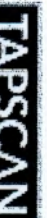


Hidalgo County Health Department



From: Isaac Hernandez
Phone: (956) 661-6000
Email: ihernandez@entravision.com
5/20/2015 10:55 AM

Flight Dates: 06/19/2015 - 07/12/2015
Demo: P 12+

Radio Market: MCALLEN-BROWNSVILLE-HARLINGEN
Survey: FA14
Geography: Metro

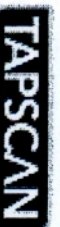
Radio Total	Daypart	Spots	Length	Unit Rate	Total Cost	Notes	% of Cume	Schedule Cume Persons
KKPS-FM		124		\$17.74	\$2,200.00		73.7%	243,700
Flight A - 4 wks (06/15, 06/22, 06/29, 07/06)		124		\$17.74	\$2,200.00		73.7%	243,700
One Week Total		60		\$28.33	\$1,700.00		56.7%	236,800
		15		\$28.33	\$425.00		37.1%	134,100
	M-Su 7A-7P	10	30	\$30.00	\$300.00		33.9%	126,000
	M-Su 9P-11P	5	30	\$25.00	\$125.00		35.3%	29,500
Interactive Streaming/Banner - 4 wks (06/15, 06/22, 06/29, 07/06)		64		\$7.81	\$500.00		60.4%	243,700
One Week Total		16		\$7.81	\$125.00		40.7%	138,000
	M-Su 7A-11P	15	60	\$3.00	\$45.00	Streaming Audio	39.1%	138,000
	M-Su 7A-11P	1	5	\$80.00	\$80.00	Banner	4.1%	138,000

The first demo listed is the Primary Demo.
This report was created in TAPSCAN using the following Radio Information: MCALLEN-BROWNSVILLE-HARLINGEN; FA14; Metro; Multiple Dayparts Used; P 12+; See Detailed Sourcing Page for Complete Details.
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Reg# 277509
quote# 1 1066

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Hidalgo County Health Department



From: Isaac Hernandez
 Phone: (956) 861-8000
 Email: ihernandez@gentrlevision.com
 5/20/2015 10:55 AM

Schedule Grand Totals: 4 Weeks

Stations	Spots	Unit Rate	Total Cost	% of Curve	Schedule Curve Persons
Radio Total	124	\$17.74	\$2,200.00	73.7%	243,700
KRFS-FM	124	\$17.74	\$2,200.00	73.7%	243,700

Accepted By Station Isaac Hernandez Date 5-20-15

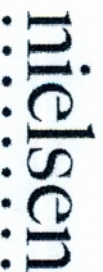
Accepted By Client _____ Date _____

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 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.

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio Information: MCALLEN-BROWNSVILLE-HARLINGEN; FA14; Metro; Multiple Dayparts Used; P 12+; See Detailed Sourcing Page for Complete Details.
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Reg# 277509
 quote # 1 286



Detailed Sourcing Summary

Radio Market: MCALLEN-BROWNSVILLE-HARLINGEN

Survey: Nielsen Radio Fall 2014

Geography: Metro

Daypart: Multiple Dayparts Used

Demo/Tab/Population:

Age/Gender	Population	Intab
Persons 12+ (Primary)	993,000	1,694

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 Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf

The Reach and Frequency Model utilized by Nielsen 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.nielsen.com>

Rating Reliability Estimator:

<https://rra.nielsen.com>

A Nielsen Radio 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.nielsen.com/secure/RR8/2014FALL/0269.pdf/SpecialNotices.pdf>

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Reg# 277509
quote # 1 3586

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Hidalgo County Health Department Revisd Dates

Author: Jorge Esobedo

Proposal ID: 15319
 Schedule Date: 6/19/2015 - 8/16/2015
 Spot Length(s): :30

Acct. Exec: Gus Mikael
 Phone #: 956-227-9565
 FAX #: 956-687-7784
 Email: gmikael@entravision.com
 Web Site: www.knvtv48.com

Entravision Communications Corporation and its stations are committed to a policy of non-discrimination in the advertising contracts that it enters into with its advertisers. Entravision will not enter into or carry out, in connection with any advertising contract it is a party to, any terms, conditions, or policies that commit the advertiser or Entravision to discriminate in the sale or placement of advertising on the basis of race or ethnicity. This order, together with Entravision's Terms and Conditions, located at www.entravision.com/termsofsales/, constitutes a legally binding and enforceable agreement between Entravision and the client listed above.

