

New Order

Agency: Strategic Media Placement
Office: Grand Rapids
Client: 1405 - OH Generation Now
Product: 2090 - TV
Piggyback Product:
Estimate: 5899 - OH Generation Now -
Youngstown - 5.3-5.16

Station: WKBN-TV
Order Type: Normal
Cancel Date:
Received in ePort: 5/2/2019 12:55:43 PM

Flight Start: 04/29/2019
Flight End: 05/19/2019
Hiatus:

#1998549

Primary Demo: A35+
Demo 2: A55+
Demo 3:
GRP: 315.40
CPP: \$41.50
GIMP: 0
CPM: \$0.00
Comments: Separation: 30

Local/National: Local
Rep Office: WKBN-TV
AE: Jim Dreistadt
Phone:
OrderID: 8500662
Status: Confirmed

Airtime Dollars: \$13,090.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$13,090.00
Total Spots: 43

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len															Total	A35+				
						4/29	4/30	5/1	5/2	5/3	5/4	5/5	5/6	5/7	5/8	5/9	5/10	5/11	5/12	Spots	Rtg	CPP	Imp	CPM	
1	MTuWThF 6A-7A First News This Morning	EM	\$200.00	C	30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5.50	\$0.00		
2	MTuWThF 7A-9A CBS This Morning	EM	\$135.00	C	30	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	2	4.20	\$32.14		
3	MTuWThF 10A-11A Let's Make a Deal	DT	\$160.00	C	30	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	2	3.80	\$42.11		
4	MTuWThF 11A-12P Price is Right	DT	\$185.00	C	30	0	0	0	0	1	0	0	1	1	1	1	0	0	0	5	6.00	\$30.83			
5	MTuWThF 12P-12:30P First News at Noon	DT	\$250.00	C	30	0	0	0	0	0	0	0	0	1	0	1	0	0	0	2	9.50	\$26.32			
6	MTuWThF 12:30P-1:30P Young & Restless	DT	\$150.00	C	30	0	0	0	0	1	0	0	1	0	1	0	0	0	0	3	5.10	\$29.41			
7	MTuWThF 5P-5:30P First News at 5:00	EN	\$285.00	C	30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10.70	\$0.00			
8	MTuWThF 5:30P-6P First News at 5:30	EN	\$285.00	C	30	0	0	0	0	0	0	0	1	1	1	1	0	0	0	4	11.00	\$25.91			
9	MTuWThF 6P-6:30P First News at 6:00	EN	\$500.00	C	30	0	0	0	0	0	0	0	0	1	0	1	0	0	0	2	11.20	\$44.64			
10	MTuWThF 7P-7:30P Wheel of Fortune	PA	\$400.00	C	30	0	0	0	0	1	0	0	1	0	1	0	0	0	0	3	9.30	\$43.01			
11	MTuWThF 7:30P-8P Jeopardy	PA	\$350.00	C	30	0	0	0	0	0	0	0	0	1	0	1	0	0	0	2	8.50	\$41.18			

New Order (Page 2)

Agency: Strategic Media Placement Station: WKBN-TV Order ID: 8500662
 Client: 1405 - OH Generation Now Product: 2090 - TV Estimate: 5899 - OH Generation Now - Youngstown - 5.3-5.16
 Flight Start: 04/29/2019 Flight End: 05/19/2019 Received in ePort: 5/2/2019 12:55:43 PM

Line	Daypart	DPT																		Total	A35+			
No	(Program)	Code	Rate	C/T	Len	4/29	4/30	5/1	5/2	5/3	5/4	5/5	5/6	5/7	5/8	5/9	5/10	5/11	5/12	Spots	Rtg	CPP	Imp	CPM
12	M 10P-11P Bull	PT	\$725.00	C	30	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	4.10	\$176.83		
13	Tu 8P-9P NCIS	PT	\$625.00	C	30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9.80	\$0.00		
14	Tu 10P-11P NCIS: New Orleans	PT	\$625.00	C	30	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	6.00	\$104.17		
15	W 8P-9P Survivor	PT	\$725.00	C	30	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	5.20	\$139.42		
16	F 10P-11P Blue Bloods	PT	\$625.00	C	30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6.30	\$0.00		
17	MTuWThF 11P- 11:45P 11:55P First News at 11:00	LN	\$375.00	C	30	0	0	0	0	1	0	0	1	1	1	1	0	0	0	5	7.00	\$53.57		
18	Sa 8A-10A CBS Saturday News	RT	\$75.00	C	30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4.10	\$0.00		
19	Sa 6P-6:30P First News at 6PM	EN	\$135.00	C	30	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	11.20	\$12.05		
20	Sa 7P-7:30P Wheel of Fortune	PA	\$90.00	C	30	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	7.70	\$11.69		
21	Sa 7:30P-8P Jeopardy	PA	\$90.00	C	30	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	6.10	\$14.75		
22	Su 9A-10:30A CBS Sunday Morning	RT	\$160.00	C	30	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	5.50	\$29.09		
23	Su 6P-6:30P First News at 6PM	EN	\$135.00	C	30	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	10.50	\$12.86		
24	Su 7P-8P 60 Minutes	PT	\$450.00	C	30	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	8.30	\$54.22		
25	Su 9P-10P NCIS: LA	PT	\$575.00	C	30	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	7.30	\$78.77		
26	Su 11P-11:45P First News at 11:00	LN	\$225.00	C	30	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	8.30	\$27.11		
27	W 10P-11P Seal Team	PT	\$575.00	C	30	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	4.40	\$130.68		
28	Sa 10P-11P 48 Hours	PT	\$200.00	C	30	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	4.20	\$47.62		
Total Spots:						0	0	0	0	4	4	5	7	8	8	7	0	0	0					
Total GRP:						0.0	0.0	0.0	0.0	27.4	29.2	39.9	46.7	63.0	52.2	57.0	0.0	0.0	0.0					

