

MAKEGOOD

CA#37193

Agency: US International Media
Client: 1853 - CA for United MediCal
Funding and Accountability

Demo: A35+
A35+

Vendor: KNVN-TV

Billing To: US International Media Sacramento

Product: 5667 - Prop

W35+

Estimate: 36742

Flight Start: 10/03/2016

Description:

Flight End: 11/13/2016

Version: 3

Makegood #: 1

AE: Christopher Sweetin

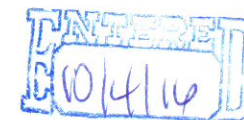
Buyer: Kelley Afghari

Status: Sent

Comments:

Phone:

Phone:



Line No	Daypart (Program)	Daypart Code	Rate	C/T	Len	Total Spots	A35+			
							RTG	CPP	IMP(000)	CPM
5	MTuWThF 6:00 PM-6:30 PM (Action News Now)	EN	\$125.00	C	15	30 / 28	4.3 / 4.3	\$29.07 / \$29.07		
	Weeks of: 10/17	Spots: -2								
	Comments: NA 10/19 due PRES DEBATE 6-8p									
6	MTuWThF 6:30 PM-7:00 PM (NBC Nightly News)	EN	\$125.00	C	15	30 / 28	6.0 / 6.0	\$20.83 / \$20.83		
	Weeks of: 10/17	Spots: -2								
	Comments: NA 10/19 due PRES DEBATE 6-8p									
9	Sa 6:30 PM-7:00 PM (NBC Nightly News)	EN	\$150.00	C	15	6 / 4	5.0 / 5.0	\$30.00 / \$30.00		
	Weeks of: 10/24	Spots: -2								
	Comments: NA due no NBC NEWS feed on 10/29									
30	W 6:00 PM-8:00 PM (PRES DEBATE)	EN	\$125.00	C	15	0 / 2	0.0 / 4.3	\$0.00 / \$29.07		
	Weeks of: 10/17	Spots: +2								
31	W 6:00 PM-8:00 PM (PRES DEBATE)	EN	\$125.00	C	15	0 / 2	0.0 / 6.0	\$0.00 / \$20.83		
	Weeks of: 10/17	Spots: +2								
32	Su 3:30 PM-4:00 PM (NBC Nightly News)	EN	\$150.00	C	15	0 / 2	0.0 / 6.0	\$0.00 / \$25.00		
	Weeks of: 10/24	Spots: +2								
Totals For Changed Lines: (all lines listed above)						Spots: 66 / 66	Cost: \$8,400.00 / \$8,400.00			
						CPP & CPM:	\$24.78 / \$24.63	\$0.00 / \$0.00		
						GRP & GIMP(000):	339.0 / 341.0	0 / 0		
Totals For Overall Order: (includes entire order)						Spots: 316 / 316	Cost: \$39,110.00 / \$39,110.00			
						CPP & CPM:	\$31.21 / \$31.16	\$0.00 / \$0.00		
						GRP & GIMP(000):	1253.0 / 1255.0	0 / 0		

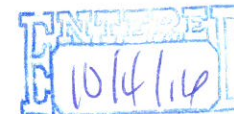
Revision, Version 3

C#37193

Agency: US International Media
Office: Sacramento
Client: 1853 - CA for United MediCal
 Funding and Accountability
Product: 5667 - Prop

Station: KNVN-TV
Order Type: Normal
Cancel Date:

Flight Start: 10/03/2016
Flight End: 11/13/2016
Hiatus:



Piggyback Product:

Estimate: 36742 - MediCal Funding - Tier 2 TV
 - Oct 3 - Nov 8 '16
Received in ePort: 9/26/2016 1:24:17 PM

Primary Demo: A35+
Demo 2: A35+
Demo 3: W35+
GRP: 1253.00
CPP: \$31.21
GIMP: 0
CPM: \$0.00

Local/National: Local
Rep Office: KNVN-TV
AE: Christopher Sweetin
Phone:
OrderID: 4946398

