

The proposed advertising schedule was prepared using the following ratings estimates:

- unduplicated reach of 197,846 for Persons 18+ or 99.9 for your target
- 173,829 Persons 18+ 3 or more times or 87.8 for your target
- 1461.4 Gross Rating Points or 877.648 Impressions(000)
- average frequency of 14.6
- average Cost Per Point of \$28.25
- average Cost Per Thousand of \$47.04

Investment for the advertising schedule: \$41285.00

Name: Scott Payne

Phone: 956-727-8888

[email: scott.payne@kgns.tv](mailto:scott.payne@kgns.tv)



Proposal ID: 841457
Market: LAREDO [186]
Station: KGNS
Schedule Date: 7/28/2025 - 2/22/2026
Spot Length(s): :30
Book: CS-Nov/2024
Report: Planner
Author: Scott Payne

Acct. Exec: Scott Payne
Phone #: 956-727-8888
Email: scott.payne@kgns.tv

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		Flight Dates: 7/28/2025-2/22/2026																										
Program Time	Spot Length	SE 1	SE 8	SE 15	SE 22	SE 29	OC 6	OC 13	OC 20	OC 27	NO 3	NO 10	NO 17	NO 24	DE 1	DE 8	DE 15	DE 22	DE 29	JA 5	JA 12	JA 19	JA 26	FE 2	DMA P18+ D.000	W k s	Rate Spots	
KYLX																												
SUN BOWL 2025	:30	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1	--	--	--	--	--	0.561	1	\$50.00
GRPs/Impressions																										0.6		1
CPP/CPM																										\$89.13		
Wed 1:00p-5:00p																												
SUPER BOWL GREATST COMMERCIALS	:30	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1	0.352	1	\$50.00
GRPs/Impressions																										0.4		1
CPP/CPM																										\$142.05		
Wed 8:00p-9:00p																												
NFL: THANKSGIVING GAME	:30	--	--	--	--	--	--	--	--	--	--	--	--	1	--	--	--	--	--	--	--	--	--	--	--	0.598	1	\$1,000.00
GRPs/Impressions														1												0.6		1
CPP/CPM														1,672.24														
Thu 3:30p-6:30p																												
BIG TEN FOOTBALL 2025	:30	1	1	1	1	1	1	1	1	1	1	1	1	1	--	--	--	--	--	--	--	--	--	--	--	0.822	13	\$20.00
GRPs/Impressions																										10.7		13
CPP/CPM																										\$24.33		
Sat 2:30p-6:00p																												
NFL Added Value	:30	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	1.618	23	\$0.00
GRPs/Impressions																										111.6		69
CPP/CPM																										\$0.00		
Sa-Su 6:00a-12:00a																												
NFL EARLY GAME	:30	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	--	--	--	--	--	4.057	18	\$350.00
GRPs/Impressions																										73		18
CPP/CPM																										\$86.27		
Sun 12:00p-3:00p																												



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Spot Length(s): :30
Book: CS-Nov/2024
Report: Planner
Author: Scott Payne

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Phone #: 956-727-8888
Email: scott.payne@kgns.tv

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KYLX																														
NFL LATE GAME	:30	1	--	--	--	--	--	--	--	1	--	1	--	1	--	1	1	--	--	--	--	--	--	--	6.875	6	\$350.00			
GRPs/Impressions																									41.3		6			
CPP/CPM																									\$50.91					
Sun 3:00p-6:30p																														
NFL LATE GAME	:30	--	--	--	--	--	--	--	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	6.875	1	\$1,000.00			
GRPs/Impressions																									6.9		1			
CPP/CPM																									\$145.45					
Sun 3:00p-6:30p																														
NFL: AFC CHAMPIONSHIP	:30	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1	--	3.774	1	\$650.00			
GRPs/Impressions																									3.8		1			
CPP/CPM																									\$172.23					
Sun 5:30p-9:00p																														
NFL: AFC DIV PLAYOFF	:30	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1	--	--	3.774	1	\$500.00			
GRPs/Impressions																									3.8		1			
CPP/CPM																									\$132.49					
Sun 5:30p-9:00p																														
KYLX Totals																								GRP/(000)		252.538	Spts: 112		\$11,910.00	
																								CPP/CPM:		\$47.16				
																								Reach:		84.9				
																								Frequency:		5.0				
NGNS																														
MONDAY NIGHT FOOTBALL	:30	--	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	--	--	--	--	--	--	5.335	16	\$400.00			
GRPs/Impressions																									85.4		16			
CPP/CPM																									\$74.98					
Mon 7:00p-10:15p																														

Note: Asterisk (*) indicates manual adjustment of estimate.

