Spot GPS

- Essential
- Revealing
- Actionable

benztown

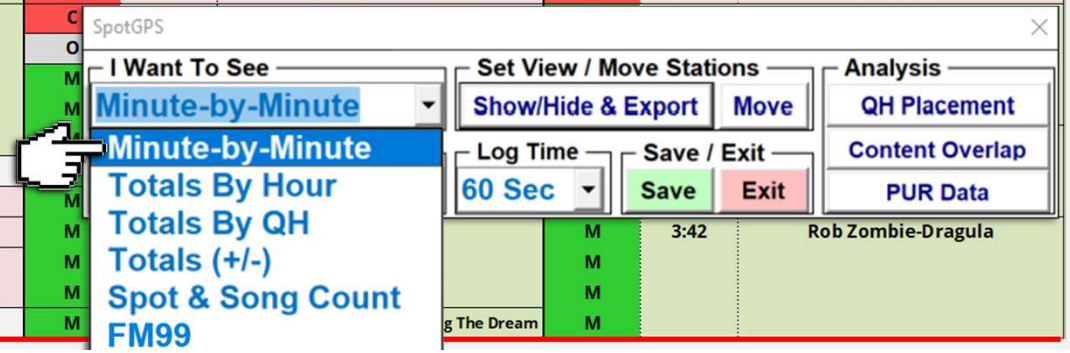
Once you see this,
You can’t un-see how much you need this

Essential • Revealing • Actionable

- **SpotGPS™ is Need-to-Know, Hi-Impact Intel**
  - See problems before they print, get the credit you deserve
  - Your complete competitive arena, head-to-head
  - Actual content placement & quantity: Spots, Music, Talk, etc.
  - Every Day, Hour, Quarter-Hour, and Daypart, 6am-12mid
  - Single-Day Stats, and Monday-Friday Averages & Totals
- **Your Ratings Plan Reality-Check**
  - Are you executing as planned?
  - Are you winning every quarter-hour battle?
  - Are you PUR-optimized?

7 Days, Every Event, Minute-by-Minute

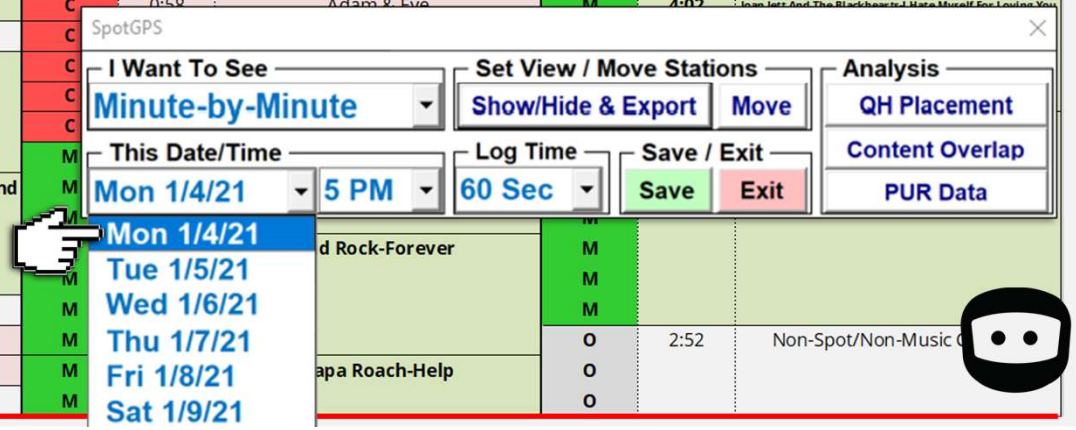
SpotGPS™ 60 Sec		PUR 25-54A	PUR 25-54M	PUR 25-54W	Z93	Logs	Mon 1/4/21 - Sun 1/10/21	Q107	Logs	Mon 1/4/21 - Sun 1/10/21	ALT98	Logs	Mon 1/4/21 - Sun 1/10/21
Time	Date	Rtg (Rnk	Rtg (Rnk	Rtg (Rnk	Type	Length	Content	Type	Length	Content	Type	Length	Content
12:00 PM	Mon 1-4-21	7.2	12.5	8.9	M	2:00	Kiss-Detroit Rock City	M	2:00	Shinedown-Attention Attention	M	4:00	Guns N' Roses-Don't Cry
12:01 PM	Mon 1-4-21	(20)	(18)	(18)	M			M			M		
12:02 PM	Mon 1-4-21				M	4:36	Led Zeppelin-Black Dog	M	2:44	Marcy Playground-Sex And Candy	M		
12:03 PM	Mon 1-4-21				M			M			M		
12:04 PM	Mon 1-4-21				M			M			M	2:54	Romantics-What I Like About You
12:05 PM	Mon 1-4-21				M			M	4:25	Cracker-Low	M		
12:06 PM	Mon 1-4-21				M			M			M		
12:07 PM	Mon 1-4-21				M	4:47	Candlebox-Far Behind	M			M	4:36	Lynyrd Skynyrd-Sweet Home Alabama
12:08 PM	Mon 1-4-21				M			M			M		
12:09 PM	Mon 1-4-21				M			M	3:44	Stone Sour-Song #3	M		
12:10 PM	Mon 1-4-21				M			M			M		
12:11 PM	Mon 1-4-21				M			M			M		
12:12 PM	Mon 1-4-21				M	2:07	Doors-People Are Strange	M			O	1:46	Non-Spot/Non-Music Content
12:13 PM	Mon 1-4-21				M			C	0:59	Tapper's	C	0:29	Progressive
12:14 PM	Mon 1-4-21				M	4:54	Queen-Somebody To Love	C	1:01	Hims	O	0:15	Non-Spot/Non-Music Content
12:15 PM	Mon 1-4-21	7.4	12.2	8.6	M			C	0:30	WOW! Internet	C	0:31	William Hill
12:16 PM	Mon 1-4-21	(18)	(21)	(23)	M			C	1:00	D Todd Williams	C	0:29	The Fishing & Boat Show
12:17 PM	Mon 1-4-21				M			C	1:01	Northwestern Technological Institute	C	0:29	Capital One
12:18 PM	Mon 1-4-21				M			C	0:29	MyComputerCareer	C	0:29	Cadaver Gals
12:19 PM	Mon 1-4-21				M	4:22	Heart-Straight On	C					
12:20 PM	Mon 1-4-21				M			O					
12:21 PM	Mon 1-4-21				M			M					
12:22 PM	Mon 1-4-21				M			M					
12:23 PM	Mon 1-4-21				M								
12:24 PM	Mon 1-4-21				O	1:35	Non-Spot/Non-Music Content						
12:25 PM	Mon 1-4-21				C	0:31	Allstate	M					
12:26 PM	Mon 1-4-21				C	0:28	Kroger	M			M	3:42	Rob Zombie-Dragula
12:27 PM	Mon 1-4-21				C	0:29	Progressive	M			M		
12:28 PM	Mon 1-4-21				C			M			M		
12:29 PM	Mon 1-4-21				O	0:38	Non-Spot/Non-Music Content	M		g The Dream	M		



