



Puff Cannabis week 8

Author: Kyle Schlies

Proposal ID: 10159
Market: GREEN BAY-APPLETON [68]
Station: WLUK
Schedule Date: 1/26/2026 - 2/15/2026
Spot Length(s): :30
Book: CS-Dec/2025 adj.CS-Dec/2025
Report: Planner

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

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Demo: CS-Households CS.000 Book: CS-Dec/2025 adj.CS-Dec/2025

Station	Program Name	Time	Len	JA 26	FE 2	FE 9	Spots	(000)	Shr	CPM	IMPs			Total \$
WLUK														
WLUK	GOOD DAY WISCONSIN	Mo-Fr 7:00a-8:00a	:30	1	3		4	40.5	33.5	\$6.17	162.0			\$1,000.00
WLUK	GOOD DAY WISCONSIN	Mo-Fr 8:00a-9:00a	:30	1	3		4	43.5	33.8	\$5.75	174.0			\$1,000.00
WLUK	FOX 11 NEWS AT FIVE	Mo-Fr 5:00p-6:00p	:30	1	3		4	26.2	13.7	\$6.68	104.8			\$700.00
WLUK	FOX 11 NEWS AT NINE	Mo-Fr 9:00p-10:00p	:30		4		4	24.4	14.3	\$8.20	97.6			\$800.00
WLUK	ADDED VALUE BONUS	Mo-Su 6:00a-12:00a	:30	3	7		10	24.8	16.9	\$0.00	248.0			\$0.00
WLUK	GOOD DAY WISCONSIN SATURDAY	Sat 7:00a-9:00a	:30	1	1		2	43.4	35.5	\$4.03	86.8			\$350.00
WLUK	FOX 11 NEWS AT NINE - SUN	Sun 9:00p-10:00p	:30	1			1	19.7	9.8	\$7.61	19.7			\$150.00
WLUK	TOTALS:			8	21		29			\$4.48	892.9			\$4,000.00

Cost \$4,000.00

Approved by: _____ Date: _____



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Demo: CS-Households CS.RTG Book: CS-Dec/2025 adj.CS-Dec/2025

Station	Program Name	Time	Len	JA 26	FE 2	FE 9	Spots	Rtg	Shr	CPP	GRPs			Total \$
WLUK														
WLUK	GOOD DAY WISCONSIN	Mo-Fr 7:00a-8:00a	:30	1	3		4	10.6	33.5	\$23.58	42.4			\$1,000.00
WLUK	GOOD DAY WISCONSIN	Mo-Fr 8:00a-9:00a	:30	1	3		4	11.4	33.8	\$21.93	45.6			\$1,000.00
WLUK	FOX 11 NEWS AT FIVE	Mo-Fr 5:00p-6:00p	:30	1	3		4	6.9	13.7	\$25.36	27.6			\$700.00
WLUK	FOX 11 NEWS AT NINE	Mo-Fr 9:00p-10:00p	:30		4		4	6.4	14.3	\$31.25	25.6			\$800.00
WLUK	ADDED VALUE BONUS	Mo-Su 6:00a-12:00a	:30	3	7		10	6.5	16.9	\$0.00	65.0			\$0.00
WLUK	GOOD DAY WISCONSIN SATURDAY	Sat 7:00a-9:00a	:30	1	1		2	11.3	35.5	\$15.49	22.6			\$350.00
WLUK	FOX 11 NEWS AT NINE - SUN	Sun 9:00p-10:00p	:30	1			1	5.1	9.8	\$29.41	5.1			\$150.00
WLUK	TOTALS:			8	21		29			\$17.10	233.9			\$4,000.00

Cost \$4,000.00

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Demo: CS-A50+ CS.000 Book: CS-Dec/2025 adj.CS-Dec/2025

Station	Program Name	Time	Len	JA 26	FE 2	FE 9	Spots	(000)	Shr	CPM	IMPs			Total \$
WLUK														
WLUK	GOOD DAY WISCONSIN	Mo-Fr 7:00a-8:00a	:30	1	3		4	25.4	35.1	\$9.84	101.6			\$1,000.00
WLUK	GOOD DAY WISCONSIN	Mo-Fr 8:00a-9:00a	:30	1	3		4	27.6	34.2	\$9.06	110.4			\$1,000.00
WLUK	FOX 11 NEWS AT FIVE	Mo-Fr 5:00p-6:00p	:30	1	3		4	16.5	13.6	\$10.61	66.0			\$700.00
WLUK	FOX 11 NEWS AT NINE	Mo-Fr 9:00p-10:00p	:30		4		4	15.5	12.2	\$12.90	62.0			\$800.00
WLUK	ADDED VALUE BONUS	Mo-Su 6:00a-12:00a	:30	3	7		10	15.6	15.9	\$0.00	156.0			\$0.00
WLUK	GOOD DAY WISCONSIN SATURDAY	Sat 7:00a-9:00a	:30	1	1		2	27.5	36.0	\$6.36	55.0			\$350.00
WLUK	FOX 11 NEWS AT NINE - SUN	Sun 9:00p-10:00p	:30	1			1	12.5	8.8	\$12.00	12.5			\$150.00
WLUK	TOTALS:			8	21		29			\$7.10	563.5			\$4,000.00
Cost \$4,000.00														
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Demo: CS-A50+ CS.RTG Book: CS-Dec/2025 adj.CS-Dec/2025

