

Scheduler - Logos

6/25/2014 4:26PM

Est # 212974

Sample Schedule

Client: North Coast Builders Exchange

Buyer:

Advertiser:

Product:

Sched Dates: 07/14/14 - 10/12/14

Lengths: 30

Dayparts: DP





AE:

Asst:

Phone: 707

Fax: 707

Email:

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Total Units	Cost
5549, Redwood Empire Zone									
AEN									
	M-F 4p-7p	VARIOUS			30	1	4	4	
	M-Su 7p-12m	VARIOUS			30	1	4	4	
ESPN									
	M-Su 7p-12m	VARIOUS			30	2	4	8	
FOOD									
	M-Su 7p-12m	VARIOUS			30	1	4	4	
	Sa-Su 9a-7p	VARIOUS			30	1	4	4	
FXNC									
	M-F 5a-9a	VARIOUS			30	1	4	4	
	M-Su 7p-12m	VARIOUS			30	2	4	6	
HGTV									

This report has been prepared using STRATA NuMath research.

STRATA NuMath and report designs Copyright ©2014 Strata Marketing, Inc. 312-222-1555

Nielsen Audience Estimates Copyright ©2014 The Nielsen Company, used under license, all rights reserved

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

San Francisco-Oak-San Jose Dec12 C-DMA Nielsen Live+SD

Cable Zones: Comcast, Redwood Empire Zone

San Francisco-Oak-San Jose Dec12 C-DMA Nielsen Live+SD

Cable Zones: Comcast, Santa Rosa Zone

Dominant program average ratings are reported.






Time period average is reported where no program is dominant.

» Estimate information indicated has been supplied by the user.

Source Field Codes:

TP - Time Period

DP - Dominant Program

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Total Units	Cost	
	M-F 9a-4p	VARIOUS			30	1	4	4		
	M-Su 7p-12m	VARIOUS			30	1	4	4		
								Totals	42	\$580.00
6037, Santa Rosa Zone										
AEN										
	M-F 4p-7p	VARIOUS			30	1	4	4		
	M-Su 7p-12m	VARIOUS			30	1	4	4		
CNBC										
	M-F 5a-9a	VARIOUS			30	1	4	5		
	M-Su 7p-12m	VARIOUS			30	1	4	5		
ESPN										
	M-Su 7p-12m	VARIOUS			30	1	4	4		
FOOD										
	M-F 9a-4p	VARIOUS			30	1	4	4		
	M-F 4p-7p	VARIOUS			30	1	4	4		
	M-Su 7p-12m	VARIOUS			30	1	4	4		
HGTV										

This report has been prepared using STRATA NuMath research.
STRATA NuMath and report designs Copyright ©2014 Strata Marketing, Inc. 312-222-1555



Nielsen Audience Estimates Copyright ©2014 The Nielsen Company, used under license, all rights reserved

Adjustments: Network Insertability and Network Carriage have been factored into calculations.
San Francisco-Oak-San Jose Dec12 C-DMA Nielsen Live+SD
Cable Zones: Comcast, Redwood Empire Zone
San Francisco-Oak-San Jose Dec12 C-DMA Nielsen Live+SD
Cable Zones: Comcast, Santa Rosa Zone

Dominant program average ratings are reported.
Time period average is reported where no program is dominant.

» Estimate information indicated has been supplied by the user.

Source Field Codes:
TP – Time Period
DP – Dominant Program

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Total Units	Cost	
	M-Su 7p-12m	VARIOUS			30	1	4	4		
<hr/>										
MNBC										
	M-Su 7p-12m	VARIOUS			30	1	4	4		
	M-Su 5a-9a	VARIOUS			30	1	4	4		
								Totals	46	\$443.00
								Grand Totals	88	\$1,023.00

This report has been prepared using STRATA NuMath research.
STRATA NuMath and report designs Copyright ©2014 Strata Marketing, Inc. 312-222-1555

Nielsen Audience Estimates Copyright ©2014 The Nielsen Company, used under license, all rights reserved

Adjustments: Network Insertability and Network Carriage have been factored into calculations.
San Francisco-Oak-San Jose Dec12 C-DMA Nielsen Live+SD
Cable Zones: Comcast, Redwood Empire Zone
San Francisco-Oak-San Jose Dec12 C-DMA Nielsen Live+SD
Cable Zones: Comcast, Santa Rosa Zone

Dominant program average ratings are reported.
Time period average is reported where no program is dominant.

» Estimate information indicated has been supplied by the user.

Source Field Codes:
TP – Time Period
DP – Dominant Program