



Amanda Cloud  
(409) 988-3568

11/2/2020 12:26 PM

11/02/2020 - 11/03/2020  
P 18+

LAKE CHARLES, LA  
SP20 / FA19  
Metro

11/2-11/3

Radio Total	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	Net Reach	Frequency	CPM
<b>KHLA-FM</b>											
Flight A - 1 wk (11/02)											
One Week Total											
	M-F 6A-10A	AM	20		\$20.20	\$404.00	0.8%	\$25.90	9,800	2.4	\$16.83
	M-F 10A-3P	MD	4 30		\$25.00	\$100.00	0.6%	\$41.67	2,800	1.3	\$27.78
	M-F 3P-7P	PM	8 30		\$20.00	\$160.00	0.9%	\$22.22	5,800	1.9	\$14.29
	M-F 7P-12M	EVE	4 30		\$16.00	\$64.00	0.2%	\$80.00	900	1.3	\$53.33
<b>KLMH-FM</b>											
Flight A - 1 wk (11/02)											
One Week Total											
	M-F 6A-10A	AM	13		\$13.23	\$172.00	1.0%	\$13.87	9,900	1.9	\$8.82
	M-F 10A-3P	MD	3 30		\$18.00	\$54.00	1.2%	\$15.00	4,300	1.3	\$9.47
	M-F 3P-7P	PM	4 30		\$15.00	\$60.00	1.0%	\$15.00	4,200	1.4	\$10.00
	M-F 7P-12M	EVE	4 30		\$7.00	\$28.00	0.6%	\$11.67	2,700	1.3	\$7.78
<b>KLCL-AM</b>											
Flight A - 1 wk (11/02)											
One Week Total											
	M-F 6A-10A	AM	20		\$10.00	\$200.00	0.0%	\$0.00	200	0.0	\$0.00
	M-F 10A-3P	MD	4 30		\$10.00	\$40.00	0.0%	\$0.00	0	0.0	\$0.00
	M-F 10A-3P	MD	4 30		\$10.00	\$40.00	0.0%	\$0.00	100	0.0	\$0.00

The first demo listed is the Primary Demo.

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Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	Net Reach	Frequency	CPM
<b>KLCL-AM (continued)</b>										
M-F 3P-7P	PM	8 30		\$10.00	\$80.00	0.0%	\$0.00	100	0.0	\$0.00
M-F 7P-12M	EVE	4 30		\$10.00	\$40.00	0.0%	\$0.00	0	0.0	\$0.00
<b>KNGT-FM</b>		<b>12</b>		<b>\$16.67</b>	<b>\$200.00</b>	<b>0.6%</b>	<b>\$27.78</b>	<b>7,000</b>	<b>1.5</b>	<b>\$18.52</b>
Flight A - 1 wk (11/02)										
One Week Total										
M-F 6A-10A	AM	12		\$16.67	\$200.00	0.6%	\$27.78	7,000	1.5	\$18.52
M-F 10A-3P	MD	2 30		\$15.00	\$30.00	0.7%	\$21.43	1,900	1.2	\$13.64
M-F 3P-7P	PM	4 30		\$15.00	\$60.00	0.8%	\$18.75	3,700	1.3	\$12.50
M-F 7P-12M	EVE	4 30		\$20.00	\$80.00	0.3%	\$66.67	1,300	1.2	\$50.00
<b>KKRC-AM</b>		<b>20</b>		<b>\$10.00</b>	<b>\$200.00</b>	<b>0.0%</b>	<b>\$0.00</b>	<b>100</b>	<b>0.0</b>	<b>\$0.00</b>
Flight A - 1 wk (11/02)										
One Week Total										
M-F 6A-10A	AM	20		\$10.00	\$200.00	0.0%	\$0.00	100	0.0	\$0.00
M-F 10A-3P	MD	4 30		\$10.00	\$40.00	0.0%	\$0.00	100	0.0	\$0.00
M-F 3P-7P	PM	8 30		\$10.00	\$80.00	0.0%	\$0.00	0	0.0	\$0.00
M-F 7P-12M	EVE	4 30		\$10.00	\$40.00	0.0%	\$0.00	0	0.0	\$0.00
<b>KTSR-FM</b>		<b>20</b>		<b>\$20.00</b>	<b>\$400.00</b>	<b>0.3%</b>	<b>\$76.92</b>	<b>3,900</b>	<b>1.9</b>	<b>\$50.00</b>
Flight A - 1 wk (11/02)										
One Week Total										
M-F 6A-10A	AM	20		\$20.00	\$400.00	0.3%	\$76.92	3,900	1.9	\$50.00
M-F 10A-3P	MD	4 30		\$20.00	\$80.00	0.5%	\$40.00	1,800	1.6	\$28.57
M-F 3P-7P	PM	8 30		\$20.00	\$160.00	0.2%	\$100.00	1,500	1.6	\$66.67
M-F 7P-12M	EVE	4 30		\$20.00	\$80.00	0.1%	\$200.00	500	1.6	\$100.00

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**Schedule Grand Totals: 1 Week**

Radio Total	Stations	Spots	Unit Rate	Total Cost	Average Rating	CPP	Net Reach	Frequency	CPM
KHLA-FM		105	\$15.01	\$1,576.00	0.4%	\$39.01	29,100	2.1	\$25.02
KJMM-FM		20	\$20.20	\$404.00	0.8%	\$25.90	9,800	2.4	\$16.83
KJMM-FM		13	\$13.23	\$172.00	1.0%	\$13.87	9,900	1.9	\$8.82
KJCL-AM		20	\$10.00	\$200.00	0.0%	\$0.00	200	0.0	\$0.00
KNGT-FM		12	\$16.67	\$200.00	0.6%	\$27.78	7,000	1.5	\$18.52
KKRC-AM		20	\$10.00	\$200.00	0.0%	\$0.00	100	0.0	\$0.00
KTSR-FM		20	\$20.00	\$400.00	0.3%	\$76.92	3,900	1.9	\$50.00

Accepted by Station \_\_\_\_\_ Date \_\_\_\_\_  
 Accepted by Client \_\_\_\_\_ Date 11/2/20

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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