

30%

State / House / Other

New Order - Pol Candidate

Buy Detail Report

Revision #: Date: 10/30/2015

AE - Margaret

Client: AL Media

Estimate: 4881

Media: TV

Description: MURPHY FOR DELEGATE

Product: Kathleen Murphy

Flight Start Date: 10/26/2015 05:00 AM

Market: Washington, DC

Flight End Date: 11/3/2015 04:59 AM

Primary Demo: Adults 35+

Separation between spots: 30

Buyer: Paula Hambrick

WJ# 601901

Estimate Comments: SCHEDULE TO RUN SATURDAY OCT 31 THRU TUESDAY NOV 3 12 NOON CUTOFF

Daypart Program	Daypart Code	STN Gross	Dur	Wks 10/26 11/2	Total Spots	Adults 35+ Rtg/CPP
WRC-TV						
M 4:00p-5:00p NEWS	EF	\$750.00	30	0 1	1	2.4 \$312.50
M 5:00p-6:00p NEWS	EN	\$950.00	30	0 1	1	3.5 \$271.43
M 6:00p-6:30p NEWS	EN	\$1,200.00	30	0 1	1	4.0 \$300.00
MTu 6:00a-7:00a NEWS	EM	\$1,100.00	30	0 1	1	2.9 \$379.31
MTu 7:00a-9:00a TODAY	EM	\$1,250.00	30	0 2	2	2.5 \$500.00
MTu 11:00a-12:00p NEWS	D	\$250.00	30	0 1	1	1.0 \$250.00
MTu 2:00p-3:00p HARVEY	D	\$400.00	30	0 1	1	1.0 \$400.00
M 11:35p-12:35a TONITE	LF	\$950.00	30	0 1	1	1.5 \$633.33
Sa 7:00a-9:00a TODAY	EM	\$1,200.00	30	1 0	1	3.5 \$342.86
Su 7:00a-8:00a NEWS	EM	\$650.00	30	1 0	1	3.3 \$196.97
Su 8:00a-9:00a NEWS	EM	\$1,100.00	30	1 0	1	3.3 \$333.33

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Daypart Program	Daypart Code	STN Gross	Dur	Wks 10/26	11/2	Total Spots	Adults 35+ Rtg/CPP
WRC-TV							
Su 9:00a-10:30a NEWS	EM	\$850.00	30	1	0	1	2.9 \$293.10
Su 6:00p- 6:30p NEWS	EN	\$800.00	30	1	0	1	2.4 \$333.33
Total Spots:						14	
Total GRP/GIMP(000):						15.4	36.7
Total CPP/CPM:						21.3	\$346.05
Total Cost:		\$12,700.00					
Station Monthly Summary							