



# LIONSGATE

## MORTDECAI RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>ATLANTA</b> <b>WSB-FM 98.5</b> Adult Contemporary Cox Media Group</p> <p>Will Gara 404-897-7317 will.gara@coxinc.com</p> <table border="1" data-bbox="110 737 418 829"> <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> \$1,500.00 <b>MS Value:</b> \$1,247.17 <b>Impressions:</b> 124,717</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE:</b> Screening <b>Online contest</b> Enter to win passes to B98.5's sneak preview of MORTDECAI. <b>On Air Dates:</b> 1/14/2015 to 1/19/2015</p> <p><b>DIGITAL PROMOTION</b> Enter to win passes to B98.5's sneak preview of MORTDECAI.</p> <p><b>Digital/Social Dates:</b> 1/14/2015 to 1/19/2015 <b>Digital Impressions:</b> 124,717</p>	<p><b>Screening Passes:</b> 75</p> <p><b>FIELD AGENCY CONTACT</b> Lindsey Anthony   Allied - THA   Direct 404-975-4270   Email lanthony@alliedtha.com</p> <p><b>MS PROMO CONTACT</b> Christine Connallon</p> <p><b>STATUS:</b> Approved/ confirmation sent to the station</p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							
<p><b>ATLANTA</b> <b>WSRV-FM 97.1</b> Classic Hits Cox Media Group</p> <p>Justin Tysinger 404-897-7856 justin.tysinger@coxinc.com</p> <table border="1" data-bbox="110 1199 418 1291"> <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> \$9,500.00 <b>MS Value:</b> \$3,467.11 <b>Impressions:</b> 332,500</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	YES	<p><b>Screening or ROE:</b> Screening <b>On-Air Giveaways</b> 97.1 The River will give away 4-packs to the advance screening of Mortdecai during morning and afternoon drive the week of 1/12. <b>On Air Dates:</b> 1/12/2015 to 1/16/2015</p> <p><b>ON AIR MENTIONS</b> Call 404-741-9797 and be caller 25 to win 4 passes to our advance screening of Mortdecai courtesy of Lionsgate - starring Johnny Depp and Gwyneth Paltrow. 15 to 20 mentions. <b>Mentions:</b> 20 <b>Mention Length:</b> :15</p> <p><b>DIGITAL PROMOTION</b> 97.1 The River will create a custom entry form on the Contest Page of the website where listeners can register to win 4 passes to the screening. We will select 5 winners. (flight dates: 1/5-1/11)</p> <p><b>SOCIAL PROMOTION</b> 97.1 The River will also give away 4-packs on Facebook via our online contesting tool. There will be a custom tab on the River's Facebook page. (flight dates: 1/12-1/18) <b>Digital/Social Dates:</b> 1/5/2015 to 1/18/2015 <b>Digital Impressions:</b> 2,500</p>	<p><b>Screening Passes:</b> 100</p> <p><b>FIELD AGENCY CONTACT</b> Lindsey Anthony   Allied - THA   Direct 404-975-4270   Email lanthony@alliedtha.com</p> <p><b>MS PROMO CONTACT</b> Christine Connallon</p> <p><b>STATUS:</b> CONFIRMED</p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	YES							



# LIONSGATE

## MORTDECAI RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>BOSTON (MANCHESTER)</b>  <b>WMJX-FM 106.7</b>            Adult Contemporary            Greater Media, Inc.</p> <p>Rob Hogan            617-822-6552            rhogan@magic1067.com</p> <table border="1" data-bbox="110 737 418 831"> <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> \$14,750.00  <b>MS Value:</b> \$10,942.94  <b>Impressions:</b> 663,000</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	YES	<p><b>Screening or ROE:</b> Screening  <b>MAGIC Sneak Screening of Mortdecai</b>            MAGIC 106.7 will give lucky listeners the chance to win passes to our sneak screening of MORTDECAI via on-line enter to win contest at MAGIC1067.com  <b>On Air Dates:</b> 1/9/2015 to 1/16/2015</p> <p><b>ON AIR MENTIONS</b>            Featured in recorded web contest promos  <b>Mentions:</b> 30  <b>Mention Length:</b> :15, :30</p> <p><b>DIGITAL PROMOTION</b>            Listners will enter to win Mortdecai screening passes on the station website</p> <p><b>SOCIAL PROMOTION</b>            MAGIC 106.7 will conduct a "Show us your Mortdecai Mustache" contest on Facebook between 1/19 - 1/20. Winner will receive Mortdecai prize pack and VIP seats to our screening.  <b>Digital/Social Dates:</b> 1/19/2015 to 1/22/2015  <b>Digital Impressions:</b> 9,000</p>	<p><b>Screening Passes:</b> 50 admit-two online passes            • 50 admit-one printed passes  <b>Prize Packs Needed:</b> Assortment of promo items: t-shirts, mini posters, etc. Grand prize pack: MORTDECAI soundtrack, 2 t-shirts, and 2 VIP seats at screening</p> <p><b>FIELD AGENCY CONTACT</b>            Julie Kepnes-Letourneau - Lead            JKepnes-Letourneau@alliedim.com            P: 617-844-1732            C: 617-780-9549</p> <p><b>MS PROMO CONTACT</b>            Christine Connallon</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	YES							
<p><b>BOSTON (MANCHESTER)</b>  <b>WZLX-FM 100.7</b>            Classic Rock            CBS Radio, Inc.</p> <p>Adam Luciano            617-746-5139            aluciano@wzlx.com</p> <table border="1" data-bbox="110 1308 418 1402"> <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> \$7,500.00  <b>MS Value:</b> \$6,556.25  <b>Impressions:</b> 346,000</p>	<b>On Air</b>	YES	<b>Digital</b>	NO	<b>Social</b>	NO	<p><b>Screening or ROE:</b> ROE  <b>Mortdecai Movie Pass Giveaway</b>            Tickets and Prize Packs will be given away on-air and at on-site promotional events between monday 1/19 thru 1/23  <b>On Air Dates:</b> 1/19/2015 to 1/23/2015</p> <p><b>ON AIR MENTIONS</b>            Mention will include Mortdecai film title and theatre info and opening date.  <b>Mentions:</b> 20  <b>Mention Length:</b> :10, :15</p>	<p><b>ROE Passes Needed:</b> 40  <b>Prize Packs Needed:</b> 20</p> <p><b>FIELD AGENCY CONTACT</b>            Julie Kepnes-Letourneau - Lead            JKepnes-Letourneau@alliedim.com            P: 617-844-1732            C: 617-780-9549</p> <p><b>MS PROMO CONTACT</b>            Christine Connallon</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	NO							
<b>Social</b>	NO							



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## MORTDECAI RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>CHICAGO</b> <b>WKSC-FM 103.5</b> CHR iHeartMedia, Inc.</p> <p>Hillary Lindwall 312-540-2212 hillarylindwall@iheartmedia.com</p> <table border="1" data-bbox="110 737 418 831"> <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> \$3,755.18 <b>Impressions:</b> 310,465</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	YES	<p><b>Screening or ROE: ROE</b> <b>Mortdecai Web Contest</b> Register to win prize packs/ROE passes on customized contest page on WKSC and WLIT <b>On Air Dates:</b> 1/19/2015 to 1/23/2015</p> <p><b>ON AIR MENTIONS</b> 10x :15 promos running 12A-12A with client-provided copy <b>Mentions:</b> 10 <b>Mention Length:</b> :15</p> <p><b>DIGITAL PROMOTION</b> Register to win prize packs and ROE passes on customized contest page which can host video, trailer, etc. provided by client</p> <p><b>SOCIAL PROMOTION</b> If screener link can be provided, talent may be able to post 1x about the film from his or her Twitter account <b>Digital/Social Dates:</b> 1/19/2015 to 1/23/2015 <b>Digital Impressions:</b> 24,465</p>	<p><b>ROE Passes Needed:</b> 20 <b>Prize Packs Needed:</b> 20</p> <p><b>FIELD AGENCY CONTACT</b> Lara Bogenrief - Lead lara@bogenriefPR.com P: 773-396-8427</p> <p><b>MS PROMO CONTACT</b> Christine Connallon</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	YES							
<p><b>CHICAGO</b> <b>WLIT-FM 93.9</b> Hot AC iHeartMedia, Inc.</p> <p>Hillary Lindwall 312-540-2212 hillarylindwall@iheartmedia.com</p> <table border="1" data-bbox="110 1308 418 1402"> <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> \$2,100.89 <b>Impressions:</b> 368,721</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	YES	<p><b>Screening or ROE: ROE</b> <b>Mortdecai Web Contest</b> Register to win prize packs/ROE passes on customized contest page on WKSC and WLIT <b>On Air Dates:</b> 1/19/2015 to 1/23/2015</p> <p><b>ON AIR MENTIONS</b> 10x :15 promos running 12A-12A with client-provided copy <b>Mentions:</b> 10 <b>Mention Length:</b> :15</p> <p><b>DIGITAL PROMOTION</b> Register to win prize packs/ROE passes on customized contest page, can host video, trailer, etc. provided by client</p> <p><b>SOCIAL PROMOTION</b> If screener link can be provided, talent may be able to post 1x about the film from his or her Twitter account <b>Digital/Social Dates:</b> 1/19/2015 to 1/23/2015 <b>Digital Impressions:</b> 37,721</p>	<p><b>ROE Passes Needed:</b> 20 <b>Prize Packs Needed:</b> 20</p> <p><b>FIELD AGENCY CONTACT</b> Lara Bogenrief - Lead lara@bogenriefPR.com P: 773-396-8427</p> <p><b>MS PROMO CONTACT</b> Christine Connallon</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	YES							



