

New Order

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

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

Flight Start: 11/01/2016
 Flight End: 11/08/2016
 Hiatus:

Product: 231 - Issue

Piggyback Product:
 Estimate: 3670 - CWSMPS TV 11-01 to 11-08 Received in ePort: 7/27/2016 8:13:08 PM

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

Airtime Dollars: \$2,020.00
 Interactive Dollars: \$0.00
 Non-Airtime Dollars: \$0.00
 Total Dollars: \$2,020.00
 Total Spots: 70

Comments: Separation: 30

MarketShare:

Daily Airtime Lines

11745

Line	Daypart	DPT	Code	Rate	C/T	Len	11/1	11/2	11/3	11/4	11/5	11/6	11/7	11/8	Total Spots	Rtg	CPP	Imp	CPM
1	TuWThFM 2P-3P BONANZA	DT		\$20.00	C	30	0	1	1	1	0	0	1	0	4				
2	TuWThFM 3:30P-4P HIMYM	DT		\$20.00	C	30	1	1	1	1	0	0	1	0	5				
3	TuWThFM 4:30P-5P HIMYM	EF		\$20.00	C	30	1	1	1	1	0	0	1	0	5				
4	TuWThFM 5P-5:30P COUGARTOWN	EN		\$25.00	C	30	1	1	1	1	0	0	1	0	5				
5	TuWThFM 5:30P-6P COUGARTOWN	EN		\$25.00	C	30	1	1	1	1	0	0	1	0	5				
6	TuWThFM 6P-6:30P RULES	EN		\$35.00	C	30	1	1	1	1	0	0	1	0	5				
7	TuWThFM 6:30P-7P RULES	EN		\$35.00	C	30	1	1	1	1	0	0	1	0	5				
8	TuWThFM 7P-7:30P MASH	PA		\$45.00	C	30	1	1	1	1	0	0	1	0	5				
9	TuWThFM 7:30P-8P MASH	PA		\$45.00	C	30	1	1	1	1	0	0	1	0	5				
10	M 8P-9P LAW AND ORDER	PT		\$50.00	C	30	0	0	0	0	0	0	1	0	1				
11	M 9P-10P LAW AND ORDER	PT		\$50.00	C	30	0	0	0	0	0	0	1	0	1				
12	TuWThFM 10P-11P LAW AND ORDER	PT		\$15.00	C	30	1	1	1	1	0	0	1	0	5				

Line	Daypart	DPT	Code	Rate	C/T	Len	Week								Total Spots	Rtg	CPP	Imp	CPM	
							11/1	11/2	11/3	11/4	11/5	11/6	11/7	11/8						
13	Tu 8P-9P WALKING DEAD <i>Bone</i>	PT		\$40.00	C	30	1	0	0	0	0	0	0	0	0	1				
14	Tu 9P-10P WALKING DEAD <i>Bone</i>	PT		\$40.00	C	30	1	0	0	0	0	0	0	0	0	1				
15	W 8P-9P CLOSER <i>Murvels Agents of the Shield</i>	PT		\$50.00	C	30	0	1	0	0	0	0	0	0	0	1				
16	W 9P-10P CLOSER <i>Murvels Agents of the Shield</i>	PT		\$50.00	C	30	0	1	0	0	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	0	0	1				
18	Th 9P-10P MENTALIST <i>X-Files</i>	PT		\$40.00	C	30	0	0	1	0	0	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	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	0	0	1				
21	Sa 4P-5P BLUE BLOODS	WK		\$10.00	C	30	0	0	0	0	1	0	0	0	0	1				
22	Sa 5P-6P LEVERAGE	EN		\$10.00	C	30	0	0	0	0	1	0	0	0	0	1				
23	Sa 6P-7P BONES	EN		\$10.00	C	30	0	0	0	0	1	0	0	0	0	1				
24	Sa 7P-8P CASTLE	PA		\$30.00	C	30	0	0	0	0	1	0	0	0	0	1				
25	Sa 8P-9P ROOKIE BLUE	PT		\$10.00	C	30	0	0	0	0	1	0	0	0	0	1				
26	Sa 9P-10P LEVERAGE <i>Blue Bloods</i>	PT		\$10.00	C	30	0	0	0	0	1	0	0	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	0	0	1				
28	Su 4P-5P SCANDAL	WK		\$10.00	C	30	0	0	0	0	0	1	0	0	0	1				
29	Su 5P-6P SCANDAL <i>Murvels Agents of the Shield</i>	EN		\$10.00	C	30	0	0	0	0	0	1	0	0	0	1				
30	Su 6P-7P GOOD WIFE <i>CSI Miami</i>	EN		\$10.00	C	30	0	0	0	0	0	1	0	0	0	1				
31	Su 7P-8P CASTLE	PT		\$35.00	C	30	0	0	0	0	0	1	0	0	0	1				
Total Spots:							11	12	12	12	7	4	12	0						
CASH - Spots: \$2,020.00 - 70							TRADE\$ - Spots: \$0.00 - 0											Total Cost: \$2,020.00		
							Total GRP - CPP: 0.0 - \$0.00											Total GIMP(000) - CPM: 0 - \$0.00		