



Out-Of-House Bid Checklist

Please fill out each item in this checklist, and fax back to ComQuest at 619-659-3800. We will confirm receipt of this form, and quickly provide you with a confidential proposal that meets your needs.

Your Market _____ Your call letters _____

Demo breaks for callout _____ (ex: 18-24, 25-29 Female only, etc.)

Gender (circle one): Male Female Both

Ethnic restrictions, if any _____
(ex: 80% Hispanic, or no more than 20% Asian, or 100% caucasian, etc.)

Interviewers need to speak (circle one): English-only English & Spanish Other

Geographic restrictions, if any _____
(ex: only 619 area code, or no Polk County, or only from hot zips provided, etc.)

Listening Qualification

	Cume	Pref	AQH Share in target demo	% of sample	(circle one)
Station: _____	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	min / max
Station: _____	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	min / max
Station: _____	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	min / max
Station: _____	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	min / max
Station: _____	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	min / max
Station: _____	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	min / max

Use the area above to indicate which station(s) you require to include in the Cume and Pref portion of the screener, and the in-demo AQH (M-S, 6a-12m) share of each station, and whether your indicated % of sample is a minimum or maximum target.

Be sure to include your own station! For example: **WAAA - Pref - 10.8 share - 40% - minimum**

Number of songs to test _____ Number of perceptual questions _____

Any artist/title screening montages or other screening criteria? _____

Score collection (circle one): single option dual (discrete burn) option

Completes per test cycle: _____ Test cycles per year: _____ Roll _____ weeks together

Target date to receive first cycle of results: _____

PLEASE FAX BACK TO GARRY MITCHELL AT COMQUEST: 619-659-3800