

Connecticut Association of Realtors - Radio

8/20/2015

Market: Bridgeport

Flight Date: 8/3/2015-11/8/2015

Station	Day	DP	Time	Program	A 25-49 RTG	Dur	# of SPOTS PER WEEK								Total Spots
							8/17 8/23	8/24 8/30	8/31 9/6	9/14 9/20	9/28 10/4	10/12 10/18	10/26 11/1		
WEBE-FM	M-F	AM	6:00a-10:00a		2.1	30	6	6	6	6	6	6	6	42	
	M-F	MD	10:00a- 3:00p		1.9	30	5	5	5	5	5	5	5	35	
	M-F	PM	3:00p- 7:00p		1.6	30	4	4	4	4	4	4	4	28	
	M-F	EV	7:00p-10:00p		0.6	30	8	8	8	8	8	8	8	56	
	Sa	WK	10:00a- 3:00p		1.0	30	3	3	3	3	3	3	3	21	
	Su	WK	10:00a- 3:00p		1.2	30	3	3	3	3	3	3	3	21	
	M-Su	RT	6:00a-12:00a		1.2	30	5	5	5	5	5	5	5	35	
Station Total:					321.3									238	
WICC-AM	M-F	AM	6:00a-10:00a		0.8	30	6	6	6	6	6	6	6	42	
	M-F	MD	10:00a- 3:00p		0.4	30	5	5	5	5	5	5	5	35	
	M-F	PM	3:00p- 7:00p		0.3	30	4	4	4	4	4	4	4	28	
	M-Su	RT	6:00a-12:00a		0.4	30	5	5	5	5	5	5	5	35	
Station Total:					70.0									140	
WKCI-FM	M-F	AM	6:00a-10:00a		2.6	30	5	5	5	5	5	5	5	35	
	M-F	MD	10:00a- 3:00p		1.4	30	3	3	3	3	3	3	3	21	
	M-F	PM	3:00p- 7:00p		1.9	30	10	10	10	10	10	10	10	70	
	M-F	EV	7:00p-10:00p		0.4	30	3	3	3	3	3	3	3	21	
	Sa	WK	10:00a- 3:00p		1.5	30	4	4	4	4	4	4	4	28	
Station Total:					303.8									175	
Spots Per Week								79	79	79	79	79	79	79	553
TRPs Per Week								99.3	99.3	99.3	99.3	99.3	99.3	99.3	695.1

SCHEDULE TOTALS

TOTAL SPOTS: 553
 TOTAL A 25-49 TRPs: 695.1
 TOTAL A 25-49 Reach Pct/Frequency: 42.3%/16.3

Connecticut Association of Realtors - Radio

8/20/2015

Market: Danbury, CT

Flight Date: 8/3/2015-11/8/2015

Station	Day	DP	Time	Program	A 25-49 RTG	Dur	# of SPOTS PER WEEK								Total Spots
							8/17 8/23	8/24 8/30	8/31 9/6	9/14 9/20	9/28 10/4	10/12 10/18	10/26 11/1		
WDAQ-FM	M-F	AM	6:00a-10:00a		2.1	30	5	5	5	5	5	5	5	35	
	M-F	EV	7:00p-10:00p		0.4	30	5	5	5	5	5	5	5	35	
	M-F	MD	10:00a- 3:00p		2.1	30	3	3	3	3	3	3	3	21	
	M-F	PM	3:00p- 7:00p		2.4	30	7	7	7	7	7	7	7	49	
	Su	WK	10:00a- 5:00p		1.5	30	3	3	3	3	3	3	3	21	
	Sa	WK	10:00a- 5:00p		1.3	30	3	3	3	3	3	3	3	21	
Station Total:					308.0									182	
WDBY-FM	M-F	AM	6:00a-10:00a		1.0	30	8	8	8	8	8	8	8	56	
	M-F	EV	7:00p-12:00a		0.1	30	12	12	12	12	12	12	12	84	
	M-F	MD	10:00a- 3:00p		1.1	30	5	5	5	5	5	5	5	35	
	M-F	PM	3:00p- 7:00p		1.1	30	7	7	7	7	7	7	7	49	
	Sa-Su	WK	10:00a- 3:00p		1.1	30	4	4	4	4	4	4	4	28	
Station Total:					187.6									252	
WRKI-FM	M-F	AM	6:00a-10:00a		1.7	30	7	7	7	7	7	7	7	49	
	M-F	EV	7:00p-12:00a		0.3	30	12	12	12	12	12	12	12	84	
	M-F	MD	10:00a- 3:00p		1.4	30	3	3	3	3	3	3	3	21	
	M-F	PM	3:00p- 7:00p		1.3	30	5	5	5	5	5	5	5	35	
	Sa-Su	WK	10:00a- 3:00p		1.0	30	4	4	4	4	4	4	4	28	
Station Total:					211.4									217	
Spots Per Week							93	93	93	93	93	93	93	651	
TRPs Per Week							101.0	101.0	101.0	101.0	101.0	101.0	101.0	707.0	

