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:	6759	**Flight Start:**	10/10/2022				
Description:		**Flight End:**	11/13/2022	**AE:**	Jim Dreistadt	**Buyer:**	Charlie Ballard
Version:	2	**Makegood #:**	1	**Phone:**		**Phone:**	
Status:	Confirmed	**Comments:**	10/18/22 PLEASE SEE NA ON LINE 26 - SA 12N -3P - OHIO STATE GAME - GAME IS MOVING TO FOX. PLEASE APPROVE Other Other				

Line No	Daypart (Program)	Daypart Code	Rate	C/T	Len	Total Spots	A35+ RTG	A35+ CPP	A35+ IMP(000)	A35+ CPM
26	Sa 12:00 PM-3:30 PM (Ohio State Football Regular Season)	WK	$3,500.00	C	30	1 / 0	3.8 / 3.8	$921.05 / $0.00		
	Weeks of: 10/17	**Spots:** -1								
					Spots:	1 / 0				
	Totals For Changed Lines:				**Cost:**	$3,500.00 / $0.00				
	(all lines listed above)				**CPP & CPM:**		$921.05 / $0.00		$0.00 / $0.00	
					GRP & GIMP(000):		3.8 / 0.0		0 / 0	
					Spots:	96 / 95				
	Totals For Overall Order:				**Cost:**	$15,995.00 / $12,495.00				
	(includes entire order)				**CPP & CPM:**		$106.56 / $85.41		$0.00 / $0.00	
					GRP & GIMP(000):		150.1 / 146.3		0 / 0	