HAWAII NOW KHNL

Proposal ID: 32783
Schedule Date: 11/5/2016 - 11/8/2016
Spot Length(s): :30
Book: HAWAII 2016 MAY '16 (sell)
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Flight Dates: 11/5/2016-11/8/2016

Program Time	Spot Length	NO 5	NO 7	SSA P25-54 RTG	Wks	Rate Spots
KHNL						
HAWAII NEWS NOW 10P Mo-Fr 10:00p-10:30p	:30	--	1	*9.5	1	$400.00 1
HAWAII NEWS NOW 10P Sat 10:00p-10:30p	:30	1	--	*9.5	1	$400.00 1
NEWS FOLLOWING NFL Sun 6:30p-7:00p	:30	1	--	*10.6	1	$200.00 1
HAWAII NEWS NOW 10P Sun 10:00p-10:30p	:30	1	--	*6.6	1	$450.00 1
	Cost			$1,450.00		
KGMB						
HAWAII NEWS NOW SUNRISE Mo-Fr 5:00a-8:00a	:30	--	1	*5.8	1	$150.00 1
HAWAII NEWS NOW 6P Mo-Fr 6:00p-6:30p	:30	--	1	*15.2	1	$1,000.00 1
HAWAII NEWS NOW 10P M-F Mo-Fr 10:00p-10:30p	:30	--	1	*9.8	1	$800.00 1
HAWAIINEWSNOW 5P SA-SU Sat 5:00p-5:30p	:30	1	--	*10.5	1	$350.00 1
HAWAIINEWSNOW 5P SA-SU Sun 5:00p-5:30p	:30	1	--	*10.5	1	$400.00 1
	Cost			$2,700.00		

Total Cost: $4,150.00

General Summary (SSA P25-54 SA.RTG)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	Eff Reach	Net Reach
KHNL	4	$1,450.00	36.2	205.7	$40.06	$7.05	27.7	1.3	3.0	157,416
KGMB	5	$2,700.00	51.8	294.5	$52.12	$9.17	39.9	1.3	6.7	226,638
HONOLULU, HI -User D	9	$4,150.00	88.0	500.2	$47.16	$8.30	56.5	1.6	17.5	321,270

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