



PUFF Cannabis - Political

Author: Kyle Schlies

Proposal ID: 18813
 Market: GREEN BAY-APPLETON [68]
 Station: WLUK
 Schedule Date: 10/5/2026 - 11/3/2026
 Spot Length(s): :30
 Book: CS-Aug/2026
 Report: Planner

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

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Demo: CS-Households CS.000 Book: CS-Aug/2026

Station	Program Name	Time	Len	OC 5	OC 12	OC 19	OC 26	NO 2	Spots	(000)	Shr	CPM	IMPs			Total \$
WLUK																
WLUK	GOOD DAY WISCONSIN	Mo-Fr 6:00a-7:00a	:30		1	1	1		3	27.8	33.0	\$26.98	83.4			\$2,250.00
WLUK	GOOD DAY WISCONSIN	Mo-Fr 7:00a-8:00a	:30					1	1	39.6	34.7	\$23.11	39.6			\$915.00
WLUK	GOOD DAY WISCONSIN	Mo-Fr 8:00a-9:00a	:30		1	1	1		3	40.9	35.0	\$23.11	122.7			\$2,835.00
WLUK	FOX 11 LIVING	Mo-Fr 10:00a-11:00a	:30		1	1	1		3	16.2	15.2	\$14.71	48.6			\$715.00
WLUK	FOX 11 NEWS AT FIVE	Mo-Fr 5:00p-6:00p	:30		1	2	2	1	6	23.7	14.1	\$29.11	142.2			\$4,140.00
WLUK	JEOPARDY	Mo-Fr 6:00p-6:30p	:30		1	1	1		3	35.9	19.8	\$33.43	107.7			\$3,600.00
WLUK	WHEEL OF FORTUNE	Mo-Fr 6:30p-7:00p	:30			1	1		2	38.9	22.3	\$34.06	77.8			\$2,650.00
WLUK	FOX 11 NEWS AT NINE	Mo-Fr 9:00p-10:00p	:30		1	1	1	1	4	26.4	18.0	\$27.27	105.6			\$2,880.00
WLUK	FOX COLLEGE FOOTBALL FRIDAYS	Fri 7:00p-11:30p	:30		1				1	9.2	6.8	\$43.48	9.2			\$400.00
WLUK	GOOD DAY WISCONSIN SATURDAY	Sat 6:00a-9:00a	:30		1	1	1		3	39.0	35.4	\$19.62	117.0			\$2,295.00
WLUK	BIG NOON KICKOFF	Sat 9:00a-11:00a	:30		1				1	11.6	10.8	\$17.24	11.6			\$200.00
WLUK	GOOD DAY WISCONSIN SUNDAY	Sun 6:00a-8:30a	:30		1	1	1		3	33.4	32.7	\$14.37	100.2			\$1,440.00
WLUK	FOX 11 NEWS AT TEN - SUN	Sun 10:00p-10:35p	:30		1				1	21.8	14.0	\$15.14	21.8			\$330.00
WLUK	TOTALS:				11	10	10	3	34			\$24.96	987.4			\$24,650.00

Cost \$24,650.00

Approved by: 

Date: 10/16/26



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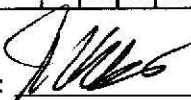
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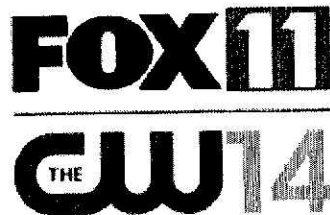
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Demo: CS-Households CS.RTG Book: CS-Aug/2026

