


WXYZ SUMMARY (1999-2000)

Summary WXYZ										
10/1/1999 through 7/31/2000										
										
Radio Point of Purchase is a service of Broadcast Marketing Group 3100 Broadway, Suite 318, Kansas City, MO 64111 Ph: 816.753.3277 Fax: 816.561.0800 E-mail: focus@bmg-media.com										
Flt #923										
		Campaign Mos.:		8		101		Units		
		Diary Reach		27.6%		\$354,596.00		Cost		
		Avg Diary Freq		1.70		950.4		D.E.C.		
		Avg GRP's		17.6		\$10.48		GRP's		
		Avg GDP's		26.1		\$7.08		GDP's		
		CPM/CPDI:		\$1.55		\$138.95		GDI		
STATION	VENDOR	LOCATION	FACE	PANEL	SIZE	DEC	SCORE	ADJ DEC	DIARIES	RATE
WXYZ	Eller	Dan Ryan Expy 0.4 mi S/O Roosevelt ES, FN	FN	E2009	20x60	124.7	7.0	87.3	9	\$3,100
WXYZ	Eller	I294 Tlwy 53 ft S/O Bryn MaWR WS (N), FN	FN	E2005	20x60	74.4	7.5	55.8	55	\$3,100
		ROTATE TO:								
WXYZ	Eller	I294 Tlwy 0.4 mi N/O Lawrence WS (N), FN	FN	E2125	20x60	91.4	8.0	73.1	49	\$3,100
WXYZ	Eller	Archer Ave 12 ft E/O Kenneth NS, FE	FE	E1168	14x48	15.7	8.0	12.6	56	\$2,000
WXYZ	Eller	I294 Tlwy 0.7 mi S/O Grand ES (N), FS	FS	E1257	14x48	77.8	7.5	58.4	38	\$3,100
WXYZ	Eller	I394 Expy 1 mi N/O Lincoln Hwy (Rt. 30) WS, FS	FS	E1456	14x48	35.7	7.0	25.0	28	\$2,000
WXYZ	Eller	I-80 Expy 0.2 mi W/O Halsted SS, FE	FE	E1249	14x48	63.2	7.5	47.4	36	\$3,100
WXYZ	Outdoor Systems	Harlem Ave N/O 71st St WL, FN	FN	S08084A	14x48	41.9	7.5	31.4	46	\$2,000
WXYZ	Outdoor Systems	NW Twy (I-90) @ Elmhurst Rd, FW	FW	S08597C	14x48	83.5	7.5	62.6	50	\$4,100
		ROTATE TO:								
WXYZ	Outdoor Systems	NW Twy (I-90) W/O Oakton, FW	FW	S08398L	14x48	108.8	7.0	76.2	23	\$4,100
WXYZ	Outdoor Systems	Stevenson (I-55) @ Laramie, FW	FW	S1192	14x48	67.2	7.5	50.4	83	\$4,100
		ROTATE TO:								
WXYZ	Outdoor Systems	Eisenhower (I-290) @ Mannheim Rd, FW	FW	S08371L	14x48	115.1	6.5	74.8	10	\$4,100
		ROTATE TO:								
WXYZ	Outdoor Systems	Eisenhower W/O Mannheim, FW	FW	S08392L	14x48	115.1	7.5	86.3	19	\$4,100
WXYZ	Whiteco	Kennedy S/S @ Kedzie, FE	FE	IL1030-1	20x60	161.0	7.0	112.7	103	\$4,104
WXYZ	Whiteco	I-57 W/S @ 121st, FN	FN	IL903-2	20x60	72.0	7.0	50.4	45	\$4,104
WXYZ	Whiteco	I294 E/S @ Harlem (S), FS	FS	IL918-2	20x60	67.2	8.5	57.1	84	\$4,104
		ROTATE TO:								
WXYZ	Whiteco	I294 W/S @ Harlem (S), FS	FS	IL793-1	20x60	67.2	8.0	53.8	77	\$4,104
WXYZ	Whiteco	Bishop Ford W/S N/O 113th, FS	FS	IL848-1	20x60	65.8	7.0	46.1	44	\$4,104
WXYZ	Whiteco	I80/94 S/S 2150' W/O Kennedy, FE	FE	IN2473-1	14x48	89.1	7.0	62.4	34	\$4,104
WXYZ	Whiteco	Stevenson N/S 1300' E/O Central, FE	FE	IL1149-2	14x48	88.4	7.5	66.3	55	\$4,104
WXYZ	Whiteco	I294 E/S S/O Santa Fe (S) ***, FN	FN	IL1115-1	14x48	80.6	8.0	64.5	50	\$4,104
WXYZ	Whiteco	I90 N/S .4 mi W/O Calumet, FE	FE	IN2796-2	14x48	22.1	7.5	16.6	47	\$4,104
WXYZ	Whiteco	I294 E/S .25 mi N/O Wolf (N), FN	FN	IL828-1	14x48	87.7	7.0	61.4	0	\$4,104

