



DEC 13, 2013 – JAN 1, 2014

POST BUY REPORT: TV – CABLEVISION

DEC 30, 2013 – JAN 6, 2014

POST BUY REPORT: COLLEGE BOWL GAMES

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

in association with

 **Frontier Strategies**

January 30, 2014



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PREPARED BY

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

IN ASSOCIATION WITH



Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 1
Buyer: Maggie Clark		Company: Maggie Clark Media Svcs
Advertiser: MDPS		Telephone: 601-992-3111

Market	INDEX	GRP's	Gross Imp	Reach	Freq	Spots	Cost	CPP	CPM
BILOXI-GULFPORT									
Post Totals	93	279.2	104	58.1	4.8	141	\$30,925	\$110.76	\$297.36
Order Totals		301.4	121	72.0	4.2	66	\$33,725	\$111.89	\$278.72
COLUMBUS-TUPELO-W PNT-HSTN									
Post Totals	88	268.2	125	82.0	3.3	69	\$14,365	\$53.56	\$114.92
Order Totals		305.9	157	85.3	3.6	59	\$14,365	\$46.96	\$91.50
GREENWOOD-GREENVILLE									
Post Totals	90	269.2	27	60.8	4.4	78	\$7,475	\$27.77	\$276.85
Order Totals		299.9	63	81.1	3.7	75	\$7,475	\$24.92	\$118.65
HATTIESBURG-LAUREL									
Post Totals	104	309.3	98	90.8	3.4	200	\$18,650	\$60.30	\$190.31
Order Totals		298.8	107	80.7	3.7	68	\$18,650	\$62.42	\$174.30
JACKSON MS									
Post Totals	91	283.1	252	82.2	3.4	110	\$40,495	\$143.04	\$160.69
Order Totals		310.7	304	88.5	3.5	76	\$40,495	\$130.33	\$133.21
MERIDIAN									
Post Totals	89	264.2	52	64.7	4.1	52	\$9,110	\$34.48	\$175.19
Order Totals		295.5	47	81.9	3.6	44	\$9,110	\$30.83	\$193.83
CAMPAIGN POST TOTALS			658	66.1	3.7	650	\$121,020		\$183.92
CAMPAIGN ORDER TOTALS			799	80.4	3.7	388	\$123,820		\$154.97

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Agency: Maggie Clark Media Svcs	Flight: VARIOUS	Post No: 2
Buyer: Maggie Clark		Company: Maggie Clark Media Svcs
Advertiser: MDPS		Telephone: 601-992-3111

Market	INDEX	GRP's	Gross Impr	Reach	Freq	Spots	Cost	CPP	CPM
BILOXI-GULFPORT									
Post Totals	180	183.6	66	46.7	3.9	105	\$4,264	\$23.23	\$64.61
Order Totals		101.7	36	49.3	2.1	27	\$4,368	\$42.95	\$121.33
COLUMBUS-TUPELO-W PNT-HSTN									
Post Totals	97	118.0	36	51.6	2.3	29	\$1,194	\$10.12	\$33.17
Order Totals		122.1	69	59.8	2.0	27	\$1,239	\$10.15	\$17.96
HATTIESBURG-LAUREL									
Post Totals	90	119.9	37	44.5	2.7	54	\$2,538	\$21.17	\$68.59
Order Totals		134.5	44	61.1	2.2	38	\$2,511	\$18.67	\$57.07
JACKSON MS									
Post Totals	106	86.7	85	29.5	3.1	257	\$6,121	\$70.60	\$72.01
Order Totals		81.9	75	40.3	2.0	31	\$6,156	\$75.16	\$82.08
MERIDIAN									
Post Totals	95	34.8	2	16.1	2.2	28	\$691	\$19.86	\$345.50
Order Totals		36.6	3	18.7	2.0	27	\$771	\$21.07	\$257.00
MEMPHIS									
Post Totals	88	68.0	120	32.9	2.1	26	\$2,000	\$29.41	\$16.67
Order Totals		76.8	135	39.4	1.9	27	\$2,100	\$27.34	\$15.56
CAMPAIGN POST TOTALS			346			499	\$16,808		\$48.58
CAMPAIGN ORDER TOTALS			362			177	\$17,145		\$47.36

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/30/13-01/06/14	Post No: 3
Buyer: Maggie Clark		Company: Maggie Clark Media Svcs
Advertiser: MDPS		Telephone: 601-992-3111

Market	INDEX	GRP's	Gross Impr	Reach	Freq	Spots	Cost	CPP	CPM
BILOXI-GULFPORT									
Post Totals	93	43.0	16	14.3	3.0	40	\$3,965	\$92.21	\$247.81
Order Totals		46.2	18	31.7	1.5	10	\$3,965	\$85.82	\$220.28
COLUMBUS-TUPELO-W PNT-HSTN									
Post Totals	193	76.8	48	24.4	3.2	50	\$2,275	\$29.62	\$47.40
Order Totals		40.0	19	28.3	1.4	10	\$2,275	\$56.88	\$119.74
GREENWOOD-GREENVILLE									
Post Totals	180	45.3	9	15.9	2.9	30	\$2,440	\$53.86	\$271.11
Order Totals		25.0	2	17.4	1.4	10	\$2,440	\$97.60	\$1,220.00
HATTIESBURG-LAUREL									
Post Totals	106	36.1	11	23.0	1.6	18	\$5,500	\$152.35	\$500.00
Order Totals		34.0	9	24.9	1.4	10	\$5,500	\$161.76	\$611.11
JACKSON MS									
Post Totals	110	41.1	35	18.3	2.2	49	\$13,250	\$322.38	\$378.57
Order Totals		37.1	28	25.8	1.4	10	\$13,250	\$357.14	\$473.21
MERIDIAN									
Post Totals	95	41.5	3	18.9	2.2	10	\$3,000	\$72.29	\$1,000.00
Order Totals		43.0	6	29.6	1.5	10	\$3,000	\$69.77	\$500.00
MEMPHIS									
Post Totals	96	22.4	43	13.6	1.7	10	\$5,760	\$257.14	\$133.95
Order Totals		23.3	46	17.4	1.3	10	\$5,760	\$247.21	\$125.22
CAMPAIGN POST TOTALS			165	23.5	2.1	207	\$36,190		\$219.33
CAMPAIGN ORDER TOTALS			128	24.3	1.4	70	\$36,190		\$282.73

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Maggie Clark
MEDIA SERVICES "TvSCAN" **Dcst Reconciliation Summary**

Maggie Clark - 1/27/14 10:34 AM



Biloxi-Gulfport (B&C)
 Post Book : Nielsen CNO/13
 Order Book : Nielsen CNO/12

Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 4	Order No: 683
Buyer: Maggie Clark	Lengths: :30	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Agcy Est No:	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			

All Stations

Spots Ordered	66
Spots Invoiced	141
Invoiced - Not Matching Order	0
Bonus Spots	75
Order Gross Cost	\$33,725.00
Invoice Gross Cost	\$30,925.00

DMA RTG M 18-34

Ordered GRPs / Gross Impressions	301.4
Actual GRPs / Gross Impressions	299.6
GRP / Gross Impression Index	99.4
Actual Reach & Frequency	64.1 & 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.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 50	Order No: 683
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
WLOX-ABC							
Ord GOOD MRN MS: 6-7AM	12/13/13-12/13/13	Fri	6:00a- 7:00a	2	:30	\$325.00	
Inv (M) GD MRN AMR-ABC	12/13/13	Fri	7:59a		:30	\$225.00	
Inv (M) GD MRN AMR-ABC	12/13/13	Fri	8:44a		:30	\$225.00	
Ord GOOD MRN MS: 6-7AM	12/16/13-12/20/13	Mo-Fr	6:00a- 7:00a	10	:30	\$325.00	
Inv (M) GD MRN AMR-ABC	12/16/13	Mon	7:29a		:30	\$225.00	
Inv (M) GD MRN AMR-ABC	12/16/13	Mon	8:54a		:30	\$225.00	
Inv (M) GD MRN AMR-ABC	12/17/13	Tue	7:29a		:30	\$225.00	
Inv (M) GD MRN AMR-ABC	12/17/13	Tue	8:49a		:30	\$225.00	
Inv (M) GD MRN AMR-ABC	12/18/13	Wed	7:30a		:30	\$225.00	
Inv (M) GD MRN AMR-ABC	12/18/13	Wed	8:50a		:30	\$225.00	
Inv (M) GD MRN AMR-ABC	12/19/13	Thu	7:29a		:30	\$225.00	
Inv (M) GD MRN AMR-ABC	12/19/13	Thu	8:41a		:30	\$225.00	
Inv (M) GD MRN AMR-ABC	12/20/13	Fri	7:30a		:30	\$225.00	
Inv (M) GD MRN AMR-ABC	12/20/13	Fri	8:49a		:30	\$225.00	
Ord GOOD MRN MS: 6-7AM	12/23/13-12/27/13	Mo-Fr	6:00a- 7:00a	10	:30	\$325.00	
Inv (M) GD MRN AMR-ABC	12/23/13	Mon	7:59a		:30	\$225.00	
Inv (M) GD MRN AMR-ABC	12/23/13	Mon	8:51a		:30	\$225.00	
Inv (M) GD MRN AMR-ABC	12/24/13	Tue	7:58a		:30	\$225.00	
Inv (M) GD MRN AMR-ABC	12/24/13	Tue	8:54a		:30	\$225.00	
Inv (M) GD MRN AMR-ABC	12/25/13	Wed	7:59a		:30	\$225.00	
Inv (M) GD MRN AMR-ABC	12/25/13	Wed	8:44a		:30	\$225.00	
Inv (M) GD MRN AMR-ABC	12/26/13	Thu	7:29a		:30	\$225.00	
Inv (M) GD MRN AMR-ABC	12/26/13	Thu	8:54a		:30	\$225.00	
Inv (M) GD MRN AMR-ABC	12/27/13	Fri	7:26a		:30	\$225.00	
Inv (M) GD MRN AMR-ABC	12/27/13	Fri	8:55a		:30	\$225.00	
Ord GOOD MRN MS: 6-7AM	12/30/13-01/01/14	Mo-We	6:00a- 7:00a	6	:30	\$325.00	
Inv (M) GD MRN AMR-ABC	12/30/13	Mon	7:29a		:30	\$225.00	
Inv (M) GD MRN AMR-ABC	12/30/13	Mon	7:49a		:30	\$225.00	
Inv (M) GD MRN AMR-ABC	12/31/13	Tue	7:59a		:30	\$225.00	
Inv (M) GD MRN AMR-ABC	12/31/13	Tue	8:54a		:30	\$225.00	
Inv (M) GD MRN AMR-ABC	01/01/14	Wed	7:43a		:30	\$225.00	
Inv (M) GD MRN AMR-ABC	01/01/14	Wed	8:00a		:30	\$225.00	
Ord WHEEL OF FORTUNE	12/16/13-12/20/13	Mo-Fr	6:30p- 7:00p	2	:30	\$625.00	
Inv WHEEL-FORTNE	12/16/13	Mon	6:36p		:30	\$625.00	
Inv (M) WLOX NEWS-6PM	12/19/13	Thu	6:28p		:30	\$625.00	
Ord WHEEL OF FORTUNE	12/23/13-12/27/13	Mo-Fr	6:30p- 7:00p	2	:30	\$625.00	

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							DMA RTG M 18-34
Program	Date	Day	Time	Spts	Len	Invoice Rate	
Inv WHEEL-FORTNE	12/23/13	Mon	6:37p		:30	\$625.00	
Inv WHEEL-FORTNE	12/26/13	Thu	6:36p		:30	\$625.00	
Ord WHEEL OF FORTUNE	12/30/13-01/01/14	Mo-We	6:30p- 7:00p	1	:30	\$625.00	
Inv WHEEL-FORTNE	12/30/13	Mon	6:42p		:30	\$625.00	
Ord MIDDLE/BACK IN THE GAME	12/18/13-12/18/13	Wed	7:00p- 8:00p	1	:30	\$1,300.00	
Inv AVG. ALL WKS	12/18/13	Wed	7:50p		:30	\$1,300.00	
Ord MIDDLE/BACK IN THE GAME	12/25/13-12/25/13	Wed	7:00p- 8:00p	1	:30	\$1,300.00	
Inv AVG. ALL WKS	12/25/13	Wed	7:49p		:30	\$1,300.00	
Ord MIDDLE/BACK IN THE GAME	01/01/14-01/01/14	Wed	7:00p- 8:00p	1	:30	\$1,300.00	
Inv (M) WHEEL-FORTNE	01/01/14	Wed	6:59p		:30	\$1,300.00	
Ord MOD FAM/PARENTS	12/18/13-12/18/13	Wed	8:00p- 9:00p	1	:30	\$1,400.00	
Inv AVG. ALL WKS	12/18/13	Wed	8:20p		:30	\$1,400.00	
Ord MOD FAM/PARENTS	12/25/13-12/25/13	Wed	8:00p- 9:00p	1	:30	\$1,400.00	
Inv AVG. ALL WKS	12/25/13	Wed	8:49p		:30	\$1,400.00	
Ord MOD FAM/PARENTS	01/01/14-01/01/14	Wed	8:00p- 9:00p	1	:30	\$1,400.00	
Inv AVG. ALL WKS	01/01/14	Wed	8:21p		:30	\$1,400.00	
Ord TIME IN WONDERLAND	12/19/13-12/19/13	Thu	7:00p- 8:00p	1	:30	\$600.00	
Inv AVG. ALL WKS	12/19/13	Thu	7:45p		:30	\$600.00	
Ord TIME IN WONDERLAND	12/26/13-12/26/13	Thu	7:00p- 8:00p	1	:30	\$600.00	
Inv AVG. ALL WKS	12/26/13	Thu	7:25p		:30	\$600.00	
Ord WLOX NEWS - SAT: 10PM	12/14/13-12/14/13	Sat	10:00p-10:35p	1	:30	\$350.00	
Inv SAT NT FTB-ABC	12/14/13	Sat	10:15p		:30	\$350.00	
Ord WLOX NEWS - SAT: 10PM	12/21/13-12/21/13	Sat	10:00p-10:35p	1	:30	\$350.00	
Inv SAT NT FTB-ABC	12/21/13	Sat	10:15p		:30	\$350.00	
Ord WLOX NEWS - SAT: 10PM	12/28/13-12/28/13	Sat	10:00p-10:35p	1	:30	\$350.00	
Inv SAT NT FTB-ABC	12/28/13	Sat	10:27p		:30	\$350.00	
Ord CMA COUNTRY CHRISTMAS	12/19/13-12/19/13	Thu	8:00p-10:00p	1	:30	\$800.00	
Inv SCANDAL-ABC	12/19/13	Thu	9:44p		:30	\$800.00	
WLOX- Invoiced Spots Not Matching Order							
WLOX- Bonus Spots Applied							
Bonus SHOP SOUTH MS	12/13/13	Fri	11:49a		:30	\$0.00	
Bonus STEVE HARVEY!	12/13/13	Fri	2:59p		:30	\$0.00	
Bonus 20/20-FRI-ABC	12/13/13	Fri	9:49p		:30	\$0.00	
Bonus AVG. ALL WKS	12/13/13	Fri	11:50p		:30	\$0.00	
Bonus AVG. ALL WKS	12/14/13	Sat	1:25p		:30	\$0.00	
Bonus AVG. ALL WKS	12/14/13	Sat	2:17p		:30	\$0.00	
Bonus ABC CLG FTBL L	12/14/13	Sat	2:41p		:30	\$0.00	
Bonus ABC CLG FTBL L	12/14/13	Sat	2:59p		:30	\$0.00	
Bonus GDMRNMS SU 8A	12/15/13	Sun	8:09a		:30	\$0.00	
Bonus THIS WEEK-ABC	12/15/13	Sun	9:59a		:30	\$0.00	
Bonus AVG. ALL WKS	12/15/13	Sun	1:47p		:30	\$0.00	
Bonus AVG. ALL WKS	12/15/13	Sun	4:58p		:30	\$0.00	
Bonus WLOX NW-10P SU	12/15/13	Sun	10:25p		:30	\$0.00	

* - Denotes estimated item(s).
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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Bonus VIEW-ABC	12/16/13	Mon	10:31a		:30	\$0.00	
Bonus ABC-NITELINE	12/16/13	Mon	11:30p		:30	\$0.00	
Bonus GENRL HOSPITAL	12/17/13	Tue	1:59p		:30	\$0.00	
Bonus AMERICA NOW	12/17/13	Tue	3:29p		:30	\$0.00	
Bonus AMERICA NOW	12/18/13	Wed	3:38p		:30	\$0.00	
Bonus INSIDE EDITION	12/18/13	Wed	4:51p		:30	\$0.00	
Bonus AMERICA NOW	12/19/13	Thu	3:25p		:30	\$0.00	
Bonus WHEEL-FORTNE	12/19/13	Thu	6:54p		:30	\$0.00	
Bonus VIEW-ABC	12/20/13	Fri	10:59a		:30	\$0.00	
Bonus MIDDAY NEWS	12/20/13	Fri	11:27a		:30	\$0.00	
Bonus STORM STORIES	12/21/13	Sat	6:26a		:30	\$0.00	
Bonus WHEEL-FRTNE SA	12/21/13	Sat	6:48p		:30	\$0.00	
Bonus GDMRNMS SU 8A	12/22/13	Sun	8:12a		:30	\$0.00	
Bonus AVG. ALL WKS	12/22/13	Sun	9:19p		:30	\$0.00	
Bonus GD MRN MISS ED	12/23/13	Mon	5:47a		:30	\$0.00	
Bonus STEVE HARVEY!	12/23/13	Mon	2:33p		:30	\$0.00	
Bonus MIDDAY NEWS	12/24/13	Tue	11:27a		:30	\$0.00	
Bonus WLOX NEWS-10PM	12/24/13	Tue	10:16p		:30	\$0.00	
Bonus SHOP SOUTH MS	12/25/13	Wed	11:59a		:30	\$0.00	
Bonus AVG. ALL WKS	12/25/13	Wed	11:47p		:30	\$0.00	
Bonus KELLY&MICHAEL	12/26/13	Thu	9:46a		:30	\$0.00	
Bonus VIEW-ABC	12/26/13	Thu	10:35a		:30	\$0.00	
Bonus KELLY&MICHAEL	12/27/13	Fri	9:38a		:30	\$0.00	
Bonus SHOP SOUTH MS	12/27/13	Fri	11:49a		:30	\$0.00	
Bonus PRIVATE PRACTC	12/28/13	Sat	5:49a		:30	\$0.00	
Bonus SAT NT FTB-ABC	12/28/13	Sat	10:09p		:30	\$0.00	
Bonus SAT NT FTB-ABC	12/28/13	Sat	10:23p		:30	\$0.00	
Bonus WLOX NW1030 SU	12/29/13	Sun	10:58p		:30	\$0.00	
Bonus GOOD MRN MISS	12/30/13	Mon	6:45a		:30	\$0.00	
Bonus VIEW-ABC	12/31/13	Tue	10:59a		:30	\$0.00	
Bonus STEVE HARVEY!	12/31/13	Tue	2:20p		:30	\$0.00	
Bonus WLOX NEWS-5PM	01/01/14	Wed	5:07p		:30	\$0.00	
Bonus WLOX NEWS-10PM	01/01/14	Wed	10:26p		:30	\$0.00	
WLOX- Ordered Spots Not Matching Invoice							
WLOX- Schedule Totals							

* - 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 12/13/13-01/01/14	Post No: 50	Order No: 683
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Spots Ordered	45			Order Gross Cost		\$23,375.00	Order Grp / Gr Imp 194.9
Spots Invoiced	91			Invoice Gross Cost		\$20,575.00	Invoice Grp / Gr Imp 211.5
				Invoice Net Cost at 15.00%		\$17,488.75	Grp / Gr Imp Index 108.5
							Order Reach / Frequency 45.8 / 4.3
							Invoice Reach / Frequency 55.9 / 3.8
Bonus Spots	46						

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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							DMA RTG M 18-34
Program	Date	Day	Time	Spts	Len	Invoice Rate	
WXXV-FOX							
Ord BONES	12/13/13-12/13/13	Fri	7:00p- 8:00p	1	:30	\$200.00	
Inv BONES	12/13/13	Fri	7:19p		:30	\$200.00	
Ord BONES	12/20/13-12/20/13	Fri	7:00p- 8:00p	1	:30	\$200.00	
Inv BONES	12/20/13	Fri	7:20p		:30	\$200.00	
Ord BONES	12/27/13-12/27/13	Fri	7:00p- 8:00p	1	:30	\$200.00	
Inv BONES	12/27/13	Fri	7:40p		:30	\$200.00	
Ord FOX NFL SUNDAY PRE-GAME	12/15/13-12/15/13	Sun	11:00a-12:00p	1	:30	\$300.00	
Inv FOX NFL SU-PRE	12/15/13	Sun	11:19a		:30	\$300.00	
Ord FOX NFL SUNDAY PRE-GAME	12/22/13-12/22/13	Sun	11:00a-12:00p	1	:30	\$300.00	
Inv FOX NFL SU-GM1	12/22/13	Sun	12:00p		:30	\$300.00	
Ord FOX NFL SUNDAY PRE-GAME	12/29/13-12/29/13	Sun	11:00a-12:00p	1	:30	\$300.00	
Inv (M) FOX NFL SU-GM1	12/29/13	Sun	12:01p		:30	\$300.00	
Ord SAINTS v ST LOUIS	12/15/13-12/15/13	Sun	12:00p- 3:00p	1	:30	\$1,600.00	
Inv (M) FOX NFL	12/15/13	Sun	5:05p		:30	\$1,600.00	
Ord SAINTS v CAROLINA	12/22/13-12/22/13	Sun	12:00p- 3:00p	1	:30	\$1,600.00	
Inv FOX NFL SU-GM1	12/22/13	Sun	1:31p		:30	\$1,600.00	
Ord SAINTS v TAMPA BAY	12/29/13-12/29/13	Sun	12:00p- 3:00p	1	:30	\$1,600.00	
Inv (M) FOX NFL	12/29/13	Sun	5:04p		:30	\$1,600.00	
Ord SIMPSONS/SIMPSONS	12/22/13-12/22/13	Sun	7:00p- 8:00p	2	:30	\$225.00	
Inv SIMPSONS	12/22/13	Sun	7:17p		:30	\$225.00	
Inv SIMPSONS	12/22/13	Sun	7:43p		:30	\$225.00	
Ord SIMPSONS/SIMPSONS	12/29/13-12/29/13	Sun	7:00p- 8:00p	2	:30	\$225.00	
Inv SIMPSONS	12/29/13	Sun	7:23p		:30	\$225.00	
Inv (M) SIMPSONS	12/29/13	Sun	8:01p		:30	\$225.00	
Ord FAMILY GUY/AMERICAN DAD	12/15/13-12/15/13	Sun	8:00p- 9:00p	2	:30	\$225.00	
Inv FAMILY GUY	12/15/13	Sun	8:17p		:30	\$225.00	
Inv AMERICAN DAD	12/15/13	Sun	8:50p		:30	\$225.00	
Ord FAMILY GUY/AMERICAN DAD	12/22/13-12/22/13	Sun	8:00p- 9:00p	2	:30	\$225.00	
Inv FAMILY GUY	12/22/13	Sun	8:21p		:30	\$225.00	
Inv ANIMATION DEF	12/22/13	Sun	8:46p		:30	\$225.00	
Ord FAMILY GUY/AMERICAN DAD	12/29/13-12/29/13	Sun	8:00p- 9:00p	2	:30	\$225.00	
Inv FAMILY GUY	12/29/13	Sun	8:22p		:30	\$225.00	
Inv ANIMATION DEF	12/29/13	Sun	8:48p		:30	\$225.00	
Ord GREEN BAY v DALLAS	12/15/13-12/15/13	Sun	12:00p- 3:15p	1	:30	\$900.00	
Inv FOX NFL	12/15/13	Sun	2:24p		:30	\$900.00	
Ord SF 49ers v ARIZONA	12/29/13-12/29/13	Sun	3:15p- 6:00p	1	:30	\$900.00	
Inv FOX NFL	12/29/13	Sun	3:21p		:30	\$900.00	
WXXV- Invoiced Spots Not Matching Order							
WXXV- Bonus Spots Applied							
Bonus DOCTORS	12/13/13	Fri	3:22p		:30	\$0.00	
Bonus ARSENIO HALL	12/13/13	Fri	10:14p		:30	\$0.00	
Bonus BIG BNG THEORY	12/14/13	Sat	6:13p		:30	\$0.00	

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Bonus FOX COLLG FTBL	12/14/13	Sat	8:18p		:30	\$0.00	
Bonus ARSENIO HALL W	12/15/13	Sun	9:15p		:30	\$0.00	
Bonus ARSENIO HALL W	12/15/13	Sun	9:46p		:30	\$0.00	
Bonus TEST	12/16/13	Mon	1:11p		:30	\$0.00	
Bonus TWO & HALF MEN	12/16/13	Mon	6:59p		:30	\$0.00	
Bonus DIVORCE COURT	12/17/13	Tue	9:09a		:30	\$0.00	
Bonus TWO & HALF MEN	12/17/13	Tue	5:25p		:30	\$0.00	
Bonus TWO & HALF MEN	12/18/13	Wed	5:15p		:30	\$0.00	
Bonus NEWS 25	12/18/13	Wed	9:19p		:30	\$0.00	
Bonus SPECIAL	12/20/13	Fri	8:20p		:30	\$0.00	
Bonus NEWS 25	12/20/13	Fri	9:12p		:30	\$0.00	
Bonus SEC FTBL PREGM	12/21/13	Sat	11:10a		:30	\$0.00	
Bonus MOVIE	12/21/13	Sat	4:16p		:30	\$0.00	
Bonus THAT'S-LIKE-SO	12/22/13	Sun	9:28a		:30	\$0.00	
Bonus PEOPLE'S COURT	12/23/13	Mon	8:19a		:30	\$0.00	
Bonus DR. PHIL	12/23/13	Mon	4:31p		:30	\$0.00	
Bonus JUDGE MATHIS	12/24/13	Tue	12:20p		:30	\$0.00	
Bonus ARSENIO HALL	12/24/13	Tue	10:37p		:30	\$0.00	
Bonus JUDGE JUDY	12/25/13	Wed	11:07a		:30	\$0.00	
Bonus TEST	12/25/13	Wed	1:30p		:30	\$0.00	
Bonus TEST	12/27/13	Fri	1:20p		:30	\$0.00	
Bonus NEWS 25	12/27/13	Fri	9:12p		:30	\$0.00	
Bonus SEC FTB	12/28/13	Sat	12:52p		:30	\$0.00	
Bonus SIMPSON	12/28/13	Sat	11:03p		:30	\$0.00	
Bonus GULF SO OUTDRS	12/29/13	Sun	10:29a		:30	\$0.00	
Bonus ARSENIO HALL W	12/29/13	Sun	9:27p		:30	\$0.00	
WXXV- Ordered Spots Not Matching Invoice							
WXXV- Schedule Totals							
Spots Ordered	21	Order Gross Cost	\$10,350.00	Order Grp / Gr Imp		106.5	
Spots Invoiced	50	Invoice Gross Cost	\$10,350.00	Invoice Grp / Gr Imp		67.7	
		Invoice Net Cost at 15.00%	\$8,797.50	Grp / Gr Imp Index		63.6	
				Order Reach / Frequency		50.2 / 2.1	
				Invoice Reach / Frequency		36.8 / 1.8	
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.							

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 50	Order No: 683
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
All Stations Schedule Totals							
Spots Ordered	66	Order Gross Cost		\$33,725.00	Order Grp / Gr Imp		301.4
Spots Invoiced	141	Invoice Gross Cost		\$30,925.00	Invoice Grp / Gr Imp		279.2
		Invoice Net Cost at 15.00%		\$26,286.25	Grp / Gr Imp Index		92.6
					Order Reach / Frequency		72.0 / 4.2
					Invoice Reach / Frequency		58.1 / 4.8
Bonus Spots	75						
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: Maggie Clark Media Svcs	Flight: Flight 1 12/21/13-12/21/13	Post No: 49	Order No: 676
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: SD	Telephone: 601-992-3111	
Campaign: MVP SPONSORSHIP			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
WLOX-ABC							
Ord ALL-STAR HS FB GAME	12/21/13-12/21/13	Sat	12:00p- 3:00p	1	:30	\$1,250.00	
MVP Sponson with Open/Close BB + in-game :30 spot.							
Inv MVP SPONSORSHIP	12/21/13	Sat	12:00p		:30	\$1,250.00	
WLOX- Invoiced Spots Not Matching Order							
WLOX- Bonus Spots Applied							
WLOX- Ordered Spots Not Matching Invoice							
WLOX- Schedule Totals							
Spots Ordered	1	Order Gross Cost		\$1,250.00	Order Grp / Gr Imp		5.0
Spots Invoiced	1	Invoice Gross Cost		\$1,250.00	Invoice Grp / Gr Imp		5.0
		Invoice Net Cost at 15.00%		\$1,062.50	Grp / Gr Imp Index		100.0
					Order Reach / Frequency		5.0 / 1.0
					Invoice Reach / Frequency		5.0 / 1.0
Bonus Spots	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.							

* - Denotes estimated item(s).
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Maggie Clark - 1/27/14 1:24 PM

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



Post Book : Nielsen CNO/13

Order Book : Nielsen CNO/12

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Agency: Maggie Clark Media Srvc	Flight: Flight 1 12/13/13-01/01/14	Post No: 52	Order No: 684
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Srvc	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
WCBI-CBS							
Ord NCSI	12/17/13-12/17/13	Tue	7:00p- 8:00p	1	:30	\$600.00	
Inv NCIS	12/17/13	Tue	7:46p		:30	\$600.00	
Ord NCSI	12/24/13-12/24/13	Tue	7:00p- 8:00p	1	:30	\$600.00	
Inv (M) NCIS	12/24/13	Tue	7:00p		:30	\$600.00	
Ord NCSI	12/31/13-12/31/13	Tue	7:00p- 8:00p	1	:30	\$600.00	
Inv (M) NCIS	12/31/13	Tue	7:46p		:30	\$600.00	
Ord NCIS: LOS ANGELES	12/17/13-12/17/13	Tue	8:00p- 9:00p	1	:30	\$600.00	
Inv NCIS: LA	12/17/13	Tue	8:46p		:30	\$600.00	
Ord NCIS: LOS ANGELES	12/24/13-12/24/13	Tue	8:00p- 9:00p	1	:30	\$600.00	
Inv NCIS: LA	12/24/13	Tue	8:46p		:30	\$600.00	
Ord NCIS: LOS ANGELES	12/31/13-12/31/13	Tue	8:00p- 9:00p	1	:30	\$600.00	
Inv (M) NCIS: LA	12/31/13	Tue	8:46p		:30	\$600.00	
Ord BIG BANG/THE MILLERS	12/19/13-12/19/13	Thu	7:00p- 8:00p	1	:30	\$400.00	
Inv BIG BANG-CBS	12/19/13	Thu	7:15p		:30	\$400.00	
Ord BIG BANG/THE MILLERS	12/26/13-12/26/13	Thu	7:00p- 8:00p	1	:30	\$400.00	
Inv BIG BANG-CBS	12/26/13	Thu	7:15p		:30	\$400.00	
Ord CRIMETIME SATURDAY	12/14/13-12/14/13	Sat	8:00p- 9:00p	1	:30	\$150.00	
Inv FROSTY RETURNS	12/14/13	Sat	8:58p		:30	\$150.00	
Ord CRIMETIME SATURDAY	12/21/13-12/21/13	Sat	8:00p- 9:00p	1	:30	\$150.00	
Inv CRIMETIME SATURDAY	12/21/13	Sat	8:59p		:30	\$150.00	
Ord CRIMETIME SATURDAY	12/28/13-12/28/13	Sat	8:00p- 9:00p	1	:30	\$150.00	
Inv 48 HOURS	12/28/13	Sat	8:29p		:30	\$150.00	
WCBI- Invoiced Spots Not Matching Order							
WCBI- Bonus Spots Applied							
Bonus LIVE AT FIVE	12/30/13	Mon	5:29p		:30	\$0.00	
Bonus CBS THS MRNG-2	12/16/13	Mon	8:29a		:30	\$0.00	
Bonus CBS THS MRNG-2	12/18/13	Wed	8:27a		:30	\$0.00	
Bonus AFRICAN SHORT FILMS	12/21/13	Sat	1:22p		:30	\$0.00	
Bonus CBS THS MRNG-2	12/23/13	Mon	8:54a		:30	\$0.00	
Bonus CBS THS MRNG-2	12/25/13	Wed	7:28a		:30	\$0.00	
Bonus ELLEN	12/27/13	Fri	4:32p		:30	\$0.00	
Bonus CBS THS MRN:SA	12/28/13	Sat	7:29a		:30	\$0.00	
Bonus VIEW FROM SKY	12/29/13	Sun	7:29a		:30	\$0.00	
WCBI- Ordered Spots Not Matching Invoice							
WCBI- Schedule Totals							

* - Denotes estimated item(s).
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 52	Order No: 684
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Spots Ordered	11			Order Gross Cost		\$4,850.00	Order Grp / Gr Imp 66.0
Spots Invoiced	20			Invoice Gross Cost		\$4,850.00	Invoice Grp / Gr Imp 56.3
				Invoice Net Cost at 15.00%		\$4,122.50	Grp / Gr Imp Index 85.3
							Order Reach / Frequency 37.5 / 1.8
							Invoice Reach / Frequency 30.6 / 1.8
Bonus Spots	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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Program		Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
WLOV-FOX								
Ord	SIMPSONS	12/15/13-12/15/13	Sun	7:00p- 7:30p	1	:30	\$120.00	
Inv	SIMPSONS	12/15/13	Sun	7:14p		:30	\$120.00	
Ord	SIMPSONS	12/22/13-12/22/13	Sun	7:00p- 7:30p	1	:30	\$120.00	
Inv	SIMPSONS	12/22/13	Sun	7:16p		:30	\$120.00	
Ord	SIMPSONS	12/29/13-12/29/13	Sun	7:00p- 7:30p	1	:30	\$120.00	
Inv	SIMPSONS	12/29/13	Sun	7:23p		:30	\$120.00	
Ord	FAMILY GUY	12/15/13-12/15/13	Sun	8:00p- 8:30p	1	:30	\$120.00	
Inv	FAMILY GUY	12/15/13	Sun	8:16p		:30	\$120.00	
Ord	FAMILY GUY	12/22/13-12/22/13	Sun	8:00p- 8:30p	1	:30	\$120.00	
Inv	FAMILY GUY	12/22/13	Sun	8:21p		:30	\$120.00	
Ord	FAMILY GUY	12/29/13-12/29/13	Sun	8:00p- 8:30p	1	:30	\$120.00	
Inv (M)	WLOV FOX NEWS	01/01/14	Wed	9:14p		:30	\$75.00	
Inv (M)	BIG BNG THEORY	01/01/14	Wed	9:54p		:30	\$45.00	
WLOV- Invoiced Spots Not Matching Order								
WLOV- Bonus Spots Applied								
WLOV- Ordered Spots Not Matching Invoice								
WLOV- Schedule Totals								
Spots Ordered	6	Order Gross Cost		\$720.00	Order Grp / Gr Imp			20.7
Spots Invoiced	7	Invoice Gross Cost		\$720.00	Invoice Grp / Gr Imp			19.0
		Invoice Net Cost at 15.00%		\$612.00	Grp / Gr Imp Index			91.8
					Order Reach / Frequency			10.9 / 1.9
					Invoice Reach / Frequency			11.2 / 1.7
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 52	Order No: 684
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
WTVA-NBC							
Ord WTVA NEWS TODAY: 6-7A	12/13/13-12/13/13	Fri	6:00a- 7:00a	1	:30	\$115.00	
Inv WTVA NWS TDY 2	12/13/13	Fri	6:10a		:30	\$115.00	
Ord WTVA NEWS TODAY: 6-7A	12/16/13-12/20/13	Mo-Fr	6:00a- 7:00a	5	:30	\$115.00	
Inv WTVA NWS TDY 2	12/16/13	Mon	6:55a		:30	\$115.00	
Inv WTVA NWS TDY 2	12/17/13	Tue	6:21a		:30	\$115.00	
Inv WTVA NWS TDY 2	12/18/13	Wed	6:28a		:30	\$115.00	
Inv WTVA NWS TDY 2	12/19/13	Thu	6:39a		:30	\$115.00	
Inv WTVA NWS TDY 2	12/20/13	Fri	6:10a		:30	\$115.00	
Ord WTVA NEWS TODAY: 6-7A	12/23/13-12/27/13	Mo-Fr	6:00a- 7:00a	5	:30	\$115.00	
Inv WTVA NWS TDY 2	12/23/13	Mon	6:55a		:30	\$115.00	
Inv WTVA NWS TDY 2	12/24/13	Tue	6:28a		:30	\$115.00	
Inv WTVA NWS TDY 2	12/26/13	Thu	6:39a		:30	\$115.00	
Inv WTVA NWS TDY 2	12/27/13	Fri	6:56a		:30	\$115.00	
Inv (M) WTVA NEWS-TEN	12/19/13	Thu	10:00p		:30	\$150.00	
Ord WTVA NEWS TODAY: 6-7A	12/30/13-01/01/14	Mo-We	6:00a- 7:00a	3	:30	\$115.00	
Inv WTVA NWS TDY 2	12/30/13	Mon	6:20a		:30	\$115.00	
Inv WTVA NWS TDY 2	12/31/13	Tue	6:46a		:30	\$115.00	
Inv (M) WTVA NWS TDY 2	01/01/14	Wed	6:10a		:30	\$115.00	
Ord WTVA 6P NEWS	12/16/13-12/20/13	Mo-Fr	6:00p- 6:30p	1	:30	\$325.00	
Inv WTVA NEWS-SIX	12/16/13	Mon	6:09p		:30	\$325.00	
Ord WTVA 6P NEWS	12/23/13-12/27/13	Mo-Fr	6:00p- 6:30p	1	:30	\$325.00	
Inv WTVA NEWS-SIX	12/23/13	Mon	6:16p		:30	\$325.00	
Ord WTVA 6P NEWS	12/30/13-01/01/14	Mo-We	6:00p- 6:30p	1	:30	\$325.00	
Inv WTVA NEWS-SIX	12/30/13	Mon	6:21p		:30	\$325.00	
Ord WHEEL OF FORTUNE	12/13/13-12/13/13	Fri	6:30p- 7:00p	1	:30	\$300.00	
Inv WHEEL-FORTNE	12/13/13	Fri	6:43p		:30	\$300.00	
Ord WHEEL OF FORTUNE	12/16/13-12/20/13	Mo-Fr	6:30p- 7:00p	1	:30	\$300.00	
Inv WHEEL-FORTNE	12/16/13	Mon	6:41p		:30	\$300.00	
Ord WHEEL OF FORTUNE	12/23/13-12/27/13	Mo-Fr	6:30p- 7:00p	1	:30	\$300.00	
Inv WHEEL-FORTNE	12/23/13	Mon	6:41p		:30	\$300.00	
Ord WHEEL OF FORTUNE	12/30/13-01/01/14	Mo-We	6:30p- 7:00p	1	:30	\$300.00	
Inv WHEEL-FORTNE	12/30/13	Mon	6:38p		:30	\$300.00	
Ord WTVA 10P NEWS	12/13/13-12/13/13	Fri	10:00p-10:35p	1	:30	\$360.00	
Inv WTVA NEWS-TEN	12/13/13	Fri	10:09p		:30	\$360.00	
Ord WTVA 10P NEWS	12/16/13-12/20/13	Mo-Fr	10:00p-10:35p	1	:30	\$360.00	
Inv WTVA NEWS-TEN	12/16/13	Mon	10:11p		:30	\$360.00	

