



Proposed: 2/16/2024
 Ph: 530-244-9700
 Fax: 530-244-9707

KNCCQ-FM

1588 Charles Drive, Redding, CA 96003

Revised: 2/16/2024 9:15:07 AM
 Ref: 12043
 Page: 1

Client: ALLEN LONG SUPERVISOR DISTRICT 2
 Product: District 2

Agency: MY UMBRELLA MARKETING
 Contact:

AE: YAMAMOTO, NAOMI
 Assistant:

Campaign Summary

Market: Redding, CA
 Total Occ: 135

Total Ratings: 303.2
 Total Impressions: 192,200
 Total Reach: 9.13
 Est. #:

CPP: \$12.13
 CPM: \$19.14
 Contract Total: \$3,678.00
 Total Frequency: 33.2

Number of Weeks: 3
 Campaign Dates: 2/19/2024 to 3/10/2024 [3 wk(s)]
 Comments:

Proposed Schedule (Z7 C-Pol-A)

Days	MTWTFSS	Hours	Rate(\$)	Aud (m:ss)	Len	Feb. 19	Feb. 26	Mar. 4	Td Occ.
Mo-Fr	[DSA: M=0, T=0, W=2, Th=2, F=2]	06:00am - 10:00am	\$36.00	2,200(1)	0:30	6			6
Mo-Fr	[DSA: M=4, T=4, W=4, Th=4, F=4]	06:00am - 10:00am	\$36.00	2,200(1)	0:30		20		20
MTW	[DSA: M=4, T=4, W=0]	06:00am - 10:00am	\$36.00	2,100(1)	0:30			8	8
Mo-Fr	[DSA: M=0, T=0, W=4, Th=4, F=4]	10:00am - 03:00pm	\$28.00	1,500(1)	0:30	12			12
Mo-Fr	[DSA: M=4, T=4, W=4, Th=4, F=4]	10:00am - 03:00pm	\$28.00	1,500(1)	0:30		20		20
MT	[DSA: M=4, T=4]	10:00am - 03:00pm	\$28.00	1,600(1)	0:30			8	8
Mo-Fr	[DSA: M=0, T=0, W=4, Th=4, F=4]	03:00pm - 07:00pm	\$30.00	1,000(1)	0:30	12			12
Mo-Fr	[DSA: M=3, T=4, W=4, Th=4, F=4]	03:00pm - 07:00pm	\$30.00	1,000(1)	0:30		19		19
Mo-Fr	[DSA: M=5, T=2, W=0, Th=0, F=0]	03:00pm - 07:00pm	\$30.00	1,000(1)	0:30			7	7
Sa		06:00am - 07:00pm	\$10.00	1,000(1)	0:30	6	5		11

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-S4; Copyright © 2024 The Nielsen Company. All rights reserved.



Proposed: 2/16/2024
 Ph: 530-244-9700
 Fax: 530-244-9707

Client: ALLEN LONG SUPERVISOR DISTRICT 2
 Product: District 2

KNCQ-FM
 1588 Charles Drive, Redding, CA 96003

Agency: MY UMBRELLA MARKETING
 Contact

AE: YAMAMOTO, NAOMI
 Assistant:

Revised: 2/16/2024 9:15:07 AM
 Ref: 12043
 Page: 2

Proposed Schedule (Z7 C-Pol-A)

Days	MTWTFSS	Hours	Rate(\$)	Aud	Len	Feb.	Mar.	TH	Occ.
SU		06:00am - 07:00pm	\$7.00	700(1)	0:30	6	6		12

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: 2/16/2024
 Ph: 530-244-9700
 Fax: 530-244-9707

KNCQ-FM
 1588 Charles Drive, Redding, CA 96003

Revised: 2/16/2024 9:15:07 AM
 Ref: 12043
 Page: 3

Client: ALLEN LONG SUPERVISOR DISTRICT 2
 Product: District 2

Agency: MY UMBRELLA MARKETING
 Contact:

AE: YAMAMOTO, NAOMI
 Assistant:

Campaign Summary

Market: Redding, CA
 Total Occ: 135

Total Ratings: 303.2
 Total Impressions: 192,200
 Total Reach: 9.13
 Est. #:

CPP: \$12.13
 CPM: \$19.14
 Contract Total: \$3,678.00
 Total Frequency: 33.2

Number of Weeks: 3

Campaign Dates: 2/19/2024 to 3/10/2024 [3 wk(s)]
 Comments:

