



Revision #: Date: 1/20/2026
1:14 PM

Client: Thunder Valley Casino Resort **Estimate:** 10882
Media: TV **Description:** Y26 TVCR-Asian- Q2 Jan-Mar - Television- Video
Product: Asian **Flight Start Date:** 1/12/2026 03:00 AM
Market: Sacramento **Flight End Date:** 3/29/2026 02:59 AM
Primary Demo: Adults 35-64
Separation between spots: 30 **Buyer:** Mary Jo Papaleo

Daypart Program	Daypart Code	STN Gross			Wks						Total Spots	Adults 35-64 Rtg
			Dur	1/19	1/26	2/2	2/9	3/16	3/23			
CROSSINGS TV Sacramento-TV												
MTuWThF 11:00a-11:30a Vietnamese News	DT	\$50.00	30	3	3	3	3	3	3	18	0.0	
MTuWThF 11:30a-12:00p Vietnamese Variety /Talkd	DT	\$50.00	30	3	3	3	3	3	3	18	0.0	
MTuWThF 12:00p- 1:00p Vietnamese Drama	DT	\$50.00	30	3	3	3	3	3	3	18	0.0	
SaSu 11:00a-12:00p Vietnamese Variety/Talk	RT	\$50.00	30	2	2	2	2	2	2	12	0.0	
SaSu 12:00p- 1:00p Vietnamese Drama	WK	\$50.00	30	2	2	2	2	2	2	12	0.0	
MTuWThFSa 6:00a- 7:00a Mandarin News	RT	\$40.00	30	4	4	4	4	4	4	24	0.0	
MTuWThFSaSu 8:00p- 9:00p Shanghai TV Primetime News	RT	\$60.00	30	2	2	2	2	2	2	12	0.0	
MTuWThF 9:00p-10:00p Mandarin Drama	PT	\$60.00	30	2	2	2	2	2	2	12	0.0	
SaSu 9:00p-12:00a Mandarin Variety	RT	\$40.00	30	4	4	4	4	4	4	24	0.0	
Total Spots:				25	25	25	25	25	25	150		
Total GRP/GIMP(000):				0.0	0.0	0.0	0.0	0.0	0.0		0.0	
Total Cost:		\$7,260.00									150	
Terms & Conditions:												



Summary by Station/System

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Product: Asian

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Buyer: Mary Jo Papaleo

Station	Total Spots	STN Gross	PCT	Adults 35-64		GRP	PCT
CROSSINGS TV Sacramento-TV							
	150	\$7,260.00	100%			0.0	0%
Market Total:	150	\$7,260.00				0.0	



Summary by Station/Month

Date: 1/20/2026

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Estimate: 10882

Media: TV

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Primary Demo: Adults 35-64

Separation between spots: 30

Buyer: Mary Jo Papaleo

Station	Month	Total Spots	STN Gross	PCT
CROSSINGS TV Sacramento-TV				
	JAN 26	25	\$1,210.00	17%
	FEB 26	75	\$3,630.00	50%
	MAR 26	50	\$2,420.00	33%
Market Total:				
	JAN 26	25	\$1,210.00	17%
	FEB 26	75	\$3,630.00	50%
	MAR 26	50	\$2,420.00	33%

		150	\$7,260.00	
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Summary by Daypart

Date: 1/20/2026
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Buyer: Mary Jo Papaleo

Daypart	Total Spots	STN Gross	PCT	Adults 35-64	
				GRP	PCT
DT	54	\$2,700.00	37%	0.0	0%
PT	12	\$720.00	10%	0.0	0%
RT	72	\$3,240.00	45%	0.0	0%
WK	12	\$600.00	8%	0.0	0%
Market Total:	150	\$7,260.00		0.0	



Summary by Week

Date: 1/20/2026

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Flight Start Date: 1/12/2026 03:00 AM
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Buyer: Mary Jo Papaleo

Week No.	Week Date	Total Spots	STN Gross	PCT	Adults 35-64	
					GRP	PCT
2	1/19/2026	25	\$1,210.00	17%	0.0	0%
3	1/26/2026	25	\$1,210.00	17%	0.0	0%
4	2/2/2026	25	\$1,210.00	17%	0.0	0%
5	2/9/2026	25	\$1,210.00	17%	0.0	0%
10	3/16/2026	25	\$1,210.00	17%	0.0	0%
11	3/23/2026	25	\$1,210.00	17%	0.0	0%
Market Total:		150	\$7,260.00		0.0	



Summary by Daypart/Week

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Buyer: Mary Jo Papaleo

Daypart		1/19	1/26	2/2	2/9	3/16	3/23	Total
DT	SPOTS	9	9	9	9	9	9	54
	GRP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	STN Gross	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$2,700.00
PT	SPOTS	2	2	2	2	2	2	12
	GRP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	STN Gross	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$720.00
RT	SPOTS	12	12	12	12	12	12	72
	GRP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	STN Gross	\$540.00	\$540.00	\$540.00	\$540.00	\$540.00	\$540.00	\$3,240.00
WK	SPOTS	2	2	2	2	2	2	12
	GRP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	STN Gross	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$600.00
Total	SPOTS	25	25	25	25	25	25	150
	GRP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	STN Gross	\$1,210.00	\$1,210.00	\$1,210.00	\$1,210.00	\$1,210.00	\$1,210.00	\$7,260.00



Summary by Length

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Spot Length	Total Spots	STN Gross	PCT	Adults 35-64	
				GRP	PCT
30	150	\$7,260.00	100%	0.0	0%
Market Total:	150	\$7,260.00		0.0	



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Station	1/19	1/26	2/2	2/9	3/16	3/23	Total
CROSSINGS TV Sacramento-TV							
SPOTS	25	25	25	25	25	25	150
GRP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
STN Gross	\$1,210.00	\$1,210.00	\$1,210.00	\$1,210.00	\$1,210.00	\$1,210.00	\$7,260.00
Total							
SPOTS	25	25	25	25	25	25	150
GRP	0.0	0.0	0.0	0.0	0.0	0.0	0.0
STN Gross	\$1,210.00	\$1,210.00	\$1,210.00	\$1,210.00	\$1,210.00	\$1,210.00	\$7,260.00



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					GRP	PCT	
CROSSINGS TV Sacramento-TV							
	30	150	\$7,260.00	100%		0.0	0%
Market Total:		150	\$7,260.00			0.0	