

VIEW Report

12/7/2017 11:47AM
Est # 464495
Nov16 DMA Nielsen Live+7

Client: AVERA*

Buyer:

Advertiser:

Product: Political Issue

Sched Dates: 12/04/17 - 12/17/17

Lengths: 30

Dayparts: DT ; RT

Mobile-Pensacola (Ft Walt) Nov16 DMA Nielsen Live+7
AE: Suzanne Banks-Russell
Asst: Melanie Weekley
Phone: 251-314-9589

Email: suzanne.banks-russell@coxmedia.com

All Wks Avg

	Notes	Rate \$5.00	LUR \$	Unit/ Wk	Unit/ Tot	DP Code	Src	Start Date	End Date	Wk 1 - Wk 2				
										Prog Name	Rtg	Imp	CPP \$	Rch %
Mobile-Pensacola (Ft Walt) Nov16 DMA Nielsen Live+7		\$1885.00			200						0.1	3299	\$97	11.1%
1876, OnMedia/Eastern		\$365.00			50						0.1	535	\$107	1.9%
BET-TV		\$153.00			19						0.1	179	\$81	0.6%
Sa-Su 6a-3p	TP	\$5.00		3	5	DT	TP			AVG. ALL WKS<	»0.1	»9	\$50	0.2%
M-Su 7p-12m	TP	\$10.00		4	8	RT	TP			AVG. ALL WKS<	»0.1	»10	\$100	0.3%
M-Su 3p-7p	TP	\$8.00		3	6	RT	TP			AVG. ALL WKS<	»0.1	»10	\$80	0.3%
BRVO-TV		\$66.00			7						0.1	86	\$110	0.4%
Sa-Su 6a-3p	TP	\$6.00		1	1	DT	TP			AVG. ALL WKS	»0.0	»4	\$0	0.0%
M-Su 7p-12m	TP	\$10.00		3	6	RT	TP			AVG. ALL WKS<	»0.1	»14	\$100	0.4%
M-Su 3p-7p	TP	\$8.00		0	0	RT	TP			AVG. ALL WKS<	»0.0	»2	\$0	
VH1-TV		\$146.00			24						0.1	270	\$162	1.0%
Sa-Su 6a-3p	TP	\$4.00		4	8	DT	TP			AVG. ALL WKS	»0.0	»5	\$0	0.2%
M-Su 7p-12m	TP	\$8.00		5	9	RT	TP			AVG. ALL WKS<	»0.1	»21	\$80	0.8%
M-Su 3p-7p	TP	\$6.00		4	7	RT	TP			AVG. ALL WKS<	»0.0	»6	\$0	0.2%
1881, OnMedia/Mobile		\$908.00			50						0.2	1967	\$78	7.0%
BET-TV		\$376.00			19						0.2	657	\$99	2.2%
Sa-Su 6a-3p	TP	\$16.00		3	5	DT	TP			AVG. ALL WKS<	»0.2	»32	\$80	0.8%
M-Su 7p-12m	TP	\$22.00		4	8	RT	TP			AVG. ALL WKS<	»0.2	»35	\$110	1.3%
M-Su 3p-7p	TP	\$20.00		3	6	RT	TP			AVG. ALL WKS<	»0.2	»36	\$100	1.0%
BRVO-TV		\$148.00			7						0.3	316	\$78	1.5%
Sa-Su 6a-3p	TP	\$16.00		1	1	DT	TP			AVG. ALL WKS	»0.1	»15	\$160	0.1%
M-Su 7p-12m	TP	\$22.00		3	6	RT	TP			AVG. ALL WKS<	»0.3	»50	\$73	1.5%
M-Su 3p-7p	TP	\$20.00		0	0	RT	TP			AVG. ALL WKS<	»0.1	»9	\$200	
VH1-TV		\$384.00			24						0.3	994	\$64	3.5%
Sa-Su 6a-3p	TP	\$12.00		4	8	DT	TP			AVG. ALL WKS	»0.1	»20	\$120	0.7%
M-Su 7p-12m	TP	\$18.00		5	9	RT	TP			AVG. ALL WKS<	»0.5	»76	\$36	3.0%
M-Su 3p-7p	TP	\$18.00		4	7	RT	TP			AVG. ALL WKS<	»0.1	»22	\$180	0.7%

