



Bud Stonebraker for Mayor 7.18-7.19

Author: Frank Guiffreda

Proposal ID: 118512
 Market: HONOLULU [66]
 Station: KHNL+
 Schedule Date: 7/18/2020 - 7/19/2020
 Spot Length(s): :30

Acct. Exec: Frank Guiffreda
 Email: fguffreda@hawaiinewsnow.com
 Web Site: www.hawaiinewsnow.com

Flight Dates: 7/18/2020-7/19/2020

Program Time	Spot Length	JL	CS-A18+ CS.RTG	CS-A35+ CS.RTG	W k s	Rate Spots
KHNL+						
KHNL HAWAII NEWS NOW 10P SAT	:30	1	4.8	4.9	1	\$200.00
GRPs/Impressions			4.8	4.9		1
CPP/CPM			\$41.67	\$40.82		
Sat 10:00p-10:30p						
KHNL HAWAII NEWS NOW SA SUN 5P	:30	2	3.3	3.4	1	\$200.00
GRPs/Impressions			6.6	6.8		2
CPP/CPM			\$60.61	\$58.82		
Sa-Su 5:00p-6:00p						
KHNL HAWAII NEWS NOW 10P SUN	:30	1	3.6	3.7	1	\$200.00
GRPs/Impressions			3.6	3.7		1
CPP/CPM			\$55.56	\$54.05		
Sun 10:00p-10:30p						
SubTotal	Cost		\$800.00			
	Agency Commission @ 15%		\$120.00		Approved by: _____	
	Net Cost		\$680.00			
KGMB+						
KGMB HAWAII NEWS NOW 10P SAT	:30	1	6.3	6.6	1	\$300.00
GRPs/Impressions			6.3	6.6		1
CPP/CPM			\$47.62	\$45.45		
Sat 10:00p-10:30p						
HAWAII NEWS NOW SAT SUN 5P	:30	2	12.0	12.5	1	\$250.00
GRPs/Impressions			24	25		2
CPP/CPM			\$20.83	\$20.00		
Sa-Su 5:00p-5:30p						
KGMB HAWAII NEWS NOW 10P SUN	:30	1	10.5	10.9	1	\$300.00
GRPs/Impressions			10.5	10.9		1
CPP/CPM			\$28.57	\$27.52		
Sun 10:00p-10:30p						
SubTotal	Cost		\$1,100.00			
	Agency Commission @ 15%		\$165.00		Approved by: _____	
	Net Cost		\$935.00			
KFVE-TV						
HAWAII NEWS NOW @9P	:30	1	*5.1	*5.4	1	\$150.00
GRPs/Impressions			5.1	5.4		1
CPP/CPM			\$29.41	\$27.78		
Sat 9:00p-9:30p						
HAWAII NEWS NOW @9P	:30	1	*5.3	*5.6	1	\$150.00
GRPs/Impressions			5.3	5.6		1
CPP/CPM			\$28.30	\$26.79		
Sun 9:00p-9:30p						
SubTotal	Cost		\$300.00			
	Agency Commission @ 15%		\$45.00		Approved by: _____	
	Net Cost		\$255.00			

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

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Total Cost: \$2,200.00
 Agency Commission @ 15% \$330.00
 Net Cost: \$1,870.00 Signature _____

Multi-Demo Summary

Demo	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	3+ Reach	Net Reach
CS-A18+	10	\$2,200.00	66.2	275.8	\$33.23	\$7.98	38.2	1.7	13.3	162,237
CS-A35+	10	\$2,200.00	68.9	248.0	\$31.93	\$8.87	39.7	1.7	13.8	144,924

Station Summary (CS-A18+ CS.RTG)

Station	Spots	%	Cost	%	Grps	%	Imp(000)	CPP	CPM	Reach	Freq	3+ Reach	Net Reach
KHNL+	4	40	\$800.00	36	15.0	23	61.8	\$53.33	\$12.94	8.9	1.7	1.3	36,681
KGMB+	4	40	\$1,100.00	50	40.8	62	169.7	\$26.96	\$6.48	27.9	1.5	3.4	115,402
KFVE-TV	2	20	\$300.00	14	10.4	16	44.3	\$28.85	\$6.77	6.1	1.7	0.0	25,679
Total (CS-A18+)	10	100	\$2,200.00	100	66.2	100	275.8	\$33.23	\$7.98	38.2	1.7	13.3	162,237

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

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