



**PULLING STRINGS
RADIO PROMOTION SUMMARY**



Station	Promotion	Provide
<p>Austin, TX KHFI-FM 96.7 CHR Danne Raesz 512-684-7300 danneraesz@clearchannel.com ; belindavillareal@clearchannel.com ; 3601 S Congress Ave Bldg F Austin, TX 78704-7280</p> <p>Clear Channel Media & Entertainment</p> <p>Glmps: 111,000 VALUE: \$1,366.67</p>	<p>Get a Visa Listeners will be directed to 967kissfm.com where they will watch a trailer for Pulling Strings. They will then answer questions (provided by Pantelion) to be registered to win a \$500 gift card 9/30/2013 to 10/4/2013</p> <p>Mentions: Mentions directing listners to website to watch trailer # Mentions: 10 10 x :15</p> <p>DIGITAL ELEMENTS Embedded trailer posted and daily quiz about trailer to win URL: 967kissfm.com Digital Media Dates: 9/30/2013 to 10/4/2013 Digital IMPs (est): 5000</p>	<p># \$100 VISA Cards: 5</p> <p>DIGITAL ASSETS NEEDED Logo, Embedable Trailer Due Date: 9/28/2013</p>
<p>Austin, TX KLZT-FM 107.1 Regional Mexican Ashley Ryan 512-832-4000 aryan@emmisaustin.com 8309 N Interstate 35 Austin, TX 78753-5720</p> <p>Emmis Communications Corp.</p> <p>Glmps: 211,500 VALUE: \$2,374.69</p>	<p>Pulling Strings - Get a Visa KLZT & Latino post a link to the Pulling Strings trailer on Facebook. Station jocks will ask a question that can be answered by watching the trailer. First person to answer correctly gets a VISA. 9/23/2013 to 9/27/2013</p> <p>Mentions: Jock will mention movie trailer on Facebook or website, and tell listeners to check it out for a chance to win via trivia # Mentions: 30 30 x :15</p> <p>URL: 1071LaZ.com & Latino1027.com Social Media: One social media post featuring trailer on each station Digital Media Dates: 9/23/2013 to 9/27/2013 Digital IMPs (est): 4,500</p>	<p># \$100 VISA Cards: 10</p> <p>DIGITAL ASSETS NEEDED 300x250 tile ad Due Date: 9/20/2013 Webmaster: Mikela Floyd 512.832.4083 mfloyd@emmisaustin.com</p>
<p>Bakersfield, CA KISV-FM 94.1 Rhythmic-CHR Tony Manes 661-328-1410 tmanes@americangeneralmedia.com 1400 Easton Dr Ste 144 Bakersfield, CA 93309-9404</p> <p>American General Media</p> <p>Glmps: 252,000 VALUE: \$998.18</p>	<p>Pulling Strings for a \$100 VISA Card For one-week, September 30-October 4, listeners will be urged to listen for the "Pulling Strings" (Mariachi Music) which will air between 7:00am-7:00pm. The 15th caller wins a \$100 VISA card. KISV will publicize the giveaway, and "Pulling Strings", through live promos, contest episodes & email blast to 3,000 members of the "VIP Hit Club" 9/30/2013 to 10/4/2013</p> <p>Mentions: Live :30 promos & contest episodes. # Mentions: 30 30 x :30</p> <p>URL: www.hot941.com Social Media: Facebook Posts Digital Media Dates: 9/30/2013 to 10/4/2013 Digital IMPs (est): 3,000</p>	<p># \$100 VISA Cards: 5</p> <p>Mariachi Costs: \$200.00</p> <p>Webmaster: Tony Manes 661-328-1410 tmanes@americangeneralmedia.com</p>



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<p>Bakersfield, CA KIWI-FM 102.9 Regional Mexican Isabel Eggert 661-327-9711 ieggert@lotusbakersfield.com 5100 Commerce Dr Bakersfield, CA 93309-0684</p> <p><i>Lotus Communications Corp.</i></p> <p>Glmps: 466,500 VALUE: \$2,113.04</p>	<p>Mariachi Serenade Attack Listeners call in a request "Pulling String Mariachi Attack" on a co-worker or love interest. The radio station sends a Mariachi & a camera to the location and records as the Mariachi sings in front of the entire office to post on the station website and facebook. Station is also tying in with Reading Cinemas in Bakersfield to give away movie passes. The theater will have a Mariachi band (Mariachi Juvenil Oro Y Plata) lined up to play in the lobby. 9/28/2013 to 10/4/2013</p> <p>Mentions: "Do you want to profess your love to someone?" be the 10th call for a change to do it with a Mariachi serenade attack! # Mentions: 65 30 x :30 25 x :15 10 x :10</p> <p>DIGITAL ELEMENTS Web banner starting 9/27 URL: www.radiolobo.com Social Media: 3 facebook posts Digital Media Dates: 9/27/2013 to 10/4/2013 Digital IMPs (est): 5,000</p>	<p># \$100 VISA Cards: 5 Mariachi Costs: \$600.00 Other Needs / Comments: Art work for website and facebook</p> <p>DIGITAL ASSETS NEEDED none Webmaster: Isabel Eggert 661-327-9711 ieggert@lotusbakersfield.com</p>
<p>Chicago, IL WBBM-FM 96.3 Rhythmic-CHR Steve Hardey 312-861-9600 shardey@b96.com 180 N Stetson Ave Ste 963 Chicago, IL 60601-6712</p> <p><i>CBS Radio, Inc.</i></p> <p>Glmps: 264,000 VALUE: \$2,326.47</p>	<p>Get a VISA The contest will live on the Contest Page of the station website, b96.com. Commercials will run telling listeners to watch the trailer and answer questions to win VISA gift cards. 9/27/2013 to 10/4/2013</p> <p>Mentions: Promos driving entry in the contest # Mentions: 10 10 x :15</p> <p>DIGITAL ELEMENTS Trailer Embedded, listeners view and answer questions to win a VISA. URL: www.b96.com Digital Media Dates: 9/27/2013 to 10/4/2013 Digital IMPs (est): 15,000</p>	<p># \$100 VISA Cards: 5 Other Needs / Comments: link to movie trailer</p> <p>DIGITAL ASSETS NEEDED movie image or press photo Due Date: 9/18/2013</p>



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<p>Chicago, IL WNUA-FM 95.5 Regional Mexican Marcela Saldaña 312-540-2000 marcelasaldana@clearchannel.com 233 N Michigan Ave Ste 2800 Chicago, IL 60601-5704</p> <p>Clear Channel Media & Entertainment</p> <p>Glmps: 176,000 VALUE: \$1,331.25</p>	<p>Get a VISA! Contest page where listeners can watch the trailer, answers some questions and register to win a \$100 VISA Gift Card! 24 hours after prizing is in-house to 10/4/2013</p> <p>Mentions: Promos driving entry in the contest # Mentions: 10 10 x :15</p> <p>DIGITAL ELEMENTS Contest page with movie poster and trailer, e-blast inclusion on 10/2 URL: www.955elpatron.com Social Media: Facebook & Twitter (one post on each platform) Digital Media Dates: 24 hours after prizing is in-house to 10/4/2013 Digital IMPs (est): 5,000</p>	<p># \$100 VISA Cards: 5</p> <p>DIGITAL ASSETS NEEDED movie poster, trailer and possible questions on the trailer that you would like to see used Due Date: 9/24/2013 Webmaster: Marcela Saldaña 312-540-2402 marcelasaldana@clearchannel.com</p>
<p>Chicago, IL WPPN-FM 106.7 Spanish Hits Eduardo Gutierrez 312-981-1800 edgutierrez@univisionradio.com 625 N Michigan Ave Ste 300 Chicago, IL 60611-3110</p> <p>Univision/Broadcasting Media Partners</p> <p>Glmps: 265,000 VALUE: \$2,120.00</p>	<p>El Mas Mariachi Singing Contest WPPN DJs will invite Pasion's audience and aspiring ranchera singers to attend local restaurant's "Noche de Mariachi" where they can perform with a live Mariachi. (5) best singers will be selected via audience applause and awarded \$100 giftcards. Event will be hosted by WPPN personality Vicky Aguilera who will also invite people to coming out during event with live remote cut-ins. 9/26/2013 to 10/4/2013</p> <p>Mentions: e.g. Traffic Driving Promos inviting aspiring singers to attend "Noche de Mariachi" for a chance to win \$100 - brought to you by Pulling Strings new movie from Pantelion Films featuring Jaime Camil. # Mentions: 15 15 x :15</p> <p>DIGITAL ELEMENTS Blog Posting URL: pasionchicago.univision.com Social Media: 3x postings on Pasion's Facebook page Digital Media Dates: 9/26/2013 to 10/14/2013 Digital IMPs (est): 25,000</p>	<p># \$100 VISA Cards: 5 Mariachi Costs: \$600.00</p> <p>DIGITAL ASSETS NEEDED Film artwork (high res jpg/eps) Due Date: 9/23/2013 Webmaster: Erick Ramirez edgutierrez@univisionradio.com</p>



