



REVISION 3: MEDIA PLAN

Prepared by

Maggie Clark
M·E·D·I·A·S·E·R·V·I·C·E·S

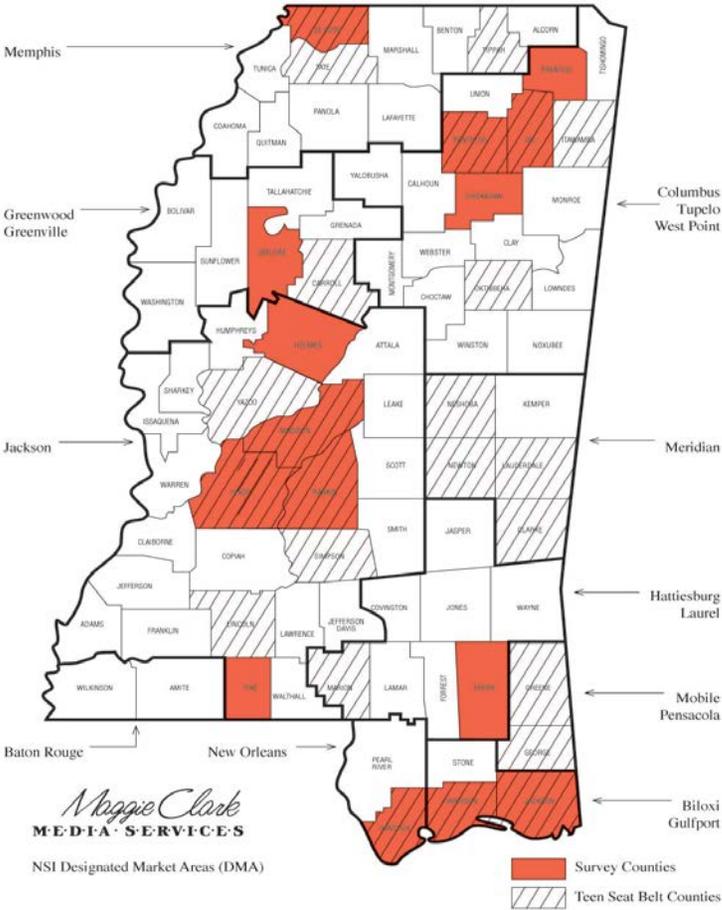
In association with

 **Frontier Strategies**

*Presented
May 14, 2013*

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Agency:	Maggie Clark Media Srvc	TV: 05/15/13-05/28/13	Plan No.:	2Q.2013
Buyer:	Maggie Clark	Cable: 05/15/13-05/28/13	Company:	Maggie Clark Media Srvc
Advertiser:	MSOH DPS	Radio: 05/15/13-05/28/13	Telephone:	601-992-3111
Campaign:	Click It. Ticket. REVISION 3	Online: 05/15/13-05/28/13		

DESCRIPTION				Cost
STATEWIDE TELEVISION CAMPAIGN				
Target: Males, 18-34	2-Week Flight	793 Gross Imp	365 Spots	\$110,745.00
STATEWIDE CABLEVISION CAMPAIGN				
Target: Males, 18-34	2-Week Flight	126 Gross Imp	458 Spots	\$17,392.00
STATEWIDE RADIO CAMPAIGN				
Target: Males, 18-34; Males 16-20	2-Week Flight		7,124 Spots	\$71,930.00
STATEWIDE ONLINE CAMPAIGN				
Target: Males, 18-34; Males 16-20	2-Week Flight			\$30,000.00
MEDIA CAMPAIGN TOTALS				\$230,067.00

***Make-goods for TV, Cable or Radio will not be approved outside of Time Periods approved in this plan. Make-goods can not run after Tuesday, May 28.
By signature below, we authorize Maggie Clark Media Services to place the media schedules as proposed per Revision 3.***

Authorized Signature

Date

Maggie Clark - 5/14/13 10:10 AM

All stations have agreed to air Bonus schedules.

Make-goods can only air in pre-approved Time Periods per each DMA TV schedule calendar. Make-goods can not air after Tuesday, 5/28.

Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Plan No: 96
Buyer: Maggie Clark		Company: Maggie Clark Media Svcs
Advertiser: MDPS		Telephone: 601-992-3111

Market	GRP's	Gross Imp	Reach	Freq	Spots	Cost	CPP	CPM
BILOXI-GULFPORT								
Flight Totals	281.7	113	67.0	4.2	65	\$31,200	\$110.76	\$276.11
COLUMBUS-TUPELO-W PNT-HSTN								
Flight Totals	305.4	166	79.6	3.8	48	\$13,000	\$42.57	\$78.31
GREENWOOD-GREENVILLE								
Flight Totals	201.4	50	61.3	3.3	50	\$9,320	\$46.28	\$186.40
HATTIESBURG-LAUREL								
Flight Totals	315.6	108	79.5	4.0	86	\$18,295	\$57.97	\$169.40
JACKSON MS								
Flight Totals	290.6	280	84.9	3.4	60	\$27,230	\$93.70	\$97.25
MERIDIAN								
Flight Totals	366.4	76	88.9	4.1	56	\$11,700	\$31.93	\$153.95
TV CAMPAIGN TOTALS		793	79.0	3.7	365	110,745		\$139.65

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Buyer Maggie Clark	Order Number 551
Advertiser MDPS	Campaign Click It. Ticket.RV3
Agency Maggie Clark Media Srvcs	Flight Flight 1 05/15/13-05/28/13
Telephone 601-992-3111	

Plan No.												DMA M 18-34				
Station	Program	Time Period	Spot Length	Spots	We	Th	Fr	Sa	Su	Mo	Tu	Cost / Spot	RTG	GRPs	CPP	Total Cost
Week of 05/15/13					15	16	17	18	19	20	21					
WLOX	GOOD MORNING MS: 6-7AM	Mo-Fr 6:00a- 7:00a	:30	5	1	1	1			1	1	\$300.00	4.2	21.0	\$71.43	\$1,500.00
WLOX	WLOX NEWS-5P	Mo-Fr 5:00p- 5:30p	:30	1						1		\$450.00	2.5	2.5	\$180.00	\$450.00
WLOX	WLOX NEWS-6P	Mo-Fr 6:00p- 6:30p	:30	5	1	1	1			1	1	\$695.00	5.6	28.0	\$124.11	\$3,475.00
WLOX	WHEEL OF FORTUNE	Mo-Fr 6:30p- 7:00p	:30	5	1	1	1			1	1	\$610.00	5.3	26.5	\$115.09	\$3,050.00
WLOX	MIDDLE/FAMILY TOOLS	Tue 7:00p- 8:00p	:30	1							1	\$1,530.00	4.3	4.3	\$355.81	\$1,530.00
WLOX	BODY OF PROOF	Tue 9:00p-10:00p	:30	2							2	\$900.00	3.4	6.8	\$264.71	\$1,800.00
WXXV	SO YOU THINK YOU CAN	Tue 7:00p- 9:00p	:30	2							2	\$300.00	3.0*	6.0	\$100.00	\$600.00
WXXV	KITCHEN	Fri 7:00p- 8:00p	:30	2			2					\$250.00	4.1	8.2	\$60.98	\$500.00
ELOX	NCIS	Tue 7:00p- 8:00p	:30	2							2	\$225.00	3.0	6.0	\$75.00	\$450.00
ELOX	AMAZING RACE	Sun 7:00p- 8:00p	:30	2					2			\$80.00	4.3	8.6	\$18.60	\$160.00
ELOX	THE GOOD WIFE	Sun 8:00p- 9:00p	:30	2					2			\$80.00	4.3	8.6	\$18.60	\$160.00
Week of 05/22/13					22	23	24	25	26	27	28					
WLOX	GOOD MORNING MS: 6-7AM	Mo-Fr 6:00a- 7:00a	:30	5	1	1	1			1	1	\$300.00	4.2	21.0	\$71.43	\$1,500.00
WLOX	WLOX NEWS-5P	Mo-Fr 5:00p- 5:30p	:30	2	1					1		\$450.00	2.5	5.0	\$180.00	\$900.00
WLOX	WLOX NEWS-6P	Mo-Fr 6:00p- 6:30p	:30	5	1	1	1			1	1	\$695.00	5.6	28.0	\$124.11	\$3,475.00
WLOX	WHEEL OF FORTUNE	Mo-Fr 6:30p- 7:00p	:30	5	1	1	1			1	1	\$610.00	5.3	26.5	\$115.09	\$3,050.00
WLOX	MIDDLE/FAMILY TOOLS	Tue 7:00p- 8:00p	:30	1							1	\$1,530.00	4.3	4.3	\$355.81	\$1,530.00

* - Denotes estimated item(s).
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Maggie Clark - 5/14/13 8:48 AM

Biloxi-Gulfport (B&C) - CFECMY Nielsen

Plan No.													DMA M 18-34					
Station	Program	Time Period	Spot Length	Spots	We	Th	Fr	Sa	Su	Mo	Tu	Cost / Spot	RTG	GRPs	CPP	Total Cost		
Week of 05/22/13					22	23	24	25	26	27	28							
WLOX	BODY OF PROOF	Tue 9:00p-10:00p	:30	2							2	\$900.00	3.4	6.8	\$264.71	\$1,800.00		
WXXV	SO YOU THINK YOU CAN	Tue 7:00p- 9:00p	:30	2							2	\$300.00	3.0*	6.0	\$100.00	\$600.00		
WXXV	MASTERCHEF	Wed 7:00p- 9:00p	:30	2	2							\$675.00	5.0	10.0	\$135.00	\$1,350.00		
WXXV	DOES SOMEONE HAVE TO	Thu 7:00p- 8:00p	:30	2		2						\$675.00	5.1	10.2	\$132.35	\$1,350.00		
WXXV	HELL'S KITCHEN	Thu 8:00p- 9:00p	:30	2		2						\$350.00	3.0	6.0	\$116.67	\$700.00		
WXXV	KITCHEN	Fri 7:00p- 8:00p	:30	2			2					\$250.00	4.1	8.2	\$60.98	\$500.00		
ELOX	NCIS	Tue 7:00p- 8:00p	:30	2							2	\$225.00	3.0	6.0	\$75.00	\$450.00		
ELOX	AMAZING RACE	Sun 7:00p- 8:00p	:30	2					2			\$80.00	4.3	8.6	\$18.60	\$160.00		
ELOX	THE GOOD WIFE	Sun 8:00p- 9:00p	:30	2					2			\$80.00	4.3	8.6	\$18.60	\$160.00		
Schedule Totals				65	Reach / Frequency							67.0	281.7	\$110.76	\$31,200.00	4.2		

* - Denotes estimated item(s).
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Plan No: 551
Buyer: Maggie Clark	Lengths: :30	Company: Maggie Clark Media Svcs
Client: MDPS	Dayparts: CDE1AP2L	Telephone: 601-992-3111
Agcy Est No:	Rate Card: DPS.2Q13	Due Date:
Campaign: Click It. Ticket.RV3		

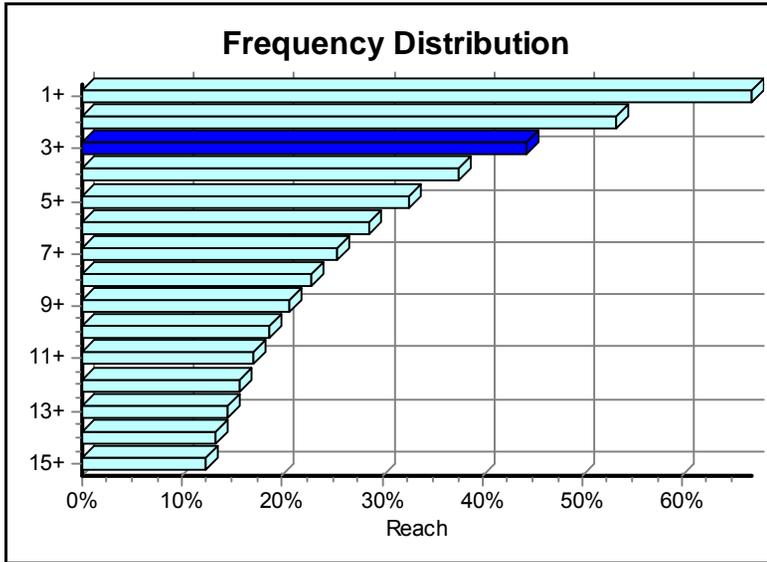
Daypart	Cost	Targets: DMA RTG M 18-34				All 2 Weeks				Total	CPP
		%	GRPs	%	:30						
Early Morning	\$3,000.00	10	42.0	15	10					10	\$71.43
Daytime		0	0.0	0						0	\$0.00
Early Fringe		0	0.0	0						0	\$0.00
Early News	\$8,300.00	27	63.5	23	13					13	\$130.71
Access	\$6,100.00	20	53.0	19	10					10	\$115.09
Prime	\$13,800.00	44	123.2	44	32					32	\$112.01
Late News		0	0.0	0						0	\$0.00
Late Fringe		0	0.0	0						0	\$0.00
Totals	\$31,200.00	100	281.7	100	65					65	\$110.76

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: **Maggie Clark Media Svcs** Flight: **Flight 1 05/15/13-05/28/13** Plan No: **551**
 Buyer: **Maggie Clark** Lengths: **:30** Company: **Maggie Clark Media Svcs**
 Client: **MDPS** Dayparts: **CDE1AP2L** Telephone: **601-992-3111**
 Rate Card: **DPS.2Q13**
 Campaign: **Click It. Ticket.RV3**

All Stations		DMA RTG M 18-34	
Description	Estimate	%	
Net Schedule Reach (1+)	25,381	67.0	
Reached 2 or more times	20,266	53.5	
Reached 3 or more times	16,817	44.4	
Reached 4 or more times	14,302	37.7	
Reached 5 or more times	12,389	32.7	
Reached 6 or more times	10,883	28.7	
Reached 7 or more times	9,667	25.5	
Reached 8 or more times	8,666	22.9	
Reached 9 or more times	7,826	20.6	
Reached 10 or more times	7,111	18.8	
Reached 11 or more times	6,496	17.1	
Reached 12 or more times	5,961	15.7	
Reached 13 or more times	5,492	14.5	
Reached 14 or more times	5,076	13.4	
Reached 15 or more times	4,706	12.4	



Station	Total Spots	Total Rch (1+)	Freq 2+	Freq 3+	Freq 4+	Freq 5+	Freq 6+	Freq 7+	Freq 8+	Freq 9+	Freq 10+	Freq 11+	Freq 12+	Freq 13+	Freq 14+	Freq 15+
WLOX	39	44.7%	35.1%	28.7%	24.1%	20.6%	17.9%	15.6%	13.8%	12.3%	11.0%	9.9%	8.9%	8.0%	7.3%	6.6%
WXXV	14	25.2%	15.6%	11.0%	8.1%	6.1%	4.7%	3.6%	2.8%	2.1%	1.5%	1.0%	0.6%	0.3%	0.0%	0.0%
ELOX	12	21.2%	13.0%	9.0%	6.5%	4.8%	3.5%	2.6%	1.9%	1.3%	0.8%	0.4%	0.0%	0.0%	0.0%	0.0%

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Buyer Maggie Clark	Order Number 545
Advertiser MDPS	Campaign Click It. Ticket.RV3
Agency Maggie Clark Media Srvcs	Flight Flight 1 05/15/13-05/28/13
Telephone 601-992-3111	

Plan No.												DMA M 18-34				
Station	Program	Time Period	Spot Length	Spots	We	Th	Fr	Sa	Su	Mo	Tu	Cost / Spot	RTG	GRPs	CPP	Total Cost
Week of 05/15/13					15	16	17	18	19	20	21					
WCBI	WCBI NEWS AT 10P	Mo-Fr 10:00p-10:35p	:30	5	1	1	1			1	1	\$195.00	4.9	24.5	\$39.80	\$975.00
WCBI	AMAZING RACE	Sun 7:00p- 8:00p	:30	2					2			\$300.00	9.0	18.0	\$33.33	\$600.00
WCBI	THE GOOD WIFE	Sun 8:00p- 9:00p	:30	1					1			\$300.00	10.1	10.1	\$29.70	\$300.00
WCBI	THE MENTALIST	Sun 9:00p-10:00p	:30	2					2			\$300.00	7.4	14.8	\$40.54	\$600.00
WCBI	WCBI NEWS AT 10P-SUN	Sun 10:00p-10:35p	:30	1					1			\$150.00	6.9	6.9	\$21.74	\$150.00
WTVA	WTVA 5P NEWS	Mo-Fr 5:00p- 5:30p	:30	2		1				1		\$160.00	4.8	9.6	\$33.33	\$320.00
WTVA	WTVA 6P NEWS	Mo-Fr 6:00p- 6:30p	:30	3		1				1	1	\$325.00	6.5	19.5	\$50.00	\$975.00
WTVA	WHEEL OF FORTUNE	Mo-Fr 6:30p- 7:00p	:30	4		1	1			1	1	\$325.00	6.1	24.4	\$53.28	\$1,300.00
WTVA	WTVA 10P NEWS	Mo-Fr 10:00p-10:35p	:30	1		1						\$360.00	4.8	4.8	\$75.00	\$360.00
WTVA	REVOLUTION	Mon 9:00p-10:00p	:30	2						2		\$300.00	7.5	15.0	\$40.00	\$600.00
WTVA	CHICAGO FIRE	Wed 9:00p-10:00p	:30	1	1							\$320.00	5.1	5.1	\$62.75	\$320.00
Week of 05/22/13					22	23	24	25	26	27	28					
WCBI	WCBI NEWS AT 10P	Mo-Fr 10:00p-10:35p	:30	5	1	1	1			1	1	\$195.00	4.9	24.5	\$39.80	\$975.00
WCBI	AMAZING RACE	Sun 7:00p- 8:00p	:30	2					2			\$300.00	9.0	18.0	\$33.33	\$600.00
WCBI	THE GOOD WIFE	Sun 8:00p- 9:00p	:30	1					1			\$300.00	10.1	10.1	\$29.70	\$300.00
WCBI	THE MENTALIST	Sun 9:00p-10:00p	:30	2					2			\$300.00	7.4	14.8	\$40.54	\$600.00
WCBI	WCBI NEWS AT 10P-SUN	Sun 10:00p-10:35p	:30	1					1			\$150.00	6.9	6.9	\$21.74	\$150.00

