

Assignment 2 – Using the information below identify the radio stations you would recommend for your business/organization to consider buying ads.

Use the attached local Arbitron Radio reports and the KMYZ information complete the Excel spreadsheet. Select three stations and calculate the formulas located in the excel spreadsheet for each station. Which station is the better value for reaching your customers? Explain how you came to that conclusion.

What to turn in: Show your work on each of the calculations for each station. Using the calculations determine the best buy for your business. Put together a proposal to the business showing the calculations and justified reasoning for your suggestions.



Arbitron 4 Book Average

A18-24

A25-54

TULSA (Metro Survey Area)
SP12 / WI12 / FA11 / SU11
Station Rankings Based on: Home to Metro

Adults 18-24					
M-F 6a-7p					
	Station	Average Rating	Average Persons	Weekly Cume Persons	Average Share*
1t	KHTT-FM	1.9	1,600	31,500	13.1
1t	KWEN-FM	1.9	1,600	21,300	13.1
3	KTBT-FM	1.3	1,100	24,500	9.0
4t	KMYZ-FM	1.1	900	17,300	7.4
4t	KVOO-FM	1.1	900	14,400	7.4
6	KJMM-FM	0.9	800	11,300	6.6
7t	KMOD-FM	0.7	600	12,000	4.9
7t	KTGX-FM	0.7	600	11,000	4.9
9	KRAV-FM	0.6	500	7,800	4.1
10t	KBEZ-FM	0.5	400	6,300	3.3
10t	KJSR-FM	0.5	400	8,500	3.3
12t	KFAQ-AM	0.2	200	700	1.6
12t	KIZS-FM	0.2	200	2,800	1.6
12t	KRMG-AM	0.2	200	2,700	1.6
12t	KXOJ-FM	0.2	200	4,000	1.6
16t	KTSS-FM	0.1	100	3,000	0.8
16t	KXBL-FM	0.1	100	2,100	0.8
16t	KGTO-AM	0.1	100	1,400	0.8
19t	KTBS-AM	0.0	0	800	0.0
19t	KAKC-AM	0.0	0	0	0.0
19t	KCFO-AM	0.0	0	0	0.0
19t	KTGX-FM HD2	0.0	0	500	0.0
19t	KYAL-FM	0.0	0	500	0.0
	Analysis Total	12.2	10,300	69,900	84.4
	Market Total	14.4	12,200	73,500	100.0

This report was created using the following information: TULSA; SP12 / WI12 / FA11 / SU11; Metro; Multiple Dayparts Used; Multiple Demos Used; See Detailed Sourcing Page for Complete Details.





Adults 18-24					
M-F 6a-10a					
	Station	Average Rating	Average Persons	Weekly Cume Persons	Average Share*
1t	KHTT-FM	1.8	1,500	15,500	14.7
1t	KWEN-FM	1.8	1,500	12,000	14.7
3	KTBT-FM	1.3	1,100	12,800	10.8
4	KVOO-FM	1.2	1,000	8,700	9.8
5	KJMM-FM	0.8	700	6,000	6.9
6t	KMOD-FM	0.6	500	5,600	4.9
6t	KTGX-FM	0.6	500	5,500	4.9
8t	KMYZ-FM	0.5	400	7,400	3.9
8t	KRAV-FM	0.5	400	3,100	3.9
10t	KBEZ-FM	0.4	300	2,800	2.9
10t	KJSR-FM	0.4	300	2,800	2.9
12t	KFAQ-AM	0.2	200	600	2.0
12t	KIZS-FM	0.2	200	2,100	2.0
12t	KGTO-AM	0.2	200	1,100	2.0
15t	KRMG-AM	0.1	100	900	1.0
15t	KTBZ-AM	0.1	100	800	1.0
15t	KXBL-FM	0.1	100	1,200	1.0
15t	KXOJ-FM	0.1	100	1,900	1.0
19t	KTSO-FM	0.0	0	1,100	0.0
19t	KAKC-AM	0.0	0	0	0.0
19t	KCFO-AM	0.0	0	0	0.0
19t	KTGX-FM HD2	0.0	0	0	0.0
19t	KYAL-FM	0.0	0	400	0.0
	Analysis Total	10.5	8,900	52,900	87.3
	Market Total	12.1	10,200	56,800	100.0

Adults 18-24					
M-F 10a-3p					
	Station	Average Rating	Average Persons	Weekly Cume Persons	Average Share*
1	KHTT-FM	2.0	1,700	19,500	12.9
2	KWEN-FM	1.9	1,600	14,300	12.1
3t	KMYZ-FM	1.2	1,000	11,000	7.6
3t	KTBT-FM	1.2	1,000	14,800	7.6
5	KVOO-FM	1.1	900	9,800	6.8
6	KMOD-FM	0.9	800	8,000	6.1
7t	KJMM-FM	0.8	700	7,700	5.3
7t	KRAV-FM	0.8	700	5,300	5.3
9t	KJSR-FM	0.7	600	5,700	4.5
9t	KTGX-FM	0.7	600	6,500	4.5

This report was created using the following information: TULSA; SP12 / W112 / FA11 / SU11; Metro; Multiple Dayparts Used; Multiple Demos Used; See Detailed Sourcing Page for Complete Details.





Adults 18-24					
M-F 10a-3p					
	Station	Average Rating	Average Persons	Weekly Cume Persons	Average Share*
11	KBEZ-FM	0.6	500	4,300	3.8
12	KRMG-AM	0.4	300	1,400	2.3
13t	KFAQ-AM	0.2	200	400	1.5
13t	KIZS-FM	0.2	200	1,600	1.5
13t	KTSO-FM	0.2	200	2,200	1.5
13t	KXBL-FM	0.2	200	1,500	1.5
13t	KXOJ-FM	0.2	200	2,800	1.5
18	KGTO-AM	0.1	100	600	0.8
19t	KTBZ-AM	0.0	0	300	0.0
19t	KAKC-AM	0.0	0	0	0.0
19t	KCFO-AM	0.0	0	0	0.0
19t	KTGX-FM HD2	0.0	0	400	0.0
19t	KYAL-FM	0.0	0	400	0.0
	Analysis Total	13.1	11,100	56,600	84.1
	Market Total	15.6	13,200	60,900	100.0

