



Sober Moms

Total Dollar Return and Spots Aired

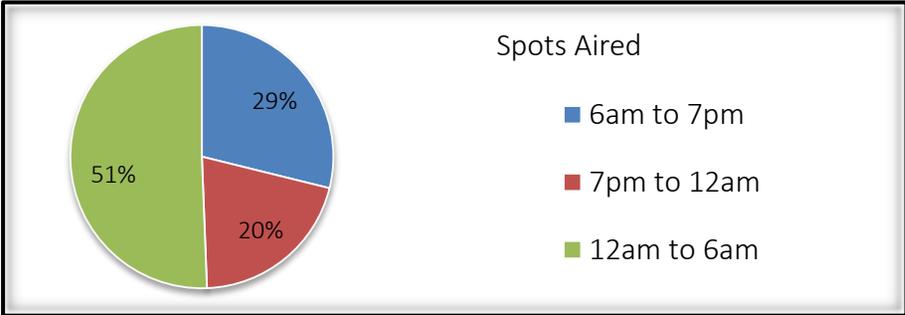
For May 2016

Monthly Investment : \$5000.00

Region	Spots Aired
Southern Radio	515
Southern Television	232
Northern and Rural Radio	498
Northern and Rural Television	377
Monthly Spot Total	1,622
Campaign Spot Total	12,104
Monthly Return on Investment	37:1

Region	Total Estimated Value
Southern Radio	\$51,500.00
Southern Television	\$42,350.00
Northern and Rural Radio	\$37,350.00
Northern and Rural Television	\$60,260.00
Monthly Value Total	\$191,460.00
Campaign Value Total	\$1,501,070.00
Total Return on Investment	49:1

Day Parts	Spots Aired
6am to 7pm	468
7pm to 12am	333
12am to 6am	821





Southern Nevada Radio

Station	Frequency	Format	Spots	Total Value*
KBAD	920 AM	Sports	8	\$800.00
KCYE	102.7 FM	Coyote Country	8	\$800.00
KDWN	720 AM	News/Talk	8	\$800.00
KENO	1460 AM	Sports	8	\$800.00
KISF	103.5 FM	Regional Mexican	10	\$1,000.00
KJUL	104.7 FM	Adult Standards	23	\$2,300.00
KKLZ	96.3 FM	Classic Rock	7	\$700.00
KLAV	1230 AM	Talk/Information	8	\$800.00
KLUC	98.5 FM	Contemporary Hits	31	\$3,100.00
KMXB	94.1 FM	Modern Adult Contemporary	30	\$3,000.00
KMZQ	670 AM	News/Talk	55	\$5,500.00
KOAS	105.7 FM	Jazz	8	\$800.00
KOMP	92.3 FM	Rock	8	\$800.00
KPLV	93.1 FM	Oldies	13	\$1,300.00
KQLL	102.3 FM /1280 AM	Oldies	16	\$1,600.00
KQRT	105.1 FM	Mexican Regional Music	15	\$1,500.00
KRGT	99.3 FM	Spanish Urban	10	\$1,000.00
KRLV	1340 AM	Sports Talk	8	\$800.00
KRRN	92.7 FM	Spanish Music	15	\$1,500.00
KSNE	106.5 FM	Adult Contemporary	12	\$1,200.00
KUNV	91.5 FM	Jazz	45	\$4,500.00
KVEG	97.5 FM	Contemporary Hits, Rhythmic	5	\$500.00
KVGS	107.9 FM	Rhythm & Blues	8	\$800.00
KWID	101.9 FM	Mexican Regional Music	8	\$800.00
KWNR	95.5 FM	Country Music	13	\$1,300.00
KWWN	1100 AM	News/Talk	8	\$800.00
KXNT	840 AM	News/Talk	21	\$2,100.00
KXPT	97.1 FM	Classic Rock Hits	8	\$800.00
KXQQ	100.5 FM	Rhythmic Hot AC	31	\$3,100.00
KXST	1140 AM	Sports	32	\$3,200.00
KXTE	107.5 FM	Alternative Rock	35	\$3,500.00

6a-7p	7p-12a	12a-6a
2	2	4
0	0	8
0	0	8
1	3	4
1	2	7
0	5	18
0	0	7
4	1	3
0	0	31
0	0	30
18	11	26
0	0	8
0	0	8
5	2	6
1	5	10
5	3	7
3	1	6
4	1	3
8	2	5
0	0	12
19	25	1
0	0	5
0	0	8
0	0	8
1	0	12
5	0	3
4	5	12
0	0	8
0	0	31
17	5	10
0	1	34

Spanish stations are represented in BLUE ink.

