



Proposed: 2/12/2024

Ph: 530-244-9700

Fax: 530-244-9707

KNCQ-FM

1588 Charles Drive, Redding, CA 96003

Revised: 2/12/2024 3:26:54 PM

Ref: 12036

Page: 1

Client: MATT PLUMMER FOR DIST 4 SUPERVISOR

Agency: Direct

AE: YAMAMOTO, NAOMI

Product: Matt Plummer for Supervisor

Contact:

Assistant:

Campaign Summary

Market: Redding, CA
Total Occ: 16

Total Ratings: 39.4
Total Impressions: 25,000
Total Reach: 7.13
P.O. #:

CPP: \$13.20
CPM: \$20.80
Contract Total: \$520.00
Total Frequency: 5.5

Number of Weeks: 2

Campaign Dates: 2/19/2024 to 3/3/2024 [2 wk(s)];

Comments:

Proposed Schedule (Z6 C-Pol-D)

Days	Hours	Rate(\$)	Aud	Len (m:ss)	Feb.		Ttl Occ.
					19	26	
Mo-Fr	06:00am - 10:00am	\$36.00	2,200(1)	0:30		3	3
	[DSA: M=0, T=1, W=1, Th=1, F=0]						
Mo-Fr	06:00am - 10:00am	\$35.00	2,200(1)	0:30		2	2
	[DSA: M=1, T=0, W=1, Th=0, F=0]						
Mo-Fr	10:00am - 03:00pm	\$32.00	1,500(1)	0:30		3	3
	[DSA: M=0, T=1, W=1, Th=0, F=1]						
Mo-Fr	10:00am - 03:00pm	\$32.00	1,500(1)	0:30		1	1
	[DSA: M=0, T=1, W=0, Th=0, F=0]						
Mo-Fr	10:00am - 03:00pm	\$32.00	1,500(1)	0:30		2	2
	[DSA: M=0, T=1, W=1, Th=0, F=0]						
Mo-Fr	03:00pm - 07:00pm	\$30.00	1,000(1)	0:30		2	2
	[DSA: M=1, T=1, W=0, Th=0, F=0]						
Mo-Fr	03:00pm - 07:00pm	\$30.00	1,000(1)	0:30		3	3
	[DSA: M=1, T=0, W=1, Th=0, F=1]						

Client hereby agrees to pay for delivered services upon receipt of invoice and understands and agrees to the Contract Conditions presented with this contract.

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Comments:

Month (Calendar)	# of Occ	Avg. Rtg	% Prime	Avg. Cost	GRP	Ttl Imp	CPP	CPM	Reach	Frequency	Airtime	Total Gross
Feb,2024	16	2.5	0%	\$32.50	39.4	25,000	\$13.20	20.8	7.13	5.5	\$520.00	\$520.00
Total	16	2.5	0%	\$32.50	39.4	25,000	\$13.20	\$20.80	7.13	5.5	Total Net	\$520.00

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