



**AUG 19 – SEPT 2, 2013**  
POST BUY REPORT

Prepared by  
*Maggie Clark*  
M·E·D·I·A · S·E·R·V·I·C·E·S

in association with



September 25, 2013



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PREPARED BY

*Maggie Clark*  
M·E·D·I·A · S·E·R·V·I·C·E·S

IN ASSOCIATION WITH

 **Frontier Strategies**

Agency: Maggie Clark Media Svcs	Flight: Flight 1 08/19/13-09/02/13	Post No: 7
Buyer: Maggie Clark		Company: Maggie Clark Media Svcs
Advertiser: MDPS		Telephone: 601-992-3111

Market	GRP's	Gross Imp	Reach	Freq	Spots	Cost	CPP	CPM
BILOXI-GULFPORT								
Post Totals Index: 114	351.6	63	75.5	4.7	269	\$38,259	\$108.81	\$607.29
Order Totals	306.0	96	70.5	4.3	147	\$38,434	\$125.60	\$400.35
COLUMBUS-TUPELO-W PNT-HSTN								
Post Totals Index: 92	285.8	105	65.4	4.4	230	\$20,150	\$70.50	\$191.90
Order Totals	311.5	157	73.8	4.2	136	\$20,150	\$64.69	\$128.34
GREENWOOD-GREENVILLE								
Post Totals Index: 93	274.8	23	63.9	4.3	127	\$12,155	\$44.23	\$528.48
Order Totals	294.3	58	83.0	3.5	83	\$12,155	\$41.30	\$209.57
HATTIESBURG-LAUREL								
Post Totals Index: 99	291.0	72	81.0	3.6	164	\$13,840	\$47.56	\$192.22
Order Totals	294.7	100	81.9	3.6	80	\$13,840	\$46.96	\$138.40
JACKSON MS								
Post Totals Index: 92	289.6	247	78.6	3.7	330	\$49,960	\$172.51	\$202.27
Order Totals	313.6	282	78.0	4.0	148	\$49,775	\$158.72	\$176.51
MERIDIAN								
Post Totals Index: 94	240.3	29	65.2	3.7	202	\$20,390	\$84.85	\$703.10
Order Totals	254.6	29	60.4	4.2	120	\$20,430	\$80.24	\$704.48
CAMPAIGN POST TOTALS	*****	539	68.9	4.0	1,322	\$154,754		

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 08/19/13-09/02/13	Post No: 8
Buyer: Maggie Clark		Company: Maggie Clark Media Svcs
Advertiser: MDPS		Telephone: 601-992-3111

Market	GRP's	Gross Imp	Reach	Freq	Spots	Cost	CPP	CPM	
<b>BILOXI-GULFPORT</b>									
Post Totals INDEX: 88	138.1	28	56.1	2.5	121	\$9,259	\$67.05	\$330.68	
Order Totals	157.1	69	61.4	2.6	61	\$9,257	\$58.92	\$134.16	
<b>COLUMBUS-TUPELO-W PNT-HSTN</b>									
Post Totals INDEX: 110	69.2	34	32.8	2.1	141	\$2,008	\$29.02	\$59.06	
Order Totals	63.8	37	30.9	2.1	70	\$2,008	\$31.47	\$54.27	
<b>HATTIESBURG-LAUREL</b>									
Post Totals INDEX: 98	55.7	11	28.7	1.9	50	\$1,035	\$18.58	\$94.09	
Order Totals	56.1	18	28.5	2.0	28	\$1,240	\$22.10	\$68.89	
<b>JACKSON MS</b>									
Post Totals INDEX: 87	137.1	83	50.5	2.7	94	\$7,145	\$52.12	\$86.08	
Order Totals	158.6	141	64.3	2.5	65	\$7,052	\$44.46	\$50.01	
<b>MERIDIAN</b>									
Post Totals INDEX: 94	240.3	29	65.2	3.7	202	\$20,390	\$84.85	\$703.10	
Order Totals	254.6	29	60.4	4.2	120	\$20,430	\$80.24	\$704.48	
<b>MEMPHIS</b>									
Post Totals INDEX: 94	180.6	323	57.6	3.1	380	\$4,053	\$22.44	\$12.55	
Order Totals	192.2	333	60.9	3.2	188	\$4,053	\$21.09	\$12.17	
<b>CAMPAIGN POST TOTALS</b>			508	73.2	3.1	988	\$43,890		\$86.40

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**Post Reconciliation Summary**

Biloxi-Gulfport (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67711</b>	Order No: <b>596</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug 19</b>			

<b>WLOX-ABC Schedule Totals</b>	Invoice No.	P.O. No.	Job No.
Spots Ordered			65
Spots Invoiced			119
Invoiced - Not Matching Order			0
Bonus Spots			55
Order Gross Cost			\$27,925.00
Invoice Gross Cost			\$27,750.00
Invoice Net Cost at 15.00%			\$23,587.50

DMA RTG M 18-34

Ordered GRPs / Gross Impressions	173.5
Actual GRPs / Gross Impressions	186.6
GRP / Gross Impression Index	107.6
Actual Reach & Frequency	38.1 & 4.9

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Maggie Clark - 9/17/13 3:15 PM

Biloxi-Gulfport (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67711</b>	Order No: <b>596</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug 19</b>			

WXXV-FOX Schedule Totals	Invoice No.	P.O. No.	Job No.
Spots Ordered			68
Spots Invoiced			106
Invoiced - Not Matching Order			0
Bonus Spots			38
Order Gross Cost			\$8,094.00
Invoice Gross Cost			\$8,094.00
Invoice Net Cost at 15.00%			\$6,879.90

DMA RTG M 18-34

Ordered GRPs / Gross Impressions	108.7
Actual GRPs / Gross Impressions	136.7
GRP / Gross Impression Index	125.8
Actual Reach & Frequency	54.9 & 2.5

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

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Maggie Clark - 9/17/13 3:15 PM

Biloxi-Gulfport (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67711</b>	Order No: <b>596</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug 19</b>			

ELOX-CBS Schedule Totals	Invoice No.	P.O. No.	Job No.
Spots Ordered			14
Spots Invoiced			34
Invoiced - Not Matching Order			0
Bonus Spots			20
Order Gross Cost			\$2,415.00
Invoice Gross Cost			\$2,415.00
Invoice Net Cost at 15.00%			\$2,052.75
DMA RTG M 18-34			
Ordered GRPs / Gross Impressions			23.8
Actual GRPs / Gross Impressions			22.5
GRP / Gross Impression Index			94.5
Actual Reach & Frequency			12.0 & 1.9
NOTE: <b>Spots Invoiced</b> represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. <b>Invoiced-No Match</b> represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. <b>Invoice versus Order</b> estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.			

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Maggie Clark - 9/17/13 3:15 PM

Biloxi-Gulfport (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67711</b>	Order No: <b>596</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug 19</b>			

DXXV-NBC Schedule Totals	Invoice No.	P.O. No.	Job No.
Spots Ordered			0
Spots Invoiced			10
Invoiced - Not Matching Order			0
Bonus Spots			10
Order Gross Cost			\$0.00
Invoice Gross Cost			\$0.00
Invoice Net Cost at 15.00%			\$0.00
DMA RTG M 18-34			
Ordered GRPs / Gross Impressions			0
Actual GRPs / Gross Impressions			5.8
GRP / Gross Impression Index			0
Actual Reach & Frequency			2.7 & 2.2

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

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Maggie Clark - 9/17/13 3:15 PM

Biloxi-Gulfport (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67711</b>	Order No: <b>596</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug 19</b>			

### All Stations

Spots Ordered	147
Spots Invoiced	269
Invoiced - Not Matching Order	0
Bonus Spots	123
Order Gross Cost	\$38,434.00
Invoice Gross Cost	\$38,259.00
Invoice Net Cost at 15.00%	\$32,520.15

DMA RTG M 18-34

Ordered GRPs / Gross Impressions	306.0
Actual GRPs / Gross Impressions	351.6
GRP / Gross Impression Index	114.9
Actual Reach & Frequency	75.5 & 4.7

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

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Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67711</b>	Order No: <b>596</b>
Buyer: <b>Maggie Clark</b>	Agcy Est No:	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Dayparts: <b>CDE1AP2LS</b>	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug 19</b>			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
<b>WLOX-ABC</b>							
Ord	GOOD MRN MS: 6-7AM	08/19/13-08/23/13	Mo-Fr	6:00a- 7:00a	10 :30	\$300.00	
Inv	GOOD MRN MISS	08/19/13	Mon	6:09a	:30	\$300.00	
Inv	GOOD MRN MISS	08/19/13	Mon	6:28a	:30	\$300.00	
Inv	GOOD MRN MISS	08/20/13	Tue	6:37a	:30	\$300.00	
Inv	GOOD MRN MISS	08/20/13	Tue	6:52a	:30	\$300.00	
Inv	GOOD MRN MISS	08/21/13	Wed	6:08a	:30	\$300.00	
Inv	GOOD MRN MISS	08/21/13	Wed	6:45a	:30	\$300.00	
Inv	GOOD MRN MISS	08/22/13	Thu	6:16a	:30	\$300.00	
Inv	GOOD MRN MISS	08/22/13	Thu	6:29a	:30	\$300.00	
Inv	GOOD MRN MISS	08/23/13	Fri	6:38a	:30	\$300.00	
Inv	GOOD MRN MISS	08/23/13	Fri	6:52a	:30	\$300.00	
Ord	GOOD MRN MS: 6-7AM	08/26/13-08/30/13	Mo-Fr	6:00a- 7:00a	10 :30	\$300.00	
Inv	GOOD MRN MISS	08/26/13	Mon	6:07a	:30	\$300.00	
Inv	GOOD MRN MISS	08/26/13	Mon	6:52a	:30	\$300.00	
Inv	GOOD MRN MISS	08/27/13	Tue	6:16a	:30	\$300.00	
Inv	GOOD MRN MISS	08/27/13	Tue	6:52a	:30	\$300.00	
Inv	GOOD MRN MISS	08/28/13	Wed	6:16a	:30	\$300.00	
Inv	GOOD MRN MISS	08/28/13	Wed	6:53a	:30	\$300.00	
Inv	GOOD MRN MISS	08/29/13	Thu	6:17a	:30	\$300.00	
Inv	GOOD MRN MISS	08/29/13	Thu	6:47a	:30	\$300.00	
Inv	GOOD MRN MISS	08/30/13	Fri	6:00a	:30	\$300.00	
Inv	GOOD MRN MISS	08/30/13	Fri	6:53a	:30	\$300.00	
Ord	GOOD MRN MS: 6-7AM	09/02/13-09/02/13	Mon	6:00a- 7:00a	2 :30	\$300.00	
Inv	GOOD MRN MISS	09/02/13	Mon	6:08a	:30	\$300.00	
Inv	GOOD MRN MISS	09/02/13	Mon	6:53a	:30	\$300.00	
Ord	STEVE HARVEY	08/19/13-08/23/13	Mo-Fr	2:00p- 3:00p	5 :30	\$125.00	
Inv	STEVE HARVEY!	08/19/13	Mon	2:36p	:30	\$125.00	
Inv	STEVE HARVEY!	08/20/13	Tue	2:48p	:30	\$125.00	
Inv	STEVE HARVEY!	08/21/13	Wed	2:48p	:30	\$125.00	
Inv	STEVE HARVEY!	08/22/13	Thu	2:54p	:30	\$125.00	
Inv	STEVE HARVEY!	08/23/13	Fri	2:49p	:30	\$125.00	
Ord	STEVE HARVEY	08/26/13-08/30/13	Mo-Fr	2:00p- 3:00p	5 :30	\$125.00	
Inv	STEVE HARVEY!	08/26/13	Mon	2:39p	:30	\$125.00	
Inv	STEVE HARVEY!	08/27/13	Tue	2:45p	:30	\$125.00	
Inv	STEVE HARVEY!	08/28/13	Wed	2:56p	:30	\$125.00	
Inv	STEVE HARVEY!	08/29/13	Thu	2:10p	:30	\$125.00	

\* - Denotes estimated item(s).  
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							DMA RTG M 18-34
Program	Date	Day	Time	Spts	Len	Invoice Rate	
Inv STEVE HARVEY!	08/30/13	Fri	2:43p		:30	\$125.00	
Ord STEVE HARVEY	09/02/13-09/02/13	Mon	2:00p- 3:00p	1	:30	\$125.00	
Inv STEVE HARVEY!	09/02/13	Mon	2:37p		:30	\$125.00	
Ord WLOX NEWS-6P	08/19/13-08/23/13	Mo-Fr	6:00p- 6:30p	2	:30	\$695.00	
Inv WLOX NEWS-6PM	08/19/13	Mon	6:10p		:30	\$695.00	
Inv WLOX NEWS-6PM	08/22/13	Thu	6:00p		:30	\$695.00	
Ord WLOX NEWS-6P	08/26/13-08/30/13	Mo-Fr	6:00p- 6:30p	2	:30	\$695.00	
Inv WLOX NEWS-6PM	08/26/13	Mon	6:17p		:30	\$695.00	
Inv WLOX NEWS-6PM	08/29/13	Thu	6:21p		:30	\$695.00	
Ord WLOX NEWS-6P	09/02/13-09/02/13	Mon	6:00p- 6:30p	1	:30	\$695.00	
Inv WLOX NEWS-6PM	09/02/13	Mon	6:17p		:30	\$695.00	
Ord ABC MISTRESSES	08/19/13-08/19/13	Mon	9:00p-10:00p	1	:30	\$1,000.00	
Inv MISTRESSES-ABC	08/19/13	Mon	9:31p		:30	\$1,000.00	
Ord ABC MISTRESSES	08/26/13-08/26/13	Mon	9:00p-10:00p	1	:30	\$1,000.00	
Inv MISTRESSES-ABC	08/26/13	Mon	9:35p		:30	\$1,000.00	
Ord ABC MISTRESSES	09/02/13-09/02/13	Mon	9:00p-10:00p	1	:30	\$1,000.00	
Inv MISTRESSES-ABC	09/02/13	Mon	9:42p		:30	\$1,000.00	
Ord BODY OF PROOF	08/20/13-08/20/13	Tue	9:00p-10:00p	1	:30	\$700.00	
Inv BODY OF PROOF	08/20/13	Tue	9:28p		:30	\$700.00	
Ord BODY OF PROOF	08/27/13-08/27/13	Tue	9:00p-10:00p	1	:30	\$700.00	
Inv BODY OF PROOF	08/27/13	Tue	9:33p		:30	\$700.00	
Ord WHAT WOULD YOU DO?	08/23/13-08/23/13	Fri	8:00p- 9:00p	1	:30	\$600.00	
Inv WHAT WLD YOU DO	08/23/13	Fri	8:43p		:30	\$600.00	
Ord WHAT WOULD YOU DO?	08/30/13-08/30/13	Fri	8:00p- 9:00p	1	:30	\$600.00	
Inv WHAT WLD YOU DO	08/30/13	Fri	8:43p		:30	\$600.00	
Ord ABC SEC PRE-GAME	08/31/13-08/31/13	Sat	2:00p- 2:30p	1	:30	\$175.00	
Inv (M) COLLEGE FB CTDWN	08/31/13	Sat	2:00p		:30	\$175.00	
Ord ABC: SEC MSU v OKLAHOMA	08/31/13-08/31/13	Sat	2:30p- 6:00p	1	:30	\$425.00	
Inv (M) SEC FOOTBALL	08/31/13	Sat	2:30p		:30	\$425.00	
Ord ABC: GA v CLEMSON	08/31/13-08/31/13	Sat	7:00p-10:00p	1	:30	\$350.00	
Inv SEC FOOTB ALL	08/31/13	Sat	8:13p		:30	\$350.00	
Ord ABC: GA v CLEMSON	08/31/13-08/31/13	Sat	7:00p-10:00p	1	:30	\$300.00	
Inv (M) SEC FOOTBALL	08/31/13	Sat	11:00p		:30	\$300.00	
Ord AMERICA'S FUNNIEST VIDEOS	08/25/13-08/25/13	Sun	6:00p- 7:00p	2	:30	\$500.00	
Inv AMR-VIDEOS-ABC	08/25/13	Sun	6:00p		:30	\$500.00	
Inv AMR-VIDEOS-ABC	08/25/13	Sun	6:42p		:30	\$500.00	
Ord AMERICA'S FUNNIEST VIDEOS	09/01/13-09/01/13	Sun	6:00p- 7:00p	2	:30	\$500.00	
Inv AMR-VIDEOS-ABC	09/01/13	Sun	6:23p		:30	\$500.00	
Inv AMR-VIDEOS-ABC	09/01/13	Sun	6:59p		:30	\$500.00	
Ord CELEBRITY WIFE SWAP	08/25/13-08/25/13	Sun	7:00p- 8:00p	2	:30	\$700.00	
Inv CELEB-SWAP-ABC	08/25/13	Sun	7:21p		:30	\$700.00	
Inv CELEB-SWAP-ABC	08/25/13	Sun	7:43p		:30	\$700.00	
Ord CELEBRITY WIFE SWAP	09/01/13-09/01/13	Sun	7:00p- 8:00p	2	:30	\$700.00	

\* - Denotes estimated item(s).  
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							DMA RTG M 18-34
Program	Date	Day	Time	Spts	Len	Invoice Rate	
Inv CELEB-SWAP-ABC	09/01/13	Sun	7:24p		:30	\$700.00	
Inv CELEB-SWAP-ABC	09/01/13	Sun	7:44p		:30	\$700.00	
Ord FAMILY DANCE OFF	08/25/13-08/25/13	Sun	8:00p- 9:00p	2	:30	\$700.00	
Inv WHODUNNIT?-ABC	08/25/13	Sun	8:22p		:30	\$700.00	
Inv WHODUNNIT?-ABC	08/25/13	Sun	8:43p		:30	\$700.00	
Ord WHODUNNIT?	09/01/13-09/01/13	Sun	8:00p- 9:00p	2	:30	\$700.00	
Inv WHODUNNIT?-ABC	09/01/13	Sun	8:25p		:30	\$700.00	
Inv WHODUNNIT?-ABC	09/01/13	Sun	8:50p		:30	\$700.00	
Ord RED WIDOW	08/25/13-08/25/13	Sun	9:00p-10:00p	1	:30	\$500.00	
Inv CASTLE-ABC	08/25/13	Sun	9:33p		:30	\$500.00	
Ord WLOX NEWS 10PM-SUN	08/25/13-08/25/13	Sun	10:00p-10:35p	1	:30	\$675.00	
Inv WLOX NW-10P SU	08/25/13	Sun	10:10p		:30	\$675.00	
Ord WLOX NEWS 10PM-SUN	09/01/13-09/01/13	Sun	10:00p-10:35p	1	:30	\$675.00	
Inv WLOX NW-10P SU	09/01/13	Sun	10:22p		:30	\$675.00	
<b>WLOX- Invoiced Spots Not Matching Order</b>							
<b>WLOX- Bonus Spots Applied</b>							
Bonus KELLY&MICHAEL	08/19/13	Mon	9:47a		:30	\$0.00	
Bonus SHOP SOUTH MS	08/19/13	Mon	11:49a		:30	\$0.00	
Bonus WLOX NEWS-5PM	08/19/13	Mon	5:16p		:30	\$0.00	
Bonus SHOP SOUTH MS	08/20/13	Tue	11:59a		:30	\$0.00	
Bonus WHEEL-FORTNE	08/20/13	Tue	6:42p		:30	\$0.00	
Bonus ENT TONIGHT 30	08/20/13	Tue	12:02a		:30	\$0.00	
Bonus SHOP SOUTH MS	08/21/13	Wed	11:39a		:30	\$0.00	
Bonus INSIDE EDITION	08/21/13	Wed	4:40p		:30	\$0.00	
Bonus ENT TONIGHT 30	08/21/13	Wed	12:25a		:30	\$0.00	
Bonus SHOP SOUTH MS	08/22/13	Thu	11:49a		:30	\$0.00	
Bonus AMERICA NOW	08/22/13	Thu	3:49p		:30	\$0.00	
Bonus AMERICA NOW	08/23/13	Fri	3:54p		:30	\$0.00	
Bonus AVG. ALL WKS	08/23/13	Fri	10:49p		:30	\$0.00	
Bonus WLOX NW-10P SA	08/24/13	Sat	10:21p		:30	\$0.00	
Bonus INSIDE EDITN W	08/24/13	Sat	11:00p		:30	\$0.00	
Bonus INSIDE EDITN W	08/24/13	Sat	11:25p		:30	\$0.00	
Bonus CHRIS MATTHEWS	08/25/13	Sun	5:09a		:30	\$0.00	
Bonus WLOX NW1030 SU	08/25/13	Sun	10:41p		:30	\$0.00	
Bonus ENT TONITE60 W	08/25/13	Sun	11:36p		:30	\$0.00	
Bonus AMERICA NOW	08/26/13	Mon	3:39p		:30	\$0.00	
Bonus ENT TONIGHT 30	08/26/13	Mon	12:24a		:30	\$0.00	
Bonus SHOP SOUTH MS	08/27/13	Tue	11:48a		:30	\$0.00	
Bonus AMERICA NOW	08/27/13	Tue	3:09p		:30	\$0.00	
Bonus ENT TONIGHT 30	08/27/13	Tue	12:00a		:30	\$0.00	
Bonus KELLY&MICHAEL	08/28/13	Wed	9:59a		:30	\$0.00	
Bonus SHOP SOUTH MS	08/28/13	Wed	11:49a		:30	\$0.00	
Bonus ABC-NITELINE	08/28/13	Wed	11:52p		:30	\$0.00	

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Bonus SHOP SOUTH MS	08/29/13	Thu	11:58a		:30	\$0.00	
Bonus 4 O'CLOCK SHOW	08/29/13	Thu	4:15p		:30	\$0.00	
Bonus ENT TONIGHT 30	08/29/13	Thu	12:17a		:30	\$0.00	
Bonus KELLY&MICHAEL	08/30/13	Fri	9:51a		:30	\$0.00	
Bonus SHOP SOUTH MS	08/30/13	Fri	11:38a		:30	\$0.00	
Bonus AMERICA PRACT	08/30/13	Fri	3:24p		:30	\$0.00	
Bonus PRIVATE PRACCT	08/31/13	Sat	5:16a		:30	\$0.00	
Bonus HOMETIME-SYN	08/31/13	Sat	11:24a		:30	\$0.00	
Bonus WLOX NWS-WK R	09/01/13	Sun	6:39a		:30	\$0.00	
Bonus WLOX NW1030 SU	09/01/13	Sun	10:42p		:30	\$0.00	
Bonus WLOX NW1030 SU	09/01/13	Sun	10:59p		:30	\$0.00	
Bonus KELLY&MICHAEL	09/02/13	Mon	9:49a		:30	\$0.00	
Bonus MIDDAY NEWS	09/02/13	Mon	11:17a		:30	\$0.00	
Bonus SHOP SOUTH MS	09/02/13	Mon	11:38a		:30	\$0.00	
Bonus SHOP SOUTH MS	09/02/13	Mon	11:59a		:30	\$0.00	
Bonus GENRL HOSPITAL	09/02/13	Mon	1:59p		:30	\$0.00	
Bonus AMERICA NOW	09/02/13	Mon	3:54p		:30	\$0.00	
Bonus INSIDE EDITION	09/02/13	Mon	4:59p		:30	\$0.00	
Bonus ABC-NITELINE	09/02/13	Mon	11:53p		:30	\$0.00	
Bonus GD-MS EARLY ED	08/19/13	Mon	4:58a		:30	\$0.00	
Bonus GD-MS EARLY ED	08/20/13	Tue	4:45a		:30	\$0.00	
Bonus GD-MS EARLY ED	08/21/13	Wed	4:39a		:30	\$0.00	
Bonus GD-MS EARLY ED	08/27/13	Tue	4:39a		:30	\$0.00	
Bonus GD-MS EARLY ED	08/28/13	Wed	4:39a		:30	\$0.00	
Bonus GD-MS EARLY ED	08/29/13	Thu	4:50a		:30	\$0.00	
Bonus GD-MS EARLY ED	09/01/13	Sun	4:39a		:30	\$0.00	
Bonus GD-MS EARLY ED	09/01/13	Sun	4:44a		:30	\$0.00	
Bonus GD-MS EARLY ED	09/01/13	Sun	4:57a		:30	\$0.00	

**WLOX- Ordered Spots Not Matching Invoice**

Ord	ABC SEC TOLEDO v FLORIDA	08/31/13-08/31/13	Sat	11:30a- 2:30p	1	:30	\$175.00
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**WLOX- Schedule Totals**

Spots Ordered	65	Order Gross Cost	\$27,925.00	Order Grp / Gr Imp	173.5
Spots Invoiced	119	Invoice Gross Cost	\$27,750.00	Invoice Grp / Gr Imp	186.6
		Invoice Net Cost at 15.00%	\$23,587.50	Grp / Gr Imp Index	107.6
Invoiced-No Match	0			Order Reach / Frequency	40.9 / 4.2
				Invoice Reach / Frequency	38.1 / 4.9
Bonus Spots	55				

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 08/19/13-09/02/13	Post No: 67711	Order No: 596
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LS	Telephone: 601-992-3111	
Campaign: Drive Sober: Aug 19			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
<b>WXXV-FOX</b>							
Ord TWO AND A HALF MEN	08/19/13-08/23/13	Mo-Fr	5:00p- 5:30p	5	:30	\$60.00	
Inv TWO & HALF MEN	08/19/13	Mon	5:17p		:30	\$60.00	
Inv TWO & HALF MEN	08/20/13	Tue	5:30p		:30	\$60.00	
Inv TWO & HALF MEN	08/21/13	Wed	5:17p		:30	\$60.00	
Inv TWO & HALF MEN	08/22/13	Thu	5:27p		:30	\$60.00	
Inv TWO & HALF MEN	08/23/13	Fri	5:30p		:30	\$60.00	
Ord TWO AND A HALF MEN	08/26/13-08/30/13	Mo-Fr	5:00p- 5:30p	5	:30	\$60.00	
Inv TWO & HALF MEN	08/26/13	Mon	5:25p		:30	\$60.00	
Inv TWO & HALF MEN	08/27/13	Tue	5:29p		:30	\$60.00	
Inv TWO & HALF MEN	08/28/13	Wed	5:24p		:30	\$60.00	
Inv TWO & HALF MEN	08/29/13	Thu	5:15p		:30	\$60.00	
Inv TWO & HALF MEN	08/30/13	Fri	5:27p		:30	\$60.00	
Ord TWO AND A HALF MEN	09/02/13-09/02/13	Mon	5:00p- 5:30p	1	:30	\$60.00	
Inv TWO & HALF MEN	09/02/13	Mon	5:14p		:30	\$60.00	
Ord BIG BANG THEORY	08/19/13-08/23/13	Mo-Fr	5:30p- 6:00p	5	:30	\$60.00	
Inv BIG BNG THEORY	08/19/13	Mon	5:44p		:30	\$60.00	
Inv BIG BNG THEORY	08/20/13	Tue	5:56p		:30	\$60.00	
Inv BIG BNG THEORY	08/21/13	Wed	5:46p		:30	\$60.00	
Inv BIG BNG THEORY	08/22/13	Thu	5:46p		:30	\$60.00	
Inv BIG BNG THEORY	08/23/13	Fri	5:59p		:30	\$60.00	
Ord BIG BANG THEORY	08/26/13-08/30/13	Mo-Fr	5:30p- 6:00p	5	:30	\$60.00	
Inv BIG BNG THEORY	08/26/13	Mon	5:56p		:30	\$60.00	
Inv BIG BNG THEORY	08/27/13	Tue	5:59p		:30	\$60.00	
Inv BIG BNG THEORY	08/28/13	Wed	5:55p		:30	\$60.00	
Inv BIG BNG THEORY	08/29/13	Thu	5:43p		:30	\$60.00	
Inv BIG BNG THEORY	08/30/13	Fri	5:59p		:30	\$60.00	
Ord BIG BANG THEORY	09/02/13-09/02/13	Mon	5:30p- 6:00p	1	:30	\$60.00	
Inv BIG BNG THEORY	09/02/13	Mon	5:42p		:30	\$60.00	
Ord LAW & ORDER: CI	08/19/13-08/23/13	Mo-Fr	9:00p-10:00p	5	:30	\$34.00	
Inv LAW&ORDER CI	08/19/13	Mon	9:18p		:30	\$34.00	
Inv LAW&ORDER CI	08/20/13	Tue	9:06p		:30	\$34.00	
Inv LAW&ORDER CI	08/21/13	Wed	9:40p		:30	\$34.00	
Inv LAW&ORDER CI	08/22/13	Thu	9:36p		:30	\$34.00	
Inv LAW&ORDER CI	08/23/13	Fri	9:41p		:30	\$34.00	
Ord LAW & ORDER: CI	08/26/13-08/30/13	Mo-Fr	9:00p-10:00p	5	:30	\$34.00	
Inv LAW&ORDER CI	08/26/13	Mon	9:44p		:30	\$34.00	