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								DMA RTG M 18-34
Program	Date	Day	Time	Spts	Len	Invoice Rate		
Ord	WTVA 10P NEWS	12/23/13-12/27/13	Mo-Fr 10:00p-10:35p	1	:30	\$360.00		
Inv	WTVA NEWS-TEN	12/23/13	Mon 10:13p		:30	\$360.00		
Ord	WTVA 10P NEWS	12/30/13-01/01/14	Mo-We 10:00p-10:35p	1	:30	\$360.00		
Inv	WTVA NEWS-TEN	12/30/13	Mon 10:27p		:30	\$360.00		
Ord	TONIGHT SHOW	12/13/13-12/13/13	Fri 10:35p-11:35p	1	:30	\$75.00		
Inv	TONITE SHW-NBC	12/13/13	Fri 11:08p		:30	\$75.00		
Ord	TONIGHT SHOW	12/16/13-12/20/13	Mo-Fr 10:35p-11:35p	1	:30	\$75.00		
Inv	J FALLON-NBC	12/16/13	Mon 11:31p		:30	\$75.00		
Ord	TONIGHT SHOW	12/23/13-12/27/13	Mo-Fr 10:35p-11:35p	1	:30	\$75.00		
Inv	TONITE SHW-NBC	12/23/13	Mon 10:47p		:30	\$75.00		
Ord	THE BLACKLIST	12/16/13-12/16/13	Mon 9:00p-10:00p	1	:30	\$320.00		
Inv (M)	THE BLACKLIST	12/16/13	Mon 7:21p		:30	\$500.00		
Ord	THE BLACKLIST	12/23/13-12/23/13	Mon 9:00p-10:00p	1	:30	\$320.00		
Inv	HOLLYWOOD GAME NIGHT	12/23/13	Mon 9:34p		:30	\$175.00		
Ord	PARKS/FAMILY	12/19/13-12/19/13	Thu 7:00p- 8:00p	1	:30	\$200.00		
Inv (M)	HOLLYWOOD GAME NIGHT	12/25/13	Wed 9:35p		:30	\$200.00		
Ord	PARKS/FAMILY	12/26/13-12/26/13	Thu 7:00p- 8:00p	1	:30	\$200.00		
Inv	PARKS AND RECREATIONS	12/26/13	Thu 7:18p		:30	\$200.00		
Ord	SEAN/MICHAEL J. FOX	12/19/13-12/19/13	Thu 8:00p- 9:00p	1	:30	\$220.00		
Inv	SEAN-WORLD-NBC	12/19/13	Thu 8:26p		:30	\$150.00		
Ord	SEAN/MICHAEL J. FOX	12/26/13-12/26/13	Thu 8:00p- 9:00p	1	:30	\$220.00		
Inv	MJ FOX SHW-NBC	12/26/13	Thu 8:35p		:30	\$150.00		
Ord	PARENTHOOD	12/19/13-12/19/13	Thu 9:00p-10:00p	1	:30	\$280.00		
Inv	PARENTHOOD-NBC	12/19/13	Thu 9:08p		:30	\$150.00		
Ord	PARENTHOOD	12/26/13-12/26/13	Thu 9:00p-10:00p	1	:30	\$280.00		
Inv	PARENTHOOD-NBC	12/26/13	Thu 9:15p		:30	\$150.00		
Ord	GRIMM	12/13/13-12/13/13	Fri 8:00p- 9:00p	1	:30	\$260.00		
Inv	GRIMM	12/13/13	Fri 8:17p		:30	\$260.00		
Ord	GRIMM	12/20/13-12/20/13	Fri 8:00p- 9:00p	1	:30	\$260.00		
Inv (M)	THE SING OFF	12/23/13	Mon 7:45p		:30	\$250.00		
Ord	GRIMM	12/27/13-12/27/13	Fri 8:00p- 9:00p	1	:30	\$260.00		
Inv (M)	THE VOICE	12/17/13	Tue 9:27p		:30	\$435.00		
Ord	DRACULA	12/13/13-12/13/13	Fri 9:00p-10:00p	1	:30	\$175.00		
Inv	GRIMM	12/13/13	Fri 9:24p		:30	\$260.00		
Ord	DRACULA	12/20/13-12/20/13	Fri 9:00p-10:00p	1	:30	\$175.00		
Inv (M)	MICHEAL BUBLE SPECIAL	12/18/13	Wed 9:33p		:30	\$170.00		
Ord	DRACULA	12/27/13-12/27/13	Fri 9:00p-10:00p	1	:30	\$175.00		
Inv	GRIMM	12/27/13	Fri 9:29p		:30	\$260.00		
WTVA- Invoiced Spots Not Matching Order								
WTVA- Bonus Spots Applied								
WTVA- Ordered Spots Not Matching Invoice								
WTVA- Schedule Totals								

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 52	Order No: 684
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Spots Ordered	42		Order Gross Cost			\$8,795.00	Order Grp / Gr Imp 219.2
Spots Invoiced	42		Invoice Gross Cost			\$8,795.00	Invoice Grp / Gr Imp 192.9
			Invoice Net Cost at 15.00%			\$7,475.75	Grp / Gr Imp Index 88.0
							Order Reach / Frequency 74.9 / 2.9
							Invoice Reach / Frequency 71.7 / 2.7
Bonus Spots	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.

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
All Stations Schedule Totals							
Spots Ordered	59			Order Gross Cost		\$14,365.00	Order Grp / Gr Imp 305.9
Spots Invoiced	69			Invoice Gross Cost		\$14,365.00	Invoice Grp / Gr Imp 268.2
				Invoice Net Cost at 15.00%		\$12,210.25	Grp / Gr Imp Index 87.7
							Order Reach / Frequency 85.3 / 3.6
							Invoice Reach / Frequency 82.0 / 3.3
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 54	Order No: 685
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
EABG-FOX							
Ord MODERN FAMILY	12/13/13-12/13/13	Fri	6:00p- 7:00p	1	:30	\$20.00	
Inv MODERN FAMILY	12/13/13	Fri	6:46p		:30	\$20.00	
Ord MODERN FAMILY	12/16/13-12/20/13	Mo-Fr	6:00p- 7:00p	5	:30	\$20.00	
Inv MODERN FAMILY	12/16/13	Mon	6:24p		:30	\$20.00	
Inv MODERN FAMILY	12/17/13	Tue	6:28p		:30	\$20.00	
Inv MODERN FAMILY	12/18/13	Wed	6:55p		:30	\$20.00	
Inv MODERN FAMILY	12/19/13	Thu	6:24p		:30	\$20.00	
Inv MODERN FAMILY	12/20/13	Fri	6:25p		:30	\$20.00	
Ord MODERN FAMILY	12/23/13-12/27/13	Mo-Fr	6:00p- 7:00p	5	:30	\$20.00	
Inv MODERN FAMILY	12/23/13	Mon	6:15p		:30	\$20.00	
Inv MODERN FAMILY	12/24/13	Tue	6:47p		:30	\$20.00	
Inv MODERN FAMILY	12/25/13	Wed	6:55p		:30	\$20.00	
Inv MODERN FAMILY	12/26/13	Thu	6:55p		:30	\$20.00	
Inv MODERN FAMILY	12/27/13	Fri	6:55p		:30	\$20.00	
Ord MODERN FAMILY	12/30/13-01/01/14	Mo-We	6:00p- 7:00p	3	:30	\$20.00	
Inv MODERN FAMILY	12/30/13	Mon	6:54p		:30	\$20.00	
Inv MODERN FAMILY	12/31/13	Tue	6:29p		:30	\$20.00	
Inv MODERN FAMILY	01/01/14	Wed	6:25p		:30	\$20.00	
Ord ALMOST HUMAN	12/16/13-12/16/13	Mon	7:00p- 8:00p	1	:30	\$75.00	
Inv ALMOST HUMAN	12/16/13	Mon	7:44p		:30	\$75.00	
Ord ALMOST HUMAN	12/23/13-12/23/13	Mon	7:00p- 8:00p	1	:30	\$75.00	
Inv ALMOST HUMAN	12/23/13	Mon	7:23p		:30	\$75.00	
Ord ALMOST HUMAN	12/30/13-12/30/13	Mon	7:00p- 8:00p	1	:30	\$75.00	
Inv ALMOST HUMAN	12/30/13	Mon	7:35p		:30	\$75.00	
Ord FOX NFL: GREEN BAY v	12/15/13-12/15/13	Sun	3:00p- 6:30p	1	:30	\$250.00	
Inv FOX DOUBLE HEADER	12/15/13	Sun	5:00p		:30	\$250.00	
Ord FOX NFL	12/29/13-12/29/13	Sun	3:00p- 6:30p	1	:30	\$250.00	
Inv (M) FOX DOUBLE HEADER	12/29/13	Sun	5:43p		:30	\$250.00	
EABG- Invoiced Spots Not Matching Order							
EABG- Bonus Spots Applied							
EABG- Ordered Spots Not Matching Invoice							
EABG- Schedule Totals							

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 54	Order No: 685
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Spots Ordered	19			Order Gross Cost		\$1,005.00	Order Grp / Gr Imp 59.8
Spots Invoiced	19			Invoice Gross Cost		\$1,005.00	Invoice Grp / Gr Imp 47.6
				Invoice Net Cost at 15.00%		\$854.25	Grp / Gr Imp Index 79.6
							Order Reach / Frequency 24.2 / 2.5
							Invoice Reach / Frequency 24.7 / 1.9
Bonus Spots	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.

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
WABG-ABC								
Ord	GOOD MRN MS	12/13/13-12/13/13	Fri	6:00a- 7:00a	1	:30	\$40.00	
Inv	GD MORN MISS	12/13/13	Fri	6:14a		:30	\$40.00	
Ord	GOOD MRN MS	12/16/13-12/20/13	Mo-Fr	6:00a- 7:00a	5	:30	\$40.00	
Inv	GD MORN MISS	12/16/13	Mon	6:27a		:30	\$40.00	
Inv	GD MORN MISS	12/17/13	Tue	6:50a		:30	\$40.00	
Inv	GD MORN MISS	12/18/13	Wed	6:21a		:30	\$40.00	
Inv	GD MORN MISS	12/19/13	Thu	6:58a		:30	\$40.00	
Inv	GD MORN MISS	12/20/13	Fri	6:17a		:30	\$40.00	
Ord	GOOD MRN MS	12/23/13-12/27/13	Mo-Fr	6:00a- 7:00a	5	:30	\$40.00	
Inv	GD MORN MISS	12/23/13	Mon	6:49a		:30	\$40.00	
Inv	GD MORN MISS	12/24/13	Tue	6:57a		:30	\$40.00	
Inv	GD MORN MISS	12/25/13	Wed	6:56a		:30	\$40.00	
Inv	GD MORN MISS	12/26/13	Thu	6:41a		:30	\$40.00	
Inv	GD MORN MISS	12/27/13	Fri	6:17a		:30	\$40.00	
Ord	GOOD MRN MS	12/30/13-01/01/14	Mo-We	6:00a- 7:00a	3	:30	\$40.00	
Inv (M)	GD MORN MISS	12/30/13	Mon	6:19a		:30	\$40.00	
Inv (M)	GD MORN MISS	12/31/13	Tue	6:54a		:30	\$40.00	
Inv (M)	GD MORN MISS	01/01/14	Wed	6:29a		:30	\$40.00	
Ord	STEVE HARVEY SHOW	12/13/13-12/13/13	Fri	2:00p- 3:00p	1	:30	\$50.00	
Inv	STEVE HARVEY	12/13/13	Fri	2:37p		:30	\$50.00	
Ord	STEVE HARVEY SHOW	12/16/13-12/20/13	Mo-Fr	2:00p- 3:00p	5	:30	\$50.00	
Inv	STEVE HARVEY	12/16/13	Mon	2:11p		:30	\$50.00	
Inv	STEVE HARVEY	12/17/13	Tue	2:43p		:30	\$50.00	
Inv	STEVE HARVEY	12/18/13	Wed	2:20p		:30	\$50.00	
Inv	STEVE HARVEY	12/19/13	Thu	2:11p		:30	\$50.00	
Inv	STEVE HARVEY	12/20/13	Fri	2:53p		:30	\$50.00	
Ord	STEVE HARVEY SHOW	12/23/13-12/27/13	Mo-Fr	2:00p- 3:00p	5	:30	\$50.00	
Inv	STEVE HARVEY	12/23/13	Mon	2:44p		:30	\$50.00	
Inv	STEVE HARVEY	12/24/13	Tue	2:42p		:30	\$50.00	
Inv	STEVE HARVEY	12/26/13	Thu	2:09p		:30	\$50.00	
Inv	STEVE HARVEY	12/26/13	Thu	2:51p		:30	\$50.00	
Inv	STEVE HARVEY	12/27/13	Fri	2:45p		:30	\$50.00	
Ord	STEVE HARVEY SHOW	12/30/13-01/01/14	Mo-We	2:00p- 3:00p	3	:30	\$50.00	
Inv (M)	STEVE HARVEY	12/30/13	Mon	2:53p		:30	\$50.00	
Inv (M)	STEVE HARVEY	12/31/13	Tue	2:36p		:30	\$50.00	
Inv (M)	JUDGE MATHIS	01/01/14	Wed	9:19a		:30	\$50.00	
Ord	ENTERTAINMENT TONIGHT	12/13/13-12/13/13	Fri	6:30p- 7:00p	1	:30	\$80.00	
Inv	ENT TONIGHT 30	12/13/13	Fri	6:55p		:30	\$80.00	
Ord	ENTERTAINMENT TONIGHT	12/16/13-12/20/13	Mo-Fr	6:30p- 7:00p	1	:30	\$80.00	
Inv	ENT TONIGHT 30	12/19/13	Thu	6:47p		:30	\$80.00	
Ord	ENTERTAINMENT TONIGHT	12/23/13-12/27/13	Mo-Fr	6:30p- 7:00p	1	:30	\$80.00	
Inv	ENT TONIGHT 30	12/26/13	Thu	6:55p		:30	\$80.00	

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Ord ENTERTAINMENT TONIGHT	12/30/13-01/01/14	Mo-We	6:30p- 7:00p	1	:30	\$80.00	
Inv (M) ENT TONIGHT 30	12/30/13	Mon	6:56p		:30	\$80.00	
Ord CASTLE	12/16/13-12/16/13	Mon	9:00p-10:00p	1	:30	\$250.00	
Inv (M) SAT NT FTB-ABC	12/14/13	Sat	8:42p		:30	\$250.00	
Ord CASTLE	12/23/13-12/23/13	Mon	9:00p-10:00p	1	:30	\$250.00	
Inv (M) DANCNG-STR-ABC	12/23/13	Mon	7:43p		:30	\$250.00	
Ord CASTLE	12/30/13-12/30/13	Mon	9:00p-10:00p	1	:30	\$250.00	
Inv (M) CASTLE-ABC	12/30/13	Mon	9:45p		:30	\$250.00	
Ord S.H.I.E.L.D.	12/31/13-12/31/13	Tue	7:00p- 8:00p	1	:30	\$250.00	
Inv (M) MARVL-SHLD-ABC	12/31/13	Tue	7:20p		:30	\$250.00	
Ord GREY'S ANATOMY	12/19/13-12/19/13	Thu	8:00p- 9:00p	1	:30	\$350.00	
Inv GREY ANTMY-ABC	12/19/13	Thu	8:24p		:30	\$350.00	
Ord GREY'S ANATOMY	12/26/13-12/26/13	Thu	8:00p- 9:00p	1	:30	\$350.00	
Inv GREY ANTMY-ABC	12/26/13	Thu	8:47p		:30	\$350.00	
Ord SCANDAL	12/19/13-12/19/13	Thu	9:00p-10:00p	1	:30	\$250.00	
Inv SCANDAL-ABC	12/19/13	Thu	9:43p		:30	\$250.00	
Ord SCANDAL	12/26/13-12/26/13	Thu	9:00p-10:00p	1	:30	\$250.00	
Inv SCANDAL-ABC	12/26/13	Thu	9:51p		:30	\$250.00	
Ord REVENGE	12/15/13-12/15/13	Sun	8:00p- 9:00p	1	:30	\$275.00	
Inv REVENGE	12/15/13	Sun	8:42p		:30	\$275.00	
Ord REVENGE	12/22/13-12/22/13	Sun	8:00p- 9:00p	1	:30	\$275.00	
Inv SOUND OF MUSIC	12/22/13	Sun	8:30p		:30	\$275.00	
Ord REVENGE	12/29/13-12/29/13	Sun	8:00p- 9:00p	1	:30	\$275.00	
Inv REVENGE	12/29/13	Sun	8:00p		:30	\$275.00	
Ord WABG - LOCAL SPORTS	12/15/13-12/15/13	Sun	10:35p-11:05p	1	:30	\$80.00	
Inv SUN NT SPRT SH	12/15/13	Sun	10:59p		:30	\$80.00	
Ord WABG - LOCAL SPORTS	12/22/13-12/22/13	Sun	10:35p-11:05p	1	:30	\$80.00	
Inv SUN NT SPRT SH	12/22/13	Sun	10:45p		:30	\$80.00	
Ord WABG - LOCAL SPORTS	12/29/13-12/29/13	Sun	10:35p-11:05p	1	:30	\$80.00	
Inv SUN NT SPRT SH	12/29/13	Sun	10:37p		:30	\$80.00	
WABG- Invoiced Spots Not Matching Order							
WABG- Bonus Spots Applied							
WABG- Ordered Spots Not Matching Invoice							
WABG- Schedule Totals							
Spots Ordered	46	Order Gross Cost	\$4,845.00	Order Grp / Gr Imp	183.5		
Spots Invoiced	46	Invoice Gross Cost	\$4,845.00	Invoice Grp / Gr Imp	152.6		
		Invoice Net Cost at 15.00%	\$4,118.25	Grp / Gr Imp Index	83.2		
				Order Reach / Frequency	63.3 / 2.9		
				Invoice Reach / Frequency	44.8 / 3.4		
Bonus Spots	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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 Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 54	Order No: 685
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
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Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
WXVT-CBS							
Ord BLUE BLOODS	12/13/13-12/13/13	Fri	9:00p-10:00p	1	:30	\$200.00	
Inv BLUE BLOOD-CBS	12/13/13	Fri	9:28p		:30	\$200.00	
Ord BLUE BLOODS	12/20/13-12/20/13	Fri	9:00p-10:00p	1	:30	\$200.00	
Inv BLUE BLOOD-CBS	12/20/13	Fri	9:50p		:30	\$200.00	
Ord BLUE BLOODS	12/27/13-12/27/13	Fri	9:00p-10:00p	1	:30	\$200.00	
Inv (M) BLUE BLOOD-CBS	12/20/13	Fri	9:32p		:30	\$200.00	
Ord DELTA NEWS AT 10P/SAT	12/14/13-12/14/13	Sat	10:00p-10:35p	1	:30	\$50.00	
Inv DELTA NEWS	12/14/13	Sat	10:18p		:30	\$50.00	
Ord DELTA NEWS AT 10P/SAT	12/21/13-12/21/13	Sat	10:00p-10:35p	1	:30	\$50.00	
Inv DELTA NEWS	12/21/13	Sat	10:22p		:30	\$50.00	
Ord DELTA NEWS AT 10P/SAT	12/28/13-12/28/13	Sat	10:00p-10:35p	1	:30	\$50.00	
Inv DELTA NEWS	12/28/13	Sat	10:06p		:30	\$50.00	
Ord NFL ON CBS	12/15/13-12/15/13	Sun	12:00p- 3:00p	1	:30	\$250.00	
Inv CBS NFL FTBL-1	12/15/13	Sun	1:28p		:30	\$250.00	
Ord NFL ON CBS	12/22/13-12/22/13	Sun	12:00p- 3:00p	1	:30	\$250.00	
Inv CBS NFL FTBL-1	12/22/13	Sun	2:27p		:30	\$250.00	
Ord NFL ON CBS	12/29/13-12/29/13	Sun	12:00p- 3:00p	1	:30	\$250.00	
Inv (M) CBS NFL FTBL-1	12/29/13	Sun	4:47p		:30	\$250.00	
Ord ARMY v NAVY GAME	12/14/13-12/14/13	Sat	2:00p- 5:30p	1	:30	\$125.00	
Inv HM DPT-FB2-CBS	12/14/13	Sat	4:52p		:30	\$125.00	

WXVT- Invoiced Spots Not Matching Order

WXVT- Bonus Spots Applied

Bonus NCIS	12/17/13	Tue	7:36p		:30	\$0.00	
Bonus NCIS:LA-CBS	12/17/13	Tue	8:37p		:30	\$0.00	
Bonus PERSON-INT-CBS	12/17/13	Tue	9:35p		:30	\$0.00	

WXVT- Ordered Spots Not Matching Invoice

WXVT- Schedule Totals

Spots Ordered	10	Order Gross Cost	\$1,625.00	Order Grp / Gr Imp	56.6
Spots Invoiced	13	Invoice Gross Cost	\$1,625.00	Invoice Grp / Gr Imp	69.0
		Invoice Net Cost at 15.00%	\$1,381.25	Grp / Gr Imp Index	121.9
				Order Reach / Frequency	34.6 / 1.6
				Invoice Reach / Frequency	25.0 / 2.8
Bonus Spots	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: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 54	Order No: 685
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
All Stations Schedule Totals							
Spots Ordered	75	Order Gross Cost		\$7,475.00	Order Grp / Gr Imp		299.9
Spots Invoiced	78	Invoice Gross Cost		\$7,475.00	Invoice Grp / Gr Imp		269.2
		Invoice Net Cost at 15.00%		\$6,353.75	Grp / Gr Imp Index		89.8
					Order Reach / Frequency		81.1 / 3.7
					Invoice Reach / Frequency		60.8 / 4.4
Bonus Spots	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.							

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 54	Order No: 685
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34 Grp
EABG-FOX							
Ord MODERN FAMILY	12/13/13-12/13/13	Fri	6:00p- 7:00p	1	:30		2.8
Inv MODERN FAMILY	12/13/13	Fri	6:46p		:30	\$20.00	
Ord MODERN FAMILY	12/16/13-12/20/13	Mo-Fr	6:00p- 7:00p	5	:30		14.0
Inv MODERN FAMILY	12/16/13	Mon	6:24p		:30	\$20.00	
Inv MODERN FAMILY	12/17/13	Tue	6:28p		:30	\$20.00	
Inv MODERN FAMILY	12/18/13	Wed	6:55p		:30	\$20.00	
Inv MODERN FAMILY	12/19/13	Thu	6:24p		:30	\$20.00	
Inv MODERN FAMILY	12/20/13	Fri	6:25p		:30	\$20.00	
Ord MODERN FAMILY	12/23/13-12/27/13	Mo-Fr	6:00p- 7:00p	5	:30		14.0
Inv MODERN FAMILY	12/23/13	Mon	6:15p		:30	\$20.00	
Inv MODERN FAMILY	12/24/13	Tue	6:47p		:30	\$20.00	
Inv MODERN FAMILY	12/25/13	Wed	6:55p		:30	\$20.00	
Inv MODERN FAMILY	12/26/13	Thu	6:55p		:30	\$20.00	
Inv MODERN FAMILY	12/27/13	Fri	6:55p		:30	\$20.00	
Ord MODERN FAMILY	12/30/13-01/01/14	Mo-We	6:00p- 7:00p	3	:30		8.4
Inv MODERN FAMILY	12/30/13	Mon	6:54p		:30	\$20.00	
Inv MODERN FAMILY	12/31/13	Tue	6:29p		:30	\$20.00	
Inv MODERN FAMILY	01/01/14	Wed	6:25p		:30	\$20.00	
Ord ALMOST HUMAN	12/16/13-12/16/13	Mon	7:00p- 8:00p	1	:30		3.0
Inv ALMOST HUMAN	12/16/13	Mon	7:44p		:30	\$75.00	
Ord ALMOST HUMAN	12/23/13-12/23/13	Mon	7:00p- 8:00p	1	:30		3.0
Inv ALMOST HUMAN	12/23/13	Mon	7:23p		:30	\$75.00	
Ord ALMOST HUMAN	12/30/13-12/30/13	Mon	7:00p- 8:00p	1	:30		3.0
Inv ALMOST HUMAN	12/30/13	Mon	7:35p		:30	\$75.00	
Ord FOX NFL: GREEN BAY v	12/15/13-12/15/13	Sun	3:00p- 6:30p	1	:30		5.8
Inv FOX DOUBLE HEADER	12/15/13	Sun	5:00p		:30	\$250.00	
Ord FOX NFL	12/29/13-12/29/13	Sun	3:00p- 6:30p	1	:30		5.8
Inv (M) FOX DOUBLE HEADER	12/29/13	Sun	5:43p		:30	\$250.00	
EABG- Invoiced Spots Not Matching Order							
EABG- Bonus Spots Applied							
EABG- Ordered Spots Not Matching Invoice							
EABG- Schedule Totals							

Spots Ordered	19	Order Gross Cost	\$1,005.00	Order Grp / Gr Imp	59.8
Spots Invoiced	19	Invoice Gross Cost	\$1,005.00	Invoice Grp / Gr Imp	47.6
		Invoice Net Cost at 15.00%	\$854.25	Grp / Gr Imp Index	79.6
Invoiced-No Match	0			Order Reach / Frequency	24.2 / 2.5
Spots Deviating	0			Invoice Reach / Frequency	24.7 / 1.9
Bonus Spots	0				

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34 Grp
WABG-ABC							
Ord GOOD MRN MS	12/13/13-12/13/13	Fri	6:00a- 7:00a	1	:30		2.2
Inv GD MORN MISS	12/13/13	Fri	6:14a		:30	\$40.00	
Ord GOOD MRN MS	12/16/13-12/20/13	Mo-Fr	6:00a- 7:00a	5	:30		11.0
Inv GD MORN MISS	12/16/13	Mon	6:27a		:30	\$40.00	
Inv GD MORN MISS	12/17/13	Tue	6:50a		:30	\$40.00	
Inv GD MORN MISS	12/18/13	Wed	6:21a		:30	\$40.00	
Inv GD MORN MISS	12/19/13	Thu	6:58a		:30	\$40.00	
Inv GD MORN MISS	12/20/13	Fri	6:17a		:30	\$40.00	
Ord GOOD MRN MS	12/23/13-12/27/13	Mo-Fr	6:00a- 7:00a	5	:30		11.0
Inv GD MORN MISS	12/23/13	Mon	6:49a		:30	\$40.00	
Inv GD MORN MISS	12/24/13	Tue	6:57a		:30	\$40.00	
Inv GD MORN MISS	12/25/13	Wed	6:56a		:30	\$40.00	
Inv GD MORN MISS	12/26/13	Thu	6:41a		:30	\$40.00	
Inv GD MORN MISS	12/27/13	Fri	6:17a		:30	\$40.00	
Ord GOOD MRN MS	12/30/13-01/01/14	Mo-We	6:00a- 7:00a	3	:30		6.6
Inv (M) GD MORN MISS	12/30/13	Mon	6:19a		:30	\$40.00	
Inv (M) GD MORN MISS	12/31/13	Tue	6:54a		:30	\$40.00	
Inv (M) GD MORN MISS	01/01/14	Wed	6:29a		:30	\$40.00	
Ord STEVE HARVEY SHOW	12/13/13-12/13/13	Fri	2:00p- 3:00p	1	:30		4.6
Inv STEVE HARVEY	12/13/13	Fri	2:37p		:30	\$50.00	
Ord STEVE HARVEY SHOW	12/16/13-12/20/13	Mo-Fr	2:00p- 3:00p	5	:30		23.0
Inv STEVE HARVEY	12/16/13	Mon	2:11p		:30	\$50.00	
Inv STEVE HARVEY	12/17/13	Tue	2:43p		:30	\$50.00	
Inv STEVE HARVEY	12/18/13	Wed	2:20p		:30	\$50.00	
Inv STEVE HARVEY	12/19/13	Thu	2:11p		:30	\$50.00	
Inv STEVE HARVEY	12/20/13	Fri	2:53p		:30	\$50.00	
Ord STEVE HARVEY SHOW	12/23/13-12/27/13	Mo-Fr	2:00p- 3:00p	5	:30		23.0
Inv STEVE HARVEY	12/23/13	Mon	2:44p		:30	\$50.00	
Inv STEVE HARVEY	12/24/13	Tue	2:42p		:30	\$50.00	
Inv STEVE HARVEY	12/26/13	Thu	2:09p		:30	\$50.00	
Inv STEVE HARVEY	12/26/13	Thu	2:51p		:30	\$50.00	
Inv STEVE HARVEY	12/27/13	Fri	2:45p		:30	\$50.00	
Ord STEVE HARVEY SHOW	12/30/13-01/01/14	Mo-We	2:00p- 3:00p	3	:30		13.8
Inv (M) STEVE HARVEY	12/30/13	Mon	2:53p		:30	\$50.00	
Inv (M) STEVE HARVEY	12/31/13	Tue	2:36p		:30	\$50.00	
Inv (M) JUDGE MATHIS	01/01/14	Wed	9:19a		:30	\$50.00	
Ord ENTERTAINMENT TONIGHT	12/13/13-12/13/13	Fri	6:30p- 7:00p	1	:30		3.0
Inv ENT TONIGHT 30	12/13/13	Fri	6:55p		:30	\$80.00	
Ord ENTERTAINMENT TONIGHT	12/16/13-12/20/13	Mo-Fr	6:30p- 7:00p	1	:30		3.0
Inv ENT TONIGHT 30	12/19/13	Thu	6:47p		:30	\$80.00	
Ord ENTERTAINMENT TONIGHT	12/23/13-12/27/13	Mo-Fr	6:30p- 7:00p	1	:30		3.0
Inv ENT TONIGHT 30	12/26/13	Thu	6:55p		:30	\$80.00	

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34 Grp
Ord ENTERTAINMENT TONIGHT	12/30/13-01/01/14	Mo-We	6:30p- 7:00p	1	:30		3.0
Inv (M) ENT TONIGHT 30	12/30/13	Mon	6:56p		:30	\$80.00	
Ord CASTLE	12/16/13-12/16/13	Mon	9:00p-10:00p	1	:30		5.5
Inv (M) SAT NT FTB-ABC	12/14/13	Sat	8:42p		:30	\$250.00	
Ord CASTLE	12/23/13-12/23/13	Mon	9:00p-10:00p	1	:30		5.5
Inv (M) DANCNG-STR-ABC	12/23/13	Mon	7:43p		:30	\$250.00	
Ord CASTLE	12/30/13-12/30/13	Mon	9:00p-10:00p	1	:30		5.5
Inv (M) CASTLE-ABC	12/30/13	Mon	9:45p		:30	\$250.00	
Ord S.H.I.E.L.D.	12/31/13-12/31/13	Tue	7:00p- 8:00p	1	:30		4.8
Inv (M) MARVL-SHLD-ABC	12/31/13	Tue	7:20p		:30	\$250.00	
Ord GREY'S ANATOMY	12/19/13-12/19/13	Thu	8:00p- 9:00p	1	:30		8.8
Inv GREY ANTMY-ABC	12/19/13	Thu	8:24p		:30	\$350.00	
Ord GREY'S ANATOMY	12/26/13-12/26/13	Thu	8:00p- 9:00p	1	:30		8.8
Inv GREY ANTMY-ABC	12/26/13	Thu	8:47p		:30	\$350.00	
Ord SCANDAL	12/19/13-12/19/13	Thu	9:00p-10:00p	1	:30		4.9
Inv SCANDAL-ABC	12/19/13	Thu	9:43p		:30	\$250.00	
Ord SCANDAL	12/26/13-12/26/13	Thu	9:00p-10:00p	1	:30		4.9
Inv SCANDAL-ABC	12/26/13	Thu	9:51p		:30	\$250.00	
Ord REVENGE	12/15/13-12/15/13	Sun	8:00p- 9:00p	1	:30		6.7
Inv REVENGE	12/15/13	Sun	8:42p		:30	\$275.00	
Ord REVENGE	12/22/13-12/22/13	Sun	8:00p- 9:00p	1	:30		6.7
Inv SOUND OF MUSIC	12/22/13	Sun	8:30p		:30	\$275.00	
Ord REVENGE	12/29/13-12/29/13	Sun	8:00p- 9:00p	1	:30		6.7
Inv REVENGE	12/29/13	Sun	8:00p		:30	\$275.00	
Ord WABG - LOCAL SPORTS	12/15/13-12/15/13	Sun	10:35p-11:05p	1	:30		2.5
Inv SUN NT SPRT SH	12/15/13	Sun	10:59p		:30	\$80.00	
Ord WABG - LOCAL SPORTS	12/22/13-12/22/13	Sun	10:35p-11:05p	1	:30		2.5
Inv SUN NT SPRT SH	12/22/13	Sun	10:45p		:30	\$80.00	
Ord WABG - LOCAL SPORTS	12/29/13-12/29/13	Sun	10:35p-11:05p	1	:30		2.5
Inv SUN NT SPRT SH	12/29/13	Sun	10:37p		:30	\$80.00	
WABG- Invoiced Spots Not Matching Order							
WABG- Bonus Spots Applied							
WABG- Ordered Spots Not Matching Invoice							
WABG- Schedule Totals							
Spots Ordered	46	Order Gross Cost	\$4,845.00	Order Grp / Gr Imp	183.5		
Spots Invoiced	46	Invoice Gross Cost	\$4,845.00	Invoice Grp / Gr Imp	152.6		
		Invoice Net Cost at 15.00%	\$4,118.25	Grp / Gr Imp Index	83.2		
Invoiced-No Match	0			Order Reach / Frequency	63.3 / 2.9		
Spots Deviating	3			Invoice Reach / Frequency	44.8 / 3.4		
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 54	Order No: 685
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34 Grp
WXVT-CBS							
Ord BLUE BLOODS	12/13/13-12/13/13	Fri	9:00p-10:00p	1	:30		4.5
Inv BLUE BLOOD-CBS	12/13/13	Fri	9:28p		:30	\$200.00	
Ord BLUE BLOODS	12/20/13-12/20/13	Fri	9:00p-10:00p	1	:30		4.5
Inv BLUE BLOOD-CBS	12/20/13	Fri	9:50p		:30	\$200.00	
Ord BLUE BLOODS	12/27/13-12/27/13	Fri	9:00p-10:00p	1	:30		4.5
Inv (M) BLUE BLOOD-CBS	12/20/13	Fri	9:32p		:30	\$200.00	
Ord DELTA NEWS AT 10P/SAT	12/14/13-12/14/13	Sat	10:00p-10:35p	1	:30		3.8
Inv DELTA NEWS	12/14/13	Sat	10:18p		:30	\$50.00	
Ord DELTA NEWS AT 10P/SAT	12/21/13-12/21/13	Sat	10:00p-10:35p	1	:30		3.8
Inv DELTA NEWS	12/21/13	Sat	10:22p		:30	\$50.00	
Ord DELTA NEWS AT 10P/SAT	12/28/13-12/28/13	Sat	10:00p-10:35p	1	:30		3.8
Inv DELTA NEWS	12/28/13	Sat	10:06p		:30	\$50.00	
Ord NFL ON CBS	12/15/13-12/15/13	Sun	12:00p- 3:00p	1	:30		9.3
Inv CBS NFL FTBL-1	12/15/13	Sun	1:28p		:30	\$250.00	
Ord NFL ON CBS	12/22/13-12/22/13	Sun	12:00p- 3:00p	1	:30		9.3
Inv CBS NFL FTBL-1	12/22/13	Sun	2:27p		:30	\$250.00	
Ord NFL ON CBS	12/29/13-12/29/13	Sun	12:00p- 3:00p	1	:30		9.3
Inv (M) CBS NFL FTBL-1	12/29/13	Sun	4:47p		:30	\$250.00	
Ord ARMY v NAVY GAME	12/14/13-12/14/13	Sat	2:00p- 5:30p	1	:30		3.8
Inv HM DPT-FB2-CBS	12/14/13	Sat	4:52p		:30	\$125.00	
WXVT- Invoiced Spots Not Matching Order							
WXVT- Bonus Spots Applied							
Bonus NCIS	12/17/13	Tue	7:36p		:30	\$0.00	
Bonus NCIS:LA-CBS	12/17/13	Tue	8:37p		:30	\$0.00	
Bonus PERSON-INT-CBS	12/17/13	Tue	9:35p		:30	\$0.00	
WXVT- Ordered Spots Not Matching Invoice							
WXVT- Schedule Totals							
Spots Ordered	10	Order Gross Cost		\$1,625.00	Order Grp / Gr Imp		56.6
Spots Invoiced	13	Invoice Gross Cost		\$1,625.00	Invoice Grp / Gr Imp		69.0
		Invoice Net Cost at 15.00%		\$1,381.25	Grp / Gr Imp Index		121.9
Invoiced-No Match	0				Order Reach / Frequency		34.6 / 1.6
Spots Deviating	2				Invoice Reach / Frequency		25.0 / 2.8
Bonus Spots	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.

