

Scatter Proposal

To: Great American Media
For: Making Michigans Future [Various]
RE: Making Michigans Fture 3Q26 Political Scatter - CW Sports

Deal #: 62127v1
Guaranteed: No
Equivalized: Yes
Show as Equiv: Yes

Total Dollars:	
Total Units:	
Total EQ Units:	1.0

Account Exec: Matt Pares
AE Phone #: (212) 636-5865
AE Email: mpares@nexstar.tv
Planner:
Planner Phone #:
Planner Email:
Buyer:
Expiration Date: 8/20/2026



A35+* (Primary)	Daypart Mix	Total (000)	% (000)
Sports		418	100.0%

Length Summary			
Len	Demo	Total (000)	CPM
Equiv :30			
	A35+*	418	
	HH	350	
	A18+(c)	457	

Daypart Summary			
A35+*		HH	
A18+(c)		A18+(c)	
Eq Units	Total \$	Total (000)	% (000)
		CPM	

Q3 2026

Sports	1.0	418	100%	350	100%	457	100%
Q3 2026 Total	1.0	418	100%	350	100%	457	100%

Proposal Quarterly Detail
Making Michigans Future
Making Michigans Fture 3Q26 Political Scatter - CW Sports

Agency: Great American Media
75 Applewood Drive
Sparta, MI 49345

Deal #: 62127v1
Rating Stream: BD LSD
Guaranteed: No
Equivalized: Yes
Transaction: Cash

Quarter Dollars: [REDACTED]
CPM: \$28.71
Quarter (000): 418
Deal Year: 2026

Primary Demo: A35+*
Quarterly Universe Estimates

A35+* HH
Total US 186,440 128,100



Flights: 06/29/26 - 09/27/26

Q3 2026 - Various											
Selling Name	Price Period	SE	Len	Units	Eq Units	Rate	Priority	A35+*		HH	
								Total (000)	% (000)	Total (000)	% (000)
ACC Football	06/29/26 - 09/27/26	CM	:30	1	1.0	[REDACTED]		418	100%	350	100%
Sports Total				1	1.0			418	100%	350	100%
Q3 2026 - Various Total								418	100%	350	100%
A35+* (Primary) Daypart Mix								Total (000)		% (000)	
Sports								418	100.0%		
Total								418	100%	457	100%