



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 26141547		<b>Changes as of:</b> 10/24/2018 at 10:39 AM		<b>Version:</b> Highlighting Makegood 2		<b>Status:</b> Accepted	
<b>CPE:</b> 336/423/5018		<b>Flight:</b> 10/3/18 - 10/9/18		<b>Station:</b> KOB		<b>Con Type:</b> POLITICAL/NOTE	
<b>Agency:</b> STRATEGIC MEDIA SERVICES		<b>Advertiser:</b> BUEHLER, KNUTE		<b>Market:</b> Medford-Ashland		<b>Total \$:</b> \$3,240.00	
1911 NORTH FT MYER DRIVE SUITE 400 ARLINGTON, VA 20009		<b>Product:</b> Candidate		<b>Office:</b> PHILADELPHIA		<b>Total Spots:</b> 35	
		<b>Agency Order #:</b> 7695225		<b>Service:</b> Nielsen		<b>Total CPP:</b> \$0.00	
		<b>Buyer:</b> Osborne, TJ		<b>Primary Demo:</b> Adults 35+		<b>Total GRP:</b>	
		<b>Salesperson:</b> SHEPARD RITZEN 215-567-7950		<b>Assistant:</b> SHEPARD RITZEN 215-567-7950		<b>Traffic #:</b> 25260	

**Separation:**

**Comments:** add 1x to 10/8 fr this is us spot missed on 9/25.

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/3 - 10/9							Total Spots	Total \$	CPP*	GRP*
							10/3	10/4	10/5	10/6	10/7	10/8	10/9				
MSD 1	W-F M-Tu 10a-7a		NBC5 NWS@SUNRS	\$30.00	0	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	0	30	1	0	1	0	0	0	1	0	\$90.00	\$0.00	0.0
Target 200268 Index: 127, Nielsen: 0																	
MSD 6	W-F M-Tu 6p-6:30p		NBC5 NWS @6PM	\$75.00	0	30	0	0	0	0	0	1	0	0	\$0.00	\$0.00	0.0
Target 200268 Index: 128, Nielsen: 0																	
MSD 7	W-F M-Tu 6:30p-7p		NBC5 NWS @6PM	\$75.00	0	30	0	0	1	0	0	0	1	0	\$75.00	\$0.00	0.0
Target 200268 Index: 124, Nielsen: 0																	
MSD 8	W-F M-Tu 7p-7:30p		NBC5 YR PLC@7P	\$50.00	0	30	1	0	0	0	0	0	1	0	\$50.00	\$0.00	0.0
Target 200268 Index: 124, Nielsen: 0																	
MSD 11	W-F M-Tu 11p-11:35p		NBC5 NWS @11PM<	\$50.00	0	30	1	0	1	0	0	1	0	0	\$100.00	\$0.00	0.0
Target 200268 Index: 121, Nielsen: 0																	
MSD 12	W-F M-Tu 11:35p-12:35a		TONITE SHW-NBC<	\$40.00	0	30	1	1	1	0	0	1	0	0	\$120.00	\$0.00	0.0
Target 200268 Index: 123, Nielsen: 0																	
MSD 13	Tu 9p-10p		This is US	\$400.00	0	30	0	0	0	0	0	0	1	0	\$0.00	\$0.00	0.0
Target 200268 Index: 122, Nielsen: 0																	
MSD 14	Sa 11p-11:30p		NBC5 SAT 11PM	\$45.00	0	30	0	0	0	0	1	0	0	0	\$0.00	\$0.00	0.0
Target 200268 Index: 140, Nielsen: 0																	
MSD 17	Su 5:13p-8:30p		NFL Football	\$900.00	0	30	0	0	0	0	1	0	0	0	\$0.00	\$0.00	0.0
Target 200268 Index: 120, Nielsen: 0																	
MGD 18	Su 5:13p-8:30p		NFL Football	\$800.00	0.0	30	0	0	0	0	1	0	0	0	\$800.00	\$0.00	0.0
Target 200268 Index: 120, Nielsen: 0																	
MGD 19	Sa 11p-11:30p		NBC5 SAT 11PM	\$40.00	0.0	30	0	0	0	0	1	0	0	0	\$40.00	\$0.00	0.0
Target 200268 Index: 140, Nielsen: 0																	



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<b>Agency:</b> STRATEGIC MEDIA SERVICES		<b>Advertiser:</b> BUEHLER, KNUTE		<b>Market:</b> Medford-Ashland		<b>Total \$:</b> \$3,240.00	
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<b>Separation:</b>				<b>Traffic #:</b> 25260			

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/3 - 10/9							Total Spots	Total \$	CPP*	GRP*
							10/3	10/4	10/5	10/6	10/7	10/8	10/9				
MGD 20	W-F, M-Tu 6a-7a		NBC5 NWS@SUNRS	\$25.00	0.0	30	0	0	0	0	0	1	0	1	\$25.00	\$0.00	0.0
Target 200268 Index: 116. Nielsen: 0																	
MGD 21	W-F, M-Tu 6p-6:30p		NBC5 NWS @6PM	\$65.00	0.0	30	0	0	0	0	0	1	0	1	\$65.00	\$0.00	0.0
Target 200268 Index: 128. Nielsen: 0																	
MGD 22	W-F, M-Tu 11p-11:35p		NBC5 NWS @11PM<	\$40.00	0.0	30	0	0	0	0	0	1	1	2	\$80.00	\$0.00	0.0
Target 200268 Index: 121. Nielsen: 0																	
MGD 23	W-F, M-Tu 11:35p-12:35a		TONITE SHW-NBC<	\$30.00	0.0	30	0	0	0	0	0	1	1	2	\$60.00	\$0.00	0.0
Target 200268 Index: 123. Nielsen: 0																	
MGD 24	W-F, M-Tu 7a-9a		TODAY SHW<	\$35.00	0.0	30	0	0	0	0	0	0	1	1	\$35.00	\$0.00	0.0
Target 200268 Index: 127. Nielsen: 0																	
MGD 25	W-F, M-Tu 6:30p-7p		NBC5 NWS @6PM	\$65.00	0.0	30	0	0	0	0	0	0	1	1	\$65.00	\$0.00	0.0
Target 200268 Index: 124. Nielsen: 0																	
MGD 26	W-F, M-Tu 7p-7:30p		NBC5 YR PLC@7P	\$40.00	0.0	30	0	0	0	0	0	0	1	1	\$40.00	\$0.00	0.0
Target 200268 Index: 124. Nielsen: 0																	
MGD 27	Tu 9p-10p		This is US	\$375.00	0.0	30	0	0	0	0	0	0	1	1	\$375.00	\$0.00	0.0
Target 200268 Index: 122. Nielsen: 0																	
<b>TOTALS:</b>							<b>7</b>	<b>3</b>	<b>7</b>	<b>0</b>	<b>3</b>	<b>6</b>	<b>9</b>	<b>35</b>	<b>\$3,240.00</b>	<b>\$0.00</b>	<b>0.0</b>