



Jerry Sturgill for US Senate.

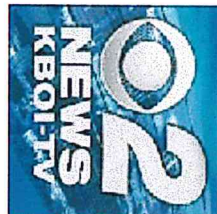
Author: Fred Lindstrom

Proposal ID: 43127
Market: BOISE [107]
Schedule Date: 9/26/2016 - 10/19/2016
Advertiser: Jerry Sturgill for US Senate
Product: Jerry Sturgill for US Senate
Agency: Jerry Sturgill for US Senate
Buyer: Lisa Anderson
Spot Length(s): :30

Acct. Exec: Fred Lindstrom
Phone #: 208-489-1213
Email: flindstrom@kboi2.com

Flight Dates: 9/26/2016-10/19/2016

Program	Spot	Length	SE	OC	OC	DMA	DMA	DMA	DMA	W	Rate
Time			26	3	17	HH	P18+	P35+	P50+	k	Spots
KBOI											
Pres Debate 1 9/26	:30	1	--	--	--	p38.4	p67.9	p62.3	p39.8	1	\$350.00
GRPs/Impressions						38.4	67.9	62.3	39.8		1
CPM						\$9.11	\$5.15	\$5.62	\$8.79		
Mon 7:00p-9:00p											
Pres Late News 1 9/26	:30	1	--	--	--	p18.6	p27.8	p24.9	p17.6	1	\$130.00
GRPs/Impressions						18.6	27.8	24.9	17.6		1
CPM						\$6.99	\$4.68	\$5.22	\$7.39		
Mon 10:00p-10:35p											
VP Debate 1 10/4	:30	--	1	--	--	p34.3	p57.3	p54.7	p35.8	1	\$550.00
GRPs/Impressions						34.3	57.3	54.7	35.8		1
CPM						\$16.04	\$9.60	\$10.05	\$15.36		
Tue 7:00p-9:00p											
VP Late News 1 10/4	:30	--	1	--	--	p18.3	p26.4	p24.6	p19.4	1	\$130.00
GRPs/Impressions						18.3	26.4	24.6	19.4		1
CPM						\$7.10	\$4.92	\$5.28	\$6.70		
Tue 10:00p-10:35p											
Pres Debate 3 10/19	:30	--	--	1	--	p31.8	p52.3	p47.0	p31.6	1	\$250.00
GRPs/Impressions						31.8	52.3	47	31.6		1
CPM						\$7.86	\$4.78	\$5.32	\$7.91		
Wed 7:00p-9:00p											
Pres Late News 3 10/19	:30	--	--	1	--	p17.2	p25.9	p23.2	p19.5	1	\$130.00
GRPs/Impressions						17.2	25.9	23.2	19.5		1
CPM						\$7.56	\$5.02	\$5.60	\$6.67		
Wed 10:00p-10:35p											
Pres Debate 2 10/9	:30	--	1	--	--	p37.1	p65.2	p60.7	p40.1	1	\$550.00
GRPs/Impressions						37.1	65.2	60.7	40.1		1
CPM						\$14.82	\$8.44	\$9.06	\$13.72		
Sun 7:00p-9:00p											
Pres Late News 10/9	:30	--	1	--	--	p17.4	p25.8	p24.2	p20.4	1	\$130.00
GRPs/Impressions						17.4	25.8	24.2	20.4		1
CPM						\$7.47	\$5.04	\$5.37	\$6.37		
Sun 10:00p-10:35p											



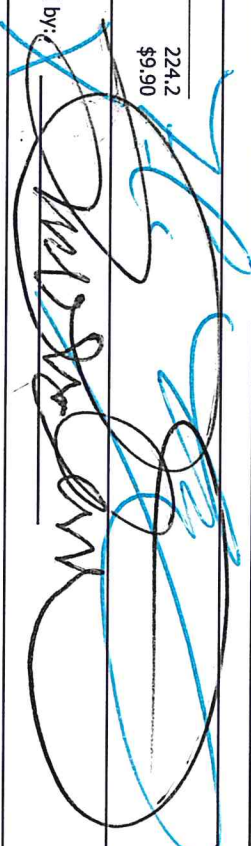
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Program Time	Spot Length	SE	OC	OC	DMA HH	DMA P18+	DMA P35+	DMA P50+	W k s	Rate Spots
KBOI	26	3	17		000	000	000	000		
KBOI Totals		2	4	2						
		GRP/(000)	213.1	348.6	321.6	224.2				\$2,220.00
		CPP/CPM:	\$10.42	\$6.37	\$6.90	\$9.90				Spts: 8
	Cost		\$2,220.00							
Approved By: 										

Total Cost: \$2,220.00

Signature _____

General Summary (DMA P50+ D.000)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Freq
KBOI	8	\$2,220.00	94.1	224	\$23.59	\$9.90	1.6

Multi-Demo Summary

Demo	Spots	Cost	Grps	Imp(000)	CPP	CPM	Freq
DMA HH	8	\$2,220.00	80.4	213.1	\$27.61	\$10.42	1.5
DMA P18+	8	\$2,220.00	66.3	348.6	\$33.48	\$6.37	1.4
DMA P35+	8	\$2,220.00	85.6	321.6	\$25.93	\$6.90	1.5
DMA P50+	8	\$2,220.00	94.1	224.2	\$23.59	\$9.90	1.6

Flight Summary (DMA P50+ D.000)

Flight	Spots	Cost	Grps	Imp(000)	CPP	CPM
Flight 1	8	\$2,220.00	94.1	224.2	\$23.59	\$9.90