



Fallon Jan 31 - Feb 5

Date: 1/30/2018

Client: Hoegger Communications
 Buyer:
 Advertiser: Pat Fallon
 Product: N/A
 Estimate #:

Primary Demo: Adults 50+
 Office:
 4500 Seymour Highway
 Wichita Falls, TX 76309

Flight Dates: 1/31/2018 to 2/13/2018
 Contact: Kacey Shelton, LSM
 Phone: 940-691-0003 ext 279
 Fax:
 Email: kacey@kjtlfox18.com

Daypart	Dur	Dpt Code	COST	Jan 29	Feb 5	Feb 12	Total Spots	A 50+ RTG/CPP
Wichita Falls May17 Proj. (May16 HUT, Feb17 SHR) DMA Rentrak Live Only								
KFDX-TV								
M-F 5a-5:30a	30	EM	\$75	2	1	0	3	3.1
TEXOMA COUNTRY MORNING								\$24
Share (Feb17: PAV/Texoma Country Morning (M-F 5a-5:30a/12)) * Hut (May16: M-F 5a-5:30a)								
Feb17/May16 PJ Rentrak Live Only								
M-F 5:30a-6a	30	EM	\$75	2	1	0	3	5.9
KFDX 3 NEWS TODAY								\$13
Share (Feb17: PAV/KFDX 3 News Early Today (M-F 5:30a-6a/12)) * Hut (May16: M-F 5:30a-6a)								
Feb17/May16 PJ Rentrak Live Only								
M-F 6a-7a	30	EM	\$200	2	1	0	3	11.1
KFDX 3 NEWS TODAY								\$18
Share (Feb17: PAV/KFDX 3 News Today (M-F 6a-7a/12)) * Hut (May16: M-F 6a-7a)								
Feb17/May16 PJ Rentrak Live Only								
M-F 7a-9a	30	EM	\$225	1	1	0	2	11.5
TODAY SHOW								\$20
Share (Feb17: PAV/Today (1) (M-F 7a-9a/12)) * Hut (May16: M-F 7a-9a)								
Feb17/May16 PJ Rentrak Live Only								
M-F 9a-11a	30	DT	\$75	2	1	0	3	6.0
TODAY SHOW								\$13
Share (Feb17: TP/Today (2)/Today (3) (M-F 9a-11a)) * Hut (May16: M-F 9a-11a)								
Feb17/May16 PJ Rentrak Live Only								
M-F 12n-12:30p	30	DT	\$100	2	1	0	3	7.5
KFDX 3 NEWS AT NOON								\$13
Share (Feb17: PAV/KFDX 3 News at Noon (M-F 12n-12:30p/12)) * Hut (May16: M-F 12n-12:30p)								
Feb17/May16 PJ Rentrak Live Only								
M-F 3p-4p	30	EF	\$75	2	1	0	3	6.2
DR. PHIL								\$12
Share (Feb17: PAV/Dr. Phil (M-F 3p-4p/12)) * Hut (May16: M-F 3p-4p)								
Feb17/May16 PJ Rentrak Live Only								