Week of (Monday)	# of Occ	Avg. Rtg	% Prime	Avg. Cost	GRP	TU Imp	CPP	CPM	Reach	Frequency	Airtime	Total Gross
2/19/2024	42	2.0	0%	\$24.14	84.6	53,400	\$11.99	\$18.99	8.21	10.3	\$1,014.00	\$1,014.00
2/26/2024	70	2.3	0%	\$27.74	161.0	102,200	\$12.06	\$19.00	9.05	27.1	\$1,942.00	\$1,942.00
3/4/2024	23	2.5	0%	\$31.39	57.6	36,600	\$12.53	\$19.73	9.13	33.2	\$722.00	\$722.00
Total	135	2.2	0%	\$27.24	303.2	192,200	\$12.13	\$19.14	9.13	33.2	\$3,678.00	\$3,678.00
											Total Net	\$3,126.30

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.

Naomi Yamamoto
 Signature of Client

2-16-24
 Date

Signature of Sales Rep

Date

Signature of Sales Manager

Date



Proposed: 2/16/2024
Ph: 530-244-9700
Fax: 530-244-9707

KESR-FM

1588 Charles Drive, Redding, CA 96003

Revised: 2/16/2024 9:14:01 AM
Ref: 12044
Page: 1

Client: ALLEN LONG SUPERVISOR DISTRICT 2
Product: District 2

Agency: MY UMBRELLA MARKETING
Contact:

AE: YAMAMOTO, NAOMI
Assistant:

Campaign Summary

Est. #: Contract Total: \$322.00

Total Occ: 53
Number of Weeks: 3
Campaign Dates: 2/19/2024 to 3/10/2024 [3 wk(s)]
Comments:

Proposed Schedule

Days	MTWTFSS	Hours	Rate(\$)	Len (m:ss)	Feb. 19 26 4	Mar. 4	TR Occ.
Mo-Fr	06:00am - 10:00am		\$8.00	0:30	6		6
	[DSA: M=0, T=0, W=2, Th=2, F=2]						
Mo-Fr	06:00am - 10:00am		\$8.00	0:30	10		10
	[DSA: M=2, T=2, W=2, Th=2, F=2]						
MTW	06:00am - 10:00am		\$8.00	0:30		8	8
	[DSA: M=4, T=4, W=0]						
Mo-Fr	03:00pm - 07:00pm		\$6.00	0:30	6		6
	[DSA: M=0, T=0, W=2, Th=2, F=2]						
Mo-Fr	03:00pm - 07:00pm		\$6.00	0:30	7		7
	[DSA: M=1, T=2, W=1, Th=2, F=1]						
Mo-Fr	03:00pm - 07:00pm		\$6.00	0:30		2	2
	[DSA: M=2, T=0, W=0, Th=0, F=0]						
Sa	06:00am - 07:00pm		\$5.00	0:30	2	2	4
Su	06:00am - 07:00pm		\$2.00	0:30	5	5	10

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, SP23, FA23; Metro; Multiple Dayparts Used; A25-54; Copyright © 2024 The Nielsen Company. All rights reserved.



Proposed: 2/16/2024
 Ph: 530-244-9700
 Fax: 530-244-9707

KESR-FM

1588 Charles Drive, Redding, CA 96003

Revised: 2/16/2024 9:14:01 AM
 Ref: 12044
 Page: 2

Client: ALLEN LONG SUPERVISOR DISTRICT 2
 Product: District 2

Agency: MY UMBRELLA MARKETING
 Contact:

AE: YAMAMOTO, NAOMI
 Assistant:

Campaign Summary			
Total Occ: 53		Contract Total: \$322.00	
Number of Weeks: 3		Est. #:	
Campaign Dates: 2/19/2024 to 3/10/2024 [3 wk(s)]:			
Comments:			
Week of (Monday)	# of Occ	Airtime	Total Gross
2/19/2024	19	\$104.00	\$104.00
2/26/2024	24	\$142.00	\$142.00
3/4/2024	10	\$76.00	\$76.00
Total		\$322.00	\$322.00
		Agency Commission	\$48.30
		Total Net	\$273.70

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
Naomi Yamamoto

Signature of Sales Rep

Date
 2-16-24

Signature of Sales Manager

Date

Signature of Sales Manager

Date