



125 West 55th St
New York, NY 10019

Contract # 27879957 **Changes as of:** 8/12/2022 at 1:03 PM **Version:** Current State Version 2
CPE: 1326/1371/11294 **Flight:** 8/16/22 - 8/22/22 **Station:** WYTV **Con Type:** POLITICAL/VOTE
Agency: Sena Kozar Strategies **Advertiser:** Friends of Whaley - Stephens **Market:** Youngstown-Warren **Total \$:** \$2,695.00
1322 G St, SE **Product:** Candidate **Office:** WASHINGTON **Total Spots:** 46
Washington, DC 20003 **Agency Order #:** 11910790 **Service:** Nielsen **Total CPP:** \$0.00
Buyer: Certo, Michele **Primary Demo:** Adults 35+ **Total GRP:**
Salesperson: SHANNAN YALLOF **Assistant:** SHANNAN YALLOF 212-373-8131
Separation: EST 11294
Comments: Separation: 30;PopulationBuyType: CPP

#	Day/Time	DP	Program	Rate	A35P Rating	Len	8/16 - 8/22							Total Spots	Total \$	CPP*	GRP*
							8/16	8/17	8/18	8/19	8/20	8/21	8/22				
1	Tu-F,M 6:30a-7a		Daybreak 6AM	175 \$87.50	0	15	2	0	0	0	0	0	2	4	\$350.00	\$0.00	0.0
	[BOOKENDS] Changes: Len from 15 to 15B																
2	Tu-F,M 7a-8a		Good Morning America	175 \$87.50	0	15	0	0	2	0	0	0	0	2	\$175.00	\$0.00	0.0
	[BOOKENDS] Changes: Len from 15 to 15B																
3	Sa 9a-10a		Good Morning America Saturday	125 \$62.50	0	15	0	0	0	0	2	0	0	2	\$125.00	\$0.00	0.0
	[BOOKENDS] Changes: Len from 15 to 15B																
4	Su 9a-10a		This Week	125 \$62.50	0	15	0	0	0	0	0	2	0	2	\$125.00	\$0.00	0.0
	[BOOKENDS] Changes: Len from 15 to 15B																
5	Tu-F,M 9a-10a		Rachael Ray	50 \$25.00	0	15	2	2	0	2	0	0	2	8	\$200.00	\$0.00	0.0
	[BOOKENDS] Changes: Len from 15 to 15B																
6	Tu-F,M 10a-11a		Drew Barrymore	50 \$25.00	0	15	0	2	0	0	0	0	0	2	\$50.00	\$0.00	0.0
	[BOOKENDS] Changes: Len from 15 to 15B																
7	Tu-F,M 11a-12n		The View	75 \$37.50	0	15	0	0	2	2	0	0	2	6	\$225.00	\$0.00	0.0
	[BOOKENDS] Changes: Len from 15 to 15B																
8	Tu-F,M 1p-2p		GMA3: What You Need To Know	50 \$25.00	0	15	2	0	0	0	0	0	0	2	\$50.00	\$0.00	0.0
	[BOOKENDS] Changes: Len from 15 to 15B																
9	Tu-F,M 2p-3p		General Hospital	75 \$37.50	0	15	0	2	0	2	0	0	0	4	\$150.00	\$0.00	0.0
	[BOOKENDS] Changes: Len from 15 to 15B																
10	Tu-F,M 5:30p-6p		Jeopardy	75 \$37.50	0	15	0	0	2	0	0	0	0	2	\$75.00	\$0.00	0.0
	[BOOKENDS] Changes: Len from 15 to 15B																
11	Tu-F,M 6p-6:30p		33 News at 6PM	300 \$150.00	0	15	0	2	0	0	0	0	0	2	\$300.00	\$0.00	0.0
	[BOOKENDS] Changes: Len from 15 to 15B																



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1322 G St, SE	Product: Candidate	Office: WASHINGTON
Washington, DC 20003	Agency Order #: 11910790	Service: Nielsen
	Buyer: Certo, Michele	Primary Demo: Adults 35+
	Salesperson: SHANNAN YALLOF	Assistant: SHANNAN YALLOF
	212-373-8131	212-373-8131
Separation:		
		Con Type: POLITICAL/VOTE
		Total \$: \$2,695.00
		Total Spots: 46
		Total CPP: \$0.00
		Total GRP:

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							8/16	8/17	8/18	8/19	8/20	8/21	8/22				
12	Sa 6p-6:30p		33 News at 6PM	100 \$100.00	0	15	0	0	0	0	2	0	0	2	\$200.00	\$0.00	0.0
	[BOOKENDS] Changes: Len from 15 to 15B																
13	Tu-F,M 7:30p-8p		Entertainment Tonight	135 \$67.50	0	15	2	0	0	2	0	0	0	4	\$270.00	\$0.00	0.0
	[BOOKENDS] Changes: Len from 15 to 15B																
14	Sa 11p-11:35p		33 News at 11PM	200 \$100.00	0	15	0	0	0	0	2	0	0	2	\$200.00	\$0.00	0.0
	[BOOKENDS] Changes: Len from 15 to 15B																
15	Su 11p-11:35p		33 News at 11PM	200 \$100.00	0	15	0	0	0	0	0	2	0	2	\$200.00	\$0.00	0.0
	[BOOKENDS] Changes: Len from 15 to 15B																
TOTALS:							8	8	6	8	6	4	6	46	\$2,695.00	\$0.00	0.0



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	Separation:	
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		Total CPP: \$0.00
		Total GRP:

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
08/12/22 1:03 PM	SHANNAN YALLOF	Separation: 30;PopulationBuyType: CPP
08/12/22 1:03 PM	SHANNAN YALLOF	Separation: 30;PopulationBuyType: CPP

Competitive Information	
Market Budget:	\$22,458
WYTV Share:	12%
Comment:	
EYTV:	1%
WKBN:	29%
WYFX:	10%
Unknown:	48%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	46	\$2,695.00	N/A	0.0
Total	100%	46	\$2,695.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2022-Aug	46	\$2,695.00
Total	46	\$2,695.00

Transaction History							
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$
Revision	8/12/22 1:03 PM	SHANNAN YALLOF	Revised			\$0	\$2,695.00
New	8/12/22 1:02 PM	SHANNAN YALLOF	New	46		\$2,695.00	\$2,695.00

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