



Kara Stanford - Niles Municipal Judge WK 10/23 schedule

Author: Jim Dreistadt

Proposal ID: 17205
 Market: YOUNGSTOWN [117]
 Schedule Date: 10/23/2017 - 10/29/2017
 Spot Length(s): :30

Acct. Exec: JimDreistadt
 Email: Jim.Dreistadt@wkbn.com

Flight Dates: 10/23/2017-10/29/2017

#1260405

Program Time	Spot Length	OC	DMA P50+ 000	Wks	Rate Spots
WKBN					
FIRST NEWS THIS MORNING	:30	1	p6.7	1	\$120.00
GRPs/Impressions			6.7		1
SHR			18.2		
CPP/CPM			\$17.91		
Mo-Fr 6:00a-7:00a			Run Dates: 1/6/1998-12/31/2036		
			W-F	P3 ✓	
PRICE IS RIGHT	:30	1	p17.1	1	\$100.00
GRPs/Impressions			17.1		1
SHR			31.9		
CPP/CPM			\$5.85		
Mo-Fr 11:00a-12:00p			Run Dates: 9/27/1999-12/31/2036		
			W-F	P3 ✓	
FIRST NEWS AT NOON	:30	1	p22.4	1	\$145.00
GRPs/Impressions			22.4		1
SHR			37.7		
CPP/CPM			\$6.47		
Mo-Fr 12:00p-12:30p			Run Dates: 1/6/1998-12/31/2036		
			W-F	P3 ✓	
FIRST NEWS 530PM-6PM	:30	1	p24.5	1	\$195.00
GRPs/Impressions			24.5		1
SHR			26.3		
CPP/CPM			\$7.96		
Mo-Fr 5:30p-6:00p			Run Dates: 9/14/2015-12/31/2036		
			W-F	P3 ✓	
FIRST NEWS at 6PM	:30	1	p35.6	1	\$350.00
GRPs/Impressions			35.6		1
SHR			29.1		
CPP/CPM			\$9.83		
Mo-Fr 6:00p-6:30p			Run Dates: 1/6/1998-12/31/2036		
			W-F	P3 ✓	
JEOPARDY	:30	1	p35.0	1	\$50.00
GRPs/Impressions			35.0		1
SHR			27.7		
CPP/CPM			\$1.43		
Sat 7:30p-8:00p			Run Dates: 9/18/2010-12/31/2036		
			W-F	P3	
WYFX+					
FIRST NEWS ON FOX	:30	1	p1.6	1	\$15.00
GRPs/Impressions			1.6		1
SHR			2.8		
CPP/CPM			\$9.38		
Mo-Fr 7:00a-9:00a			Run Dates: 9/1/2003-12/31/2036		
BIG BANG THEORY	:30	1	p3.1	1	\$65.00
GRPs/Impressions			3.1		1
SHR			2.5		
CPP/CPM			\$20.97		
Mo-Fr 6:30p-7:00p			Run Dates: 9/19/2011-12/31/2036		
27 FIRST NEWS ON WYFX	:30	1	p7.9	1	\$145.00
GRPs/Impressions			7.9		1
SHR			6.6		
CPP/CPM			\$18.35		
Mo-Fr 10:00p-11:00p			Run Dates: 1/23/2006-12/31/2036		
FOX OSU / PSU PREGAME	:30	1	0.3	1	\$320.00
GRPs/Impressions			0.3		1
SHR			0.4		
CPP/CPM			\$1,066.67		
Sat 3:00p-3:30p			Run Dates: 10/23/2017-12/31/2036		

TTL: \$960



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Flight Dates: 10/23/2017-10/29/2017

Program Time	Spot Length	OC	DMA P50+ 000	Wks	Rate Spots
WYFX+					
FOX NEWS AT 10PM	:30	1	p9.4	1	\$145.00
GRPs/Impressions			9.4		1
SHR			8.3		
CPP/CPM			\$15.43		
Sun 10:00p-10:30p			Run Dates: 6/1/2004-12/31/2036		
WYTV					
DAYBREAK 6AM	:30	1	p3.2	1	\$95.00
GRPs/Impressions			3.2		1
SHR			8.7		
CPP/CPM			\$29.69		
Mo-Fr 6:00a-7:00a			Run Dates: 5/25/2003-12/31/2036		
GOOD MORNING AMERICA	:30	1	p5.6	1	\$95.00
GRPs/Impressions			5.6		1
SHR			9.8		
CPP/CPM			\$16.96		
Mo-Fr 7:00a-9:00a			Run Dates: 2/10/1999-12/31/2036		
THE VIEW	:30	1	p1.9	1	\$45.00
GRPs/Impressions			1.9		1
SHR			3.6		
CPP/CPM			\$23.68		
Mo-Fr 11:00a-12:00p			Run Dates: 8/31/2006-12/31/2036		

Total Cost:	\$1,885.00	
Agency Commission @ 15%:	\$282.75	
Net Cost:	\$1,602.25	Signature _____

Station Summary (DMA P50+ D.000)

Station	Spots	Cost	Grps	Imp(000)	CPM	Reach	Freq
WKBN	6	\$960.00	54.1	141.3	\$6.79	41.3	1.3
WYFX+	5	\$690.00	8.5	22.3	\$30.94	6.0	1.4
WYTV	3	\$235.00	4.0	10.7	\$21.96	2.6	1.6
Total (DMA P50+)	14	\$1,885.00	66.6	174.3	\$10.81	46.2	1.4

General Summary (DMA P50+ D.000)

Name	Spots	Cost	Grps	Imp(000)	CPM	Reach	Freq
WKBN	6	\$960.00	54.1	141.3	\$6.79	41.3	1.3
WYFX+	5	\$690.00	8.5	22.3	\$30.94	6.0	1.4
WYTV	3	\$235.00	4.0	10.7	\$21.96	2.6	1.6
YOUNGSTOWN	14	\$1,885.00	66.6	174.3	\$10.81	46.2	1.4