

WOC10432509 [00.00]

Order Printout

Order Status: New

Traffic #:

Buyer Order #: 5193685

AE: Scott Tarka

Property: WCVB TV

Start/End Dates: 10/1/16 - 10/17/16

Agency: Mentzer Media

Advertiser: 15 - Friends of Kelly Ayotte

Buyer:

Primary Demo: Adults 21+ (RTG)

C/P/E: 15 / 17 / 3214

Product Desc.: MKAYO

Estimate Desc.: Friends of Kelly Ayotte 10.11-10.17 TV

Total Cost: \$145,315.00 (Cash)

Received Date: 7/07/16 9:02 AM

Comments:

Separation: 30

List Items										Spots										Totals		Adults 21+		
Line	Program	ST	Len	Time	Days	Rate	Oct											Total Spots	Total Cost	RTG	GRP	CPP		
1	NEWSCENTER 5 EYEOPEMER WKND 5A	NM	:30	5:00 AM-6:00 AM	---S---	255.00	1											1	255.00	1.70	1.70	150.00		
(Program: NEWSCENTER 5 EYEOPEMER WKND 5A) Target 9 Index: 101, Nielsen: 0.9																								
1	NEWSCENTER 5 EYEOPEMER WKND 5A	NM	:30	5:00 AM-6:00 AM	---S---	255.00	1											1	255.00	1.70	1.70	150.00		
(Program: NEWSCENTER 5 EYEOPEMER WKND 5A) Target 9 Index: 101, Nielsen: 0.9																								
2	NEWSCENTER 5 EYEOPEMER WKND 6A	NM	:30	6:00 AM-7:00 AM	---S---	595.00	1											1	595.00	1.80	1.80	330.56		
(Program: NEWSCENTER 5 EYEOPEMER WKND 6A) Target 9 Index: 106, Nielsen: 1.5																								
2	NEWSCENTER 5 EYEOPEMER WKND 6A	NM	:30	6:00 AM-7:00 AM	---S---	595.00	1											1	595.00	1.80	1.80	330.56		
(Program: NEWSCENTER 5 EYEOPEMER WKND 6A) Target 9 Index: 106, Nielsen: 1.5																								
3	CHRONICLE	NM	:30	7:30 PM-8:00 PM	---M---	1,700.00	1											1	1,700.00	4.90	4.90	346.94		
(Program: CHRONICLE) Target 9 Index: 103, Nielsen: 4.3																								
3	CHRONICLE	NM	:30	7:30 PM-8:00 PM	---M---	1,700.00	1											1	1,700.00	4.90	4.90	346.94		
(Program: CHRONICLE) Target 9 Index: 103, Nielsen: 4.3																								
3	CHRONICLE	NM	:30	7:30 PM-8:00 PM	-W----	1,700.00	1											1	1,700.00	4.90	4.90	346.94		
(Program: CHRONICLE) Target 9 Index: 103, Nielsen: 4.3																								
3	CHRONICLE	NM	:30	7:30 PM-8:00 PM	-T-----	1,700.00	1											1	1,700.00	4.90	4.90	346.94		
(Program: CHRONICLE) Target 9 Index: 103, Nielsen: 4.3																								
3	CHRONICLE	NM	:30	7:30 PM-8:00 PM	-F-----	1,700.00	1											1	1,700.00	4.90	4.90	346.94		
(Program: CHRONICLE) Target 9 Index: 103, Nielsen: 4.3																								
4	STEVE HARVEY	NM	:30	10:00 AM-11:00 AM	-----M	383.00	1											1	383.00	1.10	1.10	348.18		
(Program: STEVE HARVEY) Target 9 Index: 107, Nielsen: 1.0																								

Generated Date: 7/07/16 9:31 AM

Generated by WO Platform
WideOrbit Inc.