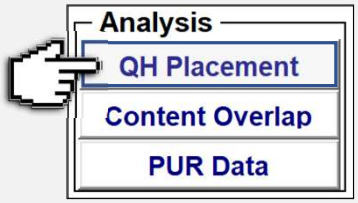
All Key Info, In One Place

Up to **9** stations, head-to-head

SpotGPS™ 60 Sec		PUR 25-54A	PUR 25-54M	PUR 25-54W	Z93	Logs	Mon 1/4/21 - Sun 1/10/21	Q107	Logs	Mon 1/4/21 - Sun 1/10/21	ALT98	Logs	Mon 1/4/21 - Sun 1/10/21
Time	Date	Rtg (Rnk	Rtg (Rnk	Rtg (Rnk	Type	Length	Content	Type	Length	Content	Type	Length	Content
5:00 PM	Mon 1-4-21	7.7	13.8	11.3	O	2:00	Non-Spot/Non-Music Content	O	1:00	Non-Spot/Non-Music Content	C	1:00	Summit Place Kia
5:01 PM	Mon 1-4-21	(7)	(2)	(1)	O			M	2:13	Led Zeppelin-Communication Breakdown	C	0:31	William Hill
5:02 PM	Mon 1-4-21				M	2:59	Police-Roxanne	M			O	0:30	Non-Spot/Non-Music Content
5:03 PM	Mon 1-4-21				M			M	4:08	System Of A Down-B.Y.O.B.	C	0:29	Cadaver Gals
5:04 PM	Mon 1-4-21				M			M			M	4:16	Tom Petty-Runnin' Down A Dream
5:05 PM	Mon 1-4-21				M	5:22	U2-New Year's Day	M			M		
5:06 PM	Mon 1-4-21				M			M			M		
5:07 PM	Mon 1-4-21				M			M	3:53	Dio-Rainbow In The Dark	M		
5:08 PM	Mon 1-4-21				M			M			M	3:29	Kiss-Detroit Rock City
5:09 PM	Mon 1-4-21				M			M			M		
5:10 PM	Mon 1-4-21				M	4:03	Ozzy Osbourne-Mama, I'm Coming Home	M			M		
5:11 PM	Mon 1-4-21				M			M	3:50	Godsmack-Straight Out Of Line	M		
5:12 PM	Mon 1-4-21				M			M			M	3:12	Rage Against The Machine-Testify
5:13 PM	Mon 1-4-21				M			M			M		
5:14 PM	Mon 1-4-21				M	2:54	Romantics-What I Like About You	M			M		
5:15 PM	Mon 1-4-21	7.7	13.4	11.2	M			O	0:49	Non-Spot/Non-Music Content	M		
5:16 PM	Mon 1-4-21	(8)	(5)	(2)	M			C	0:58	Adam & Eve	M	4:02	Joan Jett And The Blackhearts-I Hate Myself For Loving You
5:17 PM	Mon 1-4-21				O	0:16	Non-Spot/Non-Music Content	C					
5:18 PM	Mon 1-4-21				M	4:24	Aerosmith-Sweet Emotion	C					
5:19 PM	Mon 1-4-21				M			C					
5:20 PM	Mon 1-4-21				M			C					
5:21 PM	Mon 1-4-21				M			M					
5:22 PM	Mon 1-4-21				M	3:37	Loverboy-Working For The Weekend	M					
5:23 PM	Mon 1-4-21				M			M					
5:24 PM	Mon 1-4-21				M					d Rock-Forever	M		
5:25 PM	Mon 1-4-21				M			M			M		
5:26 PM	Mon 1-4-21				O	1:29	Non-Spot/Non-Music Content	M			M		
5:27 PM	Mon 1-4-21				C	0:58	ZipRecruiter	M			O	2:52	Non-Spot/Non-Music C
5:28 PM	Mon 1-4-21				C	0:30	Meijer	M		apa Roach-Help	O		
5:29 PM	Mon 1-4-21				O	1:00	Non-Spot/Non-Music Content	M			O		

