



125 West 55th St  
New York, NY 10019

Contract # 26136401

CPE: 1308/1969/5593

Agency: STRATEGIC MEDIA PLACEMENT

Changes as of: 8/24/2018 at 1:48 PM

Flight: 8/27/18 - 9/2/18

Advertiser: Andy Barr CD-6

Version: Highlighting Revision 1

Station: WTVQ

Market: Lexington-Fayette

Product: TV

Agency Order #: 7660907

Buyer: Fink, Brant

Office: WASHINGTON

Service: Nielsen

Primary Demo: Adults 35+

Total Spots: 44

Total CPP: \$62.94

Total GRP: 107.0

Salesperson: GARRETT WELLENS

202-955-5342

Assistant: GARRETT WELLENS

202-955-5342

Separation:

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A35P Rating	Len	8/27 - 8/27		Total Spots	Total \$	CPP*	GRP*
							8/27					
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
REV- 4	M-F 6p-6:30p		ABC 36 News At 6	\$100.00	2.0	30	5	4	4	\$400.00	\$50.00	8.0
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	Su 11p-11:30p		ABC 36 News At 11	\$120.00	4.5	30	1		1	\$120.00	\$26.67	4.5
8	Tu 8p-10p		Bachelor in Paradise Tue-ABC	\$750.00	6.0	30	1		1	\$750.00	\$125.00	6.0
9	W 9p-10p		Modern Family/American Housewife-ABC	\$500.00	6.0	30	1		1	\$500.00	\$83.33	6.0
10	W 10p-11p		Modern Family/The Goldbergs-ABC	\$400.00	4.0	30	1		1	\$400.00	\$100.00	4.0
F 10p-11p				\$300.00	3.0	30	1		1	\$300.00	\$100.00	3.0
Changes: Rate from 400 to 300												
12	Su 7p-8p		America's Funniest Home Videos-ABC	\$400.00	5.0	30	1		1	\$400.00	\$80.00	5.0
Changes: Rate from 350 to 400												
13	Su 8p-9p		Celebrity Family Feud-ABC	\$900.00	6.0	30	1		1	\$900.00	\$150.00	6.0
Changes: Rate from 800 to 900												
14	Su 9p-10p		the \$100,000 pyramid	\$700.00	5.0	30	1		1	\$700.00	\$140.00	5.0
Changes: Rate from 600 to 700												
15	M-F 9a-10a		Good Day Kentucky	\$50.00	2.0	30	5		5	\$250.00	\$25.00	10.0
16	Su 9a-10a		This Week-ABC	\$60.00	2.0	30	1		1	\$60.00	\$30.00	2.0
Changes: Rate from 75 to 60												
REV- 17	M-F 11:35p-12:35a		Jimmy Kimmel!	\$35.00	1.5	30	5	4	4	\$140.00	\$23.33	6.0



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CPE: 1308/1969/5593		Flight: 8/27/18 - 9/2/18		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 #: 7660907		Service: Nielsen	
		Buyer: Fink, Brant		Primary Demo: Adults 35+	
		Salesperson: GARRETT WELLENS 202-955-5342		Assistant: GARRETT WELLENS 202-955-5342	
		Separation:			
				Total Spots: 44	
				Total CPP: \$62.94	
				Total GRP: 107.0	
				Con Type: POLITICAL/VOTE	
				Total \$: \$6,735.00	

#	Day/Time	DP	Program	Rate	A35P Rating	Len	8/27 - 8/27		Total Spots	Total \$	CPP*	GRP*
							8/27					
18	M-F 12:35a-1:05a		ABC Nightline	\$25.00	1.0	30	5		5	\$125.00	\$25.00	5.0
TOTALS:							44		44	\$6,735.00	\$62.94	107.0