

# New Order

Agency: The New Media Firm  
 Office: Washington  
 Client: 227 - Citizens Who Support Maine's Public Schools  
 Product: 231 - Issue

Station: WPME-TV  
 Order Type: Normal  
 Cancel Date:

Flight Start: 10/04/2016  
 Flight End: 10/10/2016  
 Hiatus:

Piggyback Product: 3666 - CWSMPS TV 10-4 to 10-10  
 Estimate: Received in ePort: 7/27/2016 8:14:15 PM

Airtime Dollars: \$1,735.00  
 Interactive Dollars: \$0.00  
 Non-Airtime Dollars: \$0.00  
 Total Dollars: \$1,735.00  
 Total Spots: 57

Primary Demo:  
 Demo 2:  
 Demo 3:  
 GRP: 0.00  
 CPP: \$0.00  
 GIMP: 0  
 CPM: \$0.00  
 Comments: Separation: 30

Local/National: Local  
 Rep Office: WPME-TV  
 AE: Jennifer Christiano  
 Phone: 5249160  
 OrderID: New  
 Status:

MarketShare:

## Daily Airtime Lines

11742

Line	Daypart	DPT	Code	Rate	C/T	Len	10/4	10/5	10/6	10/7	10/8	10/9	10/10	Total Spots	Rtg	CPP	Imp	CPM
1	TuWThFM 2P-3P BONANZA	DT		\$20.00	C	30	0	1	0	0	0	0	1	2				
2	TuWThFM 3:30P-4P HIMYM	DT		\$20.00	C	30	0	0	1	0	0	0	1	2				
3	TuWThFM 4:30P-5P HIMYM	EF		\$20.00	C	30	1	0	0	0	0	0	1	2				
4	TuWThFM 5P-5:30P <del>CEGAR TOWN</del> <i>Raising Hope</i>	EN		\$25.00	C	30	0	1	0	1	0	0	0	2				
5	TuWThFM 5:30P-6P <del>CEGAR TOWN</del> <i>Rules of Eng.</i>	EN		\$25.00	C	30	1	0	1	0	0	0	1	3				
6	TuWThFM 6P-6:30P <del>RULES</del> <i>Law Order: CI</i>	EN		\$35.00	C	30	1	1	1	1	0	0	1	5				
7	TuWThFM 6:30P-7P <del>RULES</del> <i>Law Order: CI</i>	EN		\$35.00	C	30	1	1	1	1	0	0	1	5				
8	TuWThFM 7P-7:30P MASH	PA		\$45.00	C	30	1	1	1	1	0	0	1	5				
9	TuWThFM 7:30P-8P MASH	PA		\$45.00	C	30	1	1	1	1	0	0	1	5				
10	M 8P-9P LAW AND ORDER	PT		\$50.00	C	30	0	0	0	0	0	0	1	1				
11	M 9P-10P LAW AND ORDER	PT		\$50.00	C	30	0	0	0	0	0	0	1	1				
12	TuWThFM 10P-11P LAW AND ORDER	PT		\$15.00	C	30	1	1	1	1	0	0	1	5				



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Agency: The New Media Firm Station: WPME-TV Order ID: 5249160  
 Client: 227 - Citizens Who Support Maine's Public Schools Product: 231 - Issue Estimate: 3666 - CWSMPS TV 10-4 to 10-10

Flight Start: 10/04/2016 Flight End: 10/10/2016 Received in ePort: 7/27/2016 8:14:15 PM

Line	Daypart	DPT	Code	Rate	C/T	Len	10/4	10/5	10/6	10/7	10/8	10/9	10/10	Total Spots	Rtg	CPP	Imp	CPM
13	Tu 8P-9P WAKING DEAD <i>Bones</i>	PT		\$40.00	C	30	1	0	0	0	0	0	0	1				
14	Tu 9P-10P WAKING DEAD <i>Bones</i>	PT		\$40.00	C	30	1	0	0	0	0	0	0	1				
15	W 8P-9P CLOSER <i>Murder's Agents of the Shield</i>	PT		\$50.00	C	30	0	1	0	0	0	0	0	1				
16	W 9P-10P CLOSER <i>Murder's Agents of the Shield</i>	PT		\$50.00	C	30	0	1	0	0	0	0	0	1				
17	Th 8P-9P MENTALIST <i>X-Files</i>	PT		\$40.00	C	30	0	0	1	0	0	0	0	1				
18	Th 9P-10P MENTALIST <i>X-Files</i>	PT		\$40.00	C	30	0	0	1	0	0	0	0	1				
19	F 8P-9P BONES <i>American Ninja Warrior</i>	PT		\$50.00	C	30	0	0	0	1	0	0	0	1				
20	F 9P-10P BONES <i>American Ninja Warrior</i>	PT		\$50.00	C	30	0	0	0	1	0	0	0	1				
21	Sa 4P-5P BLUE BLOODS	WK		\$10.00	C	30	0	0	0	0	1	0	0	1				
22	Sa 5P-6P LEVERAGE	EN		\$10.00	C	30	0	0	0	0	1	0	0	1				
23	Sa 6P-7P BONES	EN		\$10.00	C	30	0	0	0	0	1	0	0	1				
24	Sa 7P-8P CASTLE	PA		\$30.00	C	30	0	0	0	0	1	0	0	1				
25	Sa 8P-9P ROOKIE BLUE	PT		\$10.00	C	30	0	0	0	0	1	0	0	1				
26	Sa 9P-10P LEVERAGE <i>Blue Bloods</i>	PT		\$10.00	C	30	0	0	0	0	1	0	0	1				
27	Sa 10P-11P BLUE BLOODS <i>Anger Man</i>	PT		\$10.00	C	30	0	0	0	0	1	0	0	1				
28	Su 4P-5P SCANDAL	WK		\$10.00	C	30	0	0	0	0	0	1	0	1				
29	Su 5P-6P SCANDAL <i>Murder's Agents of the Shield</i>	EN		\$10.00	C	30	0	0	0	0	0	1	0	1				
30	Su 6P-7P GOODWIFE <i>GSI Wisconsin</i>	EN		\$10.00	C	30	0	0	0	0	0	1	0	1				
31	Su 7P-8P CASTLE	PT		\$35.00	C	30	0	0	0	0	0	1	0	1				
Total Spots:							9	9	9	8	7	4	11					
Cash\$ - Spots: \$1,735.00 - 57							Trade\$ - Spots: \$0.00 - 0							Total Cost: \$1,735.00				
							Total GRP - CPP: 0.0 - \$0.00							Total GIMP(000) - CPM: 0 - \$0.00				