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<p>Dallas-Ft. Worth, TX KHKS-FM 106.1 CHR Krista Gern 214-866-8000 KristaGern@clearchannel.com 14001 Dallas Pkwy Ste 300 Dallas, TX 75240-7369</p> <p>Clear Channel Media & Entertainment</p> <p>Glmps: 356,000 VALUE: \$4,532.27</p>	<p>Mariachi Bombard Online contest where listeners submit a story to have a mariachi bombard. We will have to get a winner, coordinate, and then can send an intern with a camera to film. Winner gets \$500 visa gift card and the mariachi raid.</p> <p>9/30/2013 to 10/4/2013</p> <p>Mentions: :15 spots directing listeners to the website to enter their story. # Mentions: 10 10 x :15</p> <p>URL: www.1061kissfm.com Social Media: Station will post the winning Mariachi Bombard on the stations facebook page. Digital Media Dates: 9/30/2013 to 10/6/2013 Digital IMPs (est): 18,000</p>	<p># \$100 VISA Cards: 5 Mariachi Costs: \$200.00</p> <p>DIGITAL ASSETS NEEDED 200x200 Due Date: 9/23/2013 Webmaster: Nicole Goggans 214-866-8064 NicoleGoggans@ClearChannel.com</p>
<p>Dallas-Ft. Worth, TX KLNO-FM 94.1 Regional Mexican Karem Hocking 214-525-0400 khocking@univisionradio.com 7700 John W Carpenter Fwy Dallas, TX 75247-4829</p> <p>Univision/Broadcasting Media Partners</p> <p>Glmps: 1,346,915 VALUE: \$17,459.63</p>	<p>"Que Buena Serenata" (taking from the stations name "La Que Buena") La Que Buena will post the trailers of "Pulling Strings" on Facebook and Twitter and ask our listeners to follow a link for a chance to register to win "The Great Serenade". The Link will ask for their name, number and email address of the person nominating and also the question, "Why do you want your nominee to win the serenade?" Station will choose a nominator each day to win a \$100 gift card, (first winner on Tuesday in order to have several to chose from). Friday a winner will be announced and the nominator and nominee will both win the \$100 gift card, and the nominee will win the Serenade!! Radio personality will be on site during the serenade (maybe even join in on one of the songs) and someone will be there to record the event and upload to our Social Media!!</p> <p>9/30/2013 to 10/4/2013</p> <p>Mentions: 10x :30 Pre-promote prior to Sept 30th start "listen for your chance to win" # Mentions: 50 10 x :30 15 x :15 20 x :10 5 x :05</p> <p>DIGITAL ELEMENTS Information on Promotion for the "Que Buena Serenata" will be featured on station website as a blog with link to registration page URL: http://laquebuena941.univision.com/ Social Media: Social media postings on KLNO Facebook and Twitter 1x per day as well as on DJ Pages Digital Media Dates: 9/30/2013 to 10/3/2013 Digital IMPs (est): 226,915</p>	<p># \$100 VISA Cards: 5 Mariachi Costs: \$700.00</p> <p>Webmaster: Karem Hocking 214-525-0436 khocking@univisionradio.com</p>



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<p>Dallas-Ft. Worth, TX KNOR-FM 93.7 Regional Mexican Mark Guion 972-652-2900 mguion@lbimedia.com 2410 Gateway Dr Irving, TX 75063-2727</p> <p>Liberman Broadcasting, Inc.</p> <p>Glmps: 131,000 VALUE: \$1,951.56</p>	<p>Get a Visa Get A Visa! Listeners will be directed to our station FB page where we will have a trailer from the movie posted. We will ask listeners to be the nth caller with information from the trailer to call in for their chance to win a \$100 Visa Card. 9/23/2013 to 9/27/2013</p> <p>Mentions: Promos driving entry in the contest # Mentions: 10 5 x :30 5 x :15</p> <p>URL: http://larazadallas.estrellatv.com/ Social Media: Facebook like and link to movie trailer (to be supplied by advertiser) Digital Media Dates: 9/23/2013 to 9/27/2013 Digital IMPs (est): 10,000</p>	<p># \$100 VISA Cards: 5</p> <p>DIGITAL ASSETS NEEDED Link to trailer Due Date: 9/19/2013 Webmaster: Mark Guion 972-652-2129 mguion@lbimedia.com</p>
<p>Denver-Boulder, CO KPTT-FM 95.7 Rhythmic-CHR Edie Iwata 303-713-8000 edieiwata@clearchannel.com 4695 S Monaco St Denver, CO 80237-3525</p> <p>Clear Channel Media & Entertainment</p> <p>Glmps: 566,600 VALUE: \$4,788.20</p>	<p>Get A Visa Party's PM Host, Deuce, will post the Trailer for Plling Strings on his webpage and will ask listeners questions they can only answer by watching the trailer. The correct answer will get them the \$100 Visa. Pulling Strings will also be mentioned in our Party Prize Vault recorded mentions. 9/30/2013 to 10/4/2013</p> <p>Mentions: 42 recorded 10 seconds and 15 live 15 sec mentions # Mentions: 57 15 x :15 42 x :10</p> <p>DIGITAL ELEMENTS link for Trailer on Deuce's webpage URL: www.957thparty.com Digital Media Dates: 9/30/2013 to 10/4/2013 Digital IMPs (est): 8,000</p>	<p># \$100 VISA Cards: 5</p> <p>Other Needs / Comments: Copy for giveaways---need prizes in-house with copy by 9/24</p> <p>Due Date: 9/24/2013 Webmaster: Edie Iwata 303-713-8570 edieiwata@clearchannel.com</p>



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<p>Denver-Boulder, CO KXPX-FM 96.5 Regional Mexican Sheryl Personett 303-832-0050 spersonett@entravision.com 1907 Mile High Stadium West Cir Denver, CO 80204-1908</p> <p>Entravision Communications Corp.</p> <p>Glmps: 229,500 VALUE: \$1,697.08</p>	<p>Mariachi Serenade Listeners are invited to visit our website to nominate their friend to be serenaded by a local mariachi band. A winner will be selected at random with the serenade recorded and posted on the stations facebook page. 9/25/2013 to 10/1/2013</p> <p>Mentions: Promos driving entry in the contest # Mentions: 25 25 x :60</p> <p>DIGITAL ELEMENTS Home Page Banner, link on promotions page, streaming radio spots URL: www.965tricolor.com Social Media: Video of Mariachi on Station Facebook Page Digital Media Dates: 9/25/2013 to 10/1/2013 Digital IMPs (est): 2,000</p>	<p># \$100 VISA Cards: 3 Mariachi Costs: \$1,200.00</p> <p>DIGITAL ASSETS NEEDED Any Artwork would be helpful. Due Date: 9/23/2013 Webmaster: Jacob Paulsen 3033186211 jpaulsen@entravision.com</p>
<p>El Paso, TX KPRR-FM 102.1 Rhythmic-CHR Chris Lucy 915-351-5400 chrislucy@clearchannel.com 4045 N Mesa St El Paso, TX 79902-1526</p> <p>Clear Channel Media & Entertainment</p> <p>Glmps: 418,576 VALUE: \$1,203.65</p>	<p>Get a Visa KPRR FM will post a link to the Pulling Strings trailer on the front page of www.kprrr.com. Each morning the KPRR FM Morning Show will ask a question that can be answered by watching the trailer on line. The first caller with the correct answer will receive a \$100.00 Visa Gift Card (provided by Mindshare). 9/30/2013 to 10/4/2013</p> <p>Mentions: Live and recorded liners and mentions # Mentions: 40 20 x :15 10 x :10 10 x :05</p> <p>DIGITAL ELEMENTS One week (670 X 340) exposure on www.kprrr.com home page in dynamic lead (100% SOV). One 300 X 250 banner Ad on www.kprrr.com contest page URL: www.kprrr.com Social Media: 1 Twitter Update to promote the give Away Digital Media Dates: 9/30/2013 to 10/4/2013 Digital IMPs (est): 14,576</p>	<p># \$100 VISA Cards: 5</p> <p>DIGITAL ASSETS NEEDED One 300X 250 Banner Ad and one 670X340 Banner Ad Due Date: 9/27/2013 Webmaster: Raul Figueroa 915-351-5419 raulfigueroa@clearchannel.com</p>



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<p>El Paso, TX KYSE-FM 94.7 Regional Mexican Lucy Galnares 915-581-1126 mgalnares@entravision.com 5426 N Mesa St El Paso, TX 79912-5421</p> <p>Entravision Communications Corp.</p> <p>Gimps: 232,900 VALUE: \$1,237.63</p>	<p>Palancas (Pulling Strings) KYSE FM will run a promo urging the listeners to pair up with their all time partner in crime & serenade "El Gato" on our general voicemail, the listener that best serenades El Gato, will win a family four pack for for the Mariachi Festival in November, and the other prizes given by Pantalion films. 9/25/2013 to 10/3/2013</p> <p>Mentions: Mentions directing listners to partipate in Pulling Strings contest # Mentions: 72 80 x :30 72 x :10</p> <p>URL: www.elgato947.com Social Media: 2 Facebook Blasts Digital Media Dates: 9/25/2013 to 10/3/2013 Digital IMPs (est): 2,500</p>	<p># \$100 VISA Cards: 5</p>
<p>El Paso, TX XHNZ-FM 107.5 Regional Mexican Victor Apodaca 915-542-2969 victor@southernradioinc.com 2100 Trawood Dr El Paso, TX 79935-3301</p> <p>Grupo Radio Mexico</p> <p>Gimps: 42,000 VALUE: \$152.43</p>	<p>Get a visa Station will give away Visa gift cards on air, courtesy of Pantelion and Pulling Strings 9/30/2013 to 10/4/2013</p> <p>Mentions: Live and recorded liners and mentions # Mentions: 10 10 x :15</p>	<p># \$100 VISA Cards: 5</p>