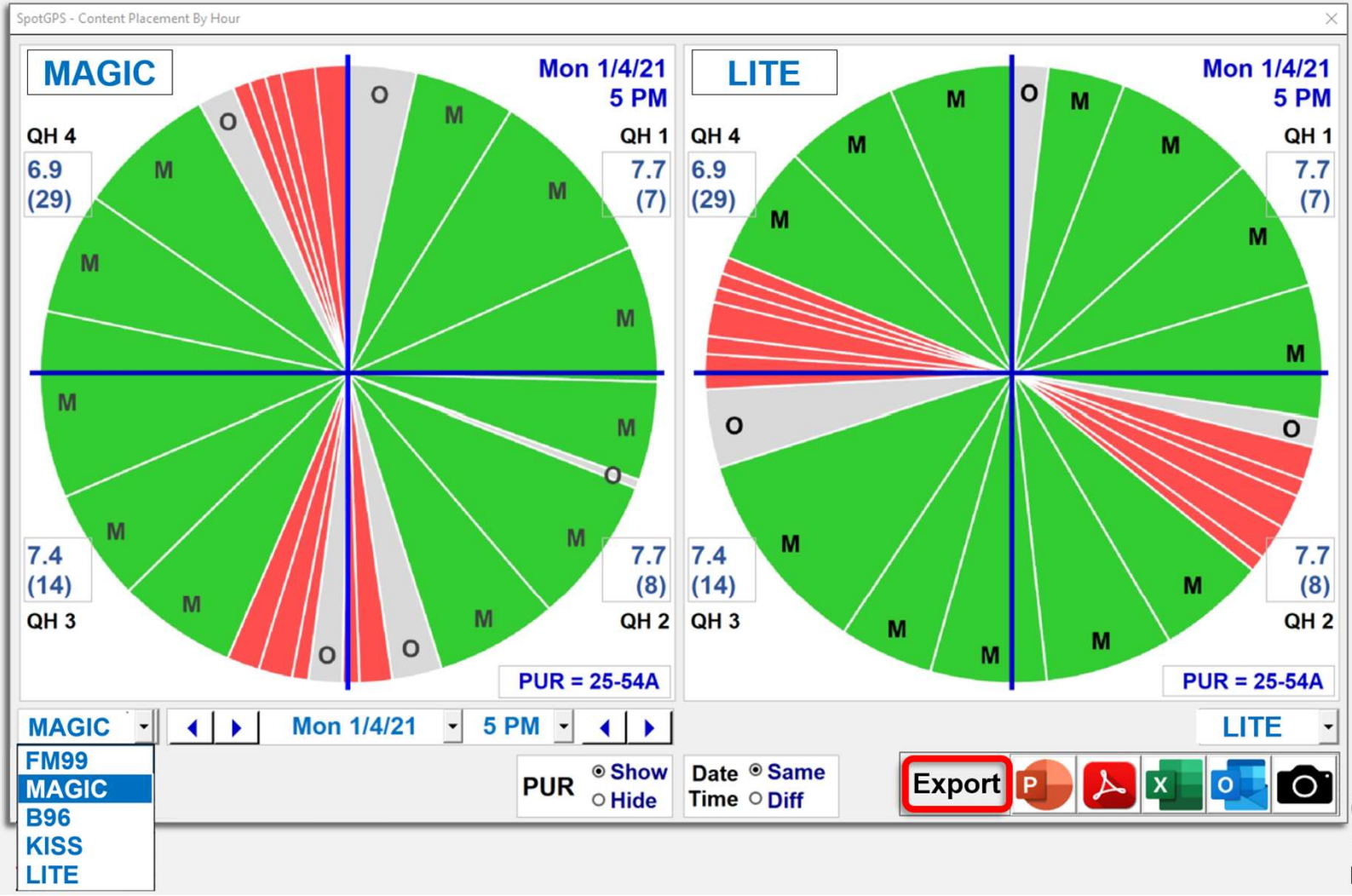


Instant Hour-by-Hour Comparison



Key Questions, Instant Answers

- You decided to **Straddle**, **Hour-glass** or **Bow-tie**, and/or **Pre-Stop** the other station
- Is that **really** happening? Consistently?



