

New Order

Agency:	National Media Research Planning & Placement, LLC.	Station:	WDAY-S2	Flight Start:	08/22/2018
Office:	Alexandria	Order Type:	Normal	Flight End:	08/28/2018
Client:	360 - NRSC IE	Cancel Date:		Hiatus:	
Product:	1173 - ND				
Piggyback Product:					
Estimate:	9785 - Aug 22 - 28 ADDS	Received in ePort:	7/25/2018 9:26:10 AM	Airtime Dollars:	\$14,900.00
				Interactive Dollars:	\$0.00
Primary Demo:	A35-64	Local/National:	Local	Non-Airtime Dollars:	\$0.00
Demo 2:		Rep Office:	WDAY-S2	Total Dollars:	\$14,900.00
Demo 3:		AE:	Joshua Rohrer	Total Spots:	54
GRP:	120.46	Phone:			
CPP:	\$123.69	OrderID:	7571556		
GIMP:	0	Status:	Confirmed		
CPM:	\$0.00			MarketShare:	
Comments:	Separation: 30				

Daily Airtime Lines

Line No	Daypart (Program)	DPT												Total Spots	A35-64			
		Code	Rate	C/T	Len										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			
1X DAY																		
2	WThFMTu 6A-7A FIRST NEWS	EM	\$250.00	C	30	1	1	1	0	0	1	1	5	3.09	\$80.91			
1X DAY																		
3	Sa 6A-7A GD MRN-SAT-ABC	EM	\$100.00	C	30	0	0	0	2	0	0	0	2	1.10	\$90.91			
4	Sa 7A-8:30A FIRST NEWS	EM	\$100.00	C	30	0	0	0	1	0	0	0	1	1.50	\$66.67			
1X DAY																		
5	WThFMTu 9A-10A LVE-KELLY&RYAN<	DT	\$100.00	C	30	1	1	1	0	0	1	1	5	1.57	\$63.69			
1X DAY																		
6	WThFMTu 10A-11A VIEW-ABC<	DT	\$90.00	C	30	1	1	1	0	0	1	1	5	1.00	\$90.00			
7	WThFMTu 11A-12P RACHAEL RAY	DT	\$60.00	C	30	1	1	1	0	0	1	1	5	0.80	\$75.00			
8	WThFMTu 12P-1P CHEW-ABC<	DT	\$60.00	C	30	1	1	1	0	0	1	1	5	0.87	\$68.97			
1X DAY																		
9	WThFMTu 4:30P-5P INSIDE EDITION	EF	\$50.00	C	30	1	1	1	0	0	1	1	5	0.50	\$100.00			

New Order (Page 2)

Agency:	National Media Research Planning & Placement, LLC.	Station:	WDAY-S2	Order ID:	7571556
Client:	360 - NRSC IE	Product:	1173 - ND	Estimate:	9785 - Aug 22 - 28 ADDS
Flight Start:	08/22/2018	Flight End:	08/28/2018	Received in ePort:	7/25/2018 9:26:10 AM

Line	Daypart	DPT											Total	A35-64			
No	(Program)	Code	Rate	C/T	Len	8/22	8/23	8/24	8/25	8/26	8/27	8/28	Spots	Rtg	CPP	Imp	CPM
10	WThFMTu 5P-5:30P 5 OCLOCK NWS	EN	\$500.00	C	30	1	1	1	0	0	0	1	4	4.42	\$113.12		
NOT THU																	
11	Su 7P-8P CELEBRITY FAM FEUD	PT	\$700.00	C	30	0	0	0	0	1	0	0	1	2.70	\$259.26		
12	WThFMTu 10P- 10:35P 10 OCLOCK NWS<	LN	\$1,200.00	C	30	1	1	1	0	0	1	1	5	7.21	\$166.44		
ONLY FRI																	
13	Su 10P-10:35P SUN 10PM NEWS<	LN	\$1,300.00	C	30	0	0	0	0	1	0	0	1	6.88	\$188.95		
14	WThFMTu 10:35P- 11:35P JIMMY KIMMEL	LF	\$250.00	C	30	1	1	1	0	0	1	1	5	1.90	\$131.58		
1X/DAY																	
Total Spots:						10	10	10	3	2	9	10					
Total GRP:						22.3	22.3	22.3	3.7	9.6	17.9	22.3					
Cash\$ - Spots: \$14,900.00 - 54 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$14,900.00 Total GRP - CPP: 120.5 - \$123.69 Total GIMP(000) - CPM: 0 - \$0.00																	