



From: Mary Galyean
 Phone: (337) 233-6000
 Email:

10/3/2023 3:19 PM

Flight Dates: 10/02/2023 - 10/15/2023
 Demo: P 21+; P 35+

Radio Market: LAFAYETTE, LA
 Survey: SP23 / FA22
 Geography: Metro

	Daypart	Total Cost	Length	Notes	Spots	Unit Rate	P 21+ Average Rating	P 21+ Frequency	P 21+ Net Reach	P 21+ Schedule Cume Persons	P 35+ Average Rating	P 35+ Frequency	P 35+ Net Reach	P 35+ Schedule Cume Persons
Radio Total		\$3,084.00			80	\$38.65	1.1%	3.3	104,900	147,600	1.1%	3.4	80,600	112,900
KFTE-FM		\$444.00			12	\$37.00	1.2%	3.4	17,100	22,100	1.3%	3.8	12,400	15,600
Week of Oct 2nd - 1 wk (10/02)														
		\$222.00			6	\$37.00	1.2%	2.3	12,600	18,100	1.3%	2.5	9,500	13,300
One Week Total		\$222.00		Wed/Fri	6	\$37.00	1.2%	2.3	12,600	18,100	1.3%	2.5	9,500	13,300
	W,F 6A-10A	\$222.00	30	3 per day	6	\$37.00	1.2%	2.3	12,600	18,100	1.3%	2.5	9,500	13,300
Week of Oct 9th - 1 wk (10/09)														
		\$222.00			6	\$37.00	1.2%	2.3	12,600	18,100	1.3%	2.5	9,500	13,300
One Week Total		\$222.00		Wed/Fri	6	\$37.00	1.2%	2.3	12,600	18,100	1.3%	2.5	9,500	13,300
	W,F 6A-10A	\$222.00	30	3 per day	6	\$37.00	1.2%	2.3	12,600	18,100	1.3%	2.5	9,500	13,300
KHXT-FM		\$200.00			8	\$25.00	1.6%	3.0	17,000	22,400	1.3%	3.3	9,300	11,700
Week of Oct 2nd - 1 wk (10/02)														
		\$100.00			4	\$25.00	1.6%	2.0	12,500	18,700	1.3%	2.2	7,000	9,800
One Week Total		\$100.00			4	\$25.00	1.6%	2.0	12,500	18,700	1.3%	2.2	7,000	9,800
	F 6A-10A	\$100.00	30	1 per hr	4	\$25.00	1.6%	2.0	12,500	18,700	1.3%	2.2	7,000	9,800
Week of Oct 9th - 1 wk (10/09)														
		\$100.00			4	\$25.00	1.6%	2.0	12,500	18,700	1.3%	2.2	7,000	9,800
One Week Total		\$100.00			4	\$25.00	1.6%	2.0	12,500	18,700	1.3%	2.2	7,000	9,800
	F 6A-10A	\$100.00	30	1 per hr	4	\$25.00	1.6%	2.0	12,500	18,700	1.3%	2.2	7,000	9,800
KMDL-FM		\$590.00			17	\$34.71	1.2%	2.6	32,200	49,800	1.4%	2.7	26,100	39,300
Week of Oct 2nd - 1 wk (10/02)														
		\$240.00			7	\$34.29	1.2%	1.9	18,000	33,600	1.3%	1.9	14,900	27,000
One Week Total		\$240.00			7	\$34.29	1.2%	1.9	18,000	33,600	1.3%	1.9	14,900	27,000

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: LAFAYETTE, LA; SP23 / FA22; Metro; Multiple Dayparts Used; Multiple Demos Used; See Detailed Sourcing Page for Complete Details.

