POL-Glenn Hess-St. Atty.-Jackson County - ADD ON - 8.17 - 8.30 - 2016

Panama City Jul15 C-DMA Nielsen Live+1

Client: POL-GLENN HESS-ST ATTY-PC
Buyer: Glenn Hess
Advertiser: POL - Glenn Hess for St. Atty.
Product: Political
Sched Dates: 8/17/16 - 8/30/16

Lengths: 30
Dayparts: DT ; EF ; RT

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Total Units	Cost
3682, Marianna									
AEN									
	M-Su 7p-12m	VARIOUS	8/15/16	8/30/16	30	5	3	16	
CNBC									
	M-Su 5a-9a	VARIOUS	8/15/16	8/30/16	30	6	3	18	
	M-Su 9a-4p	VARIOUS	8/15/16	8/30/16	30	6	3	18	
	M-Su 4p-7p	VARIOUS	8/15/16	8/30/16	30	6	3	18	
	M-Su 7p-12m	AVG. ALL WKS<	8/15/16	8/30/16	30	5	2	16	
DISC									
	M-Su 7p-12m	AVG. ALL WKS	8/15/16	8/30/16	30	5	3	15	
	M-Su 4p-7p	AVG. ALL WKS	8/15/16	8/30/16	30	5	3	16	
	Sa-Su 11a-7p	AVG. ALL WKS	8/15/16	8/30/16	30	7	2	20	
ESPN									
	M-Su 5a-9a	AVG. ALL WKS<	8/15/16	8/30/16	30	5	3	16	
	M-Su 7p-12m	AVG. ALL WKS<	8/15/16	8/30/16	30	5	2	14	
	Sa-Su 11a-7p	AVG. ALL WKS<	8/15/16	8/30/16	30	5	2	16	
FOOD									
	M-Su 7p-12m	VARIOUS	8/15/16	8/30/16	30	5	3	16	
	M-Su 4p-7p	VARIOUS	8/15/16	8/30/16	30	5	3	16	
	Sa-Su 11a-7p	VARIOUS	8/15/16	8/30/16	30	7	2	20	
FXNC									
	M-Su 5a-9a	FOX AND FRIEND<	8/15/16	8/30/16	30	4	3	12	
	M-Su 9a-4p	VARIOUS	8/15/16	8/30/16	30	4	3	12	
	M-Su 4p-7p	VARIOUS	8/15/16	8/30/16	30	4	3	12	
	M-Su 7p-12m	VARIOUS	8/15/16	8/30/16	30	3	2	10	
	Sa-Su 11a-7p	VARIOUS	8/15/16	8/30/16	30	5	2	14	
HIST									
	M-Su 7p-12m	AVG. ALL WKS<	8/15/16	8/30/16	30	5	3	16	

