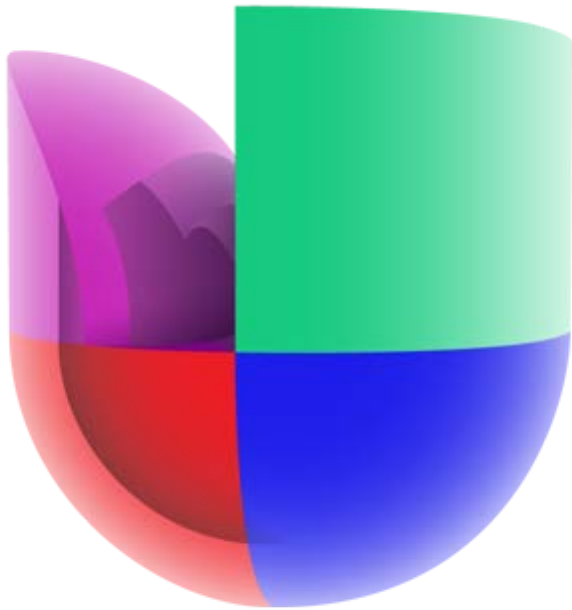


# Banda Machos

February 08, 2013

At Sheraton Hall Oceanside



Presented by:  
Teresa O. Buswell  
Senior Account Executive  
Univision Radio San Diego



# The Concept...

**KLQV Recuerdo** will help advertise and give away tickets for Banda Machos Concert at **Sheraton Hall Oceanside** on **February 08, 2013**

**From:**

**KLQV** will have On- Air giveaways which include a total of (20) pair of tickets.

Note: Each giveaway has two (2) mentions on air

- > **Ticket Distribution**
  - > On-Air



# Overview...

## KLQV- Recuerdo 102.9FM- Media Schedule:

**From: Jan 30 – Feb 03, 2013**

**A total of (15) Fifteen:60 sec commercials**

- (4) Four :60 sec commercials to air Wed-Sun, from 6am-8pm
- (8) Two :60 sec commercials to air Wed-Sun, from 6am-12m
- (3) Three :60 sec commercials to air Wed-Sun, from 12m-6a

**From: Feb 4 - 7, 2012**

**A total of (24) Twenty four :60 sec commercials**

- (8) Eight commercials to air Mon-Sun, from 6am-8pm
- (10) Ten commercials to air Mon-Sun, from 6am-12m
- (6) Six commercials to air Mon-Sun, from 12m-6am

**From: February 8, 2012**

**A total of (4) Four :60 sec commercials**

- (4) Four commercials to air Mon-Sun, from 6am-8pm



**Total 43 Commercials**



# ***Promotional Elements...***

## **KLQV Recuerdo 102.9FM**

- > 20x Promos announcing Banda Machos Concert at Sheraton Hall Oceanside on February 08, 2013.
- > (40) Mentions will consist of Call to Action, Courtesy of...
- > Mentions will air Mon-Sun from: 5am-12am

**Estimated Promotional Value: \$12,000**

**KLQV requires: 40 tickets for this promotion.**

Note: Univision Programming policy prohibits on-air contesting or giveaways for events that are "Presented by" or hosted by other radio stations. The agreement to conduct contesting or promotions for the event is made with the understanding that no other radio station will be invited to host the event.



# Summary...

## Media Schedule:

**Total:** (43) :60 Second Commercials on Recuerdo 102.9FM/KLQV

## On Air Radio Promotion

(40) Mentions on Recuerdo 102.9FM/KLQV during ticket giveaway contests

(20) Promos on Recuerdo 102.9FM/KLQV to promote the give-away

**Total Campaign announcements: 103X**

**Total Investment: \$2,500**



**Thank you for your consideration!**

**We look forward to working with**

**Sheraton Hall Oceanside**

Teresa O. Buswell

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