

Liberty Principles



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 1/9/2018 3:45 PM

Schedule Grand Totals: 2 Weeks

Stations	Spots	Unit Rate	Total Cost	Schedule Cumulative Persons	GRPs	% Reach	Net Reach	Frequency	GIs	CPM	Average Rating	CPP
Radio Total	174	\$113,228	\$19,710.00	1,027,200	124.2	43.8%	666,900	2.8	1,880,600	\$10.49	0.7%	\$158.70
KEZK-FM	58	\$93.45	\$5,420.00	551,500	32.2	17.2%	261,600	1.9	490,400	\$10.99	0.6%	\$168.32
KMOX-AM	58	\$129.14	\$7,490.00	348,100	59.8	16.8%	255,800	3.6	920,400	\$8.12	1.0%	\$125.25
KVYV-FM	58	\$117.24	\$6,800.00	400,700	32.2	14.3%	218,300	2.2	469,800	\$14.47	0.5%	\$211.18

Accepted by Station

Date

Bob Visk

1/11/18

Accepted by Client

Date

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.

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: ST. LOUIS: DEC17 / NOV17 / OCT17 / SEP17 / AUG17 / JUL17 / JUN17 / MAY17 / APR17 / MAR17 / FEB17 / JAN17; Metro; Multiple Dayparts Used; P 35+; See Detailed Sourcing Page for Complete Details.
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