

COVID-19 PSA Schedule Phase 3 version 2
 County of Monterey - Administrative Offices
 Estimated Media Budget Q1 & Q2 2021



As of November 6, 2020

Station (Radio)	Dec	Jan	Feb	Mar	Apr	May	Total \$
KRAY - Spa - pd		1500	1500	1500	2700	3000	\$ 10,200
KMJV - Spa - pd							
KCDU - Eng - pd							
KWAV - Eng -pd							
KHIP - Eng - psa		2250	2250	2250	5000	5500	\$ 17,250
KKHK - Eng - psa							
KPIG - Eng - psa							
KDON- Eng - pd							
KDON- Eng - psa							
KOCN - Eng - pd		3000	3000	3000	6000	6500	\$ 21,500
KOCN - Eng - psa							
KPRC - Span - pd							
KPRC - Span - psa							
KLOK - Span - pd							
KLOK - Span - psa		2250	2500	3000	4000	5500	\$ 17,250
KSES - Span - pd							
KSES - Span - psa							
KRKC - Bilingual - pd							
KRKC - Bilingual - psa		500	500	500	1000	1500	\$ 4,000
KC 102 - Bilingual - pd							
KC 102 - Bilingual - psa							
Radio Totals		9500	9750	10250	18700	22000	
Station (TV)		Jan	Feb	Mar	Apr	May	
KMUV - T23 Span - pd		1000	1500	1500	2000	3000	\$ 9,000
KMUV - T23 Span - psa							
OSBW - Estrella Sp - pd		1000	1500	1500	2000	3000	\$ 9,000
OSBW - Estrella TV Sp - psa							
KSBW - NBC - pd		3000	4000	4000	5000	6000	\$ 22,000
KSBW - NBC - psa							
KSMS - Univision Sp - pd		2500	2500	3000	3500	5000	\$ 16,500
KSMS - Univision Sp - psa							
KDJT - Sp - pd		1000	1500	1500	2000	3000	\$ 9,000
KDJT - Sp - psa							
KCBA - FOX - pd		2500	2500	3000	3500	5000	\$ 16,500
KCBA - FOX - pd							
KION - pd		3000	3000	3000	5000	6000	\$ 20,000
KION - psa							
NION - CW - pd		1500	1500	2000	2500	3000	\$ 10,500
NION - CW - psa							
TV Totals		15500	18000	19500	25500	34000	
Print Media		Jan	Feb	Mar	Apr	May	
MC Weekly *		3000	3000	3000	3000	3000	\$ 15,000
So. Co. News Papers		1000	1000	1000	1000	1000	\$ 5,000
Mo Herald News Papers		1500	1500	1500	1500	1500	\$ 7,500
El Sol		1000	1000	1000	1000	1000	\$ 5,000
Carmel Pine Cone		700	700	700	700	700	\$ 3,500
Print Totals		7200	7200	7200	7200	7200	
Outdoor Media		Jan	Feb	Mar	Apr	May	
Outdoor Media							\$ 35,300
Digital & Social Media		Jan	Feb	Mar	Apr	May	
SMG Digital Hisp/Gen Mkt		3000	3000	3000	4500	4500	\$ 18,000
Instagram SM		600	600	600	600	600	\$ 3,000
Digital Media Totals		3600	3600	3600	5100	5100	
All media totals							\$ 275,000
Retainer	10000	10000	10000	10000	10000	10000	\$ 60,000
							\$ 335,000

Note: December media already booked and is part of existing contract.