

New Order

3760619

Agency: Strategic Media Placement
Office: Delaware
Client: 1358 - RSCC - OH SD33 Rulli
Product: 2414 - Youngstown Broadcast Flight 10.31-11.8

Station: WYTV-TV
Order Type: Normal
Cancel Date:
Received in ePort: 10/28/2022 1:21:09 PM

Flight Start: 10/31/2022
Flight End: 11/13/2022
Hiatus:

Piggyback Product:

Estimate: 6865 - RSCC - OH SD33 Broadcast 10.31-11.8

Airtime Dollars: \$8,855.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$8,855.00
Total Spots: 66

Primary Demo: A35+

Local/National: Local
Rep Office: WYTV-TV
AE: Jim Dreistadt
Phone:
OrderID: 12145224
Status: Confirmed

Demo 2:
Demo 3:
GRP: 103.50
CPP: \$85.56
GIMP: 0
CPM: \$0.00

MarketShare:

Comments: Separation: 30
 PopulationBuyType: CPP
 Thank you!

Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/31	11/7	Total Spots	A35+			
									Rtg	CPP	Imp	CPM
1	MTuWThF 5:30A-6A Daybreak 5AM	RT	\$75.00	C	30	2	0	2	1.50	\$50.00		
2	MTuWThF 6A-6:30A Daybreak 6AM	EM	\$125.00	C	30	2	0	2	1.80	\$69.44		
3	MTuWThF 6:30A-7A Daybreak 6AM	EM	\$125.00	C	30	4	1	5	1.80	\$69.44		
4	MTuWThF 7A-8A Good Morning America	EM	\$125.00	C	30	5	1	6	1.80	\$69.44		
5	MTuWThF 8A-9A Good Morning America	EM	\$125.00	C	30	5	1	6	1.80	\$69.44		
6	Su 8A-9A Good Morning America Sunday	RT	\$100.00	C	30	1	0	1	1.30	\$76.92		
7	Su 9A-10A This Week	RT	\$100.00	C	30	1	0	1	1.30	\$76.92		
8	MTuWThF 11A-12P The View	DT	\$65.00	C	30	4	0	4	2.10	\$30.95		
9	MTuWThF 12P-1P ICrime w/ Elizabeth Vargas / Law & Crime Daily	DT	\$20.00	C	30	3	0	3	0.80	\$25.00		

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Agency:	Strategic Media Placement	Station:	WYTV-TV	Order ID:	12145224
Client:	1358 - RSCC - OH SD33 Rulli	Product:	2414 - Youngstown Broadcast Flight 10.31-11.8	Estimate:	6865 - RSCC - OH SD33 Broadcast 10.31-11.8
Flight Start:	10/31/2022	Flight End:	11/13/2022	Received in ePort:	10/28/2022 1:21:09 PM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/31 11/7		Total Spots	A35+			
						Rtg	CPP		Imp	CPM		
10	MTuWThF 1P-2P GMA3: What You Need To Know	DT	\$35.00	C	30	5	1	6	0.90	\$38.89		
11	MTuWThF 5:30P-6P Jeopardy	EN	\$50.00	C	30	4	1	5	0.80	\$62.50		
12	MTuWThF 6P-6:30P 33 News at 6PM	EN	\$250.00	C	30	5	1	6	1.50	\$166.67		
13	MTuWThF 7P-7:30P 33 News at 7PM	PA	\$250.00	C	30	5	1	6	1.60	\$156.25		
14	MTuWThF 11P-11:35P 33 News at 11PM	LN	\$200.00	C	30	5	1	6	1.50	\$133.33		
15	Su 11P-11:35P 33 News at 11PM	LN	\$150.00	C	30	1	0	1	2.20	\$68.18		
16	MTuWThF 11:35P-12:37A Jimmy Kimmel Live-ABC	LF	\$25.00	C	30	2	1	3	0.90	\$27.78		
17	M 10P-11P The Good Doctor-ABC	PT	\$350.00	C	30	1	0	1	2.80	\$125.00		
18	Su 7P-8P America's Funniest Home Videos-ABC	PT	\$350.00	C	30	1	0	1	5.30	\$66.04		
19	Su 10P-11P The Rookie-ABC	PT	\$225.00	C	30	1	0	1	2.90	\$77.59		
Total Spots:						57	9					
Total GRP:						90.9	12.6					
Cash\$ - Spots: \$8,855.00 - 66 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$8,855.00 Total GRP - CPP: 103.5 - \$85.56 Total GIMP(000) - CPM: 0 - \$0.00												