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REGIONAL WATER AUTHORITY SPECIAL EXECUTIVE COMMITTEE MEETING

**Thursday, April 11, 2024
at 8:30 a.m.**

**2295 Gateway Oaks, Suite 100
Sacramento, CA 95833
(916) 967-7692**

IMPORTANT NOTICE REGARDING VIRTUAL PUBLIC PARTICIPATION:

The Regional Water Authority currently provides in person as well as virtual public participation via the Zoom link below until further notice. The public shall have the opportunity to directly address the Committee on any item of interest before or during the Committee's consideration of that item. Public comment on items within the jurisdiction of the Committee is welcomed, subject to reasonable time limitations for each speaker.

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Meeting ID: 854 2661 9787

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+1 669 444 9171 US or +1 669 900 6833 US (San Jose)

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Public documents relating to any open session item listed on this agenda that are distributed to all or a majority of the members of the Board of Directors less than 72 hours before the meeting are available for public inspection in the customer service area of the Authority's Administrative Office at the address listed above.

In compliance with the Americans with Disabilities Act, if you have a disability and need a disability related modification or accommodation to participate in this meeting, please contact the Executive Director of the Authority at (916) 967-7692. Requests must be made as early as possible, and at least one full business day before the start of the meeting. The Board of Directors may consider any agenda item at any time during the meeting.

AGENDA

1. CALL TO ORDER AND ROLL CALL

2. 2024 Water Efficiency Program Public Outreach Media Buys

Presenter: Amy Talbot, Water Efficiency Program Manager

Discussion/Action: Approve Agreements and Authorize Execution of the Agreements by the Executive Director

ADJOURNMENT

Upcoming meetings:

Next RWA Board of Director's Meeting:

RWA Board Meeting, May 16, 2024, at 9:00 a.m. at the Sacramento Association of Realtors, 2003 Howe Avenue, Sacramento, CA 95825.

Next RWA Executive Committee Meeting:

RWA Executive Committee Meeting, April 30, 2024, 1:30 p.m. at the RWA/SGA Office, 2295 Gateway Oaks, Suite 100, Sacramento, CA 95833.

Notification will be emailed when the RWA electronic packet is complete and posted on the RWA website at: <https://www.rwah2o.org/meetings/board-meetings/>.

Posted on: April 9, 2024

Ashley Flores

Ashley Flores, CMC
Clerk of the Board



Agenda Item 2

Topic: 2024 Water Efficiency Program Public Outreach Media Buys
 Type: New Business
 Item For: Action; Motion to Approve Agreements and Authorize Execution of the Agreements by the Executive Director
 Purpose: Policy 300.1 and Policy 200.2
 Impact: Routine

SUBMITTED BY:	Amy Talbot Regional Water Efficiency Program Manager	PRESENTER:	Amy Talbot Regional Water Efficiency Program Manager
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EXECUTIVE SUMMARY

This is an action item for the RWA Executive Committee to approve agreements and authorize execution of the agreements by the Executive Director for advertising entities for Water Efficiency Program (WEP) Public Outreach Activities. The WEP regularly develops and funds advertising media buys to disseminate public outreach messaging to targeted audiences. For 2024, the program plans on partnering with tv, online tv, Spanish tv, commercial radio, public radio, Spanish radio, billboards, and digital media outlets. This item is for approval of the agreements and funding amounts to various media outlets (details for each below). The combined budget for all agreements is \$141,000, which will be funded by WEP and an Urban Community Drought Relief Grant from the California Department of Water Resources (DWR) at \$46,000 and \$95,000 respectively. WEP contracts with IN Communications to act as a broker on behalf of RWA to negotiate packages with all media outlets to ensure competitive pricing and scope.

STAFF RECOMMENDED ACTION

Recommended action is for the Executive Committee to approve agreements and authorize execution of the agreements by the Executive Director for advertising entities for Water Efficiency Program (WEP) Public Outreach Activities.

BACKGROUND

The WEP regularly develops and funds advertising media buys to disseminate public outreach messaging to targeted audiences. For 2024, the program plans on partnering with tv, online tv, Spanish tv, commercial radio, public radio, Spanish radio, billboards, and digital media outlets. This item is for the approval of agreements and authorization for the execution of the agreements by the Executive Director for advertising entities for Water Efficiency Program (WEP) Public Outreach Activities. The combined budget for all agreements is \$141,000, which will be funded by WEP and an Urban Community Drought Relief Grant from the California Department of Water Resources (DWR) at \$46,000 and \$95,000 respectively.

Agenda Item 2

WEP contracts with IN Communications to act as a broker on behalf of RWA to negotiate packages with all media outlets to ensure competitive pricing and scope. Media outlet proposals are evaluated on the following metrics:

- Reach: how many unique people are projected to see your ad
- Frequency: how many times those unique people see your ad
- Impressions: total views on your ad
- Value-added spots: number of complementary ad plays

Additional considerations are also given for the time of day the ads will be running and the entity's ability to capture WEP's target audience. For example, preference is given to common morning and afternoon "drive times" during commuting hours.

Below is a summary of the recommended advertising buys and relevant budgets:

- Television KCRA (live and streaming): \$36,000
- Commercial Radio Bonneville: \$22,000
- Public Radio Cap Radio: \$20,000
- Spanish Radio Entravision: \$12,000
- Digital Facebook and Google: \$16,000
- Outdoor (billboards): \$30,000
- Spanish Television (live and streaming): \$5,000

Total advertising buy direct costs: \$141,000

Television

WEP recommends partnering with KCRA-TV (NBC), the top-ranked news station in Sacramento, and their Hearst Anyscreen Reach streaming platform. The total cost of the ad buy would be \$36,000 and run from June through the middle of August. The advertising campaign would generate over 6 million impressions and include a tie-in with their coverage of the Summer Olympics. KCRA is providing \$60,675 worth of value-added assets, including the production of a 30-second commercial, no-cost advertising time, pro-bono news weather billboards, and co-branded Olympic promos.

Commercial Radio

WEP recommends partnering with Bonneville Radio again this summer and airing 15-second ads on three of their stations, KYMX-FM (#1 station in Sacramento among adults 35+), KNCI-FM (#3) and KZZO-FM (#12). The \$21,990 ad buy includes 2,259 spots and would reach 61.1 percent of adults 35+ with a frequency of 7.7 and generate 4,727,700 impressions. This buy includes 600 value-added spots and 697 free spots on their streaming platform.

Public Radio

Cap Radio (KXJZ-FM and KXPR-FM) is an important and longstanding partner and helps the WEP reach an audience of influencers and political leaders in Sacramento. We anticipate an even larger and more engaged audience this summer because of the November election.



Agenda Item 2

The total cost of the Cap Radio is \$20,050 with \$16,650 for 270 on-air messages and \$3,400 for digital advertising on the CapRadio.org website. The campaign would reach 10.4 percent of adults 35+ with frequency of 3.7 and generate 532,000 gross impressions. The sponsorship includes 80 value-added spots.

Spanish Radio

We recommend doing an \$11,960 ad buy on the Entravision stations (KHHM-FM, KRCX-FM, and KXSE-FM). This would include 1,482 spots and reach 49.9 percent of Spanish-speaking 35+ adults with a frequency of 7.6 and generate 796,900 impressions.

Digital Advertising

Google Display Network (focus on weather and news) and Facebook advertising (geocoded to suppliers' service areas with a focus on adults 35+) are the most prominent digital media outlets in terms of market reach serving our region. The total cost for this combined buy is \$16,000. There is no direct RWA agreement for these media outlets as these ads are included in the annual task order for IN Communications.

Outdoor Advertising

WEP is currently developing plans for an estimated \$30,000 outdoor advertising campaign that would run throughout the Sacramento region and include static and digital billboards. We are anticipating contracting with Clear Channel (as we have in the past), however, advertisement run times are still being developed due to the rotating inventory of billboards and need for wide geographic coverage. We anticipate a July run start date and we will include an agreement for this buy in the May Executive Committee meeting consent calendar.

Spanish Television/Streaming

WEP is reviewing options for a \$5,000 ad buy on one of the local Spanish language stations and/or streaming platforms. We anticipate a July run start date and we will include an agreement for this buy in the May Executive Committee meeting consent calendar.

