

Ross Spano 10.30-11.5 TPA

Sched Dates 10/30/2018 - 11/05/2018
 Primary Demo Adults 35+

Demo Adults 35+
 Date 10/29/2018

All-Wks Avrg

	Notes	Rate \$5.00	RC %	RC \$	Unit/Wk	Unit Tot	DP Code	Src	Start Date	End Date	Wk 1 - Wk 2							Wk 1 10/29 '18	Wk 2 11/5 '18		
											Adults 35+										
											Prog Name	Rtg	Imp	CPM Imp	CPP \$\$	Rch %	Freq			Pop	
Total		\$68330.00				769						862202	79.25	\$170	86.9%	4.6	214616	705	64		
Tampa-St. Pete (Sarasota) Aug18 DMA Nielsen Live+7		\$68330.00				769						862202	79.25	\$170	86.9%	4.6	214616	705	64		
2086, TPHE- East		\$29772.00				374						393965	75.57	\$152	64.3%	3.1	200596	342	32		
AEN-TV		\$2059.00				33						31189	66.02	\$131	10.6%	1.5	200596	30	3		
M-Su 9a-4p		\$30.00	100%	\$30.00	8	15	RT TP					AVG. ALL WKS<	»0.2	»427	70.26	\$150	2.6%	1.2	»200596	14	1
M-Su 4p-7p		\$79.00	100%	\$79.00	4	7	RT TP					AVG. ALL WKS<	»0.4	»767	103.00	\$198	2.3%	1.2	»200596	6	1
M-Su 7p-12m		\$96.00	100%	\$96.00	6	11	RT TP					VARIOUS	»0.9	»1765	54.39	\$107	8.0%	1.2	»200596	10	1
CNN-TV		\$6315.00				48						72832	86.71	\$179	13.9%	2.6	200596	44	4		
M-Su 5a-9a		\$121.00	100%	\$121.00	7	14	RT TP					NEW DAY<	»0.6	»1258	96.18	\$202	4.8%	1.8	»200596	13	1
M-Su 9a-4p		\$59.00	100%	\$59.00	8	16	RT TP					CNN NEWSROOM<	»0.8	»1641	35.95	\$74	7.5%	1.8	»200596	15	1
M-Su 4p-7p		\$178.00	100%	\$178.00	4	7	RT TP					VARIOUS	»0.9	»1779	100.06	\$198	4.4%	1.4	»200596	6	1
M-Su 7p-12m		\$221.00	100%	\$221.00	6	11	RT TP					VARIOUS	»0.7	»1501	147.24	\$316	5.2%	1.6	»200596	10	1
FOOD-TV		\$3370.00				27						16886	199.57	\$387	4.0%	2.1	200596	25	2		
M-Su 9a-4p		\$80.00	100%	\$80.00	8	16	RT TP					VARIOUS	»0.2	»394	203.05	\$400	1.8%	1.8	»200596	15	1
M-Su 7p-12m		\$190.00	100%	\$190.00	6	11	RT TP					VARIOUS	»0.5	»962	197.51	\$380	3.4%	1.6	»200596	10	1
HALL-TV		\$2152.00				34						35061	61.38	\$121	7.7%	2.3	200596	31	3		
M-Su 9a-4p		\$26.00	100%	\$26.00	8	16	RT TP					HALLMARK MOVIE<	»0.3	»637	40.82	\$87	2.9%	1.8	»200596	15	1
M-Su 4p-7p		\$83.00	100%	\$83.00	4	7	RT TP					HALLMARK MOVIE<	»0.6	»1150	72.17	\$138	2.8%	1.4	»200596	6	1
M-Su 7p-12m		\$105.00	100%	\$105.00	6	11	RT TP					VARIOUS	»0.8	»1529	68.67	\$131	5.3%	1.6	»200596	10	1
