

#227706

Revision, Version 4

Agency: US International Media
Office: Sacramento
Client: 1853 - CA for United MediCal
 Funding and Accountability

Station: KRCR-TV
Order Type: Normal
Cancel Date:

Flight Start: 08/08/2016
Flight End: 10/02/2016
Hiatus:

Product: 5667 - Prop

Piggyback Product:

Estimate: 36741 - MediCal Funding - Tier 2 TV
 - Aug 22-Oct 2 '16

Received in ePort: 9/7/2016 5:39:51 PM

Primary Demo: A35+

Local/National: Local

Airtime Dollars: \$64,550.00

Demo 2: A35+

Rep Office: KRCR-TV

Interactive Dollars: \$0.00

Demo 3: W35+

AE: Terri Wilcox

Non-Airtime Dollars: \$0.00

GRP: 1662.00

Phone:

Total Dollars: \$64,550.00

CPP: \$38.84

OrderID: 4946383

Total Spots: 285

GIMP: 0

Status: Revised Pending Review

CPM: \$0.00

MarketShare:

Comments: rev. 9/7/16: revised to change bookend :15's to :30's
 Separation: 8

Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len									Total				
						8/8	8/15	8/22	8/29	9/5	9/12	9/19	9/26	Spots	Rtg	CPP	Imp	CPM
1	MTuWThF 5A-6A KRCR NW-DYBK@5	EM	\$140.00	C	30	0	0	7	5	5	5	5	5	32	2.50	\$56.00		
2	MTuWThF 6A-7A KRCR NW-DYBK@6<	EM	\$250.00	C	30	0	0	7	5	5	5	5	5	32	5.00	\$50.00		
3	MTuWThF 7A-9A GD MRN AMR-ABC<	EM	\$250.00	C	30	0	0	7	5	5	10	10	10 ✓	47	6.60	\$37.88		
4	MTuWThF 7A-9A GD MRN AMR-ABC<	EM (15)	\$125.00	C	15	0	0	0	0	0	0	0	0	0	6.60	\$0.00		
BOOKENDS																		
5	Su 8A-9A THIS WEEK-ABC	EM	\$35.00	C	30	0	0	1	1	1	1	1	1	6	2.80	\$12.50		
6	MTuWThF 5P-5:30P KRCR NWS CH7@5	EN	\$325.00	C	30	0	0	5	5	5	5	5	5	30	9.00	\$36.11		
7	MTuWThF 5:30P-6P KRCR NWCH7@530	EN	\$325.00	C	30	0	0	5	5	5	5	5	5	30	9.00	\$36.11		
8	MTuWThF 6:30P-7P KRCR NWCH7@630	EN	\$325.00	C	30	0	0	5	5	5	5	5	5 ✓	30	9.00	\$36.11		
9	MTuWThF 6:30P-7P KRCR NWCH7@630	EN (15)	\$163.00	C	15	0	0	0	0	0	0	0	0 ✓	0	9.00	\$0.00		
BOOKENDS																		
10	Su 5:30P-6P KRCR NWCH7@530	EN	\$220.00	C	30	0	0	1	1	1	1	1	1	6	5.00	\$44.00		

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						8/8	8/15	8/22	8/29	9/5	9/12	9/19	9/26		Rtg	CPP	Imp	CPM
11	Su 6P-6:30P ABC NWS-SUN	EN	\$220.00	C	30	0	0	1	0	1	1	1	1	5	6.00	\$36.67		
12	Su 6:30P-7P KRCR NWCH7@630	EN	\$220.00	C	30	0	0	1	0	1	1	1	1	5	6.00	\$36.67		
13	MTuWThF 11P-11:30P KRCR NW CH7@11	LN	\$145.00	C	30	0	0	5	5	5	5	5	5	30	2.70	\$53.70		
14	MTuWThF 11P-11:30P KRCR NW CH7@11	LN (15)	\$73.00	C	15	0	0	0	0	0	0	0	0	0	2.70	\$0.00		
BOOKENDS																		
15	Sa 11P-11:30P KRCR NW CH7@11	LN	\$125.00	C	30	0	0	1	1	1	1	1	1	6	3.40	\$36.76		
16	Sa 7A-8A GD MRN-SAT-ABC	EM	\$80.00	C	30	0	0	2	2	2	2	2	2	12	3.50	\$22.86		
17	Su 7A-8A GD MRN-SUN-ABC	EM	\$70.00	C	30	0	0	2	2	2	2	2	2	12	3.30	\$21.21		
18	Sa 4:30P-5P KRCR News Special Edition	EN	\$220.00	C	30	0	0	0	1	0	0	0	0	1	6.00	\$36.67		
News Special Edition prior to College Football																		
19	Su 4P-4:30P KRCR News Special Edition	EN	\$220.00	C	30	0	0	0	1	0	0	0	0	1	6.00	\$36.67		
News Special Edition prior to College Football																		
Total Spots:						0	0	50	44	44	49	49	49					
Total GRP:						0.0	0.0	284.0	255.8	255.8	288.8	288.8	288.8					
Cash\$ - Spots: \$64,550.00 - 285 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$64,550.00 Total GRP - CPP: 1662.0 - \$38.84 Total GIMP(000) - CPM: 0 - \$0.00																		