

Demo: Adults 35+
 Agency: Gateway Media
 Advertiser: John Cox for Governor
 Product: Cox Flight #2 Sept 24 - Oct 3
 Flight Start: 9/24/2018
 Flight End: 10/3/2018
 Total Cost: \$6,525.00
 Total Spots: 39

Market/Station/Daypart	Rate	AQH Rtg	AQH	CPP	GRP	GLMP	Len	Weight	Total Spots	Total Cost	Wk1 9/24	Wk2 10/1
KNCI-FM												
M-F 6a-10a	\$175.00	0.3	3500	\$583.33	0.0	0	60	100%	0	\$0.00	0	0
M-F 10a-3p	\$175.00	0.5	6300	\$350.00	1.5	18,900	60	100%	3	\$525.00	3	0
M-F 3p-7p	\$175.00	0.4	4600	\$437.50	2.4	27,600	60	100%	6	\$1,050.00	6	0
Sa 6a-10a	\$50.00	0.2	2500	\$250.00	0.2	2,500	60	100%	1	\$50.00	1	0
Sa 10a-3p	\$75.00	0.4	4800	\$187.50	0.4	4,800	60	100%	1	\$75.00	1	0
Sa 3p-7p	\$75.00	0.3	4300	\$250.00	0.3	4,300	60	100%	1	\$75.00	1	0
Su 6a-10a	\$45.00	0.1	1700	\$450.00	0.0	0	60	100%	0	\$0.00	0	0
Su 10a-3p	\$75.00	0.3	4000	\$250.00	0.3	4,000	60	100%	1	\$75.00	1	0
Su 3p-7p	\$75.00	0.3	3700	\$250.00	0.3	3,700	60	100%	1	\$75.00	1	0
M-W 6a-10a	\$175.00	0.3	3500	\$583.33	0.0	0	60	100%	0	\$0.00	0	0
M-W 10a-3p	\$175.00	0.5	6300	\$350.00	1.0	12,600	60	100%	2	\$350.00	0	2
M-W 3p-7p	\$175.00	0.4	4600	\$437.50	1.2	13,800	60	100%	3	\$525.00	0	3
Station Total				\$368.42	7.6	92,200			19	\$2,800.00		
KVMX-FM												
M-F 6a-10a	\$200.00	0.4	5400	\$500.00	1.2	16,200	60	100%	3	\$600.00	3	0
M-F 10a-3p	\$225.00	0.7	8700	\$321.43	2.1	26,100	60	100%	3	\$675.00	3	0
M-F 3p-7p	\$225.00	0.6	7300	\$375.00	1.8	21,900	60	100%	3	\$675.00	3	0
Sa 6a-10a	\$75.00	0.3	3300	\$250.00	0.3	3,300	60	100%	1	\$75.00	1	0
Sa 10a-3p	\$100.00	0.7	8700	\$142.86	0.7	8,700	60	100%	1	\$100.00	1	0
Sa 3p-7p	\$100.00	0.4	5200	\$250.00	0.4	5,200	60	100%	1	\$100.00	1	0
Su 6a-10a	\$75.00	0.1	1400	\$750.00	0.0	0	60	100%	0	\$0.00	0	0
Su 10a-3p	\$100.00	0.5	6200	\$200.00	0.5	6,200	60	100%	1	\$100.00	1	0
Su 3p-7p	\$100.00	0.3	3400	\$333.33	0.3	3,400	60	100%	1	\$100.00	1	0
M-W 6a-10a	\$200.00	0.4	5400	\$500.00	0.8	10,800	60	100%	2	\$400.00	0	2
M-W 10a-3p	\$225.00	0.7	8700	\$321.43	1.4	17,400	60	100%	2	\$450.00	0	2
M-W 3p-7p	\$225.00	0.6	7300	\$375.00	1.2	14,600	60	100%	2	\$450.00	0	2
Station Total				\$348.13	10.7	133,800			20	\$3,725.00		
Market Total				\$356.56	18.3	226,000			39	\$6,525.00		