



125 West 55th St
New York, NY 10019

Contract # 26229587										Changes as of: 10/24/2018 at 10:15 AM										Version: Highlighting Revision 1									
CPE: 358/489/7167					Flight: 10/31/18 - 11/6/18					Station: WTVQ					Con Type: POLITICAL/VOTE					Total \$: \$8,705.00					Total Spots: 32				
Agency: MENTZER MEDIA SERVICE					Advertiser: 45 Committee					Market: Lexington-Fayette					Office: WASHINGTON					Total CPP: \$112.32					Total GRP: 77.5				
210 W. Pennsylvania Avenue					Product: MD45C					Agency Order #: 7885072					Service: Nielsen					Primary Demo: Adults 18+					Assistant: GARRETT WELLENS				
Suite 250					Buyer: David, Brady					Salesperson: GARRETT WELLENS					Separation:					202-955-5342					202-955-5342				
Towson, MD 21204																													

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A18P Rating	Len	10/31 - 11/6							Total Spots	Total \$	CPP*	GRP*
							10/31	11/1	11/2	11/3	11/4	11/5	11/6				
1	W-F,M-Tu 7a-8a		GOOD MORNING AMERICA	\$250.00	2.1	30	0	1	0	0	0	1	1	3	\$750.00	\$119.05	6.3
Target 305 Index: 130. Nielsen: 1 Changes: Rate from 225 to 250																	
2	W-F,M-Tu 8a-9a		GOOD MORNING AMERICA	\$250.00	2.1	30	1	0	1	0	0	0	1	3	\$750.00	\$119.05	6.3
Target 305 Index: 130. Nielsen: 1 Changes: Rate from 225 to 250																	
3	W-F,M-Tu 9a-9:30a		GOOD DAY KENTUCKY	\$70.00	1.8	30	1	1	1	0	0	1	1	5	\$350.00	\$38.89	9.0
Target 305 Index: 120. Nielsen: 0.6																	
REV+ 4	W-F,M-Tu 5:30p-6p		ABC 36 NEWS AT 530P	\$100.00	1.1	30	1	1	0	1	0	1	0	4	\$400.00	\$90.91	4.4
Target 305 Index: 118. Nielsen: 0.6 Changes: Rate from 80 to 100																	
5	W-F,M-Tu 7p-7:30p		ENTERTAINMENT TONIGHT	\$250.00	2.8	30	1	0	1	0	0	0	0	2	\$500.00	\$89.29	5.6
Target 305 Index: 125. Nielsen: 1.2 Changes: Rate from 225 to 250																	
6	W-F,M-Tu 7:30p-8p		ACCESS HOLLYWOOD	\$250.00	3.3	30	1	1	0	0	0	1	0	3	\$750.00	\$75.76	9.9
Target 305 Index: 128. Nielsen: 1 Changes: Rate from 225 to 250																	
7	W-F,M-Tu 11:35p-12:35a		JIMMY KIMMEL!	\$60.00	1.3	30	1	1	1	0	0	1	0	4	\$240.00	\$46.15	5.2
Target 305 Index: 127. Nielsen: 0.3																	
8	W 8p-9p		GOLDBERGS/AMERICAN HOUSEWIFE	\$900.00	3.5	30	1	0	0	0	0	0	0	1	\$900.00	\$257.14	3.5
Target 305 Index: 134. Nielsen: 1.2																	
REV- 9	F 8p-9p		FRESH OFF THE BOAT/SPEECHLESS	\$600.00	2.6	30	0	0	1	0	0	0	0	0	\$0.00	\$230.77	0.0
Target 305 Index: 119. Nielsen: 1.3																	
10	Sa 8p-11:30p		ABC SATURDAY NIGHT COLLEGE FOOTBALL	\$1,000.00	6.5	30	0	0	0	2	0	0	0	2	\$2,000.00	\$153.85	13.0
Target 305 Index: 102. Nielsen: 0.6																	
11	Sa 11p-11:35p		ABC 36 NEWS AT 11	\$150.00	2.4	30	0	0	0	1	0	0	0	1	\$150.00	\$62.50	2.4
Target 305 Index: 104. Nielsen: 0.3																	
12	Su 8p-9p		DANCING WITH THE STARS JUNIORS	\$900.00	3.9	30	0	0	0	0	1	0	0	1	\$900.00	\$230.77	3.9
Target 305 Index: 124. Nielsen: 2 Changes: Rate from 800 to 900																	



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		Salesperson: GARRETT WELLENS 202-955-5342		Assistant: GARRETT WELLENS 202-955-5342	
		Separation:			
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							10/31	11/1	11/2	11/3	11/4	11/5	11/6				
13	Su 9p-10p		SHARK TANK-ABC	\$800.00	3.4	30	0	0	0	0	1	0	0	1	\$800.00	\$235.29	3.4
Target 305 Index: 122, Nielsen: 2.2999999999999998																	
14	Su 11p-11:30p		ABC 36 NEWS AT 11	\$150.00	4.6	30	0	0	0	0	1	0	0	1	\$150.00	\$32.61	4.6
Target 305 Index: 134, Nielsen: 0.5																	
REV+ 15	M-F 3p-4p		WENDY	\$65.00	0.0	30	0	0	0	0	0	0	0	0	\$65.00	\$0.00	0.0
TOTALS:							7	6	5	3	3	5	3	32	\$8,705.00	\$112.32	77.5

Makegood Comments			
Date/Time	Action	Added by	Comment
10/24/18 10:15 AM	Revised	GARRETT WELLENS	Separation: 30