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							DMA RTG M 18-34
Program	Date	Day	Time	Spts	Len	Invoice Rate	
Inv	LAW&ORDER CI	08/27/13	Tue 9:07p		:30	\$34.00	
Inv	LAW&ORDER CI	08/28/13	Wed 9:07p		:30	\$34.00	
Inv	LAW&ORDER CI	08/29/13	Thu 9:07p		:30	\$34.00	
Inv	LAW&ORDER CI	08/30/13	Fri 9:59p		:30	\$34.00	
Ord	LAW & ORDER: CI	09/02/13-09/02/13	Mon 9:00p-10:00p	1	:30	\$34.00	
Inv	LAW&ORDER CI	09/02/13	Mon 9:59p		:30	\$34.00	
Ord	THINK YOU CAN DANCE	08/20/13-08/20/13	Tue 7:00p- 9:00p	2	:30	\$150.00	
Inv	YOU CAN DANCE	08/20/13	Tue 7:00p		:30	\$150.00	
Inv	YOU CAN DANCE	08/20/13	Tue 8:41p		:30	\$150.00	
Ord	THINK YOU CAN DANCE	08/27/13-08/27/13	Tue 7:00p- 9:00p	2	:30	\$150.00	
Inv	YOU CAN DANCE	08/27/13	Tue 7:00p		:30	\$150.00	
Inv	YOU CAN DANCE	08/27/13	Tue 7:22p		:30	\$150.00	
Ord	GLEE	08/22/13-08/22/13	Thu 7:00p- 8:00p	2	:30	\$170.00	
Inv	GLEE	08/22/13	Thu 7:00p		:30	\$170.00	
Inv	GLEE	08/22/13	Thu 7:25p		:30	\$170.00	
Ord	GLEE	08/29/13-08/29/13	Thu 7:00p- 8:00p	2	:30	\$170.00	
Inv	GLEE	08/29/13	Thu 7:00p		:30	\$170.00	
Inv	GLEE	08/29/13	Thu 7:45p		:30	\$170.00	
Ord	NEW GIRL/MINDY PROJECT	08/22/13-08/22/13	Thu 8:00p- 9:00p	1	:30	\$160.00	
Inv	THE MINDY PROJECT	08/22/13	Thu 8:48p		:30	\$160.00	
Ord	NEW GIRL/MINDY PROJECT	08/29/13-08/29/13	Thu 8:00p- 9:00p	1	:30	\$160.00	
Inv	NEW GIRL	08/29/13	Thu 8:19p		:30	\$160.00	
Ord	BONES	08/23/13-08/23/13	Fri 7:00p- 8:00p	1	:30	\$145.00	
Inv	BONES	08/23/13	Fri 7:42p		:30	\$145.00	
Ord	BONES	08/30/13-08/30/13	Fri 7:00p- 8:00p	1	:30	\$145.00	
Inv	BONES	08/30/13	Fri 7:00p		:30	\$145.00	
Ord	THE FOLLOWING	08/23/13-08/23/13	Fri 8:00p- 9:00p	1	:30	\$130.00	
Inv	THE FOLLOWING	08/23/13	Fri 8:24p		:30	\$130.00	
Ord	THE FOLLOWING	08/30/13-08/30/13	Fri 8:00p- 9:00p	1	:30	\$130.00	
Inv	THE FOLLOWING	08/30/13	Fri 8:43p		:30	\$130.00	
Ord	MLB	08/24/13-08/24/13	Sat 2:30p- 6:00p	3	:30	\$65.00	
Inv	MLB ON FOX	08/24/13	Sat 2:58p		:30	\$65.00	
Inv	MLB ON FOX	08/24/13	Sat 3:41p		:30	\$65.00	
Inv (M)	MLB ON FOX	08/24/13	Sat 6:29p		:30	\$65.00	
Ord	HOW I MET YOUR MOTHER	08/24/13-08/24/13	Sat 6:30p- 7:00p	1	:30	\$45.00	
Inv	MET YOUR MOTHER	08/24/13	Sat 6:43p		:30	\$45.00	
Ord	HOW I MET YOUR MOTHER	08/31/13-08/31/13	Sat 6:30p- 7:00p	1	:30	\$45.00	
Inv	MET YOUR MOTHER	08/31/13	Sat 6:53p		:30	\$45.00	
Ord	SAINTS v OILERS: PRE SEASON	08/25/13-08/25/13	Sun 3:00p- 6:30p	1	:30	\$1,500.00	
Inv	NFL ON FOX	08/25/13	Sun 4:37p		:30	\$1,500.00	
Ord	SEC: TOLEDO v FLORIDA	08/31/13-08/31/13	Sat 11:00a- 2:30p	1	:30	\$125.00	
Inv	SEC FOOTBALL	08/31/13	Sat 1:53p		:30	\$125.00	
Ord	AMERICAN DAD	08/25/13-08/25/13	Sun 6:30p- 7:00p	1	:30	\$150.00	

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							DMA RTG M 18-34
Program	Date	Day	Time	Spts	Len	Invoice Rate	
Inv	SMPSN-SU730FOX	08/25/13	Sun 6:44p		:30	\$150.00	
Ord	AMERICAN DAD	09/01/13-09/01/13	Sun 6:30p- 7:00p	1	:30	\$150.00	
Inv	SMPSN-SU730FOX	09/01/13	Sun 6:49p		:30	\$150.00	
Ord	SIMPSON'S/BOB'S BURGERS	08/25/13-08/25/13	Sun 7:00p- 8:00p	2	:30	\$230.00	
Inv	SIMPSON ENC-FOX	08/25/13	Sun 7:20p		:30	\$230.00	
Inv	BOB'S-ENC-FOX	08/25/13	Sun 7:46p		:30	\$230.00	
Ord	SIMPSON'S/BOB'S BURGERS	09/01/13-09/01/13	Sun 7:00p- 8:00p	2	:30	\$230.00	
Inv	SIMPSON ENC-FOX	09/01/13	Sun 7:19p		:30	\$230.00	
Inv	BOB'S-ENC-FOX	09/01/13	Sun 7:59p		:30	\$230.00	
Ord	FAMILY GUY	08/25/13-08/25/13	Sun 8:00p- 9:00p	2	:30	\$215.00	
Inv	FAM GUY EN-FOX	08/25/13	Sun 8:19p		:30	\$215.00	
Inv	FAM GUY EN-FOX	08/25/13	Sun 8:25p		:30	\$215.00	
Ord	FAMILY GUY	09/01/13-09/01/13	Sun 8:00p- 9:00p	2	:30	\$215.00	
Inv	FAM GUY EN-FOX	09/01/13	Sun 8:19p		:30	\$215.00	
Inv	FAM GUY EN-FOX	09/01/13	Sun 8:51p		:30	\$215.00	
Ord	SIMPSON'S/FAMILY GUY	08/25/13-08/25/13	Sun 9:00p-10:00p	2	:30	\$65.00	
Inv	SIMPSONS WK	08/25/13	Sun 9:17p		:30	\$65.00	
Inv	FAMILY GUY WK	08/25/13	Sun 9:46p		:30	\$65.00	
Ord	SIMPSON'S/FAMILY GUY	09/01/13-09/01/13	Sun 9:00p-10:00p	2	:30	\$65.00	
Inv	SIMPSONS WK	09/01/13	Sun 9:26p		:30	\$65.00	
Inv	FAMILY GUY WK	09/01/13	Sun 9:47p		:30	\$65.00	
<b>WXXV- Invoiced Spots Not Matching Order</b>							
<b>WXXV- Bonus Spots Applied</b>							
Bonus	LAW&ORDER CI	08/19/13	Mon 9:07p		:30	\$0.00	
Bonus	LAW&ORDER CI	08/19/13	Mon 9:19p		:30	\$0.00	
Bonus	LAW&ORDER CI	08/19/13	Mon 9:59p		:30	\$0.00	
Bonus	LAW&ORDER CI	08/20/13	Tue 9:42p		:30	\$0.00	
Bonus	LAW&ORDER CI	08/20/13	Tue 9:54p		:30	\$0.00	
Bonus	LAW&ORDER CI	08/21/13	Wed 9:06p		:30	\$0.00	
Bonus	LAW&ORDER CI	08/21/13	Wed 9:59p		:30	\$0.00	
Bonus	LAW&ORDER CI	08/22/13	Thu 9:10p		:30	\$0.00	
Bonus	LAW&ORDER CI	08/22/13	Thu 9:58p		:30	\$0.00	
Bonus	LAW&ORDER CI	08/23/13	Fri 9:07p		:30	\$0.00	
Bonus	LAW&ORDER CI	08/23/13	Fri 9:59p		:30	\$0.00	
Bonus	YOU CAN DANCE	08/20/13	Tue 8:08p		:30	\$0.00	
Bonus	NEW GIRL	08/22/13	Thu 8:17p		:30	\$0.00	
Bonus	BONES	08/23/13	Fri 7:19p		:30	\$0.00	
Bonus	THE FOLLOWING	08/23/13	Fri 8:40p		:30	\$0.00	
Bonus	MLB ON FOX	08/24/13	Sat 4:58p		:30	\$0.00	
Bonus	NFL ON FOX	08/25/13	Sun 3:43p		:30	\$0.00	
Bonus	NFL ON FOX	08/25/13	Sun 4:47p		:30	\$0.00	
Bonus	NFL ON FOX	08/25/13	Sun 5:27p		:30	\$0.00	
Bonus	NFL ON FOX	08/25/13	Sun 6:16p		:30	\$0.00	

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Bonus RSNB-MO 8P-FOX	08/19/13	Mon	7:00p		:30	\$0.00	
Bonus NW GRL-MO9-FOX	08/19/13	Mon	8:15p		:30	\$0.00	
Bonus MINDY-930-FOX	08/19/13	Mon	8:33p		:30	\$0.00	
Bonus JUDGE ALEX	08/23/13	Fri	10:23a		:30	\$0.00	
Bonus JUDGE MATHIS	08/23/13	Fri	12:20p		:30	\$0.00	
Bonus ANDERSON LIVE	08/23/13	Fri	1:48p		:30	\$0.00	
Bonus DOCTORS	08/23/13	Fri	3:13p		:30	\$0.00	
Bonus BIG BNG THEORY	08/23/13	Fri	11:14p		:30	\$0.00	
Bonus SEC FB PREVIEW	08/24/13	Sat	11:22a		:30	\$0.00	
Bonus MYDESTINATN.TV	08/24/13	Sat	1:09p		:30	\$0.00	
Bonus BONES	08/24/13	Sat	9:16p		:30	\$0.00	
Bonus ANIMATION	08/24/13	Sat	10:00p		:30	\$0.00	
Bonus ANIMATION	08/24/13	Sat	10:28p		:30	\$0.00	
Bonus PAID PRG 11AM	08/24/13	Sat	11:29a		:30	\$0.00	
Bonus MOVIE: X-MEN	08/25/13	Sun	12:29p		:30	\$0.00	
Bonus MOVIE: X-MEN	08/25/13	Sun	12:46p		:30	\$0.00	
Bonus MOVIE: X-MEN	08/25/13	Sun	1:04p		:30	\$0.00	
Bonus MOVIE: X-MEN	08/25/13	Sun	1:21p		:30	\$0.00	

**WXXV- Ordered Spots Not Matching Invoice**

**WXXV- Schedule Totals**

Spots Ordered	68	Order Gross Cost	\$8,094.00	Order Grp / Gr Imp	108.7
Spots Invoiced	106	Invoice Gross Cost	\$8,094.00	Invoice Grp / Gr Imp	136.7
		Invoice Net Cost at 15.00%	\$6,879.90	Grp / Gr Imp Index	125.8
Invoiced-No Match	0			Order Reach / Frequency	43.0 / 2.5
				Invoice Reach / Frequency	54.9 / 2.5
Bonus Spots	38				

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

\* - Denotes estimated item(s).  
 Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67711</b>	Order No: <b>596</b>
Buyer: <b>Maggie Clark</b>	Agcy Est No:	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Dayparts: <b>CDE1AP2LS</b>	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug 19</b>			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
<b>ELOX-CBS</b>							
Ord 2 BROKE GIRLS/MIKE & MOLLY	08/19/13-08/19/13	Mon	8:00p- 9:00p	2	:30	\$120.00	
Inv 2BROKE GRL-CBS	08/19/13	Mon	8:12p		:30	\$120.00	
Inv MIKE&MOLLY-CBS	08/19/13	Mon	8:50p		:30	\$120.00	
Ord 2 BROKE GIRLS/MIKE & MOLLY	08/26/13-08/26/13	Mon	8:00p- 9:00p	2	:30	\$120.00	
Inv 2BROKE GRL-CBS	08/26/13	Mon	8:12p		:30	\$120.00	
Inv MIKE&MOLLY-CBS	08/26/13	Mon	8:46p		:30	\$120.00	
Ord 2 BROKE GIRLS/MIKE & MOLLY	09/02/13-09/02/13	Mon	8:00p- 9:00p	2	:30	\$120.00	
Inv 2BROKE GRL-CBS	09/02/13	Mon	8:13p		:30	\$120.00	
Inv MIKE&MOLLY-CBS	09/02/13	Mon	8:49p		:30	\$120.00	
Ord NCIS	08/20/13-08/20/13	Tue	7:00p- 8:00p	1	:30	\$200.00	
Inv NCIS-CBS	08/20/13	Tue	7:34p		:30	\$200.00	
Ord NCIS	08/27/13-08/27/13	Tue	7:00p- 8:00p	1	:30	\$200.00	
Inv NCIS-CBS	08/27/13	Tue	7:49p		:30	\$200.00	
Ord SEATTLE v GREEN BAY	08/23/13-08/23/13	Fri	7:00p-10:00p	1	:30	\$300.00	
Inv NFL PRESEASON	08/23/13	Fri	9:27p		:30	\$300.00	
Ord UNDERCOVER BOSS	08/30/13-08/30/13	Fri	7:00p- 8:00p	1	:30	\$120.00	
Inv UNDERCOVER BOSS	08/30/13	Fri	7:34p		:30	\$120.00	
Ord BLUE BLOODS	08/30/13-08/30/13	Fri	9:00p-10:00p	1	:30	\$125.00	
Inv BLUE BLOODS	08/30/13	Fri	9:37p		:30	\$125.00	
Ord ST LOUIS v DENVER	08/24/13-08/24/13	Sat	7:00p-10:00p	2	:30	\$300.00	
Inv ST LOUIS v DENVER	08/24/13	Sat	9:24p		:30	\$300.00	
Inv (M) ST LOUIS v DENVER	08/24/13	Sat	10:20p		:30	\$300.00	
Ord ST LOUIS v DENVER	08/24/13-08/24/13	Sat	7:00p-10:00p	1	:30	\$150.00	
Inv (M) ST LOUIS v DENVER	08/24/13	Sat	8:47p		:30	\$150.00	
<b>ELOX- Invoiced Spots Not Matching Order</b>							
<b>ELOX- Bonus Spots Applied</b>							
Bonus GOOD MRN MISS	08/19/13	Mon	5:08a		:30	\$0.00	
Bonus GOOD MRN MISS	08/20/13	Tue	5:09a		:30	\$0.00	
Bonus WLOX NEWS-5PM	08/21/13	Wed	5:15p		:30	\$0.00	
Bonus AVG. ALL WKS	08/22/13	Thu	10:33p		:30	\$0.00	
Bonus AVG. ALL WKS	08/23/13	Fri	9:39a		:30	\$0.00	
Bonus WLOX NW-6P SA	08/24/13	Sat	6:16p		:30	\$0.00	
Bonus ABUNDT-EVINGLST	08/25/13	Sun	7:28a		:30	\$0.00	
Bonus LT-FERGUSN-CBS	08/26/13	Mon	11:31p		:30	\$0.00	
Bonus JEFF PROBST	08/27/13	Tue	4:16p		:30	\$0.00	
Bonus JEOPARDY	08/28/13	Wed	3:13p		:30	\$0.00	

\* - Denotes estimated item(s).  
Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Maggie Clark - 9/24/13 9:56 AM

Biloxi-Gulfport (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Bonus JEFF PROBST	08/29/13	Thu	4:23p		:30	\$0.00	
Bonus WLOX NEWS-10PM	08/30/13	Fri	10:20p		:30	\$0.00	
Bonus WLOX NW-10P SA	08/31/13	Sat	10:25p		:30	\$0.00	
Bonus WLOX NW-10P SU	09/01/13	Sun	10:27p		:30	\$0.00	
Bonus GOOD MRN MISS	09/02/13	Mon	5:16a		:30	\$0.00	
Bonus GOOD MRN MISS	09/02/13	Mon	6:15a		:30	\$0.00	
Bonus CBS MORN NWS	09/02/13	Mon	6:30a		:30	\$0.00	
Bonus WLOX NEWS-10PM	09/02/13	Mon	10:16p		:30	\$0.00	
Bonus D LETTRMAN-CBS	09/02/13	Mon	10:33p		:30	\$0.00	
Bonus LT-FERGUSN-CBS	09/02/13	Mon	11:32p		:30	\$0.00	
<b>ELOX- Ordered Spots Not Matching Invoice</b>							
<b>ELOX- Schedule Totals</b>							
Spots Ordered	14	Order Gross Cost		\$2,415.00	Order Grp / Gr Imp		23.8
Spots Invoiced	34	Invoice Gross Cost		\$2,415.00	Invoice Grp / Gr Imp		22.5
		Invoice Net Cost at 15.00%		\$2,052.75	Grp / Gr Imp Index		94.5
Invoiced-No Match	0				Order Reach / Frequency		14.1 / 1.7
					Invoice Reach / Frequency		12.0 / 1.9
Bonus Spots	20						
NOTE: <b>Spots Invoiced</b> represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. <b>Invoiced-No Match</b> represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. <b>Invoice versus Order</b> estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.							

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Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67711</b>	Order No: <b>596</b>
Buyer: <b>Maggie Clark</b>	Agcy Est No:	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Dayparts: <b>CDE1AP2LS</b>	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug 19</b>			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
<b>All Stations Schedule Totals</b>							
Spots Ordered	147	Order Gross Cost		\$38,434.00	Order Grp / Gr Imp		306.0
Spots Invoiced	269	Invoice Gross Cost		\$38,259.00	Invoice Grp / Gr Imp		351.6
		Invoice Net Cost at 15.00%		\$32,520.15	Grp / Gr Imp Index		114.9
Invoiced-No Match	0				Order Reach / Frequency		70.5 / 4.3
					Invoice Reach / Frequency		75.5 / 4.7
Bonus Spots	123						
NOTE: <b>Spots Invoiced</b> represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. <b>Invoiced-No Match</b> represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. <b>Invoice versus Order</b> estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.							

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 08/19/13-09/02/13	Post No: 61	Order No: 574
Buyer: Maggie Clark	Lengths: :30	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Agcy Est No:	Telephone: 601-992-3111	
Campaign: Drive Sober: Aug19			

**WCBI-CBS Schedule Totals**

Spots Ordered	22
Spots Invoiced	52
Invoiced - Not Matching Order	0
Bonus Spots	30
Order Gross Cost	\$4,280.00
Invoice Gross Cost	\$4,280.00
Invoice Net Cost at 15.00%	\$3,638.00

DMA RTG M 18-34

Ordered GRPs / Gross Impressions	50.5
Actual GRPs / Gross Impressions	48.4
GRP / Gross Impression Index	95.8
Actual Reach & Frequency	25.2 & 1.9

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Maggie Clark - 9/17/13 3:19 PM

Columbus-Tupelo-W Pnt-Hstn (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>61</b>	Order No: <b>574</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			

### WLOV-FOX Schedule Totals

Spots Ordered	63
Spots Invoiced	95
Invoiced - Not Matching Order	0
Bonus Spots	32
Order Gross Cost	\$4,670.00
Invoice Gross Cost	\$4,670.00
Invoice Net Cost at 15.00%	\$3,969.50

DMA RTG M 18-34

Ordered GRPs / Gross Impressions	89.9
Actual GRPs / Gross Impressions	83.4
GRP / Gross Impression Index	92.8
Actual Reach & Frequency	23.7 & 3.5

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

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Maggie Clark - 9/17/13 3:19 PM

Columbus-Tupelo-W Pnt-Hstn (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>61</b>	Order No: <b>574</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			

### WTVA-NBC Schedule Totals

Spots Ordered	51
Spots Invoiced	83
Invoiced - Not Matching Order	0
Bonus Spots	32
Order Gross Cost	\$11,200.00
Invoice Gross Cost	\$11,200.00
Invoice Net Cost at 15.00%	\$9,520.00

DMA RTG M 18-34

Ordered GRPs / Gross Impressions	171.1
Actual GRPs / Gross Impressions	154.0
GRP / Gross Impression Index	90.0
Actual Reach & Frequency	40.3 & 3.8

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

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Maggie Clark - 9/17/13 3:19 PM

Columbus-Tupelo-W Pnt-Hstn (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>61</b>	Order No: <b>574</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			

### All Stations

Spots Ordered	136
Spots Invoiced	230
Invoiced - Not Matching Order	0
Bonus Spots	94
Order Gross Cost	\$20,150.00
Invoice Gross Cost	\$20,150.00
Invoice Net Cost at 15.00%	\$17,127.50

DMA RTG M 18-34

Ordered GRPs / Gross Impressions	311.5
Actual GRPs / Gross Impressions	285.8
GRP / Gross Impression Index	91.7
Actual Reach & Frequency	65.4 & 4.4

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 08/19/13-09/02/13	Post No: 61	Order No: 574
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LS	Telephone: 601-992-3111	
Campaign: Drive Sober: Aug19			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
<b>WCBI-CBS</b>							
Ord LETTERMAN	08/19/13-08/23/13	Mo-Fr	10:35p-11:35p	5	:30	\$55.00	
Inv (M) D LETTRMAN-CBS	08/19/13	Mon	11:31p		:30	\$55.00	
Inv (M) D LETTRMAN-CBS	08/20/13	Tue	11:01p		:30	\$55.00	
Inv (M) D LETTRMAN-CBS	08/21/13	Wed	11:31p		:30	\$55.00	
Inv (M) D LETTRMAN-CBS	08/22/13	Thu	11:15p		:30	\$55.00	
Inv (M) D LETTRMAN-CBS	08/23/13	Fri	11:27p		:30	\$55.00	
Ord LETTERMAN	08/26/13-08/30/13	Mo-Fr	10:35p-11:35p	5	:30	\$55.00	
Inv (M) D LETTRMAN-CBS	08/26/13	Mon	11:32p		:30	\$55.00	
Inv (M) D LETTRMAN-CBS	08/27/13	Tue	11:32p		:30	\$55.00	
Inv (M) D LETTRMAN-CBS	08/28/13	Wed	11:15p		:30	\$55.00	
Inv (M) D LETTRMAN-CBS	08/29/13	Thu	11:32p		:30	\$55.00	
Inv (M) D LETTRMAN-CBS	08/30/13	Fri	11:32p		:30	\$55.00	
Ord LETTERMAN	09/02/13-09/02/13	Mon	10:35p-11:35p	1	:30	\$55.00	
Inv (M) D LETTRMAN-CBS	09/02/13	Mon	10:47p		:30	\$55.00	
Ord NCIS: LOS ANGELES	08/20/13-08/20/13	Tue	8:00p- 9:00p	1	:30	\$400.00	
Inv (M) NCIS: LOS ANGELES	08/20/13	Tue	8:45p		:30	\$400.00	
Ord NCIS: LOS ANGELES	08/27/13-08/27/13	Tue	8:00p- 9:00p	1	:30	\$400.00	
Inv (M) NCIS: LOS ANGELES	08/27/13	Tue	8:45p		:30	\$400.00	
Ord PERSON OF INTEREST	08/20/13-08/20/13	Tue	9:00p-10:00p	2	:30	\$300.00	
Inv (M) PERSON-TUE-CBS	08/20/13	Tue	9:28p		:30	\$300.00	
Inv (M) PERSON-TUE-CBS	08/20/13	Tue	9:44p		:30	\$300.00	
Ord PERSON OF INTEREST	08/27/13-08/27/13	Tue	9:00p-10:00p	2	:30	\$300.00	
Inv (M) PERSON-TUE-CBS	08/27/13	Tue	9:28p		:30	\$300.00	
Inv (M) PERSON-TUE-CBS	08/27/13	Tue	9:44p		:30	\$300.00	
Ord CSI	08/21/13-08/21/13	Wed	9:00p-10:00p	1	:30	\$400.00	
Inv (M) CSI: CRIME SCENE	08/21/13	Wed	9:29p		:30	\$400.00	
Ord CSI	08/28/13-08/28/13	Wed	9:00p-10:00p	1	:30	\$400.00	
Inv (M) CSI: CRIME SCENE INVESTIGATION	08/28/13	Wed	9:29p		:30	\$400.00	
Ord SEATTLE v GREEN BAY	08/23/13-08/23/13	Fri	7:00p-10:00p	1	:30	\$250.00	
Inv (M) NFL PRESEASON FOOTBALL	08/23/13	Fri	8:45p		:30	\$250.00	
Ord ST LOUIS v DENVER	08/24/13-08/24/13	Sat	7:00p-10:00p	1	:30	\$175.00	
Inv (M) NFL PRESEASON FB	08/24/13	Sat	7:00p		:30	\$175.00	
Ord SEC: TOLEDO v FLORIDA	08/31/13-08/31/13	Sat	11:00a- 2:30p	1	:30	\$450.00	
Inv (M) ESPN SEC FOOTBALL	08/31/13	Sat	1:38p		:30	\$450.00	
<b>WCBI- Invoiced Spots Not Matching Order</b>							
<b>WCBI- Bonus Spots Applied</b>							

\* - Denotes estimated item(s).  
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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Bonus CBS THS MRNG-2	08/26/13	Mon	8:59a		:30	\$0.00	
Bonus EARLY SUNRISE	08/27/13	Tue	5:06a		:30	\$0.00	
Bonus FAM GUY	08/29/13	Thu	11:10p		:30	\$0.00	
Bonus LISTEN 2 EAGLE	08/31/13	Sat	5:14a		:30	\$0.00	
Bonus CBS THS MRN:SA	08/31/13	Sat	7:59a		:30	\$0.00	
Bonus ON THE MONEY	09/01/13	Sun	5:29a		:30	\$0.00	
Bonus 1ST BPST CHRCH	09/01/13	Sun	10:30a		:30	\$0.00	
Bonus EARLY SUNRISE	09/02/13	Mon	5:09a		:30	\$0.00	
Bonus WCBI REBROADCAST	08/26/13	Mon	12:46a		:30	\$0.00	
Bonus WCBI REBROADCAST	08/27/13	Tue	12:53a		:30	\$0.00	
Bonus WCBI REBROADCAST	08/28/13	Wed	12:47a		:30	\$0.00	
Bonus THE LATE LATE SHOW	08/29/13	Thu	12:31a		:30	\$0.00	
Bonus THE LATE LATE SHOW	08/30/13	Fri	11:48p		:30	\$0.00	
Bonus SAT LATE MOVIE	08/31/13	Sat	2:37a		:30	\$0.00	
Bonus COLD CASE	09/01/13	Sun	1:34a		:30	\$0.00	
Bonus WCBI REBROADCAST	09/02/13	Mon	12:52a		:30	\$0.00	
Bonus SUNRISE	08/19/13	Mon	6:29a		:30	\$0.00	
Bonus WCBI NEWS-TEN	08/20/13	Tue	10:21p		:30	\$0.00	
Bonus EARLY SUNRISE	08/22/13	Thu	5:14a		:30	\$0.00	
Bonus BUSYTOWN-2-CBS	08/24/13	Sat	9:59a		:30	\$0.00	
Bonus FRIENDS	08/24/13	Sat	11:29a		:30	\$0.00	
Bonus 30 ROCK WITNESS	08/25/13	Sun	4:10p		:30	\$0.00	
Bonus MOVIE	08/25/13	Sun	8:29p		:30	\$0.00	
Bonus THE LATE LATE SHOW	08/19/13	Mon	12:31a		:30	\$0.00	
Bonus WCBI NWS SUNRS	08/20/13	Tue	4:35a		:30	\$0.00	
Bonus UP TO MIN-CBS	08/21/13	Wed	3:09a		:30	\$0.00	
Bonus WCBI REBROADCAST	08/22/13	Thu	12:52a		:30	\$0.00	
Bonus TODAYS HMEOWNR	08/23/13	Fri	4:58a		:30	\$0.00	
Bonus WCBI REBROADCAST	08/24/13	Sat	1:28a		:30	\$0.00	
Bonus WCBI NWS SUNRS	08/25/13	Sun	4:58a		:30	\$0.00	

**WCBI- Ordered Spots Not Matching Invoice**

**WCBI- Schedule Totals**

Spots Ordered	22	Order Gross Cost	\$4,280.00	Order Grp / Gr Imp	50.5
Spots Invoiced	52	Invoice Gross Cost	\$4,280.00	Invoice Grp / Gr Imp	48.4
		Invoice Net Cost at 15.00%	\$3,638.00	Grp / Gr Imp Index	95.8
Invoiced-No Match	0			Order Reach / Frequency	26.3 / 1.9
				Invoice Reach / Frequency	25.2 / 1.9
Bonus Spots	30				

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

\* - Denotes estimated item(s).

