

Program DP Days Time	Rate Weeks	Dec 13	Dec 20	Dec 27	Jan 3	Jan 10	Jan 17	Jan 24	Jan 31	Feb 7	Feb 14	Feb 21	Feb 28	Mar 7	Mar 14	Mar 21	Mar 28	Apr 4	Apr 11	Apr 18	Apr 25	May 2	May 9	May 16	May 23	May 30	Jun 6	Cost Spots	H 000 CPM		
NRGV																															
Azteca Valle	\$40	3	3	-	-	3	3	-	-	3	3	-	-	3	3	-	-	3	3	-	-	3	3	-	-	3	3	\$1,680			
M M-F 6:00A- 7:00A	14																													42	
<i>Rationale: OV:08.30.21-09.26.21 (COMSCORE-LO)</i>																															
Azteca Valle	\$40	3	3	-	-	3	3	-	-	3	3	-	-	3	3	-	-	3	3	-	-	3	3	-	-	3	3	\$1,680	0.2		
R M-F 5:00P- 5:30P	14																													42	\$200.00
<i>Rationale: OV:08.30.21-09.26.21 (COMSCORE-LO)</i>																															
Azteca Valle	\$40	3	3	-	-	3	3	-	-	3	3	-	-	3	3	-	-	3	3	-	-	3	3	-	-	3	3	\$1,680	0.2		
T M-F 10:00P-10:30P	14																													42	\$200.00
<i>Rationale: OV:08.30.21-09.26.21 (COMSCORE-LO)</i>																															

NRGV Television Subtotals	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency
H	126	\$5,040	16.80	\$300.00	5.07	1.13

Television Totals

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
H	536	\$125,700	10,612.20	\$11.84	94.68	38.4	276,340	291,867

Program Days	Rate	Unit	Cost	H 000 CPM
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Internet

KRGV				
Web ROS, Option C - 100,000 Impressions/Month	\$1,300	7	\$9,100	22.9
<i>Program Comments: 100,000 ROS Web Impressions per month 300 x 250,728 x 90 & 468x 60</i>				\$56.77
Web PreRolls - 2,000/Month	\$700	7	\$4,900	24.5
				\$28.57

KRGV Internet Subtotals	Units	Cost	GRP/GI	CPP/CPM
H	14	\$14,000	331.80	\$42.19

Internet Totals

Demo breakdown:	Units	Cost	GRP/GI	CPP/CPM
H	14	\$14,000	331.80	\$42.19

Multi Media Totals

HIDALGO COVID CAMPAIGN - OPTION 1

Demo breakdown:	Units	Cost	GRP/GI	CPP/CPM
H	550	\$139,700	10,944.00	\$12.76

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

Client Signature: _____ Date: _____