



Buy Detail Report

4/26/2021

Client: Fidelity Bank
Media: Radio
Product: N/A
Flight Date: 04/26/2021 - 05/09/2021
Market/System: Raleigh-Durham

Estimate: 1
Survey: 2BK Apr20+Feb21 MSA CustRadio

of SPOTS PER WEEK

Station	Format	Day	Time	Program	4/26 5/2	5/3 5/9	Total Spots
WTKK-FM	Talk/PersM-F onality		5:00a- 6:00a		3	3	6
	Talk/PersM-F onality		6:00a- 9:00a		2	2	4
	Talk/PersM-F onality		3:00p- 6:00p		3	3	6
	Talk/PersM-F onality		12:00p- 1:00p		5	5	10
	Talk/PersM-F onality		5:00p- 6:00p		5	5	10
Station Total:							36
WCMC-FM	All Sports	M-F	3:00p- 6:30p	M-F 3P-6:30P	4	3	7
	All Sports	M-F	7:00p-11:00p	M-F 7P-11P	2	0	2
	All Sports	Sa-Su	10:00a- 7:00p	Sa-Su 10A-7P	5	5	10
	All Sports	M-F	6:00a-10:00a	Morning Drive	3	4	7
	All Sports	M-Su	5:00a-12:00a	M-Su 5A-12M	6	6	12
Station Total:							38
Spots Per Week					38	36	74

SCHEDULE TOTALS

TOTAL SPOTS: 74

Disclaimer:

Agreed to and Accepted by: _____