



KGMB 3Q Megan Kau-7/14-7/19

Book: CS-Q3

Proposal ID: 117132  
 Station: KGMB+  
 Schedule Date: 7/14/2020-7/19/2020  
 Spot Length(s): :30  
 Book: CS-Q3 (sell)  
 Author: Colleen Ching

Acct. Exec: Colleen Ching

Flight Dates: 7/14/2020-7/19/2020

Program Time	Spot Length	JL	CS-A25-54 CS.RTG RTG	W k s	Rate Spots
KGMB+					
HAWAII NEWS NOW SUNRISE 5A-6A	:30	1	3.3	1	\$250.00
GRPs/Impressions			3.3		1
CPP/CPM			\$75.76		
Mo-Fr 5:00a-6:00a					
HAWAII NEWS NOW SUNRISE 6A-7A	:30	1	5.6	1	\$300.00
GRPs/Impressions			5.6		1
CPP/CPM			\$53.57		
Mo-Fr 6:00a-7:00a					
KGMB HAWAII NEWS NOW 5P	:30	1	6.2	1	\$450.00
GRPs/Impressions			6.2		1
CPP/CPM			\$72.58		
Mo-Fr 5:00p-5:30p					
KGMB HAWAII NEWS NOW AT 6P	:30	1	6.8	1	\$600.00
GRPs/Impressions			6.8		1
CPP/CPM			\$88.24		
Mo-Fr 6:00p-6:30p					
KGMB HAWAII NEWS NOW 10P	:30	1	6.4	1	\$500.00
GRPs/Impressions			6.4		1
CPP/CPM			\$78.13		
Mo-Fr 10:00p-10:30p					

Total Cost: \$2,100.00 Signature \_\_\_\_\_

General Summary ( CS-A25-54 CS.RTG )

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	3+ Reach	Net Reach
KGMB+	5	\$2,100.00	28.3	73.2	\$74.20	\$28.69	18.5	1.5	3.6	47,733