



*The proposed schedule:*

- Will have an unduplicated reach of 88,286 for Households or 52.4 for your target
- Will Reach 36,477 Households 3 or more times or 21.7 for your target
- Will Achieve 88.8 Gross Rating Points or 149.2 Impressions(000)
- Will have an average frequency of 1.7
- Have an average Cost Per Point of \$16.89
- Have an average Cost Per Thousand of \$10.05

*All this for an investment of \$1500.00*

Name: Fred Carver

[email: fcarver@12newsnow.com](mailto:fcarver@12newsnow.com)



Market: BEAUMONT-PORT ARTHUR [145]  
 Station: KBMT  
 Schedule Date: 11/1/2022 - 11/8/2022  
 Spot Length(s): :30  
 Book: Q4 EST (sell)  
 Report: Planner  
 Author: Fred Carver

Acct. Exec: Fred Carver  
 Email: fcarver@12newsnow.com

Flight Dates: 11/1/2022-11/8/2022

Program Time	Spot Length	NO	NO	DMA HH RTG	DMA P55+ RTG	DMA P55+ 000	Wk Spts	Rate Spots
<b>KBMT</b>								
KBMT NEWS 5A	:30	2	2	p2.4	p1.9	p2.5	2	\$30.00
GRPs/Impressions				9.6	7.6	10		4
CPP/CPM				\$12.50	\$15.79	\$12.00		
Mo-Fr 5:00a-6:00a				Run Dates: 1/22/2015-12/31/2036				
<b>KBMT Totals</b>								\$120.00
		GRP/(000)		76.6	79.5	104.2	Spts:	4
		CPP/CPM:		\$16.19	\$15.60	\$11.90		
<b>KJAC</b>								
12 News Daybreak at 6am	:30	2	2	p1.0	p0.7	p0.9	2	\$10.00
GRPs/Impressions				4	2.8	3.6		4
CPP/CPM				\$10.00	\$14.29	\$11.11		
Mo-Fr 6:00a-7:00a				Run Dates: 1/22/2015-12/31/2036				
<b>KJAC Totals</b>								\$40.00
		GRP/(000)		12.2	10.0	13.0	Spts:	4
		CPP/CPM:		\$21.31	\$26.00	\$20.00		
<b>KBMT</b>								
KBMT NEWS 6A	:30	2	2	p4.1	p3.4	p4.4	2	\$65.00
GRPs/Impressions				16.4	13.6	17.6		4
CPP/CPM				\$15.85	\$19.12	\$14.77		
Mo-Fr 6:00a-7:00a				Run Dates: 1/22/2015-12/31/2036				
<b>KBMT Totals</b>								\$260.00
		GRP/(000)		76.6	79.5	104.2	Spts:	4
		CPP/CPM:		\$16.19	\$15.60	\$11.90		
<b>KJAC</b>								
12 NEWS MIDDAY NEWS	:30	1	1	1.3	1.0	1.3	2	\$25.00
GRPs/Impressions				2.6	2	2.6		2
CPP/CPM				\$19.23	\$25.00	\$19.23		
Mo-Fr 11:00a-11:30a				Run Dates: 9/19/2022-12/31/2036				

Note: Asterisk (\*) indicates manual adjustment of estimate.

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Flight Dates: 11/1/2022-11/8/2022

Program Time	Spot Length	NO	NO	DMA HH RTG	DMA P55+ RTG	DMA P55+ 000	Wk	Rate Spots
<b>KJAC</b>								
<b>KJAC Totals</b>							Spts:	2
		GRP/(000)		12.2	10.0	13.0		
		CPP/CPM:		\$21.31	\$26.00	\$20.00		
<b>KBMT</b>								
12 NEWS MIDDAY NEWS	:30	1	--	1.7	1.7	2.2	1	\$30.00
GRPs/Impressions							1	
CPP/CPM				\$17.65	\$17.65	\$13.64		
Mo-Fr 11:00a-11:30a				Run Dates: 9/19/2022-12/31/2036				
<b>KBMT Totals</b>							Spts:	1
		GRP/(000)		76.6	79.5	104.2		
		CPP/CPM:		\$16.19	\$15.60	\$11.90		
<b>KJAC</b>								
KJAC NEWS AT 4P THE BEAT	:30	1	1	p2.4	p2.2	p2.9	2	\$40.00
GRPs/Impressions							2	
CPP/CPM				\$16.67	\$18.18	\$13.79		
Mo-Fr 4:00p-4:30p				Run Dates: 1/22/2015-12/31/2036				
<b>KJAC Totals</b>							Spts:	2
		GRP/(000)		12.2	10.0	13.0		
		CPP/CPM:		\$21.31	\$26.00	\$20.00		
<b>KBMT</b>								
KBMT 12 NEWS AT 5PM	:30	2	1	p7.0	p8.2	p10.8	2	\$95.00
GRPs/Impressions							3	
CPP/CPM				\$13.57	\$11.59	\$8.80		
Mo-Fr 5:00p-5:30p				Run Dates: 1/22/2015-12/31/2036				
KBMT 12 NEWS AT 6PM	:30	1	1	p8.5	p9.7	p12.7	2	\$145.00
GRPs/Impressions							2	
CPP/CPM				\$17.06	\$14.95	\$11.42		
Mo-Fr 6:00p-6:30p				Run Dates: 1/22/2015-12/31/2036				

