



From: Kerri Taylor  
 Phone: (318) 388-2323  
 Email: kerri@radiopeople.com  
 9/20/2023 3:36 PM

Flight Dates: 09/23/2023 - 09/29/2023

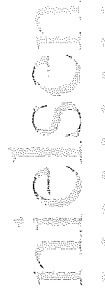
Radio Market: MONROE, LA  
 Survey: SP23 / FA22  
 Geography: Metro

Demo: P 25+

Schedule Description:  
 week of 9/23

Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	GRPs
<b>Radio Total</b>		<b>178</b>		<b>\$11.89</b>	<b>\$2,116.00</b>	<b>1.1%</b>	<b>\$10.30</b>	<b>205.4</b>	<b>100%</b>	<b>100%</b>	<b>46.7%</b>	<b>49,200</b>	<b>4.4</b>	<b>215,800</b>
<b>KJLO-FM</b>		<b>28</b>		<b>\$17.29</b>	<b>\$484.00</b>	<b>1.1%</b>	<b>\$15.32</b>	<b>31.6</b>	<b>15%</b>	<b>23%</b>	<b>11.5%</b>	<b>12,100</b>	<b>2.8</b>	<b>34,000</b>
Flight A - 1 wk (09/23)														
One Week Total		28		\$17.29	\$484.00	1.1%	\$15.32	31.6	15%	23%	11.5%	12,100	2.8	34,000
M-F 6A-10A	AM	28		\$17.29	\$484.00	1.1%	\$15.32	31.6	15%	23%	11.5%	12,100	2.8	34,000
M-F 10A-3P	MD	8	30	\$18.00	\$144.00	1.4%	\$12.86	11.2	35%	30%	6.0%	6,300	1.9	12,000
M-F 3P-7P	PM	8	30	\$18.00	\$144.00	1.1%	\$16.36	8.8	28%	30%	5.1%	5,400	1.8	9,600
Sa-Su 6A-7P		8	30	\$18.00	\$144.00	1.1%	\$16.36	8.8	28%	30%	5.2%	5,500	1.7	9,600
<b>KLIP-FM</b>		<b>4</b>	<b>30</b>	<b>\$13.00</b>	<b>\$52.00</b>	<b>0.7%</b>	<b>\$18.57</b>	<b>2.8</b>	<b>9%</b>	<b>11%</b>	<b>2.1%</b>	<b>2,200</b>	<b>1.3</b>	<b>2,800</b>
Flight A - 1 wk (09/23)														
One Week Total		28		\$9.71	\$272.00	1.2%	\$7.82	34.8	17%	13%	10.5%	11,100	3.4	37,200
M-F 6A-10A	AM	28		\$9.71	\$272.00	1.2%	\$7.82	34.8	17%	13%	10.5%	11,100	3.4	37,200
M-F 10A-3P	MD	8	30	\$10.00	\$80.00	1.4%	\$7.14	11.2	32%	29%	4.7%	5,000	2.4	12,000
M-F 3P-7P	PM	8	30	\$10.00	\$80.00	1.4%	\$7.14	11.2	32%	29%	5.4%	5,700	2.1	12,000
Sa-Su 6A-7P		4	30	\$8.00	\$32.00	0.7%	\$11.43	2.8	8%	12%	2.1%	2,200	1.3	2,800
<b>KMLB-AM</b>		<b>38</b>		<b>\$9.58</b>	<b>\$364.00</b>	<b>0.5%</b>	<b>\$18.76</b>	<b>19.4</b>	<b>9%</b>	<b>17%</b>	<b>4.2%</b>	<b>4,400</b>	<b>4.4</b>	<b>19,400</b>
Flight A - 1 wk (09/23)														
One Week Total		28		\$9.43	\$264.00	0.4%	\$21.29	12.4	6%	12%	3.7%	3,900	3.2	12,400
M-F 6A-10A	AM	28		\$9.43	\$264.00	0.4%	\$21.29	12.4	6%	12%	3.7%	3,900	3.2	12,400
M-F 10A-3P	MD	8	30	\$10.00	\$80.00	0.5%	\$20.00	4.0	32%	30%	1.8%	1,900	2.1	4,000
M-F 3P-7P	PM	8	30	\$10.00	\$80.00	0.6%	\$16.67	4.8	39%	30%	2.1%	2,200	2.2	4,800

