



Proposal ID: 698683
 Market: HONOLULU [68]
 Station: KHNL+
 Schedule Date: 6/11/2024 - 8/10/2024
 Spot Length(s): :30
 Book: NSI 3Q EST (sell)
 Report: Planner

Acct. Exec: Frank Guiffreda
 Phone #: 808-847-9360
 Email: fguiffreda@hawaiinewsnow.com
 Web Site: www.hawaiinewsnow.com

All advertising, production services, consulting services, and digital management services sold or offered by Gray Television Group, Inc. or Gray Media Group, Inc. (collectively "Gray") are subject to Gray's Standard Terms and Conditions available at www.gray.tv/advertising.

Flight Dates: 6/11/2024-8/10/2024

Program Time	Spot Length											DMA P35-54 RTG	DMA P35-54 000	W k s	Rate Spots	
		JN 11	JN 17	JN 24	JL 1	JL 8	JL 15	JL 22	JL 29	AU 5						
KHNL+																
HAWAII NEWS NOW 5A-7A KHNL	:30	--	1	1	1	1	2	2	2	1		p1.4	p4.8	8	\$90.00	
GRPs/Impressions												15.4	52.8		11	
SHR												21.3	21.3			
CPP/CPM												\$64.29	\$18.75			
Mo-Fr 5:00a-7:00a																
TODAY SHOW	:30	1	1	1	1	2	2	2	1		0.9	2.0	9	\$75.00		
GRPs/Impressions												10.8	24.0		12	
SHR												12.4	12.4			
CPP/CPM												\$83.33	\$37.50			
Mo-Fr 7:00a-9:00a																
FIRST AT 4P KHNL	:30	1	1	1	1	2	2	2	1		1.1	2.6	9	\$150.00		
GRPs/Impressions												13.2	31.2		12	
SHR												9.8	9.8			
CPP/CPM												\$136.36	\$57.69			
Mo-Fr 4:00p-4:30p																
FIRST AT 430P KHNL	:30	1	1	1	1	2	2	2	1		1.6	3.6	9	\$150.00		
GRPs/Impressions												19.2	43.2		12	
SHR												12.5	12.5			
CPP/CPM												\$93.75	\$41.67			
Mo-Fr 4:30p-5:00p																
HAWAII NEWS NOW 5P KHNL	:30	--	1	1	1	1	2	2	2	1		1.9	4.4	8	\$350.00	
GRPs/Impressions												20.9	48.4		11	
SHR												13.9	13.9			
CPP/CPM												\$184.21	\$79.55			
Mo-Fr 5:00p-5:30p																
HAWAII NEWS NOW 530P KHNL	:30	--	1	1	1	1	1	1	--	1		1.7	3.9	7	\$350.00	
GRPs/Impressions												11.9	27.3		7	
SHR												11.3	11.3			
CPP/CPM												\$205.88	\$89.74			
Mo-Fr 5:30p-6:00p																
NBC NIGHTLY NEWS	:30	--	1	1	1	1	1	1	1	1		1.5	3.4	8	\$450.00	
GRPs/Impressions												12.0	27.2		8	
SHR												8.9	8.9			
CPP/CPM												\$300.00	\$132.35			
Mo-Fr 6:00p-6:30p																
TONIGHT SHOW JIMMY FALLON	:30	--	1	1	1	1	2	2	2	1		0.6	1.5	8	\$115.00	
GRPs/Impressions												6.6	16.5		11	
SHR												6.4	6.4			
CPP/CPM												\$191.67	\$76.67			
Mo-Fr 10:35p-11:37p																
OLYMPICS PRIMETIME SUMMER	:30	--	--	--	--	--	1	1	1			p4.7	p13.5	3	\$2,500.00	
GRPs/Impressions												14.1	40.5		3	
SHR												21.6	21.6			
CPP/CPM												\$531.91	\$185.19			
Mo-Su 7:00p-10:30p																



