

10/9/2017 3:32PM

City of Fort Pierce Urban Redevelopment without Dish and Direct TV Fall 2017

West Palm Beach-Ft. Pierce May17 DMA Nielsen Live+7







Client: Fort Pierce Urban Redevelopment








Buyer: Elizabeth Woodruff

Advertiser: Fort Pierce Urban Redevelopment

Product:

Sched Dates: November 20, 2017 - May 20, 2018

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Rate	Total Units	Cost
7795, Vero Beach-Northern Treasure Coast										
APL										
	M-Su 5a-12m	Animal Planet			30	4	20	\$3.20	82	\$262.40
BET										
	M-Su 5a-12m	BET			30	4	20	\$3.15	81	\$255.15
BRVO										
	M-Su 5a-12m	BRAVO			30	4	20	\$5.25	81	\$425.25
CNN										
	M-Su 5a-12m	CNN			30	4	20	\$8.40	80	\$672.00
ENT										
	M-Su 5a-12m	E!			30	4	20	\$3.45	81	\$279.45
FOOD										
	M-Su 5a-12m	FOOD			30	4	20	\$5.10	80	\$408.00
FRFM										

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Rate	Total Units	Cost
	M-Su 5a-12m	NICKELODEON			30	4	20	\$4.55	80	\$364.00
<hr/>										
	M-Su 5a-12m	OXYGEN			30	4	20	\$1.20	81	\$97.20
<hr/>										
	M-Su 5a-12m	TLC			30	4	20	\$4.10	80	\$328.00
<hr/>										
	M-Su 5a-12m	CARTOON NETWORK			30	4	20	\$8.05	80	\$644.00
<hr/>										
	M-Su 5a-12m	TRAVEL CHANNEL			30	4	20	\$2.45	81	\$198.45
<hr/>										
	M-Su 5a-12m	TV LAND			30	4	20	\$3.10	81	\$251.10
<hr/>										
	M-Su 5a-12m	WEATHER CHANNEL			30	4	20	\$1.00	80	\$80.00
<hr/>										
Totals									1,690	\$7,986.05
Grand Totals									1,690	\$7,986.05

Nielsen Audience Estimates Copyright ©2017 The Nielsen Company, used under license, all rights reserved

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

West Palm Beach-Ft. Pierce May17 DMA Nielsen Live+7

Cable Zones: Comcast, Vero Beach-Northern Treasure Coast

West Palm Beach-Ft. Pierce May17 DMA Nielsen Live+7

Cable Zones: AT&T, Treasure Cst N FL U-Verse

West Palm Beach-Ft. Pierce May17 DMA Nielsen Live+7

Cable Zones: Comcast, WPB Digital

West Palm Beach-Ft. Pierce May17 DMA Nielsen Live+7

Cable Zones: Comcast, WPB Interactive

Qualitative Adjustments:

West Palm Beach-Ft. Pierce May17 DMA Nielsen Live+7

Qual Survey: West Palm Beach/Fort Pierce, FL-Syndicated-MRI/Mosaic, Au15-J116, Scarborough

Survey Area: DMA

Daypart: Past 7 Days

Base Profile: All Respondents

Target Profile: (Respondent's Age Summary: 55 +) AND (#Dom.AirRndTripsPstYr-MostlyPrsnl: None:Primarily Personal/Vacation)

» Estimate information indicated has been supplied by the user.

Source Field Codes:

TP – Time Period

10/9/2017 3:32PM

City of Fort Pierce Urban Redevelopment without Dish and Direct TV Fall 2017

West Palm Beach-Ft. Pierce May17 DMA Nielsen Live+7







Client: Fort Pierce Urban Redevelopment





Buyer: Elizabeth Woodruff

Advertiser: Fort Pierce Urban Redevelopment

Product:

Sched Dates: November 20, 2017 - May 20, 2018

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Rate	Total Units	Cost
4266, Treasure Cst N FL U-Verse										
APL										
	M-Su 5a-12m	ANIMAL PLANET ATT			30	4	20	\$.60	80	\$48.00
BET										
	M-Su 5a-12m	BET ATT			30	4	20	\$.55	80	\$44.00
BRVO										
	M-Su 5a-12m	BRAVO ATT			30	4	20	\$.90	80	\$72.00
CNN										
	M-Su 5a-12m	CNN ATT			30	4	20	\$1.55	80	\$124.00
ENT										
	M-Su 5a-12m	E! ATT			30	4	20	\$.60	81	\$48.60
FOOD										
	M-Su 5a-12m	FOOD ATT			30	4	20	\$.85	80	\$68.00
FXNC										