The following details are provided in Attachment 1:

- Public outreach messaging will focus on outdoor water efficiency activities. Sample messaging/ads are included below.
- Comparison of different media outlets – presented and approved by WEP's Public Outreach Committee on March 11th, followed by presentation as an FYI to the complete Regional Water Efficiency Program Advisory Committee (RWE PAC) on March 19th.
- Draft agreements/summaries and advertising schedules (as available) for each recommended media outlet (except for outdoor billboards and Spanish radio). Please note that agreements may look different than more traditional engineering or consultant agreements but are standard for media buys which typically include a run time schedule and signature line.

ATTACHMENTS

Attachment 1- 2024 Water Efficiency Program Public Outreach Media Buys

Sample WEP Messaging Ads

Presented to WEP Public Outreach Committee and approved in 2023. Typically messaging ads run for at least 2 years for consistency purposes.

WEP plans on updating these ads in 2024 to include customers that have converted their landscapes to include high efficiency irrigation and low water use plants.

ARE YOU SUMMER STRONG?

Maurice is. He knows that native plants grow strong
and deep roots that muscle through hot summers.



Regional Water Authority

Be Like Maurice. Learn to be Summer Strong at BeWaterSmart.info.

ARE YOU SUMMER STRONG?

Linda is. She checks the soil moisture with
a moisture meter before turning on sprinklers.



Be like Linda. Learn to be Summer Strong at BeWaterSmart.info.



SUMMER STRONG

PLANTS ARE **TOUGH ENOUGH** TO
TAKE THE HEAT AND USE 92%
LESS WATER THAN LAWN

Lion's Tail
A hummingbird magnet





Be Water Smart

Sponsored ·



BeWaterSmart is looking for yards that feature low-water and native plants and water-wise sprinkler systems to showcase in an outdoor ad campaign. Your yard could appear on giant digital billboards in Sacramento. You could also win a \$50 gift card to a local nursery!



BEWATERSMART.INFO

Enter The Summer Strong Yard Contest

Enter today at BeWaterSmart.info.

[Learn more](#)



Like



Comment



Share

Media Outlet Package Comparison

**Presented to WEP Public Outreach Committee on March 11, 2024,
and was approved.**

**Presented to full Regional Water Efficiency Program Advisory
Committee on March 19, 2024 as an FYI.**

2024

Radio Station Options

Station Group	Stations	# of Spots	# of Weeks	Reach %	Reach Pop	Gross Imp	Freq	Cost
Audacy	KSEG-FM, KUDL-FM and KKDO-FM	1,616	13	61.4	846,000	5,712,900	6.8	\$22,000.00
Bonneville	KYMX-FM, KNCI-FM, KZZO-FM	1,887	12	59.9	825,000	3,626,400	6.8	\$21,975.00
iHeartMedia	KBEB-FM, KFBK-AM, KHYL-FM, KSTE-AM, KYRV-FM, KYRV-HD2, KZIS-FM	2,057	11	56.2	774,700	5,661,700	7.3	\$22,033.00
Cap Radio	KXJZ-FM and KXPR-FM	270	10	10.4	143,200	532,000	3.7	\$16,650
Entravision - Spanish	KHHM-FM, KRCX-FM, KXSE-FM	1,482	13	49.9	104,600	796,900	7.6	\$11,960

Highlights

Audacy: 832 value-added spots

Bonneville: 756 value-added spots

iHeartMedia: 1,430 value-added

Cap Radio: 80 value-added

Entravision 975 value-added



2024

TV and Streaming Options

TV Station	#of Spots	# of Weeks	Reach %	Reach	Freq	Imp	Cost
KCRA (NBC)	100	9	50.9	1,232,633	3.2	3,964,400	\$26,075.00
KCRA Hearst Streaming		11		57,471	9.9	344,827	\$10,000.00
KCRA Total						4,309,227	\$36,000.00
KOVR (CBS)	239	12	58.2	579,129	8	4,617,000	\$18,000.00
KOVR EYEQ Streaming News		14		118,903	5.5	666,667	\$18,000.00
KOVR - EYEQ Streaming News and Entertainment		14				600,000	\$18,000.00
KOVR Total						4,675,667	\$36,000.00
KXTV-TV (ABC)	169	13	50.8	504,956	5.1	2,615,100	\$18,000.00
KXTV-TV Premion Streaming		13				637,500	\$18,000.00
KXTV-TV Total						3,252,600	\$36,000.00

Highlights

KCRA: \$60,675 in value-added components, including co-branded Olympic promos, 34 value-added spots,

KCRA weather billboards, and commercial production. The added on-air mentions will take impressions up to **6.28 million**.

KOVR: Production of new spots featuring Marlene Simon and 90 value-added rotator spots

KXTV: Monica Woods delivers weekly tips, online ads on ABC10.com, and an interview on Your California Life.

Draft Media Outlet Agreements

Presented as of April 8, 2024.

Minor changes may be made in the final agreements.

Regional Water Authority

Summer Water Efficiency Campaign
KCRA Multi-Platform 2Q/3Q 2024



KCRA Olympic Zone



This locally-produced, daily live program introduces viewers to Northern California Olympic athletes, in addition to covering breaking news and storylines from Paris!

Regional Water Authority Experience in KCRA Olympic Zone:

- Features Deirdre Fitzpatrick, KCRA EM Anchor reporting live from Paris – her 10th Olympics!
- Produced live from Sacramento's Downtown Commons, allowing for fan viewing, interaction and energy
- Opportunity to connect with Sacramento area viewers
- Airs Mon-Sat 7:30P-8:00P and Sun 6:30P-7:00P leading into NBC prime
- Five paid (:30) exposures in *Olympic Zone* over 17 days
- RWA alignment with bonus NBC produced co-branded tune-in messages (:20/:10 format) with audio, video and tagline!



Olympic Co-Branded Promotional Announcements

20x Bonus Olympic co-branded messages featuring Regional Water Authority as a local sponsor of KCRA 3's coverage of Paris 2024 with overall \$36K 2Q/3Q spend

Value of Co-Branded Promotional Messages = \$10,000



(:30) NBC Co-Branded Promotional Messages Tagged with RWA

Message in (:20/:10 format) includes (:10) Audio & Video Recognition within the (:30)

Airs on KCRA leading up to the 2024 Paris Summer Olympics, expected to air throughout 2Q



Regional Water Authority June-August 2024 Campaign Summary

<u>Regional Water Authority June-August 2024 Campaign Summary</u>	<u>Dates</u>	<u>Imps.</u>	<u>CPM</u>	<u>Cost</u>	<u>Value</u>
Custom Regional Water Authority <u>June schedule</u> on KCRA = 44x (:30s): Three weeks in month airing in KCRA 4A, KCRA 5A, KCRA 6A, KCRA 12N & KCRA 4P <u>INCLUDES 17X w/o 6/3/24 AT \$0: VALUED AT \$5,300!</u>	6/3/24- 6/9/24 & 6/17/24- 6/30/24	1.6M	\$4.58	\$7,325	\$12,625
Custom Regional Water Authority <u>July schedule</u> on KCRA = 33x (:30s): Three weeks in month airing in KCRA 4A, KCRA 5A, KCRA 6A, KCRA 12N, KCRA 4P & Olympic Zone <u>INCLUDES 17X w/o 7/8/24 AT \$0: VALUED AT \$5,300!</u>	7/8/24- 7/28/24	1.26M	\$4.67	\$5,800	\$11,175
Custom Regional Water Authority <u>August schedule</u> on KCRA = 23x (:30s): Three weeks in month airing in KCRA 4A, KCRA 5A, KCRA 6A, KCRA 12N, KCRA 4P & Olympic Zone	7/29/24- 8/18/24	1.1M	\$11.84	\$12,875	\$12,875
KCRA Weather Billboards featuring RWA <u>June-August</u> = 20x (:05s): To air throughout campaign in select KCRA Newscasts: Value = \$2,500	6/3/24 - 8/18/24	1.1M	\$0.00	\$0	\$2,500





