



TUSK 8/21-8/26

Book: May 2014 LivePlus

Proposal ID: 17218
Schedule Date: 8/21/2014 - 8/26/2014
Spot Length(s): :30

CHS 8/26 12NOON

Flight Dates: 8/21/2014-8/26/2014

Program	Spot Length	AU	AU	DMA	P35+	RTG	W	k	S	Rate	Spots
KOLD		21	25								
KOLD THIS MORNING 5AM	:30	--	1	1.2						\$320.00	1
GRPs/Impressions				1.2							1
CP/CPM				\$266.67							
MT, RF 5:00a-6:00a	<i>Tues 8/26</i>										
NEWS 13 AT 6PM	:30	--	1	4.1						\$850.00	1
GRPs/Impressions				4.1							1
CP/CPM				\$207.32							
MT, RF 6:00p-6:30p	<i>Mon 8/25</i>										
KOLD THIS MORNING 6AM	:30	4	4	2.9						\$440.00	2
GRPs/Impressions				23.2							8
CP/CPM				\$151.72							
MT, RF 6:00a-7:00a	<i>Tuesday Th, Fri, Mon, Tues</i>										
LATE NEWS M-F	:30	2	1	5.8						\$1,050.00	2
GRPs/Impressions				17.4							3
CP/CPM				\$181.03							
MT, RF 10:00p-10:35p	<i>Th, Fri, Mon</i>										
NEWS 13 SAT AT 530PM	:30	1	--	2.3						\$400.00	1
GRPs/Impressions				2.3							1
CP/CPM				\$173.91							
Sat 5:30p-6:00p											
LATE NEWS SA	:30	1	--	5.1						\$800.00	1
GRPs/Impressions				5.1							1
CP/CPM				\$156.86							
Sat 10:00p-10:35p											
NEWS 13 SUN AT 530P	:30	1	--	3.1						\$500.00	1
GRPs/Impressions				3.1							1
CP/CPM				\$161.29							
Sun 5:30p-6:00p											
LATE NEWS SU	:30	1	--	5.9						\$1,000.00	1
GRPs/Impressions				5.9							1
CP/CPM				\$169.49							
Sun 10:00p-10:35p											



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 Spot Length(s): :30
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 Author: Lynn Jeffries

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Flight Dates: 8/21/2014-8/26/2014

Program Time	Spot Length	AU	AU	DMA P35+ RTG	Wk S	Rate
KOLD						
KOLD Totals						
		10	7			\$10,540.00
	GRP/(000)			62.3		
	CPP/CPM:			\$169.18		
	Reach:			31.8		
	Frequency:			2.0		
					Spts: 17	

Total Cost:	\$10,540.00	Signature
NLS 9	\$ 8959.	



TUSK 8/18-8/20/14

Proposal ID: 17166
 Schedule Date: 8/18/2014 - 8/20/2014
 Spot Length(s): :30

Flight Dates: 8/18/2014-8/20/201

Program Time	Spot Length	AU	DMA P35+ RTG	W K S	Ra Spo
KOLD					
KOLD THIS MORNING SAM	:30	1	1.2		1 \$250.0
GRPs/Impressions			1.2		
CPP/CPM			\$208.33		
Mo-Fr 5:00a-6:00a					
NEWS 13 AT 6PM	:30	2	4.1		1 \$650.0
GRPs/Impressions			8.2		
CPP/CPM			\$158.54		
Mo-Fr 6:00p-6:30p					
KOLD Totals		3			
	GRP/(000)		9.4		\$1,550.0
	CPP/CPM:		\$164.89		
	Reach:		7.7		Spts: 3
	Frequency:		1.2		

Total Cost:	\$1,550.00	Signature
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TUSK 8/13-8/15/14

Schedule Date: 8/13/2014 - 8/15/2014
Spot Length(s): :30

Flight Dates: 8/13/2014-8/15/2014

Program	Spot Length	AU	DMA P35+ RTG	Wk	Rate	Spots
		13				

KOLD						
KOLD THIS MORNING 5AM	:30	1	1.2	1	\$250.00	
GRPs/Impressions			1.2			1
CPM/CPM			\$208.33			
Mo-Fr 5:00a-6:00a						
NEWS 13 AT 6PM	:30	2	4.1	1	\$650.00	
GRPs/Impressions			8.2			2
CPM/CPM			\$158.54			
Mo-Fr 6:00p-6:30p						
KOLD Totals		3			\$1,550.00	
	GRP/(000)		9.4			Spts: 3
	CPM/CPM		\$164.89			
	Reach:		7.7			
	Frequency:		1.2			

Total Cost:	\$1,550.00	Signature
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