

# New Order

Agency: Strategic Media Placement  
Office: Delaware  
Client: 1253 - Ohio Taxpayers for Lower Drug Prices 2017  
Product: 1882 - Broadcast

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

Flight Start: 09/04/2017  
Flight End: 09/17/2017  
Hiatus:

Piggyback Product:

Estimate: 5233 - OH Taxpayers for Lower Drug Received in ePort: 9/7/2017 4:39:18 PM  
YOUNGSTOWN - 9.8-9.17

#1204310

Airtime Dollars: \$2,980.00  
Interactive Dollars: \$0.00  
Non-Airtime Dollars: \$0.00  
Total Dollars: \$2,980.00  
Total Spots: 22

Primary Demo: A35+

Local/National: Local  
Rep Office: WYFX-S2  
AE: Kristin Maizel

Demo 2:

Demo 3:

GRP: 48.40

CPP: \$61.57

GIMP: 0

CPM: \$0.00

Comments: Ohio Taxpayers for Lower Drug Prices

FLIGHT DATES \*\*\*9.8-9.17\*\*\*

Specific Traffic Instructions for this estimate were sent via email  
Separation: 30

MarketShare:

## Weekly Airtime Lines

Weekly Airtime Lines													
Line	Daypart	DPT						Total	A35+				
No	(Program)	Code	Rate	C/T	Len	9/4	9/11		Spots	Rtg	CPP	Imp	CPM
1	MTuWThF 6:30P-7P BIG BANG THEORY	EN	\$100.00	C	30	1	5	p2 ✓	6	1.60	\$62.50		
Nov-2016LP (pav)													
2	MTuWThF 7:30P-8P BIG BANG THEORY	PA	\$130.00	C	30	1	5	p2 ✓	6	2.00	\$65.00		
Nov-2016LP (pav)													
3	MTuWThF 10P-11P 27 FIRST NEWS ON WYFX	PT	\$225.00	C	30	1	5	p2 ✓	6	3.10	\$72.58		
Jul-2016LP (pav)													
4	Sa 10P-10:30P 27 FIRST NEWS ON WYFX	PT	\$100.00	C	30	1	1	— NA —	2	3.50	\$28.57		
Jul-2016LP (pav)													
5	Su 9A-10A FOX NEWS SUNDAY	RT	\$25.00	C	30	1	1	p2 ✓	2	0.60	\$41.67		
Jul-2016LP (pav)													
Total Spots:						5	17						
Total GRP:						10.8	37.6						
Cash\$ - Spots: \$2,980.00 - 22 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$2,980.00 Total GRP - CPP: 48.4 - \$61.57 Total GIMP(000) - CPM: 0 - \$0.00													

2,325