Regional Water Authority June-August 2024 Campaign Summary

<u>Regional Water Authority June-August 2024 Campaign Summary</u>	<u>Dates</u>	<u>Imps.</u>	<u>CPM</u>	<u>Cost</u>	<u>Value</u>
NBC-produced co-branded Olympic promos (:20/:10 format) = 20x** To air leading up to the Summer Olympics: Value = \$10,000	6/3/24- 7/25/24	872K	\$0.00	\$0	\$10,000
OTT Targeted Streaming <u>June-August</u> = 344,827x (:30s) Targeting: Sacramento, Placer & Yolo Counties; zip codes provided by client + homeowners	6/3/24- 8/18/24	345K	\$29	\$10,000	\$10,000
Commercial Production KCRA to produce 1x :30 spot using stock footage with footage that client can provide Client to approve script and all creative elements Value = \$1,500	Prior to campaign launch	n/a	n/a	\$0	\$1,500
Campaign Totals:	6/3/24- 8/18/24	6.28M	\$5.73	\$36,000	\$60,675

***NBC-produced co-branded tune-in promos (:10 audio/logo Regional Water Authority) minimum number of airings*

Print Name _____

Signature _____

Date _____



Bonneville Agreement



2024-RWA June-Aug

From: Casey Uppinghouse
 Phone: (191) 699-0117
 Email: cuppinghouse@bonneville.com
 3/12/2024 1:15 PM

Flight Dates: 06/03/2024 - 08/25/2024
 Demo: P 35+

Radio Market: SACRAMENTO
 Survey: JUL23 / JUN23
 Geography: Metro

	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Gls	% Reach	Frequency	CPP	CPM	GRPs
Radio Total			2,259		\$9.73	\$21,990.00	4,727,700	61.1%	7.7	\$66.39	\$4.63	331.2
KYMX-FM			792		\$9.47	\$7,500.00	2,203,200	31.4%	6.8	\$48.83	\$3.38	153.6
Flight A - 12 wks (06/03, 06/10, 06/17, 06/24, 07/01, 07/08, 07/15, 07/22, 07/29, 08/05, 08/12, 08/19)												
			540		\$13.89	\$7,500.00	2,016,000	29.5%	5.0	\$56.82	\$3.75	132.0
One Week Total			45		\$13.89	\$625.00	168,000	7.4%	1.7	\$56.82	\$3.75	11.0
	M-F 6A-10A	AM	5	15	\$35.00	\$175.00	17,000	1.0%	1.2	\$175.00	\$10.29	1.0
	M-F 10A-3P	MD	5	15	\$40.00	\$200.00	28,000	1.7%	1.2	\$100.00	\$7.14	2.0
	M-F 3P-7P	PM	5	15	\$35.00	\$175.00	21,500	1.3%	1.2	\$116.67	\$8.14	1.5
	M-F 7P-12M	EVE	5	15	\$5.00	\$25.00	5,000	0.3%	1.1	\$50.00	\$5.00	0.5
	Sa 10A-3P	SA2	5	15	\$10.00	\$50.00	28,500	1.3%	1.6	\$25.00	\$1.75	2.0
	M-Su 6A-12M	ROS	20	15	\$0.00	\$0.00	68,000	3.9%	1.3	\$0.00	\$0.00	4.0
Streaming Spots - 12 wks (06/03, 06/10, 06/17, 06/24, 07/01, 07/08, 07/15, 07/22, 07/29, 08/05, 08/12, 08/19)												
			252		\$0.00	\$0.00	187,200	23.9%	2.8	\$0.00	\$0.00	21.6
One Week Total			21		\$0.00	\$0.00	15,600	4.3%	1.3	\$0.00	\$0.00	1.8
	M-F 6A-10A†	AM	3	15	\$0.00	\$0.00	2,100	0.7%	1.1	\$0.00	\$0.00	0.3
	M-F 10A-3P†	MD	2	15	\$0.00	\$0.00	2,200	0.8%	1.0	\$0.00	\$0.00	0.2
	M-F 3P-7P†	PM	2	15	\$0.00	\$0.00	1,800	0.6%	1.0	\$0.00	\$0.00	0.2
	M-F 7P-12M†	EVE	3	15	\$0.00	\$0.00	600	0.2%	1.1	\$0.00	\$0.00	0.0
	Sa 10A-3P†	SA2	3	15	\$0.00	\$0.00	3,300	1.0%	1.3	\$0.00	\$0.00	0.3
	M-Su 6A-12M†	ROS	8	15	\$0.00	\$0.00	5,600	1.8%	1.1	\$0.00	\$0.00	0.8
KNCI-FM			657		\$15.41	\$10,125.00	1,519,200	22.9%	6.9	\$98.40	\$6.70	102.9
Flight A - 9 wks (06/03, 06/10, 06/17, 06/24, 07/08, 07/15, 08/05, 08/12, 08/19)												
			405		\$25.00	\$10,125.00	1,350,000	21.0%	4.7	\$107.14	\$7.58	94.5
One Week Total			45		\$25.00	\$1,125.00	150,000	6.1%	1.8	\$107.14	\$7.58	10.5
	M-F 6A-10A	AM	5	15	\$65.00	\$325.00	14,500	0.9%	1.2	\$325.00	\$22.41	1.0

† - These dayparts contain ratings estimates that have been weighted or manually adjusted by the user.

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: SACRAMENTO: JUL23 / JUN23; Metro: Multiple Dayparts Used; P 35+; See Detailed Sourcing Page for Complete Details.

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2024-RWA June-Aug



From: Casey Uppinghouse
 Phone: (919) 699-0117
 Email: cuppinghouse@bonneville.com
 3/12/2024 1:15 PM

	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Gls	% Reach	Frequency	CPP	CPM	GRPs
KNCI-FM (continued)												
	M-F 10A-3P	MD	5	15	\$65.00	\$325.00	24,000	1.5%	1.2	\$216.67	\$13.54	1.5
	M-F 3P-7P	PM	5	15	\$65.00	\$325.00	19,000	1.2%	1.2	\$216.67	\$17.11	1.5
	M-F 7P-12M	EVE	5	15	\$5.00	\$25.00	5,000	0.3%	1.1	\$50.00	\$5.00	0.5
	Sa 10A-3P	SA2	5	15	\$25.00	\$125.00	27,500	1.3%	1.6	\$62.50	\$4.55	2.0
	M-Su 6A-12M	ROS	20	15	\$0.00	\$0.00	60,000	3.3%	1.3	\$0.00	\$0.00	4.0
Streaming Spots - 12 wks (06/03, 06/10, 06/17, 06/24, 07/01, 07/08, 07/15, 07/22, 07/29, 08/05, 08/12, 08/19)												
			252		\$0.00	\$0.00	169,200	18.6%	3.3	\$0.00	\$0.00	8.4
One Week Total			21		\$0.00	\$0.00	14,100	3.7%	1.4	\$0.00	\$0.00	0.7
	M-F 6A-10A†	AM	3	15	\$0.00	\$0.00	1,800	0.6%	1.1	\$0.00	\$0.00	0.0
	M-F 10A-3P†	MD	2	15	\$0.00	\$0.00	2,000	0.7%	1.0	\$0.00	\$0.00	0.2
	M-F 3P-7P†	PM	2	15	\$0.00	\$0.00	1,600	0.5%	1.1	\$0.00	\$0.00	0.2
	M-F 7P-12M†	EVE	3	15	\$0.00	\$0.00	600	0.2%	1.0	\$0.00	\$0.00	0.0
	Sa 10A-3P†	SA2	3	15	\$0.00	\$0.00	3,300	0.9%	1.3	\$0.00	\$0.00	0.3
	M-Su 6A-12M†	ROS	8	15	\$0.00	\$0.00	4,800	1.6%	1.1	\$0.00	\$0.00	0.0
KZZO-FM			810		\$5.39	\$4,365.00	1,005,300	17.0%	5.8	\$58.43	\$4.49	74.7
Flight A - 9 wks (06/03, 06/10, 06/17, 06/24, 07/08, 07/15, 08/05, 08/12, 08/19)												
			558		\$7.82	\$4,365.00	922,500	15.7%	4.3	\$58.43	\$4.60	74.7
One Week Total			62		\$7.82	\$485.00	102,500	4.3%	1.7	\$58.43	\$4.60	8.3
	M-F 6A-10A	AM	6	15	\$15.00	\$90.00	6,600	0.4%	1.2	\$150.00	\$13.64	0.6
	M-F 10A-3P	MD	10	15	\$15.00	\$150.00	22,000	1.2%	1.3	\$75.00	\$6.82	2.0
	M-F 3P-7P	PM	6	15	\$20.00	\$120.00	14,400	0.9%	1.2	\$100.00	\$8.33	1.2
	M-F 7P-12M	EVE	15	15	\$5.00	\$75.00	15,000	0.8%	1.4	\$50.00	\$5.00	1.5
	Sa 10A-3P	SA2	5	15	\$10.00	\$50.00	12,500	0.7%	1.4	\$50.00	\$4.00	1.0
	M-Su 6A-12M	ROS	20	15	\$0.00	\$0.00	32,000	1.9%	1.2	\$0.00	\$0.00	2.0
Streaming Spots - 12 wks (06/03, 06/10, 06/17, 06/24, 07/01, 07/08, 07/15, 07/22, 07/29, 08/05, 08/12, 08/19)												
			252		\$0.00	\$0.00	82,800	12.4%	2.5	\$0.00	\$0.00	0.0
One Week Total			21		\$0.00	\$0.00	6,900	2.1%	1.2	\$0.00	\$0.00	0.0
	M-F 6A-10A†	AM	3	15	\$0.00	\$0.00	600	0.2%	1.1	\$0.00	\$0.00	0.0
	M-F 10A-3P†	MD	2	15	\$0.00	\$0.00	800	0.3%	1.0	\$0.00	\$0.00	0.0

