

**LIONSGATE**



**THE HUNGER GAMES:  
MOCKINGJAY PART 1  
RADIO PROMOTION VALUE SUMMARY**



MARKET	STATION	Mentions	Broadcast Impressions	Digital Impressions	Total Impressions	MS Value	Station Value
Los Angeles	KIIS-FM	65	3,094,000	1,395,000	4,489,000	\$ 93,575.00	\$ 111,500.00
Los Angeles	KBIG-FM	40	1,916,000	403,175	2,319,175	\$ 21,371.55	\$ 39,000.00
Los Angeles	KYSR-FM	30	561,000	406,300	967,300	\$ 9,140.05	\$ 27,250.00
Los Angeles	KPWR-FM	180	7,434,000	220,000	7,654,000	\$ 90,337.93	\$ 210,000.00
Los Angeles	KAMP-FM	40	1,512,000	583,000	2,095,000	\$ 20,539.68	\$ 50,000.00
Los Angeles	KROQ-FM	40	1,024,000	583,000	1,607,000	\$ 36,580.00	\$ 50,000.00
Los Angeles	KLVE-FM	16	596,800	2,000	598,800	\$ 8,366.67	\$ 10,000.00
New York	WHTZ-FM	14	838,600	50,000	888,600	\$ 14,794.74	\$ 5,000.00
New York	WLTW-FM	14	961,800	50,000	1,011,800	\$ 7,332.00	\$ 5,000.00
New York	WKTU-FM	36	1,558,800	100,000	1,658,800	\$ 12,961.29	\$ 20,000.00
New York	WXNY-FM	12	488,400	341,403	829,803	\$ 7,974.03	\$ 5,200.00
Chicago	WBBM-FM	27	704,700	190,000	894,700	\$ 7,450.00	\$ 25,000.00
Chicago	WKSC-FM	10	304,000	2,557	306,557	\$ 3,650.57	\$ 12,000.00
Chicago	WGCI-FM	10	211,000	660	211,660	\$ 3,062.16	\$ 12,000.00
San Francisco	KMEL-FM	20	420,000	649	420,649	\$ 5,520.78	\$ 36,000.00
San Francisco	KYLD-FM	20	318,000	374	318,374	\$ 4,206.52	\$ 36,000.00
San Jose	KBRG-FM	60	918,000	5,000	923,000	\$ 20,450.00	\$ 6,500.00
Washington, DC	WHT-FM	15	336,000	30,000	366,000	\$ 6,460.71	\$ 10,500.00
Washington, DC	WASH-FM	30	498,000	45,000	543,000	\$ 11,116.67	\$ 18,500.00
Washington, DC	WPGC-FM	35	483,000	153,001	636,001	\$ 6,180.64	\$ 7,000.00
Philadelphia	WRFF-FM	10	157,000	5,000	162,000	\$ 1,277.27	\$ 6,500.00
Philadelphia	WIOQ-FM	10	141,000	1,000	142,000	\$ 1,880.37	\$ 7,000.00
Dallas-Ft. Worth	KHKS-FM	30	888,000	724,051	1,612,051	\$ 15,892.51	\$ 35,000.00
Dallas-Ft. Worth	KKDA-FM	50	885,000	5,000	890,000	\$ 7,506.90	\$ 18,000.00
Boston	WXKS-FM	15	331,500	905	332,405	\$ 6,884.05	\$ 6,875.00
Boston	WJMN-FM	15	166,500	337	166,837	\$ 3,035.98	\$ 6,125.00
Atlanta	WVEE-FM	30	702,000	93,200	795,200	\$ 9,756.47	\$ 10,500.00
Atlanta	WWWQ-FM	50	740,000	56,400	796,400	\$ 8,379.48	\$ 70,000.00
Seattle-Tacoma	KQMV-FM	20	370,000	73,494	443,494	\$ 4,906.37	\$ 13,750.00
Seattle-Tacoma	KBKS-FM	30	315,000	58	315,058	\$ 6,254.43	\$ 10,000.00
Salt Lake City-Ogden-Provo	KZHT-FM	40	324,000	8,640	332,640	\$ 3,838.12	\$ 30,000.00
Phoenix	KZZP-FM	100	1,140,000	1,000,000	2,140,000	\$ 42,857.14	\$ 147,500.00
Phoenix	KZON-FM	60	528,000	2,071	530,071	\$ 7,845.03	\$ 27,100.00
Houston-Galveston	KBXX-FM	30	780,000		780,000	\$ 7,903.85	\$ 5,000.00
Houston-Galveston	KLOL-FM	62	961,000	86	1,002,957	\$ 7,683.47	\$ 22,700.00
Minneapolis-St. Paul	KDWB-FM	75	1,470,000	11,658	1,481,658	\$ 19,681.80	\$ 35,000.00
Minneapolis-St. Paul	KSTP-FM	10	171,000	60,000	231,000	\$ 2,274.07	\$ 5,000.00
Denver-Boulder	KTCL-FM	50	515,000	25,000	540,000	\$ 7,619.05	\$ 19,500.00
Denver-Boulder	KJMN-FM			15,000	15,000	\$ 150.00	\$ 500.00
San Diego	KHTS-FM	50	535,000	1,094	536,094	\$ 10,566.50	\$ 19,500.00
Detroit	WKQI-FM	60	924,000	398	924,398	\$ 7,718.27	\$ 3,200.00
Orlando	WXXL-FM	40	296,000	300,000	596,000	\$ 9,366.67	\$ 35,000.00
Sacramento	KDND-FM	20	162,000	6,500	168,500	\$ 2,556.30	\$ 8,500.00
Miami-Ft. Lauderdale-Hollywood	WHYI-FM	50	760,000	140,000	900,000	\$ 15,169.23	\$ 10,000.00
Miami-Ft. Lauderdale-Hollywood	WAMR-FM	15	312,000		312,000	\$ 2,289.47	\$ 5,000.00
Miami-Ft. Lauderdale-Hollywood	WEDR-FM	30	381,000	138,000	519,000	\$ 6,136.25	\$ 10,500.00
Austin	KHFI-FM	48	307,200	28,642	349,159	\$ 7,219.59	\$ 14,800.00
Austin	KPEZ-FM	48	283,200	12,372	325,157	\$ 5,509.75	\$ 12,000.00
Kansas City	KMXV-FM	20	154,000	16,425	170,425	\$ 2,289.25	\$ 34,000.00
<b>TOTAL</b>	<b>49</b>	<b>1782</b>	<b>38,877,500</b>	<b>7,286,450</b>	<b>46,248,723</b>	<b>\$ 625,518.60</b>	<b>\$ 1,325,000.00</b>

SPEND	MS ROI	Station ROI
\$ 335,573.00	\$ 1.86	\$ 3.95