* - Denotes estimated item(s).

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 54	Order No: 685
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34 Grp
All Stations Schedule Totals							
Spots Ordered	75	Order Gross Cost		\$7,475.00	Order Grp / Gr Imp		299.9
Spots Invoiced	78	Invoice Gross Cost		\$7,475.00	Invoice Grp / Gr Imp		269.2
		Invoice Net Cost at 15.00%		\$6,353.75	Grp / Gr Imp Index		89.8
Invoiced-No Match	0				Order Reach / Frequency		81.1 / 3.7
Spots Deviating	5				Invoice Reach / Frequency		60.8 / 4.4
Bonus Spots	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.							

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Maggie Clark - 1/27/14 3:07 PM



Hattiesburg-Laurel (B&C)
 Post Book : Nielsen CNO/13
 Order Book : Nielsen CNO/12

Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 55	Order No: 686
Buyer: Maggie Clark	Lengths: :30	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Agcy Est No:	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			

All Stations

Spots Ordered	68
Spots Invoiced	198
Invoiced - Not Matching Order	0
Bonus Spots	133
Order Gross Cost	\$18,650.00
Invoice Gross Cost	\$18,005.00

DMA RTG M 18-34

Ordered GRPs / Gross Impressions	298.8
Actual GRPs / Gross Impressions	298.6
GRP / Gross Impression Index	99.9
Actual Reach & Frequency	90.3 & 3.3

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.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 55	Order No: 686
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
WDAM-NBC							
Ord NEWS 7 NIGHTBEAT AT 10P	12/13/13-12/13/13	Fri	10:00p-10:35p	1	:30	\$535.00	
Inv NWS 7 NGHTBEAT	12/13/13	Fri	10:19p		:30	\$535.00	
Ord NEWS 7 NIGHTBEAT AT 10P	12/16/13-12/20/13	Mo-Fr	10:00p-10:35p	1	:30	\$535.00	
Inv NWS 7 NGHTBEAT	12/19/13	Thu	10:12p		:30	\$535.00	
Ord NEWS 7 NIGHTBEAT AT 10P	12/23/13-12/27/13	Mo-Fr	10:00p-10:35p	1	:30	\$535.00	
Inv NWS 7 NGHTBEAT	12/26/13	Thu	10:18p		:30	\$535.00	
Ord NEWS 7 NIGHTBEAT AT 10P	12/30/13-01/01/14	Mo-We	10:00p-10:35p	1	:30	\$535.00	
Inv NWS 7 NGHTBEAT	12/30/13	Mon	10:08p		:30	\$535.00	
Ord TONIGHT SHOW	12/13/13-12/13/13	Fri	10:30p-11:30p	1	:30	\$110.00	
Inv TONITE SHW-NBC	12/13/13	Fri	10:45p		:30	\$110.00	
Ord TONIGHT SHOW	12/16/13-12/20/13	Mo-Fr	10:30p-11:30p	1	:30	\$110.00	
Inv TONITE SHW-NBC	12/20/13	Fri	10:48p		:30	\$110.00	
Ord TONIGHT SHOW	12/23/13-12/27/13	Mo-Fr	10:30p-11:30p	1	:30	\$110.00	
Inv TONITE SHW-NBC	12/27/13	Fri	11:10p		:30	\$110.00	
Ord TONIGHT SHOW	12/30/13-01/01/14	Mo-We	10:30p-11:30p	1	:30	\$110.00	
Inv TONITE SHW-NBC	12/30/13	Mon	11:09p		:30	\$110.00	
Ord THE VOICE	12/16/13-12/16/13	Mon	7:00p- 9:00p	1	:30	\$610.00	
Inv THE VOICE	12/16/13	Mon	7:20p		:30	\$610.00	
Ord THE VOICE	12/23/13-12/23/13	Mon	7:00p- 9:00p	1	:30	\$610.00	
Inv THE VOICE	12/23/13	Mon	7:46p		:30	\$610.00	
Ord THE BLACKLIST	12/16/13-12/16/13	Mon	9:00p-10:00p	1	:30	\$390.00	
Inv THE BLACKLIST	12/16/13	Mon	9:11p		:30	\$390.00	
Ord THE BLACKLIST	12/23/13-12/23/13	Mon	9:00p-10:00p	1	:30	\$390.00	
Inv THE BLACKLIST	12/23/13	Mon	9:14p		:30	\$390.00	
Ord BIGGEST LOSER	12/17/13-12/17/13	Tue	7:00p- 8:00p	1	:30	\$545.00	
Inv BIGST LR15-NBC	12/17/13	Tue	7:44p		:30	\$545.00	
Ord BIGGEST LOSER	12/24/13-12/24/13	Tue	7:00p- 8:00p	1	:30	\$545.00	
Inv (M) NEWS 7 AT 6	12/16/13	Mon	6:14p		:30	\$545.00	
Ord THE VOICE	12/17/13-12/17/13	Tue	8:00p-10:00p	1	:30	\$600.00	
Inv THE VOICE	12/17/13	Tue	9:27p		:30	\$600.00	
Ord THE VOICE	12/24/13-12/24/13	Tue	8:00p-10:00p	1	:30	\$600.00	
Inv (M) VOICE-TUE-NBC	12/17/13	Tue	8:22p		:30	\$600.00	
Ord CHICAGO FIRE	12/24/13-12/24/13	Tue	9:00p-10:00p	1	:30	\$490.00	
Inv (M) LAW & ORDER	12/25/13	Wed	8:20p		:30	\$490.00	
Ord IRONSIDE	12/18/13-12/18/13	Wed	9:00p-10:00p	1	:30	\$490.00	
Inv (M) SING OFF	12/18/13	Wed	8:42p		:30	\$490.00	

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							DMA RTG M 18-34
Program	Date	Day	Time	Spts	Len	Invoice Rate	
Ord NFL FOOTBALL NIGHT	12/15/13-12/15/13	Sun	7:15p-10:30p	1	:30	\$1,200.00	
Inv NBC SUN-FTBL	12/15/13	Sun	9:13p		:30	\$1,200.00	
Ord NFL FOOTBALL NIGHT	12/22/13-12/22/13	Sun	7:15p-10:30p	1	:30	\$1,200.00	
Inv NBC SUN-FTBL	12/22/13	Sun	9:01p		:30	\$1,200.00	
Ord NFL FOOTBALL NIGHT	12/29/13-12/29/13	Sun	7:15p-10:30p	1	:30	\$1,200.00	
Inv NBC SUN-FTBL	12/29/13	Sun	8:53p		:30	\$1,200.00	
WDAM- Invoiced Spots Not Matching Order							
WDAM- Bonus Spots Applied							
Bonus NEWS 7 AT 6	12/17/13	Tue	6:28p		:30	\$0.00	
Bonus NEWS 7 AT 6	12/25/13	Wed	6:14p		:30	\$0.00	
Bonus LIVE AT FIVE	12/17/13	Tue	5:24p		:30	\$0.00	
Bonus LIVE AT FIVE	12/23/13	Mon	5:24p		:30	\$0.00	
Bonus NWS 7 NGHTBEAT	12/18/13	Wed	10:12p		:30	\$0.00	
Bonus NWS 7 NGHTBEAT	12/23/13	Mon	10:15p		:30	\$0.00	
Bonus DR. OZ	12/16/13	Mon	1:56p		:30	\$0.00	
Bonus TODAY SHW3-NBC	12/19/13	Thu	10:28a		:30	\$0.00	
Bonus RIGHT-MINUTE	12/19/13	Thu	2:55p		:30	\$0.00	
Bonus SATURDAY TODAY	12/21/13	Sat	7:52a		:30	\$0.00	
Bonus NEWS 7 AT 6	12/21/13	Sat	6:22p		:30	\$0.00	
Bonus WHEEL-FORTNE W	12/21/13	Sat	6:59p		:30	\$0.00	
Bonus AVG. ALL WKS	12/21/13	Sat	9:15p		:30	\$0.00	
Bonus SUN TODAY-NBC	12/22/13	Sun	8:25a		:30	\$0.00	
Bonus AVG. ALL WKS	12/22/13	Sun	5:05p		:30	\$0.00	
Bonus TODAY SHW	12/27/13	Fri	8:29a		:30	\$0.00	
Bonus TODAY SHW2-NBC	12/23/13	Mon	9:27a		:30	\$0.00	
Bonus DR. OZ	12/23/13	Mon	1:53p		:30	\$0.00	
Bonus TODAY SHW	12/24/13	Tue	8:58a		:30	\$0.00	
Bonus JUDGE JUDY	12/24/13	Tue	3:40p		:30	\$0.00	
Bonus NW7 TODAY ERLY	12/25/13	Wed	5:57a		:30	\$0.00	
Bonus J FALLON-NBC	12/25/13	Wed	11:30p		:30	\$0.00	
Bonus DAYS-OUR LIVES	12/26/13	Thu	12:58p		:30	\$0.00	
Bonus LIVE AT FIVE	12/26/13	Thu	5:28p		:30	\$0.00	
Bonus NEWS AT 5A	12/27/13	Fri	5:23a		:30	\$0.00	
Bonus TODAY SHW2-NBC	12/27/13	Fri	9:53a		:30	\$0.00	
WDAM- Ordered Spots Not Matching Invoice							
WDAM- Schedule Totals							

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 55	Order No: 686
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Spots Ordered	21					Order Grp / Gr Imp	117.4
Spots Invoiced	47					Invoice Grp / Gr Imp	216.4
						Grp / Gr Imp Index	184.3
						Order Reach / Frequency	60.2 / 2.0
						Invoice Reach / Frequency	84.5 / 2.6
Bonus Spots	26						

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	
WHLT-CBS							
Ord	MET YOUR MOTHER/WE ARE	12/16/13-12/16/13	Mon	7:00p- 8:00p	1	:30	\$200.00
Inv	2BROKE GRL-CBS	12/16/13	Mon	7:43p		:30	\$200.00
Ord	MET YOUR MOTHER/WE ARE	12/23/13-12/23/13	Mon	7:00p- 8:00p	1	:30	\$200.00
Inv	HW I-MOTHR-CBS	12/23/13	Mon	7:19p		:30	\$200.00
Ord	MET YOUR MOTHER/WE ARE	12/30/13-12/30/13	Mon	7:00p- 8:00p	1	:30	\$200.00
Inv	HW I-MOTHR-CBS	12/30/13	Mon	7:20p		:30	\$200.00
Ord	2 BROKE GIRLS/MOM	12/16/13-12/16/13	Mon	8:00p- 9:00p	1	:30	\$230.00
Inv	MIKE&MOLLY-CBS	12/16/13	Mon	8:17p		:30	\$230.00
Ord	2 BROKE GIRLS/MOM	12/30/13-12/30/13	Mon	8:00p- 9:00p	1	:30	\$230.00
Inv	MOM-CBS	12/30/13	Mon	8:45p		:30	\$230.00
Ord	HOSTAGES	12/16/13-12/16/13	Mon	9:00p-10:00p	1	:30	\$300.00
Inv	HOSTAGES-CBS	12/16/13	Mon	9:34p		:30	\$300.00
Ord	HOSTAGES	12/23/13-12/23/13	Mon	9:00p-10:00p	1	:30	\$300.00
Inv	HOSTAGES-CBS	12/23/13	Mon	9:33p		:30	\$300.00
Ord	HOSTAGES	12/30/13-12/30/13	Mon	9:00p-10:00p	1	:30	\$300.00
Inv	HOSTAGES-CBS	12/30/13	Mon	9:48p		:30	\$300.00
WHLT- Invoiced Spots Not Matching Order							
WHLT- Bonus Spots Applied							
Bonus	WJTV MORN NWS	12/16/13	Mon	6:44a		:30	\$0.00
Bonus	CBS THS MRNG-2	12/16/13	Mon	8:29a		:30	\$0.00
Bonus	WJTV MORN NWS	12/17/13	Tue	6:51a		:30	\$0.00
Bonus	WJTV MORN NWS	12/19/13	Thu	6:17a		:30	\$0.00
Bonus	WJTV MORN NWS	12/20/13	Fri	6:10a		:30	\$0.00
Bonus	REEL ANMLS FSH	12/22/13	Sun	6:29a		:30	\$0.00
Bonus	AVG. ALL WKS	12/22/13	Sun	11:34p		:30	\$0.00
Bonus	CBS THS MRNG-2	12/23/13	Mon	8:53a		:30	\$0.00
Bonus	DR. PHIL	12/23/13	Mon	3:36p		:30	\$0.00
Bonus	WJTV MORN NWS	12/24/13	Tue	6:54a		:30	\$0.00
Bonus	DIVORCE COURT	12/24/13	Tue	4:17p		:30	\$0.00
Bonus	WJTV MORN NWS	12/25/13	Wed	6:45a		:30	\$0.00
Bonus	DIVORCE CRT B	12/25/13	Wed	4:45p		:30	\$0.00
Bonus	DR. PHIL	12/26/13	Thu	3:51p		:30	\$0.00
Bonus	LT-FERGUSN-CBS	12/26/13	Thu	11:35p		:30	\$0.00
Bonus	FAMILY FEUD	12/27/13	Fri	6:26p		:30	\$0.00
Bonus	REEL ANMLS FSH	12/28/13	Sat	6:29a		:30	\$0.00
Bonus	AVG. ALL WKS	12/28/13	Sat	11:40p		:30	\$0.00
Bonus	AVG. ALL WKS	12/29/13	Sun	11:03p		:30	\$0.00
Bonus	AVG. ALL WKS	12/15/13	Sun	1:28p		:30	\$230.00
Bonus	CBS THS MRNG-2	12/30/13	Mon	8:41a		:30	\$0.00
Bonus	DR. PHIL	12/30/13	Mon	3:58p		:30	\$0.00
Bonus	WJTV MORN NWS	12/31/13	Tue	6:42a		:30	\$0.00
Bonus	WJTV MORN NWS	12/31/13	Tue	6:51a		:30	\$0.00

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Maggie Clark - 1/29/14 5:07 PM

Hattiesburg-Laurel (B&C)
 Post Book : Nielsen CNO/13
 Order Book : Nielsen CNO/12

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Bonus WJTV MORN NWS	01/01/14	Wed	6:55a		:30	\$0.00	
Bonus D LETTRMAN-CBS	01/01/14	Wed	11:15p		:30	\$0.00	
WHLT- Ordered Spots Not Matching Invoice							
Ord 2 BROKE GIRLS/MOM	12/23/13-12/23/13	Mon	8:00p- 9:00p	1	:30	\$230.00	
WHLT- Schedule Totals							
Spots Ordered	9	Order Gross Cost		\$2,190.00	Order Grp / Gr Imp		36.9
Spots Invoiced	34	Invoice Gross Cost		\$2,190.00	Invoice Grp / Gr Imp		54.0
		Invoice Net Cost at 15.00%		\$1,861.50	Grp / Gr Imp Index		146.3
					Order Reach / Frequency		22.2 / 1.7
					Invoice Reach / Frequency		33.3 / 1.6
Bonus Spots	26						
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: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 55	Order No: 686
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
WHPM-FOX							
Ord	BIG BANG THEORY	12/13/13-12/13/13	Fri	6:00p- 6:30p	1 :30	\$45.00	
Inv	BIG BNG THEORY	12/13/13	Fri	6:25p	:30	\$45.00	
Ord	BIG BANG THEORY	12/16/13-12/20/13	Mo-Fr	6:00p- 6:30p	5 :30	\$45.00	
Inv	BIG BNG THEORY	12/16/13	Mon	6:24p	:30	\$45.00	
Inv	BIG BNG THEORY	12/17/13	Tue	6:24p	:30	\$45.00	
Inv	BIG BNG THEORY	12/18/13	Wed	6:26p	:30	\$45.00	
Inv	BIG BNG THEORY	12/19/13	Thu	6:25p	:30	\$45.00	
Inv	BIG BNG THEORY	12/20/13	Fri	6:13p	:30	\$45.00	
Ord	BIG BANG THEORY	12/23/13-12/27/13	Mo-Fr	6:00p- 6:30p	5 :30	\$45.00	
Inv	BIG BNG THEORY	12/23/13	Mon	6:25p	:30	\$45.00	
Inv	BIG BNG THEORY	12/24/13	Tue	6:26p	:30	\$45.00	
Inv	BIG BNG THEORY	12/25/13	Wed	6:26p	:30	\$45.00	
Inv	BIG BNG THEORY	12/26/13	Thu	6:25p	:30	\$45.00	
Inv	BIG BNG THEORY	12/27/13	Fri	6:24p	:30	\$45.00	
Ord	BIG BANG THEORY	12/30/13-01/01/14	Mo-We	6:00p- 6:30p	3 :30	\$45.00	
Inv	BIG BNG THEORY	12/30/13	Mon	6:25p	:30	\$45.00	
Inv	BIG BNG THEORY	12/31/13	Tue	6:29p	:30	\$45.00	
Inv	BIG BNG THEORY	01/01/14	Wed	6:13p	:30	\$45.00	
Ord	BIG BANG THEORY	12/13/13-12/13/13	Fri	6:30p- 7:00p	1 :30	\$45.00	
Inv	BG BNG THRY B	12/13/13	Fri	6:42p	:30	\$45.00	
Ord	BIG BANG THEORY	12/16/13-12/20/13	Mo-Fr	6:30p- 7:00p	5 :30	\$45.00	
Inv	BG BNG THRY B	12/16/13	Mon	6:45p	:30	\$45.00	
Inv	BG BNG THRY B	12/17/13	Tue	6:55p	:30	\$45.00	
Inv	BG BNG THRY B	12/18/13	Wed	6:46p	:30	\$45.00	
Inv	BG BNG THRY B	12/19/13	Thu	6:44p	:30	\$45.00	
Inv (M)	BG BNG THRY B	12/27/13	Fri	6:40p	:30	\$45.00	
Ord	BIG BANG THEORY	12/23/13-12/27/13	Mo-Fr	6:30p- 7:00p	5 :30	\$45.00	
Inv	BG BNG THRY B	12/23/13	Mon	6:44p	:30	\$45.00	
Inv	BG BNG THRY B	12/24/13	Tue	6:55p	:30	\$45.00	
Inv	BG BNG THRY B	12/25/13	Wed	6:42p	:30	\$45.00	
Inv	BG BNG THRY B	12/26/13	Thu	6:42p	:30	\$45.00	
Inv	BG BNG THRY B	12/27/13	Fri	6:55p	:30	\$45.00	
Ord	BIG BANG THEORY	12/30/13-01/01/14	Mo-We	6:30p- 7:00p	3 :30	\$45.00	
Inv	BG BNG THRY B	12/30/13	Mon	6:42p	:30	\$45.00	
Inv	BG BNG THRY B	12/31/13	Tue	6:56p	:30	\$45.00	
Inv	BG BNG THRY B	01/01/14	Wed	6:42p	:30	\$45.00	

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							DMA RTG M 18-34
Program	Date	Day	Time	Spts	Len	Invoice Rate	
Ord DADS	12/17/13-12/17/13	Tue	7:00p- 7:30p	1	:30	\$75.00	
Inv DADS-FOX	12/17/13	Tue	7:19p		:30	\$75.00	
Ord DADS	12/24/13-12/24/13	Tue	7:00p- 7:30p	1	:30	\$75.00	
Inv DADS-FOX	12/24/13	Tue	7:17p		:30	\$75.00	
Ord DADS	12/31/13-12/31/13	Tue	7:00p- 7:30p	1	:30	\$75.00	
Inv DADS-FOX	12/31/13	Tue	7:20p		:30	\$75.00	
Ord BROOKLYN NINE-NINE	12/17/13-12/17/13	Tue	7:30p- 8:00p	1	:30	\$75.00	
Inv BRKLYN 9-9-FOX	12/17/13	Tue	7:47p		:30	\$75.00	
Ord BROOKLYN NINE-NINE	12/24/13-12/24/13	Tue	7:30p- 8:00p	1	:30	\$75.00	
Inv BRKLYN 9-9-FOX	12/24/13	Tue	7:48p		:30	\$75.00	
Ord BROOKLYN NINE-NINE	12/31/13-12/31/13	Tue	7:30p- 8:00p	1	:30	\$75.00	
Inv BRKLYN 9-9-FOX	12/31/13	Tue	7:47p		:30	\$75.00	
Ord SAINTS v RAMS	12/15/13-12/15/13	Sun	12:00p- 3:00p	1	:30	\$1,500.00	
Inv (M) AVG. ALL WKS	12/15/13	Sun	5:00p		:30	\$1,500.00	
Ord NFL ON FOX	12/15/13-12/15/13	Sun	3:00p- 6:30p	1	:30	\$600.00	
Inv (M) FOX NFL SU-PRE	12/15/13	Sun	11:41a		:30	\$600.00	
Ord NFL ON FOX	12/22/13-12/22/13	Sun	3:00p- 6:30p	1	:30	\$600.00	
Inv (M) FOX NFL SU-PRE	12/22/13	Sun	11:40a		:30	\$600.00	
Ord NFL ON FOX	12/29/13-12/29/13	Sun	3:00p- 6:30p	1	:30	\$600.00	
Inv (M) FOX NFL SU-PRE	12/29/13	Sun	11:21a		:30	\$600.00	
WHPM- Invoiced Spots Not Matching Order							
WHPM- Bonus Spots Applied							
Bonus MIDDLE B	12/13/13	Fri	5:52p		:30	\$0.00	
Bonus FAMILY GUY B	12/13/13	Fri	9:47p		:30	\$0.00	
Bonus ARSENIO HALL	12/13/13	Fri	10:56p		:30	\$0.00	
Bonus MAURY POVICH	12/13/13	Fri	11:38p		:30	\$0.00	
Bonus DRAGNFLY TV	12/14/13	Sat	7:15a		:30	\$0.00	
Bonus ACC FOOTBALL	12/14/13	Sat	11:48a		:30	\$0.00	
Bonus ACC FOOTBALL	12/14/13	Sat	12:12p		:30	\$0.00	
Bonus J SPRINGER WK	12/14/13	Sat	11:48p		:30	\$0.00	
Bonus THS OLD HOUSE	12/15/13	Sun	6:15a		:30	\$0.00	
Bonus HIRING AMERICA	12/15/13	Sun	6:47a		:30	\$0.00	
Bonus DAN MULLEN SHW	12/15/13	Sun	11:17p		:30	\$0.00	
Bonus AVG. ALL WKS	12/15/13	Sun	11:59p		:30	\$0.00	
Bonus JUDGE ALEX	12/16/13	Mon	10:29a		:30	\$0.00	
Bonus STEVE HARVEY!	12/16/13	Mon	4:38p		:30	\$0.00	
Bonus ARSENIO HALL	12/16/13	Mon	10:53p		:30	\$0.00	
Bonus MAURY POVICH	12/16/13	Mon	11:12p		:30	\$0.00	
Bonus ELLEN	12/17/13	Tue	3:59p		:30	\$0.00	
Bonus STEVE HARVEY!	12/17/13	Tue	4:29p		:30	\$0.00	
Bonus FAMILY GUY	12/17/13	Tue	9:27p		:30	\$0.00	
Bonus FAMILY GUY B	12/17/13	Tue	9:48p		:30	\$0.00	
Bonus STEVE HARVEY!	12/18/13	Wed	4:10p		:30	\$0.00	

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Bonus STEVE HARVEY!	12/18/13	Wed	4:55p		:30	\$0.00	
Bonus FAMILY GUY B	12/18/13	Wed	9:47p		:30	\$0.00	
Bonus MAURY POVICH	12/18/13	Wed	11:56p		:30	\$0.00	
Bonus TRISHA	12/19/13	Thu	8:37a		:30	\$0.00	
Bonus TRISHA	12/19/13	Thu	8:37a		:30	\$0.00	
Bonus STEVE HARVEY!	12/19/13	Thu	4:53p		:30	\$0.00	
Bonus MIDDLE	12/19/13	Thu	5:23p		:30	\$0.00	
Bonus ARSENIO HALL	12/19/13	Thu	10:50p		:30	\$0.00	
Bonus PEOPLE'S COURT	12/20/13	Fri	12:46p		:30	\$0.00	
Bonus STEVE HARVEY!	12/20/13	Fri	4:18p		:30	\$0.00	
Bonus ARSENIO HALL	12/20/13	Fri	10:25p		:30	\$0.00	
Bonus MAURY POVICH	12/20/13	Fri	11:49p		:30	\$0.00	
Bonus REAL WNNG EDGE	12/21/13	Sat	6:41a		:30	\$0.00	
Bonus ACC FOOTBALL	12/21/13	Sat	12:29p		:30	\$0.00	
Bonus AVG. ALL WKS	12/21/13	Sat	9:59p		:30	\$0.00	
Bonus J SPRINGER WK	12/21/13	Sat	11:38p		:30	\$0.00	
Bonus BG-THEORY WK B	12/22/13	Sun	9:56p		:30	\$0.00	
Bonus ARSENIO HALL W	12/22/13	Sun	10:47p		:30	\$0.00	
Bonus DAN MULLEN SHW	12/22/13	Sun	11:25p		:30	\$0.00	
Bonus AVG. ALL WKS	12/22/13	Sun	11:59p		:30	\$0.00	
Bonus JUDGE ALEX	12/23/13	Mon	10:29a		:30	\$0.00	
Bonus BETHENNY	12/23/13	Mon	2:21p		:30	\$0.00	
Bonus MIDDLE B	12/23/13	Mon	5:45p		:30	\$0.00	
Bonus MAURY POVICH	12/23/13	Mon	11:53p		:30	\$0.00	
Bonus TRISHA	12/24/13	Tue	8:41a		:30	\$0.00	
Bonus BETHENNY	12/24/13	Tue	2:20p		:30	\$0.00	
Bonus MAURY POVICH	12/24/13	Tue	11:23p		:30	\$0.00	
Bonus MAURY POVICH	12/24/13	Tue	11:44p		:30	\$0.00	
Bonus TRISHA	12/25/13	Wed	8:10a		:30	\$0.00	
Bonus STEVE HARVEY!	12/25/13	Wed	4:10p		:30	\$0.00	
Bonus FAMILY GUY B	12/25/13	Wed	9:47p		:30	\$0.00	
Bonus ARSENIO HALL	12/25/13	Wed	10:27p		:30	\$0.00	
Bonus RACHAEL RAY	12/26/13	Thu	6:16a		:30	\$0.00	
Bonus PEOPLE'S COURT	12/26/13	Thu	12:44p		:30	\$0.00	
Bonus MIDDLE B	12/26/13	Thu	5:40p		:30	\$0.00	
Bonus FAMILY GUY B	12/26/13	Thu	9:57p		:30	\$0.00	
Bonus TRISHA	12/27/13	Fri	8:36a		:30	\$0.00	
Bonus ELLEN	12/27/13	Fri	3:45p		:30	\$0.00	
Bonus FAMILY GUY B	12/27/13	Fri	9:55p		:30	\$0.00	
Bonus ARSENIO HALL	12/27/13	Fri	10:24p		:30	\$0.00	
Bonus BIZKIDS	12/28/13	Sat	6:16a		:30	\$0.00	
Bonus ACC FOOTBALL	12/28/13	Sat	12:15p		:30	\$0.00	
Bonus AVG. ALL WKS	12/28/13	Sat	5:10p		:30	\$0.00	

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Bonus AVG. ALL WKS	12/28/13	Sat	10:29p		:30	\$0.00	
Bonus TEMPL BAPT CHR	12/29/13	Sun	10:59a		:30	\$0.00	
Bonus BG-THEORY WK B	12/29/13	Sun	9:59p		:30	\$0.00	
Bonus ARSENIO HALL W	12/29/13	Sun	10:26p		:30	\$0.00	
Bonus ARSENIO HALL W	12/29/13	Sun	10:52p		:30	\$0.00	
Bonus JUDGE ALEX	12/30/13	Mon	10:07a		:30	\$0.00	
Bonus JUDGE ALEX	12/30/13	Mon	10:23a		:30	\$0.00	
Bonus JUSTICE-C PERZ	12/30/13	Mon	1:45p		:30	\$0.00	
Bonus ARSENIO HALL	12/30/13	Mon	10:50p		:30	\$0.00	
Bonus TEST	12/31/13	Tue	7:22a		:30	\$0.00	
Bonus JUDGE ALEX B	12/31/13	Tue	10:45a		:30	\$0.00	
Bonus AMERICAS COURT	12/31/13	Tue	11:17a		:30	\$0.00	
Bonus AMERS COURT B	12/31/13	Tue	11:45a		:30	\$0.00	
Bonus JUDGE ALEX B	01/01/14	Wed	10:38a		:30	\$0.00	
Bonus PEOPLE'S COURT	01/01/14	Wed	12:47p		:30	\$0.00	
Bonus SUPREME JUSTCE	01/01/14	Wed	1:23p		:30	\$0.00	
Bonus AVG. ALL WKS	01/01/14	Wed	8:49p		:30	\$0.00	

WHPM- Ordered Spots Not Matching Invoice

WHPM- Schedule Totals

Spots Ordered	38	Order Gross Cost	\$5,010.00	Order Grp / Gr Imp	144.5
Spots Invoiced	119	Invoice Gross Cost	\$5,010.00	Invoice Grp / Gr Imp	38.9
		Invoice Net Cost at 15.00%	\$4,258.50	Grp / Gr Imp Index	26.9
				Order Reach / Frequency	39.8 / 3.6
				Invoice Reach / Frequency	18.9 / 2.1
Bonus Spots	81				

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: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 55	Order No: 686
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
All Stations Schedule Totals							
Spots Ordered	68	Order Gross Cost		\$18,650.00	Order Grp / Gr Imp		298.8
Spots Invoiced	200	Invoice Gross Cost		\$18,650.00	Invoice Grp / Gr Imp		309.3
		Invoice Net Cost at 15.00%		\$15,852.50	Grp / Gr Imp Index		103.5
					Order Reach / Frequency		80.7 / 3.7
					Invoice Reach / Frequency		90.8 / 3.4
Bonus Spots	133						
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 - 1/27/14 4:48 PM

Jackson MS (B&C)



Post Book : Nielsen CNO/13
 Order Book : Nielsen CNO/12

Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 62	Order No: 687
Buyer: Maggie Clark	Lengths: :30	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Agcy Est No:	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			

All Stations

Spots Ordered	76
Spots Invoiced	110
Invoiced - Not Matching Order	0
Bonus Spots	33
Order Gross Cost	\$40,495.00
Invoice Gross Cost	\$40,495.00
	DMA RTG M 18-34
Ordered GRPs / Gross Impressions	310.7
Actual GRPs / Gross Impressions	283.1
GRP / Gross Impression Index	91.1
Actual Reach & Frequency	82.2 & 3.4

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.

* More spots invoiced than ordered.

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 62	Order No: 687
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
WAPT-ABC							
Ord ONCE UPON A TIME IN	12/15/13-12/15/13	Sun	7:00p- 8:00p	1	:30	\$800.00	
Inv (M) REVENGE	12/29/13	Sun	9:24p		:30	\$250.00	
Inv (M) DANCNG-STR-ABC	12/30/13	Mon	7:00p		:30	\$650.00	
Ord REVENGE	12/15/13-12/15/13	Sun	8:00p- 9:00p	1	:30	\$700.00	
Inv (M) SHARK TANK	12/19/13	Thu	7:45p		:30	\$600.00	
Ord DISNEY HOLIDAY SPECIALS	12/16/13-12/16/13	Mon	7:00p- 8:00p	1	:30	\$500.00	
Inv DISNEY SPECIAL	12/16/13	Mon	7:14p		:30	\$500.00	
Ord THE MIDDLE/BACK IN THE GAM	12/18/13-12/18/13	Wed	7:00p- 8:00p	1	:30	\$500.00	
Inv THE MIDDLE	12/18/13	Wed	7:17p		:30	\$500.00	
Ord CHARLIE BROWN CHRISTMAS	12/19/13-12/19/13	Thu	7:00p- 8:00p	1	:30	\$600.00	
Inv (M) C BROWN SPECIAL	12/19/13	Thu	7:00p		:30	\$600.00	
Ord LAS VEGAS BOWL	12/21/13-12/21/13	Sat	2:30p- 6:00p	1	:30	\$500.00	
Inv (M) CAPITOL ONE BOWL	01/01/14	Wed	2:21p		:30	\$500.00	
Ord GRINCH STOLE CHRISTMAS	12/24/13-12/24/13	Tue	7:00p- 7:30p	1	:30	\$500.00	
Inv GRINCH SPECIAL	12/24/13	Tue	7:15p		:30	\$500.00	
Ord THE MIDDLE/BACK IN THE GAM	12/25/13-12/25/13	Wed	7:00p- 8:00p	1	:30	\$500.00	
Inv (M) WHEEL-FORTNE	12/25/13	Wed	6:49p		:30	\$500.00	
Ord MODERN FAMILY/SUPER FUN	12/25/13-12/25/13	Wed	8:00p- 9:00p	1	:30	\$1,000.00	
Inv MODERN FAMILY	12/25/13	Wed	8:49p		:30	\$1,000.00	
Ord SHARK TANK	12/26/13-12/26/13	Thu	7:00p- 8:00p	1	:30	\$550.00	
Inv (M) SHARK TANK	12/26/13	Thu	7:00p		:30	\$550.00	
Ord H POTTER: SORCERER'S STON	12/29/13-12/29/13	Sun	7:00p-10:00p	1	:30	\$500.00	
Inv (M) HARRY POTTER	12/29/13	Sun	8:28p		:30	\$500.00	
Ord NEW YEAR'S W/RYAN	12/31/13-12/31/13	Tue	10:30p-12:00a	1	:30	\$250.00	
Inv (M) NEW YEAR'S	12/31/13	Tue	10:50p		:30	\$250.00	
Ord CAPITOL ONE BOWL	01/01/14-01/01/14	Wed	12:00p- 3:00p	2	:30	\$800.00	
Inv (M) CAPITOL ONE BOWL	01/01/14	Wed	12:41p		:30	\$800.00	
Inv (M) CAPITOL ONE BOWL	01/01/14	Wed	1:39p		:30	\$800.00	
Ord THE MIDDLE/BACK IN THE GAM	01/01/14-01/01/14	Wed	7:00p- 8:00p	1	:30	\$500.00	
Inv (M) THE MIDDLE	01/01/14	Wed	7:00p		:30	\$500.00	
Ord MODERN FAMILY/SUPER FUN	01/01/14-01/01/14	Wed	8:00p- 9:00p	1	:30	\$1,000.00	
Inv (M) MODERN FAMILY	01/01/14	Wed	8:52p		:30	\$1,000.00	
WAPT- Invoiced Spots Not Matching Order							
WAPT- Bonus Spots Applied							
Bonus HARRY POTTER	12/29/13	Sun	8:00p		:30	\$0.00	
Bonus 16WAPT NEWS-5A	12/30/13	Mon	5:00a		:30	\$0.00	

* - Denotes estimated item(s).
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Maggie Clark - 1/30/14 10:21 AM

Jackson MS (B&C)

Post Book : Nielsen CNO/13

Order Book : Nielsen CNO/12

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Bonus STEVE HARVEY!	01/01/14	Wed	12:44a		:30	\$0.00	
Bonus NEW YEAR'S	12/31/13	Tue	11:55p		:30	\$0.00	
Bonus NEW YEAR'S	12/31/13	Tue	12:08a		:30	\$0.00	
Bonus NEW YEAR'S	12/31/13	Tue	12:29a		:30	\$0.00	
Bonus NEW YEAR'S	12/31/13	Tue	1:08a		:30	\$0.00	
WAPT- Ordered Spots Not Matching Invoice							
WAPT- Schedule Totals							
Spots Ordered	16	Order Gross Cost		\$10,000.00	Order Grp / Gr Imp		47.3
Spots Invoiced	24	Invoice Gross Cost		\$10,000.00	Invoice Grp / Gr Imp		62.1
		Invoice Net Cost at 15.00%		\$8,500.00	Grp / Gr Imp Index		131.3
					Order Reach / Frequency		31.2 / 1.5
					Invoice Reach / Frequency		33.4 / 1.9
Bonus Spots	7						
<p>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.</p>							

* - Denotes estimated item(s).
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 62	Order No: 687
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
WDBD-FOX							
Ord SAINTS @ ST LOUIS	12/15/13-12/15/13	Sun	12:00p- 3:15p	1	:30	\$1,800.00	
Inv FOX NFL SU-GM1	12/15/13	Sun	1:42p		:30	\$1,100.00	
Ord GREEN BAY @ DALLAS	12/15/13-12/15/13	Sun	3:15p- 6:00p	1	:30	\$1,100.00	
Inv (M) NFL ON FOX	12/15/13	Sun	5:06p		:30	\$1,800.00	
Ord SIMPSONS	12/15/13-12/15/13	Sun	7:00p- 7:30p	1	:30	\$300.00	
Inv SIMPSONS	12/15/13	Sun	7:14p		:30	\$300.00	
Ord AMERICAN DAD	12/15/13-12/15/13	Sun	8:30p- 9:00p	1	:30	\$250.00	
Inv AMERICAN DAD	12/15/13	Sun	8:50p		:30	\$250.00	
Ord 2-1/2 MEN	12/15/13-12/15/13	Sun	9:00p-10:00p	1	:30	\$40.00	
Inv TWO&HF MN WK B	12/15/13	Sun	9:57p		:30	\$40.00	
Ord SAINTS @ CAROLINA	12/22/13-12/22/13	Sun	12:00p- 3:15p	1	:30	\$1,800.00	
Inv FOX NFL SU-GM1	12/22/13	Sun	1:30p		:30	\$1,800.00	
Ord INCREDIBLE DOG SHOW	12/22/13-12/22/13	Sun	3:30p- 4:30p	1	:30	\$25.00	
Inv INCREDIBLE DOG SHOW	12/22/13	Sun	4:21p		:30	\$25.00	
Ord SIMPSONS	12/22/13-12/22/13	Sun	7:00p- 7:30p	1	:30	\$300.00	
Inv SIMPSONS	12/22/13	Sun	7:16p		:30	\$300.00	
Ord AMERICAN DAD	12/22/13-12/22/13	Sun	8:30p- 9:00p	1	:30	\$250.00	
Inv AMERICAN DAD	12/22/13	Sun	8:46p		:30	\$250.00	
Ord 2-1/2 MEN	12/22/13-12/22/13	Sun	9:00p-10:00p	1	:30	\$40.00	
Inv TWO&HF MN WK B	12/22/13	Sun	9:44p		:30	\$40.00	
Ord TAMPA BAY @ SAINTS	12/29/13-12/29/13	Sun	12:00p- 3:15p	1	:30	\$1,500.00	
Inv (M) FOX NFL SU-GM1	12/29/13	Sun	1:45p		:30	\$1,500.00	
Ord SAN FRANCISCO @ ARIZONA	12/29/13-12/29/13	Sun	3:15p- 6:00p	1	:30	\$1,100.00	
Inv (M) FOX ON NFL	12/29/13	Sun	5:05p		:30	\$1,100.00	
Ord SIMPSONS	12/29/13-12/29/13	Sun	7:00p- 7:30p	1	:30	\$300.00	
Inv SIMPSONS	12/29/13	Sun	7:24p		:30	\$300.00	
Ord AMERICAN DAD	12/29/13-12/29/13	Sun	8:30p- 9:00p	1	:30	\$250.00	
Inv AMERICAN DAD	12/29/13	Sun	8:48p		:30	\$250.00	
Ord 2-1/2 MEN	12/29/13-12/29/13	Sun	9:00p-10:00p	1	:30	\$40.00	
Inv TWO&HF MN WK B	12/29/13	Sun	9:54p		:30	\$40.00	
WDBD- Invoiced Spots Not Matching Order							
WDBD- Bonus Spots Applied							
WDBD- Ordered Spots Not Matching Invoice							
WDBD- Schedule Totals							

* - 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 12/13/13-01/01/14	Post No: 62	Order No: 687
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Spots Ordered	15					Order Grp / Gr Imp	59.1
Spots Invoiced	15					Invoice Grp / Gr Imp	43.8
						Grp / Gr Imp Index	74.1
						Order Reach / Frequency	31.0 / 1.9
						Invoice Reach / Frequency	18.8 / 2.3
Bonus Spots	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.

