

New Order

Agency: Great American Media
Office: Washington
Client: 49 - DSCC IE
Product: 53 - issue
Piggyback Product:
Estimate: 6702 - ND DSCC Wk3 10.16-10.22

Station: WDAY-S2
Order Type: Normal
Cancel Date:
Received in ePort: 7/20/2018 4:55:54 PM

Flight Start: 10/16/2018
Flight End: 10/22/2018
Hiatus:

Primary Demo:
Demo 2:
Demo 3:
GRP: 0.00
CPP: \$0.00
GIMP: 0
CPM: \$0.00
Comments: Separation: 30

Local/National: Local
Rep Office: WDAY-S2
AE: Joshua Rohrer
Phone:
OrderID: 7561523
Status: Confirmed

Airtime Dollars: \$16,900.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$16,900.00
Total Spots: 55

MarketShare:

Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/16	Total				
							Spots	Rtg	CPP	Imp	CPM
1	TuWThFM 5A-6A First News Hour 1	RT	\$50.00	C	30	2	2				
2	TuWThFM 6A-7A First News Hour 2	EM	\$200.00	C	30	2	2				
3	TuWThFM 7A-8A Good Morning America Hour 1	EM	\$350.00	C	30	3	3				
4	TuWThFM 8A-9A Good Morning America Hour 2	EM	\$150.00	C	30	6	6				
5	Sa 6A-7A Good Morning America Saturday	RT	\$60.00	C	30	1	1				
6	Sa 7A-8:30A First News Saturday	RT	\$60.00	C	30	1	1				
7	Su 8A-9A This Week on ABC	RT	\$40.00	C	30	1	1				
8	TuWThFM 9A-10A Live! with Kelly and Ryan	DT	\$80.00	C	30	4	4				
9	TuWThFM 10A-11A The View	DT	\$70.00	C	30	3	3				
10	TuWThFM 11A-12P Rachael Ray	DT	\$40.00	C	30	2	2				
11	TuWThFM 12P-1P The Chew	DT	\$40.00	C	30	2	2				

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Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/16	Total				
							Spots	Rtg	CPP	Imp	CPM
12	TuWThFM 1P-2P General Hospital	DT	\$40.00	C	30	2	2				
13	TuWThFM 2P-3P The Doctors	DT	\$40.00	C	30	2	2				
14	TuWThFM 4P-4:30P WDAY/WDAZ News at 4p	EF	\$150.00	C	30	5	5				
15	TuWThFM 5P-5:30P WDAY/WDAZ News at 5	EN	\$600.00	C	30	5	5				
16	TuWThFM 6P-6:30P WDAY/WDAZ News at 6	EN	\$1,000.00	C	30	5	5				
17	Su 5:30P-6P Sunday Early News	EN	\$400.00	C	30	1	1				
18	W 8P-9P Modern Family/American Housewife	PT	\$800.00	C	30	1	1				
19	W 9P-10P Designated Survivor	PT	\$600.00	C	30	1	1				
20	TuWThFM 10P-10:35P WDAY/WDAZ News at 10	LN	\$1,200.00	C	30	2	2				
21	TuWThFM 10:35P-11:35P Jimmy Kimmel	LF	\$150.00	C	30	3	3				
22	Sa 11:05P-12:05A Rizzoli & Isles	LF	\$40.00	C	30	1	1				
Total Spots:						55					
Cash\$ - Spots: \$16,900.00 - 55							Trade\$ - Spots: \$0.00 - 0				
Total Cost: \$16,900.00							Total GRP - CPP: 0.0 - \$0.00				
							Total GIMP(000) - CPM: 0 - \$0.00				