

SANTA CLARA COUNTY CORRECTIONAL POA rev



From: Lauran Bloom
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 8/31/2020 6:02 PM

Joseph Cariffe

9/4/2020

Flight Dates: 09/21/2020 - 10/25/2020
 Demo: P 18+

Radio Market: SAN JOSE
 Survey: JUL20
 Geography: Metro

ScheduleDescription:
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	Daypart	Spots	Daypart Title	Length	Unit Rate	Total Cost	Weight	Average Rating	CPP	GRPs	% Reach	Frequency	Gls	CPM
Radio Total		50			\$90.00	\$4,500.00		0.3%	\$304.05	14.8	9.0%	1.7	231,400	\$19.57
KUFY-FM		50			\$90.00	\$4,500.00		0.3%	\$304.05	14.8	9.0%	1.7	231,400	\$19.57
Flight A - 2 wks (09/28, 10/19)														
		34			\$91.18	\$3,100.00		0.3%	\$303.92	10.2	6.7%	1.6	159,000	\$19.40
One Week Total		17			\$91.18	\$1,550.00		0.3%	\$303.92	5.1	3.8%	1.4	79,500	\$19.40
	M-F 6A-10A	2	Morning Drive	30	\$150.00	\$300.00	100.0%	0.3%	\$500.00	0.6	0.6%	1.1	10,000	\$30.00
	M-F 10A-3P	4	Midday	30	\$150.00	\$600.00	100.0%	0.5%	\$300.00	2.0	1.5%	1.2	28,400	\$21.13
	M-F 3P-7P	3	Afternoon Drive	30	\$150.00	\$450.00	100.0%	0.3%	\$500.00	0.9	0.7%	1.1	12,300	\$36.59
	M-Su 5A-12M	8		30	\$25.00	\$200.00	100.0%	0.2%	\$125.00	1.6	1.7%	1.1	28,800	\$6.94
Flight A - 1 wk (10/05)														
		16			\$87.50	\$1,400.00		0.3%	\$304.35	4.6	3.5%	1.3	72,400	\$19.44
One Week Total		16			\$87.50	\$1,400.00		0.3%	\$304.35	4.6	3.5%	1.3	72,400	\$19.44
	M-F 6A-10A	2	Morning Drive	30	\$150.00	\$300.00	100.0%	0.3%	\$500.00	0.6	0.6%	1.1	10,000	\$30.00
	M-F 10A-3P	3	Midday	30	\$150.00	\$450.00	100.0%	0.5%	\$300.00	1.5	1.2%	1.1	21,300	\$21.13
	M-F 3P-7P	3	Afternoon Drive	30	\$150.00	\$450.00	100.0%	0.3%	\$500.00	0.9	0.7%	1.1	12,300	\$36.59
	M-Su 5A-12M	8		30	\$25.00	\$200.00	100.0%	0.2%	\$125.00	1.6	1.7%	1.1	28,800	\$6.94

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: SAN JOSE; JUL20; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.

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Schedule Grand Totals: 3 Weeks

Stations	Spots	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% Reach	Frequency	Gls	CPM
Radio Total	50	\$90.00	\$4,500.00	0.3%	\$304.05	14.8	9.0%	1.7	231,400	\$19.57
KUFX-FM	50	\$90.00	\$4,500.00	0.3%	\$304.05	14.8	9.0%	1.7	231,400	\$19.57

Accepted by Station

Date

Accepted by Client

Date

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

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Detailed Sourcing Summary

Radio Market: SAN JOSE

Survey: Nielsen Radio July 2020

Geography: Metro

Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population		Intab	
	Avg Daily	Avg Weekly	Avg Daily	Avg Weekly
Adults 18+ (Primary)	1,528,900	1,528,900	1,043	950

Stations: User Selected

Additional

Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one panelist.

PPM estimates are derived from the PPM technology and methodology and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here:

http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website:

<http://ascription.nielsen.com>

Rating Reliability Estimator:

<https://rre.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.

<https://ebook.nielsen.com/secure/PP6/2020JUL/0215/pdfs/SpecialNotices.pdf>

PPM ratings are based on audience estimates and are the opinion of Nielsen and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

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