

Wage Theft Campaign

December 2018 – July 2019

Radio and Outdoor Results

Fresno Market - Overview

453,000
Net Reach

7.4
Frequency

\$5,760
Net Cost

288
Paid Spots

36
Bonus Spots

- KRDA rates were held at the same rate as the previous campaign. We placed more spots with a slightly higher spend.
- KRDA provided more ROS bonus this campaign with 36 spots versus 14 last year.
- The campaign provided a higher reach and frequency than previous campaigns; 374,600 more impressions with .3% more frequency.

Fresno Market - Schedule

Station	Spot	Daypart	Rate	Total Spots	Wk Cost	# of Wks	Total Cost	Flight Dates	Net Reach	Frequency
KRDA	:30	F 5a-10a	\$20.00	42	\$70.00	12	\$840.00	1/21, 2/4, 2/18, '3/4, 3/18, 4/1, 4/15, 4/29, 5/13, 5/27, 6/10, 6/24	120,000	1.5
KRDA	:30	F 3p-7p	\$20.00	42	\$70.00	12	\$840.00		84,000	1.5
KRDA	:30	Sa 6a-8p	\$20.00	102	\$170.00	12	\$2,040.00		102,000	1.6
KRDA	:30	Su 6a-8p	\$20.00	102	\$170.00	12	\$2,040.00		102,000	1.7
KRDA	:30	M-Su 6a-12m	\$0.00	36	\$0.00	12	\$0.00		45,000	1.1
Totals				324	\$480.00	15	\$5,760.00		453,000	7.4

Bakersfield Market - Overview

227,268
Net Reach

5.4%
Frequency

\$10,480
Net Cost

198
Paid Spots

NA
Bonus Spots

- KISV provides rates equal to last years campaign to allow us to keep frequency.
- Overall reach for the campaign was up 14% from previous year while frequency increased slightly by .1%.
- Campaign spend was up from last year as we added two additional weeks.

Bakersfield Market - Schedule

Station	Spot	Daypart	Rate	Total Spots	Wk Cost	# of Wks	Total Cost	Flight Dates	Net Reach	Frequency
KISV	:30	M-F 5a-7p	\$63.75	49	\$446.25	7	\$3,123.75	11/26, 12/10, 12/24, 1/7,	58,800	1.4
KISV	:30	Sa-Su 6a-7a	\$38.25	35	\$191.25	7	\$1,338.75	1/21, 2/4, 2/18,	37,695	1.3
KISV	:30	F 5a-7p	\$63.75	65	\$460.42	9	\$4,143.75	3/4, 3/18, 4/1, 5/13, 5/27,	78,000	1.4
KISV	:30	Sa-Su 6a-7a	\$38.25	49	\$208.25	9	\$1,874.25	6/10, 6/24, 7/8, 7/22	52,773	1.3
Totals				198	\$1,306.17	16	\$10,480.50		227,268	5.4

Inland Empire Market - Overview

4,886,300
Net Reach

36.6
Frequency

\$22,109
Net Cost

2,926
Paid Spots

391
Bonus Spots

- We added two high profile stations in the market which increased our frequency, number of spots and bonus, and impressions.
- The net reach and frequency for the campaign increased from previous year. Reach was up 82% and frequency was up from 19.3 to 36.6.
- Bonus spots increased by 59% which helped extend the campaigns frequency and reach.

Inland Empire Market - Schedule

Station	Spot	Daypart	Rate	Total Spots	Wk Cost	# of Wks	Total Cost	Flight Dates	Net Reach	Frequency
KFSO	:30	M-F 6a-7p	\$25.00	56	\$93.33	15	\$1,400.00	11/26, 12/10, 12/24, 1/7,	128,800	1.3
KFSO	:30	Sa 6a-7p	\$12.00	54	\$43.20	15	\$648.00	1/21, 2/4, 2/18, 3/4, 3/18,	129,600	1.5
KFSO	:30	Su 6a-7p	\$12.00	56	\$44.80	15	\$672.00	4/1, 6/3, 6/17, 7/8, 7/15,	95,200	1.4
KFSO	:30	M-Su 6a-6a	\$0.00	156	\$0.00	15	\$0.00	7/29	218,400	1.4
KFSO	:30	M-F 7p-12p	\$10.00	50	\$33.33	15	\$500.00		35,000	1.4
Totals				372	\$214.67	15	\$3,220.00		607,000	4.2
Station	Spot	Daypart	Rate	Total Spots	Wk Cost	# of Wks	Total Cost	Flight Dates	Net Reach	Frequency
KFOO	:30	M-F 6a-7p	\$5.00	1575	\$525.00	15	\$7,875.00	11/26, 12/10, 12/24, 1/7,	2,677,500	9.8
KFOO	:30	Sa 6a-7p	\$5.00	225	\$75.00	15	\$1,125.00	1/21, 2/4, 2/18, 3/4, 3/18,	450,000	4.2
KFOO	:30	Su 6a-7p	\$5.00	225	\$75.00	15	\$1,125.00	4/1, 6/3, 6/17, 7/8, 7/15,	472,500	3.7
KFOO	:30	M-Su 6a-6a	\$0.00	150	\$0.00	15	\$0.00	7/29	150,000	1.6
KFOO	:30	M-F 7p-12p	\$5.00	525	\$175.00	15	\$2,625.00		157,500	1.7
Totals				2700	\$850.00	15	\$12,750.00		3,907,500	21

