Core Group One
928 Nuuanu Ave., No. 100
Honolulu, HI 96817
808-526-2461

Station Estimate

Client: Workers for a Better Hawaii
Product: Caldwell Endorsement
Campaign: Mayoral Race - week #3
Flight From: 11/01/2016 to 11/07/2016

Contract No.:
Date: 10/19/2016
Buyer: melissa toyofuku

Station: KHNL+
ATTN: Patty Doo
420 Waiakamilo Road, Suite 205
Honolulu, HI 96817
Phone: 847-9337
Fax: 845-3616

Sweeps: Share May 2016 -> HUT/PUT Feb 16, Nov 15

Days/ Times	DP/ Len	Program Title/ Comml Tag	Primary Rate/ Total	Nov 01	Total Spots	DMA W 25-54 (R)	DMA P 25+ (R)
MTWRF-- 07:00A-09:00A	EM 30	TODAY SHW	$210.00 $1,050.00	5	5	1.3 $161.54	1.3 $161.54
MTWRF-- 05:30P-06:00P	EN 30	HNN AT 5:30P	$400.00 $2,000.00	5	5	1.0 $400.00	1.3 $307.69
MTWRF-- 10:30P-11:30P	LF 30	TONITE SHW-NBC	$500.00 $2,500.00	5	5	1.9 $263.16	1.8 $277.78
-----S- 10:30P-12:00A	LF 30	SAT NITE LIVE	$600.00 $600.00	1	1	1.4 $428.57	2.3 $260.87
-T----- 07:00P-08:00P	PR 30	THE VOICE	$3,000.00 $3,000.00	1	1	5.0 $600.00	5.4 $555.56
--W---- 08:00P-09:00P	PR 30	LAW&O:SVU-NBC	$1,600.00 $1,600.00	1	1	2.1 $761.90	2.6 $615.38
---R--- 08:00P-09:00P	PR 30	CHICAGO MED	$1,600.00 $1,600.00	1	1	4.6 $347.83	4.1 $390.24
----F-- 08:00P-10:00P	PR 30	DATELINE - NBC	$1,200.00 $1,200.00	1	1	2.1 $571.43	2.1 $571.43
------Su 02:00P-05:00P	SP 30	SUN NITE FTBL	$3,900.00 $3,900.00	1	1	2.7 $1,444.44	6.2 $629.03
------Su 05:30P-06:00P	EN 30	HNN AT 5	$400.00 $400.00	1	1	2.1 $190.48	3.5 $114.29
Comment: POST NFL NEWS							
M------ 07:00P-09:00P	PR 30	VOICE-NBC	$3,000.00 $3,000.00	1	1	7.5 $400.00	7.4 $405.41
M------ 09:00P-10:00P	PR 30	TIMELESS	$1,950.00 $1,950.00	1	1	4.3 $453.49	4.5 $433.33
			$22,800.00	24	24		

Monthly Totals

Month	Spots	GRP/GRIs	Dollars
Nov	24	52.8	$22,800.00
	24	52.8	$22,800.00