



Christian Manuel Hayes

The proposed schedule:

- Will have an unduplicated reach of 81,719 for Persons 50+ or 52.0 for your target
- Will Reach 37,331 Persons 50+ 3 or more times or 23.7 for your target
- Will Achieve 97.7 Gross Rating Points or 153.7 Impressions(000)
- Will have an average frequency of 1.9
- Have an average Cost Per Point of \$14.38
- Have an average Cost Per Thousand of \$9.14

All this for an investment of \$1405.00

Name: Fred Carver

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Market: BEAUMONT-PORT ARTHUR [145]
 Station: KBMT
 Schedule Date: 2/23/2022 - 3/1/2022
 Buyer: Erika Harris
 Spot Length(s): :15
 Book: Q1 EST (sell)
 Report: Planner
 Author: Fred Carver

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

Flight Dates: 2/23/2022-3/1/2022

Program Time	Spot Length	FE 23	FE 28	DMA P50+ RTG	DMA P50+ 000	Wks	Rate Spots
KJAC							
12 News Daybreak at 5am	:15	--	2	p0.3	p0.5	1	\$5.00
GRPs/Impressions				0.6	1		2
CPP/CPM				\$16.67	\$10.00		
Mo-Fr 5:00a-6:00a							Run Dates: 1/22/2015-12/31/2036
KJAC Totals		0	2				\$10.00
		GRP/(000)		21.4	33.7	Spts:	2
		CPP/CPM:		\$19.86	\$12.61		
KBMT							
KBMT NEWS 5A	:15	--	4	p1.5	p2.4	1	\$15.00
GRPs/Impressions				6	9.6		4
CPP/CPM				\$10.00	\$6.25		
Mo-Fr 5:00a-6:00a							Run Dates: 1/22/2015-12/31/2036
KBMT Totals		0	4				\$60.00
		GRP/(000)		76.3	120.0	Spts:	4
		CPP/CPM:		\$12.84	\$8.17		
KJAC							
12 News Daybreak at 6am	:15	--	4	p0.5	p0.8	1	\$5.00
GRPs/Impressions				2	3.2		4
CPP/CPM				\$10.00	\$6.25		
Mo-Fr 6:00a-7:00a							Run Dates: 1/22/2015-12/31/2036
KJAC Totals		0	2				\$20.00
		GRP/(000)		21.4	33.7	Spts:	4
		CPP/CPM:		\$19.86	\$12.61		
KBMT							
KBMT NEWS 6A	:15	--	4	p2.8	p4.3	1	\$30.00
GRPs/Impressions				11.2	17.2		4
CPP/CPM				\$10.71	\$6.98		
Mo-Fr 6:00a-7:00a							Run Dates: 1/22/2015-12/31/2036



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Program Time	Spot Length	FE 23	FE 28	DMA P50+ RTG	DMA P50+ 000	Wks	Rate Spots
KBMT							
GOOD MORNING AMERICA	:15	--	2	p3.7	p5.7	1	\$30.00
GRPs/Impressions				7.4	11.4		2
CPP/CPM				\$8.11	\$5.26		
Mo-Fr 7:00a-9:00a							Run Dates: 1/22/2015-12/31/2036
KBMT Totals		0	4				\$180.00
		GRP/(000)		76.3	120.0	Spts:	6
		CPP/CPM:		\$12.84	\$8.17		
KJAC							
KJAC NEWS AT NOON	:15	--	2	p1.7	p2.7	1	\$25.00
GRPs/Impressions				3.4	5.4		2
CPP/CPM				\$14.71	\$9.26		
Mo-Fr 12:00p-12:30p							Run Dates: 1/22/2015-12/31/2036
KJAC NEWS AT 4P THE BEAT	:15	--	2	p1.8	p2.9	1	\$20.00
GRPs/Impressions				3.6	5.8		2
CPP/CPM				\$11.11	\$6.90		
Mo-Fr 4:00p-4:30p							Run Dates: 1/22/2015-12/31/2036
KJAC Totals		0	2				\$90.00
		GRP/(000)		21.4	33.7	Spts:	4
		CPP/CPM:		\$19.86	\$12.61		
KBMT							
JUDGE JUDY	:15	--	2	p3.9	p6.2	1	\$20.00
GRPs/Impressions				7.8	12.4		2
CPP/CPM				\$5.13	\$3.23		
Mo-Fr 4:30p-5:00p							Run Dates: 1/22/2015-12/31/2036
KBMT 12 NEWS AT 5PM	:15	--	1	p6.7	p10.6	1	\$65.00
GRPs/Impressions				6.7	10.6		1
CPP/CPM				\$9.70	\$6.13		
Mo-Fr 5:00p-5:30p							Run Dates: 1/22/2015-12/31/2036
KBMT 12 NEWS AT 6PM	:15	--	1	p8.7	p13.7	1	\$60.00
GRPs/Impressions				8.7	13.7		1
CPP/CPM				\$6.90	\$4.38		
Mo-Fr 6:00p-6:30p							Run Dates: 1/22/2015-12/31/2036