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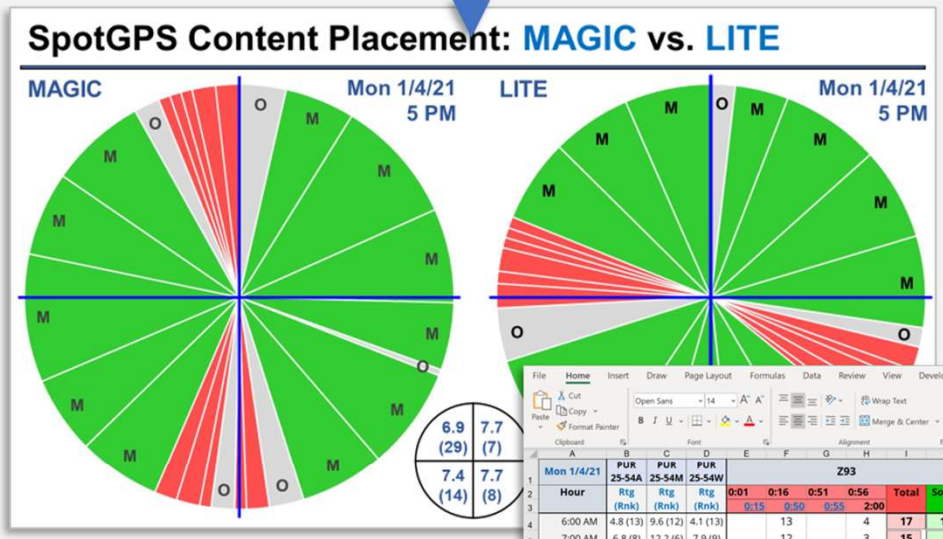
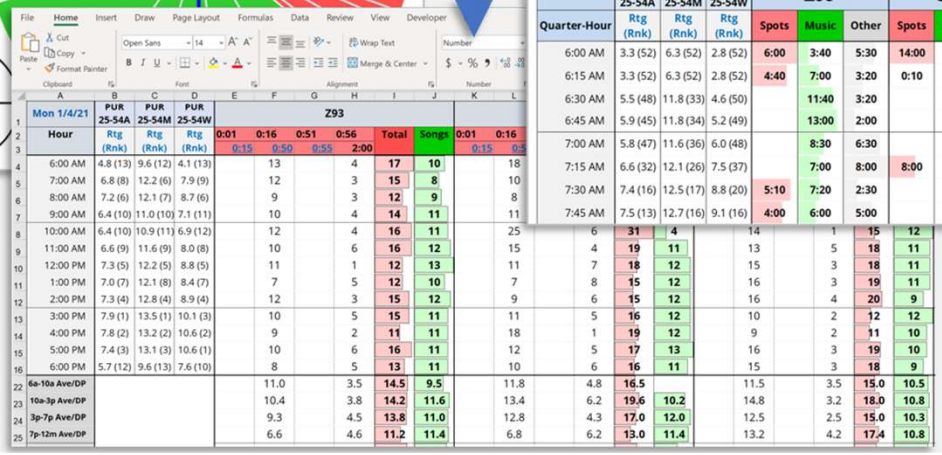
See It, Save It, Share It → In Seconds

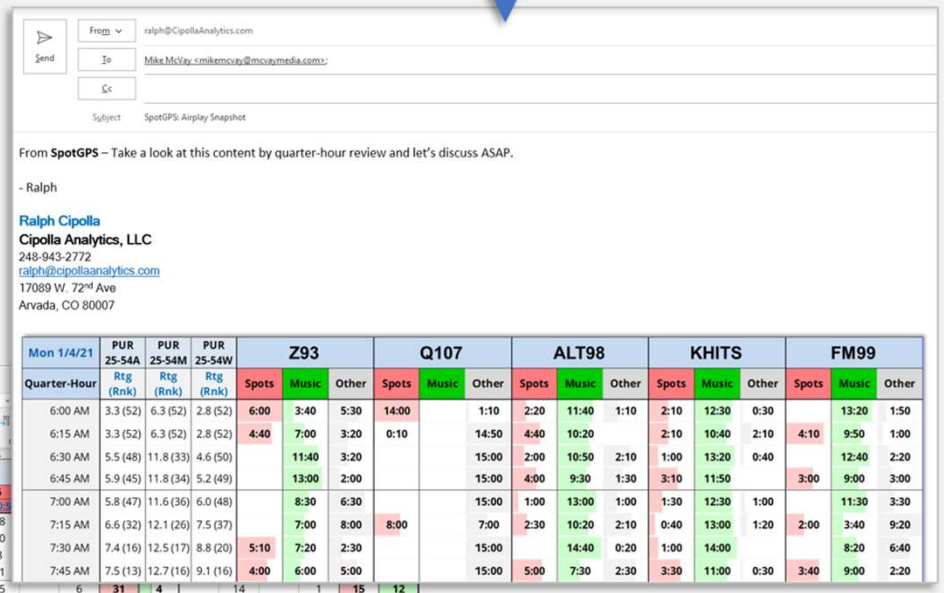
Export





Mon 1/4/21	PUR 25-54A	PUR 25-54M	PUR 25-54W	Z93			Q107			ALT98			KHITS			FM99		
Quarter-Hour	Rtg (Rnk)	Rtg (Rnk)	Rtg (Rnk)	Spots	Music	Other	Spots	Music	Other	Spots	Music	Other	Spots	Music	Other	Spots	Music	Other
6:00 AM	3.3 (52)	6.3 (52)	2.8 (52)	6:00	3:40	5:30	14:00		1:10	2:20	11:40	1:10	2:10	12:30	0:30		13:20	1:50
6:15 AM	3.3 (52)	6.3 (52)	2.8 (52)	4:40	7:00	3:20	0:10		14:50	4:40	10:20		2:10	10:40	2:10	4:10	9:50	1:00
6:30 AM	5.5 (48)	11.8 (33)	4.6 (50)		11:40	3:20			15:00	2:00	10:50	2:10	1:00	13:20	0:40		12:40	2:20
6:45 AM	5.9 (45)	11.8 (34)	5.2 (49)		13:00	2:00			15:00	4:00	9:30	1:30	3:10	11:50		3:00	9:00	3:00
7:00 AM	5.8 (47)	11.6 (36)	6.0 (48)		8:30	6:30			15:00	1:00	13:00	1:00	1:30	12:30	1:00		11:30	3:30
7:15 AM	6.6 (32)	12.1 (26)	7.5 (37)		7:00	8:00	8:00		7:00	2:30	10:20	2:10	0:40	13:00	1:20	2:00	3:40	9:20
7:30 AM	7.4 (16)	12.5 (17)	8.8 (20)	5:10	7:20	2:30			15:00		14:40	0:20	1:00	14:00			8:20	6:40
7:45 AM	7.5 (13)	12.7 (16)	9.1 (16)	4:00	6:00	5:00			15:00	5:00	7:30	2:30	3:30	11:00	0:30	3:40	9:00	2:20

