

*** Media Director Series ***
Radio Reach & Frequency Analysis

MARKET: ANY METRO ARB SPR 2010
 TARGET DEMO: ADULTS 25-54
 TAR DEMO POP: 268,619
 DAYPART: MON-FRI 6A-7P & SAT 10A-3P
 DAYPART CODE:

DATE: 21-Jun-10
 FILE: RRF
 CLIENT: ANY CLIENT
 REMARKS: JUL-OCT
 4 WEEK FLIGHTS

STATION	AVG QH PERS (00)	CUME PERS (00)	AVG # SPOTS PER WEEK	AVG COST PER SPOT	% NET REACH	NET RCH PERS (00)	GROSS IMPRS (00)	AVG FREQ	CPM NET REACH	COST PER GRP
WAAA-FM	70	620	14	\$ 150.00	14.7	395	980	2.5	\$53.13	\$57.56
WBBB-FM	62	511	13	\$ 120.00	12.1	499	806	2.5	\$47.89	\$51.99
WCCC-FM	50	322	11	\$ 95.00	7.9	325	550	2.6	\$49.17	\$51.04
WDDD-FM	42	424	16	\$ 90.00	10.1	414	672	2.5	\$53.27	\$57.56

TOTALS-	54	\$ 6,145.00	37.9	1019	3008	3.0	\$60.31	\$54.88
SCHEDULE COST-		\$ 24,580.00						

SCHEDULE/FLIGHT SUMMARY-	WEEK 1	WEEK 2	WEEK 3	WEEK 4
REACH %:	37.9	47.0	53.1	58.4
AVG FREQ:	3.0	4.8	6.3	7.7
GRPs:	112.0	224.0	335.9	447.9

QUINTILE/FREQUENCY DISTRIBUTION-	WEEK 1	WEEK 2	WEEK 3	WEEK 4
HEAVY-	6.6	10.7	14.2	17.3
MED/HEAVY-	3.7	6.0	7.9	9.6
MEDIUM-	2.4	3.8	5.1	6.1
MED/LIGHT-	1.3	2.1	2.8	3.5
LIGHT-	0.7	1.2	1.6	1.9
	3.0	4.8	6.3	7.7

REPORT PREPARED BY: AGENCY NAME FROM DBASE
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