



125 West 55th St
New York, NY 10019

Contract # 25999052		Changes as of: 4/24/2018 at 4:46 PM		Version: Current State Version 1	
CPE: 340/428/3694		Flight: 9/19/18 - 9/25/18		Station: WTVQ	
Agency: STRATEGIC MEDIA SERVICES		Advertiser: Congressional Leadership Fund		Market: Lexington-Fayette	
1911 NORTH FT MYER DRIVE		Product: ISSUE		Office: WASHINGTON	
SUITE 400		Agency Order #: 7281528		Service: Nielsen	
ARLINGTON, VA 20009		Buyer: Murray, Jessica		Primary Demo:	
Salesperson: GARRETT WELLENS 202-955-5342		Assistant: GARRETT WELLENS 202-955-5342		Total Spots: 56	
Separation:				Total CPP: \$0.00	
				Total GRP:	

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	Len	9/19 - 9/25							Total Spots	Total \$	CPP*	GRP*
						9/19	9/20	9/21	9/22	9/23	9/24	9/25				
1	W-F,M-Tu 7a-8a		GD MRN AMR-ABC<	\$150.00	30	1	1	1	0	0	1	1	5	\$750.00	\$0.00	0.0
Target 102 Index: 121, Nielsen: 1.5																
2	W-F,M-Tu 8a-9a		GD MRN AMR-ABC<	\$150.00	30	1	1	1	0	0	1	1	5	\$750.00	\$0.00	0.0
Target 102 Index: 118, Nielsen: 1.2																
3	W-F,M-Tu 1p-2p		CHEW-ABC<	\$80.00	30	1	1	1	0	0	1	1	5	\$400.00	\$0.00	0.0
Target 102 Index: 119, Nielsen: 1.4																
4	W-F,M-Tu 4p-5p		DR. OZ<	\$60.00	30	1	1	1	0	0	1	1	5	\$300.00	\$0.00	0.0
Target 102 Index: 110, Nielsen: 0.6																
5	W-F,M-Tu 5p-5:30p		ABC36 NWS AT 5<	\$80.00	30	0	1	0	0	0	0	1	2	\$160.00	\$0.00	0.0
Target 102 Index: 110, Nielsen: 0.5																
6	W-F,M-Tu 5:30p-6p		ABC36 NWS-5:30	\$80.00	30	1	0	0	0	0	1	0	2	\$160.00	\$0.00	0.0
Target 102 Index: 113, Nielsen: 0.3																
7	W-F,M-Tu 6p-6:30p		ABC 36 NWS-6	\$100.00	30	1	1	1	0	0	1	1	5	\$500.00	\$0.00	0.0
Target 102 Index: 113, Nielsen: 1.1000000000000001																
8	W-F,M-Tu 7p-7:30p		ENT TONIGHT 30	\$160.00	30	1	1	1	0	0	1	1	5	\$800.00	\$0.00	0.0
Target 102 Index: 117, Nielsen: 1.2																
9	W-F,M-Tu 7:30p-8p		ACCESS	\$160.00	30	1	1	1	0	0	1	1	5	\$800.00	\$0.00	0.0
Target 102 Index: 121, Nielsen: 1.2																
10	W-F,M-Tu 11p-11:35p		ABC36NWS AT 11<	\$100.00	30	1	1	1	0	0	1	1	5	\$500.00	\$0.00	0.0
Target 102 Index: 119, Nielsen: 0.7																
11	W-F,M-Tu 11:35p-12:35a		KIMMEL	\$50.00	30	1	1	1	0	0	1	1	5	\$250.00	\$0.00	0.0
Target 102 Index: 121, Nielsen: 0.4																
12	Tu 8p-10p		BACHELOR IN PARADISE	\$550.00	30	0	0	0	0	0	0	1	1	\$550.00	\$0.00	0.0
Target 102 Index: 118, Nielsen: 1.7																
13	W 8p-9p		GOLDBERG	\$600.00	30	1	0	0	0	0	0	0	1	\$600.00	\$0.00	0.0
Target 102 Index: 125, Nielsen: 1.8																



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Separation:				Total CPP: \$0.00	
				Total GRP:	
				Total \$: \$9,320.00	

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						9/19	9/20	9/21	9/22	9/23	9/24	9/25				
14	9p-10p <small>W</small>		MODERN FAMILY <small>Target: 102 Index: 125. Nielsen: 2.7</small>	\$800.00	30	1	0	0	0	0	0	0	1	\$800.00	\$0.00	0.0
15	8p-9p <small>Th</small>		BOYBAND <small>Target: 102 Index: 117. Nielsen: 1.5</small>	\$650.00	30	0	1	0	0	0	0	0	1	\$650.00	\$0.00	0.0
16	8p-9p <small>F</small>		SHARK TANK <small>Target: 102 Index: 118. Nielsen: 1.2</small>	\$500.00	30	0	0	1	0	0	0	0	1	\$500.00	\$0.00	0.0
17	6:30p-7p <small>Su</small>		ABC36 NW WK ED <small>Target: 102 Index: 120. Nielsen: 2.7</small>	\$150.00	30	0	0	0	0	1	0	0	1	\$150.00	\$0.00	0.0
18	7p-8p <small>Su</small>		AM FUN-7PM-ABC <small>Target: 102 Index: 125. Nielsen: 2</small>	\$700.00	30	0	0	0	0	1	0	0	1	\$700.00	\$0.00	0.0
TOTALS: 12 11 10 0 2 10 11													56	\$9,320.00	\$0.00	0.0