

WOC12389203 [00.00]

Order Printout

FOX 14

Order Status: Opened-New

Start/End Dates: 12/30/19 - 03/29/20

C/P/E: MBLM / MBLM / 0124

Traffic #:

Agency: ASSEMBLY

Product Desc.: MIKE BLOOMBERG 2020 INC

Buyer Order #: 91395

Advertiser: MIKE BLOOMBERG 2020 INC

Estimate Desc.: BLOOMBERG 1Q20 2.13 THRU 2.21

AE: Twin Falls House

Buyer: Laura Kollappallil

Total Cost: \$209.00 (Cash)

Property: KSVT TV

Primary Demo: Adults 35+ (RTG)

Received Date: 2/12/20 4:34 PM

Sales Region: Blank

Comments:

Terms Of Sale:

List Items							Spots												Totals		Adults 35+			Adults 35+			Households			Households			
Line	Program	ST	Len	Time	Days	Rate	Dec 30	Jan 6	Jan 13	Jan 20	Jan 27	Feb 3	Feb 10	Feb 17	Feb 24	Mar 2	Mar 9	Mar 16	Mar 23	Total Spots	Total Cost	RTG	GRP	CPP	RTG	GRP	CPP	RTG	GRP	CPP	RTG	GRP	CPP
1	DR. PHIL	NM	:30	9:00 AM-10:00 AM	--TF--	10.00	0	0	0	0	0	0	2	0	0	0	0	0	0	2	20.00	0.50	1.00	20.00	0.42	0.84	23.81	1.00	2.00	10.00	0.55	1.10	18.18
	(Program: DR. PHIL)																																
2	DR. OZ	NM	:30	10:00 AM-11:00 AM	--TF--	6.00	0	0	0	0	0	0	2	0	0	0	0	0	0	2	12.00	0.30	0.60	20.00	0.25	0.50	24.00	0.50	1.00	12.00	0.29	0.58	20.69
	(Program: DR. OZ)																																
3	MOM	NM	:30	5:30 PM-6:00 PM	--TF--	12.00	0	0	0	0	0	0	2	0	0	0	0	0	0	2	24.00	0.60	1.20	20.00	0.49	0.98	24.49	0.90	1.80	13.33	0.52	1.04	23.08
	(Program: MOM)																																
4	MODERN FAMILY	NM	:30	6:00 PM-6:30 PM	--TF--	12.00	0	0	0	0	0	0	2	0	0	0	0	0	0	2	24.00	2.00	4.00	6.00	1.67	3.34	7.19	2.70	5.40	4.44	1.46	2.92	8.22
	(Program: MODERN FAMILY)																																
5	MODERN FAMILY	NM	:30	6:30 PM-7:00 PM	--TF--	12.00	0	0	0	0	0	0	2	0	0	0	0	0	0	2	24.00	2.90	5.80	4.14	2.49	4.98	4.82	3.80	7.60	3.16	2.11	4.22	5.69
	(Program: MODERN FAMILY)																																
6	FOX 14 NEWS AT 9	NM	:30	9:00 PM-9:30 PM	--TF--	25.00	0	0	0	0	0	0	2	0	0	0	0	0	0	2	50.00	4.00	8.00	6.25	3.39	6.78	7.37	5.00	10.00	5.00	2.73	5.46	9.16
	(Program: FOX 14 NEWS AT 9)																																
7	HOW I MET YOUR MOTHE	NM	:30	10:00 PM-10:30 PM	--TF--	5.00	0	0	0	0	0	0	2	0	0	0	0	0	0	2	10.00	1.50	3.00	3.33	1.26	2.52	3.97	1.80	3.60	2.78	0.99	1.98	5.05
	(Program: HOW I MET YOUR MOTHE)																																

List Items							Spots														Totals		Adults 35+			Adults 35+			Households			Households		
Line	Program	ST	Len	Time	Days	Rate	Dec 30	Jan 6	Jan 13	Jan 20	Jan 27	Feb 3	Feb 10	Feb 17	Feb 24	Mar 2	Mar 9	Mar 16	Mar 23	Total Spots	Total Cost	RTG	GRP	CPP	RTG	GRP	CPP	RTG	GRP	CPP	RTG	GRP	CPP	
8	HOW I MET YOUR MOTHE	N M	:30	10:30 PM-11:00 PM	—TF—	5.00	0	0	0	0	0	0	2	0	0	0	0	0	0	2	10.00	1.00	2.00	5.00	0.84	1.68	5.95	1.40	2.80	3.57	0.78	1.56	6.41	
	(Program: HOW I MET YOUR MOTHE)																																	
9	DEPUTY	N M	:30	8:00 PM-9:00 PM	---T---	35.00	0	0	0	0	0	0	1	0	0	0	0	0	0	1	35.00	3.10	3.10	11.29	2.75	2.75	12.73	3.20	3.20	10.94	1.91	1.91	18.32	
	(Program: DEPUTY)																																	
Spot Totals:							0	0	0	0	0	0	17	0	0	0	0	0	0	17	\$209.00		28.70			24.37			37.40			20.77		
Adults 35+ GRP:							0.00	0.00	0.00	0.00	0.00	0.00	28.70	0.00	0.00	0.00	0.00	0.00	0.00															
Adults 35+ GRP:							0.00	0.00	0.00	0.00	0.00	0.00	24.37	0.00	0.00	0.00	0.00	0.00	0.00															
Households GRP:							0.00	0.00	0.00	0.00	0.00	0.00	37.40	0.00	0.00	0.00	0.00	0.00	0.00															
Households GRP:							0.00	0.00	0.00	0.00	0.00	0.00	20.77	0.00	0.00	0.00	0.00	0.00	0.00															

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
January	0	\$0.00	0.00	March	0	\$0.00	0.00
February	17	\$209.00	28.70				