Maggie Clark - 5/14/13 9:09 AM

Columbus-Tupelo-W Pnt-Hstn (B&C) - CFECMY Nielsen

Plan No. 545												DMA M 18-34					
Station	Program	Time Period	Spot Length	Spots	We	Th	Fr	Sa	Su	Mo	Tu	Cost / Spot	RTG	GRPs	CPP	Total Cost	
Week of 05/22/13					22	23	24	25	26	27	28						
WTVA	WTVA 5P NEWS	Mo-Fr 5:00p- 5:30p	:30	2	1					1		\$160.00	4.8	9.6	\$33.33	\$320.00	
WTVA	WTVA 6P NEWS	Mo-Fr 6:00p- 6:30p	:30	3		1				1	1	\$325.00	6.5	19.5	\$50.00	\$975.00	
WTVA	WHEEL OF FORTUNE	Mo-Fr 6:30p- 7:00p	:30	4	1	1	1			1		\$325.00	6.1	24.4	\$53.28	\$1,300.00	
WTVA	WTVA 10P NEWS	Mo-Fr 10:00p-10:35p	:30	1		1						\$360.00	4.8	4.8	\$75.00	\$360.00	
WTVA	REVOLUTION	Mon 9:00p-10:00p	:30	2						2		\$300.00	7.5	15.0	\$40.00	\$600.00	
WTVA	CHICAGO FIRE	Wed 9:00p-10:00p	:30	1	1							\$320.00	5.1	5.1	\$62.75	\$320.00	
Schedule Totals				48								Reach / Frequency		79.6	305.4	\$42.57	\$13,000.00
													3.8				

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Plan No: 545
Buyer: Maggie Clark	Lengths: :30	Company: Maggie Clark Media Svcs
Client: MDPS	Dayparts: CDE1AP2L	Telephone: 601-992-3111
Agcy Est No:	Rate Card: DPS.2Q13	Due Date:
Campaign: Click It. Ticket.RV3		

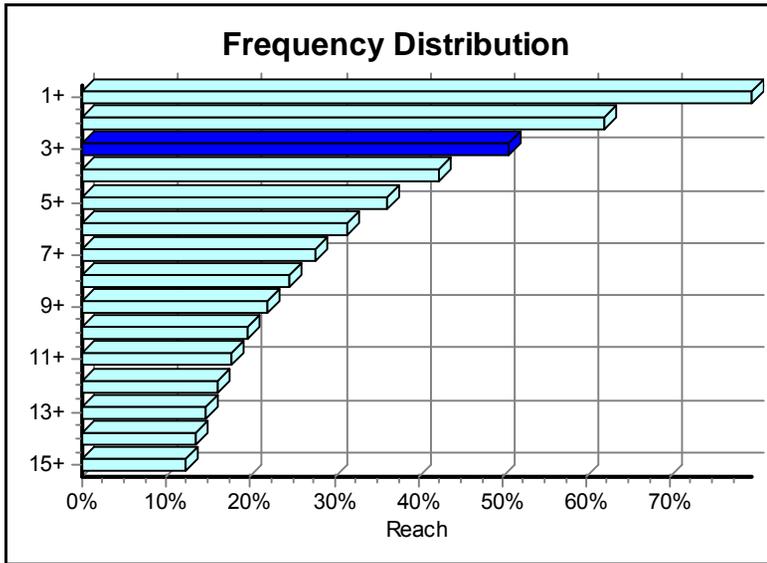
All Stations		Targets: DMA RTG M 18-34				All 2 Weeks					
Daypart	Cost	%	GRPs	%	:30					Total	CPP
Early Morning		0	0.0	0						0	\$0.00
Daytime		0	0.0	0						0	\$0.00
Early Fringe		0	0.0	0						0	\$0.00
Early News	\$2,590.00	20	58.2	19	10					10	\$44.50
Access	\$2,600.00	20	48.8	16	8					8	\$53.28
Prime	\$4,840.00	37	126.0	41	16					16	\$38.41
Late News	\$2,970.00	23	72.4	24	14					14	\$41.02
Late Fringe		0	0.0	0						0	\$0.00
Totals	\$13,000.00	100	305.4	100	48					48	\$42.57

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Agency: **Maggie Clark Media Svcs** Flight: **Flight 1 05/15/13-05/28/13** Plan No: **545**
 Buyer: **Maggie Clark** Lengths: **:30** Company: **Maggie Clark Media Svcs**
 Client: **MDPS** Dayparts: **CDE1AP2L** Telephone: **601-992-3111**
 Rate Card: **DPS.2Q13**
 Campaign: **Click It. Ticket.RV3**

All Stations		DMA RTG M 18-34	
Description	Estimate	%	
Net Schedule Reach (1+)	42,801	79.7	
Reached 2 or more times	33,364	62.1	
Reached 3 or more times	27,213	50.6	
Reached 4 or more times	22,816	42.5	
Reached 5 or more times	19,516	36.3	
Reached 6 or more times	16,947	31.5	
Reached 7 or more times	14,892	27.7	
Reached 8 or more times	13,210	24.6	
Reached 9 or more times	11,808	22.0	
Reached 10 or more times	10,621	19.8	
Reached 11 or more times	9,604	17.9	
Reached 12 or more times	8,722	16.2	
Reached 13 or more times	7,950	14.8	
Reached 14 or more times	7,269	13.5	
Reached 15 or more times	6,664	12.4	



Station	Total Spots	Total Rch (1+)	Freq 2+	Freq 3+	Freq 4+	Freq 5+	Freq 6+	Freq 7+	Freq 8+	Freq 9+	Freq 10+	Freq 11+	Freq 12+	Freq 13+	Freq 14+	Freq 15+
WCBI	22	57.1%	39.2%	29.3%	23.0%	18.5%	15.1%	12.6%	10.5%	8.9%	7.5%	6.3%	5.3%	4.5%	3.7%	3.1%
WLOV	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
WTVA	26	53.9%	38.6%	29.7%	23.7%	19.4%	16.2%	13.7%	11.7%	10.0%	8.7%	7.5%	6.5%	5.6%	4.9%	4.2%

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All stations have agreed to air Bonus schedules.

Make-goods can only air in pre-approved Time Periods per this schedule calendar. Make-goods can not air after Tuesday, 5/28.

Buyer Maggie Clark	Order Number 552
Advertiser MDPS	Campaign Click It. Ticket.RV3
Agency Maggie Clark Media Srvcs	Flight Flight 1 05/15/13-05/28/13
Telephone 601-992-3111	

Plan No.	Spot											DMA M 18-34				
Station	Program	Time Period	Length	Spots	We	Th	Fr	Sa	Su	Mo	Tu	Cost / Spot	RTG	GRPs	CPP	Total Cost
	Week of 05/15/13				15	16	17	18	19	20	21					
WABG	EYEWITNESS NEWS - 6PM	Mo-Fr 6:00p- 6:30p	:30	2		1				1		\$160.00	2.9	5.8	\$55.17	\$320.00
WABG	EYEWITNESS NEWS - 10PM	Mo-Fr 10:00p-10:35p	:30	4		1	1			1	1	\$160.00	3.1	12.4	\$51.61	\$640.00
WABG	SPLASH	Tue 7:00p- 8:00p	:30	1							1	\$225.00	3.7	3.7	\$60.81	\$225.00
WABG	GREY'S ANATOMY	Thu 8:00p- 9:00p	:30	2		2						\$325.00	4.8	9.6	\$67.71	\$650.00
WABG	SHARK TANK	Fri 8:00p- 9:00p	:30	1			1					\$225.00	3.3	3.3	\$68.18	\$225.00
WABG	EYEWITNESS NEWS-	Sat 10:00p-10:35p	:30	1				1				\$100.00	5.0	5.0	\$20.00	\$100.00
WABG	CRIMINAL MINDS	Sat 10:35p-11:35p	:30	2				2				\$40.00	3.7	7.4	\$10.81	\$80.00
WABG	REVENGE	Sun 8:00p- 9:00p	:30	1					1			\$300.00	3.0	3.0	\$100.00	\$300.00
WABG	EYEWITNESS NEWS -	Sun 10:00p-10:35p	:30	1					1			\$125.00	3.2	3.2	\$39.06	\$125.00
WABG	LOCAL SPORTS REVIEW	Sun 10:35p-11:00p	:30	1					1			\$70.00	4.3	4.3	\$16.28	\$70.00
WXVT	DELTA NEWS 15-6P	Mo-Fr 6:00p- 6:30p	:30	2		1				1		\$150.00	2.9	5.8	\$51.72	\$300.00
WXVT	MET MOTHER/RULES-	Mon 7:00p- 8:00p	:30	1						1		\$225.00	4.0	4.0	\$56.25	\$225.00
WXVT	AMAZING RACE	Sun 7:00p- 8:00p	:30	2					2			\$225.00	5.8	11.6	\$38.79	\$450.00
WXVT	THE GOOD WIFE	Sun 8:00p- 9:00p	:30	2					2			\$225.00	5.8	11.6	\$38.79	\$450.00
WXVT	THE MENTALIST	Sun 9:00p-10:00p	:30	2					2			\$250.00	5.0	10.0	\$50.00	\$500.00
	Week of 05/22/13				22	23	24	25	26	27	28					
WABG	EYEWITNESS NEWS - 6PM	Mo-Fr 6:00p- 6:30p	:30	2		1				1		\$160.00	2.9	5.8	\$55.17	\$320.00

Maggie Clark - 5/14/13 9:19 AM

Greenwood-Greenville (B&C) - CFECMY Nielsen

Plan No.													DMA M 18-34				
Station	Program	Time Period	Spot Length	Spots	We	Th	Fr	Sa	Su	Mo	Tu	Cost / Spot	RTG	GRPs	CPP	Total Cost	
Week of 05/22/13					22	23	24	25	26	27	28						
WABG	EYEWITNESS NEWS - 10PM	Mo-Fr 10:00p-10:35p	:30	4	1	1	1			1		\$160.00	3.1	12.4	\$51.61	\$640.00	
WABG	SPLASH	Tue 7:00p- 8:00p	:30	1							1	\$225.00	3.7	3.7	\$60.81	\$225.00	
WABG	GREY'S ANATOMY	Thu 8:00p- 9:00p	:30	2		2						\$325.00	4.8	9.6	\$67.71	\$650.00	
WABG	SHARK TANK	Fri 8:00p- 9:00p	:30	1			1					\$225.00	3.3	3.3	\$68.18	\$225.00	
WABG	EYEWITNESS NEWS-	Sat 10:00p-10:35p	:30	1				1				\$100.00	5.0	5.0	\$20.00	\$100.00	
WABG	CRIMINAL MINDS	Sat 10:35p-11:35p	:30	2				2				\$40.00	3.7	7.4	\$10.81	\$80.00	
WABG	REVENGE	Sun 8:00p- 9:00p	:30	1					1			\$300.00	3.0	3.0	\$100.00	\$300.00	
WABG	EYEWITNESS NEWS -	Sun 10:00p-10:35p	:30	1					1			\$125.00	3.2	3.2	\$39.06	\$125.00	
WABG	LOCAL SPORTS REVIEW	Sun 10:35p-11:00p	:30	1					1			\$70.00	4.3	4.3	\$16.28	\$70.00	
WXVT	DELTA NEWS 15-6P	Mo-Fr 6:00p- 6:30p	:30	2		1				1		\$150.00	2.9	5.8	\$51.72	\$300.00	
WXVT	MET MOTHER/RULES-	Mon 7:00p- 8:00p	:30	1						1		\$225.00	4.0	4.0	\$56.25	\$225.00	
WXVT	AMAZING RACE	Sun 7:00p- 8:00p	:30	2					2			\$225.00	5.8	11.6	\$38.79	\$450.00	
WXVT	THE GOOD WIFE	Sun 8:00p- 9:00p	:30	2					2			\$225.00	5.8	11.6	\$38.79	\$450.00	
WXVT	THE MENTALIST	Sun 9:00p-10:00p	:30	2					2			\$250.00	5.0	10.0	\$50.00	\$500.00	
Schedule Totals				50								Reach / Frequency		61.3	201.4	\$46.28	\$9,320.00
														3.3			

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Plan No: 552
Buyer: Maggie Clark	Lengths: :30	Company: Maggie Clark Media Svcs
Client: MDPS	Dayparts: CDE1AP2L	Telephone: 601-992-3111
Agcy Est No:	Rate Card: DPS.2Q13	Due Date:
Campaign: Click It. Ticket.RV3		

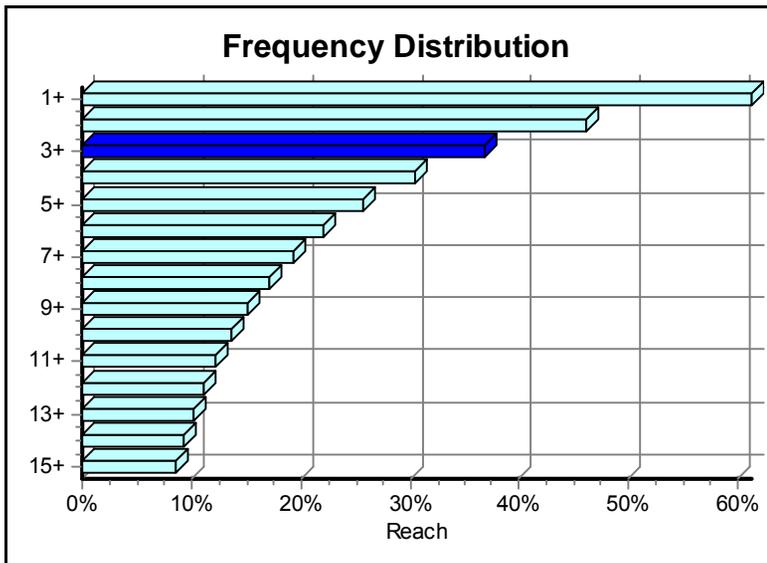
All Stations		Targets: DMA RTG M 18-34				All 2 Weeks					
Daypart	Cost	%	GRPs	%	:30					Total	CPP
Early Morning		0	0.0	0						0	\$0.00
Daytime		0	0.0	0						0	\$0.00
Early Fringe		0	0.0	0						0	\$0.00
Early News	\$1,240.00	13	23.2	12	8					8	\$53.45
Access		0	0.0	0						0	\$0.00
Prime	\$6,050.00	65	113.6	56	24					24	\$53.26
Late News	\$1,730.00	19	41.2	20	12					12	\$41.99
Late Fringe	\$300.00	3	23.4	12	6					6	\$12.82
Totals	\$9,320.00	100	201.4	100	50					50	\$46.28

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Plan No: 552
Buyer: Maggie Clark	Lengths: :30	Company: Maggie Clark Media Svcs
Client: MDPS	Dayparts: CDE1AP2L	Telephone: 601-992-3111
Rate Card: DPS.2Q13		
Campaign: Click It. Ticket.RV3		

All Stations		DMA RTG M 18-34	
Description	Estimate	%	
Net Schedule Reach (1+)	11,590	61.3	
Reached 2 or more times	8,721	46.1	
Reached 3 or more times	6,957	36.8	
Reached 4 or more times	5,745	30.4	
Reached 5 or more times	4,861	25.7	
Reached 6 or more times	4,187	22.1	
Reached 7 or more times	3,656	19.3	
Reached 8 or more times	3,228	17.1	
Reached 9 or more times	2,875	15.2	
Reached 10 or more times	2,578	13.6	
Reached 11 or more times	2,326	12.3	
Reached 12 or more times	2,109	11.2	
Reached 13 or more times	1,920	10.2	
Reached 14 or more times	1,754	9.3	
Reached 15 or more times	1,608	8.5	



Station	Total Spots	Total Rch (1+)	Freq 2+	Freq 3+	Freq 4+	Freq 5+	Freq 6+	Freq 7+	Freq 8+	Freq 9+	Freq 10+	Freq 11+	Freq 12+	Freq 13+	Freq 14+	Freq 15+
Total	50	61.3%	46.1%	36.8%	30.4%	25.7%	22.1%	19.3%	17.1%	15.2%	13.6%	12.3%	11.2%	10.2%	9.3%	8.5%

Each column reflects the estimated percentage of the target population exposed to the message the indicated number of times or more. Prepared with TvSCAN 9.7. Copyright © 2006 Arbitron Inc. (800) 543-7300. TvSCAN, TAPSCAN and the TAPSCAN design are registered marks of TAPSCAN, Inc. Used under license. Data © Nielsen. Subject to the limitations and restrictions stated in the original report.

Buyer Maggie Clark	Order Number 553
Advertiser MDPS	Campaign Click It. Ticket.RV3
Agency Maggie Clark Media Srvcs	Flight Flight 1 05/15/13-05/28/13
Telephone 601-992-3111	

Plan No.												DMA M 18-34				
Station	Program	Time Period	Spot Length	Spots	We	Th	Fr	Sa	Su	Mo	Tu	Cost / Spot	RTG	GRPs	CPP	Total Cost
Week of 05/15/13					15	16	17	18	19	20	21					
WDAM	NEWS 7 TODAY-530AM	Mo-Fr 5:30a- 6:00a	:30	5	1	1	1			1	1	\$85.00	1.4	7.0	\$60.71	\$425.00
WDAM	NIGHTBEAT - 10P NEWS	Mo-Fr 10:00p-10:35p	:30	5	1	1	1			1	1	\$525.00	5.2	26.0	\$100.96	\$2,625.00
WDAM	TONIGHT SHOW	Mo-Fr 10:30p-11:30p	:30	5	1	1	1			1	1	\$115.00	1.6	8.0	\$71.88	\$575.00
WDAM	10PM NEWS SAT	Sat 10:00p-10:30p	:30	1			1					\$485.00	6.2	6.2	\$78.23	\$485.00
WHPM	BIG BANG THEORY	Mo-Fr 6:00p- 6:30p	:30	5	1	1	1			1	1	\$45.00	1.8	9.0	\$25.00	\$225.00
WHPM	AMERICAN IDOL	Wed 7:00p- 9:00p	:30	2	2							\$450.00	4.0*	8.0	\$112.50	\$900.00
WHPM	AMERICAN IDOL	Thu 7:00p- 9:00p	:30	2		2						\$450.00	4.0*	8.0	\$112.50	\$900.00
WHLT	ANDY GRIFFITH	Mo-Fr 5:00p- 6:00p	:30	5	1	1	1			1	1	\$30.00	0.9	4.5	\$33.33	\$150.00
WHLT	HOW I MET/RULES OF	Mon 7:00p- 8:00p	:30	2						2		\$160.00	3.1	6.2	\$51.61	\$320.00
WHLT	NCIS	Tue 7:00p- 8:00p	:30	2							2	\$230.00	2.4	4.8	\$95.83	\$460.00
WHLT	NCIS: LA	Tue 8:00p- 9:00p	:30	2							2	\$260.00	5.0	10.0	\$52.00	\$520.00
WHLT	BIG BANG/2-1/2 MEN	Thu 7:00p- 8:00p	:30	2		2						\$270.00	5.5	11.0	\$49.09	\$540.00
WHLT	AMAZING RACE	Sun 7:00p- 9:00p	:30	2					2			\$195.00	9.0	18.0	\$21.67	\$390.00
WHLT	THE GOOD WIFE	Sun 8:00p- 9:00p	:30	2					2			\$260.00	9.5	19.0	\$27.37	\$520.00
WHLT	MENTALIST	Sun 9:00p-10:00p	:30	1					1			\$225.00	9.4	9.4	\$23.94	\$225.00
Week of 05/22/13					22	23	24	25	26	27	28					
WDAM	NEWS 7 TODAY-530AM	Mo-Fr 5:30a- 6:00a	:30	5	1	1	1			1	1	\$85.00	1.4	7.0	\$60.71	\$425.00

