



# LIONSGATE

## JOHN WICK – PRE OPEN RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>Atlanta</b> <b>WRDA-FM 105.7</b> Modern Rock</p> <p>Monica Robinson 404-962-7055 MonicaRobinson@clearchannel.com 1819 Peachtree Rd NE Suite 700 Atlanta, GA 30309 <b>iHeartMedia</b></p> <table border="1" data-bbox="99 898 402 999"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>YES</td> </tr> <tr> <td><b>Social</b></td> <td>YES</td> </tr> </table> <p><b>Station Value:</b> \$10,000.00 <b>MS Value:</b> \$6,965.63 <b>Impressions:</b> 469,500</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	YES	<p><b>Screening or ROE: BOTH</b> <b>JOHN WICK MOVIE GIVEAWAY John Wick Movie Screening Giveaway</b> Screening Promotion: Tickets will be given out in an On Line Contest and at station remotes. On Line Giveaway will be powered by 20x prerecorded :15 promotional announcements. Listeners will be able to register to win online at <a href="http://www.radio1057.com">www.radio1057.com</a> Keyword WIN. ROE Promotion: Ticket and T-Shirts will be given away on air the week of 10/20. Promotion will be supported by a minimum of 10x Live Mentions and 15x prerecorded promotional announcements. 10/20/14 to 10/24/14</p> <p>Recorded and Live promotional announcements <b>Mentions:</b> 45 35 x :15 10 x :10</p> <p><b>DIGITAL PROMOTION</b> Register to win on Contest Page</p> <p><b>SOCIAL PROMOTION</b> 1X Facebook or Twitter post <b>Digital/Social Dates:</b> 10/20/14 to 10/24/14 <b>Digital Impressions:</b> 15,000</p>	<p><b>Screening Passes:</b> 50 <b>ROE Passes:</b> 15 <b>T-Shirts:</b> 15</p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	YES							
<p><b>Atlanta</b> <b>WVEE-FM 103.3</b> Urban Contemporary</p> <p>Olivia Seymore 404-849-8251 olivia.seymore@cbsradio.com 1201 Peachtree Street Atlanta, GA 30361 <b>CBS Radio</b></p> <table border="1" data-bbox="99 1541 402 1642"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>NO</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$5,000.00 <b>MS Value:</b> \$5,320.00 <b>Impressions:</b> 450,000</p>	<b>On Air</b>	YES	<b>Digital</b>	NO	<b>Social</b>	NO	<p><b>Screening or ROE: ROE</b> <b>On Site Pass Giveaways</b> Give away ROE passes on site at various events/remotes. Will run promos to promote the movie. Will do 2 live call-ins from on-site giveaways. 10/20/14 to 10/24/14</p> <p>Promos to promote the movie and direct listeners where to get the passes <b>Mentions:</b> 20 18 x :10 2 x :05</p>	<p><b>ROE Passes:</b> 30 <b>T-Shirts:</b> 30</p>
<b>On Air</b>	YES							
<b>Digital</b>	NO							
<b>Social</b>	NO							



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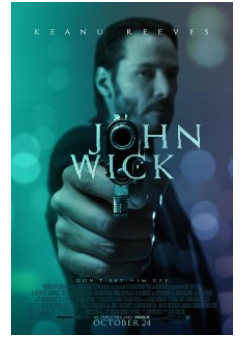


Station	Promotion	Provide						
<p><b>Boston</b> <b>WAAF-FM 107.3</b> Rock</p> <p>P. Heenehan 617-779-5352 pheenehan@entercom.com 20 Guest Street 3rd Floor Brighton, MA 02135 <b>Entercom</b></p> <table border="1" data-bbox="99 835 402 936"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>YES</td> </tr> <tr> <td><b>Social</b></td> <td>YES</td> </tr> </table> <p><b>Station Value:</b> \$10,000.00 <b>MS Value:</b> \$2,767.50 <b>Impressions:</b> 199,400</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	YES	<p><b>Screening or ROE: SCREENING</b> <b>AAF Army Giveaway</b> An online contest with on-air, online and social media promotion 10/15/14 to 10/24/14</p> <p>Mentions to direct listeners to website to win Screening Tickets <b>Mentions:</b> 21 21 x :30</p> <p><b>DIGITAL PROMOTION</b> Sweepstakes contest</p> <p><b>SOCIAL PROMOTION</b> Posts linking to online giveaway on website <b>Digital/Social Dates:</b> 10/15/14 to 10/24/14 <b>Digital Impressions:</b> 2,000</p>	<p><b>Screening Passes:</b> 50</p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	YES							
<p><b>Boston</b> <b>WJMN-FM 94.5</b> Rhythmic-CHR</p> <p>Rob Johanson 781-393-7721 RobertJohanson@iHeartMedia.com 10 Cabot Rd Suite 302 Medford, MA 02155 <b>iHeartMedia</b></p> <table border="1" data-bbox="99 1451 402 1551"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>YES</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$3,500.00 <b>MS Value:</b> \$2,799.62 <b>Impressions:</b> 219,500</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE: ROE</b> <b>ROE Giveaways</b> WJMN Jam'n 94.5 can hold a week-long contest to give away John Wick Prize packs, including ROE passes and t-shirts! Listeners will be solicited via on-air promos to head to Jamn945.com to enter for the chance to win. John Wick will have it's own custom contesting page on the site with image, copy and links. 10/18/14 to 10/24/14</p> <p>Mentions to direct listeners to website to win ROE Tickets <b>Mentions:</b> 20 10 x :15 10 x :10</p> <p><b>DIGITAL PROMOTION</b> Custom page on station website featuring desired images/video, copy and links</p> <p><b>Digital/Social Dates:</b> 10/18/14 to 10/24/14 <b>Digital Impressions:</b> 1,500</p>	<p><b>ROE Passes:</b> 30 <b>T-Shirts:</b> 30</p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							



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Station	Promotion	Provide						
<p><b>Chicago</b> <b>WBBM-FM 96.3</b> Rhythmic-CHR</p> <p>Devin DeToro 312-729-3841 devin.detoro@cbsradio.com 180 N. Stetson Suite 963 Chicago, IL 60601 <b>CBS Radio</b></p> <table border="1" data-bbox="99 835 402 936"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>YES</td> </tr> <tr> <td><b>Social</b></td> <td>YES</td> </tr> </table> <p><b>Station Value:</b> \$7,500.00 <b>MS Value:</b> \$123.03 <b>Impressions:</b> 12,303</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	YES	<p><b>Screening or ROE: ROE</b> <b>Online Register to Win Contest</b> B96 will provide a week long online register to win contest on B96.com. Listeners will be able to register for their chance to win a pair of John Wick ROE movie passes along with a John Wick T-Shirt! 10/20/14 to 10/26/14</p> <p><b>Mentions: 0</b></p> <p><b>DIGITAL PROMOTION</b> Online Register to Win Contest</p> <p><b>SOCIAL PROMOTION</b> 1x Facebook/Twitter update <b>Digital/Social Dates:</b> 10/20/14 to 10/26/14 <b>Digital Impressions:</b> 12,303</p>	<p><b>ROE Passes: 15</b> <b>T-Shirts: 15</b></p> <p><b>COMMENTS: Inventory is out - no on air mentions available.</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	YES							
<p><b>Chicago</b> <b>WKQX-FM 101.1</b> Modern Rock</p> <p>Brandon Kane 312-245-8152 brandon.kane@cumulus.com 230 Merchandise Mart Plaza Chicago, IL 60654 <b>Cumulus</b></p> <table border="1" data-bbox="99 1419 402 1520"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>NO</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$2,750.00 <b>MS Value:</b> \$3,383.33 <b>Impressions:</b> 283,200</p>	<b>On Air</b>	YES	<b>Digital</b>	NO	<b>Social</b>	NO	<p><b>Screening or ROE: ROE</b> <b>Text to win</b> Listeners are prompted to text in to win John Wick ROE passes and T-Shirts 10/20/14 to 10/24/14</p> <p>Text to win promos <b>Mentions: 12</b> 12 x :15</p>	<p><b>ROE Passes: 24</b> <b>T-Shirts: 24</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	NO							
<b>Social</b>	NO							



