

VIEW Report

Susan Lynn

Client:

Buyer:

Advertiser:

Product:

Sched Dates: 10/17/16 - 11/13/16

10/18/2016 1:58PM

Nashville Nov15 C-DMA Nielsen Live+SD

Lengths: 30

All-Weeks Avg

Line	Rate \$/Sec	RC %	RC \$	Unit/Wk	Unit Tot	Unit Dur	DP Code	Sec	Start Date	End Date	Wk 1 - Wk 4										Wk 1 10/17 '16	Wk 2 10/24 '16	Wk 3 10/31 '16	Wk 4 11/07 '16																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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									Adults 18+													
									Prog Name	Rtg	Imp	CPM Imp	CPP \$5	Ret %	Freq	Pop						
		Sa-Su 11a-7p	3	12	30		TP		AVG. ALL WKS	0.5	82	60.87	\$10	4.2%	1.4	17058			4	4	4	
		W-F 7p-12m	2	6	30		TP		AVG. ALL WKS<	0.6	101	88.18	\$15	3.0%	1.2	17058			6			
		M-F 7p-12m	5	20	30		TP		VARIOUS	0.6	109	82.21	\$15	8.4%	1.5	17058					10	
		M 7p-12m	1	2	30		TP		LOVE IT OR LIE<	0.8	140	64.16	\$11	1.8%	1.1	17058						
		HIST-TV									354	141.37	\$25	1.4%	1.4	17058			3	3	3	1
		W-F 4p-7p	1	3	30		TP		VARIOUS	0.2	41	121.75	\$25	0.7%	1.1	17058						
		M-F 4p-7p	2	6	30		TP		AVG. ALL WKS<	0.2	34	148.41	\$25	1.0%	1.2	17058			3	3	3	
		M 4p-7p	0	1	30		TP		AVG. ALL WKS	0.2	28	178.54	\$25	0.2%	1.0	17058						
		NICK-TV									246	317.20	\$33	0.7%	2.1	17058			6	9	9	2
		W-F 9a-4p	2	6	30		TP		VARIOUS	0.1	13	235.34	\$30	0.3%	1.3	17058						
		M-F 9a-4p	5	18	30		TP		VARIOUS	0.1	9	341.61	\$30	0.5%	1.8	17058			6			
		M 9a-4p	1	2	30		TP		VARIOUS	0.0	6	529.31	\$0	0.1%	1.1	17058			9	9	9	
		TLC-TV									766	55.98	\$10	3.0%	1.8	17058			7	7	7	1
		W-F 4p-7p	1	3	30		TP		AVG. ALL WKS<	0.1	19	103.46	\$20	0.3%	1.1	17058						
		M-F 4p-7p	2	6	30		TP		AVG. ALL WKS<	0.1	19	103.81	\$20	0.8%	1.2	17058			3			
		M 4p-7p	0	1	30		TP		AVG. ALL WKS<	0.1	19	108.12	\$20	0.1%	1.0	17058						
		Sa-Su 11a-7p	3	12	30		TP		AVG. ALL WKS	0.3	49	40.46	\$7	2.5%	1.4	17058			4	4	4	
		TRAV-TV									287	83.73	\$20	1.2%	1.4	17058			4	4	4	
		Sa-Su 11a-7p	3	12	30		TP		AVG. ALL WKS<	0.1	24	83.73	\$20	1.2%	1.4	17058			4	4	4	
		TWC-TV									104	105.27	\$12	0.4%	1.4	17058			3	3	3	2
		W-F 5a-9a	1	3	30		TP		AVG. ALL WKS/AMQ	0.1	12	82.47	\$10	0.2%	1.1	17058						
		M-F 5a-9a	2	6	30		TP		AVG. ALL WKS/AMQ	0.1	11	92.68	\$10	0.3%	1.2	17058			3			
		M 5a-9a	1	2	30		TP		AVG. ALL WKS/AMQ	0.0	2	581.84	\$0	0.0%	1.1	17058						
		M 5a-9a	1	2	30		TP		AVG. ALL WKS/AMQ	0.0	2	581.84	\$0	0.0%	1.1	17058						
		4285 Heritage TN LVerse									23681	17.38	\$2	65.5%	2.8	13246			77	103	103	20
		DISC-TV									2923	9.48	\$1	11.9%	1.9	13246			9	15	15	3
		W-F 7p-12m	2	6	30		TP		AVG. ALL WKS<	0.5	74	8.91	\$1	4.1%	1.2	13246						
		M-F 7p-12m	8	30	30		TP		AVG. ALL WKS<	0.5	68	9.69	\$1	9.7%	1.6	13246			15			
		M 7p-12m	1	3	30		TP		STREET OUTLAWS<	0.5	71	9.30	\$1	1.5%	1.1	13246						
		ESPN-TV									2764	27.20	\$4	13.3%	1.9	13246			10	14	14	2
		W-F 5a-9a	2	6	30		TP		SPORTSCENTER M<	0.3	39	45.97	\$6	1.5%	1.1	13246			6			
		M-F 5a-9a	5	20	30		TP		VARIOUS	0.3	34	52.83	\$6	3.8%	1.4	13246						
		M 5a-9a	1	2	30		TP		SPORTSCENTER 1<	0.2	33	54.13	\$9	0.5%	1.1	13246			10	10	10	
		Sa-Su 11a-7p	3	12	30		TP		VARIOUS	1.1	148	14.07	\$2	10.8%	1.3	13246			4	4	4	
		FOOD-TV									1318	40.90	\$6	5.7%	1.7	13246			7	9	9	1
		W-F 7p-12m	1	3	30		TP		VARIOUS	0.4	57	48.16	\$7	1.2%	1.1	13246			3			
		M-F 7p-12m	3	10	30		TP		VARIOUS	0.4	57	48.47	\$7	3.4%	1.3	13246						
		M 7p-12m	0	1	30		TP		AVG. ALL WKS	0.2	29	92.06	\$13	0.2%	1.0	13246			5	5	5	
		Sa-Su 11a-7p	3	12	30		TP		AVG. ALL WKS<	0.3	46	30.74	\$5	3.0%	1.4	13246			4	4	4	1
		FXNC-TV									11483	8.26	\$1	36.5%	2.4	13246			19	23	23	5
		W-F 5a-9a	2	6	30		TP		FOX AND FRIEND<	1.0	137	8.49	\$1	5.2%	1.2	13246			6			
		M-F 5a-9a	3	12	30		TP		FOX AND FRIEND<	0.9	121	7.95	\$1	8.2%	1.3	13246			6			
		M 5a-9a	1	2	30		TP		FOX AND FRIEND<	0.9	115	7.76	\$1	1.6%	1.1	13246						
		W-F 4p-7p	1	3	30		TP		VARIOUS	1.4	192	4.74	\$1	4.0%	1.1	13246			3			
		M-F 4p-7p	2	6	30		TP		VARIOUS	1.4	188	4.84	\$1	7.2%	1.2	13246						
		M 4p-7p	0	1	30		TP		VARIOUS	1.5	189	4.57	\$1	1.5%	1.0	13246			3	3	3	
		Sa-Su 11a-7p	3	12	30		TP		VARIOUS	0.3	102	10.26	\$1	6.7%	1.4	13246						
		W-F 7p-12m	2	6	30		TP		VARIOUS	1.6	217	9.17	\$1	8.3%	1.2	13246			4	4	4	1
		M-F 7p-12m	5	20	30		TP		VARIOUS	1.8	208	9.57	\$1	15.1%	1.6	13246			6			
		M 7p-12m	1	2	30		TP		VARIOUS	1.4	192	10.36	\$1	2.7%	1.1	13246			10	10	10	2
		HGTV-TV									4152	28.39	\$4	14.5%	2.2	13246			16	20	23	5
		W-F 9a-4p	1	4	30		TP		AVG. ALL WKS<	0.2	20	38.60	\$6	0.8%	1.1	13246			4			
		M-F 9a-4p	3	12	30		TP		AVG. ALL WKS<	0.3	33	33.58	\$4	2.4%	1.3	13246						
		M 9a-4p	1	2	30		TP		LOVE IT OR LIE<	0.4	95	20.44	\$3	0.8%	1.1	13246			6			
		W-F 4p-7p	1	2	30		TP		AVG. ALL WKS	0.2	24	50.16	\$6	0.3%	1.0	13246						
		M-F 4p-7p	2	6	30		TP		AVG. ALL WKS<	0.3	38	30.89	\$4	1.5%	1.2	13246			2	3	3	
		M 4p-7p	0	1	30		TP		LOVE IT OR LIE	0.7	89	15.85	\$2	0.7%	1.0	13246						
		Sa-Su 11a-7p	3	12	30		TP		AVG. ALL WKS	0.5	94	21.94	\$3	4.2%	1.4	13246			4	4	4	1
		W-F 7p-12m	2	6	30		TP		AVG. ALL WKS<	0.6	76	39.80	\$4	3.0%	1.2	13246			6			