Adults 18-24					
M-F 3p-7p					
	Station	Average Rating	Average Persons	Weekly Cume Persons	Average Share*
1	KHTT-FM	1.9	1,600	20,200	12.6
2	KWEN-FM	1.8	1,500	14,100	11.8
3	KMYZ-FM	1.5	1,300	12,900	10.2
4	KTBT-FM	1.3	1,100	16,100	8.7
5t	KJMM-FM	1.2	1,000	8,400	7.9
5t	KVOO-FM	1.2	1,000	9,600	7.9
7t	KMOD-FM	0.7	600	6,500	4.7
7t	KTGX-FM	0.7	600	6,600	4.7
9	KRAV-FM	0.6	500	5,300	3.9
10t	KBEZ-FM	0.5	400	4,000	3.1
10t	KJSR-FM	0.5	400	5,200	3.1
12t	KIZS-FM	0.2	200	1,900	1.6
12t	KRMG-AM	0.2	200	1,700	1.6
12t	KTSO-FM	0.2	200	1,800	1.6
12t	KXOJ-FM	0.2	200	2,600	1.6
16t	KFAQ-AM	0.1	100	100	0.8
16t	KTBZ-AM	0.1	100	500	0.8
16t	KGTO-AM	0.1	100	500	0.8
19t	KXBL-FM	0.0	0	800	0.0
19t	KAKC-AM	0.0	0	0	0.0

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Adults 18-24					
M-F 3p-7p					
	Station	Average Rating	Average Persons	Weekly Cume Persons	Average Share*
19t	KCFO-AM	0.0	0	0	0.0
19t	KTGX-FM HD2	0.0	0	300	0.0
19t	KYAL-FM	0.0	0	100	0.0
	Analysis Total	12.9	10,900	57,500	85.8
	Market Total	15.0	12,700	61,600	100.0

Adults 18-24					
Sa 10a-3p					
	Station	Average Rating	Average Persons	Weekly Cume Persons	Average Share*
1t	KHTT-FM	1.8	1,500	7,500	11.9
1t	KWEN-FM	1.8	1,500	4,700	11.9
3	KMYZ-FM	1.7	1,400	5,300	11.1
4t	KJMM-FM	1.3	1,100	2,900	8.7
4t	KVOO-FM	1.3	1,100	3,900	8.7
6	KTBT-FM	1.1	900	4,700	7.1
7	KJSR-FM	0.8	700	2,000	5.6
8	KTGX-FM	0.7	600	2,600	4.8
9	KMOD-FM	0.6	500	2,200	4.0
10t	KBEZ-FM	0.5	400	1,100	3.2
10t	KRAV-FM	0.5	400	900	3.2
12t	KIZS-FM	0.2	200	600	1.6
12t	KXBL-FM	0.2	200	600	1.6
12t	KXOJ-FM	0.2	200	1,200	1.6
15t	KFAQ-AM	0.1	100	200	0.8
15t	KRMG-AM	0.1	100	600	0.8
15t	KTSO-FM	0.1	100	100	0.8
18t	KTBZ-AM	0.0	0	200	0.0
18t	KAKC-AM	0.0	0	0	0.0
18t	KCFO-AM	0.0	0	0	0.0
18t	KGTO-AM	0.0	0	200	0.0
18t	KTGX-FM HD2	0.0	0	0	0.0
18t	KYAL-FM	0.0	0	0	0.0
	Analysis Total	12.8	10,800	29,400	85.7
	Market Total	14.9	12,600	32,900	100.0

Adults 25-54					
M-F 6a-7p					
	Station	Average Rating	Average Persons	Weekly Cume Persons	Average Share*
1t	KMOD-FM	1.5	5,600	65,900	8.2

This report was created using the following information: TULSA; SP12 / W112 / FA11 / SU11; Metro; Multiple Dayparts Used; Multiple Demos Used; See Detailed Sourcing Page for Complete Details.





Adults 25-54					
M-F 6a-7p					
	Station	Average Rating	Average Persons	Weekly Cume Persons	Average Share*
1 ^t	KWEN-FM	1.5	5,600	76,000	8.2
3	KRMG-AM	1.3	4,700	46,600	6.9
4	KVOO-FM	1.2	4,400	53,000	6.4
5	KRAV-FM	1.0	3,900	51,400	5.7
6	KJSR-FM	1.0	3,700	47,600	5.4
7	KXOJ-FM	1.0	3,600	38,000	5.3
8 ^t	KBEZ-FM	0.8	2,900	36,800	4.2
8 ^t	KTBT-FM	0.8	2,900	46,600	4.2
10 ^t	KHTT-FM	0.7	2,700	52,900	3.9
10 ^t	KMYZ-FM	0.7	2,700	45,600	3.9
12	KJMM-FM	0.6	2,400	25,200	3.5
13	KTGX-FM	0.5	1,900	38,900	2.8
14	KXBL-FM	0.5	1,700	18,700	2.5
15 ^t	KFAQ-AM	0.4	1,400	15,200	2.0
15 ^t	KTSO-FM	0.4	1,400	23,500	2.0
17 ^t	KIZS-FM	0.3	1,300	8,700	1.9
17 ^t	KYAL-FM	0.3	1,300	12,900	1.9
19	KTBZ-AM	0.2	700	8,400	1.0
20	KGTO-AM	0.1	500	4,300	0.7
21	KCFO-AM	0.1	400	5,500	0.6
22	KAKC-AM	0.1	300	5,500	0.4
23	KTGX-FM HD2	0.1	200	5,000	0.3
Analysis Total		14.8	55,500	315,500	81.1
Market Total		18.2	68,400	347,500	100.0

Adults 25-54					
M-F 6a-10a					
	Station	Average Rating	Average Persons	Weekly Cume Persons	Average Share*
1	KMOD-FM	1.6	5,900	39,400	8.4
2	KWEN-FM	1.5	5,500	45,000	7.9
3	KRMG-AM	1.3	4,800	31,300	6.9
4	KTBT-FM	1.2	4,600	25,700	6.6
5	KVOO-FM	1.1	4,200	31,800	6.0
6	KXOJ-FM	1.0	3,900	28,100	5.6
7	KRAV-FM	1.0	3,700	31,600	5.3
8 ^t	KHTT-FM	0.9	3,200	28,800	4.6
8 ^t	KJSR-FM	0.9	3,200	24,200	4.6
10	KJMM-FM	0.7	2,700	15,500	3.9
11	KBEZ-FM	0.7	2,500	19,400	3.6

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Adults 25-54					
M-F 6a-10a					
	Station	Average Rating	Average Persons	Weekly Cume Persons	Average Share*
12	KMYZ-FM	0.6	2,400	22,800	3.4
13	KFAQ-AM	0.6	2,200	11,400	3.1
14	KXBL-FM	0.5	1,700	10,700	2.4
15	KTGX-FM	0.4	1,600	21,200	2.3
16t	KIZS-FM	0.3	1,300	6,400	1.9
16t	KTSO-FM	0.3	1,300	13,300	1.9
18	KYAL-FM	0.3	1,100	8,300	1.6
19	KGTO-AM	0.2	600	3,300	0.9
20	KTBZ-AM	0.1	500	3,400	0.7
21	KAKC-AM	0.1	400	3,800	0.6
22t	KCFO-AM	0.1	200	1,800	0.3
22t	KTGX-FM HD2	0.1	200	2,700	0.3
	Analysis Total	15.2	57,200	258,100	81.7
	Market Total	18.6	70,000	298,100	100.0

