10.00   | 30     |                 | 100.0% | 0.4%           | 0.4%    | 1.0       | 2,900     | \$10.00    |
| <b>Flight B - 6 wks (05/03, 05/10, 05/17, 05/24, 05/31, 06/07)</b> |              |       |           |        |                 |        |                |         |           |           |            |
|  |              | 6     | \$50.00   |        |                 |        | 0.1%           | 3.8%    | 1.2       | 29,000    | \$300.00   |
| <b>One Week Total</b>  |              | 1     | \$50.00   |        |                 |        | 0.1%           | 0.8%    | 1.0       | 5,800     | \$50.00    |
|  | M-Su 6A-12M† | 1     | \$50.00   | 30     | RDS SPONSORSHIP | 10.0%  | 0.1%           | 0.8%    | 1.0       | 5,800     | \$50.00    |
| <b>WPZZ-FM</b>   |              | 63    | \$17.38   |        |                 |        | 0.4%           | 9.5%    | 2.9       | 73,100    | \$1,095.00 |
| <b>Flight A - 3 wks (05/03, 05/17, 05/31)</b>                      |              |       |           |        |                 |        |                |         |           |           |            |
|  |              | 57    | \$13.95   |        |                 |        | 0.4%           | 7.9%    | 3.2       | 60,600    | \$795.00   |
| <b>One Week Total</b>  |              | 19    | \$13.95   |        |                 |        | 0.4%           | 4.1%    | 2.1       | 31,400    | \$265.00   |
|  | M-F 6A-10A   | 3     | \$20.00   | 30     |                 | 100.0% | 0.5%           | 1.2%    | 1.3       | 9,600     | \$60.00    |
|  | M-F 10A-3P   | 3     | \$20.00   | 30     |                 | 100.0% | 0.5%           | 1.1%    | 1.3       | 8,400     | \$60.00    |
|  | M-F 3P-7P    | 3     | \$20.00   | 30     |                 | 100.0% | 0.4%           | 0.9%    | 1.3       | 6,700     | \$60.00    |
|  | M-F 7P-12M   | 5     | \$5.00    | 30     |                 | 100.0% | 0.2%           | 0.7%    | 1.4       | 5,100     | \$25.00    |
|  | Sa 10A-3P    | 1     | \$15.00   | 30     |                 | 100.0% | 0.4%           | 0.4%    | 1.0       | 3,200     | \$15.00    |
|  | Sa 3P-7P     | 1     | \$15.00   | 30     |                 | 100.0% | 0.3%           | 0.3%    | 1.0       | 2,500     | \$15.00    |
|  | Su 10A-3P    | 2     | \$10.00   | 30     |                 | 100.0% | 1.1%           | 1.7%    | 1.3       | 12,800    | \$20.00    |
|  | Su 3P-7P     | 1     | \$10.00   | 30     |                 | 100.0% | 0.4%           | 0.4%    | 1.0       | 3,400     | \$10.00    |
| <b>Flight B - 6 wks (05/03, 05/10, 05/17, 05/24, 05/31, 06/07)</b> |              |       |           |        |                 |        |                |         |           |           |            |
|  |              | 6     | \$50.00   |        |                 |        | 0.0%           | 2.2%    | 1.2       | 16,600    | \$300.00   |
| <b>One Week Total</b>  |              | 1     | \$50.00   |        |                 |        | 0.0%           | 0.4%    | 1.0       | 3,200     | \$50.00    |
|  | M-Su 6A-12M† | 1     | \$50.00   | 30     | RDS SPONSORSHIP | 10.0%  | 0.0%           | 0.4%    | 1.0       | 3,200     | \$50.00    |
| <b>WXGI-AM</b>   |              | 102   | \$7.21    |        |                 |        | 0.1%           | 2.1%    | 2.7       | 16,500    | \$735.00   |

† - These dayparts contain ratings estimates that have been weighted or manually adjusted by the user.

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: RICHMOND; FEB21 (DEC-FEB); Metro; Multiple Dayparts Used; P 18-64; See Detailed Sourcing Page for Complete Details.

Copyright © 2021 The Nielsen Company. All rights reserved.



# MARKETING PLAN

LAMONT BAGBY FOR DELEGATE 4-23-21

From: Nathan Thomas  
 Phone: (804) 501-0718  
 Email: nthomas@radio-one.com  
 4/23/2021 2:04 PM



