

LIONSGATE  
 SAW 10th ANNIVERSARY  
 RADIO PROMOTION VALUE SUMMARY



Market	Station	Mentions	# Event Promos / Spots including SAW	Total Mentions	Broadcast Impressions	Digital Impressions	Total Impressions	Estimated Station Value	Mindshare Value
Atlanta	WHTA-FM	30		30	423,000	-	423,000	\$ 6,000.00	\$ 6,401.79
Atlanta	WVEE-FM	15		15	337,500	331,848	669,348	\$ 8,000.00	\$ 7,872.65
Baltimore	WERQ-FM	100	10	110	1,386,000	-	1,386,000	\$ 17,500.00	\$ 20,691.38
Boston	WZLX-FM	10	15	25	487,500	-	487,500	\$ 10,000.00	\$ 7,689.52
Chicago	WBBM-FM	15		15	541,500	30,000	571,500	\$ 10,000.00	\$ 4,431.00
Chicago	WKQX-FM	12		12	283,200	15,000	298,200	\$ 4,300.00	\$ 3,110.00
Cleveland	WENZ-FM	36		36	306,000	-	306,000	\$ 3,500.00	\$ 3,137.14
Dallas	KEGL-FM	5		5	67,500	349,049	416,549	\$ 21,500.00	\$ 4,195.49
Dallas	KHKS-FM	5		5	141,000	546,592	687,592	\$ 23,000.00	\$ 6,382.59
Denver	KBPI-FM	15		15	124,500	-	124,500	\$ 6,000.00	\$ 2,001.56
Detroit	WJLB-FM	10		10	127,000	2,700	129,700	\$ 8,000.00	\$ 1,554.78
Detroit	WRIF-FM	20	5	25	320,000	1,000	321,000	\$ 20,500.00	\$ 5,371.11
Houston	KTBZ-FM	30		30	675,000	1,000,000	1,675,000	\$ 7,000.00	\$ 19,870.97
Las Vegas	KLUC-FM	15		15	97,500	-	97,500	\$ 3,750.00	\$ 1,294.35
Las Vegas	KXTE-FM	21		21	79,800	2,000	81,800	\$ 5,000.00	\$ 1,370.00
Los Angeles	KPWR-FM	20		20	808,000	-	808,000	\$ 8,000.00	\$ 9,848.48
Los Angeles	KROQ-FM	0	20	20	506,000	-	506,000	\$ 15,000.00	\$ 14,250.00
Orlando	WJRR-FM	15		15	84,000	4,500	88,500	\$ 5,000.00	\$ 3,690.00
Miami	WPOW-FM	10		10	122,000	-	122,000	\$ 1,750.00	\$ 8,361.11
New York	WHTZ-FM	67		67	4,147,300	83,000	4,230,300	\$ 35,000.00	\$ 23,739.68
New York	WQHT-FM	16		16	614,400	4,000,000	4,614,400	\$ 18,000.00	\$ 41,688.00
Philadelphia	WMMR-FM	0	15	15	301,500	-	301,500	\$ 11,500.00	\$ 6,647.73
Philadelphia	WRFJ-FM	15	2	17	289,000	44,400	333,400	\$ 1,000.00	\$ 3,629.14
Phoenix	KUPD-FM	30		30	342,000	-	342,000	\$ 10,000.00	\$ 4,875.00
Sacramento	KRXQ-FM	15		15	115,500	17,000	132,500	\$ 3,500.00	\$ 2,630.00
San Diego	KIOZ-FM	35		35	280,000	2,500	282,500	\$ 11,500.00	\$ 4,178.68
San Francisco	KMEL-FM	15		15	315,000	521	315,521	\$ 29,750.00	\$ 4,142.31
San Francisco	KYLD-FM	15		15	241,500	557	242,057	\$ 29,750.00	\$ 4,588.90
Seattle	KISW-FM	21		21	279,300	500	279,800	\$ 7,500.00	\$ 4,558.50
Washington, DC	WIHT-FM	15		15	324,000	20,000	344,000	\$ 15,000.00	\$ 4,715.00
Washington, DC	WWDC-FM	15		15	189,000	20,000	209,000	\$ 10,000.00	\$ 3,565.63
<b>TOTAL</b>	<b>31</b>	<b>643</b>	<b>67</b>	<b>710</b>	<b>14,355,500</b>	<b>6,471,167</b>	<b>20,826,667</b>	<b>\$ 366,300.00</b>	<b>\$ 240,482.47</b>

Gross Spend	ROI (Station Value)	ROI (MS Value)
\$ 215,655.00	1.70	1.12