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<p>Fresno, CA KBOS-FM 94.9 Rhythmic-CHR Sonam Patel 559-230-4300 sonampatel@clearchannel.com 83 E Shaw Ave Ste 150 Fresno, CA 93710-7622</p> <p>Clear Channel Media & Entertainment</p> <p>Glmps: 130,570 VALUE: \$719.63</p>	<p>Pulling Strings WEB VIP contest: Email a link of the movie trailer via our weekly email blast to KBOS listener database (=28,570 listeners). Database members will have an opportunity to win \$500 VISA gift card (combining all of the gift cards), courtesy of Pantelion Films and "Pulling Strings" 9/27/2013 to 10/4/2013</p> <p>Mentions: 5 live mentions on-air the week of directing listeners to sign up for VIP club if they haven't already done so # Mentions: 10 5 x :15</p> <p>DIGITAL ELEMENTS VIP Web contest/promotion, will be featured on B95 e-blast URL: b95forlife.com Social Media: Link to the movie trailer will be posted on the B95 Twitter and Facebook page Digital Media Dates: 9/27/2013 to 10/4/2013 Digital IMPs (est): 28,570</p>	<p># \$100 VISA Cards: 5</p> <p>DIGITAL ASSETS NEEDED 670x339 pt. (72DPI) Due Date: as soon as possible Webmaster: Derek Logan 559-824-6358 dereklogan@clearchannel.com</p>
<p>Fresno, CA KLLE-FM 107.9 Spanish Urban Brandie Carpenter 559-430-8500 bcarpenter@univisionradio.com 601 W Univision Plz Fresno, CA 93704-1092</p> <p>Univision/Broadcasting Media Partners</p> <p>Glmps: 139,300 VALUE: \$1,004.86</p>	<p>Pulling Strings Serenata Tarde KLLF listeners will be invited to find Kalle's street team around the valley for 1 week at van hits for their chance to win prizes and to enter to win a Mariachi Serenade Attack on someone they know. On that Friday, a winner will be chosen that morning in the PM Drive on-air and our station promotional technicians will join the winner to surprise the person to receive the serenading. 9/30/2013 to 10/4/2013</p> <p>Mentions: Promos driving entry in the contest # Mentions: 42 2 x :60 20 x :30 20 x :15</p> <p>DIGITAL ELEMENTS 2x total Email blasts and Facebook promotion via WildFire URL: http://lakalle1079.univision.com/ Social Media: Facebook posts and Twitter updates. 2x max/week/social media Digital Media Dates: 9/30/2013 to 10/4/2013 Digital IMPs (est): 4,900</p>	<p># \$100 VISA Cards: 5 Mariachi Costs: \$200.00 Other Needs / Comments: approved copy points about movie</p> <p>DIGITAL ASSETS NEEDED approved jpg or png logo to post on social media posts. Flyer or image of movie is welcome too for email blasts Due Date: 9/26/2013 Webmaster: BRANDIE CARPENTER 559-430-8523 bcarpenter@univisionradio.com</p>



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<p>Fresno, CA KOND-FM 92.1 Regional Mexican Brandie Carpenter 559-430-8500 bcarpenter@univisionradio.com 601 W Univision Plz Fresno, CA 93704-1092</p> <p>Univision/Broadcasting Media Partners</p> <p>Glmps: 245,400 VALUE: \$1,497.69</p>	<p>Pulling Strings Serenata Matutina KOND listeners will be invited to find Que Onda's street team around the valley for 1 week at van hits for their chance to win prizes and to enter to win a Mariachi Serenade Attack on someone they know. On that Friday, a winner will be chosen that morning in the AM Drive on-air and our station promotional technicians will join the winner to surprise the person to receive the serenading. 9/30/2013 to 10/4/2013</p> <p>Mentions: 2x :60 winner announcements in the winning hour. 20x :30 promos for promotion. 20x ;15 teaser promos to air Mon-Tue # Mentions: 42 2 x :60 20 x :30 20 x :15</p> <p>DIGITAL ELEMENTS 2x total Email blasts and Facebook promotion via WildFire URL: http://queonda921.univision.com/ Social Media: Facebook posts and Twitter updates. 2x max/week/social media Digital Media Dates: 9/30/2013 to 10/4/2013 Digital IMPs (est): 6,000</p>	<p># \$100 VISA Cards: 5 Mariachi Costs: \$200.00 Other Needs / Comments: approved copy points about movie</p> <p>DIGITAL ASSETS NEEDED approved jpg or png logo to post on social media posts. Flyer or image of movie is welcome too for email blasts Due Date: 9/26/2013 Webmaster: Brandie Carpenter 559-430-8523 bcarpenter@univisionradio.com</p>
<p>McAllen-Brownsville-Harlingen, TX KBFM-FM Rhythmic-CHR 956-973-9202 901 E Pike Blvd Weslaco, TX 78596-4937</p> <p>Clear Channel Media & Entertainment</p> <p>Glmps: - VALUE: \$-</p>	<p># Mentions: 0</p>	



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<p>McAllen-Brownsville- Harlingen, TX KGBT-FM 98.5 Regional Mexican Cesar Chapa 956-631-5499 cchapa@univisionradio.com 200 S 10th St Ste 600 McAllen, TX 78501-4869</p> <p>Univision/Broadcasting Media Partners</p> <p>Glmps: 440,000 VALUE: \$1,362.50</p>	<p>Mariachi Attack for "Pulling Strings" People will have to stay tune to listen to our station KGBT FM and whenever a Mariachi yield airs, they will have the opportunity to register to win a "Mariachi attack" for their friend or love. 9/23/2013 to 10/2/2013</p> <p>Mentions: Hayyyyyyyyy yayayaya (Mariachi sings or yields) This is the moment you have to call in if you want to give a Mariachi attack to your love or your best friend!! Register to win now!! # Mentions: 30 30 x :15</p> <p>DIGITAL ELEMENTS 3 Daily posts through our KGBT 98.5 Facebook, promoting the movie and the on air promotion.. URL: http://kGBT985.univision.com/ Digital Media Dates: 9/23/2013 to 10/2/2013 Digital IMPs (est): 5,000</p>	<p># \$100 VISA Cards: 5 Mariachi Costs: \$600.00</p>
<p>McAllen-Brownsville- Harlingen, TX XHRR-FM 102.5 Regional Mexican Irene Gamboa 956-992-8895 igamboa@rcommunications.com 1201 N Jackson Rd Ste 900 McAllen, TX 78501-5764</p> <p>Romeo Flores S.</p> <p>Glmps: 200,400 VALUE: \$1,091.50</p>	<p>Pulling Strings Listeners will be asked to register online for a chance to win a \$100 VISA gift card. Listeners will register by answering the question "What song would you use to serenade your loved one?". Each day M-F (9/30-10/4), a random winner will be selected and announced on the air. 9/27/2013 to 10/4/2013</p> <p>Mentions: Live Mentions # Mentions: 25 25 x :15</p> <p>DIGITAL ELEMENTS Promotional banner to contest/registration page. Link to movie website/trailer on contest registration page. URL: www.clublaley1025.com Social Media: 1 FB post w/link to station contest page. Digital Media Dates: 9/27/2013 to 10/4/2013 Digital IMPs (est): 2,900</p>	<p># \$100 VISA Cards: 5 Other Needs / Comments: movie promotional items, i.e t-shirts, posters...etc, these will be given away during station remotes and/or van hits</p> <p>DIGITAL ASSETS NEEDED web ready artwork and link to movie website or trailer Due Date: 9/25/2013 Webmaster: Jag 956-992-8895 jag@rcommunications.com</p>



