



Proposed: 2/29/2024

Ph: 530-244-9700

Fax: 530-244-9707

KNCQ-FM

1588 Charles Drive, Redding, CA 96003

Revised: 2/29/2024 9:59:00 AM

Ref: 12073

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: 17

Total Ratings: 36.1
Total Impressions: 22,900
Total Reach: 7.01
P.O. #:

CPP: \$11.33
CPM: \$17.86
Contract Total: \$409.00
Total Frequency: 5.1

Number of Weeks: 2

Campaign Dates: 2/26/2024 to 3/3/2024 [1 wk(s)]; 3/4/2024 to 3/10/2024 [1 wk(s)];

Comments:

Proposed Schedule (Z6 C-Pol-D)

Days	Hours	Rate(\$)	Aud	Len (m:ss)	Feb. 26	Mar. 4	Ttl Occ.
Mo-Fr	06:00am - 10:00am	\$35.00	2,200(1)	0:30	2		2
	[DSA: M=0, T=0, W=0, Th=0, F=2]						
Mo-Fr	10:00am - 03:00pm	\$32.00	1,500(1)	0:30	2		2
Mo-Fr	03:00pm - 07:00pm	\$30.00	1,000(1)	0:30	1		1
	[DSA: M=0, T=0, W=0, Th=0, F=1]						
Mo-Fr	06:00am - 10:00am	\$35.00	2,200(1)	0:30		2	2
	[DSA: M=1, 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=1, T=1, W=0, 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]						
Sa	06:00am - 07:00pm	\$10.00	1,000(1)	0:30	3		3
Su	06:00am - 07:00pm	\$7.00	700(1)	0:30	3		3

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

This report was created in SDS using the following information: Redding, CA; FA22,SP23; Metro; Multiple Dayparts Used; A25-54; Copyright © 2024 The Nielsen Company. All rights reserved.



Proposed: 2/29/2024

Ph: 530-244-9700

Fax: 530-244-9707

KNCQ-FM

1588 Charles Drive, Redding, CA 96003

Revised: 2/29/2024 9:59:00 AM

Ref: 12073

Page: 2

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: 17

Total Ratings: 36.1
Total Impressions: 22,900
Total Reach: 7.01
P.O. #:

CPP: \$11.33
CPM: \$17.86
Contract Total: \$409.00
Total Frequency: 5.1

Number of Weeks: 2

Campaign Dates: 2/26/2024 to 3/3/2024 [1 wk(s)]; 3/4/2024 to 3/10/2024 [1 wk(s)];

Comments:

Month (Calendar)	# of Occ	Avg. Rtg	% Prime	Avg. Cost	GRP	Ttl Imp	CPP	CPM	Reach	Frequency	Airtime	Total Gross
Feb,2024	2	2.4	0%	\$32.00	4.8	3,000	\$13.33	21.3333	3.06	1.6	\$64.00	\$64.00
Mar,2024	15	2.1	0%	\$23.00	31.3	19,900	\$11.02	17.3367	7.01	5.1	\$345.00	\$345.00
											\$409.00	\$409.00
Total	17	2.1	0%	\$24.06	36.1	22,900	\$11.33	\$17.86	7.01	5.1	Total Net	\$409.00

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