

BID TABULATION		ZIMMER RADIO AND MARKETING GROUP			CUMULUS		
33-29JUN17 - RADIO ADVERTISING FOR JOINT COMMUNICATIONS							
4.13.	PROPOSED PRICING						
	Description	Cost/ad for 15 Seconds	Cost/ad for 30 Seconds	Cost/ad for 60 Seconds	Cost/ad for 15 Seconds	Cost/ad for 30 Seconds	Cost/ad for 60 Seconds
4.13.1.	List of Radio Station(s) for cost outlined below:	KATI - Metro Cume Listener Number: 7,700			KBBM - Metro Cume Listener Number: 6,100		
4.13.2.	6:00 - 10:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday		\$28.00	\$35.00	\$5.00	\$8.00	\$10.00
4.13.3.	10:00 a.m. - 3:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday		\$28.00	\$35.00	\$5.00	\$8.00	\$10.00
4.13.4.	3:00 - 7:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday		\$28.00	\$35.00	\$5.00	\$8.00	\$10.00
4.13.5.	7:00 p.m. - Midnight Monday, Tuesday, Wednesday, Thursday, or Friday		\$8.00	\$10.00	\$2.00	\$4.00	\$5.00
4.13.6.	Midnight - 6:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday		\$2.00	\$2.00	\$1.00	\$1.00	\$1.00
4.13.7.	6:00 - 10:00 a.m. Saturday or Sunday		\$11.00	\$14.00	\$2.00	\$4.00	\$5.00
4.13.8.	10:00 a.m. - 3:00 p.m. Saturday or Sunday		\$11.00	\$14.00	\$2.00	\$4.00	\$5.00
4.13.9.	3:00 - 7:00 p.m. Saturday or Sunday		\$11.00	\$14.00	\$2.00	\$4.00	\$5.00
4.13.10.	7:00 p.m. - Midnight Saturday or Sunday		\$6.00	\$8.00	\$1.00	\$1.00	\$2.00
4.13.11.	Midnight - 6:00 a.m. Saturday or Sunday		\$2.00	\$2.00	\$1.00	\$1.00	\$1.00
	Description	Cost/ad for 15 Seconds	Cost/ad for 30 Seconds	Cost/ad for 60 Seconds	Cost/ad for 15 Seconds	Cost/ad for 30 Seconds	Cost/ad for 60 Seconds
4.13.12.	List of Radio Station(s) for cost outlined below:	KCLR - Metro Cume Listener Number: 26,800			KFRU - Metro Cume Listener Number: 10,200		
4.13.13.	6:00 - 10:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday		\$58.00	\$72.00	\$15.00	\$20.00	\$25.00
4.13.14.	10:00 a.m. - 3:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday		\$58.00	\$72.00	\$15.00	\$20.00	\$25.00
4.13.15.	3:00 - 7:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday		\$58.00	\$72.00	\$15.00	\$20.00	\$25.00
4.13.16.	7:00 p.m. - Midnight Monday, Tuesday, Wednesday, Thursday, or Friday		\$11.00	\$14.00	\$5.00	\$8.00	\$10.00
4.13.17.	Midnight - 6:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday		\$5.00	\$6.00	\$2.00	\$2.00	\$2.00
4.13.18.	6:00 - 10:00 a.m. Saturday or Sunday		\$20.00	\$25.00	\$5.00	\$10.00	\$15.00
4.13.19.	10:00 a.m. - 3:00 p.m. Saturday or Sunday		\$20.00	\$25.00	\$5.00	\$10.00	\$15.00
4.13.20.	3:00 - 7:00 p.m. Saturday or Sunday		\$20.00	\$25.00	\$5.00	\$10.00	\$15.00
4.13.21.	7:00 p.m. - Midnight Saturday or Sunday		\$10.00	\$12.00	\$2.00	\$4.00	\$5.00
4.13.22.	Midnight - 6:00 a.m. Saturday or Sunday		\$5.00	\$6.00	\$2.00	\$2.00	\$2.00

