

**ORDER**

**Orders**  
**Order / Rev:** 633778  
**Alt Order #:**  
**Product Desc:** POLITICAL CANDIDATE  
**Estimate:**  
**Flight Dates:** 09/28/16 - 11/08/16  
**Original Date / Rev:** 09/23/16 / 09/23/16  
**Order Type:** GENERAL

**Primary AE:** House House-Tally WTWC  
**Sales Office:** LWTWC  
**Sales Region:** LOC

**Agency Name:** Hunter Owens Advertising  
**Buying Contact:** John Mader  
**Billing Contact:**  
 2643 Yarmouth Ln  
 Tallahassee, FL 32309

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM  
**Agency Commission:** 15%

**Advertiser Name:** Jackie Pons for Superintendent  
**Demographic:** A35+  
**Product Codes:** Political Candidate  
**Priority:** Pol4  
**Revenue Codes:** AGY, Political, Political Candidate

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** 89424  
**Agency External ID:** 14279  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	121	\$10,660.00	\$9,061.00
10/31/16	11/27/16	47	\$6,590.00	\$5,601.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	121	\$10,660.00	\$9,061.00	0.00
November 2016	47	\$6,590.00	\$5,601.50	0.00
<b>Totals</b>	<b>168</b>	<b>\$17,250.00</b>	<b>\$14,662.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House House-Tally WTWC	LWTWC	LOC	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTWC	09/28/16	10/14/16	M-F 7a-9a/Today Show	CM	7a-9a	MTWTF--	:30	3	\$50.00	Pol4	0.00	NM	9	\$450.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/16	10/02/16	--WTF--					3	\$50.00		0.00			
Week:		10/03/16	10/09/16	MTWTF--					3	\$50.00		0.00			
Week:		10/10/16	10/16/16	MTWTF--					3	\$50.00		0.00			
N 2	WTWC	10/17/16	11/08/16	M-F 7a-9a/Today Show	CM	7a-9a	MTWTF--	:30	5	\$110.00	Pol2	0.00	NM	15	\$1,650.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	MTWTF--					3	\$110.00		0.00			
Week:		10/24/16	10/30/16	MTWTF--					5	\$110.00		0.00			
Week:		10/31/16	11/06/16	MTWTF--					5	\$110.00		0.00			
Week:		11/07/16	11/13/16	MT-----					2	\$110.00		0.00			
N 3	WTWC	10/03/16	11/06/16	Sa Today Show	CM	7a-9a	-----S-	:30	1	\$15.00	Pol3	0.00	NM	5	\$75.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	-----S-					1	\$15.00		0.00			
Week:		10/10/16	10/16/16	-----S-					1	\$15.00		0.00			
Week:		10/17/16	10/23/16	-----S-					1	\$15.00		0.00			
Week:		10/24/16	10/30/16	-----S-					1	\$15.00		0.00			
Week:		10/31/16	11/06/16	-----S-					1	\$15.00		0.00			
N 4	WTWC	10/03/16	11/06/16	Su Today Show	CM	8a-9a	-----S	:30	1	\$15.00	Pol3	0.00	NM	5	\$75.00
SUNDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 633778  
 Alt Order #:  
 Flight Dates: 09/28/16 - 11/08/16

Advertiser: Jackie Pons for Superintendent  
 Product Desc: POLITICAL CANDIDATE  
 Estimate:

