Wieneke, Donna J

From: Steinbrunner, Karen M
Sent: Friday, March 23, 2018 10:35 AM
To: Wieneke, Donna J
Cc: Paul, Tasha P
Subject: FW: Sprague for Ohio 3.26-4.1
Attachments: Sprague for Treasurer Buy Spectrum 3.26-4.1 - Scheduler (tv).scx; Sprague for Ohio Traffic 3.26-4.1.xlsx; Sprague for Ohio NAB.pdf

Karen Steinbrunner

Account Executive, IAB Certified

580 N. 4th Street, Suite 350 | Columbus, OH 43215
P 614.384.2725 | **C** 614.582.8802 | **spectrumreach.com** | **LinkedIn**
JobShare M-W: Tasha Paul | Tasha.paul@charter.com
Account Coordinator: Donna Wieneke | donna.wieneke@charter.com

From: Hartwell Marable [mailto:hartwell@strategicmediaplacement.com]
Sent: Friday, March 23, 2018 10:18 AM
To: Paul, Tasha P <Tasha.Paul@charter.com>; Steinbrunner, Karen M <Karen.Steinbrunner@charter.com>
Subject: Sprague for Ohio 3.26-4.1

Hi guys!

Order, NAB and Traffic attached.

Ad being delivered via comcast Ad delivery.

Check copy ASAP

Hartwell Marable | Senior Analyst & Media Buyer
740.201.5500 | hartwell@strategicmediaplacement.com
614.746.7280 | mobile
@SMPGRP

Strategic Media Placement, Inc.
The Gooding House | 7669 Stagers Loop, Delaware, Ohio 43015
www.StrategicMediaPlacement.com | Twitter

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VIEW Report

3/23/2018 9:48AM

Multiple Markets(6)

Client:
Buyer:
Advertiser:
Product:
Sched Dates: 3/26/2018 - 4/1/2018

Lengths: 30
Dayparts: RT

AE: Karen Steinbrunner and Tasha Paul
Asst: Donna Wieneke
Phone: 614-384-2725/ 614-384-2713
Fax: 614-827-1004

