



125 West 55th St  
New York, NY 10019

**Contract #** 28311679      **Changes as of:** 2/12/2024 at 5:30 PM      **Version:** Current State Version 4  
**CPE:** 340/381/3982      **Flight:** 12/25/23 - 12/31/23      **Station:** WFFF      **Con Type:** POLITICAL/NOTE  
**Agency:** VENTURA MEDIA PARTNERS      **Advertiser:** NIKKI HALEY FOR PRESIDENT      **Market:** Burlington-Plattsburgh      **Total \$:** \$2,870.00  
 15260 Ventura Blvd      **Product:** Haley for President      **Office:** LOS ANGELES      **Total Spots:** 24  
 Suite 1240      **Agency Order #:** 13040063      **Service:** Nielsen      **Total CPM:** \$96.96  
 Sherman Oaks, CA 91403      **Buyer:** Iadanza, Julie      **Primary Demo:** Adults 55+      **Total GRP:** 29.6  
**Salesperson:** MARK DEUTSCH      **Assistant:** MARK DEUTSCH2      **Traffic #:** 4252083  
 323-966-5272      323-966-5272

**Comments:** #3982 12/25-12/31 - please confirm all rates are at the Lowest Unit Rate in that program. TY:Separation: 30;PopulationBuyType: CPP

#	Day/Time	DP	Program	Rate	A55P Rating	Len	12/25 - 12/25		Total Spots	Total \$	CPP*	GRP*
							12/25	12/25				
1	M-F 7:30p-8p		Big Bang Theory	\$125.00	1.1	30	0	0	0	\$0.00	\$113.64	0.0
2	M-F 10p-11p		Local 44 News @ 10PM	\$100.00	0.6	30	0	0	0	\$0.00	\$166.67	0.0
3	Su 9a-10a		Fox News Sunday	\$35.00	0.2	30	0	0	0	\$0.00	\$175.00	0.0
4	Su 12n-1p		FOX NFL Sunday Pre-Game	\$200.00	1.0	30	0	0	0	\$0.00	\$200.00	0.0
5	Su 1p-4p		FOX NFL Sunday Early	\$800.00	3.1	30	0	0	0	\$0.00	\$258.06	0.0
6	Su 4:05p-7:30p		FOX NFL Sunday Late	\$1,200.00	5.1	30	0	0	0	\$0.00	\$235.29	0.0
7	Su 1p-4p		FOX NFL Sunday Early	\$800.00	3.1	30	0	0	0	\$0.00	\$258.06	0.0
8	Su 12n-1p		FOX NFL Pregame	\$300.00	2.0	30	0	0	0	\$0.00	\$150.00	0.0
9	Sa 11a-1:12p		FOX NFL Kickoff	\$175.00	1.5	30	0	0	0	\$0.00	\$116.67	0.0
10	Sa 7p-9p		College Basketball	\$100.00	0.5	30	2	2	2	\$200.00	\$200.00	1.0
11	Sa 12n-4p		College Basketball	\$50.00	0.5	30	4	4	4	\$200.00	\$100.00	2.0
12	W 7:30p-8p		2023 CFB Holiday Bowl Pregame	\$50.00	1.0	30	1	1	1	\$50.00	\$50.00	1.0
13	W 8p-11p		2023 CFB Holiday Bowl	\$100.00	1.5	30	0	0	0	\$0.00	\$66.67	0.0
14	M-F 10p-11p		Local 44 News @ 10PM	\$85.00	0.6	30	3	3	3	\$255.00	\$141.67	1.8
15	Su 9a-10a		Fox News Sunday	\$20.00	0.2	30	1	1	1	\$20.00	\$100.00	0.2
16	M-F 7:30p-8p		Big Bang Theory	\$50.00	1.1	30	3	3	3	\$150.00	\$45.45	3.3
17	Su 12n-1p		FOX NFL Sunday Pre-Game	\$125.00	1.0	30	1	1	1	\$125.00	\$125.00	1.0
18	Su 1p-4p		FOX NFL Sunday Early	\$500.00	3.1	30	2	2	2	\$1,000.00	\$161.29	6.2
19	Su 1p-4p		FOX NFL Sunday Early	\$500.00	3.1	30	1	1	1	\$500.00	\$161.29	3.1
20	Su 12n-1p		FOX NFL Pregame	\$125.00	2.0	30	2	2	2	\$250.00	\$62.50	4.0



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<b>Agency:</b> VENTURA MEDIA PARTNERS	<b>Advertiser:</b> NIKKI HALEY FOR PRESIDENT	<b>Market:</b> Burlington-Plattsburgh	
15260 Ventura Blvd	<b>Product:</b> Haley for President	<b>Office:</b> LOS ANGELES	<b>Total Spots:</b> 24
Suite 1240	<b>Agency Order #:</b> 13040063	<b>Service:</b> Nielsen	<b>Total CPP:</b> \$96.96
Sherman Oaks, CA 91403	<b>Buyer:</b> Iadanza, Julie	<b>Primary Demo:</b> Adults 55+	<b>Total GRP:</b> 29.6
	<b>Salesperson:</b> MARK DEUTSCH	<b>Assistant:</b> MARK DEUTSCH2	<b>Traffic #:</b> 4252083
	<b>Separation:</b>	323-966-5272	

#	Day/Time	DP	Program	Rate	Assp Rating	Len	12/25 - 12/25		Total Spots	Total \$	CPP*	GRP*
21	Su 11a-1:12p		FOX NFL Kickoff	\$10.00	1.5	30	2		2	\$20.00	\$6.67	3.0
22	W 8p-11p		2023 CFB Holiday Bowl	\$50.00	1.5	30	2		2	\$100.00	\$33.33	3.0
<b>TOTALS:</b>							<b>24</b>		<b>24</b>	<b>\$2,870.00</b>	<b>\$96.96</b>	<b>29.6</b>