

Shifting 22% of the linear TV budget to Cumulus Media dramatically increases reach

Nielsen: Adults 25-54 Reached (One Month Plan)

+15%



Current Plan: (TV \$467,396)

Shifting 22% of the TV plan to Cumulus
(TV: \$366,052; Cumulus: \$101,135)

Shifting 22% of the linear TV budget to Cumulus Media dramatically increases results

Nielsen: Key Metrics Comparison, Before and After Allocation Shift

Key metrics - A25-54

		📅 My Plan	📅 \$101,135 shifted to Cumulus
📅 Total Plan	GRPs	1,501	1,686
	Impressions (000)	7,914	8,890
	Net reach (1+)	72.43 %	82.87 %
	Net reach (1+) (000)	382	437
	Budget	\$ 467,396	\$ 467,187
📺 Television	GRPs	1,501	1,168
	Impressions (000)	7,914	6,162
	Net reach (1+)	72.43 %	71.28 %
	Net reach (1+) (000)	382	376
	Budget	\$ 467,396	\$ 366,052
📻 Metro Radio	GRPs	0	517
	Impressions (000)	0	2,728
	Net reach (1+)	0.00 %	44.27 %
	Net reach (1+) (000)	0	233
	Budget	\$ 0	\$ 101,135

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Before and After Budget Allocation

