

CONTRACT



KEZE-FM
500 W Boone Avenue
Spokane, WA 99201
(509) 324-4000

www.hot969.com

And:

Cathcart, M for City Council Dist 1
Attention: Mike Cathcart
PO Box 28
Spokane, WA 99210

<u>Contract / Revision</u> 266538 /		<u>Alt Order #</u>
<u>Advertiser</u> Cathcart, M for City Council Dist 1		<u>Original Date / Revision</u> 07/27/23 / 07/27/23
<u>Contract Dates</u> 07/28/23 - 08/01/23	<u>Estimate #</u>	
<u>Product</u> 2023 Primary		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> KEZE-FM	<u>Account Executive</u> Karen Dineen	<u>Sales Office</u> Local Radio & D
<u>Special Handling</u> Cash in Advance		
<u>Demographic</u> Adults 25-54		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KEZE	07/28/23	07/28/23	M-F 6a-10a	6a-10a		1:00			NM	3	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/24/23	07/30/23	----3--				3	\$15.00			
N 2	KEZE	07/28/23	07/28/23	M-F 3p-7p	3p-7p		1:00			NM	3	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/24/23	07/30/23	----3--				3	\$15.00			
N 3	KEZE	07/29/23	07/30/23	SA-SU 10a-3p	10a-3p		1:00			NM	8	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/24/23	07/30/23	-----53				8	\$10.00			
N 4	KEZE	07/29/23	07/30/23	SA-SU 3p-7p	3p-7p		1:00			NM	4	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/24/23	07/30/23	-----22				4	\$10.00			
N 5	KEZE	07/31/23	08/01/23	M-F 6a-10a	6a-10a		1:00			NM	5	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/31/23	08/06/23	32-----				5	\$3.00			
N 6	KEZE	07/31/23	08/01/23	M-F 10a-3p	10a-3p		1:00			NM	3	\$9.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/31/23	08/06/23	3-----				3	\$3.00			
N 7	KEZE	07/31/23	08/01/23	M-F 3p-7p	3p-7p		1:00			NM	3	\$9.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/31/23	08/06/23	3-----				3	\$3.00			
Totals											29	\$243.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/01/23 -07/31/23	27	\$237.00	(\$35.55)	\$201.45
08/01/23 -08/01/23	2	\$6.00	(\$0.90)	\$5.10
Totals	29	\$243.00	(\$36.45)	\$206.55

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required for Television and Radio, 30 days for all Digital and 60 days for Search unless otherwise specified. Client represents to the best of its knowledge that all commercials provided hereunder are cleared for use in all digital streams. This means all creative, including but not limited to copyright, music (performance and synchronization rights) and talent fees, are cleared.



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<u>Advertiser</u> Cathcart, M for City Council Dist 1	<u>Original Date / Revision</u> 07/27/23 / 07/27/23
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<u>Contract Dates</u> 07/28/23 - 08/01/23	<u>Product</u> 2023 Primary	<u>Estimate #</u>
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Signature: _____ **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, national origin, ancestry or gender. Advertiser hereby certifies that it is not buying broadcasting airtime or digital products for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, national origin, ancestry or gender. We reserve the right not to accept all copy.

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required for Television and Radio, 30 days for all Digital and 60 days for Search unless otherwise specified. Client represents to the best of its knowledge that all commercials provided hereunder are cleared for use in all digital streams. This means all creative, including but not limited to copyright, music (performance and synchronization rights) and talent fees, are cleared.



Michael Cathcart City Council Dis 1

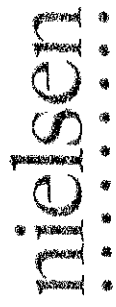
From: Karen Diteen
 Phone: (509) 329-4314
 Email: kditeen@kxly.com
 7/26/2023 6:51 PM