The first demo listed is the Primary Demo.  
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# Dana Benson 23



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Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gls
<b>KMLB-AM (continued)</b>														
M-F 3P-7P	PM	8	30	\$10.00	\$80.00	0.3%	\$33.33	2.4	19%	30%	1.2%	1,300	1.8	2,400
Sa-Su 6A-7P		4	30	\$6.00	\$24.00	0.3%	\$20.00	1.2	10%	9%	0.9%	900	1.3	1,200
<b>Flight B - 1 wk (09/23)</b>														
		10		\$10.00	\$100.00	0.7%	\$14.29	7.0	3%	5%	1.5%	1,600	4.4	7,000
One Week Total		10		\$10.00	\$100.00	0.7%	\$14.29	7.0	3%	5%	1.5%	1,600	4.4	7,000
M-F 9A-11A		10	30	\$10.00	\$100.00	0.7%	\$14.29	7.0	100%	100%	1.5%	1,600	4.4	7,000
<b>KMXX-FM</b>		<b>28</b>		<b>\$14.43</b>	<b>\$404.00</b>	<b>1.8%</b>	<b>\$8.15</b>	<b>49.6</b>	<b>24%</b>	<b>19%</b>	<b>14.7%</b>	<b>15,500</b>	<b>3.4</b>	<b>52,400</b>
<b>Flight A - 1 wk (09/23)</b>														
		28		\$14.43	\$404.00	1.8%	\$8.15	49.6	24%	19%	14.7%	15,500	3.4	52,400
One Week Total		28		\$14.43	\$404.00	1.8%	\$8.15	49.6	24%	19%	14.7%	15,500	3.4	52,400
M-F 6A-10A	AM	8	30	\$15.00	\$120.00	2.2%	\$6.82	17.6	35%	30%	8.5%	8,900	2.1	18,400
M-F 10A-3P	MD	8	30	\$15.00	\$120.00	1.6%	\$9.38	12.8	26%	30%	6.4%	6,700	2.0	13,600
M-F 3P-7P	PM	8	30	\$15.00	\$120.00	1.6%	\$9.38	12.8	26%	30%	6.8%	7,200	1.9	13,600
Sa-Su 6A-7P		4	30	\$11.00	\$44.00	1.6%	\$6.88	6.4	13%	11%	4.7%	4,900	1.4	6,800
<b>KRJO-AM</b>		<b>28</b>		<b>\$6.43</b>	<b>\$180.00</b>	<b>0.6%</b>	<b>\$10.23</b>	<b>17.6</b>	<b>9%</b>	<b>9%</b>	<b>5.4%</b>	<b>5,700</b>	<b>3.1</b>	<b>17,600</b>
<b>Flight A - 1 wk (09/23)</b>														
		28		\$6.43	\$180.00	0.6%	\$10.23	17.6	9%	9%	5.4%	5,700	3.1	17,600
One Week Total		28		\$6.43	\$180.00	0.6%	\$10.23	17.6	9%	9%	5.4%	5,700	3.1	17,600
M-F 6A-10A	AM	8	30	\$7.00	\$56.00	0.6%	\$11.67	4.8	27%	31%	2.6%	2,700	1.8	4,800
M-F 10A-3P	MD	8	30	\$7.00	\$56.00	0.8%	\$8.75	6.4	36%	31%	2.8%	3,000	2.1	6,400
M-F 3P-7P	PM	8	30	\$7.00	\$56.00	0.6%	\$11.67	4.8	27%	31%	2.4%	2,500	1.9	4,800
Sa-Su 6A-7P		4	30	\$3.00	\$12.00	0.4%	\$7.50	1.6	9%	7%	1.1%	1,200	1.3	1,600
<b>KRW-FM</b>		<b>28</b>		<b>\$14.71</b>	<b>\$412.00</b>	<b>1.9%</b>	<b>\$7.86</b>	<b>52.4</b>	<b>26%</b>	<b>19%</b>	<b>15.7%</b>	<b>16,500</b>	<b>3.3</b>	<b>55,200</b>
<b>Flight A - 1 wk (09/23)</b>														
		28		\$14.71	\$412.00	1.9%	\$7.86	52.4	26%	19%	15.7%	16,500	3.3	55,200
One Week Total		28		\$14.71	\$412.00	1.9%	\$7.86	52.4	26%	19%	15.7%	16,500	3.3	55,200
M-F 6A-10A	AM	8	30	\$15.00	\$120.00	2.3%	\$6.52	18.4	35%	29%	8.6%	9,100	2.1	19,200
M-F 10A-3P	MD	8	30	\$15.00	\$120.00	1.9%	\$7.89	15.2	29%	29%	7.4%	7,800	2.1	16,000

