



Station		Promotion	<u>Provide</u>
ATLANTA WALR-FM 104.1 Urban AC Tanya Freeman 404-897-7513 tanya.freeman@coxradio.com 1601 W. Peachtree Street, NE Atlanta, GA 30309 Cox Media 12+ Imps: 525,000 AAW 25-49 Imps: 117,500		Madea Cans HungerWALR-FM will partner with the grocery chain Kroger, to can hunger. OnSunday, December 8th from 1pm - 3pm listeners will join KISS 104.1 at a TBDKroger location and donate canned goods. Twenty-five (25) lucky donatorswill win A Madea Christmas Prize Pack to include passes to an early previewon 12/12/13. In addition, WALR-FM will run additional :15 sec promos duringthe week of 12/9 promoting open night.12/2/2013 to 12/12/2013Mentions: Recorded promos with promotion details# Mentions: 25 25 x :15	ROE Passes Needed: 15 Madea Fans: 100 Mini Posters: 25 Ornaments: 10 DVD Packs: 5
VALUE: \$3,039.34		DIGITAL ELEMENTS Web/Digital Elements: Rotating 300x250 Banner Ad with link	
On Air	YES	Digital Media Dates: 12/2/2013 to 12/13/2013	
Digital	YES	Digital IMPs (est): 10,000	
Social	NO	#MadeaSleighTracker: No Sleigh Tracker	
Hairfinity	NO		
ATLANTA WAMJ-FM 107.5/97.5 Urban AC Brandi Cohen 404-832-7277 bcohen@radio-one.com 101 Marietta St., 12th Floor Atlanta, GA 30303 Radio One		Canned Film FestivalRadio One has teamed up with Hosea Feed the Hungry and will collect canneditems at the Dec. 6th Hosea Feed the Hungry event. Listeners that bringcanned food items to the event will receive ROE passes to "A MadeaChristmas".12/2/2013 to 12/6/2013Mentions: Live and pre-recorded mentions with promotion details# Mentions: 20 10 x :30 10 x :15	ROE Passes Needed: 15 Madea Fans: 125 Mini Posters: 25 Ornaments: 10 DVD Packs: 5
12+ Imps: 442,000 AAW 25-49 Imps: 98,000 VALUE: \$3,901.97		#MadeaSleighTracker: No Sleigh Tracker	
On Air	YES]	
Digital	NO	1	
Social	NO	1	
Hairfinity	NO	1	





<u>Station</u>		Promotion	<u>Provide</u>
ATLANTA WVEE-FM 103	2	A Madea Christmas and the Give Back Tour V-103 conducts a week long, daily live broadcast from the community where	ROE Passes Needed: 20 Madea Fans: 100
		we encourage our listeners to help us "Give Back" to the less fortunate in	
Urban AC	0.5		Mini Posters: 25
Amanda Mickl 404-898-8935	er	time for the holidays. The week of December 9th, midday personality, Egypt,	Ornaments: 10
amanda.mickler	@chsradio.com	broadcasts live to help raise funds, toys, clothes and items for several shelters in the metro area. Listeners who donate a TBD amount of items will receive	DVD Packs: 5
1201 Peachtree	-		\$50 Hairfinity Gift Cards: 5
Atlanta, GA 303		the passes and Madea Christmas prize packs.	
CBS Radio		12/4/2013 to 12/13/2013	DIGITAL NEEDS
		Mantiene, Live and recorded mentions	hi res logo , graphic and copy
12+ Imps: 1,3	92,000	Mentions: Live and recorded mentions	points
AAW 25-49 Im	nps: 468,000	# Mentions: 60 40 x :30 20 x :10	Due Date: 12/3/2013
VALUE: \$16,1	94.77	DIGITAL ELEMENTS	
On Air	YES	Web/Digital Elements: Embedded trailer on the Give Back webpage,	
Digital	YES	inclusion in the E-blast to our database of 20,000+	
Social	YES	Social Media Elements: Inclusion in a minimum of 10 Facebook and	
	-	10 Twitter posts	
Hairfinity	YES	Digital Media Dates: 12/5/2013 to 12/13/2013	
		#MadeaSleighTracker: Participating in #madeasleightracker	
		On Wahaitas, http://s102.abalasal.com/101664.2/	
		On Website: http://v103.cbslocal.com/191664-2/	
		On Website: http://v103.cbs/ocal.com/191664-2/ On Facebook: https://www.facebook.com/V103Atlanta	
BALTIMORE		• • • • • • • •	ROE Passes Needed: 25
BALTIMORE WERQ-FM 92.	3	On Facebook: https://www.facebook.com/V103Atlanta	ROE Passes Needed: 25 Madea Fans: 125
	3	On Facebook: https://www.facebook.com/V103Atlanta Madea's Christmas Tree	
WERQ-FM 92.		On Facebook: https://www.facebook.com/V103Atlanta Madea's Christmas Tree WERQ will incorporate A Madea Christmas in with their Q Holiday Smiles Toy	Madea Fans: 125
WERQ-FM 92. Urban CHR		On Facebook: https://www.facebook.com/V103Atlanta Madea's Christmas Tree WERQ will incorporate A Madea Christmas in with their Q Holiday Smiles Toy Drive. All day, the DJs of 92Q will be broadcasting live from various Wal Mart	Madea Fans: 125 Mini Posters: 25
WERQ-FM 92. Urban CHR Robert Cardor	ni	On Facebook:https://www.facebook.com/V103AtlantaMadea's Christmas TreeWERQ will incorporate A Madea Christmas in with their Q Holiday Smiles ToyDrive.All day, the DJs of 92Q will be broadcasting live from various Wal Martlocations in Baltimore encouraging listeners to stop by and donate toys to the	Madea Fans: 125 Mini Posters: 25 Ornaments: 10
WERQ-FM 92. Urban CHR Robert Cardor 410-907-0322 rcardoni@radio 1705 Whitehead	ii -one.com J Rd	On Facebook: https://www.facebook.com/V103Atlanta Madea's Christmas Tree WERQ will incorporate A Madea Christmas in with their Q Holiday Smiles Toy Drive. All day, the DJs of 92Q will be broadcasting live from various Wal Mart locations in Baltimore encouraging listeners to stop by and donate toys to the Q Holiday Smiles Toy Drive. All the toys collected will be donated to local	Madea Fans: 125 Mini Posters: 25 Ornaments: 10
WERQ-FM 92. Urban CHR Robert Cardor 410-907-0322 rcardoni@radio 1705 Whitehead Baltimore, MD	ii -one.com J Rd	On Facebook: https://www.facebook.com/V103Atlanta Madea's Christmas Tree WERQ will incorporate A Madea Christmas in with their Q Holiday Smiles Toy Drive. All day, the DJs of 92Q will be broadcasting live from various Wal Mart locations in Baltimore encouraging listeners to stop by and donate toys to the Q Holiday Smiles Toy Drive. All the toys collected will be donated to local charities to help brighten the holidays for those less fortunate. The first 25	Madea Fans: 125 Mini Posters: 25 Ornaments: 10
WERQ-FM 92. Urban CHR Robert Cardor 410-907-0322 rcardoni@radio 1705 Whitehead	ii -one.com J Rd	On Facebook: https://www.facebook.com/V103Atlanta Madea's Christmas Tree WERQ will incorporate A Madea Christmas in with their Q Holiday Smiles Toy Drive. All day, the DJs of 92Q will be broadcasting live from various Wal Mart locations in Baltimore encouraging listeners to stop by and donate toys to the Q Holiday Smiles Toy Drive. All the toys collected will be donated to local charities to help brighten the holidays for those less fortunate. The first 25 listeners to donate more than 5 new unwrapped toys at a time will receive a	Madea Fans: 125 Mini Posters: 25 Ornaments: 10
WERQ-FM 92. Urban CHR Robert Cardon 410-907-0322 rcardoni@radio 1705 Whitehead Baltimore, MD Radio One	ni -one.com d Rd 21207	On Facebook: https://www.facebook.com/V103Atlanta Madea's Christmas Tree WERQ will incorporate A Madea Christmas in with their Q Holiday Smiles Toy Drive. All day, the DJs of 92Q will be broadcasting live from various Wal Mart locations in Baltimore encouraging listeners to stop by and donate toys to the Q Holiday Smiles Toy Drive. All the toys collected will be donated to local charities to help brighten the holidays for those less fortunate. The first 25 listeners to donate more than 5 new unwrapped toys at a time will receive a pair of passes to check out the new movie, A Madea Christmas. 12/9/2013 to 12/13/2013	Madea Fans: 125 Mini Posters: 25 Ornaments: 10
WERQ-FM 92. Urban CHR Robert Cardon 410-907-0322 rcardoni@radio 1705 Whitehead Baltimore, MD Radio One 12+ Imps: 607	ni -one.com d Rd 21207 7,500	On Facebook: https://www.facebook.com/V103Atlanta Madea's Christmas Tree WERQ will incorporate A Madea Christmas in with their Q Holiday Smiles Toy Drive. All day, the DJs of 92Q will be broadcasting live from various Wal Mart locations in Baltimore encouraging listeners to stop by and donate toys to the Q Holiday Smiles Toy Drive. All the toys collected will be donated to local charities to help brighten the holidays for those less fortunate. The first 25 listeners to donate more than 5 new unwrapped toys at a time will receive a pair of passes to check out the new movie, A Madea Christmas.	Madea Fans: 125 Mini Posters: 25 Ornaments: 10
WERQ-FM 92. Urban CHR Robert Cardor 410-907-0322 rcardoni@radio 1705 Whitehead Baltimore, MD Radio One 12+ Imps: 607 AAW 25-49 Im	ni -one.com d Rd 21207 7,500 1ps: 157,500	On Facebook: https://www.facebook.com/V103Atlanta Madea's Christmas Tree WERQ will incorporate A Madea Christmas in with their Q Holiday Smiles Toy Drive. All day, the DJs of 92Q will be broadcasting live from various Wal Mart locations in Baltimore encouraging listeners to stop by and donate toys to the Q Holiday Smiles Toy Drive. All the toys collected will be donated to local charities to help brighten the holidays for those less fortunate. The first 25 listeners to donate more than 5 new unwrapped toys at a time will receive a pair of passes to check out the new movie, A Madea Christmas. 12/9/2013 to 12/13/2013	Madea Fans: 125 Mini Posters: 25 Ornaments: 10
WERQ-FM 92. Urban CHR Robert Cardon 410-907-0322 rcardoni@radio 1705 Whitehead Baltimore, MD Radio One 12+ Imps: 607	ni -one.com d Rd 21207 7,500 1ps: 157,500	 On Facebook: https://www.facebook.com/V103Atlanta Madea's Christmas Tree WERQ will incorporate A Madea Christmas in with their Q Holiday Smiles Toy Drive. All day, the DJs of 92Q will be broadcasting live from various Wal Mart locations in Baltimore encouraging listeners to stop by and donate toys to the Q Holiday Smiles Toy Drive. All the toys collected will be donated to local charities to help brighten the holidays for those less fortunate. The first 25 listeners to donate more than 5 new unwrapped toys at a time will receive a pair of passes to check out the new movie, A Madea Christmas. 12/9/2013 to 12/13/2013 Mentions: Live and recorded mentions 	Madea Fans: 125 Mini Posters: 25 Ornaments: 10
WERQ-FM 92. Urban CHR Robert Cardor 410-907-0322 rcardoni@radio 1705 Whitehead Baltimore, MD Radio One 12+ Imps: 607 AAW 25-49 Im	ni -one.com d Rd 21207 7,500 1ps: 157,500	 On Facebook: https://www.facebook.com/V103Atlanta Madea's Christmas Tree WERQ will incorporate A Madea Christmas in with their Q Holiday Smiles Toy Drive. All day, the DJs of 92Q will be broadcasting live from various Wal Mart locations in Baltimore encouraging listeners to stop by and donate toys to the Q Holiday Smiles Toy Drive. All the toys collected will be donated to local charities to help brighten the holidays for those less fortunate. The first 25 listeners to donate more than 5 new unwrapped toys at a time will receive a pair of passes to check out the new movie, A Madea Christmas. 12/9/2013 to 12/13/2013 Mentions: Live and recorded mentions 	Madea Fans: 125 Mini Posters: 25 Ornaments: 10
WERQ-FM 92. Urban CHR Robert Cardor 410-907-0322 rcardoni@radio 1705 Whitehead Baltimore, MD Radio One 12+ Imps: 607 AAW 25-49 Im VALUE: \$8,54	ni -one.com d Rd 21207 7,500 nps: 157,500 11.96	 On Facebook: https://www.facebook.com/V103Atlanta Madea's Christmas Tree WERQ will incorporate A Madea Christmas in with their Q Holiday Smiles Toy Drive. All day, the DJs of 92Q will be broadcasting live from various Wal Mart locations in Baltimore encouraging listeners to stop by and donate toys to the Q Holiday Smiles Toy Drive. All the toys collected will be donated to local charities to help brighten the holidays for those less fortunate. The first 25 listeners to donate more than 5 new unwrapped toys at a time will receive a pair of passes to check out the new movie, A Madea Christmas. 12/9/2013 to 12/13/2013 Mentions: Live and recorded mentions # Mentions: 45 30 x :15 15 x :05 	Madea Fans: 125 Mini Posters: 25 Ornaments: 10
WERQ-FM 92. Urban CHR Robert Cardor 410-907-0322 rcardoni@radio 1705 Whitehead Baltimore, MD Radio One 12+ Imps: 607 AAW 25-49 Im VALUE: \$8,54	ni -one.com d Rd 21207 7,500 nps: 157,500 1.96 YES	 On Facebook: https://www.facebook.com/V103Atlanta Madea's Christmas Tree WERQ will incorporate A Madea Christmas in with their Q Holiday Smiles Toy Drive. All day, the DJs of 92Q will be broadcasting live from various Wal Mart locations in Baltimore encouraging listeners to stop by and donate toys to the Q Holiday Smiles Toy Drive. All the toys collected will be donated to local charities to help brighten the holidays for those less fortunate. The first 25 listeners to donate more than 5 new unwrapped toys at a time will receive a pair of passes to check out the new movie, A Madea Christmas. 12/9/2013 to 12/13/2013 Mentions: Live and recorded mentions # Mentions: 45 30 x :15 15 x :05 	Madea Fans: 125 Mini Posters: 25 Ornaments: 10