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5/30/2025 10:06:00 AM

Page 3 of 11



Proposal ID: 841457
Market: LAREDO [186]
Station: KGNS
Schedule Date: 7/28/2025 - 2/22/2026
Spot Length(s): :30
Book: CS-Nov/2024
Report: Planner
Author: Scott Payne

Acct. Exec: Scott Payne
Phone #: 956-727-8888
Email: scott.payne@kgns.tv

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		Flight Dates: 7/28/2025-2/22/2026																										
Program Time	Spot Length	SE 1	SE 8	SE 15	SE 22	SE 29	OC 6	OC 13	OC 20	OC 27	NO 3	NO 10	NO 17	NO 24	DE 1	DE 8	DE 15	DE 22	DE 29	JA 5	JA 12	JA 19	JA 26	FE 2	DMA P18+ D.000	W k s	Rate Spots	
NGNS																												
NFL WILD CARD	:30	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1	--	--	--	5.335	1	\$500.00	
GRPs/Impressions																										5.3		1
CPP/CPM																										\$93.72		
Mon 7:00p-10:15p																												
NFL Added Value	:30	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	1.703	23	\$0.00	
GRPs/Impressions																										117.5		69
CPP/CPM																										\$0.00		
M,SU 6:00a-12:00a																												
ABC COLLEGE FOOTBALL (EARLY)	:30	1	1	1	1	1	1	1	1	1	1	1	1	1	--	--	--	--	--	--	--	--	--	--	3.700	13	\$25.00	
GRPs/Impressions																										48.1		13
CPP/CPM																										\$6.76		
Sat 11:00a-2:30p																												
MONDAY NIGHT FBALL (SAT GM 1)	:30	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1	--	--	--	--	--	4.160	1	\$400.00	
GRPs/Impressions																										4.2		1
CPP/CPM																										\$96.15		
Sat 3:30p-7:00p																												
MONDAY NIGHT FBALL (SAT GM 2)	:30	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1	--	--	--	--	--	4.163	1	\$400.00	
GRPs/Impressions																										4.2		1
CPP/CPM																										\$96.08		
Sat 7:00p-10:15p																												
NFL PRO BOWL 2026	:30	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1	--	0.161	1	\$150.00	
GRPs/Impressions																										0.2		1
CPP/CPM																										\$931.68		
Sun 1:40p-5:00p																												



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Spot Length(s): :30
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Report: Planner
Author: Scott Payne

Acct. Exec: Scott Payne
Phone #: 956-727-8888
Email: scott.payne@kgns.tv

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Program Time	Spot Length	SE 1	SE 8	SE 15	SE 22	SE 29	OC 6	OC 13	OC 20	OC 27	NO 3	NO 10	NO 17	NO 24	DE 1	DE 8	DE 15	DE 22	DE 29	JA 5	JA 12	JA 19	JA 26	FE 2	DMA P18+ D.000	Weeks	Rate Spots
NGNS																											
NGNS Totals																											
																								GRP/(000)	264.786	Spts: 102	\$8,175.00
																								CPP/CPM:	\$30.87		
																								Reach:	86.5		
																								Frequency:	5.1		
OGNS																											
NFL EN TELE TEAMS TBA 11/27	:30	--	--	--	--	--	--	--	--	--	--	--	--	1	--	--	--	--	--	--	--	--	--	--	2.638	1	\$250.00
GRPs/Impressions																								2.6		1	
CPP/CPM																								\$94.77			
Thu 7:20p-10:00p																											
NFL EN TELE TEAMS TBA 10/26	:30	--	--	--	--	--	--	--	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1.896	1	\$250.00
GRPs/Impressions																								1.9		1	
CPP/CPM																								\$131.86			
Sun 7:20p-10:00p																											
OGNS Totals																											
																								GRP/(000)	4.534	Spts: 2	\$500.00
																								CPP/CPM:	\$110.28		
																								Reach:	1.9		
																								Frequency:	4.1		
KGNS																											
NFL: CINCINNATI @ BALTIMORE	:30	--	--	--	--	--	--	--	--	--	--	--	--	1	--	--	--	--	--	--	--	--	--	--	3.454	1	\$700.00
GRPs/Impressions																								3.5		1	
CPP/CPM																								\$202.66			
Thu 7:15p-10:30p																											



