

Order / Rev: 1248332
 Alt Order #: 08254703
 Flight Dates: 06/24/16 - 06/28/16

Advertiser: Portman for US Senate
 Product Desc: PORTMANFORSEN/3119
 Estimate: 3119

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
TARGET 8 INDEX: 115. NIELSEN: 2.8 AMERICA'S GOT TALENT ENCORES																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 06/20/16		06/20/16	06/26/16	----F--					1	\$4,000.00		0.00				
E 4	WKYC	06/24/16	06/24/16	Today Show 2	CM	9-10a	----F--	1:00	1	\$600.00	P05-\$	0.00	NM	1	\$600.00	
				Today Show 2												
TARGET 8 INDEX: 128. NIELSEN: 1.2 TODAY SHOW II																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 06/20/16		06/20/16	06/26/16	----F--					1	\$600.00		0.00				
E 5	WKYC	06/27/16	06/27/16	Today Show 3	CM	10-11a	M-----	1:00	1	\$400.00	P05-\$	0.00	NM	1	\$400.00	
				Today Show 3												
TARGET 8 INDEX: 129. NIELSEN: 0.7 TODAY SHOW III																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 06/27/16		06/27/16	07/03/16	M-----					1	\$400.00		0.00				
E 6	WKYC	06/27/16	06/27/16	Today Show	CM	7-9a	M-----	1:00	1	\$1,500.00	P05-\$	0.00	NM	1	\$1,500.00	
				Today Show												
TARGET 8 INDEX: 125. NIELSEN: 2.1 TODAY SHOW																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 06/27/16		06/27/16	07/03/16	M-----					1	\$1,500.00		0.00				
E 7	WKYC	06/27/16	06/27/16	Today Show 2	CM	9-10a	M-----	1:00	1	\$600.00	P05-\$	0.00	NM	1	\$600.00	
				Today Show 2												
TARGET 8 INDEX: 128. NIELSEN: 1.2 TODAY SHOW II																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 06/27/16		06/27/16	07/03/16	M-----					1	\$600.00		0.00				
E 8	WKYC	06/25/16	06/25/16	7-730p Sa	CM	7-730p	-----S-	1:00	1	\$1,000.00	P05-\$	0.00	NM	1	\$1,000.00	
				SA 7-730P												
TARGET 8 INDEX: 113. NIELSEN: 1.7 CH 3 NEWS: POLITICS & PEOPLE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 06/20/16		06/20/16	06/26/16	-----S-					1	\$1,000.00		0.00				
E 9	WKYC	06/25/16	06/25/16	Prime Olympic Trial Othe	CM	Prime Olympic Tri	-----S-	1:00	1	\$6,000.00	P05-\$	0.00	NM	1	\$6,000.00	
				9-11p						(8:00 PM-11:00 PM)						
TARGET 8 INDEX: 111. NIELSEN: 1.6 OLYMPIC TRIALS \$3000																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 06/20/16		06/20/16	06/26/16	-----S-					1	\$6,000.00		0.00				
E 10	WKYC	06/26/16	06/26/16	Prime Olympic Trial Othe	CM	Prime Olympic Tri	-----S	1:00	1	\$6,000.00	P05-\$	0.00	NM	1	\$6,000.00	
				9-11p						(8:00 PM-11:00 PM)						
TARGET 8 INDEX: 111. NIELSEN: 1.6 OLYMPIC TRIALS \$3000																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 06/20/16		06/20/16	06/26/16	-----S					1	\$6,000.00		0.00				
E 11	WKYC	06/28/16	06/28/16	Today Show 3	CM	10-11a	-T-----	1:00	1	\$400.00	P05-\$	0.00	NM	1	\$400.00	
				Today Show 3												
TARGET 8 INDEX: 129. NIELSEN: 0.7 TODAY SHOW III																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 06/27/16		06/27/16	07/03/16	-T-----					1	\$400.00		0.00				
E 12	WKYC	06/28/16	06/28/16	Local News @ 6a M-F	CM	6a-7a	-T-----	1:00	1	\$1,500.00	P05-\$	0.00	NM	1	\$1,500.00	
				Channel 3 News Today @ 6AM												
TARGET 8 INDEX: 123. NIELSEN: 1.8 CH 3 NEWS TODAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 06/27/16		06/27/16	07/03/16	-T-----					1	\$1,500.00		0.00				
E 13	WKYC	06/28/16	06/28/16	Prime Olympic Trial A	CM	Prime Olympic Tri	-T-----	1:00	1	\$6,000.00	P05-\$	0.00	NM	1	\$6,000.00	
				Prime Olympic Trial A												
TARGET 8 INDEX: 111. NIELSEN: 1.6 OLYMPIC TRIALS \$3000																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 06/27/16		06/27/16	07/03/16	-T-----					1	\$6,000.00		0.00				
E 14	WKYC	06/28/16	06/28/16	Today Show 2	CM	9-10a	-T-----	1:00	1	\$600.00	P05-\$	0.00	NM	1	\$600.00	
				Today Show 2												
TARGET 8 INDEX: 128. NIELSEN: 1.2 TODAY SHOW II																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 06/27/16		06/27/16	07/03/16	-T-----					1	\$600.00		0.00				
														Totals	14	\$30,500.00