

Scatter Proposal

To: Great American Media
For: Making Michigans Future [Various]
RE: Making Michigans Fture 3Q26 Political Scatter - CW Sports

Account Exec: Matt Pares
AE Phone #: (212) 636-5865
AE Email: mpares@nexstar.tv
Planner:
Planner Phone #:
Planner Email:
Buyer:
Expiration Date: 8/20/2026



Total Dollars:	
Total Units:	
Total EQ Units:	1.0

Deal #: 62127v1
Guaranteed: No
Equalized: Yes
Show as Equiv: Yes

A35+* (Primary) Daypart Mix		
	Total (000)	% (000)
Sports	418	100.0%

Length Summary			
Len	Demo	Total (000)	CPM
Equiv :30			
	A35+*	418	
	HH	350	
	A18+(c)	457	

Daypart Summary			A35+*			HH			A18+(c)		
			Total	%	CPM	Total	%	CPM	Total	%	CPM
	Eq Units	Total \$	(000)	(000)		(000)	(000)		(000)	(000)	
Q3 2026											
Sports	1.0		418	100%		350	100%		457	100%	
Q3 2026 Total	1.0		418	100%		350	100%		457	100%	

Proposal Quarterly Detail
Making Michigans Future
Making Michigans Fture 3Q26 Political Scatter - CW Sports



Agency: Great American Media
75 Applewood Drive
Sparta, MI 49345

Deal #: 62127v1
Rating Stream: BD LSD
Guaranteed: No
Equivalized: Yes
Transaction: Cash

Quarter Dollars: [Redacted]
CPM: \$28.71
Quarter (000): 418
Deal Year: 2026

Primary Demo: A35+*

Quarterly Universe Estimates

A35+* HH
Total US 186,440 128,100

Flights: 06/29/26 - 09/27/26

Q3 2026 - Various																
Selling Name	Price Period	SE	Len	Units	Eq Units	Rate	Priority	A35+*			HH			A18+(c)		
								(000)	Total (000)	% (000)	(000)	Total (000)	% (000)	(000)	Total (000)	% (000)
Sports																
ACC Football	06/29/26 - 09/27/26	CM	:30	1	1.0			418	418	100%	350	350	100%	457	457	100%
Sports Total				1	1.0				418	100%		350	100%		457	100%
Q3 2026 - Various Total				1	1.0				418	100%		350	100%		457	100%

A35+* (Primary) Daypart Mix		
Total (000)	% (000)	
Sports	418	100.0%