

Candidate LUR - Vin Kruttivent



To: _____
 Agency: _____
 Advertiser: _____
 Product: _____
 Estimate #: _____
 Plan Dates: 1/23/2024 - 3/5/2024
 Headline #: 2327

Flight Name: Flight 1 Start Week: 1/23/2024 End Week: 3/4/2024 Default Book: LPFeb/2022L3

Station	Time	Days	Program Name	Length	Rate	FE		MR	#	Total
						19	26	4		
KTSF	7:00p-8:30p	Mo-Fr	Chinese News @ 7 (Live)	:30	\$200.00	5	10	2	17	\$3,400.00
KTSF	10:00p-11:00p	Mo-Fr	KTSF Chinese News at 10 (Live)	:30	\$150.00	5	10	2	17	\$2,550.00
KTSF	7:00p-7:30p	Sa-Su	WKND Chinese News @7 C	:30	\$200.00	2	2	-	4	\$800.00
KTSF	6:00p-8:00p	Sat.	Live Parade Broadcast 2.24.24	:30	\$300.00	2		-	2	\$600.00
KTSF	6:00p-8:00p	Sat.	Live Parade Broadcast 2.24.24	:15	\$195.00	2		-	2	\$390.00
KTSF	6:00p-8:00p	Sat.	Parade Rebroadcast 2.24.24	:30	\$200.00	2		-	2	\$400.00
KTSF	6:00p-8:00p	Sat.	Parade Rebroadcast 2.24.24	:15	\$200.00	2		-	2	\$400.00
KTSF	7:30p-1:00a	TBD	2022 Spring Festival Gala from CCTV	:30	\$125.00	4			4	\$500.00
KTSF			Production cost :15 Parade Greeting	:15	\$750.00	1			1	\$750.00
KTSF			Production cost :15 Parade Greeting	:15	\$750.00	1			1	\$750.00
FLIGHT TOTALS						26	22	4	52	\$10,540.00

X 

 Authorized Signature

01/17/2024

 Date

P18+ (000)		P18+ CPM
31.4	533.8	\$6.37
17.0	289	\$8.82
26.4	105.6	\$7.58
17.5	35	\$17.14
17.5	35	\$11.14
11.8	23.6	\$16.95
11.8	23.6	\$16.95
3.7	14.8	\$33.78
NA	0	
NA	0	
1060.4	1060.4	\$9.94