

CONTRACT, LEASE, AGREEMENT CONTROL FORM

Date: 05/26/2016

Contract/Lease Control #: C16-2404-TDD

Bid #: N/A

Contract/Lease Type: CONTRACT

Award To/Lessee: ALLEGIANT AIR, LLC

Owner/Lessor: OKALOOSA COUNTY

Effective Date: 05/18/2016

Term: 05/17/2018

Description of Contract/Lease: PAID MEDIA SERVICES

Department: TDD

Department Monitor: SCHROEDER

Monitor's Telephone #: 850-651-7131

Monitor's FAX # or E-mail: ESCHROEDER@CO.OKALOOSA.FL.US

Closed: _____

cc: Finance Department Contracts & Grants Office

CONTRACT, LEASE, AGREEMENT CONTROL FORM

Date: 07/12/2019

Contract/Lease Control #: C16-2404-TDD

Procurement#: NA

Contract/Lease Type: CONTRACT

Award To/Lessee: ALLEGIANT AIR, LLC

Owner/Lessor: OKALOOSA COUNTY

Effective Date: 05/18/2016

Expiration Date: 05/31/2020

Description of Contract/Lease: PAID MEDIA SERVICES

Department: TDD

Department Monitor: ADAMS

Monitor's Telephone #: 850-651-7131

Monitor's FAX # or E-mail: JADAMS@MYOKALOOSA.COM

Closed:

Cc: Finance Department Contracts & Grants Office

**PROCUREMENT/CONTRACT/LEASE
INTERNAL COORDINATION SHEET**

Procurement/Contract/Lease Number: C16-2404-TDD Tracking Number: 3415-19
 Procurement/Contractor/Lessee Name: Allegiant Air Grant Funded: YES ___ NO ___
 Purpose: Amendment #3 (changing dates)
 Date/Term: May 31, 2020
 Amount: 4 million
 Department: TDD
 Dept. Monitor Name: Adams

1. GREATER THAN \$100,000
 2. GREATER THAN \$50,000
 3. \$50,000 OR LESS

Purchasing Review

Procurement or Contract/Lease requirements are met:
Victoria Taravella Date: 6/13/19
 Purchasing Manager or designee Jeff Hyde, DeRita Mason, Victoria Taravella

2CFR Compliance Review (if required)

Approved as written: _____ Grant Name: _____
 _____ Date: _____
 Grants Coordinator Danielle Garcia

Risk Management Review

Approved as written: _____ Date: 6/19/19
see email
 Risk Manager or designee Laura Porter or Krystal King

County Attorney Review

Approved as written: _____ Date: 6/21/19
see email
 County Attorney Gregory T. Stewart, Lynn Hoshihara, Kerry Parsons or Designee

Following Okaloosa County approval:

Clerk Finance

Document has been received: _____ Date: _____
 Finance Manager or designee

Victoria Taravella

From: Karen Donaldson
Sent: Wednesday, June 19, 2019 11:07 AM
To: Victoria Taravella
Subject: RE: C16-2404 Amendment 3

Victoria

This is approved by risk.

Thank you

Karen Donaldson

Karen Donaldson
Public Records and Contracts Specialist
Okaloosa County Risk Management
5479-B Old Bethel Rd.
Crestview, Fl. 32536
850.683.6207
KDonaldson@myokaloosa.com



Please note: Due to Florida's very broad public records laws, most written communications to or from county employees regarding county business are public records, available to the public and media upon request. Therefore, this written e-mail communication, including your e-mail address, may be subject to public disclosure.

From: Victoria Taravella <vtaravella@myokaloosa.com>
Sent: Thursday, June 13, 2019 1:39 PM
To: Karen Donaldson <kdonaldson@myokaloosa.com>; Edith Gibson <egibson@myokaloosa.com>
Subject: C16-2404 Amendment 3

Please review the attached for risk purposes. I've included the original and the contract. If there's any updates to risk policy from the original now is the time to change it.

Thank you,

Victoria Taravella
Contracts & Lease Coordinator
Okaloosa County Purchasing Dept.
5479A Old Bethel Road
Crestview, FL 32536

vtaravella@myokaloosa.com
Phone: (850) 689-5960
Fax: (850) 689-5970

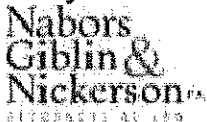
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Victoria Taravella

From: DeRita Mason
Sent: Friday, June 21, 2019 10:23 AM
To: Victoria Taravella
Subject: FW: Allegiant Amendment 3

From: Parsons, Kerry [mailto:KParsons@ngn-tally.com]
Sent: Friday, June 21, 2019 10:10 AM
To: Charlotte Dunworth <cdunworth@myokaloosa.com>; Hoshihara, Lynn <lhoshihara@ngn-tally.com>
Cc: DeRita Mason <dmason@myokaloosa.com>
Subject: RE: Allegiant Amendment 3

Thank you, this is approved.

Kerry A. Parsons, Esq.

1500 Mahan Dr. Ste. 200
Tallahassee, FL 32308
T. (850) 224-4070
kparsons@ngn-tally.com

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From: Charlotte Dunworth <cdunworth@myokaloosa.com>
Sent: Friday, June 21, 2019 11:07 AM
To: Parsons, Kerry <KParsons@ngn-tally.com>; Hoshihara, Lynn <lhoshihara@ngn-tally.com>
Cc: DeRita Mason <dmason@myokaloosa.com>
Subject: RE: Allegiant Amendment 3

Change made. Thanks and have a wonderful weekend, Kerry!

Have a great day,

Charlotte Dunworth

Please note: Due to Florida's very broad public records laws, most written communications to or from County employees regarding County business are public records, available to the public and media upon request. Therefore, this written e-mail communication, including your e-mail address, may be subject to public disclosure.

From: Parsons, Kerry <KParsons@ngn-tally.com>
Sent: Friday, June 21, 2019 9:04 AM
To: Charlotte Dunworth <cdunworth@myokaloosa.com>; Hoshihara, Lynn <lhoshihara@ngn-tally.com>

Cc: DeRita Mason <dmason@myokaloosa.com>

Subject: RE: Allegiant Amendment 3

Hey Charlotte:

The amendment looks good. My only revision is everywhere that you have "\$1M" you replace with either "\$1,000,000.00" or "one million dollars". The Board had an issue a few months ago with insurance requirements stating "\$1M" because technically "M" could be considered thousands, so they asked going forward that those be spelt out. Otherwise, this is approved for legal purposes.

Kerry A. Parsons, Esq.

**Nabors
Giblin &
Nickerson**
ATTORNEYS AT LAW

1500 Mahan Dr. Ste. 200

Tallahassee, FL 32308

T. (850) 224-4070

kparsons@ngn-tally.com

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From: Charlotte Dunworth <cdunworth@myokaloosa.com>

Sent: Friday, June 21, 2019 7:43 AM

To: Hoshihara, Lynn <lhoshihara@ngn-tally.com>; Parsons, Kerry <KParsons@ngn-tally.com>

Cc: DeRita Mason <dmason@myokaloosa.com>

Subject: FW: Allegiant Amendment 3

Good morning Kerry – revised per our conversation yesterday afternoon... thanks!

Have a great day,

Charlotte Dunworth

Please note: Due to Florida's very broad public records laws, most written communications to or from County employees regarding County business are public records, available to the public and media upon request. Therefore, this written e-mail communication, including your e-mail address, may be subject to public disclosure.

From: Charlotte Dunworth

Sent: Thursday, June 13, 2019 11:29 AM

To: DeRita Mason <dmason@myokaloosa.com>; Hoshihara, Lynn <lhoshihara@ngn-tally.com>

Cc: Victoria Taravella <vtaravella@myokaloosa.com>

Subject: Allegiant Amendment 3

Hi Victoria – please begin contract coordination... thanks!

Hi Lynn – we plan to take this amendment to TDC 6/25 & BCC 7/9. Visit Florida's Air Team program is ceasing as of June 30, 2019, so this will just be amendment to County contract. No amendment to Air Team agreement. I will forward you that info as separate email.

Have a great day,

Charlotte Dunworth
Deputy Director of Finance & Compliance
850-609-5385

DESTIN
FT. WALTON BEACH
OKALOOSA ISLAND
FLORIDA

Emerald Coast Convention & Visitors Bureau
1540 Miracle Strip Parkway SE
Fort Walton Beach, FL 32548
EmeraldCoastFL.com

EMERALD
COAST

Please note: Due to Florida's very broad public records laws, most written communications to or from County employees regarding County business are public records, available to the public and media upon request. Therefore, this written e-mail communication, including your e-mail address, may be subject to public disclosure.

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CONTRACT#: C16-2404-TDD
ALLEGIAN AIR, LLC
PAID MEDIA SERVICES
EXPIRES: 05/31/2020

AMENDMENT NO. 3 TO
AGREEMENT FOR PAID MEDIA SERVICES
TO PROMOTE SUB-COUNTY TAXING DISTRICT
(COUNTY CONTRACT # C16-2404-TDD)

This AMENDMENT NO. 3 hereby amends the Agreement for Paid Media Services to Promote Sub-County Taxing District ("Contract"), as amended, by and between Okaloosa County, Florida ("County") and Allegiant Air LLC ("Contractor"), effective May 18, 2016.

WHEREAS, the initial termination date of the Contract was May 17, 2018; and

WHEREAS, the Contract was previously extended for reimbursement of paid media placed through April 30, 2019; and

WHEREAS, the County agreed to provide an additional \$1,000,000 for Contractor's paid media through Visit Florida's Air Team Florida Program for Contractor's service expansion, including a year-round base with lengthened seasonality of existing routes and addition of new, direct, inbound flights to the Destin-Fort Walton Beach Airport; and

WHEREAS, the Air Team Florida Program ceases June 30, 2019 with the County's \$1,000,000 contribution unspent; and

WHEREAS, both parties desire to extend County Contract # C16-2404-TDD to provide for the County's unspent \$1,000,000 Air Team Florida Program funding for reimbursement of paid media placed through May 31, 2020; and

WHEREAS, both parties agree time is of the essence and that if proper invoicing is not received within sixty (60) days from the last day of each month in which the advertising campaign is in-market, such funding shall be forfeited; and

WHEREAS, both parties agree to the extent the \$1,000,000 in funding provided for under Amendment 3 is not spent as approved herein by May 2020, such balance shall be forfeited.

NOW THEREFORE, in consideration of the mutual covenants herein and other good and valuable consideration, the parties hereby agree to amend County Contract # C16-2404-TDD as follows:

(~~stricken~~ words indicate deletions, underlined words indicate additions).

1. Section 3. Term shall be amended as follows: "...shall terminate on ~~April 30, 2019~~ May 31, 2020."
2. Section 4a. Compensation and Invoices shall be amended as follows: "...an amount not to exceed ~~THREE~~ FOUR MILLION DOLLARS (\$~~34,000,000~~) for actual paid media placed between May 18, 2016 and ~~April 30, 2019~~ May 31, 2020..."
3. Section 4b. Compensation and Invoices shall be amended as follows: "...placed after ~~April 30, 2019~~ May 31, 2020..."
4. Section 4b. Compensation and Invoices shall be amended to further state: "Failure by Contractor to place media pursuant to Exhibit C as approved herein shall result in forfeiture of funding."
5. Section 4e. Compensation and Invoices shall be added as follows: "e. Failure by Contractor to provide proper invoicing within sixty (60) days from the last day of each month in which the advertising campaign is in-market shall result in forfeiture of funding for that month."

6. Exhibit C shall be added to reflect additional paid media to be placed through May 31, 2020.
7. This AMENDMENT NO. 3 shall be effective upon full execution by both parties.
8. All other provisions of the County Contract # C16-2404-TDD shall remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto have caused these presents to be executed on the day and year last herein below written.

ALLEGIANT AIR, LLC



Kimberly Downing, Director of Marketing

Date: 6/26/19

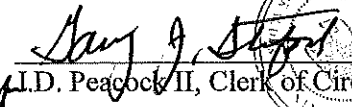
BOARD OF COUNTY COMMISSIONERS OF
OKALOOSA COUNTY, FLORIDA



Charles K. Windes, Jr., Chairman

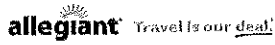
Date: JUL 09 2019

ATTEST:



