

# New Order

<b>Media:</b> Radio	<b>Market:</b> Sacramento	<b>Vendor:</b> KNCI-FM	<b>Billing To:</b> Bee Media
<b>Client:</b> Mercury PR	<b>Demo:</b> Women 25-54		2100 Q Street
<b>Product:</b> General	<b>Separation:</b> 30		Sacramento, CA 95816
<b>CPE:</b> //14	<b>Flight Start:</b> 5/13/19	<b>AE:</b> Kasey Cain	
<b>Description:</b> Advocacy Campaign - W25-54 - KYMX, KZZO, KNCI	<b>Flight End:</b> 7/7/19	<b>Phone:</b> 916-321-1594	
<b>Rep:</b>	<b>Sales Office:</b>	<b>Fax:</b>	
<b>Version:</b> 1	<b>Survey:</b> 3BK Dec18-Feb19 MSA ARB PPM		
<b>Comments:</b>			

Line No	Daypart (Program)	Daypart Code	Gross	C/T	Dur	5/13	5/20	5/27	6/3	6/10	6/17	6/24	7/1	Total Spots	Women 25-54 RTG	CPP
1	MTu 6:00A-10:00A	AM	\$0.00	C	30	0	0	0	0	3	3	3	3	12	0.4	
2	WTh 6:00A-10:00A	AM	\$75.00	C	30	0	0	0	0	8	8	8	0	24	0.4	\$187.50
3	MTu 10:00A-3:00P	MD	\$0.00	C	30	0	0	0	0	2	2	2	2	8	0.3	
4	WTh 10:00A-3:00P	MD	\$75.00	C	30	0	0	0	0	1	1	1	0	3	0.3	\$250.00
5	MTu 3:00P-7:00P	PM	\$0.00	C	30	0	0	0	0	3	3	3	3	12	0.4	
6	WTh 3:00P-7:00P	PM	\$75.00	C	30	0	0	0	0	8	8	8	0	24	0.4	\$187.50
7	MTuWThFSaSu 6:00A-12:00A	RT	\$0.00	C	30	0	0	0	0	8	8	8	0	24	0.3	
8	W 6:00A-10:00A	AM	\$75.00	C	30	0	0	0	0	0	0	0	4	4	0.4	\$187.50
9	W 3:00P-7:00P	PM	\$75.00	C	30	0	0	0	0	0	0	0	4	4	0.4	\$187.50
10	MTuW 6:00A-12:00A	RT	\$0.00	C	30	0	0	0	0	0	0	0	5	5	0.3	
11	W 10:00A-3:00P	MD	\$75.00	C	60	0	0	0	0	0	0	0	1	1	0.3	\$250.00
<b>Total Spots:</b>						0	0	0	0	33	33	33	22	121		
<b>Total GRP/GIMP(000):</b>						0.0	0.0	0.0	0.0	12.1	12.1	12.1	8.0		44.3	

Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots
5/2019	\$0.00 - 0	\$0.00 - 0	\$0.00 - 0
6/2019	\$3,825.00 - 99	\$0.00 - 0	\$3,825.00 - 99
7/2019	\$675.00 - 22	\$0.00 - 0	\$675.00 - 22
<b>Total Gross Cost:</b>		\$4,500.00	<b>Total Gross CPP:</b> \$101.58
<b>Total Net Cost:</b>		\$3,825.00	<b>Total Net CPP:</b> \$86.34

# Other Demos

Line No	Daypart (Program)	Daypart Code	Gross	C/T	Dur	Total Spots	Men 35-64	
							RTG	CPP
1	MTu 6:00A-10:00A	AM	\$0.00	C	30	12	0.2	\$0.00
2	WTh 6:00A-10:00A	AM	\$75.00	C	30	24	0.2	\$375.00
3	MTu 10:00A-3:00P	MD	\$0.00	C	30	8	0.2	\$0.00
4	WTh 10:00A-3:00P	MD	\$75.00	C	30	3	0.2	\$375.00
5	MTu 3:00P-7:00P	PM	\$0.00	C	30	12	0.3	\$0.00
6	WTh 3:00P-7:00P	PM	\$75.00	C	30	24	0.3	\$250.00
7	MTuWThFSaSu 6:00A-12:00A	RT	\$0.00	C	30	24	0.2	\$0.00
8	W 6:00A-10:00A	AM	\$75.00	C	30	4	0.2	\$375.00
9	W 3:00P-7:00P	PM	\$75.00	C	30	4	0.3	\$250.00
10	MTuW 6:00A-12:00A	RT	\$0.00	C	30	5	0.2	\$0.00
11	W 10:00A-3:00P	MD	\$75.00	C	60	1	0.2	\$375.00
Total Spots:						121		
Total GRP/GIMP(000):							28.2	
Total Cost:			\$4,500.00				CPP:	\$135.64

