



Terry Kaufman

Book: Comscore January 2023

Market: TOPEKA [142]
 Station: WIBW
 Schedule Date: 2/27/2023 - 3/3/2023
 Advertiser: Terry Kaufman
 Spot Length(s): :30
 Book: Comscore January 2023
 Report: Planner
 Author: Eric Patterson Jr

Acct. Exec: Eric Patterson
 Email: eric.patterson@wibw.com

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Flight Dates: 2/27/2023-3/3/2023

Program Time	Spot Length	5-Households		CS-A18+		Wks	Rate Spots
		FE	CS.RTG	CS.000	CS.RTG		
		27	RTG	000	RTG		
WIBW							
LIVE AT FIVE	:30	5	13.4	18.4	13.4	18.4	1 \$100.00
GRPs/Impressions			67.0	92.0	67.0	92.0	5
SHR			24.2	24.2	30.8	30.8	
CPP/CPM			\$7.46	\$5.43	\$7.46	\$5.43	
Mo-Fr 5:00p-5:30p							
RTF Comment							
13 NEWS @ 10P	:30	5	15.1	20.9	15.1	20.9	1 \$325.00
GRPs/Impressions			75.5	104.5	75.5	104.5	5
SHR			26.4	26.4	30.2	30.2	
CPP/CPM			\$21.52	\$15.55	\$21.52	\$15.55	
Mo-Fr 10:00p-10:35p							
RTF Comment							
WIBW Totals		10					Spts: 10
		GRP/(000)	142.5	196.5	142.5	196.5	
		CPP/CPM:	\$14.91	\$10.81	\$14.91	\$10.81	
		Reach:	65.1	65.1	65.1	65.1	
		Frequency:	2.2	2.2	2.2	2.2	

General Summary (CS-Households CS.RTG)

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
WIBW	10	\$2,125.00	142.5	196.5	65.1	2.2	26.3	\$14.91	\$10.81	89,628	137,732

Monthly Summary (CS-Households CS.RTG)

Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	CPP	CPM
Mar/23	10	100%	\$2,125.00	100%	142.5	100%	196.5	\$14.91	\$10.81

Multi-Demo Summary (CS-Households CS.RTG)

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
CS-Households	10	\$2,125.00	142.5	196.5	65.1	2.2	26.3	\$14.91	\$10.81	89,628	137,732
CS-A18+	10	\$2,125.00	142.5	196.5	65.1	2.2	26.3	\$14.91	\$10.81	89,628	137,732

TK
 Terence P. Kaufman Feb 21, 2023