										Wk 1 - Wk 2						
										Women 18-34						
										Prog Name	Rtg	Imp	CPP \$\$	Rch %	Freq	
1882, OnMedia/Monroeville, AL																
	BET-TV		\$236.00			50					0.0	280	\$262	1.0%	1.8	
			\$98.00			19					0.0	94	\$0	0.3%	1.9	
	Sa-Su 6a-3p	TP	\$4.00		3	5	DT	TP		AVG. ALL WKS<	»0.0	»5	\$0	0.1%	1.3	
	M-Su 7p-12m	TP	\$6.00		4	8	RT	TP		AVG. ALL WKS<	»0.0	»5	\$0	0.2%	1.4	
	M-Su 3p-7p	TP	\$5.00		3	6	RT	TP		AVG. ALL WKS<	»0.0	»5	\$0	0.1%	1.3	
	BRVO-TV		\$40.00			7					0.0	45	\$0	0.2%	1.3	
	Sa-Su 6a-3p	TP	\$4.00		1	1	DT	TP		AVG. ALL WKS	»0.0	»2	\$0	0.0%	1.0	
	M-Su 7p-12m	TP	\$6.00		3	6	RT	TP		AVG. ALL WKS<	»0.0	»7	\$0	0.2%	1.3	
	M-Su 3p-7p	TP	\$5.00		0	0	RT	TP		AVG. ALL WKS<	»0.0	»1	\$0			
	VH1-TV		\$98.00			24					0.0	142	\$109	0.5%	1.8	
	Sa-Su 6a-3p	TP	\$2.00		4	8	DT	TP		AVG. ALL WKS	»0.0	»3	\$0	0.1%	1.5	
	M-Su 7p-12m	TP	\$6.00		5	9	RT	TP		AVG. ALL WKS<	»0.1	»11	\$60	0.4%	1.5	
	M-Su 3p-7p	TP	\$4.00		4	7	RT	TP		AVG. ALL WKS<	»0.0	»3	\$0	0.1%	1.4	
	1885, OnMediaWest		\$376.00			50					0.1	516	\$111	1.8%	1.8	
	BET-TV		\$146.00			19					0.1	173	\$77	0.6%	1.9	
	Sa-Su 6a-3p	TP	\$6.00		3	5	DT	TP		AVG. ALL WKS<	»0.1	»8	\$60	0.2%	1.3	
	M-Su 7p-12m	TP	\$10.00		4	8	RT	TP		AVG. ALL WKS<	»0.1	»9	\$100	0.3%	1.4	
	M-Su 3p-7p	TP	\$6.00		3	6	RT	TP		AVG. ALL WKS<	»0.1	»9	\$60	0.3%	1.3	
	BRVO-TV		\$66.00			7					0.1	83	\$110	0.4%	1.3	
Sa-Su 6a-3p	TP	\$6.00		1	1	DT	TP		AVG. ALL WKS	»0.0	»4	\$0	0.0%	1.0		
M-Su 7p-12m	TP	\$10.00		3	6	RT	TP		AVG. ALL WKS<	»0.1	»13	\$100	0.4%	1.3		
M-Su 3p-7p	TP	\$6.00		0	0	RT	TP		AVG. ALL WKS<	»0.0	»2	\$0				
VH1-TV		\$164.00			24					0.1	261	\$182	0.9%	1.8		
Sa-Su 6a-3p	TP	\$4.00		4	8	DT	TP		AVG. ALL WKS	»0.0	»5	\$0	0.2%	1.5		
M-Su 7p-12m	TP	\$10.00		5	9	RT	TP		AVG. ALL WKS<	»0.1	»20	\$100	0.8%	1.5		
M-Su 3p-7p	TP	\$6.00		4	7	RT	TP		AVG. ALL WKS<	»0.0	»6	\$0	0.2%	1.4		
Total		\$1885.00			200					0.1	3299	\$97	11.1%	1.9		

