





# Lawrence Garcia Fresno City Council



From: Dave Campbell  
 Phone: (559) 490-5952  
 Email: dave.campbell@cumulus.com  
 7/1/2019 1:33 PM

Flight Dates: 07/05/2019 - 07/15/2019

Demo: P 25+

Radio Market: FRESNO  
 Survey: W119 SD  
 Geography: Metro

Schedule Description:  
 July 2019 Political Radio Campaign - Fresno City Council  
 Special Election

Radio Total	Daypart	Daypart Code	Spots	Roll	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Length	Unit Rate	Total Cost	Average Rating
<b>66.0</b>			<b>33.0</b>		<b>12.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>12.0</b>	<b>12.0</b>	<b>12.0</b>		<b>\$39.55</b>	<b>\$2,610.00</b>	<b>0.7%</b>
<b>KML-AM</b>					<b>6.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>		<b>\$69.09</b>	<b>\$2,280.00</b>	<b>0.7%</b>
<b>Flight Dates</b>															
			9.0						3.0	3.0	3.0	60	\$43.33	\$390.00	0.6%
7/1/19	M-F 6A-10A		9.0						3.0	3.0	3.0	60	\$43.33	\$390.00	0.6%
	M-F 10A-3P		1.0						1.0	1.0	1.0	60	\$100.00	\$100.00	1.4%
	M-F 3P-7P		1.0						1.0	1.0	1.0	60	\$100.00	\$100.00	0.9%
	Sa 6A-7P		3.0							3.0		60	\$15.00	\$45.00	0.5%
	Su 11A-7P		3.0								3.0	60	\$15.00	\$45.00	0.3%
<b>Flight Dates</b>															
			21.0		3.0	3.0	3.0	3.0	3.0	3.0	3.0	60	\$75.71	\$1,590.00	0.8%
7/8/19	M-F 6A-10A		21.0		3.0	3.0	3.0	3.0	3.0	3.0	3.0	60	\$75.71	\$1,590.00	0.8%
	M-F 10A-3P		5.0		1.0	1.0	1.0	1.0	1.0	1.0	1.0	60	\$100.00	\$500.00	1.4%
	M-F 3P-7P		5.0		1.0	1.0	1.0	1.0	1.0	1.0	1.0	60	\$100.00	\$500.00	0.9%
	Sa 6A-7P		5.0		1.0	1.0	1.0	1.0	1.0	1.0	1.0	60	\$100.00	\$500.00	0.6%
	Su 11A-7P		3.0							3.0		60	\$15.00	\$45.00	0.5%
	Su 11A-7P		3.0								3.0	60	\$15.00	\$45.00	0.3%
<b>Flight Dates</b>															
7/15/19	M-F 6A-10A		3.0		3.0							60	\$100.00	\$300.00	0.9%
	M-F 6A-10A		3.0		3.0							60	\$100.00	\$300.00	0.9%
	M-F 6A-10A		1.0		1.0							60	\$100.00	\$100.00	1.4%

The first demo listed is the Primary Demo.  
 This report was created in TAPSCAN using the following Radio Information: FRESNO - W119 SD. Metro. Multiple Dayparts Used - P 25+. See Detailed Sourcing Page for Complete Details.  
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 7/11/2019 1:33 PM

Daypart	Daypart Code	Spots	Rot	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Length	Unit Rate	Total Cost	Average Rating
<b>KU-MI (continued)</b>														
M-F 10A-3P		1.0		1.0							60	\$100.00	\$100.00	0.9%
M-F 3P-7P		1.0		1.0							60	\$100.00	\$100.00	0.6%
<b>KU-MI Stream</b>		<b>33.0</b>		<b>6.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>\$10.00</b>	<b>\$330.00</b>	<b>0.0%</b>
<b>Flight Dates</b>														
		9.0						3.0	3.0	3.0	3.0	\$10.00	\$90.00	0.0%
7/11/19		9.0						3.0	3.0	3.0	3.0	\$10.00	\$90.00	0.0%
	M-F 6A-7P	3.0						3.0			60	\$10.00	\$30.00	--
	Sa-Su 6A-7P	6.0							3.0	3.0	60	\$10.00	\$60.00	--
<b>Flight Dates</b>														
		21.0		3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	\$10.00	\$210.00	0.0%
7/8/19		21.0		3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	\$10.00	\$210.00	0.0%
	M-F 6A-7P	15.0		3.0	3.0	3.0	3.0	3.0			60	\$10.00	\$150.00	--
	Sa-Su 6A-7P	6.0							3.0	3.0	60	\$10.00	\$60.00	--
<b>Flight Dates</b>														
		3.0		3.0								\$10.00	\$30.00	0.0%
7/15/19		3.0		3.0								\$10.00	\$30.00	0.0%
	M-F 6A-7P	3.0									60	\$10.00	\$30.00	0.0%