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KGNS																											
NFL: DALLAS @ PHILADELPHIA	:30	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	3.454	1	\$1,000.00
GRPs/Impressions																									3.5		1
CPP/CPM																									\$289.52		
Thu 7:15p-10:30p																											
NFL Addd Value	:30	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2.045	23	\$0.00
GRPs/Impressions																									141.1		69
CPP/CPM																									\$0.00		
Sa-Su 6:00a-12:00a																											
NFL: SUPER BOWL LX PREGAME	:30	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	3	0.510	1	\$150.00
GRPs/Impressions																									1.5		3
CPP/CPM																									\$294.12		
Sun 11:00a-5:30p																											
NFL DIVISIONAL: TBA (1/18/26)	:30	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1	--	--	--	0.383	1	\$650.00
GRPs/Impressions																									0.4		1
CPP/CPM																									\$1,697.13		
Sun 2:00p-5:00p																											
NFL: SUPER BOWL LX	:30	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1	*30.000	1	\$4,000.00
GRPs/Impressions																									30		1
CPP/CPM																									\$133.33		
Sun 5:30p-9:15p																											
NFL WILDCARD: TBA (1/11/26)	:30	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1	--	--	--	--	9.256	1	\$700.00
GRPs/Impressions																									9.3		1
CPP/CPM																									\$75.63		
Sun 7:15p-10:30p																											



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Program Time	Spot Length	SE	SE	SE	SE	SE	OC	OC	OC	OC	NO	NO	NO	NO	DE	DE	DE	DE	DE	JA	JA	JA	JA	FE	DMA P18+ D.000	W k s	Rate Spots
		1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2			
KGNS																											
NFL: ATLANTA @ MINNESOTA	:30	--	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	9.256	1	\$700.00
GRPs/Impressions																									9.3		1
CPP/CPM																									\$75.63		
Sun 7:15p-10:30p																											
NFL: ATLANTA @ SAN FRANCISCO	:30	--	--	--	--	--	--	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	9.256	1	\$700.00
GRPs/Impressions																									9.3		1
CPP/CPM																									\$75.63		
Sun 7:15p-10:30p																											
NFL: BALTIMORE @ BUFFALO	:30	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	9.256	1	\$700.00
GRPs/Impressions																									9.3		1
CPP/CPM																									\$75.63		
Sun 7:15p-10:30p																											
NFL: CHICAGO @ SAN FRANCISCO	:30	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1	--	--	--	--	--	--	--	9.256	1	\$700.00
GRPs/Impressions																									9.3		1
CPP/CPM																									\$75.63		
Sun 7:15p-10:30p																											
NFL: CINCINNATI @ MIAMI	:30	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1	--	--	--	--	--	--	--	--	9.256	1	\$700.00
GRPs/Impressions																									9.3		1
CPP/CPM																									\$75.63		
Sun 7:15p-10:30p																											
NFL: DENVER @ WASHINGTON	:30	--	--	--	--	--	--	--	--	--	--	--	1	--	--	--	--	--	--	--	--	--	--	--	9.256	1	\$700.00
GRPs/Impressions																									9.3		1
CPP/CPM																									\$75.63		
Sun 7:15p-10:30p																											



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		1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2			
KGNS																											
NFL: DETROIT @ KANSAS CITY	:30	--	--	--	--	--	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	9.256	1	\$700.00
GRPs/Impressions																									9.3		1
CPP/CPM																									\$75.63		
Sun 7:15p-10:30p																											
NFL: DETROIT @ PHILADELPHIA	:30	--	--	--	--	--	--	--	--	--	--	1	--	--	--	--	--	--	--	--	--	--	--	--	9.256	1	\$700.00
GRPs/Impressions																									9.3		1
CPP/CPM																									\$75.63		
Sun 7:15p-10:30p																											
NFL: GREEN BAY @ DALLAS	:30	--	--	--	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	9.256	1	\$1,000.00
GRPs/Impressions																									9.3		1
CPP/CPM																									\$108.04		
Sun 7:15p-10:30p																											
NFL: GREEN BAY @ PITTSBURGH	:30	--	--	--	--	--	--	--	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	9.256	1	\$700.00
GRPs/Impressions																									9.3		1
CPP/CPM																									\$75.63		
Sun 7:15p-10:30p																											
NFL: HOUSTON @ KANSAS CITY	:30	--	--	--	--	--	--	--	--	--	--	--	--	--	1	--	--	--	--	--	--	--	--	--	9.256	1	\$700.00
GRPs/Impressions																									9.3		1
CPP/CPM																									\$75.63		
Sun 7:15p-10:30p																											
NFL: KANSAS CITY @ NY GIANTS	:30	--	--	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	9.256	1	\$700.00
GRPs/Impressions																									9.3		1
CPP/CPM																									\$75.63		
Sun 7:15p-10:30p																											



