



RPOF Sam Killewbrew 10.24-11.3 \$35k 10.23.20

Tampa-St. Pete (Sarasota) Sep20 DMA Nielsen Live+SD

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All-Wks Avrg

	Notes	Rate \$\$.00	RC %	Unit Tot	Start Date	End Date	Wk 1 - Wk 3						Wk 1 10/19 '20	Wk 2 10/26 '20	Wk 3 11/2 '20	
							Adults 50+									
							Prog Name	Rtg	Imp	CPM Imp	Rch %	Freq				Pop
Total		\$35000.00		256			411299	85.10	79.9%	3.3	155971	71	149	36		
Tampa-St. Pete (Sarasota) Sep20 DMA Nielsen Live+SD		\$35000.00		256			411299	85.10	79.9%	3.3	155971	71	149	36		
2092, TPCC- Polk Region		\$35000.00		256			411299	85.10	79.9%	3.3	155971	71	149	36		
S11P-TV		\$3848.00		39			77421	49.70	22.0%	2.3	155971	10	24	5		
M-Su 5a-9a	NPE(3)	\$152.00	100%	8	10/24/20	11/3/20	VARIOUS	1.5	2336	65.08	8.3%	1.4	155971	2	5	1
M-Su 9a-4p	NPE(3)	\$99.00	100%	8	10/24/20	11/3/20	VARIOUS	1.7	2629	37.65	10.0%	1.4	155971	2	5	1
M-Su 4p-7p	NPE(3)	\$110.00	100%	8	10/24/20	11/2/20	VARIOUS	1.8	2748	40.03	9.4%	1.5	155971	2	5	1
M-Su 7p-12m	NPE(3)	\$120.00	100%	7	10/24/20	11/2/20	YR EVE NEWS@9	0.9	1431	83.87	3.9%	1.7	155971	2	4	1
M-Su 12m-5a	NPE(3)	\$15.00	100%	8	10/24/20	11/3/20	YR OVERNT NEWS	0.5	713	21.03	2.6%	1.4	155971	2	5	1
AEN -TV		\$903.00		7					4508	200.33	2.3%	1.3	155971	2	4	1
M-Su 7p-12m	NPE(3)	\$129.00	100%	7	10/24/20	11/2/20	THE FIRST 48	0.4	644	200.33	2.3%	1.3	155971	2	4	1
APL -TV		\$444.00		6					2204	201.45	0.9%	1.6	155971	1	4	1
M-Su 7p-12m	NPE(3)	\$74.00	100%	6	10/24/20	11/2/20	LONE STAR LAW	0.2	367	201.45	0.9%	1.6	155971	1	4	1
CNN -TV		\$4305.00		28					43145	99.78	12.2%	2.3	155971	8	16	4
M-Su 5a-9a	NPE(3)	\$182.00	100%	7	10/24/20	11/3/20	NEW DAY	1.1	1718	105.97	5.1%	1.5	155971	2	4	1
M-Su 9a-4p	NPE(3)	\$125.00	100%	7	10/24/20	11/3/20	CNN NEWSROOM	1.2	1807	69.19	6.0%	1.3	155971	2	4	1
M-Su 7p-12m	NPE(3)	\$262.00	100%	7	10/24/20	11/2/20	CNN TONIGHT	1.2	1917	136.66	5.4%	1.6	155971	2	4	1
M-Su 12m-5a	NPE(3)	\$46.00	100%	7	10/24/20	11/3/20	CNN NEWSROOM L	0.5	722	63.68	2.1%	1.5	155971	2	4	1
DIY -TV		\$273.00		14					4705	58.02	1.4%	2.2	155971	4	8	2
M-Su 9a-4p	NPE(3)	\$15.00	100%	7	10/24/20	11/3/20	BEACHFRONT BRG	0.3	433	34.64	1.2%	1.7	155971	2	4	1
M-Su 7p-12m	NPE(3)	\$24.00	100%	7	10/24/20	11/2/20	INSANE POOLS	0.2	239	100.38	0.6%	1.7	155971	2	4	1
ESPN-TV		\$994.00		14					14376	69.14	7.2%	1.3	155971	4	8	2
M-Su 9a-4p	NPE(3)	\$112.00	100%	7	10/24/20	11/3/20	TENNIS: US OPE	1.1	1788	62.64	6.7%	1.2	155971	2	4	1
M-Su 12m-5a	NPE(3)	\$30.00	100%	7	10/24/20	11/3/20	SPORTSCENTER 1	0.2	266	112.90	1.0%	1.2	155971	2	4	1
FXNC-TV		\$5495.00		21					75713	72.58	26.3%	1.8	155971	6	12	3
M-Su 9a-4p	NPE(3)	\$209.00	100%	7	10/24/20	11/3/20	AMERICAS NEWSR	2.4	3743	55.83	11.2%	1.5	155971	2	4	1
M-Su 7p-12m	NPE(3)	\$523.00	100%	7	10/24/20		VARIOUS	3.8	5940	88.04	19.8%	1.3	155971	2	4	1
M-Su 12m-5a	NPE(3)	\$53.00	100%	7	10/24/20	11/3/20	FOX NEWS AT NI	0.7	1132	46.80	2.9%	1.7	155971	2	4	1
HALL-TV		\$2037.00		14					19592	103.97	7.4%	1.7	155971	4	8	2
M-Su 9a-4p	NPE(3)	\$67.00	100%	7	10/24/20	11/3/20	HALLMARK MOVIE	0.5	827	81.02	2.8%	1.3	155971	2	4	1
M-Su 7p-12m	NPE(3)	\$224.00	100%	7	10/24/20	11/2/20	HALLMARK MOVIE	1.3	1972	113.60	6.2%	1.4	155971	2	4	1
HGTV-TV		\$4998.00		21					26742	186.89	8.0%	2.2	155971	6	12	3
M-Su 9a-4p	NPE(3)	\$262.00	100%	7	10/24/20	11/3/20	VARIOUS	0.8	1193	219.64	4.1%	1.3	155971	2	4	1
M-Su 7p-12m	NPE(3)	\$418.00	100%	7	10/24/20	11/2/20	HOUSE HUNTERS	1.3	2008	208.21	5.4%	1.7	155971	2	4	1
M-Su 12m-5a	NPE(3)	\$34.00	100%	7	10/24/20	11/3/20	HOUSE HUNTERS	0.4	620	54.85	1.7%	1.7	155971	2	4	1
HIST-TV		\$1568.00		7					7465	210.05	2.9%	1.6	155971	2	4	1
M-Su 7p-12m	NPE(3)	\$224.00	100%	7	10/24/20	11/2/20	AMERICAN PICKE	0.7	1066	210.05	2.9%	1.6	155971	2	4	1
ID -TV		\$811.00		15					23172	35.00	6.8%	2.2	155971	4	9	2

