

Committee to Elect Joe McBride SC3

28263

APC

305

Tier 2

11

WENY (Run 10/16 to 10/22)									
Run "Intro" at 100%									
Time	Program	Spots	NP :30 Cost	NP :30 Gross	NP :30 Net	48 Pre :30 Cost	48 Pre :30 Gross	48 Pre :30 Net	Notes
7 to 9 AM (M-F)	Good Morning America	3	\$80.00	\$240.00	\$204.00	\$65.00	\$195.00	\$165.75	
12 to 12:30 PM (M-F)	News at Noon	0	\$80.00	\$0.00	\$0.00	\$65.00	\$0.00	\$0.00	
4 to 5 PM (M-F)	Ellen	0	\$125.00	\$0.00	\$0.00	\$100.00	\$0.00	\$0.00	
6 to 6:30 PM (M-F)	Twin Towers Tonight	0	\$115.00	\$0.00	\$0.00	\$95.00	\$0.00	\$0.00	
6:30 to 7 PM (M-F)	ABC World News	2	\$470.00	\$940.00	\$795.00	\$315.00	\$630.00	\$535.50	
11 to 11:35 PM (M-Su)	Twin Towers at 11	2	\$80.00	\$160.00	\$136.00	\$65.00	\$130.00	\$110.50	
10 to 10:30 AM (Su)	This Week	1	\$80.00	\$80.00	\$68.00	\$65.00	\$65.00	\$55.25	
		8		\$1,420.00	\$1,207.00		\$1,020.00	\$867.00	
		Avg Cost Per Spot:		\$177.50	\$150.88		\$127.50	\$108.38	

UB