

Exported repr Christian Civic League FMA Radio buy

Market: NATIONAL REGIONAL DATABASE

Survey: Fall 2005, Spring 2005, Fall 2004

Demo: P 18+

Geo Area: ME COUNTIES - Cnty Grp

Population: 1,041,900

Intab: 9,420

Qualitative: none

Station	Format	Market	Daypart	Rate	Spots	Total \$	Potential	Reach(00)	CPM
WGAN-AM	News/Talk	Portland & Lewiston	M-F 9:00AM - 12:00N	75	0	0	0	0	18.75
WGAN-AM			M-F 12:00N - 3:00PM	70	3	210	51.8	146	8.14
WGAN-AM			M-F 3:00PM - 6:00PM	75	2	150	31.5	88	13.89
WGAN-AM			M-F 6:00PM - 8:00PM	10	2	20	27.1	32	5
WGAN-AM			M-F 10:00AM - 12:00N	60	2	120	36.8	60	14.63
WGAN-AM			M-F 3:00PM - 5:00PM	60	2	120	39.7	94	10
WGAN-AM			Subtotal:		11	620	58.5	245	10.2
WVOM-FM	News/Talk	Bangor	M-F 9:00AM - 12:00N	44	1	44	16.4	27	16.3
WVOM-FM			M-F 12:00N - 3:00PM	44	3	132	52.4	129	5.87
WVOM-FM			M-F 3:00PM - 7:00PM	44	3	132	40.7	116	8.15
WVOM-FM			M-F 7:00PM - 10:00PM	44	0	0	0	0	88
WVOM-FM			Subtotal:		7	308	51.3	208	7.44
WLOB-FM	News/Talk	Lewiston & Augusta	M-F 9:00AM - 6:00PM	35	2	70	23.4	56	10.29
WLOB-FM			Subtotal:		2	70	23.4	56	10.29
WLOB-AM	News/Talk	Portland & Lewiston	M-F 9:00AM - 6:00PM	0	2	0	23.7	9	0
WLOB-AM			Subtotal:		2	0	23.7	9	0
Station Subtotals:									
WGAN-AM					11	620	58.5	245	10.2
WVOM-FM					7	308	51.3	208	7.44
WLOB-FM					2	70	23.4	56	10.29
WLOB-AM					2	0	23.7	9	0
Schedule Summary:					22	998	49.5	503	9.06

ME COUNTIES - Cnty Grp: ANDROSCOGGIN, ME; AROOSTOOK, ME; CUMBERLAND, ME; FRANKLIN, ME; HANCOCK, ME; KENNEBEC, ME; KNOX, ME; LINCOLN, ME; OXFORD, ME; PENOBSCOT (B SPLIT), ME; PENOBSCOT (REM), ME; PISCATAQUIS, ME; SAGADAHOC, ME; SOMERSET, ME; WALDO, ME; WASHINGTON, ME; YORK (PDR SPLIT), ME; YORK (REM), ME

Stations qualify to be reported if they have received five or more minutes of listening in a single quarter-hour in at least 1 in-tab diary in the market, Monday-Sunday Midnight-Midnight (total week), during the survey period.

Estimates are derived from the diaries that provided the audience data for the Market Report and are subject to the limitations stated in that Report. Due to these limitations, inherent in Arbitron's methodology, the accuracy of Arbitron audience estimates cannot be determined to any precise mathematical value or definition.

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