



Marc / Sheriff 9/23

From: Kerr Taylor  
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 9/19/2023 4:58 PM

Flight Dates: 09/23/2023 - 09/29/2023  
 Demo: P 25+

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

ScheduleDescription:  
 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  | Gls            |
|-------------------------|--------------|------------|--------|----------------|-------------------|----------------|----------------|--------------|-------------|-----------------|--------------|---------------|------------|----------------|
| <b>Radio Total</b>      |              | <b>226</b> |        | <b>\$11.83</b> | <b>\$2,674.00</b> | <b>1.1%</b>    | <b>\$10.28</b> | <b>260.0</b> | <b>100%</b> | <b>100%</b>     | <b>49.0%</b> | <b>51,600</b> | <b>5.3</b> | <b>273,200</b> |
| <b>KJLC-FM</b>          |              | <b>36</b>  |        | <b>\$17.17</b> | <b>\$618.00</b>   | <b>1.1%</b>    | <b>\$15.37</b> | <b>40.2</b>  | <b>15%</b>  | <b>23%</b>      | <b>12.3%</b> | <b>13,000</b> | <b>3.3</b> | <b>43,200</b>  |
| Flight A - 1 wk (09/23) |              |            |        |                |                   |                |                |              |             |                 |              |               |            |                |
| One Week Total          |              | 36         |        | \$17.17        | \$618.00          | 1.1%           | \$15.37        | 40.2         | 15%         | 23%             | 12.3%        | 13,000        | 3.3        | 43,200         |
|                         |              | 36         |        | \$17.17        | \$618.00          | 1.1%           | \$15.37        | 40.2         | 15%         | 23%             | 12.3%        | 13,000        | 3.3        | 43,200         |
|                         | M-F 6A-10A   | 10         | 30     | \$18.00        | \$180.00          | 1.4%           | \$12.86        | 14.0         | 35%         | 29%             | 6.6%         | 6,900         | 2.2        | 15,000         |
|                         | M-F 10A-3P   | 10         | 30     | \$18.00        | \$180.00          | 1.1%           | \$16.36        | 11.0         | 27%         | 29%             | 5.7%         | 6,000         | 2.0        | 12,000         |
|                         | M-F 3P-7P    | 10         | 30     | \$18.00        | \$180.00          | 1.1%           | \$16.36        | 11.0         | 27%         | 29%             | 5.9%         | 6,200         | 1.9        | 12,000         |
|                         | Sa-Su 6A-7P  | 6          | 30     | \$13.00        | \$78.00           | 0.7%           | \$18.57        | 4.2          | 10%         | 13%             | 2.8%         | 2,900         | 1.4        | 4,200          |
| <b>KLIP-FM</b>          |              | <b>36</b>  |        | <b>\$9.67</b>  | <b>\$348.00</b>   | <b>1.2%</b>    | <b>\$7.87</b>  | <b>44.2</b>  | <b>17%</b>  | <b>13%</b>      | <b>11.2%</b> | <b>11,800</b> | <b>4.0</b> | <b>47,200</b>  |
| Flight A - 1 wk (09/23) |              |            |        |                |                   |                |                |              |             |                 |              |               |            |                |
| One Week Total          |              | 36         |        | \$9.67         | \$348.00          | 1.2%           | \$7.87         | 44.2         | 17%         | 13%             | 11.2%        | 11,800        | 4.0        | 47,200         |
|                         |              | 36         |        | \$9.67         | \$348.00          | 1.2%           | \$7.87         | 44.2         | 17%         | 13%             | 11.2%        | 11,800        | 4.0        | 47,200         |
|                         | M-F 6A-10A   | 10         | 30     | \$10.00        | \$100.00          | 1.4%           | \$7.14         | 14.0         | 32%         | 29%             | 5.1%         | 5,400         | 2.8        | 15,000         |
|                         | M-F 10A-3P   | 10         | 30     | \$10.00        | \$100.00          | 1.4%           | \$7.14         | 14.0         | 32%         | 29%             | 5.9%         | 6,200         | 2.4        | 15,000         |
|                         | M-F 3P-7P    | 10         | 30     | \$10.00        | \$100.00          | 1.2%           | \$8.33         | 12.0         | 27%         | 29%             | 5.7%         | 6,000         | 2.2        | 13,000         |
|                         | Sa-Su 6A-7P  | 6          | 30     | \$8.00         | \$48.00           | 0.7%           | \$11.43        | 4.2          | 10%         | 14%             | 2.8%         | 2,900         | 1.4        | 4,200          |
| <b>KMLB-AM</b>          |              | <b>46</b>  |        | <b>\$9.48</b>  | <b>\$436.00</b>   | <b>0.5%</b>    | <b>\$19.12</b> | <b>22.8</b>  | <b>9%</b>   | <b>16%</b>      | <b>4.3%</b>  | <b>4,500</b>  | <b>5.1</b> | <b>22,800</b>  |
| Flight A - 1 wk (09/23) |              |            |        |                |                   |                |                |              |             |                 |              |               |            |                |
| One Week Total          |              | 36         |        | \$9.33         | \$336.00          | 0.4%           | \$21.27        | 15.8         | 6%          | 13%             | 4.0%         | 4,200         | 3.8        | 15,800         |
|                         |              | 36         |        | \$9.33         | \$336.00          | 0.4%           | \$21.27        | 15.8         | 6%          | 13%             | 4.0%         | 4,200         | 3.8        | 15,800         |
|                         | M-F 6A-10A   | 10         | 30     | \$10.00        | \$100.00          | 0.5%           | \$20.00        | 5.0          | 32%         | 30%             | 1.9%         | 2,000         | 2.5        | 5,000          |
|                         | M-F 10A-3P   | 10         | 30     | \$10.00        | \$100.00          | 0.6%           | \$16.67        | 6.0          | 38%         | 30%             | 2.2%         | 2,300         | 2.6        | 6,000          |

