



PUFF Cannabis - Political 9.21 - 10.4

Book: Comscore August 2026

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
Author: Kyle Schlies

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

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Flight Dates: 9/7/2026-11/3/2026

Program Time	Spot Length	SE 7	SE 14	SE 21	SE 28	OC 5	OC 12	OC 19	OC 26	NO 2	Households CS.000	Households CS.RTG	W k s	Rate Spots
WLUK														
GOOD DAY WISCONSIN	:30	--	--	1	1	--	--	--	--	--	27.8	7.3	2	\$750.00
GRPs/Impressions											55.6	14.6		2
SHR											33.0	33.0		
CPP/CPM											\$26.98	\$102.74		
Mo-Fr 6:00a-7:00a														
RTF Comment														
GOOD DAY WISCONSIN	:30	--	--	1	1	--	--	--	--	--	40.9	10.7	2	\$945.00
GRPs/Impressions											81.8	21.4		2
SHR											35.0	35.0		
CPP/CPM											\$23.11	\$88.32		
Mo-Fr 8:00a-9:00a														
RTF Comment														
FOX 11 LIVING	:30	--	--	1	1	--	--	--	--	--	16.2	4.2	2	\$225.00
GRPs/Impressions											32.4	8.4		2
SHR											15.2	15.2		
CPP/CPM											\$13.89	\$53.57		
Mo-Fr 10:00a-11:00a														
RTF Comment														
FOX 11 NEWS AT FIVE	:30	--	--	1	1	--	--	--	--	--	23.7	6.2	2	\$690.00
GRPs/Impressions											47.4	12.4		2
SHR											14.1	14.1		
CPP/CPM											\$29.11	\$111.29		
Mo-Fr 5:00p-6:00p														
RTF Comment														



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WLUK														
JEOPARDY	:30	--	--	1	--	--	--	--	--	--	35.9	9.4	1	\$1,200.00
GRPs/Impressions											35.9	9.4		1
SHR											19.8	19.8		
CPP/CPM											\$33.43	\$127.66		
Mo-Fr 6:00p-6:30p														
RTF Comment														
FOX 11 NEWS AT NINE	:30	--	--	1	1	--	--	--	--	--	26.4	6.9	2	\$720.00
GRPs/Impressions											52.8	13.8		2
SHR											18.0	18.0		
CPP/CPM											\$27.27	\$104.35		
Mo-Fr 9:00p-10:00p														
RTF Comment														
FOX 11 NEWS AT TEN	:30	--	--	1	1	--	--	--	--	--	19.7	5.2	2	\$525.00
GRPs/Impressions											39.4	10.4		2
SHR											14.4	14.4		
CPP/CPM											\$26.65	\$100.96		
Mo-Fr 10:00p-10:35p														
RTF Comment														
GOOD DAY WISCONSIN SATURDAY	:30	--	--	1	1	--	--	--	--	--	39.0	10.2	2	\$765.00
GRPs/Impressions											78.0	20.4		2
SHR											35.4	35.4		
CPP/CPM											\$19.62	\$75.00		
Sat 6:00a-9:00a														
RTF Comment														



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Flight Dates: 9/7/2026-11/3/2026

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WLUK														
GOOD DAY WISCONSIN SUNDAY	:30	--	--	1	1	--	--	--	--	--	33.4	8.7	2	\$480.00
GRPs/Impressions											66.8	17.4		2
SHR											32.7	32.7		
CPP/CPM											\$14.37	\$55.17		
Sun 6:00a-8:30a														
RTF Comment														
FOX 11 NEWS AT TEN - SUN	:30	--	--	1	1	--	--	--	--	--	21.8	5.7	2	\$300.00
GRPs/Impressions											43.6	11.4		2
SHR											14.0	14.0		
CPP/CPM											\$13.76	\$52.63		
Sun 10:00p-10:35p														
RTF Comment														



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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	19	\$12,000.00	139.6	533.7	71.5	2.0	31.0	\$85.96	\$22.48	273,647	382,928

Daypart Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	CPP	CPM
Early Morning	8	42%	\$5,880.00	49%	\$631.58	73.8	53%	282.2	\$79.67	\$20.84
Daytime	2	11%	\$450.00	4%	\$631.58	8.4	6%	32.4	\$53.57	\$13.89
Early News	2	11%	\$1,380.00	12%	\$631.58	12.4	9%	47.4	\$111.29	\$29.11
Access	1	5%	\$1,200.00	10%	\$631.58	9.4	7%	35.9	\$127.66	\$33.43
Late News	6	32%	\$3,090.00	26%	\$631.58	35.6	26%	135.8	\$86.80	\$22.75
Total (CS-Households)	19	100%	\$12,000.00	100%	\$631.58	139.6	100%	533.7	\$85.96	\$22.48

Station Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
WLUK	19	100%	\$12,000.00	100%	\$631.58	139.6	100%	533.7	71.5	2.0	31.0	\$85.96	\$22.48	273,647	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	19	\$12,000.00	139.6	533.7	71.5	2.0	31.0	\$85.96	\$22.48	273,647	382,928

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

Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	CPP	CPM
:30	19	100%	\$12,000.00	100%	\$631.58	139.6	100%	533.7	\$85.96	\$22.48



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Program Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	CPP	CPM
GOOD DAY WISCONSIN	4	21%	\$3,390.00	28%	36.0	26%	137.4	\$94.17	\$24.67
FOX 11 LIVING	2	11%	\$450.00	4%	8.4	6%	32.4	\$53.57	\$13.89
FOX 11 NEWS AT FIVE	2	11%	\$1,380.00	12%	12.4	9%	47.4	\$111.29	\$29.11
JEOPARDY	1	5%	\$1,200.00	10%	9.4	7%	35.9	\$127.66	\$33.43
FOX 11 NEWS AT NINE	2	11%	\$1,440.00	12%	13.8	10%	52.8	\$104.35	\$27.27
FOX 11 NEWS AT TEN	2	11%	\$1,050.00	9%	10.4	7%	39.4	\$100.96	\$26.65
GOOD DAY WISCONSIN SATURDAY	2	11%	\$1,530.00	13%	20.4	15%	78.0	\$75.00	\$19.62
GOOD DAY WISCONSIN SUNDAY	2	11%	\$960.00	8%	17.4	12%	66.8	\$55.17	\$14.37
FOX 11 NEWS AT TEN - SUN	2	11%	\$600.00	5%	11.4	8%	43.6	\$52.63	\$13.76
Total (CS-Households)	19	100%	\$12,000.00	100%	139.6	100%	533.7	\$85.96	\$22.48

Monthly Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	CPP	CPM
Sep/26	10	53%	\$6,600.00	55%	\$631.58	74.5	53%	284.8	\$88.59	\$23.17
Oct/26	9	47%	\$5,400.00	45%	\$631.58	65.1	47%	248.9	\$82.95	\$21.70
Total (CS-Households)	19	100%	\$12,000.00	100%	\$631.58	139.6	100%	533.7	\$85.96	\$22.48

Week Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	Reach	Freq	CPP	CPM	Acc Reach	Acc Freq
9/21/2026	10	53%	\$6,600.00	55%	\$631.58	74.5	53%	284.8	50.3	1.5	\$88.59	\$23.17	50.3	1.5
9/28/2026	9	47%	\$5,400.00	45%	\$631.58	65.1	47%	248.9	45.7	1.4	\$82.95	\$21.70	71.5	2.0
Total (CS-Households)	19	100%	\$12,000.00	100%	\$631.58	139.6	100%	533.7	71.5	2.0	\$85.96	\$22.48	71.5	2.0