



Hannemann Committee 2020: The Job Interview-Honolulu Mayor

Book: CS-Q2

Proposal ID: 116815  
 Station: KHNL+  
 Schedule Date: 7/6/2020 - 7/19/2020  
 Spot Length(s): :30  
 Book: CS-Q2 (sell)  
 Author: Frank Guiffreda

Acct. Exec: Frank Guiffreda

Flight Dates: 7/6/2020-7/19/2020

| Program Time                        | Spot Length | JL | JL | CS-A18+ CS.RTG | CS-A18+ CS.000 | W<br>k<br>s | Rate Spots |
|-------------------------------------|-------------|----|----|----------------|----------------|-------------|------------|
| KHNL+                               |             |    |    |                |                |             |            |
| JOB INTERVIEW: HONOLULU MAYOR       | :30         | 1  | -- | 1.9            | 8.1            | 1           | \$1,000.00 |
| GRPs/Impressions                    |             |    |    | 1.9            | 8.1            |             | 1          |
| CPP/CPM                             |             |    |    | \$526.32       | \$123.46       |             |            |
| Thu 4:00p-5:00p                     |             |    |    |                |                |             |            |
| KGMB+                               |             |    |    |                |                |             |            |
| JOB INTERVIEW: HONOLULU MAYOR       | :30         | 1  | -- | 5.9            | 25.1           | 1           | \$1,500.00 |
| GRPs/Impressions                    |             |    |    | 5.9            | 25.1           |             | 1          |
| CPP/CPM                             |             |    |    | \$254.24       | \$59.76        |             |            |
| Wed 9:00p-10:00p                    |             |    |    |                |                |             |            |
| KFVE-TV                             |             |    |    |                |                |             |            |
| THE JOB INTERVIEW: HONOLULU MA      | :30         | -- | 2  | *0.0           | *0.0           | 1           | \$750.00   |
| GRPs/Impressions                    |             |    |    | 0              | 0              |             | 2          |
| CPP/CPM                             |             |    |    |                |                |             |            |
| Mo-Fr 8:00p-9:00p Book: CS-Jul/2019 |             |    |    |                |                |             |            |
| JOB INTERVIEW: HONOLULU MAYOR       | :30         | 1  | -- | *0.0           | *0.0           | 1           | \$1,000.00 |
| GRPs/Impressions                    |             |    |    | 0              | 0              |             | 1          |
| CPP/CPM                             |             |    |    |                |                |             |            |
| Fri 5:00p-6:00p Book: CS-Jul/2019   |             |    |    |                |                |             |            |

Total Cost: \$5,000.00 Signature \_\_\_\_\_

General Summary ( CS-A18+ CS.RTG )

| Name     | Spots | Cost       | Grps | Imp(000) | CPP      | CPM      | Reach | Freq | 3+ Reach | Net Reach |
|----------|-------|------------|------|----------|----------|----------|-------|------|----------|-----------|
| KHNL+    | 1     | \$1,000.00 | 1.9  | 8.1      | \$526.32 | \$123.46 | 1.9   | 1.0  | 0.0      | 8,090     |
| KGMB+    | 1     | \$1,500.00 | 5.9  | 25.1     | \$254.24 | \$59.76  | 5.9   | 1.0  | 0.0      | 25,122    |
| KFVE-TV  | 3     | \$2,500.00 | 0.0  | 0.0      | \$0.00   | \$0.00   | 0.0   | 0.0  | 0.0      | 0         |
| HONOLULU | 5     | \$5,000.00 | 7.8  | 33.2     | \$641.03 | \$150.60 | 7.7   | 1.0  | 1.0      | 32,735    |

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

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