Airtime Dollars: \$39,110.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$39,110.00
Total Spots: 316

Comments: rev.9/26/16: revised to convert bookend :15's to :30's for the weeks of 10/3 and 10/10.
 Separation: 8

MarketShare:

Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len							Total Spots	A35+			
						10/3	10/10	10/17	10/24	10/31	11/7		Rtg	CPP	Imp	CPM
1	MTuWThF 5:00 AM-7:00 AM KNVN Wake Up!	EM (15)	\$45.00	C	15	0	0	10	10	10	0	30	1.80	\$25.00		
BOOKENDS																
2	MTuWThF 7:00 AM-9:00 AM Today Show	EM (15)	\$75.00	C	15	0	0	10	10	10	0	30	3.70	\$20.27		
BOOKENDS																
3	MTuWThF 5:00 PM-5:30 PM KNVN First News At 5PM	EN	\$150.00	C	15	0	0	10	10	10	0	30	5.40	\$27.78		
BOOKENDS																
4	MTuWThF 5:30 PM-6:00 PM KNVN 530P News	EN	\$150.00	C	15	0	0	10	10	10	0	30	5.10	\$29.41		
BOOKENDS																
5	MTuWThF 6:00 PM-6:30 PM Action News Now	EN	\$125.00	C	15	0	0	10/8	10	10	0	30/28	4.30	\$29.07		
BOOKENDS																
6	MTuWThF 6:30 PM-7:00 PM NBC Nightly News	EN	\$125.00	C	15	0	0	10/8	10	10	0	30/28	6.00	\$20.83		

Revision, Version 3 (Page 2)

Agency: US International Media
Client: 1853 - CA for United MediCal
 Funding and Accountability

Station: KNVN-TV
Product: 5667 - Prop

Order ID: 4946398
Estimate: 36742 - MediCal Funding - Tier 2 TV
 - Oct 3 - Nov 8 '16

Flight Start: 10/03/2016

Flight End: 11/13/2016

Received in ePort: 9/26/2016 1:24:17 PM

Line		Daypart	DPT	Rate	C/T	Len	10/3 10/10 10/17 10/24 10/31 11/7						Total Spots	A35+			
No	(Program)	Code							Rtg	CPP	Imp	CPM					
BOOKENDS																	
7	MTuWThF 11:00 PM-11:35 PM KNVN News Now @11P	LN (15)	\$75.00	C	15	0	0	10	10	10	0	30	2.20	\$34.09			
BOOKENDS																	
8	Sa 6:00 PM-6:30 PM KNVN 24 News @6P	EN	\$125.00	C	15	0	0	2	2	2	0	6	5.00	\$25.00			
BOOKENDS																	
9	Sa 6:30 PM-7:00 PM NBC Nightly News	EN	\$150.00	C	15	0	0	2	2/0	2	0	6/4	5.00	\$30.00			
BOOKENDS																	
10	Sa 11:00 PM-11:30 PM KNVN News Now @11P	LN (15)	\$50.00	C	15	0	0	2	2	2	0	6	2.40	\$20.83			
BOOKENDS																	
11	Su 7:00 AM-8:00 AM NBC Sunday Today	EM (15)	\$30.00	C	15	0	0	2	2	2	0	6	1.80	\$16.67			
BOOKENDS																	
12	Su 8:00 AM-9:00 AM Meet The Press	EM (15)	\$45.00	C	15	0	0	2	2	2	0	6	2.40	\$18.75			
BOOKENDS																	
13	MTu 5:00 AM-7:00 AM KNVN Wake Up!	EM (15)	\$45.00	C	15	0	0	0	0	0	2	2	1.90	\$23.68			
BOOKENDS																	
14	MTu 7:00 AM-9:00 AM Today Show	EM (15)	\$75.00	C	15	0	0	0	0	0	2	2	3.60	\$20.83			
BOOKENDS																	
16	M 6:00 PM-6:30 PM Action News Now	EN	\$125.00	C	15	0	0	0	0	0	0	0	4.20	\$0.00			
BOOKENDS																	
17	M 6:30 PM-7:00 PM NBC Nightly News	EN	\$125.00	C	15	0	0	0	0	0	2	2	5.80	\$21.55			
BOOKENDS																	
18	M 11:00 PM-11:35 PM KNVN News Now @11P	LN (15)	\$75.00	C	15	0	0	0	0	0	2	2	2.60	\$28.85			
BOOKENDS																	
19	MTuWThF 5:00 AM-7:00 AM KNVN Wake Up!	EM	\$90.00	C	30	4	4	0	0	0	0	8	1.80	\$50.00			

