

# Package

Advertiser: WL Pate for Mayor  
 Agency: 4 Alarm  
 Buyer: Paula Bothe  
 Length(s): :30  
 Proposal #: 1260336  
 Market [Rank]: BEAUMONT-PORT ARTHUR,RPD-L1 [144]  
 Books: Apr-20BEAUMONT-PORT ARTHUR,RPD-L1  
 Flight Dates: 04/19/21 - 04/23/21

<b>Station Contact:</b>
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Program	Rate	Apr	Cost	A35+			
DP Days Time	Weeks	19	Spots	RTG			
<b>KFDM</b>							
<b>CHANNEL 6 NEWS</b>	<b>\$325</b>	<b>4</b>	<b>\$1,300</b>	<b>15.7</b>			
H M-F 6:00P- 6:30P	1		4	\$20.70			
<b>Weekly Subtotals</b>		<b>4</b>	<b>\$1,300</b>				
			4				

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
<b>A35+R</b>	4	\$1,300	62.80	\$20.70	30.03	2.09	63,604	211,800

Agency Commission:	Comm. %	Total	Net Cost
	15%	\$195	\$1,105

Dayparts: H - EARLY NEWS

Client Signature: \_\_\_\_\_ Date: \_\_\_\_\_