



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 26574502	<b>Changes as of:</b> 10/22/2019 at 2:47 PM	<b>Version:</b> Current State Version 4
<b>CPE:</b> BEVIN/ORDR/C22C28	<b>Flight:</b> 10/22/19 - 10/28/19	<b>Station:</b> WSIL
<b>Agency:</b> Smart Media Group	<b>Advertiser:</b> Bevin, Matt	<b>Market:</b> Paducah
1427 LESLIE AVE	<b>Product:</b> ordr	<b>Office:</b> WASHINGTON
SUITE #102	<b>Agency Order #:</b> 30062606	<b>Service:</b> Nielsen
ALEXANDRIA, VA	<b>Buyer:</b> Dome, Patricia	<b>Primary Demo:</b> Adults 35+
22301	<b>Salesperson:</b> ERIN SCHUMACHER	<b>Assistant:</b> ERIN SCHUMACHER
	212-424-6620	212-424-6620

**Con Type:** POLITICAL/VOTE  
**Total \$:** \$2,305.00  
**Total Spots:** 46  
**Total CPP:** \$27.74  
**Total GRP:** 83.1

**Separation:**

**Comments:** REVISED order for 10/22-10/28. WSIL All spots have been canceled 10.25-10.28 Payment was made through 10/24 Please Confirm . Thanks  
Thank you!

#	Day/Time	DP	Program	Rate	A35P Rating	A35P Impression	Len	10/22 - 10/28							Total Spots	Total \$	CPP*	GRP*
								10/22	10/23	10/24	10/25	10/26	10/27	10/28				
1	M-F 11a-12n		25 WORDS OR LESS	\$15.00	1.6	7,600	30	2	2	2	0	0	0	0	6	\$90.00	\$9.38	9.6
2	M-F 9a-10a		RACHAEL RAY	\$25.00	2.3	10,800	30	2	2	2	0	0	0	0	6	\$150.00	\$10.87	13.8
3	M-F 2p-3p		DR. OZ	\$15.00	1.1	5,200	30	2	2	2	0	0	0	0	6	\$90.00	\$13.64	6.6
4	M-F 12n-1p		STRAHAN AND SARA	\$25.00	1.4	6,500	30	2	2	2	0	0	0	0	6	\$150.00	\$17.86	8.4
5	Su 7a-8a		GOOD MORNING AMERICA	\$50.00	1.9	9,100	30	0	0	0	0	0	0	0	0	\$0.00	\$26.32	0.0
6	Sa 7a-8a		GOOD MORNING AMERICA	\$50.00	2.1	10,100	30	0	0	0	0	0	0	0	0	\$0.00	\$23.81	0.0
7	M-F 7a-9a		GOOD MORNING AMERICA	\$95.00	2.9	14,000	30	1	1	1	0	0	0	0	3	\$285.00	\$32.76	8.7
8	Su 8a-9a		THIS WEEK WITH GEORG	\$85.00	1.3	6,200	30	0	0	0	0	0	0	0	0	\$0.00	\$65.38	0.0
9	Su 5:30p-6p		ABC WORLD NEWS SUNDA	\$225.00	3.6	17,000	30	0	0	0	0	0	0	0	0	\$0.00	\$62.50	0.0
10	M-F 5:30p-6p		ABC WORLD NEWS TONIG	\$350.00	4.8	23,200	30	1	1	1	0	0	0	0	3	\$1,050.00	\$72.92	14.4
11	M-F 12:06a-1:06a		SEINFELD (2X)	\$15.00	1.1	5,400	30	2	2	2	0	0	0	0	6	\$90.00	\$13.64	6.6
12	Su 12m-1a		MAJOR CRIMES	\$10.00	1.0	4,800	30	0	0	0	0	0	0	0	0	\$0.00	\$10.00	0.0
13	Sa 10:30p-11:30p		NCIS: NEW ORLEANS	\$25.00	2.0	9,400	30	0	0	0	0	0	0	0	0	\$0.00	\$12.50	0.0
14	M-F 11:37p-12:06a		NIGHTLINE	\$25.00	1.5	6,300	30	1	2	1	0	0	0	0	4	\$100.00	\$16.67	6.0
15	M-F 10:35p-11:37p		JIMMY KIMMEL LIVE	\$50.00	1.5	7,300	30	2	2	2	0	0	0	0	6	\$300.00	\$33.33	9.0
16	Su 10:30p-11p		SEINFELD	\$50.00	1.5	7,100	30	0	0	0	0	0	0	0	0	\$0.00	\$33.33	0.0
17	Sa 6:30p-7p		SEINFELD	\$30.00	1.3	6,300	30	0	0	0	0	0	0	0	0	\$0.00	\$23.08	0.0
18	Sa 6:30p-10p		ABC SATURDAY NIGHT B	\$100.00	2.0	9,700	30	0	0	0	0	0	0	0	0	\$0.00	\$50.00	0.0
<b>TOTALS:</b>								<b>15</b>	<b>16</b>	<b>15</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>46</b>	<b>\$2,305.00</b>	<b>\$27.74</b>	<b>83.1</b>



