POL_James McCalister for Bay Co. Superintendent-FOXNEWS-AddOn.10.17.16

Client Name	POL-James McCalister for Bay Co Superintendent-PC
Product	POLITICAL
Sched Dates	10/18/16 - 11/6/16
Primary Demo	HH
Agency	IN HOUSE
Sales	Jason Newman (850) 247-8198
Advertiser	POL-Amy Baker for Bay County Tax Collector
Buyer	Maria McCalister

All-Wks Avrg

	Notes	Rate $$.00	Net Rate $.00	RC %	RC $	Unit/ Wk	Unit Dur	Unit Tot	DP Code	Src	Start Date	End Date	Wk 1 - Wk 3 Households Prog Name	Rtg	CPP $$	Rch %	Freq	Wk 1 10/17 '16	Wk 2 10/24 '16	Wk 3 10/31 '16
Total		$576.00	489.60					13							$17	22.8%	1.5	4	4	5
Panama City Nov15 C-DMA Nielsen Live+1		$576.00	489.60					13							$17	22.8%	1.5	4	4	5
8116, Panama City		$576.00	489.60					13							$17	22.8%	1.5	4	4	5
FXNC-TV		$336.00	285.60					8							$16	16.9%	1.2	4	4	
M-Su 4p-7p		$42.00	35.70			3	15	8	EF	TP	10/17/16	10/30/16	The Five, Fox Special	2.6	$16	16.9%	1.2	4	4	
FXNC-TV		$240.00	204.00					5							$18	11.4%	1.1			5
M-Su 4p-7p		$48.00	40.80			2	15	5	EF	TP	10/31/16	11/8/16	The Five, Fox Special	2.6	$18	11.4%	1.1			5

This report has been prepared using STRATA NuMath research.

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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

Source Field Codes:

TP – Time Period

Maria D. McCalister

10/17/16

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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

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: James E McAlister Date: 10.17.16
Comcast Acceptance: Jason J Moore Date: 10/17/16

– What Sets James McCalister Apart
– I Want Voters to Know