WTWC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WTWC	10/03/16	11/06/16	Su Today Show SUNDAY TODAY	CM	8a-9a	-----S	:30	1	\$15.00	Pol3	0.00	NM	5	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	-----S		1				\$15.00		0.00			
		Week: 10/10/16	10/16/16	-----S		1				\$15.00		0.00			
		Week: 10/17/16	10/23/16	-----S		1				\$15.00		0.00			
		Week: 10/24/16	10/30/16	-----S		1				\$15.00		0.00			
		Week: 10/31/16	11/06/16	-----S		1				\$15.00		0.00			
N 5	WTWC	09/28/16	11/06/16	Full Measure w/S.Attkinsn Full Measure w/S.Attkinsn	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	-----S	:30	1	\$30.00	Pol4	0.00	NM	6	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/16	10/02/16	-----S		1				\$30.00		0.00			
		Week: 10/03/16	10/09/16	-----S		1				\$30.00		0.00			
		Week: 10/10/16	10/16/16	-----S		1				\$30.00		0.00			
		Week: 10/17/16	10/23/16	-----S		1				\$30.00		0.00			
		Week: 10/24/16	10/30/16	-----S		1				\$30.00		0.00			
		Week: 10/31/16	11/06/16	-----S		1				\$30.00		0.00			
N 6	WTWC	09/28/16	10/14/16	M-F 10a-11a/Today Sh TODAY SHOW	CM	10a-11a	MTWTF--	:30	3	\$20.00	Pol4	0.00	NM	9	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/16	10/02/16	--WTF--		3				\$20.00		0.00			
		Week: 10/03/16	10/09/16	MTWTF--		3				\$20.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--		3				\$20.00		0.00			
N 7	WTWC	10/17/16	11/07/16	M-F 10a-11a/Today Sh TODAY SHOW	CM	10a-11a	MTWTF--	:30	3	\$35.00	Pol3	0.00	NM	12	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--		3				\$35.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--		3				\$35.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--		5				\$35.00		0.00			
		Week: 11/07/16	11/13/16	M-----		1				\$35.00		0.00			
N 8	WTWC	09/28/16	10/14/16	M-F 3p-4p STEVE HARVEY	CM	3p-4p	MTWTF--	:30	3	\$45.00	Pol4	0.00	NM	9	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/16	10/02/16	--WTF--		3				\$45.00		0.00			
		Week: 10/03/16	10/09/16	MTWTF--		3				\$45.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--		3				\$45.00		0.00			
N 9	WTWC	10/17/16	11/07/16	M-F 3p-4p STEVE HARVEY	CM	3p-4p	MTWTF--	:30	3	\$75.00	Pol3	0.00	NM	12	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--		3				\$75.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--		3				\$75.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--		5				\$75.00		0.00			
		Week: 11/07/16	11/13/16	M-----		1				\$75.00		0.00			
N 10	WTWC	10/10/16	11/06/16	Meet The Press Meet The Press	CM	11a-12p	-----S	:30	1	\$130.00	Pol2	0.00	NM	4	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----S		1				\$130.00		0.00			
		Week: 10/17/16	10/23/16	-----S		1				\$130.00		0.00			
		Week: 10/24/16	10/30/16	-----S		1				\$130.00		0.00			
		Week: 10/31/16	11/06/16	-----S		1				\$130.00		0.00			
N 11	WTWC	09/28/16	11/08/16	M-F 5p-6p DR PHIL	CM	5p-6p	MTWTF--	:30	3	\$60.00	Pol4	0.00	NM	19	\$1,140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/16	10/02/16	--WTF--		2				\$60.00		0.00			
		Week: 10/03/16	10/09/16	MTWTF--		2				\$60.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--		3				\$60.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--		3				\$60.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--		3				\$60.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--		5				\$60.00		0.00			
		Week: 11/07/16	11/13/16	M-----		1				\$60.00		0.00			
N 12	WTWC	09/28/16	10/14/16	M-F NBC Nightly News NBC Nightly News	CM	630p-7p	MTWTF--	:30	3	\$115.00	Pol4	0.00	NM	9	\$1,035.00

