

Requisition

Req # 00194642

PO #

Date: 04/28/11

26788
 Consent
 5/31/11

Bill To: x
 x

Vendor : 389455
 ADVERTISING EXECUTIVES, LLC
 D/B/A KTLN-TX
 3900 NORTH 10TH STREET - 7TH FLOOR
 MCALLEN TX 78501
 FAX (956) 686-2728

Ship To: HEALTH DEPARTMENT
 1304 S. 25TH
 EDINBURG TX 78539

Contact: JOSIE ESCALANT
 956-383-6221

Contract No:

Special Instructions:

QUANTITY	UOM	DESCRIPTION	UNIT PRICE	AMOUNT
		DO NOT DUPLICATE ORDER		
28.00	EACH	PROGRAM: LEVANTATE SPOTS OF .30 SECONDS FROM 6 :00 AM TO 9:00 AM MONDAY TO FRIDAY FROM JUNE 1 TO JULY 29, 2011	25.00	700.00
210.00	EACH	PROGRAM: ROTATOR SPOTS OF .30 SECONDS FROM 9:00 AM TO 3:PM MONDAY TO FRIDAY FROM JUNE 1 TO JULY 29, 2011	35.00	7,350.00
140.00	EACH	PROGRAM: ROTATOR ON TR3X SPOTS OF .30 SECONDS FROM 9:00 AM TO 3:00 PM MONDAY TO FRIDAY FROM JUNE 1 TO JULY 29, 2011	3.00	420.00
3.00	EACH	PROGRAM: BUENOS DIAS FRONTERA INTERVIEW SPOTS OF .30 SECONDS FROM 10:30 AM TO 11:AM MONDAY TO FRIDAY FROM JUNE 1 TO JULY 29, 2011	125.00	375.00
28.00	EACH	PROGRAM: TELENOTICIAS 10 LOCAL NEWS SPOTS OF .30 SECONDS FROM 5:00 PM TO 5:30 PM MONDAY TO FRIDAY FROM JUNE 1, TO JULY 29, 2011	150.00	4,200.00
14.00	EACH	PROGRAM: CASO CERRADO EDICION ESPECIAL SPOTS OF .30 SECONDS FROM 6:00 PM TO 7:00 PM MONDAY TO FRIDAY FROM JUNE 1 TO JULY 29, 2011	160.00	2,240.00
14.00	EACH	PROGRAM: NOVELA- MI CORAZON INSISTE SPOTS OF .30 SECONDS FROM 7:00 PM TO 8:00 PM MONDAY TO FRIDAY FROM JUNE 1 TO JULY 29, 2011	180.00	2,520.00
13.00	EACH	PROGRAM: NOVELA - LOS HEREDEROS DEL MONTE SPOTS OF .30 SECONDS FROM 8:00 PM TO 9:00 PM MONDAY TO FRIDAY FROM JUNE 1 TO JULY 29, 2011	180.00	2,340.00
2.00	EACH	PROGRAM: NOVELA-LA REINA DE SUR SPOTS OF .30 SECONDS FROM 9:00 PM TO 10:00 PM MONDAY TO FRIDAY FROM JUNE 1 TO JULY 29, 2011	250.00	500.00
5.00	EACH	PROGRAM: INTERNET WEB AD SPOTS OF .30 SECONDS FROM 10:30 AM TO 11:30 AM TO MONDAY TO FRIDAY FROM JUNE 1 TO JULY 29, 2011	100.00	500.00
		Account No	<u>Encumbrance</u>	
		1-1293-441-00-340-042-1-540	21,145.00	
			Freight	.00
		"TOPIC- OPERATION LONE STAR"	Total	21,145.00
		REPORT ROAD HAZARDS 1-866-HCR-SAFE OR 1-866-427-7233		

Authorized By: _____



PHER Operation LoneStar 2011

Advertiser: Hidalgo County Health & Services- REVISED
 Agency:
 Buyer: Nancy Treviño
 Length(s):
 Proposal #: 228592
 Market [Rank]: HARLINGEN-WSLCO-BROWNSVILLE--MCALLEN [87]
 Flight Dates: 06/01/11 - 07/29/11
 Note: Telemundo will match the amount of commercials with PSA's for this schedule. Commercials are :30 seconds in length. The flight dates show below are the weekly dates. Commercial campaign will run from 6/1/11 through 7/29/11.

