



HIDALGO COUNTY
COVID19 OUTREACH CAMPAIGN 2021-2022



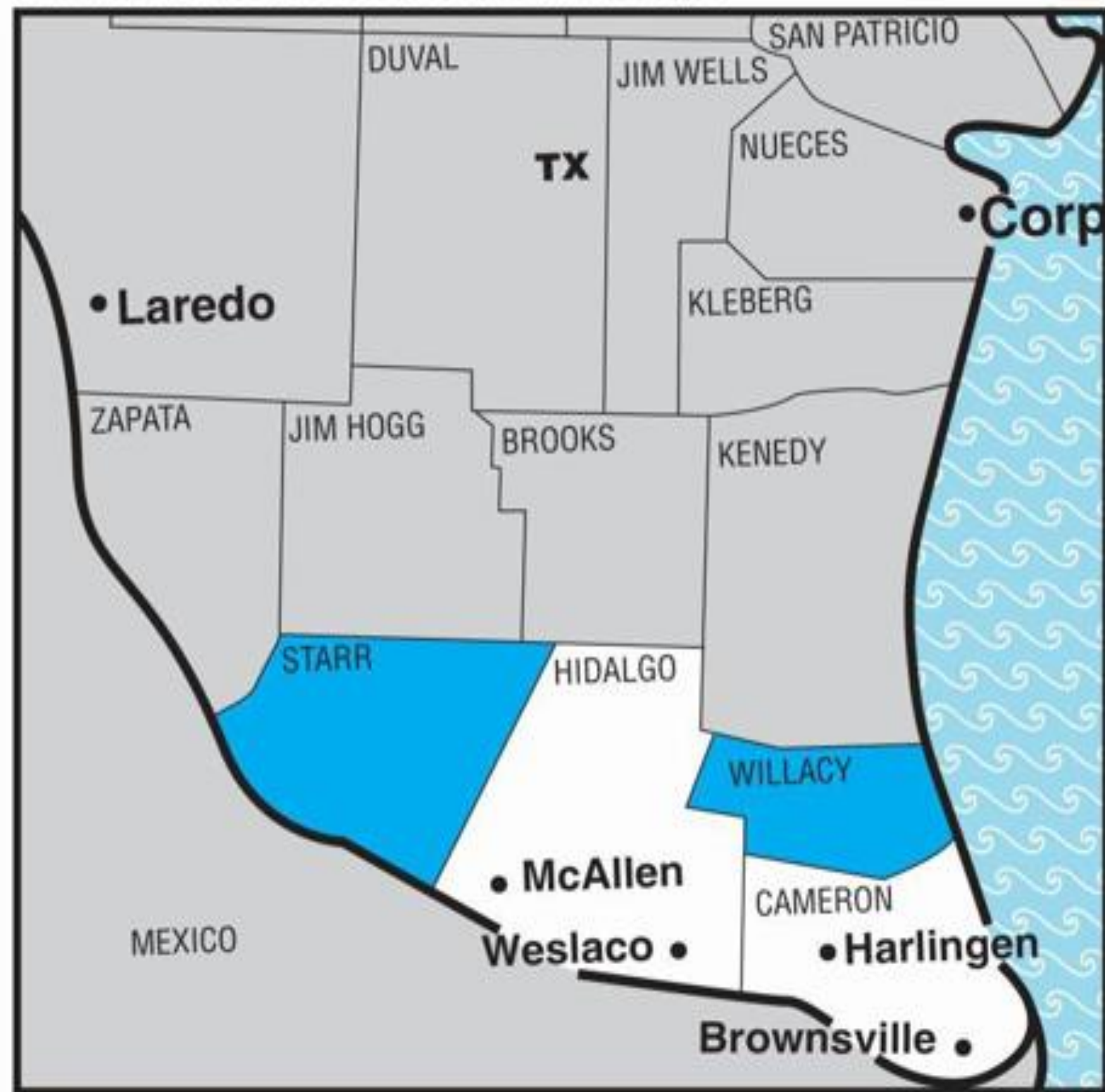
HIDALGO COUNTY
TEXAS



ValleyCentral.com

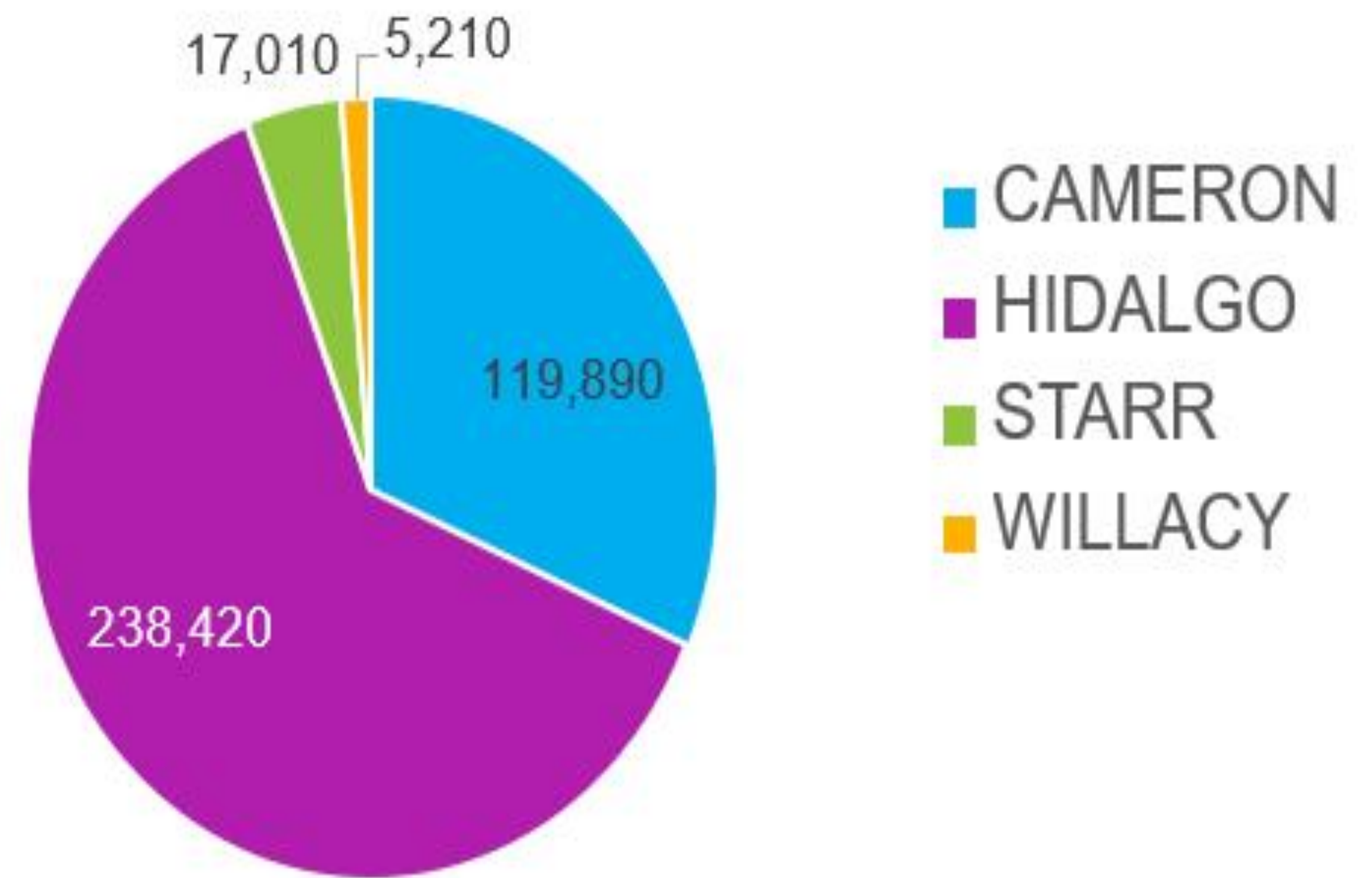
