



Sober Moms

Total Dollar Return and Spots Aired

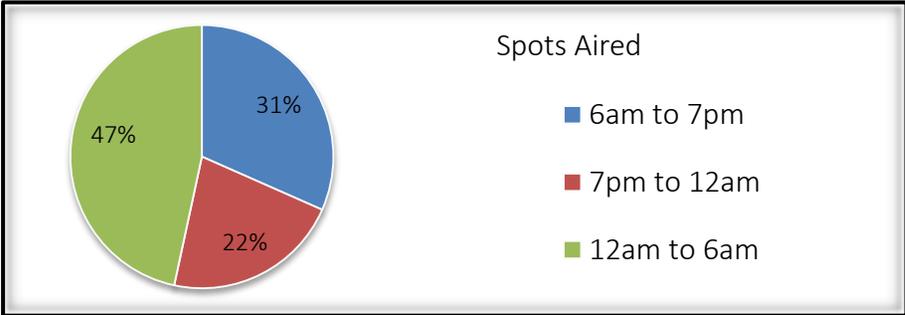
For April 2016

Monthly Investment : \$5000.00

Region	Spots Aired
Southern Radio	450
Southern Television	280
Northern and Rural Radio	606
Northern and Rural Television	483
Monthly Spot Total	1,819
Campaign Spot Total	10,482
Monthly Return on Investment	42:1

Region	Total Estimated Value
Southern Radio	\$45,000.00
Southern Television	\$47,825.00
Northern and Rural Radio	\$45,450.00
Northern and Rural Television	\$76,215.00
Monthly Value Total	\$214,490.00
Campaign Value Total	\$1,309,610.00
Total Return on Investment	51:1

Day Parts	Spots Aired
6am to 7pm	575
7pm to 12am	396
12am to 6am	848





Southern Nevada Radio

Station	Frequency	Format	Spots	Total Value*
KBAD	920 AM	Sports	6	\$600.00
KCYE	102.7 FM	Coyote Country	10	\$1,000.00
KDWN	720 AM	News/Talk	10	\$1,000.00
KENO	1460 AM	Sports	5	\$500.00
KISF	103.5 FM	Regional Mexican	8	\$800.00
KJUL	104.7 FM	Adult Standards	26	\$2,600.00
KKLZ	96.3 FM	Classic Rock	8	\$800.00
KLAV	1230 AM	Talk/Information	6	\$600.00
KLUC	98.5 FM	Contemporary Hits	38	\$3,800.00
KMXB	94.1 FM	Modern Adult Contemporary	35	\$3,500.00
KMZQ	670 AM	News/Talk	51	\$5,100.00
KOAS	105.7 FM	Jazz	10	\$1,000.00
KOMP	92.3 FM	Rock	5	\$500.00
KPLV	93.1 FM	Oldies	12	\$1,200.00
KQLL	102.3 FM /1280 AM	Oldies	13	\$1,300.00
KRGT	99.3 FM	Spanish Urban	8	\$800.00
KRLV	1340 AM	Sports Talk	7	\$700.00
KSNE	106.5 FM	Adult Contemporary	12	\$1,200.00
KUNV	91.5 FM	Jazz	42	\$4,200.00
KVEG	97.5 FM	Contemporary Hits, Rhythmic	5	\$500.00
KVGS	107.9 FM	Rhythm & Blues	10	\$1,000.00
KWID	101.9 FM	Mexican Regional Music	6	\$600.00
KWNR	95.5 FM	Country Music	12	\$1,200.00
KWWN	1100 AM	News/Talk	6	\$600.00
KXNT	840 AM	News/Talk	21	\$2,100.00
KXPT	97.1 FM	Classic Rock Hits	6	\$600.00
KXQQ	100.5 FM	Rhythmic Hot AC	35	\$3,500.00
KXTE	107.5 FM	Alternative Rock	37	\$3,700.00

6a-7p	7p-12a	12a-6a
4	1	1
0	0	10
0	0	10
1	1	3
0	1	7
0	14	12
1	0	7
3	1	2
0	0	38
0	0	35
19	14	18
0	0	10
0	0	5
3	2	7
0	4	9
1	0	7
5	1	1
2	3	7
16	24	2
0	0	5
0	0	10
0	2	4
0	0	12
2	0	4
1	2	18
0	0	6
0	0	35
1	12	24

Spanish stations are represented in BLUE ink.