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Station	Promotion	Provide						
<p><b>Chicago</b> <b>WOJO-FM 105.1</b> Regional Mexican</p> <p>Eduardo Gutierrez 312-981-1871 edgutierrez@univisionradio.com</p> <p>625 N. Michigan Ave. Suite 300 Chicago, IL 60611</p> <p><b>Univision Radio</b></p> <table border="1" data-bbox="99 867 402 968"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>NO</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$6,000.00 <b>MS Value:</b> \$4,286.84 <b>Impressions:</b> 385,500</p>	<b>On Air</b>	YES	<b>Digital</b>	NO	<b>Social</b>	NO	<p><b>Screening or ROE: ROE</b> <b>John Wick On Site Pass Giveaway</b> (15) ROE Family Prize Packs (30 total passes) will be given away at on-site station executions and promoted via live on-air mentions. Each prize pack will receive min. of (1) LIVE mention for a total of (15) :10 LIVE mentions. 10/18/14 to 10/23/14</p> <p>Live :10 on-air mentions <b>Mentions: 15</b> 15 x :10</p>	<p><b>ROE Passes: 30</b> <b>T-Shirts: 30</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	NO							
<b>Social</b>	NO							
<p><b>Dallas-Ft. Worth</b> <b>KBFB-FM 97.9</b> Rhythmic-CHR</p> <p>Aaron Payne, Cyndi Brown 972-331-5428, 972-331-5439 aapayne@radio-one.com; cbrown@radio-one.com 13331 Preston Road Dallas, TX 75240</p> <p><b>Radio One</b></p> <table border="1" data-bbox="99 1482 402 1583"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>NO</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$5,000.00 <b>MS Value:</b> \$3,880.00 <b>Impressions:</b> 298,000</p>	<b>On Air</b>	YES	<b>Digital</b>	NO	<b>Social</b>	NO	<p><b>Screening or ROE: SCREENING</b> <b>JOHN WICK</b> Screening promotion incorporating :30 sec promo spots and live call-ins during nightly "In the Streets" segment. Onsite visibility during screening. 10/15/14 to 10/22/14</p> <p>Promo mentions encouraging listeners to tune in to find out how to get screening passes <b>Mentions: 20</b> 10 x :30 10 x :15</p>	<p><b>Screening Passes: 50</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	NO							
<b>Social</b>	NO							



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<p><b>Dallas-Ft. Worth</b> <b>KEGL-FM 97.1</b> Rock</p> <p>Krista Gern 214-866-8074 KristaGern@IHeartMedia.com 14001 300 N Dallas Pkwy, Suite 300 Dallas, TX 75240 <b>iHeartMedia</b></p> <table border="1" data-bbox="99 867 402 968"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>YES</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$6,500.00 <b>MS Value:</b> \$5,025.78 <b>Impressions:</b> 430,049</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE: ROE</b> <b>On air and Website Giveaways</b> KEGL will give away 10x pair of ROE passes online &amp; 15x pair at remotes. 6x :15 Promos directing listeners to the contest page. Giveaways listed on contest webpage. 10/17/14 to 10/24/14</p> <p>:15 promotional spots to support the web contest <b>Mentions: 6</b> 6 x :15</p> <p><b>DIGITAL PROMOTION</b> Custom Web contest on KEGL.com where listeners will register to win passes to see JOHN WICK in theaters.</p> <p><b>Digital Impressions:</b> 349,049</p>	<p><b>ROE Passes: 25</b> <b>T-Shirts: 25</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							
<p><b>Dallas-Ft. Worth</b> <b>KLNO-FM 94.1</b> Regional Mexican</p> <p>Karem Hocking 214-525-0436 khocking@Univisionradio.com 2323 Bryan Stree Suite 1900 Dallas , TX 75201 <b>Univision Radio</b></p> <table border="1" data-bbox="99 1451 402 1551"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>NO</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$3,000.00 <b>MS Value:</b> \$4,000.00 <b>Impressions:</b> 211,500</p>	<b>On Air</b>	YES	<b>Digital</b>	NO	<b>Social</b>	NO	<p><b>Screening or ROE: ROE</b> <b>Remote Giveaways</b> KLNO will give tickets to the Movie at our retail activations throughout the week 10/20/14 to 10/24/14</p> <p>Mentions driving listeners to on site activations <b>Mentions: 15</b> 15 x :15</p>	<p><b>ROE Passes: 20</b> <b>T-Shirts: 20</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	NO							
<b>Social</b>	NO							



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<p><b>Denver</b> <b>KQKS-FM 107.5</b> CHR</p> <p>Megan Bowers 303-370-1455 megan.bowers@lincolnfinancialmedia.com 7800 East Orchard Road Suite 400 Greenwood Village, CO 80111 <b>Lincoln Financial</b></p> <table border="1" data-bbox="99 898 402 999"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>NO</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$9,000.00 <b>MS Value:</b> \$11,500.00 <b>Impressions:</b> 240,000</p>	<b>On Air</b>	YES	<b>Digital</b>	NO	<b>Social</b>	NO	<p><b>Screening or ROE: ROE</b> <b>Trick Or Treat Trail and Haunted House events</b> Trick or Treat Trail at Elitch Gardens 10/18 with live broadcast from 10am-5pm- Lionsgate will be included in promos and passes will be given to adults at the event. Screamworks Remote broadcast on 10/24 7pm-12m with Mercedes and Scared.com 10/18/14 to 10/24/14</p> <p><b>Mentions: 20</b> 20 x :10</p>	<p><b>ROE Passes: 20</b> <b>T-Shirts: 20</b></p> <p><b>COMMENTS: No digital elements possible.</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	NO							
<b>Social</b>	NO							
<p><b>Denver-Boulder</b> <b>KTCL-FM 93.3</b> Modern Rock</p> <p>Eddie Iwata 303-713-8570 edieiwata@clearchannel.com 4695 S Monaco St Denver, CO 80237-3525 <b>iHeartMedia</b></p> <table border="1" data-bbox="99 1482 402 1583"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>YES</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$7,000.00 <b>MS Value:</b> \$4,500.00 <b>Impressions:</b> 111,000</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE: Screening</b> <b>Event promotion - ticket giveaway</b> First 30 people to go to the Channel 93.3 table at Demo Derby on Wednesday (10/15) will receive a movie pass and t-shirt to the pre-screening of John Wick. 10/14/14 to 10/15/14</p> <p>10 mentions <b>Mentions: 10</b> 10 x :15</p> <p><b>DIGITAL PROMOTION</b> Contest Page</p> <p><b>Digital/Social Dates:</b> 10/20/14 to 10/22/14 <b>Digital Impressions:</b> 10,000</p>	<p><b>Screening Passes: 20</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							



