



*Lionsgate*  
**AGE OF ADALINE**  
**Radio Promotion Values**

MARKET	STATION	Gross	Total # of Mentions	Broadcast Impressions	Estimated Digital		Total Impressions	Station Value	MS Value	ROI
					Impressions	Impressions				
Atlanta	WSB -FM	\$7,640.00	0	0	0	0	0			0.0%
Atlanta	WSTR-FM	\$2,700.00	10	27,000	68,500	95,500	\$7,500.00	\$2,035.00		75.4%
Atlanta	WWVQ-FM	\$7,425.00	0	0	56,400	56,400	\$5,000.00	\$564.00		7.6%
Boston	WBMX-FM	\$7,725.00	10	77,250	6,268	83,518	\$2,500.00	\$3,033.83		39.3%
Boston	WMJX-FM	\$9,200.00	45	414,000	50,000	464,000	\$20,250.00	\$18,500.00		201.1%
Chicago	WKSC-FM	\$6,680.00	15	402,000	16,440	418,440	\$14,000.00	\$6,426.90		96.2%
Chicago	WLIT-FM	\$4,410.00	15	526,500	10,638	537,138	\$14,000.00	\$3,781.38		85.7%
Chicago	WSHE-FM	\$0.00	0	0	3,500	3,500	\$3,000.00	\$35.00		0.3%
Chicago	WTMX-FM	\$12,900.00	8	260,800	8,000	268,800	\$9,000.00	\$4,380.00		34.0%
Cleveland	WDOK-FM	\$0.00	0	0	40,000	40,000	\$6,000.00	\$400.00		18.2%
Cleveland	WQAL-FM	\$2,750.00	20	55,000	60,000	115,000	\$3,000.00	\$2,637.04		95.9%
Dallas	KHKS-FM	\$8,000.00	10	331,000	415,440	746,440	\$12,500.00	\$9,154.40		114.4%
Dallas	KLTY-FM	\$5,650.00	20	440,000	5,000	445,000	\$5,000.00	\$5,430.95		96.1%
Dallas	KVIL-FM	\$2,655.00	15	190,500	108,000	298,500	\$14,500.00	\$3,071.25		115.7%
Denver-Boulder	KALC-FM	\$2,970.00	10	29,700	773,214	802,914	\$6,000.00	\$9,382.14		315.9%
Denver-Boulder	KIMN-FM	\$2,800.00	36	100,800	24,000	124,800	\$14,500.00	\$5,280.00		188.6%
Fresno	KMGV-FM	\$0.00	30	114,000	6,668	120,668	\$3,000.00	\$1,133.32		65.5%
Fresno	KSKS-FM	\$0.00	30	141,000	6,668	147,668	\$3,000.00	\$1,385.95		99.0%
Fresno	KWYE-FM	\$1,265.00	30	156,000	6,668	162,668	\$3,000.00	\$1,526.30		120.7%
Houston	KKBQ-FM	\$6,600.00	18	442,800	18,170	460,970	\$2,500.00	\$5,131.70		77.8%
Houston	KODA-FM	\$9,450.00	15	532,500	100,000	632,500	\$5,000.00	\$7,750.00		82.0%
Indianapolis	WZPL-FM	\$3,890.00	2	7,780	0	7,780	\$500.00	\$370.48		9.5%
Los Angeles	KBIG-FM	\$15,250.00	10	445,000	0	445,000	\$18,500.00	\$8,026.32		52.6%
Los Angeles	KBIG-FM	\$0.00	10	445,000	0	445,000	\$18,500.00	\$8,026.32		52.6%
Los Angeles	KIIS-FM	\$17,875.00	2	92,000	28,800	120,800	\$10,500.00	\$2,075.50		11.6%
Los Angeles	KOST-FM	\$14,250.00	10	553,000	0	553,000	\$17,500.00	\$6,477.27		45.5%
Los Angeles	KOST-FM	\$0.00	10	553,000	0	553,000	\$17,500.00	\$6,477.27		45.5%
Miami-Ft. Lauderdale-Hollywood	WHYI-FM	\$4,950.00	12	59,400	15,000	74,400	\$5,500.00	\$3,450.00		69.7%