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Rate	Total Units	Cost	
	M-Su 5a-12m	Fox News ATT			30	4	20	\$1.65	80	\$132.00	
<hr/>											
HGTV											
	M-Su 5a-12m	HGTV ATT			30	4	20	\$1.55	80	\$124.00	
<hr/>											
LIF											
	M-Su 5a-12m	LIFETIME ATT			30	4	20	\$0.75	80	\$60.00	
<hr/>											
MNBC											
	M-Su 5a-12m	MSNBC ATT			30	4	20	\$1.25	80	\$100.00	
<hr/>											
MTV											
	M-Su 5a-12m	MTV ATT			30	4	20	\$0.35	80	\$28.00	
<hr/>											
NBCS											
	M-Su 5a-12m	NBC SPORTS ATT			30	4	20	\$0.40	83	\$33.20	
<hr/>											
TLC											
	M-Su 5a-12m	TLC ATT			30	4	20	\$0.75	80	\$60.00	
<hr/>											
									Totals	1,044	\$941.80
									Grand Totals	1,044	\$941.80

Nielsen Audience Estimates Copyright ©2017 The Nielsen Company, used under license, all rights reserved

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

West Palm Beach-Ft. Pierce May17 DMA Nielsen Live+7

Cable Zones: Comcast, Vero Beach-Northern Treasure Coast

West Palm Beach-Ft. Pierce May17 DMA Nielsen Live+7

Cable Zones: AT&T, Treasure Cst N FL U-Verse

West Palm Beach-Ft. Pierce May17 DMA Nielsen Live+7

Cable Zones: Comcast, WPB Digital

West Palm Beach-Ft. Pierce May17 DMA Nielsen Live+7

Cable Zones: Comcast, WPB Interactive

Qualitative Adjustments:

West Palm Beach-Ft. Pierce May17 DMA Nielsen Live+7

Qual Survey: West Palm Beach/Fort Pierce, FL-Syndicated-MRI/Mosaic, Au15-J116, Scarborough

Survey Area: DMA

Daypart: Past 7 Days

Base Profile: All Respondents

Target Profile: (Respondent's Age Summary: 55 +) AND (#Dom.AirRndTripsPstYr-MostlyPrsnl: None:Primarily Personal/Vacation)

» Estimate information indicated has been supplied by the user.






Source Field Codes:

TP – Time Period

City of Fort Pierce Urban Redevelopment without Dish and Direct TV Fall 2017

West Palm Beach-Ft. Pierce May17 DMA Nielsen Live+7

Client: Fort Pierce Urban Redevelopment
 Buyer: Elizabeth Woodruff
 Advertiser: Fort Pierce Urban Redevelopment
 Product:
 Sched Dates: November 20, 2017 - May 20, 2018

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Rate	Total Units	Cost	
9739, WPB Digital											
DIY											
	M-Su 5a-12m	DIY			30	4	20	\$1.00	81	\$81.00	
FBN											
	M-Su 5a-12m	Fox Business			30	4	20	\$1.00	80	\$80.00	
NFLN											
	M-Su 5a-12m	NFL			30	4	20	\$1.00	80	\$80.00	
NGC											
	M-Su 5a-12m	National Geographic			30	4	20	\$1.00	81	\$81.00	
TV1											
	M-Su 5a-12m	TV 1			30	4	20	\$1.00	82	\$82.00	
									Totals	404	\$404.00
									Grand Totals	404	\$404.00

This report has been prepared using STRATA NuMath research.
 STRATA NuMath and report designs Copyright ©2017 Strata Marketing, Inc. 312-222-1555

Nielsen Audience Estimates Copyright ©2017 The Nielsen Company, used under license, all rights reserved

Adjustments: Network Insertability and Network Carriage have been factored into calculations.
 West Palm Beach-Ft. Pierce May17 DMA Nielsen Live+7

DocuSign Envelope ID: A225165C-F543-424A-B3A7-2786A0F5E5D3

Cable Zones: Comcast, Vero Beach-Northern Treasure Coast
West Palm Beach-Ft. Pierce May17 DMA Nielsen Live+7
Cable Zones: AT&T, Treasure Cst N FL U-Verse
West Palm Beach-Ft. Pierce May17 DMA Nielsen Live+7
Cable Zones: Comcast, WPB Digital
West Palm Beach-Ft. Pierce May17 DMA Nielsen Live+7
Cable Zones: Comcast, WPB Interactive

Qualitative Adjustments:
West Palm Beach-Ft. Pierce May17 DMA Nielsen Live+7
Qual Survey: West Palm Beach/Fort Pierce, FL-Syndicated-MRI/Mosaic, Au15-J116, Scarborough
Survey Area: DMA
Daypart: Past 7 Days
Base Profile: All Respondents
Target Profile: (Respondent's Age Summary: 55 +) AND (#Dom.AirRndTripsPstYr-MostlyPrsnl: None:Primarily Personal/Vacation)

» Estimate information indicated has been supplied by the user.