SCHEDULE TOTALS

TOTAL SPOTS: 651
 TOTAL A 25-49 TRPs: 707.0
 TOTAL A 25-49 Reach Pct/Frequency: 52.6%/13.4

Connecticut Association of Realtors - Radio

8/20/2015

Market: Hartford, CT

Flight Date: 8/3/2015-11/8/2015

Station	Day	DP	Time	Program	A 25-49 RTG	Dur	# of SPOTS PER WEEK								Total Spots
							8/17 8/23	8/24 8/30	8/31 9/6	9/14 9/20	9/28 10/4	10/12 10/18	10/26 11/1		
WHCN-FM	M-F	AM	6:00a-10:00a		1.2	30	10	10	10	10	10	10	10	70	
	M-F	MD	10:00a- 3:00p		1.4	30	10	10	10	10	10	10	10	70	
	M-F	PM	3:00p- 7:00p		1.0	30	10	10	10	10	10	10	10	70	
	M-F	EV	7:00p-10:00p		0.3	30	10	10	10	10	10	10	10	70	
	Sa	WK	10:00a- 3:00p		1.0	30	5	5	5	5	5	5	5	35	
	Su	WK	10:00a- 3:00p		0.7	30	4	4	4	4	4	4	4	28	
Station Total:					327.6									343	
WKSS-FM	M-F	AM	6:00a-10:00a		1.0	30	9	9	9	9	9	9	9	63	
	M-Su	RT	6:00a-12:00a		0.7	30	3	3	3	3	3	3	3	21	
	M-F	PM	3:00p- 7:00p		0.9	30	8	8	8	8	8	8	8	56	
	Sa	WK	10:00a- 5:00p		0.9	30	5	5	5	5	5	5	5	35	
	Su	WK	10:00a- 5:00p		0.9	30	5	5	5	5	5	5	5	35	
Station Total:					191.1									210	
WTIC-FM	M-Su	RT	5:00a-12:00a		0.6	30	3	3	3	3	3	3	3	21	
	M-F	AM	6:00a-10:00a		0.9	30	10	10	10	10	10	10	10	70	
	M-F	MD	10:00a- 3:00p		0.8	30	4	4	4	4	4	4	4	28	
	M-F	PM	3:00p- 7:00p		0.9	30	9	9	9	9	9	9	9	63	
	Sa	WK	10:00a- 5:00p		0.7	30	3	3	3	3	3	3	3	21	
	Su	WK	10:00a- 5:00p		0.6	30	3	3	3	3	3	3	3	21	
Station Total:					182.0									224	
Spots Per Week							111	111	111	111	111	111	111	777	
TRPs Per Week							100.1	100.1	100.1	100.1	100.1	100.1	100.1	700.7	

SCHEDULE TOTALS

TOTAL SPOTS: 777
 TOTAL A 25-49 TRPs: 700.7
 TOTAL A 25-49 Reach Pct/Frequency: 65.6%/10.7

Connecticut Association of Realtors - Radio

8/20/2015

Market: New Haven, CT

Flight Date: 8/3/2015-11/8/2015

Station	Day	DP	Time	Program	A 25-49 RTG	Dur	# of SPOTS PER WEEK								Total Spots
							8/17 8/23	8/24 8/30	8/31 9/6	9/14 9/20	9/28 10/4	10/12 10/18	10/26 11/1		
WPLR-FM	M-F	AM	6:00a-10:00a		2.0	30	7	7	7	7	7	7	7	49	
	M-F	MD	10:00a- 3:00p		1.6	30	3	3	3	3	3	3	3	21	
	M-F	PM	3:00p- 7:00p		1.4	30	3	3	3	3	3	3	3	21	
	M-Su	RT	6:00a-12:00a		1.1	30	5	5	5	5	5	5	5	35	
	Sa	WK	10:00a- 3:00p		1.6	30	4	4	4	4	4	4	4	28	
Station Total:					244.3									154	
WYBC-FM	M-F	AM	6:00a-10:00a		1.5	30	5	5	5	5	5	5	5	35	
	M-F	EV	7:00p-10:00p		0.9	30	6	6	6	6	6	6	6	42	
	M-F	MD	10:00a- 3:00p		1.1	30	3	3	3	3	3	3	3	21	
	M-F	PM	3:00p- 7:00p		1.2	30	4	4	4	4	4	4	4	28	
	M-F	RT	6:00a-12:00a		1.1	30	5	5	5	5	5	5	5	35	
Station Total:					185.5									161	
WZMX-FM	M-F	AM	6:00a-10:00a		1.2	30	5	5	5	5	5	5	5	35	
	M-F	EV	7:00p-10:00p		0.8	30	6	6	6	6	6	6	6	42	
	M-F	MD	10:00a- 3:00p		1.1	30	3	3	3	3	3	3	3	21	
	M-F	PM	3:00p- 7:00p		1.6	30	8	8	8	8	8	8	8	56	
	M-Su	RT	5:00a-12:00a		1.0	30	4	4	4	4	4	4	4	28	
	Sa	WK	10:00a- 3:00p		1.9	30	4	4	4	4	4	4	4	28	
Station Total:					269.5									210	
Spots Per Week							75	75	75	75	75	75	75	525	
TRPs Per Week							99.9	99.9	99.9	99.9	99.9	99.9	99.9	699.3	

