



Dario Hunter - revised TV schedule 10-16 - 10-20-17

Author: Jim Dreistadt

Proposal ID: 17146
Market: YOUNGSTOWN [115]
Schedule Date: 10/16/2017 - 10/20/2017
Spot Length(s): :30

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Flight Dates: 10/16/2017-10/20/2017

Program Time	Spot Length	OC	DMA P35+ 000	W k s	Rate Spots
WKBN					
CBS THIS MORNING	:30	2	p10.9	1	\$65.00
GRPs/Impressions			21.8		2
SHR			15.5		
CPP/CPM			\$5.96		
Mo-Fr 7:00a-9:00a			Run Dates: 1/9/2012-12/31/2036		
FIRST NEWS 530PM-6PM	:30	2	p28.2	1	\$195.00
GRPs/Impressions			56.4		2
SHR			25.2		
CPP/CPM			\$6.91		
Mo-Fr 5:30p-6:00p			Run Dates: 9/14/2015-12/31/2036		
FIRST NEWS AT 11PM	:30	1	p22.7	1	\$250.00
GRPs/Impressions			22.7		1
SHR			20.8		
CPP/CPM			\$11.01		
Mo-Fr 11:00p-11:35p			Run Dates: 2/1/2014-12/31/2036		
WYFX+					
FIRST NEWS ON FOX	:30	5	p1.8	1	\$15.00
GRPs/Impressions			9.0		5
SHR			2.5		
CPP/CPM			\$8.33		
Mo-Fr 7:00a-9:00a			Run Dates: 9/1/2003-12/31/2036		

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Total Cost: \$845.00 Signature _____

General Summary (DMA P35+ D.000)

Name	Spots	Cost	Grps	Imp(000)	CPM	Reach	Freq
WKBN	5	\$770.00	27.8	100.9	\$7.63	20.3	1.4
WYFX+	5	\$75.00	2.5	9.0	\$8.33	1.7	1.5
YOUNGSTOWN	10	\$845.00	30.3	109.9	\$7.69	21.7	1.4

Station Summary (DMA P35+ D.000)

Station	Spots	Cost	Grps	Imp(000)	CPM	Reach	Freq
WKBN	5	\$770.00	27.8	100.9	\$7.63	20.3	1.4
WYFX+	5	\$75.00	2.5	9.0	\$8.33	1.7	1.5
Total (DMA P35+)	10	\$845.00	30.3	109.9	\$7.69	21.7	1.4