

New Order

Media: Radio
Client: Kinder for Governor
Product: Kinder for Governor
CPE: KIND/KIND/278
Description: 1966_KIND RADIO 7.4-7.17
Rep:
Version: 1
Comments:

Market: Kansas City
Demo: Adults 50+
Separation: 30
Flight Start: 7/4/16
Flight End: 7/17/16
Sales Office:
Survey: Mar16 MSA CustRadio

Vendor: KMBZ-AM
AE: Suzi Dreiling
Phone:
Fax:

Billing To: Red Letter Communications Inc.
 231 North Main Street
 Cape Girardeau, MO 63701
Phone: 573-334-7410
Fax:

Line No	Daypart (Program)	Daypart Code	Gross	C/T	Dur	7/4	7/11	Total Spots	Adults 50+ RTG	CPP
1	MTuWThF 5:00A-10:00A	AM	\$70.00	C	60	4	5	9	0.8	\$87.50
2	MTuWThF 9:00A-11:00A	RT	\$80.00	C	60	3	4	7	0.8	\$100.00
3	MTuWThF 11:00A-2:00P	MD	\$175.00	C	60	4	5	9	1.5	\$116.67
Comments: RUSH										
4	MTuWThF 2:00P-5:00P	RT	\$65.00	C	60	2	3	5	1.0	\$65.00
Comments: Hannity										
5	MTuWThF 5:00A-10:00A	AM	\$65.00	C	30	4	5	9	0.8	\$81.25
6	MTuWThF 9:00A-11:00A	RT	\$70.00	C	30	3	4	7	0.8	\$87.50
7	MTuWThF 11:00A-2:00P	MD	\$150.00	C	30	4	5	9	1.5	\$100.00
Comments: RUSH										
8	MTuWThF 2:00P-5:00P	RT	\$65.00	C	30	2	3	5	1.0	\$65.00
Comments: Hannity										
Total Spots:						26	34	60		
Total GRP/GIMP(000):						27.2	35.4		62.6	
Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots							
7/2016	\$5,840.00 - 60	\$0.00 - 0	\$5,840.00 - 60							
Total Gross Cost:			\$5,840.00						Total Gross CPP:	\$93.29
Total Net Cost:			\$4,964.00						Total Net CPP:	\$79.30

Disclaimer:

Please send invoices to Red Letter Communications, attention Samantha Berens. All invoices must include above referenced estimate number, tearsheets and/or affidavits of performance; payment will not be remitted without these. Signature denotes acceptance of terms and confirmation of placement. Please return signed copy by email to sam@rlci.com or by fax to 214.771.0441.

Other Demos

Line No	Daypart (Program)	Daypart Code	Gross	C/T	Dur	Total Spots	Adults 35+ RTG	CPP
1	MTuWThF 5:00A-10:00A	AM	\$70.00	C	60	9	0.4	\$175.00
2	MTuWThF 9:00A-11:00A	RT	\$80.00	C	60	7	0.4	\$200.00
3	MTuWThF 11:00A-2:00P	MD	\$175.00	C	60	9	1.0	\$175.00
4	MTuWThF 2:00P-5:00P	RT	\$65.00	C	60	5	0.8	\$81.25
5	MTuWThF 5:00A-10:00A	AM	\$65.00	C	30	9	0.4	\$162.50
6	MTuWThF 9:00A-11:00A	RT	\$70.00	C	30	7	0.4	\$175.00
7	MTuWThF 11:00A-2:00P	MD	\$150.00	C	30	9	1.0	\$150.00
8	MTuWThF 2:00P-5:00P	RT	\$65.00	C	30	5	0.8	\$81.25
Total Spots:						60		
Total GRP/GIMP(000):							38.8	
Total Cost:			\$5,840.00			CPP:		\$127.94

New Order

Media: Radio	Market: Kansas City	Vendor: KMBZ-FM	Billing To: Red Letter Communications Inc.
Client: Kinder for Governor	Demo: Adults 50+		231 North Main Street
Product: Kinder for Governor	Separation: 30		Cape Girardeau, MO 63701
CPE: KIND/KIND/278	Flight Start: 7/4/16	AE: Suzi Dreiling	
Description: 1966_KIND RADIO 7.4-7.17	Flight End: 7/17/16	Phone: 573-334-7410	
Rep:	Sales Office:	Fax:	
Version: 1	Survey: Mar16 MSA CustRadio		
Comments:			

Line No	Daypart (Program)	Daypart Code	Gross	C/T	Dur	7/4	7/11	Total Spots	Adults 50+ RTG	CPP
1	MTuWThF 5:00A-10:00A	AM	\$150.00	C	60	4	5	9	1.0	\$150.00
2	MTuWThF 10:00A-2:00P	MD	\$75.00	C	60	5	6	11	0.8	\$93.75
3	MTuWThF 2:00P-6:00P	RT	\$150.00	C	60	3	4	7	1.0	\$150.00
4	MTuWThF 5:00A-10:00A	AM	\$125.00	C	30	4	5	9	1.0	\$125.00
5	MTuWThF 10:00A-2:00P	MD	\$75.00	C	30	5	6	11	0.8	\$93.75
6	MTuWThF 2:00P-6:00P	RT	\$125.00	C	30	3	4	7	1.0	\$125.00
Total Spots:						24	30	54		
Total GRP/GIMP(000):						22.0	27.6		49.6	

Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots
7/2016	\$6,050.00 - 54	\$0.00 - 0	\$6,050.00 - 54
Total Gross Cost: \$6,050.00			Total Gross CPP: \$121.98
Total Net Cost: \$5,142.50			Total Net CPP: \$103.68

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Other Demos

Line No	Daypart (Program)	Daypart Code	Gross	C/T	Dur	Total Spots	Adults 35+ RTG	CPP
1	MTuWThF 5:00A-10:00A	AM	\$150.00	C	60	9	0.6	\$250.00
2	MTuWThF 10:00A-2:00P	MD	\$75.00	C	60	11	0.4	\$187.50
3	MTuWThF 2:00P-6:00P	RT	\$150.00	C	60	7	0.8	\$187.50
4	MTuWThF 5:00A-10:00A	AM	\$125.00	C	30	9	0.6	\$208.33
5	MTuWThF 10:00A-2:00P	MD	\$75.00	C	30	11	0.4	\$187.50
6	MTuWThF 2:00P-6:00P	RT	\$125.00	C	30	7	0.8	\$156.25
Total Spots:						54		
Total GRP/GIMP(000):							30.8	
Total Cost:			\$6,050.00			CPP:		\$166.96