	Rate \$5.00	RC %	Unid/Wk	Unit Tot	Unit Dur	DP Code	S/c	Start Date	End Date	Wk 1 - Wk 4										Wk 1 10/7 '16	Wk 2 10/24 '16	Wk 3 10/31 '16	Wk 4 11/7 '16	
										Adults 18+														
										Prog Name														
										Rtg	Imp	CPM Imp	CPM \$	Rch %	Freq	Pop								
M-F 7p-12m	\$2.65		5	20	30		TP			VARIOUS	0.6	85	31.15	\$4	8.4%	1.5	13246					10		10
M 7p-12m	\$2.65		1	2	30		TP			LOVE IT OR LICK IT	0.8	109	24.31	\$3	1.6%	1.1	13246							
HIST-TV	\$9.10			10								277	32.86	\$5	1.5%	1.4	13246					3		3
W-F 4p-7p	\$3.91		1	3	30		TP			VARIOUS	0.2	32	28.30	\$5	0.7%	1.1	13246							
M-F 4p-7p	\$3.91		2	6	30		TP			AVG. ALL WKS	0.2	26	34.49	\$5	1.0%	1.2	13246					3		3
M 4p-7p	\$3.91		0	1	30		TP			AVG. ALL WKS	0.2	22	41.03	\$5	0.2%	1.0	13246							1
NICK-TV	\$21.84			26								181	114.46	\$8	0.7%	2.1	13246							1
W-F 8a-4p	\$3.84		2	6	30		TP			VARIOUS	0.1	10	84.92	\$3	0.3%	1.3	13246					6		9
M-F 8a-4p	\$3.84		5	18	30		TP			VARIOUS	0.1	7	123.26	\$8	0.5%	1.8	13246					9		9
M 8a-4p	\$3.84		1	2	30		TP			VARIOUS	0.0	4	190.99	\$0	0.1%	1.1	13246							2
TLC-TV	\$7.20			22								593	12.15	\$2	2.9%	1.6	13246					7		1
W-F 4p-7p	\$3.30		1	3	30		TP			AVG. ALL WKS	0.1	15	20.58	\$3	0.3%	1.1	13246					3		
M-F 4p-7p	\$3.30		2	6	30		TP			AVG. ALL WKS	0.1	15	20.61	\$3	0.6%	1.2	13246					3		3
M 4p-7p	\$3.30		0	1	30		TP			AVG. ALL WKS	0.1	14	21.11	\$3	0.1%	1.0	13246							1
8a-5u 11a-7p	\$3.35		3	12	30		TP			AVG. ALL WKS	0.3	37	9.39	\$1	2.4%	1.4	13246					4		4

