



125 West 55th St
New York, NY 10019

Contract # 26223857 **Changes as of:** 10/18/2018 at 4:25 PM **Version:** Highlighting Makegood 1 **Status:** Accepted
CPE: 336/423/5931 **Flight:** 10/17/18 - 10/23/18 **Station:** KOB
Agency: STRATEGIC MEDIA **Advertiser:** BUEHLER, KNUTE **Market:** Medford-Ashland **Con Type:** POLITICAL/VOTE
Services: 1911 NORTH FT MYER **Product:** Candidate **Office:** PHILADELPHIA **Total Spots:** 68
DRIVE: SUITE 400 **Agency Order #:** 7856493 **Service:** Nielsen **Total CPP:** \$0.00
ARLINGTON, VA **Buyer:** Osborne, TJ **Primary Demo:** **Total GRP:**
20009 **Salesperson:** SHEPARD RITZEN **Assistant:** SHEPARD RITZEN **Traffic #:** 25916
215-567-7950 **215-567-7950**

Separation:

Comments: Pls advise if any of the rates won't work...I already know Sa 6p news should be \$75 for LUR, not \$50....anything else? Separation: 30

#	Day/Time	DP	Program	Rate	Len	10/17 - 10/23							Total Spots	Total \$	CPP*	GRP*
						10/17	10/18	10/19	10/20	10/21	10/22	10/23				
MSD 2	W-F,M-Tu 5:30a-6a		NBC5 NW@5:30AM	\$15.00	30	0	1	0	0	0	1	0	1	\$15.00	\$0.00	0.0
Target 200345 Index: 100. Nielsen: 0.7																
MSD 5	W-F,M-Tu 10a-11a		TD-KL&HODA-NBC	\$10.00	30	1	1	1	0	0	1	1	4	\$40.00	\$0.00	0.0
Target 200345 Index: 97. Nielsen: 1.2																
MSD 9	W-F,M-Tu 7:30p-8p		ACCESS<	\$50.00	30	1	1	1	0	0	1	1	2	\$100.00	\$0.00	0.0
Target 200345 Index: 100. Nielsen: 1.7																
MSD 13	W-F,M-Tu 11:35p-12:35a		TONITE SHW-NBC<	\$30.00	30	2	1	2	1	0	2	2	7	\$210.00	\$0.00	0.0
Target 200345 Index: 109. Nielsen: 1																
MSD 16	Sa 6p-6:30p		NBC5 SAT 6PM	\$50.00	30	0	0	0	1	0	0	0	0	\$0.00	\$0.00	0.0
Target 200345 Index: 80. Nielsen: 1.3																
MGD 17	Sa 5:30p-6p		NBC Nightly News Saturday	\$100.00	30	0	0	0	1	0	0	0	1	\$100.00	\$0.00	0.0
MGD 18	Sa 6p-6:30p		NBC5 SAT 6PM	\$115.00	30	0	0	0	1	0	0	0	1	\$115.00	\$0.00	0.0
Target 200345 Index: 80. Nielsen: 1.3																
MGD 19	Su 8:30p-9p		NBC5 News at 8:30pm	\$100.00	30	0	0	0	0	1	0	0	1	\$100.00	\$0.00	0.0
MGD 20	W-F,M-Tu 5:30a-6a		NBC5 NW@5:30AM	\$23.00	30	0	0	0	0	0	0	1	1	\$23.00	\$0.00	0.0
Target 200345 Index: 100. Nielsen: 0.7																
MGD 21	W-F,M-Tu 6p-6:30p		NBC5 NWS @6PM<	\$115.00	30	0	0	0	0	0	1	0	1	\$115.00	\$0.00	0.0
Target 200345 Index: 87. Nielsen: 2.8																
MGD 22	W-F,M-Tu 9a-10a		Megyn	\$38.00	30	0	0	0	0	0	0	1	1	\$38.00	\$0.00	0.0
MGD 23	W-F,M-Tu 6:30p-7p		630p News	\$115.00	30	0	0	0	0	0	0	1	1	\$115.00	\$0.00	0.0
MGD 24	W-F,M-Tu 5a-5:30a		News	\$15.00	30	0	0	0	0	0	0	1	1	\$15.00	\$0.00	0.0
TOTALS:														68	\$4,326.00	\$0.00

Makegood Comments

Date/Time	Action	Added by	Comment
10/18/18 4:41 PM	Accepted	SHEPARD RITZEN	added in \$306 missed from #5756 / #26218003