



MULTICULTURAL TOYOTA JAN EST 14080

Revision #: **Date:** 1/14/2026
11:47 AM

Client: Northern California Dealers Association **Estimate:** 14080 **Vendor:** CRTV-TV **Send Billing To:** H/L Agency San Francisco
Media: TV **Description:** Toyota_2026 January Multicultural ACM TV **Address:** 100 Webster Street
Product: Asian Multicultural ACM TV **Flight Start Date:** 1/5/2026 03:00 AM
Market: Sacramento **Flight End Date:** 2/1/2026 02:59 AM **City:** 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

Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks					Total Spots	Adults 25-54
						1/5	1/12	1/19	1/26		
CRTV-TV											
1	MTuWThFSaSu 8:00p-9:00p MANDARIN NEWS	PT	\$65.00	30		0	0	3	0	3	0.0
2	MTuWThF 9:00p-11:30p MANDARIN DRAMA/ENTERTAINMENT	PT	\$65.00	30		0	0	3	0	3	\$0.00
3	SaSu 9:00p-12:00a MANDARIN ENTERTAINMENT	PT	\$65.00	30		0	0	1	0	1	0.0
4	MTuWThFSaSu 7:00p-12:00a CANTONESE/MANDARIN ROTATION	RT	\$45.00	30		0	0	1	0	1	\$0.00
Total Spots:						0	0	8	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

Disclaimer:

Terms & Conditions:



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Summary by Week

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100 Webster Street
Oakland, CA 94607
Phone: 415-434-8500
Fax: 415-544-4151

Week No.	Week Date	Total Spots	STN Gross	PCT	Adults 25-54		
					CPP	GRP	PCT
1	1/5/2026	0	\$0.00	0%	\$0.00	0.0	0%
2	1/12/2026	0	\$0.00	0%	\$0.00	0.0	0%
3	1/19/2026	8	\$500.00	100%	\$0.00	0.0	0%
4	1/26/2026	0	\$0.00	0%	\$0.00	0.0	0%
Market Total:		8	\$500.00		\$0.00	0.0	



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Summary by Market

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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			