



Proposal ID: 20995
 Schedule Date: 7/18/2016 - 7/24/2016
 Advertiser: POL/Carlisle, Peter/Mayor
 Product: PL555
 Agency: MARKET MEDIA
 Buyer: Jim Fulton
 Spot Length(s): :30

Acct. Exec: Kara Smith
 Phone #: 808-847-9335
 Email: karasmith@kfve.com
 Web Site: www.K5TheHometeam.com

Flight Dates: 7/18/2016-7/24/2016

Program Time	Spot Length	JL 18	SSA	SSA	SSA	SSA	W k s	Rate Spots
			P25-54 RTG	P55+ RTG	P25-54 000	P55+ 000		
KFVE5								
HAWAII NEWS NOW @ 630P	:30	3	*3.1	*4.0	*17.6	*16.3	1	\$100.00
GRPs/Impressions			9.3	12	52.8	48.9		3
CPP/CPM			\$32.26	\$25.00	\$5.68	\$6.13		
Mo-Fr 6:30p-7:00p								
HAWAII NEWS NOW @ 9P	:30	3	*4.8	*4.9	*27.3	*20.0	1	\$450.00
GRPs/Impressions			14.4	14.7	81.9	60		3
CPP/CPM			\$93.75	\$91.84	\$16.48	\$22.50		
Mo-Su 9:00p-9:30p								

Total Cost: \$1,650.00 Signature _____

Multi-Demo Summary

Demo	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	Pop
SSA P25-54	6	\$1,650.00	23.7	134.7	\$69.62	\$12.25	13.5	1.8	568,239
SSA P55+	6	\$1,650.00	26.7	108.9	\$61.80	\$15.15	14.4	1.9	407,943

Note: Asterisk (*) indicates manual adjustment of estimate.