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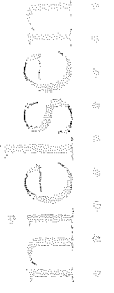


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Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gls
M-F 3P-7P	PM	8:30		\$15.00	\$120.00	1.7%	\$8.82	13.6	26%	29%	7.2%	7,600	1.9	14,400
Sa-Su 6A-7P		4:30		\$13.00	\$52.00	1.3%	\$10.00	5.2	10%	13%	4.1%	4,300	1.3	5,600

KRWW-FM (continued)

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**Schedule Grand Totals: 1 Week**

Stations	Spots	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gls	CPM
Radio Total	178	\$11.89	\$2,116.00	1.1%	\$10.30	205.4	100%	100%	46.7%	49,200	4.4	215,800	\$9.91
KJLO-FM	28	\$17.29	\$484.00	1.1%	\$15.32	31.6	15%	23%	11.5%	12,100	2.8	34,000	\$14.41
KLIP-FM	28	\$9.71	\$272.00	1.2%	\$7.82	34.8	17%	13%	10.5%	11,100	3.4	37,200	\$7.47
KMLB-AM	38	\$9.58	\$364.00	0.5%	\$18.76	19.4	9%	17%	4.2%	4,400	4.4	19,400	\$19.16
KMWX-FM	28	\$14.43	\$404.00	1.8%	\$8.15	49.6	24%	19%	14.7%	15,500	3.4	52,400	\$7.59
KRJO-AM	28	\$6.43	\$180.00	0.6%	\$10.23	17.6	9%	9%	5.4%	5,700	3.1	17,600	\$10.72
KRVV-FM	28	\$14.71	\$412.00	1.9%	\$7.86	52.4	26%	19%	15.7%	16,500	3.3	55,200	\$7.36

Accepted by Station \_\_\_\_\_ Date \_\_\_\_\_  
 Accepted by Client Quest Communications By: Sherry Murphy 9/21/23  
 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.

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# Detailed Sourcing Summary

Radio Market: MONROE, LA  
Survey: Average of Nielsen Radio Spring 2023, Nielsen Radio Fall 2022  
Geography: Metro  
Daypart: Multiple Dayparts Used

## Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 25+ (Primary)	105,300	978

Stations: User Selected  
Additional  
Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day. Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes. Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one diarykeeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: [http://www.arbitron.com/downloads/MRC\\_Accredited\\_Services\\_Markets.pdf](http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf)

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website: <http://ascription.nielsen.com>  
Rating Reliability Estimator: <https://rre.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.  
<https://ebook.nielsen.com/secure/RR8/2023SPR/0585/pdfs/SpecialNotices.pdf>

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