

# Revision

Media: Radio	Market: Los Angeles	Vendor: KJLH-FM
Client: YES ON 27	Demo: Adults 25+	Billing To: Sadler Strategic Media
Product: SPORTS BETTING	Separation: 15	12103 Viewcrest Rd.
CPE: //2672	Flight Start: 7/18/22	Studio City, CA 91604
Description: YES ON 27 AA RADIO 07.18.22	Flight End: 9/4/22	Phone: 818-506-5443
Rep: -08.28.22	Sales Office:	Fax: 818-506-8444
Version: 2	Survey: May22 MSA CustRadio	

Comments: ADD TO SKED FOR NEXT WEEK, PLUS WEEK OF 8/22, PLS CONFIRM ASAP  
 Thanks, Shert for Rosa || 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	MTUWTF 6:00A-10:00A	AM	\$175.00	C 60	10	10	10	10	10	0	0	50	0.1	\$1,750.00
2	MTUWTF 10:00A-3:00P	MD	\$125.00	C 60	10	10	10	10	10	0	0	50	0.1	\$1,250.00
3	MTUWTF 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
5	MTUWTF 6:00A-10:00A	AM	\$175.00	C 60	0	0	0	0	3	12	0	15	0.1	\$1,750.00
6	MTUWTF 10:00A-3:00P	MD	\$125.00	C 60	0	0	0	0	3	12	0	15	0.1	\$1,250.00
7	MTUWTF 3:00P-7:00P	PM	\$175.00	C 60	0	0	0	0	3	12	0	15	0.1	\$1,750.00
8	Sa 10:00A-7:00P	WK	\$75.00	C 60	0	0	0	0	0	4	0	4	0.1	\$750.00
Total Spots:					34	34	34	34	43	40	0	219		
Total GRP/GIMP(000):					3.4	3.4	3.4	3.4	4.3	4.0	0.0	21.9		
Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots											
7/2022	\$10,100.00 - 68	\$0.00 - 0	\$10,100.00 - 68											
8/2022	\$22,575.00 - 151	\$0.00 - 0	\$22,575.00 - 151											
9/2022	\$0.00 - 0	\$0.00 - 0	\$0.00 - 0											

Total Gross Cost: **\$32,675.00**  
 Total Net Cost: **\$27,773.75**

Total Gross CPP: **\$1,492.01**  
 Total Net CPP: **\$1,268.21**

8/12/22  
PS

Other Demos

Line No	Daypart (Program)	Daypart Code	Gross	C/T	Dur	Total Spots	RTG	Adults 35+	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
5	MTUWTHF 6:00A-10:00A	AM	\$175.00	C	60	15	0.1		\$1,750.00
6	MTUWTHF 10:00A-3:00P	MD	\$125.00	C	60	15	0.1		\$1,250.00
7	MTUWTHF 3:00P-7:00P	PM	\$175.00	C	60	15	0.1		\$1,750.00
8	Sa 10:00A-7:00P	WK	\$75.00	C	60	4	0.1		\$750.00
<b>Total Spots:</b>						219			
<b>Total GRP/GIMP(000):</b>						21.9			
<b>Total Cost:</b>			\$32,675.00				<b>CPP:</b>		\$1,268.21

# Sales Order

Station: KJLH-FM Agency: SADLER STRATEGIC MEDIA  
 Contract Name: YES ON 27-01 Address: 12103 VIEWCREST RD  
 Contract#: 49981 City: STUDIO CITY State: CA Zip: 91604  
 Start Date: 7/18/22 End Date: 8/27/22 Phone: (818) 506-5443  
 Revenue Type: Local Agency Type: Cash Buyer: \_\_\_\_\_  
 Advertiser: YES ON 27 Tax Schedule: \_\_\_\_\_ (None)  
 Address: \_\_\_\_\_ Agency Commission %: 15  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Billing Cycle: Standard  
 Phone: (818) 506-5443 Salesperson: 1724hhou Comm %: 8  
 Product Name: SPORTS BETTING Makegood Policy: Within Contract Dates  
 Estimate #: 2672 - YES OS 27 AA RADIO  
 Competitive Code: POLITICAL