† - These dayparts contain ratings estimates that have been weighted or manually adjusted by the user.

The first demo listed is the Primary Demo.

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2024-RWA June-Aug



From: Casey Uppinghouse
 Phone: (911) 699-0117
 Email: cuppinghouse@bonneville.com
 3/12/2024 1:15 PM

	Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Gls	% Reach	Frequency	CPP	CPM	GRPs
KZZO-FM (continued)												
	M-F 3P-7P†	PM	2	15	\$0.00	\$0.00	1,000	0.3%	1.0	\$0.00	\$0.00	0.0
	M-F 7P-12M†	EVE	3	15	\$0.00	\$0.00	600	0.2%	1.1	\$0.00	\$0.00	0.0
	Sa 10A-3P†	SA2	3	15	\$0.00	\$0.00	1,500	0.5%	1.2	\$0.00	\$0.00	0.0
	M-Su 6A-12M†	ROS	8	15	\$0.00	\$0.00	2,400	0.9%	1.0	\$0.00	\$0.00	0.0

† - These dayparts contain ratings estimates that have been weighted or manually adjusted by the user.

The first demo listed is the Primary Demo.

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2024-RWA June-Aug



From: Casey Uppinghouse
 Phone: (915) 699-0117
 Email: cuppinghouse@bonneville.com
 3/12/2024 1:15 PM

Schedule Grand Totals: 12 Weeks

Stations	Spots	Unit Rate	Total Cost	Gls	% Reach	Frequency	CPP	CPM	GRPs
Radio Total	2,259	\$9.73	\$21,990.00	4,727,700	61.1%	7.7	\$66.39	\$4.63	331.2
KYMX-FM	792	\$9.47	\$7,500.00	2,203,200	31.4%	6.8	\$48.83	\$3.38	153.6
KNCL-FM	657	\$15.41	\$10,125.00	1,519,200	22.9%	6.9	\$98.40	\$6.70	102.9
KZZO-FM	810	\$5.39	\$4,365.00	1,005,300	17.0%	5.8	\$58.43	\$4.49	74.7

Accepted by Station

Date

Accepted by Client

Date

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.

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Detailed Sourcing Summary

Radio Market: SACRAMENTO

Survey: Average of Nielsen Radio July 2023, Nielsen Radio June 2023

Geography: Metro

Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population		Intab	
	Avg Daily	Avg Weekly	Avg Daily	Avg Weekly
Adults 35+ (Primary)	1,377,900	1,377,900	741	670

Stations: User Selected

Additional Notices: † - These dayparts contain ratings estimates that have been weighted or manually adjusted by the user.

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one panelist.

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http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website: <http://ascription.nielsen.com>
Rating Reliability Estimator: <https://rre.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.

<https://ebook.nielsen.com/secure/PP6/2023JUL/0065/pdfs/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/PP6/2023JUN/0065/pdfs/SpecialNotices.pdf>

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Regional Water Authority Summer-2024 Campaign Recommendation

Campaign Details –

- KXJZ 10-week Campaign
- Digital on-line banner and Gateway News messaging 8-week campaign
- KXPR 10-week Campaign
- Bonus messaging KXJZ/KXPR for added frequency

Weekly schedules -

KXJZ – 90.9 NPR/News (10 – weeks)

Underwriting Element	Day Part	Time Period	Announcements	Rate
<i>Morning Edition</i>	Monday – Friday	6a – 10a	3x	\$150
<i>Insight/Mid- day</i>	Monday – Friday	10a – 3p	4x	\$100
<i>All Things Considered</i>	Monday – Friday	3p – 7p	3x	\$150
<i>NPR Prime Rotation</i>	Monday – Sunday	5a – 8p	2x	\$65
<i>Weekend PM Rotation</i>	Saturday – Sunday	1p – 7p	2x	\$55
<i>Non-profit Bonus</i>	Monday – Sunday	5a – 12m	3x	\$0
Weekly Totals			17x	\$1,540

KXPR – 88.9 Classical/Jazz – (10 – weeks)

Underwriting Element	Day Part	Time Period	Announcements	Rate
<i>Full Classical Music program</i>	Monday – Friday	6a -7p	5x	\$25
<i>Non-profit Bonus</i>	Monday – Sunday	5a – 11p	5x	\$0
Weekly Totals			10x	\$125

Online/Digital – Weekly Rotation (8-weeks)

Underwriting Element	Day Part	GI's	Rate
<i>Run Of Site Banner Rotation</i>	Web and Mobile	15,000	\$5
<i>News Gateway</i>	Web and Mobile	10,000	\$35
<i>Weekly Gross Impressions</i>		25,000 GI's	
Weekly Totals Cost			\$425
Campaign Total GI's		200,000 GI's	
Campaign Total Investment			\$3,400

Spring/Summer Partnership Totals

Underwriting Element	Announcements	Rate
<i>KXJZ – News/NPR (02 weeks)</i>	170x	\$15,400
<i>KXPR – Classical/Excellence In Jazz – (10 weeks)</i>	100x	\$1,250
<i>Online/Digital</i>	8 weeks	\$3,400
Total Announcements	270x	
Total Gross Impressions Digital	200,000	
Total Investment		\$20,050



Campaign Efficiencies (June, July, August 2023 Nielsen)
On air messaging (10-weeks)

Persons 35+

<i>Estimated Gross Impressions</i>	532,000
<i>Estimated Net Reach</i>	143,200
<i>Estimated Net Reach Percentage</i>	10.4
<i>Estimated Frequency</i>	3.7x

Women 50+

<i>Estimated Gross Impressions</i>	368,000
<i>Estimated Net Reach</i>	47.7
<i>Estimated Net Reach Percentage</i>	10.0
<i>Estimated Frequency</i>	3.4

Persons 50+

<i>Estimated Gross Impressions</i>	368,000
<i>Estimated Net Reach</i>	95,100
<i>Estimated Net Reach Percentage</i>	10.7
<i>Estimated Frequency</i>	3.9x

