



Client Impact Marketing : Big Valley Ford
Contact: Phillip Guuthier
Email: phillip@impactcalifornia.com
TV Station Crossings TV Xfinity TV 398 and KBTU CD 8.2
Market Central Valley

Central Valley Market

Flight Schedule: January - June 2026
Languages Tagalog(Filipino), South Asian , Chinese, Korean and Hmong
Billing: Broadcast

Q1-2026

Programming	Gross per:30	Discounted	January		February				March					Units	Gross
			12-Jan	19-Jan	26-Jan	2-Feb	9-Feb	16-Feb	23-Feb	2-Mar	9-Mar	16-Mar	23-Mar		
Filipino News M-F 4p-5p,6:30p-7p and Talk 6p-6:30p	\$ 50.00	\$ 30.00	7	7	5	5	5	5	5	5	5	5	5	59	\$ 1,770.00
Filipino ROS	\$ 40.00	\$ -	4	4	4	4	4	4	4	4	4	4	4	44	\$ -
Hindi News & Variety M-F 1p-2p / Hindi Variety Sat -Sun 1p-4p	\$ 50.00	\$ 30.00	6	5	5	5	5	5	5	5	5	5	4	55	\$ 1,650.00
Punjabi News M-F 2p-4p	\$ 50.00	\$ 30.00	5	5	4	4	4	4	3	3	3	3	3	41	\$ 1,230.00
South Asian ROS	\$ 40.00	\$ -	8	8	8	8	8	8	8	8	8	8	8	88	\$ -
Chinese News (M-Sat 6a-7a,M-Sun 7p-9p)	\$ 70.00	\$ 30.00	5	5	4	4	4	4	2	2	2	2	2	36	\$ 1,080.00
Chinese ROS	\$ 70.00	\$ -	3	3	4	4	4	4	2	2	2	2	2	32	\$ -
Korean News M-F 8a-9a	\$ 50.00	\$ 30.00	3	3	3	3	3	3	2	2	2	2	2	28	\$ 840.00
Korean ROS	\$ 50.00	\$ -	2	2	2	2	2	2	2	2	2	2	2	22	\$ -
Hmong News and Entertainment Sat-Sun 6p-8p	\$ 50.00	\$ 30.00	2	2	2	2	2	2	2	2	2	1	1	20	\$ 600.00
Hmong ROS	\$ 50.00	\$ -	1	1	1	1	1	1	1	1	1	1	1	11	\$ -
Total Paid			28	27	23	23	23	23	19	19	19	18	17	239	\$ 7,170.00
Bonus			18	18	19	19	19	19	17	17	17	17	17	197	\$ 0
Total Paid + Bonus			46	45	42	42	42	42	36	36	36	35	34	436	\$ 7,170.00
Monthly Breakdown			\$1,650		\$2,760				\$2,760						

Added value: LNY Sponsor 10seconds Billboards "Big Valley Ford Wishes You a Happy Lunar New Year
 2/9/2026- 2/22/2026
 Chinese (ROS) 10
 Korean (ROS) 10

