



PUFF Cannabis - Political 10.5 - 10.18

Author: Kyle Schlies

Proposal ID: 18813
 Market: GREEN BAY-APPLETON [68]
 Station: WLUK
 Schedule Date: 9/7/2026 - 11/3/2026
 Spot Length(s): :30
 Book: CS-Aug/2026
 Report: Planner

Acct. Exec: Kyle Schlies
 Email: klschlies@sbgvtv.com

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Demo: CS-Households CS.000 Book: CS-Aug/2026

Station	Program Name	Time	Len	SE 7	SE 14	SE 21	SE 28	OC 5	OC 12	OC 19	OC 26	NO 2	Spots	(000)	Shr	CPM	IMPs			Total \$
WLUK																				
WLUK	GOOD DAY WISCONSIN	Mo-Fr 6:00a-7:00a	:30					1	1				2	27.8	33.0	\$26.98	55.6			\$1,500.00
WLUK	GOOD DAY WISCONSIN	Mo-Fr 8:00a-9:00a	:30					1	1				2	40.9	35.0	\$23.11	81.8			\$1,890.00
WLUK	FOX 11 LIVING	Mo-Fr 10:00a-11:00a	:30					1	1				2	16.2	15.2	\$15.12	32.4			\$490.00
WLUK	FOX 11 NEWS AT FIVE	Mo-Fr 5:00p-6:00p	:30					1	1				2	23.7	14.1	\$29.11	47.4			\$1,380.00
WLUK	FOX 11 NEWS AT NINE	Mo-Fr 9:00p-10:00p	:30					1	1				2	26.4	18.0	\$27.27	52.8			\$1,440.00
WLUK	GOOD DAY WISCONSIN SATURDAY	Sat 6:00a-9:00a	:30					1	1				2	39.0	35.4	\$19.62	78.0			\$1,530.00
WLUK	GOOD DAY WISCONSIN SUNDAY	Sun 6:00a-8:30a	:30					2	1				3	33.4	32.7	\$14.37	100.2			\$1,440.00
WLUK	FOX 11 NEWS AT TEN - SUN	Sun 10:00p-10:35p	:30						1				1	21.8	14.0	\$15.14	21.8			\$330.00
WLUK	TOTALS:							8	8				16			\$21.28	470.0			\$10,000.00
Cost		\$10,000.00																		
Approved by:												Date: 9/7/26								



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Demo: CS-Households CS.RTG Book: CS-Aug/2026

Station	Program Name	Time	Len	SE 7	SE 14	SE 21	SE 28	OC 5	OC 12	OC 19	OC 26	NO 2	Spots	Rtg	Shr	CPP	GRPs			Total \$
WLUK	GOOD DAY WISCONSIN	Mo-Fr 6:00a-7:00a	:30					1	1				2	7.3	33.0	\$102.74	14.6			\$1,500.00
WLUK	GOOD DAY WISCONSIN	Mo-Fr 8:00a-9:00a	:30					1	1				2	10.7	35.0	\$88.32	21.4			\$1,890.00
WLUK	FOX 11 LIVING	Mo-Fr 10:00a-11:00a	:30					1	1				2	4.2	15.2	\$58.33	8.4			\$490.00
WLUK	FOX 11 NEWS AT FIVE	Mo-Fr 5:00p-6:00p	:30					1	1				2	6.2	14.1	\$111.29	12.4			\$1,380.00
WLUK	FOX 11 NEWS AT NINE	Mo-Fr 9:00p-10:00p	:30					1	1				2	6.9	18.0	\$104.35	13.8			\$1,440.00
WLUK	GOOD DAY WISCONSIN SATURDAY	Sat 6:00a-9:00a	:30					1	1				2	10.2	35.4	\$75.00	20.4			\$1,530.00
WLUK	GOOD DAY WISCONSIN SUNDAY	Sun 6:00a-8:30a	:30					2	1				3	8.7	32.7	\$55.17	26.1			\$1,440.00
WLUK	FOX 11 NEWS AT TEN - SUN	Sun 10:00p-10:35p	:30						1				1	5.7	14.0	\$57.89	5.7			\$330.00
WLUK	TOTALS:								8				16			\$81.43	122.8			\$10,000.00