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<p><b>HOUSTON</b> <b>KBXX-FM 97.9</b> Rhythmic-CHR</p> <p>Asia McDonald 713-300-5865 amcdonald@radio-one.com 24 Greenway Plaza, Suite 900 Houston, TX 77046 <b>Radio One</b></p> <table border="1" data-bbox="99 835 402 936"> <tr> <td><i>On Air</i></td> <td>YES</td> </tr> <tr> <td><i>Digital</i></td> <td>NO</td> </tr> <tr> <td><i>Social</i></td> <td>NO</td> </tr> </table> <p>Station Value: \$7,000.00 MS Value: \$6,750.00 Impressions: 504,000</p>	<i>On Air</i>	YES	<i>Digital</i>	NO	<i>Social</i>	NO	<p><b>Screening or ROE: ROE</b> <b>John Wick Movie Pass Giveaway</b> Listeners will be encouraged to call in as Caller #9 (or other show related contesting) for a chance to win passes to see John Wick. 10/27/14 to 10/31/14</p> <p>10 Live Teasers and 10 Giveaways <b>Mentions: 20</b> 20 x :15</p>	<p><b>ROE Passes: 20</b> <b>T-Shirts: 20</b></p>
<i>On Air</i>	YES							
<i>Digital</i>	NO							
<i>Social</i>	NO							
<p><b>Houston-Galveston</b> <b>KLTN-FM 102.9</b> Regional Mexican</p> <p>Heriverto Lopez 713-965-2513 HerivertoLopez@univisionradio.com 5100 Southwest Freeway Houston, TX 77056 <b>Univision Radio</b></p> <table border="1" data-bbox="99 1451 402 1551"> <tr> <td><i>On Air</i></td> <td>YES</td> </tr> <tr> <td><i>Digital</i></td> <td>NO</td> </tr> <tr> <td><i>Social</i></td> <td>YES</td> </tr> </table> <p>Station Value: \$7,000.00 MS Value: \$5,366.25 Impressions: 349,500</p>	<i>On Air</i>	YES	<i>Digital</i>	NO	<i>Social</i>	YES	<p><b>Screening or ROE: ROE</b> <b>John Wick Tickets at Raul Street Hits</b> We will giveaway ROE Passes for John Wick at Daily Raul Brindis Street Hits (9A-11A) 10/20/14 to 10/22/14</p> <p>Mentions will include the movie title. 5 Produced Mentions per street hit. <b>Mentions: 15</b> 15 x :15</p> <p><b>SOCIAL PROMOTION</b> One station Facebook Post per Street Hit (3 total) <b>Digital Impressions: 6,000</b></p>	<p><b>ROE Passes: 15</b> <b>T-Shirts: 15</b></p>
<i>On Air</i>	YES							
<i>Digital</i>	NO							
<i>Social</i>	YES							



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Station	Promotion	Provide						
<p><b>Houston-Galveston</b> <b>KTBZ-FM 94.5</b> Modern Rock</p> <p>Raylynn Perez 713-212-8194 RaylynnPerez@iheartmedia.com 2000 W. Loop South, #300 Houston, TX 77027 <b>iHeartMedia</b></p> <table border="1" data-bbox="99 867 402 968"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>NO</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$7,000.00 <b>MS Value:</b> \$6,179.69 <b>Impressions:</b> 437,500</p>	<b>On Air</b>	YES	<b>Digital</b>	NO	<b>Social</b>	NO	<p><b>Screening or ROE: ROE</b> <b>Film Fanatics Online John Wick Pass Giveaway</b> Register to win ROE passes to see John Wick, and also score a cool promotional shirt from the film. Head over to the Houston Film Fanatics page on thebuzz.com for your chance to get signed up now. 10/20/14 to 10/26/14</p> <p>:15 mentions driving traffic to website for giveaway <b>Mentions:</b> 15 15 x :15</p> <p><b>Digital Impressions:</b> 100,000</p>	<p><b>ROE Passes:</b> 30 <b>T-Shirts:</b> 30</p>
<b>On Air</b>	YES							
<b>Digital</b>	NO							
<b>Social</b>	NO							
<p><b>Las Vegas</b> <b>KOMP-FM 92.3</b> Rock</p> <p>Durwin Piper 702-315-3009 durwinp@komp.com 8755 West Flamingo Las Vegas, NV 89147 <b>Lotus Broadcasting</b></p> <table border="1" data-bbox="99 1451 402 1551"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>YES</td> </tr> <tr> <td><b>Social</b></td> <td>YES</td> </tr> </table> <p><b>Station Value:</b> \$20,000.00 <b>MS Value:</b> \$8,118.33 <b>Impressions:</b> 483,500</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	YES	<p><b>Screening or ROE: SCREENING</b> <b>John Wick Screening Giveaways</b> KOMP-FM will give out John Wick movie tickets on air in all dayparts including weekends. Tickets will be at all remote and Register To Win On Line up until the screening date. 10/15/14 to 10/21/14</p> <p>Mentions Driving listeners to enter on air, on line or at events <b>Mentions:</b> 200 50 x :15 100 x :10 50 x :05</p> <p><b>DIGITAL PROMOTION</b> On line entry for listeners to win passes to see John Wick</p> <p><b>SOCIAL PROMOTION</b> Facebook Posts <b>Digital/Social Dates:</b> 10/15/14 to 10/21/14 <b>Digital Impressions:</b> 3,500</p>	<p><b>Screening Passes:</b> 50</p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	YES							





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## JOHN WICK – PRE OPEN RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>Las Vegas</b> <b>KPLV-FM 93.1</b> CHR</p> <p>Jen Stetter 702-238-7400 jenstetter@iheartmedia.com 2880-B Meade Ave, Ste 250 Las Vegas, NV 89102 <b>iHeartMedia</b></p> <table border="1" data-bbox="99 835 402 936"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>YES</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$4,000.00 <b>MS Value:</b> \$1,250.00 <b>Impressions:</b> 34,000</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE: ROE</b> <b>Online Contest</b> 7 pair of ROE passes and 14 t-shirts, given away on www.my931.com 10/20/14-10/24/14. Live on-air mentions will encourage listeners to register-to-win online. 10/20/14 to 10/24/14</p> <p>Live On-Air Mentions 10/20/14 - 10/24/14 <b>Mentions:</b> 10 10 x :15</p> <p><b>DIGITAL PROMOTION</b> Online Contest - 7 pair of ROE passes and 14 t-shirts, given away on www.my931.com 10/20/14-10/24/14. Live on-air mentions will encourage listeners to register-to-win online.</p> <p><b>Digital/Social Dates:</b> 10/20/14 to 10/24/14 <b>Digital Impressions:</b> 2,000</p>	<p><b>ROE Passes:</b> 14 <b>T-Shirts:</b> 14</p> <p><b>COMMENTS:</b> Submitted in place of KSNE (on the buy but not available to do a promotion)</p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							
<p><b>Las Vegas</b> <b>KWNR-FM 95.5</b> Country</p> <p>Jen Stetter 702-238-7400 jenstetter@iheartmedia.com 2880-B Meade Ave, Ste 250 Las Vegas, NV 89102 <b>iHeartMedia</b></p> <table border="1" data-bbox="99 1444 402 1545"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>YES</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$4,000.00 <b>MS Value:</b> \$1,250.00 <b>Impressions:</b> 29,000</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE: ROE</b> <b>Online Contest</b> 8 pair of ROE passes and 16 t-shirts, given away on www.955thebull.com 10/20/14-10/24/14. Live mentions will encourage listeners to register-to-win online. 10/20/14 to 10/24/14</p> <p>Live On-Air Mentions 10/20/14 - 10/24/14 <b>Mentions:</b> 10 10 x :15</p> <p><b>DIGITAL PROMOTION</b> Online Contest - 8 pair of ROE passes and 16 t-shirts, given away on www.955thebull.com 10/20/14-10/24/14. Live mentions will encourage listeners to register-to-win online.</p> <p><b>Digital/Social Dates:</b> 10/20/14 to 10/24/14 <b>Digital Impressions:</b> 2,000</p>	<p><b>ROE Passes:</b> 16 <b>T-Shirts:</b> 16</p> <p><b>COMMENTS:</b> Submitted in place of KSNE (on the buy but not available to do a promotion)</p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							



