TRUST AUTOMOTIVE GROUP

Local Cable Interconnect + 15-Mile Rooftop Radius Package
Version 5 – Final (With Summary Grid)

Locked Buying Inputs:
• Rooftops: 8 Franchise Dealer Locations
• Monthly Budget per Rooftop: $3,500
• CPM: $6.00
• Avg :30 Cost: $0.10
• Geo: 15-mile radius per rooftop
• Placement: Local Cable Interconnect, ROS (Mon–Sun)

8 Franchise Rooftops

1. Trust Palmdale Honda – Palmdale, CA
2. Trust Palmdale Kia – Palmdale, CA
3. Lancaster Honda – Lancaster, CA
4. Trust Antelope Valley Subaru – Lancaster, CA
5. Trust Auto Group (Irvine) – Irvine, CA
6. Trust Irvine Acura – Irvine, CA
7. Orange County INEOS Grenadier – Irvine, CA
8. Lotus Orange County – Costa Mesa, CA

Per-Rooftop Delivery Targets
• Monthly Impressions: 583,333
• Monthly :30 Spots: 35,000
• Weekly Impressions: 145,833 l Daily: 19,444

Tier 1 Networks
A&E;, AMC, Bravo, CNN, Discovery, ESPN, Food Network, Fox News, FX, Hallmark, HGTV, History, Lifetime, MSNBC, Nickelodeon, TBS, TLC, TNT, USA

Tier 2 Networks
Adult Swim, Animal Planet, BBC America, BET, Bloomberg, CBS Sports, CNBC, Comedy Central, Disney XD, E!, ESPN2, ESPN Deportes, FS1, Freeform, IFC, Investigation Discovery, MLB Network, MTV, National Geographic, NBA TV, NFL Network, Newsmax, Nick Jr, Oxygen, Paramount, SEC Network, SyFy, Travel Channel, TruTV, TV Land, VH1, Weather Channel

Executive Summary Grid – All Rooftops

Rooftop	Monthly Budget	Monthly Impressions	Monthly Spots	Geo Radius
Trust Palmdale Honda	$3,500	583,333	35,000	15 miles
Trust Palmdale Kia	$3,500	583,333	35,000	15 miles
Lancaster Honda	$3,500	583,333	35,000	15 miles
Trust Antelope Valley Subaru	$3,500	583,333	35,000	15 miles
Trust Auto Group (Irvine)	$3,500	583,333	35,000	15 miles
Trust Irvine Acura	$3,500	583,333	35,000	15 miles
Orange County INEOS Grenadier	$3,500	583,333	35,000	15 miles
Lotus Orange County	$3,500	583,333	35,000	15 miles

Group Totals
• Total Monthly Spend: $28,000
• Total Monthly Impressions: ~4,666,664
• Total Monthly :30 Spots: 280,000

Trust Palmdale Honda
15-Mile Radius Map + Delivery Math

TRUST AUTOMOTIVE GROUP

Local Cable Interconnect + 15-mile Rooftop Radius Package (8 Franchise Rooftops)

Cable Buying Inputs (Locked)

- Rooftops: 8 franchise dealer locations (from Trust Automotive Group locations page).
- Geo: 15-mile radius around each rooftop (schematic radius diagrams included).
- Monthly budget per rooftop: $3,500
- CPM: $6.00
- Average cost per :30 spot: $0.10
- Placement: Local cable interconnect, ROS (Mon-Sun).

Per-Rooftop Delivery Targets (Derived)

- Monthly impressions (CPM math): 583,333
- Monthly spots (spot-cost math): 35,000
- Impressions per spot (implied): 16.67
- Weekly impressions: 145,833 | Daily impressions: 19,444
- Weekly spots: 8,750 | Daily spots: 1,167

Note: Radius maps are schematic (circle + coordinate bounding box). For cartographic basemap overlays, use Google Maps/Mapbox/OSM s

Budget: $3,500 | CPM: $6.00 | Monthly Impressions: 583,333
Monthly Spots: 35,000 | Weekly: 145,833 | Daily: 19,444
Placement: Local Cable Interconnect, ROS (Mon–Sun)

