



at 9 it's NEWS,
at 10 it's HISTORY!

FOX NEWS at 9pm

with Octavio Saenz, Belen DeLeon and Rigo Montenegro

PROGRAM	TIME	Len.	TOTAL SPOTS
FOX News @ 9	M-F 9p-9:30p	:30	5X
ROS (Added Value)	M-F 6a-12m	:30	5X
TOTALS:			10x

Total Spots: 10x
Monthly Investment: \$500

Authorized Signature

Date

Entravision

Date

TERMS AND CONDITIONS: Limited Availability. Production costs not included with package. Non-Cancelable. Audio \$50 fee. Station reserves right to discontinue package



KGBT 4 On-Air Strategy

	Rate \$\$	Unit Dur	DP Code	Unit/ Wk	Unit Tot
Haringen-Vsico-Brnsvl- Mca Feb11 DMA Nielsen	\$510				15
KGBT-TV	\$510				15
M-F 5a-7a	\$35	30	EM	1	3
M-F 4p-5p	\$45	30	EF	1	3
Sa 8p-8:30p	\$70	30	N	0	2
Su 5:30p-6p	\$65	30	N	0	2
M-Su 5a-12m	\$	30	RT	1	5
Total	\$510				15



Operation Clean State

Advertiser: HIDALGO COUNTY PUBLIC AFFAIRS
 Agency:
 Buyer: MICHELLE VILLARREAL
 Length(s): :30
 Proposal #: 22375
 Market [Rank]: HARLINGEN-WSLCO-BROWNSVILLE--MCALLEN [87]
 Books: May-11
 Flight Dates: 09/15/11 - 09/29/11

Station Contact:
 Name: Melba Gutierrez
 Phone: (956) 687-4848
 Fax:
 Email: mgutierrez@entravision.com

Program	Rate	Sep	Sep	Sep	Cost	W2554			
DP Days Time	Weeks	15	19	26	Spots	RTG			

KNVO									
Alegre Despertar	\$65	1	1	1	\$195	0.5			
M M-F 5:00A- 6:00A	3				3	\$130.00			
<i>Program Comments: Hosted Marcos Valdes</i>									

ROS 5am-2am	\$80	1	1	1	\$240	2.7			
X M-Su 5:00A- 2:00A	3				3	\$29.63			

ROS 5am-2am PSA	\$0	1	2	1		2.7			
X M-Su 5:00A- 2:00A	3				4				
<i>Program Comments: BONUS PSA</i>									

Weekly Subtotals		3	4	3	\$435				
					10				

KNVO Television Subtotals	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency
W2554R	10	\$435	20.40	\$21.32	15.33	1.33

Program	Rate	Sep	Sep	Sep	Cost	W2554			
DP Days Time	Weeks	15	19	26	Spots	RTG			

KTFV									
ROS 5am-2am	\$20	1	1	1	\$60	0.6			
X M-Su 5:00A- 2:00A	3				3	\$33.33			

ROS 5am-2am PSA	\$0	1	1	1		0.6			
X M-Su 5:00A- 2:00A	3				3				
<i>Program Comments: BONUS PSA</i>									

ROS 9am-5pm	\$5	-	1	-	\$5	0.4			
X Sa-Su 9:00A- 5:00P	1				1	\$12.50			

Weekly Subtotals		2	3	2	\$65				
					7				

KTFV Television Subtotals	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency
W2554R	7	\$65	4.00	\$16.25	3.71	1.08

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
W2554R	17	\$500	24.40	\$20.49	17.31	1.41	40,911	236,343

Dayparts: D - DAYTIME; M - MORNING; X - ROS

Client Signature: _____ Date: _____



THE COUNTY OF HIDALGO PROPOSAL REVISION 2

Robin Lillard

Advertiser: THE COUNTY OF HIDALGO
 Product: FINES AND FEES
 Spot Length(s): :30
 Plan Number: 2578
 Buyer: MICHELLE VILLARREAL

Acct. Exec: Robin Lillard
 Phone #: 956-686-2300
 Email: robinl@kveo.com

Flight Dates: 09/15/2011-09/28/2011

Station	Program	Length	Time	W K S	Rate Spots
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KVEO SE SE SE
15 19 26

TODAY SHOW 2 4 2
:30 Mo-Fr 7:00a-9:00a

THE TONIGHT SHOW W/JAY L 1 2 1
:30 Mo-Fr 10:30p-11:30p

DAYPART ROTATOR 7 7 7
:30 Mo-Su 5:00a-5:00a

KVEO Totals 10 13 10

\$500.00
Spots: 33

Approved by: _____

Name	Spots	Cost	Grps	Grimps	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
KVEO	33	\$500	46.7	188.4	22.8	2.0	10.8	\$10.71	\$2.97	81,250	356,010



Hidalgo County PSA

September 2011

Day/Time	Show	# Spots
9a-5p Rotator	Daytime Rotator	9
M-Sun 8a-12a	RTV Classic TV Cable 877/5.3	30

36 (:30) commercials
Your Investment Monthly: \$540
September 2011

Mon	Tues	Wed	Thurs	Fri
12	13	14	15 6a-2a 1x RTV 3x	16 RTV 3x
19 6a-2a 1x RTV 3x	20 RTV 3x	21 6a-2a 1x RTV 3x	22 6a-2a 1x	23 6a-2a 1x RTV 3x
26 RTV 3x	27 6a-2a 1x RTV 3x	28 6a-2a 1x RTV 3x	29 6a-2a 1x RTV 3x	30 6a-2a 1x

Approved by: _____

Date _____

All spots subject to preemption.





PSA's CO HIDALGO 2011 REV#3

Advertiser: Hidalgo County Fines and Fees Collection Campaign
 Agency:
 Buyer: Michelle Villarreal
 Length(s): :30
 Proposal #: 235603
 Market [Rank]: HARLINGEN-WSLCO-BROWNSVILLE--MCALLEN [87]
 Flight Dates: 09/15/11 - 10/02/11
 Note: Telemundo will match the amount of commercials with PSA's for this schedule. Commercials are :30 seconds in length.

Station Contact:
 Name: Heydi Amador
 Phone: (956) 686-0040
 Fax:
 Email: hamador@ktlm-tv.com

Program	DP Days	Time	Weeks	Sep 15	Sep 26	Spots	A18+ RTG	A1849 RTG
KTLM								
Entire Day Rotators								
X	M-F	6:00A-12:00A	2	4	5	9	1.9	2.0
ROTATOR on Tr3s 40.3								
D	M-Su	6:00A-12:00A	2	6	7	13	1.5	1.6
Buenos Dias Frontera INTERVIEW								
D	M-F	10:30A-11:00A	1	-	1	1	0.3	0.4
Weekly Subtotals				10	13	\$500		
						23		

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
A18+R	23	\$500	36.90	\$13.55	24.15	1.53	194,489	805,337
A1849R			39.20	\$12.76	25.09	1.56	132,046	526,290

Length breakdown:	Spots	Spots %	Cost	Cost %	GRP/GI	GRP/GI %	CPP/CPM
30	23	100%	\$500	100%	36.90	100%	\$13.55

Dayparts: D - DAYTIME; M - MORNING NEWS; X - ROS

Client Signature: _____ Date: _____