

BID TABULATION		ZIMMER RADIO AND MARKETING GROUP			CUMULUS		
10-30JUN22 - RADIO ADVERTISING							
4	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
4.6.1.	Name of Radio Station(s) for cost outlined below:	KATI			KBBM-FM		
4.6.2.	6:00 - 10:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$33.00	\$42.00	\$5.00	\$8.00	\$10.00
4.6.3.	10:00 a.m. - 3:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$33.00	\$42.00	\$5.00	\$8.00	\$10.00
4.6.4.	3:00 - 7:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$33.00	\$42.00	\$5.00	\$8.00	\$10.00
4.6.5.	7:00 p.m. - Midnight Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$9.00	\$12.00	\$2.00	\$4.00	\$5.00
4.6.6.	Midnight - 6:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$2.00	\$2.00	\$1.00	\$1.00	\$1.00
4.6.7.	6:00 - 10:00 a.m. Saturday or Sunday	No Response	\$13.00	\$17.00	\$2.00	\$4.00	\$5.00
4.6.8.	10:00 a.m. - 3:00 p.m. Saturday or Sunday	No Response	\$13.00	\$17.00	\$2.00	\$4.00	\$5.00
4.6.9.	3:00 - 7:00 p.m. Saturday or Sunday	No Response	\$13.00	\$17.00	\$2.00	\$4.00	\$5.00
4.6.10.	7:00 p.m. - Midnight Saturday or Sunday	No Response	\$6.00	\$8.00	\$1.00	\$2.00	\$2.00
4.6.11.	Midnight - 6:00 a.m. Saturday or Sunday	No Response	\$2.00	\$2.00	\$1.00	\$1.00	\$1.00
4.6.11.							
	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
4.6.12.	Name of Radio Station(s) for cost outlined below:	KCLR			KBXR-FM		
4.6.13.	6:00 - 10:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$58.00	\$72.00	\$10.00	\$15.00	\$18.00
4.6.14.	10:00 a.m. - 3:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$58.00	\$72.00	\$10.00	\$15.00	\$18.00
4.6.15.	3:00 - 7:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$58.00	\$72.00	\$10.00	\$15.00	\$18.00
4.6.16.	7:00 p.m. - Midnight Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$13.00	\$16.00	\$4.00	\$6.00	\$8.00
4.6.17.	Midnight - 6:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$5.00	\$6.00	\$2.00	\$2.00	\$2.00
4.6.18.	6:00 - 10:00 a.m. Saturday or Sunday	No Response	\$23.00	\$29.00	\$8.00	\$10.00	\$12.00
4.6.19.	10:00 a.m. - 3:00 p.m. Saturday or Sunday	No Response	\$23.00	\$29.00	\$8.00	\$10.00	\$12.00
4.6.20.	3:00 - 7:00 p.m. Saturday or Sunday	No Response	\$23.00	\$29.00	\$4.00	\$8.00	\$12.00
4.6.21.	7:00 p.m. - Midnight Saturday or Sunday	No Response	\$10.00	\$12.00	\$2.00	\$4.00	\$5.00
4.6.22.	Midnight - 6:00 a.m. Saturday or Sunday	No Response	\$5.00	\$6.00	\$1.00	\$1.00	\$1.00