RWA 2024 Summer Schedule



From: Kelly Morrison
 Phone: (916) 278-8977
 Email:
 1/29/2024 5:34 PM

Flight Dates: 06/05/2023 - 10/22/2023
 Demo: P 35+; P 50+; W 50+

Radio Market: SACRAMENTO
 Survey: AUG23 / JUL23 / JUN23
 Geography: Metro

	Daypart	Spots	Length	Unit Rate	Total Cost	P 35+ % Reach	P 35+ Net Reach	P 35+ Frequency	P 35+ Gls	P 50+ % Reach	P 50+ Net Reach	P 50+ Frequency	P 50+ Gls	W 50+ % Reach	W 50+ Net Reach
Radio Total		270		\$61.67	\$16,650.00	10.4%	143,200	3.7	532,000	10.7%	95,100	3.9	368,000	10.0%	47,700
KXJZ-FM		170		\$90.59	\$15,400.00	7.8%	107,200	3.8	412,000	7.6%	67,300	3.8	253,000	6.4%	30,800
Summer Campaign - 10 wks (06/05, 06/12, 06/19, 06/26, 07/03, 07/10, 07/17, 07/24, 07/31, 08/07)															
		170		\$90.59	\$15,400.00	7.8%	107,200	3.8	412,000	7.6%	67,300	3.8	253,000	6.4%	30,800
One Week Total		17		\$90.59	\$1,540.00	2.0%	27,300	1.5	41,200	1.9%	17,100	1.5	25,300	1.5%	7,200
	M-F 5:30A-10A	3	15	\$150.00	\$450.00	0.5%	7,000	1.2	8,100	0.5%	4,100	1.1	4,500	0.3%	1,600
	M-F 10A-3P	4	15	\$100.00	\$400.00	0.7%	9,000	1.2	10,800	0.8%	6,800	1.2	8,000	0.5%	2,300
	M-F 3P-7P	3	15	\$150.00	\$450.00	0.6%	7,900	1.1	9,000	0.5%	4,400	1.1	4,800	0.5%	2,200
	M-Su 5A-8P	2	15	\$65.00	\$130.00	0.3%	4,600	1.0	4,600	0.3%	2,900	1.0	3,000	0.3%	1,200
	M-Su 5A-12M	3	15	\$0.00	\$0.00	0.4%	5,500	1.0	5,700	0.4%	3,400	1.1	3,600	0.3%	1,400
	Sa-Su 1P-7P	2	15	\$55.00	\$110.00	0.2%	2,900	1.0	3,000	0.1%	1,300	1.1	1,400	0.1%	600
KXPR-FM		100		\$12.50	\$1,250.00	2.9%	40,000	3.0	120,000	3.8%	33,600	3.4	115,000	4.0%	19,200
Flight A - 10 wks (06/05, 06/12, 06/19, 06/26, 07/03, 07/10, 07/17, 07/24, 07/31, 08/07)															
		100		\$12.50	\$1,250.00	2.9%	40,000	3.0	120,000	3.8%	33,600	3.4	115,000	4.0%	19,200
One Week Total		10		\$12.50	\$125.00	0.7%	9,000	1.3	12,000	0.9%	8,200	1.4	11,500	0.9%	4,400
	M-F 6A-7P	5	15	\$25.00	\$125.00	0.4%	5,700	1.2	7,000	0.6%	5,200	1.3	6,500	0.6%	2,800
	M-Su 5A-11P	5	15	\$0.00	\$0.00	0.3%	4,500	1.1	5,000	0.5%	4,200	1.2	5,000	0.5%	2,200

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: SACRAMENTO: AUG23 / JUL23 / JUN23; Metro: Multiple Dayparts Used; Multiple Demos Used; See Detailed Sourcing Page for Complete Details.

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RWA 2024 Summer Schedule



From: Kelly Morrison

Phone: (916) 278-8977

Email:

1/29/2024 5:34 PM

Schedule Grand Totals: 10 Weeks

Stations	Spots	Unit Rate	Total Cost	P 35+ % Reach	P 35+ Net Reach	P 35+ Frequency	P 35+ Gls	P 50+ % Reach	P 50+ Net Reach	P 50+ Frequency	P 50+ Gls	W 50+ % Reach	W 50+ Net Reach	W 50+ Frequency	W 50+ Gls
Radio Total	270	\$61.67	\$16,650.00	10.4%	143,200	3.7	532,000	10.7%	95,100	3.9	368,000	10.0%	47,700	3.4	163,000
KXJZ-FM	170	\$90.59	\$15,400.00	7.8%	107,200	3.8	412,000	7.6%	67,300	3.8	253,000	6.4%	30,800	3.3	103,000
KXPR-FM	100	\$12.50	\$1,250.00	2.9%	40,000	3.0	120,000	3.8%	33,600	3.4	115,000	4.0%	19,200	3.1	60,000

Accepted by Station

Date

Accepted by Client

Date

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The first demo listed is the Primary Demo.

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Detailed Sourcing Summary

Radio Market: SACRAMENTO

Survey: Average of Nielsen Radio August 2023, Nielsen Radio July 2023, Nielsen Radio June 2023

Geography: Metro

Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population		Intab	
	Avg Daily	Avg Weekly	Avg Daily	Avg Weekly
Adults 35+ (Primary)	1,377,900	1,377,900	736	666
Adults 50+	891,000	891,000	490	452
Women 50+	478,400	478,400	269	247

Stations: User Selected
Additional
Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one panelist.

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The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

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Rating Reliability Estimator: <https://rre.nielsen.com>

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<https://ebook.nielsen.com/secure/PP6/2023AUG/0065/pdfs/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/PP6/2023JUL/0065/pdfs/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/PP6/2023JUN/0065/pdfs/SpecialNotices.pdf>

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CONTRACT



KHHM-FM
 1792 Tribute Road #450
 Sacramento, CA 95815
 (916) 646-4000

<u>Contract / Revision</u> 747605 /		<u>Alt Order #</u>
<u>Advertiser</u> Regional Water Authority		<u>Original Date / Revision</u> 04/05/24 / 04/05/24
<u>Contract Dates</u> 06/03/24 - 09/01/24	<u>Estimate #</u>	
<u>Product</u>		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KHHM-FM	<u>Account Executive</u> Victoria Addobati	<u>Sales Office</u> Sacramento
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u> 0012R00002DdZyAQAV	

And:

Regional Water Authority
 2295 Gateway Oaks, Suite 100
 Sacramento, CA 95833

KHHM-FM - 747605A

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KHHM	06/03/24	09/01/24	7:00 AM-9:00 AM	7:00 AM-9:00 AM		:15			NM	26	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	06/03/24	06/09/24	MTWTF--				2	\$25.00			
	Week:	06/10/24	06/16/24	MTWTF--				2	\$25.00			
	Week:	06/17/24	06/23/24	MTWTF--				2	\$25.00			
	Week:	06/24/24	06/30/24	MTWTF--				2	\$25.00			
	Week:	07/01/24	07/07/24	MTWTF--				2	\$25.00			
	Week:	07/08/24	07/14/24	MTWTF--				2	\$25.00			
	Week:	07/15/24	07/21/24	MTWTF--				2	\$25.00			
	Week:	07/22/24	07/28/24	MTWTF--				2	\$25.00			
	Week:	07/29/24	08/04/24	MTWTF--				2	\$25.00			
	Week:	08/05/24	08/11/24	MTWTF--				2	\$25.00			
	Week:	08/12/24	08/18/24	MTWTF--				2	\$25.00			
	Week:	08/19/24	08/25/24	MTWTF--				2	\$25.00			
	Week:	08/26/24	09/01/24	MTWTF--				2	\$25.00			
N 2	KHHM	06/03/24	09/01/24	11:00 AM-3:00 PM	11:00 AM-3:00 PM		:15			NM	39	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	06/03/24	06/09/24	MTWTF--				3	\$25.00			
	Week:	06/10/24	06/16/24	MTWTF--				3	\$25.00			
	Week:	06/17/24	06/23/24	MTWTF--				3	\$25.00			
	Week:	06/24/24	06/30/24	MTWTF--				3	\$25.00			
	Week:	07/01/24	07/07/24	MTWTF--				3	\$25.00			
	Week:	07/08/24	07/14/24	MTWTF--				3	\$25.00			
	Week:	07/15/24	07/21/24	MTWTF--				3	\$25.00			
	Week:	07/22/24	07/28/24	MTWTF--				3	\$25.00			
	Week:	07/29/24	08/04/24	MTWTF--				3	\$25.00			
	Week:	08/05/24	08/11/24	MTWTF--				3	\$25.00			
	Week:	08/12/24	08/18/24	MTWTF--				3	\$25.00			
	Week:	08/19/24	08/25/24	MTWTF--				3	\$25.00			
	Week:	08/26/24	09/01/24	MTWTF--				3	\$25.00			
N 3	KHHM	06/03/24	09/01/24	4:00 PM-6:00 PM	4:00 PM-6:00 PM		:15			NM	65	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	06/03/24	06/09/24	MTWTF--				5	\$25.00			
	Week:	06/10/24	06/16/24	MTWTF--				5	\$25.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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KHHM-FM
 1792 Tribute Road #450
 Sacramento, CA 95815
 (916) 646-4000