Flight Dates: 07/24/2023 - 08/06/2023
 Demo: P 21+; P 25-54

Radio Market: SPOKANE
 Survey: MAY23 (MAR-MAY)
 Geography: Metro

	Dial Pos/Freq	Format	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	P 21+ Average Rating	P 21+ Net Reach	P 21+ Frequency	Gls	CPM	P 25-54 Average Rating	P 25-54 Net Reach
Radio Total	98.9	Rhythmic Contemporary Hit Radio			165		\$18.39	\$3,034.00	0.4%	138,300	2.6	358,100	\$8.36	0.4%	81,600
KEZE-FM					29		\$8.38	\$243.00	0.3%	17,900	2.2	39,700	\$5.99	0.4%	14,700
Flight A - 1 wk (07/24)															
One Week Total					18		\$11.67	\$210.00	0.2%	10,100	2.1	21,300	\$9.73	0.4%	8,300
					18		\$11.67	\$210.00	0.2%	10,100	2.1	21,300	\$9.73	0.4%	8,300
		F 6A-10A			3	1:00	\$15.00	\$45.00	0.3%	3,200	1.4	4,500	\$10.00	0.5%	2,800
		F 3P-7P			3	1:00	\$15.00	\$45.00	0.3%	3,700	1.5	5,400	\$8.33	0.6%	3,500
		Sa 10A-3P		SA2	5	1:00	\$10.00	\$50.00	0.2%	3,000	2.2	6,500	\$7.69	0.3%	2,000
		Sa 3P-7P		SA3	2	1:00	\$10.00	\$20.00	0.1%	1,300	1.2	1,600	\$12.50	0.2%	1,100
		Su 10A-3P		SU2	3	1:00	\$10.00	\$30.00	0.1%	1,500	1.4	2,100	\$14.29	0.2%	1,300
		Su 3P-7P		SU3	2	1:00	\$10.00	\$20.00	0.1%	1,000	1.2	1,200	\$16.67	0.2%	800
Flight B - 1 wk (07/31)															
One Week Total					11		\$3.00	\$33.00	0.3%	9,300	2.0	18,400	\$1.76	0.5%	8,100
					11		\$3.00	\$33.00	0.3%	9,300	2.0	18,400	\$1.76	0.5%	8,100
		M 6A-10A			3	1:00	\$3.00	\$9.00	0.3%	3,700	1.5	5,400	\$1.67	0.5%	3,200
		M 10A-3P			3	1:00	\$3.00	\$9.00	0.3%	3,400	1.5	5,100	\$1.76	0.5%	2,700
		M 3P-7P			3	1:00	\$3.00	\$9.00	0.3%	3,400	1.5	5,100	\$1.76	0.6%	3,200
		Tu 6A-10A			2	1:00	\$3.00	\$6.00	0.3%	2,400	1.2	2,800	\$2.14	0.5%	2,400
KHTQ-FM	94.5	Active Rock			31		\$16.61	\$515.00	0.4%	23,900	3.1	74,800	\$6.92	0.5%	15,900
Flight A - 1 wk (07/24)															
One Week Total					19		\$19.47	\$370.00	0.4%	16,700	2.8	46,500	\$8.11	0.5%	10,300
					19		\$19.47	\$370.00	0.4%	16,700	2.8	46,500	\$8.11	0.5%	10,300

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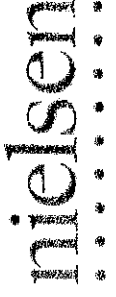


Michael Cathcart City Council Dis 1

From: Karen Dineen
 Phone: (509) 329-4314
 Email: kdineen@kxly.com
 7/26/2023 6:51 PM