# LIONSGATE

## JOHN WICK – PRE OPEN RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>Las Vegas</b>  <b>KSNE-FM 106.5</b>            Adult Contemporary</p> <table border="1" data-bbox="99 642 402 743"> <tr> <td><i>On Air</i></td> <td>NO</td> </tr> <tr> <td><i>Digital</i></td> <td>NO</td> </tr> <tr> <td><i>Social</i></td> <td>NO</td> </tr> </table> <p>Station Value:            MS Value: \$0.00            Impressions: - 0</p>	<i>On Air</i>	NO	<i>Digital</i>	NO	<i>Social</i>	NO	<p>Screening or ROE:</p>	<p><b>COMMENTS:</b> KSNE has no promotional inventory. We will use two other stations in the IHeartMedia Group, KPLV-FM (CHR) and the KWNR-FM (Country) to provide us with an ROE Promotion using 30 passes and shirts between the two stations.</p>
<i>On Air</i>	NO							
<i>Digital</i>	NO							
<i>Social</i>	NO							
<p><b>Los Angeles</b>  <b>KPWR-FM 105.9</b>            Rhythmic-CHR</p> <p>Fernando Lujan            818-238-6684            Flujan@power106.com            2600 W. Olive Ave, Suite 800            Burbank, CA 91505  <b>Emmis Communications</b></p> <table border="1" data-bbox="99 1226 402 1327"> <tr> <td><i>On Air</i></td> <td>YES</td> </tr> <tr> <td><i>Digital</i></td> <td>NO</td> </tr> <tr> <td><i>Social</i></td> <td>YES</td> </tr> </table> <p>Station Value: \$10,000.00            MS Value: \$21,100.00            Impressions: 1,424,000</p>	<i>On Air</i>	YES	<i>Digital</i>	NO	<i>Social</i>	YES	<p><b>Screening or ROE: RED CARPET SCREENING</b>  <b>John Wick Movie Ticket Giveaway to the Red Carpet Screening</b>            Fernando spoke to Emily about details. There will be on air giveaways with interviews from actors in the movie as well as social media to support this. 10/15/14 to 10/21/14</p> <p>30 to 40 mentions directling listeners on how to win Red Carpet Screening tickets  <b>Mentions:</b> 35            35 x :15</p> <p><b>SOCIAL PROMOTION</b>            1-2 Twitter and FB posts to support the ticket giveaways  <b>Digital/Social Dates:</b> 10/15/14 to 10/21/14  <b>Digital Impressions:</b> 10,000</p>	<p><b>Screening Passes:</b> 25</p> <p><b>COMMENTS:</b> SCREENING PASSES ARE FOR RED CARPET SCREENING</p>
<i>On Air</i>	YES							
<i>Digital</i>	NO							
<i>Social</i>	YES							



# LIONSGATE

## JOHN WICK – PRE OPEN RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>Los Angeles</b> <b>KROQ-FM 106.7</b> Modern Rock</p> <p>Stacy Ezra 323.930.4461 stacy.ezra@cbs.com 5670 Wilshire Blvd, Suite 200 Los Angeles, CA 90036 <b>CBS Radio</b></p> <table border="1" data-bbox="99 835 402 934"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>NO</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$15,000.00 <b>MS Value:</b> \$2,312.00 <b>Impressions:</b> 101,200</p>	<b>On Air</b>	YES	<b>Digital</b>	NO	<b>Social</b>	NO	<p><b>Screening or ROE: Screening</b> <b>On-Air Promotion - Kevin &amp; Bean Morning Show</b> Ralph Garman will do live giveaways for screening passes to John Wick on Monday 10/22 and Tuesday 10/21 including 2 Showbiz Beat giveaways per day. KROQ will send a crew to check in our winners at the screening and can play music/entertain the guest in the theater before the screening starts. 10/20/14 to 10/22/14</p> <p>4 – live mentions (2 each day) in conjunction with the on air giveaways. Slated to be :10 each but could run longer if they discuss the film more.</p> <p><b>Mentions: 4</b> 4 x :10</p>	<p><b>Screening Passes: 20</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	NO							
<b>Social</b>	NO							
<p><b>Los Angeles</b> <b>KSCA-FM 101.9</b> Regional Mexican</p> <p>Cynthia Flores 310-846-2849 cyflores@univisionradio.com 5999 Center Dr. Los Angeles, CA 90045 <b>Univision Radio</b></p> <table border="1" data-bbox="99 1417 402 1516"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>NO</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$6,500.00 <b>MS Value:</b> \$5,775.00 <b>Impressions:</b> 326,400</p>	<b>On Air</b>	YES	<b>Digital</b>	NO	<b>Social</b>	NO	<p><b>Screening or ROE: ROE</b> <b>On Air and Street Team John Wick Pass giveaways</b> We will execute 4x On-Air Giveaways, 2x Morning Show giveaways on the streets with Live Mentions and remainder of tickets will be given away on the streets. The station will also run the trailer for the film at the KSCA Private Concert on October 29th at Avalon. 10/20/14 to 10/24/14</p> <p>Live On-Air Mentions <b>Mentions: 12</b> 4 x :60 2 x :30 6 x :10</p>	<p><b>ROE Passes: 30</b> <b>T-Shirts: 30</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	NO							
<b>Social</b>	NO							



# LIONSGATE

## JOHN WICK – PRE OPEN RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>Miami-Ft. Lauderdale- Hollywood</b> <b>WMGE-FM 94.9</b> Spanish CHR</p> <p>Kevin Cerenzia 954-862-3110 kevincerenzia@iheartmedia.com 7601 Riviera Blvd Miramar, FL 33023 <b>iHeartMedia</b></p> <table border="1" data-bbox="99 898 402 999"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>YES</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p>Station Value: \$6,000.00 MS Value: \$2,419.57 Impressions: 171,000</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE: ROE</b> <b>John Wick</b> The station will promote the ROE's with 15 :15 promotional announcements promoting the film and that it is now in theaters. Promo will direct listeners to log on to mega949.com for their chance to win movie tickets to see John Wick 10/20/14 to 10/24/14</p> <p>On Air promos directing listeners to go to the website to win tickets. <b>Mentions: 15</b> 15 x :15</p> <p><b>DIGITAL PROMOTION</b> Log on to mega949.com for their chance to win movie tickets to see John Wick</p> <p><b>Digital/Social Dates: 10/20/14 to 10/24/14</b></p>	<p><b>ROE Passes: 20</b> <b>T-Shirts: 20</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							
<p><b>Miami-Ft. Lauderdale- Hollywood</b> <b>WPOW-FM 96.5</b> Rhythmic-CHR</p> <p>Lisa Blum 305-654-1723 lisab@wkis.com 194 NW 187st Miami, FL 33133 <b>Beasley</b></p> <table border="1" data-bbox="99 1514 402 1614"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>NO</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p>Station Value: \$2,100.00 MS Value: \$2,397.14 Impressions: 146,400</p>	<b>On Air</b>	YES	<b>Digital</b>	NO	<b>Social</b>	NO	<p><b>Screening or ROE: ROE</b> <b>Afrika Afternoon Giveaway</b> Each day Power 96 Afternoon host Afrika will giveaway ROE passes to see JOCK WICK. 10/21/14 to 10/24/14</p> <p>Giveaway Mentions <b>Mentions: 12</b> 12 x :10</p>	<p><b>ROE Passes: 10</b> <b>T-Shirts: 10</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	NO							
<b>Social</b>	NO							



