



The proposed schedule:

- Will have an unduplicated reach of 10,638 for Households or 6.3 for your target
- Will Reach Households 3 or more times or for your target
- Will Achieve 7.0 Gross Rating Points or 11.8 Impressions(000)
- Will have an average frequency of 1.1
- Have an average Cost Per Point of \$37.86
- Have an average Cost Per Thousand of \$22.46

All this for an investment of \$265.00

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Market: BEAUMONT-PORT ARTHUR [145]
 Station: KBMT
 Schedule Date: 11/1/2022 - 11/7/2022
 Spot Length(s): :30
 Book: Q4 EST (sell)
 Report: Planner
 Author: Fred Carver

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

Flight Dates: 11/1/2022-11/7/2022

Program Time	Spot Length	NO	NO	DMA HH RTG	DMA P55+ RTG	DMA P55+ 000	Wk	Rate Spots
KJAC								
THE VOICE MON	:30	--	1	p5.7	p6.4	p8.4	1	\$225.00
GRPs/Impressions				5.7	6.4	8.4		1
CPP/CPM				\$39.47	\$35.16	\$26.79		
Mon 7:00p-9:00p Run Dates: 9/19/2022-12/12/2022								
12 News @ 10P	:30	1	--	*1.3	*1.3	*1.7	1	\$40.00
GRPs/Impressions				1.3	1.3	1.7		1
CPP/CPM				\$30.77	\$30.77	\$23.53		
Sun 10:00p-10:35p Run Dates: 9/19/2022-12/31/2036								
KJAC Totals								\$265.00
				GRP/(000)	7.0	7.7	10.1	Spts: 2
				CPP/CPM:	\$37.86	\$34.42	\$26.24	

Total Cost: \$265.00 Signature _____

General Summary (DMA HH D.RTG)											
Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
KJAC	2	\$265.00	7.0	11.8	6.3	1.1	0.0	\$37.86	\$22.46	10,638	168,350

Daypart Summary (DMA HH D.RTG)									
Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	CPP	CPM
Prime	1	50%	\$225.00	85%	5.7	81%	9.6	\$39.47	\$23.44
Late News	1	50%	\$40.00	15%	1.3	19%	2.2	\$30.77	\$18.18
Total (DMA HH)	2	100%	\$265.00	100%	7.0	100%	11.8	\$37.86	\$22.46

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

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