

*The proposed schedule: December 2021- June 2022*

- Will have an **unduplicated reach of 349,095 for Persons 18+**
- Will Reach 306,078 Persons 18+ 3 or more times
- Will Achieve 548.7 Gross Rating Points or 5103.3 Impressions(000)
- Will have an **average frequency of 14.4**
- Have an average Cost Per Thousand of \$5.88

**Total TV Investment: \$30000.00**

**Monthly Breakdown:**

**December 2021 Schedule:**

- Will have an unduplicated reach of 176,907 for Persons 18+
- Will Reach 92,940 Persons 18+ 3 or more times
- Will Achieve 45.9 Gross Rating Points or 436.9 Impressions(000)
- Will have an average frequency of 2.4

**December TV Investment: \$2550.00**

**Name: Jose F. Salinas**

**[email: josesalinas@enttavision.com](mailto:josesalinas@enttavision.com)**

**Monthly Breakdown:**

**January 2022 Schedule:**

- Will have an unduplicated reach of 230,889 for Persons 18+
- Will Reach 146,014 Persons 18+ 3 or more times
- Will Achieve 89.9 Gross Rating Points or 854.8 Impressions(000)
- Will have an average frequency of 3.6

January TV Investment: \$5000.00

**February 2022 Schedule:**

- Will have an unduplicated reach of 245,415 for Persons 18+
- Will Reach 154,087 Persons 18+ 3 or more times
- Will Achieve 93.6 Gross Rating Points or 888.3 Impressions(000)
- Will have an average frequency of 3.5

February TV Investment: \$5000.00

Name: Jose F. Salinas

email: [josesalinas@entravision.com](mailto:josesalinas@entravision.com)

*Monthly Breakdown:*

*March 2022 Schedule:*

- Will have an unduplicated reach of 245,415 for Persons 18+
- Will Reach 154,087 Persons 18+ 3 or more times
- Will Achieve 93.6 Gross Rating Points or 888.3 Impressions(000)
- Will have an average frequency of 3.5
- Have an average Cost Per Point of \$53.42

March TV Investment: \$5000.00

*April 2022 Schedule:*

- Will have an unduplicated reach of 245,415 for Persons 18+
- Will Reach 154,087 Persons 18+ 3 or more times
- Will Achieve 93.6 Gross Rating Points or 888.3 Impressions(000)
- Will have an average frequency of 3.5

April TV Investment: \$5000.00

Name: Jose F. Salinas

email: [josesalinas@entravision.com](mailto:josesalinas@entravision.com)

**Monthly Breakdown:**

**May 2022 Schedule:**

- Will have an unduplicated reach of 246,149 for Persons 18+
- Will Reach 153,518 Persons 18+ 3 or more times
- Will Achieve 92.3 Gross Rating Points or 876.4 Impressions(000)
- Will have an average frequency of 3.4

May TV Investment: \$5000.00

**June 2022 Schedule:**

- Will have an unduplicated reach of 178,563 for Persons 18+
- Will Reach 93,081 Persons 18+ 3 or more times
- Will Achieve 45.6 Gross Rating Points or 433.1 Impressions(000)
- Will have an average frequency of 2.3

June TV Investment: \$2450.00

**\*\*Commercial Production Fee Waived. \*\***

**\*\*The County of Hidalgo has the rights to use and/or share the final commercials on other media platforms if needed. \*\***

Name: Jose F. Salinas  
email: [josesalinas@entravision.com](mailto:josesalinas@entravision.com)



# UNIVISION VALLE DEL RIO GRANDE

County of Hidalgo - Covid-19 Awareness TV Media Campaign - December 2021

Author: Jose Salinas

Proposal ID: 89939  
 Market: HARLINGEN-WSLCO-BRNSVL-MCA [85]  
 Station: KNVO  
 Schedule Date: 12/13/2021 - 12/31/2021  
 Advertiser: County of Hidalgo  
 Spot Length(s): :30  
 Report: Planner

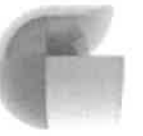
Acct. Exec: Jose F. Salinas  
 Email: josesalinas@entravision.com

Entravision Communications Corporation and its stations are committed to a policy of non-discrimination in the advertising contracts that it enters into with its advertisers. Entravision will not enter into or carry out, in connection with any advertising contract it is a party to, any terms, conditions, or policies that commit the advertiser or Entravision to discriminate in the sale or placement of advertising on the basis of race or ethnicity. This order, together with Entravision's Terms and Conditions of Advertising and Services located at [www.entravision.com/termsandconditions](http://www.entravision.com/termsandconditions), constitutes a legally binding and enforceable agreement between Entravision and the client listed above. ALL preempted spots will be made good in flight in same rotation without further approval needed.