	Dial Pos/Freq	Format	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	P 21+ Average Rating	P 21+ Net Reach	P 21+ Frequency	Gls	CPM	P 25-54 Average Rating	P 25-54 Net Reach
KHTQ-FM (continued)															
			F 6A-10A		3	60	\$30.00	\$90.00	0.5%	4,900	1.8	9,000	\$10.00	0.5%	2,600
			F 10A-3P		3	60	\$30.00	\$90.00	0.7%	6,800	1.6	11,100	\$8.11	0.4%	2,500
			F 3P-7P		3	60	\$30.00	\$90.00	0.4%	4,800	1.4	6,900	\$13.04	0.5%	3,200
			Sa 10A-3P	SA2	5	60	\$10.00	\$50.00	0.5%	6,300	2.4	15,000	\$3.33	0.6%	3,900
			Su 10A-3P	SU2	5	60	\$10.00	\$50.00	0.2%	2,300	2.0	4,500	\$11.11	0.2%	1,600
Flight B - 1 wk (07/31)															
					12		\$12.08	\$145.00	0.4%	11,000	2.6	28,300	\$5.03	0.5%	7,200
					12		\$12.08	\$145.00	0.4%	11,000	2.6	28,300	\$5.03	0.5%	7,200
			M 6A-10A		3	60	\$15.00	\$45.00	0.4%	4,600	1.6	7,200	\$6.25	0.5%	3,000
			M 10A-3P		4	60	\$10.00	\$40.00	0.6%	6,000	2.1	12,400	\$3.23	0.6%	3,600
			M 3P-7P		3	60	\$10.00	\$30.00	0.3%	3,100	1.5	4,500	\$6.67	0.3%	1,800
			Tu 6A-10A		2	60	\$15.00	\$30.00	0.4%	3,300	1.3	4,200	\$7.14	0.5%	2,100
					28		\$5.00	\$140.00	0.1%	7,000	2.8	19,600	\$7.14	0.1%	2,300
KQLY-AM															
	700	All Sports													
Flight A - 1 wk (07/24)															
					13		\$5.00	\$65.00	0.1%	3,700	2.6	9,700	\$7.14	0.0%	800
					13		\$5.00	\$65.00	0.1%	3,700	2.6	9,700	\$7.14	0.0%	800
			F 6A-10A		4	60	\$5.00	\$20.00	0.1%	1,500	1.6	2,400	\$8.33	0.0%	200
			F 10A-3P		5	60	\$5.00	\$25.00	0.1%	1,300	1.9	2,500	\$10.00	0.0%	200
			F 3P-5P		4	60	\$5.00	\$20.00	0.2%	2,000	2.4	4,800	\$4.17	0.1%	500
Flight B - 1 wk (07/31)															
					15		\$5.00	\$75.00	0.1%	4,100	2.4	9,900	\$7.14	0.1%	1,400
					15		\$5.00	\$75.00	0.1%	4,100	2.4	9,900	\$7.14	0.1%	1,400
			M 6A-10A		4	60	\$5.00	\$20.00	0.1%	1,200	1.3	1,600	\$12.50	0.1%	400
			M 10A-3P		5	60	\$5.00	\$25.00	0.2%	2,000	2.3	4,500	\$5.56	0.2%	900
			M 3P-7P		4	60	\$5.00	\$20.00	0.1%	1,700	1.4	2,400	\$8.33	0.0%	300
			Tu 6A-10A		2	60	\$5.00	\$10.00	0.1%	1,100	1.3	1,400	\$7.14	0.0%	200
	920	News Talk			24		\$29.17	\$700.00	0.4%	20,100	2.5	50,100	\$13.89	0.1%	5,400

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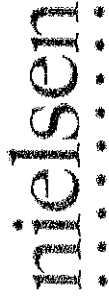


Michael Cathcart City Council Dis 1

From: Karen Dineen
 Phone: (509) 329-4314
 Email: kdineen@kxly.com
 7/26/2023 6:51 PM