* - Denotes estimated item(s).
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Maggie Clark - 5/14/13 9:43 AM

Hattiesburg-Laurel (B&C) - CFECMY Nielsen

Plan No.													DMA M 18-34				
Station	Program	Time Period	Spot Length	Spots	We	Th	Fr	Sa	Su	Mo	Tu	Cost / Spot	RTG	GRPs	CPP	Total Cost	
Week of 05/22/13					22	23	24	25	26	27	28						
WDAM	NIGHTBEAT - 10P NEWS	Mo-Fr 10:00p-10:35p	:30	5	1	1	1			1	1	\$525.00	5.2	26.0	\$100.96	\$2,625.00	
WDAM	TONIGHT SHOW	Mo-Fr 10:30p-11:30p	:30	5	1	1	1			1	1	\$115.00	1.6	8.0	\$71.88	\$575.00	
WDAM	10PM NEWS SAT	Sat 10:00p-10:30p	:30	1				1				\$485.00	6.2	6.2	\$78.23	\$485.00	
WHPM	BIG BANG THEORY	Mo-Fr 6:00p- 6:30p	:30	5	1	1	1			1	1	\$45.00	1.8	9.0	\$25.00	\$225.00	
WHPM	MASTERCHEF	Wed 7:00p- 9:00p	:30	2	2							\$450.00	4.0*	8.0	\$112.50	\$900.00	
WHPM	DOES SOMEONE HAVE TO	Thu 8:00p- 9:00p	:30	1		1						\$450.00	4.0*	4.0	\$112.50	\$450.00	
WHLT	ANDY GRIFFITH	Mo-Fr 5:00p- 6:00p	:30	5	1	1	1			1	1	\$30.00	0.9	4.5	\$33.33	\$150.00	
WHLT	HOW I MET/RULES OF	Mon 7:00p- 8:00p	:30	2						2		\$160.00	3.1	6.2	\$51.61	\$320.00	
WHLT	NCIS	Tue 7:00p- 8:00p	:30	2							2	\$230.00	2.4	4.8	\$95.83	\$460.00	
WHLT	NCIS: LA	Tue 8:00p- 9:00p	:30	2							2	\$260.00	5.0	10.0	\$52.00	\$520.00	
WHLT	BIG BANG/2-1/2 MEN	Thu 7:00p- 8:00p	:30	2		2						\$270.00	5.5	11.0	\$49.09	\$540.00	
WHLT	AMAZING RACE	Sun 7:00p- 9:00p	:30	2					2			\$195.00	9.0	18.0	\$21.67	\$390.00	
WHLT	THE GOOD WIFE	Sun 8:00p- 9:00p	:30	2					2			\$260.00	9.5	19.0	\$27.37	\$520.00	
WHLT	MENTALIST	Sun 9:00p-10:00p	:30	2					2			\$225.00	9.4	18.8	\$23.94	\$450.00	
Schedule Totals				86								Reach / Frequency		79.5	315.6	\$57.97	\$18,295.00
														4.0			

* - Denotes estimated item(s).
 Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Plan No: 553
Buyer: Maggie Clark	Lengths: :30	Company: Maggie Clark Media Svcs
Client: MDPS	Dayparts: CDE1AP2L	Telephone: 601-992-3111
Agcy Est No:	Rate Card: DPS.2Q13	Due Date:
Campaign: Click It. Ticket.RV3		

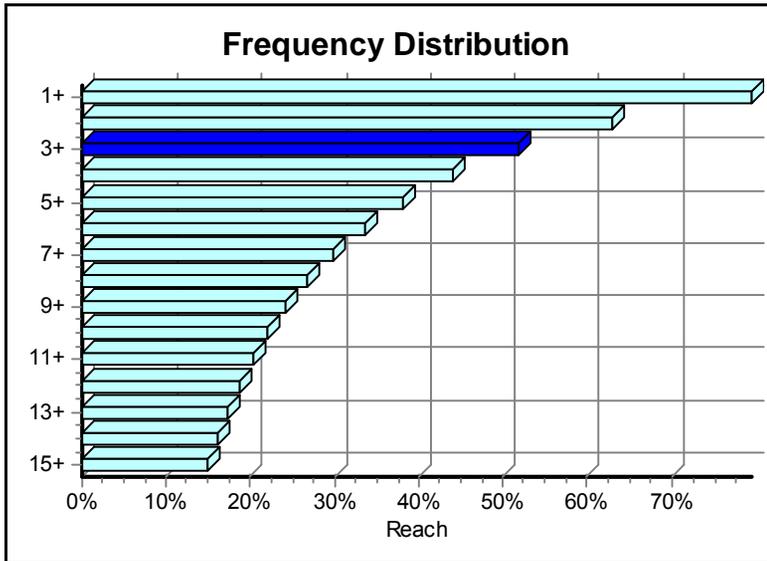
Daypart	Cost	Targets: DMA RTG M 18-34				All 2 Weeks				Total	CPP
		%	GRPs	%	:30						
Early Morning	\$850.00	5	14.0	4	10					10	\$60.71
Daytime		0	0.0	0						0	\$0.00
Early Fringe	\$300.00	2	9.0	3	10					10	\$33.33
Early News		0	0.0	0						0	\$0.00
Access	\$450.00	2	18.0	6	10					10	\$25.00
Prime	\$9,325.00	51	194.2	62	34					34	\$48.02
Late News	\$6,220.00	34	64.4	20	12					12	\$96.58
Late Fringe	\$1,150.00	6	16.0	5	10					10	\$71.87
Totals	\$18,295.00	100	315.6	100	86					86	\$57.97

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: **Maggie Clark Media Svcs** Flight: **Flight 1 05/15/13-05/28/13** Plan No: **553**
 Buyer: **Maggie Clark** Lengths: **:30** Company: **Maggie Clark Media Svcs**
 Client: **MDPS** Dayparts: **CDE1AP2L** Telephone: **601-992-3111**
 Rate Card: **DPS.2Q13**
 Campaign: **Click It. Ticket.RV3**

All Stations		DMA RTG M 18-34	
Description	Estimate	%	
Net Schedule Reach (1+)	27,331	79.5	
Reached 2 or more times	21,626	62.9	
Reached 3 or more times	17,851	52.0	
Reached 4 or more times	15,143	44.1	
Reached 5 or more times	13,106	38.1	
Reached 6 or more times	11,518	33.5	
Reached 7 or more times	10,245	29.8	
Reached 8 or more times	9,202	26.8	
Reached 9 or more times	8,332	24.2	
Reached 10 or more times	7,595	22.1	
Reached 11 or more times	6,962	20.3	
Reached 12 or more times	6,414	18.7	
Reached 13 or more times	5,934	17.3	
Reached 14 or more times	5,510	16.0	
Reached 15 or more times	5,132	14.9	



Station	Total Spots	Total Rch (1+)	Freq 2+	Freq 3+	Freq 4+	Freq 5+	Freq 6+	Freq 7+	Freq 8+	Freq 9+	Freq 10+	Freq 11+	Freq 12+	Freq 13+	Freq 14+	Freq 15+
WDAM	32	29.7%	21.9%	17.2%	14.0%	11.7%	9.9%	8.5%	7.4%	6.4%	5.7%	5.0%	4.4%	3.9%	3.5%	3.1%
WHLT	37	65.3%	46.2%	35.5%	28.4%	23.5%	19.8%	17.0%	14.8%	12.9%	11.4%	10.1%	9.0%	8.1%	7.2%	6.5%
WHPM	17	18.5%	12.3%	9.0%	6.9%	5.4%	4.3%	3.5%	2.8%	2.2%	1.8%	1.4%	1.1%	0.8%	0.6%	0.4%

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All stations have agreed to air Bonus schedules.

Make-goods can only air in pre-approved Time Periods per this schedule calendar. Make-goods can not air after Tuesday, 5/28.

Buyer Maggie Clark	Order Number 554
Advertiser MDPS	Campaign Click It. Ticket.RV3
Agency Maggie Clark Media Srvcs	Flight Flight 1 05/15/13-05/28/13
Telephone 601-992-3111	

Plan No.												DMA M 18-34				
Station	Program	Time Period	Spot Length	Spots	We	Th	Fr	Sa	Su	Mo	Tu	Cost / Spot	RTG	GRPs	CPP	Total Cost
Week of 05/15/13					15	16	17	18	19	20	21					
WAPT	16 WAPT NEWS AT 10P	Mo-Fr 10:00p-10:35p	:30	3		1				1	1	\$375.00	3.1	9.3	\$120.97	\$1,125.00
WAPT	16 WAPT NEWS AT	Sat 10:00p-10:35p	:30	1				1				\$220.00	3.7	3.7	\$59.46	\$220.00
WAPT	MODERN FAMILY/HOW TO	Wed 8:00p- 9:00p	:30	1	1							\$1,000.00	6.2	6.2	\$161.29	\$1,000.00
WAPT	GREY'S ANATOMY	Thu 8:00p- 9:00p	:30	1		1						\$1,600.00	6.2	6.2	\$258.06	\$1,600.00
WAPT	SCANDAL	Thu 9:00p-10:00p	:30	1		1						\$1,400.00	4.2	4.2	\$333.33	\$1,400.00
WAPT	REVENGE	Sun 8:00p- 9:00p	:30	1					1			\$600.00	3.2	3.2	\$187.50	\$600.00
WDBD	FOX 40 FIRST AT 9	Mo-Fr 9:00p- 9:35p	:30	5	1	1	1			1	1	\$100.00	1.8	9.0	\$55.56	\$500.00
WDBD	NEW GIRL/MINDY PROJECT	Mon 8:00p- 9:00p	:30	1						1		\$325.00	6.2	6.2	\$52.42	\$325.00
WDBD	SO YOU THINK YOU CAN	Tue 7:00p- 9:00p	:30	1							1	\$350.00	4.0*	4.0	\$87.50	\$350.00
WJTV	NEWS CHANNEL 12 AT	Mo-Fr 10:00p-10:35p	:30	1		1						\$325.00	2.3	2.3	\$141.30	\$325.00
WJTV	NEWS CHANNEL 12 AT	Sun 5:30p- 6:00p	:30	1					1			\$75.00	6.6	6.6	\$11.36	\$75.00
WJTV	NEWS CHANNEL 12 AT	Sun 10:00p-10:35p	:30	1					1			\$200.00	9.3	9.3	\$21.51	\$200.00
WJTV	ANDY GRIFFITH	Sun 10:35p-11:05p	:30	1					1			\$50.00	5.2	5.2	\$9.62	\$50.00
WJTV	YOUR MOTHER/PARTNERS	Mon 7:00p- 8:00p	:30	1						1		\$750.00	3.6	3.6	\$208.33	\$750.00
WJTV	PERSON OF INTEREST	Thu 8:00p- 9:00p	:30	1		1						\$1,000.00	3.2	3.2	\$312.50	\$1,000.00
WJTV	AMAZING RACE	Sun 7:00p- 8:00p	:30	1					1			\$650.00	10.0	10.0	\$65.00	\$650.00
WJTV	THE GOOD WIFE	Sun 8:00p- 9:00p	:30	1					1			\$650.00	10.1	10.1	\$64.36	\$650.00

* - Denotes estimated item(s).
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Maggie Clark - 5/14/13 9:55 AM

Jackson MS (B&C) - CFECMY Nielsen

Plan No.													DMA M 18-34			
Station	Program	Time Period	Spot Length	Spots	We	Th	Fr	Sa	Su	Mo	Tu	Cost / Spot	RTG	GRPs	CPP	Total Cost
	Week of 05/15/13				15	16	17	18	19	20	21					
WJTV	THE MENTALIST	Sun 9:00p-10:00p	:30	1					1			\$650.00	12.4	12.4	\$52.42	\$650.00
WLBT	WLBT 10PM NEWS	Mo-Fr 10:00p-10:35p	:30	3		1				1	1	\$525.00	5.4	16.2	\$97.22	\$1,575.00
WLBT	SA WLBT 10PM REPORT	Sat 10:00p-10:35p	:30	1				1				\$350.00	4.2	4.2	\$83.33	\$350.00
WLBT	SATURDAY NIGHT LIVE	Sat 10:35p-12:05a	:30	2				2				\$110.00	5.1	10.2	\$21.57	\$220.00
	Week of 05/22/13				22	23	24	25	26	27	28					
WAPT	16 WAPT NEWS AT 10P	Mo-Fr 10:00p-10:35p	:30	3	1	1				1		\$375.00	3.1	9.3	\$120.97	\$1,125.00
WAPT	16 WAPT NEWS AT	Sat 10:00p-10:35p	:30	1				1				\$220.00	3.7	3.7	\$59.46	\$220.00
WAPT	MODERN FAMILY/HOW TO	Wed 8:00p- 9:00p	:30	1	1							\$1,000.00	6.2	6.2	\$161.29	\$1,000.00
WAPT	GREY'S ANATOMY	Thu 8:00p- 9:00p	:30	1		1						\$1,600.00	6.2	6.2	\$258.06	\$1,600.00
WAPT	SCANDAL	Thu 9:00p-10:00p	:30	1		1						\$1,400.00	4.2	4.2	\$333.33	\$1,400.00
WAPT	REVENGE	Sun 8:00p- 9:00p	:30	1					1			\$600.00	3.2	3.2	\$187.50	\$600.00
WDBD	FOX 40 FIRST AT 9	Mo-Fr 9:00p- 9:35p	:30	5	1	1	1			1	1	\$100.00	1.8	9.0	\$55.56	\$500.00
WDBD	NEW GIRL/MINDY PROJECT	Mon 8:00p- 9:00p	:30	1						1		\$325.00	6.2	6.2	\$52.42	\$325.00
WDBD	SO YOU THINK YOU CAN	Tue 7:00p- 9:00p	:30	1							1	\$350.00	4.0*	4.0	\$87.50	\$350.00
WJTV	NEWS CHANNEL 12 AT	Mo-Fr 10:00p-10:35p	:30	1		1						\$325.00	2.3	2.3	\$141.30	\$325.00
WJTV	NEWS CHANNEL 12 AT	Sun 5:30p- 6:00p	:30	1					1			\$75.00	6.6	6.6	\$11.36	\$75.00
WJTV	NEWS CHANNEL 12 AT	Sun 10:00p-10:35p	:30	1					1			\$200.00	9.3	9.3	\$21.51	\$200.00
WJTV	ANDY GRIFFITH	Sun 10:35p-11:05p	:30	1					1			\$50.00	5.2	5.2	\$9.62	\$50.00
WJTV	YOUR MOTHER/PARTNERS	Mon 7:00p- 8:00p	:30	1						1		\$750.00	3.6	3.6	\$208.33	\$750.00
WJTV	PERSON OF INTEREST	Thu 8:00p- 9:00p	:30	1		1						\$1,000.00	3.2	3.2	\$312.50	\$1,000.00
WJTV	AMAZING RACE	Sun 7:00p- 8:00p	:30	1					1			\$650.00	10.0	10.0	\$65.00	\$650.00
WJTV	THE GOOD WIFE	Sun 8:00p- 9:00p	:30	1					1			\$650.00	10.1	10.1	\$64.36	\$650.00
WJTV	THE MENTALIST	Sun 9:00p-10:00p	:30	1					1			\$650.00	12.4	12.4	\$52.42	\$650.00

* - Denotes estimated item(s).
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Maggie Clark - 5/14/13 9:55 AM

Jackson MS (B&C) - CFECMY Nielsen

Plan No. 554												DMA M 18-34					
Station	Program	Time Period	Spot Length	Spots	We	Th	Fr	Sa	Su	Mo	Tu	Cost / Spot	RTG	GRPs	CPP	Total Cost	
Week of 05/22/13					22	23	24	25	26	27	28						
WLBT	WLBT 10PM NEWS	Mo-Fr 10:00p-10:35p	:30	3		1				1	1	\$525.00	5.4	16.2	\$97.22	\$1,575.00	
WLBT	SA WLBT 10PM REPORT	Sat 10:00p-10:35p	:30	1				1				\$350.00	4.2	4.2	\$83.33	\$350.00	
WLBT	SATURDAY NIGHT LIVE	Sat 10:35p-12:05a	:30	2				2				\$110.00	5.1	10.2	\$21.57	\$220.00	
Schedule Totals				60								Reach / Frequency		84.9	290.6	\$93.70	\$27,230.00
													3.4				

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Plan No: 554
Buyer: Maggie Clark	Lengths: :30	Company: Maggie Clark Media Svcs
Client: MDPS	Dayparts: CDE1AP2LS	Telephone: 601-992-3111
Agcy Est No:	Rate Card: DPS.2Q13	Due Date:
Campaign: Click It. Ticket.RV3		

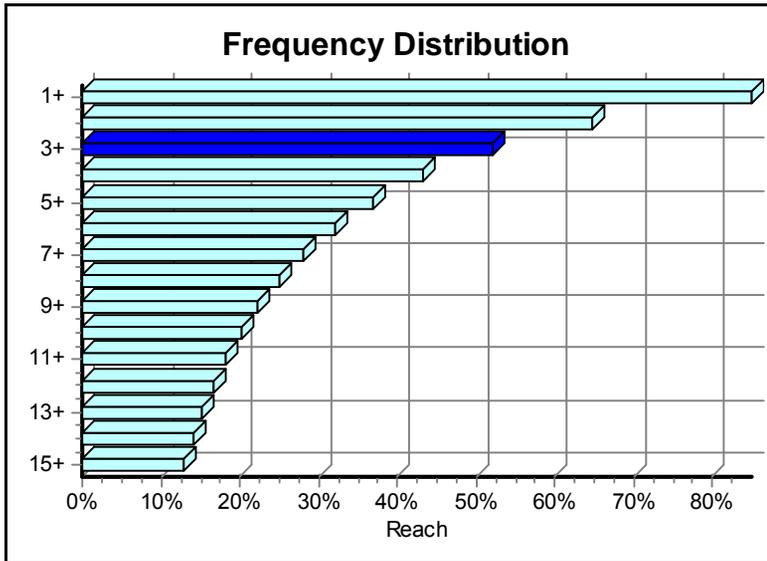
All Stations		Targets: DMA RTG M 18-34				All 2 Weeks					
Daypart	Cost	%	GRPs	%	:30					Total	CPP
Early Morning		0	0.0	0						0	\$0.00
Daytime		0	0.0	0						0	\$0.00
Early Fringe		0	0.0	0						0	\$0.00
Early News	\$150.00	1	13.2	5	2					2	\$11.36
Access		0	0.0	0						0	\$0.00
Prime	\$17,950.00	66	138.6	48	22					22	\$129.51
Late News	\$8,590.00	32	108.0	37	30					30	\$79.54
Late Fringe	\$540.00	2	30.8	11	6					6	\$17.53
Sports		0	0.0	0						0	\$0.00
Totals	\$27,230.00	100	290.6	100	60					60	\$93.70

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Plan No: 554
Buyer: Maggie Clark	Lengths: :30	Company: Maggie Clark Media Svcs
Client: MDPS	Dayparts: CDE1AP2LS	Telephone: 601-992-3111
Rate Card: DPS.2Q13		
Campaign: Click It. Ticket.RV3		

All Stations		DMA RTG M 18-34	
Description	Estimate	%	
Net Schedule Reach (1+)	80,329	84.9	
Reached 2 or more times	61,225	64.7	
Reached 3 or more times	49,278	52.1	
Reached 4 or more times	40,994	43.3	
Reached 5 or more times	34,911	36.9	
Reached 6 or more times	30,256	32.0	
Reached 7 or more times	26,578	28.1	
Reached 8 or more times	23,599	25.0	
Reached 9 or more times	21,137	22.4	
Reached 10 or more times	19,068	20.2	
Reached 11 or more times	17,305	18.3	
Reached 12 or more times	15,785	16.7	
Reached 13 or more times	14,460	15.3	
Reached 14 or more times	13,296	14.1	
Reached 15 or more times	12,265	13.0	



Station	Total Spots	Total Rch (1+)	Freq 2+	Freq 3+	Freq 4+	Freq 5+	Freq 6+	Freq 7+	Freq 8+	Freq 9+	Freq 10+	Freq 11+	Freq 12+	Freq 13+	Freq 14+	Freq 15+
WLBT	12	27.0%	16.8%	11.7%	8.5%	6.3%	4.7%	3.4%	2.4%	1.7%	1.0%	0.5%	0.0%	0.0%	0.0%	0.0%
Total	60	84.9%	64.7%	52.1%	43.3%	36.9%	32.0%	28.1%	25.0%	22.4%	20.2%	18.3%	16.7%	15.3%	14.1%	13.0%

Each column reflects the estimated percentage of the target population exposed to the message the indicated number of times or more. Prepared with TvSCAN 9.7. Copyright © 2006 Arbitron Inc. (800) 543-7300. TvSCAN, TAPSCAN and the TAPSCAN design are registered marks of TAPSCAN, Inc. Used under license. Data © Nielsen. Subject to the limitations and restrictions stated in the original report.