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## MORTDECAI RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>CHICAGO</b>  <b>WTMX-FM 101.9</b>            Hot AC            Hubbard Broadcasting, Inc.</p> <p>Dianne Sharp            312-946-4799            dsharp@hubbardradio.com</p> <table border="1" data-bbox="110 737 418 829"> <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> \$9,000.00  <b>MS Value:</b> \$1,950.00  <b>Impressions:</b> 167,000</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	YES	<p><b>Screening or ROE:</b> Screening  <b>MIX Insider</b>            MIX Insider (online loyalty club) giveaway that includes recorded mentions, online contest page posting, mention in our weekly eblast newsletter and inclusion on our social media pages (Facebook and/or Twitter)  <b>On Air Dates:</b> 1/10/2015 to 1/19/2015</p> <p><b>ON AIR MENTIONS</b>            MIX Insiders can win a pair of reserved seats to the advanced screening of Mortdecai starring Johnny Depp.  <b>Mentions:</b> 5  <b>Mention Length:</b> :10</p> <p><b>DIGITAL PROMOTION</b>            MIX Insider (online loyalty club) giveaway that includes recorded mentions, online contest page posting, mention in our weekly eblast newsletter and inclusion on our social media pages (Facebook and/or Twitter)</p> <p><b>SOCIAL PROMOTION</b>            Social Media - giveaway a pair of tickets while promoting Insider contest  <b>Digital/Social Dates:</b> 1/19/2015 to 1/23/2015  <b>Digital Impressions:</b> 6,500</p>	<p><b>Screening Passes:</b> 20 passes (10 pair)</p> <p><b>FIELD AGENCY CONTACT</b>            Lara Bogenrief - Lead  <a href="mailto:lara@bogenriefPR.com">lara@bogenriefPR.com</a>            P: 773-396-8427</p> <p><b>MS PROMO CONTACT</b>            Christine Connallon</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	YES							
<p><b>DALLAS-FT. WORTH</b>  <b>KHKS-FM 106.1</b>            CHR            iHeartMedia, Inc.</p> <p>Krista Gern            214-866-8074            KristaGern@iheartmedia.com</p> <table border="1" data-bbox="110 1367 418 1459"> <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> \$12,000.00  <b>MS Value:</b> \$9,393.70  <b>Impressions:</b> 872,592</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE:</b> Screening  <b>Mortdecai Advance Screening Promotion</b>            106.1 KISS FM will host a custom contest page on 1061KISSFM.COM for listeners to register to win reserved passes to see the advance screening of Mortdecai! KHKS will also take general admission passes to off-site radio remotes to pass out as prizing.  <b>On Air Dates:</b> 1/13/2015 to 1/19/2015</p> <p><b>ON AIR MENTIONS</b>            Promotional mentions to support web contest  <b>Mentions:</b> 10  <b>Mention Length:</b> :15</p> <p><b>DIGITAL PROMOTION</b>            Custom contest page to include movie information, movie poster creative, and screening information</p> <p><b>Digital/Social Dates:</b> 1/13/2015 to 1/19/2015  <b>Digital Impressions:</b> 546,592</p>	<p><b>Screening Passes:</b> 5 pair of reserved passes and 40 General Admission passes  <b>Prize Packs Needed:</b> 10</p> <p><b>FIELD AGENCY CONTACT</b>            Sally Smolenski - Lead  <a href="mailto:ssmolenski@moroch.com">ssmolenski@moroch.com</a>            P: 214-520-5646</p> <p><b>MS PROMO CONTACT</b>            Krystal Rehm</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							



# LIONSGATE

## MORTDECAI RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>DALLAS-FT. WORTH</b>  <b>KZPS-FM 92.5</b>            Classic Rock            iHeartMedia, Inc.</p> <p>Krista Gern            214-866-8074            KristaGern@iheartmedia.com</p> <table border="1" data-bbox="110 737 418 829"> <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> \$19,000.00  <b>MS Value:</b> \$7,302.34  <b>Impressions:</b> 665,469</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE: Screening / Grand Prize</b>  <b>A Night of Luxury, Compliments of Charlie Mortdecai</b>            Lone Star 92.5 will host on-air giveaways Monday - Friday with Bo &amp; Jim in the Morning for a pair of reserved passes to the advance screening of Mortdecai paired with TBD concert tickets. Each winner M-F will be entered into the Grand Prize drawing for "A Night of Luxury, Compliments of Charlie Mortdecai" that will include dinner for two at The French Room at the Adolphus Hotel in Dallas as well as one-night's stay at the hotel. Lone Star 92.5 will also host a custom contest page on LONESTAR925.COM for listeners to register to for the Grand Prize as well. KZPS will also take general admission passes to off-site remotes to use as prizing.  <b>On Air Dates:</b> 1/13/2015 to 1/19/2015</p> <p><b>ON AIR MENTIONS</b>            On-air giveaway mentions  <b>Mentions:</b> 30  <b>Mention Length:</b> :05, :15</p> <p><b>DIGITAL PROMOTION</b>            Custom contest page to include movie information, movie poster creative, and screening information as well as all grand prize details.</p> <p><b>Digital/Social Dates:</b> 1/13/2015 to 1/19/2015  <b>Digital Impressions:</b> 143,469</p>	<p><b>Screening Passes:</b> 5 pair of reserved passes and 40 General Admission passes  <b>Prize Packs Needed:</b> 10</p> <p><b>FIELD AGENCY CONTACT</b>            Sally Smolenski - Lead            ssmolenski@moroch.com            P: 214-520-5646</p> <p><b>MS PROMO CONTACT</b>            Krystal Rehm</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							
<p><b>DENVER</b>  <b>KIMN-FM 100.3</b>            Hot AC            Wilks Broadcasting, LLC</p> <p>Liz Young            303-228-2103            eyoung@wilksdenver.com</p> <table border="1" data-bbox="110 1451 418 1543"> <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> \$2,500.00  <b>MS Value:</b> \$2,611.76  <b>Impressions:</b> 202,000</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE: ROE</b>  <b>Hollywood Quickies &amp; Mindbender</b>            Mortdecai will receive the sponsorship of "Hollywood Quickies" the week of January 19th. Bo Jaxon from PM Drive will play a quick clip of a famous actor or actress and the listener who guesses correctly will receive a pair of passes to see Mortdecai. Bo Jaxon will also encourage listeners to go to mix100.com to watch the movie trailer for another chance to win ROE Tickets. Mortdecai will also be the prize giveaway during the "Morning Mindbender" the week of January 19th.  <b>On Air Dates:</b> 1/19/2015 to 1/23/2015</p> <p><b>ON AIR MENTIONS</b>            Live and recorded promos  <b>Mentions:</b> 20  <b>Mention Length:</b> :10</p> <p><b>DIGITAL PROMOTION</b>            Prominent placement on mix100.com homepage</p> <p><b>Digital/Social Dates:</b> 1/10/2015 to 1/23/2015  <b>Digital Impressions:</b> 50,000</p>	<p><b>ROE Passes Needed:</b> 15 pair</p> <p><b>FIELD AGENCY CONTACT</b>            Sara Blue - Lead            SaraBlue@BlueIntegratedCommunications.com            P: 303-570-2120</p> <p><b>MS PROMO CONTACT</b>            Krystal Rehm</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							



