



MARKETING PLAN - DEC 2020

Proposal #2

Station	Time	Days	Program Name	Length	Rate	DE 1	DE 7	DE 14	DE 21	DE 28	#	Total	CS-A25-54 (000)
KVEO	5A-7A	M-F	Local 23 News Today	:30	\$40	5	5	5	4	4	23	\$920	41.4
KVEO	11A-12N	M-F	Local 23 News Midday	:30	\$50	4	4	4	4	4	20	\$1000	54.0
KVEO	12P-4P	M-F	Daytime	:30	\$40	8	8	8	8	8	40	\$1600	88.0
KVEO	4-5P	M-F	Local 23 News @ 4pm	:30	\$60	4	4	4	4	4	20	\$1200	66.0
KVEO	6:30-7P	M-F	Local 23 News @ 6:30p	:30	\$140	4	4	4	4	4	20	\$2800	80.0
KVEO	10-10:35P	M-F	Local 23 News @ 10p	:30	\$175	4	4	4	4	4	20	\$3500	90
KVEO	7-10P	M-F	Prime ROS	:30	\$412	4	4	3	3	3	17	\$7000	158.0
Flight Totals						33	33	32	31	31	160	\$18,020	577,400

The proposed schedule:

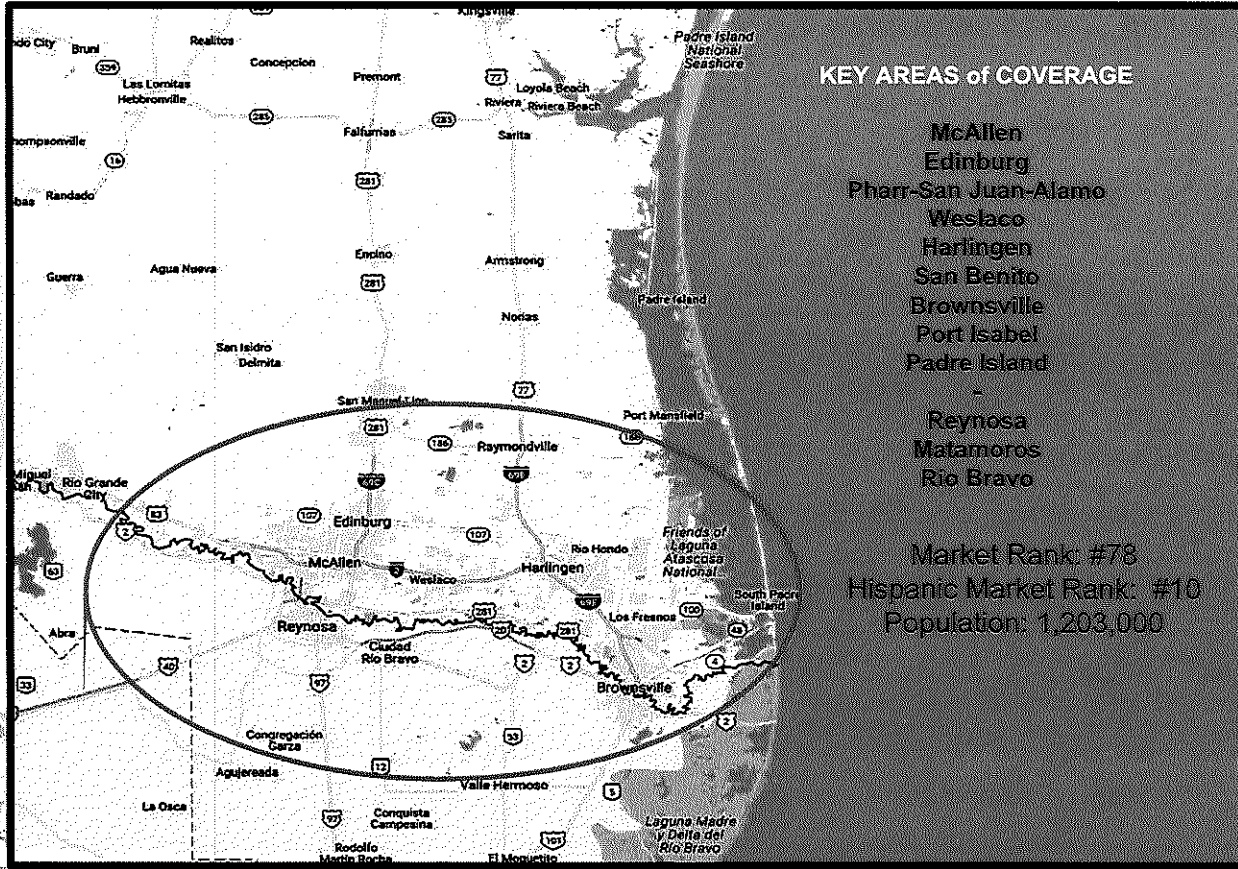
- Will have an unduplicated reach of 148,018 for CS A-25-54 or 66.5 for your target
- Will Reach 97,080 CS A-25-54 3 or more times or 43.6 for your target
- Will Achieve 260.4 Gross Rating Points or 577.4 Impressions (000)
- Will have an average frequency of 3.9
- Have an average Cost Per Point of \$69.20
- Have an average Cost Per Thousand of \$31.21

All this for an investment of \$18,020

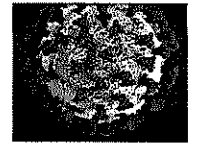


REACHES VIEWERS FOR
OVER

South Texas Market Brownsville – Harlingen - McAllen



Hidalgo County - Covid19 Outreach Campaign



MARKETING PLAN – Flight Dates Dec 1- 31st.

- NBC 23 - (:30) 160x commercials

Total Investment: \$18,020

By signing above you are entering into a binding contract between the entity indicated above and Nexstar Broadcasting, Inc., dba KVEO/KVEO.com. The contract is subject to the Advertising Contract Terms and Conditions as set forth on Nexstar's Contract Confirmation. A copy can be made available to you in advance. Cancellations, if allowable, are only accepted in writing. The foregoing proposal represents the extent of the contract between the two parties. Any additional stipulations should be indicated in writing on the proposal. No verbal agreements exist. If a discrepancy exists the Advertising Contract Terms and Conditions will prevail.

*Name
(print)*

*Business
Name*

*Signatur
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