P.D. Peacock II, Clerk of Circuit Court

EXHIBIT C



September 2010 - May 2010
Emerald Cost CVB \$11M CO-OP Budget

Media	Market	Total Impressions	Unit	2010												Total Cost		
				September			January			March			May					
				26	27	28	6	7	8	24	25	26	4	5	6			
BWI Radio	Baltimore	13,459,200	:30	150 GRPs 150 GRPs 66,744			150 GRPs 150 GRPs 66,700			150 GRPs 150 GRPs 66,700			150 GRPs 150 GRPs 66,700			\$ 266,844		
Total	EC-CVB CO-OP			\$ 66,744			\$ 66,700			\$ 66,700			\$ 66,700			\$ 266,844		
Total	Allegiant			\$ -			\$ -			\$ -			\$ -			\$ -		
Total	MCI	13,459,200		\$ 66,744			\$ 66,700			\$ 66,700			\$ 66,700			\$ 266,844		
EWR Pandora	Newark	11,000,000	:30 Audio + Banners	3,000,000 IMP 40,000			3,000,000 IMP 40,000			3,000,000 IMP 40,000			3,000,000 IMP 40,000			\$ 150,000		
OOH	Newark	48,834,880	Digital OOH	12,208,720 IMP 22,000			12,208,720 IMP 22,000			12,208,720 IMP 22,000			12,208,720 IMP 22,000			\$ 88,000		
Total	EC-CVB CO-OP			\$ 62,000			\$ 62,000			\$ 62,000			\$ 62,000			\$ 248,000		
Total	Allegiant			\$ -			\$ -			\$ -			\$ -			\$ -		
Total	EWR	60,834,880		\$ 62,000			\$ 62,000			\$ 62,000			\$ 62,000			\$ 248,000		
OKC Radio	Oklahoma City	7,126,800	:30	150 GRPs 150 GRPs 17,500			150 GRPs 150 GRPs 17,500			150 GRPs 150 GRPs 17,500			150 GRPs 150 GRPs 17,500			\$ 70,000		
OOH	Oklahoma City	7,950,324	Digital OOH	1,995,081 IMP 17,100			1,995,081 IMP 17,100			1,995,081 IMP 17,100			1,995,081 IMP 17,100			\$ 68,400		
Total	EC-CVB CO-OP			\$ 34,600			\$ 34,600			\$ 34,600			\$ 34,600			\$ 138,400		
Total	Allegiant			\$ -			\$ -			\$ -			\$ -			\$ -		
Total	OKC	15,107,124		\$ 34,600			\$ 34,600			\$ 34,600			\$ 34,600			\$ 138,400		
SOF Radio	Louisville	2,850,200	:30	150 GRPs 150 GRPs 15,500			150 GRPs 150 GRPs 15,500			150 GRPs 150 GRPs 15,500			150 GRPs 150 GRPs 15,500			\$ 31,000		
OOH	Louisville	5,899,280	Digital OOH	2,949,640 IMP 14,500			2,949,640 IMP 14,500			2,949,640 IMP 14,500			2,949,640 IMP 14,500			\$ 29,000		
Total	EC-CVB CO-OP			\$ 30,000			\$ 30,000			\$ 30,000			\$ 30,000			\$ 60,000		
Total	Allegiant			\$ -			\$ -			\$ -			\$ -			\$ -		
Total	OKC	8,749,480		\$ 30,000			\$ 30,000			\$ 30,000			\$ 30,000			\$ 60,000		
SGF Radio	Springfield	2,292,332	:30	150 GRPs 150 GRPs 9,500			150 GRPs 150 GRPs 9,500			150 GRPs 150 GRPs 9,500			150 GRPs 150 GRPs 9,500			\$ 19,000		
OOH	Springfield	1,816,962	Digital OOH	908,481 IMP 15,000			908,481 IMP 15,000			908,481 IMP 15,000			908,481 IMP 15,000			\$ 30,000		
Total	EC-CVB CO-OP			\$ 24,500			\$ 24,500			\$ 24,500			\$ 24,500			\$ 49,000		
Total	Allegiant			\$ -			\$ -			\$ -			\$ -			\$ -		
Total	OKC	4,109,294		\$ 24,500			\$ 24,500			\$ 24,500			\$ 24,500			\$ 49,000		
TVS Radio	Knoxville	1,901,200	:30	150 GRPs 150 GRPs 12,542			150 GRPs 150 GRPs 12,542			150 GRPs 150 GRPs 12,542			150 GRPs 150 GRPs 12,542			\$ 37,626		
OOH	Knoxville	618,376	Digital OOH	309,188 IMP 12,000			309,188 IMP 12,000			309,188 IMP 12,000			309,188 IMP 12,000			\$ 36,000		
Total	EC-CVB CO-OP			\$ 24,542			\$ 24,542			\$ 24,542			\$ 24,542			\$ 73,626		
Total	Allegiant			\$ -			\$ -			\$ -			\$ -			\$ -		
Total	OKC	2,519,776		\$ 24,542			\$ 24,542			\$ 24,542			\$ 24,542			\$ 73,626		
USA Radio	Charlotte	8,906,400	:30	150 GRPs 150 GRPs 32,000			150 GRPs 150 GRPs 32,000			150 GRPs 150 GRPs 32,000			150 GRPs 150 GRPs 32,000			\$ 64,000		
OOH	Charlotte	3,043,926	Digital OOH	1,521,963 IMP 8,200			1,521,963 IMP 8,200			1,521,963 IMP 8,200			1,521,963 IMP 8,200			\$ 16,400		
Total	EC-CVB CO-OP			\$ 40,200			\$ 40,200			\$ 40,200			\$ 40,200			\$ 80,400		
Total	Allegiant			\$ -			\$ -			\$ -			\$ -			\$ -		
Total	OKC	11,950,326		\$ 40,200			\$ 40,200			\$ 40,200			\$ 40,200			\$ 80,400		
KNA Radio	Northwest Arkansas	1,883,700	:30	150 GRPs 150 GRPs 12,200			150 GRPs 150 GRPs 12,200			150 GRPs 150 GRPs 12,200			150 GRPs 150 GRPs 12,200			\$ 33,600		
OOH	Northwest Arkansas	3,731,013	Digital OOH	1,843,671 IMP 16,710			1,843,671 IMP 16,710			1,843,671 IMP 16,710			1,843,671 IMP 16,710			\$ 50,130		
Total	EC-CVB CO-OP			\$ 27,910			\$ 27,910			\$ 27,910			\$ 27,910			\$ 83,730		
Total	Allegiant			\$ -			\$ -			\$ -			\$ -			\$ -		
Total	EWR	5,614,713		\$ 27,910			\$ 27,910			\$ 27,910			\$ 27,910			\$ 83,730		
Grand Total	EC-CVB CO-OP			\$ 163,344			\$ 215,752			\$ 310,452			\$ 310,452			\$ 1,000,000		
Grand Total	Allegiant			\$ -			\$ -			\$ -			\$ -			\$ -		
Grand Total	All Markets	127,384,793		\$ 163,344			\$ 215,752			\$ 310,452			\$ 310,452			\$ 1,000,000		
TV/Cable				\$ 84,244			\$ 107,342			\$ 164,342			\$ 164,342			\$ 522,070		
Radio				\$ 39,100			\$ 67,310			\$ 105,510			\$ 105,510			\$ 317,930		
OOH				\$ 40,000			\$ 40,000			\$ 40,000			\$ 40,000			\$ 160,000		
Cinema				\$ -			\$ -			\$ -			\$ -			\$ -		
Digital				\$ -			\$ -			\$ -			\$ -			\$ -		
Total				\$ 163,344			\$ 215,752			\$ 310,452			\$ 310,452			\$ 1,000,000		

CONTRACT, LEASE, AGREEMENT CONTROL FORM

Date: 03/29/2019

Contract/Lease Control #: C16-2404-TDD

Procurement#: NA

Contract/Lease Type: CONTRACT

Award To/Lessee: ALLEGIANT AIR, LLC

Owner/Lessor: OKALOOSA COUNTY

Effective Date: 05/18/2016

Expiration Date: 04/30/2019

Description of Contract/Lease: PAID MEDIA SERVICES

Department: TDD

Department Monitor: ADAMS

Monitor's Telephone #: 850-651-7131

Monitor's FAX # or E-mail: JADAMSMYOKALOOSA.COM

Closed:

Cc: Finance Department Contracts & Grants Office

**PROCUREMENT/CONTRACT/LEASE
INTERNAL COORDINATION SHEET**

Procurement/Contract/Lease Number: C16-2404-TPO Tracking Number: 330619
Procurement/Contractor/Lessee Name: All-egiant Air LLC Grant Funded: YES ___ NO X
Purpose: amendment
Date/Term: 5-31-19 1. GREATER THAN \$100,000
Amount: _____ 2. GREATER THAN \$50,000
Department: TPO 3. \$50,000 OR LESS
Dept. Monitor Name: Adams

Purchasing Review

Procurement or Contract/Lease requirements are met:
DeRita Mason Date: 3-6-19
Purchasing Manager or designee Jeff Hyde, DeRita Mason, Victoria Taravella

2CFR Compliance Review (if required)

Approved as written: see email attached Grant Name: _____
NO Fedia funds Date: _____
Grants Coordinator Danielle Garcia

Risk Management Review

Approved as written: see email attached Date: 3-6-19
Risk Manager or designee Laura Porter or Krystal King

County Attorney Review

Approved as written: see email attached Date: 3/2/19
County Attorney Gregory T. Stewart, Lynn Hoshihara, Kerry Parsons or Designee

Following Okaloosa County approval:

Clerk Finance

Document has been received: _____ Date: _____
Finance Manager or designee

DeRita Mason

From: Karen Donaldson
Sent: Wednesday, March 06, 2019 2:41 PM
To: DeRita Mason
Subject: RE: Allegiant - contract coordination

DeRita

This is approved by risk.

Thank you

Karen Donaldson

Karen Donaldson
Public Records and Contracts Specialist
Okaloosa County Risk Management
5479-B Old Bethel Rd.
Crestview, Fl. 32536
850.683.6207
KDonaldson@myokaloosa.com



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From: DeRita Mason <dmason@myokaloosa.com>
Sent: Wednesday, March 6, 2019 2:05 PM
To: Parsons, Kerry <KParsons@ngn-tally.com>
Cc: Karen Donaldson <kdonaldson@myokaloosa.com>; Edith Gibson <egibson@myokaloosa.com>
Subject: FW: Allegiant - contract coordination

Please review and approve the attached.

Thank you,

DeRita

From: Charlotte Dunworth
Sent: Wednesday, March 06, 2019 1:27 PM
To: DeRita Mason <dmason@myokaloosa.com>
Subject: Allegiant - contract coordination

DeRita Mason

From: Parsons, Kerry <KParsons@ngn-tally.com>
Sent: Tuesday, March 12, 2019 12:35 PM
To: DeRita Mason
Cc: Karen Donaldson; Edith Gibson
Subject: RE: Allegiant - contract coordination

This is approved, it will need to go back to the BOCC as it is retroactive.

Kerry A. Parsons, Esq.



1500 Mahan Dr. Ste. 200
Tallahassee, FL 32308
T. (850) 224-4070
kparsons@ngn-tally.com

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From: DeRita Mason <dmason@myokaloosa.com>
Sent: Wednesday, March 6, 2019 3:05 PM
To: Parsons, Kerry <KParsons@ngn-tally.com>
Cc: Karen Donaldson <kdonaldson@myokaloosa.com>; Edith Gibson <egibson@myokaloosa.com>
Subject: FW: Allegiant - contract coordination

Please review and approve the attached.

Thank you,

DeRita

From: Charlotte Dunworth
Sent: Wednesday, March 06, 2019 1:27 PM
To: DeRita Mason <dmason@myokaloosa.com>
Subject: Allegiant - contract coordination

Hi DeRita – please begin contract coordination.

Notes:

- Amendment retroactive to May 18, 2018
- Allegiant to provide media plan to be inserted in Exhibit B within the next several days
- Agmt to TDC 3/19 & BCC 3/25

Have a great day,

CONTRACT#: C16-2404-TDD
ALLEGIANT AIR, LLC
PAID MEDIA SERVICES
EXPIRES: 04/30/2019

AMENDMENT NO. 2 TO
AGREEMENT FOR PAID MEDIA SERVICES
TO PROMOTE SUB-COUNTY TAXING DISTRICT
(COUNTY CONTRACT # C16-2404-TDD)

This AMENDMENT NO. 2 hereby amends the Agreement for Paid Media Services to Promote Sub-County Taxing District ("County Contract # C16-2404-TDD"), as amended, by and between Okaloosa County, Florida ("County") and Allegiant Air LLC ("Contractor"), effective May 18, 2016, for paid media services.

WHEREAS, a portion of the Contractor's paid media services were reimbursed under the Air Team Florida Program Agreement; and

WHEREAS, the Contractor continues to provide new, direct, inbound flights to the Destin-Fort Walton Beach Airport; and

WHEREAS, the County desires to extend County Contract # C16-2404-TDD to provide for reimbursement of actual paid media placed through April 30, 2019.

NOW THEREFORE, in consideration of the mutual covenants herein and other good and valuable consideration, the parties hereby agree to amend County Contract # C16-2404-TDD as follows:

(~~stricken~~ words indicate deletions, underlined words indicate additions).

1. Section 3. Term shall be amended as follows: "...shall terminate on ~~May 17, 2018~~ April 30, 2019."
2. Section 4a. Compensation and Invoices shall be amended as follows: "...for actual paid media placed between May 18, 2016 and ~~May 17, 2018~~ April 30, 2019..."
3. Section 4b. Compensation and Invoices shall be amended as follows: "...placed after ~~May 17, 2018~~ April 30, 2019..."
4. Exhibit B Media Plan shall be amended to reflect paid media placed through April 30, 2019.
5. The parties agree to comply with the Federal Regulations as set forth in Exhibit C, which is expressly incorporated herein as part of County Contract # C16-2404-TDD.
6. This AMENDMENT NO. 2 shall be retroactive to May 18, 2018.
7. All other provisions of the County Contract # C16-2404-TDD shall remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto have caused these presents to be executed on the day and year last herein below written.

ALLEGIANT AIR, LLC



Signature

Kimberly Downing

Printed Name & Title

Director of marketing
Date: 3/15/19

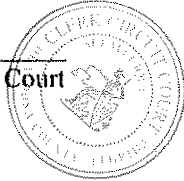
BOARD OF COUNTY COMMISSIONERS OF
OKALOOSA COUNTY, FLORIDA

Charles K. Windes, Jr.
Charles K. Windes, Jr., Chairman



ATTEST:

J.D. Peabock II
J.D. Peabock II, Clerk of Circuit Court



Date: ~~MAR 28 2018~~ MAR 26 2019
McCarson

EXHIBIT B

allegiant

Allegiant
 9/5 March / April 2019
 Terminal East CVR 5514 Air Co Op Budget

Media	Market	Total opportunity	Rate	2019												Total Cost		
				March						April								
				25	4	11	18	25	1	8	15	22						
IND Rate	Indianapolis	3,214,300	40															
GRH	Indianapolis	2,194,173	34 Digital Pencil															
Total	EC CVR CD OP																	
Total	Allegiant																	
Total	IND	5,378,473																
PIT Rate	Pittsburgh	2,515,200	40															
GRH	Pittsburgh	1,667,980	34 Digital Pencil															
Total	EC CVR CD OP																	
Total	Allegiant																	
Total	PIT	4,178,180																
TUL Rate	Tulsa	1,695,100	40															
GRH	Tulsa	3,062,880	34 Digital Pencil															
Total	EC CVR CD OP																	
Total	Allegiant																	
Total	TUL	4,758,480																
AUS Rate	Austin	4,191,800	40															
GRH	Austin	1,255,155	34 Content															
Total	EC CVR CD OP																	
Total	Allegiant																	
Total	AUS	5,446,455																
OMA Rate	Omaha	1,544,850	40															
GRH	Omaha	2,065,517	34 Digital Pencil															
Total	EC CVR CD OP																	
Total	Allegiant																	
Total	OMA	3,608,567																
MEM Rate	Memphis	2,565,200	40															
GRH	Memphis	1,790,000	34 Digital Pencil															
Total	EC CVR CD OP																	
Total	Allegiant																	
Total	MEM	3,565,200																
LCK Rate	Charlotte	3,773,700	40															
GRH	Charlotte	975,467	34 Digital Pencil															
Total	EC CVR CD OP																	
Total	Allegiant																	
Total	LCK	4,699,167																

Market	Market	Total Support Cost	Unit	2010											Total Cost		
				March						April							
				25	4	11	18	25	1	8	15	22					
CVE Radio	Cleveland	2,272,200	30						150 GRPs	150 GRPs	150 GRPs				12,500	\$	45,000
COB	Cleveland	2,859,116	Fx Digital Part 1													\$	11,796
Total	FC CVR CD OP														\$		79,296
Total	Allegiant														\$		17,500
Total	CVE	4,641,316													\$		48,796
TVS Radio	Knoxville	398,800	30						150 GRPs	150 GRPs						\$	15,000
COB	Knoxville	309,188	Fx Digital Part 1													\$	12,000
Total	FC CVR CD OP														\$		25,000
Total	Allegiant														\$		
Total	TVS	1,267,988													\$		35,000
SDF Radio	Toledo	2,178,000	30						150 GRPs	150 GRPs	150 GRPs					\$	22,500
COB	Toledo	2,949,460	Fx Digital Part 1													\$	15,000
Total	FC CVR CD OP														\$		37,500
Total	Allegiant														\$		
Total	SDF	5,127,460													\$		37,500
SGF Radio	Springfield, MO	1,719,450	30								150 GRPs	150 GRPs	150 GRPs			\$	15,000
COB	Springfield, MO	1,000,000	Fx Digital Part 1										1,000,000 IMP			\$	15,000
Total	FC CVR CD OP														\$		28,000
Total	Allegiant														\$		
Total	SGF	2,719,450													\$		28,000
USA Radio	Chattanooga	3,898,400	30						150 GRPs	150 GRPs						\$	45,000
COB	Chattanooga	525,900	Fx Digital Part 1													\$	8,200
Total	FC CVR CD OP														\$		43,200
Total	Allegiant														\$		
Total	USA	3,924,300													\$		43,200
MCI Radio	Kansas City	3,732,750	30						150 GRPs	150 GRPs	150 GRPs					\$	45,000
COB	Kansas City	1,957,872	Fx Digital Part 1													\$	8,334
Total	FC CVR CD OP														\$		53,334
Total	Allegiant														\$		
Total	MCI	5,690,622													\$		53,334
Grand Total	FC CVR CD OP														\$		278,861
Grand Total	Allegiant														\$		282,370
Grand Total	All Markets	18,756,595													\$		563,231
TV/Choice																	
Radio									194,476						\$		414,726
COB									79,385						\$		133,785
Dinemia															\$		14,650
Digital																	
Total		54,990,465													\$		563,231

Exhibit C

Title VI Clauses for Compliance with Nondiscrimination Requirements

Compliance with Nondiscrimination Requirements

During the performance of this contract, the contractor, for itself, its assignees, and successors in interest (hereinafter referred to as the "contractor") agrees as follows:

Compliance with Regulations: The contractor (hereinafter includes consultants) will comply with the Title VI List of Pertinent Nondiscrimination Acts And Authorities, as they may be amended from time to time, which are herein incorporated by reference and made a part of this contract.