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 08/19/13-09/02/13	Post No: 61	Order No: 574
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LS	Telephone: 601-992-3111	
Campaign: Drive Sober: Aug19			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
<b>WLOV-FOX</b>							
Ord 2 & 1/2 MEN	08/19/13-08/23/13	Mo-Fr	6:00p- 6:30p	5	:30	\$75.00	
Inv TWO & HALF MEN	08/19/13	Mon	6:16p		:30	\$75.00	
Inv TWO & HALF MEN	08/20/13	Tue	6:10p		:30	\$75.00	
Inv TWO & HALF MEN	08/21/13	Wed	6:25p		:30	\$75.00	
Inv TWO & HALF MEN	08/22/13	Thu	6:26p		:30	\$75.00	
Inv TWO & HALF MEN	08/23/13	Fri	6:13p		:30	\$75.00	
Ord 2 & 1/2 MEN	08/26/13-08/30/13	Mo-Fr	6:00p- 6:30p	5	:30	\$75.00	
Inv TWO & HALF MEN	08/26/13	Mon	6:13p		:30	\$75.00	
Inv TWO & HALF MEN	08/27/13	Tue	6:13p		:30	\$75.00	
Inv TWO & HALF MEN	08/28/13	Wed	6:09p		:30	\$75.00	
Inv TWO & HALF MEN	08/29/13	Thu	6:26p		:30	\$75.00	
Inv TWO & HALF MEN	08/30/13	Fri	6:16p		:30	\$75.00	
Ord 2 & 1/2 MEN	09/02/13-09/02/13	Mon	6:00p- 6:30p	1	:30	\$75.00	
Inv (M) TWO & HALF MEN	09/02/13	Mon	6:11p		:30	\$75.00	
Ord BIG BANG THEORY	08/19/13-08/23/13	Mo-Fr	6:30p- 7:00p	5	:30	\$75.00	
Inv BIG BNG THEORY	08/19/13	Mon	6:43p		:30	\$75.00	
Inv BIG BNG THEORY	08/20/13	Tue	6:44p		:30	\$75.00	
Inv BIG BNG THEORY	08/21/13	Wed	6:55p		:30	\$75.00	
Inv BIG BNG THEORY	08/22/13	Thu	6:56p		:30	\$75.00	
Inv BIG BNG THEORY	08/23/13	Fri	6:44p		:30	\$75.00	
Ord BIG BANG THEORY	08/26/13-08/30/13	Mo-Fr	6:30p- 7:00p	5	:30	\$75.00	
Inv BIG BNG THEORY	08/26/13	Mon	6:42p		:30	\$75.00	
Inv BIG BNG THEORY	08/27/13	Tue	6:42p		:30	\$75.00	
Inv BIG BNG THEORY	08/28/13	Wed	6:54p		:30	\$75.00	
Inv BIG BNG THEORY	08/29/13	Thu	6:55p		:30	\$75.00	
Inv BIG BNG THEORY	08/30/13	Fri	6:44p		:30	\$75.00	
Ord BIG BANG THEORY	09/02/13-09/02/13	Mon	6:30p- 7:00p	1	:30	\$75.00	
Inv (M) BIG BNG THEORY	09/02/13	Mon	6:44p		:30	\$75.00	
Ord BIG BANG THEORY	08/19/13-08/23/13	Mo-Fr	9:30p-10:00p	5	:30	\$40.00	
Inv BIG BNG THEORY	08/19/13	Mon	9:54p		:30	\$40.00	
Inv BIG BNG THEORY	08/20/13	Tue	9:55p		:30	\$40.00	
Inv BIG BNG THEORY	08/21/13	Wed	9:43p		:30	\$40.00	
Inv BIG BNG THEORY	08/22/13	Thu	9:55p		:30	\$40.00	
Inv BIG BNG THEORY	08/23/13	Fri	9:44p		:30	\$40.00	
Ord BIG BANG THEORY	08/26/13-08/30/13	Mo-Fr	9:30p-10:00p	5	:30	\$40.00	
Inv BIG BNG THEORY	08/26/13	Mon	9:46p		:30	\$40.00	

\* - Denotes estimated item(s).  
 Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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							DMA RTG M 18-34
Program	Date	Day	Time	Spts	Len	Invoice Rate	
Inv	BIG BNG THEORY	08/27/13	Tue	9:56p	:30	\$40.00	
Inv	BIG BNG THEORY	08/28/13	Wed	9:58p	:30	\$40.00	
Inv	BIG BNG THEORY	08/29/13	Thu	9:44p	:30	\$40.00	
Inv	BIG BNG THEORY	08/30/13	Fri	9:56p	:30	\$40.00	
Ord	BIG BANG THEORY	09/02/13-09/02/13	Mon	9:30p-10:00p	1	\$40.00	
Inv (M)	BIG BNG THEORY	09/02/13	Mon	9:55p	:30	\$40.00	
Ord	2 1/2 MEN	08/19/13-08/23/13	Mo-Fr	10:00p-10:30p	5	\$30.00	
Inv	TWO & HALF MEN	08/19/13	Mon	10:17p	:30	\$30.00	
Inv	TWO & HALF MEN	08/20/13	Tue	10:26p	:30	\$30.00	
Inv	TWO & HALF MEN	08/21/13	Wed	10:11p	:30	\$30.00	
Inv	TWO & HALF MEN	08/22/13	Thu	10:28p	:30	\$30.00	
Inv	TWO & HALF MEN	08/23/13	Fri	10:25p	:30	\$30.00	
Ord	2 1/2 MEN	08/26/13-08/30/13	Mo-Fr	10:00p-10:30p	5	\$30.00	
Inv	TWO & HALF MEN	08/26/13	Mon	10:15p	:30	\$30.00	
Inv	TWO & HALF MEN	08/27/13	Tue	10:26p	:30	\$30.00	
Inv	TWO & HALF MEN	08/28/13	Wed	10:25p	:30	\$30.00	
Inv	TWO & HALF MEN	08/29/13	Thu	10:12p	:30	\$30.00	
Inv	TWO & HALF MEN	08/30/13	Fri	10:25p	:30	\$30.00	
Ord	2 1/2 MEN	09/02/13-09/02/13	Mon	10:00p-10:30p	1	\$30.00	
Inv (M)	TWO & HALF MEN	09/02/13	Mon	10:24p	:30	\$30.00	
Ord	2 1/2 MEN	08/24/13-08/24/13	Sat	6:00p- 6:30p	1	\$20.00	
Inv (M)	2 1/2 MEN	08/31/13	Sat	6:55p	:30	\$20.00	
Ord	2 1/2 MEN	08/31/13-08/31/13	Sat	6:00p- 6:30p	1	\$20.00	
Inv	TWO & HALF MEN	08/31/13	Sat	6:12p	:30	\$20.00	
Ord	BIG BANG THEORY	08/24/13-08/24/13	Sat	6:30p- 7:00p	1	\$20.00	
Inv (M)	BIG BNG THEORY	08/31/13	Sat	9:13p	:30	\$20.00	
Ord	BIG BANG THEORY	08/31/13-08/31/13	Sat	6:30p- 7:00p	1	\$20.00	
Inv (M)	BIG BNG THEORY	08/31/13	Sat	9:55p	:30	\$20.00	
Ord	SAINTS v OILERS: PRE SEASON	08/25/13-08/25/13	Sun	3:00p- 6:30p	1	\$500.00	
Inv	NFL PRESEASON FOOTBALL	08/25/13	Sun	4:37p	:30	\$500.00	
Ord	AMERICAN DAD	08/25/13-08/25/13	Sun	6:00p- 6:30p	1	\$100.00	
Inv	AMERICAN DAD	08/25/13	Sun	6:21p	:30	\$100.00	
Ord	AMERICAN DAD	09/01/13-09/01/13	Sun	6:00p- 6:30p	1	\$100.00	
Inv (M)	AMERICAN DAD	09/01/13	Sun	6:19p	:30	\$100.00	
Ord	SIMPSONS	08/25/13-08/25/13	Sun	6:30p- 7:00p	1	\$125.00	
Inv	SMPSN-SU730FOX	08/25/13	Sun	6:44p	:30	\$125.00	
Ord	SIMPSONS	09/01/13-09/01/13	Sun	6:30p- 7:00p	1	\$125.00	
Inv (M)	SMPSN-SU730FOX	09/01/13	Sun	6:48p	:30	\$125.00	
Ord	SIMPSONS	08/25/13-08/25/13	Sun	7:00p- 7:30p	1	\$125.00	
Inv	SIMPSON ENC-FOX	08/25/13	Sun	7:19p	:30	\$125.00	
Ord	SIMPSONS	09/01/13-09/01/13	Sun	7:00p- 7:30p	1	\$125.00	
Inv (M)	SIMPSON ENC-FOX	09/01/13	Sun	7:18p	:30	\$125.00	
Ord	BOB'S BURGERS	08/25/13-08/25/13	Sun	7:30p- 8:00p	1	\$125.00	

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							DMA RTG M 18-34
Program	Date	Day	Time	Spts	Len	Invoice Rate	
Inv BOB'S-ENC-FOX	08/25/13	Sun	7:45p		:30	\$125.00	
Ord BOB'S BURGERS	09/01/13-09/01/13	Sun	7:30p- 8:00p	1	:30	\$125.00	
Inv (M) BOB'S-ENC-FOX	09/01/13	Sun	7:59p		:30	\$125.00	
Ord FAMILY GUY	08/25/13-08/25/13	Sun	8:00p- 8:30p	1	:30	\$125.00	
Inv FAM GUY EN-FOX	08/25/13	Sun	8:18p		:30	\$125.00	
Ord FAMILY GUY	09/01/13-09/01/13	Sun	8:00p- 8:30p	1	:30	\$125.00	
Inv (M) FAM GUY EN-FOX	09/01/13	Sun	8:18p		:30	\$125.00	
Ord FAMILY GUY	08/25/13-08/25/13	Sun	8:30p- 9:00p	1	:30	\$125.00	
Inv FAM GUY EN-FOX	08/25/13	Sun	8:49p		:30	\$125.00	
Ord FAMILY GUY	09/01/13-09/01/13	Sun	8:30p- 9:00p	1	:30	\$125.00	
Inv (M) FAM GUY EN-FOX	09/01/13	Sun	8:50p		:30	\$125.00	
Ord FOX NEWS AT 9	08/25/13-08/25/13	Sun	9:00p- 9:30p	1	:30	\$110.00	
Inv WLOV FOX NEWS	08/25/13	Sun	9:11p		:30	\$110.00	
Ord FOX NEWS AT 9	09/01/13-09/01/13	Sun	9:00p- 9:30p	1	:30	\$110.00	
Inv (M) WLOV FOX NEWS	09/01/13	Sun	9:09p		:30	\$110.00	
<b>WLOV- Invoiced Spots Not Matching Order</b>							
<b>WLOV- Bonus Spots Applied</b>							
Bonus FIRST BUSINESS	08/19/13	Mon	5:24a		:30	\$0.00	
Bonus AGDAY	08/19/13	Mon	5:54a		:30	\$0.00	
Bonus PD PROGRAM	08/19/13	Mon	7:48a		:30	\$0.00	
Bonus JUDGE ALEX B	08/19/13	Mon	8:44a		:30	\$0.00	
Bonus PEOPLE'S COURT	08/19/13	Mon	9:51a		:30	\$0.00	
Bonus FIRST BUSINESS	08/20/13	Tue	5:24a		:30	\$0.00	
Bonus PAID PROGRAM	08/20/13	Tue	7:40a		:30	\$0.00	
Bonus JUDGE ALEX	08/20/13	Tue	8:07a		:30	\$0.00	
Bonus JUDGE ALEX B	08/20/13	Tue	8:53a		:30	\$0.00	
Bonus PEOPLE'S COURT	08/20/13	Tue	9:43a		:30	\$0.00	
Bonus JUDGE ALEX	08/21/13	Wed	8:29a		:30	\$0.00	
Bonus PEOPLE'S COURT	08/21/13	Wed	9:50a		:30	\$0.00	
Bonus JUDGE ALEX	08/22/13	Thu	8:07a		:30	\$0.00	
Bonus PEOPLE'S COURT	08/22/13	Thu	9:22a		:30	\$0.00	
Bonus JUDGE ALEX B	08/23/13	Fri	8:54a		:30	\$0.00	
Bonus DIVORCE COURT	08/23/13	Fri	11:24a		:30	\$0.00	
Bonus FIRST BUSINESS	08/26/13	Mon	5:20a		:30	\$0.00	
Bonus PAID PROGRAM	08/26/13	Mon	7:59a		:30	\$0.00	
Bonus JUDGE ALEX	08/26/13	Mon	8:25a		:30	\$0.00	
Bonus PAID PROGRAM	08/27/13	Tue	7:53a		:30	\$0.00	
Bonus JUDGE MATHIS	08/27/13	Tue	10:23a		:30	\$0.00	
Bonus DIVORCE CRT B	08/27/13	Tue	11:47a		:30	\$0.00	
Bonus FIRST BUSINESS	08/28/13	Wed	5:29a		:30	\$0.00	
Bonus AGDAY	08/28/13	Wed	5:58a		:30	\$0.00	
Bonus DIVORCE COURT	08/28/13	Wed	11:08a		:30	\$0.00	
Bonus FIRST BUSINESS	08/29/13	Thu	5:14a		:30	\$0.00	

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Bonus JUDGE ALEX	08/29/13	Thu	8:09a		:30	\$0.00	
Bonus AGDAY	08/30/13	Fri	5:55a		:30	\$0.00	
Bonus PEOPLE'S COURT	08/30/13	Fri	9:17a		:30	\$0.00	
Bonus BLACK ENTERPRISE	08/31/13	Sat	6:29a		:30	\$0.00	
Bonus SEC FOOTBALL	08/31/13	Sat	9:17a		:30	\$0.00	
Bonus SEC FOOTBALL	08/31/13	Sat	10:33a		:30	\$0.00	

**WLOV- Ordered Spots Not Matching Invoice**

**WLOV- Schedule Totals**

Spots Ordered	63	Order Gross Cost	\$4,670.00	Order Grp / Gr Imp	89.9
Spots Invoiced	95	Invoice Gross Cost	\$4,670.00	Invoice Grp / Gr Imp	83.4
		Invoice Net Cost at 15.00%	\$3,969.50	Grp / Gr Imp Index	92.8
Invoiced-No Match	0			Order Reach / Frequency	27.9 / 3.2
				Invoice Reach / Frequency	23.7 / 3.5
Bonus Spots	32				

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

\* - Denotes estimated item(s).

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.

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Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>61</b>	Order No: <b>574</b>
Buyer: <b>Maggie Clark</b>	Agcy Est No:	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Dayparts: <b>CDE1AP2LS</b>	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
<b>WTVA-NBC</b>							
Ord WHEEL OF FORTUNE	08/19/13-08/23/13	Mo-Fr	6:30p- 7:00p	3	:30	\$325.00	
Inv WHEEL-FORTNE	08/19/13	Mon	6:41p		:30	\$325.00	
Inv WHEEL-FORTNE	08/20/13	Tue	6:47p		:30	\$325.00	
Inv WHEEL-FORTNE	08/22/13	Thu	6:38p		:30	\$325.00	
Ord WHEEL OF FORTUNE	08/26/13-08/30/13	Mo-Fr	6:30p- 7:00p	3	:30	\$325.00	
Inv WHEEL-FORTNE	08/26/13	Mon	6:43p		:30	\$325.00	
Inv WHEEL-FORTNE	08/27/13	Tue	6:43p		:30	\$325.00	
Inv WHEEL-FORTNE	08/29/13	Thu	6:42p		:30	\$325.00	
Ord WHEEL OF FORTUNE	09/02/13-09/02/13	Mon	6:30p- 7:00p	1	:30	\$325.00	
Inv (M) WHEEL-FORTNE	09/02/13	Mon	6:47p		:30	\$325.00	
Ord WTVA 10P NEWS	08/19/13-08/23/13	Mo-Fr	10:00p-10:35p	2	:30	\$360.00	
Inv WTVA NEWS-TEN	08/19/13	Mon	10:10p		:30	\$360.00	
Inv WTVA NEWS-TEN	08/22/13	Thu	10:25p		:30	\$360.00	
Ord WTVA 10P NEWS	08/26/13-08/30/13	Mo-Fr	10:00p-10:35p	2	:30	\$360.00	
Inv WTVA NEWS-TEN	08/26/13	Mon	10:18p		:30	\$360.00	
Inv WTVA NEWS-TEN	08/29/13	Thu	10:33p		:30	\$360.00	
Ord WTVA 10P NEWS	09/02/13-09/02/13	Mon	10:00p-10:35p	1	:30	\$360.00	
Inv (M) WTVA NEWS-TEN	09/02/13	Mon	10:25p		:30	\$360.00	
Ord TONIGHT SHOW	08/19/13-08/23/13	Mo-Fr	10:35p-11:35p	5	:30	\$75.00	
Inv TONITE SHW-NBC	08/19/13	Mon	11:09p		:30	\$75.00	
Inv TONITE SHW-NBC	08/20/13	Tue	11:07p		:30	\$75.00	
Inv TONITE SHW-NBC	08/21/13	Wed	10:47p		:30	\$75.00	
Inv TONITE SHW-NBC	08/22/13	Thu	10:47p		:30	\$75.00	
Inv TONITE SHW-NBC	08/23/13	Fri	10:46p		:30	\$75.00	
Ord TONIGHT SHOW	08/26/13-08/30/13	Mo-Fr	10:35p-11:35p	5	:30	\$75.00	
Inv TONITE SHW-NBC	08/26/13	Mon	10:58p		:30	\$75.00	
Inv TONITE SHW-NBC	08/27/13	Tue	10:46p		:30	\$75.00	
Inv TONITE SHW-NBC	08/28/13	Wed	10:58p		:30	\$75.00	
Inv TONITE SHW-NBC	08/29/13	Thu	11:29p		:30	\$75.00	
Inv TONITE SHW-NBC	08/30/13	Fri	11:30p		:30	\$75.00	
Ord TONIGHT SHOW	09/02/13-09/02/13	Mon	10:35p-11:35p	1	:30	\$75.00	
Inv (M) TONITE SHW-NBC	09/02/13	Mon	10:46p		:30	\$75.00	
Ord AMERICAN NINJA WARRIOR	08/19/13-08/19/13	Mon	7:00p- 8:00p	2	:30	\$300.00	
Inv AMRN NINJA-NBC	08/19/13	Mon	7:23p		:30	\$300.00	
Inv AMRN NINJA-NBC	08/19/13	Mon	7:44p		:30	\$300.00	
Ord AMERICAN NINJA WARRIOR	08/26/13-08/26/13	Mon	7:00p- 8:00p	2	:30	\$300.00	

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							DMA RTG M 18-34
Program	Date	Day	Time	Spts	Len	Invoice Rate	
Inv AMRN NINJA-NBC	08/26/13	Mon	7:24p		:30	\$300.00	
Inv AMRN NINJA-NBC	08/26/13	Mon	7:44p		:30	\$300.00	
Ord AMERICAN NINJA WARRIOR	09/02/13-09/02/13	Mon	7:00p- 8:00p	2	:30	\$300.00	
Inv (M) AMRN NINJA-NBC	09/02/13	Mon	7:24p		:30	\$300.00	
Inv (M) AMRN NINJA-NBC	09/02/13	Mon	7:49p		:30	\$300.00	
Ord GET OUT ALIVE W/BEAR	08/19/13-08/19/13	Mon	8:00p- 9:00p	2	:30	\$200.00	
Inv GET OUT ALIVE	08/19/13	Mon	8:20p		:30	\$200.00	
Inv GET OUT ALIVE	08/19/13	Mon	8:41p		:30	\$200.00	
Ord GET OUT ALIVE W/BEAR	08/26/13-08/26/13	Mon	8:00p- 9:00p	1	:30	\$200.00	
Inv GET OUT ALIVE	08/26/13	Mon	8:20p		:30	\$200.00	
Ord SIBERIA	08/19/13-08/19/13	Mon	9:00p-10:00p	2	:30	\$200.00	
Inv SIBERIA	08/19/13	Mon	9:09p		:30	\$200.00	
Inv SIBERIA	08/19/13	Mon	9:34p		:30	\$200.00	
Ord SIBERIA	08/26/13-08/26/13	Mon	9:00p-10:00p	2	:30	\$200.00	
Inv SIBERIA	08/26/13	Mon	9:09p		:30	\$200.00	
Inv SIBERIA	08/26/13	Mon	9:29p		:30	\$200.00	
Ord SIBERIA	09/02/13-09/02/13	Mon	9:00p-10:00p	2	:30	\$200.00	
Inv (M) SIBERIA	09/02/13	Mon	9:09p		:30	\$200.00	
Inv (M) SIBERIA	09/02/13	Mon	9:59p		:30	\$200.00	
Ord HOLLYWOOD GAME NIGHT	08/20/13-08/20/13	Tue	7:00p- 8:00p	2	:30	\$200.00	
Inv HOLLYWOOD GAME NIGHT	08/20/13	Tue	7:21p		:30	\$200.00	
Inv HOLLYWOOD GAME NIGHT	08/20/13	Tue	7:44p		:30	\$200.00	
Ord HOLLYWOOD GAME NIGHT	08/27/13-08/27/13	Tue	7:00p- 8:00p	2	:30	\$200.00	
Inv HOLLYWOOD GAME NIGHT	08/27/13	Tue	7:21p		:30	\$200.00	
Inv HOLLYWOOD GAME NIGHT	08/27/13	Tue	7:44p		:30	\$200.00	
Ord AMERICA'S GOT TALENT	08/27/13-08/27/13	Tue	8:00p-10:00p	1	:30	\$280.00	
Inv (M) AGT	08/27/13	Tue	8:47p		:30	\$280.00	
Ord AMERICA'S GOT TALENT	08/21/13-08/21/13	Wed	8:00p- 9:00p	1	:30	\$280.00	
Inv (M) AGT	08/21/13	Wed	8:44p		:30	\$280.00	
Ord AMERICA'S GOT TALENT	08/28/13-08/28/13	Wed	8:00p- 9:00p	1	:30	\$280.00	
Inv (M) AGT	08/28/13	Wed	8:23p		:30	\$280.00	
Ord HOLLYWOOD GAME NIGHT	08/22/13-08/22/13	Thu	9:00p-10:00p	1	:30	\$190.00	
Inv (M) HOLLYWOOD GAME NIGHT	08/22/13	Thu	9:31p		:30	\$190.00	
Ord HOLLYWOOD GAME NIGHT	08/29/13-08/29/13	Thu	9:00p-10:00p	1	:30	\$200.00	
Inv (M) HOLLYWOOD GAME NIGHT	08/29/13	Thu	9:13p		:30	\$200.00	
Ord DATELINE	08/23/13-08/23/13	Fri	8:00p-10:00p	1	:30	\$100.00	
Inv (M) DATELINE NBC	08/23/13	Fri	9:28p		:30	\$100.00	
Ord SNL	08/24/13-08/24/13	Sat	10:35p-12:35a	1	:30	\$60.00	
Inv SAT NITE LIVE	08/24/13	Sat	11:14p		:30	\$60.00	
Ord SNL	08/31/13-08/31/13	Sat	10:35p-12:35a	1	:30	\$60.00	
Inv SAT NITE LIVE	08/31/13	Sat	10:59p		:30	\$60.00	
Ord MINNESOTA v SAN FRANCISCO	08/25/13-08/25/13	Sun	7:00p-10:30p	1	:30	\$450.00	
Inv MINN v SF 49ers	08/25/13	Sun	10:01p		:30	\$450.00	

\* - Denotes estimated item(s).  
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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
<b>WTVA- Invoiced Spots Not Matching Order</b>							
<b>WTVA- Bonus Spots Applied</b>							
Bonus KELLY&MICHAEL	08/19/13	Mon	10:35a		:30	\$0.00	
Bonus KELLY&MICHAEL	08/19/13	Mon	10:55a		:30	\$0.00	
Bonus TODAY SHW3-NBC	08/20/13	Tue	11:59a		:30	\$0.00	
Bonus KELLY&MICHAEL	08/21/13	Wed	10:50a		:30	\$0.00	
Bonus TODAY SHW3-NBC	08/21/13	Wed	11:29a		:30	\$0.00	
Bonus TODAY SHW3-NBC	08/21/13	Wed	11:52a		:30	\$0.00	
Bonus KELLY&MICHAEL	08/22/13	Thu	10:32a		:30	\$0.00	
Bonus TODAY SHW3-NBC	08/22/13	Thu	11:28a		:30	\$0.00	
Bonus TODAY SHW3-NBC	08/22/13	Thu	11:59a		:30	\$0.00	
Bonus KELLY&MICHAEL	08/23/13	Fri	10:31a		:30	\$0.00	
Bonus KELLY&MICHAEL	08/23/13	Fri	10:51a		:30	\$0.00	
Bonus TODAY SHW3-NBC	08/23/13	Fri	11:28a		:30	\$0.00	
Bonus K BAINS SAT-SH	08/24/13	Sat	6:18a		:30	\$0.00	
Bonus TODAY SHW3-NBC	08/27/13	Tue	11:28a		:30	\$0.00	
Bonus TODAY SHW3-NBC	08/27/13	Tue	11:59a		:30	\$0.00	
Bonus KELLY&MICHAEL	08/28/13	Wed	10:51a		:30	\$0.00	
Bonus TODAY SHW3-NBC	08/28/13	Wed	11:29a		:30	\$0.00	
Bonus KELLY&MICHAEL	08/29/13	Thu	10:17a		:30	\$0.00	
Bonus TODAY SHW3-NBC	08/29/13	Thu	11:29a		:30	\$0.00	
Bonus WTVA NEWS-NOON	08/29/13	Thu	12:00p		:30	\$0.00	
Bonus KELLY&MICHAEL	08/30/13	Fri	10:59a		:30	\$0.00	
Bonus TODAY SHW3-NBC	08/30/13	Fri	11:29a		:30	\$0.00	
Bonus K BAINS SAT-SH	08/31/13	Sat	6:05a		:30	\$0.00	
Bonus K BAINS SAT-SH	08/31/13	Sat	6:40a		:30	\$0.00	
Bonus K BAINS SAT-SH	08/31/13	Sat	7:00a		:30	\$0.00	
Bonus WTVA NEWS-SIX	08/26/13	Mon	6:00p		:30	\$0.00	
Bonus WTVA NEWS	08/24/13	Sat	10:09p		:30	\$0.00	
Bonus WTVA NEWS	08/31/13	Sat	10:25p		:30	\$0.00	
Bonus LAW&SVU-SU-NBC	08/25/13	Sun	8:29p		:30	\$0.00	
Bonus CRSSNG LNS-NBC	08/25/13	Sun	9:17p		:30	\$0.00	
Bonus WTVA NEWS-SIX	08/22/13	Thu	6:00p		:30	\$0.00	
Bonus WHEEL-FORTNE	08/22/13	Thu	6:54p		:30	\$0.00	
<b>WTVA- Ordered Spots Not Matching Invoice</b>							
<b>WTVA- Schedule Totals</b>							

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Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>61</b>	Order No: <b>574</b>
Buyer: <b>Maggie Clark</b>	Agcy Est No:	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Dayparts: <b>CDE1AP2LS</b>	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Spots Ordered	51			Order Gross Cost		\$11,200.00	Order Grp / Gr Imp 171.1
Spots Invoiced	83			Invoice Gross Cost		\$11,200.00	Invoice Grp / Gr Imp 154.0
				Invoice Net Cost at 15.00%		\$9,520.00	Grp / Gr Imp Index 90.0
Invoiced-No Match	0						Order Reach / Frequency 51.8 / 3.3
							Invoice Reach / Frequency 40.3 / 3.8
Bonus Spots	32						

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
<b>All Stations Schedule Totals</b>							
Spots Ordered	136			Order Gross Cost		\$20,150.00	Order Grp / Gr Imp 311.5
Spots Invoiced	230			Invoice Gross Cost		\$20,150.00	Invoice Grp / Gr Imp 285.8
				Invoice Net Cost at 15.00%		\$17,127.50	Grp / Gr Imp Index 91.7
Invoiced-No Match	0						Order Reach / Frequency 73.8 / 4.2
							Invoice Reach / Frequency 65.4 / 4.4
Bonus Spots	94						
<small>NOTE: Spots Invoiced represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. Invoiced-No Match represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. Invoice versus Order estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.</small>							

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 08/19/13-09/02/13	Post No: 66	Order No: 575
Buyer: Maggie Clark	Lengths: :30	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Agcy Est No:	Telephone: 601-992-3111	
Campaign: Drive Sober: Aug19			

EABG-FOX Schedule Totals	Invoice No.	P.O. No.	Job No.
Spots Ordered			37
Spots Invoiced			57
Invoiced - Not Matching Order			0
Bonus Spots			20
Order Gross Cost			\$3,100.00
Invoice Gross Cost			\$3,100.00
Invoice Net Cost at 15.00%			\$2,635.00

DMA RTG M 18-34

Ordered GRPs / Gross Impressions	27.8
Actual GRPs / Gross Impressions	30.5
GRP / Gross Impression Index	109.7
Actual Reach & Frequency	11.1 & 2.8

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Maggie Clark - 9/17/13 3:20 PM

Greenwood-Greenville (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>66</b>	Order No: <b>575</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			

WABG-ABC Schedule Totals	Invoice No.	P.O. No.	Job No.
Spots Ordered			46
Spots Invoiced			70
Invoiced - Not Matching Order			0
Bonus Spots			24
Order Gross Cost			\$9,055.00
Invoice Gross Cost			\$9,055.00
Invoice Net Cost at 15.00%			\$7,696.75
DMA RTG M 18-34			
Ordered GRPs / Gross Impressions			266.5
Actual GRPs / Gross Impressions			244.3
GRP / Gross Impression Index			91.7
Actual Reach & Frequency			59.6 & 4.1
NOTE: <b>Spots Invoiced</b> represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. <b>Invoiced-No Match</b> represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. <b>Invoice versus Order</b> estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.			

