



125 West 55th St
New York, NY 10019

Contract # 26054682	Changes as of: 7/6/2018 at 8:27 AM	Version: Current State Version 2
CPE: 163/173/6517	Flight: 10/30/18 - 11/5/18	Station: WKRN
Agency: WATERFRONT STRATEGIE	Advertiser: Senate Majority PAC	Market: Nashville
3050 K ST NW #100	Product: Issue	Office: WASHINGTON
Washington, DC 20007	Agency Order #: 7448729	Service: Nielsen
	Buyer: Chiusano, Dawn	Primary Demo: Adults 35+
	Salesperson: ALEXANDRA BRADLEY	Assistant: ALEXANDRA BRADLEY
	202-955-5342	202-955-5342
	Separation:	
		Con Type: POLITICAL/VOTE
		Total \$: \$43,750.00
		Total Spots: 54
		Total CPP: \$228.96
		Total GRP: 191.1
		Traffic #: 1586859

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/30	10/30 - 10/30	Total Spots	Total \$	CPP*	GRP*
26	Tu-F,M 12:05a-1:05a		Dr. Phil	\$100.00	1.1	30	1		1	\$100.00	\$91.74	1.1
30	Sa 11:35p-12:35a		Major Crime	\$100.00	1.4	30	1		1	\$100.00	\$70.92	1.4
31	Sa 12:05a-1:05a		Major Crime	\$125.00	1.3	30	1		1	\$125.00	\$94.70	1.3
4	Sa 5a-6a		Good Morning Nashville on News 2 at 5A	\$150.00	1.8	30	1		1	\$150.00	\$85.71	1.8
25	Tu-F,M 11:37p-12:05a		Nightline	\$150.00	1.3	30	1		1	\$150.00	\$113.64	1.3
27	Tu-F,M 1:05a-1:33a		Extra	\$150.00	1.0	30	1		1	\$150.00	\$157.89	1.0
28	Sa 10:35p-11:35p		Scandal	\$150.00	2.2	30	1		1	\$150.00	\$69.44	2.2
29	Sa 11:05p-12:05a		Scandal	\$150.00	1.6	30	1		1	\$150.00	\$93.75	1.6
32	Su 11p-11:30p		This Week with Bob Mueller	\$225.00	1.9	30	1		1	\$225.00	\$117.19	1.9
15	Tu-F,M 2p-3p		The Doctors	\$250.00	2.1	30	3		3	\$750.00	\$121.36	6.2
5	Sa 6a-7a		Good Morning Nashville on News 2 at 6A	\$300.00	2.6	30	1		1	\$300.00	\$115.83	2.6
24	Su 10:35p-11p		Sports Extra	\$300.00	2.5	30	1		1	\$300.00	\$118.58	2.5
1	Tu-F,M 5a-6a		Good Morning Nashville on News 2 at 5AM	\$350.00	2.6	30	4		4	\$1,400.00	\$136.72	10.2
14	Tu-F,M 1p-2p		General Hospital	\$350.00	2.6	30	1		1	\$350.00	\$135.14	2.6
23	Sa 10:35p-11:05p		News 2 at 10PM	\$400.00	2.6	30	0		0	\$0.00	\$154.44	0.0
39	Su 10p-10:35p		News 2 at 10PM	\$400.00	3.6	30	1		1	\$400.00	\$111.11	3.6
8	Su 6a-7a		Good Morning Nashville on News 2 at 6AM	\$500.00	2.5	30	1		1	\$500.00	\$198.41	2.5
9	Su 8a-9a		This Week	\$500.00	2.8	30	1		1	\$500.00	\$176.06	2.8
13	Tu-F,M 12n-1p		The Chew	\$500.00	2.5	30	1		1	\$500.00	\$201.61	2.5
22	Sa 10p-10:35p		News 2 at 10PM	\$500.00	3.7	30	1		1	\$500.00	\$136.61	3.7



