



Proposal ID: 21004
 Schedule Date: 8/3/2016 - 8/13/2016
 Spot Length(s): :30
 Book: KFVE 2016 BOOK
 Author: Jamei Seino

Acct. Exec: Jamei Seino
 Phone #: 808-847-9308
 FAX #: 808-847-9315
 Email: jseino@kfve.com
 Web Site: www.K5TheHomeTeam.com

Flight Dates: 8/3/2016-8/13/2016

Program Time	Spot Length	AU 3	AU 8	SSA P25-54 RTG	W k s	Rate Spots
KFVE5						
MORNING ROS	:30	15	15	*0.5	2	\$5.00
GRPs/Impressions				15.0		30
Mo-Fr 6:30a-10:00a						
SUNRISE	:30	2	2	*2.0	2	\$25.00
GRPs/Impressions				8.0		4
Mo-Fr 8:00a-9:00a						
AFTERNOON ROS	:30	15	15	*0.4	2	\$5.00
GRPs/Impressions				12.0		30
Mo-Fr 3:00p-5:00p						
DAYTIME ROS	:30	10	10	*0.2	2	\$5.00
GRPs/Impressions				4.0		20
Mo-Su 10:30a-3:00p						
NEWS/PRIME/LF ROS	:30	2	2	*0.8	2	\$25.00
GRPs/Impressions				3.2		4
Mo-Su 5:00p-10:35p						

Total Cost: \$600.00 Signature _____

General Summary (SSA P25-54 SA.RTG)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq
KFVE5	88	\$600.00	42.2	238.6	\$14.22	\$2.51	8.4	5.0

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

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