All Wks Avrg

City/Market	Wk 1 - Wk 2						Wk 1	Wk 2
	Women 18+						12/4 '17	12/11 '17
	Prog Name	Rtg	Imp	CPP \$\$	Rch %	Freq		
Mobile-Pensacola (Ft Watt) Nov/16 DMA Nielsen Live+7		0.1	10518	\$112	9.3%	1.8	172	28
1876, OnMedia/Eastern		0.1	1707	\$126	1.6%	1.8	43	7
BET -TV		0.1	656	\$109	0.6%	1.9	16	3
Sa-Su 6a-3p	AVG. ALL WKS<	»0.0	»30	\$0	0.2%	1.3	5	
M-Su 7p-12m	AVG. ALL WKS<	»0.1	»38	\$100	0.4%	1.4	6	2
M-Su 3p-7p	AVG. ALL WKS<	»0.1	»35	\$80	0.3%	1.3	5	1
BRVO-TV		0.1	380	\$110	0.5%	1.3	6	1
Sa-Su 6a-3p	AVG. ALL WKS	»0.0	»15	\$0	0.0%	1.0	1	
M-Su 7p-12m	AVG. ALL WKS<	»0.1	»61	\$100	0.5%	1.3	5	1
M-Su 3p-7p	AVG. ALL WKS<	»0.0	»15	\$0				
VH1 -TV		0.0	671	\$162	0.6%	1.8	21	3
Sa-Su 6a-3p	AVG. ALL WKS	»0.0	»12	\$0	0.1%	1.5	8	
M-Su 7p-12m	AVG. ALL WKS<	»0.1	»48	\$80	0.5%	1.5	8	1
M-Su 3p-7p	AVG. ALL WKS<	»0.0	»20	\$0	0.2%	1.4	5	2
1881, OnMedia/Mobile		0.2	6270	\$86	5.8%	1.8	43	7
BET -TV		0.2	2411	\$99	2.1%	1.9	16	3
Sa-Su 6a-3p	AVG. ALL WKS<	»0.2	»109	\$80	0.7%	1.3	5	
M-Su 7p-12m	AVG. ALL WKS<	»0.2	»138	\$110	1.3%	1.4	6	2
M-Su 3p-7p	AVG. ALL WKS<	»0.2	»127	\$100	0.9%	1.3	5	1
BRVO-TV		0.3	1395	\$59	1.7%	1.3	6	1
Sa-Su 6a-3p	AVG. ALL WKS	»0.1	»54	\$160	0.1%	1.0	1	
M-Su 7p-12m	AVG. ALL WKS<	»0.4	»224	\$55	1.7%	1.3	5	1
M-Su 3p-7p	AVG. ALL WKS<	»0.1	»55	\$200				
VH1 -TV		0.2	2464	\$91	2.2%	1.8	21	3
Sa-Su 6a-3p	AVG. ALL WKS	»0.1	»45	\$120	0.4%	1.5	8	
M-Su 7p-12m	AVG. ALL WKS<	»0.3	»176	\$60	1.8%	1.5	8	1
M-Su 3p-7p	AVG. ALL WKS<	»0.1	»73	\$180	0.6%	1.4	5	2

