



125 West 55th St
New York, NY 10019

Contract # 26209702			Changes as of: 9/28/2018 at 1:06 PM		Version: Current State Version 1	
CPE: 1308/1969/5656			Flight: 10/1/18 - 10/7/18		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 #: 7796239		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

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/1 - 10/1		Total Spots	Total \$	CPP*	GRP*
							10/1					
1	M-F 6a-6:30a		ABC36 Good Morning Kentucky	\$30.00	1.2	30	5		5	\$150.00	\$25.00	6.0
2	M-F 6:30a-7a		ABC36 Good Morning Kentucky	\$30.00	1.2	30	5		5	\$150.00	\$25.00	6.0
3	M-F 8a-9a		Good Morning America	\$60.00	2.6	30	5		5	\$300.00	\$23.08	13.0
4	M-F 7a-8a		Good Morning America	\$60.00	2.6	30	5		5	\$300.00	\$23.08	13.0
5	Sa 8a-8:30a		Good Morning America	\$40.00	2.0	30	1		1	\$40.00	\$20.00	2.0
6	Sa 8:30a-9a		Good Morning America	\$40.00	2.0	30	1		1	\$40.00	\$20.00	2.0
7	Su 8a-8:30a		Good Morning America	\$40.00	2.0	30	1		1	\$40.00	\$20.00	2.0
8	Su 8:30a-9a		Good Morning America	\$40.00	2.0	30	1		1	\$40.00	\$20.00	2.0
9	M-F 9a-9:30a		Good Day Kentucky	\$25.00	2.0	30	1		1	\$25.00	\$12.50	2.0
10	M-F 9:30a-10a		Good Day Kentucky	\$25.00	2.0	30	1		1	\$25.00	\$12.50	2.0
11	M-F 12n-12:30p		ABC 36 News At Noon	\$20.00	1.0	30	5		5	\$100.00	\$20.00	5.0
12	M-F 5:30p-6p		ABC 36 NEWS AT 530P	\$35.00	1.3	30	5		5	\$175.00	\$26.92	6.5
13	M-F 5p-5:30p		ABC 36 News At 5	\$30.00	1.3	30	5		5	\$150.00	\$23.08	6.5
14	M-F 6p-6:30p		ABC 36 News At 6	\$45.00	1.8	30	5		5	\$225.00	\$25.00	9.0
15	Su 7p-7:30p		ABC 36 News Sunday	\$50.00	4.3	30	1		1	\$50.00	\$11.63	4.3
16	M-F 7p-7:30p		Entertainment Tonight	\$75.00	3.1	30	5		5	\$375.00	\$24.19	15.5
17	M-F 7:30p-8p		ACCESS HOLLYWOOD	\$75.00	3.3	30	5		5	\$375.00	\$22.73	16.5
18	M-F 11p-11:35p		ABC 36 News At 11	\$40.00	2.0	30	5		5	\$200.00	\$20.00	10.0
19	Su 11p-11:30p		ABC 36 News At 11	\$50.00	5.1	30	1		1	\$50.00	\$9.80	5.1
20	M-F 11:35p-12:35a		Jimmy Kimmel!	\$25.00	1.5	30	5		5	\$125.00	\$16.67	7.5



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Contract # 26209702 **Changes as of:** 9/28/2018 at 1:06 PM **Version:** Current State Version 1

CPE: 1308/1969/5656 **Flight:** 10/1/18 - 10/7/18 **Station:** WTVQ **Con Type:** POLITICAL/VOTE

Agency: STRATEGIC MEDIA PLACEMENT **Advertiser:** Andy Barr CD-6 **Market:** Lexington-Fayette **Total \$:** \$6,185.00

Product: TV **Office:** WASHINGTON **Total Spots:** 82

Agency Order #: 7796239 **Service:** Nielsen **Total CPP:** \$35.06

Buyer: Fink, Brant **Primary Demo:** Adults 35+ **Total GRP:** 176.4

Salesperson: GARRETT WELLENS **Assistant:** GARRETT WELLENS

Separation: 202-955-5342

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/1 - 10/1		Total Spots	Total \$	CPP*	GRP*
							10/1					
21	M-F 12:35a-1:05a		ABC Nightline	\$10.00	1.2	30	5		5	\$50.00	\$8.33	6.0
22	Sa 12n-3:30p		ABC College Football Early Game	\$250.00	3.1	30	1		1	\$250.00	\$80.65	3.1
23	Sa 3:30p-7p		ABC College Football Late Game	\$300.00	2.0	30	1		1	\$300.00	\$150.00	2.0
24	Sa 8p-11:30p		ABC Saturday Night College Football	\$400.00	6.1	30	1		1	\$400.00	\$65.57	6.1
25	M 8p-10p		Bachelor in Paradise Mon-ABC	\$500.00	5.1	30	1		1	\$500.00	\$88.04	5.1
26	W 10p-11p		SHARK TANK	\$300.00	3.1	30	1		1	\$300.00	\$96.77	3.1
27	Th 9p-10p		Match Game-ABC	\$400.00	3.1	30	1		1	\$400.00	\$129.03	3.1
28	Th 10p-11p		Take Two-ABC	\$400.00	2.6	30	1		1	\$400.00	\$153.85	2.6
29	F 10p-11p		20/20-ABC	\$300.00	2.2	30	1		1	\$300.00	\$136.36	2.2
30	Su 9p-10p		The \$100,000 Pyramid-ABC	\$350.00	7.2	30	1		1	\$350.00	\$48.61	7.2
TOTALS:									82	\$6,185.00	\$35.06	176.4