Mon 1/4/21	PUR 25-54A	PUR 25-54M	PUR 25-54W	Z93																			
Hour	Rtg (Rnk)	Rtg (Rnk)	Rtg (Rnk)	0:01 0:15	0:16 0:50	0:51 0:55	0:56 2:00	Total	Songs	0:01 0:15	0:16 0:3												
6:00 AM	4.8 (13)	9.6 (12)	4.1 (13)		13		4	17	10		18												
7:00 AM	6.8 (8)	12.2 (6)	7.9 (9)		12		3	15	8		10												
8:00 AM	7.2 (6)	12.1 (7)	8.7 (6)		9		3	12	9		8												
9:00 AM	6.4 (10)	11.0 (10)	7.1 (11)		10		4	14	11		11												
10:00 AM	6.4 (10)	10.9 (11)	6.9 (12)		12		4	16	11		25	6	31	4		14		1	15	12			
11:00 AM	6.6 (9)	11.6 (9)	8.0 (8)		10		6	16	12		15	4	19	11		13		5	18	11			
12:00 PM	7.3 (5)	12.2 (5)	8.8 (5)		11		1	12	13		11	7	18	12		15		3	18	11			
1:00 PM	7.0 (7)	12.1 (8)	8.4 (7)		7		5	12	10		7	8	15	12		16		3	19	11			
2:00 PM	7.3 (4)	12.8 (4)	8.9 (4)		12		3	15	12		9	6	15	12		16		4	20	9			
3:00 PM	7.9 (1)	13.5 (1)	10.1 (3)		10		5	15	11		11	5	16	12		10		2	12	12			
4:00 PM	7.8 (2)	13.2 (2)	10.6 (2)		9		2	11	11		18	1	19	12		9		2	11	10			
5:00 PM	7.4 (3)	13.1 (3)	10.6 (1)		10		6	16	11		12	5	17	13		16		3	19	10			
6:00 PM	5.7 (12)	9.6 (13)	7.6 (10)		8		5	13	11		10	6	16	11		15		3	18	9			
6a-10a Ave/DP					11.0		3.5	14.5	9.5		11.8	4.8	16.5			11.5		3.5	15.0	10.5			
10a-3p Ave/DP					10.4		3.8	14.2	11.6		13.4	6.2	19.6	10.2		14.8		3.2	18.0	10.8			
3p-7p Ave/DP					9.3		4.5	13.8	11.0		12.8	4.3	17.0	12.0		12.5		2.5	15.0	10.3			
7p-12m Ave/DP					6.6		4.6	11.2	11.4		6.8	6.2	13.0	11.4		13.2		4.2	17.4	10.8			



From: ralph@CipollaAnalytics.com
To: Mike McVay <mikemcvay@mcvaymedia.com>;
Subject: SpotGPS: Airplay Snapshot

From **SpotGPS** – Take a look at this content by quarter-hour review and let's discuss ASAP.

