VIEW Report

4/19/2018 10:35AM

Lexington May17 DMA Nielsen Live+1

Client:
Buyer:
Advertiser:
Product:
Sched Dates: 04/23/18 - 05/06/18

Lengths: 30
Dayparts: DT ; EF ; RT

All-Wks Avrg

	Notes	Rate $5.00	RC $	Unit/ Wk	Unit Tot	DP Code	Wk 1 - Wk 2 Adults 18+ Prog Name	Wk 1 4/23 '18	Wk 2 4/30 '18
Lexington May17 DMA Nielsen Live+1		$1240.00			53			38	15
0184, LECE - Lexington Central		$972.00			39			28	11
BRVO-TV		$79.00			3			2	1
M-Su 5a-9a		$5.00		0	0	RT	»Morning Programing		
M-Su 9a-4p		$9.00		0	0	DT	»Daytime Programming		
M-Su 4p-7p		$19.00		1	1	EF	»Early Evening Programming	1	
M-Su 7p-12m		$30.00		1	1	RT	»BRAVO Movie Night	1	
M 5a-9a		$5.00		0	0	RT	»Morning Programming		
M 9a-4p		$9.00		0	0	DT	»Daytime Programming		
M 4p-7p		$19.00		0	0	EF	»Early Evening Programming		
M 7p-12m		$30.00		1	1	RT	»Prime Time Programming		1
CNN -TV		$210.00			15			11	4
M-Su 5a-9a		$11.00		2	3	RT	»New Day/Morning News	3	
M-Su 9a-4p		$8.00		2	3	DT	»CNN Newsroom	3	
M-Su 4p-7p		$14.00		1	2	EF	»Early Evening News	2	
M-Su 7p-12m		$23.00		2	3	RT	»Prime Time News	3	
M 5a-9a		$11.00		1	1	RT	»New Day/Morning News		1
M 9a-4p		$8.00		1	1	DT	»CNN Newsroom		1
M 4p-7p		$14.00		1	1	EF	»Early Evening News		1
M 7p-12m		$23.00		1	1	RT	»Prime Time Programming		1
FXNC-TV		$426.00			12			8	4
M-Su 5a-9a		$33.00		1	2	RT	»Fox & Friends	2	
M-Su 9a-4p		$21.00		1	2	DT	»Daytime News	2	
M-Su 4p-7p		$34.00		1	2	EF	»Early Evening News	2	
M-Su 7p-12m		$54.00		1	2	RT	»Prime Time News	2	
M 5a-9a		$33.00		1	1	RT	»Fox & Friends		1
M 9a-4p		$21.00		1	1	DT	»Daytime News		1
M 4p-7p		$34.00		1	1	EF	»Early Evening News		1
M 7p-12m		$54.00		1	1	RT	»Prime Time News		1
LIF -TV		$257.00			9			7	2
M-Su 9a-4p		$9.00		1	1	DT	»Daytime Programming	1	
M-Su 4p-7p		$24.00		2	3	EF	»Early Evening Programming	3	
M-Su 7p-12m		$38.00		2	3	RT	»Prime Time Programming	3	

	Notes	Rate $5.00	RC $	Unit/ Wk	Unit Tot	DP Code	Wk 1 - Wk 2 Adults 18+ Prog Name	Wk 1 4/23 '18	Wk 2 4/30 '18
M 9a-4p		$9.00		0	0	DT	»Daytime Programming		
M 4p-7p		$24.00		1	1	EF	»Early Evening Programming		1
M 7p-12m		$38.00		1	1	RT	»Prime Time Programming		1
8000, LEX- Lexington Interconnect		$268.00			14			10	4
MNBC-TV		$268.00			14			10	4
M-Su 5a-9a		$14.00		1	2	RT	»Morning Joe	2	
M-Su 9a-4p		$11.00		1	2	DT	»Daytime News	2	
M-Su 4p-7p		$21.00		1	2	EF	»Early Evening News	2	
M-Su 7p-12m		$26.00		2	4	RT	»Prime Time News	4	
M 5a-9a		$14.00		1	1	RT	»Morning Joe		1
M 9a-4p		$11.00		1	1	DT	»Daytime News		1
M 4p-7p		$21.00		1	1	EF	»Early Evening News		1
M 7p-12m		$26.00		1	1	RT	»Prime Time News		1
Total		$1240.00			53			38	15

Broadcast Month Costs - Grand Total

Month	Gross Cost	Total Units
04/2018	$878	38
05/2018	$362	15
Total	$1,240	53

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Adjustments: Network Insertability and Network Carriage have been factored into calculations.
Lexington May17 DMA Nielsen Live+1
Cable Zones: SPECTRUM REACH, LECE - Lexington Central
Lexington May17 DMA Nielsen Live+1
Cable Zones: SPECTRUM REACH, LEX- Lexington Interconnect

Spectrum REACH

Contract ACCEPTED AND AGREED:

Client hereby confirms that Spectrum Reach has provided to client a printed copy of the terms and conditions for the Advertisers, Agencies and Rep Firms, which are expressly incorporated herein by this reference:

Client Signature: _____ **Date:** 4.19.18

Title: Stinnet for Mayor

Acceptance Signature: _____ **Date:** 4.19.18

Title: _____

SPECTRUM REACH

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ACCEPTED AND AGREED:

CLIENT: _____

By: _____

Name: _____