



County of Hidalgo - Covid-19 Awareness TV
Media Campaign - December 2021-June

The proposed schedule: December 2021- June 2022

- Will have an unduplicated reach of 472,200 for Persons 18+
- Will have an average frequency of 7.8

Total Radio Investment: \$18000.00

Monthly Breakdown:

December 2021 Schedule:

- Will have an unduplicated reach of 179,200 for Persons 18+
- Will have an average frequency of 1.6

December Radio Investment: \$1500.00

January 2022 Schedule:

- Will have an unduplicated reach of 287,600 for Persons 18+
- Will have an average frequency of 2.1

January Radio Investment: \$3000.00

Name: Jose F. Salinas

email: josesalinas@entravision.com



County of Hidalgo - Covid-19 Awareness TV
Media Campaign - December 2021-June

February 2022 Schedule:

- Will have an unduplicated reach of 287,600 for Persons 18+
- Will have an average frequency of 2.1

February Radio Investment: \$3000.00

March 2022 Schedule:

- Will have an unduplicated reach of 292,300 for Persons 18+
- Will have an average frequency of 2.2

March Radio Investment: \$3000.00

April 2022 Schedule:

- Will have an unduplicated reach of 291,600 for Persons 18+
- Will have an average frequency of 2.2

April Radio Investment: \$3000.00

Name: Jose F. Salinas

email: josesalinas@entravision.com



**County of Hidalgo – Covid-19 Awareness Radio
Media Campaign – December 2021-June 2022**

May 2022 Schedule:

- Will have an unduplicated reach of 287,600 for Persons 18+
- Will have an average frequency of 2.1

May TV Investment: \$3000.00

June 2022 Schedule:

- Will have an unduplicated reach of 179,200 for Persons 18+
- Will have an average frequency of 1.6

June Radio Investment: \$1500.00

****Commercial Production Fee Waived. ****

****The County of Hidalgo has the rights to use and/or share the final commercials on other media platforms if needed. ****

Name: Jose F. Salinas

email: josesalinas@entravision.com

County of Hidalgo-Radio Campaign-Jan 22



From: Jose Salinas
 Phone: (956) 661-6090
 Email: jose.salinas@entravision.com
 11/23/2021 10:04 PM

Flight Dates: 01/01/2022 - 01/31/2022
 Demo: P 18+

Radio Market: MCALLEN-BROWNSVILLE-HARLINGEN
 Survey: SP21
 Geography: Metro

ScheduleDescription:
 January 2022

Radio Total	Daypart	Spots	Length	Unit Rate	Gls	Net Reach	Frequency	Total Cost
128		128		\$23.44	610,300	287,600	2.1	\$3,000.00
KMLY-FM		64		\$23.44	384,100	176,900	2.2	\$1,500.00
Flight A - 1 wk (12/27)								
		3		\$23.33	18,000	16,800	1.1	\$70.00
One Week Total		3		\$23.33	18,000	16,800	1.1	\$70.00
	M-Su 6A-12M	2	30	\$35.00	12,200	11,700	1.0	\$70.00
	M-Su 5A-12M	1	30	\$0.00	5,800	5,800	1.0	\$0.00
Flight A - 4 wks (01/03, 01/10, 01/17, 01/24)								
		60		\$23.33	360,000	171,700	2.1	\$1,400.00
One Week Total		15		\$23.33	90,000	60,800	1.5	\$350.00
	M-Su 6A-12M	10	30	\$35.00	61,000	46,300	1.3	\$350.00
	M-Su 5A-12M	5	30	\$0.00	29,000	25,500	1.1	\$0.00
Flight A - 1 wk (01/31)								
		1		\$30.00	6,100	6,100	1.0	\$30.00
One Week Total		1		\$30.00	6,100	6,100	1.0	\$30.00
	M-Su 6A-12M	1	30	\$30.00	6,100	6,100	1.0	\$30.00
KQPS-FM								
		64		\$23.44	226,200	113,000	2.0	\$1,500.00
Flight A - 1 wk (12/27)								
		3		\$23.33	10,600	10,000	1.1	\$70.00
One Week Total		3		\$23.33	10,600	10,000	1.1	\$70.00
	M-Su 6A-12M	2	30	\$35.00	7,200	7,000	1.0	\$70.00
	M-Su 5A-12M	1	30	\$0.00	3,400	3,400	1.0	\$0.00
Flight A - 4 wks (01/03, 01/10, 01/17, 01/24)								