# LIONSGATE

## JOHN WICK – PRE OPEN RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>New York</b> <b>WWPR-FM 105.1</b> Urban Contemporary</p> <p>David Zaentz 212-549-0823 DavidZaentz@iHeartMedia.com 32 Avenue of the Americas New York, NY 10013 <b>iHeartMedia</b></p> <table border="1" data-bbox="99 867 402 968"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>YES</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$12,500.00 <b>MS Value:</b> \$21,888.00 <b>Impressions:</b> 1,124,800</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE: ROE</b> <b>John Wick ROE Pass giveaway</b> Station will giveaway ROE passes via 2x online contests that run 10/20-10/24 on BOTH power1051fm.com and z100.com. We will support the contest with 14x 10s per stations. 10/20/14 to 10/24/14</p> <p>10 second pre recorded promos <b>Mentions:</b> 28 28 x :10</p> <p><b>DIGITAL PROMOTION</b> We will giveaway ROE passes via 2x online contests that run 10/20-10/24 on BOTH power1051fm.com and z100.com. We will support the contest with 14x 10s per stations.</p> <p><b>Digital/Social Dates:</b> 10/20/14 to 10/24/14 <b>Digital Impressions:</b> 100,000</p>	<p><b>ROE Passes:</b> 15 <b>T-Shirts:</b> 15</p> <p><b>COMMENTS:</b> Not on the buy but is on the DJ Influencer campaign and will run in conjunction with WHTZ.</p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							
<p><b>New York</b> <b>WHTZ-FM 100.3</b> CHR</p> <p>David Zaentz 212-549-0823 DavidZaentz@iHeartMedia.com 32 Avenue of the Americas New York, NY 10013 <b>iHeartMedia</b></p> <table border="1" data-bbox="99 1482 402 1583"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>YES</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$12,500.00 <b>MS Value:</b> \$21,888.00 <b>Impressions:</b> 1,833,200</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE: ROE</b> <b>John Wick ROE Pass giveaway</b> Station will giveaway ROE passes via 2x online contests that run 10/20-10/24 on BOTH power1051fm.com and z100.com. We will support the contest with 14x 10s per stations. 10/20/14 to 10/24/14</p> <p>10 second pre recorded promos <b>Mentions:</b> 28 28 x :10</p> <p><b>DIGITAL PROMOTION</b> We will giveaway ROE passes via 2x online contests that run 10/20-10/24 on BOTH power1051fm.com and z100.com. We will support the contest with 14x 10s per stations.</p> <p><b>Digital/Social Dates:</b> 10/20/14 to 10/24/14 <b>Digital Impressions:</b> 100,000</p>	<p><b>ROE Passes:</b> 15 <b>T-Shirts:</b> 15</p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							



# LIONSGATE

## JOHN WICK – PRE OPEN RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>New York</b> <b>WQHT-FM 97.1</b> Rhythmic-CHR</p> <p>Deb Calman 212-367-1665 DCalman@emmisny.com 395 Hudson Street 7th Floor New York, NY 10014 <b>Emmis Communications</b></p> <table border="1" data-bbox="99 835 402 936"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>YES</td> </tr> <tr> <td><b>Social</b></td> <td>YES</td> </tr> </table> <p><b>Station Value:</b> \$5,250.00 <b>MS Value:</b> \$3,550.00 <b>Impressions:</b> 330,400</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	YES	<p><b>Screening or ROE: Screening</b> <b>Screening pass giveaway</b> Station will support the giveaway of screening passes with 6 Here's What's Happening on air announcements, an online contest and 2 social media posts 10/19/14 to 10/22/14</p> <p>6 Here's What's Happening announcements <b>Mentions:</b> 6 6 x :15</p> <p><b>DIGITAL PROMOTION</b> Screening passes will be given away on a designated station contest page</p> <p><b>SOCIAL PROMOTION</b> 2 social media posts by the station to drive traffic to the contest <b>Digital/Social Dates:</b> 10/19/14 to 10/22/14 <b>Digital Impressions:</b> 100,000</p>	<p><b>Screening Passes:</b> 50</p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	YES							
<p><b>New York</b> <b>WSKQ-FM 97.9</b> Tropical</p> <p>Christian Cepeda 201-306-8427 ccepada@sbsnewyork.com 26 West 56th Street, 1st floor New York, NY 10019 <b>Spanish Broadcasting System</b></p> <table border="1" data-bbox="99 1419 402 1520"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>NO</td> </tr> <tr> <td><b>Social</b></td> <td>YES</td> </tr> </table> <p><b>Station Value:</b> \$5,000.00 <b>MS Value:</b> \$5,444.62 <b>Impressions:</b> 602,000</p>	<b>On Air</b>	YES	<b>Digital</b>	NO	<b>Social</b>	YES	<p><b>Screening or ROE: ROE</b> <b>John Wick On Site and Remote Pass Giveaway</b> Giveaway of screening tickets and movie T Shirts at Station Van Remote appearances as well as Nightclub Live broadcast (on site) 10/20/14 to 10/24/14</p> <p><b>Mentions:</b> 10 10 x :10</p> <p><b>SOCIAL PROMOTION</b> Station will post 2 times on Station Facebook, Instagram and Twitter. <b>Digital/Social Dates:</b> 10/20/14 to 10/24/14 <b>Digital Impressions:</b> 6,000</p>	
<b>On Air</b>	YES							
<b>Digital</b>	NO							
<b>Social</b>	YES							



