



125 West 55th St
New York, NY 10019

Contract # 26218003	Changes as of: 10/24/2018 at 11:21 AM	Version: Highlighting Makegood 2	Status: Accepted
CPE: 336/423/5756	Flight: 10/8/18 - 10/16/18	Station: KOB	Con Type: POLITICAL/VOTE
Agency: STRATEGIC MEDIA SERVICES	Advertiser: BUEHLER, KNUTE	Market: Medford-Ashland	Total \$: \$2,584.00
1911 NORTH FT MYER DRIVE	Product: Candidate	Office: PHILADELPHIA	Total Spots: 35
SUITE 400	Agency Order #: 7834717	Service: Nielsen	Total CPP: \$0.00
ARLINGTON, VA 20009	Buyer: Osborne, TJ	Primary Demo: Adults 35+	Total GRP:
	Salesperson: SHEPARD RITZEN 215-567-7950	Assistant: SHEPARD RITZEN 215-567-7950	Traffic #: 25832

Separation:

Comments: buyer used many rates between card levels...revised t1s & saved \$21 to use to keep spots in. Use this first LN17 to raise rates & let me know how much more is needed. Thx! Shepard

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/8 - 10/16										Total Spots	Total \$	CPP*	GRP*
							10/8	10/9	10/10	10/11	10/12	10/13	10/14	10/15	10/16					
MSD 2	M-F 7a-9a		TODAY SHW<	\$35.00	0	30	0	0	0	1	0	0	0	1	0	0	1	\$35.00	\$0.00	0.0
Target 200268 Index: 127. Nielsen: 0																				
MSD 5	M-F 4p-5p		DR. OZ	\$30.00	0	30	0	0	0	0	0	0	0	1	0	0		\$0.00	\$0.00	0.0
Target 200268 Index: 117. Nielsen: 0																				
MSD 6	M-F 6p-6:30p		NBC5 NWS @6PM	\$65.00	0	30	0	0	1	1	1	0	0	0	0	0	2	\$130.00	\$0.00	0.0
Target 200268 Index: 128. Nielsen: 0																				
MSD 7	M-F 6:30p-7p		NBC5 NWS @6PM	\$65.00	0	30	0	0	0	0	1	0	0	0	0	0	0	\$0.00	\$0.00	0.0
Target 200268 Index: 124. Nielsen: 0																				
MSD 8	M-F 7p-7:30p		NBC5 YR PLC@7P	\$75.00	0	30	0	0	1	0	1	0	0	1	0	1	0	\$0.00	\$0.00	0.0
Target 200268 Index: 124. Nielsen: 0																				
MSD 10	M-F 11p-11:35p		NBC5 NWS @11PM<	\$50.00	0	30	0	0	1	0	1	0	0	1	1	0	1	\$50.00	\$0.00	0.0
Target 200268 Index: 121. Nielsen: 0																				
MSD 13	Tu 8p-9p		The Voice	\$675.00	0	30	0	0	0	0	0	0	0	0	1	0	0	\$0.00	\$0.00	0.0
Target 200268 Index: 112. Nielsen: 0																				
MGD 18	M-F 11p-11:35p		NBC5 NWS @11PM<	\$45.00	0.0	30	0	0	1	0	0	0	0	0	0	0	1	\$45.00	\$0.00	0.0
Target 200268 Index: 121. Nielsen: 0																				
MGD 21	M-F 6p-6:30p		NBC5 NWS @6PM	\$55.00	0.0	30	0	0	0	0	1	0	0	0	0	0	1	\$55.00	\$0.00	0.0
Target 200268 Index: 128. Nielsen: 0																				
MGD 22	M-F 6:30p-7p		NBC5 NWS @6PM	\$55.00	0.0	30	0	0	0	0	1	0	0	0	0	0	1	\$55.00	\$0.00	0.0
Target 200268 Index: 124. Nielsen: 0																				
MGD 23	M-F 7a-9a		TODAY SHW<	\$40.00	0.0	30	0	0	0	0	0	0	0	0	1	0	1	\$40.00	\$0.00	0.0
Target 200268 Index: 127. Nielsen: 0																				
MGD 24	M-F 7p-7:30p		NBC5 YR PLC@7P	\$50.00	0.0	30	0	0	1	1	1	0	0	1	1	1	5	\$250.00	\$0.00	0.0
Target 200268 Index: 124. Nielsen: 0																				



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							10/8	10/9	10/10	10/11	10/12	10/13	10/14	10/15	10/16					
MGD 25	M-F 4p-5p		DR. OZ	30	0.0	\$15.00	0	0	0	0	0	0	1	0	1	\$15.00	\$0.00	0.0		
Target 200268 Index: 117. Nielsen: 0																				
MGD 26	Tu 8p-9p		The Voice	30	0.0	\$600.00	0	0	0	0	0	0	0	1	1	\$600.00	\$0.00	0.0		
Target 200268 Index: 112. Nielsen: 0																				
MGD 27	M-F 11p-11:35p		NBC5 NWS @11PM<	30	0.0	\$40.00	0	0	0	1	0	0	0	0	1	\$80.00	\$0.00	0.0		
Target 200268 Index: 121. Nielsen: 0																				
TOTALS:							0	0	0	7	5	8	1	0	6	8	35	\$2,584.00	\$0.00	0.0