

RADIO FLOWCHART



CALIFORNIA CITIZENS REDISTRICTING COMMISSION
2021 Media Plan
 Zone C - San Francisco DMA

MEDIA		STATIONS		SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER				TOTALS						
Broadcast Week (Mondays)		30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	Units	GM A18+		AA A18+		Hispanic A18+		
																			Reach	GIMP	Reach	GIMP	Reach	GIMP		
English																										
Broadcast Radio :30 / :60	KISQ-FM				28X	28X	28X	28X	28X	28X	28X	28X		28X	28X	28X	28X		336	16%	9,708,000	12%	374,400	19%	2,666,400	
Broadcast Radio :30 BONUS	KISQ-FM				28X	28X	28X	28X	28X	28X	28X		28X	28X	28X	28X		336								
	Total																		672		9,708,000		374,400		2,666,400	
English																										
Broadcast Radio :30 / :60	KMEL-FM				28X	28X	28X	28X	28X	28X	28X		28X	28X	28X	28X			336	11%	4,322,400	30%	900,000	17%	1,500,000	
Broadcast Radio :30 BONUS	KMEL-FM				28X	28X	28X	28X	28X	28X	28X		28X	28X	28X	28X		336								
	Total																		672		4,322,400		900,000		1,500,000	
Spanish																										
Broadcast Radio :30 / :60	KBRG-FM				24X	24X	24X	24X	24X	24X	24X	24X		24X	24X	24X	24X		288	7%	6,067,200			28%	5,668,800	
Broadcast Radio :30 BONUS	KBRG-FM				24X	24X	24X	24X	24X	24X	24X		24X	24X	24X	24X		288								
	Total																		576		6,067,200				5,668,800	
CAMPAIGN TOTAL																										
Broadcast Radio :30 / :60																			960	31%	20,097,600	38%	1,274,400	53%	9,835,200	
Broadcast Radio :30 BONUS																		960								
	CAMPAIGN TOTAL																		1,920		20,097,600		1,274,400		9,835,200	

Note: Reach and Impressions are based on 3 Month Average (April-June 21)

RADIO SELECTION



Call Letters	KISQ-FM	KMEL-FM	KBRG-FM
Dial Position	98.1	106.1	100.3
Format	Soft AC	Hip Hop/R&B	Spanish AC
Brand	98.1 The Breeze	106.1 KMEL	Amor 100.3
Slogan	#1 For Relaxing Favorites at Work	#1 For Hip Hop and R&B	Musica Con Buen Gusto
Website	981thebreeze.com	kmel.com	https://www.univision.com/radio/san-francisco-kbrg-fm

OUTDOOR SCHEDULE

Outdoor posting starting 10/4 through 11/28.

MARKET	MEDIA TYPE	UNIT # or # of UNITS	Location DESCRIPTION	FACING	ILLUMINATED	Size H x W	WKLY IMPs	PER PERIOD IMPs	START DATE	END DATE	# OF PERIODS			Hispanic Density %	African American Density %	Asian Density %
San Francisco Bay Area	Posters	36	Special Package	N/A	Yes	10'5" x 22'8"	2,916,000	11,664,000	10/4/2021	11/28/2021	2			24.9	8.1	22.8
San Francisco Bay Area	Posters	17	Poster Showing	N/A	Yes	10'5"x22'8"	1,513,000	16,533,521	10/4/2021	11/28/2021	2			N/A	N/A	N/A
San Francisco Bay Area	Bulletins	61651	Geary Blvd & 25Th Ave F/W	W	Yes	14'x48'	205,131	820,524	10/4/2021	11/28/2021	2					
							TOTALS	4,634,131	29,018,045							

POSTERS



BULLETIN

MARKET
San Francisco

BOARD #
6165-1

ADDRESS
Geary Blvd & 25Th Ave F/W



18+ Weekly Imp: 205,131

Size: 14'x48'

Area: Central Richmond District

Zip Code: 94121

Latitude: 37.77987

Longitude: -122.484393

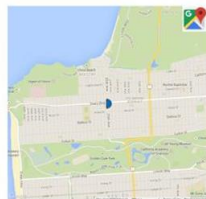
Material: Vinyl

Illuminated: Yes

Extension: Yes

Spec Sheet: B1A

geopath ID#: 484653



This unit is located on the main thoroughfare in the prestigious Central Richmond neighborhood of San Francisco. Central Richmond is home to many top-notch schools including George Washington High and Presidio Middle School. It hosts a vibrant mix of dining that includes John Campbell's Irish Bakery, Pho Gardens & Tommy's. Golden Gate Park affords many unique recreational opportunities that include archery, polo fields, fly fishing, tennis, hiking and seasonal outdoor concerts.

1695 Eastshore Hwy., Berkeley, CA 94710 | 510-527-3350

OUTFRONT

Note: Outdoor & Transit inventory availability will be updated upon negotiation with vendors.