



Proposal ID: 698683
 Market: HONOLULU [68]
 Station: KHNL+
 Schedule Date: 6/11/2024 - 8/10/2024
 Spot Length(s): :30
 Book: NSI 3Q EST (sell)
 Report: Planner

Acct. Exec: Frank Guiffreda
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Flight Dates: 6/11/2024-8/10/2024

Program Time	Spot Length											DMA P35-54 RTG	DMA P35-54 000	W k s	Rate Spots	
		JN 11	JN 17	JN 24	JL 1	JL 8	JL 15	JL 22	JL 29	AU 5						
KHNL+																
HAWAII NEWS NOW 5A-7A KHNL	:30	--	1	1	1	1	2	2	2	1		p1.4	p4.8	8	\$90.00	
GRPs/Impressions												15.4	52.8		11	
SHR												21.3	21.3			
CPP/CPM												\$64.29	\$18.75			
Mo-Fr 5:00a-7:00a																
TODAY SHOW	:30	1	1	1	1	1	2	2	2	1		0.9	2.0	9	\$75.00	
GRPs/Impressions												10.8	24.0		12	
SHR												12.4	12.4			
CPP/CPM												\$83.33	\$37.50			
Mo-Fr 7:00a-9:00a																
FIRST AT 4P KHNL	:30	1	1	1	1	1	2	2	2	1		1.1	2.6	9	\$150.00	
GRPs/Impressions												13.2	31.2		12	
SHR												9.8	9.8			
CPP/CPM												\$136.36	\$57.69			
Mo-Fr 4:00p-4:30p																
FIRST AT 430P KHNL	:30	1	1	1	1	1	2	2	2	1		1.6	3.6	9	\$150.00	
GRPs/Impressions												19.2	43.2		12	
SHR												12.5	12.5			
CPP/CPM												\$93.75	\$41.67			
Mo-Fr 4:30p-5:00p																
HAWAII NEWS NOW 5P KHNL	:30	--	1	1	1	1	2	2	2	1		1.9	4.4	8	\$350.00	
GRPs/Impressions												20.9	48.4		11	
SHR												13.9	13.9			
CPP/CPM												\$184.21	\$79.55			
Mo-Fr 5:00p-5:30p																
HAWAII NEWS NOW 530P KHNL	:30	--	1	1	1	1	1	1	--	1		1.7	3.9	7	\$350.00	
GRPs/Impressions												11.9	27.3		7	
SHR												11.3	11.3			
CPP/CPM												\$205.88	\$89.74			
Mo-Fr 5:30p-6:00p																
NBC NIGHTLY NEWS	:30	--	1	1	1	1	1	1	1	1		1.5	3.4	8	\$450.00	
GRPs/Impressions												12.0	27.2		8	
SHR												8.9	8.9			
CPP/CPM												\$300.00	\$132.35			
Mo-Fr 6:00p-6:30p																
TONIGHT SHOW JIMMY FALLON	:30	--	1	1	1	1	2	2	2	1		0.6	1.5	8	\$115.00	
GRPs/Impressions												6.6	16.5		11	
SHR												6.4	6.4			
CPP/CPM												\$191.67	\$76.67			
Mo-Fr 10:35p-11:37p																
OLYMPICS PRIMETIME SUMMER	:30	--	--	--	--	--	--	1	1	1		p4.7	p13.5	3	\$2,500.00	
GRPs/Impressions												14.1	40.5		3	
SHR												21.6	21.6			
CPP/CPM												\$531.91	\$185.19			
Mo-Su 7:00p-10:30p																



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Program Time	Spot Length											DMA P35-54 RTG	DMA P35-54 000	Wks	Rate Spots	
		JN 11	JN 17	JN 24	JL 1	JL 8	JL 15	JL 22	JL 29	AU 5						
KHNL+																
HAWAII NEWS NOW LATE NEWS KHNL	:30	--	--	--	--	--	1	1	1			p1.3	p3.8	3	\$275.00	
GRPs/Impressions												3.9	11.4		3	
SHR												7.0	7.0			
CPP/CPM												\$211.54	\$72.37			
Mo-Su 10:00p-10:30p																
OLYMPICS DAYTIME WKND SUMMER	:30	--	--	--	--	--	2	2	--			p2.7	p7.8	2	\$1,500.00	
GRPs/Impressions												10.8	31.2		4	
SHR												16.3	16.3			
CPP/CPM												\$555.56	\$192.31			
Sa-Su 12:00p-3:00p																
HAWAII NEWS NOW SA SUN 5P KHNL	:30	--	1	1	1	1	2	2	2	1		p0.9	p2.1	8	\$350.00	
GRPs/Impressions												9.9	23.1		11	
SHR												5.9	5.9			
CPP/CPM												\$388.89	\$166.67			
Sa-Su 5:00p-6:00p																
OLYMPICS MORNING WKND SUMMER	:30	--	--	--	--	--	2	2	--			p1.4	p4.0	2	\$250.00	
GRPs/Impressions												5.6	16.0		4	
SHR												16.8	16.8			
CPP/CPM												\$178.57	\$62.50			
Sa-Su 2:00a-12:00p																
KHNL+ Totals		3	9	9	9	9	16	22	21	11					\$35,830.00	
												GRP/(000)	154.3	392.8	Spts: 109	
												CPP/CPM:	\$232.21	\$91.22		
												Reach:	61.5	61.5		
												Frequency:	2.5	2.5		
KFVE																
HAWAII NEWS NOW SUNRISE 7AM KF	:30	--	1	1	1	1	2	2	2	1		0.6	1.4	8	\$75.00	
GRPs/Impressions												6.6	15.4		11	
SHR												8.5	8.5			
CPP/CPM												\$125.00	\$53.57			
Mo-Fr 7:00a-8:00a																
HAWAII NEWS NOW SUNRISE 8AM KF	:30	1	--	1	1	1	2	2	2	1		0.6	1.3	8	\$90.00	
GRPs/Impressions												6.6	14.3		11	
SHR												8.2	8.2			
CPP/CPM												\$150.00	\$69.23			
Mo-Fr 8:00a-9:00a																
HAWAII NEWS NOW @9P KFVE	:30	1	1	1	1	2	3	3	3	2		0.6	1.3	9	\$150.00	
GRPs/Impressions												10.2	22.1		17	
SHR												4.2	4.2			
CPP/CPM												\$250.00	\$115.38			
Mo-Su 9:00p-9:30p																
HAWAII NEWS NOW 10P KFVE	:30	--	1	1	1	1	1	2	2	1		0.5	1.1	8	\$40.00	
GRPs/Impressions												5.0	11.0		10	
SHR												3.9	3.9			
CPP/CPM												\$80.00	\$36.36			
Mo-Su 10:00p-10:30p																