Station		Promotion	Provide
BALTIMORE WWIN-FM 95.9 Urban AC Robert Cardoni 410-907-0322 rcardoni@radio-one.com 1705 Whitehead Rd Baltimore, MD 21207 Radio One 12+ Imps: 1,221,000 AAW 25-49 Imps: 264,000 VALUE: \$13,229.46		Madea Winning WeekendWWIN will include passes to the 12/12 screening of "A Madea Christmas" in its winning weekend from 12/6-12/8. All weekend long, WWIN will give away passes to the special screening to listeners. In addition, the WWIN promotions team will give out additional passes at all station events from 12/9-12/11. 12/6/2013 to 12/11/2013Mentions: Live and prerecorded mentions with promotion details # Mentions: 110 50 x :30 50 x :10 10 x :05#MadeaSleighTracker: No Sleigh Tracker	ROE Passes Needed: 25 Madea Fans: 100 Mini Posters: 25 Ornaments: 10 DVD Packs: 5 \$50 Hairfinity Gift Cards: 5
On Air Digital Social Hairfinity	YES NO NO YES		
CHARLOTTE WPEG-FM 97.9 Urban Andrea Arguijo 704-227-8809 andrea.arguijo@ 1520 South Boule Charlotte, NC 28 CBS Radio 12+ Imps: 344, AAW 25-49 Imp VALUE: \$4,015	cbsradio.com evard ste 300 203 301 ps: 204,301	Name That Madea! Listeners will log onto the stations website and they will have to read some of Madea's words of wisdom and guess which movie that quote came from. Winners will receive ROE passes and Madea Christmas prize packs. 12/9/2013 to 12/12/2013 Mentions: Recorded mentions # Mentions: 20 20 x :15 DIGITAL ELEMENTS Web/Digital Elements: On the contest page will be a logo and a description Digital Media Dates: 12/9/2013 to 12/13/2013	ROE Passes Needed: 25 Madea Fans: 100 Mini Posters: 25 Ornaments: 10 DVD Packs: 5 \$50 Hairfinity Gift Cards: 5 DIGITAL NEEDS Logo/image for contest page Due Date: 12/2/2013
On Air Digital Social Hairfinity	YES YES NO YES	Digital IMPs (est): 132,301 #MadeaSleighTracker: No Sleigh Tracker On Website: http://power98fm.cbslocal.com/category/contests/	





Station		Promotion	<u>Provide</u>
CHICAGO		Name That Madea!	ROE Passes Needed: 25
WGCI-FM 107.	5	WGCI-FM will build a custom contest page on wgci.com, listeners will read	Madea Fans: 125
Urban Contem	porary	quotes from Madea and guess which movie they come from. Winners will	Mini Posters: 25
Barbara A. Gue	eno	receive "A Madea Christmas" passes as well as a Madea Christmas prize pack!	Ornaments: 10
312-540-2125		12/4/2013 to 12/12/2013	DVD Packs: 5
• -	clearchannel.com		Soundtracks: 5
233 North Michig Chicago, IL 6060		Mentions: Recorded promos with a Madea snippet to further entice listeners to log on for an opportunity to win	
Clear Channel	Media &	# Mentions: 20 20 x :15	Due Date: 300x250 jpeg art, url,
Entertainment	•		hashtags,
12+ Imps: 542	,000	DIGITAL ELEMENTS	Webmaster: Barbara Gueno 312- 540-2125
AAW 25-49 Im		Web/Digital Elements: Customized contest page with client url, jpeg art and hashtags	barbaragueno@clearchannel.com
VALUE: \$4,245	5.54	Social Media Elements: 1 Facebook post highlighting contest and	
On Air	YES	#madeasleightacker	
Digital	YES	Digital Media Dates: 12/4/2013 to 12/12/2013	
Social	YES	#MadeaSleighTracker: Participating in #madeasleightracker	
Hairfinity	NO	On Website: http://www.wgci.com/contests/a-madea-christmas-	
		prize-pack/268817	
		On Twitter: https://twitter.com/WGCI	
		On Facebook: https://www.facebook.com/1075wgci	