Flight Dates: 12/13/2021-12/31/2021

Program	Spot Length	DE	DE	DE	DMA P18+ RTG	DMA P18+ 000	Wk	Rate
Time		13	20	27			k	Spots
<b>KNVO</b>							s	
M-Su 5a-2a	:30	2	3	3	1.2	11.4	3	\$0.00
GRPs/Impressions					9.6	91.2		8
SHR					7.2	7.2		
Mo-Su 5:00a-2:00a								
M-Su 6a-12a	:30	5	6	7	1.4	13.1	3	\$100.00
GRPs/Impressions					25.2	235.8		18
SHR					7.4	7.4		
Mo-Su 6:00a-12:00a								

Approved by: \_\_\_\_\_



**UNIVISION**  
VALLE DEL RIO GRANDE

Proposal ID: 89939  
Market: HARLINGEN-WSLCO-BRNSVL-MCA [85]  
Station: KNYO  
Schedule Date: 12/13/2021 - 12/31/2021  
Advertiser: County of Hidalgo  
Spot Length(s): :30  
Report: Planner

Acct Exec: Jose F. Salinas  
Email: josesalinas@entravision.com

County of Hidalgo - Covid-19 Awareness TV Media Campaign - December 2021

Author: Jose Salinas

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Flight Dates: 12/13/2021-12/31/2021

Program	Spot Length	DE	DE	DE	DMA P18+ RTG	DMA P18+ 000	Wk	Rate
Time		13	20	27			k	Spots
<b>KFXV</b>							s	
M-Su 5a-2a	:30	3	4	5	0.3	2.7	3	\$0.00
GRPs/Impressions					3.6	32.4		12
SHR					1.7	1.7		
M-Su 5:00a-2:00a								
M-Su 6a-12a	:30	7	8	10	0.3	3.1	3	\$30.00
GRPs/Impressions					7.5	77.5		25
SHR					1.8	1.8		
M-Su 6:00a-12:00a								

Approved by: \_\_\_\_\_

Signature \_\_\_\_\_



# UNIVISION VALLE DEL RIO GRANDE

County of Hidalgo - Covid-19 Awareness TV Media Campaign - December 2021

Author: Jose Salinas

Proposal ID: 89939  
 Market: HARLINGEN-WSLCO-BRNSVL-MCA [85]  
 Station: KNVO  
 Schedule Date: 12/13/2021 - 12/31/2021  
 Advertiser: County of Hidalgo  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Jose F. Salinas  
 Email: josesalinas@entravision.com

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### Monthly Summary ( DMA P18+ D.RTG )

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	CPP	CPM
Dec/21	38	60%	\$1,550.00	61%	28.0	61%	266.5	\$55.36	\$5.82
Jan/22	25	40%	\$1,000.00	39%	17.9	39%	170.4	\$55.87	\$5.87
Total (DMA P18+)	63	100%	\$2,550.00	100%	45.9	100%	436.9	\$55.56	\$5.84

### General Summary ( DMA P18+ D.RTG )

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
KNVO	26	\$1,800.00	34.8	327.0	15.6	2.2	7.5	\$51.72	\$5.50	142,705	916,770
KFXV	37	\$750.00	11.1	109.9	4.4	2.5	2.3	\$67.57	\$6.82	40,507	916,770
HARLINGEN-WSLCO-BRNS	63	\$2,550.00	45.9	436.9	19.3	2.4	10.1	\$55.56	\$5.84	176,907	916,770



# UNIVISION VALLE DEL RIO GRANDE

County of Hidalgo - Covid-19 Awareness TV Media Campaign - January 2022

Author: Jose Salinas

Proposal ID: 89940  
 Market: HARLINGEN-WSLCO-BRNSVL-MCA [85]  
 Station: KNVO  
 Schedule Date: 1/1/2022 - 1/31/2022  
 Advertiser: County of Hidalgo  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Jose F. Salinas  
 Email: jose.salinas@entravision.com

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Flight Dates: 1/1/2022-1/31/2022