Non-discrimination: The contractor, with regard to the work performed by it during the contract, will not discriminate on the grounds of race, color, or national origin in the selection and retention of subcontractors, including procurements of materials and leases of equipment. The contractor will not participate directly or indirectly in the discrimination prohibited by the Nondiscrimination Acts and Authorities, including employment practices when the contract covers any activity, project, or program set forth in Appendix B of 49 CFR part 21.

Solicitations for Subcontracts, Including Procurements of Materials and Equipment: In all solicitations, either by competitive bidding, or negotiation made by the contractor for work to be performed under a subcontract, including procurements of materials, or leases of equipment, each potential subcontractor or supplier will be notified by the contractor of the contractor's obligations under this contract and the Nondiscrimination Acts And Authorities on the grounds of race, color, or national origin.

Information and Reports: The contractor will provide all information and reports required by the Acts, the Regulations, and directives issued pursuant thereto and will permit access to its books, records, accounts, other sources of information, and its facilities as may be determined by the sponsor or the Federal Aviation Administration to be pertinent to ascertain compliance with such Nondiscrimination Acts And Authorities and instructions. Where any information required of a contractor is in the exclusive possession of another who fails or refuses to furnish the information, the contractor will so certify to the sponsor or the Federal Aviation Administration, as appropriate, and will set forth what efforts it has made to obtain the information.

Sanctions for Noncompliance: In the event of a contractor's noncompliance with the Non-discrimination provisions of this contract, the sponsor will impose such contract sanctions as it or the Federal Aviation Administration may determine to be appropriate, including, but not limited to:

- a. Withholding payments to the contractor under the contract until the contractor complies; and/or
- b. Cancelling, terminating, or suspending a contract, in whole or in part.

Incorporation of Provisions: The contractor will include the provisions of paragraphs one through six in every subcontract, including procurements of materials and leases of equipment, unless exempt by the Acts, the Regulations and directives issued pursuant thereto. The contractor will take action with respect to any subcontract or procurement as the sponsor or the Federal Aviation Administration may direct as a means of enforcing such provisions including sanctions for noncompliance. Provided, that if the contractor becomes involved in, or is threatened with

litigation by a subcontractor, or supplier because of such direction, the contractor may request the sponsor to enter into any litigation to protect the interests of the sponsor. In addition, the contractor may request the United States to enter into the litigation to protect the interests of the United States.

Title VI List of Pertinent Nondiscrimination Acts and Authorities

Title VI List of Pertinent Nondiscrimination Acts and Authorities

During the performance of this contract, the contractor, for itself, its assignees, and successors in interest (hereinafter referred to as the "contractor") agrees to comply with the following non-discrimination statutes and authorities; including but not limited to:

- Title VI of the Civil Rights Act of 1964 (42 U.S.C. § 2000d *et seq.*, 78 stat. 252), (prohibits discrimination on the basis of race, color, national origin);
- 49 CFR part 21 (Non-discrimination In Federally-Assisted Programs of The Department of Transportation—Effectuation of Title VI of The Civil Rights Act of 1964);
- The Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970, (42 U.S.C. § 4601), (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
- Section 504 of the Rehabilitation Act of 1973, (29 U.S.C. § 794 *et seq.*), as amended, (prohibits discrimination on the basis of disability); and 49 CFR part 27;
- The Age Discrimination Act of 1975, as amended, (42 U.S.C. § 6101 *et seq.*), (prohibits discrimination on the basis of age);
- Airport and Airway Improvement Act of 1982, (49 USC § 471, Section 47123), as amended, (prohibits discrimination based on race, creed, color, national origin, or sex);
- The Civil Rights Restoration Act of 1987, (PL 100-209), (Broadened the scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, The Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of the terms "programs or activities" to include all of the programs or activities of the Federal-aid recipients, sub-recipients and contractors, whether such programs or activities are Federally funded or not);
- Titles II and III of the Americans with Disabilities Act of 1990, which prohibit discrimination on the basis of disability in the operation of public entities, public and private transportation systems, places of public accommodation, and certain testing entities (42 U.S.C. §§ 12131 – 12189) as implemented by Department of Transportation regulations at 49 CFR parts 37 and 38;
- The Federal Aviation Administration's Non-discrimination statute (49 U.S.C. § 47123) (prohibits discrimination on the basis of race, color, national origin, and sex);
- Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations, which ensures non-discrimination against minority populations by discouraging programs, policies, and activities with disproportionately high and adverse human health or environmental effects on minority and low-income populations;
- Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency, and resulting agency guidance, national origin discrimination includes discrimination because of limited English proficiency (LEP). To ensure compliance with Title VI, you must take reasonable steps to ensure that LEP persons have meaningful access to your programs (70 Fed. Reg. at 74087 to 74100);
- Title IX of the Education Amendments of 1972, as amended, which prohibits you from discriminating because of sex in education programs or activities (20 U.S.C. 1681 *et seq.*).

FEDERAL FAIR LABOR STANDARDS ACT (FEDERAL MINIMUM WAGE)

All contracts and subcontracts that result from this solicitation incorporate by reference the provisions of 29 CFR part 201, the Federal Fair Labor Standards Act (FLSA), with the same force and effect as if given in full text. The FLSA sets minimum wage, overtime pay, recordkeeping, and child labor standards for full and part time workers.

The [*contractor* | *consultant*] has full responsibility to monitor compliance to the referenced statute or regulation. The [*contractor* | *consultant*] must address any claims or disputes that arise from this requirement directly with the U.S. Department of Labor – Wage and Hour Division

OCCUPATIONAL SAFETY AND HEALTH ACT OF 1970

All contracts and subcontracts that result from this solicitation incorporate by reference the requirements of 29 CFR Part 1910 with the same force and effect as if given in full text. Contractor must provide a work environment that is free from recognized hazards that may cause death or serious physical harm to the employee. The Contractor retains full responsibility to monitor its compliance and their subcontractor's compliance with the applicable requirements of the Occupational Safety and Health Act of 1970 (20 CFR Part 1910). Contractor must address any claims or disputes that pertain to a referenced requirement directly with the U.S. Department of Labor – Occupational Safety and Health Administration.

E-VERIFY

Enrollment and verification requirements.

- (1) If the Contractor is not enrolled as a Federal Contractor in E-Verify at time of contract award, the Contractor shall-
 - a. Enroll. Enroll as a Federal Contractor in the E-Verify Program within thirty (30) calendar days of contract award;
 - b. Verify all new employees. Within ninety (90) calendar days of enrollment in the E-Verify program, begin to use E-Verify to initiate verification of employment eligibility of all new hires of the Contractor, who are working in the United States, whether or not assigned to the contract, within three (3) business days after the date of hire (but see paragraph (b)(3) of this section); and,
 - c. Verify employees assigned to the contract. For each employee assigned to the contract, initiate verification within ninety (90) calendar days after date of enrollment or within thirty (30) calendar days of the employee's assignment to the contract, whichever date is later (but see paragraph (b)(4) of this section.)
- (2) If the Contractor is enrolled as a Federal Contractor in E-Verify at time of contract award, the Contractor shall use E-Verify to initiate verification of employment eligibility of
 - a. All new employees.
 - i. Enrolled ninety (90) calendar days or more. The Contractor shall initiate verification of all new hires of the Contractor, who are working in the

United States, whether or not assigned to the contract, within three (3) business days after the date of hire (but see paragraph (b)(3) of this section); or

b. Enrolled less than ninety (90) calendar days. Within ninety (90) calendar days after enrollment as a Federal Contractor in E-Verify, the Contractor shall initiate verification of all new hires of the contractor, who are working in the United States, whether or not assigned to the contract, within three (3) business days after the date of hire (but see paragraph (b)(3) of this section); or

ii. Employees assigned to the contract. For each employee assigned to the contract, the Contractor shall initiate verification within ninety (90) calendar days after date of contract award or within thirty (30) days after assignment to the contract, whichever date is later (but see paragraph (b)(4) of this section.)

(3) If the Contractor is an institution of higher education (as defined at 20 U.S.C. 1001(a)); a State of local government or the government of a Federally recognized Indian tribe, or a surety performing under a takeover agreement entered into with a Federal agency pursuant to a performance bond, the Contractor may choose to verify only employees assigned to the contract, whether existing employees or new hires. The Contractor shall follow the applicable verification requirements of (b)(1) or (b)(2), respectively, except that any requirement for verification of new employees applies only to new employees assigned to the contract.

(4) Option to verify employment eligibility of all employees. The Contractor may elect to verify all existing employees hired after November 6, 1986 (after November 27, 2009, in the Commonwealth of the Northern Mariana Islands), rather than just those employees assigned to the contract. The Contractor shall initiate verification for each existing employee working in the United States who was hired after November 6, 1986 (after November 27, 2009, in the Commonwealth of the Northern Mariana Islands), within one hundred eighty (180) calendar days of-

i. Enrollment in the E-Verify program; or

ii. Notification to E-Verify Operations of the Contractor's decision to exercise this option, using the contract information provided in the E-Verify program Memorandum of Understanding (MOU)

(5) The Contractor shall comply, for the period of performance of this contract, with the requirements of the E-Verify program MOU.

i. The Department of Homeland Security (DHS) or the Social Security Administration (SSA) may terminate the Contractor's MOU and deny access to the E-Verify system in accordance with the terms of the MOU. In such case, the Contractor, will be referred to a suspension or debarment official.

ii. During the period between termination of the MOU and a decision by the suspension or debarment official whether to suspend or debar, the contractor is excused from its obligations under paragraph (b) of this clause. If the suspension or debarment official determines not to suspend or debar the Contractor, then the Contractor must reenroll in E-Verify.

iii. Web site. Information on registration for and use of the E-Verify program can be obtained via the Internet at the Department of Homeland Security Web site: <http://www.dhs.gov/E-Verify>.

Individuals previously verified. The Contractor is not required by this clause to perform additional employment verification using E-Verify for any employee-

- (a) Whose employment eligibility was previously verified by the Contractor through the E-Verify program;
- (b) Who has been granted and holds an active U.S. Government security clearance for access to confidential, secret, or top secret information in accordance with the National Industrial Security Program Operating Manual; or
- (c) Who has undergone a completed background investigation and been issued credentials pursuant to Homeland Security Presidential Directive (HSPD)-12. Policy for a Common Identification Standard for Federal Employees and Contractors.

Subcontracts. The Contractor shall include the requirements of this clause, including this paragraph € (appropriately modified for identification of the parties in each subcontract that-

- (1) Is for-(i) Commercial and noncommercial services (except for commercial services that are part of the purchase of a COTS item (or an item that would be a COTS item, but for minor modifications), performed by the COTS provider, and are normally provided for that COTS item); or
 - (ii) Construction;
- (2) Has a value of more than \$3,500; and
- (3) Includes work performed in the United States.

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CONTRACT, LEASE, AGREEMENT CONTROL FORM

Date: 03/24/2017

Contract/Lease Control #: C16-2404-TDD

Bid #: NA

Contract/Lease Type: CONTRACT

Award To/Lessee: ALLEGIAN AIR, LLC

Owner/Lessor: OKALOOSA COUNTY

Effective Date: 05/18/2016

Expiration Date: 05/17/2018

Description of Contract/Lease: PAID MEDIA SERVICES

Department: TDD

Department Monitor: JONES

Monitor's Telephone #: 850-651-7131

Monitor's FAX # or E-mail: DJONES@CO.OKALOOSA.FL.US

Closed:

Cc: Finance Department Contracts & Grants Office

CONTRACT & LEASE INTERNAL COORDINATION SHEET

Contract/Lease Number: <u>C16-2404-TDD</u>	Tracking Number: <u>2266-17</u>
Contractor/Lessee Name: <u>Allegiant Air, Inc</u>	Grant Funded: YES ___ NO ___
Purpose: <u>Paid media services</u>	
Date/Term: <u>May 17, 2018</u>	1. <input type="checkbox"/> GREATER THAN \$50,000
Amount: _____	2. <input type="checkbox"/> GREATER THAN \$25,000
Department: <u>TDD</u>	3. <input type="checkbox"/> \$25,000 OR LESS
Dept. Monitor Name: <u>Dunworth</u>	
Document has been reviewed and includes any attachments or exhibits.	

Purchasing Review	
Procurement requirements are met:	
<u>Ch Powell</u> Purchasing Director or designee	Date: <u>4/16/2017</u> Greg Kisela, Charles Powell, DeRita Mason, Matthew Young

Risk Management Review	
Approved as written:	
<u>Krystal King</u> Risk Manager or designee	Date: <u>2-20-17</u> Laura Porter or Krystal King

County Attorney Review	
Approved as written: <u>see approval dated 2/15/2017</u>	
_____ County Attorney	Date: _____ Gregory T. Stewart, Lynn Hoshihara, Kerry Parsons or Designee

Following Okaloosa County approval:

Contracts & Grants	
Document has been received:	
_____ Contracts & Grants Manager	Date: _____

**TOURIST DEVELOPMENT DEPARTMENT
CONTRACT APPROVAL FORM**

CONTRACTOR NAME: ALLEGIANT AIR, INC.
PURPOSE: Paid Media Services (Amendment No. 1)
TERM: May 17, 2018
AMOUNT: Not to exceed \$3 million

I have reviewed the above-referenced Contract and find it to be in compliance with the Tourist Development Department Operations & Procedures Manual, the Okaloosa County Purchasing Manual and applicable local, state and federal laws, rules and regulations.

(Initial applicable authorization)

This approval authorizes the contract to be entered into by the County and executed by the appropriate authorizing official in accordance with the Okaloosa County Purchasing Manual.

This approval authorizes the payment under the Contract to be processed for payment.

APPROVED AS TO FORM AND LEGALITY:



TDD ATTORNEY

LYNN HOSHIHARA

FEBRUARY 15, 2017

Contract # C16-2404-TDD
ALLEGIANT AIR LLC
PAID MEDIA SERVICES
EXPIRES: 05/17/2018

AMENDMENT NO. 1 TO
AGREEMENT FOR PAID MEDIA SERVICES
TO PROMOTE SUB-COUNTY TAXING DISTRICT
(COUNTY CONTRACT # C16-2404-TDD)

This AMENDMENT NO. 1 hereby amends the Agreement for Paid Media Services to Promote Sub-County Taxing District (County Contract # C16-2404-TDD) by and between Okaloosa County, Florida ("County") and Allegiant Air LLC ("Contractor") for paid media services.

WHEREAS, the Scope of Services provides for reimbursement of paid media costs only; and

WHEREAS, on January 3, 2017 the Board authorized up to \$125K for a guerilla media activation; and

WHEREAS, the guerilla media activation includes elements other than paid media.