Station		Promotion	Provide
<u>Station</u>			
CHICAGO		Cans Film Festival	ROE Passes Needed: 25
WVAZ-FM 102.7		Friday, December 6th, the Urban Trombo of WVAZ, WGCI & WGRB will be	Madea Fans: 100
Urban AC		collecting canned food for the Beat Hunger By a Mag Mile campaign.	Mini Posters: 25
Barbara A. Gue	no	Recorded promos, calendar page pasting, on-site presence and a complete	Ornaments: 10
312-540-2125		recap of everything.	DVD Packs: 5
barbaragueno@c 233 North Michig		12/4/2013 to 12/6/2013	\$50 Hairfinity Gift Cards: 5
Chicago, IL 6060	-		
Clear Channel I		Mentions: Recorded mentions	
Entertainment		# Mentions: 20 20 x :15	Due Date: 300x250 jpeg art, url,
Lincituminent			hashtags, Webmaster: Barbara Gueno 312-
12+ Imps: 840,	000	DIGITAL ELEMENTS	540-2125
AAW 25-49 Im		Web/Digital Elements: Url, jpeg art, hashtags to post details on the	barbaragueno@clearchannel.com
VALUE: \$5,334	-	calendar page.	
		Social Media Elements: FB /Twitter/Instagram inclusion while on-site	
On Air	YES	12.6.13	
Digital	YES	Digital Media Dates: 12/4/2013 to 12/6/2013	
Social	YES	#MadeaSleighTracker: Participating in #madeasleightracker	
Hairfinity			
напјппсу	YES	On Website: http://www.v103.com/contests/a-madea-	
		christmas/268860	
		On Twitter: https://twitter.com/V103	
		On Facebook: https://www.facebook.com/V103Chicago	
DALLAS		Stuff the Bus	ROE Passes Needed: 25
KBFB-FM 97.9		Starting the week of November 25th, 2013, five select area Albertson	Madea Fans: 125
Rhythmic CHR		locations will be set up as designated toy collection points. The first 25 people	Mini Posters: 25
Mark Darthard		to donate will receive "A Madea Christmas" tickets and prize pack and will	Ornaments: 5
972-331-5418		qualify for the grand prize of a family pack of Six Flags tickets for "Holiday in	DVD Packs: 10
mdarthard@radi	o-one.com	the Park" or Dallas Mavericks tickets.	3rd Party/Station Grand
13331 Preston Ro			Prize: Family pack of Six
Dallas, TX 75240		12/2/2013 to 12/12/2013	Flags tickets for "Holiday in
Radio One			the Park" or Dallas Mavericks
12		Mentions: Recorded mentions with promotion details	tickets
12+ Imps: 262,		# Mentions: 20 10 x :30 10 x :15	
AAW 25-49 Imp	-		
VALUE: \$2,090	1.03	DIGITAL ELEMENTS	DIGITAL NEEDS
On Air	1450	Web/Digital Elements: Event listing with #madeasleightracker	Logo and copy points
On Air	YES	Social Media Elements: Potential Instagram post during the flight	Due Date: 11/25/2013
Digital	YES	Digital Media Dates: 11/25/2013 to 12/12/2013	
Social	YES	#MadeaSleighTracker: Participating in #madeasleightracker	
Hairfinity	NO		
		On Website: http://thebeatdfw.com/events/	





<u>Station</u>		Promotion	<u>Provide</u>
DALLAS		Tyler Perry's A Madea Christmas	ROE Passes Needed: 25
KRNB-FM 105.7		On-air personalities will encourage listeners to call in and win a pair of tickets	Madea Fans: 100
Urban Contemp	porary	to see "A Madea Christmas" by asking for the 10th caller. In addition, listeners	Mini Posters: 25
Crystal Mitchel	I	can register on the stations website as well.	Ornaments: 10
972-647-5000 crystal.mitchell@ 621 NW 6th St	0k104fm.com	12/6/2013 to 12/12/2013	DVD Packs: 5 \$50 Hairfinity Gift Cards: 5
Grand Prairie, TX Service Broadc		Mentions: Live and recorded mentions # Mentions: 50 50 x :15	DIGITAL NEEDS
12+ Imps: 885,			Web art & Link
AAW 25-49 Im		DIGITAL ELEMENTS	Due Date: 12/2/2013
, VALUE: \$9,653		Web/Digital Elements: Contest page inclusion with link to #madeasleightracker	
On Air	YES	Digital Media Dates: 12/6/2013 to 12/12/2013	
Digital	YES	Digital IMPs (est): 300,000	
Social	NO	#MadeaSleighTracker: Participating in #madeasleightracker	
Hairfinity	YES	On Website: http://krnb.com/contests/	
DALLAS	<u> </u>	Stuff the Bus	ROE Passes Needed: 25
KSOC-FM 94.5		Starting the week of November 25th, 2013, five select area Albertson	Madea Fans: 100
Urban AC		locations will be set up as designated toy collection points. The first 25 people	Mini Posters: 25
Mark Darthard		to donate will receive "A Madea Christmas" tickets and prize pack and will	Ornaments: 5
972-331-5418		qualify for the grand prize of a family pack of Six Flags tickets for "Holiday in	DVD Packs: 10
mdarthard@radi		the Park" or Dallas Mavericks tickets.	3rd Party/Station Grand
13331 Preston Ro			Prize: Family pack of Six
Dallas, TX 75240 Radio One		12/2/2013 to 12/5/2013	Flags tickets for "Holiday in
		Mentione. Decended resulting with granted in details	the Park" or Dallas Mavericks
12+ Imps: 216,	.000	Mentions: Recorded mentions with promotion details	tickets
AAW 25-49 Im	ps: 40,000	# Mentions: 20 10 x :30 10 x :15	
VALUE: \$1,177	7.84	DIGITAL ELEMENTS	DIGITAL NEEDS
On Air	YES	Web/Digital Elements: Event listing with #madeasleightracker	Logo and copy points Due Date: 11/25/2013
Digital	YES	Social Media Elements: Potential Instagram post during the flight	Due Date. 11/23/2013
Social	YES	Digital Media Dates: 11/25/2013 to 12/5/2013	
		#MadeaSleighTracker: Participating in #madeasleightracker	
Hairfinity	NO		
		On Website: http://oldschool945.com/events/	





Station		Promotion	Provide
DALLAS		Tyler Perry's A Madea Christmas	ROE Passes Needed: 25
KKDA-FM 104.5		On-air personalities will encourage listeners to call in and win a pair of tickets	Madea Fans: 125
Urban Contemp	porary	to see "A Madea Christmas" by asking for the 10th caller. In addition, listeners	Mini Posters: 25
Crystal Mitchel	I	can register on the stations website as well.	Ornaments: 10
972-647-5000			DVD Packs: 5
crystal.mitchell@	k104fm.com	12/6/2013 to 12/12/2013	Soundtracks: 5
621 NW 6th St Grand Prairie, TX	75050		
Service Broadc		Mentions: Live and recorded mentions	
		# Mentions: 50 50 x :15	
12+ Imps: 1,24	15.000		Web art & Link
AAW 25-49 Im		DIGITAL ELEMENTS	Due Date: 12/2/2013
VALUE: \$9,729		Web/Digital Elements: Contest page inclusion with link to	
		#madeasleightracker	
On Air	YES	Digital Media Dates: 12/6/2013 to 12/12/2013	
Digital	YES	Digital IMPs (est): 300,000	
Social	NO	#MadeaSleighTracker: Participating in #madeasleightracker	
Hairfinity	NO	On Website: http://www.myk104.com/win/	
DETROIT		Name that Madea!	ROE Passes Needed: 25
WJLB-FM 97.9		Listeners will log onto WJLB's website to hear Madea's words of wisdom via	Madea Fans: 100
Urban Contem	porary	her movie clips. Listeners will have to guess which movie the quote comes	Mini Posters: 25
Chelsea Kivell		from to win a pair of passes to "A Madea Christmas" and five grand prize	Ornaments: 10
248-324-5403		winners will receive a Madea Christmas prize pack including a Hairfinity gift	DVD Packs: 5
chelseakivell@cle		card.	\$50 Hairfinity Gift Cards: 5
27675 Halsted Ro Farmington Hills,		12/6/2013 to 12/12/2013	
Clear Channel	1011 46551		
cieur chuinici		Mentions: Pre-recorded promos	DIGITAL NEEDS
12+ Imps: 127,	.000	# Mentions: 10 10 x :15	Copy points and 320x250 jpeg Due Date: 11/25/2013
AAW 25-49 Im		DIGITAL ELEMENTS	Due Dule. 11/23/2013
VALUE: \$1,193	8.88	Web/Digital Elements: Contest page inclusion	
On Air	YES	Social Media Elements: One social media post	
Digital	YES	Digital Media Dates: 12/2/2013 to 12/12/2013	
Social	YES	#MadeaSleighTracker: No Sleigh Tracker	
Hairfinity	YES	On Website: http://www.fm98wjlb.com/contests/	





