

# KS HD 54

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APR 03 2017

10/2/2016

Client: Renae Hansen      Survey: SP16 TSA CustRadio  
 Media: Radio      Buyer: MKM  
 Product: KS HD54 Candidate  
 Flight Date: 11/01/2016 - 11/07/2016  
 Market/System: Topeka

KS Governmental Ethics Commission

AMENDED

Station	Format	Day	DP	Time	Women 35+ RTG	# of SPOTS PER DAY							Total Spots	CLT Gross Cost
						11/1 11/1	11/2 11/2	11/3 11/3	11/4 11/4	11/5 11/5	11/6 11/6	11/7 11/7		
KMAJ-FM	Adult Contemporary	M-F	AM	6:00a-10:00a	2.3	3	3	3	3	0	0	3	15	\$66.75
	Adult Contemporary	M-F	MD	10:00a-3:00p	2.3	3	3	3	3	0	0	3	15	\$53.40
	Adult Contemporary	M-F	PM	3:00p-7:00p	2.3	2	2	2	2	0	0	2	10	\$53.40
	Adult Contemporary	Sa	WK	6:00a-7:00p	1.1	0	0	0	0	4	0	0	4	\$19.58
<b>Station Total:</b>					<b>96.4</b>								<b>44</b>	<b>\$2,414.57</b>
KWIC-FM	Classic Hits	M-F	AM	6:00a-10:00a	0.6	1	1	1	1	0	0	1	5	\$12.50
	Classic Hits	M-F	MD	10:00a-3:00p	1.1	3	3	3	3	0	0	3	15	\$12.50
<b>Station Total:</b>					<b>19.5</b>								<b>20</b>	<b>\$249.91</b>
KTPK-FM	Classic Country	M-F	AM	6:00a-10:00a	1.7	3	3	3	3	0	0	3	15	\$9.79
	Classic Country	M-F	MD	10:00a-3:00p	1.7	3	3	3	3	0	0	3	15	\$10.68
	Classic Country	M-F	PM	3:00p-7:00p	1.1	2	2	2	2	0	0	2	10	\$10.68
	Classic Country	Sa	WK	6:00a-7:00p	1.1	0	0	0	0	4	0	0	4	\$8.90
<b>Station Total:</b>					<b>66.4</b>								<b>44</b>	<b>\$449.45</b>
KMAJ-AM	Talk	M-F	MD	10:00a-3:00p	1.1	3	3	3	3	0	0	3	15	\$44.50
<b>Station Total:</b>					<b>16.5</b>								<b>15</b>	<b>\$667.50</b>
KLWN-AM	Talk	M-F	AM	6:00a-10:00a	1.1	3	3	3	3	0	0	3	15	\$13.35
<b>Station Total:</b>					<b>16.5</b>								<b>15</b>	<b>\$200.25</b>
Spots Per Week						26	26	26	26	8	0	26	138	
TRPs Per Week						41.3	41.3	41.3	41.3	8.8	0.0	41.3	215.3	

SCHEDULE TOTALS

TOTAL SPOTS: 138  
 TOTAL COST: \$3,981.68  
 TOTAL Women 35+ TRPs: 215.3  
 TOTAL Women 35+ CPP: \$18.49  
 TOTAL Women 35+ Reach Pct/Frequency: 61.2%/3.5

# Summary by Market/System

10/2/2016

Client: Renae Hansen                      Estimate: 1  
 Media: Radio                                Buyer: MKM  
 Product: KS HD54 Candidate  
 Flight Date: 11/01/2016 - 11/07/2016

Market	Total Spots	CLT Gross	PCT	Women 35+	
				GRP Reach Pct	PCT / Freq
<b>Topeka</b>					
Market Total:	138	\$3,981.68	100%	215.3	100%
				61.2%	3.5
<b>All Markets</b>					
Grand Total:	138	\$3,981.68		215.3	
				61.2%	3.5