

*The proposed schedule:*

- Will have an unduplicated reach of 84,841 for Persons 50+ or 54.0 for your target
- Will Reach 39,195 Persons 50+ 3 or more times or 24.9 for your target
- Will Achieve 106.9 Gross Rating Points or 167.6 Impressions(000)
- Will have an average frequency of 2.0
- Have an average Cost Per Point of \$11.23
- Have an average Cost Per Thousand of \$7.16

*All this for an investment of \$1200.00*

Name: Fred Carver

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Market: BEAUMONT-PORT ARTHUR [145]  
 Station: KBMT  
 Schedule Date: 2/7/2022 - 3/1/2022  
 Spot Length(s): :30  
 Book: Q1 EST (sell)  
 Report: Planner  
 Author: Fred Carver

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

Flight Dates: 2/7/2022-3/1/2022

Program Time	Spot Length	FE	FE	FE	FE	DMA P50+ RTG	DMA P50+ 000	Wk	Rate Spots
		7	14	21	28			s	
KBMT									
KBMT NEWS 5A	:30	1	1	2	2	p1.5	p2.4	4	\$20.00
GRPs/Impressions						9	14.4		6
CPP/CPM						\$13.33	\$8.33		
Mo-Fr 5:00a-6:00a		Run Dates: 1/22/2015-12/31/2036							
KBMT NEWS 6A	:30	1	1	2	2	p2.8	p4.3	4	\$40.00
GRPs/Impressions						16.8	25.8		6
CPP/CPM						\$14.29	\$9.30		
Mo-Fr 6:00a-7:00a		Run Dates: 1/22/2015-12/31/2036							
GOOD MORNING AMERICA	:30	1	1	2	2	p3.7	p5.7	4	\$45.00
GRPs/Impressions						22.2	34.2		6
CPP/CPM						\$12.16	\$7.89		
Mo-Fr 7:00a-9:00a		Run Dates: 1/22/2015-12/31/2036							
JUDGE JUDY	:30	1	2	3	2	p3.9	p6.2	4	\$40.00
GRPs/Impressions						31.2	49.6		8
CPP/CPM						\$10.26	\$6.45		
Mo-Fr 4:30p-5:00p		Run Dates: 1/22/2015-12/31/2036							
KBMT 12 NEWS AT 6PM	:30	--	--	--	1	p8.7	p13.7	1	\$100.00
GRPs/Impressions						8.7	13.7		1
CPP/CPM						\$11.49	\$7.30		
Mo-Fr 6:00p-6:30p		Run Dates: 1/22/2015-12/31/2036							
KBMT NEWS 430A	:30	--	--	1	2	p1.0	p1.6	2	\$5.00
GRPs/Impressions						3	4.8		3
CPP/CPM						\$5.00	\$3.13		
Mo-Fr 4:30a-5:00a		Run Dates: 2/9/2015-12/31/2036							
12 NEWS AT 6P- SAT	:30	--	--	1	--	p7.2	p11.3	1	\$50.00
GRPs/Impressions						7.2	11.3		1
CPP/CPM						\$6.94	\$4.42		
Sat 6:00p-6:30p		Run Dates: 2/3/2015-12/31/2036							
12 NEWS AT 530-SUN	:30	--	--	1	--	p8.8	p13.8	1	\$85.00
GRPs/Impressions						8.8	13.8		1
CPP/CPM						\$9.66	\$6.16		
Sun 5:30p-6:00p		Run Dates: 2/4/2015-12/31/2036							

