

Buy Detail Report

Revision #: Date: 10/6/2016
8:34 PM

Client: Caldwell for Mayor
Media: TV
Product: Caldwell for Mayor
Market: Honolulu

Estimate: 3604
Description: Caldwell TV 10.10-10.16
Flight Start Date: 10/10/2016 03:00 AM
Flight End Date: 10/16/2016 11:59 PM
Survey: May16 DMA Nielsen Live+1
Buyer: Janel Masatsugu

Vendor: KFVE-S2
420 Waiakamilo Rd
Suite 205
Honolulu, HI 96817
Contact: Lehua Watson
E-Mail: LWatson@kfve.com
Phone: 808-847-9317

Send Billing To: Anthology Marketing Group
1003 Bishop St., 9th Floor, Pauahi Tower
Honolulu, HI 96813
Phone: (808) 544-3000

Separation between spots: 30

1598762

Affiliation: Independent

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 10/10	Total Spots
KFVE-S2							
26	MTuWThF 6:30p- 7:00p HNN AT 6:30P	PA ^{PH}	\$200.00	\$170.00	30	5	5
27	MTuWThF 9:00p- 9:30p HNN AT 9P	PT ^{PH}	\$450.00	\$382.50	30	2	2
						Total Spots:	7
Total Cost:			\$1,900.00	\$1,615.00			7

Signature: _____

Disclaimer:

Buy Detail Report

Summary by Station/Month

Date: 10/6/2016

8:34 PM

Client: Caldwell for Mayor

Media: TV

Product: Caldwell for Mayor

Market: Honolulu

Estimate: 3604

Description: Caldwell TV 10.10-10.16

Flight Start Date: 10/10/2016 03:00 AM

Flight End Date: 10/16/2016 11:59 PM

Survey: May16 DMA Nielsen Live+1

Buyer: Janel Masatsugu

Send Billing To: Anthology Marketing Group

1003 Bishop St., 9th Floor, Pauahi Tower

Honolulu, HI 96813

Phone: (808) 544-3000

Separation between spots: 30

Station	Month	Total Spots	STN Gross	PCT	STN Net	PCT
KFVE-S2						
	OCT 16	7	\$1,900.00	100%	\$1,615.00	100%
Market Total:						
	OCT 16	7	\$1,900.00	100%	\$1,615.00	100%
		7	\$1,900.00		\$1,615.00	