

# Buy Detail Report

Revision #: Date: 9/20/2016

7:41 PM

Client: Caldwell for Mayor

Media: TV

Product: Caldwell for Mayor

Market: Honolulu

Estimate: 3576

Description: Caldwell TV 9.21-9.25 30's & 60's

Flight Start Date: 9/19/2016 03:00 AM

Flight End Date: 9/25/2016 11:59 PM

Survey: May16 DMA Nielsen Live+1

Buyer: Janel Masatsugu

Vendor: KHON-S2

88 Piikoi St

Honolulu, HI 96814

Contact: Sara Poland

E-Mail: spoland@khon2.com

Phone: 591-4292/292-0101c

Fax: 591-9085

Affiliation: FOX

Send Billing To: Anthology Marketing Group

1003 Bishop St., 9th Floor, Pauahi Tower

Honolulu, HI 96813

Phone: (808) 544-3000

Separation between spots: 30

Line	Daypart No Program	Daypart Code	STN Gross	STN Net	Dur	Wks 9/19	Total Spots
<b>KHON-S2</b>							
19	MTuWThF 6:00a- 7:00a WAKEUP 2DAY 6	EM	\$450.00	\$382.50	60	2	2
20	MTuWThF 7:00a- 8:00a WAKE UP 2DAY@7	EM	\$225.00	\$191.25	30	2	2
21	MTuWThF 6:30p- 7:00p WHEEL-FORTNE	PA	\$2,250.00	\$1,912.50	60	2	2
22	TuWThF 9:00p- 9:30p KHON 2 NEWS@9	PT	\$525.00	\$446.25	30	1	1
23	Su 10:00p-10:30p KHON 2 NWS@10	LN	\$550.00	\$467.50	30	1	1
24	M,FSaSu 5:00p- 5:30p KHON 2 NEWS@5<	EN	\$750.00	\$637.50	60	1	1
25	Sa 6:30p- 7:00p WHEEL-FORTNE W	PA	\$600.00	\$510.00	30	1	1
26	TuWThF 10:00p-10:30p KHON 2 NWS@10	LN	\$600.00	\$510.00	30	2	2
27	TuWThF 6:00p- 6:30p KHON 2 NEWS@6	EN	\$800.00	\$680.00	30	1	1
28	Su 6:00p- 6:30p KHON 2 NEWS@6	EN	\$500.00	\$425.00	30	1	1
29	TuWThF 7:00a- 8:00a WAKE UP 2DAY@7	EM	\$225.00	\$191.25	30	3	3
30	TuWThF 8:00a- 9:00a LIVING808	PT	\$75.00	\$63.75	30	3	3
						<b>Total Spots:</b>	20
<b>Total Cost:</b>			\$11,675.00	\$9,923.75			20

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**Signature:** \_\_\_\_\_

**Disclaimer:**

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## Summary by Station/Month

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Station	Month	Total Spots	STN Gross	PCT	STN Net	PCT
<b>KHON-S2</b>						
	SEP 16	20	\$11,675.00	100%	\$9,923.75	100%
<b>Market Total:</b>						
	SEP 16	20	\$11,675.00	100%	\$9,923.75	100%
		20	\$11,675.00		\$9,923.75	