

# Buy Detail Report

44043

**Client:** Ducks Unlimited-ND Clean Water  
**Media:** TV  
**Product:** General  
**Market:** Fargo-Moorhead  
**Separation between spots:** 15  
**Estimate:** 1104  
**Description:** Ducks Unlimited-ND Clean Water 10/3-5/2014  
**Flight Start Date:** 10/3/2014  
**Flight End Date:** 10/5/2014  
**Survey:** Nov13 DMA Nielsen Live+1  
**Buyer:** Caroline Davis

**Revision #:**  
**Date:** 10/2/2014  
**Send Billing To:** Screen Strategies Media  
 11150 Fairfax Blvd  
 Suite 505  
 Fairfax, VA 22030  
**Phone:** 703-272-7300

Line No	Daypart Program	Daypart Code	STN Gross	Days	Fri 10/3	Sat 10/4	Sun 10/5	Total Spots
<b>WDAY-S2</b>								
36	MTuWThF 5:30a-6:00a WDAY 5:30a News	EM	\$200.00	30	1			1
37	Sa 7:00a-8:00a Good Morn Saturday	EM	\$300.00	30		2		2
38	Su 6:00a-7:00a Good Morn Sunday	EM	\$300.00	30			1	1
39	MTuWThF 9:00a-10:00a Kelly & Michael	DT	\$150.00	30	1			1
40	MTuWThF 12:00p-1:00p The Chew	DT	\$80.00	30	1			1
41	MTuWThF 1:00p-2:00p General Hospital	DT	\$50.00	30	1			1
42	MTuWThF 2:00p-3:00p The Doctors	DT	\$30.00	30	1			1
43	MTuWThF 4:00p-5:00p Dr. Oz	EF	\$70.00	30	1			1
44	MTuWThF 5:00p-5:30p WDAY 5p News	EN	\$1,200.00	30	1			1
45	Sa 6:00p-6:30p Saturday 6p News	EN	\$1,000.00	30		1		1
46	MTuWThF 6:30p-7:00p Ent Tonight	PA	\$1,000.00	30	1			1
47	Sa 6:30p-7:00p Insider	PA	\$100.00	30		1		1
48	F 8:00p-9:00p Shark Tank	PT	\$2,500.00	30	1			1
49	F 9:00p-10:00p 20/20	PT	\$2,000.00	30	1			1

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Estimate: 1104  
 Description: Ducks Unlimited-ND Clean Water 10/3-5/2014  
 TV Add  
 Flight Start Date: 10/3/2014 05:00 AM  
 Flight End Date: 10/5/2014 12:00 AM  
 Survey: Nov13 DMA Nielsen Live+1  
 Buyer: Caroline Davis

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Line No	Daypart Program	Daypart Code	STN Gross	Days	Fri 10/3	Sat 10/4	Sun 10/5	Total Spots
<b>WDAY-S2</b>								
50	Su 7:00p-8:00p Once Upon a Time	PT	\$3,000.00	30			1	1
51	Su 8:00p-9:00p Resurrection	PT	\$2,000.00	30			1	1
52	Su 10:00p-10:35p Sunday 10p News	LN	\$3,500.00	30			1	1
<b>Total Cost:</b>					10	4	4	18
								18
								18

Disclaimer:

Signature: 