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 Report: Planner  
 Author: Fred Carver

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 Email: fcarver@12newsnow.com

Flight Dates: 11/1/2022-11/8/2022

Program Time	Spot Length	NO	NO	DMA HH RTG	DMA P55+ RTG	DMA P55+ 000	W k s	Rate Spots
<b>KBMT</b>								
KBMT 12 NEWS AT 10PM	:30	1	--	p4.1	p4.0	p5.3	1	\$130.00
GRPs/Impressions				4.1	4	5.3		1
CPP/CPM				\$31.71	\$32.50	\$24.53		
Mo-Fr 10:00p-10:35p				Run Dates: 1/22/2015-12/31/2036				
<b>KBMT Totals</b>								<b>\$705.00</b>
				GRP/(000)	76.6	79.5	104.2	Spts: 6
				CPP/CPM:	\$16.19	\$15.60	\$11.90	
<b>KJAC</b>								
12 News @ 10P	:30	1	--	*0.8	*0.8	*1.0	1	\$90.00
GRPs/Impressions				0.8	0.8	1		1
CPP/CPM				\$112.50	\$112.50	\$90.00		
Sat 10:00p-10:35p				Run Dates: 9/19/2022-12/31/2036				
<b>KJAC Totals</b>								<b>\$90.00</b>
				GRP/(000)	12.2	10.0	13.0	Spts: 1
				CPP/CPM:	\$21.31	\$26.00	\$20.00	
<b>KBMT</b>								
12 NEWS AT 530-SUN	:30	1	--	p6.8	p8.6	p11.3	1	\$125.00
GRPs/Impressions				6.8	8.6	11.3		1
CPP/CPM				\$18.38	\$14.53	\$11.06		
Sun 5:30p-6:00p				Run Dates: 2/4/2015-12/31/2036				
<b>KBMT Totals</b>								<b>\$125.00</b>
				GRP/(000)	76.6	79.5	104.2	Spts: 1
				CPP/CPM:	\$16.19	\$15.60	\$11.90	

	Total Cost:	\$1,500.00	
	Agency Commission @ 15%	\$225.00	
	Net Cost:	\$1,275.00	
	Signature	<i>Erika Harris</i>	

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**General Summary ( DMA HH D.RTG )**

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
KBMT	16	\$1,240.00	76.6	128.7	49.0	1.6	18.0	\$16.19	\$9.63	82,447	168,350
KJAC	9	\$260.00	12.2	20.5	6.8	1.8	2.3	\$21.31	\$12.68	11,443	168,350
BEAUMONT-PORT ARTHUR	25	\$1,500.00	88.8	149.2	52.4	1.7	21.7	\$16.89	\$10.05	88,286	168,350

**Station Summary ( DMA HH D.RTG )**

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
Total (DMA HH)	25	100%	\$1,500.00	100%	88.8	100%	149.2	52.4	1.7	21.7	\$16.89	\$10.05	88,286	168,350

**Daypart Summary ( DMA HH D.RTG )**

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	CPP	CPM
Early Morning	13	52%	\$450.00	30%	31.7	36%	53.2	\$14.20	\$8.46
Daytime	2	8%	\$50.00	3%	2.6	3%	4.4	\$19.23	\$11.36
Early News	8	32%	\$780.00	52%	49.6	56%	83.3	\$15.73	\$9.36
Late News	2	8%	\$220.00	15%	4.9	6%	8.3	\$44.90	\$26.51

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