DMA #85: HARLINGEN

HARLINGEN-WESLACO-BROWNSVILLE-MCALLEN, TX

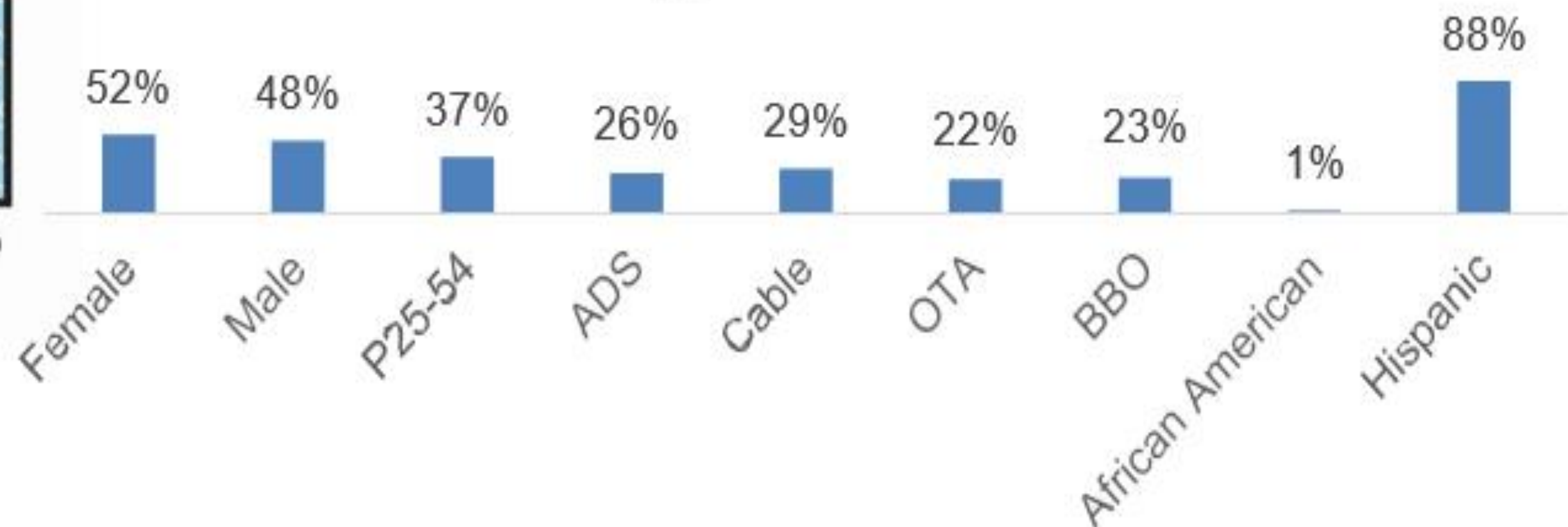


Nielsen TV DMA® Region • City — State Line □ Metro/Central DMA Area
■ Remainder DMA