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Book: Q1 EST

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Flight Dates: 2/23/2022-3/1/2022

Program Time	Spot Length	FE 23	FE 28	DMA P50+ RTG	DMA P50+ 000	Wks	Rate Spots
KBMT							
KBMT Totals		0	4				\$165.00
		GRP/(000)		76.3	120.0		Spts: 4
		CPP/CPM:		\$12.84	\$8.17		
KJAC							
KJAC NEWS AT 630p	:15	--	1	p1.5	p2.3	1	\$35.00
GRPs/Impressions				1.5	2.3		1
CPP/CPM				\$23.33	\$15.22		
Mo-Fr 6:30p-7:00p				Run Dates: 1/22/2015-12/31/2036			
KJAC Totals		0	2				\$35.00
		GRP/(000)		21.4	33.7		Spts: 1
		CPP/CPM:		\$19.86	\$12.61		
KBMT							
KBMT 12 NEWS AT 10PM	:15	--	1	p3.4	p5.4	1	\$60.00
GRPs/Impressions				3.4	5.4		1
CPP/CPM				\$17.65	\$11.11		
Mo-Fr 10:00p-10:35p				Run Dates: 1/22/2015-12/31/2036			
KBMT Totals		0	4				\$60.00
		GRP/(000)		76.3	120.0		Spts: 1
		CPP/CPM:		\$12.84	\$8.17		
KJAC							
12 News Daybreak at 430am	:15	--	2	p0.2	p0.3	1	\$5.00
GRPs/Impressions				0.4	0.6		2
CPP/CPM				\$25.00	\$16.67		
Mo-Fr 4:30a-5:00a				Run Dates: 1/22/2015-12/31/2036			
KJAC Totals		0	2				\$10.00
		GRP/(000)		21.4	33.7		Spts: 2
		CPP/CPM:		\$19.86	\$12.61		
KBMT							



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Book: Q1 EST

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 Spot Length(s): :15
 Book: Q1 EST (sell)
 Report: Planner
 Author: Fred Carver

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Flight Dates: 2/23/2022-3/1/2022

Program Time	Spot Length	FE 23	FE 28	DMA P50+ RTG	DMA P50+ 000	Wks	Rate Spots
KBMT							
KBMT NEWS 430A	:15	--	4	p1.0	p1.6	1	\$5.00
GRPs/Impressions				4	6.4		4
CPP/CPM				\$5.00	\$3.13		
Mo-Fr 4:30a-5:00a							Run Dates: 2/9/2015-12/31/2036
KBMT Totals		0	4				\$20.00
		GRP/(000)		76.3	120.0	Spts:	4
		CPP/CPM:		\$12.84	\$8.17		
KJAC							
AMERICA'S GOT TALENT: EXTREME	:15	--	1	p4.7	p7.3	1	\$90.00
GRPs/Impressions				4.7	7.3		1
CPP/CPM				\$19.15	\$12.33		
Mon 7:00p-9:00p							Run Dates: 2/21/2022-3/14/2022
KJAC Totals		0	2				\$90.00
		GRP/(000)		21.4	33.7	Spts:	1
		CPP/CPM:		\$19.86	\$12.61		
KBMT							
THE BACHELOR	:15	--	1	p3.5	p5.5	1	\$140.00
GRPs/Impressions				3.5	5.5		1
CPP/CPM				\$40.00	\$25.45		
Mon 7:00p-9:00p							Run Dates: 1/3/2022-2/28/2022
KBMT Totals		0	4				\$140.00
		GRP/(000)		76.3	120.0	Spts:	1
		CPP/CPM:		\$12.84	\$8.17		
KJAC							
THE ENDGAME	:15	--	1	p1.7	p2.7	1	\$60.00
GRPs/Impressions				1.7	2.7		1
CPP/CPM				\$35.29	\$22.22		
Mon 9:00p-10:00p							Run Dates: 2/21/2022-5/23/2022



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Book: Q1 EST

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 Buyer: Erika Harris
 Spot Length(s): :15
 Book: Q1 EST (sell)
 Report: Planner
 Author: Fred Carver

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Flight Dates: 2/23/2022-3/1/2022

