

On-Air Detail Report
 Donna Campbell Dist 26 May 2012 revised 5/12

On-Air Detail Report

5/17/2012 6:07 PM



Client:
 Buyer:
 Advertiser:
 Product:
 Sched Dates: 05/07/12 - 06/03/12

Lengths: 30
 Dayparts: RT

AE: Marie Dale
 Asst: Katie Stepp
 Phone: 214-618-5430
 Email: Mdale@viamedia.com

Zone: 0018, Viamedia/San Antonio, TX

Station ID	Program	Time Period	Unit Length	Units	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Unit \$	RTG	GRP	CPP	Total Cost					
Week of 05/07/12																					
FXNC		Tu-Sa 5a-10a	30	15		X	X	X	X	X		\$14	0.0	0.0	\$0	\$210					
FXNC		Tu-Sa 4p-8p	30	14		X	X	X	X	X		\$28	0.0	0.0	\$0	\$392					
FXNC		Tu-F 8p-12m	30	8		X	X	X	X	X		\$34	0.0	0.0	\$0	\$272					
USA		W-Sa 8p-12m	30	5			X	X	X	X		\$21	0.0	0.0	\$0	\$105					
Week of 05/14/12																					
FXNC		Sa-Th 5a-10a	30	18	X	X	X	X	X	X		\$14	0.0	0.0	\$0	\$252					
FXNC		Sa-Th 4p-8p	30	16	X	X	X	X	X	X		\$28	0.0	0.0	\$0	\$448					
FXNC		M-Th 8p-12m	30	8	X	X	X	X	X	X		\$34	0.0	0.0	\$0	\$272					
USA		W-Sa 8p-12m	30	7	X	X	X	X	X	X		\$21	0.0	0.0	\$0	\$147					
Week of 05/21/12																					
FXNC		M-Th 5a-10a	30	9	X	X	X	X	X	X		\$14	0.0	0.0	\$0	\$126					
FXNC		M-Th 4p-8p	30	12	X	X	X	X	X	X		\$28	0.0	0.0	\$0	\$336					
FXNC		M-Th 8p-12m	30	12	X	X	X	X	X	X		\$34	0.0	0.0	\$0	\$408					
FXNC		Sa-Su 5a-10a	30	6		X	X	X	X	X		\$14	0.0	0.0	\$0	\$84					
FXNC		Sa-Su 4p-8p	30	4		X	X	X	X	X		\$28	0.0	0.0	\$0	\$112					
USA		M-Sa 8p-12m	30	6	X	X	X	X	X	X		\$21	0.0	0.0	\$0	\$126					
Week of 05/28/12																					
FXNC		M 5a-10a	30	3	X	X	X	X	X	X		\$14	0.0	0.0	\$0	\$42					
FXNC		M 4p-8p	30	2	X	X	X	X	X	X		\$28	0.0	0.0	\$0	\$56					
FXNC		M 8p-12m	30	3	X	X	X	X	X	X		\$34	0.0	0.0	\$0	\$102					
USA		M 8p-12m	30	2	X	X	X	X	X	X		\$21	0.0	0.0	\$0	\$42					
Schedule Totals															150						\$3,532
Reach / Frequency /															0.0						\$0

This report has been prepared using STRATA NUMA research.
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 Advertisers: Network Insertability without Network Carriage has been factored into calculations.
 San Antonio Feb12 C-DMA Custom Live+7
 Cable Zones: GRANDE COMMUNICATION, Viamedia/San Antonio, TX
 San Antonio Feb12 C-DMA Custom Live+7
 Cable Zones: GVTC, Viamedia/San Antonio, TX
 Source Field Codes:
 TP - Time Period

Att: Marie Dale

Att: Marie Dale

re Date

After Marie Dale

After Marie Dale

After Marie Dale

On-Air Detail Report
Donna Campbell Dist 25 May 2012 revised 5712

5/7/2012 8:07 AM



Client: Buyer: Advertiser: Product: Sched Dates: 05/07/12 - 06/03/12

Lengths: 30
Dayparts: RT

AE: Marie Dale
Asst: Katie Stepp
Phone: 214-618-5450
Email: Mdale@viamediatv.com

Zone: 9403, Viamedia/San Antonio, TX

Station ID	Program	Time Period	Unit Length	Units	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Units	RTG	GRP	CPE	Total Cost		
Week of 05/07/12																		
FXNC		TU-Sa 5a-10a	30	15									\$8	0.0	0.0	\$0		
FXNC		TU-Sa 4p-8p	30	14									\$12	0.0	0.0	\$0		
FXNC		TU-F 9p-12m	30	9									\$15	0.0	0.0	\$0		
USA		W-Sa 8p-12m	30	5									\$18	0.0	0.0	\$90		
Week of 05/14/12																		
FXNC		Sa-Th 5a-10a	30	18									\$9	0.0	0.0	\$0		
FXNC		Sa-Th 4p-8p	30	16									\$12	0.0	0.0	\$0		
FXNC		M-Th 8p-12m	30	6									\$15	0.0	0.0	\$0		
USA		M-Sa 8p-12m	30	7									\$18	0.0	0.0	\$126		
Week of 05/21/12																		
FXNC		M-Th 5a-10a	30	8									\$9	0.0	0.0	\$0		
FXNC		M-Th 4p-8p	30	12									\$12	0.0	0.0	\$0		
FXNC		M-Th 8p-12m	30	12									\$15	0.0	0.0	\$0		
FXNC		Sa-Su 5a-10a	30	6									\$9	0.0	0.0	\$0		
FXNC		Sa-Su 4p-8p	30	4									\$12	0.0	0.0	\$0		
USA		M-Sa 8p-12m	30	7									\$18	0.0	0.0	\$126		
Week of 05/28/12																		
FXNC		M-Sa 4-10a	30	3									\$9	0.0	0.0	\$0		
FXNC		M 4p-8p	30	2									\$12	0.0	0.0	\$0		
FXNC		M 8p-12m	30	3									\$15	0.0	0.0	\$0		
USA		M 8p-12m	30	1									\$18	0.0	0.0	\$0		
Schedule Totals															150	0.0	\$0	\$1,866

This report has been prepared using STRATA NulKath research.
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Adjustments: Network Inseparability without Network Carriage has been factored into calculations.
 San Antonio Feed 12 C-DMA Custom Live+7
 Cable Zones: GRANDE COMMUNICATION, Viamedia/San Antonio, TX
 San Antonio Feed 12 C-DMA Custom Live+7
 Cable Zones: GYTC, Viamedia/San Antonio, TX

Sources: Field Codes
 TP - Time Period

Client Approval

[Signature]

Client Approval

[Signature]

Date

5/8/12

[Signature]

Date

5/12/12

[Signature]

Business name

Downs Campbell for Texas Senate