Adults 25-54					
M-F 10a-3p					
	Station	Average Rating	Average Persons	Weekly Cume Persons	Average Share*
1	KWEN-FM	1.7	6,200	45,000	8.5
2	KMOD-FM	1.6	6,100	39,600	8.4
3	KRMG-AM	1.4	5,400	26,800	7.4
4	KVOO-FM	1.3	5,000	31,800	6.9
5	KJSR-FM	1.2	4,400	26,600	6.1
6	KRAV-FM	1.1	4,300	28,100	5.9
7t	KBEZ-FM	0.9	3,500	22,900	4.8
7t	KXOJ-FM	0.9	3,500	21,800	4.8
9	KMYZ-FM	0.8	2,900	27,700	4.0
10	KJMM-FM	0.6	2,300	15,400	3.2
11t	KHTT-FM	0.6	2,200	29,500	3.0
11t	KTBT-FM	0.6	2,200	24,800	3.0
13	KTGX-FM	0.5	2,000	21,700	2.8
14	KXBL-FM	0.5	1,900	11,800	2.6
15	KIZS-FM	0.4	1,500	6,600	2.1
16t	KTSO-FM	0.4	1,400	13,000	1.9
16t	KYAL-FM	0.4	1,400	7,800	1.9
18	KFAQ-AM	0.3	1,200	7,600	1.7
19	KTBZ-AM	0.2	800	4,900	1.1
20	KCFO-AM	0.1	500	4,200	0.7
21	KGTO-AM	0.1	400	2,600	0.6

This report was created using the following information: TULSA; SP12 / W112 / FA11 / SU11; Metro; Multiple Dayparts Used; Multiple Demos Used; See Detailed Sourcing Page for Complete Details.





Adults 25-54					
M-F 10a-3p					
	Station	Average Rating	Average Persons	Weekly Cume Persons	Average Share*
22	KAKC-AM	0.1	300	3,200	0.4
23	KTGX-FM HD2	0.1	200	2,800	0.3
	Analysis Total	15.8	59,300	238,200	81.6
	Market Total	19.4	72,700	273,800	100.0

Adults 25-54					
M-F 3p-7p					
	Station	Average Rating	Average Persons	Weekly Cume Persons	Average Share*
1	KWEN-FM	1.3	5,000	51,800	8.1
2	KMOD-FM	1.3	4,800	41,500	7.8
3	KVOO-FM	1.0	3,800	36,300	6.2
4	KRMG-AM	1.0	3,600	30,000	5.8
5t	KRAV-FM	0.9	3,500	33,000	5.7
5t	KXOJ-FM	0.9	3,500	28,600	5.7
7	KJSR-FM	0.9	3,400	31,400	5.5
8	KMYZ-FM	0.7	2,800	31,400	4.5
9	KHTT-FM	0.7	2,700	33,500	4.4
10	KBEZ-FM	0.7	2,500	23,700	4.1
11	KJMM-FM	0.6	2,400	16,100	3.9
12	KTBT-FM	0.6	2,200	27,300	3.6
13	KTGX-FM	0.5	1,900	26,400	3.1
14	KXBL-FM	0.4	1,500	12,700	2.4
15	KTSO-FM	0.3	1,300	16,000	2.1
16	KYAL-FM	0.3	1,200	9,600	1.9
17t	KFAQ-AM	0.3	1,000	7,900	1.6
17t	KIZS-FM	0.3	1,000	5,700	1.6
19	KTBZ-AM	0.2	600	5,300	1.0
20	KGTO-AM	0.1	500	3,100	0.8
21	KCFO-AM	0.1	400	3,800	0.6
22t	KAKC-AM	0.1	200	2,500	0.3
22t	KTGX-FM HD2	0.1	200	2,900	0.3
	Analysis Total	13.1	49,200	262,200	79.9
	Market Total	16.4	61,600	299,500	100.0

Adults 25-54					
Sa 10a-3p					
	Station	Average Rating	Average Persons	Weekly Cume Persons	Average Share*
1	KMOD-FM	1.5	5,800	16,800	10.6
2	KWEN-FM	1.3	4,900	19,600	9.0

This report was created using the following information: TULSA; SP12 / W112 / FA11 / SU11; Metro; Multiple Dayparts Used; Multiple Demos Used; See Detailed Sourcing Page for Complete Details.



Adults 25-54					
Sa 10a-3p					
	Station	Average Rating	Average Persons	Weekly Cume Persons	Average Share*
3	KJSR-FM	1.2	4,400	12,400	8.0
4	KVOO-FM	1.1	4,200	15,000	7.7
5	KRAV-FM	0.8	3,100	11,200	5.7
6t	KBEZ-FM	0.6	2,300	8,500	4.2
6t	KXOJ-FM	0.6	2,300	8,600	4.2
8	KMYZ-FM	0.6	2,100	9,100	3.8
9t	KHTT-FM	0.5	2,000	11,500	3.7
9t	KJMM-FM	0.5	2,000	6,700	3.7
11	KIZS-FM	0.5	1,700	4,600	3.1
12t	KTBT-FM	0.4	1,600	8,400	2.9
12t	KTSO-FM	0.4	1,600	5,700	2.9
14	KTGX-FM	0.3	1,300	7,300	2.4
15	KRMG-AM	0.3	1,200	4,300	2.2
16	KXBL-FM	0.2	800	3,600	1.5
17	KFAQ-AM	0.2	600	1,500	1.1
18t	KGTO-AM	0.1	400	1,200	0.7
18t	KYAL-FM	0.1	400	1,700	0.7
20t	KAKC-AM	0.1	200	800	0.4
20t	KCFO-AM	0.1	200	800	0.4
20t	KTGX-FM HD2	0.1	200	1,300	0.4
23	KTBZ-AM	0.0	100	1,100	0.2
	Analysis Total	11.5	43,200	129,100	79.0
	Market Total	14.6	54,700	156,900	100.0

This report was created using the following information: TULSA; SP12 / W112 / FA11 / SU11; Metro; Multiple Dayparts Used; Multiple Demos Used; See Detailed Sourcing Page for Complete Details.





Ranker Detailed Sourcing Summary

Market: TULSA
Survey: Average of Arbitron Spring 2012, Arbitron Winter 2012, Arbitron Fall 2011, Arbitron Summer 2011
Geography: Metro
Daypart: Monday-Friday 6a-7p; Monday-Friday 6a-10a; Monday-Friday 10a-3p; Monday-Friday 3p-7p; Saturday 10a-3p

Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 18-24	84,600	607
Adults 25-54	375,400	3,242

Stations: Home to Metro

Additional Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

Estimates are derived from the diaries that provided the audience data for the Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Arbitron markets and data available through TAPSCAN, click here:

http://www.arbitron.com/home/mrc_accreditation.asp

Ascription Website: <http://ascription.arbitron.com>

Ratings Reliability Estimator <https://rre.arbitron.com>

An eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.

