



Proposition 1

Author: Pauline Dennis

Proposal ID: 27942
Station: KCYU+
Schedule Date: 10/14/2023 - 11/3/2023
Spot Length(s): :30
Report: Planner



Flight Dates: 10/14/2023-11/3/2023

Program Time	Spot Length	OC 14	OC 16	OC 23	OC 30	CS-A35+ CS.RTG RTG	CS-A35+ CS.000	W k s	Rate Spots
KCYU+									
EARLY MORNING NEWS	:30	--	2	2	2	1.3	1.994	3	\$6.00
GRPs/Impressions						7.8	12.0		6
SHR						5.2	5.2		
CPP/CPM						\$4.62	\$3.01		
Mo-Fr 7:00a-9:00a									
RTF Comment									
FOX NEWS FIRST @ TEN	:30	--	3	3	2	2.5	3.896	3	\$25.00
GRPs/Impressions						20.0	31.2		8
SHR						6.1	6.1		
CPP/CPM						\$10.00	\$6.42		
Mo-Fr 10:00p-10:35p									
RTF Comment									
FOX NEWS FIRST@ TEN WKND	:30	1	1	1	--	3.1	4.878	3	\$25.00
GRPs/Impressions						9.3	14.6		3
SHR						7.6	7.6		
CPP/CPM						\$8.06	\$5.13		
Sa-Su 10:00p-10:30p									
RTF Comment									
WORLD SERIES GAME 1	:30	--	--	1	--	p14.0	p21.964	1	\$425.00
GRPs/Impressions						14.0	22.0		1
SHR						30.6	30.6		
CPP/CPM						\$30.36	\$19.35		
Fri 5:00p-8:00p									
RTF Comment									
WORLD SERIES GAME 2	:30	--	--	1	--	p17.6	p27.533	1	\$425.00
GRPs/Impressions						17.6	27.5		1
SHR						39.5	39.5		
CPP/CPM						\$24.15	\$15.44		
Sat 5:00p-8:00p									
RTF Comment									

Note: Asterisk (*) indicates manual adjustment of estimate.

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KCYU+									
WORLD SERIES GAME 3	:30	--	--	--	1	p15.7	p24.569	1	\$425.00
GRPs/Impressions						15.7	24.6		1
SHR						31.5	31.5		
CPP/CPM						\$27.07	\$17.30		
Mon 5:00p-8:00p						Run Dates: 10/30/2023-10/30/2023			
RTF Comment									
WORLD SERIES GAME 4	:30	--	--	--	1	p15.7	p24.632	1	\$425.00
GRPs/Impressions						15.7	24.6		1
SHR						32.1	32.1		
CPP/CPM						\$27.07	\$17.25		
Tue 5:00p-8:00p						Run Dates: 10/31/2023-10/31/2023			
RTF Comment									
WORLD SERIES GAME 5	:30	--	--	--	1	p16.4	p25.621	1	\$425.00
GRPs/Impressions						16.4	25.6		1
SHR						33.6	33.6		
CPP/CPM						\$25.91	\$16.59		
Wed 5:00p-8:00p						Run Dates: 11/1/2023-11/1/2023			
RTF Comment									
WORLD SERIES GAME 6	:30	--	--	--	1	p19.9	p31.075	1	\$425.00
GRPs/Impressions						19.9	31.1		1
SHR						41.2	41.2		
CPP/CPM						\$21.36	\$13.68		
Fri 5:00p-8:00p						Run Dates: 11/3/2023-11/3/2023			
RTF Comment									
FOX NFL SUN, 10A POST GUN	:30	1	--	--	--	p14.7	p22.997	1	\$400.00
GRPs/Impressions						14.7	23.0		1
SHR						38.1	38.1		
CPP/CPM						\$27.21	\$17.39		
Sun 10:00a-1:00p						Run Dates: 10/15/2023-10/15/2023			
RTF Comment									

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KCYU+									
FOX NFL SUN, TBD VS TBD, 1P	:30	1	--	--	--	p21.5	p33.636	1	\$650.00
GRPs/Impressions						21.5	33.6		1
SHR						49.8	49.8		
CPP/CPM						\$30.23	\$19.32		
Sun 1:25p-4:30p						Run Dates: 10/15/2023-10/15/2023			
RTF Comment									
FOX NFL SUN, 1P POST GUN	:30	1	--	--	--	p21.5	p33.636	1	\$400.00
GRPs/Impressions						21.5	33.6		1
SHR						49.8	49.8		
CPP/CPM						\$18.60	\$11.89		
Sun 1:25p-4:30p						Run Dates: 10/15/2023-10/15/2023			
RTF Comment									
FOX NFL SUN, SEAHAWKS PREGAME, 1P	:30	--	1	--	--	*11.5	*17.940	1	\$200.00
GRPs/Impressions						11.5	17.9		1
SHR						27.8	27.8		
CPP/CPM						\$17.39	\$11.15		
Sun 1:05p-4:00p						Run Dates: 10/22/2023-10/22/2023			
RTF Comment									
FOX NFL SUN, SEAHAWKS PREGAME, 1P	:30	--	--	1	--	p11.5	p17.876	1	\$200.00
GRPs/Impressions						11.5	17.9		1
SHR						26.4	26.4		
CPP/CPM						\$17.39	\$11.19		
Sun 1:25p-4:30p						Run Dates: 10/29/2023-10/29/2023			
RTF Comment									
KCYU+ Totals		4	7	9	8				
		GRP/(000)				217.1	339.245		
		CPP/CPM:				\$21.70	\$13.89		
		Reach:				86.9	86.9		
		Frequency:				2.5	2.5		
								\$4,711.00	
								Spts:	28

Total Cost: \$4,711.00

Signature_____

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General Summary (CS-A35+ CS.RTG)											
Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
KCYU+	28	\$4,711.00	217.1	339.245	86.9	2.5	44.7	\$21.70	\$13.89	135,545	156,000

Gregorian Summary (CS-A35+ CS.RTG)										
Description	Spots	%	Cost	%	Net Cost	GRPs	%	Impressions (000)	CPP	CPM
Oct/23	27	96%	\$4,286.00	91%	\$3,643.10	197.2	91%	308.170	\$21.73	\$13.91
Nov/23	1	4%	\$425.00	9%	\$361.25	19.9	9%	31.075	\$21.36	\$13.68
Total (CS-A35+)	28	100%	\$4,711.00	100%	\$4,004.35	217.1	100%	339.245	\$21.70	\$13.89

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