

PO

Visit Gainesville, Individual Dayparts

From: Patrick Flood
Phone: (305) 668-7218
Email: pflood@floridapublicmedia.org
10/16/2019 4:50 PM



Schedule Grand Totals: 34 Weeks

Stations	Spots	Unit Rate	Total Cost	Average Persons	Net Reach	Frequency	GIs
Radio Total	1,088	\$70.88	\$77,112.00	8,700	837,000	8.7	7,299,800
WJCT-FM	272	\$50.00	\$13,800.00	4,200	148,700	7.7	1,132,200
WMFE-FM	272	\$82.25	\$22,372.00	10,800	221,700	12.9	2,888,800
WFSU-FM	272	\$42.50	\$11,580.00	3,400	76,400	12.1	928,200
WUSF-FM	272	\$108.75	\$29,680.00	8,700	283,700	8.1	2,368,800

Accepted by Station

Date

P.O. to Follow

10/18/2019

Accepted by Client

Date

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio Information: NATIONAL REGIONAL DATABASE; SP19; DMA-based Custom Geo Used = Jacksonville; Orlando-Daytona Bch-Melbrn; Tallahassee-Thomasville; Tampa-St Pete (Sarasota); Multiple Dayparts Used; P 12+; See Detailed Sourcing Page for Complete Details.

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Detailed Sourcing Summary

Radio Market: NATIONAL REGIONAL DATABASE

Survey: Nielsen Radio Spring 2019

Geography: DMA-based Custom Geo Used = Jacksonville; Orlando-Daytona Bch-Melbrn; Tallahassee-Thomasville; Tampa-St. Pete (Sarasota)

Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population		Intab	
	Avg Daily	Avg Weekly	Avg Daily	Avg Weekly
Persons 12+ (Primary)	10,456,000	10,456,000	12,201	11,792

Stations: User Selected
Additional
Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Stations qualify to be reported if they have received five or more minutes of listening in a single quarter-hour in at least 1 in-tab diary in the market, Monday-Sunday Midnight-Midnight (total week), during the survey period. Encoded stations qualify to be reported if they have received credit for five or more minutes of listening within a quarter hour from at least one PPM Panelist during the Monday - Friday 6am - Midnight daypart for the survey period.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. PPM estimates are derived from the PPM technology and methodology and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model. Audience estimates for digital audio reflect listening in PPM-measured areas only.

PPM ratings are based on audience estimates and are the opinion of Nielsen and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

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Flight Dates: 11/18/2019 - 09/27/2020
 Demo: P 12+

Radio Market: NATIONAL REGIONAL DATABASE
 Survey: SP19
 Geography: DMA-based Custom Geo Used = Jacksonville; Ori ...