	Dial Pos/Freq	Format	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	P 21+ Average Rating	P 21+ Net Reach	P 21+ Frequency	Gls	CPM	P 25-54 Average Rating	P 25-54 Net Reach
KXLY-AM (continued)															
Information															
Flight A - 1 wk (07/24)															
One Week Total					13		\$26.54	\$345.00	0.3%	11,400	2.1	23,900	\$14.74	0.1%	3,000
					13		\$26.54	\$345.00	0.3%	11,400	2.1	23,900	\$14.74	0.1%	3,000
		F 6A-10A			3	60	\$35.00	\$105.00	0.4%	4,400	1.6	7,200	\$14.58	0.2%	1,000
		F 10A-3P			3	60	\$30.00	\$90.00	0.3%	3,800	1.4	5,400	\$16.67	0.1%	800
		F 3P-7P			3	60	\$30.00	\$90.00	0.3%	3,200	1.6	5,100	\$17.65	0.0%	200
		Sa 6A-10A		SA1	2	60	\$15.00	\$30.00	0.3%	2,300	1.2	2,800	\$10.71	0.1%	700
		Su 6A-10A		SU1	2	60	\$15.00	\$30.00	0.3%	2,700	1.3	3,400	\$8.82	0.3%	1,200
Flight B - 1 wk (07/31)															
One Week Total					11		\$32.27	\$355.00	0.4%	10,700	2.4	26,200	\$13.45	0.2%	2,500
					11		\$32.27	\$355.00	0.4%	10,700	2.4	26,200	\$13.45	0.2%	2,500
		M 6A-10A			3	60	\$35.00	\$105.00	0.5%	5,200	1.7	8,700	\$12.07	0.2%	1,000
		M 10A-3P			3	60	\$30.00	\$90.00	0.4%	3,800	1.7	6,300	\$14.29	0.2%	1,000
		M 3P-7P			3	60	\$30.00	\$90.00	0.3%	2,900	1.9	5,400	\$16.67	0.1%	300
		Tu 6A-10A			2	60	\$35.00	\$70.00	0.5%	4,400	1.3	5,800	\$12.07	0.2%	1,000
KXLY-FM	99.9	Country			30		\$26.57	\$800.00	0.6%	39,400	2.4	96,200	\$8.93	0.7%	23,100
Flight A - 1 wk (07/24)															
One Week Total					19		\$21.84	\$415.00	0.6%	24,200	2.5	59,400	\$7.05	0.7%	14,800
					19		\$21.84	\$415.00	0.6%	24,200	2.5	59,400	\$7.05	0.7%	14,800
		F 6A-10A			3	60	\$35.00	\$105.00	0.6%	7,200	1.4	10,200	\$10.29	0.7%	4,300
		F 10A-3P			3	60	\$35.00	\$105.00	0.7%	6,800	1.6	10,800	\$9.72	1.0%	4,900
		F 3P-7P			3	60	\$35.00	\$105.00	0.4%	4,600	1.5	6,900	\$15.22	0.5%	3,100
		Su 10A-3P		SU2	5	60	\$10.00	\$50.00	0.5%	6,900	2.0	13,500	\$3.70	0.5%	4,000
		Sa 10A-3P		SA2	5	60	\$10.00	\$50.00	0.7%	8,000	2.3	18,000	\$2.78	0.7%	4,300
Flight B - 1 wk (07/31)															
One Week Total					11		\$35.00	\$385.00	0.6%	18,100	2.0	36,800	\$10.61	0.7%	10,400

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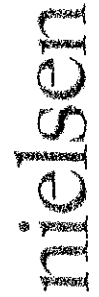


Michael Cathcart City Council Dis 1

From: Karen Dineen
 Phone: (509) 329-4314
 Email: kdineen@kxly.com
 7/26/2023 6:51 PM