All stations have agreed to air Bonus schedules.

Make-goods can only air in pre-approved Time Periods per this schedule calendar. Make-goods can not air after Tuesday, 5/28.

Buyer Maggie Clark	Order Number 555
Advertiser MDPS	Campaign Click It. Ticket.RV3
Agency Maggie Clark Media Srvcs	Flight Flight 1 05/15/13-05/28/13
Telephone 601-992-3111	

Plan No.												DMA M 18-34				
Station	Program	Time Period	Spot Length	Spots	We	Th	Fr	Sa	Su	Mo	Tu	Cost / Spot	RTG	GRPs	CPP	Total Cost
Week of 05/15/13					15	16	17	18	19	20	21					
WGBC	THE OFFICE/1600 PENN	Thu 8:00p- 9:00p	:30	1		1						\$150.00	3.3	3.3	\$45.45	\$150.00
WGBC	HANNIBAL	Thu 9:00p-10:00p	:30	1		1						\$175.00	4.6	4.6	\$38.04	\$175.00
WMDN	VEGAS	Fri 8:00p- 9:00p	:30	1			1					\$250.00	3.1	3.1	\$80.65	\$250.00
WMDN	SURVIVOR	Sun 7:00p- 9:00p	:30	2					2			\$175.00	10.3	20.6	\$16.99	\$350.00
WMDN	THE GOOD WIFE	Sun 8:00p- 9:00p	:30	1					1			\$225.00	10.1	10.1	\$22.28	\$225.00
WMDN	THE MENTALIST	Sun 9:00p-10:00p	:30	1					1			\$325.00	8.0	8.0	\$40.63	\$325.00
WTOK	GOOD MORNING MERIDIAN	Mo-Fr 6:00a- 7:00a	:30	4	1	1				1	1	\$100.00	3.5	14.0	\$28.57	\$400.00
WTOK	NWSCNTR 11-6	Mo-Fr 6:00p- 6:30p	:30	2		1				1		\$275.00	6.6	13.2	\$41.67	\$550.00
WTOK	WHEEL-FORTUNE	Mo-Fr 6:30p- 7:00p	:30	1		1						\$200.00	6.1	6.1	\$32.79	\$200.00
WTOK	NWSCNTR 11-10	Mo-Fr 10:00p-10:35p	:30	5	1	1	1			1	1	\$275.00	9.3	46.5	\$29.57	\$1,375.00
WTOK	CASTLE	Mon 9:00p-10:00p	:30	1						1		\$300.00	6.5	6.5	\$46.15	\$300.00
WTOK	GREY'S ANATOMY	Thu 8:00p- 9:00p	:30	1		1						\$400.00	5.2	5.2	\$76.92	\$400.00
WTOK	SCANDAL	Thu 9:00p-10:00p	:30	1		1						\$350.00	3.7	3.7	\$94.59	\$350.00
WTOK	LAST MAN STNDG/MALIBU	Fri 7:30p- 8:00p	:30	1			1					\$200.00	10.2	10.2	\$19.61	\$200.00
WTOK	SHARK TANK	Fri 8:00p- 9:00p	:30	1			1					\$150.00	5.7	5.7	\$26.32	\$150.00
WTOK	NEWSCENTER 11 -10P/SAT	Sat 10:00p-10:30p	:30	1				1				\$125.00	3.9	3.9	\$32.05	\$125.00
WTOK	NEWSCENTER 11 - 10P/SUN	Sun 10:00p-10:30p	:30	1					1			\$275.00	9.5	9.5	\$28.95	\$275.00

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Maggie Clark - 5/14/13 10:03 AM

Meridian (B&C) - CFECMY Nielsen

Plan No.	DMA M 18-34																
555	Station	Program	Time Period	Spot Length	Spots	We	Th	Fr	Sa	Su	Mo	Tu	Cost / Spot	RTG	GRPs	CPP	Total Cost
Week of 05/15/13						15	16	17	18	19	20	21					
WTOK	CASTLE	Sun 10:35p-11:35p	:30	2						2			\$25.00	4.5	9.0	\$5.56	\$50.00
Week of 05/22/13						22	23	24	25	26	27	28					
WGBC	THE OFFICE/1600 PENN	Thu 8:00p- 9:00p	:30	1		1							\$150.00	3.3	3.3	\$45.45	\$150.00
WGBC	HANNIBAL	Thu 9:00p-10:00p	:30	1		1							\$175.00	4.6	4.6	\$38.04	\$175.00
WMDN	VEGAS	Fri 8:00p- 9:00p	:30	1			1						\$250.00	3.1	3.1	\$80.65	\$250.00
WMDN	SURVIVOR	Sun 7:00p- 9:00p	:30	2					2				\$175.00	10.3	20.6	\$16.99	\$350.00
WMDN	THE GOOD WIFE	Sun 8:00p- 9:00p	:30	1					1				\$225.00	10.1	10.1	\$22.28	\$225.00
WMDN	THE MENTALIST	Sun 9:00p-10:00p	:30	1					1				\$325.00	8.0	8.0	\$40.63	\$325.00
WTOK	GOOD MORNING MERIDIAN	Mo-Fr 6:00a- 7:00a	:30	4	1	1					1	1	\$100.00	3.5	14.0	\$28.57	\$400.00
WTOK	NWSCNTR 11-6	Mo-Fr 6:00p- 6:30p	:30	2		1					1		\$275.00	6.6	13.2	\$41.67	\$550.00
WTOK	WHEEL-FORTUNE	Mo-Fr 6:30p- 7:00p	:30	1		1							\$200.00	6.1	6.1	\$32.79	\$200.00
WTOK	NWSCNTR 11-10	Mo-Fr 10:00p-10:35p	:30	5	1	1	1				1	1	\$275.00	9.3	46.5	\$29.57	\$1,375.00
WTOK	CASTLE	Mon 9:00p-10:00p	:30	1							1		\$300.00	6.5	6.5	\$46.15	\$300.00
WTOK	GREY'S ANATOMY	Thu 8:00p- 9:00p	:30	1		1							\$400.00	5.2	5.2	\$76.92	\$400.00
WTOK	SCANDAL	Thu 9:00p-10:00p	:30	1		1							\$350.00	3.7	3.7	\$94.59	\$350.00
WTOK	LAST MAN STNDG/MALIBU	Fri 7:30p- 8:00p	:30	1			1						\$200.00	10.2	10.2	\$19.61	\$200.00
WTOK	SHARK TANK	Fri 8:00p- 9:00p	:30	1			1						\$150.00	5.7	5.7	\$26.32	\$150.00
WTOK	NEWSCENTER 11 -10P/SAT	Sat 10:00p-10:30p	:30	1				1					\$125.00	3.9	3.9	\$32.05	\$125.00
WTOK	NEWSCENTER 11 - 10P/SUN	Sun 10:00p-10:30p	:30	1						1			\$275.00	9.5	9.5	\$28.95	\$275.00
WTOK	CASTLE	Sun 10:35p-11:35p	:30	2						2			\$25.00	4.5	9.0	\$5.56	\$50.00
Schedule Totals					56	Reach / Frequency						88.9	366.4	\$31.93	\$11,700.00		
																4.1	

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 05/15/13-05/28/13	Plan No: 555
Buyer: Maggie Clark	Lengths: :30	Company: Maggie Clark Media Svcs
Client: MDPS	Dayparts: CDE1AP2L	Telephone: 601-992-3111
Agcy Est No:	Rate Card: DPS.2Q13	Due Date:
Campaign: Click It. Ticket.RV3		

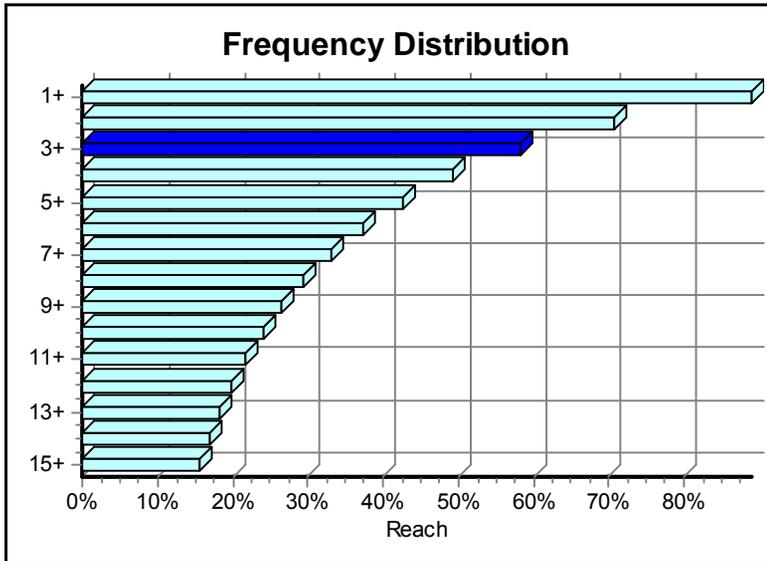
All Stations		Targets: DMA RTG M 18-34				All 2 Weeks					
Daypart	Cost	%	GRPs	%	:30					Total	CPP
Early Morning	\$800.00	7	28.0	8	8					8	\$28.57
Daytime		0	0.0	0						0	\$0.00
Early Fringe		0	0.0	0						0	\$0.00
Early News	\$1,100.00	9	26.4	7	4					4	\$41.67
Access	\$400.00	3	12.2	3	2					2	\$32.79
Prime	\$5,750.00	49	162.0	44	24					24	\$35.49
Late News	\$3,550.00	30	119.8	33	14					14	\$29.63
Late Fringe	\$100.00	1	18.0	5	4					4	\$5.56
Totals	\$11,700.00	100	366.4	100	56					56	\$31.93

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: **Maggie Clark Media Svcs** Flight: **Flight 1 05/15/13-05/28/13** Plan No: **555**
 Buyer: **Maggie Clark** Lengths: **:30** Company: **Maggie Clark Media Svcs**
 Client: **MDPS** Dayparts: **CDE1AP2L** Telephone: **601-992-3111**
 Rate Card: **DPS.2Q13**
 Campaign: **Click It. Ticket.RV3**

All Stations		DMA RTG M 18-34	
Description	Estimate	%	
Net Schedule Reach (1+)	16,056	89.0	
Reached 2 or more times	12,739	70.6	
Reached 3 or more times	10,519	58.3	
Reached 4 or more times	8,908	49.4	
Reached 5 or more times	7,685	42.6	
Reached 6 or more times	6,724	37.3	
Reached 7 or more times	5,950	33.0	
Reached 8 or more times	5,313	29.5	
Reached 9 or more times	4,780	26.5	
Reached 10 or more times	4,326	24.0	
Reached 11 or more times	3,936	21.8	
Reached 12 or more times	3,597	19.9	
Reached 13 or more times	3,300	18.3	
Reached 14 or more times	3,037	16.8	
Reached 15 or more times	2,803	15.5	



Station	Total Spots	Total Rch (1+)	Freq 2+	Freq 3+	Freq 4+	Freq 5+	Freq 6+	Freq 7+	Freq 8+	Freq 9+	Freq 10+	Freq 11+	Freq 12+	Freq 13+	Freq 14+	Freq 15+
Total	56	89.0%	70.6%	58.3%	49.4%	42.6%	37.3%	33.0%	29.5%	26.5%	24.0%	21.8%	19.9%	18.3%	16.8%	15.5%

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Maggie Clark - 5/14/13 10:57 AM

Cable One Advertising & Comcast Spotlight have agreed to air Bonus schedules.

Make-goods can only air in pre-approved Time Periods per each Cable schedule calendar. Make-goods can not air after Tuesday, 5/28.

Agency: Maggie Clark Media Svcs Flight: Flight 1 05/15/13-05/28/13 Plan No: 98
 Buyer: Maggie Clark Company: Maggie Clark Media Svcs
 Advertiser: MDPS Telephone: 601-992-3111

Market	GRP's	Gross Imp	Reach	Freq	Spots	Cost	CPP	CPM
BILOXI-GULFPORT								
Flight Totals	92.2	12	34.9	2.6	124	\$9,192	\$99.70	\$766.00
COLUMBUS-TUPELO-W PNT-HSTN								
Flight Totals	134.0	78	43.7	3.1	70	\$3,318	\$24.76	\$42.54
HATTIESBURG-LAUREL								
Flight Totals	169.4	18	42.8	4.0	248	\$4,148	\$24.49	\$230.44
JACKSON MS								
Flight Totals	18.0	16	10.7	1.7	6	\$626	\$34.78	\$39.13
MERIDIAN								
Flight Totals	23.2	2	11.3	2.1	10	\$108	\$4.66	\$54.00
CAMPAIGN TOTALS		126	26.6	2.9	458	\$17,392		\$138.03

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Buyer Maggie Clark	Order Number 537
Advertiser MDPS	Campaign Click It. Ticket.C3
Agency Maggie Clark Media Srvcs	Flight Flight 1 05/15/13-05/28/13
Telephone 601-992-3111	

Plan No.												DMA M 18-34				
Station	Program	Time Period	Spot Length	Spots	We	Th	Fr	Sa	Su	Mo	Tu	Cost / Spot	RTG	GRPs	CPP	Total Cost
Week of 05/15/13					15	16	17	18	19	20	21					
AEN	DUCK DYNASTY	Wed 9:00p-10:00p	:30	1	1							\$144.00	1.4	1.4	\$102.86	\$144.00
AMC	KILLING (Coastwide)	Sun 8:00p- 9:00p	:30	1					1			\$144.00	3.3	3.3	\$43.64	\$144.00
AMC	MAD MEN (Coastwide)	Sun 9:00p-10:00p	:30	1					1			\$144.00	2.3	2.3	\$62.61	\$144.00
BET	STAY TOGETHER	Tue 9:00p-10:00p	:30	1							1	\$96.00	1.8	1.8	\$53.33	\$96.00
FAM	PRIME (Coastwide)	Mo-Su 7:00p-12:00a	:30	7	1	1	1	1	1	1	1	\$60.00	0.3	2.1	\$200.00	\$420.00
FX	PRIME (Coastwide)	Mo-Su 6:00p-12:00a	:30	7	1	1	1	1	1	1	1	\$96.00	0.5	3.5	\$192.00	\$672.00
ESPN	PRIME (Coastwide)	Mo-Su 6:00p-12:00a	:30	7	1	1	1	1	1	1	1	\$72.00	0.4	2.8	\$180.00	\$504.00
HIST	PRIME (Coastwide)	Mo-Su 6:00p-12:00a	:30	14	2	2	2	2	2	2	2	\$48.00	1.1	15.4	\$43.64	\$672.00
TBSC	PRIME (Coastwide)	Mo-Su 6:00p-12:00a	:30	7	1	1	1	1	1	1	1	\$72.00	0.4	2.8	\$180.00	\$504.00
TNT	PRIME (Coastwide)	Mo-Su 6:00p-12:00a	:30	7	1	1	1	1	1	1	1	\$72.00	0.3	2.1	\$240.00	\$504.00
USA	WWE RAW (Coastwide)	Mon 8:00p-10:00p	:30	2						2		\$144.00	2.9	5.8	\$49.66	\$288.00
USA	PRIME (Coastwide)	Mo-Su 6:00p-12:00a	:30	7	1	1	1	1	1	1	1	\$72.00	0.4	2.8	\$180.00	\$504.00
Week of 05/22/13					22	23	24	25	26	27	28					
AEN	DUCK DYNASTY	Wed 9:00p-10:00p	:30	1	1							\$144.00	1.4	1.4	\$102.86	\$144.00
AMC	KILLING (Coastwide)	Sun 8:00p- 9:00p	:30	1					1			\$144.00	3.3	3.3	\$43.64	\$144.00
AMC	MAD MEN (Coastwide)	Sun 9:00p-10:00p	:30	1					1			\$144.00	2.3	2.3	\$62.61	\$144.00
BET	STAY TOGETHER	Tue 9:00p-10:00p	:30	1							1	\$96.00	1.8	1.8	\$53.33	\$96.00

Maggie Clark - 5/14/13 10:52 AM

Biloxi-Gulfport (B&C) - CFECMY Nielsen

Plan No. 537												DMA M 18-34					
Station	Program	Time Period	Spot Length	Spots	We	Th	Fr	Sa	Su	Mo	Tu	Cost / Spot	RTG	GRPs	CPP	Total Cost	
Week of 05/22/13					22	23	24	25	26	27	28						
FAM	PRIME (Coastwide)	Mo-Su 7:00p-12:00a	:30	7	1	1	1	1	1	1	1	\$60.00	0.3	2.1	\$200.00	\$420.00	
FX	PRIME (Coastwide)	Mo-Su 6:00p-12:00a	:30	7	1	1	1	1	1	1	1	\$96.00	0.5	3.5	\$192.00	\$672.00	
ESPN	PRIME (Coastwide)	Mo-Su 6:00p-12:00a	:30	7	1	1	1	1	1	1	1	\$72.00	0.4	2.8	\$180.00	\$504.00	
HIST	PRIME (Coastwide)	Mo-Su 6:00p-12:00a	:30	14	2	2	2	2	2	2	2	\$48.00	1.1	15.4	\$43.64	\$672.00	
TBSC	PRIME (Coastwide)	Mo-Su 6:00p-12:00a	:30	7	1	1	1	1	1	1	1	\$72.00	0.4	2.8	\$180.00	\$504.00	
TNT	PRIME (Coastwide)	Mo-Su 6:00p-12:00a	:30	7	1	1	1	1	1	1	1	\$72.00	0.3	2.1	\$240.00	\$504.00	
USA	WWE RAW (Coastwide)	Mon 8:00p-10:00p	:30	2						2		\$144.00	2.9	5.8	\$49.66	\$288.00	
USA	PRIME (Coastwide)	Mo-Su 6:00p-12:00a	:30	7	1	1	1	1	1	1	1	\$72.00	0.4	2.8	\$180.00	\$504.00	
Schedule Totals				124								Reach / Frequency		34.9	92.2	\$99.70	\$9,192.00
														2.6			

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Make-goods can only air in pre-approved Time Periods per this schedule calendar. Make-goods can not air after Tuesday, 5/28.

