

MAKEGOOD

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: 6811

Description:

Version: 1

Status: Confirmed

Flight Start: 10/24/2022

Flight End: 10/30/2022

Makegood #: 1

Comments: 10/28/22 see credits on lines 7,8, 20 and 21. TTL credit: \$4,030. Will moved dollars to new order. Please approve
Other
Other

AE: Jim Dreistadt

Phone:

Buyer: Charlie Ballard

Phone:

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: 10/24	Spots: -1								
8	MTuWThF 11:00 AM-12:00 PM (The View)	DT	\$65.00	C	30	4 / 2	2.1 / 2.1	\$30.95 / \$30.95		
	Weeks of: 10/24	Spots: -2								
20	Sa 3:30 PM-7:30 PM (ABC College Football Late Game)	RT	\$300.00	C	30	1 / 0	4.5 / 4.5	\$66.67 / \$0.00		
	Weeks of: 10/24	Spots: -1								
21	Sa 7:30 PM-11:00 PM (Ohio State vs. Penn State)	RT	\$3,500.00	C	30	1 / 0	5.2 / 5.2	\$673.08 / \$0.00		
	Weeks of: 10/24	Spots: -1								
Totals For Changed Lines: (all lines listed above)						Spots: 7 / 2	Cost: \$4,160.00 / \$130.00			
						CPP & CPM:	\$214.43 / \$30.95		\$0.00 / \$0.00	
						GRP & GIMP(000):	19.4 / 4.2		0 / 0	
Totals For Overall Order: (includes entire order)						Spots: 59 / 54	Cost: \$11,470.00 / \$7,440.00			
						CPP & CPM:	\$114.02 / \$87.12		\$0.00 / \$0.00	
						GRP & GIMP(000):	100.6 / 85.4		0 / 0	