



HIDALGO COVID CAMPAIGN - OPTION 2

Advertiser: HIDALGO COUNTY
 Agency:
 Buyer: JIREH CABELLO
 Length(s): :30
 Proposal #: 987431
 Market [Rank]: McAllen, TX-COMSCORE LO
 Flight Dates: 12/13/21 - 06/12/22
 Note: Rates valid for seven days.

Station Contact:
 Name: Melinda Reyna
 Phone: (956) 968-5555 x 5737
 Fax:
 Email: melindar@krgv.com

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
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KRGV																																
Channel 5 Rotator																																
	\$0	5	5	-	-	5	5	-	-	5	5	-	-	5	5	-	-	5	5	-	-	5	5	-	-	5	5		14.7			
X M-Su	5:00A- 4:59A	14																													70	
<i>Rationale: OV:08.30.21-09.26.21 (COMSCORE-LO)</i>																																

CHANNEL 5 NEWS at 6am																																
	\$350	3	3	-	-	3	3	-	-	3	3	-	-	3	3	-	-	3	3	-	-	3	3	-	-	3	3	\$14,700	24.5			
M M-F	6:00A- 7:00A	14																													42	\$14.29
<i>Rationale: OV:08.30.21-09.26.21 (COMSCORE-LO)</i>																																

CHANNEL 5 NEWS at 5PM																																
	\$800	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	\$4,800	35.6			
R M-F	4:58P- 5:30P	2																													6	\$22.47
	\$400	-	-	-	-	3	3	-	-	3	3	-	-	3	3	-	-	3	3	-	-	3	3	-	-	3	3	\$14,400	35.6			
		12																													36	\$11.24
<i>Rationale: OV:08.30.21-09.26.21 (COMSCORE-LO)</i>																																

CHANNEL 5 NEWS at 10PM																																
	\$800	3	3	-	-	3	3	-	-	3	3	-	-	3	3	-	-	3	3	-	-	3	3	-	-	3	3	\$33,600	34.9			
T M-F	10:00P-10:35P	14																													42	\$22.92
<i>Rationale: OV:08.30.21-09.26.21 (COMSCORE-LO)</i>																																
<i>Hiatus: 12/13/21, 12/20/21</i>																																

KRGV Television Subtotals	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency
H	196	\$67,500	5,019.00	\$13.45	89.63	19.19

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
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NRGV																																
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	42	\$1,680	8.40	\$200.00	2.47	1.16

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
H	238	\$69,180	5,027.40	\$13.76	89.86	19.17	262,272	291,867

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

Client Signature: _____ Date: _____