Station		Promotion	<u>Provide</u>
DETROIT WMXD-FM 92.3 Urban AC Chelsea Kivell 248-324-5403 chelseakivell@clearchannel.com 27675 Halsted Rd Farmington Hills, MI 48331 Clear Channel 12+ Imps: 168,000 AAW 25-49 Imps: 35,000 VALUE: \$1,061.17		 Win passes to "A Madea's Christmas!" Mix 92.3 will give away the "A Madea Christmas" tickets via a call in and web contest. Winners will receive a pair of passes to see the movie and the chance to win the grand prize Madea's Christmas prize pack. 12/6/2013 to 12/12/2013 Mentions: Live mentions # Mentions: 10 10 x :15 DIGITAL ELEMENTS Web/Digital Elements: Contest page inclusion Social Media Elements: One social media post 	ROE Passes Needed: 25 Madea Fans: 100 Mini Posters: 25 Ornaments: 5 DVD Packs: 10 DIGITAL NEEDS 320x250 jpeg and copy points Due Date: 11/25/2013
On Air Digital Social	YES YES YES	Digital Media Dates: 12/2/2013 to 12/12/2013 #MadeaSleighTracker: No Sleigh Tracker On Website: http://www.mix923fm.com/contests/	
HairfinityNOHOUSTONKBXX-FM 97.9Rhythmic CHRAsia McDonald713-300-5865amcdonald@radio-one.com24 Greenway Plaza, Ste. 90Houston, TX 77046Radio One12+ Imps: 1,655,000AAW 25-49 Imps: 305,000VALUE: \$14,594.59		A Madea Christmas Giveaway When listeners hear the Madea sounder they will be prompted to call in to be Caller #36 for a chance to win "A Madea Christmas" movie passes and prize pack. Plus, everyone will be qualified for the grand prize of a \$500 Mikki's Café gift card to provide Christmas dinner for the family. The grand prize will be given away on Friday 12/13, the day of the theatrical opening. 12/2/2013 to 12/13/2013 Mentions: Live mentions # Mentions: 50 50 x :10 #MadeaSleighTracker: No Sleigh Tracker	ROE Passes Needed: 25 Madea Fans: 100 Mini Posters: 25 Ornaments: 10 DVD Packs: 5 Soundtracks: 5 3rd Party/Station Grand Prize: \$500 Mikki's Café gift card provided by station
On Air Digital Social Hairfinity	YES NO NO NO		





<u>Station</u>		Promotion	<u>Provide</u>
HOUSTON		A Madea Christmas Giveaway	ROE Passes Needed: 25
KMJQ-FM 102.1		When listeners hear the Madea sounder they will be prompted to call in to be	Madea Fans: 100
Urban AC		Caller #36 for a chance to win "A Madea Christmas" movie passes and prize	Mini Posters: 25
Asia McDonald		pack. Plus, everyone will be qualified for the grand prize of a \$500 Mikki's	Ornaments: 5
713-300-5865		Café gift card to provide Christmas dinner for the family. The grand prize will	DVD Packs: 10
amcdonald@radi		be given away on Friday 12/13, the day of the theatrical opening.	\$50 Hairfinity Gift Cards: 5
24 Greenway Plaz		12/2/2013 to 12/13/2013	3rd Party/Station Grand
Houston, TX 7704 Radio One	40		Prize: \$500 Mikki's Café gift
Ruulo Olle		Mentions: Live mentions	card provided by station
12 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	F 000	# Mentions: 50 50 x :10	
12+ Imps: 1,42			
AAW 25-49 Imp		#MadeaSleighTracker: No Sleigh Tracker	
VALUE: \$11,82	3.04		
On Air	YES		
Digital	NO		
Social	NO		
Hairfinity	YES		
LOS ANGELES	1 <u> </u>	A Madea Christmas	ROE Passes Needed: 10
KHHT-FM 92.3		The week of December 2nd, HOT 92.3 will give listeners a chance to win	Madea Fans: 100
Rhythmic Oldie	S	screening passes for two to "Tyler Perry's A Madea Christmas" and a Madea	Ornaments: 5
Adria Lawrence	1	Prize Pack through a custom online prize page dedicated to A Madea	DVD Packs: 10
818-566-4632		Christmas. HOT listeners must log in to the HOT Insiders program go to the	
AdriaLawrence@	clearchannel.com	custom page and enter for a chance to win. The week of 12/9 we will also run	
3400 West Olive		5x :15 promos to encourage listeners to go to the HOT Insiders website and	DIGITAL NEEDS
Burbank, CA 915	05	win. On the custom contest page we will imbed the "A Madea Christmas"	300x250 and 720x90 logos,
CCM+E		trailer along with a link to the movie's website.	468x60 banner and click thru
12+ Imps: 156,	000		URL
AAW 25-49 Imp		12/9/2013 to 12/13/2013	Due Date: 11/22/2013
VALUE: \$1,222	•		
VALUE: 31,222	.00	Mentions: Recorded promos with promotion details	
On Air	YES	# Mentions: 5 5 x :15	
Digital	YES		
Social	NO	DIGITAL ELEMENTS Web/Digital Elements: Lionsgate will receive a custom portal page	
Hairfinity	NO	through HOT Insiders. The Madea logo, link, trailer and #madeasleightracker	
,		will be utilized on the page.	
		Digital Media Dates: 12/2/2013 to 12/8/2013	
		#MadeaSleighTracker: Participating in #madeasleightracker	
		On Website:	
		http://insiders.hot923.com/asp2/redemptionDetail.aspx?AID=94106	





Station		Promotion	Provide
LOS ANGELES		A Madea Christmas giveaways	ROE Passes Needed: 10
KJLH-FM 102.		From 12/9 to 12/12, KJLH-FM will be encouraging listeners to call in to win the	Madea Fans: 100
Urban AC		special "A Madea Christmas" passes to see the film at a Regal Theater on	Mini Posters: 25
Rochelle Luca	S	12/12 at 8pm. Also, in support of Stevie Wonder's House Full of Toys	Ornaments: 5
310-330-2200		Community Toy Drive, the station will have a live broadcast of the afternoon	DVD Packs: 10
rochelle@kjlhra	dio.com	show, the Mac and Amiche Show. The broadcast will serve a main purpose of	
161 North La Br	ea	promoting the toy drive and acquiring toys for needy children, all done	
Inglewood, CA	90301	against a backdrop of A Madea Christmas. They will play games, giveaway	DIGITAL NEEDS
Taxi Productio	ons	Madea swag, and hopefully some movie passes as well. The broadcast is	banner artwork; :30 trailer
17 January 9 0	E2 674	scheduled for Friday, December 13 from 4p - 8pm.	
12+ Imps: 8,8	1ps: 8,313,624	12/9/2013 to 12/13/2013	
VALUE: \$100,	• • •		
VALUE. \$100,	,213.97	Mentions: Live and recorded mentions with promotion details	
On Air	YES	# Mentions: 75 75 x :60	
Digital	YES	DIGITAL ELEMENTS	
Social	NO	Web/Digital Elements: Banner inside Rotator describing promotional	
Hairfinity	NO	event and one email blast to 28,000+ listeners	
nunjinity	NO	Digital Media Dates: 12/9/2013 to 12/13/2013	
		Digital IMPs (est): 8,148,624	
		#MadeaSleighTracker: Participating in #madeasleightracker	
		On Website:	
		http://insiders.hot923.com/asp2/redemptionDetail.aspx?AID=94106	
LOS ANGELES		Big Boy in the Morning giveaways	ROE Passes Needed: 10
KPWR-FM 10	5.9	Power 106 will be giving away ROE passes to see the movie to correct callers	Madea Fans: 100
Rhythmic CHR	ł	through the Big Boy in the Mornings show (M-F 6a-10a). The station will also	
Bryan Elms		display "A Madea Christmas" promo materials at various on-site street team	
818-238-6629		events the week of 12/9.	
Belms@power1		12/4/2013 to 12/12/2013	
2600 W Olive A			
Burbank, CA 91		Mentions: Live mentions in the AM show with promotion details	
Emmis Comm	unications	# Mentions: 30 30 x :15	
12+ Imps: 1,1	19,000		
AAW 25-49 In	nps: 105,000	#MadeaSleighTracker: No Sleigh Tracker	
VALUE: \$10,7	65.99		
On Air			
On Air	YES		
Digital	NO		
Social	NO		
Hairfinity	NO		





Station		Promotion	<u>Provide</u>
LOS ANGELES KLVE-FM 107.5 Spanish AC Cynthia Flores 310-846-2849 cyflores@univisionradio.com 5999 Center Dr. Los Angeles, CA 90045 Univision 12+ Imps: 547,500 AAW 25-49 Imps: 30,000		Promotion Madea Sleigh Tracker KLVE will post 1x a day on their FB or Twitter page where MADEA will be at using #MadeaSleighTracker. Each day they'll send FB or Twitter fans to a remote location and post the promo items, "A Madea Christmas" movie tickets, gift cards, etcthat will be given away. At the remote, winners will be encouraged to submit photos or post pictures on their social media page with the #madeasleightracker hashtag. 12/6/2013 to 12/12/2013 Mentions: Pre-recorded promos # Mentions: 15	ROE Passes Needed: 10 Madea Fans: 100 Mini Posters: 25 Ornaments: 5 DVD Packs: 10 DIGITAL NEEDS 300x250 Artwork/Image/Banner, link to trailer Due Date: 12/3/2013
VALUE: \$5,257 On Air Digital Social Hairfinity	YES NO YES NO YES NO	Social Media Elements: FB or Twitter post 1x a day with link to #madeasleightracker. Digital Media Dates: 12/6/2013 to 12/12/2013 Digital IMPs (est): 30,000 #MadeaSleighTracker: Participating in #madeasleightracker On Website: www.iloveklove.com On Twitter: @iloveklove	Webmaster: Nijhal Martinez 310- 846-2936 nimartinez@univisionradio.com
		On Facebook: https://www.facebook.com/KLove107.5?ref=br_tf	
LOS ANGELES KTWV-FM 94.7 Smooth R&B Stacy Ezra 323-930-4461 stacy.ezra@kroq.com 5670 Wilshire Blvd. Suite 200 Los Angeles, CA 90036 CBS Radio		 Holiday Toy Drive The Wave is partnering with CBS2/KCAL9 to kick off the annual CHiPS for Kids Toy Drive. The station will give out "A Madea Christmas" prize packs including movie passes and \$50 Hairfinity gift cards to listeners that bring an unwrapped toy. 12/3/2013 to 12/5/2013 Mentions: Live and Recorded # Mentions: 10 10 x :30 	ROE Passes Needed: 10 Madea Fans: 100 Mini Posters: 25 Ornaments: 10 DVD Packs: 5 \$50 Hairfinity Gift Cards: 5
12+ Imps: 295, AAW 25-49 Im, VALUE: \$1,936 On Air Digital	ps: 17,000 5.05 YES NO	#MadeaSleighTracker: No Sleigh Tracker	
Social	NO		
Hairfinity	YES		