# LIONSGATE

## MORTDECAI RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>DENVER</b>  <b>KQMT-FM 99.5</b>            Classic Rock            Entercom</p> <p>Megan Weinstein            303-967-2724            mweinstein@entercom.com</p> <table border="1" data-bbox="110 741 418 831"> <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> \$2,500.00  <b>MS Value:</b> \$1,762.94  <b>Impressions:</b> 168,000</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE:</b> Screening  <b>Mortdecai Screening Promotion</b>            KQMT will utilize online contesting and on-air promotional announcements to build excitement for Mortdecai and to offer 15 lucky listeners the chance to win reserved seating tickets to the screening!  <b>On Air Dates:</b> 1/12/2015 to 1/18/2015</p> <p><b>ON AIR MENTIONS</b>            Recorded promos running M-Su 6a-12a  <b>Mentions:</b> 15  <b>Mention Length:</b> :15</p> <p><b>DIGITAL PROMOTION</b>            KQMT will host a contest on The Mountain Insider page where listeners can register to win Mortdecai Screening Passes! Contest page will include logo, movie screening info and movie premiere copy points.</p> <p><b>Digital/Social Dates:</b> 1/12/2015 to 1/18/2015  <b>Digital Impressions:</b> 6,000</p>	<p><b>Screening Passes:</b> 15 reserved seating screening passes and 50 printed passes (not reserved seating)</p> <p><b>FIELD AGENCY CONTACT</b>            Sara Blue - Lead            SaraBlue@BlueIntegratedCommunications.com            P: 303-570-2120</p> <p><b>MS PROMO CONTACT</b>            Krystal Rehm</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							
<p><b>HOUSTON</b>  <b>KGLK-FM 107.5</b>            Classic Hits            Cox Media Group</p> <p>Cherolyn Johnson            713-963-1240            cherolyn.johnson@coxinc.com</p> <table border="1" data-bbox="110 1310 418 1400"> <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> \$1,000.00  <b>MS Value:</b> \$2,073.42  <b>Impressions:</b> 378,500</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE:</b> ROE  <b>Mortdecai ROE Giveaways</b>            The station will give away 10 packs of tickets via a web contest using 15 :15 on air promos to drive listeners to the website to enter.  <b>On Air Dates:</b> 1/19/2015 to 1/25/2015</p> <p><b>ON AIR MENTIONS</b>            Recorded promos  <b>Mentions:</b> 15  <b>Mention Length:</b> :15</p> <p><b>DIGITAL PROMOTION</b>            Inclusion on the contest page</p> <p><b>Digital/Social Dates:</b> 1/19/2015 to 1/25/2015  <b>Digital Impressions:</b> 500</p>	<p><b>ROE Passes Needed:</b> 25</p> <p><b>FIELD AGENCY CONTACT</b>            Jason Price - Lead            jprice@moroch.com            P: 713-223-2796</p> <p><b>MS PROMO CONTACT</b>            Krystal Rehm</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							



# LIONSGATE

## MORTDECAI RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>HOUSTON</b>  <b>KODA-FM 99.1</b>            Soft AC            iHeartMedia, Inc.</p> <p>Raylyne Perez            713-212-8194            RaylynePerez@iHeartMedia.com</p> <table border="1" data-bbox="110 739 418 831"> <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> \$5,000.00  <b>MS Value:</b> \$5,166.67  <b>Impressions:</b> 453,000</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE:</b> Screening  <b>Reserved Seats to see Mordecai</b>            The station will drive listeners to Sunny99.com to register for the chance to win reserved seats at the screening. The station asks to have 20 reserved seats at the screening.  <b>On Air Dates:</b> 1/12/2015 to 1/18/2015</p> <p><b>ON AIR MENTIONS</b>            Live mentions  <b>Mentions:</b> 10  <b>Mention Length:</b> :15</p> <p><b>DIGITAL PROMOTION</b>            Inclusion on the contest page to win reserved seats on-line at Sunny99.com</p> <p><b>Digital/Social Dates:</b> 1/12/2015 to 1/18/2015  <b>Digital Impressions:</b> 100,000</p>	<p><b>Screening Passes:</b> 200  <b>Prize Packs Needed:</b> 20</p> <p><b>FIELD AGENCY CONTACT</b>            Jason Price - Lead            jprice@moroch.com            P: 713-223-2796</p> <p><b>MS PROMO CONTACT</b>            Krystal Rehm</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							
<p><b>LOS ANGELES</b>  <b>KBIG-FM 104.3</b>            Hot AC            iHeartMedia, Inc.</p> <p>Jenny Hagadorn            818-566-4632            jennyhagadorn@iheartmedia.com</p> <table border="1" data-bbox="110 1251 418 1344"> <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> \$15,000.00  <b>MS Value:</b> \$4,160.11  <b>Impressions:</b> 324,880</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE:</b> Screening  <b>MY Club Giveaway</b>            Listeners will use their loyalty points on the MYClub online program to win passes to the screening of Mortdecai. Recorded promos will air directing listeners to the webpage.  <b>On Air Dates:</b> 1/15/2015 to 1/20/2015</p> <p><b>ON AIR MENTIONS</b>            Recorded promo  <b>Mentions:</b> 6  <b>Mention Length:</b> :05-:07</p> <p><b>DIGITAL PROMOTION</b>            Listeners will use their loyalty point to win passes to the screening.</p> <p><b>Digital/Social Dates:</b> 1/15/2015 to 1/20/2015  <b>Digital Impressions:</b> 54,280</p>	<p><b>Screening Passes:</b> 50</p> <p><b>FIELD AGENCY CONTACT</b>            Ryan Smith - Lead            Rsmith@alliedim.com            P: 323-857-7648            Cristina Ledesma            CLedesma@alliedim.com</p> <p><b>MS PROMO CONTACT</b>            Krystal Rehm</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							



# LIONSGATE

## MORTDECAI RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>LOS ANGELES</b>  <b>KCBS-FM 93.1</b>            Adult Hits            CBS Radio, Inc.</p> <p>Stacy Ezra            323-930-4461            stacy.ezra@cbs.com</p> <table border="1" data-bbox="110 737 418 831"> <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> \$10,000.00  <b>MS Value:</b> \$2,820.83  <b>Impressions:</b> 300,000</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE: ROE</b>  <b>Mortdecai Web Contest</b>            The station will hold an on-line contest the week of 1/19 so listeners can enter to win a pair of ROE passes and a Mortdecai prize pack.  <b>On Air Dates:</b> 1/19/2015 to 1/23/2015</p> <p><b>ON AIR MENTIONS</b>            Recorded promos  <b>Mentions:</b> 10  <b>Mention Length:</b> :15</p> <p><b>DIGITAL PROMOTION</b>            Inclusion on the contest page</p> <p><b>Digital/Social Dates:</b> 1/19/2015 to 1/23/2015  <b>Digital Impressions:</b> 5,000</p>	<p><b>ROE Passes Needed:</b> 15  <b>Prize Packs Needed:</b> 15 prize packs</p> <p><b>FIELD AGENCY CONTACT</b>            Ryan Smith - Lead            Rsmith@alliedim.com            P: 323-857-7648            Cristina Ledesma            CLedesma@alliedim.com</p> <p><b>MS PROMO CONTACT</b>            Krystal Rehm</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							
<p><b>LOS ANGELES</b>  <b>KIIS-FM 102.7</b>            CHR            iHeartMedia, Inc.</p> <p>Nichole Bushéy            818-566-4604            nicholebushey@iheartmedia.com</p> <table border="1" data-bbox="110 1224 418 1318"> <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> \$25,000.00  <b>MS Value:</b> \$3,621.94  <b>Impressions:</b> 313,532</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE: Screening</b>  <b>Ryan's Buyin &amp; KIIS Club VIP</b>            On 1 designated day, Ryan Seacrest's sidekick , Manny on the Streetz, will call-in to Ryan and tell him and the listeners where he will be at for them to come get their Mortdecai screening passes from him. Listeners will also be able to log in to the KIIS Club VIP and use their loyalty points to win screening passes.  <b>On Air Dates:</b> 1/20/2015 to 1/20/2015</p> <p><b>ON AIR MENTIONS</b>            2x live call ins  <b>Mentions:</b> 2  <b>Mention Length:</b> :05-:07</p> <p><b>DIGITAL PROMOTION</b>            Listeners will use their loyalty point to win passes to the screening.</p> <p><b>Digital/Social Dates:</b> 1/15/2015 to 1/20/2015  <b>Digital Impressions:</b> 218,732</p>	<p><b>Screening Passes:</b> 50</p> <p><b>FIELD AGENCY CONTACT</b>            Ryan Smith - Lead            Rsmith@alliedim.com            P: 323-857-7648            Cristina Ledesma            CLedesma@alliedim.com</p> <p><b>MS PROMO CONTACT</b>            Krystal Rehm</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							