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4.13.23.	List of Radio Station(s) for cost outlined below:	KCMQ - Metro Cume Listener Number: 22,700			KOQL - Metro Cume Listener Number: 38,300		
4.13.24.	6:00 - 10:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday		\$31.00	\$39.00	\$18.00	\$32.00	\$35.00
4.13.25.	10:00 a.m. - 3:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday		\$31.00	\$39.00	\$18.00	\$32.00	\$35.00
4.13.26.	3:00 - 7:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday		\$31.00	\$39.00	\$18.00	\$32.00	\$35.00
4.13.27.	7:00 p.m. - Midnight Monday, Tuesday, Wednesday, Thursday, or Friday		\$7.00	\$9.00	\$10.00	\$18.00	\$20.00
4.13.28.	Midnight - 6:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday		\$3.00	\$3.00	\$4.00	\$5.00	\$5.00
4.13.29.	6:00 - 10:00 a.m. Saturday or Sunday		\$11.00	\$14.00	\$15.00	\$22.00	\$25.00
4.13.30.	10:00 a.m. - 3:00 p.m. Saturday or Sunday		\$11.00	\$14.00	\$15.00	\$22.00	\$25.00
4.13.31.	3:00 - 7:00 p.m. Saturday or Sunday		\$11.00	\$14.00	\$15.00	\$22.00	\$25.00
4.13.32.	7:00 p.m. - Midnight Saturday or Sunday		\$9.00	\$11.00	\$5.00	\$8.00	\$10.00
4.13.33.	Midnight - 6:00 a.m. Saturday or Sunday		\$3.00	\$3.00	\$4.00	\$5.00	\$5.00
	Description	Cost/ad for 15 Seconds	Cost/ad for 30 Seconds	Cost/ad for 60 Seconds	Cost/ad for 15 Seconds	Cost/ad for 30 Seconds	Cost/ad for 60 Seconds
4.13.34.	List of Radio Station(s) for cost outlined below:	KSSZ - Metro Cume Listener Number: 13,100			KPLA - Metro Cume Listener Number: 23,600		
4.13.35.	6:00 - 10:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday		\$24.00	\$30.00	\$18.00	\$32.00	\$35.00
4.13.36.	10:00 a.m. - 3:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday		\$24.00	\$30.00	\$18.00	\$32.00	\$35.00
4.13.37.	3:00 - 7:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday		\$24.00	\$30.00	\$18.00	\$32.00	\$35.00
4.13.38.	7:00 p.m. - Midnight Monday, Tuesday, Wednesday, Thursday, or Friday		\$7.00	\$8.00	\$10.00	\$18.00	\$20.00
4.13.39.	Midnight - 6:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday		\$3.00	\$4.00	\$4.00	\$5.00	\$5.00
4.13.40.	6:00 - 10:00 a.m. Saturday or Sunday		\$8.00	\$10.00	\$15.00	\$22.00	\$25.00
4.13.41.	10:00 a.m. - 3:00 p.m. Saturday or Sunday		\$8.00	\$10.00	\$15.00	\$22.00	\$25.00
4.13.42.	3:00 - 7:00 p.m. Saturday or Sunday		\$8.00	\$10.00	\$15.00	\$22.00	\$25.00
4.13.43.	7:00 p.m. - Midnight Saturday or Sunday		\$4.00	\$5.00	\$5.00	\$8.00	\$10.00
4.13.44.	Midnight - 6:00 a.m. Saturday or Sunday		\$2.00	\$2.00	\$4.00	\$5.00	\$5.00

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4.13.45.	List of Radio Station(s) for cost outlined below:	KTGR - Metro Cume Listener Number: 8,700			KBXR - Metro Cume Listener Number: 20,300		
4.13.46.	6:00 - 10:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday		\$13.00	\$16.00	\$14.00	\$18.00	\$20.00
4.13.47.	10:00 a.m. - 3:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday		\$13.00	\$16.00	\$14.00	\$18.00	\$20.00
4.13.48.	3:00 - 7:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday		\$13.00	\$16.00	\$14.00	\$18.00	\$20.00
4.13.49.	7:00 p.m. - Midnight Monday, Tuesday, Wednesday, Thursday, or Friday		\$4.00	\$5.00	\$4.00	\$6.00	\$8.00
4.13.50.	Midnight - 6:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday		\$2.00	\$2.00	\$2.00	\$2.00	\$2.00
4.13.51.	6:00 - 10:00 a.m. Saturday or Sunday		\$4.00	\$5.00	\$10.00	\$12.00	\$15.00
4.13.52.	10:00 a.m. - 3:00 p.m. Saturday or Sunday		\$4.00	\$5.00	\$10.00	\$12.00	\$15.00
4.13.53.	3:00 - 7:00 p.m. Saturday or Sunday		\$4.00	\$5.00	\$10.00	\$12.00	\$15.00
4.13.54.	7:00 p.m. - Midnight Saturday or Sunday		\$2.00	\$3.00	\$2.00	\$4.00	\$5.00
4.13.55.	Midnight - 6:00 a.m. Saturday or Sunday		\$2.00	\$2.00	\$1.00	\$1.00	\$1.00

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4.13.45.	List of Radio Station(s) for cost outlined below:	KTXV - Metro Cume Listener Number: 34,500					
4.13.46.	6:00 - 10:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday		\$36.00	\$45.00			
4.13.47.	10:00 a.m. - 3:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday		\$36.00	\$45.00			
4.13.48.	3:00 - 7:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday		\$36.00	\$45.00			
4.13.49.	7:00 p.m. - Midnight Monday, Tuesday, Wednesday, Thursday, or Friday		\$11.00	\$13.00			
4.13.50.	Midnight - 6:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday		\$3.00	\$4.00			
4.13.51.	6:00 - 10:00 a.m. Saturday or Sunday		\$16.00	\$20.00			
4.13.52.	10:00 a.m. - 3:00 p.m. Saturday or Sunday		\$16.00	\$20.00			
4.13.53.	3:00 - 7:00 p.m. Saturday or Sunday		\$16.00	\$20.00			
4.13.54.	7:00 p.m. - Midnight Saturday or Sunday		\$10.00	\$12.00			
4.13.55.	Midnight - 6:00 a.m. Saturday or Sunday		\$3.00	\$3.00			
4.11.	COOP ? (YES OR NO	YES			YES		

4.12.	MAXIMUM % INCREASE FOR ANY RENEWAL PERIOD FROM THE PREVIOUS YEAR	10%			5%		
	Non Responsive:						
	Mix Country 96 - did not submit Response Form						
	Winstar Interactive Media - submitted digital advertising, not radio advertising. Did not use our Response Form						