



BWE 2018

Proposal ID: 186298  
 Schedule Date: 5/14/2018 - 5/27/2018  
 Spot Length(s): :30  
 Book: May 2016 LivePlus  
 Author: Heather Parmelee

1700-digital Book: May 2016 LivePlus  
 Acct. Exec: Heather Parmelee  
 Phone #: 574-284-3179  
 Email: heather.bobson@wndu.com  
 Web Site: http://www.wndu.com/

Gray does not discriminate in its advertising contracts, and it will not accept advertising intended to discriminate on the basis of race or ethnicity. Advertiser hereto affirms that nothing in this Agreement is intended to discriminate on the basis of race or ethnicity. This Agreement is subject to the Standard Terms and Conditions available at [www.gray.tv/advertising](http://www.gray.tv/advertising).

Program Time	Spot Length	MY	MY	DMA	DMA	DMA	Rates	
							14	21
<b>WNDU</b>								
AM NEWS	:30	2	4	6.5	0.9	2	\$50.00	6
GRPs/Impressions				39	5.4			
SHR				23.2	14.0			
Mo-Fr 5:00a-6:00a								
AM NEWS	:30	1	2	17.5	5.2	2	\$200.00	3
GRPs/Impressions				52.5	15.6			
SHR				30.8	30.5			
Mo-Fr 6:00a-7:00a								
TODAY SHW	:30	1	2	21.6	5.1	2	\$225.00	3
GRPs/Impressions				64.8	15.3			
SHR				31.0	33.3			
Mo-Fr 7:00a-9:00a								
TODAY SHW III	:30	2	3	7.9	1.7	2	\$50.00	5
GRPs/Impressions				39.5	8.5			
SHR				13.2	11.9			
Mo-Fr 10:00a-11:00a								
EARLY NEWS	:30	2	3	26.0	4.2	2	\$250.00	5
GRPs/Impressions				130	21			
SHR				21.4	21.8			
Mo-Fr 5:00p-6:30p								
Inside Edition/Entertainment T	:30	2	3	10.9	1.7	2	\$90.00	5
GRPs/Impressions				54.5	8.5			
SHR				6.5	5.8			
Mo-Fr 7:00p-8:00p								
PRIME	:30	2	3	18.2	3.9	2	\$150.00	5
GRPs/Impressions				91	19.5			
SHR				9.6	9.9			
Mo-Sa 8:00p-11:00p								
Bonus Inventory if available	:30	10	10	12.0	2.4	2	\$0.00	20
GRPs/Impressions				240	48			
SHR				13.7	13.9			
Mo-Su 5:00a-2:00a								



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Flight Dates: 5/14/2018-5/27/2018

Program Time	Spot Length	MY	MY	DMA P25+	DMA F25-54	Wks	Rate Spots
<b>WNDR</b>		14	21	000	000		
NWSCNTR 16 SA AM	:30	2	3	18.4	4.1	2	\$125.00
GRPs/Impressions				92	20.5		5
SHR				26.3	27.2		
Sat 7:00a-10:00a							
NWSCNTR 16 SU AM	:30	1	1	24.8	4.4	2	\$150.00
GRPs/Impressions				49.6	8.8		2
SHR				37.5	35.5		
Sun 8:00a-9:00a							

Total Cost: \$5,200.00 Signature \_\_\_\_\_

**Flight Summary ( DMA P25+ D.000 )**

Flight	Spots	%	Cost	Imp(000)	CPP	CPM
Flight 1	59	100	\$5,200.00	852.9	\$32.85	\$6.10

**General Summary ( DMA P25+ D.000 )**

Name	Spots	Cost	Imp(000)	CPP	CPM	Reach	Freq	Pop
WNDR	59	\$5,200.00	852.9	\$32.85	\$6.10	65.5	2.4	543,128