# LIONSGATE

## MORTDECAI RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>LOS ANGELES</b>  <b>KROQ-FM 106.7</b>            Modern Rock            CBS Radio, Inc.</p> <p>Stacy Ezra            323-930-4461            stacy.ezra@cbs.com</p> <table border="1" data-bbox="110 737 418 829"> <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: \$10,000.00            MS Value: \$6,187.50            Impressions: 245,000</p>	<b>On Air</b>	YES	<b>Digital</b>	NO	<b>Social</b>	NO	<p><b>Screening or ROE: ROE</b>  <b>On-Site Ticket Distribution</b>            The KROQ promo crew will be at Monster Jam Sunday, 1/25 playing music and giving away cool KROQ prizes including ROE passes to Mortdecai and other Mortdecai prizing like posters and soundtracks.  <b>On Air Dates:</b> 1/19/2015 to 1/25/2015</p> <p><b>ON AIR MENTIONS</b>            Inclusion in :30 supporting the event and tagging the Mortdecai giveaways at Bear Mountain  <b>Mentions:</b> 10  <b>Mention Length:</b> :30</p>	<p><b>ROE Passes Needed:</b> 15  <b>Prize Packs Needed:</b>            Posters/soundtracks to giveaway if possible but not required</p> <p><b>FIELD AGENCY CONTACT</b>            Ryan Smith - Lead            Rsmith@alliedim.com            P: 323-857-7648            Cristina Ledesma            CLedesma@alliedim.com</p> <p><b>MS PROMO CONTACT</b>            Krystal Rehm</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	NO							
<b>Social</b>	NO							
<p><b>MIAMI-FT. LAUDERDALE</b>  <b>WFEZ-FM 93.1</b>            Soft AC            Cox Media Group</p> <p>Lauren Stockner (Prizes To: Sean Marks)            321-281-2091 (Sean: 305-567-5722)            Lauren.Stockner@coxinc.com</p> <table border="1" data-bbox="110 1199 418 1291"> <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: \$2,500.00            MS Value: \$2,240.00            Impressions: 346,000</p>	<b>On Air</b>	YES	<b>Digital</b>	NO	<b>Social</b>	NO	<p><b>Screening or ROE: ROE</b>  <b>Movie Club Monday &amp; Impossible Trivia</b>            Susan Wise in AMD on Monday 1/19 will play a movie trailer and the correct caller to guess the movie will win the prize pack and passes. For Impossible Trivia (Tuesday-Friday), Susan Wise in AMD will ask the trivia question of the day and the correct caller will win the prize pack and passes.  <b>On Air Dates:</b> 1/19/2015 to 1/23/2015</p> <p><b>ON AIR MENTIONS</b>            4 live mentions over the weekend, Fri/Sat/Sun leading into Movie Club Monday (2 live mentions Monday). 14 live mentions during the week for Impossible Trivia, including giveaway.  <b>Mentions:</b> 20  <b>Mention Length:</b> :15</p>	<p><b>ROE Passes Needed:</b> 30  <b>Prize Packs Needed:</b> 30</p> <p><b>FIELD AGENCY CONTACT</b>            Craig Evans - Lead            cevans@alliedtha.com            P: 954-200-8021            C: 305-582-2075</p> <p><b>MS PROMO CONTACT</b>            Christine Connallon</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	NO							
<b>Social</b>	NO							



# LIONSGATE

## MORTDECAI RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>MIAMI-FT. LAUDERDALE</b>  <b>WLYF-FM 101.5</b>            Adult Contemporary            Lincoln Financial Media</p> <p>Eric Stenger            305-521-5284            Eric.Stenger@lincolnfinancialmedia.com</p> <table border="1" data-bbox="110 737 418 831"> <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> \$11,250.00  <b>MS Value:</b> \$3,100.00  <b>Impressions:</b> 501,700</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE:</b> Screening  <b>Loyal Listener Reward</b>            Online contest with 21 :20 second recorded mentions, exclusive landing page, inclusion in e-newsletter.  <b>On Air Dates:</b> 1/9/2015 to 1/16/2015</p> <p><b>ON AIR MENTIONS</b>            Brief description of movie including release date and date of screening and screening theater.  <b>Mentions:</b> 21  <b>Mention Length:</b> :20</p> <p><b>DIGITAL PROMOTION</b>            Listeners go to site, register to win at random</p> <p><b>Digital/Social Dates:</b> 1/9/2015 to 1/16/2015  <b>Digital Impressions:</b> 4,000</p>	<p><b>Screening Passes:</b> 50  <b>Prize Packs Needed:</b> 5</p> <p><b>FIELD AGENCY CONTACT</b>            Craig Evans - Lead            cevans@alliedtha.com            P: 954-200-8021            C: 305-582-2075</p> <p><b>MS PROMO CONTACT</b>            Christine Connallon</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							
<p><b>NEW YORK</b>  <b>WAXQ-FM 104.3</b>            Classic Rock            iHeartMedia, Inc.</p> <p>David Zaentz            212 549 0823            davidzaentz@iheartmedia.com</p> <table border="1" data-bbox="110 1251 418 1346"> <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> \$9,736.92  <b>Impressions:</b> 2,018,800</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE:</b> Screening  <b>Online Contest on q1043.com</b>            Online Contest on q1043.com supported on air on Q104.3 with promos and commercials. (36 total commercials)  <b>On Air Dates:</b> 1/19/2015 to 1/23/2015</p> <p><b>ON AIR MENTIONS</b>            21x :10 second promos 10x: 15 second commercials 5x 30 second commercials  <b>Mentions:</b> 36  <b>Mention Length:</b> :10, :15</p> <p><b>DIGITAL PROMOTION</b>            Enter to win contest on the station website to promote the release of the film.</p> <p><b>Digital/Social Dates:</b> 1/18/2015 to 1/22/2015  <b>Digital Impressions:</b> 100,000</p>	<p><b>Screening Passes:</b> 15 pairs</p> <p><b>FIELD AGENCY CONTACT</b>            Esther Tuit - Lead            ETuit@alliedim.com</p> <p><b>MS PROMO CONTACT</b>            Christine Connallon</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							



# LIONSGATE

## MORTDECAI RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>NEW YORK</b> <b>WCBS-FM 101.1</b> Classic Hits CBS Radio, Inc.</p> <p>Karina Merseberg, Will Barone 212-830-3710, 212-314-9268 karina.lezcano@cbsradio.com</p> <table border="1" data-bbox="110 737 418 831"> <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> \$24,500.00 <b>MS Value:</b> \$11,605.36 <b>Impressions:</b> 2,498,000</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE:</b> ROE <b>Mortdecai On Line and On Site giveaways</b> ON LINE - WCBS-FM listeners will be invited via on-air promos to visit cbsfm.com for their chance to enter and win a Mortedcai Prize Pack including a pair of ROE passes to see Mortedcai and Mortedcai merchandise. ON SITE - WCBS-FM Street Team will distribute ROE passes to see Mortedcai at various CBS-FM station appearances. <b>On Air Dates:</b> 1/15/2015 to 1/23/2015</p> <p><b>ON AIR MENTIONS</b> On Air Recorded Promos <b>Mentions:</b> 30 <b>Mention Length:</b> :15s</p> <p><b>DIGITAL PROMOTION</b> ON LINE - WCBS-FM listeners will be invited via on-air promos to visit cbsfm.com for their chance to enter and win a Mortedcai Prize Pack including a pair of ROE passes to see Mortedcai and Mortedcai merchandise.</p> <p><b>Digital/Social Dates:</b> 1/15/2015 to 1/22/2015 <b>Digital Impressions:</b> 65,000</p>	<p><b>ROE Passes Needed:</b> 25 Pairs (50 total) <b>Prize Packs Needed:</b> 10 Prize Packs</p> <p><b>FIELD AGENCY CONTACT</b> Esther Tuit - Lead ETuit@alliedim.com</p> <p><b>MS PROMO CONTACT</b> Christine Connallon</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							
<p><b>NEW YORK</b> <b>WLTW-FM 106.7</b> Adult Contemporary iHeartMedia, Inc.</p> <p>David Zaentz 212 549 0823 davidzaentz@iheartmedia.com</p> <table border="1" data-bbox="110 1367 418 1461"> <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> \$16,334.62 <b>Impressions:</b> 2,818,000</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE:</b> Screening <b>Online Contest on 1067litefm.com</b> Online Contest on 1067litefm.com supported on air on lite fm with promos and commercials. (36 total commercials) <b>On Air Dates:</b> 1/19/2015 to 1/23/2015</p> <p><b>ON AIR MENTIONS</b> 21x :10 second promos 10x: 15 second commercials 5x 30 second commercials <b>Mentions:</b> 36 <b>Mention Length:</b> :10, :15</p> <p><b>DIGITAL PROMOTION</b> Enter to win contest on the station website to promote the release of the film.</p> <p><b>Digital/Social Dates:</b> 1/18/2015 to 1/22/2015 <b>Digital Impressions:</b> 100,000</p>	<p><b>Screening Passes:</b> 15 pairs</p> <p><b>FIELD AGENCY CONTACT</b> Esther Tuit - Lead ETuit@alliedim.com</p> <p><b>MS PROMO CONTACT</b> Christine Connallon</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							