Buyer Maggie Clark	Order Number 534
Advertiser MDPS	Campaign Click It. Ticket. C3
Agency Maggie Clark Media Srvcs	Flight Flight 1 05/15/13-05/28/13
Telephone 601-992-3111	

Plan No.												DMA M 18-34				
Station	Program	Time Period	Spot Length	Spots	We	Th	Fr	Sa	Su	Mo	Tu	Cost / Spot	RTG	GRPs	CPP	Total Cost
Week of 05/15/13					15	16	17	18	19	20	21					
AEN	DUCK DYNASTY (IC 9134)	Wed 9:00p-11:00p	:30	2	2							\$55.00	2.1	4.2	\$26.19	\$110.00
AMC	COL 4911: KILLING	Sun 8:00p- 9:00p	:30	1					1			\$15.00	6.2	6.2	\$2.42	\$15.00
AMC	COL 4911: MAD MEN	Sun 9:00p-10:00p	:30	1					1			\$15.00	2.7	2.7	\$5.56	\$15.00
AMC	TUPELO 3044: KILLING	Sun 8:00p- 9:00p	:30	1					1			\$22.00	6.2	6.2	\$3.55	\$22.00
AMC	TUPELO 3044: MAD MEN	Sun 9:00p-10:00p	:30	1					1			\$22.00	2.7	2.7	\$8.15	\$22.00
ESPN	ELY FRG (IC 9134)	Mo-Su 4:00p- 7:00p	:30	7	1	1	1	1	1	1	1	\$45.00	1.0	7.0	\$45.00	\$315.00
ESPN	PRIME (IC 9134)	Mo-Su 7:00p-12:00a	:30	14	2	2	2	2	2	2	2	\$55.00	1.5	21.0	\$36.67	\$770.00
ESPN	DAYTIME (IC 9134)	Sa-Su 11:00a- 6:00p	:30	6				3	3			\$45.00	2.0	12.0	\$22.50	\$270.00
USA	WWE MONDAY RAW (IC	Mon 8:00p-10:00p	:30	2						2		\$60.00	2.5	5.0	\$24.00	\$120.00
Week of 05/22/13					22	23	24	25	26	27	28					
AEN	DUCK DYNASTY (IC 9134)	Wed 9:00p-11:00p	:30	2	2							\$55.00	2.1	4.2	\$26.19	\$110.00
AMC	COL 4911: KILLING	Sun 8:00p- 9:00p	:30	1					1			\$15.00	6.2	6.2	\$2.42	\$15.00
AMC	COL 4911: MAD MEN	Sun 9:00p-10:00p	:30	1					1			\$15.00	2.7	2.7	\$5.56	\$15.00
AMC	TUPELO 3044: KILLING	Sun 8:00p- 9:00p	:30	1					1			\$22.00	6.2	6.2	\$3.55	\$22.00
AMC	TUPELO 3044: MAD MEN	Sun 9:00p-10:00p	:30	1					1			\$22.00	2.7	2.7	\$8.15	\$22.00
ESPN	ELY FRG (IC 9134)	Mo-Su 4:00p- 7:00p	:30	7	1	1	1	1	1	1	1	\$45.00	1.0	7.0	\$45.00	\$315.00
ESPN	PRIME (IC 9134)	Mo-Su 7:00p-12:00a	:30	14	2	2	2	2	2	2	2	\$55.00	1.5	21.0	\$36.67	\$770.00

Maggie Clark - 5/14/13 10:23 AM

Columbus-Tupelo-W Pnt-Hstn (B&C) - CFECMY Nielsen

Plan No. 534													DMA M 18-34				
Station	Program	Time Period	Spot Length	Spots	We	Th	Fr	Sa	Su	Mo	Tu	Cost / Spot	RTG	GRPs	CPP	Total Cost	
Week of 05/22/13					22	23	24	25	26	27	28						
ESPN	DAYTIME (IC 9134)	Sa-Su 11:00a- 6:00p	:30	6				3	3			\$45.00	2.0	12.0	\$22.50	\$270.00	
USA	WWE MONDAY RAW (IC	Mon 8:00p-10:00p	:30	2						2		\$60.00	2.5	5.0	\$24.00	\$120.00	
Schedule Totals				70								Reach / Frequency		43.7	134.0	\$24.76	\$3,318.00
															3.1		

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Buyer Maggie Clark	Order Number 532
Advertiser MDPS	Campaign Click It. Ticket.C3
Agency Maggie Clark Media Srvcs	Flight Flight 1 05/15/13-05/28/13
Telephone 601-992-3111	

Plan No.												DMA M 18-34				
Station	Program	Time Period	Spot Length	Spots	We	Th	Fr	Sa	Su	Mo	Tu	Cost / Spot	RTG	GRPs	CPP	Total Cost
Week of 05/15/13					15	16	17	18	19	20	21					
AEN	H-BURG: DUCK DYNASTY	Wed 9:00p-11:00p	:30	2	2							\$25.00	1.5	3.0	\$16.67	\$50.00
AMC	H-BURG: KILLING	Sun 8:00p- 9:00p	:30	1					1			\$10.00	4.7	4.7	\$2.13	\$10.00
AMC	H-BURG: MAD MEN	Sun 9:00p-10:00p	:30	1					1			\$10.00	2.9	2.9	\$3.45	\$10.00
AMC	H-BURG: DAYTIME	Sa-Su 11:00a- 7:00p	:30	4			2	2				\$7.00	1.0	4.0	\$7.00	\$28.00
ESPN	H-BURG: PRIME	Mo-Su 7:00p-12:00a	:30	7	1	1	1	1	1	1	1	\$30.00	0.4	2.8	\$75.00	\$210.00
TNT	H-BURG: ELY FRG	Mo-Su 4:00p- 7:00p	:30	7	1	1	1	1	1	1	1	\$20.00	0.4	2.8	\$50.00	\$140.00
TNT	H-BURG: PRIME	Mo-Su 7:00p-12:00a	:30	14	2	2	2	2	2	2	2	\$24.00	0.6	8.4	\$40.00	\$336.00
USA	H-BURG: WWE RAW	Mon 8:00p-10:00p	:30	2						2		\$40.00	3.0	6.0	\$13.33	\$80.00
USA	H-BURG: PRIME	Mo-Su 7:00p-12:00a	:30	7	1	1	1	1	1	1	1	\$35.00	0.6	4.2	\$58.33	\$245.00
HIST	H-BURG: PRIME	Mo-Su 7:00p-12:00a	:30	7	1	1	1	1	1	1	1	\$25.00	0.4	2.8	\$62.50	\$175.00
TBSC	H-BURG: PRIME	Mo-Su 7:00p-12:00a	:30	14	2	2	2	2	2	2	2	\$24.00	0.6	8.4	\$40.00	\$336.00
ESPN	LAUREL: PRIME	Mo-Su 7:00p-12:00a	:30	7	1	1	1	1	1	1	1	\$8.00	0.4	2.8	\$20.00	\$56.00
TBSC	LAUREL: ELY FRG	Mo-Su 4:00p- 7:00p	:30	7	1	1	1	1	1	1	1	\$7.00	0.3	2.1	\$23.33	\$49.00
TBSC	LAUREL: PRIME	Mo-Su 7:00p-12:00a	:30	14	2	2	2	2	2	2	2	\$8.00	0.6	8.4	\$13.33	\$112.00
TNT	LAUREL: ELY FRG	Mo-Su 4:00p- 7:00p	:30	7	1	1	1	1	1	1	1	\$7.00	0.4	2.8	\$17.50	\$49.00
TNT	LAUREL: PRIME	Mo-Su 7:00p-12:00a	:30	14	2	2	2	2	2	2	2	\$8.00	0.6	8.4	\$13.33	\$112.00
USA	LAUREL: WWE RAW	Mon 8:00p-10:00p	:30	2						2		\$10.00	3.0	6.0	\$3.33	\$20.00

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Maggie Clark - 5/14/13 10:55 AM

Hattiesburg-Laurel (B&C) - CFECMY Nielsen

Plan No.													DMA M 18-34			
Station	Program	Time Period	Spot Length	Spots	We	Th	Fr	Sa	Su	Mo	Tu	Cost / Spot	RTG	GRPs	CPP	Total Cost
Week of 05/15/13					15	16	17	18	19	20	21					
USA	LAUREL: PRIME	Mo-Su 7:00p-12:00a	:30	7	1	1	1	1	1	1	1	\$8.00	0.6	4.2	\$13.33	\$56.00
Week of 05/22/13					22	23	24	25	26	27	28					
AEN	H-BURG: DUCK DYNASTY	Wed 9:00p-11:00p	:30	2	2							\$25.00	1.5	3.0	\$16.67	\$50.00
AMC	H-BURG: KILLING	Sun 8:00p- 9:00p	:30	1					1			\$10.00	4.7	4.7	\$2.13	\$10.00
AMC	H-BURG: MAD MEN	Sun 9:00p-10:00p	:30	1					1			\$10.00	2.9	2.9	\$3.45	\$10.00
AMC	H-BURG: DAYTIME	Sa-Su 11:00a- 7:00p	:30	4			2	2				\$7.00	1.0	4.0	\$7.00	\$28.00
ESPN	H-BURG: PRIME	Mo-Su 7:00p-12:00a	:30	7	1	1	1	1	1	1	1	\$30.00	0.4	2.8	\$75.00	\$210.00
TNT	H-BURG: ELY FRG	Mo-Su 4:00p- 7:00p	:30	7	1	1	1	1	1	1	1	\$20.00	0.4	2.8	\$50.00	\$140.00
TNT	H-BURG: PRIME	Mo-Su 7:00p-12:00a	:30	14	2	2	2	2	2	2	2	\$24.00	0.6	8.4	\$40.00	\$336.00
USA	H-BURG: WWE RAW	Mon 8:00p-10:00p	:30	2						2		\$40.00	3.0	6.0	\$13.33	\$80.00
USA	H-BURG: PRIME	Mo-Su 7:00p-12:00a	:30	7	1	1	1	1	1	1	1	\$35.00	0.6	4.2	\$58.33	\$245.00
HIST	H-BURG: PRIME	Mo-Su 7:00p-12:00a	:30	7	1	1	1	1	1	1	1	\$25.00	0.4	2.8	\$62.50	\$175.00
TBSC	H-BURG: PRIME	Mo-Su 7:00p-12:00a	:30	14	2	2	2	2	2	2	2	\$24.00	0.6	8.4	\$40.00	\$336.00
ESPN	LAUREL: PRIME	Mo-Su 7:00p-12:00a	:30	7	1	1	1	1	1	1	1	\$8.00	0.4	2.8	\$20.00	\$56.00
TBSC	LAUREL: ELY FRG	Mo-Su 4:00p- 7:00p	:30	7	1	1	1	1	1	1	1	\$7.00	0.3	2.1	\$23.33	\$49.00
TBSC	LAUREL: PRIME	Mo-Su 7:00p-12:00a	:30	14	2	2	2	2	2	2	2	\$8.00	0.6	8.4	\$13.33	\$112.00
TNT	LAUREL: ELY FRG	Mo-Su 4:00p- 7:00p	:30	7	1	1	1	1	1	1	1	\$7.00	0.4	2.8	\$17.50	\$49.00
TNT	LAUREL: PRIME	Mo-Su 7:00p-12:00a	:30	14	2	2	2	2	2	2	2	\$8.00	0.6	8.4	\$13.33	\$112.00
USA	LAUREL: WWE RAW	Mon 8:00p-10:00p	:30	2						2		\$10.00	3.0	6.0	\$3.33	\$20.00
USA	LAUREL: PRIME	Mo-Su 7:00p-12:00a	:30	7	1	1	1	1	1	1	1	\$8.00	0.6	4.2	\$13.33	\$56.00
Schedule Totals				248	Reach / Frequency							42.8	169.4	\$24.49	\$4,148.00	
													4.0			

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Buyer Maggie Clark	Order Number 531
Advertiser MDPS	Campaign Click It. Ticket.C3
Agency Maggie Clark Media Srvcs	Flight Flight 1 05/15/13-05/28/13
Telephone 601-992-3111	

Plan No.												DMA M 18-34						
Station	Program	Time Period	Spot Length	Spots	We	Th	Fr	Sa	Su	Mo	Tu	Cost / Spot	RTG	GRPs	CPP	Total Cost		
Week of 05/15/13					15	16	17	18	19	20	21							
AMC	KILLING (IC-8998)	Sun 8:00p- 9:00p	:30	1					1			\$83.00	2.4	2.4	\$34.58	\$83.00		
USA	WWE MONDAY RAW (IC	Mon 8:00p-10:30p	:30	2						2		\$115.00	3.3	6.6	\$34.85	\$230.00		
Week of 05/22/13					22	23	24	25	26	27	28							
AMC	KILLING (IC-8998)	Sun 8:00p- 9:00p	:30	1					1			\$83.00	2.4	2.4	\$34.58	\$83.00		
USA	WWE MONDAY RAW (IC	Mon 8:00p-10:30p	:30	2						2		\$115.00	3.3	6.6	\$34.85	\$230.00		
Schedule Totals				6									Reach / Frequency		10.7	18.0	\$34.78	\$626.00
																1.7		

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Buyer Maggie Clark	Order Number 533
Advertiser MDPS	Campaign Click It. Ticket.C3
Agency Maggie Clark Media Srvcs	Flight Flight 1 05/15/13-05/28/13
Telephone 601-992-3111	

Plan No.												DMA M 18-34					
Station	Program	Time Period	Spot Length	Spots	We	Th	Fr	Sa	Su	Mo	Tu	Cost / Spot	RTG	GRPs	CPP	Total Cost	
Week of 05/15/13					15	16	17	18	19	20	21						
AEN	MERIDIAN: DUCK DYNASTY	Wed 9:00p-11:00p	:30	2								\$12.00	2.1	4.2	\$5.71	\$24.00	
AEN	PHILADELPHIA: DUCK	Wed 9:00p-11:00p	:30	2								\$10.00	2.1	4.2	\$4.76	\$20.00	
AMC	MERIDIAN: KILLING	Sun 8:00p- 9:00p	:30	1								\$10.00	3.2	3.2	\$3.13	\$10.00	
Week of 05/22/13					22	23	24	25	26	27	28						
AEN	MERIDIAN: DUCK DYNASTY	Wed 9:00p-11:00p	:30	2								\$12.00	2.1	4.2	\$5.71	\$24.00	
AEN	PHILADELPHIA: DUCK	Wed 9:00p-11:00p	:30	2								\$10.00	2.1	4.2	\$4.76	\$20.00	
AMC	MERIDIAN: KILLING	Sun 8:00p- 9:00p	:30	1								\$10.00	3.2	3.2	\$3.13	\$10.00	
Schedule Totals				10								Reach / Frequency		11.3	23.2	\$4.66	\$108.00
														2.1			

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency:	Maggie Clark Media Srvc	Flight:	05/15/13-05/28/13	Campaign:	Click It. Ticket.
Buyer:	Maggie Clark	Company:	Maggie Clark Media Srvc	Telephone:	601-992-3111
Advertiser:	MSOH DPS				

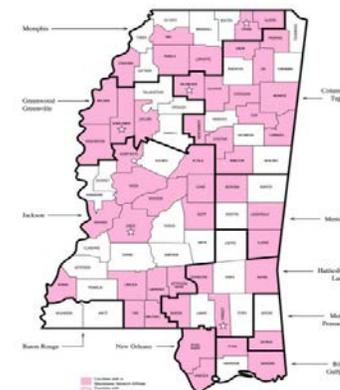
TV DMA	GRPs	Spots	Gross Cost	CPP
News MS & SuperTalk (Statewide Radio Networks)				
Flight Totals		4,788	\$ 29,250.00	
BILOXI-GULFPORT TV DMA				
Flight Totals	317.0	690	\$ 9,340.00	\$ 29.46
COLUMBUS-TUPELO-WEST POINT- HOUSTON				
Flight Totals	504.0	570	\$ 9,030.00	\$ 17.92
GREENWOOD-GREENVILLE				
Flight Totals	378.0	180	\$ 1,800.00	\$ 4.76
HATTIESBURG-LAUREL				
Flight Totals	241.0	292	\$ 5,540.00	\$ 22.99
JACKSON				
Flight Totals	398.0	430	\$ 12,190.00	\$ 30.63
MERIDIAN				
Flight Totals	317.0	144	\$ 3,430.00	\$ 10.82
MEMPHIS				
Flight Totals	21.0	30	\$ 1,350.00	\$ 64.29
RADIO CAMPAIGN TOTALS	2,176.0	7,124	\$ 71,930.00	\$ 20.65



GEOGRAPHIC AREA		STATION INFORMATION		TARGET AUDIENCE: Persons 12+ (Source: Radio County Report /MS)					
STATEWIDE RADIO NETWORKS		NO. AFFILIATES	DAYPART	TIME PERIOD	FLIGHT DATES	UNIT RATE (:30)	FLIGHT TOTAL	TOTAL SPOTS	COST (\$)
NEWS MISSISSIPPI		66 Affiliates Statewide	AM-MD-PM	M-F, 6A-7P		\$ 400.00	45	2,970	\$ 18,000.00
SUPERTALK MISSISSIPPI		10 Affiliates Statewide	AM-MD-PM	M-F, 6A-7P		\$ 250.00	45	450	\$ 11,250.00
			ROS	M-F, 6A-7P			18	1,368	Bonus
		Station Totals			5/15 - 5/28		108	4,788	\$ 29,250.00
							108	4,788	\$ 29,250.00

