

Client: LAWSON FOR SOS (IN)  
 Product:  
 Campaign: Campaign 09/08/2014 8:17 am

### Station Order

SmartPlus

Rev #: 0  
 Flight From: 10/20/2014 to 10/26/2014

Buyer Name: Administrative Login  
 Sweeps: Share Jul 2014 -> HUT/PUT Jul 14

Estimate No.:  
 Contract No.:  
 Job No.:

Actg. Order No.: 1976  
 WS Order No.: 2977  
 Contract No.:

Market: INDIANAPOLIS  
 Station: WXIN  
 Station Contact:

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Primary Rate/ Total	Secondary Rate/ Total	Oct 20	Oct 21	Oct 22	Oct 23	Oct 24	Oct 25	Oct 26	Total Spots	CDMA P 35+ (R)
1	MTWRF-- 06:00A-07:00A	EM 30	FOX59 AMNWS 6A	\$320.00 \$960.00	\$272.00 \$816.00	1		1		1			3	2.0
2	MTWRF-- 07:00A-09:00A	EM 30	FOX59 AMNWS 7A	\$215.00 \$1,075.00	\$182.75 \$913.75	1	1	1	1	1			5	2.7
3	MTWRF-- 04:00P-05:00P	EF 30	NEWS AT 4P	\$200.00 \$600.00	\$170.00 \$510.00	1		1		1			3	3.7
4	MTWRF-- 05:00P-06:00P	EF 30	FOX59-1ST AT 5	\$240.00 \$480.00	\$204.00 \$408.00		1		1				2	2.8
5	MTWRF-- 06:00P-07:00P	EN 30	FOX 43 NWS 6PM	\$180.00 \$540.00	\$153.00 \$459.00	1		1		1			3	2.1
6	MTWRF-- 10:00P-10:30P	PR 30	FOX2NWS AT10PM	\$750.00 \$3,750.00	\$637.50 \$3,187.50	1	1	1	1	1			5	4.2
7	M----- 09:00P-10:00P	PR 30	SLEEPY HOLLOW	\$1,800.00 \$1,800.00	\$1,530.00 \$1,530.00	1							1	3.5
8	--R-- 08:00P-09:00P	LF 30	BONES	\$1,300.00 \$1,300.00	\$1,105.00 \$1,105.00				1				1	3.2
9	---S- 09:00A-10:00A	WE 30	FOX59MNG	\$225.00 \$225.00	\$191.25 \$191.25						1		1	3.9
10	---S- 10:00P-10:30P	PR 30	FOX59 NEWS	\$450.00 \$450.00	\$382.50 \$382.50						1		1	2.9
11	---Su 09:00A-10:00A	WE 30	FOX59MNG	\$200.00 \$200.00	\$170.00 \$170.00							1	1	3.7
12	---Su 10:00P-10:35P	WE 30	FOX59 LATE NEW	\$600.00 \$600.00	\$510.00 \$510.00							1	1	4.1
				<u>\$11,980.00</u>		6	3	5	4	5	2	2	27	

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 Date: 10/15/2014

Advertiser: LAWSON FOR SOS (IN)  
 Campaign: Campaign 09/08/2014 8:17 am

**Station Order**  
 INDIANAPOLIS - TV

Station: WXIN

Item#	Days/ Times	DP/ Len	Program Title/ Commi Tag	Primary Rate/ Total	Secondary Rate/ Total	Oct 20	Oct 21	Oct 22	Oct 23	Oct 24	Oct 25	Oct 26	Total Spots	CDMA P 35+ (R)
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Monthly Totals

Month	Spots	GRP/GRIs	Dollars	CPP/CPM	Dollars	CPP/CPM
	27	84.8	\$11,980.00	\$141.27	\$10,183.00	\$120.08
	27	84.8	\$11,980.00	\$141.27	\$10,183.00	\$120.08