



Lionsgate
MORTDECAI
Radio Promtion Values

MARKET	STATION	Gross	Total # of Mentions	Broadcast Impressions	Estimated Digital		Total Impressions	Station Value	MS Value
					Impressions	Impressions			
ATLANTA	WSB-FM	\$4,420.00	0	0	124,717	124,717	\$1,500.00	\$1,247.17	
ATLANTA	WSRV-FM	\$3,270.00	20	330,000	2,500	332,500	\$9,500.00	\$3,467.11	
BOSTON (MANCHESTER)	WMJX-FM	\$6,150.00	30	654,000	9,000	663,000	\$14,750.00	\$10,942.94	
BOSTON (MANCHESTER)	WZLX-FM	\$5,245.00	20	346,000	0	346,000	\$7,500.00	\$6,556.25	
CHICAGO	WKSC-FM	\$6,670.00	10	286,000	24,465	310,465	\$10,000.00	\$3,755.18	
CHICAGO	WLIT-FM	\$3,275.00	10	331,000	37,721	368,721	\$10,000.00	\$2,100.89	
CHICAGO	WTMX-FM	\$9,425.00	5	160,500	6,500	167,000	\$9,000.00	\$1,950.00	
DALLAS-FT. WORTH	KHKS-FM	\$7,070.00	10	326,000	546,592	872,592	\$12,000.00	\$9,393.70	
DALLAS-FT. WORTH	KZPS-FM	\$3,325.00	30	522,000	143,469	665,469	\$19,000.00	\$7,302.34	
DENVER	KIMN-FM	\$1,795.00	20	152,000	50,000	202,000	\$2,500.00	\$2,611.76	
DENVER	KQMT-FM	\$1,930.00	15	162,000	6,000	168,000	\$2,500.00	\$1,762.94	
HOUSTON	KGLK-FM	\$2,620.00	15	378,000	500	378,500	\$1,000.00	\$2,073.42	
HOUSTON	KODA-FM	\$6,250.00	10	353,000	100,000	453,000	\$5,000.00	\$5,166.67	
LOS ANGELES	KBIG-FM	\$15,675.00	6	270,600	54,280	324,880	\$15,000.00	\$4,160.11	
LOS ANGELES	KCBS-FM	\$6,650.00	10	295,000	5,000	300,000	\$10,000.00	\$2,820.83	
LOS ANGELES	KIIS-FM	\$18,650.00	2	94,800	218,732	313,532	\$25,000.00	\$3,621.94	
LOS ANGELES	KROQ-FM	\$14,850.00	10	245,000	0	245,000	\$10,000.00	\$6,187.50	
MIAMI-FT. LAUDERDALE	WFEZ-FM	\$2,240.00	20	346,000	0	346,000	\$2,500.00	\$2,240.00	
MIAMI-FT. LAUDERDALE	WLYF-FM	\$3,060.00	21	497,700	4,000	501,700	\$11,250.00	\$3,100.00	
NEW YORK	WAXQ-FM	\$6,310.00	36	1,918,800	100,000	2,018,800	\$20,000.00	\$9,736.92	
NEW YORK	WCBS-FM	\$10,225.00	30	2,433,000	65,000	2,498,000	\$24,500.00	\$11,605.36	
NEW YORK	WLTW-FM	\$11,075.00	36	2,718,000	100,000	2,818,000	\$20,000.00	\$16,334.62	
ORLANDO-DAYTONA BEACH	WMGF-FM	\$1,560.00	30	210,000	2,500	212,500	\$4,000.00	\$2,777.94	
ORLANDO-DAYTONA BEACH	WOCL-FM	\$2,410.00	12	94,800	0	94,800	\$2,500.00	\$1,928.00	
PHILADELPHIA	WBEB-FM	\$5,075.00	10	290,000	5,000	295,000	\$7,000.00	\$2,721.05	
PHILADELPHIA	WOGL-FM	\$4,700.00	8	178,400	0	178,400	\$2,000.00	\$1,978.95	
PHOENIX	KMXP-FM	\$2,860.00	10	139,000	75,000	214,000	\$3,500.00	\$2,255.26	
PHOENIX	KYOT-FM	\$2,220.00	0	0	0	0	\$0.00	\$0.00	
SACRAMENTO-STOCKTON-MODESTO	KSEG-FM	\$3,875.00	10	112,000	31,950	143,950	\$2,000.00	\$2,902.83	
SACRAMENTO-STOCKTON-MODESTO	KYMX-FM	\$1,355.00	10	91,000	109,000	200,000	\$7,800.00	\$1,803.16	
SAN DIEGO	KGB-FM	\$1,800.00	25	195,000	1,000	196,000	\$8,500.00	\$2,657.06	
SAN DIEGO	KMYI-FM	\$2,605.00	48	422,400	0	422,400	\$18,550.00	\$7,355.29	
SAN FRANCISCO-OAK-SAN JOSE	KLLC-FM	\$3,750.00	50	695,000	0	695,000	\$25,000.00	\$12,500.00	
SAN FRANCISCO-OAK-SAN JOSE	KMVQ-FM	\$4,375.00	50	950,000	45,000	995,000	\$43,000.00	\$15,033.33	
SAN FRANCISCO-OAK-SAN JOSE	KOIT-FM	\$4,100.00	15	352,500	7,500	360,000	\$17,000.00	\$3,692.65	
SEATTLE-TACOMA	KIRO-FM	\$1,830.00	50	750,000	900	750,900	\$1,000.00	\$6,109.00	
SEATTLE-TACOMA	KRWM-FM	\$1,600.00	40	608,000	70,000	678,000	\$7,500.00	\$4,966.67	
TAMPA-ST. PETE	WDUV-FM	\$1,280.00	15	357,000	3,000	360,000	\$5,000.00	\$1,096.67	
TAMPA-ST. PETE	WXGL-FM	\$1,280.00	15	153,000	3,000	156,000	\$4,000.00	\$1,159.41	
WASHINGTON, DC	WASH-FM	\$3,975.00	15	316,500	50,000	366,500	\$20,000.00	\$4,007.35	
WASHINGTON, DC	WWDC-FM	\$2,725.00	15	205,500	50,000	255,500	\$20,000.00	\$2,904.41	
23 Markets	41	\$203,555.00	794	18,939,500	2,052,326	20,991,826	\$440,850.00	\$195,986.68	

ROI: 217% 96%