

Sharon Wilson 112 113



Amanda Cloud  
(409) 988-3568

11/12/2020 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)			105		\$15.01	\$1,576.00	0.4%	\$39.01	29,100	2.1	\$25.02
One Week Total			20		\$20.20	\$404.00	0.8%	\$25.90	9,800	2.4	\$16.83
	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	4 30		\$20.00	\$80.00	1.3%	\$15.38	5,100	1.6	\$10.00
	M-F 7P-12M	EVE	8 30		\$20.00	\$160.00	0.9%	\$22.22	5,800	1.9	\$14.29
			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)			13		\$13.23	\$172.00	1.0%	\$13.87	9,900	1.9	\$8.82
One Week Total			13		\$13.23	\$172.00	1.0%	\$13.87	9,900	1.9	\$8.82
	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	2 30		\$15.00	\$30.00	1.2%	\$12.50	3,200	1.1	\$8.33
	M-F 7P-12M	EVE	4 30		\$15.00	\$60.00	1.0%	\$15.00	4,200	1.4	\$10.00
			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)			20		\$10.00	\$200.00	0.0%	\$0.00	200	0.0	\$0.00
One Week Total			20		\$10.00	\$200.00	0.0%	\$0.00	200	0.0	\$0.00
	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
			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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TAPSCAN

	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	Net Reach	Frequency	CPM
<b>KLCI-AM (continued)</b>											
<b>KNGT-FM</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>Flight A - 1 wk (11/02)</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>
<b>One Week Total</b>											
<b>KRC-AM</b>	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>Flight A - 1 wk (11/02)</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>
<b>One Week Total</b>											
<b>KTSR-FM</b>	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>Flight A - 1 wk (11/02)</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>
<b>One Week Total</b>											
<b>One Week Total</b>	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
	<b>One Week Total</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>

The first demo listed is the Primary Demo.

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# Schedule Grand Totals: 1 Week

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

Accepted by Station \_\_\_\_\_ Date \_\_\_\_\_

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

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