

BALDUZZI GROUP

TV Spot Calendar By Station

Markets: Buffalo, NY DMA

Client: Diana Kastenbaum For Congress

Campaign Name: Diana Kastenbaum For Congress NY-27

Campaign Dates: Nov. 1 - Nov. 8, 2016

Flight Dates: Nov. 1 - Nov. 3, 2016

#962082

10/31/16

COMPLETED
10/31/16

Station	Days	Time	Program Name	Daily Distribution														P35+	RTG	GPP	Rate	Cost
				Mon	Tues	Wed	Thur	Fri	Sat	Sun	Mon	Tues	Wed	Thur	Fri	Sat	Sun					
				Oct	Nov	Nov	Nov	Nov	Nov	Nov	Oct	Nov	Nov	Nov	Nov	Nov	Nov					
WIVB-TV 4	MTWTF	5:00-6:00 A	News at 5:00AM	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0	2.3	76.09	175	0
WIVB-TV 4	MTWTF	6:00-7:00 A	News at 6:00AM	0	1	1	0	0	0	0	0	0	0	0	0	0	0	2	6.6	90.91	300	600
WIVB-TV 4	MTWTF	7:00-9:00 A	CBS This Morning	0	1	1	0	0	0	0	0	0	0	0	0	0	0	2	4.0	75.00	150	300
WIVB-TV 4	MTWTF	9:00-10:00 A	Rachel Ray	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0	62.50	100	0
WIVB-TV 4	MTWTF	10:00-11:00 A	Let's Make A Deal	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0	173.08	450	0
WIVB-TV 4	MTWTF	11:00 A-12:00 P	Price Is Right	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0	119.57	550	0
WIVB-TV 4	MTWTF	12:00-12:30 P	Noon News	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0	57.38	350	0
WIVB-TV 4	MTWTF	12:30-2:00 P	Soap Rotation	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0	83.33	225	0
WIVB-TV 4	MTWTF	2:00-3:00 P	The Talk	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0	71.43	100	0
WIVB-TV 4	MTWTF	3:00-4:00 P	Wendy Williams	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0	35.71	50	0
WIVB-TV 4	MTWTF	4:00-5:00 P	News at 4:00PM	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0	112.50	225	0
WIVB-TV 4	MTWTF	5:00-6:00 P	News at 5:00PM	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0	127.45	650	0
WIVB-TV 4	MTWTF	6:00-6:30 P	News at 6:00PM	0	1	1	1	0	0	0	0	0	0	0	0	0	0	3	20.7	137.68	950	2850
WIVB-TV 4	MTWTF	6:30-7:00 P	CBS Evening News	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0	227.27	1500	0
WIVB-TV 4	MTWTF	7:00-7:30 P	Wheel of Fortune	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0	67.57	500	0
WIVB-TV 4	MTWTF	7:30-8:00 P	Jeopardy	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0	135.87	1250	0
WIVB-TV 4	MTWTF	11:00-11:35 P	News at 11:00PM	0	1	1	1	0	0	0	0	0	0	0	0	0	0	3	17.7	76.27	450	1350
WIVB-TV 4	MTWTF	11:35 P-12:35 A	Colbert	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0	69.44	125	0
WIVB-TV 4	MTWTF	12:35-1:35 A	The Late Late Show	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0	83.33	75	0
WIVB-TV 4	Sat	6:00-8:00 A	Weekend Wake-Up	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0	55.56	150	0
WIVB-TV 4	Sat	6:30-7:00 P	CBS Evening News Weekend	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0	60.61	400	0
WIVB-TV 4	Sat	7:00-7:30 P	Wheel of Fortune	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0	31.25	100	0
WIVB-TV 4	Sat	7:30-8:00 P	Jeopardy	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0	25.00	100	0
WIVB-TV 4	Sat	11:00-11:35 P	News at 11:00PM	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0	58.33	350	0
WIVB-TV 4	Sun	6:00-8:00 A	Weekend Wake-Up	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0	48.08	125	0
WIVB-TV 4	Sun	9:00-10:30 A	CBS Sunday Morning	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0	71.43	400	0
WIVB-TV 4	Sun	10:30-11:30 A	Face The Nation	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0	106.06	350	0
WIVB-TV 4	Sun	6:00-6:30 P	News 4 @ 6pm	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0	12.63	125	0
WIVB-TV 4	Sun	6:30-7:00 P	CBS Evening News Weekend	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0	60.61	400	0
WIVB-TV 4	Sun	11:00-11:35 P	News at 11:00PM	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0	66.04	350	0

[illegible]