



Hidalgo County COVID CARES Act

Advertiser: Hidalgo County Pct 2
 Agency:
 Buyer: Olivia Gomez
 Length(s): :30, :60
 Proposal #: 976272
 Market [Rank]: HARLINGEN, TX-COMSCORE LO
 Books: Oct20-COMSCORE LO
 Flight Dates: 12/07/20 - 12/31/20
 Note: Rates valid for seven days.

Station Contact:
Name: Robert Ledesma
Phone: (956) 968-5555 x5531
Fax: (956) 973 5001
Email: robertl@krgv.com

Program DP Days Time	Len Weeks	Rate	Dec 7	Dec 14	Dec 21	Dec 28	Cost Spots	H 000 CPM			
KRGV											
CHANNEL 5 NEWS at 6am	:30	\$300	2	2	2	2	\$2,400	17.7			
M M-F 6:00A- 7:00A		4					8	\$16.95			
<i>Rationale: OV:09.28.20-10.25.20 (COMSCORE-LO)</i>											
Channel 5 News at Noon	:30	\$100	2	2	2	2	\$800	20.7			
D M-F 12:00P- 1:00P		4					8	\$4.83			
	:60	\$200	2	2	2	2	\$1,600	20.7			
		4					8	\$9.66			
<i>Rationale: OV:09.28.20-10.25.20 (COMSCORE-LO)</i>											
CHANNEL 5 NEWS at 5pm	:30	\$350	2	2	2	2	\$2,800	31.1			
R M-F 4:58P- 5:30P		4					8	\$11.25			
<i>Rationale: OV:09.28.20-10.25.20 (COMSCORE-LO)</i>											
<i>Hiatus: 12/25/20</i>											
CHANNEL 5 NEWS at 6pm	:30	\$400	2	2	2	2	\$3,200	35.0			
R M-F 5:58P- 7:00P		4					8	\$11.43			
<i>Rationale: OV:09.28.20-10.25.20 (COMSCORE-LO)</i>											
<i>Hiatus: 12/25/20</i>											
CHANNEL 5 NEWS at 10pm	:30	\$750	2	2	2	2	\$6,000	31.7			
T M-F 10:00P-10:35P		4					8	\$23.66			
<i>Rationale: OV:09.28.20-10.25.20 (COMSCORE-LO)</i>											
Weekly Subtotals			12	12	12	12	\$16,800				
							48				

KRGV Television Subtotals	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency
H	48	\$16,800	1,255.20	\$13.38	69.79	5.43

Program DP Days Time	Len Weeks	Rate	Dec 7	Dec 14	Dec 21	Dec 28	Cost Spots	H 000 CPM			
NRGV											
Hechos Valle AM	:30	\$40	2	2	2	2	\$320	0.1			
M M-F 7:00A- 8:00A		4					8	\$400.00			
	:60	\$80	2	2	2	2	\$640	0.1			
		4					8	\$800.00			
<i>Rationale: OV:09.28.20-10.25.20 (COMSCORE-LO)</i>											
<i>Program Comments: Morning Local News</i>											
Hechos Valle a las 5	:60	\$100	3	3	3	3	\$1,200	0.1			
R M-F 5:00P- 5:30P		4					12	\$1,000.00			
<i>Rationale: OV:09.28.20-10.25.20 (COMSCORE-LO)</i>											
<i>Program Comments: Local News</i>											
Hechos Valle a las 10	:60	\$100	3	2	2	3	\$1,000	0.1			
T M-F 10:00P-10:30P		4					10	\$1,000.00			
<i>Rationale: OV:09.28.20-10.25.20 (COMSCORE-LO)</i>											
<i>Program Comments: Local News</i>											
Azteca Rotator	:30	\$5	2	2	2	2	\$40	0.1			
X M-Su 5:00A- 5:00A		4					8	\$50.00			
<i>Rationale: OV:09.28.20-10.25.20 (COMSCORE-LO)</i>											
Weekly Subtotals			12	11	11	12	\$3,200				
							46				

NRGV Television Subtotals	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency
H	46	\$3,200	4.60	\$695.65	1.32	1.05

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
H	94	\$20,000	1,259.80	\$15.88	70.22	5.41	232,793	331,520

Dayparts: M - EARLY MORNING; D - DAYTIME; X - ROTATORS; T - LATE NEWS; R - EARLY NEWS

Client Signature: _____ Date: _____