

# Ali Sheikhani

From: Laura Filippone  
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 Email: laura.filippone@radio-one.com  
 2/9/2024 3:49 PM



## March 2024 Primary

Flight Dates: 01/29/2024 - 03/10/2024  
 Demo: P 18+

Radio Market: HOUSTON-GALVESTON  
 Survey: DEC23 / NOV23 / OCT23  
 Geography: Metro

	Daypart	Length	Average Rating	Spots	Unit Rate	Notes	CPP	GRPs	Frequency	Net Reach	% Reach	Total Cost
<b>Radio Total</b>			<b>0.4%</b>	<b>67</b>	<b>\$74.70</b>		<b>\$196.27</b>	<b>25.5</b>	<b>2.1</b>	<b>696,100</b>	<b>12.5%</b>	<b>\$5,005.00</b>
<b>KKBQ-FM</b>			<b>0.3%</b>	<b>36</b>	<b>\$75.56</b>		<b>\$283.33</b>	<b>9.6</b>	<b>1.8</b>	<b>331,600</b>	<b>6.0%</b>	<b>\$2,720.00</b>
Primary 2024 - 1 wk (02/05)												
			0.2%	3	\$30.00		\$150.00	0.6	1.2	32,000	0.6%	\$90.00
<b>One Week Total</b>			<b>0.2%</b>	<b>3</b>	<b>\$30.00</b>		<b>\$150.00</b>	<b>0.6</b>	<b>1.2</b>	<b>32,000</b>	<b>0.6%</b>	<b>\$90.00</b>
	Su 9A-5P	30	0.2%	3	\$30.00		\$150.00	0.6	1.2	32,000	0.6%	\$90.00
Primary 2024 - 1 wk (02/12)												
			0.3%	9	\$53.33		\$200.00	2.4	1.4	102,600	1.8%	\$480.00
<b>One Week Total</b>			<b>0.3%</b>	<b>9</b>	<b>\$53.33</b>		<b>\$200.00</b>	<b>2.4</b>	<b>1.4</b>	<b>102,600</b>	<b>1.8%</b>	<b>\$480.00</b>
	M-W 10A-3P	30	0.3%	6	\$65.00		\$216.67	1.8	1.4	76,200	1.4%	\$390.00
	Su 9A-5P	30	0.2%	3	\$30.00		\$150.00	0.6	1.2	32,000	0.6%	\$90.00
Primary 2024 - 1 wk (02/19)												
			0.3%	10	\$54.50		\$201.85	2.7	1.5	110,700	2.0%	\$545.00
<b>One Week Total</b>			<b>0.3%</b>	<b>10</b>	<b>\$54.50</b>		<b>\$201.85</b>	<b>2.7</b>	<b>1.5</b>	<b>110,700</b>	<b>2.0%</b>	<b>\$545.00</b>
	M-W 10A-3P	30	0.3%	7	\$65.00		\$216.67	2.1	1.5	84,000	1.5%	\$455.00
	Su 9A-5P	30	0.2%	3	\$30.00		\$150.00	0.6	1.2	32,000	0.6%	\$90.00
Primary 2024 - 1 wk (02/26)												
			0.3%	10	\$54.50		\$201.85	2.7	1.5	110,700	2.0%	\$545.00
<b>One Week Total</b>			<b>0.3%</b>	<b>10</b>	<b>\$54.50</b>		<b>\$201.85</b>	<b>2.7</b>	<b>1.5</b>	<b>110,700</b>	<b>2.0%</b>	<b>\$545.00</b>
	M-W 10A-3P	30	0.3%	7	\$65.00		\$216.67	2.1	1.5	84,000	1.5%	\$455.00
	Su 9A-5P	30	0.2%	3	\$30.00		\$150.00	0.6	1.2	32,000	0.6%	\$90.00
Election week - 1 wk (03/04)												

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: HOUSTON-GALVESTON; DEC23 / NOV23 / OCT23; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.