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	
WJTV-CBS							
Ord	CHRISTMAS SPECIALS	12/14/13-12/14/13	Sat	7:00p- 9:00p	1 :30	\$350.00	
Inv	RUDOLPH SPECIAL	12/14/13	Sat	7:28p	:30	\$350.00	
Ord	CRIMETIME SATURDAY	12/14/13-12/14/13	Sat	8:00p- 9:00p	1 :30	\$150.00	
Inv	CRIMETIME	12/14/13	Sat	8:17p	:30	\$150.00	
Ord	48 HOURS	12/14/13-12/14/13	Sat	9:00p-10:00p	1 :30	\$250.00	
Inv	48 HOURS	12/14/13	Sat	9:41p	:30	\$250.00	
Ord	NEWS CHANNEL 12 AT	12/14/13-12/14/13	Sat	10:00p-10:35p	1 :30	\$200.00	
Inv	NEWSCHANNEL 12	12/14/13	Sat	10:19p	:30	\$200.00	
Ord	FIRST FAMILY	12/14/13-12/14/13	Sat	10:35p-11:05p	1 :30	\$65.00	
Inv	LETTERMAN	12/14/13	Sat	11:00p	:30	\$65.00	
Ord	NFL FOOTBALL ON CBS	12/15/13-12/15/13	Sun	12:00p- 3:30p	1 :30	\$900.00	
Inv	CBS NFL FTBL-2	12/15/13	Sun	3:03p	:30	\$900.00	
Ord	NCIS: LA	12/17/13-12/17/13	Tue	8:00p- 9:00p	1 :30	\$1,000.00	
Inv	NCIS:LA-CBS	12/17/13	Tue	8:38p	:30	\$1,000.00	
Ord	PERSON OF INTEREST	12/17/13-12/17/13	Tue	9:00p-10:00p	1 :30	\$550.00	
Inv	PERSON-INT-CBS	12/17/13	Tue	9:35p	:30	\$550.00	
Ord	BIG BANG/THE MILLERS	12/19/13-12/19/13	Thu	7:00p- 8:00p	1 :30	\$750.00	
Inv (M)	BIG BANG-CBS	12/19/13	Thu	7:00p	:30	\$750.00	
Ord	ELF MOVIE	12/21/13-12/21/13	Sat	7:00p- 9:00p	1 :30	\$350.00	
Inv	ELF MOVIE	12/21/13	Sat	7:17p	:30	\$350.00	
Ord	CRIMETIME SATURDAY	12/21/13-12/21/13	Sat	8:00p- 9:00p	1 :30	\$150.00	
Inv (M)	NEWSCH 12 LV-5	12/31/13	Tue	5:23p	:30	\$150.00	
Ord	48 HOURS	12/21/13-12/21/13	Sat	9:00p-10:00p	1 :30	\$250.00	
Inv	48 HOURS	12/21/13	Sat	9:40p	:30	\$250.00	
Ord	NEWS CHANNEL 12 AT	12/21/13-12/21/13	Sat	10:00p-10:35p	1 :30	\$200.00	
Inv	NEWS CHANNEL 12	12/21/13	Sat	10:17p	:30	\$200.00	
Ord	FIRST FAMILY	12/21/13-12/21/13	Sat	10:35p-11:05p	1 :30	\$65.00	
Inv (M)	LT-FERGUSON	12/21/13	Sat	11:59p	:30	\$65.00	
Ord	NFL FOOTBALL ON CBS	12/22/13-12/22/13	Sun	12:00p- 3:30p	1 :30	\$900.00	
Inv	CBS NFL FTBL-1	12/22/13	Sun	2:27p	:30	\$900.00	
Ord	NCIS: LA	12/24/13-12/24/13	Tue	8:00p- 9:00p	1 :30	\$1,000.00	
Inv	NCIS:LA-CBS	12/24/13	Tue	8:35p	:30	\$1,000.00	
Ord	PERSON OF INTEREST	12/24/13-12/24/13	Tue	9:00p-10:00p	1 :30	\$550.00	
Inv	PERSON-INT-CBS	12/24/13	Tue	9:37p	:30	\$550.00	
Ord	BIG BANG/THE MILLERS	12/26/13-12/26/13	Thu	7:00p- 8:00p	1 :30	\$750.00	
Inv (M)	BIG BANG-CBS	12/26/13	Thu	7:00p	:30	\$750.00	
Ord	CRIMETIME SATURDAY	12/28/13-12/28/13	Sat	8:00p- 9:00p	1 :30	\$150.00	
Inv (M)	CRIMETIME	12/28/13	Sat	8:45p	:30	\$150.00	
Ord	48 HOURS	12/28/13-12/28/13	Sat	9:00p-10:00p	1 :30	\$250.00	
Inv (M)	48 HOURS	12/28/13	Sat	9:15p	:30	\$250.00	
Ord	NEWS CHANNEL 12 AT	12/28/13-12/28/13	Sat	10:00p-10:35p	1 :30	\$200.00	
Inv (M)	SEC FTB	12/28/13	Sat	1:00p	:30	\$200.00	

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Maggie Clark - 1/30/14 10:21 AM

Jackson MS (B&C)

Post Book : Nielsen CNO/13

Order Book : Nielsen CNO/12

							DMA RTG M 18-34
Program	Date	Day	Time	Spts	Len	Invoice Rate	
Ord	FIRST FAMILY	12/28/13-12/28/13	Sat	10:35p-11:05p	1 :30	\$65.00	
Inv	LETTERMAN	12/28/13	Sat	11:04p	:30	\$65.00	
Ord	NFL FOOTBALL ON CBS	12/29/13-12/29/13	Sun	12:00p- 3:30p	1 :30	\$900.00	
Inv	CBS NFL FTB L-1	12/29/13	Sun	1:36p	:30	\$900.00	
Ord	NCIS: LA	12/31/13-12/31/13	Tue	8:00p- 9:00p	1 :30	\$1,000.00	
Inv	NCIS:LA-CBS	12/31/13	Tue	8:44p	:30	\$1,000.00	
Ord	PERSON OF INTEREST	12/31/13-12/31/13	Tue	9:00p-10:00p	1 :30	\$550.00	
Inv	PERSON-INT-CBS	12/31/13	Tue	9:35p	:30	\$550.00	
WJTV- Invoiced Spots Not Matching Order							
WJTV- Bonus Spots Applied							
Bonus	NEWSCH 12 LV-6	12/30/13	Mon	6:29p	:30	\$0.00	
Bonus	NEWSCH 12 LV-6	12/31/13	Tue	6:20p	:30	\$0.00	
Bonus	LT-FERGUSN-CBS	12/30/13	Mon	11:32p	:30	\$0.00	
Bonus	LT-FERGUSN-CBS	12/31/13	Tue	12:29a	:30	\$0.00	
Bonus	NFL CBS FTBL-2	12/14/13	Sat	5:53p	:30	\$0.00	
Bonus	LT-FERGUSN-CBS	12/25/13	Wed	12:05a	:30	\$0.00	
Bonus	LT-FERGUSN-CBS	12/26/13	Thu	12:25a	:30	\$0.00	
Bonus	NEWSCH12-MORN6	12/28/13	Sat	6:37a	:30	\$0.00	
Bonus	NEWSCH12-MORN6	12/29/13	Sun	6:26a	:30	\$0.00	
Bonus	SEC FTB	12/28/13	Sat	1:59p	:30	\$0.00	
Bonus	HM DPT-FB2-CBS	12/28/13	Sat	4:28p	:30	\$0.00	
Bonus	CBS THS MRNG-2	12/23/13	Mon	8:19a	:30	\$0.00	
Bonus	CBS THS MRNG-2	12/23/13	Mon	8:58a	:30	\$0.00	
Bonus	DR. OZ	12/23/13	Mon	3:35p	:30	\$0.00	
Bonus	DR. OZ	12/23/13	Mon	3:58p	:30	\$0.00	
Bonus	DR. PHIL	12/23/13	Mon	4:19p	:30	\$0.00	
Bonus	DR. PHIL	12/23/13	Mon	4:35p	:30	\$0.00	
Bonus	NEWSCH 12-10	12/25/13	Wed	10:15p	:30	\$0.00	
Bonus	D LETTRMAN-CBS	12/25/13	Wed	10:34p	:30	\$0.00	
Bonus	NEWSCH 12-530	12/25/13	Wed	5:45a	:30	\$0.00	
Bonus	NWSCH12-MRN6 B	12/25/13	Wed	6:32a	:30	\$0.00	
Bonus	NWSCH12-MRN6 B	12/25/13	Wed	6:55a	:30	\$0.00	
Bonus	DR. OZ	12/25/13	Wed	3:35p	:30	\$0.00	
WJTV- Ordered Spots Not Matching Invoice							
WJTV- Schedule Totals							

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 62	Order No: 687
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Spots Ordered	25					Order Grp / Gr Imp	110.9
Spots Invoiced	48					Invoice Grp / Gr Imp	92.2
						Grp / Gr Imp Index	83.1
						Order Reach / Frequency	55.2 / 2.0
						Invoice Reach / Frequency	45.6 / 2.0
Bonus Spots	23						

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	
WLBT-NBC							
Ord WLBT 10PM REPORT	12/13/13-12/13/13	Fri	10:00p-10:35p	1	:30	\$500.00	
Inv WLBT 10PM RPRT	12/13/13	Fri	10:15p		:30	\$500.00	
Ord DRACULA	12/13/13-12/13/13	Fri	9:00p-10:00p	1	:30	\$300.00	
Inv GRIMM	12/13/13	Fri	9:25p		:30	\$300.00	
Ord NFL PRE GAME	12/15/13-12/15/13	Sun	6:00p- 7:00p	1	:30	\$350.00	
Inv FTBL NT-P2-NBC	12/15/13	Sun	6:31p		:30	\$300.00	
Ord TODAY SHOW	12/15/13-12/15/13	Sun	7:00p- 8:00p	1	:30	\$85.00	
Inv (M) SUN TODAY-NBC	12/15/13	Sun	7:25a		:30	\$85.00	
Ord NFL FOOTBALL NIGHT	12/15/13-12/15/13	Sun	7:15p-10:30p	1	:30	\$1,300.00	
Inv (M) NBC SUN-FTBL	12/15/13	Sun	10:39p		:30	\$1,300.00	
Ord WLBT 1030PM REPORT/SUN	12/15/13-12/15/13	Sun	10:30p-11:00p	1	:30	\$300.00	
Inv (M) WLBT 10PM RPRT	12/15/13	Sun	10:59p		:30	\$300.00	
Ord WLBT 10PM REPORT	12/16/13-12/20/13	Mo-Fr	10:00p-10:35p	1	:30	\$500.00	
Inv WLBT 10PM RPRT	12/19/13	Thu	10:23p		:30	\$500.00	
Ord BLACKLIST	12/16/13-12/16/13	Mon	9:00p-10:00p	1	:30	\$500.00	
Inv THE BLACKLIST	12/16/13	Mon	9:32p		:30	\$500.00	
Ord NFL PRE GAME	12/22/13-12/22/13	Sun	6:00p- 7:00p	1	:30	\$350.00	
Inv FTBL NIGHT AMERICA	12/22/13	Sun	6:17p		:30	\$300.00	
Ord TODAY SHOW	12/22/13-12/22/13	Sun	7:00p- 8:00p	1	:30	\$85.00	
Inv (M) SUN TODAY-NBC	12/22/13	Sun	7:29a		:30	\$85.00	
Ord NFL FOOTBALL NIGHT	12/22/13-12/22/13	Sun	7:15p-10:30p	1	:30	\$1,300.00	
Inv NBC SUN-FTBL	12/22/13	Sun	7:21p		:30	\$1,300.00	
Ord WLBT 1030PM REPORT/SUN	12/22/13-12/22/13	Sun	10:30p-11:00p	1	:30	\$300.00	
Inv (M) WLBT 10PM RPRT	12/22/13	Sun	10:59p		:30	\$300.00	
Ord WLBT 10PM REPORT	12/23/13-12/27/13	Mo-Fr	10:00p-10:35p	1	:30	\$500.00	
Inv WLBT 10PM RPRT	12/26/13	Thu	10:29p		:30	\$500.00	
Ord SEAN/MICHAEL J. FOX	12/26/13-12/26/13	Thu	8:00p- 9:00p	1	:30	\$400.00	
Inv MJ FOX SHW-NBC	12/26/13	Thu	8:52p		:30	\$400.00	
Ord NFL PRE GAME	12/29/13-12/29/13	Sun	6:00p- 7:00p	1	:30	\$350.00	
Inv FTBL NIGHT AMERICA	12/29/13	Sun	6:18p		:30	\$300.00	
Ord TODAY SHOW	12/29/13-12/29/13	Sun	7:00p- 8:00p	1	:30	\$85.00	
Inv (M) SUN TODAY-NBC	12/29/13	Sun	7:28a		:30	\$85.00	
Ord NFL FOOTBALL NIGHT	12/29/13-12/29/13	Sun	7:15p-10:30p	1	:30	\$1,300.00	
Inv NBC SUN-FTBL	12/29/13	Sun	7:21p		:30	\$1,300.00	
Ord WLBT 1030PM REPORT/SUN	12/29/13-12/29/13	Sun	10:30p-11:00p	1	:30	\$300.00	
Inv (M) WLBT 10PM RPRT	12/29/13	Sun	10:59p		:30	\$300.00	
Ord WLBT 10PM REPORT	12/30/13-01/01/14	Mo-We	10:00p-10:35p	1	:30	\$500.00	
Inv (M) WLBT 10PM RPRT	12/30/13	Mon	10:29p		:30	\$500.00	
Ord SING OFF	12/30/13-12/30/13	Mon	7:00p- 9:00p	1	:30	\$550.00	
Inv (M) THE VOICE	12/16/13	Mon	8:38p		:30	\$700.00	
WLBT- Invoiced Spots Not Matching Order							
WLBT- Bonus Spots Applied							

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Bonus SAT NITE LIVE	12/28/13	Sat	10:54p		:30	\$0.00	
Bonus WLBT 5PM RPRT	01/01/14	Wed	5:12p		:30	\$0.00	
Bonus WLBT 6PM RPRT	01/01/14	Wed	6:09p		:30	\$0.00	
WLBT- Ordered Spots Not Matching Invoice							
WLBT- Schedule Totals							
Spots Ordered	20	Order Gross Cost		\$9,855.00	Order Grp / Gr Imp		93.4
Spots Invoiced	23	Invoice Gross Cost		\$9,855.00	Invoice Grp / Gr Imp		85.0
		Invoice Net Cost at 15.00%		\$8,376.75	Grp / Gr Imp Index		91.0
					Order Reach / Frequency		51.2 / 1.8
					Invoice Reach / Frequency		42.7 / 2.0
Bonus Spots	3						
<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>							

* - 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 12/13/13-01/01/14	Post No: 62	Order No: 687
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
All Stations Schedule Totals							
Spots Ordered	76	Order Gross Cost		\$40,495.00	Order Grp / Gr Imp		310.7
Spots Invoiced	110	Invoice Gross Cost		\$40,495.00	Invoice Grp / Gr Imp		283.1
		Invoice Net Cost at 15.00%		\$34,420.75	Grp / Gr Imp Index		91.1
					Order Reach / Frequency		88.5 / 3.5
					Invoice Reach / Frequency		82.2 / 3.4
Bonus Spots	33						
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 - 1/28/14 10:09 AM



Meridian (B&C)

Post Book : Nielsen CNO/13

Order Book : Nielsen CNO/12

Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 56	Order No: 688
Buyer: Maggie Clark	Lengths: :30	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Agcy Est No:	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			

All Stations

Spots Ordered	44
Spots Invoiced	52
Invoiced - Not Matching Order	0
Bonus Spots	8
Order Gross Cost	\$9,110.00
Invoice Gross Cost	\$9,110.00
	DMA RTG M 18-34
Ordered GRPs / Gross Impressions	295.5
Actual GRPs / Gross Impressions	264.2
GRP / Gross Impression Index	89.4
Actual Reach & Frequency	64.7 & 4.1

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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 56	Order No: 688
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
WTOK-ABC							
Ord GOOD MRN MERIDIAN	12/13/13-12/13/13	Fri	6:00a- 7:00a	1	:30	\$100.00	
Inv GOOD-MERIDIAN	12/13/13	Fri	6:17a		:30	\$100.00	
Ord GOOD MRN MERIDIAN	12/16/13-12/20/13	Mo-Fr	6:00a- 7:00a	5	:30	\$100.00	
Inv GOOD-MERIDIAN	12/16/13	Mon	6:48a		:30	\$100.00	
Inv GOOD-MERIDIAN	12/17/13	Tue	6:23a		:30	\$100.00	
Inv GOOD-MERIDIAN	12/18/13	Wed	6:47a		:30	\$100.00	
Inv GOOD-MERIDIAN	12/19/13	Thu	6:50a		:30	\$100.00	
Inv GOOD-MERIDIAN	12/20/13	Fri	6:29a		:30	\$100.00	
Ord GOOD MRN MERIDIAN	12/23/13-12/27/13	Mo-Fr	6:00a- 7:00a	5	:30	\$100.00	
Inv GOOD-MERIDIAN	12/23/13	Mon	6:57a		:30	\$100.00	
Inv GOOD-MERIDIAN	12/24/13	Tue	6:22a		:30	\$100.00	
Inv GOOD-MERIDIAN	12/25/13	Wed	6:28a		:30	\$100.00	
Inv GOOD-MERIDIAN	12/26/13	Thu	6:40a		:30	\$100.00	
Inv GOOD-MERIDIAN	12/27/13	Fri	6:17a		:30	\$100.00	
Ord GOOD MRN MERIDIAN	12/30/13-01/01/14	Mo-We	6:00a- 7:00a	3	:30	\$100.00	
Inv (M) GOOD-MERIDIAN	12/30/13	Mon	6:41a		:30	\$100.00	
Inv (M) GOOD-MERIDIAN	12/31/13	Tue	6:16a		:30	\$100.00	
Inv (M) GOOD-MERIDIAN	01/01/14	Wed	6:20a		:30	\$100.00	
Ord NWSCNTR 11 - 10P	12/13/13-12/13/13	Fri	10:00p-10:35p	1	:30	\$265.00	
Inv NWSCNTR 11-10	12/13/13	Fri	10:29p		:30	\$265.00	
Ord NWSCNTR 11 - 10P	12/16/13-12/20/13	Mo-Fr	10:00p-10:35p	1	:30	\$265.00	
Inv NWSCNTR 11-10	12/19/13	Thu	10:29p		:30	\$265.00	
Ord NWSCNTR 11 - 10P	12/23/13-12/27/13	Mo-Fr	10:00p-10:35p	1	:30	\$265.00	
Inv NWSCNTR 11-10	12/26/13	Thu	10:21p		:30	\$265.00	
Ord NWSCNTR 11 - 10P	12/30/13-01/01/14	Mo-We	10:00p-10:35p	1	:30	\$265.00	
Inv (M) NWSCNTR 11-10	12/30/13	Mon	10:10p		:30	\$265.00	
Ord JIMMY KIMMEL	12/13/13-12/13/13	Fri	10:35p-11:35p	1	:30	\$50.00	
Inv (M) LIVE AT FIVE	12/24/13	Tue	5:06p		:30	\$150.00	
Ord JIMMY KIMMEL	12/16/13-12/20/13	Mo-Fr	10:35p-11:35p	1	:30	\$50.00	
Inv J KIMMEL!-ABC	12/16/13	Mon	10:55p		:30	\$50.00	
Ord JIMMY KIMMEL	12/23/13-12/27/13	Mo-Fr	10:35p-11:35p	1	:30	\$50.00	
Inv J KIMMEL!-ABC	12/23/13	Mon	10:51p		:30	\$50.00	
Ord JIMMY KIMMEL	12/30/13-01/01/14	Mo-We	10:35p-11:35p	1	:30	\$50.00	
Inv (M) J KIMMEL!-ABC	12/30/13	Mon	10:32p		:30	\$50.00	
Ord S.H.I.E.L.D.	12/17/13-12/17/13	Tue	7:00p- 8:00p	1	:30	\$250.00	
Inv MARVL-SHLD-ABC	12/17/13	Tue	7:48p		:30	\$250.00	

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Maggie Clark - 1/30/14 10:10 AM

Meridian (B&C)

Post Book : Nielsen CNO/13

Order Book : Nielsen CNO/12

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Ord S.H.I.E.L.D.	12/24/13-12/24/13	Tue	7:00p- 8:00p	1	:30	\$250.00	
Inv (M) NWSCNTR 11-10	12/24/13	Tue	10:10p		:30	\$250.00	
Ord S.H.I.E.L.D.	12/31/13-12/31/13	Tue	7:00p- 8:00p	1	:30	\$250.00	
Inv (M) LIVE AT FIVE	12/27/13	Fri	5:23p		:30	\$150.00	
Ord THE GOLDBERGS	12/17/13-12/17/13	Tue	8:00p- 8:30p	1	:30	\$250.00	
Inv THE GOLDBERGS	12/17/13	Tue	8:20p		:30	\$250.00	
Ord THE GOLDBERGS	12/24/13-12/24/13	Tue	8:00p- 8:30p	1	:30	\$250.00	
Inv (M) NWSCNTR 11-10	12/24/13	Tue	10:29p		:30	\$250.00	
Ord THE GOLDBERGS	12/31/13-12/31/13	Tue	8:00p- 8:30p	1	:30	\$250.00	
Inv (M) NWSCNTR 11-10	12/31/13	Tue	10:16p		:30	\$250.00	
Ord THE MIDDLE	12/18/13-12/18/13	Wed	7:00p- 7:30p	1	:30	\$250.00	
Inv (M) THE MIDDLE	12/18/13	Wed	7:00p		:30	\$250.00	
Ord THE MIDDLE	12/25/13-12/25/13	Wed	7:00p- 7:30p	1	:30	\$250.00	
Inv THE MIDDLE	12/25/13	Wed	7:17p		:30	\$250.00	
Ord THE MIDDLE	01/01/14-01/01/14	Wed	7:00p- 7:30p	1	:30	\$250.00	
Inv THE MIDDLE	01/01/14	Wed	7:18p		:30	\$250.00	
Ord BACK IN THE GAME	12/18/13-12/18/13	Wed	7:30p- 8:00p	1	:30	\$200.00	
Inv (M) B WALTERS SPECIAL	12/18/13	Wed	9:00p		:30	\$200.00	
Ord BACK IN THE GAME	12/25/13-12/25/13	Wed	7:30p- 8:00p	1	:30	\$200.00	
Inv (M) NWSCNTR 11-6	12/25/13	Wed	6:07p		:30	\$200.00	
Ord BACK IN THE GAME	01/01/14-01/01/14	Wed	7:30p- 8:00p	1	:30	\$200.00	
Inv (M) NBA CHRISTMAS SPECIAL	12/25/13	Wed	5:33p		:30	\$200.00	
Ord AMERICA'S FUNNIEST VIDEOS	12/15/13-12/15/13	Sun	6:00p- 7:00p	1	:30	\$150.00	
Inv AMR-VIDEOS-ABC	12/15/13	Sun	6:43p		:30	\$150.00	
Ord AMERICA'S FUNNIEST VIDEOS	12/22/13-12/22/13	Sun	6:00p- 7:00p	1	:30	\$150.00	
Inv (M) AMR-VIDEOS-ABC	12/29/13	Sun	6:44p		:30	\$150.00	
Ord AMERICA'S FUNNIEST VIDEOS	12/29/13-12/29/13	Sun	6:00p- 7:00p	1	:30	\$150.00	
Inv AMR-VIDEOS-ABC	12/29/13	Sun	6:24p		:30	\$150.00	

WTOK- Invoiced Spots Not Matching Order

WTOK- Bonus Spots Applied

WTOK- Ordered Spots Not Matching Invoice

WTOK- Schedule Totals

Spots Ordered	37	Order Gross Cost	\$5,960.00	Order Grp / Gr Imp	266.3
Spots Invoiced	37	Invoice Gross Cost	\$5,960.00	Invoice Grp / Gr Imp	243.3
		Invoice Net Cost at 15.00%	\$5,066.00	Grp / Gr Imp Index	91.4
				Order Reach / Frequency	77.6 / 3.4
				Invoice Reach / Frequency	63.8 / 3.8
Bonus Spots	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.

* - 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 12/13/13-01/01/14	Post No: 56	Order No: 688
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
WMDN-CBS							
Ord MET YOUR MOTHER/WE ARE	12/16/13-12/16/13	Mon	7:00p- 8:00p	1	:30	\$150.00	
Inv 2BROKE GRL-CBS	12/16/13	Mon	7:43p		:30	\$150.00	
Ord MET YOUR MOTHER/WE ARE	12/23/13-12/23/13	Mon	7:00p- 8:00p	1	:30	\$150.00	
Inv HW I-MOTHR-CBS	12/23/13	Mon	7:19p		:30	\$150.00	
Ord MET YOUR MOTHER/WE ARE	12/30/13-12/30/13	Mon	7:00p- 8:00p	1	:30	\$150.00	
Inv 2BROKE GRL-CBS	12/30/13	Mon	7:40p		:30	\$150.00	
WMDN- Invoiced Spots Not Matching Order							
WMDN- Bonus Spots Applied							
Bonus AVG. ALL WKS	12/19/13	Thu	11:08a		:30	\$0.00	
Bonus SUNDAY MRN-CBS	12/29/13	Sun	8:52a		:30	\$0.00	
WMDN- Ordered Spots Not Matching Invoice							
WMDN- Schedule Totals							
Spots Ordered	3	Order Gross Cost		\$450.00	Order Grp / Gr Imp		17.7
Spots Invoiced	5	Invoice Gross Cost		\$450.00	Invoice Grp / Gr Imp		9.0
		Invoice Net Cost at 15.00%		\$382.50	Grp / Gr Imp Index		50.8
					Order Reach / Frequency		12.1 / 1.5
					Invoice Reach / Frequency		6.2 / 1.4
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 56	Order No: 688
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
WGBC-NBC							
WGBC- Invoiced Spots Not Matching Order							
WGBC- Bonus Spots Applied							
WGBC- Ordered Spots Not Matching Invoice							
WGBC- Schedule Totals							
Spots Ordered	0	Order Gross Cost		\$0.00	Order Grp / Gr Imp		0.0
Spots Invoiced	0	Invoice Gross Cost		\$0.00	Invoice Grp / Gr Imp		0.0
		Invoice Net Cost at 15.00%		\$0.00	Grp / Gr Imp Index		0
					Order Reach / Frequency		0.0 / 0.0
					Invoice Reach / Frequency		0.0 / 0.0
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 56	Order No: 688
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
EGBC-FOX							
Ord SAINTS @ ST LOUIS	12/15/13-12/15/13	Sun	12:00p- 3:30p	1	:30	\$675.00	
Inv FOX NFL SU-GM1	12/15/13	Sun	1:36p		:30	\$675.00	
Ord GREEN BAY @ DALLAS	12/15/13-12/15/13	Sun	3:30p- 6:30p	1	:30	\$675.00	
Inv FOX NFL SU-GM2	12/15/13	Sun	5:05p		:30	\$675.00	
Ord SAINTS @ CAROLINA	12/22/13-12/22/13	Sun	12:00p- 3:30p	1	:30	\$675.00	
Inv FOX NFL SU-GM1	12/22/13	Sun	1:40p		:30	\$675.00	
Ord TAMPA BAY @ NEW ORLEANS	12/29/13-12/29/13	Sun	12:00p- 3:30p	1	:30	\$675.00	
Inv FOX NFL SU-GM1	12/29/13	Sun	1:45p		:30	\$675.00	
EGBC- Invoiced Spots Not Matching Order							
EGBC- Bonus Spots Applied							
Bonus RECIPE TV	12/17/13	Tue	6:15a		:30	\$0.00	
Bonus STEVE HARVEY!	12/18/13	Wed	6:54p		:30	\$0.00	
Bonus MIDDLE	12/20/13	Fri	4:15p		:30	\$0.00	
Bonus HOW-MET-MOTHER	12/23/13	Mon	3:25p		:30	\$0.00	
Bonus PEOPLE'S COURT	12/25/13	Wed	11:21a		:30	\$0.00	
Bonus DRAGNFLY TV	12/29/13	Sun	7:28a		:30	\$0.00	
EGBC- Ordered Spots Not Matching Invoice							
EGBC- Schedule Totals							
Spots Ordered	4	Order Gross Cost		\$2,700.00	Order Grp / Gr Imp		11.5
Spots Invoiced	10	Invoice Gross Cost		\$2,700.00	Invoice Grp / Gr Imp		11.9
		Invoice Net Cost at 15.00%		\$2,295.00	Grp / Gr Imp Index		103.5
					Order Reach / Frequency		9.3 / 1.2
					Invoice Reach / Frequency		7.4 / 1.6
Bonus Spots	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.

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 56	Order No: 688
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: CDE1AP2LSX	Telephone: 601-992-3111	
Campaign: Drive Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
All Stations Schedule Totals							
Spots Ordered	44	Order Gross Cost		\$9,110.00	Order Grp / Gr Imp		295.5
Spots Invoiced	52	Invoice Gross Cost		\$9,110.00	Invoice Grp / Gr Imp		264.2
		Invoice Net Cost at 15.00%		\$7,743.50	Grp / Gr Imp Index		89.4
					Order Reach / Frequency		81.9 / 3.6
					Invoice Reach / Frequency		64.7 / 4.1
Bonus Spots	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: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 67	Order No: 670
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSD	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
AEN-							
Ord DUCK DYNASTY	12/18/13-12/18/13	Wed	9:00p-10:00p	1	:30	\$168.00	
Inv (M) DUCK DYNASTY	12/18/13	Wed	9:41p		:30	\$16.80	
Inv (M) DUCK DYNASTY	12/18/13	Wed	9:41p		:30	\$58.80	
Inv (M) DUCK DYNASTY	12/18/13	Wed	9:10p		:30	\$58.80	
Inv (M) DUCK DYNASTY	12/18/13	Wed	9:41p		:30	\$33.60	
Ord DUCK DYNASTY	12/25/13-12/25/13	Wed	9:00p-10:00p	1	:30	\$168.00	
Inv (M) DUCK DYNASTY	12/25/13	Wed	9:09p		:30	\$16.80	
Inv (M) DUCK DYNASTY	12/25/13	Wed	9:10p		:30	\$58.80	
Inv (M) DUCK DYNASTY	12/25/13	Wed	9:41p		:30	\$58.80	
Inv (M) DUCK DYNASTY	12/25/13	Wed	9:10p		:30	\$33.60	
Ord DUCK DYNASTY	01/01/14-01/01/14	Wed	9:00p-10:00p	1	:30	\$168.00	
Inv DUCK DYNASTY	01/01/14	Wed	9:10p		:30	\$16.80	
Inv (M) DUCK DYNASTY	01/01/14	Wed	9:10p		:30	\$58.80	
Inv (M) DUCK DYNASTY	01/01/14	Wed	9:10p		:30	\$58.80	
Inv (M) DUCK DYNASTY	01/01/14	Wed	9:10p		:30	\$33.60	
Ord STORAGE WARS	12/13/13-12/13/13	Fri	7:00p- 8:00p	1	:30	\$168.00	
Inv (M) STORAGE WARS	12/13/13	Fri	7:12p		:30	\$16.80	
Inv (M) STORAGE WARS	12/13/13	Fri	8:41p		:30	\$16.80	
Inv (M) STORAGE WARS	12/13/13	Fri	9:15p		:30	\$16.80	
Inv (M) STORAGE WARS	12/13/13	Fri	7:12p		:30	\$58.80	
Inv (M) STORAGE WARS	12/13/13	Fri	8:42p		:30	\$58.80	
Ord STORAGE WARS	12/20/13-12/20/13	Fri	7:00p- 8:00p	1	:30	\$168.00	
Inv (M) STORAGE WARS	12/20/13	Fri	7:42p		:30	\$16.80	
Inv (M) STORAGE WARS	12/20/13	Fri	8:13p		:30	\$16.80	
Inv (M) STORAGE WARS	12/20/13	Fri	9:42p		:30	\$16.80	
Inv (M) STORAGE WARS	12/20/13	Fri	7:15p		:30	\$58.80	
Inv (M) STORAGE WARS	12/20/13	Fri	8:13p		:30	\$58.80	
Ord STORAGE WARS	12/13/13-12/13/13	Fri	8:00p- 9:00p	1	:30	\$168.00	
Inv (M) STORAGE WARS	12/13/13	Fri	9:15p		:30	\$58.80	
Inv (M) STORAGE WARS	12/13/13	Fri	7:11p		:30	\$58.80	
Inv (M) STORAGE WARS	12/13/13	Fri	8:42p		:30	\$58.80	
Ord STORAGE WARS	12/20/13-12/20/13	Fri	8:00p- 9:00p	1	:30	\$168.00	
Inv (M) STORAGE WARS	12/20/13	Fri	9:42p		:30	\$58.80	
Ord STORAGE WARS	12/27/13-12/27/13	Fri	8:00p- 9:00p	1	:30	\$168.00	
Inv (M) STORAGE WARS	12/27/13	Fri	7:15p		:30	\$16.80	
Inv (M) STORAGE WARS	12/27/13	Fri	8:17p		:30	\$16.80	

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Inv (M) STORAGE WARS	12/27/13	Fri	9:42p		:30	\$16.80	
Inv (M) STORAGE WARS	12/27/13	Fri	7:40p		:30	\$58.80	
Inv (M) STORAGE WARS	12/27/13	Fri	8:17p		:30	\$58.80	
Ord STORAGE WARS	12/20/13-12/20/13	Fri	9:00p-10:00p	1	:30	\$168.00	
Inv (M) STORAGE WARS	12/20/13	Fri	8:13p		:30	\$58.80	
Inv (M) STORAGE WARS	12/20/13	Fri	9:42p		:30	\$58.80	
Ord STORAGE WARS	12/27/13-12/27/13	Fri	9:00p-10:00p	1	:30	\$168.00	
Inv (M) STORAGE WARS	12/27/13	Fri	9:43p		:30	\$58.80	
Inv (M) STORAGE WARS	12/27/13	Fri	7:40p		:30	\$58.80	
Inv (M) STORAGE WARS	12/27/13	Fri	8:17p		:30	\$58.80	
Inv (M) GOLD RUSH	12/13/13	Fri	9:15p		:30	\$58.80	
Inv (M) GOLD RUSH	12/13/13	Fri	7:12p		:30	\$33.60	
Inv (M) GOLD RUSH	12/13/13	Fri	8:42p		:30	\$33.60	
Inv (M) GOLD RUSH	12/13/13	Fri	9:15p		:30	\$33.60	
Inv (M) GOLD RUSH	12/20/13	Fri	7:15p		:30	\$33.60	
Inv (M) GOLD RUSH	12/20/13	Fri	8:13p		:30	\$33.60	
Inv (M) GOLD RUSH	12/20/13	Fri	9:42p		:30	\$33.60	
Inv (M) GOLD RUSH	12/20/13	Fri	7:15p		:30	\$58.80	
Inv (M) GOLD RUSH	12/27/13	Fri	9:43p		:30	\$58.80	
Inv (M) GOLD RUSH	12/27/13	Fri	7:40p		:30	\$33.60	
Inv (M) GOLD RUSH	12/27/13	Fri	8:42p		:30	\$33.60	
Inv (M) GOLD RUSH	12/27/13	Fri	9:43p		:30	\$33.60	
AEN- Invoiced Spots Not Matching Order							
AEN- Bonus Spots Applied							
AEN- Ordered Spots Not Matching Invoice							
Ord STORAGE WARS	12/27/13-12/27/13	Fri	7:00p- 8:00p	1	:30	\$168.00	
Ord STORAGE WARS	12/13/13-12/13/13	Fri	9:00p-10:00p	1	:30	\$168.00	
AEN- Schedule Totals							
Spots Ordered	12	Order Gross Cost		\$2,016.00	Order Grp / Gr Imp		39.3
Spots Invoiced	48	Invoice Gross Cost		\$2,016.00	Invoice Grp / Gr Imp		0.0
		Invoice Net Cost at 15.00%		\$1,713.60	Grp / Gr Imp Index		0.0
					Order Reach / Frequency		23.4 / 1.7
					Invoice Reach / Frequency		0.0 / 0.0
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 67	Order No: 670
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSD	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
AMC-							
Ord WALKING DEAD	12/15/13-12/15/13	Sun	8:00p- 9:00p	1	:30	\$168.00	
Inv JACK FROST	12/15/13	Sun	8:09p		:30	\$16.80	
Inv (M) JACK FROST	12/15/13	Sun	9:52p		:30	\$58.80	
Inv (M) JACK FROST	12/15/13	Sun	9:52p		:30	\$58.80	
Inv (M) JACK FROST	12/15/13	Sun	9:52p		:30	\$33.60	
Ord WALKING DEAD	12/22/13-12/22/13	Sun	8:00p- 9:00p	1	:30	\$168.00	
Inv HOME ALONE	12/22/13	Sun	8:45p		:30	\$16.80	
Inv (M) HOME ALONE	12/22/13	Sun	8:45p		:30	\$58.80	
Inv (M) HOME ALONE	12/22/13	Sun	9:09p		:30	\$58.80	
Inv (M) HOME ALONE	12/22/13	Sun	8:45p		:30	\$58.80	
Inv (M) HOME ALONE	12/22/13	Sun	9:09p		:30	\$33.60	
Ord WALKING DEAD	12/29/13-12/29/13	Sun	8:00p- 9:00p	1	:30	\$168.00	
Inv BREAKING BAD	12/29/13	Sun	8:16p		:30	\$16.80	
Inv (M) BREAKING BAD	12/29/13	Sun	8:51p		:30	\$58.80	
Inv (M) BREAKING BAD	12/29/13	Sun	9:55p		:30	\$58.80	
Inv (M) BREAKING BAD	12/29/13	Sun	8:51p		:30	\$58.80	
Inv (M) BREAKING BAD	12/29/13	Sun	9:55p		:30	\$58.80	
Inv (M) BREAKING BAD	12/29/13	Sun	8:51p		:30	\$33.60	
Inv (M) BREAKING BAD	12/29/13	Sun	9:55p		:30	\$33.60	
Ord TALKING DEAD	12/15/13-12/15/13	Sun	9:00p-10:00p	1	:30	\$168.00	
Inv JACK FROST	12/15/13	Sun	9:52p		:30	\$16.80	
Inv (M) GOLD RUSH	12/20/13	Fri	8:25p		:30	\$58.80	
Inv (M) GOLD RUSH	12/20/13	Fri	8:25p		:30	\$58.80	
Inv (M) GOLD RUSH	12/20/13	Fri	8:25p		:30	\$33.60	
Ord TALKING DEAD	12/22/13-12/22/13	Sun	9:00p-10:00p	1	:30	\$168.00	
Inv HOME ALONE	12/22/13	Sun	9:09p		:30	\$16.80	
Inv (M) HOME ALONE	12/22/13	Sun	9:09p		:30	\$58.80	
Inv (M) HOME ALONE	12/22/13	Sun	8:45p		:30	\$33.60	
Ord TALKING DEAD	12/29/13-12/29/13	Sun	9:00p-10:00p	1	:30	\$168.00	
Inv BREAKING BAD	12/29/13	Sun	9:55p		:30	\$16.80	
AMC- Invoiced Spots Not Matching Order							
AMC- Bonus Spots Applied							
AMC- Ordered Spots Not Matching Invoice							
AMC- Schedule Totals							

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 67	Order No: 670
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSD	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Spots Ordered	6					Order Grp / Gr Imp	24.3
Spots Invoiced	24					Invoice Grp / Gr Imp	114.7
						Grp / Gr Imp Index	472.0
						Order Reach / Frequency	15.5 / 1.6
						Invoice Reach / Frequency	34.7 / 3.3
Bonus Spots	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.

