



Proposal ID: 698683
 Market: HONOLULU [68]
 Station: KHNL+
 Schedule Date: 6/11/2024 - 8/10/2024
 Spot Length(s): :30
 Book: NSI 3Q EST (sell)
 Report: Planner

Acct. Exec: Frank Guiffreda
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Flight Dates: 6/11/2024-8/10/2024

Program Time	Spot Length											DMA P35-54 RTG	DMA P35-54 000	W k s	Rate Spots	
		JN 11	JN 17	JN 24	JL 1	JL 8	JL 15	JL 22	JL 29	AU 5						
KFVE																
HAWAII NEWS NOW SUNRISE WEEKEN	:30	--	1	1	1	2	2	2	2	1		p0.5	p1.7	8	\$125.00	
GRPs/Impressions												6.0	20.4		12	
SHR												4.4	4.4			
CPP/CPM												\$250.00	\$73.53			
Sa-Su 7:00a-9:00a																
HAWAII NEWS NOW 5PM SAT-SUN	:30	--	1	1	1	2	2	2	2	1		p1.3	p2.3	8	\$40.00	
GRPs/Impressions												15.6	27.6		12	
SHR												3.6	3.6			
CPP/CPM												\$30.77	\$17.39			
Sa-Su 5:00p-5:30p																
KFVE Totals		2	5	6	6	9	12	13	13	7					\$6,745.00	
												GRP/(000)	50.0	110.8	Spts: 73	
												CPP/CPM:	\$134.90	\$60.88		
												Reach:	12.7	12.7		
												Frequency:	3.9	3.9		
KGMB																
HAWAII NEWS NOW SUNRISE 5A KGM	:30	--	--	--	1	1	2	2	2	1		0.7	1.7	6	\$265.00	
GRPs/Impressions												6.3	15.3		9	
SHR												17.4	17.4			
CPP/CPM												\$378.57	\$155.88			
Mo-Fr 5:00a-6:00a																
HAWAII NEWS NOW SUNRISE 6A KGM	:30	--	1	1	1	1	2	2	2	1		1.4	3.1	8	\$300.00	
GRPs/Impressions												15.4	34.1		11	
SHR												19.5	19.5			
CPP/CPM												\$214.29	\$96.77			
Mo-Fr 6:00a-7:00a																
HAWAII NEWS NOW SUNRISE 7A KGM	:30	--	1	1	1	1	1	1	1	1		1.0	2.3	8	\$375.00	
GRPs/Impressions												8.0	18.4		8	
SHR												13.9	13.9			
CPP/CPM												\$375.00	\$163.04			
Mo-Fr 7:00a-8:00a																
CBS THIS MORNING M-F 8A	:30	--	1	1	--	1	1	2	2	1		0.5	1.2	7	\$100.00	
GRPs/Impressions												4.5	10.8		9	
SHR												7.4	7.4			
CPP/CPM												\$200.00	\$83.33			
Mo-Fr 8:00a-10:00a																
JEOPARDY 2ND	:30	1	1	1	1	2	2	2	2	1		1.2	2.7	9	\$75.00	
GRPs/Impressions												15.6	35.1		13	
SHR												9.5	9.5			
CPP/CPM												\$62.50	\$27.78			
Mo-Fr 4:30p-5:00p																
HAWAII NEWS NOW 5P KGMB	:30	1	1	2	2	3	3	3	3	2		2.0	4.6	9	\$450.00	
GRPs/Impressions												40.0	92.0		20	
SHR												14.7	14.7			
CPP/CPM												\$225.00	\$97.83			
Mo-Fr 5:00p-5:30p																



