

SALES REPORT

Agency: WATERFRONT STRATEGIES - NCC	Primary Demo: Adults 35+	AE Name: Garner, Patrick/NCC
Client: HOUSE MAJORITY PAC PROJ 202062 - NCC	Flight Dates: 10/24/2016-11/6/2016	Bill To:
Product: NA	Market: Salt Lake City	
Estimate #: 4503	Syscodes #: 1088	
TIM Ord #: 1193909	Networks: AEN,AMC,CNN,DISC,ESPN,FAM,FOOD,HALL...	Phone:
Ext. Ord #: S/62308655,62308655		CPE: NA/NA/4503

Line Num	Dpt	Code	Rate \$	Unit Len	Mon 10/24	Mon 10/31	Total Units	RTG	Adults 35+ CPP	IMP	CPM
Salt Lake City,Nov14 C-DMA Nielsen Live+7											
Salt Lake City Interconnect,1088											
AEN											
1	Sa-Su 9a-7p AVG. ALL WKS<	BR	\$45.00	30	3	0	3	»0.54	\$83.33	»2,438	\$18.46
3	Tu-F 4p-7p VARIOUS	BR	\$30.00	30	4	0	4	»0.29	\$103.45	»1,301	\$23.06
7	Tu-Su 7p-12m AVG. ALL WKS<	BR	\$105.00	30	6	0	6	»0.33	\$318.18	»1,466	\$71.62
6	M 4p-7p VARIOUS	BR	\$30.00	30	0	1	1	»0.29	\$103.45	»1,301	\$23.06
10	M 7p-12m AVG. ALL WKS<	BR	\$105.00	30	0	1	1	»0.33	\$318.18	»1,466	\$71.62
AMC											
11	Tu-Su 7p-12m AVG. ALL WKS<	BR	\$120.00	30	6	0	6	»0.82	\$146.34	»3,713	\$32.32
14	M 7p-12m AVG. ALL WKS<	BR	\$120.00	30	0	1	1	»0.82	\$146.34	»3,713	\$32.32
CNN											
15	Tu-Su 5a-9a VARIOUS	BR	\$150.00	30	4	0	4	»0.33	\$454.55	»1,505	\$99.67
19	Tu-F 9a-4p VARIOUS	BR	\$150.00	30	4	0	4	»0.26	\$576.92	»1,167	\$128.53
23	Tu-F 4p-7p SITUATION ROOM<	BR	\$180.00	30	4	0	4	»0.23	\$782.61	»1,055	\$170.62
27	Tu-Su 7p-12m AVG. ALL WKS<	BR	\$300.00	30	6	0	6	»0.34	\$882.35	»1,535	\$195.44
18	M 5a-9a VARIOUS	BR	\$150.00	30	0	1	1	»0.33	\$454.55	»1,505	\$99.67
22	M 9a-4p VARIOUS	BR	\$150.00	30	0	1	1	»0.26	\$576.92	»1,167	\$128.53
26	M 4p-7p SITUATION ROOM<	BR	\$180.00	30	0	1	1	»0.23	\$782.61	»1,055	\$170.62
30	M 7p-12m AVG. ALL WKS<	BR	\$300.00	30	0	1	1	»0.34	\$882.35	»1,535	\$195.44
DISC											
31	Tu-Su 7p-12m VARIOUS	BR	\$150.00	30	6	0	6	»0.84	\$178.57	»3,760	\$39.89

