

**Client:** NYS Department of Health      **Estimate:** 2824  
**Media:** TV      **Description:** NYSOH Open Enrollment 1q26 TV  
**Product:** NYSOH  
**Market:** New York  
**Flight Date:** 1/5/2026-1/31/2026

Station	Day	Time	Program	Dur	# of SPOTS PER WEEK					Total Spots	STN Gross Cost
					1/5 1/11	1/12 1/18	1/19 1/25	1/26 1/31			
CROSSINGS TV-TV	M-Su	7:00p-11:00p	PRIME	30	5	0	0	0		5	\$0.00
			MANDARIN								
	M-Su	6:00a- 7:00a	PHOENIX EXPRESS	15	2	0	0	0		2	\$0.00
			MANDARIN								
	M-Su	6:00a- 7:00a	PHOENIX EXPRESS	30	2	0	0	0		2	\$0.00
			MANDARIN								
	M-F	7:00p- 8:00p	NEWS HOUR	30	2	0	0	0		2	\$0.00
			CANTONESE								
	M-F	7:00p- 8:00p	NEWS HOUR	15	2	0	0	0		2	\$0.00
			CANTONESE								
	M-Su	7:00p-11:00p	PRIME	15	5	0	0	0		5	\$0.00
			MANDARIN								
	M-F	11:30p-12:00a	PHOENIX NEWS	30	2	0	0	0		2	\$0.00
			CANTONESE								
	M-F	11:30p-12:00a	PHOENIX NEWS	15	2	0	0	0		2	\$0.00
			CANTONESE								
	M-Su	7:00p-12:00a	GOODWILL BONUS	15	0	2	2	0		4	\$0.00
	M-Su	7:00p-12:00a	GOODWILL BONUS	30	0	2	2	0		4	\$0.00
	M-Sa	6:00a- 7:00a	PHOENIX EXPRESS	15	0	2	1	1		4	\$25.00
			MANDARIN								
	M-Sa	6:00a- 7:00a	PHOENIX EXPRESS	30	0	2	3	3		8	\$50.00
			MANDARIN								
	M-F	7:00p- 8:00p	NEWS HOUR	30	0	2	1	1		4	\$50.00
			CANTONESE								
	M-F	7:00p- 8:00p	NEWS HOUR	15	0	2	3	3		8	\$25.00
			CANTONESE								
	M-Su	7:00p-11:00p	PRIME	15	0	6	7	0		13	\$25.00
			MANDARIN								
	M-Su	7:00p-11:00p	PRIME	30	0	4	3	0		7	\$50.00
			MANDARIN								
	M-F	11:30p-12:00a	PHOENIX NEWS	30	0	2	1	1		4	\$50.00
			CANTONESE								

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## # of SPOTS PER WEEK

Station	Day	Time	Program	Dur	1/5 1/11	1/12 1/18	1/19 1/25	1/26 1/31	Total Spots	STN Gross Cost
	M-F	11:30p-12:00a	PHOENIX NEWS  CANTONESE	15	0	2	3	3	8	\$25.00
	M-Sa	7:00p-10:00p	GOODWILL BONUS	15	0	0	0	2	2	\$0.00
	M-Sa	7:00p-10:00p	GOODWILL BONUS	30	0	0	0	2	2	\$0.00
	M-Sa	7:00p-10:00p	PRIME  MANDARIN	15	0	0	0	9	9	\$25.00
	M-Sa	7:00p-10:00p	PRIME  MANDARIN	30	0	0	0	4	4	\$50.00

**Station Total:**

103 \$2,400.00

Spots Per Week

22 26 26 29

103

SCHEDULE TOTALS

TOTAL SPOTS: 103

TOTAL COST: \$2,400.00