



# Per Inquiry Radio Testing Network #1 – CITY SYSTEMS

MEDIA WEEK 12-14 COST : **\$3,400** (pre-paid)

**OVERVIEW:**

We'll run 13,000 spots over a two week period. Based on the results of the media test, we will then offer a performance-based pricing (Per Inquiry/CPL) for roll out on up to 1,000 additional radio broadcast venues. You'll pay nothing for broadcast after the test, just for each valid lead.

DETAILS: Up to 58 Markets 13,000 Spots :60 Length  
 Cost Per Spot: \$.26 (twenty-six cents)  
 Effective Reach: 8,500,000  
 Estimated Audience: 6,250,000  
 Average CPM: **\$.54 CPM** (It costs a little over fifty cents to reach 1,000 listeners)  
 Formats: News-talk outlets, some Country Rock, Easy Listening & Gospel.



Market Coverage Estimated (Up to 58 DMAs):

- Albuquerque
- Allentown
- Atlanta
- Augusta
- Baton Rouge
- Binghamton
- Birmingham
- Boise
- Buffalo
- Charleston**
- Chattanooga
- Chicago**
- Colorado Springs
- Columbia
- Dallas/Ft. Worth**
- Des Moines
- Detroit
- Erie
- Flint
- Grand Rapids
- Harrisburg
- Ithaca
- Knoxville
- Kokomo
- Lafayette
- Lancaster
- Lansing
- Little Rock
- Los Angeles**
- Memphis
- Minneapolis
- Modesto
- Muncie
- Muskegon
- Nashville
- New Bedford
- New London
- New Orleans
- New York**
- Oklahoma City
- Portland
- Portsmouth
- Presque Isle
- Providence
- Reno
- Saginaw
- Salt Lake City**
- San Francisco**
- Spokane
- Springfield
- Stockton
- Syracuse
- Tri-Cities**
- Tucson
- Tuscaloosa
- Washington DC
- Wilkes-Barre
- Worcester



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