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34	M 7p-12m VARIOUS	BR	\$150.00	30	0	1	1	»0.84	\$178.57	»3,760	\$39.89
ESPN											
35	Sa-Su 9a-7p AVG. ALL WKS<	BR	\$240.00	30	3	0	3	»1.75	\$137.14	»7,897	\$30.39
37	Tu-F 9a-4p VARIOUS	BR	\$45.00	30	2	0	2	»0.22	\$204.55	»1,012	\$44.47
41	Tu-F 4p-7p AVG. ALL WKS<	BR	\$165.00	30	2	0	2	»0.65	\$253.85	»2,910	\$56.70
45	Tu-Su 7p-12m VARIOUS	BR	\$360.00	30	6	0	6	»1.32	\$272.73	»5,959	\$60.41
40	M 9a-4p VARIOUS	BR	\$45.00	30	0	1	1	»0.22	\$204.55	»1,012	\$44.47
44	M 4p-7p AVG. ALL WKS<	BR	\$165.00	30	0	1	1	»0.65	\$253.85	»2,910	\$56.70
48	M 7p-12m VARIOUS	BR	\$360.00	30	0	1	1	»1.32	\$272.73	»5,959	\$60.41
FAM											
49	Tu-Su 7p-12m BIG SCREEN MOV<	BR	\$150.00	30	6	0	6	»0.49	\$306.12	»2,209	\$67.90
52	M 7p-12m BIG SCREEN MOV<	BR	\$150.00	30	0	1	1	»0.49	\$306.12	»2,209	\$67.90
FOOD											
53	Tu-Su 7p-12m AVG. ALL WKS<	BR	\$180.00	30	6	0	6	»0.37	\$486.49	»1,688	\$106.64
56	M 7p-12m AVG. ALL WKS<	BR	\$180.00	30	0	1	1	»0.37	\$486.49	»1,688	\$106.64
HALL											
57	Tu-Su 5a-9a HALLMARK MOVIE<	BR	\$15.00	30	4	0	4	»0.41	\$36.59	»1,830	\$8.20
61	Sa-Su 9a-7p AVG. ALL WKS<	BR	\$45.00	30	3	0	3	»0.81	\$55.56	»3,665	\$12.28
63	Tu-F 4p-7p AVG. ALL WKS<	BR	\$15.00	30	4	0	4	»0.41	\$36.59	»1,827	\$8.21
67	Tu-Su 7p-12m AVG. ALL WKS<	BR	\$120.00	30	6	0	6	»1.42	\$84.51	»6,399	\$18.75
60	M 5a-9a HALLMARK MOVIE<	BR	\$15.00	30	0	1	1	»0.41	\$36.59	»1,830	\$8.20
66	M 4p-7p AVG. ALL WKS<	BR	\$15.00	30	0	1	1	»0.41	\$36.59	»1,827	\$8.21
70	M 7p-12m AVG. ALL WKS<	BR	\$120.00	30	0	1	1	»1.42	\$84.51	»6,399	\$18.75
HGTV											
71	Sa-Su 9a-7p AVG. ALL WKS	BR	\$150.00	30	5	0	5	»0.50	\$300.00	»2,271	\$66.05
73	Tu-Su 7p-12m VARIOUS	BR	\$195.00	30	6	0	6	»0.37	\$527.03	»1,674	\$116.49
76	M 7p-12m VARIOUS	BR	\$195.00	30	0	1	1	»0.37	\$527.03	»1,674	\$116.49