Total Estimated Value	515	\$51,500.00
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98	74	343
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Southern Nevada Television

Station	Format	Spots	Total Value
KBLR-TV 39	Telemundo	6	\$1,200.00
KEEN-TV 17	Total Living Network	21	\$4,200.00
KELV-TV 27	Telefutura	39	\$7,800.00
KHDF-CD 19	Azteca America	46	\$9,200.00
KINC-TV 15	Univision	29	\$5,800.00
KLAS-TV 8	CBS Affiliate	11	\$2,200.00
KMCC-TV 34.1	Mundo Fox	13	\$2,600.00
COOL-TV 34.2	TheCoolTV	26	\$3,250.00
KPVM-TV 41	Ion Television	28	\$3,500.00
KSNV-TV 3	NBC Affiliate	13	\$2,600.00

6a-7p	7p-12a	12a-6a
2	1	3
20	1	0
16	4	19
15	15	16
11	2	16
3	3	5
10	3	0
13	6	7
16	12	0
0	0	13

Spanish stations are represented in BLUE ink.

Total Estimated Value	232	\$42,350.00
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106	47	79
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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		22	\$1,650.00
KDOT	104.5 FM	Active Rock	16	\$1,200.00
KDSS	92.7 FM	US Country	8	\$600.00
KELK	1240 AM/95.9 FM	Adult Contemporary	2	\$150.00
KFOY	1060 AM	Sports	30	\$2,250.00
KHIT	1450 AM	ESPN Deportes Radio	16	\$1,200.00
KKOH	780 AM	News/Talk	52	\$3,900.00
KKTU	99.5 FM	Hot Adult Contemporary	9	\$675.00
KLCA	96.5 FM	Top 40	16	\$1,200.00
KNEV	95.5 FM	Adult Contemporary	87	\$6,525.00
KNEZ	107.3 FM	News/Talk	14	\$1,050.00
KODS	103.7 FM	Oldies	8	\$600.00
KOZZ	105.7 FM	Classic Rock	17	\$1,275.00
KPLY	630 AM	Sports	14	\$1,050.00
KRJC	95 FM	Country Music	17	\$1,275.00
KRNO	106.9 FM	Soft Rock	8	\$600.00
KRNV	101.7 FM	Spanish	17	\$1,275.00
KRZQ	104.1 FM	Alternative Rock	7	\$525.00
KSGG	104.9 FM	Hip Hop/R&B	8	\$600.00
KSRN	107.7 FM	Mexican Regional	4	\$300.00
KUUB	94.5 FM	Cub Country	25	\$1,875.00
KVLV	980 AM	Country	9	\$675.00
KWNZ	107.3 FM	News/Talk	10	\$750.00
KZTI	105.3 FM	Adult Standards	10	\$750.00
KZTQ	93.7 FM	80's and 90's	8	\$600.00

6a-7p	7p-12a	12a-6a
1	8	47
3	1	4
0	0	22
0	1	15
2	4	2
2	0	0
11	8	11
6	1	9
4	26	22
9	0	0
2	7	7
14	24	49
2	1	11
0	1	7
0	4	13
1	0	13
5	6	6
1	2	5
8	6	3
0	7	0
1	2	5
0	1	3
10	6	9
9	0	0
0	10	0
0	10	0
1	7	0

Spanish stations are represented in BLUE ink.

Total Estimated Value	498	\$37,350.00
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92	143	263
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Northern Nevada Television

Station	Format	Spots	Total Value
KAME-TV 21	UPN Affiliate	16	\$3,200.00
KENV-TV 10	NBC Affiliate-ELKO	22	\$660.00
KOLO-TV 8	ABC Affiliate	9	\$1,800.00
KREN-TV 27	Univision	83	\$16,600.00
KRNS-TV 46/27.2	CW TV	59	\$11,800.00
OREN-TV 27.3	Unimas	83	\$10,375.00
MREN-TV 27.4	LATV	69	\$8,625.00
KRNV-TV 4	NBC Affiliate	11	\$2,200.00
KRXI-TV 11	FOX Affiliate	18	\$3,600.00
KTVN-TV 2	CBS Affiliate	7	\$1,400.00

6a-10a	6p-12a	12a-6a
3	2	11
11	5	6
4	3	2
38	17	28
33	18	8
50	19	14
23	0	46
1	2	8
6	2	10
3	1	3

Spanish stations are represented in BLUE ink.

Rural stations are represented in GREEN ink.

Total Estimated Value	377	\$60,260.00
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172	69	136
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