

# REQUEST FOR LEGISLATIVE ACTION

Completed by County Counselor's Office:

Res/~~Ord~~ No.: 18521

Sponsor(s): Fred Arbanas

Date: May 19, 2014

<p>SUBJECT</p>	<p>Action Requested  <input checked="" type="checkbox"/> Resolution  <input type="checkbox"/> Ordinance</p> <p>Project/Title: <u>Marketing Campaign – Requesting the County Executive to execute contracts for television air time for use by the Parks + Rec Department.</u></p>										
<p>BUDGET INFORMATION  <i>To be completed By Requesting Department and Finance</i></p>	<table border="1" data-bbox="324 541 1276 766"> <tr> <td>Amount authorized by this legislation this fiscal year:</td> <td>\$62,000</td> </tr> <tr> <td>Amount previously authorized this fiscal year:</td> <td>\$</td> </tr> <tr> <td>Total amount authorized after this legislative action:</td> <td>\$62,000</td> </tr> <tr> <td>Amount budgeted for this item * (including transfers):</td> <td>\$62,000</td> </tr> <tr> <td>Source of funding (name of fund) and account code number; FROM / TO</td> <td>\$62,000 003-1601-56210 Advertising</td> </tr> </table> <p>* If account includes additional funds for other expenses, total budgeted in the account is: \$67,267</p> <p>OTHER FINANCIAL INFORMATION:</p> <p><input type="checkbox"/> No budget impact (no fiscal note required)  <input type="checkbox"/> Term and Supply Contract (funds approved in the annual budget); estimated value and use of contract:          Department: _____ Estimated Use: \$ _____</p> <p>Prior Year Budget (if applicable): \$67,137          Prior Year Actual Amount Spent (if applicable): \$62,000</p>	Amount authorized by this legislation this fiscal year:	\$62,000	Amount previously authorized this fiscal year:	\$	Total amount authorized after this legislative action:	\$62,000	Amount budgeted for this item * (including transfers):	\$62,000	Source of funding (name of fund) and account code number; FROM / TO	\$62,000 003-1601-56210 Advertising
Amount authorized by this legislation this fiscal year:	\$62,000										
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Total amount authorized after this legislative action:	\$62,000										
Amount budgeted for this item * (including transfers):	\$62,000										
Source of funding (name of fund) and account code number; FROM / TO	\$62,000 003-1601-56210 Advertising										
<p>PRIOR LEGISLATION</p>	<p>Prior ordinances and (date):</p> <p>Prior resolutions and (date): 16303 (5/21/07), 16631 (5/5/08), 16898 (5/11/09), 17261 (4/26/10), 17939 (7/2/12), 18183 (6/3/13)</p>										
<p>CONTACT INFORMATION</p>	<p>RLA drafted by (name, title, &amp; phone): Michele Newman, Director of Parks + Rec, (816) 503-4821</p>										
<p>REQUEST SUMMARY</p>	<p>A Resolution authorizing the County Executive to execute contracts for television air time, with Meredith Broadcasting d/b/a KCTV 5 of Fairway, KS; KCCP Trust d/b/a Time Warner Cable of Milwaukee, WI; Fox Entertainment Group d/b/a WDAF-TV of Kansas City, MO; Hearst Stations Inc. d/b/a KMBC-TV and Scripps Media Inc d/b/a NBC Action News, for use by the Parks + Rec Department, at an aggregate cost to the County not to exceed \$62,000, as a sole source purchase.</p> <p><b>2014 Parks Marketing Campaign</b></p> <p>\$10,000 Multimedia package – Meredith Broadcasting – d/b/a KCTV 5          \$18,000 Cable Television – KCCP Trust – d/b/a Time Warner Cable (includes all ad placements for Comcast Cable in Eastern Jackson County)          \$12,000 TV ad buy – Fox Entertainment Group – d/b/a WDAF-TV          \$10,000 TV ad buy – Hearst Stations Inc – d/b/a KMBC-TV  <u>\$12,000</u> TV ad buy – Scripps Media Inc – d/b/a NBC Action News  <u>\$62,000</u></p> <p>The marketing campaign focuses primarily on the medium of television to create awareness the Department's logo and brand, while also driving traffic to Jackson County's website, and significantly promoting on-line registration. Our goal is to continue to increase revenue through marketing, while raising the profile of Jackson County Parks + Rec during its peak seasons.</p>										

CLEARANCE	<input type="checkbox"/> Tax Clearance Completed (Purchasing & Department) <input type="checkbox"/> Business License Verified (Purchasing & Department) <input type="checkbox"/> Chapter 6 Compliance - Affirmative Action/Prevailing Wage (County Auditor's Office)	
ATTACHMENTS		
REVIEW	Department Director: <i>Michelle De Jesus</i>	Date: 5/7/14
	Finance (Budget Approval): <i>If applicable</i>	Date:
	Division Manager:	Date:
	County Counselor's Office:	Date:

Fiscal Information (to be verified by Budget Office in Finance Department)

- This expenditure was included in the annual budget.
- Funds for this were encumbered from the \_\_\_\_\_ Fund in \_\_\_\_\_.
- There is a balance otherwise unencumbered to the credit of the appropriation to which the expenditure is chargeable and there is a cash balance otherwise unencumbered in the treasury to the credit of the fund from which payment is to be made each sufficient to provide for the obligation herein authorized.
- Funds sufficient for this expenditure will be/were appropriated by Ordinance # \_\_\_\_\_
- Funds sufficient for this appropriation are available from the source indicated below.