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 67	Order No: 670
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSD	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
FX-							
Ord SONS OF ANARCHY	12/17/13-12/17/13	Tue	9:00p-10:00p	1	:30	\$112.00	
Inv TRANSFORMERS	12/17/13	Tue	9:19p		:30	\$11.20	
Inv (M) TRANSFORMERS	12/17/13	Tue	9:20p		:30	\$39.20	
Inv (M) TRANSFORMERS	12/17/13	Tue	9:20p		:30	\$39.20	
Inv (M) TRANSFORMERS	12/17/13	Tue	9:20p		:30	\$22.40	
Ord SONS OF ANARCHY	12/24/13-12/24/13	Tue	9:00p-10:00p	1	:30	\$112.00	
Inv KUNG FU PANDA	12/24/13	Tue	9:58p		:30	\$11.20	
Inv (M) KUNG FU PANDA	12/24/13	Tue	9:58p		:30	\$39.20	
Inv (M) KUNG FU PANDA	12/24/13	Tue	9:58p		:30	\$39.20	
Inv (M) KUNG FU PANDA	12/24/13	Tue	9:58p		:30	\$22.40	
Ord SONS OF ANARCHY	12/31/13-12/31/13	Tue	9:00p-10:00p	1	:30	\$112.00	
Inv (M) AVATAR	12/31/13	Tue	9:21p		:30	\$39.20	
Inv (M) AVATAR	12/31/13	Tue	9:21p		:30	\$39.20	
Inv (M) AVATAR	12/31/13	Tue	9:21p		:30	\$22.40	

FX- Invoiced Spots Not Matching Order

FX- Bonus Spots Applied

FX- Ordered Spots Not Matching Invoice

FX- Schedule Totals

Spots Ordered	3	Order Gross Cost	\$336.00	Order Grp / Gr Imp	17.1
Spots Invoiced	11	Invoice Gross Cost	\$324.80	Invoice Grp / Gr Imp	27.5
		Invoice Net Cost at 15.00%	\$276.08	Grp / Gr Imp Index	160.8
				Order Reach / Frequency	11.7 / 1.5
				Invoice Reach / Frequency	7.5 / 3.7
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 67	Order No: 670
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSD	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
DISC-							
Ord GOLD RUSH	12/13/13-12/13/13	Fri	8:00p- 9:00p	1	:30	\$168.00	
Inv GOLD RUSH	12/13/13	Fri	8:27p		:30	\$16.80	
Inv (M) GOLD RUSH	12/13/13	Fri	8:28p		:30	\$58.80	
Inv (M) GOLD RUSH	12/13/13	Fri	8:28p		:30	\$58.80	
Inv (M) GOLD RUSH	12/13/13	Fri	8:28p		:30	\$33.60	
Ord GOLD RUSH	12/20/13-12/20/13	Fri	8:00p- 9:00p	1	:30	\$168.00	
Inv GOLD RUSH	12/20/13	Fri	8:28p		:30	\$16.80	
Inv (M) GOLD RUSH	12/20/13	Fri	8:47p		:30	\$58.80	
Inv (M) GOLD RUSH	12/20/13	Fri	8:47p		:30	\$58.80	
Inv (M) GOLD RUSH	12/20/13	Fri	8:47p		:30	\$33.60	
Ord GOLD RUSH	12/27/13-12/27/13	Fri	8:00p- 9:00p	1	:30	\$168.00	
Inv GOLD RUSH	12/27/13	Fri	8:29p		:30	\$16.80	
Inv (M) GOLD RUSH	12/27/13	Fri	8:51p		:30	\$58.80	
Inv (M) GOLD RUSH	12/27/13	Fri	8:51p		:30	\$58.80	
Inv (M) GOLD RUSH	12/27/13	Fri	8:51p		:30	\$33.60	

DISC- Invoiced Spots Not Matching Order

DISC- Bonus Spots Applied

DISC- Ordered Spots Not Matching Invoice

DISC- Schedule Totals

Spots Ordered	3	Order Gross Cost	\$504.00	Order Grp / Gr Imp	9.9
Spots Invoiced	12	Invoice Gross Cost	\$504.00	Invoice Grp / Gr Imp	26.4
		Invoice Net Cost at 15.00%	\$428.40	Grp / Gr Imp Index	266.7
				Order Reach / Frequency	6.8 / 1.5
				Invoice Reach / Frequency	8.0 / 3.3
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 67	Order No: 670
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSD	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
ESPN-							
Ord COLLEGE GAMEDAY	12/14/13-12/14/13	Sat	10:00a-11:00a	1	:30	\$168.00	
Inv (M) COLLEGE GAME DAY	12/14/13	Sat	9:53a		:30	\$16.80	
Inv (M) COLLEGE GAME DAY	12/14/13	Sat	9:53a		:30	\$58.80	
Inv (M) COLLEGE GAME DAY	12/14/13	Sat	9:53a		:30	\$58.80	
Inv (M) COLLEGE GAME DAY	12/14/13	Sat	9:53a		:30	\$33.60	
Ord COLLEGE GAMEDAY	12/21/13-12/21/13	Sat	10:00a-11:00a	1	:30	\$168.00	
Inv COLLEGE GAME DAY	12/21/13	Sat	10:33a		:30	\$16.80	
Inv (M) COLLEGE GAME DAY	12/21/13	Sat	10:33a		:30	\$58.80	
Inv (M) COLLEGE GAME DAY	12/21/13	Sat	10:33a		:30	\$58.80	
Inv (M) COLLEGE GAME DAY	12/21/13	Sat	10:33a		:30	\$33.60	
Ord COLLEGE GAMEDAY	12/28/13-12/28/13	Sat	10:00a-11:00a	1	:30	\$168.00	
Inv COLLEGE GAME DAY	12/28/13	Sat	10:48a		:30	\$16.80	
Inv (M) COLLEGE GAME DAY	12/28/13	Sat	10:47a		:30	\$58.80	
ESPN- Invoiced Spots Not Matching Order							
ESPN- Bonus Spots Applied							
ESPN- Ordered Spots Not Matching Invoice							

ESPN- Schedule Totals							
Spots Ordered	3	Order Gross Cost		\$504.00	Order Grp / Gr Imp		11.1
Spots Invoiced	10	Invoice Gross Cost		\$411.60	Invoice Grp / Gr Imp		15.0
		Invoice Net Cost at 15.00%		\$349.86	Grp / Gr Imp Index		135.1
					Order Reach / Frequency		7.6 / 1.5
					Invoice Reach / Frequency		4.4 / 3.4
Bonus Spots	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.

* - Denotes estimated item(s).
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 67	Order No: 670
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSD	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
All Stations Schedule Totals							
Spots Ordered	27	Order Gross Cost		\$4,368.00	Order Grp / Gr Imp		101.7
Spots Invoiced	105	Invoice Gross Cost		\$4,264.40	Invoice Grp / Gr Imp		183.6
		Invoice Net Cost at 15.00%		\$3,624.74	Grp / Gr Imp Index		180.5
					Order Reach / Frequency		49.3 / 2.1
					Invoice Reach / Frequency		46.7 / 3.9
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/30/13-01/06/14	Post No: 81	Order No: 658
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: SE1PD	Telephone: 601-992-3111	
Campaign: CA: 2013.14 BOWLS			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Rate	DMA RTG M 18-34
ESPN-							
Ord Music City Bowl (ACC v SEC)	12/30/13-12/30/13	Mon	2:15p- 5:00p	1	:30	\$153.00	
Inv MUSIC CITY BOWL	12/30/13	Mon	3:00p		:30	\$15.30	
Inv (M) MUSIC CITY BOWL	12/30/13	Mon	4:13p		:30	\$53.55	
Inv (M) MUSIC CITY BOWL	12/30/13	Mon	4:13p		:30	\$53.55	
Inv (M) MUSIC CITY BOWL	12/30/13	Mon	3:55p		:30	\$30.60	
Ord Liberty Bowl: C-USA v SEC	12/31/13-12/31/13	Tue	3:00p- 6:00p	1	:30	\$153.00	
Inv (M) LIBERTY BOWL	12/31/13	Tue	5:39p		:30	\$15.30	
Inv (M) LIBERTY BOWL	12/31/13	Tue	5:14p		:30	\$53.55	
Inv (M) LIBERTY BOWL	12/31/13	Tue	3:38p		:30	\$53.55	
Inv (M) LIBERTY BOWL	12/31/13	Tue	4:53p		:30	\$30.60	
Ord Chick-Fil-A Bowl: ACC v SEC	12/31/13-12/31/13	Tue	7:00p-10:00p	1	:30	\$153.00	
Inv (M) CHICK FIL A BOWL	12/31/13	Tue	7:34p		:30	\$15.30	
Inv (M) CHICK FIL A BOWL	12/31/13	Tue	7:33p		:30	\$53.55	
Inv (M) CHICK FIL A BOWL	12/31/13	Tue	7:33p		:30	\$53.55	
Inv (M) CHICK FIL A BOWL	12/31/13	Tue	7:33p		:30	\$30.60	
Ord Compass Bowl: American v SEC	01/04/14-01/04/14	Sat	12:00p- 3:00p	1	:30	\$153.00	
Inv (M) COMPASS BOWL	01/04/14	Sat	12:27p		:30	\$15.30	
Inv (M) COMPASS BOWL	01/04/14	Sat	1:04p		:30	\$53.55	
Inv (M) COMPASS BOWL	01/04/14	Sat	1:17p		:30	\$53.55	
Inv (M) COMPASS BOWL	01/04/14	Sat	1:03p		:30	\$30.60	
Ord BCS: ROSE BOWL	01/01/14-01/01/14	Wed	4:00p- 7:30p	1	:30	\$640.00	
Inv (M) ROSE BOWL	01/01/14	Wed	5:14p		:30	\$64.00	
Inv (M) ROSE BOWL	01/01/14	Wed	5:44p		:30	\$224.00	
Inv (M) ROSE BOWL	01/01/14	Wed	5:14p		:30	\$224.00	
Inv (M) ROSE BOWL	01/01/14	Wed	5:44p		:30	\$128.00	
Ord BCS: TOSTITOS FIESTA BOWL	01/01/14-01/01/14	Wed	7:30p-10:30p	1	:30	\$640.00	
Inv (M) FIESTA BOWL	01/01/14	Wed	9:42p		:30	\$64.00	
Inv (M) FIESTA BOWL	01/01/14	Wed	9:53p		:30	\$224.00	
Inv (M) FIESTA BOWL	01/01/14	Wed	9:49p		:30	\$224.00	
Inv (M) FIESTA BOWL	01/01/14	Wed	9:54p		:30	\$128.00	
Ord BCS: ALLSTATE SUGAR BOWL	01/02/14-01/02/14	Thu	7:30p-10:30p	1	:30	\$640.00	
Inv (M) SUGAR BOWL	01/02/14	Thu	9:27p		:30	\$64.00	
Inv (M) SUGAR BOWL	01/02/14	Thu	9:20p		:30	\$224.00	
Inv (M) SUGAR BOWL	01/02/14	Thu	9:20p		:30	\$224.00	
Inv (M) SUGAR BOWL	01/02/14	Thu	9:33p		:30	\$128.00	
Ord BCS: DISCOVER ORANGE BOWL	01/03/14-01/03/14	Fri	7:00p-10:00p	1	:30	\$640.00	

* - Denotes estimated item(s).
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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Inv (M) ORANGE BOWL	01/03/14	Fri	8:19p		:30	\$64.00	
Inv (M) ORANGE BOWL	01/03/14	Fri	8:19p		:30	\$224.00	
Inv (M) ORANGE BOWL	01/03/14	Fri	8:18p		:30	\$224.00	
Inv (M) ORANGE BOWL	01/03/14	Fri	8:19p		:30	\$128.00	
Ord BCS: NATIONAL CHAMPIONSHIP	01/06/14-01/06/14	Mon	7:00p-10:30p	1	:30	\$640.00	
Inv (M) BCS NATIONAL CHAMP	01/06/14	Mon	9:27p		:30	\$64.00	
Inv (M) BCS NATIONAL CHAMP	01/06/14	Mon	9:10p		:30	\$224.00	
Inv (M) BCS NATIONAL CHAMP	01/06/14	Mon	9:10p		:30	\$224.00	
Inv (M) BCS NATIONAL CHAMP	01/06/14	Mon	9:22p		:30	\$128.00	
ESPN- Invoiced Spots Not Matching Order							
ESPN- Bonus Spots Applied							
ESPN- Ordered Spots Not Matching Invoice							
ESPN- Schedule Totals							
Spots Ordered	9	Order Gross Cost		\$3,812.00	Order Grp / Gr Imp		43.2
Spots Invoiced	36	Invoice Gross Cost		\$3,812.00	Invoice Grp / Gr Imp		43.0
		Invoice Net Cost at 15.00%		\$3,240.20	Grp / Gr Imp Index		99.5
					Order Reach / Frequency		30.4 / 1.4
					Invoice Reach / Frequency		14.3 / 3.0
Bonus Spots	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.

* - 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 12/30/13-01/06/14	Post No: 81	Order No: 658
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: SE1PD	Telephone: 601-992-3111	
Campaign: CA: 2013.14 BOWLS			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
ESP2-							
Ord Gator Bowl: Big 10 v SEC	01/01/14-01/01/14	Wed	11:00a- 2:00p	1	:30	\$153.00	
Inv GATOR BOWL	01/01/14	Wed	11:34a		:30	\$15.30	
Inv (M) GATOR BOWL	01/01/14	Wed	11:34a		:30	\$53.55	
Inv (M) GATOR BOWL	01/01/14	Wed	12:41p		:30	\$53.55	
Inv (M) GATOR BOWL	01/01/14	Wed	11:34a		:30	\$30.60	
ESP2- Invoiced Spots Not Matching Order							
ESP2- Bonus Spots Applied							
ESP2- Ordered Spots Not Matching Invoice							
ESP2- Schedule Totals							
Spots Ordered	1	Order Gross Cost		\$153.00	Order Grp / Gr Imp		3.0
Spots Invoiced	4	Invoice Gross Cost		\$153.00	Invoice Grp / Gr Imp		0.0
		Invoice Net Cost at 15.00%		\$130.05	Grp / Gr Imp Index		0.0
					Order Reach / Frequency		3.0 / 1.0
					Invoice Reach / Frequency		0.0 / 0.0
Bonus Spots	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.

* - 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 12/30/13-01/06/14	Post No: 81	Order No: 658
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: SE1PD	Telephone: 601-992-3111	
Campaign: CA: 2013.14 BOWLS			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
All Stations Schedule Totals							
Spots Ordered	10	Order Gross Cost		\$3,965.00	Order Grp / Gr Imp		46.2
Spots Invoiced	40	Invoice Gross Cost		\$3,965.00	Invoice Grp / Gr Imp		43.0
		Invoice Net Cost at 15.00%		\$3,370.25	Grp / Gr Imp Index		93.1
					Order Reach / Frequency		31.7 / 1.5
					Invoice Reach / Frequency		14.3 / 3.0
Bonus Spots	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.							

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 84	Order No: 672
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSLDWN	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
AEN-							
Ord DUCK DYNASTY: Col-Tup IC	01/01/14-01/01/14	Wed	9:00p-10:00p	1	:30	\$45.00	
Inv (M) NOT AVAILABLE	12/31/13	Tue	7:40p		:30	\$45.00	
Ord DUCK DYNASTY: Col-Tup IC	12/25/13-12/25/13	Wed	9:00p-10:00p	1	:30	\$45.00	
Inv (M) DUCK DYNASTY	12/24/13	Tue	7:11p		:30	\$45.00	
Ord DUCK DYNASTY: Col-Tup IC	12/18/13-12/18/13	Wed	9:00p-10:00p	1	:30	\$45.00	
Ord STORAGE WARS: Col-Tup IC	12/27/13-12/27/13	Fri	7:00p- 8:00p	1	:30	\$45.00	
Inv (M) DUCK DYNASTY	12/24/13	Tue	7:41p		:30	\$45.00	
Ord STORAGE WARS: Col-Tup IC	12/20/13-12/20/13	Fri	7:00p- 8:00p	1	:30	\$45.00	
Inv (M) DUCK DYNASTY	12/24/13	Tue	9:44p		:30	\$45.00	
Ord STORAGE WARS: Col-Tup IC	12/13/13-12/13/13	Fri	7:00p- 8:00p	1	:30	\$45.00	
Inv (M) DUCK DYNASTY	12/24/13	Tue	7:12p		:30	\$45.00	
Inv (M) DUCK DYNASTY	12/24/13	Tue	9:41p		:30	\$45.00	
Inv (M) TALKING DEAD	01/01/14	Wed	9:42p		:30	\$45.00	
Inv (M) TALKING DEAD	12/31/13	Tue	9:42p		:30	\$45.00	
Ord STORAGE WARS: Col-Tup IC	12/27/13-12/27/13	Fri	8:00p- 9:00p	1	:30	\$45.00	
Inv (M) STORAGE WARS	12/31/13	Tue	11:12p		:30	\$45.00	
Ord STORAGE WARS: Col-Tup IC	12/20/13-12/20/13	Fri	8:00p- 9:00p	1	:30	\$45.00	
Ord STORAGE WARS: Col-Tup IC	12/13/13-12/13/13	Fri	8:00p- 9:00p	1	:30	\$45.00	
Inv (M) STORAGE WARS	12/17/13	Tue	7:10p		:30	\$45.00	
Ord STORAGE WARS: Col-Tup IC	12/20/13-12/20/13	Fri	9:00p-10:00p	1	:30	\$45.00	
Inv (M) STORAGE WARS	12/18/13	Wed	9:44p		:30	\$45.00	
Ord STORAGE WARS: Col-Tup IC	12/27/13-12/27/13	Fri	9:00p-10:00p	1	:30	\$45.00	
AEN- Invoiced Spots Not Matching Order							
AEN- Bonus Spots Applied							
AEN- Ordered Spots Not Matching Invoice							
Ord STORAGE WARS: Col-Tup IC	12/13/13-12/13/13	Fri	9:00p-10:00p	1	:30	\$45.00	

AEN- Schedule Totals							
Spots Ordered	12	Order Gross Cost		\$540.00	Order Grp / Gr Imp		26.7
Spots Invoiced	11	Invoice Gross Cost		\$495.00	Invoice Grp / Gr Imp		43.0
		Invoice Net Cost at 15.00%		\$420.75	Grp / Gr Imp Index		161.0
					Order Reach / Frequency		16.7 / 1.6
					Invoice Reach / Frequency		21.1 / 2.0
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 84	Order No: 672
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSLDWN	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
DISC-							
Ord GOLD RUSH: Col/Tup	12/13/13-12/13/13	Fri	8:00p- 9:00p	1	:30	\$35.00	
Inv NOT AVAILABLE	12/13/13	Fri	8:39p		:30	\$17.50	
Inv (M) GOLD RUSH	12/13/13	Fri	8:27p		:30	\$17.50	
Ord GOLD RUSH: Col/Tup	12/20/13-12/20/13	Fri	8:00p- 9:00p	1	:30	\$35.00	
Inv GOLD RUSH	12/20/13	Fri	8:36p		:30	\$17.50	
Inv (M) GOLD RUSH	12/20/13	Fri	8:47p		:30	\$17.50	
Ord GOLD RUSH: Col/Tup	12/27/13-12/27/13	Fri	8:00p- 9:00p	1	:30	\$35.00	
Inv GOLD RUSH	12/27/13	Fri	8:29p		:30	\$17.50	
Inv (M) GOLD RUSH	12/27/13	Fri	8:29p		:30	\$17.50	

DISC- Invoiced Spots Not Matching Order
DISC- Bonus Spots Applied
DISC- Ordered Spots Not Matching Invoice

DISC- Schedule Totals

Spots Ordered	3	Order Gross Cost	\$105.00	Order Grp / Gr Imp	14.1
Spots Invoiced	6	Invoice Gross Cost	\$105.00	Invoice Grp / Gr Imp	18.0
		Invoice Net Cost at 15.00%	\$89.25	Grp / Gr Imp Index	127.7
				Order Reach / Frequency	9.7 / 1.5
				Invoice Reach / Frequency	8.7 / 2.1
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 84	Order No: 672
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSLDWN	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
ESPN-							
Ord COLLEGE GAMEDAY: Col-Tup IC	12/28/13-12/28/13	Sat	10:00a-11:00a	1	:30	\$60.00	
Inv COLLEGE GAME DAY	12/28/13	Sat	10:29a		:30	\$60.00	
Ord COLLEGE GAMEDAY: Col-Tup IC	12/21/13-12/21/13	Sat	10:00a-11:00a	1	:30	\$60.00	
Inv COLLEGE GAME DAY	12/21/13	Sat	10:33a		:30	\$60.00	
Ord COLLEGE GAMEDAY: Col-Tup IC	12/14/13-12/14/13	Sat	10:00a-11:00a	1	:30	\$60.00	
Inv (M) COLLEGE GAME DAY	12/14/13	Sat	9:46a		:30	\$60.00	
ESPN- Invoiced Spots Not Matching Order							
ESPN- Bonus Spots Applied							
ESPN- Ordered Spots Not Matching Invoice							
ESPN- Schedule Totals							
Spots Ordered	3	Order Gross Cost		\$180.00	Order Grp / Gr Imp		10.8
Spots Invoiced	3	Invoice Gross Cost		\$180.00	Invoice Grp / Gr Imp		15.0
		Invoice Net Cost at 15.00%		\$153.00	Grp / Gr Imp Index		138.9
					Order Reach / Frequency		7.4 / 1.5
					Invoice Reach / Frequency		10.6 / 1.4
Bonus Spots	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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Agency: Maggie Clark Media Srvc	Flight: Flight 1 12/13/13-01/01/14	Post No: 84	Order No: 672
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Srvc	
Advertiser: MDPS	Dayparts: PSLDWN	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
USA-							
Ord	MON. NIGHT RAW: Col-Tup IC	12/16/13-12/16/13	Mon	7:00p-10:00p	1	:30	\$65.00
Inv	MONDAY NIGHT RAW	12/16/13	Mon	9:09p		:30	\$65.00
Ord	MON. NIGHT RAW: Col-Tup IC	12/23/13-12/23/13	Mon	7:00p-10:00p	1	:30	\$65.00
Inv	MONDAY NIGHT RAW	12/23/13	Mon	9:08p		:30	\$65.00
Ord	MON. NIGHT RAW: Col-Tup IC	12/30/13-12/30/13	Mon	7:00p-10:00p	1	:30	\$65.00
Inv (M)	MONDAY NIGHT RAW	12/30/13	Mon	9:08p		:30	\$65.00
USA- Invoiced Spots Not Matching Order							
USA- Bonus Spots Applied							
USA- Ordered Spots Not Matching Invoice							
USA- Schedule Totals							
Spots Ordered	3	Order Gross Cost		\$195.00	Order Grp / Gr Imp		9.0
Spots Invoiced	3	Invoice Gross Cost		\$195.00	Invoice Grp / Gr Imp		12.0
		Invoice Net Cost at 15.00%		\$165.75	Grp / Gr Imp Index		133.3
					Order Reach / Frequency		6.5 / 1.4
					Invoice Reach / Frequency		6.8 / 1.8
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 84	Order No: 672
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSLDWN	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
TNT-							
Inv (M) MAJOR CRIMES	12/16/13	Mon	8:36p		:30	\$33.00	
Inv (M) MAJOR CRIMES	12/23/13	Mon	8:40p		:30	\$33.00	
Inv (M) MAJOR CRIMES	12/30/13	Mon	9:22p		:30	\$40.00	
Inv (M) MAJOR CRIMES	12/30/13	Mon	8:38p		:30	\$33.00	
Inv (M) NOT AVAILABLE	12/25/13	Wed	9:36p		:30	\$40.00	
Inv (M) NOT AVAILABLE	12/18/13	Wed	9:19p		:30	\$40.00	
TNT- Invoiced Spots Not Matching Order							
TNT- Bonus Spots Applied							
TNT- Ordered Spots Not Matching Invoice							
TNT- Schedule Totals							
Spots Ordered	0	Order Gross Cost		0	Order Grp / Gr Imp		0
Spots Invoiced	6	Invoice Gross Cost		\$219.00	Invoice Grp / Gr Imp		30.0
		Invoice Net Cost at 15.00%		\$186.15	Grp / Gr Imp Index		0
					Order Reach / Frequency		0 / 0
					Invoice Reach / Frequency		19.9 / 1.5
Bonus Spots	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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Post Reconciliation

Columbus-Tupelo-W Pnt-Hstn (B&C)
 Post Book : Nielsen CNO/13
 Order Book : Nielsen CNO/12

Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 84	Order No: 672
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSLDWN	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
All Stations Schedule Totals							
Spots Ordered	27	Order Gross Cost		\$1,239.00	Order Grp / Gr Imp		122.1
Spots Invoiced	29	Invoice Gross Cost		\$1,194.00	Invoice Grp / Gr Imp		118.0
		Invoice Net Cost at 15.00%		\$1,014.90	Grp / Gr Imp Index		96.6
					Order Reach / Frequency		59.8 / 2.0
					Invoice Reach / Frequency		51.6 / 2.3
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/30/13-01/06/14	Post No: 83	Order No: 664
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: SED1PA2L	Telephone: 601-992-3111	
Campaign: CA: 2013.14 BOWLS			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
ESPN-							
Ord Music City Bowl: ACC v SEC	12/30/13-12/30/13	Mon	2:15p- 5:00p	1	:30	\$225.00	
Col-Tup: Single Game Rate							
Inv MUSIC CITY BOWL	12/30/13	Mon	4:13p		:30	\$45.00	
Inv (M) MUSIC CITY BOWL	12/30/13	Mon	2:45p		:30	\$45.00	
Inv (M) MUSIC CITY BOWL	12/30/13	Mon	2:45p		:30	\$45.00	
Inv (M) MUSIC CITY BOWL	12/30/13	Mon	3:17p		:30	\$45.00	
Inv (M) MUSIC CITY BOWL	12/30/13	Mon	4:57p		:30	\$45.00	
Ord Liberty Bowl: C-USA v SEC	12/31/13-12/31/13	Tue	3:00p- 6:00p	1	:30	\$225.00	
Inv NOT AVAILABLE	12/31/13	Tue	5:55p		:30	\$45.00	
Inv (M) LIBERTY BOWL	12/31/13	Tue	5:14p		:30	\$45.00	
Inv (M) LIBERTY BOWL	12/31/13	Tue	5:14p		:30	\$45.00	
Inv (M) LIBERTY BOWL	12/31/13	Tue	4:08p		:30	\$45.00	
Ord BCS: TOSTITOS FIESTA BOWL	01/01/14-01/01/14	Wed	7:30p-11:00p	1	:30	\$230.00	
Inv NOT AVAILABLE	01/01/14	Wed	10:00p		:30	\$46.00	
Inv (M) TOSTITOS BOWL	01/01/14	Wed	9:54p		:30	\$46.00	
Inv (M) TOSTITOS BOWL	01/01/14	Wed	9:59p		:30	\$46.00	
Inv (M) TOSTITOS BOWL	01/01/14	Wed	10:39p		:30	\$46.00	
Inv (M) TOSTITOS BOWL	01/01/14	Wed	9:59p		:30	\$46.00	
Ord Chick-Fil-A Bowl: ACC v SEC	12/31/13-12/31/13	Tue	7:00p-10:00p	1	:30	\$225.00	
Inv NOT AVAILABLE	12/31/13	Tue	7:34p		:30	\$45.00	
Inv (M) CHICK FIL A BOWL	12/31/13	Tue	7:34p		:30	\$45.00	
Inv (M) CHICK FIL A BOWL	12/31/13	Tue	9:36p		:30	\$45.00	
Inv (M) CHICK FIL A BOWL	12/31/13	Tue	7:34p		:30	\$45.00	
Inv (M) CHICK FIL A BOWL	12/31/13	Tue	9:53p		:30	\$45.00	
Inv (M) CHICK FIL A BOWL	12/31/13	Tue	7:33p		:30	\$45.00	
Ord BCS: ROSE BOWL	01/01/14-01/01/14	Wed	4:00p- 7:30p	1	:30	\$230.00	
Inv NOT AVAILABLE	01/01/14	Wed	6:44p		:30	\$46.00	
Inv (M) ROSE BOWL	01/01/14	Wed	6:45p		:30	\$46.00	
Inv (M) ROSE BOWL	01/01/14	Wed	5:44p		:30	\$46.00	
Inv (M) ROSE BOWL	01/01/14	Wed	6:59p		:30	\$46.00	
Inv (M) ROSE BOWL	01/01/14	Wed	6:02p		:30	\$46.00	
Ord BCS: ALLSTATE SUGAR BOWL	01/02/14-01/02/14	Thu	7:30p-10:30p	1	:30	\$230.00	
Inv NOT AVAILABLE	01/02/14	Thu	8:19p		:30	\$46.00	
Inv (M) BCS: ALLSTATE SUGAR BOWL	01/02/14	Thu	9:38p		:30	\$46.00	
Inv (M) BCS: ALLSTATE SUGAR BOWL	01/02/14	Thu	9:38p		:30	\$46.00	
Inv (M) BCS: ALLSTATE SUGAR BOWL	01/02/14	Thu	10:05p		:30	\$46.00	

* - Denotes estimated item(s).
 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
Inv (M) BCS: ALLSTATE SUGAR BOWL	01/02/14	Thu	10:06p		:30	\$46.00	
Ord BCS: DISCOVER ORANGE BOWL	01/03/14-01/03/14	Fri	7:00p-10:00p	1	:30	\$230.00	
Inv NOT AVAILABLE	01/03/14	Fri	9:32p		:30	\$46.00	
Inv (M) BCS: DISCOVER BOWL	01/03/14	Fri	9:38p		:30	\$46.00	
Inv (M) BCS: DISCOVER BOWL	01/03/14	Fri	9:38p		:30	\$46.00	
Inv (M) BCS: DISCOVER BOWL	01/03/14	Fri	10:14p		:30	\$46.00	
Inv (M) BCS: DISCOVER BOWL	01/03/14	Fri	9:39p		:30	\$46.00	
Ord Compass Bowl: American v SEC	01/04/14-01/04/14	Sat	12:00p- 3:00p	1	:30	\$225.00	
Inv NOT AVAILABLE	01/04/14	Sat	12:27p		:30	\$45.00	
Inv (M) COMPASS BOWL	01/04/14	Sat	12:27p		:30	\$45.00	
Inv (M) COMPASS BOWL	01/04/14	Sat	12:27p		:30	\$45.00	
Inv (M) COMPASS BOWL	01/04/14	Sat	1:17p		:30	\$45.00	
Inv (M) COMPASS BOWL	01/04/14	Sat	12:27p		:30	\$45.00	
Ord BCS: NATIONAL CHAMPIONSHIP	01/06/14-01/06/14	Mon	7:00p-10:30p	1	:30	\$230.00	
Inv NOT AVAILABLE	01/06/14	Mon	9:21p		:30	\$46.00	
Inv (M) BCS: NATIONAL CHAMPIONSHIP	01/06/14	Mon	9:26p		:30	\$46.00	
Inv (M) BCS: NATIONAL CHAMPIONSHIP	01/06/14	Mon	9:26p		:30	\$46.00	
Inv (M) BCS: NATIONAL CHAMPIONSHIP	01/06/14	Mon	9:57p		:30	\$46.00	
Inv (M) BCS: NATIONAL CHAMPIONSHIP	01/06/14	Mon	9:58p		:30	\$46.00	

ESPN- Schedule Totals

Spots Ordered	9	Order Gross Cost	\$2,050.00	Order Grp / Gr Imp	38.0
Spots Invoiced	45	Invoice Gross Cost	\$2,050.00	Invoice Grp / Gr Imp	76.8
		Invoice Net Cost at 15.00%	\$1,742.50	Grp / Gr Imp Index	202.1
				Order Reach / Frequency	27.4 / 1.4
				Invoice Reach / Frequency	24.4 / 3.2
Bonus Spots	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.

* - Denotes estimated item(s).

