

Core Group One
928 Nuuanu Ave., No. 100
Honolulu, HI 96817
808-526-2461

Station Estimate

Client: Workers for a Better Hawaii
Product: Caldwell Endorsement
Campaign: Mayoral Race
Flight From: 10/18/2016 to 10/24/2016

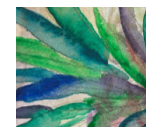


Contract No.:
Date: 10/13/2016
Buyer: melissa toyofuku

Station: KHON+
ATTN: Sandra Gima
88 Piikoi Street
Honolulu, HI 96814
Phone: 591-2222
Fax: 591-9085

Sweeps: Share May 2016 -> HUT/PUT Feb 16, Nov 15

Days/ Times	DP/ Len	Program Title/ Comml Tag	Primary Rate/ Total	Oct 17	Oct 24	Total Spots	DMA W 25+ (R)	DMA P 25+ (R)
MTWRF-- 05:00A-06:00A	EM 30	CH 2 MORN NEWS	\$175.00 \$875.00	4	1	5	1.0 \$175.00	1.1 \$159.09
MTWRF-- 06:00A-08:00A	EM 30	CH 2 MORN NEWS	\$250.00 \$2,500.00	8	2	10	2.8 \$89.29	2.5 \$100.00
MTWRF-- 08:00A-09:00A	EM 30	LIVING808	\$125.00 \$625.00	4	1	5	2.7 \$46.30	2.2 \$56.82
MTWRF-- 09:00A-10:00A	DA 30	LIVE W/ KELLY	\$115.00 \$575.00	4	1	5	1.7 \$67.65	1.5 \$76.67
MTWRF-- 03:00P-04:00P	EF 30	DR. PHIL	\$75.00 \$375.00	4	1	5	1.5 \$50.00	0.9 \$83.33
MTWRF-- 04:00P-05:00P	EF 30	JUDGE JUDY	\$150.00 \$750.00	4	1	5	3.1 \$48.39	2.4 \$62.50
MTWRF-- 05:00P-05:30P	EN 30	KHON 2 NEWS@5	\$650.00 \$6,500.00	8	2	10	5.7 \$114.04	5.1 \$127.45
MTWRF-- 05:30P-06:00P	EN 30	KHON 2 NWS WRL	\$650.00 \$3,250.00	4	1	5	5.3 \$122.64	4.8 \$135.42
MTWRF-- 06:00P-06:30P	EN 30	KHON 2 NEWS@6	\$2,200.00 \$11,000.00	4	1	5	9.5 \$231.58	8.9 \$247.19
MTWRF-- 06:30P-07:00P	PR 30	WHEEL-FORTNE	\$1,700.00 \$8,500.00	4	1	5	10.3 \$165.05	9.4 \$180.85
MTWRF-- 09:00P-09:30P	LN 30	KHON 2 NEWS@9	\$600.00 \$6,000.00	8	2	10	3.2 \$187.50	2.7 \$222.22
MTWRF-- 09:30P-10:00P	PR 30	BIG BANG	\$500.00 \$1,500.00	2	1	3	2.8 \$178.57	2.3 \$217.39
MTWRF-- 10:00P-10:30P	LN 30	KHON 2 NWS@10	\$1,200.00 \$8,400.00	6	1	7	6.2 \$193.55	5.6 \$214.29
MTWRF-- 10:30P-11:00P	LF 30	INSIDE EDITION	\$300.00 \$1,800.00	5	1	6	3.7 \$81.08	3.1 \$96.77
-T----- 07:00P-07:30P	PR 30	BROOKLYN 9-9	\$500.00 \$500.00	1	.	1	2.1 \$238.10	1.9 \$263.16
-T----- 07:30P-08:00P	PR 30	NEW GIRL	\$700.00 \$700.00	1	.	1	1.8 \$388.89	1.7 \$411.76
-T-----	PR	MIXED PLATE	\$1,000.00	1	.	1	2.7	2.0



Station: KHON+

Station Estimate
 HONOLULU - TV

Days/ Times	DP/ Len	Program Title/ Comml Tag	Primary Rate/ Total	Oct 17	Oct 24	Total Spots	DMA W 25+ (R)	DMA P 25+ (R)
09:30P-10:00P	30		\$1,000.00				\$370.37	\$500.00
--W----	PR	LETHAL WEAPON	\$1,500.00	1	.	1	4.9	4.0
07:00P-08:00P	30		\$1,500.00				\$306.12	\$375.00
---R---	PR	ROCKY HORROR	\$975.00	1	.	1	3.3	2.9
07:00P-09:00P	30		\$975.00				\$295.45	\$336.21
Comment: ROCKY HORROR PICTURE SHOW								
-----Su	PR	SIMPSONS/BOB'S	\$400.00	1	.	1	1.4	1.3
07:00P-08:00P	30		\$400.00				\$285.71	\$307.69
----F--	PR	HELL'S KITCHEN	\$750.00	1	.	1	1.5	1.2
07:00P-08:00P	30		\$750.00				\$500.00	\$625.00
-----S-	PR	KHON 2 NEWS@6	\$1,000.00	1	.	1	7.5	6.8
06:00P-06:30P	30		\$1,000.00				\$133.33	\$147.06
-----S-	PR	SEARCH HAWAII	\$375.00	1	.	1	1.3	1.1
09:00P-09:30P	30		\$375.00				\$288.46	\$340.91
-----Su	PR	KHON 2 NWS@10	\$1,000.00	1	.	1	5.0	4.6
10:00P-10:30P	30		\$1,000.00				\$200.00	\$217.39
M-----	PR	LUCIFER-FOX	\$1,350.00	.	1	1	2.9	2.7
08:00P-09:00P	30		\$1,350.00				\$465.52	\$500.00
				\$62,200.00	79	18	97	

Monthly Totals

Month	Spots	GRP/GRIs	Dollars
Oct	97	400.9	\$62,200.00
	97	400.9	\$62,200.00