GEOGRAPHIC AREA		STATION AFFILIATE LIST			RESEARCH	
TV DMA	CITY OR TOWN	CALL LTRS - FREQ-FORMAT	POWER (WATTS)	SUPERTALK STATION	TEEN SEAT BELT COUNTY	SURVEY COUNTY
Mobile-Pensacola	Lucedale	WVGG AM 1440, Talk	5,000		✓	
Mobile-Pensacola	Lucedale	WRBE FM 106.9, Country	6,000		✓	
New Orleans	Picayune	WRJW AM 1320, Country	5,000			
Columbus-Tupelo	Amory	WAMY AM 1580, Adult Cont	1,000			
Columbus-Tupelo	Booneville	WBIP FM 99.3, Country	1,000		✓	
Columbus-Tupelo	French Camp	WFCA FM 107.9, Christian	100,000			
Columbus-Tupelo	New Albany	WNAU AM 1470, Sports Talk	2,500			
Columbus-Tupelo	Starkville	WKBB FM 100.9, News-Talk	50,000	✓	✓	✓
Columbus-Tupelo	Tupelo	WKMQ AM 1060, News-Talk	960		✓	✓
Columbus-Tupelo	Tupelo	WWMR FM 102.9, SuperTalk	25,000	✓	✓	✓
Columbus-Tupelo	Water Valley	WTNM FM 105.5, SuperTalk	6,000	✓		
Columbus-Tupelo	Winona	WONA AM 1570, Country	1,000			
Columbus-Tupelo	Winona	WONA FM 95.1, Country	10,000			
Gwood-Gville	Carrollton	WBZL FM 103.3, ESPN	25,000		✓	
Gwood-Gville	Cleveland	WCLD AM 1490, Gospel	1,000			
Gwood-Gville	Cleveland	WCLD FM 103.9, Urban	24,500			
Gwood-Gville	Cleveland	WMJW FM 107.5, Adult Cont	25,000			
Gwood-Gville	Greenwood	WYMX FM 99.1, Adult Cont	96,000			✓
Gwood-Gville	Greenville	WDMS FM 100.7, Country	100,000			
Gwood-Gville	Indianola	WTCD-FM 96.9, SuperTalk	50,000	✓		
Hattiesburg-Laurel	Columbia	WCJU AM 1450, Country	1,000		✓	

MISSISSIPPI News Radio Network



Maggie Clark MEDIA SERVICES NRI Designated Market Areas (DMA)

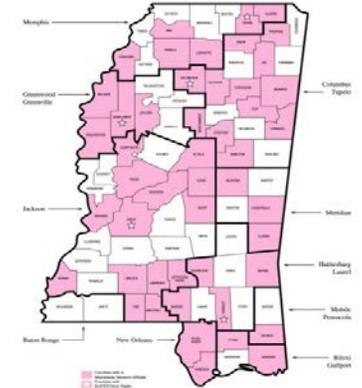
STATEWIDE RADIO SUMMARY



Hattiesburg-Laurel	Columbia	WCUJ FM 104.9, Oldies	2,800		✓	
Hattiesburg-Laurel	Columbia	WFFF AM 1360, Country	1,000		✓	
Hattiesburg-Laurel	Columbia	WFFF FM 96.7, Adult Cont	6,000		✓	
Hattiesburg-Laurel	Hattiesburg	WFMM FM 97.3, SuperTalk	6,000	✓		
Hattiesburg-Laurel	Laurel	WLAU FM 99.1, SuperTalk	50,000	✓	✓	
Hattiesburg-Laurel	Waynesboro	WABO AM 990, Country	1,000			
Hattiesburg-Laurel	Waynesboro	WABO FM 105.5, Country	6,000			
Jackson	Belzoni	WELZ AM 1460, Oldies	1,000			
Jackson	Brookhaven	WBKN FM 92.1, Country	3,400		✓	
Jackson	Canton	WMGO AM 1370, Adult Cont	1,000		✓	✓
Jackson	Hazlehurst	WOGF AM 1220, Gospel	164			
Jackson	Hazlehurst	WDXO FM 92.9, Oldies	2,700			
Jackson	Jackson	WFMN FM 97.3, SuperTalk	25,000	✓	✓	✓
Jackson	Jackson	WMPR FM 90.1, Variety	100,000		✓	✓
Jackson	Jackson	WTWZ AM 1120, Gospel	1,000		✓	✓
Jackson	Kosciusko	WKOZ AM 1340, News Talk	1,000			
Jackson	Kosciusko	WKOZ FM 98.3, Oldies	17,500			
Jackson	Lexington	WAGR FM 102.5, Country	6,000			✓
Jackson	Marietta	WXWX FM 96.3, ESPN	3,900			
Jackson	McComb	WAKK AM 980, Gospel	1,000			✓
Jackson	McComb	WAKH FM 105.7, Country	100,000			✓
Jackson	McComb	WAPF AM 1140, NewsTalk	5,000			✓
Jackson	Monticello	WRQO FM 102.1, SuperTalk	50,000	✓		
Jackson	Natchez	WNAT AM 1450, News-Talk	1,000			
Jackson	Natchez	WMIS AM 1240, Urban	1,000			
Jackson	Natchez	WTYJ FM 97.7, Blues/Gospel	6,000			
Jackson	Prentiss	WJDR FM 98.3, Country	6,000			
Jackson	Tylertown	WTYL AM 1290, Country	1,000			
Jackson	Tylertown	WTYL FM 97.7, Country	3,000			
Jackson	Vicksburg	WVBG AM 1490, News Talk	1,000			
Jackson	Yazoo City	WBYP FM 107.1, Country	9,400		✓	
Jackson	Yazoo City	WJNS FM 92.1, Gospel	4,800		✓	
Meridian	Meridian	WMOX AM 1010, News Talk	10,000	✓	✓	

MISSISSIPPI
News Radio Network

Maggie Clark
MEDIASERVICES
NSI Designated Market Areas (DMA)



STATEWIDE RADIO SUMMARY

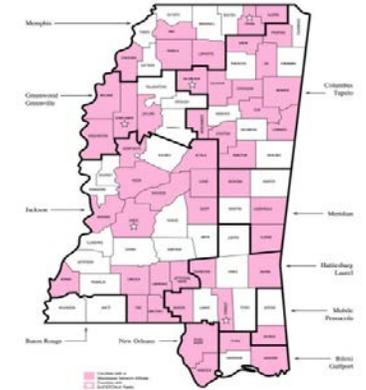


Meridian	Meridian	WZKR FM 103.3, SuperTalk	25,000	✓	✓
Meridian	Philadelphia	WHOC AM 1490, Oldies/Talk	1,000		✓
Meridian	Philadelphia	WWSL FM 102.3, Adult Cont	4,900		✓
Memphis	Batesville	WBLE FM 100.5, Country	50,000		✓
Memphis	Corinth	WXRZ FM 94.3, SuperTalk	25,000	✓	
Memphis	Corinth	WKCU AM 1350, Gospel	900		
Memphis	Clarksdale	WAID AM 106.5, Urban	50,000		
Memphis	Clarksdale	WKDJ FM 96.5, Country	6,000		
Memphis	Friar's Point	WNEV FM 98.7, Blues	6,000		
Memphis	Oxford	WQLJ FM 93.7, Adult Cont	13,000		
Memphis	Senatobia	WSAO AM 1140, Christian	5,000		✓
Memphis	Walnut	WLRC AM 850, Christian	940		✓



MISSISSIPPI
News Radio Network

Maggie Clark
M·E·D·I·A · S·E·R·V·I·C·E·S
NSI Designated Market Areas (DMA)





GEOGRAPHIC AREA		STATION INFORMATION		TARGET AUDIENCE: Persons 18-34 (Source: Biloxi-Gulfport-Pascagoula Radio Rpt)							
TV DMA	CITY OR METRO	CALL LTRS - FREQ-FORMAT	POWER (WATTS)	DAYPART	TIME PERIOD	FLIGHT DATES	UNIT RATE (:30)	WKLY SPOTS	FLIGHT TOTAL	TTL GRPS 4 Bk Avg	COST (\$)
Biloxi-Gulfport-Pascagoula	Biloxi-Gulfport-Pascagoula	WCPR-F 97.9, Active Rock	50,000	AM Drive	M-F, 6A-10A	5/15 - 5/28	\$ 50.00	5	10	14.0	\$ 500.00
				Midday	M-F, 10A-3P		\$ 45.00	5	10	10.0	\$ 450.00
				PM Drive	M-F, 3P-7P		\$ 50.00	5	10	13.0	\$ 500.00
				ROS	M-Su, 5A-12M			15	30		Bonus
				Station Totals							
Biloxi-Gulfport-Pascagoula	Biloxi-Gulfport-Pascagoula	WQBB-F 105.9, Classic Rock	25,000	AM Drive	M-F, 6A-10A	5/15 - 5/28	\$ 35.00	5	10	10.0	\$ 350.00
				Midday	M-F, 10A-3P		\$ 45.00	5	10	15.0	\$ 450.00
				PM Drive	M-F, 3P-7P		\$ 40.00	5	10	13.0	\$ 400.00
				ROS	M-Su, 5A-12M			15	30		Bonus
				Station Totals							
Biloxi-Gulfport-Pascagoula	Biloxi-Gulfport-Pascagoula	WXYK-F 107.1, CHR	3,000	AM Drive	M-F, 6A-10A	5/15 - 5/28	\$ 50.00	5	10	20.0	\$ 500.00
				Midday	M-F, 10A-3P		\$ 45.00	5	10	13.0	\$ 450.00
				PM Drive	M-F, 3P-7P		\$ 50.00	5	10	12.0	\$ 500.00
				ROS	M-Su, 5A-12M			15	30		Bonus
				Station Totals							
Triad Broadcasting (Coast Radio Group)								90	180	120.0	\$ 4,100.00
Biloxi-Gulfport-Pascagoula	Biloxi-Gulfport-Pascagoula	WBUV-F 104.9, News-Talk	33,000	AM Drive	M-F, 6A-10A	5/15 - 5/28	\$ 29.00	5	10	3.0	\$ 290.00
				Midday	M-F, 10A-3P		\$ 33.00	5	10	7.0	\$ 330.00
				PM Drive	M-F, 3P-7P		\$ 25.00	5	10	7.0	\$ 250.00
				ROS	M-Su, 5A-12M			15	30		Bonus
				Station Totals							
Biloxi-Gulfport-Pascagoula	Biloxi-Gulfport-Pascagoula	WKNN-F 99.1, Country	100,000	AM Drive	M-F, 6A-10A	5/15 - 5/28	\$ 27.00	5	10	10.0	\$ 270.00
				Midday	M-F, 10A-3P		\$ 25.00	5	10	9.0	\$ 250.00
				PM Drive	M-F, 3P-7P		\$ 29.00	5	10	13.0	\$ 290.00
				ROS	M-Su, 5A-12M			15	30		Bonus
				Station Totals							
Biloxi-Gulfport-Pascagoula	Biloxi-Gulfport-Pascagoula	WMJY-F 93.7, Adult Cont	100,000	AM Drive	M-F, 6A-10A	5/15 - 5/28	\$ 27.00	5	10	7.0	\$ 270.00
				Midday	M-F, 10A-3P		\$ 29.00	5	10	5.0	\$ 290.00
				PM Drive	M-F, 3P-7P		\$ 27.00	5	10	6.0	\$ 270.00
				ROS	M-Su, 5A-12M			15	45		Bonus
				Station Totals							



GEOGRAPHIC AREA		STATION INFORMATION		TARGET AUDIENCE: Persons 18-34 (Source: Biloxi-Gulfport-Pascagoula Radio Rpt)							
TV DMA	CITY OR METRO	CALL LTRS - FREQ-FORMAT	POWER (WATTS)	DAYPART	TIME PERIOD	FLIGHT DATES	UNIT RATE (:30)	WKLY SPOTS	FLIGHT TOTAL	TTL GRPS 4 Bk Avg	COST (\$)
Biloxi-Gulfport-Pascagoula	Biloxi-Gulfport-Pascagoula	WQYZ-F 92.5, Gospel	6,000	AM Drive	M-F, 6A-10A		\$ 16.00	5	10	3.0	\$ 160.00
				Midday	M-F, 10A-3P		\$ 12.00	5	10	2.0	\$ 120.00
				PM Drive	M-F, 3P-7P		\$ 14.00	5	10	5.0	\$ 140.00
				ROS	M-Su, 5A-12M			15	45		Bonus
		Station Totals				5/15 - 5/28		30	75	10.0	\$ 420.00
Clear Channel Media								120	270	77.0	\$ 2,930.00
Biloxi-Gulfport-Pascagoula	Biloxi-Gulfport-Pascagoula	WZKX-F 107.9, Country	100,000	AM Drive	M-F, 6A-10A		\$ 45.00	5	10	18.0	\$ 450.00
				Midday	M-F, 10A-3P		\$ 42.00	5	10	18.0	\$ 420.00
				PM Drive	M-F, 3P-7P		\$ 42.00	5	10	18.0	\$ 420.00
				ROS	M-Su, 5A-12M			15	45		Bonus
		Station Totals				5/15 - 5/28		30	75	54.0	\$ 1,290.00
Biloxi-Gulfport-Pascagoula	Biloxi-Gulfport-Pascagoula	WZNF-F 95.3, Rock	100,000	AM Drive	M-F, 6A-10A		\$ 15.00	5	10	8.0	\$ 150.00
				Midday	M-F, 10A-3P		\$ 11.00	5	10	8.0	\$ 110.00
				PM Drive	M-F, 3P-7P		\$ 11.00	5	10	8.0	\$ 110.00
				ROS	M-Su, 5A-12M			15	45		Bonus
		Station Totals				5/15 - 5/28		30	75	24.0	\$ 370.00
Biloxi-Gulfport-Pascagoula	Biloxi-Gulfport-Pascagoula	WGCM-F 102.3, Oldies	50,000	AM Drive	M-F, 6A-10A		\$ 25.00	5	10	14.0	\$ 250.00
				Midday	M-F, 10A-3P		\$ 20.00	5	10	14.0	\$ 200.00
				PM Drive	M-F, 3P-7P		\$ 20.00	5	10	14.0	\$ 200.00
				ROS	M-Su, 5A-12M			20	60		Bonus
		Station Totals				5/15 - 5/28		35	90	42.0	\$ 650.00
Coast Radio Group								95	240	120.0	\$ 2,310.00
BILOXI-GULFPORT TV DMA								305	690	317.0	\$ 9,340.00



GEOGRAPHIC AREA		STATION INFORMATION			TARGET AUDIENCE: Persons 12+ (Source: Radio County Report /MS)							
TV DMA	CITY OR METRO	CALL LTRS - FREQ-FORMAT	POWER (WATTS)	DAYPART	TIME PERIOD	FLIGHT DATES	UNIT RATE (:30)	WKLY SPOTS	FLIGHT TOTAL	TTL GRPS 4 Bk Avg	COST (\$)	
Columbus-Tupelo-W.Pt-Houston	Columbus-Starkville-W. Point	WACR-F 105.3, Urban AC	50,000	AM Drive	M-F, 6A-10A		\$ 29.00	5	10	19.0	\$ 290.00	
				Midday	M-F, 10A-3P		\$ 29.00	5	10	19.0	\$ 290.00	
				PM Drive	M-F, 3P-7P		\$ 23.00	5	10	19.0	\$ 230.00	
				ROS	M-Su, 5A-12M			10	20		Bonus	
		Station Totals				5/15 - 5/28		25	50	57.0	\$ 810.00	
Columbus-Tupelo-W.Pt-Houston	Columbus-Starkville-W. Point	WAJV-F 98.9, Urb Spiritual	25,000	AM Drive	M-F, 6A-10A		\$ 19.00	5	10	18.0	\$ 190.00	
				Midday	M-F, 10A-3P		\$ 24.00	5	10	18.0	\$ 240.00	
				PM Drive	M-F, 3P-7P		\$ 19.00	5	10	18.0	\$ 190.00	
				ROS	M-Su, 5A-12M			10	20		Bonus	
		Station Totals				5/15 - 5/28		25	50	54.0	\$ 620.00	
Columbus-Tupelo-W.Pt-Houston	Columbus-Starkville-W. Point	WMSU-F 92.1, Urban Cont	3,000	AM Drive	M-F, 6A-10A		\$ 25.00	5	10	14.0	\$ 250.00	
				Midday	M-F, 10A-3P		\$ 35.00	5	10	14.0	\$ 350.00	
				PM Drive	M-F, 3P-7P		\$ 38.00	5	10	14.0	\$ 380.00	
				ROS	M-Su, 5A-12M			10	20		Bonus	
		Station Totals				5/15 - 5/28		25	50	42.0	\$ 980.00	
		Urban Radio Broadcasting - Columbus Radio Group							75	150	153.0	\$ 2,410.00
Columbus-Tupelo-W.Pt-Houston	Columbus-Starkville-W. Point	WSMS-F 99.9, Rock	50,000	AM Drive	M-F, 6A-10A		\$ 22.00	5	10	14.0	\$ 220.00	
				Midday	M-F, 10A-3P		\$ 22.00	5	10	14.0	\$ 220.00	
				PM Drive	M-F, 3P-7P		\$ 22.00	5	10	14.0	\$ 220.00	
				ROS	M-Su, 7P-1A			10	20		Bonus	
		Station Totals				5/15 - 5/28		25	50	42.0	\$ 660.00	
Columbus-Tupelo-W.Pt-Houston	Columbus-Starkville-W. Point	WMXU-F 106.1, Urban	40,000	AM Drive	M-F, 6A-10A		\$ 22.00	5	10	15.0	\$ 220.00	
				Midday	M-F, 10A-3P		\$ 22.00	5	10	15.0	\$ 220.00	
				PM Drive	M-F, 3P-7P		\$ 22.00	5	10	15.0	\$ 220.00	
				ROS	M-Su, 7P-1A			10	20		Bonus	
		Station Totals				5/15 - 5/28		25	50	45.0	\$ 660.00	
Columbus-Tupelo-W.Pt-Houston	Columbus-Starkville-W. Point	WKOR-F 94.9, Country	50,000	AM Drive	M-F, 6A-10A		\$ 22.00	5	10	13.0	\$ 220.00	
				Midday	M-F, 10A-3P		\$ 22.00	5	10	13.0	\$ 220.00	
				PM Drive	M-F, 3P-7P		\$ 22.00	5	10	13.0	\$ 220.00	
				ROS	M-Su, 7P-1A			10	20		Bonus	
		Station Totals				5/15 - 5/28		25	50	39.0	\$ 660.00	
		Cumulus Radio - Columbus/Starkville Radio Group							75	150	126.0	\$ 1,980.00



