

Revision, Version 2

3738327

Agency: Strategic Media Placement
Office: Delaware
Client: 1358 - RSCC - OH SD33 Rulli
Product: 2042 - TV

Station: WYTV-TV
Order Type: Normal
Cancel Date:
Received in ePort: 10/7/2022 10:13:06 AM

Flight Start: 10/10/2022
Flight End: 11/13/2022
Hiatus:

Piggyback Product:

Estimate: 6759 - RSCC - OH SD33 Broadcast Flight 10.11-10.23

Airtime Dollars: \$15,995.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$15,995.00
Total Spots: 96

Primary Demo: A35+
Demo 2:
Demo 3:
GRP: 150.10
CPP: \$106.56
GIMP: 0
CPM: \$0.00

Local/National: Local
Rep Office: WYTV-TV
AE: Jim Dreistadt
Phone:
OrderID: 12079925
Status: Revised Pending Review

MarketShare:

Comments: Separation: 30
 PopulationBuyType: CPP

Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/10	10/17	10/24	10/31	11/7	Total Spots	A35+			
												Rtg	CPP	Imp	CPM
1	MTuWThF 6:30A-7A Daybreak 6AM	EM	\$125.00	C	30	3	4	0	0	0	7	1.80	\$69.44		
2	MTuWThF 7A-8A Good Morning America	EM	\$125.00	C	30	4	5	0	0	0	9	1.80	\$69.44		
3	MTuWThF 8A-9A Good Morning America	EM	\$125.00	C	30	4	5	0	0	0	9	1.80	\$69.44		
4	Sa 8A-10A Good Morning America Saturday	RT	\$100.00	C	30	0	0	0	0	0	0	1.30	\$0.00		
5	Su 8A-9A Good Morning America Sunday	RT	\$100.00	C	30	1	1	0	0	0	2	1.30	\$76.92		
6	Su 9A-10A This Week	RT	\$100.00	C	30	1	1	0	0	0	2	1.30	\$76.92		
7	MTuWThF 11A-12P The View	DT	\$65.00	C	30	4	4	0	0	0	8	2.10	\$30.95		
8	MTuWThF 1P-2P GMA3: What You Need To Know	DT	\$35.00	C	30	5	5	0	0	0	10	0.90	\$38.89		
9	MTuWThF 5:30P-6P Jeopardy	EN	\$50.00	C	30	2	4	0	0	0	6	0.80	\$62.50		
10	MTuWThF 6P-6:30P 33 News at 6PM	EN	\$250.00	C	30	4	5	0	0	0	9	1.50	\$166.67		

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Agency:	Strategic Media Placement	Station:	WYTV-TV	Order ID:	12079925
Client:	1358 - RSCC - OH SD33 Rulli	Product:	2042 - TV	Estimate:	6759 - RSCC - OH SD33 Broadcast Flight 10.11-10.23
Flight Start:	10/10/2022	Flight End:	11/13/2022	Received in ePort:	10/7/2022 10:13:06 AM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len						Total Spots	A35+		
						10/10	10/17	10/24	10/31	11/7		Rtg	CPP	Imp
11	MTuWThF 7P-7:30P 33 News at 7PM	PA	\$250.00	C	30	4	5	0	0	0	9	1.60	\$156.25	
12	MTuWThF 11P-11:35P 33 News at 11PM	LN	\$200.00	C	30	4	5	0	0	0	9	1.50	\$133.33	
13	Sa 11P-11:35P 33 News at 11PM	LN	\$150.00	C	30	1	0	0	0	0	1	1.80	\$83.33	
14	Su 11P-11:35P 33 News at 11PM	LN	\$150.00	C	30	0	1	0	0	0	1	2.20	\$68.18	
15	M 8P-10P Bachelor in Paradise Mon-ABC	PT	\$350.00	C	30	0	0	0	0	0	0	3.10	\$0.00	
16	M 10P-11P The Good Doctor-ABC	PT	\$350.00	C	30	0	1	0	0	0	1	2.80	\$125.00	
17	Th 9P-10P Grey's Anatomy-ABC	PT	\$475.00	C	30	0	0	0	0	0	0	3.90	\$0.00	
18	Su 7P-8P America's Funniest Home Videos-ABC	PT	\$350.00	C	30	0	1	0	0	0	1	5.30	\$66.04	
19	Su 10P-11P The Rookie-ABC	PT	\$225.00	C	30	0	1	0	0	0	1	2.90	\$77.59	
20	Sa 12P-3:30P ABC College Football Early Game	WK	\$300.00	C	30	0	0	0	0	0	0	3.80	\$0.00	
21	Sa 3:30P-7:30P ABC College Football Late Game	RT	\$300.00	C	30	0	0	0	0	0	0	4.50	\$0.00	
22	Sa 7:30P-11P ABC Saturday Night College Football	RT	\$300.00	C	30	0	0	0	0	0	0	5.20	\$0.00	
23	MTuWThF 5:30A-6A Daybreak 5AM	RT	\$75.00	C	30	0	1	0	0	0	1	1.50	\$50.00	
24	MTuWThF 12P-1P ICrime w/ Elizabeth Vargas / Law & Crime Daily	DT	\$20.00	C	30	2	3	0	0	0	5	0.80	\$25.00	
25	MTuWThF 11:35P-12:37A Jimmy Kimmel Live-ABC	LF	\$25.00	C	30	2	2	0	0	0	4	0.90	\$27.78	
26	Sa 12P-3:30P Ohio State Football Regular Season	WK	\$3,500.00	C	30	0	1	0	0	0	1	3.80	\$921.05	

Total Spots: 41 55 0 0 0

Total GRP: 60.5 89.6 0.0 0.0 0.0

Cash\$ - Spots: \$15,995.00 - 96 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$15,995.00 Total GRP - CPP: 150.1 - \$106.56 Total GIMP(000) - CPM: 0 - \$0.00