

Proposal Quarterly Detail
Planning Cost House Account
One Nation Nascar 3Q25 Scatter

Agency: Planning Cost House Account
1325 6th Ave
New York, NY 10019

Deal #: 54372v1
Rating Stream: LSD
Guaranteed: No
Equivalized: Yes
Transaction: Cash

Quarter Dollars: [REDACTED]
CPM: [REDACTED]
Quarter (000): [REDACTED]
Deal Year: [REDACTED]

Primary Demo: A35+*



Flights: 07/28/25 - 08/31/25

Q3 2025 - Various													
Selling Name	Len	Units	Eq Units	Rate	A35+*			HH			A18+(c)		
					(000)	Total (000)	CPM	(000)	Total (000)	CPM	(000)	Total (000)	CPM
Sports													
Nascar Countdown Live	:30	4	4.0										
Nascar Xfinity	:30	4	4.0										
Q3 2025 - Various Total		8	8.0										

Proposal Selling Name Summary
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CPM:
Total (000): [REDACTED]
Deal Year:

Primary Demo: A35+*



Flights: 07/28/25 - 08/31/25

Q3

All

Selling Name	Length	Unit Count	Unit Count
Sports			
Nascar Countdown Live	:30	4	4
Nascar Xfinity	:30	4	4
Sports Total		8	8
All Dayparts		8	8