



*The Board: Chicago* features a dynamic and unique ad sales platform combining 18 minutes of commercial inventory per hour with guaranteed national distribution via WGN and local sales opportunities for Nexstar Media Group's 200+ affiliates.

With tiered bonuses tied to audience reach and premium ad placements during key segments, this model maximizes revenue potential while offering advertisers impactful exposure within a purpose-driven, highly engaged program.

**60-Minute Broadcast** = 42 minutes of content + 18 minutes of commercials

**EPISODE SEGMENT STRUCTURE (42 MINUTES):**

<u>TIME</u>	<u>DURATION</u>	<u>SEGMENT DESCRIPTION</u>
7:00–7:09 PM	9 min	Intro Show, Meet the Board Members, Nonprofits & Missions
7:13–7:25 PM	11 min	Nonprofit #1 & Nonprofit #2 Presentations
7:29–7:41 PM	11 min	Nonprofit #3 & Nonprofit #4 Presentations (Most Emotional Segments)
7:45–7:50 PM	5 min	Deliberations
7:52–7:56 PM	4 min	Final Questions (Tension Build)
7:58–8:00 PM	2 min	Decision & Nonprofit Reactions

**COMMERCIAL BREAKS & RATES (18 MINUTES):**

<u>TIME</u>	<u>MINUTES</u>	<u>:60 RATE</u>	<u>:30 RATE</u>	<u>:15 RATE</u>
6:58–7:00 PM	2:00	\$8,000 x 2	\$4,500 x 4	\$2,500 x 8
7:09–7:13 PM	4:00	\$8,000 x 4	\$4,500 x 8	\$2,500 x 16
7:25–7:29 PM	4:00	\$8,000 x 4	\$4,500 x 8	\$2,500 x 16
7:41–7:45 PM	4:00	\$10,000 x 4	\$6,000 x 8	\$3,500 x 16
7:50–7:52 PM	2:00	\$15,000 x 2	\$8,000 x 4	\$4,500 x 8
7:56–7:58 PM	2:00	\$8,000 x 2	\$4,500 x 4	\$2,500 x 8

**BONUS CPM TIERS (BASED ON HOUSEHOLD REACH):**

<u>Households Reached</u>	<u>Base Rate</u>	<u>Bonus %</u>	<u>Effective Rate Per Minute</u>
Base Rate	\$8,000	0%	0
2 Million+	\$8,000	10%	\$800
3 Million+	\$8,000	15%	\$1,200
5 Million+	\$8,000	20%	\$1,600
10 Million+	\$8,000	30%	\$2,400

**60-SECOND ADS**

<u>Quantity</u>	<u>Rate</u>	<u>Subtotal</u>
12	\$8,000	\$96,000
4	\$10,000	\$40,000
2	\$15,000	\$30,000
<b>Total (18 ads)</b>		<b>\$166,000</b>

**30-SECOND ADS**

<u>Quantity</u>	<u>Rate</u>	<u>Subtotal</u>
24	\$4,500	\$108,000
8	\$6,000	\$48,000
4	\$8,000	\$32,000
<b>Total (36 ads)</b>		<b>\$188,000</b>

**15-SECOND ADS**

<u>Quantity</u>	<u>Rate</u>	<u>Subtotal</u>
48	\$2,500	\$120,000
16	\$3,500	\$56,000
8	\$4,500	\$36,000
<b>Total (72 ads)</b>		<b>\$212,000</b>

**REVENUE SUMMARY**

<u>Ad Length</u>	<u>Total Revenue</u>
:60	\$166,000
:30	\$188,000
:15	\$212,000

<u>Ad Length</u>	<u>Total Spots</u>	<u>Avg Rate per Spot</u>	<u>Effective CPM</u>
60 seconds	18	\$9,222	\$9,222
30 seconds	36	\$5,222	\$10,444
15 seconds	72	\$2,944	\$11,776

<u>Number of Stations</u>	<u>License Fee</u>	<u>Total Revenue</u>	<u>HAF (75%)</u>	<u>WGN (25%)</u>
1 Station	\$10,000	\$10,000	\$7,500	\$2,500
10 Stations	\$10,000	\$100,000	\$75,000	\$25,000
50 Stations	\$10,000	\$500,000	\$375,000	\$125,000
100 Stations	\$10,000	\$1,000,000	\$750,000	\$250,000
200 Stations	\$10,000	\$2,000,000	\$1,500,000	\$500,000