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Maggie Clark - 9/17/13 3:20 PM

Greenwood-Greenville (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>66</b>	Order No: <b>575</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			

### All Stations

Spots Ordered	83
Spots Invoiced	127
Invoiced - Not Matching Order	0
Bonus Spots	44
Order Gross Cost	\$12,155.00
Invoice Gross Cost	\$12,155.00
Invoice Net Cost at 15.00%	\$10,331.75

DMA RTG M 18-34

Ordered GRPs / Gross Impressions	294.3
Actual GRPs / Gross Impressions	274.8
GRP / Gross Impression Index	93.4
Actual Reach & Frequency	63.9 & 4.3

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

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Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>66</b>	Order No: <b>575</b>
Buyer: <b>Maggie Clark</b>	Agcy Est No:	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Dayparts: <b>CDE1AP2LS</b>	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
<b>EABG-FOX</b>							
Ord	SAINTS v OILERS: PRE SEASON	08/25/13-08/25/13	Sun	3:00p- 6:30p	1 :30	\$250.00	
Inv	SAINTS v OILERS	08/25/13	Sun	4:47p	:30	\$250.00	
Ord	FAMILY GUY/AMERICAN DAD	08/25/13-08/25/13	Sun	8:00p- 9:00p	2 :30	\$125.00	
Inv	FAM GUY EN-FOX	08/25/13	Sun	8:19p	:30	\$125.00	
Inv	FAM GUY EN-FOX	08/25/13	Sun	8:49p	:30	\$125.00	
Ord	FAMILY GUY/AMERICAN DAD	09/01/13-09/01/13	Sun	8:00p- 9:00p	2 :30	\$125.00	
Inv	FAM GUY EN-FOX	09/01/13	Sun	8:18p	:30	\$125.00	
Inv	CLEVELAND	09/01/13	Sun	8:51p	:30	\$125.00	
Ord	SIMPSONS/BOB'S BURGERS	08/25/13-08/25/13	Sun	7:00p- 8:00p	2 :30	\$125.00	
Inv	SIMPSON EN-FOX	08/25/13	Sun	7:20p	:30	\$125.00	
Inv	BOB'S-ENC-FOX	08/25/13	Sun	7:59p	:30	\$125.00	
Ord	SIMPSONS/BOB'S BURGERS	09/01/13-09/01/13	Sun	7:00p- 8:00p	2 :30	\$125.00	
Inv (M)	SIMPSON EN-FOX	09/01/13	Sun	7:00p	:30	\$125.00	
Inv	BOB'S-ENC-FOX	09/01/13	Sun	7:47p	:30	\$125.00	
Ord	FAMILY GUY	08/19/13-08/23/13	Mo-Fr	10:00p-11:00p	10 :30	\$50.00	
Inv	FAMILY GUY	08/19/13	Mon	10:25p	:30	\$50.00	
Inv	FAMILY GUY	08/19/13	Mon	10:55p	:30	\$50.00	
Inv	FAMILY GUY	08/20/13	Tue	10:25p	:30	\$50.00	
Inv	FAMILY GUY	08/20/13	Tue	10:59p	:30	\$50.00	
Inv	FAMILY GUY	08/21/13	Wed	10:15p	:30	\$50.00	
Inv	FAMILY GUY	08/21/13	Wed	10:46p	:30	\$50.00	
Inv	FAMILY GUY	08/22/13	Thu	10:29p	:30	\$50.00	
Inv	FAMILY GUY	08/22/13	Thu	10:59p	:30	\$50.00	
Inv	FAMILY GUY	08/23/13	Fri	10:29p	:30	\$50.00	
Inv	FAMILY GUY	08/23/13	Fri	10:59p	:30	\$50.00	
Ord	FAMILY GUY	09/02/13-09/02/13	Mon	10:00p-11:00p	2 :30	\$50.00	
Inv	FAMILY GUY	09/02/13	Mon	10:15p	:30	\$50.00	
Inv	FAMILY GUY	09/02/13	Mon	10:55p	:30	\$50.00	
Ord	FAMILY GUY	08/26/13-08/30/13	Mo-Fr	10:00p-11:00p	10 :30	\$50.00	
Inv	FAMILY GUY	08/26/13	Mon	10:29p	:30	\$50.00	
Inv	FAMILY GUY	08/26/13	Mon	10:59p	:30	\$50.00	
Inv	FAMILY GUY	08/27/13	Tue	10:18p	:30	\$50.00	
Inv	FAMILY GUY	08/27/13	Tue	10:29p	:30	\$50.00	
Inv	FAMILY GUY	08/28/13	Wed	10:25p	:30	\$50.00	
Inv	FAMILY GUY	08/28/13	Wed	10:55p	:30	\$50.00	
Inv	FAMILY GUY	08/29/13	Thu	10:25p	:30	\$50.00	

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							DMA RTG M 18-34
Program	Date	Day	Time	Spts	Len	Invoice Rate	
Inv FAMILY GUY	08/29/13	Thu	10:44p		:30	\$50.00	
Inv FAMILY GUY	08/30/13	Fri	10:39p		:30	\$50.00	
Inv FAMILY GUY	08/30/13	Fri	10:59p		:30	\$50.00	
Ord COPS	08/31/13-08/31/13	Sat	7:00p- 8:00p	2	:30	\$125.00	
Inv COPS	08/31/13	Sat	7:11p		:30	\$125.00	
Inv COPS	08/31/13	Sat	7:41p		:30	\$125.00	
Ord COPS	08/24/13-08/24/13	Sat	7:00p- 8:00p	2	:30	\$125.00	
Inv COPS	08/24/13	Sat	7:12p		:30	\$125.00	
Inv COPS	08/24/13	Sat	7:40p		:30	\$125.00	
Ord CLEVELAND	09/01/13-09/01/13	Sun	6:00p- 6:30p	1	:30	\$125.00	
Inv AVG. ALL WKS	09/01/13	Sun	6:20p		:30	\$125.00	
Ord CLEVELAND	08/25/13-08/25/13	Sun	6:00p- 6:30p	1	:30	\$125.00	
Inv CLEVELAND	08/25/13	Sun	6:17p		:30	\$125.00	
<b>EABG- Invoiced Spots Not Matching Order</b>							
<b>EABG- Bonus Spots Applied</b>							
Bonus MAURY POVICH	08/19/13	Mon	1:23p		:30	\$0.00	
Bonus ANDERSON LIVE	08/19/13	Mon	3:59p		:30	\$0.00	
Bonus OLD CHRISTINE	08/20/13	Tue	3:41p		:30	\$0.00	
Bonus DOCTORS	08/21/13	Wed	2:49p		:30	\$0.00	
Bonus AMERICAN DAD	08/21/13	Wed	11:56p		:30	\$0.00	
Bonus JUSTICE-C PERZ	08/22/13	Thu	10:14a		:30	\$0.00	
Bonus ANDERSON LIVE	08/23/13	Fri	3:34p		:30	\$0.00	
Bonus AVG. ALL WKS	08/24/13	Sat	6:59p		:30	\$0.00	
Bonus AVG. ALL WKS	08/24/13	Sat	9:17p		:30	\$0.00	
Bonus FIRST FAMILY	08/25/13	Sun	10:17p		:30	\$0.00	
Bonus MAURY POVICH	08/26/13	Mon	12:58p		:30	\$0.00	
Bonus AMERICAN DAD	08/26/13	Mon	11:59p		:30	\$0.00	
Bonus DOCTORS	08/27/13	Tue	2:32p		:30	\$0.00	
Bonus OLD CHRISTINE	08/27/13	Tue	4:55p		:30	\$0.00	
Bonus OLD CHRISTINE	08/28/13	Wed	4:59p		:30	\$0.00	
Bonus JUSTICE-C PERZ	08/29/13	Thu	10:46a		:30	\$0.00	
Bonus AMERICAS COURT	08/30/13	Fri	7:28a		:30	\$0.00	
Bonus AVG. ALL WKS	08/31/13	Sat	11:17a		:30	\$0.00	
Bonus AVG. ALL WKS	08/31/13	Sat	4:18p		:30	\$0.00	
Bonus FOX NWS SUNDAY	09/01/13	Sun	9:48a		:30	\$0.00	
<b>EABG- Ordered Spots Not Matching Invoice</b>							
<b>EABG- Schedule Totals</b>							

\* - Denotes estimated item(s).  
 Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>66</b>	Order No: <b>575</b>
Buyer: <b>Maggie Clark</b>	Agcy Est No:	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Dayparts: <b>CDE1AP2LS</b>	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Spots Ordered	37	Order Gross Cost		\$3,100.00		Order Grp / Gr Imp	27.8
Spots Invoiced	57	Invoice Gross Cost		\$3,100.00		Invoice Grp / Gr Imp	30.5
		Invoice Net Cost at 15.00%		\$2,635.00		Grp / Gr Imp Index	109.7
Invoiced-No Match	0					Order Reach / Frequency	11.2 / 2.5
						Invoice Reach / Frequency	11.1 / 2.8
Bonus Spots	20						

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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							DMA RTG M 18-34
Program	Date	Day	Time	Spts	Len	Invoice Rate	
<b>WABG-ABC</b>							
Ord MODERN FAMILY	08/28/13-08/28/13	Wed	8:00p- 8:30p	1	:30	\$275.00	
Inv MODRN FMLY-ABC	08/28/13	Wed	8:19p		:30	\$275.00	
Ord MODERN FAMILY	08/21/13-08/21/13	Wed	8:00p- 8:30p	1	:30	\$275.00	
Inv MODRN FMLY-ABC	08/21/13	Wed	8:20p		:30	\$275.00	
Ord THE LOOKOUT	08/28/13-08/28/13	Wed	9:00p-10:00p	2	:30	\$300.00	
Inv ABCS-LOOKOUT	08/28/13	Wed	9:38p		:30	\$300.00	
Inv ABCS-LOOKOUT	08/28/13	Wed	9:45p		:30	\$300.00	
Ord THE LOOKOUT	08/21/13-08/21/13	Wed	9:00p-10:00p	2	:30	\$300.00	
Inv ABCS-LOOKOUT	08/21/13	Wed	9:35p		:30	\$300.00	
Inv ABCS-LOOKOUT	08/21/13	Wed	9:49p		:30	\$300.00	
Ord THE NEIGHBORS	08/28/13-08/28/13	Wed	8:30p- 9:00p	1	:30	\$275.00	
Inv NEIGHBORS-ABC	08/28/13	Wed	8:51p		:30	\$275.00	
Ord THE NEIGHBORS	08/21/13-08/21/13	Wed	8:30p- 9:00p	1	:30	\$275.00	
Inv NEIGHBORS-ABC	08/21/13	Wed	8:50p		:30	\$275.00	
Ord ROOKIE BLUE	08/29/13-08/29/13	Thu	9:00p-10:00p	2	:30	\$300.00	
Inv ROOKIE BLUE-ABC	08/29/13	Thu	9:35p		:30	\$300.00	
Inv ROOKIE BLUE-ABC	08/29/13	Thu	9:43p		:30	\$300.00	
Ord ROOKIE BLUE	08/22/13-08/22/13	Thu	9:00p-10:00p	2	:30	\$300.00	
Inv ROOKIE BLUE-ABC	08/22/13	Thu	9:34p		:30	\$300.00	
Inv ROOKIE BLUE-ABC	08/22/13	Thu	9:44p		:30	\$300.00	
Ord ABC 6 NEWS AT 10P	09/02/13-09/02/13	Mon	10:00p-10:35p	1	:30	\$160.00	
Inv ABC6 NWS AT 10	09/02/13	Mon	10:11p		:30	\$160.00	
Ord ABC 6 NEWS AT 10P	08/26/13-08/30/13	Mo-Fr	10:00p-10:35p	2	:30	\$160.00	
Inv ABC6 NWS AT 10	08/26/13	Mon	10:31p		:30	\$160.00	
Inv ABC6 NWS AT 10	08/26/13	Mon	10:10p		:30	\$160.00	
Ord ABC 6 NEWS AT 10P	08/19/13-08/23/13	Mo-Fr	10:00p-10:35p	2	:30	\$160.00	
Inv ABC6 NWS AT 10	08/19/13	Mon	10:13p		:30	\$160.00	
Inv ABC6 NWS AT 10	08/22/13	Thu	10:11p		:30	\$160.00	
Ord SEC: MSU v OKLAHOMA STATE	08/31/13-08/31/13	Sat	2:30p- 6:00p	1	:30	\$350.00	
Inv MSU v OK	08/31/13	Sat	3:28p		:30	\$350.00	
Ord THE MIDDLE	08/28/13-08/28/13	Wed	7:00p- 7:30p	1	:30	\$275.00	
Inv MIDDLE-ABC	08/28/13	Wed	7:17p		:30	\$275.00	
Ord THE MIDDLE	08/21/13-08/21/13	Wed	7:00p- 7:30p	1	:30	\$275.00	
Inv MIDDLE-ABC	08/21/13	Wed	7:12p		:30	\$275.00	
Ord SUBURGATORY	08/28/13-08/28/13	Wed	7:30p- 8:00p	1	:30	\$275.00	
Inv SUBURGATORY-ABC	08/28/13	Wed	7:47p		:30	\$275.00	
Ord SUBURGATORY	08/21/13-08/21/13	Wed	7:30p- 8:00p	1	:30	\$275.00	
Inv SUBURGATORY-ABC	08/21/13	Wed	7:59p		:30	\$275.00	
Ord SEC PRE-GAMES	08/31/13-08/31/13	Sat	11:00a-11:30a	1	:30	\$100.00	
Inv SEC FOOTBALL	08/31/13	Sat	11:14a		:30	\$100.00	
Ord MOTIVE	08/29/13-08/29/13	Thu	8:00p- 9:00p	2	:30	\$275.00	
Inv MOTIVE-ABC	08/29/13	Thu	8:23p		:30	\$275.00	

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							DMA RTG M 18-34
Program	Date	Day	Time	Spts	Len	Invoice Rate	
Inv MOTIVE-ABC	08/29/13	Thu	8:35p		:30	\$275.00	
Ord MOTIVE	08/22/13-08/22/13	Thu	8:00p- 9:00p	2	:30	\$275.00	
Inv MOTIVE-ABC	08/22/13	Thu	8:31p		:30	\$275.00	
Inv MOTIVE-ABC	08/22/13	Thu	8:41p		:30	\$275.00	
Ord ABC 6 NEWS - SUN AT 10P	08/25/13-08/25/13	Sun	10:00p-10:35p	1	:30	\$125.00	
Inv ABC6 NEWS SUN	08/25/13	Sun	10:21p		:30	\$125.00	
Ord ABC 6 NEWS - SUN AT 10P	09/01/13-09/01/13	Sun	10:00p-10:35p	1	:30	\$125.00	
Inv ABC6 NEWS SUN	09/01/13	Sun	10:21p		:30	\$125.00	
Ord SEC: GA v CLEMSON	08/31/13-08/31/13	Sat	7:00p-10:30p	1	:30	\$200.00	
Inv (M) SEC: GA v CLEMSON	08/31/13	Sat	10:30p		:30	\$200.00	
Ord NASCAR SPRINT BRISTOL	08/24/13-08/24/13	Sat	6:30p-10:00p	3	:30	\$200.00	
Inv NASCAR SPRINT	08/24/13	Sat	8:02p		:30	\$200.00	
Inv NASCAR SPRINT	08/24/13	Sat	8:40p		:30	\$200.00	
Inv NASCAR SPRINT	08/24/13	Sat	9:41p		:30	\$200.00	
Ord JIMMY KIMMEL	09/02/13-09/02/13	Mon	10:35p-11:35p	1	:30	\$55.00	
Inv J KIMMEL-ABC	09/02/13	Mon	11:31p		:30	\$55.00	
Ord JIMMY KIMMEL	08/19/13-08/23/13	Mo-Fr	10:35p-11:35p	5	:30	\$55.00	
Inv J KIMMEL-ABC	08/19/13	Mon	10:57p		:30	\$55.00	
Inv J KIMMEL-ABC	08/20/13	Tue	10:56p		:30	\$55.00	
Inv J KIMMEL-ABC	08/21/13	Wed	10:48p		:30	\$55.00	
Inv J KIMMEL-ABC	08/22/13	Thu	11:12p		:30	\$55.00	
Inv J KIMMEL-ABC	08/23/13	Fri	10:58p		:30	\$55.00	
Ord JIMMY KIMMEL	08/26/13-08/30/13	Mo-Fr	10:35p-11:35p	5	:30	\$55.00	
Inv J KIMMEL-ABC	08/26/13	Mon	11:32p		:30	\$55.00	
Inv J KIMMEL-ABC	08/27/13	Tue	11:12p		:30	\$55.00	
Inv J KIMMEL-ABC	08/28/13	Wed	11:03p		:30	\$55.00	
Inv J KIMMEL-ABC	08/29/13	Thu	10:49p		:30	\$55.00	
Inv J KIMMEL-ABC	08/30/13	Fri	10:58p		:30	\$55.00	
Ord SEC: TOLEDO v FLORIDA	08/31/13-08/31/13	Sat	11:30a- 2:30p	1	:30	\$200.00	
Inv COLLEGE FOOTBALL	08/31/13	Sat	11:48a		:30	\$200.00	
Ord CASTLE	08/25/13-08/25/13	Sun	9:00p-10:00p	1	:30	\$250.00	
Inv CASTLE-ABC	08/25/13	Sun	9:33p		:30	\$250.00	
<b>WABG- Invoiced Spots Not Matching Order</b>							
<b>WABG- Bonus Spots Applied</b>							
Bonus ABC6 NEWS AT 6	08/19/13	Mon	6:28p		:30	\$0.00	
Bonus ABC6 NWS AT 10	08/19/13	Mon	10:34p		:30	\$0.00	
Bonus ABC6 NWS AT 10	08/20/13	Tue	10:12p		:30	\$0.00	
Bonus STEVE HARVEY	08/21/13	Wed	2:19p		:30	\$0.00	
Bonus DR. PHIL	08/21/13	Wed	4:25p		:30	\$0.00	
Bonus AVG. ALL WKS	08/22/13	Thu	12:31p		:30	\$0.00	
Bonus JUDGE JUDY	08/23/13	Fri	11:26a		:30	\$0.00	
Bonus ABC6 NEWS AT 5	08/23/13	Fri	5:28p		:30	\$0.00	
Bonus GD MRN-SAT-ABC	08/24/13	Sat	7:29a		:30	\$0.00	

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Maggie Clark - 9/24/13 10:07 AM

Greenwood-Greenville (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Bonus ABC6 NWS 15 10	08/24/13	Sat	10:33p		:30	\$0.00	
Bonus GD MRN-SUN-ABC	08/25/13	Sun	7:59a		:30	\$0.00	
Bonus AGAPE	08/25/13	Sun	10:59a		:30	\$0.00	
Bonus JUDGE MATHIS	08/26/13	Mon	9:32a		:30	\$0.00	
Bonus GENRL HOSPITAL	08/26/13	Mon	1:59p		:30	\$0.00	
Bonus STEVE HARVEY	08/27/13	Tue	2:09p		:30	\$0.00	
Bonus ABC6 NWS AT 10	08/27/13	Tue	10:11p		:30	\$0.00	
Bonus JUDGE MATHIS	08/28/13	Wed	9:52a		:30	\$0.00	
Bonus DR. OZ	08/28/13	Wed	3:40p		:30	\$0.00	
Bonus ABC6 NWS AT 10	08/29/13	Thu	10:24p		:30	\$0.00	
Bonus ABC6 NWS AT 10	08/30/13	Fri	10:11p		:30	\$0.00	
Bonus CRIMINAL MINDS	08/31/13	Sat	10:37p		:30	\$0.00	
Bonus BONES	08/31/13	Sat	12:32a		:30	\$0.00	
Bonus GD MRN-SUN-ABC	09/01/13	Sun	7:29a		:30	\$0.00	
Bonus WHODUNNIT?-ABC	09/01/13	Sun	8:25p		:30	\$0.00	

**WABG- Ordered Spots Not Matching Invoice**

**WABG- Schedule Totals**

Spots Ordered	46	Order Gross Cost	\$9,055.00	Order Grp / Gr Imp	266.5
Spots Invoiced	70	Invoice Gross Cost	\$9,055.00	Invoice Grp / Gr Imp	244.3
		Invoice Net Cost at 15.00%	\$7,696.75	Grp / Gr Imp Index	91.7
Invoiced-No Match	0			Order Reach / Frequency	81.1 / 3.3
				Invoice Reach / Frequency	59.6 / 4.1
Bonus Spots	24				

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

\* - Denotes estimated item(s).

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.

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Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>66</b>	Order No: <b>575</b>
Buyer: <b>Maggie Clark</b>	Agcy Est No:	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Dayparts: <b>CDE1AP2LS</b>	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
<b>All Stations Schedule Totals</b>							
Spots Ordered	83	Order Gross Cost		\$12,155.00	Order Grp / Gr Imp		294.3
Spots Invoiced	127	Invoice Gross Cost		\$12,155.00	Invoice Grp / Gr Imp		274.8
		Invoice Net Cost at 15.00%		\$10,331.75	Grp / Gr Imp Index		93.4
Invoiced-No Match	0				Order Reach / Frequency		83.0 / 3.5
Bonus Spots	44				Invoice Reach / Frequency		63.9 / 4.3
NOTE: <b>Spots Invoiced</b> represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. <b>Invoiced-No Match</b> represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. <b>Invoice versus Order</b> estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.							

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 08/19/13-09/02/13	Post No: 67706	Order No: 576
Buyer: Maggie Clark	Lengths: :30	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Agcy Est No:	Telephone: 601-992-3111	
Campaign: Drive Sober: Aug19			

WDAM-NBC Schedule Totals	Invoice No.	P.O. No.	Job No.
Spots Ordered			31
Spots Invoiced			56
Invoiced - Not Matching Order			0
Bonus Spots			25
Order Gross Cost			\$9,280.00
Invoice Gross Cost			\$9,280.00
Invoice Net Cost at 15.00%			\$7,888.00
DMA RTG M 18-34			
Ordered GRPs / Gross Impressions			194.6
Actual GRPs / Gross Impressions			189.3
GRP / Gross Impression Index			97.3
Actual Reach & Frequency			67.3 & 2.8
NOTE: <b>Spots Invoiced</b> represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. <b>Invoiced-No Match</b> represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. <b>Invoice versus Order</b> estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.			

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Maggie Clark - 9/17/13 3:21 PM

Hattiesburg-Laurel (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67706</b>	Order No: <b>576</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			

WHLT-CBS Schedule Totals	Invoice No.	P.O. No.	Job No.
Spots Ordered			16
Spots Invoiced			51
Invoiced - Not Matching Order			0
Bonus Spots			35
Order Gross Cost			\$2,580.00
Invoice Gross Cost			\$2,580.00
Invoice Net Cost at 15.00%			\$2,193.00
DMA RTG M 18-34			
Ordered GRPs / Gross Impressions			72.0
Actual GRPs / Gross Impressions			70.8
GRP / Gross Impression Index			98.3
Actual Reach & Frequency			31.7 & 2.2
NOTE: <b>Spots Invoiced</b> represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. <b>Invoiced-No Match</b> represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. <b>Invoice versus Order</b> estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.			

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Maggie Clark - 9/17/13 3:21 PM

Hattiesburg-Laurel (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67706</b>	Order No: <b>576</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			

WHPM-FOX Schedule Totals	Invoice No.	P.O. No.	Job No.
Spots Ordered			33
Spots Invoiced			57
Invoiced - Not Matching Order			0
Bonus Spots			24
Order Gross Cost			\$1,980.00
Invoice Gross Cost			\$1,980.00
Invoice Net Cost at 15.00%			\$1,683.00
DMA RTG M 18-34			
Ordered GRPs / Gross Impressions			28.1
Actual GRPs / Gross Impressions			30.9
GRP / Gross Impression Index			110.0
Actual Reach & Frequency			18.0 & 1.7

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

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Maggie Clark - 9/17/13 3:21 PM

Hattiesburg-Laurel (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67706</b>	Order No: <b>576</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			

### All Stations

Spots Ordered	80
Spots Invoiced	164
Invoiced - Not Matching Order	0
Bonus Spots	84
Order Gross Cost	\$13,840.00
Invoice Gross Cost	\$13,840.00
Invoice Net Cost at 15.00%	\$11,764.00

DMA RTG M 18-34

Ordered GRPs / Gross Impressions	294.7
Actual GRPs / Gross Impressions	291.0
GRP / Gross Impression Index	98.7
Actual Reach & Frequency	81.0 & 3.6

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67706</b>	Order No: <b>576</b>
Buyer: <b>Maggie Clark</b>	Agcy Est No:	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Dayparts: <b>CDE1AP2LS</b>	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
<b>WDAM-NBC</b>							
Ord TONIGHT SHOW	08/19/13-08/23/13	Mo-Fr	10:30p-11:30p	3	:30	\$110.00	
Inv TONITE SHW-NBC	08/19/13	Mon	11:08p		:30	\$110.00	
Inv TONITE SHW-NBC	08/22/13	Thu	11:09p		:30	\$110.00	
Inv TONITE SHW-NBC	08/23/13	Fri	11:08p		:30	\$110.00	
Ord TONIGHT SHOW	08/26/13-08/30/13	Mo-Fr	10:30p-11:30p	3	:30	\$110.00	
Inv TONITE SHW-NBC	08/26/13	Mon	10:58p		:30	\$110.00	
Inv TONITE SHW-NBC	08/29/13	Thu	10:47p		:30	\$110.00	
Inv TONITE SHW-NBC	08/30/13	Fri	10:46p		:30	\$110.00	
Ord TONIGHT SHOW	09/02/13-09/02/13	Mon	10:30p-11:30p	1	:30	\$110.00	
Inv TONITE SHW-NBC	09/02/13	Mon	10:47p		:30	\$110.00	
Ord AMERICAN NINJA WARRIOR	08/19/13-08/19/13	Mon	7:00p- 8:00p	2	:30	\$405.00	
Inv AMRN NINJA-NBC	08/19/13	Mon	7:23p		:30	\$405.00	
Inv AMRN NINJA-NBC	08/19/13	Mon	7:44p		:30	\$405.00	
Ord AMERICAN NINJA WARRIOR	08/26/13-08/26/13	Mon	7:00p- 8:00p	2	:30	\$405.00	
Inv AMRN NINJA-NBC	08/26/13	Mon	7:24p		:30	\$405.00	
Inv AMRN NINJA-NBC	08/26/13	Mon	7:44p		:30	\$405.00	
Ord AMERICAN NINJA WARRIOR	09/02/13-09/02/13	Mon	7:00p- 8:00p	1	:30	\$405.00	
Inv AMRN NINJA-NBC	09/02/13	Mon	7:24p		:30	\$405.00	
Ord GET OUT ALIVE W/BEAR	08/19/13-08/19/13	Mon	8:00p- 9:00p	1	:30	\$325.00	
Inv GET OUT ALIVE	08/19/13	Mon	8:41p		:30	\$325.00	
Ord GET OUT ALIVE W/BEAR	08/26/13-08/26/13	Mon	8:00p- 9:00p	1	:30	\$325.00	
Inv GET OUT ALIVE-NBC	08/26/13	Mon	8:37p		:30	\$325.00	
Ord GET OUT ALIVE W/BEAR	09/02/13-09/02/13	Mon	8:00p- 9:00p	1	:30	\$325.00	
Inv GET OUT ALIVE-NBC	09/02/13	Mon	8:40p		:30	\$325.00	
Ord SIBERIA	08/19/13-08/19/13	Mon	9:00p-10:00p	2	:30	\$325.00	
Inv SIBERIA	08/19/13	Mon	9:09p		:30	\$325.00	
Inv SIBERIA	08/19/13	Mon	9:36p		:30	\$325.00	
Ord SIBERIA	08/26/13-08/26/13	Mon	9:00p-10:00p	2	:30	\$325.00	
Inv SIBERIA-NBC	08/26/13	Mon	9:09p		:30	\$325.00	
Inv SIBERIA-NBC	08/26/13	Mon	9:29p		:30	\$325.00	
Ord SIBERIA	09/02/13-09/02/13	Mon	9:00p-10:00p	2	:30	\$325.00	
Inv SIBERIA	09/02/13	Mon	9:10p		:30	\$325.00	
Inv SIBERIA	09/02/13	Mon	9:28p		:30	\$325.00	
Ord HOLLYWOOD GAME NIGHT	08/20/13-08/20/13	Tue	7:00p- 8:00p	2	:30	\$370.00	
Inv H-WD GAME NIGHT	08/20/13	Tue	7:21p		:30	\$370.00	
Inv H-WD GAME NIGHT	08/20/13	Tue	7:45p		:30	\$370.00	

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Maggie Clark - 9/24/13 10:10 AM

Hattiesburg-Laurel (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

								DMA RTG M 18-34
Program	Date	Day	Time	Spts	Len	Invoice Rate		
Ord HOLLYWOOD GAME NIGHT	08/27/13-08/27/13	Tue	7:00p- 8:00p	2	:30	\$370.00		
Inv HOLLYWOOD GAME	08/27/13	Tue	7:21p		:30	\$370.00		
Inv HOLLYWOOD GAME	08/27/13	Tue	7:44p		:30	\$370.00		
Ord AMERICA'S GOT TALENT RECAP	08/21/13-08/21/13	Wed	7:00p- 8:00p	1	:30	\$450.00		
Inv AM-TLN-W8P-NBC	08/21/13	Wed	7:40p		:30	\$450.00		
Ord THE WINNER IS	08/22/13-08/22/13	Thu	8:00p- 9:00p	2	:30	\$220.00		
Inv THE WINNER IS	08/22/13	Thu	8:24p		:30	\$220.00		
Inv THE WINNER IS	08/22/13	Thu	8:44p		:30	\$220.00		
Ord THE WINNER IS	08/29/13-08/29/13	Thu	8:00p- 9:00p	2	:30	\$220.00		
Inv THE WINNER IS	08/29/13	Thu	8:22p		:30	\$220.00		
Inv THE WINNER IS	08/29/13	Thu	8:45p		:30	\$220.00		
Ord VIKINGS v 49ers	08/25/13-08/25/13	Sun	7:00p-10:00p	1	:30	\$750.00		
Inv NFL PRE-SEASON FB	08/25/13	Sun	8:29p		:30	\$750.00		
<b>WDAM- Invoiced Spots Not Matching Order</b>								
<b>WDAM- Bonus Spots Applied</b>								
Bonus AMERICA NOW	08/20/13	Tue	11:39a		:30	\$0.00		
Bonus RIGHT-MINUTE	08/20/13	Tue	3:10p		:30	\$0.00		
Bonus AMERICA NOW	08/21/13	Wed	11:29a		:30	\$0.00		
Bonus RIGHT-MINUTE	08/21/13	Wed	3:09p		:30	\$0.00		
Bonus AMERICA NOW	08/22/13	Thu	11:09a		:30	\$0.00		
Bonus TODAY SHW2-NBC	08/23/13	Fri	9:53a		:30	\$0.00		
Bonus AMERICA NOW	08/23/13	Fri	11:53a		:30	\$0.00		
Bonus NEWS 7 AT 6	08/24/13	Sat	6:00p		:30	\$0.00		
Bonus NWS 7 WKND ED	08/24/13	Sat	10:13p		:30	\$0.00		
Bonus SUN TODAY-NBC	08/25/13	Sun	8:27a		:30	\$0.00		
Bonus DAYS-OUR LIVES	08/26/13	Mon	1:29p		:30	\$0.00		
Bonus LIVE AT FIVE	08/26/13	Mon	5:00p		:30	\$0.00		
Bonus NEWS AT 5A	08/27/13	Tue	5:21a		:30	\$0.00		
Bonus TODAY SHW3-NBC	08/27/13	Tue	10:52a		:30	\$0.00		
Bonus RIGHT-MINUTE	08/27/13	Tue	3:16p		:30	\$0.00		
Bonus TODAY SHW3-NBC	08/28/13	Wed	10:46a		:30	\$0.00		
Bonus MIDDAY	08/28/13	Wed	12:28p		:30	\$0.00		
Bonus NEWS AT 5A	08/29/13	Thu	5:21a		:30	\$0.00		
Bonus RIGHT-MINUTE	08/29/13	Thu	2:40p		:30	\$0.00		
Bonus RIGHT-MINUTE	08/30/13	Fri	3:09p		:30	\$0.00		
Bonus WHEEL-FORTNE	08/30/13	Fri	6:47p		:30	\$0.00		
Bonus RIGHT-MINUTE	08/31/13	Sat	2:36p		:30	\$0.00		
Bonus RIGHT-MINUTE	08/31/13	Sat	3:26p		:30	\$0.00		
Bonus LAW&SVU-SU-NBC	09/01/13	Sun	8:22p		:30	\$0.00		
Bonus NFL PRESEASON	09/01/13	Sun	10:14p		:30	\$0.00		
<b>WDAM- Ordered Spots Not Matching Invoice</b>								
<b>WDAM- Schedule Totals</b>								

