

MAKEGOOD

Agency: Strategic Media Placement	Demo: A35+	Vendor: WYTV-TV	Billing To: Strategic Media Placement Delaware
Client: 1358 - RSCC - OH SD33 Rulli			
Product: 2414 - Youngstown Broadcast Flight 10.31-11.8			
Estimate: 6865	Flight Start: 10/31/2022		
Description:	Flight End: 11/13/2022	AE: Jim Dreistadt	Buyer: Charlie Ballard
Version: 1	Makegood #: 3	Phone:	Phone:
Status: Confirmed	Comments: SEE NA ON LINE 7 AND 8 NO AVAILS WHEN ORDER WAS BOOKED MAKEGOODS LINES 26, 27, 28 AND 29 PLEASE APPROVE Other Other		

Line No	Daypart (Program)	Daypart Code	Rate	C/T	Len	Total A35+			
						Spots	RTG	CPP	IMP(000) CPM
7	Su 9:00 AM-10:00 AM (This Week)	RT	\$100.00	C	30	1 / 0	1.3 / 1.3	\$76.92 / \$0.00	
Weeks of: 10/31						Spots: -1			
8	MTuWThF 11:00 AM-12:00 PM (The View)	DT	\$65.00	C	30	4 / 1	2.1 / 2.1	\$30.95 / \$30.95	
Weeks of: 10/31						Spots: -3			
26	M 5:00 AM-6:00 AM (NEWS)	EM	\$75.00	C	30	0 / 1	0.0 / 1.3	\$0.00 / \$57.69	
Weeks of: 11/7						Spots: +1			
27	M 6:00 AM-7:00 AM (NEWS)	EM	\$125.00	C	30	0 / 1	0.0 / 2.1	\$0.00 / \$59.52	
Weeks of: 11/7						Spots: +1			
28	MF 4:00 PM-5:00 PM (KELLY CLARKSON)	EM	\$50.00	C	30	0 / 1	0.0 / 0.5	\$0.00 / \$100.00	
Weeks of: 11/7						Spots: +1			
29	Su 11:35 PM-12:35 AM (GOOD DOCTOR)	LF	\$45.00	C	30	0 / 1	0.0 / 0.5	\$0.00 / \$90.00	
Weeks of: 11/7						Spots: +1			
Totals For Changed Lines: (all lines listed above)						Spots: 5 / 5	Cost: \$360.00 / \$360.00		
						CPP & CPM:	\$37.11 / \$55.38	\$0.00 / \$0.00	
						GRP & GIMP(000):	9.7 / 6.5	0 / 0	
Totals For Overall Order: (includes entire order)						Spots: 71 / 71	Cost: \$12,885.00 / \$12,885.00		
						CPP & CPM:	\$100.27 / \$102.83	\$0.00 / \$0.00	
						GRP & GIMP(000):	128.5 / 125.3	0 / 0	