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<p>Houston-Galveston, TX KKHH-FM 95.7 CHR Tandy Ingro 713-881-5100 tandy.ingro@cbsradio.com 24 Greenway Plz Ste 1900 Houston, TX 77046-2428</p> <p>CBS Radio, Inc.</p> <p>Glmps: 154,000 VALUE: \$852.63</p>	<p>Promo mentions Station will run promotional announcements telling listeners to see "Pulling Strings" on Friday October 4th at theaters everywhere. 9/30/2013 to 10/4/2013</p> <p>Mentions: On air mentions in support of the launch # Mentions: 10 10 x :15</p>	
<p>Houston-Galveston, TX KLOL-FM 101.1 Spanish Hits Tandy Ingro 713-881-5100 tandy.ingro@cbsradio.com 24 Greenway Plz Ste 1900 Houston, TX 77046-2428</p> <p>CBS Radio, Inc.</p> <p>Glmps: 444,000 VALUE: \$4,318.93</p>	<p>Mariachi Serenade Attack Evening Personality Geraldo Pitchardo will ask (2) listeners to call in and nominate their "Pulling Strings Mariachi Attack". We will have a mariachi band come into the studio and sing over the phone. We will take pictures and award (2) winners prizes. We will use the \$200 plus \$100 Visa card for the Mariachi's (they run at least \$300). We will do this on Thursday 10/4. We will run promos week prior. 9/30/2013 to 10/4/2013</p> <p>Mentions: Promos driving entry in the contest # Mentions: 30 15 x :30 15 x :15</p> <p>URL: http://www.rock101klol.com/ Social Media: We will post pictures on Facebook of the mariachis in studio Digital Media Dates: 9/30/2013 to 10/4/2013 Digital IMPs (est): 6,000</p>	<p># \$100 VISA Cards: 5 Mariachi Costs: \$200.00 Other Needs / Comments: Copy Points</p> <p>Webmaster: Tandy Ingro 713-881-5205 tandy.ingro@cbsradio.com</p>
<p>Houston-Galveston, TX KLTN-FM 102.9 Regional Mexican Heriverto Lopez 713-965-2400 herivertolopez@univisionradio.com 5100 Southwest Fwy Houston, TX 77056-7308</p> <p>Univision/Broadcasting Media Partners</p> <p>Glmps: 314,000 VALUE: \$2,995.52</p>	<p>El Mariachi Te Ataca Con Serenata Listeners will register on-line during the week and one winner would be selected at the end of the flight for the Mariachi Attack! 9/30/2013 to 10/4/2013</p> <p># Mentions: 10 10 x :10</p> <p>DIGITAL ELEMENTS Banners, logos, graphics 599x395 (horizontal) or 409x611 (vertical) URL: www.estereolatino1029.com Social Media: 2 social media postings on KLTN's Facebook and Twitter. One posting in the beginning of the promotion and one at the end week. (pending approval) Digital Media Dates: 9/30/2013 to 10/4/2013 Digital IMPs (est): 3,000</p>	<p># \$100 VISA Cards: 2 Mariachi Costs: \$600.00</p> <p>DIGITAL ASSETS NEEDED Banners, logos, graphics 599x395 (horizontal) or 409x611 (vertical) Due Date: 9/23/2013 Webmaster: JUAN CORREA 713-965-2532 juancorrea@univisionradio.com</p>



**PULLING STRINGS
RADIO PROMOTION SUMMARY**

Station	Promotion	Provide
<p>Las Vegas, NV KISF-FM 103.5 Regional Mexican Laura Stewart 702-284-6400 lstewart@univisionradio.com 6767 W Tropicana Ave Ste 102 Las Vegas, NV 89103-4755</p> <p>Univision/Broadcasting Media Partners</p> <p>Glmps: 56,800 VALUE: \$800.22</p>	<p>Get a Visa We will post the movie trailer on our Station Facebook with movie image/picture and run 10 - 30 sec promos to invite our listeners to watch the trailer and answer simple questions to win \$100.00 gift card. 9/23/2013 to 10/3/2013</p> <p>Mentions: Promos driving entry in the contest # Mentions: 10 10 x :30</p> <p>URL: lanueva1035.univision.com Social Media: Facebook Digital Media Dates: 9/23/2013 to 10/3/2013 Digital IMPs (est): 7,800</p>	<p># \$100 VISA Cards: 5</p> <p>Webmaster: Laura Stewart (702) 284-6423 lstewart@univisionradio.com</p>
<p>Las Vegas, NV KLUC-FM 98.5 Rhythmic-CHR Joyce "Juicy" Balaoro 702-253-9800 juicy@kluc.com 7255 S Tenaya Way Ste 100 Las Vegas, NV 89113-1900</p> <p>CBS Radio, Inc.</p> <p>Glmps: 78,000 VALUE: \$1,260.00</p>	<p>8 Most Wanted John Moug will feature the prize during the "8 Most Wanted" weeknight countdown. Listener who has all 8 songs correct, will get a VISA ... a \$100 Visa Card courtesy of Pulling Strings in theaters everywhere on October 4th. 9/30/2013 to 10/4/2013</p> <p>Mentions: Promos driving entry in the contest # Mentions: 15 15 x :15</p>	<p># \$100 VISA Cards: 5</p>
<p>Las Vegas, NV KRGF-FM 99.3 Spanish Urban Laura Stewart 702-284-6400 lstewart@univisionradio.com 6767 W Tropicana Ave Ste 102 Las Vegas, NV 89103-4755</p> <p>Univision/Broadcasting Media Partners</p> <p>Glmps: 43,000 VALUE: \$514.78</p>	<p>Pulling Strings We will post the movie trailer on our Station Facebook with movie image/picture and run 10 - 30 sec promos to invite our listeners to watch the trailer and answer simple questions to win \$100.00 gift card. 9/23/2013 to 10/3/2013</p> <p>Mentions: Promos driving entry in the contest # Mentions: 10 10 x :30</p> <p>URL: http://lakallelasvegas.univision.com/ Social Media: Facebook Digital Media Dates: 9/23/2013 to 10/3/2013 Digital IMPs (est): 8,000</p>	<p># \$100 VISA Cards: 5</p> <p>Webmaster: Laura Stewart (702) 284-6423 lstewart@univisionradio.com</p>



**PULLING STRINGS
RADIO PROMOTION SUMMARY**

<u>Station</u>	<u>Promotion</u>	<u>Provide</u>
<p>Las Vegas, NV KWID-FM 101.9 Spanish Classic Hits Melissa Meyer 702-876-1460 melissa@lvradio.com 8755 W Flamingo Rd Las Vegas, NV 89147-8667</p> <p><i>Lotus Communications Corp.</i></p> <p>Glimps: 331,200 VALUE: \$3,042.86</p>	<p>Mariachi Serenade Attack KWID will promote the Mariachi Serenade Attack. We will start promoting the promotion on 9/27 and will qualify 5 listeners starting Monday Sept 30th. On Friday October 4th Tapitio will pick one listener from the 5 qualifiers to win the Mariachi Serenade Attack. 9/27/2013 to 10/4/2013</p> <p>Mentions: Promos driving entry in the contest # Mentions: 48 48 x :30</p>	<p># \$100 VISA Cards: 5 Mariachi Costs: \$200.00</p>
<p>San Antonio, TX KXXM-FM 96.1 CHR Aaron Marvel 210-736-9700 aaronmarvel@clearchannel.com 6222 W Interstate 10 San Antonio, TX 78201-2013</p> <p><i>Clear Channel Media & Entertainment</i></p> <p>Glimps: 185,275 VALUE: \$2,404.54</p>	<p>Mariachi Money Listeners will call in when they hear mariachi music for their chance to win a \$100 Visa gift card provided by Pulling Strings! 9/30/2013 to 10/4/2013</p> <p>Mentions: Live Promotional Announcements # Mentions: 15 15 x :15</p> <p>DIGITAL ELEMENTS Link to on-air's page letting listeners know to tune in during their show. URL: mix961.com Social Media: Two FB posts Digital Media Dates: 9/30/2013 to 10/4/2013 Digital IMPs (est): 50,275</p>	<p># \$100 VISA Cards: 5</p> <p>DIGITAL ASSETS NEEDED Image to use for website Due Date: 9/27/2013</p>



**PULLING STRINGS
RADIO PROMOTION SUMMARY**

<u>Station</u>	<u>Promotion</u>	<u>Provide</u>
<p>Los Angeles, CA KBUE-FM 105.5 Regional Mexican Alex Martin 818-729-5349 amartin@lbimedia.com 1845 W Empire Ave Burbank, CA 91504-3402</p> <p>Liberian Broadcasting, Inc.</p> <p>Glmps: 3,340,000 VALUE: \$34,307.03</p>	<p>La Serenata del Mariachi Loco Que Buena radio will create an exciting promotion for the release of "Pulling Strings". An on-air & digital web campaign will be launched for an enter-to-win opportunity, selected winners will "reveal" their love interest and/or profess their love with a Mariachi band and our TV cameras will capture the moment. KBUE-FM will feature the video via aquisuena.com. 9/27/2013 to 10/4/2013</p> <p>Mentions: Live and Recorded Mentions # Mentions: 30 15 x :30 15 x :15</p> <p>DIGITAL ELEMENTS 728x90 banners on aquisuena.com contesting page displayed & stations Facebook page. URL: aquisuena.com & estrellatv.com Social Media: Facebook post will be featured Digital Media Dates: 9/23/2013 to 10/4/2013 Digital IMPs (est): 2,500,000</p>	<p># \$100 VISA Cards: 5 Mariachi Costs: \$400 Other Needs / Comments: 2 Mariachi attacks at \$200 each, copy points</p> <p>DIGITAL ASSETS NEEDED logo, link, images Due Date: Already have Webmaster: Michael Sheron 818-729-5300 msheron@lbimedia.com</p>
<p>Los Angeles, CA KIIS-FM 102.7 CHR Christina Sarkissian 818-559-2252 christinasarkissian@clearchannel.com 3400 W Olive Ave Ste 550 Burbank, CA 91505-5544</p> <p>Clear Channel Media & Entertainment</p> <p>Glmps: 809,800 VALUE: \$11,909.70</p>	<p>Get a Visa!!! KIIS-FM will be giving their loyal listeners a chance to win a \$500 gift card from the film Pulling Strings. Give away will consist of a custom contest page on the listener loyalty rewards portal. Pulling Strings will have a custom contest page that includes movie banner/logo and copy promoting movie with click thru link to the trailer. 9/30/2013 to 10/4/2013</p> <p>Mentions: 5x :15 promos 5a-5a BTA # Mentions: 12 5 x :15 7 x :10</p> <p>DIGITAL ELEMENTS Banner and client logo featured on the custom contest page with click thru URL to Pulling Strings Trailer URL: kiisfm.com Digital Media Dates: 9/30/2013 to 10/4/2013 Digital IMPs (est): 25,000</p>	<p># \$100 VISA Cards: 5 Other Needs / Comments: copy, logos/banners (468x60, 300x250, 728x90), URL for the trailer, prizing in house no later than 9/25/13</p> <p>Due Date: 9/25/2013</p>