- Ralph

Ralph Cipolla
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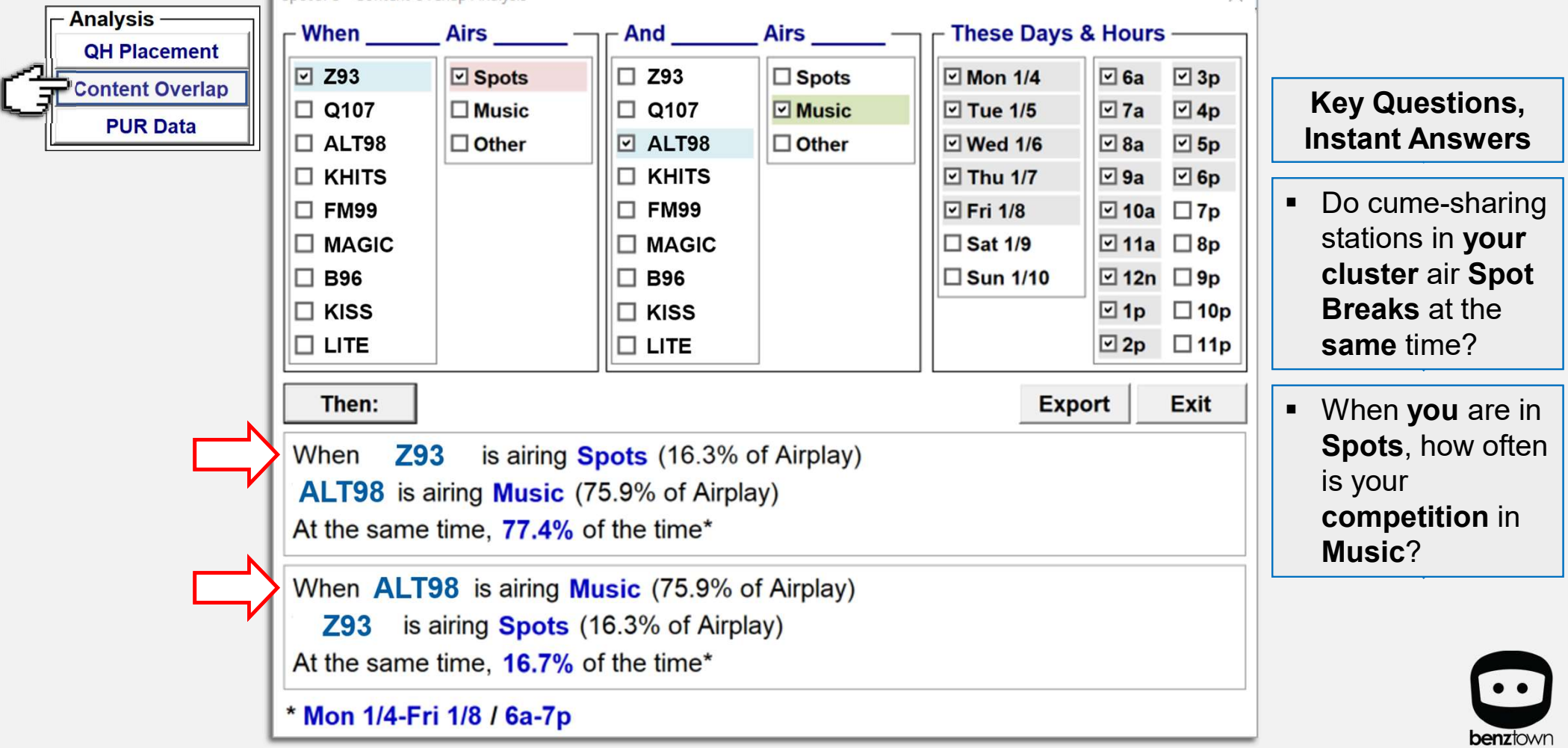
Custom Content-Overlap Analysis

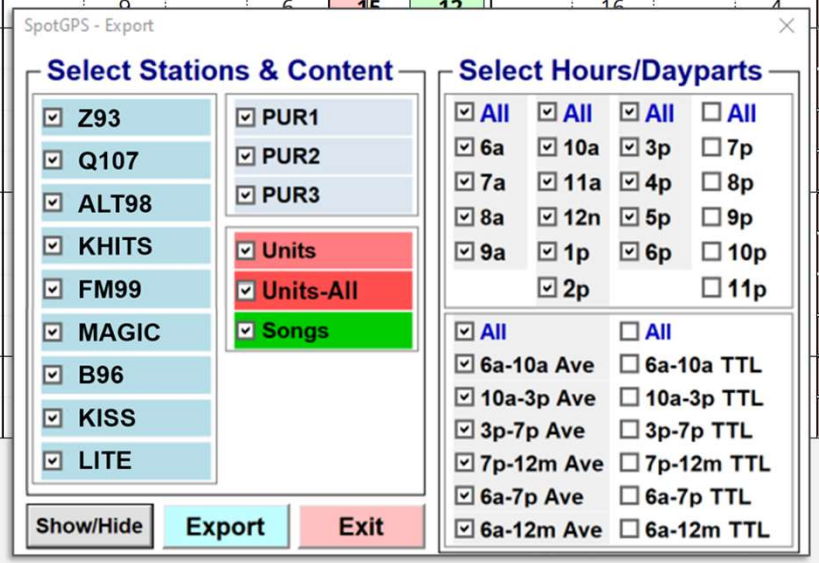


Key Questions, Instant Answers

- Do cume-sharing stations in **your cluster** air **Spot Breaks** at the **same** time?
- When **you** are in **Spots**, how often is your **competition** in **Music**?