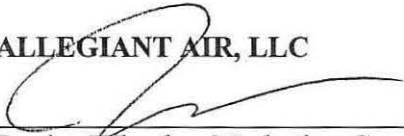
NOW THEREFORE, in consideration of the mutual covenants herein and other good and valuable consideration, the parties hereby agree to amend the Agreement for Paid Media Services to Promote Sub-County Taxing District (County Contract # C16-2404-TDD) as follows:

(~~stricken~~ words indicate deletions, underlined words indicate additions).

1. Exhibit A, Scope, shall be amended as follows: "Contractor will be reimbursed for actual paid media costs ~~only~~ and other activities as authorized in advance by the Board."
2. This AMENDMENT NO. 1 shall be effective retroactively to January 3, 2017.
3. All other provisions of the Agreement for Paid Media Services to Promote Sub-County Taxing District (County Contract # C16-2404-TDD) shall remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto have caused these presents to be executed on the day and year last hereinbelow written.

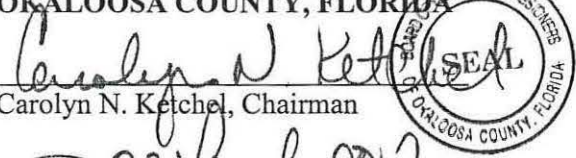
ALLEGIANT AIR, LLC



Jessica Wheeler, Marketing Communications Director

Date: 2/28/2017

BOARD OF COUNTY COMMISSIONERS OF
OKALOOSA COUNTY, FLORIDA



Carolyn N. Ketchel, Chairman

Date: 2/28/2017

ATTEST:



J.D. Peacock II, Clerk of Circuit Court

CERTIFIED A TRUE
AND CORRECT COPY
JD PEACOCK II
CLERK CIRCUIT COURT
BY 
DEPUTY CLERK
DATE 3/23/17





CA# 39

BOARD OF COUNTY COMMISSIONERS AGENDA REQUEST

DATE: March 7, 2017
TO: Honorable Chairman and Members of the Board
FROM: Darrel Jones
SUBJECT: Allegiant Air media buy sheets over \$50K
DEPARTMENT: Tourist Development Department
BCC DISTRICT: 2,4,5

STATEMENT OF ISSUE: Request approval of Allegiant Air media buy sheets in excess of \$50,000 for 2017.

BACKGROUND: On May 17, 2016 the Board approved a contract with Allegiant Air (C16-2404-TDD) for paid media services in an amount not to exceed \$3M during the period May 2016 - May 2018. Allegiant Air has provided its 2017 Media Plan for approval pursuant to Exhibit A, Paid Media Approval. Exhibit A of the contract also states "The media buy sheet will be approved in accordance with the County's procurement approval thresholds."

Although only media buy sheets in excess of \$50K require Board approval, the full list is provided here in the interest of transparency:

<u>March</u>	<u>Media</u>	<u>Purchasing Director</u>	<u>County Administrator</u>	<u>Board</u>
AUS Austin	Radio 3/6-3/19	0	\$41,497.00	0
AUS Austin	Cinema 3/6-3/26	\$13,543.00	0	0
BLV St. Louis	Radio 3/6-3/19	0	\$31,137.20	0
BLV St. Louis	Billboard 3/6-3/26	\$14,000.00	0	0
BWI Baltimore	Radio 3/6-3/19	0	0	\$58,237.75
BWI Baltimore/DC	Radio 3/6-3/19	0	0	\$116,108.30
BWI Baltimore/DC	Billboard 3/6-3/19	\$10,000.00	0	0
CLE Cleveland	Radio 3/6-3/26	0	0	\$56,924.50
CLE Cleveland	Billboard 3/6-3/26	\$11,250.00	0	0
CLE Cleveland	Cinema 3/6-3/26	\$12,307.00	0	0
CVG Cincinnati	Radio 3/6-3/19	0	\$39,494.40	0
CVG Cincinnati	Billboard 3/6-3/26	\$18,093.00	0	0
EWR New Jersey	Billboard 3/6-3/26	\$10,000.00	0	0
EWR New Jersey/NY	Cinema 3/6-3/26	\$13,393.00	0	0
IND Indianapolis	Radio 3/6-3/19	0	\$29,279.95	0
IND Indianapolis	Billboard 3/6-3/26	\$10,000.00	0	0
LCK Columbus	Radio 3/6-3/19	0	\$26,426.50	0
LCK Columbus	Billboard 3/6-3/26	\$11,000.00	0	0
MCI Kansas City	Radio 3/6-3/19	0	\$30,098.50	0
MCI Kansas City	Billboard 3/6-3/26	\$9,491.25	0	0
MEM Memphis	Radio 3/6-3/19	\$17,788.80	0	0
MEM Memphis	Billboard 3/6-3/26	\$6,000.00	0	0

OKC Oklahoma City	Radio 3/6-3/19	\$21,198.15	0	0
OKC Oklahoma City	Billboard 3/6-3/26	\$17,400.00	0	0
PIA Peoria	Radio 3/6-3/19	\$5,513.10	0	0
PIA Peoria	Cinema 3/10-3/30	\$3,823.00	0	0
PIT Pittsburgh	Radio 3/6-3/19	0	\$34,790.50	0
PIT Pittsburgh	Billboard 3/6-3/26	\$18,700.00	0	0
SDF Louisville	Radio 3/6-3/19	\$15,385.00	0	0
SDF Louisville	Cinema 3/10-3/30	\$6,455.50	0	0
SGF Springfield	TV 3/6-3/19	0	\$27,421.00	0
SGF Springfield	Radio 3/6-3/19	\$6,626.60	0	0
TYS Knoxville	TV 3/6-3/19	\$24,594.75	0	0
TYS Knoxville	Radio 3/6-3/19	\$12,996.50	0	0
TYS Knoxville	Billboard 3/6-3/26	<u>\$10,600.00</u>	<u>0</u>	<u>0</u>
		\$300,158.65	\$260,145.05	\$231,270.55

May

AUS Austin	Radio 5/8-5/21	0	\$42,593.50	0
AUS Austin	Cinema 5/8-5/28	\$13,543.00	0	0
BLV St. Louis	Radio 5/8-5/21	0	\$31,137.20	0
BLV St. Louis	Billboard 5/8-5/28	\$14,000.00	0	0
BWI Baltimore	Radio 5/8-5/21	0	0	\$58,760.50
BWI Baltimore/DC	Radio 5/8-5/21	0	0	\$119,878.05
BWI Baltimore/DC	Billboard 5/8-5/21	\$10,000.00	0	0
CLE Cleveland	Radio 5/8-5/21	0	0	\$58,492.75
CLE Cleveland	Billboard 5/8-5/28	\$11,250.00	0	0
CLE Cleveland	Cinema 5/8-5/28	\$12,307.00	0	0
CVG Cincinnati	Radio 5/8-5/21	0	\$42,894.40	0
CVG Cincinnati	Billboard 5/8-5/28	\$18,093.00	0	0
EWR New Jersey	Billboard 5/8-5/28	\$10,000.00	0	0
EWR New Jersey/NY	Cinema 5/8-5/28	\$13,643.00	0	0
IND Indianapolis	Radio 5/8-5/21	0	\$29,219.60	0
IND Indianapolis	Billboard 5/8-5/28	\$10,000.00	0	0
LCK Columbus	Radio 5/8-5/21	0	\$26,571.00	0
LCK Columbus	Billboard 5/8-5/28	\$11,000.00	0	0
MCI Kansas City	Radio 5/8-5/21	0	\$33,583.50	0
MCI Kansas City	Billboard 5/8-5/28	\$9,414.97	0	0
MEM Memphis	Radio 5/8-5/21	\$20,699.20	0	0
MEM Memphis	Billboard 5/8-5/28	\$6,000.00	0	0
OKC Oklahoma City	Radio 5/8-5/21	\$22,496.10	0	0
OKC Oklahoma City	Billboard 5/8-5/28	\$17,400.00	0	0
PIA Peoria	Radio 5/8-5/21	\$5,483.35	0	0
PIA Peoria	Cinema 5/12-6/1	\$3,823.00	0	0
PIT Pittsburgh	Radio 5/8-5/21	0	\$36,499.00	0
PIT Pittsburgh	Billboard 5/8-5/28	\$18,700.00	0	0

SDF Louisville	Radio 5/8-5/21	\$14,904.75	0	0
SDF Louisville	Cinema 5/12-6/1	\$6,455.50	0	0
SGF Springfield	TV 5/8-5/21	0	\$28,058.50	0
SGF Springfield	Radio 5/8-5/21	\$6,372.45	0	0
TYS Knoxville	TV 5/8-5/21	0	\$25,500.00	0
TYS Knoxville	Radio 5/8-5/21	\$14,798.50	0	0
TYS Knoxville	Billboard 5/8-5/28	<u>\$10,600.00</u>	<u>0</u>	<u>0</u>
		\$280,983.82	\$296,056.70	\$237,131.30

September

BLV St. Louis	Radio 9/4-9/17	0	\$31,324.20	0
BLV St. Louis	Billboard 9/4-9/24	\$14,000.00	0	0
CVG Cincinnati	Radio 9/7-9/17	0	\$41,500.40	0
CVG Cincinnati	Billboard 9/4-9/24	<u>\$18,093.00</u>	<u>0</u>	<u>0</u>
		\$32,093.00	\$72,824.60	\$0

OPTIONS: Approve or Disapprove

RECOMMENDATION: Approve Allegiant Air media buy sheets in excess of \$50,000 for 2017, and authorize the Chairman to sign.

Darrel Jones

 Darrel Jones, Interim Director 2/27/2017

RECOMMENDED BY:

APPROVED BY:

John Hofstad, County Administrator

THE HEART OF FLORIDA'S
**EMERALD
 COAST**
 DESTIN | FT. WALTON BEACH
 OKALOOSA ISLAND

TOURIST DEVELOPMENT DEPARTMENT MEMORANDUM

DATE: February 20, 2017
 TO: John Hofstad, County Administrator
 FROM: Darrel Jones, Interim Tourist Development Department Director
 SUBJECT: 2017 Media Buy Approval – in excess of \$50,000
 Allegiant Air Contract C16-2404-TDD

Attached are media buy sheets for 2017 requiring Board approval, as well as the media plan to be presented to the Board on March 7. Media buy sheets for TV and radio are set up to reflect billing month. Media buy sheets for out-of-home are set up based on placement rather than month. These buy sheets will be placed on the March 7 Board agenda for approval.

BWI	Baltimore	Radio 3/6-3/19	\$58,237.75
BWI	Baltimore/DC	Radio 3/6-3/19	\$116,108.30
CLE	Cleveland	Radio 3/6-3/26	\$56,924.50
BWI	Baltimore	Radio 5/8-5/21	\$58,760.50
BWI	Baltimore/DC	Radio 5/8-5/21	\$119,878.05
CLE	Cleveland	Radio 5/8-5/28	\$58,492.75

Approved Denied

Greg Kisela
 Greg Kisela, Purchasing Director

2/21/17
 Date

Approved Denied

John Hofstad
 John Hofstad, County Administrator

2/21/17
 Date

Approved Denied

Carolyn N. Ketchel
 Carolyn N. Ketchel, Chairman



2/21/17
 Date

**TOURIST DEVELOPMENT DEPARTMENT
ATTORNEY APPROVAL FORM**

CONTRACTOR NAME: ALLEGIANT AIR

CONTRACT #: C16-2404-TDD

TASK/PURCHASE ORDER #: 2017 Media Buy Approval (in excess of 50K)

TASK/PURCHASE ORDER AMOUNT: As listed in memo from Darrel Jones, dated February 20, 2017

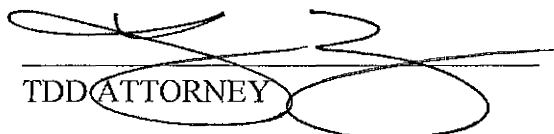
I have reviewed the above-referenced task/purchase order and find it to be in compliance with the terms of the contract, Tourist Development Department Operations & Procedures Manual, the Okaloosa County Purchasing Manual and applicable local, state and federal laws, rules and regulations.

(Initial applicable authorization)

LH This approval authorizes the goods/work described in the attached Task or Purchase Order **to be performed or acquired.**

_____ This approval authorizes the goods/work described in the attached invoice(s) **to be processed for payment.**

APPROVED AS TO FORM AND LEGALITY:



TDD ATTORNEY

LYNN HOSHIHARA

FEBRUARY 20, 2017

Buy Detail Report (Special Format)

2/16/2017

Client: Allegiant Air **Estimate:** 4809
Media: Radio **Description:** ATC BWI VPS March & May 2017 RD - VPS Co-op
Product: BWI **Survey:** HOL16 MSA CustRadio
Market: Baltimore **Buyer:** Marta Nguyen
Flight Date: 3/6/2017-5/21/2017

of SPOTS PER WEEK

Station	Format	Day	DP	Time	Program	Dur	3/6 3/12	3/13 3/19	Total Spots	STN Net Cost
WERQ-FM	Urban	M-F	AM	6:00a-10:00a		30	8	8	16	\$238.00
	Urban	M-F	MD	10:00a- 3:00p		30	8	8	16	\$191.25
	Urban	M-F	PM	3:00p- 7:00p		30	8	8	16	\$238.00
	Urban	M-F	EV	7:00p-10:00p		30	8	8	16	\$72.25
	Urban	Sa-Su	WK	11:00a- 7:00p		30	8	8	16	\$85.00
Station Total:									80	\$13,192.00
WLIF-FM	Lite Rock	M-F	AM	6:00a-10:00a		30	8	8	16	\$212.50
	Lite Rock	M-F	MD	10:00a- 3:00p		30	8	8	16	\$233.75
	Lite Rock	M-F	PM	3:00p- 7:00p		30	5	5	10	\$233.75
	Lite Rock	M-F	EV	7:00p-10:00p		30	8	8	16	\$42.50
	Lite Rock	Sa	WK	10:00a- 7:00p		30	6	6	12	\$55.25
	Lite Rock	Su	WK	10:00a- 7:00p		30	6	6	12	\$55.25
Station Total:									82	\$11,483.50
WPOC-FM	Country	M-F	AM	7:00a- 9:30a		30	5	5	10	\$212.50
	Country	M-F	AM	7:00a- 9:30a		30	0	0	0	\$221.00
	Country	M-F	MD	10:00a- 3:00p		30	5	5	10	\$148.75
	Country	M-F	MD	10:00a- 3:00p		30	0	0	0	\$170.00
	Country	M-F	PM	3:00p- 6:00p		30	5	5	10	\$191.25
	Country	M-F	PM	3:00p- 6:00p		30	0	0	0	\$204.00
	Country	M-F	EV	7:00p-10:00p		30	8	9	17	\$29.75
	Country	M-F	EV	7:00p-10:00p		30	0	0	0	\$38.25
	Country	Sa-Su	WK	10:00a- 7:00p		30	8	8	16	\$85.00
Country	Sa-Su	WK	10:00a- 7:00p		30	0	0	0	\$97.75	
Station Total:									63	\$7,390.75
WQSR-FM	Adult Hits	M-F	AM	7:00a-10:00a		30	8	8	16	\$106.25
	Adult Hits	M-F	MD	10:00a- 3:00p		30	6	6	12	\$106.25
	Adult Hits	M-F	PM	3:00p- 6:00p		30	8	8	16	\$106.25
	Adult Hits	M-F	EV	7:00p-10:00p		30	8	8	16	\$21.25
	Adult Hits	Sa-Su	WK	10:00a- 7:00p		30	8	8	16	\$42.50
	Station Total:									76
WWIN-FM	Urban AC	M-F	AM	6:00a-10:00a		30	8	8	16	\$157.25
	Urban AC	M-F	MD	10:00a- 3:00p		30	5	5	10	\$127.50
	Urban AC	M-F	PM	3:00p- 7:00p		30	8	8	16	\$161.50
	Urban AC	M-F	EV	7:00p-10:00p		30	8	8	16	\$46.75
	Urban AC	M-F	EV	7:00p-10:00p		30	8	8	16	\$46.75

