



VISIT MENDOCINO

Author: Gil Padia

To: ROBERTA GONZALES
 Agency: ROBERTA GONZALES PRODUCTIONS
 Advertiser: VISIT MENDOCINO
 Product: GEN AWARENESS - ROOM TO ROAM

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 Station: KTVU
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Plan Dates: 6/28/21-12/18/21
 Date 5.27.21

Demo: DMA P25-54 D.RTG, DMA P25-54 D.000

Plan to run as is:

July \$5,000 per month spend
 August \$5,000 per month spend
 September \$5,000 per month spend
 October \$10,000 per month spend
 November \$10,000 per month spend
 December \$10,000 per month spend
 Total spend \$45,000 for 6 months of advertising

PLAN A Option @ \$5K per month. Months for this plan to run July, August, Sept.

| Station | Time | Days | Program Name | Length | Rate | WK | | | | # | Total | P25-54 RTG | P25-54 CPP | P25-54 (000) | P25-54 CPM | |
|----------------------|--------------|-------|--|--------|------------|-----------|-----------|-----------|-----------|-----------|-------------------|------------|-----------------|--------------|----------------|------------|
| | | | | | | 1 | 2 | 3 | 4 | | | | | | | |
| KTVU | 5:00a-6:00a | Mo-Fr | KTVU MORNINGS ON 2 | :30 | \$250.00 | 1 | 1 | 1 | 1 | 4 | \$1,000.00 | 0.4 | \$625.00 | 10.1 | \$24.75 | |
| KTVU | 4:30a-9:00a+ | Mo-Fr | MORNING NEWS TICKER 430-9+ | :30 | \$1,000.00 | 1 | - | - | - | 1 | \$1,000.00 | 0.5 | \$2,000.00 | 12.1 | \$82.64 | |
| KTVU | 4:00a-4:00a | Mo-Su | AV ROTATORS | :30 | \$0.00 | 1 | 1 | 1 | 1 | 4 | \$0.00 | | | | | \$2,000.00 |
| KICU | 8:00a-5:00p | Mo-Fr | DAYTIME ROTATOR 8A-5P | :30 | \$25.00 | 5 | 5 | 5 | 5 | 20 | \$500.00 | 0.1 | \$250.00 | 2.4 | \$10.42 | |
| KICU | 7:00p-8:00p | Mo-Fr | BAY AREA NEWS AT 7 | :30 | \$125.00 | 1 | 1 | 1 | 1 | 4 | \$500.00 | 0.3 | \$416.67 | 7.6 | \$16.45 | |
| KICU | 7:00a-3:00a | Mo-Su | AV ROTATORS | :30 | \$0.00 | 2 | 2 | 2 | 2 | 8 | \$0.00 | | | | | \$1,000.00 |
| DIGITAL | 4:00a-4:00a | M-Su | DIGITAL FLX OTT - 14.7K imps/week | :30 | \$500.00 | 1 | 1 | 1 | 1 | 4 | \$2,000.00 | 0.0 | 0 | 14.7 | \$34.01 | |
| DIGITAL | 4:00a-4:00a | M-Su | KTVU.com Live Stream - 25,000 imps/month | :30 | \$0.00 | 1 | 0 | 0 | 0 | 1 | \$0.00 | 0.0 | 0 | 25.0 | \$0.00 | |
| DIGITAL | 4:00a-4:00a | M-Su | KTVU.com Banners - 75,000/month | :30 | \$0.00 | 1 | 0 | 0 | 0 | 1 | \$0.00 | 0.0 | 0 | 75.0 | \$0.00 | |
| FLIGHT TOTALS | | | | | | 14 | 11 | 11 | 11 | 47 | \$5,000.00 | 5.3 | \$943.40 | 289.7 | \$17.26 | |