HGTV-TV		\$7143.00				34						50696	140.90	\$300	11.5%	2.2	200596	31	3		
M-Su 9a-4p		\$144.00	100%	\$144.00	8	16	RT TP					AVG. ALL WKS<	»0.4	»892	161.43	\$360	4.1%	1.8	»200596	15	1
M-Su 4p-7p		\$234.00	100%	\$234.00	4	7	RT TP					AVG. ALL WKS<	»0.6	»1300	180.00	\$390	3.2%	1.4	»200596	6	1
M-Su 7p-12m		\$291.00	100%	\$291.00	6	11	RT TP					VARIOUS	»1.2	»2484	117.15	\$243	8.7%	1.6	»200596	10	1
LIF-TV		\$1575.00				34						17773	88.62	\$175	5.6%	1.6	200596	31	3		
M-Su 9a-4p		\$15.00	100%	\$15.00	8	16	RT TP					VARIOUS	»0.2	»431	34.80	\$75	2.8%	1.2	»200596	15	1
M-Su 4p-7p		\$65.00	100%	\$65.00	4	7	RT TP					AVG. ALL WKS<	»0.2	»380	171.05	\$325	1.1%	1.2	»200596	6	1
M-Su 7p-12m		\$80.00	100%	\$80.00	6	11	RT TP					VARIOUS	»0.4	»747	107.10	\$200	3.4%	1.2	»200596	10	1
MNBC-TV		\$1260.00				14						30842	40.85	\$82	8.5%	1.8	200596	13	1		
M-Su 5a-9a		\$90.00	100%	\$90.00	7	14	RT TP					MORNING JOE<	»1.1	»2203	40.85	\$82	8.5%	1.8	»200596	13	1
TLC-TV		\$1466.00				34						30023	48.83	\$92	7.4%	2.0	200596	31	3		
M-Su 9a-4p		\$12.00	100%	\$12.00	8	16	RT TP					VARIOUS	»0.2	»348	34.48	\$60	1.6%	1.8	»200596	15	1
M-Su 4p-7p		\$61.00	100%	\$61.00	4	7	RT TP					AVG. ALL WKS<	»0.4	»720	84.72	\$153	1.8%	1.4	»200596	6	1
M-Su 7p-12m		\$77.00	100%	\$77.00	6	11	RT TP					AVG. ALL WKS<	»0.9	»1765	43.63	\$86	6.2%	1.6	»200596	10	1
TVL-TV		\$836.00				34						14223	58.78	\$133	3.1%	2.3	200596	31	3		
M-Su 9a-4p		\$11.00	100%	\$11.00	8	16	RT TP					VARIOUS	»0.1	»259	42.47	\$110	1.2%	1.8	»200596	15	1
M-Su 4p-7p		\$33.00	100%	\$33.00	4	7	RT TP					VARIOUS	»0.2	»486	67.90	\$165	1.2%	1.4	»200596	6	1
M-Su 7p-12m		\$39.00	100%	\$39.00	6	11	RT TP					VARIOUS	»0.3	»607	64.25	\$130	2.1%	1.6	»200596	10	1
WETV-TV		\$414.00				34						14695	28.17	\$59	3.1%	2.3	200596	31	3		
M-Su 9a-4p		\$11.00	100%	\$11.00	8	16	RT TP					VARIOUS	»0.1	»295	37.29	\$110	1.3%	1.8	»200596	15	1
M-Su 4p-7p		\$12.00	100%	\$12.00	4	7	RT TP					VARIOUS	»0.3	»545	22.02	\$40	1.3%	1.4	»200596	6	1
M-Su 7p-12m		\$14.00	100%	\$14.00	6	11	RT TP					VARIOUS	»0.3	»560	25.00	\$47	2.0%	1.6	»200596	10	1
ZBN9-TV		\$3182.00				48						79745	39.90	\$78	14.9%	2.7	200596	44	4		

