



# 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



# 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	Mar	Apr					Total Spots	A 21+ RTG/CPP	
				27	6	13	20	27	3	10	17		

KLAS-TV  
Disclaimer:



# Summary By Week

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

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		