This report has been prepared using STRATA NuMath research.

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Adjustments: Network Insertability and Network Carriage have been factored into calculations.

Nashville Nov15 C-DMA Nielsen Live+SD

Cable Zones: Comcast, Mt. Juliet, TN

Nashville Nov15 C-DMA Nielsen Live+SD

Cable Zones: Charter, Lebanon, TN

Nashville Nov15 C-DMA Nielsen Live+SD

Cable Zones: AT&T, Hermitage TN U-Verse

Source Field Codes:

TP = Time Period

Disclaimer:

Inventory subject to availability. Rates apply to this presentation only and are effective for two weeks from the date of this proposal.

Two-week cancellation policy.

Network ratings data for OWN will be inaccurate prior to the January 2011 book.
Network ratings data for NBCS will be inaccurate prior to the January 2012 book.

By signing this contract, I agree to the full terms and conditions already on file.

DISCLOSURES: The number of subscribing homes receiving advertisements on any cable network is an estimate and may vary by geographic areas and other factors. Any statement of (1) the number of subscribing homes receiving an advertisement and (2) audience estimates are based either on the NCC methodology which utilizes either Nielsen carriage & insertion Universe Estimates or adjusts internal carriage/insertion sub counts by the Nielsen full footprint Interconnect Universe Estimate. Zone estimates are generated by using Nielsen Interconnect Universe Estimates, adjusted on a pro rata basis by internal subscriber counts by zone. Nielsen Universe Estimates are derived: in Telephone Frame set-meter and diary-only markets, from a rolling average of the prior four major sweep periods of diary sample; in LPM and Area Probability set-meter markets, from a rolling average of the prior four periods of meter sample, when available. These 4 periods each consist of 4 weeks of meter sample that lie prior to the measurement cycles of February, May, July and November. Estimates may contain impressions outside the home DMA. [See also Nielsen VIP Report]. The number of homes capable of accessing VOD and interactive TV advertising content is an estimate and may vary by the number of homes actually subscribing to digital cable service and other factors. Current Nielsen audience reporting methodology does not provide the ability to adjust audience estimates for HD simulcast programming for non-insertion. The company may not have the capability to insert on HD simulcast networks or to enable interactive overlays on HD simulcast networks. Audience estimates for HD programming have not been adjusted for non-insertion. The information provided will be periodically updated by the Company. For more information please contact your Advertising Sales Executive.

Authorized Acceptance: _____

Comcast Acceptance: _____

Date: _____

Date: _____

10/18/16