

Arnold for Idaho

Town Square Media

From: Rance Pugmire

Phone: (208) 344-6363

Email:

5/9/2022 3:12 PM



Flight Dates: 05/09/2022 - 05/22/2022

Demo: P 35-64

Radio Market: BOISE

Survey: FA21 SD

Geography: Metro

	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	Net Reach	Frequency	CPM	Notes
Radio Total			22		\$42.73	\$940.00	0.5%	\$84.68	18,100	1.7	\$30.52	
KXLT-FM			22		\$42.73	\$940.00	0.5%	\$84.68	18,100	1.7	\$30.52	
Flight A - 1 wk (05/09)												
			17		\$34.71	\$590.00	0.5%	\$65.56	10,500	2.4	\$23.14	
One Week Total			17		\$34.71	\$590.00	0.5%	\$65.56	10,500	2.4	\$23.14	
	Sa 6A-10A	SA1	4	30	\$40.00	\$160.00	0.5%	\$80.00	3,000	1.7	\$30.77	
	Sa 10A-3P	SA2	4	30	\$30.00	\$120.00	0.7%	\$42.86	4,800	1.6	\$15.79	
	Su 10A-3P	SU2	4	30	\$20.00	\$80.00	0.6%	\$33.33	3,800	1.9	\$11.11	
	Su 3P-7P	SU3	4	30	\$20.00	\$80.00	0.3%	\$66.67	1,600	2.0	\$25.00	
	M 2P-3P		1	30	\$150.00	\$150.00	0.6%	\$250.00	1,700	1.0	\$88.24	Production Fee
Flight A - 1 wk (05/16)												
			5		\$70.00	\$350.00	0.4%	\$166.67	5,200	1.2	\$58.33	
One Week Total			5		\$70.00	\$350.00	0.4%	\$166.67	5,200	1.2	\$58.33	
	M-F 6A-10A	AM	2	30	\$70.00	\$140.00	0.4%	\$175.00	2,100	1.0	\$63.64	
	M-F 10A-3P	MD	2	30	\$70.00	\$140.00	0.4%	\$175.00	2,200	1.1	\$58.33	
	M 3P-7P		1	30	\$70.00	\$70.00	0.5%	\$140.00	1,500	1.0	\$46.67	

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: BOISE; FA21 SD; Metro; Multiple Dayparts Used; P 35-64; See Detailed Sourcing Page for Complete Details.

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Schedule Grand Totals: 2 Weeks

Stations	Spots	Unit Rate	Total Cost	Average Rating	CPP	Net Reach	Frequency	CPM
Radio Total	22	\$42.73	\$940.00	0.5%	\$84.68	18,100	1.7	\$30.52
KXLT-FM	22	\$42.73	\$940.00	0.5%	\$84.68	18,100	1.7	\$30.52

Accepted by Station

Date

Rance Pugmire
 Accepted by Client

5/9/2025
 Date

\$ 940 Transpore Media

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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