Account Number:	Account Title:	Amount Not to Exceed:

- This award is made on a need basis and does not obligate Jackson County to pay any specific amount. The availability of funds for specific purchases will, of necessity, be determined as each using agency places its order.
- This legislative action does not impact the County financially and does not require Finance/Budget approval.





Jackson County WDAF 2014 Revision 4-25

Author: Bridget Breen

Proposal ID: 30514  
 Market: KANSAS CITY [31]  
 Schedule Date: 6/9/2014 - 10/5/2014  
 Advertiser: Jackson County  
 Product: Parks  
 Buyer: Angie Jeffries  
 Spot Length(s): :30

Acct. Exec: Bridget Breen  
 Phone #: 816-932-9183  
 FAX #: 816-931-3984  
 Email: bridget.breen@wdaftv4.com  
 Web Site: fox4kc.com

Rates subject to change after 5 days.

Flight Dates: 6/9/2014-10/5/2014

Program Time	Spot Length	Days												DMA P25-54 RTG	Weeks	Rate Spots	
		JN 9	JN 16	JN 23	JN 30	JL 7	JL 14	JL 21	JL 28	AU 18	AU 25	SE 8	SE 15				SE 29
<b>WDAF</b>																	
FOX4-MORNG SHW Mo-Fr 7:00a-9:00a	:30	4	1	2	2	1	2	2	1	--	2	1	1	1	2.9	12	\$350.00 20
FOX4 NWS-NOON Mo-Fr 12:00p-1:00p	:30	3	2	2	2	1	2	2	1	--	2	1	1	1	1.1	12	\$150.00 20
FOX 4 ROTATORS Mo-Su 4:00a-4:00a	:30	3	2	2	2	2	3	2	--	2	2	--	--	--	1.7	9	\$0.00 20
FOX4 SUN AM Sun 7:00a-9:00a	:30	1	1	3	1	1	1	1	--	--	1	--	--	--	1.9	8	\$200.00 10

<b>Total Cost:</b>	<b>\$12,000.00</b>
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General Summary ( DMA P25-54 D.RTG )

Name	Spots	Cost
WDAF	70	\$12,000.00

Week Summary ( DMA P25-54 D.RTG )

Week	Spots	Cost
6/9/2014	11	\$2,050.00
6/16/2014	6	\$850.00
6/23/2014	9	\$1,600.00
6/30/2014	7	\$1,200.00
7/7/2014	5	\$700.00
7/14/2014	8	\$1,200.00
7/21/2014	7	\$1,200.00
7/28/2014	2	\$500.00
8/18/2014	2	\$0.00
8/25/2014	7	\$1,200.00
9/8/2014	2	\$500.00
9/15/2014	2	\$500.00
9/29/2014	2	\$500.00
<b>Total Name (DMA P25-54)</b>	<b>70</b>	<b>\$12,000.00</b>

Jackson County Lakes Summer 2014

Author: Shannon Hart



Proposal ID: 21269  
 Schedule Date: 6/9/2014 - 10/5/2014  
 Spot Length(s): :30

Acct. Exec: Shannon Hart  
 Phone #: 816-760-9150  
 Email: smhart@hearst.com  
 Web Site: www.kmbc.com

Flight Dates: 6/9/2014-10/5/2014

Program Time	Spot Length	Days												DMA		Wks	Rate Spots
		JN 9	JN 16	JN 23	JN 30	JL 14	JL 21	JL 28	AU 18	AU 25	SE 8	SE 15	SE 29	P25-54 RTG	DMA P25-54 (000)		
<b>KMBC</b>																	
FIRSTNEWS 5AM	:30	--	--	--	--	--	--	1	--	--	--	--	--	p0.8	p7.2	1	\$150.00
GRPs/Impressions														0.8	7.2		1
CPP/CPM														\$187.50	\$20.83		
Mo-Fr 5:00a-5:30a																	
FIRSTNEWS 5AM	:30	--	--	--	--	--	--	--	1	1	1			p0.8	p7.2	3	\$180.00
GRPs/Impressions														2.4	21.6		3
CPP/CPM														\$225.00	\$25.00		
Mo-Fr 5:00a-5:30a																	
DR. OZ	:30	--	1	--	1	--	1	--	--	1	--	--	--	p0.6	p5.8	4	\$130.00
GRPs/Impressions														2.4	23.2		4
CPP/CPM														\$216.67	\$22.41		
Mo-Fr 4:00p-5:00p																	
KMBC 9 NEWS AT 6P	:30	--	--	1	--	1	--	--	--	1	--	--	--	*2.2	*21.0	3	\$440.00
GRPs/Impressions														6.6	63		3
CPP/CPM														\$200.00	\$20.95		
Mo-Fr 6:00p-6:30p																	
KMBC 9 NEWS AT 6P	:30	--	--	--	1	--	--	--	--	--	--	--	--	*2.2	*21.0	1	\$490.00
GRPs/Impressions														2.2	21		1
CPP/CPM														\$222.73	\$23.33		
Mo-Fr 6:00p-6:30p																	
MODERN FAMILY	:30	--	--	--	--	--	--	--	--	--	1	1	p2.4	p22.4	2	\$400.00	
GRPs/Impressions													4.8	44.8		2	
CPP/CPM														\$166.67	\$17.86		
Mo-Fr 10:35p-11:05p																	
NITELINE	:30	--	--	--	--	--	--	--	--	1	1	1	p1.2	p11.2	3	\$60.00	
GRPs/Impressions														3.6	33.6		3
CPP/CPM														\$50.00	\$5.36		
Mo-Fr 12:35a-1:05a																	
FIRSTNEWS 430AM	:30	--	--	--	--	--	--	--	--	1	1	1	p0.5	p4.6	3	\$50.00	
GRPs/Impressions														1.5	13.8		3
CPP/CPM														\$100.00	\$10.87		
Mo-Fr 4:30a-5:00a																	
SAT 5-6A FIRSTNEWS	:30	1	--	--	--	--	--	--	--	--	--	--	p1.2	p11.7	1	\$60.00	
GRPs/Impressions														1.2	11.7		1
CPP/CPM														\$50.00	\$5.13		
Sat 5:00a-6:00a																	
SAT 5-6A FIRSTNEWS	:30	--	2	1	2	--	1	1	--	1	--	1	1	p1.2	p11.7	8	\$50.00
GRPs/Impressions														12	117		10
CPP/CPM														\$41.67	\$4.27		
Sat 5:00a-6:00a																	
SAT 7-9A FIRSTNEWS	:30	--	--	1	2	1	1	1	--	1	--	1	1	p1.1	p10.7	8	\$150.00
GRPs/Impressions														9.9	96.3		9
CPP/CPM														\$136.36	\$14.02		
Sat 7:00a-9:00a																	
KMBC 9 NEWS AT 5P SAT	:30	1	1	1	--	--	--	--	--	--	--	--	--	p1.0	p9.1	3	\$120.00
GRPs/Impressions														3	27.3		3
CPP/CPM														\$120.00	\$13.19		
Sat 5:00p-5:30p																	

