Lionsgate

INSURGENT

Radio Promotion Values

MARKET	STATION	Gross	Total # of Mentions	Broadcast Impressions	Estimated Digital Impressions	Total Impressions	Station Value	MS Value
Atlanta	WVEE-FM	$5,550.00	45	1,156,500	465,587	1,622,087	$19,750.00	$19,347.05
Atlanta	WWWQ-FM	$5,380.00	15	207,000	56,400	263,400	$5,000.00	$3,667.85
Boston	WJMN-FM	$3,130.00	20	210,000	1,500	211,500	$3,500.00	$2,519.00
Boston	WXKS-FM	$12,425.00	20	402,000	1,500	403,500	$5,500.00	$11,848.33
Chicago	WBBM-FM	$7,675.00	60	1,440,000	100,000	1,540,000	$20,000.00	$17,446.43
Chicago	WGCI-FM	$7,230.00	10	223,000	500	223,500	$13,000.00	$2,587.14
Chicago	WKSC-FM	$9,810.00	10	271,000	500	271,500	$14,000.00	$3,508.57
Dallas	KDGE-FM		20	242,000	214,652	456,652	$20,000.00	$3,968.89
Dallas	KDMX-FM		20	364,000	214,652	578,652	$20,000.00	$5,969.74
Dallas	KEGL-FM		20	320,000	214,652	534,652	$20,000.00	$5,248.12
Dallas	KHKS-FM	$8,275.00	20	662,000	214,652	876,652	$20,000.00	$10,857.05
Dallas	KKDA-FM	$8,125.00	75	1,275,000	300,000	1,575,000	$29,000.00	$20,922.79
Dallas	KLNO-FM	$6,300.00	25	347,500	150,000	497,500	$12,500.00	$9,000.00
Dallas	KZPS-FM		20	346,000	214,652	560,652	$20,000.00	$5,674.53
Denver-Boulder	KQKS-FM	$4,500.00	25	225,000	240,702	465,702	$8,750.00	$5,922.65
Detroit	WJLB-FM	$3,330.00	10	134,000	5,000	139,000	$6,000.00	$1,563.64
Detroit	WKQI-FM	$3,305.00	10	146,000	5,000	151,000	$6,000.00	$1,994.12
Houston	KBXX-FM	$3,850.00	14	326,200	3,619	329,819	$5,050.00	$4,527.86
Houston	KLOL-FM	$1,835.00	58	846,800	90,000	936,800	$75,000.00	$7,160.59
Houston	KODA-FM	$3,425.00	25	900,000	100,000	1,000,000	$7,500.00	$13,232.14
Los Angeles	KAMP-FM	$15,440.00	52	1,846,000	500,000	2,346,000	$75,000.00	$26,128.42
Los Angeles	KIIS-FM	$17,225.00	2	92,600		92,600	$10,500.00	$1,435.42
Los Angeles	KLVE-FM	$10,300.00	18	619,200		619,200	$6,000.00	$7,725.00
Los Angeles	KPWR-FM	$16,350.00	50	1,865,000	800,000	2,665,000	$28,500.00	$38,277.78
Los Angeles	KROQ-FM	$14,395.00	22	543,400	250,000	793,400	$75,000.00	$18,334.50
Miami-Ft. Lauderdale-Hollywood	WAMR-FM	$4,700.00	20	384,000	268,000	652,000	$3,450.00	$7,627.37
Miami-Ft. Lauderdale-Hollywood	WCMQ-FM		20	228,000	7,260	235,260	$4,300.00	$2,752.17
Miami-Ft. Lauderdale-Hollywood	WHYI-FM	$6,750.00	15	238,500	10,000	248,500	$6,000.00	$3,994.23
Miami-Ft. Lauderdale-Hollywood	WPOW-FM	$4,630.00	20	260,000	5,000	265,000	$9,000.00	$5,837.50
Minneapolis	KDWB-FM	$6,000.00	45	999,000	2,026,208	3,025,208	$14,000.00	$35,262.08
Minneapolis	KSTP-FM	$3,550.00	40	636,000	338,000	974,000	$5,000.00	$13,522.86
New York	WHTZ-FM	$25,175.00	31	1,974,700	100,000	2,074,700	$15,500.00	$20,510.63
New York	WKTU-FM	$8,925.00	31	1,401,200	100,000	1,501,200	$15,500.00	$10,881.25
New York	WLTW-FM	$15,850.00	33	2,673,000	100,000	2,773,000	$15,500.00	$15,944.29
New York	WXNY-FM	$11,000.00	15	520,500	400,000	920,500	$6,750.00	$8,125.00
Orlando	WMGF-FM		30	219,000	1,000,000	1,219,000	$18,500.00	$16,276.36
Orlando	WXXL-FM	$6,320.00	30	207,000	1,000,000	1,207,000	$27,500.00	$16,116.13
Philadelphia	WIOQ-FM	$4,280.00	15	232,500	71,000	303,500	$9,500.00	$3,628.18
Philadelphia	WRFF-FM	$2,500.00	15	237,000	49,000	286,000	$6,500.00	$2,695.88
Phoenix	KMXP-FM	$5,710.00	20	260,000	151,000	411,000	$6,000.00	$6,268.33
Phoenix	KQMR-FM	$770.00	26	54,600	90,000	144,600	$10,000.00	$1,590.34
Phoenix	KZZP-FM	$3,675.00	20	212,000	407,000	619,000	$6,000.00	$8,970.00
Sacramento	KDND-FM	$4,845.00	40	316,000	31,500	347,500	$7,500.00	$6,566.61
Sacramento	KUDL-FM		40	180,000	6,000	186,000	$5,000.00	$3,514.79
Salt Lake City-Ogden-Provo	KZHT-FM	$3,450.00	40	300,000		300,000	$20,000.00	$4,451.61
San Diego	KHTS-FM	$5,115.00	66	699,600	10,000	709,600	$31,300.00	$10,990.00
San Diego	KMYI-FM		45	409,500	7,500	417,000	$18,350.00	$6,458.33
San Francisco	KBRG-FM	$4,600.00	15	234,000		234,000	$3,000.00	$3,000.00
San Francisco	KIOI-FM		10	184,000	300	184,300	$26,000.00	$2,709.01
San Francisco	KMEL-FM	$10,450.00	15	288,000	52,200	340,200	$26,000.00	$5,000.57
San Francisco	KMVQ-FM	$10,250.00	40	732,000	45,000	777,000	$40,000.00	$14,116.67
San Francisco	KYLD-FM		10	154,000	300	154,300	$26,000.00	$2,268.04
Seattle	KBKS-FM	$2,205.00	40	440,000	4,000	444,000	$13,500.00	$5,552.50
Seattle	KQMV-FM	$6,145.00	35	581,000	95,000	676,000	$18,500.00	$9,911.46
Washington, DC	WASH-FM	$2,820.00	15	321,000	10,000	331,000	$10,000.00	$3,353.85
Washington, DC	WASH-FM		15	321,000	10,000	331,000	$10,000.00	$3,353.85
Washington, DC	WHUR-FM	$3,500.00	5	109,000		109,000	$1,000.00	$700.00
Washington, DC	WIHT-FM		15	295,500	10,000	305,500	$10,000.00	$1,635.87
Washington, DC	WIHT-FM	$7,525.00	15	295,500	10,000	305,500	$10,000.00	$5,007.61
20 Markets	**57**	**$338,595.00**	**1553**	**31,607,300**	**10,557,836**	**42,165,136**	**$980,700.00**	**$517,460.94**
						ROI:	**290%**	**153%**