

ALASKA NW Co.

Product: TBD

Jan 2020 - December 2020

Budget: \$52,900 / mo NET \$45,000

Planned: Q2 2020

Rev: Mar 13, 2020

strategies360.com

Demo: Persons 35+ \$75K

		30-Mar	6-Apr	13-Apr	20-Apr	Apr Totals	27-Apr	4-May	11-May	18-May	25-May	May Totals	1-Jun	8-Jun	15-Jun	22-Jun	Jun Totes	Q Totals	
<b>TV</b>																			
A J	KTUU	3,000	3,000	3,000	3,500	12,500	2,500	2,500	2,500	2,500	2,500	12,500	3,000	3,000	3,000	3,500	12,500	37,500	
A J	KTVA	1,700	1,675	1,675	1,675	6,725	1,400	1,400	1,400	1,400	1,400	7,000	1,700	1,675	1,675	1,675	6,725	20,450	
A	KYUR / KTBY	300	300	300	300	1,200	300	400	300	300	300	1,600	300	300	300	300	1,200	4,000	
A	GCI Cable	350	400	350	400	1,500	350	350	350	350	350	1,750	350	400	350	400	1,500	4,750	
S	GCI Cable	2,000	2,000	2,000	2,000	8,000	1,700	1,700	1,700	1,700	1,700	8,500	2,000	2,000	2,000	2,000	8,000	24,500	
F	TV KTVF NBC	400	400	400	400	1,600	400	300	400	300	300	1,700	400	400	400	400	1,600	4,900	
F	TV KXDF CBS	350	350	350	350	1,400	350	300	350	300	300	1,600	350	350	350	350	1,400	4,400	
J	TV NBCJ	300	300	300	300	1,200	300	250	250	250	300	1,350	300	300	300	300	1,200	3,750	
J	TV CBS J	300	300	300	300	1,200	300	250	250	250	300	1,350	300	300	300	300	1,200	3,750	
J	KTOO	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
<b>Radio</b>																			108,000
Anch	KGOT	300	200	300	300	1,100	300	200	300	300	300	1,400	300	300	300	200	1,100	3,600	
Anch	KYMG	200	300	300	300	1,100	200	300	300	300	200	1,300	300	300	300	200	1,100	3,500	
Anch	KASH	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Anch	KENI	200	200	200	200	800	200	200	200	200	200	1,000	200	200	200	200	800	2,600	
Anch	KFQD	200	200	200	200	800	200	200	200	200	200	1,000	200	200	200	200	800	2,600	
Anch	KWHL	400	400	400	400	1,600	400	400	400	400	300	1,900	400	400	400	400	1,600	5,100	
Anch	KMXS	200	300	300	300	1,100	200	300	300	300	200	1,300	200	300	300	300	1,100	3,500	
Anch	KBRJ	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Anch	KMVN	200	200	200	150	750	150	150	150	150	150	750	200	200	200	150	750	2,250	
Anch	KSKA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Fairbanks	Iheart	300	300	300	300	1,200	300	200	200	200	300	1,200	300	300	300	300	1,200	3,600	
Fairbanks	Last Frontier	300	300	300	300	1,200	300	200	200	200	300	1,200	300	300	300	300	1,200	3,600	
Fairbanks		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Juneau	Various	600	600	600	600	2,400	600	500	500	500	600	2,700	600	600	600	600	2,400	7,500	
Juneau		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Dillingham	KDLG	400	400	400	400	1,600	400	400	400	400	400	2,000	400	400	400	400	1,600	5,200	
Public State		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Kodiak	KVOK	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
<b>Online</b>																			43,050
	ADN	0	0	0	1,500	1,500	0	0	0	0	1,500	1,500	0	0	0	1,500	1,500	4,500	
	KTUU	0	0	0	1,500	1,500	0	0	0	0	1,500	1,500	0	0	0	1,500	1,500	4,500	
	Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9,000	
<b>Totals</b>		12,000	12,125	12,175	15,675		10,850	10,500	10,650	10,500	13,600		12,100	12,225	12,175	15,475		160,050	
					51,975						56,100					51,975			
				<i>Goals</i>	51,400						55,900					51,400		158,700	

TV 68% of 158,700 is 107,916  
 Radio 27% of 158,700 is 42,849  
 Online 5% of 158,700 is 7,935