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 7/1/2019 1:33 PM

Schedule Grand Totals: 3 Weeks

Stations	Spots	Rot	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost
<b>Radio Total</b>	<b>56.0</b>		<b>12.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>12.0</b>	<b>12.0</b>	<b>12.0</b>	<b>\$39.65</b>	<b>\$2,610.00</b>	<b>0.4%</b>	<b>\$108.98</b>	<b>25.1</b>	<b>100%</b>	<b>100%</b>
<b>KM-LAM</b>	<b>33.0</b>		<b>6.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>\$69.09</b>	<b>\$2,280.00</b>	<b>0.7%</b>	<b>\$90.84</b>	<b>25.1</b>	<b>100%</b>	<b>87%</b>
<b>KM-LAM Stream</b>	<b>33.0</b>		<b>6.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>6.0</b>	<b>6.0</b>	<b>6.0</b>	<b>\$10.00</b>	<b>\$330.00</b>	<b>0.0%</b>	<b>\$0.00</b>	<b>0.0</b>	<b>0%</b>	<b>13%</b>

2019 Political Radio Campaign - Fresno City Council Board Special Election  
 \$2,610 (gross) - \$391.50 (15% political discount) = \$2,218.50 (net)  
 Pricing & inventory availability can change without notice on a daily basis.

Questions??? Don't hesitate to contact your KMJ rep: Dave Campbell at 559-490-5952 or via e-mail at dave.campbell@cumulus.com.

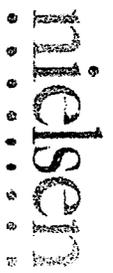
Cumulus Media does not discriminate on the basis of race, sex, or ethnicity in the placement, scheduling and completion of purchase of advertising. Any order for advertising that includes any such restriction will not be accepted.

Accepted by Station \_\_\_\_\_ Date \_\_\_\_\_

Accepted by Client *[Signature]* Date 7/1/2019

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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# ORDER

**Orders**  
**Order / Rev:** 201135  
**Alt Order #:**  
**Product Desc:** July 2019 Fresno City Council Special E  
**Estimate:** KMJ-AM/FM  
**Flight Dates:** 07/05/19 - 07/21/19 **Primary AE:** Dave Campbell  
**Original Date / Rev:** 07/02/19 / 07/02/19 **Sales Office:** L-FRE  
**Order Type:** GENERAL **Sales Region:** Local

**Agency Name:** Scozzari Company, The  
**Buying Contact:** **Billing Type:** Cash  
**Billing Contact:** **Billing Calendar:** Broadcast  
 3198 Willow Ave **Billing Cycle:** EOM/EOC  
 Clovis, CA 93612 **Agency Commission:** 15%

**Advertiser Name:** Garcia//City Council  
**Demographic:** A35-64 **New Business Thru:**  
**Product Codes:** Candidates **Advertiser External ID:**  
**Revenue Code 1:** AGY-AVAIL **Agency External ID:**  
**Revenue Code 2:** POL-CAND **Unit Code:** General  
**Revenue Code 3:** POL-LR

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/01/19	07/15/19	33	\$2,280.00	\$1,938.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2019	33	\$2,280.00	\$1,938.00	0.00
<b>Totals</b>	<b>33</b>	<b>\$2,280.00</b>	<b>\$1,938.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dave Campbell	L-FRE	Local	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMJA	07/05/19	07/05/19	M-F AM Drive M-F	CM	6a-10a	----1--	1:00	1	\$100.00	P-50	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/01/19	07/07/19	----1--		1		\$100.00		0.00					
N 2	KMJA	07/05/19	07/05/19	M-F Midday M-F	CM	10a-3p	----1--	1:00	1	\$100.00	P-50	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/01/19	07/07/19	----1--		1		\$100.00		0.00					
N 3	KMJA	07/05/19	07/05/19	M-F PM Drive M-F	CM	3p-7p	----1--	1:00	1	\$100.00	P-100	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/01/19	07/07/19	----1--		1		\$100.00		0.00					
N 4	KMJA	07/06/19	07/06/19	Sa-Su Prime Sa-Su	CM	6a-7p	-----3-	:01	3	\$15.00	P-60	0.00	NM	3	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/01/19	07/07/19	-----3-		3		\$15.00		0.00					
N 5	KMJA	07/07/19	07/07/19	Sa-Su Prime Sa-Su	CM	11:00 AM-7:00 PM (11:00 AM-7:00 PM)	-----3	1:00	3	\$15.00	P-100	0.00	NM	3	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/01/19	07/07/19	-----3		3		\$15.00		0.00					
N 6	KMJA	07/08/19	07/12/19	M-F AM Drive M-F	CM	6a-10a	11111--	1:00	5	\$100.00	P-50	0.00	NM	5	\$500.00

