

CONTRACT



KXLY-FM
 500 W Boone Avenue
 Spokane, WA 99201
 (509) 324-4000

www.coyotecountry99.com

And:

Jeda Media
 N. 3895 Schrieber Way #500
 Coeur d'Alene, ID 83815

<u>Contract / Revision</u> 262304 /		<u>Alt Order #</u>
<u>Advertiser</u> Citizens for Coeur d'Alene Public Schools		<u>Original Date / Revision</u> 03/03/23 / 03/03/23
<u>Contract Dates</u> 03/07/23 - 03/14/23	<u>Estimate #</u>	
<u>Product</u> March 14 Levy Vote		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> KXLY-FM	<u>Account Executive</u> Karen Dineen	<u>Sales Office</u> Local Radio & D
<u>Special Handling</u> Cash in Advance		
<u>Demographic</u> Adults 25-54		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KXLYF	03/07/23	03/12/23	6a-7p Billboard	6a-7p Billboard		:15			BB	38	\$1,065.90
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		03/06/23	03/12/23	-776666	38			\$28.05				
N 2	KXLYF	03/13/23	03/13/23	6a-7p Billboard	6a-7p Billboard		:15			BB	6	\$168.30
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		03/13/23	03/19/23	6-----	6			\$28.05				
N 3	KXLYF	03/14/23	03/14/23	6:00 AM-6:00 PM	6:00 AM-6:00 PM		:15			BB	6	\$168.30
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		03/13/23	03/19/23	-6-----	6			\$28.05				
Totals											50	\$1,402.50

Time Period	# of Spots	Gross Amount	Net Amount
03/01/23 -03/14/23	50	\$1,402.50	\$1,402.50
Totals	50	\$1,402.50	\$1,402.50

Signature: _____ **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, national origin, ancestry or gender. Advertiser hereby certifies that it is not buying broadcasting airtime or digital products for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, national origin, ancestry or gender. We reserve the right not to accept all copy.

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required for Television and Radio, 30 days for all Digital and 60 days for Search unless otherwise specified. Client represents to the best of its knowledge that all commercials provided hereunder are cleared for use in all digital streams. This means all creative, including but not limited to copyright, music (performance and synchronization rights) and talent fees, are cleared.

Citizens for CDA Public School



From: Karen Dineen
 Phone: (509) 329-4314
 Email: kdineen@kctv.com
 3/3/2023 12:56 PM

Flight Dates: 03/06/2023 - 03/19/2023

Demo: P 25+

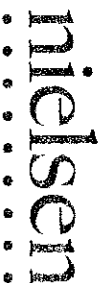
Radio Market: SPOKANE
 Survey: DEC22 (OCT-DEC) / NOV22 (SEP-NOV)
 Geography: Custom Geo = KOOTENAI.ID

Radio Code	Daypart	Daypart Code	Spots	Rot	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Length	Unit Rate	Total Cost	Average Rating
Radio Total			97.0		12.0	24.0	13.0	12.0	12.0	12.0	12.0		\$16.49	\$1,600.00	0.6%
KVNI-AM			47.0		6.0	11.0	6.0	6.0	6.0	6.0	6.0		\$4.20	\$197.50	0.1%
Flight A															
			37.0			7.0	6.0	6.0	6.0	6.0	6.0		\$4.25	\$157.25	0.1%
3/6/23			37.0			7.0	6.0	6.0	6.0	6.0	6.0		\$4.25	\$157.25	0.1%
			37.0			7.0	6.0	6.0	6.0	6.0	6.0	15	\$4.25	\$157.25	0.1%
Flight B															
			10.0		6.0	4.0							\$4.03	\$40.25	0.1%
3/13/23			10.0		6.0	4.0							\$4.03	\$40.25	0.1%
		M 6A-7P	4.0		4.0							15	\$4.25	\$17.00	0.2%
		Tu 6A-6P	4.0			4.0						15	\$4.25	\$17.00	0.0%
		M 6A-8P	1.0		1.0							15	\$3.12	\$3.12	0.1%
		M 6A-8P	1.0		1.0							15	\$3.13	\$3.13	0.1%
KQLY-FM			50.0		6.0	13.0	7.0	6.0	6.0	6.0	6.0		\$26.05	\$1,402.50	1.1%
Flight A															
			38.0			7.0	7.0	6.0	6.0	6.0	6.0		\$28.05	\$1,065.90	1.1%
3/6/23			38.0			7.0	7.0	6.0	6.0	6.0	6.0		\$28.05	\$1,065.90	1.1%
		Tu-Su 6A-7P	38.0			7.0	7.0	6.0	6.0	6.0	6.0	15	\$28.05	\$1,065.90	1.1%
Flight B															
			12.0		6.0	6.0							\$28.05	\$336.60	1.2%
3/13/23			12.0		6.0	6.0							\$28.05	\$336.60	1.2%
		M 6A-7P	6.0		6.0							15	\$28.05	\$168.30	1.3%
		Tu 6A-6P	6.0		6.0							15	\$28.05	\$168.30	1.1%