<u>Contract / Revision</u> 747605 /		<u>Alt Order #</u>
<u>Advertiser</u> Regional Water Authority		<u>Original Date / Revision</u> 04/05/24 / 04/05/24
<u>Contract Dates</u> 06/03/24 - 09/01/24	<u>Product</u>	<u>Estimate #</u>

KHHM-FM - 747605A		Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount	
*Line	Ch	Start Date	End Date	Description	Time					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/17/24	06/23/24	MTWTF--		5	\$25.00			
Week:		06/24/24	06/30/24	MTWTF--		5	\$25.00			
Week:		07/01/24	07/07/24	MTWTF--		5	\$25.00			
Week:		07/08/24	07/14/24	MTWTF--		5	\$25.00			
Week:		07/15/24	07/21/24	MTWTF--		5	\$25.00			
Week:		07/22/24	07/28/24	MTWTF--		5	\$25.00			
Week:		07/29/24	08/04/24	MTWTF--		5	\$25.00			
Week:		08/05/24	08/11/24	MTWTF--		5	\$25.00			
Week:		08/12/24	08/18/24	MTWTF--		5	\$25.00			
Week:		08/19/24	08/25/24	MTWTF--		5	\$25.00			
Week:		08/26/24	09/01/24	MTWTF--		5	\$25.00			
N 4	KHHM	06/03/24	09/01/24	1:00 PM-4:00 PM	1:00 PM-4:00 PM		:15	NM	26	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/24	06/09/24	-----SS		2	\$20.00			
Week:		06/10/24	06/16/24	-----SS		2	\$20.00			
Week:		06/17/24	06/23/24	-----SS		2	\$20.00			
Week:		06/24/24	06/30/24	-----SS		2	\$20.00			
Week:		07/01/24	07/07/24	-----SS		2	\$20.00			
Week:		07/08/24	07/14/24	-----SS		2	\$20.00			
Week:		07/15/24	07/21/24	-----SS		2	\$20.00			
Week:		07/22/24	07/28/24	-----SS		2	\$20.00			
Week:		07/29/24	08/04/24	-----SS		2	\$20.00			
Week:		08/05/24	08/11/24	-----SS		2	\$20.00			
Week:		08/12/24	08/18/24	-----SS		2	\$20.00			
Week:		08/19/24	08/25/24	-----SS		2	\$20.00			
Week:		08/26/24	09/01/24	-----SS		2	\$20.00			
N 5	KHHM	06/03/24	09/01/24	3:00 PM-6:00 PM	3:00 PM-6:00 PM		:15	NM	39	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/24	06/09/24	-----S		3	\$20.00			
Week:		06/10/24	06/16/24	-----S		3	\$20.00			
Week:		06/17/24	06/23/24	-----S		3	\$20.00			
Week:		06/24/24	06/30/24	-----S		3	\$20.00			
Week:		07/01/24	07/07/24	-----S		3	\$20.00			
Week:		07/08/24	07/14/24	-----S		3	\$20.00			
Week:		07/15/24	07/21/24	-----S		3	\$20.00			
Week:		07/22/24	07/28/24	-----S		3	\$20.00			
Week:		07/29/24	08/04/24	-----S		3	\$20.00			
Week:		08/05/24	08/11/24	-----S		3	\$20.00			
Week:		08/12/24	08/18/24	-----S		3	\$20.00			
Week:		08/19/24	08/25/24	-----S		3	\$20.00			
Week:		08/26/24	09/01/24	-----S		3	\$20.00			
N 6	KHHM	06/03/24	09/01/24	7:00 AM-8:00 PM	7:00 AM-8:00 PM		:15	NM	130	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/24	06/09/24	MTWTF--		10	\$0.00			
Week:		06/10/24	06/16/24	MTWTF--		10	\$0.00			
Week:		06/17/24	06/23/24	MTWTF--		10	\$0.00			
Week:		06/24/24	06/30/24	MTWTF--		10	\$0.00			
Week:		07/01/24	07/07/24	MTWTF--		10	\$0.00			
Week:		07/08/24	07/14/24	MTWTF--		10	\$0.00			
Week:		07/15/24	07/21/24	MTWTF--		10	\$0.00			
Week:		07/22/24	07/28/24	MTWTF--		10	\$0.00			

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KHHM-FM
 1792 Tribute Road #450
 Sacramento, CA 95815
 (916) 646-4000

<u>Contract / Revision</u> 747605 /		<u>Alt Order #</u>
<u>Advertiser</u> Regional Water Authority		<u>Original Date / Revision</u> 04/05/24 / 04/05/24
<u>Contract Dates</u> 06/03/24 - 09/01/24	<u>Product</u>	<u>Estimate #</u>

KHHM-FM - 747605A						Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
*Line	Ch	Start Date	End Date	Description									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/29/24	08/04/24	MTWTF--				10	\$0.00				
Week:		08/05/24	08/11/24	MTWTF--				10	\$0.00				
Week:		08/12/24	08/18/24	MTWTF--				10	\$0.00				
Week:		08/19/24	08/25/24	MTWTF--				10	\$0.00				
Week:		08/26/24	09/01/24	MTWTF--				10	\$0.00				
N 7	KHHM	06/03/24	09/01/24	Mon-Sun 12a-12x		Mon-Sun 12a-12x		:15			NM	195	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/03/24	06/09/24	MTWTFSS				15	\$0.00				
Week:		06/10/24	06/16/24	MTWTFSS				15	\$0.00				
Week:		06/17/24	06/23/24	MTWTFSS				15	\$0.00				
Week:		06/24/24	06/30/24	MTWTFSS				15	\$0.00				
Week:		07/01/24	07/07/24	MTWTFSS				15	\$0.00				
Week:		07/08/24	07/14/24	MTWTFSS				15	\$0.00				
Week:		07/15/24	07/21/24	MTWTFSS				15	\$0.00				
Week:		07/22/24	07/28/24	MTWTFSS				15	\$0.00				
Week:		07/29/24	08/04/24	MTWTFSS				15	\$0.00				
Week:		08/05/24	08/11/24	MTWTFSS				15	\$0.00				
Week:		08/12/24	08/18/24	MTWTFSS				15	\$0.00				
Week:		08/19/24	08/25/24	MTWTFSS				15	\$0.00				
Week:		08/26/24	09/01/24	MTWTFSS				15	\$0.00				
Totals												520	\$4,550.00

Time Period	# of Spots	Gross Amount	Net Amount
05/27/24 - 06/30/24	160	\$1,400.00	\$1,400.00
07/01/24 - 07/28/24	160	\$1,400.00	\$1,400.00
07/29/24 - 08/25/24	160	\$1,400.00	\$1,400.00
08/26/24 - 09/01/24	40	\$350.00	\$350.00
Totals	520	\$4,550.00	\$4,550.00

KRCX-FM - 747605B						Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
*Line	Ch	Start Date	End Date	Description									
N 1	KRCX	06/03/24	09/01/24	8:00 AM-10:00 AM		8:00 AM-10:00 AM		:15			NM	13	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/03/24	06/09/24	MTWTF--				1	\$20.00				
Week:		06/10/24	06/16/24	MTWTF--				1	\$20.00				
Week:		06/17/24	06/23/24	MTWTF--				1	\$20.00				
Week:		06/24/24	06/30/24	MTWTF--				1	\$20.00				
Week:		07/01/24	07/07/24	MTWTF--				1	\$20.00				
Week:		07/08/24	07/14/24	MTWTF--				1	\$20.00				
Week:		07/15/24	07/21/24	MTWTF--				1	\$20.00				
Week:		07/22/24	07/28/24	MTWTF--				1	\$20.00				
Week:		07/29/24	08/04/24	MTWTF--				1	\$20.00				
Week:		08/05/24	08/11/24	MTWTF--				1	\$20.00				
Week:		08/12/24	08/18/24	MTWTF--				1	\$20.00				
Week:		08/19/24	08/25/24	MTWTF--				1	\$20.00				
Week:		08/26/24	09/01/24	MTWTF--				1	\$20.00				
N 2	KRCX	06/03/24	09/01/24	1:30 PM-3:30 PM		1:30 PM-3:30 PM		:15			NM	26	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