BID TABULATION							
10-30JUN2233-29JUN17 - RADIO ADVERTISING		ZIMMER			CUMULUS		
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
4.6.12.	Name of Radio Station(s) for cost outlined below:	KCMQ			KFRU-AM/FM		
4.6.13.	6:00 - 10:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$41.00	\$52.00	\$10.00	\$20.00	\$24.00
4.6.14.	10:00 a.m. - 3:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$41.00	\$52.00	\$10.00	\$20.00	\$24.00
4.6.15.	3:00 - 7:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$41.00	\$52.00	\$10.00	\$20.00	\$24.00
4.6.16.	7:00 p.m. - Midnight Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$16.00	\$20.00	\$5.00	\$8.00	\$10.00
4.6.17.	Midnight - 6:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$3.00	\$4.00	\$2.00	\$2.00	\$2.00
4.6.18.	6:00 - 10:00 a.m. Saturday or Sunday	No Response	\$22.00	\$28.00	\$4.00	\$8.00	\$12.00
4.6.19.	10:00 a.m. - 3:00 p.m. Saturday or Sunday	No Response	\$22.00	\$28.00	\$4.00	\$8.00	\$12.00
4.6.20.	3:00 - 7:00 p.m. Saturday or Sunday	No Response	\$22.00	\$28.00	\$4.00	\$8.00	\$12.00
4.6.21.	7:00 p.m. - Midnight Saturday or Sunday	No Response	\$10.00	\$13.00	\$2.00	\$4.00	\$5.00
4.6.22.	Midnight - 6:00 a.m. Saturday or Sunday	No Response	\$3.00	\$3.00	\$2.00	\$2.00	\$2.00
	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
4.6.23.	Name of Radio Station(s) for cost outlined below:	KSSZ			KOQL-FM		
4.6.24.	6:00 - 10:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$27.00	\$34.00	\$18.00	\$32.00	\$35.00
4.6.25.	10:00 a.m. - 3:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$27.00	\$34.00	\$18.00	\$32.00	\$35.00
4.6.26.	3:00 - 7:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$27.00	\$34.00	\$18.00	\$32.00	\$35.00
4.6.27.	7:00 p.m. - Midnight Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$7.00	\$8.00	\$10.00	\$18.00	\$20.00
4.6.28.	Midnight - 6:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$3.00	\$4.00	\$4.00	\$5.00	\$5.00
4.6.29.	6:00 - 10:00 a.m. Saturday or Sunday	No Response	\$10.00	\$12.00	\$15.00	\$22.00	\$25.00
4.6.30.	10:00 a.m. - 3:00 p.m. Saturday or Sunday	No Response	\$10.00	\$12.00	\$15.00	\$22.00	\$25.00
4.6.31.	3:00 - 7:00 p.m. Saturday or Sunday	No Response	\$10.00	\$12.00	\$15.00	\$22.00	\$25.00

4.6.32.	7:00 p.m. - Midnight Saturday or Sunday	No Response	\$5.00	\$6.00	\$5.00	\$8.00	\$10.00
4.6.33.	Midnight - 6:00 a.m. Saturday or Sunday	No Response	\$3.00	\$3.00	\$4.00	\$5.00	\$5.00

BID TABULATION		ZIMMER			CUMULUS		
33-29JUN17 - RADIO ADVERTISING FOR JOINT COMMUNICATIONS		ZIMMER			CUMULUS		
PROPOSED PRICING		ZIMMER			CUMULUS		
	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
4.6.34.	Name of Radio Station(s) for cost outlined below:	KTGR			KPLA-FM		
4.6.35.	6:00 - 10:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$13.00	\$17.00	\$18.00	\$32.00	\$35.00
4.6.36.	10:00 a.m. - 3:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$13.00	\$17.00	\$18.00	\$32.00	\$35.00
4.6.37.	3:00 - 7:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$13.00	\$17.00	\$18.00	\$32.00	\$35.00
4.6.38.	7:00 p.m. - Midnight Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$4.00	\$5.00	\$10.00	\$18.00	\$20.00
4.6.39.	Midnight - 6:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$2.00	\$2.00	\$4.00	\$5.00	\$5.00
4.6.40.	6:00 - 10:00 a.m. Saturday or Sunday	No Response	\$5.00	\$6.00	\$15.00	\$22.00	\$25.00
4.6.41.	10:00 a.m. - 3:00 p.m. Saturday or Sunday	No Response	\$5.00	\$6.00	\$15.00	\$22.00	\$25.00
4.6.42.	3:00 - 7:00 p.m. Saturday or Sunday	No Response	\$5.00	\$6.00	\$15.00	\$22.00	\$25.00
4.6.43.	7:00 p.m. - Midnight Saturday or Sunday	No Response	\$2.00	\$3.00	\$5.00	\$8.00	\$10.00
4.6.44.	Midnight - 6:00 a.m. Saturday or Sunday	No Response	\$2.00	\$2.00	\$4.00	\$5.00	\$5.00
BID TABULATION		ZIMMER			CUMULUS		
33-29JUN17 - RADIO ADVERTISING FOR JOINT COMMUNICATIONS		ZIMMER			CUMULUS		
PROPOSED PRICING		ZIMMER			CUMULUS		
	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
4.6.45.	Name of Radio Station(s) for cost outlined below:	KTXV					
4.6.46.	6:00 - 10:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$36.00	\$45.00			
4.6.47.	10:00 a.m. - 3:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$36.00	\$45.00			
4.6.48.	3:00 - 7:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$36.00	\$45.00			
4.6.49.	7:00 p.m. - Midnight Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$11.00	\$13.00			
4.6.50.	Midnight - 6:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$3.00	\$4.00			
4.6.51.	6:00 - 10:00 a.m. Saturday or Sunday	No Response	\$16.00	\$20.00			

