



ACM TOYOTA MARCH EST 13930

Revision #: Date: 1/14/2026
1:55 PM

Client: Northern California Dealers Association **Estimate:** 13930 **Vendor:** CRTV-TV **Send Billing To:** H/L Agency San Francisco
Media: TV **Description:** Toyota_2026 March ACM TV 100 Webster Street
Product: Asian Traffic Adult TV (25-54) **Flight Start Date:** 3/2/2026 03:00 AM
Market: Sacramento **Flight End Date:** 4/5/2026 02:59 AM Oakland, CA 94607
Primary Demo: Adults 25-54 **Survey:** Nov25 DMA Nielsen Live+1 **Phone:** 415-434-8500
Separation between spots: 30 **Buyer:** Tracey Tschappat **Fax:** 415-544-4151

Estimate Comments: EXACT FLIGHT DATES: 3/18/26 - 3/30/26

Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks					Total Spots	Adults 25-54 Rtg/CPP	
					3/2	3/9	3/16	3/23	3/30			
CRTV-TV												
1	MTuWThF 1:00p- 2:00p HINDI NEWS/TALK	EF	\$50.00	30	0	0	0	2	1	3	0.0 \$0.00	
2	MTuWThF 6:30p- 7:00p Filipino news	EN	\$65.00	30	0	0	0	2	1	3	0.0 \$0.00	
3	MTuWThF 7:00p- 8:00p CANTONESE NEWS/TALK	PA	\$65.00	30	0	0	0	2	1	3	0.0 \$0.00	
4	MTuWThFSaSu 7:00p- 12:00a ASIAN ROTATOR	PT	\$0.00	30	0	0	0	2	1	3	0.0 \$0.00	
5	MTuWThFSaSu 8:00p- 9:00p MANDARIN NEWS	PT	\$65.00	30	0	0	0	2	1	3	0.0 \$0.00	
6	MTuWThF 9:00p-11:30p MANDARIN DRAMA/ENTERTAINMENT	PT	\$65.00	30	0	0	0	2	1	3	0.0 \$0.00	
7	SaSu 9:00p-12:00a MANDARIN ENTERTAINMENT	PT	\$65.00	30	0	0	1	1	0	2	0.0 \$0.00	
8	WThF 1:00p- 2:00p HINDI NEWS/TALK	EF	\$50.00	30	0	0	3	0	0	3	0.0 \$0.00	
9	WThF 6:30p- 7:00p Filipino news	EN	\$65.00	30	0	0	3	0	0	3	0.0 \$0.00	
10	WThF 7:00p- 8:00p CANTONESE NEWS/TALK	PA	\$65.00	30	0	0	3	0	0	3	0.0 \$0.00	



ACM TOYOTA MARCH EST 13930

Revision #: Date: 1/14/2026
1:55 PM

Client: Northern California Dealers Association **Estimate:** 13930 **Vendor:** CRTV-TV **Send Billing To:** H/L Agency San Francisco
Media: TV **Description:** Toyota_2026 March ACM TV 100 Webster Street
Product: Asian Traffic Adult TV (25-54) **Flight Start Date:** 3/2/2026 03:00 AM
Market: Sacramento **Flight End Date:** 4/5/2026 02:59 AM Oakland, CA 94607
Primary Demo: Adults 25-54 **Survey:** Nov25 DMA Nielsen Live+1 **Phone:** 415-434-8500
Separation between spots: 30 **Buyer:** Tracey Tschappat **Fax:** 415-544-4151

Estimate Comments: EXACT FLIGHT DATES: 3/18/26 - 3/30/26

Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks					Total Spots	Adults 25-54 Rtg/CPP	
					3/2	3/9	3/16	3/23	3/30			
CRTV-TV												
11	WThFSaSu 7:00p-12:00a	PT	\$0.00	30	0	0	3	0	0	3	0.0	\$0.00
	ASIAN ROTATOR											
12	WThFSaSu 8:00p- 9:00p	PT	\$65.00	30	0	0	3	0	0	3	0.0	\$0.00
	MANDARIN NEWS											
13	WThF 9:00p-11:30p	PT	\$65.00	30	0	0	3	0	0	3	0.0	\$0.00
	MANDARIN DRAMA/ENTERTAINMENT											
Total Spots:					0	0	19	13	6	38	0.0	
Total GRP/GIMP(000):					0.0	0.0	0.0	0.0	0.0	38	0.0	\$0.00
Total CPP/CPM:												
Total Cost:					\$1,990.00					38		

Signature: _____
Please sign and return for confirmation

Disclaimer:

Terms & Conditions:



ACM TOYOTA MARCH EST 13930

Summary by Week

Date: 1/14/2026

1:55 PM

Client: Northern California Dealers Association **Estimate:** 13930
Media: TV **Description:** Toyota_2026 March ACM TV
Product: Asian Traffic Adult TV (25-54) **Flight Start Date:** 3/2/2026 03:00 AM
Market: Sacramento **Flight End Date:** 4/5/2026 02:59 AM
Primary Demo: Adults 25-54 **Survey:** Nov25 DMA Nielsen Live+1
Separation between spots: 30 **Buyer:** Tracey Tschappat

Send Billing To: H/L Agency San Francisco
100 Webster Street
Oakland, CA 94607
Phone: 415-434-8500
Fax: 415-544-4151

Estimate Comments: EXACT FLIGHT DATES: 3/18/26 - 3/30/26

Week No.	Week Date	Total Spots	STN Gross	PCT	Adults 25-54		
					CPP	GRP	PCT
1	3/2/2026	0	\$0.00	0%	\$0.00	0.0	0%
2	3/9/2026	0	\$0.00	0%	\$0.00	0.0	0%
3	3/16/2026	19	\$995.00	50%	\$0.00	0.0	0%
4	3/23/2026	13	\$685.00	34%	\$0.00	0.0	0%
5	3/30/2026	6	\$310.00	16%	\$0.00	0.0	0%
Market Total:		38	\$1,990.00		\$0.00	0.0	



ACM TOYOTA MARCH EST 13930

Summary by Market

Date: 1/14/2026

1:55 PM

Client: Northern California Dealers Association **Estimate:** 13930
Media: TV **Description:** Toyota_2026 March ACM TV
Product: Asian Traffic Adult TV (25-54) **Flight Start Date:** 3/2/2026 03:00 AM
Flight End Date: 4/5/2026 02:59 AM
Primary Demo: Adults 25-54 **Survey:** Nov25 DMA Nielsen Live+1
Separation between spots: 30 **Buyer:** Tracey Tschappat

Send Billing To: H/L Agency San Francisco
100 Webster Street
Oakland, CA 94607
Phone: 415-434-8500
Fax: 415-544-4151

Estimate Comments: EXACT FLIGHT DATES: 3/18/26 - 3/30/26

Market	Total Spots	STN Gross	PCT	Adults 25-54		
				CPP	GRP	PCT
Sacramento						
	38	\$1,990.00	100%	\$0.00	0.0	0%
Estimate Total:						
	38	\$1,990.00		0.0		