Program	Spot Length	JA 1	JA 3	JA 10	JA 17	JA 24	JA 31	DMA P18+ RTG	DMA P18+ 000	W	Rate
Time										k	Spots
										s	
<b>KNVO</b>											
M-Su 5a-5a	:30	--	4	4	4	5	--	1.1	10.1	4	\$0.00
GRPs/Impressions								18.7	171.7		17
SHR								7.0	7.0		
Mo-Su 5:00a-5:00a											
M-Su 6a-12a	:30	--	8	9	9	9	--	1.4	13.1	4	\$100.00
GRPs/Impressions								49.0	458.5		35
SHR								7.4	7.4		
Mo-Su 6:00a-12:00a											

Approved by: \_\_\_\_\_



**UNIVISION**  
VALE DEL RIO GRANDE

County of Hidalgo - Covid-19 Awareness TV Media Campaign - January 2022

Author: Jose Salinas

Proposal ID: 89940  
 Market: HARLINGEN-WSLCO-BRNSVL-MCA [85]  
 Station: KNVO  
 Schedule Date: 1/1/2022 - 1/31/2022  
 Advertiser: County of Hidalgo  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Jose F. Salinas  
 Email: jososalinas@entravision.com

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Flight Dates: 1/1/2022-1/31/2022

Program	Spot Length	JA	JA	JA	JA	JA	JA	DMA P18+ RTG	DMA P18+ 000	W	Rate
M-Su 5a-1a	:30	--	5	7	5	7	--	0.3	2.9	4	\$0.00
GRPs/Impressions								7.2	69.6		24
SHR								1.7	1.7		
M-Su 5:00a-1:00a											
M-Su 6a-12a	:30	--	10	15	10	15	--	0.3	3.1	4	\$30.00
GRPs/Impressions								15.0	155.0		50
SHR								1.8	1.8		
M-Su 6:00a-12:00a											

Approved by: \_\_\_\_\_

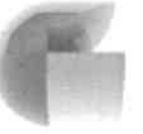
Signature \_\_\_\_\_

**Monthly Summary (DMA P18+ D.RTG)**

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	%	CPP	CPM
Jan/22	126	100%	\$5,000.00	100%	89.9	100%	854.8	100%	\$55.62	\$5.85

**General Summary (DMA P18+ D.RTG)**

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
KNVO	52	\$3,500.00	67.7	630.2	20.6	3.3	12.4	\$51.70	\$5.55	189,141	916,770
KFXV	74	\$1,500.00	22.2	224.6	5.7	3.9	3.7	\$67.57	\$6.88	52,600	916,770
HARLINGEN-WSLCO-BRNS	126	\$5,000.00	89.9	854.8	25.2	3.6	15.9	\$55.62	\$5.85	230,889	916,770



# UNIVISION VALLE DEL RIO GRANDE

County of Hidalgo - Covid-19 Awareness TV Media Campaign - February 2022

Author: Jose Salinas

Proposal ID: 89941  
Market: HARLINGEN-W/SLCO-BRNSVL-MCA [85]  
Station: KNVO  
Schedule Date: 2/1/2022 - 2/28/2022  
Spot Length(s): :30  
Report: Planner

Acct. Exec: Jose F. Salinas  
Email: josesalinas@entravision.com

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Flight Dates: 2/1/2022-2/28/2022

Program	Spot Length	FE	FE	FE	FE	FE	DMA P18+ RTG	DMA P18+ 000	W	k	s	Rate Spots
<b>KNVO</b>		<b>1</b>	<b>7</b>	<b>14</b>	<b>21</b>	<b>28</b>						
M-Su 5a-1a	:30	4	4	4	4	1	1.3	11.9	5			\$0.00 17
GRPs/Impressions							22.1	202.3				
SHR							7.3	7.3				
Mo-Su 5:00a-1:00a												
M-Su 6a-12a	:30	8	8	8	8	3	1.4	13.1	5			\$100.00 35
GRPs/Impressions							49.0	458.5				
SHR							7.4	7.4				
Mo-Su 6:00a-12:00a												

Approved by: \_\_\_\_\_



# UNIVISION VALLE DEL RIO GRANDE

County of Hidalgo - Covid-19 Awareness TV Media Campaign - February 2022

Author: Jose Salinas

Proposal ID: 89941  
Market: HARLINGEN-WSLCO-BRNSVL-MCA [85]  
Station: KNVO  
Schedule Date: 2/1/2022 - 2/28/2022  
Spot Length(s): :30  
Report: Planner

