VIEW Report

4/11/2018 2:37PM

Lexington May17 DMA Nielsen Live+1

Client:
Buyer:
Advertiser:
Product:
Sched Dates: 04/09/18 - 04/22/18

Lengths: 30
Dayparts: DT ; EF ; RT

All-Wks Avrg

	Notes	Rate $$.00	Unit/ Wk	Unit Tot	DP Code	Wk 1 - Wk 2 Adults 18+ Prog Name	Wk 1 4/9 '18	Wk 2 4/16 '18
Lexington May17 DMA Nielsen Live+1		$1000.00		48			24	24
0184, LECE - Lexington Central		$609.00		28			14	14
CNN -TV		$292.00		20			10	10
F-Su 5a-9a		$11.00	1	2	RT	»New Day/Morning News	2	
F-Su 9a-4p		$8.00	1	2	DT	»CNN Newsroom	2	
F-Su 4p-7p		$14.00	2	3	EF	»Early Evening News	3	
F-Su 7p-12m		$23.00	2	3	RT	»Prime Time News	3	
M-F 5a-9a		$11.00	1	2	RT	»New Day/Morning News		2
M-F 9a-4p		$8.00	2	3	DT	»CNN Newsroom		3
M-F 4p-7p		$14.00	1	2	EF	»Early Evening News		2
M-F 7p-12m		$23.00	2	3	RT	»Prime Time Programming		3
FXNC-TV		$317.00		8			4	4
F-Su 5a-9a		$33.00	1	1	RT	»Fox & Friends	1	
F-Su 9a-4p		$21.00	0	0	DT	»Daytime News		
F-Su 4p-7p		$34.00	1	1	EF	»Early Evening News	1	
F-Su 7p-12m		$54.00	1	2	RT	»Priime Time News	2	
M-F 5a-9a		$33.00	1	1	RT	»Fox & Friends		1
M-F 9a-4p		$21.00	1	1	DT	»Daytime News		1
M-F 4p-7p		$34.00	1	1	EF	»Early Evening News		1
M-F 7p-12m		$54.00	1	1	RT	»Prime Time News		1
8000, LEX- Lexington Interconnect		$391.00		20			10	10
MNBC-TV		$391.00		20			10	10
F-Su 5a-9a		$14.00	1	1	RT	»Morning Joe	1	
F-Su 9a-4p		$11.00	1	2	DT	»Daytime News	2	
F-Su 4p-7p		$21.00	2	3	EF	»Early Evening News	3	
F-Su 7p-12m		$26.00	2	4	RT	»Prime Time News	4	
M-F 5a-9a		$14.00	1	1	RT	»Morning Joe		1
M-F 9a-4p		$11.00	2	3	DT	»Daytime News		3
M-F 4p-7p		$21.00	2	3	EF	»Early Evening News		3
M-F 7p-12m		$26.00	2	3	RT	»Prime Time News		3
Total		$1000.00		48			24	24

Broadcast Month Costs - Grand Total

Month	Gross Cost	Total Units
04/2018	$1,000	48
Total	$1,000	48

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

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: Geoff D — **Date:** 4.11.18

Title: MEDIA CONSULTANT

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: Stinnett For Mayor · The Advocacy Group

By: Geoff D —

Name: GEOFF DUNN