

Planned

Hispanic Planned	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	:15 Unit		Vendor Net	Unequalized TRPs & Impressions													
	###	###	###	###	2/1	2/2	2/3	2/4	2/5	2/6	2/7	2/8	2/9	###	###	###	2/13	2/14	2/15	2/16	2/17	2/18	2/19	2/20	2/21	2/22	2/23	2/24	2/25	2/26	:15s	:30s	Total 15 units	Historical Costs	based on 15 units	A25-49		M18-49		F18-34
ESPN Deportes																6	6	6	6	7	7	7	7	7	7	7	7			62	18	98	\$ 260.00	\$ 25,480.00	0.83	824	0.83	529	0.83	286.85
Fox Deportes																7	7	7	7	8	8	8	8	8	8	8	8			71	21	113	\$ 355.00	\$ 40,044.00	1.90	1,887	2.85	1,815	0.95	328.32
Univision Deportes																2	2	2	2	4	4	4	3	3	3	3	3			27	8	43	\$ 1,100.00	\$ 47,300.00	1.75	1,738	2.10	1,337	0.70	241.92
Unimas																3	3	3	3	4	4	4	4	4	4	4	4			34	10	54	\$ 1,580.00	\$ 84,688.00	5.28	5,243	4.40	2,802	3.08	1,064.45
Univision																							2	2	2	2	2			12	2	16	\$ 12,225.00	\$ 190,710.00	5.74	5,699	3.92	2,497	3.78	1,306.37
TOTAL HISPANIC																18	18	18	18	25	27	27	24	24	24	24	24			207	58	323		\$ 388,222.00	15.50	15,390	14.10	8,980	9.34	3,227.90

Directives
 Push low reach sports into Univision Deportes
 Run 15's on espn D
 Add spots to Univision

Actual

Hispanic	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	:15 Unit		Vendor Net	Unequalized TRPs & Impressions															
	###	###	###	###	2/1	2/2	2/3	2/4	2/5	2/6	2/7	2/8	2/9	###	###	###	2/13	2/14	2/15	2/16	2/17	2/18	2/19	2/20	2/21	2/22	2/23	2/24	2/25	2/26	:15s	:30s	Total 15 units	Historical Costs	based on 15 units	A25-49		M18-49		F18-34		
ESPN Deportes																				6	7	5	4	7	6	8	5	7			55	0	55	\$ 260.00	\$ 14,300.00	0.47	463	0.47	297	0.47	161	
Fox Deportes																										4	2			6	0	6	\$ 355.00	\$ 2,130.00	0.10	100	0.15	97	0.05	17		
Univision Deportes																	5	5	5	5	7	5	6	8	7	8	7	7			61	14	89	\$ 1,100.00	\$ 97,900.00	3.62	3,596	6.23	2,768	1.45	501	
Unimas																	2	2	2	2	3	3	3	3	4	3	4	3			27	6	40	\$ 1,580.00	\$ 62,884.00	3.92	3,893	3.27	2,081	2.29	790	
Univision																							2	2	2	3	2	3	4			15	3	21	\$ 12,225.00	\$ 256,725.00	7.73	7,672	5.28	3,361	5.09	1,759
TOTAL HISPANIC																	7	7	7	13	16	15	15	20	20	21	23	23			164	23	211		\$ 433,939.00	15.84	15,724	15.39	8,603	9.34	3,228	