

Halloween



From: Mike Preble
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 10/1/2020 3:08 PM

Flight Dates: 10/19/2020 - 10/30/2020
 Demo: P 18+

Radio Market: PANAMA CITY, FL
 Survey: SP20 / FA19
 Geography: Metro

ScheduleDescription:
 1 day event Freds & LongBoard

	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gls
Radio Total			135		\$9.07	\$1,225.00	0.6%	\$15.71	78.0	100%	100%	15.6%	22,900	5.3	121,000
WILN-FM			120		\$8.33	\$1,000.00	0.7%	\$12.82	78.0	100%	82%	14.7%	21,700	5.6	121,000
Flight A - 1 wk (10/19)															
			50		\$7.50	\$375.00	0.6%	\$12.93	29.0	37%	31%	9.5%	14,000	3.1	44,000
One Week Total			50		\$7.50	\$375.00	0.6%	\$12.93	29.0	37%	31%	9.5%	14,000	3.1	44,000
	Sa 7A-9P		10	30	\$7.50	\$75.00	0.5%	\$15.00	5.0	17%	20%	2.3%	3,400	2.1	7,000
	M-F 7A-9P		15	30	\$15.00	\$225.00	0.7%	\$21.43	10.5	36%	60%	6.0%	8,800	1.9	16,500
	Su 7A-9P		10	30	\$7.50	\$75.00	0.3%	\$25.00	3.0	10%	20%	1.4%	2,100	1.9	4,000
	M-F 7A-9P		15	30	\$0.00	\$0.00	0.7%	\$0.00	10.5	36%	0%	6.0%	8,800	1.9	16,500
Flight A - 1 wk (10/26)															
			70		\$8.93	\$625.00	0.7%	\$12.76	49.0	63%	51%	10.2%	15,000	5.1	77,000
One Week Total			70		\$8.93	\$625.00	0.7%	\$12.76	49.0	63%	51%	10.2%	15,000	5.1	77,000
	M-F 7A-9P		25	30	\$15.00	\$375.00	0.7%	\$21.43	17.5	36%	60%	7.5%	11,100	2.5	27,500
	M-F 7A-9P		25	30	\$0.00	\$0.00	0.7%	\$0.00	17.5	36%	0%	7.5%	11,100	2.5	27,500
	Th-F 7A-9P		10	60	\$25.00	\$250.00	0.7%	\$35.71	7.0	14%	40%	4.5%	6,600	1.7	11,000
	Th-F 7A-9P		10	60	\$0.00	\$0.00	0.7%	\$0.00	7.0	14%	0%	4.5%	6,600	1.7	11,000
WILN-FM Stream			15		\$15.00	\$225.00	0.0%	\$0.00	0.0	0%	18%	0.1%	200	0.0	0
Flight A - 2 wks (10/19, 10/26)															
			15		\$15.00	\$225.00	0.0%	\$0.00	0.0	0%	18%	0.1%	200	0.0	0
One Week Total			7.5		\$15.00	\$112.50	0.0%	\$0.00	0.0	0%	9%	0.1%	100	0.0	0
	Sa-Su 3A-11P		2.5*	30	\$15.00	\$37.50	0.0%	\$0.00	0.0	0%	33%	0.0%	0	0.0	0
	M-F 7A-11P		5	30	\$15.00	\$75.00	0.0%	\$0.00	0.0	0%	67%	0.1%	100	0.0	0

* - indicates the value varies across weeks

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: PANAMA CITY, FL; SP20 / FA19; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.

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Schedule Grand Totals: 2 Weeks

Stations	Spots	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gls	CPM
Radio Total	135	\$9.07	\$1,225.00	0.6%	\$15.71	78.0	100%	100%	15.6%	22,900	5.3	121,000	\$10.08
WILN-FM	120	\$8.33	\$1,000.00	0.7%	\$12.82	78.0	100%	82%	14.7%	21,700	5.6	121,000	\$8.33
WILN-FM Stream	15	\$15.00	\$225.00	0.0%	\$0.00	0.0	0%	18%	0.1%	200	0.0	0	\$0.00

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.

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Detailed Sourcing Summary

Radio Market: PANAMA CITY, FL

Survey: Average of Nielsen Radio Spring 2020, Nielsen Radio Fall 2019

Geography: Metro

Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 18+ (Primary)	147,200	1,131

Stations: User Selected

Additional * - indicates the value varies across weeks

Notices:

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

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://rre.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/RR8/2020SPR/0573/pdfs/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/RR8/2019FAL/0573/pdfs/SpecialNotices.pdf>

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