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WTWC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 12	WTWC	09/28/16	10/14/16	M-F NBC Nightly News NBC Nightly News	CM	630p-7p	MTWTF--	:30	3	\$115.00	Pol4	0.00	NM	9	\$1,035.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/16	10/02/16	--WTF--					3	\$115.00		0.00			
		Week: 10/03/16	10/09/16	MTWTF--					3	\$115.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--					3	\$115.00		0.00			
N 13	WTWC	10/17/16	10/30/16	M-F NBC Nightly News NBC Nightly News	CM	630p-7p	MTWTF--	:30	3	\$200.00	Pol3	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--					3	\$200.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					3	\$200.00		0.00			
N 14	WTWC	10/31/16	11/07/16	M-F NBC Nightly News NBC Nightly News	CM	630p-7p	MTWTF--	:30	3	\$350.00	Pol2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	MTWTF--					3	\$350.00		0.00			
		Week: 11/07/16	11/13/16	M-----					1	\$350.00		0.00			
N 15	WTWC	09/28/16	10/14/16	M-F 730p-8p FAMILY FEUD	CM	730p-8p	MTWTF--	:30	3	\$75.00	Pol4	0.00	NM	9	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/16	10/02/16	--WTF--					3	\$75.00		0.00			
		Week: 10/03/16	10/09/16	MTWTF--					3	\$75.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--					3	\$75.00		0.00			
N 16	WTWC	10/17/16	11/07/16	M-F 730p-8p FAMILY FEUD	CM	730p-8p	MTWTF--	:30	3	\$180.00	Pol3	0.00	NM	10	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--					3	\$180.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					3	\$180.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					3	\$180.00		0.00			
		Week: 11/07/16	11/13/16	M-----					1	\$180.00		0.00			
N 17	WTWC	10/03/16	10/31/16	Monday Prime Specials THE VOICE	CM	8:00 PM-10:00 PM (8:00 PM-10:00 PM)	M-----	:30	1	\$255.00	Pol4	0.00	NM	5	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	M-----					1	\$255.00		0.00			
		Week: 10/10/16	10/16/16	M-----					1	\$255.00		0.00			
		Week: 10/17/16	10/23/16	M-----					1	\$255.00		0.00			
		Week: 10/24/16	10/30/16	M-----					1	\$255.00		0.00			
		Week: 10/31/16	11/06/16	M-----					1	\$255.00		0.00			
N 18	WTWC	11/07/16	11/08/16	Monday Prime Specials THE VOICE	CM	8:00 PM-10:00 PM (8:00 PM-10:00 PM)	M-----	:30	1	\$610.00	Pol2	0.00	NM	1	\$610.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	M-----					1	\$610.00		0.00			
N 19	WTWC	10/31/16	10/31/16	Monday Prime C TIMELESS	CM	10p-11p	M-----	:30	1	\$150.00	Pol4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	M-----					1	\$150.00		0.00			
N 20	WTWC	11/07/16	11/07/16	Monday Prime C TIMELESS	CM	10p-11p	M-----	:30	1	\$245.00	Pol3	0.00	NM	1	\$245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	M-----					1	\$245.00		0.00			
N 21	WTWC	10/24/16	11/04/16	Wednesday Prime A BLINDSPOT	CM	8p-9p	--W----	:30	1	\$275.00	Pol3	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	--W----					1	\$275.00		0.00			
		Week: 10/31/16	11/06/16	--W----					1	\$275.00		0.00			
N 22	WTWC	10/03/16	11/04/16	Friday Prime Specials DATELINE	CM	9:00 PM-11:00 PM (9:00 PM-11:00 PM)	----F--	:30	1	\$100.00	Pol4	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	----F--					1	\$100.00		0.00			
		Week: 10/10/16	10/16/16	----F--					1	\$100.00		0.00			
		Week: 10/17/16	10/23/16	----F--					1	\$100.00		0.00			
		Week: 10/24/16	10/30/16	----F--					1	\$100.00		0.00			

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Estimate:

WTWC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 22	WTWC	10/03/16	11/04/16	Friday Prime Specials DATELINE	CM	9:00 PM-11:00 PM (9:00 PM-11:00 PM)	----F--	:30	1	\$100.00	Pol4	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	----F--		1				\$100.00		0.00			
N 23	WTWC	10/01/16	10/01/16	Golf on NBC RYDER CUP	CM	9:00 AM-7:00 PM (9:00 AM-7:00 PM)	-----S-	:30	2	\$40.00	Pol4	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/16	10/02/16	-----S-		2				\$40.00		0.00			
N 24	WTWC	10/31/16	11/06/16	NBC NASCAR NASCAR XFINITY-TEXAS	CM	3:30 PM-6:00 PM (3:30 PM-6:00 PM)	-----SS	:30	1	\$205.00	Pol3	0.00	NM	1	\$205.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----SS		1				\$205.00		0.00			
N 25	WTWC	10/31/16	11/06/16	Horse Racing Horse Racing	CM	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	-----S-	:30	1	\$60.00	Pol4	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----S-		1				\$60.00		0.00			
N 26	WTWC	10/02/16	10/02/16	Golf on NBC RYDER CUP	CM	12:00 PM-6:00 PM (12:00 PM-6:00 PM)	-----S	:30	2	\$55.00	Pol4	0.00	NM	2	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/26/16	10/02/16	-----S		2				\$55.00		0.00			
N 27	WTWC	10/31/16	11/06/16	NBC NASCAR NASCAR SPRINT CUP:TEXAS	CM	1:30 PM-6:00 PM (1:30 PM-6:00 PM)	-----S	:30	1	\$205.00	Pol3	0.00	NM	1	\$205.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----S		1				\$205.00		0.00			
N 28	WTWC	10/17/16	11/06/16	NBC Sunday Night Football NBC Sunday Night Football	CM	8:30 PM-11:30 PM (8:30 PM-11:30 PM)	-----S	:30	1	\$385.00	Pol4	0.00	NM	3	\$1,155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----S		1				\$385.00		0.00			
		Week: 10/24/16	10/30/16	-----S		1				\$385.00		0.00			
		Week: 10/31/16	11/06/16	-----S		1				\$385.00		0.00			
													Totals	168	\$17,250.00