Note: Asterisk (\*) indicates manual adjustment of estimate.

Prepared with WO Media Sales - Version 6.59d - © WideOrbit Inc. (Standard Planner)

Data © Nielsen Company

4/29/2014 2:25:19 PM

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Jackson County Lakes Summer 2014

Author: Shannon Hart



Proposal ID: 21269  
 Schedule Date: 6/9/2014 - 10/5/2014  
 Spot Length(s): :30

Acct. Exec: Shannon Hart  
 Phone #: 816-760-9150  
 Email: smhart@hearst.com  
 Web Site: www.kmbc.com

Flight Dates: 6/9/2014-10/5/2014

Program Time	Spot Length	Days												DMA P25-54 RTG	DMA P25-54 (000)	Weeks	Rate Spots
		JN 9	JN 16	JN 23	JN 30	JL 14	JL 21	JL 28	AU 18	AU 25	SE 8	SE 15	SE 29				
<b>KMBC</b>																	
KMBC 9 NEWS AT 6P SAT	:30	--	1	--	1	1	--	--	--	--	--	--	--	p0.9	p8.1	3	\$150.00
GRPs/Impressions														2.7	24.3		3
CPP/CPM														\$166.67	\$18.52		
Sat 6:00p-7:00p																	
SUN 5-6A FIRSTNEWS	:30	1	1	1	2	1	1	1	1	1	--	1	1	p1.1	p10.1	11	\$50.00
GRPs/Impressions														13.2	121.2		12
CPP/CPM														\$45.45	\$4.95		
Sun 5:00a-6:00a																	
SUN 7-9A FIRSTNEWS	:30	--	--	1	2	--	--	1	--	1	1	1	1	p1.7	p15.9	7	\$150.00
GRPs/Impressions														13.6	127.2		8
CPP/CPM														\$88.24	\$9.43		
Sun 7:00a-9:00a																	
KMBC 9 NEWS AT 5P SUN	:30	--	--	--	1	1	--	1	--	1	--	--	--	p0.8	p8.0	4	\$150.00
GRPs/Impressions														3.2	32		4
CPP/CPM														\$187.50	\$18.75		
Sun 5:00p-6:00p																	
TWO & HALF MEN SUN	:30	--	1	--	1	--	--	--	--	1	--	--	--	p1.5	p14.3	3	\$160.00
GRPs/Impressions														4.5	42.9		3
CPP/CPM														\$106.67	\$11.19		
Sun 11:00p-11:30p																	
BIG BANG THEORY	:30	1	--	--	--	--	--	--	--	--	--	--	--	p2.3	p21.2	1	\$150.00
GRPs/Impressions														2.3	21.2		1
CPP/CPM														\$65.22	\$7.08		
Sun 11:30p-12:00a																	
BIG BANG THEORY	:30	--	--	--	1	--	--	--	--	--	--	--	--	p2.3	p21.2	1	\$100.00
GRPs/Impressions														2.3	21.2		1
CPP/CPM														\$43.48	\$4.72		
Sun 11:30p-12:00a																	
<b>KMBC Totals</b>		4	7	6	14	5	4	6	1	8	4	8	8				<b>\$10,000.00</b>
														<b>GRP/(000)</b>	92.2	870.5	<b>Spts: 75</b>
														<b>CPP/CPM:</b>	\$108.46	\$11.49	

**Total Cost: \$10,000.00**

Note: Asterisk (\*) indicates manual adjustment of estimate.



