# MAKEGOOD

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|---|---|---|---|---|---|---|---|
| **Agency:** | Strategic Media Placement | **Demo:** | A35+ | **Vendor:** | WYTV-TV | **Billing To:** | Strategic Media Placement Delaware |
| **Client:** | 1358 - RSCC - OH SD33 Rulli | | | | | | |
| **Product:** | 2042 - TV | | | | | | |
| **Estimate:** | 6759 | **Flight Start:** | 10/10/2022 | | | | |
| **Description:** | | **Flight End:** | 11/13/2022 | **AE:** | Jim Dreistadt | **Buyer:** | Charlie Ballard |
| **Version:** | 2 | **Makegood #:** | 3 | **Phone:** | | **Phone:** | |
| **Status:** | Confirmed | **Comments:** | 10/28/22 SEE CREDIT ON LINE 6 SU 9-10A 1X 10/23 $100 - WILL MOVE TO NEXT CONTRACT<br>Other<br>Other | | | | |

| Line No | Daypart (Program) | Daypart Code | Rate | C/T | Len | Total Spots | A35+ RTG | A35+ CPP | A35+ IMP(000) | A35+ CPM |
|---|---|---|---|---|---|---|---|---|---|---|
| 6 | Su 9:00 AM-10:00 AM (This Week) | RT | $100.00 | C | 30 | 2 / 1 | 1.3 / 1.3 | $76.92 / $76.92 | | |
| | **Weeks of:** 10/17 | **Spots:** -1 | | | | | | | | |
| | **Totals For Changed Lines: (all lines listed above)** | | | | **Spots:** | 2 / 1 | | | | |
| | | | | | **Cost:** | $200.00 / $100.00 | | | | |
| | | | | | **CPP & CPM:** | | $76.92 / $76.92 | | $0.00 / $0.00 | |
| | | | | | **GRP & GIMP(000):** | | 2.6 / 1.3 | | 0 / 0 | |
| | **Totals For Overall Order: (includes entire order)** | | | | **Spots:** | 96 / 95 | | | | |
| | | | | | **Cost:** | $12,495.00 / $12,395.00 | | | | |
| | | | | | **CPP & CPM:** | | $85.41 / $85.48 | | $0.00 / $0.00 | |
| | | | | | **GRP & GIMP(000):** | | 146.3 / 145.0 | | 0 / 0 | |