

# OPEN ENROLLMENT

10/23/2025

**Client:** NYS Department of Health  
**Media:** TV  
**Product:** NYSOH  
**Market:** New York  
**Flight Date:** 11/10/2025-12/21/2025

**Estimate:** 2823  
**Description:** NYSOH Open Enrollment 4q25 TV

# of SPOTS PER WEEK											Total Spots	STN Gross Cost
Station	Day	Time	Program	Dur	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
<b>Station Total:</b>											<b>250</b>	<b>\$8,075.00</b>

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NYS Department of Health  
TV  
NYSOH  
New York  
11/10/2025-12/21/2025

**Estimate:**  
**Description:**

2823  
NYSOH Open Enrollment 4q25 TV

# of SPOTS PER WEEK												Total Spots	STN Gross Cost
Station	Day	Time	Program	Dur	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