Proposal ID: 698683
 Market: HONOLULU [68]
 Station: KHNL+
 Schedule Date: 6/11/2024 - 8/10/2024
 Spot Length(s): :30
 Book: NSI 3Q EST (sell)
 Report: Planner

Acct. Exec: Frank Guiffreda
 Phone #: 808-847-9360
 Email: fguiffreda@hawaiinewsnow.com
 Web Site: www.hawaiinewsnow.com

All advertising, production services, consulting services, and digital management services sold or offered by Gray Television Group, Inc. or Gray Media Group, Inc. (collectively "Gray") are subject to Gray's Standard Terms and Conditions available at www.gray.tv/advertising.

Flight Dates: 6/11/2024-8/10/2024

Program Time	Spot Length											DMA P35-54 RTG	DMA P35-54 000	W k s	Rate Spots	
		JN 11	JN 17	JN 24	JL 1	JL 8	JL 15	JL 22	JL 29	AU 5						
KHNL+																
HAWAII NEWS NOW LATE NEWS KHNL	:30	--	--	--	--	--	--	1	1	1		p1.3	p3.8	3	\$275.00	
GRPs/Impressions												3.9	11.4		3	
SHR												7.0	7.0			
CPP/CPM												\$211.54	\$72.37			
Mo-Su 10:00p-10:30p																
OLYMPICS DAYTIME WKND SUMMER	:30	--	--	--	--	--	--	2	2	--		p2.7	p7.8	2	\$1,500.00	
GRPs/Impressions												10.8	31.2		4	
SHR												16.3	16.3			
CPP/CPM												\$555.56	\$192.31			
Sa-Su 12:00p-3:00p																
HAWAII NEWS NOW SA SUN 5P KHNL	:30	--	1	1	1	1	2	2	2	1		p0.9	p2.1	8	\$350.00	
GRPs/Impressions												9.9	23.1		11	
SHR												5.9	5.9			
CPP/CPM												\$388.89	\$166.67			
Sa-Su 5:00p-6:00p																
OLYMPICS MORNING WKND SUMMER	:30	--	--	--	--	--	--	2	2	--		p1.4	p4.0	2	\$250.00	
GRPs/Impressions												5.6	16.0		4	
SHR												16.8	16.8			
CPP/CPM												\$178.57	\$62.50			
Sa-Su 2:00a-12:00p																
KHNL+ Totals		3	9	9	9	9	16	22	21	11					\$35,830.00	
												GRP/(000)	154.3	392.8	Spts: 109	
												CPP/CPM:	\$232.21	\$91.22		
												Reach:	61.5	61.5		
												Frequency:	2.5	2.5		
KFVE																
HAWAII NEWS NOW SUNRISE 7AM KF	:30	--	1	1	1	1	2	2	2	1		0.6	1.4	8	\$75.00	
GRPs/Impressions												6.6	15.4		11	
SHR												8.5	8.5			
CPP/CPM												\$125.00	\$53.57			
Mo-Fr 7:00a-8:00a																
HAWAII NEWS NOW SUNRISE 8AM KF	:30	1	--	1	1	1	2	2	2	1		0.6	1.3	8	\$90.00	
GRPs/Impressions												6.6	14.3		11	
SHR												8.2	8.2			
CPP/CPM												\$150.00	\$69.23			
Mo-Fr 8:00a-9:00a																
HAWAII NEWS NOW @9P KFVE	:30	1	1	1	1	2	3	3	3	2		0.6	1.3	9	\$150.00	
GRPs/Impressions												10.2	22.1		17	
SHR												4.2	4.2			
CPP/CPM												\$250.00	\$115.38			
Mo-Su 9:00p-9:30p																
HAWAII NEWS NOW 10P KFVE	:30	--	1	1	1	1	1	2	2	1		0.5	1.1	8	\$40.00	
GRPs/Impressions												5.0	11.0		10	
SHR												3.9	3.9			
CPP/CPM												\$80.00	\$36.36			
Mo-Su 10:00p-10:30p																