

**2026 Crossings TV Media Proposal**

Agency:	Nefta
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Address:	2525 Alluvial Ave, Ste. 281 Clovis, CA 93611
Billing Cycle:	Broadcast
Market:	La, SF, CVC
Proposed Budget Gross	\$ 79,000.36
Proposed Budget Net	\$ 73,075.33
Date:	1/7/2026

Agency commission 7.50%

Airtime**California-Los Angeles Spectrum 1519**

Language Block	Day Part/Program	Unit Value Gross	February				April				May				June				Total Units	Gross	NET	Estimated Impressions	
			26-Jan	2-Feb	9-Feb	16-Feb	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				
Cantonese News	M-F 7p-8p	\$ 117.65	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 6,000.15	\$ 5,550.14	5,582,137
Mandarin News	M-Sun 8p-9p	\$ 117.65	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 6,000.15	\$ 5,550.14	
Chinese	ROS	\$ -	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	102	\$ -	\$ -		
Filipino News and Talk	M-F 4p-5p; 6p-7p	\$ 117.65	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 6,000.15	\$ 5,550.14	1,462,071
Filipino	ROS	\$ -	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ -	\$ -		
Korean News & Entertainment	M-Sun 8a-10a	\$ 117.65	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 6,000.15	\$ 5,550.14	1,115,353
Korean	ROS	\$ -	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	34	\$ -	\$ -		
Vietnamese News /Variety	M-Sun 11a-12p	\$ 117.65	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 6,000.15	\$ 5,550.14	1,382,273
Vietnamese	ROS	\$ -	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	43	\$ -	\$ -	
Paid	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	255	\$ 30,000.75	\$ 27,750.69	9,541,834	
Bonus	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	230	\$ -	\$ -		

California-San Francisco Xfinity TV 3131 and KQTA 15.3

Language Block	Day Part/Program	Unit Value Gross	February				April				May				June				Total Units	Gross	NET	Estimated Impressions	
			26-Jan	2-Feb	9-Feb	16-Feb	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				
Cantonese News	M-F 7p-8p	\$ 117.65	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 6,000.15	\$ 5,550.14	9,851,801
Mandarin News	M-Sun 8p-9p	\$ 117.65	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 6,000.15	\$ 5,550.14	
Chinese	ROS	\$ -	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	102	\$ -	\$ -		
Filipino News and Talk	M-F 4p-5p; 6p-7p	\$ 117.65	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 6,000.15	\$ 5,550.14	1,970,241
Filipino	ROS	\$ -	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ -	\$ -	
Korean News & Entertainment	M-Sun 8a-10a	\$ 117.65	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 6,000.15	\$ 5,550.14	432,178
Korean	ROS	\$ -	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	34	\$ -	\$ -	
Vietnamese News /Variety	M-Sun 11a-12p	\$ 117.65	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 6,000.15	\$ 5,550.14	724,081
Vietnamese	ROS	\$ -	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	43	\$ -	\$ -	
Paid	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	255	\$ 30,000.75	\$ 27,750.69	12,978,301	
Bonus	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	230	\$ -	\$ -		

California-Central Valley Xfinity TV 398 and KBTW-CD 8.2

Language Block	Day Part/Program	Unit Value Gross	February				April				May				June				Total Units	Gross	NET	Estimated Impressions	
			26-Jan	2-Feb	9-Feb	16-Feb	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				
Cantonese News	M-F 7p-8p	\$ 58.82	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 2,999.82	\$ 2,774.83	1,341,986
Mandarin News	M-Sun 8p-9p	\$ 58.82	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 2,999.82	\$ 2,774.83	
Chinese	ROS	\$ -	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	68	\$ -	\$ -		
Hmong News & Entertainment	Sat-Sun 6p-8p	\$ 58.82	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	68	\$ 3,999.76	\$ 3,699.76	700,056	
Hmong	ROS	\$ -	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	60	\$ -	\$ -		
Filongino News and Talk	M-F 4p-5p; 6p-7p	\$ 58.82	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 2,999.82	\$ 2,774.83	788,265	
Korean News & Entertainment	M-Sun 8a-10a	\$ 58.82	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 2,999.82	\$ 2,774.83	222,942	
Korean	ROS	\$ -	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ -	\$ -		
Vietnamese News /Variety	M-Sun 11a-12p	\$ 58.82	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ 2,999.82	\$ 2,774.83	552,528	
Vietnamese	ROS	\$ -	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	51	\$ -	\$ -		
Paid	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	323	\$ 18,998.86	\$ 17,573.95	3,605,777	
Bonus	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	16	16	16	281	\$ -	\$ -		

Summary of investment

Markets	Total Paid Units	Bonus Units	Total Paid+Bonus	Gross	Net	Impression Estimates
Los Angeles	255	230	485	\$ 30,000.75	\$ 27,750.69	9,541,834
San Francisco	255	230	485	\$ 30,000.75	\$ 27,750.69	12,978,301
Central Valley	323	281	604	\$ 18,998.86	\$ 17,573.95	3,605,777
Total Airtime	833	741	1574	\$ 79,000.36	\$ 73,075.33	26,125,912

Thank you and we appreciate your partnership

Approved 1/16/2026