



Christine Quinn 1031-11.3 NPE 10.30.20

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 2							Wk 1 10/26 '20	Wk 2 11/2 '20
							Adults 50+								
							Prog Name	Rtg	Imp	CPM Imp	CPP \$\$	Rch %	Freq		
Total		\$3517.00		54				54583	64.43	\$142	11.1%	2.2	221141	8	46
Tampa-St. Pete (Sarasota) Sep20 DMA Nielsen Live+SD		\$3517.00		54				54583	64.43	\$142	11.1%	2.2	221141	8	46
2090, TPNH- NW Hillsborough Region		\$2146.00		27				26060	82.35	\$109	8.9%	2.2	132075	4	23
S1TP-TV		\$2146.00		27				26060	82.35	\$109	8.9%	2.2	132075	4	23
Sa-Su 5a-9a	NPE(3)	\$143.00	100%	4	10/31/20	11/1/20	VARIOUS	0.9	1212	118.00	\$159	2.8%	1.3	132075	4
M 5a-9a	NPE(3)	\$143.00	100%	4	11/2/20	11/2/20	VARIOUS	1.0	1368	104.50	\$143	3.0%	1.4	132075	4
M 9a-4p	NPE(3)	\$87.00	100%	4	11/2/20	11/2/20	VARIOUS	1.2	1603	54.28	\$73	3.7%	1.3	132075	4
M 4p-7p	NPE(3)	\$87.00	100%	2	11/2/20	11/2/20	VARIOUS	1.2	1556	55.92	\$73	2.0%	1.1	132075	2
M 7p-12m	NPE(3)	\$110.00	100%	3	11/2/20	11/2/20	VARIOUS	0.6	774	142.18	\$183	1.4%	1.2	132075	3
M-Tu 12m-5a	NPE(3)	\$15.00	100%	10	11/2/20	11/3/20	YR OVERNT NEWS	0.3	389	38.51	\$50	1.6%	1.9	132075	10
2080, TPHC- Central Hillsborough		\$1371.00		27				28524	48.06	\$42	14.4%	2.2	89065	4	23
S1TP-TV		\$1371.00		27				28524	48.06	\$42	14.4%	2.2	89065	4	23
Sa-Su 5a-9a	NPE(3)	\$87.00	100%	4	10/31/20	11/1/20	VARIOUS	1.5	1326	65.59	\$58	4.6%	1.3	89065	4
M 5a-9a	NPE(3)	\$87.00	100%	4	11/2/20	11/2/20	VARIOUS	1.7	1498	58.08	\$51	4.8%	1.4	89065	4
M 9a-4p	NPE(3)	\$60.00	100%	4	11/2/20	11/2/20	VARIOUS	2.0	1754	34.20	\$30	5.9%	1.3	89065	4
M 4p-7p	NPE(3)	\$62.00	100%	2	11/2/20	11/2/20	VARIOUS	1.9	1703	36.41	\$33	3.3%	1.1	89065	2
M 7p-12m	NPE(3)	\$77.00	100%	3	11/2/20	11/2/20	VARIOUS	1.0	847	90.93	\$77	2.3%	1.2	89065	3
M-Tu 12m-5a	NPE(3)	\$8.00	100%	10	11/2/20	11/3/20	YR OVERNT NEWS	0.5	426	18.77	\$16	2.6%	1.9	89065	10

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

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Cable Zones: SPECTRUM REACH, TPNH- NW Hillsborough Region

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

Cable Zones: SPECTRUM REACH, TPHC- Central Hillsborough



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Title: \_\_\_\_\_

Acceptance Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_

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