ScheduleDescription:
 February 2019

	Daypart	Spots	Length	Unit Rate	Total Cost	Average Persons	Net Reach	Frequency	GIs
Radio Total		1,088		\$70.88	\$77,112.00	8,700	837,000	8.7	7,289,800
WJCT-FM		272		\$50.00	\$13,600.00	4,200	146,700	7.7	1,132,200
Nov 19-Sep 20 - 34 wks (11/18, 11/25, 12/02, 12/16, 12/23, 12/30, 01/13, 01/20, 01/27, 02/10, 02/17, 02/24, 03/09, 03/16, 03/23, 04/06, 04/13, 04/20, 05/04, 05/11, 05/18, 06/01, 06/08, 06/15, 06/29, 07/06, 07/13, 07/27, 08/03, 08/10, 08/24, 08/31, 09/07, 09/21)									
		272		\$50.00	\$13,600.00	4,200	146,700	7.7	1,132,200
One Week Total		8		\$50.00	\$400.00	4,200	25,400	1.3	33,300
	Th 6A-10A	1	15	\$70.00	\$70.00	4,400	4,400	1.0	4,400
	F 6A-10A	1	15	\$70.00	\$70.00	3,800	3,800	1.0	3,800
	Th 4P-7P	1	15	\$70.00	\$70.00	5,800	5,800	1.0	5,800
	F 4P-7P	1	15	\$70.00	\$70.00	5,400	5,400	1.0	5,400
	Sa 8A-12N	1	15	\$60.00	\$60.00	4,600	4,600	1.0	4,600
	Su 8A-12N	1	15	\$60.00	\$60.00	2,700	2,700	1.0	2,700
	Th-Su 5A-9P	2	15	\$0.00	\$0.00	3,300	6,400	1.0	6,600
WMFE-FM		272		\$82.25	\$22,372.00	10,600	221,700	12.9	2,869,600
Nov 19-Sep 20 - 34 wks (11/18, 11/25, 12/02, 12/16, 12/23, 12/30, 01/13, 01/20, 01/27, 02/10, 02/17, 02/24, 03/09, 03/16, 03/23, 04/06, 04/13, 04/20, 05/04, 05/11, 05/18, 06/01, 06/08, 06/15, 06/29, 07/06, 07/13, 07/27, 08/03, 08/10, 08/24, 08/31, 09/07, 09/21)									
		272		\$82.25	\$22,372.00	10,600	221,700	12.9	2,869,600
One Week Total		8		\$82.25	\$658.00	10,600	53,400	1.6	84,400
	Th 6A-10A	1	20	\$122.00	\$122.00	13,900	13,900	1.0	13,900
	F 6A-10A	1	20	\$122.00	\$122.00	12,300	12,300	1.0	12,300
	Th 4P-7P	1	20	\$122.00	\$122.00	13,700	13,700	1.0	13,700
	F 4P-7P	1	20	\$122.00	\$122.00	12,600	12,600	1.0	12,600
	Sa 8A-12N	1	20	\$85.00	\$85.00	11,600	11,600	1.0	11,600
	Su 8A-12N	1	20	\$85.00	\$85.00	5,900	5,900	1.0	5,900

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	Daypart	Spots	Length	Unit Rate	Total Cost	Average Persons	Net Reach	Frequency	Gls
WMFE-FM (continued)									
	Th-Su 5A-9A	2	20	\$0.00	\$0.00	7,200	13,300	1.1	14,400
3	WFSU-FM	272		\$42.50	\$11,560.00	3,400	76,400	12.1	928,200
Nov 19-Sep 20 - 34 wks (11/18, 11/25, 12/02, 12/16, 12/23, 12/30, 01/13, 01/20, 01/27, 02/10, 02/17, 02/24, 03/09, 03/16, 03/23, 04/06, 04/13, 04/20, 05/04, 05/11, 05/18, 06/01, 06/08, 06/15, 06/29, 07/06, 07/13, 07/27, 08/03, 08/10, 08/24, 08/31, 09/07, 09/21)									
		272		\$42.50	\$11,560.00	3,400	76,400	12.1	928,200
One Week Total		8		\$42.50	\$340.00	3,400	18,400	1.5	27,300
	Th 6A-10A	1	15	\$60.00	\$60.00	4,200	4,200	1.0	4,200
	F 6A-10A	1	15	\$60.00	\$60.00	3,700	3,700	1.0	3,700
	Th 4P-7P	1	15	\$60.00	\$60.00	4,200	4,200	1.0	4,200
	F 4P-7P	1	15	\$60.00	\$60.00	3,900	3,900	1.0	3,900
	Sa 8A-12N	1	15	\$50.00	\$50.00	3,100	3,100	1.0	3,100
	Su 8A-12N	1	15	\$50.00	\$50.00	2,400	2,400	1.0	2,400
	Th-Su 5A-9P	2	15	\$0.00	\$0.00	2,900	5,500	1.1	5,800
4	WUSF-FM	272		\$108.75	\$29,580.00	8,700	293,700	8.1	2,369,800
Nov 19-Sep 20 - 34 wks (11/18, 11/25, 12/02, 12/16, 12/23, 12/30, 01/13, 01/20, 01/27, 02/10, 02/17, 02/24, 03/09, 03/16, 03/23, 04/06, 04/13, 04/20, 05/04, 05/11, 05/18, 06/01, 06/08, 06/15, 06/29, 07/06, 07/13, 07/27, 08/03, 08/10, 08/24, 08/31, 09/07, 09/21)									
		272		\$108.75	\$29,580.00	8,700	293,700	8.1	2,369,800
One Week Total		8		\$108.75	\$870.00	8,700	52,400	1.3	69,700
	Th 6A-10A	1	15	\$155.00	\$155.00	10,800	10,800	1.0	10,800
	F 6A-10A	1	15	\$155.00	\$155.00	9,700	9,700	1.0	9,700
	Sa 8A-12N	1	15	\$125.00	\$125.00	10,900	10,900	1.0	10,900
	Th 4P-7P	1	15	\$155.00	\$155.00	11,700	11,700	1.0	11,700
	F 4P-7P	1	15	\$155.00	\$155.00	8,500	8,500	1.0	8,500
	Su 8A-12N	1	15	\$125.00	\$125.00	5,300	5,300	1.0	5,300
	Th-Su 5A-9P	2	15	\$0.00	\$0.00	6,500	12,600	1.0	13,000