Station		Promotion	Provide
<u>Station</u> <u>MEMPHIS</u> KJMS-FM 101.1 Urban AC Brandon C. Washington 901-259-6437 brandonwashington2@clearchann el.com 2650 Thousand Oaks Blvd, Suite 4100 Memphis, TN 38118 <i>Clear Channel</i>		A Madea Christmas Listeners will win a chance to attend the sneak screening of A Madea Christmas through live on-air giveaways, social media site giveaways and remote giveaways. The on-air giveaways will be done Mon-Fri in each day part from 6a-6p. 12/2/2013 to 12/12/2013 Mentions: Live mentions # Mentions: 15 15 x :15	Provide ROE Passes Needed: 5 Madea Fans: 100 Mini Posters: 25 Ornaments: 5 DVD Packs: 10 Webmaster: Danny Bowen 901- 259-6428 dannybowen@clearchannel.com
12+ Imps: 139,500 AAW 25-49 Imps: 28,500 VALUE: \$956.25		#MadeaSleighTracker: No Sleigh Tracker	
On Air	YES		
Digital	NO		
Social	NO		
Hairfinity	NO		
Hairfinity NO MEMPHIS WHAL-FM 95.7 Contemporary Inspirational Brandon C. Washington 901-259-6437 brandonwashington2@clearchann el.com 2650 Thousand Oaks Blvd, Suite 4100 Memphis, TN 38118		A Madea Christmas Listeners will win a chance to attend the sneak screening of A Madea Christmas through live on-air giveaways, social media site giveaways and remote giveaways. The on-air giveaways will be done Mon-Fri in each day part from 6a-6p. 12/2/2013 to 12/12/2013 Mentions: Live mentions # Mentions: 15 15 x :15	ROE Passes Needed: 5 Madea Fans: 100 Mini Posters: 25 Ornaments: 5 DVD Packs: 10 Webmaster: Danny Bowen 901- 259-6428 dannybowen@clearchannel.com
Clear Channel 12+ Imps: 132,000 AAW 25-49 Imps: 40,500 VALUE: \$737.87		#MadeaSleighTracker: No Sleigh Tracker	
On Air	YES		
Digital	NO		
Social	NO		
Hairfinity	NO		





<u>Station</u>		Promotion	Provide
MEMPHIS		A Madea Christmas	ROE Passes Needed: 5
WHRK-FM 97.1	L	Listeners will win a chance to attend the sneak screening of A Madea	Madea Fans: 100
Urban Contem	porary	Christmas through live on-air giveaways, social media site giveaways and	Mini Posters: 25
Brandon C. Wa	shington	remote giveaways. The on-air giveaways will be done Mon-Fri in each day	Ornaments: 5
901-259-6437		part from 6a-6p.	DVD Packs: 10
brandonwashing	ton2@clearchann	12/2/2013 to 12/12/2013	
el.com			
2650 Thousand C 4100	Jaks Blvd, Suite	Mentions: Live mentions	Webmaster: Danny Bowen 901-
Memphis, TN 38	118	# Mentions: 15 15 x :15	259-6428 dannybowen@clearchannel.com
Clear Channel	110		uannybowen@clearchannel.com
		#MadeaSleighTracker: No Sleigh Tracker	
12+ Imps: 85,5	500		
AAW 25-49 Im	ps: 21,000		
VALUE: \$903.7	75		
On Air	VEC		
On Air Diaital	YES		
Digital	NO		
Social	NO		
Hairfinity	NO		
MEMPHIS	-	Name that Madea	ROE Passes Needed: 10
WRBO-FM 103	.5	During the week of 12/9 listeners will tune in twice a day to play "Name that	Madea Fans: 100
Urban AC		Madea." Listeners who correctly identify the Madea film quote will win	Mini Posters: 25
Nikki Jimenez 901-537-9122		passes and qualify for a Madea prize pack to include a Hairfinity gift card and Madea DVD pack.	Ornaments: 10
nikki.jimenez@cu	umulus.com	12/2/2013 to 12/12/2013	DVD Packs: 5
5629 Murray Roa			\$50 Hairfinity Gift Cards: 5
Memphis, TN 38	119	Mentions: Live and recorded mentions with promotion details	
Cumulus		# Mentions: 50 20 x :30 30 x :15	DIGITAL NEEDS
			Link for movie trailer, digital
12+ Imps: 338,	,125	DIGITAL ELEMENTS	movie poster, release info and
AAW 25-49 Im		Web/Digital Elements: Online element can feature link for movie trailer,	movie synopsis.
VALUE: \$1,956	5.25	digital movie poster, release info, #madeasleightracker and movie synopsis.	Due Date: 11/28/2013
	· · · · · · · · · · · · · · · · · · ·	Social Media Elements: Digital movie poster	Webmaster: Ariel Sawyer 901-537-
On Air	YES	Digital Media Dates: 12/2/2013 to 12/12/2013	9114 ariel.sawyer@cumulus.com
Digital	YES	Digital IMPs (est): 8,125	
Social YES		#MadeaSleighTracker: Participating in #madeasleightracker	
Hairfinity	YES		
		On Website: http://pro.wrbo-	
		fm.tritonflex.com/common/page.php?pt=A+Madea+Christmas+Movi	
		e+-+Win+A+Gift+Pack&id=2073&is_corp=0	





Station		Promotion	<u>Provide</u>
MIAMI		A Madea Christmas Giveaway	ROE Passes Needed: 20
WEDR-FM 99.1		WEDR will conduct a caller # 9 type contest, on-air with Felisha Monet (6p-	Madea Fans: 100
Urban AC		10p) and Butta P (10p-1a). WEDR will also create a dedicated web contest on	Mini Posters: 25
Marissa Friese		www.wedr.com directing listeners through :10 sec promotional	Ornaments: 10
321-281-2091		announcements to register to win a Madea Christmas prize pack.	DVD Packs: 5
Marissa.Friese@	CoxInc.com	12/2/2013 to 12/8/2013	
2741 N. 29th Av			
Hollywood, FL 3		Mentions: Live and recorded mentions	DIGITAL NEEDS
Cox Media Gro	oup	# Mentions: 45 30 x :15 15 x :10	Movie trailer on-line coding,
			j.peg image of the movie poste
12+ Imps: 869		DIGITAL ELEMENTS	or logo and copy points.
AAW 25-49 Im	-	Web/Digital Elements: One week dedicated web contest on	Due Date: 11/22/2013 Webmaster: Marissa Friese 321-
VALUE: \$6,32	6.70	www.wedr.com, that will include movie trailer, copy points, link to	281-2091
		#madeasleightracker and movie poster/logo.	Marissa.Friese@CoxInc.com
On Air	YES	Digital Media Dates: 12/2/2013 to 12/8/2013	
Digital	YES	Digital IMPs (est): 625	
Social	NO	#MadeaSleighTracker: Participating in #madeasleightracker	
Hairfinity	NO		
	1	On Website: http://www.wedr.com/s/contest/	
MIAMI		Name That Madea!	ROE Passes Needed: 15
WMGE-FM 94	.9	Listeners will log onto mega949.com and read a quote from a Madea movie.	Madea Fans: 100
Spanish Conte	mporary	Listeners have to guess the correct Madea movie to enter to win a pair of	
Kevin Cerenzia	1	passes to see A Madea Christmas.	
954-862-3110		12/9/2013 to 12/12/2013	DIGITAL NEEDS
kcerenzia@ccmi			jpg of the movie poster artwor
7601 Riviera Blv		Mentions: Pre-recorded mentions	
Miramar, FL 330		# Mentions: 12 12 x :15	
Clear Channel			
Media+Entert	ainment	DIGITAL ELEMENTS	
12. 100-00. 111	- 400	Web/Digital Elements: Inclusion on the contest page as well as link to	
12+ Imps: 116,400 AAW 25-49 Imps: 1,200		#madeasleightracker	
	•	Digital Media Dates: 12/9/2013 to 12/12/2013	
VALUE: \$956.25		#MadeaSleighTracker: Participating in #madeasleightracker	
On Air	YES		
Digital	YES	On Website: http://www.mega949.com/contests/	
Social	NO	11	
Hairfinity	NO		