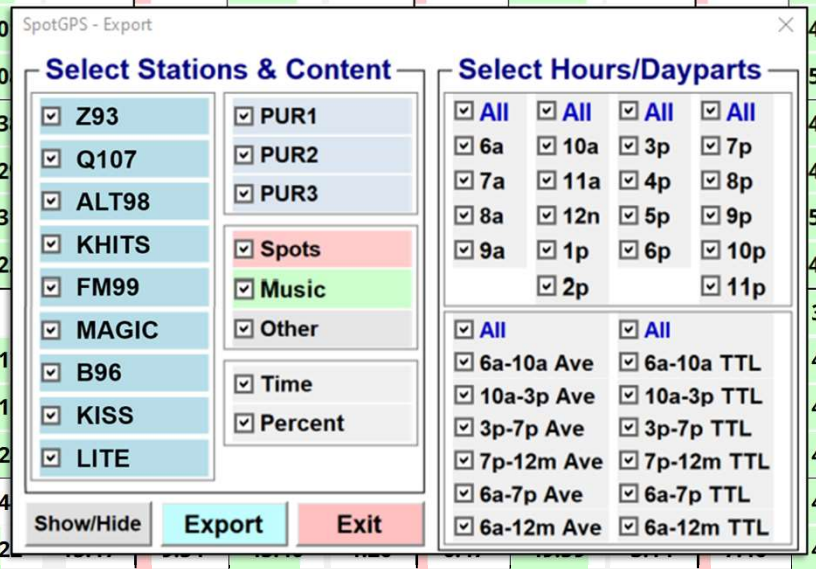
Units & Songs by Hour & Daypart

Mon 1/4/21	PUR 25-54A	PUR 25-54M	PUR 25-54W	Z93						Q107						ALT98					
Hour	Rtg (Rnk)	Rtg (Rnk)	Rtg (Rnk)	0:01 0:15	0:16 0:50	0:51 0:55	0:56 2:00	Total	Songs	0:01 0:15	0:16 0:50	0:51 0:55	0:56 2:00	Total	Songs	0:01 0:15	0:16 0:50	0:51 0:55	0:56 2:00	Total	Songs
6:00 AM	4.8 (13)	9.6 (12)	4.1 (13)		13		4	17	10		18		5	23			10		8	18	10
7:00 AM	6.8 (8)	12.2 (6)	7.9 (9)		12		3	15	8		10		3	13			15		1	16	9
8:00 AM	7.2 (6)	12.1 (7)	8.7 (6)		9		3	12	9		8		3	11			9		1	10	12
9:00 AM	6.4 (10)	11.0 (10)	7.1 (11)		10		4	14	11		11		8	19			12		4	16	11
10:00 AM	6.4 (10)	10.9 (11)	6.9 (12)		12		4	16	11		25		6	31	4		14		1	15	12
11:00 AM	6.6 (9)	11.6 (9)	8.0 (8)		10		6	16	12		15		4	19	11		13		5	18	11
12:00 PM	7.3 (5)	12.2 (5)	8.8 (5)		11		1	12	13		11		7	18	12		15		3	18	11
1:00 PM	7.0 (7)	12.1 (8)	8.4 (7)		7		5	12	10		7		8	15	12		16		3	19	11
2:00 PM	7.3 (4)	12.8 (4)	8.9 (4)		12		3	15	12		9		6	15	12		16		4	20	9
3:00 PM	7.9 (1)	13.5 (1)	10.1 (3)		10		5	15	11											12	12
4:00 PM	7.8 (2)	13.2 (2)	10.6 (2)		9		2	11	11											11	10
5:00 PM	7.4 (3)	13.1 (3)	10.6 (1)		10		6	16	11											19	10
6:00 PM	5.7 (12)	9.6 (13)	7.6 (10)		8		5	13	11											18	9
6a-10a Ave/DP					11.0		3.5	14.5	9.5											15.0	10.5
10a-3p Ave/DP					10.4		3.8	14.2	11.6											18.0	10.8
3p-7p Ave/DP					9.3		4.5	13.8	11.0											15.0	10.3
7p-12m Ave/DP					6.6		4.6	11.2	11.4											17.4	10.8
6a-7p Ave/DP					10.2		3.9	14.2	10.8											16.2	10.5
6a-12m Ave/DP					9.2		4.1	13.3	10.9											16.5	10.6