	Wk 1 - Wk 2						Wk 1 12/4 '17	Wk 2 12/11 '17
	Women 18+							
	Prog Name	Rtg	Imp	CPP \$\$	Rch %	Freq		
1882, OnMedia/Monroeville, AL		0.0	894	\$393	0.8%	1.8	43	7
BET -TV		0.0	344	\$0	0.3%	1.9	16	3
Sa-Su 6a-3p	AVG. ALL WKS<	»0.0	»15	\$0	0.1%	1.3	5	
M-Su 7p-12m	AVG. ALL WKS<	»0.0	»20	\$0	0.2%	1.4	6	2
M-Su 3p-7p	AVG. ALL WKS<	»0.0	»18	\$0	0.1%	1.3	5	1
BRVO-TV		0.0	199	\$67	0.2%	1.3	6	1
Sa-Su 6a-3p	AVG. ALL WKS	»0.0	»8	\$0	0.0%	1.0	1	
M-Su 7p-12m	AVG. ALL WKS<	»0.1	»32	\$60	0.2%	1.3	5	1
M-Su 3p-7p	AVG. ALL WKS<	»0.0	»8	\$0				
VH1 -TV		0.0	351	\$0	0.3%	1.8	21	3
Sa-Su 6a-3p	AVG. ALL WKS	»0.0	»6	\$0	0.1%	1.5	8	
M-Su 7p-12m	AVG. ALL WKS<	»0.0	»25	\$0	0.3%	1.5	8	1
M-Su 3p-7p	AVG. ALL WKS<	»0.0	»10	\$0	0.1%	1.4	5	2
1885, OnMedia/West		0.1	1647	\$130	1.5%	1.8	43	7
BET -TV		0.1	633	\$104	0.5%	1.9	16	3
Sa-Su 6a-3p	AVG. ALL WKS<	»0.0	»29	\$0	0.2%	1.3	5	
M-Su 7p-12m	AVG. ALL WKS<	»0.1	»36	\$100	0.3%	1.4	6	2
M-Su 3p-7p	AVG. ALL WKS<	»0.1	»33	\$60	0.2%	1.3	5	1
BRVO-TV		0.1	366	\$110	0.5%	1.3	6	1
Sa-Su 6a-3p	AVG. ALL WKS	»0.0	»14	\$0	0.0%	1.0	1	
M-Su 7p-12m	AVG. ALL WKS<	»0.1	»59	\$100	0.4%	1.3	5	1
M-Su 3p-7p	AVG. ALL WKS<	»0.0	»14	\$0				
VH1 -TV		0.0	647	\$182	0.6%	1.8	21	3
Sa-Su 6a-3p	AVG. ALL WKS	»0.0	»12	\$0	0.1%	1.5	8	
M-Su 7p-12m	AVG. ALL WKS<	»0.1	»46	\$100	0.5%	1.5	8	1
M-Su 3p-7p	AVG. ALL WKS<	»0.0	»19	\$0	0.2%	1.4	5	2
Total		0.1	10518	\$112	9.3%	1.8	172	28

Broadcast Month Costs - Grand Total

Month	Gross Cost	Total Units
12/2017	\$1,885	200
Total	\$1,885	200

Market Summary		Wk 1 - Wk 2
		Women 18-34
		Women 18+

	Tot \$	Unit	Tot	CPP	GRP	Rch %	Freq	Tot \$	Unit	Tot	CPP	GRP	Rch %	Freq
Mobile-Pensacola (Ft Walt) Nov15 DMA Nielsen Live+7	\$1885	200	\$97	19.4	11.1%	1.9	\$1885	200	\$112	16.9	9.3%	1.8		
Total	\$1885	200	\$97	19.4	11.1%	1.9	\$1885	200	\$112	16.9	9.3%	1.8		

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Adjustments: Network Insertability and Network Carriage have been factored into calculations.

- Mobile-Pensacola (Ft Walt) Nov15 DMA Nielsen Live+7
- Cable Zones: COX MEDIA, OnMedia/Eastern Shore, AL
- Mobile-Pensacola (Ft Walt) Nov15 DMA Nielsen Live+7
- Cable Zones: COX MEDIA, OnMedia/Mobile Metro
- Mobile-Pensacola (Ft Walt) Nov15 DMA Nielsen Live+7
- Cable Zones: COX MEDIA, OnMedia/Monroeville, AL
- Mobile-Pensacola (Ft Walt) Nov15 DMA Nielsen Live+7
- Cable Zones: COX MEDIA, OnMedia/West Mobile, AL

» Estimate information indicated has been supplied by the user.

