



Hidalgo County Prime

To: Cariso Sanchez
 Agency: In-House
 Advertiser: HIDALGO COUNTY
 Product: COVID
 Headline #: 171330
 Plan Dates: 10/26/2020 - 12/31/2020

Author: Heydi Amador

Salesperson: Heydi Amador
 Station: KTLM
 Principal Demo: DMA P18-49 D.RTG, DMA P18-49 D.000
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No.	Name	Start Week	End Week	Default Book
1	Flight 1	10/26/2020	12/28/2020	Jun/2020LS

Station	Time	Days	Program Name	Length	Rate	OC	NO	NO	NO	NO	NO	DE	DE	DE	DE	#	Total
KTLM	10:00a-3:00p	Mo-Fr	DAYTIME ROTATION	:30	\$80.00	26	2	9	16	23	30	7	14	21	28	80	\$6,400.00
KTLM	4:00p-6:00p	Mo-Fr	EARLY NEWS ROTATION PROMOTIONS	:30	\$0.00	5	5	5	5	5	5	5	5	5	5	50	\$0.00
KTLM	10:00p-11:00p	Mo-Fr	NOTICIAS TLMD 40	:30	\$425.00	1	1	1	1	1	1	1	1	1	1	10	\$4,250.00
KTLM	5:00a-2:00a	Mo-Su	DIGITAL TAKEOVER	:30	\$800.00	1	-	-	-	-	1	-	-	-	-	2	\$1,600.00
KTLM	6:00a-1:00a	Mo-Su	BONUS ROTATORS	:30	\$0.00	6	6	6	6	6	6	6	6	6	6	60	\$0.00
KTLM	6:00p-10:00p	Mo-Su	PRIME ROTATION	:30	\$375.00	2	2	2	2	2	2	2	2	2	2	20	\$7,500.00
KTLM	6:00p-10:00p	Mo-Su	PRIME ROTATION PROMOTIONS	:30	\$0.00	4	4	4	4	4	4	4	4	4	4	40	\$0.00
FLIGHT TOTALS						27	26	26	26	26	27	26	26	26	26	262	\$19,750.00

15% In-house Discount: \$2,962.50
Total Net: \$16,787.50

Multi-Demo Summary											
Name	Spots	Cost	Net Reach	Population	CPP	CPM	Reach	Freq	Eff. Reach	GRPs	Imps.(000)
DMA P18-49	262	\$19,750.00	286,568	445,556	\$49.47	\$10.98	64.3	6.2	48.4	399.2	1799.0
DMA F18-49	262	\$19,750.00	160,191	227,112	\$42.06	\$18.78	70.5	6.7	54.0	469.6	1051.8
DMA P25-54	262	\$19,750.00	293,339	392,967	\$36.93	\$9.44	74.6	7.2	58.1	534.8	2092.0
DMA F25-54	262	\$19,750.00	167,490	203,526	\$28.85	\$14.29	82.3	8.3	66.1	684.6	1382.4
DMA P18+	262	\$19,750.00	622,460	781,328	\$31.18	\$3.99	79.7	8.0	63.5	633.4	4947.2

Client Signature: _____ Date: _____