Miami-Ft. Lauderdale-Hollywood	WLYF-FM	\$4,800.00	21	100,800	68,000	168,800	\$11,500.00	\$5,720.00		119.2%
Minneapolis	KDWB-FM	\$7,530.00	30	660,000	1,140,000	1,800,000	\$14,000.00	\$24,688.24		327.9%
Minneapolis	KSTP-FM	\$4,500.00	20	308,000	338,000	646,000	\$5,000.00	\$9,380.00		208.4%
New York	WCBS-FM	\$12,300.00	20	246,000	60,000	306,000	\$21,000.00	\$7,835.29		63.7%
New York	WHTZ-FM	\$24,850.00	15	372,750	490,434	863,184	\$20,000.00	\$14,713.55		59.2%
New York	WLTW-FM	\$19,600.00	15	294,000	173,149	467,149	\$18,000.00	\$8,264.82		42.2%
Philadelphia	WBEB-FM	\$6,450.00	20	129,000	300,000	429,000	\$15,000.00	\$9,142.86		141.7%
Philadelphia	WIOQ-FM	\$4,930.00	15	73,950	3,200	77,150	\$6,750.00	\$3,924.11		79.6%
Phoenix	KMLE-FM	\$4,640.00	15	163,500	250,000	413,500	\$17,500.00	\$6,366.67		137.2%
Phoenix	KMVA-FM	\$3,815.00	50	495,000	10,000	505,000	\$26,000.00	\$5,710.29		149.7%
Sacramento	KNCI-FM	\$0.00	0	0	361,000	361,000	\$3,500.00	\$3,610.00		102.4%
Sacramento	KYMX-FM	\$0.00	15	96,000	109,000	205,000	\$7,800.00	\$2,393.54		73.7%
Sacramento	KZZO-FM	\$3,525.00	38	224,200	5,000	229,200	\$9,700.00	\$3,094.32		87.8%
Salt Lake City-Ogden-Provo	KZHT-FM	\$3,030.00	40	121,200	0	121,200	\$20,000.00	\$6,378.95		210.5%
San Diego	KHTS-FM	\$4,610.00	30	330,000	20,000	350,000	\$13,100.00	\$4,968.97		107.8%
San Francisco	KIOI-FM	\$9,555.00	15	268,500	1,000	269,500	\$26,000.00	\$5,318.33		55.7%
San Francisco	KLLC-FM	\$7,400.00	25	427,500	4,000	431,500	\$13,000.00	\$6,891.85		93.1%
San Francisco	KMVQ-FM	\$8,075.00	15	279,000	0	279,000	\$22,000.00	\$4,486.11		55.6%
San Francisco	KYLD-FM	\$0.00	10	157,000	500	157,500	\$22,750.00	\$3,108.94		28.5%
Seattle	KKWF-FM	\$5,525.00	21	268,800	0	268,800	\$5,750.00	\$5,044.57		91.3%
Seattle	KRWM-FM	\$2,840.00	30	480,000	10,000	490,000	\$14,000.00	\$4,157.14		146.4%
Washington, DC	WASH-FM	\$7,600.00	15	114,000	10,000	124,000	\$15,000.00	\$5,056.52		66.5%
Washington, DC	WASH-FM	\$0.00	15	114,000	10,000	124,000	\$15,000.00	\$5,056.52		66.5%
Washington, DC	WIHT-FM	\$9,050.00	15	135,750	10,000	145,750	\$15,000.00	\$6,002.17		66.3%
Washington, DC	WIHT-FM	\$0.00	15	135,750	10,000	145,750	\$15,000.00	\$6,002.17		66.3%
West Palm Beach-Boca Raton	WRMF-FM	\$4,310.00	30	129,300	25,000	154,300	\$7,500.00	\$5,871.74		136.2%
<b>22 Markets</b>	<b>54</b>	<b>\$315,970.00</b>	<b>943</b>	<b>12,520,030</b>	<b>5,235,657</b>	<b>17,755,687</b>	<b>\$621,600.00</b>	<b>\$299,129.99</b>		
<b>ROI:</b>								<b>197%</b>	<b>95%</b>	