



Proposed: 1/11/2024

Ph: 530-244-9700

Fax: 530-244-9707

# KNCQ-FM

1588 Charles Drive, Redding, CA 96003

Revised: 1/18/2024 4:55:46 PM

Ref: 10675

Page: 1

Client: DAN SLOAN SHASTA CO SUPERVISOR

Agency: Direct

AE: HANAN, DAN

Product: POLITICAL DAN SLOAN

Contact: DAN SLOAN

Assistant:

## Campaign Summary

Market: Redding, CA  
Total Occ: 388

Total Ratings: 732.2  
Total Impressions: 465,800  
P.O. #:

Contract Total: \$8,572.00

Number of Weeks: 8

Campaign Dates: 1/15/2024 to 3/3/2024 [7 wk(s)]; 3/4/2024 to 3/10/2024 [1 wk(s)];

Comments:

## Proposed Schedule

Days		Rate(\$)	Len (m:ss)	Jan.			Feb.				Mar.	Ttl Occ.
MTWTFSS	Hours			15	22	29	5	12	19	26	4	
Mo-Fr	06:00am - 10:00am	\$36.00	0:30	8	10		12	5	8	15		58
Mo-Fr	10:00am - 03:00pm	\$28.00	0:30	8	10		12	5	8	15		58
Mo-Fr	03:00pm - 07:00pm	\$28.00	0:30	8	10		12	5	8	15		58
Mo-Fr	07:00pm - 12:00am	\$10.00	0:30	8	10		12	5	8	15		58
Sa	06:00am - 07:00pm	\$10.00	0:30	5	5	8	10	5	5	10		48
Su	06:00am - 07:00pm	\$7.00	0:30	5	5	8	10	5	5	10		48
MT	06:00am - 10:00am	\$36.00	0:30							20		20
MT	10:00am - 03:00pm	\$28.00	0:30							20		20
MT	03:00pm - 07:00pm	\$28.00	0:30							20		20

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.



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Comments:

Month (Calendar)	# of Occ	Avg. Rtg	GRP	Airtime	Total Gross
Jan,2024	76	1.8	134.8	\$1,598.00	\$1,598.00
Feb,2024	220	1.8	391.3	\$4,658.00	\$4,658.00
Mar,2024	92	2.2	206.1	\$2,316.00	\$2,316.00
				\$8,572.00	\$8,572.00
<b>Total</b>	388	1.9	732.2	<b>Total Net</b>	\$8,572.00

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