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Program Time	Spot Length											DMA	DMA	W k s	Rate Spots	
		JN 11	JN 17	JN 24	JL 1	JL 8	JL 15	JL 22	JL 29	AU 5	P35-54 RTG	P35-54 000				
KGMB																
HAWAII NEWS NOW AT 6P KGMB	:30	1	--	1	1	2	2	2	2	1		2.8	6.4	8	\$675.00	
GRPs/Impressions												33.6	76.8		12	
SHR												16.7	16.7			
CPP/CPM												\$241.07	\$105.47			
Mo-Fr 6:00p-6:30p																
ENTERTAINMENT TONIGHT	:30	1	--	1	1	2	2	2	2	1		1.4	3.2	8	\$300.00	
GRPs/Impressions												16.8	38.4		12	
SHR												8.2	8.2			
CPP/CPM												\$214.29	\$93.75			
Mo-Fr 6:30p-7:00p																
HAWAII NEWS NOW 10P KGMB	:30	1	1	2	2	3	3	3	3	2		1.2	2.8	9	\$450.00	
GRPs/Impressions												24.0	56.0		20	
SHR												10.1	10.1			
CPP/CPM												\$375.00	\$160.71			
Mo-Fr 10:00p-10:30p																
LATE SHOW W/COLBERT	:30	1	1	1	3	3	3	3	3	1		p1.1	p2.6	9	\$115.00	
GRPs/Impressions												20.9	49.4		19	
SHR												8.7	8.7			
CPP/CPM												\$104.55	\$44.23			
Mo-Fr 10:35p-11:37p																
FBI (WED P2)	:30	1	--	1	--	1	--	1	1	1		p3.2	p7.4	6	\$600.00	
GRPs/Impressions												19.2	44.4		6	
SHR												15.7	15.7			
CPP/CPM												\$187.50	\$81.08			
Wed 8:00p-9:00p																
ELSBETH	:30	--	1	--	1	--	--	--	--	--		p1.5	p4.3	2	\$600.00	
GRPs/Impressions												3.0	8.6		2	
SHR												9.4	9.4			
CPP/CPM												\$400.00	\$139.53			
Thu 9:00p-10:00p																
S.W.A.T.	:30	1	--	1	--	1	--	1	--	--		p2.2	p5.1	4	\$600.00	
GRPs/Impressions												8.8	20.4		4	
SHR												11.4	11.4			
CPP/CPM												\$272.73	\$117.65			
Fri 7:00p-8:00p																
HAWAII NEWS NOW SA-SU 5P KGMB	:30	1	1	1	1	1	1	1	1	--		p2.4	p5.5	8	\$300.00	
GRPs/Impressions												19.2	44.0		8	
SHR												15.5	15.5			
CPP/CPM												\$125.00	\$54.55			
Sa-Su 5:00p-5:30p																
HAWAII NEWS NOW 10P WKND KGMB	:30	2	2	2	2	2	2	2	2	--		p1.6	p3.6	8	\$450.00	
GRPs/Impressions												25.6	57.6		16	
SHR												12.2	12.2			
CPP/CPM												\$281.25	\$125.00			
Sa-Su 10:00p-10:30p																



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KGMB														
60 MINUTES	:30	--	1	1	1	1	1	1	1	--	p3.7	p8.5	7	\$850.00
GRPs/Impressions											25.9	59.5		7
SHR											18.5	18.5		
CPP/CPM											\$229.73	\$100.00		
Sun 6:00p-7:00p														
TRACKER	:30	--	1	--	1	--	1	1	--	--	p3.6	p8.3	4	\$850.00
GRPs/Impressions											14.4	33.2		4
SHR											18.0	18.0		
CPP/CPM											\$236.11	\$102.41		
Sun 8:00p-9:00p														
KGMB Totals		11	13	17	19	25	26	29	27	13				\$68,595.00
											GRP/(000)	301.2	694.0	Spts: 180
											CPP/CPM:	\$227.74	\$98.84	
											Reach:	73.2	73.2	
											Frequency:	4.1	4.1	

Total Cost: \$111,170.00 Signature _____

General Summary (DMA P35-54 D.RTG)											
Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
KHNL+	109	\$35,830.00	154.3	392.8	61.5	2.5	33.6	\$232.21	\$91.22	212,280	345,271
KFVE	73	\$6,745.00	50.0	110.8	12.7	3.9	8.2	\$134.90	\$60.88	43,884	345,271
KGMB	180	\$68,595.00	301.2	694.0	73.2	4.1	48.9	\$227.74	\$98.84	252,891	345,271
HONOLULU	362	\$111,170.00	505.5	1,197.6	91.0	5.6	66.7	\$219.92	\$92.83	314,210	345,271

Week Summary (DMA P35-54 D.RTG)													
Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	Reach	Freq	CPP	CPM	Acc Reach	Acc Freq
6/11/2024	16	4%	\$5,080.00	5%	25.5	5%	58.3	11.4	2.2	\$199.22	\$87.14	11.4	2.2
6/17/2024	27	7%	\$7,875.00	7%	37.9	7%	89.2	15.9	2.4	\$207.78	\$88.28	26.1	2.4
6/24/2024	32	9%	\$9,590.00	9%	46.2	9%	107.4	19.3	2.4	\$207.58	\$89.29	43.1	2.5
7/1/2024	34	9%	\$10,235.00	9%	48.3	10%	113.2	19.6	2.5	\$211.90	\$90.42	55.6	2.8
7/8/2024	43	12%	\$12,350.00	11%	60.1	12%	139.3	24.7	2.4	\$205.49	\$88.66	66.5	3.3
7/15/2024	54	15%	\$14,160.00	13%	70.6	14%	164.9	27.4	2.6	\$200.57	\$85.87	75.1	3.8
7/22/2024	64	18%	\$21,775.00	20%	91.2	18%	220.6	41.6	2.2	\$238.76	\$98.71	85.6	4.4
7/29/2024	61	17%	\$19,975.00	18%	83.7	17%	203.3	38.6	2.2	\$238.65	\$98.25	89.5	5.2
8/5/2024	31	9%	\$10,130.00	9%	42.0	8%	101.4	23.1	1.8	\$241.19	\$99.90	91.0	5.6
Total (DMA P35-54)	362	100%	\$111,170.00	100%	505.5	100%	1,197.6	91.0	5.6	\$219.92	\$92.83	91.0	5.6