Inland Empire Market - Schedule

Station	Spot	Daypart	Rate	Total Spots	Wk Cost	# of Wks	Total Cost	Flight Dates	Net Reach	Frequency
KRQB	:30	Th-Fr 6a-8p	\$71.00	30	\$142.00	15	\$2,130.00	11/26, 12/10, 12/24, 1/7,	36,000	1
KRQB	:30	Sa 8a-8a	\$65.00	15	\$65.00	15	\$975.00	1/21, 2/4, 2/18, 3/4, 3/18,	12,285	1
KRQB	:30	Su 6a-8p	\$60.00	30	\$60.00	15	\$1,800.00	4/1, 4/15, 4/29, 5/13, 5/27,	24,570	1
KRQB	:30	Sa-Su 6a-8a	\$32.53	15	\$32.53	15	\$487.95	6/17	12,285	1
KRQB	:30	M-Su 3a-5a	\$0.00	15	\$0.00	15	\$0.00		2,250	1.2
Totals				105	\$299.53	15	\$5,392.95		87,390	5.2
Station	Spot	Daypart	Rate	Total Spots	Wk Cost	# of Wks	Total Cost	Flight Dates	Net Reach	Frequency
Saigon Rad	:60	Fr 6a-8p	\$80.00	25	\$400.00	5	\$2,000.00	2/18, 3/4, 3/18, 4/1, 4/15	60,350	1.1
Saigon Rad	:60	Sa 6a-8p	\$80.00	25	\$400.00	5	\$2,000.00		45,400	1
Saigon Rad	:60	Su 6a-8p	\$80.00	20	\$60.00	5	\$1,600.00		36,320	1
Saigon Rad	:60	Fr 6a-8p	\$0.00	25	\$0.00	5	\$0.00		60,350	1.1
Saigon Rad	:60	Sa 6a-8p	\$0.00	25	\$0.00	5	\$0.00		45,400	1
Saigon Rad	:60	Su 6a-8p	\$0.00	20	\$0.00	5	\$0.00		36,320	1
Totals				140	\$860.00	15	\$5,600.00		284,140	6.2

Sacramento Market - Overview

253,284
Net Reach

43
Frequency

\$16,680
Net Cost

351
Paid Spots

84
Bonus Spots

- Sacramento was a new area to the campaign, we introduced two stations which provided high frequency and reach.
- The campaign netted Wage Theft a total of 435 spots with 20% of the spots were bonus.

