

Tooele County Fair/2019

From: Julie Hackett
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 6/4/2019 4:42 PM



Notes: 2019/07/15: Deliverables of proposal after which rates are subject to change

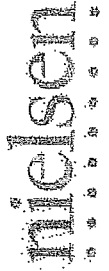
Flight Dates: 07/15/2019 - 08/04/2019
 Demo: P 18+

Radio Market: SALT LAKE CITY-OGDEN-PROVO
 Survey: APR19 / MART19 / FEB19 / JAN19
 Geography: Metro

Schedule Description:
 2019 Fair Advertising

Daypart	Spots	Length	Unit Rate	Total Cost	Net Reach	Notes
Radio Total	292		\$17.71	\$4,995.00	341,700	
KUBLRGAT	292		\$17.71	\$4,995.00	341,700	
Flight D - 2 wks (07/15 - 07/22)						
One-Week Total	156		\$18.66	\$2,913.00	252,300	
M-F 6A-7P	15	:30	\$18.66	\$279.90	156,900	
Sa 8A-8P	3	:30	\$65.00	\$195.00	61,000	
Su 8A-8P	3	:30	\$45.00	\$135.00	15,700	
M-Su 8A-12M	6	:30	\$20.00	\$120.00	6,000	
M-F 6A-7P	5	:15	\$40.00	\$200.00	25,800	Traffic Sponsorships
M-F 6A-7P	20	:30	\$1.25	\$25.00	73,700	Streaming Spots
M-F 6A-7P	15	:15	\$0.00	\$0.00	61,000	Demolition Derby Giveaway Mentions
M-F 6A-7P	15	:15	\$0.00	\$0.00	61,000	Phil Vassar Giveaways
M-F 6A-7P	1	:60	\$50.00	\$50.00	5,700	Web Banner-Act 2 wks
Flight A - 1 wk (07/29)						
One-Week Total	126		\$14.80	\$1,865.00	165,900	
M-F 6A-7P	126		\$14.80	\$1,865.00	165,900	
M-F 6A-7P	15	:30	\$65.00	\$975.00	61,000	
Sa 8A-4P	3	:30	\$45.00	\$135.00	14,800	
M-F 6A-7P	5	:15	\$41.00	\$205.00	25,600	Traffic Sponsorships
M-F 6A-7P	20	:30	\$1.26	\$25.00	73,700	Streaming Spots
M-Th 6A-7P	30	:15	\$0.00	\$0.00	88,400	Demolition Derby Giveaway Mentions

The first demo listed is the Primary Demo.
 This report was created in TVPSCAN using the following Radio Information: SALT LAKE CITY-OGDEN-PROVO; APR19 / MART19 / FEB19 / JAN19; Metro; Multiple Dayparts Used; P 18+; Station Demos Used: KUBLRGAT #10CAT.
 All KUBLRGAT, See Detailed Sourcing Page for Complete Details.
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Isle County Fair/2019

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 MEDIA

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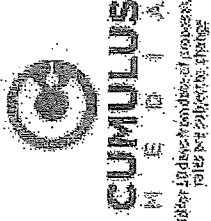
*KUBJ/KCAT (continued)	Daypart	Spots	Length	Unit Rate	Total Cost	Net Reach	Notes
	M-Th 6A-7P	30	15	\$0.00	\$0.00	88,400	Phil Vassar Giveaways
	F 5P-7P	1	60	\$0.00	\$0.00	5,400	On-Site Before Concert
	F 5P-7P	1	60	\$100.00	\$100.00	5,400	Tech Talent Fees for On-Site
	M-F 6A-7P	15	15	\$0.00	\$0.00	67,000	Promos for On-Site
	M 5P-7P	4	60	\$0.00	\$0.00	11,500	Call-ins On Site at Grocery Partner
	M 5P-7P	1	60	\$350.00	\$350.00	4,800	Matt Raimone Talent Fee
	M-F 6A-7P	1	60	\$75.00	\$75.00	5,700	E-Blast about Fair/Concert

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 This report was created in iAPSCAN using the following Radio information: SALT LAKE CITY-ORDEN-PROVO; APR19 / MAY19 / FEB19 / JAN19; Major; Multiple Dayparts Used; P-18; Station Combs Used; *KUBJ/KCAT = KICAT-AM; KUBJ-FM; See Detailed Sourcing Page for Complete Details.
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Tooele County Fair/2019

From: Julie Hackett
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Schedule Grand Totals: 3 Weeks

Radio Total	Stations	Spots	Unit Rate	Total Cost	Net Reach
KJUL/KKAT		292	\$17.11	\$4,995.00	341,700
		292	\$17.11	\$4,995.00	341,700

Accepted by Station

Date

Julie Hackett
 Julie Hackett
 Tooele County Commissioner

24 June 2019

Accepted by Client

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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This report was created in TAPSCAN using the following Radio Information: SALT LAKE CITY-CO DEN-PROVO; APRY19 / MAR19 / FEB19 / JAN19; Metro: Multiple Dayparts Used; P 18+ Station Combos Used: KJUL/KKAT = KKAT-AM/KJUL-FM; See Detailed Sourcing Page for Complete Details.

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