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VIEW Report

11/4/2016 8:36AM

Davis for State Senate Pre-empt Nov 2016 DAVISCOM2 11_4

Albany-Schenectady-Troy Nov15 C-DMA Nielsen Parallel Live+SD

Client:
Buyer:
Advertiser:
Product:
Sched Dates: 10/31/16 - 11/13/16

Lengths: 30

All-Wks Avrg

	Notes	Rate $$.00	Unit/ Wk	Unit Tot	DP Code	Src	Start Date	End Date	Wk 1 - Wk 2 Households						Wk 1 10/31 '16	Wk 2 11/7 '16
									Prog Name	Rtg	Imp	CPP $$	Rch %	Freq		
Albany-Schenectady-Troy Nov15 C-DMA Nielsen Parallel Live+SD		$577.00		87						0.6	30971	$11	33.4%	1.6	40	47
5556, ABTR- Troy		$577.00		87						0.6	30971	$11	33.4%	1.6	40	47
AMC -TV		$50.00		6						1.0	3527	$8	4.9%	1.2	3	3
Sa 12m-2a		$2.00	1	1		TP			AVG. ALL WKS	0.5	319	$4	0.5%	1.0	1	
M 12m-2a		$2.00	1	1		TP			AVG. ALL WKS	0.3	191	$7	0.3%	1.0		1
Tu 12m-2a		$2.00	1	1		TP			AVG. ALL WKS	0.2	108	$10	0.2%	1.0		1
Su 12m-2a		$2.00	1	1		TP			AVG. ALL WKS<	0.9	517	$2	0.9%	1.0	1	
Su 6p-12m		$21.00	1	1		TP			AVG. ALL	3.3	1941	$6	3.3%	1.0	1	
M 6p-12m		$21.00	1	1		TP			AVG. ALL WKS<	0.8	451	$26	0.8%	1.0		1
CMDY-TV		$49.00		9						0.4	2255	$13	2.7%	1.4	4	5
Sa 12m-2a		$2.00	1	1		TP			AVG. ALL	0.5	291	$4	0.5%	1.0	1	
M 12m-2a		$2.00	1	1		TP			SOUTH PARK<	0.3	163	$7	0.3%	1.0		1
Tu 12m-2a		$2.00	1	1		TP			VARIOUS	0.4	245	$5	0.4%	1.0		1
Su 12m-2a		$2.00	1	1		TP			AVG. ALL WKS	0.3	206	$7	0.3%	1.0	1	
Su 6p-12m		$11.00	1	1		TP			AVG. ALL WKS	0.7	428	$16	0.7%	1.0	1	
M 6p-12m		$11.00	1	1		TP			SOUTH PARK<	0.5	280	$22	0.5%	1.0		1
Sa 6p-12m		$11.00	1	1		TP			AVG. ALL WKS	0.8	472	$14	0.8%	1.0	1	
M 10a-6p		$4.00	1	2		TP			VARIOUS	0.1	85	$40	0.3%	1.0		2
CNN -TV		$122.00		10						0.6	3726	$19	4.6%	1.4	4	6
Sa 12m-2a		$2.00	1	1		TP			AVG. ALL WKS	0.5	278	$4	0.5%	1.0	1	
M 12m-2a		$2.00	1	1		TP			AVG. ALL WKS/CNN	0.2	114	$10	0.2%	1.0		1
Tu 12m-2a		$2.00	1	1		TP			AVG. ALL WKS	0.3	183	$7	0.3%	1.0		1
Su 12m-2a		$2.00	1	1		TP			AVG. ALL WKS	0.2	122	$10	0.2%	1.0	1	
Su 6p-12m		$21.00	1	1		TP			AVG. ALL WKS<	0.6	346	$35	0.6%	1.0	1	
M 6p-12m		$21.00	1	1		TP			VARIOUS	0.7	416	$30	0.7%	1.0		1
M 10a-6p		$16.00	1	2		TP			VARIOUS	1.1	667	$15	2.1%	1.0		2

