



*Hi Leah,*

*The proposed schedule:*

- Will have an unduplicated reach of 58,647 for Persons 21-54 or 13.4 for your target*
- Will Reach 36,067 Persons 21-54 3 or more times or 8.2 for your target*
- Will Achieve 46.1 Gross Rating Points or 188.8 Impressions(000)*
- Will have an average frequency of 3.4*
- Have an average Cost Per Point of \$108.46*
- Have an average Cost Per Thousand of \$26.48*

*All this for an investment of \$5000.00 on WJRT ABC12*

*In addition, there is a targeted Streaming TV schedule, targeting parents with teens in the home, living in Genesee County. There will be 104,167 commercials/impressions.*

*Total package, on air and streaming is a \$10,000 investment.*

*Please review and i will answer any questions.*

*Thank you,*

*Mike*

Name: Mike Knight

[email: Michael.A.Knight@abc12.com](mailto:Michael.A.Knight@abc12.com)



Genesee County Health Department

Book: Jul/2024LP

Proposal ID: 20611  
Market: FLINT-SAGINAW-BAY CITY [72]  
Station: WJRT  
Schedule Date: 7/1/2025 - 8/31/2025  
Advertiser: Genesee County Health Department  
Buyer: Leah Johnson  
Estimate #: HPV Awareness  
Spot Length(s): :30  
Book: Jul/2024LP  
Report: Planner  
Author: Mike Knight

Acct. Exec: Mike Knight  
Email: Michael.A.Knight@abc12.com

WJRT does not discriminate in advertising contracts on the basis of race, ethnicity or gender and further requires that in the performance of all WJRT advertising agreements WJRT requires that each party not discriminate on the basis of race, ethnicity or gender.

Flight Dates: 7/1/2025-8/31/2025

Program Time	Spot Length	JL 1	JL 7	JL 14	JL 21	JL 28	AU 4	AU 11	AU 18	AU 25	P21-54 000	Wks	Rate Spots
WJRT													
ABC12 NEWS AT 9A	:30	3	3	3	3	3	3	3	3	2	p2.7	9	\$75.00
GRPs/Impressions											70.2		26
CPP/CPM											\$27.78		
Mo-Fr 9:00a-10:00a													
ABC12 NEWS NOON	:30	2	2	2	2	2	2	2	2	1	p3.8	9	\$100.00
GRPs/Impressions											64.6		17
CPP/CPM											\$26.32		
Mo-Fr 12:00p-1:00p													
ABC12 NEWS@FOUR	:30	2	2	2	2	2	2	2	2	2	p3.0	9	\$75.00
GRPs/Impressions											54		18
CPP/CPM											\$25.00		
Mo-Fr 4:00p-5:00p													
WJRT Totals		7	7	7	7	7	7	7	7	5			\$5,000.00
											GRP/(000)		Spts: 61
											188.8		
											CPP/CPM:		
											\$26.48		
											Reach:		
											13.4		
											Frequency:		
											3.4		

TV Cost: \$5,000.00  
Targeted TV Streaming \$5,000.00  
Total Cost: \$10,000.00

Signature\_\_\_\_\_



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Week Summary ( DMA P21-54 D.000 )										
Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	CPP	CPM	Acc Reach	Acc Freq
7/1/2025	7	\$575.00	5.3	21.7	2.5	2.1	\$108.49	\$26.50	2.5	2.1
7/7/2025	7	\$575.00	5.3	21.7	2.5	2.1	\$108.49	\$26.50	4.6	2.3
7/14/2025	7	\$575.00	5.3	21.7	2.5	2.1	\$108.49	\$26.50	6.3	2.5
7/21/2025	7	\$575.00	5.3	21.7	2.5	2.1	\$108.49	\$26.50	7.9	2.7
7/28/2025	7	\$575.00	5.3	21.7	2.5	2.1	\$108.49	\$26.50	9.2	2.9
8/4/2025	7	\$575.00	5.3	21.7	2.5	2.1	\$108.49	\$26.50	10.5	3.0
8/11/2025	7	\$575.00	5.3	21.7	2.5	2.1	\$108.49	\$26.50	11.7	3.2
8/18/2025	7	\$575.00	5.3	21.7	2.5	2.1	\$108.49	\$26.50	12.7	3.3
8/25/2025	5	\$400.00	3.7	15.2	1.9	2.0	\$108.11	\$26.32	13.4	3.4
Total (Persons 21-54 000)	61	\$5,000.00	46.1	188.8	13.4	3.4	\$108.46	\$26.48	13.4	3.4

General Summary ( DMA P21-54 D.000 )											
Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
WJRT	61	\$5,000.00	46.1	188.8	13.4	3.4	8.2	\$108.46	\$26.48	58,647	437,809

Multi-Media Summary ( DMA P21-54 D.000 )									
Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	CPP	CPM	Population
Television	61	\$5,000.00	46.1	188.8	13.4	3.4	\$108.46	\$26.48	437,809
NTR	1	\$5,000.00	n/a	104.2	n/a	n/a	n/a	\$48.00	0
Total	62	\$10,000.00	46.1	293.0	13.4	3.4	\$108.46	\$34.13	437,809



GENESEE COUNTY  
— M I C H I G A N —

# Genesee County Health Department HPV Vaccine Awareness Campaign

## Targeting:

Parents with Teens in Household

*\* This will target all individuals living in the household*

Geo Target: Genesee County



HGTV

sling  
TELEVISION

NBC

Trvl  
CHANNEL

fubo<sup>TV</sup>

TLC

COOKING  
CHANNEL

LIFETIME

A&E

Discovery  
CHANNEL

food  
network

H  
HISTORY

FOX  
SPORTS

philo

FOX

tubi

*\*Sample Networks*

104,167 Commercials/ Impressions  
Total Net Investment: \$5,000