FOX49



## General Election

Advertiser: Jackie Pons  
Agency: Hunter Owens  
Buyer:  
Length(s): :30  
Proposal #: 671977  
Market [Rank]: TALLAHASSEE-THOMASVILLE [108]  
Books: Nov-15TALLAHASSEE-THOMASVILLE  
Flight Dates: 09/26/16 - 11/08/16

### Station Contact:

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CE33777

Program	Rate	Sep	Oct	Oct	Oct	Oct	Nov	Cost	A35+	W2554		
DP Days Time	Weeks	26	3	10	17	24	31	Spots	RTG	RTG		
WTWC								\$360	1.7	2.1		
NBC The Today Show	4 \$50 ✓	3	3	3	-	-	-	9	\$23.53	\$19.05		
M M-F 7:00A-9:00A	3								8	13		
NBC The Today Show_New	2				3	5	5	\$1,650	1.7	2.1		
M M-F 7:00A-9:00A	4							15	\$64.71	\$52.38		
									8	13		
Saturday Today Show	3		1	1	1	1	1	\$150	1.7	0.1		
M SAT 7:00A-9:00A	5							5	\$17.65	\$300.00		
									11	1		
Sunday Today Show	3		1	1	1	1	1	\$150	1.1	0.7		
M SUN 8:00A-9:00A	5							5	\$27.27	\$42.86		
									5	5		
Full Measure with Sharyl Attkisson	4	1	1	1	1	1	1	\$180	3.6p	1.3p		
M SUN 9:30A-10:00A	6							6	\$8.33	\$23.08		
									17	8		
The Today Show III	4	3	3	3	-	-	-	\$180	1.2	1.4		
D M-F 10:00A-11:00A	3							9	\$16.67	\$14.29		
									7	13		
The Today Show III_New	3				3	3	5	\$420	1.2	1.4		
D M-F 10:00A-11:00A	4							12	\$29.17	\$25.00		
									7	13		
Steve Harvey	4	3	3	3	-	-	-	\$405	2.6	3.2		
D M-F 3:00P-4:00P	3							9	\$17.31	\$14.06		
									16	26		
Steve Harvey_New	3				3	3	5	\$900	2.6	3.2		
D M-F 3:00P-4:00P	4							12	\$28.85	\$23.44		
									16	26		
Meet the Press	2 \$130 ✓			1	1	1	1	\$480	1.1	0.9		
D SUN 11:00A-12:00P	4							4	\$109.09	\$133.33		
									6	6		
Dr. Phil	4 \$600 ✓	3	3	3	3	3	5	\$1,050	2.4	2.0		
E M-F 5:00P-6:00P	7							21	\$20.83	\$25.00		
									9	11		
NBC Nightly News	4	3	3	3	-	-	-	\$1,035	2.8	2.3		
R M-F 6:28P-7:00P	3							9	\$41.07	\$50.00		
									7	9		
NBC Nightly News_New	3				3	3	-	\$1,200	2.8	2.3		
R M-F 6:28P-7:00P	2							6	\$71.43	\$86.96		
									7	9		
NBC Nightly News_New_New	2				-	-	3	\$1,400	2.8	2.3		
R M-F 6:28P-7:00P	2							4	\$125.00	\$152.17		
									7	9		
Family Feud	4	3	3	3	-	-	-	\$675	2.2	2.6		
A M-F 7:30P-8:00P	3							9	\$34.09	\$28.85		
									6	9		
Family Feud_New	3				3	3	3	\$1,800	2.2	2.6		
A M-F 7:30P-8:00P	4							10	\$81.82	\$69.23		
									6	9		
The Voice	4		1	1	1	1	1	\$1,275	3.4	3.3		
P MON 8:00P-10:00P	5							5	\$75.00	\$77.27		
									7	9		