TV HHs by County



% of Market



TV Households: 380,530

95% TV Penetration

PROGRAMMING

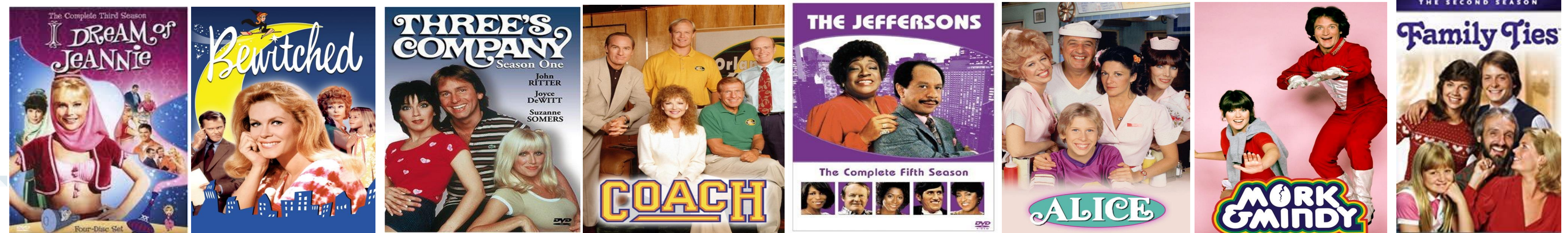
CBS4 - PROGRAMMING
Over the air 23.2 / Cable 4



