

New Order

Agency: Strategic Media Placement
Office: Delaware
Client: 1253 - Ohio Taxpayers for Lower Drug Prices 2017

Station: WYFX-S2
Order Type: Normal
Cancel Date:

Flight Start: 10/09/2017
Flight End: 10/15/2017
Hiatus:

Product: 1882 - Broadcast

Piggyback Product:

Estimate: 5302 - OTLDP - 10.9-10.15 Addition - Youngstown **Received in ePort:** 10/4/2017 12:50:28 PM

Primary Demo: A35+

Demo 2:

Demo 3:

GRP: 40.20

CPP: \$72.26

GIMP: 0

CPM: \$0.00

Comments: Separation: 30

Local/National:	Local
Rep Office:	WYFX-S2
AE:	Jim Dreistadt
Phone:	
OrderID:	6603040
Status:	Pending Review

Airtime Dollars:	\$2,905.00
Interactive Dollars:	\$0.00
Non-Airtime Dollars:	\$0.00
Total Dollars:	\$2,905.00
Total Spots:	26

MarketShare:

Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/9			Total Spots	A35+			
										Rtg	CPP	Imp	CPM
1	MTuWThF 7A-9A FIRST NEWS ON FOX	EM	\$25.00	C	30	6	P2	✓	6	0.50	\$50.00		
Nov-2016LP (pav)													
2	MTuWThF 6P-6:30P MODERN FAMILY	EN	\$70.00	C	30	4	P2	✓	4	0.90	\$77.78		
Nov-2016LP (pav)													
3	MTuWThF 6:30P-7P BIG BANG THEORY	EN	\$100.00	C	30	4	P2	✓	4	1.60	\$62.50		
Nov-2016LP (pav)													
4	MTuWThF 7P-7:30P MODERN FAMILY	PA	\$100.00	C	30	4	P2	✓	4	1.40	\$71.43		
Nov-2016LP (pav)													
5	MTuWThF 10P-11P 27 FIRST NEWS ON WYFX	PT	\$225.00	C	30	4	P2	✓	4	3.10	\$72.58		
Jul-2016LP (pav)													
6	M 8P-9P GOTHAM	PT	\$425.00	C	30	1	✓	lower for Gotham 11:30P P2	1	1.90	\$223.68		
Nov-2016LP (pav)													
7	Sa 10P-10:30P 27 FIRST NEWS ON WYFX	PT	\$100.00	C	30	1	✓	P2	1	3.50	\$28.57		
Jul-2016LP (pav)													

Agency:	Strategic Media Placement	Station:	WYFX-S2	Order ID:	6603040
Client:	1253 - Ohio Taxpayers for Lower Drug Prices 2017	Product:	1882 - Broadcast	Estimate:	5302 - OTLDP - 10.9-10.15 Addition - Youngstown
Flight Start:	10/09/2017	Flight End:	10/15/2017	Received in ePort:	10/4/2017 12:50:28 PM

Flight Start:		Flight End:		Received in Full:		Total		A35+			
Line	Daypart	DPT	Rate	C/T	Len	10/9	Spots	Rtg	CPP	Imp	CPM
8	Su 9A-10A FOX NEWS SUNDAY	RT	\$25.00	C	30	1	1	0.30	\$83.33		
Nov-2016LP (pav)											
9	Su 10P-10:30P FOX NEWS AT 10PM	PT	\$225.00	C	30	1	1	3.50	\$64.29		
Jul-2016LP (pav)											
Total Spots:						26					
Total GRP:						40.2					
Cash\$ - Spots: \$2,905.00 - 26 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$2,905.00 Total GRP - CPP: 40.2 - \$72.26 Total GIMP(000) - CPM: 0 - \$0.00											