Source Field Codes:
 TP – Time Period

Disclaimers:

*Inventory is subject to availability.

* 30-day written cancellation required.

*The advertiser and any agency and/or media placement service (collectively, "Customer") purchasing cablecast time for commercial announcements and/or programs (individually, a "Program" and collectively "Programs"), and Cox Media LLC ("Cox Media") agree to be bound to (i) the Cox Media Standard Terms and Conditions which are attached on the back of this form or on a separate page ("Ts&Cs"), (ii) this order/confirmation form; and (iii) any other order/confirmation form between the parties. The Ts&C and all order/confirmation forms constitute the entire agreement ("Contract") between the parties for the purchase of airtime. In the event of a conflict between the Ts&Cs and any order/confirmation form, the Ts&Cs will control.

By: _____
Customer Signature

By: _____
Cox Media LLC – Representative

Name: _____
Title: _____
Date: _____

Name: _____
Title: _____
Date: _____

Weekley, Melanie (CMI-Southeast)

From: Banks-Russell, Suzanne (CMI-Pensacola)
Sent: Thursday, December 07, 2017 12:05 PM
To: Weekley, Melanie (CMI-Southeast)
Subject: FW: Need You to Approve This Revision

Mel,

Here's the client approval.

Thanks!!

Suzanne

From: Janet Thomas-May [mailto:janetthomas@msn.com]
Sent: Thursday, December 7, 2017 11:58 AM
To: Banks-Russell, Suzanne (CMI-Pensacola) <Suzanne.Banks-Russell@coxmedia.com>
Subject: Re: Need You to Approve This Revision

We approve the change.

Sent from my iPhone

On Dec 7, 2017, at 11:50 AM, Banks-Russell, Suzanne (CMI-Pensacola) <Suzanne.Banks-Russell@coxmedia.com> wrote:

Janet,

We needed to "tweak" the schedule as your weekend daypart wasn't our official weekend Sa-Su 6A-3P daypart. Please reply with your approval to this change so we can get you on tomorrow.

Sincerely,

Please click [here](#) to access upcoming Cox Media Programming Highlights.

Cox Media

Suzanne Banks-Russell | Media Consultant | 1201 Montlimar Drive, Suite 1000
Mobile, AL 36609 | 251.341.9569 tel | [205-542-1833](tel:205-542-1833) cell

coxmedia.com

Please consider the environment before printing this email.

<image001.jpg><image002.jpg><image003.jpg>

<image004.png>

<Avera core revised.pdf>

Weekley, Melanie (CMI-Southeast)

From: Janet Thomas-May <JANETTHOMAS@msn.com>
Sent: Wednesday, December 06, 2017 11:05 AM
To: Banks-Russell, Suzanne (CMI-Pensacola)
Subject: RE: Revised Statewide Digital, Mobile Digital and Mobile Television

Thanks Suzanne,
It's approved

Sent from Mail for Windows 10

From: Banks-Russell, Suzanne (CMI-Pensacola) <Suzanne.Banks-Russell@coxmedia.com>
Sent: Monday, December 4, 2017 4:55:17 PM
To: jmay@thomasmay.com
Subject: Revised Statewide Digital, Mobile Digital and Mobile Television

Janet,

I revised your schedule to add MSNBC. Here's the statewide digital and the Mobile digital. The lowest I can go and make sense statewide is \$1,800. Mobile came in at \$750.

Call me once you've looked these over.

Thanks!!

Please click [here](#) to access upcoming Cox Media Programming Highlights.

Cox Media

Suzanne Banks-Russell | Media Consultant | 1201 Montlimar Drive, Suite 1000
Mobile, AL 36609 | 251.341.9569 tel | 205-542-1833 cell

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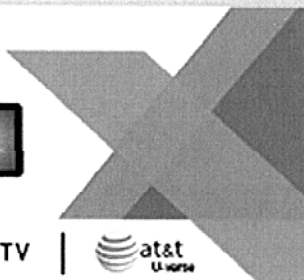
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