

MARKET	STATION	AGENCY	EVENT	DESCRIPTION	FLIGHT DATES	CURRENT YEAR	LENGTH OF PARTNERSHIP	\$ RAISED (if Applicable)	# RECORDED PSAs	VALUE RECORDED	# LIVE MENTIONS	VALUE LIVE MENTIONS	LIVE BROADCAST	VALUE LIVE BROADCAST	COMMUNITY AFFAIRS SHOW / PROGRAM	VALUE COMMUNITY AFFAIRS SHOW / PROGRAM	WEB EXPOSURE	VALUE WEB EXPOSURE	# EBLAST	VALUE EBLAST	# SOCIAL MEDIA POSTS	VALUE SOCIAL MEDIA	MOBILE APP	VALUE MOBILE APP	INTERVIEWS	VALUE INTERVIEWS	ON SITE PARTICIPATION	VALUE ON SITE PARTICIPATION	TOTAL VALUE
Louisville	WGHL	Norton Children's Hospital	Radiothon 2016	GHL Truck on site at event and PSA's running in support	November	2016	6 years	175,000	20	2,000							yes	2,000								yes	200	\$ 179,200	
Louisville	WGHL	Making Strides Against Cancer	Making Strides Walk	website presence for event and live liners supporting event. Truck/personality presence on site.	October	2016	5 years				40	4,000					yes	2,000								yes	100	\$ 6,100	