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Total Units	Cost
HISTORY	M-Su 4p-7p	VARIOUS	8/15/16	8/30/16	30	5	3	16	
	Sa-Su 11a-7p	AVG. ALL WKS<	8/15/16	8/30/16	30	5	2	16	
HLN	M-Su 5a-9a	MORNING EXPRES<	8/15/16	8/30/16	30	7	3	22	
	M-Su 9a-4p	VARIOUS	8/15/16	8/30/16	30	7	3	22	
	M-Su 4p-7p	FORENSIC FILES<	8/15/16	8/30/16	30	6	3	18	
	M-Su 7p-12m	FORENSIC FILES<	8/15/16	8/30/16	30	5	2	16	
LIF	M-Su 7p-12m	VARIOUS	8/15/16	8/30/16	30	6	3	18	
	M-Su 4p-7p	AVG. ALL WKS<	8/15/16	8/30/16	30	4	3	12	
	Sa-Su 11a-7p	VARIOUS	8/15/16	8/30/16	30	5	2	16	
MNBC	M-Su 5a-9a	VARIOUS	8/15/16	8/30/16	30	6	3	18	
	M-Su 9a-4p	VARIOUS	8/15/16	8/30/16	30	6	3	18	
	M-Su 4p-7p	VARIOUS	8/15/16	8/30/16	30	6	3	18	
	M-Su 7p-12m	VARIOUS	8/15/16	8/30/16	30	5	2	16	
NBCS	M-Su 5a-9a	AVG. ALL WKS<	8/15/16	8/30/16	30	5	3	14	
	M-Su 9a-4p	AVG. ALL WKS<	8/15/16	8/30/16	30	5	3	14	
	M-Su 4p-7p	AVG. ALL WKS<	8/15/16	8/30/16	30	5	3	14	
	M-Su 7p-12m	AVG. ALL WKS<	8/15/16	8/30/16	30	4	2	12	
TBSC	M-Su 7p-12m	VARIOUS	8/15/16	8/30/16	30	6	3	19	
	M-Su 4p-7p	SEINFELD<	8/15/16	8/30/16	30	6	3	17	
	Sa-Su 11a-7p	AVG. ALL WKS<	8/15/16	8/30/16	30	6	2	18	
TNT	M-Su 7p-12m	VARIOUS	8/15/16	8/30/16	30	6	3	18	
	M-Su 4p-7p	CASTLE<	8/15/16	8/30/16	30	5	3	16	
	Sa-Su 11a-7p	VARIOUS	8/15/16	8/30/16	30	6	2	18	
TWC	M-Su 5a-9a	AMHQ<	8/15/16	8/30/16	30	7	3	21	
	M-Su 9a-4p	WEATHER CENTER<	8/15/16	8/30/16	30	7	3	21	
	Sa-Su 11a-7p	AVG. ALL WKS<	8/15/16	8/30/16	30	9	2	28	

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Total Units	Cost
The Weather Channel									
USA									
usa network	M-Su 7p-12m	VARIOUS	8/15/16	8/30/16	30	4	2	13	
							Totals	780	$1,765.00
							Grand Totals	780	$1,765.00

Broadcast Month Costs - Grand Total

Month	Gross Cost	Total Units
08/2016	$1,639	725
09/2016	$126	55
Total	$1,765	780

This report has been prepared using STRATA NuMath research.
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Adjustments: Network Insertability and Network Carriage have been factored into calculations.
Panama City Jul15 C-DMA Nielsen Live+1
Cable Zones: Comcast, Marianna

» Estimate information indicated has been supplied by the user.

Source Field Codes:
TP – Time Period
Disclaimer
Inventory subject to availability. Rates apply to this presentation only and are effective for two weeks from the date of this proposal.
Two-week cancellation policy.
Network ratings data for OWN will be inaccurate prior to the January 2011 book.
Network ratings data for NBCS will be inaccurate prior to the January 2012 book.
By signing this contract, I agree to the full terms and conditions already on file.
DISCLOSURES: The number of subscribing homes receiving advertisements on any cable network is an estimate and may vary by geographic areas and other factors. Any statement of (1) the number of subscribing homes receiving an advertisement and (2) audience estimates are based either on the NCC methodology which utilizes either Nielsen carriage & insertion Universe Estimates or adjusts internal carriage/insertion sub counts by the Nielsen full footprint Interconnect Universe Estimate. Zone estimates are generated by using Nielsen Interconnect Universe Estimates, adjusted on a pro rata basis by internal subscriber counts by zone. Nielsen Universe Estimates are derived: in Telephone Frame set-meter and diary-only markets, from a rolling average of the prior four major sweep periods of diary sample; in LPM and Area Probability set-meter markets, from a rolling average of the prior four periods of meter sample, when available. These 4 periods each consist of 4 weeks of meter sample that lie prior to the measurement cycles of February, May, July and November. Estimates may contain impressions outside the home DMA. [See also Nielsen VIP Report]. The number of homes capable of accessing VOD and interactive TV advertising content is an estimate and may vary by the number of homes actually subscribing to digital cable service and other factors. Current Nielsen audience reporting methodology does not provide the ability to adjust audience estimates for HD simulcast programming for non-insertion. The company may not have the capability to insert on HD simulcast networks or to enable interactive overlays on HD simulcast networks. Audience estimates for HD programming have not been adjusted for non-insertion. The information provided will be periodically updated by the Company. For more information please contact your Advertising Sales Executive.
Authorized Acceptance: MAUREEN HESS Date: 8/16/16
Comcast Acceptance: Date:

Jason [illegible] 8/16/16