Station	Program Name	Time	Len	JA 26	FE 2	FE 9	Spots	Rtg	Shr	CPP	GRPs			Total \$
WLUK														
WLUK	GOOD DAY WISCONSIN	Mo-Fr 7:00a-8:00a	:30	1	3		4	10.9	35.1	\$22.94	43.6			\$1,000.00
WLUK	GOOD DAY WISCONSIN	Mo-Fr 8:00a-9:00a	:30	1	3		4	11.8	34.2	\$21.19	47.2			\$1,000.00
WLUK	FOX 11 NEWS AT FIVE	Mo-Fr 5:00p-6:00p	:30	1	3		4	7.1	13.6	\$24.65	28.4			\$700.00
WLUK	FOX 11 NEWS AT NINE	Mo-Fr 9:00p-10:00p	:30		4		4	6.6	12.2	\$30.30	26.4			\$800.00
WLUK	ADDED VALUE BONUS	Mo-Su 6:00a-12:00a	:30	3	7		10	6.7	15.9	\$0.00	67.0			\$0.00
WLUK	GOOD DAY WISCONSIN SATURDAY	Sat 7:00a-9:00a	:30	1	1		2	11.8	36.0	\$14.83	23.6			\$350.00
WLUK	FOX 11 NEWS AT NINE - SUN	Sun 9:00p-10:00p	:30	1			1	5.4	8.8	\$27.78	5.4			\$150.00
WLUK	TOTALS:			8	21		29			\$16.56	241.6			\$4,000.00
Cost \$4,000.00														
Approved by: _____ Date: _____														

Station Summaries (CS-Households CS.000)							Spots	CPM	CPP	GRPs	Reach	Freq	Total \$
WLUK							29	\$4.48	\$17.10	233.9	83.3	2.8	\$4,000.00



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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	29	\$4,000.00	233.9	892.9	83.3	2.8	45.5	\$17.10	\$4.48	319,159	382,928

Daypart Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	CPP	CPM
Early Morning	20	69%	\$2,350.00	59%	\$137.93	175.6	75%	670.8	\$13.38	\$3.50
Early News	4	14%	\$700.00	18%	\$137.93	27.6	12%	104.8	\$25.36	\$6.68
Late News	5	17%	\$950.00	24%	\$137.93	30.7	13%	117.3	\$30.94	\$8.10
Total (CS-Households)	29	100%	\$4,000.00	100%	\$137.93	233.9	100%	892.9	\$17.10	\$4.48

Station Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
WLUK	29	100%	\$4,000.00	100%	\$137.93	233.9	100%	892.9	83.3	2.8	45.5	\$17.10	\$4.48	319,159	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	29	\$4,000.00	233.9	892.9	83.3	2.8	45.5	\$17.10	\$4.48	319,159	382,928
CS-A50+	29	\$4,000.00	241.6	563.5	84.3	2.9	46.4	\$16.56	\$7.10	197,036	233,666

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

Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	CPP	CPM
:30	29	100%	\$4,000.00	100%	\$137.93	233.9	100%	892.9	\$17.10	\$4.48



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Program Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	CPP	CPM
GOOD DAY WISCONSIN	8	28%	\$2,000.00	50%	88.0	38%	336.0	\$22.73	\$5.95
FOX 11 NEWS AT FIVE	4	14%	\$700.00	18%	27.6	12%	104.8	\$25.36	\$6.68
FOX 11 NEWS AT NINE	4	14%	\$800.00	20%	25.6	11%	97.6	\$31.25	\$8.20
ADDED VALUE BONUS	10	34%	\$0.00	0%	65.0	28%	248.0	\$0.00	\$0.00
GOOD DAY WISCONSIN SATURDAY	2	7%	\$350.00	9%	22.6	10%	86.8	\$15.49	\$4.03
FOX 11 NEWS AT NINE - SUN	1	3%	\$150.00	4%	5.1	2%	19.7	\$29.41	\$7.61
Total (CS-Households)	29	100%	\$4,000.00	100%	233.9	100%	892.9	\$17.10	\$4.48

Monthly Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	CPP	CPM
Feb/26	29	100%	\$4,000.00	100%	\$137.93	233.9	100%	892.9	\$17.10	\$4.48

Week Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	Reach	Freq	CPP	CPM	Acc Reach	Acc Freq
1/26/2026	8	28%	\$1,000.00	25%	\$137.93	64.8	28%	247.7	45.2	1.4	\$15.43	\$4.04	45.2	1.4
2/2/2026	21	72%	\$3,000.00	75%	\$137.93	169.1	72%	645.2	73.0	2.3	\$17.74	\$4.65	83.3	2.8
Total (CS-Households)	29	100%	\$4,000.00	100%	\$137.93	233.9	100%	892.9	83.3	2.8	\$17.10	\$4.48	83.3	2.8