

OPEN ENROLLMENT

10/23/2025

Client: NYS Department of Health **Estimate:** 2823
Media: TV **Description:** NYSOH Open Enrollment 4q25 TV
Product: NYSOH
Market: New York
Flight Date: 11/10/2025-12/21/2025

Station	Day	Time	Program	Dur	# of SPOTS PER WEEK							Total Spots	STN Gross Cost
					11/10 11/16	11/17 11/23	11/24 11/30	12/1 12/7	12/8 12/14	12/15 12/21			
CROSSINGS TV-TV	M-Sa	6:00a- 7:00a	PHOENIX EXPRESS	15	1	1	2	4	4	0		12	\$25.00
		MANDARIN											
	M-Sa	6:00a- 7:00a	PHOENIX EXPRESS	30	4	4	3	2	2	0		15	\$50.00
		MANDARIN											
	M-F	7:00p- 8:00p	NEWS HOUR	30	3	4	3	2	2	0		14	\$50.00
		CANTONESE											
	M-F	7:00p- 8:00p	NEWS HOUR	15	1	1	2	3	3	0		10	\$25.00
		CANTONESE											
	M-Su	7:00p-11:00p	PRIME	15	4	5	10	17	20	0		56	\$25.00
		MANDARIN											
	M-Su	7:00p-11:00p	PRIME	30	17	19	14	11	8	0		69	\$50.00
		MANDARIN											
	M-F	11:30p-12:00a	PHOENIX NEWS	30	3	4	3	2	2	0		14	\$50.00
		CANTONESE											
	M-F	11:30p-12:00a	PHOENIX NEWS	15	1	1	2	3	3	0		10	\$25.00
		CANTONESE											
	M-Su	7:00p-12:00a	GOODWILL BONUS	15	4	4	4	4	4	0		20	\$0.00
	M-Su	7:00p-12:00a	GOODWILL BONUS	30	4	4	4	4	4	0		20	\$0.00
	M	6:00a- 7:00a	PHOENIX EXPRESS	15	0	0	0	0	0	1		1	\$25.00
		MANDARIN											
	M	6:00a- 7:00a	PHOENIX EXPRESS	30	0	0	0	0	0	1		1	\$50.00
		MANDARIN											
	M	7:00p- 8:00p	NEWS HOUR	30	0	0	0	0	0	1		1	\$50.00
		CANTONESE											
	M	7:00p- 8:00p	NEWS HOUR	15	0	0	0	0	0	1		1	\$25.00
		CANTONESE											
	M	7:00p-10:00p	PRIME	15	0	0	0	0	0	3		3	\$25.00
		MANDARIN											
	M	7:00p-10:00p	PRIME	30	0	0	0	0	0	1		1	\$50.00
		MANDARIN											
	M	7:00p-10:00p	GOODWILL BONUS	15	0	0	0	0	0	1		1	\$0.00
	M	7:00p-10:00p	GOODWILL BONUS	30	0	0	0	0	0	1		1	\$0.00

Station Total:

250 \$8,075.00

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of SPOTS PER WEEK

Station	Day	Time	Program	Dur	# of SPOTS PER WEEK						Total Spots	STN Gross Cost
					11/10 11/16	11/17 11/23	11/24 11/30	12/1 12/7	12/8 12/14	12/15 12/21		
Spots Per Week					42	47	47	52	52	10	250	

SCHEDULE TOTALS

TOTAL SPOTS: 250
 TOTAL COST: \$8,075.00