



Republicans for the Rule of Law - News Scatter

A Proposal for

Barry Rubin
VP

Longwell Partners

Republicans for the Rule of Law

Account Executive

Chris D'Ablemont

Date

5/11/2020

Republicans for the Rule of Law - News Scatter - Q2 2020

Client	Republicans for the Rule of Law	Budget	\$10,500
Agency	Longwell Partners	(Primary Demo) HH CPM	\$11.97
Brand	Voting	Quarter	Q2 2020
Primary Demo	HH	Account Executive	Chris D'Ablemont
Secondary Demos	P25-54, P35-64	Equivalized	Y
Notes	Fri ONLY		

Daypart	DOW	Length	Units	National Rating	Demo	CPM	VPVH	Imps (000)	Unit Rate	Total Imps (000)	Total National GRPs	Total \$'s
Morning (5a-9a)	F	:30	1	0.7	HH	\$11.97	1.000	877	\$10,500	877	0.7	\$10,500
				0.3	P25-54	\$33.08	0.362	317		317	0.3	
				0.4	P35-64	\$20.75	0.577	506		506	0.4	

Mix	HH (Primary)	HH
Morning (5a-9a)	100%	100%
Midday News (12-2p)TZA	0%	0%
Evening News (4p-7p)TZA	0%	0%
Weekend News (12n-6p)TZA	0%	0%
Late News (10p-11:30p)TZA	0%	0%

Totals	CPP	Imps (000)	GRPs	Dollar/AUR/CPM
Gross Dollars				\$10,500
EQV: 30 Units				1
EQV :30 Avg Unit Rate				\$10,500
HH	\$14,439.00	877	0.7	\$11.97
HH	\$14,440.30	877	0.7	\$11.97

All totals expressed as eqv :30 units

Pricing inventory valid for 48 hours after date of issuance.

Republicans for the Rule of Law - News Scatter - Q2 2020 Flowchart

Advertiser	Republicans for the Rule of Law / -- --	Budget	\$10,500	Contract	-- --
Agency / Code	Longwell Partners / -- --	CPMs HH / HH	\$11.97 / \$11.97	Network	-- --
Brand	Voting	CPPs HH / HH	\$14,440.30 / \$14,440.30	Quarter	Q2 2020
Estimates/Package	-- -- / -- --	Primary Demo	HH	Equivalized	Y
Product	-- --	Secondary Demos	P25-54, P35-64	Account Executive	Chris D'Ablemont
Notes	Fri ONLY				

Daypart	DOW	Length	Brand	Estimates/ Package	Product	Unit Rate	3/30	4/6	4/13	4/20	4/27	5/4	5/11	5/18	5/25	6/1	6/8	6/15	6/22	Total Units	Gross Dollars
Morning (5a-9a)	F	:30	Voting	-- / -- --	--	\$10,500							1							1	\$10,500
						Totals Units							1							1	\$10,500
						HH Imps (000)							877								877
						Weekly % HH Imps (000)							100%								
						HH GRPs							0.7								0.7
						Weekly % HH GRPs							100%								
						HH Imps (000)							877								877
						Weekly % HH Imps (000)							100%								
						HH GRPs							0.7								0.7
						Weekly % HH GRPs							100%								

Rank	Market	% US Covg	Rank	Market	% US Covg
7.	Washington, DC (Hagrstwn)	2.20%	93.	El Paso (Las Cruces)	0.28%
13.	Seattle-Tacoma	1.65%	97.	Myrtle Beach-Florence	0.26%
15.	Minneapolis-St. Paul	1.59%	98.	South Bend-Elkhart	0.26%
22.	Portland, OR	1.04%	99.	Tri-Cities, TN-VA	0.26%
23.	St. Louis	1.03%	100.	Greenville-N.Bern-Washngtn	0.25%
24.	Pittsburgh	1.01%	102.	Boise	0.24%
26.	Baltimore	0.97%	104.	Reno	0.24%
27.	Raleigh-Durham (Fayetvle)	0.96%	106.	Johnstown-Altoona-St Colge	0.23%
28.	Nashville	0.92%	107.	Lincoln & Hastings-Krny	0.23%
30.	Salt Lake City	0.89%	109.	Tallahassee-Thomasville	0.22%
31.	San Antonio	0.86%	117.	Eugene	0.20%
34.	Columbus, OH	0.82%	118.	Yakima-Pasco-Rchlnd-Knnwck	0.20%
35.	Milwaukee	0.78%	119.	Macon	0.20%
36.	West Palm Beach-Ft. Pierce	0.77%	121.	Traverse City-Cadillac	0.20%
37.	Cincinnati	0.77%	125.	Bakersfield	0.19%
38.	Greenvll-Spart-Ashevl-And	0.74%	128.	Corpus Christi	0.18%
39.	Las Vegas	0.69%	131.	Chico-Redding	0.16%
40.	Austin	0.69%	132.	Amarillo	0.15%
47.	Harrisburg-Lncstr-Leb-York	0.60%	135.	Medford-Klamath Falls	0.14%
42.	Norfolk-Portsmth-Newpt Nws	0.64%	137.	Columbia-Jefferson City	0.14%
43.	Oklahoma City	0.62%	143.	Beaumont-Port Arthur	0.13%
44.	Birmingham (Ann and Tusc)	0.62%	148.	Sioux City	0.12%
45.	Grand Rapids-Kalmzoo-B.Crk	0.61%	150.	Rochester, NY	0.12%
49.	Greensboro-H.Point-W.Salem	0.59%	154.	Albany, GA	0.11%
52.	Buffalo	0.54%	156.	Gainesville	0.11%
54.	Richmond-Petersburg	0.52%	157.	Wheeling-Steubenville	0.11%
55.	Fresno-Visalia	0.51%	163.	Missoula	0.09%
56.	Providence-New Bedford	0.51%	164.	Abilene-Sweetwater	0.09%
57.	Mobile-Pensacola (Ft Walt)	0.48%	174.	Quincy-Hannibal-Keokuk	0.08%
58.	Tulsa	0.48%	186.	Butte-Bozeman	0.06%
59.	Albany-Schenectady-Troy	0.47%	195.	San Angelo	0.05%
60.	Wilkes Barre-Scranton-Hztn	0.47%	197.	Eureka	0.04%
62.	Little Rock-Pine Bluff	0.44%	201.	Ottumwa-Kirksville	0.03%
63.	Dayton	0.42%			
67.	Green Bay-Appleton	0.37%			
68.	Des Moines-Ames	0.37%			
69.	Roanoke-Lynchburg	0.36%			
70.	Spokane	0.36%			
71.	Omaha	0.36%			
72.	Wichita-Hutchinson Plus	0.35%			
74.	Charleston-Huntington	0.34%			
75.	Columbia, SC	0.34%			
77.	Flint-Saginaw-Bay City	0.34%			
79.	Portland-Auburn	0.33%			
80.	Toledo	0.32%			
81.	Madison	0.32%			
84.	Paducah-Cape Girard-Harsbg	0.31%			
87.	Syracuse	0.30%			
88.	Champaign&Sprngfld-Decatur	0.30%			
89.	Savannah	0.29%			
90.	Cedar Rapids-Wtrlo-IWC&Dub	0.29%			
91.	Charleston, SC	0.29%			
92.	Chattanooga	0.29%			

Pricing inventory valid for 48 hours after date of issuance.

Station/market list is for all dayparts combined, station/market lineups may vary by daypart