Order / Rev: 201135  
 Alt Order #:  
 Flight Dates: 07/05/19 - 07/21/19

Advertiser: Garcia//City Council  
 Product Desc: July 2019 Fresno City Council Special El  
 Estimate: KMJ-AM/FM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KMJA	07/08/19	07/12/19	M-F Midday M-F	CM	10a-3p	11111--	1:00	5	\$100.00	P-10C	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/08/19	07/14/19	11111--					5	\$100.00		0.00			
N 8	KMJA	07/08/19	07/12/19	M-F PM Drive M-F	CM	3p-7p	11111--	1:00	5	\$100.00	P-50	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/08/19	07/14/19	11111--					5	\$100.00		0.00			
N 9	KMJA	07/13/19	07/13/19	Sa-Su Prime Sa-Su	CM	6a-7p	-----3-	1:00	3	\$15.00	P-60	0.00	NM	3	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/08/19	07/14/19	-----3-					3	\$15.00		0.00			
N 10	KMJA	07/14/19	07/14/19	Sa-Su Prime Sa-Su	CM	11:00 AM-7:00 PM (11:00 AM-7:00 PM)	-----3	1:00	3	\$15.00	P-60	0.00	NM	3	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/08/19	07/14/19	-----3					3	\$15.00		0.00			
N 11	KMJA	07/15/19	07/15/19	M-F AM Drive M-F	CM	6a-10a	1-----	1:00	1	\$100.00	P-50	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/15/19	07/21/19	1-----					1	\$100.00		0.00			
N 12	KMJA	07/15/19	07/15/19	M-F Midday M-F	CM	10a-3p	1-----	1:00	1	\$100.00	P-50	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/15/19	07/21/19	1-----					1	\$100.00		0.00			
N 13	KMJA	07/15/19	07/15/19	M-F PM Drive M-F	CM	3p-7p	1-----	1:00	1	\$100.00	P-50	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/15/19	07/21/19	1-----					1	\$100.00		0.00			
													Totals	33	\$2,280.00

# ORDER

<b>Orders</b>	Order / Rev: <u>201207D</u>		
	Alt Order #: _____		
	Product Desc: <u>July 2019 Fresno City Council Special E</u>		
	Estimate: _____		<b>KMJ-AF1 Digital</b>
	Flight Dates: <u>07/05/19 - 07/15/19</u>	Primary AE: <u>Dave Campbell</u>	
	Original Date / Rev: <u>07/02/19 / 07/02/19</u>	Sales Office: <u>L-FRE</u>	
	Order Type: <u>DIG</u>	Sales Region: <u>Local</u>	

<b>Agency</b>	Name: <u>Scozzari Company, The</u>		
	Buying Contact: _____	Billing Type: <u>Cash</u>	
	Billing Contact: _____	Billing Calendar: <u>Broadcast</u>	
	<u>3198 Willow Ave</u>	Billing Cycle: <u>EOM/EOC</u>	
	<u>Clovis, CA 93612</u>	Agency Commission: <u>15%</u>	

<b>Advertiser</b>	Name: <u>Garcia//City Council</u>		
	Demographic: <u>A25-54</u>	New Business Thru: _____	
	Product Codes: <u>Candidates</u>	Advertiser External ID: _____	
	Revenue Code 1: <u>AGY-AVAIL</u>	Agency External ID: _____	
	Revenue Code 2: <u>POL-CAND</u>	Unit Code: <u>General</u>	
	Revenue Code 3: <u>POL-LR</u>	Order Separation: <u>00:00:00</u>	
	Priority: <u>P-100</u>		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/01/19	07/15/19	5	\$330.00	\$280.50	July 2019	0	\$330.00	\$280.50	0.00
<b>Totals</b>						<b>0</b>	<b>\$330.00</b>	<b>\$280.50</b>	<b>0.00</b>

Account Executives				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dave Campbell	L-FRE	Local	Start Of Order - End Of Order	100%

KMJ-AF1								Imp.	Rate	Rate Type	Amount
Ln	Start	End	Inventory Code	Booked	Rate	Rate Type	Amount				
N 1	07/05/19	07/05/19	In-Stream Replacement A In-Stream :60 Fri / 6a-7p / 3 spots per day / \$10 per spot	0	\$30.00	Flat Fee	\$30.00				
N 2	07/06/19	07/07/19	In-Stream Replacement A In-Stream :60 Sat & Sun / 6a-7p / 3 spots per day / \$10 per spot	0	\$60.00	Flat Fee	\$60.00				
N 3	07/08/19	07/12/19	In-Stream Replacement A In-Stream :30 Mon-Fri / 6a-7p / 3 spots per day / \$10 per spot	0	\$150.00	Flat Fee	\$150.00				
N 4	07/13/19	07/14/19	In-Stream Replacement A In-Stream :60 Sat-Sun / 6a-7p / 3 spots per day / \$10 per spot	0	\$60.00	Flat Fee	\$60.00				
N 5	07/15/19	07/15/19	In-Stream Replacement A In-Stream :60 Mon / 6a-7p / 3 spots / \$10 per spot	0	\$30.00	Flat Fee	\$30.00				
<b>Totals</b>										<b>\$330.00</b>	