PLAN A Option @ \$10K per month. Months for plan to run October, November, December

| Station | Time | Days | Program Name | Length | Rate | WK | | | | # | Total | P25-54 RTG | P25-54 CPP | P25-54 (000) | P25-54 CPM | |
|---------|--------------|-------|----------------------------|--------|------------|----|---|---|---|----|------------|------------|------------|--------------|------------|------------|
| | | | | | | 1 | 2 | 3 | 4 | | | | | | | |
| KTVU | 5:00a-6:00a | Mo-Fr | KTVU MORNINGS ON 2 | :30 | \$250.00 | 1 | 1 | 1 | 1 | 4 | \$1,000.00 | 0.4 | \$625.00 | 10.1 | \$24.75 | |
| KTVU | 7:00a-9:00a | Mo-Fr | KTVU MORNINGS ON 2 | :15 | \$650.00 | 1 | 0 | 1 | 0 | 2 | \$1,300.00 | 1.5 | \$433.33 | 37.1 | \$17.52 | |
| KTVU | 9:00a-10:00a | Mo-Fr | KTVU THE 9 | :30 | \$600.00 | 1 | 1 | 1 | 1 | 4 | \$2,400.00 | 1.4 | \$428.57 | 35.8 | \$16.76 | |
| KTVU | 4:30a-5:00a+ | Mo-Fr | MORNING NEWS TICKER 430-9+ | :30 | \$1,000.00 | 1 | - | - | - | 1 | \$1,000.00 | 0.5 | \$2,000.00 | 12.1 | \$82.64 | |
| KTVU | 10:00a-3:00p | Mo-Fr | DAYTIME ROTATOR 10A-3P | :30 | \$175.00 | 1 | 1 | 1 | 1 | 4 | \$700.00 | 0.8 | \$218.75 | 19.8 | \$8.84 | |
| KTVU | 4:00a-4:00a | Mo-Su | AV ROTATORS | :30 | \$0.00 | 2 | 2 | 2 | 2 | 8 | \$0.00 | | | | | \$6,400.00 |
| KICU | 8:00a-5:00p | Mo-Fr | DAYTIME ROTATOR 8A-5P | :30 | \$25.00 | 6 | 6 | 6 | 6 | 24 | \$600.00 | 0.1 | \$250.00 | 2.4 | \$10.42 | |

| | | | | | | | | | | | | | | | |
|----------------------|---------------|-------|--|-----|----------|-----------|-----------|-----------|-----------|-----------|--------------------|-------------|-----------------|--------------|----------------|
| KICU | 10:00a-11:00a | Mo-Fr | MORNINGS ON 2 ON KTVU PLUS | :30 | \$25.00 | 1 | 1 | 1 | 1 | 4 | \$100.00 | 0.1 | \$250.00 | 2.4 | \$10.42 |
| KICU | 11:00a-12:00p | Mo-Fr | NEWS NOW | :30 | \$25.00 | 1 | 1 | 1 | 1 | 4 | \$100.00 | 0.1 | \$250.00 | 1.8 | \$13.89 |
| KICU | 1:00p-2:00p | Mo-Fr | NOON NEWS | :30 | \$25.00 | 1 | 1 | 1 | 1 | 4 | \$100.00 | 0.1 | \$250.00 | 1.6 | \$15.63 |
| KICU | 7:00p-8:00p | Mo-Fr | BAY AREA NEWS AT 7 | :30 | \$125.00 | 1 | 1 | 1 | 1 | 4 | \$500.00 | 0.3 | \$416.67 | 7.6 | \$16.45 |
| KICU | 12:00p-8:00p | Sa-Su | WEEKEND ROTATOR 12P-8P | :30 | \$25.00 | 2 | 2 | 2 | 2 | 8 | \$200.00 | 0.1 | \$250.00 | 2.2 | \$11.36 |
| KICU | 7:00a-3:00a | Mo-Su | AV ROTATORS | :30 | \$0.00 | 4 | 4 | 4 | 4 | 16 | \$0.00 | | | | \$1,600.00 |
| DIGITAL | 4:00a-4:00a | M-Su | DIGITAL FLX OTT - 14.7K imps/week | :30 | \$500.00 | 1 | 1 | 1 | 1 | 4 | \$2,000.00 | 0.0 | 0 | 14.7 | \$34.01 |
| DIGITAL | 4:00a-4:00a | M-Su | KTVU.com Live Stream - 25,000 imps/month | :30 | \$0.00 | 1 | 0 | 0 | 0 | 1 | \$0.00 | 0.0 | 0 | 25.0 | \$0.00 |
| DIGITAL | 4:00a-4:00a | M-Su | KTVU.com Banners - 75,000/month | :30 | \$0.00 | 1 | 0 | 0 | 0 | 1 | \$0.00 | 0.0 | 0 | 75.0 | \$0.00 |
| FLIGHT TOTALS | | | | | | 26 | 22 | 23 | 22 | 93 | \$10,000.00 | 19.5 | \$512.82 | 636.7 | \$15.71 |