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KHHM-FM
 1792 Tribute Road #450
 Sacramento, CA 95815
 (916) 646-4000

<u>Contract / Revision</u> 747605 /		<u>Alt Order #</u>
<u>Advertiser</u> Regional Water Authority		<u>Original Date / Revision</u> 04/05/24 / 04/05/24
<u>Contract Dates</u> 06/03/24 - 09/01/24	<u>Product</u>	<u>Estimate #</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
KRCX-FM - 747605B												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/24	06/09/24	MTWTF--				2	\$20.00			
Week:		06/10/24	06/16/24	MTWTF--				2	\$20.00			
Week:		06/17/24	06/23/24	MTWTF--				2	\$20.00			
Week:		06/24/24	06/30/24	MTWTF--				2	\$20.00			
Week:		07/01/24	07/07/24	MTWTF--				2	\$20.00			
Week:		07/08/24	07/14/24	MTWTF--				2	\$20.00			
Week:		07/15/24	07/21/24	MTWTF--				2	\$20.00			
Week:		07/22/24	07/28/24	MTWTF--				2	\$20.00			
Week:		07/29/24	08/04/24	MTWTF--				2	\$20.00			
Week:		08/05/24	08/11/24	MTWTF--				2	\$20.00			
Week:		08/12/24	08/18/24	MTWTF--				2	\$20.00			
Week:		08/19/24	08/25/24	MTWTF--				2	\$20.00			
Week:		08/26/24	09/01/24	MTWTF--				2	\$20.00			
N 3	KRCX	06/03/24	09/01/24	M-F 3p-7p	3p-7p		:15			NM	52	\$1,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/24	06/09/24	MTWTF--				4	\$20.00			
Week:		06/10/24	06/16/24	MTWTF--				4	\$20.00			
Week:		06/17/24	06/23/24	MTWTF--				4	\$20.00			
Week:		06/24/24	06/30/24	MTWTF--				4	\$20.00			
Week:		07/01/24	07/07/24	MTWTF--				4	\$20.00			
Week:		07/08/24	07/14/24	MTWTF--				4	\$20.00			
Week:		07/15/24	07/21/24	MTWTF--				4	\$20.00			
Week:		07/22/24	07/28/24	MTWTF--				4	\$20.00			
Week:		07/29/24	08/04/24	MTWTF--				4	\$20.00			
Week:		08/05/24	08/11/24	MTWTF--				4	\$20.00			
Week:		08/12/24	08/18/24	MTWTF--				4	\$20.00			
Week:		08/19/24	08/25/24	MTWTF--				4	\$20.00			
Week:		08/26/24	09/01/24	MTWTF--				4	\$20.00			
N 4	KRCX	06/03/24	09/01/24	2:00 PM-6:00 PM	2:00 PM-6:00 PM		:15			NM	26	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/24	06/09/24	-----S-				2	\$15.00			
Week:		06/10/24	06/16/24	-----S-				2	\$15.00			
Week:		06/17/24	06/23/24	-----S-				2	\$15.00			
Week:		06/24/24	06/30/24	-----S-				2	\$15.00			
Week:		07/01/24	07/07/24	-----S-				2	\$15.00			
Week:		07/08/24	07/14/24	-----S-				2	\$15.00			
Week:		07/15/24	07/21/24	-----S-				2	\$15.00			
Week:		07/22/24	07/28/24	-----S-				2	\$15.00			
Week:		07/29/24	08/04/24	-----S-				2	\$15.00			
Week:		08/05/24	08/11/24	-----S-				2	\$15.00			
Week:		08/12/24	08/18/24	-----S-				2	\$15.00			
Week:		08/19/24	08/25/24	-----S-				2	\$15.00			
Week:		08/26/24	09/01/24	-----S-				2	\$15.00			
N 5	KRCX	06/03/24	09/01/24	9:00 AM-7:00 PM	9:00 AM-7:00 PM		:15			NM	130	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/24	06/09/24	MTWTF--				10	\$0.00			
Week:		06/10/24	06/16/24	MTWTF--				10	\$0.00			
Week:		06/17/24	06/23/24	MTWTF--				10	\$0.00			
Week:		06/24/24	06/30/24	MTWTF--				10	\$0.00			
Week:		07/01/24	07/07/24	MTWTF--				10	\$0.00			
Week:		07/08/24	07/14/24	MTWTF--				10	\$0.00			

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 1792 Tribute Road #450
 Sacramento, CA 95815
 (916) 646-4000

<u>Contract / Revision</u> 747605 /		<u>Alt Order #</u>
<u>Advertiser</u> Regional Water Authority		<u>Original Date / Revision</u> 04/05/24 / 04/05/24
<u>Contract Dates</u> 06/03/24 - 09/01/24	<u>Product</u>	<u>Estimate #</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
KRCX-FM - 747605B												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/15/24	07/21/24	MTWTF--				10	\$0.00			
Week:		07/22/24	07/28/24	MTWTF--				10	\$0.00			
Week:		07/29/24	08/04/24	MTWTF--				10	\$0.00			
Week:		08/05/24	08/11/24	MTWTF--				10	\$0.00			
Week:		08/12/24	08/18/24	MTWTF--				10	\$0.00			
Week:		08/19/24	08/25/24	MTWTF--				10	\$0.00			
Week:		08/26/24	09/01/24	MTWTF--				10	\$0.00			
N 7	KRCX	06/03/24	09/01/24	Mon-Sun 12a-12x	Mon-Sun 12a-12x		:15			NM	195	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/24	06/09/24	MTWTFSS				15	\$0.00			
Week:		06/10/24	06/16/24	MTWTFSS				15	\$0.00			
Week:		06/17/24	06/23/24	MTWTFSS				15	\$0.00			
Week:		06/24/24	06/30/24	MTWTFSS				15	\$0.00			
Week:		07/01/24	07/07/24	MTWTFSS				15	\$0.00			
Week:		07/08/24	07/14/24	MTWTFSS				15	\$0.00			
Week:		07/15/24	07/21/24	MTWTFSS				15	\$0.00			
Week:		07/22/24	07/28/24	MTWTFSS				15	\$0.00			
Week:		07/29/24	08/04/24	MTWTFSS				15	\$0.00			
Week:		08/05/24	08/11/24	MTWTFSS				15	\$0.00			
Week:		08/12/24	08/18/24	MTWTFSS				15	\$0.00			
Week:		08/19/24	08/25/24	MTWTFSS				15	\$0.00			
Week:		08/26/24	09/01/24	MTWTFSS				15	\$0.00			
Totals											442	\$2,210.00

Time Period	# of Spots	Gross Amount	Net Amount
05/27/24 - 06/30/24	136	\$680.00	\$680.00
07/01/24 - 07/28/24	136	\$680.00	\$680.00
07/29/24 - 08/25/24	136	\$680.00	\$680.00
08/26/24 - 09/01/24	34	\$170.00	\$170.00
Totals	442	\$2,210.00	\$2,210.00

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
KXSE-FM - 747605C												
N 1	KXSE	06/03/24	09/01/24	7:00 AM-10:00 AM	7:00 AM-10:00 AM		:15			NM	52	\$1,560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/24	06/09/24	MTWTF--				4	\$30.00			
Week:		06/10/24	06/16/24	MTWTF--				4	\$30.00			
Week:		06/17/24	06/23/24	MTWTF--				4	\$30.00			
Week:		06/24/24	06/30/24	MTWTF--				4	\$30.00			
Week:		07/01/24	07/07/24	MTWTF--				4	\$30.00			
Week:		07/08/24	07/14/24	MTWTF--				4	\$30.00			
Week:		07/15/24	07/21/24	MTWTF--				4	\$30.00			
Week:		07/22/24	07/28/24	MTWTF--				4	\$30.00			
Week:		07/29/24	08/04/24	MTWTF--				4	\$30.00			
Week:		08/05/24	08/11/24	MTWTF--				4	\$30.00			
Week:		08/12/24	08/18/24	MTWTF--				4	\$30.00			
Week:		08/19/24	08/25/24	MTWTF--				4	\$30.00			
Week:		08/26/24	09/01/24	MTWTF--				4	\$30.00			

