



# General Election-rev 10.12.20

Advertiser: Dave Dotterer  
 Agency: Paper & String  
 Buyer: AMy Boles  
 Length(s): :30  
 Proposal #: 974883  
 Market [Rank]: MEDFORD, OR-COMSCORE LO  
 Books: ESTIMATES - C-COMSCORE LO, Sept 19-COMSCORE LO  
 Flight Dates: 09/28/20 - 11/03/20

**Station Contact:**  
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Program	Rate	Sep	Oct	Oct	Oct	Nov	Cost	M2554	A35+	A50+
DP Days Time Source	Weeks	28	5	12	19	26	Spots	RTG CPP	RTG CPP	RTG CPP
<b>KDRV+</b>										
<b>NewsWatch 12 This Morning 6a</b>	\$55	3	4	5	5	4	\$1,155	5.9P	5.5P	5.6P
M M-F 6:00A- 7:00A Sept 19	5						21	\$9.32	\$10.00	\$9.82
<i>Rationale: Newswatch 12 This Morning - PAV(1); Sep-19 (COMSCORE-LO)</i>										
<b>NewsWatch 12 This Morning Sat</b>	\$35	1	1	1	2	1	\$210	6.8P	8.0P	8.5P
M SAT 8:00A- 9:00A Sept 19	5						6	\$5.15	\$4.38	\$4.12
<i>Rationale: OV: Newswatch 12 This Morning 8A-901A Sep-19 (COMSCORE-LO)</i>										
<b>NewsWatch 12 This Morning Sun</b>	\$35	1	1	1	2	1	\$210	5.1P	5.9P	6.2P
M SUN 8:00A- 9:00A Sept 19	5						6	\$6.86	\$5.93	\$5.65
<i>Rationale: Newswatch 12 This Morning - PAV(1); Sep-19 (COMSCORE-LO)</i>										
<b>NewsWatch 12 Midday</b>	\$30	2	2	2	3	2	\$330	3.7P	4.6P	4.9P
D M-F 11:00A-12:00P Sept 19	5						11	\$8.11	\$6.52	\$6.12
<i>Rationale: NewsWatch 12 Midday - PAV(1); Sep-19 (COMSCORE-LO)</i>										
<b>NewsWatch 12 Special Edition News</b>	\$50	-	-	1	-	-	\$50	3.0	3.5	3.8
D THU 3:00P- 3:30P Sept 19	1						1	\$16.67	\$14.29	\$13.16
<i>Rationale: OV:08.26.19-09.29.19 (COMSCORE-LO)</i>										
<b>NewsWatch 12 @4pm</b>	\$50	4	5	5	5	3	\$1,150	5.5P	7.1P	7.6P
E M-F 4:00P- 5:00P Sept 19	6						23	\$9.09	\$7.04	\$6.58
<i>Rationale: Newswatch 12 at 4:00 - PAV(1); Sep-19 (COMSCORE-LO)</i>										
<b>NewsWatch 12 @4pm_New</b>	\$100	-	-	1	-	-	\$100	5.5P	7.1P	7.6P
E M-F 4:00P- 5:00P Sept 19	1						1	\$18.18	\$14.08	\$13.16
<i>Rationale: Newswatch 12 at 4:00 - PAV(1); Sep-19 (COMSCORE-LO)</i>										
<b>NewsWatch 12 at 5p</b>	\$120	4	4	4	5	3	\$2,520	8.8P	11.2P	12.0P
R M-F 5:00P- 5:30P Sept 19	6						21	\$13.64	\$10.71	\$10.00
<i>Rationale: Newswatch 12 at 5:00 - PAV(1); Sep-19 (COMSCORE-LO)</i>										
<b>NewsWatch 12 at 5p_New</b>	\$190	-	-	2	-	-	\$380	8.8P	11.2P	12.0P
R M-F 5:00P- 5:30P Sept 19	1						2	\$21.59	\$16.96	\$15.83
<i>Rationale: Newswatch 12 at 5:00 - PAV(1); Sep-19 (COMSCORE-LO)</i>										
<b>NewsWatch 12 at 6p</b>	\$120	4	4	4	5	4	\$2,640	8.2P	9.7P	10.4P
R M-F 6:00P- 7:00P Sept 19	6						22	\$14.63	\$12.37	\$11.54
<i>Rationale: Newswatch 12 at 6:00 - PAV(1); Sep-19 (COMSCORE-LO)</i>										
<b>NewsWatch 12 at 6p_New</b>	\$190	-	-	2	-	-	\$380	8.2P	9.7P	10.4P
R M-F 6:00P- 7:00P Sept 19	1						2	\$23.17	\$19.59	\$18.27
<i>Rationale: Newswatch 12 at 6:00 - PAV(1); Sep-19 (COMSCORE-LO)</i>										
<b>NewsWatch 12 at 5p</b>	\$45	1	1	2	1	1	\$270	6.2P	8.9P	9.7P
R SUN 5:00P- 5:30P Sept 19	5						6	\$7.26	\$5.06	\$4.64
<i>Rationale: Newswatch 12 at 5:00 - PAV(1); Sep-19 (COMSCORE-LO)</i>										
<b>NewsWatch 12 at 6p</b>	\$45	1	1	1	2	2	\$315	5.9P	7.8P	8.4P
R SUN 6:00P- 7:00P Sept 19	5						7	\$7.63	\$5.77	\$5.36
<i>Rationale: Newswatch 12 at 6:00 - PAV(1); Sep-19 (COMSCORE-LO)</i>										
<b>Jeopardy</b>	\$100	2	3	3	5	3	\$1,700	7.9P	10.0P	10.7P
A M-F 7:00P- 7:30P Sept 19	6						17	\$12.66	\$10.00	\$9.35
<i>Rationale: Jeopardy! - PAV(1); Sep-19 (COMSCORE-LO)</i>										
<b>Jeopardy_New</b>	\$165	-	-	2	-	-	\$330	7.9P	10.0P	10.7P
A M-F 7:00P- 7:30P Sept 19	1						2	\$20.89	\$16.50	\$15.42
<i>Rationale: Jeopardy! - PAV(1); Sep-19 (COMSCORE-LO)</i>										
<b>Wheel of Fortune</b>	\$100	1	3	3	5	3	\$1,600	6.9P	8.6P	9.2P
A M-F 7:30P- 8:00P Sept 19	6						16	\$14.49	\$11.63	\$10.87
<i>Rationale: Wheel of Fortune - PAV(1); Sep-19 (COMSCORE-LO)</i>										
<b>Wheel of Fortune_New</b>	\$165	-	-	2	-	-	\$330	6.9P	8.6P	9.2P
A M-F 7:30P- 8:00P Sept 19	1						2	\$23.91	\$19.19	\$17.93
<i>Rationale: Wheel of Fortune - PAV(1); Sep-19 (COMSCORE-LO)</i>										