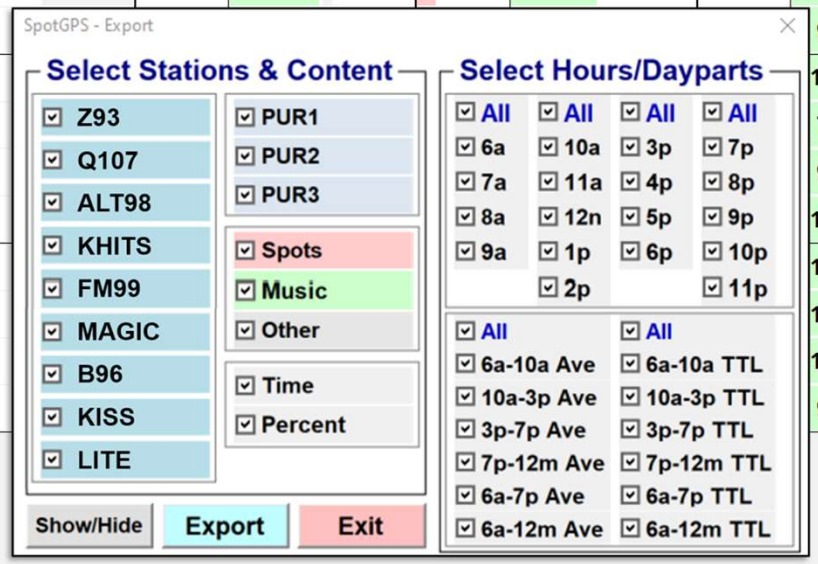
Content Type by Hour & Daypart

Mon 1/4/21	PUR 25-54A	PUR 25-54M	PUR 25-54W	Z93			Q107			ALT98			KHITS			FM99		
Hour	Rtg (Rnk)	Rtg (Rnk)	Rtg (Rnk)	Spots	Music	Other	Spots	Music	Other	Spots	Music	Other	Spots	Music	Other	Spots	Music	Other
6:00 AM	4.8 (13)	9.6 (12)	4.1 (13)	10:41	35:20	14:10	14:10		46:01	13:01	42:22	4:52	8:31	48:22	3:22	7:08	44:49	8:10
7:00 AM	6.8 (8)	12.2 (6)	7.9 (9)	9:11	28:52	22:01	7:59		52:01	8:31	45:29	6:00	6:40	50:31	2:49	5:38	32:31	21:50
8:00 AM	7.2 (6)	12.1 (7)	8.7 (6)	7:19	36:11	16:30	7:08		52:52	5:20	49:08	5:31	7:41	49:59	2:20	5:38	38:10	16:08
9:00 AM	6.4 (10)	11.0 (10)	7.1 (11)	8:49	39:29	11:38	13:30		46:30	9:50	43:52	6:22	7:19	50:31	2:10	3:29	44:38	11:49
10:00 AM	6.4 (10)	10.9 (11)	6.9 (12)	10:08	45:29	4:19	18:29	18:40	22:52	8:10	47:38	4:08	6:11	49:52	4:01	6:11	36:29	17:20
11:00 AM	6.6 (9)	11.6 (9)	8.0 (8)	10:52	43:59	5:10	11:38	43:52	4:30	11:31	44:49	3:40	6:50	49:59	3:11	6:11	50:49	3:00
12:00 PM	7.3 (5)	12.2 (5)	8.8 (5)	6:22	48:40	4:59	12:29	44:31	3:00	10:41	45:00	4:19	7:08	50:31	2:20	7:08	50:10	2:38
1:00 PM	7.0 (7)	12.1 (8)	8.4 (7)	8:10	47:20	4:30	11:31	43:0									49:41	3:22
2:00 PM	7.3 (4)	12.8 (4)	8.9 (4)	9:50	46:19	3:50	10:30	46:0									52:01	2:20
3:00 PM	7.9 (1)	13.5 (1)	10.1 (3)	10:01	44:31	5:31	10:30	44:3									47:49	3:40
4:00 PM	7.8 (2)	13.2 (2)	10.6 (2)	6:29	50:31	3:00	10:08	45:2									48:29	4:08
5:00 PM	7.4 (3)	13.1 (3)	10.6 (1)	10:30	43:19	6:11	11:10	44:3									54:40	2:20
6:00 PM	5.7 (12)	9.6 (13)	7.6 (10)	10:01	45:11	4:52	10:59	45:2									48:00	3:11
6a-10a Ave				9:49	33:30	16:44	10:49										37:00	16:12
10a-3p Ave				9:45	45:56	4:18	13:02	39:1									46:11	6:07
3p-7p Ave				9:49	45:13	5:00	11:04	44:1									49:39	3:22
7p-12m Ave				8:41	47:59	3:18	10:23	45:2									42:43	8:02
6a-7p Ave				9:47	41:53	8:20	11:45	28:4									44:25	8:22
6a-12m Ave				9:29	43:35	6:56	11:22	33:2									43:57	8:17



Content Type by Quarter-Hour

Mon 1/4/21	PUR 25-54A	PUR 25-54M	PUR 25-54W	Z93			Q107			ALT98			KHITS			FM99		
Quarter-Hour	Rtg (Rnk)	Rtg (Rnk)	Rtg (Rnk)	Spots	Music	Other	Spots	Music	Other	Spots	Music	Other	Spots	Music	Other	Spots	Music	Other
6:00 AM	3.3 (52)	6.3 (52)	2.8 (52)	6:00	3:40	5:30	14:00		1:10	2:20	11:40	1:10	2:10	12:30	0:30		13:20	1:50
6:15 AM	3.3 (52)	6.3 (52)	2.8 (52)	4:40	7:00	3:20	0:10		14:50	4:40	10:20		2:10	10:40	2:10	4:10	9:50	1:00
6:30 AM	5.5 (48)	11.8 (33)	4.6 (50)		11:40	3:20			15:00	2:00	10:50	2:10	1:00	13:20	0:40		12:40	2:20
6:45 AM	5.9 (45)	11.8 (34)	5.2 (49)		13:00	2:00			15:00	4:00	9:30	1:30	3:10	11:50		3:00	9:00	3:00
7:00 AM	5.8 (47)	11.6 (36)	6.0 (48)		8:30	6:30			15:00	1:00	13:00	1:00	1:30	12:30	1:00		11:30	3:30
7:15 AM	6.6 (32)	12.1 (26)	7.5 (37)		7:00	8:00	8:00		7:00	2:30	10:20	2:10	0:40	13:00	1:20	2:00	3:40	9:20
7:30 AM	7.4 (16)	12.5 (17)	8.8 (20)	5:10	7:20	2:30			15:00		14:40	0:20	1:00	14:00			8:20	6:40
7:45 AM	7.5 (13)	12.7 (16)	9.1 (16)	4:00	6:00	5:00											9:00	2:20
8:00 AM	6.7 (30)	12.1 (25)	9.4 (13)		13:50	1:10	7:10										11:20	3:20
8:15 AM	7.0 (26)	12.3 (19)	9.2 (15)	3:50	5:30	5:40											7:50	4:50
8:30 AM	7.6 (10)	12.2 (23)	8.5 (25)		10:00	5:00											9:00	6:00
8:45 AM	7.4 (15)	11.9 (30)	7.9 (33)	3:30	6:50	4:40											10:00	2:00
9:00 AM	6.5 (35)	11.2 (39)	7.2 (40)		12:50	2:10	5:30										13:40	1:20
9:15 AM	6.4 (42)	11.1 (42)	6.9 (44)	5:00	6:10	3:50											10:30	4:30
9:30 AM	6.4 (42)	11.1 (42)	6.9 (44)		13:30	1:30	3:10										11:10	3:50
9:45 AM	6.4 (44)	10.9 (44)	7.1 (42)	3:50	7:00	4:10	4:50										9:20	2:10



“The Secret Weapon I’ve used successfully in many markets. The view inside your station versus that of your competitors allows for adjustments that ‘they’ don’t even realize, until it’s too late.”

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