Station		Promotion	<u>Provide</u>
MIAMI WHQT-FM 105.1 Urban Contemporary Marissa Friese 321-281-2091 Marissa.Friese@CoxInc.com 2741 N. 29th Avenue		 A Madea Christmas Giveaway WHQT will conduct a caller # 9 type contest, on-air with James T (10a-3p). WHQT will also create a dedicated web contest on www.hot105fm.com directing listeners through :10 sec promotional announcements to register to win a Madea Christmas prize pack. 12/2/2013 to 12/8/2013 	ROE Passes Needed: 15 Madea Fans: 100 Mini Posters: 25 Ornaments: 5 DVD Packs: 10 \$50 Hairfinity Gift Cards: 5
Hollywood, FL <i>Cox Media Gi</i>	roup	Mentions: Live and recorded mentions # Mentions: 30 15 x :15 15 x :10	DIGITAL NEEDS Movie trailer on-line coding,
12+ Imps: 834,575 AAW 25-49 Imps: 144,575 VALUE: \$5,610.30		DIGITAL ELEMENTS Web/Digital Elements: One week dedicated web contest on www.hot105fm.com, that will include movie trailer, copy points, link to #madeasleightracker and movie poster/logo.	j.peg image of the movie poster or logo and copy points. Due Date: 11/22/2013 Webmaster: Marissa Friese 321-
On Air	YES	Digital Media Dates: 12/2/2013 to 12/8/2013	281-2091 Marissa.Friese@CoxInc.com
Digital	YES	Digital IMPs (est): 575	
Social	NO	#MadeaSleighTracker: Participating in #madeasleightracker	
Hairfinity	YES	On Website: http://www.hot105fm.com/s/contests/	
NEW YORK C WBLS-FM 107 Urban AC Gloria Lee		A Madea Christmas Live giveaways of "A Madea Christmas" movie passes during mid-days and afternoon drive.	ROE Passes Needed: 20 Madea Fans: 100
212-592-0574 Gloria@wbls.com 395 Hudson Street 7th floor New York City, NY 10014 YMF Media		12/9/2013 to 12/12/2013 Mentions: Live and recorded mentions # Mentions: 20 20 x :10	
12+ Imps: 1,478,000 AAW 25-49 Imps: 262,000 VALUE: \$8,111.32		#MadeaSleighTracker: No Sleigh Tracker	
On Air	YES		
Digital	NO	1	
Social	NO	1	
Hairfinity NO			





<u>Station</u>		Promotion	Provide
NEW YORK CIT	Y	A Madea Christmas giveaways	ROE Passes Needed: 10
WSKQ-FM 97.9)	WSKQ-FM will give away movie passes to see "A Madea Christmas" live on-air	Madea Fans: 100
Tropical		with a call in to win contest.	
Marylin Guzma	n	12/2/2013 to 12/8/2013	
646-710-2607			Due Date: 11/25/2013
mguzman@sbsne	ewyork.com	Mentions: Live mentions	Webmaster: Marylin Guzman 646- 710-2607
26W 56th Street New York, NY 10	010	# Mentions: 10 10 x :10	mguzman@sbsnewyork.com
,	casting Systems		
Spanish Broad	custing systems	DIGITAL ELEMENTS	
12+ Imps: 571,	.000	Web/Digital Elements: Events page inclusion with movie trailer and link to	
AAW 25-49 Im		#madeasleightracker	
VALUE: \$4,000		Social Media Elements: Facebook and Twitter posts	
····· <i>··· ··· ··· ··· ···············</i>		Digital Media Dates: 12/2/2013 to 12/9/2013	
On Air	YES	#MadeaSleighTracker: Participating in #madeasleightracker	
Digital	YES		
Social	YES	On Twitter: @Mega979nyc	
Hairfinity	NO	On Facebook: https://www.facebook.com/mega979nyc	
	· · ·	On Instagram: @Mega979nyc	
NEW YORK CIT		A Madea Christmas	ROE Passes Needed: 20
WWPR-FM 105		The weeks of December 2nd and 9th, WWPR-FM will give listeners a chance	Madea Fans: 125
Urban Contemp	porary	to win passes for two to "Tyler Perry's A Madea Christmas" and a Madea Prize	Mini Posters: 25
David Zaentz 212-549-0823		Pack via an on-line contest.	Ornaments: 10
davidzaentz@cle	archannel com	12/2/2012 += 12/12/2012	DVD Packs: 5
32 Ave of the Am		12/2/2013 to 12/13/2013	\$50 Hairfinity Gift Cards: 5
New York City, N		Mantione: Desarded promos	
ССМЕ		Mentions: Recorded promos # Mentions: 21 21 x :10	DIGITAL NEEDS
			300x250 banner for contesting,
12+ Imps: 1,22	20,650	DIGITAL ELEMENTS	with online copy/ synopsis and
AAW 25-49 Imj	ps: 594,850	Web/Digital Elements: 300x250 banner for contesting, with online copy/	click thru link
VALUE: \$9,063.50		synopsis and click thru link to #Madeasleightracker and embeddable trailer	Due Date: 11/15/2013
On Air	YES	inclusion Digital Media Dates: 12/2/2013 to 12/13/2013	
Digital	YES	Digital IMPs (est): 458,350	
Social	NO	#MadeaSleighTracker: Participating in #madeasleightracker	
Hairfinity	YES		
		On Website:	
		http://rewards.power1051fm.com/asp3/ContestDetail.aspx?AID=199	
		287	





Station		Promotion	Provide
NORFOLK		Name That Madea!	ROE Passes Needed: 25
WOWI-FM 102	.9	During the mid-day show on WOWI-FM, listeners are challenged to listen to	Madea Fans: 100
Urban Contemp	oorarv	different clips of advice from Madea and will have to guess which Madea	Mini Posters: 25
Ashley Maclin		movie the clip came from. Each winner will receive a pair of tickets to see "A	Ornaments: 10
, 757-217-3052		Madea Christmas" and one grand prize winner will receive dinner from a	DVD Packs: 5
ashleymaclin@cle	earchannel.com	Norfolk area restaurant.	3rd Party/Station Grand
1003 Norfolk Squ		12/9/2013 to 12/12/2013	Prize: Restaurant gift card
Norfolk, VA 2350)4		provided by station
Clear Channel		Mentions: Recorded and live mentions	p ,
		# Mentions: 25 5 x :30 10 x :10 10 x :05	
12+ Imps: 145,			DIGITAL NEEDS
AAW 25-49 Imp		DIGITAL ELEMENTS	Artwork and Copy Points
VALUE: \$1,675	.27	Web/Digital Elements: E-mail blast inclusion	Due Date: 12/2/2013
On Air		Social Media Elements: Facebook and Twitter posts	Webmaster: Jay Flanagan 757-466-0001
On Air	YES	Digital Media Dates: 12/9/2013 to 12/13/2013	johnflanagan@clearchannel.com
Digital	YES	#MadeaSleighTracker: No Sleigh Tracker	
Social	YES		
Hairfinity	NO		
NORFOLK		Here's Madea!	ROE Passes Needed: 25
WVKL-FM 95.7		Listen December 2nd - December 12th for the Madea cue to call. Be the	Madea Fans: 100
Urban AC		correct caller and win a Madea Christmas Prize Pack.	Mini Posters: 25
Jessica Efland /	Cole Johnson	12/2/2013 to 12/12/2013	Ornaments: 5
757-452-3612 / 7			DVD Packs: 10
jefland@entercor	-	Mentions: Live and recorded mentions with promotion details	\$50 Hairfinity Gift Cards: 5
dnjohnson@ente		# Mentions: 70 35 x :15 35 x :10	
236 Clearfield ave Virginia Beach, VA			
Entercom	1 23402	DIGITAL ELEMENTS	DIGITAL NEEDS
Lincreom		Web/Digital Elements: Flipper with link to inside page.	Art work
12+ Imps: 758,	543	#madeasleightracker will be included.	Due Date: 11/22/2013
AAW 25-49 Imp		Digital Media Dates: 12/2/2013 to 12/12/2013	Webmaster: Doug Arcos 757-452- 3652 darcos@entercom.com
VALUE: \$10,93		Digital IMPs (est): 37,543	
		#MadeaSleighTracker: Participating in #madeasleightracker	
On Air	YES		
Digital	YES	On Website: http://www.957rnb.com/pages/17916618.php	
Social	NO		
Hairfinity	YES		





Station		Promotion	Provide
ORLANDO		A Madea Christmas Giveaway	ROE Passes Needed: 25
WCFB-FM 94.5	5	WCFB will conduct a caller # 9 type contest, on-air with Monica May (AMD),	Madea Fans: 125
Urban AC		JoJo (MD) and Eric Hollywood Davis (PMD). WCFB will also create a two week	Mini Posters: 25
Marissa Friese		dedicated web contest on star94fm.com directing listeners through :10 sec	Ornaments: 10
321-438-7692		promotional announcements to register to win a Madea Christmas prize pack.	DVD Packs: 5
Marissa.Friese@		12/2/2013 to 12/11/2013	\$50 Hairfinity Gift Cards: 5
4192 North John Orlando, FL 328	e ,		
Cox Media Gro		Mentions: Live and pre-recorded mentions	
cox media cre	μ	# Mentions: 80 60 x :15 20 x :10	DIGITAL NEEDS
12+ Imps: 665	.022		Movie trailer on-line coding,
AAW 25-49 Im	•	DIGITAL ELEMENTS	j.peg image of the movie poster or logo and copy points.
VALUE: \$10,8	• •	Web/Digital Elements: Two week dedicated web contest on	Due Date: 11/22/2013
		www.star94fm.com, that will include movie trailer, copy points, link to	Webmaster: Marissa Friese 321-
On Air	YES	#madeasleightracker and movie poster/logo.	281-2091
Digital	YES	Digital Media Dates: 12/2/2013 to 12/11/2013	Marissa.Friese@CoxInc.com
Social	0	Digital IMPs (est): 1,022	
	NO	#MadeaSleighTracker: Participating in #madeasleightracker	
Hairfinity	YES		
		On Website:	
		http://star945.upickem.net/engine/Welcome.aspx?contestid=113320	
ORLANDO		A Madea Christmas Giveaway	ROE Passes Needed: 25
WPYO-FM 95.3	3	WPYO will create a one week dedicated web contest on power953.com	Madea Fans: 100
Rhythmic CHR		directing listeners through :15 sec promotional announcements to register to	Mini Posters: 25
Marissa Friese		win A Madea Christmas prize pack including tickets to see the movie.	Ornaments: 5
321-438-7692		12/2/2013 to 12/8/2013	DVD Packs: 10
Marissa.Friese@			
4192 North John Orlando, FL 328	e 1	Mentions: Recorded promos	
Cox Media Gro		# Mentions: 15 15 x :15	DIGITAL NEEDS
			Movie trailer on-line coding,
12+ Imps: 84,797		DIGITAL ELEMENTS	j.peg image of the movie poster or logo and copy points.
AAW 25-49 Im		Web/Digital Elements: One week dedicated web contest on	Due Date: 11/22/2013
VALUE: \$1,31	-	www.power953.com, that will include movie trailer, copy points, link to	Webmaster: Marissa Friese 321-
	-	#madeasleightracker and movie poster/logo.	281-2091
On Air	YES	Digital Media Dates: 12/2/2013 to 12/8/2013	Marissa.Friese@CoxInc.com
Digital	YES	Digital IMPs (est): 797	
Social	NO	#MadeaSleighTracker: Participating in #madeasleightracker	
Hairfinity	NO	On Website: http://www.power953.com/s/contests/113083/	