Proposal ID: 21269  
 Schedule Date: 6/9/2014 - 10/5/2014  
 Spot Length(s): :30

Acct. Exec: Shannon Hart  
 Phone #: 816-760-9150  
 Email: smhart@hearst.com  
 Web Site: www.kmbc.com

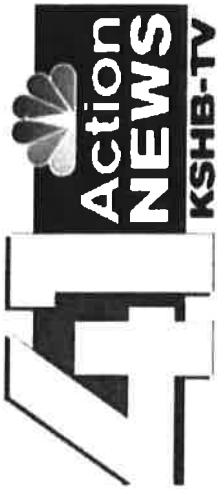
**General Summary ( DMA P25-54 D.000 )**

Name	Spots	Cost	Grps	CPP
KMBC	75	\$10,000.00	92.2	\$108.46

**Gregorian Summary ( DMA P25-54 D.000 )**

Month	Spots	Cost	Grps	CPP
Jun/14	17	\$2,050.00	21.4	\$95.79
Jul/14	24	\$3,450.00	29.4	\$117.35
Aug/14	14	\$1,880.00	17.2	\$109.30
Sep/14	12	\$1,530.00	14.2	\$107.75
Oct/14	8	\$1,090.00	10.0	\$109.00
Total Name (DMA P25-54)	75	\$10,000.00	92.2	\$108.46

Note: Asterisk (\*) indicates manual adjustment of estimate.



Jackson County Parks and Rec KSHB 2014

Author: ustin Kennedy

Proposal ID: 3540  
 Market: KANSAS CITY [31]  
 Schedule Date: 6/9/2014 - 10/5/2014  
 Spot Length(s): :30  
 Book: Feb/2014LS (PAV)

Acct. Exec: Justin Kennedy  
 Phone #: 816-932-4319  
 Email: justin.kennedy@kshb.com

Rates valid for 14 days.

Scripps Media, Inc., certifies that its advertising sales agreements do not discriminate on the basis of race or ethnicity. All advertising sales agreements contain nondiscrimination clauses.

Station	Time	Program Name	Run Dates											
Spot Length			06/09/14	06/16/14	06/23/14	06/30/14	07/07/14	07/14/14	07/21/14	07/28/14	08/25/14	09/08/14	09/15/14	
Week of	DMA	DMA	DMA	DMA	DMA	DMA	DMA	DMA	DMA	DMA	DMA	DMA	DMA	
	P25-54	P25-54	P25-54	P25-54	P25-54	P25-54	P25-54	P25-54	P25-54	P25-54	P25-54	P25-54	P25-54	
	RTG	RTG	RTG	RTG	RTG	RTG	RTG	RTG	RTG	RTG	RTG	RTG	RTG	
KSHB	Mo-Fr 6:00a-7:00a	41 ACTION NEWS TODAY 6A	12/9/2013-12/31/2036											
:30														
Rate:	\$250	\$260	\$170	\$170	\$170	\$170	\$170	\$170	\$170	\$170	\$170	\$170	\$170	
Spots:	1	1	0	2	0	2	0	2	0	0	2	0	1	
Rtg/000	p1.7	p1.7	p1.7	p1.7	p1.7	p1.7	p1.7	p1.7	p1.7	p1.7	p1.7	p1.7	p1.7	
Share	13.8	13.8	13.8	13.8	13.8	13.8	13.8	13.8	13.8	13.8	13.8	13.8	13.8	
Put/Hut	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	12.2	
CPP/CPM	\$147.06	\$152.94	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	
KSHB	Mo-Fr 10:00a-11:00a	KC LIVE Segment and web	12/9/2013-12/31/2036											
:30														
Rate:	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Spots:	0	0	0	0	0	0	0	0	0	0	0	0	0	
Rtg/000	p0.6	p0.6	p0.6	p0.6	p0.6	p0.6	p0.6	p0.6	p0.6	p0.6	p0.6	p0.6	p0.6	
Share	6.6	6.6	6.6	6.6	6.6	6.6	6.6	6.6	6.6	6.6	6.6	6.6	6.6	
Put/Hut	9.0	9.0	9.0	9.0	9.0	9.0	9.0	9.0	9.0	9.0	9.0	9.0	9.0	
CPP/CPM	\$0.00	\$0.00	\$1,666.67	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
KSHB	We-Fr 5:00a-6:00a	41 ACTION NEWS TODAY 5A	12/9/2013-12/31/2036											
:30														
Rate:	\$120	\$120	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	
Spots:	1	1	0	0	0	0	0	0	0	0	0	0	0	
Rtg/000	p0.9	p0.9	p0.9	p0.9	p0.9	p0.9	p0.9	p0.9	p0.9	p0.9	p0.9	p0.9	p0.9	
Share	10.3	10.3	10.3	10.3	10.3	10.3	10.3	10.3	10.3	10.3	10.3	10.3	10.3	
Put/Hut	8.5	8.5	8.5	8.5	8.5	8.5	8.5	8.5	8.5	8.5	8.5	8.5	8.5	
CPP/CPM	\$133.33	\$133.33	\$111.11	\$111.11	\$111.11	\$111.11	\$111.11	\$111.11	\$111.11	\$111.11	\$111.11	\$111.11	\$111.11	
KSHB	We-Fr 4:00p-5:00p	41 ACTION NEWS 4P	12/9/2013-12/31/2036											
:30														
Rate:	\$105	\$105	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	
Spots:	1	1	1	1	1	1	1	1	1	1	1	1	1	
Rtg/000	p1.5	p1.5	p1.5	p1.5	p1.5	p1.5	p1.5	p1.5	p1.5	p1.5	p1.5	p1.5	p1.5	
Share	10.4	10.4	10.4	10.4	10.4	10.4	10.4	10.4	10.4	10.4	10.4	10.4	10.4	
Put/Hut	13.9	13.9	13.9	13.9	13.9	13.9	13.9	13.9	13.9	13.9	13.9	13.9	13.9	
CPP/CPM	\$70.00	\$70.00	\$66.67	\$66.67	\$66.67	\$66.67	\$66.67	\$66.67	\$66.67	\$66.67	\$66.67	\$66.67	\$66.67	







Jackson County Parks and Rec KSHB 2014

Author: ustin Kennedy

Proposal ID: 3540  
 Market: KANSAS CITY [31]  
 Schedule Date: 6/9/2014 - 10/5/2014  
 Spot Length(s): :30  
 Book: Feb/2014LS (PAV)

Acct. Exec: Justin Kennedy  
 Phone #: 816-932-4319  
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Rates valid for 14 days.