List Items										Spots										Totals		Adults 21+																				
Line	Program	ST	Len	Time	Days	Rate	Oct											Total Spots	Total Cost	RTG	GRP	CPP																				
4	STEVE HARVEY	NM	:30	10:00 AM-11:00 AM	T-----	383.00	1											1	383.00	1.10	1.10	348.18																				
(Program: STEVE HARVEY) Target 9 Index: 107, Nielsen: 1.0																																										
4	STEVE HARVEY	NM	:30	10:00 AM-11:00 AM	-W----	383.00	1											1	383.00	1.10	1.10	348.18																				
(Program: STEVE HARVEY) Target 9 Index: 107, Nielsen: 1.0																																										
4	STEVE HARVEY	NM	:30	10:00 AM-11:00 AM	-T---	383.00	1											1	383.00	1.10	1.10	348.18																				
(Program: STEVE HARVEY) Target 9 Index: 107, Nielsen: 1.0																																										
4	STEVE HARVEY	NM	:30	10:00 AM-11:00 AM	-F---	383.00	1											1	383.00	1.10	1.10	348.18																				
(Program: STEVE HARVEY) Target 9 Index: 107, Nielsen: 1.0																																										
5	SA-SU GMA WKND	NM	:30	7:00 AM-8:00 AM	---S-	1,020.00	1											1	1,020.00	2.90	2.90	351.72																				
(Program: SA-SU GMA WKND) Target 9 Index: 112, Nielsen: 2.3																																										
5	SA-SU GMA WKND	NM	:30	7:00 AM-8:00 AM	---S-	1,020.00	1											1	1,020.00	2.90	2.90	351.72																				
(Program: SA-SU GMA WKND) Target 9 Index: 112, Nielsen: 2.3																																										
6	NEWSCENTER 5	NM	:30	12:00 PM-12:30 PM	-----M	468.00	1											1	468.00	1.30	1.30	360.00																				
(Program: NEWSCENTER 5 MIDDAY) Target 9 Index: 99, Nielsen: 1.6																																										
6	NEWSCENTER 5	NM	:30	12:00 PM-12:30 PM	T-----	468.00	1											1	468.00	1.30	1.30	360.00																				
(Program: NEWSCENTER 5 MIDDAY) Target 9 Index: 99, Nielsen: 1.6																																										
6	NEWSCENTER 5	NM	:30	12:00 PM-12:30 PM	-W----	468.00	1											1	468.00	1.30	1.30	360.00																				
(Program: NEWSCENTER 5 MIDDAY) Target 9 Index: 99, Nielsen: 1.6																																										
6	NEWSCENTER 5	NM	:30	12:00 PM-12:30 PM	-T---	468.00	1											1	468.00	1.30	1.30	360.00																				
(Program: NEWSCENTER 5 MIDDAY) Target 9 Index: 99, Nielsen: 1.6																																										
6	NEWSCENTER 5	NM	:30	12:00 PM-12:30 PM	-----F	468.00	1											1	468.00	1.30	1.30	360.00																				
(Program: NEWSCENTER 5 MIDDAY) Target 9 Index: 99, Nielsen: 1.6																																										
7	SUN EYEOPNER WKND	NM	:30	8:00 AM-9:00 AM	-----S-	850.00	1											1	850.00	2.30	2.30	369.57																				
(Program: SUN EYEOPNER WKND) Target 9 Index: 112, Nielsen: 2.0																																										
8	KELLY & AMP: MICHAEL	NM	:30	9:00 AM-10:00 AM	-----M	638.00	1											1	638.00	1.70	1.70	375.29																				
(Program: KELLY & AMP: MICHAEL) Target 9 Index: 108, Nielsen: 1.6																																										
8	KELLY & AMP: MICHAEL	NM	:30	9:00 AM-10:00 AM	T-----	638.00	1											1	638.00	1.70	1.70	375.29																				
(Program: KELLY & AMP: MICHAEL) Target 9 Index: 108, Nielsen: 1.6																																										
8	KELLY & AMP: MICHAEL	NM	:30	9:00 AM-10:00 AM	-W----	638.00	1											1	638.00	1.70	1.70	375.29																				
(Program: KELLY & AMP: MICHAEL) Target 9 Index: 108, Nielsen: 1.6																																										
8	KELLY & AMP: MICHAEL	NM	:30	9:00 AM-10:00 AM	-T---	638.00	1											1	638.00	1.70	1.70	375.29																				
(Program: KELLY & AMP: MICHAEL) Target 9 Index: 108, Nielsen: 1.6																																										
8	KELLY & AMP: MICHAEL	NM	:30	9:00 AM-10:00 AM	-F---	638.00	1											1	638.00	1.70	1.70	375.29																				
(Program: KELLY & AMP: MICHAEL) Target 9 Index: 108, Nielsen: 1.6																																										
9	SAT EYEOPNER WKND	NM	:30	8:00 AM-9:00 AM	---S-	850.00	1											1	850.00	2.20	2.20	386.36																				
(Program: SAT EYEOPNER WKND) Target 9 Index: 107, Nielsen: 1.9																																										
10	5AM EYEOPENER	NM	:30	5:00 AM-6:00 AM	-----M	765.00	1											1	765.00	1.70	1.70	450.00																				
(Program: 5AM EYEOPENER NEWS) Target 9 Index: 111, Nielsen: 1.4																																										

