

MAKEGOOD

3760619

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

AE: Jim Dreistadt

Buyer: Charlie Ballard

Description:

Flight End: 11/13/2022

Phone:

Phone:

Version: 1

Makegood #: 2

Comments: 10/28/22 SEE LINES 21, 22,23,24 AND 25 FOR DOLLARS MOVED FROM ESTIMATE 6811. PLEASE APPROVE

Status: Confirmed

Other
Other

Line No	Daypart (Program)	Daypart Code	Rate	C/T	Len	Total Spots	A35+		
							RTG	CPP	IMP(000) CPM
21	Sa 12:00 PM-3:30 PM (OSU V NORTHWESTERN)	WK	\$3,500.00	C	30	0 / 1	0.0 / 17.0	\$0.00 / \$205.86	
Weeks of: 10/31						Spots: +1			
22	Sa 7:00 PM-11:30 PM (NCAA FTBL)	WK	\$300.00	C	30	0 / 1	0.0 / 5.0	\$0.00 / \$60.00	
Weeks of: 10/31						Spots: +1			
23	Tu 8:00 PM-10:00 PM (BACHELOR IN PARADISE)	PT	\$175.00	C	30	0 / 1	0.0 / 2.0	\$0.00 / \$87.50	
Weeks of: 10/31						Spots: +1			
24	Su 12:35 AM-1:35 AM (MAJOR CRIMES)	LF	\$20.00	C	30	0 / 1	0.0 / 0.5	\$0.00 / \$40.00	
Weeks of: 10/31						Spots: +1			
25	MTuWThF 11:35 PM-12:35 AM (KIMMEL)	LF	\$35.00	C	30	0 / 1	0.0 / 0.5	\$0.00 / \$70.00	
Weeks of: 10/31						Spots: +1			
Totals For Changed Lines: (all lines listed above)						Spots: 0 / 5	Cost: \$0.00 / \$4,030.00	CPP & CPM: \$0.00 / \$161.20	\$0.00 / \$0.00
						GRP & GIMP(000): 0.0 / 25.0		0 / 0	
Totals For Overall Order: (includes entire order)						Spots: 66 / 71	Cost: \$8,855.00 / \$12,885.00	CPP & CPM: \$85.56 / \$100.27	\$0.00 / \$0.00
						GRP & GIMP(000): 103.5 / 128.5		0 / 0	