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/30/13-01/06/14	Post No: 83	Order No: 664
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: SED1PA2L	Telephone: 601-992-3111	
Campaign: CA: 2013.14 BOWLS			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
ESP2-							
Ord Gator Bowl: Big 10 v SEC	01/01/14-01/01/14	Wed	11:00a- 2:00p	1	:30	\$225.00	
Inv NOT AVAILABLE	01/01/14	Wed	11:34a		:30	\$45.00	
Inv (M) GATOR BOWL	01/01/14	Wed	12:05p		:30	\$45.00	
Inv (M) GATOR BOWL	01/01/14	Wed	11:34a		:30	\$45.00	
Inv (M) GATOR BOWL	01/01/14	Wed	1:13p		:30	\$45.00	
Inv (M) GATOR BOWL	01/01/14	Wed	11:34a		:30	\$45.00	

ESP2- Schedule Totals							
Spots Ordered	1	Order Gross Cost		\$225.00	Order Grp / Gr Imp		2.0
Spots Invoiced	5	Invoice Gross Cost		\$225.00	Invoice Grp / Gr Imp		0.0
		Invoice Net Cost at 15.00%		\$191.25	Grp / Gr Imp Index		0.0
					Order Reach / Frequency		2.0 / 1.0
					Invoice Reach / Frequency		0.0 / 0.0
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/30/13-01/06/14	Post No: 83	Order No: 664
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: SED1PA2L	Telephone: 601-992-3111	
Campaign: CA: 2013.14 BOWLS			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
All Stations Schedule Totals							
Spots Ordered	10					Order Gross Cost	\$2,275.00
Spots Invoiced	50					Invoice Gross Cost	\$2,275.00
						Invoice Net Cost at 15.00%	\$1,933.75
						Order Grp / Gr Imp	40.0
						Invoice Grp / Gr Imp	76.8
						Grp / Gr Imp Index	192.0
						Order Reach / Frequency	28.3 / 1.4
						Invoice Reach / Frequency	24.4 / 3.2
Bonus Spots	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.							

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/30/13-01/06/14	Post No: 82	Order No: 662
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: SDEP1	Telephone: 601-992-3111	
Campaign: CA: 2013.14 BOWLS			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
ESPN-							
Ord Music City Bowl: ACC v SEC	12/30/13-12/30/13	Mon	2:15p- 5:00p	1	:30	\$88.00	
Inv MUSIC CITY BOWL	12/30/13	Mon	2:45p		:30	\$25.00	
Inv (M) MUSIC CITY BOWL	12/30/13	Mon	2:45p		:30	\$40.00	
Inv (M) MUSIC CITY BOWL	12/30/13	Mon	2:45p		:30	\$23.00	
Ord Liberty Bowl: C-USA v SEC	12/31/13-12/31/13	Tue	3:00p- 6:00p	1	:30	\$88.00	
Inv LIBERTY BOWL	12/31/13	Tue	4:08p		:30	\$25.00	
Inv (M) LIBERTY BOWL	12/31/13	Tue	3:38p		:30	\$40.00	
Inv (M) LIBERTY BOWL	12/31/13	Tue	4:08p		:30	\$23.00	
Inv (M) CHICK FIL A BOWL	12/31/13	Tue	9:53p		:30	\$23.00	
Ord Chick-Fil-A Bowl: ACC v SEC	12/31/13-12/31/13	Tue	7:00p-10:00p	1	:30	\$88.00	
Inv CHICK FIL A BOWL	12/31/13	Tue	9:53p		:30	\$25.00	
Inv (M) CHICK FIL A BOWL	12/31/13	Tue	9:36p		:30	\$40.00	
Ord BCS: ROSE BOWL	01/01/14-01/01/14	Wed	4:00p- 7:30p	1	:30	\$400.00	
Inv ROSE BOWL	01/01/14	Wed	5:44p		:30	\$150.00	
Inv (M) ROSE BOWL	01/01/14	Wed	4:52p		:30	\$150.00	
Inv (M) ROSE BOWL	01/01/14	Wed	5:44p		:30	\$100.00	
Ord BCS: TOSTITOS FIESTA BOWL	01/01/14-01/01/14	Wed	7:30p-11:00p	1	:30	\$400.00	
Inv FIESTA BOWL	01/01/14	Wed	9:54p		:30	\$150.00	
Inv (M) FIESTA BOWL	01/01/14	Wed	9:48p		:30	\$150.00	
Inv (M) FIESTA BOWL	01/01/14	Wed	9:54p		:30	\$100.00	
Ord BCS: ALLSTATE SUGAR BOWL	01/02/14-01/02/14	Thu	7:30p-11:00p	1	:30	\$400.00	
Inv SUGAR BOWL	01/02/14	Thu	8:42p		:30	\$150.00	
Inv (M) SUGAR BOWL	01/02/14	Thu	8:19p		:30	\$150.00	
Inv (M) SUGAR BOWL	01/02/14	Thu	8:42p		:30	\$100.00	
Ord BCS: DISCOVER ORANGE BOWL	01/03/14-01/03/14	Fri	7:00p-10:00p	1	:30	\$400.00	
Inv ORANGE BOWL	01/03/14	Fri	9:25p		:30	\$150.00	
Inv (M) ORANGE BOWL	01/03/14	Fri	9:25p		:30	\$150.00	
Inv (M) ORANGE BOWL	01/03/14	Fri	9:25p		:30	\$100.00	
Ord Compass Bowl: American v SEC	01/04/14-01/04/14	Sat	12:00p- 3:00p	1	:30	\$88.00	
Inv COMPASS BOWL	01/04/14	Sat	12:27p		:30	\$25.00	
Inv (M) COMPASS BOWL	01/04/14	Sat	12:27p		:30	\$40.00	
Inv (M) COMPASS BOWL	01/04/14	Sat	12:27p		:30	\$23.00	
Ord BCS: NATIONAL CHAMPIONSHIP	01/06/14-01/06/14	Mon	7:00p-10:30p	1	:30	\$400.00	
Inv NATL CHAMPIONSHIP	01/06/14	Mon	7:07p		:30	\$150.00	
Inv (M) NATL CHAMPIONSHIP	01/06/14	Mon	7:07p		:30	\$150.00	
Inv (M) NATL CHAMPIONSHIP	01/06/14	Mon	7:07p		:30	\$100.00	

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
ESPN- Invoiced Spots Not Matching Order							
ESPN- Bonus Spots Applied							
ESPN- Ordered Spots Not Matching Invoice							
ESPN- Schedule Totals							
Spots Ordered	9			Order Gross Cost		\$2,352.00	Order Grp / Gr Imp 23.0
Spots Invoiced	27			Invoice Gross Cost		\$2,352.00	Invoice Grp / Gr Imp 45.3
				Invoice Net Cost at 15.00%		\$1,999.20	Grp / Gr Imp Index 197.0
							Order Reach / Frequency 16.5 / 1.4
							Invoice Reach / Frequency 15.9 / 2.9
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/30/13-01/06/14	Post No: 82	Order No: 662
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: SDEP1	Telephone: 601-992-3111	
Campaign: CA: 2013.14 BOWLS			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
ESP2-							
Ord Gator Bowl: Big 10 v SEC	01/01/14-01/01/14	Wed	11:00a- 2:00p	1	:30	\$88.00	
Inv (M) GATOR BOWL	01/01/14	Wed	11:34a		:30	\$25.00	
Inv (M) GATOR BOWL	01/01/14	Wed	11:33a		:30	\$40.00	
Inv (M) GATOR BOWL	01/01/14	Wed	11:34a		:30	\$23.00	
ESP2- Invoiced Spots Not Matching Order							
ESP2- Bonus Spots Applied							
ESP2- Ordered Spots Not Matching Invoice							
ESP2- Schedule Totals							
Spots Ordered	1	Order Gross Cost		\$88.00	Order Grp / Gr Imp		2.0
Spots Invoiced	3	Invoice Gross Cost		\$88.00	Invoice Grp / Gr Imp		0.0
		Invoice Net Cost at 15.00%		\$74.80	Grp / Gr Imp Index		0.0
					Order Reach / Frequency		2.0 / 1.0
					Invoice Reach / Frequency		0.0 / 0.0
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/30/13-01/06/14	Post No: 82	Order No: 662
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: SDEP1	Telephone: 601-992-3111	
Campaign: CA: 2013.14 BOWLS			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
All Stations Schedule Totals							
Spots Ordered	10	Order Gross Cost		\$2,440.00	Order Grp / Gr Imp		25.0
Spots Invoiced	30	Invoice Gross Cost		\$2,440.00	Invoice Grp / Gr Imp		45.3
		Invoice Net Cost at 15.00%		\$2,074.00	Grp / Gr Imp Index		181.2
					Order Reach / Frequency		17.4 / 1.4
					Invoice Reach / Frequency		15.9 / 2.9
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/09/13-01/01/14	Post No: 86	Order No: 671
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PS2DA1	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
AEN-							
Ord STORAGE WARS: H-Burg	12/13/13-12/13/13	Fri	8:00p- 9:00p	1	:30	\$25.00	
Inv STORAGE WARS	12/13/13	Fri	8:17p		:30	\$20.00	
Inv (M) STORAGE WARS	12/13/13	Fri	8:42p		:30	\$25.00	
Ord STORAGE WARS: H-Burg	12/20/13-12/20/13	Fri	8:00p- 9:00p	1	:30	\$25.00	
Inv (M) STORAGE WARS	12/20/13	Fri	8:41p		:30	\$20.00	
Inv (M) STORAGE WARS	12/20/13	Fri	8:14p		:30	\$25.00	
Ord STORAGE WARS: H-Burg	12/27/13-12/27/13	Fri	8:00p- 9:00p	1	:30	\$25.00	
Inv (M) STORAGE WARS	12/27/13	Fri	8:17p		:30	\$25.00	
Ord STORAGE WARS: H-Burg	12/13/13-12/13/13	Fri	9:00p-10:00p	1	:30	\$25.00	
Inv (M) STORAGE WARS	12/13/13	Fri	9:16p		:30	\$20.00	
Inv (M) STORAGE WARS	12/13/13	Fri	9:43p		:30	\$25.00	
Ord STORAGE WARS: H-Burg	12/20/13-12/20/13	Fri	9:00p-10:00p	1	:30	\$25.00	
Inv (M) STORAGE WARS	12/20/13	Fri	9:17p		:30	\$25.00	
Ord STORAGE WARS: H-Burg	12/27/13-12/27/13	Fri	9:00p-10:00p	1	:30	\$25.00	
Inv (M) STORAGE WARS	12/27/13	Fri	9:42p		:30	\$25.00	
Ord STORAGE WARS: H-Burg	12/13/13-12/13/13	Fri	7:00p- 8:00p	1	:30	\$25.00	
Inv (M) STORAGE WARS	12/13/13	Fri	7:40p		:30	\$25.00	
Ord STORAGE WARS: H-Burg	12/20/13-12/20/13	Fri	7:00p- 8:00p	1	:30	\$25.00	
Inv (M) STORAGE WARS	12/20/13	Fri	7:16p		:30	\$25.00	
Ord STORAGE WARS: H-Burg	12/27/13-12/27/13	Fri	7:00p- 8:00p	1	:30	\$25.00	
Inv (M) STORAGE WARS	12/27/13	Fri	7:40p		:30	\$25.00	
Ord DUCK DYNASTY: H-Burg	12/18/13-12/18/13	Wed	9:00p-10:00p	1	:30	\$25.00	
Inv (M) DUCK DYNASTY	12/18/13	Wed	9:42p		:30	\$20.00	
Inv (M) DUCK DYNASTY	12/18/13	Wed	9:10p		:30	\$25.00	
Ord DUCK DYNASTY: H-Burg	01/01/14-01/01/14	Wed	9:00p-10:00p	1	:30	\$25.00	
Inv (M) DUCK DYNASTY	01/01/14	Wed	9:42p		:30	\$25.00	
AEN- Invoiced Spots Not Matching Order							
AEN- Bonus Spots Applied							
AEN- Ordered Spots Not Matching Invoice							
Ord DUCK DYNASTY: H-Burg	12/25/13-12/25/13	Wed	9:00p-10:00p	1	:30	\$25.00	
AEN- Schedule Totals							

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/09/13-01/01/14	Post No: 86	Order No: 671
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PS2DA1	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Spots Ordered	12					Order Grp / Gr Imp	46.2
Spots Invoiced	15					Invoice Grp / Gr Imp	5.0
						Grp / Gr Imp Index	10.8
						Order Reach / Frequency	26.0 / 1.8
						Invoice Reach / Frequency	2.9 / 1.7
Bonus Spots	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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Program		Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
AMC-								
Ord	WALKING DEAD: H-Burg	12/15/13-12/15/13	Sun	8:00p- 9:00p	1	:30	\$10.00	
Inv	NOT AVAILABLE	12/15/13	Sun	8:53p		:30	\$10.00	
Ord	WALKING DEAD: H-Burg	12/22/13-12/22/13	Sun	8:00p- 9:00p	1	:30	\$10.00	
Inv	NOT AVAILABLE	12/22/13	Sun	8:18p		:30	\$10.00	
Ord	WALKING DEAD: H-Burg	12/29/13-12/29/13	Sun	8:00p- 9:00p	1	:30	\$10.00	
Inv	NOT AVAILABLE	12/29/13	Sun	8:51p		:30	\$10.00	
Ord	TALKING DEAD: H-Burg	12/15/13-12/15/13	Sun	9:00p-10:00p	1	:30	\$10.00	
Inv	NOT AVAILABLE	12/15/13	Sun	9:52p		:30	\$10.00	
Ord	TALKING DEAD: H-Burg	12/22/13-12/22/13	Sun	9:00p-10:00p	1	:30	\$10.00	
Inv	NOT AVAILABLE	12/22/13	Sun	9:10p		:30	\$10.00	
Ord	TALKING DEAD: H-Burg	12/29/13-12/29/13	Sun	9:00p-10:00p	1	:30	\$10.00	
Inv	NOT AVAILABLE	12/29/13	Sun	9:25p		:30	\$10.00	
AMC- Invoiced Spots Not Matching Order								
AMC- Bonus Spots Applied								
AMC- Ordered Spots Not Matching Invoice								
AMC- Schedule Totals								
Spots Ordered	6	Order Gross Cost			\$60.00	Order Grp / Gr Imp		27.3
Spots Invoiced	6	Invoice Gross Cost			\$60.00	Invoice Grp / Gr Imp		7.6
		Invoice Net Cost at 15.00%			\$51.00	Grp / Gr Imp Index		27.8
						Order Reach / Frequency		17.5 / 1.6
						Invoice Reach / Frequency		4.8 / 1.6
Bonus Spots	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.								

* - 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 12/09/13-01/01/14	Post No: 86	Order No: 671
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PS2DA1	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
BET-							
Ord 106 & PARK: H-Burg/Laurel	12/16/13-12/16/13	Mon	6:00p- 7:00p	1	:30	\$40.00	
Inv 106 & PARK	12/16/13	Mon	6:49p		:30	\$30.00	
Inv (M) 106 & PARK	12/16/13	Mon	6:23p		:30	\$10.00	
Ord 106 & PARK: H-Burg/Laurel	12/23/13-12/23/13	Mon	6:00p- 7:00p	1	:30	\$40.00	
Inv (M) 106 & PARK	12/23/13	Mon	6:18p		:30	\$30.00	
Inv (M) 106 & PARK	12/23/13	Mon	6:48p		:30	\$10.00	
Ord 106 & PARK: H-Burg/Laurel	12/30/13-12/30/13	Mon	6:00p- 7:00p	1	:30	\$40.00	
Inv (M) 106 & PARK	12/30/13	Mon	6:18p		:30	\$30.00	
Inv (M) 106 & PARK	12/30/13	Mon	6:18p		:30	\$10.00	

BET- Invoiced Spots Not Matching Order
BET- Bonus Spots Applied
BET- Ordered Spots Not Matching Invoice

BET- Schedule Totals							
Spots Ordered	3	Order Gross Cost		\$120.00	Order Grp / Gr Imp		6.6
Spots Invoiced	6	Invoice Gross Cost		\$120.00	Invoice Grp / Gr Imp		3.0
		Invoice Net Cost at 15.00%		\$102.00	Grp / Gr Imp Index		45.5
					Order Reach / Frequency		4.5 / 1.5
					Invoice Reach / Frequency		1.5 / 2.0
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/09/13-01/01/14	Post No: 86	Order No: 671
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PS2DA1	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
DISC-							
Ord GOLD RUSH: H-Burg/Laurel	12/13/13-12/13/13	Fri	8:00p- 9:00p	1	:30	\$25.00	
Inv GOLD RUSH	12/13/13	Fri	8:52p		:30	\$18.00	
Inv (M) GOLD RUSH	12/13/13	Fri	8:28p		:30	\$7.00	
Ord GOLD RUSH: H-Burg/Laurel	12/20/13-12/20/13	Fri	8:00p- 9:00p	1	:30	\$25.00	
Inv (M) GOLD RUSH	12/20/13	Fri	8:26p		:30	\$18.00	
Inv (M) GOLD RUSH	12/20/13	Fri	8:47p		:30	\$7.00	
Ord GOLD RUSH: H-Burg/Laurel	12/27/13-12/27/13	Fri	8:00p- 9:00p	1	:30	\$25.00	
Inv (M) GOLD RUSH	12/27/13	Fri	8:40p		:30	\$7.00	
DISC- Invoiced Spots Not Matching Order							
DISC- Bonus Spots Applied							
DISC- Ordered Spots Not Matching Invoice							
DISC- Schedule Totals							
Spots Ordered	3	Order Gross Cost		\$75.00	Order Grp / Gr Imp		10.2
Spots Invoiced	5	Invoice Gross Cost		\$57.00	Invoice Grp / Gr Imp		4.0
		Invoice Net Cost at 15.00%		\$48.45	Grp / Gr Imp Index		39.2
					Order Reach / Frequency		7.0 / 1.5
					Invoice Reach / Frequency		2.3 / 1.8
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/09/13-01/01/14	Post No: 86	Order No: 671
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PS2DA1	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
ESPN-							
Ord MONDAY NIGHT FOOTBALL: H-	12/16/13-12/16/13	Mon	7:30p-10:30p	1	:30	\$450.00	
Inv (M) MONDAY NIGHT FOOTBALL	12/16/13	Mon	10:02p		:30	\$400.00	
Inv (M) MONDAY NIGHT FOOTBALL	12/16/13	Mon	8:18p		:30	\$50.00	
Ord MONDAY NIGHT FOOTBALL: H-	12/23/13-12/23/13	Mon	7:30p-10:30p	1	:30	\$450.00	
Inv (M) MONDAY NIGHT FOOTBALL	12/23/13	Mon	9:22p		:30	\$400.00	
Inv (M) MONDAY NIGHT FOOTBALL	12/23/13	Mon	8:16p		:30	\$50.00	
Ord MONDAY NIGHT FOOTBALL: H-	12/30/13-12/30/13	Mon	7:30p-10:30p	1	:30	\$450.00	
Inv (M) MONDAY NIGHT FOOTBALL	12/09/13	Mon	7:52p		:30	\$400.00	
Inv (M) MONDAY NIGHT FOOTBALL	12/09/13	Mon	7:52p		:30	\$50.00	
Ord COLLEGE GAMEDAY: H-	12/14/13-12/14/13	Sat	10:00a-11:00a	1	:30	\$42.00	
Inv (M) MONDAY NIGHT FOOTBALL	12/14/13	Sat	10:29a		:30	\$32.00	
Inv (M) MONDAY NIGHT FOOTBALL	12/14/13	Sat	10:29a		:30	\$10.00	
Ord COLLEGE GAMEDAY: H-	12/21/13-12/21/13	Sat	10:00a-11:00a	1	:30	\$42.00	
Inv (M) MONDAY NIGHT FOOTBALL	12/21/13	Sat	10:48a		:30	\$32.00	
Inv (M) MONDAY NIGHT FOOTBALL	12/21/13	Sat	10:33a		:30	\$10.00	
Ord COLLEGE GAMEDAY: H-	12/28/13-12/28/13	Sat	10:00a-11:00a	1	:30	\$42.00	
Inv (M) MONDAY NIGHT FOOTBALL	12/28/13	Sat	10:29a		:30	\$32.00	
Inv (M) MONDAY NIGHT FOOTBALL	12/28/13	Sat	10:28a		:30	\$10.00	
ESPN- Invoiced Spots Not Matching Order							
ESPN- Bonus Spots Applied							
ESPN- Ordered Spots Not Matching Invoice							
ESPN- Schedule Totals							
Spots Ordered	6	Order Gross Cost		\$1,476.00	Order Grp / Gr Imp		27.3
Spots Invoiced	12	Invoice Gross Cost		\$1,476.00	Invoice Grp / Gr Imp		66.1
		Invoice Net Cost at 15.00%		\$1,254.60	Grp / Gr Imp Index		242.1
					Order Reach / Frequency		19.3 / 1.4
					Invoice Reach / Frequency		29.4 / 2.2
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/09/13-01/01/14	Post No: 86	Order No: 671
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PS2DA1	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
FX-							
Ord	SONS OF ANARCHY: H-Burg	12/17/13-12/17/13	Tue	9:00p-10:00p	1 :30	\$10.00	
Inv	SONS OF ANARCHY	12/17/13	Tue	9:19p	:30	\$10.00	
Ord	SONS OF ANARCHY: H-Burg	12/24/13-12/24/13	Tue	9:00p-10:00p	1 :30	\$10.00	
Inv	SONS OF ANARCHY	12/24/13	Tue	9:31p	:30	\$10.00	
FX- Invoiced Spots Not Matching Order							
FX- Bonus Spots Applied							
FX- Ordered Spots Not Matching Invoice							
Ord	SONS OF ANARCHY: H-Burg	12/31/13-12/31/13	Tue	9:00p-10:00p	1 :30	\$10.00	
FX- Schedule Totals							
Spots Ordered	3	Order Gross Cost		\$30.00	Order Grp / Gr Imp		2.7
Spots Invoiced	2	Invoice Gross Cost		\$20.00	Invoice Grp / Gr Imp		3.2
		Invoice Net Cost at 15.00%		\$17.00	Grp / Gr Imp Index		118.5
					Order Reach / Frequency		1.9 / 1.5
					Invoice Reach / Frequency		2.6 / 1.3
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/09/13-01/01/14	Post No: 86	Order No: 671
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PS2DA1	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
USA-							
Ord WWE ENTERTAINMNT	12/16/13-12/16/13	Mon	7:00p-10:00p	1	:30	\$50.00	
Inv (M) WWE ENTERTAINMENT	12/16/13	Mon	7:25p		:30	\$40.00	
Inv (M) WWE ENTERTAINMENT	12/16/13	Mon	7:25p		:30	\$10.00	
Ord WWE ENTERTAINMNT	12/23/13-12/23/13	Mon	7:00p-10:00p	1	:30	\$50.00	
Inv (M) WWE ENTERTAINMENT	12/23/13	Mon	8:30p		:30	\$40.00	
Inv (M) WWE ENTERTAINMENT	12/23/13	Mon	8:31p		:30	\$10.00	
Ord WWE ENTERTAINMNT	12/30/13-12/30/13	Mon	7:00p-10:00p	1	:30	\$50.00	
Inv WWE ENTERTAINMENT	12/30/13	Mon	7:42p		:30	\$40.00	
Inv (M) WWE ENTERTAINMENT	12/30/13	Mon	7:42p		:30	\$10.00	

USA- Invoiced Spots Not Matching Order

USA- Bonus Spots Applied

USA- Ordered Spots Not Matching Invoice

USA- Schedule Totals

Spots Ordered	3	Order Gross Cost	\$150.00	Order Grp / Gr Imp	10.8
Spots Invoiced	6	Invoice Gross Cost	\$150.00	Invoice Grp / Gr Imp	21.0
		Invoice Net Cost at 15.00%	\$127.50	Grp / Gr Imp Index	194.4
				Order Reach / Frequency	7.8 / 1.4
				Invoice Reach / Frequency	10.2 / 2.0
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/09/13-01/01/14	Post No: 86	Order No: 671
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PS2DA1	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
NFLN-							
Ord	THURS NIGHT FB: H-Burg/Laurel	12/19/13-12/19/13	Thu	7:00p-10:30p	1	:30	\$150.00
Inv	THURS NIGHT FB	12/19/13	Thu	7:23p		:30	\$150.00
Ord	THURS NIGHT FB: H-Burg/Laurel	12/26/13-12/26/13	Thu	7:00p-10:30p	1	:30	\$150.00
Inv (M)	THURS NIGHT FB	12/26/13	Thu	10:22p		:30	\$150.00
NFLN- Invoiced Spots Not Matching Order							
NFLN- Bonus Spots Applied							
NFLN- Ordered Spots Not Matching Invoice							
NFLN- Schedule Totals							
Spots Ordered	2	Order Gross Cost		\$300.00	Order Grp / Gr Imp		3.4
Spots Invoiced	2	Invoice Gross Cost		\$300.00	Invoice Grp / Gr Imp		10.0
		Invoice Net Cost at 15.00%		\$255.00	Grp / Gr Imp Index		294.1
					Order Reach / Frequency		2.8 / 1.2
					Invoice Reach / Frequency		5.0 / 2.0
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/09/13-01/01/14	Post No: 86	Order No: 671
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PS2DA1	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
All Stations Schedule Totals							
Spots Ordered	38	Order Gross Cost		\$2,511.00	Order Grp / Gr Imp		134.5
Spots Invoiced	54	Invoice Gross Cost		\$2,538.00	Invoice Grp / Gr Imp		119.9
		Invoice Net Cost at 15.00%		\$2,157.30	Grp / Gr Imp Index		89.1
					Order Reach / Frequency		61.1 / 2.2
					Invoice Reach / Frequency		44.5 / 2.7
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/30/13-01/06/14	Post No: 11	Order No: 690
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: SDE1P2	Telephone: 601-992-3111	
Campaign: CA: 2013.14 BOWLS			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
ESPN-							
Ord Music City Bowl: ACC v SEC	12/30/13-12/30/13	Mon	2:15p- 5:00p	1	:30	\$250.00	
Inv MUSIC CITY BOWL	12/30/13	Mon	3:17p		:30	\$200.00	
Inv (M) MUSIC CITY BOWL	12/30/13	Mon	3:00p		:30	\$50.00	
Ord Liberty Bowl: C-USA v SEC	12/31/13-12/31/13	Tue	3:00p- 6:00p	1	:30	\$250.00	
Inv LIBERTY BOWL	12/31/13	Tue	5:13p		:30	\$200.00	
Inv (M) LIBERTY BOWL	12/31/13	Tue	4:52p		:30	\$50.00	
Ord Chick-Fil-A Bowl: ACC v SEC	12/31/13-12/31/13	Tue	7:00p-10:00p	1	:30	\$250.00	
Inv CHICK-FIL-A BOWL	12/31/13	Tue	7:34p		:30	\$200.00	
Inv (M) CHICK-FIL-A BOWL	12/31/13	Tue	7:33p		:30	\$50.00	
Ord BCS: ROSE BOWL	01/01/14-01/01/14	Wed	4:00p- 7:30p	1	:30	\$800.00	
Inv (M) BCS: ROSE BOWL	01/01/14	Wed	5:13p		:30	\$600.00	
Inv (M) BCS: ROSE BOWL	01/01/14	Wed	4:53p		:30	\$200.00	
Ord BCS: TOSTITOS FIESTA BOWL	01/01/14-01/01/14	Wed	7:30p-11:00p	1	:30	\$800.00	
Inv (M) BCS: FIESTA BOWL	01/01/14	Wed	8:58p		:30	\$600.00	
Inv (M) BCS: FIESTA BOWL	01/01/14	Wed	9:53p		:30	\$200.00	
Ord BCS: ALLSTATE SUGAR BOWL	01/02/14-01/02/14	Thu	7:30p-10:30p	1	:30	\$800.00	
Inv (M) BCS: SUGAR BOWL	01/02/14	Thu	8:19p		:30	\$600.00	
Inv (M) BCS: SUGAR BOWL	01/02/14	Thu	9:33p		:30	\$200.00	
Ord BCS: DISCOVER ORANGE BOWL	01/03/14-01/03/14	Fri	7:00p-10:00p	1	:30	\$800.00	
Inv (M) BCS: ORANGE BOWL	01/03/14	Fri	10:15p		:30	\$600.00	
Inv (M) BCS: ORANGE BOWL	01/03/14	Fri	7:07p		:30	\$200.00	
Ord Compass Bowl: American v SEC	01/04/14-01/04/14	Sat	12:00p- 3:00p	1	:30	\$250.00	
Inv (M) COMPASS BOWL	01/04/14	Sat	12:27p		:30	\$250.00	
Ord BCS: NATIONAL CHAMPIONSHIP	01/06/14-01/06/14	Mon	7:00p-10:30p	1	:30	\$1,050.00	
Inv (M) NATL CHAMPIONSHIP	01/06/14	Mon	9:22p		:30	\$800.00	
Inv (M) NATL CHAMPIONSHIP	01/06/14	Mon	9:58p		:30	\$250.00	
ESPN- Invoiced Spots Not Matching Order							
ESPN- Bonus Spots Applied							
ESPN- Ordered Spots Not Matching Invoice							
ESPN- Schedule Totals							

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/30/13-01/06/14	Post No: 11	Order No: 690
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: SDE1P2	Telephone: 601-992-3111	
Campaign: CA: 2013.14 BOWLS			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Spots Ordered	9					Order Grp / Gr Imp	32.0
Spots Invoiced	17					Invoice Grp / Gr Imp	36.1
						Grp / Gr Imp Index	112.8
						Order Reach / Frequency	24.0 / 1.3
						Invoice Reach / Frequency	23.0 / 1.6
Bonus Spots	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 - 1/29/14 5:13 PM

Hattiesburg-Laurel (B&C)
 Post Book : Nielsen CNO/13
 Order Book : Nielsen CNO/12

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
ESP2-							
Ord	Gator Bowl: Big 10 v SEC	01/01/14-01/01/14	Wed	11:00a- 2:00p	1	:30	\$250.00
Inv	GATOR BOWL	01/01/14	Wed	1:37p		:30	\$250.00
ESP2- Invoiced Spots Not Matching Order							
ESP2- Bonus Spots Applied							
ESP2- Ordered Spots Not Matching Invoice							
ESP2- Schedule Totals							
Spots Ordered	1	Order Gross Cost		\$250.00	Order Grp / Gr Imp		2.0
Spots Invoiced	1	Invoice Gross Cost		\$250.00	Invoice Grp / Gr Imp		0.0
		Invoice Net Cost at 15.00%		\$212.50	Grp / Gr Imp Index		0.0
					Order Reach / Frequency		2.0 / 1.0
					Invoice Reach / Frequency		0.0 / 0.0
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/30/13-01/06/14	Post No: 11	Order No: 690
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: SDE1P2	Telephone: 601-992-3111	
Campaign: CA: 2013.14 BOWLS			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
All Stations Schedule Totals							
Spots Ordered	10	Order Gross Cost		\$5,500.00	Order Grp / Gr Imp		34.0
Spots Invoiced	18	Invoice Gross Cost		\$5,500.00	Invoice Grp / Gr Imp		36.1
		Invoice Net Cost at 15.00%		\$4,675.00	Grp / Gr Imp Index		106.2
					Order Reach / Frequency		24.9 / 1.4
					Invoice Reach / Frequency		23.0 / 1.6
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/06/14	Post No: 78	Order No: 667
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSDL12AE	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
BET-							
Ord 106 & PARK	12/16/13-12/16/13	Mon	6:00p- 7:00p	1	:30	\$98.00	
Inv (M) 106 & PARK	12/16/13	Mon	6:23p		:30	\$98.00	
Ord 106 & PARK	12/23/13-12/23/13	Mon	6:00p- 7:00p	1	:30	\$98.00	
Inv (M) 106 & PARK	12/23/13	Mon	6:17p		:30	\$98.00	
Ord 106 & PARK	12/30/13-12/30/13	Mon	6:00p- 7:00p	1	:30	\$98.00	
Inv 106 & PARK	12/30/13	Mon	6:18p		:30	\$98.00	
BET- Invoiced Spots Not Matching Order							
BET- Bonus Spots Applied							
BET- Ordered Spots Not Matching Invoice							
BET- Schedule Totals							
Spots Ordered	3	Order Gross Cost		\$294.00	Order Grp / Gr Imp		4.5
Spots Invoiced	3	Invoice Gross Cost		\$294.00	Invoice Grp / Gr Imp		0.0
		Invoice Net Cost at 15.00%		\$249.90	Grp / Gr Imp Index		0.0
					Order Reach / Frequency		3.1 / 1.5
					Invoice Reach / Frequency		0.0 / 0.0
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/06/14	Post No: 78	Order No: 667
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSDL12AE	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
DISC-							
Ord GOLD RUSH	12/13/13-12/13/13	Fri	8:00p- 9:00p	1	:30	\$168.00	
Inv GOLD RUSH	12/13/13	Fri	8:39p		:30	\$46.00	
Inv (M) GOLD RUSH	12/13/13	Fri	8:40p		:30	\$76.00	
Inv (M) GOLD RUSH	12/13/13	Fri	8:39p		:30	\$46.00	
Ord GOLD RUSH	12/20/13-12/20/13	Fri	8:00p- 9:00p	1	:30	\$168.00	
Inv GOLD RUSH	12/20/13	Fri	8:36p		:30	\$46.00	
Inv (M) GOLD RUSH	12/20/13	Fri	8:36p		:30	\$76.00	
Ord GOLD RUSH	12/27/13-12/27/13	Fri	8:00p- 9:00p	1	:30	\$168.00	
Inv GOLD RUSH	12/27/13	Fri	8:29p		:30	\$46.00	
Inv (M) GOLD RUSH	12/27/13	Fri	8:29p		:30	\$76.00	
Inv (M) GOLD RUSH	12/27/13	Fri	6:48p		:30	\$46.00	
Inv (M) GOLD RUSH	12/27/13	Fri	8:29p		:30	\$46.00	

DISC- Invoiced Spots Not Matching Order							
DISC- Bonus Spots Applied							
DISC- Ordered Spots Not Matching Invoice							
DISC- Schedule Totals							
Spots Ordered	3	Order Gross Cost		\$504.00	Order Grp / Gr Imp		6.3
Spots Invoiced	9	Invoice Gross Cost		\$504.00	Invoice Grp / Gr Imp		1.0
		Invoice Net Cost at 15.00%		\$428.40	Grp / Gr Imp Index		15.9
					Order Reach / Frequency		4.3 / 1.5
					Invoice Reach / Frequency		0.4 / 2.8
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/06/14	Post No: 78	Order No: 667
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSDL12AE	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
USA-							
Ord WWE MONDAY NIGHT	12/16/13-12/16/13	Mon	7:00p-10:00p	1	:30	\$168.00	
Inv (M) WWE MONDAY NIGHT	12/16/13	Mon	9:09p		:30	\$14.00	
Inv (M) WWE MONDAY NIGHT	12/16/13	Mon	8:31p		:30	\$4.00	
Inv (M) WWE MONDAY NIGHT	12/16/13	Mon	9:09p		:30	\$4.00	
Inv (M) WWE MONDAY NIGHT	12/16/13	Mon	8:30p		:30	\$4.00	
Inv (M) WWE MONDAY NIGHT	12/16/13	Mon	8:31p		:30	\$4.00	
Inv (M) WWE MONDAY NIGHT	12/16/13	Mon	9:09p		:30	\$61.00	
Inv (M) WWE MONDAY NIGHT	12/16/13	Mon	7:45p		:30	\$15.00	
Inv (M) WWE MONDAY NIGHT	12/16/13	Mon	8:30p		:30	\$4.00	
Inv (M) WWE MONDAY NIGHT	12/16/13	Mon	9:09p		:30	\$4.00	
Inv (M) WWE MONDAY NIGHT	12/16/13	Mon	8:30p		:30	\$12.00	
Inv (M) WWE MONDAY NIGHT	12/16/13	Mon	9:09p		:30	\$7.00	
Ord WWE MONDAY NIGHT	12/23/13-12/23/13	Mon	7:00p-10:00p	1	:30	\$168.00	
Inv (M) WWE MONDAY NIGHT	12/23/13	Mon	7:48p		:30	\$20.00	
Inv (M) WWE MONDAY NIGHT	12/23/13	Mon	7:48p		:30	\$14.00	
Inv (M) WWE MONDAY NIGHT	12/23/13	Mon	7:48p		:30	\$4.00	
Inv (M) WWE MONDAY NIGHT	12/23/13	Mon	7:47p		:30	\$4.00	
Inv (M) WWE MONDAY NIGHT	12/23/13	Mon	7:48p		:30	\$4.00	
Inv (M) WWE MONDAY NIGHT	12/23/13	Mon	7:48p		:30	\$4.00	
Inv (M) WWE MONDAY NIGHT	12/23/13	Mon	7:48p		:30	\$61.00	
Inv (M) WWE MONDAY NIGHT	12/23/13	Mon	7:48p		:30	\$15.00	
Inv (M) WWE MONDAY NIGHT	12/23/13	Mon	7:48p		:30	\$4.00	
Inv (M) WWE MONDAY NIGHT	12/23/13	Mon	7:48p		:30	\$15.00	
Inv (M) WWE MONDAY NIGHT	12/23/13	Mon	7:47p		:30	\$4.00	
Inv (M) WWE MONDAY NIGHT	12/23/13	Mon	9:08p		:30	\$12.00	
Inv (M) WWE MONDAY NIGHT	12/23/13	Mon	7:48p		:30	\$7.00	
Ord WWE MONDAY NIGHT	12/30/13-12/30/13	Mon	7:00p-10:00p	1	:30	\$168.00	
Inv WWE MONDAY NIGHT	12/30/13	Mon	7:43p		:30	\$20.00	
Inv (M) WWE MONDAY NIGHT	12/30/13	Mon	8:27p		:30	\$14.00	
Inv (M) WWE MONDAY NIGHT	12/30/13	Mon	9:07p		:30	\$4.00	
Inv (M) WWE MONDAY NIGHT	12/30/13	Mon	8:26p		:30	\$4.00	
Inv (M) WWE MONDAY NIGHT	12/30/13	Mon	9:07p		:30	\$4.00	
Inv (M) WWE MONDAY NIGHT	12/30/13	Mon	7:43p		:30	\$61.00	
Inv (M) WWE MONDAY NIGHT	12/30/13	Mon	7:43p		:30	\$15.00	
Inv (M) WWE MONDAY NIGHT	12/30/13	Mon	9:07p		:30	\$4.00	
Inv (M) WWE MONDAY NIGHT	12/30/13	Mon	9:06p		:30	\$15.00	

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Maggie Clark - 1/30/14 10:16 AM

