

Client: LAWSON FOR SOS (IN)
 Product:
 Campaign: Campaign 09/08/2014 8:17 am

Station Order

SmartPlus

Rev #: 0
 Flight From: 10/20/2014 to 10/26/2014

Buyer Name: Administrative Login
 Sweeps: Share Jul 2014 -> HUT/PUT Jul 14

Estimate No.:
 Contract No.:
 Job No.:

Actg. Order No.: 1975
 WS Order No.: 2976
 Contract No.:

Market: INDIANAPOLIS
 Station: WTTV+
 Station Contact:

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Primary Rate/ Total	Secondary Rate/ Total	Oct 20	Oct 21	Oct 22	Oct 23	Oct 24	Oct 25	Oct 26	Total Spots	CDMA P 35+ (R)
1	MTWRF-- 06:30P-07:00P	EN 30	MODERN	\$440.00 \$2,200.00	\$374.00 \$1,870.00	1	1	1	1	1			5	2.0
2	MTWRF-- 07:00P-07:30P	PR 30	BIG BANG THRY	\$400.00 \$800.00	\$340.00 \$680.00		1		1				2	1.4
3	MTWRF-- 07:00P-07:30P	PA 30	BIG BANG THRY	\$400.00 \$1,200.00	\$340.00 \$1,020.00	1		1		1			3	1.4
4	--W-- 08:00P-09:00P	PR 30	AAROW	\$500.00 \$500.00	\$425.00 \$425.00			1					1	0.8
5	----Su 07:00P-08:00P	WE 30	MODERN FAMILY	\$300.00 \$300.00	\$255.00 \$255.00							1	1	0.8
6	----Su 09:00P-10:00P	WE 30	BIG BANG THRY	\$250.00 \$250.00	\$212.50 \$212.50							1	1	0.9
\$5,250.00						2	2	3	2	2		2	13	

Monthly Totals

Month	Spots	GRP/GRIs	Dollars	CPP/CPM	Dollars	CPP/CPM
	13	19.5	\$5,250.00	\$269.23	\$4,462.50	\$228.85
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Advertiser: LAWSON FOR SOS (IN)
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INDIANAPOLIS - TV

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Comments