|  | Daypart    | Spots | Unit Rate | Length | Notes | Weight | Average Rating | % Reach | Frequency | Net Reach | Total Cost |
|--|------------|-------|-----------|--------|-------|--------|----------------|---------|-----------|-----------|------------|
| WXGI-AM (continued)                    |            |       |           |        |       |        |                |         |           |           |            |
| Flight A - 3 wks (04/26, 05/10, 05/24) |            |       |           |        |       |        |                |         |           |           |            |
|  |            | 102   | \$7.21    |        |       |        | 0.1%           | 2.1%    | 2.7       | 16,500    | \$735.00   |
| One Week Total                         |            | 34    | \$7.21    |        |       |        | 0.1%           | 1.0%    | 1.9       | 7,800     | \$245.00   |
|  | M-F 6A-10A | 5     | \$8.00    | 30     |       | 100.0% | 0.1%           | 0.2%    | 1.5       | 1,700     | \$40.00    |
|  | M-F 10A-3P | 5     | \$8.00    | 30     |       | 100.0% | 0.1%           | 0.3%    | 1.4       | 2,200     | \$40.00    |
|  | M-F 3P-7P  | 5     | \$8.00    | 30     |       | 100.0% | 0.1%           | 0.2%    | 1.5       | 1,700     | \$40.00    |
|  | M-F 7P-12M | 5     | \$5.00    | 30     |       | 100.0% | 0.0%           | 0.2%    | 1.3       | 1,200     | \$25.00    |
|  | Sa 10A-3P  | 2     | \$8.00    | 30     |       | 100.0% | 0.1%           | 0.2%    | 1.3       | 1,200     | \$16.00    |
|  | Sa 3P-7P   | 3     | \$8.00    | 30     |       | 100.0% | 0.1%           | 0.2%    | 1.5       | 1,800     | \$24.00    |
|  | Sa 7P-12M  | 2     | \$5.00    | 30     |       | 100.0% | 0.0%           | 0.0%    | 0.0       | 100       | \$10.00    |
|  | Su 10A-3P  | 2     | \$8.00    | 30     |       | 100.0% | 0.1%           | 0.1%    | 1.6       | 500       | \$16.00    |
|  | Su 3P-7P   | 3     | \$8.00    | 30     |       | 100.0% | 0.0%           | 0.0%    | 1.0       | 300       | \$24.00    |
|  | Su 7P-12M  | 2     | \$5.00    | 30     |       | 100.0% | 0.0%           | 0.0%    | 0.0       | 0         | \$10.00    |

The first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio information: RICHMOND; FEB21 (DEC-FEB); Metro; Multiple Dayparts Used; P 18-64; See Detailed Sourcing Page for Complete Details.  
 Copyright © 2021 The Nielsen Company. All rights reserved.



# MARKETING PLAN

## LAMONT BAGBY FOR DELEGATE 4-23-21

From: Nathan Thomas  
 Phone: (804) 501-0718  
 Email: nthomas@radio-one.com  
 4/23/2021 2:04 PM

### Schedule Grand Totals: 7 Weeks

| Stations    | Spots | Unit Rate | Average Rating | % Reach | Frequency | Net Reach | Total Cost |
|-------------|-------|-----------|----------------|---------|-----------|-----------|------------|
| Radio Total | 300   | \$13.40   | 0.3%           | 34.1%   | 3.3       | 262,900   | \$4,020.00 |
| WCDX-FM     | 75    | \$14.60   | 0.4%           | 13.1%   | 2.7       | 100,800   | \$1,095.00 |
| WKJS-FM     | 60    | \$18.25   | 0.7%           | 13.2%   | 3.3       | 101,300   | \$1,095.00 |
| WPZZ-FM     | 63    | \$17.38   | 0.4%           | 9.5%    | 2.9       | 73,100    | \$1,095.00 |
| WXGI-AM     | 102   | \$7.21    | 0.1%           | 2.1%    | 2.7       | 16,500    | \$735.00   |

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.

The first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio information: RICHMOND; FEB21 (DEC-FEB); Metro; Multiple Dayparts Used; P 18-64; See Detailed Sourcing Page for Complete Details.  
 Copyright © 2021 The Nielsen Company. All rights reserved.



# MARKETING PLAN

## Detailed Sourcing Summary

Radio Market: RICHMOND  
Survey: Nielsen Radio February 2021 (December - February)  
Geography: Metro  
Daypart: Multiple Dayparts Used

### Demo/Intab/Population:

| Age/Gender             | Population | Intab |
|------------------------|------------|-------|
| Adults 18-64 (Primary) | 770,200    | 1,512 |

Stations: User Selected

Additional Notices: † - These dayparts contain ratings estimates that have been weighted or manually adjusted by the user.

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.

Ascription Website:

<http://ascription.nielsen.com>

Rating Reliability Estimator:

<https://rne.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/CR8/2021FEB/0105/pdfs/SpecialNotices.pdf>

Report: Copyright 2008 Nielsen. Software: Copyright 2008-2020 Nielsen. Nielsen Radio Data: Copyright 2021 Nielsen. All rights reserved. For use pursuant to a license from The Nielsen Company. Subject to the limitations and qualifications disclosed in the data and reports.

TAPSCAN is a mark of TAPSCAN Inc. used under license. Nielsen and the Nielsen logo are trademarks or registered trademarks of C2T/ACN Trademarks, L.L.C.

Copyright © 2021 The Nielsen Company. All rights reserved.

nielsen



# MARKETING PLAN SUMMARY

**LAMONT BAGBY FOR DELEGATE PRIMARY CAMPAIGN**

**WCDX/WKJS/WPZZ/WXGI-FM:**

**TOTAL NUMBER OF ON-AIR COMMERICALS: 282**

**RDS SPONSORSHIP & SOCIAL MEDIA POSTS: 230,000 IMPRESSIONS**

**TOTAL CAMPAIGN INVESTMENT: \$4,020**

**RADIO ONE IS THE ONLY RICHMOND COMPANY WITH IDEAS TO ENGAGE THE URBAN CONSUMER – ON-AIR, ONLINE AND ON-SITE! THANK YOU FOR CONSIDERING RADIO ONE RICHMOND!**



# AGREEMENT PAGE

Yes, sign me up! Radio One Richmond and Lamont Bagby for Delegate agree to the terms of this proposal in it's entirety.

Client Signature \_\_\_\_\_

Radio One Signature \_\_\_\_\_

Date \_\_\_\_\_





**NATHAN THOMAS**

**RADIO ONE, RICHMOND**

**[nthomas@radio-one.com](mailto:nthomas@radio-one.com)**

**Office: (804) 501-0718**

**Cell: (804) 908-9292**



*Thank you !*