



Christian Manuel Hayes Runoff Addition May
24th

The proposed schedule:

- Will have an unduplicated reach of 83,234 for Persons 50+ or 52.9 for your target
- Will Reach 39,359 Persons 50+ 3 or more times or 25.0 for your target
- Will Achieve 108.2 Gross Rating Points or 169.1 Impressions(000)
- Will have an average frequency of 2.0
- Have an average Cost Per Point of \$13.86
- Have an average Cost Per Thousand of \$8.87

All this for an investment of \$1500.00

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Christian Manuel Hayes Runoff Addition May 24th

Book: Q2 EST



Proposal ID: 434297
 Market: BEAUMONT-PORT ARTHUR [145]
 Station: KBMT
 Schedule Date: 5/16/2022 - 5/24/2022
 Spot Length(s): :15,:30
 Book: Q2 EST (sell)
 Report: Planner
 Author: Fred Carver

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

Flight Dates: 5/16/2022-5/24/2022

Program Time	Spot Length	MY 16	MY 23	DMA P50+ RTG	DMA P50+ 000	Weeks	Rate Spots
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 NEWS 5A	:30	--	2	p1.5	p2.4	1	\$25.00
GRPs/Impressions				3	4.8		2
CPP/CPM				\$16.67	\$10.42		
Mo-Fr 5:00a-6:00a							Run Dates: 1/22/2015-12/31/2036
KBMT NEWS 6A	:15	5	--	p2.8	p4.4	1	\$35.00
GRPs/Impressions				14	22		5
CPP/CPM				\$12.50	\$7.95		
Mo-Fr 6:00a-7:00a							Run Dates: 1/22/2015-12/31/2036
KBMT NEWS 6A	:30	3	2	p2.8	p4.4	2	\$50.00
GRPs/Impressions				14	22		5
CPP/CPM				\$17.86	\$11.36		
Mo-Fr 6:00a-7:00a							Run Dates: 1/22/2015-12/31/2036
GOOD MORNING AMERICA	:15	3	--	p3.3	p5.1	1	\$35.00
GRPs/Impressions				9.9	15.3		3
CPP/CPM				\$10.61	\$6.86		
Mo-Fr 7:00a-9:00a							Run Dates: 1/22/2015-12/31/2036
GOOD MORNING AMERICA	:30	--	2	p3.3	p5.1	1	\$50.00
GRPs/Impressions				6.6	10.2		2
CPP/CPM				\$15.15	\$9.80		
Mo-Fr 7:00a-9:00a							Run Dates: 1/22/2015-12/31/2036
JUDGE JUDY	:15	5	--	p3.0	p4.6	1	\$25.00
GRPs/Impressions				15	23		5
CPP/CPM				\$8.33	\$5.43		
Mo-Fr 4:00p-4:30p							Run Dates: 1/22/2015-12/31/2036
JUDGE JUDY	:30	--	1	p3.0	p4.6	1	\$40.00
GRPs/Impressions				3	4.6		1
CPP/CPM				\$13.33	\$8.70		
Mo-Fr 4:00p-4:30p							Run Dates: 1/22/2015-12/31/2036

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Book: Q2 EST



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Program Time	Spot Length	MY 16	MY 23	DMA P50+ RTG	DMA P50+ 000	Wks	Rate Spots
KBMT							
KBMT 12 NEWS AT 5PM	:15	2	--	p6.3	p9.9	1	\$50.00
GRPs/Impressions				12.6	19.8		2
CPP/CPM				\$7.94	\$5.05		
Mo-Fr 5:00p-5:30p				Run Dates: 1/22/2015-12/31/2036			
KBMT 12 NEWS AT 6PM	:15	2	--	p7.9	p12.4	1	\$80.00
GRPs/Impressions				15.8	24.8		2
CPP/CPM				\$10.13	\$6.45		
Mo-Fr 6:00p-6:30p				Run Dates: 1/22/2015-12/31/2036			
NBA PLAYOFFS PRIME	:15	--	1	p1.5	p2.4	1	\$80.00
GRPs/Impressions				1.5	2.4		1
CPP/CPM				\$53.33	\$33.33		
Mon 7:00p-10:00p				Book: SPORTES (sell) Run Dates: 5/23/2022-5/23/2022			
NBA PLAYOFFS PRIME	:30	--	1	p1.5	p2.4	1	\$125.00
GRPs/Impressions				1.5	2.4		1
CPP/CPM				\$83.33	\$52.08		
Mon 7:00p-10:00p				Book: SPORTES (sell) Run Dates: 5/23/2022-5/23/2022			
20/20	:15	1	--	p3.0	p4.6	1	\$105.00
GRPs/Impressions				3	4.6		1
CPP/CPM				\$35.00	\$22.83		
Fri 8:00p-10:00p				Run Dates: 10/8/2021-9/16/2022			
GOOD MORNING AMERICAN SATURDAY	:15	1	--	p2.3	p3.6	1	\$25.00
GRPs/Impressions				2.3	3.6		1
CPP/CPM				\$10.87	\$6.94		
Sat 7:00a-8:00a				Run Dates: 2/3/2015-12/31/2036			
KBMT Totals							\$1,500.00
				GRP/(000)	108.2	169.1	Spts: 35
				CPP/CPM:	\$13.86	\$8.87	

Total Cost: \$1,500.00 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
KBMT	35	\$1,500.00	108.2	169.1	52.9	2.0	25.0	\$13.86	\$8.87	83,234	157,215

Daypart Summary (DMA P50+ D.RTG)

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	CPP	CPM
Early Morning	22	63%	\$765.00	51%	55.8	52%	87.5	\$13.71	\$8.74
Early Fringe	6	17%	\$165.00	11%	18.0	17%	27.6	\$9.17	\$5.98
Early News	4	11%	\$260.00	17%	28.4	26%	44.6	\$9.15	\$5.83
Sports	2	6%	\$205.00	14%	3.0	3%	4.8	\$68.33	\$42.71
Prime	1	3%	\$105.00	7%	3.0	3%	4.6	\$35.00	\$22.83
Total (DMA P50+)	35	100%	\$1,500.00	100%	108.2	100%	169.1	\$13.86	\$8.87