



Puff Cannabis week 7

Author: Kyle Schlies

Proposal ID: 10159
Market: GREEN BAY-APPLETON [68]
Station: WLUK
Schedule Date: 1/5/2026 - 1/31/2026
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 5	JA 12	JA 19	JA 26	Spots	(000)	Shr	CPM	IMPs			Total \$
WLUK															
WLUK	GOOD DAY WISCONSIN	Mo-Fr 7:00a-8:00a	:30			1	2	3	40.5	33.5	\$6.17	121.5			\$750.00
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	\$7.40	104.8			\$775.00
WLUK	FOX 11 NEWS AT NINE	Mo-Fr 9:00p-10:00p	:30				5	5	24.4	14.3	\$8.20	122.0			\$1,000.00
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	\$3.74	86.8			\$325.00
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			\$4.56	876.8			\$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 5	JA 12	JA 19	JA 26	Spots	Rtg	Shr	CPP	GRPs			Total \$
WLUK															
WLUK	GOOD DAY WISCONSIN	Mo-Fr 7:00a-8:00a	:30			1	2	3	10.6	33.5	\$23.58	31.8			\$750.00
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	\$28.08	27.6			\$775.00
WLUK	FOX 11 NEWS AT NINE	Mo-Fr 9:00p-10:00p	:30				5	5	6.4	14.3	\$31.25	32.0			\$1,000.00
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	\$14.38	22.6			\$325.00
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			\$17.41	229.7			\$4,000.00
Cost \$4,000.00															
Approved by: _____ Date: _____															



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

Station	Program Name	Time	Len	JA 5	JA 12	JA 19	JA 26	Spots	(000)	Shr	CPM	IMPs			Total \$
WLUK															
WLUK	GOOD DAY WISCONSIN	Mo-Fr 7:00a-8:00a	:30			1	2	3	25.4	35.1	\$9.84	76.2			\$750.00
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	\$11.74	66.0			\$775.00
WLUK	FOX 11 NEWS AT NINE	Mo-Fr 9:00p-10:00p	:30				5	5	15.5	12.2	\$12.90	77.5			\$1,000.00
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	\$5.91	55.0			\$325.00
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			\$7.23	553.6			\$4,000.00
Cost \$4,000.00															
Approved by: _____ Date: _____															



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

Station	Program Name	Time	Len	JA 5	JA 12	JA 19	JA 26	Spots	Rtg	Shr	CPP	GRPs			Total \$
WLUK															
WLUK	GOOD DAY WISCONSIN	Mo-Fr 7:00a-8:00a	:30			1	2	3	10.9	35.1	\$22.94	32.7			\$750.00
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	\$27.29	28.4			\$775.00
WLUK	FOX 11 NEWS AT NINE	Mo-Fr 9:00p-10:00p	:30				5	5	6.6	12.2	\$30.30	33.0			\$1,000.00
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	\$13.77	23.6			\$325.00
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			\$16.86	237.3			\$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	\$4.56	\$17.41	229.7	82.8	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	229.7	876.8	82.8	2.8	44.9	\$17.41	\$4.56	317,025	382,928

Daypart Summary (CS-Households CS.000)										
Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	CPP	CPM
Early Morning	19	66%	\$2,075.00	52%	\$137.93	165.0	72%	630.3	\$12.58	\$3.29
Early News	4	14%	\$775.00	19%	\$137.93	27.6	12%	104.8	\$28.08	\$7.40
Late News	6	21%	\$1,150.00	29%	\$137.93	37.1	16%	141.7	\$31.00	\$8.12
Total (CS-Households)	29	100%	\$4,000.00	100%	\$137.93	229.7	100%	876.8	\$17.41	\$4.56

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	229.7	100%	876.8	82.8	2.8	44.9	\$17.41	\$4.56	317,025	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	229.7	876.8	82.8	2.8	44.9	\$17.41	\$4.56	317,025	382,928
CS-A50+	29	\$4,000.00	237.3	553.6	83.8	2.8	45.9	\$16.86	\$7.23	195,776	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	229.7	100%	876.8	\$17.41	\$4.56



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Program Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	CPP	CPM
GOOD DAY WISCONSIN	7	24%	\$1,750.00	44%	77.4	34%	295.5	\$22.61	\$5.92
FOX 11 NEWS AT FIVE	4	14%	\$775.00	19%	27.6	12%	104.8	\$28.08	\$7.40
FOX 11 NEWS AT NINE	5	17%	\$1,000.00	25%	32.0	14%	122.0	\$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%	\$325.00	8%	22.6	10%	86.8	\$14.38	\$3.74
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%	229.7	100%	876.8	\$17.41	\$4.56

Monthly Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	CPP	CPM
Jan/26	8	28%	\$975.00	24%	\$137.93	64.8	28%	247.7	\$15.05	\$3.94
Feb/26	21	72%	\$3,025.00	76%	\$137.93	164.9	72%	629.1	\$18.34	\$4.81
Total (CS-Households)	29	100%	\$4,000.00	100%	\$137.93	229.7	100%	876.8	\$17.41	\$4.56

Week Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	Reach	Freq	CPP	CPM	Acc Reach	Acc Freq
1/19/2026	8	28%	\$975.00	24%	\$137.93	64.8	28%	247.7	45.2	1.4	\$15.05	\$3.94	45.2	1.4
1/26/2026	21	72%	\$3,025.00	76%	\$137.93	164.9	72%	629.1	71.9	2.3	\$18.34	\$4.81	82.8	2.8
Total (CS-Households)	29	100%	\$4,000.00	100%	\$137.93	229.7	100%	876.8	82.8	2.8	\$17.41	\$4.56	82.8	2.8