# LIONSGATE

## MORTDECAI RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>ORLANDO-DAYTONA BEACH</b> <b>WMOG-FM 107.7</b> Adult Contemporary iHeartMedia, Inc.</p> <p>Glory Langston GloryAdona@iheartmedia.com</p> <table border="1" data-bbox="110 709 418 800"> <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> \$4,000.00 <b>MS Value:</b> \$2,777.94 <b>Impressions:</b> 212,500</p>	<i>On Air</i>	YES	<i>Digital</i>	YES	<i>Social</i>	NO	<p><b>Screening or ROE:</b> Screening <b>Winning Weekend plus Online Contest</b> Winning Weekend including screening passes for Mortdecai plus dinner <b>On Air Dates:</b> 1/13/2015 to 1/18/2015</p> <p><b>ON AIR MENTIONS</b> On air mentions as well as online support <b>Mentions:</b> 30 <b>Mention Length:</b> :15</p> <p><b>DIGITAL PROMOTION</b> Listeners will enter to win screening passes for a week online as well as during the winning weekend. The station is including dinner in the prizeing.</p> <p><b>Digital/Social Dates:</b> 1/13/2015 to 1/18/2015 <b>Digital Impressions:</b> 2,500</p>	<p><b>Screening Passes:</b> 30</p> <p><b>FIELD AGENCY CONTACT</b> Craig Evans - Lead cevens@alliedtha.com P: 954-200-8021 C: 305-582-2075</p> <p><b>MS PROMO CONTACT</b> Christine Connallon</p> <p><b>STATUS: APPROVED/ CONFIRMATION SENT TO THE STATION on 1/13</b></p>
<i>On Air</i>	YES							
<i>Digital</i>	YES							
<i>Social</i>	NO							
<p><b>ORLANDO-DAYTONA BEACH</b> <b>WOCL-FM 105.9</b> Classic Hits CBS Radio, Inc.</p> <p>Angela Schlesman 407-919-1195 angela.schlesman@cbsradio.com</p> <table border="1" data-bbox="110 1224 418 1314"> <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> \$2,500.00 <b>MS Value:</b> \$1,928.00 <b>Impressions:</b> 94,800</p>	<i>On Air</i>	YES	<i>Digital</i>	NO	<i>Social</i>	NO	<p><b>Screening or ROE:</b> ROE <b>Web contest</b> Enter to win on 1059sunnyfm.com and award at station events between 1/19/15-1/23/15. We can include movie image, text link to web site and trailer and brief movie synopsis on contest page. <b>On Air Dates:</b> 1/19/2015 to 1/23/2015</p> <p><b>ON AIR MENTIONS</b> Direct listeners to 1059sunnyfm.com to enter to win. <b>Mentions:</b> 12 <b>Mention Length:</b> :10</p>	<p><b>ROE Passes Needed:</b> 5-10 four packs <b>Prize Packs Needed:</b> 5 or 10</p> <p><b>FIELD AGENCY CONTACT</b> Craig Evans - Lead cevens@alliedtha.com P: 954-200-8021 C: 305-582-2075</p> <p><b>MS PROMO CONTACT</b> Christine Connallon</p> <p><b>STATUS: CONFIRMED</b></p>
<i>On Air</i>	YES							
<i>Digital</i>	NO							
<i>Social</i>	NO							



# LIONSGATE

## MORTDECAI RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>PHILADELPHIA</b> <b>WBEB-FM 101.1</b> Adult Contemporary Jerry Lee Broadcasting, LLC</p> <p>Dave Giordano 610-538-1217 DaveG@wbef.com</p> <table border="1" data-bbox="110 737 418 829"> <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> \$7,000.00 <b>MS Value:</b> \$2,721.05 <b>Impressions:</b> 295,000</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	YES	<p><b>Screening or ROE: ROE</b> <b>Mortdecai Video Trivia Contest</b> WBEB will create a special contest called the "Mortdecai Video Trivia Contest" that will run from January 19 – 25, 2015. Listeners will watch a video and then answer a trivia question about the video for the opportunity to enter to win. At the end of the contest week, all correct guesses will put into a drawing and fifteen entries receive a pair of run of engagement tickets to see the film plus a free t-shirt. <b>On Air Dates:</b> 1/19/2015 to 1/25/2015</p> <p><b>ON AIR MENTIONS</b> Total of ten (10) :30 promos <b>Mentions:</b> 10 <b>Mention Length:</b> :30</p> <p><b>DIGITAL PROMOTION</b> Listeners will watch the Mortdecai trailer and then answer one trivia question each day to enter to win the contest. All correct guesses will be randomly entered into the drawing. Fifteen winners will be awarded.</p> <p><b>SOCIAL PROMOTION</b> Twitter mention - 1 during the contesting period <b>Digital/Social Dates:</b> 1/19/2015 to 1/25/2015 <b>Digital Impressions:</b> 5,000</p>	<p><b>ROE Passes Needed:</b> 15 passes good for 2 people <b>Prize Packs Needed:</b> 15</p> <p><b>FIELD AGENCY CONTACT</b> David Cuzzo - Lead dcuzzo@alliedim.com P: 267-765-3711 C: 202-607-8192</p> <p><b>MS PROMO CONTACT</b> Christine Connallon</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	YES							
<p><b>PHILADELPHIA</b> <b>WOGL-FM 98.1</b> Classic Hits CBS Radio, Inc.</p> <p>Samantha Simon 215-238-2037 samantha.simon@cbsradio.com</p> <table border="1" data-bbox="110 1423 418 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> \$2,000.00 <b>MS Value:</b> \$1,978.95 <b>Impressions:</b> 178,400</p>	<b>On Air</b>	YES	<b>Digital</b>	NO	<b>Social</b>	NO	<p><b>Screening or ROE: Screening</b> <b>Tuesday Trivia</b> 4 Packs of tickets will be given out during WOGL's Morning Show: The Breakfast Club. <b>On Air Dates:</b> 1/19/2015 to 1/23/2015</p> <p><b>ON AIR MENTIONS</b> Breakfast Club will mention movie during AM Drive Giveaways <b>Mentions:</b> 8 <b>Mention Length:</b> :10</p>	<p><b>Screening Passes:</b> 16 ( 4-4 Packs) <b>Prize Packs Needed:</b> We can give out 15 additional pair at events if allowed.</p> <p><b>FIELD AGENCY CONTACT</b> David Cuzzo - Lead dcuzzo@alliedim.com P: 267-765-3711 C: 202-607-8192 DFarrell@alliedim.com</p> <p><b>MS PROMO CONTACT</b> Christine Connallon</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	NO							
<b>Social</b>	NO							