**PULLING STRINGS
RADIO PROMOTION SUMMARY**

Station	Promotion	Provide
<p>Los Angeles, CA KLVE-FM 107.5 Romantica Cynthia Flores 310-846-2849 cyflores@univisionradio.com 655 N Central Ave Ste 2500 Glendale, CA 91203-1447</p> <p>Univision/Broadcasting Media Partners</p> <p>Gimps: 429,000 VALUE: \$6,882.07</p>	<p>Get a Visa!!! For five days, on-air & on KLVE's FB page, KLVE's listeners/fans will be encouraged to go to www.iloveklve.com to see the trailer to answer the "Pulling Strings" question of the day. DJ will then have the listeners call in for the "answer" of the day. 9/23/2013 to 9/27/2013</p> <p>Mentions: 2x Live Mentions per day for 5 days # Mentions: 10 10 x :60</p> <p>DIGITAL ELEMENTS Pulling Strings trailer will live on KLVE's online page. URL: iloveklve.com Social Media: The question of the Day will live on KLVE's FB page Digital Media Dates: 9/23/2013 to 9/27/2013 Digital IMPs (est): 20,000</p>	<p># \$100 VISA Cards: 5</p> <p>DIGITAL ASSETS NEEDED Trailer Due Date: 9/21/2013 Webmaster: Nijhal Martinez 310-846-2936 nimartinez@univisionradio.com</p>
<p>San Francisco, CA KYLD-FM 94.9 Rhythmic-CHR Alex Mendenhall 415-975-5555 alexandramendenhall@clearchannel.com 340 Townsend St San Francisco, CA 94107-1633</p> <p>Clear Channel Media & Entertainment</p> <p>Gimps: 273,360 VALUE: \$4,308.70</p>	<p>Get a Visa! During the week of 9/30, KYLD will host a web contest where listeners can win a Visa...a \$100 Visa gift card. To enter, listeners must watch the "Pulling Strings" trailer (which will be placed on the KYLD contest page) and then answer a trivia question. Five winners who answered correctly will be randomly selected. 15x :15 promos will drive listeners to enter at www.wild949.com. 9/30/2013 to 10/4/2013</p> <p>Mentions: Pre-recorded promo mentions. # Mentions: 15 15 x :15</p> <p>DIGITAL ELEMENTS Contest page including link, logo, copy, and film trailer. URL: wild949.com Social Media: 1x social post driving listeners to enter at www.wild949.com. Digital Media Dates: 9/30/2013 to 10/4/2013 Digital IMPs (est): 1,860</p>	<p># \$100 VISA Cards: 5</p> <p>Other Needs / Comments: Copy points, link, logo, video of trailer.</p> <p>DIGITAL ASSETS NEEDED 300x250 JPEG logo, click through URL, copy, video of the trailer. Due Date: 9/24/2013 Webmaster: Alex Mendenhall 415-247-4770 alexandramendenhall@clearchannel.com</p>



**PULLING STRINGS
RADIO PROMOTION SUMMARY**

Station	Promotion	Provide
<p>Tucson, AZ KRQQ-FM 93.7 CHR Bertie Shelton 520-618-2100 bertieshelton@clearchannel.com 3202 N Oracle Rd Tucson, AZ 85705-3820</p> <p>Clear Channel Media & Entertainment</p> <p>Glmps: 323,475 VALUE: \$3,223.70</p>	<p>Mariachi Serenade Attack The on-air personalities will ask the audience if there is someone in their life they would like to have serenaded by Mariachi's, either to embarrass them, or profess their love. Listeners call in to request a "Pulling Strings Mariachi Attack" on a co-worker or love interest (or both). The station will send a Mariachi (and a camera) to the location and record the reaction as the Mariachi sings in front of the entire office to post on the station website, Facebook or Tumblr Page. Each nominee and nominator gets a Visa gift card to enjoy a nice evening, maybe even see the movie!</p> <p>9/30/2013 to 10/4/2013</p> <p>Mentions: Live and recorded mentions # Mentions: 30 20 x :15 10 x :10</p> <p>DIGITAL ELEMENTS Video will be available on station FB page, Tumblr and station website URL: krq.com Social Media: Facebook and Tumblr inclusion Digital Media Dates: 9/30/2013 to 10/4/2013 Digital IMPs (est): 14,475</p>	<p># \$100 VISA Cards: 4 Mariachi Costs: \$400.00 Other Needs / Comments: 2 Mariachi attacks at \$200 each; copy points for mentions</p> <p>DIGITAL ASSETS NEEDED ROS Banner Ads - 728x90 & 300x250 ads Due Date: 9/25/2016 Webmaster: Rameen Madani 520-618-2111 rameenmadani@clearchannel.com</p>
<p>Phoenix, AZ KHOT-FM 105.9 Regional Mexican Colette Nolan 602-243-3333 colettenolan@univisionradio.com 6006 S 30th St Phoenix, AZ 85042-4802</p> <p>Univision/Broadcasting Media Partners</p> <p>Glmps: 428,500 VALUE: \$3,555.36</p>	<p>Get a Visa! Listeners will be encouraged to watch the trailer on our website/Facebook page. On-air personalities will then have listeners call in to answer trivia questions about the trailer to win a Visa...gift card.</p> <p>9/30/2013 to 10/4/2013</p> <p>Mentions: Live and Recorded Mentions # Mentions: 45 45 x :15</p> <p>DIGITAL ELEMENTS Contest page with details, logo and link URL: lanueva1059.univision.com/ Social Media: Promoted on Facebook with link to enter to win and encourage listeners to share Digital Media Dates: 9/30/2013 to 10/4/2013 Digital IMPs (est): 10,000</p>	<p># \$100 VISA Cards: 5</p> <p>DIGITAL ASSETS NEEDED Applicable logos (jpg) and URL; 800x800 artwork if available (PSD file to create on line contest page, etc) Due Date: 9/24/2013 Webmaster: JJ Ayala 602-308-7975 jjayala@univisionradio.com</p>



**PULLING STRINGS
RADIO PROMOTION SUMMARY**



Station	Promotion	Provide
<p>San Francisco, CA KSOL-FM 98.9 Regional Mexican Marina Gutierrez 415-989-5765 marinagutierrez@UnivisionRadio.com 750 Battery St Ste 200 San Francisco, CA 94111-1549</p> <p>Univision/Broadcasting Media Partners</p> <p>Glmps: 374,000 VALUE: \$9,397.83</p>	<p>Mariachi Serenade Attack The station will air a series of on-air promos and mentions to promote the Pulling Strings Mariachi Attack contest in which listeners are invited to submit their reason as to why they want to embarrass or profess their love to someone. The listeners can also submit an image of themselves dressed as a Mariachi via the Facebook contest page. One lucky winner will be chosen to serenade someone with a Pulling String Mariachi Attack! Station and street team will be present to record reaction and finally, post on Facebook. Nominee and nominator will each receive \$100 gift card to go and watch the movie. 9/25/2013 to 10/4/2013</p> <p>Mentions: :15 promos to drive traffic to Facebook contest page # Mentions: 30 30 x :15</p> <p>DIGITAL ELEMENTS Facebook posts URL: facebook.com/1003masvariedad Social Media: Station & DJ's will each make posts promoting the contest the week of 9/23 (1x post per day per DJ and 1x post per day by the station) Digital Media Dates: 9/25/2013 to 10/4/2013 Digital IMPs (est): 5,000</p>	<p># \$100 VISA Cards: 2 Mariachi Costs: \$200.00 Other Needs / Comments: Logos or movie image.</p> <p>DIGITAL ASSETS NEEDED Pulling Strings Movie Flyer or image for Facebook. Due Date: 9/23/2013 Webmaster: Marina Gutierrez 415-733-5721 marinagutierrez@UnivisionRadio.com</p>
<p>Oxnard-Ventura, CA KXLM-FM 102.9 Regional Mexican Renee Pena 805-240-2070 reneep@radiolazer.com 200 S A St Ste 400 Oxnard, CA 93030-5723</p> <p>Lazer Broadcasting Corp.</p> <p>Glmps: 229,932 VALUE: \$3,499.32</p>	<p>Pulling Strings Mariachi Serenade Attack Listeners will call in to register to win \$100 Visa gift card and the grand prize of a surprise Mariachi serenade for a co-worker, friend, or love interest at their place of work. Registration will be on 9/23-9/24 and 9/30-10/01. Winner will be chosen at random on 10/2/2013. Serenade Attack will take place on October 3rd. Video and pictures of winner will be posted on Facebook on 10/4/2013. 9/23/2013 to 10/4/2013</p> <p>Mentions: Recorded mentions # Mentions: 64 64 x :30</p> <p>URL: facebook.com/radiolazeroxnard Social Media: Facebook: Post movie trailer and contest 9/23-10/3 and 10/4/2013 post movie trailer and post pictures and video of the winner. Digital Media Dates: 9/23/2013 to 10/4/2013 Digital IMPs (est): 5,932</p>	<p># \$100 VISA Cards: 5 Mariachi Costs: \$200.00 Other Needs / Comments: Copy Points for the promotion spot that will start on Monday 9/23/13. Also will need the visas and mariachi for 10/3/2013 serenade attack.</p> <p>DIGITAL ASSETS NEEDED Movie trailer Due Date: 9/20/2013 Webmaster: Enrique Trejo 805-240-2070 viejito@radiolazer.com</p>



