POL-James McCalister for Superintendent-ADDOn3-General2016

Panama City Nov15 C-DMA Nielsen Live+1

Client: P Bill Husfelt for Superintendent
Buyer:
Advertiser:
Product: POLITICAL-CANDIDATE
Sched Dates: 10/28/2016 - 11/6/2016

Lengths: 30
Dayparts: RT

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Rate	Total Units	Cost
8116, Panama City										
ESPN										
	M-Su 7p-12m	AVG. ALL WKS<	10/17/16	10/30/16	30	0	0	$59.00	0	$.00
	Sa-Su 11a-7p	AVG. ALL WKS<	10/17/16	10/30/16	30	1	1	$59.00	2	$118.00
	M-Su 7p-12m	AVG. ALL WKS<	10/31/16	11/8/16	30	0	0	$65.00	0	$.00
	Sa-Su 11a-7p	AVG. ALL WKS<	10/31/16	11/8/16	30	1	1	$65.00	1	$65.00
HGTV	M-Su 4p-7p	AVG. ALL WKS<	10/17/16	10/30/16	30	0	0	$22.00	0	$.00
	M-Su 7p-12m	AVG. ALL WKS<	10/17/16	10/30/16	30	1	1	$35.00	1	$35.00
	Sa-Su 11a-7p	AVG. ALL WKS<	10/17/16	10/30/16	30	1	1	$35.00	2	$70.00
	M-Su 4p-7p	AVG. ALL WKS<	10/31/16	11/8/16	30	1	1	$25.00	1	$25.00
	M-Su 7p-12m	AVG. ALL WKS<	10/31/16	10/30/16	30	0	0	$35.00	0	$.00
	Sa-Su 11a-7p	AVG. ALL WKS<	10/31/16	11/8/16	30	1	1	$39.00	2	$78.00
TBSC										
	M-Su 4p-7p	AVG. ALL WKS<	10/17/16	10/30/16	30	1	1	$22.00	2	$44.00
	M-Su 7p-12m	AVG. ALL WKS<	10/17/16	10/30/16	30	0	0	$35.00	0	$.00
	M-Su 4p-7p	AVG. ALL WKS<	10/31/16	11/8/16	30	1	1	$25.00	2	$50.00
	M-Su 7p-12m	AVG. ALL WKS<	10/31/16	11/8/16	30	1	1	$39.00	1	$39.00
USA	M-Su 4p-7p	AVG. ALL WKS<	10/17/16	10/30/16	30	1	1	$35.00	2	$70.00
	M-Su 7p-12m	VARIOUS	10/17/16	10/30/16	30	0	0	$53.00	0	$.00
	Sa-Su 11a-7p	VARIOUS	10/17/16	10/30/16	30	0	0	$53.00	0	$.00
	M-Su 4p-7p	AVG. ALL WKS<	10/31/16	11/8/16	30	1	1	$39.00	2	$78.00
	M-Su 7p-12m	VARIOUS	10/31/16	11/8/16	30	0	0	$59.00	0	$.00
	Sa-Su 11a-7p	VARIOUS	10/31/16	11/8/16	30	0	0	$59.00	0	$.00
							Totals		**18**	**$672.00**
							Grand Totals		**18**	**$672.00**

Broadcast Month Costs - Grand Total

Month	Gross Cost	Total Units
10/2016	$337	9
11/2016	$335	9
Total	$672	18

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Adjustments: Network Insertability and Network Carriage have been factored into calculations.
Panama City Nov15 C-DMA Nielsen Live+1
Cable Zones: Comcast, Panama City

» Estimate information indicated has been supplied by the user.

Source Field Codes:
TP – Time Period
Disclaimer
Inventory subject to availability. Rates apply to this presentation only and are effective for two weeks from the date of this proposal.
Two-week cancellation policy.
Network ratings data for OWN will be inaccurate prior to the January 2011 book.
Network ratings data for NBCS will be inaccurate prior to the January 2012 book.
By signing this contract, I agree to the full terms and conditions already on file.
DISCLOSURES: The number of subscribing homes receiving advertisements on any cable network is an estimate and may vary by geographic areas and other factors. Any statement of (1) the number of subscribing homes receiving an advertisement and (2) audience estimates are based either on the NCC methodology which utilizes either Nielsen carriage & insertion Universe Estimates or adjusts internal carriage/insertion sub counts by the Nielsen full footprint Interconnect Universe Estimate. Zone estimates are generated by using Nielsen Interconnect Universe Estimates, adjusted on a pro rata basis by internal subscriber counts by zone. Nielsen Universe Estimates are derived: in Telephone Frame set-meter and diary-only markets, from a rolling average of the prior four major sweep periods of diary sample; in LPM and Area Probability set-meter markets, from a rolling average of the prior four periods of meter sample, when available. These 4 periods each consist of 4 weeks of meter sample that lie prior to the measurement cycles of February, May, July and November. Estimates may contain impressions outside the home DMA. [See also Nielsen VIP Report]. The number of homes capable of accessing VOD and interactive TV advertising content is an estimate and may vary by the number of homes actually subscribing to digital cable service and other factors. Current Nielsen audience reporting methodology does not provide the ability to adjust audience estimates for HD simulcast programming for non-insertion. The company may not have the capability to insert on HD simulcast networks or to enable interactive overlays on HD simulcast networks. Audience estimates for HD programming have not been adjusted for non-insertion. The information provided will be periodically updated by the Company. For more information please contact your Advertising Sales Executive.
Authorized Acceptance: Maria D. McCalister Date: 10-27-16
Comcast Acceptance: [signature] Date: 10/27/16