

NACA Political - Angie Thibodeaux rev

From: Owenetta Hammick
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 5/17/2024 6:25 PM



Flight Dates: 05/20/2024 - 06/02/2024

Demo: P 25-64 Ethnic = Black

Radio Market: HOUSTON-GALVESTON

Survey: APR24

Geography: Metro

Schedule Description:
 Angie Thibodeaux - Run Off

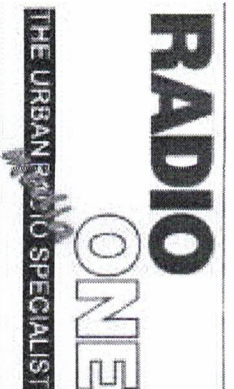
Radio Total	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Net Reach	Frequency
KBXX-FM			78		\$193.59	\$15,100.00	165,800	2.1
Early Voiling - 1 wk (05/20)			14		\$215.71	\$3,020.00	41,700	1.4
One Week Total			8		\$90.00	\$720.00	23,500	1.2
			8		\$90.00	\$720.00	23,500	1.2
			4		\$130.00	\$520.00	15,300	1.1
			4		\$50.00	\$200.00	9,600	1.3
Week of - 1 wk (05/20)			6		\$383.33	\$2,300.00	21,900	1.2
One Week Total			6		\$383.33	\$2,300.00	21,900	1.2
			2		\$400.00	\$800.00	4,200	1.0
			2		\$350.00	\$700.00	5,500	1.1
			2		\$400.00	\$800.00	14,900	1.1
KMQQ-FM			32		\$312.50	\$10,000.00	134,300	2.1
Early Voiling - 1 wk (05/20)			17		\$250.00	\$4,250.00	91,700	1.5
One Week Total			17		\$250.00	\$4,250.00	91,700	1.5
			3		\$400.00	\$1,200.00	23,300	1.2
			3		\$350.00	\$1,050.00	18,300	1.1
			3		\$400.00	\$1,200.00	25,800	1.1
			4		\$150.00	\$600.00	25,200	1.2
			4		\$50.00	\$200.00	25,200	1.4
Week of - 1 wk (05/20)			4		\$50.00	\$200.00	25,200	1.4

The first demo listed is the Primary Demo.
 This report was created in TAPSCAN using the following Radio Information: HOUSTON-GALVESTON, APR24, Metro, Multiple Dayparts Used, P 25-64, Socioeconomic Criteria Used, See Detailed Sourcing Page for Complete Details.
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Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Net Reach	Frequency
KMAQ-FM (continued)							
One Week Total		15		\$383.33	\$5,750.00	75,500	1.9
	M-Tu 6A-10A	15		\$383.33	\$5,750.00	75,500	1.9
	M-Tu 10A-3P	5	30	\$400.00	\$2,000.00	33,100	1.6
	M-Tu 3P-7P	5	30	\$350.00	\$1,750.00	26,800	1.5
		5	30	\$400.00	\$2,000.00	37,300	1.4
		32		\$65.00	\$2,080.00	0	0.0
KMAQ-FM HD2							
Early Voting - 1 wk (05/20)							
One Week Total		17		\$60.59	\$1,030.00	0	0.0
	M-F 6A-10A	17		\$60.59	\$1,030.00	0	0.0
	M-F 10A-3P	3	30	\$75.00	\$225.00	-	-
	M-F 3P-7P	3	30	\$60.00	\$180.00	-	-
	M-F 3P-7P	3	30	\$75.00	\$225.00	-	-
	Sa-Su 7A-8P	4	30	\$50.00	\$200.00	-	-
	Sa-Su 7P-12M	4	30	\$50.00	\$200.00	-	-
Week of - 1 wk (05/20)							
One Week Total		15		\$70.00	\$1,050.00	0	0.0
	M-Tu 6A-10A	15		\$70.00	\$1,050.00	0	0.0
	M-Tu 10A-3P	5	30	\$75.00	\$375.00	-	-
	M-Tu 3P-7P	5	30	\$60.00	\$300.00	-	-
	M-Tu 3P-7P	5	30	\$75.00	\$375.00	-	-

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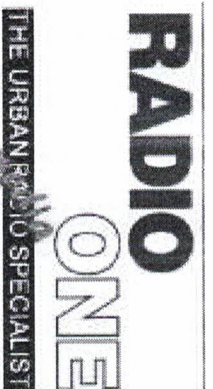
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Schedule Grand Totals: 1 Week

Radio	Stations	Spots	Unit Rate	Total Cost	Net Reach	Frequency
Radio Total		78	\$153.59	\$15,100.00	163,800	2.1
KBXX-FM		14	\$215.71	\$3,020.00	41,700	1.4
KMAC-FM		32	\$312.50	\$10,000.00	131,300	2.1
KMAC-FM HD2		32	\$65.00	\$2,080.00	0	0.0

Accepted by Station

[Signature]

Date

5/17/24

Accepted by Client

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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