The first demo listed is the Primary Demo.
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Schedule



County of Hidalgo-Radio Campaign-Jan 22'



From: Jose Salinas
 Phone: (956) 661-6090
 Email: jose.salinas@entravision.com
 11/23/2021 10:04 PM

KKPS-FM (continued)	Daypart	Spots	Length	Unit Rate	Gls	Net Reach	Frequency	Total Cost
One Week Total		60		\$23.33	212,000	109,400	1.9	\$1,400.00
	M-Su 6A-12M	15		\$23.33	53,000	37,500	1.4	\$350.00
	M-Su 5A-12M	10	30	\$35.00	36,000	28,200	1.3	\$350.00
		5	30	\$0.00	17,000	15,400	1.1	\$0.00
Flight A - 1 wk (01/1/10)								
		1		\$30.00	3,600	3,600	1.0	\$30.00
One Week Total		1		\$30.00	3,600	3,600	1.0	\$30.00
	M-Su 6A-12M	1	30	\$30.00	3,600	3,600	1.0	\$30.00

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Schedule



County of Hidalgo-Radio Campaign-Jan 22'



From: Jose Salinas
 Phone: (956) 661-6090
 Email: jose.salinas@entravision.com
 11/23/2021 10:04 PM

Schedule Grand Totals: 6 Weeks

Stations	Spots	Unit Rate	Gls	Net Reach	Frequency	Total Cost
Radio Total	128	\$23.14	610,380	287,600	2.1	\$2,950.00
KALY-FM	64	\$23.44	384,100	176,900	2.2	\$1,500.00
KRPS-FM	64	\$23.44	226,200	119,000	2.0	\$1,500.00

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 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.
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Schedule



County of Hidalgo-Radio Campaign-Dec 21'



From: Jose Salinas
 Phone: (956) 661-6090
 Email: jose.salinas@entravision.com
 11/23/2021 10:03 PM

Flight Dates: 12/13/2021 - 12/31/2021
 Demo: P 18+

Radio Market: MCALLEN-BROWNSVILLE-HARLINGEN
 Survey: SP21
 Geography: Metro

ScheduleDescription:
 December 2021

Radio Total	Daypart	Spots	Length	Unit Rate	Gls	Net Reach	Frequency	Total Cost
KMLY-FM		61		\$24.59	290,100	179,200	1.6	\$1,500.00
Flight A - 1 wk (12/13)		30		\$24.50	180,300	111,000	1.6	\$735.00
One Week Total		10		\$24.50	60,100	45,900	1.3	\$245.00
	M-Su 6A-12M	10		\$24.50	60,100	45,900	1.3	\$245.00
	M-Su 6A-12M	7	30	\$35.00	42,700	35,200	1.2	\$245.00
	M-Su 5A-12M	3	30	\$0.00	17,400	16,300	1.1	\$0.00
Flight A - 1 wk (12/20)		10		\$24.50	60,100	45,900	1.3	\$245.00
One Week Total		10		\$24.50	60,100	45,900	1.3	\$245.00
	M-Su 6A-12M	7	30	\$35.00	42,700	35,200	1.2	\$245.00
	M-Su 5A-12M	3	30	\$0.00	17,400	16,300	1.1	\$0.00
Flight A - 1 wk (12/27)		10		\$24.50	60,100	45,900	1.3	\$245.00
One Week Total		10		\$24.50	60,100	45,900	1.3	\$245.00
	M-Su 6A-12M	7	30	\$35.00	42,700	35,200	1.2	\$245.00
	M-Su 5A-12M	3	30	\$0.00	17,400	16,300	1.1	\$0.00
KPPS-FM		31		\$24.68	109,800	70,800	1.6	\$765.00
Flight A - 1 wk (12/13)		10		\$24.50	35,400	28,000	1.3	\$245.00
One Week Total		10		\$24.50	35,400	28,000	1.3	\$245.00
	M-Su 6A-12M	7	30	\$35.00	25,200	21,200	1.2	\$245.00
	M-Su 5A-12M	3	30	\$0.00	10,200	9,800	1.0	\$0.00

