

1210044 ✓

Flight Start: 09/18/2017
Flight End: 10/15/2017
Hiatus:

Airtime Dollars:	\$12,715.00
Interactive Dollars:	\$0.00
Non-Airtime Dollars:	\$0.00
Total Dollars:	\$12,715.00
Total Spots:	108

MarketShare:

WKBN 32
WFMY 50
WYTV 13
WYFX 5

Weekly Airline Lines											Total	A35+			
Line	Daypart	DPT				9/18	9/25	10/2	10/9		Spots	Rtg	CPP	Imp	CPM
No	(Program)	Code	Rate	C/T	Len										
1	MTuWThF 6A-7A DAYBREAK 6AM	EM	\$115.00	C	30	3	0	0	0	(P2)	3	1.00	\$115.00		
Jul-2016LP (pav)															
2	MTuWThF 6A-7A DAYBREAK 6AM	EM	\$150.00	C	30	0	3	3	3	(P2)	9	1.60	\$93.75		
Nov-2016LP (pav)															
3	MTuWThF 7A-9A GOOD MORNING AMERICA	EM	\$135.00	C	30	3	0	0	0	(P2)	3	2.20	\$61.36		
Jul-2016LP (pav)															
4	MTuWThF 7A-9A GOOD MORNING AMERICA	EM	\$150.00	C	30	0	3	3	3	(P2)	9	2.20	\$68.18		
Nov-2016LP (pav)															
5	MTuWThF 5:30P-6P JEOPARDY	EN	\$60.00	C	30	3	0	0	0	(P2)	3	0.80	\$75.00		
Jul-2016LP (pav)															
6	MTuWThF 5:30P-6P JEOPARDY	EN	\$75.00	C	30	0	3	3	3	(P2)	9	2.20	\$34.09		
Nov-2016LP (pav)															
7	MTuWThF 6P-6:30P 33 NEWS AT 6PM	EN	\$150.00	C	30	3	0	0	0	(P2)	3	2.10	\$71.43		
Jul-2016LP (pav)															

New Order (Page 2)

Agency: Strategic Media Placement
Client: 1253 - Ohio Taxpayers for Lower Drug Prices 2017

Station: WYTV-TV
Product: 1882 - Broadcast

Order ID: 6532259
Estimate: 5261 - OH Taxpayers for Lower Drug YOUNGSTOWN- 9.18-10.15

Flight Start: 09/18/2017

Flight End: 10/15/2017

Received in ePort: 9/14/2017 1:05:03 PM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len						Total Spots	A35+			
						9/18	9/25	10/2	10/9			Rtg	CPP	Imp	CPM
8	MTuWThF 6P-6:30P 33 NEWS AT 6PM	EN	\$135.00	C	30	0	3	3	3	(P2)	9	2.00	\$67.50		
Nov-2016LP (pav)															
9	MTuWThF 7P-7:30P ENTERTAINMENT TONIGHT	PA	\$90.00	C	30	3	0	0	0	(P2)	3	1.60	\$56.25		
Jul-2016LP (pav)															
10	MTuWThF 7P-7:30P ENTERTAINMENT TONIGHT	PA	\$90.00	C	30	0	3	3	3	(P2)	9	1.50	\$60.00		
Nov-2016LP (pav)															
11	MTuWThF 11P-11:35P 33 NEWS AT 11PM	LN	\$130.00	C	30	3	0	0	0	(P2)	3	1.20	\$108.33		
Jul-2016LP (pav)															
12	MTuWThF 11P-11:35P 33 NEWS AT 11PM	LN	\$135.00	C	30	0	3	3	3	(P2)	9	1.40	\$96.43		
Nov-2016LP (pav)															
13	MTuWThF 11:35P-12:35A JIMMY KIMMEL	LF	\$55.00	C	30	3	0	0	0	(P2)	3	0.80	\$68.75		
Jul-2016LP (pav)															
14	MTuWThF 11:35P-12:35A JIMMY KIMMEL	LF	\$55.00	C	30	0	3	3	3	(P2)	9	0.60	\$91.67		
Nov-2016LP (pav)															
15	MTuWThF 12:35A-1:05A NIGHTLINE	RT	\$25.00	C	30	3	0	0	0	(P2)	3	0.60	\$41.67		
Jul-2016LP (pav)															
16	MTuWThF 12:35A-1:05A NIGHTLINE	RT	\$25.00	C	30	0	3	3	3	(P2)	9	0.30	\$83.33		
Nov-2016LP (pav)															
17	W 10P-11P DESIGNATED SURVIVOR	PT	\$525.00	C	30	1	1	1	1	(P2)	4	4.30	\$122.09		
Nov-2016LP (pav)															
18	Sa 11P-11:35P 33 NEWS AT 11PM Sat	LN	\$60.00	C	30	1	0	0	0	(P2)	1	1.40	\$42.86		
Jul-2016LP (pav)															
19	Sa 11P-11:35P 33 NEWS AT 11PM Sat	LN	\$135.00	C	30	0	1	1	1	(P2)	3	0.70	\$192.86		

New Order (Page 3)

Agency: Strategic Media Placement
Client: 1253 - Ohio Taxpayers for Lower Drug Prices 2017

Station: WYTV-TV
Product: 1882 - Broadcast

Order ID: 6532259
Estimate: 5261 - OH Taxpayers for Lower Drug
YOUNGSTOWN- 9.18-10.15

Flight Start: 09/18/2017

Flight End: 10/15/2017

Received in ePort: 9/14/2017 1:05:03 PM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len						Total Spots	A35+			
						9/18	9/25	10/2	10/9	Rtg		CPP	Imp	CPM	
Nov-2016LP (pav)															
20	Su 11P-11:35P 33 NEWS AT 11PM Sun	LN	\$130.00	C	30	1	0	0	0	(P2)	1	1.10	\$118.18		
Jul-2016LP (pav)															
21	Su 11P-11:35P 33 NEWS AT 11PM Sun	LN	\$135.00	C	30	0	1	1	1	(P2)	3	3.30	\$40.91		
Nov-2016LP (pav)															
Total Spots:						27	27	27	27						
Total GRP:						37.7	43.7	43.7	43.7						
Cash\$ - Spots: \$12,715.00 - 108 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$12,715.00 Total GRP - CPP: 168.8 - \$75.33 Total GIMP(000) - CPM: 0 - \$0.00															