



2026 Crossings TV Media Proposal

Agency:	Misfit
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Address:	2525 Alluvial Ave, Ste. 281 Clovis, CA 93611
Billing Cycle:	Broadcast
Market:	LA, SF, CVC
Proposed Budget Gross	\$ 79,000.36
Proposed Budget Net	\$ 73,075.33
Date	1/7/2026
Agency commission	7.50%

Airtime

California-Los Angeles Spectrum 1519			February				April				May				June				Total Units	Gross	NET	Estimated Impressions	
Language Block	Day Part/ Program	Unit Value Gross	26-Jan	2-Feb	9-Feb	16-Feb	30-Mar	6-Apr	13-Apr	20-Apr	27-Apr	4-May	11-May	18-May	25-May	1-Jun	8-Jun	15-Jun					22-Jun
BONUS	Cantonese News	M-F 7p-9p	\$ 117.65	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 6,000.15	\$ 5,550.14	5,582,137
	Mandarin News	M-Sun 8p-9p	\$ 117.65	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 6,000.15	\$ 5,550.14	
	Chinese	R05	\$ -	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	102	\$ -	\$ -	
BONUS	Filipino News and Talk	M-F 4p-5p, 6p-7p	\$ 117.65	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 6,000.15	\$ 5,550.14	1,462,071
	Filipino	R05	\$ -	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ -	\$ -	
	Korean News & Entertainment	M-Sun 8a-10a	\$ 117.65	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 6,000.15	\$ 5,550.14	
BONUS	Korean	R05	\$ -	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	34	\$ -	\$ -	1,115,353
	Vietnamese News /Variety	M-Sun 11a-12p	\$ 117.65	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 6,000.15	\$ 5,550.14	
	Vietnamese	R05	\$ -	3	3	3	3	3	3	3	3	2	2	2	2	2	2	2	2	43	\$ -	\$ -	
BONUS	Paid			15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	255	\$ 30,000.75	\$ 27,750.69	9,541,834
	Bonus			14	14	14	14	14	14	14	14	13	13	13	13	13	13	13	13	230	\$ -	\$ -	

California-San Francisco Xfinity TV 9131 and KQTA 15.3			February				April				May				June				Total Units	Gross	NET	Estimated Impressions	
Language Block	Day Part/ Program	Unit Value Gross	26-Jan	2-Feb	9-Feb	16-Feb	30-Mar	6-Apr	13-Apr	20-Apr	27-Apr	4-May	11-May	18-May	25-May	1-Jun	8-Jun	15-Jun					22-Jun
BONUS	Cantonese News	M-F 7p-8p	\$ 117.65	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 6,000.15	\$ 5,550.14	9,851,801
	Mandarin News	M-Sun 8p-9p	\$ 117.65	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 6,000.15	\$ 5,550.14	
	Chinese	RDS	\$ -	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	102	\$ -	\$ -	
BONUS	Filipino News and Talk	M-F 4p-Sat 6p-7p	\$ 117.65	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 6,000.15	\$ 5,550.14	1,970,241
	Filipino	RDS	\$ -	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ -	\$ -	
	Korean News & Entertainment	M-Sun 8a-10a	\$ 117.65	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 6,000.15	\$ 5,550.14	
BONUS	Korean	RDS	\$ -	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	34	\$ -	\$ -	432,178
	Vietnamese News/Variety	M-Sun 11a-12p	\$ 117.65	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 6,000.15	\$ 5,550.14	
	Vietnamese	RDS	\$ -	3	3	3	3	3	3	3	3	2	2	2	2	2	2	2	2	43	\$ -	\$ -	
BONUS	Paid			15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	255	\$ 30,000.75	\$ 27,750.69	12,978,301
	Bonus			14	14	14	14	14	14	14	14	13	13	13	13	13	13	13	13	230	\$ -	\$ -	

California-Central Valley Xfinity TV 398 and KBTU-CD 8.2			February				April				May				June				Total Units	Gross	NET	Estimated Impressions		
Language Block	Day Part/ Program	Unit Value Gross	26-Jan	2-Feb	9-Feb	16-Feb	30-Mar	6-Apr	13-Apr	20-Apr	27-Apr	4-May	11-May	18-May	25-May	1-Jun	8-Jun	15-Jun					22-Jun	
BONUS	Cantonese News	\$ 58.82	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 3,999.82	\$ 2,774.83	1,341,986	
	Mandarin News	\$ 58.82	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 3,999.82	\$ 2,774.83		
	Chinese	ROS	\$ -	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	68	\$ -	\$ -		
BONUS	Hmong News & Entertainment	\$ 58.82	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	68	\$ 3,999.76	\$ 3,699.78	700,056	
	Hmong	ROS	\$ -	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	60	\$ -	\$ -		
	Filipino News and Talk	\$ 58.82	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 3,999.82	\$ 2,774.83		
BONUS	Filipino	ROS	\$ -	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ -	\$ -	788,265	
	Korean News & Entertainment	\$ 58.82	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 3,999.82	\$ 2,774.83		
	Korean	ROS	\$ -	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ -	\$ -		
BONUS	Vietnamese News /Variety	\$ 58.82	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 3,999.82	\$ 2,774.83	552,528	
	Vietnamese	ROS	\$ -	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ -	\$ -		
	Paid			19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	323	\$ 18,998.86		\$ 17,573.95
Bonus			17	17	17	17	17	17	17	17	17	16	16	16	16	16	16	16	16	16	281	\$ -	\$ -	3,605,777

Summary of Investment

Markets	Total Paid Units	Bonus Units	Total Paid+Bonus	Gross	Net	Impression Estimates
Los Angeles	255	230	485	\$ 30,000.75	\$ 27,750.69	9,541,834
San Francisco	255	230	485	\$ 30,000.75	\$ 27,750.69	12,978,301
Central Valley	323	281	604	\$ 18,998.86	\$ 17,573.95	3,605,777
Total Airtime	833	741	1574	\$ 79,000.36	\$ 73,075.33	26,125,912

Thank you and we appreciate your partnership

Approved 1/16/2026

Judy Soper