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Schedule



County of Hidalgo-Radio Campaign-Dec 21'



From: Jose Salinas
 Phone: (956) 661-6090
 Email: jose.salinas@entravision.com
 11/23/2021 10:03 PM

KKPS-FM (continued)	Daypart	Spots	Length	Unit Rate	Gis	Net Reach	Frequency	Total Cost
Flight A - 1 wk (12/20)								
		10		\$24.50	35,400	28,000	1.3	\$245.00
One Week Total		10		\$24.50	35,400	28,000	1.3	\$245.00
	M-Su 6A-12M	7	30	\$35.00	25,200	21,200	1.2	\$245.00
	M-Su 5A-12M	3	30	\$0.00	10,200	9,800	1.0	\$0.00
Flight A - 1 wk (12/27)								
		11		\$25.00	39,000	30,100	1.3	\$275.00
One Week Total		11		\$25.00	39,000	30,100	1.3	\$275.00
	M-Su 6A-12M	7	30	\$35.00	25,200	21,200	1.2	\$245.00
	M-Su 6A-12M	1	30	\$30.00	3,600	3,600	1.0	\$30.00
	M-Su 5A-12M	3	30	\$0.00	10,200	9,800	1.0	\$0.00

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Schedule



County of Hidalgo-Radio Campaign-Dec 21'



From: Jose Salinas
 Phone: (956) 661-6090
 Email: jose.salinas@entravision.com
 11/23/2021 10:03 PM

Schedule Grand Totals: 3 Weeks

Stations	Spots	Unit Rate	GIs	Net Reach	Frequency	Total Cost
Radio Total	61	\$24.59	290,100	179,200	1.6	\$1,500.00
KLVY-FM	30	\$24.50	180,300	111,000	1.6	\$735.00
KKPS-FM	31	\$24.68	109,800	70,800	1.6	\$765.00

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 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.

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Schedule



County of Hidalgo-Radio Campaign-Feb 22



From: Jose Salinas
 Phone: (956) 661-6090
 Email: jose.salinas@entravision.com
 11/23/2021 10:04 PM

Flight Dates: 02/01/2022 - 02/28/2022

Demo: P 18+

Radio Market: MCALLEN-BROWNSVILLE-HARLINGEN

Survey: SP21

Geography: Metro

ScheduleDescription:
 February 2022

Radio Total	Daypart	Spots	Length	Unit Rate	Gls	Net Reach	Frequency	Total Cost
128		128		\$23.44	610,300	287,600	2.1	\$3,000.00
KMLY-FM		64		\$23.44	304,100	176,900	2.2	\$1,500.00
Flight A - 1 wk (01/31)								
One Week Total		19		\$23.68	114,100	70,700	1.6	\$450.00
	M-Su 6A-12M	19		\$23.68	114,100	70,700	1.6	\$450.00
	M-Su 6A-12M	12	30	\$35.00	73,200	52,800	1.4	\$420.00
	M-Su 6A-12M	1	30	\$30.00	6,100	6,100	1.0	\$30.00
	M-Su 5A-12M	6	30	\$0.00	34,800	29,800	1.2	\$0.00
Flight A - 3 wks (02/07, 02/14, 02/21)								
One Week Total		45		\$23.33	270,000	139,100	1.9	\$1,050.00
	M-Su 6A-12M	15		\$23.33	90,000	60,800	1.5	\$350.00
	M-Su 6A-12M	10	30	\$35.00	61,000	46,300	1.3	\$350.00
	M-Su 5A-12M	5	30	\$0.00	29,000	25,500	1.1	\$0.00
KKPS-FM		64		\$23.44	226,200	113,000	2.0	\$1,500.00
Flight A - 1 wk (01/31)								
One Week Total		19		\$23.68	67,200	43,900	1.5	\$450.00
	M-Su 6A-12M	19		\$23.68	67,200	43,900	1.5	\$450.00
	M-Su 6A-12M	12	30	\$35.00	43,200	32,300	1.3	\$420.00
	M-Su 6A-12M	1	30	\$30.00	3,600	3,600	1.0	\$30.00
	M-Su 5A-12M	6	30	\$0.00	20,400	18,100	1.1	\$0.00
Flight A - 3 wks (02/07, 02/14, 02/21)								
One Week Total		45		\$23.33	159,000	88,000	1.8	\$1,050.00
		15		\$23.33	53,000	37,500	1.4	\$350.00

