



# Sober Moms

Total Dollar Return and Spots Aired

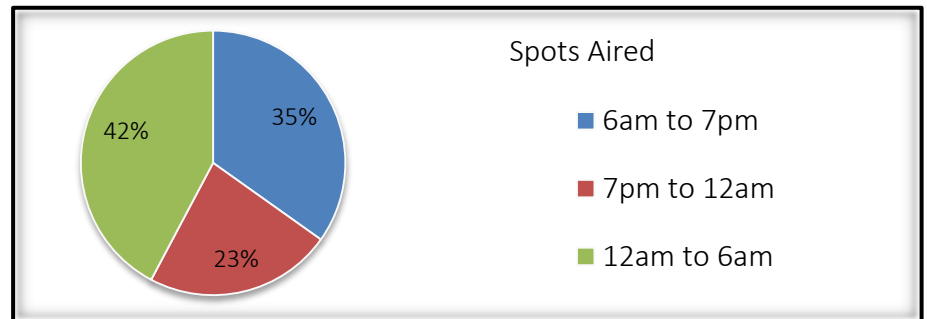
For March 2016

Monthly Investment : \$5000.00

Region	Spots Aired
Southern Radio	692
Southern Television	321
Northern and Rural Radio	527
Northern and Rural Television	960
Monthly Spot Total	2,500
Campaign Spot Total	8,663
Monthly Return on Investment	62:1

Region	Total Estimated Value
Southern Radio	\$69,200.00
Southern Television	\$53,025.00
Northern and Rural Radio	\$39,525.00
Northern and Rural Television	\$151,800.00
Monthly Value Total	\$313,550.00
Campaign Value Total	\$1,095,120.00
Total Return on Investment	54:1

Day Parts	Spots Aired
6am to 7pm	871
7pm to 12am	573
12am to 6am	1056



# Southern Nevada Radio

Station	Frequency	Format	Spots	Total Value*
KBAD	920 AM	Sports	9	\$900.00
KCYE	102.7 FM	Coyote Country	10	\$1,000.00
KDWN	720 AM	News/Talk	10	\$1,000.00
<b>KENO</b>	<b>1460 AM</b>	Sports	9	\$900.00
<b>KISF</b>	103.5 FM	Regional Mexican	23	\$2,300.00
KJUL	104.7 FM	Adult Standards	41	\$4,100.00
KKLZ	96.3 FM	Classic Rock	10	\$1,000.00
KLAV	1230 AM	Talk/Information	9	\$900.00
<b>KLSQ</b>	<b>870 AM</b>	Spanish Oldies/Talk	21	\$2,100.00
KLUC	98.5 FM	Contemporary Hits	42	\$4,200.00
KMXB	94.1 FM	Modern Adult Contemporary	44	\$4,400.00
KMZQ	670 AM	News/Talk	70	\$7,000.00
KOAS	105.7 FM	Jazz	10	\$1,000.00
KOMP	92.3 FM	Rock	8	\$800.00
KPLV	93.1 FM	Oldies	6	\$600.00
KQLL	102.3 FM /1280 AM	Oldies	24	\$2,400.00
<b>KQRT</b>	<b>105.1 FM</b>	Mexican Regional Music	36	\$3,600.00
<b>KRGV</b>	<b>99.3 FM</b>	Spanish Urban	23	\$2,300.00
KRLV	1340 AM	Sports Talk	9	\$900.00
<b>KRRN</b>	<b>92.7 FM</b>	Spanish Music	32	\$3,200.00
KSNE	106.5 FM	Adult Contemporary	6	\$600.00
KUNV	91.5 FM	Jazz	46	\$4,600.00
KVEG	97.5 FM	Contemporary Hits, Rhythmic	6	\$600.00
KVGS	107.9 FM	Rhythm & Blues	10	\$1,000.00
<b>KWID</b>	<b>101.9 FM</b>	Mexican Regional Music	9	\$900.00
KWNR	95.5 FM	Country Music	6	\$600.00
KWWN	1100 AM	News/Talk	9	\$900.00
KXNT	840 AM	News/Talk	22	\$2,200.00
KXPT	97.1 FM	Classic Rock Hits	9	\$900.00
KXQQ	100.5 FM	Rhythmic Hot AC	43	\$4,300.00
KXST	1140 AM	Sports	39	\$3,900.00
KXTE	107.5 FM	Alternative Rock	41	\$4,100.00

6a-7p	7p-12a	12a-6a
3	3	3
0	0	10
0	0	10
3	3	3
5	8	10
4	27	10
0	0	10
3	3	3
10	2	9
0	0	42
0	3	41
35	15	20
0	0	10
2	2	4
1	0	5
3	5	16
19	4	13
3	4	16
3	3	3
13	11	8
1	0	5
14	29	3
0	0	6
0	0	10
3	3	3
1	0	5
2	3	4
0	0	22
2	3	4
3	1	39
12	6	21
1	13	27

Spanish stations are represented in BLUE ink.