Program	Rate	Sep	Oct	Oct	Oct	Oct	Nov	Cost	A35+	W2554
DP Days Time	Weeks	26	3	10	17	24	31	Spots	RTG	RTG
									CPP/SHR	CPP/SHR
The Voice_New	\$610	-	-	-	-	-	1	\$610	3.4	3.3
P MON 8:00P-10:00P	1							1	\$179.41	\$184.85
									7	9
Timeless	\$150	-	-	-	-	-	1	\$150	4.6	5.2
P MON 10:00P-11:00P	1							1	\$32.61	\$28.85
									12	18
Timeless_New	\$245	-	-	-	-	-	1	\$245	4.6	5.2
P MON 10:00P-11:00P	1							1	\$53.26	\$47.12
									12	18
Blindspot	\$275	-	-	-	-	1	1	\$550	4.6p	5.2p
P WED 8:00P-9:00P	2							2	\$59.78	\$52.88
									12	18
Dateline NBC	\$100	-	1	1	1	1	1	\$500	2.4	1.6
P FRI 9:00P-11:00P	5							5	\$41.67	\$62.50
									6	5
GOLF: Ryder Cup	\$55	2	-	-	-	-	-	\$110	2.4p	2.4p
J SAT 9:00A-7:00P	1							2	\$22.92	\$22.92
									10	12
Nascar Xfinity Series #4 - Texas	\$205	-	-	-	-	-	1	\$205	5.8p	
J SAT 3:30P-6:00P	1							1	\$35.34	
									17	
Horse Racing: Breeders Cup	\$100	-	-	-	-	-	1	\$100	2.0	2.1
J SAT 8:00P-9:00P	1							1	\$50.00	\$47.62
									5	7
GOLF: Ryder Cup	\$55	2	-	-	-	-	-	\$110	2.8p	
J SUN 12:00P-6:00P	1							2	\$19.64	
									9	
Nascar Sprint Cup #5 - Texas	\$205	-	-	-	-	-	1	\$205	5.8p	
J SUN 1:30P-6:00P	1							1	\$35.34	
									17	
NFL Sunday Night Football	\$385	-	-	-	1	1	1	\$1,155	4.0p	
J SUN 8:30P-11:30P	3							3	\$96.25	
									11	

WTWC Television Subtotals	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency
A35+R	170	\$17,250	392.80	\$43.92	81.51	4.82
W2554R			353.00	\$48.87	78.69	4.49

Program	Rate	Sep	Oct	Oct	Oct	Oct	Nov	Cost	A35+	W2554
DP Days Time	Weeks	26	3	10	17	24	31	Spots	RTG	RTG
									CPP/SHR	CPP/SHR
ETWC										
FOX 49 Morning News	\$25	3	3	3	5	5	5	\$650	0.3p	0.1p
M M-F 7:00A-8:00A	7							26	\$83.33	\$250.00
									1	
FOX News Sunday	\$35	-	1	1	1	1	-	\$140	1.7p	2.2p
M SUN 9:00A-10:00A	4							4	\$20.59	\$15.91
									8	17
FOX News Sunday_New	\$50	-	-	-	-	-	1	\$50	1.7p	2.2p
M SUN 9:00A-10:00A	1							1	\$29.41	\$22.73
									8	17
Gotham_New	\$385	-	-	-	-	-	1	\$730	2.1	2.5
P MON 8:00P-9:00P	2							2	\$173.81	\$146.00
									4	6
Lucifer_New	\$175	-	-	-	-	-	1	\$350	3.1p	2.9p
P MON 9:00P-10:00P	2							2	\$56.45	\$60.34
									7	8
Rosewood_New	\$250	-	-	-	-	1	1	\$500	3.8p	5.8p
P THU 8:00P-9:00P	2							2	\$65.79	\$43.10
									9	14

General Election  
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P - program average applied.

9/22/2016  
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