All-Wks Avrg

	Notes	Rate $$ 00	RC $	RC %	Unit/ Wk	Unit Tot	DP Code	Src	Start Date	End Date	Wk 1 Adults 35+ Prog Name	Rtg	Imp	CPP $$	Rch %	Freq	Day 1 3/26 '18	Day 2 3/27 '18	Day 3 3/28 '18	Day 4 3/29 '18	Day 5 3/30 '18	Day 6 3/31 '18	Day 7 4/1 '18
Columbus, OH Feb17 DMA Nielsen Live+7		$6801 00				73						0 8	498025	$123	22 5%	2.5	11	11	11	11	11	9	9
8637, COL- Columbus Interconnect		$6485 00				43						1 3	475695	$115	22 6%	2 5	7	7	7	7	7	4	4
FXNC-TV		$6485 00				43						1 3	475695	$115	22 6%	2 5	7	7	7	7	7	4	4
M-Su 5a-9a		$140 00			14	14	RT	TP			»FOX AND FRIEND<	»1.1	»9475	$127	8 6%	1 8	2	2	2	2	2	2	2
M-Su 9a-4p		$100 00			14	14	RT	TP			»FOX NEWS	»1 2	»10030	$83	10 1%	1 7	2	2	2	2	2	2	2
M-Su 4p-7p		$175 00			5	5	RT	TP			»FOX NEWS	»1 4	»12135	$125	5 6%	1 3	1	1	1	1	1		
M-Su 7p-12m		$225 00			10	10	RT	TP			»FOX NEWS	»1.7	»14195	$132	11 1%	1 5	2	2	2	2	2		
M-Su 12m-5a		$16 00			0	0	RT	TP			»FOX NEWS	»0 6	»4985	$27									
2446, CODN- Columbus Dish Network		$316 00				30						1 4	22330	$7	19 3%	2 2	4	4	4	4	4	5	5
FXNC-TV		$316 00				30						1 4	22330	$7	19 3%	2 2	4	4	4	4	4	5	5
M-Su 9a-4p		$8 00			22	22	RT	TP			»FOX NEWS	»1.3	»687	$6	14 2%	2 1	4	4	4	4	4	1	1
M-Su 4p-7p		$15 00			4	4	RT	TP			»FOX NEWS	»1.6	»831	$9	5 3%	1 2						2	2
M-Su 7p-12m		$20 00			4	4	RT	TP			»FOX NEWS	»1 9	»973	$11	6 4%	1 2						2	2
Cleveland-Akron (Canton) Feb18 C-DMA Nielsen Live+7		$9328 00				77						0 6	709952	$212	21 8%	2 0	13	13	13	13	13	6	6
6600, CLEV- Cleveland Interconnect		$6825 00				43						1.0	680961	$199	22 0%	2 0	7	7	7	7	7	4	4
FXNC-TV		$6825 00				43						1 0	680961	$199	22 0%	2 0	7	7	7	7	7	4	4
M-Su 5a-9a		$225 00			10	10	RT	TP			»FOX AND FRIEND<	»1.1	»16858	$205	8 5%	1 3	2	2	2	2	2		
M-Su 9a-4p		$125 00			19	19	RT	TP			»FOX NEWS	»0 8	»12235	$156	10 0%	1 5	3	3	3	3	3	2	2
M-Su 4p-7p		$240 00			0	0	RT	TP			»FOX NEWS	»1 0	»15089	$240									
M-Su 7p-12m		$300 00			14	14	RT	TP			»FOX NEWS	»1 3	»19694	$231	13 3%	1 3	2	2	2	2	2	2	2
M-Su 12m-5a		$35 00			0	0	RT	TP			»FOX NEWS	»0 4	»6752	$88									
9814, CLDN- Dish Cleveland		$503 00				34						1.1	28991	$14	19 5%	1 9	6	6	6	6	6	2	2
FXNC-TV		$503 00				34						1 1	28991	$14	19 5%	1 9	6	6	6	6	6	2	2
M-Su 9a-4p		$7 00			10	10	RT	TP			»FOX NEWS	»0 9	»697	$8	7 0%	1 2	2	2	2	2	2		
M-Su 4p-7p		$17 00			19	19	RT	TP			»FOX NEWS	»1 1	»859	$15	12 9%	1 8	3	3	3	3	3	2	2
M-Su 7p-12m		$22 00			5	5	RT	TP			»FOX NEWS	»1.4	»1140	$16	6 5%	1.1	1	1	1	1	1		
Youngstown Feb18 C-DMA Nielsen Live+1		$1039 00				85						0 4	58021	$29	19 5%	1 8	15	15	15	15	15	5	5
0420, YOUG- Youngstown Interconnect		$479 00				34						1.1	35715	$12	20 8%	1 9	6	6	6	6	6	2	2
FXNC-TV		$479 00				34						1.1	35715	$12	20 8%	1 9	6	6	6	6	6	2	2
M-Su 5a-9a		$12 00			10	10	RT	TP			»FOX AND FRIEND<	»1 2	»1070	$10	9 4%	1 2	2	2	2	2	2		
M-Su 9a-4p		$11 00			19	19	RT	TP			»FOX NEWS	»1.1	»1010	$10	14 1%	1 5	3	3	3	3	3	2	2
M-Su 4p-7p		$20 00			0	0	RT	TP			»FOX NEWS	»1 0	»911	$20									
M-Su 7p-12m		$30 00			5	5	RT	TP			»FOX NEWS	»1.3	»1165	$23	5 7%	1 1	1	1	1	1	1		
M-Su 12m-5a		$3 00			0	0	RT	TP			»FOX NEWS	»0 1	»92	$30									
6169, YOWA- Warren		$475 00				34						1 2	17155	$12	21 3%	1 9	6	6	6	6	6	2	2
FXNC-TV		$475 00				34						1 2	17155	$12	21 3%	1 9	6	6	6	6	6	2	2
M-Su 5a-9a		$13 00			10	10	RT	TP			»FOX AND FRIEND<	»1.2	»514	$11	9 7%	1 2	2	2	2	2	2		
M-Su 9a-4p		$10 00			19	19	RT	TP			»FOX NEWS	»1 1	»485	$9	14 5%	1 5	3	3	3	3	3	2	2
M-Su 4p-7p		$25 00			0	0	RT	TP			»FOX NEWS	»1 0	»438	$25									
M-Su 7p-12m		$31 00			5	5	RT	TP			»FOX NEWS	»1 3	»560	$24	5 8%	1 1	1	1	1	1	1		
M-Su 12m-5a		$2 00			0	0	RT	TP			»FOX NEWS	»0 1	»44	$20									
0509, YOUN- Youngstown		$85 00				17						1.1	5151	$5	12 6%	1.4	3	3	3	3	3	1	1
FXNC-TV		$85 00				17						1 1	5151	$5	12 6%	1 4	3	3	3	3	3	1	1
M-Su 5a-9a		$6 00			0	0	RT	TP			»FOX AND FRIEND<	»1 1	»321	$5									
M-Su 9a-4p		$5 00			17	17	RT	TP			»FOX NEWS	»1 1	»303	$5	12 6%	1 4	3	3	3	3	3	1	1
M-Su 4p-7p		$8 00			0	0	RT	TP			»FOX NEWS	»1 0	»273	$8									
M-Su 7p-12m		$12 00			0	0	RT	TP			»FOX NEWS	»1 2	»349	$10									

