

3253515

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
 Phone #: 330-781-7070
 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)		74.8		Spts: 21
		CPP/CPM:		\$6.15		
		Reach:		18.6		
		Frequency:		2.1		

Total Cost:	\$1,165.00	
Agency Commission @ 15%	\$174.75	
Net Cost:	\$990.25	Signature _____