

New Order

| | | | |
|--|------------------------------------|----------------------------|---|
| Media: Radio | Market: Los Angeles | Vendor: KJLH-FM | Billing To: Sadler Strategic Media |
| Client: YES ON 27 | Demo: Adults 25+ | | 12103 Viewcrest Rd. |
| Product: SPORTS BETTING | Separation: 15 | | Studio City, CA 91604 |
| CPE: //2672 | Flight Start: 7/18/22 | AE: Ron Turner | |
| Description: YES ON 27 AA RADIO 07.18.22 -08.28.22 | Flight End: 9/4/22 | Phone: 818-506-5443 | |
| Rep: | Sales Office: | Fax: 818-506-8444 | |
| Version: 1 | Survey: May22 MSA CustRadio | | |
| Comments: PopulationBuyType: CPP. | | | |

| Line No | Daypart (Program) | Daypart Code | Gross | C/T | Dur | 7/18 | 7/25 | 8/1 | 8/8 | 8/15 | 8/22 | 8/29 | Total Spots | Adults 25+ RTG | CPP |
|-----------------------------|----------------------|--------------|----------|-----|-----|------|------|-----|-----|------|------|------|-------------|----------------|------------|
| 1 | MTuWThF 6:00A-10:00A | AM | \$175.00 | C | 60 | 10 | 10 | 10 | 10 | 10 | 0 | 0 | 50 | 0.1 | \$1,750.00 |
| 2 | MTuWThF 10:00A-3:00P | MD | \$125.00 | C | 60 | 10 | 10 | 10 | 10 | 10 | 0 | 0 | 50 | 0.1 | \$1,250.00 |
| 3 | MTuWThF 3:00P-7:00P | PM | \$175.00 | C | 60 | 10 | 10 | 10 | 10 | 10 | 0 | 0 | 50 | 0.1 | \$1,750.00 |
| 4 | Sa 10:00A-7:00P | WK | \$75.00 | C | 60 | 4 | 4 | 4 | 4 | 4 | 0 | 0 | 20 | 0.1 | \$750.00 |
| Total Spots: | | | | | | 34 | 34 | 34 | 34 | 34 | 0 | 0 | 170 | | |
| Total GRP/GIMP(000): | | | | | | 3.4 | 3.4 | 3.4 | 3.4 | 3.4 | 0.0 | 0.0 | | 17.0 | |

| Month | Cash\$-Spots | Trade\$-Spots | Total\$-Spots |
|--------------------------------------|-------------------|---------------|------------------------------------|
| 7/2022 | \$10,100.00 - 68 | \$0.00 - 0 | \$10,100.00 - 68 |
| 8/2022 | \$15,150.00 - 102 | \$0.00 - 0 | \$15,150.00 - 102 |
| 9/2022 | \$0.00 - 0 | \$0.00 - 0 | \$0.00 - 0 |
| Total Gross Cost: \$25,250.00 | | | Total Gross CPP: \$1,485.29 |
| Total Net Cost: \$21,462.50 | | | Total Net CPP: \$1,262.50 |

Other Demos

| Line No | Daypart (Program) | Daypart Code | Gross | C/T | Dur | Total Spots | Adults 35+ RTG | CPP |
|-----------------------------|----------------------|--------------|-------------|-----|-----|-------------|----------------|------------|
| 1 | MTuWThF 6:00A-10:00A | AM | \$175.00 | C | 60 | 50 | 0.1 | \$1,750.00 |
| 2 | MTuWThF 10:00A-3:00P | MD | \$125.00 | C | 60 | 50 | 0.1 | \$1,250.00 |
| 3 | MTuWThF 3:00P-7:00P | PM | \$175.00 | C | 60 | 50 | 0.1 | \$1,750.00 |
| 4 | Sa 10:00A-7:00P | WK | \$75.00 | C | 60 | 20 | 0.1 | \$750.00 |
| Total Spots: | | | | | | 170 | | |
| Total GRP/GIMP(000): | | | | | | | 17.0 | |
| Total Cost: | | | \$25,250.00 | | | | CPP: | \$1,262.50 |