Program Time	Spot Length	FE 23	FE 28	DMA P50+ RTG	DMA P50+ 000	Wks	Rate Spots
KJAC							
KJAC Totals		0	2				\$60.00
		GRP/(000)		21.4	33.7		Spts: 1
		CPP/CPM:		\$19.86	\$12.61		
KBMT							
12 NEWS AT 6P- SAT	:15	1	--	p7.2	p11.3	1	\$35.00
GRPs/Impressions				7.2	11.3		1
CPP/CPM				\$4.86	\$3.10		
Sat 6:00p-6:30p				Run Dates: 2/3/2015-12/31/2036			
NBA REG PRIME: BRK V. MIL	:15	1	--	p1.2	p1.9	1	\$75.00
GRPs/Impressions				1.2	1.9		1
CPP/CPM				\$62.50	\$39.47		
Sat 7:00p-10:00p				Book: SPORTESS (sell)		Run Dates: 2/26/2022-2/26/2022	
12 NEWS AT 10P- SAT	:15	1	--	p3.0	p4.8	1	\$45.00
GRPs/Impressions				3	4.8		1
CPP/CPM				\$15.00	\$9.38		
Sat 10:00p-10:30p				Run Dates: 2/3/2015-12/31/2036			
AMERICAN IDOL SUN	:15	1	--	p6.2	p9.8	1	\$200.00
GRPs/Impressions				6.2	9.8		1
CPP/CPM				\$32.26	\$20.41		
Sun 7:00p-9:00p				Run Dates: 2/27/2022-5/15/2022			
KBMT Totals		0	4				\$355.00
		GRP/(000)		76.3	120.0		Spts: 4
		CPP/CPM:		\$12.84	\$8.17		
KJAC							
THE ENDGAME SUN	:15	1	--	p2.0	p3.1	1	\$50.00
GRPs/Impressions				2	3.1		1
CPP/CPM				\$25.00	\$16.13		
Sun 8:00p-9:00p				Run Dates: 2/27/2022-2/27/2022			
LAW & ORDER SUN	:15	1	--	p1.5	p2.3	1	\$60.00
GRPs/Impressions				1.5	2.3		1
CPP/CPM				\$40.00	\$26.09		
Sun 9:00p-10:00p				Run Dates: 2/27/2022-2/27/2022			



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Program Time	Spot Length	FE		DMA P50+ RTG	DMA P50+ 000	Weeks	Rate Spots
		23	28				
KJAC							
KJAC Totals		0	2				\$110.00
		GRP/(000)		21.4	33.7		Spts: 2
		CPP/CPM:		\$19.86	\$12.61		

Total Cost: \$1,405.00 **Signature** _____



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General Summary (DMA P50+ D.RTG)

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
KJAC	17	\$425.00	21.4	33.7	12.5	1.7	4.9	\$19.86	\$12.61	19,694	157,215
KBMT	24	\$980.00	76.3	120.0	45.1	1.7	18.5	\$12.84	\$8.17	70,908	157,215
BEAUMONT-PORT ARTHUR	41	\$1,405.00	97.7	153.7	52.0	1.9	23.7	\$14.38	\$9.14	81,719	157,215

Daypart Summary (DMA P50+ D.RTG)

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	CPP	CPM
Early Morning	22	54%	\$300.00	21%	31.6	32%	49.4	\$9.49	\$6.07
Early News	8	20%	\$285.00	20%	31.1	32%	49.1	\$9.16	\$5.80
Early Fringe	2	5%	\$40.00	3%	7.8	8%	12.4	\$5.13	\$3.23
Late News	2	5%	\$105.00	7%	6.4	7%	10.2	\$16.41	\$10.29
Prime	6	15%	\$600.00	43%	19.6	20%	30.7	\$30.61	\$19.54
Sports	1	2%	\$75.00	5%	1.2	1%	1.9	\$62.50	\$39.47
Total (DMA P50+)	41	100%	\$1,405.00	100%	97.7	100%	153.7	\$14.38	\$9.14

Week Summary (DMA P50+ D.RTG)

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	Reach	Freq	CPP	CPM	Acc Reach	Acc Freq
2/23/2022	6	15%	\$465.00	33%	21.1	22%	33.2	16.7	1.3	\$22.04	\$14.01	16.7	1.3
2/28/2022	35	85%	\$940.00	67%	76.6	78%	120.5	41.9	1.8	\$12.27	\$7.80	52.0	1.9
Total (DMA P50+)	41	100%	\$1,405.00	100%	97.7	100%	153.7	52.0	1.9	\$14.38	\$9.14	52.0	1.9

Monthly Summary (DMA P50+ D.RTG)

Description	Spots	%	Cost	%	Net Cost	GRPs	%	Impressions (000)	CPP	CPM
Feb/22	6	15%	\$465.00	33%	\$395.25	21.1	22%	33.2	\$22.04	\$14.01
Mar/22	35	85%	\$940.00	67%	\$799.00	76.6	78%	120.5	\$12.27	\$7.80
Total (DMA P50+)	41	100%	\$1,405.00	100%	\$1,194.25	97.7	100%	153.7	\$14.38	\$9.14