

Requisition

Req # 00203505

PO #

Date: 09/29/11

*Consent
28889
10/4/11*

Bill To: x
x

Vendor : 394149
UNIVISION RADIO, TEXAS L.P.
D/B/A KGBT
200 S. 10TH STREET, SUITE 600
MCALLEN TX 78501
FAX (956) 631-0090

Ship To: PURCHASING DEPARTMENT
2802 S. BUSINESS HWY 281
EDINBURG TX 78539

Contact: Nieda Cavazos
956-318-2626

Contract No:

Special Instructions:

QUANTITY	UOM	DESCRIPTION	UNIT PRICE	AMOUNT
25.00	EACH	DO NOT DUPLICATE ORDER OM M_F 6a.- 10a 25 spots 5x's during Morning show \$ 10.00 0.35 kenght 60 7.5 \$ 33.33 M-thru Sun 6a-6a 25 spots Account No _____ 1-1100-415-18-160-001-0-540 REPORT ROAD HAZARDS 1-866-HCR-SAFE OR 1-866-427-7233	10.00	250.00
			Encumbrance	
			250.00	
			Freight	.00
			Total	250.00

Authorized By: _____



The County of Hidalgo, Texas "Operation Clean Slate" KGBT-AM The Jonny Ramirez Morning Show

MCALLEN-BROWNSVILLE-HARLINGEN (Metro Survey Area)
SP11 / FA10

P 18+ Ethnic = Hispanic/Spanish Dominant

KGBT-AM Flight A: 1 Week - No Dates										
Daypart	Spots	Notes	Rate	Average Rating	Length	GRPs	CPP	Frequency	Investment	
M-F 6a-10a	25	5x's During Morning Show	\$10.00	0.3%	60	7.5	\$33.33	4.5	\$250.00	
M-Su 6a-6a	25	PSA 1:1	\$0.00	0.2%	60	5.0	\$0.00	1.7	\$0.00	
One Week Total	50		\$5.00	0.3%		12.5	\$20.00	3.3	\$250.00	
Flight Total	50		\$5.00	0.3%		12.5	\$20.00	3.3	\$250.00	

Grand Totals								
Station	Spots	Rate	Average Rating	GRPs	CPP	Frequency	Investment	
KGBT-AM	50	\$5.00	0.3%	12.5	\$20.00	3.3	\$250.00	
Total	50	\$5.00	0.3%	12.5	\$20.00	3.3	\$250.00	

Accepted By Station _____
Accepted By Client _____

Date 10/4/2011
Date _____

Hon. Ramon Garcia County Judge

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 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: MCALLEN-BROWNSVILLE-HARLINGEN; SP11 / FA10; Metro; Multiple Dayparts Used ; P 18+; ♦ Socioeconomic Criteria Used: Ethnic = Hispanic/Spanish Dominant; See Detailed Sourcing Page for Complete Details.



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Schedule

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Schedule Detailed Sourcing Summary

Market: MCALLEN-BROWNSVILLE-HARLINGEN
Survey: Average of Arbitron Spring 2011, Arbitron Fall 2010
Geography: Metro
Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Socioeconomic	Population	Intab
Adults 18+	Ethnic = Hispanic/Spanish Dominant	394,100	1,448

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://re.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/RR8/2011SPR/0269/pdfs/SpecialNotices.pdf> <https://ebook.arbitron.com/secure/RR8/2010FAL/0269/pdfs/SpecialNotices.pdf>

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Get it on THE X

OPERATION: CLEAN SLATE SCHEDULE

FOR THE COUNTY HIDALGO
2 weeks SEPT. 19TH-28TH

- 16X :30 commercials MON-THUR 5A-10A (M4X,TU4X,W4X, TH 4X)
- 9X :30 commercials MON-WED 3P-8P (M3X,TU3X,W3X)
- 25X :30 on-line commercials MON-FRI 5A-11P

Investment for 50 spots: \$250.00
**BORDERLINE INTERVIEWS
STATION INTERVIEWS**

Hon. Ramon Garcia County Judge

10/4/11

THE X Client

Date

PRESENTED BY: DINA BURROS REV. 9/22/11
357-2797

Terms and Conditions: Payment is Cash in advance unless prior credit approval. Copy and or dub must be at station at least 24 hours in advance. Station reserves the right to withdraw this offer at any time. Revisions must be done within 10 working days and signed by station for confirmation. Rates are sold based upon supply and market demand. Rates will vary depending on the start date and length of schedules.