	Notes	Rate $$.00	Unit/ Wk	Unit Tot	DP Code	Src	Start Date	End Date	Wk 1 - Wk 2 Households						Wk 1 10/31 '16	Wk 2 11/7 '16
									Prog Name	Rtg	Imp	CPP $$	Rch %	Freq		
Su 5a-10a		$20.00	1	1		TP			AVG. ALL WKS<	0.9	520	$22	0.9%	1.0	1	
M 5a-10a		$20.00	1	1		TP			NEW DAY<	0.7	416	$29	0.7%	1.0		1
ESPN-TV		$54.00		6						0.9	3141	$10	4.0%	1.3	3	3
Sa 12m-2a		$2.00	1	1		TP			COLLEGE FOOTBA<	0.6	386	$3	0.6%	1.0	1	
M 12m-2a		$2.00	1	1		TP			AVG. ALL WKS<	2.0	1201	$1	2.0%	1.0		1
Tu 12m-2a		$2.00	1	1		TP			SPORTSCENTER 1<	0.3	165	$7	0.3%	1.0		1
Su 12m-2a		$2.00	1	1		TP			SPORTSCENTER 1<	0.9	520	$2	0.9%	1.0	1	
Su 5a-10a		$23.00	1	1		TP			VARIOUS	0.8	465	$29	0.8%	1.0	1	
M 5a-10a		$23.00	1	1		TP			SPORTSCENTER 1<	0.7	406	$33	0.7%	1.0		1
FX -TV		$65.00		7						0.5	1999	$19	2.5%	1.4	4	3
Sa 12m-2a		$2.00	1	1		TP			AVG. ALL WKS	0.3	179	$7	0.3%	1.0	1	
M 12m-2a		$2.00	1	1		TP			FARGO	0.1	52	$20	0.1%	1.0		1
Tu 12m-2a		$2.00	1	1		TP			AVG. ALL WKS	0.2	137	$10	0.2%	1.0		1
Su 12m-2a		$2.00	1	1		TP			AVG. ALL WKS	0.3	193	$7	0.3%	1.0	1	
Su 6p-12m		$19.00	1	1		TP			FX MOVIE PRIME<	0.6	342	$32	0.6%	1.0	1	
M 6p-12m		$19.00	1	1		TP			VARIOUS	1.0	579	$19	1.0%	1.0		1
Sa 6p-12m		$19.00	1	1		TP			AVG. ALL WKS	0.9	517	$21	0.9%	1.0	1	
FXNC-TV		$80.00		8						0.7	3503	$14	4.5%	1.3	3	5
Sa 12m-2a		$2.00	1	1		TP			AVG. ALL WKS	0.3	159	$7	0.3%	1.0	1	
M 12m-2a		$2.00	1	1		TP			KELLY FILE,	0.3	189	$7	0.3%	1.0		1
Tu 12m-2a		$2.00	1	1		TP			AVG. ALL WKS	0.4	261	$5	0.4%	1.0		1
Su 12m-2a		$2.00	1	1		TP			AVG. ALL WKS	0.4	255	$5	0.4%	1.0	1	
M 10a-6p		$15.00	1	2		TP			VARIOUS	1.4	812	$11	2.6%	1.0		2
Su 5a-10a		$21.00	1	1		TP			FOX & FRIENDS<	0.9	565	$23	0.9%	1.0	1	
M 5a-10a		$21.00	1	1		TP			FOX AND FRIEND<	0.8	451	$26	0.8%	1.0		1
HGTV-TV		$8.00		4						0.5	1267	$4	1.6%	1.4	2	2
Sa 12m-2a		$2.00	1	1		TP			AVG. ALL WKS	0.7	410	$3	0.7%	1.0	1	
M 12m-2a		$2.00	1	1		TP			LOVE IT OR	0.7	410	$3	0.7%	1.0		1
Tu 12m-2a		$2.00	1	1		TP			FIXER	0.2	146	$10	0.2%	1.0		1
Su 12m-2a		$2.00	1	1		TP			AVG. ALL	0.5	301	$4	0.5%	1.0	1	
HIST-TV		$8.00		4						0.5	1086	$4	1.5%	1.2	2	2
Sa 12m-2a		$2.00	1	1		TP			AVG. ALL WKS	0.1	57	$20	0.1%	1.0	1	
M 12m-2a		$2.00	1	1		TP			AVG. ALL WKS	0.5	297	$4	0.5%	1.0		1
Tu 12m-2a		$2.00	1	1		TP			AVG. ALL	1.0	582	$2	1.0%	1.0		1
Su 12m-2a		$2.00	1	1		TP			AVG. ALL WKS	0.3	150	$7	0.3%	1.0	1	
MTV -TV		$8.00		4						0.0	0	$0			2	2