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HIST											
77	Tu-F 4p-7p AVG. ALL WKS<	BR	\$105.00	30	2	0	2	»0.40	\$262.50	»1,808	\$58.08
81	Tu-Su 7p-12m AVG. ALL WKS<	BR	\$120.00	30	4	0	4	»0.82	\$146.34	»3,673	\$32.67
80	M 4p-7p AVG. ALL WKS<	BR	\$105.00	30	0	1	1	»0.40	\$262.50	»1,808	\$58.08
84	M 7p-12m AVG. ALL WKS<	BR	\$120.00	30	0	1	1	»0.82	\$146.34	»3,673	\$32.67
MNBC											
85	Tu-F 9a-4p VARIOUS	BR	\$75.00	30	4	0	4	»0.17	\$441.18	»766	\$97.91
89	Tu-F 4p-7p VARIOUS	BR	\$120.00	30	4	0	4	»0.48	\$250.00	»2,148	\$55.87
93	Tu-Su 7p-12m VARIOUS	BR	\$90.00	30	6	0	6	»0.21	\$428.57	»937	\$96.05
88	M 9a-4p VARIOUS	BR	\$75.00	30	0	1	1	»0.17	\$441.18	»766	\$97.91
92	M 4p-7p VARIOUS	BR	\$120.00	30	0	1	1	»0.48	\$250.00	»2,148	\$55.87
96	M 7p-12m VARIOUS	BR	\$90.00	30	0	1	1	»0.21	\$428.57	»937	\$96.05
TBSC											
97	Sa-Su 9a-7p VARIOUS	BR	\$45.00	30	5	0	5	»0.31	\$145.16	»1,392	\$32.33
99	Tu-Su 7p-12m VARIOUS	BR	\$213.00	30	6	0	6	»0.47	\$453.19	»2,094	\$101.72
102	M 7p-12m VARIOUS	BR	\$213.00	30	0	1	1	»0.47	\$453.19	»2,094	\$101.72
TLC											
103	Tu-Su 7p-12m AVG. ALL WKS<	BR	\$60.00	30	6	0	6	»0.17	\$352.94	»762	\$78.74
106	M 7p-12m AVG. ALL WKS<	BR	\$60.00	30	0	1	1	»0.17	\$352.94	»762	\$78.74
TNT											
107	Sa-Su 9a-7p AVG. ALL WKS<	BR	\$90.00	30	3	0	3	»0.33	\$272.73	»1,502	\$59.92
109	Tu-F 9a-4p VARIOUS	BR	\$60.00	30	4	0	4	»0.32	\$187.50	»1,421	\$42.22
113	Tu-F 4p-7p VARIOUS	BR	\$180.00	30	4	0	4	»0.74	\$243.24	»3,345	\$53.81
117	Tu-Su 7p-12m VARIOUS	BR	\$120.00	30	6	0	6	»0.49	\$244.90	»2,226	\$53.91
112	M 9a-4p VARIOUS	BR	\$60.00	30	0	1	1	»0.32	\$187.50	»1,421	\$42.22
116	M 4p-7p VARIOUS	BR	\$180.00	30	0	1	1	»0.74	\$243.24	»3,345	\$53.81
120	M 7p-12m VARIOUS	BR	\$120.00	30	0	1	1	»0.49	\$244.90	»2,226	\$53.91

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USA											
121	Tu-F 9a-4p AVG. ALL WKS<	BR	\$30.00	30	4	0	4	»0.37	\$81.08	»1,652	\$18.16
125	Tu-F 4p-7p VARIOUS	BR	\$120.00	30	4	0	4	»0.37	\$324.32	»1,683	\$71.30
129	Tu-Su 7p-12m AVG. ALL WKS<	BR	\$150.00	30	6	0	6	»0.40	\$375.00	»1,804	\$83.15
124	M 9a-4p AVG. ALL WKS<	BR	\$30.00	30	0	1	1	»0.37	\$81.08	»1,652	\$18.16
128	M 4p-7p VARIOUS	BR	\$120.00	30	0	1	1	»0.37	\$324.32	»1,683	\$71.30
132	M 7p-12m AVG. ALL WKS<	BR	\$150.00	30	0	1	1	»0.40	\$375.00	»1,804	\$83.15

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Summaries	Total Cost	Mon 10/24	Mon 10/31	Total Units	GRP	Adults 35+ CPP	GIMP	CPM
Summary Stats								
Totals	\$25,596.00	164	30	194	100.43	\$254.86	»452,458	\$56.57
Total GRP		85.92	14.51					
Summary by Market								
Salt Lake City	\$25,596.00	164	30	194	100.43	\$254.86	»452,458	\$56.57
Summary by Zone								
Salt Lake City Interconnect,1088	\$25,596.00	164	30	194	100.43	\$254.86	»452,458	\$56.57

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TERMS AND CONDITIONS