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Station	Time	Program Name	Run Dates											
Spot Length			06/09/14	06/16/14	06/23/14	06/30/14	07/07/14	07/14/14	07/21/14	07/28/14	08/25/14	09/08/14	09/15/14	
Week of	DMA	DMA	DMA	DMA	DMA	DMA	DMA	DMA	DMA	DMA	DMA	DMA	DMA	
	P25-54	P25-54	P25-54	P25-54	P25-54	P25-54	P25-54	P25-54	P25-54	P25-54	P25-54	P25-54	P25-54	
	RTG	RTG	RTG	RTG	RTG	RTG	RTG	RTG	RTG	RTG	RTG	RTG	RTG	
KSHB	Sun 8:00a-9:00a	41 ACTION NEWS TODAY WEEKEND												
	:30													
Rate:	\$165	\$165	\$165	\$165	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$115	\$115	
Spots:	1	1	1	1	1	1	1	1	1	1	1	0	1	
Rtg/000	p2.2	p2.2	p2.2	p2.2	p2.2	p2.2	p2.2	p2.2	p2.2	p2.2	p2.2	p2.2	p2.2	
Share	12.5	12.5	12.5	12.5	12.5	12.5	12.5	12.5	12.5	12.5	12.5	12.5	12.5	
Put/Hut	17.4	17.4	17.4	17.4	17.4	17.4	17.4	17.4	17.4	17.4	17.4	17.4	17.4	
CPP/CPM	\$75.00	\$75.00	\$75.00	\$56.82	\$56.82	\$56.82	\$56.82	\$56.82	\$56.82	\$56.82	\$56.82	\$52.27	\$52.27	
KSHB	Sun 12:30p-5:00p	GOLF: THE TOUR CHAMPIONSHIPS												
	:30													
Rate:	HIATUS	HIATUS	HIATUS	HIATUS	HIATUS	HIATUS	HIATUS	HIATUS	HIATUS	HIATUS	HIATUS	HIATUS	HIATUS	
Spots:	HIATUS	HIATUS	HIATUS	HIATUS	HIATUS	HIATUS	HIATUS	HIATUS	HIATUS	HIATUS	HIATUS	HIATUS	HIATUS	
Rtg/000	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	
Share	17.5	17.5	17.5	17.5	17.5	17.5	17.5	17.5	17.5	17.5	17.5	17.5	17.5	
Put/Hut	26.4	26.4	26.4	26.4	26.4	26.4	26.4	26.4	26.4	26.4	26.4	26.4	26.4	
CPP/CPM	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$86.96	\$0.00	

General Summary ( DMA P25-54 D.RTG )

Name	Spots	Cost	Imp(000)	CPP	Reach	Freq	Eff Reach	Net Reach
KSHB	69	\$10,000.00	1134.3	\$82.58	47.9	2.5	26.0	451,979

**Jackson Co Summer REV 2014**

Client Name Jackson County Parks and Rec AE Brant Gillett  
 Primary Demo Adults 25-54 Asst Becca Metzler  
 Agency <none> Phone 816-222-5874  
 Agency Id 1 Email brant.gillett@jwcable.com  
 AE Id #  
 Version #  
 Advertiser Jackson County Parks and Rec

All-Wks Avg	Notes	Rate \$\$.00	Unit Tot	Wk 1 - Wk 18						
				Adults 25-54	Rch %	Freq				
Total		\$18001.00	1109		29.5%	26	100	106	111	105
Kansas City Jul13 C-DMA		\$15011.00	1096		73.0%	26	99	105	109	104
Nielsen Live+7										
5961, KANSAS CITY		\$6210.00	311		70.0%	24	22	25	26	23
BRVO-TV		\$1305.00	29		8.6%	17	2	3	3	2
M-Su 6p-12m		\$45.00	29	BRVO PRIME	8.6%	17	2	3	3	2
HGTV-TV		\$1450.00	29		19.7%	17	2	3	3	2
M-Su 6p-12m		\$50.00	29	HGTV PRIME	19.7%	17	2	3	3	2
LIF-TV		\$725.00	29		13.1%	16	2	3	3	2
M-Su 6p-12m		\$25.00	29	LIFE PRIME	13.1%	16	2	3	3	2
FAM-TV		\$458.00	41		16.5%	17	4	4	4	4
M-Su 6p-12m		\$10.00	25	ABC FAMILY PRIME	13.6%	14	2	2	2	2
Sa-Su 9a-6p		\$13.00	16	WEEKEND MOVIE/SUNDAY MOVIE	6.3%	13	2	2	2	2
FX-TV		\$482.00	22		13.5%	17	2	2	2	2
M-Su 6p-12m		\$35.00	6	FX PRIME	8.3%	11				
Sa-Su 9a-6p		\$17.00	16	FX WEEKEND	8.8%	15	2	2	2	2
TNT-TV		\$420.00	16		12.5%	15				
M-Su 11a-6p		\$20.00	6	TNT DAYTIME	2.8%	12				
M-Su 6p-12m		\$30.00	10	TNT PRIME	11.3%	14				

