



**Clean Air Partners
Baltimore Radio Plan**

March 28, 2007

BALTIMORE RECAP

Stations:	3
Total Weeks on Air:	4
Spots/PSA/Mentions:	498
Women 25-54 GRPs*:	360.3 (2,097,522 impressions)
Adults 35-64 GRPs*:	309.2 (3,481,077 impressions)
Adults 18+ GRPs* :	281.7 (5,166,934 impressions)

**Total Gross Impressions
with promotions Adults 18+ : 9,487,420 impressions**

Total Package Value:	\$101,040 (leveraged 172%)
Total Cost:	\$37,149 net

**Based on advertising schedule only, see attached calendar for impression from promotions.*

WPOC-FM	93.1 FM
Format:	Country
Ranked Women 25-54:	#1
Weeks on air:	4
Spots:	48 paid 40 bonus/PSA 90 promotional announcements

Schedule Efficiency

Based on ad schedule only, see attached calendar for promo impressions.

Women 25-54:	122.4 GRPs 97,039 (16.4%) reach, 6.8 frequency 659,865 impressions
Adults 35-64:	123.7 GRPs 182,568 (16.5%) reach, 6.9 frequency 1,259,719 impressions
Adults 18+:	104.1 GRPs 305,352 (15.1%) reach, 6.9 frequency 2,106,930 impressions

Added Value

On-Air:

1. Bike Giveaways – To encourage biking as an alternative means of transportation, the station will giveaway three bikes during a three week on-air contest. Minimum 50 live promotional mentions, 50 recorded mentions.

Website:

2. Logo and hyperlink on station's home page.
3. Station will post on website, a top 10 list and tips for how to help protect those that are at health risk on code orange and code red days.
4. Inclusion on station's weekly e-mail blast with information about code red days and code oranges days, and what behavior changes high risk groups need to make to stay healthy.

Other:

5. Distribute Clean Air Partners literature/brochures at weekly station events during the month of July and August.

Package value: \$35,216
Cost: \$12,903 net

WWIN-FM 95.9 FM
Format: Urban AC
Ranked Women 25-54: #2
Weeks on air: 4
Spots: 60 paid
 20 bonus/PSA
 30 promotional announcements

Schedule Efficiency

Based on ad schedule only, see attached calendar for promo impressions.

Women 25-54: 120 GRPs
 97,638 (16.5%) reach, 8.7 frequency
 849,457 impressions

Adults 35-64: 120.7 GRPs
 152,693 (13.8%) reach, 10.7 frequency
 1,633,820 impressions

Adults 18+: 114 GRPs
 238,620 (11.8%) reach, 8.4 frequency
 2,004,404 impressions

Added Value

On-Air:

1. PSA's 5, 30-second per week.
2. On-air contest to promote use of mass transit. Daily MTA passes will be given away and a Grand Prize of 4 Light Rail passes with 4 tickets to Baltimore Orioles baseball game. Mon-Fri contest. 10 30-second promo spots, 10 10-second live liners. Station to provide 4 pack of tickets and 20 (5, 4 packs) MTA passes (bus or light rail). Client to provide brochures/literature.
3. It's Quiet and It's Clean Air! One week on-air contest, giving away 5 dinners at the smoke-free Tremont Grand and a grand prize of dinner and night stay at the Tremont Grand Hotel. Station to provide 10, 30-second promo spots, and all prizes.

Package value: \$34,449
Cost: \$14,365 net

WWMX-FM 106.5 FM
Format: Adult Hits
Ranked W25-54: #5
Weeks on air: 3
Spots: 56 paid
112 bonus/PSA
70 promotional announcements

Schedule Efficiency

Based on ad schedule only, see attached calendar for promo impressions.

Women 25-54: 117.9 GRPs
68,051 (14%) reach, 7.1 frequency
588,200 impressions

Adults 35-64: 64.8 GRPs
99,582 (9%) reach, 5.9 frequency
587,538 impressions

Adults 18+: 63.6 GRPs
182,000 (9%) reach, 5.8 frequency
1,055,600 impressions

Added Value

On-Air:

1. Biking Towards Better Air contest. Two week online contest with questions reflecting steps that can be taken to help protect high risk groups. Station to provide, a minimum of one bike to be given away as grand prize, 15, 10-second promol announcements each week for two weeks.
2. 5, 60-second PSAs per week.
3. Green Day Sponsorship highlighting local businesses doing their part for the environment. Station to provide 20, 10-second promo announcements and spotlight CAP (or partner) as the website of the day.

Website:

4. Biking Towards Better Air contest page on station website.
5. Logo and link on Green Days page on station's website. Station to provide 20, 10-second streamed promo announcements.
6. Logo and link on station's Local Weather page for month of July.
7. Create Code Red Page launched from station's home page, listing top 10 things to do to reduce bad air quality.

Package value: \$31,375
Cost: \$9,881 net