# LIONSGATE

## JOHN WICK – PRE OPEN RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>Philadelphia</b> <b>WMMR-FM 93.3</b> Rock</p> <p>Courtney Smith 610-668-0448 csmith@greatermediaphiladel phia.com One Bala Plaza Suite 400 Bala Cynwyd, PA 19004 <b>Greater Media</b></p> <table border="1" data-bbox="99 867 402 968"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>NO</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$13,000.00 <b>MS Value:</b> \$11,321.43 <b>Impressions:</b> 603,000</p>	<b>On Air</b>	YES	<b>Digital</b>	NO	<b>Social</b>	NO	<p><b>Screening or ROE: BOTH</b> <b>Screening and ROE Pass Giveaway</b> Screening mentions (Live Preston and Steve Mentions) will run the week of 10/13 and the ROE mentions (Army Mentions) will run the week of 10/20. 15 passes at Army events. TH 10/23 Night of Terror/Mullica Hill 7pm-9pm. TH 10/23 Miller Lite/Make the Call/Marisa/Masters 8pm-10pm, SAT 10/25 Walmart/Eagles/Hatfield 11am-1pm 10/15/14 to 10/24/14</p> <p>Preston and Steve live mentions will run the week of 10/13. WMMR will promote John Wick through recorded event mentions, inviting listeners to register to win screening passes at station appearances. (Week of 10/20). 30X (15x Army Mentions and 15x live Preston and Steve mentions) <b>Mentions:</b> 30 30 x :15</p>	<p><b>Screening Passes:</b> 50 <b>ROE Passes:</b> 15 <b>T-Shirts:</b> 15</p>
<b>On Air</b>	YES							
<b>Digital</b>	NO							
<b>Social</b>	NO							
<p><b>Philadelphia</b> <b>WUSL-FM 98.9</b> Urban Contemporary</p> <p>Lena Brown 610-784-5235 DorlenaBrown@IHeartMedia.c om 111 Presidential Blvd Suite 100 Bala Cynwyd, PA 19004 <b>iHeartMedia</b></p> <table border="1" data-bbox="99 1482 402 1583"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>NO</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$4,750.00 <b>MS Value:</b> \$2,735.29 <b>Impressions:</b> 274,500</p>	<b>On Air</b>	YES	<b>Digital</b>	NO	<b>Social</b>	NO	<p><b>Screening or ROE: ROE</b> <b>Distribute Passes at Events</b> Power 99- WUSL will giveaway ROE passes and t-shirts as incentive for attending Power supported events, remotes, concerts, etc. 10/20/14 to 10/24/14</p> <p>15x :10 mentions to create awareness about when passes will be given away. <b>Mentions:</b> 15 15 x :10</p>	<p><b>ROE Passes:</b> 25 <b>T-Shirts:</b> 25</p>
<b>On Air</b>	YES							
<b>Digital</b>	NO							
<b>Social</b>	NO							



# LIONSGATE

## JOHN WICK – PRE OPEN RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>Phoenix</b> <b>KDKB-FM 93.3</b> Rock</p> <p>Jaime Seidensticker 480-897-9300 jseidensticker@hubbardradio.com 1167 West Javelina Avenue Mesa, AZ 85210 <b>Hubbard Radio Broadcasting</b></p> <table border="1" data-bbox="99 867 402 968"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>YES</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$7,000.00 <b>MS Value:</b> \$1,876.75 <b>Impressions:</b> 174,175</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE: SCREENING</b> <b>John Wick Screening</b> Station will run on air promotional announcements directing listeners to the website to register 10/13/14 to 10/19/14</p> <p>On-Air promo sending people to the website to register for passes to the screening <b>Mentions:</b> 20 20 x :15</p> <p><b>DIGITAL PROMOTION</b> Contest Page</p> <p><b>Digital/Social Dates:</b> 10/13/14 to 10/19/14 <b>Digital Impressions:</b> 30,175</p>	<p><b>Screening Passes:</b> 50</p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							
<p><b>Phoenix</b> <b>KMXP-FM 96.9</b> Hot AC</p> <p>Heather Hammonds 602-374-6003 heatherhammonds@iheartmedia.com 4686 E Van Buren, Suite 300 Phoenix, AZ 85008 <b>iHeartMedia</b></p> <table border="1" data-bbox="99 1482 402 1583"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>YES</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$5,500.00 <b>MS Value:</b> \$6,745.00 <b>Impressions:</b> 285,000</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE: ROE</b> <b>Online Giveaway</b> During the week of 10/20 listeners will be encouraged through recorded promos to log onto the station website for a chance to win a pair of ROE passes to see John Wick and a t-shirt. 10/20/14 to 10/24/14</p> <p>15X :15 to run M-F 6a-mid <b>Mentions:</b> 15 15 x :15</p> <p><b>DIGITAL PROMOTION</b> Custom online contest page that will include copy points, logos, graphics, links</p> <p><b>Digital/Social Dates:</b> 10/20/14 to 10/24/14 <b>Digital Impressions:</b> 87,000</p>	<p><b>ROE Passes:</b> 15 <b>T-Shirts:</b> 15</p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							





# LIONSGATE

## JOHN WICK – PRE OPEN RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>Phoenix</b> <b>KNAI-FM 88.3</b> Regional Mexican</p> <p>Stephanie Arvizu 602-269-3121 stephanie.arvizu@chavezfoundation.org 1440 E. Washington St. Suite 300 Phoenix, AZ 85034 <b>Cesar Chavez Foundation</b></p> <table border="1" data-bbox="99 898 402 999"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>NO</td> </tr> <tr> <td><b>Social</b></td> <td>YES</td> </tr> </table> <p><b>Station Value:</b> \$2,650.00 <b>MS Value:</b> \$4,093.75 <b>Impressions:</b> 314,000</p>	<b>On Air</b>	YES	<b>Digital</b>	NO	<b>Social</b>	YES	<p><b>Screening or ROE: ROE</b> <b>Giveaway On Air and at Remotes</b></p> <p>This promotion will focus on social media and remotes. Beginning the week of 10/20 La Campesina 88.3 will post John Wick movie trailer on our facebook page and invite our over 180,000 followers to share the trailer and use the hashtag #campesinajohnwick in order to be entered to win a pass for two and a T Shirt. 30 winners will be chosen at random from the trailers forwarded. In addition 50 pre-opening screening passes will be given out at remotes throughout the week of 10/20 (can be executed sooner depending on when passes are in house). 10/20/14 to 10/24/14</p> <p>Mentions telling listeners how to enter and win. Includes 15 live call ins from remotes. <b>Mentions:</b> 40 15 x :60 25 x :15</p> <p><b>SOCIAL PROMOTION</b> La Campesina will post the John Wick Trailer to our facebook page inviting our over 180,000 followers to share the trailer and use the hashtag #campesinajohnwick <b>Digital/Social Dates:</b> 10/20/14 to 10/24/14 <b>Digital Impressions:</b> 50,000</p>	<p><b>ROE Passes:</b> 30 <b>T-Shirts:</b> 30</p> <p><b>COMMENTS:</b> Station also asked for 50 Screening passes</p>
<b>On Air</b>	YES							
<b>Digital</b>	NO							
<b>Social</b>	YES							
<p><b>Phoenix</b> <b>KUPD-FM 97.9</b> Rock</p> <p>Mark Randall 480.838.0400 mrandall@98kupd.com 1900 West Carmen Tempe, AZ 85283 <b>Hubbard Radio Broadcasting</b></p> <table border="1" data-bbox="99 1638 402 1738"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>NO</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$6,000.00 <b>MS Value:</b> \$4,773.91 <b>Impressions:</b> 273,600</p>	<b>On Air</b>	YES	<b>Digital</b>	NO	<b>Social</b>	NO	<p><b>Screening or ROE: SCREENING</b> <b>John Wick during Larry's Lunch Sack</b></p> <p>Screening pass gives during midday feature "Larry's Lunch Sack" weeks of 10/13 and 10/20. 10/13/14 to 10/22/14</p> <p>Mentions telling listeners how to enter and win. <b>Mentions:</b> 24 24 x :15</p>	<p><b>Screening Passes:</b> 32</p>
<b>On Air</b>	YES							
<b>Digital</b>	NO							
<b>Social</b>	NO							