4.6.52.	10:00 a.m. - 3:00 p.m. Saturday or Sunday	No Response	\$16.00	\$20.00			
4.6.53.	3:00 - 7:00 p.m. Saturday or Sunday	No Response	\$16.00	\$20.00			
4.6.54.	7:00 p.m. - Midnight Saturday or Sunday	No Response	\$10.00	\$12.00			
4.6.55.	Midnight - 6:00 a.m. Saturday or Sunday	No Response	\$3.00	\$3.00			
	<u>Description</u>	<u>Cost/ad for 15 Seconds</u>	<u>Cost/ad for 30 Seconds</u>	<u>Cost/ad for 60 Seconds</u>	<u>Cost/ad for 15 Seconds</u>	<u>Cost/ad for 30 Seconds</u>	<u>Cost/ad for 60 Seconds</u>
4.6.45.	Name of Radio Station(s) for cost outlined below:	KFAL					
4.6.46.	6:00 - 10:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$5.00	\$7.00			
4.6.47.	10:00 a.m. - 3:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$5.00	\$7.00			
4.6.48.	3:00 - 7:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$5.00	\$7.00			
4.6.49.	7:00 p.m. - Midnight Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$3.00	\$4.00			
4.6.50.	Midnight - 6:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$2.00	\$2.00			
4.6.51.	6:00 - 10:00 a.m. Saturday or Sunday	No Response	\$5.00	\$6.00			
4.6.52.	10:00 a.m. - 3:00 p.m. Saturday or Sunday	No Response	\$5.00	\$6.00			
4.6.53.	3:00 - 7:00 p.m. Saturday or Sunday	No Response	\$5.00	\$6.00			
4.6.54.	7:00 p.m. - Midnight Saturday or Sunday	No Response	\$2.00	\$3.00			
4.6.55.	Midnight - 6:00 a.m. Saturday or Sunday	No Response	\$2.00	\$3.00			
	<u>Description</u>	<u>Cost/ad for 15 Seconds</u>	<u>Cost/ad for 30 Seconds</u>	<u>Cost/ad for 60 Seconds</u>	<u>Cost/ad for 15 Seconds</u>	<u>Cost/ad for 30 Seconds</u>	<u>Cost/ad for 60 Seconds</u>
	Name of Radio Station(s) for cost outlined below:	KWOS					
	6:00 - 10:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$23.00	\$29.00			
	10:00 a.m. - 3:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$23.00	\$29.00			
	3:00 - 7:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$23.00	\$29.00			
	7:00 p.m. - Midnight Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$8.00	\$10.00			
	Midnight - 6:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$2.00	\$2.00			
	6:00 - 10:00 a.m. Saturday or Sunday	No Response	\$12.00	\$15.00			

	10:00 a.m. - 3:00 p.m. Saturday or Sunday	No Response	\$12.00	\$15.00	
	3:00 - 7:00 p.m. Saturday or Sunday	No Response	\$12.00	\$15.00	
	7:00 p.m. - Midnight Saturday or Sunday	No Response	\$5.00	\$6.00	
	Midnight - 6:00 a.m. Saturday or Sunday	No Response	\$2.00	\$2.00	
4.11.	COOP ? (YES OR NO)	Yes		Yes	
4.12.	MAXIMUM % INCREASE FOR ANY RENEWAL PERIOD FROM THE PREVIOUS YEAR	10%		5%	
4	Metro Cume Listener Number for each radio station	KTXY: 28,500; KCLR: 28,200; KCMQ: 20,200; KSSZ: 10,800; KATI: 6,800; KTGR: 5,000; KFAL: 2,100; KWOS: 1,400		KBBM: 4,600; KBXR: 14,500; KFRU: 10,000; KOQL: 28,600; KPLA: 22,400	
1	Contact authorized to sign contract	Carrie Berkbuegler, carrie@mailzimmer.com		mark.mills@cumulus.com	
2	Dedicated customer service rep for radio advertising	Carrie Berkbuegler, carrie@mailzimmer.com; Phone: 573-875-1099		Mark Mills; Office: 573-303-3269; Cell: 573-881-2499; mark.mills@cumulus.com	
3	Dedicated customer service rep for billing inquiries	Becky James rjames@mailzimmer.com; Phone: 573-875-1099		Mark Mills; Office: 573-303-3269; Cell: 573-881-2499; mark.mills@cumulus.com	