



# John Smithee Add 3.4.24

Date: 3/1/2024

Revision #: 1

Client: Double U Marketing  
 Buyer: Wendi Swope  
 Advertiser: John Smithee  
 Product: N/A  
 Estimate #:

Primary Demo: Adults 18+  
 Office: KVII-TV  
 One Broadcast Center  
 Amarillo, TX 79101

Flight Dates: 3/4/2024 to 3/10/2024  
 Contact:  
 Phone: 806-731-8859  
 Fax: 806-371-7329  
 Email: lcargo@sbgvtv.com;  
 asygerger@sbgvtv.com

Daypart	Dur	CLT NET	Mar	Total Spots	A 18+
			4	(000)/CPM	
<b>Amarillo Feb24 CSM Rentrak Live Only</b>					
<b>KVII+S2</b>					
M-F 5a-6a	30	\$35	1	1	2
EARLY DAYBREAK					\$18
M-F 6a-7a	30	\$140	1	1	4
DAYBREAK					\$35
M-F 7a-9a	30	\$175	2	2	6
GOOD MORNING AMERICA					\$29
M-F 11a-11:30a	30	\$90	1	1	4
ABC 7 MIDDAY					\$23
M-F 12n-1p	30	\$55	1	1	2
GMA 3: WHAT YOU NEED TO KNOW					\$28
M-F 5p-5:30p	30	\$315	1	1	5
ABC 7 NEWS @ 5PM					\$63
M-F 6p-6:30p	30	\$440	1	1	9
ABC 7 NEWS @ 6PM					\$49
M-F 6:30p-7p	30	\$525	1	1	11
WHEEL OF FORTUNE					\$48
M-F 10p-10:35p	30	\$230	1	1	4
ABC 7 NEWS @ 10PM					\$58
M-F 11:37p-12:06a	30	\$35	1	1	2
NIGHTLINE					\$18

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 Reach and Frequency is based on the Comscore™ and has been calculated using NuMath® research.

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Daypart	Dur	CLT NET	Mar	Total Spots	A 18+ (000)/CPM
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## KVII+S2

Total Spots: 11  
Total GRP: 42.07  
Total GIMP(000): 55  
Total CLT NET: \$2,215

11  
55  
Total CPP/CPM: \$40

Total Reach: 27.3%  
Total Freq: 1.5  
Total Net Reach (000): 36  
Amarillo Pop (000): 131

Signature: \_\_\_\_\_

**Disclaimer:** This contract is between the station and the client. This agreement has been negotiated in good faith and is non-transferrable to a third party media buying agency. Upon contract completion, all rates, programming and promotions are subject to change. If the client wishes to cancel their marketing agreement prior to contract completion, client must indicate in written form, and must give the station at minimum, a two week notice. Barrington Broadcasting Group and its stations, whether owned or operated, do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made part of a particular contract, is hereby rejected.



# Summary By Market

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Market	Total Spots	CLT NET	PCT	Adults 18+	
				C NET	GIMP(000) PCT
Reach Pct / Freq					

### Amarillo Feb24 CSM Rentrak Live Only

Market Total: 11 \$2,215 \$40 55  
 27.3% / 1.5

Signature: \_\_\_\_\_

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# Summary By Week

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Week No.	Week Date	Total Spots	CLT NET	PCT	Adults 18+		
					C NET	GIMP(000)	PCT

## Amarillo Feb24 CSM Rentrak Live Only

1	3/4/2024	11	\$2,215	0%	\$40	55	100%
<b>Market Total:</b>		11	\$2,215		\$40	55	