

Buy Detail Report

WFO
6/27-1551771
7/4-1551862
7/11-1552529
7/18-1552542
7/25-1552558
8/1-1552549
8/8-1552562

Revision #: Date: 6/29/2016
7:09 PM

Client: Caldwell for Mayor
Media: TV
Product: Caldwell for Mayor
Market: Honolulu

Estimate: 3507
Description: Caldwell TV 6.30-8.13
Flight Start Date: 6/27/2016 03:00 AM
Flight End Date: 8/14/2016 11:59 PM
Survey: Feb16 DMA Nielsen Live+1
Buyer: Janel Masatsugu

Vendor: KFVE-S2
420 Waiakamilo Rd
Suite 205
Honolulu, HI 96817
Contact: Lehua Watson
E-Mail: LWatson@kfve.com
Phone: 808-847-9317

Send Billing To: Anthology Marketing Group
1003 Bishop St., 9th Floor, Pauahi Tower
Honolulu, HI 96813
Phone: (808) 544-3000

Separation between spots: 30

Janel Masatsugu @
anthologygrp.com

Affiliation: Independent

Daypart Line No Program	Daypart Code	STN Gross	STN Net	Dur	Wks 6/27	7/4	7/11	7/18	7/25	8/1	8/8	Total Spots
KFVE-S2												
52 MTuWThF 8:00a- 9:00a HAWII NW-SNR@8	EM	\$25.00 PL	\$21.25	30	0	2	2	2	2	2	0	10
53 MTuW 8:00a- 9:00a HAWII NW-SNR@8	EM	\$25.00 PL	\$21.25	30	0	0	0	0	0	0	2	2
54 ThF 6:30p- 7:00p HNN AT 6:30P	EN	\$100.00 PS	\$85.00	30	(1) → 0	0	0	0	0	0	0	1
55 MTuWThF 6:30p- 7:00p HNN AT 6:30P<	EN	\$100.00 PS	\$85.00	30	0	3	3	3	3	3	0	15
56 MTuW 6:30p- 7:00p HNN AT 6:30P<	EN	\$100.00 PS	\$85.00	30	0	0	0	0	0	0	1	1
57 MTuWThF 9:00p- 9:30p HNN AT 9P	PT	\$450.00 PY	\$382.50	30	0	2	2	2	2	2	0	10
58 MTuW 9:00p- 9:30p HNN AT 9P	PT	\$450.00 PY	\$382.50	30	0	0	0	0	0	0	1	1
59 ThFSa 9:30p-10:00p RULES-ENGAGMNT<	PT	\$75.00 PS	\$63.75	30	(2) → 0	0	0	0	0	0	0	2
60 MTuWThFSa 9:30p-10:00p RULES-ENGAGMNT<	PT	\$75.00 PS	\$63.75	30	0	2	2	2	2	2	0	10
61 MTuW 9:30p-10:00p RULES-ENGAGMNT	PT	\$75.00 PS	\$63.75	30	0	2	0	0	0	0	1	3
62 ThFSaSu 5:00p-10:00p NEWS/PRIME ROS	RT	\$50.00 P7	\$42.50	30	(3) → 0	0	0	0	0	0	0	3
63 MTuWThFSaSu 5:00p- 10:00p NEWS/PRIME ROS	RT	\$50.00 P7	\$42.50	30	0	10	10	10	10	10	0	50
64 MTuW 5:00p-10:00p NEWS/PRIME ROS	RT	\$50.00 P7	\$42.50	30	0	3	0	0	0	0	5	8
Total Spots:					6	24	19	19	19	19	10	116
Total Cost:		\$11,125.00	\$9,456.25									116

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Signature: _____

Disclaimer:

Buy Detail Report

Summary by Station/Month

Date: 6/29/2016

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Station	Month	Total Spots	STN Gross	PCT	STN Net	PCT
KFVE-S2						
	JUL 16	87	\$8,300.00	75%	\$7,055.00	75%
	AUG 16	29	\$2,825.00	25%	\$2,401.25	25%
Market Total:						
	JUL 16	87	\$8,300.00	75%	\$7,055.00	75%
	AUG 16	29	\$2,825.00	25%	\$2,401.25	25%
		116	\$11,125.00		\$9,456.25	