The first demo listed is the Primary Demo.

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Schedule



County of Hidalgo-Radio Campaign-Feb 22'



From: Jose Salinas
 Phone: (956) 661-6090
 Email: jose.salinas@entravision.com
 11/23/2021 10:04 PM

	Daypart	Spots	Length	Unit Rate	Gls	Net Reach	Frequency	Total Cost
KPRS-FM (continued)								
	M-Su 6A-12M	10	:30	\$35.00	36,000	28,200	1.3	\$350.00
	M-Su 5A-12M	5	:30	\$0.00	17,000	15,400	1.1	\$0.00

The first demo listed is the Primary Demo.
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Schedule



County of Hidalgo-Radio Campaign-Feb 22'



From: Jose Salinas
 Phone: (956) 661-6090
 Email: jose.salinas@entravision.com
 11/23/2021 10:04 PM

Schedule Grand Totals: 4 Weeks

Stations	Spots	Unit Rate	Gls	Net Reach	Frequency	Total Cost
Radio Total	128	\$23.44	610,300	287,600	2.1	\$3,000.00
KMLY-FM	64	\$23.44	394,100	176,900	2.2	\$1,500.00
KKPS-FM	64	\$23.44	226,200	113,000	2.0	\$1,500.00

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 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.

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Schedule



County of Hidalgo-Radio Campaign-Mar 22



From: Jose Salinas
 Phone: (956) 661-6090
 Email: jose.salinas@entravision.com
 11/23/2021 10:05 PM

Flight Dates: 03/01/2022 - 03/31/2022
 Demo: P 18+

Schedule Description:
 March 2022

Radio Market: MCALLEN-BROWNSVILLE-HARLINGEN
 Survey: SP21
 Geography: Metro

Radio Total	Daypart	Spots	Length	Unit Rate	Gls	Net Reach	Frequency	Total Cost
KALY-FM		133		\$22.56	692,100	292,300	2.2	\$3,000.00
Flight A - 1 wk (02/28)		66		\$22.73	395,700	179,300	2.2	\$1,500.00
One Week Total		15		\$23.00	90,000	60,800	1.5	\$345.00
	M-Su 6A-12M	15		\$23.00	90,000	60,800	1.5	\$345.00
	M-Su 6A-12M	9	30	\$35.00	54,900	42,800	1.3	\$315.00
	M-Su 6A-12M	1	30	\$30.00	6,100	6,100	1.0	\$30.00
	M-Su 5A-12M	5	30	\$0.00	29,000	25,500	1.1	\$0.00
Flight A - 3 wks (03/07, 03/14, 03/21)		42		\$22.50	251,700	134,100	1.9	\$945.00
One Week Total		14		\$22.50	83,900	58,100	1.4	\$315.00
	M-Su 6A-12M	9	30	\$35.00	54,900	42,800	1.3	\$315.00
	M-Su 5A-12M	5	30	\$0.00	29,000	25,500	1.1	\$0.00
Flight A - 1 wk (03/28)		9		\$23.33	54,000	42,300	1.3	\$210.00
One Week Total		9		\$23.33	54,000	42,300	1.3	\$210.00
	M-Su 6A-12M	6	30	\$35.00	36,600	31,000	1.2	\$210.00
	M-Su 5A-12M	3	30	\$0.00	17,400	16,300	1.1	\$0.00
KPPS-FM		67		\$22.39	236,400	115,500	2.0	\$1,500.00
Flight A - 1 wk (02/28)		16		\$21.56	56,400	39,200	1.4	\$345.00
One Week Total		16		\$21.56	56,400	39,200	1.4	\$345.00
	M-Su 6A-12M	9	30	\$35.00	32,400	26,000	1.2	\$315.00

