

Tracy Winbush Youngstown Mayor suggested schedule :15s

Author: Jim Dreistadt

Proposal ID: 202921
 Market: YOUNGSTOWN [119]
 Station: WKBN
 Schedule Date: 10/25/2021 - 11/2/2021
 Advertiser: Tracy Winbush Youngstown Mayor
 Agency: Committee to elect Tracy Winbush
 Spot Length(s): :15
 Report: Planner

Acct. Exec: Jim Dreistadt
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 Email: Jim.Dreistadt@wkbn.com

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Flight Dates: 10/25/2021-11/2/2021

| Program Time | Spot Length | OC | NO | CS-A35+ CS.000 | W k s | Rate Spots |
|----------------------|-------------|----|----|-------------------|-------------|-----------------|
| | | 25 | 1 | 000 | | |
| WYTV | | | | | | |
| Daybreak 5AM | :15 | 5 | 2 | 2.4 | 2 | \$10.00 |
| GRPs/Impressions | | | | 16.8 | | 7 |
| SHR | | | | 8.9 | | |
| CPP/CPM | | | | \$4.17 | | |
| Mo-Fr 5:00a-6:00a | | | | | | |
| Daybreak 6AM | :15 | 2 | 1 | 3.9 | 2 | \$25.00 |
| GRPs/Impressions | | | | 11.7 | | 3 |
| SHR | | | | 10.4 | | |
| CPP/CPM | | | | \$6.41 | | |
| Mo-Fr 6:00a-7:00a | | | | | | |
| Good Morning America | :15 | 5 | 2 | 4.1 | 2 | \$25.00 |
| GRPs/Impressions | | | | 28.7 | | 7 |
| SHR | | | | 8.4 | | |
| CPP/CPM | | | | \$6.10 | | |
| Mo-Fr 7:00a-9:00a | | | | | | |
| 33 News at 6PM | :15 | 3 | 1 | 4.4 | 2 | \$35.00 |
| GRPs/Impressions | | | | 17.6 | | 4 |
| SHR | | | | 4.8 | | |
| CPP/CPM | | | | \$7.95 | | |
| Mo-Fr 6:00p-6:30p | | | | | | |
| WYTV Totals | | 15 | 6 | | | \$460.00 |
| | | | | GRP/(000) | | Spts: 21 |
| | | | | CPP/CPM: | | |
| | | | | Reach: | | |
| | | | | Frequency: | | |

Total Cost: \$1,165.00

Agency Commission @ 15% \$174.75

Net Cost: \$990.25

Signature _____