



OH-JOHN KASICH EST 3700

Revision #: Date: 7/3/2014
10:09 AM

Client: OH - JOHN KASICH - GOV
Media: TV
Product: GENERAL TV
Market: Cincinnati

Estimate: 3700
Description: OH-JOHN KASICH JULY7-
Flight Start Date: 7/7/2014 05:00 AM
Flight End Date: 7/23/2014 11:59 PM

Send Billing To: Strategic Media Placement
7669 Stagers Loop

Delaware, OH 43015
Phone: 740-201-5500
Fax: 740-201-5502

Separation between spots: 30

Buyer: SMP

Line No	Daypart Program	STN Gross	STN Net	Days Dur	Mon 7/7	Tue 7/8	Wed 7/9	Thu 7/10	Fri 7/11	Sat 7/12	Sun 7/13	Mon 7/14	Tue 7/15	Wed 7/16	Thu 7/17	Fri 7/18	Sat 7/19	Sun 7/20
WXIX-TV																		
23	MTuWThF 5:30a- 6:00a FOX19 MRN NW@5<	\$100.00	\$85.00	30	0	0	0	0	1	0	0	0	0	1	0	0	0	0
24	MTuWThF 6:00a- 7:00a FOX19 MRN NW@6<	\$250.00	\$212.50	30	0	1	1	1	0	0	0	0	1	0	1	0	0	0
25	MTuWThF 7:00a- 9:00a FOX19 MRN NEWS	\$200.00	\$170.00	30	1	1	1	0	1	0	0	0	1	0	0	0	0	0
26	MTuWThF 9:00a-10:00a NEWS	\$125.00	\$106.25	30	0	0	0	0	0	0	0	1	0	1	0	1	0	0
27	Sa 8:00a-10:00a FOX19 SAT NEWS	\$100.00	\$85.00	30	0	0	0	0	0	1	0	0	0	0	0	0	1	0
28	Su 10:00a-11:00a FOX NWS SUNDAY	\$75.00	\$63.75	30	0	0	0	0	0	0	1	0	0	0	0	0	0	1
29	MTuWThF 7:00p- 7:30p WHEEL	\$400.00	\$340.00	30	0	1	0	1	0	0	0	1	0	1	0	1	0	0
30	MTuWThF 7:30p- 8:00p JEOPARDY	\$400.00	\$340.00	30	1	0	1	0	0	0	0	0	1	0	1	0	0	0
31	MTuWThF 10:00p-11:00p LATE NEWS	\$525.00	\$446.25	30	1	1	1	1	0	0	0	1	1	0	1	0	0	0
32	Sa 10:00p-11:00p SAT LN	\$300.00	\$255.00	30	0	0	0	0	0	1	0	0	0	0	0	0	0	0
33	Su 10:00p-11:00p SUN LN	\$350.00	\$297.50	30	0	0	0	0	0	0	1	0	0	0	0	0	0	1
34	Sa 7:15p-10:00p REDS VS PIRATES	\$1,800.00	\$1,530.00	30	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Total Spots:					3	4	4	3	2	3	2	3	4	3	3	2	1	2



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Line No	Daypart Program	STN Gross	STN Net	Days Dur	Mon 7/21	Tue 7/22	Wed 7/23	Total Spots
WXIX-TV								
23	MTuWThF 5:30a- 6:00a FOX19 MRN NW@5<	\$100.00	\$85.00	30	1	0	1	4
24	MTuWThF 6:00a- 7:00a FOX19 MRN NW@6<	\$250.00	\$212.50	30	0	1	0	6
25	MTuWThF 7:00a- 9:00a FOX19 MRN NEWS	\$200.00	\$170.00	30	0	0	0	5
26	MTuWThF 9:00a-10:00a NEWS	\$125.00	\$106.25	30	0	0	0	3
27	Sa 8:00a-10:00a FOX19 SAT NEWS	\$100.00	\$85.00	30	0	0	0	2
28	Su 10:00a-11:00a FOX NWS SUNDAY	\$75.00	\$63.75	30	0	0	0	2
29	MTuWThF 7:00p- 7:30p WHEEL	\$400.00	\$340.00	30	0	0	0	5
30	MTuWThF 7:30p- 8:00p JEOPARDY	\$400.00	\$340.00	30	0	1	0	5
31	MTuWThF 10:00p-11:00p LATE NEWS	\$525.00	\$446.25	30	1	0	1	9
32	Sa 10:00p-11:00p SAT LN	\$300.00	\$255.00	30	0	0	0	1
33	Su 10:00p-11:00p SUN LN	\$350.00	\$297.50	30	0	0	0	2
34	Sa 7:15p-10:00p REDS VS PIRATES	\$1,800.00	\$1,530.00	30	0	0	0	1
Total Spots:					2	2	2	45
Total Cost:		\$15,150.00	\$12,877.50					45



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Signature: _____

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