

125 West 55th St New York, NY 10019 Contract # 26793324

Changes as of: 2/10/2020 at 10:35 AM

Station: WYFX

Version: Highlighting Makegood 4

Status: Accepted Con Type: POLITICAL/VOTE

Total \$: \$9,780.00

Market: Youngstown-Warren

**Total Spots: 95** 

**Product: MIKE BLOOMBERG** 

2020 INC

Flight: 12/30/19 - 3/29/20

Advertiser: Mike Bloomberg 2020,

Inc

Service: Nielsen

Office: NEW YORK

Total CPP: \$45.64

3rd Flr New York, NY 10017

CPE: MBLM/MBLM/0121

711 3rd Avenue

Agency: ASSEMBLY

Agency Order #: 90635 Buyer: Laura Kollappallil

Primary Demo: Adults 35+

Total GRP: 214.3

Salesperson: BRADLEY PHILIPPS 202-955-5342

Assistant: BRADLEY PHILIPPS2 202-955-5342

Traffic #: 2364873

Separation:

			Program					-18-1		12/30 - 2/24									
#	Day/Time	DP		Rate	A35P Rating	A35P Impre ssion	HH Rating	HH Impre ssion	Len	12/30	1/6	1/13	1/20	1/27	2/3	2/10	2/17	2/24	
	M-W 8a-8:30a		First News on FOX Mo	\$80.00	2.2	7,500	3.2	7,070	60	0	0	0	0	0	0_	3 2	0	0	
	M-W 8:30a-9a		First News on FOX Mo	\$80.00	2.2	7,350	3.2	7,090	60	0	0	0	0	0	0	312	0	0	
	M-W 10p-10:30p		First News on FOX at	\$230.00	5.6	18,830	6.8	15,090	60	0	0_	0	0	0	0	3 2	0	0	
	M-W 11p-12m		Seinfeld (2X)	\$60.00	2.8	9,280	4.1	9,020	60	0	0	0	0	0	0	6/4	0	0	
MSD 42	M-W 12m-1a		Two and a Half Men (	\$20,00	1.3	4,450	2.3	5,130	60	0	0	0	0	0	0	614	0	0	
	M-W 11p-12m		Seinfeld (2X)	\$30.00	2.8	9,280	4.1	9,020	30	0	0	0	0	0	0	4/	0	0	
MGD 45	M-W 12m-1a		Two and a Half Men (	\$10.00	1.3	4,450	2.3	5,130	30	0	0	0_	0	0	0	4/	0	0	
	M-W 8a-8:30a		First News on FOX Mo	\$40.00	2.2	7,500	3.2	7,070	30	0	0	0	0	0	0	2/	0	0	
MGD 47	M-W 8:30a-9a		First News on FOX Mo	\$40.00	2.2	7,350	3.2	7,090	30	0	0	0	0	0	0	2/	0	0	
THE CONTRACT OF STREET	M-W 10p-10:30p		First News on FOX at	\$115.00	5.6	18,830	6.8	15,090	30	0	0	0	0	0	0	2	0	0	
	100 th	777						TO	TALS:	0	0	0	0	3	48	44	0	0	

						A35P Impre ssion	HH Rating		80	3/				12 - 3/23	Total	Total		
#	Day/Time	DP	Program	Rate	A35P Rating			HH Impre ssion	Len	3/2	3/9	3/16	3/23		Spots	\$	CPP*	GRP*
MSD 32	M-W 8a-8:30a		First News on FOX Mo	\$80.00	2.2	7,500	3.2	7,070	60	0	0	0	0		2	\$160.00	\$36.36	4.4
MSD 33	M-W 8:30a-9a		First News on FOX Mo	\$80.00	2.2	7,350	3.2	7,090	60	0	0	0	0		2	\$160.00	\$36.36	4.4
MSD 40	M-W 10p-10:30p		First News on FOX at	\$230.00	5.6	18,830	6.8	15,090	60	0	0	0	0		2	\$460.00	\$41.07	11.2
MSD 41	M-W 11p-12m		Seinfeld (2X)	\$60.00	2.8	9,280	4,1	9,020	60	0	0	0	0		4	\$240.00	\$21.43	11.2
MSD 42	M-W 12m-1a		Two and a Half Men (	\$20.00	1.3	4,450	2.3	5,130	60	0	0	0	0		4	\$80.00	\$15.38	5.2
MGD 44	M-W 11p-12m		Seinfeld (2X)	\$30.00	2.8	9,280	4.1	9,020	30	0	0	0	0		4	\$120.00	\$10.71	11.2
MGD 45	M-W 12m-1a		Two and a Half Men (	\$10.00	1.3	4,450	2,3	5,130	30	0	0	0	0		4	\$40.00	\$7.69	5.2
MGD 46	M-W 8a-8:30a		First News on FOX Mo	\$40.00	2.2	7,500	3.2	7,070	30	0	0	0	0		2	\$80.00	\$18.18	4.4



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MGD 47	M-W 8:30a-9a		First News on FOX Mo	\$40.00	2.2	7,350	3.2	7,090	30	0	0	0	0		2	\$80.00	\$18.18	4.4
MGD 48	M-W 10p-10:30p		First News on FOX at	\$115.00	5.6	18,830	6.8	15,090	30	0	0	0	0		2	\$230.00	\$20.54	11.2
	III	90	DV CONSCIONATION VICTORIES SERVE SE	100 - 10000 - 100 - 100 - 1	98			TO	TALS:	0	0	0	0		95	\$9,780.00	\$45.64	214.3