

Massachusetts Association of Insurance Agents

Professionalism Through Independence

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www.massagent.com

2006 Agent Awareness Campaign

Radio Schedule: April 10 - April 30 (3 weeks), May 29 - June 25 (4 weeks), September 18 - October 8 (3 weeks)

<u>Market/Station</u>	<u>Weekly Schedule</u>		
Boston			
WBZ-AM (1030)*	Mon-Fri	10a - 3p	1x
	Mon-Fri	5a - 9a	8x
	Mon-Fri	4p - 6:30p	2x
	Mon-Sun	6a - 12m	3x
	Sat/Sun	6a - 12n	2x
	Mon-Fri	6a - 6pm	2x
Combination of 60 sec. and 15 sec. announcements.			
WEEL-AM (850)	Mon-Sun	12n - 11p 2 games/wk Red Sox Baseball	
	Mon-Sun	6a -12 m	3x
Top of hour sports			
15 sec. announcements			
WODS-FM (103.3)	Mon-Fri	5a - 10a	5x
	Mon-Fri	10a - 5p	6x
	Mon-Fri	5p - 8p	2x
	Mon-Sun	6a - 10p	3x
	Sat/Sun	8a - 5p	5x
WZLX-FM (100.7)	Mon-Fri	6a - 10a	2x
	Mon-Fri	10a - 3p	4x
	Mon-Fri	3p - 6p	2x
	Mon-Fri	6a - 10p	6x
	Sat/Sun	7a - 10a	4x
WBMX-FM (98.5)	Mon-Fri	4p - 12m	4x
	Mon-Fri	5a - 10a	4x
	Mon-Fri	10a - 5p	3x
	Mon-Fri	6a - 8p	2x
	Sat/Sun	10a - 3p	5x
	Mon-Sun	6a - 11p	3x
WROR-FM (105.7)	Mon-Fri	5:30a-10a	3x
	Mon-Fri	10a-3p	3x
	Mon-Fri	3-8p	3x

Berkshire County			
WBEC-AM (1420)	Mon-Fri	6a - 10a	15x
Pittsfield			
WBEC-FM (105.5)	Mon-Fri	6a - 10a	5x
Pittsfield			
	Mon-Fri	10a - 3p	5x
	Mon-Fri	3p - 7p	5x
WNAW-AM (1230)	Mon-Fri	6a - 10a	4x
N. Adams			
	Mon-Fri	10a - 3p	5x
	Mon-Fri	3p - 7p	4x
	Sun	10a - 3p	2x
WUPE-FM (95.9)	Mon-Fri	6a - 10a	12x
Pittsfield			
	Sat	10a - 3p	3x
Worcester			
WSRS-FM (96.1)	Mon-Fri	5:30a - 10a	13x

<u>Market/Station</u>	<u>Weekly Schedule</u>		
Cape Cod			
WXTK-FM (95.1)	Mon-Fri	5a - 10a	6x
S. Yarmouth			
	Mon-Fri	10a - 3p	3x
	Mon-Fri	3p - 6p	3x
WQRC-FM (99.9)	Mon-Fri	6a - 10a	5x
Hyannis			
	Mon-Fri	10a - 3p	5x
	Mon-Fri	3p - 7p	2x
	Sat	10a - 3p	1x
WCIB-FM (101.9)	Mon-Fri	5a - 7a	5x
Falmouth			
	Mon-Fri	8a - 10a	2x
	Mon-Fri	10a - 12n	3x
	Mon-Fri	2p - 4p	3x
	Mon-Fri	7p -12m	5x
WCOD-FM (106.1)	Mon-Fri	6a - 10a	2x
	Mon-Fri	10a - 3p	2x
	Mon-Fri	3p - 7p	2x
	Sat/Sun	6a - 7p	6x

Springfield			
WAQY-FM (102.1)	Mon-Fri	6a - 10a	4x
	Mon-Fri	10a - 7p	5x
	Mon-Fri	6a - 10p	3x
	Sat/Sun	7a - 7p	2x
WHYN-FM (93.1)	Mon-Fri	5a - 10a	4x
	Mon-Fri	10a - 3p	1x
	Mon-Fri	6p - 10p	2x
	Sat/Sun	6a - 7p	3x
	Mon-Fri	3p - 6p	2x
WMAS-FM (94.7)	Mon-Fri	6a - 10a	6x
	Mon-Fri	10a - 3p	4x
	Mon-Fri	3p - 5p	2x
	Sun	9a - 5p	4x

Bristol County			
WBSM-AM (1420)	Mon-Fri	10a - 5p	6x
New Bedford			
WFHN-FM (107.1)	Mon-Fri	6a - 10a	5x
New Bedford			
	Mon-Fri	10a - 3p	3x
	Mon-Fri	3p - 5p	5x
	Sat/Sun	6a-7p	2x
WCTK-FM (98.1)	Mon-Fri	5a - 7a	3x
New Bedford			
	Mon-Fri	7a - 10a	6x
	Mon-Fri	10a - 5p	4x
WSAR-AM (1480)	Mon-Fri	6a - 10a	10x
Fall River			
	Sat/Sun	6a - 7p	2x



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