GEOGRAPHIC AREA		STATION INFORMATION			TARGET AUDIENCE: Persons 12+ (Source: Radio County Report /MS)							
TV DMA	CITY OR METRO	CALL LTRS - FREQ-FORMAT	POWER (WATTS)	DAYPART	TIME PERIOD	FLIGHT DATES	UNIT RATE (:30)	WKLY SPOTS	FLIGHT TOTAL	TTL GRPS 4 Bk Avg	COST (\$)	
Columbus-Tupelo-W.Pt-Houston	Tupelo	WESE-F 92.5, Urban Cont	25,000	AM Drive	M-F, 6A-10A		\$ 23.00	5	10	17.0	\$ 230.00	
				Midday	M-F, 10A-3P		\$ 20.00	5	10	17.0	\$ 200.00	
				PM Drive	M-F, 3P-7P		\$ 41.00	5	10	17.0	\$ 410.00	
				ROS	M-Su, 5A-12M			10	20		Bonus	
		Station Totals				5/15 - 5/28		25	50	51.0	\$ 840.00	
Columbus-Tupelo-W.Pt-Houston	Tupelo	WWKZ-F 103.9, CHR	50,000	AM Drive	M-F, 6A-10A		\$ 32.00	5	10	16.0	\$ 320.00	
				Midday	M-F, 10A-3P		\$ 32.00	5	10	16.0	\$ 320.00	
				PM Drive	M-F, 3P-7P		\$ 32.00	5	10	16.0	\$ 320.00	
				ROS	M-Su, 5A-12M			10	20		Bonus	
		Station Totals				5/15 - 5/28		25	50	48.0	\$ 960.00	
Columbus-Tupelo-W.Pt-Houston	Tupelo	WWZD-F 106.7, Country	50,000	AM Drive	M-F, 6A-10A		\$ 38.00	5	10	23.0	\$ 380.00	
				Midday	M-F, 10A-3P		\$ 36.00	5	10	23.0	\$ 360.00	
				PM Drive	M-F, 3P-7P		\$ 36.00	5	10	23.0	\$ 360.00	
				ROS	M-Su, 5A-12M			10	20		Bonus	
		Station Totals				5/15 - 5/28		25	50	69.0	\$ 1,100.00	
		Urban Radio Broadcasting - Tupelo Radio Group							75	150	168.0	\$ 2,900.00
Columbus-Tupelo-W.Pt-Houston	Tupelo	WZLQ-F 98.5, Classic Rock	100,000	AM Drive	M-F, 6A-10A		\$ 18.00	5	10	8.0	\$ 180.00	
				Midday	M-F, 10A-3P		\$ 18.00	5	10	8.0	\$ 180.00	
				PM Drive	M-F, 3P-7P		\$ 18.00	5	10	8.0	\$ 180.00	
				ROS	M-Su, 5A-12M			5	10		Bonus	
		Station Totals				5/15 - 5/28		20	40	24.0	\$ 540.00	
Columbus-Tupelo-W.Pt-Houston	Tupelo	WWMS-F 97.5, Country	100,000	AM Drive	M-F, 6A-10A		\$ 20.00	5	10	7.0	\$ 200.00	
				Midday	M-F, 10A-3P		\$ 20.00	5	10	7.0	\$ 200.00	
				PM Drive	M-F, 3P-7P		\$ 20.00	5	10	7.0	\$ 200.00	
				ROS	M-Su, 6A-12M			5	10		Bonus	
		Station Totals				5/15 - 5/28		20	40	21.0	\$ 600.00	
Columbus-Tupelo-W.Pt-Houston	Tupelo	WSYE-F 93.3, Adult Cont	100,000	AM Drive	M-F, 6A-10A		\$ 20.00	5	10	4.0	\$ 200.00	
				Midday	M-F, 10A-3P		\$ 20.00	5	10	4.0	\$ 200.00	
				PM Drive	M-F, 3P-7P		\$ 20.00	5	10	4.0	\$ 200.00	
				ROS	M-Su, 6A-12M			5	10		Bonus	
		Station Totals				5/15 - 5/28		20	40	12.0	\$ 600.00	
		Mississippi Radio Group							60	120	57.0	\$ 1,740.00
COLUMBUS-TUPELO TV DMA								285	570	504.0	\$ 9,030.00	



GEOGRAPHIC AREA		STATION INFORMATION			TARGET AUDIENCE: Persons 12+ (Source: Radio County Report /MS)						
TV DMA	CITY OR METRO	CALL LTRS - FREQ-FORMAT	POWER (WATTS)	DAYPART	TIME PERIOD	FLIGHT DATES	UNIT RATE (:30)	WKLY SPOTS	FLIGHT TOTAL	TTL GRPS 4 Bk Avg	COST (\$)
Greenwood-Greenville	Greenwood	WGNL F 104.3, Urban Cont	50,000	AM Drive	M-F, 6A-10A		\$ 26.00	5	10	61.0	\$ 260.00
		WGNG F 106.3, Urban Cont	25000	Midday	M-F, 10A-3P		\$ 22.00	5	10	61.0	\$ 220.00
				PM Drive	M-F, 3P-7P		\$ 24.00	5	10	61.0	\$ 240.00
				ROS	M-Su, 6A-12M			15	30		Bonus
		Station Totals				5/15 - 5/28		30	60	183.0	\$ 720.00
Greenwood-Greenville	Greenville	WBAD-F 94.3, Urban	50,000	AM Drive	M-F, 6A-10A		\$ 24.00	5	10	55.0	\$ 240.00
				Midday	M-F, 10A-3P		\$ 24.00	5	10	55.0	\$ 240.00
				PM Drive	M-F, 3P-7P		\$ 24.00	5	10	55.0	\$ 240.00
				ROS	M-Su, 6A-12M			15	30		Bonus
		Station Totals				5/15 - 5/28		30	60	165.0	\$ 720.00
Greenwood-Greenville	Greenville	WESY-A 1260, Gospel	1,000	AM Drive	M-F, 6A-10A		\$ 12.00	5	10	10.0	\$ 120.00
				Midday	M-F, 10A-3P		\$ 12.00	5	10	10.0	\$ 120.00
				PM Drive	M-F, 3P-7P		\$ 12.00	5	10	10.0	\$ 120.00
				ROS	M-Su, 6A-12M			15	30		Bonus
		Station Totals				5/15 - 5/28		30	60	30.0	\$ 360.00
GREENWOOD-GREENVILLE TV DMA								90	180	378.0	\$ 1,800.00

STATEWIDE RADIO SUMMARY



GEOGRAPHIC AREA		STATION INFORMATION		TARGET AUDIENCE: Persons 18-34 (Source: Laurel-Hattiesburg Radio Report)								
TV DMA	CITY OR METRO	CALL LTRS - FREQ-FORMAT	POWER (WATTS)	DAYPART	TIME PERIOD	FLIGHT DATES	UNIT RATE (:30)	WKLY SPOTS	FLIGHT TOTAL	TTL GRPS 4 Bk Avg	COST (\$)	
Laurel-Hattiesburg	Laurel-Hattiesburg	WZLD-F 106.3, Urban	50,000	AM Drive	M-F, 6A-10A	5/15 - 5/28	\$ 45.00	5	10	33.0	\$ 450.00	
				Midday	M-F, 10A-3P		\$ 40.00	5	10	29.0	\$ 400.00	
				PM Drive	M-F, 3P-7P		\$ 45.00	5	10	40.0	\$ 450.00	
				ROS	M-Su, 6A-12M			7	14		Bonus	
		Station Totals						22	44	102.0	\$ 1,300.00	
Laurel-Hattiesburg	Laurel-Hattiesburg	WNSL-F 100.3, CHR	100,000	AM Drive	M-F, 6A-10A	5/15 - 5/28	\$ 40.00	5	10	18.0	\$ 400.00	
				Midday	M-F, 10A-3P		\$ 35.00	5	10	16.0	\$ 350.00	
				PM Drive	M-F, 3P-7P		\$ 40.00	5	10	15.0	\$ 400.00	
				ROS	M-Su, 6A-12M			7	14		Bonus	
		Station Totals						22	44	49.0	\$ 1,150.00	
Laurel-Hattiesburg	Laurel-Hattiesburg	WFFX-F 95.1, Rock	100,000	AM Drive	M-F, 6A-10A	5/15 - 5/28	\$ 30.00	5	10	9.0	\$ 300.00	
				Midday	M-F, 10A-3P		\$ 27.00	5	10	11.0	\$ 270.00	
				PM Drive	M-F, 3P-7P		\$ 27.00	5	10	11.0	\$ 270.00	
				ROS	M-Su, 6A-12M			7	14		Bonus	
		Station Totals						22	44	31.0	\$ 840.00	
		Clear Channel Broadcasting (Hattiesburg Radio Group)							66	132	182.0	\$ 3,290.00
Laurel-Hattiesburg	Laurel-Hattiesburg	WBBN-F 95.9, Country	100,000	AM Drive	M-F, 6A-10A	5/15 - 5/28	\$ 35.00	5	10	13.0	\$ 350.00	
				Midday	M-F, 10A-3P		\$ 35.00	5	10	13.0	\$ 350.00	
				PM Drive	M-F, 3P-7P		\$ 35.00	5	10	15.0	\$ 350.00	
				ROS	M-Su, 6A-12M			15	30		Bonus	
		Station Totals						30	60	41.0	\$ 1,050.00	
Laurel-Hattiesburg	Laurel-Hattiesburg	WXRR-F 104.5, Classic Rock	100,000	AM Drive	M-F, 6A-10A	5/15 - 5/28	\$ 25.00	5	10	5.0	\$ 250.00	
				Midday	M-F, 10A-3P		\$ 25.00	5	10	5.0	\$ 250.00	
				PM Drive	M-F, 3P-7P		\$ 25.00	5	10	5.0	\$ 250.00	
				ROS	M-Su, 6A-12M			15	30		Bonus	
		Station Totals						30	60	15.0	\$ 750.00	
		Pine Belt Radio Group							60	120	56.0	\$ 1,800.00



GEOGRAPHIC AREA		STATION INFORMATION		TARGET AUDIENCE: Persons 18-34 (Source: Laurel-Hattiesburg Radio Report)							
TV DMA	CITY OR METRO	CALL LTRS - FREQ-FORMAT	POWER (WATTS)	DAYPART	TIME PERIOD	FLIGHT DATES	UNIT RATE (:30)	WKLY SPOTS	FLIGHT TOTAL	TTL GRPS 4 Bk Avg	COST (\$)
Laurel-Hattiesburg	Laurel-Hattiesburg	WMXI-F 98.1, News-Talk	6,000	AM Drive	M-F, 6A-10A		\$ 15.00	5	10	1.0	\$ 150.00
				Midday	M-F, 10A-3P		\$ 15.00	5	10	1.0	\$ 150.00
				PM Drive	M-F, 3P-7P		\$ 15.00	5	10	1.0	\$ 150.00
				ROS	M-Su, 6A-12M			5	10		Bonus
		Station Totals				5/15 - 5/28		20	40	3.0	\$ 450.00
HATTIESBURG-LAUREL TV DMA								146	292	241.0	\$ 5,540.00



GEOGRAPHIC AREA		STATION INFORMATION		TARGET AUDIENCE: Persons 18-34 (Source: Jackson Radio Market Report)							
TV DMA	CITY OR METRO	CALL LTRS - FREQ-FORMAT	POWER (WATTS)	DAYPART	TIME PERIOD	FLIGHT DATES	UNIT RATE (:30)	WKLY SPOTS	FLIGHT TOTAL	TTL GRPS 4 Bk Avg	COST (\$)
Jackson	Jackson M	WHLH-F 95.5, Gospel	100,000	AM Drive	M-F, 6A-10A	5/15 - 5/28	\$ 48.00	5	10	13.0	\$ 480.00
				Midday	M-F, 10A-3P		\$ 40.00	5	10	12.0	\$ 400.00
				PM Drive	M-F, 3P-7P		\$ 40.00	5	10	10.0	\$ 400.00
				ROS	M-Su, 5A-12M			5	10		Bonus
				Station Totals							20
Jackson	Jackson M	WMSI-F 102.9, Country	100,000	AM Drive	M-F, 6A-10A	5/15 - 5/28	\$ 45.00	5	10	7.0	\$ 450.00
				Midday	M-F, 10A-3P		\$ 32.00	5	10	6.0	\$ 320.00
				PM Drive	M-F, 3P-7P		\$ 34.00	5	10	7.0	\$ 340.00
				ROS	M-Su, 5A-12M			5	10		Bonus
				Station Totals							20
Jackson	Jackson M	WSTZ-F 106.7, Classic Rock	85,000	AM Drive	M-F, 6A-10A	5/15 - 5/28	\$ 35.00	5	10	6.0	\$ 350.00
				Midday	M-F, 10A-3P		\$ 26.00	5	10	4.0	\$ 260.00
				PM Drive	M-F, 3P-7P		\$ 31.00	5	10	5.0	\$ 310.00
				ROS	M-Su, 5A-12M			5	10		Bonus
				Station Totals							20
Clear Channel Media - Jackson Station Group								60	120	70.0	\$ 3,310.00
Jackson	Jackson M	WJMI-F 99.7, Urban Cont	100,000	AM Drive	M-F, 6A-10A	5/15 - 5/28	\$ 60.00	5	10	24.0	\$ 600.00
				Midday	M-F, 10A-3P		\$ 60.00	5	10	26.0	\$ 600.00
				PM Drive	M-F, 3P-7P		\$ 60.00	5	10	30.0	\$ 600.00
				ROS	M-Su, 5A-12M			5	10		Bonus
				Station Totals							20
Jackson	Jackson M	WKXI-F 107.5, Urban AC	100,000	AM Drive	M-F, 6A-10A	5/15 - 5/28	\$ 75.00	5	10	11.0	\$ 750.00
				Midday	M-F, 10A-3P		\$ 60.00	5	10	13.0	\$ 600.00
				PM Drive	M-F, 3P-7P		\$ 60.00	5	10	12.0	\$ 600.00
				ROS	M-Su, 5A-12M			5	10		
				Station Totals							20
Jackson Station Group								40	70	116.0	\$ 3,750.00



GEOGRAPHIC AREA		STATION INFORMATION		TARGET AUDIENCE: Persons 18-34 (Source: Jackson Radio Market Report)							
TV DMA	CITY OR METRO	CALL LTRS - FREQ-FORMAT	POWER (WATTS)	DAYPART	TIME PERIOD	FLIGHT DATES	UNIT RATE (:30)	WKLY SPOTS	FLIGHT TOTAL	TTL GRPS 4 Bk Avg	COST (\$)
Jackson	Jackson M	WJKK-F 98.7, Adult Cont	52,000	AM Drive	M-F, 6A-10A	5/15 - 5/28	\$ 39.00	5	10	5.0	\$ 390.00
				Midday	M-F, 10A-3P		\$ 37.00	5	10	7.0	\$ 370.00
				PM Drive	M-F, 3P-7P		\$ 39.00	5	10	7.0	\$ 390.00
				ROS	M-Su, 5A-12M			5	10		Bonus
				Station Totals							
Jackson	Jackson M	WUSJ-F 96.3, Country	100,000	AM Drive	M-F, 6A-10A	5/15 - 5/28	\$ 49.00	5	10	18.0	\$ 490.00
				Midday	M-F, 10A-3P		\$ 47.00	5	10	18.0	\$ 470.00
				PM Drive	M-F, 3P-7P		\$ 49.00	5	10	18.0	\$ 490.00
				ROS	M-Su, 5A-12M			5	10		Bonus
				Station Totals							
Jackson	Jackson M	WYOY-F 101.7, Cont Hits	50,000	AM Drive	M-F, 6A-10A	5/15 - 5/28	\$ 46.00	5	10	17.0	\$ 460.00
				Midday	M-F, 10A-3P		\$ 44.00	5	10	15.0	\$ 440.00
				PM Drive	M-F, 3P-7P		\$ 46.00	5	10	20.0	\$ 460.00
				ROS	M-Su, 5A-12M			5	10		Bonus
				Station Totals							
The Radio People - Jackson Station Group								60	120	125.0	\$ 3,960.00
Jackson	Natchez	WQNZ-F 95.1, Country	100,000	AM Drive	M-F, 6A-10A	5/15 - 5/28	\$ 30.00	5	10	9.0	\$ 300.00
				Midday	M-F, 10A-3P		\$ 22.00	5	10	9.0	\$ 220.00
				PM Drive	M-F, 3P-7P		\$ 26.00	5	10	9.0	\$ 260.00
				ROS	M-Su, 6A-12M			15	30		Bonus
				Station Totals							
GEOGRAPHIC AREA		STATION INFORMATION		TARGET AUDIENCE: Persons 12+ (Source: Radio County Report /MS)							
TV DMA	CITY OR METRO	CALL LTRS - FREQ-FORMAT	POWER (WATTS)	DAYPART	TIME PERIOD	FLIGHT DATES	UNIT RATE (:30)	WKLY SPOTS	FLIGHT TOTAL	TTL GRPS 4 Bk Avg	COST (\$)
Jackson	Vicksburg	WRTM-F 100.5, Soul R&B	25,000	AM Drive	M-F, 6A-10A	5/15 - 5/28	\$ 13.00	5	10	20.0	\$ 130.00
				Midday	M-F, 10A-3P		\$ 13.00	5	10	20.0	\$ 130.00
				PM Drive	M-F, 3P-7P		\$ 13.00	5	10	20.0	\$ 130.00
				ROS	M-Su, 6A-12M			15	30		Bonus
				Station Totals							
JACKSON TV DMA								220	430	398.0	\$ 12,190.00



GEOGRAPHIC AREA		STATION INFORMATION		TARGET AUDIENCE: Persons 18-34 (Source: Meridian Radio Market Report)							
TV DMA	CITY OR METRO	CALL LTRS - FREQ-FORMAT	POWER (WATTS)	DAYPART	TIME PERIOD	FLIGHT DATES	UNIT RATE (:30)	WKLY SPOTS	FLIGHT TOTAL	TTL GRPS 4 Bk Avg	COST (\$)
Meridian	Meridian	WOKK-F 97.1, Country	100,000	AM Drive	M-F, 6A-10A	5/15 - 5/28	\$ 35.00	5	10	36.0	\$ 350.00
				Midday	M-F, 10A-3P		\$ 29.00	5	10	30.0	\$ 290.00
				PM Drive	M-F, 3P-7P		\$ 29.00	5	10	24.0	\$ 290.00
				ROS	M-Su, 6A-12M			3	6		Bonus
		Station Totals						18	36	90.0	\$ 930.00
Meridian	Meridian	WJXM-F 105.7, Urban	50,000	AM Drive	M-F, 6A-10A	5/15 - 5/28	\$ 35.00	5	10	30.0	\$ 350.00
				Midday	M-F, 10A-3P		\$ 30.00	5	10	30.0	\$ 300.00
				PM Drive	M-F, 3P-7P		\$ 33.00	5	10	41.0	\$ 330.00
				ROS	M-Su, 6A-12M			3	6		Bonus
		Station Totals						18	36	101.0	\$ 980.00
Meridian	Meridian	WJDQ-F 101.3, CHR	100,000	AM Drive	M-F, 6A-10A	5/15 - 5/28	\$ 19.00	5	10	12.0	\$ 190.00
				Midday	M-F, 10A-3P		\$ 16.00	5	10	24.0	\$ 160.00
				PM Drive	M-F, 3P-7P		\$ 19.00	5	10	24.0	\$ 190.00
				ROS	M-Su, 6A-12M			3	6		Bonus
		Station Totals						18	36	60.0	\$ 540.00
Meridian	Meridian	WZKS-F 104.1, Urban AC	50,000	AM Drive	M-F, 6A-10A	5/15 - 5/28	\$ 35.00	5	10	18.0	\$ 350.00
				Midday	M-F, 10A-3P		\$ 30.00	5	10	24.0	\$ 300.00
				PM Drive	M-F, 3P-7P		\$ 33.00	5	10	24.0	\$ 330.00
				ROS	M-Su, 6A-12M			3	6		Bonus
		Station Totals						18	36	66.0	\$ 980.00
MERIDIAN TV DMA								72	144	317.0	\$ 3,430.00

