



YES ON 766 OKC ADD ON

10/31/2012

Client: CMA Strategies
Media: TV
Product: CMA Strategies
Market: Oklahoma City
Flight Date: 10/28/2012-11/6/2012

Estimate: 2239
Description: CMA YES ON 766 ADDITIONAL TV
Survey: Nov12 Proj. (Nov11 HUT, May12 SHR) DMA Nielsen Live+SD
Buyer: Jennifer Manning

# of SPOTS PER DAY																	Total Spots	STN Gross Cost	CPP
Station	Day	DP	Time	Program	Adults 55+ RTG	Dur	10/28	10/29	10/30	10/31	11/1	11/2	11/3	11/4	11/5	11/6			
KOKH-TV	M-F	LN	9:00p- 9:50p	FOX PRM NEWS@9<	3.4	30	0	0	2	0	0	0	0	0	0	0	2	\$450.00	\$132.35
	Su	WK	12:00p- 6:00p	NFL	8.0	30	2	0	0	0	0	0	0	0	0	0	2	\$1,200.00	\$150.00
	M	RT	7:00p-10:30p	MLB World Series	12.0	30	0	2	0	0	0	0	0	0	0	0	2	\$1,000.00	\$83.33
Station Total:					46.8												6	\$5,300.00	

Disclaimer: Visual Image Advertising (Agency) acts solely as agent for the Advertiser herein named according to specific authorization signed and given to the Agency by the Advertiser. The Advertiser having accepted full liability, the Agency is hereby relieved of personal liability for space, time, printing, and/or other items ordered under the Advertiser's authorization. Unless otherwise set forth by the Agency on the face of this form, the Publisher agrees to hold the Agency solely liable for payment to the extent proceeds have cleared from the Advertiser to the Agency for advertising published in accordance with the contract. For sums owing but not cleared to the Agency, the Publisher agrees to hold the Advertiser herein named solely liable. The Agency undertakes to collect and forward moneys due the Publisher under this order, with diligence and good faith.

In the absence of written acceptance of this contract, insertion of an advertisement scheduled herein shall be construed as acceptance of these terms. The Publisher shall carefully inspect plates, films, hard copies, digital files via proofs, etc. on arrival and use same only if found in perfect condition. The Agency shall be notified at once of imperfections and the given insertion or insertions suspended pending receipt of the Agency's further instructions.

Please confirm receipt of this order by signing and returning copy attached. Invoices to Agency are required, plus tear sheets of published ads. Agency order number must appear on invoice.



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Spots Per Week							2	2	2	0	0	0	0	0	0	0	6		
Cost Per Week							2,400	2,000	900	0	0	0	0	0	0	0	5,300		
TRPs Per Week							16.0	24.0	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	46.8		

SCHEDULE TOTALS

TOTAL SPOTS: 6
TOTAL COST: \$5,300.00
TOTAL Adults 55+ TRPs: 46.8
TOTAL Adults 55+ CPP: \$113.25
TOTAL Adults 55+ Reach Pct/Frequency: 30.3%/1.5

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Agreed to and Accepted by:
