

**JOHN WICK  
PRE OPEN RADIO PROMOTION  
VALUE SUMMARY**

MARKET	STATION	Total Mentions	Estimated Digital Impressions	Broadcast Impressions	Total Impressions	Station Value	Mindshare Value
ATLANTA GA	WRDA-FM	45	15,000	454,500	469,500	\$ 10,000.00	\$ 6,965.63
ATLANTA GA	WVEE-FM	20	-	450,000	450,000	\$ 5,000.00	\$ 5,320.00
BOSTON MA	WAAF-FM	21	2,000	197,400	199,400	\$ 10,000.00	\$ 2,767.50
BOSTON MA	WJMN-FM	20	1,500	218,000	219,500	\$ 3,500.00	\$ 2,799.62
CHICAGO IL	WBBM-FM	0	12,303	-	12,303	\$ 7,500.00	\$ 123.03
CHICAGO IL	WKQX-FM	12	-	283,200	283,200	\$ 2,750.00	\$ 3,383.33
CHICAGO IL	WOJO-FM	15	-	385,500	385,500	\$ 6,000.00	\$ 4,286.84
DALLAS TX	KBFB-FM	20	-	298,000	298,000	\$ 5,000.00	\$ 3,880.00
DALLAS TX	KEGL-FM	6	349,049	81,000	430,049	\$ 6,500.00	\$ 5,025.78
DALLAS TX	KLNO-FM	15	-	211,500	211,500	\$ 3,000.00	\$ 4,000.00
DENVER CO	KQKS-FM	20	-	240,000	240,000	\$ 9,000.00	\$ 11,500.00
DENVER CO	KTCL-FM	10	10,000	101,000	111,000	\$ 7,000.00	\$ 4,500.00
HOUSTON TX	KBXX-FM	20	-	504,000	504,000	\$ 7,000.00	\$ 6,750.00
HOUSTON TX	KLTN-FM	15	6,000	343,500	349,500	\$ 7,000.00	\$ 5,366.25
HOUSTON TX	KTBZ-FM	15	100,000	337,500	437,500	\$ 7,000.00	\$ 6,179.69
LAS VEGAS NV	KOMP-FM	200	3,500	480,000	483,500	\$ 20,000.00	\$ 8,118.33
LAS VEGAS NV	KPLV-FM	10	2,000	32,000	34,000	\$ 4,000.00	\$ 1,250.00
LAS VEGAS NV	KWNR-FM	10	2,000	27,000	29,000	\$ 4,000.00	\$ 1,250.00
LAS VEGAS NV	KSNE-FM	0	-	-	-	\$ -	\$ -
LOS ANGELES CA	KPWR-FM	35	10,000	1,414,000	1,424,000	\$ 10,000.00	\$ 21,100.00
LOS ANGELES CA	KROQ-FM	4	-	101,200	101,200	\$ 15,000.00	\$ 2,312.00
LOS ANGELES CA	KSCA-FM	12	-	326,400	326,400	\$ 6,500.00	\$ 5,775.00
MIAMI FL	WMGE-FM	15	-	171,000	171,000	\$ 6,000.00	\$ 2,419.57
MIAMI FL	WPOW-FM	12	-	146,400	146,400	\$ 2,100.00	\$ 2,397.14
NEW YORK CITY NY	WWPR-FM	28	100,000	1,024,800	1,124,800	\$ 12,500.00	\$ 21,888.00
NEW YORK CITY NY	WHTZ-FM	28	100,000	1,733,200	1,833,200	\$ 12,500.00	\$ 21,888.00
NEW YORK CITY NY	WQHT-FM	6	100,000	230,400	330,400	\$ 5,250.00	\$ 3,550.00
NEW YORK CITY NY	WSKQ-FM	10	6,000	596,000	602,000	\$ 5,000.00	\$ 5,444.62
PHILADELPHIA PA	WMMR-FM	30	-	603,000	603,000	\$ 13,000.00	\$ 11,321.43
PHILADELPHIA PA	WUSL-FM	15	-	274,500	274,500	\$ 4,750.00	\$ 2,735.29
PHOENIX AZ	KDKB-FM	20	30,175	144,000	174,175	\$ 7,000.00	\$ 1,876.75
PHOENIX AZ	KMXP-FM	15	87,000	198,000	285,000	\$ 5,500.00	\$ 6,745.00
PHOENIX AZ	KNAI-FM	40	50,000	264,000	314,000	\$ 2,650.00	\$ 4,093.75
PHOENIX AZ	KUPD-FM	24	-	273,600	273,600	\$ 6,000.00	\$ 4,773.91
SAN ANTONIO TX	KBBT-FM	10	3,000	106,000	109,000	\$ 3,000.00	\$ 1,814.09
SAN ANTONIO TX	KROM-FM	10	-	71,000	71,000	\$ 3,500.00	\$ 1,157.89
SAN DIEGO CA	KIOZ-FM	15	1,000	120,000	121,000	\$ 5,500.00	\$ 1,852.39
SAN DIEGO CA	KLNV-FM	10	-	50,000	50,000	\$ 2,500.00	\$ 947.62
SAN DIEGO CA	XTRA-FM	20	-	120,000	120,000	\$ 3,750.00	\$ 1,883.33
SAN FRANCISCO/OAKLAND CA	KIOI-FM	15	1,548	262,500	264,048	\$ 26,000.00	\$ 3,778.64
SAN FRANCISCO/OAKLAND CA	KMEL-FM	15	511	315,000	315,511	\$ 26,000.00	\$ 4,520.90
SAN FRANCISCO/OAKLAND CA	KRZZ-FM	30	10,000	246,000	256,000	\$ 10,000.00	\$ 3,985.00
SAN FRANCISCO/OAKLAND CA	KYLD-FM	15	648	241,500	242,148	\$ 26,000.00	\$ 4,506.48
WASHINGTON DC	WIHT-FM	15	15,000	324,000	339,000	\$ 20,000.00	\$ 5,325.00
WASHINGTON DC	WWDC-FM	15	15,000	189,000	204,000	\$ 20,000.00	\$ 3,484.62
<b>TOTALS</b>	<b>45</b>	<b>938</b>	<b>1,033,234</b>	<b>14,189,600</b>	<b>15,222,834</b>	<b>\$ 384,250.00</b>	<b>\$ 235,042.42</b>

	Station Value	MS Value
<b>Gross Spend</b>	<b>ROI</b>	<b>ROI</b>
<b>\$ 228,325.00</b>	<b>1.68</b>	<b>1.03</b>