

Ves Greenway

Rep: Maria Palatin
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 5/11/2022 1:22 PM

Flight Dates: 05/17/2022 - 06/07/2022

Day: P 31-70 Ethnic = Hispanic/All

Schedule Description:

KLOK KSES Spanish Radio

Radio Market: MONTEREY-SALINAS-SANTA CRUZ

Survey: DEC21 (OCT-DEC) / NOV21 (SEP-NOV) / OCT21

(AU)

Geography: Metro

Please start KSES schedule 5/18/22

Radio	Spots	Daypart	Length	Unit Rate	Total Cost	Average Rating	Schedule Cume Persons	CPP	DPM	GRP's	Frequency	Net Reach	GR
KLOK-FM	182			\$19.25	\$3,503.00	1.6%	31,900	\$11.65	\$8.01	267.3	10.2	29,800	301,600
Flight A: 1 wk (05/18)													
Line Week Total	42			\$19.10	\$802.00	1.6%	20,800	\$11.55	\$7.96	69.2	5.8	17,600	171,100
	12			\$19.10	\$229.00	1.6%	7,000	\$11.55	\$7.96	19.2	1.5	5,000	50,000
	10	6A-10A		\$19.00	\$190.00	1.0%	8,700	\$13.00	\$8.67	10.0	2.5	5,900	15,900
	16	10A-3P		\$15.00	\$240.00	1.7%	13,400	\$5.41	\$6.40	27.2	3.8	10,500	40,000
	16	3P-7P		\$25.00	\$400.00	2.0%	14,400	\$13.00	\$8.97	32.0	4.0	11,600	46,400
Flight B: 2 wks (05/25 - 06/03)	100			\$19.25	\$1,925.00	1.6%	25,200	\$11.61	\$8.03	165.2	10.5	20,000	247,000
Line Week Total	50			\$19.25	\$962.00	1.6%	10,900	\$11.57	\$8.02	40.6	5.0	9,100	107,100
	12	6A-10A		\$19.00	\$228.00	1.0%	6,700	\$13.00	\$8.67	12.0	2.3	8,300	18,000
	18	10A-3P		\$15.00	\$270.00	1.7%	13,400	\$9.41	\$6.40	30.6	4.1	10,800	45,000
	20	3P-7P		\$26.00	\$520.00	2.0%	14,400	\$13.00	\$8.97	40.0	4.8	12,100	58,000
Flight C: 1 wk (06/06)	20			\$19.25	\$385.00	1.6%	20,900	\$11.70	\$8.02	32.9	3.2	10,100	48,200
Line Week Total	20			\$19.25	\$385.00	1.6%	20,900	\$11.70	\$8.02	32.9	3.2	10,100	48,200
	5	6A-10A		\$19.00	\$95.00	1.0%	8,700	\$13.00	\$8.67	5.0	1.7	4,500	7,500
	7	10A-3P		\$16.00	\$112.00	1.7%	13,400	\$9.41	\$6.40	11.9	2.1	9,200	17,500
	8	3P-7P		\$25.00	\$200.00	2.0%	14,400	\$13.00	\$8.97	15.0	2.4	9,700	23,200
	145			\$19.00	\$1,865.00	1.4%	21,900	\$8.15	\$6.12	205.9	14.9	20,500	304,500
KSES-FM													
Flight A: 1 wk (05/18)													

The first date listed is the Primary Date

This report was created by TAPSCAN using the following Radio information: MONTEREY-SALINAS-SANTA CRUZ, DEC21 (OCT-DEC) / NOV21 (SEP-NOV) / OCT21 (AUG-OCT) / SEP21 (JULY-AUG) / JUL21 (MAY-JUN)
 Metro, Multiple Dayparts Used: P 31-70, Socioeconomic Criteria Used: See Detailed Sourcing Page for Complete Details

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Schedule

nielsen

Yes Greenway



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5/11/2022 1:23 PM

KSBS-FM (continued)

One Week Total

M-F 6A-10A
M-F 10A-3P
M-F 3P-7P

Flight B - 2 wks (05/23-05/30)

One Week Total

M-F 6A-10A
M-F 10A-3P
M-F 3P-7P

Flight C - 1 wk (06/06)