Source Field Codes:
TP – Time Period

10/9/2017 3:32PM

City of Fort Pierce Urban Redevelopment without Dish and Direct TV Fall 2017

West Palm Beach-Ft. Pierce May17 DMA Nielsen Live+7

Client: Fort Pierce Urban Redevelopment
 Buyer: Elizabeth Woodruff
 Advertiser: Fort Pierce Urban Redevelopment
 Product:
 Sched Dates: November 20, 2017 - May 20, 2018

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Rate	Total Units	Cost	
8556, WPB Interactive											
ATTD											
	F 6a-11:59p	ATT.net 8336 impressions per month			30	0	7	\$66.69	7	\$466.83	
CDED											
	F 6a-11:59p	NBC Digital Entertainment 8336 impressions per month			30	0	7	\$66.69	7	\$466.83	
PDTV											
	F 6a-11:59p	Premium Digital TV with On Demand 5001 impressions per month			30	0	7	\$200.06	7	\$1,400.42	
PDV											
	F 6a-11:59p	Premium Video with On Demand 5884 impressions per month			30	0	7	\$200.06	7	\$1,400.42	
XCSD											
	F 6a-11:59p	XFINITY.com 16671 impressions per month			30	0	7	\$133.37	7	\$933.59	
									Totals	35	\$4,668.09
									Grand Totals	35	\$4,668.09

Broadcast Month Costs - Grand Total

Month	Gross Cost	Total Units
11/2017	\$1,171	179
12/2017	\$2,525	629
01/2018	\$2,061	473
02/2018	\$2,061	473
03/2018	\$2,061	473

04/2018	\$2,061	473
05/2018	\$2,061	473
Total	\$14,000	3173

This report has been prepared using STRATA NuMath research.
 STRATA NuMath and report designs Copyright ©2017 Strata Marketing, Inc. 312-222-1555

Nielsen Audience Estimates Copyright ©2017 The Nielsen Company, used under license, all rights reserved

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

- West Palm Beach-Ft. Pierce May17 DMA Nielsen Live+7
- Cable Zones: Comcast, Vero Beach-Northern Treasure Coast
- West Palm Beach-Ft. Pierce May17 DMA Nielsen Live+7
- Cable Zones: AT&T, Treasure Cst N FL U-Verse
- West Palm Beach-Ft. Pierce May17 DMA Nielsen Live+7
- Cable Zones: Comcast, WPB Digital
- West Palm Beach-Ft. Pierce May17 DMA Nielsen Live+7
- Cable Zones: Comcast, WPB Interactive

Qualitative Adjustments:

- West Palm Beach-Ft. Pierce May17 DMA Nielsen Live+7
- Qual Survey: West Palm Beach/Fort Pierce, FL-Syndicated-MRI/Mosaic, Au15-J116, Scarborough
- Survey Area: DMA
- Daypart: Past 7 Days
- Base Profile: All Respondents
- Target Profile: (Respondent's Age Summary: 55 +) AND (#Dom.AirRndTripsPstYr-MostlyPrsnl: None:Primarily Personal/Vacation)

» Estimate information indicated has been supplied by the user.

Source Field Codes:

TP – Time Period

Disclaimer

Inventory subject to availability. Rates apply to this presentation only and are effective for two weeks from the date of this proposal.

Two-week cancellation policy.

Network ratings data for OVN will be inaccurate prior to the January 2011 book.

Network ratings data for NBCS will be inaccurate prior to the January 2012 book.

By signing this contract, I agree to the full terms and conditions already on file.

DISCLOSURES: The number of subscribing homes receiving advertisements on any cable network is an estimate and may vary by geographic areas and other factors. Any statement of (1) the number of subscribing homes receiving an advertisement and (2) audience estimates are based either on the NCC methodology which utilizes either Nielsen carriage & insertion Universe Estimates or adjusts internal carriage/insertion sub counts by the Nielsen full footprint Interconnect Universe Estimate. Zone estimates are generated by using Nielsen Interconnect Universe Estimates, adjusted on a pro rata basis by internal subscriber counts by zone. Nielsen Universe Estimates are derived: in Telephone Frame set-meter and diary-only markets, from a rolling average of the prior four major sweep periods of diary sample; in LPM and Area Probability set-meter markets, from a rolling average of the prior four periods of meter sample, when available. These 4 periods each consist of 4 weeks of meter sample that lie prior to the measurement cycles of February, May, July and November. Estimates may contain impressions outside the home DMA. [See also Nielsen VIP Report]. The number of homes capable of accessing VOD and interactive TV advertising content is an estimate and may vary by the number of homes actually subscribing to digital cable service and other factors. Current Nielsen audience reporting methodology does not provide the ability to adjust audience estimates for HD simulcast programming for non-insertion. The company may not have the capability to insert on HD simulcast networks or to enable interactive overlays on HD simulcast networks. Audience estimates for HD programming have not been adjusted for non-insertion. The information provided will be periodically updated by the Company. For more information please contact your Advertising Sales Executive.

Authorized Acceptance: _____ Date: _____
 Comcast Acceptance: _____ Date: _____