

From: Leslie Taylor
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 4/29/2019 3:46 PM

Flight Dates: 05/13/2019 - 08/13/2019

Demo: P 12+

Radio Market: HOUSTON-GALVESTON

Survey: MAR19

Geography: Metro

ScheduleDescription:

90 day push

	Daypart	Spots	Length	Unit Rate	Net Reach	Frequency	Total Cost
Radio Total		304		\$52.63	1,400,100	3.3	\$16,000.00
KKBQ-FM		152		\$105.26	956,600	3.1	\$16,000.00
Flight A - 1 wk (05/13)							
		19		\$105.26	250,200	1.5	\$2,000.00
One Week Total		19		\$105.26	250,200	1.5	\$2,000.00
	M-Th 6A-10A	2	15	\$150.00	36,100	1.1	\$300.00
	M-Th 10A-3P	4	30	\$125.00	84,900	1.2	\$500.00
	M-Th 6A-7P	8	30	\$150.00	151,900	1.3	\$1,200.00
	M-F 7P-12M	5	30	\$0.00	33,800	1.1	\$0.00
Flight A - 1 wk (05/20)							
		19		\$105.26	250,200	1.5	\$2,000.00
One Week Total		19		\$105.26	250,200	1.5	\$2,000.00
	M-Th 6A-10A	2	15	\$150.00	36,100	1.1	\$300.00
	M-Th 10A-3P	4	30	\$125.00	84,900	1.2	\$500.00
	M-Th 6A-7P	8	30	\$150.00	151,900	1.3	\$1,200.00
	M-F 7P-12M	5	30	\$0.00	33,800	1.1	\$0.00
Flight A - 1 wk (06/03)							
		19		\$105.26	250,200	1.5	\$2,000.00
One Week Total		19		\$105.26	250,200	1.5	\$2,000.00
	M-Th 6A-10A	2	15	\$150.00	36,100	1.1	\$300.00
	M-Th 10A-3P	4	30	\$125.00	84,900	1.2	\$500.00
	M-Th 6A-7P	8	30	\$150.00	151,900	1.3	\$1,200.00
	M-F 7P-12M	5	30	\$0.00	33,800	1.1	\$0.00

The first demo listed is the Primary Demo.

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	Daypart	Spots	Length	Unit Rate	Net Reach	Frequency	Total Cost
KKBQ-FM (continued)							
Flight A - 1 wk (06/10)							
		19		\$105.26	250,200	1.5	\$2,000.00
One Week Total		19		\$105.26	250,200	1.5	\$2,000.00
	M-Th 6A-10A	2	15	\$150.00	36,100	1.1	\$300.00
	M-Th 10A-3P	4	30	\$125.00	84,900	1.2	\$500.00
	M-Th 6A-7P	8	30	\$150.00	151,900	1.3	\$1,200.00
	M-F 7P-12M	5	30	\$0.00	33,800	1.1	\$0.00
Flight A - 1 wk (07/01)							
		19		\$105.26	250,200	1.5	\$2,000.00
One Week Total		19		\$105.26	250,200	1.5	\$2,000.00
	M-Th 6A-10A	2	15	\$150.00	36,100	1.1	\$300.00
	M-Th 10A-3P	4	30	\$125.00	84,900	1.2	\$500.00
	M-Th 6A-7P	8	30	\$150.00	151,900	1.3	\$1,200.00
	M-F 7P-12M	5	30	\$0.00	33,800	1.1	\$0.00
Flight A - 1 wk (07/08)							
		19		\$105.26	250,200	1.5	\$2,000.00
One Week Total		19		\$105.26	250,200	1.5	\$2,000.00
	M-Th 6A-10A	2	15	\$150.00	36,100	1.1	\$300.00
	M-Th 10A-3P	4	30	\$125.00	84,900	1.2	\$500.00
	M-Th 6A-7P	8	30	\$150.00	151,900	1.3	\$1,200.00
	M-F 7P-12M	5	30	\$0.00	33,800	1.1	\$0.00
Flight A - 1 wk (08/05)							
		19		\$105.26	250,200	1.5	\$2,000.00
One Week Total		19		\$105.26	250,200	1.5	\$2,000.00
	M-Th 6A-10A	2	15	\$150.00	36,100	1.1	\$300.00
	M-Th 10A-3P	4	30	\$125.00	84,900	1.2	\$500.00
	M-Th 6A-7P	8	30	\$150.00	151,900	1.3	\$1,200.00
	M-F 7P-12M	5	30	\$0.00	33,800	1.1	\$0.00
Flight A - 1 wk (08/12)							

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	Daypart	Spots	Length	Unit Rate	Net Reach	Frequency	Total Cost
KKBQ-FM (continued)							
		19		\$105.26	250,200	1.5	\$2,000.00
One Week Total		19		\$105.26	250,200	1.5	\$2,000.00
	M-Th 6A-10A	2	15	\$150.00	36,100	1.1	\$300.00
	M-Th 10A-3P	4	30	\$125.00	84,900	1.2	\$500.00
	M-Th 6A-7P	8	30	\$150.00	151,900	1.3	\$1,200.00
	M-F 7P-12M	5	30	\$0.00	33,800	1.1	\$0.00
KTHT-FM		152		\$0.00	473,500	3.4	\$0.00
Flight A - 8 wks (05/13, 05/20, 06/03, 06/10, 07/01, 07/08, 08/05, 08/12)							
		152		\$0.00	473,500	3.4	\$0.00
One Week Total		19		\$0.00	131,600	1.5	\$0.00
	M-F 6A-10A	2	15	\$0.00	26,200	1.1	\$0.00
	M-F 10A-3P	4	30	\$0.00	41,500	1.2	\$0.00
	M-F 6A-7P	8	30	\$0.00	81,500	1.3	\$0.00
	M-F 7P-12M	5	30	\$0.00	17,900	1.1	\$0.00

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Schedule Grand Totals: 8 Weeks

Stations	Spots	Unit Rate	Net Reach	Frequency	Total Cost
Radio Total	304	\$52.63	1,400,100	3.3	\$16,000.00
KKBQ-FM	152	\$105.26	956,600	3.1	\$16,000.00
KTHT-FM	152	\$0.00	473,500	3.4	\$0.00

 Accepted by Station

 Date

 Accepted by Client

 Date

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

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Detailed Sourcing Summary

Radio Market: HOUSTON-GALVESTON
Survey: Nielsen Radio March 2019
Geography: Metro
Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population		Intab	
	Avg Daily	Avg Weekly	Avg Daily	Avg Weekly
Persons 12+ (Primary)	5,930,200	5,931,700	1,827	1,506

Stations: User Selected
Additional
Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one panelist.

PPM estimates are derived from the PPM technology and methodology and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here:

http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website: <http://ascription.nielsen.com>
Rating Reliability Estimator: <https://rre.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.

<https://ebook.nielsen.com/secure/PP6/2019MAR/0033/pdfs/SpecialNotices.pdf>

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