

# Buy Detail Report

Revision #: Date: 7/28/2016

7:09 PM

Client: Caldwell for Mayor

Media: TV

Product: Caldwell for Mayor

Market: Honolulu

Estimate: 3529

Description: Caldwell Supplemental TV 7.29-8.4

Flight Start Date: 7/25/2016 03:00 AM

Flight End Date: 8/7/2016 11:59 PM

Survey: Feb16 DMA Nielsen Live+1

Buyer: Janel Masatsugu

Vendor: KHON-S2

88 Piikoi St

Honolulu, HI 96814

Contact: Sara Poland

E-Mail: spoland@khon2.com

Phone: 591-4292/292-0101c

Fax: 591-9085

Affiliation: FOX

Send Billing To: Anthology Marketing Group

1003 Bishop St., 9th Floor, Pauahi Tower

Honolulu, HI 96813

Phone: (808) 544-3000

Separation between spots: 30

Line	Daypart No Program	Daypart Code	STN Gross	STN Net	Dur	Wks 7/25 8/1	Total Spots
<b>KHON-S2</b>							
13	MTuWTh 7:00a- 8:00a WAKE UP 2DAY@7	EM	\$225.00	\$191.25	30	2	2
14	MTuWTh 5:00p- 5:30p KHON 2 NEWS@5	EN	\$375.00	\$318.75	30	1	1
15	MTuWTh 5:30p- 6:00p KHON 2 NWS WRL	EN	\$375.00	\$318.75	30	2	2
16	F 9:00p- 9:30p KHON 2 NEWS@9	PT	\$525.00	\$446.25	30	1	1
17	MTuWTh 9:00p- 9:30p KHON 2 NEWS@9	PT	\$525.00	\$446.25	30	2	2
18	MTuWTh 6:30p- 7:00p WHEEL-FORTNE	PA	\$1,125.00	\$956.25	30	2	2
19	Tu 8:00p- 9:00p COUPLED	PT	\$550.00	\$467.50	30	1	1
20	W 7:00p- 9:00p MASTERCHEF	PT	\$600.00	\$510.00	30	1	1
21	Su 8:00p- 8:30p SIMPSONS	PT	\$490.00	\$416.50	30	1	1
						<b>Total Spots:</b>	13
<b>Total Cost:</b>			\$7,040.00	\$5,984.00			13

Signature: \_\_\_\_\_

Disclaimer:

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## Summary by Station/Month

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Station	Month	Total Spots	STN Gross	PCT	STN Net	PCT
<b>KHON-S2</b>						
	JUL 16	2	\$1,015.00	14%	\$862.75	14%
	AUG 16	11	\$6,025.00	86%	\$5,121.25	86%
<b>Market Total:</b>						
	JUL 16	2	\$1,015.00	14%	\$862.75	14%
	AUG 16	11	\$6,025.00	86%	\$5,121.25	86%
		13	\$7,040.00		\$5,984.00	