



ACM TOYOTA MARCH EST 13930

Client: Northern California Dealers Association

Media: TV

Product: Asian Traffic Adult TV (25-54)

Market: Sacramento

Primary Demo: Adults 25-54

Separation between spots: 30

Estimate: 13930

Description: Toyota_2026 March ACM TV

Flight Start Date: 3/2/2026 03:00 AM

Flight End Date: 4/5/2026 02:59 AM

Survey: Nov25 DMA Nielsen Live+1

Buyer: Tracey Tschappat

Vendor: CRTV-TV

Send Billing To: H/L Agency San Francisco

100 Webster Street

Oakland, CA 94607

Phone: 415-434-8500

Fax: 415-544-4151

Revision #:

Date: 1/14/2026

1:55 PM

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
					3/2	3/9	3/16	3/23	3/30	Rtg/CPP		
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



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				Dur	Wks 3/2	3/9	3/16	3/23	3/30		Rtg/CPP
CRTV-TV											
11	WThFSaSu 7:00p-12:00a ASIAN ROTATOR	PT	\$0.00	30	0	0	3	0	0	3	0.0 \$0.00
12	WThFSaSu 8:00p- 9:00p MANDARIN NEWS	PT	\$65.00	30	0	0	3	0	0	3	0.0 \$0.00
13	WThF 9:00p-11:30p MANDARIN DRAMA/ENTERTAINMENT	PT	\$65.00	30	0	0	3	0	0	3	0.0 \$0.00
Total Spots:					0	0	19	13	6	38	
Total GRP/GIMP(000):					0.0	0.0	0.0	0.0	0.0		0.0
Total CPP/CPM:											\$0.00
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
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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	



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Summary by Market

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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	