# LIONSGATE

## JOHN WICK – PRE OPEN RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>San Antonio</b> <b>KBBT-FM 98.5</b> Rhythmic-CHR</p> <p>Gabriela Aguirre 210-610-4330 gaguirre@univisionradio.com 12451 Network Blvd. Suite 140 San Antonio, TX 78249 <b>Univision Radio</b></p> <table border="1" data-bbox="99 835 402 936"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>YES</td> </tr> <tr> <td><b>Social</b></td> <td>YES</td> </tr> </table> <p><b>Station Value:</b> \$3,000.00 <b>MS Value:</b> \$1,814.09 <b>Impressions:</b> 109,000</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	YES	<p><b>Screening or ROE: SCREENING</b> <b>KBBT Facebook Giveaway to the Jock Wick pre-opening Screening</b> Station will hold a register to win contest on Facebook the week of 10/13-10/17 to giveaway 50x admit two passes to the pre opening screening of JOHN WICK held on 10/21 at Santikos Embassy. KBBT will do 2x posts on the station's Facebook page driving people to the contest page. 10/13/14 to 10/17/14</p> <p>10 :15 mentions to support the promotion <b>Mentions:</b> 10 10 x :15</p> <p><b>DIGITAL PROMOTION</b> KBBT will post 2x during the week of 10/13 to drive traffic to the contest page on Facebook. People will register for a chance to win 50x pairs of passes to the pre opening screening of JOHN WICK in San Antonio.</p> <p><b>SOCIAL PROMOTION</b> 2x Facebook posts (minimum). Client must provide a 500x500 and 1200x600 creative and :10-:15 copy points. <b>Digital/Social Dates:</b> 10/13/14 to 10/17/14 <b>Digital Impressions:</b> 3,000</p>	<p><b>Screening Passes:</b> 50</p> <p><b>COMMENTS:</b> 50 pairs of screening passes</p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	YES							
<p><b>San Antonio</b> <b>KROM-FM 92.9</b> Regional Mexican</p> <p>Michelle Gamboa 210-610-4377 mgamboa@univision.net 12451 Network Blvd. Suite 140 San Antonio, TX 78249 <b>Univision Radio</b></p> <table border="1" data-bbox="99 1541 402 1642"> <tr> <td><b>On Air</b></td> <td>NO</td> </tr> <tr> <td><b>Digital</b></td> <td>NO</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$3,500.00 <b>MS Value:</b> \$1,157.89 <b>Impressions:</b> 71,000</p>	<b>On Air</b>	NO	<b>Digital</b>	NO	<b>Social</b>	NO	<p><b>Screening or ROE: ROE</b> <b>Can give away passes at 3rd party remotes the days leading up</b> 10/20/14 to 20/24</p> <p><b>Mentions:</b> 10 10 x :10</p>	<p><b>ROE Passes:</b> 25 <b>T-Shirts:</b> 25</p> <p><b>COMMENTS:</b> 25 ROE passes</p>
<b>On Air</b>	NO							
<b>Digital</b>	NO							
<b>Social</b>	NO							



# LIONSGATE

## JOHN WICK – PRE OPEN RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>San Diego</b> <b>KIOZ-FM 105.3</b> Active Rock</p> <p>Ashley O'Neil 858-522-5571 ashleyoneil@iheartmedia.com 9660 Granite Ridge Drive San Diego, CA 92123 <b>iHeartMedia</b></p> <table border="1" data-bbox="99 835 402 936"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>YES</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$5,500.00 <b>MS Value:</b> \$1,852.39 <b>Impressions:</b> 121,000</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE: Screening</b> <b>John Wick Giveaway</b> Giveaways with the midday DJ and online. Also running promotion on sister station KGB-FM 10/13/14 to 10/17/14</p> <p>A pair of passes to see the advance screening of John Wick at Edwards Mira Mesa on Monday, October 20th <b>Mentions:</b> 15 15 x :10</p> <p><b>DIGITAL PROMOTION</b> Featured prize on Rock's online contest page for one week.</p> <p><b>Digital/Social Dates:</b> 10/13/14 to 10/17/14 <b>Digital Impressions:</b> 1,000</p>	<p><b>Screening Passes:</b> 50</p> <p><b>COMMENTS:</b> Changed to screening only</p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							
<p><b>San Diego</b> <b>KLNV-FM 106.5</b> Regional Mexican</p> <p>Irene Imhof 619-744-4320 iimhof@univisionradio.com 600 West Broadway, Ste. 2150 San Diego, CA 92101 <b>Univision Radio</b></p> <table border="1" data-bbox="99 1419 402 1520"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>NO</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$2,500.00 <b>MS Value:</b> \$947.62 <b>Impressions:</b> 50,000</p>	<b>On Air</b>	YES	<b>Digital</b>	NO	<b>Social</b>	NO	<p><b>Screening or ROE: ROE</b> <b>Van Hit Distribution</b> Distribute ROE tickets during our van hits 10/20/14 to 10/26/14</p> <p>10 :15 mentions to support the promotion <b>Mentions:</b> 10 10 x :15</p>	<p><b>ROE Passes:</b> 25 <b>T-Shirts:</b> 25</p> <p><b>COMMENTS:</b> Station will need the tickets and merchandise in house no later than Monday, 10/20.</p>
<b>On Air</b>	YES							
<b>Digital</b>	NO							
<b>Social</b>	NO							



# LIONSGATE

## JOHN WICK – PRE OPEN RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>San Diego</b> <b>XTRA-FM 91.1</b> Modern Rock</p> <p>Rachel Tunnell 858-888-7026 rtunnell@lmasandiego.com 6160 Cornerstone Court East Suite 150 San Diego , CA 92121 <b>XETRA Comunicaciones</b></p> <table border="1" data-bbox="99 867 402 968"> <tr> <td><i>On Air</i></td> <td>YES</td> </tr> <tr> <td><i>Digital</i></td> <td>NO</td> </tr> <tr> <td><i>Social</i></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$3,750.00 <b>MS Value:</b> \$1,883.33 <b>Impressions:</b> 120,000</p>	<i>On Air</i>	YES	<i>Digital</i>	NO	<i>Social</i>	NO	<p><b>Screening or ROE: ROE</b> <b>Giveaway of passes at station appearances</b> Station will giveaway ROE Passes at Station appearances. 10/17/14 to 10/24/14</p> <p>15-20 recorded mentions tied with locations of giveaways <b>Mentions:</b> 20 20 x :15</p>	<p><b>ROE Passes:</b> 25 <b>T-Shirts:</b> 25</p>
<i>On Air</i>	YES							
<i>Digital</i>	NO							
<i>Social</i>	NO							
<p><b>San Francisco</b> <b>KIOI-FM 101.3</b> Hot AC</p> <p>Cat Ong 415-247-4513 CatOng@iheartmedia.com 340 Townsend Street San Francisco, CA 94107 <b>iHeartMedia</b></p> <table border="1" data-bbox="99 1451 402 1551"> <tr> <td><i>On Air</i></td> <td>YES</td> </tr> <tr> <td><i>Digital</i></td> <td>YES</td> </tr> <tr> <td><i>Social</i></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$26,000.00 <b>MS Value:</b> \$3,778.64 <b>Impressions:</b> 264,048</p>	<i>On Air</i>	YES	<i>Digital</i>	YES	<i>Social</i>	NO	<p><b>Screening or ROE: SCREENING</b> <b>John Wick screening</b> KIOI to run promos directing listeners to station website for their chance to win a pair of ticket to see an advanced screening of JOHN WICK. In addition to the contest, pairs of passes will be rewarded at events. 10/15/14 to 10/22/14</p> <p>15x :15s <b>Mentions:</b> 15 15 x :15</p> <p><b>DIGITAL PROMOTION</b> Online contest where listeners will win a pair of advanced screening passes.</p> <p><b>Digital/Social Dates:</b> 10/15/14 to 10/22/14 <b>Digital Impressions:</b> 1,548</p>	<p><b>Screening Passes:</b> 50</p> <p><b>COMMENTS:</b> Station is not on the buy but teaming up with their sister station KMEL-FM. SAN JOSE SCREENING</p>
<i>On Air</i>	YES							
<i>Digital</i>	YES							
<i>Social</i>	NO							



