



Gary Palmer/R/Con/AL

Author: Stacy Gunn

Proposal ID: 138252
 Station: WVTM
 Schedule Date: 2/1/2024 - 3/5/2024
 Advertiser: Gary Palmer/R/Con/AL
 Agency: The Lollar Group
 Spot Length(s): :30
 Report: Planner

Acct. Exec: Stacy Gunn Rockwell
 Email: sgunn@hearst.com

Rates good for two weeks from today's date.

Flight Dates: 2/1/2024-3/5/2024

Program Time	Spot Length	FE	FE	FE	FE	FE	MR	Wk	Rate
		1	5	12	19	26	4	s	Spots
WVTM									
WVTM 13 NEWS @ 5AM Mo-Fr 5:00a-6:00a	:30	1	2	2	2	2	2	6	\$150.00 11
WVTM 13 NEWS @ 6AM Mo-Fr 6:00a-7:00a	:30	1	--	2	2	2	2	5	\$225.00 9
WVTM 13 NEWS @ 6AM Mo-Fr 6:00a-7:00a	:30	--	5	--	--	--	--	1	\$80.00 5
TODAY SHOW Mo-Fr 7:00a-9:00a	:30	1	2	2	2	2	2	6	\$275.00 11
WVTM 13 NEWS @ 11A Mo-Fr 11:00a-12:00p	:30	1	2	2	2	2	2	6	\$200.00 11
NBC NEWS DAILY Mo-Fr 12:00p-1:00p	:30	--	2	2	2	2	2	5	\$100.00 10
WVTM 13 NEWS @ 4P Mo-Fr 4:00p-5:00p	:30	--	5	5	5	5	1	5	\$75.00 21
WVTM 13 5PM NEWS Mo-Fr 5:00p-5:30p	:30	1	2	2	2	2	1	6	\$500.00 10
WVTM 13 6PM NEWS Mo-Fr 6:00p-6:30p	:30	1	2	2	2	2	1	6	\$500.00 10
WVTM 13 NEWS @ 630PM Mo-Fr 6:30p-7:00p	:30	1	1	2	2	2	1	6	\$500.00 9
WVTM 13 NEWS @ 4AM Mo-Fr 4:00a-5:00a	:30	1	5	5	5	5	2	6	\$10.00 23
WVTM 13 NEWS 10P M-SU Mo-Su 10:00p-10:35p	:30	1	4	4	4	4	1	6	\$300.00 18
WVTM 13 NEWS @ 5A SA Sat 5:00a-6:00a	:30	1	1	1	1	1	--	5	\$150.00 5
WVTM NEWS @ 5A SU Sun 5:00a-6:00a	:30	1	1	1	1	1	--	5	\$75.00 5
WVTM 13 NEWS @ 6A SU Sun 6:00a-7:00a	:30	1	1	1	1	1	--	5	\$150.00 5
SUNDAY TODAY Sun 7:00a-8:00a	:30	1	1	1	1	1	--	5	\$90.00 5
WVTM 13 NEWS @ 8A SU Sun 8:00a-9:00a	:30	--	1	1	1	1	--	4	\$100.00 4
WVTM 13 NEWS @ 9AM SU Sun 9:00a-10:00a	:30	--	1	1	1	--	--	3	\$90.00 3
MEET THE PRESS Sun 10:00a-11:00a	:30	1	1	--	--	--	--	2	\$150.00 2
WVTM 13 NEWS @ 5P SU Sun 5:00p-5:30p	:30	1	--	--	--	--	--	1	\$135.00 1

Total Cost:	\$35,435.00
Agency Commission @ 15%	\$5,315.25
Net Cost:	\$30,119.75