SCHEDULE TOTALS

TOTAL SPOTS: 525
 TOTAL A 25-49 TRPs: 699.3
 TOTAL A 25-49 Reach Pct/Frequency: 38.9%/17.8

Connecticut Association of Realtors - Radio

8/20/2015

Market: New London, CT

Flight Date: 8/3/2015-11/8/2015

Station	Day	DP	Time	Program	A 25-49 RTG	Dur	# of SPOTS PER WEEK								Total Spots
							8/17 8/23	8/24 8/30	8/31 9/6	9/14 9/20	9/28 10/4	10/12 10/18	10/26 11/1		
WBMW-FM	M-F	AM	6:00a-10:00a		2.1	30	8	8	8	8	8	8	8	56	
	M-F	MD	10:00a- 3:00p		2.6	30	5	5	5	5	5	5	5	35	
	M-F	PM	3:00p- 7:00p		1.9	30	5	5	5	5	5	5	5	35	
	M-F	EV	7:00p-12:00a		0.5	30	6	6	6	6	6	6	6	42	
	Sa	WK	10:00a- 3:00p		2.6	30	4	4	4	4	4	4	4	28	
Station Total:					368.9									196	
WQGN-FM	M-F	AM	6:00a-10:00a		1.4	30	10	10	10	10	10	10	10	70	
	M-F	MD	10:00a- 3:00p		1.3	30	10	10	10	10	10	10	10	70	
	M-F	PM	3:00p- 7:00p		1.1	30	5	5	5	5	5	5	5	35	
	M-F	EV	7:00p-10:00p		0.5	30	3	3	3	3	3	3	3	21	
	Sa-Su	WK	9:00a- 5:00p		0.9	30	7	7	7	7	7	7	7	49	
	M-Su	RT	6:00a-12:00a		0.9	30	7	7	7	7	7	7	7	49	
Station Total:					326.2									294	
Spots Per Week							70	70	70	70	70	70	70	490	
TRPs Per Week							99.3	99.3	99.3	99.3	99.3	99.3	99.3	695.1	
SCHEDULE TOTALS															
TOTAL SPOTS:					490										
TOTAL A 25-49 TRPs:					695.1										
TOTAL A 25-49 Reach Pct/Frequency:					43.2%/16.0										

Connecticut Association of Realtors - Radio

8/20/2015

Market: Stamford-Norwalk

Flight Date: 8/3/2015-11/8/2015

Station	Day	DP	Time	Program	A 25-49 RTG	Dur	# of SPOTS PER WEEK								Total Spots
							8/17 8/23	8/24 8/30	8/31 9/6	9/14 9/20	9/28 10/4	10/12 10/18	10/26 11/1		
WEZN-FM	M-F	AM	6:00a-10:00a		0.6	30	15	15	15	15	15	15	15	105	
	M-F	MD	10:00a- 3:00p		0.6	30	16	16	16	16	16	16	16	112	
	M-F	PM	3:00p- 7:00p		0.3	30	14	14	14	14	14	14	14	98	
	M-F	EV	7:00p-12:00a		0.2	30	16	16	16	16	16	16	16	112	
	Sa	WK	6:00a- 6:00p		0.3	30	8	8	8	8	8	8	8	56	
	Su	WK	6:00a- 9:00p		0.3	30	7	7	7	7	7	7	7	49	
	M-Su	RT	6:00a-12:00a		0.3	30	6	6	6	6	6	6	6	42	
Station Total:					226.1									574	
WFOX-FM	M-F	AM	6:00a-10:00a		0.8	30	15	15	15	15	15	15	15	105	
	M-F	MD	10:00a- 3:00p		0.8	30	16	16	16	16	16	16	16	112	
	M-F	PM	3:00p- 7:00p		0.6	30	16	16	16	16	16	16	16	112	
	M-F	EV	7:00p-12:00a		0.1	30	15	15	15	15	15	15	15	105	
	Sa	WK	6:00a- 6:00p		0.7	30	10	10	10	10	10	10	10	70	
	Su	WK	6:00a- 6:00p		0.3	30	6	6	6	6	6	6	6	42	
	M-Su	RT	5:00a-12:00a		0.5	30	5	5	5	5	5	5	5	35	
Station Total:					330.4									581	
Spots Per Week							165	165	165	165	165	165	165	1155	
TRPs Per Week							79.5	79.5	79.5	79.5	79.5	79.5	79.5	556.5	

SCHEDULE TOTALS

TOTAL SPOTS: 1155
 TOTAL A 25-49 TRPs: 556.5
 TOTAL A 25-49 Reach Pct/Frequency: 24.9%/21.4