Sacramento Market - Schedule

Station	Spot	Daypart	Rate	Total Spots	Wk Cost	# of Wks	Total Cost	Flight Dates	Net Reach	Frequency
KRCX	:30	F-M 4a-6a	\$20.00	5	\$33.33	3	\$100.00	11/26, 12/10, 12/24	1,108	1.4
KRCX	:30	F-M 6a-10a	\$75.00	3	\$75.00	3	\$225.00		3,896	1.2
KRCX	:30	F-M 3p-7p	\$75.00	3	\$75.00	3	\$225.00		4,900	1.1
KRCX	:30	Th 4a-6a	\$20.00	12	\$20.00	12	\$240.00	2/4, 2/18, 3/4, 3/18, 4/1, 5/6,	2,093	2.3
KRCX	:30	Th-F 6a-10a	\$75.00	12	\$75.00	12	\$900.00	5/20, 6/3, 6/24, 7/8, 7/15, 7/29	11,247	1.5
KRCX	:30	Th-F 3p-7p	\$75.00	12	\$75.00	12	\$900.00		15,465	2.3
KRCX	:30	M 4a-6a	\$20.00	24	\$40.00	12	\$480.00		2,093	4.6
KRCX	:30	M 6a-10a	\$75.00	12	\$75.00	12	\$900.00		10,313	2.7
KRCX	:30	M 3p-7p	\$75.00	12	\$75.00	12	\$900.00		13,947	2.5
KRCX	:30	Sa 6a-8p	\$50.00	29	\$96.67	15	\$1,450.00	All the above	9,297	3.1
KRCX	:30	Su 6a-8p	\$50.00	27	\$90.00	15	\$1,350.00		6,986	1.9
KRCX	:30	Fr-Su 6a-M	\$60.00	6	\$120.00	3	\$360.00	11/26, 12/10, 12/24	5,024	1.2
KRCX	:30	Fr-M 6a-7p	\$60.00	5	\$100.00	3	\$300.00		6,212	1.2
KRCX	:30	M-Su 6a-M	\$0.00	42	\$0.00	14	\$0.00	All the above	24,447	2.2
Totals				204	\$950.00	15	\$8,330.00		117,028	15.9
Station	Spot	Daypart	Rate	Total Spots	Wk Cost	# of Wks	Total Cost	Flight Dates	Net Reach	Frequency
KXSE	:30	F-M 4a-6a	\$15.00	9	\$45.00	3	\$135.00	11/26, 12/10, 12/24	3,840	1.6
KXSE	:30	F-M 6a-10a	\$65.00	3	\$65.00	3	\$195.00		4,195	1.1
KXSE	:30	F-M 3p-7p	\$75.00	6	\$150.00	3	\$450.00		7,556	1.3
KXSE	:30	Th 4a-6a	\$15.00	36	\$45.00	12	\$540.00	2/4, 2/18, 3/4, 3/18, 4/1, 5/6,	6,293	6.9
KXSE	:30	Th-F 6a-10a	\$65.00	12	\$65.00	12	\$780.00	5/20, 6/3, 6/24, 7/8, 7/15, 7/29	11,929	2
KXSE	:30	Th-F 3p-7p	\$75.00	12	\$75.00	12	\$900.00		12,278	1.9
KXSE	:30	M 4a-6a	\$15.00	36	\$45.00	12	\$540.00		3,900	11.1
KXSE	:30	M 6a-10a	\$65.00	12	\$65.00	12	\$780.00		10,729	2.2
KXSE	:30	M 3p-7p	\$75.00	20	\$125.00	12	\$1,500.00		12,700	3
KXSE	:30	Sa 6a-8p	\$70.00	19	\$88.67	15	\$1,330.00	All the above	15,380	2.2
KXSE	:30	Su 6a-8p	\$50.00	15	\$50.00	15	\$750.00		8,976	1.7
KXSE	:30	Fr-Su 6a-M	\$50.00	4	\$66.67	3	\$200.00	11/26, 12/10, 12/24	4,515	1.1
KXSE	:30	Fr-M 6a-7p	\$50.00	5	\$83.33	3	\$250.00		6,852	1.2
KXSE	:30	M-Su 6a-M	\$0.00	42	\$0.00	14	\$0.00	All the above	27,113	2
Totals				231	\$968.67	15	\$8,350.00		136,256	27.1

San Diego Market - Overview

1,315,097
Net Reach

10.4
Frequency

\$22,180
Net Cost

379
Paid Spots

63
Bonus Spots

- San Diego was also a new area and is a very competitive market. The two stations represented produced a good reach and frequency for our demo.
- The campaign reached over a 1.3 million people with a strong frequency of 10.4.
- We were able to negotiate 63 bonus spots which represents 16% of the buy,.