FSMW-TV	RTG based on Overnight	\$625.00	5	ROYALS BASEBALL (INCLUDES WEEKEND DAY)	17.3%	1.2			1	1
M-Su 6p-12m		\$125.00	5		17.3%	1.2			1	1
TWC-TV		\$475.00	95		2.3%	3.3	10	10	10	10
M-Su 5a-12m		\$5.00	95	WEATHER ROTATOR	2.3%	3.3	10	10	10	10
GOLF-TV		\$270.00	45	Not Insertable	0.0%	2.1				
M-Su 5a-12m		\$6.00	45	GOLF ROTATOR	0.0%	2.1				
5963, Kansas City East		\$5038.00	253		71.3%	2.4	20	22	23	21
BRVO-TV		\$1015.00	29		7.9%	1.7	2	3	3	2
M-Su 6p-12m		\$35.00	29	BRAVO PRIME	7.9%	1.7	2	3	3	2
HGTV-TV		\$1015.00	29		18.1%	1.7	2	3	3	2
M-Su 6p-12m		\$35.00	29	HGTV PRIME	18.1%	1.7	2	3	3	2
LIF-TV		\$675.00	27		11.5%	1.5	2	2	2	2
M-Su 6p-12m		\$25.00	27	LIFE PRIME	11.5%	1.5	2	2	2	2
FAM-TV		\$504.00	42		17.5%	1.7	4	4	4	4
M-Su 6p-12m		\$12.00	42	ABC FAMILY PRIME	17.5%	1.7	4	4	4	4
Sa-Su 9a-6p		\$12.00	0	WEEKEND MOVIE/SUNDAY MOVIE	17.5%	1.7	4	4	4	4
FX-TV		\$540.00	27		23.6%	1.6	2	2	2	2
M-Su 6p-12m		\$20.00	27	FX PRIME	23.6%	1.6	2	2	2	2
Sa-Su 9a-6p		\$17.00	0	FX WEEKEND						
TNT-TV		\$364.00	28		6.6%	2.2	3	3	3	3
M-Su 11a-6p		\$13.00	28	TNT DAYTIME	6.6%	2.2	3	3	3	3
M-Su 6p-12m		\$20.00	0	TNT PRIME						
FSMW-TV		\$600.00	6		20.0%	1.2			1	1
M-Su 6p-12m		\$100.00	6	ROYALS BASEBALL (INCLUDES WEEKEND DAY)	20.0%	1.2			1	1
TWC-TV		\$325.00	65		1.9%	2.6	5	5	5	5
M-Su 5a-12m		\$5.00	65	WEATHER ROTATOR	1.9%	2.6	5	5	5	5
1446, Kansas City AT&T		\$1943.00	287		81.9%	3.3	31	32	33	33
BRVO-TV		\$260.00	52		11.8%	2.2	6	6	6	6
M-Su 6p-12m		\$5.00	52	BRAVO PRIME	11.8%	2.2	6	6	6	6
HGTV-TV		\$520.00	52		27.6%	2.2	6	6	6	6
M-Su 6p-12m		\$10.00	52	HGTV PRIME	27.6%	2.2	6	6	6	6



FSMW-TV		\$240.00	6			20.0%	1.2			1	1
M-Su 6p-12m		\$40.00	6	ROYALS BASEBALL (INCLUDES WEEKEND DAY)		20.0%	1.2			1	1
TWC-TV		\$0.00	0		Not Insertable						
M-Su 5a-12m		\$0.00	0		WEATHER ROTATOR						
Kansas City Feb14 C-DMA		\$2990.00	13							1	2
8605, VOD KANSAS CITY		\$2990.00	13							1	2
TWCCentral.com		\$2990.00	13		Not Insertable					1	2
M-Su 12m-11:59p	Will run on TWC & AT&T	\$230.00	13		TWCCentral.com - 230,000 In Banner Video Impressions (TV spot will run in banner) (17,792 videos each week) (35,584 will run weeks 6/23 and 7/14)					1	1

This report has been prepared using STRATA NuMath research.

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Adjustments: Network Insertability and Network Carriage have been factored into calculations.

Kansas City Jul13 C-DMA Nielsen Live+7

Cable Zones: TIME WARNER CABLE, KANSAS CITY CENTRAL

Kansas City Jul13 C-DMA Nielsen Live+7

Cable Zones: COMCAST, Kansas City East

Kansas City Jul13 C-DMA Nielsen Live+7

Cable Zones: AT&T U-VERSE, Kansas City AT&T Central

Kansas City Jul13 C-DMA Nielsen Live+7

Cable Zones: AT&T U-VERSE, Kansas City AT&T East

Kansas City Feb14 C-DMA Nielsen Live+7

Cable Zones: TIME WARNER CABLE, VOD KANSAS CITY

Kansas City Feb14 C-DMA Nielsen Live+7

TWCCentral.com: unrated station

» Estimate information indicated has been supplied by the user.