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Elizabeth Reyes

From: Patrick Flood <pflood@floridapublicmedia.org>
Sent: Wednesday, October 16, 2019 5:03 PM
To: Elizabeth Reyes
Cc: Jessica Hurov
Subject: RE: Revised NPR Annual Branding Campaign, Tampa-Orlando
Attachments: Visit Gainesville, Individual Dayparts, Updated 10 16 19.pdf; Visit Gainesville, 4 Market FLA NPR Campaign - Jacksonville, Orlando, Tallahassee, Tampa - Weekend Daypart Corrected, 10 16 19.pdf

Hi Liz and Jessica,

Good call to segment the days, and to widen the schedule slightly. We increase the reach and frequency according to the Nielsen Metrics!

Sending along both proposals for you to compare.

One important note: the schedule I sent yesterday for the weekend daypart, Saturday 8a-12n (noon), had a typo. It was listed Saturday 8a-12m (midnight) for all the markets. You'll get a bigger audience in the focused entertainment daypart running 8a-12n. I have corrected this campaign and my resending, so all information is the same.

Here is the final analysis:

- New Schedule, with spots Itemized by Dayparts, Thursday - Sunday ("Visit Gainesville, Individual Dayparts"
 - **Total Reach: 837,000; Total Impressions: 7,299,800**
 - Total spots, 1088; Investment: \$77,112
- Corrected Schedule, Running 4 Markets, Frida-Sunday ("Visit Gainesville, 4 Market FLA Campaign, Weekend Daypart Corrected"
 - **Total Reach: 774,000; Total Impressions: 6,942,800**
 - Total spots, 1088; Investment: \$77,112

going with this plan.

Please let me know if you have any questions! Thanks

Patrick Flood

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From: Elizabeth Reyes <ereyes@alachuacounty.us>
Sent: Wednesday, October 16, 2019 3:42 PM
To: Patrick Flood <pflood@floridapublicmedia.org>
<jhurov@alachuacounty.us>
Campaign, Tampa-Orlando

Cc: Jessica Hurov
Subject: RE: Revised NPR Annual Branding

Hi Pat,

It was great speaking with you earlier.

Per our conversation, we'd like to see just one last iteration of the proposed schedule to see if it makes a difference in terms of reach whether we run the schedule ...

1 spot in the am drive on Thu

1 spot in the pm drive on Thu

1 spot in the am drive on Fri

1 spot in the pm drive on Fri

then

1 spot Saturday

1 Spot Sunday

and

2 bonus spots

-versus-

2 spots in the am drive on Fri

2 spots in the pm drive on Fri

then

1 spot Saturday

1 Spot Sunday

and

2 bonus spots

Thank you for helping us get this just right, Pat.

Liz



Elizabeth Reyes, APR, CPRC

Sales and Marketing Coordinator

33 North Main Street, Gainesville, FL 32601

352.260.5786 (talk/text)



From: Patrick Flood <pflood@floridapublicmedia.org>

Sent: Tuesday, October 15, 2019 1:50 PM