Jackson MS (B&C)

Post Book : Nielsen CNO/13

Order Book : Nielsen CNO/12

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Inv (M) WWE MONDAY NIGHT	12/30/13	Mon	8:26p		:30	\$4.00	
Inv (M) WWE MONDAY NIGHT	12/30/13	Mon	7:43p		:30	\$12.00	
Inv (M) WWE MONDAY NIGHT	12/30/13	Mon	8:26p		:30	\$7.00	
Inv (M) WWE MONDAY NIGHT	12/30/13	Mon	9:06p		:30	\$4.00	
USA- Invoiced Spots Not Matching Order							
USA- Bonus Spots Applied							
USA- Ordered Spots Not Matching Invoice							
USA- Schedule Totals							
Spots Ordered	3	Order Gross Cost		\$504.00	Order Grp / Gr Imp		12.0
Spots Invoiced	37	Invoice Gross Cost		\$469.00	Invoice Grp / Gr Imp		33.2
		Invoice Net Cost at 15.00%		\$398.65	Grp / Gr Imp Index		276.7
					Order Reach / Frequency		8.7 / 1.4
					Invoice Reach / Frequency		5.7 / 5.8
Bonus Spots	0						
<p>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.</p>							

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/06/14	Post No: 78	Order No: 667
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSDL12AE	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
ESPN-							
Ord MONDAY NIGHT FOOTBALL	12/16/13-12/16/13	Mon	7:00p-10:00p	1	:30	\$500.00	
Inv MONDAY NIGHT FOOTBALL	12/16/13	Mon	8:38p		:30	\$84.00	
Inv (M) MONDAY NIGHT FOOTBALL	12/16/13	Mon	8:37p		:30	\$250.00	
Inv (M) MONDAY NIGHT FOOTBALL	12/16/13	Mon	8:18p		:30	\$83.00	
Inv (M) MONDAY NIGHT FOOTBALL	12/16/13	Mon	8:27p		:30	\$83.00	
Ord MONDAY NIGHT FOOTBALL	12/23/13-12/23/13	Mon	7:00p-10:00p	1	:30	\$500.00	
Inv (M) MONDAY NIGHT FOOTBALL	12/23/13	Mon	10:07p		:30	\$83.00	
Inv (M) NOT AVAILABLE	12/30/13	Mon	9:06p		BB	\$4.00	
Ord MONDAY NIGHT FOOTBALL	12/30/13-12/30/13	Mon	7:00p-10:00p	1	:30	\$500.00	
Inv (M) MONDAY NIGHT FOOTBALL	12/29/13	Sun	11:32a		:30	\$168.00	
Inv (M) MONDAY NIGHT FOOTBALL	01/06/14	Mon	7:07p		:30	\$584.00	
Ord COLLEGE GAMEDAY	12/14/13-12/14/13	Sat	10:00a-11:00a	1	:30	\$168.00	
Inv (M) MONDAY NIGHT FOOTBALL	12/15/13	Sun	9:26a		:30	\$168.00	
Ord COLLEGE GAMEDAY	12/21/13-12/21/13	Sat	10:00a-11:00a	1	:30	\$168.00	
Inv (M) MONDAY NIGHT FOOTBALL	12/22/13	Sun	10:47a		:30	\$168.00	
Ord COLLEGE GAMEDAY	12/28/13-12/28/13	Sat	10:00a-11:00a	1	:30	\$168.00	
Inv (M) MONDAY NIGHT FOOTBALL	12/23/13	Mon	10:01p		:30	\$250.00	
ESPN- Invoiced Spots Not Matching Order							
Inv MONDAY NIGHT FOOTBALL	12/23/13	Mon	9:08p		:30	\$83.00	
ESPN- Bonus Spots Applied							
ESPN- Ordered Spots Not Matching Invoice							
ESPN- Schedule Totals							
Spots Ordered	6	Order Gross Cost	\$2,004.00	Order Grp / Gr Imp		25.5	
Spots Invoiced	12	Invoice Gross Cost	\$2,008.00	Invoice Grp / Gr Imp		37.1	
		Invoice Net Cost at 15.00%	\$1,706.80	Grp / Gr Imp Index		145.5	
				Order Reach / Frequency		16.6 / 1.5	
				Invoice Reach / Frequency		21.1 / 1.8	
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/06/14	Post No: 78	Order No: 667
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSDL12AE	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
AEN-							
Inv (M) GOLD RUSH	12/13/13	Fri	7:40p		:30	\$20.00	
Inv (M) GOLD RUSH	12/13/13	Fri	8:42p		:30	\$20.00	
Inv (M) GOLD RUSH	12/13/13	Fri	9:43p		:30	\$20.00	
Inv (M) GOLD RUSH	12/13/13	Fri	7:39p		:30	\$12.00	
Inv (M) GOLD RUSH	12/13/13	Fri	8:42p		:30	\$12.00	
Inv (M) GOLD RUSH	12/13/13	Fri	9:43p		:30	\$12.00	
Inv (M) GOLD RUSH	12/13/13	Fri	7:39p		:30	\$8.00	
Inv (M) GOLD RUSH	12/13/13	Fri	8:42p		:30	\$8.00	
Inv (M) GOLD RUSH	12/13/13	Fri	9:43p		:30	\$8.00	
Inv (M) GOLD RUSH	12/13/13	Fri	7:39p		:30	\$8.00	
Inv (M) GOLD RUSH	12/13/13	Fri	8:42p		:30	\$8.00	
Inv (M) GOLD RUSH	12/13/13	Fri	9:43p		:30	\$8.00	
Inv (M) GOLD RUSH	12/13/13	Fri	7:39p		:30	\$7.00	
Inv (M) GOLD RUSH	12/13/13	Fri	8:41p		:30	\$7.00	
Inv (M) GOLD RUSH	12/13/13	Fri	9:42p		:30	\$7.00	
Ord DUCK DYNASTY	12/18/13-12/18/13	Wed	9:00p-10:00p	1	:30	\$168.00	
Inv (M) DUCK DYNASTY	12/18/13	Wed	9:42p		:30	\$20.00	
Inv (M) DUCK DYNASTY	12/18/13	Wed	9:42p		:30	\$12.00	
Inv (M) DUCK DYNASTY	12/18/13	Wed	9:42p		:30	\$8.00	
Inv (M) DUCK DYNASTY	12/18/13	Wed	9:41p		:30	\$8.00	
Inv (M) DUCK DYNASTY	12/18/13	Wed	9:42p		:30	\$7.00	
Inv (M) DUCK DYNASTY	12/18/13	Wed	9:42p		:30	\$50.00	
Inv (M) DUCK DYNASTY	12/18/13	Wed	9:42p		:30	\$13.00	
Inv (M) DUCK DYNASTY	12/18/13	Wed	9:41p		:30	\$8.00	
Inv (M) DUCK DYNASTY	12/18/13	Wed	9:42p		:30	\$18.00	
Ord DUCK DYNASTY	12/25/13-12/25/13	Wed	9:00p-10:00p	1	:30	\$168.00	
Inv (M) DUCK DYNASTY	12/25/13	Wed	9:40p		:30	\$20.00	
Inv (M) DUCK DYNASTY	12/25/13	Wed	9:40p		:30	\$12.00	
Inv (M) DUCK DYNASTY	12/25/13	Wed	9:40p		:30	\$8.00	
Inv (M) DUCK DYNASTY	12/25/13	Wed	9:40p		:30	\$8.00	
Inv (M) DUCK DYNASTY	12/25/13	Wed	9:40p		:30	\$7.00	
Inv (M) DUCK DYNASTY	12/25/13	Wed	9:41p		:30	\$50.00	
Inv (M) DUCK DYNASTY	12/25/13	Wed	9:40p		:30	\$13.00	
Inv (M) DUCK DYNASTY	12/25/13	Wed	9:40p		:30	\$8.00	
Inv (M) DUCK DYNASTY	12/25/13	Wed	9:41p		:30	\$18.00	
Inv (M) DUCK DYNASTY	12/25/13	Wed	9:40p		:30	\$8.00	
Inv (M) DUCK DYNASTY	12/25/13	Wed	9:41p		:30	\$10.00	

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Inv (M) DUCK DYNASTY	12/25/13	Wed	9:41p		:30	\$6.00	
Ord DUCK DYNASTY	01/01/14-01/01/14	Wed	9:00p-10:00p	1	:30	\$168.00	
Inv (M) DUCK DYNASTY	01/01/14	Wed	9:42p		:30	\$20.00	
Inv (M) DUCK DYNASTY	01/01/14	Wed	9:10p		:30	\$12.00	
Inv (M) DUCK DYNASTY	01/01/14	Wed	9:10p		:30	\$8.00	
Inv (M) DUCK DYNASTY	01/01/14	Wed	9:10p		:30	\$8.00	
Inv (M) DUCK DYNASTY	01/01/14	Wed	9:10p		:30	\$7.00	
Inv (M) DUCK DYNASTY	01/01/14	Wed	9:42p		:30	\$50.00	
Inv (M) DUCK DYNASTY	01/01/14	Wed	9:42p		:30	\$13.00	
Inv (M) DUCK DYNASTY	01/01/14	Wed	9:10p		:30	\$8.00	
Inv (M) DUCK DYNASTY	01/01/14	Wed	9:42p		:30	\$18.00	
Inv (M) DUCK DYNASTY	01/01/14	Wed	9:10p		:30	\$8.00	
Inv (M) DUCK DYNASTY	01/01/14	Wed	9:10p		:30	\$10.00	
Inv (M) DUCK DYNASTY	01/01/14	Wed	9:10p		:30	\$6.00	
Ord STORAGE WARS	12/13/13-12/13/13	Fri	7:00p- 8:00p	1	:30	\$168.00	
Inv (M) STORAGE WARS	12/13/13	Fri	7:40p		:30	\$50.00	
Inv (M) STORAGE WARS	12/13/13	Fri	8:42p		:30	\$50.00	
Inv (M) STORAGE WARS	12/13/13	Fri	7:40p		:30	\$13.00	
Inv (M) STORAGE WARS	12/13/13	Fri	7:39p		:30	\$8.00	
Inv (M) STORAGE WARS	12/13/13	Fri	10:19p		:30	\$18.00	
Inv (M) STORAGE WARS	12/13/13	Fri	7:39p		:30	\$8.00	
Inv (M) STORAGE WARS	12/13/13	Fri	7:39p		:30	\$10.00	
Inv (M) STORAGE WARS	12/13/13	Fri	8:42p		:30	\$10.00	
Inv (M) STORAGE WARS	12/13/13	Fri	7:39p		:30	\$6.00	
Inv (M) STORAGE WARS	12/13/13	Fri	8:42p		:30	\$6.00	
Ord STORAGE WARS	12/20/13-12/20/13	Fri	7:00p- 8:00p	1	:30	\$168.00	
Inv (M) STORAGE WARS	12/20/13	Fri	7:43p		:30	\$20.00	
Inv (M) STORAGE WARS	12/20/13	Fri	7:43p		:30	\$12.00	
Inv (M) STORAGE WARS	12/20/13	Fri	7:43p		:30	\$8.00	
Inv (M) STORAGE WARS	12/20/13	Fri	7:43p		:30	\$8.00	
Inv (M) STORAGE WARS	12/20/13	Fri	7:42p		:30	\$7.00	
Inv (M) STORAGE WARS	12/20/13	Fri	7:43p		:30	\$50.00	
Inv (M) STORAGE WARS	12/20/13	Fri	7:43p		:30	\$8.00	
Inv (M) STORAGE WARS	12/20/13	Fri	7:42p		:30	\$8.00	
Inv (M) STORAGE WARS	12/20/13	Fri	7:42p		:30	\$10.00	
Inv (M) STORAGE WARS	12/20/13	Fri	7:43p		:30	\$6.00	
Ord STORAGE WARS	12/27/13-12/27/13	Fri	7:00p- 8:00p	1	:30	\$168.00	
Inv (M) STORAGE WARS	12/27/13	Fri	7:40p		:30	\$20.00	
Inv (M) STORAGE WARS	12/27/13	Fri	7:40p		:30	\$12.00	
Inv (M) STORAGE WARS	12/27/13	Fri	7:40p		:30	\$8.00	
Inv (M) STORAGE WARS	12/27/13	Fri	7:40p		:30	\$8.00	
Inv (M) STORAGE WARS	12/27/13	Fri	7:39p		:30	\$7.00	
Inv (M) STORAGE WARS	12/27/13	Fri	7:40p		: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 (M) STORAGE WARS	12/27/13	Fri	7:40p		:30	\$13.00	
Inv (M) STORAGE WARS	12/27/13	Fri	7:40p		:30	\$8.00	
Inv (M) STORAGE WARS	12/27/13	Fri	7:39p		:30	\$8.00	
Inv (M) STORAGE WARS	12/27/13	Fri	7:40p		:30	\$10.00	
Inv (M) STORAGE WARS	12/27/13	Fri	7:40p		:30	\$6.00	
Ord STORAGE WARS	12/13/13-12/13/13	Fri	8:00p- 9:00p	1	:30	\$168.00	
Inv (M) STORAGE WARS	12/13/13	Fri	9:43p		:30	\$13.00	
Inv (M) STORAGE WARS	12/13/13	Fri	10:19p		:30	\$13.00	
Inv (M) STORAGE WARS	12/13/13	Fri	8:42p		:30	\$8.00	
Inv (M) STORAGE WARS	12/13/13	Fri	9:42p		:30	\$8.00	
Inv (M) STORAGE WARS	12/13/13	Fri	8:42p		:30	\$18.00	
Inv (M) STORAGE WARS	12/13/13	Fri	11:13p		:30	\$18.00	
Inv (M) STORAGE WARS	12/13/13	Fri	8:42p		:30	\$8.00	
Inv (M) STORAGE WARS	12/13/13	Fri	9:43p		:30	\$8.00	
Inv (M) STORAGE WARS	12/13/13	Fri	9:42p		:30	\$10.00	
Inv (M) STORAGE WARS	12/13/13	Fri	9:42p		:30	\$6.00	
Ord STORAGE WARS	12/20/13-12/20/13	Fri	8:00p- 9:00p	1	:30	\$168.00	
Inv (M) STORAGE WARS	12/20/13	Fri	8:41p		:30	\$20.00	
Inv (M) STORAGE WARS	12/20/13	Fri	8:41p		:30	\$8.00	
Inv (M) STORAGE WARS	12/20/13	Fri	8:41p		:30	\$8.00	
Inv (M) STORAGE WARS	12/20/13	Fri	8:41p		:30	\$7.00	
Inv (M) STORAGE WARS	12/20/13	Fri	8:41p		:30	\$50.00	
Inv (M) STORAGE WARS	12/20/13	Fri	8:41p		:30	\$8.00	
Inv (M) STORAGE WARS	12/20/13	Fri	8:41p		:30	\$8.00	
Inv (M) STORAGE WARS	12/20/13	Fri	8:41p		:30	\$10.00	
Inv (M) STORAGE WARS	12/20/13	Fri	8:41p		:30	\$6.00	
Ord STORAGE WARS	12/27/13-12/27/13	Fri	8:00p- 9:00p	1	:30	\$168.00	
Inv (M) STORAGE WARS	12/27/13	Fri	8:42p		:30	\$20.00	
Inv (M) STORAGE WARS	12/27/13	Fri	8:42p		:30	\$12.00	
Inv (M) STORAGE WARS	12/27/13	Fri	8:42p		:30	\$8.00	
Inv (M) STORAGE WARS	12/27/13	Fri	8:42p		:30	\$8.00	
Inv (M) STORAGE WARS	12/27/13	Fri	8:42p		:30	\$7.00	
Inv (M) STORAGE WARS	12/27/13	Fri	8:42p		:30	\$50.00	
Inv (M) STORAGE WARS	12/27/13	Fri	8:42p		:30	\$8.00	
Inv (M) STORAGE WARS	12/27/13	Fri	8:42p		:30	\$8.00	
Inv (M) STORAGE WARS	12/27/13	Fri	8:42p		:30	\$10.00	
Inv (M) STORAGE WARS	12/27/13	Fri	8:42p		:30	\$6.00	
Ord STORAGE WARS	12/13/13-12/13/13	Fri	9:00p-10:00p	1	:30	\$168.00	
Inv (M) STORAGE WARS	12/13/13	Fri	9:43p		:30	\$50.00	
Ord STORAGE WARS	12/20/13-12/20/13	Fri	9:00p-10:00p	1	:30	\$168.00	
Inv (M) STORAGE WARS	12/20/13	Fri	9:41p		:30	\$8.00	
Inv (M) STORAGE WARS	12/20/13	Fri	9:41p		:30	\$10.00	
Inv (M) STORAGE WARS	12/20/13	Fri	9:42p		:30	\$6.00	

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Inv (M) STORAGE WARS	12/20/13	Fri	9:42p		:30	\$20.00	
Inv (M) STORAGE WARS	12/20/13	Fri	8:41p		:30	\$12.00	
Inv (M) STORAGE WARS	12/20/13	Fri	9:42p		:30	\$12.00	
Inv (M) STORAGE WARS	12/20/13	Fri	9:42p		:30	\$8.00	
Inv (M) STORAGE WARS	12/20/13	Fri	9:42p		:30	\$8.00	
Inv (M) STORAGE WARS	12/20/13	Fri	9:42p		:30	\$7.00	
Inv (M) STORAGE WARS	12/20/13	Fri	9:42p		:30	\$50.00	
Inv (M) STORAGE WARS	12/20/13	Fri	9:42p		:30	\$13.00	
Inv (M) STORAGE WARS	12/20/13	Fri	10:15p		:30	\$13.00	
Inv (M) STORAGE WARS	12/20/13	Fri	11:16p		:30	\$13.00	
Inv (M) STORAGE WARS	12/20/13	Fri	9:42p		:30	\$8.00	
Inv (M) STORAGE WARS	12/20/13	Fri	9:42p		:30	\$8.00	
Inv (M) STORAGE WARS	12/20/13	Fri	9:42p		:30	\$10.00	
Inv (M) STORAGE WARS	12/20/13	Fri	9:42p		:30	\$6.00	
Ord STORAGE WARS	12/27/13-12/27/13	Fri	9:00p-10:00p	1	:30	\$168.00	
Inv (M) STORAGE WARS	12/27/13	Fri	9:42p		:30	\$20.00	
Inv (M) STORAGE WARS	12/27/13	Fri	9:43p		:30	\$12.00	
Inv (M) STORAGE WARS	12/27/13	Fri	9:42p		:30	\$8.00	
Inv (M) STORAGE WARS	12/27/13	Fri	9:43p		:30	\$8.00	
Inv (M) STORAGE WARS	12/27/13	Fri	9:42p		:30	\$7.00	
Inv (M) STORAGE WARS	12/27/13	Fri	9:43p		:30	\$50.00	
Inv (M) STORAGE WARS	12/27/13	Fri	10:15p		:30	\$13.00	
Inv (M) STORAGE WARS	12/27/13	Fri	11:16p		:30	\$13.00	
Inv (M) STORAGE WARS	12/27/13	Fri	9:42p		:30	\$8.00	
Inv (M) STORAGE WARS	12/27/13	Fri	9:42p		:30	\$18.00	
Inv (M) STORAGE WARS	12/27/13	Fri	10:15p		:30	\$18.00	
Inv (M) STORAGE WARS	12/27/13	Fri	11:41p		:30	\$18.00	
Inv (M) STORAGE WARS	12/27/13	Fri	9:42p		:30	\$8.00	
Inv (M) STORAGE WARS	12/27/13	Fri	9:43p		:30	\$10.00	
Inv (M) STORAGE WARS	12/27/13	Fri	9:43p		:30	\$6.00	
Inv (M) DUCK DYNASTY	12/28/13	Sat	10:12p		:30	\$18.00	
Inv (M) DUCK DYNASTY	12/28/13	Sat	11:14p		:30	\$18.00	
Inv (M) DUCK DYNASTY	12/28/13	Sat	11:45p		:30	\$18.00	
Inv (M) DUCK DYNASTY	12/28/13	Sat	9:43p		:30	\$8.00	
AEN- Invoiced Spots Not Matching Order							
AEN- Bonus Spots Applied							
Bonus DUCK DYNASTY	12/13/13	Fri	7:12p		:30	\$0.00	
Bonus DUCK DYNASTY	12/13/13	Fri	11:13p		:30	\$0.00	
Bonus DUCK DYNASTY	12/15/13	Sun	6:09p		:30	\$0.00	
Bonus DUCK DYNASTY	12/23/13	Mon	11:09p		:30	\$0.00	
Bonus DUCK DYNASTY	12/26/13	Thu	6:12p		:30	\$0.00	
Bonus DUCK DYNASTY	12/28/13	Sat	6:14p		:30	\$0.00	
AEN- Ordered Spots Not Matching Invoice							

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
AEN- Schedule Totals							
Spots Ordered	12			Order Gross Cost		\$2,016.00	Order Grp / Gr Imp 33.6
Spots Invoiced	150			Invoice Gross Cost		\$2,016.00	Invoice Grp / Gr Imp 14.8
				Invoice Net Cost at 15.00%		\$1,713.60	Grp / Gr Imp Index 44.0
							Order Reach / Frequency 20.0 / 1.7
							Invoice Reach / Frequency 1.9 / 7.7
Bonus Spots	6						
<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: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/06/14	Post No: 78	Order No: 667
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSDL12AE	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
TNT-							
Ord MAJOR CRIMES	12/16/13-12/16/13	Mon	8:00p- 9:00p	2	:30	\$208.50	
Inv MAJOR CRIMES	12/16/13	Mon	8:24p		:30	\$35.00	
Inv MAJOR CRIMES	12/16/13	Mon	8:24p		:30	\$85.00	
Inv (M) MAJOR CRIMES	12/16/13	Mon	8:23p		:30	\$23.00	
Inv (M) MAJOR CRIMES	12/18/13	Wed	8:35p		:30	\$35.00	
Inv (M) MAJOR CRIMES	12/18/13	Wed	9:19p		:30	\$35.00	
Inv (M) MAJOR CRIMES	12/18/13	Wed	8:35p		:30	\$87.00	
Inv (M) MAJOR CRIMES	12/18/13	Wed	9:19p		:30	\$87.00	
Inv (M) MAJOR CRIMES	12/18/13	Wed	8:35p		:30	\$23.00	
Ord MAJOR CRIMES	12/23/13-12/23/13	Mon	8:00p- 9:00p	1	:30	\$208.50	
Inv (M) MAJOR CRIMES	12/18/13	Wed	9:19p		:30	\$23.00	
Inv (M) MAJOR CRIMES	12/18/13	Wed	8:29p		:30	\$58.00	
Inv (M) MAJOR CRIMES	12/23/13	Mon	8:28p		:30	\$23.00	
Ord MAJOR CRIMES	12/30/13-12/30/13	Mon	8:00p- 9:00p	1	:30	\$208.50	
Inv MAJOR CRIMES	12/30/13	Mon	8:26p		:30	\$58.00	
Inv (M) MAJOR CRIMES	12/30/13	Mon	8:26p		:30	\$108.00	
Inv (M) MAJOR CRIMES	12/30/13	Mon	8:38p		:30	\$46.00	
TNT- Invoiced Spots Not Matching Order							
Inv MAJOR CRIMES	12/23/13	Mon	8:29p		:30	\$108.00	
TNT- Bonus Spots Applied							
TNT- Ordered Spots Not Matching Invoice							
TNT- Schedule Totals							
Spots Ordered	4	Order Gross Cost		\$834.00	Order Grp / Gr Imp		0.0
Spots Invoiced	15	Invoice Gross Cost		\$834.00	Invoice Grp / Gr Imp		0.5
		Invoice Net Cost at 15.00%		\$708.90	Grp / Gr Imp Index		0
					Order Reach / Frequency		0.0 / 0.0
					Invoice Reach / Frequency		0.2 / 3.3
Bonus Spots	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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Agency: **Maggie Clark Media Svcs** Flight: **Flight 1 12/13/13-01/06/14** Post No: **78** Order No: **667**
 Buyer: **Maggie Clark** Agcy Est No: Company: **Maggie Clark Media Svcs**
 Advertiser: **MDPS** Dayparts: **PSDL12AE** Telephone: **601-992-3111**
 Campaign: **CA: Drv Sober 4Q13**
 Invoice No. P.O. No. Job No.

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
ESP2- Invoiced Spots Not Matching Order							
ESP2- Bonus Spots Applied							
Bonus NOT AVAILABLE	12/13/13	Fri	6:51p		:30	\$0.00	
Bonus NOT AVAILABLE	12/15/13	Sun	11:30p		:30	\$0.00	
Bonus NOT AVAILABLE	12/20/13	Fri	10:47p		:30	\$0.00	
Bonus NOT AVAILABLE	12/22/13	Sun	6:57p		:30	\$0.00	
Bonus NOT AVAILABLE	12/24/13	Tue	7:21p		:30	\$0.00	
Bonus NOT AVAILABLE	12/26/13	Thu	6:40p		:30	\$0.00	
ESP2- Ordered Spots Not Matching Invoice							
ESP2- Schedule Totals							
Spots Ordered	0	Order Gross Cost		0	Order Grp / Gr Imp		0
Spots Invoiced	6	Invoice Gross Cost		\$0.00	Invoice Grp / Gr Imp		0.8
		Invoice Net Cost at 15.00%		\$0.00	Grp / Gr Imp Index		0
					Order Reach / Frequency		0 / 0
					Invoice Reach / Frequency		0.6 / 1.3
Bonus Spots	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: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/06/14	Post No: 78	Order No: 667
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSDL12AE	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
CSS-CSS							
CSS- Invoiced Spots Not Matching Order							
CSS- Bonus Spots Applied							
Bonus NOT AVAILABLE	12/15/13	Sun	6:19p		:30	\$0.00	
Bonus NOT AVAILABLE	12/15/13	Sun	9:32p		:30	\$0.00	
Bonus NOT AVAILABLE	12/17/13	Tue	7:18p		:30	\$0.00	
Bonus NOT AVAILABLE	12/19/13	Thu	6:19p		:30	\$0.00	
Bonus NOT AVAILABLE	12/23/13	Mon	7:56p		:30	\$0.00	
Bonus NOT AVAILABLE	12/23/13	Mon	9:24p		:30	\$0.00	
CSS- Ordered Spots Not Matching Invoice							
CSS- Schedule Totals							
Spots Ordered	0	Order Gross Cost		0	Order Grp / Gr Imp		0
Spots Invoiced	6	Invoice Gross Cost		\$0.00	Invoice Grp / Gr Imp		0.0
		Invoice Net Cost at 15.00%		\$0.00	Grp / Gr Imp Index		0
					Order Reach / Frequency		0 / 0
					Invoice Reach / Frequency		0.0 / 0.0
Bonus Spots	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.							

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/06/14	Post No: 78	Order No: 667
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSDL12AE	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
All Stations Schedule Totals							
Spots Ordered	31	Order Gross Cost		\$6,156.00	Order Grp / Gr Imp		81.9
Spots Invoiced	257	Invoice Gross Cost		\$6,121.00	Invoice Grp / Gr Imp		86.7
		Invoice Net Cost at 15.00%		\$5,202.85	Grp / Gr Imp Index		105.9
					Order Reach / Frequency		40.3 / 2.0
					Invoice Reach / Frequency		29.5 / 3.1
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.							

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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/30/13-01/06/14	Post No: 79	Order No: 666
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: SEDP12AX	Telephone: 601-992-3111	
Campaign: CA: 2013.14 BOWLS			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
ESPN-							
Ord Music City Bowl: ACC v SEC	12/30/13-12/30/13	Mon	2:15p- 5:30p	1	:30	\$1,000.00	
Inv MUSIC CITY BOWL	12/30/13	Mon	4:14p		:30	\$150.00	
Inv (M) MUSIC CITY BOWL	12/30/13	Mon	3:17p		:30	\$50.00	
Inv (M) MUSIC CITY BOWL	12/30/13	Mon	3:17p		:30	\$150.00	
Inv (M) MUSIC CITY BOWL	12/30/13	Mon	2:46p		:30	\$150.00	
Ord Liberty Bowl: C-USA v SEC	12/31/13-12/31/13	Tue	3:00p- 6:00p	1	:30	\$1,000.00	
Inv (M) LIBERTY BOWL	12/31/13	Tue	3:40p		:30	\$150.00	
Inv (M) LIBERTY BOWL	12/31/13	Tue	4:08p		:30	\$50.00	
Inv (M) LIBERTY BOWL	12/31/13	Tue	5:55p		:30	\$500.00	
Ord Chick-fil-A Bowl: ACC v SEC	12/31/13-12/31/13	Tue	7:00p-10:00p	1	:30	\$1,000.00	
Inv CHICK-FIL-A BOWL	12/31/13	Tue	7:34p		:30	\$150.00	
Inv (M) CHICK FIL A BOWL	12/31/13	Tue	7:33p		:30	\$50.00	
Inv (M) LIBERTY BOWL	12/31/13	Tue	7:34p		:30	\$500.00	
Inv (M) CHICK FIL A BOWL	12/31/13	Tue	5:13p		:30	\$150.00	
Inv (M) CHICK FIL A BOWL	12/31/13	Tue	7:33p		:30	\$150.00	
Inv (M) CHICK FIL A BOWL	12/31/13	Tue	5:39p		:30	\$150.00	
Inv (M) CHICK FIL A BOWL	12/31/13	Tue	10:19p		:30	\$150.00	
Ord BCS: ROSE BOWL	01/01/14-01/01/14	Wed	4:00p- 7:30p	1	:30	\$1,500.00	
Inv BCS: ROSE BOWL	01/01/14	Wed	6:46p		:30	\$250.00	
Inv (M) BCS: ROSE BOWL	01/01/14	Wed	6:59p		:30	\$50.00	
Inv (M) BCS: ROSE BOWL	01/01/14	Wed	6:02p		:30	\$750.00	
Inv (M) BCS: ROSE BOWL	01/01/14	Wed	5:43p		:30	\$200.00	
Inv (M) BCS: ROSE BOWL	01/01/14	Wed	4:53p		:30	\$250.00	
Ord BCS: TOSTITOS FIESTA BOWL	01/01/14-01/01/14	Wed	7:30p-11:00p	1	:30	\$1,500.00	
Inv BCS: FIESTA BOWL	01/01/14	Wed	9:54p		:30	\$250.00	
Inv (M) BCS: FIESTA BOWL	01/01/14	Wed	9:42p		:30	\$50.00	
Inv (M) BCS: FIESTA BOWL	01/01/14	Wed	9:42p		:30	\$750.00	
Inv (M) BCS: FIESTA BOWL	01/01/14	Wed	8:37p		:30	\$250.00	
Ord BCS: ALLSTATE SUGAR BOWL	01/02/14-01/02/14	Thu	7:30p-10:00p	1	:30	\$1,500.00	
Inv BCS: SUGAR BOWL	01/02/14	Thu	9:21p		:30	\$250.00	
Inv (M) BCS: SUGAR BOWL	01/02/14	Thu	9:38p		:30	\$50.00	
Inv (M) BCS: SUGAR BOWL	01/02/14	Thu	10:05p		:30	\$750.00	
Inv (M) BCS: SUGAR BOWL	01/02/14	Thu	9:33p		:30	\$200.00	
Inv (M) BCS: SUGAR BOWL	01/02/14	Thu	10:06p		:30	\$250.00	
Ord BCS: DISCOVER ORANGE BOWL	01/03/14-01/03/14	Fri	7:30p-10:00p	1	:30	\$1,500.00	
Inv (M) BCS: ORANGE BOWL	01/03/14	Fri	10:15p		:30	\$250.00	