ESTRELLA TV - PROGRAMMING
Over the air 4.4



The Valley's MyTV
Over the air 4.1 / Cable 12



Monthly Schedule that will air ever month from Dec-June, PLAN 1



Station	Time	Days	Program Name	Length	Rate	WEEK 1	WEEK 2	WEEK 3	WEEK 4	TOTAL # SPOTS	CS-A25+ (000)	CS-A35+ (000)
CBS4	5a-7a	Mo-Fr	CBS4 MORNING NEWS	:30	\$100	5x	5x	5x	5x	20X	2.3	2.1
CBS4	9a-3p	Mo-Fr	DAYTIME ROS	:30	\$65	5x	5x	5x	5x	20X	6.6	6.0
CBS4	12p-12:30p	Mo-Fr	CBS 4 NEWS @ 12N	:30	\$125	5x	5x	5x	5x	20X	7.0	6.3
CBS4	5p-7p	Mo-Fr	CBS LATE ACCESS	:30	\$175	6x	6x	6x	6x	24X	13.2	11.9
CBS4	10p-10:35p	Mo-Su	CBS 4 NEWS AT TEN	:30	\$300	4x	3x	3x	3x	13X	9.3	8.4
CBS4	5a-12a	Mo-Su	CBS4 ALL DAYTIME ROS	:30	\$50	15x	15x	15x	15x	60X	8.1	7.3
CBS4	5a-1a	Mo-Su	DAYTIME ROS	:30	BONUS	15x	15x	15x	15x	60X	7.8	7.0
ESTRELLA TV	5a-1a	Mo-Su	ESTRELLA ROS	:30	\$5	30x	30x	20x	20x	100X	1.0	4.1
ANTENNA TV	5a-1a	Mo-Su	ANTENNA TV - CLASSIC SHOWS	:30	\$5	30x	30x	30x	30x	120X	0.1	9.3
FLIGHT TOTALS						115X	114X	104X	104X	437X	1,665.700	2,926.800

Your schedule will deliver per month the following impressions:



# Spots per month	Monthly Investment	Impressions per Month & Target	Reach	Freq
437X	\$18,000	1,665.700 on A25+ 2,929,800 on A35+	84.6	7.0

FLIGHT DATE:

- Mid Dec - Mid Jan \$18,000
- Mid Jan - Mid Feb \$18,000
- Mid Feb - Mid Mar \$18,000
- Mid Mar - Mid Apr \$18,000
- Mid Apr - Mid May \$18,000
- Mid May - Mid Jun \$18,000

6 MONTHS INVESTMENT: \$108,000

Approved by: _____

Date: _____

Monthly Schedule that will air ever month from Dec-June, PLAN 2



Station	Time	Days	Program Name	Length	Rate	WEEK	WEEK	WEEK	WEEK	TOTAL	CS-A25+	CS-A35+
						1	2	3	4	# SPOTS	(000)	(000)
CBS4	5a-7a	Mo-Fr	CBS4 MORNING NEWS	:30	\$100	3x	3x	3x	2x	11X	2.3	2.1
CBS4	9a-3p	Mo-Fr	DAYTIME ROS	:30	\$65	4x	4x	4x	4x	16X	6.6	6.0
CBS4	12p-12:30p	Mo-Fr	CBS 4 NEWS @ 12N	:30	\$125	3x	3x	3x	3x	12X	7.0	6.3
CBS4	10p-10:35p	Mo-Su	CBS 4 NEWS AT TEN	:30	\$300	3x	2x	3x	2x	10X	9.3	8.4
CBS4	5a-12a	Mo-Su	CBS4 ALL DAYTIME ROS	:30	\$50	10x	10x	10x	10x	40X	8.1	7.3
CBS4	5a-1a	Mo-Su	DAYTIME ROS	:30	BONUS	10x	10x	10x	10x	40X	7.8	7.0
ESTRELLA TV	5a-1a	Mo-Su	ESTRELLA ROS	:30	\$5	20x	20x	20x	20x	80X	1.0	4.1
ANTENNA TV	5a-1a	Mo-Su	ANTENNA TV - CLASSIC SHOWS	:30	\$5	20x	20x	20x	20x	80X	0.1	9.3
FLIGHT TOTALS						73X	72X	73X	72x	289X	1,041,800	1,931,500

Your schedule will deliver per month the following impressions:



# Spots per month	Monthly Investment	Impressions per Month & Target	Reach	Freq
289X	\$9,000	1,041,800 on A25+ 1,931,500 on A35+	73.1	5.1

FLIGHT DATE:

Mid Dec - Mid Jan	\$9,000
Mid Jan - Mid Feb	\$9,000
Mid Feb - Mid Mar	\$9,000
Mid Mar - Mid Apr	\$9,000
Mid Apr - Mid May	\$9,000
Mid May - Mid Jun	\$9,000

6 MONTHS INVESTMENT: \$54,000

Approved by: _____

Date: _____



Marketing Consultant

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ValleyCentral.com