



John Smithee Add 3.4.24

Date: 3/1/2024

Revision #: 1

Client: Double U Marketing
 Buyer: Wendi Swope
 Advertiser: John Smithee
 Product: N/A
 Estimate #:

Primary Demo: Adults 18+
 Office: KVII-TV
 One Broadcast Center
 Amarillo, TX 79101

Flight Dates: 3/4/2024 to 3/10/2024
 Contact:
 Phone: 806-731-8859
 Fax: 806-371-7329
 Email: lcargo@sbgvtv.com;
 asygerger@sbgvtv.com

Daypart	Dur	CLT NET	Mar	Total Spots	A 18+
			4	(000)/CPM	
Amarillo Feb24 CSM Rentrak Live Only					
KVII+S2					
M-F 5a-6a	30	\$35	1	1	2
EARLY DAYBREAK					\$18
M-F 6a-7a	30	\$140	1	1	4
DAYBREAK					\$35
M-F 7a-9a	30	\$175	2	2	6
GOOD MORNING AMERICA					\$29
M-F 11a-11:30a	30	\$90	1	1	4
ABC 7 MIDDAY					\$23
M-F 12n-1p	30	\$55	1	1	2
GMA 3: WHAT YOU NEED TO KNOW					\$28
M-F 5p-5:30p	30	\$315	1	1	5
ABC 7 NEWS @ 5PM					\$63
M-F 6p-6:30p	30	\$440	1	1	9
ABC 7 NEWS @ 6PM					\$49
M-F 6:30p-7p	30	\$525	1	1	11
WHEEL OF FORTUNE					\$48
M-F 10p-10:35p	30	\$230	1	1	4
ABC 7 NEWS @ 10PM					\$58
M-F 11:37p-12:06a	30	\$35	1	1	2
NIGHTLINE					\$18

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 Reach and Frequency is based on the Comscore™ and has been calculated using NuMath® research.

Comscore Corporation Audience Estimates Copyright ©2024 Comscore Corporation. Comscore-derived minimum thresholds have not been applied to these estimates; the thresholds will be applied on a go-forward basis in a future Comscore release. Audience estimates for total households and age/gender only are available based on market tiers.



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Daypart	Dur	CLT NET	Mar	Total Spots	A 18+ (000)/CPM
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KVII+S2

Total Spots:	11	11
Total GRP:	42.07	
Total GIMP(000):	55	55
Total CLT NET:	\$2,215	Total CPP/CPM: \$40

Total Reach:	27.3%
Total Freq:	1.5
Total Net Reach (000):	36
Amarillo Pop (000):	131

Signature: _____

Disclaimer: This contract is between the station and the client. This agreement has been negotiated in good faith and is non-transferrable to a third party media buying agency. Upon contract completion, all rates, programming and promotions are subject to change. If the client wishes to cancel their marketing agreement prior to contract completion, client must indicate in written form, and must give the station at minimum, a two week notice. Barrington Broadcasting Group and its stations, whether owned or operated, do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made part of a particular contract, is hereby rejected.



Summary By Market

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Market	Total Spots	CLT NET	PCT	Adults 18+	
				C NET	GIMP(000) PCT
Reach Pct / Freq					

Amarillo Feb24 CSM Rentrak Live Only

Market Total: 11 \$2,215 \$40 55
 27.3% / 1.5

Signature: _____

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Summary By Week

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Week No.	Week Date	Total Spots	CLT NET	PCT	Adults 18+		
					C NET	GIMP(000)	PCT

Amarillo Feb24 CSM Rentrak Live Only

1	3/4/2024	11	\$2,215	0%	\$40	55	100%
Market Total:		11	\$2,215		\$40	55	