<u>Station</u>		Promotion	Provide
PHILADELPHIA	L	A Madea Christmas	ROE Passes Needed: 25
WDAS-FM 105	.3	WDAS-FM will give the A Madea Christmas passes and prize packs away on-	Madea Fans: 100
Urban AC		line. The station will also hold a contest on their Facebook and Twitter pages	Mini Posters: 25
Dana Shirdan		to win a Madea prize pack including a movie passes and a Hairfinity gift card.	Ornaments: 10
610-784-5551		12/9/2013 to 12/12/2013	DVD Packs: 5
DanaShirdan@cl			\$50 Hairfinity Gift Cards: 5
111 Presidential Bala Cynwyd, PA		Mentions: Pre-recorded mentions	
Clear Channel		# Mentions: 5 5 x :05	
cicui ciluinici			DIGITAL NEEDS
12+ Imps: 113	500	DIGITAL ELEMENTS	link to trailer and banner
AAW 25-49 Im		Web/Digital Elements: Banner, logo and link	Due Date: 11/26/2013
VALUE: \$910.	•	Social Media Elements: Facebook & Twitter posts with link to	
		#madeasleightracker	
On Air	YES	Digital Media Dates: 12/2/2013 to 12/13/2013	
Digital	YES	#MadeaSleighTracker: Participating in #madeasleightracker	
Social	YES		
Hairfinity	YES	On Website: http://www.wdasfm.com/contests/	
	-	On Twitter: https://twitter.com/wdasfm	
		On Facebook: https://www.facebook.com/wdasfm	
<u>PHILADELPHIA</u>	<u>L</u>	A Madea Christmas	ROE Passes Needed: 25
WUSL-FM 98.9)	WUSL-FM will give the A Madea Christmas passes and prize packs away on-	Madea Fans: 100
Urban Contem	porary	line. The station will also hold a contest on their Facebook and Twitter pages	Mini Posters: 25
Dana Shirdan		to win a Madea prize pack.	Ornaments: 10
610-784-5551	learchannel.com	12/9/2013 to 12/12/2013	DVD Packs: 5
111 Presidential			
Bala Cynwyd, PA		Mentions: Pre-recorded mentions	
Clear Channel		# Mentions: 5 5 x :05	DIGITAL NEEDS link to trailer and banner
			Due Date: 11/26/2013
12+ Imps: 68,0	000	DIGITAL ELEMENTS	
AAW 25-49 Im	ps: 15,500	Web/Digital Elements: Banner, logo and link	
VALUE: \$554.	52	Social Media Elements: Facebook & Twitter posts with link to	
		#madeasleightracker	
On Air	YES	Digital Media Dates: 12/2/2013 to 12/13/2013	
Digital	YES	#MadeaSleighTracker: Participating in #madeasleightracker	
Social	YES	On Wahrita: http://www.powor00.com/contacte/	
Hairfinity	NO	On Website: http://www.power99.com/contests/ On Twitter: https://twitter.com/Power99Philly	
		On Facebook: https://www.facebook.com/Power99Philly	





Station		Promotion	<u>Provide</u>
RALEIGH WBZJ-FM 96.9 Urban AC Jamie O'Brien 919-882-3746		Name That Madea! Monday Dec 9th through Friday Dec 13th listeners will be encouraged to call in to the station to correctly identify Madea quotes from movies. They will win tickets to see the movie in theaters along with a Madea prize pack. All correct winners will be entered into the grand prize drawing for a \$50	ROE Passes Needed: 15 Madea Fans: 100 Mini Posters: 25 Ornaments: 10 DVD Packs: 10
jobrien@curtisn 3012 Highwood Raleigh, NC 276 <i>Curtis Media</i>	ls Blvd, Suite 201	Hairfinity gift card! 12/9/2013 to 12/13/2013 Mentions: Live and Recorded Promos	\$50 Hairfinity Gift Cards: 5 DIGITAL NEEDS
12+ Imps: 11: AAW 25-49 In VALUE: \$2,73	nps: 37,000	 # Mentions: 40 30 x :15 10 x :10 DIGITAL ELEMENTS Web/Digital Elements: Website banner linking movie to website. 	Banner picture Due Date: 12/6/2013 Webmaster: Bryce Wilson 919-790- 9392 bwilson@curtismedia.com
On Air	YES	Social Media Elements: Tweets or Facebook posts the week of	
Digital Social	YES YES	contest Digital Media Dates: 12/9/2013 to 12/13/2013	
Hairfinity	YES	Digital IMPs (est): 5,000 #MadeaSleighTracker: No Sleigh Tracker	
		http://new969.com/common/page.php?pt=madea_christmas&id=45 1	
RALEIGH WNNL-FM 103.9 Inspirational Tracy J. Mosley 919-863-4808 tmosley@radio-one.com 8001 Creedmoor Road, Suite 101 Raleigh, NC 27613 Radio One		Name that Madea Stations will air a quick clip of some of Madea's words of wisdom on air and listeners are challenged to name which Madea film the quote came from. The person with the right answer wins passes to A Madea Christmas and Madea swag packs. 12/9/2013 to 12/13/2013 Mentions: Live mentions # Mentions: 22 11 x :60 11 x :15	ROE Passes Needed: 5 Madea Fans: 100 Mini Posters: 25 Ornaments: 5 DVD Packs: 10
12+ Imps: 107,800 AAW 25-49 Imps: 33,000 VALUE: \$990.00		#MadeaSleighTracker: No Sleigh Tracker	
On Air	YES		
Digital	NO		
Social	NO		
Hairfinity	NO		





	Promotion	<u>Provide</u>
/104.3 prary ne.com Road, Suite 101 3 200 s: 37,400 00	 Name that Madea Stations will air a quick clip of some of Madea's words of wisdom on air and listeners are challenged to name which Madea film the quote came from. The person with the right answer wins passes to A Madea Christmas and Madea swag packs. 12/9/2013 to 12/13/2013 Mentions: Live mentions # Mentions: 22 11 x :60 11 x :15 #MadeaSleighTracker: No Sleigh Tracker 	ROE Passes Needed: 5 Madea Fans: 100 Mini Posters: 25 Ornaments: 5 DVD Packs: 10
YES		
NO		
NO		
NO		
3 hannel.com aza Drive West, 10 <i>fedia +</i> 000 9 YES YES NO YES	Register online at kmjm.com to win 'A Madea Christmas' prize pack and tickets to see the movie. Recorded and live promos will drive listeners online to enter. Winners will be drawn at random and given away 12/9/13 - 12/13/13 on Mishelae's Show 9am - 2pm. 12/2/2013 to 12/11/2013 Mentions: Recorded and Live promotional mentions with promotion details # Mentions: 40 20 x :15 20 x :10 DIGITAL ELEMENTS Web/Digital Elements: Logo and link on station contest page. Can embed trailer of movie on contest page and include #madeasleightracker. Digital Media Dates: 12/2/2013 to 12/11/2013 #MadeaSleighTracker: Participating in #madeasleightracker On Website: http://www.kmjm.com/contests/a-madea- christmas/268457	ROE Passes Needed: 10 Madea Fans: 100 Mini Posters: 25 Ornaments: 10 DVD Packs: 5 \$50 Hairfinity Gift Cards: 5 DIGITAL NEEDS 300x250 logo, embedded link for trailer Due Date: 11/25/2013
	Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Accom Ac	/104.3 Name that Madea /104.3 Stations will air a quick clip of some of Madea's words of wisdom on air and listeners are challenged to name which Madea film the quote came from. The person with the right answer wins passes to A Madea Christmas and Madea swag packs. 12/9/2013 to 12/13/2013 12/9/2013 to 12/13/2013 Mentions: Live mentions # Mentions: 22 11 x :60 11 x :15 00 #MadeaSleighTracker: No Sleigh Tracker VES ////////////////////////////////////