Station	Program Name	Time	Len	OC 5	OC 12	OC 19	OC 26	NO 2	Spots	Rtg	Shr	CPP	GRPs			Total \$
WLUK																
WLUK	GOOD DAY WISCONSIN	Mo-Fr 6:00a-7:00a	:30		1	1	1		3	7.3	33.0	\$102.74	21.9			\$2,250.00
WLUK	GOOD DAY WISCONSIN	Mo-Fr 7:00a-8:00a	:30					1	1	10.3	34.7	\$88.83	10.3			\$915.00
WLUK	GOOD DAY WISCONSIN	Mo-Fr 8:00a-9:00a	:30		1	1	1		3	10.7	35.0	\$88.32	32.1			\$2,835.00
WLUK	FOX 11 LIVING	Mo-Fr 10:00a-11:00a	:30		1	1	1		3	4.2	15.2	\$56.75	12.6			\$715.00
WLUK	FOX 11 NEWS AT FIVE	Mo-Fr 5:00p-6:00p	:30		1	2	2	1	6	6.2	14.1	\$111.29	37.2			\$4,140.00
WLUK	JEOPARDY	Mo-Fr 6:00p-6:30p	:30		1	1	1		3	9.4	19.8	\$127.66	28.2			\$3,600.00
WLUK	WHEEL OF FORTUNE	Mo-Fr 6:30p-7:00p	:30			1	1		2	10.2	22.3	\$129.90	20.4			\$2,650.00
WLUK	FOX 11 NEWS AT NINE	Mo-Fr 9:00p-10:00p	:30		1	1	1	1	4	6.9	18.0	\$104.35	27.6			\$2,880.00
WLUK	FOX COLLEGE FOOTBALL FRIDAYS	Fri 7:00p-11:30p	:30		1				1	2.4	6.8	\$166.67	2.4			\$400.00
WLUK	GOOD DAY WISCONSIN SATURDAY	Sat 6:00a-9:00a	:30		1	1	1		3	10.2	35.4	\$75.00	30.6			\$2,295.00
WLUK	BIG NOON KICKOFF	Sat 9:00a-11:00a	:30		1				1	3.0	10.8	\$66.67	3.0			\$200.00
WLUK	GOOD DAY WISCONSIN SUNDAY	Sun 6:00a-8:30a	:30		1	1	1		3	8.7	32.7	\$55.17	26.1			\$1,440.00
WLUK	FOX 11 NEWS AT TEN - SUN	Sun 10:00p-10:35p	:30		1				1	5.7	14.0	\$57.89	5.7			\$330.00
WLUK	TOTALS:				11	10	10	3	34			\$95.51	258.1			\$24,650.00
Cost			\$24,650.00													
Approved by: 										Date: 10/14/26						

Station Summaries (CS-Households CS.000)									Spots	CPM	CPP	GRPs	Reach	Freq	Total \$
WLUK									34	\$24.96	\$95.51	258.1	88.4	2.9	\$24,650.00



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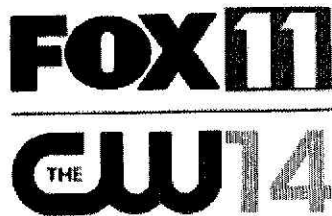
General Summary (CS-Households CS.000)											
Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
WLUK	34	\$24,650.00	258.1	987.4	88.4	2.9	49.6	\$95.51	\$24.96	338,623	382,928

Daypart Summary (CS-Households CS.000)										
Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	CPP	CPM
Early Morning	13	38%	\$9,735.00	39%	\$725.00	121.0	47%	462.9	\$80.45	\$21.03
Daytime	3	9%	\$715.00	3%	\$725.00	12.6	5%	48.6	\$56.75	\$14.71
Early News	6	18%	\$4,140.00	17%	\$725.00	37.2	14%	142.2	\$111.29	\$29.11
Access	5	15%	\$6,250.00	25%	\$725.00	48.6	19%	185.5	\$128.60	\$33.69
Late News	5	15%	\$3,210.00	13%	\$725.00	33.3	13%	127.4	\$96.40	\$25.20
Weekend	2	6%	\$600.00	2%	\$725.00	5.4	2%	20.8	\$111.11	\$28.85
Total (CS-Households)	34	100%	\$24,650.00	100%	\$725.00	258.1	100%	987.4	\$95.51	\$24.96

