KENISTON & COMPANY
Marketing that Clicks

Campaign	Basic
Radio Buy Outline	
Date	Apr-06
Budget	$73,282
AVG # Spots / Week	17
Total No. of Spots	407
Total No. of Grips	2594.8
CPP	$25.06
FREQ	4.3
Reach	24%
GRPS PER WEEK	648.7
COST PER WEEK	$18,321
AVG Spread	32%

GRP'S PER WEEK & COST

																	Week 1		Week 2		Week 3		Week 4			
																	3-Apr		10-Apr		17-Apr		24-Apr			
Stations	No. of spots / week	Format	Demo	DIG	HIS	DVR	HDTV	VOD	Daypart	Previous Rate	K&C Rate	Spread	Reach	Freq	CPP	GRP Grand Total	Rating	GRP	Cost	GRP	Cost	GRP	Cost	GRP	Cost	Total # Spots	Total Costs
HARRISONBURG				Y	Y	Y	Y	Y																		
WKCY :15	12	Country	18-49						5a-10a	$20.00	$15.00	25%	33%	4.0	$7.14	134.4	2.8	33.6	$240	33.6	$240	33.6	$240	33.6	$240	48	$960
WKCY :60	15	Country	18-49						5a-10a	$50.00	$30.00	40%	33%	4.0	$17.86	168	2.8	42	$750	42	$750	42	$750	42	$750	60	$3,000
WACL :60	12	Cl.Rock	25-54						5a-10a	$40.00	$25.00	38%	33%	4.0	$12.12	158.4	3.3	39.6	$480	39.6	$480	39.6	$480	39.6	$480	48	$1,920
WACL :15	6	Cl.Rock	25-54						5a-10a	$20.00	$15.00	25%	33%	4.0	$6.06	79.2	3.3	19.8	$120	19.8	$120	19.8	$120	19.8	$120	24	$480
WBOP (Harrisoburg) combo	10	Country							MD/AD	$65.00	$45.00	31%	35.90%	5.20	$15.52	108	1.8	N/A	N/A	N/A	N/A	54	$450	54	$450	20	$1,800
WSIG (Wincester) combo	10	Cl. Rock							MD/AD	COMBO	COMBO	COMBO	35.90%	5.20	$15.52	108	1.8	N/A	N/A	N/A	N/A	54	$0	54	$0	20	$0
WZXI (Rockingham County) combo	10	Rock							MD/AD	COMBO	COMBO	COMBO	35.90%	5.20	$15.52	108	1.8	N/A	N/A	N/A	N/A	54	$0	54	$0	20	$0
CHARLOTTESVILLE				Y	Y	Y	N	N																		
WWWV	25	C'Rock	25-54						5a-10a	$60.00	$36.00	40%	N/A	N/A	$17.14	210	2.1	52.5	$900	52.5	$900	52.5	$900	52.5	$900	100	$3,600
SAM (WOJL)	15	AC	25-54						MD/AD	$78.00	$56.00	28%	N/A	N/A	N/A	N/A	N/A	N/A	$840	N/A	$840	N/A	$840	N/A	$840	60	$3,360
WJMA	15								MD/AD	Combo	Combo	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Combo	N/A	Combo	N/A	Combo	60	Combo
STAUNTON				Y	Y	Y	Y	Y																		

WSVO	14								5a-10a	$20.00	$18.00	10%	8.50%	4.50	$7.71	151.2	2.7	37.8	$280	37.8	$280	37.8	$280	37.8	$280	56	$1,120
ROANOKE/LYNCHBURG				Y	Y	Y	N	N																		
WSLQ #3 in book (Q99)	35	AC	18-49						6a-10a	$185.00	$112.00	39%	25.10%	3.2	$41.48	378	2.7	94.5	$3,920	94.5	$3,920	94.5	$3,920	94.5	$3,920	140	$15,680
WSLC # in book (Star Country)	35	Country	25-54						5a-10a	$185.00	$105.00	43%	22.70%	3.1	$51.76	280	2.0	70	$3,675	70	$3,675	70	$3,675	70	$3,675	140	$14,700
WXLK/WVBE #4 (K92)	35	Top 40	25-54						6a-12p	$150.00	$70.00	53%	10.70%	2.8	$83.05	56	0.8	N/A	N/A	28	$2,450	28	$2,450	N/A	N/A	140	$4,900
WROV :60	7	Cl. Rock	25-54						5a-10a	$150.00	$80.00	47%	15.30%	2.8	$30.8	92.4	3.3	23.1	$1,050	23.1	$1,050	23.1	$1,050	23.1	$1,050	28	$4,200
WRVO :15	6	Cl. Rock	25-54						5a-10a	$45.00	$70.00	36%	15.00%	2.8	$30.8	79.2	3.3	19.8	$270	19.8	$270	19.8	$270	19.8	$270	24	$1,080
BLUEFIELD/TAZWELL				Y	Y	Y	Y	Y																		
WRIC	20	Hot AC	25-49 F						6a-6p	$11.77	$6.50	45%	N/A	N/A	N/A	N/A	N/A	N/A	$235	N/A	$235	N/A	$235	N/A	$235	80	$942
TRI-CITIES				Y	Y	N	Y	N																		
WMEV	20	Country	25-54						6a-10a	$28.25	$35.00	19%	N/A	N/A	$9.42	240	3.0	60	$565	60	$565	60	$565	60	$565	80	$2,260
WMEV Value Ad	5	Country																								
WQUT	20	Country							6a-7p	$140.00	$100.00	29%	24.1%	14.5	$34.48	116	2.9	N/A	N/A	58	$2,000	58	$2,000	N/A	N/A	40	$4,000
GREENSBORO/GALAX				Y	Y	Y	N	N																		
WBRF/WPAQ	20	Country	25-54						MD/AD	$50.00	$50.00	N/A	N/A	N/A	$41.67	96	1.2	24	$1,000	24	$1,000	24	$1,000	24	$1,000	80	$4,000
GREENEVILLE				Y	Y	Y	Y	Y																		
WIKQ	20	Country	25-54						MD/AD	$26.00	$22.00	15%	N/A	N/A	N/A	N/A	N/A	N/A	$520	N/A	$520	N/A	$520	N/A	$520	20	$2,080
RICHMOND				Y	Y	Y	Y	Y																		
WJZV	20	Country	25-54						MD/AD	$80.00	$65.00	19%	17.5%	3.0	$38.10	32	0.8	16	$1,600	16	$1,600	N/A	N/A	N/A	N/A	40	$3,200
	407											582.6%	379%	68.30	$476.09	2594.8										1328	
												32%	24%	4.3	$25.06												
																										$73,282