# 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<br>Adults 18+<br>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<br>Adults 18+<br>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**

**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:** _____