Trust Palmdale Kia
15-Mile Radius Map + Delivery Math

8 Franchise Rooftops

Addresses per TrustAutomotiveGroup.com

#	Rooftop	Address
1	Trust Palmdale Honda	455 Auto Vista Dr, Palmdale, CA 93551
2	Trust Palmdale Kia	468 Auto Vista Dr, Palmdale, CA 93551
3	Lancaster Honda	43226 Drivers Way, Lancaster, CA 93534
4	Trust Antelope Valley Subaru	43226 Drivers Way, Lancaster, CA 93534
5	Trust Auto Group (Irvine)	11 Auto Center Dr, Irvine, CA 92618
6	Trust Irvine Acura	11 Auto Center Dr, Irvine, CA 92618
7	Orange County INEOS Grenadier	11 Auto Center Dr, Irvine, CA 92618
8	Lotus Orange County	2920 Red Hill Avenue, Costa Mesa, CA 92626

Per-Rooftop Cable Math (Budget = $3,500)

Impressions: 583,333 @ $6.00 CPM | Spots: 35,000 @ $0.10 per :30 | Impressions/Spot: 16.67

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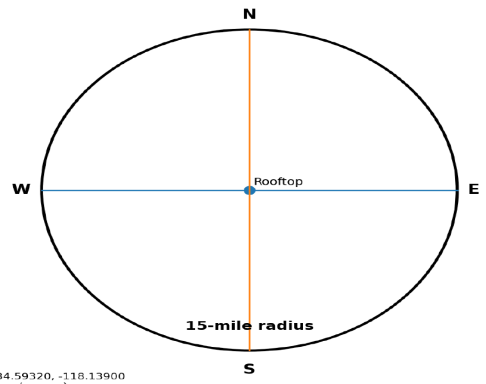
Lancaster Honda
15-Mile Radius Map + Delivery Math

Rooftop 1: Trust Palmdale Honda

15-mile radius schematic + delivery math

Trust Palmdale Honda



Center: 34.59320, -118.13900
15-mi bbox (approx):
Lat: 34.37581 to 34.81059
Lon: -118.40308 to -117.87492

Locked Delivery (per month)

- Budget: $3,500
- CPM: $6.00 => Impressions: 583,333
- Avg :30 cost: $0.10 => Spots: 35,000
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- Daily: 19,444 impressions | 1,167 spots
- Placement: Local cable interconnect, ROS (Mon-Sun).
- Network mix: Tier 2/3 heavy to sustain CPM; limit prime to protect cost.

Radius diagram: 15-mi circle + coordinate bounding box (approx). Use final IO geo zones to match local cable interconnect coverage.

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Trust Antelope Valley Subaru
15-Mile Radius Map + Delivery Math

TRUST AUTOMOTIVE GROUP

Local Cable Interconnect + 15-mile Rooftop Radius Package (8 Franchise Rooftops)

Cable Buying Inputs (Locked)

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Trust Auto Group (Irvine)
15-Mile Radius Map + Delivery Math

TRUST AUTOMOTIVE GROUP

Local Cable Interconnect + 15-mile Rooftop Radius Package (8 Franchise Rooftops)

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Trust Irvine Acura
15-Mile Radius Map + Delivery Math

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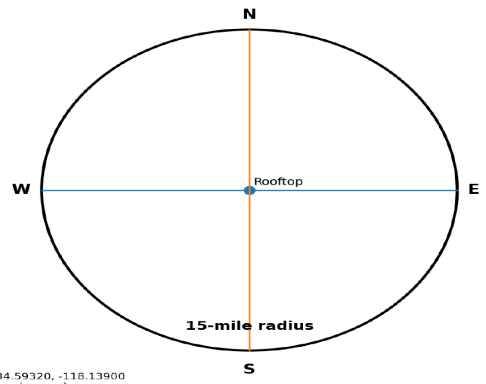
Rooftop 1: Trust Palmdale Honda

15-mile radius schematic + delivery math

Trust Palmdale Honda



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