Agency:	US International Media	Station:	KNVN-TV	Order ID:	4946398
Client:	1853 - CA for United MediCal Funding and Accountability	Product:	5667 - Prop	Estimate:	36742 - MediCal Funding - Tier 2 TV - Oct 3 - Nov 8 '16
Flight Start:	10/03/2016	Flight End:	11/13/2016	Received in ePort:	9/26/2016 1:24:17 PM

Line		Daypart	DPT	Flight Data								Received in ePort:		9/26/2016 1:24:17 PM		
No	(Program)	Code	Rate	C/T	Len	10/3	10/10	10/17	10/24	10/31	11/7	Total Spots	Rtg	CPP	Imp	CPM
20	MTuWThF 7:00 AM-9:00 AM Today Show	EM	\$150.00	C	30	5	5	0	0	0	0	10	3.70	\$40.54		
21	MTuWThF 5:00 PM-5:30 PM KNVN First News At 5PM	EN	\$300.00	C	30	4	4	0	0	0	0	8	5.40	\$55.56		
22	MTuWThF 5:30 PM-6:00 PM KNVN 530P News	EN	\$300.00	C	30	4	4	0	0	0	0	8	5.10	\$58.82		
23	MTuWThF 6:00 PM-6:30 PM Action News Now	EN	\$250.00	C	30	4	4	0	0	0	0	8	4.30	\$58.14		
24	MTuWThF 6:30 PM-7:00 PM NBC Nightly News	EN	\$250.00	C	30	5	5	0	0	0	0	10	6.00	\$41.67		
25	MTuWThF 11:00 PM-11:35 PM KNVN News Now @11P	LN	\$150.00	C	30	4	4	0	0	0	0	8	2.20	\$68.18		
26	Sa 6:00 PM-6:30 PM KNVN 24 News @6P	EN	\$250.00	C	30	1	1	0	0	0	0	2	5.00	\$50.00		
27	Sa 11:00 PM-11:30 PM KNVN News Now @11P	LN	\$100.00	C	30	1	1	0	0	0	0	2	2.40	\$41.67		
28	Su 7:00 AM-8:00 AM NBC Sunday Today	EM	\$60.00	C	30	1	1	0	0	0	0	2	1.80	\$33.33		
29	Su 8:00 AM-9:00 AM Meet The Press	EM	\$90.00	C	30	1	1	0	0	0	0	2	2.40	\$37.50		
30	W 6:00 PM-8:00 PM PRES DEBATE	EN	\$125.00	C	15			-/2				-/2	-/4.30	-\$29.07		
31	W 6:00 PM-8:00 PM PRES DEBATE	EN	\$125.00	C	15			-/2				-/2	-/6.00	-\$20.83		
32	Su 3:30 PM-4:00 PM NBC Nightly News	EN	\$150.00	C	15				-/2			-/2	-/6.00	-\$25.00		
Total Spots:						34	34	80	80	80	8					
Total GRP						135.3	135.3	318.2	318.2	318.2	27.8					
Cash\$ - Spots: \$39,110.00 - 316 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$39,110.00 Total GRP - CPP: 1253.00 - \$31.21 Total GIMP(000) - CPM: 0 - \$0.00																