



Crossings TV Media Proposal

Submitted by:	Charmaine Lane
DATE	2/12/2026
AE Email	Charmaine.Lane@crossingstv.com
Media Buying Agency	Ntooitive
Other Agencies on the team (if any)	n/a
Advertiser:	L.A. Care Health (LA Covered) campaign
Flight schedule	3/23/2026 -5/24/2026
Gross Airtime	\$ 5,400.00
Gross Production	\$ 1,800.00
Gross Amount	\$ 7,200.00

Contact:	Laura Searcy
Email:	laura.searcy@ntoositve.com
Phone:	tbd
Address:	TBD
Billing Cycle	Broadcast
Market:	Los Angeles (Sepctrum 1519)

California-Los Angeles Spectrum 1519																			
3/23/2026-5/24/2026																			
Language Block	Day Part/Program	Spot Type	Length	23-Mar	30-Mar	6-Apr	13-Apr	20-Apr	27-Apr	4-May	11-May	18-May	Total Unit #	Promo Unit Cost (Gross)	Line Total Cost (Gross)	Line Total Cost (NET)			
Mandarin Primetime News	M-Sun 8p-9p	COM	:30	3	3	3	3	3	3	3	3	3	27	\$ 120.00	\$ 3,240.00	\$ 2,754.00			
Cantonese News/Talk	M-F 7p-8p	COM	:30	2	2	2	2	2	2	2	2	2	18	\$ 120.00	\$ 2,160.00	\$ 1,836.00			
BONUS	(BONUS)M-F 6a-7a,7p-8p and Sat. Sun 8p-9p	BONUS	:30	5	5	5	5	5	5	5	5	5	45	\$ -					
				5	5	5	5	5	5	5	5	5	45						
	Total Paid			5	5	5	5	5	5	5	5	5	45		\$ 5,400.00	\$ 4,590.00			
	Total Bonuses			5	5	5	5	5	5	5	5	5	45						
Production (Talent hosting)																			
\$ 1,800.00																			
\$ 1,530.00																			

*ROS- spots will air in the various programs where language occurs

*Crossings TV will read the Mandarin & Cantonese Script / will include logo/images-

*Production -retail value is \$3,700

Client signature

Summary of Investment							
Asian Groups	Product	Gross Investment	Net investment	Total PAID	Total BONUS	Estimated Impressions	
Mandarin	airtime	\$ 3,240.00	\$ 2,754.00	27	45	985,083	
Cantonese	airtime	\$ 2,160.00	\$ 1,836.00	18		656,722	
Chinese	airtime	\$ -	\$ -	0		1,276,960	
Mandarin/Cantonese	:30s Host will read the script	\$ 1,800.00	\$ 1,530.00		n/a		
Total		\$ 7,200.00	\$ 6,120.00	45	45	2,918,765	

Thank you and Looking forward to our partnership.