Station		Promotion	<u>Provide</u>
ST LOUIS		Old School Flick of the Week	ROE Passes Needed: 5
WFUN-FM 95.	5	Every week Hot 104.1 gives away DVD's Blue-Rays or passes to the hottest	Madea Fans: 100
Urban AC		movies out. This week we will focus on tickets to A Madea Christmas.	Mini Posters: 25
James Perry		Listeners will be prompted to text "Contest Flicks" to 23088 and will be	Ornaments: 10
314-596-6795		registered to win passes and A Madea Christmas prize pack. Winners will be	DVD Packs: 5
jperry@radio-or		notified on December 9th.	Soundtracks: 5
9666 Olive, Suite		12/2/2013 to 12/8/2013	
St. Louis, MO 63	3132		
Radio One		Mentions: Live mentions with promotion details	
		# Mentions: 24 24 x :30	
12+ Imps: 175			
AAW 25-49 Im	•	#MadeaSleighTracker: No Sleigh Tracker	
VALUE: \$613.	64		
On Air	YES		
Digital	NO	-	
Social	NO	-	
Hairfinity	NO	-	
ST LOUIS	110	Hot 104.1 Flick of the Week	ROE Passes Needed: 10
WHHL-FM 104	.1	Every week Hot 104.1 gives away DVD's Blue-Rays or passes to the hottest	Madea Fans: 100
Urban Contem	porary	movies out. This week we will focus on tickets to "A Madea Christmas".	Mini Posters: 25
James Perry	por ary	Listeners will be prompted to text "Contest Flicks" to 23088 and will be	Ornaments: 10
314-596-6795		registered to win passes and A Madea Christmas prize pack. Winners will be	DVD Packs: 5
jperry@radio-or	ne.com	notified on December 9th.	
9666 Olive, Suite	e 610	12/2/2013 to 12/8/2013	
St. Louis, MO 63	3132	, ,	
Radio One		Mentions: Live mentions with promotion details	
		# Mentions: 24 24 x :30	
12+ Imps: 218			
AAW 25-49 Imps: 48,000		#MadeaSleighTracker: No Sleigh Tracker	
VALUE: \$1,411.97			
On Air	YES		
Digital	NO		
Social	NO		
Hairfinity	NO		





Station		Promotion	<u>Provide</u>
TAMPA WBTP-FM 95.7 Urban Contem Erin Barber		Madea Claus Madea Claus will settle onto her home in the South at 957TheBeat.com! Madea Claus' sack will be loaded up with ROE passes for "A Madea Christmas", as well as Madea Ornaments, DVD Packs and Madea Swag to get	ROE Passes Needed: 15 Madea Fans: 100 Mini Posters: 25 Ornaments: 10
813-832-1477 ERINBARBER@cl 4002 Gandy Blvd Tampa, FL 3361 <i>Clear Channel</i>	1	you geared up for Christmas! Make Madea a part of your family tradition! 12/2/2013 to 12/10/2013 Mentions: Live mentions # Mentions: 21, 21, 21, 21, 21, 21, 21, 21, 21, 21,	DVD Packs: 5 \$50 Hairfinity Gift Cards: 5
Clear Channel Media + Entertainment 12+ Imps: 167,100 AAW 25-49 Imps: 41,100 VALUE: \$2,227.50		 # Mentions: 21 21 x :15 DIGITAL ELEMENTS Web/Digital Elements: Custom contest page with movie trailer, register to win contest, link to #madeasleightracker, etc. Will also include in station e-blast. 	DIGITAL NEEDS Approved artwork (digital images), movie trailer Due Date: 11/22/2013 Webmaster: Marc Cerniglio 813- 832-1928 marccerniglio@clearchannel.com
On Air	YES	Social Media Elements: Min. of 2 tweets/Facebook posts with	
Digital	YES	#madeasleightracker Digital Media Dates: 12/2/2013 to 12/10/2013	
Social	YES	Digital IMPs (est): 7,500	
Hairfinity	YES	#MadeaSleighTracker: Participating in #madeasleightracker	
		On Website: http://www.957thebeat.com/contests/madea-claus- has-come-to-town/268656 On Facebook: https://www.facebook.com/957thebeat	
<u>TAMPA</u>		Name That Madea!	ROE Passes Needed: 10
WLLD-FM 94.1 Rhythmic CHR JJ Paone 727-563-8807 JJ.Paone@cbsradio.com 9721 Executive Center Drive N. Ste.		Scantman in middays from 10a-3p and Alli That Girl in afternoon drive from 3p-7p will read a quote from a Madea movie. Listeners will call in and guess which movie the quote came from to win a pair of passes to see A Madea Christmas. 12/2/2013 to 12/6/2013	Madea Fans: 100
200 St. Petersburg, FL 33702 <i>CBS Radio</i>		Mentions: Live and recorded mentions with promotion details # Mentions: 10 10 x :10	
12+ Imps: 74,000 AAW 25-49 Imps: 6,000 VALUE: \$487.50		#MadeaSleighTracker: No Sleigh Tracker	
On Air	YES		
	NO		
Diaital			
Digital Social	NO		





<u>Station</u>		Promotion	<u>Provide</u>
WASHINGTON	DC	Name That Madea	ROE Passes Needed: 20
WHUR-FM 96.3		During our 3p-7p time period with Frank Ski, he will call out for listeners to	Madea Fans: 125
Urban AC		call in after we play one of the Madea movie clips that will be provide by	Mini Posters: 25
Ron Gilmore		Lionsgate. One winner per day M-F ,3p-7p, Winner will receive Pair of Passes,	Ornaments: 10
202-806-3541		Prize Package and \$50 Gift Card. The other pairs of passes will be given away	DVD Packs: 5
rgilmore@whur.		during our weekend time periods with the same call out to listeners.	\$50 Hairfinity Gift Cards: 5
529 Bryant St NV		12/7/2013 to 12/12/2013	
Washington, DC			
Howard Unive	rsity	Mentions: Live and pre-recorded mentions	DIGITAL NEEDS
12. 1		# Mentions: 57 5 x :60 20 x :30 12 x :15 20 x :10	Copy Points & Jpeg
12+ Imps: 1,10			Due Date: 12/1/2013
AAW 25-49 Im		DIGITAL ELEMENTS	Webmaster: Fransis Young 202- 806-3736 fyoung@whur.com
VALUE: \$15,24	41.30	Web/Digital Elements: Banner under Contest Page with link to	
On Ali		#madeasleightracker	
On Air	YES	Social Media Elements: Facebook & Twitter Postings with link to	
Digital	YES	#madeasleightracker	
Social	YES	Digital Media Dates: 12/7/2013 to 12/12/2013	
Hairfinity	YES	#MadeaSleighTracker: Participating in #madeasleightracker	
		On Website: http://www.whur.com/category/contests/	
		On Twitter: @whur963	
		On Facebook: https://www.facebook.com/963WHUR	
WASHINGTON	DC	A Madea Christmas Tree	ROE Passes Needed: 15
WKYS-FM 93.9		Listeners who stop by the WKYS Toy Drive on 12/9 and drop off a new toy will	Madea Fans: 100
Urban Contem	porary	receive a pair of passes to see "A Madea Christmas". Listeners will be	Mini Posters: 25
Kedeesha Cam		encouraged to drop off a new toy at this event. Passes will also be given out	Ornaments: 5
301-429-2633		at a McDonald's appearance on 12/5 and a Cricket appearance on 12/7.	DVD Packs: 10
kcampbell@radi	o-one.com	Mentions will run 12/10 - 12/13 promoting the movie.	
8515 Georgia Av	e, Suite 900, 9th		
Floor	20040	12/5/2013 to 12/13/2013	
Silver Spring, MD			
Radio One Inc.		Mentions: Recorded spots	
12 1 100 - 200	500	# Mentions: 15 15 x :30	
12+ Imps: 208	•		
AAW 25-49 Im		#MadeaSleighTracker: No Sleigh Tracker	
VALUE: \$2,046	0.88		
On Air	YES		
Digital	NO		
Social	NO		
Hairfinity	NO		





Station		Promotion	<u>Provide</u>
WASHINGTON DC		Tyler Perry's A Madea Christmas	ROE Passes Needed: 15
WMMJ-FM 102.3		The week of December 9th, Majic 102.3 will give away passes to see the movie	Madea Fans: 100
Urban AC		and Madea Christmas prize packs to the 10th caller during middays and	Mini Posters: 25
Kedeesha Campbell		afternoon drive.	Ornaments: 10
301-429-2633			DVD Packs: 5
kcampbell@radio-one.com 8515 Georgia Ave, Suite 900, 9th		12/9/2013 to 12/12/2013	Soundtracks: 5
Floor			
Silver Spring, MD 20910		Mentions: Live and recorded mentions	
Radio One Inc.		# Mentions: 30 30 x :10	
12+ Imps: 558,000		#MadeaSleighTracker: No Sleigh Tracker	
AAW 25-49 Imps: 90,000			
VALUE: \$4,268.18			
On Air	YES		
Digital	NO		
Social	NO		
Hairfinity	NO		
TOTALS			ROE Passes Needed: 825
<u>18 Markets</u>		# Mentions: 1453	Madea Fans: 5000
48 Stations Participating		102 x :60 238 x :30 662 x :15 406 x :10 45 x :05	Mini Posters: 1050
			Ornaments: 350
12+ Imps: 33,475,962		DIGITAL ELEMENTS	DVD Packs: 300
AAW 25-49 Imps: 14,180,362 VALUE: \$326,755.41		Web/Digital Elements: 29 Digital Promotions	Soundtracks: 25
		Social Media Elements: 16 Social Promotions	\$50 Hairfinity Gift Cards: 90
On Air	48	Digital IMPs (est): 18,063,343	3rd Party/Station Grand Prize: 5
Digital	29	#MadeaSleighTracker: 24	
Social	16	אויומעכמשוכובוווומנגבו. 24	
Hairfinity	18	On Website: 27	
		On Twitter: 12	
		On Facebook: 9	
		On Instagram: 1	