

New TV Campaign

Book: NOV FEB PJ

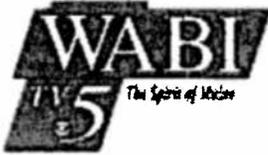


Schedule Date: 3/4/2016 - 3/5/2016
 Spot Length(s): :30
 Book: NOV FEB PJ (sell)
 Author: Doug Finck

Acct. Exec: Kim Lee
 Phone #: 207-947-8321x107
 Email: klee@wabi.tv

Flight Dates: 3/4/2016-3/5/2016

Program Time	Spot Length	MR	DMA P18+ RTG	Wk	Rate Spots
WABI					
TV5 MORN NWS 2	:30	2	8.2	1	\$100.00
GRPs/Impressions			16.4		2
CPP/CPM			\$12.20		
Mo-Fr 6:00a-7:00a			Run Dates: 12/15/2003-12/31/2036		
THE EARLY SHOW	:30	4	4.7	1	\$30.00
GRPs/Impressions			18.8		4
CPP/CPM			\$6.38		
Mo-Fr 7:00a-9:00a			Run Dates: 12/15/2003-12/31/2036		
THROUGH THE DECADES	:30	2	1.3	1	\$25.00
GRPs/Impressions			2.6		2
CPP/CPM			\$19.23		
Mo-Fr 9:00a-10:00a			Run Dates: 2/1/2016-12/31/2036		
DR. OZ	:30	2	1.1	1	\$20.00
GRPs/Impressions			2.2		2
CPP/CPM			\$18.18		
Mo-Fr 10:00a-11:00a			Run Dates: 9/12/2011-12/31/2036		
PRICE IS RIGHT	:30	1	3.7	1	\$75.00
GRPs/Impressions			3.7		1
CPP/CPM			\$20.27		
Mo-Fr 11:00a-12:00p			Run Dates: 12/15/2003-12/31/2036		
TV5 NEWS AT NOON	:30	1	6.5	1	\$50.00
GRPs/Impressions			6.5		1
CPP/CPM			\$7.69		
Mo-Fr 12:00p-12:30p			Run Dates: 9/13/2004-12/31/2026		
THE TALK	:30	2	1.2	1	\$20.00
GRPs/Impressions			2.4		2
CPP/CPM			\$16.67		
Mo-Fr 2:00p-3:00p			Run Dates: 9/13/2010-12/31/2036		
LET'S MAKE A DEAL	:30	2	2.7	1	\$20.00
GRPs/Impressions			5.4		2
CPP/CPM			\$7.41		
Mo-Fr 3:00p-4:00p			Run Dates: 10/5/2009-12/31/2036		
ELLEN DEGENERIS	:30	2	4.3	1	\$35.00
GRPs/Impressions			8.6		2
CPP/CPM			\$8.14		
Mo-Fr 4:00p-5:00p			Run Dates: 9/12/2011-12/31/2036		
TV5 NEWS AT 5	:30	1	9.3	1	\$120.00
GRPs/Impressions			9.3		1
CPP/CPM			\$12.90		
Mo-Fr 5:00p-5:30p			Run Dates: 12/15/2003-12/31/2036		
TV5 NEWS AT 5:30	:30	1	10.6	1	\$120.00
GRPs/Impressions			10.6		1
CPP/CPM			\$11.32		
Mo-Fr 5:30p-6:00p			Run Dates: 12/15/2003-12/31/2036		
TV5/CBS EVE. NEWS	:30	2	18.5	1	\$275.00
GRPs/Impressions			37		2
CPP/CPM			\$14.86		
Mo-Fr 6:00p-7:00p			Run Dates: 12/15/2003-12/31/2036		



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WABI					
BIG BANG THEORY	:30	1	11.7	1	\$150.00
GRPs/Impressions			11.7		1
CPP/CPM			\$12.82		
Mo-Fr 7:00p-7:30p			Run Dates: 12/31/2012-12/31/2036		
2 BROKE GIRLS	:30	1	6.8	1	\$75.00
GRPs/Impressions			6.8		1
CPP/CPM			\$11.03		
Mo-Fr 7:30p-8:00p			Run Dates: 10/1/2015-12/31/2036		
TV5 LATE NEWS	:30	1	2.8	1	\$50.00
GRPs/Impressions			2.8		1
CPP/CPM			\$17.86		
Mo-Fr 11:00p-11:35p			Run Dates: 12/15/2003-12/31/2036		
LATE SHOW W/ STEPHEN COLBERT	:30	1	1.2	1	\$30.00
GRPs/Impressions			1.2		1
CPP/CPM			\$25.00		
Mo-Fr 11:30p-12:30a			Run Dates: 9/14/2015-12/31/2036		
TV5 MORN NWS 1	:30	3	3.1	1	\$45.00
GRPs/Impressions			9.3		3
CPP/CPM			\$14.52		
Mo-Fr 4:30a-6:00a			Run Dates: 9/13/2010-12/31/2036		
AMAZING RACE	:30	1	5.1	1	\$350.00
GRPs/Impressions			5.1		1
CPP/CPM			\$68.63		
Fri 8:00p-9:00p			Run Dates: 9/25/2015-12/31/2036		
HAWAII FIVE-0	:30	1	8.5	1	\$200.00
GRPs/Impressions			8.5		1
CPP/CPM			\$23.53		
Fri 9:00p-10:00p			Run Dates: 4/1/2015-12/31/2036		
BLUE BLOODS	:30	1	7.3	1	\$225.00
GRPs/Impressions			7.3		1
CPP/CPM			\$30.82		
Fri 10:00p-11:00p			Run Dates: 2/11/2011-12/31/2036		
SAT ER SHW-CBS	:30	4	1.2	1	\$40.00
GRPs/Impressions			4.8		4
CPP/CPM			\$33.33		
Sat 9:00a-11:00a			Run Dates: 2/23/2004-12/31/2036		
WABI Totals		36			\$2,850.00
		GRP/(000)	181.0		Spts: 36
		CPP/CPM:	\$15.75		

Total Cost: \$2,850.00

Bucky West