

# Buy Detail Report

**Client:** Caldwell for Mayor  
**Media:** TV  
**Product:** Caldwell for Mayor  
**Market:** Honolulu  
**Separation between spots:** 30

**Estimate:** 3621  
**Description:** Caldwell TV 10.24-10.30  
**Flight Start Date:** 10/24/2016 03:00 AM  
**Flight End Date:** 10/30/2016 11:59 PM  
**Survey:** May16 DMA Nielsen Live+1  
**Buyer:** Janel Masatsugu

**Fax:** 845-3616  
**Affiliation:** NBC

**Revision #:**  
**Date:** 10/20/2016 3:12 PM  
**Send Billing To:** Anthology Marketing Group  
 1003 Bishop St., 9th Floor, Paauhā Tower  
 Honolulu, HI 96813  
**Phone:** (808) 544-3000

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 10/24	Total Spots
<b>KHNL-S2</b>							
2-12	MTuWThF 5:00a-7:00a HNN SUN AT 5A	EM	\$160.00	\$136.00	30	2	2
2-13	MTuWThF 7:00a-9:00a TODAY SHW	EM	\$210.00	\$178.50	30	3	3
2-14	MTuWThF 1:00p-2:00p DAYS-OUR LIVES	DT	\$50.00	\$42.50	30	2	2
4-15	MTuWThF 4:00p-5:00p RIGHT-MINUTE/RIGHT-MINUTE B	RT	\$50.00	\$42.50	30	2	2
2-16	MTuWThF 5:00p-5:30p HNN AT 5P	EN	\$500.00	\$425.00	30	2	2
2-17	MTuWThF 5:30p-6:00p HNN AT 5:30P	EN	\$400.00	\$340.00	30	3	3
4-18	MTuWThF 6:30p-7:00p MODERN FAMILY	PA	\$175.00	\$148.75	30	2	2
2-19	Sa 10:00p-10:30p HNN AT 10P	LN	\$600.00	\$510.00	30	1	1
<b>Total Cost:</b>							\$4,300.00
<b>Total Spots:</b>							17
							\$3,655.00

Disclaimer:

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