**PULLING STRINGS
RADIO PROMOTION SUMMARY**

Station	Promotion	Provide
<p>Sacramento, CA KDND-FM 107.9 CHR Dayne Damme 916-334-7777 ddamme@entercom.com 5345 Madison Ave Sacramento, CA 95841-3141</p> <p>Entercom</p> <p>Glmps: 473,000 VALUE: \$5,266.67</p>	<p>Get A Visa! KDND-FM will post a link to the Pulling Strings movie trailer on their station website. The morning show DJ's will then ask callers a trivia question regarding the trailer and the winners will receive a Visa...gift card! 9/30/2013 to 10/4/2013</p> <p>Mentions: Live and recorded mentions # Mentions: 40 40 x :30</p> <p>DIGITAL ELEMENTS Inclusion on the endonline.com homepage URL: endonline.com Digital Media Dates: 9/30/2013 to 10/4/2013 Digital IMPs (est): 5,000</p>	<p># \$100 VISA Cards: 5 Other Needs / Comments: Copy points.</p> <p>DIGITAL ASSETS NEEDED Movie trailer and logo Due Date: ASAP Webmaster: Dayne Damme 916-339-4264 ddamme@entercom.com</p>
<p>San Jose, CA KBRG-FM 100.3 Spanish Adult Hits Marina Gutierrez 415-989-5765 marinagutierrez@UnivisionRadio.com 750 Battery St Ste 200 San Francisco, CA 94111-1549</p> <p>Univision/Broadcasting Media Partners</p> <p>Glmps: 506,000 VALUE: \$4,350.00</p>	<p>Mariachi Serenade Attack The station will air a series of on-air promos and mentions to promote the Pulling Strings Mariachi Attack contest in which listeners are invited to submit their reason as to why they want to embarrass or profess their love to someone. The listeners can also submit an image of themselves dressed as a Mariachi via the Facebook contest page. One lucky winner will be chosen to serenade someone with a Pulling String Mariachi Attack! Station and street team will be present to record reaction and finally, post on Facebook. Nominee and nominator will each receive \$100 gift card to go and watch the movie. 9/25/2013 to 10/4/2013</p> <p>Mentions: :15 promos to drive traffic to Facebook contest page # Mentions: 30 30 x :15</p> <p>DIGITAL ELEMENTS Facebook posts URL: facebook.com/1003masvariedad Social Media: Station & DJ's will each make posts promoting the contest the week of 9/23 (1x post per day per DJ and 1x post per day by the station) Digital Media Dates: 9/25/2013 to 10/4/2013 Digital IMPs (est): 5,000</p>	<p># \$100 VISA Cards: 2 Mariachi Costs: \$200 Other Needs / Comments: Station will need a \$150 net tech fee to record the video; logos or movie image.</p> <p>DIGITAL ASSETS NEEDED Pulling Strings Movie Flyer or image for Facebook. Due Date: 9/23/2013 Webmaster: Marina Gutierrez 415-733-5721 marinagutierrez@UnivisionRadio.com</p>



**PULLING STRINGS
RADIO PROMOTION SUMMARY**

Station	Promotion	Provide
<p>Phoenix, AZ KVIB-FM 95.1 Spanish CHR Deonne McBean 602-648-9800 dmcbbean@power983fm.com 4745 N 7th St Ste 410 Phoenix, AZ 85014-3674</p> <p><i>The Yucaipa Companies, LLC</i></p> <p>Gimps: 78,000 VALUE: \$941.46</p>	<p>Las Mañanitas Wake Up Edgar Guerrero from 95.1FM morning show calls a listener to wish them a Happy Birthday with Mariachi music in the background. Each day he will give one person the call and they get a \$100 Visa gift card to go see Pulling Strings! 9/30/2013 to 10/4/2013</p> <p>Mentions: Live mentions # Mentions: 20 20 x :10</p>	<p># \$100 VISA Cards: 5</p> <p>Other Needs / Comments: Copy points</p>
<p>Flagstaff-Prescott, AZ KKFR-FM 98.3 Rhythmic-CHR Deonne McBean 602-648-9800 dmcbbean@power983fm.com 4745 N 7th St Ste 410 Phoenix, AZ 85014-3674</p> <p><i>Riviera Broadcasting LLC</i></p> <p>Gimps: 341,000 VALUE: \$3,004.17</p>	<p>The 5 and 10 Listeners will be asked to call in and answer 5 Mariachi related questions in a period of 10 seconds. Callers will be asked specific Mariachi themed questions to win the \$100 gift card each morning. Perfect timing for Hispanic Heritage Month. 9/30/2013 to 10/4/2013</p> <p>Mentions: Live mentions # Mentions: 20 20 x :10</p> <p>DIGITAL ELEMENTS 1 Email Blast inclusion URL: facebook.com/power983 Social Media: 1 Social network post a day during the promotional period. Digital Media Dates: 9/30/2013 to 10/4/2013 Digital IMPs (est): 145,000</p>	<p># \$100 VISA Cards: 5</p> <p>DIGITAL ASSETS NEEDED Artwork (Jpg format) Due Date: 9/25/2013 Webmaster: Daniel Leon 602-682-9360 dleon@rbgphx.com</p>



**PULLING STRINGS
RADIO PROMOTION SUMMARY**

Station	Promotion	Provide
<p>Monterey-Salinas-Santa Cruz, CA KDON-FM 102.5 Rhythmic-CHR Elsa Lopez 831-755-8181 elsalopez@clearchannel.com 903 N Main St Salinas, CA 93906-3912</p> <p>Clear Channel Media & Entertainment</p> <p>Glmps: 53,613 VALUE: \$474.98</p>	<p>Get a Visa!!! Visa on the Air (DJ) will pre-record a 15 sec promo with the question that can be answered by watching trailer. He will tell listeners to go to his personality page on kdon.com and click on link to watch trailer and to listen after 3pm for their chance to call with answer. First correct answer will win a \$100 Visa Gift Card. 1 winner daily M-F 9/23/2013 to 9/28/2013</p> <p>Mentions: 15 sec 1x daily pre-recorded promo from 6a-3p, 15 Sec 1x live taking caller for answer # Mentions: 10 10 x :15</p> <p>DIGITAL ELEMENTS post link to trailer website on DJ Personality page URL: kdon.com Digital Media Dates: 9/23/2013 to 9/28/2013 Digital IMPs (est): 4,613</p>	<p># \$100 VISA Cards: 5</p> <p>DIGITAL ASSETS NEEDED link to trailer website Due Date: 9/19/2013 Webmaster: Alyssa Oresco 831-796-4155 alyssaosresco@clearchannel.com</p>
<p>Sacramento, CA KXSE-FM 104.3 Spanish Adult Hits Salvador López 916-646-4000 slopez@entravision.com 1436 Auburn Blvd Sacramento, CA 95815-2745</p> <p>Entravision Communications Corp.</p> <p>Glmps: 129,000 VALUE: \$2,534.72</p>	<p>José Te Regala Una Visa KXSE-FM will post a link to the Pulling Strings trailer on their website or Facebook Page. Each morning the radio station will ask a question that can be answered by watching the trailer. First person to answer correctly gets a VISA ... Gift Card, with \$100 to enjoy a nice evening, maybe even see the movie! 9/23/2013 to 10/4/2013</p> <p>Mentions: Pre-promotion: a 30 second promo will air with info the week before and another promo during the week of with pertinent information # Mentions: 30 30 x :30</p> <p>DIGITAL ELEMENTS KXSE will create a static 640x 250px image on rotator on home page with link to a 960x 1300px landing page with promotion information and video URL: jose1043.com Social Media: KXSE will make daily Facebook posts during the promotion Digital Media Dates: 9/23/2013 to 10/4/2013 Digital IMPs (est): 18,000</p>	<p># \$100 VISA Cards: 5</p> <p>DIGITAL ASSETS NEEDED Official movie artwork, link for downloading video Due Date: 9/19/2013 Webmaster: Erick Estrada 916-648-6096 eestrada@entravision.com</p>



