



Puff Cannabis week 11

Author: Kyle Schlies

Proposal ID: 10159
Market: GREEN BAY-APPLETON [68]
Station: WLUK
Schedule Date: 2/2/2026 - 3/1/2026
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	FE 2	FE 9	FE 16	FE 23	Spots	(000)	Shr	CPM	IMPs			Total \$
WLUK															
WLUK	GOOD DAY WISCONSIN	Mo-Fr 7:00a-8:00a	:30			2	6	8	40.5	33.5	\$6.17	324.0			\$2,000.00
WLUK	GOOD DAY WISCONSIN	Mo-Fr 8:00a-9:00a	:30			2	6	8	43.5	33.8	\$5.75	348.0			\$2,000.00
WLUK	FOX 11 NEWS AT FIVE	Mo-Fr 5:00p-6:00p	:30			2	8	10	26.2	13.7	\$6.68	262.0			\$1,750.00
WLUK	FOX 11 NEWS AT NINE	Mo-Fr 9:00p-10:00p	:30				8	8	24.4	14.3	\$8.20	195.2			\$1,600.00
WLUK	ADDED VALUE BONUS	Mo-Su 6:00a-12:00a	:30			6	14	20	*5.0	3.6	\$0.00	100.0			\$0.00
WLUK	GOOD DAY WISCONSIN SATURDAY	Sat 7:00a-9:00a	:30			2		2	43.4	35.5	\$4.03	86.8			\$350.00
WLUK	FOX 11 NEWS AT NINE - SUN	Sun 9:00p-10:00p	:30			2		2	19.7	9.8	\$7.61	39.4			\$300.00
WLUK	TOTALS:					16	42	58			\$5.90	1,355.4			\$8,000.00
Cost \$8,000.00															
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	FE 2	FE 9	FE 16	FE 23	Spots	Rtg	Shr	CPP	GRPs			Total \$
WLUK															
WLUK	GOOD DAY WISCONSIN	Mo-Fr 7:00a-8:00a	:30			2	6	8	10.6	33.5	\$23.58	84.8			\$2,000.00
WLUK	GOOD DAY WISCONSIN	Mo-Fr 8:00a-9:00a	:30			2	6	8	11.4	33.8	\$21.93	91.2			\$2,000.00
WLUK	FOX 11 NEWS AT FIVE	Mo-Fr 5:00p-6:00p	:30			2	8	10	6.9	13.7	\$25.36	69.0			\$1,750.00
WLUK	FOX 11 NEWS AT NINE	Mo-Fr 9:00p-10:00p	:30				8	8	6.4	14.3	\$31.25	51.2			\$1,600.00
WLUK	ADDED VALUE BONUS	Mo-Su 6:00a-12:00a	:30			6	14	20	*1.3	3.6	\$0.00	26.0			\$0.00
WLUK	GOOD DAY WISCONSIN SATURDAY	Sat 7:00a-9:00a	:30			2		2	11.3	35.5	\$15.49	22.6			\$350.00
WLUK	FOX 11 NEWS AT NINE - SUN	Sun 9:00p-10:00p	:30			2		2	5.1	9.8	\$29.41	10.2			\$300.00
WLUK	TOTALS:					16	42	58			\$22.54	355.0			\$8,000.00
Cost \$8,000.00															
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	FE 2	FE 9	FE 16	FE 23	Spots	(000)	Shr	CPM	IMPs			Total \$
WLUK															
WLUK	GOOD DAY WISCONSIN	Mo-Fr 7:00a-8:00a	:30			2	6	8	25.4	35.1	\$9.84	203.2			\$2,000.00
WLUK	GOOD DAY WISCONSIN	Mo-Fr 8:00a-9:00a	:30			2	6	8	27.6	34.2	\$9.06	220.8			\$2,000.00
WLUK	FOX 11 NEWS AT FIVE	Mo-Fr 5:00p-6:00p	:30			2	8	10	16.5	13.6	\$10.61	165.0			\$1,750.00
WLUK	FOX 11 NEWS AT NINE	Mo-Fr 9:00p-10:00p	:30				8	8	15.5	12.2	\$12.90	124.0			\$1,600.00
WLUK	ADDED VALUE BONUS	Mo-Su 6:00a-12:00a	:30			6	14	20	*15.6	15.9	\$0.00	312.0			\$0.00
WLUK	GOOD DAY WISCONSIN SATURDAY	Sat 7:00a-9:00a	:30			2		2	27.5	36.0	\$6.36	55.0			\$350.00
WLUK	FOX 11 NEWS AT NINE - SUN	Sun 9:00p-10:00p	:30			2		2	12.5	8.8	\$12.00	25.0			\$300.00
WLUK	TOTALS:					16	42	58			\$7.24	1,105.0			\$8,000.00
Cost \$8,000.00															
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	FE 2	FE 9	FE 16	FE 23	Spots	Rtg	Shr	CPP	GRPs			Total \$
WLUK															
WLUK	GOOD DAY WISCONSIN	Mo-Fr 7:00a-8:00a	:30			2	6	8	10.9	35.1	\$22.94	87.2			\$2,000.00
WLUK	GOOD DAY WISCONSIN	Mo-Fr 8:00a-9:00a	:30			2	6	8	11.8	34.2	\$21.19	94.4			\$2,000.00
WLUK	FOX 11 NEWS AT FIVE	Mo-Fr 5:00p-6:00p	:30			2	8	10	7.1	13.6	\$24.65	71.0			\$1,750.00
WLUK	FOX 11 NEWS AT NINE	Mo-Fr 9:00p-10:00p	:30				8	8	6.6	12.2	\$30.30	52.8			\$1,600.00
WLUK	ADDED VALUE BONUS	Mo-Su 6:00a-12:00a	:30			6	14	20	*6.7	15.9	\$0.00	134.0			\$0.00
WLUK	GOOD DAY WISCONSIN SATURDAY	Sat 7:00a-9:00a	:30			2		2	11.8	36.0	\$14.83	23.6			\$350.00
WLUK	FOX 11 NEWS AT NINE - SUN	Sun 9:00p-10:00p	:30			2		2	5.4	8.8	\$27.78	10.8			\$300.00
WLUK	TOTALS:					16	42	58			\$16.88	473.8			\$8,000.00
Cost \$8,000.00															
Approved by: _____ Date: _____															