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Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67706</b>	Order No: <b>576</b>
Buyer: <b>Maggie Clark</b>	Agcy Est No:	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Dayparts: <b>CDE1AP2LS</b>	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
Spots Ordered	31			Order Gross Cost		\$9,280.00	Order Grp / Gr Imp 194.6
Spots Invoiced	56			Invoice Gross Cost		\$9,280.00	Invoice Grp / Gr Imp 189.3
				Invoice Net Cost at 15.00%		\$7,888.00	Grp / Gr Imp Index 97.3
Invoiced-No Match	0						Order Reach / Frequency 69.0 / 2.8
							Invoice Reach / Frequency 67.3 / 2.8
Bonus Spots	25						

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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							DMA RTG M 18-34
Program	Date	Day	Time	Spts	Len	Invoice Rate	
<b>WHLT-CBS</b>							
Ord UNDER THE DOME	08/19/13-08/19/13	Mon	9:00p-10:00p	1	:30	\$200.00	
Inv (M) UNDER DOME-CBS	08/19/13	Mon	9:48p		:30	\$200.00	
Ord UNDER THE DOME	08/26/13-08/26/13	Mon	9:00p-10:00p	2	:30	\$200.00	
Inv (M) UNDER DOME-CBS	08/26/13	Mon	9:32p		:30	\$200.00	
Inv (M) UNDER DOME-CBS	08/26/13	Mon	9:48p		:30	\$200.00	
Ord UNDER THE DOME	09/02/13-09/02/13	Mon	9:00p-10:00p	2	:30	\$200.00	
Inv (M) UNDER DOME-CBS	09/02/13	Mon	9:35p		:30	\$200.00	
Inv (M) UNDER THE DOME	09/02/13	Mon	9:47p		:30	\$200.00	
Ord PERSON OF INTEREST	08/20/13-08/20/13	Tue	9:00p-10:00p	2	:30	\$245.00	
Inv (M) PERSON OF INTEREST	08/20/13	Tue	9:34p		:30	\$245.00	
Inv (M) PERSON OF INTEREST	08/20/13	Tue	9:50p		:30	\$245.00	
Ord CRIMINAL MINDS	08/21/13-08/21/13	Wed	8:00p- 9:00p	2	:30	\$110.00	
Inv (M) CRIMINAL MINDS	08/21/13	Wed	8:37p		:30	\$110.00	
Inv (M) CRIMINAL MINDS	08/21/13	Wed	8:46p		:30	\$110.00	
Ord CRIMINAL MINDS	08/28/13-08/28/13	Wed	8:00p- 9:00p	2	:30	\$110.00	
Inv (M) CRIMINAL MINDS	08/28/13	Wed	8:00p		:30	\$110.00	
Inv (M) CRIMINAL MINDS	08/28/13	Wed	8:45p		:30	\$110.00	
Ord CSI	08/21/13-08/21/13	Wed	9:00p-10:00p	1	:30	\$175.00	
Inv (M) CSI	08/21/13	Wed	9:47p		:30	\$175.00	
Ord CSI	08/28/13-08/28/13	Wed	9:00p-10:00p	1	:30	\$175.00	
Inv (M) CSI	08/28/13	Wed	9:35p		:30	\$175.00	
Ord BIG BROTHER	08/22/13-08/22/13	Thu	8:00p- 9:00p	1	:30	\$150.00	
Inv (M) BIG BROTHER	08/22/13	Thu	8:37p		:30	\$150.00	
Ord SEATTLE v GREEN BAY	08/23/13-08/23/13	Fri	7:00p-10:00p	1	:30	\$125.00	
Inv (M) NFL FOOTBALL	08/23/13	Fri	8:46p		:30	\$125.00	
Ord ESPN SEC FB PREVIEW SHOW	08/30/13-08/30/13	Fri	5:00p- 6:00p	1	:30	\$25.00	
Inv (M) ESPN SEC FB PREVIEW	08/30/13	Fri	5:13p		:30	\$25.00	
<b>WHLT- Invoiced Spots Not Matching Order</b>							
<b>WHLT- Bonus Spots Applied</b>							
Bonus ANDY GRIFFITH	08/20/13	Tue	5:01p		:30	\$0.00	
Bonus ANDY GRIFFITH	08/21/13	Wed	5:15p		:30	\$0.00	
Bonus ANDY GRIFFITH	08/21/13	Wed	5:29p		:30	\$0.00	
Bonus ANDY GRIFFITH	08/22/13	Thu	5:26p		:30	\$0.00	
Bonus ANDY GRIFFITH	08/23/13	Fri	5:02p		:30	\$0.00	
Bonus ANDY GRFFTH B	08/23/13	Fri	5:59p		:30	\$0.00	
Bonus CBS SPORTS	08/24/13	Sat	5:11p		:30	\$0.00	
Bonus CBS SPORTS	08/24/13	Sat	5:29p		:30	\$0.00	
Bonus FACE NATN2-CBS	08/25/13	Sun	11:00a		:30	\$0.00	
Bonus NFL FOOTBALL	08/25/13	Sun	5:09p		:30	\$0.00	
Bonus UP TO MIN-CBS	08/19/13	Mon	4:25a		:30	\$0.00	
Bonus UP TO MIN-CBS	08/20/13	Tue	4:26a		:30	\$0.00	
Bonus UP TO MIN-CBS	08/21/13	Wed	4:26a		:30	\$0.00	

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Bonus ENT TONIGHT 30	08/21/13	Wed	12:37a		:30	\$0.00	
Bonus J HANNA-ADV	08/23/13	Fri	4:51a		:30	\$0.00	
Bonus ANIML-J MILLER	08/23/13	Fri	2:01a		:30	\$0.00	
Bonus UP TO MIN-CBS	08/28/13	Wed	3:26a		:30	\$0.00	
Bonus UP TO MIN-CBS	08/29/13	Thu	4:25a		:30	\$0.00	
Bonus AMERICN LATINO	08/30/13	Fri	3:40a		:30	\$0.00	
Bonus UP TO MIN-CBS	08/22/13	Thu	2:26a		:30	\$0.00	
Bonus CROOK&CHSE SHW	08/24/13	Sat	4:59a		:30	\$0.00	
Bonus CSI MIAMI	08/24/13	Sat	12:37a		:30	\$0.00	
Bonus COLD CASE	08/25/13	Sun	1:25a		:30	\$0.00	
Bonus WJTV MORN NWS	08/26/13	Mon	5:11a		:30	\$0.00	
Bonus UP TO MIN-CBS	08/26/13	Mon	2:26a		:30	\$0.00	
Bonus UP TO MIN-CBS	08/27/13	Tue	4:26a		:30	\$0.00	
Bonus CSI MIAMI	08/31/13	Sat	12:20a		:30	\$0.00	
Bonus AVG. ALL WKS	09/01/13	Sun	5:16a		:30	\$0.00	
Bonus AVG. ALL WKS	09/01/13	Sun	12:13a		:30	\$0.00	
Bonus AVG. ALL WKS	09/01/13	Sun	2:26a		:30	\$0.00	
Bonus WJTV MORN NWS	09/02/13	Mon	5:46a		:30	\$0.00	
Bonus WJTV MORN NWS	09/02/13	Mon	6:51a		:30	\$0.00	
Bonus CBS THS MRNG-2	09/02/13	Mon	8:12a		:30	\$0.00	
Bonus DIVORCE COURT	09/02/13	Mon	9:17a		:30	\$0.00	
Bonus D LETTRMAN-CBS	09/02/13	Mon	10:33p		:30	\$0.00	

**WHLT- Ordered Spots Not Matching Invoice**

**WHLT- Schedule Totals**

Spots Ordered	16	Order Gross Cost	\$2,580.00	Order Grp / Gr Imp	72.0
Spots Invoiced	51	Invoice Gross Cost	\$2,580.00	Invoice Grp / Gr Imp	70.8
		Invoice Net Cost at 15.00%	\$2,193.00	Grp / Gr Imp Index	98.3
Invoiced-No Match	0			Order Reach / Frequency	34.6 / 2.1
				Invoice Reach / Frequency	31.7 / 2.2
Bonus Spots	35				

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

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Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67706</b>	Order No: <b>576</b>
Buyer: <b>Maggie Clark</b>	Agcy Est No:	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Dayparts: <b>CDE1AP2LS</b>	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
<b>WHPM-FOX</b>							
Ord FAMILY GUY	08/19/13-08/23/13	Mo-Fr	9:00p- 9:30p	5	:30	\$25.00	
Inv (M) FAMILY GUY	08/19/13	Mon	9:29p		:30	\$25.00	
Inv (M) FAMILY GUY	08/20/13	Tue	9:18p		:30	\$25.00	
Inv (M) FAMILY GUY	08/21/13	Wed	9:18p		:30	\$25.00	
Inv (M) FAMILY GUY	08/22/13	Thu	9:18p		:30	\$25.00	
Inv (M) FAMILY GUY	08/23/13	Fri	9:18p		:30	\$25.00	
Ord FAMILY GUY	08/26/13-08/30/13	Mo-Fr	9:00p- 9:30p	5	:30	\$25.00	
Inv (M) FAMILY GUY	08/26/13	Mon	9:20p		:30	\$25.00	
Inv (M) FAMILY GUY	08/27/13	Tue	9:21p		:30	\$25.00	
Inv (M) FAMILY GUY	08/28/13	Wed	9:17p		:30	\$25.00	
Inv (M) FAMILY GUY	08/29/13	Thu	9:26p		:30	\$25.00	
Inv (M) FAMILY GUY	08/30/13	Fri	9:20p		:30	\$25.00	
Ord FAMILY GUY	09/02/13-09/02/13	Mon	9:00p- 9:30p	1	:30	\$25.00	
Inv (M) FAMILY GUY	09/02/13	Mon	9:18p		:30	\$25.00	
Ord FAMILY GUY	08/19/13-08/23/13	Mo-Fr	9:30p-10:00p	5	:30	\$25.00	
Inv (M) FAMILY GUY B	08/19/13	Mon	9:57p		:30	\$25.00	
Inv (M) FAMILY GUY	08/20/13	Tue	9:55p		:30	\$25.00	
Inv (M) FAMILY GUY B	08/21/13	Wed	9:47p		:30	\$25.00	
Inv (M) FAMILY GUY B	08/22/13	Thu	9:42p		:30	\$25.00	
Inv (M) FAMILY GUY B	08/23/13	Fri	9:56p		:30	\$25.00	
Ord FAMILY GUY	08/26/13-08/30/13	Mo-Fr	9:30p-10:00p	5	:30	\$25.00	
Inv (M) FAMILY GUY B	08/26/13	Mon	9:38p		:30	\$25.00	
Inv (M) FAMILY GUY	08/27/13	Tue	9:49p		:30	\$25.00	
Inv (M) FAMILY GUY B	08/28/13	Wed	9:44p		:30	\$25.00	
Inv (M) FAMILY GUY B	08/30/13	Fri	9:39p		:30	\$25.00	
Inv (M) FAMILY GUY B	08/29/13	Thu	9:44p		:30	\$25.00	
Ord FAMILY GUY	09/02/13-09/02/13	Mon	9:30p-10:00p	1	:30	\$25.00	
Inv (M) FAMILY GUY B	09/02/13	Mon	9:44p		:30	\$25.00	
Ord THINK YOU CAN DANCE	08/20/13-08/20/13	Tue	7:00p- 9:00p	2	:30	\$60.00	
Inv (M) THINK YOU CAN DANCE	08/20/13	Tue	7:32p		:30	\$60.00	
Inv (M) THINK YOU CAN DANCE	08/20/13	Tue	8:41p		:30	\$60.00	
Ord THINK YOU CAN DANCE	08/27/13-08/27/13	Tue	7:00p- 9:00p	2	:30	\$60.00	
Inv (M) THINK YOU CAN DANCE	08/27/13	Tue	7:22p		:30	\$60.00	
Inv (M) THINK YOU CAN DANCE	08/27/13	Tue	8:38p		:30	\$60.00	
Ord SAINTS v OILERS: PRE SEASON	08/25/13-08/25/13	Sun	3:00p- 6:30p	1	:30	\$800.00	
Inv (M) SAINTS v OILERS	08/25/13	Sun	4:37p		:30	\$800.00	

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							DMA RTG M 18-34
Program	Date	Day	Time	Spts	Len	Invoice Rate	
Ord AMERICAN DAD	08/25/13-08/25/13	Sun	6:00p- 6:30p	1	:30	\$45.00	
Inv (M) AMERICAN DAD	08/25/13	Sun	6:18p		:30	\$45.00	
Ord AMERICAN DAD	09/01/13-09/01/13	Sun	6:00p- 6:30p	1	:30	\$45.00	
Inv (M) AMERICAN DAD	09/01/13	Sun	6:20p		:30	\$45.00	
Ord FAMILY GUY/FAMILY GUY	08/25/13-08/25/13	Sun	8:00p- 9:00p	2	:30	\$75.00	
Inv (M) FAM GUY EN-FOX	08/25/13	Sun	8:19p		:30	\$75.00	
Inv (M) FAMILY GUY	08/25/13	Sun	8:49p		:30	\$75.00	
Ord FAMILY GUY/FAMILY GUY	09/01/13-09/01/13	Sun	8:00p- 9:00p	2	:30	\$75.00	
Inv (M) FAM GUY EN-FOX	09/01/13	Sun	8:18p		:30	\$75.00	
Inv (M) FAMILY GUY	09/01/13	Sun	8:51p		:30	\$75.00	
<b>WHPM- Invoiced Spots Not Matching Order</b>							
<b>WHPM- Bonus Spots Applied</b>							
Bonus PEOPLE'S CRT B	08/22/13	Thu	1:24p		:30	\$0.00	
Bonus ANDERSON LIVE	08/23/13	Fri	7:51a		:30	\$0.00	
Bonus JUDGE ALEX	08/23/13	Fri	10:07a		:30	\$0.00	
Bonus MAURY POVICH	08/23/13	Fri	3:31p		:30	\$0.00	
Bonus ELLEN	08/30/13	Fri	9:24a		:30	\$0.00	
Bonus MAURY POVICH	08/30/13	Fri	10:59p		:30	\$0.00	
Bonus JERRY SPRINGER	08/30/13	Fri	11:55p		:30	\$0.00	
Bonus AVG. ALL WKS	08/31/13	Sat	12:50p		:30	\$0.00	
Bonus AVG. ALL WKS	08/31/13	Sat	2:48p		:30	\$0.00	
Bonus AVG. ALL WKS	08/31/13	Sat	4:59p		:30	\$0.00	
Bonus AVG. ALL WKS	08/31/13	Sat	6:29p		:30	\$0.00	
Bonus AVG. ALL WKS	08/31/13	Sat	6:56p		:30	\$0.00	
Bonus AVG. ALL WKS	08/31/13	Sat	9:54p		:30	\$0.00	
Bonus TWO&HF MN WK A	08/31/13	Sat	11:59p		:30	\$0.00	
Bonus TEMPL BAPT CHR	09/01/13	Sun	10:59a		:30	\$0.00	
Bonus BLOOPERS	09/01/13	Sun	5:27p		:30	\$0.00	
Bonus FAMILY GUY WK	09/01/13	Sun	9:18p		:30	\$0.00	
Bonus BG BNG THRY W	09/01/13	Sun	10:26p		:30	\$0.00	
Bonus HOW-MET-MOTHER	08/19/13	Mon	5:26p		:30	\$0.00	
Bonus TWO & HALF MEN	08/19/13	Mon	5:46p		:30	\$0.00	
Bonus MAURY POVICH	08/20/13	Tue	3:34p		:30	\$0.00	
Bonus STEVE HARVEY!	08/20/13	Tue	4:54p		:30	\$0.00	
Bonus JUDGE ALEX	08/22/13	Thu	10:15a		:30	\$0.00	
Bonus AMERICAS COURT	08/22/13	Thu	11:29a		:30	\$0.00	
<b>WHPM- Ordered Spots Not Matching Invoice</b>							
<b>WHPM- Schedule Totals</b>							

\* - Denotes estimated item(s).  
 Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67706</b>	Order No: <b>576</b>
Buyer: <b>Maggie Clark</b>	Agcy Est No:	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Dayparts: <b>CDE1AP2LS</b>	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Spots Ordered	33			Order Gross Cost		\$1,980.00	Order Grp / Gr Imp 28.1
Spots Invoiced	57			Invoice Gross Cost		\$1,980.00	Invoice Grp / Gr Imp 30.9
				Invoice Net Cost at 15.00%		\$1,683.00	Grp / Gr Imp Index 110.0
Invoiced-No Match	0						Order Reach / Frequency 13.9 / 2.0
							Invoice Reach / Frequency 18.0 / 1.7
Bonus Spots	24						

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Maggie Clark - 9/24/13 10:10 AM

Hattiesburg-Laurel (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
<b>All Stations Schedule Totals</b>							
Spots Ordered	80			Order Gross Cost		\$13,840.00	Order Grp / Gr Imp 294.7
Spots Invoiced	164			Invoice Gross Cost		\$13,840.00	Invoice Grp / Gr Imp 291.0
				Invoice Net Cost at 15.00%		\$11,764.00	Grp / Gr Imp Index 98.7
Invoiced-No Match	0						Order Reach / Frequency 81.9 / 3.6
Bonus Spots	84						Invoice Reach / Frequency 81.0 / 3.6
NOTE: <b>Spots Invoiced</b> represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. <b>Invoiced-No Match</b> represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. <b>Invoice versus Order</b> estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.							

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Post Reconciliation Summary

Jackson MS (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: Maggie Clark Media Svcs	Flight: Flight 1 08/19/13-09/02/13	Post No: 67707	Order No: 577
Buyer: Maggie Clark	Lengths: :30	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Agcy Est No:	Telephone: 601-992-3111	
Campaign: Drive Sober: Aug19			

WAPT-ABC Schedule Totals

Spots Ordered	28
Spots Invoiced	41
Invoiced - Not Matching Order	0
Bonus Spots	13
Order Gross Cost	\$10,195.00
Invoice Gross Cost	\$10,195.00
Invoice Net Cost at 15.00%	\$8,665.75
DMA RTG M 18-34	
Ordered GRPs / Gross Impressions	79.4
Actual GRPs / Gross Impressions	67.9
GRP / Gross Impression Index	85.5
Actual Reach & Frequency	28.1 & 2.4

NOTE: Spots Invoiced represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. Invoiced-No Match represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. Invoice versus Order estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Maggie Clark - 9/18/13 11:27 AM

Jackson MS (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67707</b>	Order No: <b>577</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			

### WDBD-FOX Schedule Totals

Spots Ordered	43
Spots Invoiced	108
Invoiced - Not Matching Order	0
Bonus Spots	65
Order Gross Cost	\$7,435.00
Invoice Gross Cost	\$7,620.00
Invoice Net Cost at 15.00%	\$6,477.00

DMA RTG M 18-34

Ordered GRPs / Gross Impressions	66.4
Actual GRPs / Gross Impressions	63.0
GRP / Gross Impression Index	94.9
Actual Reach & Frequency	26.2 & 2.4

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

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Maggie Clark - 9/18/13 11:27 AM

Jackson MS (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67707</b>	Order No: <b>577</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			

### WJTV-CBS Schedule Totals

Spots Ordered	25
Spots Invoiced	51
Invoiced - Not Matching Order	2
Bonus Spots	24
Order Gross Cost	\$15,485.00
Invoice Gross Cost	\$16,485.00
Invoice Net Cost at 15.00%	\$14,012.25

DMA RTG M 18-34

Ordered GRPs / Gross Impressions	57.5
Actual GRPs / Gross Impressions	52.9
GRP / Gross Impression Index	92.0
Actual Reach & Frequency	23.5 & 2.2

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

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Maggie Clark - 9/18/13 11:27 AM

Jackson MS (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67707</b>	Order No: <b>577</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			

### WLBT-NBC Schedule Totals

Spots Ordered	48
Spots Invoiced	91
Invoiced - Not Matching Order	0
Bonus Spots	43
Order Gross Cost	\$15,710.00
Invoice Gross Cost	\$15,710.00
Invoice Net Cost at 15.00%	\$13,353.50

DMA RTG M 18-34

Ordered GRPs / Gross Impressions	102.7
Actual GRPs / Gross Impressions	91.2
GRP / Gross Impression Index	88.8
Actual Reach & Frequency	44.5 & 2.0

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

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Maggie Clark - 9/18/13 11:27 AM

Jackson MS (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67707</b>	Order No: <b>577</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			

### WLOO-IND Schedule Totals

Spots Ordered	4
Spots Invoiced	41
Invoiced - Not Matching Order	0
Bonus Spots	37
Order Gross Cost	\$950.00
Invoice Gross Cost	\$950.00
Invoice Net Cost at 15.00%	\$807.50

DMA RTG M 18-34

Ordered GRPs / Gross Impressions	7.6
Actual GRPs / Gross Impressions	22.2
GRP / Gross Impression Index	292.1
Actual Reach & Frequency	10.1 & 2.2

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

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Maggie Clark - 9/18/13 11:27 AM

Jackson MS (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67707</b>	Order No: <b>577</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			

### All Stations

Spots Ordered	148
Spots Invoiced	330
Invoiced - Not Matching Order	0
Bonus Spots	182
Order Gross Cost	\$49,775.00
Invoice Gross Cost	\$49,960.00
Invoice Net Cost at 15.00%	\$42,466.00

DMA RTG M 18-34

Ordered GRPs / Gross Impressions	313.6
Actual GRPs / Gross Impressions	289.6
GRP / Gross Impression Index	92.3
Actual Reach & Frequency	79.0 & 3.8

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

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Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67707</b>	Order No: <b>577</b>
Buyer: <b>Maggie Clark</b>	Agcy Est No:	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Dayparts: <b>CDE1AP2LS</b>	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
<b>WAPT-ABC</b>							
Ord 16 WAPT NEWS AT 530PM/SUN	08/25/13-08/25/13	Sun	5:30p- 6:00p	1	:30	\$75.00	
Inv WAPT530P NW SU	08/25/13	Sun	5:56p		:30	\$75.00	
Ord 16 WAPT NEWS AT 530PM/SUN	09/01/13-09/01/13	Sun	5:30p- 6:00p	1	:30	\$75.00	
Inv (M) WAPT530P NW SU	09/01/13	Sun	5:44p		:30	\$75.00	
Ord WHEEL OF FORTUNE	08/19/13-08/23/13	Mo-Fr	6:30p- 7:00p	4	:30	\$440.00	
Inv WHEEL-FORTNE	08/19/13	Mon	6:42p		:30	\$440.00	
Inv (M) WHEEL-FORTNE	08/20/13	Tue	6:30p		:30	\$440.00	
Inv WHEEL-FORTNE	08/21/13	Wed	6:43p		:30	\$440.00	
Inv WHEEL-FORTNE	08/22/13	Thu	6:43p		:30	\$440.00	
Ord WHEEL OF FORTUNE	08/26/13-08/30/13	Mo-Fr	6:30p- 7:00p	4	:30	\$440.00	
Inv (M) WHEEL-FORTNE	08/26/13	Mon	6:49p		:30	\$440.00	
Inv (M) WHEEL-FORTNE	08/27/13	Tue	6:30p		:30	\$440.00	
Inv (M) WHEEL-FORTNE	08/28/13	Wed	6:30p		:30	\$440.00	
Inv (M) WHEEL-FORTNE	08/29/13	Thu	6:30p		:30	\$440.00	
Ord WHEEL OF FORTUNE	09/02/13-09/02/13	Mon	6:30p- 7:00p	1	:30	\$440.00	
Inv (M) WHEEL-FORTNE	09/02/13	Mon	6:30p		:30	\$440.00	
Ord WHEEL OF FORTUNE	08/26/13-08/30/13	Mo-Fr	6:30p- 7:00p	1	:30	\$450.00	
Inv (M) WHEEL-FORTNE	08/28/13	Wed	6:48p		:30	\$450.00	
Ord 16 WAPT NEWS AT 10P/ SUN	08/25/13-08/25/13	Sun	10:00p-10:35p	1	:30	\$350.00	
Inv 16WAPT NWS-10P	08/25/13	Sun	10:29p		:30	\$350.00	
Ord 16 WAPT NEWS AT 10P/ SUN	09/01/13-09/01/13	Sun	10:00p-10:35p	1	:30	\$350.00	
Inv (M) 16WAPT NWS-10P	09/01/13	Sun	10:19p		:30	\$350.00	
Ord 16WAPT BLITZ COLLEGE	08/28/13-08/28/13	Wed	7:00p- 8:00p	1	:30	\$450.00	
Inv (M) MODRN FMLY-ABC	08/21/13	Wed	7:00p		:30	\$450.00	
Ord THE MIDDLE/LAST MAN	08/21/13-08/21/13	Wed	7:00p- 8:00p	2	:30	\$450.00	
Inv MIDDLE-ABC	08/21/13	Wed	7:13p		:30	\$450.00	
Inv MODRN FMLY-ABC	08/21/13	Wed	8:00p		:30	\$450.00	
Ord THE MIDDLE/LAST MAN	08/28/13-08/28/13	Wed	7:00p- 8:00p	2	:30	\$450.00	
Inv (M) MIDDLE-ABC	08/28/13	Wed	7:10p		:30	\$450.00	
Inv (M) MIDDLE-ABC	08/28/13	Wed	7:29p		:30	\$450.00	
Ord MOD FAM/NEIGHBORS	08/21/13-08/21/13	Wed	8:00p- 9:00p	2	:30	\$450.00	
Inv NEIGHBORS-ABC	08/21/13	Wed	8:51p		:30	\$450.00	
Inv (M) MODRN FMLY-ABC	08/28/13	Wed	8:19p		:30	\$450.00	
Ord MOD FAM/NEIGHBORS	08/28/13-08/28/13	Wed	8:00p- 9:00p	1	:30	\$450.00	
Inv (M) MOD FAM/LAST MAN	08/28/13	Wed	7:59p		:30	\$450.00	
Ord BLITZ 16	08/23/13-08/23/13	Fri	11:35p-12:05a	1	:30	\$50.00	

\* - Denotes estimated item(s).  
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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Inv BLITZ 16	08/23/13	Fri	11:47p		:30	\$50.00	
Ord BLITZ 16	08/30/13-08/30/13	Fri	11:35p-12:05a	1	:30	\$50.00	
Inv (M) BLITZ 16	08/30/13	Fri	11:46p		:30	\$50.00	
Ord BLITZ 16	08/30/13-08/30/13	Fri	11:35p-12:05a	1	:30	\$35.00	
Inv (M) BLITZ 16	08/30/13	Fri	12:03a		:30	\$35.00	
Ord NASCAR SPRINT CUP	08/24/13-08/24/13	Sat	6:30p-10:00p	2	:30	\$400.00	
Inv NASCAR	08/24/13	Sat	8:03p		:30	\$400.00	
Inv NASCAR	08/24/13	Sat	9:09p		:30	\$400.00	
Ord ABC COLLEGE FOOTBALL	08/31/13-08/31/13	Sat	7:00p-10:30p	1	:30	\$400.00	
Inv (M) ABC COLLEGE FOOTBALL	08/31/13	Sat	11:04p		:30	\$400.00	
<b>WAPT- Invoiced Spots Not Matching Order</b>							
<b>WAPT- Bonus Spots Applied</b>							
Bonus JEOPARDY	08/21/13	Wed	12:29a		:30	\$0.00	
Bonus 16WAPT-10P R	08/22/13	Thu	12:30a		:30	\$0.00	
Bonus BURN NOTICE	08/24/13	Sat	12:03a		:30	\$0.00	
Bonus JEOPARDY	08/26/13	Mon	12:00a		:30	\$0.00	
Bonus JEOPARDY	08/27/13	Tue	12:00a		:30	\$0.00	
Bonus JEOPARDY	08/28/13	Wed	12:00a		:30	\$0.00	
Bonus JEOPARDY	08/29/13	Thu	12:00a		:30	\$0.00	
Bonus JEOPARDY	08/30/13	Fri	12:00a		:30	\$0.00	
Bonus STEVE HARVEY!	09/02/13	Mon	2:20p		:30	\$0.00	
Bonus JEOPARDY	08/27/13	Tue	12:00a		:30	\$0.00	
Bonus JEOPARDY	08/28/13	Wed	12:00a		:30	\$0.00	
Bonus BURN NOTICE	09/01/13	Sun	12:00a		:30	\$0.00	
Bonus JEOPARDY	09/02/13	Mon	12:00a		:30	\$0.00	
<b>WAPT- Ordered Spots Not Matching Invoice</b>							
<b>WAPT- Schedule Totals</b>							
Spots Ordered	28	Order Gross Cost	\$10,195.00	Order Grp / Gr Imp		79.4	
Spots Invoiced	41	Invoice Gross Cost	\$10,195.00	Invoice Grp / Gr Imp		67.9	
		Invoice Net Cost at 15.00%	\$8,665.75	Grp / Gr Imp Index		85.5	
Invoiced-No Match	0			Order Reach / Frequency		30.6 / 2.6	
				Invoice Reach / Frequency		28.1 / 2.4	
Bonus Spots	13						
NOTE: <b>Spots Invoiced</b> represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. <b>Invoiced-No Match</b> represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. <b>Invoice versus Order</b> estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.							

