



125 West 55th St
New York, NY 10019

Contract # 25975152 **Changes as of:** 3/27/2018 at 4:33 PM **Version:** Current State Version 1

CPE: 79/86/6204 **Flight:** 10/30/18 - 11/5/18 **Station:** WTVQ **Con Type:** POLITICAL/VOTE

Agency: WATERFRONT STRATEGIE **Advertiser:** HOUSE MAJORITY PAC **Market:** Lexington-Fayette

Product: TV **Office:** WASHINGTON **Total Spots:** 80

Agency Order #: 7173995 **Buyer:** Chiusano, Dawn **Service:** Nielsen **Total CPP:** \$108.09

Salesperson: GARRETT WELLENS **Assistant:** GARRETT WELLENS **Total GRP:** 137.6

Comments: HMP 10/30-11/5; Separation: 30

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/30 - 10/30		Total Spots	Total \$	CPP*	GRP*
							10/30					
1	Tu-F M 6a-6:30a		ABC36 Good Morning Kentucky	\$75.00	1.0	30	5		5	\$375.00	\$77.32	4.8
2	Tu-F M 6:30a-7a		ABC36 Good Morning Kentucky	\$75.00	1.4	30	5		5	\$375.00	\$52.45	7.1
3	Tu-F M 7a-8a		Good Morning America	\$125.00	1.9	30	5		5	\$625.00	\$65.79	9.5
4	Tu-F M 8a-9a		Good Morning America	\$110.00	1.7	30	5		5	\$550.00	\$64.71	8.5
5	Tu-F M 10a-11a		The Doctors	\$50.00	0.7	30	5		5	\$250.00	\$74.63	3.4
6	Tu-F M 11a-12n		The View	\$90.00	0.9	30	5		5	\$450.00	\$96.77	4.7
7	Tu-F M 1p-2p		The Chew	\$80.00	1.1	30	5		5	\$400.00	\$69.57	5.8
8	Tu-F M 2p-3p		General Hospital	\$90.00	1.6	30	5		5	\$450.00	\$56.96	7.9
9	Tu-F M 3p-4p		Wendy Williams	\$50.00	0.9	30	5		5	\$250.00	\$57.47	4.3
10	Tu-F M 4p-5p		Dr. Oz	\$50.00	1.0	30	5		5	\$250.00	\$48.08	5.2
11	Tu-F M 6p-6:30p		ABC 36 News At 6	\$100.00	1.3	30	5		5	\$500.00	\$78.74	6.3
12	Su 6:30p-7p		ABC 36 News Sunday	\$150.00	2.5	30	1		1	\$150.00	\$59.52	2.5
13	Tu-F M 7p-7:30p		Entertainment Tonight	\$150.00	1.6	30	5		5	\$750.00	\$96.77	7.8
14	Su 11p-11:30p		ABC 36 News At 11	\$150.00	1.3	30	1		1	\$150.00	\$115.38	1.3
15	Sa 12n-3:30p		ABC College Football Early Game	\$350.00	3.0	30	1		1	\$350.00	\$116.67	3.0
16	Sa 3:30p-7p		ABC College Football Late Game	\$500.00	5.0	30	1		1	\$500.00	\$100.00	5.0
17	M 8p-10p		Dancing With the Stars-ABC	\$900.00	5.0	30	1		1	\$900.00	\$180.00	5.0
18	M 10p-11p		Pre-CMA Awards Special	\$550.00	4.5	30	1		1	\$550.00	\$122.22	4.5
19	Tu 9p-10p		Blackish/Modern Family-ABC	\$400.00	2.5	30	1		1	\$400.00	\$160.00	2.5
20	Tu 10p-11p		Kevin (Probably) Saves the World-ABC	\$350.00	2.0	30	1		1	\$350.00	\$175.00	2.0



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Agency: WATERFRONT STRATEGIE **Advertiser:** HOUSE MAJORITY PAC **Market:** Lexington-Fayette **Total \$:** \$14,875.00

3050 K ST NW #100 **Product:** TV **Office:** WASHINGTON **Total Spots:** 80
Washington, DC 20007 **Agency Order #:** 7173995 **Service:** Nielsen **Total CPP:** \$108.09

Buyer: Chiusano, Dawn **Primary Demo:** Adults 35+ **Total GRP:** 137.6

Salesperson: GARRETT WELLENS **Assistant:** GARRETT WELLENS 202-955-5342

Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/30 - 10/30		Total Spots	Total \$	CPP*	GRP*
							10/30					
21	W 8p-9p		Goldbergs/Speechless-ABC	\$500.00	3.5	30	1		1	\$500.00	\$142.86	3.5
22	W 9p-10p		Modern Family/American Housewife-ABC	\$800.00	3.0	30	1		1	\$800.00	\$266.67	3.0
23	W 10p-11p		Designated Survivor-ABC	\$400.00	3.0	30	1		1	\$400.00	\$133.33	3.0
24	Th 8p-9p		Grey's Anatomy-ABC	\$800.00	4.5	30	1		1	\$800.00	\$177.78	4.5
25	Th 9p-10p		Station 19-ABC	\$550.00	3.0	30	1		1	\$550.00	\$183.33	3.0
26	Th 10p-11p		How to Get Away With Murder-ABC	\$500.00	2.0	30	1		1	\$500.00	\$250.00	2.0
27	F 8p-9p		Once Upon a Time-ABC	\$350.00	2.5	30	1		1	\$350.00	\$140.00	2.5
28	F 9p-10p		Marvel's Agents of Shield-ABC	\$350.00	1.5	30	1		1	\$350.00	\$233.33	1.5
29	F 10p-11p		20/20-ABC	\$500.00	3.0	30	1		1	\$500.00	\$166.67	3.0
30	Su 8p-9p		America's Funniest Home Videos 8/7p-ABC	\$550.00	4.5	30	1		1	\$550.00	\$122.22	4.5
31	Su 9p-10p		Shark Tank-ABC	\$500.00	3.0	30	1		1	\$500.00	\$166.67	3.0
32	Su 10p-11p		Shark Tank 10p/9p-ABC	\$500.00	3.0	30	1		1	\$500.00	\$166.67	3.0
TOTALS:							80		80	\$14,875.00	\$108.09	137.6