



# Cedric Kerns revised 3.15-3.19

Date: 3/7/2017

Client: Letizia Agency  
 Buyer: Russell Letizia  
 Advertiser: Cedrick Kerns  
 Product: Political - Municipal  
 Estimate #:

Primary Demo: Adults 21+  
 Office: KLAS-TV  
 3228 Channel 8 Drive  
 Las Vegas, NV 89109

Flight Dates: 3/4/2017 to 4/21/2017  
 Contact: Misty Morgan-Yousfi  
 Phone: 702-792-8818  
 Fax: 702-669-6587  
 Email: mmorgan@8newsnow.com

Daypart	Dur	Dpt Code	COST	Feb 27	Mar 6	Mar 13	Mar 20	Mar 27	Apr 3	Apr 10	Apr 17	Total Spots	A 21+ RTG/CPP
<b>Las Vegas 3BK Jan16-Mar16 DMA Rentrak Live Only</b>													
<b>KLAS-TV</b>													
M-F 5a-6a	30	EM	\$180	0	0	3	0	0	0	0	0	3	2.2
8 NWS NOW 5-6A													\$82
M-F 6a-7a	30	EM	\$380	0	0	3	0	0	0	0	0	3	3.2
8 NWS NOW 6-7A													\$119
M-F 7a-9a	30	EM	\$280	0	0	3	0	0	0	0	0	3	3.0
CBS THIS MORNING-CBS													\$93
M-F 12n-12:30p	30	DT	\$225	0	0	1	0	0	0	0	0	1	2.9
8 NWS NOW-NOON													\$78
M-F 5p-5:30p	30	EN	\$380	0	0	1	0	0	0	0	0	1	4.0
8 NWS NOW 5P													\$95
M-F 11p-11:35p	30	LN	\$400	0	0	3	0	0	0	0	0	3	3.4
8 NWS NOW AT 11P M-F													\$118
Sa 11p-11:35p	30	LN	\$340	0	0	1	0	0	0	0	0	1	3.7
8 NEWS NOW AT 11P SAT													\$92
Su 11p-11:35p	30	LN	\$340	0	0	1	0	0	0	0	0	1	3.7
8 NEWS NOW AT 11P SUN													\$92
<b>Total Spots:</b>				0	0	16	0	0	0	0	0	16	
<b>Total GRP:</b>				0	0	49.7	0	0	0	0	0		49.7
<b>Total GIMP(000):</b>				0	0	363	0	0	0	0	0		
<b>Total COST:</b>			\$5,005										<b>Total CPP/CPM:</b> \$101
<b>Total NET CST:</b>			\$4,254										\$86

**Total Reach:** 27.1%  
**Total Freq:** 1.8

*Russell Letizia*

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3228 Channel 8 Drive  
Las Vegas, NV 89109

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Daypart	Dur	Dpt Code	COST	Feb 27	Mar 6	13	20	27	Apr 3	10	17	Total Spots	A 21+ RTG/CPP
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KLAS-TV  
Disclaimer:



# Summary By Week

Date: 3/7/2017

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Week No.	Week Date	Total Spots	COST NET CST	PCT PCT	Adults 21+		
					CPP NET CPP	GRP	PCT

## Las Vegas 3BK Jan16-Mar16 DMA Rentrak Live Only

1	3/4/2017	0	\$0	0%	\$0	0.0	0%
			\$0	0%	\$0		
2	3/6/2017	0	\$0	0%	\$0	0.0	0%
			\$0	0%	\$0		
3	3/13/2017	16	\$5,005	100%	\$101	49.7	100%
			\$4,254	100%	\$86		
4	3/20/2017	0	\$0	0%	\$0	0.0	0%
			\$0	0%	\$0		
5	3/27/2017	0	\$0	0%	\$0	0.0	0%
			\$0	0%	\$0		
6	4/3/2017	0	\$0	0%	\$0	0.0	0%
			\$0	0%	\$0		
7	4/10/2017	0	\$0	0%	\$0	0.0	0%
			\$0	0%	\$0		
8	4/17/2017	0	\$0	0%	\$0	0.0	0%
			\$0	0%	\$0		
<b>Market Total:</b>		16	\$5,005		\$101	49.7	
			\$4,254		\$86		