**PULLING STRINGS
RADIO PROMOTION SUMMARY**



Station	Promotion	Provide
<p>Monterey-Salinas-Santa Cruz, CA KPRC-FM 100.7 Spanish Adult Hits Elsa Lopez 831-755-8181 elsalopez@clearchannel.com 903 N Main St Salinas, CA 93906-3912</p> <p>Clear Channel Media & Entertainment</p> <p>Glmps: 53,362 VALUE: \$830.74</p>	<p>Mariachi Serenade Attack Station will have listeners go to Jose Valenzuela's personality page on www.salinas.lapreciosa.com and click on the film logo link so they can nominate someone to receive a serenade. Listeners will be able to nominate from 9/25 through 10/1. On Wednesday, 10/2, we will choose a winner and meet them with the Mariachi on Thursday 10/3 at location provided by the nominator. At the serenade, both the nominator and winning nominee will each receive a \$100 Visa gift card. The serenade will be recorded and put on Jose's personality page on the station website. 9/25/2013 to 10/1/2013</p> <p>Mentions: 20 :15 pre-recorded promos and 1 :15 live mentions daily # Mentions: 25 25 x :15</p> <p>DIGITAL ELEMENTS Movie logo for website URL: salinas.lapreciosa.com Digital Media Dates: 9/25/2013 to 10/1/2013 Digital IMPs (est): 862</p>	<p># \$100 VISA Cards: 2 Mariachi Costs: \$350.00 Other Needs / Comments: 1 Mariachi attack at \$350</p> <p>DIGITAL ASSETS NEEDED Film logo in jpg format Due Date: 9/23/2013 Webmaster: Alyssa Oresco 831-796-4155 alyssaosresco@clearchannel.com</p>
<p>San Antonio, TX KBBT-FM 98.5 Rhythmic-CHR Gabriela Aguirre 210-821-6548 gaguirre@univisionradio.com 1777 NE Loop 410 Ste 400 San Antonio, TX 78217-5217</p> <p>Univision/Broadcasting Media Partners</p> <p>Glmps: 421,500 VALUE: \$3,200.00</p>	<p>Get a Visa! The morning show will post a link of the trailer on their FB page. Each morning our the DJ's will ask a trivia question about the trailer for a chance to win a Visa...gift card! 9/30/2013 to 10/4/2013</p> <p>Mentions: Pre-recorded promos # Mentions: 35 25 x :15 10 x :10</p> <p>Social Media: 2x posts promoting giveaway on station FB page. Digital Media Dates: 9/30/2013 to 10/4/2013 Digital IMPs (est): 5,000</p>	<p># \$100 VISA Cards: 5</p> <p>DIGITAL ASSETS NEEDED Logo and trailer Due Date: ASAP Webmaster: Gabriela Aguirre 210-610-4330 gaguirre@univisionradio.com</p>



**PULLING STRINGS
RADIO PROMOTION SUMMARY**

Station	Promotion	Provide
<p>San Antonio, TX KROM-FM 92.9 Regional Mexican Gabriela Aguirre 210-804-6900 gaguirre@univisionradio.com 1777 NE Loop 410 Ste 400 San Antonio, TX 78217-5217</p> <p>Univision/Broadcasting Media Partners</p> <p>Glmps: 344,500 VALUE: \$3,746.88</p>	<p>Mariachi Grito The station's PM drive DJ's will encourage listeners to call in and share their best Mariachi Grito for a chance to win a Visa...gift card. The station will giveaway 1 card each day M-F during PM drive. 9/30/2013 to 10/4/2013</p> <p>Mentions: Pre-recorded promos # Mentions: 35 25 x :30 10 x :10</p> <p>Social Media: 2x posts promoting giveaway on station FB page. Digital Media Dates: 9/30/2013 to 10/4/2013 Digital IMPs (est): 5,000</p>	<p># \$100 VISA Cards: 5</p> <p>DIGITAL ASSETS NEEDED Logo Due Date: ASAP Webmaster: Gabriela Aguirre 210-610-4330 gaguirre@univisionradio.com</p>
<p>San Diego, CA KLNV-FM 106.5 Regional Mexican Irene Imhof 619-235-0600 iimhof@univisionradio.com 600 W Broadway Ste 2150 San Diego, CA 92101-3389</p> <p>Univision/Broadcasting Media Partners</p> <p>Glmps: 629,829 VALUE: \$9,459.40</p>	<p>"Tarde de Serenata" (Evening Serenade) by Pantelion The station will ask their listeners to sign into the stations Facebook page for an opportunity to win a serenade from Mariachi Imperial de San Diego. They will select two winners and ask them to join the station at Chula Vista Mall and surprise their partner with a serenade. The couple will win \$100 gift card and a gift card for dinner for two at Chula Vista Mall (provided by station) and a rose to hand their partner during the serenade. The station will set up and take pictures and video for to post on Facebook. 9/28/2013 to 10/3/2013</p> <p>Mentions: Live and Recorded Mentions # Mentions: 50 40 x :30 10 x :10</p> <p>DIGITAL ELEMENTS Facebook inclusion URL: lanueva1065.univision.com Social Media: We will have a sign up site set up through our Facebook to have our listeners participate to win. A total of 4 Facebook post plus a site to sign up for a chance to win. Digital Media Dates: 9/28/2013 to 10/3/2013 Digital IMPs (est): 309,829</p>	<p># \$100 VISA Cards: 5 Mariachi Costs: \$200.00</p> <p>DIGITAL ASSETS NEEDED Logo and copy Due Date: ASAP Webmaster: Irene Imhof 619-744-4320 iimhof@univisionradio.com</p>



**PULLING STRINGS
RADIO PROMOTION SUMMARY**

<u>Station</u>	<u>Promotion</u>	<u>Provide</u>
<p>San Diego, CA KLQV-FM 102.9 Spanish Adult Hits Irene Imhof 619-235-0600 iimhof@univisionradio.com 600 W Broadway Ste 2150 San Diego, CA 92101-3389</p> <p>Univision/Broadcasting Media Partners</p> <p>Glmps: 619,766 VALUE: \$8,835.16</p>	<p>"Tarde de Serenata" (Evening Serenade) by Pantelion The station will ask their listeners to sign into the stations Facebook page on Recuerdo for an opportunity to win a serenade from Mariachi Imperial de San Diego. They will select two winners and ask them to join the station at Chula Vista Mall and surprise their partner with a serenade. The couple will win \$100 gift card and a gift card for dinner for two at Chula Vista Mall (provided by station) and a rose to hand their partner during the serenade. The station will set up and take pictures and video for to post on Facebook.</p> <p>9/28/2013 to 10/3/2013</p> <p>Mentions: Live and Recorded Mentions # Mentions: 50 40 x :30 10 x :10</p> <p>DIGITAL ELEMENTS Facebook inclusion URL: recuerdo1029.univision.com Social Media: We will have a sign up site set up through our Facebook to have our listeners participate to win. A total of 4 Facebook post plus a site to sign up for a chance to win. Digital Media Dates: 9/28/2013 to 10/3/2013 Digital IMPs (est): 264,766</p>	<p># \$100 VISA Cards: 5 Mariachi Costs: \$200.00</p> <p>DIGITAL ASSETS NEEDED Logo and copy Due Date: ASAP Webmaster: Irene Imhof 619-744-4320 iimhof@univisionradio.com</p>
<p>Modesto, CA KWNN-FM 98.3 Rhythmic-CHR Jeff Bayani 209-507-8500 jeff.bayani@cumulus.com 3136 Boeing Way Stockton, CA 95206-4989</p> <p>Cumulus Media, Inc.</p> <p>Glmps: 25,000 VALUE: \$389.69</p>	<p>Pulling Strings for a Visa We will post the trailer of the film on KWIN.com & encourage listeners to watch carefully. Morning show will give away a \$100 Visa Gift Card daily for one week, to the caller that can answer a question about the clip.</p> <p>9/30/2013 to 10/4/2013</p> <p>Mentions: Live mentions # Mentions: 10 5 x :10 5 x :05</p> <p>DIGITAL ELEMENTS Link on homepage for info on the contest & the trailer for the film. URL: kwin.com Social Media: Will post on twitter to listen to morning show to win a \$100 Visa Gift Card from the new film "Pulling Strings". Digital Media Dates: 9/30/2013 to 10/4/2013 Digital IMPs (est): 1,000</p>	<p># \$100 VISA Cards: 5 Other Needs / Comments: Station is simulcast on KWIN-FM, only need to order 5 \$100 gift cards for both stations</p> <p>DIGITAL ASSETS NEEDED Link to trailer and high res artwork of film poster. Due Date: ASAP Webmaster: Jeff Bayani 209-507-8500 jeff.bayani@cumulus.com</p>