	Dial Pos/Freq	Format	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	P 21+ Average Rating	P 21+ Net Reach	P 21+ Frequency	Gls	CPM	P 25-54 Average Rating	P 25-54 Net Reach
KXLY-FM (continued)															
One Week Total					11		\$35.00	\$385.00	0.6%	18,100	2.0	36,800	\$10.61	0.7%	10,400
			M 6A-10A		3	30	\$35.00	\$105.00	0.6%	6,800	1.4	9,600	\$10.94	0.7%	4,000
			M 10A-3P		3	30	\$35.00	\$105.00	0.6%	5,500	1.7	9,300	\$11.29	0.7%	3,300
			M 3P-7P		3	30	\$35.00	\$105.00	0.7%	8,000	1.5	11,700	\$8.97	0.8%	4,800
			Tu 6A-10A		2	60	\$35.00	\$70.00	0.6%	5,300	1.2	6,200	\$11.29	0.7%	3,200
KZZU-FM	92.9	Hot Adult Contemporary			23		\$27.65	\$636.00	0.6%	36,900	2.1	77,700	\$8.13	0.8%	25,000
Flight A - 1 wk (07/24)															
One Week Total					15		\$21.40	\$321.00	0.5%	20,500	1.8	36,900	\$8.56	0.6%	13,600
			F 6A-10A		3	60	\$42.00	\$126.00	1.0%	10,900	1.5	16,500	\$7.64	1.2%	6,800
			F 3P-7P		3	60	\$35.00	\$105.00	0.6%	7,100	1.4	9,600	\$10.94	0.8%	5,100
			Sa 3P-7P	SA3	2	60	\$10.00	\$20.00	0.3%	2,400	1.2	2,800	\$7.14	0.2%	1,000
			Su 10A-3P	SU2	5	60	\$10.00	\$50.00	0.2%	3,400	1.8	6,000	\$8.33	0.3%	2,600
			Su 3P-7P	SU3	2	60	\$10.00	\$20.00	0.2%	1,700	1.2	2,000	\$10.00	0.2%	1,200
Flight B - 1 wk (07/31)															
One Week Total					8		\$39.38	\$315.00	0.9%	19,800	2.1	40,800	\$7.72	1.2%	13,100
			M 6A-10A		3	60	\$42.00	\$126.00	1.3%	13,700	1.6	21,900	\$5.75	1.5%	8,300
			M 3P-7P		3	60	\$35.00	\$105.00	0.5%	5,100	1.5	7,500	\$14.00	0.7%	3,700
			Tu 6A-10A		2	60	\$42.00	\$84.00	1.0%	8,800	1.3	11,400	\$7.37	1.3%	5,900

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Michael Cathcart City Council Dis 1

From: Karen Dineen
 Phone: (509) 329-4314
 Email: kdineen@kxly.com
 7/26/2023 6:51 PM

Schedule Grand Totals: 2 Weeks

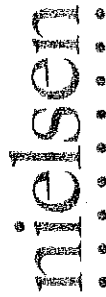
Stations	Dial Pos/Freq	Format	Spots	Unit Rate	Total Cost	P 21+ Average Rating	P 21+ Net Reach	P 21+ Frequency	P 21+ Gls	P 21+ CPM	P 25-54 Average Rating	P 25-54 Net Reach	P 25-54 Frequency	P 25-54 Gls	P 25-54 CPM
Radio Total			165	\$18.39	\$3,034.00	0.4%	138,300	2.6	358,100	\$8.36	0.4%	81,600	2.4	199,100	\$15.33
KEZE-FM	96.9	Rhythmic Contemporary Hit Radio	29	\$8.38	\$243.00	0.3%	17,900	2.2	39,700	\$5.99	0.4%	14,700	2.3	33,800	\$6.98
KHTQ-FM	94.5	Active Rock	31	\$16.61	\$515.00	0.4%	23,900	3.1	74,800	\$6.92	0.5%	15,900	2.6	40,900	\$12.76
KOLX-AM	700	All Sports	28	\$5.00	\$140.00	0.1%	7,000	2.8	19,600	\$7.14	0.1%	2,300	2.2	5,100	\$25.00
KOLY-AM	920	News Talk Information	24	\$28.17	\$700.00	0.4%	20,100	2.5	50,100	\$13.89	0.1%	5,400	1.9	10,500	\$72.93
KOLY-FM	99.9	Country	30	\$26.67	\$800.00	0.6%	39,400	2.4	96,200	\$8.33	0.7%	23,100	2.5	58,600	\$13.34
KZZU-FM	92.9	Hot Adult Contemporary	23	\$27.65	\$636.00	0.6%	36,900	2.1	77,700	\$8.13	0.8%	25,000	2.0	50,200	\$12.57

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.

The first demo listed is the Primary Demo.
 This report was created in TAPSCAN using the following Radio Information: SPOKANE; MAY23 (MAR-MAY); Metro; Multiple Demos Used; See Detailed Sourcing Page for Complete Details.
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Detailed Sourcing Summary

Radio Market: SPOKANE
 Survey: Nielsen Radio May 2023 (March - May)
 Geography: Metro
 Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 21+ (Primary)	546,200	1,396
Adults 25-54	283,700	652

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. Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes. 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 diarykeeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report 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 (curve) growth model.

Subscription Website: <http://subscription.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/CR8/2023MAY0177/bdts/SpecialNotices.pdf>

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