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	7/18/22	8/19/22		6:00 AM	10:00 AM	60	2	2	2	2	2			10	D	175.00	50	8,750.00	3	
2	7/18/22	8/19/22		10:00 AM	3:00 PM	60	2	2	2	2	2			10	D	125.00	50	6,250.00	3	
3	7/18/22	8/19/22		3:00 PM	7:00 PM	60	2	2	2	2	2			10	D	175.00	50	8,750.00	3	
4	7/23/22	8/20/22		11:00 AM	6:00 PM	60							4		4	D	75.00	20	1,500.00	3
5	8/15/22	8/19/22		6:00 AM	10:00 AM	60	1		1		1			3	D	175.00	3	525.00	3	
6	8/15/22	8/19/22		10:00 AM	3:00 PM	60		1	1	1				3	D	125.00	3	375.00		
7	8/15/22	8/19/22		3:00 PM	7:00 PM	60			1	1	1			3	D	175.00	3	525.00		
8	8/22/22	8/26/22		6:00 AM	10:00 AM	60	2	2	3	3	2			12	D	175.00	12	2,100.00		
9	8/22/22	8/26/22		10:00 AM	3:00 PM	60	2	3	2	2	3			12	D	125.00	12	1,500.00		
10	8/22/22	8/26/22		3:00 PM	7:00 PM	60	1	2	3	3	3			12	D	175.00	12	2,100.00		
11	8/27/22	8/27/22		10:00 AM	7:00 PM	60							4		4	D	75.00	4	300.00	

Billing Projections: By Month

	Jul 22	Aug 22
CA	10,100.00	22,575.00
ST	10,100.00	22,575.00

Print Spot Prices

Notes to Traffic: REVISION (8/12/22)- SPOTS ADDED

WEEK OF 8/15 & 8/22. RT

TOTAL SPOTS ..... 219  
 GROSS TOTAL \$ ..... 32,675.00  
 ADJUSTED SPOTS ..... 219  
 ADJUSTED TOTAL \$ ..... 32,675.00

APPROVE      DECLINE

- General Manager
- 1724rtur, 07/15/22 @12:30PM
- Business Manager
- Traffic Manager

*REVISED*  
*8/12/22*

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 Revenue Type: Local Agency Type: Cash Buyer: \_\_\_\_\_  
 Advertiser: YES ON 27 Tax Schedule: (None)  
 Address: \_\_\_\_\_ Agency Commission %: 15  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Billing Cycle: Standard  
 Phone: (818) 506-5443 Salesperson: 1724hhou Comm %: 8  
 Product Name: SPORTS BETTING Makegood Policy: Within Contract Dates  
 Estimate #: 2672 - YES OS 27 AA RADIO  
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No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	7/18/22	8/19/22		6:00 AM	10:00 AM	60	2	2	2	2	2			10	D	175.00	50	8,750.00	3	
2	7/18/22	8/19/22		10:00 AM	3:00 PM	60	2	2	2	2	2			10	D	125.00	50	6,250.00	3	
3	7/18/22	8/19/22		3:00 PM	7:00 PM	60	2	2	2	2	2			10	D	175.00	50	8,750.00	3	
4	7/23/22	8/20/22		11:00 AM	6:00 PM	60							4		4	D	75.00	20	1,500.00	3

Billing Projections: By Month

	Jul 22	Aug 22
CA	10,100.00	15,150.00
ST	10,100.00	15,150.00

Print Spot Prices

TOTAL SPOTS ..... 170  
 GROSS TOTAL \$ ..... 25,250.00  
 ADJUSTED SPOTS ..... 170  
 ADJUSTED TOTAL \$ ..... 25,250.00

APPROVE    DECLINE  
     General Manager  
     1724rtur, 07/15/22 @12:30PM  
     1724khar, 07/15/22 @12:37PM  
     1724chay, 07/15/22 @1:19PM

*ORIGINAL*  
*07/15/22*