<https://ebook.arbitron.com/secure/RR8/2012SPR/0103/pdfs/SpecialNotices.pdf>

<https://ebook.arbitron.com/secure/RR8/2012WIN/0103/pdfs/SpecialNotices.pdf>

<https://ebook.arbitron.com/secure/RR8/2011FAL/0103/pdfs/SpecialNotices.pdf>

<https://ebook.arbitron.com/secure/RR8/2011SUM/0103/pdfs/SpecialNotices.pdf>



NSU-4Q 2012 A25-54 :15 AND :30 SEC RATES

TULSA (Metro Survey Area)
SP12 / WI12 / FA11 / SU11

P 25-54

KWEN-FM Flight A: 1 Week - No Dates						
Daypart	Spots	Rate	Length	Average Persons	Cume Persons	Investment
M-F 6a-10a	1	\$75.00	30	5,500	45,000	\$75.00
M-F 10a-3p	1	\$70.00	30	6,200	45,000	\$70.00
M-F 3p-7p	1	\$75.00	30	5,000	51,800	\$75.00
Sa 10a-3p	1	\$70.00	30	4,900	19,600	\$70.00
M-F 6a-7p+Sa 10a-3p	1	\$50.00	30	5,600	79,500	\$50.00
M-F 6a-10a	1	\$50.00	15	5,500	45,000	\$50.00
M-F 10a-3p	1	\$45.00	15	6,200	45,000	\$45.00
M-F 3p-7p	1	\$50.00	15	5,000	51,800	\$50.00
Sa 10a-3p	1	\$40.00	15	4,900	19,600	\$40.00
M-F 6a-7p+Sa 10a-3p	1	\$35.00	15	5,600	79,500	\$35.00
One Week Total	10	\$56.00		5,400	79,500	\$560.00
Flight Total	10	\$56.00		5,400	79,500	\$560.00

Grand Totals					
Station	Spots	Rate	Average Persons	Cume Persons	Investment
KWEN-FM	10	\$56.00	5,400	79,500	\$560.00
Total	10	\$56.00	5,400	79,500	\$560.00

Accepted By Station

Date

Accepted By Client

Date

This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this

This report was created using the following information: TULSA; SP12 / WI12 / FA11 / SU11; Metro; Multiple Dayparts Used ; P 25-54; See Detailed Sourcing Page for Complete Details.





advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

This report was created using the following information: TULSA; SP12 / W112 / FA11 / SU11; Metro; Multiple Dayparts Used ; P 25-54; See Detailed Sourcing Page for Complete Details.



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Page 2 of 3

Schedule



Schedule Detailed Sourcing Summary

Market: TULSA
Survey: Average of Arbitron Spring 2012, Arbitron Winter 2012, Arbitron Fall 2011, Arbitron Summer 2011
Geography: Metro
Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 25-54	375,400	3,242

Stations: User Selected

Additional Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

Estimates are derived from the diaries that provided the audience data for the Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Arbitron markets and data available through TAPSCAN, click here:

http://www.arbitron.com/home/mrc_accreditation.asp

Estimates are derived from panelists that provided the listening data for the PPM Service and are subject to the limitations stated within that Service Report. The Reach and Frequency Model utilized by Arbitron is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website: <http://ascription.arbitron.com>

Ratings Reliability Estimator <https://rre.arbitron.com>

An eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.

<https://ebook.arbitron.com/secure/RR8/2012SPR/0103/pdfs/SpecialNotices.pdf>

<https://ebook.arbitron.com/secure/RR8/2012WIN/0103/pdfs/SpecialNotices.pdf>

<https://ebook.arbitron.com/secure/RR8/2011FAL/0103/pdfs/SpecialNotices.pdf>

<https://ebook.arbitron.com/secure/RR8/2011SUM/0103/pdfs/SpecialNotices.pdf>



NSU 4Q-2012 18-24 :15 AND :30 SEC RATES

TULSA (Metro Survey Area)
SP12 / WI12 / FA11 / SU11

P 18-24

KWEN-FM Flight A: 1 Week - No Dates						
Daypart	Spots	Rate	Length	Average Persons	Cume Persons	Investment
M-F 6a-10a	1	\$75.00	30	1,500	12,000	\$75.00
M-F 10a-3p	1	\$70.00	30	1,600	14,300	\$70.00
M-F 3p-7p	1	\$75.00	30	1,500	14,100	\$75.00
Sa 10a-3p	1	\$70.00	30	1,500	4,700	\$70.00
M-F 6a-7p+Sa 10a-3p	1	\$50.00	30	1,500	21,500	\$50.00
M-F 6a-10a	1	\$50.00	15	1,500	12,000	\$50.00
M-F 10a-3p	1	\$45.00	15	1,600	14,300	\$45.00
M-F 3p-7p	1	\$50.00	15	1,500	14,100	\$50.00
Sa 10a-3p	1	\$40.00	15	1,500	4,700	\$40.00
M-F 6a-7p+Sa 10a-3p	1	\$35.00	15	1,500	21,500	\$35.00
One Week Total	10	\$56.00		1,500	21,500	\$560.00
Flight Total	10	\$56.00		1,500	21,500	\$560.00

Grand Totals					
Station	Spots	Rate	Average Persons	Cume Persons	Investment
KWEN-FM	10	\$56.00	1,500	21,500	\$560.00
Total	10	\$56.00	1,500	21,500	\$560.00

Accepted By Station

Date

Accepted By Client

Date

This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this

This report was created using the following information: TULSA; SP12 / WI12 / FA11 / SU11; Metro; Multiple Dayparts Used ; P 18-24; See Detailed Sourcing Page for Complete Details.





advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

This report was created using the following information: TULSA; SP12 / W112 / FA11 / SU11; Metro; Multiple Dayparts Used ; P 18-24; See Detailed Sourcing Page for Complete Details.





Schedule Detailed Sourcing Summary

Market: TULSA
Survey: Average of Arbitron Spring 2012, Arbitron Winter 2012, Arbitron Fall 2011, Arbitron Summer 2011
Geography: Metro
Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 18-24	84,600	607

Stations: User Selected

Additional Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period.

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http://www.arbitron.com/home/mrc_accreditation.asp

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Ascription Website: <http://ascription.arbitron.com>

Ratings Reliability Estimator <https://rre.arbitron.com>

An eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.

<https://ebook.arbitron.com/secure/RR8/2012SPR/0103/pdfs/SpecialNotices.pdf>

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<https://ebook.arbitron.com/secure/RR8/2011SUM/0103/pdfs/SpecialNotices.pdf>



NORTHEASTERN STATE UNIVERSITY

GATHER HERE. GO FAR.