The first demo listed is the Primary Demo.  
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From: Kerri Taylor  
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 Email: kerri@radiopeople.com  
 9/19/2023 4:58 PM

|                                | Daypart     | Daypart Code | Spots | Length | Unit Rate | Total Cost | Average Rating | CPP     | GRPs | % of GRPs | % of Total Cost | % Reach | Net Reach | Frequency | GRs    |
|--------------------------------|-------------|--------------|-------|--------|-----------|------------|----------------|---------|------|-----------|-----------------|---------|-----------|-----------|--------|
| <b>KMLB-AM (continued)</b>     |             |              |       |        |           |            |                |         |      |           |                 |         |           |           |        |
|                                | M-F 3P-7P   | PM           | 10    | 30     | \$10.00   | \$100.00   | 0.3%           | \$33.33 | 3.0  | 19%       | 30%             | 1.3%    | 1,400     | 2.1       | 3,000  |
|                                | Sa-Su 6A-7P |              | 6     | 30     | \$6.00    | \$36.00    | 0.3%           | \$20.00 | 1.8  | 11%       | 11%             | 1.0%    | 1,100     | 1.6       | 1,800  |
| <b>Flight B - 1 wk (09/23)</b> |             |              |       |        |           |            |                |         |      |           |                 |         |           |           |        |
|                                |             |              | 10    |        | \$10.00   | \$100.00   | 0.7%           | \$14.29 | 7.0  | 3%        | 4%              | 1.5%    | 1,600     | 4.4       | 7,000  |
| <b>One Week Total</b>          |             |              | 10    |        | \$10.00   | \$100.00   | 0.7%           | \$14.29 | 7.0  | 3%        | 4%              | 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>KMX-FM</b>                  |             |              |       |        |           |            |                |         |      |           |                 |         |           |           |        |
| <b>Flight A - 1 wk (09/23)</b> |             |              |       |        |           |            |                |         |      |           |                 |         |           |           |        |
|                                |             |              | 36    |        | \$14.33   | \$516.00   | 1.8%           | \$8.11  | 63.6 | 24%       | 19%             | 15.7%   | 16,500    | 4.1       | 67,200 |
| <b>One Week Total</b>          |             |              | 36    |        | \$14.33   | \$516.00   | 1.8%           | \$8.11  | 63.6 | 24%       | 19%             | 15.7%   | 16,500    | 4.1       | 67,200 |
|                                | M-F 6A-10A  | AM           | 10    | 30     | \$15.00   | \$150.00   | 2.2%           | \$6.82  | 22.0 | 35%       | 29%             | 9.1%    | 9,600     | 2.4       | 23,000 |
|                                | M-F 10A-3P  | MD           | 10    | 30     | \$15.00   | \$150.00   | 1.6%           | \$9.38  | 16.0 | 25%       | 29%             | 6.9%    | 7,300     | 2.3       | 17,000 |
|                                | M-F 3P-7P   | PM           | 10    | 30     | \$15.00   | \$150.00   | 1.6%           | \$9.38  | 16.0 | 25%       | 29%             | 7.5%    | 7,900     | 2.2       | 17,000 |
|                                | Sa-Su 6A-7P |              | 6     | 30     | \$11.00   | \$66.00    | 1.6%           | \$6.88  | 9.6  | 15%       | 13%             | 5.9%    | 6,200     | 1.6       | 10,200 |
| <b>KRJO-AM</b>                 |             |              |       |        |           |            |                |         |      |           |                 |         |           |           |        |
| <b>Flight A - 1 wk (09/23)</b> |             |              |       |        |           |            |                |         |      |           |                 |         |           |           |        |
|                                |             |              | 36    |        | \$6.33    | \$228.00   | 0.6%           | \$10.18 | 22.4 | 9%        | 9%              | 5.8%    | 6,100     | 3.7       | 22,400 |
| <b>One Week Total</b>          |             |              | 36    |        | \$6.33    | \$228.00   | 0.6%           | \$10.18 | 22.4 | 9%        | 9%              | 5.8%    | 6,100     | 3.7       | 22,400 |
|                                | M-F 6A-10A  | AM           | 10    | 30     | \$7.00    | \$70.00    | 0.6%           | \$11.67 | 6.0  | 27%       | 31%             | 2.8%    | 3,000     | 2.0       | 6,000  |
|                                | M-F 10A-3P  | MD           | 10    | 30     | \$7.00    | \$70.00    | 0.8%           | \$8.75  | 8.0  | 36%       | 31%             | 3.0%    | 3,200     | 2.5       | 8,000  |
|                                | M-F 3P-7P   | PM           | 10    | 30     | \$7.00    | \$70.00    | 0.6%           | \$11.67 | 6.0  | 27%       | 31%             | 2.7%    | 2,800     | 2.1       | 6,000  |
|                                | Sa-Su 6A-7P |              | 6     | 30     | \$3.00    | \$18.00    | 0.4%           | \$7.50  | 2.4  | 11%       | 8%              | 1.4%    | 1,500     | 1.6       | 2,400  |
| <b>KRW-FM</b>                  |             |              |       |        |           |            |                |         |      |           |                 |         |           |           |        |
| <b>Flight A - 1 wk (09/23)</b> |             |              |       |        |           |            |                |         |      |           |                 |         |           |           |        |
|                                |             |              | 36    |        | \$14.67   | \$528.00   | 1.9%           | \$7.90  | 66.8 | 26%       | 20%             | 16.6%   | 17,500    | 4.0       | 70,400 |
| <b>One Week Total</b>          |             |              | 36    |        | \$14.67   | \$528.00   | 1.9%           | \$7.90  | 66.8 | 26%       | 20%             | 16.6%   | 17,500    | 4.0       | 70,400 |
|                                | M-F 6A-10A  | AM           | 10    | 30     | \$15.00   | \$150.00   | 2.3%           | \$6.52  | 23.0 | 34%       | 28%             | 9.4%    | 9,900     | 2.4       | 24,000 |
|                                | M-F 10A-3P  | MD           | 10    | 30     | \$15.00   | \$150.00   | 1.9%           | \$7.89  | 19.0 | 28%       | 28%             | 8.1%    | 8,500     | 2.4       | 20,000 |

