



Proposal ID: 21160
 Schedule Date: 11/1/2016 - 11/7/2016
 Spot Length(s): :15
 Book: May 2016 LiveSD
 Author: Gregory Newton

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Flight Dates: 11/1/2016-11/7/2016							W	Rate
Program Time	Spot Length	NO	NO	DMA	P35+		k	Spots
KOLD		1	7	000			s	
KOLD AM NEWS 5-6A	:15	3	1	11.7			2	\$65.00
GRPs/Impressions				46.8				4
CPP/CPM				\$5.56				
Mo-Fr 5:00a-6:00a								
KOLD AM NEWS 6-7A	:15	3	1	15.1			2	\$150.00
GRPs/Impressions				60.4				4
CPP/CPM				\$9.93				
Mo-Fr 6:00a-7:00a								
NEWS 13 AT 4PM	:15	3	1	11.9			2	\$85.00
GRPs/Impressions				47.6				4
CPP/CPM				\$7.14				
Mo-Fr 4:00p-5:00p								
NEWS 13 AT 5	:15	2	1	21.0			2	\$275.00
GRPs/Impressions				63				3
CPP/CPM				\$13.10				
Mo-Fr 5:00p-5:30p								

General Summary (DMA P35+ D.000)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq
KOLD	15	\$2,025.00	36.5	217.8	\$55.48	\$9.30	18.4	2.0