



Hidalgo County COVID 2022 9kmo

Schedule Date: 12/15/2021 - 6/14/2022
 Date Range: 12/15/2021-6/14/2022
 Advertiser: Hidalgo County COVID 2022
 Spot Length(s): :30
 Market: HARLINGEN-WSLCO-BRNSVL-MCA [85]
 Book: September 2021 LiveSD

Monthly Summary (CS-Households CS.000)										
Name	Spots	%	Cost	%	Net Cost	GRPs	%	Impressions	CPP	CPM
Dec/21	116	10	\$9,780.00	9	\$9,780.00	99.6	9	380.8	\$98.19	\$25.68
Jan/22	194	16	\$18,110.00	16	\$18,110.00	181.0	16	690.0	\$100.06	\$26.25
Feb/22	187	15	\$18,185.00	16	\$18,185.00	176.8	16	675.4	\$102.86	\$26.92
Mar/22	198	16	\$18,790.00	17	\$18,790.00	184.2	17	704.6	\$102.01	\$26.67
Apr/22	196	16	\$18,440.00	17	\$18,440.00	181.6	16	694.8	\$101.54	\$26.54
May/22	205	17	\$18,210.00	16	\$18,210.00	188.2	17	719.7	\$96.76	\$25.30
Jun/22	111	9	\$9,550.00	9	\$9,550.00	98.7	9	377.9	\$96.76	\$25.27
Total (CS-Households)	1207	100	\$111,065.00	100	\$111,065.00	1110.1	100	4243.2	\$100.05	\$26.17