Flight Dates: 6/19/2015-8/16/2015

Program Time	Spot Length	JN 19	JN 22	JN 29	JL 6	JL 13	JL 20	JL 27	AU 3	Wks	Spots
KNVO											
DESPRT AMR-UNI Mo-Fr 6:00a-10:00a	:30	3	2	1	1	1	1	1	5	8	15
Daytime ROS Mo-Fr 10:00a-3:00p	:30	5	5	2	2	2	2	2	10	8	30
KTFV											
Daytime ROS Mo-Fr 9:00a-6:00p	:30	5	5	2	2	2	2	2	10	8	30
XRIO											
Daytime Ros Mo-Fr 9:00a-6:00p	:30	5	5	2	2	2	2	2	10	8	30

Total Cost: \$8,475.00 Signature _____

Reg# 277509

Quote # 1

4866



Proposal ID: 15319
Schedule Date: 6/19/2015 - 8/16/2015
Spot Length(s): :30

Acct. Exec: Gus Mikael
Phone #: 956-227-9565
FAX #: 956-687-7784
Email: gmikael@entravision.com
Web Site: www.knvtv48.com

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General Summary (DMA F25-54 D.RTG)

Name	Spots	Grps	Imp(000)	CPP	CPM	Reach	Freq
KNVO	45	112.5	271.5	\$50.00	\$20.72	33.9	3.3
KTFV	30	15.0	36.0	\$150.00	\$62.50	5.1	2.9
XRIO	30	3.0	12.0	\$200.00	\$50.00	1.0	2.9
HARLINGEN-WSLCO-BRNS	105	130.5	319.5	\$64.94	\$26.53	37.9	3.4

Monthly Summary (DMA F25-54 D.RTG)

Month	Spots	Grps	Imp(000)	CPP	CPM
Jun/15	35	43.5	106.5	\$64.94	\$26.53
Jul/15	28	34.8	85.2	\$64.94	\$26.53
Aug/15	42	52.2	127.8	\$64.94	\$26.53
Total Name (DMA F25-54)	105	130.5	319.5	\$64.94	\$26.53

Frequency Distribution (DMA F25-54 D.RTG)

Frequency	Graph	Reach
1+ Times Viewed		37.9
2+ Times Viewed		29.1
3+ Times Viewed		23.6
4+ Times Viewed		19.8
5+ Times Viewed		17.0
6+ Times Viewed		14.8
7+ Times Viewed		13.1
8+ Times Viewed		11.8
9+ Times Viewed		10.6
10+ Times Viewed		9.7
11+ Times Viewed		8.9
12+ Times Viewed		8.2
13+ Times Viewed		7.6
14+ Times Viewed		7.0
15+ Times Viewed		6.5
16+ Times Viewed		6.1
17+ Times Viewed		5.7
18+ Times Viewed		5.4
19+ Times Viewed		5.1
20+ Times Viewed		4.8
21+ Times Viewed		4.5
22+ Times Viewed		4.3
23+ Times Viewed		4.1
24+ Times Viewed		3.9
25+ Times Viewed		3.7

Reg # 277509
quote # 1
586



Proposal ID: 15319
 Schedule Date: 6/19/2015 - 8/16/2015
 Spot Length(s): :30

Acct. Exec: Gus Mikael
 Phone #: 956-227-9565
 FAX #: 956-687-7784
 Email: gmikael@entravision.com
 Web Site: www.knvotv48.com

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Frequency Distribution (DMA F25-54 D.RTG)

Frequency	Graph	Reach
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Reg # 277509
 Quota # 1
 686