



Revision #: Date: 1/20/2026  
1:14 PM

**Client:** Thunder Valley Casino Resort      **Estimate:** 10882  
**Media:** TV      **Description:** Y26 TVCR-Asian- Q2 Jan-Mar - Television- Video  
**Product:** Asian      **Flight Start Date:** 1/12/2026 03:00 AM  
**Market:** Sacramento      **Flight End Date:** 3/29/2026 02:59 AM  
**Primary Demo:** Adults 35-64  
**Separation between spots:** 30      **Buyer:** Mary Jo Papaleo

Daypart Program	Daypart Code	STN Gross	Dur							Total Spots	Adults 35-64 Rtg	
				Wks	1/19	1/26	2/2	2/9	3/16	3/23		
<b>CROSSINGS TV Sacramento-TV</b>												
MTuWThF 11:00a-11:30a Vietnamese News	DT	\$50.00	30	3	3	3	3	3	3	3	18	0.0
MTuWThF 11:30a-12:00p Vietnamese Variety /Talkd	DT	\$50.00	30	3	3	3	3	3	3	3	18	0.0
MTuWThF 12:00p- 1:00p Vietnamese Drama	DT	\$50.00	30	3	3	3	3	3	3	3	18	0.0
SaSu 11:00a-12:00p Vietnamese Variety/Talk	RT	\$50.00	30	2	2	2	2	2	2	2	12	0.0
SaSu 12:00p- 1:00p Vietnamese Drama	WK	\$50.00	30	2	2	2	2	2	2	2	12	0.0
MTuWThFSa 6:00a- 7:00a Mandarin News	RT	\$40.00	30	4	4	4	4	4	4	4	24	0.0
MTuWThFSaSu 8:00p- 9:00p Shanghai TV Primetime News	RT	\$60.00	30	2	2	2	2	2	2	2	12	0.0
MTuWThF 9:00p-10:00p Mandarin Drama	PT	\$60.00	30	2	2	2	2	2	2	2	12	0.0
SaSu 9:00p-12:00a Mandarin Variety	RT	\$40.00	30	4	4	4	4	4	4	4	24	0.0
				<b>Total Spots:</b>	25	25	25	25	25	25	150	
				<b>Total GRP/GIMP(000):</b>	0.0	0.0	0.0	0.0	0.0	0.0	150	0.0
<b>Total Cost:</b>		\$7,260.00										

Terms & Conditions:



# Summary by Station/System

Date: 1/20/2026  
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**Separation between spots:** 30      **Buyer:** Mary Jo Papaleo

Station	Total Spots	STN Gross	PCT	Adults 35-64		
				GRP	PCT	
<b>CROSSINGS TV Sacramento-TV</b>						
	150	\$7,260.00	100%	0.0	0%	
<b>Market Total:</b>	150	\$7,260.00		0.0		



# Summary by Station/Month

Date: 1/20/2026  
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**Client:** Thunder Valley Casino Resort      **Estimate:** 10882  
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Station	Month	Total Spots	STN Gross	PCT
<b>CROSSINGS TV Sacramento-TV</b>				
	JAN 26	25	\$1,210.00	17%
	FEB 26	75	\$3,630.00	50%
	MAR 26	50	\$2,420.00	33%
<b>Market Total:</b>				
	JAN 26	25	\$1,210.00	17%
	FEB 26	75	\$3,630.00	50%
	MAR 26	50	\$2,420.00	33%
		150	\$7,260.00	



# Summary by Daypart

Date: 1/20/2026

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**Primary Demo:** Adults 35-64  
**Separation between spots:** 30      **Buyer:** Mary Jo Papaleo

Daypart	Total Spots	STN Gross	PCT	Adults 35-64		
				GRP	PCT	
DT						
PT	54	\$2,700.00	37%	0.0	0%	
RT	12	\$720.00	10%	0.0	0%	
WK	72	\$3,240.00	45%	0.0	0%	
	12	\$600.00	8%	0.0	0%	
<b>Market Total:</b>	150	\$7,260.00		0.0		



# Summary by Week

Date: 1/20/2026

1:14 PM

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**Primary Demo:** Adults 35-64  
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Week No.	Week Date	Total Spots	STN Gross	PCT	Adults 35-64		
					GRP	PCT	
2	1/19/2026	25	\$1,210.00	17%	0.0	0%	
3	1/26/2026	25	\$1,210.00	17%	0.0	0%	
4	2/2/2026	25	\$1,210.00	17%	0.0	0%	
5	2/9/2026	25	\$1,210.00	17%	0.0	0%	
10	3/16/2026	25	\$1,210.00	17%	0.0	0%	
11	3/23/2026	25	\$1,210.00	17%	0.0	0%	
<b>Market Total:</b>		150	\$7,260.00		0.0		



# Summary by Daypart/Week

Date: 1/20/2026

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<b>Daypart</b>		<b>1/19</b>	<b>1/26</b>	<b>2/2</b>	<b>2/9</b>	<b>3/16</b>	<b>3/23</b>	<b>Total</b>
DT	SPOTS	9	9	9	9	9	9	54
	GRP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	STN Gross	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$2,700.00
PT	SPOTS	2	2	2	2	2	2	12
	GRP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	STN Gross	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$720.00
RT	SPOTS	12	12	12	12	12	12	72
	GRP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	STN Gross	\$540.00	\$540.00	\$540.00	\$540.00	\$540.00	\$540.00	\$3,240.00
WK	SPOTS	2	2	2	2	2	2	12
	GRP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	STN Gross	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$600.00
<b>Total</b>	SPOTS	25	25	25	25	25	25	150
	GRP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	STN Gross	\$1,210.00	\$1,210.00	\$1,210.00	\$1,210.00	\$1,210.00	\$1,210.00	\$7,260.00



# Summary by Length

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Spot Length	Total Spots	STN Gross	PCT	Adults 35-64		GRP	PCT
				GRP	PCT		
30	150	\$7,260.00	100%			0.0	0%
<b>Market Total:</b>				0.0			



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Station	1/19	1/26	2/2	2/9	3/16	3/23	Total
CROSSINGS TV Sacramento-TV							
SPOTS	25	25	25	25	25	25	150
GRP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
STN Gross \$1,210.00 \$1,210.00 \$1,210.00 \$1,210.00 \$1,210.00 \$1,210.00 \$7,260.00							
<b>Total</b>	SPOTS	25	25	25	25	25	150
	GRP	0.0	0.0	0.0	0.0	0.0	0.0
	STN Gross	\$1,210.00	\$1,210.00	\$1,210.00	\$1,210.00	\$1,210.00	\$7,260.00



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Station	Spot Length	Total Spots	STN Gross	PCT	Adults 35-64		GRP	PCT	
<b>CROSSINGS TV Sacramento-TV</b>									
	30	150	\$7,260.00	100%			0.0	0%	
<b>Market Total:</b>									
		150	\$7,260.00				0.0		