San Diego Market - Schedule

Station	Spot	Daypart	Rate	Total Spots	Wk Cost	# of Wks	Total Cost	Flight Dates	Net Reach	Frequency
KLNV	:30	M-F 4a-6a	\$15.00	28	\$60.00	7	\$420.00	11/26, 12/10, 12/24, 1/7, 1/21, 2/4, 2/18,	33,600	1.3
KLNV	:30	M-F 6a-10a	\$175.00	35	\$875.00	7	\$6,125.00		240,100	1.5
KLNV	:30	M-F 10a-39	\$130.00	35	\$650.00	7	\$4,550.00		181,300	1.4
KLNV	:30	M-Su 6a-12m	\$0.00	21	\$0.00	7	\$0.00		86,688	1.1
KLNV	:30	M-Su 6a-12m	\$25.00	28	\$175.00	4	\$700.00	3/4, 3/18, 4/1, 4/15	115,584	1.2
KLNV	:30	Sa-Su 4a-8p	\$40.00	44	\$440.00	4	\$1,760.00		77,000	1.2
KLNV	:30	F 4a-8p	\$100.00	20	\$500.00	4	\$2,000.00		59,600	1.2
KLNV	:30	M-Su 6a-12m	\$0.00	12	\$0.00	4	\$0.00		49,536	1.1
Totals				223	\$1,115.00	11	\$15,555.00		843,408	4.7
Station	Spot	Daypart	Rate	Total Spots	Wk Cost	# of Wks	Total Cost	Flight Dates	Net Reach	Frequency
KLQV	:30	M-F 6a-7p	\$63.00	70	\$630.00	7	\$4,410.00	11/26, 12/10, 12/24, 1/7, 1/21, 2/4, 2/18,	172,200	1.3
KLQV	:30	Sa 6a-5p	\$25.00	14	\$50.00	7	\$350.00		35,700	1.1
KLQV	:30	M-Sa 6a-12m	\$5.00	35	\$25.00	7	\$175.00		82,600	1
KLQV	:30	M-Su 6a-12m	\$0.00	21	\$0.00	7	\$0.00		47,586	1.1
KLQV	:30	M-Su 6a-12m	\$5.00	18	\$30.00	3	\$90.00	3/4, 3/18, 4/1	40,788	1.2
KLQV	:30	Sa-Su 4a-8p	\$25.00	37	\$308.33	3	\$925.00		49,321	1.1
KLQV	:30	F 4a-8p	\$45.00	15	\$225.00	3	\$675.00		23,100	1.2
KLQV	:30	M-Su 6a-12m	\$0.00	9	\$0.00	3	\$0.00		20,394	1.1
Totals				219	\$563.33	10	\$6,625.00		471,689	4.6

Radio Bilingue - Overview

1,607,200
Net Reach

3.3
Frequency

\$3,329
Net Cost

392
Paid Spots

168
Bonus Spots

- Radio Bilingue consists of 6 primary stations and 8 satellite stations throughout California.
- The placement consisted of 392 paid and 168 bonus spots which correlates into 560 spots for the campaign on all stations.
- Radio Bilingue provided bonus at 43% of all paid spots.
- Reach increased to over 1.6 million this year.

Radio Bilingue - Schedule

Station	Spot	Daypart	Rate	Total Spots	Wk Cost	# of Wks	Total Cost	Flight Dates	Net Reach	Frequency
Radio Bilingue	:30	F-Su 5a-6p	\$120.00	378	\$3,240.00	4	\$45,360.00	2/4, 2/18, '3/4, 3/18	1,058,400	1.1
Radio Bilingue	:30	F-Su 5a-6p	\$89.00	14	\$89.00	1	\$1,246.00		78,400	1.1
Radio Bilingue	:30	F-Su 5a-6p	\$0.00	168	\$0.00	4	\$0.00		470,400	1.1
Totals				560	\$3,329.00	15	\$46,606.00		1,607,200	3.3
Primary Stations:			Repeater stations:							
KSJV 91.5 FM- Fresno			Paso Robles- 94.5 FM & 97.1 FM							
KMPO 88.7 FM- Modesto			San Luis Obispo - 92.9 FM							
KTQX 90.1 FM- Bakersfield			Palmdale/Lancaster- 100.7 FM							
KHDC 90.9 FM- Chualar/Salinas			Mecca/Coachella - 101.1 FM							
KUBO 88.7 FM Calexico/El Centro			Santa Maria - 98.7 FM							
KVUH 88.5 FM Laytonville/Fort Bragg			Stockton/Tracy- 93.7 FM							
			Hollister -104.1 FM							
			Barstow-99.5 FM							

Outdoor - Overview

25,544,962
Net Reach

\$41,840
Net Cost

82
Paid Locations

95
Bonus Locations

- Wallgraphics were placed into the five major markets with 19 posters per area.
- The placement represented 25,544,962 impressions
- Placement was for 5 consecutive months.
- 285 showings of monthly posters were bonused throughout the period amounting to 36% bonus overall.

Media	Location	Paid Run Dates	# of Posters	Total Spend	Bonus Run Dates	# of Posters	Total Spend	Impressions
Wallraphics	Fresno	December 2, 2018 - January 27, 2019 April 8, 2019 - May 5, 2019	17	\$7,918	January 28, 2019 - March 31, 2019 May 6, 2019 to May 30, 2019	19	\$8,368	4,653,350
Wallraphics	Bakersfield		17	\$7,918		19	\$8,368	4,834,912
Wallraphics	Inland Empire		16	\$7,918		19	\$8,368	5,756,342
Wallraphics	Sacramento		16	\$7,918		19	\$8,368	4,902,145
Wallraphics	San Diego		16	\$7,918		19	\$8,368	5,398,213
Totals			82			95	\$41,840	25,544,962