

Client: NYS Department of Health **Estimate:** 2824
Media: TV **Description:** NYSOH Open Enrollment 1q26 TV
Product: NYSOH
Market: New York
Flight Date: 1/5/2026-1/31/2026

of SPOTS PER WEEK

Station	Day	Time	Program	Dur	1/5 1/11	1/12 1/18	1/19 1/25	1/26 1/31	Total Spots	STN Gross Cost
CROSSINGS TV- TV	M-Su	7:00p-11:00p	PRIME	30	5	0	0	0	5	\$0.00
			MANDARIN							
	M-Su	6:00a- 7:00a	PHOENIX EXPRESS	15	2	0	0	0	2	\$0.00
			MANDARIN							
	M-Su	6:00a- 7:00a	PHOENIX EXPRESS	30	2	0	0	0	2	\$0.00
			MANDARIN							
	M-F	7:00p- 8:00p	NEWS HOUR	30	2	0	0	0	2	\$0.00
			CANTONESE							
	M-F	7:00p- 8:00p	NEWS HOUR	15	2	0	0	0	2	\$0.00
			CANTONESE							
	M-Su	7:00p-11:00p	PRIME	15	5	0	0	0	5	\$0.00
			MANDARIN							
	M-F	11:30p-12:00a	PHOENIX NEWS	30	2	0	0	0	2	\$0.00
			CANTONESE							
	M-F	11:30p-12:00a	PHOENIX NEWS	15	2	0	0	0	2	\$0.00
			CANTONESE							
	M-Su	7:00p-12:00a	GOODWILL BONUS	15	0	2	2	0	4	\$0.00
	M-Su	7:00p-12:00a	GOODWILL BONUS	30	0	2	2	0	4	\$0.00
	M-Sa	6:00a- 7:00a	PHOENIX EXPRESS	15	0	2	1	1	4	\$25.00
			MANDARIN							
	M-Sa	6:00a- 7:00a	PHOENIX EXPRESS	30	0	2	3	3	8	\$50.00
			MANDARIN							
	M-F	7:00p- 8:00p	NEWS HOUR	30	0	2	1	1	4	\$50.00
			CANTONESE							
	M-F	7:00p- 8:00p	NEWS HOUR	15	0	2	3	3	8	\$25.00
			CANTONESE							
	M-Su	7:00p-11:00p	PRIME	15	0	6	7	0	13	\$25.00
			MANDARIN							
	M-Su	7:00p-11:00p	PRIME	30	0	4	3	0	7	\$50.00
			MANDARIN							
	M-F	11:30p-12:00a	PHOENIX NEWS	30	0	2	1	1	4	\$50.00
			CANTONESE							

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	M-F	11:30p-12:00a	PHOENIX NEWS	15	0	2	3	3	8	\$25.00
			CANTONESE							
	M-Sa	7:00p-10:00p	GOODWILL BONUS	15	0	0	0	2	2	\$0.00
	M-Sa	7:00p-10:00p	GOODWILL BONUS	30	0	0	0	2	2	\$0.00
	M-Sa	7:00p-10:00p	PRIME	15	0	0	0	9	9	\$25.00
			MANDARIN							
	M-Sa	7:00p-10:00p	PRIME	30	0	0	0	4	4	\$50.00
			MANDARIN							
Station Total:									103	\$2,400.00
Spots Per Week					22	26	26	29	103	

SCHEDULE TOTALS

TOTAL SPOTS: 103
 TOTAL COST: \$2,400.00