



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	68	10	\$5,540.00	9	\$5,540.00	58.4	9	223.2	\$94.86	\$24.82
Jan/22	131	18	\$11,475.00	18	\$11,475.00	118.8	18	452.9	\$96.59	\$25.34
Feb/22	101	14	\$9,155.00	15	\$9,155.00	93.2	14	355.3	\$98.23	\$25.77
Mar/22	104	15	\$9,180.00	15	\$9,180.00	94.4	15	360.0	\$97.25	\$25.50
Apr/22	104	15	\$9,180.00	15	\$9,180.00	94.4	15	360.0	\$97.25	\$25.50
May/22	130	18	\$11,475.00	18	\$11,475.00	118.0	18	450.0	\$97.25	\$25.50
Jun/22	74	10	\$6,585.00	11	\$6,585.00	65.8	10	251.0	\$100.08	\$26.24
Total (CS-Households)	712	100	\$62,590.00	100	\$62,590.00	643.0	100	2452.4	\$97.34	\$25.52