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio Information: SPOKANE, DEC22 (OCT-DEC) / NOV22 (SEP-NOV). Custom Geo = KOOTENAI.ID. Multiple Dayparts Used. P 25+. See Detailed Sourcing Page for Complete Details.

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Citizens for CDA Public School



From: Karen Dineen
 Phone: (509) 329-4314
 Email: kdineen@kctv.com
 3/3/2023 12:56 PM

Schedule Grand Totals: 2 Weeks

Stations	Spots	Rot	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Unit Rate	Total Cost	Average Rating	Net Reach	Frequency	Gls
Radio Total	97.0		12.0	24.0	13.0	12.0	12.0	12.0	12.0	\$16.49	\$1,600.00	0.69%	20,900	3.6	75,900
KVNI-AM	47.0		6.0	11.0	6.0	6.0	6.0	6.0	6.0	\$4.20	\$197.50	0.1%	2,400	2.0	4,700
KXLY-FM	50.0		6.0	13.0	7.0	6.0	6.0	6.0	6.0	\$28.05	\$1,402.50	1.1%	18,400	3.9	71,200

Accepted by Station

Date

Accepted by Client

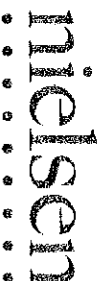
Date

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.

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: SPOKANE, DEC22 (OCT-DEC) / NOV22 (SEP-NOV); Custom Geo = KOOTENAI, ID; Multiple Dayparts Used; P 25+; See Detailed Sourcing Page for Complete Details.

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Detailed Sourcing Summary

Radio Market: SPOKANE
Survey: Average of Nielsen Radio December 2022 (October - December), Nielsen Radio November 2022 (September - November)
Geography: Custom Geo = KOOTENAI, ID
Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 25+ (Primary)	127,900	637

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 (curve) growth model.

Ascription Website: <https://ascription.nielsen.com>
Rating Reliability Estimator: <https://rra.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/CRR8/2022DEC/0177/rdts/SpecialNotices.pdf>
<https://ebook.nielsen.com/secure/CRR8/2022NOV/0177/rdts/SpecialNotices.pdf>

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Karen Dineen

From: shelley.jedamedia.com <shelley@jedamedia.com>
Sent: Friday, March 3, 2023 3:32 PM
To: Karen Dineen
Subject: Re: Coyote Country radio buy
Attachments: Yes_CDA_Essential_15.wav; Yes_CDA_Safety_15.wav

Hi Karen,

The schedule is approved. Traffic is attached.

CITIZENS FOR CDA PUBLIC SCHOOLS

MAR 6-14 (END 2 PM ON 3/14)

YES_CDA_Essential_15 (50%)

YES_CDA_Safety_15 (50%)

Please let me know what else you need. Billing can be sent to Jeda Media Group at the address below, or if there's a payment portal I can take care of it online.

JEDA MEDIA GROUP
4351 E COVE CT
HAYDEN ID 83835

Thank you,

SHELLEY BOYER

PRODUCER

| 4351 East Cove Court, Hayden, ID 83835 | 2041 1st Street, Lewiston, ID 83501
| 208.790.5532 Studio | 208.790.8841 Cell | sboyer@jedamedia.com | jedamedia.com



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On Mar 3, 2023, at 9:56 AM, Karen Dineen <kdineen@kxly.com> wrote:

Here is a suggested \$1,600 net schedule.

Karen A. Dineen
National/Regional Sales Manager
Cell 509-723-7592