To: Dana Boren-Boer/NSU 2013

From: Ashley Dooley/KMYZ & KTSO

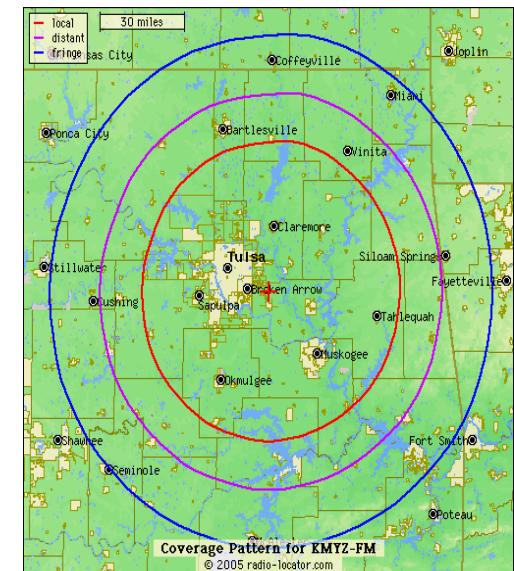
Subject: NSU Avail Request-April-July 2013



Musically, KMYZ-FM Z-104.5 The Edge is a great 18-34 and 25-54 brand, cohesively serving the younger demo with today's best new music, along with the familiarity of the '90s that has such passion with the older demos. KMYZ-FM reaches across a broad range of listening audiences and with GenX and GenY raising more than half the children in America that includes young parents and families as well as generations of active new music listeners approaching their prime acquiring years.

The Alternative format is in the best spot it's been in since the '90's and in 2012 KMYZ-FM celebrated seventeen years as Tulsa's Alternative Rock format, making it the second longest established "Edge" branded Radio station in the United States. Alternative has become mass-appeal in a lot of ways. About 35-to-40% of the songs played on Z-104.5 The Edge will cross over to Hot AC and Top-40. The Black Keys are selling out arenas; Foster the People and Awolnation have massive crossover hits that started on KMYZ. Coldplay, is one of the biggest bands in the world; surpassed by MUSE the biggest band. The MUSE 2013 tour's only Oklahoma date is Tulsa, a "Z-104.5 The Edge Presents" concert at BOK Center.

KMYZ-FM COVERAGE AREA



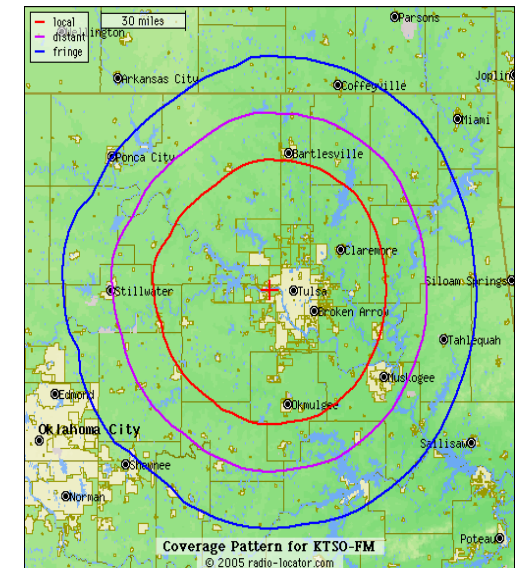


KTZO 94.1-FM The Sound FM is Tulsa's most work-friendly rock station. Launching the Classic Hits format in May 2005 KTZO-FM has been targeting 35-to-64 adults in the Baby Boom generation for the past seven years and consistently delivers the highest percentage of At-Work Listening along with equally high index of business owners, luxury purchases, home ownership, and discretionary income.

With emphasis on the best hits of the 60's, 70's, and 80's KTZO-FM frequently registers the market's longest-time spent listening and attracts an educated, professional listener with ample discretionary income, that spends more time listening to KTZO-FM than the average time in the market spent with radio in the market.

Continually upgrading technical facilities has allowed 94.1 FM to have one of the clearest, cleanest, strongest signals on the FM dial in Oklahoma. This has earned KTZO-FM the best percentages of time-spent-listening growth in recent surveys in its seven year history.

KTZO-FM COVERAGE AREA



TULSA

FA12/SU12/SP12/WI12 ARB (AVG) METRO Survey Area
Population/Sample: 374,900/3,185
Top 20 Stations Ranked by Cume Persons

M-F 6A-7P STATION	CUME PERSONS	ADULTS 25-54	SA 10A-7P~ STATION	CUME PERSONS	ADULTS 25-54	M-SA 6A-7P~ STATION	CUME PERSONS	ADULTS 25-54
1 KWEN-FM	73,800		1 KWEN-FM	23,900		1 KWEN-FM	78,200	
2 KMOD-FM	66,400		2 KMOD-FM	21,300		2 KMOD-FM	69,700	
3 KVOO-FM	55,000		3 KVOO-FM	17,300		3 KVOO-FM	58,500	
4 KHTT-FM	53,200		4 KHTT-FM	16,300		4 KHTT-FM	56,900	
5 KRMG-AM	50,300		5 KXOJ-FM	16,000		5 KRAV-FM	53,100	
6 KTBT-FM	49,900		6 KJSR-FM	15,500		6 KTBT-FM	51,800	
7 KRAV-FM	49,700		7 KMYZ-FM	14,200		7 KRMG-AM	51,100	
8 KMYZ-FM	44,000		8 KRAV-FM	14,100		8 KMYZ-FM	47,000	
9 KJSR-FM	42,800		9 KTGX-FM	11,500		9 KJSR-FM	46,700	
10 KXOJ-FM	40,600		10 KBEZ-FM	10,600		10 KXOJ-FM	43,700	
11 KTGX-FM	38,000		11 KJMM-FM	9,500		11 KTGX-FM	40,600	
12 KBEZ-FM	37,100		tie KTBT-FM	9,500		12 KBEZ-FM	39,300	
13 KTSO-FM	24,600		13 KTSO-FM	8,200		13 KTSO-FM	27,000	
14 KJMM-FM	24,100		14 KRMG-AM	7,600		14 KJMM-FM	26,000	
15 KXBL-FM	17,800		15 KXBL-FM	5,900		15 KXBL-FM	19,700	
16 KFAQ-AM	15,500		16 KIZS-FM	4,700		16 KFAQ-AM	16,300	
17 KYAL-FM	13,900		17 KFAQ-AM	3,400		17 KYAL-FM	14,300	
18 KIZS-FM	8,200		18 KYAL-FM	3,100		18 KIZS-FM	8,600	
19 KTBZ-AM	7,300		19 KTGX-F2	2,000		19 KTBZ-AM	7,600	
20 KTGX-F2	5,600		20 KGTO-AM	1,900		20 KTGX-F2	6,000	

Note: ~Audience estimates for this daypart are derived by TAPSCAN based on Arbitron's copyrighted and proprietary audience estimates. They are not estimates produced by Arbitron.