Total Estimated Value	450	\$45,000.00
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59	82	309
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Southern Nevada Television

Station	Format	Spots	Total Value
KBLR-TV 39	Telemundo	16	\$3,200.00
KEEN-TV 17	Total Living Network	25	\$5,000.00
KELV-TV 27	Telefutera	39	\$7,800.00
KHDF-CD 19	Azteca America	30	\$6,000.00
KINC-TV 15	Univision	28	\$5,600.00
KLAS-TV 8	CBS Affiliate	10	\$2,000.00
KMCC-TV 34.1	Mundo Fox	13	\$2,600.00
COOL-TV 34.2	TheCoolTV	79	\$9,875.00
KPVM-TV 41	Ion Television	30	\$3,750.00
KSNV-TV 3	NBC Affiliate	10	\$2,000.00

6a-7p	7p-12a	12a-6a
4	4	8
24	1	0
18	6	15
15	15	0
1	14	13
4	2	4
8	5	0
46	18	15
19	11	0
0	0	10

Spanish stations are represented in BLUE ink.

Total Estimated Value	280	\$47,825.00
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139	76	65
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Northern Nevada Radio

Station	Frequency	Format	Spots	Total Value*
KBUL	98.1 FM	Country Music	56	\$4,200.00
KBZZ	1270 AM/96.1 FM	Sports Talk	8	\$600.00
KCKQ	1180 AM		19	\$1,425.00
KDOT	104.5 FM	Active Rock	26	\$1,950.00
KDSS	92.7 FM	US Country	9	\$675.00
KELK	1240 AM/95.9 FM	Adult Contemporary	7	\$525.00
KFOY	1060 AM	Sports	37	\$2,775.00
KHIT	1450 AM	ESPN Deportes Radio	31	\$2,325.00
KKOH	780 AM	News/Talk	33	\$2,475.00
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	76	\$5,700.00
KNEZ	107.3 FM	News/Talk	40	\$3,000.00
KODS	103.7 FM	Oldies	8	\$600.00
KOZZ	105.7 FM	Classic Rock	26	\$1,950.00
KPLY	630 AM	Sports	22	\$1,650.00
KRJC	95 FM	Country Music	59	\$4,425.00
KRNO	106.9 FM	Soft Rock	8	\$600.00
KRNV	101.7 FM	Spanish	14	\$1,050.00
KRZQ	104.1 FM	Alternative Rock	11	\$825.00
KSGG	104.9 FM	Hip Hop/R&B	8	\$600.00
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	31	\$2,325.00
KVLV	980 AM	Country	8	\$600.00
KWNZ	107.3 FM	News/Talk	10	\$750.00
KZTI	105.3 FM	Adult Standards	11	\$825.00
KZTQ	93.7 FM	80's and 90's	8	\$600.00

6a-7p	7p-12a	12a-6a
5	15	36
4	1	3
0	0	19
1	2	23
2	4	3
7	0	0
11	4	22
10	6	15
4	14	15
8	0	0
2	5	9
7	11	58
8	8	24
1	3	4
0	4	22
3	4	15
17	14	28
1	2	5
8	4	2
0	11	0
2	3	3
2	3	3
2	3	3
11	8	12
8	0	0
0	10	0
0	11	0
2	2	4

Spanish stations are represented in BLUE ink.

Total Estimated Value	606	\$45,450.00
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126	152	328
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Northern Nevada Television

Station	Format	Spots	Total Value
KAME-TV 21	UPN Affiliate	34	\$6,800.00
KENV-TV 10	NBC Affiliate-ELKO	48	\$1,440.00
KOLO-TV 8	ABC Affiliate	9	\$1,800.00
KREN-TV 27	Univision	82	\$16,400.00
KRNS-TV 46/27.2	CW TV	84	\$16,800.00
OREN-TV 27.3	Unimas	90	\$11,250.00
MREN-TV 27.4	LATV	73	\$9,125.00
KRNV-TV 4	NBC Affiliate	14	\$2,800.00
KRXI-TV 11	FOX Affiliate	35	\$7,000.00
KTVN-TV 2	CBS Affiliate	14	\$2,800.00

6a-10a	6p-12a	12a-6a
6	1	27
25	8	15
2	1	6
41	17	24
53	19	12
52	15	23
54	19	0
3	2	9
10	1	24
5	3	6

Spanish stations are represented in BLUE ink.

Rural stations are represented in GREEN ink.

Total Estimated Value	483	\$76,215.00
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251	86	146
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