\* - Denotes estimated item(s).  
 Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67707</b>	Order No: <b>577</b>
Buyer: <b>Maggie Clark</b>	Agcy Est No:	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Dayparts: <b>CDE1AP2LS</b>	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
<b>WDBD-FOX</b>							
Ord 2-1/2 MEN	08/19/13-08/23/13	Mo-Fr	9:35p-10:05p	5	:30	\$50.00	
Inv TWO & HALF MEN	08/19/13	Mon	9:59p		:30	\$50.00	
Inv TWO & HALF MEN	08/20/13	Tue	9:59p		:30	\$50.00	
Inv TWO & HALF MEN	08/21/13	Wed	9:52p		:30	\$50.00	
Inv TWO & HALF MEN	08/22/13	Thu	9:46p		:30	\$50.00	
Inv TWO & HALF MEN	08/23/13	Fri	9:49p		:30	\$50.00	
Ord 2-1/2 MEN	08/26/13-08/30/13	Mo-Fr	9:35p-10:05p	5	:30	\$50.00	
Inv TWO & HALF MEN	08/26/13	Mon	9:59p		:30	\$50.00	
Inv TWO & HALF MEN	08/27/13	Tue	9:50p		:30	\$50.00	
Inv TWO & HALF MEN	08/28/13	Wed	9:46p		:30	\$50.00	
Inv TWO & HALF MEN	08/29/13	Thu	9:59p		:30	\$50.00	
Inv TWO & HALF MEN	08/30/13	Fri	9:59p		:30	\$50.00	
Ord 2-1/2 MEN	09/02/13-09/02/13	Mon	9:35p-10:05p	1	:30	\$50.00	
Inv TWO & HALF MEN	09/02/13	Mon	9:46p		:30	\$50.00	
Ord SO YOU THINK YOU CAN	08/20/13-08/20/13	Tue	7:00p- 9:00p	1	:30	\$350.00	
Inv YOU CAN DANCE	08/20/13	Tue	7:31p		:30	\$350.00	
Ord SO YOU THINK YOU CAN	08/27/13-08/27/13	Tue	7:00p- 9:00p	1	:30	\$350.00	
Inv YOU CAN DANCE	08/27/13	Tue	7:59p		:30	\$350.00	
Ord MASTER CHEF	08/21/13-08/21/13	Wed	7:00p- 9:00p	1	:30	\$350.00	
Inv MSTR CHEF	08/21/13	Wed	7:20p		:30	\$350.00	
Ord MASTER CHEF	08/28/13-08/28/13	Wed	7:00p- 9:00p	1	:30	\$350.00	
Inv MSTR CHEF	08/28/13	Wed	8:23p		:30	\$350.00	
Ord SPORTS DECK	08/23/13-08/23/13	Fri	10:30p-11:00p	1	:30	\$200.00	
Inv SPORTS DECK	08/23/13	Fri	10:52p		:30	\$200.00	
Ord SPORTS DECK	08/30/13-08/30/13	Fri	10:30p-11:00p	1	:30	\$200.00	
Inv (M) SPORTS DECK	08/30/13	Fri	11:00p		:30	\$200.00	
Ord COPS	08/24/13-08/24/13	Sat	7:00p- 8:00p	2	:30	\$200.00	
Inv COPS	08/24/13	Sat	7:12p		:30	\$200.00	
Inv COPS	08/24/13	Sat	7:41p		:30	\$200.00	
Ord COPS	08/31/13-08/31/13	Sat	7:00p- 8:00p	2	:30	\$200.00	
Inv COPS	08/31/13	Sat	7:12p		:30	\$200.00	
Inv COPS	08/31/13	Sat	7:41p		:30	\$200.00	
Ord SAINTS v OILERS: PRE SEASON	08/25/13-08/25/13	Sun	3:00p- 6:00p	1	:30	\$1,000.00	
Inv SAINTS v OILERS	08/25/13	Sun	3:44p		:30	\$1,000.00	
Ord ICE AGE - THE MOVIE	09/01/13-09/01/13	Sun	4:00p- 6:00p	1	:30	\$25.00	
Inv ICE AGE MOVIE	09/01/13	Sun	4:39p		:30	\$25.00	

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								DMA RTG M 18-34
Program	Date	Day	Time	Spts	Len	Invoice Rate		
Ord AMERICAN DAD/SIMPSONS	08/25/13-08/25/13	Sun	6:00p- 7:00p	2	:30	\$150.00		
Inv AMERICAN DAD	08/25/13	Sun	6:20p		:30	\$150.00		
Inv SMPNS-SU730FOX	08/25/13	Sun	6:44p		:30	\$150.00		
Ord AMERICAN DAD/SIMPSONS	09/01/13-09/01/13	Sun	6:00p- 7:00p	2	:30	\$150.00		
Inv AMERICAN DAD	09/01/13	Sun	6:20p		:30	\$150.00		
Inv SMPNS-SU730FOX	09/01/13	Sun	6:49p		:30	\$150.00		
Ord SIMPSONS/BOB'S BURGERS	08/25/13-08/25/13	Sun	7:00p- 8:00p	2	:30	\$300.00		
Inv SIMPSN ENC-FOX	08/25/13	Sun	7:20p		:30	\$300.00		
Inv BOB'S-ENC-FOX	08/25/13	Sun	7:46p		:30	\$300.00		
Ord SIMPSONS/BOB'S BURGERS	09/01/13-09/01/13	Sun	7:00p- 8:00p	2	:30	\$300.00		
Inv SIMPSN ENC-FOX	09/01/13	Sun	7:18p		:30	\$300.00		
Inv BOB'S-ENC-FOX	09/01/13	Sun	7:47p		:30	\$300.00		
Ord FAMILY GUY	08/25/13-08/25/13	Sun	8:00p- 9:00p	2	:30	\$300.00		
Inv FAM GUY EN-FOX	08/25/13	Sun	8:19p		:30	\$300.00		
Inv FAM GUY EN-FOX	08/25/13	Sun	8:49p		:30	\$300.00		
Ord FAMILY GUY	09/01/13-09/01/13	Sun	8:00p- 9:00p	2	:30	\$300.00		
Inv FAM GUY EN-FOX	09/01/13	Sun	8:19p		:30	\$300.00		
Inv FAM GUY EN-FOX	09/01/13	Sun	8:51p		:30	\$300.00		
Ord 2 AND 1/2 MEN	08/25/13-08/25/13	Sun	9:00p-10:00p	2	:30	\$40.00		
Inv TWO&HF MN WK A	08/25/13	Sun	9:13p		:30	\$40.00		
Inv TWO&HF MN WK A	08/25/13	Sun	9:29p		:30	\$40.00		
Ord 2 AND 1/2 MEN	09/01/13-09/01/13	Sun	9:00p-10:00p	2	:30	\$40.00		
Inv TWO&HF MN WK A	09/01/13	Sun	9:13p		:30	\$40.00		
Inv TWO&HF MN WK B	09/01/13	Sun	9:56p		:30	\$40.00		
Ord BIG BANG THEORY	08/25/13-08/25/13	Sun	10:00p-11:00p	2	:30	\$25.00		
Inv BG BNG THRY W	08/25/13	Sun	10:12p		:30	\$25.00		
Inv BG-THEORY WK B	08/25/13	Sun	10:56p		:30	\$25.00		
Ord BIG BANG THEORY	09/01/13-09/01/13	Sun	10:00p-11:00p	2	:30	\$25.00		
Inv BG-THEORY WK B	09/01/13	Sun	10:43p		:30	\$25.00		
Inv BG-THEORY WK B	09/01/13	Sun	10:59p		:30	\$25.00		
<b>WDBD- Invoiced Spots Not Matching Order</b>								
<b>WDBD- Bonus Spots Applied</b>								
Bonus FOX40-MN NW	08/26/13	Mon	5:30a		:30	\$0.00		
Bonus FOX40-MN NW B	08/27/13	Tue	8:26a		:30	\$0.00		
Bonus INSIDE EDITION	08/28/13	Wed	6:00a		:30	\$0.00		
Bonus INSIDE EDITION	08/29/13	Thu	6:00a		:30	\$0.00		
Bonus FOX40-MN NW B	08/30/13	Fri	8:26a		:30	\$0.00		
Bonus EXTRA	09/02/13	Mon	6:42a		:30	\$0.00		
Bonus EXTRA	09/02/13	Mon	6:59a		:30	\$0.00		
Bonus AVG. ALL WKS	08/20/13	Tue	11:58p		:30	\$0.00		
Bonus AVG. ALL WKS	08/23/13	Fri	1:14a		:30	\$0.00		
Bonus AVG. ALL WKS	08/23/13	Fri	1:47a		:30	\$0.00		
Bonus OPEN HOUSE	08/24/13	Sat	5:42a		:30	\$0.00		

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Bonus EVRYBDY-RAY WK	08/24/13	Sat	12:43a		:30	\$0.00	
Bonus PAID PROGRAM	08/24/13	Sat	5:00a		:30	\$0.00	
Bonus FUTURAMA WK	08/25/13	Sun	1:26a		:30	\$0.00	
Bonus EXTRA WK	08/25/13	Sun	2:58a		:30	\$0.00	
Bonus INSIDE EDITN W	08/25/13	Sun	3:14a		:30	\$0.00	
Bonus FAMILY GUY B	08/26/13	Mon	12:22a		:30	\$0.00	
Bonus ALWAYS SUNNY	08/26/13	Mon	1:52a		:30	\$0.00	
Bonus COPS	08/26/13	Mon	2:10a		:30	\$0.00	
Bonus AVG. ALL WKS	08/27/13	Tue	12:18a		:30	\$0.00	
Bonus AVG. ALL WKS	08/27/13	Tue	2:19a		:30	\$0.00	
Bonus COPS	08/29/13	Thu	2:10a		:30	\$0.00	
Bonus AVG. ALL WKS	08/30/13	Fri	2:30a		:30	\$0.00	
Bonus AVG. ALL WKS	08/30/13	Fri	3:07a		:30	\$0.00	
Bonus AVG. ALL WKS	08/30/13	Fri	4:59a		:30	\$0.00	
Bonus PAID PROGRAM	08/31/13	Sat	5:29a		:30	\$0.00	
Bonus ALWAY SUNNY WK	08/31/13	Sat	1:29a		:30	\$0.00	
Bonus PAID PROGRAM	08/31/13	Sat	4:29a		:30	\$0.00	
Bonus AVG. ALL WKS	09/01/13	Sun	11:59a		:30	\$0.00	
Bonus FUTURAMA WK B	09/01/13	Sun	1:45a		:30	\$0.00	
Bonus PAID PROGRAM	09/01/13	Sun	4:29a		:30	\$0.00	
Bonus PAID PROGRAM	09/02/13	Mon	5:59a		:30	\$0.00	
Bonus JUSTICE-PRZ B	09/02/13	Mon	1:43p		:30	\$0.00	
Bonus FAMILY GUY	09/02/13	Mon	11:57p		:30	\$0.00	
Bonus FAMILY GUY B	09/02/13	Mon	12:25a		:30	\$0.00	
Bonus AMERICN DAD B	09/02/13	Mon	1:15a		:30	\$0.00	
Bonus BG-THRY WK B2	08/25/13	Sun	11:13p		:30	\$0.00	
Bonus BG-THRY WK B2	09/01/13	Sun	11:26p		:30	\$0.00	
Bonus BG-THRY WK B3	09/01/13	Sun	11:58p		:30	\$0.00	
Bonus AVG. ALL WKS	08/31/13	Sat	2:23p		:30	\$0.00	
Bonus AMERICAN DAD	09/02/13	Mon	12:47a		:30	\$0.00	
Bonus AVG. ALL WKS	08/27/13	Tue	1:16a		:30	\$0.00	
Bonus AMERICN DAD B	08/29/13	Thu	1:16a		:30	\$0.00	
Bonus AVG. ALL WKS	08/30/13	Fri	1:29a		:30	\$0.00	
Bonus AMERICN DAD B	09/02/13	Mon	1:28a		:30	\$0.00	
Bonus EVRYBDY-RAY MF	09/02/13	Mon	10:30p		:30	\$0.00	
Bonus BG BNG THRY B	08/26/13	Mon	6:58p		:30	\$0.00	
Bonus JUSTICE-PRZ B	08/28/13	Wed	1:42p		:30	\$0.00	
Bonus COPS	08/28/13	Wed	2:21a		:30	\$0.00	
Bonus AVG. ALL WKS	08/30/13	Fri	2:40a		:30	\$0.00	
Bonus AVG. ALL WKS	08/30/13	Fri	3:59a		:30	\$0.00	
Bonus PAID PROGRAM	08/31/13	Sat	4:59a		:30	\$0.00	
Bonus GODS-MINISTRY	09/01/13	Sun	7:29a		:30	\$0.00	
Bonus INSIDE EDITN W	09/01/13	Sun	3:16a		:30	\$0.00	

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Maggie Clark - 9/24/13 10:22 AM

Jackson MS (B&C)

Post Book : Nielsen CJL/13

Order Book : Nielsen CMYCJL

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Bonus PAID PROGRAM	09/02/13	Mon	5:29a		:30	\$0.00	
Bonus FOX40-MN NW B	09/02/13	Mon	8:54a		:30	\$0.00	
Bonus DIVORCE COURT	09/02/13	Mon	2:28p		:30	\$0.00	
Bonus DIVORCE CRT B	09/02/13	Mon	2:54p		:30	\$0.00	
Bonus JUDGE ALEX B	09/02/13	Mon	3:37p		:30	\$0.00	
Bonus RIGHT-MINUTE	09/02/13	Mon	5:18p		:30	\$0.00	
Bonus ALWAYS SUNNY	09/02/13	Mon	1:53a		:30	\$0.00	
Bonus COPS	09/02/13	Mon	2:10a		:30	\$0.00	
Bonus PAID PROGRAM	09/02/13	Mon	2:58a		:30	\$0.00	
Bonus PAID PROGRAM	09/02/13	Mon	4:29a		:30	\$0.00	
Bonus BIG BNG THEORY	08/19/13	Mon	6:26p		:30	\$185.00	
<b>WDBD- Ordered Spots Not Matching Invoice</b>							
<b>WDBD- Schedule Totals</b>							
Spots Ordered	43	Order Gross Cost		\$7,435.00	Order Grp / Gr Imp		66.4
Spots Invoiced	108	Invoice Gross Cost		\$7,620.00	Invoice Grp / Gr Imp		63.0
		Invoice Net Cost at 15.00%		\$6,477.00	Grp / Gr Imp Index		94.9
Invoiced-No Match	0				Order Reach / Frequency		27.4 / 2.4
					Invoice Reach / Frequency		26.2 / 2.4
Bonus Spots	65						
<small>NOTE: Spots Invoiced represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. Invoiced-No Match represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. Invoice versus Order estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.</small>							

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Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67707</b>	Order No: <b>577</b>
Buyer: <b>Maggie Clark</b>	Agcy Est No:	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Dayparts: <b>CDE1AP2LS</b>	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
<b>WJTV-CBS</b>							
Ord NEWS CHANNEL 12 AT 6PM	08/19/13-08/23/13	Mo-Fr	6:00p- 6:30p	1	:30	\$185.00	
Inv NEWSCH 12 LV-6	08/19/13	Mon	6:26p		:30	\$185.00	
Ord NEWS CHANNEL 12 AT 6PM	08/26/13-08/30/13	Mo-Fr	6:00p- 6:30p	1	:30	\$185.00	
Inv NEWSCH 12 LV-6	08/29/13	Thu	6:20p		:30	\$185.00	
Ord NEWS CHANNEL 12 AT 6PM	09/02/13-09/02/13	Mon	6:00p- 6:30p	1	:30	\$185.00	
Inv NEWSCH 12 LV-6	09/02/13	Mon	6:19p		:30	\$185.00	
Ord NEWS CHANNEL 12 AT 10PM	08/19/13-08/23/13	Mo-Fr	10:00p-10:35p	2	:30	\$350.00	
Inv NEWSCH 12-10	08/19/13	Mon	10:20p		:30	\$350.00	
Inv NEWSCH 12-10	08/22/13	Thu	10:30p		:30	\$350.00	
Ord NEWS CHANNEL 12 AT 10PM	08/26/13-08/30/13	Mo-Fr	10:00p-10:35p	2	:30	\$350.00	
Inv NEWSCH 12-10	08/26/13	Mon	10:29p		:30	\$350.00	
Inv NEWSCH 12-10	08/29/13	Thu	10:18p		:30	\$350.00	
Ord NEWS CHANNEL 12 AT 10PM	09/02/13-09/02/13	Mon	10:00p-10:35p	1	:30	\$350.00	
Inv NEWSCH 12-10	09/02/13	Mon	10:25p		:30	\$350.00	
Ord MET-MOTHER/2 BROKE GIRLS	08/19/13-08/19/13	Mon	7:00p- 8:00p	2	:30	\$650.00	
Inv (M) HW I-MOTHR-CBS	08/19/13	Mon	7:00p		:30	\$650.00	
Inv HW I-MOTHR-CBS	08/19/13	Mon	7:17p		:30	\$650.00	
Ord MET-MOTHER/2 BROKE GIRLS	08/26/13-08/26/13	Mon	7:00p- 8:00p	2	:30	\$650.00	
Inv (M) HW I-MOTHR-CBS	08/26/13	Mon	7:00p		:30	\$650.00	
Inv HW I-MOTHR-CBS	08/26/13	Mon	7:43p		:30	\$650.00	
Ord MET-MOTHER/2 BROKE GIRLS	09/02/13-09/02/13	Mon	7:00p- 8:00p	2	:30	\$650.00	
Inv (M) HW I-MOTHR-CBS	09/02/13	Mon	7:00p		:30	\$650.00	
Inv HW I-MOTHR-CBS	09/02/13	Mon	7:21p		:30	\$650.00	
Ord NCIS	08/27/13-08/27/13	Tue	7:00p- 8:00p	1	:30	\$650.00	
Inv (M) NCIS-CBS	08/20/13	Tue	7:00p		:30	\$650.00	
Ord CRIMINAL MINDS	08/21/13-08/21/13	Wed	8:00p- 9:00p	1	:30	\$1,100.00	
Inv CRIMINAL MINDS	08/21/13	Wed	8:46p		:30	\$1,100.00	
Ord CRIMINAL MINDS	08/28/13-08/28/13	Wed	8:00p- 9:00p	1	:30	\$1,100.00	
Inv CRIMINAL MINDS	08/28/13	Wed	8:32p		:30	\$1,100.00	
Ord BIG BANG/2-1/2 HALF MEN	08/22/13-08/22/13	Thu	7:00p- 8:00p	2	:30	\$1,000.00	
Inv (M) BIG BANG/2-1/2 MEN	08/22/13	Thu	7:00p		:30	\$1,000.00	
Inv BIG BANG/2-1/2 MEN	08/22/13	Thu	7:18p		:30	\$1,000.00	
Ord BIG BANG/2-1/2 HALF MEN	08/29/13-08/29/13	Thu	7:00p- 8:00p	2	:30	\$1,000.00	
Inv (M) BIG BANG/2-1/2 MEN	08/29/13	Thu	7:00p		:30	\$1,000.00	
Inv BIG BANG/2-1/2 MEN	08/29/13	Thu	7:49p		:30	\$1,000.00	
Ord SEATTLE v GREEN BAY	08/23/13-08/23/13	Fri	7:00p- 8:00p	1	:30	\$1,150.00	

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Inv (M) SEATTLE v GREEN BAY	08/23/13	Fri	8:46p		:30	\$1,150.00	
Ord ST LOUIS v DENVER	08/24/13-08/24/13	Sat	7:00p-10:00p	1	:30	\$1,100.00	
Inv ST LOUIS v DENVER	08/24/13	Sat	8:47p		:30	\$1,100.00	
Ord WJTV SPORTS ZONE	08/25/13-08/25/13	Sun	10:35p-11:05p	1	:30	\$90.00	
Inv SPORTS ZONE	08/25/13	Sun	10:52p		:30	\$90.00	
Ord WJTV SPORTS ZONE	09/01/13-09/01/13	Sun	10:35p-11:05p	1	:30	\$90.00	
Inv SPORTS ZONE	09/01/13	Sun	10:50p		:30	\$90.00	
<b>WJTV- Invoiced Spots Not Matching Order</b>							
<b>WJTV- Bonus Spots Applied</b>							
Bonus NEWSCH12-MORN6	08/25/13	Sun	6:52a		:30	\$0.00	
Bonus ANIMAL RESCUE	08/23/13	Fri	2:37a		:30	\$0.00	
Bonus CARS.TV	08/24/13	Sat	2:12a		:30	\$0.00	
Bonus CBS MORN NWS	08/25/13	Sun	4:54a		:30	\$0.00	
Bonus AVG. ALL WKS	08/25/13	Sun	2:01a		:30	\$0.00	
Bonus NEWSCH 12-6	08/31/13	Sat	6:28p		:30	\$0.00	
Bonus NEWSCH12-MORN6	09/01/13	Sun	6:59a		:30	\$0.00	
Bonus AVG. ALL WKS	09/01/13	Sun	5:56p		:30	\$0.00	
Bonus NEWSCH 12-5A	09/02/13	Mon	5:26a		:30	\$0.00	
Bonus NWSCH12-MRN6 B	09/02/13	Mon	6:36a		:30	\$0.00	
Bonus STARWATCH	08/30/13	Fri	4:55a		:30	\$0.00	
Bonus COLD CASE	08/31/13	Sat	1:19a		:30	\$0.00	
Bonus CARS.TV	08/31/13	Sat	2:16a		:30	\$0.00	
Bonus STARWATCH	08/31/13	Sat	3:28a		:30	\$0.00	
Bonus UP TO MIN-CBS	09/02/13	Mon	3:56a		:30	\$0.00	
Bonus BEV HLLBILLIES	09/02/13	Mon	2:06a		:30	\$0.00	
Bonus BEV HLLBILLIES	09/02/13	Mon	2:14a		:30	\$0.00	
Bonus LATINATION	08/24/13	Sat	4:19a		:30	\$0.00	
Bonus ANIMAL RESCUE	08/24/13	Sat	2:41a		:30	\$0.00	
Bonus AVG. ALL WKS	08/25/13	Sun	1:09a		:30	\$0.00	
Bonus AVG. ALL WKS	08/24/13	Sat	2:31p		:30	\$0.00	
Bonus AVG. ALL WKS	08/24/13	Sat	5:11p		:30	\$0.00	
Bonus AVG. ALL WKS	08/25/13	Sun	2:29p		:30	\$0.00	
Bonus NWSCH 12 - SUN	08/25/13	Sun	5:09p		:30	\$0.00	
<b>WJTV- Ordered Spots Not Matching Invoice</b>							
<b>WJTV- Schedule Totals</b>							

\* - Denotes estimated item(s).  
 Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67707</b>	Order No: <b>577</b>
Buyer: <b>Maggie Clark</b>	Agcy Est No:	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Dayparts: <b>CDE1AP2LS</b>	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Spots Ordered	25			Order Gross Cost		\$15,485.00	Order Grp / Gr Imp 57.5
Spots Invoiced	49			Invoice Gross Cost		\$15,485.00	Invoice Grp / Gr Imp 45.3
				Invoice Net Cost at 15.00%		\$13,162.25	Grp / Gr Imp Index 78.8
Invoiced-No Match	0						Order Reach / Frequency 24.2 / 2.4
							Invoice Reach / Frequency 22.1 / 2.1
Bonus Spots	24						

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Program		Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
<b>WLBT-NBC</b>								
Ord	WLBT 10PM NEWS	08/26/13-08/30/13	Mo-Fr	10:00p-10:35p	1	:30	\$500.00	
Inv	WLBT 10PM NEWS	08/29/13	Thu	10:25p		:30	\$500.00	
Ord	WLBT 10PM NEWS	09/02/13-09/02/13	Mon	10:00p-10:35p	1	:30	\$500.00	
Inv	WLBT 10PM RPRT	09/02/13	Mon	10:29p		:30	\$500.00	
Ord	WLBT 10PM NEWS	08/26/13-09/01/13	Mo-Su	10:00p-10:35p	4	:30	\$500.00	
Inv	WLBT 10PM RPRT	08/27/13	Tue	10:29p		:30	\$500.00	
Inv	WLBT 10PM RPRT	08/31/13	Sat	10:16p		:30	\$500.00	
Inv	WLBT 10PM RPRT	09/01/13	Sun	10:09p		:30	\$500.00	
Inv	WLBT 10PM RPRT	09/01/13	Sun	10:29p		:30	\$500.00	
Ord	AMERICAN NINJA WARRIOR	08/19/13-08/19/13	Mon	7:00p- 8:00p	1	:30	\$400.00	
Inv	AMRN NINJA-NBC	08/19/13	Mon	7:44p		:30	\$400.00	
Ord	AMERICAN NINJA WARRIOR	09/02/13-09/02/13	Mon	7:00p- 8:00p	2	:30	\$400.00	
Inv	AMRN NINJA-NBC	09/02/13	Mon	7:00p		:30	\$400.00	
Inv	AMRN NINJA-NBC	09/02/13	Mon	7:49p		:30	\$400.00	
Ord	GET OUT ALIVE	08/19/13-08/19/13	Mon	8:00p- 9:00p	1	:30	\$400.00	
Inv	GET OUT ALIVE-NBC	08/19/13	Mon	8:20p		:30	\$400.00	
Ord	GET OUT ALIVE	08/26/13-08/26/13	Mon	8:00p- 9:00p	2	:30	\$400.00	
Inv (M)	GET OUT ALIVE	09/02/13	Mon	8:21p		:30	\$400.00	
Inv (M)	GET OUT ALIVE	09/02/13	Mon	8:41p		:30	\$400.00	
Ord	BETTY WHITE'S OFF	08/20/13-08/20/13	Tue	7:00p- 8:00p	1	:30	\$350.00	
Inv	BETTY WHITE: OTR	08/20/13	Tue	7:21p		:30	\$350.00	
Ord	BETTY WHITE'S OFF	08/27/13-08/27/13	Tue	7:00p- 8:00p	1	:30	\$350.00	
Inv	BETTY WHITE: OTR	08/27/13	Tue	7:20p		:30	\$350.00	
Ord	AMERICA'S GOT TALENT	08/27/13-08/27/13	Tue	8:00p-10:00p	1	:30	\$600.00	
Inv	AM-TLNT-TU-NBC	08/27/13	Tue	8:25p		:30	\$600.00	
Ord	AMERICA'S GOT TALENT	08/28/13-08/28/13	Wed	8:00p- 9:00p	1	:30	\$600.00	
Inv	AM-TLNT-WE-NBC	08/28/13	Wed	8:24p		:30	\$600.00	
Ord	THE WINNER IS..	08/29/13-08/29/13	Thu	7:00p- 8:00p	2	:30	\$350.00	
Inv	THE WINNER IS	08/29/13	Thu	7:00p		:30	\$350.00	
Inv	THE WINNER IS	08/29/13	Thu	7:22p		:30	\$350.00	
Ord	THE WINNER IS..	08/22/13-08/22/13	Thu	8:00p- 9:00p	2	:30	\$400.00	
Inv	THE WINNER IS	08/22/13	Thu	8:24p		:30	\$400.00	
Inv	THE WINNER IS	08/22/13	Thu	8:43p		:30	\$400.00	
Ord	THE WINNER IS..	08/29/13-08/29/13	Thu	8:00p- 9:00p	2	:30	\$400.00	
Inv	THE WINNER IS	08/29/13	Thu	8:22p		:30	\$400.00	
Inv	THE WINNER IS	08/29/13	Thu	8:45p		:30	\$400.00	
Ord	HOLLYWOOD GAME NIGHT	08/29/13-08/29/13	Thu	9:00p-10:00p	1	:30	\$400.00	
Inv	HOLLYWD GAME NT	08/29/13	Thu	10:00p		:30	\$400.00	
Ord	WLBT 6AM REPORT-SAT	08/24/13-08/24/13	Sat	6:00a- 6:30a	1	:30	\$75.00	
Inv (M)	WLBT 6A RPRT	08/31/13	Sat	6:25a		:30	\$75.00	
Ord	WLBT 6AM REPORT-SAT	08/31/13-08/31/13	Sat	6:00a- 6:30a	1	:30	\$75.00	
Inv	WLBT 6A RPRT	08/31/13	Sat	6:00a		:30	\$75.00	

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Maggie Clark - 9/24/13 10:22 AM

Jackson MS (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

							DMA RTG M 18-34
Program	Date	Day	Time	Spts	Len	Invoice Rate	
Ord	NOTRE DAME FOOTBALL	08/31/13-08/31/13	Sat	6:00p- 7:00p	2	:30	\$200.00
Inv (M)	NOTRE DAME FB	08/31/13	Sat	4:22p		:30	\$200.00
Inv (M)	NOTRE DAME FB	08/31/13	Sat	4:31p		:30	\$200.00
Ord	SATURDAY NIGHT LIVE	08/24/13-08/24/13	Sat	10:30p-12:00a	2	:30	\$160.00
Inv	SAT NITE LIVE	08/24/13	Sat	10:47p		:30	\$160.00
Inv	SAT NITE LIVE	08/24/13	Sat	11:36p		:30	\$160.00
Ord	SATURDAY NIGHT LIVE	08/31/13-08/31/13	Sat	10:30p-12:00a	2	:30	\$160.00
Inv	SAT NITE LIVE	08/31/13	Sat	10:37p		:30	\$160.00
Inv	SAT NITE LIVE	08/31/13	Sat	10:58p		:30	\$160.00
Ord	HOLLYWOOD GAME NIGHT	08/20/13-08/20/13	Tue	7:00p- 8:00p	2	:30	\$350.00
Inv (M)	HOLLYWOOD GAME	08/20/13	Tue	7:00p		:30	\$350.00
Inv	HOLLYWD GAME	08/20/13	Tue	7:45p		:30	\$350.00
Ord	HOLLYWOOD GAME NIGHT	08/27/13-08/27/13	Tue	7:00p- 8:00p	2	:30	\$350.00
Inv	HOLLYWOOD GAME	08/27/13	Tue	7:00p		:30	\$350.00
Inv	HOLLYWOOD GAME	08/27/13	Tue	7:44p		:30	\$350.00
Ord	LATE NIGHT	08/19/13-08/23/13	Mo-Fr	11:30p-12:30a	5	:30	\$20.00
Inv	J FALLON-NBC	08/19/13	Mon	12:16a		:30	\$20.00
Inv	J FALLON-NBC	08/20/13	Tue	12:11a		:30	\$20.00
Inv	J FALLON-NBC	08/21/13	Wed	12:27a		:30	\$20.00
Inv	J FALLON-NBC	08/22/13	Thu	12:19a		:30	\$20.00
Inv	J FALLON-NBC	08/23/13	Fri	12:16a		:30	\$20.00
Ord	LATE NIGHT	08/26/13-08/30/13	Mo-Fr	11:30p-12:30a	5	:30	\$20.00
Inv	J FALLON-NBC	08/26/13	Mon	12:05a		:30	\$20.00
Inv	J FALLON-NBC	08/27/13	Tue	12:11a		:30	\$20.00
Inv	J FALLON-NBC	08/28/13	Wed	12:15a		:30	\$20.00
Inv (M)	J FALLON-NBC	08/29/13	Thu	12:33a		:30	\$20.00
Inv	J FALLON-NBC	08/30/13	Fri	12:29a		:30	\$20.00
Ord	LATE NIGHT	09/02/13-09/02/13	Mon	11:30p-12:30a	1	:30	\$20.00
Inv	J FALLON-NBC	09/02/13	Mon	12:27a		:30	\$20.00
Ord	MADDEN NFL/SPORTS SPECIAL	09/01/13-09/01/13	Sun	6:00p- 7:00p	1	:30	\$400.00
Inv (M)	AM-TLN-SUN-NBC	09/01/13	Sun	7:36p		:30	\$400.00
Ord	NFL PRE-SEASON	08/25/13-08/25/13	Sun	7:00p-10:00p	1	:30	\$2,500.00
Inv	NFL PRE-SEASON FB	08/25/13	Sun	9:17p		:30	\$2,500.00
<b>WLBT- Invoiced Spots Not Matching Order</b>							
<b>WLBT- Bonus Spots Applied</b>							
Bonus	C-DALY-NBC	08/19/13	Mon	12:53a		:30	\$0.00
Bonus	AN-MAD MNY-NBC	08/19/13	Mon	2:59a		:30	\$0.00
Bonus	RIGHT-MINUTE	08/19/13	Mon	3:51a		:30	\$0.00
Bonus	ALL-TDYSH3-NBC	08/20/13	Tue	1:41a		:30	\$0.00
Bonus	RIGHT-MINUTE	08/20/13	Tue	3:29a		:30	\$0.00
Bonus	RIGHT-MINUTE	08/20/13	Tue	3:59a		:30	\$0.00
Bonus	RIGHT-MINUTE	08/21/13	Wed	3:11a		:30	\$0.00
Bonus	RIGHT-MINUTE	08/21/13	Wed	3:30a		:30	\$0.00

