



# Ackerley For Mayor OCTOBER 2019

Book: July 2019 LiveSD

Proposal ID: 331  
 Station: KVOA  
 Schedule Date: 10/16/2019 - 10/31/2019  
 Advertiser: Ackerley For Mayor  
 Agency: Ackerley Advertising  
 Buyer: Bill Ackerley  
 Spot Length(s): :15  
 Book: July 2019 LiveSD  
 Author: Michael Hornfeck

Acct. Exec: Michael Hornfeck  
 Email: mhornfeck@kvoa.com

Flight Dates: 10/16/2019-10/31/2019

Program Time	Spot Length	OC 16	OC 21	OC 28	DMA P18+ RTG	DMA P18+ 000	Wk s	Rate Spots
<b>KVOA</b>								
Tucson Today at 5A	:15	2	3	3	0.6	4.8	3	\$38.00
GRPs/Impressions					4.8	38.4		8
CPP/CPM					\$63.33	\$7.92		
Mo-Fr 5:00a-6:00a								
News 4 at Noon	:15	3	5	5	1.8	13.7	3	\$30.00
GRPs/Impressions					23.4	178.1		13
CPP/CPM					\$16.67	\$2.19		
Mo-Fr 12:00p-1:00p								
News 4 at 4P	:15	3	3	3	2.3	18.0	3	\$45.00
GRPs/Impressions					20.7	162		9
CPP/CPM					\$19.57	\$2.50		
Mo-Fr 4:00p-5:00p								
News 4 at 10P	:15	3	3	3	2.2	17.1	3	\$100.00
GRPs/Impressions					19.8	153.9		9
CPP/CPM					\$45.45	\$5.85		
Mo-Fr 10:00p-10:30p								

Total Cost:	\$1,999.00	
Agency Commission @ 15%	\$299.85	
Net Cost:	\$1,699.15	Signature_____