Adelphia Cable	SOVA																	
Campaign	Basic																	
Radio Buy Outline																		
Date	october																	
BUDGET	$58,895.00																	
AVG # spots/ week																		
Total No. of Spots																		
Total No. of Grips																		
GRPS PER WEEK																		
COST PER WEEK																		
Average Cost/Spot																		
AVG Spread																		
Creative																		
								GRPS PER WEEK/COST										
								Week 1		Week 2		Week 3		Week 4		Total	GRP	
	No.of spots			Previous	K&C			2-Oct		9-Oct		16-Oct		23-Oct		#	Grand	
Stations	per Week	Format	Demo	Rate	Rate	Spread	Rating	GRP	Cost	GRP	Cost	GRP	Cost	GRP	Cost	Spots	Total	Costs
Roanoke/Lynchburg																		
WSLQ #3 in book (	35	AC	18-49	$185.00	$112.00	21%	3.5	0	$3,920.00	35	$3,920.0	0	$3,920.00	35	$3,920.00	140	70	$15,680.00
WSLC # in book (S	35	Country	25-54	$185.00	$102.00	30%	3.2	112	$3,570.00		$3,675.00		$3,675.0	24	$3,675.0	140		$14,595.00
WXLK/WVBE #4 (I	35	Top 40	25-54	$150.00	$70.00	12%	3.6		$2,450.00	36	$2,450.0		2,450.00	36	$2,450.00	140	72	$9,800.00
WROV #2	35	Cl. Rock	25-54	$150.00	$80.00	0%	2.8	98	$2,800.00	28	$2,800.0		2,800.00	36	$2,800.00	140	56	$11,200.00
Blacksburg, Va																		
WSLQ #1 in book	35	AC	18-49				6.3	0	$0.0	0		0		0				
WSLC #2 in book	35	AC	18-49				3.8	0	$0.0	0		0		0				
WXLK/WVBE	35	Top 40	18-34				2	0	$0.0	0		0		0				
WROV #3 in book	35	Cl.Rock	25-54				2	0	$0.0	0		0		0				
Bluefield/Tazwell																		
WRIC	35	Hot AC	25-49 F	$10.00	$6.50	13%			$227.50		$227.5		$227.50		$227.50	140		$910.00
Tri-cities, TN																		
WMEV	35	Country	25-54	21.00	$35.00				735.00		735.00		735.00		735.00	140		$2,940.00
Elizabeth City, NC																0		
WCXL	25																	
Greensboro																		
WBRF	35	Country	25-54	$28.00	42.35		2	0	$980.0	40	$980.0		$980.0	40	980.0	140	80	$3,920.00
WPAQ									$0.0							0		

WNVA (spots on tr	150	Country/AC	25-54	$0.00												600		
								310		157		17.5		188.5		0	278	$58,895.00
					Spread													