# LIONSGATE

## MORTDECAI RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>PHOENIX</b>  <b>KMXP-FM 96.9</b>            Hot AC            iHeartMedia, Inc.</p> <p>Heather Hammonds            602-374-6003            heatherhammonds@iheartmedia.com</p> <table border="1" data-bbox="110 737 418 831"> <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> \$3,500.00  <b>MS Value:</b> \$2,255.26  <b>Impressions:</b> 214,000</p>	<i>On Air</i>	YES	<i>Digital</i>	YES	<i>Social</i>	NO	<p><b>Screening or ROE: ROE</b>  <b>Mortdecai Web Contest</b>            KMXP will execute a 1 week online giveaway on the MIX 969 website. Listeners will be directed through recorded promos to log onto the station website and register for a pair of ROE passes to see Mortdecai.  <b>On Air Dates:</b> 1/12/2015 to 1/18/2015</p> <p><b>ON AIR MENTIONS</b>            Recorded promos to air M-Su, 6a-mid  <b>Mentions:</b> 10  <b>Mention Length:</b> :15</p> <p><b>DIGITAL PROMOTION</b>            Custom contest page that will include logo, link, graphics and copy points.</p> <p><b>Digital/Social Dates:</b> 1/12/2015 to 1/18/2015  <b>Digital Impressions:</b> 75,000</p>	<p><b>ROE Passes Needed:</b> 5 pair</p> <p><b>FIELD AGENCY CONTACT</b>            Alison Frost - Lead            alison@olsoncomm.com            P: 480-658-1693</p> <p><b>MS PROMO CONTACT</b>            Krystal Rehm</p> <p><b>STATUS: CONFIRMED</b></p>
<i>On Air</i>	YES							
<i>Digital</i>	YES							
<i>Social</i>	NO							
<p><b>PHOENIX</b>  <b>KYOT-FM 95.5</b>            Adult Hits            iHeartMedia, Inc.</p> <p>Carina Iannuzzi            602-374-6167            carinaianuzzi@iheartmedia.com</p> <table border="1" data-bbox="110 1251 418 1346"> <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><b>Station Value:</b>  <b>MS Value:</b> \$-  <b>Impressions:</b> -</p>	<i>On Air</i>	NO	<i>Digital</i>	NO	<i>Social</i>	NO	<p><b>Screening or ROE:</b></p>	<p><b>FIELD AGENCY CONTACT</b>            Alison Frost - Lead            alison@olsoncomm.com            P: 480-658-1693</p> <p><b>MS PROMO CONTACT</b>            Krystal Rehm</p> <p><b>STATUS: Station passed on promotion</b></p>
<i>On Air</i>	NO							
<i>Digital</i>	NO							
<i>Social</i>	NO							



# LIONSGATE

## MORTDECAI RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>SACRAMENTO-STOCKTON-MODESTO</b>  <b>KSEG-FM 96.9</b>            Classic Rock            Entercom</p> <p>Bryan Fox            916-334-7777            bfox@entercom.com</p> <table border="1" data-bbox="110 737 418 831"> <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> \$2,000.00  <b>MS Value:</b> \$2,902.83  <b>Impressions:</b> 143,950</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	YES	<p><b>Screening or ROE:</b> ROE  <b>Text-to-Win ROE Passes</b>            The station will give away 5 4-packs of tickets to the movie (w/ prize packs if available) the week of January 12th. Listeners will be given a keyword to text to our short code 45797. Promotional announcements about the contest will air during AM drive.  <b>On Air Dates:</b> 1/12/2015 to 1/19/2015</p> <p><b>ON AIR MENTIONS</b>            A brief description of the movie and contest details.  <b>Mentions:</b> 10  <b>Mention Length:</b> :30</p> <p><b>DIGITAL PROMOTION</b>            Website graphic on the home page.</p> <p><b>SOCIAL PROMOTION</b>            1 FB post regarding contest  <b>Digital/Social Dates:</b> 1/12/2015 to 1/19/2015  <b>Digital Impressions:</b> 31,950</p>	<p><b>ROE Passes Needed:</b> 20  <b>Prize Packs Needed:</b> 5</p> <p><b>FIELD AGENCY CONTACT</b>  <b>John Weaver - Lead</b>  <a href="mailto:john@jcweaver3pr.com">john@jcweaver3pr.com</a>  <b>P: 415-283-6091</b></p> <p><b>MS PROMO CONTACT</b>  <b>Krystal Rehm</b></p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	YES							
<p><b>SACRAMENTO-STOCKTON-MODESTO</b>  <b>KYMX-FM 96.1</b>            Adult Contemporary            CBS Radio, Inc.</p> <p>Ashley Morosky            916-923-6817            ashley.morosky@cbsradio.com</p> <table border="1" data-bbox="110 1310 418 1404"> <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> \$7,800.00  <b>MS Value:</b> \$1,803.16  <b>Impressions:</b> 200,000</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	YES	<p><b>Screening or ROE:</b> Screening  <b>Mortdecai Mix and Match</b>            The station will promote this film at various station events, having listeners play the "Mix and Match" memory game for a chance to win screening passes and promo items. The station will promote these events on air, and feature on their website, Facebook and twitter pages during the promotional period.  <b>On Air Dates:</b> 1/12/2015 to 1/22/2015</p> <p><b>ON AIR MENTIONS</b>            Recorded mentions  <b>Mentions:</b> 10  <b>Mention Length:</b> :10</p> <p><b>DIGITAL PROMOTION</b>            Inclusion on the contest page, the station will post information about the film (synopsis, release date, etc), as well as promote that they will be giving away screening passes to listeners. The station will then encourage listeners to tune into the station to find out where to win screening passes. They will also post about the upcoming event giveaways under the "events" section.</p> <p><b>SOCIAL PROMOTION</b>            Facebook and Twitter pages. On the day of the station event giveaways, the station will post about where to go to win screening passes.  <b>Digital/Social Dates:</b> 1/12/2015 to 1/22/2015  <b>Digital Impressions:</b> 109,000</p>	<p><b>Screening Passes:</b> 50 admit two  <b>Prize Packs Needed:</b> 10</p> <p><b>FIELD AGENCY CONTACT</b>  <b>John Weaver - Lead</b>  <a href="mailto:john@jcweaver3pr.com">john@jcweaver3pr.com</a>  <b>P: 415-283-6091</b></p> <p><b>MS PROMO CONTACT</b>  <b>Krystal Rehm</b></p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	YES							



# LIONSGATE

## MORTDECAI RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>SAN DIEGO</b>  <b>KGB-FM 101.5</b>            Classic Rock            iHeartMedia, Inc.</p> <p>Ashley O'Neil            858-522-5571            AshleyONeil@iheartmedia.com</p> <table border="1" data-bbox="110 739 418 829"> <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> \$8,500.00  <b>MS Value:</b> \$2,657.06  <b>Impressions:</b> 196,000</p>	<i>On Air</i>	YES	<i>Digital</i>	YES	<i>Social</i>	NO	<p><b>Screening or ROE: Screening</b>  <b>AM Drive Mortdecai Screening Giveaways</b>            KGB-FM will give away screening passes with Bob &amp; Coe in the Morning, Cope during midways with his lunch time prize pack, and on-site at various events.  <b>On Air Dates:</b> 1/12/2015 to 1/22/2015</p> <p><b>ON AIR MENTIONS</b>            Live mentions  <b>Mentions:</b> 25  <b>Mention Length:</b> :10</p> <p><b>DIGITAL PROMOTION</b>            Passes to be given away through KGB's online contest page</p> <p><b>Digital/Social Dates:</b> 1/12/2015 to 1/19/2015  <b>Digital Impressions:</b> 1,000</p>	<p><b>Screening Passes:</b> 50  <b>Prize Packs Needed:</b> 5</p> <p><b>FIELD AGENCY CONTACT</b>            Marisol Krutop - Back Up            mkrutop@alliedtha.com            P: 619-713-7243</p> <p><b>MS PROMO CONTACT</b>            Krystal Rehm</p> <p><b>STATUS: CONFIRMED</b></p>
<i>On Air</i>	YES							
<i>Digital</i>	YES							
<i>Social</i>	NO							
<p><b>SAN DIEGO</b>  <b>KMYI-FM 94.1</b>            Hot AC            iHeartMedia, Inc.</p> <p>Jean Arrollado            858-522-5577            JeanArrollado@clearchannel.com</p> <table border="1" data-bbox="110 1224 418 1314"> <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> \$18,550.00  <b>MS Value:</b> \$7,355.29  <b>Impressions:</b> 422,400</p>	<i>On Air</i>	YES	<i>Digital</i>	NO	<i>Social</i>	NO	<p><b>Screening or ROE: Screening</b>  <b>Mortdecai Screening Giveaways</b>            Star 941 would love to partner up with Lionsgate to help promote the screening of MORTDECAI. For eight days the station will run giveaways on all day-parts. Listeners will be able to call in and win a 4-pack of tickets to see the screening and the grand prize of a Mortdecai prize pack with a variety of swag.  <b>On Air Dates:</b> 1/12/2015 to 1/21/2015</p> <p><b>ON AIR MENTIONS</b>            Live mentions  <b>Mentions:</b> 48  <b>Mention Length:</b> :05, :15</p>	<p><b>Screening Passes:</b> 24 4-packs  <b>Prize Packs Needed:</b> 1</p> <p><b>FIELD AGENCY CONTACT</b>            Marisol Krutop - Back Up            mkrutop@alliedtha.com            P: 619-713-7243</p> <p><b>MS PROMO CONTACT</b>            Krystal Rehm</p> <p><b>STATUS: CONFIRMED</b></p>
<i>On Air</i>	YES							
<i>Digital</i>	NO							
<i>Social</i>	NO							





