



Advertiser:  
**FRED ROCKENBERG**

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**FRED ROCKENBERG**

Rates guaranteed until:  
**02/11/2010**

**Market:**Phoenix  
**Survey(s):**Dec '09,Nov '09,Oct '09  
**Demographic:**Persons 25+

**:30 & :15 PLANNING RATES FOR WEEK OF FEBRUARY 2010**

**KFYI-AM**

Weeks: 2/22

Start	End	Len	Daypart/Program	Spots	Rate	Cost	AQH Rtg	GRPs	CPP	AQH	% Mkt	Freq
2/22/2010	2/26/2010	30	Mon-Fri 6a-10a	1	\$170	\$170	0.8	0.8	\$213	21,400	0.8	1.0
2/22/2010	2/26/2010	30	Mon-Fri 10a-3p	1	\$180	\$180	1.3	1.3	\$138	34,900	1.3	1.0
2/22/2010	2/26/2010	30	Mon-Fri 3p-7p	1	\$160	\$160	0.7	0.7	\$229	17,800	0.7	1.0
2/22/2010	2/26/2010	30	Mon-Fri 7p-Midnight	1	\$30	\$30	0.2	0.2	\$150	5,300	0.2	1.0
2/22/2010	2/26/2010	15	Mon-Fri 6a-10a	1	\$90	\$90	0.8	0.8	\$113	21,400	0.8	1.0
2/22/2010	2/26/2010	15	Mon-Fri 10a-3p	1	\$110	\$110	1.3	1.3	\$85	34,900	1.3	1.0
2/22/2010	2/26/2010	15	Mon-Fri 3p-7p	1	\$75	\$75	0.7	0.7	\$107	17,800	0.7	1.0
2/27/2010	2/28/2010	30	Sat-Sun 7a-7p	1	\$25	\$25	0.3	0.3	\$83	7,600	0.3	1.0
Weekly Total:				8		\$840	0.8	6.1	\$138	20,100	4.3	1.4

**Kfyi.com STREAMING**

Weeks: 2/22

Start	End	Len	Daypart/Program	Spots	Rate	Cost
2/22/2010	2/28/2010	30	Mon-Sun 5a-mid	25	\$5	\$100

This audience estimate is derived by LAN International based on Arbitron's™ copyrighted and proprietary audience estimates.

The PPM ratings are based on audience estimates and are the opinion of Arbitron™ and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market