



125 West 55th St
New York, NY 10019

Contract # 26141588	Changes as of: 9/28/2018 at 4:19 PM	Version: Highlighting Revision 1
CPE: //2554	Flight: 10/29/18 - 11/4/18	Station: KRCR
Agency: TARGET ENTERPRISES	Advertiser: No on Prop 8 : Stop Dangerous Dialysis Proposition	Market: Chico
15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403	Product: No on 8 - stop the dangerous dialysis proposition	Office: LOS ANGELES
Agency Order #:	Service: Nielsen	Total Spots: 94
Buyer: NATALIE KRUGLIAK	Primary Demo: Adults 35+	Total CPP: \$77.07
Salesperson: JENNA AVISHAY 323-966-5205	Assistant: RILEY SCHONEMAN 323-966-5009	Total GRP: 356.8
Separation:		Traffic #: 3481413
		Con Type: POLITICAL/VOTE Total \$: \$27,500.00

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/29 - 10/29		Total Spots	Total \$	CPP*	GRP*
							10/29					
1	M-F 6a-7a		KRCR NEWS CHANNEL 7 DAYBREAK AT 6AM	\$400.00	4.4	30	5		5	\$2,000.00	\$90.91	22.0
2	M-F 6a-7a		KRCR NEWS CHANNEL 7 DAYBREAK AT 6AM	\$500.00	4.4	30	5		5	\$2,500.00	\$113.64	22.0
3	M-F 7a-9a		GOOD MORNING AMERICA	\$400.00	4.3	30	5		5	\$2,000.00	\$93.02	21.5
4	M-F 7a-9a		GOOD MORNING AMERICA	\$500.00	4.3	30	5		5	\$2,500.00	\$116.28	21.5
5	M-F 9a-10a		THE DOCTORS	\$75.00	2.1	30	10		10	\$750.00	\$35.71	21.0
6	M-F 3p-4p		HOT BENCH	\$65.00	2.2	30	10		10	\$650.00	\$29.55	22.0
7	M-F 4p-5p		JUDGE JUDY	\$90.00	2.7	30	10		10	\$900.00	\$33.33	27.0
8	M-F 5p-5:30p		KRCR NEWS CHANNEL 7 AT 5PM	\$500.00	6.8	30	5		5	\$2,500.00	\$73.53	34.0
9	M-F 5:30p-6p		KRCR NEWS CHANNEL 7 AT 5:30PM	\$700.00	8.4	30	5		5	\$3,500.00	\$83.33	42.0
10	M-F 5:30p-6p		KRCR NEWS CHANNEL 7 AT 5:30PM	\$600.00	8.4	30	5		5	\$3,000.00	\$71.43	42.0
11	M-F 6:30p-7p		KRCR NEWS CHANNEL 7 AT 6:30PM	\$500.00	7.5	30	5		5	\$2,500.00	\$66.67	37.5
12	M-F 7p-7:30p		ENTERTAINMENT TONIGHT	\$100.00	1.8	30	5		5	\$500.00	\$55.56	9.0
13	M-F 11p-11:35p		KRCR NEWS CHANNEL	\$500.00	2.1	30	5		5	\$2,500.00	\$238.10	10.5
14	Su 7a-8a		GOOD MORNING AMERICA SUNDAY	\$150.00	2.4	30	1		1	\$150.00	\$62.50	2.4
REV- 15	Su 5:30p-6p		KRCR NEWS CHANNEL 7 AT 5:30PM	\$300.00	6.1	30	1	0	0	\$0.00	\$49.18	0.0
REV- 16	Su 6:30p-7p		KRCR NEWS CHANNEL 7 AT 6:30PM	\$300.00	4.1	30	1	0	0	\$0.00	\$73.17	0.0
17	Sa 4:30p-8p		ABC SATURDAY NIGHT BIG TEN COLLEGE FOOTBALL	\$325.00	2.5	30	2		2	\$650.00	\$130.00	5.0
REV+ 18	M-F 1p-2p		General Hospital	\$75.00	1.5	30	0	10	10	\$750.00	\$50.00	15.0
REV+ 19	Su 7a-8a		Good Morning America Sunday	\$150.00	2.4	30	0	1	1	\$150.00	\$62.50	2.4
TOTALS:							94		94	\$27,500.00	\$77.07	356.8