Walt McNeil

Walt McNeil for Sheriff

Book: November 2015

Proposal ID: 3895
Schedule Date: 10/24/2016 - 11/8/2016
Spot Length(s): :30
Book: November 2015
Author: Michael German

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Agreements may be cancelled or revised with a two weeks written notice. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

Flight Dates: 10/24/2016-11/8/2016

Program Time	Spot Length	OC 24	OC 31	NO 7	RT-P35-64 D.RTG RTG	Wks	Rate Spots
WTXL							
GOOD MORNING AMERICA	:30	2	2	2	3.2	3	$85.00
GRPs/Impressions					19.2		6
CPP/CPM					$26.56		
Mo-Fr 7:00a-9:00a		Run Dates: 3/7/2013-12/31/2036					
LIVE WITH KELLY & MICHAEL	:30	2	2	2	2.0	3	$20.00
GRPs/Impressions					12		6
CPP/CPM					$10.00		
Mo-Fr 9:00a-10:00a		Run Dates: 3/7/2013-12/31/2036					
THE VIEW	:30	2	2	2	1.3	3	$40.00
GRPs/Impressions					7.8		6
CPP/CPM					$30.77		
Mo-Fr 11:00a-12:00p		Run Dates: 3/7/2013-12/31/2036					
50th ANNUAL CMA AWARDS-ABC	:30	--	2	--	*9.4	1	$650.00
GRPs/Impressions					18.8		2
CPP/CPM					$69.15		
Wed 8:00p-11:00p		Run Dates: 11/2/2016-11/2/2016					
NOTORIOUS	:30	--	2	--	*7.4	1	$650.00
GRPs/Impressions					14.8		2
CPP/CPM					$87.84		
Thu 9:00p-10:00p		Run Dates: 9/22/2016-12/31/2036					
WTXL Totals		6	10	6			**$3,470.00**
				GRP/(000)	72.6	**Spts:**	**22**
				CPP/CPM:	$47.80		
				Reach:	43.7		
				Frequency:	1.7		

Total Cost: **$3,470.00** **Signature**

Note: Asterisk (*) indicates manual adjustment of estimate.
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