

WOC10432508 [00.00]

Order Printout

Order Status: New

Traffic #:

Buyer Order #: 5193670

AE: Scott Tarka

Property: WCVB TV

Start/End Dates: 10/04/16 - 10/10/16

Agency: Mentzer Media

Advertiser: 15 - Friends of Kelly Ayotte

Buyer:

Primary Demo: Adults 21+ (RTG)

C/P/E: 15 / 17 / 3213

Product Desc.: MKAYO

Estimate Desc.: Friends of Kelly Ayotte 10.4-10.10 TV

Total Cost: \$67,832.00 (Cash)

Received Date: 7/07/16 9:01 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 EYEOPENER 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 EYEOPENER WKND 5A) Target 9 Index: 101, Nielsen: 0.9																								
1	NEWSCENTER 5 EYEOPENER 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 EYEOPENER WKND 5A) Target 9 Index: 101, Nielsen: 0.9																								
2	NEWSCENTER 5 EYEOPENER 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 EYEOPENER WKND 6A) Target 9 Index: 106, Nielsen: 1.5																								
2	NEWSCENTER 5 EYEOPENER 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 EYEOPENER 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	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	-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.



Line 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																								
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	SUN EYEOPENER WKND	NM	:30	8:00 AM-9:00 AM	-----S-	850.00	1											1	850.00	2.30	2.30	369.57		
(Program: SUN EYEOPENER WKND)Target 9 Index: 112, Nielsen: 2.0																								
7	SAT EYEOPENER WKND	NM	:30	8:00 AM-9:00 AM	-----S-	850.00	1											1	850.00	2.20	2.20	386.36		
(Program: SAT EYEOPENER WKND)Target 9 Index: 107, Nielsen: 1.9																								
8	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																								
8	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																								
9	INSIDE EDITION	NM	:30	4:00 PM-4:30 PM	-----M	850.00	1											1	850.00	1.80	1.80	472.22		
(Program: INSIDE EDITION)Target 9 Index: 106, Nielsen: 1.4																								
9	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																								
9	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																								
10	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																								
10	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																								
10	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																								
10	NEWSCENTER 5 AT 7P	NM	:30	7:00 PM-7:30 PM	-F-----	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																								
11	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																								
11	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																								
11	NEWSCENTER 5 AT 5PM	NM	:30	5:00 PM-6:00 PM	-F-----	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 4											Total Spots	Total Cost	RTG	GRP	CPP	
12	NEWSCENTER 5 AT 6PM	NM	:30	6:00 PM-6:30 PM	-----M	1,700.00	1											1	1,700.00	2.80	2.80	607.14	
(Program: NEWSCENTER 5 AT 6PM)Target 9 Index: 102, Nielsen: 4.3																							
12	NEWSCENTER 5 AT 6PM	NM	:30	6:00 PM-6:30 PM	T-----	1,700.00	1											1	1,700.00	2.80	2.80	607.14	
(Program: NEWSCENTER 5 AT 6PM)Target 9 Index: 102, Nielsen: 4.3																							
12	NEWSCENTER 5 AT 6PM	NM	:30	6:00 PM-6:30 PM	-W----	1,700.00	1											1	1,700.00	2.80	2.80	607.14	
(Program: NEWSCENTER 5 AT 6PM)Target 9 Index: 102, Nielsen: 4.3																							
13	M-SU NEWSCENTERS LATE	NM	:30	11:00 PM-11:30 PM	T-----	1,530.00	1											1	1,530.00	1.80	1.80	850.00	
(Program: M-SU NEWSCENTERS LATE)Target 9 Index: 105, Nielsen: 3.2																							
13	M-SU NEWSCENTERS LATE	NM	:30	11:00 PM-11:30 PM	-W----	1,530.00	1											1	1,530.00	1.80	1.80	850.00	
(Program: M-SU NEWSCENTERS LATE)Target 9 Index: 105, Nielsen: 3.2																							
13	M-SU NEWSCENTERS LATE	NM	:30	11:00 PM-11:30 PM	---F---	1,530.00	1											1	1,530.00	1.80	1.80	850.00	
(Program: M-SU NEWSCENTERS LATE)Target 9 Index: 105, Nielsen: 3.2																							
13	M-SU NEWSCENTERS LATE	NM	:30	11:00 PM-11:30 PM	---S---	1,530.00	1											1	1,530.00	1.80	1.80	850.00	
(Program: M-SU NEWSCENTERS LATE)Target 9 Index: 105, Nielsen: 3.2																							
14	COLLEGE FOOTBALL PRIME	NM	:30	8:00 PM-11:00 PM	---S---	2,125.00	1											1	2,125.00	1.80	1.80	1,180.56	
(Program: COLLEGE FOOTBALL PRIME)Target 9 Index: 103, Nielsen: 2.6																							
15	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																							
16	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																							
17	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																							
18	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																							
Spot Totals:										41													
Adults 21+ GRP:										110.80													
MONTH										SPOTS		COST		GRP		MONTH		SPOTS		COST		GRP	
October										41		\$67,832.00		110.80									

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
October	41	\$67,832.00	110.80				