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							Adults 50+									
							Prog Name	Rtg	Imp	CPM Imp	Rch %	Freq				Pop
M-Su 9a-4p	NPE(3)	\$27.00	100%	8	10/24/20	11/3/20	VARIOUS	0.8	1224	22.05	4.6%	1.4	155971	2	5	1
M-Su 7p-12m	NPE(3)	\$85.00	100%	7	10/24/20	11/2/20	EVIL LIVES HER	1.2	1911	44.48	4.6%	1.9	155971	2	4	1
LIF -TV		\$1190.00		21					13813	86.15	5.6%	1.6	155971	6	12	3
M-Su 9a-4p	NPE(3)	\$36.00	100%	7	10/24/20	11/3/20	RIZZOLI & ISLE	0.7	1033	34.83	3.8%	1.2	155971	2	4	1
M-Su 7p-12m	NPE(3)	\$117.00	100%	7	10/24/20	11/2/20	MOVIE- ACQUIRE	0.4	680	172.02	2.5%	1.2	155971	2	4	1
M-Su 12m-5a	NPE(3)	\$17.00	100%	7	10/24/20	11/3/20	MOVIE- ACQUIRE	0.2	260	65.45	0.9%	1.3	155971	2	4	1
MNBC-TV		\$3780.00		21					78151	48.37	20.6%	2.4	155971	6	12	3
M-Su 5a-9a	NPE(3)	\$158.00	100%	7	10/24/20	11/3/20	MORNING JOE	1.9	3024	52.24	9.0%	1.5	155971	2	4	1
M-Su 9a-4p	NPE(3)	\$120.00	100%	7	10/24/20	11/3/20	MSNBC LIVE W/	1.6	2485	48.30	7.3%	1.5	155971	2	4	1
M-Su 7p-12m	NPE(3)	\$262.00	100%	7	10/24/20	11/2/20	RACHEL MADDOW	3.6	5656	46.33	14.6%	1.7	155971	2	4	1
TNT -TV		\$1967.00		14					12195	161.30	4.8%	1.6	155971	4	8	2
M-Su 9a-4p	NPE(3)	\$72.00	100%	7	10/24/20	11/3/20	SUPERNATURAL	0.2	377	191.10	1.2%	1.4	155971	2	4	1
M-Su 7p-12m	NPE(3)	\$209.00	100%	7	10/24/20	11/2/20	NBA PLAYOFFS-	0.9	1365	153.08	4.3%	1.4	155971	2	4	1
USA -TV		\$2387.00		14					8098	294.76	3.5%	1.5	155971	4	8	2
M-Su 9a-4p	NPE(3)	\$105.00	100%	7	10/24/20	11/3/20	LAW & ORDER: S	0.4	662	158.63	2.6%	1.2	155971	2	4	1
M-Su 7p-12m	NPE(3)	\$236.00	100%	7	10/24/20	11/2/20	MOVIE, USA	0.3	495	476.82	1.8%	1.3	155971	2	4	1

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Adjustments: Network Insertability and Network Carriage have been factored into calculations.  
Tampa-St. Pete (Sarasota) Sep20 DMA Nielsen Live+SD  
Cable Zones: SPECTRUM REACH, TPCC- Polk Region



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