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Wichita Falls May17 Proj. (May16 HUT, Feb17 SHR) DMA Rentrak Live Only								
KFDX-TV								
M-F 4p-5p	30	EF	\$100	2	1	0	3	9.6
JUDGE JUDY / JUDGE JUDY								\$10
Share (Feb17: PAV/Judge Judy (M-F 4p-5p/12)) * Hut (May16: M-F 4p-5p)								
Feb17/May16 PJ Rentrak Live Only								
M-F 5p-5:30p	30	EN	\$225	1	0	0	1	14.5
KFDX 3 NEWS @ 5P								\$16
Share (Feb17: PAV/KFDX 3 News at 5:00 (M-F 5p-5:30p/12)) * Hut (May16: M-F 5p-5:30p)								
Feb17/May16 PJ Rentrak Live Only								
M-F 6p-6:30p	30	EN	\$350	2	1	0	3	15.7
KFDX 3 NEWS @ 6P								\$22
Share (Feb17: PAV/KFDX 3 News at 6:00 (M-F 6p-6:30p/12)) * Hut (May16: M-F 6p-6:30p)								
Feb17/May16 PJ Rentrak Live Only								
M-F 6:30p-7p	30	PA	\$300	2	1	0	3	10.9
ENTERTAINMENT TONIGHT								\$28
Share (Feb17: PAV/Entertainment Tonight (M-F 6:30p-7p/12)) * Hut (May16: M-F 6:30p-7p)								
Feb17/May16 PJ Rentrak Live Only								
M-F 10p-10:35p	30	LN	\$450	2	1	0	3	14.4
KFDX 3 NEWS AT 10P								\$31
Share (Feb17: PAV/KFDX 3 News at 10:00 (M-F 10p-10:30p/12)) * Hut (May16: M-F 10p-10:35p)								
Feb17/May16 PJ Rentrak Live Only								
M-F 10:35p-11:35p	30	LF	\$225	1	0	0	1	8.9
TONIGHT SHOW WITH JIMMY FALLON								\$25
Share (Feb17: PAV/The Tonight Show Starring (M-F 10:30p-11:30p/12)) * Hut (May16: M-F 10:35p-11:35p)								
Feb17/May16 PJ Rentrak Live Only								
Sa 10p-10:30p	30	LN	\$250	1	0	0	1	17.7
KFDX 3 NEWS AT 10P								\$14
Share (Feb17: PAV/KFDX 3 News at 10:00 (Sa 10p-10:30p/12)) * Hut (May16: Sa 10p-10:30p)								
Feb17/May16 PJ Rentrak Live Only								

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Wichita Falls May17 Proj. (May16 HUT, Feb17 SHR) DMA Rentrak Live Only

KFDX-TV

Su 10:20p-10:50p 30 LN \$450 1 0 0

SUPER BOWL 10P NEWS

Wichita Falls May17 Proj. (May16 HUT, Feb17 SHR) DMA Rentrak Live Only

Feb17/May16 PJ Rentrak Live Only

Total Spots: 25 11 0

Total GRP: 244 101.9 0

Total GIMP(000): 210 88 0

Total COST: \$7,000

Total NET CST: \$5,950

Total CPP/CPM: \$20

\$17

Total Reach: 99.0%

Total Freq: 3.5

COST

NET CST

Feb 18 \$7,000

\$5,950

Signature: _____

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Summary By Station

Date: 1/30/2018

Client: Hoegger Communications	Primary Demo: Adults 50+	Flight Dates: 1/31/2018 to 2/13/2018
Buyer:	Office:	Contact: Kacey Shelton, LSM
Advertiser: Pat Fallon	4500 Seymour Highway	Phone: 940-691-0003 ext 279
Product: N/A	Wichita Falls, TX 76309	Fax:
Estimate #:		Email: kacey@kjtlfox18.com

Station	Total Spots	COST NET CST	PCT PCT	Adults 50+		
				CPP	GRP	PCT
				NET CPP	Reach Pct / Freq	

Wichita Falls May17 Proj. (May16 HUT, Feb17 SHR) DMA Rentrak Live Only

KFDX-TV	36	\$7,000	100%	\$20	345.9	100%
		\$5,950	100%	\$17	99.0% / 3.5	
Market Total:	36	\$7,000		\$20	345.9	
		\$5,950		\$17	99.0% / 3.5	



Summary By Station/Month

Date: 1/30/2018

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Product:	N/A		Wichita Falls, TX 76309	Fax:	
Estimate #:				Email:	kacey@kjtlfox18.com

Station		Total Spots	COST	PCT	NET CST	PCT
Wichita Falls May17 Proj. (May16 HUT, Feb17 SHR) DMA Rentrak Live Only						
KFDX-TV	Feb 18	36	\$7,000	100%	\$5,950	100%
Market Total:	Feb 18	36	\$7,000	100%	\$5,950	100%
		36	\$7,000		\$5,950	