VIEW Report

3/23/2018 9:48AM

Multiple Markets(6)

Client:
Buyer:
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Product:
Sched Dates: 3/26/2018 - 4/1/2018

Lengths: 30
Dayparts: RT

AE: Karen Steinbrunner and Tasha Paul
Asst: Donna Wieneke
Phone: 614-384-2725/ 614-384-2713
Fax: 614-827-1004

	Notes	Rate $$ 00	RC $	RC %	Unit/ Wk	Unit Tot	DP Code	Stc	Start Date	End Date	Wk 1 Adults 35+ Prog Name	Rtg	Imp	CPP $$	Rch %	Freq	Day 1 3/26 '18	Day 2 3/27 '18	Day 3 3/28 '18	Day 4 3/29 '18	Day 5 3/30 '18	Day 6 3/31 '18	Day 7 4/1 '18
M-Su 12m-5a		$3 00			0	0	RT	TP			»FOX NEWS	»0 1	»28	$30									
Toledo Nov17 C-DMA Nielsen Live+1		$734 00				34						1 0	40653	$22	18 6%	1 8	6	6	6	6	6	2	2
0419, TOLE- Toledo Interconnect		$734 00				34						1.0	40653	$22	18 6%	1 8	6	6	6	6	6	2	2
FXNC-TV		$734 00				34						1 0	40653	$22	18 6%	1 8	6	6	6	6	6	2	2
M-Su 5a-9a		$22 00			10	10	RT	TP			»FOX AND FRIEND<	»1 3	»1550	$17	10 1%	1 2	2	2	2	2	2		
M-Su 9a-4p		$16 00			19	19	RT	TP			»FOX NEWS	»0 7	»892	$23	9 6%	1 4	3	3	3	3	3	2	2
M-Su 4p-7p		$30 00			0	0	RT	TP			»FOX NEWS	»1 0	»1193	$30									
M-Su 7p-12m		$42 00			5	5	RT	TP			»FOX NEWS	»1 4	»1661	$30	6 2%	1 1	1	1	1	1	1		
M-Su 12m-5a		$3 00			0	0	RT	TP			»FOX NEWS	»0 1	»107	$30									
Cincinnati Jan18 C-DMA Nielsen Live+7		$6397 00				63						0 8	484376	$121	25 6%	2 1	11	11	11	11	11	4	4
8636, CIN- Cincinnati Interconnect		$6092 00				43						1 3	469206	$112	26 1%	2 1	7	7	7	7	7	4	4
FXNC-TV		$6092 00				43						1 3	469206	$112	26 1%	2 1	7	7	7	7	7	4	4
M-Su 5a-9a		$158 00			10	10	RT	TP			»FOX AND FRIEND<	»1.1	»9460	$171	8 7%	1 3	2	2	2	2	2		
M-Su 9a-4p		$94 00			23	23	RT	TP			»FOX NEWS	»1.3	»11257	$72	18.0%	1.7	3	3	3	3	3	4	4
M-Su 4p-7p		$160 00			5	5	RT	TP			»FOX NEWS	»1.3	»11125	$123	5 6%	1.1	1	1	1	1	1		
M-Su 7p-12m		$250 00			5	5	RT	TP			»FOX NEWS	»1 4	»12014	$179	6 2%	1 1	1	1	1	1	1		
M-Su 12m-5a		$3 00			0	0	RT	TP			»FOX NEWS	»0 2	»2048	$15									
2121, CIDN - Cincinnati Dish Network		$305 00				20						1.4	15170	$11	18 0%	1 6	4	4	4	4	4		
FXNC-TV		$305 00				20						1.4	15170	$11	18 0%	1 6	4	4	4	4	4		
M-Su 9a-4p		$12 00			15	15	RT	TP			»FOX NEWS	»1.4	»746	$9	14 9%	1.4	3	3	3	3	3		
M-Su 4p-7p		$16 00			0	0	RT	TP			»FOX NEWS	»1 4	»737	$11									
M-Su 7p-12m		$25 00			5	5	RT	TP			»FOX NEWS	»1.5	»796	$17	6 7%	1.1	1	1	1	1	1		
M-Su 12m-5a		$2 00			0	0	RT	TP			»FOX NEWS	»0 3	»136	$7									
Dayton Jan18 C-DMA Nielsen Live+7		$2915 00				49						1 0	239860	$57	28 1%	1 8	9	9	9	9	9	2	2
6363, DMA- Dayton DMA		$2790 00				34						1 6	232905	$53	28 8%	1 8	6	6	6	6	6	2	2
FXNC-TV		$2790 00				34						1 6	232905	$53	28 8%	1 8	6	6	6	6	6	2	2
M-Su 5a-9a		$90 00			10	10	RT	TP			»FOX AND FRIEND<	»1 5	»6659	$60	12 2%	1 2	2	2	2	2	2		
M-Su 9a-4p		$60 00			19	19	RT	TP			»FOX NEWS	»1 5	»6505	$40	19 1%	1 5	3	3	3	3	3	2	2
M-Su 4p-7p		$100 00			0	0	RT	TP			»FOX NEWS	»1 5	»6573	$67									
M-Su 7p-12m		$150 00			5	5	RT	TP			»FOX NEWS	»1 9	»8544	$79	8 7%	1 1	1	1	1	1	1		
M-Su 12m-5a		$3 00			0	0	RT	TP			»FOX NEWS	»0 5	»2143	$6									
2145, DYDN- DISH Dayton		$125 00				15						1.6	6955	$5	16 8%	1.4	3	3	3	3	3		
FXNC-TV		$125 00				15						1.6	6955	$5	16 8%	1.4	3	3	3	3	3		
M-Su 9a-4p		$9 00			10	10	RT	TP			»FOX NEWS	»1 6	»462	$6	13 1%	1 2	2	2	2	2	2		
M-Su 4p-7p		$7 00			5	5	RT	TP			»FOX NEWS	»1.6	»467	$4	7 3%	1.1	1	1	1	1	1		
M-Su 7p-12m		$11 00			0	0	RT	TP			»FOX NEWS	»2 1	»507	$5									
Total		$27214 00				381						0 1	2031087	$560	23 3%	2 1	65	65	65	65	65	28	28