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	<b>Salesperson:</b> ERIN SCHUMACHER	<b>Assistant:</b> ERIN SCHUMACHER
	212-424-6620	212-424-6620
	<b>Separation:</b>	<b>Traffic #:</b> 12328
		<b>Con Type:</b> POLITICAL/VOTE
		<b>Total \$:</b> \$2,305.00
		<b>Total Spots:</b> 46
		<b>Total CPP:</b> \$27.74
		<b>Total GRP:</b> 83.1

<b>Special Instructions</b>	
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Order Level Comments		
Date/Time	Added by	Comment
10/22/19 2:47 PM	System	Notice Received.
10/22/19 1:21 PM	GOTOSTRATA\eschumacher	REVISED order for 10/22-10/28. WSIL All spots have been canceled 10.25-10.28 Payment was made through 10/24 Please Confirm . Thanks Thank you!
10/17/19 12:04 PM	ERIN SCHUMACHER	Canceled by new revision
10/03/19 10:41 AM	Brenda Hines	Line 17 Sa 6:30-7P Seinfeld N/A-Program Change. Sa College FB airs 11A-10P. MG offer Lines 19-21.
09/12/19 11:48 AM	ERIN SCHUMACHER	Bevin for Governor CONFIRM RECEIPT NO SPOTS ON 9/11. NOON CUTOFF 11/5
08/15/19 2:28 PM	System	Notice Received.
08/14/19 2:09 PM	ERIN SCHUMACHER	Bevin for Governor CONFIRM RECEIPT NO SPOTS ON 9/11. NOON CUTOFF 11/5

Competitive Information	
<b>Market Budget:</b>	\$47,150
<b>WSIL Share:</b>	10%
<b>Comment:</b>	share estimated
<b>Unknown:</b>	90%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	46	\$2,305.00	\$27.74	83.1
<b>Total</b>	<b>100%</b>	<b>46</b>	<b>\$2,305.00</b>	<b>\$27.74</b>	<b>83.1</b>

Monthly Summary		
Month	Spots	Dollars
2019-Oct	46	\$2,305.00
2019-Nov	0	\$0.00
<b>Total</b>	<b>46</b>	<b>\$2,305.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/22/19 1:21 PM	GOTOSTRATA\eschumacher	Confirmed		44	\$-2,410.00	\$2,305.00	Changes: Comments from Bevin for Governor CONFIRM RECEIPT NO SPOTS ON 9/11. NOON CUTOFF 11/5 to REVISED order for 10/22-10/28. WSIL All spots have been canceled 10.25-10.28 Payment was made through 10/24 Please Confirm . Thanks Thank you! , Total \$ from \$4,715.00 to \$2,305.00, Total GRPs from 164.8 to 83.1, Total Spots from 90 to 46, Total CPP from \$28.61 to \$27.74. 17 buylines added or modified.
Revision	10/17/19 12:04 PM	ERIN SCHUMACHER	Confirmed		7	\$-2,040.00	\$4,715.00	Changes: Calculated Dollars from \$6,755.00 to \$4,715.00, Total CPP from \$35.78 to \$28.61, Competitive Market Budget from \$67,900 to \$47,150, Total Spots from 98 to 90, Total GRPs from 188.8 to 164.8, Total \$ from \$6,755.00 to \$4,715.00, Origuser Entered Dollars to \$6,755.00, User Entered \$ from \$0.00 to \$4,715.00. 7 buylines added or modified.
Makegood 1	10/3/19 10:41 AM	Brenda Hines	Canceled	3	2	\$0	\$6,755.00	Changes: Total Spots from 97 to 98, Total GRPs from 192.9 to 188.8, Total CPP from \$35.20 to \$35.78, Total GIMPs from 0 to 189, Total CPM from \$0.00 to \$35,778.60. 4 buylines added or modified.
Revision	9/12/19 11:48 AM	ERIN SCHUMACHER	Confirmed			\$0	\$6,755.00	Changes: Origoffice Id to 109, Office from NEW YORK to WASHINGTON.
Queued for Electronic Contracting	8/14/19 2:22 PM					\$0	\$0	
New	8/14/19 2:09 PM	ERIN SCHUMACHER	Confirmed	97		\$6,755.00	\$6,755.00	



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	212-424-6620	212-424-6620	
	<b>Separation:</b>		

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