

2007 CLEAN AIR PARTNERS
Radio Calendar

June	July			
6/25	7/2	7/9	7/16	7/23

Baltimore							Total Spots	Impressions Adults 18+	Total Value	Gross Cost	Net Cost
WPOC-FM 93.1 FM Format: Country Rank W25-54: #1	Paid Spots	12		12	12	12	48	1,288,320	\$18,216	\$15,180	\$12,903
	Bonus/PSA	10		10	10	10	40	1,073,600	\$3,000	n/c	
	Promotion			30	30	30	90	2,415,600	\$10,000	n/c	
				Bike Giveaway	Bike Giveaway	Bike Giveaway					
	Online	Weekly top 10 list and tips for how to help the environment on Code Red Days.					1	55,000	\$1,000	n/c	
		Inclusion on weekly e-mail blast to registered listeners thru August.					1	360,000	\$1,500		
	Other:	Distribution of CAP literature at station events thru August					1	3,000	\$1,500	n/c	
						subtotal	181	5,195,520	\$35,216	\$15,180	\$12,903
WWIN-FM 95.9 FM Format: Urban AC Rank W25-54: #2	Paid Spots	15		15	15	15	60	1,340,580	\$20,449	\$16,900	\$14,365
	Bonus/PSA	5		5	5	5	20	446,860	\$3,000	n/c	
	Promotion			10		20	30	670,290	\$11,000	n/c	
				Tremont Grand promo		Game Day Promo					
							subtotal	110	2,457,730	\$34,449	\$16,900
WWMX-FM 106.5 FM Format: Adult Contemp. Rank W25-54: #5	Paid Spots	17	17		17		51	452,574	\$13,950	\$11,625	\$9,881
	Bonus/PSA	28	28		28		84	745,416	\$6,300	n/c	
	Promotion	15	15	40			70	621,180	\$8,875	n/c	
		Biking Towards Better On-Air Contest		Green Day Sponsor							
	Online	Weather page logo and link					1	3,000	\$1,500	n/c	
		Code Red Page with Top Ten Things to do to help reduce bad air quality days.					1	12,000	\$750	n/c	
		25 Streaming Spots	25 Streaming Spots		25 Streaming Spots		subtotal	207	1,834,170	\$31,375	\$11,625
Baltimore Totals		127	85	122	142	92	498	9,487,420	\$101,040	\$43,705	\$37,149

2007 CLEAN AIR PARTNERS
Radio Calendar

June	July			
6/25	7/2	7/9	7/16	7/23

DC							Total Spots	Impressions Adults 18+	Total Value	Gross Cost	Net Cost	
WJZW-FM 105.9 FM Format: Jazz Rank W25-54: #10	Paid	30		30		30	90	2,257,110	\$18,000	\$15,000	\$12,750	
	Bonus/PSA	20	20			20	60	1,504,740	\$6,000	n/c		
	Promotion	5 News/Traffic Sponsorships		20 Dream Set News/Traffic Sponsorship	10 Question of the Day Sponsorship	5 News/Traffic Sponsorships	40	1,003,160	\$8,250	n/c		
	Other			Spectrum on-air Interview			1	55,000	\$2,750	n/c		
	subtotal						191	4,820,010	\$35,000	\$15,000	\$12,750	
WMMJ-FM 102.3 FM Format: Urban Rank W25-54: #2	Paid	22		22		22	66	2,383,326	\$24,210	\$20,175	\$17,149	
	Bonus/PSA	9	9			9	27	974,997	\$4,050	n/c		
	Promotion			88 Health Tips Sponsorship & 30 and Over Gas Promo	42 Health Tips Sponsorship	17 Metro Stations Promos	147	5,308,317	\$23,400	n/c		
	Other:					Stone Soul Picnic	1	15,000	\$1,500	n/c		
	subtotal						241	8,681,640	\$53,160	\$20,175	\$17,149	
WRQX-FM 107.3 Format: Adult Contemp Rank W25-54: #4	Paid	19	19		19		57	1,011,465	\$21,420	\$17,850	\$15,173	
	Bonus/PSA	20	20		20		60	1,064,700	\$9,000	n/c		
	Promotion	20 New at 9! Sponsorship	20 New at 9! Sponsorship	10 Electric Lawnmower giveaway	19 Electric Lawnmower giveaway	20 New at 9! Sponsorship	89	1,579,305	\$11,750	n/c		
	Online	Banner ad on stations homepage July thru August					1	36,355		n/c		
					Contest e-mail blast and website contest page		1	35,000	contest			
	subtotal						207	3,691,825	\$42,170	\$17,850	\$15,173	
WTOP FM/AM 103.5 FM/850 AM Format: News Rank W25-54: #7	Paid		14		14	14	42	1,395,282	\$25,020	\$20,850	\$17,723	
	Bonus/PSA		20		15	20	55	1,827,155	\$5,500	n/c		
	Promotion				15 Lawnmower giveaway	15	30	996,630	\$3,000	n/c		
	Online			Contest Registration page			1	1,000	contest	n/c		
			Air Quality Codes on homepage					1	23,370	\$5,000	n/c	
	subtotal						129	4,243,437	\$38,520	\$20,850	\$17,723	
DC Totals		145	122	170	154	172	768	21,436,912	\$168,850	\$73,875	\$62,794	
Baltimore & DC Totals		272	207	292	296	264	1,266	30,924,332	\$269,890	\$117,580	\$99,943	