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	Daypart	Total Cost	Length	Notes	Spots	Unit Rate	P 21+ Average Rating	P 21+ Frequency	P 21+ Net Reach	P 21+ Schedule Cume Persons	P 35+ Average Rating	P 35+ Frequency	P 35+ Net Reach	P 35+ Schedule Cume Persons
KMDL-FM (continued)														
	W,F 6A-10A	\$180.00	30	<i>2 per day Wed/Fri</i>	4	\$45.00	1.3%	1.6	13,100	27,200	1.5%	1.6	11,000	21,500
	Sa 10A-3P	\$60.00	30		3	\$20.00	1.1%	1.7	7,400	11,600	1.1%	1.7	6,100	10,300
Week of Oct 9th - 1 wk (10/09)														
		\$350.00			10	\$35.00	1.3%	2.3	21,600	34,500	1.4%	2.4	17,700	27,500
One Week Total		\$350.00			10	\$35.00	1.3%	2.3	21,600	34,500	1.4%	2.4	17,700	27,500
	Th-F 6A-10A	\$270.00	30	<i>3 per day Th/Fri</i>	6	\$45.00	1.4%	2.0	16,400	27,900	1.6%	2.1	13,700	22,100
	Sa 10A-3P	\$80.00	30		4	\$20.00	1.1%	2.1	8,100	11,600	1.1%	2.0	6,800	10,300
KPEL-FM		\$1,070.00			19	\$56.32	0.8%	3.2	18,000	24,700	1.0%	3.3	17,200	23,300
Week of Oct 2nd - 1 wk (10/02)														
		\$390.00			6	\$65.00	1.0%	2.3	10,500	15,300	1.3%	2.4	10,200	14,800
One Week Total		\$390.00			6	\$65.00	1.0%	2.3	10,500	15,300	1.3%	2.4	10,200	14,800
	Th-F 10A-3P	\$390.00	30	<i>3 per day Th/Fri</i>	6	\$65.00	1.0%	2.3	10,500	15,300	1.3%	2.4	10,200	14,800
Week of Oct 9th - 1 wk (10/09)														
		\$680.00			13	\$52.31	0.7%	2.6	13,000	19,600	0.8%	2.6	12,500	18,500
One Week Total		\$680.00			13	\$52.31	0.7%	2.6	13,000	19,600	0.8%	2.6	12,500	18,500
	Th-F 6A-10A	\$270.00	30	<i>3 per day</i>	6	\$45.00	0.6%	2.0	7,600	13,000	0.8%	1.9	7,200	12,200
	Th-F 10A-3P	\$260.00	30		<i>2 per day</i>	4	\$65.00	1.0%	1.8	9,000	15,300	1.3%	1.8	8,900
	Sa 10A-3P	\$150.00	30	3		\$50.00	0.2%	1.6	1,700	2,900	0.3%	1.6	1,700	2,900
KTDY-FM		\$780.00			24	\$32.50	1.0%	3.1	31,300	44,600	0.9%	2.9	23,400	34,400
Week of Oct 2nd - 1 wk (10/02)														
		\$372.00			11	\$33.82	1.0%	2.3	18,000	28,500	0.9%	2.2	13,400	22,400
One Week Total		\$372.00			11	\$33.82	1.0%	2.3	18,000	28,500	0.9%	2.2	13,400	22,400
	Th-F 6A-10A	\$222.00	30	<i>3 per day</i>	6	\$37.00	1.3%	2.1	14,700	23,400	1.2%	2.0	11,200	19,000
	Sa 10A-3P	\$150.00	30		5	\$30.00	0.6%	2.1	5,400	8,000	0.5%	2.0	3,700	5,900
Week of Oct 9th - 1 wk (10/09)														
		\$408.00			13	\$31.38	1.0%	2.4	22,000	34,600	1.0%	2.3	16,400	26,700
One Week Total		\$408.00			13	\$31.38	1.0%	2.4	22,000	34,600	1.0%	2.3	16,400	26,700

The first demo listed is the Primary Demo.

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	Daypart	Total Cost	Length	Notes	Spots	Unit Rate	P 21+ Average Rating	P 21+ Frequency	P 21+ Net Reach	P 21+ Schedule Clime Persons	P 35+ Average Rating	P 35+ Frequency	P 35+ Net Reach	P 35+ Schedule Clime Persons
KTDY-FM (continued)														
	Th-F 6A-10A	\$222.00	30	3 per day	6	\$37.00	1.3%	2.1	14,700	23,400	1.2%	2.0	11,200	19,000
	Th-F 3P-7P	\$96.00	30	2 per day	4	\$24.00	1.0%	1.6	9,800	19,000	1.0%	1.6	7,200	14,400
	Sa 10A-3P	\$90.00	30		3	\$30.00	0.6%	1.6	4,400	8,000	0.5%	1.5	3,000	5,900

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Schedule Grand Totals: 2 Weeks

Stations	Total Cost	Spots	Unit Rate	P 21+ Average Rating	P 21+ Frequency	P 21+ Net Reach	P 21+ Schedule Cume Persons	P 35+ Average Rating	P 35+ Frequency	P 35+ Net Reach	P 35+ Schedule Cume Persons
Radio Total	\$3,084.00	80	\$38.55	1.1%	3.3	104,300	147,600	1.1%	3.4	80,500	112,900
KFTE-FM	\$444.00	12	\$37.00	1.2%	3.4	17,100	22,100	1.3%	3.8	12,400	15,600
KHXT-FM	\$200.00	8	\$25.00	1.6%	3.0	17,000	22,400	1.3%	3.3	9,300	11,700
KMDL-FM	\$590.00	17	\$34.71	1.2%	2.6	32,200	49,800	1.4%	2.7	26,100	39,300
KPEL-FM	\$1,070.00	19	\$56.32	0.8%	3.2	18,000	24,700	1.0%	3.3	17,200	23,300
KTDY-FM	\$780.00	24	\$32.50	1.0%	3.1	31,300	44,800	0.9%	2.9	23,400	34,400

Mary F. Galyean
 Accepted by Station

10/3/23
 Date

H. Mason
 Accepted by Client

10/3/23
 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: LAFAYETTE, LA

Survey: Average of Nielsen Radio Spring 2023, Nielsen Radio Fall 2022

Geography: Metro

Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 21+ (Primary)	397,000	2,217
Adults 35+	300,900	1,835

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.

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

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 diarykeeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report 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/RR8/2023SPR/0253/pdfs/SpecialNotices.pdf>

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