

New Order

Agency:	National Media Research Planning & Placement, LLC.
Office:	Alexandria
Client:	360 - NRSC IE
Product:	1173 - ND
Piggyback Product:	
Estimate:	9537 - TV Sep 12 - 18

Station:	WDAY-S2
Order Type:	Normal
Cancel Date:	
Received in ePort:	6/14/2018 2:41:36 PM

Flight Start:	09/12/2018
Flight End:	09/18/2018
Hiatus:	

Airtime Dollars:	\$17,300.00
Interactive Dollars:	\$0.00
Non-Airtime Dollars:	\$0.00
Total Dollars:	\$17,300.00
Total Spots:	38

Primary Demo:	A35-64
Demo 2:	
Demo 3:	
GRP:	151.58
CPP:	\$114.13
GIMP:	0
CPM:	\$0.00
Comments:	Separation: 30

Local/National:	Local
Rep Office:	WDAY-S2
AE:	Joshua Rohrer
Phone:	
OrderID:	7446392
Status:	Confirmed

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len									Total Spots	A35-64			
															Rtg	CPP	Imp	CPM
1	WThFMTu 5A-6A FIRST NEWS	EM	\$60.00	C	30	1	1	1	0	0	1	1	5	0.96	\$62.50			
RATES 6.8																		
2	WThFMTu 6A-7A FIRST NEWS	EM	\$250.00	C	30	1	1	1	0	0	1	1	5	3.09	\$80.91			
3	WThFMTu 8A-9A GD MRN AMR-ABC<	EM	\$200.00	C	30	1	1	1	0	0	1	1	5	2.75	\$72.73			
4	Sa 7A-8:30A FIRST NEWS	EM	\$100.00	C	30	0	0	0	2	0	0	0	2	1.50	\$66.67			
5	WThFMTu 5P-5:30P 5 OCLOCK NWS	EN	\$500.00	C	30	0	1	0	0	0	1	0	2	4.42	\$113.12			
6	WThFMTu 6P-6:30P 6 OCLOCK NWS<	EN	\$1,000.00	C	30	1	1	1	0	0	1	1	5	9.20	\$108.70			
7	WThFMTu 6:30P-7P ENT TONIGHT 30<	PA	\$500.00	C	30	1	1	1	0	0	1	1	5	4.28	\$116.82			
8	WThFMTu 10P-10:35P 10 OCLOCK NWS<	LN	\$1,200.00	C	30	1	0	1	0	0	1	1	4	7.21	\$166.44			
9	WThFMTu 10:35P-11:35P JIMMY KIMMEL	LF	\$250.00	C	30	1	1	1	0	0	1	1	5	1.90	\$131.58			
Total Spots:						7	7	7	2	0	8	7						
Total GRP:						29.4	26.6	29.4	3.0	0.0	33.8	29.4						
Cash\$ - Spots: \$17,300.00 - 38 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$17,300.00 Total GRP - CPP: 151.6 - \$114.13 Total GIMP(000) - CPM: 0 - \$0.00																		