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Schedule



County of Hidalgo-Radio Campaign-Mar 22'



From: Jose Salinas
 Phone: (956) 661-6090
 Email: joseosalinas@entravision.com
 11/23/2021 10:05 PM

	Daypart	Spots	Length	Unit Rate	Gls	Net Reach	Frequency	Total Cost
KKPS-M (continued)								
	M-Su 6A-12M	1 30		\$30.00	3,600	3,600	1.0	\$30.00
	M-Su 5A-12M	6 30		\$0.00	20,400	18,100	1.1	\$0.00
Flight A - 3 wks (03/07, 03/14, 03/21)								
		42		\$22.50	148,200	84,700	1.7	\$945.00
One Week Total		14		\$22.50	49,400	35,700	1.4	\$315.00
	M-Su 6A-12M	9 30		\$35.00	32,400	26,000	1.2	\$315.00
	M-Su 5A-12M	5 30		\$0.00	17,000	15,400	1.1	\$0.00
Flight A - 1 wk (03/28)								
		9		\$23.33	31,800	25,700	1.2	\$210.00
One Week Total		9		\$23.33	31,800	25,700	1.2	\$210.00
	M-Su 6A-12M	6 30		\$35.00	21,600	18,700	1.2	\$210.00
	M-Su 5A-12M	3 30		\$0.00	10,200	9,800	1.0	\$0.00

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Schedule



County of Hidalgo-Radio Campaign-Mar 22'



From: Jose Salinas
 Phone: (956) 661-6090
 Email: jososalinas@entravision.com
 11/29/2021 10:05 PM

Schedule Grand Totals: 5 Weeks

Stations	Spots	Unit Rate	Gls	Net Reach	Frequency	Total Cost
Radio Total	123	\$22.56	632,100	202,300	2.2	\$3,000.00
KALY-FM	68	\$22.73	395,700	179,300	2.2	\$1,500.00
KRPS-FM	67	\$22.39	236,400	115,500	2.0	\$1,500.00

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 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.
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Schedule



Detailed Sourcing Summary

Radio Market: MCALLEN-BROWNSVILLE-HARLINGEN

Survey: Nielsen Radio Spring 2021

Geography: Metro

Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 18+ (Primary)	905,600	1,642

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 and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one diarykeeper.

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://re.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/RRR/2021SPR/0209/odfs/SpecialNotices.pdf>

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Detailed Sourcing Summary

County of Hidalgo-Radio Campaign-Apr 22'



From: Jose Salinas
 Phone: (956) 661-6090
 Email: josesalinas@entravision.com
 11/23/2021 10:05 PM

