



Contract

Rigel Strategies
Attn: Dennis Sternitzky
3948 Legacy Drive
Plano, TX 75023-

Advertiser	Product	Contract	Ver	Rev	Wks
Consumer Research	Consumer Research	104429	A	3	7
Salesperson	Salesperson Phone	Date	Time	Start	End
John Buckley	(972) 239-6220	03/27/2023	12:06 pm	02/20/23	04/03/23
Sales Office	Agency Phone	Demos	Status		
Dallas		GM - A18-64	Contract Firm		

Line #	Vehicle	DayTime	Feb 20	Feb 27	Mar 6	Mar 13	Mar 20	Mar 27	Apr 3	Apr 10	Apr 17	Apr 24	May 1	May 8	May 15	Total Units	Len
3	Clay Travis and Buck Sexton - Weekend Soundoff - Voiced	S-S 6A-12M	2	2	2	2	2	2	2	2	2	2	2	2	2	14	60
1	Clay Travis and Buck Sexton Show - Live Reads - Voiced	M-F 12P-3P	3	3	3	3	3	3	3	3	3	3	3	3	3	21	60
4	Clay Travis and Buck Sexton Show - Live Reads - Voiced	M-F 12P-3P	2	2	2	2	2	2	2	2	2	2	2	2	2	6	60
	Total		5	5	5	5	5	5	5	5	5	5	5	5	5	27	
2	Clay Travis and Buck Sexton Show - Voiced	M-F 12P-3P	1	1	1	1	1	1	1	1	1	1	1	1	1	7	60
Total Spots			8	8	8	8	8	8	8	8	8	8	8	8	8	48	

Total Gross: \$248,500.00

Accepted for Premiere Radio Networks:

Accepted for Agency (and Media Buying Service, if any): as Agent for the Advertiser:

Name _____ Title _____
 Name _____ Title _____

P.O. Reference:



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Sales Office Dallas	Agency Phone	Demos GM - A18-64	Status ContractFirm		

Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Q1 2023	Q2 2023	Q3 2023	Q4 2023	NA NA	Total Total
1,000	4,000	2,000	0	0	0	0	0	0	0	0	0	5,000	2,000	0	0	NA	\$7,000
Clay Travis and Buck Sexton - Weekend Soundoff - Voiced																	
27,000	108,000	54,000	0	0	0	0	0	0	0	0	0	135,000	54,000	0	0	NA	\$189,000
Clay Travis and Buck Sexton Show - Live Reads - Voiced																	
7,500	30,000	15,000	0	0	0	0	0	0	0	0	0	37,500	15,000	0	0	NA	\$52,500
Clay Travis and Buck Sexton Show - Voiced																	
142,000	568,000	284,000	0	0	0	0	0	0	0	0	0	710,000	284,000	0	0	NA	\$192

Total Gross: \$248,500.00	
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Vehicle	Total Units	Gross	GRP	CPP	Gross Impressions*	CPM	% Distr	Surveys
Clay Travis and Buck Sexton - Weekend Soundoff - Voiced	14	\$7,000	0.5	12913	1089.2	6.43	7.2	Upfront 2023 Nielsen Audio (Sp'22)
Clay Travis and Buck Sexton Show - Live Reads - Voiced	27	\$189,000	5.6	33965	11180.4	16.90	73.7	Upfront 2023 Nielsen Audio (Sp'22), 1Q 2023 Nielsen Audio
Clay Travis and Buck Sexton Show - Voiced	7	\$52,500	1.4	36381	2899.4	18.11	19.1	Upfront 2023 Nielsen Audio (Sp'22)
	48	\$248,500	7.5	32915	15169.0	16.38		

Total Gross: \$248,500.00

*Note: Gross Impressions are shown in thousands.