

MARKET	STATION	AGENCY	EVENT	DESCRIPTION	FLIGHT DATES	CURRENT YEAR	LENGTH OF PARTNERSHIP	\$ RAISED (if Applicable)	# RECORDED PSAs	VALUE RECORDED	# LIVE MENTIONS	VALUE LIVE MENTIONS	LIVE BROADCAST	VALUE LIVE BROADCAST	COMMUNITY AFFAIRS SHOW / PROGRAM	VALUE COMMUNITY AFFAIRS SHOW / PROGRAM	WEB EXPOSURE	VALUE WEB EXPOSURE	# EBLAST	VALUE EBLAST	# SOCIAL MEDIA POSTS	VALUE SOCIAL MEDIA	MOBILE APP	VALUE MOBILE APP	INTERVIEWS	VALUE INTERVIEWS	ON SITE PARTICIPATION	VALUE ON SITE PARTICIPATION	TOTAL VALUE
Louisville	Cluster	ACS	Relay for Life	FUNDRAISER	Jun-8	2018	10+	15,000	150	15,000							10	10,000	5	2,500						y		\$ 27,500	
Louisville	CLUSTER	MaryHurst	Luncheon Event	FUNDRAISER	5/11/2018	2018	5+	2,500	20	2,000							2	2,000	2	1,000						y		\$ 5,000	
Louisville	WXMA	KDF	KDF PNC TOUR DE LOU	Jock participation / Emcee	4/29/2018	2018	2+	0	20	2,000							2	2,000	2	1,000						y		\$ 5,000	
Louisville	WXMA		FEST OF ALE	Jock participation / Emcee	6/2/2018	2018	2+	0	20	2,000							2	2,000	2	1,000						y		\$ 5,000	