# LIONSGATE

## MORTDECAI RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>SAN FRANCISCO-OAK-SAN JOSE</b>  <b>KLLC-FM 97.3</b>            Hot AC            CBS Radio, Inc.</p> <p>Denise St. Louis; Rebecca Crosby            415-765-4137; 415-765-4038            StLouis@sfradio.cbs.com;            Rebecca.Crosby@cbsradio.com;</p> <table border="1" data-bbox="115 768 418 858"> <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>YES</td> </tr> </table> <p><b>Station Value:</b> \$25,000.00  <b>MS Value:</b> \$12,500.00  <b>Impressions:</b> 695,000</p>	<i>On Air</i>	YES	<i>Digital</i>	YES	<i>Social</i>	YES	<p><b>Screening or ROE: Screening</b>  <b>Movie Weekend and AM Drive Giveaways</b>            Alice's "Movie Weekend" with exclusive passes to the Mortdecai screening 1/10 - 1/11 and Mordecai movie pass giveaway in AM DRIVE with Alice's morning show hosts Sarah and Vinnie 1/12 - 1/16.  <b>On Air Dates:</b> 1/9/2015 to 1/16/2015</p> <p><b>ON AIR MENTIONS</b>            Dedicated Weekend: 35 produced programming spots. Morning Drive Giveaway: 15 live mentions  <b>Mentions:</b> 50  <b>Mention Length:</b> :10</p> <p><b>DIGITAL PROMOTION</b>            Inclusion on the contest page</p> <p><b>SOCIAL PROMOTION</b>            Inclusion on Alice's Instagram page. Station will also include info on movie release date etc. in two (2) station e-mail blasts.  <b>Digital/Social Dates:</b> 1/10/2015 to 1/16/2015</p>	<p><b>Screening Passes:</b> 25 pair</p> <p><b>FIELD AGENCY CONTACT</b>  <b>John Weaver - Lead</b>  <b>john@jcweaver3pr.com</b>  <b>P: 415-283-6091</b></p> <p><b>MS PROMO CONTACT</b>  <b>Krystal Rehm</b></p> <p><b>STATUS: CONFIRMED</b></p>
<i>On Air</i>	YES							
<i>Digital</i>	YES							
<i>Social</i>	YES							
<p><b>SAN FRANCISCO-OAK-SAN JOSE</b>  <b>KMVQ-FM 99.7</b>            CHR            CBS Radio, Inc.</p> <p>Carlos Pedraza            415-951-2352            carlos@997NOW.com</p> <table border="1" data-bbox="115 1310 418 1400"> <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>YES</td> </tr> </table> <p><b>Station Value:</b> \$43,000.00  <b>MS Value:</b> \$15,033.33  <b>Impressions:</b> 995,000</p>	<i>On Air</i>	YES	<i>Digital</i>	YES	<i>Social</i>	YES	<p><b>Screening or ROE: Screening</b>  <b>Mortdecai Screening Giveaways</b>            997 NOW will use the passes to award at station events + appearances within the promo window. KMVQ will also provide a Winning Weekend Sponsorship promoting the "IN THEATERS" date. Additionally, KMVQ will execute an on-line contest during the promotional period.  <b>On Air Dates:</b> 1/10/2015 to 1/20/2015</p> <p><b>ON AIR MENTIONS</b>            Weekend Sponsorship Promo Tag &amp; Pre-Recorded Promos  <b>Mentions:</b> 50  <b>Mention Length:</b> :05, :15</p> <p><b>DIGITAL PROMOTION</b>            Inclusion on the contest page</p> <p><b>SOCIAL PROMOTION</b>            Station will also include info on movie release date etc. in one (1) station e-mail blast + provide 2 social media posts supporting the On-Line ETW contest  <b>Digital/Social Dates:</b> 1/10/2015 to 1/20/2015  <b>Digital Impressions:</b> 45,000</p>	<p><b>Screening Passes:</b> 25 pair for online &amp; 100 Hard passes for the street level</p> <p><b>FIELD AGENCY CONTACT</b>  <b>John Weaver - Lead</b>  <b>john@jcweaver3pr.com</b>  <b>P: 415-283-6091</b></p> <p><b>MS PROMO CONTACT</b>  <b>Krystal Rehm</b></p> <p><b>STATUS: CONFIRMED</b></p>
<i>On Air</i>	YES							
<i>Digital</i>	YES							
<i>Social</i>	YES							



# LIONSGATE

## MORTDECAI RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>SAN FRANCISCO-OAK-SAN JOSE</b>  <b>KOIT-FM 96.5</b>            Adult Contemporary            Entercom</p> <p>Gerry Dove            415-546-8530            gdove@entercom.com</p> <table border="1" data-bbox="110 737 418 831"> <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> \$17,000.00  <b>MS Value:</b> \$3,692.65  <b>Impressions:</b> 360,000</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	YES	<p><b>Screening or ROE: ROE</b>  <b>Mortdecai Web Contest</b>            The station will set up an on-line contest at KOIT.com that would be promoted on-air and via an email blast to over 30,000 listeners. Passes will also be given away at various on-site events.  <b>On Air Dates:</b> 1/19/2015 to 1/23/2015</p> <p><b>ON AIR MENTIONS</b>            Recorded mentions  <b>Mentions:</b> 15  <b>Mention Length:</b> :15</p> <p><b>DIGITAL PROMOTION</b>            Inclusion on the contest page</p> <p><b>SOCIAL PROMOTION</b>            One tweet per day  <b>Digital/Social Dates:</b> 1/19/2015 to 1/23/2015  <b>Digital Impressions:</b> 7,500</p>	<p><b>ROE Passes Needed:</b> 25  <b>Prize Packs Needed:</b> 15-25</p> <p><b>FIELD AGENCY CONTACT</b>  <b>John Weaver - Lead</b>  <a href="mailto:john@jcweaver3pr.com">john@jcweaver3pr.com</a>  <b>P: 415-283-6091</b></p> <p><b>MS PROMO CONTACT</b>  <b>Krystal Rehm</b></p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	YES							
<p><b>SEATTLE-TACOMA</b>  <b>KIRO-FM 97.3</b>            News/Talk            Bonneville / KSL Broadcast Div.</p> <p>Stephanie Wheeler            425-417-4409            swheeler@bonneville.com</p> <table border="1" data-bbox="110 1276 418 1371"> <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> \$1,000.00  <b>MS Value:</b> \$6,109.00  <b>Impressions:</b> 750,900</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	YES	<p><b>Screening or ROE: Screening</b>  <b>Mortdecai Ticket Giveaway</b>            Listeners will call in to the Jason Rantz show to win the VIP passes to see Mortdecai. He will also direct listeners to mynorthwest.com to download a General Admission screening pass.  <b>On Air Dates:</b> 1/12/2015 to 1/16/2015</p> <p><b>ON AIR MENTIONS</b>            Promo spots for giveaway, Jason teasing giveaway on show, winner announcement each day  <b>Mentions:</b> 50  <b>Mention Length:</b> :10, :30</p> <p><b>DIGITAL PROMOTION</b>            Movie information included on event page as well as the ability to download a GA screening pass</p> <p><b>SOCIAL PROMOTION</b>            1 social media post from Jason Rantz  <b>Digital/Social Dates:</b> 1/12/2015 to 1/16/2015  <b>Digital Impressions:</b> 900</p>	<p><b>Screening Passes:</b> 10 VIP (and 100 GA)  <b>Prize Packs Needed:</b> 10</p> <p><b>FIELD AGENCY CONTACT</b>  <b>Sara Wainwright-Jahn – VP/Co-Lead</b>  <a href="mailto:sara@janetwainwright.com">sara@janetwainwright.com</a>  <b>C: 206-310-7276</b></p> <p><b>MS PROMO CONTACT</b>  <b>Krystal Rehm</b></p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	YES							



