

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

MARKET: ANY METRO ARB FALL 2008
 TARGET DEMO: ADULTS 25-54
 TAR DEMO POP: 268,619
 DAYPART: MON-FRI 6A-7P & SAT 10A-3P

DATE: 15-Dec-08
 FILE: RRF
 CLIENT: ANY CLIENT
 REMARKS: JAN-MAR
 3 WEEK FLIGHTS

STATION	AVG QH PERS (00)	CUME PERS (00)	TOT SPOTS	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	326	806	2.5	\$47.89	\$51.99
WCCC-FM	50	322	11	\$ 95.00	7.9	213	550	2.6	\$49.17	\$51.04
WDDD-FM	42	424	16	\$ 90.00	10.1	270	672	2.5	\$53.27	\$57.56
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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	45.8	49.3	50.2
AVG FREQ:	3.0	4.9	6.8	8.9
GRPs:	112.0	224.0	335.9	447.9

QUINTILE/FREQUENCY DISTRIBUTION-	WEEK 1	WEEK 2	WEEK 3	WEEK 4
HEAVY-	6.6	11.0	15.3	20.1
MED/HEAVY-	3.7	6.1	8.5	11.2
MEDIUM-	2.4	3.9	5.5	7.1
MED/LIGHT-	1.3	2.2	3.1	4.0
LIGHT-	0.7	1.2	1.7	2.2
	3.0	4.9	6.8	8.9

REPORT PREPARED BY: XYZ AGENCY
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