Program	Rate	Sep	Oct	Oct	Oct	Nov	Cost	M2554	A35+	A50+
DP Days Time Source	Weeks	28	5	12	19	26	Spots	RTG CPP	RTG CPP	RTG CPP

<b>Dancing with the Stars Fall *</b>	<b>\$250</b>	-	-	1	1	1	-	\$750	5.9P	7.5P	8.1P
P MON 8:00P-10:00P ESTIMATES - C	3							3	\$42.37	\$33.33	\$30.86

Rationale: Estimate based: Dancing With the Stars 8P-10P Sep-Dec-19 (COMSCORE-LO)

Weekly Subtotals	24	29	42	41	28	5	\$14,420
							169

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
M2554R	169	\$14,420	1,140.70	\$12.64	92.33	12.35	55,245	59,834
A35+R			1,389.10	\$10.38	93.97	14.78	126,181	134,278
A50+R			1,481.70	\$9.73	94.39	15.7	97,967	103,790

Dayparts: M - MORNING; P - PRIME; A - ACCESS; W - WEEKEND; J - SPORTS; D - DAYTIME; E - EARLY FRINGE; T - LATE NEWS; L - LATE FRINGE; R - EARLY NEWS; O - ROTATORS

Client Signature: \_\_\_\_\_ Date: \_\_\_\_\_