Cost \$10,000.00

Approved by:

Date:

9/7/26

Station Summaries (CS-Households CS.000)	Spots	CPM	CPP	GRPs	Reach	Freq	Total \$
WLUK	16	\$21.28	\$81.43	122.8	67.1	1.8	\$10,000.00



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General Summary (CS-Households CS.000)

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
WLUK	16	\$10,000.00	122.8	470.0	67.1	1.8	27.2	\$81.43	\$21.28	257,069	382,928

Daypart Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	CPP	CPM
Early Morning	9	56%	\$6,360.00	64%	\$625.00	82.5	67%	315.6	\$77.09	\$20.15
Daytime	2	13%	\$490.00	5%	\$625.00	8.4	7%	32.4	\$58.33	\$15.12
Early News	2	13%	\$1,380.00	14%	\$625.00	12.4	10%	47.4	\$111.29	\$29.11
Late News	3	19%	\$1,770.00	18%	\$625.00	19.5	16%	74.6	\$90.77	\$23.73
Total (CS-Households)	16	100%	\$10,000.00	100%	\$625.00	122.8	100%	470.0	\$81.43	\$21.28

Station Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
WLUK	16	100%	\$10,000.00	100%	\$625.00	122.8	100%	470.0	67.1	1.8	27.2	\$81.43	\$21.28	257,069	382,928

Multi-Demo Summary (CS-Households CS.000)

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
CS-Households	16	\$10,000.00	122.8	470.0	67.1	1.8	27.2	\$81.43	\$21.28	257,069	382,928

Spot-Length Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	CPP	CPM
:30	16	100%	\$10,000.00	100%	\$625.00	122.8	100%	470.0	\$81.43	\$21.28



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Program Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	CPP	CPM
GOOD DAY WISCONSIN	4	25%	\$3,390.00	34%	36.0	29%	137.4	\$94.17	\$24.67
FOX 11 LIVING	2	13%	\$490.00	5%	8.4	7%	32.4	\$58.33	\$15.12
FOX 11 NEWS AT FIVE	2	13%	\$1,380.00	14%	12.4	10%	47.4	\$111.29	\$29.11
FOX 11 NEWS AT NINE	2	13%	\$1,440.00	14%	13.8	11%	52.8	\$104.35	\$27.27
GOOD DAY WISCONSIN SATURDAY	2	13%	\$1,530.00	15%	20.4	17%	78.0	\$75.00	\$19.62
GOOD DAY WISCONSIN SUNDAY	3	19%	\$1,440.00	14%	26.1	21%	100.2	\$55.17	\$14.37
FOX 11 NEWS AT TEN - SUN	1	6%	\$330.00	3%	5.7	5%	21.8	\$57.89	\$15.14
Total (CS-Households)	16	100%	\$10,000.00	100%	122.8	100%	470.0	\$81.43	\$21.28

Monthly Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	CPP	CPM
Oct/26	16	100%	\$10,000.00	100%	\$625.00	122.8	100%	470.0	\$81.43	\$21.28

Week Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	Reach	Freq	CPP	CPM	Acc Reach	Acc Freq
10/5/2026	8	50%	\$5,075.00	51%	\$625.00	62.9	51%	240.8	44.3	1.4	\$80.68	\$21.08	44.3	1.4
10/12/2026	8	50%	\$4,925.00	49%	\$625.00	59.9	49%	229.2	43.0	1.4	\$82.22	\$21.49	67.1	1.8
Total (CS-Households)	16	100%	\$10,000.00	100%	\$625.00	122.8	100%	470.0	67.1	1.8	\$81.43	\$21.28	67.1	1.8