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		1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2			
KGNS																											
NFL: MINNESOTA @ DALLAS	:30	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1	--	--	--	--	--	--	--	--	9.256	1	\$1,000.00
GRPs/Impressions																									9.3		1
CPP/CPM																									\$108.04		
Sun 7:15p-10:30p																											
NFL: NEW ENGLAND @ BUFFALO	:30	--	--	--	--	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	9.256	1	\$700.00
GRPs/Impressions																									9.3		1
CPP/CPM																									\$75.63		
Sun 7:15p-10:30p																											
NFL: PITTSBURGH @ LA CHARGERS	:30	--	--	--	--	--	--	--	--	--	1	--	--	--	--	--	--	--	--	--	--	--	--	--	9.256	1	\$700.00
GRPs/Impressions																									9.3		1
CPP/CPM																									\$75.63		
Sun 7:15p-10:30p																											
NFL: SEATTLE @ WASHINGTON	:30	--	--	--	--	--	--	--	--	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--	9.256	1	\$700.00
GRPs/Impressions																									9.3		1
CPP/CPM																									\$75.63		
Sun 7:15p-10:30p																											
NFL: TAMPA BAY @ LA RAMS	:30	--	--	--	--	--	--	--	--	--	--	--	1	--	--	--	--	--	--	--	--	--	--	--	9.256	1	\$700.00
GRPs/Impressions																									9.3		1
CPP/CPM																									\$75.63		
Sun 7:15p-10:30p																											
NFL: TBA (1/4/26)	:30	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1	--	--	--	--	--	--	9.256	1	\$700.00
GRPs/Impressions																									9.3		1
CPP/CPM																									\$75.63		
Sun 7:15p-10:30p																											



Proposal ID: 841457
Market: LAREDO [186]
Station: KGNS
Schedule Date: 7/28/2025 - 2/22/2026
Spot Length(s): :30
Book: CS-Nov/2024
Report: Planner
Author: Scott Payne

Acct. Exec: Scott Payne
Phone #: 956-727-8888
Email: scott.payne@kgns.tv

Gray does not discriminate in its advertising contracts, and it will not accept advertising intended to discriminate on the basis of race or ethnicity. Advertiser hereto affirms that nothing in this Agreement is intended to discriminate on the basis of race or ethnicity.

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Flight Dates: 7/28/2025-2/22/2026																												
Program	Spot	DMA P18+																				W	Rate					
Time	Length	SE	SE	SE	SE	SE	OC	OC	OC	OC	NO	NO	NO	NO	DE	DE	DE	DE	DE	JA	JA	JA	JA	FE	D.000	k	Spots	
		1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2		s		
KGNS																												
KGNS Totals																												
																								GRP/(000)		355.790	Spts: 95	\$20,700.00
																								CPP/CPM:		\$58.18		
																								Reach:		96.8		
																								Frequency:		6.1		

General Summary (DMA P18+ D.000)						
Description	Spots	Cost	Impressions (000)	Reach	Freq	CPM
KYLX	112	\$11,910.00	252.538	84.9	5.0	\$47.16
NGNS	102	\$8,175.00	264.786	86.5	5.1	\$30.87
OGNS	2	\$500.00	4.534	1.9	4.1	\$110.28
KGNS	95	\$20,700.00	355.790	96.8	6.1	\$58.18
LAREDO	311	\$41,285.00	877.648	99.9	14.6	\$47.04

Monthly Summary (DMA P18+ D.000)						
Description	Spots	%	Cost	%	Impressions (000)	CPM
Sep/25	57	18%	\$7,230.00	18%	162.066	\$44.61
Oct/25	58	19%	\$7,230.00	18%	165.843	\$43.60
Nov/25	76	24%	\$10,475.00	25%	223.655	\$46.84
Dec/25	50	16%	\$6,800.00	16%	152.734	\$44.52
Jan/26	45	14%	\$4,250.00	10%	105.337	\$40.35
Feb/26	25	8%	\$5,300.00	13%	68.013	\$77.93
Total (DMA P18+)	311	100%	\$41,285.00	100%	877.648	\$47.04



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Total Cost:		\$41,285.00	Signature_____
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