Flight Dates: 04/01/2022 - 04/30/2022

Demo: P 18+

Radio Market: MCALLEN-BROWNSVILLE-HARLINGEN
 Survey: SP21
 Geography: Metro

ScheduleDescription:
 April 2022

Radio Total	Daypart	Spots	Length	Unit Rate	Gls	Net Reach	Frequency	Total Cost
132				\$22.73	628,700	291,600	2.2	\$3,000.00
KMLY-FM		66		\$22.73	395,700	179,300	2.2	\$1,500.00
Flight A - 1 wk (03/28)								
		9		\$22.78	54,000	42,300	1.3	\$205.00
One Week Total		9		\$22.78	54,000	42,300	1.3	\$205.00
	M-Su 6A-12M	5	30	\$35.00	30,500	26,600	1.1	\$175.00
	M-Su 6A-12M	1	30	\$30.00	6,100	6,100	1.0	\$30.00
	M-Su 5A-12M	3	30	\$0.00	17,400	16,300	1.1	\$0.00
Flight A - 3 wks (04/04, 04/11, 04/18)								
		42		\$22.50	251,700	134,100	1.9	\$945.00
One Week Total		14		\$22.50	83,900	58,100	1.4	\$315.00
	M-Su 6A-12M	9	30	\$35.00	54,900	42,800	1.3	\$315.00
	M-Su 5A-12M	5	30	\$0.00	29,000	25,500	1.1	\$0.00
Flight A - 1 wk (04/25)								
		15		\$23.33	90,000	60,800	1.5	\$350.00
One Week Total		15		\$23.33	90,000	60,800	1.5	\$350.00
	M-Su 6A-12M	10	30	\$35.00	61,000	46,300	1.3	\$350.00
	M-Su 5A-12M	5	30	\$0.00	29,000	25,500	1.1	\$0.00
KPRS-FM								
Flight A - 1 wk (03/28)								
		9		\$22.78	31,800	25,700	1.2	\$205.00
One Week Total		9		\$22.78	31,800	25,700	1.2	\$205.00
	M-Su 6A-12M	5	30	\$35.00	18,000	16,000	1.1	\$175.00
		66		\$22.73	233,000	114,700	2.0	\$1,500.00

The first demo listed is the Primary Demo.

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Schedule



County of Hidalgo-Radio Campaign-Apr 22'



From: Jose Salinas
 Phone: (956) 661-6090
 Email: joseosalinas@entravision.com
 11/23/2021 10:05 PM

KPS-FM (continued)	Daypart	Spots	Length	Unit Rate	Gls	Net Reach	Frequency	Total Cost
	M-Su 6A-12M	1 30		\$30.00	3,600	3,600	1.0	\$30.00
	M-Su 5A-12M	3 30		\$0.00	10,200	9,800	1.0	\$0.00
Flight A - 3 wks (04/04, 04/11, 04/18)								
		42		\$22.50	148,200	84,700	1.7	\$945.00
One Week Total		14		\$22.50	49,400	35,700	1.4	\$315.00
	M-Su 6A-12M	9 30		\$35.00	32,400	26,000	1.2	\$315.00
	M-Su 5A-12M	5 30		\$0.00	17,000	15,400	1.1	\$0.00
Flight A - 1 wk (04/25)								
		15		\$23.33	53,000	37,500	1.4	\$350.00
One Week Total		15		\$23.33	53,000	37,500	1.4	\$350.00
	M-Su 6A-12M	10 30		\$35.00	36,000	28,200	1.3	\$350.00
	M-Su 5A-12M	5 30		\$0.00	17,000	15,400	1.1	\$0.00

The first demo listed is the Primary Demo.
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Schedule



County of Hidalgo-Radio Campaign-Apr 22'



From: Jose Salinas
 Phone: (956) 661-6090
 Email: jose.salinas@entravision.com
 11/23/2021 10:05 PM

Schedule Grand Totals: 5 Weeks

Stations	Spots	Unit Rate	Gls	Net Reach	Frequency	Total Cost
Radio Total	132	\$22.73	628,700	291,600	2.7	\$2,979,000
KVLV-FM	66	\$22.73	395,700	179,300	2.2	\$1,500,000
KRFS-FM	66	\$22.73	233,000	114,700	2.0	\$1,500,000

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 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.

