

Revision, Version 4

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

Station: KHSL-TV
Order Type: Normal
Cancel Date:
Received in ePort: 9/21/2016 5:25:28 PM

Flight Start: 08/08/2016
Flight End: 10/02/2016
Hiatus:

Piggyback Product:

Estimate: 36741 - MediCal Funding - Tier 2 TV
 - Aug 22-Oct 2 '16

Local/National: Local
Rep Office: KHSL-TV
AE: Christopher Sweetin
Phone:
OrderID: 4946382
Status: Revised

Airtime Dollars: \$25,850.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$25,850.00
Total Spots: 202

Primary Demo: A35+
Demo 2: A35+
Demo 3: W35+
GRP: 522.30
CPP: \$49.49
GIMP: 0
CPM: \$0.00

Comments: rev. 9/21/16: revise to convert :60's to :30 for the w/o 9/26
 Separation: 8

MarketShare:

Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len									Total Spots	A35+			
						8/8	8/15	8/22	8/29	9/5	9/12	9/19	9/26		Rtg	CPP	Imp	CPM
1	MTuWThF 5A-7A Wake Up!	EM	\$80.00	C	30	0	0	10	10	10	10	10	10	60	1.90	\$42.11		
2	MTuWThF 5A-7A Wake Up!	EM (15)	\$40.00	C	15	0	0	0	0	0	0	0	0	0	1.90	\$0.00		
BOOKENDS																		
3	MTuWThF 7A-9A CBS This Morning	EM	\$80.00	C	30	0	0	10	10	10	6	6	10	52	2.20	\$36.36		
4	MTuWThF 7A-9A CBS This Morning	EM (15)	\$40.00	C	15	0	0	0	0	0	0	0	0	0	2.20	\$0.00		
BOOKENDS																		
5	MTuWThF 6P-6:30P Action News Now @ 6PM	EN	\$250.00	C	30	0	0	5	3	3	2	2	2	17	3.60	\$69.44		
6	MTuWThF 6:30P-7P CBS Evening News	EN	\$250.00	C	30	0	0	5	5	5	0	0	0	15	3.80	\$65.79		
7	Sa 5A-7A CBS This Morning-Sat	EM	\$75.00	C	30	0	0	1	1	1	1	1	1	6	1.00	\$75.00		
8	Sa 6P-6:30P Action News Now @ 6PM	EN	\$150.00	C	30	0	0	0	1	1	1	1	1	5	3.50	\$42.86		
9	Sa 6:30P-7P CBS Evening News	EN	\$150.00	C	30	0	0	0	1	1	1	1	1	5	3.50	\$42.86		

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Line	Daypart	DPT	No	(Program)	Code	Rate	C/T	Len	8/8	8/15	8/22	8/29	9/5	9/12	9/19	9/26	Total	A35+			
																	Spots	Rtg	CPP	Imp	CPM
10	Sa 6:30P-7P CBS Evening News	EN (15)	\$75.00	C	15	0	0	0	0	0	0	0	0	0	0	0	0	3.50	\$0.00		
BOOKENDS																					
11	Su 7A-8:30A CBS Sunday Morning	EM	\$200.00	C	30	0	0	2	2	2	2	2	2	2	2	2	12	4.40	\$45.45		
12	Su 8:30A-9A Face The Nation	EM	\$150.00	C	30	0	0	1	1	1	1	1	1	1	0	0	5	2.00	\$75.00		
NA 10/2 due NFL																					
13	Su 9A-9:30A Face The Nation 2	EM	\$150.00	C	30	0	0	1	1	1	0	0	0	0	1	1	4	1.40	\$107.14		
14	Su 9A-9:30A Face The Nation 2	EM (15)	\$75.00	C	15	0	0	0	0	0	0	0	0	0	0	0	0	1.40	\$0.00		
BOOKENDS																					
15	Su 5P-5:30P KHSL 12 News At 5PM-Sun	EN	\$150.00	C	30	0	0	1	1	1	1	1	1	1	1	1	6	4.00	\$37.50		
16	Su 6P-6:30P Action News Now @ 6PM	EN	\$150.00	C	30	0	0	1	1	1	1	1	1	1	1	1	6	3.60	\$41.67		
17	Su 8:30A-9A Face The Nation	EM	\$150.00	C	30	0	0	0	0	1	0	0	0	0	0	0	1	2.00	\$75.00		
18	Sa 4:30P-5P CBS Evening News	EN	\$150.00	C	30	0	0	1	0	0	0	0	0	0	0	0	1	3.50	\$42.86		
19	Su 6P-6:30P Action News	EN	\$150.00	C	30	0	0	1	0	0	0	0	0	0	0	0	1	3.60	\$41.67		
20	WThF 7A-9A CBS This Morning	EM (60)	\$160.00	C	60	0	0	0	0	0	0	2	0	0	0	0	2 ✓	2.20	\$72.73		
21	MTuWThF 7A-9A CBS This Morning	EM (60)	\$160.00	C	60	0	0	0	0	0	0	0	2	0	0	0	2 ✓	2.20	\$72.73		
22	Su 8:30A-9A FACE THE NATION	EM	\$150.00	C	30	0	0	0	0	0	0	1	1	0	0	0	2	1.40	\$107.14		
Total Spots:						0	0	39	37	38	29	29	30								
Total GRP:						0.0	0.0	105.9	98.6	100.6	71.6	71.6	74.0								
Cash\$ - Spots: \$25,850.00 - 202 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$25,850.00 Total GRP - CPP: 522.3 - \$49.49 Total GIMP(000) - CPM: 0 - \$0.00																					