Buy Detail Report (Special Format)

2/16/2017

Client: Allegiant Air **Estimate:** 4809
Media: Radio **Description:** ATC BWI VPS March & May 2017 RD - VPS Co-op
Product: BWI **Survey:** HOL16 MSA CustRadio
Market: Baltimore **Buyer:** Marta Nguyen
Flight Date: 3/6/2017-5/21/2017

of SPOTS PER WEEK

Station	Format	Day	DP	Time	Program	Dur	3/6 3/12	3/13 3/19	Total Spots	STN Net Cost
	Urban AC	Sa-Su	WK	11:00a- 7:00p		30	8	8	16	\$68.00
Station Total:										
WWMX-FM	Hot AC	M-F	AM	6:30a-10:00a		30	5	5	10	\$148.75
	Hot AC	M-F	MD	10:00a- 3:00p		30	5	5	10	\$148.75
	Hot AC	M-F	PM	3:00p- 6:30p		30	5	5	10	\$170.00
	Hot AC	M-F	EV	7:00p-10:00p		30	8	8	16	\$25.50
	Hot AC	Su	WK	10:00a- 7:00p		30	6	6	12	\$29.75
	Hot AC	Sa	WK	10:00a- 7:00p		30	6	6	12	\$42.50
Station Total:										
WZFT-FM	RhythmicM-F-CHR	M-F	AM	7:00a-10:00a		30	8	8	16	\$119.00
	RhythmicM-F-CHR	M-F	MD	10:00a- 3:00p		30	8	8	16	\$85.00
	RhythmicM-F-CHR	M-F	PM	3:00p- 6:00p		30	5	5	10	\$148.75
	RhythmicM-F-CHR	M-F	EV	7:00p-10:00p		30	8	8	16	\$34.00
	RhythmicSa-Su-CHR	Sa-Su	WK	10:00a- 7:00p		30	8	8	16	\$63.75
Station Total:										
Spots Per Week							259	260	519	
Cost Per Week							29,104	29,134	58,238	

SCHEDULE TOTALS

TOTAL SPOTS: 519
TOTAL COST: \$58,237.75

Disclaimer:

Broadcast month invoicing is required. SKG requires that all Radio invoices be sent electronically through one of the following services: Emedia Trade (EMT10521), SpotBuySpot/radioinvoices (Schadler Kramer Group-9912665), Marketron (#97351) and SpotData (IDB #997). You must include the SK+G estimate number above in your electronic invoice for this buy or review & payment of your invoice will be delayed. This schedule, including costs and ratings, is confidential and proprietary, and may not be shared with any entity other than SK+G and client.

Buy Detail Report (Special Format)

2/16/2017

Client: Allegiant Air
Media: Radio
Product: BWI
Market: Washington, DC
Flight Date: 3/6/2017-5/21/2017
Estimate: 4809
Description: ATC BWI VPS March & May 2017 RD - VPS Co-op
Survey: HOL16 MSA CustRadio
Buyer: Marta Nguyen

of SPOTS PER WEEK

Station	Format	Day	DP	Time	Program	Dur	3/6 3/12	3/13 3/19	Total Spots	STN Net Cost
WASH-FM	Adult Contemporary	M-F	AM	6:00a-10:00a		30	8	8	16	\$255.00
	Adult Contemporary	M-F	MD	10:00a- 3:00p		30	8	8	16	\$255.00
	Adult Contemporary	M-F	PM	3:00p- 7:00p		30	8	8	16	\$255.00
	Adult Contemporary	M-F	EV	7:00p-10:00p		30	8	8	16	\$63.75
	Adult Contemporary	Sa-Su	WK	10:00a- 7:00p		30	8	8	16	\$63.75
	Adult Contemporary	M-Su	RT	6:00a-12:00a		30	8	8	16	\$0.00
Station Total:									96	\$14,280.00
WBIG-FM	Classic Hits	M-F	AM	6:00a-10:00a		30	8	8	16	\$170.00
	Classic Hits	M-F	MD	10:00a- 3:00p		30	8	8	16	\$170.00
	Classic Hits	M-F	PM	3:00p- 7:00p		30	5	5	10	\$170.00
	Classic Hits	M-F	EV	7:00p-10:00p		30	5	5	10	\$25.50
	Classic Hits	Sa-Su	WK	10:00a- 7:00p		30	8	8	16	\$42.50
Station Total:									68	\$8,075.00
WJAD-FM	Adult Contemporary	M-F	AM	6:00a-10:00a		30	8	8	16	\$144.50
	Adult Contemporary	M-F	AM	6:00a-10:00a		30	0	0	0	\$170.00
	Adult Contemporary	M-F	MD	10:00a- 3:00p		30	8	8	16	\$85.00
	Adult Contemporary	M-F	MD	10:00a- 3:00p		30	0	0	0	\$93.50
	Adult Contemporary	M-F	PM	3:00p- 6:00p		30	8	8	16	\$165.75
	Adult Contemporary	M-F	PM	3:00p- 6:00p		30	0	0	0	\$208.25
	Adult Contemporary	M-F	EV	7:00p- 9:00p		30	8	8	16	\$21.25
	Adult Contemporary	Sa-Su	WK	10:00a- 7:00p		30	8	8	16	\$68.00
	Station Total:									80
WIHT-FM	CHR	M-F	AM	6:00a-10:00a		30	8	8	16	\$340.00

Buy Detail Report (Special Format)

2/16/2017

Client: Allegiant Air Estimate: 4809
 Media: Radio Description: ATC BWI VPS March & May 2017 RD - VPS Co-op
 Product: BWI Survey: HOL16 MSA CustRadio
 Market: Washington, DC Buyer: Marta Nguyen
 Flight Date: 3/6/2017-5/21/2017

of SPOTS PER WEEK

Station	Format	Day	DP	Time	Program	Dur	3/6 3/12	3/13 3/19	Total Spots	STN Net Cost
	CHR	M-F	MD	10:00a- 3:00p		30	8	8	16	\$212.50
	CHR	M-F	PM	3:00p- 7:00p		30	8	8	16	\$318.75
	CHR	M-F	EV	7:00p-10:00p		30	8	8	16	\$63.75
	CHR	Sa-Su	WK	10:00a- 7:00p		30	8	8	16	\$106.25
	CHR	M-Su	RT	6:00a-12:00a		30	8	8	16	\$0.00
Station Total:									96	\$16,660.00
WKYS-FM	Urban Contemporary	M-F	AM	6:00a-10:00a		30	8	8	16	\$102.00
	Urban Contemporary	M-F	MD	10:00a- 3:00p		30	8	8	16	\$85.00
	Urban Contemporary	M-F	PM	3:00p- 7:00p		30	5	5	10	\$204.00
	Urban Contemporary	M-F	EV	7:00p-10:00p		30	8	8	16	\$42.50
	Urban Contemporary	Sa-Su	WK	10:00a- 7:00p		30	6	6	12	\$59.50
Station Total:									70	\$6,426.00
WMAL-FM	News/Talk	M-F	AM	6:00a-10:00a		30	3	3	6	\$223.55
	News/Talk	M-F	MD	10:00a- 3:00p		30	5	5	10	\$185.30
	News/Talk	M-F	PM	3:00p- 7:00p		30	5	5	10	\$204.00
	News/Talk	M-F	EV	7:00p-10:00p		30	5	5	10	\$74.80
Station Total:									36	\$5,982.30
WMMJ-FM	Urban AC	M-F	AM	6:00a-10:00a		30	5	5	10	\$148.75
	Urban AC	M-F	MD	10:00a- 3:00p		30	5	5	10	\$76.50
	Urban AC	M-F	PM	3:00p- 7:00p		30	3	3	6	\$199.75
	Urban AC	M-F	EV	7:00p-10:00p		30	8	8	16	\$21.25
	Urban AC	Sa-Su	WK	10:00a- 7:00p		30	8	8	16	\$34.00
Station Total:									58	\$4,335.00
WMZQ-FM	Country	M-F	AM	6:00a-10:00a		30	3	3	6	\$119.00
	Country	M-F	MD	10:00a- 3:00p		30	3	3	6	\$119.00
	Country	M-F	PM	3:00p- 7:00p		30	5	5	10	\$119.00
	Country	M-F	EV	7:00p-10:00p		30	8	8	16	\$25.50
	Country	Sa-Su	WK	10:00a- 7:00p		30	6	6	12	\$42.50
Station Total:									50	\$3,536.00

Buy Detail Report (Special Format)

2/16/2017

Client: Allegiant Air Estimate: 4809
 Media: Radio Description: ATC BWI VPS March & May 2017 RD - VPS Co-op
 Product: BWI Survey: HOL16 MSA CustRadio
 Market: Washington, DC Buyer: Marta Nguyen
 Flight Date: 3/6/2017-5/21/2017

of SPOTS PER WEEK

Station	Format	Day	DP	Time	Program	Dur	3/6 3/12	3/13 3/19	Total Spots	STN Net Cost
WPGC-FM	RhythmicM-F-CHR		AM	6:00a-10:00a		30	8	8	16	\$106.25
	RhythmicM-F-CHR		AM	6:00a-10:00a		30	0	0	0	\$140.25
	RhythmicM-F-CHR		MD	10:00a- 3:00p		30	8	8	16	\$102.00
	RhythmicM-F-CHR		MD	10:00a- 3:00p		30	0	0	0	\$123.25
	RhythmicM-F-CHR		PM	3:00p- 6:00p		30	8	8	16	\$140.25
	RhythmicM-F-CHR		PM	3:00p- 6:00p		30	0	0	0	\$208.25
	RhythmicM-F-CHR		EV	7:00p- 8:00p		30	8	8	16	\$21.25
	RhythmicSa-Su-CHR		WK	10:00a- 7:00p		30	8	8	16	\$42.50
Station Total:									80	\$6,596.00
WPRS-FM		M-F	AM	6:00a-10:00a		30	8	8	16	\$85.00
		M-F	MD	10:00a- 3:00p		30	8	8	16	\$85.00
		M-F	PM	3:00p- 7:00p		30	8	8	16	\$106.25
		M-F	EV	7:00p-10:00p		30	8	8	16	\$21.25
		Sa-Su	WK	10:00a- 7:00p		30	8	8	16	\$29.75
Station Total:									80	\$5,236.00
WRQX-FM	Hot AC	M-F	AM	6:00a-10:00a		30	3	3	6	\$136.00
	Hot AC	M-F	MD	10:00a- 3:00p		30	3	3	6	\$119.00
	Hot AC	M-F	PM	3:00p- 7:00p		30	5	5	10	\$161.50
	Hot AC	Sa-Su	WK	10:00a- 7:00p		30	6	6	12	\$85.00
Station Total:									34	\$4,165.00
WTOP-FM	News	M-F	AM	5:30a-10:00a		30	8	8	16	\$722.50
	News	Sa-Su	WK	6:00a- 7:00p		30	8	8	16	\$106.25
	News	M-F	RT	6:00a-12:00a		30	8	8	16	\$0.00
	News	M-F	RT	5:00a- 8:00p		30	8	8	16	\$340.00
	News	M-F	PM	3:00p- 8:00p		30	8	8	16	\$616.25
Station Total:									80	\$28,560.00
WWDC-FM	Rock	M-F	AM	6:00a-10:00a		30	5	5	10	\$191.25
	Rock	M-F	MD	10:00a- 3:00p		30	3	3	6	\$136.00
	Rock	M-F	PM	3:00p- 7:00p		30	3	3	6	\$182.75
	Rock	M-F	EV	7:00p-10:00p		30	8	8	16	\$21.25
	Rock	Sa-Su	WK	10:00a- 7:00p		30	8	8	16	\$21.25
Station Total:									54	\$4,505.00

Buy Detail Report (Special Format)

2/16/2017

Client: Allegiant Air **Estimate:** 4809
Media: Radio **Description:** ATC BWI VPS March & May 2017 RD - VPS Co-op
Product: BWI **Survey:** HOL16 MSA CustRadio
Market: Washington, DC **Buyer:** Marta Nguyen
Flight Date: 3/6/2017-5/21/2017

of SPOTS PER WEEK

Station	Format	Day	DP	Time	Program	Dur	3/6 3/12	3/13 3/19	Total Spots	STN Net Cost
Spots Per Week							441	441	882	
Cost Per Week							58,054	58,054	116,108	

SCHEDULE TOTALS

TOTAL SPOTS: 882
TOTAL COST: \$116,108.30

Disclaimer:

Broadcast month invoicing is required. SKG requires that all Radio invoices be sent electronically through one of the following services: Emedia Trade (EMT10521), SpotBuySpotradioinvoices (Schadler Kramer Group-9912665), Marketron (#97351) and SpotData (IDB #997). You must include the SK+G estimate number above in your electronic invoice for this buy or review & payment of your invoice will be delayed. This schedule, including costs and ratings, is confidential and proprietary, and may not be shared with any entity other than SK+G and client.

