



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 26145090	<b>Changes as of:</b> 9/20/2018 at 10:10 AM	<b>Version:</b> Current State Version 3
<b>CPE:</b> 210/565/1651	<b>Flight:</b> 9/11/18 - 9/17/18	<b>Station:</b> WKEF
<b>Agency:</b> SRCP Media 201 NORTH UNION ST SUITE 200 ALEXANDRIA VA 22314	<b>Advertiser:</b> DEWINE, MIKE <b>Product:</b> Tu-Mon week	<b>Market:</b> Dayton <b>Office:</b> PHILADELPHIA
<b>Agency Order #:</b> 7719954	<b>Service:</b> Nielsen	<b>Con Type:</b> POLITICAL/VOTE
<b>Buyer:</b> Rusk, Christine	<b>Primary Demo:</b> Adults 18+	<b>Total \$:</b> \$7,410.00
<b>Salesperson:</b> FRAN BROWN 215-563-5400	<b>Assistant:</b> FRAN BROWN 215-563-5400	<b>Total Spots:</b> 28
<b>Separation:</b>		<b>Total CPP:</b> \$81.07
		<b>Total GRP:</b> 91.4
		<b>Traffic #:</b> 3486918

**Comments:** Separation: 30

#	Day/Time	DP	Program	Rate	A18P Rating	Len	9/11 - 9/11		Total Spots	Total \$	CPP*	GRP*
							9/11					
1	Tu-F,M 7a-8a		GOOD MORNING AMERICA	\$50.00	1.9	30	0		0	\$0.00	\$26.32	0.0
<i>Target 200302 Index: 103. Nielsen: 1.4</i>												
2	Sa 8a-9a		GOOD MORNING AMERICA SAT.	\$90.00	1.6	30	0		0	\$0.00	\$56.25	0.0
<i>Target 200302 Index: 109. Nielsen: 1.2</i>												
3	Su 8a-9a		GOOD MORNING AMERICA SUNDAY	\$90.00	2.5	30	0		0	\$0.00	\$36.00	0.0
<i>Target 200302 Index: 111. Nielsen: 1.3</i>												
4	Tu-F,M 11a-12n		THE VIEW	\$30.00	1.8	30	0		0	\$0.00	\$16.67	0.0
<i>Target 200302 Index: 116. Nielsen: 1.4</i>												
5	Tu-F,M 5p-6p		JUDGE JUDY	\$45.00	2.3	30	0		0	\$0.00	\$19.57	0.0
<i>Target 200302 Index: 108. Nielsen: 2</i>												
6	Sa 6p-6:30p		FOX 45 NEWS ON ABC	\$100.00	6.0	30	0		0	\$0.00	\$16.67	0.0
<i>Target 200302 Index: 109. Nielsen: 0.8</i>												
7	Tu-F,M 7p-7:30p		FAMILY FEUD	\$155.00	3.6	30	0		0	\$0.00	\$43.06	0.0
<i>Target 200302 Index: 107. Nielsen: 2.7</i>												
8	Sa 7p-8p		JUDGE JUDY	\$50.00	6.5	30	0		0	\$0.00	\$7.69	0.0
<i>Target 200302 Index: 110. Nielsen: 1.5</i>												
9	Tu-F,M 7:30p-8p		FAMILY FEUD	\$215.00	3.6	30	0		0	\$0.00	\$59.72	0.0
<i>Target 200302 Index: 107. Nielsen: 3.8</i>												
10	Sa 8p-11:30p		OSU FOOTBALL	\$3,500.00	9.5	30	0		0	\$0.00	\$368.42	0.0
11	Sa 11p-11:30p		FOX 45 NEWS ON ABC	\$105.00	11.2	30	0		0	\$0.00	\$9.38	0.0
<i>Target 200302 Index: 110. Nielsen: 2.2000000000000002</i>												
12	Tu-F,M 7a-8a		GOOD MORNING AMERICA	\$70.00	1.9	30	5		5	\$350.00	\$36.84	9.5
<i>Target 200302 Index: 103. Nielsen: 1.4</i>												
13	Sa 8a-9a		GOOD MORNING AMERICA SAT.	\$75.00	1.6	30	1		1	\$75.00	\$46.88	1.6
<i>Target 200302 Index: 109. Nielsen: 1.2</i>												



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	<b>Agency Order #:</b> 7719954	<b>Service:</b> Nielsen
	<b>Buyer:</b> Rusk, Christine	<b>Primary Demo:</b> Adults 18+
	<b>Salesperson:</b> FRAN BROWN 215-563-5400	<b>Assistant:</b> FRAN BROWN 215-563-5400
	<b>Separation:</b>	<b>Con Type:</b> POLITICAL/VOTE <b>Total \$:</b> \$7,410.00 <b>Total Spots:</b> 28
		<b>Total CPP:</b> \$81.07 <b>Total GRP:</b> 91.4 <b>Traffic #:</b> 3486918