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Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
Inv (M) BCS: ORANGE BOWL	01/03/14	Fri	7:14p		:30	\$500.00	
Inv (M) BCS: ORANGE BOWL	01/03/14	Fri	8:18p		:30	\$750.00	
Inv (M) BCS: ORANGE BOWL	01/03/14	Fri	9:19p		:30	\$200.00	
Inv (M) BCS: ORANGE BOWL	01/03/14	Fri	10:14p		:30	\$250.00	
Ord Compass Bowl: American v SEC	01/04/14-01/04/14	Sat	12:00p- 3:00p	1	:30	\$1,000.00	
Inv COMPASS BOWL	01/04/14	Sat	2:59p		:30	\$150.00	
Inv (M) COMPASS BOWL	01/04/14	Sat	12:27p		:30	\$50.00	
Inv (M) COMPASS BOWL	01/04/14	Sat	12:27p		:30	\$500.00	
Inv (M) COMPASS BOWL	01/04/14	Sat	12:27p		:30	\$150.00	
Inv (M) COMPASS BOWL	01/04/14	Sat	1:16p		:30	\$150.00	
Ord BCS: NATIONAL CHAMPIONSHIP	01/06/14-01/06/14	Mon	7:00p-10:30p	1	:30	\$2,250.00	
Inv BCS: NATIONAL	01/06/14	Mon	8:15p		:30	\$375.00	
Inv (M) BCS: NATIONAL	01/06/14	Mon	9:57p		:30	\$50.00	
Inv (M) BCS: NATIONAL	01/06/14	Mon	6:15p		:30	\$525.00	
Inv (M) BCS: NATIONAL	01/06/14	Mon	9:21p		:30	\$1,125.00	
Inv (M) BCS: NATIONAL	01/06/14	Mon	9:21p		:30	\$375.00	
ESPN- Invoiced Spots Not Matching Order							
Inv BCS: ORANGE BOWL	01/03/14	Fri	8:18p		:30	\$50.00	
ESPN- Bonus Spots Applied							
ESPN- Ordered Spots Not Matching Invoice							
ESPN- Schedule Totals							
Spots Ordered	9	Order Gross Cost	\$12,250.00	Order Grp / Gr Imp	35.1		
Spots Invoiced	44	Invoice Gross Cost	\$12,250.00	Invoice Grp / Gr Imp	39.0		
		Invoice Net Cost at 15.00%	\$10,412.50	Grp / Gr Imp Index	111.1		
				Order Reach / Frequency	25.0 / 1.4		
				Invoice Reach / Frequency	18.1 / 2.2		
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/30/13-01/06/14	Post No: 79	Order No: 666
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: SEDP12AX	Telephone: 601-992-3111	
Campaign: CA: 2013.14 BOWLS			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
ESP2-							
Ord Gator Bowl: Big 10 v SEC	01/01/14-01/01/14	Wed	11:00a- 2:00p	1	:30	\$1,000.00	
Inv GATOR BOWL	01/01/14	Wed	12:05p		:30	\$150.00	
Inv (M) GATOR BOWL	01/01/14	Wed	1:37p		:30	\$50.00	
Inv (M) GATOR BOWL	01/01/14	Wed	12:05p		:30	\$500.00	
Inv (M) GATOR BOWL	01/01/14	Wed	1:55p		:30	\$150.00	
Inv (M) GATOR BOWL	01/01/14	Wed	12:05p		:30	\$150.00	
ESP2- Invoiced Spots Not Matching Order							
ESP2- Bonus Spots Applied							
ESP2- Ordered Spots Not Matching Invoice							
ESP2- Schedule Totals							
Spots Ordered	1	Order Gross Cost		\$1,000.00	Order Grp / Gr Imp		2.0
Spots Invoiced	5	Invoice Gross Cost		\$1,000.00	Invoice Grp / Gr Imp		2.1
		Invoice Net Cost at 15.00%		\$850.00	Grp / Gr Imp Index		105.0
					Order Reach / Frequency		2.0 / 1.0
					Invoice Reach / Frequency		0.9 / 2.3
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/30/13-01/06/14	Post No: 79	Order No: 666
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: SEDP12AX	Telephone: 601-992-3111	
Campaign: CA: 2013.14 BOWLS			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
All Stations Schedule Totals							
Spots Ordered	10	Order Gross Cost		\$13,250.00	Order Grp / Gr Imp		37.1
Spots Invoiced	49	Invoice Gross Cost		\$13,250.00	Invoice Grp / Gr Imp		41.1
		Invoice Net Cost at 15.00%		\$11,262.50	Grp / Gr Imp Index		110.8
					Order Reach / Frequency		25.8 / 1.4
					Invoice Reach / Frequency		18.3 / 2.2
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 87	Order No: 673
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSDA1L2	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
AEN-							
Ord DUCK DYNASTY	12/25/13-12/25/13	Wed	9:00p-10:00p	1	:30	\$20.00	
Inv (M) DUCK DYNASTY	12/25/13	Wed	9:41p		:30	\$20.00	
Ord DUCK DYNASTY	01/01/14-01/01/14	Wed	9:00p-10:00p	1	:30	\$20.00	
Inv (M) DUCK DYNASTY	01/01/14	Wed	9:09p		:30	\$20.00	
Inv (M) DUCK DYNASTY	01/01/14	Wed	9:41p		:30	\$20.00	
Ord STORAGE WARD	12/27/13-12/27/13	Fri	8:00p- 9:00p	1	:30	\$20.00	
Inv (M) STORAGE WARS	12/27/13	Fri	8:42p		:30	\$20.00	
Ord STORAGE WARD	12/27/13-12/27/13	Fri	9:00p-10:00p	1	:30	\$20.00	
Inv (M) STORAGE WARS	12/27/13	Fri	8:17p		:30	\$20.00	
AEN- Invoiced Spots Not Matching Order							
AEN- Bonus Spots Applied							
Bonus DUCK DYNASTY	12/22/13	Sun	10:41p		:30	\$0.00	
Bonus DUCK DYNASTY	12/22/13	Sun	11:12p		:30	\$0.00	
Bonus DUCK DYNASTY	12/25/13	Wed	9:10p		:30	\$0.00	
Bonus DUCK DYNASTY	12/25/13	Wed	10:42p		:30	\$0.00	
Bonus DUCK DYNASTY	12/25/13	Wed	11:13p		:30	\$0.00	
AEN- Ordered Spots Not Matching Invoice							
Ord DUCK DYNASTY	12/18/13-12/18/13	Wed	9:00p-10:00p	1	:30	\$20.00	
Ord STORAGE WARD	12/13/13-12/13/13	Fri	8:00p- 9:00p	1	:30	\$20.00	
Ord STORAGE WARD	12/20/13-12/20/13	Fri	8:00p- 9:00p	1	:30	\$20.00	
Ord STORAGE WARD	12/13/13-12/13/13	Fri	9:00p-10:00p	1	:30	\$20.00	
Ord STORAGE WARD	12/20/13-12/20/13	Fri	9:00p-10:00p	1	:30	\$20.00	
AEN- Schedule Totals							
Spots Ordered	9	Order Gross Cost		\$180.00	Order Grp / Gr Imp		18.0
Spots Invoiced	10	Invoice Gross Cost		\$100.00	Invoice Grp / Gr Imp		6.2
		Invoice Net Cost at 15.00%		\$85.00	Grp / Gr Imp Index		34.4
					Order Reach / Frequency		10.4 / 1.7
					Invoice Reach / Frequency		3.9 / 1.6
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 87	Order No: 673
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSDA1L2	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
BET-							
Ord 106 & PARK	12/16/13-12/16/13	Mon	6:00p- 7:00p	1	:30	\$15.00	
Inv (M) 106 & PARK	12/16/13	Mon	6:22p		:30	\$15.00	
Ord 106 & PARK	12/23/13-12/23/13	Mon	6:00p- 7:00p	1	:30	\$15.00	
Inv (M) 106 & PARK	12/23/13	Mon	6:17p		:30	\$15.00	
Ord 106 & PARK	12/30/13-12/30/13	Mon	6:00p- 7:00p	1	:30	\$15.00	
Inv 106 & PARK	12/30/13	Mon	6:49p		:30	\$15.00	
BET- Invoiced Spots Not Matching Order							
BET- Bonus Spots Applied							
BET- Ordered Spots Not Matching Invoice							
BET- Schedule Totals							
Spots Ordered	3	Order Gross Cost		\$45.00	Order Grp / Gr Imp		3.0
Spots Invoiced	3	Invoice Gross Cost		\$45.00	Invoice Grp / Gr Imp		1.2
		Invoice Net Cost at 15.00%		\$38.25	Grp / Gr Imp Index		40.0
					Order Reach / Frequency		2.1 / 1.5
					Invoice Reach / Frequency		0.8 / 1.5
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 87	Order No: 673
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSDA1L2	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
DISC-							
Ord GOLD RUSH	12/13/13-12/13/13	Fri	8:00p- 9:00p	1	:30	\$12.00	
Inv GOLD RUSH	12/13/13	Fri	8:52p		:30	\$12.00	
Ord GOLD RUSH	12/20/13-12/20/13	Fri	8:00p- 9:00p	1	:30	\$12.00	
Inv GOLD RUSH	12/20/13	Fri	8:26p		:30	\$12.00	
Ord GOLD RUSH	12/27/13-12/27/13	Fri	8:00p- 9:00p	1	:30	\$12.00	
Inv GOLD RUSH	12/27/13	Fri	8:29p		:30	\$12.00	
DISC- Invoiced Spots Not Matching Order							
DISC- Bonus Spots Applied							
DISC- Ordered Spots Not Matching Invoice							
DISC- Schedule Totals							
Spots Ordered	3	Order Gross Cost		\$36.00	Order Grp / Gr Imp		2.1
Spots Invoiced	3	Invoice Gross Cost		\$36.00	Invoice Grp / Gr Imp		3.6
		Invoice Net Cost at 15.00%		\$30.60	Grp / Gr Imp Index		171.4
					Order Reach / Frequency		1.4 / 1.5
					Invoice Reach / Frequency		2.4 / 1.5
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 87	Order No: 673
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSDA1L2	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
USA-							
Ord	WWE MONDAY NIGHT	12/16/13-12/16/13	Mon	7:00p-10:00p	1	:30	\$30.00
Inv (M)	WWE MONDAY NIGHT	12/16/13	Mon	7:25p		:30	\$30.00
Ord	WWE MONDAY NIGHT	12/23/13-12/23/13	Mon	7:00p-10:00p	1	:30	\$30.00
Inv (M)	WWE MONDAY NIGHT	12/23/13	Mon	8:30p		:30	\$30.00
Ord	WWE MONDAY NIGHT	12/30/13-12/30/13	Mon	7:00p-10:00p	1	:30	\$30.00
Inv	WWE MONDAY NIGHT	12/30/13	Mon	9:06p		:30	\$30.00
USA- Invoiced Spots Not Matching Order							
USA- Bonus Spots Applied							
USA- Ordered Spots Not Matching Invoice							
USA- Schedule Totals							
Spots Ordered	3	Order Gross Cost		\$90.00	Order Grp / Gr Imp		10.2
Spots Invoiced	3	Invoice Gross Cost		\$90.00	Invoice Grp / Gr Imp		4.6
		Invoice Net Cost at 15.00%		\$76.50	Grp / Gr Imp Index		45.1
					Order Reach / Frequency		7.4 / 1.4
					Invoice Reach / Frequency		3.3 / 1.4
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 87	Order No: 673
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSDA1L2	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
FX-							
Ord SONS OF ANARCHY	12/17/13-12/17/13	Tue	9:00p-10:00p	1	:30	\$10.00	
Inv (M) SONS OF ANARCHY	12/17/13	Tue	9:48p		:30	\$10.00	
Ord SONS OF ANARCHY	12/24/13-12/24/13	Tue	9:00p-10:00p	1	:30	\$10.00	
Inv (M) SONS OF ANARCHY	12/24/13	Tue	9:59p		:30	\$10.00	
Ord SONS OF ANARCHY	12/31/13-12/31/13	Tue	9:00p-10:00p	1	:30	\$10.00	
Inv SONS OF ANARCHY	12/31/13	Tue	9:50p		:30	\$10.00	
FX- Invoiced Spots Not Matching Order							
FX- Bonus Spots Applied							
FX- Ordered Spots Not Matching Invoice							
FX- Schedule Totals							
Spots Ordered	3	Order Gross Cost		\$30.00	Order Grp / Gr Imp		2.1
Spots Invoiced	3	Invoice Gross Cost		\$30.00	Invoice Grp / Gr Imp		6.0
		Invoice Net Cost at 15.00%		\$25.50	Grp / Gr Imp Index		285.7
					Order Reach / Frequency		1.4 / 1.5
					Invoice Reach / Frequency		3.4 / 1.8
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 87	Order No: 673
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSDA1L2	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
ESPN-							
Ord COLLEGE GAME DAY	12/14/13-12/14/13	Sat	10:00a-11:00a	1	:30	\$30.00	
Inv (M) COLLEGE GAME DAY	12/14/13	Sat	10:48a		:30	\$30.00	
Ord COLLEGE GAME DAY	12/21/13-12/21/13	Sat	10:00a-11:00a	1	:30	\$30.00	
Inv (M) COLLEGE GAME DAY	12/21/13	Sat	10:33a		:30	\$30.00	
Ord COLLEGE GAME DAY	12/28/13-12/28/13	Sat	10:00a-11:00a	1	:30	\$30.00	
Inv (M) COLLEGE GAME DAY	12/28/13	Sat	10:28a		:30	\$30.00	
Ord MONDAY FOOTBALL	12/16/13-12/16/13	Mon	7:30p-10:30p	1	:30	\$100.00	
Inv (M) MONDAY NIGHT FTBL	12/16/13	Mon	9:41p		:30	\$100.00	
Ord MONDAY FOOTBALL	12/23/13-12/23/13	Mon	7:30p-10:30p	1	:30	\$100.00	
Inv (M) MONDAY NIGHT FTBL	12/23/13	Mon	9:10p		:30	\$100.00	
Ord MONDAY FOOTBALL	12/30/13-12/30/13	Mon	7:30p-10:30p	1	:30	\$100.00	
Inv MONDAY NIGHT FOOTBALL	12/30/13	Mon	7:55p		:30	\$100.00	
ESPN- Invoiced Spots Not Matching Order							
ESPN- Bonus Spots Applied							
ESPN- Ordered Spots Not Matching Invoice							
ESPN- Schedule Totals							
Spots Ordered	6	Order Gross Cost		\$390.00	Order Grp / Gr Imp		1.2
Spots Invoiced	6	Invoice Gross Cost		\$390.00	Invoice Grp / Gr Imp		13.2
		Invoice Net Cost at 15.00%		\$331.50	Grp / Gr Imp Index		1100.0
					Order Reach / Frequency		0.9 / 1.4
					Invoice Reach / Frequency		7.4 / 1.8
Bonus Spots	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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Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 87	Order No: 673
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PSDA1L2	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
All Stations Schedule Totals							
Spots Ordered	27	Order Gross Cost		\$771.00	Order Grp / Gr Imp		36.6
Spots Invoiced	28	Invoice Gross Cost		\$691.00	Invoice Grp / Gr Imp		34.8
		Invoice Net Cost at 15.00%		\$587.35	Grp / Gr Imp Index		95.1
					Order Reach / Frequency		18.7 / 2.0
					Invoice Reach / Frequency		16.1 / 2.2
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/30/13-01/06/14	Post No: 13	Order No: 665
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: SDEP2	Telephone: 601-992-3111	
Campaign: CA: 2013.14 BOWLS			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
ESPN-							
Ord Liberty Bowl: C-USA v SEC	12/31/13-12/31/13	Tue	3:00p- 6:00p	1	:30	\$200.00	
Inv LIBERTY BOWL	12/31/13	Tue	4:08p		:30	\$200.00	
Ord Chick-Fil-A Bowl: ACC v SEC	12/31/13-12/31/13	Tue	7:00p-10:00p	1	:30	\$200.00	
Inv CHICK-FIL-A BOWL	12/31/13	Tue	9:53p		:30	\$200.00	
Ord BCS: ROSE BOWL	01/01/14-01/01/14	Wed	4:00p- 7:30p	1	:30	\$400.00	
Inv BCS: ROSE BOWL	01/01/14	Wed	4:52p		:30	\$400.00	
Ord BCS: TOSTITOS FIESTA BOWL	01/01/14-01/01/14	Wed	7:30p-11:00p	1	:30	\$400.00	
Inv BCS: FIESTA BOWL	01/01/14	Wed	10:00p		:30	\$400.00	
Ord BCS: ALLSTATE SUGAR BOWL	01/02/14-01/02/14	Thu	7:30p-10:30p	1	:30	\$400.00	
Inv BCS: SUGAR BOWL	01/02/14	Thu	9:39p		:30	\$400.00	
Ord BCS: DISCOVER ORANGE BOWL	01/03/14-01/03/14	Fri	7:00p-10:00p	1	:30	\$400.00	
Inv BCS: ORANGE BOWL	01/03/14	Fri	9:31p		:30	\$400.00	
Ord Compass Bowl: American v SEC	01/04/14-01/04/14	Sat	12:00p- 3:00p	1	:30	\$200.00	
Inv COMPASS BOWL	01/04/14	Sat	12:27p		:30	\$200.00	
Ord BCS: NATIONAL CHAMPIONSHIP	01/06/14-01/06/14	Mon	7:00p-10:30p	1	:30	\$400.00	
Inv BCS: NATL CHAMPIONSHIP	01/06/14	Mon	7:13p		:30	\$400.00	
Ord Music City Bowl: ACC v SEC	12/30/13-12/30/13	Mon	2:15p- 5:00p	1	:30	\$200.00	
Inv MUSIC CITY BOWL	12/30/13	Mon	2:46p		:30	\$200.00	

ESPN- Invoiced Spots Not Matching Order

ESPN- Bonus Spots Applied

ESPN- Ordered Spots Not Matching Invoice

ESPN- Schedule Totals

Spots Ordered	9	Order Gross Cost	\$2,800.00	Order Grp / Gr Imp	38.0
Spots Invoiced	9	Invoice Gross Cost	\$2,800.00	Invoice Grp / Gr Imp	37.5
		Invoice Net Cost at 15.00%	\$2,380.00	Grp / Gr Imp Index	98.7
				Order Reach / Frequency	27.4 / 1.4
				Invoice Reach / Frequency	18.4 / 2.0
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/30/13-01/06/14	Post No: 13	Order No: 665
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: SDEP2	Telephone: 601-992-3111	
Campaign: CA: 2013.14 BOWLS			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
ESP2-							
Ord Gator Bowl: Big 10 v SEC	01/01/14-01/01/14	Wed	11:00a- 2:00p	1	:30	\$200.00	
Inv GATOR BOWL	01/01/14	Wed	12:42p		:30	\$200.00	
ESP2- Invoiced Spots Not Matching Order							
ESP2- Bonus Spots Applied							
ESP2- Ordered Spots Not Matching Invoice							
ESP2- Schedule Totals							
Spots Ordered	1	Order Gross Cost		\$200.00	Order Grp / Gr Imp		5.0
Spots Invoiced	1	Invoice Gross Cost		\$200.00	Invoice Grp / Gr Imp		4.0
		Invoice Net Cost at 15.00%		\$170.00	Grp / Gr Imp Index		80.0
					Order Reach / Frequency		5.0 / 1.0
					Invoice Reach / Frequency		4.0 / 1.0
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/30/13-01/06/14	Post No: 13	Order No: 665
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: SDEP2	Telephone: 601-992-3111	
Campaign: CA: 2013.14 BOWLS			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
All Stations Schedule Totals							
Spots Ordered	10					Order Gross Cost	\$3,000.00
Spots Invoiced	10					Invoice Gross Cost	\$3,000.00
						Invoice Net Cost at 15.00%	\$2,550.00
						Order Grp / Gr Imp	43.0
						Invoice Grp / Gr Imp	41.5
						Grp / Gr Imp Index	96.5
						Order Reach / Frequency	29.6 / 1.5
						Invoice Reach / Frequency	18.9 / 2.2
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 85	Order No: 674
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PS1	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
AEN-							
Ord DUCK DYNASTY	12/18/13-12/18/13	Wed	9:00p-10:00p	1	:30	\$100.00	
Inv DUCK DYNASTY	12/18/13	Wed	9:10p		:30	\$100.00	
Ord DUCK DYNASTY	12/25/13-12/25/13	Wed	9:00p-10:00p	1	:30	\$100.00	
Inv (M) DUCK DYNASTY	12/25/13	Wed	9:10p		:30	\$100.00	
Ord DUCK DYNASTY	01/01/14-01/01/14	Wed	9:00p-10:00p	1	:30	\$100.00	
Inv (M) DUCK DYNASTY	01/01/14	Wed	9:10p		:30	\$100.00	
AEN- Invoiced Spots Not Matching Order							
AEN- Bonus Spots Applied							
AEN- Ordered Spots Not Matching Invoice							
AEN- Schedule Totals							
Spots Ordered	3	Order Gross Cost		\$300.00	Order Grp / Gr Imp		19.2
Spots Invoiced	3	Invoice Gross Cost		\$300.00	Invoice Grp / Gr Imp		10.5
		Invoice Net Cost at 15.00%		\$255.00	Grp / Gr Imp Index		54.7
					Order Reach / Frequency		13.2 / 1.5
					Invoice Reach / Frequency		6.0 / 1.8
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 85	Order No: 674
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PS1	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Spt Len	Invoice Rate	DMA RTG M 18-34
BET-							
Ord 106 & PARK	12/16/13-12/16/13	Mon	6:00p- 7:00p	1	:30	\$100.00	
Inv 106 & PARK	12/16/13	Mon	6:23p		:30	\$100.00	
Ord 106 & PARK	12/23/13-12/23/13	Mon	6:00p- 7:00p	1	:30	\$100.00	
Inv (M) 106 & PARK	12/23/13	Mon	6:17p		:30	\$100.00	
Ord 106 & PARK	12/17/13-12/17/13	Tue	6:00p- 7:00p	1	:30	\$100.00	
Inv (M) 106 & PARK	12/17/13	Tue	8:19p		:30	\$100.00	
Ord 106 & PARK	12/24/13-12/24/13	Tue	6:00p- 7:00p	1	:30	\$100.00	
Inv (M) 106 & PARK	12/24/13	Tue	8:14p		:30	\$100.00	
Ord 106 & PARK	12/31/13-12/31/13	Tue	6:00p- 7:00p	1	:30	\$100.00	
Inv (M) 106 & PARK	12/31/13	Tue	6:18p		:30	\$100.00	
BET- Invoiced Spots Not Matching Order							
BET- Bonus Spots Applied							
BET- Ordered Spots Not Matching Invoice							
Ord 106 & PARK	12/30/13-12/30/13	Mon	6:00p- 7:00p	1	:30	\$100.00	
BET- Schedule Totals							
Spots Ordered	6	Order Gross Cost		\$600.00	Order Grp / Gr Imp		24.3
Spots Invoiced	5	Invoice Gross Cost		\$500.00	Invoice Grp / Gr Imp		12.5
		Invoice Net Cost at 15.00%		\$425.00	Grp / Gr Imp Index		51.4
					Order Reach / Frequency		15.6 / 1.6
					Invoice Reach / Frequency		6.9 / 1.8
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 85	Order No: 674
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PS1	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
SYFY-							
Ord	SMACKDOWN FRIDAY	12/13/13-12/13/13	Fri	7:00p- 9:00p	1 :30	\$50.00	
Inv	SMACKDOWN FRIDAY	12/13/13	Fri	8:07p	:30	\$50.00	
Ord	SMACKDOWN FRIDAY	12/20/13-12/20/13	Fri	7:00p- 9:00p	1 :30	\$50.00	
Inv	SMACKDOWN FRIDAY	12/20/13	Fri	7:29p	:30	\$50.00	
Ord	SMACKDOWN FRIDAY	12/27/13-12/27/13	Fri	7:00p- 9:00p	1 :30	\$50.00	
Inv	SMACKDOWN FRIDAY	12/27/13	Fri	7:24p	:30	\$50.00	
SYFY- Invoiced Spots Not Matching Order							
SYFY- Bonus Spots Applied							
SYFY- Ordered Spots Not Matching Invoice							
SYFY- Schedule Totals							
Spots Ordered	3	Order Gross Cost		\$150.00	Order Grp / Gr Imp		11.4
Spots Invoiced	3	Invoice Gross Cost		\$150.00	Invoice Grp / Gr Imp		9.0
		Invoice Net Cost at 15.00%		\$127.50	Grp / Gr Imp Index		78.9
					Order Reach / Frequency		7.8 / 1.5
					Invoice Reach / Frequency		6.2 / 1.4
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 85	Order No: 674
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PS1	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
USA-							
Ord	WWE MONDAY	12/16/13-12/16/13	Mon	7:00p-10:00p	1 :30	\$75.00	
Inv (M)	WWE MONDAY	12/16/13	Mon	9:28p	:30	\$75.00	
Ord	WWE MONDAY	12/23/13-12/23/13	Mon	7:00p-10:00p	1 :30	\$75.00	
Inv	WWE MONDAY	12/23/13	Mon	8:09p	:30	\$75.00	
Ord	WWE MONDAY	12/30/13-12/30/13	Mon	7:00p-10:00p	1 :30	\$75.00	
Inv (M)	WWE MONDAY	12/30/13	Mon	7:43p	:30	\$75.00	
Ord	White Collar	12/19/13-12/19/13	Thu	8:00p- 9:00p	1 :30	\$50.00	
Inv	WHITE COLLAR	12/19/13	Thu	8:21p	:30	\$50.00	
Ord	White Collar	12/26/13-12/26/13	Thu	8:00p- 9:00p	1 :30	\$50.00	
Inv	WHITE COLLAR	12/26/13	Thu	8:24p	:30	\$50.00	
Ord	Psych	12/15/13-12/15/13	Sun	8:00p-10:00p	1 :30	\$50.00	
Inv	PSYCH	12/15/13	Sun	8:26p	:30	\$50.00	
USA- Invoiced Spots Not Matching Order							
USA- Bonus Spots Applied							
USA- Ordered Spots Not Matching Invoice							

USA- Schedule Totals							
Spots Ordered	6	Order Gross Cost		\$375.00	Order Grp / Gr Imp		16.2
Spots Invoiced	6	Invoice Gross Cost		\$375.00	Invoice Grp / Gr Imp		18.0
		Invoice Net Cost at 15.00%		\$318.75	Grp / Gr Imp Index		111.1
					Order Reach / Frequency		11.3 / 1.4
					Invoice Reach / Frequency		13.7 / 1.3
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 85	Order No: 674
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PS1	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
HIST-							
Ord PAWN STARS	12/19/13-12/19/13	Thu	8:00p- 8:30p	1	:30	\$75.00	
Inv PAWN STARS	12/19/13	Thu	8:14p		:30	\$75.00	
Ord PAWN STARS	12/26/13-12/26/13	Thu	8:00p- 8:30p	2	:30	\$75.00	
Inv (M) PAWN STARS	12/19/13	Thu	7:41p		:30	\$75.00	
Inv PAWN STARS	12/26/13	Thu	8:12p		:30	\$75.00	
HIST- Invoiced Spots Not Matching Order							
HIST- Bonus Spots Applied							
HIST- Ordered Spots Not Matching Invoice							
HIST- Schedule Totals							
Spots Ordered	3	Order Gross Cost		\$225.00	Order Grp / Gr Imp		3.3
Spots Invoiced	3	Invoice Gross Cost		\$225.00	Invoice Grp / Gr Imp		6.0
		Invoice Net Cost at 15.00%		\$191.25	Grp / Gr Imp Index		181.8
					Order Reach / Frequency		1.7 / 1.9
					Invoice Reach / Frequency		4.2 / 1.4
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/13/13-01/01/14	Post No: 85	Order No: 674
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PS1	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
TNT-							
Ord MAJOR CRIMES	12/16/13-12/16/13	Mon	8:00p- 9:00p	1	:30	\$75.00	
Inv (M) MAJOR CRIMES	12/16/13	Mon	9:22p		:30	\$75.00	
Ord MAJOR CRIMES	12/23/13-12/23/13	Mon	8:00p- 9:00p	1	:30	\$75.00	
Inv MAJOR CRIMES	12/23/13	Mon	8:14p		:30	\$75.00	
Ord MAJOR CRIMES	12/30/13-12/30/13	Mon	8:00p- 9:00p	1	:30	\$75.00	
Inv (M) MAJOR CRIMES	12/30/13	Mon	9:21p		:30	\$75.00	
Ord RIZZOLI & ISLE	12/16/13-12/16/13	Mon	9:00p-10:00p	1	:30	\$75.00	
Inv (M) RIZZOLI & ISLE	12/16/13	Mon	8:09p		:30	\$75.00	
Ord RIZZOLI & ISLE	12/23/13-12/23/13	Mon	9:00p-10:00p	1	:30	\$75.00	
Inv (M) RIZZOLI & ISLE	12/23/13	Mon	9:24p		:30	\$75.00	
Ord RIZZOLI & ISLE	12/30/13-12/30/13	Mon	9:00p-10:00p	1	:30	\$75.00	
Inv (M) RIZZOLI & ISLE	12/30/13	Mon	8:38p		:30	\$75.00	
TNT- Invoiced Spots Not Matching Order							
TNT- Bonus Spots Applied							
TNT- Ordered Spots Not Matching Invoice							

TNT- Schedule Totals							
Spots Ordered	6	Order Gross Cost		\$450.00	Order Grp / Gr Imp		2.4
Spots Invoiced	6	Invoice Gross Cost		\$450.00	Invoice Grp / Gr Imp		12.0
		Invoice Net Cost at 15.00%		\$382.50	Grp / Gr Imp Index		500.0
					Order Reach / Frequency		1.6 / 1.5
					Invoice Reach / Frequency		7.2 / 1.7
Bonus Spots	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.

* - 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 12/13/13-01/01/14	Post No: 85	Order No: 674
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: PS1	Telephone: 601-992-3111	
Campaign: CA: Drv Sober 4Q13			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
All Stations Schedule Totals							
Spots Ordered	27					Order Gross Cost	\$2,100.00
Spots Invoiced	26					Invoice Gross Cost	\$2,000.00
						Invoice Net Cost at 15.00%	\$1,700.00
						Order Grp / Gr Imp	76.8
						Invoice Grp / Gr Imp	68.0
						Grp / Gr Imp Index	88.5
						Order Reach / Frequency	39.4 / 1.9
						Invoice Reach / Frequency	32.9 / 2.1
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/30/13-01/06/14	Post No: 8	Order No: 663
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: SEP1D	Telephone: 601-992-3111	
Campaign: CA: 2013.14 BOWLS			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
ESPN-							
Ord Music City Bowl: ACC v SEC	12/31/13-12/31/13	Tue	2:15p- 5:30p	1	:30	\$300.00	
Inv (M) MUSIC CITY BOWL	12/31/13	Tue	3:00p		:30	\$300.00	
Ord Liberty Bowl: C-USA v SEC	12/31/13-12/31/13	Tue	3:00p- 6:30p	1	:30	\$300.00	
Inv (M) LIBERTY BOWL	12/31/13	Tue	4:08p		:30	\$300.00	
Ord Chick-Fil-A Bowl: ACC v SEC	12/31/13-12/31/13	Tue	7:00p-10:30p	1	:30	\$300.00	
Inv CHICK-FIL-A BOWL	12/31/13	Tue	7:33p		:30	\$300.00	
Ord BCS: ROSE BOWL	01/01/14-01/01/14	Wed	4:00p- 7:30p	1	:30	\$852.00	
Inv ROSE BOWL	01/01/14	Wed	5:51p		:30	\$852.00	
Ord BCS: TOSTITOS FIESTA BOWL	01/01/14-01/01/14	Wed	7:30p-11:00p	1	:30	\$852.00	
Inv FIESTA BOWL	01/01/14	Wed	9:53p		:30	\$852.00	
Ord BCS: ALLSTATE SUGAR BOWL	01/02/14-01/02/14	Thu	7:30p-11:00p	1	:30	\$852.00	
Inv SUGAR BOWL	01/02/14	Thu	9:33p		:30	\$852.00	
Ord BCS: DISCOVER ORANGE BOWL	01/03/14-01/03/14	Fri	7:30p-10:00p	1	:30	\$852.00	
Inv ORANGE BOWL	01/03/14	Fri	8:36p		:30	\$852.00	
Ord Compass Bowl: American v SEC	01/04/14-01/04/14	Sat	12:00p- 3:30p	1	:30	\$300.00	
Inv COMPASS BOWL	01/04/14	Sat	12:27p		:30	\$300.00	
Ord BCS: NATIONAL CHAMPIONSHIP	01/06/14-01/06/14	Mon	7:00p-10:00p	1	:30	\$852.00	
Inv NATL CHAMPIONSHIP	01/06/14	Mon	9:21p		:30	\$852.00	

ESPN- Invoiced Spots Not Matching Order

ESPN- Bonus Spots Applied

ESPN- Ordered Spots Not Matching Invoice

ESPN- Schedule Totals

Spots Ordered	9	Order Gross Cost	\$5,460.00	Order Grp / Gr Imp	23.3
Spots Invoiced	9	Invoice Gross Cost	\$5,460.00	Invoice Grp / Gr Imp	21.7
		Invoice Net Cost at 15.00%	\$4,641.00	Grp / Gr Imp Index	93.1
				Order Reach / Frequency	17.4 / 1.3
				Invoice Reach / Frequency	13.4 / 1.6
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/30/13-01/06/14	Post No: 8	Order No: 663
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: SEP1D	Telephone: 601-992-3111	
Campaign: CA: 2013.14 BOWLS			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
ESP2-							
Ord Gator Bowl: Big 10 v SEC (N M	01/01/14-01/01/14	Wed	11:00a- 2:30p	1	:30	\$300.00	
Inv (M) GATOR BOWL	01/01/14	Wed	11:34a		:30	\$300.00	
ESP2- Invoiced Spots Not Matching Order							
ESP2- Bonus Spots Applied							
ESP2- Ordered Spots Not Matching Invoice							
ESP2- Schedule Totals							
Spots Ordered	1	Order Gross Cost		\$300.00	Order Grp / Gr Imp		0.0
Spots Invoiced	1	Invoice Gross Cost		\$300.00	Invoice Grp / Gr Imp		0.7
		Invoice Net Cost at 15.00%		\$255.00	Grp / Gr Imp Index		0
					Order Reach / Frequency		0.0 / 0.0
					Invoice Reach / Frequency		0.7 / 1.0
Bonus Spots	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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Agency: Maggie Clark Media Svcs	Flight: Flight 1 12/30/13-01/06/14	Post No: 8	Order No: 663
Buyer: Maggie Clark	Agcy Est No:	Company: Maggie Clark Media Svcs	
Advertiser: MDPS	Dayparts: SEP1D	Telephone: 601-992-3111	
Campaign: CA: 2013.14 BOWLS			
Invoice No.	P.O. No.	Job No.	

Program	Date	Day	Time	Spts	Len	Invoice Rate	DMA RTG M 18-34
All Stations Schedule Totals							
Spots Ordered	10					Order Gross Cost	\$5,760.00
Spots Invoiced	10					Invoice Gross Cost	\$5,760.00
						Invoice Net Cost at 15.00%	\$4,896.00
						Order Grp / Gr Imp	23.3
						Invoice Grp / Gr Imp	22.4
						Grp / Gr Imp Index	96.1
						Order Reach / Frequency	17.4 / 1.3
						Invoice Reach / Frequency	13.6 / 1.7
Bonus Spots	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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Post Media Buy Report

Advertiser: Mississippi Office of Highway Safety

Campaign: Drive Sober or Get Pulled Over

Target Demo: Males 18-34

Flight Dates: December 13, 2013 - January 1, 2014

BCS Bowl Game Flight Dates: December 30, 2013 - January 6, 2014



Value of Ads Placed:	\$ 359,429.74
MDPS Net (Actual) Campaign Cost:	\$ 319,591.57
<hr/>	
Negotiated Discount:	\$ 39,838.17
Value of PSA (Bonus or Free) Ads:	\$ 66,944.00
<hr/> <hr/>	
Total <u>Added Value</u> for MDPS:	\$ 106,782.17
Total Number of Paid Ads:	6,574
Total Number of PSA (Bonus or Free) Ads:	2,172
<hr/>	
Total Number of Ads:	8,746

Post Media Buy Report

Advertiser: Mississippi Office of Highway Safety

Campaign: Drive Sober or Get Pulled Over

Target Demo: Males 18-34

Flight Dates: December 13, 2013 - January 1, 2014

BCS Bowl Game Flight Dates: December 30, 2013 - January 6, 2014



Budget Summary

Gross Advertising Budget by TV DMA

	Biloxi-Gulfport	Columbus-Tupelo	Greenwood-Greenville	Hattiesburg-Laurel	Jackson	Meridian	North MS (Southaven)	Statewide	Total Gross Budget
Broadcast TV	\$ 34,975.00	\$ 14,365.00	\$ 7,475.00	\$ 18,650.00	\$ 40,495.00	\$ 9,560.00			\$ 125,520.00
Cable TV	\$ 4,368.00	\$ 1,239.00		\$ 2,511.00	\$ 6,156.00	\$ 771.00	\$ 2,100.00		\$ 17,145.00
CA: BCS Bowls	\$ 3,965.00	\$ 2,275.00	\$ 2,440.00	\$ 5,500.00	\$ 13,250.00	\$ 3,000.00	\$ 5,760.00		\$ 36,190.00
Radio	\$ 12,610.00	\$ 15,821.00	\$ 3,146.00	\$ 9,672.00	\$ 22,438.00	\$ 6,071.00	\$ 2,140.00	\$ 27,300.00	\$ 99,198.00
Outdoor	\$ 8,400.00	\$ 5,150.00	\$ 1,750.00	\$ 3,200.00	\$ 21,625.00	\$ 1,000.00	\$ 2,200.00		\$ 43,325.00
Newspaper	\$ 525.00	\$ 483.00	\$ 105.00	\$ 420.00	\$ 1,680.00	\$ 372.96	\$ 105.00		\$ 3,690.96
Online								\$ 25,000.00	\$ 25,000.00
Theaters	\$ 2,346.00	\$ 6,692.15	\$ 1,175.00	\$ 1,410.00	\$ 6,197.35	\$ 705.00	\$ 3,369.50		\$ 21,895.00
Total									\$ 371,963.96

Actual Advertising Expenditure by TV DMA

	Biloxi-Gulfport	Columbus-Tupelo	Greenwood-Greenville	Hattiesburg-Laurel	Jackson	Meridian	North MS (Southaven)	Statewide	Total Gross Actual	Actual Net Amount Paid
Broadcast TV	\$ 32,175.00	\$ 14,365.00	\$ 7,475.00	\$ 18,650.00	\$ 40,495.00	\$ 9,110.00			\$ 122,270.00	\$ 103,929.50
Cable TV	\$ 4,356.80	\$ 1,239.00		\$ 2,458.00	\$ 6,121.00	\$ 771.00	\$ 2,000.00		\$ 16,945.80	\$ 14,403.93
CA: BCS Bowls	\$ 3,965.00	\$ 2,275.00	\$ 2,440.00	\$ 5,500.00	\$ 13,250.00	\$ 3,000.00	\$ 5,760.00		\$ 36,190.00	\$ 30,761.50
Radio	\$ 12,610.00	\$ 15,851.00	\$ 3,146.00	\$ 9,672.00	\$ 22,438.00	\$ 6,071.00	\$ 2,185.00	\$ 27,300.00	\$ 99,273.00	\$ 85,745.70
Outdoor	\$ 8,400.00	\$ 5,150.00	\$ 1,750.00	\$ 3,200.00	\$ 21,625.00	\$ 1,000.00	\$ 2,200.00		\$ 43,325.00	\$ 43,325.00
Newspaper	\$ 525.00	\$ 483.00	\$ 105.00	\$ 420.00	\$ 1,680.00	\$ 372.96	\$ 105.00		\$ 3,690.96	\$ 3,690.96
Online								\$ 25,000.00	\$ 25,000.00	\$ 25,000.00
Theaters		\$ 6,692.83			\$ 2,672.35		\$ 3,369.80		\$ 12,734.98	\$ 12,734.98
Total									\$ 359,429.74	\$ 319,591.57

Post Media Buy Report

Advertiser: Mississippi Office of Highway Safety

Campaign: Drive Sober or Get Pulled Over

Target Demo: Males 18-34

Flight Dates: December 13, 2013 - January 1, 2014

BCS Bowl Game Flight Dates: December 30, 2013 - January 6, 2014



Number of Paid Ads by TV DMA

	Biloxi-Gulfport	Columbus-Tupelo	Greenwood-Greenville	Hattiesburg-Laurel	Jackson	Meridian	North MS (Southaven)	Statewide
Broadcast TV	67	60	75	68	77	44	0	
Cable TV	115	80	30	72	219	38	36	
Radio	363	626	157	312	624	213	50	3,192
Outdoor	5	4	2	2	14	1	5	
Newspaper*	5	2	1	4	7	1	3	
Total								

Total No. of Paid Ads

391
590
5,537
33
23
6,574

* Requested ad position for newspaper was adjacent to Letters to Santa.

Value Added Summary

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

	Biloxi-Gulfport	Columbus-Tupelo	Greenwood-Greenville	Hattiesburg-Laurel	Jackson	Meridian	North MS (Southaven)	Statewide
Broadcast TV	75	9	3	131	33	8		
Cable TV		39			38			
Radio*	189	351	81	27	322	53	13	800
Total								

Total No. of PSA Ads Received

259
77
1,836
2,172

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

	Biloxi-Gulfport	Columbus-Tupelo	Greenwood-Greenville	Hattiesburg-Laurel	Jackson	Meridian	North MS (Southaven)	Statewide
Broadcast TV	\$ 13,125.00	\$ 1,125.00	\$ 225.00	\$ 9,825.00	\$ 5,775.00	\$ 520.00		
Cable TV	\$ -	\$ 1,950.00			\$ 3,800.00			
Radio	\$ <u>6,804.00</u>	\$ <u>8,775.00</u>	\$ <u>1,620.00</u>	\$ <u>810.00</u>	\$ <u>11,270.00</u>	\$ <u>1,320.00</u>		
Total	\$ 19,929.00	\$ 11,850.00	\$ 1,845.00	\$ 10,635.00	\$ 20,845.00	\$ 1,840.00	\$ -	\$ -

Total Value of PSA Ads

\$ 30,595.00
\$ 5,750.00
\$ 30,599.00
\$ 66,944.00

TV Rating Points by Market by TV DMA

	Biloxi-Gulfport	Columbus-Tupelo	Greenwood-Greenville	Hattiesburg-Laurel	Jackson	Meridian	North MS (Southaven)
Broadcast TV	299.6	273.9	269.2	309.3	283.1	264.0	
Cable TV	<u>144.7</u>	<u>158.0</u>	<u>30.0</u>	<u>156.0</u>	<u>197.5</u>	<u>75.3</u>	<u>90.4</u>
Total	444.3	431.9	299.2	465.3	480.6	339.3	90.4

Avg Men 18-34 GRPs/Market

283.2
137.0
420.2

Post Media Buy Report

Advertiser: Mississippi Office of Highway Safety

Campaign: Drive Sober or Get Pulled Over

Target Demo: Males 18-34

Flight Dates: December 13, 2013 - January 1, 2014

BCS Bowl Game Flight Dates: December 30, 2013 - January 6, 2014



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	67	60	75	68	77	44			391	60%
TV: PSAs	75	9	3	131	33	8			<u>259</u>	40%
									650	
Cable: Paid	115	80	30	72	219	38	36		590	88%
Cable: PSAs		39			38				<u>77</u>	12%
									667	
Radio: Paid	363	626	157	312	624	213	50	3,192	5,537	75%
Radio: PSAs	189	351	81	27	322	53	13	800	<u>1,836</u>	25%
									7,373	
Total Paid	545	766	262	452	920	295	86	3,192	6,518	
Total PSAs	264	399	84	158	393	61	13	800	2,172	
GRAND TOTAL	809	1165	346	610	1313	356	99	3,992		8,690

