



# MARKETING PLAN – Dec 2020

## Proposal #2

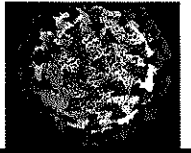
Station	Time	Days	Program Name	Length	Rate	DEC	DE	DE	DE	DE	TOTAL # SPOTS	Total	CS-A25+	CS-A35+
						1	7	14	21	28			(000)	(000)
SVEO	5:00a-6:00a	Mo-Fr	CBS 4 NEWS VLLY THIS MRNG	:30	\$100.00	7	7	7	7	7	35	\$3,500	2.7	2.7
SVEO	9:00a-5:00p	Mo-Fr	DAYTIME ROS	:30	\$65.00	7	7	7	7	7	35	\$2,275	8.4	8.2
SVEO	5:00p-7:00p	Mo-Fr	CBS LATE ACCESS	:30	\$175.00	5	5	5	5	4	24	\$4,200	16.8	16.6
SVEO	10:00p-10:35p	Mo-Fr	CBS 4 NEWS AT TEN	:30	\$450.00	3	3	2	2	2	12	\$5,400	8.4	8.2
SVEO	5:00a-12:00a	Mo-Su	CBS4 DAYTIME ROS	:30	\$50.00	12	12	10	10	10	54	\$2,700	7.5	7.3
<b>FLIGHT TOTALS</b>						<b>34</b>	<b>34</b>	<b>31</b>	<b>31</b>	<b>30</b>	<b>160X</b>	<b>\$18,075</b>	<b>1297.5</b>	<b>1272.5</b>

**Your schedule will deliver a total of 1,297,000 impressions with the flight!**

General Summary ( CS-A25+ CS.000 )								
Name	Spots	Cost	GRPs	Impressions	CPP	CPM	Reach	Freq
SVEO	160X	\$18,075.00	194.5	1297.500	\$92.93	\$13.93	46.5	4.2



# Hidalgo County - Covid19 Outreach Campaign



## PROPOSAL #2- MARKETING PLAN

CBS4 - (:30) 160x sec commercials

**Total Investment: \$18,075**



**Flight Date: Dec 1<sup>st</sup> – Dec 31, 2020**

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*

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*



[ValleyCentral.com](http://ValleyCentral.com)

# NBC 23 - PROGRAMMING

Over the air 23.1 / Cable 8

