

Proposed: 11/2/2022 Ph: 559-622-9401

Fax: 559-622-9521

KUFW-FM

KUFW-Campesina Visalia 2502 MERCED STREET, FRESNO, CA 93721

Revised: 11/2/2022 12:07:00 PM Contract #: 1803

Contract #: 1803 Page: 1

Client: AINLEY FOR CITY COUNCIL ID#1452021

Agency: Direct

E: GUIZAR, JORGE

Product: Bob Ainly

Contact: KELLY LAWLER

Assistant: HOUSE, HOUSE

Campaign Summary

Demo: A25-54

Market: Visalia-Tulare-Hanford (H)

Total Ratings: 0.0

Total Impressions: 0

Total Reach: 0

P.O. #:

CPP: \$0.00 **CPM:** \$0.00

Contract Total: \$900.00

Total Frequency: 0.0

Aud Source: (1) KUFW2019

Total Occ: 50

Number of Weeks: 2

Campaign Dates: 10/31/2022 to 11/6/2022 [1 wk(s)]; 11/7/2022 to 11/13/2022 [1 wk(s)];

Comments: Prime(Rtgs): Mo-Su 6:00 pm-11:30 pm 0%.

Proposed Schedule									
Days	Len Oct.							Nov.	Ttl
MTWTFSS	Hours	Program	Rate(\$)	Rtg	Aud	(m:ss)	31	7	Occ.
FSaSu	06:00 - 19:00	PRIME TIME MON-SUN 6	\$18.00	0.0	0(1)	0:30	30		30
[DSA: F=1	[DSA: F=10, Sa=10, Su=10]						' i		
MT	06:00 - 19:00	PRIME TIME MON-SUN 6	\$18.00	0.0	0(1)	0:30		20	20
[DSA: M=	[DSA: M=10, T=10]								

Source: Estimates, Based on Numeris-NMR Meter Data, Audience in thousands. CPR's based on exact ratings while Display Ratings have been rounded off.



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Week of	# of	Avg.	%	Avg.								Total
(Monday)	Осс	Rtg	Prime	Cost	GRP	Ttl Imp	CPP	CPM	Reach	Frequency	Airtime	Gross
10/31/2022	30	0.0	0%	\$18.00	0.0	0	\$0.00	\$0.00	.00	.0	\$540.00	\$540.00
11/7/2022	20	0.0	0%	\$18.00	0.0	0	\$0.00	\$0.00	.00	.0	\$360.00	\$360.00
											\$900.00	\$900.00
											Agency Commission	\$0.00
Total	50	0.0	0%	\$18.00	0.0	0	\$0.00	\$0.00	0	.0	Total Net	\$900.00

In way of acceptance, the parties affix their signature to this booking, thereby affording it the same legal terms and qualities as a sales contract. Taxes, if applicable, are extra.

Pocusigned by: Robert Linley		Jorge L Guirm		
Signature of Client D79EA0EB77A40E	Signature of Sales Rep	Signature of Sales Manager		
11/2/2022		11/02/2022		
Date	Date	Date		