



*The proposed schedule:*

- Will have an unduplicated reach of 74,861 for Households or 44.5 for your target
- Will Reach 27,974 Households 3 or more times or 16.6 for your target
- Will Achieve 68.8 Gross Rating Points or 115.8 Impressions(000)
- Will have an average frequency of 1.5
- Have an average Cost Per Point of \$14.53
- Have an average Cost Per Thousand of \$8.64

*All this for an investment of \$1000.00*

Name: Fred Carver

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Market: BEAUMONT-PORT ARTHUR [145]  
 Station: KBMT  
 Schedule Date: 11/1/2022 - 11/8/2022  
 Spot Length(s): :30  
 Book: Q4 EST (sell)  
 Report: Planner  
 Author: Fred Carver

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

Flight Dates: 11/1/2022-11/8/2022

Program Time	Spot Length	NO	NO	DMA HH RTG	DMA P55+ RTG	DMA P55+ 000	Wk	Rate Spots
<b>KJAC</b>								
12 News Daybreak at 5am	:30	2	1	p0.6	p0.5	p0.6	2	\$5.00
GRPs/Impressions				1.8	1.5	1.8		3
CPP/CPM				\$8.33	\$10.00	\$8.33		
Mo-Fr 5:00a-6:00a				Run Dates: 1/22/2015-12/31/2036				
<b>KJAC Totals</b>								\$15.00
		GRP/(000)		7.9	6.9	8.9	Spts:	3
		CPP/CPM:		\$15.19	\$17.39	\$13.48		
<b>KBMT</b>								
KBMT NEWS 5A	:30	1	1	p2.4	p1.9	p2.5	2	\$30.00
GRPs/Impressions				4.8	3.8	5		2
CPP/CPM				\$12.50	\$15.79	\$12.00		
Mo-Fr 5:00a-6:00a				Run Dates: 1/22/2015-12/31/2036				
KBMT NEWS 6A	:30	2	1	p4.1	p3.4	p4.4	2	\$65.00
GRPs/Impressions				12.3	10.2	13.2		3
CPP/CPM				\$15.85	\$19.12	\$14.77		
Mo-Fr 6:00a-7:00a				Run Dates: 1/22/2015-12/31/2036				
GOOD MORNING AMERICA	:30	1	1	p4.9	p4.7	p6.1	2	\$65.00
GRPs/Impressions				9.8	9.4	12.2		2
CPP/CPM				\$13.27	\$13.83	\$10.66		
Mo-Fr 7:00a-9:00a				Run Dates: 1/22/2015-12/31/2036				
<b>KBMT Totals</b>								\$385.00
		GRP/(000)		60.9	62.2	81.5	Spts:	7
		CPP/CPM:		\$14.45	\$14.15	\$10.80		
<b>KJAC</b>								
12 NEWS MIDDAY NEWS	:30	1	--	1.3	1.0	1.3	1	\$25.00
GRPs/Impressions				1.3	1	1.3		1
CPP/CPM				\$19.23	\$25.00	\$19.23		
Mo-Fr 11:00a-11:30a				Run Dates: 9/19/2022-12/31/2036				
KJAC NEWS AT 4P THE BEAT	:30	1	1	p2.4	p2.2	p2.9	2	\$40.00
GRPs/Impressions				4.8	4.4	5.8		2
CPP/CPM				\$16.67	\$18.18	\$13.79		
Mo-Fr 4:00p-4:30p				Run Dates: 1/22/2015-12/31/2036				



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Flight Dates: 11/1/2022-11/8/2022

Program Time	Spot Length	NO	NO	DMA HH RTG	DMA P55+ RTG	DMA P55+ 000	W k s	Rate Spots
KJAC								
KJAC Totals							3	\$105.00
				GRP/(000)	7.9	6.9	8.9	
				CPP/CPM:	\$15.19	\$17.39	\$13.48	
KBMT								
KBMT 12 NEWS AT 5PM	:30	2	1	p7.0	p8.2	p10.8	2	\$95.00
GRPs/Impressions				21	24.6	32.4	3	
CPP/CPM				\$13.57	\$11.59	\$8.80		
Mo-Fr 5:00p-5:30p		Run Dates: 1/22/2015-12/31/2036						
KBMT 12 NEWS AT 6PM	:30	1	--	p8.5	p9.7	p12.7	1	\$145.00
GRPs/Impressions				8.5	9.7	12.7	1	
CPP/CPM				\$17.06	\$14.95	\$11.42		
Mo-Fr 6:00p-6:30p		Run Dates: 1/22/2015-12/31/2036						
GOOD MORNING AMERICA SUNDAY	:30	1	--	p4.5	p4.5	p6.0	1	\$65.00
GRPs/Impressions				4.5	4.5	6	1	
CPP/CPM				\$14.44	\$14.44	\$10.83		
Sun 7:00a-8:00a		Run Dates: 2/4/2015-12/31/2036						
KBMT Totals							5	\$495.00
				GRP/(000)	60.9	62.2	81.5	
				CPP/CPM:	\$14.45	\$14.15	\$10.80	

	Total Cost:	\$1,000.00	
	Agency Commission @ 15%	\$150.00	
	Net Cost:	\$850.00	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	6	\$120.00	7.9	13.5	5.3	1.5	1.2	\$15.19	\$8.89	8,872	168,350
KBMT	12	\$880.00	60.9	102.3	41.4	1.5	13.7	\$14.45	\$8.60	69,660	168,350
BEAUMONT-PORT ARTHUR	18	\$1,000.00	68.8	115.8	44.5	1.5	16.6	\$14.53	\$8.64	74,861	168,350

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

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
KBMT	12	67%	\$880.00	88%	60.9	89%	102.3	41.4	1.5	13.7	\$14.45	\$8.60	69,660	168,350
Total (DMA HH)	18	100%	\$1,000.00	100%	68.8	100%	115.8	44.5	1.5	16.6	\$14.53	\$8.64	74,861	168,350

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

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	CPP	CPM
Early Morning	11	61%	\$465.00	47%	33.2	48%	56.0	\$14.01	\$8.30
Daytime	1	6%	\$25.00	3%	1.3	2%	2.2	\$19.23	\$11.36
Early News	6	33%	\$510.00	51%	34.3	50%	57.6	\$14.87	\$8.85