

TO: WCTI - Greenville

FROM: Bob Rosser
IMPACT STRATEGIES, INC

WEEKS 1-3

DATE: 4/14/2014

RE: NC Chamber TV AD Buy

AD LENGTH: 30 SECONDS

BEGIN DATE: 4/22/2014

THRU DATE: 5/6/2014

WEEK 1

TIME	DAYS	# SPOTS PER DAY	NUMBER OF DAYS	TOTAL SPOTS	COST/SPO NET	C/SPOT GROSS	NET COST	GROSS
6p-6:30p	W-F	1	3	3	1020	1200.00	\$ 3,060.00	\$ 3,600.00
11p-11:35p	W,Th	1	2	2	1275	1500.00	\$ 2,550.00	\$ 3,000.00
								\$ 6,600.00

WEEK 2

TIME	DAYS	# SPOTS PER DAY	NUMBER OF DAYS	TOTAL SPOTS	COST/SPO NET	C/SPOT GROSS	NET COST	GROSS
7a-9a	M,W,F	1	3	3	425	500.00	\$ 1,275.00	\$ 1,500.00
6p-6:30p	M,T,Th	1	3	3	1020	1200.00	\$ 3,060.00	\$ 3,600.00
11p-11:35p	M-Th	1	4	4	1275	1500.00	\$ 5,100.00	\$ 6,000.00
								\$ 11,100.00

WEEK 3

TIME	DAYS	# SPOTS PER DAY	NUMBER OF DAYS	TOTAL SPOTS	COST/SPO NET	C/SPOT GROSS	NET COST	GROSS
7a-9a	M, T	1	2	2	425	500.00	\$ 850.00	\$ 1,000.00
6p-6:30p	M	1	1	1	1020	1200.00	\$ 1,020.00	\$ 1,200.00
11p-11:35p	M	1	1	1	1275	1500.00	\$ 1,275.00	\$ 1,500.00
								\$ 3,700.00

TOTAL BUY \$ 21,400.00

*****TRAFFIC INSTRUCTIONS*****

"CONSTITUTION" 100% UNTIL FURTHER NOTICE

Impact Strategies contract - 167792

**NC Chamber IE
Officer Information**

Chairman

David Powers

Treasurer

Vicki Cunningham