

Spot Calendar By Station

ALPENA Radio

Client: MICHIGAN CREDIT UNION LEAGUE
 Brand/Product: IMAGE RADIO / IMAGE
 Campaign: ALPENA RADIO
 Flight: 04/07/2008 - 04/20/2008
 Sweeps: Manual Ratings
 Station: WHSB-FM

BERLINE
 70 East Long Lake
 Bloomfield Hills, MI 48304

Buyer: Pat Germain
 Rate: Client Discount
 Estimate: MCUL/RD/27

Weekly Distribution

STN	DAYS	TIME	LEN	FORMAT	P 25-54				
					Apr 07	Apr 14	SPOTS	MSA (R) GRP's	RTG
WHSB-FM	DA	MTWTFS- NEWS/WEATHER	06:00 am - 07:00 pm	10	5	5	10	0.0	0.0
	DA	MTWTF-- SPONS APPROX/WEEK.	06:00 am - 07:00 pm	60	18	17	35	56.0	1.6
WHSB-FM Weekly Dollars					459.00	433.50			
WHSB-FM Weekly GRP's					28.8	27.2			
WHSB-FM Spot Totals					23	22	45	56	

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STN	DAYS	TIME	LEN	FORMAT	Apr	Apr	P 25-54	RTG
					07	14	MSA (R) SPOTS GRP's	
Weekly Schedule					23	22	45	56
Spot Length Breakout								
# Spots								
10					5	5	10	0
60					18	17	35	56

Campaign Comments: ALPENA IS A NONRATED MARKET.