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Bonus RIGHT-MINUTE	08/21/13	Wed	3:53a		:30	\$0.00	
Bonus JUDGE JOE BROWN	08/22/13	Thu	11:48a		:30	\$0.00	
Bonus AVG. ALL WKS	08/22/13	Thu	3:53a		:30	\$0.00	
Bonus AVG. ALL WKS	08/23/13	Fri	4:59a		:30	\$0.00	
Bonus JUDGE J BROWN	08/23/13	Fri	11:26a		:30	\$0.00	
Bonus JUDGE J BROWN	08/23/13	Fri	11:49a		:30	\$0.00	
Bonus 1STLOOK-SA-NBC	08/24/13	Sat	12:28a		:30	\$0.00	
Bonus AVG. ALL WKS	08/24/13	Sat	3:30a		:30	\$0.00	
Bonus EARLY MRN	08/24/13	Sat	5:00a		:30	\$0.00	
Bonus SUN EARLY RPT	08/25/13	Sun	6:00a		:30	\$0.00	
Bonus JUDGE JOE BROWN	08/25/13	Sun	11:58a		:30	\$0.00	
Bonus ENT TONIGHT 60	08/25/13	Sun	11:18p		:30	\$0.00	
Bonus AMERICA NOW	08/26/13	Mon	2:29p		:30	\$0.00	
Bonus ALL-TDYSH3-NBC	08/26/13	Mon	1:25a		:30	\$0.00	
Bonus RIGHT-MINUTE	08/26/13	Mon	3:16a		:30	\$0.00	
Bonus AN-MAD MNY-NBC	08/27/13	Tue	2:24a		:30	\$0.00	
Bonus ALL-TDYSH3-NBC	08/27/13	Tue	1:26a		:30	\$0.00	
Bonus AN-MAD MNY-NBC	08/28/13	Wed	2:47a		:30	\$0.00	
Bonus RIGHT-MINUTE	08/28/13	Wed	3:23a		:30	\$0.00	
Bonus RIGHT-MINUTE	08/28/13	Wed	3:29a		:30	\$0.00	
Bonus ALL-TDYSH3-NBC	08/29/13	Thu	1:04a		:30	\$0.00	
Bonus ALL-TDYSH3-NBC	08/29/13	Thu	1:27a		:30	\$0.00	
Bonus AVG. ALL WKS	08/29/13	Thu	3:17a		:30	\$0.00	
Bonus AVG. ALL WKS	08/30/13	Fri	12:53a		:30	\$0.00	
Bonus AVG. ALL WKS	08/30/13	Fri	4:09a		:30	\$0.00	
Bonus OPEN-SA-A-NBC	08/31/13	Sat	12:52a		:30	\$0.00	
Bonus AVG. ALL WKS	08/31/13	Sat	2:25a		:30	\$0.00	
Bonus WLBT10:30PMRPT	09/01/13	Sun	10:59p		:30	\$0.00	
Bonus WLBT10:30PMRPT	09/01/13	Sun	10:56p		:30	\$0.00	
Bonus PAID PROGRAM	09/01/13	Sun	12:29a		:30	\$0.00	
Bonus AN-MAD MNY-NBC	09/02/13	Mon	2:58a		:30	\$0.00	
Bonus RIGHT-MINUTE	09/02/13	Mon	3:09a		:30	\$0.00	
Bonus RIGHT-MINUTE	09/02/13	Mon	3:22a		:30	\$0.00	
Bonus RIGHT-MINUTE	09/02/13	Mon	3:52a		:30	\$0.00	
Bonus AVG. ALL WKS	09/02/13	Mon	4:29a		:30	\$0.00	
<b>WLBT- Ordered Spots Not Matching Invoice</b>							
<b>WLBT- Schedule Totals</b>							

\* - Denotes estimated item(s).

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Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67707</b>	Order No: <b>577</b>
Buyer: <b>Maggie Clark</b>	Agcy Est No:	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Dayparts: <b>CDE1AP2LS</b>	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
Spots Ordered	48	Order Gross Cost		\$15,710.00		Order Grp / Gr Imp	102.7
Spots Invoiced	91	Invoice Gross Cost		\$15,710.00		Invoice Grp / Gr Imp	91.2
		Invoice Net Cost at 15.00%		\$13,353.50		Grp / Gr Imp Index	88.8
Invoiced-No Match	0					Order Reach / Frequency	41.0 / 2.5
						Invoice Reach / Frequency	44.5 / 2.0
Bonus Spots	43						

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
<b>WLOO-IND</b>							
Ord PREGAME	08/29/13-08/29/13	Thu	6:00p- 7:00p	2	:30	\$150.00	
Inv COX SAINTS PRE GAME	08/29/13	Thu	6:16p		:30	\$150.00	
Inv COX SAINTS PRE GAME	08/29/13	Thu	6:34p		:30	\$150.00	
Ord NEW ORLEANS @ MIAMI	08/29/13-08/29/13	Thu	6:30p- 9:30p	1	:30	\$500.00	
Inv (M) SAINTS FB	08/29/13	Thu	9:47p		:30	\$500.00	
Ord BRANDON VS PEARL	08/30/13-08/30/13	Fri	7:30p- 9:30p	1	:30	\$150.00	
Inv (M) HS FB: Brandon-Pearl	08/30/13	Fri	6:30p		:30	\$150.00	
<b>WLOO- Invoiced Spots Not Matching Order</b>							
<b>WLOO- Bonus Spots Applied</b>							
Bonus SHEPHERDS CHPL	08/20/13	Tue	5:59a		:30	\$0.00	
Bonus RICKI LAKE SHW	08/20/13	Tue	5:19p		:30	\$0.00	
Bonus ACCORDING-JIM	08/21/13	Wed	1:48a		:30	\$0.00	
Bonus EXCUSED	08/21/13	Wed	3:25a		:30	\$0.00	
Bonus THE OFFICE	08/22/13	Thu	9:29p		:30	\$0.00	
Bonus TMZ	08/22/13	Thu	10:55p		:30	\$0.00	
Bonus JEREMY KYLE SH	08/23/13	Fri	1:56p		:30	\$0.00	
Bonus PAID PROGRAM	08/25/13	Sun	4:59a		:30	\$0.00	
Bonus FAMILY FEUD	08/26/13	Mon	6:22p		:30	\$0.00	
Bonus ACCESS HOLLYWD	08/27/13	Tue	2:28a		:30	\$0.00	
Bonus PAID PROGRAM	08/27/13	Tue	3:58a		:30	\$0.00	
Bonus ACCESS HOLLYWD	08/28/13	Wed	2:10a		:30	\$0.00	
Bonus SHEPHERDS CHPL	08/29/13	Thu	5:59a		:30	\$0.00	
Bonus SHEPHERDS CHPL	08/30/13	Fri	5:59a		:30	\$0.00	
Bonus AVG. ALL WKS	08/30/13	Fri	10:42p		:30	\$0.00	
Bonus WLOO MOVIE	08/31/13	Sat	7:34p		:30	\$0.00	
Bonus PAID PROGRAM	08/31/13	Sat	11:59p		:30	\$0.00	
Bonus THS OLD HOUSE	09/01/13	Sun	6:21a		:30	\$0.00	
Bonus OMG! INSIDR WK	08/31/13	Sat	4:56p		:30	\$0.00	
Bonus KING-QUEENS WK	08/25/13	Sun	11:02p		:30	\$0.00	
Bonus KING-QUEENS WK	08/25/13	Sun	11:29p		:30	\$0.00	
Bonus KING-QNS WK B	08/25/13	Sun	11:57p		:30	\$0.00	
Bonus KING-QUEENS WK	09/01/13	Sun	11:04p		:30	\$0.00	
Bonus KING-QUEENS WK	09/01/13	Sun	11:29p		:30	\$0.00	
Bonus KING-QNS WK B	09/01/13	Sun	11:45p		:30	\$0.00	
Bonus RICKI LAKE SHW	08/26/13	Mon	5:58p		:30	\$0.00	
Bonus RICKI LAKE SHW	08/27/13	Tue	5:26p		:30	\$0.00	
Bonus RICKI LAKE SHW	08/28/13	Wed	5:18p		:30	\$0.00	
Bonus RICKI LAKE SHW	08/29/13	Thu	5:53p		:30	\$0.00	
Bonus RICKI LAKE SHW	08/30/13	Fri	5:27p		:30	\$0.00	
Bonus HOUSE-MYNET1	08/27/13	Tue	7:29p		:30	\$0.00	
Bonus HOUSE-MYNET1	08/27/13	Tue	7:59p		:30	\$0.00	
Bonus L&O:CI-MYNET 1	08/26/13	Mon	7:56p		:30	\$0.00	

\* - Denotes estimated item(s).  
 Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Maggie Clark - 9/24/13 10:22 AM

Jackson MS (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Bonus HOUSE-MYNET2	08/27/13	Tue	8:18p		:30	\$0.00	
Bonus HOUSE-MYNET2	08/27/13	Tue	8:55p		:30	\$0.00	
Bonus NUMB3RS-MYNET2	08/28/13	Wed	8:18p		:30	\$0.00	
Bonus NUMB3RS-MYNET2	08/28/13	Wed	8:51p		:30	\$0.00	
<b>WLOO- Ordered Spots Not Matching Invoice</b>							
<b>WLOO- Schedule Totals</b>							
Spots Ordered	4	Order Gross Cost		\$950.00	Order Grp / Gr Imp		7.6
Spots Invoiced	41	Invoice Gross Cost		\$950.00	Invoice Grp / Gr Imp		22.2
		Invoice Net Cost at 15.00%		\$807.50	Grp / Gr Imp Index		292.1
Invoiced-No Match	0				Order Reach / Frequency		5.7 / 1.3
					Invoice Reach / Frequency		10.1 / 2.2
Bonus Spots	37						

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

\* - Denotes estimated item(s).  
 Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67707</b>	Order No: <b>577</b>
Buyer: <b>Maggie Clark</b>	Agcy Est No:	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Dayparts: <b>CDE1AP2LS</b>	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
<b>All Stations Schedule Totals</b>							
Spots Ordered	148	Order Gross Cost		\$49,775.00	Order Grp / Gr Imp		313.6
Spots Invoiced	330	Invoice Gross Cost		\$49,960.00	Invoice Grp / Gr Imp		289.6
		Invoice Net Cost at 15.00%		\$42,466.00	Grp / Gr Imp Index		92.3
Invoiced-No Match	0				Order Reach / Frequency		78.0 / 4.0
Bonus Spots	182				Invoice Reach / Frequency		78.6 / 3.7
NOTE: <b>Spots Invoiced</b> represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. <b>Invoiced-No Match</b> represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. <b>Invoice versus Order</b> estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.							

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Post Reconciliation Summary

Meridian (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: Maggie Clark Media Svcs	Flight: Flight 1 08/19/13-09/02/13	Post No: 67712	Order No: 578
Buyer: Maggie Clark	Lengths: :30	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Agcy Est No:	Telephone: 601-992-3111	
Campaign: Drive Sober: Aug19			

WGBC-NBC Schedule Totals	Invoice No.	P.O. No.	Job No.
Spots Ordered			14
Spots Invoiced			43
Invoiced - Not Matching Order			0
Bonus Spots			29
Order Gross Cost			\$2,340.00
Invoice Gross Cost			\$2,340.00
Invoice Net Cost at 15.00%			\$1,989.00
DMA RTG M 18-34			
Ordered GRPs / Gross Impressions			18.0
Actual GRPs / Gross Impressions			23.9
GRP / Gross Impression Index			132.8
Actual Reach & Frequency			12.2 & 2.0
NOTE: <b>Spots Invoiced</b> represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. <b>Invoiced-No Match</b> represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. <b>Invoice versus Order</b> estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.			

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Maggie Clark - 9/23/13 5:01 PM

Meridian (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67712</b>	Order No: <b>578</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			

WMDN-CBS Schedule Totals	Invoice No.	P.O. No.	Job No.
Spots Ordered			39
Spots Invoiced			76
Invoiced - Not Matching Order			37
Bonus Spots			1
Order Gross Cost			\$6,680.00
Invoice Gross Cost			\$6,640.00
Invoice Net Cost at 15.00%			\$5,644.00
DMA RTG M 18-34			
Ordered GRPs / Gross Impressions			63.9
Actual GRPs / Gross Impressions			43.8
GRP / Gross Impression Index			68.5
Actual Reach & Frequency			19.9 & 2.2

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Maggie Clark - 9/23/13 5:01 PM

Meridian (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67712</b>	Order No: <b>578</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			

WTOK-ABC Schedule Totals	Invoice No.	P.O. No.	Job No.
Spots Ordered			67
Spots Invoiced			83
Invoiced - Not Matching Order			0
Bonus Spots			16
Order Gross Cost			\$11,410.00
Invoice Gross Cost			\$11,410.00
Invoice Net Cost at 15.00%			\$9,698.50

DMA RTG M 18-34

Ordered GRPs / Gross Impressions	172.7
Actual GRPs / Gross Impressions	172.6
GRP / Gross Impression Index	99.9
Actual Reach & Frequency	59.9 & 2.9

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

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Maggie Clark - 9/23/13 5:01 PM

Meridian (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67712</b>	Order No: <b>578</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			

### All Stations

Spots Ordered	120
Spots Invoiced	202
Invoiced - Not Matching Order	0
Bonus Spots	46
Order Gross Cost	\$20,430.00
Invoice Gross Cost	\$20,390.00
Invoice Net Cost at 15.00%	\$17,331.50

DMA RTG M 18-34

Ordered GRPs / Gross Impressions	254.6
Actual GRPs / Gross Impressions	240.3
GRP / Gross Impression Index	94.4
Actual Reach & Frequency	65.2 & 3.7

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

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Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67712</b>	Order No: <b>578</b>
Buyer: <b>Maggie Clark</b>	Agcy Est No:	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Dayparts: <b>CDE1AP2LS</b>	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
<b>WGBC-NBC</b>							
Ord AMERICA'S GOT TALENT	08/21/13-08/21/13	Wed	8:00p- 9:00p	2	:30	\$175.00	
Inv AMER GOT TALENT	08/21/13	Wed	8:22p		:30	\$175.00	
Inv AMER GOT TALENT	08/21/13	Wed	8:44p		:30	\$175.00	
Ord AMERICA'S GOT TALENT	08/28/13-08/28/13	Wed	8:00p- 9:00p	2	:30	\$175.00	
Inv AMER GOT TALENT	08/28/13	Wed	8:24p		:30	\$175.00	
Inv AMER GOT TALENT	08/28/13	Wed	8:42p		:30	\$175.00	
Ord MADDEN NFL PIGSKIN	08/25/13-08/25/13	Sun	6:00p- 7:00p	2	:30	\$150.00	
Inv MADDEN NFL PIGSK	08/25/13	Sun	6:33p		:30	\$150.00	
Inv MADDEN NFL PIGSK	08/25/13	Sun	6:52p		:30	\$150.00	
Ord NOTRE DAME FOOTBALL	08/31/13-08/31/13	Sat	2:30p- 6:00p	1	:30	\$275.00	
Inv NOTRE DAME FB	08/31/13	Sat	5:15p		:30	\$275.00	
Ord MINNESOTA v 49ers	08/25/13-08/25/13	Sun	7:00p-10:30p	1	:30	\$675.00	
Inv MINN v 49ERS	08/25/13	Sun	8:36p		:30	\$675.00	
Ord VARIOUS SPORTS	08/25/13-08/25/13	Sun	12:00p- 6:00p	3	:30	\$65.00	
Inv NBC SPORTS	08/25/13	Sun	12:24p		:30	\$65.00	
Inv NBC SPORTS	08/25/13	Sun	1:59p		:30	\$65.00	
Inv NBC SPORTS	08/25/13	Sun	3:32p		:30	\$65.00	
Ord VARIOUS SPORTS	09/01/13-09/01/13	Sun	12:00p- 6:00p	3	:30	\$65.00	
Inv NBC SPORTS	09/01/13	Sun	1:08p		:30	\$65.00	
Inv NBC SPORTS	09/01/13	Sun	4:17p		:30	\$65.00	
Inv NBC SPORTS	09/01/13	Sun	4:59p		:30	\$65.00	
<b>WGBC- Invoiced Spots Not Matching Order</b>							
<b>WGBC- Bonus Spots Applied</b>							
Bonus TODAY SHW2-NBC	08/19/13	Mon	9:55a		:30	\$0.00	
Bonus STEVE HARVEY!	08/19/13	Mon	1:46p		:30	\$0.00	
Bonus MAURY POVICH	08/20/13	Tue	11:00a		:30	\$0.00	
Bonus PAID PROGRAM	08/22/13	Thu	6:00a		:30	\$0.00	
Bonus MAURY POVICH	08/22/13	Thu	11:48a		:30	\$0.00	
Bonus MAURY POVICH	08/22/13	Thu	11:54a		:30	\$0.00	
Bonus MAURY POVICH	08/22/13	Thu	4:49p		:30	\$0.00	
Bonus AVG. ALL WKS	08/23/13	Fri	8:45a		:30	\$0.00	
Bonus MAURY POVICH	08/23/13	Fri	11:49a		:30	\$0.00	
Bonus TRISHA	08/23/13	Fri	2:59p		:30	\$0.00	
Bonus JERRY SPRINGER	08/23/13	Fri	3:56p		:30	\$0.00	
Bonus OUTDOOR SECRTS	08/25/13	Sun	7:52a		:30	\$0.00	
Bonus SUN TODAY-NBC	08/25/13	Sun	8:30a		:30	\$0.00	

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Bonus AVG. ALL WKS	08/25/13	Sun	11:13a		:30	\$0.00	
Bonus AVG. ALL WKS	08/26/13	Mon	2:39p		:30	\$0.00	
Bonus AVG. ALL WKS	08/26/13	Mon	2:59p		:30	\$0.00	
Bonus TODAY SHW	08/27/13	Tue	8:59a		:30	\$0.00	
Bonus TODAY SHW2-NBC	08/27/13	Tue	9:59a		:30	\$0.00	
Bonus STEVE HARVEY!	08/28/13	Wed	1:19p		:30	\$0.00	
Bonus ENT TONIGHT 30	08/28/13	Wed	5:29p		:30	\$0.00	
Bonus STEVE HARVEY!	08/29/13	Thu	1:45p		:30	\$0.00	
Bonus TRISHA	08/29/13	Thu	2:30p		:30	\$0.00	
Bonus MAURY POVICH	08/30/13	Fri	4:53p		:30	\$0.00	
Bonus AVG. ALL WKS	08/30/13	Fri	9:30p		:30	\$0.00	
Bonus STORM STORIES	08/31/13	Sat	6:50a		:30	\$0.00	
Bonus AVG. ALL WKS	08/31/13	Sat	7:21a		:30	\$0.00	
Bonus AVG. ALL WKS	08/31/13	Sat	8:29a		:30	\$0.00	
Bonus SUN TODAY-NBC	09/01/13	Sun	8:29a		:30	\$0.00	
Bonus TODAY SHW	09/02/13	Mon	8:50a		:30	\$0.00	

**WGBC- Ordered Spots Not Matching Invoice**

**WGBC- Schedule Totals**

Spots Ordered	14	Order Gross Cost	\$2,340.00	Order Grp / Gr Imp	18.0
Spots Invoiced	43	Invoice Gross Cost	\$2,340.00	Invoice Grp / Gr Imp	23.9
		Invoice Net Cost at 15.00%	\$1,989.00	Grp / Gr Imp Index	132.8
Invoiced-No Match	0			Order Reach / Frequency	10.8 / 1.7
				Invoice Reach / Frequency	12.2 / 2.0
Bonus Spots	29				

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

\* - Denotes estimated item(s).

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Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67712</b>	Order No: <b>578</b>
Buyer: <b>Maggie Clark</b>	Agcy Est No:	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Dayparts: <b>CDE1AP2LS</b>	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
<b>WMDN-CBS</b>							
Ord	INSIDE EDITION	08/19/13-08/23/13	Mo-Fr	10:00p-10:35p	5 :30	\$40.00	
Inv	INSIDE EDITION	08/19/13	Mon	10:29p	:30	\$40.00	
Inv	INSIDE EDITION	08/20/13	Tue	10:33p	:30	\$40.00	
Inv	INSIDE EDITION	08/21/13	Wed	10:29p	:30	\$40.00	
Inv	INSIDE EDITION	08/22/13	Thu	10:16p	:30	\$40.00	
Ord	INSIDE EDITION	08/26/13-08/30/13	Mo-Fr	10:00p-10:35p	5 :30	\$40.00	
Inv	INSIDE EDITION	08/26/13	Mon	10:23p	:30	\$40.00	
Inv	INSIDE EDITION	08/27/13	Tue	10:23p	:30	\$40.00	
Inv	INSIDE EDITION	08/28/13	Wed	10:23p	:30	\$40.00	
Inv	INSIDE EDITION	08/29/13	Thu	10:21p	:30	\$40.00	
Inv	INSIDE EDITION	08/30/13	Fri	10:20p	:30	\$40.00	
Ord	INSIDE EDITION	09/02/13-09/02/13	Mon	10:00p-10:35p	1 :30	\$40.00	
Inv	INSIDE EDITION	09/02/13	Mon	10:13p	:30	\$40.00	
Ord	PERSON OF INTEREST	08/20/13-08/20/13	Tue	9:00p-10:00p	2 :30	\$175.00	
Inv	PERSON-TUE-CBS	08/20/13	Tue	9:34p	:30	\$175.00	
Inv	PERSON-TUE-CBS	08/20/13	Tue	9:50p	:30	\$175.00	
Ord	PERSON OF INTEREST	08/27/13-08/27/13	Tue	9:00p-10:00p	2 :30	\$175.00	
Inv	PERSON-TUE-CBS	08/27/13	Tue	9:35p	:30	\$175.00	
Inv	PERSON-TUE-CBS	08/27/13	Tue	9:47p	:30	\$175.00	
Ord	BIG BROTHER	08/21/13-08/21/13	Wed	7:00p- 8:00p	2 :30	\$275.00	
Inv	BIG BROTHER-CBS	08/21/13	Wed	7:00p	:30	\$275.00	
Inv	BIG BROTHER-CBS	08/21/13	Wed	7:58p	:30	\$275.00	
Ord	BIG BROTHER	08/28/13-08/28/13	Wed	7:00p- 8:00p	2 :30	\$275.00	
Inv	BIG BROTHER-CBS	08/28/13	Wed	7:42p	:30	\$275.00	
Inv	BIG BROTHER-CBS	08/28/13	Wed	7:58p	:30	\$275.00	
Ord	BIG BANG THEORY/2-1/2 MEN	08/22/13-08/22/13	Thu	7:00p- 8:00p	2 :30	\$180.00	
Inv	BIG BANG	08/22/13	Thu	7:19p	:30	\$180.00	
Inv	BIG BANG	08/22/13	Thu	7:50p	:30	\$180.00	
Ord	BIG BANG THEORY/2-1/2 MEN	08/29/13-08/29/13	Thu	7:00p- 8:00p	2 :30	\$180.00	
Inv	BIG BANG	08/29/13	Thu	7:19p	:30	\$180.00	
Inv	BIG BANG	08/29/13	Thu	7:19p	:30	\$180.00	
Ord	SEATTLE v GREEN BAY	08/23/13-08/23/13	Fri	7:00p-10:00p	1 :30	\$600.00	
Inv	SEATTLE v GREEN BAY	08/23/13	Fri	8:35p	:30	\$600.00	
Ord	BLUE BLOODS	08/30/13-08/30/13	Fri	9:00p-10:00p	2 :30	\$210.00	
Inv	BLUE BLOODS	08/30/13	Fri	9:37p	:30	\$210.00	
Inv	BLUE BLOODS	08/30/13	Fri	9:59p	:30	\$210.00	

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								DMA RTG M 18-34
Program	Date	Day	Time	Spts	Len	Invoice Rate		
Ord ST LOUIS v DENVER	08/24/13-08/24/13	Sat	7:00p-10:00p	1	:30	\$600.00		
Inv ST LOUIS v DENVE	08/24/13	Sat	8:47p		:30	\$600.00		
Ord BIG BROTHER	08/25/13-08/25/13	Sun	7:00p- 8:00p	2	:30	\$175.00		
Inv BIG BROTHER-CBS	08/25/13	Sun	7:42p		:30	\$175.00		
Inv BIG BROTHER-CBS	08/25/13	Sun	7:51p		:30	\$175.00		
Ord BIG BROTHER	09/01/13-09/01/13	Sun	7:00p- 8:00p	2	:30	\$175.00		
Inv BIG BROTHER-CBS	09/01/13	Sun	7:39p		:30	\$175.00		
Inv BIG BROTHER-CBS	09/01/13	Sun	7:51p		:30	\$175.00		
Ord UNFORGETTABLE	08/25/13-08/25/13	Sun	8:00p- 9:00p	2	:30	\$175.00		
Inv UNFORGETTABLE	08/25/13	Sun	8:34p		:30	\$175.00		
Inv UNFORGETTABLE	08/25/13	Sun	8:44p		:30	\$175.00		
Ord UNFORGETTABLE	09/01/13-09/01/13	Sun	8:00p- 9:00p	2	:30	\$175.00		
Inv UNFORGETTABLE	09/01/13	Sun	8:32p		:30	\$175.00		
Inv UNFORGETTABLE	09/01/13	Sun	8:45p		:30	\$175.00		
Ord THE MENTALIST	08/25/13-08/25/13	Sun	9:00p-10:00p	2	:30	\$175.00		
Inv MENTALIST-CBS	08/25/13	Sun	9:36p		:30	\$175.00		
Inv MENTALIST-CBS	08/25/13	Sun	9:46p		:30	\$175.00		
Ord THE MENTALIST	09/01/13-09/01/13	Sun	9:00p-10:00p	2	:30	\$175.00		
Inv MENTALIST-CBS	09/01/13	Sun	9:37p		:30	\$175.00		
Inv MENTALIST-CBS	09/01/13	Sun	9:49p		:30	\$175.00		
<b>WMDN- Invoiced Spots Not Matching Order</b>								
<b>WMDN- Bonus Spots Applied</b>								
Bonus AGDAY	08/19/13	Mon	6:25a		:30	\$0.00		
Bonus CBS MORN NWS	08/19/13	Mon	6:59a		:30	\$0.00		
Bonus CBS THS MRNG-2	08/19/13	Mon	7:59a		:30	\$0.00		
Bonus RACHAEL RAY	08/19/13	Mon	9:36a		:30	\$0.00		
Bonus CBS MORN NWS	08/19/13	Mon	6:54a		:30	\$0.00		
Bonus TALK-CBS	08/20/13	Tue	1:55p		:30	\$0.00		
Bonus ELLEN	08/20/13	Tue	4:47p		:30	\$0.00		
Bonus DOCTORS	08/21/13	Wed	3:25p		:30	\$0.00		
Bonus AVG. ALL WKS	08/22/13	Thu	8:00a		:30	\$0.00		
Bonus AVG. ALL WKS	08/22/13	Thu	8:29a		:30	\$0.00		
Bonus DR. PHIL	08/22/13	Thu	5:22p		:30	\$0.00		
Bonus AVG. ALL WKS	08/23/13	Fri	8:30a		:30	\$0.00		
Bonus RACHAEL RAY	08/23/13	Fri	9:00a		:30	\$0.00		
Bonus RACHAEL RAY	08/23/13	Fri	9:55a		:30	\$0.00		
Bonus MILLIONAIRE	08/23/13	Fri	11:21a		:30	\$0.00		
Bonus OPEN HOUSE	08/24/13	Sat	5:59a		:30	\$0.00		
Bonus TODAYS HMEOWNR	08/24/13	Sat	6:55a		:30	\$0.00		
Bonus CBS THS MRN:SA	08/24/13	Sat	7:30a		:30	\$0.00		
Bonus CBS THS MRN:SA	08/24/13	Sat	7:59a		:30	\$0.00		
Bonus CBS THS MRNG-2	08/26/13	Mon	8:39a		:30	\$0.00		
Bonus RACHAEL RAY	08/27/13	Tue	9:30a		:30	\$0.00		