Q2-2026

Programming	Gross per:30	Discounted	April				May					June				Units	Gross
			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		
Filipino News M-F 4p-5p,6:30p-7p and Talk 6p-6:30p	\$ 50.00	\$ 30.00	5	5	5	5	5	5	5	5	5	5	5	5	5	65	\$ 1,950.00
Filipino ROS	\$ 40.00	\$ -	4	4	4	4	4	4	4	4	4	4	4	4	4	52	\$ -
Hindi News & VarietyM-F 1p-2p / Hindi Variety Sat -Sun 1p-4p	\$ 50.00	\$ 30.00	5	5	5	5	5	5	5	5	4	5	5	5	5	64	\$ 1,920.00
Punjabi News M-F 2p-4p	\$ 50.00	\$ 30.00	4	4	4	4	3	3	3	3	3	4	4	4	4	47	\$ 1,410.00
South Asian ROS	\$ 40.00	\$ -	8	8	8	8	8	8	8	8	8	8	8	8	8	104	\$ -
Chinese News (M-Sat 6a-7a,M-Sun 7p-9p)	\$ 70.00	\$ 30.00	4	4	4	4	2	2	2	2	2	4	4	4	4	42	\$ 1,260.00
Chinese ROS	\$ 70.00	\$ -	4	4	4	4	2	2	2	2	2	4	4	4	4	42	\$ -
Korean News M-F 8a-9a	\$ 50.00	\$ 30.00	3	3	3	3	2	2	2	2	2	3	3	3	3	34	\$ 1,020.00
Korean ROS	\$ 50.00	\$ -	2	2	2	2	2	2	2	2	2	2	2	2	2	26	\$ -
Hmong News and Entertainment Sat-Sun 6p-8p	\$ 50.00	\$ 30.00	2	2	2	2	2	2	2	1	1	2	2	2	2	24	\$ 720.00
Hmong ROS	\$ 50.00	\$ -	1	1	1	1	1	1	1	1	1	1	1	1	1	13	\$ -
Total Paid			23	23	23	23	19	19	19	18	17	23	23	23	23	276	\$ 8,280.00
Bonus			19	19	19	19	17	17	17	17	17	19	19	19	19	237	\$0
Total Paid + Bonus			42	42	42	42	36	36	36	35	34	42	42	42	42	513	\$ 8,280.00
Monthly Breakdown			\$2,760				\$2,760					\$2,760					

Breakdown	Total		Total Units	Gross
	Total Paid	Bonuses		
January	55	36	91	\$ 1,650.00
February	92	76	168	\$ 2,760.00
March	92	85	177	\$ 2,760.00
April	92	76	168	\$ 2,760.00
May	92	85	177	\$ 2,760.00
June	92	76	168	\$ 2,760.00
Total	515	434	949	\$ 15,450.00

Approved by *Phillip Gauthier*
Client signature
1/23/26



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Market Central Valley

Central Valley Market

Flight Schedule: July - December 2026
Languages Tagalog(Filipino), South Asian , Chinese, Korean and Hmong
Billing: Broadcast

Q3-2026

Programming	Gross per:30	Discounted	JULY				AUGUST					SEPTEMBER				Units	Gross
			29-Jun	6-Jul	13-Jul	20-Jul	27-Jul	3-Aug	10-Aug	17-Aug	24-Aug	31-Aug	7-Sep	14-Sep	21-Sep		
Filipino News M-F 4p-5p,6:30p-7p and Talk 6p-6:30p	\$ 50.00	\$ 30.00	6	6	6	6	4	4	4	2	2	6	6	6	6	64	\$ 1,920.00
Filipino ROS	\$ 40.00	\$ -	4	4	4	4	4	4	4	4	4	4	4	4	4	52	\$ -
Hindi News & VarietyM-F 1p-2p / Hindi Variety Sat -Sun 1p-4p	\$ 50.00	\$ 30.00	6	6	6	6	4	4	4	4	4	6	6	6	6	68	\$ 2,040.00
Punjabi News M-F 2p-4p	\$ 50.00	\$ 30.00	4	4	2	2	4	4	4	2	2	4	4	2	2	40	\$ 1,200.00
South Asian ROS	\$ 40.00	\$ -	8	8	8	8	6	6	6	6	6	8	8	8	8	94	\$ -
Chinese News (M-Sat 6a-7a,M-Sun 7p-9p)	\$ 70.00	\$ 30.00	4	4	4	4	4	4	4	4	4	4	4	4	4	52	\$ 1,560.00
Chinese ROS	\$ 70.00	\$ -	2	2	2	2	2	2	2	2	2	2	2	2	2	26	\$ -
Korean News M-F 8a-9a	\$ 50.00	\$ 30.00	2	2	2	2	2	2	2	2	2	2	2	2	2	26	\$ 780.00
Korean ROS	\$ 50.00	\$ -	2	2	2	2	2	2	2	2	2	2	2	2	2	26	\$ -
Hmong News and Entertainment Sat-Sun 6p-8p	\$ 50.00	\$ 30.00	2	2	2	2	2	2	2	2	2	2	2	2	2	26	\$ 780.00
Hmong ROS	\$ 50.00	\$ -	2	2	2	2	2	2	2	2	2	2	2	2	2	26	\$ -
Total Paid			24	24	22	22	20	20	20	16	16	24	24	22	22	276	\$ 8,280.00
Bonus			18	18	18	18	16	16	16	16	16	18	18	18	18	224	\$ 0
Total Paid + Bonus			42	42	40	40	36	36	36	32	32	42	42	40	40	500	\$ 8,280.00
Monthly Breakdown			\$2,760				\$2,760					\$2,760					