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len									Total Spots	A35+			
						5/13	5/14	5/15	5/16	5/17	5/18	5/19	Rtg		CPP	Imp	CPM	
1	MTuWThF 6A-7A First News This Morning	EM	\$200.00	C	30	0	0	0	0	0	0	0	0	5.50	\$0.00			
2	MTuWThF 7A-9A CBS This Morning	EM	\$135.00	C	30	0	0	0	0	0	0	0	2	4.20	\$32.14			

New Order (Page 3)

Agency:	Strategic Media Placement	Station:	WKBN-TV	Order ID:	8500662
Client:	1405 - OH Generation Now	Product:	2090 - TV	Estimate:	5899 - OH Generation Now - Youngstown - 5.3-5.16
Flight Start:	04/29/2019	Flight End:	05/19/2019	Received in ePort:	5/2/2019 12:55:43 PM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len									Total Spots	A35+			
						5/13	5/14	5/15	5/16	5/17	5/18	5/19	Rtg		CPP	Imp	CPM	
3	MTuWThF 10A-11A Let's Make a Deal	DT	\$160.00	C	30	0	0	0	0	0	0	0	2	3.80	\$42.11			
4	MTuWThF 11A-12P Price is Right	DT	\$185.00	C	30	0	0	0	0	0	0	0	5	6.00	\$30.83			
5	MTuWThF 12P-12:30P First News at Noon	DT	\$250.00	C	30	0	0	0	0	0	0	0	2	9.50	\$26.32			
6	MTuWThF 12:30P-1:30P Young & Restless	DT	\$150.00	C	30	0	0	0	0	0	0	0	3	5.10	\$29.41			
7	MTuWThF 5P-5:30P First News at 5:00	EN	\$285.00	C	30	0	0	0	0	0	0	0	0	10.70	\$0.00			
8	MTuWThF 5:30P-6P First News at 5:30	EN	\$285.00	C	30	0	0	0	0	0	0	0	4	11.00	\$25.91			
9	MTuWThF 6P-6:30P First News at 6:00	EN	\$500.00	C	30	0	0	0	0	0	0	0	2	11.20	\$44.64			
10	MTuWThF 7P-7:30P Wheel of Fortune	PA	\$400.00	C	30	0	0	0	0	0	0	0	3	9.30	\$43.01			
11	MTuWThF 7:30P-8P Jeopardy	PA	\$350.00	C	30	0	0	0	0	0	0	0	2	8.50	\$41.18			
12	M 10P-11P Bull	PT	\$725.00	C	30	0	0	0	0	0	0	0	1	4.10	\$176.83			
13	Tu 8P-9P NCIS	PT	\$625.00	C	30	0	0	0	0	0	0	0	0	9.80	\$0.00			
14	Tu 10P-11P NCIS: New Orleans	PT	\$625.00	C	30	0	0	0	0	0	0	0	1	6.00	\$104.17			
15	W 8P-9P Survivor	PT	\$725.00	C	30	0	0	0	0	0	0	0	1	5.20	\$139.42			
16	F 10P-11P Blue Bloods	PT	\$625.00	C	30	0	0	0	0	0	0	0	0	6.30	\$0.00			
17	MTuWThF 11P-11:45P First News at 11:00	LN	\$375.00	C	30	0	0	0	0	0	0	0	5	7.00	\$53.57			
18	Sa 8A-10A CBS Saturday News	RT	\$75.00	C	30	0	0	0	0	0	0	0	0	4.10	\$0.00			
19	Sa 6P-6:30P First News at 6PM	EN	\$135.00	C	30	0	0	0	0	0	0	0	1	11.20	\$12.05			
20	Sa 7P-7:30P Wheel of Fortune	PA	\$90.00	C	30	0	0	0	0	0	0	0	1	7.70	\$11.69			
21	Sa 7:30P-8P Jeopardy	PA	\$90.00	C	30	0	0	0	0	0	0	0	1	6.10	\$14.75			
22	Su 9A-10:30A CBS Sunday Morning	RT	\$160.00	C	30	0	0	0	0	0	0	0	1	5.50	\$29.09			
23	Su 6P-6:30P First News at 6PM	EN	\$135.00	C	30	0	0	0	0	0	0	0	1	10.50	\$12.86			
24	Su 7P-8P 60 Minutes	PT	\$450.00	C	30	0	0	0	0	0	0	0	1	8.30	\$54.22			

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						5/13	5/14	5/15	5/16	5/17	5/18	5/19		Rtg	CPP	Imp	CPM
25	Su 9P-10P NCIS: LA	PT	\$575.00	C	30	0	0	0	0	0	0	0	1	7.30	\$78.77		
26	Su 11P-11:45P First News at 11:00	LN	\$225.00	C	30	0	0	0	0	0	0	0	1	8.30	\$27.11		
27	W 10P-11P Seal Team	PT	\$575.00	C	30	0	0	0	0	0	0	0	1	4.40	\$130.68		
28	Sa 10P-11P 48 Hours	PT	\$200.00	C	30	0	0	0	0	0	0	0	1	4.20	\$47.62		
Total Spots:						0	0	0	0	0	0	0					
Total GRP:						0.0	0.0	0.0	0.0	0.0	0.0	0.0					
Cash\$ - Spots: \$13,090.00 - 43 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$13,090.00 Total GRP - CPP: 315.4 - \$41.50 Total GIMP(000) - CPM: 0 - \$0.00																	