#	Day/Time	DP	Program	Rate	A18P Rating	Len	9/11 - 9/11		Total Spots	Total \$	CPP*	GRP*
							9/11					
14	Su 8a-9a		GOOD MORNING AMERICA SUNDAY	\$75.00	2.5	30	1		1	\$75.00	\$30.00	2.5
<i>Target 200302 Index: 111. Nielsen: 1.3</i>												
15	Tu-F,M 11a-12n		THE VIEW	\$75.00	1.8	30	4		4	\$300.00	\$41.67	7.2
<i>Target 200302 Index: 116. Nielsen: 1.4</i>												
16	Tu-F,M 5p-6p		JUDGE JUDY	\$60.00	2.3	30	5		5	\$300.00	\$26.09	11.5
<i>Target 200302 Index: 108. Nielsen: 2</i>												
17	Sa 7p-8p		FOX 45 NEWS ON ABC	\$85.00	6.0	30	1		1	\$85.00	\$14.17	6.0
<i>Target 200302 Index: 109. Nielsen: 0.8</i>												
18	Tu-F,M 7p-7:30p		FAMILY FEUD	\$215.00	3.6	30	4		4	\$860.00	\$59.72	14.4
<i>Target 200302 Index: 107. Nielsen: 2.7</i>												
19	Tu-F,M 7:30p-8p		FAMILY FEUD	\$255.00	3.6	30	5		5	\$1,275.00	\$70.83	18.0
<i>Target 200302 Index: 107. Nielsen: 3.8</i>												
20	Sa 8p-11:30p		OSU FOOTBALL	\$4,000.00	9.5	30	0		0	\$0.00	\$421.05	0.0
21	Sa 11:30p-12m		FOX 45 NEWS ON ABC	\$90.00	11.2	30	0		0	\$0.00	\$8.04	0.0
<i>Target 200302 Index: 110. Nielsen: 2.2000000000000002</i>												
22	Sa 8p-11:56p		OSU FOOTBALL	\$4,000.00	9.5	30	1		1	\$4,000.00	\$421.05	9.5
<i>Spot aired at 11:55p</i>												
23	Sa 11:56p-12:27a		FOX 45 NEWS ON ABC	\$90.00	11.2	30	1		1	\$90.00	\$8.04	11.2
<i>Spot aired at 12:17a</i>												
<b>TOTALS: 28</b>									<b>28</b>	<b>\$7,410.00</b>	<b>\$81.07</b>	<b>91.4</b>



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<b>Special Instructions</b>	
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Order Level Comments		
Date/Time	Added by	Comment
09/19/18 8:12 PM	Heather Starrett	PLS SEE LNS 20-21 FOR LATE RUNS D/T OHIO STATE GAME RUNNING OVER OSU GAME RAN 8P-1156P NEWS RAN 1156P-1227A DEWINE RAN AT 1155P IN THE OSU GAME AND AT 1217A IN THE LATE NEWS PLS ADV THANK YOU
09/07/18 7:05 PM	Heather Starrett	PLS SEE LNS 1-11 FOR RATE CHANGES. APPLIED \$395 FROM RATE CHANGES AND \$100 CREDIT FROM WRGT HL 26145093 PLS ADV THANK YOU
09/07/18 7:02 PM	Heather Starrett	PLS SEE LNS 1-11 FOR RATE CHANGES. APPLIED \$395 FROM RATE CHANGES AND \$100 CREDIT FROM WRGT HL 26145093 PLS ADV THANK YOU
09/07/18 6:45 PM	System	Notice Received.
09/07/18 3:08 PM	FRAN BROWN	Separation: 30

Competitive Information	
<b>Market Budget:</b>	\$52,292
<b>WKEF Share:</b>	12%
<b>Comment:</b>	estimated
<b>WBDT:</b>	3%
<b>WDTN:</b>	37%
<b>WHIO:</b>	43%
<b>WRGT:</b>	5%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	28	\$7,410.00	\$81.07	91.4
<b>Total</b>	<b>100%</b>	<b>28</b>	<b>\$7,410.00</b>	<b>\$81.07</b>	<b>91.4</b>

Monthly Summary		
Month	Spots	Dollars
2018-Sep	28	\$7,410.00
<b>Total</b>	<b>28</b>	<b>\$7,410.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Makegood 2	9/19/18 8:12 PM	Heather Starrett	Confirmed	2	2	\$0	\$7,410.00	Changes: 4 buylines added or modified.
Queued for Electronic Contracting	9/10/18 9:28 AM					\$0	\$0	
Makegood 1	9/7/18 7:05 PM	Heather Starrett	Confirmed	28	30	\$1,135.00	\$7,410.00	Changes: Total \$ from \$6,275.00 to \$7,410.00, Total Spots from 30 to 28, Total GRPs from 104.4 to 91.4, Total CPP from \$60.11 to \$81.07, Total GIMPs from 0 to 91, Total CPM from \$0.00 to \$81,072.21. 21 buylines added or modified.
New	9/7/18 3:08 PM	FRAN BROWN	Confirmed	30		\$6,275.00	\$6,275.00	



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ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.