List Items										Spots										Totals		Adults 21+		
Line	Program	ST	Len	Time	Days	Rate	Oct											Total Spots	Total Cost	RTG	GRP	CPP		
10	SAM EYEOPENER NEWS	NM	:30	5:00 AM-6:00 AM	T-----	765.00	1											1	765.00	1.70	1.70	450.00		
(Program: SAM EYEOPENER NEWS) Target 9 Index: 111, Nielsen: 1.4																								
10	SAM EYEOPENER NEWS	NM	:30	5:00 AM-6:00 AM	-W-----	765.00	1											1	765.00	1.70	1.70	450.00		
(Program: SAM EYEOPENER NEWS) Target 9 Index: 111, Nielsen: 1.4																								
10	SAM EYEOPENER NEWS	NM	:30	5:00 AM-6:00 AM	---F---	765.00	1											1	765.00	1.70	1.70	450.00		
(Program: SAM EYEOPENER NEWS) Target 9 Index: 111, Nielsen: 1.4																								
11	INSIDE EDITION	NM	:30	4:00 PM-4:30 PM	T-----	850.00	1											1	850.00	1.80	1.80	472.22		
(Program: INSIDE EDITION) Target 9 Index: 106, Nielsen: 1.4																								
11	INSIDE EDITION	NM	:30	4:00 PM-4:30 PM	-W-----	850.00	1											1	850.00	1.80	1.80	472.22		
(Program: INSIDE EDITION) Target 9 Index: 106, Nielsen: 1.4																								
11	INSIDE EDITION	NM	:30	4:00 PM-4:30 PM	---T---	850.00	1											1	850.00	1.80	1.80	472.22		
(Program: INSIDE EDITION) Target 9 Index: 106, Nielsen: 1.4																								
12	NEWSCENTER 5 AT 7P	NM	:30	7:00 PM-7:30 PM	---M---	1,615.00	1											1	1,615.00	3.40	3.40	475.00		
(Program: NEWSCENTER 5 AT 7P) Target 9 Index: 101, Nielsen: 3.2																								
12	NEWSCENTER 5 AT 7P	NM	:30	7:00 PM-7:30 PM	T-----	1,615.00	1											1	1,615.00	3.40	3.40	475.00		
(Program: NEWSCENTER 5 AT 7P) Target 9 Index: 101, Nielsen: 3.2																								
12	NEWSCENTER 5 AT 7P	NM	:30	7:00 PM-7:30 PM	-W-----	1,615.00	1											1	1,615.00	3.40	3.40	475.00		
(Program: NEWSCENTER 5 AT 7P) Target 9 Index: 101, Nielsen: 3.2																								
12	NEWSCENTER 5 AT 7P	NM	:30	7:00 PM-7:30 PM	---T---	1,615.00	1											1	1,615.00	3.40	3.40	475.00		
(Program: NEWSCENTER 5 AT 7P) Target 9 Index: 101, Nielsen: 3.2																								
13	NEWSCENTER 5 AT 430P	NM	:30	4:30 PM-5:00 PM	---M---	1,020.00	1											1	1,020.00	2.10	2.10	485.71		
(Program: NEWSCENTER 5 AT 430P) Target 9 Index: 105, Nielsen: 1.5																								
13	NEWSCENTER 5 AT 430P	NM	:30	4:30 PM-5:00 PM	-W-----	1,020.00	1											1	1,020.00	2.10	2.10	485.71		
(Program: NEWSCENTER 5 AT 430P) Target 9 Index: 105, Nielsen: 1.5																								
13	NEWSCENTER 5 AT 430P	NM	:30	4:30 PM-5:00 PM	---F---	1,020.00	1											1	1,020.00	2.10	2.10	485.71		
(Program: NEWSCENTER 5 AT 430P) Target 9 Index: 105, Nielsen: 1.5																								
14	NEWSCENTER 5 AT 5PM	NM	:30	5:00 PM-6:00 PM	---M---	1,275.00	1											1	1,275.00	2.40	2.40	531.25		
(Program: NEWSCENTER 5 AT 5PM) Target 9 Index: 103, Nielsen: 2.7																								
14	NEWSCENTER 5 AT 5PM	NM	:30	5:00 PM-6:00 PM	T-----	1,275.00	1											1	1,275.00	2.40	2.40	531.25		
(Program: NEWSCENTER 5 AT 5PM) Target 9 Index: 103, Nielsen: 2.7																								
14	NEWSCENTER 5 AT 5PM	NM	:30	5:00 PM-6:00 PM	-W-----	1,275.00	1											1	1,275.00	2.40	2.40	531.25		
(Program: NEWSCENTER 5 AT 5PM) Target 9 Index: 103, Nielsen: 2.7																								