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 (916) 646-4000

<u>Contract / Revision</u> 747605 /		<u>Alt Order #</u>
<u>Advertiser</u> Regional Water Authority		<u>Original Date / Revision</u> 04/05/24 / 04/05/24
<u>Contract Dates</u> 06/03/24 - 09/01/24	<u>Product</u>	<u>Estimate #</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 2	KXSE	06/03/24	09/01/24	M-F 10a-3p	10a-3p		:15			NM	39	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/24	06/09/24	MTWTF--				3	\$25.00			
Week:		06/10/24	06/16/24	MTWTF--				3	\$25.00			
Week:		06/17/24	06/23/24	MTWTF--				3	\$25.00			
Week:		06/24/24	06/30/24	MTWTF--				3	\$25.00			
Week:		07/01/24	07/07/24	MTWTF--				3	\$25.00			
Week:		07/08/24	07/14/24	MTWTF--				3	\$25.00			
Week:		07/15/24	07/21/24	MTWTF--				3	\$25.00			
Week:		07/22/24	07/28/24	MTWTF--				3	\$25.00			
Week:		07/29/24	08/04/24	MTWTF--				3	\$25.00			
Week:		08/05/24	08/11/24	MTWTF--				3	\$25.00			
Week:		08/12/24	08/18/24	MTWTF--				3	\$25.00			
Week:		08/19/24	08/25/24	MTWTF--				3	\$25.00			
Week:		08/26/24	09/01/24	MTWTF--				3	\$25.00			
N 3	KXSE	06/03/24	09/01/24	3:00 PM-5:00 PM	3:00 PM-5:00 PM		:15			NM	39	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/24	06/09/24	MTWTF--				3	\$30.00			
Week:		06/10/24	06/16/24	MTWTF--				3	\$30.00			
Week:		06/17/24	06/23/24	MTWTF--				3	\$30.00			
Week:		06/24/24	06/30/24	MTWTF--				3	\$30.00			
Week:		07/01/24	07/07/24	MTWTF--				3	\$30.00			
Week:		07/08/24	07/14/24	MTWTF--				3	\$30.00			
Week:		07/15/24	07/21/24	MTWTF--				3	\$30.00			
Week:		07/22/24	07/28/24	MTWTF--				3	\$30.00			
Week:		07/29/24	08/04/24	MTWTF--				3	\$30.00			
Week:		08/05/24	08/11/24	MTWTF--				3	\$30.00			
Week:		08/12/24	08/18/24	MTWTF--				3	\$30.00			
Week:		08/19/24	08/25/24	MTWTF--				3	\$30.00			
Week:		08/26/24	09/01/24	MTWTF--				3	\$30.00			
N 4	KXSE	06/03/24	09/01/24	7:00 AM-3:00 PM	7:00 AM-3:00 PM		:15			NM	39	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/24	06/09/24	-----S-				3	\$25.00			
Week:		06/10/24	06/16/24	-----S-				3	\$25.00			
Week:		06/17/24	06/23/24	-----S-				3	\$25.00			
Week:		06/24/24	06/30/24	-----S-				3	\$25.00			
Week:		07/01/24	07/07/24	-----S-				3	\$25.00			
Week:		07/08/24	07/14/24	-----S-				3	\$25.00			
Week:		07/15/24	07/21/24	-----S-				3	\$25.00			
Week:		07/22/24	07/28/24	-----S-				3	\$25.00			
Week:		07/29/24	08/04/24	-----S-				3	\$25.00			
Week:		08/05/24	08/11/24	-----S-				3	\$25.00			
Week:		08/12/24	08/18/24	-----S-				3	\$25.00			
Week:		08/19/24	08/25/24	-----S-				3	\$25.00			
Week:		08/26/24	09/01/24	-----S-				3	\$25.00			
N 5	KXSE	06/03/24	09/01/24	Su 10a-3p	10a-3p		:15			NM	26	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/24	06/09/24	-----S				2	\$20.00			
Week:		06/10/24	06/16/24	-----S				2	\$20.00			
Week:		06/17/24	06/23/24	-----S				2	\$20.00			
Week:		06/24/24	06/30/24	-----S				2	\$20.00			

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 Sacramento, CA 95815
 (916) 646-4000

<u>Contract / Revision</u> 747605 /		<u>Alt Order #</u>
<u>Advertiser</u> Regional Water Authority		<u>Original Date / Revision</u> 04/05/24 / 04/05/24
<u>Contract Dates</u> 06/03/24 - 09/01/24	<u>Product</u>	<u>Estimate #</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
KXSE-FM - 747605C												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/01/24	07/07/24	-----S				2	\$20.00			
Week:		07/08/24	07/14/24	-----S				2	\$20.00			
Week:		07/15/24	07/21/24	-----S				2	\$20.00			
Week:		07/22/24	07/28/24	-----S				2	\$20.00			
Week:		07/29/24	08/04/24	-----S				2	\$20.00			
Week:		08/05/24	08/11/24	-----S				2	\$20.00			
Week:		08/12/24	08/18/24	-----S				2	\$20.00			
Week:		08/19/24	08/25/24	-----S				2	\$20.00			
Week:		08/26/24	09/01/24	-----S				2	\$20.00			
N 6	KXSE	06/03/24	09/01/24	7:00 AM-7:00 PM	7:00 AM-7:00 PM		:15			NM	130	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/24	06/09/24	MTWTFSS				10	\$0.00			
Week:		06/10/24	06/16/24	MTWTFSS				10	\$0.00			
Week:		06/17/24	06/23/24	MTWTFSS				10	\$0.00			
Week:		06/24/24	06/30/24	MTWTFSS				10	\$0.00			
Week:		07/01/24	07/07/24	MTWTFSS				10	\$0.00			
Week:		07/08/24	07/14/24	MTWTFSS				10	\$0.00			
Week:		07/15/24	07/21/24	MTWTFSS				10	\$0.00			
Week:		07/22/24	07/28/24	MTWTFSS				10	\$0.00			
Week:		07/29/24	08/04/24	MTWTFSS				10	\$0.00			
Week:		08/05/24	08/11/24	MTWTFSS				10	\$0.00			
Week:		08/12/24	08/18/24	MTWTFSS				10	\$0.00			
Week:		08/19/24	08/25/24	MTWTFSS				10	\$0.00			
Week:		08/26/24	09/01/24	MTWTFSS				10	\$0.00			
N 7	KXSE	06/03/24	09/01/24	Mon-Sun 12a-12x	Mon-Sun 12a-12x		:15			NM	195	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/03/24	06/09/24	MTWTFSS				15	\$0.00			
Week:		06/10/24	06/16/24	MTWTFSS				15	\$0.00			
Week:		06/17/24	06/23/24	MTWTFSS				15	\$0.00			
Week:		06/24/24	06/30/24	MTWTFSS				15	\$0.00			
Week:		07/01/24	07/07/24	MTWTFSS				15	\$0.00			
Week:		07/08/24	07/14/24	MTWTFSS				15	\$0.00			
Week:		07/15/24	07/21/24	MTWTFSS				15	\$0.00			
Week:		07/22/24	07/28/24	MTWTFSS				15	\$0.00			
Week:		07/29/24	08/04/24	MTWTFSS				15	\$0.00			
Week:		08/05/24	08/11/24	MTWTFSS				15	\$0.00			
Week:		08/12/24	08/18/24	MTWTFSS				15	\$0.00			
Week:		08/19/24	08/25/24	MTWTFSS				15	\$0.00			
Week:		08/26/24	09/01/24	MTWTFSS				15	\$0.00			
Totals											520	\$5,200.00

Time Period	# of Spots	Gross Amount	Net Amount
05/27/24 -06/30/24	160	\$1,600.00	\$1,600.00
07/01/24 -07/28/24	160	\$1,600.00	\$1,600.00
07/29/24 -08/25/24	160	\$1,600.00	\$1,600.00
08/26/24 -09/01/24	40	\$400.00	\$400.00
Totals	520	\$5,200.00	\$5,200.00

Contract Totals 1,482 \$11,960.00

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<u>Contract / Revision</u> 747605 /	<u>Alt Order #</u>
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<u>Advertiser</u> Regional Water Authority	<u>Original Date / Revision</u> 04/05/24 / 04/05/24
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<u>Contract Dates</u> 06/03/24 - 09/01/24	<u>Product</u>	<u>Estimate #</u>
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Signature: _____ **Date:** _____

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