TOTAL INVESTMENT: \$18001.00



WK 5	WK 6	WK 7	WK 8	WK 12	WK 15	WK 16	WK 18
7/7	7/14	7/21	7/28	8/25	9/15	9/22	10/6
'14	'14	'14	'14	'14	'14	'14	10/6
							'14
102	110	109	1	50	105	105	105
101	108	108		50	104	104	104
23	25	26		24	39	39	39
2	3	3		2	3	3	3
2	3	3		2	3	3	3
2	3	3		2	3	3	3
2	3	3		2	3	3	3
2	3	3		2	3	3	3
2	3	3		2	3	3	3
4	4	4		4	3	3	3
2	2	2		2	3	3	3
2	2	2		2			
2	2	2		2			
2	2	2		2	2	2	2
					2	2	2
2	2	2		2			
				1	5	5	5
					2	2	2
				1	3	3	3



1	1	1	1	1	1	1	1	1	1
1		1		1					
10	10	10		10	5	5	5	5	5
10	10	10		10	5	5	5	5	5
					15	15	15	15	15
					15	15	15	15	15
21	24	24		11	29	29	29	29	29
2	3	3		2	3	3	3	3	3
2	3	3		2	3	3	3	3	3
2	3	3		2	3	3	3	3	3
2	3	3		2	3	3	3	3	3
2	3	3		2	3	3	3	3	3
4	4	4		2	4	4	4	4	4
4	4	4		2	4	4	4	4	4
4	4	4		2	4	4	4	4	4
2	2	2		1	4	4	4	4	4
2	2	2		1	4	4	4	4	4
2	2	2		1	4	4	4	4	4
3	3	3		1	2	2	2	2	2
3	3	3		1	2	2	2	2	2
1	1	1		1					
1	1	1		1					
5	5	5			10	10	10	10	10
5	5	5			10	10	10	10	10
33	32	32		7	18	18	18	18	18
6	6	6		1	3	3	3	3	3
6	6	6		1	3	3	3	3	3
6	6	6		1	3	3	3	3	3
6	6	6		1	3	3	3	3	3







**KsmoTV**

**Jackson County Parks and Rec 2014 TV Campaign**

Author: Verda Salberg

No: \_\_\_\_\_  
 Agency: JACKSON COUNTY PARKS & REC  
 Advertiser: JACKSON COUNTY PARKS & REC  
 Product: \_\_\_\_\_  
 Estimate #: \_\_\_\_\_  
 Plan Dates: 6/10/2014 - 10/5/2014  
 Headline #: 15013

Salesperson: Verda Salberg  
 Station: KCTV  
 Office: \_\_\_\_\_  
 Phone #: 913-677-7119  
 Email: verda.salberg@kctv5.com  
 Fax #: \_\_\_\_\_  
 Demo: \_\_\_\_\_

DMA P25-54 D.RTG, DMA P25-54 D.000

Flight Name: Flight 1 Start Week: 6/10/2014 End Week: 7/21/2014 Default Book: 2Q14 ESTIMATE

Station	Time	Days	Program Name	Length	Rate	JN	JN	JN	JN	JL	JL	JL	#	Total	P25-54 RTG
KCTV	6:00a-7:00a	Mo-Fr	KCTV-MRN-6A	:30	\$220.00	1	1	1	-	-	-	-	3	\$660.00	1.2
KCTV	6:00a-7:00a	Mo-Fr	KCTV-MRN-6A	:30	\$190.00	-	-	-	1	-	-	-	1	\$190.00	1.2
KCTV	6:00a-7:00a	Mo-Fr	KCTV-MRN-6A	:30	\$200.00	-	-	-	-	1	1	1	3	\$600.00	1.2
KCTV	7:00a-9:00a	Mo-Fr	CBS THS MORNING	:30	\$140.00	2	2	2	-	-	-	-	6	\$840.00	1.0
KCTV	7:00a-9:00a	Mo-Fr	CBS THS MORNING	:30	\$120.00	-	-	-	2	-	-	-	2	\$240.00	1.0
KCTV	7:00a-9:00a	Mo-Fr	CBS THS MORNING	:30	\$130.00	-	-	-	-	2	2	2	6	\$780.00	1.0
KCTV	4:00p-6:30p	Mo-Fr	KCTV5 NWS AT 4-6:30P	:30	\$225.00	1	1	1	1	1	1	1	7	\$1,575.00	1.9
KCTV	11:37p-12:37a	Mo-Fr	LT-FERGUSN-CBS 1137P	:30	\$35.00	-	-	-	1	-	-	-	1	\$35.00	0.4
KCTV	9:30a-11:30a	Sun	KCTV-MRN-SUN	:30	\$240.00	1	-	-	1	1	1	1	5	\$1,200.00	2.2
KCTV	9:30a-11:30a	Sun	KCTV-MRN-SUN	:30	\$300.00	-	1	1	1	-	-	-	2	\$600.00	2.2
<b>FLIGHT TOTALS</b>						5	5	5	6	5	5	5	36	\$6,720.00	51.5

Handwritten note: CBS Sunday Morning 8-9:30 am

Handwritten calculations:  
 10,000  
 12,000  
 22,000

P25-54 CPP	P25-54 IMPR	P25-54 CPM
\$183.33	11.5	\$19.15
\$158.33	11.5	\$16.53
\$166.67	11.5	\$17.40
\$140.00	9.8	\$14.34
\$120.00	9.8	\$12.29
\$130.00	9.8	\$13.31
\$118.42	18.1	\$12.45
\$87.50	3.4	\$10.19
\$109.09	20.7	\$11.59
\$136.36	20.7	\$14.49
\$130.49	492.0	\$13.66



**KSMOtv**

**Jackson County Parks and Rec 2014 TV Campaign**

**Author:** Verda Salberg

To: JACKSON COUNTY PARKS & REC  
 Agency: JACKSON COUNTY PARKS & REC  
 Advertiser: JACKSON COUNTY PARKS & REC  
 Product:  
 Estimate #:  
 Plan Dates: 6/10/2014 - 10/5/2014  
 Headline #: 15013

Salesperson: Verda Salberg  
 Station: KCTV  
 Office:  
 Phone #: 913-677-7119  
 Email: verda.salberg@kctv5.com  
 Fax #:  
 Demo: DMA P25-54 D.RTG, DMA P25-54 D.000

