



125 West 55th St
New York, NY 10019

Contract # 26130789			Changes as of: 8/16/2018 at 11:52 AM		Version: Current State Version 1	
CPE: 1308/1969/5571			Flight: 8/20/18 - 8/26/18		Station: WTVQ	
Agency: STRATEGIC MEDIA PLACEMENT			Advertiser: Andy Barr CD-6		Market: Lexington-Fayette	
7669 STAGERS LOOP DELAWARE, OH 43015			Product: TV		Office: WASHINGTON	
			Agency Order #: 7639832		Service: Nielsen	
			Buyer: Fink, Brant		Primary Demo: Adults 35+	
			Salesperson: GARRETT WELLENS 202-955-5342		Assistant: GARRETT WELLENS 202-955-5342	
			Separation:			
			Comments: Separation: 30			
					Total Spots: 44	
					Total CPP: \$52.54	
					Total GRP: 96.6	
					Con Type: POLITICAL/VOTE	
					Total \$: \$5,075.00	

#	Day/Time	DP	Program	Rate	A35P Rating	Len	8/20 - 8/20		Total Spots	Total \$	CPP*	GRP*
							8/20					
1	M-F 7a-8a		Good Morning America	\$110.00	2.2	30	5		5	\$550.00	\$50.00	11.0
2	M-F 8a-9a		Good Morning America	\$110.00	1.7	30	5		5	\$550.00	\$64.71	8.5
3	Sa 8a-9a		Good Morning America	\$80.00	2.0	30	1		1	\$80.00	\$40.00	2.0
4	M-F 6p-6:30p		ABC 36 News At 6	\$100.00	2.0	30	5		5	\$500.00	\$50.00	10.0
5	Su 6:30p-7p		ABC 36 News Sunday	\$110.00	5.0	30	1		1	\$110.00	\$22.00	5.0
6	M-F 11p-11:35p		ABC 36 News At 11	\$80.00	2.0	30	5		5	\$400.00	\$40.00	10.0
7	Sa 11p-11:35p		ABC 36 News At 11	\$90.00	3.5	30	1		1	\$90.00	\$25.71	3.5
8	Su 11p-11:30p		ABC 36 News At 11	\$120.00	4.5	30	1		1	\$120.00	\$26.67	4.5
9	F 10p-11p		20/20-ABC	\$400.00	3.0	30	1		1	\$400.00	\$133.33	3.0
10	Sa 10p-11p		20/20 Saturday-ABC	\$250.00	3.6	30	1		1	\$250.00	\$69.44	3.6
11	Su 8p-9p		Celebrity Family Feud-ABC	\$800.00	6.0	30	1		1	\$800.00	\$133.33	6.0
12	9p-10p		the \$100,000 pyramid	\$600.00	5.0	30	1		1	\$600.00	\$120.00	5.0
13	M-F 9a-10a		Good Day Kentucky	\$50.00	2.0	30	5		5	\$250.00	\$25.00	10.0
14	Su 9a-10a		This Week-ABC	\$75.00	2.0	30	1		1	\$75.00	\$37.50	2.0
15	M-F 11:35p-12:35a		Jimmy Kimmel!	\$35.00	1.5	30	5		5	\$175.00	\$23.33	7.5
16	M-F 12:35a-1:05a		ABC Nightline	\$25.00	1.0	30	5		5	\$125.00	\$25.00	5.0
TOTALS:							44		44	\$5,075.00	\$52.54	96.6