	Notes	Rate $$.00	Unit/ Wk	Unit Tot	DP Code	Src	Start Date	End Date	Wk 1 - Wk 2 Households						Wk 1 10/31 '16	Wk 2 11/7 '16
									Prog Name	Rtg	Imp	CPP $$	Rch %	Freq		
Sa 12m-2a		$2.00	1	1		TP						$0			1	
M 12m-2a		$2.00	1	1		TP						$0				1
Tu 12m-2a		$2.00	1	1		TP						$0				1
Su 12m-2a		$2.00	1	1		TP						$0			1	
TLC -TV		$49.00		9						0.6	3116	$9	3.6%	1.4	4	5
Sa 12m-2a		$2.00	1	1		TP			AVG. ALL WKS	0.9	553	$2	0.9%	1.0	1	
M 12m-2a		$2.00	1	1		TP			HOARDING: BURI	0.2	141	$10	0.2%	1.0		1
Tu 12m-2a		$2.00	1	1		TP			7 LITTLE	0.6	383	$3	0.6%	1.0		1
Su 12m-2a		$2.00	1	1		TP			AVG. ALL WKS	0.5	286	$4	0.5%	1.0	1	
Su 6p-12m		$11.00	1	1		TP			AVG. ALL WKS<	0.8	490	$14	0.8%	1.0	1	
M 6p-12m		$11.00	1	1		TP			HOARDING: BURI<	0.6	342	$18	0.6%	1.0		1
Sa 6p-12m		$11.00	1	1		TP			AVG. ALL WKS	0.8	502	$14	0.8%	1.0	1	
M 10a-6p		$4.00	1	2		TP			VARIOUS	0.4	209	$10	0.7%	1.0		2
TNT -TV		$8.00		4						0.7	1662	$3	2.0%	1.4	2	2
Sa 12m-2a		$2.00	1	1		TP			AVG. ALL WKS/TNT	0.7	395	$3	0.7%	1.0	1	
M 12m-2a		$2.00	1	1		TP			LEGENDS/LAW &	0.6	334	$3	0.6%	1.0		1
Tu 12m-2a		$2.00	1	1		TP			AVG. ALL WKS	0.7	420	$3	0.7%	1.0		1
Su 12m-2a		$2.00	1	1		TP			AVG. ALL WKS	0.9	513	$2	0.9%	1.0	1	
TWNA-TV		$68.00		12						0.6	4283	$9	4.9%	1.5	5	7
Sa 12m-2a		$1.00	1	1		TP			CAPITL NWS9 SA	0.3	191	$3	0.3%	1.0	1	
M 12m-2a		$1.00	1	1		TP			CAPITAL NEWS 9<	0.3	155	$3	0.3%	1.0		1
Tu 12m-2a		$1.00	1	1		TP			CAPITAL NEWS 9<	0.4	221	$3	0.4%	1.0		1
Su 12m-2a		$1.00	1	1		TP			CAPITL NWS9 SU	0.4	241	$3	0.4%	1.0	1	
Su 6p-12m		$8.00	1	1		TP			CAPTL NW9 SU B<	0.7	409	$11	0.7%	1.0	1	
M 6p-12m		$8.00	1	2		TP			CAPITAL NEWS 9<	0.6	361	$13	1.1%	1.1		2
Sa 6p-12m		$8.00	1	1		TP			CAPTL NW9 SA B<	0.8	460	$10	0.8%	1.0	1	
M 10a-6p		$4.00	1	2		TP			CAPITL NWS9	0.7	401	$6	1.3%	1.0		2
Su 5a-10a		$12.00	1	1		TP			CAPITL NWS9 SU	0.9	541	$13	0.9%	1.0	1	
M 5a-10a		$12.00	1	1		TP			CAPITAL NEWS 9<	0.9	540	$13	0.9%	1.0		1
USA -TV		$8.00		4						0.6	1408	$3	1.8%	1.3	2	2
Sa 12m-2a		$2.00	1	1		TP			AVG. ALL WKS	0.8	486	$3	0.8%	1.0	1	
M 12m-2a		$2.00	1	1		TP			AVG. ALL WKS	0.6	346	$3	0.6%	1.0		1
Tu 12m-2a		$2.00	1	1		TP			AVG. ALL WKS	0.5	309	$4	0.5%	1.0		1
Su 12m-2a		$2.00	1	1		TP			AVG. ALL	0.4	268	$5	0.4%	1.0	1	
Total		$577.00		87						0.6	30971	$11	33.4%	1.6	40	47

Broadcast Month Costs - Grand Total

Month	Gross Cost	Total Units
11/2016	$577	87
Total	$577	87

This report has been prepared using STRATA NuMath research.
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Adjustments: Network Insertability and Network Carriage have been factored into calculations.
Albany-Schenectady-Troy Nov15 C-DMA Nielsen Parallel Live+SD
Cable Zones: TIME WARNER CABLE, ABTR-Troy

» Estimate information indicated has been supplied by the user.

Source Field Codes:
TP – Time Period

Signature _____

" Purchaser acknowledges that he has read and understood the attached Time Warner Cable Media Sales Terms and Condition provided and agrees to be bound thereby."