

WOC10444011 [00.00]

Order Printout



397136

Order Status: New
 Traffic #: 492 / 917 / 7572
 Buyer Order #: 5258061
 AE: Unassigned (Al Lancaster)
 Property: WSAW TV
 Start/End Dates: 08/10/16 - 08/16/16
 Agency: National Media Research Planning & Placement, LLC.
 Advertiser: 492 - Ron Johnson for Wisconsin
 Buyer: Estimate Desc.: TV Aug 10 - 16
 Primary Demo: Adults 35-64 (RTG)
 C/P/E: 492 / 917 / 7572
 Product Desc.: WI SEN
 Total Cost: \$5,100.00 (Cash)
 Received Date: 8/01/16 2:28 PM

Comments:

Separation: 30

List Items										Spots					Totals		Adults 35-64		
Line	Program	ST	Len	Time	Days WTFSSMT	Rate	Aug 10			Total Spots	Total Cost	RTG	GRP	CPP					
1	NEWSCHNNL 7-5 (Program: NEWSCHNNL 7-5)	NM	:30	5:00 PM-5:30 PM	-----T	300.00	1			1	300.00	5.30	5.30	56.60					
1	NEWSCHNNL 7-5 (Program: NEWSCHNNL 7-5)	NM	:30	5:00 PM-5:30 PM	W-----	300.00	1			1	300.00	5.30	5.30	56.60					
1	NEWSCHNNL 7-5 (Program: NEWSCHNNL 7-5)	NM	:30	5:00 PM-5:30 PM	--F---	300.00	1			1	300.00	5.30	5.30	56.60					
2	Su 530p news (Program: Su 530p news)	NM	:30	5:30 PM-6:00 PM	---S--	300.00	1			1	300.00	5.30	5.30	56.60					
3	CBS THS MRN:SA (Program: CBS THS MRN:SA)	NM	:30	6:00 AM-8:00 AM	--S---	100.00	1			1	100.00	1.60	1.60	62.50					
4	Hawaii 5-0 (Program: Hawaii 5-0)	NM	:30	8:00 PM-9:00 PM	--F---	300.00	1			1	300.00	4.70	4.70	63.83					
5	Blue Bloods (Program: Blue Bloods)	NM	:30	9:00 PM-10:00 PM	--F---	300.00	1			1	300.00	4.70	4.70	63.83					
6	SUNRISE 7 SUN (Program: SUNRISE 7 SUN)	NM	:30	7:00 AM-8:00 AM	---S--	200.00	1			1	200.00	2.60	2.60	76.92					
7	NEWSCHNNL 7-6< (Program: NEWSCHNNL 7-6<)	NM	:30	6:00 PM-6:30 PM	-----M-	500.00	1			1	500.00	6.20	6.20	80.65					
7	NEWSCHNNL 7-6< (Program: NEWSCHNNL 7-6<)	NM	:30	6:00 PM-6:30 PM	-T---	500.00	1			1	500.00	6.20	6.20	80.65					
8	INSIDE EDITION< (Program: INSIDE EDITION<)	NM	:30	6:30 PM-7:00 PM	-----M-	300.00	1			1	300.00	2.80	2.80	107.14					

