# VIEW Report

**4/9/2018 7:19AM**

**Lexington May17 DMA Nielsen Live+1**

Client:
Buyer:
Advertiser:
Product:
Sched Dates: 05/07/18 - 05/27/18

Lengths: 30
Dayparts: EF ; OV ; RT

All-Wks Avrg

| | Notes | Rate $$.00 | RC % | RC $ | Unit/ Wk | Unit Tot | DP Code | Src | Start Date | End Date | Wk 1 - Wk 5<br>Adults 18+<br>Prog Name | Wk 1 5/7 '18 | Wk 2 5/14 '18 | Wk 3 5/21 '18 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Lexington May17 DMA Nielsen Live+1 | | $3695.00 | | | | 96 | | | | | | 39 | 44 | 13 |
| 0184, LECE - Lexington Central | | $2083.00 | | | | 57 | | | | | | 23 | 25 | 9 |
| CMDY-TV | | $230.00 | | | | 16 | | | | | | 5 | 7 | 4 |
| M-Su 7p-12m | | $26.00 | | | 0 | 0 | RT | TP | | | »Prime Time Programming | | | |
| M-Su 12m-5a | | $3.00 | | | 0 | 0 | OV | TP | | | »Overnight Rotator | | | |
| M-Su 7p-12m | | $29.00 | | | 2 | 5 | RT | TP | | | »Prime Time Programming | 2 | 3 | |
| M-Su 12m-5a | | $3.00 | | | 2 | 7 | OV | TP | | | »Overnight Rotator | 3 | 4 | |
| M 7p-12m | | $29.00 | | | 1 | 2 | RT | TP | | | »Prime Time Programming | | | 2 |
| M 12m-5a | | $3.00 | | | 1 | 2 | OV | TP | | | »Overnight Rotator | | | 2 |
| CNN -TV | | $900.00 | | | | 27 | | | | | | 12 | 12 | 3 |
| M-Su 5a-9a | | $21.00 | | | 0 | 0 | RT | TP | | | »New Day | | | |
| M-Su 4p-7p | | $27.00 | | | 0 | 0 | EF | TP | | | »Early Evening News | | | |
| M-Su 7p-12m | | $44.00 | | | 0 | 0 | RT | TP | | | »Prime Time News | | | |
| M-Su 5a-9a | | $23.00 | | | 3 | 8 | RT | TP | | | »New Day | 4 | 4 | |
| M-Su 4p-7p | | $29.00 | | | 3 | 8 | EF | TP | | | »Early Evening News | 4 | 4 | |
| M-Su 7p-12m | | $48.00 | | | 3 | 8 | RT | TP | | | »Prime Time News | 4 | 4 | |
| M 5a-9a | | $23.00 | | | 0 | 1 | RT | TP | | | »New Day | | | 1 |
| M 4p-7p | | $29.00 | | | 0 | 1 | EF | TP | | | »Early Evening News | | | 1 |
| M 7p-12m | | $48.00 | | | 0 | 1 | RT | TP | | | »Prime Time News | | | 1 |
| TLC -TV | | $333.00 | | | | 9 | | | | | | 4 | 4 | 1 |
| M-Su 7p-12m | | $34.00 | | | 0 | 0 | RT | TP | | | »Prime Time Programming | | | |
| M-Su 7p-12m | | $37.00 | | | 3 | 8 | RT | TP | | | »Prime Time Programming | 4 | 4 | |
| M 7p-12m | | $37.00 | | | 0 | 1 | RT | TP | | | »Prime Time Programming | | | 1 |
| TNT -TV | | $620.00 | | | | 5 | | | | | | 2 | 2 | 1 |
| M-Su 7p-12m | | $112.00 | | | 0 | 0 | RT | TP | | | »Prime Time Programming | | | |
| M-Su 7p-12m | | $124.00 | | | 1 | 4 | RT | TP | | | »Prime Time Programming | 2 | 2 | |
| M 7p-12m | | $124.00 | | | 0 | 1 | RT | TP | | | »Prime Time Programming | | | 1 |
| 8000, LEX- Lexington Interconnect | | $1612.00 | | | | 39 | | | | | | 16 | 19 | 4 |
| BET -TV | | $288.00 | | | | 8 | | | | | | 3 | 4 | 1 |
| M-Su 7p-12m | | $32.00 | | | 0 | 0 | RT | TP | | | »Prime Time Programming | | | |
| M-Su 7p-12m | | $36.00 | | | 2 | 7 | RT | TP | | | »Prime Time Programming | 3 | 4 | |
| M 7p-12m | | $36.00 | | | 0 | 1 | RT | TP | | | »Prime Time Programming | | | 1 |
| MNBC-TV | | $1324.00 | | | | 31 | | | | | | 13 | 15 | 3 |
| M-Su 5a-9a | | $27.00 | | | 0 | 0 | RT | TP | | | »Morning Joe | | | |
| M-Su 4p-7p | | $40.00 | | | 0 | 0 | EF | TP | | | »Early Evening News | | | |
| M-Su 7p-12m | | $49.00 | | | 0 | 0 | RT | TP | | | »Prime Time News | | | |
| M-Su 5a-9a | | $29.00 | | | 3 | 9 | RT | TP | | | »Morning Joe | 4 | 5 | |
| M-Su 4p-7p | | $44.00 | | | 3 | 10 | EF | TP | | | »Early Evening News | 5 | 5 | |
| M-Su 7p-12m | | $55.00 | | | 3 | 9 | RT | TP | | | »Early Evening News | 4 | 5 | |

| | Notes | Rate $$.00 | RC % | RC $ | Unit/ Wk | Unit Tot | DP Code | Src | Start Date | End Date | Wk 1 - Wk 5<br>Adults 18+<br>Prog Name | Wk 1 5/7 '18 | Wk 2 5/14 '18 | Wk 3 5/21 '18 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| M 5a-9a | | $29.00 | | | 0 | 1 | RT | TP | | | »Morning Joe | | | 1 |
| M 4p-7p | | $44.00 | | | 0 | 1 | EF | TP | | | »Early Evening News | | | 1 |
| M 7p-12m | | $55.00 | | | 0 | 1 | RT | TP | | | »Early Evening News | | | 1 |
| Total | | $3695.00 | | | | 96 | | | | | | 39 | 44 | 13 |

**Broadcast Month Costs - Grand Total**

| Month | Gross Cost | Total Units |
|---|---|---|
| 05/2018 | $3,695 | 96 |
| Total | $3,695 | 96 |

This report has been prepared using Strata NuMath research.
Strata NuMath and report designs Copyright ©2018 Strata Marketing, Inc. 312-222-1555

Nielsen Audience Estimates Copyright ©2018 The Nielsen Company, used under license, all rights reserved

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

» Estimate information indicated has been supplied by the user.

Source Field Codes:
TP – Time Period

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:** 4/12/18

**Title:** Circuit Court Clerk

**Acceptance Signature:** _____ **Date:** _____

**Title:** _____

**SPECTRUM REACH**

**STANDARD MEDIA SALES TERMS AND CONDITIONS**

**Either signature on this order form, or delivery to Charter Communications Operating, LLC ("Spectrum Reach") of any advertisement, advertising content or other materials of or on behalf of an advertiser or agency (each, a "Client") for distribution, shall constitute Client's agreement to the Spectrum Reach Terms and Conditions, available at spectrumreach.com/terms-conditions and incorporated into this order form as if fully set forth herein, as applicable and as may be amended from time to time.**

**ACCEPTED AND AGREED:**

**CLIENT:** _____

**By:** _____

**Name:** _____