Author: Windows User

Grand STrand Citizen for Common Sense

News 13 WBTW
Coverage You Can Count On.

Schedule Date: 6/20/2016 - 7/3/2016
Spot Length(s): :30

Acct. Exec: Bradley Fludgate
Phone #: 843-294-8403
Email: bfludgate@wbtw.com
Web Site: www.wbtw.com

Rates are valid for 10 business days.

Flight Dates: 6/20/2016-7/3/2016

Program Time	Spot Length	JN 20	JN 27	Wks	Rate Spots
WBTW					
NEWS 13 THIS MORNING Mo-Fr 6:00a-7:00a	:30	1	1	2	$400.00 2
NEWS 13 AT NOON Mo-Fr 12:00p-12:30p	:30	2	1	2	$500.00 3
NEWS 13 AT 11P Mo-Fr 11:00p-11:35p	:30	2	1	2	$500.00 3
NEWS 13 @ 6PM (SAT) Sat 6:00p-6:30p	:30	1	--	1	$300.00 1
NEWS AT 11PM Sat 11:00p-11:30p	:30	1	--	1	$300.00 1
NEWS 13 AT 630PM (SUN) Sun 6:30p-7:00p	:30	1	--	1	$300.00 1
NEWS AT 11PM Sun 11:00p-11:30p	:30	2	--	1	$500.00 2

Total Cost: $5,700.00

General Summary (DMA P35+ D.RTG)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	Eff Reach	Net Reach	Pop
WBTW	13	$5,700.00	89.500	364.043	$63.69	$15.66	53.0	1.7	19.6	218,704	412,913