Station Summaries (CS-Households CS.000)								Spots	CPM	CPP	GRPs	Reach	Freq	Total \$
WLUK								58	\$5.90	\$22.54	355.0	88.8	4.0	\$8,000.00



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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	58	\$8,000.00	355.0	1,355.4	88.8	4.0	57.7	\$22.54	\$5.90	340,153	382,928

Daypart Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	CPP	CPM
Early Morning	38	66%	\$4,350.00	54%	\$137.93	224.6	63%	858.8	\$19.37	\$5.07
Early News	10	17%	\$1,750.00	22%	\$137.93	69.0	19%	262.0	\$25.36	\$6.68
Late News	10	17%	\$1,900.00	24%	\$137.93	61.4	17%	234.6	\$30.94	\$8.10
Total (CS-Households)	58	100%	\$8,000.00	100%	\$137.93	355.0	100%	1,355.4	\$22.54	\$5.90

Station Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
WLUK	58	100%	\$8,000.00	100%	\$137.93	355.0	100%	1,355.4	88.8	4.0	57.7	\$22.54	\$5.90	340,153	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	58	\$8,000.00	355.0	1,355.4	88.8	4.0	57.7	\$22.54	\$5.90	340,153	382,928
CS-A50+	58	\$8,000.00	473.8	1,105.0	93.5	5.1	65.6	\$16.88	\$7.24	218,503	233,666

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

Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	CPP	CPM
:30	58	100%	\$8,000.00	100%	\$137.93	355.0	100%	1,355.4	\$22.54	\$5.90



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Program Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	CPP	CPM
GOOD DAY WISCONSIN	16	28%	\$4,000.00	50%	176.0	50%	672.0	\$22.73	\$5.95
FOX 11 NEWS AT FIVE	10	17%	\$1,750.00	22%	69.0	19%	262.0	\$25.36	\$6.68
FOX 11 NEWS AT NINE	8	14%	\$1,600.00	20%	51.2	14%	195.2	\$31.25	\$8.20
ADDED VALUE BONUS	20	34%	\$0.00	0%	26.0	7%	100.0	\$0.00	\$0.00
GOOD DAY WISCONSIN SATURDAY	2	3%	\$350.00	4%	22.6	6%	86.8	\$15.49	\$4.03
FOX 11 NEWS AT NINE - SUN	2	3%	\$300.00	4%	10.2	3%	39.4	\$29.41	\$7.61
Total (CS-Households)	58	100%	\$8,000.00	100%	355.0	100%	1,355.4	\$22.54	\$5.90

Monthly Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	CPP	CPM
Feb/26	16	28%	\$2,000.00	25%	\$137.93	98.4	28%	376.6	\$20.33	\$5.31
Mar/26	42	72%	\$6,000.00	75%	\$137.93	256.6	72%	978.8	\$23.38	\$6.13
Total (CS-Households)	58	100%	\$8,000.00	100%	\$137.93	355.0	100%	1,355.4	\$22.54	\$5.90

Week Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	Reach	Freq	CPP	CPM	Acc Reach	Acc Freq
2/16/2026	16	28%	\$2,000.00	25%	\$137.93	98.4	28%	376.6	57.4	1.7	\$20.33	\$5.31	57.4	1.7
2/23/2026	42	72%	\$6,000.00	75%	\$137.93	256.6	72%	978.8	80.3	3.2	\$23.38	\$6.13	88.8	4.0
Total (CS-Households)	58	100%	\$8,000.00	100%	\$137.93	355.0	100%	1,355.4	88.8	4.0	\$22.54	\$5.90	88.8	4.0