

Sep.12.2014 04:43 PM

PAGE. 7/ 8



EditHouse Productions, LLC

## AUBREY DUNN Oct 6 REVISED

Author: Kim Smith (Admin)

Schedule Date: 10/06/2014 - 10/12/2014  
 Advertiser: AUBREY DUNN  
 Product: Oct 6-12 REVISED  
 Agency: EDIT HOUSE PRODUCTIONS LL  
 Buyer: Kim Smith  
 Spot Length: :30  
 Proposal ID: 510

Acct. Exec: Kim Smith  
 Phone #: 505-896-3388  
 FAX #: 505-994-3453  
 Email: Kim@editthouse.net

Flight Dates: 10/06/2014-10/12/2014

Program Time	SpotLength(s)	OC	DMA HH RTG	DMA P50+ RTG	DMA P35+ RTG	DMA P18+ RTG	Wk	Rate Spots
<b>KOB+</b>		6						
EYEWIT NW 5-530a	:30	3	p2.6	p2.9	p2.4	p2.2	1	\$115.00
GRPs/Impressions			7.8	8.7	7.2	6.6		3
CPP/CPM			\$44.23	\$39.66	\$47.92	\$52.27		
Mo-Fr 5:00a-5:30a								
EYEWIT NW 530-6a	:30	3	p3.2	p4.0	p3.3	p2.8	1	\$180.00
GRPs/Impressions			9.6	12	9.9	8.4		3
CPP/CPM			\$56.25	\$45.00	\$54.55	\$64.29		
Mo-Fr 5:30a-6:00a								
EYEWIT NW 6-7a	:30	3	p5.0	p4.7	p4.0	p3.5	1	\$350.00
GRPs/Impressions			15	14.1	12	10.5		3
CPP/CPM			\$70.00	\$74.47	\$87.50	\$100.00		
Mo-Fr 6:00a-7:00a								
EYEWITNS NWS-10	:30	3	p5.0	p5.2	p4.5	p3.6	1	\$525.00
GRPs/Impressions			15	15.6	13.5	10.8		3
CPP/CPM			\$105.00	\$100.96	\$116.67	\$145.83		
Mo-Fr 10:00p-10:30p								
EYEWITNS NW-600	:30	1	p4.6	p7.4	p5.0	p4.1	1	\$250.00
GRPs/Impressions			4.6	7.4	5	4.1		1
CPP/CPM			\$54.35	\$33.78	\$50.00	\$60.98		
Sat 6:00p-6:30p								
EYEWITNS NWS-10	:30	1	p4.0	p4.5	p3.5	p2.9	1	\$450.00
GRPs/Impressions			4	4.5	3.5	2.9		1
CPP/CPM			\$112.50	\$100.00	\$128.57	\$155.17		
Sat 10:00p-10:30p								
EYEWITNS NEWS-5	:30	1	*6.7	*4.9	*3.8	*3.5	1	\$250.00
GRPs/Impressions			6.7	4.9	3.8	3.5		1
CPP/CPM			\$37.31	\$51.02	\$65.79	\$71.43		
Sun 4:30p-5:00p								
EYEWITNS NWS-10 (2)	:30	1	3.2	2.2	3.3	2.8	1	\$350.00
GRPs/Impressions			3.2	2.2	3.3	2.8		1
CPP/CPM			\$109.38	\$159.09	\$106.06	\$125.00		
Sun 9:30p-10:00p								
EYEWITNS NWS-10	:30	1	p4.5	p4.8	p4.8	p3.7	1	\$500.00
GRPs/Impressions			4.5	4.8	4.8	3.7		1
CPP/CPM			\$111.11	\$104.17	\$104.17	\$135.14		
Sun 10:00p-10:30p								
<b>KOB+ Totals</b>		17						\$5,310.00
GRP/(000)			70.4	74.2	63.0	53.3	Spts:	17
CPP/CPM:			\$75.43	\$71.56	\$84.29	\$99.62		
Reach:			34.2	35.6	30.9	26.1		
Frequency:			2.1	2.1	2.0	2.0		

Note: Asterisk (\*) Indicates manual adjustment of estimate.

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09/12/2014 3:37:06 PM

Page 3 of 3