

# SD23 Bernier

9/24/2018

**Client:** WISD23 - Kathy Bernier  
**Media:** TV  
**Product:** WISD23  
**Market:** La Crosse  
**Flight Date:** 9/24/2018-9/30/2018

**Estimate:** 277  
**Description:** Bernier 9.25-9.30

# of SPOTS PER DAY														Total Spots	STN Gross Cost
Station	Affil	Day	DP	Time	Program	Adults 35+ RTG	Dur	9/25 9/25	9/26 9/26	9/27 9/27	9/28 9/28	9/29 9/29	9/30 9/30		
WEAU-TV	NBC	M-F	RT	5:30a- 6:00a	WEAUHELLO WISCONSIN 530A	1.2	30	1	1	1	1	0	0	4	\$100.00
				3Q18 EST (sell)											
WEAU-TV	NBC	M-F	EM	6:00a- 7:00a	WEAU HELLO WISCONSIN 6A	2.8	30	1	1	1	1	0	0	4	\$250.00
				3Q18 EST (sell)											
WEAU-TV	NBC	M-F	EM	7:00a- 9:00a	TODAY SHW	3.8	30	1	1	1	1	0	0	4	\$250.00
				3Q18 EST (sell)											
WEAU-TV	NBC	M-F	DT	9:00a-10:00a	MEGYN KELLY TODAY	1.3	30	1	1	1	0	0	0	3	\$90.00
				3Q18 EST (sell)											
WEAU-TV	NBC	M-F	DT	12:00p-12:30p	WEAU13 NWS-NN	3.1	30	1	1	1	1	0	0	4	\$130.00
				3Q18 EST (sell)											
WEAU-TV	NBC	M-F	EF	4:00p- 4:30p	WEAU NEWS AT FOUR	2.3	30	1	1	1	1	0	0	4	\$120.00
				3Q18 EST (sell)											
WEAU-TV	NBC	M-F	EF	4:30p- 5:00p	JEOPARDY	3.3	30	1	1	1	1	0	0	4	\$130.00
				3Q18 EST (sell)											
WEAU-TV	NBC	M-F	EN	5:00p- 5:30p	WEAU13 NWS-5PM	5.7	30	1	1	1	1	0	0	4	\$370.00
				3Q18 EST (sell)											
WEAU-TV	NBC	M-F	EN	6:00p- 6:30p	WEAU13 NWS-6PM	7.2	30	1	1	1	1	0	0	4	\$600.00
				3Q18 EST (sell)											
WEAU-TV	NBC	M-F	PA	6:30p- 7:00p	WHEEL OF FORTUNE	7.9	30	1	1	1	1	0	0	4	\$600.00
				3Q18 EST (sell)											
WEAU-TV	NBC	M-F	LN	10:00p-10:35p	WEAU 13 NEWS@TEN M-F	6.3	30	1	1	1	1	0	0	4	\$700.00
				3Q18 EST (sell)											
WEAU-TV	NBC	Sa	RT	7:00a- 9:00a	SATURDAY TODAY	3.2	30	0	0	0	0	1	0	1	\$150.00
				3Q18 EST (sell)											
WEAU-TV	NBC	Sa	EN	5:00p- 5:30p	JEOPARDY-SAT	3.5	30	0	0	0	0	1	0	1	\$80.00
				3Q18 EST (sell)											
WEAU-TV	NBC	Sa	EN	6:00p- 6:30p	WEAU13 NWS-6PM	5.9	30	0	0	0	0	1	0	1	\$180.00
				3Q18 EST (sell)											
WEAU-TV	NBC	Sa	LN	10:00p-10:30p	WEAU 13 NEWS@TEN-SAT	4.1	30	0	0	0	0	1	0	1	\$380.00
				3Q18 EST (sell)											

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# of SPOTS PER DAY															
Station	Affil	Day	DP	Time	Program	Adults 35+ RTG	Dur	9/25 9/25	9/26 9/26	9/27 9/27	9/28 9/28	9/29 9/29	9/30 9/30	Total Spots	STN Gross Cost
WEAU-TV	NBC	Sa-Su	RT	8:00a- 6:00p	RYDER CUP	1.0	30	0	0	0	0	2	2	4	\$120.00
				3Q18 EST (sell)											
WEAU-TV	NBC	Su	RT	7:00a- 8:00a	SUN TODAY- NBC	2.0	30	0	0	0	0	0	1	1	\$150.00
				3Q18 EST (sell)											
WEAU-TV	NBC	Su	RT	8:00a- 9:00a	MEET PRESS-SUN	1.9	30	0	0	0	0	0	1	1	\$200.00
				3Q18 EST (sell)											
WEAU-TV	NBC	Su	LF	10:35p-11:05p	WEAU 13 NEWS@TEN- SUN LATE RUN	1.9	30	0	0	0	0	0	1	1	\$300.00
				3Q18 EST (sell)											
<b>Station Total:</b>						<b>204.8</b>								<b>54</b>	<b>\$15,190.00</b>
Spots Per Week								11	11	11	10	6	5	54	
Cost Per Week								3,340	3,340	3,340	3,250	1,030	890	15,190	
TRPs Per Week								44.9	44.9	44.9	43.6	18.7	7.8	204.8	

SCHEDULE TOTALS

TOTAL SPOTS: 54  
TOTAL COST: \$15,190.00  
TOTAL Adults 35+ TRPs: 204.8

Disclaimer:

Agreed to and Accepted by: \_\_\_\_\_