

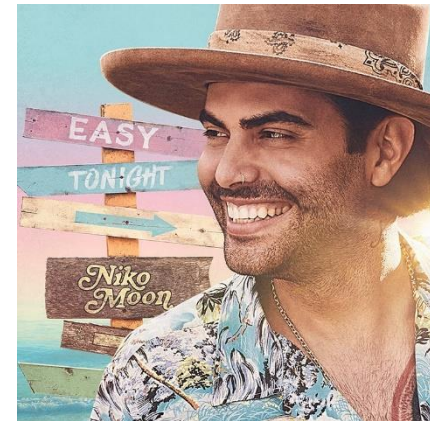


**CUMULUS**  
M E D I A

## *Niko Moon*

*Hoyt-Sherman Place*

*March 25, 2023*



**Promotion/Contesting Dates: 12/3 & 12/4/2022**

**Media Buy Dates: TBD**

**NASH**  
FM 97.3

# Niko Moon On-Air Promotion

## FIRST FLEET CONCERTS GETS:

### **KHKI Nash FM 97.3**

- **On-Air Promotional Inventory:** 30 promotional mentions, 20 Promos/Live Liners
- **Social media post:** Minimum of 1 (one) in promotional window
- **Text Contest:** "Winning Weekend" ticket giveaway promotion

## CUMULUS MEDIA GETS:

- **Tickets:** 10 (5 pairs) tickets valued at \$20 per ticket to be used as prizes per below
- **Media Buy:** Per included cash media schedule

## PRIZE:

- **Each Prize:** 1 (one) pair of tickets to the event, valued at \$40 per pair. Total ARV of prizes in promotion is \$200

## CONTEST:

**Winning Weekend On Air Promotion with pre-promotion starting Wed prior to weekend of Sat 12/3 and Sunday 12/4**

**"Niko Moon at Hoyt-Sherman Place"** - Listen for a keyword Monday through Friday and text for a chance to win. Station will pull 5 (five) winners and award each 1 (one) pair of tickets to the show.

# Niko Moon – Proposed Cash Schedule



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## Niko Moon at Hoyt-Sherman - FFC Media Schedule - ALL RATES NET

	WEEK of TBD March 2023	Spots Per Week		Mon	Tue	Wed	Thu	Fri	Sat	Sun	M-F Rate	Sat Rate	Sun Rate	Line Total
KHKK FM	M-Sun 6a-Mid	(:30)	14	2	2	2	2	2	2	2	\$ 29.00	\$ 29.00	\$ 29.00	\$ 406.00
KHKK DT	Digital Stream	(:30)	14	2	2	2	2	2	2	2	\$ 2.00	\$ 1.00	\$ 1.00	\$ 24.00
Total Commercials / wk				28										\$ 430.00

Total Broadcast Commercials: 14

Total Streaming Commercials: 14

**Total Net Cash Investment: \$ 430**

### NOTES:

This is a PROPOSED media buy and may be amended for date/day placement per First Fleet Concerts' needs prior to placement of radio schedule.

This proposed \$430 media buy is complimented by the attached promotional agreement to boost pre-sale/on-sale presence on KHKK.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Signature confirms agreement to the media schedule and accompanying promotional plan. Reducing or cancelling media spend will cancel any linked promotional plans.