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	Daypart	Length	Average Rating	Spots	Unit Rate	Notes	CPP	GRPs	Frequency	Net Reach	% Reach	Total Cost
<b>KKBQ-FM (continued)</b>												
			0.3%	4	\$265.00		\$883.33	1.2	1.3	56,700	1.0%	\$1,060.00
<b>One Week Total</b>			0.3%	4	\$265.00		\$883.33	1.2	1.3	56,700	1.0%	\$1,060.00
	Tu 6A-10A	30	0.3%	1	\$310.00		\$1,033.33	0.3	1.0	17,000	0.3%	\$310.00
	Tu 10A-3P	30	0.3%	2	\$210.00		\$700.00	0.6	1.2	30,900	0.6%	\$420.00
	Tu 3P-6P	30	0.3%	1	\$330.00		\$1,100.00	0.3	1.0	19,200	0.3%	\$330.00
<b>KGLK-FM</b>			<b>0.5%</b>	<b>31</b>	<b>\$73.71</b>		<b>\$143.71</b>	<b>15.9</b>	<b>2.1</b>	<b>408,600</b>	<b>7.3%</b>	<b>\$2,285.00</b>
Primary 2024 - 3 wks (02/12, 02/19, 02/26)												
			0.5%	27	\$50.00		\$97.83	13.8	2.3	326,900	5.9%	\$1,350.00
<b>One Week Total</b>			0.5%	9	\$50.00		\$97.83	4.6	1.6	152,200	2.7%	\$450.00
	M-W 10A-3P	30	0.6%	5	\$70.00		\$116.67	3.0	1.5	110,500	2.0%	\$350.00
	Su 9A-5P	30	0.4%	4	\$25.00		\$62.50	1.6	1.4	57,900	1.0%	\$100.00
Election week - 1 wk (03/04)												
			0.5%	4	\$233.75		\$445.24	2.1	1.4	80,700	1.4%	\$935.00
<b>One Week Total</b>			0.5%	4	\$233.75		\$445.24	2.1	1.4	80,700	1.4%	\$935.00
	Tu 6A-10A	30	0.4%	1	\$225.00		\$562.50	0.4	1.0	20,800	0.4%	\$225.00
	Tu 10A-3P	30	0.6%	2	\$225.00		\$375.00	1.2	1.2	51,700	0.9%	\$450.00
	Tu 3P-6P	30	0.5%	1	\$260.00		\$520.00	0.5	1.0	25,300	0.5%	\$260.00

The first demo listed is the Primary Demo.

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## Schedule Grand Totals: 5 Weeks

Stations	Average Rating	Spots	Unit Rate	CPP	GRPs	Frequency	Net Reach	% Reach	Total Cost
<b>Radio Total</b>	0.4%	67	\$74.70	\$196.27	25.5	2.1	696,100	12.5%	\$5,005.00
<b>KKBQ-FM</b>	0.3%	36	\$75.56	\$283.33	9.6	1.8	331,600	6.0%	\$2,720.00
<b>KGLK-FM</b>	0.5%	31	\$73.71	\$143.71	15.9	2.1	408,600	7.3%	\$2,285.00

Accepted by Station

Date

DocuSigned by:

*Syed Ali*  
 235CB63A77D14B7...  
 Accepted by Client

2/9/2024 | 6:32 PM EST

Date

Radio One has a 2-week cancellation policy. If you need to cancel any part of the attached schedule, please note that will take effect 2 weeks from date of notification.

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## Detailed Sourcing Summary

Radio Market: HOUSTON-GALVESTON

Survey: Average of Nielsen Radio December 2023, Nielsen Radio November 2023, Nielsen Radio October 2023

Geography: Metro

Daypart: Multiple Dayparts Used

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### Demo/Intab/Population:

Age/Gender	Population		Intab	
	Avg Daily	Avg Weekly	Avg Daily	Avg Weekly
Adults 18+ (Primary)	5,565,800	5,568,300	1,430	1,230

Stations: User Selected

Additional

Notices:

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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](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>

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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/PP6/2023DEC/0033/pdfs/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/PP6/2023NOV/0033/pdfs/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/PP6/2023OCT/0033/pdfs/SpecialNotices.pdf>

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