

Rex Bohn 1st District Supervisor

Advertiser: Rex Bohn for Supervisor
 Agency:
 Buyer:
 Length(s): :30
 Proposal #: 1008833
 Market [Rank]: EUREKA, CA-COMSCORE LO
 Books: March 2023-COMSCORE LO
 Flight Dates: 02/28/24 - 03/04/24

Station Contact:
 Name: Jenny Olszewski
 Phone: (707) 723-5178
 Fax:
 Email: jennyo@redwoodnews.tv

Program DP Days Time	Rate Days	Wed 2/28	Thu 2/29	Fri 3/1	Sat 3/2	Sun 3/3	Mon 3/4	Cost Spots	A18+ RTG CPP			
KIEM												
REDWOOD MORNING NEWS	\$15	1	1	1	-	-	1	\$60	2.2P			
M M-F 6:00A-7:00A	4							4	\$6.82			
TODAY SHOW	\$15	1	1	1	-	-	1	\$60	3.3P			
M M-F 7:00A-9:00A	4							4	\$4.55			
LIVE W/KELLY & MARK	\$10	1	1	1	-	-	1	\$40	1.6P			
D M-F 11:00A-12:00P	4							4	\$6.25			
NBC DAILY NEWS	\$20	1	1	1	-	-	1	\$80	1.2P			
D M-F 1:00P-2:00P	4							4	\$16.67			
FAMILY FEUD	\$10	1	1	1	-	-	1	\$40	2.2			
E M-F 4:00P-5:00P	4							4	\$4.55			
REDWOOD NEWS @ 5	\$125	1	1	1	-	-	1	\$500	9.5P			
R M-F 5:00P-5:30P	4							4	\$13.16			
REDWOOD NEWS @ 6	\$150	1	1	1	-	-	1	\$600	6.5P			
R M-F 6:00P-6:30P	4							4	\$23.08			
ACCESS HOLLYWOOD	\$15	1	1	1	-	-	1	\$60	3.3P			
A M-F 6:30P-7:00P	4							4	\$4.55			
SEINFELD	\$25	1	1	1	-	-	1	\$100	2.6			
A M-F 7:00P-8:00P	4							4	\$9.62			
REDWOOD NEWS @ 11	\$75	1	1	1	-	-	1	\$300	3.2			
T M-F 11:00P-11:30P	4							4	\$23.44			
LATE SHOW W/ JIMMY FALLON	\$15	1	1	1	-	-	1	\$60	2.6			
L M-F 11:30P-12:00A	4							4	\$5.77			
REDWOOD NEWS @ 11 SAT	\$75	-	-	-	1	-	-	\$75	4.5P			
T SAT 11:00P-11:30P	1							1	\$16.67			
THE OUTDOORSMAN	\$10	-	-	-	-	1	-	\$10	0.5P			
M SUN 5:00A-5:30A	1							1	\$20.00			
US FARM REPORT	\$10	-	-	-	-	1	-	\$10	0.6P			
M SUN 6:00A-7:00A	1							1	\$16.67			
REDWOOD NEWS @ 6 SUN	\$75	-	-	-	-	1	-	\$75	6.6P			
R SUN 6:00P-6:30P	1							1	\$11.36			
REDWOOD NEWS @ 11 SUN	\$75	-	-	-	-	1	-	\$75	3.3			
T SUN 11:00P-11:30P	1							1	\$22.73			

KIEM Television Subtotals	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency
A18+R	49	\$2,145	168.30	\$12.75	62.03	2.71

Program DP Days Time	Rate Days	Wed 2/28	Thu 2/29	Fri 3/1	Sat 3/2	Sun 3/3	Mon 3/4	Cost Spots	A18+ RTG CPP			
KVIQ												
REDWOOD NEWS @ 5	\$25	1	1	1	-	-	1	\$100	2.3P			
R M-F 5:00P-5:30P	4							4	\$10.87			
FAMILY FEUD	\$30	1	1	1	-	-	1	\$120	2.8			
A M-F 7:00P-8:00P	4							4	\$10.71			
REDWOOD NEWS @ 11	\$25	1	1	1	-	-	1	\$100	2.0			
T M-F 11:00P-11:30P	4							4	\$12.50			
LATE SHOW W/STEPHEN COLBERT	\$10	1	1	1	-	-	1	\$40	1.6			
L M-F 11:35P-12:35A	4							4	\$6.25			
SURVIVOR	\$100	1	-	-	-	-	-	\$100	1.4			
P WED 8:00P-9:30A	1							1	\$71.43			