**PULLING STRINGS
RADIO PROMOTION SUMMARY**

Station	Promotion	Provide
<p>Stockton, CA KWIN-FM 97.7 Rhythmic-CHR Jeff Bayani 209-507-8500 jeff.bayani@cumulus.com 3136 Boeing Way Stockton, CA 95206-4989</p> <p>Cumulus Media, Inc.</p> <p>Glmps: 73,000 VALUE: \$568.82</p>	<p>Pulling Strings for a Visa We will post the trailer of the film on KWIN.com & encourage listeners to watch carefully. Morning show will give away a \$100 Visa Gift Card daily for one week, to the caller that can answer a question about the clip. 9/30/2013 to 10/4/2013</p> <p>Mentions: Live mentions # Mentions: 10 5 x :10 5 x :05</p> <p>DIGITAL ELEMENTS Link on homepage for info on the contest & the trailer for the film. URL: kwin.com Social Media: Will post on twitter to listen to morning show to win a \$100 Visa Gift Card from the new film "Pulling Strings". Digital Media Dates: 9/30/2013 to 10/4/2013 Digital IMPs (est): 1,000</p>	<p># \$100 VISA Cards: 5</p> <p>Other Needs / Comments: Station is simulcast on KWNN-FM, only need to order 5 \$100 gift cards for both stations</p> <p>DIGITAL ASSETS NEEDED Link to trailer and high res artwork of film poster.</p> <p>Due Date: ASAP Webmaster: Jeff Bayani 209-507-8500 jeff.bayani@cumulus.com</p>
<p>Oxnard-Ventura, CA KCAQ-FM 104.7 Rhythmic-CHR Jeff Lyons 805-289-1400 jeff.lyons@goldcoastbroadcasting.com 2284 S Victoria Ave Ste 2G Ventura, CA 93003-6626</p> <p>Point Broadcasting Co.</p> <p>Glmps: 326,400 VALUE: \$4,045.25</p>	<p>Get a Visa with Q104-7! Q104-7 will post a link to the "Pulling Strings" trailer on Facebook and/or Twitter Page. Each morning, we will ask a question that can be answered simply by watching the trailer. First person to answer correctly gets a VISA ... Gift Card, with \$100 to enjoy a nice evening, maybe even see the movie! 9/30/2013 to 10/4/2013</p> <p>Mentions: Combination of live and recorded promotional announcements # Mentions: 50 40 x :30 10 x :15</p> <p>DIGITAL ELEMENTS Dedicated promo page featuring movie graphic and link to watch the trailer. URL: q1047.com Social Media: Daily postings on Facebook / Twitter to promote the movie and watch the trailer to help with answering questions. Digital Media Dates: 9/30/2013 to 10/4/2013 Digital IMPs (est): 1,400</p>	<p># \$100 VISA Cards: 5</p> <p>DIGITAL ASSETS NEEDED Graphic (jpg) for the movie, along with the hyperlink or imbed code to the movie trailer to include it in the web display. Due Date: 9/24/2013 Webmaster: Sandy Vera 805-289-1400 sandy.vera@rinconbroadcasting.com</p>



**PULLING STRINGS
RADIO PROMOTION SUMMARY**

Station	Promotion	Provide
<p>San Diego, CA XHTZ-FM 90.3 Rhythmic-CHR Joseph Lee 858-888-7076 JLee@LMASanDiego.com 6160 Cornerstone Ct E Ste 150 San Diego, CA 92121-3720</p> <p>XETRA Communications</p> <p>Glmps: 163,000 VALUE: \$1,721.02</p>	<p>Get a Visa! Z90 will post the "Pulling Strings" trailer on www.z90.com and direct listeners to watch trailer and call in when the afternoon DJ solicits. DJ will ask a question relevant to the trailer and if caller answers correctly, they will win a Visa...gift card! 9/30/2013 to 10/4/2013</p> <p>Mentions: Live mentions # Mentions: 15 15 x :15</p> <p>DIGITAL ELEMENTS Trailer and link to movie website URL: z90.com Digital Media Dates: 9/30/2013 to 10/4/2013 Digital IMPs (est): 25,000</p>	<p># \$100 VISA Cards: 5</p> <p>DIGITAL ASSETS NEEDED Link to trailer and "Pulling Strings" movie website Due Date: 9/25/2013 Webmaster: Lisa Minjares 858-888-7075 LMinjares@LMASanDiego.com</p>
<p>Riverside-San Bernardino, CA KGGI-FM 99.1 Rhythmic-CHR Lupita Esquivel 951-684-1991 lupita@clearchannel.com 2030 Iowa Ave Ste A Riverside, CA 92507-7412</p> <p>Clear Channel Media & Entertainment</p> <p>Glmps: 1,677,000 VALUE: \$11,730.00</p>	<p>Pulling Your Strings! KGGI's morning show will ask listeners to go online and watch the movie trailer. The morning show will then ask a daily question regarding the film and encourage listeners to be caller 9 to win a Visa...gift card. 9/30/2013 to 10/4/2013</p> <p>Mentions: Live and Recorded Mentions # Mentions: 80 80 x :30</p> <p>DIGITAL ELEMENTS Dynamic Lead with link to trailer; inclusion on KGGI Contest Page URL: kggiradio.com Social Media: 2 Facebook posts; 2 Twitter posts Digital Media Dates: 9/30/2013 to 10/4/2013 Digital IMPs (est): 45,000</p>	<p># \$100 VISA Cards: 5</p> <p>DIGITAL ASSETS NEEDED artwork for 300x250 (high res) Due Date: 9/25/2013 Webmaster: Chrissy Barragan 951-684-1991 christinabarragan@clearchannel.com</p>



**PULLING STRINGS
RADIO PROMOTION SUMMARY**



Station	Promotion	Provide
<p>Stockton, CA KMIX-FM 100.9 Regional Mexican Lupita Romero 209-474-0154 gromero@entravision.com 6820 Pacific Ave Ste 3A Stockton, CA 95207-2631</p> <p>Entravision Communications Corp.</p> <p>Glmps: 544,000 VALUE: \$3,984.38</p>	<p>Mariachi Serenade Attack KMIX La Tricolor will perform 2 Mariachi Serenade Attacks on co-workers or love interests. Nominee and nominator both get the \$100 gift card, movie tickets and dinner gift certificate. Pantelion and Pulling Stings will be listed as main sponsors. 9/23/2013 to 10/4/2013</p> <p>Mentions: Promotion will be included in pre-recorded promos as well as live mentions when the street team is doing live call ins to station. # Mentions: 85 40 x :60 30 x :30 15 x :15</p> <p>DIGITAL ELEMENTS Promotion will be included in the promotions section on www.tricolor1009.com and a flash rotator banner on home page leading to the promotion which will include links to movie trailer and/or info site. URL: tricolor1009.com Social Media: Information on the promotion will be posted on our social media pages: Facebook, twitter, and instagram. Digital Media Dates: 9/23/2013 to 10/1/2013 Digital IMPs (est): 85,000</p>	<p># \$100 VISA Cards: 4 Mariachi Costs: \$400.00 Other Needs / Comments: 2x Mariachi Attacks at \$200 each</p> <p>DIGITAL ASSETS NEEDED high resolution image of the movie title, and link to desired web page for information if necessary. Due Date: 9/19/2013 Webmaster: Lupita Romero 209-981-8843 gromero@entravision.com</p>
<p>San Jose, CA KVVF-FM 105.7 Spanish CHR Marina Gutierrez 415-989-5765 marinagutierrez@UnivisionRadio.com 750 Battery St Ste 200 San Francisco, CA 94111-1549</p> <p>Univision/Broadcasting Media Partners</p> <p>Glmps: 105,500 VALUE: \$1,105.26</p>	<p>Get a Visa! KVVF will post a link to the Pulling Strings trailer on the KVVF Facebook Page. DJ will ask a trivia question based on the trailer and caller # 9 will win a Visa...a \$100 Visa Gift Card. 9/30/2013 to 10/4/2013</p> <p>Mentions: :15 sec pre-recorded mentions driving listeners to Facebook and inviting listeners to listen for a chance to win. # Mentions: 15 15 x :15</p> <p>DIGITAL ELEMENTS Facebook posts URL: facebook.com/Latino Mix Social Media: 2x Facebook posts driving listeners to watch the trailer and promoting on-air contest. Digital Media Dates: 9/30/2013 to 10/4/2013 Digital IMPs (est): 5,000</p>	<p># \$100 VISA Cards: 5 Other Needs / Comments: Logos or movie image.</p> <p>DIGITAL ASSETS NEEDED Pulling Strings Movie Flier or image for Facebook. Due Date: 9/24/2013 Webmaster: Marina Gutierrez 415-733-5721 marinagutierrez@UnivisionRadio.com</p>



**PULLING STRINGS
RADIO PROMOTION SUMMARY**

Station	Promotion	Provide
<p>Riverside-San Bernardino, CA KLYY-FM 97.5 Spanish Adult Hits Tawni Gurnee 323-900-6100 tgurnee@entravision.com 5700 Wilshire Blvd Ste 250 Los Angeles, CA 90036-3647</p> <p>Entravision Communications Corp.</p> <p>Glmps: 478,400 VALUE: \$2,625.15</p>	<p>Get a Visa! For the week of 9/30, KLYY will post a link to the Pulling Strings trailer on our Facebook page. Each morning the radio station will ask a question that can be answered by watching the trailer. We will randomly select someone with the correct answer to win the \$100 visa gift card. 9/30/2013 to 10/4/2013</p> <p>Mentions: Pre-recorded mentions # Mentions: 15 15 x :30</p> <p>DIGITAL ELEMENTS Facebook posts URL: jose975.com Social Media: Facebook posts Digital Media Dates: 9/30/2013 to 10/4/2013 Digital IMPs (est): 2,900</p>	<p># \$100 VISA Cards: 5</p> <p>DIGITAL ASSETS NEEDED logo, trailer, copy points, hyperlink</p> <p>Due Date: 9/24/2013 Webmaster: John Regalado jregalado@entravision.com</p>
<p>Tucson, AZ KCMT-FM Regional Mexican 520-407-4500 3871 N Commerce Dr Tucson, AZ 85705-2983</p> <p>Lotus Communications Corp.</p> <p>Glmps: - VALUE: \$-</p>	<p># Mentions: 0</p>	
<p>Glmps: VALUE:</p>		
<p>Glmps: VALUE:</p>		<p>Mariachi Costs: \$2,550.00</p>