Acct. Exec: Jose F. Salinas  
Email: josesalinas@entravision.com

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Flight Dates: 2/1/2022-2/28/2022

Program	Spot Length	FE	FE	FE	FE	FE	DMA P18+ RTG	DMA P18+ 000	W	k	Rate Spots
<b>KFXV</b>		<b>1</b>	<b>7</b>	<b>14</b>	<b>21</b>	<b>28</b>				<b>S</b>	
M-Su 5a-1a	:30	6	6	6	6	1	0.3	2.9		5	\$0.00
GRPs/Impressions							7.5	72.5			25
SHR							1.7	1.7			
Mo-Su 5:00a-1:00a											
M-Su 6a-12a	:30	12	12	12	12	2	0.3	3.1		5	\$30.00
GRPs/Impressions							15.0	155.0			50
SHR							1.8	1.8			
Mo-Su 6:00a-12:00a											

Approved by: \_\_\_\_\_

Signature \_\_\_\_\_



# UNIVISION VALLE DEL RIO GRANDE

County of Hidalgo - Covid-19 Awareness TV Media Campaign - February 2022

Author: Jose Salinas

Proposal ID: 89941  
 Market: HARLINGEN-WSLCO-BRNSVL-MCA [185]  
 Station: KNVO  
 Schedule Date: 2/1/2022 - 2/28/2022  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Jose F. Salinas  
 Email: josesalinas@entraction.com

Entraction Communications Corporation and its stations are committed to a policy of non-discrimination in the advertising contracts that it enters into with its advertisers. Entraction will not enter into or carry out, in connection with any advertising contract it is a party to, any terms, conditions, or policies that commit the advertiser or Entraction to discriminate in the sale or placement of advertising on the basis of race or ethnicity. This order, together with Entraction's Terms and Conditions of Advertising and Services located at [www.entraction.com/termsandconditions](http://www.entraction.com/termsandconditions), constitutes a legally binding and enforceable agreement between Entraction and the client listed above. All preempted spots will be made good in flight in same rotation without further approval needed.

### Monthly Summary (DMA P18+ D.RTG)

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	CPP	CPM
Feb/22	120	94%	\$4,640.00	93%	87.2	93%	828.0	\$53.21	\$5.60
Mar/22	7	6%	\$360.00	7%	6.4	7%	60.3	\$56.25	\$5.97
Total (DMA P18+)	127	100%	\$5,000.00	100%	93.6	100%	888.3	\$53.42	\$5.63

### General Summary (DMA P18+ D.RTG)

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
KNVO	52	\$3,500.00	71.1	660.8	22.2	3.2	13.2	\$49.23	\$5.30	203,415	916,770
KFXV	75	\$1,500.00	22.5	227.5	5.9	3.8	3.8	\$66.67	\$6.59	53,977	916,770
HARLINGEN-WSLCO-BRNS	127	\$5,000.00	93.6	888.3	26.8	3.5	16.8	\$53.42	\$5.63	245,415	916,770



# UNIVISION VALLE DEL RIO GRANDE

County of Hidalgo - Covid-19 Awareness TV Media Campaign - March 2022

Author: Jose Salinas

Proposal ID: 89942  
Market: HARLINGEN-WSLCO-BRNSVL-MCA [85]  
Station: KNVO  
Schedule Date: 3/1/2022 - 3/31/2022  
Spot Length(s): :30  
Report: Planner

Acct. Exec: Jose F. Salinas  
Email: jose.salinas@entravision.com

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Flight Dates: 3/1/2022-3/31/2022

Program	Spot Length	Days					DMA P18+ RTG	DMA P18+ 000	W	K	S	Rate Spots	
		MR	MR	MR	MR	MR							
<b>KNVO</b>													
M-Su 5a-1a	:30	4	4	4	4	1	1.3	11.9				5	\$0.00
GRPs/Impressions							22.1	202.3					17
SHR							7.3	7.3					
Mo-Su 5:00a-1:00a													
M-Su 6a-12a	:30	8	8	8	8	3	1.4	13.1				5	\$100.00
GRPs/Impressions							49.0	458.5					35
SHR							7.4	7.4					
Mo-Su 6:00a-12:00a													

Approved by: \_\_\_\_\_



# UNIVISION VALLE DEL RIO GRANDE

County of Hidalgo - Covid-19 Awareness TV Media Campaign - March 2022

Author: Jose Salinas

Proposal ID: 89942  
Market: HARLINGEN-WISLCO-BRNSVL-MCA [85]  
Station: KNVO  
Schedule Date: 3/1/2022 - 3/31/2022  
Spot Length(s): :30  
Report: Planner