# New Order

**Media:** Radio  
**Client:** Mercury PR  
**Product:** General  
**CPE:** //14  
**Description:** Advocacy Campaign - W25-54 - KYMX, KZZO, KNCI

**Market:** Sacramento  
**Demo:** Women 25-54  
**Separation:** 30  
**Flight Start:** 5/13/19  
**Flight End:** 7/7/19

**Vendor:** KYMX-FM  
**AE:** Kasey Cain  
**Phone:**

**Billing To:** Bee Media  
 2100 Q Street  
 Sacramento, CA 95816  
**Phone:** 916-321-1594

**Rep:**  
**Version:** 1  
**Comments:**

**Sales Office:**  
**Survey:** 3BK Dec18-Feb19 MSA ARB PPM

**Fax:**

Line No	Daypart (Program)	Daypart Code	Gross	C/T	Dur	5/13	5/20	5/27	6/3	6/10	6/17	6/24	7/1	Total Spots	Women 25-54 RTG	CPP
1	MTu 6:00A-10:00A	AM	\$20.00	C	30	0	0	0	0	3	3	3	3	12	0.7	\$28.57
2	WTh 6:00A-10:00A	AM	\$175.00	C	30	0	0	0	0	8	8	8	0	24	0.7	\$250.00
3	MTu 10:00A-3:00P	MD	\$15.00	C	30	0	0	0	0	0	0	0	0	0	0.9	\$16.67
4	MTu 3:00P-7:00P	PM	\$20.00	C	30	0	0	0	0	3	3	3	3	12	0.8	\$25.00
5	WTh 3:00P-7:00P	PM	\$180.00	C	30	0	0	0	0	8	8	8	0	24	0.8	\$225.00
6	MTuWThFSaSu 6:00A-12:00A	RT	\$0.00	C	30	0	0	0	0	5	5	5	0	15	0.6	
7	W 6:00A-10:00A	AM	\$175.00	C	30	0	0	0	0	0	0	0	4	4	0.7	\$250.00
8	W 3:00P-7:00P	PM	\$180.00	C	30	0	0	0	0	0	0	0	4	4	0.8	\$225.00
9	MTuW 6:00A-12:00A	RT	\$0.00	C	30	0	0	0	0	0	0	0	5	5	0.6	
<b>Total Spots:</b>						0	0	0	0	27	27	27	19	100		
<b>Total GRP/GIMP(000):</b>						0.0	0.0	0.0	0.0	19.5	19.5	19.5	13.5		72.0	

Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots
5/2019	\$0.00 - 0	\$0.00 - 0	\$0.00 - 0
6/2019	\$8,880.00 - 81	\$0.00 - 0	\$8,880.00 - 81
7/2019	\$1,540.00 - 19	\$0.00 - 0	\$1,540.00 - 19

**Total Gross Cost:** \$10,420.00  
**Total Net Cost:** \$8,857.00

**Total Gross CPP:** \$144.72  
**Total Net CPP:** \$123.01

**Other Demos**

Line No	Daypart (Program)	Daypart Code	Gross	C/T	Dur	Total Spots	Men 35-64	
							RTG	CPP
1	MTu 6:00A-10:00A	AM	\$20.00	C	30	12	0.3	\$66.67
2	WTh 6:00A-10:00A	AM	\$175.00	C	30	24	0.3	\$583.33
3	MTu 10:00A-3:00P	MD	\$15.00	C	30	0	0.5	\$30.00
4	MTu 3:00P-7:00P	PM	\$20.00	C	30	12	0.6	\$33.33
5	WTh 3:00P-7:00P	PM	\$180.00	C	30	24	0.6	\$300.00
6	MTuWThFSaSu 6:00A-12:00A	RT	\$0.00	C	30	15	0.4	\$0.00
7	W 6:00A-10:00A	AM	\$175.00	C	30	4	0.3	\$583.33
8	W 3:00P-7:00P	PM	\$180.00	C	30	4	0.6	\$300.00
9	MTuW 6:00A-12:00A	RT	\$0.00	C	30	5	0.4	\$0.00
Total Spots:						100		
Total GRP/GIMP(000):							44.0	
Total Cost:			\$10,420.00				CPP:	\$201.30

# New Order

<b>Media:</b> Radio	<b>Market:</b> Sacramento	<b>Vendor:</b> KZZO-FM	<b>Billing To:</b> Bee Media
<b>Client:</b> Mercury PR	<b>Demo:</b> Women 25-54		2100 Q Street
<b>Product:</b> General	<b>Separation:</b> 30		Sacramento, CA 95816
<b>CPE:</b> //14	<b>Flight Start:</b> 5/13/19	<b>AE:</b> Kasey Cain	
<b>Description:</b> Advocacy Campaign - W25-54 - KYMX, KZZO, KNCI	<b>Flight End:</b> 7/7/19	<b>Phone:</b>	916-321-1594
<b>Rep:</b>	<b>Sales Office:</b>	<b>Fax:</b>	<b>Fax:</b>
<b>Version:</b> 1	<b>Survey:</b> 3BK Dec18-Feb19 MSA ARB PPM		
<b>Comments:</b>			

Line No	Daypart (Program)	Daypart Code	Gross C/T Dur	5/13	5/20	5/27	6/3	6/10	6/17	6/24	7/1	Total Spots	Women 25-54 RTG	CPP
1	MTu 6:00A-10:00A	AM	\$10.00 C 30	0	0	0	0	3	3	3	3	12	0.5	\$20.00
2	WTh 6:00A-10:00A	AM	\$80.00 C 30	0	0	0	0	8	8	8	0	24	0.5	\$160.00
3	MTu 10:00A-3:00P	MD	\$10.00 C 30	0	0	0	0	2	2	2	2	8	0.5	\$20.00
4	WTh 10:00A-3:00P	MD	\$80.00 C 30	0	0	0	0	3	3	3	0	9	0.5	\$160.00
5	MTu 3:00P-7:00P	PM	\$10.00 C 30	0	0	0	0	3	3	3	3	12	0.7	\$14.29
6	WTh 3:00P-7:00P	PM	\$100.00 C 30	0	0	0	0	8	8	8	0	24	0.7	\$142.86
7	MTuWThFSaSu 6:00A-12:00A	RT	\$0.00 C 30	0	0	0	0	9	9	9	0	27	0.4	
8	W 6:00A-10:00A	AM	\$80.00 C 30	0	0	0	0	0	0	0	4	4	0.5	\$160.00
9	W 3:00P-7:00P	PM	\$100.00 C 30	0	0	0	0	0	0	0	3	3	0.7	\$142.86
10	MTuW 6:00A-12:00A	RT	\$0.00 C 30	0	0	0	0	0	0	0	6	6	0.4	
11	W 10:00A-3:00P	MD	\$80.00 C 60	0	0	0	0	0	0	0	3	3	0.5	\$160.00
<b>Total Spots:</b>				0	0	0	0	36	36	36	24	132		
<b>Total GRP/GIMP(000):</b>				0.0	0.0	0.0	0.0	19.3	19.3	19.3	12.6		70.5	

Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots
5/2019	\$0.00 - 0	\$0.00 - 0	\$0.00 - 0
6/2019	\$5,280.00 - 108	\$0.00 - 0	\$5,280.00 - 108
7/2019	\$940.00 - 24	\$0.00 - 0	\$940.00 - 24
<b>Total Gross Cost:</b>		\$6,220.00	<b>Total Gross CPP:</b> \$88.23
<b>Total Net Cost:</b>		\$5,287.00	<b>Total Net CPP:</b> \$74.99

# Other Demos

Line No	Daypart (Program)	Daypart Code	Gross	C/T	Dur	Total Spots	Men 35-64	
							RTG	CPP
1	MTu 6:00A-10:00A	AM	\$10.00	C	30	12	0.1	\$100.00
2	WTh 6:00A-10:00A	AM	\$80.00	C	30	24	0.1	\$800.00
3	MTu 10:00A-3:00P	MD	\$10.00	C	30	8	0.2	\$50.00
4	WTh 10:00A-3:00P	MD	\$80.00	C	30	9	0.2	\$400.00
5	MTu 3:00P-7:00P	PM	\$10.00	C	30	12	0.2	\$50.00
6	WTh 3:00P-7:00P	PM	\$100.00	C	30	24	0.2	\$500.00
7	MTuWThFSaSu 6:00A-12:00A	RT	\$0.00	C	30	27	0.1	\$0.00
8	W 6:00A-10:00A	AM	\$80.00	C	30	4	0.1	\$800.00
9	W 3:00P-7:00P	PM	\$100.00	C	30	3	0.2	\$500.00
10	MTuW 6:00A-12:00A	RT	\$0.00	C	30	6	0.1	\$0.00
11	W 10:00A-3:00P	MD	\$80.00	C	60	3	0.2	\$400.00
Total Spots:						132		
Total GRP/GIMP(000):							19.1	
Total Cost:			\$6,220.00				CPP:	\$276.81