



**Client** Impact Marketing : Big Valley Ford  
**Contact:** Phillip Guuthier  
**Email:** philip@impactcalifornia.com  
**TV Station** Crossings TV Xfinity TV 398 and KBTV 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
<b>Filipino ROS</b>	\$ 40.00	\$ -	4	4	4	4	4	4	4	4	4	4	4	44	\$ -
Hindi News & VarietyM-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
<b>South Asian ROS</b>	\$ 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
<b>Chinese ROS</b>	\$ 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
<b>Korean ROS</b>	\$ 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
<b>Hmong ROS</b>	\$ 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	17	17	17	17	239	\$ 7,170.00
Bonus	18	18	19	19	19	19	17	17	17	17	17	17	17	197	\$0
<b>Total Paid + Bonus</b>	<b>46</b>	<b>45</b>	<b>42</b>	<b>42</b>	<b>42</b>	<b>42</b>	<b>36</b>	<b>36</b>	<b>36</b>	<b>35</b>	<b>34</b>	<b>34</b>	<b>436</b>	<b>\$ 7,170.00</b>	
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

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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
<b>Filipino ROS</b>	\$ 40.00	\$ -	4	4	4	4	4	4	4	4	4	4	4	4	4	52	\$ -
Hindi News & Variety M-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
<b>South Asian ROS</b>	\$ 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
<b>Chinese ROS</b>	\$ 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
<b>Korean ROS</b>	\$ 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	1	1	2	2	2	2	2	24	\$ 720.00
<b>Hmong ROS</b>	\$ 50.00	\$ -	1	1	1	1	1	1	1	1	1	1	1	1	1	13	\$ -
<b>Total Paid</b>	23	23	23	23	19	19	19	19	18	17	23	23	23	23	276	\$ 8,280.00	
<b>Bonus</b>	19	19	19	19	17	17	17	17	17	17	19	19	19	19	237	\$0	
<b>Total Paid + Bonus</b>	<b>42</b>	<b>42</b>	<b>42</b>	<b>42</b>	<b>36</b>	<b>36</b>	<b>36</b>	<b>35</b>	<b>34</b>	<b>42</b>	<b>42</b>	<b>42</b>	<b>42</b>	<b>513</b>	<b>\$ 8,280.00</b>		
<b>Monthly Breakdown</b>					\$2,760				\$2,760					\$2,760			

Breakdown	Total			
	Total Paid	Bonuses	Total Units	Gross
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
<b>Total</b>	<b>515</b>	<b>434</b>	<b>949</b>	<b>\$ 15,450.00</b>

Approved by \_\_\_\_\_  
Client signature \_\_\_\_\_

*Phillip Gauthier*

1/23/26



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**Contact:** Phillip Guuthier  
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**TV Station** Crossings TV Xfinity TV 398 and KBTV CD 8.2  
**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		
<b>Filipino ROS</b>	\$ 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		
<b>South Asian ROS</b>	\$ 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		
<b>Chinese ROS</b>	\$ 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		
<b>Korean ROS</b>	\$ 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		
<b>Hmong ROS</b>	\$ 50.00	\$ -	2	2	2	2	2	2	2	2	2	2	2	2	2	26	\$ -		
<b>Total Paid</b>	24	24	22	22	20	20	20	16	16	24	24	22	22	22	276	\$ 8,280.00			
<b>Bonus</b>	18	18	18	18	16	16	16	16	16	18	18	18	18	18	224	\$0			
<b>Total Paid + Bonus</b>	42	42	40	40	36	36	36	32	32	42	42	40	40	40	500	\$ 8,280.00			
<b>Monthly Breakdown</b>			\$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	
<b>Filipino ROS</b>	<b>\$ 40.00</b>	<b>\$ -</b>	<b>4</b>	<b>52</b>	<b>\$ -</b>													
Hindi News & Variety M-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	
<b>South Asian ROS</b>	<b>\$ 40.00</b>	<b>\$ -</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>94</b>	<b>\$ -</b>		
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	
<b>Chinese ROS</b>	<b>\$ 70.00</b>	<b>\$ -</b>	<b>2</b>	<b>26</b>	<b>\$ -</b>													
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	
<b>Korean ROS</b>	<b>\$ 50.00</b>	<b>\$ -</b>	<b>2</b>	<b>26</b>	<b>\$ -</b>													
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	
<b>Hmong ROS</b>	<b>\$ 50.00</b>	<b>\$ -</b>	<b>2</b>	<b>26</b>	<b>\$ -</b>													
<b>Total Paid</b>	<b>24</b>	<b>24</b>	<b>22</b>	<b>22</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>16</b>	<b>16</b>	<b>24</b>	<b>24</b>	<b>22</b>	<b>22</b>	<b>22</b>	<b>276</b>	<b>\$ 8,280.00</b>		
<b>Bonus</b>	<b>18</b>	<b>18</b>	<b>18</b>	<b>18</b>	<b>16</b>	<b>16</b>	<b>16</b>	<b>16</b>	<b>18</b>	<b>18</b>	<b>18</b>	<b>18</b>	<b>18</b>	<b>18</b>	<b>224</b>	<b>\$0</b>		
<b>Total Paid + Bonus</b>	<b>42</b>	<b>42</b>	<b>40</b>	<b>40</b>	<b>36</b>	<b>36</b>	<b>36</b>	<b>32</b>	<b>32</b>	<b>42</b>	<b>42</b>	<b>40</b>	<b>40</b>	<b>40</b>	<b>500</b>	<b>\$ 8,280.00</b>		
<b>Monthly Breakdown</b>	\$2,760				\$2,760					\$2,760								

Total				
Breakdown	Total Paid	Bonuses	Total Units	Gross
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
<b>Total</b>	<b>552</b>	<b>448</b>	<b>1000</b>	<b>\$ 16,560.00</b>

Approved by \_\_\_\_\_  
Client signature \_\_\_\_\_