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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 | GIs    |
|----------------------------|--------------|-------|--------|-----------|------------|----------------|---------|------|-----------|-----------------|---------|-----------|-----------|--------|
| <b>KRVV-FM (continued)</b> |              |       |        |           |            |                |         |      |           |                 |         |           |           |        |
| M-F 3P-7P                  | PM           | 10    | 30     | \$15.00   | \$150.00   | 1.7%           | \$8.82  | 17.0 | 25%       | 28%             | 8.0%    | 8,400     | 2.1       | 18,000 |
| Sa-Su 6A-7P                |              | 6     | 30     | \$13.00   | \$78.00    | 1.3%           | \$10.00 | 7.8  | 12%       | 15%             | 5.3%    | 5,600     | 1.5       | 8,400  |

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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 | GIs     | CPM     |
|-------------|-------|-----------|------------|----------------|---------|-------|-----------|-----------------|---------|-----------|-----------|---------|---------|
| Radio Total | 226   | \$11.83   | \$2,674.00 | 1.1%           | \$10.28 | 260.0 | 100%      | 100%            | 49.0%   | 51,600    | 5.3       | 273,200 | \$9.86  |
| KJLO-FM     | 36    | \$17.47   | \$618.00   | 1.1%           | \$15.37 | 40.2  | 15%       | 23%             | 12.3%   | 13,000    | 3.3       | 43,200  | \$14.31 |
| KJIP-FM     | 36    | \$9.67    | \$348.00   | 1.2%           | \$7.87  | 44.2  | 17%       | 13%             | 11.2%   | 11,800    | 4.0       | 47,200  | \$7.44  |
| KMLB-AM     | 46    | \$9.48    | \$436.00   | 0.5%           | \$19.12 | 22.8  | 9%        | 16%             | 4.3%    | 4,500     | 5.1       | 22,800  | \$18.96 |
| KMVX-FM     | 36    | \$14.33   | \$516.00   | 1.8%           | \$8.11  | 63.6  | 24%       | 19%             | 15.7%   | 16,500    | 4.1       | 67,200  | \$7.54  |
| KRJO-AM     | 36    | \$6.33    | \$228.00   | 0.6%           | \$10.18 | 22.4  | 9%        | 9%              | 5.8%    | 6,100     | 3.7       | 22,400  | \$10.55 |
| KRWV-FM     | 36    | \$14.67   | \$528.00   | 1.9%           | \$7.90  | 66.8  | 26%       | 20%             | 16.6%   | 17,500    | 4.0       | 70,400  | \$7.34  |

Accepted by Station

*Quest Communications*  
*Ray Sherman*

Date

9-20-2023

Accepted by Client

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.

Subscription Website: <http://subscription.nielsen.com>  
Rating Reliability Estimator: <https://rrr.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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