Buy Detail Report (Special Format)

2/17/2017

Client: Allegiant Air

Media: Radio

Product: CLE

Market: Cleveland

Buyer: Sloane Katz

Flight Date: 3/6/2017-3/26/2017

of SPOTS PER WEEK

Station	Format	Day	DP	Time	Program	Dur	3/6 3/12	3/13 3/19	3/20 3/26	Total Spots	STN Net Cost
WAKS-FM	CHR	M-F	AM	7:00a-10:00a		30	7	7	7	21	\$76.50
	CHR	M-F	MD	11:00a-3:00p		30	6	6	6	18	\$63.75
	CHR	M-F	PM	3:00p-6:00p		30	6	6	6	18	\$85.00
	CHR	M-F	EV	7:00p-10:00p		30	4	4	4	12	\$25.50
	CHR	Sa-Su	WK	10:00a-7:00p		30	4	4	4	12	\$34.00
Station Total:										81	\$4,998.00
WDOK-FM	Adult Contemp orary	M-F	AM	7:00a-10:00a		30	7	7	7	21	\$85.00
	Adult Contemp orary	M-F	MD	10:00a-3:00p		30	6	6	6	18	\$89.25
	Adult Contemp orary	M-F	PM	3:00p-7:00p		30	7	7	7	21	\$93.50
	Adult Contemp orary	Sa-Su	WK	10:00a-7:00p		30	4	4	4	12	\$29.75
Station Total:										72	\$5,712.00
WGAR-FM	Country	M-F	AM	6:00a-10:00a		30	6	6	6	18	\$153.00
	Country	M-F	MD	11:00a-3:00p		30	6	6	6	18	\$114.75
	Country	M-F	PM	3:00p-6:00p		30	5	5	5	15	\$165.75
	Country	M-F	EV	7:00p-10:00p		30	4	4	4	12	\$51.00
	Country	Sa-Su	WK	10:00a-7:00p		30	4	4	4	12	\$55.25
Station Total:										75	\$8,580.75
WHLK-FM	Adult Hits	M-F	AM	6:00a-10:00a		30	7	7	7	21	\$136.00
	Adult Hits	M-F	MD	10:00a-3:00p		30	7	7	7	21	\$140.25
	Adult Hits	M-F	PM	3:00p-6:00p		30	7	7	7	21	\$148.75
	Adult Hits	M-F	EV	7:00p-10:00p		30	5	5	5	15	\$25.50
	Adult Hits	Sa-Su	WK	10:00a-7:00p		30	6	6	6	18	\$46.75
Station Total:										96	\$10,149.00
WMJI-FM	Classic Hits	M-F	AM	6:00a-10:00a		30	6	6	6	18	\$174.25
	Classic Hits	M-F	MD	10:00a-3:00p		30	6	6	6	18	\$140.25
	Classic Hits	M-F	PM	3:00p-6:00p		30	6	6	6	18	\$131.75
	Classic Hits	M-F	EV	7:00p-10:00p		30	4	4	4	12	\$25.50
	Classic Hits	Sa-Su	WK	10:00a-7:00p		30	6	6	6	18	\$51.00
Station Total:										84	\$9,256.50
WMMS-FM	Rock	M-F	AM	6:00a-10:00a		30	7	7	7	21	\$148.75

Buy Detail Report (Special Format)

2/17/2017

Client: Allegiant Air
 Media: Radio
 Product: CLE
 Market: Cleveland
 Flight Date: 3/6/2017-3/26/2017

Buyer: Sloane Katz

of SPOTS PER WEEK

Station	Format	Day	DP	Time	Program	Dur	3/6 3/12	3/13 3/19	3/20 3/26	Total Spots	STN Net Cost	
	Rock	M-F	MD	11:00a- 3:00p		30	6	6	6	18	\$93.50	
	Rock	M-F	PM	3:00p- 7:00p		30	7	7	7	21	\$119.00	
	Rock	Sa-Su	WK	10:00a- 7:00p		30	4	4	4	12	\$34.00	
Station Total:											72	\$7,713.75
WNCX-FM	Classic Rock	M-F	AM	6:00a-10:00a		30	6	6	7	19	\$85.00	
	Classic Rock	M-F	MD	11:00a- 3:00p		30	6	6	6	18	\$85.00	
	Classic Rock	M-F	PM	3:00p- 7:00p		30	7	7	7	21	\$85.00	
	Classic Rock	M-F	EV	7:00p-10:00p		30	4	4	4	12	\$17.00	
	Classic Rock	Sa-Su	WK	11:00a- 7:00p		30	2	2	2	6	\$38.25	
Station Total:											76	\$5,363.50
WOAL-FM	Hot AC	M-F	AM	7:00a-10:00a		30	6	6	6	18	\$85.00	
	Hot AC	M-F	MD	10:00a- 3:00p		30	5	5	5	15	\$85.00	
	Hot AC	M-F	PM	3:00p- 7:00p		30	6	6	6	18	\$93.50	
	Hot AC	M-F	EV	7:00p-10:00p		30	4	4	4	12	\$25.50	
	Hot AC	Sa-Su	WK	10:00a- 7:00p		30	4	4	4	12	\$29.75	
Station Total:											75	\$5,151.00
Spots Per Week							210	210	211	631		
Cost Per Week							18,947	18,947	19,032	56,925		

SCHEDULE TOTALS

TOTAL SPOTS: 631
 TOTAL COST: \$56,924.50

Disclaimer:

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Summary by Station/System

Summary by Market

Date: 2/17/2017

Client: Allegiant Air
Media: Radio
Product: CLE

Estimate: 4817
Description: ATC CLE-VPS Co-op March 2017
Flight Start Date: 3/6/2017 05:00 AM
Flight End Date: 3/26/2017 04:59 AM

Separation between spots: 30

Buyer: Sloane Katz

Market	Total Spots	STN Net	PCT
Cleveland	631	\$56,924.50	100%
Estimate Total:	631	\$56,924.50	

Buy Detail Report (Special Format)

2/16/2017

Client: Allegiant Air Estimate: 4809
 Media: Radio Description: ATC BWI VPS March & May 2017 RD - VPS Co-op
 Product: BWI Survey: HOL16 MSA CustRadio
 Market: Baltimore Buyer: Marta Nguyen
 Flight Date: 3/6/2017-5/21/2017

of SPOTS PER WEEK

Station	Format	Day	DP	Time	Program	Dur	5/8 5/14	5/15 5/21	Total Spots	STN Net Cost
WERQ-FM	Urban	M-F	AM	6:00a-10:00a		30	8	8	16	\$238.00
	Urban	M-F	MD	10:00a-3:00p		30	8	8	16	\$191.25
	Urban	M-F	PM	3:00p-7:00p		30	8	8	16	\$238.00
	Urban	M-F	EV	7:00p-10:00p		30	8	8	16	\$72.25
	Urban	Sa-Su	WK	11:00a-7:00p		30	8	8	16	\$85.00
Station Total:									80	\$13,192.00
WLIF-FM	Lite Rock	M-F	AM	6:00a-10:00a		30	8	8	16	\$212.50
	Lite Rock	M-F	MD	10:00a-3:00p		30	8	8	16	\$233.75
	Lite Rock	M-F	PM	3:00p-7:00p		30	5	5	10	\$233.75
	Lite Rock	M-F	EV	7:00p-10:00p		30	8	8	16	\$42.50
	Lite Rock	Sa	WK	10:00a-7:00p		30	6	6	12	\$55.25
	Lite Rock	Su	WK	10:00a-7:00p		30	6	6	12	\$55.25
Station Total:									82	\$11,483.50
WPOC-FM	Country	M-F	AM	7:00a-9:30a		30	0	0	0	\$212.50
	Country	M-F	AM	7:00a-9:30a		30	5	5	10	\$221.00
	Country	M-F	MD	10:00a-3:00p		30	0	0	0	\$148.75
	Country	M-F	MD	10:00a-3:00p		30	5	5	10	\$170.00
	Country	M-F	PM	3:00p-6:00p		30	0	0	0	\$191.25
	Country	M-F	PM	3:00p-6:00p		30	5	5	10	\$204.00
	Country	M-F	EV	7:00p-10:00p		30	0	0	0	\$29.75
	Country	M-F	EV	7:00p-10:00p		30	8	8	16	\$38.25
	Country	Sa-Su	WK	10:00a-7:00p		30	0	0	0	\$85.00
Country	Sa-Su	WK	10:00a-7:00p		30	8	8	16	\$97.75	
Station Total:									62	\$8,126.00
WQSR-FM	Adult Hits	M-F	AM	7:00a-10:00a		30	8	8	16	\$106.25
	Adult Hits	M-F	MD	10:00a-3:00p		30	5	5	10	\$106.25
	Adult Hits	M-F	PM	3:00p-6:00p		30	8	8	16	\$106.25
	Adult Hits	M-F	EV	7:00p-10:00p		30	8	8	16	\$21.25
	Adult Hits	Sa-Su	WK	10:00a-7:00p		30	8	8	16	\$42.50
	Station Total:									74
WWIN-FM	Urban AC	M-F	AM	6:00a-10:00a		30	8	8	16	\$157.25
	Urban AC	M-F	MD	10:00a-3:00p		30	5	5	10	\$127.50
	Urban AC	M-F	PM	3:00p-7:00p		30	8	8	16	\$161.50
	Urban AC	M-F	EV	7:00p-10:00p		30	8	8	16	\$46.75
	Urban AC	M-F	EV	7:00p-10:00p		30	8	8	16	\$46.75

Buy Detail Report (Special Format)

2/16/2017

Client: Allegiant Air	Estimate: 4809	
Media: Radio	Description: ATC BWI VPS March & May 2017 RD - VPS Co-op	
Product: BWI	Survey: HOL16 MSA CustRadio	
Market: Baltimore	Buyer: Marta Nguyen	
Flight Date: 3/6/2017-5/21/2017		

of SPOTS PER WEEK

Station	Format	Day	DP	Time	Program	Dur	5/8 5/14	5/15 5/21	Total Spots	STN Net Cost	
	Urban AC	Sa-Su	WK	11:00a- 7:00p		30	8	8	16	\$68.00	
Station Total:											
									74	\$8,211.00	
WWMX-FM	Hot AC	M-F	AM	6:30a-10:00a		30	5	5	10	\$148.75	
	Hot AC	M-F	MD	10:00a- 3:00p		30	5	5	10	\$148.75	
	Hot AC	M-F	PM	3:00p- 6:30p		30	5	5	10	\$170.00	
	Hot AC	M-F	EV	7:00p-10:00p		30	8	8	16	\$25.50	
	Hot AC	Su	WK	10:00a- 7:00p		30	6	6	12	\$29.75	
	Hot AC	Sa	WK	10:00a- 7:00p		30	6	6	12	\$42.50	
Station Total:											
									70	\$5,950.00	
WZFT-FM	RhythmicM-F-CHR	M-F	AM	7:00a-10:00a		30	8	8	16	\$119.00	
	RhythmicM-F-CHR	M-F	MD	10:00a- 3:00p		30	8	8	16	\$85.00	
	RhythmicM-F-CHR	M-F	PM	3:00p- 6:00p		30	5	5	10	\$148.75	
	RhythmicM-F-CHR	M-F	EV	7:00p-10:00p		30	8	8	16	\$34.00	
	RhythmicSa-Su-CHR	Sa-Su	WK	10:00a- 7:00p		30	8	8	16	\$63.75	
Station Total:											
									74	\$6,315.50	
Spots Per Week							258	258	516		
Cost Per Week							29,380	29,380	58,761		

SCHEDULE TOTALS

TOTAL SPOTS: 516

TOTAL COST: \$58,760.50

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Buy Detail Report (Special Format)

2/16/2017

Client: Alegiant Air **Estimate:** 4809
Media: Radio **Description:** ATC BWI VPS March & May 2017 RD - VPS Co-op
Product: BWI **Survey:** HOL16 MSA CustRadio
Market: Washington, DC **Buyer:** Marta Nguyen
Flight Date: 3/6/2017-5/21/2017

of SPOTS PER WEEK

Station	Format	Day	DP	Time	Program	Dur	5/8 5/14	5/15 5/21	Total Spots	STN Net Cost
WASH-FM	Adult Contemporary	M-F	AM	6:00a-10:00a		30	8	8	16	\$255.00
	Adult Contemporary	M-F	MD	10:00a- 3:00p		30	8	9	17	\$255.00
	Adult Contemporary	M-F	PM	3:00p- 7:00p		30	8	9	17	\$255.00
	Adult Contemporary	M-F	EV	7:00p-10:00p		30	8	8	16	\$63.75
	Adult Contemporary	Sa-Su	WK	10:00a- 7:00p		30	8	8	16	\$63.75
	Adult Contemporary	M-Su	RT	6:00a-12:00a		30	8	8	16	\$0.00
	Station Total:									98
WBIG-FM	Classic Hits	M-F	AM	6:00a-10:00a		30	8	8	16	\$170.00
	Classic Hits	M-F	MD	10:00a- 3:00p		30	8	8	16	\$170.00
	Classic Hits	M-F	PM	3:00p- 7:00p		30	5	5	10	\$170.00
	Classic Hits	M-F	EV	7:00p-10:00p		30	5	5	10	\$25.50
	Classic Hits	Sa-Su	WK	10:00a- 7:00p		30	8	8	16	\$42.50
	Station Total:									68
WIAD-FM	Adult Contemporary	M-F	AM	6:00a-10:00a		30	0	0	0	\$144.50
	Adult Contemporary	M-F	AM	6:00a-10:00a		30	8	8	16	\$170.00
	Adult Contemporary	M-F	MD	10:00a- 3:00p		30	0	0	0	\$85.00
	Adult Contemporary	M-F	MD	10:00a- 3:00p		30	8	8	16	\$93.50
	Adult Contemporary	M-F	PM	3:00p- 6:00p		30	0	0	0	\$165.75
	Adult Contemporary	M-F	PM	3:00p- 6:00p		30	8	8	16	\$208.25
	Adult Contemporary	M-F	EV	7:00p- 9:00p		30	8	8	16	\$21.25
	Adult Contemporary	Sa-Su	WK	10:00a- 7:00p		30	8	8	16	\$68.00
	Station Total:									80
WIHT-FM	CHR	M-F	AM	6:00a-10:00a		30	8	8	16	\$340.00

Buy Detail Report (Special Format)

2/16/2017

Client: Allegiant Air
 Media: Radio
 Product: BWI
 Market: Washington, DC
 Flight Date: 3/6/2017-5/21/2017

Estimate: 4809
 Description: ATC BWI VPS March & May 2017 RD - VPS Co-op
 Survey: HOL16 MSA CustRadio
 Buyer: Marta Nguyen

of SPOTS PER WEEK

Station	Format	Day	DP	Time	Program	Dur	5/8 5/14	5/15 5/21	Total Spots	STN Net Cost
	CHR	M-F	MD	10:00a- 3:00p		30	8	8	16	\$212.50
	CHR	M-F	PM	3:00p- 7:00p		30	8	8	16	\$318.75
	CHR	M-F	EV	7:00p-10:00p		30	8	9	17	\$63.75
	CHR	Sa-Su	WK	10:00a- 7:00p		30	8	8	16	\$106.25
	CHR	M-Su	RT	6:00a-12:00a		30	8	8	16	\$0.00
Station Total:									97	\$16,723.75
WKYS-FM	Urban Contemporary	M-F	AM	6:00a-10:00a		30	8	8	16	\$102.00
	Urban Contemporary	M-F	MD	10:00a- 3:00p		30	8	8	16	\$85.00
	Urban Contemporary	M-F	PM	3:00p- 7:00p		30	5	5	10	\$204.00
	Urban Contemporary	M-F	EV	7:00p-10:00p		30	8	8	16	\$42.50
	Urban Contemporary	Sa-Su	WK	10:00a- 7:00p		30	6	6	12	\$59.50
Station Total:									70	\$6,426.00
WMAL-FM	News/Talk	M-F	AM	6:00a-10:00a		30	3	3	6	\$223.55
	News/Talk	M-F	MD	10:00a- 3:00p		30	5	5	10	\$185.30
	News/Talk	M-F	PM	3:00p- 7:00p		30	5	5	10	\$204.00
	News/Talk	M-F	EV	7:00p-10:00p		30	5	5	10	\$74.80
Station Total:									36	\$5,982.30
WMMJ-FM	Urban AC	M-F	AM	6:00a-10:00a		30	5	5	10	\$148.75
	Urban AC	M-F	MD	10:00a- 3:00p		30	5	5	10	\$76.50
	Urban AC	M-F	PM	3:00p- 7:00p		30	3	3	6	\$199.75
	Urban AC	M-F	EV	7:00p-10:00p		30	8	8	16	\$21.25
	Urban AC	Sa-Su	WK	10:00a- 7:00p		30	8	8	16	\$34.00
Station Total:									58	\$4,335.00
WMZQ-FM	Country	M-F	AM	6:00a-10:00a		30	3	3	6	\$119.00
	Country	M-F	MD	10:00a- 3:00p		30	3	3	6	\$119.00
	Country	M-F	PM	3:00p- 7:00p		30	5	5	10	\$119.00
	Country	M-F	EV	7:00p-10:00p		30	8	8	16	\$25.50
	Country	Sa-Su	WK	10:00a- 7:00p		30	6	6	12	\$42.50
Station Total:									50	\$3,536.00

Buy Detail Report (Special Format)