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Bonus PRICE-RT 2-CBS	08/27/13	Tue	10:30a		:30	\$0.00	
Bonus DOCTORS	08/27/13	Tue	3:00p		:30	\$0.00	
Bonus DOCTORS	08/27/13	Tue	3:25p		:30	\$0.00	
Bonus CBS THS MRNG-2	08/28/13	Wed	8:46a		:30	\$0.00	
Bonus RACHAEL RAY	08/28/13	Wed	9:21a		:30	\$0.00	
Bonus DR. PHIL	08/28/13	Wed	5:15p		:30	\$0.00	
Bonus AVG. ALL WKS	08/29/13	Thu	8:54a		:30	\$0.00	
Bonus RACHAEL RAY	08/29/13	Thu	9:14a		:30	\$0.00	
Bonus AVG. ALL WKS	08/30/13	Fri	8:15a		:30	\$0.00	
Bonus MILLIONAIRE	08/30/13	Fri	11:23a		:30	\$0.00	
Bonus AVG. ALL WKS	08/30/13	Fri	11:14p		:30	\$0.00	
Bonus AVG. ALL WKS	08/31/13	Sat	11:11p		:30	\$0.00	
Bonus AVG. ALL WKS	08/31/13	Sat	11:56p		:30	\$0.00	
Bonus AVG. ALL WKS	09/01/13	Sun	6:14a		:30	\$0.00	
Bonus SUNDAY MRN-CBS	09/01/13	Sun	8:48a		:30	\$0.00	
Bonus AVG. ALL WKS	09/01/13	Sun	10:43p		:30	\$0.00	
Bonus DR. PHIL	09/02/13	Mon	5:43p		:30	\$0.00	
<b>WMDN- Ordered Spots Not Matching Invoice</b>							
Ord	INSIDE EDITION	08/19/13-08/23/13	Mo-Fr 10:00p-10:35p	1	:30	\$40.00	
<b>WMDN- Schedule Totals</b>							
Spots Ordered	39	Order Gross Cost	\$6,680.00	Order Grp / Gr Imp	63.9		
Spots Invoiced	76	Invoice Gross Cost	\$6,640.00	Invoice Grp / Gr Imp	43.8		
		Invoice Net Cost at 15.00%	\$5,644.00	Grp / Gr Imp Index	68.5		
Invoiced-No Match	0			Order Reach / Frequency	23.3 / 2.7		
				Invoice Reach / Frequency	19.9 / 2.2		
Bonus Spots	38						
<small>NOTE: Spots Invoiced represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. Invoiced-No Match represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. Invoice versus Order estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.</small>							

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Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67712</b>	Order No: <b>578</b>
Buyer: <b>Maggie Clark</b>	Agcy Est No:	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Dayparts: <b>CDE1AP2LS</b>	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
<b>WTOK-ABC</b>							
Ord	GOOD MRN MERIDIAN	08/19/13-08/23/13	Mo-Fr 6:00a- 7:00a	10	:30	\$75.00	
Inv	GOOD-MERIDIAN	08/19/13	Mon 6:29a		:30	\$75.00	
Inv	GOOD-MERIDIAN	08/19/13	Mon 6:48a		:30	\$75.00	
Inv	GOOD-MERIDIAN	08/20/13	Tue 6:23a		:30	\$75.00	
Inv	GOOD-MERIDIAN	08/20/13	Tue 6:49a		:30	\$75.00	
Inv	GOOD-MERIDIAN	08/21/13	Wed 6:30a		:30	\$75.00	
Inv	GOOD-MERIDIAN	08/21/13	Wed 6:53a		:30	\$75.00	
Inv	GOOD-MERIDIAN	08/22/13	Thu 6:20a		:30	\$75.00	
Inv	GOOD-MERIDIAN	08/22/13	Thu 6:57a		:30	\$75.00	
Inv	GOOD-MERIDIAN	08/23/13	Fri 6:25a		:30	\$75.00	
Inv	GOOD-MERIDIAN	08/23/13	Fri 6:43a		:30	\$75.00	
Ord	GOOD MRN MERIDIAN	08/26/13-08/30/13	Mo-Fr 6:00a- 7:00a	10	:30	\$75.00	
Inv	GOOD-MERIDIAN	08/26/13	Mon 6:18a		:30	\$75.00	
Inv	GOOD-MERIDIAN	08/26/13	Mon 6:41a		:30	\$75.00	
Inv	GOOD-MERIDIAN	08/27/13	Tue 6:24a		:30	\$75.00	
Inv	GOOD-MERIDIAN	08/27/13	Tue 6:52a		:30	\$75.00	
Inv	GOOD-MERIDIAN	08/28/13	Wed 6:21a		:30	\$75.00	
Inv	GOOD-MERIDIAN	08/28/13	Wed 6:46a		:30	\$75.00	
Inv	GOOD-MERIDIAN	08/29/13	Thu 6:29a		:30	\$75.00	
Inv	GOOD-MERIDIAN	08/29/13	Thu 6:57a		:30	\$75.00	
Inv	GOOD-MERIDIAN	08/30/13	Fri 6:13a		:30	\$75.00	
Inv	GOOD-MERIDIAN	08/30/13	Fri 6:51a		:30	\$75.00	
Ord	GOOD MRN MERIDIAN	09/02/13-09/02/13	Mon 6:00a- 7:00a	2	:30	\$75.00	
Inv	GOOD-MERIDIAN	09/02/13	Mon 6:24a		:30	\$75.00	
Inv	GOOD-MERIDIAN	09/02/13	Mon 6:48a		:30	\$75.00	
Ord	LIVE AT FIVE	08/19/13-08/23/13	Mo-Fr 5:00p- 5:30p	2	:30	\$165.00	
Inv	LIVE AT FIVE	08/19/13	Mon 5:10p		:30	\$165.00	
Inv	LIVE AT FIVE	08/22/13	Thu 5:11p		:30	\$165.00	
Ord	LIVE AT FIVE	08/26/13-08/30/13	Mo-Fr 5:00p- 5:30p	2	:30	\$165.00	
Inv	LIVE AT FIVE	08/26/13	Mon 5:13p		:30	\$165.00	
Inv	LIVE AT FIVE	08/29/13	Thu 5:18p		:30	\$165.00	
Ord	LIVE AT FIVE	09/02/13-09/02/13	Mon 5:00p- 5:30p	1	:30	\$165.00	
Inv	LIVE AT FIVE	09/02/13	Mon 5:18p		:30	\$165.00	
Ord	NWSCNTR 11-6	08/19/13-08/23/13	Mo-Fr 6:00p- 6:30p	3	:30	\$265.00	
Inv	NWSCNTR 11-6	08/19/13	Mon 6:10p		:30	\$265.00	
Inv	NWSCNTR 11-6	08/20/13	Tue 6:11p		:30	\$265.00	

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							DMA RTG M 18-34
Program	Date	Day	Time	Spts	Len	Invoice Rate	
Inv	NWSCNTR 11-6	08/22/13	Thu 6:00p		:30	\$265.00	
Ord	NWSCNTR 11-6	08/26/13-08/30/13	Mo-Fr 6:00p- 6:30p	3	:30	\$265.00	
Inv	NWSCNTR 11-6	08/26/13	Mon 6:11p		:30	\$265.00	
Inv	NWSCNTR 11-6	08/27/13	Tue 6:12p		:30	\$265.00	
Inv	NWSCNTR 11-6	08/29/13	Thu 6:11p		:30	\$265.00	
Ord	NWSCNTR 11-6	09/02/13-09/02/13	Mon 6:00p- 6:30p	1	:30	\$265.00	
Inv	NWSCNTR 11-6	09/02/13	Mon 6:00p		:30	\$265.00	
Ord	WHEEL-FORTUNE	08/19/13-08/23/13	Mo-Fr 6:30p- 7:00p	5	:30	\$225.00	
Inv	WHEEL-FORTNE	08/19/13	Mon 6:37p		:30	\$225.00	
Inv	WHEEL-FORTNE	08/20/13	Tue 6:59p		:30	\$225.00	
Inv	WHEEL-FORTNE	08/21/13	Wed 6:43p		:30	\$225.00	
Inv	WHEEL-FORTNE	08/22/13	Thu 6:49p		:30	\$225.00	
Inv	WHEEL-FORTNE	08/23/13	Fri 6:38p		:30	\$225.00	
Ord	WHEEL-FORTUNE	08/26/13-08/30/13	Mo-Fr 6:30p- 7:00p	5	:30	\$225.00	
Inv	WHEEL-FORTNE	08/26/13	Mon 6:44p		:30	\$225.00	
Inv	WHEEL-FORTNE	08/27/13	Tue 6:43p		:30	\$225.00	
Inv	WHEEL-FORTNE	08/28/13	Wed 6:37p		:30	\$225.00	
Inv	WHEEL-FORTNE	08/29/13	Thu 6:48p		:30	\$225.00	
Inv	WHEEL-FORTNE	08/30/13	Fri 6:46p		:30	\$225.00	
Ord	WHEEL-FORTUNE	09/02/13-09/02/13	Mon 6:30p- 7:00p	1	:30	\$225.00	
Inv	WHEEL-FORTNE	09/02/13	Mon 6:58p		:30	\$225.00	
Ord	WHEEL OF FORTUNE (SAT)	08/31/13-08/31/13	Sat 6:30p- 7:00p	1	:30	\$125.00	
Inv	WHEEL-FORTNE W	08/31/13	Sat 6:42p		:30	\$125.00	
Ord	NWSCNTR 11-10	08/19/13-08/23/13	Mo-Fr 10:00p-10:35p	2	:30	\$265.00	
Inv	NWSCNTR 11-10	08/19/13	Mon 10:12p		:30	\$265.00	
Inv	NWSCNTR 11-10	08/22/13	Thu 10:19p		:30	\$265.00	
Ord	NWSCNTR 11-10	08/26/13-08/30/13	Mo-Fr 10:00p-10:35p	2	:30	\$265.00	
Inv	NWSCNTR 11-10	08/26/13	Mon 10:14p		:30	\$265.00	
Inv	NWSCNTR 11-10	08/29/13	Thu 10:17p		:30	\$265.00	
Ord	NWSCNTR 11-10	09/02/13-09/02/13	Mon 10:00p-10:35p	1	:30	\$265.00	
Inv	NWSCNTR 11-10	09/02/13	Mon 10:12p		:30	\$265.00	
Ord	THE MIDDLE	08/21/13-08/21/13	Wed 7:00p- 7:30p	2	:30	\$250.00	
Inv	MIDDLE-ABC	08/21/13	Wed 7:00p		:30	\$250.00	
Inv	MIDDLE-ABC	08/21/13	Wed 7:12p		:30	\$250.00	
Ord	THE MIDDLE	08/28/13-08/28/13	Wed 7:00p- 7:30p	2	:30	\$250.00	
Inv (M)	WHEEL-/MIDDLE	08/28/13	Wed 6:59p		:30	\$250.00	
Inv	MIDDLE-ABC	08/28/13	Wed 7:17p		:30	\$250.00	
Ord	MODERN FAMILY	08/21/13-08/21/13	Wed 8:00p- 8:30p	1	:30	\$250.00	
Inv	MODRN FMLY-ABC	08/21/13	Wed 8:20p		:30	\$250.00	
Ord	MODERN FAMILY	08/28/13-08/28/13	Wed 8:00p- 8:30p	1	:30	\$250.00	
Inv	MODRN FMLY-ABC	08/28/13	Wed 8:20p		:30	\$250.00	
Ord	MOTIVE	08/22/13-08/22/13	Thu 8:00p- 9:00p	2	:30	\$200.00	
Inv	MOTIVE - ABC	08/22/13	Thu 8:42p		:30	\$200.00	

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							DMA RTG M 18-34
Program	Date	Day	Time	Spts	Len	Invoice Rate	
Inv	MOTIVE	08/22/13	Thu 8:31p		:30	\$200.00	
Ord	SAT NIGHT COLLEGE	08/24/13-08/24/13	Sat 7:00p-10:30p	1	:30	\$100.00	
Inv	NASCAR ON ABC	08/24/13	Sat 8:02p		:30	\$100.00	
Ord	AMERICA'S FUNNIEST VIDEOS	08/25/13-08/25/13	Sun 6:00p- 7:00p	2	:30	\$125.00	
Inv	AMR-VIDEOS-ABC	08/25/13	Sun 6:21p		:30	\$125.00	
Inv	AMR-VIDEOS-ABC	08/25/13	Sun 6:43p		:30	\$125.00	
Ord	AMERICA'S FUNNIEST VIDEOS	09/01/13-09/01/13	Sun 6:00p- 7:00p	2	:30	\$125.00	
Inv (M)	NASCAR ON ABC	08/24/13	Sat 9:09p		:30	\$125.00	
Inv	AMR-VIDEOS-ABC	09/01/13	Sun 6:23p		:30	\$125.00	
Ord	NEWSCENTER 11 - 10P/SUN	08/25/13-08/25/13	Sun 10:00p-10:35p	1	:30	\$265.00	
Inv	NWSCNTR 11-10	08/25/13	Sun 10:12p		:30	\$265.00	
Ord	NEWSCENTER 11 - 10P/SUN	09/01/13-09/01/13	Sun 10:00p-10:35p	1	:30	\$265.00	
Inv	NWSCNTR 11-10	09/01/13	Sun 10:19p		:30	\$265.00	
<b>WTOK- Invoiced Spots Not Matching Order</b>							
Inv	AMR-VIDEOS-ABC	09/01/13	Sun 6:59p		:30	\$125.00	
<b>WTOK- Bonus Spots Applied</b>							
Bonus	DR. OZ	08/20/13	Tue 4:10p		:30	\$0.00	
Bonus	KELLY&MICHAEL	08/21/13	Wed 9:31a		:30	\$0.00	
Bonus	CHEW-ABC	08/21/13	Wed 12:29p		:30	\$0.00	
Bonus	JUDGE J BROWN	08/22/13	Thu 2:18p		:30	\$0.00	
Bonus	J KIMMEL-LIVE	08/22/13	Thu 10:59p		:30	\$0.00	
Bonus	GOOD MRN AMER	08/23/13	Fri 8:37a		:30	\$0.00	
Bonus	AVG. ALL WKS	08/24/13	Sat 11:29a		:30	\$0.00	
Bonus	LTL LEAGUE WS	08/24/13	Sat 4:14p		:30	\$0.00	
Bonus	ON-RECORD	08/25/13	Sun 5:48p		:30	\$0.00	
Bonus	KELLY&MICHAEL	08/26/13	Mon 9:43a		:30	\$0.00	
Bonus	DR. OZ	08/26/13	Mon 4:32p		:30	\$0.00	
Bonus	ABC-NITELINE	08/26/13	Mon 11:52p		:30	\$0.00	
Bonus	GD MRN AMR-ABC	08/27/13	Tue 8:48a		:30	\$0.00	
Bonus	JEOPARDY	08/27/13	Tue 11:05a		:30	\$0.00	
Bonus	GD MRN AMR-ABC	08/29/13	Thu 8:42a		:30	\$0.00	
Bonus	GD MRN AMR-ABC	08/30/13	Fri 7:29a		:30	\$0.00	
<b>WTOK- Ordered Spots Not Matching Invoice</b>							
Ord	WHEEL OF FORTUNE (SAT)	08/24/13-08/24/13	Sat 6:30p- 7:00p	1	:30	\$125.00	
<b>WTOK- Schedule Totals</b>							

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Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67712</b>	Order No: <b>578</b>
Buyer: <b>Maggie Clark</b>	Agcy Est No:	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Dayparts: <b>CDE1AP2LS</b>	Telephone: <b>601-992-3111</b>	
Campaign: <b>Drive Sober: Aug19</b>			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Spots Ordered	67			Order Gross Cost		\$11,410.00	Order Grp / Gr Imp 172.7
Spots Invoiced	83			Invoice Gross Cost		\$11,410.00	Invoice Grp / Gr Imp 172.6
				Invoice Net Cost at 15.00%		\$9,698.50	Grp / Gr Imp Index 99.9
Invoiced-No Match	1						Order Reach / Frequency 42.6 / 4.1
							Invoice Reach / Frequency 59.9 / 2.9
Bonus Spots	16						

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
<b>All Stations Schedule Totals</b>							
Spots Ordered	120					Order Grp / Gr Imp	254.6
Spots Invoiced	202					Invoice Grp / Gr Imp	240.3
						Grp / Gr Imp Index	94.4
Invoiced-No Match	1					Order Reach / Frequency	60.4 / 4.2
						Invoice Reach / Frequency	65.2 / 3.7
Bonus Spots	83						
<small>NOTE: Spots Invoiced represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. Invoiced-No Match represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. Invoice versus Order estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.</small>							

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Maggie Clark - 9/23/13 5:15 PM

Biloxi-Gulfport (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>67715</b>	Order No: <b>587</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>CA: Drive Sober</b>			

### All Networks

Spots Ordered	61
Spots Invoiced	121
Invoiced - Not Matching Order	0
Bonus Spots	55
Order Gross Cost	\$9,257.00
Invoice Gross Cost	\$9,259.00
Invoice Net Cost at 15.00%	\$7,870.15

DMA RTG M 18-34

Ordered GRPs / Gross Impressions	157.1
Actual GRPs / Gross Impressions	138.1
GRP / Gross Impression Index	87.9
Actual Reach & Frequency	56.1 & 2.5

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

\* More spots invoiced than ordered.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Maggie Clark - 9/23/13 5:19 PM

Columbus-Tupelo-W Pnt-Hstn (B&C)

Post Book : Nielsen CJL/13

Order Book : Nielsen CMYCJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>54</b>	Order No: <b>586</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>CA: Drive Sober</b>			

### All Networks

Spots Ordered	70
Spots Invoiced	141
Invoiced - Not Matching Order	0
Bonus Spots	50
Order Gross Cost	\$2,008.00
Invoice Gross Cost	\$2,008.00
Invoice Net Cost at 15.00%	\$1,706.80

DMA RTG M 18-34

Ordered GRPs / Gross Impressions	63.8
Actual GRPs / Gross Impressions	69.2
GRP / Gross Impression Index	108.5
Actual Reach & Frequency	32.8 & 2.1

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

\* More spots invoiced than ordered.

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Maggie Clark - 9/23/13 5:32 PM

Hattiesburg-Laurel (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>57</b>	Order No: <b>584</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>CA: Drive Sober</b>			

### All Networks

Spots Ordered	28
Spots Invoiced	50
Invoiced - Not Matching Order	0
Bonus Spots	27
Order Gross Cost	\$1,240.00
Invoice Gross Cost	\$1,035.00
Invoice Net Cost at 15.00%	\$879.75

DMA RTG M 18-34

Ordered GRPs / Gross Impressions	56.1
Actual GRPs / Gross Impressions	55.7
GRP / Gross Impression Index	99.3
Actual Reach & Frequency	28.7 & 1.9

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

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Maggie Clark - 9/23/13 5:53 PM

Jackson MS (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>77</b>	Order No: <b>583</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>CA: Drive Sober</b>			

### All Networks

Spots Ordered	65
Spots Invoiced	94
Invoiced - Not Matching Order	0
Bonus Spots	28
Order Gross Cost	\$7,052.00
Invoice Gross Cost	\$7,145.00
Invoice Net Cost at 15.00%	\$6,073.25

DMA RTG M 18-34

Ordered GRPs / Gross Impressions	158.6
Actual GRPs / Gross Impressions	137.1
GRP / Gross Impression Index	86.4
Actual Reach & Frequency	50.5 & 2.7

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

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Maggie Clark - 9/24/13 11:21 AM

Meridian (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>59</b>	Order No: <b>585</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>CA: Drive Sober</b>			

### All Networks

Spots Ordered	24
Spots Invoiced	55
Invoiced - Not Matching Order	0
Bonus Spots	34
Order Gross Cost	\$862.00
Invoice Gross Cost	\$832.00
Invoice Net Cost at 15.00%	\$707.20

DMA RTG M 18-34

Ordered GRPs / Gross Impressions	63.8
Actual GRPs / Gross Impressions	58.6
GRP / Gross Impression Index	91.8
Actual Reach & Frequency	26.9 & 2.2

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

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Maggie Clark - 9/24/13 4:58 PM

Memphis (B&C)  
 Post Book : Nielsen CJL/13  
 Order Book : Nielsen CMYCJL

Agency: <b>Maggie Clark Media Svcs</b>	Flight: <b>Flight 1 08/19/13-09/02/13</b>	Post No: <b>74</b>	Order No: <b>582</b>
Buyer: <b>Maggie Clark</b>	Lengths: <b>:30</b>	Company: <b>Maggie Clark Media Svcs</b>	
Advertiser: <b>MDPS</b>	Agcy Est No:	Telephone: <b>601-992-3111</b>	
Campaign: <b>CA: Drive Sober</b>			

### All Networks

Spots Ordered	188
Spots Invoiced	380
Invoiced - Not Matching Order	0
Bonus Spots	192
Order Gross Cost	\$4,053.00
Invoice Gross Cost	\$4,053.00
Invoice Net Cost at 15.00%	\$3,445.05

DMA RTG M 18-34

Ordered GRPs / Gross Impressions	192.2
Actual GRPs / Gross Impressions	180.6
GRP / Gross Impression Index	94.0
Actual Reach & Frequency	57.6 & 3.1

NOTE: **Spots Invoiced** represents all spots entered from the invoice(s) including makegoods, bonus spots, etc. **Invoiced-No Match** represents spots that were invoiced but do not match ordered lines. Manual adjustments may be required to match invoiced lines with ordered lines. Common examples are makegoods and late runs. **Invoice versus Order** estimates are cumulative totals which include bonus spots, makegoods and non-reconciled lines.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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Post Media Buy Report

Advertiser: Mississippi Office of Highway Safety  
Campaign: Drive Sober or Get Pulled Over

Flight Dates: August 13 - September 2, 2013  
Target Demo: Males 18-34



Value of Ads Placed:	\$ 361,961.52
<b>MDPS Net (Actual) Campaign Cost:</b>	<b>\$ 324,827.07</b>
<hr/>	
Negotiated Discount:	\$ 37,134.45
Value of PSA (Bonus or Free) Ads:	\$ 125,200.00
<hr/> <hr/>	
<b>Total <u>Added Value</u> for MDPS:</b>	<b>\$ 162,334.45</b>
Total Number of Paid Ads:	6,286
Total Number of PSA (Bonus or Free) Ads:	2,842
<hr/>	
<b>Total Number of Ads:</b>	<b>9,128</b>

### Budget Summary

#### Gross Advertising Budget by TV DMA

	Biloxi-Gulfport	Columbus-Tupelo	Greenwood-Greenville	Hattiesburg-Laurel	Jackson	Meridian	Memphis (Southaven)	Statewide	Total Gross Budget
Broadcast TV	\$ 38,259.00	\$ 20,350.00	\$ 14,955.00	\$ 15,255.00	\$ 49,775.00	\$ 20,530.00			\$ 159,124.00
Cable TV	\$ 9,503.00	\$ 2,008.00		\$ 1,240.00	\$ 7,052.00	\$ 862.00	\$ 4,128.00		\$ 24,793.00
Radio	\$ 9,216.00	\$ 9,933.00	\$ 1,980.00	\$ 7,948.00	\$ 13,871.00	\$ 3,773.00	\$ 1,440.00	\$ 37,400.00	\$ 85,561.00
Outdoor	\$ 8,400.00	\$ 3,900.00	\$ 1,750.00	\$ 3,200.00	\$ 21,675.00	\$ 800.00	\$ 3,450.00		\$ 43,175.00
Newspaper	\$ 2,973.60	\$ 3,623.55	\$ 2,576.07	\$ 1,779.75	\$ 6,495.46	\$ 1,406.79	\$ 4,054.38		\$ 22,909.60
Online								\$ 35,000.00	\$ 35,000.00
<b>Total</b>									<b>\$ 370,562.60</b>

#### Actual Advertising Expenditure by TV DMA

	Biloxi-Gulfport	Columbus-Tupelo	Greenwood-Greenville	Hattiesburg-Laurel	Jackson	Meridian	Memphis (Southaven)	Statewide	Total Gross Actual	Actual Net Amount Paid
Broadcast TV	\$ 38,259.00	\$ 20,150.00	\$ 12,155.00	\$ 13,840.00	\$ 49,775.00	\$ 20,390.00			\$ 154,569.00	\$ 131,383.65
Cable TV	\$ 9,303.00	\$ 2,008.00		\$ 1,035.00	\$ 6,922.00	\$ 832.00	\$ 4,040.00		\$ 24,140.00	\$ 20,519.00
Radio	\$ 9,216.00	\$ 9,933.00	\$ 1,980.00	\$ 6,463.00	\$ 13,859.00	\$ 3,773.00	\$ 1,485.00	\$ 35,900.00	\$ 82,609.00	\$ 72,280.90
Outdoor	\$ 8,400.00	\$ 3,900.00	\$ 1,750.00	\$ 3,200.00	\$ 21,675.00	\$ 800.00	\$ 3,450.00		\$ 43,175.00	\$ 43,175.00
Newspaper	\$ 2,973.60	\$ 3,729.42	\$ 1,387.28	\$ 2,142.00	\$ 6,158.10	\$ 1,498.77	\$ 4,579.35		\$ 22,468.52	\$ 22,468.52
Online								\$ 35,000.00	\$ 35,000.00	\$ 35,000.00
<b>Total</b>									<b>\$ 361,961.52</b>	<b>\$ 324,827.07</b>

#### Number of Paid Ads by TV DMA

	Biloxi-Gulfport	Columbus-Tupelo	Greenwood-Greenville	Hattiesburg-Laurel	Jackson	Meridian	Memphis (NMS, Southaven)	Statewide	Total No. of Paid Ads
Broadcast TV	146	136	82	82	149	121	0		716
Cable TV	63	70		28	65	23	186		435
Radio*	252	396	99	208	381	132	33	3,564	5,065
Outdoor	5	4	2	2	14	1	5		33
Newspaper**	2	9	4	2	11	2	7		37
<b>Total</b>									<b>6,286</b>

\* Radio placement included JSU, MSU, UM & USM Collegiate Sports & MS Radio News statewide networks.

\*\* Newspaper placement included all Dailies & student newspapers serving college campuses.

Post Media Buy Report

Advertiser: Mississippi Office of Highway Safety

Campaign: Drive Sober or Get Pulled Over

Flight Dates: August 13 - September 2, 2013

Target Demo: Males 18-34



**Value Added Summary**

**Number of PSA (Bonus or Free) Ads Received by TV DMA**

	Biloxi-Gulfport	Columbus-Tupelo	Greenwood-Greenville	Hattiesburg-Laurel	Jackson	Meridian	Memphis (NMS, Southaven)	Statewide
Broadcast TV	123	95	45	100	172	79		
Cable TV	72	51		27	28	21	192	
Radio*	227	222	55	161	150	44		978
<b>Total</b>								

**Total No. of PSA Ads Received**

614  
391  
1,837  
2,842

**Value of PSA (Bonus or Free) Ads Received by TV DMA**

	Biloxi-Gulfport	Columbus-Tupelo	Greenwood-Greenville	Hattiesburg-Laurel	Jackson	Meridian	Memphis (Southaven)	Statewide
Broadcast TV	\$ 21,525.00	\$ 9,500.00	\$ 3,375.00	\$ 10,000.00	\$ 25,800.00	\$ 5,925.00		
Cable TV	\$ 3,600.00	\$ 2,008.00		\$ 1,033.00	\$ 3,164.00	\$ 832.00	\$ 4,040.00	\$ 8,802.00
Radio	\$ 8,172.00	\$ 5,550.00	\$ 1,100.00	\$ 4,830.00	\$ 4,800.00	\$ 1,144.00		
<b>Total</b>	\$ 33,297.00	\$ 17,058.00	\$ 4,475.00	\$ 15,863.00	\$ 33,764.00	\$ 7,901.00	\$ 4,040.00	\$ 8,802.00

**Total Value of PSA Ads**

\$ 76,125.00  
\$ 23,479.00  
\$ 25,596.00  
\$ 125,200.00

**TV Rating Points by Market by TV DMA**

	Biloxi-Gulfport	Columbus-Tupelo	Greenwood-Greenville	Hattiesburg-Laurel	Jackson	Meridian	Memphis (NMS, Southaven)
Broadcast TV	351.6	285.8	374.8	291.0	289.6	240.3	
Cable TV	<u>138.1</u>	<u>108.5</u>		<u>55.7</u>	<u>137.1</u>	<u>58.6</u>	<u>180.6</u>
<b>Total</b>	489.7	394.3	374.8	346.7	426.7	298.9	180.6

**Avg Men 18-34 GRPs/Market**

305.5  
113.1  
418.6

\* Radio placement included JSU, MSU, UM & USM Collegiate Sports & MS Radio News statewide networks.

Post Media Buy Report

Advertiser: Mississippi Office of Highway Safety  
 Campaign: Drive Sober or Get Pulled Over

Flight Dates: August 13 - September 2, 2013  
 Target Demo: Males 18-34



Overview of Paid Ads - PSAs (Free/Bonus) By TV DMA

	Biloxi-Gulfport	Columbus-Tupelo	Greenwood-Greenville	Hattiesburg-Laurel	Jackson	Meridian	Memphis (NMS, Southaven)	Statewide	Total No. of Ads Received	Total No. of Paid + PSAs Received
TV: Paid	146	136	82	82	149	121			716	54%
TV: PSAs	123	95	45	100	172	79			<u>614</u>	46%
									1,330	
Cable: Paid	63	70		28	65	23	186		435	53%
Cable: PSAs	72	51		27	28	21	192		<u>391</u>	47%
									826	
Radio: Paid	252	396	99	208	381	132	33	3,564	5,065	73%
Radio: PSAs	227	222	55	161	150	44		978	<u>1,837</u>	27%
									6,902	
<b>Total Paid</b>	<b>461</b>	<b>602</b>	<b>181</b>	<b>318</b>	<b>595</b>	<b>276</b>	<b>219</b>	<b>3,564</b>	<b>6,216</b>	
<b>Total PSAs</b>	<b>422</b>	<b>368</b>	<b>100</b>	<b>288</b>	<b>350</b>	<b>144</b>	<b>192</b>	<b>978</b>	<b>2,842</b>	
<b>GRAND TOTAL</b>	<b>883</b>	<b>970</b>	<b>281</b>	<b>606</b>	<b>945</b>	<b>420</b>	<b>411</b>	<b>4,542</b>		<b>9,058</b>

