



Hannemann 7.6 - 7.21

Author: Frank Guiffreda

Market: HONOLULU [66]
 Station: KHNL+
 Schedule Date: 7/6/2020 - 7/21/2020
 Spot Length(s): :30

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Flight Dates: 7/6/2020-7/21/2020

Program Time	Spot Length	JL 6	JL 13	JL 20	CS-A18+ CS.RTG	CS-A35+ CS.RTG	Wks	Rate Spots
KHNL+								
KHNL HAWAII NEWS NOW 530P	:30	5	--	--	4.3	4.4	1	\$300.00
GRPs/Impressions					21.5	22		5
CPP/CPM					\$69.77	\$68.18		
Mo-Fr 5:30p-6:00p								
KHNL HAWAII NEWS NOW 530P (2)	:30	--	5	2	4.3	4.4	2	\$450.00
GRPs/Impressions					30.1	30.8		7
CPP/CPM					\$104.65	\$102.27		
Mo-Fr 5:30p-6:00p								
SubTotal	Cost				\$4,650.00			
	Agency Commission @ 15%				\$697.50		Approved by: _____	
	Net Cost				\$3,952.50			
KGMB+								
HAWAII NEWS NOW SUNRISE 7A-8A	:30	5	--	--	8.6	8.9	1	\$325.00
GRPs/Impressions					43	44.5		5
CPP/CPM					\$37.79	\$36.52		
Mo-Fr 7:00a-8:00a								
HAWAII NEWS NOW SUNRISE 7A-8A	:30	--	5	2	8.6	8.9	2	\$490.00
GRPs/Impressions					60.2	62.3		7
CPP/CPM					\$56.98	\$55.06		
Mo-Fr 7:00a-8:00a								
KGMB HAWAII NEWS NOW AT 6P	:30	5	--	--	11.0	11.3	1	\$600.00
GRPs/Impressions					55	56.5		5
CPP/CPM					\$54.55	\$53.10		
Mo-Fr 6:00p-6:30p								
KGMB HAWAII NEWS NOW AT 6P (2)	:30	--	5	2	11.0	11.3	2	\$900.00
GRPs/Impressions					77	79.1		7
CPP/CPM					\$81.82	\$79.65		
Mo-Fr 6:00p-6:30p								
SubTotal	Cost				\$14,355.00			
	Agency Commission @ 15%				\$2,153.25		Approved by: _____	
	Net Cost				\$12,201.75			

Total Cost: \$19,005.00
 Agency Commission @ 15% \$2,850.75
 Net Cost: \$16,154.25 Signature _____

General Summary (CS-A18+ CS.RTG)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	3+ Reach	Net Reach
KHNL+	12	\$4,650.00	51.6	214.8	\$90.12	\$21.65	26.8	1.9	10.5	110,901
KGMB+	24	\$14,355.00	235.2	975.6	\$61.03	\$14.71	78.8	3.0	43.6	326,330
HONOLULU	36	\$19,005.00	286.8	1190.4	\$66.27	\$15.97	84.5	3.4	50.7	349,836