Metro: Metro Survey Area-(4 Book Average)

TULSA

FALL 2012 ARBITRON Total Survey Area
Population/Sample: 611,200/1,144

Top 20 Stations Ranked by Cume Persons

M-F 6A-7P STATION	CUME PERSONS	ADULTS 25-54	SA 10A-7P STATION	CUME PERSONS	ADULTS 25-54	M-SA 6A-7P STATION	CUME PERSONS	ADULTS 25-54
1 KMOD-FM	86,200		1 KWEN-FM	23,700		1 KMOD-FM	91,900	
2 KWEN-FM	82,100		2 KHTT-FM	23,600		2 KWEN-FM	87,100	
3 KVOO-FM	71,000		3 KMOD-FM	23,200		3 KVOO-FM	72,700	
4 KMYZ-FM	68,000		4 KMYZ-FM	22,700		4 KRAV-FM	72,600	
5 KRAV-FM	67,200		5 KJSR-FM	21,300		5 KMYZ-FM	71,800	
6 KRMG-AM	63,200		6 KXOJ-FM	20,700		6 KJSR-FM	69,900	
7 KJSR-FM	62,900		7 KVOO-FM	19,400		7 KHTT-FM	65,000	
8 KHTT-FM	55,400		8 KTGX-FM	17,500		8 KRMG-AM	64,700	
9 KTGX-FM	54,400		9 KRAV-FM	16,200		9 KTGX-FM	57,700	
10 KTBT-FM	51,700		10 KTBT-FM	13,000		10 KXOJ-FM	53,800	
11 KXOJ-FM	51,600		11 KTSO-FM	12,100		11 KTBT-FM	53,200	
12 KBEZ-FM	36,900		12 KRMG-AM	11,200		12 KBEZ-FM	40,700	
13 KTSO-FM	29,300		13 KJMM-FM	11,100		13 KTSO-FM	32,700	
14 KJMM-FM	27,400		14 KBEZ-FM	10,800		14 KXBL-FM	29,300	
15 KXBL-FM	27,100		15 KXBL-FM	9,100		15 KJMM-FM	28,400	
16 KFAQ-AM	22,200		16 KIZS-FM	8,000		16 KFAQ-AM	26,100	
17 KYAL-FM	21,400		17 KFAQ-AM	7,500		17 KYAL-FM	21,700	
18 KIZS-FM	12,100		18 KYAL-FM	4,600		18 KIZS-FM	12,100	
19 KGTO-AM	7,000		19 KMUS-AM	2,800		19 KGTO-AM	7,500	
20 KMUS-AM	6,700		20 KGTO-AM	1,900		20 KMUS-AM	6,700	

TSA: Total Survey Area-Latest (Fall 2012 Book)

TULSA

FALL 2012 ARBITRON Total Survey Area
Population/Sample: 611,200/1,144

Top 20 Stations Ranked by Cume Persons

M-F 6A-7P			SA 10A-7P			M-SA 6A-7P		
STATION	CUME PERSONS	ADULTS 25-54	STATION	CUME PERSONS	ADULTS 25-54	STATION	CUME PERSONS	ADULTS 25-54
1 KTSO/KMYZ	92,700		1 KTSO/KMYZ	34,800		1 KTSO/KMYZ	99,500	
2 KMOD-FM	86,200		2 KWEN-FM	23,700		2 KMOD-FM	91,900	
3 KWEN-FM	82,100		3 KHTT-FM	23,600		3 KWEN-FM	87,100	
4 KVOO-FM	71,000		4 KMOD-FM	23,200		4 KVOO-FM	72,700	
5 KRAV-FM	67,200		5 KJSR-FM	21,300		5 KRAV-FM	72,600	
6 KRMG-AM	63,200		6 KXOJ-FM	20,700		6 KJSR-FM	69,900	
7 KJSR-FM	62,900		7 KVOO-FM	19,400		7 KHTT-FM	65,000	
8 KHTT-FM	55,400		8 KTGX-FM	17,500		8 KRMG-AM	64,700	
9 KTGX-FM	54,400		9 KRAV-FM	16,200		9 KTGX-FM	57,700	
10 KTBT-FM	51,700		10 KTBT-FM	13,000		10 KXOJ-FM	53,800	
11 KXOJ-FM	51,600		11 KRMG-AM	11,200		11 KTBT-FM	53,200	
12 KBEZ-FM	36,900		12 KJMM-FM	11,100		12 KBEZ-FM	40,700	
13 KJMM-FM	27,400		13 KBEZ-FM	10,800		13 KXBL-FM	29,300	
14 KXBL-FM	27,100		14 KXBL-FM	9,100		14 KJMM-FM	28,400	
15 KFAQ-AM	22,200		15 KIZS-FM	8,000		15 KFAQ-AM	26,100	
16 KYAL-FM	21,400		16 KFAQ-AM	7,500		16 KYAL-FM	21,700	
17 KIZS-FM	12,100		17 KYAL-FM	4,600		17 KIZS-FM	12,100	
18 KGTO-AM	7,000		18 KMUS-AM	2,800		18 KGTO-AM	7,500	
19 KMUS-AM	6,700		19 KGTO-AM	1,900		19 KMUS-AM	6,700	
20 KTBZ-AM	6,500		20 KTBZ-AM	1,400		20 KTBZ-AM	6,500	

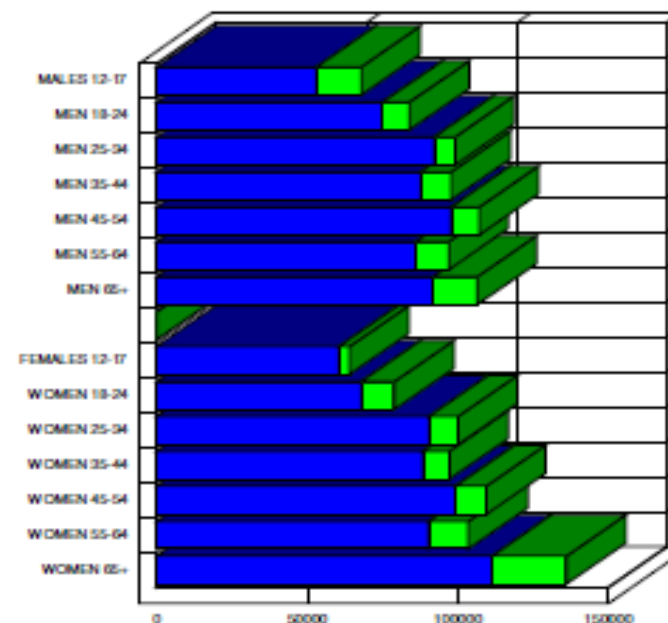
Note: KTSO/KMYZ is KMYZ-FM + KTSO-FM.

