



125 West 55th St
New York, NY 10019

Contract # 26141548		Changes as of: 10/24/2018 at 10:43 AM		Version: Highlighting Makegood 2		Status: Accepted	
CPE: 336/423/5019		Flight: 10/10/18 - 10/16/18		Station: KOB		Con Type: POLITICAL/VOTE	
Agency: STRATEGIC MEDIA SERVICES		Advertiser: BUEHLER, KNUTE		Market: Medford-Ashland		Total \$: \$3,025.00	
1911 NORTH FT MYER DRIVE		Product: Candidate		Office: PHILADELPHIA		Total Spots: 35	
SUITE 400		Agency Order #: 7695229		Service: Nielsen		Total CPP: \$0.00	
ARLINGTON, VA 20009		Buyer: Osborne, TJ		Primary Demo:		Total GRP:	
		Salesperson: SHEPARD RITZEN 215-567-7950		Assistant: SHEPARD RITZEN 215-567-7950		Traffic #: 25268	
		Separation:					

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	Len	10/10 - 10/16										Total Spots	Total \$	CPP*	GRP*				
						10/10	10/11	10/12	10/13	10/14	10/15	10/16											
MSD 1	W-F M-Tu 6a-7a		NBC5 NWS@SUNRS	\$30.00	30	0	1	0	0	0	1	0		1	\$30.00	\$0.00	0.0						
Target 200268 Index: 116, Nielsen: 0																							
MSD 2	W-F M-Tu 7a-9a		TODAY SHW<	\$45.00	30	1	0	1	0	0	0	1	0	1	\$45.00	\$0.00	0.0						
Target 200268 Index: 127, Nielsen: 0																							
MSD 3	W-F M-Tu 9a-10a		M KLLY TDY-NBC<	\$30.00	30	1	0	1	0	0	0	1	0	0	\$0.00	\$0.00	0.0						
Target 200268 Index: 129, Nielsen: 0																							
MSD 7	W-F M-Tu 6:30p-7p		NBC5 NWS @6PM	\$75.00	30	0	0	1	0	0	0	1	0	1	\$75.00	\$0.00	0.0						
Target 200268 Index: 124, Nielsen: 0																							
MSD 12	W-F M-Tu 11:35p-12:35a		TONITE SHW-NBC<	\$40.00	30	1	1	0	1	0	0	1	1	4	\$160.00	\$0.00	0.0						
Target 200268 Index: 123, Nielsen: 0																							
MGD 18	W-F M-Tu 9a-10a		M KLLY TDY-NBC<	\$25.00	30	1	0	1	0	0	0	1		3	\$75.00	\$0.00	0.0						
Target 200268 Index: 129, Nielsen: 0																							
MGD 19	W-F M-Tu 6a-7a		NBC5 NWS@SUNRS	\$25.00	30	0	1	0	0	0	0	0		1	\$25.00	\$0.00	0.0						
Target 200268 Index: 116, Nielsen: 0																							
MGD 20	W-F M-Tu 11:35p-12:35a		TONITE SHW-NBC<	\$30.00	30	0	1	0	0	0	0	0		1	\$30.00	\$0.00	0.0						
Target 200268 Index: 123, Nielsen: 0																							
MGD 21	W-F M-Tu 7a-9a		TODAY SHW<	\$35.00	30	0	0	1	0	0	0	1		2	\$70.00	\$0.00	0.0						
Target 200268 Index: 127, Nielsen: 0																							
MGD 22	W-F M-Tu 6:30p-7p		NBC5 NWS @6PM	\$65.00	30	0	0	0	0	0	0	1		1	\$65.00	\$0.00	0.0						
Target 200268 Index: 124, Nielsen: 0																							
TOTALS: 7														4	7	1	2	5	9	35	\$3,025.00	\$0.00	0.0