

Client Name FIX FORM 6 -CF
 Sched Dates 01/15/24 12:00AM - 01/28/24 12:00AM
 Estimate # 28989
 Client Id 16423
 Primary Demo Households
 Agency TOYSPACE - CF
 Agency Id 6522
 AE Id 599
 Sales marthoma

 Demo Households
 Date 01/19/2024

All-Wks Avrg

	Notes	Rate \$\$.00	RC %	RC \$	Unit/ Wk	Unit Tot	DP Code	Src	Start Date	End Date	Prog Name	Rtg
Total		\$560.00				16						
Gainesville Nov23 DMA Nielsen Live+SD		\$560.00				16						
0130, Gainesville, FL		\$362.00				8						
CNN -TV		\$58.00				3						
W 12m-2a		\$10.00	0%	#####	1	2	OV	TP			AVG. ALL WKS	»0.6
Su 9a-4p		\$38.00	100%	\$38.00	1	1	DT	TP			VARIOUS	»1.2
FXNC-TV		\$304.00				5						
W 12m-2a		\$20.00	0%	#####	1	2	OV	TP			FIVE, THE/JESSE	»1.7
Su 9a-4p		\$88.00	100%	\$88.00	2	3	DT	TP			VARIOUS	»5.1
0427, Ocala, FL		\$198.00				8						
CNN -TV		\$28.00				3						
W 12m-2a		\$5.00	0%	#####	1	2	OV	TP			AVG. ALL WKS	»0.6
Su 9a-4p		\$18.00	100%	\$18.00	1	1	DT	TP			VARIOUS	»1.2
FXNC-TV		\$170.00				5						

Wk 1 - Wk 2						Wk 1	Wk 2
Households						1/15	1/22
Imp	CPM Imp	CPP \$\$	Rch %	Freq	Pop	'24	'24
9040	61.95	\$27	15.5%	1.4	42874	8	8
9040	61.95	\$27	15.5%	1.4	42874	8	8
6385	56.70	\$17	15.6%	1.4	29945	4	4
728	79.67	\$24	1.8%	1.3	29945	1	2
»181	55.25	\$17	1.0%	1.2	29945		2
»366	103.83	\$32	1.2%	1.0	29945	1	
5657	53.74	\$16	14.1%	1.3	29945	3	2
»517	38.68	\$12	2.9%	1.2	29945		2
»1541	57.11	\$17	12.7%	1.2	29945	3	
2655	74.58	\$10	15.1%	1.4	12929	4	4
302	92.72	\$12	1.8%	1.3	12929	1	2
»75	66.67	\$8	1.0%	1.2	12929		2
»152	118.42	\$15	1.2%	1.0	12929	1	
2353	72.25	\$9	13.6%	1.3	12929	3	2

»215	46.51	\$6	2.8%	1.2	12929		2
»641	78.00	\$10	12.2%	1.2	12929	3	