One Week Total

M-F 6A-10A
M-F 10A-3P
M-F 3P-7P

Spots	Length	Unit Rate	Total Cost	Average Rating	Schedule Change Persons	CPP	CPM	GRPs	Frequency	Net Reach	Bls
25		\$13.00	\$325.00	1.4%	14,800	\$4.16	\$6.18	35.5	4.5	11,700	52,500
25		\$13.00	\$325.00	1.4%	14,800	\$9.15	\$8.19	35.5	4.5	11,700	52,500
10:30		\$13.00	\$130.00	1.8%	9,600	\$7.22	\$5.00	18.0	3.8	7,800	28,300
10:30		\$13.00	\$130.00	1.4%	8,200	\$9.88	\$6.18	14.0	3.3	8,400	21,500
5:30		\$13.00	\$65.00	0.7%	7,900	\$18.57	\$11.82	9.5	1.6	3,800	5,900
100		\$13.00	\$1,300.00	1.4%	17,500	\$9.15	\$6.18	142.0	12.9	19,300	210,000
50		\$13.00	\$650.00	1.4%	14,800	\$9.15	\$6.18	71.0	6.5	7,000	105,000
20:30		\$13.00	\$260.00	1.8%	9,600	\$7.22	\$5.00	36.0	6.1	8,600	52,000
20:30		\$13.00	\$260.00	1.4%	8,200	\$9.29	\$6.18	29.0	5.8	7,200	42,000
10:30		\$13.00	\$130.00	3.7%	7,900	\$18.57	\$11.82	7.0	2.3	4,800	11,000
20		\$13.00	\$260.00	1.4%	14,800	\$9.15	\$6.18	28.4	3.9	11,200	42,300
20		\$13.00	\$260.00	1.4%	14,800	\$9.15	\$6.18	28.4	3.9	11,200	42,300
8:30		\$13.00	\$104.00	1.8%	9,600	\$7.22	\$5.00	16.4	2.9	7,800	28,800
8:30		\$13.00	\$104.00	1.4%	8,200	\$9.29	\$6.18	11.2	2.9	6,000	16,800
4:30		\$13.00	\$52.00	0.7%	7,900	\$18.57	\$11.82	8.8	1.5	3,000	4,400

The info listed is the Primary Data

This report was created by TAPSCAN using the following Radio Information: MONTEREY, SALINAS, SANTA CRUZ, DEC21 (OCT-DEC), NOV21 (SEP-NOV), OCT21 (AUG-OCT), SEPT21 (JUL-SEPT), AUG21 (JUN-AUG), JUL21 (MAY-JUL)

Maria Peraldo (Email: mperaldo@entervision.com) Base Detailed Sourcing Page for Campaign Details

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Yes Greenway



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 5/11/2022 1:22 PM

Schedule Grand Totals: 4 Weeks

Station	Spots	Unit Rate	Total Cost	Average Rating	Schedule Curve Persons	CPP	CPM	GRPs	Frequency	Net Rating	GIs
Radio Total	307	\$16.88	\$5,180.00	1.8%	31,800	\$10.57	\$7.08	473.3	14.3	44,759	554,100
KLOK-FM	162	\$19.23	\$3,115.00	1.6%	31,800	\$11.65	\$8.01	267.3	13.2	29,800	381,800
KSES-FM	145	\$13.00	\$1,865.00	1.4%	21,800	\$8.15	\$8.19	205.9	14.9	20,500	304,500

Accepted by Station

Date
 5/12/22

Accepted by Client
 YES GREENWAY
 PPC #1439610

Date
 5/12/22

Spots are one-airtable. Pre-empt can be made good within flight only. Schedule OK to start: able based on production availability client signature and/or payment

The first column listed in the Primary Demos
 This report was created by TAPSCAN using the following Radio information: MONTEREY SA, JAS SANTA CRUZ, DEC21/DEC21, NOV27, SEP NOV, OCT21, AUG-OCT21, SEP21, JUL-SEP21, AUG21, JUN-AUG21, JUL21, MAY
 JUL, March, Multiple Columns Used P.17.7. Schedule Curve Criteria Used: See Detailed Scheduling Page for Complete Details
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Partido Único MONTEREY-SALINAS-SANTA CRUZ

Chrysler Metro
Chrysler Multi

Age/Gender	Ethnic - Hispanic/All	Socioeconomic	Population	Inhab
Adults 31-70 (Primary)			147 800	2 671

The Reach and Frequency Model utilized by Kelsen is formulated on the bases of the Hearn Model, a Linear-Frequency reach-and-frequency model, and the Slide Rule audience cumulative gain model.

A Nisbett Audio eBook Species Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.