



*The proposed schedule:*

- *Will have an unduplicated reach of 33,564 for Households or 19.9 for your target*
- *Will Reach 10,205 Households 3 or more times or 6.1 for your target*
- *Will Achieve 27.1 Gross Rating Points or 45.4 Impressions(000)*
- *Will have an average frequency of 1.4*
- *Have an average Cost Per Point of \$22.14*
- *Have an average Cost Per Thousand of \$13.22*

*All this for an investment of \$600.00*

Name: Fred Carver

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Proposal ID: 435868  
 Market: BEAUMONT-PORT ARTHUR [145]  
 Station: KBMT  
 Schedule Date: 5/17/2022 - 5/23/2022  
 Spot Length(s): :30  
 Book: Q2 EST (sell)  
 Report: Planner  
 Author: Fred Carver

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

Flight Dates: 5/17/2022-5/23/2022

Program Time	Spot Length	MY 17	MY 23	DMA HH RTG	DMA HH 000	Wk s	Rate Spots
<b>KJAC</b>							
12 News Daybreak at 5am	:30	--	1	p0.5	p0.9	1	\$5.00
GRPs/Impressions				0.5	0.9		1
CPP/CPM				\$10.00	\$5.56		
Mo-Fr 5:00a-6:00a				Run Dates: 1/22/2015-12/31/2036			
<b>KJAC Totals</b>						Spts:	\$5.00
		GRP/(000)		3.2	5.4		1
		CPP/CPM:		\$40.63	\$24.07		
<b>KBMT</b>							
GMA DAY	:30	1	1	p1.0	p1.6	2	\$10.00
GRPs/Impressions				2	3.2		2
CPP/CPM				\$10.00	\$6.25		
Mo-Fr 12:00p-1:00p				Run Dates: 9/10/2018-12/31/2036			
PEOPLE'S COURT	:30	3	1	p1.8	p3.0	2	\$15.00
GRPs/Impressions				7.2	12		4
CPP/CPM				\$8.33	\$5.00		
Mo-Fr 3:00p-4:00p				Run Dates: 9/11/2017-12/31/2036			
<b>KBMT Totals</b>						Spts:	\$80.00
		GRP/(000)		23.9	40.0		6
		CPP/CPM:		\$19.67	\$11.75		
<b>KJAC</b>							
THIS IS US	:30	1	--	p2.7	p4.5	1	\$125.00
GRPs/Impressions				2.7	4.5		1
CPP/CPM				\$46.30	\$27.78		
Tue 8:00p-9:00p				Run Dates: 12/28/2021-5/17/2022			
<b>KJAC Totals</b>						Spts:	\$125.00
		GRP/(000)		3.2	5.4		1
		CPP/CPM:		\$40.63	\$24.07		
<b>KBMT</b>							



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Flight Dates: 5/17/2022-5/23/2022

Program Time	Spot Length	MY 17	MY 23	DMA HH RTG	DMA HH 000	Wks	Rate Spots
KBMT							
NBA PLAYOFFS PRIME	:30	1	--	p2.2	p3.7	1	\$110.00
GRPs/Impressions				2.2	3.7		1
CPP/CPM				\$50.00	\$29.73		
Sat 7:00p-10:00p				Book: SPORTESS (sell) Run Dates: 5/21/2022-5/21/2022			
12 NEWS AT 530-SUN	:30	1	--	p7.0	p11.9	1	\$85.00
GRPs/Impressions				7	11.9		1
CPP/CPM				\$12.14	\$7.14		
Sun 5:30p-6:00p				Run Dates: 2/4/2015-12/31/2036			
AMERICAN IDOL FINALE	:30	1	--	p5.5	p9.2	1	\$195.00
GRPs/Impressions				5.5	9.2		1
CPP/CPM				\$35.45	\$21.20		
Sun 7:00p-10:00p				Run Dates: 5/22/2022-5/22/2022			
KBMT Totals							\$390.00
				GRP/(000)	23.9	40.0	Spts: 3
				CPP/CPM:	\$19.67	\$11.75	

Total Cost: \$600.00      Signature \_\_\_\_\_



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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
KJAC	2	\$130.00	3.2	5.4	2.9	1.1	0.0	\$40.62	\$24.07	4,956	168,350
KBMT	9	\$470.00	23.9	40.0	17.5	1.4	4.9	\$19.67	\$11.75	29,476	168,350
BEAUMONT-PORT ARTHUR	11	\$600.00	27.1	45.4	19.9	1.4	6.1	\$22.14	\$13.22	33,564	168,350

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

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
KBMT	9	82%	\$470.00	78%	23.9	88%	40.0	17.5	1.4	4.9	\$19.67	\$11.75	29,476	168,350
Total (DMA HH)	11	100%	\$600.00	100%	27.1	100%	45.4	19.9	1.4	6.1	\$22.14	\$13.22	33,564	168,350

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

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	CPP	CPM
Early Morning	1	9%	\$5.00	1%	0.5	2%	0.9	\$10.00	\$5.56
Daytime	2	18%	\$20.00	3%	2.0	7%	3.2	\$10.00	\$6.25
Early Fringe	4	36%	\$60.00	10%	7.2	27%	12.0	\$8.33	\$5.00
Prime	2	18%	\$320.00	53%	8.2	30%	13.7	\$39.02	\$23.36
Sports	1	9%	\$110.00	18%	2.2	8%	3.7	\$50.00	\$29.73
Early News	1	9%	\$85.00	14%	7.0	26%	11.9	\$12.14	\$7.14