Acct. Exec: Jose F. Salinas  
Email: josesalinas@entravision.com

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Flight Dates: 3/1/2022-3/31/2022

Program	Spot Length	MR	MR	MR	MR	MR	DMA P18+ RTG	DMA P18+ 000	Wk	Rate
<b>KFXV</b>		1	7	14	21	28			k	Spots
M-Su 5a-1a	:30	6	6	6	6	1	0.3	2.9	5	\$0.00
GRPs/Impressions							7.5	72.5		25
SHR							1.7	1.7		
Mo-Su 5:00a-1:00a										
M-Su 6a-12a	:30	12	12	12	12	2	0.3	3.1	5	\$30.00
GRPs/Impressions							15.0	155.0		50
SHR							1.8	1.8		
Mo-Su 6:00a-12:00a										

Approved by: \_\_\_\_\_

Signature \_\_\_\_\_



# UNIVISION VALE DEL RIO GRANDE

County of Hidalgo - Covid-19 Awareness TV Media Campaign - March 2022

Author: Jose Salinas

Proposal ID: 899412  
 Market: HARLINGEN-WSLCO-BRNSVL-MCA [185]  
 Station: KNVO  
 Schedule Date: 3/1/2022 - 3/31/2022  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Jose F. Salinas  
 Email: jososalinas@entravision.com

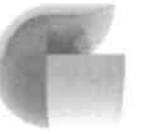
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### Monthly Summary ( DMA P18+ D.RTG )

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	CPP	CPM
Mar/22	120	94%	\$4,640.00	93%	87.2	93%	828.0	\$53.21	\$5.60
Apr/22	7	6%	\$360.00	7%	6.4	7%	60.3	\$56.25	\$5.97
Total (DMA P18+)	127	100%	\$5,000.00	100%	93.6	100%	888.3	\$53.42	\$5.63

### General Summary ( DMA P18+ D.RTG )

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
KNVO	52	\$3,500.00	71.1	660.8	22.2	3.2	13.2	\$49.23	\$5.30	203,415	916,770
KFXV	75	\$1,500.00	22.5	227.5	5.9	3.8	3.8	\$66.67	\$6.59	53,977	916,770
HARLINGEN-WSLCO-BRNS	127	\$5,000.00	93.6	888.3	26.8	3.5	16.8	\$53.42	\$5.63	245,415	916,770



# UNIVISION VALLE DEL RIO GRANDE

County of Hidalgo - Covid-19 Awareness TV Media Campaign - April 2022

Author: Jose Salinas

Proposal ID: 89943  
 Market: HARLINGEN-WSLCO-BRNSVL-MCA [85]  
 Station: KNVO  
 Schedule Date: 4/1/2022 - 4/30/2022  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Jose F. Salinas  
 Email: josesalinas@entravision.com

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Flight Dates: 4/1/2022-4/30/2022

Program Time	Spot Length	AP					DMA P18+ RTG	DMA P18+ 000	W	k	Rate Spots
		1	4	11	18	25					
<b>KNVO</b>											
M-Su 5a-1a GRPs/Impressions SHR	:30	1	4	4	4	4	1.3 22.1 7.3	11.9 202.3 7.3	5	\$0.00 17	
Mo-Su 5:00a-1:00a											
M-Su 6a-12a GRPs/Impressions SHR	:30	3	8	8	8	8	1.4 49.0 7.4	13.1 458.5 7.4	5	\$100.00 35	
Mo-Su 6:00a-12:00a											

Approved by: \_\_\_\_\_



# UNIVISION VALLE DEL RIO GRANDE

County of Hidalgo - Covid-19 Awareness TV Media Campaign - April 2022

Author: Jose Salinas

Proposal ID: 89943  
Market: HARLINGEN-WSLCO-BRNSVL-MCA [85]  
Station: KNVO  
Schedule Date: 4/1/2022 - 4/30/2022  
Spot Length(s): :30  
Report: Planner

Acct. Exec: Jose F. Salinas  
Email: josesalinas@entravision.com

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Flight Dates: 4/1/2022-4/30/2022