Flight Name: Flight 2 Start Week: 8/25/2014 End Week: 8/25/2014 Default Book: 3Q14 ESTIMATE

Station	Time	Days	Program Name	Length	Rate	AU	#	Total	P25-54 RTG	P25-54 CPP	P25-54 IMPR
KCTV	6:00a-7:00a	Mo-Fr	KCTV-MRN-6A	:30	\$220.00	1	1	\$220.00	1.0	\$220.00	9.1
KCTV	7:00a-9:00a	Mo-Fr	CBS THS MORNING	:30	\$140.00	2	2	\$280.00	0.8	\$175.00	7.8
KCTV	4:00p-6:30p	Mo-Fr	KCTV5 NWS AT 4-6:30p	:30	\$225.00	2	2	\$450.00	1.0	\$225.00	9.7
KCTV	8:00a-10:00a	Sat	KCTV-MRN-SAT	:30	\$165.00	1	1	\$165.00	1.3	\$126.92	11.9
<b>FLIGHT TOTALS</b>						6	6	\$1,115.00	5.9	\$188.98	56.0

P25-54
CPM
\$24.30
\$17.92
\$23.16
\$13.84
\$19.90



**ksmo tv**

**Jackson County Parks and Rec 2014 TV Campaign**

**Author: Verda Salberg**

To: JACKSON COUNTY PARKS & REC  
 Agency: JACKSON COUNTY PARKS & REC  
 Advertiser: JACKSON COUNTY PARKS & REC  
 Product:  
 Estimate #:  
 Plan Dates: 6/10/2014 - 10/5/2014  
 Headline #: 15013

Salesperson: Verda Salberg  
 Station: KCTV  
 Office:  
 Phone #: 913-677-7119  
 Email: verda.salberg@kctv5.com  
 Fax #:  
 Demo: DMA P25-54 D.RTG, DMA P25-54 D.000

Flight Name: Flight 3 Start Week: 9/8/2014 End Week: 9/15/2014 Default Book: 3Q14 ESTIMATE

Station	Time	Days	Program Name	Length	Rate	SE	SE	#	Total	P25-54 RTG	P25-54 CPP	P25-54 IMPR
KCTV	6:00a-7:00a	Mo-Fr	KCTV-MRN-5A	:30	\$220.00	1	1	2	\$440.00	1.0	\$220.00	9.1
KCTV	7:00a-9:00a	Mo-Fr	CBS THS MORNING	:30	\$140.00	1	1	2	\$280.00	0.8	\$175.00	7.8
KCTV	4:00p-6:30p	Mo-Fr	KCTV5 NWS AT 4-6:30p	:30	\$225.00	1	1	2	\$450.00	1.0	\$225.00	9.7
KCTV	10:00a-11:00a	Sun	=L PRICE CHPR GMDY SHO	:30	\$500.00	1	-	1	\$500.00	4.0	\$125.00	37.8
<b>FLIGHT TOTALS</b>						<b>4</b>	<b>3</b>	<b>7</b>	<b>\$1,670.00</b>	<b>9.6</b>	<b>\$173.96</b>	<b>91.0</b>



P25-54
CPM
\$24.30
\$17.92
\$23.16
\$13.22
\$18.36



**KSMO tv**

**Jackson County Parks and Rec 2014 TV Campaign**

**Author: Verda Salberg**

To: JACKSON COUNTY PARKS & REC  
 Agency: JACKSON COUNTY PARKS & REC  
 Advertiser: JACKSON COUNTY PARKS & REC  
 Product:  
 Estimate #:  
 Plan Dates: 6/10/2014 - 10/5/2014  
 Headline #: 15013

Salesperson: Verda Salberg  
 Station: KCTV  
 Office:  
 Phone #: 913-677-7119  
 Email: verda.salberg@kctv5.com  
 Fax #:  
 Demo: DMA P25-54 D.RTG, DMA P25-54 D.000

Flight Name: Flight 4 Start Week: 9/29/2014 End Week: 9/29/2014 Default Book: 4Q14 ESTIMATE

Station	Time	Days	Program Name	Length	Rate	SE	#	Total	P25-54 RTG	P25-54 CPP	P25-54 IMPR
KCTV	7:00a-9:00a	Mo-Fr	CBS THS MORNING	:30	\$130.00	2	2	\$260.00	0.9	\$144.44	8.2
KCTV	4:00p-6:30p	Mo-Fr	KCTV5 NWS AT 4-6:30p	:30	\$235.00	1	1	\$235.00	1.7	\$138.24	16.0
<b>FLIGHT TOTALS</b>						<b>3</b>	<b>3</b>	<b>\$495.00</b>	<b>3.5</b>	<b>\$141.43</b>	<b>32.5</b>

P25-54
CPM
\$15.79
\$14.69
\$15.25



**Jackson County Parks and Rec 2014 TV Campaign**

Campaign: 15013  
 Schedule Date: 6/10/2014 - 10/5/2014  
 Advertiser: JACKSON COUNTY PARKS & REC  
 Agency: JACKSON COUNTY PARKS & REC  
 Spot Length(s): :30  
 Market: KANSAS CITY [31]  
 Book: 2Q14 ESTIMATE

General Summary ( DMA P25-54 D.RTG )										
Name	Spots	Cost	GRPs	Grimps	CPP	CPM	Reach	Freq	Net Reach	Population
KCTV	52	\$10,000.00	70.5	671.469	\$141.84	\$14.89	28.2	2.5	266,685	944,048