List Items										Spots										Totals		Adults 21+	
Line	Program	ST	Len	Time	Days	Rate	Oct											Total Spots	Total Cost	RTG	GRP	CPP	
19	DANCING WITH THE STARS	NM	:30	8:00 PM-10:00 PM	-----M	7,650.00	1											1	7,650.00	6.30	6.30	1,214.29	
(Program: DANCING WITH THE STARS)Target 9 Index: 112. Nielsen: 4.4																							
20	AFHV	NM	:30	7:00 PM-8:00 PM	-----S-	4,675.00	1											1	4,675.00	3.40	3.40	1,375.00	
(Program: AFHV)Target 9 Index: 104. Nielsen: 3.5																							
21	20/20	NM	:30	10:00 PM-11:00 PM	---F---	4,675.00	1											1	4,675.00	3.40	3.40	1,375.00	
(Program: 20/20)Target 9 Index: 110. Nielsen: 2.7																							
22	SHARK TANK	NM	:30	9:00 PM-10:00 PM	---F---	7,650.00	1											1	7,650.00	4.50	4.50	1,700.00	
(Program: SHARK TANK)Target 9 Index: 108. Nielsen: 3.3																							
23	FRESH OFF THE BOAT	NM	:30	8:00 PM-9:00 PM	T-----	5,950.00	1											1	5,950.00	3.20	3.20	1,859.38	
(Program: FRESH OFF THE BOAT)Target 9 Index: 113. Nielsen: 1.9																							
24	MIDDLE - GOLDBERGS	NM	:30	8:00 PM-9:00 PM	-W-----	9,350.00	1											1	9,350.00	4.70	4.70	1,989.36	
(Program: MIDDLE - GOLDBERGS)Target 9 Index: 107. Nielsen: 4.4																							
25	CASTLE	NM	:30	10:00 PM-11:00 PM	-----M	6,375.00	1											1	6,375.00	2.90	2.90	2,198.28	
(Program: CASTLE)Target 9 Index: 119. Nielsen: 2.8																							
26	NASHVILLE	NM	:30	10:00 PM-11:00 PM	-W-----	5,100.00	1											1	5,100.00	2.30	2.30	2,217.39	
(Program: NASHVILLE)Target 9 Index: 105. Nielsen: 1.4																							
27	GREY'S ANATOMY	NM	:30	8:00 PM-9:00 PM	--T---	9,350.00	1											1	9,350.00	4.20	4.20	2,226.19	
(Program: GREY'S ANATOMY)Target 9 Index: 106. Nielsen: 3.6																							
28	QUANTICO	NM	:30	10:00 PM-11:00 PM	-----S-	5,525.00	1											1	5,525.00	2.40	2.40	2,302.08	
(Program: QUANTICO)Target 9 Index: 108. Nielsen: 4.6																							
29	BLACKISH-T	NM	:30	9:30 PM-10:00 PM	-W-----	8,500.00	1											1	8,500.00	3.60	3.60	2,361.11	
(Program: BLACKISH-T)Target 9 Index: 110. Nielsen: 3.5																							
Spot Totals:										73								73	\$145,315.00			183.40	
Adults 21+ GRP:										183.40													
MONTH		SPOTS		COST		GRP		MONTH		SPOTS		COST		GRP									
October		73		\$145,315.00		183.40																	

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
October	73	\$145,315.00	183.40				