Program	Spot Length	AP	AP	AP	AP	AP	DMA P18+ RTG	DMA P18+ 000	W	K	S	Rate Spots	
M-Su 5a-1a	:30	1	6	6	6	6	0.3	2.9				5	\$0.00
GRPs/Impressions							7.5	72.5				25	
SHR							1.7	1.7					
Mo-Su 5:00a-1:00a													
M-Su 6a-12a	:30	2	12	12	12	12	0.3	3.1				5	\$30.00
GRPs/Impressions							15.0	155.0				50	
SHR							1.8	1.8					
Mo-Su 6:00a-12:00a													

Approved by: \_\_\_\_\_

Signature \_\_\_\_\_



# UNIVISION VALLE DEL RIO GRANDE

County of Hidalgo - Covid-19 Awareness TV Media Campaign - April 2022

Author: Jose Salinas

Proposal ID: 89943  
 Market: HARLINGEN-WSLCO-BRNSVL-MCA [185]  
 Station: KNVO  
 Schedule Date: 4/1/2022 - 4/30/2022  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Jose F. Salinas  
 Email: josesalinas@entravision.com

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### Monthly Summary ( DMA P18+ D.RTG )

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	CPP	CPM
April/22	97	76%	\$3,840.00	77%	71.8	77%	681.3	\$53.48	\$5.64
May/22	30	24%	\$1,160.00	23%	21.8	23%	207.0	\$53.21	\$5.60
Total (DMA P18+)	127	100%	\$5,000.00	100%	93.6	100%	888.3	\$53.42	\$5.63

### General Summary ( DMA P18+ D.RTG )

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
KNVO	52	\$3,500.00	71.1	660.8	22.2	3.2	13.2	\$49.23	\$5.30	203,415	916,770
KFXV	75	\$1,500.00	22.5	227.5	5.9	3.8	3.8	\$66.67	\$6.59	53,977	916,770
HARLINGEN-WSLCO-BRNS	127	\$5,000.00	93.6	888.3	26.8	3.5	16.8	\$53.42	\$5.63	245,415	916,770



# UNIVISION VALLE DEL RIO GRANDE

County of Hidalgo - Covid-19 Awareness TV Media Campaign - May 2022

Author: Jose Salinas

Proposal ID: 89944  
Market: HARLINGEN-WISLCO-BRNSVL-MCA [85]  
Station: KNVO  
Schedule Date: 5/1/2022 - 5/31/2022  
Spot Length(s): :30  
Report: Planner

Acct. Exec: Jose F. Salinas  
Email: josesalinas@entravision.com

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Flight Dates: 5/1/2022-5/31/2022

Program Time	Spot Length	Days										DMA P18+ RTG	DMA P18+ 000	W K S	Rate Spots	
		1	2	9	16	23	30	31	1	2	3					4
M-Su 5a-1a GRPs/Impressions SHR	:30	3	3	3	3	3	1					1.3	11.9	6	\$0.00	16
Mo-Su 5:00a-1:00a												7.3	7.3			
M-Su 6a-12a GRPs/Impressions SHR	:30	7	6	7	6	7	2					1.4	13.1	6	\$100.00	35
Mo-Su 6:00a-12:00a												7.4	7.4			

Approved by: \_\_\_\_\_



# UNIVISION VALLE DEL RIO GRANDE

County of Hidalgo - Covid-19 Awareness TV Media Campaign - May 2022

Author: Jose Salinas

Proposal ID: 89944  
 Market: HARLINGEN-WSLCO-BRNSVL-MCA [85]  
 Station: KNVO  
 Schedule Date: 5/1/2022 - 5/31/2022  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Jose F. Salinas  
 Email: josesalinas@entravision.com

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Flight Dates: 5/1/2022-5/31/2022

Program Time	Spot Length	MY										DMA P18+ RTG	DMA P18+ 000	W k s	Rate Spots	
		1	2	9	16	23	30	30	30	30	30					
M-Su 5a-1a GRPs/Impressions SHR	:30	5	4	5	4	5	2					0.3	2.9	6	\$0.00	25
Mo-Su 5:00a-1:00a												1.7	1.7			
M-Su 6a-12a GRPs/Impressions SHR	:30	10	8	10	8	10	4					0.3	3.1	6	\$30.00	50
Mo-Su 6:00a-12:00a												15.0	155.0			
												1.8	1.8			