2/16/2017

Client: Allegiant Air Estimate: 4809
 Media: Radio Description: ATC BWI VPS March & May 2017 RD - VPS Co-op
 Product: BWI Survey: HOL16 MSA CustRadio
 Market: Washington, DC Buyer: Marta Nguyen
 Flight Date: 3/6/2017-5/21/2017

of SPOTS PER WEEK

Station	Format	Day	DP	Time	Program	Dur	5/8 5/14	5/15 5/21	Total Spots	STN Net Cost
WPGC-FM	RhythmicM-F -CHR	AM		6:00a-10:00a		30	0	0	0	\$106.25
	RhythmicM-F -CHR	AM		6:00a-10:00a		30	8	8	16	\$140.25
	RhythmicM-F -CHR	MD		10:00a- 3:00p		30	0	0	0	\$102.00
	RhythmicM-F -CHR	MD		10:00a- 3:00p		30	8	8	16	\$123.25
	RhythmicM-F -CHR	PM		3:00p- 6:00p		30	0	0	0	\$140.25
	RhythmicM-F -CHR	PM		3:00p- 6:00p		30	8	8	16	\$208.25
	RhythmicM-F -CHR	EV		7:00p- 8:00p		30	8	8	16	\$21.25
	RhythmicSa-Su -CHR	WK		10:00a- 7:00p		30	8	8	16	\$42.50
Station Total:									80	\$8,568.00
WPRS-FM		M-F	AM	6:00a-10:00a		30	8	8	16	\$85.00
		M-F	MD	10:00a- 3:00p		30	8	8	16	\$85.00
		M-F	PM	3:00p- 7:00p		30	8	8	16	\$106.25
		M-F	EV	7:00p-10:00p		30	8	8	16	\$21.25
		Sa-Su	WK	10:00a- 7:00p		30	8	8	16	\$29.75
Station Total:									80	\$5,236.00
WRQX-FM	Hot AC	M-F	AM	6:00a-10:00a		30	3	3	6	\$136.00
	Hot AC	M-F	MD	10:00a- 3:00p		30	3	3	6	\$119.00
	Hot AC	M-F	PM	3:00p- 7:00p		30	5	5	10	\$161.50
	Hot AC	Sa-Su	WK	10:00a- 7:00p		30	6	6	12	\$85.00
Station Total:									34	\$4,165.00
WTOP-FM	News	M-F	AM	5:30a-10:00a		30	8	8	16	\$722.50
	News	Sa-Su	WK	6:00a- 7:00p		30	8	8	16	\$106.25
	News	M-F	RT	6:00a-12:00a		30	8	8	16	\$0.00
	News	M-F	RT	5:00a- 8:00p		30	8	8	16	\$340.00
	News	M-F	PM	3:00p- 8:00p		30	8	8	16	\$616.25
Station Total:									80	\$28,560.00
WWDC-FM	Rock	M-F	AM	6:00a-10:00a		30	5	5	10	\$191.25
	Rock	M-F	MD	10:00a- 3:00p		30	3	3	6	\$136.00
	Rock	M-F	PM	3:00p- 7:00p		30	3	3	6	\$182.75
	Rock	M-F	EV	7:00p-10:00p		30	8	8	16	\$21.25
	Rock	Sa-Su	WK	10:00a- 7:00p		30	8	8	16	\$21.25
Station Total:									54	\$4,505.00

Buy Detail Report (Special Format)

2/16/2017

Client: Allegiant Air
Media: Radio
Product: BWI
Market: Washington, DC
Flight Date: 3/6/2017-5/21/2017
Estimate: 4809
Description: ATC BWI VPS March & May 2017 RD - VPS Co-op
Survey: HOL16 MSA CustRadio
Buyer: Marta Nguyen

of SPOTS PER WEEK

Station	Format	Day	DP	Time	Program	Dur	5/8 5/14	5/15 5/21	Total Spots	STN Net Cost
Spots Per Week							441	444	885	
Cost Per Week							59,652	60,226	119,878	

SCHEDULE TOTALS

TOTAL SPOTS: 885
TOTAL COST: \$119,878.05

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Buy Detail Report (Special Format)

2/17/2017

Client: Allegiant Air

Media: Radio

Product: CLE

Market: Cleveland

Buyer: Sloane Katz

Flight Date: 5/8/2017-5/28/2017

of SPOTS PER WEEK

Station	Format	Day	DP	Time	Program	Dur	5/8 5/14	5/15 5/21	5/22 5/28	Total Spots	STN Net Cost
WAKS-FM	CHR	M-F	AM	7:00a-10:00a		30	6	6	6	18	\$76.50
	CHR	M-F	MD	11:00a-3:00p		30	5	5	5	15	\$63.75
	CHR	M-F	PM	3:00p-6:00p		30	6	6	6	18	\$86.00
	CHR	M-F	EV	7:00p-10:00p		30	5	5	5	15	\$25.50
	CHR	Sa-Su	WK	10:00a-7:00p		30	4	4	4	12	\$34.00
Station Total:										78	\$4,653.75
WDOK-FM	Adult Contemp rary	M-F	AM	7:00a-10:00a		30	7	7	7	21	\$85.00
	Adult Contemp rary	M-F	MD	10:00a-3:00p		30	6	6	6	18	\$89.25
	Adult Contemp rary	M-F	PM	3:00p-7:00p		30	6	6	6	18	\$93.50
	Adult Contemp rary	Sa-Su	WK	10:00a-7:00p		30	5	5	5	15	\$29.75
Station Total:										72	\$5,520.75
WGAR-FM	Country	M-F	AM	6:00a-10:00a		30	6	6	6	18	\$153.00
	Country	M-F	MD	11:00a-3:00p		30	5	5	5	15	\$114.75
	Country	M-F	PM	3:00p-6:00p		30	6	6	6	18	\$165.75
	Country	M-F	EV	7:00p-10:00p		30	4	4	4	12	\$51.00
	Country	Sa-Su	WK	10:00a-7:00p		30	6	6	6	18	\$55.25
Station Total:										81	\$9,065.25
WHLK-FM	Adult Hits	M-F	AM	6:00a-10:00a		30	7	7	7	21	\$136.00
	Adult Hits	M-F	MD	10:00a-3:00p		30	7	7	7	21	\$140.25
	Adult Hits	M-F	PM	3:00p-6:00p		30	8	8	8	24	\$148.75
	Adult Hits	M-F	EV	7:00p-10:00p		30	5	5	5	15	\$25.50
	Adult Hits	Sa-Su	WK	10:00a-7:00p		30	6	6	6	18	\$46.75
Station Total:										99	\$10,595.25
WMJI-FM	Classic Hits	M-F	AM	6:00a-10:00a		30	7	7	7	21	\$174.25
	Classic Hits	M-F	MD	10:00a-3:00p		30	7	7	7	21	\$140.25
	Classic Hits	M-F	PM	3:00p-6:00p		30	6	6	6	18	\$131.75
	Classic Hits	M-F	EV	7:00p-10:00p		30	4	4	4	12	\$25.50
	Classic Hits	Sa-Su	WK	10:00a-7:00p		30	6	6	6	18	\$51.00
Station Total:										90	\$10,200.00
WMMS-FM	Rock	M-F	AM	6:00a-10:00a		30	7	7	7	21	\$148.75

Buy Detail Report (Special Format)

2/17/2017

Client: Allegiant Air
Media: Radio
Product: CLE
Market: Cleveland
Flight Date: 5/8/2017-5/28/2017

Buyer: Sloane Katz

of SPOTS PER WEEK

Station	Format	Day	DP	Time	Program	Dur	5/8 5/14	5/15 5/21	5/22 5/28	Total Spots	STN Net Cost	
	Rock	M-F	MD	11:00a-3:00p		30	6	6	6	18	\$93.50	
	Rock	M-F	PM	3:00p-7:00p		30	7	7	7	21	\$119.00	
	Rock	Sa-Su	WK	10:00a-7:00p		30	4	4	4	12	\$34.00	
Station Total:											72	\$7,713.75
WNCX-FM	Classic Rock	M-F	AM	8:00a-10:00a		30	6	6	7	19	\$85.00	
	Classic Rock	M-F	MD	11:00a-3:00p		30	6	6	6	18	\$85.00	
	Classic Rock	M-F	PM	3:00p-7:00p		30	7	7	7	21	\$85.00	
	Classic Rock	M-F	EV	7:00p-10:00p		30	4	4	4	12	\$17.00	
	Classic Rock	Sa-Su	WK	11:00a-7:00p		30	4	4	4	12	\$38.25	
Station Total:											82	\$5,593.00
WQAL-FM	Hot AC	M-F	AM	7:00a-10:00a		30	6	6	6	18	\$85.00	
	Hot AC	M-F	MD	10:00a-3:00p		30	5	5	5	15	\$85.00	
	Hot AC	M-F	PM	3:00p-7:00p		30	6	6	6	18	\$93.50	
	Hot AC	M-F	EV	7:00p-10:00p		30	4	4	4	12	\$25.50	
	Hot AC	Sa-Su	WK	10:00a-7:00p		30	4	4	4	12	\$29.75	
Station Total:											75	\$5,151.00
Spots Per Week							216	216	217	649		
Cost Per Week							19,469	19,469	19,554	58,493		

SCHEDULE TOTALS

TOTAL SPOTS: 649
 TOTAL COST: \$58,492.75

Disclaimer:

Broadcast month invoicing is required. SKG requires that all Radio invoices be sent electronically through one of the following services: Emedia Trade (EMT10521), SpotBuySpot/radioinvoices (Schadler Kramer Group-9912665), Marketron (#97351) and SpotData (IDB #997). You must include the SK+G estimate number above in your electronic invoice for this buy or review & payment of your invoice will be delayed. This schedule, including costs and ratings, is confidential and proprietary, and may not be shared with any entity other than SK+G and client.

Summary by Station/System

Summary by Market

Date: 2/17/2017

Client: Allegiant Air

Estimate: 4818

Media: Radio

Description: ATC CLE-VPS Co-op May 2017

Product: CLE

Flight Start Date: 5/8/2017 05:00 AM

Flight End Date: 5/28/2017 04:59 AM

Separation between spots: 30

Buyer: Sloane Katz

Market	Total Spots	STN Net	PCT
Cleveland	649	\$58,492.75	100%
Estimate Total:	649	\$58,492.75	

Media	Market	Total Estimated GIMP	UNIT	2017																								Total Costs	CPM																																																																																																				
				January			February			March			April			May			June			July			August					September			October			November			December																																																																																										
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PIA	Peoria	821,400	:30	PIA-VPS																								\$ -																																																																																																					
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Market Total				\$ 9,348																								\$ 9,348	\$ 18,671	\$ 17																																																																																																			
PIT	Pittsburgh	9,140,800	:30	PIT-VPS																								\$ -																																																																																																					
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Market Total				\$ 53,500																								\$ 53,500	\$ 108,700	\$ 9																																																																																																			
SDF	Louisville, KY	2,898,000	:30	SDF-VPS																								\$ -																																																																																																					
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Market Total				\$ 21,841																								\$ 21,841	\$ 43,896	\$ 12																																																																																																			
SGF	Springfield, MO	2,060,076	:30	SGF-VPS																								\$ -																																																																																																					
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Radio	Springfield, MO	945,600	:30	<table border="1"> <tr> <td>26</td><td>29</td><td>16</td><td>23</td><td>30</td><td>5</td><td>13</td><td>20</td><td>27</td><td>3</td><td>10</td><td>17</td><td>24</td><td>1</td><td>8</td><td>15</td><td>22</td><td>29</td><td>5</td><td>12</td><td>19</td><td>26</td><td>3</td><td>10</td><td>17</td><td>24</td><td>31</td><td>7</td><td>14</td><td>21</td><td>28</td><td>4</td><td>11</td><td>18</td><td>25</td><td>2</td><td>9</td><td>16</td><td>23</td><td>30</td><td>6</td><td>13</td><td>20</td><td>27</td><td>4</td><td>11</td><td>18</td><td>25</td> </tr> <tr> <td colspan="24"></td> <td>\$</td><td>6,650</td><td>\$</td><td>6,500</td><td colspan="24"></td> </tr> </table>																								26	29	16	23	30	5	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25																									\$	6,650	\$	6,500																									\$ 13,150	\$ 14
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Allegiant Total				\$ 34,100																								\$ 34,100																																																																																																					
Market Total				\$ 34,100																								\$ 34,100	\$ 68,700	\$ 23																																																																																																			
TYS	Knoxville	2,312,945	:30	TYS-VPS																								\$ -																																																																																																					
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26				29	16	23	30	5	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25																																																																															
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Radio	Knoxville	1,884,000	:30	<table border="1"> <tr> <td>26</td><td>29</td><td>16</td><td>23</td><td>30</td><td>5</td><td>13</td><td>20</td><td>27</td><td>3</td><td>10</td><td>17</td><td>24</td><td>1</td><td>8</td><td>15</td><td>22</td><td>29</td><td>5</td><td>12</td><td>19</td><td>26</td><td>3</td><td>10</td><td>17</td><td>24</td><td>31</td><td>7</td><td>14</td><td>21</td><td>28</td><td>4</td><td>11</td><td>18</td><td>25</td><td>2</td><td>9</td><td>16</td><td>23</td><td>30</td><td>6</td><td>13</td><td>20</td><td>27</td><td>4</td><td>11</td><td>18</td><td>25</td> </tr> <tr> <td colspan="24"></td> <td>\$</td><td>13,000</td><td>\$</td><td>14,800</td><td colspan="24"></td> </tr> </table>																								26	29	16	23	30	5	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25																									\$	13,000	\$	14,800																									\$ 27,800	\$ 15
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OOH	Knoxville	618,376	3x Digital	<table border="1"> <tr> <td>26</td><td>29</td><td>16</td><td>23</td><td>30</td><td>5</td><td>13</td><td>20</td><td>27</td><td>3</td><td>10</td><td>17</td><td>24</td><td>1</td><td>8</td><td>15</td><td>22</td><td>29</td><td>5</td><td>12</td><td>19</td><td>26</td><td>3</td><td>10</td><td>17</td><td>24</td><td>31</td><td>7</td><td>14</td><td>21</td><td>28</td><td>4</td><td>11</td><td>18</td><td>25</td><td>2</td><td>9</td><td>16</td><td>23</td><td>30</td><td>6</td><td>13</td><td>20</td><td>27</td><td>4</td><td>11</td><td>18</td><td>25</td> </tr> <tr> <td colspan="24"></td> <td>\$</td><td>10,600</td><td>\$</td><td>10,600</td><td colspan="24"></td> </tr> </table>																								26	29	16	23	30	5	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25																									\$	10,600	\$	10,600																									\$ 21,200	\$ 34
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CO-OP Total				\$ 48,200																								\$ 48,200																																																																																																					
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Market Total				\$ 48,200																								\$ 48,200	\$ 99,100	\$ 21																																																																																																			

Media	Market	Total Estimated GIMP	UNIT	2017												Total Costs	CPM		
				Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec				
TV/Cable		4,373,021				\$ 52,050		\$ 53,600		\$ -								\$ 105,650	\$ 24
Radio		71,771,800		\$ 543,660		\$ 565,400		\$ 72,850										\$ 1,183,910	\$ 16
Print		55,350,142		\$ 199,729		\$ 199,829		\$ 32,800										\$ 432,357	\$ 8
Online																		\$ -	
CO-OP Total																		\$ -	
Allegiant Total																		\$ -	
Total		131,494,963		\$ 795,439		\$ 818,829		\$ 105,650										\$ 1,719,917	\$ 13

All costs are planning costs, and subject to change until final negotiation/placement.