TSA: Total Survey Area-COMBO-Latest (Fall 2012 Book)

TULSA
FALL 2012 ARBITRON Total Survey Area
REFLECTING RADIO REACH M-SA 6A-7P

DEMO	ESTIMATED POPULATION	REACH THIS DAYPART
MALES -- 48.9% OF THE 12+ POPULATION		
Males 12-17	67,900	53,000 = 78.1%
Men 18-24	84,000	75,100 = 89.4%
Men 25-34	99,100	92,200 = 93.0%
Men 35-44	97,900	87,700 = 89.6%
Men 45-54	107,200	97,800 = 91.2%
Men 55-64	97,100	86,100 = 88.7%
Men 65+	106,500	92,000 = 86.4%
FEMALES -- 51.1% OF THE 12+ POPULATION		
Females 12-17	64,100	60,600 = 94.5%
Women 18-24	79,100	68,000 = 86.0%
Women 25-34	100,200	90,500 = 90.3%
Women 35-44	97,200	88,500 = 91.0%
Women 45-54	109,600	99,300 = 90.6%
Women 55-64	103,500	90,300 = 87.2%
Women 65+	136,200	111,500 = 81.9%

Radio Reach



M-SA 6A-7P Persons

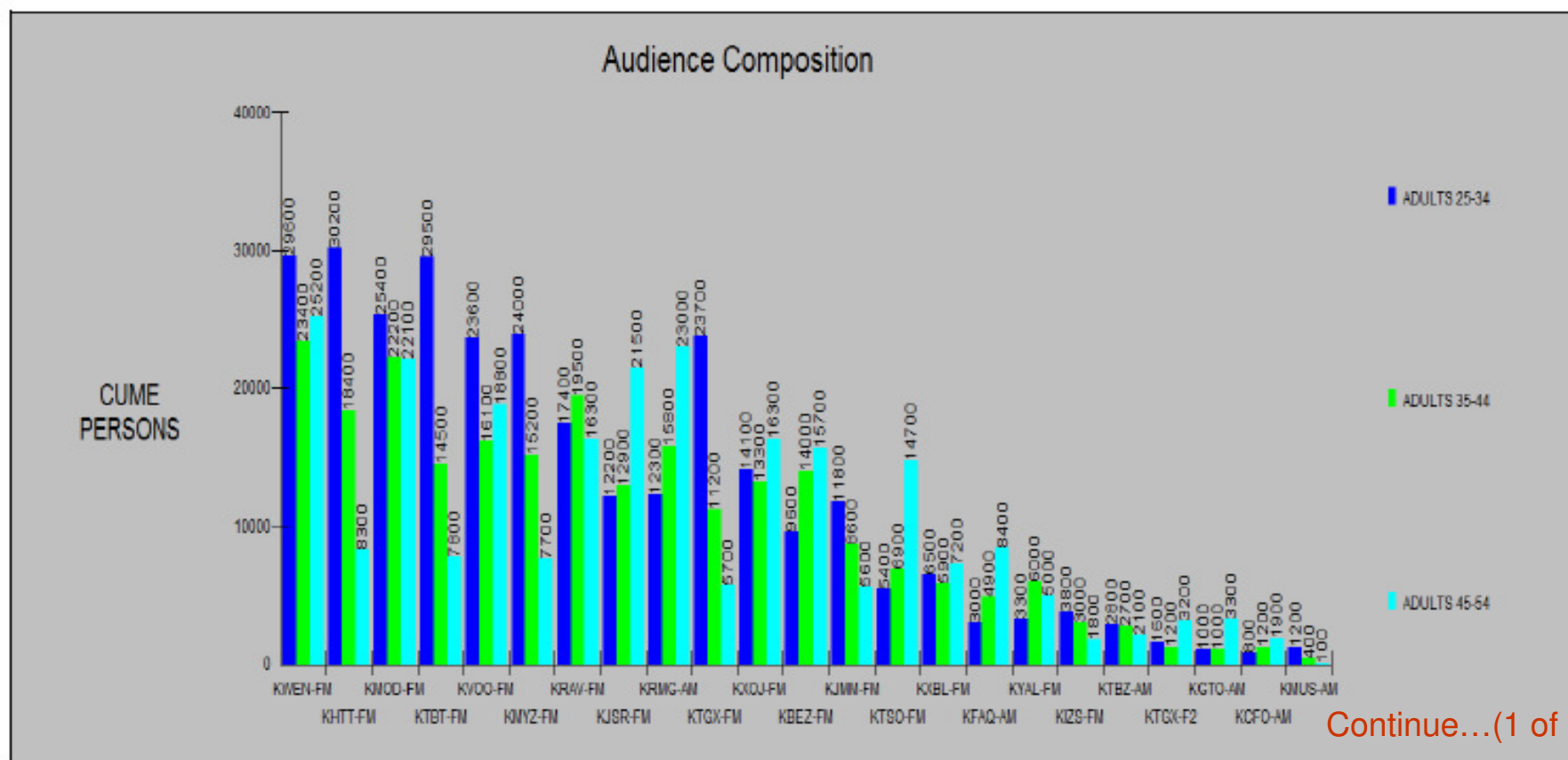
TULSA FA12/SU12/SP12/WI12 ARB (AVG)

Daypart: M-SA 6A-7P

Demo: ADULTS 18-54

USING Metro SURVEY AREA

Stations Ranked by ADULTS 18-54 / Cume Persons



<i>Stations</i>	<i>Estimates</i>	<i>ADULTS 18-54</i>	<i>ADULTS 25-34</i>	<i>ADULTS 35-44</i>	<i>ADULTS 45-54</i>
KWEN-FM	Cume Persons	100,400	29,600	23,400	25,200
	Cume Composition	100.0%	29.5%	23.3%	25.1%
KHTT-FM	Cume Persons	86,800	30,200	18,400	8,300
	Cume Composition	100.0%	34.9%	21.2%	9.6%
KMOD-FM	Cume Persons	84,200	25,400	22,200	22,100
	Cume Composition	100.0%	30.2%	26.4%	26.2%
KTBT-FM	Cume Persons	76,900	29,500	14,500	7,800

<i>Stations</i>	<i>Estimates</i>	<i>ADULTS 18-54</i>	<i>ADULTS 25-34</i>	<i>ADULTS 35-44</i>	<i>ADULTS 45-54</i>
	Cume Composition	100.0%	38.4%	18.9%	10.1%
KVOO-FM	Cume Persons	74,500	23,600	16,100	18,800
	Cume Composition	100.0%	31.7%	21.6%	25.2%
KMYZ-FM	Cume Persons	65,400	24,000	15,200	7,700
	Cume Composition	100.0%	36.7%	23.2%	11.9%
KRAV-FM	Cume Persons	62,700	17,400	19,500	16,300
	Cume Composition	100.0%	27.7%	31.1%	25.9%
KJSR-FM	Cume Persons	57,300	12,200	12,900	21,500
	Cume Composition	100.0%	21.3%	22.6%	37.6%
KRMG-AM	Cume Persons	54,800	12,300	15,800	23,000
	Cume Composition	100.0%	22.4%	28.9%	42.0%