Approved by: \_\_\_\_\_

Signature \_\_\_\_\_



# UNIVISION VALLE DEL RIO GRANDE

County of Hidalgo - Covid-19 Awareness TV Media Campaign - May 2022

Author: Jose Salinas

Proposal ID: 89944  
 Market: HARLINGEN-WSLCO-BRNSVL-MCA [85]  
 Station: KNVO  
 Schedule Date: 5/1/2022 - 5/31/2022  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Jose F. Salinas  
 Email: josesalinas@entravision.com

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### Monthly Summary ( DMA P18+ D.RTG )

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	CPP	CPM
May/22	117	93%	\$4,680.00	94%	86.4	94%	820.1	\$54.17	\$5.71
Jun/22	9	7%	\$320.00	6%	5.9	6%	56.3	\$54.24	\$5.68
Total (DMA P18+)	126	100%	\$5,000.00	100%	92.3	100%	876.4	\$54.17	\$5.71

### General Summary ( DMA P18+ D.RTG )

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
KNVO	51	\$3,500.00	69.8	648.9	22.2	3.1	13.1	\$50.14	\$5.39	203,621	916,770
KFXV	75	\$1,500.00	22.5	227.5	6.0	3.8	3.8	\$66.67	\$6.59	54,671	916,770
HARLINGEN-WSLCO-BRNS	126	\$5,000.00	92.3	876.4	26.8	3.4	16.7	\$54.17	\$5.71	246,149	916,770



# UNIVISION VALLE DEL RIO GRANDE

County of Hidalgo - Covid-19 Awareness TV Media Campaign - June 2022

Author: Jose Salinas

Proposal ID: 89945  
 Market: HARLINGEN-WSLCO-BRNSVL-MCA [85]  
 Station: KNVO  
 Schedule Date: 6/1/2022 - 6/19/2022  
 Spot Length(s): :30  
 Report: Planner

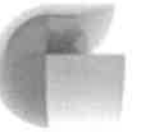
Acct. Exec: Jose F. Salinas  
 Email: josesalinas@entravision.com

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**Flight Dates: 6/1/2022-6/19/2022**

Program Time	Spot Length	JN			DMA P18+ RTG	DMA P18+ 000	W k s	Rate Spots
		1	6	13				
<b>KNVO</b>								
M-Su 5a-1a	:30	3	2	3	1.3	11.9	3	\$0.00
GRPs/Impressions					10.4	95.2		8
SHR					7.3	7.3		
Mo-Su 5:00a-1:00a								
M-Su 6a-12a	:30	6	5	6	1.4	13.1	3	\$100.00
GRPs/Impressions					23.8	222.7		17
SHR					7.4	7.4		
Mo-Su 6:00a-12:00a								

Approved by: \_\_\_\_\_



# UNIVISION VALLE DEL RIO GRANDE

County of Hidalgo - Covid-19 Awareness TV Media Campaign - June 2022

Author: Jose Salinas

Proposal ID: 89945  
 Market: HARLINGEN-WSLCO-BRNSVL-MCA [85]  
 Station: KNVO  
 Schedule Date: 6/1/2022 - 6/19/2022  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Jose F. Salinas  
 Email: josesalinas@entravision.com

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Flight Dates: 6/1/2022-6/19/2022

Program Time	Spot Length	JN			DMA P18+ RTG	DMA P18+ 000	W k s	Rate Spots
		1	6	13				
M-Su 5a-1a	:30	4	4	5	0.3	2.9	3	\$0.00
GRPs/Impressions					3.9	37.7		13
SHR					1.7	1.7		
Mo-Su 5:00a-1:00a								
M-Su 6a-12a	:30	8	8	9	0.3	3.1	3	\$30.00
GRPs/Impressions					7.5	77.5		25
SHR					1.8	1.8		
Mo-Su 6:00a-12:00a								

Approved by: \_\_\_\_\_

Signature \_\_\_\_\_

### Monthly Summary ( DMA P18+ D.RTG )

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	CPP	CPM
Jun/22	63	100%	\$2,450.00	100%	45.6	100%	433.1	\$53.73	\$5.66

### General Summary ( DMA P18+ D.RTG )

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
KNVO	25	\$1,700.00	34.2	317.9	15.7	2.2	7.5	\$49.71	\$5.35	143,864	916,770
KFXV	38	\$750.00	11.4	115.2	4.5	2.5	2.4	\$65.79	\$6.51	41,158	916,770
HARLINGEN-WSLCO-BRNS	63	\$2,450.00	45.6	433.1	19.5	2.3	10.2	\$53.73	\$5.66	178,563	916,770