# LIONSGATE

## MORTDECAI RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>SEATTLE-TACOMA</b>  <b>KRWM-FM 106.9</b>            Adult Contemporary            Hubbard Radio</p> <p>Julie M. Judge            425-653-1004            jjudge@hbi.com</p> <table border="1" data-bbox="110 737 418 831"> <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> \$7,500.00  <b>MS Value:</b> \$4,966.67  <b>Impressions:</b> 678,000</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE: Screening</b>  <b>Mortdecai VIP Seats Promotion</b>            KRWM will execute a contest on-line the week of January 12th where listeners can enter to win VIP seats to the Mortdecai movie screening. Five winners would receive a pair of VIP tickets and the rest would win general admission tickets for the screening. If KRWM is allowed to be on-site for the screening, we could run a contest before the movie starts to find the best mustache in the house.</p> <p><b>On Air Dates:</b> 1/12/2015 to 1/18/2015</p> <p><b>ON AIR MENTIONS</b>            Exclusive promos for the contest  <b>Mentions:</b> 40  <b>Mention Length:</b> ;10, :30</p> <p><b>DIGITAL PROMOTION</b>            Station will post movie art, trailer link or embedded trailer on website</p> <p><b>Digital/Social Dates:</b> 1/12/2015 to 1/18/2015  <b>Digital Impressions:</b> 70,000</p>	<p><b>Screening Passes:</b> 10 VIP (and 100 GA)  <b>Prize Packs Needed:</b> 10</p> <p><b>FIELD AGENCY CONTACT</b>            Sara Wainwright-Jahn – VP/Co-Lead  <a href="mailto:sara@janetwainwright.com">sara@janetwainwright.com</a>            C: 206-310-7276</p> <p><b>MS PROMO CONTACT</b>            Krystal Rehm</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							
<p><b>TAMPA-ST. PETE</b>  <b>WDUV-FM 106.7</b>            Soft AC            Cox Media Group</p> <p>Meggie Castro            727-579-2244  <a href="mailto:meggie.castro@coxinc.com">meggie.castro@coxinc.com</a></p> <table border="1" data-bbox="110 1339 418 1434"> <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> \$5,000.00  <b>MS Value:</b> \$1,096.67  <b>Impressions:</b> 360,000</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE: Screening</b>  <b>Mortdecai Web Contest</b>            Station can provide a one week customized web contest the week of January 19th. Dedicated web contest includes:</p> <ul style="list-style-type: none"> <li>• Links to the Trailer, Facebook, Twitter, Teaser and Website</li> <li>• Copy</li> <li>• Logo and Images</li> <li>• (15) :15 on-air promotional spots running 12a-12a m-sun</li> </ul> <p><b>On Air Dates:</b> 1/14/2015 to 1/19/2015</p> <p><b>ON AIR MENTIONS</b>            On-air promos will drive listeners to the contest page to enter contest and view links, copy and logo.  <b>Mentions:</b> 15  <b>Mention Length:</b> :15</p> <p><b>DIGITAL PROMOTION</b>            Dedicated Web Contest includes:</p> <ul style="list-style-type: none"> <li>• Links to the trailer, FB, Twitter, Teaser, website</li> <li>• Copy</li> <li>• Logo and images</li> <li>• (15) :15 on-air promotional spots running 12a-12a M-Sun</li> </ul> <p><b>Digital/Social Dates:</b> 1/14/2015 to 1/19/2015  <b>Digital Impressions:</b> 3,000</p>	<p><b>Screening Passes:</b> 20  <b>Prize Packs Needed:</b> 20</p> <p><b>FIELD AGENCY CONTACT</b>            Craig Evans - Lead  <a href="mailto:cevens@alliedtha.com">cevens@alliedtha.com</a>            P: 954-200-8021            C: 305-582-2075</p> <p><b>MS PROMO CONTACT</b>            Christine Connallon</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							



# LIONSGATE

## MORTDECAI RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>TAMPA-ST. PETE</b> <b>WXGL-FM 107.3</b> Classic Hits Cox Media Group</p> <p>Meggie Castro 727-579-2244 meggie.castro@coxinc.com</p> <table border="1" data-bbox="110 737 418 829"> <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> \$1,159.41 <b>Impressions:</b> 156,000</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE: ROE</b> <b>Mortdecai Web Contest</b> Station can provide a one week customized web contest the week of January 19th. Dedicated web contest includes:</p> <ul style="list-style-type: none"> <li>• Links to the Trailer, Facebook, Twitter, Teaser and Website</li> <li>• Copy</li> <li>• Logo and Images</li> <li>• (15) :15 on-air promotional spots running 12a-12a m-sun</li> </ul> <p><b>On Air Dates:</b> 1/14/2015 to 1/19/2015</p> <p><b>ON AIR MENTIONS</b> On-air promos will drive listeners to the contest page to enter contest and view links, copy and logo. <b>Mentions:</b> 15 <b>Mention Length:</b> :15</p> <p><b>DIGITAL PROMOTION</b> Dedicated Web Contest includes:</p> <ul style="list-style-type: none"> <li>• Links to the trailer, FB, Twitter, Teaser, website</li> <li>• Copy</li> <li>• Logo and images</li> <li>• (15) :15 on-air promotional spots running 12a-12a M-Sun</li> </ul> <p><b>Digital/Social Dates:</b> 1/14/2015 to 1/19/2015 <b>Digital Impressions:</b> 3,000</p>	<p><b>ROE Passes Needed:</b> 20 <b>Prize Packs Needed:</b> 20</p> <p><b>FIELD AGENCY CONTACT</b> Craig Evans - Lead cevens@alliedtha.com P: 954-200-8021 C: 305-582-2075</p> <p><b>MS PROMO CONTACT</b> Christine Connallon</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							
<p><b>WASHINGTON, DC</b> <b>WASH-FM 97.1</b> Adult Contemporary iHeartMedia, Inc.</p> <p>Heather Wagner 240-747-2970 heatherwagner@iheartmedia.com</p> <table border="1" data-bbox="110 1480 418 1572"> <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> \$4,007.35 <b>Impressions:</b> 366,500</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE: Screening</b> <b>Mortdecai Web Contest</b> We will host a web contest online at 97.1 WASH-FM's website for 1 week, 1/12-1/18, to allow prize winners time to come in and pick up their prizes before the premiere. Will include 15x :15 second promo mentions Mon-Sun 6a-12a. <b>On Air Dates:</b> 1/12/2015 to 1/18/2015</p> <p><b>ON AIR MENTIONS</b> :15 second register to win promos <b>Mentions:</b> 15 <b>Mention Length:</b> :15</p> <p><b>DIGITAL PROMOTION</b> We will host a web contest online at 97.1 WASH-FM's website for 1 week, 1/12-1/18, to allow prize winners time to come in and pick up their prizes before the premiere. Will include 15x :15 second promo mentions Mon-Sun 6a-12a.</p> <p><b>Digital/Social Dates:</b> 1/12/2015 to 1/18/2015 <b>Digital Impressions:</b> 50,000</p>	<p><b>Screening Passes:</b> 50 Admit 2 passes</p> <p><b>FIELD AGENCY CONTACT</b> Mallory Wuhrer - Lead mwuhrer@alliedtha.com P: 202-742-8750 C: 203-260-0472</p> <p><b>MS PROMO CONTACT</b> Christine Connallon</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							



# LIONSGATE

## MORTDECAI RADIO PROMOTION SUMMARY



Station	Promotion	Provide						
<p><b>WASHINGTON, DC</b>  <b>WWDC-FM 101.1</b>            Modern Rock            iHeartMedia, Inc.</p> <p>Heather Wagner            240-747-2970            heatherwagner@iheartmedia.com</p> <table border="1" data-bbox="110 737 418 829"> <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> \$2,904.41  <b>Impressions:</b> 255,500</p>	<b>On Air</b>	YES	<b>Digital</b>	YES	<b>Social</b>	NO	<p><b>Screening or ROE:</b> Screening  <b>Mortdecai Web Contest</b>            We will host a web contest online at DC 101's website for 1 week, 1/12-1/18, to allow prize winners time to come in and pick up their prizes before the premiere. Will include 15x :15 second promo mentions Mon-Sun 6a-12a.  <b>On Air Dates:</b> 1/12/2015 to 1/18/2015</p> <p><b>ON AIR MENTIONS</b>            :15 second register to win promos  <b>Mentions:</b> 15  <b>Mention Length:</b> :15</p> <p><b>DIGITAL PROMOTION</b>            We will host a web contest online at DC 101's website for 1 week, 1/12-1/18, to allow prize winners time to come in and pick up their prizes before the premiere. Will include 15x :15 second promo mentions Mon-Sun 6a-12a.</p> <p><b>Digital/Social Dates:</b> 1/12/2015 to 1/18/2015  <b>Digital Impressions:</b> 50,000</p>	<p><b>Screening Passes:</b> 50 Admit 2 passes</p> <p><b>FIELD AGENCY CONTACT</b>            Mallory Wuhrer - Lead  <a href="mailto:mwuhrer@alliedtha.com">mwuhrer@alliedtha.com</a>  <b>P:</b> 202-742-8750  <b>C:</b> 203-260-0472</p> <p><b>MS PROMO CONTACT</b>            Christine Connallon</p> <p><b>STATUS: CONFIRMED</b></p>
<b>On Air</b>	YES							
<b>Digital</b>	YES							
<b>Social</b>	NO							