<i>Stations</i>	<i>Estimates</i>	<i>ADULTS 18-54</i>	<i>ADULTS 25-34</i>	<i>ADULTS 35-44</i>	<i>ADULTS 45-54</i>
KTGX-FM	Cume Persons	52,500	23,700	11,200	5,700
	Cume Composition	100.0%	45.1%	21.4%	10.9%
KXOJ-FM	Cume Persons	48,300	14,100	13,300	16,300
	Cume Composition	100.0%	29.2%	27.5%	33.8%
KBEZ-FM	Cume Persons	45,500	9,600	14,000	15,700
	Cume Composition	100.0%	21.1%	30.9%	34.6%
KJMM-FM	Cume Persons	38,500	11,800	8,600	5,600
	Cume Composition	100.0%	30.6%	22.4%	14.5%
KTSO-FM	Cume Persons	30,700	5,400	6,900	14,700
	Cume Composition	100.0%	17.5%	22.4%	48.0%
KXBL-FM	Cume Persons	24,000	6,500	5,900	7,200
	Cume Composition	100.0%	27.1%	24.8%	30.2%
KFAQ-AM	Cume Persons	17,900	3,000	4,900	8,400
	Cume Composition	100.0%	16.5%	27.5%	46.8%
KYAL-FM	Cume Persons	14,900	3,300	6,000	5,000

NSU-KTSO & KMYZ-60 SEC

April-July 2013

By: Ashley Dooley

TULSA
FA 12/SU12/SP12/WI12 ARB (AVG)
METRO Survey Area
4/15/2013 - 4/21/2013

ADULTS 25-54

Population/Intab: 374,900/3,185
1 Week Schedule Analysis

SCHEDULE DESCRIPTION

DAYPART	# WKS	SPOT LENGTH	SPOTS	RATE	TOTAL COST	CUME PERSONS	AVERAGE PERSONS
KTSO-FM							
M-F 6A-10A	1	:30	5	\$30	\$150.00	14,300	1,500
M-F 10A-3P	1	:30	5	\$30	\$150.00	13,700	1,800
M-F 3P-7P	1	:30	5	\$30	\$150.00	16,800	1,500
M-SA 6A-7P~	1	:30	3	\$25	\$75.00	27,000	1,600
SA 10A-7P~	1	:30	3	\$15	\$45.00	8,200	1,500
TOTALS 4/15/13-4/21/13:			21	\$27	\$570.00	27,000	1,600
KMYZ-FM							
M-F 6A-10A	1	:30	5	\$60	\$300.00	24,300	2,500
M-F 10A-3P	1	:30	7	\$65	\$455.00	25,800	3,000
M-F 3P-7P	1	:30	7	\$65	\$455.00	30,900	2,800
SA 10A-7P~	1	:30	3	\$35	\$105.00	14,200	2,100
M-SA 6A-7P~	1	:30	3	\$60	\$180.00	47,000	2,600
TOTALS 4/15/13-4/21/13:			25	\$60	\$1,495.00	47,000	2,700

SCHEDULE COMPUTATIONS: 1 Week ADULTS 25-54 POPULATION: 374,900

STATION	SPOTS	RATE	TOTAL COST	CUME PERSONS	AVERAGE PERSONS
KTSO-FM	21	\$27	\$570.00	27,000	1,600
KMYZ-FM	25	\$60	\$1,495.00	47,000	2,700
TOTALS:	46	\$45	\$2,065.00	70,600	2,200

Note: --Audience estimates for this daypart are derived by TAPSCAN based on Arbitron's copyrighted and proprietary audience estimates. They are not estimates produced by Arbitron.

NSU-KTSO & KMYZ-15 SEC

April-July 2013

By: Ashley Dooley

TULSA
FA12/SU12/SP12/WI12 ARB (AVG)
METRO Survey Area
4/15/2013 - 4/21/2013

ADULTS 25-54
Population/Intab: 374,900/3,185
1 Week Schedule Analysis

SCHEDULE DESCRIPTION

DAYPART	# WKS	SPOT LENGTH	SPOTS	RATE	TOTAL COST	CUME PERSONS	AVERAGE PERSONS
KTSO-FM							
M-F 6A-10A	1	:15	5	\$20	\$100.00	14,300	1,500
M-F 10A-3P	1	:15	5	\$20	\$100.00	13,700	1,800
M-F 3P-7P	1	:15	5	\$20	\$100.00	16,800	1,500
M-SA 6A-7P~	1	:15	5	\$20	\$100.00	27,000	1,600
SA 10A-7P~	1	:15	5	\$20	\$100.00	8,200	1,500
TOTALS 4/15/13-4/21/13:			25	\$20	\$500.00	27,000	1,600
KMYZ-FM							
M-F 6A-10A	1	:15	5	\$30	\$150.00	24,300	2,500
M-F 10A-3P	1	:15	5	\$30	\$150.00	25,800	3,000
M-F 3P-7P	1	:15	5	\$30	\$150.00	30,900	2,800
SA 10A-7P~	1	:15	5	\$30	\$150.00	14,200	2,100
M-SA 6A-7P~	1	:15	5	\$30	\$150.00	47,000	2,600
TOTALS 4/15/13-4/21/13:			25	\$30	\$750.00	47,000	2,600

SCHEDULE COMPUTATIONS: 1 Week
ADULTS 25-54 POPULATION: 374,900

STATION	SPOTS	RATE	TOTAL COST	CUME PERSONS	AVERAGE PERSONS
KTSO-FM	25	\$20	\$500.00	27,000	1,600
KMYZ-FM	25	\$30	\$750.00	47,000	2,600
TOTALS:	50	\$25	\$1,250.00	70,600	2,100

NSU Added Value Opportunities

- KMYZ Billboard Sponsorship:** With the purchase of KMYZ NSU will receive a no-charge billboard sponsorship between 6am-12am, M-F. This will play 1-time per day everyday Monday-Friday. It will come with a :10 second message.
- KTSO Billboard Sponsorship:** With the purchase of KTSO NSU will receive a no-charge billboard sponsorship between 6am-7pm, M-F. This will play 1-time per day everyday Monday-Friday. It will come with a :10 second message.
- KMYZ :30 second Rotator:** 6a-12a Rotator up to 5 spots weekly and can be used each week KMYZ is purchased. This can be used to help make station schedule more efficient and spots are always pre-emptible based on station avails as they are no-charge spots.
- KTSO :30 second Rotator:** 6a-12a Rotator up to 5 spots weekly and can be used each week KTSO is purchased. This can be used to help make station schedule more efficient and help you the buyer reach your goals. All rotator spots are always pre-emptible based on station avails as they are no-charge spots.