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Adjustments: Network Insertability and Network Carriage have been factored into calculations.
Columbus, OH Feb17 DMA Nielsen Live+7
Cable Zones: SPECTRUM REACH, COL- Columbus Interconnect
Columbus, OH Feb17 DMA Nielsen Live+7
Cable Zones: DISH NETWORK, CODN- Columbus Dish Network
Cleveland-Akron (Canton) Feb18 C-DMA Nielsen Live+7

Spectrum REACH

Client:
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Sched Dates: 3/26/2018 - 4/1/2018

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Cable Zones: SPECTRUM REACH, CLEV- Cleveland Interconnect
Cleveland-Akron (Canton) Feb18 C-DMA Nielsen Live+7
Cable Zones: DISH NETWORK, CLDN- Dish Cleveland
Youngstown Feb18 C-DMA Nielsen Live+1
Cable Zones: SPECTRUM REACH, YOUG- Youngstown Interconnect
Youngstown Feb18 C-DMA Nielsen Live+1
Cable Zones: SPECTRUM REACH, YOWA- Warren
Youngstown Feb18 C-DMA Nielsen Live+1
Cable Zones: SPECTRUM REACH, YOUN- Youngstown
Toledo Nov17 C-DMA Nielsen Live+1
Cable Zones: SPECTRUM REACH, TOLE- Toledo Interconnect
Cincinnati Jan18 C-DMA Nielsen Live+7
Cable Zones: SPECTRUM REACH, CIN- Cincinnati Interconnect
Cincinnati Jan18 C-DMA Nielsen Live+7
Cable Zones: DISH NETWORK, CIDN - Cincinnati Dish Network
Dayton Jan18 C-DMA Nielsen Live+7
Cable Zones: SPECTRUM REACH, DMA- Dayton DMA
Dayton Jan18 C-DMA Nielsen Live+7
Cable Zones: DISH NETWORK, DYDN- DISH Dayton

» Estimate information indicated has been supplied by the user.

Source Field Codes:
TP – Time Period