125 West 55th St
New York, NY 10019

Contract # 26054682	Changes as of: 7/6/2018 at 8:27 AM	Version: Current State Version 2
CPE: 163/173/6517	Flight: 10/30/18 - 11/5/18	Station: WKRN
Agency: WATERFRONT STRATEGIE	Advertiser: Senate Majority PAC	Market: Nashville
3050 K ST NW #100	Product: Issue	Office: WASHINGTON
Washington, DC 20007	Agency Order #: 7448729	Service: Nielsen
	Buyer: Chiusano, Dawn	Primary Demo: Adults 35+
	Salesperson: ALEXANDRA BRADLEY	Assistant: ALEXANDRA BRADLEY
	202-955-5342	202-955-5342
	Separation:	
		Con Type: POLITICAL/VOTE
		Total \$: \$43,750.00
		Total Spots: 54
		Total CPP: \$228.96
		Total GRP: 191.1
		Traffic #: 1586859

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/30 - 10/30		Total Spots	Total \$	CPP*	GRP*
							10/30					
6	Sa 7a-8a		Good Morning America	\$600.00	3.5	30	1		1	\$600.00	\$172.41	3.5
7	Sa 8a-9a		Good Morning Nashville on News 2 at 8A	\$600.00	3.3	30	1		1	\$600.00	\$182.37	3.3
10	Tu-F,M 9a-10a		Live With Kelly & Ryan	\$600.00	2.9	30	1		1	\$600.00	\$209.06	2.9
11	Tu-F,M 10a-11a		The View	\$600.00	2.7	30	1		1	\$600.00	\$222.22	2.7
12	Tu-F,M 11a-12n		News 2 at 11AM	\$600.00	3.1	30	1		1	\$600.00	\$195.44	3.1
16	Tu-F,M 3p-4p		Dr. Phil	\$600.00	3.7	30	3		3	\$1,800.00	\$161.29	11.2
17	Tu-F,M 4p-5p		News 2 at 4PM	\$700.00	3.8	30	3		3	\$2,100.00	\$185.68	11.3
20	Sa 6p-6:30p		News 2 at 6PM	\$700.00	3.4	30	1		1	\$700.00	\$203.49	3.4
2	Tu-F,M 6a-7a		Good Morning Nashville on News 2 at 6AM	\$800.00	3.6	30	4		4	\$3,200.00	\$225.35	14.2
3	Tu-F,M 7a-9a		Good Morning America	\$800.00	3.3	30	1		1	\$800.00	\$239.52	3.3
21	Su 5p-5:30p		News 2 at 5PM	\$800.00	4.6	30	1		1	\$800.00	\$172.41	4.6
18	Tu-F,M 5p-5:30p		News 2 at 5PM	\$900.00	4.8	30	3		3	\$2,700.00	\$188.28	14.3
19	Tu-F,M 6p-6:30p		News 2 at 6PM	\$900.00	5.5	30	3		3	\$2,700.00	\$165.14	16.4
35	Su 6p-7p		America's Funniest Home Videos-ABC	\$900.00	4.0	30	1		1	\$900.00	\$227.27	4.0
37	Sa 11a-2:30p		ABC College Football Early Game	\$1,700.00	4.3	30	1		1	\$1,700.00	\$393.52	4.3
36	Su 7p-8p		Dancing With The Stars: Juniors-ABC	\$3,100.00	8.7	30	1		1	\$3,100.00	\$357.97	8.7
38	Sa 7p-10:30p		ABC Saturday Night College Football	\$3,450.00	6.4	30	1		1	\$3,450.00	\$539.91	6.4
34	Th 7p-8p		Grey's Anatomy-ABC	\$4,750.00	10.5	30	1		1	\$4,750.00	\$453.68	10.5
33	M 7p-9p		Dancing With the Stars-ABC	\$5,250.00	10.3	30	1		1	\$5,250.00	\$507.74	10.3
TOTALS:							54		54	\$43,750.00	\$228.96	191.1