M-Su 5a-9a		\$78.00	100%	\$78.00	7	14	RT	TP					VARIOUS	»0.9	»1811	43.07	\$87	7.0%	1.8	»200596	13	1	
M-Su 9a-4p		\$51.00	100%	\$51.00	8	16	RT	TP					VARIOUS	»0.9	»1730	29.48	\$57	7.9%	1.8	»200596	15	1	
M-Su 4p-7p		\$61.00	100%	\$61.00	4	7	RT	TP					VARIOUS	»0.9	»1718	35.51	\$68	4.2%	1.4	»200596	6	1	
M-Su 7p-12m		\$77.00	100%	\$77.00	6	11	RT	TP					VARIOUS	»0.7	»1335	57.68	\$110	4.7%	1.6	»200596	10	1	
2092, TPCC- Polk Region		\$38558.00														468237	\$176	67.1%	3.2	214616	363	32	
AEN-TV		\$2765.00														35850	77.13	\$169	11.1%	1.5	214616	33	3
M-Su 9a-4p		\$42.00	100%	\$42.00	8	16	RT	TP					AVG. ALL WKS<	»0.2	»436	96.33	\$210	2.6%	1.3	»214616	15	1	
M-Su 4p-7p		\$91.00	100%	\$91.00	4	7	RT	TP					AVG. ALL WKS<	»0.4	»782	116.37	\$227	2.2%	1.2	»214616	6	1	
M-Su 7p-12m		\$112.00	100%	\$112.00	7	13	RT	TP					VARIOUS	»0.8	»1800	62.22	\$140	8.7%	1.3	»214616	12	1	
CNN-TV		\$7554.00														76802	98.36	\$210	13.4%	2.7	214616	46	4
M-Su 5a-9a		\$155.00	100%	\$155.00	7	14	RT	TP					NEW DAY<	»0.6	»1274	121.66	\$258	4.6%	1.8	»214616	13	1	
M-Su 9a-4p		\$92.00	100%	\$92.00	8	16	RT	TP					CNN NEWSROOM<	»0.8	»1662	55.35	\$115	7.1%	1.8	»214616	15	1	
M-Su 4p-7p		\$167.00	100%	\$167.00	4	7	RT	TP					VARIOUS	»0.8	»1802	92.67	\$209	4.1%	1.4	»214616	6	1	
M-Su 7p-12m		\$211.00	100%	\$211.00	7	13	RT	TP					VARIOUS	»0.7	»1520	138.82	\$301	5.5%	1.7	»214616	12	1	
FOOD-TV		\$4234.00														19046	222.30	\$436	4.1%	2.2	214616	27	2
M-Su 9a-4p		\$107.00	100%	\$107.00	8	16	RT	TP					VARIOUS	»0.2	»399	268.17	\$535	1.7%	1.8	»214616	15	1	
M-Su 7p-12m		\$194.00	100%	\$194.00	7	13	RT	TP					VARIOUS	»0.5	»974	199.18	\$388	3.5%	1.7	»214616	12	1	
HALL-TV		\$3858.00														38927	99.11	\$222	7.7%	2.4	214616	33	3
M-Su 9a-4p		\$41.00	100%	\$41.00	8	16	RT	TP					HALLMARK MOVIE<	»0.3	»651	62.98	\$137	2.8%	1.8	»214616	15	1	
M-Su 4p-7p		\$138.00	100%	\$138.00	4	7	RT	TP					HALLMARK MOVIE<	»0.5	»1174	117.55	\$276	2.7%	1.4	»214616	6	1	
M-Su 7p-12m		\$172.00	100%	\$172.00	7	13	RT	TP					VARIOUS	»0.7	»1561	110.19	\$246	5.6%	1.7	»214616	12	1	
HGTV-TV		\$8689.00														56535	153.69	\$332	11.5%	2.3	214616	33	3
M-Su 9a-4p		\$186.00	100%	\$186.00	8	16	RT	TP					AVG. ALL WKS<	»0.4	»906	205.30	\$465	3.9%	1.8	»214616	15	1	
M-Su 4p-7p		\$246.00	100%	\$246.00	4	7	RT	TP					AVG. ALL WKS<	»0.6	»1320	186.36	\$410	3.0%	1.4	»214616	6	1	
M-Su 7p-12m		\$307.00	100%	\$307.00	7	13	RT	TP					VARIOUS	»1.2	»2523	121.68	\$256	9.1%	1.7	»214616	12	1	
LIF-TV		\$2621.00														19646	133.41	\$267	5.8%	1.6	214616	33	3