ALTERNATE OPTION WITH :15s and :30s

Option @ \$5K per month. Months for this plan to run July, August, Sept.

| Station | Time | Days | Program Name | Length | Rate | WK 1 | WK 2 | WK 3 | WK 4 | # | Total | P25-54 RTG | P25-54 CPP | P25-54 (000) | P25-54 CPM |
|----------------------|--------------|-------|--|--------|------------|-----------|-----------|-----------|-----------|-----------|-------------------|------------|-----------------|--------------|----------------|
| KTVU | 5:00a-6:00a | Mo-Fr | KTVU MORNINGS ON 2 | :15 | \$163.00 | 2 | 1 | 2 | 1 | 6 | \$978.00 | 0.4 | \$407.50 | 10.1 | \$16.14 |
| KTVU | 4:30a-9:00a+ | Mo-Fr | MORNING NEWS TICKER 430-9+ | :30 | \$1,000.00 | 1 | - | - | - | 1 | \$1,000.00 | 0.5 | \$2,000.00 | 12.1 | \$82.64 |
| KTVU | 4:00a-4:00a | Mo-Su | AV ROTATORS | :30 | \$0.00 | 1 | 1 | 1 | 1 | 4 | \$0.00 | | | | \$1,978.00 |
| KICU | 8:00a-5:00p | Mo-Fr | DAYTIME ROTATOR 8A-5P | :15 | \$16.00 | 3 | 3 | 3 | 3 | 12 | \$192.00 | 0.1 | \$160.00 | 2.4 | \$6.67 |
| KICU | 8:00a-5:00p | Mo-Fr | DAYTIME ROTATOR 8A-5P | :30 | \$25.00 | 4 | 3 | 3 | 3 | 13 | \$325.00 | 0.1 | \$250.00 | 2.4 | \$10.42 |
| KICU | 7:00p-8:00p | Mo-Fr | BAY AREA NEWS AT 7 | :30 | \$125.00 | 1 | 1 | 1 | 1 | 4 | \$500.00 | 0.3 | \$416.67 | 7.6 | \$16.45 |
| KICU | 7:00a-3:00a | Mo-Su | AV ROTATORS | :30 | \$0.00 | 2 | 2 | 2 | 2 | 8 | \$0.00 | | | | \$1,017.00 |
| DIGITAL | 4:00a-4:00a | M-Su | DIGITAL FLX OTT - 14.7K imps/week | :30 | \$500.00 | 1 | 1 | 1 | 1 | 4 | \$2,000.00 | 0.0 | 0 | 14.7 | \$34.01 |
| DIGITAL | 4:00a-4:00a | M-Su | KTVU.com Live Stream - 25,000 imps/month | :30 | \$0.00 | 1 | 0 | 0 | 0 | 1 | \$0.00 | 0.0 | 0 | 25.0 | \$0.00 |
| DIGITAL | 4:00a-4:00a | M-Su | KTVU.com Banners - 75,000/month | :30 | \$0.00 | 1 | 0 | 0 | 0 | 1 | \$0.00 | 0.0 | 0 | 75.0 | \$0.00 |
| FLIGHT TOTALS | | | | | | 17 | 12 | 13 | 12 | 54 | \$4,995.00 | 6.6 | \$756.82 | 321.9 | \$15.52 |

Option @ \$10K per month. Months for plan to run October, November, December

| Station | Time | Days | Program Name | Length | Rate | WK 1 | WK 2 | WK 3 | WK 4 | # | Total | P25-54 RTG | P25-54 CPP | P25-54 (000) | P25-54 CPM |
|---------|---------------|-------|----------------------------|--------|------------|------|------|------|------|----|------------|------------|------------|--------------|------------|
| KTVU | 5:00a-6:00a | Mo-Fr | KTVU MORNINGS ON 2 | :15 | \$163.00 | 2 | 1 | 2 | 1 | 6 | \$978.00 | 0.4 | \$407.50 | 10.1 | \$16.14 |
| KTVU | 7:00a-9:00a | Mo-Fr | KTVU MORNINGS ON 2 | :15 | \$650.00 | 1 | 0 | 1 | 0 | 2 | \$1,300.00 | 1.5 | \$433.33 | 37.1 | \$17.52 |
| KTVU | 9:00a-10:00a | Mo-Fr | KTVU THE 9 | :30 | \$600.00 | 1 | 1 | 1 | 1 | 4 | \$2,400.00 | 1.4 | \$428.57 | 35.8 | \$16.76 |
| KTVU | 4:30a-5:00a+ | Mo-Fr | MORNING NEWS TICKER 430-9+ | :30 | \$1,000.00 | 1 | - | - | - | 1 | \$1,000.00 | 0.5 | \$2,000.00 | 12.1 | \$82.64 |
| KTVU | 10:00a-3:00p | Mo-Fr | DAYTIME ROTATOR 10A-3P | :30 | \$175.00 | 1 | 1 | 1 | 1 | 4 | \$700.00 | 0.8 | \$218.75 | 19.8 | \$8.84 |
| KTVU | 4:00a-4:00a | Mo-Su | AV ROTATORS | :30 | \$0.00 | 2 | 2 | 2 | 2 | 8 | \$0.00 | | | | \$6,378.00 |
| KICU | 8:00a-5:00p | Mo-Fr | DAYTIME ROTATOR 8A-5P | :15 | \$16.00 | 2 | 2 | 2 | 2 | 8 | \$128.00 | 0.1 | \$160.00 | 2.4 | \$6.67 |
| KICU | 8:00a-5:00p | Mo-Fr | DAYTIME ROTATOR 8A-5P | :30 | \$25.00 | 5 | 5 | 5 | 3 | 18 | \$450.00 | 0.1 | \$250.00 | 2.4 | \$10.42 |
| KICU | 10:00a-11:00a | Mo-Fr | MORNINGS ON 2 ON KTVU PLUS | :30 | \$25.00 | 1 | 1 | 1 | 1 | 4 | \$100.00 | 0.1 | \$250.00 | 2.4 | \$10.42 |

| | | | | | | | | | | | | | | | | |
|----------------------|---------------|-------|--|-----|----------|-----------|-----------|-----------|-----------|------------|-------------------|-------------|-----------------|--------------|----------------|------------|
| KICU | 11:00a-12:00p | Mo-Fr | NEWS NOW | :15 | \$16.00 | 2 | 2 | 2 | 1 | 7 | \$112.00 | 0.1 | \$160.00 | 1.8 | \$8.89 | |
| KICU | 1:00p-2:00p | Mo-Fr | NOON NEWS | :15 | \$16.00 | 2 | 2 | 2 | 2 | 8 | \$128.00 | 0.1 | \$160.00 | 1.6 | \$10.00 | |
| KICU | 7:00p-8:00p | Mo-Fr | BAY AREA NEWS AT 7 | :30 | \$125.00 | 1 | 1 | 1 | 1 | 4 | \$500.00 | 0.3 | \$416.67 | 7.6 | \$16.45 | |
| KICU | 12:00p-8:00p | Sa-Su | WEEKEND ROTATOR 12P-8P | :30 | \$25.00 | 2 | 2 | 2 | 2 | 8 | \$200.00 | 0.1 | \$250.00 | 2.2 | \$11.36 | |
| KICU | 7:00a-3:00a | Mo-Su | AV ROTATORS | :30 | \$0.00 | 4 | 4 | 4 | 4 | 16 | \$0.00 | | | | | \$1,618.00 |
| DIGITAL | 4:00a-4:00a | M-Su | DIGITAL FLX OTT - 14.7K imps/week | :30 | \$500.00 | 1 | 1 | 1 | 1 | 4 | \$2,000.00 | 0.0 | 0 | 14.7 | \$34.01 | |
| DIGITAL | 4:00a-4:00a | M-Su | KTVU.com Live Stream - 25,000 imps/month | :30 | \$0.00 | 1 | 0 | 0 | 0 | 1 | \$0.00 | 0.0 | 0 | 25.0 | \$0.00 | |
| DIGITAL | 4:00a-4:00a | M-Su | KTVU.com Banners - 75,000/month | :30 | \$0.00 | 1 | 0 | 0 | 0 | 1 | \$0.00 | 0.0 | 0 | 75.0 | \$0.00 | |
| FLIGHT TOTALS | | | | | | 30 | 25 | 27 | 22 | 104 | \$9,996.00 | 21.2 | \$471.51 | 673.5 | \$14.84 | |