Station Contact:
 Name: Heydi Amador
 Phone: (956) 886-0040
 Fax:
 Email: hamador@ktlm-tv.com

Program	Rate	Jun	Jun	Jun	Jun	Jun	Jul	Jul	Jul	Jul	Cost	W1849	W35+
DP Days Time	Weeks	1	6	13	20	27	4	11	18	25	Spots	RTG	RTG
KTLM													
Levantate	\$25	3	3	3	3	3	3	4	4	2	\$700	0.3	0.4
M M-F 6:00A-9:00A	9										28		
<i>Rationale: Avg(Feb10, May10, Jul10, Nov10)PJ</i>													
ROTATOR	\$35	20	20	20	25	25	25	25	25	25	\$7,350	1.0	1.1
D M-F 9:00A-3:00P	9										210		
<i>Rationale: Avg(Feb10, May10, Jul10, Nov10)PJ</i>													
ROTATOR on Tr3s	\$3	14	13	13	20	20	15	15	15	15	\$420	0.7	0.8
D M-Su 9:00A-3:00P	9										140		
<i>Rationale: Avg(Feb10, May10, Jul10, Nov10)PJ</i>													
Buenos Dias Frontera INTERVIEW	\$126	-	-	-	-	-	1	1	1		\$375	0.2	0.3
D M-F 10:30A-11:00A	3										3		
<i>Rationale: Avg(Feb10, May10, Jul10, Nov10)PJ</i>													
TeleNoticias 40 (Local News)	\$150	3	3	3	3	3	3	3	4	3	\$4,200	1.3	1.8
R M-F 5:00P-5:30P	9										28		
<i>Rationale: Avg(Feb10, May10, Jul10, Nov10)PJ</i>													
Caso Cerrado Edicion Especial	\$160	1	1	1	1	1	2	2	3	2	\$2,240	1.4	1.9
A M-F 6:00P-7:00P	9										14		
<i>Rationale: Avg(Feb10, May10, Jul10, Nov10)PJ</i>													
Novela- Mi Corazon Insiste	\$180	1	1	1	2	2	2	2	2	1	\$2,520	1.5	2.6
P M-F 7:00P-8:00P	9										14		
<i>Rationale: Avg(Feb10, May10, Jul10, Nov10)PJ</i>													
Novela- Los Herederos del Monte	\$180	1	1	1	1	1	2	2	3	1	\$2,340	1.6	1.9
P M-F 8:00P-9:00P	9										13		
<i>Rationale: Avg(Feb10, May10, Jul10, Nov10)PJ</i>													
Novela- La Casa del Lado	\$250	-	-	-	-	-	1	1	-	-	\$500	1.8	1.9
P M-F 9:00P-10:00P	2										2		
<i>Rationale: Avg(Feb10, May10, Jul10, Nov10)PJ</i>													
Internet Web Ad	\$100	1	-	-	1	-	1	1	1		\$500	0.7	0.5
S M-W/F 10:30P-11:30P	5										5		
<i>Rationale: Avg(Feb10, May10, Jul10, Nov10)PJ</i>													

Weekly Subtotals	44	42	42	56	55	53	56	58	51		\$21,145		
											457		

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
W1849R	457	\$21,145	421.90	\$50.12	60.51	6.97	165,838	274,067
W35+R			499.50	\$42.33	66.48	7.51	182,089	273,900

Length breakdown:	Spots	Spots %	Cost	Cost %	GRP/GI	GRP/GI %	CPP/CPM
30	457	100%	\$21,145	100%	421.90	100%	\$50.12

Dayparts: A - ACCESS, D - DAYTIME, M - MORNING NEWS, P - PRIME, R - EARLY NEWS, S - SPECIALS, W - WEEKEND

Client Signature: _____ Date: _____