

New Order

Agency: Political Communications Advertising
Office: New York
Client: 394 - Sam Brown Silverman for Judge
Product: 425 - TX DC-108
Piggyback Product:
Estimate: 1742 - Sam Brown Silverman for Judge 5.17-5.28

Station: KVII-S2
Order Type: Normal
Cancel Date:
Received in ePort: 5/16/2024 9:09:18 AM

Flight Start: 05/13/2024
Flight End: 06/02/2024
Hiatus:

Primary Demo: A35+
Demo 2:
Demo 3:
GRP: 113.02
CPP: \$54.64
GIMP: 0
CPM: \$0.00
Comments: Actual flight 5/17 - 5/28
 Separation: 30
 PopulationBuyType: CPP

Local/National: Local
Rep Office: KVII-S2
AE: MultiMarket MultiMarket
Phone:
OrderID: 13441044
Status: Forwarded

Airtime Dollars: \$6,175.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$6,175.00
Total Spots: 26

MarketShare:

Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len				Total Spots	A35+			
						5/13	5/20	5/27		Rtg	CPP	Imp	CPM
1	MTuWThF 7A-9A GD MRN AMR-ABC<	EM	\$175.00	C	30	2	6	2	10	4.39	\$39.86		
2	MTuWThF 5P-5:30P ABC 7 NEWS-5<	EN	\$315.00	C	30	2	6	2	10	4.59	\$68.63		
3	Sa 6P-6:35P ABC7NW WK EDTN<	EN	\$195.00	C	30	1	2	0	3	3.76	\$51.86		
4	Su 5:30P-6P ABC7NW WK EDTN	EN	\$230.00	C	30	1	2	0	3	3.98	\$57.79		
Total Spots:						6	16	4					
Total GRP:						25.7	69.4	18.0					
Cash\$ - Spots: \$6,175.00 - 26 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$6,175.00 Total GRP - CPP: 113.0 - \$54.64 Total GIMP(000) - CPM: 0 - \$0.00													