M-Su 9a-4p		\$26.00	100%	\$26.00	8	16	RT	TP					VARIOUS	»0.2	»439	59.23	\$130	2.6%	1.2	»214616	15	1	
M-Su 4p-7p		\$94.00	100%	\$94.00	4	7	RT	TP					AVG. ALL WKS<	»0.2	»388	242.27	\$470	1.1%	1.2	»214616	6	1	
M-Su 7p-12m		\$119.00	100%	\$119.00	7	13	RT	TP					VARIOUS	»0.4	»762	156.17	\$298	3.7%	1.2	»214616	12	1	
MNBC-TV		\$1666.00														31500	52.89	\$119	8.1%	1.8	214616	13	1
M-Su 5a-9a		\$119.00	100%	\$119.00	7	14	RT	TP					MORNING JOE<	»1.0	»2250	52.89	\$119	8.1%	1.8	»214616	13	1	
TLC-TV		\$1745.00														34238	50.97	\$111	7.6%	2.1	214616	33	3
M-Su 9a-4p		\$14.00	100%	\$14.00	8	16	RT	TP					VARIOUS	»0.2	»355	39.44	\$70	1.5%	1.8	»214616	15	1	
M-Su 4p-7p		\$65.00	100%	\$65.00	4	7	RT	TP					AVG. ALL WKS<	»0.3	»735	88.44	\$217	1.7%	1.4	»214616	6	1	
M-Su 7p-12m		\$82.00	100%	\$82.00	7	13	RT	TP					AVG. ALL WKS<	»0.8	»1801	45.53	\$103	6.5%	1.7	»214616	12	1	
TVL-TV		\$967.00														20428	47.34	\$92	4.0%	2.4	214616	33	3
M-Su 9a-4p		\$11.00	100%	\$11.00	8	16	RT	TP					VARIOUS	»0.2	»343	32.07	\$55	1.5%	1.8	»214616	15	1	
M-Su 4p-7p		\$35.00	100%	\$35.00	4	7	RT	TP					VARIOUS	»0.3	»643	54.43	\$117	1.5%	1.4	»214616	6	1	
M-Su 7p-12m		\$42.00	100%	\$42.00	7	13	RT	TP					VARIOUS	»0.4	»803	52.30	\$105	2.9%	1.7	»214616	12	1	
WETV-TV		\$442.00														20956	21.09	\$48	4.0%	2.4	214616	33	3
M-Su 9a-4p		\$11.00	100%	\$11.00	8	16	RT	TP					VARIOUS	»0.2	»391	28.13	\$55	1.7%	1.8	»214616	15	1	
M-Su 4p-7p		\$12.00	100%	\$12.00	4	7	RT	TP					VARIOUS	»0.3	»722	16.62	\$40	1.7%	1.4	»214616	6	1	
M-Su 7p-12m		\$14.00	100%	\$14.00	7	13	RT	TP					VARIOUS	»0.3	»742	18.87	\$47	2.7%	1.7	»214616	12	1	
ZBN9-TV		\$4017.00														114309	35.14	\$75	19.6%	2.7	214616	46	4
M-Su 5a-9a		\$104.00	100%	\$104.00	7	14	RT	TP					VARIOUS	»1.2	»2512	41.40	\$87	9.0%	1.8	»214616	13	1	
M-Su 9a-4p		\$65.00	100%	\$65.00	8	16	RT	TP					VARIOUS	»1.1	»2399	27.09	\$59	10.2%	1.8	»214616	15	1	
M-Su 4p-7p		\$65.00	100%	\$65.00	4	7	RT	TP					VARIOUS	»1.1	»2383	27.28	\$59	5.5%	1.4	»214616	6	1	
M-Su 7p-12m		\$82.00	100%	\$82.00	7	13	RT	TP					VARIOUS	»0.9	»1852	44.28	\$91	6.6%	1.7	»214616	12	1	

This report has been prepared using Strata NuMath research.

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Adjustments: Network Insertability and Network Carriage have been factored into calculations.

Tampa-St. Pete (Sarasota) Aug18 DMA Nielsen Live+7

Cable Zones: SPECTRUM REACH, TPHE- East Hillsborough Region

Tampa-St. Pete (Sarasota) Aug18 DMA Nielsen Live+7
Cable Zones: SPECTRUM REACH, TPPC- Polk Region

» Estimate information indicated has been supplied by the user.

Source Field Codes:
TP – Time Period