	17/	Proposed: 2/15/2024 Ph: 530-244-9700 Fax: 530-244-9707		KN 1588 Charles I	93	Revised: 2/15/2024 6:04:32 PI Ref: 1204 Page:					
(CZ	THE REAL PROPERTY OF	Client: MATT PLUMMER FOR DIST 4 SUPERVISOR Agency: Direct						AE: YAMAMOTO, NAOMI			
	oburs door	Product: add on		Contact:			Ass	ssistant:			
			С	ampaign Summa	ary						
		Redding,CA		Total Ratings: 12.6		<b>CPP:</b> \$7.14					
	Total Occ:	9	Total	Impressions: 8,10	00		<b>CPM:</b> \$11.11				
				Total Reach: 4.9				Contract Total: \$90.00			
				P.O. #:			Tota	I Frequency: 2.6			
Camp	r of Weeks: aign Dates: Comments:	3 2/12/2024 to 3/3/2024 [3 wk(s)];									
			Propose	ed Schedule (1 I							
Days				Len	Feb				Tt		
ITWTFSS	Hours		Rate(\$)	Aud (m:ss)	12 19				Occ		
Sa	06:00am - 07	:00pm	\$10.00	900(1) 0:30	3 3	3 3			ę		
		ered services upon receipt of invoice and understa									

This report was created in SDS using the following information: Redding, CA; SP23, FA23; Metro; Single Daypart Used; A25-54; Copyright © 2024 The Nielsen Company. All rights reserved.

	.7	Proposed: 2/ Ph: 530-244- Fax: 530-244	9700			1588 Cha		Revised: 2/15/2024 6:04:32 PM Ref: 12042 Page: 2							
CZ	WE COUNTRY	Client: MAT	FT PLUMMEF	R FOR DIST 4 S	SUPERVISOR	Agency	Direct			AE:	YAMAMOTO, NAOMI				
		Product: add on				Contact:				Assistant:					
					Ca	mpaign Su	mmary								
		Redding,CA				otal Ratings:					<b>CPP:</b> \$7.14				
1	Total Occ: 9					Total Impressions: 8,100					<b>CPM:</b> \$11.11				
					Total Reach: 4.9 P.O. #:					Contract Total: \$90.00 Total Frequency: 2.6					
Campai	of Weeks: ign Dates: omments:	3 2/12/2024 to 3,	/3/2024 [3 wk(	s)];		1.0. #.									
Week of	# of	Avg.	%	Avg.								Total			
(Monday)	Occ	Rtg	Prime	Cost	GRP	Ttl Imp	CPP	СРМ	Reach	Frequency	Airtime	Gross			
2/12/2024	3	1.4	0%	\$10.00	4.2	2,700	\$7.14	\$11.11	2.80	1.5	\$30.00	\$30.00			
2/19/2024	3	1.4	0%	\$10.00	4.2	2,700	\$7.14	\$11.11	4.10	2.0	\$30.00	\$30.00			
2/26/2024	3	1.4	0%	\$10.00	4.2	2,700	\$7.14	\$11.11	4.90	2.6	\$30.00	\$30.00			
											\$90.00	\$90.00			
Total	9	1.4	0%	\$10.00	12.6	8,100	\$7.14	\$11.11	4.9	2.6	Total Net	\$90.00			
n way of acce		e parties affix the	eir signature to	this booking, th	ereby affording i		al terms and o	qualities as a	sales conti		oplicable, are extra.				
Date					Date					Date					