

Spot Calendar By Station

GOGEBIC COUNTY Radio

Client: MICHIGAN CREDIT UNION LEAGUE
 Brand/Product: IMAGE RADIO / IMAGE
 Campaign: GOGEBIC COUNTY RADIO
 Flight: 04/07/2008 - 04/27/2008
 Sweeps: Manual Ratings
 Station: WUPM-FM, WJMS-AM

BERLINE
 70 East Long Lake
 Bloomfield Hills, MI 48304

 Buyer: Pat Germain
 Rate: Client Discount
 Estimate: MCUL/RD/26

Weekly Distribution

STN	DAYS	TIME	LEN	FORMAT	Apr			SPOTS	P 25-54	
					07	14	21		MSA (R)	
								GRP's	RTG	
WUPM-FM										
DA	MTWTF--	06:00 am - 07:00 pm	60		17	16	16	49	122.5	2.5
WE	----SS	06:00 am - 09:00 pm	60		3	3	3	9	22.5	2.5
	20% BONUS									
BN	MTWTFSS	06:00 am - 07:00 pm	10		3	3	3	9	0.0	0.0
	NEWS/WEATHER SPONSOR									
WUPM-FM Spot Totals					23	22	22	67	145	

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					07	14	21		GRP's	RTG	
WJMS-AM											
DA	MTWTF--	06:00 am - 07:00 pm	60		17	16	16	49	132.3	2.7	
WE	----SS	06:00 am - 09:00 pm	60		3	3	3	9	24.3	2.7	
	20% BONUS										
BN	MTWTFSS	06:00 am - 07:00 pm	10		3	3	3	9	0.0	0.0	
	NEWS/WEATHER										
WJMS-AM Spot Totals					23	22	22	67	156.6		

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Weekly Distribution

STN	DAYS	TIME	LEN	FORMAT	Apr 07	Apr 14	Apr 21	SPOTS	MSA (R) P 25-54 GRP's	RTG
Weekly Schedule					46	44	44	134	301.6	
Spot Length Breakout										
# Spots										
10					6	6	6	18	0	
60					40	38	38	116	301.6	

Campaign Comments: