

MARKET	STATION	AGENCY	EVENT	DESCRIPTION	FLIGHT DATES	CURRENT YEAR	LENGTH OF PARTNERSHIP	# RATED (if applicable)	# RECORDED PSA	VALUE RECORDED	# LIVE MENTIONS	VALUE BROADCAST	VALUE LIVE BROADCAST	COMMUNITY AFFAIRS SHOW / PROGRAM	VALUE COMMUNITY AFFAIRS SHOW / PROGRAM	WEB EXPOSURE	VALUE WEB EXPOSURE	# BILAST	VALUE BILAST	# SOCIAL MEDIA POSTS	VALUE SOCIAL MEDIA	MOBILE APP	VALUE MOBILE APP	INTERVIEW S	VALUE INTERVIEW	ON SITE PARTICIPATION	VALUE ON SITE PARTICIPATION	TOTAL VALUE
LOUISVILLE	WDIX	KDF	Race Expo	PROMOTE	04/25-04/26	2019	16 yrs			10	10,000									1	100				yes		\$ 1,100	
			Marathon Start & Finish	PARTICIPATION	04/27/19	2019	16 yrs	15	1,500	30	3,000									2	200				yes		\$ 4,700	
			Hot 100 concert	Promote Participation	04/27/19	2019	5yrs	25	2,500	20	2,000									4	400				yes		\$ 4,900	
		Humana society	Parade Preview Party	Promote Participation	4/20/19	2019	5yrs			20	2,000									2	200				yes		\$ 2,200	
			Wet Toys Wednesday	promote donations	04/25-04/30	2019	2yrs													12	1,200				yes		\$ 1,200	
LOUISVILLE	WXMA	KDF	Films Derby Ball	Promote Participation	04/06/19	2019	16 yrs	20	2,000											3	300				yes		\$ 2,300	
			FamFest		04/19/19	2019	1yr	20	2,000											2	200				yes		\$ 2,200	
			Great Balloon Rush Hour Race & Great Balloon Race		04/26/19-04/27/19	2019	10yrs	20	2,000											2	200				yes		\$ 2,200	
LOUISVILLE	WGHL	KDF	Tour De Lou		04/28/19	2019	5yrs	30	3,000											1	100				yes		\$ 3,100	
			New Rock Concert		05/02/19	2019	12yrs	30	3,000											1	100				yes		\$ 3,200	
LOUISVILLE	WMAM	KDF	THE SLICE	promote participation	04/27/19	2019	6yrs	10	1,000	10	1,000									2	200				yes		\$ 2,200	
			Fest-a-Ville Urban Concert	promote participation	04/20/19	2019	12yrs	30	3,000	15	1,500									4	400				yes		\$ 4,900	
		Asopud	Dream Maker awards	promote participation	02/25/19	2019	4yrs	30	3,000	15	1,500									2	200				yes		\$ 4,700	
		Yum Center	Thunder Over Louisville	promote participation	04/13/19	2019	1yr	30	3,000	20	2,000	2	4,000							6	600				yes		\$ 9,600	
LOUISVILLE	WIZB	KDF	DuVillie Classic Drum Line Showcase	promote participation	04/27/19	2019	6yrs	20	2,000	10	1,000									2	200				yes		\$ 3,200	
			YMCA Healthy Kids Day/MiniFun Run	promote participation	04/28/19	2019	6yrs	20	2,000	10	1,000									2	200				yes		\$ 3,200	
			GospelFest	promote participation	04/28/19	2019	5yrs	20	2,000	10	1,000									2	200				yes		\$ 3,200	
		Asopud	Dream Makers Awards	promote participation	02/25/19	2019	4yrs	30	3,000	15	1,500									2	200				yes		\$ 4,700	
		Yum Center	Thunder Over Louisville	promote participation	04/13/19	2019	1yr	30	3,000	20	2,000	2	6,000							6	600				yes		\$ 11,600	
LOUISVILLE	ALPHA MEDIA LOUISVILLE	AMERICAN FOOD TRUCK ASSOCIATION	FOOD TRUCK FESTIVAL	PROMOTE PARTICIPATION	04/09/19-05/18/19	2019	2yrs	70	7,000	40	4,000									10	1,000				yes		\$ 12,000	