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Current Search Terms: allegiant* AIR* LLC*

Notice: This printed document represents only the first page of your SAM search results. More results may be available. To [print your complete search results](#), you can [download the PDF](#) and [print it](#).
No records found for current search.

Glossary

Search

Results

Entity

Exclusion

Search

Filters

By Record Status

By Functional Area - Entity Management

By Functional Area - Performance Information

SAM | System for Award Management 1.0

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**AGREEMENT FOR PAID MEDIA SERVICES
TO PROMOTE SUB-COUNTY TAXING DISTRICT**

This AGREEMENT (the "Agreement") is made and entered into on the effective date below by and between OKALOOSA COUNTY, FLORIDA, a political subdivision of the State of Florida (the "County") and ALLEGIANT AIR, LLC, (the "Contractor") relating to Sub-County Taxing District paid media services as more particularly set forth herein.

WHEREAS, the County finds that supporting the advertising and marketing efforts of the Destin-Fort Walton Beach airport is an essential component of promoting the sub-county taxing district as a tourist destination; and

WHEREAS, new points of origin at the Destin-Fort Walton Beach airport enhances the destination's ability to attract tourists from those markets; and

WHEREAS, Contractor has committed to providing new points of origin to the Destin-Fort Walton Beach airport; and

WHEREAS, the County seeks to engage the Contractor for the purpose of providing paid media services as more fully set forth herein.

NOW, THEREFORE, in consideration of the above and mutual covenants contained herein, the County and the Contractor agree as follows:

Section 1. Recitals. The above recitals are true and accurate and are incorporated herein as essential terms of the Agreement.

Section 2. Scope of Services. The Contractor shall undertake the paid media services as set forth in EXHIBIT A attached hereto and incorporated by reference.

Section 3. Term. This Agreement shall be effective on May 18, 2016 and shall terminate on May 17, 2018. Either party may terminate this Agreement with or without cause and without further obligation, by giving thirty (30) days' written notice to the other party (the "Notice of Termination"). If the Notice of Termination is related to a breach or default under this Agreement, and if either party requests in writing, the parties shall meet within the 30-day notice period to discuss the Notice of Termination. In the event the parties reach a resolution, the Notice of Termination shall be deemed null and void. In the event the parties are unable to reach a resolution, upon mutual agreement of the parties, the parties may enter into mediation.

Section 4. Compensation and Invoices.

- a. The County agrees to reimburse the Contractor an amount not to exceed THREE MILLION DOLLARS (\$3,000,000.00) for actual paid media placed between May 18, 2016 and May 17, 2018 pursuant to EXHIBIT A.
- b. The parties agree the County will not reimburse the Contractor for actual paid media placed after May 17, 2018 without prior written approval by the County.
- c. Contractor will be reimbursed for the actual paid media with no markup costs. Reimbursement shall be paid to Contractor after expenses have been incurred and upon

receipt of an invoice. Invoicing detail shall be in sufficient detail for pre- and post-audit review (e.g. copies of vendor invoices, proof of performance, advertising materials) to insure the services were performed and that the correct amount has been invoiced. Contractor to submit recapitulation of credits affecting previously submitted invoices.

- d. In the event a portion of an invoice submitted to the County for payment to the Contractor, as specified above, is disputed, payment for the disputed amount may be withheld pending resolution of the dispute, and the remainder of the invoice will be processed for payment without regard to that portion which is in dispute.

Section 5. Non-Appropriation of Funds. Notwithstanding anything contained in this Agreement to the contrary, in the event the funds appropriated by the County through the Tourist Development Department are insufficient to pay the costs of this Agreement, the Agreement shall terminate on the last fiscal quarter period for which appropriations were received, without penalty or expense to the County of any kind whatsoever. However, the County will reimburse the Contractor for any and all media costs that the County previously approved and that have been expended by the Contractor. The County will immediately notify the Contractor of such occurrence. Notwithstanding the foregoing, the restrictive covenants of this paragraph are limited to the Okaloosa County Tourist Development Council Trust Fund and nothing herein shall be applied to the General Fund or any other special fund controlled by the County.

Section 6. Independent Contractor. It is mutually agreed that the Contractor is and shall remain an independent contractor and is not an employee or agent of the County.

Section 7. Audit. The County shall have the right from time to time at its sole expense to audit the compliance by the Contractor with the terms, conditions, obligations, limitations, restrictions and requirements of this Agreement and such right shall extend for a period of three (3) years after termination of this Agreement. If material improprieties are discovered during the audit, and the Contractor does not dispute said improprieties, the Contractor shall reimburse the County the cost of the audit.

Section 8. Public Records. The Contractor shall comply with and allow public access to all documents, records and other materials, subject to the provisions of Chapter 119, Florida Statutes, prepared or received by the Contractor in conjunction with this Agreement. Specifically, Contractor must:

1. Keep and maintain public records required by the County to perform the service.
2. Upon request from the County's custodian of public records, provide the County with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in chapter 119 Florida Statutes or as otherwise provided by law.
3. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the Agreement term and following completion or termination of the Agreement if the Contractor does not transfer the records to the County.
4. Upon completion or termination of the Agreement, transfer, at no cost to the County, all public records in possession of the Contractor or keep and maintain public records

required by the County to perform the service. If the contractor transfers all public records to the public agency upon completion or termination of the Agreement, the Contractor shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the Contractor keeps and maintains public records upon completion or termination of the Agreement, the Contractor shall meet all applicable requirements for retaining the public records. All records stored electronically must be provided to the public agency, upon the request from the public agency's custodian of public records, in a format that is compatible with the information technology systems of the public agency.

IF THE CONTRACTOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE CONTRACTOR'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS CONTRACT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT OKALOOSA COUNTY RISK MANAGEMENT, 5479 OLD BETHEL ROAD, CRESTVIEW, FL 32536, (850) 689-5977, RISKINFO@CO.OKALOOSA.FL.US.

Section 9. Indemnification and Insurance. To the fullest extent permitted by law, each party shall indemnify and hold harmless the other party, its officers and employees from liabilities, damages, losses, and costs including but not limited to reasonable attorney fees, except to the extent caused by the negligence, recklessness, or intentional wrongful conduct of the indemnifying party and other persons employed or utilized by the indemnifying party in the performance of this Agreement.

Contractor shall furnish the County with Certificates of Insurance. The certificate holder shall be as follows:

Okaloosa County
5479A Old Bethel Road
Crestview, Fl. 32536

The insurance required shall be written for not less than the following limits unless law requires higher amounts:

- | | |
|--|-----------------------------|
| 1. Workers Compensation | |
| a) State | Statutory |
| b) Employers Liability | \$100,000 each accident |
| 2. Business Automobile
(Combined Single Limit) | \$1 million each occurrence |
| 3. Commercial General Insurance
(Combined Single Limit) | \$1 million each occurrence |
| 4. Professional Liability
(Combined Single Limit) | \$1 million each occurrence |

5. Personal Injury and Advertising \$1 million each occurrence
(Combined Single Limit)

Section 10. Entire Agreement. This Agreement represents the entire understanding between the parties with respect to the undertakings covered hereunder and there are no oral or collateral agreements with respect thereto between the parties.

Section 11. Legal Fees. If any legal action is brought by either party relating to this Agreement, the prevailing party shall be entitled to reimbursement by the other party of its reasonable attorneys' fees and costs.

Section 12. Notice. If written notice to a party is required under this Agreement, such notice shall be given by hand delivery, recognized overnight delivery service, or by first class mail, registered and return receipt requested.

As to the County as follows:

County Administrator
Okaloosa County
1250 Eglin Pkwy N, Suite 102
Shalimar, FL 32579

As to the Contractor as follows:

General Counsel
Allegiant Air, LLC
1201 North Town Center Drive
Las Vegas, NV 89144

Section 13. Disclaimer of Third Party Beneficiaries. This Agreement is solely for the benefit of the parties and no right or cause of action shall accrue to or for the benefit of any third party that is not a formal party hereto. Nothing in this Agreement, express or implied, is intended or shall be construed to confer upon or give any person or corporation other than the parties any right, remedy, or claim under or by reason of this Agreement or any provisions or conditions of it; and all of the provisions, covenants, and conditions herein contained shall inure to the sole benefit of and shall be binding upon the parties.

Section 14. Governing Law and Venue. The validity, construction and performance of this Agreement shall be governed by the laws of the State of Florida. Venue for any action arising out of this Agreement shall be in Okaloosa County, Florida.

Section 15. Severability. If any portion of the Agreement, the deletion of which would not adversely affect the receipt of any material benefit by either party, is for any reason held or declared to be invalid or unenforceable, such determination shall not affect the remaining portions of this Agreement. If this Agreement or any portion of this Agreement is held or declared to be inapplicable to any person, property or circumstance, such determination shall not affect its applicability to any other person, property or circumstance.

IN WITNESS WHEREOF, the parties hereto, by and through the undersigned, have entered into this Agreement.

ALLEGIANT AIR, LLC

Kimberly [Signature]
Kim Downing, Advertising Manager

Dated: 5/4/16

Witnesses:

[Signature]
Signature

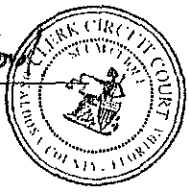
Justin Palenkotter
Printed Name

Signature

Printed Name

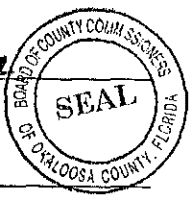
ATTEST:

[Signature]
J.D. Peacock, II
Clerk and Comptroller



OKALOOSA COUNTY, FLORIDA

[Signature]
Charles K. Windes, Jr., Chairman



Dated: 5/18/16

EXHIBIT A

SCOPE OF SERVICES

SCOPE: Contractor agrees to perform advertising and marketing services in accordance with the media schedule attached as EXHIBIT B (the "Media Plan"), as may be amended in writing and executed by the parties quarterly. Advertising and marketing services shall include, but not be limited to, creative, production, media planning and purchasing, and paid media. Contractor will be reimbursed for actual paid media costs only. Paid media costs consist of third-party charges for actual media placements and production such as Traditional Paid Media (Print, Outdoor, Broadcast) and Online Paid Media (Display Advertising, Facebook, Google Keyword, etc.). Contractor shall develop all creative at no cost to the County.

PAID MEDIA APPROVAL: The County recognizes the importance of the Contractor's ability to remain flexible in placing media that is responsive to market conditions. On a quarterly basis in advance, the Contractor shall provide an updated Media Plan identifying, at minimum, the media type, market, unit, impressions, and cost. The Media Plan will be presented to the Tourist Development Council and Board of County Commissioners for approval at a regularly scheduled meeting. The Board-approved Media Plan will be provided to the Contractor and shall be included as backup with each invoice. Actual dollar spend may shift by week, but will not exceed the quarterly total.

Contractor shall obtain prior approval from the County before placement of any media. To obtain approval for a specific media placement, Contractor shall email the Tourist Development Department Director (TDD Director) the media buy sheet and associated creative. The media buy sheet will be approved in accordance with the County's procurement approval thresholds. The creative will be approved by the TDD Director. The approved media buy sheets and approved creative will be provided to the Contractor and shall be included as backup with each invoice.

PROCUREMENT: In consideration as to whether a particular vendor or media source meets the needs of the County, the Contractor may consider, but is not limited to, price, size, placement location, added value items (e.g. online banners, e-blasts, social media), time of day, season, and target audience. Competitive pricing from media sources that reach the desired target audience for media placements and comply with FAA regulations for fare-based advertising is obtained by the Contractor's media buying team, and shall be deemed to satisfy the competitive bid process of the County's Purchasing Manual.

REPORTING: Quarterly reporting of load factor, total number of seats into Destin-Fort Walton Beach (VPS), and incremental web traffic shall be provided by the Contractor within 30 days of quarter-end. Quarters are defined as January-March, April-June, July-September, and October-December. Reimbursement for paid media services may be withheld pending receipt of quarterly reports.

USE OF LOGO: The Emerald Coast logo shall be used in the Contractor's advertising and marketing of Sub-County Taxing District. However, the County recognizes including the

Emerald Coast logo in all advertisements may not be feasible. The TDD Director may waive the logo requirement on a case-by-case basis when approving creative.

PRIORITY LODGING PARTNERS: Contractor agrees to ensure that Okaloosa County lodging properties (hotels and rental management companies) appear prominently (i.e. before those of neighboring counties) on the Hotel section of the Contractor's website. This programming is in progress and will be completed no later than December 2016. Until this programming is complete and the Contractor is able to comply with the priority lodging partner requirement, the Priceline hotel search option will be deactivated for Destin-Fort Walton Beach (VPS).

FLIGHT SCHEDULE: During the months of May through October, Contractor agrees to provide a minimum of two non-stop flights from Destin-Fort Walton Beach (VPS) per week to two destinations, as determined solely by Contractor (the "Minimum Flights"). If Contractor does not meet the Minimum Flights, the County may reduce the paid media compensation paid to Contractor or either party may terminate this Agreement, effective immediately.

EXHIBIT B

MEDIA PLAN

Media	Market	Estimated Average Weekly GIMP	Unit	2016												Estimated Totals																							
				January			February			March			April			May			June			July			August			September			October			November			December		
RL				Primary Election Political Window																																			
Radio	Ft Lauderdale	2,900,400	:30																																				
OOH	Ft Lauderdale	1,900,000	3 digital panels																																				
Co-Op Total				\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-		
Allegiant Total				\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-		
FL Total		4,800,400																																					
TV/Cable		2,859,321																																					
Radio		6,816,799																																					
OOH		4,952,996																																					
Print																																							
Online																																							
Co-Op Total				\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-		
Allegiant Total				\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-		
Total																																							

All costs are planning costs, and subject to change until final negotiation/placement.

Media	Market	Estimated Average Weekly GIMP	Unit	2017																								Estimated Totals																										
				January				February				March				April				May				June				July				August				September				October				November				December				A25-54 Impressions	Cost	CPM
				26	29	31	1	30	31	1	2	27	28	30	1	27	28	30	1	1	2	4	5	29	30	1	2	26	27	29	30	31	1	3	4	28	29	31	1	25	26	28	29	30	1	3	4	27	28	30	1			
Radio	Ft. Lauderdale	2,900,400	:60	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	17,402,400	\$ -	\$ 1,169,460								
ODH	Ft. Lauderdale	1,900,000	3 digital panels	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	17,100,000	\$ 299,100	\$ 346,800												
Co-Op Total				\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -	\$ -												
Allegiant Total				\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -	\$ -												
ALL Totals		4,800,400		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	34,502,400	\$ 299,100	\$ 1,495,500												
TV/Sable		2,686,976		\$ -	\$ 115,250	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	16,121,858	\$ 113,600	\$ 7												
Radio		6,833,213		\$ -	\$ 219,050	\$ -	\$ 46,800	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	53,397,450	\$ 391,800	\$ 7												
Print		4,962,730		\$ -	\$ 84,131	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	44,664,572	\$ 102,375	\$ 2												
Online				\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -	\$ -												
Co-Op Total				\$ -	\$ 418,431	\$ -	\$ 46,800	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ 1,495,594													
Allegiant Total				\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -	\$ -												
Total		14,542,919		\$ -	\$ 418,431	\$ -	\$ 46,800	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	114,183,880	\$ 1,495,594	\$ 13												

All costs are planning costs, and subject to change until final negotiation/placement.