

TARGET ENTERPRISES

Buy Detail Report

Date: 11/11/2012

1916140
VI 007, 040

Cient: Independence Virginia PAC
 Media: TV
 Product: Independence Virginia PAC
 Primary Demo: Adults 35+

Vendor: WJLA

Flight Start Date:
11/11/2012

Flight End Date:
11/11/2012

Daypart	Buyard Code	COST	Wk#	Spots			Total	Adults 18-34	Adults 35+	Adults 55+	Men 25-34
				DUR	100%	110%	CPP	RIG	CPP	RIG	CPP

Washington, DC

WJLA-TV	M	EM	\$9,000.00	30	0	1	1	2.2	3.3	0.2	
WPTV-9	M	EM	\$9,000.00	30	0	1	1	\$1,363.64	\$909.09	\$15,000.00	
GOOD MORNING AMERICA	M-F 6p-6:30p	EN	\$3,500.00	30	0	1	1	3.0	5.4	0.2	
ABC 7 6p-6:30p	M	EN	\$14,000.00	30	1	1	1	\$1,166.67	\$848.16	\$17,500.00	
ABC NEWS AT 6PM	M-F 6:30p-7p	M	\$20,000.00	30	0	1	2	4.1	7.8	0.7	
WORLD NEWS TONIGHT ADJACENCY	M-F 7p-7:30p	M	\$20,000.00	30	0	1	2	\$3,474.63	\$1,784.87	\$20,000.00	
WHEEL OF FORTUNE	M-F 7:30p-8p	M	\$20,000.00	30	1	0	1	4.3	8.4	1.2	
JEOPARDY	M-F 8p-10p	PT	\$35,000.00	30	0	1	1	\$4,861.16	\$2,380.96	\$16,666.67	
DANCING WITH THE STARS	M-F 10p-11p	PT	\$30,000.00	30	0	1	1	5.2	10.1	2.0	
CASTLE	F 9p-10p	PT	\$16,000.00	30	1	0	1	\$3,848.16	\$1,980.20	\$10,000.00	
SHARK TANK	M-F 11p-11:35p	F-M LN	\$8,000.00	30	1	0	1	7.0	10.4	2.4	
ABC 7 AT 11M-F	M-F 11:35p-12:35a	M	\$4,000.00	30	0	1	1	35,000.00	\$3,365.36	\$14,583.33	
NIGHTLINE	Sa 7a-8a	WK	\$1,500.00	30	1	0	1	8.6	5.3	1.7	
GMA SATURDAY	M-F 9a-10a	M	\$2,500.00	30	1	0	1	\$4,565.45	\$15,660.38	\$17,647.06	
LIVE W/ KELLY & MICHAEL	M-F 11a-12n	M	\$3,500.00	30	0	1	1	\$1,363.64	\$10,714.20	\$30,000.00	
THE VIEW							2	3.6	4.3	0.5	
								\$1,368.89	\$1,162.73	\$10,000.00	
								1	1.9	2.4	0.4
								\$2,105.26	\$1,865.67	\$10,000.00	
								1	1.1	1.7	0
								\$1,363.64	\$862.35	\$10,000.00	
								1	1.4	2.0	0
								\$1,785.71	\$1,250.00	\$10,000.00	
								1	1.5	2.3	0.1
								\$2,333.33	\$1,321.74	\$35,000.00	



Buy Detail Report

Date: 11/1/2011

Client: Independence Virginia PAC
 Media: TV
 Product: Independence Virginia PAC
 Primary Demo: Adults 35+

Vendor: WJLA

Flight Start Date: 10/28/2012
 Flight End Date: 11/11/2012

Daypart	Duplpart	Cost	Code	Wks	Dur	10/28 11/5	Total	Adults 35+	Adults 55+	Men 25-34
							Spots	RTG_	RTG_	RTG_
							CPP	CPP	CPP	CPP
Washington, DC										
WJLA-TV	PT	\$40,000.00		30	1	0	1	6.3	4.0	2.5
SU 9p-10p							\$6,349.21	\$10,000.00	\$16,000.00	
REVENGE							16	60.7	89.9	13.6
				Total Spots:	6	10				
				Total GRP/GRPP(000):	26.1	35.0				
				Total Cost:	\$216,000.00					
				Total	NOV 12	\$216,000.00				
							16			