



**Clean Air Partners
DC Radio Plan
March 28, 2007**

<u>DC RECAP</u>	
Stations:	4
Weeks on Air:	5
Spots/PSA/Mentions:	759
Women 25-54 GRPs*:	329.1 (3,567,276 impressions)
Adults 35-64 GRPs*:	329 (6,652,835 impressions)
Adults 18+ GRPs* :	273.9 (9,650,552 impressions)
Total Gross Impressions with Promotions Adults 18+:	21,277,207 impressions
Total Package Value:	\$168,850 (leveraged 169%)
Total Cost:	\$62,794 net
<i>*Based on advertising schedule only, see attached calendar for impression from promotions.</i>	

WJZW-FM 105.9
Format: Jazz
Ranked Women 25-54: #10
Weeks on air: 4
Spots: 90 paid
60 bonus/PSA
40 promotional announcements

Schedule Efficiency

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

Women 25-54: 82 GRPs
97,669 (8.4%) reach, 9 frequency
879,001 impressions

Adults 35-64: 73.5 GRPs
213,625 (10.1%) reach, 7 frequency
1,495,376 impressions

Adults 18+: 63 GRPs
302,300 (8.1%) reach, 7 frequency
2,116,100 impressions

Added Value

On-Air:

1. Trivia Question of the Day, morning show call in trivia contest. Station to provide 2 live mentions per day. Clean Air Partners to provide daily giveaway prize approx \$50 value if available. Station to procure prizes from third party if Clean Air Partners cannot provide.
2. The Dream Set, weekly sponsorship of listeners favorite artists hour. Station to provide 11 promotional mentions per week.
3. News/Traffic sponsorship, two weekly sponsorships. Station to provide 5 promotional mentions per week.
4. Spectrum On-Air interview with Tom Grooms. 30 minute interview with Clean Air Partners choice partner, airing Sunday morning 6-7a.
5. 20 PSAs per week.

Website:

6. Banner on station's homepage with link to splash page that will give listeners tips and details on what actions they can take on code red and orange days. Splash page will include CAP logo and link to website.

Package value: \$35,000
Cost: \$12,750net

WMMJ-FM 102.3 FM
Format: Urban
Ranked Women 25-54: #2
Weeks on air: 4
Spots: 66 paid
 27 bonus/PSA
 147 promotional announcements

Schedule Efficiency

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

Women 25-54: 96.9 GRPs
 158,127 (13.6%) reach, 6.6 frequency
 1,043,639, impressions

Adults 35-64: 105.9 GRPs
 291,188 (13.8%) reach, 7.2 frequency
 2,101,563 impressions

Adults 18+: 78.6 GRPs
 414,610 (11.1%) reach, 6.6 frequency
 2,736,431 impressions

Added Value

On-Air:

1. Air Quality PSAs. Station will produce 30-second PSA to promote key messages, airing up to 5x per week.
2. Metro Station Appearances. 1 hour appearances at Metro stations giving away \$5-\$10 Metro cards to first 102 people, and other stations prizes. Station to provide 15 10-second, 1 15-second top of the hour call in and 1 60-second call in from event. Date TBD.

3. Health Tips Sponsorship. Two week daily sponsorship targeting women with newsworthy health tips. Station to provide 42 sponsorships with 10-second tag line, per week airing Monday-Sunday.
4. Stone Soul Picnic - Station will distribute Clean Air Partners brochures/information at event.
5. "30 & Over" Gas Promotion, 8p-10p. 2-hour station appearance at local gas station to encourage listeners to fill up their gas tanks after dark. First 102 listeners who have a "Majic 30 & Over Club Card" will receive \$20 worth of free gas. Station to distribute brochures for Clean Air Partners at the appearance and provide a minimum of 4 live 60-second call ins & 4 live 30-second call ins from location. 15 10-second spots, 15 15-second spots and 15 60-second spot week leading up to the event. Date TBD.

Package value: \$53,160
Cost: \$17,149 net

WRQX-FM 107.3 FM
Format: Adult Contemporary
Ranked Women 25-54: #4
Weeks on air: 3
Spots: 57 paid
 60 bonus/PSA
 80 promotional announcements

Schedule Efficiency

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

Women 25-54: 87 GRPs
 156,964 (13.5%) reach, 5.7 frequency
 894,695 impressions

Adults 35-64: 59.4 GRPs
 192,474 (9.1%) reach, 5.7 frequency
 1,097,102 impressions

Adults 18+: 48 GRPs
 309,764 (8.3%) reach, 5.3 frequency
 1,641,750 impressions

Added Value

On-Air:

1. Website contest to win electric lawn mower. Station to provide electric lawn mower, a detailed informational paragraph with link to contest page in newsletter (sent via e-mail blast to 35,000 listeners), 20 30-second recorded promo announcements.
2. 10 60-second recorded PSAs per week
3. New at 9! Sponsorship. Three week sponsorship with 20 mentions per week.

Website:

4. Choice of web ads on station's homepage July-August.

Package value: \$42,170
Cost: \$15,173 net

WTOP-FM 103.5 FM
Format: News
Ranked Women 25-54: #7
Weeks on air: 3
Spots: 42 paid
55 bonus/PSA
30 promotional announcements

Schedule Efficiency

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

Women 25-54: 63.2 GRPs
174,405 (15%) reach, 4.3 frequency
749,941 impressions

Adults 35-64: 90.2 GRPs
399,759 (18.9%) reach, 4.9 frequency
1,958,794 impressions

Adults 18+: 84.3 GRPs
631,254 (16.9%) reach, 5 frequency
3,156,271 impressions

Added Value

On-Air:

1. Station to giveaway 2-electric lawnmowers thru on-line contests. Station will provide a minimum of 15 on-air promotional mentions per week to encourage listeners to go online to enter. Date of contests to be determined once procurement of lawnmowers has been secured. Client to provide 2-electric lawnmowers.
2. Station to produce and air 15 30-second PSAs per week.
3. 10 bonus spots included in schedule.

Website:

4. Air Quality Color Codes will be listed on weather map on station's home page throughout campaign.
5. Station will feature Air Quality Action Guide as appropriate in featured articles.

Package value: \$38,520
Cost: \$17,723net