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Schedule



County of Hidalgo-Radio Campaign-May 22'



From: Jose Salinas
 Phone: (956) 661-6090
 Email: jose.salinas@entravision.com
 11/23/2021 10:06 PM

Flight Dates: 05/01/2022 - 05/31/2022
 Demo: P 18+

Radio Market: MCALLEN-BROWNSVILLE-HARLINGEN
 Survey: SP21
 Geography: Metro

Schedule Description:
 May 2022

Radio Total	Daypart	Spots	Length	Unit Rate	Gls	Net Reach	Frequency	Total Cost
KMLY-FM		128		\$23.44	610,300	287,900	2.1	\$3,000.00
Flight A - 1 wk (04/25)		64		\$23.44	304,100	176,900	2.2	\$1,500.00
One Week Total		1		\$30.00	6,100	6,100	1.0	\$30.00
Flight A - 4 wks (05/02, 05/09, 05/16, 05/23)	M-Su 6A-12M	1	30	\$30.00	6,100	6,100	1.0	\$30.00
One Week Total		1		\$30.00	6,100	6,100	1.0	\$30.00
Flight A - 1 wk (05/30)		60		\$23.33	360,000	171,700	2.1	\$1,400.00
One Week Total		15		\$23.33	90,000	60,800	1.5	\$350.00
Flight A - 4 wks (05/02, 05/09, 05/16, 05/23)	M-Su 6A-12M	10	30	\$35.00	61,000	46,300	1.3	\$350.00
One Week Total		5	30	\$0.00	29,000	25,500	1.1	\$0.00
Flight A - 1 wk (05/30)		3		\$23.33	18,000	16,800	1.1	\$70.00
One Week Total		3		\$23.33	18,000	16,800	1.1	\$70.00
Flight A - 4 wks (05/02, 05/09, 05/16, 05/23)	M-Su 6A-12M	2	30	\$35.00	12,200	11,700	1.0	\$70.00
One Week Total		1	30	\$0.00	5,800	5,800	1.0	\$0.00
Flight A - 1 wk (04/25)		64		\$23.44	228,200	113,000	2.0	\$1,500.00
One Week Total		1		\$30.00	3,600	3,600	1.0	\$30.00
Flight A - 4 wks (05/02, 05/09, 05/16, 05/23)	M-Su 6A-12M	1	30	\$30.00	3,600	3,600	1.0	\$30.00
One Week Total		1		\$30.00	3,600	3,600	1.0	\$30.00
Flight A - 4 wks (05/02, 05/09, 05/16, 05/23)		60		\$23.33	212,000	109,400	1.9	\$1,400.00

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Schedule



County of Hidalgo-Radio Campaign-May 22'



From: Jose Salinas
 Phone: (956) 661-6090
 Email: josesalinas@entravision.com
 11/23/2021 10:06 PM

	Daypart	Spots	Length	Unit Rate	Gls	Net Reach	Frequency	Total Cost
KPQS-FM (continued)								
One Week Total		15		\$23.33	53,000	37,500	1.4	\$350.00
	M-Su 6A-12M	10.30		\$35.00	36,000	28,200	1.3	\$350.00
	M-Su 5A-12M	5.30		\$0.00	17,000	15,400	1.1	\$0.00
Flight A - 1 wk (05/30)								
		3		\$23.33	10,600	10,000	1.1	\$70.00
One Week Total		3		\$23.33	10,600	10,000	1.1	\$70.00
	M-Su 6A-12M	2.30		\$35.00	7,200	7,000	1.0	\$70.00
	M-Su 5A-12M	1.30		\$0.00	3,400	3,400	1.0	\$0.00

The first demo listed is the Primary Demo.

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Schedule



County of Hidalgo-Radio Campaign-May 22'



From: Jose Salinas
 Phone: (956) 661-6090
 Email: jose.salinas@entravision.com
 11/23/2021 10:06 PM

Schedule Grand Totals: 6 Weeks

Stations	Spots	Unit Rate	Gls	Net Reach	Frequency	Total Cost
Radio Total	128	\$23.44	610,300	287,600	2.1	\$2,990.08
KVLV-FM	64	\$23.44	384,100	176,900	2.2	\$1,500.00
KRPS-FM	64	\$23.44	226,200	113,000	2.0	\$1,500.00

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 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.

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Schedule

