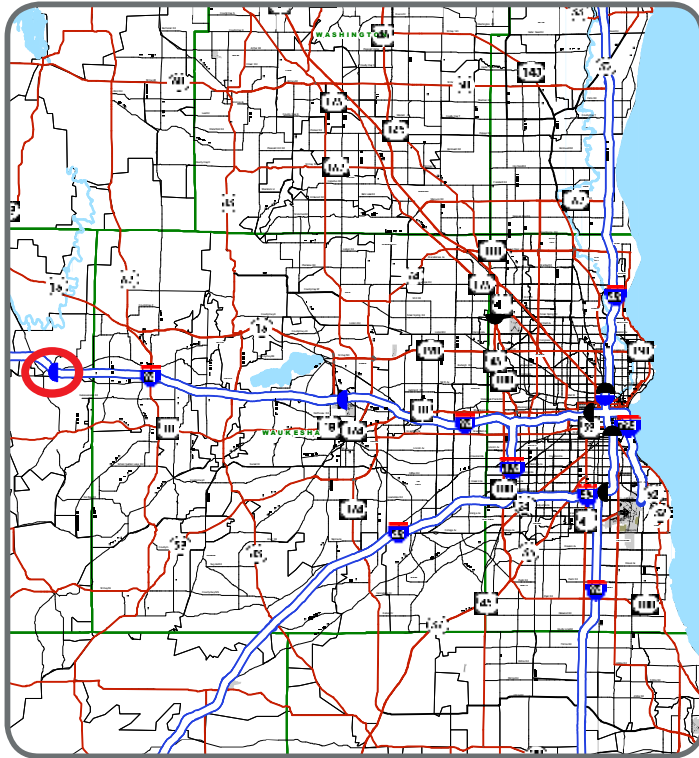




JEFFERSON DIGITAL SPOT COVERAGE



LOCATION NUMBER

9842

**I-94 0.5 MI E/O HWY F SS
EAST FACING • DEC 27.40**

This display is located in Jefferson County, targeting tourists, students, legislators, commuters and shoppers going between Milwaukee and Madison.



4-WEEK NET RATES

JEFFERSON/WAUKESHA 18+ POPULATION: 342,387

All rates presented are NET. Space subject to availability. Categorical exclusive programs are not available when time is purchased in weekly increments.

Weeks	Bulletins	GRP Showing	DEC	Program Circ.	Total Spots	Program Display					
						Reach %	Freq. X	Program GRPs	4-Week Cost	Program Cost	Cost/Spot
4	1	18	27,400	767,200	35,000	45.7	11.0	504	\$3,800	\$3,800	\$0.11
12	1	18	27,400	2,301,600	105,000	71.6	21.1	1,511	\$3,600	\$10,800	\$0.10
24	1	18	27,400	4,603,200	210,000	83.4	36.2	3,019	\$3,500	\$21,000	\$0.10
52	1	18	27,400	9,973,600	455,000	91.2	68.3	6,229	\$3,000	\$39,000	\$0.09