# LIONSGATE

## JOHN WICK – PRE OPEN RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>San Francisco</b> <b>KMEL-FM 106.1</b> Urban Contemporary</p> <p>Cat Ong 415-247-4513 CatOng@iheartmedia.com 340 Townsend Street San Francisco, CA 94107 <b>iHeartMedia</b></p> <table border="1" data-bbox="99 835 402 936"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>YES</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$26,000.00 <b>MS Value:</b> \$4,520.90 <b>Impressions:</b> 315,511</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE: Screening</b> <b>John Wick screening</b> KMEL to run promos directing listeners to station website for their chance to win a pair of ticket to see an advanced screening of JOHN WICK. In addition to the contest, pairs of passes will be rewarded at events. 10/15/14 to 10/22/14</p> <p>15x :15s <b>Mentions:</b> 15 15 x :15</p> <p><b>DIGITAL PROMOTION</b> Online contest where listeners will win a pair of advanced screening passes.</p> <p><b>Digital/Social Dates:</b> 10/15/14 to 10/22/14 <b>Digital Impressions:</b> 511</p>	<p><b>Screening Passes:</b> 50</p> <p><b>COMMENTS: SAN JOSE SCREENING.</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							
<p><b>San Francisco</b> <b>KRZZ 93.3 FM</b> Regional Mexican</p> <p>Sandra Gutierrez 408-546-4005 sgutierrez@sbsanfrancisco.com 1420 Koll Circle San Jose, CA 95112 <b>SBS</b></p> <table border="1" data-bbox="99 1451 402 1551"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>YES</td> </tr> <tr> <td><b>Social</b></td> <td>YES</td> </tr> </table> <p><b>Station Value:</b> \$10,000.00 <b>MS Value:</b> \$3,985.00 <b>Impressions:</b> 256,000</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	YES	<p><b>Screening or ROE: ROE</b> <b>John Wick</b> Join the La Raza street team for your chance to win tickets to see John Wick and a movie t-shirt. Minimum of 8-10 Van Hits. 10/20/14 to 10/24/14</p> <p>Pre-recorded spots &amp; Live Mentions via Street Team Call ins <b>Mentions:</b> 30 15 pre-recorded promotional spots x :15 15 LIVE call in mentions (Mon - Fri 7a-5p) x :05</p> <p><b>DIGITAL PROMOTION</b> Inclusion on contest section of station website. Movie artwork to be posted along with link for the John Wick Official Site</p> <p><b>SOCIAL PROMOTION</b> Post winner pictures on station's Instagram page @yosoyraza. <b>Digital/Social Dates:</b> 10/18/14 to 10/24/14 <b>Digital Impressions:</b> 10,000</p>	<p><b>ROE Passes:</b> 30 <b>T-Shirts:</b> 30</p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	YES							



# LIONSGATE

## JOHN WICK – PRE OPEN RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>San Francisco</b>  <b>KYLD-FM 94.9</b>            Rhythmic-CHR</p> <p>Cat Ong            415-247-4513            CatOng@iheartmedia.com            340 Townsend Street            San Francisco, CA 94107  <b>IHeartMedia</b></p> <table border="1" data-bbox="99 835 402 936"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>YES</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$26,000.00  <b>MS Value:</b> \$4,506.48  <b>Impressions:</b> 242,148</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE: Screening</b>  <b>John Wick screening</b>            KYLD to run promos directing listeners to station website for their chance to win a pair of ticket to see an advanced screening of JOHN WICK. In addition to the contest, pairs of passes will be rewarded at events.            10/15/14 to 10/22/14</p> <p>15x :15s  <b>Mentions:</b> 15            15 x :15</p> <p><b>DIGITAL PROMOTION</b>            Online contest where listeners will win a pair of advanced screening passes.</p> <p><b>Digital/Social Dates:</b> 10/15/14 to 10/22/14  <b>Digital Impressions:</b> 648</p>	<p><b>Screening Passes:</b> 50</p> <p><b>COMMENTS: SAN JOSE SCREENING.</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							
<p><b>Washington, DC</b>  <b>WIHT-FM 99.5</b>            CHR</p> <p>Heather Wagner            240-747-2970            heatherwagner@iheartmedia.com            1801 Rockville Pike, 5th Floor            Rockville, MD 20852  <b>IHeartMedia</b></p> <table border="1" data-bbox="99 1451 402 1551"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>YES</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$20,000.00  <b>MS Value:</b> \$5,325.00  <b>Impressions:</b> 339,000</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE: ROE</b>  <b>John Wick</b>            Staiton will hold a week long web contest on HOT995.com's Contest Page for ROE passes plus a bonus t-shirt. Prize will be 2x passes and 1x shirts. Includes 15x :15 second promos 6a-12a.            10/20/14 to 10/24/14</p> <p>Go online to RTW for passes to see Keanu Reeves's new movie John Wick!  <b>Mentions:</b> 15            15 x :15</p> <p><b>DIGITAL PROMOTION</b>            RTW on the Contests Page</p> <p><b>Digital/Social Dates:</b> 10/20/14 to 10/24/14  <b>Digital Impressions:</b> 15,000</p>	<p><b>ROE Passes:</b> 30  <b>T-Shirts:</b> 30</p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							



# LIONSGATE

## JOHN WICK – PRE OPEN RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>Washington, DC</b>  <b>WWDC-FM 101.1</b>            Modern Rock</p> <p>Heather Wagner            240-747-2970            heatherwagner@iheartmedia.com            1801 Rockville Pike, 5th Floor            Rockville, MD 20852  <b>IHeartMedia</b></p> <table border="1" data-bbox="99 867 402 968"> <tr> <td><b>On Air</b></td> <td>YES</td> </tr> <tr> <td><b>Digital</b></td> <td>YES</td> </tr> <tr> <td><b>Social</b></td> <td>NO</td> </tr> </table> <p><b>Station Value:</b> \$20,000.00  <b>MS Value:</b> \$3,484.62  <b>Impressions:</b> 204,000</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE: SCREENING</b>  <b>John Wick Register To Win</b>            We will hold a week long web contest on DC101.com's Contest Page for SCREENING passes . . Includes 15x :15 second promos 6a-12a.            10/19/14 to 10/22/14</p> <p>Go online to RTW for passes to see Keanu Reeves's new movie John Wick!</p> <p><b>Mentions: 15</b>            15 x :15</p> <p><b>DIGITAL PROMOTION</b>            RTW on the Contests Page</p> <p><b>Digital/Social Dates:</b> 10/20/14 to 10/24/14  <b>Digital Impressions:</b> 15,000</p>	<p><b>ROE Passes: 30</b>  <b>T-Shirts: 30</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							