

Sales Order

#668083

Station: KLCA-HD4 Buyer: _____
 Contract Name: 5/19 MIGUEL MARTINEZ HD4 Tax Schedule: _____ (None)
 Contract#: _____ (none) Agency Commission %: 0
 Start Date: 5/19/24 End Date: 5/25/24 Billing Cycle: Calendar
 Revenue Type: POLITICAL - DIRECT Type: Cash Salesperson: POLITICAL Comm %: 1.50
 Advertiser: COMMITTEE TO ELECT MIGUEL Makegood Policy: Within Contract Dates
 Address: MARTINEZ
255 W. MOANA LANE STE #214
 City: RENO State: NV Zip: 89509
 Phone: (775) 636-3073
 Product Name: _____
 Competitive Code: POLITICAL

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION							RATE	TOTALS		PTY		
	START	END		START	END		M	T	W	T	F	SA	SU		Per Wk	D/W		SPOTS	\$\$
1	5/19/24	5/19/24		10:00 AM	3:00 PM	30							2	2	D	15.00	2	30.00	
2	5/19/24	5/19/24		10:00 AM	3:00 PM	60							2	2	D	20.00	2	40.00	
3	5/20/24	5/24/24		6:00 AM	10:00 AM	30	1	1	1	1	1			5	D	20.00	5	100.00	
4	5/20/24	5/24/24		10:00 AM	3:00 PM	30	1	2	1	2	1			7	D	20.00	7	140.00	
5	5/20/24	5/24/24		3:00 PM	7:00 PM	30	2	1	1	1	1			6	D	20.00	6	120.00	
6	5/25/24	5/25/24		10:00 AM	3:00 PM	30						2		2	D	20.00	2	40.00	
7	5/20/24	5/24/24		6:00 AM	10:00 AM	60	1	1	1	1	1			5	D	25.00	5	125.00	
8	5/20/24	5/24/24		10:00 AM	3:00 PM	60	2	1	2	1	1			7	D	25.00	7	175.00	
9	5/20/24	5/24/24		3:00 PM	7:00 PM	60	1	1	1	1	2			6	D	25.00	6	150.00	
10	5/25/24	5/25/24		10:00 AM	3:00 PM	60						2		2	D	25.00	2	50.00	

Billing Projections: By Month

May 24
 CA 970.00
 ST 970.00

Print Spot Prices

TOTAL SPOTS 44
 GROSS TOTAL \$ 970.00
 ADJUSTED SPOTS 44
 ADJUSTED TOTAL \$ 970.00

APPROVE DECLINE

- General Manager
- Administrator
- Sales Manager
- Local Sales Manager

Miguel Martinez for City Council



From: Jill Gover
 Phone: (775) 829-1964 x233
 Email:
 5/16/2024 10:04 PM

Flight Dates: 05/19/2024 - 05/25/2024
 Demo: P 18+

Radio Market: RENO
 Survey: FA23 rv 1 / SP23 rv 1
 Geography: Metro

	Daypart	Spots	Length	Unit Rate	Total Cost
Radio Total		44		\$22.05	\$970.00
KLCA-FM HD4		44		\$22.05	\$970.00
Flight A - 1 wk (05/13)		4		\$17.50	\$70.00
One Week Total		4		\$17.50	\$70.00
	SU 10A-3P	2.30		\$15.00	\$30.00
	SU 10A-3P	2.60		\$20.00	\$40.00
Flight B - 1 wk (05/20)		40		\$22.50	\$900.00
One Week Total		40		\$22.50	\$900.00
	M-F 6A-10A	5.30		\$20.00	\$100.00
	M-F 6A-10A	5.60		\$25.00	\$125.00
	M-F 10A-3P	7.30		\$20.00	\$140.00
	M-F 10A-3P	7.60		\$25.00	\$175.00
	M-F 3P-7P	6.30		\$20.00	\$120.00
	M-F 3P-7P	6.60		\$25.00	\$150.00
	Sa 10A-3P	2.30		\$20.00	\$40.00
	Sa 10A-3P	2.60		\$25.00	\$50.00

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio Information: RENO; FA23 rv 1 / SP23 rv 1; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.
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Miguel Martinez for City Council



From: Jill Gover

Phone: (775) 829-1964 X233

Email:

5/16/2024 10:04 PM

Schedule Grand Totals: 2 Weeks

Radio Total	Stations	Spots	Unit Rate	Total Cost
KCA-FM HD4		44	\$22.05	\$970.00
		44	\$22.05	\$970.00

Accepted by Station

Date

Accepted by Client

Date

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.

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Detailed Sourcing Summary

Radio Market: RENO

Survey: Average of Nielsen Radio Fall 2023 (Rev 1), Nielsen Radio Spring 2023 (Rev 1)

Geography: Metro

Daypart: Multiple Dayparts Used

Demographic/Population:

Age/Gender	Population	Intab
Adults 18+ (Primary)	557,800	2,307

Stations: User Selected

Additional

Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Please note: The Intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one diarykeeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear-Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website:

<http://ascription.nielsen.com>

Rating Reliability Estimator:

<https://re.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.

<https://ebook.nielsen.com/secure/RR8/2023FAL/0275/pdfs/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/RR8/2023SPR/0275/pdfs/SpecialNotices.pdf>

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