



MULTICULTURAL TOYOTA FEB EST 14081

Revision #: Date: 1/14/2026
11:57 AM

Client: Northern California Dealers Association

Media: TV

Product: Asian Multicultural ACM TV

Market: Sacramento

Primary Demo: Adults 25-54

Separation between spots: 30

Estimate: 14081

Description: Toyota_2026 February Multicultural ACM TV

Flight Start Date: 2/2/2026 03:00 AM

Flight End Date: 3/1/2026 02:59 AM

Survey: Nov25 DMA Nielsen Live+1

Buyer: Tracey Tschappat

Vendor: CRTV-TV

Send Billing To: H/L Agency San Francisco
100 Webster Street

Oakland, CA 94607

Phone: 415-434-8500

Fax: 415-544-4151

Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks 2/2	2/9	2/16	2/23	Total Spots	Adults 25-54 Rtg/CPP
CRTV-TV										
1	MTuWThFSaSu 8:00p-9:00p MANDARIN NEWS	PT	\$65.00	30	0	3	0	0	3	0.0 \$0.00
2	MTuWThF 9:00p-11:30p MANDARIN DRAMA/ENTERTAINMENT	PT	\$65.00	30	0	3	0	0	3	0.0 \$0.00
3	SaSu 9:00p-12:00a MANDARIN ENTERTAINMENT	PT	\$65.00	30	0	1	0	0	1	0.0 \$0.00
4	MTuWThFSaSu 7:00p-12:00a CANTONESE/MANDARIN ROTATION	RT	\$45.00	30	0	1	0	0	1	0.0 \$0.00
Total Spots:					0	8	0	0	8	
Total GRP/GIMP(000):					0.0	0.0	0.0	0.0		0.0
Total CPP/CPM:										\$0.00
Total Cost:			\$500.00							8

Signature: _____
Please sign and return for confirmation

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Summary by Week

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Week No.	Week Date	Total Spots	STN Gross	PCT	Adults 25-54		
					CPP	GRP	PCT
1	2/2/2026	0	\$0.00	0%	\$0.00	0.0	0%
2	2/9/2026	8	\$500.00	100%	\$0.00	0.0	0%
3	2/16/2026	0	\$0.00	0%	\$0.00	0.0	0%
4	2/23/2026	0	\$0.00	0%	\$0.00	0.0	0%
Market Total:		8	\$500.00		\$0.00	0.0	



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Market	Total Spots	STN Gross	PCT	Adults 25-54				
				CPP	GRP	PCT		
Sacramento	8	\$500.00	100%	\$0.00	0.0	0%		
Estimate Total:	8	\$500.00			0.0			