



Revised Christian Manuel Hayes Mon Feb  
28th

*The proposed schedule:*

- Will have an unduplicated reach of 33,541 for Persons 50+ or 21.3 for your target
- Will Reach 11,893 Persons 50+ 3 or more times or 7.6 for your target
- Will Achieve 32.9 Gross Rating Points or 51.6 Impressions(000)
- Will have an average frequency of 1.5
- Have an average Cost Per Point of \$25.08
- Have an average Cost Per Thousand of \$15.99

*All this for an investment of \$825.00*

Name: Fred Carver

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Proposal ID: 418375  
 Market: BEAUMONT-PORT ARTHUR [145]  
 Station: KBMT  
 Schedule Date: 2/28/2022 - 2/28/2022  
 Spot Length(s): :30  
 Book: Q1 EST (sell)  
 Report: Planner  
 Author: Fred Carver

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

Flight Dates: 2/28/2022-2/28/2022

Program Time	Spot Length	FE	DMA P50+ RTG	DMA P50+ 000	Wk S	Rate Spots
<b>KBMT</b>						
KBMT NEWS 5A	:30	3	p1.5	p2.4	1	\$30.00
GRPs/Impressions			4.5	7.2		3
CPP/CPM			\$20.00	\$12.50		
Mo-Fr 5:00a-6:00a			Run Dates: 1/22/2015-12/31/2036			
KBMT Totals		3				\$90.00
		GRP/(000)	14.6	23.2	Spts:	3
		CPP/CPM:	\$25.68	\$16.16		
<b>KJAC</b>						
Today Show	:30	3	p0.8	p1.2	1	\$20.00
GRPs/Impressions			2.4	3.6		3
CPP/CPM			\$25.00	\$16.67		
Mo-Fr 7:00a-9:00a			Run Dates: 1/22/2015-12/31/2036			
KJAC NEWS AT 4P THE BEAT	:30	1	p1.8	p2.9	1	\$35.00
GRPs/Impressions			1.8	2.9		1
CPP/CPM			\$19.44	\$12.07		
Mo-Fr 4:00p-4:30p			Run Dates: 1/22/2015-12/31/2036			
KJAC Totals		4				\$95.00
		GRP/(000)	18.3	28.4	Spts:	4
		CPP/CPM:	\$24.59	\$15.85		
<b>KBMT</b>						
KBMT 12 NEWS AT 5PM	:30	1	p6.7	p10.6	1	\$110.00
GRPs/Impressions			6.7	10.6		1
CPP/CPM			\$16.42	\$10.38		
Mo-Fr 5:00p-5:30p			Run Dates: 1/22/2015-12/31/2036			
KBMT Totals		3				\$110.00
		GRP/(000)	14.6	23.2	Spts:	1
		CPP/CPM:	\$25.68	\$16.16		
<b>KJAC</b>						



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Program Time	Spot Length	FE	DMA P50+ RTG	DMA P50+ 000	W k s	Rate Spots
<b>KJAC</b>						
KJAC NEWS AT 630p	:30	2	p1.5	p2.3	1	\$40.00
GRPs/Impressions			3	4.6		2
CPP/CPM			\$26.67	\$17.39		
Mo-Fr 6:30p-7:00p			Run Dates: 1/22/2015-12/31/2036			
<b>KJAC Totals</b>		<b>4</b>				<b>\$80.00</b>
			GRP/(000) 18.3	28.4	Spts: 2	
			CPP/CPM: \$24.59	\$15.85		
<b>KBMT</b>						
KBMT 12 NEWS AT 10PM	:30	1	p3.4	p5.4	1	\$175.00
GRPs/Impressions			3.4	5.4		1
CPP/CPM			\$51.47	\$32.41		
Mo-Fr 10:00p-10:35p			Run Dates: 1/22/2015-12/31/2036			
<b>KBMT Totals</b>		<b>3</b>				<b>\$175.00</b>
			GRP/(000) 14.6	23.2	Spts: 1	
			CPP/CPM: \$25.68	\$16.16		
<b>KJAC</b>						
AMERICA'S GOT TALENT: EXTREME	:30	2	p4.7	p7.3	1	\$95.00
GRPs/Impressions			9.4	14.6		2
CPP/CPM			\$20.21	\$13.01		
Mon 7:00p-9:00p			Run Dates: 2/21/2022-3/14/2022			
THE ENDGAME	:30	1	p1.7	p2.7	1	\$85.00
GRPs/Impressions			1.7	2.7		1
CPP/CPM			\$50.00	\$31.48		
Mon 9:00p-10:00p			Run Dates: 2/21/2022-5/23/2022			
<b>KJAC Totals</b>		<b>4</b>				<b>\$275.00</b>
			GRP/(000) 18.3	28.4	Spts: 3	
			CPP/CPM: \$24.59	\$15.85		

Total Cost: \$825.00      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
KBMT	5	\$375.00	14.6	23.2	10.4	1.4	1.9	\$25.68	\$16.16	16,273
KJAC	9	\$450.00	18.3	28.4	12.3	1.5	3.7	\$24.59	\$15.85	19,262
BEAUMONT-PORT ARTHUR	14	\$825.00	32.9	51.6	21.3	1.5	7.6	\$25.08	\$15.99	33,541

**Station Summary ( DMA P50+ D.RTG )**

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach
KBMT	5	36%	\$375.00	45%	14.6	44%	23.2	10.4	1.4	1.9	\$25.68	\$16.16	16,273
KJAC	9	64%	\$450.00	55%	18.3	56%	28.4	12.3	1.5	3.7	\$24.59	\$15.85	19,262
Total (DMA P50+)	14	100%	\$825.00	100%	32.9	100%	51.6	21.3	1.5	7.6	\$25.08	\$15.99	33,541

**Daypart Summary ( DMA P50+ D.RTG )**

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	CPP	CPM
Early Morning	6	43%	\$150.00	18%	6.9	21%	10.8	\$21.74	\$13.89
Early News	4	29%	\$225.00	27%	11.5	35%	18.1	\$19.57	\$12.43
Late News	1	7%	\$175.00	21%	3.4	10%	5.4	\$51.47	\$32.41
Prime	3	21%	\$275.00	33%	11.1	34%	17.3	\$24.77	\$15.90
Total (DMA P50+)	14	100%	\$825.00	100%	32.9	100%	51.6	\$25.08	\$15.99