





Proposed: 2/15/2024

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# KNCQ-FM

1588 Charles Drive, Redding, CA 96003

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Client: MATT PLUMMER FOR DIST 4 SUPERVISOR

Agency: Direct

AE: YAMAMOTO, NAOMI

Product: add on

Contact:

Assistant:

## Campaign Summary

Market: Redding, CA  
Total Occ: 9

Total Ratings: 12.6  
Total Impressions: 8,100  
Total Reach: 4.9  
P.O. #:

CPP: \$7.14  
CPM: \$11.11  
Contract Total: \$90.00  
Total Frequency: 2.6

Number of Weeks: 3

Campaign Dates: 2/12/2024 to 3/3/2024 [3 wk(s)];

Comments:

Week of (Monday)	# of Occ	Avg. Rtg	% Prime	Avg. Cost	GRP	Ttl Imp	CPP	CPM	Reach	Frequency	Airtime	Total Gross
2/12/2024	3	1.4	0%	\$10.00	4.2	2,700	\$7.14	\$11.11	2.80	1.5	\$30.00	\$30.00
2/19/2024	3	1.4	0%	\$10.00	4.2	2,700	\$7.14	\$11.11	4.10	2.0	\$30.00	\$30.00
2/26/2024	3	1.4	0%	\$10.00	4.2	2,700	\$7.14	\$11.11	4.90	2.6	\$30.00	\$30.00
											\$90.00	\$90.00
<b>Total</b>	9	1.4	0%	\$10.00	12.6	8,100	\$7.14	\$11.11	4.9	2.6	<b>Total Net</b>	\$90.00

In way of acceptance, the parties affix their signature to this booking, thereby affording it the same legal terms and qualities as a sales contract. Taxes, if applicable, are extra.

\_\_\_\_\_  
Signature of Client

\_\_\_\_\_  
Signature of Sales Rep

\_\_\_\_\_  
Signature of Sales Manager

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date