GEOGRAPHIC AREA		STATION INFORMATION		TARGET AUDIENCE: Persons 12+ (Source: Radio County Report /MS)							
TV DMA	CITY OR METRO	CALL LTRS - FREQ-FORMAT	POWER (WATTS)	DAYPART	TIME PERIOD	FLIGHT DATES	UNIT RATE (:30)	WKLY SPOTS	FLIGHT TOTAL	TTL GRPS 4 Bk Avg	COST (\$)
Memphis	Southaven	WVIM-F 95.3, Country	5,000	AM Drive	M-F, 6A-10A	5/15 - 5/28	\$ 45.00	5	10	7.0	\$ 450.00
				Midday	M-F, 10A-3P		\$ 45.00	5	10	7.0	\$ 450.00
				PM Drive	M-F, 3P-7P		\$ 45.00	5	10	7.0	\$ 450.00
		Station Totals						15	30		\$ 1,350.00
MEMPHIS TV DMA								15	30	21.0	\$ 1,350.00

Display Campaign



- Display ReTargeting & BT-Entertainment
- Timeframe: May 15, 2013 to May 28, 2013
 - Geo-Target 2 Seperate Target Groups
 - 16 County Target & 25 County Target

* DISPLAY ADVERTISING



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SEARCH RETARGETING
FACEBOOK EXCHANGE
DEMOGRAPHIC TARGETING

Proposal for 2 Campaigns 5/15/13 to 5/28/13



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16 County Survey Campaign

Search ReTargeting/FB Exchange/ Demographic Targeting	Targeting Users	Total Impressions	Total Cost
Search ReTargeting & Facebook Exchange	Not SITES	1.5 Million	\$15,000
DemoGraphic Targeting	18-34 Male		

Creative Sizes
& Formats
300x250
728x90
160x600

25 County Teen Seat Belt Campaign

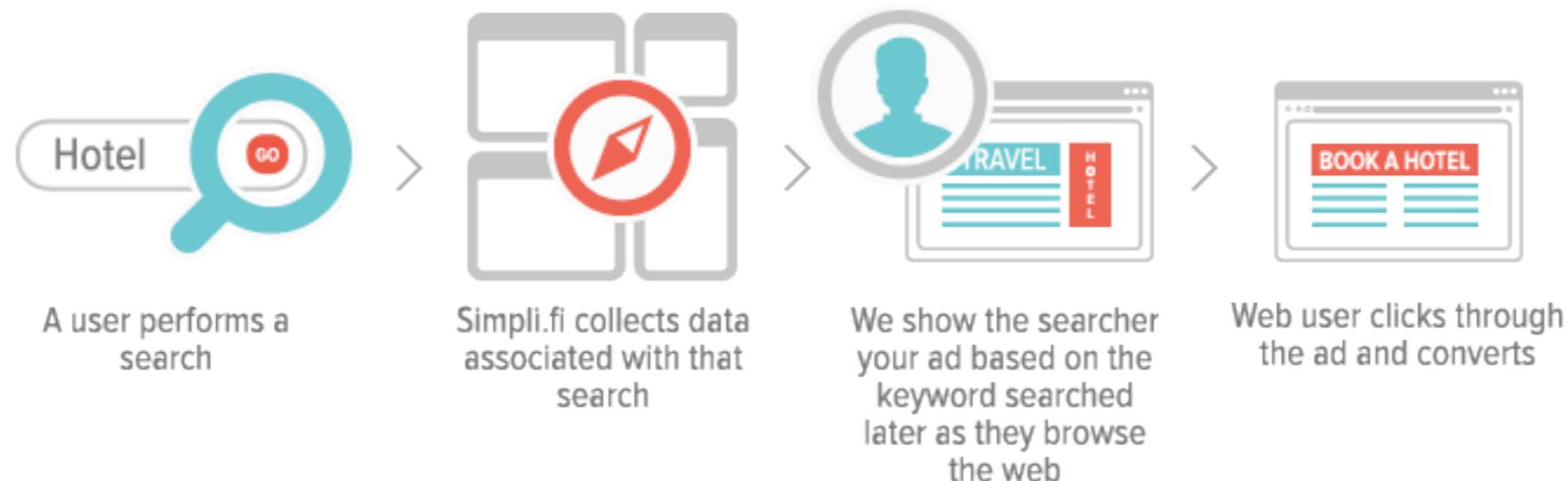
Search ReTargeting/FB Exchange/ Demographic Targeting	Targeting Users	Total Impressions	Total Cost
Search ReTargeting & Facebook Exchange	Not SITES	1.5 Million	\$15,000
DemoGraphic Targeting	16-20 M/F		

This will put your ads directly in front of the Target Demo/
Audience based on that user's recent search queries.

SEARCH RETARGETING

PROSPECTS ARE EXPRESSING INTENT. MAKE SURE YOU'RE RESPONDING.

What is Search Retargeting?



Reach more searchers, more often, and more effectively with industry leading, keyword level search retargeting.

Using keyword level search retargeting enables advertisers to combine the effectiveness of search with the reach and brand impact of display.

Intent data captured while a user is searching is generally the most effective targeting data available. Using search retargeting, advertisers are able to target prospects with display ads based on the searches they perform across the web.

Facebook Exchange-Real Time Bidding



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FACEBOOK EXCHANGE

THE LARGEST SOCIAL NETWORK IN THE WORLD IS NOW YOUR BIGGEST OPPORTUNITY.

How Does it Work?

Facebook Exchange Search Retargeting: Attract new audience members. we displays your ads to users on Facebook after they have signaled intent through searches they've performed on the web.

Combine the power of our [search retargeting](#) capabilities with the world's largest social network.



DEMOGRAPHIC TARGETING

REACH YOUR PERFECT TARGET MARKET, EVERY TIME.

Target precise and relevant audiences for your campaigns by leveraging hundreds of demographic characteristics.

Demographic targeting enables you to target based on household characteristics like income, age, gender, ethnicity and more. We will target 18-34 Males & 16-20 Kids

Demographic targeting through our completely transparent platform provides advertisers yet another highly effective option to extend the reach of their campaigns.

Sample of Sites where ads can show



WE KNOW ONLINE MARKETING

ReachDisplay Behavioral uses a combination of advanced targeting techniques to display your banner ad to consumers who are interested in entertainment topics, products, and services. The following are examples of the premium publishers and quality websites where your ad can appear.

Endemic Targeting

We display your ad to consumers who are viewing content on entertainment-related sites such as:

Contextual & Behavioral Targeting

With contextual targeting, we display your ad to consumers who are viewing entertainment-related content on a variety of quality national, specialty and local sites. With behavioral targeting, we display your ad to specific consumers, who have recently demonstrated repeated interest in entertainment-related content. Publishers include:



and many more...

What we do



Select 100+ top performing keywords in your business category

Monitor all your impressions and site visits monthly and reallocate budget to keywords that perform best

Optimize your monthly investment between search retargeting and site retargeting to drive better performance

Report your campaign's performance, available online 24/7

DISPLAY TARGETING TYPES

- Search ReTargeting/Facebook Exchange/
Demographic Targeting

OTHER FEATURES

- Auto-Optimization,
- Targeting Overlays
- Desktop/Mobile/Tablet Device/IOS Types
- Above Fold Placement
- White Lists-Black Lists-Double Verify-AdSafe Programs to prevent ads from showing on sites deemed inappropriate.

GEO & DEMOGRAPHIC TARGETING

- We show your display ads to people in targeted Area based on their location
- Specific demographics (location, age, gender, income & custom keyword searches) of your audience to determine who will be shown

DAILY AUTO OPTIMIZATION

- Daily Analysis & Ad Performance Optimization
- Steers Ad \$'s to the sites/users that most cost effectively drive visits to your website.
- Allocated around Performance/Conversions

REPORTING

- Reporting based on preference
 - Performance by Top Site, keywords, Ads.
 - Core Metrics: Impressions, CTR, CPM, Conversions
- All Optimized towards MS for peak performance.
- **Mobile App Reporting**
 - IOS and Droid Push Notification Reporting

Target Counties



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16 Survey Counties

1. Hancock
2. Harrison
3. Jackson
4. Perry
5. Pike
6. Hinds
7. Rankin
8. Madison
9. Leflore
10. Holmes
11. Panola
12. DeSoto
13. Pontotoc
14. Chickasaw
15. Lee
16. Prentiss

25 Teen Seat Belt Counties

1. DeSoto
2. Tate
3. Tippah
4. Lee
5. Itawamba
6. Pontotoc
7. Carroll
8. Oktibbeha
9. Yazoo
10. Neshoba
11. Newton
12. Lauderdale
13. Clarke
14. Hinds
15. Rankin
16. Simpson
17. Jones
18. Lincoln
19. Marion
20. Greene
21. George
22. Jackson
23. Harrison
24. Hancock



LEADS IN THE PALM OF YOUR HAND

The ReachLocal Mobile App revolutionizes the way you manage your leads and gives you powerful insights into your online marketing.



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ReachLocal.com/App





MANAGE YOUR LEADS

Real-time notifications ensure that you never miss the chance to connect with your leads.

- Receive alerts for calls, emails, Web forms, and chats.
- Listen to, rate, and respond to calls from the app.



MEASURE YOUR PERFORMANCE

Clear and detailed reports allow you to track your campaign performance without being tied to your desk.

- View impressions and visits from search advertising, display advertising, and Web marketing campaigns.
- Track metrics like budget spend, clickthrough rate, and cost per visit.



MONITOR YOUR WEB PRESENCE

Timely social media notifications and reports keep you up-to-date with your online reputation.

- View Facebook and Twitter fan growth and review social mentions.
- Read customer reviews from over 30 online directories.



Vendor	Bill from 2	Bill from 3	Bill from 4	Bill from 5
Comcast Spotlight	Comcast Spotlight	Lockbox Services	P. O. Box 100447	Atlanta, GA 30384-0447
TeleSouth Communications	TeleSouth Communications, Inc.	6311 Ridgewood Road	Jackson, MS 39211	
ELOX-TV Station	WLOX-TV Station	Lockbox #1380	P. O. Box 11407	Birmingham, AL 35246-1380
WABG-TV Station	WABG-TV Station	P. O. Box 1243	Greenville, MS 38702-1243	
WACR-FM Radio Station	Urban Radio Broadcasting LLC	P.O. Box 538416	Altanta, GA 30353-8416	
WAJV-FM Radio Station	Urban Radio Broadcasting LLC	P. O. Box 538416	Altanta, GA 30353-8416	
WAPT-TV Station	WAPT-TV Station	P. O. Box 26871	Lehigh Valley, PA 18002-6871	
WBAD-FM Radio Station	P. O. Box 4426		Greenville, MS 38704	
WBBN-FM Radio Station	Pine Belt Radio	P. O. Box 6408	Laurel, MS 39441	
WBUV-FM Radio Station	Clear Channel Broadcasting, Inc.	P. O. Box 406404	Atlanta, GA 30384-6404	
WCBI-TV Station	WCBI-TV Station	P. O. Box 271	Columbus, MS 39703	
WCPR-FM Radio Station	Triad Broadcasting, Inc.	1909 E Pass Road, Ste D-11	Gulfport, MS 39507	
WDAM-TV Station	WDAM-TV, LLC	P. O. Box 11407	Drawer #0563	Birmingham, AL 35246-0563
WDBD-TV Station	WDBD-TV Station	Lockbox 2166	P. O. Box 11407	Birmingham, AL 35246-2166
WEBL-FM Radio Station	Mighty Media Group	230 Goodman Road	Bldg 2, #202	Southaven, MS 38671
WESE-FM Radio Station	Urban Radio Broadcasting, LLC	Lockbox P.O. 538444	Atlanta, GA 30353-8444	
WESY-AM Radio Station	P. O. Box 5804		Greenville, MS 38704	
WFFX-FM Radio Station	Clear Channel Broadcasting, Inc.	P. O. Box 406262	Atlanta, GA 30348-6262	
WGBC-TV	WGBC-TV Station	1151 Crestview Circle	Meridian, MS 39301	
WGCM-FM Radio Station	Coast Radio Group	P. O. Box 2639	Gulfport, MS 39505	
WGNG-FM Radio Station	WGNG-FM Radio Station	503 Lone Street	Greenwood, MS 38930	
WGNL-FM Radio Station	WGNL-FM Radio Station	503 Lone Street	Greenwood, MS 38930	
WHLH-FM Radio Station	Clear Channel Broadcastig, Inc.	P. O. Box 406024	Atlanta, GA 30384-6024	
WHLT-TV Station	WHLT-TV Station	Remittance Processing Center	P. O. Box 26892	Richmond, VA 23261-6892
WHMP-TV Station	WHMP-TV Station	140 Mayfair Road, Ste 1200	Hattiesburg, MS 39402	
WJDQ-FM Radio Station	The Radio People	P. O. Box 1699	Meridian, MS 39302-1699	
WJKK-FM Radio Station	The Radio People	265 Highpoint Drive	Ridgeland, MS 39157	
WJMI-FM Radio Station	731 S. Pear Orchard	Suite 27	Ridgeland, MS 39157	
WJTV-TV Station	WJTV-TV Station	REMITTANCE PROCESSING CTR	P. O. Box 26892	Richmond, VA 23261-6892
WJXM-FM Radio Station	The Radio People	P. O. Box 1699	Meridian, MS 39302-1699	
WKNN-FM Radio Station	Clear Channel Broadcasting, Inc.	P. O. Box 406404	Atlanta, GA 30384-6404	
WKOR-FM Radio Station	Cumulus-Columbus-Starkville	US Bank Box #643123	5065 Wooster Road	Cincinnati, OH 45264-3123
WKXI-FM Radio Station	731 S Pear Orchard Road	Suite 27	Ridgeland, MS 39157	
WLBT-TV Station	WLBT-TV Station	Lockbox #1375	P. O. Box 11407	Birmingham, AL 35246-1375
WLOX-TV Station	WLOX-TV Station	Lockbox #1380	P. O. Box 11407	Birmingham, AL 35246-1380

Vendor	Bill from 2	Bill from 3	Bill from 4	Bill from 5
WMDN-TV	WMDN-TV Station	1151 Crestview Circle	Meridian, MS 39301	
WMJY-FM Radio Station	Clear Channel Broadcasting, Inc.	P. O. Box 406404	Atlanta, GA 30384-6404	
WMSI-FM Radio Station	Clear Channel Broadcasting, Inc.	P. O. Box 406024	Atlanta, GA 30384-6024	
WMXI-FM Radio Station	Rainey Broadcasting	P. O. Box 16256	Hattiesburg, MS 39404	
WMSU-FM Radio Station	Urban Radio Broadcasting LLC	P. O. Box 538416	Atlanta, GA 30353-8416	
WMXU-FM Radio Station	Cumulus-Columbus-Starkville	US Bank Box #643123	5065 Wooster Road	Cincinnati, OH 45264-3123
WNSL-FM Radio Station	Clear Channel Broadcasting, Inc.	P. O. Box 406262	Atlanta, GA 30348-6262	
WOKK-FM Radio Station	The Radio People	P. O. Box 1699	Meridian, MS 39302-1699	
WQBB-FM Radio Station	Triad Broadcasting, Inc.	1909 East Pass Road, Ste D-11	Gulfport, MS 39507	
WQNZ-FM Radio Station	First Natchez Radio Group	P. O. Box 768	Natchez, MS 39121	
WQYZ-FM Radio Station	Clear Channel Broadcasting, Inc.	P. O. Box 406404	Atlanta, GA 30384-6404	
WRTM-FM Radio Station	P. O. Box 9734	Jackson, MS 39266-9734		
WSMS-FM Radio Station	Cumulus-Columbus-Starkville	US Bank Box #643126	5065 Wooster Road	Cincinnati, OH 45264-3123
WSTZ-FM Radio Station	Clear Channel Broadcasting, Inc.	P. O. Box 406024	Atlanta, GA 30384-6024	
WSYE-FM Radio Station	The MS Radio Group	P. O. Box 410	Tupelo, MS 38802	
WTOK-TV Station	WTOK-TV Station	P. O. Box 14200	Tallahassee, FL 32317-4200	
WTVA-TV Station	WTVA-TV Station	P. O. Box 350	Tupelo, MS 38802	
WUSJ-FM Radio Station	The Radio People	265 Highpoint Drive	Ridgeland, MS 39157	
WWKZ-FM Radio Stations	Urban Radio Broadcasting, LLC	Lockbox P.O. 538444	Atlanta, GA 30353-8444	
WWMS-FM Radio Station	The MS Radio Group	P. O. Box 410	Tupelo, MS 38802	
WWZD-FM Radio Station	Urban Radio Broadcasting, LLC	Lockbox P.O. 538444	Atlanta, GA 30353-8444	
WXRR-FM Radio Station	Pine Belt Radio	P. O. Box 6408	Laurel, MS 39441	
WXVT-TV Station	WXVT-TV Station	3015 E. Reed Road	Greenville, MS 38703	
WXXV-TV	WXXV-TV Station	P. O. Box 2500	Gulfport, MS 39505	
WXYK-FM Radio Station	Triad Broadcasting, Inc.	1909 East Pass Road, Ste D-11	Gulfport, MS 39507	
WYOY-FM Radio Station	The Radio People	265 Highpoint Drive	Ridgeland, MS 39157	
WZKS-FM Radio Station	The Radio People	P. O. Box 1699	Meridian, MS 39302-1699	
WZKX-FM Radio Station	Coast Radio Group	P. O. Box 2639	Gulfport, MS 39505	
WZLD-FM Radio Station	Clear Channel Broadcasting, Inc.	P. O. Box 406262	Atlanta, GA 30348-6262	
WZLQ-FM Radio Station	The MS Radio Group	P. O. Box 410	Tupelo, MS 38802	
WZNF-FM Radio Station	Coast Radio Group	P. O. Box 2639	Gulfport, MS 39509	