



Earl Tsuneyoshi 7.7 - 7.20 KGMB

Author: Frank Guiffreda

Proposal ID: 116927
 Market: HONOLULU [66]
 Station: KGMB+
 Schedule Date: 7/7/2020 - 7/20/2020
 Spot Length(s): :30

Acct. Exec: Frank Guiffreda
 Email: fguiffreda@hawaiinewsnow.com
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Flight Dates: 7/7/2020-7/20/2020

Program Time	Spot Length	JL 7	JL 13	JL 20	CS-A18+ CS.RTG	CS-A35+ CS.RTG	Wks	Rate Spots
KGMB+								
HAWAII NEWS NOW SUNRISE 6A-7A	:30	1	--	--	7.2	7.4	1	\$300.00
GRPs/Impressions					7.2	7.4		1
CPP/CPM					\$41.67	\$40.54		
Mo-Fr 6:00a-7:00a								
HAWAII NEWS NOW SUNRISE 7A-8A	:30	1	1	--	8.6	8.9	2	\$325.00
GRPs/Impressions					17.2	17.8		2
CPP/CPM					\$37.79	\$36.52		
Mo-Fr 7:00a-8:00a								
CBS THIS MORNING	:30	1	1	1	5.9	6.1	3	\$125.00
GRPs/Impressions					17.7	18.3		3
CPP/CPM					\$21.19	\$20.49		
Mo-Fr 8:00a-10:00a								
THE PRICE IS RIGHT	:30	1	1	1	4.9	5.0	3	\$75.00
GRPs/Impressions					14.7	15		3
CPP/CPM					\$15.31	\$15.00		
Mo-Fr 10:00a-10:30a								
LETS MAKE A DEAL	:30	1	1	--	2.6	2.7	2	\$50.00
GRPs/Impressions					5.2	5.4		2
CPP/CPM					\$19.23	\$18.52		
Mo-Fr 12:00p-1:00p								
THE YOUNG AND THE RESTLESS	:30	1	--	1	1.9	2.0	2	\$50.00
GRPs/Impressions					3.8	4		2
CPP/CPM					\$26.32	\$25.00		
Mo-Fr 1:00p-2:00p								
JEOPARDY 2ND	:30	1	1	--	4.4	4.6	2	\$125.00
GRPs/Impressions					8.8	9.2		2
CPP/CPM					\$28.41	\$27.17		
Mo-Fr 4:30p-5:00p								
KGMB HAWAII NEWS NOW 5P	:30	--	1	--	10.8	11.2	1	\$450.00
GRPs/Impressions					10.8	11.2		1
CPP/CPM					\$41.67	\$40.18		
Mo-Fr 5:00p-5:30p								
HAWAII NEWS NOW EARLY SUNRISE	:30	1	1	--	2.8	2.9	2	\$75.00
GRPs/Impressions					5.6	5.8		2
CPP/CPM					\$26.79	\$25.86		
Mo-Fr 4:30a-5:00a								
CBS SATURDAY EARLY SHOW	:30	1	--	--	1.9	1.9	1	\$50.00
GRPs/Impressions					1.9	1.9		1
CPP/CPM					\$26.32	\$26.32		
Sat 5:00a-7:00a								
CBS SUNDAY MORNING	:30	1	--	--	1.6	1.6	1	\$50.00
GRPs/Impressions					1.6	1.6		1
CPP/CPM					\$31.25	\$31.25		
Sun 5:00a-6:30a								
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								



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Total Cost: \$3,000.00
Agency Commission @ 15% \$450.00
Net Cost: \$2,550.00 Signature_____

Multi-Demo Summary

Demo	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	3+ Reach	Net Reach
CS-A18+	21	\$3,000.00	105.0	436.0	\$28.57	\$6.88	61.3	1.7	25.0	253,808
CS-A35+	21	\$3,000.00	108.5	389.9	\$27.65	\$7.69	62.5	1.7	25.7	224,401