

LIONSGATE  
 SAW 10th ANNIVERSARY  
 RED CROSS AUCTION  
 RADIO PROMOTION VALUE SUMMARY



Market	Station	Mentions	Broadcast Impressions	Digital Impressions	Total Impressions	Estimated Station Value	Mindshare Value
Baltimore	WERQ-FM	5	63,000	-	63,000	\$ 750.00	\$ 940.52
Chicago	WBBM-FM		-	10,000	10,000	\$ 5,000.00	\$ 100.00
Cleveland	WENZ-FM	16	136,000	-	136,000	\$ 1,000.00	\$ 1,394.29
Dallas	KEGL-FM	8	108,000	199,457	307,457	\$ 5,600.00	\$ 3,122.57
Denver	KBPI-FM		-	4,500	4,500	\$ 500.00	\$ 45.00
Detroit	WJLB-FM	10	127,000	361,737	488,737	\$ 4,500.00	\$ 5,145.15
Detroit	WRIF-FM	15	192,000	1,000	193,000	\$ 13,500.00	\$ 3,226.67
Los Angeles	KROQ-FM	9	227,700	-	227,700	\$ 4,500.00	\$ 6,412.50
New York	WHTZ-FM	21	1,299,900	-	1,299,900	\$ 7,500.00	\$ 7,180.65
San Diego	KIOZ-FM		-	2,500	2,500	\$ 300.00	\$ 25.00
<b>TOTAL</b>	<b>10</b>	<b>84</b>	<b>2,153,600</b>	<b>579,194</b>	<b>2,732,794</b>	<b>\$ 43,150.00</b>	<b>\$ 27,592.33</b>