Total Estimated Value	692	\$69,200.00
-----------------------	-----	-------------

146	151	395
-----	-----	-----



# Southern Nevada Television

Station	Format	Spots	Total Value
<a href="#">KBLR-TV 39</a>	Telemundo	16	\$3,200.00
<a href="#">KELV-TV 27</a>	Telefutura	59	\$11,800.00
<a href="#">KINC-TV 15</a>	Univision	24	\$4,800.00
KLAS-TV 8	CBS Affiliate	11	\$2,200.00
<a href="#">KMCC-TV 34.1</a>	Mundo Fox	17	\$3,400.00
COOL-TV 34.2	TheCoolTV	112	\$14,000.00
KPVM-TV 41	Ion Television	37	\$4,625.00
KSNV-TV 3	NBC Affiliate	21	\$4,200.00
KTNV-TV 13	ABC Affiliate	24	\$4,800.00

Spanish stations are represented in BLUE ink.

Total Estimated Value	321	\$53,025.00
-----------------------	-----	-------------

6a-7p	7p-12a	12a-6a
4	4	8
26	11	22
4	0	20
4	3	4
16	1	0
50	25	37
19	18	0
0	2	19
5	7	12

128	71	122
-----	----	-----

# Northern Nevada Radio

Station	Frequency	Format	Spots	Total Value*
KBUL	98.1 FM	Country Music	64	\$4,800.00
KBZZ	1270 AM/96.1 FM	Sports Talk	8	\$600.00
KCKQ	1180 AM		17	\$1,275.00
KDOT	104.5 FM	Active Rock	19	\$1,425.00
KDSS	92.7 FM	US Country	10	\$750.00
KELK	1240 AM/95.9 FM	Adult Contemporary	11	\$825.00
KFOY	1060 AM	Sports	23	\$1,725.00
<b>KHIT</b>	<b>1450 AM</b>	ESPN Deportes Radio	28	\$2,100.00
KKOH	780 AM	News/Talk	51	\$3,825.00
KKTU	99.5 FM	Hot Adult Contemporary	8	\$600.00
KLCA	96.5 FM	Top 40	16	\$1,200.00
KNEV	95.5 FM	Adult Contemporary	71	\$5,325.00
KNEZ	107.3 FM	News/Talk	34	\$2,550.00
KODS	103.7 FM	Oldies	8	\$600.00
KOZZ	105.7 FM	Classic Rock	20	\$1,500.00
KPLY	630 AM	Sports	20	\$1,500.00
KRJC	95 FM	Country Music	13	\$975.00
KRNO	106.9 FM	Soft Rock	8	\$600.00
KRZQ	104.1 FM	Alternative Rock	14	\$1,050.00
KSGG	104.9 FM	Hip Hop/R&B	8	\$600.00
<b>KSRN</b>	<b>107.7 FM</b>	Mexican Regional	6	\$450.00
KTHX	100.1 FM	Adult Alternative	8	\$600.00
KURK	92.9 FM	60's, 70's, 80's Rock	8	\$600.00
KUUB	94.5 FM	Cub Country	17	\$1,275.00
KVLV	980 AM	Country	8	\$600.00
KWNZ	107.3 FM	News/Talk	7	\$525.00
KZTI	105.3 FM	Adult Standards	14	\$1,050.00
KZTQ	93.7 FM	80's and 90's	8	\$600.00

6a-7p	7p-12a	12a-6a
7	21	36
2	2	4
0	0	17
0	3	16
3	5	2
11	0	0
7	4	12
7	4	17
5	26	20
8	0	0
0	6	10
7	17	47
3	7	24
1	4	3
0	2	18
8	1	11
3	5	5
1	0	7
0	14	0
1	2	5
0	5	1
2	3	3
2	3	3
7	4	6
8	0	0
0	7	0
0	14	0
3	1	4

Spanish stations are represented in BLUE ink.

Total Estimated Value	527	\$39,525.00
-----------------------	-----	-------------

96	160	271
----	-----	-----



# Northern Nevada Television

Station	Format	Spots	Total Value
KAME-TV 21	UPN Affiliate	88	\$17,600.00
KENV-TV 10	NBC Affiliate-ELKO	105	\$3,150.00
KOLO-TV 8	ABC Affiliate	8	\$1,600.00
KREN-TV 27	Univision	154	\$30,800.00
KRNS-TV 46/27.2	CW TV	154	\$30,800.00
OREN-TV 27.3	Unimas	160	\$20,000.00
MREN-TV 27.4	LATV	138	\$17,250.00
KRNV-TV 4	NBC Affiliate	33	\$6,600.00
KRXI-TV 11	FOX Affiliate	88	\$17,600.00
KTVN-TV 2	CBS Affiliate	32	\$6,400.00

6a-10a	6p-12a	12a-6a
28	13	47
59	16	30
3	0	5
72	34	48
98	38	18
110	25	25
95	43	0
8	9	16
14	9	65
14	4	14

Spanish stations are represented in BLUE ink.

Rural stations are represented in GREEN ink.

Total Estimated Value	960	\$151,800.00
-----------------------	-----	--------------

501	191	268
-----	-----	-----