

# Spot Calendar By Station

CASS-BERRIEN Radio

Client: MICHIGAN CREDIT UNION LEAGUE  
 Brand/Product: IMAGE RADIO / IMAGE  
 Campaign: CASS BERRIEN (SOUTHWEST)  
 Flight: 04/07/2008 - 05/25/2008  
 Sweeps: Manual Ratings  
 Station: WSJM-FM, WIRX-FM, WYTZ-FM, WCXT-FM

BERLINE  
 70 East Long Lake  
 Bloomfield Hills, MI 48304  
  
 Buyer: Tammy Kappel  
 Rate: Client Discount  
 Estimate: MCUL/RD/29

### Weekly Distribution

STN	DAYS	TIME	LEN	FORMAT	Apr	Apr	Apr	Apr	May	May	May	SPOTS	P 25-54	
					07	14	21	28	05	12	19		MSA (R)	RTG
WSJM-FM														
AM	MTWTF--	06:00 am - 10:00 am	60		8	8	8	8	8	8	8	56	0.0	0.0
		SIMULCAST - AM 1400/FM 94.9 (NEWS/TALK)												
PM	MTWTF--	03:00 pm - 07:00 pm	60		8	7	7	7	7	7	7	50	0.0	0.0
		SIMULCAST - AM 1400/FM 94.9												
WK	----S-	10:00 am - 03:00 pm	60		4	3	3	3	3	3	3	22	0.0	0.0
		SIMULCAST - AM 1400/FM 94.9												
WSJM-FM Spot Totals					20	18	18	18	18	18	18	128	0	0

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					07	14	21	28	05	12	19		GRP's	RTG
WIRX-FM														
AM	MTWTF--	06:00 am - 10:00 am	60	Rock	8	8	8	8	8	8	8	56	0.0	0.0
	107.1 - PROGRESSIVE ROCK													
PM	MTWTF--	03:00 pm - 07:00 pm	60	Rock	8	7	7	7	7	7	7	50	0.0	0.0
	PROGRESSIVE ROCK													
WK	----S-	10:00 am - 03:00 pm	60	Rock	4	3	3	3	3	3	3	22	0.0	0.0
	PROGRESSIVE ROCK													
WIRX-FM Spot Totals					20	18	18	18	18	18	18	128	0	0

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					07	14	21	28	05	12	19		GRP's	RTG
WYZ-FM														
AM	MTWTF--	06:00 am - 10:00 am	60	Hot AC	8	8	8	8	8	8	8	56	0.0	0.0
		97.5 - HOT COUNTRY												
PM	MTWTF--	03:00 pm - 07:00 pm	60	Hot AC	8	7	7	7	7	7	7	50	0.0	0.0
		97.5 - HOT COUNTRY												
WK	----S-	10:00 am - 03:00 pm	60	Hot AC	3	3	3	3	3	3	3	21	0.0	0.0
		97.5 - HOT COUNTRY												
WYZ-FM Spot Totals					19	18	18	18	18	18	18	127	0	0

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					07	14	21	28	05	12	19		GRP's	RTG
WCXT-FM														
AM	MTWTF-- (WAS WCNF) 98.3	06:00 am - 10:00 am	60	Hot AC	8	8	8	8	8	8	8	56	0.0	0.0
PM	MTWTF-- 98.3 - HOT A/C	06:00 am - 10:00 am	60	Hot AC	8	7	7	7	7	7	7	50	0.0	0.0
WK	----S- 98.3 - HOT A/C	06:00 am - 10:00 am	60	Hot AC	3	3	3	3	3	3	3	21	0.0	0.0
WCXT-FM Spot Totals					19	18	18	18	18	18	18	127	0	0

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					07	14	21	28	05	12	19		MSA (R)	RTG
Weekly Schedule					78	72	72	72	72	72	72	510	0	
Spot Length Breakout														
# Spots														
60					78	72	72	72	72	72	72	510	0	

Campaign Comments: