



Proposal ID: 14314
 Schedule Date: 12/29/2014 - 12/27/2015
 Spot Length(s): :30

Acct. Exec: Patty Kirby
 Email: carysava@yahoo.com
 Web Site: www.kgns.tv

This Agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising.

Flight 1														Flight Dates: 12/29/2014-3/29/2015		
Program Time	Spot Length	DE	JA	JA	JA	JA	FE	FE	FE	FE	MR	MR	MR	MR	Weeks	Rate Spots
KGNS																
All Day Rotator	:30	8	8	8	8	8	8	8	8	8	7	7	7	7	13	\$75.00
Mo-Su 6:00a-12:00a																
KGNS Totals																
															\$7,500.00	
														Spts:	100	

Flight 1 General Summary (DMA HH D.RTG)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	E.Reach	N.Reach	Pop
KGNS	100	\$7,500	370.0	275.200	\$20.27	\$27.25	49.8	7.4	38.8	36,955	74,260



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Flight 2														Flight Dates: 3/30/2015-6/28/2015		
Program Time	Spot Length	MR	AP	AP	AP	AP	MY	MY	MY	MY	JN	JN	JN	JN	Weeks	Rate Spots
KGNS																
All Day Rotator	:30	8	8	8	8	8	8	8	8	8	7	7	7	7	13	\$75.00
Mo-Su 6:00a-12:00a																
KGNS Totals																
															\$7,500.00	
														Spts:	100	

Flight 2 General Summary (DMA HH D.RTG)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	E.Reach	N.Reach	Pop
KGNS	100	\$7,500	370.0	275.200	\$20.27	\$27.25	49.8	7.4	38.8	36,955	74,260



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Flight 3														Flight Dates: 6/29/2015-9/27/2015		
Program Time	Spot Length	JN	JL	JL	JL	JL	AU	AU	AU	AU	AU	SE	SE	SE	Weeks	Rate Spots
KGNS																
All Day Rotator	:30	8	8	8	8	8	8	8	8	8	7	7	7	7	13	\$75.00
																100
KGNS Totals																\$7,500.00
																Spts: 100

Flight 3 General Summary (DMA HH D.RTG)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	E.Reach	N.Reach	Pop
KGNS	100	\$7,500	370.0	275.200	\$20.27	\$27.25	49.8	7.4	38.8	36,955	74,260



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Flight 4														Flight Dates: 9/28/2015-12/27/2015		
Program Time	Spot Length	SE	OC	OC	OC	OC	NO	NO	NO	NO	NO	DE	DE	DE	Wk	Rate Spots
KGNS																
All Day Rotator	:30	8	8	8	8	8	8	8	8	8	7	7	7	7	13	\$75.00
Mo-Su 6:00a-12:00a																
KGNS Totals																
															\$7,500.00	Spts: 100

Flight 4 General Summary (DMA HH D.RTG)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	E.Reach	N.Reach	Pop
KGNS	100	\$7,500	370.0	275.200	\$20.27	\$27.25	49.8	7.4	38.8	36,955	74,260

Total Cost:	\$30,000.00	Signature _____
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General Summary (DMA HH D.RTG)

Name	Spots	Cost	Imp(000)	Reach	Freq	Eff Reach	Net Reach	Pop
KGNS	400	\$30,000.00	1100.800	91.7	16.1	81.5	68,130	74,260