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Q4 -2026

Programming	Gross per:30	Discounted	OCTOBER				NOVEMBER					DECEMBER				Units	Gross
			28-Sep	5-Oct	12-Oct	19-Oct	26-Oct	2-Nov	9-Nov	16-Nov	23-Nov	30-Nov	7-Dec	14-Dec	21-Dec		
Filipino News M-F 4p-5p,6:30p-7p and Talk 6p-6:30p	\$ 50.00	\$ 30.00	6	6	6	6	4	4	4	2	2	6	6	6	6	64	\$ 1,920.00
Filipino ROS	\$ 40.00	\$ -	4	4	4	4	4	4	4	4	4	4	4	4	4	52	\$ -
Hindi News & VarietyM-F 1p-2p / Hindi Variety Sat -Sun 1p-4p	\$ 50.00	\$ 30.00	6	6	6	6	4	4	4	4	4	6	6	6	6	68	\$ 2,040.00
Punjabi News M-F 2p-4p	\$ 50.00	\$ 30.00	4	4	2	2	4	4	4	2	2	4	4	2	2	40	\$ 1,200.00
South Asian ROS	\$ 40.00	\$ -	8	8	8	8	6	6	6	6	6	8	8	8	8	94	\$ -
Chinese News (M-Sat 6a-7a,M-Sun 7p- 9p)	\$ 70.00	\$ 30.00	4	4	4	4	4	4	4	4	4	4	4	4	4	52	\$ 1,560.00
Chinese ROS	\$ 70.00	\$ -	2	2	2	2	2	2	2	2	2	2	2	2	2	26	\$ -
Korean News M-F 8a-9a	\$ 50.00	\$ 30.00	2	2	2	2	2	2	2	2	2	2	2	2	2	26	\$ 780.00
Korean ROS	\$ 50.00	\$ -	2	2	2	2	2	2	2	2	2	2	2	2	2	26	\$ -
Hmong News and Entertainment Sat- Sun 6p-8p	\$ 50.00	\$ 30.00	2	2	2	2	2	2	2	2	2	2	2	2	2	26	\$ 780.00
Hmong ROS	\$ 50.00	\$ -	2	2	2	2	2	2	2	2	2	2	2	2	2	26	\$ -
Total Paid			24	24	22	22	20	20	20	16	16	24	24	22	22	276	\$ 8,280.00
Bonus			18	18	18	18	16	16	16	16	16	18	18	18	18	224	\$0
Total Paid + Bonus			42	42	40	40	36	36	36	32	32	42	42	40	40	500	\$ 8,280.00
Monthly Breakdown			\$2,760				\$2,760					\$2,760					

Breakdown	Total		Total Units	Gross
	Total Paid	Bonuses		
July	92	72	164	\$ 2,760.00
August	92	80	172	\$ 2,760.00
September	92	72	164	\$ 2,760.00
October	92	72	164	\$ 2,760.00
November	92	80	172	\$ 2,760.00
December	92	72	164	\$ 2,760.00
Total	552	448	1000	\$ 16,560.00

Approved by _____
Client signature