Station Summary (CS-Households CS.000)															
Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
WLUK	34	100%	\$24,650.00	100%	\$725.00	258.1	100%	987.4	88.4	2.9	49.6	\$95.51	\$24.96	338,623	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	34	\$24,650.00	258.1	987.4	88.4	2.9	49.6	\$95.51	\$24.96	338,623	382,928

Spot-Length Summary (CS-Households CS.000)										
Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	CPP	CPM
:30	34	100%	\$24,650.00	100%	\$725.00	258.1	100%	987.4	\$95.51	\$24.96



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Program Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	CPP	CPM
GOOD DAY WISCONSIN	7	21%	\$6,000.00	24%	64.3	25%	245.7	\$93.31	\$24.42
FOX 11 LIVING	3	9%	\$715.00	3%	12.6	5%	48.6	\$56.75	\$14.71
FOX 11 NEWS AT FIVE	6	18%	\$4,140.00	17%	37.2	14%	142.2	\$111.29	\$29.11
JEOPARDY	3	9%	\$3,600.00	15%	28.2	11%	107.7	\$127.68	\$33.43
WHEEL OF FORTUNE	2	6%	\$2,650.00	11%	20.4	8%	77.8	\$129.90	\$34.06
FOX 11 NEWS AT NINE	4	12%	\$2,880.00	12%	27.6	11%	105.6	\$104.35	\$27.27
FOX COLLEGE FOOTBALL FRIDAYS	1	3%	\$400.00	2%	2.4	1%	9.2	\$166.67	\$43.48
GOOD DAY WISCONSIN SATURDAY	3	9%	\$2,295.00	9%	30.6	12%	117.0	\$75.00	\$19.62
BIG NOON KICKOFF	1	3%	\$200.00	1%	3.0	1%	11.6	\$66.67	\$17.24
GOOD DAY WISCONSIN SUNDAY	3	9%	\$1,440.00	6%	26.1	10%	100.2	\$55.17	\$14.37
FOX 11 NEWS AT TEN - SUN	1	3%	\$330.00	1%	5.7	2%	21.8	\$57.89	\$15.14
Total (CS-Households)	34	100%	\$24,650.00	100%	258.1	100%	987.4	\$95.51	\$24.96

Monthly Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	CPP	CPM
Oct/26	21	62%	\$14,525.00	59%	\$725.00	154.7	60%	591.8	\$93.89	\$24.54
Nov/26	13	38%	\$10,125.00	41%	\$725.00	103.4	40%	395.6	\$97.92	\$25.59
Total (CS-Households)	34	100%	\$24,650.00	100%	\$725.00	258.1	100%	987.4	\$95.51	\$24.96

Week Summary (CS-Households CS.000)

Description	Spots	%	Cost	%	Avg Rate	GRPs	%	Impressions (000)	Reach	Freq	CPP	CPM	Acc Reach	Acc Freq
10/12/2026	11	32%	\$6,725.00	27%	\$725.00	74.7	29%	285.9	50.4	1.5	\$90.03	\$23.52	50.4	1.5
10/19/2026	10	29%	\$7,800.00	32%	\$725.00	80.0	31%	305.9	52.5	1.5	\$97.50	\$25.50	75.7	2.0
10/26/2026	10	29%	\$7,800.00	32%	\$725.00	80.0	31%	305.9	52.5	1.5	\$97.50	\$25.50	86.3	2.7
11/2/2026	3	9%	\$2,325.00	9%	\$725.00	23.4	9%	89.7	19.9	1.2	\$99.36	\$25.92	88.4	2.9
Total (CS-Households)	34	100%	\$24,650.00	100%	\$725.00	258.1	100%	987.4	88.4	2.9	\$95.51	\$24.96	88.4	2.9